



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 Advisory Council will meet in a regular session on Thursday, April 25, 2019 in the Council Chambers at City Hall, 1751 College Avenue, Elko, Nevada, beginning at 4:00 P.M., P.D.S.T.

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

ELKO COUNTY COURTHOUSE – 571 Idaho Street, Street, Elko, NV 89801

Date/Time Posted: April 19, 2019 2:10 p.m.

ELKO COUNTY LIBRARY – 720 Court Street, Elko, NV 89801

Date/Time Posted: April 19, 2019 2:05 p.m.

ELKO POLICE DEPARTMENT – 1448 Silver Street, Elko NV 89801

Date/Time Posted: April 19, 2019 2:15 p.m.

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

Date/Time Posted: April 19, 2019 2:00 p.m.

Posted by: Shelby Archuleta, Planning Technician
Name Title

Shelby Archuleta
Signature

The public may contact Shelby Archuleta by phone at (775) 777-7160 or by email at sarchuleta@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.

Dated this 19th day of April, 2019.

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.

Scott A. Wilkinson
Scott Wilkinson, Assistant City Manager

CITY OF ELKO
REDEVELOPMENT ADVISORY COUNCIL
REGULAR MEETING AGENDA
4:00 P.M., P.D.S.T., THURSDAY, APRIL 25, 2019
ELKO CITY HALL, COUNCIL CHAMBERS,
1751 COLLEGE AVENUE, ELKO, NEVADA

CALL TO ORDER

The agenda for this meeting of the City of Elko Redevelopment Advisory Council (RAC) 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

January 24, 2019 – Regular Meeting **FOR POSSIBLE ACTION**

I. NEW BUSINESS

- A.** Review, consideration, and possible recommendation to the Redevelopment Agency regarding the design of Phase 1, Project 3; Block Ends, and matters related thereto. **FOR POSSIBLE ACTION**

The RAC, at their January 24, 2019 meeting had discussion regarding the block end design and suggested that two of the RAC members have a meeting with the City Staff to continue discussion of the block end design. That meeting was held on March 6, 2019. James Wiley, City of Elko Parks Director, attended that meeting and provided input on his knowledge of tree design and maintenance requirements to the meeting attendees. It was decided to design with large shade trees and center them in the block ends so that it doesn't obstruct with traffic on the street, providing room for tree growth and less impact on long term maintenance such as sidewalk replacement and underground utilities. There was a significant increase in cost for an all concrete surface rather than grass, so the decision was to stay with the design consistent with the 30% Plans. Power and irrigation to each block end was also discussed at the March 6, 2019 meeting. The proposed design is consistent with the 30% approved plans in which the RDA approved on May 10, 2016

- B. Review, consideration, and possible recommendation to the Redevelopment Agency for the 2019 Storefront Improvement Grant Recipients and amount allocated for each grant, and matters related thereto. **FOR POSSIBLE ACTION**

2019 Storefront Improvement Grant applications were accepted from January 1, 2019 to March 30, 2019. Two applications were received for a total requested funding of \$24,443.14. Redevelopment Agency allocated \$50,000 to the 2019 Storefront Grant Program.

II. REPORTS

- A. Recognition Program
- B. Budget
- C. Other

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 Advisory Council 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,



Scott Wilkinson
Assistant City Manager

CITY OF ELKO
REDEVELOPMENT ADVISORY COUNCIL
REGULAR MEETING MINUTES
4:00 P.M., P.S.T., THURSDAY, JANUARY 24, 2019
ELKO CITY HALL, COUNCIL CHAMBERS,
1751 COLLEGE AVENUE, ELKO, NEVADA

NOTE: The order of the minutes reflects the order business was conducted.

CALL TO ORDER

The meeting was called to order by Catherine Wines, Vice-Chairman of the City of Elko Redevelopment Advisory Council (RAC), at 4:05 p.m.

ROLL CALL

Present: **Bill Hance, RDA**
 Catherine Wines, ACAB
 Lina Blohm
 Jeff Dalling (*arrived at 4:21 p.m.*)
 Jon Karr (*arrived at 4:17 p.m.*)

Absent: **Don Newman ECVA**
 John Kingwell, Elko Co.
 Sonja Sibert, GBC
 Steve Bowers, Elko Co. School Dist.

City Staff Present: **Scott Wilkinson, Assistant City Manager**
 Bob Thibault, Civil Engineer
 Shelby Archuleta, Planning Technician

PLEDGE OF ALLEGIANCE

COMMENTS BY THE GENERAL PUBLIC

There were no public comments made at this time.

I. NEW BUSINESS

- B.** Review, consideration, and possible action regarding the 2019 Redevelopment Recognition Program, and matters related thereto. **FOR POSSIBLE ACTION**

The RAC defined the details of the Recognition Program at their October 25, 2018 meeting and selected Catherine as the champion for the awards. The project nominations have been received, were emailed to RAC members and are included in the packet. The awards have not been finalized so therefore we do not have a cost associated with them

and will have to determine another date for the Recognition Program as it was proposed for January every year.

Vice-Chairman Catherine Wines said she made a sample of what they could do for the awards. She also got emails from Cathy about where they could order them from. She has looked into it, but hasn't completed it. Ms. Wines stated that she talked to Ms. Laughlin about it, and she said if they had to push to February it's not a big deal because they haven't started it yet.

Scott Wilkinson, Assistant City Manager said in the packet there was a list. He thought they could take action to accept the list as proposed. That would get us to the point where we would know how many awards to create and the cost. He thought that action would further the effort.

Lina Blohm asked if they were to determine how many awards they will be giving. She asked what their mission was.

Ms. Wines explained that they approved to spend up to \$1,000. The awards will not be over \$100, so they can approve to pick 10 today and be safe within that \$1,000 budget.

Ms. Blohm asked if they would all be on an equal basis, or if they were going to do special designations. She asked if they were going to be generic across the board, or if there were going to be more specific designations for the awards, such as façade improvements or other specific improvements.

Ms. Wines said that they did not specify, they just said to spend up to \$1,000. That hasn't been determined. She thought keeping it general would make it easier going forward. She thought they should just recognize people who have done good stuff.

Mr. Wilkinson thought everyone was going to get the same type of award regardless of the type of work. You have a checklist, everyone has had their nominations put in, and so you can select 10 from the checklist.

Councilman Bill Hance thought if they limited it to categories there may be a year where they only have façade improvements in that year. He thought it would tighten it down too much to be able to have any latitude.

Ms. Blohm explained to Mr. Hance that they went back several years for this list, because there was a lot of catching up to do. She thought the list was more extensive this time, than it will be in another 3 years. She asked how they were going to determine who would get awards, if they were going to take the projects with the most checkmarks.

Mr. Wilkinson thought that was a starting point. Clearly, that shows more support for certain projects over others.

Ms. Wines pointed out that there were two people on the list that weren't on the board anymore. She thought they need to give Mr. Hance a chance to way in. They could start there. Cowboy Arts and Gear has five checks and Ogi Deli has five.

Ms. Blohm pointed out that Dalling had six checkmarks.

Ms. Wines said the rest were scattered.

Ms. Blohm said there were three for Hannington and a lot of twos.

Ms. Wines asked if they could for sure say Cowboy Arts, Ogi Deli, and Dalling get one. She asked if they could make that determination.

Mr. Hance agreed with that. He didn't see that his vote would sway much from what the former members voted.

Mr. Wilkinson thought the three members present needed to continue with this item, and take action on this item. To have two come in late on the deliberation and vote wouldn't be appropriate.

Mr. Hance stated that he had been in contact with both the other members, and they were in route. He thought they could take a short recess until they arrive

Mr. Wilkinson stated that the Vice-chair could make that decision.

Ms. Wines called for a Recess at 4:15 p.m.

Chairman Jon Karr Arrived at 4:17 p.m.

Ms. Wines got Mr. Karr up to speed on what they had discussed so far.

Mr. Thibault pointed out that there were 16 projects on the list, and there were 6 that only had one check, which left 10 that had two or more checkmarks. If you want to award 10 that might be something to consider.

Ms. Wines said the building that the Guttry's and the Laughlin's did was fantastic and it only got one check.

Mr. Karr said it just didn't cross his mind when he was making nominations.

Ms. Wines thought that was exactly what they wanted to push for.

Mr. Wilkinson explained that the list reflected projects that were nominated. He didn't think they had a list to select from. Although there is not a checkmark from Jon on a particular project, that doesn't mean that he doesn't agree that it should be on the list, he just didn't nominate that.

Mr. Karr said they should start with Mr. Thibault's theory of the 10 that have more than one checkmark. He asked if they could do more than 10, or if they were stuck on 10.

Ms. Wines thought to be safe and to keep within the \$1,000 budget, that they should only do 10.

Mr. Karr wasn't against going a couple over or couple under if they had good reasoning.

Mr. Wilkinson pointed out that the Ormaza Building had already been recognized.

Ms. Wines thought they could cross that one off and Farr West Engineering, because they aren't in the Redevelopment Area.

Ms. Blohm said she would love to see it get an honorable mention. It is the most gorgeous job of rehabilitating an older building.

Mr. Karr didn't disagree. It gets kicked out because it's not in the area.

Mr. Wilkinson thought something to consider was to ask the RDA to give some special recognition to a downtown project outside the area. He did agree that it was outside the area, so where do you stop if you start encroaching outside the area.

Jeff Dalling arrived at 4:21 p.m.

Ms. Wines explained that the awards would look like the pins that you put on a Google Map. Then, if they will be able to afford it, there will also be a vinyl sticker to put in the window. There will be a three dimensional award and then a sticker. They could give Farr West a sticker, because those are going to be cheap.

Mr. Karr said if they started with the first ten Mr. Thibault talked about, they are now down to eight. Mr. Karr asked if there were any in the first ten that Mr. Thibault talked about that are marginal.

Ms. Wines didn't think replacing windows was something fantastic.

Mr. Wilkinson said the record should reflect that Mr. Karr and Mr. Dalling have arrived, and that Mr. Karr has taken over as Chair.

Chairman Karr took over as Chair.

Mr. Karr thought they should go down the list and discuss any that only had one check. GFL Properties was the first one with only one check. Mr. Karr asked which one that was.

Ms. Wines said that was the Guttry and Laughlin project they discussed with the apartments.

Mr. Karr asked if they wanted to leave it in or take it out.

Mr. Dalling asked who the City Staff was that recommended it.

Ms. Wines said it wasn't City Staff that nominated it, it was her.

Mr. Dalling asked if they knew who represented City Staff.

Mr. Wilkinson said it was the Planning Department.

Mr. Karr asked Ms. Blohm if she thought GFL Properties should be included in the awards.

Ms. Blohm said she thought it should be included for the same reason that Catherine thought it should, because it is an efficient use of redevelopment.

Mr. Karr asked Mr. Hance if he thought it should be included.

Mr. Hance agreed that it should be included.

Mr. Dalling also agreed. He said he didn't check it because he didn't think about it, but he thought it was a good one.

Mr. Karr agreed. He said they should agree that 1, 2, and 3 are still in it.

Mr. Karr went on to the next one that only had one check, which was the Henderson Bank Building. He said he didn't see much of an improvement, and it's still closed.

Ms. Wines said she recommended it because they are her neighbors. She appreciated that they painted it, but Mr. Karr is right it's not an open business. She said she would be ok if they left it off.

Ms. Blohm thought there would be another opportunity to come back for the Henderson Bank Building.

Mr. Hance agreed that the paint was nice, there was a lot of other improvement that could have been done.

Mr. Dalling was in agreement

Mr. Karr went on to JM Capriolas, which only had one check mark.

Ms. Wines didn't think replacing windows was good enough.

Mr. Dalling said they did a storefront.

Ms. Wines thought it was just maintenance.

Mr. Dalling said they also blasted the side. He thought it looked a lot better, but he didn't know how extensive they were going.

Ms. Blohm thought they should keep that as a side line item, and come back to it.

Mr. Karr said Jet Coin was the next one with only one check.

Mr. Dalling said he put that in.

Ms. Blohm said they were one of the first downtown to hit it off.

Ms. Wines said she would give them one too.

Mr. Hance thought they could add Jet Coin in.

Ms. Wines wished they would have included their Idaho Street side.

Mr. Karr went on to Dreez.

Ms. Wines said she would give that one a check.

Mr. Karr said the inside looked nice, but the outside he hadn't done a whole lot with besides some railed gates.

Ms. Wines said she liked the outdoor dining. She thought they were lacking outdoor dining in the downtown.

Mr. Karr said he wasn't finished with it, so it didn't count.

Ms. Blohm thought they needed to be generous this time, since it had been awhile since the last recognition.

Mr. Dalling asked what they're judging criteria was.

Ms. Wines said it wasn't just about storefronts, it was to recognize redevelopment.

Ms. Blohm said it was improvements within redevelopment area that are significant, that add to the investment of downtown.

Mr. Karr asked if Ms. Blohm was giving it a check. (Yes)

Mr. Hance voted to add Dreez to the list.

Mr. Dalling asked if this was the final vote. (No) Mr. Dalling said it was in the running.

Mr. Karr went on to the Western Folklife Center.

Mr. Dalling, Ms. Wines, and Mr. Hance all said no.

Mr. Hance asked if they were going to do the last one. He didn't think demolishing a building was something to be recognized.

Mr. Dalling, Ms. Wines, and Ms. Blohm agreed with Mr. Hance.

Mr. Karr said they had 11, Cowboy Arts & Gear, Ogi Deli, GFL, Gerber Law, Dalling Hall, Hannington Building, Lipparelli, Maverik, Jet Coin, and Dreez.

Mr. Dalling asked if they wanted Gerber Law.

Ms. Blohm said yes, that was significant. They added a canopy and window treatments. She thought it was a significant improvement.

Mr. Dalling asked if they didn't want Capriolas.

Ms. Wines said she didn't. She thought it was maintenance.

Mr. Dalling said they used the Redevelopment money.

Mr. Karr asked if all the other ones were fitting as 9.

Ms. Blohm said they were missing one. She asked if it was between Maverick and ...

Mr. Karr said it was between Maverik, JM Capriola, and Gerber.

Ms. Blohm said if it was a question between Maverik and Capriola, she would go with Capriola, because they are an iconic structure downtown.

Ms. Wines said they weren't giving awards for being an iconic structure downtown.

Mr. Hance said that Maverik increased the tax base significantly by redoing that store. He thought if Maverik wasn't on the list he would feel like they would be doing an injustice to the entire downtown.

Mr. Dalling asked how many they had slots for. (10)

Ms. Blohm said one more.

Mr. Dalling said Maverik had to be in.

Ms. Blohm said Maverik was in and Capriolas was out.

Mr. Dalling said there hadn't been a lot of outside work yet on Dreez.

Ms. Wines said the exterior was done

Mr. Dalling said he wouldn't argue, because the whole outside was done.

Ms. Blohm asked if they were doing eleven.

Mr. Karr said JM Capriolas was still out.

Mr. Dalling felt like they should recognize Capriolas.

Mr. Karr said they had 10. Capriolas would either be 11, or they would have to vote something else out. The first vote would be if they want 11.

Mr. Dalling thought they could afford 11.

Mr. Karr asked for Ms. Blohm's opinion on Capriola.

Ms. Blohm felt from a perspective that these are awards that haven't been given out in a number of years, they are part of the kickoff for the Storefront Program. Capriola's stepped up to the plate, even though it was minimal, and she felt they should be recognized. She couldn't agree more, that just doing windows is not a real façade improvement, although it was within our criteria for Storefront Improvement. She was voting for it.

Ms. Wines asked why Ms. Blohm wasn't including Western Folklife Center. Why does Capriola's get one and Western Folklife Center doesn't?

Mr. Dalling said all they did was windows, they didn't do Storefront they just replaced windows.

Mr. Hance said Folklife was maintenance only for changing those windows.

Ms. Wines said they got a grant.

Mr. Dalling said they didn't do a storefront though.

Ms. Wines said she was voting no on Capriolas.

Mr. Hance asked if they could do an award for \$90. He asked if they could save \$10 on each award and do 11 awards. He said he would like to recognize them.

Mr. Dalling wanted to give them an award as well. He thought 11 was a great number.

***** A motion was made by Lina Blohm, Seconded by Jeff Dalling to recognize Cowboy Arts and Gear, Dalling Hall, Ogi Deli, Hannington Building, GFL Properties, Maverik, Lipparelli, Jet Coin, Dreez, Gerber Law, and Capriolas.**

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

APPROVAL OF MINUTES

October 25, 2018 – Regular Meeting **FOR POSSIBLE ACTION**

***** A motion was made by Jeff Dalling, Seconded by Lina Blohm, to approve the October 25, 2018 regular meeting minutes.**

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

A. Review, consideration and possible action to elect officers. FOR POSSIBLE ACTION

RAC Bylaws Article III, Section 1 states: The RAC shall elect a chairperson, a vice-chairperson, and a secretary from its members in January of each year. There is no minimum or maximum on the number of times a member may serve in one of the elected offices.

Ms. Blohm asked how they conducted elections.

Lina Blohm nominated Catherine Wines for Chairman.

Jeff Dalling nominated Jon Karr for Chairman.

Catherine Wines accepted the nomination.

Jon Karr accepted the nomination.

Ms. Blohm voted for Catherine Wines for Chairman.

Catherine Wines voted for herself for Chairman.

Bill Hance voted for Jon Karr for Chairman.

Jeff Dalling voted for Jon Karr for Chairman.

Jon Karr voted for himself for Chairman.

***Jon Karr was voted Chairman.**

Lina Blohm nominated Catherine Wines for Vice-Chairman.

Catherine Wines accepted the nomination.

Jon Karr nominated Jeff Dalling for Vice-Chairman.

Jeff Dalling accepted the nomination.

Bill Hance voted for Catherine Wines as Vice-Chairman.

Jeff Dalling voted for himself for Vice-Chairman.

Lina Blohm voted for Catherine Wines for Vice-Chairman.

Catherine Wines voted for herself for Vice-Chairman.

Jon Karr voted for Jeff Dalling for Vice-Chairman.

***Catherine Wines was voted in as Vice-Chairman.**

Catherine Wines nominated Lina Blohm for Secretary.

Lina Blohm accepted the nomination.

***Lina Blohm was unanimously voted Secretary.**

II. REPORTS

A. Block End Design – Project #3 in Prioritized list

Mr. Dalling said his last motion that they passed was to spend \$450,000 on the block ends, sidewalks, and the expansion of the park. He asked if that was right.

Mr. Wilkinson said he would have to find the priority list. The Expansion of the park was Item 2. Project 3 is to address the block ends for the areas of the corridor that we intend to reconstruct those whole block areas. From the park east, we are not proposing to reconstruct the whole parking areas, going west were proposing to construct the whole block areas. As we went through deliberation on how to execute on the project, we determined that funding would be available sooner, rather than later, to address the block ends. Although, it kind of complicates constructing the entire blocks, so we will have to fit things together. Mr. Wilkinson thought Mr. Thibault had done a good job of trying to come up with some plans that are consistent with the approved 30% Plans and then tying the new work into the old work, but allowing for us to reconstruct the middle segments at a later date. Mr. Wilkinson explained that this was a non-action item, and it was just what Mr. Thibault has put together. As we work on finalizing it, it will eventually come back to the RAC and RDA for approval. The intent is to look at funding this project over the next budget year.

Mr. Thibault explained that this was to design the block ends at 4th, 5th, and 6th Streets. He started at 4th Street. He explained that the sidewalk was hatched in blue and it would be 7 feet wide coming along the street. It will be setback 20 to 24 feet, it

varies a little between this block and the other two. What we are proposing at this time is turf and trees in these areas. We have gone back and forth on this with The Parks Department. They can maintain turf easily. They have the manpower and the equipment to do that. There has been some discussion about other plants or flower beds. The existing ones throughout the corridor don't get enough attention. He thought if they wanted to concentrate on flower beds, they should concentrate on the existing ones. There is existing angled parking on both sides, and there is existing on-street parallel parking that we will be losing. The street will be narrowed considerably. There will still be about 26 feet of asphalt, which leaves a travel lane in each direction. They will be a bit narrow, but that will calm traffic.

Mr. Dalling asked how many parking spots they would be losing.

Mr. Thibault said there were probably 12 and those on the street. He then showed the same street with a layover of the 30% Design. In the 30% Design they would also lose the on-street parking. The street looked to be even narrower. On his design he didn't come as far into the parking stalls in order to leave a 24 foot wide travel lane. He said that was done on all the designs to leave ample room for people to back out and make turning movements.

Mr. Wilkinson said as they reconstruct the interior segments of the blocks, they could actually have, based on the 30% Plan you could have a landscape strip on the other side of your proposed sidewalk, because we will be adjusting all of the ingress and egress to those block areas and the parking layout. He asked if that was correct.

Mr. Thibault said yes, you could probably have a small landscape strip on the other side, or you could distribute that 3 or 4 feet throughout the block and leave some roomier isles for parking movements.

Ms. Wines asked if any part of that was a swale that collects storm water.

Mr. Thibault said he hadn't completed the grading plan for it yet.

Ms. Wines asked if that's what Mr. Thibault's intention was.

Mr. Thibault said no, his intention was not to try to collect storm water.

Ms. Wines asked if it was all basically the same grade. (Yes) She said she loved the size of it. She also loved the narrowing of the street, because it does slow people down. The 30% drawings that they approved had the sidewalk in the center and trees on both sides. She thought they could leave the size.

Mr. Thibault explained that the sidewalk in the 30% Plan was along the parking isle, just as he had it shown.

Ms. Wines said but there were two rows of trees.

Ms. Blohm asked if they were talking the same width of space.

Ms. Wines said yes, but put the sidewalk in the center and then put trees on both sides of the sidewalk. She asked if they could try that.

Mr. Wilkinson said they couldn't do that today, because they had to have a drive isle.

Mr. Thibault said Ms. Wines just wanted to move the sidewalk over, not add more landscaping. Mr. Thibault said he didn't want the trees too close to the streets.

There was discussion regarding trees and other ideas to put along the streets.

Mr. Wilkinson thought if they kept the sidewalk where it's located, the debate on whether the trees are closer to the street or the sidewalk can be something to look at. We are trying to present this so that we can give people time to put their ideas and thoughts together, and start presenting that back to Cathy as Mr. Thibault works to finalize the design.

Mr. Thibault pointed out that they were getting into deliberation, when this item was just listed as a report.

Ms. Wines wanted to know why it was listed under reports and not as an action item.

Mr. Wilkinson explained that this item was not ready to take action on yet.

There was discussion regarding drainage and the design of the sidewalk.

There was discussion about replacing the grass with pavers or a hard surface.

Mr. Wilkinson pointed out that they were trying to introduce landscaping in an area that is primarily pavement and cement.

Ms. Wines said she wanted more trees and less grass. Trees are the soft in urban environments.

Mr. Dalling said they could get rid of the sidewalk all together if they put in a stamped concrete.

Mr. Wilkinson suggested that the members get the drawings from Mr. Thibault and provide some feedback, understanding that there is a conceptual design that has been approved by the RDA. Under the NRS we have demonstrated that we can fund the conceptual project. If we get out of bounds and start increasing the cost too much other elements are going to go away, because the projected cost won't fund the project. You can make recommendations when this comes back as an item to take action on.

Mr. Thibault explained the design on 5th Street.

There was discussion about removing the parallel parking.

Ms. Blohm requested that instead of waiting another two months that they bring this right back at another monthly meeting, so that they can get something done this season.

Mr. Thibault went over the design for 6th Street. He mentioned that they would have more flexibility with design if they did a whole block at a time, instead of just the block ends. Mr. Thibault explained that on the 4th Street block end they would still end up with the sidewalk higher than the street if they did the block end and then the sidewalk without adjusting the whole street.

Ms. Blohm thought they were looking at a separate Business Improvement District for the sidewalk.

Mr. Thibault said yes, he thought that was Project No. 4. If they were doing the whole 300 block as a project, they could make everything fit together really well. IF the whole 400 Block is done as a project Railroad Street could be adjusted to match the doorways.

There was discussion about adjusting the street and sidewalk.

They were going to review the design and make suggestions before the next meeting.

B. Centennial Park Expansion

Mr. Wilkinson reported that the RDA took action November 13, 2018 to accept the Centennial Park Expansion Project. The project budget was \$250,000, and the final cost was \$173,714.

C. Storefront Improvement Program

Mr. Wilkinson reported that for the 18/19 Grants, OC Restaurants was approved to have their grant funding reallocated to a new project. It would still be on the same property, just not related to Old Chicago Pizza Restaurant. It looks like they are moving forward with resurfacing the bears, they haven't requested any funding reimbursement at this time. The Pat Laughlin Family Trust has purchased materials and are waiting on better weather for the work to be completed. Patray Assets was issued a building permit and are planning on starting at the end of February.

D. Downtown Corridor lighting

Mr. Wilkinson said a lot of communication has gone on since the first of November regarding the project. Initially they provided a quote to replace the lighting from 3rd

to 7th of just over \$58,000. They are reanalyzing that quote and they are looking at different options of possibly conveying the lights to the City of Elko. This will just be a process that we will have to go through.

Mr. Hance asked, with the realignment of the parking spaces how much of the lighting would need to be relocated from the current locations.

Mr. Thibault said that had yet to be studied. He said that was a good point, because all of the drive isles were being realigned and parking stalls would be realigned.

There was further discussion regarding realigning the parking and moving the lights.

E. Budget

Mr. Wilkinson reported that revenues were exceeding projections to date. We have received about 2/3 of the projected tax revenue to date. At the end of the year we should have higher revenues and less expenditures.

F. Other

Ms. Wines reported that the Arts & Culture Advisory Board was working with a non-profit from Reno to do a mural expo in September. She said they would be in the area that they had just been talking about. They have identified 27 walls, but there could be more than that.

Mr. Hance suggested that she might want to think about expanding out to some of the other portions of the downtown area.

Ms. Blohm said she wanted to see an agenda item pertaining to the streamlining of the permitting process for some of the businesses that are trying to develop within the Redevelopment Area. She had heard personally, and was working with one couple, on the difficulties they are having getting through the permitting process for the older buildings.

Mr. Dalling said he kept hearing that there was no such thing as being grandfathered in, and that everything had to be modernized.

Ms. Blohm thought it was a topic of conversation to be fair to all parties involved as to what stream lining the process really means as far as older buildings within the Redevelopment Area.

Mr. Wilkinson said it would nice to have very specific examples. Elko does a pretty good job, if staff gets complete plans that don't have to be revised. They get turned around in a reasonable amount of time. If it's a big project the plans go to an outside consultant to do the plan reviews. A lot of it has to do with how comprehensive and

complete the plans are that staff receives. If they are deficient and they have to be revised that delays projects.

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 Advisory Council 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.

Jon Karr, Chairman

Lina Blohm, Secretary

City of Elko Redevelopment Advisory Council
Agenda Action Sheet

1. Title: **Review, consideration, and possible recommendation to the Redevelopment Agency regarding the design of Phase 1, Project 3; Block Ends, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **April 25, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **20 minutes**
5. Background Information: **The RAC, at their January 24, 2019 meeting, had discussion regarding the block end design and suggested that two of the RAC members have a meeting with the City Staff to continue discussion of the block end design. That meeting was held on March 6, 2019. James Wiley, City of Elko Parks Director, attended that meeting and provided input on his knowledge of tree design and maintenance requirements to the meeting attendees. It was decided to design with large shade trees and center them in the block ends so that it doesn't obstruct with traffic on the street, providing room for tree growth and less impact on long term maintenance such as sidewalk replacement and underground utilities. There was a significant increase in cost for an all concrete surface rather than grass so the decision was to stay with the design consistent with the 30% plans. Power and irrigation to each block end was also discussed at the March 6, 2019 meeting. The proposed design is consistent with the 30% approved plans in which the RDA approved on May 10, 2016.**
6. Budget Information:
 Appropriation Required: **N/A**
 Budget amount available: **N/A**
 Fund name: **Redevelopment Agency**
7. Business Impact Statement: **Required / Not Required**
8. Supplemental Agenda Information **30% drawings, Block End Design**
9. Recommended Motion: **Pleasure of the RAC**
10. Prepared By: **Cathy Laughlin, City Planner**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1" = 30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 4TH STREET

DESIGNED BY

BT

DRAWN BY

BT

ACAD 2017

CHECKED BY

BT

DATE

4/17/2019



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1" = 30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 4TH STREET

DESIGNED BY

BT

DRAWN BY

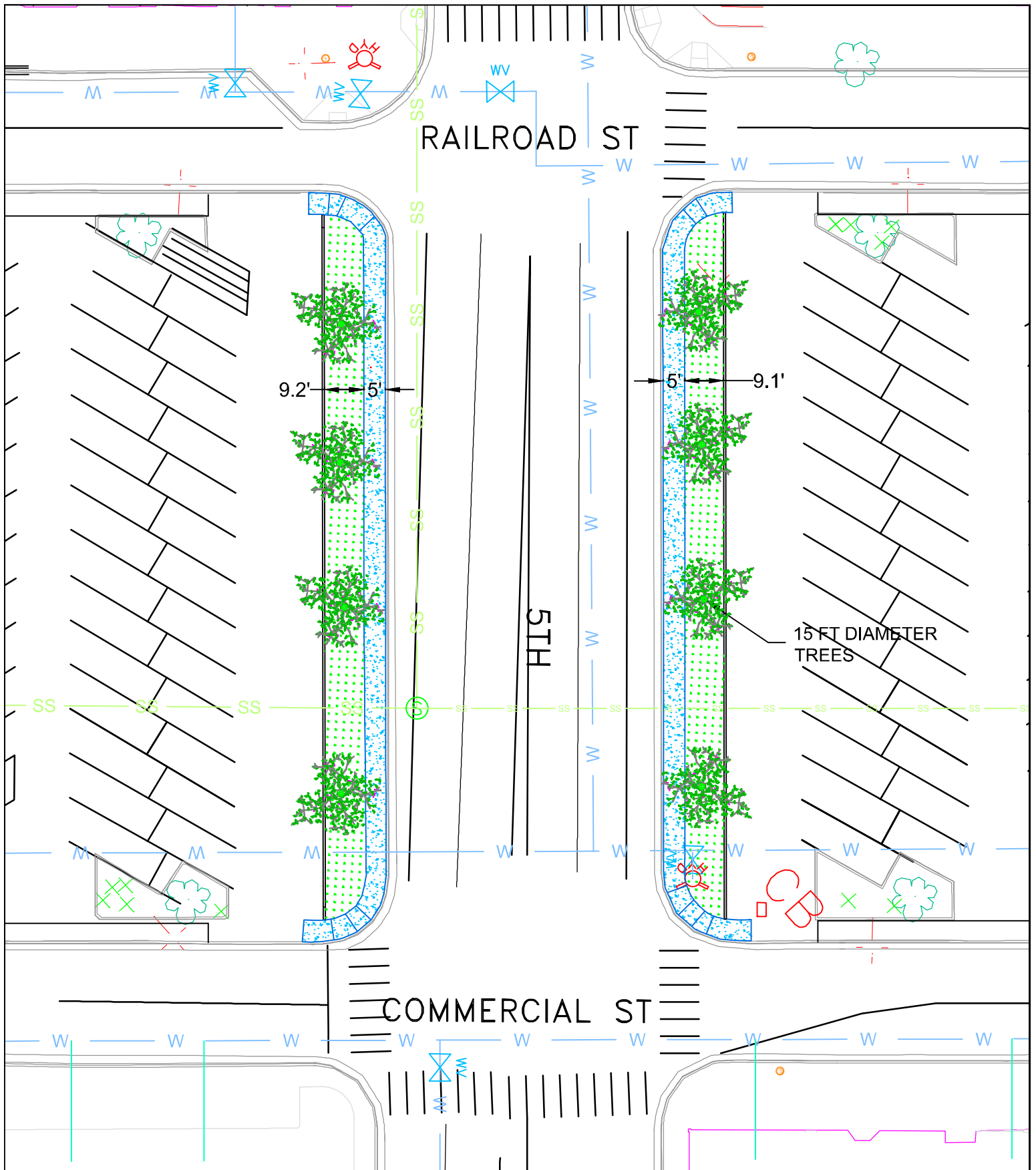
ACAD 2017

CHECKED BY

BT

DATE

4/17/2019



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1" = 30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 5TH STREET

DESIGNED BY

BT

DRAWN BY

ACAD 2017

CHECKED BY

BT

DATE

4/17/2019



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1"=30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 5TH STREET

DESIGNED BY
BT
DRAWN BY
ACAD 2017
CHECKED BY
BT
DATE
4/17/2019



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1" = 30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 6TH STREET

DESIGNED BY

BT

DRAWN BY

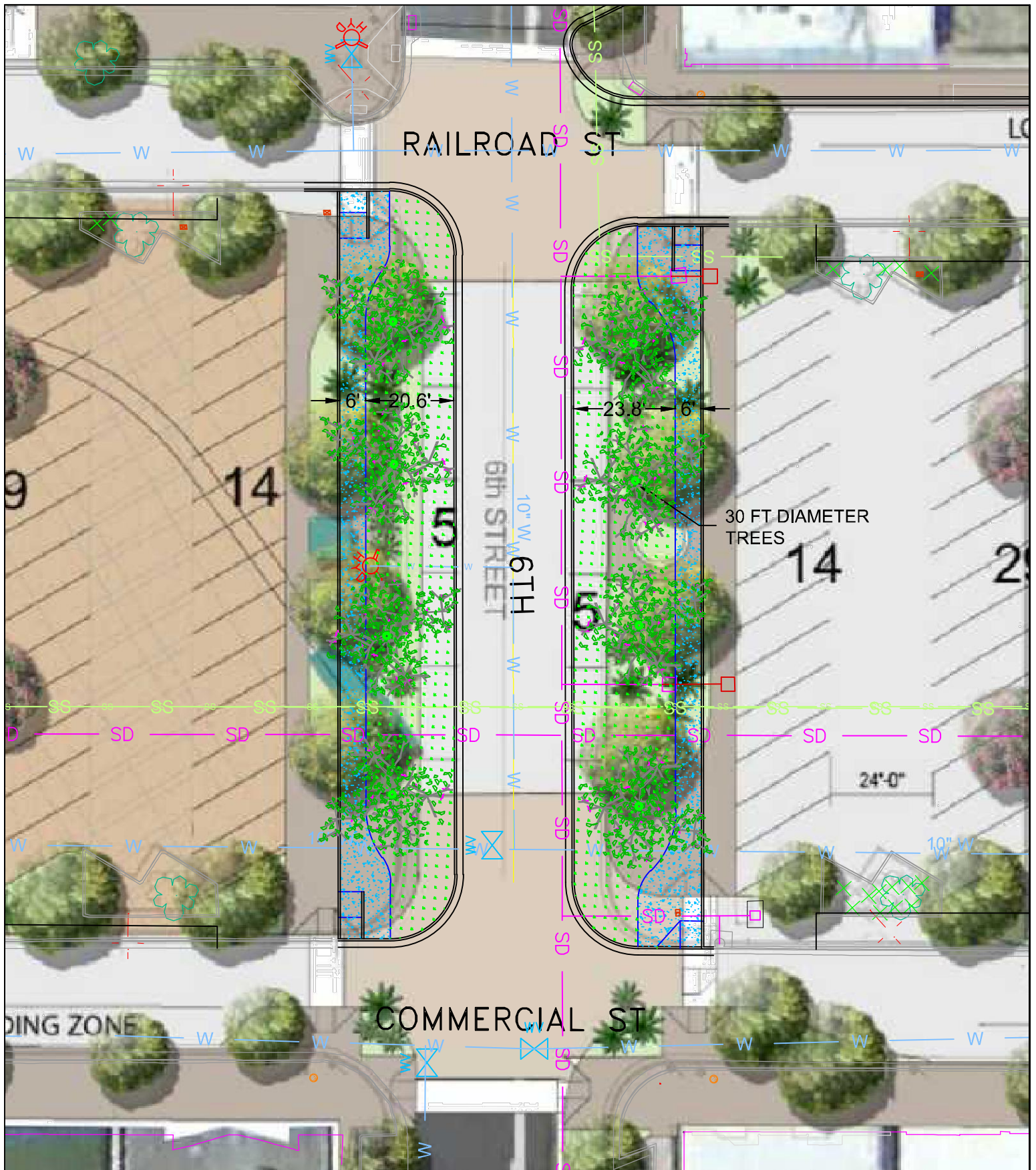
ACAD 2017

CHECKED BY

BT

DATE

4/17/2019



CITY OF ELKO
1751 COLLEGE AVE
ELKO, NEVADA 89801
775-777-7210

SCALE

HORZ 1" = 30'

VERT _____

BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 6TH STREET

DESIGNED BY
BT
DRAWN BY
ACAD 2017
CHECKED BY
BT
DATE
4/17/2019

City of Elko Redevelopment Advisory Council
Agenda Action Sheet

1. Title: **Review, consideration, and possible recommendation to the Redevelopment Agency for the 2019 Storefront Improvement Grant Recipients and amount allocated for each grant, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **April 25, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **2019 Storefront Improvement Grant applications were accepted from January 1, 2019 to March 30, 2019. Two applications were received for a total requested funding of \$24,443.14. Redevelopment Agency allocated \$50,000 to the 2019 Storefront Grant Program.**
6. Budget Information:
 Appropriation Required: **N/A**
 Budget amount available: **\$50,000**
 Fund name: **Redevelopment Agency**
7. Business Impact Statement: Required **Not Required**
8. Supplemental Agenda Information: **Spreadsheet, and 2 grant applications with rating sheets.**
9. Recommended Motion: **We find that the 2019 Storefront Grant applications are consistent with the Redevelopment Storefront Program and meet the goals and objectives of the Redevelopment Agency with a recommendation to the RDA to approve a grant to Catherine Wines for the amount of \$7,445.64 and J.M. Capriola Co. for the amount of \$16,997.50.**
10. Prepared By: **Cathy Laughlin, City Planner / Redevelopment Manager**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:

2018 Storefront Improvement Grant Applications

| Applicant | Business | Address | APN | Funding Request | Approved by RDA | Bid #1 | Bid #2 | Bid #3 | Bid #4 | Current Prop. Tax | Current Water Bill | Business License | Photos of Existing | Design of Project | Zoned Properly |
|-----------------|-------------------|----------------------------|-------------|-----------------|-----------------|--------------|--------------|--------------|--------|-------------------|--------------------|------------------|--------------------|-------------------|----------------|
| Susan Wright | J.M. Capriola Co. | 500 Commercial Street | 001-343-001 | \$ 16,997.50 | | \$ 35,903.86 | \$ 62,079.00 | \$ 41,350.00 | | x | x | x | x | x | x |
| Catherine Wines | Taber Building | 407, 419, & 421 Railroad S | 001-265-017 | \$ 7,445.64 | | \$ 14,891.27 | \$ 15,065.00 | \$ 15,195.00 | | x | x | x | x | x | x |
| | | | | | | | | | | | | | | | |

Total Approved for 2019: \$ -



Storefront Improvement Grant Program

Review Committee Rating Sheet

(For Office Use and Applicant Information Only – Do not submit with application packet)

Participant Name: _____ ☐ Owner ☐ Tenant

Business Name: _____

Business Address: _____

Is the Project Eligible for the Grant Program? ☐ Yes ☐ No

Project Cost: \$_____ Amount of RDA Funds Requested: \$_____ (50% of Projected Cost, NTE \$25,000)

CRITERIA

**Points
Possible** **Points
Awarded**

1. Eligibility

- a) Participant is the Property Owner (3 Points) _____
- b) The project is located in the Central Business District. (3 points) _____

2. Elimination of Blighted Conditions...

- a) Improvements address defective design, character, or physical condition of the façade or storefront.. (3 Points) _____
- b) Provisions for natural light and sanitation have been made. (3 Points) _____
- c) Deterioration, obsolescence, or dilapidation factors will improve. (3 Points) _____
- d) The project will reduce exterior blight. (3 points) _____

3. Promotion of Economic Revitalization...

- a) The economy will likely benefit from this improvement. (4 Points) _____

| | Points Possible | Points Awarded |
|--|--------------------|-------------------|
|--|--------------------|-------------------|

4. Stimulation of Private Development

- | | | |
|--|------------|-------|
| a) The project stimulates private development and improvements in the RDA area | (4 Points) | _____ |
|--|------------|-------|

5. Consistence with the City's Comprehensive Master Plan

- | | | |
|--|------------|-------|
| a) The project protects historic resources. | (3 Points) | _____ |
| b) The project promotes historic preservation efforts. | (3 Points) | _____ |

6. Achievement of environmental benefits through architectural design, landscaping, and traffic/pedestrian circulation...

The focus of the project is on relatively inexpensive, highly visible physical improvements such as:

- | | | |
|---|------------|-------|
| a) Building Façade – The façade improvement includes larger or divided light windows, new fascia, awnings, or trellis structures. | (4 Points) | _____ |
| b) Signage – The signage is distinctive and attractive. | (4 Points) | _____ |
| c) Street vitality along the sidewalk is created (i.e., outdoor dining, architectural elements, etc.). | (4 Points) | _____ |
| d) Lighting – Lighting is used to illuminate the walkways and highlight storefront and building facades. | (4 Points) | _____ |

Total Points Awarded: _____
(MAX 48)

Rater's Name: _____ Date: _____

Grant Application

The Storefront Improvement Grant Program provides City of Elko Redevelopment Agency (RDA) funds to assist any property owner(s) or tenant(s) with rehabilitation, conservation, visual enhancement or beautification of eligible property within the Redevelopment area.

Please submit a complete application with the listed required documents and appropriate signatures to avoid any delays in processing. Please print legibly in either black or blue ink.

1. Project

Project Name: **Taber Building Historic Facade Restoration**

Funding Requested (Amount): **\$14,891.27**

2. Property Information

Business Name: **Taber Building LLC**

☐ Corporation ☒ Limited Liability Company ☐ Partnership ☐ Sole
Proprietorship ☐ Other

Physical Address: **407, 419, & 421 Railroad Street**

Mailing Address: **421 Railroad Street ste 208**

City: **Elko** State: **Nevada** Zip Code: **89801**

Phone: **775-738-7829** Cell: **775-738-7817** Fax: **775-738-7817**

Current Building Use: **Mixed Use**

3. Applicant Information (Participant)

Name: **Catherine Wines**

Mailing Address: **421 Railroad Street ste 208**

City: **Elko** State: **Nevada** Zip Code: **89801**

Phone: **775-738-7829** Cell: **775-934-6175** Fax: **775-738-7817**

Email: **catherine@r6studio.com**

Do you ☒ Own or ☐ Lease the property?

If you are not the property owner, then the property owner must complete section 4 and sign the application.

4. Property Owner

Owner Name: *same as applicant*

Mailing Address: *same*

City: *same*

State: *same*

Zip Code: *same*

Phone: *same*

Cell: *same*

Fax: *same*

Email: *same*

Are there multiple owners? ☐ Yes ☒ No If yes, provide additional sheet for each property owner

5. Contact Person or Representative

Name: *same as applicant*

Mailing Address: *same*

City: *same*

State: *same*

Zip Code: *same*

Phone: *same*

Cell: *same*

Email: *same*

The following must be submitted with a complete application:

- ☒ Photographs of existing façade.
- ☒ 3 bids from contractors licensed to perform the applicable work for all eligible improvements.
- ☒ Construction Documents, including plans and elevations of proposed improvements. Plans must include sufficient detail to show all elements of the project.

1. Please list and describe each of the proposed exterior improvements.

The intent of this project is to begin the process of a complete historic restoration. Part of the aluminum siding that was put on the building in the 1950s and 60s will be removed. The existing original brick will be re-pointed and restored. Trim pieces that are missing at the top of the building will be replaced. All work will be performed as to not compromise the historic design or the buildings structural integrity and weather resistance.

2. Please describe the extent to which the existing building or on-site improvements are dilapidated or otherwise in need of improvement.

The existing siding is in decent shape but is from an architectural time period that is not appropriate to the age of the building. The original architect designed a brick building, of the typical urban design of 1919. During the Mid-Century Modern era the building was covered with an aluminum siding that destroys the architectural integrity and intent of the original design.

3. Please describe how you intend to maintain the improvements throughout their useful life.

The building is currently owned and loved, sometimes to a fault, by an Architect and history enthusiast. As was described before this will be the first of several phases of the exterior restoration. Maintenance and care is, and will continue to be, the highest priority.

4. Provide background information regarding the history of the business currently occupying the building:

The building has two retail spaces on the ground floor and nine offices upstairs. There is currently an art gallery, operated by the Elko County Art Club, and a barber shop on the ground floor. There is a photography studio, a graphic design firm, a national customer service call center, a land assessment specialist, a civil engineer and a very grateful architect occupying the offices upstairs. One office has been converted to a communal conference room for all tenants and one office is currently available for rent. There have been hundreds of businesses occupying the building through its lifetime.

5. Provide background information regarding the history of the building and/or property to be improved as well as any historical photos (if available):

The Taber Building is 100 years old this year. HAPPY BIRTHDAY TABER BUILDING! The building was built by The Honorable Erroll James Livingston Taber in 1919. He was an attorney and a District Judge. He also served on the Nevada Supreme Court from 1935 until his death in 1947. He was a pillar in the community and the building was considered a show piece in the downtown. I hope to return the building to its former glory. Historic photographs have been provided in the construction documents.

6. Briefly describe the goals you hope to accomplish as the business and/or property owner undertaking this project:

My goal with this project is to begin the process of a complete historic restoration of the exterior of the building. For financial reasons I would like to do the restoration in phases. I believe it will take three phases to complete the restoration. This project will be Phase I. Phase II will be removing the aluminum siding on the exterior of the ground floor and replacing the doors and windows with something more sensitive to the time period that the building was built. Phase III will replace the second floor windows with a replica of the bay windows that were on the original building. My goal is to have the entire restoration of the front of the building completed in five years.

7. Explain how your project will benefit the City of Elko. Choose all that apply and provide a written explanation for each:

☒ **The project will eliminate blighted conditions**

If you consider fake aluminum siding, from the 1950s, blight, which I do... this project will begin the process of removing that blight and restore the building to its original architecture and original brick structure.

☒ **The project will promote economic revitalization**

The project will bring a greater amount of authenticity to the downtown, through original historic structures, which is always a tool that helps to promote and contribute to economic revitalization.

☒ **The project will enhance the City's historic preservation efforts**

When completed, I believe this building will be a guide for others to follow who are attempting an authentic historic preservation.

☒ **The project will be consistent with the City's master plan**

The City's Master Plan calls for mixed use buildings in the central business district. This building's use will stay mixed use and will continue to provide a diverse and concentrated array of retail and professional businesses in an important area of the Redevelopment District.

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- ☒ I/We affirm that this project conforms to all applicable codes, ordinances and regulations.
- ☒ All applicable permits will be obtained for this project, if required, and all accompanying inspections will be successfully completed prior to receiving reimbursement.
- ☒ I/We affirm that I/we am/are in good standing with the City of Elko with respect to taxes, fees, or other financial obligations to the City.
- ☒ I/We hereby affirm that I/we have full legal capacity to execute and submit this application, and that all information and exhibits herewith submitted are true and correct to the best of my/our knowledge.
- ☒ I/We agree to provide the City of Elko Redevelopment Agency (hereinafter the "Agency") with access to the property, as deemed necessary by the Agency, to make all reasonable inspections and investigations, and to take pictures of the property while the application is being processed.
- ☒ I/We have read and understand the Grant Program Guidelines, accept the terms stated in those Guidelines, and understand that in order for my/our request of funds to be approved, I/we must agree to work within and follow the recommendations of the Agency before starting any work on the subject property following approval of the application.
- ☒ I/We understand that I/we must complete and sign a Participation Agreement to initiate a date of project execution.
- ☒ I/We understand that I/we must complete, sign, and have notarized a Notice of Participation Agreement that will be recorded with the Elko County Recorder's Office.
- ☒ I/We understand that applying for grant funds does not obligate the Agency to allocate or award funds for the specified project.
- ☒ I/We understand that only after the review committee has reviewed the application and plans and recommends to the Redevelopment Agency the grant recipients, will the Agency authorize funds.
- ☒ I/We understand that the project shall comply with the Program Guidelines.
- ☒ I/We understand that only upon final inspection and approval by the Agency will the Agency disburse the authorized funds.
- ☒ I/We grant permission to the Agency to use my/our personal and business image(s), name, and/or other related content gathered in relation to your participation in the Storefront Improvement Program for promotional purposes. Such purposes may include, but are not limited to brochures, newsletters, and digital images.



Program Participant Signature

3.29.19

Date



Owner Signature

3.29.19

Date

Owner Signature

Date


[Assessor Home](#)
[Personal Property](#)
[Sales Data](#)
[Secured Tax Inquiry](#)
[Recorder Search](#)
[GIS Map](#)

Parcel Detail for Parcel # 001-265-017

Location

Property Location 407 RAILROAD ST
 Town ELKO CITY
 District 11.5 - Elko GID - Redevelopment
 Subdivision Lot 15+ Block I
 Property Name ELKO ART CLUB/BARBER'S DEN

[Add'l Addresses](#)
[Assessor Maps](#)
[Legal Description](#)
[Ag Land](#)

Ownership

Assessed Owner Name WINES, CATHERINE

Mailing Address

Add'l Owners 421 RAILROAD ST STE 208
 ELKO NV 89801-3751

[Ownership History](#)
[Document History](#)

Legal Owner Name WINES, CATHERINE

Vesting Doc #, Date 696477 03/27/2015 Year / Book / Page 15 / 0 / 0
 Map Document #s

Description

Total Acres .064 Square Feet 2,796
 Ag Acres .000 W/R Acres .000

Improvements

| | | |
|--------------------------|------------------------|--------------------------|
| Single-family Detached 0 | Non-dwelling Units 1 | Bedrooms / Baths 0 / .00 |
| Single-family Attached 0 | Mobile Home Hookups 0 | Stories 2.0 |
| Multiple-family Units 0 | Wells 0 | Garage Square Ft... 0 |
| Mobile Homes 0 | Septic Tanks 0 | Attached / Detached |
| Total Dwelling Units 0 | Buildings Sq Ft 5,376 | |
| | Residence Sq Ft 0 | |
| | Basement Sq Ft 2,688 | Basement |
| | Finished Basement SF 0 | Bedrooms / Baths 0 / .00 |

[Improvement List](#)

Appraisal Classifications

Current Land Use Code 400

[Code Table](#)

Zoning Code(s) ZC

Class 2.00

Re-appraisal Group P

Re-appraisal Year 2015

Original Construction Year 1919

Weighted Year

Assessed Valuation

| Assessed Values | 2019-20 | 2018-19 | 2017-18 |
|---------------------------|---------------|---------------|---------------|
| Land | 7,830 | 7,830 | 7,830 |
| Improvements | 52,415 | 49,904 | 49,005 |
| Personal Property | 0 | 0 | 0 |
| Ag Land | 0 | 0 | 0 |
| Exemptions | 0 | 0 | 0 |
| Net Assessed Value | 60,245 | 57,734 | 56,835 |

Increased (New) Values

| | | | |
|-------------------|---|---|---|
| Land | 0 | 0 | 0 |
| Improvements | 0 | 0 | 0 |
| Personal Property | 0 | 0 | 0 |

Taxable Valuation

| Taxable Values | 2019-20 | 2018-19 | 2017-18 |
|--------------------------|----------------|----------------|----------------|
| Land | 22,371 | 22,371 | 22,371 |
| Improvements | 149,757 | 142,583 | 140,014 |
| Personal Property | 0 | 0 | 0 |
| Ag Land | 0 | 0 | 0 |
| Exemptions | 0 | 0 | 0 |
| Net Taxable Value | 172,129 | 164,954 | 162,386 |

Increased (New) Values

| | | | |
|-------------------|---|---|---|
| Land | 0 | 0 | 0 |
| Improvements | 0 | 0 | 0 |
| Personal Property | 0 | 0 | 0 |

[Back to Search List](#)


[Treasurer Home](#)
[Assessor Data Inquiry](#)
[Back to Last Page](#)
Secured Tax Inquiry Detail for Parcel # 001-265-017

Property Location: 407 RAILROAD ST, ELKO CITY
 Billed to: WINES, CATHERINE
 421 RAILROAD ST STE 208
 ELKO NV 89801-3751

Tax Year: 2018-19
 Roll #: 001954
 District: 11.5
 Tax Service:
 Land Use Code: 400

[Code Table](#)
Outstanding Taxes:

| Prior Year | Tax | Penalty/Interest | Total | Amount Paid | Total Due |
|------------|-----|------------------|-------|-------------|-----------|
|------------|-----|------------------|-------|-------------|-----------|

| Current Year | (Unsecured Taxes exist) | | | No Taxes Owing |
|----------------|-------------------------|------------|-----------------|-----------------|
| 08/20/18 | 502.91 | | 502.91 | 502.91 .00 |
| 10/01/18 | 502.85 | | 502.85 | 502.85 .00 |
| 01/07/19 | 502.85 | | 502.85 | 502.85 .00 |
| 03/04/19 | 502.85 | | 502.85 | 502.85 .00 |
| Totals: | 2,011.46 | .00 | 2,011.46 | 2,011.46 |

[Payment Cart](#)
[History](#)
Additional Information

| | 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 |
|-----------------|---------|---------|---------|---------|---------|
| Tax Rate | 3.4823 | 3.4823 | 3.4823 | 3.4823 | 3.4823 |
| Tax Cap Percent | 5.8 | 5.9 | 6.4 | 7.5 | 7.8 |

YLA, inc.

181 W. Bullion Rd. unit 4
Elko, NV 89801

Quote

| Date | Quote # |
|---------|---------|
| 3/29/19 | 481 |

| |
|---|
| Name / Address |
| Catherine Wines 401 Railroad St., Ste 205 Elko, NV 898001 |

RECEIVED

MAR 29 2019

| Rep | Project |
|-----|---------|
| | |

| Description | Qty | Total |
|---|-----|--------------------|
| Remove all steel siding at the second floor. Restore original brick and mortar. | | 14,891.27 |
| Replace parapet cap. | | |
| Sales Tax | | 0.00 |
| Total | | \$14,891.27 |

Modern Land & Development LLC

982 WOLF CR. DR. • SPRING CREEK, NV, 89815 • 775-934-9356

NV License A-85165, B-85193, Limit \$245,000

RECEIVED

MAR 29 2019

March 28, 2019

R6 Studio
421 Rail Road Street
Elko, Nevada 89801
Attn: Catherine Wines

RE: Tabor Building - 421 Railroad Street, Elko
Estimate for New Front Facade - Tabor Building

Scope of Work.

1.0 Demolition

- 1.1 Remove existing parapet wall cap
- 1.2 Remove existing Aluminum Siding

- 2.0 Furnish and install parapet cap
- 3.0 Re-point & seal existing brick
- 4.0 Caulk & seal existing windows
- 5.0 Flash metal siding to remain

Estimated Price: \$15,065

Qualifications & Clarifications:

- 1. Scope items not identified above are not included
- 2. Pricing includes disposal of materials, equipment and materials
- 3. Terms: net 30
- 4. This bid is valid for 30 days.

Thank you for the opportunity.

Sincerely,



Michael E. Shanks, P.E.
Modern Land & Development LLC

Schell Creek Construction

Mailing: P.O. Box 2258 Office Locations Fernley
Fernley, Nevada 89408 & Elko
P 775-835-8657 P775-753-8966
F 775-835-8655

PROPOSAL

DATE: March 28, 2019

Contact: Catherine Wines
Project: Taber Building Façade Renovation
Location: 407,419&421 Railroad Street
Elko Nv 89801

Email: jerry@schellcreek.com
Estimated By: Jerry Ricci
Buss. Phone :775-753-8966
Cell :775-722-1864

PHONE: 775-934-6735

NV. License B-27297A C-5 0031022A
MHD NSCB-B # R1011

JOB DESCRIPTION

Construction Rebuild Proposal:

Demolition of front of building and storefronts, Re construct front of building,
Storefronts, finish and interior as per plans and Specs.

NOTES: Our proposal also includes looking at moving the HVAC unit to the garage rather than installing it in the trusses. That is something we can review.

| | |
|--------------------------|-------------|
| TOTAL ESTIMATED JOB COST | \$15,195.00 |
|--------------------------|-------------|

EXCLUSIONS:

ALL MATERIAL IS GUARANTEED TO BE AS SPECIFIED. ALL WORK TO BE COMPLETED IN A WORKMANLIKE MANNER ACCORDING TO STANDARD PRACTICES. ANY ALTERATION OR DEVIATION FROM ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE. ALL AGREEMENTS CONTINGENT UPON ACCIDENTS OR DELAYS BEYOND OUR CONTROL. OWNER TO CARRY FIRE AND OTHER NECESSARY INSURANCE. OUR WORKERS ARE FULLY COVERED BY WORKMEN COMPENSATION INSURANCE. ALL CHANGES IN SCOPE OF WORK DUE TO REVISION BY PLAN REVIEW PROCESS OR GOVERNMENT ENTITY, UTILITY COMPANIES, OWNERS OR OWNERS REPRESENTATIVES WILL RESULT IN A CHANGE ORDER TO CONTRACT. MATERIAL MARKET IS VERY VOLATILE THROUGHOUT THE SEASONS, DELAYS IN ACCEPTANCE OF THE PROPOSAL WILL RESULT IN A MATERIAL COST REVIEW THAT MAY RESULT IN A CHANGE ORDER.

TERMS: This proposal may be withdrawn if not accepted within 15 days.
A 15% overhead and administrative charge will be added to any changes made to this proposal.
2% interest will be charged after 30 days.
Payment schedule to be progressive.

Authorized Signature

Date _____

Acceptance Signature

Date _____

RECEIVED

MAR 29 2019

RECEIVED

MAR 29 2019

The Taber Building

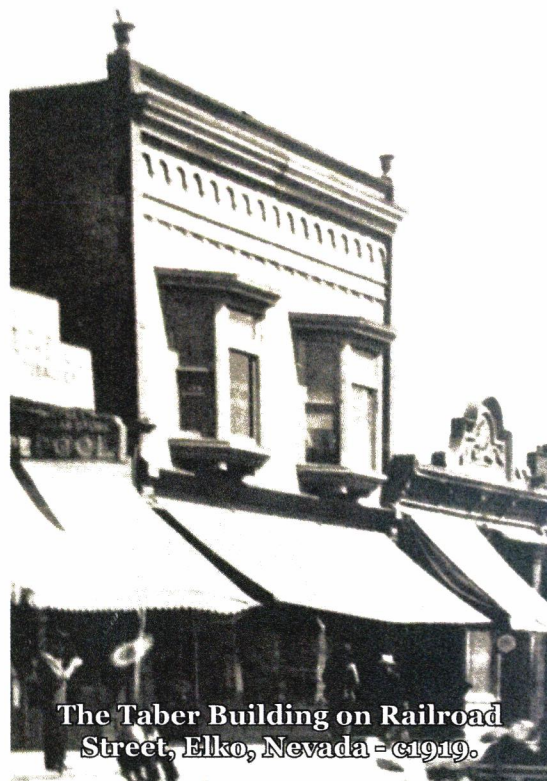
407, 419, 421 Railroad Street

Elko, Nevada

The Building

The Taber Building has been a premier office and retail property in downtown Elko since it was built in 1919.

The Taber Building is a masonry and wood frame, three story structure, including a basement. It's had numerous owners and tenants and undergone many remodels through the years.



The Taber Building on Railroad Street, Elko, Nevada - ©1919.

The building was purchased by the current owner in April, 2015 with plans to complete a historic renovation, eventually returning it back to it's 1919 condition, in every aspect possible.

Judge Taber

Errol James Livingston Taber was born in Austin, Nevada in 1877 to Joseph Milo and Cecilia Taber. In 1904 he graduated from Law School at Columbia University and moved to Elko to start a law practice. Shortly after he married Frances Smiley. They had three children, William, Wallace and young Frances.

In 1919 he built the Taber Building which housed his law office upstairs and Elko Drug on the ground floor.

Taber was also a District Judge and in 1935 he was appointed to the Nevada Supreme Court. He served two terms as Chief Justice during his tenure and remained a member of the high court until his death in 1947.

As a judge he presided over hundreds of cases including the famous Jarbidge stage

coach robbery of 1916 which was the first case in the United States to convict using a hand print as forensic evidence.

Taber was highly respected in Elko and beyond. He was a public servant, community activist, and volunteer his entire adult life. His legacy lives today inside these walls.

Welcome to the Taber Building.



Judge Taber on the right after giving oath of office to new UNR President, Dr. Leon Hartman - 1943



Taber Building - Exterior Facade Renovation

407, 419, & 421 Railroad Street, Elko, Nevada 89801 - APN 001-265-017

General Notes

1- Drawings represent the desired result of construction. The methods of construction and the risks involved during the construction are the responsibility of the contractor. The contractor shall maintain the buildings structural integrity at all stages of construction.

2- All construction shall comply with requirements of the 2009 International Building Code along with other listed codes and all city, county, state and federal agencies having jurisdiction.

3- The General Contractor is responsible for obtaining all permits necessary to perform all work included in these documents.

4- The General Contractor shall maintain a complete set of current drawings at the construction site during all phases of construction for use by all trades.

5- The General contractor shall coordinate with the property owner or representative the locations for construction traffic during all phases of construction. The contractor is also responsible for obtaining temporary power and all costs associated with temporary services.

6- The contractor shall verify all dimensions and elevations prior to the commencement of work. Discrepancies in the dimensions which may be found shall be brought to the attention of the the architect for a decision before proceeding with work. Dimensions on plans are to the face of the studs or structural columns unless noted otherwise. Do not scale drawings. Contractor to follow provided dimensions on drawings, if a necessary dimension is missing the contractor shall notify the architect for clarification before proceeding. Do not scale drawings.

7- All construction and finish materials proposed by the contractor and or dictated by construction documents shall be reviewed for general compliance by the architect or owner representative through a formal submittal process prior to commencing work and shall be approved by the architect or owner representative prior to commencing work. The owners representative has the discretion of changing the submittal process to an informal review.

8- Install all manufacturers items, materials, and equipment in strict accordance with manufacturers recommendations unless otherwise specifically noted by the architect. As a minimum standard all work performed and materials installed shall be in accordance with all applicable codes, regulations and ordinances having jurisdiction.

9- The general Contractor is responsible for all demolition required to perform work. The contractor is responsible for protecting all existing site features and fixtures that are to remain. They are also responsible for protecting building structures both directly associated wit this permit or adjacent to area of construction. Any damage that is incurred by the contractor or his subordinates to this area will be repaired or replaced at the expense of the contractor.

10- The General Contractor must insure building address is clearly displayed on the street side of the building with no visual obstructions. The contractor must also insure the building owner has provided an approved Knox Box with building key inside. Coordinate location of Knox Box with the first responding fire department and Fire Marshall having jurisdiction.

11- All exterior signage to be submitted separately under a separate permit.

12- Contractor to provide all owners manuals and warranties prior to final payment. All equipment and finish materials to be new and of the highest available commercial grade quality. All products are to be approved by the architect prior to installation. Installers of all equipment to provide manufacturer's installation instructions attached to the equipment prior to final inspection.

13- All work in these drawings and specifications consists of furnishing all labor, equipment and materials necessary for and reasonably incidental to the complete construction of the building, including but not limited to minor details not specifically mentioned or shown that are necessary to complete the construction, subject to the terms and conditions of the contract. All work in this project shall be done in accordance with the best modern construction practice using first grade new equipment and materials. As a minimum standard all work performed and materials installed shall be in accordance with all applicable codes, regulations and ordinances having jurisdiction.

14- Workmanship and all construction practices must be a neat appearance and will be inspected at the same level of scrutiny as the performance of the entire building. All applicable portions of Division 1 GENERAL REQUIREMENTS shall be included and strictly adhered to any conflict noted in the drawings shall be immediately brought to the attention of the architect for written clarification.

15- A complete and thorough clean-up of entire construction site is required at the end of the project prior to final acceptance. The contractor shall maintain a reasonably clean work area during all phases of construction.

16- These drawings are the property of the Architect and to be used solely with respect to this project. These documents shall not be reused or reproduced in any form without permission of the Architect.

Code Analysis

Facade renovation only under this permit. The existing structure will not be modified under this permit.

Governing Design Factors

| | |
|-------------------------------|------------|
| Earthquake Zone | D 2 |
| Wind Speed | 90 m.p.h. |
| Frost Depth | 30" |
| Loads | |
| Roof dead load | 15 p.s.f. |
| Roof live load / snow load | 30 p.s.f. |
| Floor dead load | 20 p.s.f. |
| Floor live load | 50 p.s.f. |
| Exit path of travel live load | 100 p.s.f. |
| Ground snow load | 50 p.s.f. |
| Soil bearing | 1,500 psi |

Occupancy Classification

| | | | |
|---|------------|---------------|--|
| Existing building occupancy classification and occupancy load will not to change under this permit. | | | |
| Area | Size | Occupant Load | |
| M First Floor (retail) | 2,436 s.f. | 81 (30) | |
| B Second Floor (office) | 2,329 s.f. | 24 (100) | |

Building Classification

| | |
|---|------------|
| Type of construction | VB |
| Allowable area | 6,000 |
| Actual area (entire building) | 4,765 s.f. |
| Area of construction under this permit | NA |
| No actual s.f. inside the building will be modified, only the exterior facade | |
| Allowable height (stories) | NA |
| Actual height (stories) | 2 |

Fire Resistance

Not applicable under this permit

Exits

Existing Building Exits are not affected under this permit. The same number of exits that are required will be provided under this permit.

Plumbing

Not applicable under this permit.

Parking

Not applicable under this permit.

Special Inspections

None required

Drawing Abbreviations

| | |
|--------------------------|----------|
| Not to scale | n.t.s. |
| Not in contract | n.i.c. |
| Unless noted otherwise | u.n.o. |
| Above finish floor | a.f.f. |
| Pounds per square foot | p.s.f. |
| Pounds per square inch | p.s.i. |
| Square Feet | s.f. |
| Gypsum wall board | gyp. bd. |
| Diameter | dia. |
| Typical to all locations | typ. |

Drawing Symbols

| | |
|--|-------------------------------|
| | North Arrow |
| | Door Symbol |
| | Window Symbol |
| | Room Occupants |
| | Room Name & Number |
| | Detail |
| | Elevation (single sided sim.) |
| | Room signage |
| | Fire Extinguisher |

Sheet Index

Architectural

| | |
|------|------------------------------------|
| a1.1 | Cover Sheet / Code Analysis |
| a2.1 | Historic Photos |
| a3.1 | Building Plans |
| a4.1 | Demolition and Building Elevations |

Fire alarm and fire sprinkler modification plans to be under a separate permit if necessary.

No structural changes to be made under this permit

Applicable Codes

| | |
|------|--|
| 2009 | International Building Code |
| 2009 | Uniform Mechanical Code |
| 2009 | Uniform Plumbing Code |
| 2009 | International Fire Code |
| 2009 | National Electrical Code |
| 2009 | International Energy Conservation Code |

Deferred Submittal

Signage
Storage racking in warehouse

Owner

Crazy lady with a Rafter 6 tattoo
Somewhere Street
Elko, Nevada
867-5309
contact: don't contact her
whatthewhat@gmail.com

Architect

r6studio - Catherine Wines, Architect
421 Railroad Street ste 208
Elko, Nevada
775-738-7829
contact: Catherine Wines
catherine@r6studio.com

General Contractor

T.B.D.

Electrical Contractor

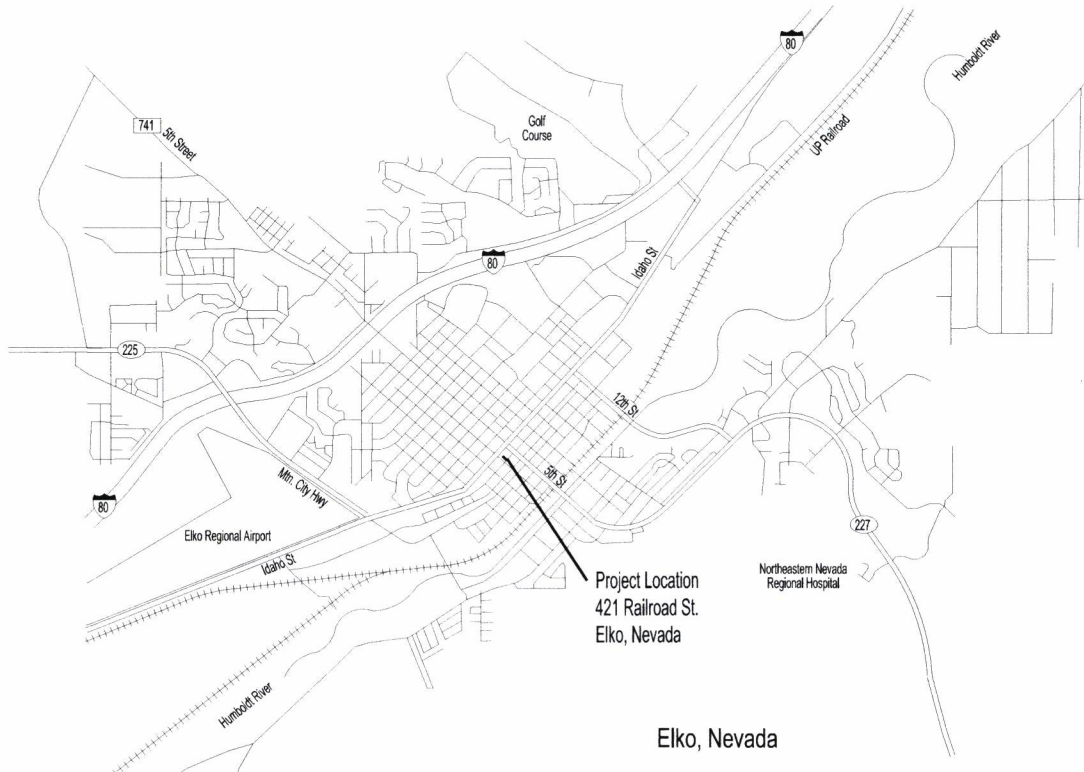
T.B.D.

Mechanical Contractor

T.B.D.

RECEIVED

MAR 29 2019



Elko, Nevada

Vicinity Map

Scale: Not to Scale

R6STUDIO
CATHERINE WINES, ARCHITECT

421 RAILROAD STREET STE 208
ELKO, NEVADA 89801
p775.738.7829 f775.738.7817
www.R6STUDIO.com

PRELIMINARY
NOT FOR
CONSTRUCTION

Documents are instruments of service for use solely with respect to this project. Copyright (c) 2008 by Catherine Wines, Architect Elko, Nevada. Unauthorized use is subject to prosecution. All rights reserved.

PROJECT NAME

Taber Building
407, 419, & 421 Railroad Street
Elko, Nevada

SHEET NAME

Cover Sheet
Code Analysis

REVISIONS

DATE

3.29.2019

SHEET NUMBER

a1.1

File number 17-427 - Old Chicago, Elko City



3 Historic Photo - 1919
Photo Not To Scale



2 Historic Photo Circa 1950
Photo Not To Scale



1 Historic Photo - 2019
Photo Not To Scale

PRELIMINARY
NOT FOR
CONSTRUCTION

Documents are instruments of service for use solely
with respect to this project. Copyright (c) 2008 by
Catherine Wines, Architect Elko, Nevada. Unauthorized
use is subject to prosecution. All rights reserved.

PROJECT NAME

Taber Building
407, 419, & 421 Railroad Street
Elko, Nevada

SHEET NAME

Historic Photos

REVISIONS

DATE
3.29.2019

SHEET NUMBER
a2.1

PRELIMINARY
NOT FOR
CONSTRUCTION

Documents are instruments of service for use solely
with respect to this project. Copyright (c) 2008 by
Catherine Wines, Architect Elko, Nevada. Unauthorized
use is subject to prosecution. All rights reserved.

PROJECT NAME

Taber Building
407, 419, & 421 Railroad Street
Elko, Nevada

SHEET NAME

Demolition Facade
Building Elevation

REVISIONS

DATE

3.29.2019

SHEET NUMBER

a3.1

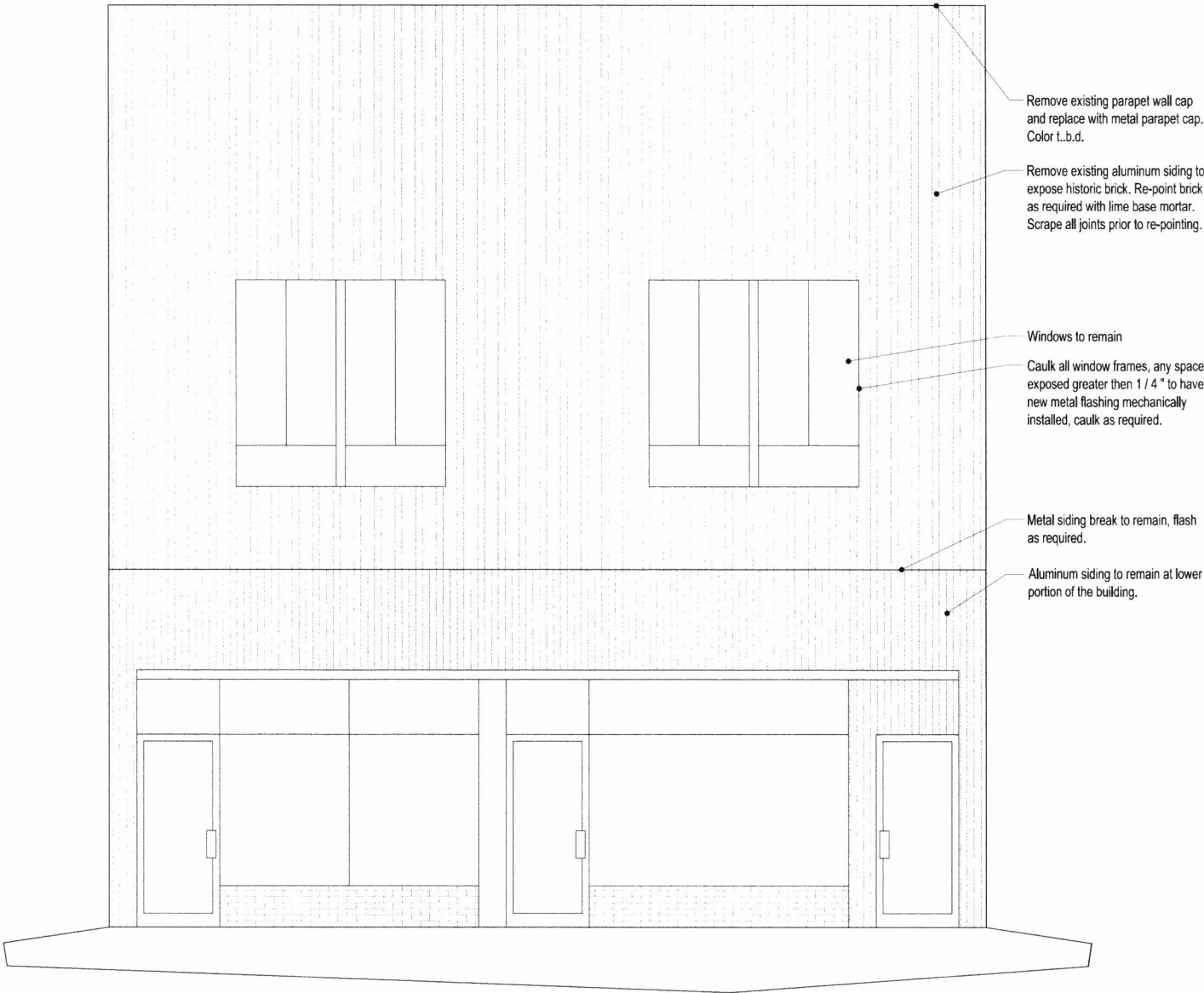
File number 17-027 - Old Chicago, Elko City

Elevation Notes

- 1- Remove all blue aluminum siding.
- 2- Remove existing Art Club sign
- 3- Re-point all mortar joints as required. Rake out joints min 1/4" prior to re-point. Use historic lime based mortar to ensure cohesion of old mortar and new.



Front Facade Demolition
Scale: 3/8" = 1'-0"
Do Not Scale Drawings



Front Facade Demolition
Scale: 3/8" = 1'-0"
Do Not Scale Drawings

PRELIMINARY
NOT FOR
CONSTRUCTION

Documents are instruments of service for use solely with respect to this project. Copyright (c) 2008 by Catherine Wines, Architect Elko, Nevada. Unauthorized use is subject to prosecution. All rights reserved.

PROJECT NAME

Taber Building
407, 419, & 421 Railroad Street
Elko, Nevada

SHEET NAME

New Front Facade Elevation
Existing Floor Plans

REVISIONS

DATE

3.29.2019

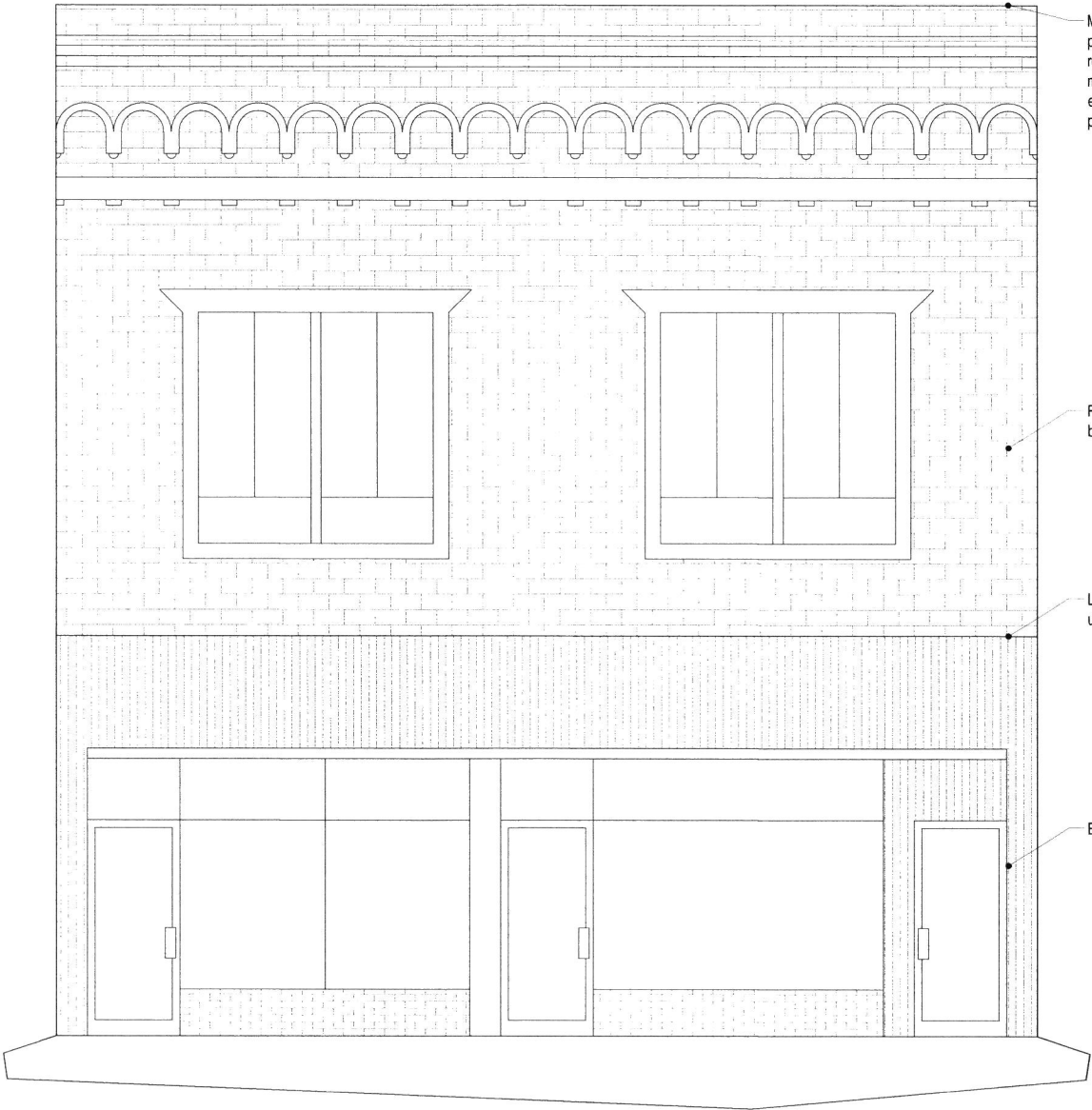
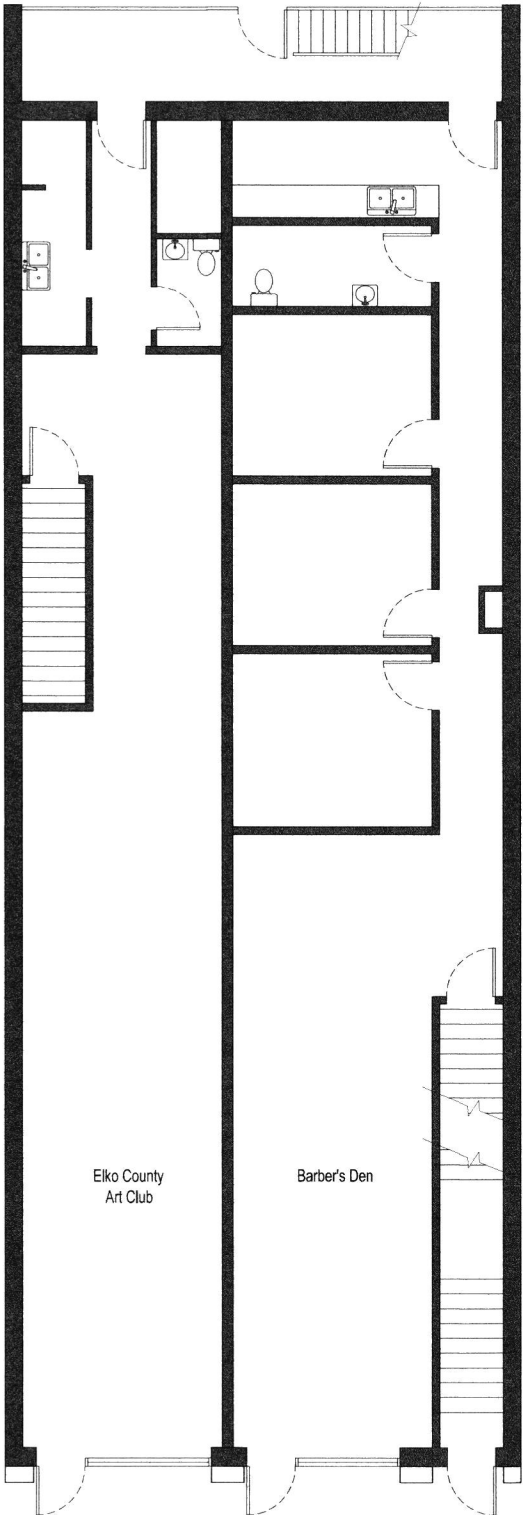
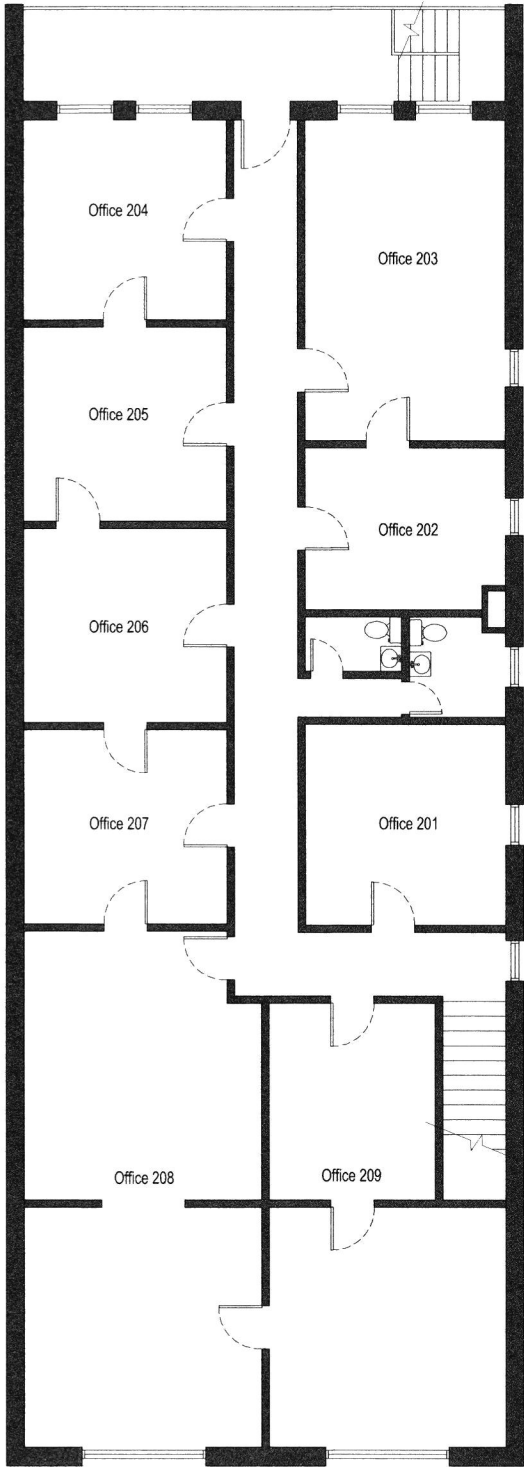
SHEET NUMBER

a4.1

File number 17-027 - Old Chicago, Elko City

Elevation Notes

1- Re-point all mortar joints as required. Rake out joints min 1/4" prior to re-point. Use historic lime based mortar to ensure cohesion of old mortar and new.



3

Existing Second Floor Plan - For Reference Only
Scale: 3/16" = 1'-0"
Do Not Scale Drawings

2

Existing First Floor Plan - For Reference Only
Scale: 3/16" = 1'-0"
Do Not Scale Drawings

1

New Front Facade Elevation
Scale: 3/8" = 1'-0"
Do Not Scale Drawings

MAR 26 2019

Grant Application

The Storefront Improvement Grant Program provides City of Elko Redevelopment Agency (RDA) funds to assist any property owner(s) or tenant(s) in rehabilitation, conservation, visual enhancement or beautification of eligible property within the Redevelopment area.

Please submit a complete application with the listed required documents and appropriate signatures to avoid any delays in processing. Please print legibly in either black or blue ink.

1. Project

Project Name: J.M. Capriola Co. Storefront Replacement

Funding Requested (Amount): \$16,997.50

2. Property Information

Business Name: J.M. Capriola Co.

☒ Corporation ☐ Limited Liability Company ☐ Partnership ☐ Sole
Proprietorship ☐ Other

Physical Address: 500 Commercial St

Mailing Address:

City: Elko State: NV Zip Code: 89801

Phone: 775-738-5816 Cell: 775-340-0943 Fax: 775-738-8980

Current Building Use: Retail Commercial

3. Applicant Information (Participant)

Name: Susan Wright

Mailing Address: 500 Commercial St.

City: Elko State: NV Zip Code: 89801

Phone: Cell: 775-340-0943 Fax:

Email:

Do you ☒ Own or ☐ Lease the property?

If you are not the property owner, then the property owner must complete section 4 and sign the application.

4. Property Owner

Owner Name: J.M. Capriola Co.

Mailing Address: 500 Commercial St

City: Elko

State: NV

Zip Code: 89801

Phone: 775-738-5816

Cell:

Fax: 775-738-8980

Email: susanwmarketing@capriolas.com

Are there multiple owners? ☐ Yes ☒ No If yes, provide additional sheet for each property owner

5. Contact Person or Representative

Name: Susan Wright

Mailing Address: 500 Commercial St.

City: Elko

State: NV

Zip Code: 89801

Phone: 775-738-5816

Cell: 775-340-0943

Email: susanwmarketing@capriolas.com

The following must be submitted with a complete application:

- ☒ Photographs of existing façade.
- ☒ 3 bids from contractors licensed to perform the applicable work for all eligible improvements.
- ☒ Construction Documents, including plans and elevations of proposed improvements. Plans must include sufficient detail to show all elements of the project.

1. Please list and describe each of the proposed exterior improvements.

The proposed exterior improvement is the replacement of the current storefront sign. We have always maintained the building and will continue to do so. Our business is historic in many ways and it draws tourist and customers from around the globe to the downtown area.

2. Please describe the extent to which the existing building or on-site improvements are dilapidated or otherwise in need of improvement.

The current storefront sign was placed in the 1970's. Since its placement, the sign has begun to fail with lettering falling off. In recent years, the side signage has had to be removed due to the structural soundness of the signs. As J.M. Capriola Co. continues to improve the building's facade, it is now an imperative improvement to replace the storefront sign not only for the structural integrity of the sign but also for aesthetic purposes. As the downtown businesses continue to improve their buildings facades, it is our goal to continue to generate traffic to the area. A replacement storefront sign will enhance the exterior of the J.M. Capriola Co. front facade and lead to the continuation of future restoration & preservation improvements.

3. Please describe how you intend to maintain the improvements throughout their useful life.

We will care for and attend to new storefront signage just as we have taken care of the current storefront sign which has lasted several decades. We will perform routine maintenance to maintain the functionality, and the structural integrity of the sign itself & it's attachment to the building.

4. Provide background information regarding the history of the business currently occupying the building:

PLEASE SEE ATTACHED:

5. Provide background information regarding the history of the building and/or property to be improved as well as any historical photos (if available):

PLEASE SEE ATTACHED:

6. Briefly describe the goals you hope to accomplish as the business and/or property owner undertaking this project:

We will improve the look and presence of our building and to encourage business growth within our company as well as our fellow downtown businesses. J.M. Capriola Co. has consistently drawn customers and tourists for several decades. People are drawn into the Elko downtown area off of the interstate to visit our historic business and to tour the past. We are encouraged to start another restoration project to bring our building to a historically correct facade. We have many ideas and look forward to working on this project.

7. Explain how your project will benefit the City of Elko. Choose all that apply and provide written explanation for each:

☒ The project will eliminate blighted conditions

Replacing the current storefront sign will update the current facade, will break ground for the many improvements to follow, and will help to positively reflect the state of our downtown corridor. We aim to celebrate both our rich history and the history of Elko with signage that reflects our traditions with classic elements while utilizing the impact of modern technology.

☒ The project will promote economic revitalization

J.M. Capriola Company is the oldest surviving business in the downtown 500 Block. Our company strongly believes that the longevity of the business has and will continue to benefit the economic revitalization of the historic downtown as we adapt to attract a wide variety of patrons from around the world.

☒ The project will enhance the City's historic preservation efforts

The Northeastern Nevada Museum Quarterly stated that this building is the oldest commercial building in all of Elko. Our old signage with failing letters is a liability to our historic building and the simple act of updating a sign will allow us to preserve the structural integrity of our building exterior. This project will also quite literally shed light on a bit our history. As the "Guardians of Tradition" we whole-heartedly support the continuation of historical preservation.

☒ The project will be consistent with the City's master plan

The City's master plan is very large and in-depth, but we look forward to the future of our downtown corridor. Our improvements will achieve the same goal - the enhanced use of, and attraction to, Downtown Elko for our community members and tourists alike.

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- ☒ I/We affirm that this project conforms to all applicable codes, ordinances and regulations.
- ☒ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed prior to receiving reimbursement.
- ☒ I/We affirm that I/we am/are in good standing with the City of Elko with respect to taxes, fees, or other financial obligations to the City.
- ☒ I/We hereby affirm that I/we have full legal capacity to execute and submit this application, and that

all information and exhibits herewith submitted are true and correct to the best of my/our knowledge.

☒ I/We agree to provide the City of Elko Redevelopment Agency (hereinafter the "Agency") with access to the property, as deemed necessary by the Agency, to make all reasonable inspections and investigations, and to take pictures of the property while the application is being processed.

☒ I/We have read and understand the Grant Program Guidelines, accept the terms stated in those Guidelines, and understand that in order for my/our request of funds to be approved, I/we must agree to work within and follow the recommendations of the Agency before starting any work on the subject property following approval of the application.

☒ I/We understand that I/we must complete and sign a Participation Agreement to initiate a date of project execution.

☒ I/We understand that I/we must complete, sign, and have notarized a Notice of Participation Agreement that will be recorded with the Elko County Recorder's Office.

☒ I/We understand that applying for grant funds does not obligate the Agency to allocate or award funds for the specified project.

☒ I/We understand that only after the review committee has reviewed the application and plans and selected the grant recipients will the Agency authorize funds.

☒ I/We understand that the project shall comply with the Program Guidelines.

☒ I/We understand that only upon final inspection and approval by the Agency will the Agency disburse the authorized funds.

☒ I/We grant permission to the Agency to use my/our personal and business image(s), name, and/or other related content gathered in relation to your participation in the Storefront Improvement Program for promotional purposes. Such purposes may include, but are not limited to brochures, newsletters, and digital images.

Program Participant Signature

Date

3/26/19

Owner Signature

Date

3/24/19

Owner Signature

Date

3/26/19



RECEIVED

MAR 26 2019

[Assessor Home](#) | [Personal Property](#) | [Sales Data](#) | [Secured Tax Inquiry](#) | [Recorder Search](#) | [GIS Map](#)

Parcel Detail for Parcel # 001-343-001

Location

Property Location [500 COMMERCIAL ST](#)Town [ELKO CITY](#)District [11.5 - Elko GID - Redevelopment](#)Subdivision Lot [12+](#) Block [L](#)Property Name [CAPRIOLA'S](#)[Add'l Addresses](#)[Assessor Maps](#)[Legal Description](#)[Ag Land](#)

Ownership

Assessed Owner Name [J M CAPRIOLA CO INC](#)

Mailing Address

[500 COMMERCIAL ST](#)
[ELKO NV 89801-3741](#)[Ownership History](#)[Document History](#)Legal Owner Name [J M CAPRIOLA CO INC](#)Vesting Doc #, Date [034000054](#) 10/03/1980 Year / Book / Page

Map Document #s

Description

Total Acres [.057](#)Square Feet [2,500](#)Ag Acres [.000](#)W/R Acres [.000](#)

Improvements

Single-family Detached [0](#) Non-dwelling Units [1](#) Bedrooms / Baths [0 / .00](#)Single-family Attached [0](#) Mobile Home Hookups [0](#) Stories [2.0](#)Multiple-family Units [0](#) Wells [0](#) Garage Square Ft... [0](#)Mobile Homes [0](#) Septic Tanks [0](#) Attached / DetachedTotal Dwelling Units [0](#) Buildings Sq Ft [5,174](#)Residence Sq Ft [0](#)Basement Sq Ft [880](#) Basement[Improvement List](#)Finished Basement SF [0](#) Bedrooms / Baths [0 / .00](#)

Appraisal Classifications

Current Land Use Code [400](#)[Code Table](#)Zoning Code(s) [ZC](#)Class [1.50](#)Re-appraisal Group [G](#)Re-appraisal Year [2017](#)Original Construction Year [1919](#)

Weighted Year

Assessed Valuation

| Assessed Values | 2019-20 | 2018-19 | 2017-18 |
|---------------------------|-------------------------------|-------------------------------|-------------------------------|
| Land | 10,500 | 10,500 | 10,500 |
| Improvements | 37,185 | 35,438 | 34,817 |
| Personal Property | 5,346 | 6,926 | 4,227 |
| Ag Land | 0 | 0 | 0 |
| Exemptions | 0 | 0 | 0 |
| Net Assessed Value | 53,031 | 52,864 | 49,544 |

Increased (New) Values

| | | | |
|-------------------|-------------------|-----------------------|---------------------|
| Land | 0 | 0 | 0 |
| Improvements | 0 | 0 | 0 |
| Personal Property | 0 | 3,485 | 546 |

Taxable Valuation

| Taxable Values | 2019-20 | 2018-19 | 2017-18 |
|--------------------------|--------------------------------|--------------------------------|--------------------------------|
| Land | 30,000 | 30,000 | 30,000 |
| Improvements | 106,243 | 101,251 | 99,477 |
| Personal Property | 15,274 | 19,789 | 12,077 |
| Ag Land | 0 | 0 | 0 |
| Exemptions | 0 | 0 | 0 |
| Net Taxable Value | 151,517 | 151,040 | 141,554 |

Increased (New) Values

| | | | |
|-------------------|-------------------|-----------------------|-----------------------|
| Land | 0 | 0 | 0 |
| Improvements | 0 | 0 | 0 |
| Personal Property | 0 | 9,957 | 1,560 |

[Back to Search List](#)


[Treasurer Home](#)
[Assessor Data Inquiry](#)
[Back to Last Page](#)

Secured Tax Inquiry Detail for Parcel # 001-343-001

Property Location: 500 COMMERCIAL ST, ELKO CITY
 Billed to: J M CAPRIOLA CO INC
 500 COMMERCIAL ST
 ELKO NV 89801-3741

Tax Year: 2018-19
 Roll #: 002128
 District: 11.5
 Tax Service:
 Land Use Code: 400

[Code Table](#)

Includes Personal Property

Outstanding Taxes:

| Prior Year | Tax | Penalty/Interest | Total | Amount Paid | Total Due |
|------------|-----|------------------|-------|-------------|-----------|
|------------|-----|------------------|-------|-------------|-----------|

Current Year

No Taxes Owing

| | | | | | |
|----------|--------|--|--------|--------|-----|
| 08/20/18 | 460.49 | | 460.49 | 460.49 | .00 |
| 10/01/18 | 460.46 | | 460.46 | 460.46 | .00 |
| 01/07/19 | 460.46 | | 460.46 | 460.46 | .00 |
| 03/04/19 | 460.46 | | 460.46 | 460.46 | .00 |

| | | | | | |
|----------------|-----------------|------------|-----------------|-----------------|--|
| Totals: | 1,841.87 | .00 | 1,841.87 | 1,841.87 | |
|----------------|-----------------|------------|-----------------|-----------------|--|

[Payment Cart](#)
[History](#)

Additional Information

| | 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 |
|-----------------|---------|---------|---------|---------|---------|
| Tax Rate | 3.4823 | 3.4823 | 3.4823 | 3.4823 | 3.4823 |
| Tax Cap Percent | 5.8 | 5.9 | 6.4 | 7.5 | 7.8 |

Legal Description for Parcel # 001-343-001

| <u>Legal Description</u> | <u>Sect/ Lot</u> | <u>Town/ Block</u> | <u>Range</u> | <u>Acres</u> |
|--|----------------------|------------------------|--------------|--------------|
| ELKO CITY FILE 1 | 12 | L | | |
| LESS THE 6" ADJACENT TO LOT | 11 | L | | |
| ALSO: | | | | |
| A PARCEL 15" IN WIDTH & 100.00' IN LENGTH | | | | |
| ABUTTING THE W'LY BOUNDARY LINE OF LOT 12 BLK | | | | |
| L, SAID PARCEL FORMERLY BEING A PORTION OF 5TH | | | | |
| ST. | | | | |

The assessor's legal descriptions are for information purposes only and are insufficient for transferring title.

Please refer to your last recorded deed or map.

[Go Back](#)

Portion of SE¼, Section 15, T.34N., R.55E, M.D.B.&M.

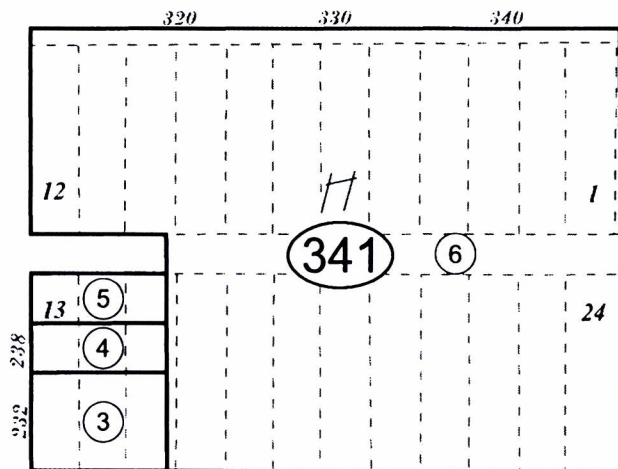
026

COMMERCIAL

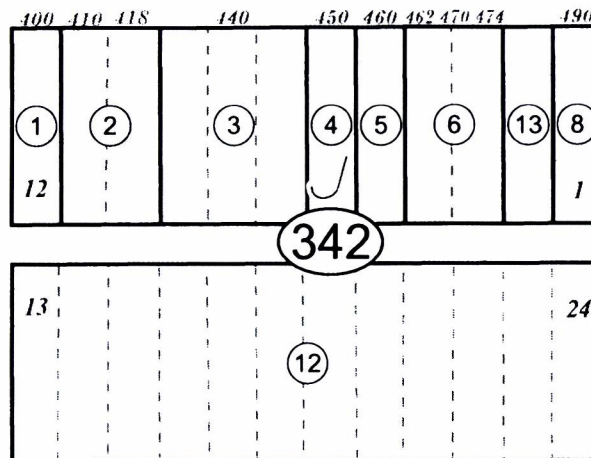
ST.

033

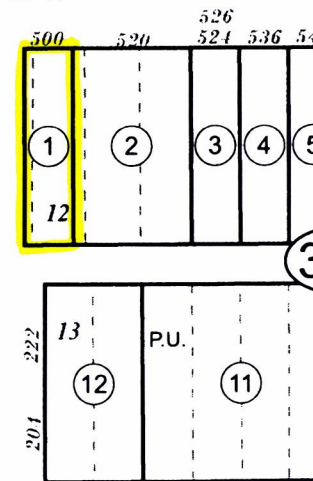
ST.



ST.

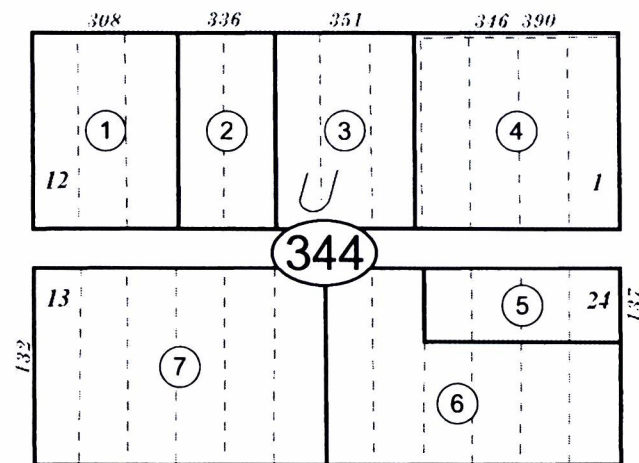


ST.



SILVER

ST.



J. M. CAPRIOLA CO., INC.

Business Entity Information

| | | | |
|-------------------|----------------------|-----------------------|------------|
| Status: | Active | File Date: | 10/3/1972 |
| Type: | Domestic Corporation | Entity Number: | C3183-1972 |
| Qualifying State: | NV | List of Officers Due: | 10/31/2019 |
| Managed By: | | Expiration Date: | |
| NV Business ID: | NV19721004176 | Business License Exp: | 10/31/2019 |

Additional Information

| | |
|--------------------|--|
| Central Index Key: | |
|--------------------|--|

Registered Agent Information

| | | | |
|--------------------|--------------------------------|--------------------|-------------------|
| Name: | JOHN D WRIGHT | Address 1: | 500 COMMERCIAL ST |
| Address 2: | | City: | ELKO |
| State: | NV | Zip Code: | 89801 |
| Phone: | | Fax: | |
| Mailing Address 1: | | Mailing Address 2: | |
| Mailing City: | | Mailing State: | NV |
| Mailing Zip Code: | | | |
| Agent Type: | Noncommercial Registered Agent | | |

Financial Information

| | | | |
|---------------------|-----------|------------------|--------------|
| No Par Share Count: | 0 | Capital Amount: | \$ 25,000.00 |
| Par Share Count: | 25,000.00 | Par Share Value: | \$ 1.00 |

Officers

☐ Include Inactive Officers

| | | | |
|-----------------------------|-----------------------|------------|----|
| Director - DOUGLAS D WRIGHT | | | |
| Address 1: | 500 COMMERCIAL STREET | Address 2: | |
| City: | ELKO | State: | NV |
| Zip Code: | 89801 | Country: | |
| Status: | Active | Email: | |
| President - JOHN D WRIGHT | | | |
| Address 1: | 500 COMMERCIAL STREET | Address 2: | |
| City: | ELKO | State: | NV |
| Zip Code: | 89801 | Country: | |
| Status: | Active | Email: | |
| Secretary - JOHN D WRIGHT | | | |
| Address 1: | 500 COMMERCIAL ST | Address 2: | |

| | | | |
|----------------------------|-----------------------|------------|----|
| City: | ELKO | State: | NV |
| Zip Code: | 89801 | Country: | |
| Status: | Active | Email: | |
| Treasurer - SUSAN E WRIGHT | | | |
| Address 1: | 500 COMMERCIAL STREET | Address 2: | |
| City: | ELKO | State: | NV |
| Zip Code: | 89801 | Country: | |
| Status: | Active | Email: | |

| | | | |
|----------------------------|---------------------------|-----------------|---|
| Actions\Amendments | | | |
| Action Type: | Articles of Incorporation | | |
| Document Number: | C3183-1972-001 | # of Pages: | 0 |
| File Date: | 10/3/1972 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-005 | # of Pages: | 1 |
| File Date: | 11/10/1998 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-007 | # of Pages: | 2 |
| File Date: | 10/27/1999 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-008 | # of Pages: | 1 |
| File Date: | 9/27/2000 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-003 | # of Pages: | 1 |
| File Date: | 10/1/2001 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-004 | # of Pages: | 1 |
| File Date: | 11/4/2002 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-006 | # of Pages: | 1 |
| File Date: | 10/23/2003 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C3183-1972-002 | # of Pages: | 1 |

| | | | |
|--|----------------|------------------------|---|
| File Date: | 9/25/2004 | Effective Date: | |
| List of Officers for 2004 to 2005 | | | |
| Action Type: | Annual List | | |
| Document Number: | 20050438496-71 | # of Pages: | 1 |
| File Date: | 9/26/2005 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20060586011-79 | # of Pages: | 1 |
| File Date: | 9/12/2006 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20070708586-33 | # of Pages: | 1 |
| File Date: | 10/17/2007 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20080643117-02 | # of Pages: | 1 |
| File Date: | 9/26/2008 | Effective Date: | |
| 08/09 | | | |
| Action Type: | Annual List | | |
| Document Number: | 20090731263-63 | # of Pages: | 1 |
| File Date: | 10/7/2009 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20100800935-98 | # of Pages: | 1 |
| File Date: | 10/25/2010 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20110744542-60 | # of Pages: | 1 |
| File Date: | 10/17/2011 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20120551796-58 | # of Pages: | 1 |
| File Date: | 8/9/2012 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20130654007-18 | # of Pages: | 1 |
| File Date: | 10/4/2013 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20140700333-73 | # of Pages: | 1 |

| | | | |
|----------------------------|-------------------------|------------------------|---|
| File Date: | 10/2/2014 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Registered Agent Change | | |
| Document Number: | 20150279174-18 | # of Pages: | 1 |
| File Date: | 6/19/2015 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20150477780-51 | # of Pages: | 1 |
| File Date: | 10/29/2015 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20160473395-20 | # of Pages: | 1 |
| File Date: | 10/27/2016 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20170463033-69 | # of Pages: | 1 |
| File Date: | 10/31/2017 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20180474032-01 | # of Pages: | 1 |
| File Date: | 10/31/2018 | Effective Date: | |
| (No notes for this action) | | | |

Ownership History for Parcel # 001-343-001**Current Owners**

| <u>Name</u> | <u>From</u> |
|---|-------------|
| J M CAPRIOLA CO INC 500 COMMERCIAL ST ELKO, NV 89801-3741 | 1995 |

Prior Owners

| <u>Name</u> | <u>From</u> | <u>To</u> |
|-----------------|-------------|-----------|
| BEAR, P W & B B | 0 | 1995 |

NOTE: This is not a complete history and should not be used in place of a title search.

[Go Back](#)

Document History for Parcel # 001-343-001

| <u>Type</u> | <u>Description/Name</u> | <u>Doc #</u> | <u>Date</u> | <u>Cost</u> | <u>Book</u> | <u>Page(s)</u> |
|-------------|-------------------------|--------------|-------------|-------------|-------------|----------------|
| | J M CAPRIOLA CO., INC | 034000054 | 10/03/1980 | 1 | | |

NOTE: This is not a complete history and should not be used in place of a title search.

[Go Back](#)



RECEIVED

MAR 26 2019

P.O. BOX 803 ELKO NV 89803
(775) 738-4024 FAX (775) 738-3281
EMAIL ADDRESS nevadaadvertising@gmail.com

PROPOSAL

Attn: Susan
Submitted To: JM Capriola

Job Name:
Job Location: Elko
Salesman: Steve Tenney

Nevada Advertising respectfully submits pricing for all labor, materials, and equipment to perform the following work: To manufacture and install one front sign with back lighted horse & pan channel letters with LED Haylo Lighting back lighted spur and bottom of sign to be back lighted. Horse to have mechanical bucking motion up and down. To also manufacture 3 cabinets for side of building LED internal lights with flat face. To also manufacture a 5'x10' cabinet for back side with re-print of original sign also LED. Side signs 2x16 front sign 7'x22'

| | | |
|--|-------------------|---------------------|
| | Our Price: | \$ 40,000.00 |
| | Sales Tax: | \$ 1350.00 |
| 50% DEPOSIT REQUIRED, BALANCE ON COMPLETION | Total: | \$ 41350.00 |

SIGN PERMITS AT COST IF APPLICABLE

A 1 3/4 RATE OF INTEREST (21% ANNUAL PERCENTAGE RATE) WILL BE CHARGED ON ALL PAST DUE ACCOUNTS. IF COLLECTION PROCEEDINGS DO BECOME NECESSARY, PURCHASER AGREES TO PAY REASONABLE ATTORNEY FEES AND COURT COSTS.

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workers Compensation insurance. Nevada State Contractors License #0067836 SIGNS REMAIN THE PROPERTY OF NEVADA ADVERTISING LLC AND CAN BE REMOVED AT ANYTIME FOR NON PAYMENT UNTIL PAID IN FULL.

Acceptance of Proposal: The above prices, specifications and conditions are hereby satisfactory and are hereby accepted. Payment will be made as outlined above.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Customer
Signature:

Date:



P.O. BOX 803 ELKO NV 89803
(775) 738-4024 FAX (775) 738-3281
EMAIL ADDRESS nevadaadvertising@gmail.com

PROPOSAL

Attn: Susan
Submitted To: JM Capriola

Job Name:
Job Location: Elko
Salesman: Steve Tenney

Nevada Advertising respectfully submits pricing for all labor, materials, and equipment to perform the following work: 1- 5'x10' sign cabinet s/f with LED Lighting for rear sign, Sign to have Old Art face

| | | |
|---|------------|-----------|
| | Our Price: | \$4500.00 |
| | Sales Tax: | \$ |
| 50% DEPOSIT REQUIRED, BALANCE ON COMPLETION | Total: | \$ |

SIGN PERMITS AT COST IF APPLICABLE

A 1 3/4 RATE OF INTEREST (21% ANNUAL PERCENTAGE RATE) WILL BE CHARGED ON ALL PAST DUE ACCOUNTS. IF COLLECTION PROCEEDINGS DO BECOME NECESSARY, PURCHASER AGREES TO PAY REASONABLE ATTORNEY FEES AND COURT COSTS.

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workers Compensation insurance. Nevada State Contractors License #0067836 SIGNS REMAIN THE PROPERTY OF NEVADA ADVERTISING LLC AND CAN BE REMOVED AT ANYTIME FOR NON PAYMENT UNTIL PAID IN FULL.

Acceptance of Proposal: The above prices, specifications and conditions are hereby satisfactory and are hereby accepted. Payment will be made as outlined above.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Customer
Signature:

Date:



P.O. BOX 803 ELKO NV 89803
(775) 738-4024 FAX (775) 738-3281
EMAIL ADDRESS nevadaadvertising@gmail.com

PROPOSAL

Attn: Susan
Submitted To: JM Capriola

Job Name:
Job Location: Elko
Salesman: Steve Tenney

Nevada Advertising respectfully submits pricing for all labor, materials, and equipment to perform the following work: To manufacture and install optional rotator for bucking horse, action to be continually up and down.

Our Price: \$ 5,000.00
Sales Tax: \$
Total: \$

50% DEPOSIT REQUIRED, BALANCE ON COMPLETION

SIGN PERMITS AT COST IF APPLICABLE

A 1 3/4 RATE OF INTEREST (21% ANNUAL PERCENTAGE RATE) WILL BE CHARGED ON ALL PAST DUE ACCOUNTS. IF COLLECTION PROCEEDINGS DO BECOME NECESSARY, PURCHASER AGREES TO PAY REASONABLE ATTORNEY FEES AND COURT COSTS.

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workers Compensation insurance. Nevada State Contractors License #0067836 SIGNS REMAIN THE PROPERTY OF NEVADA ADVERTISING LLC AND CAN BE REMOVED AT ANYTIME FOR NON PAYMENT UNTIL PAID IN FULL.

Acceptance of Proposal: The above prices, specifications and conditions are hereby satisfactory and are hereby accepted. Payment will be made as outlined above.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Customer
Signature:

Date:



P.O. BOX 803 ELKO NV 89803
(775) 738-4024 FAX (775) 738-3281
EMAIL ADDRESS nevadaadvertising@gmail.com

PROPOSAL

Attn: Susan
Submitted To: JM Capriola

Job Name:
Job Location: Elko
Salesman: Steve Tenney

Nevada Advertising respectfully submits pricing for all labor, materials, and equipment to perform the following work: To manufacture and install one 7'x22' sign cabinet with channel letters and lighted Horse and spur. All letters to be lighted with internal LED

| | | |
|--|-------------------|-------------------|
| | Our Price: | \$18500.00 |
| | Sales Tax: | \$ |
| 50% DEPOSIT REQUIRED, BALANCE ON COMPLETION | Total: | \$ |

SIGN PERMITS AT COST IF APPLICABLE

A 1 3/4 RATE OF INTEREST (21% ANNUAL PERCENTAGE RATE) WILL BE CHARGED ON ALL PAST DUE ACCOUNTS. IF COLLECTION PROCEEDINGS DO BECOME NECESSARY, PURCHASER AGREES TO PAY REASONABLE ATTORNEY FEES AND COURT COSTS.

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workers Compensation insurance. Nevada State Contractors License #0067836 SIGNS REMAIN THE PROPERTY OF NEVADA ADVERTISING LLC AND CAN BE REMOVED AT ANYTIME FOR NON PAYMENT UNTIL PAID IN FULL.

Acceptance of Proposal: The above prices, specifications and conditions are hereby satisfactory and are hereby accepted. Payment will be made as outlined above.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Customer
Signature:

Date:



P.O. BOX 803 ELKO NV 89803
(775) 738-4024 FAX (775) 738-3281
EMAIL ADDRESS nevadaadvertising@gmail.com

PROPOSAL

Attn: Susan
Submitted To: JM Capriola

Job Name:
Job Location: Elko
Salesman: Steve Tenney

Nevada Advertising respectfully submits pricing for all labor, materials, and equipment to perform the following work: 3 2'x16' sign cabinets for side of building with LED LIGHTING

| | | |
|---|------------|--------------|
| | Our Price: | \$ 12,000.00 |
| | Sales Tax: | \$ |
| 50% DEPOSIT REQUIRED, BALANCE ON COMPLETION | Total: | \$ |

SIGN PERMITS AT COST IF APPLICABLE

A 1 3/4 RATE OF INTEREST (21% ANNUAL PERCENTAGE RATE) WILL BE CHARGED ON ALL PAST DUE ACCOUNTS. IF COLLECTION PROCEEDINGS DO BECOME NECESSARY, PURCHASER AGREES TO PAY REASONABLE ATTORNEY FEES AND COURT COSTS.

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workers Compensation insurance. Nevada State Contractors License #0067836 SIGNS REMAIN THE PROPERTY OF NEVADA ADVERTISING LLC AND CAN BE REMOVED AT ANYTIME FOR NON PAYMENT UNTIL PAID IN FULL.

Acceptance of Proposal: The above prices, specifications and conditions are hereby satisfactory and are hereby accepted. Payment will be made as outlined above.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Customer
Signature:

Date:





CUSTOM SADDLES

GARCIA BIT & SPUR CO.

WESTERN WEAR





Lytle Signs Inc.

Twin Falls Office
P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office
2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

DEPOSIT INVOICE

Invoice #: DP23237

Inv Date: 02/21/19
Customer #: 6305
Page: 3 of 4

| SOLD TO: | JOB LOCATION: |
|---|--|
| J. M. CAPRIOLA CO. 500 COMMERCIAL ST. ELKO NV 89801 | J. M. Capriola CO. 500 Commercial St. Elko NV 89801 REQUESTED BY: Susan |

| ORDERED BY | PO NUMBER | SALESPERSON | PAYMENT TERMS |
|------------|-----------|-------------|------------------------|
| Susan | | BB | 50.0% Due Upon Receipt |

| DESCRIPTION | | TOTAL PRICE |
|---------------------------------|---|----------------------------|
| 1 | QUOTE #37479 Illuminated Display 7' x 21'4" overall size of display. Graphic - 4'9" x 6'8" overall size, channel letter construction with 3" aluminum returns, white acrylic trim-capped face with digitally printed graphic, 2' x 11'2" red LED lasso that flashes between the two pieces. J.M. Capriola - 14'6" overall length aluminum face with 3" aluminum returns painted with vinyl centers, 1/2" clear acrylic push thru outline, white LED illumination. CO. - 1'1" tall x 3" aluminum returns, white acrylic trim-capped faces with vinyl overlay, white LED illumination. Since 1929 - 1' x 6' capsule, aluminum face with 5" returns, 1/2" clear acrylic push thru illuminated copy with vinyl overlay, white LED illumination. Installed on mansard roof. Lettering flush mounted to shaped oversized aluminum raceway painted. Remove & dispose of existing signage. | \$20,901.00 \$20,901.00 |
| 1 | QUOTE #37479-1 Illuminated Display (3) 2' x 16' single face illuminated cabinets. Aluminum cabinets painted gold and red, 1/2" clear acrylic push thru letters and border, white LED illumination. Installed on mansard roof. Lettering flush mounted to aluminum backer panel. | \$13,094.00 \$13,094.00 |
| SUB TOTAL | | \$33,995.00 |
| ESTIMATED SALES TAXES | | \$1,908.86 |
| PLEASE PAY THIS DEPOSIT AMOUNT: | | Continued |

RECEIVED

MAR 26 2019



Lytle Signs Inc.

Twin Falls Office

P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office

2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

DEPOSIT INVOICE

Invoice #: DP23237

Inv Date: 02/21/19

Customer #: 6305

Page: 4 of 4

| | |
|---|--|
| SOLD TO: | JOB LOCATION: |
| J. M. CAPRIOLA CO. 500 COMMERCIAL ST. ELKO NV 89801 | J. M. Capriola CO. 500 Commercial St. Elko NV 89801 REQUESTED BY: Susan |

| ORDERED BY | PO NUMBER | SALESPERSON | PAYMENT TERMS |
|------------|-----------|-------------|------------------------|
| Susan | | BB | 50.0% Due Upon Receipt |

| DESCRIPTION | | TOTAL PRICE |
|---|--|-------------|
| TOTAL PROPOSAL AMOUNT | | \$35,903.86 |
| *** FINAL INVOICE AMOUNT MAY VARY UPON COMPLETION *** | | |
| PLEASE PAY THIS DEPOSIT AMOUNT: | | \$17,951.93 |



Lytle Signs Inc.

Twin Falls Office

P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office

2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

PROPOSAL

Proposal #: 23237

Proposal Date: 02/21/19
Customer #: 6305
Page: 1 of 4
Salesperson: BB

| SOLD TO: | JOB LOCATION: |
|---|--|
| J. M. CAPRIOLA CO. 500 COMMERCIAL ST. ELKO NV 89801 | J. M. Capriola CO. 500 Commercial St. Elko NV 89801 REQUESTED BY: Susan |

AS PER SKETCH (IF PROVIDED BY LYTLE SIGNS, INC)

| | | | |
|---|---|-------------|-------------|
| 1 | QUOTE #37479 Illuminated Display 7' x 21'4" overall size of display. Graphic - 4'9" x 6'8" overall size, channel letter construction with 3" aluminum returns, white acrylic trim-capped face with digitally printed graphic, 2' x 11'2" red LED lasso that flashes between the two pieces. J.M. Capriola - 14'6" overall length aluminum face with 3" aluminum returns painted with vinyl centers, 1/2" clear acrylic push thru outline, white LED illumination. CO. - 1'1" tall x 3" aluminum returns, white acrylic trim-capped faces with vinyl overlay, white LED illumination. Since 1929 - 1' x 6' capsule, aluminum face with 5" returns, 1/2" clear acrylic push thru illuminated copy with vinyl overlay, white LED illumination. Installed on mansard roof. Lettering flush mounted to shaped oversized aluminum raceway painted. Remove & dispose of existing signage. | \$20,901.00 | \$20,901.00 |
| 1 | QUOTE #37479-1 Illuminated Display (3) 2' x 16' single face illuminated cabinets. Aluminum cabinets painted gold and red, 1/2" clear acrylic push thru letters and border, white LED illumination. Installed on mansard roof. Lettering flush mounted to aluminum backer panel. | \$13,094.00 | \$13,094.00 |

SUB TOTAL: \$33,995.00

Lytle Signs, Inc. is Licensed in: Idaho, Utah, Oregon, Wyoming, Montana & Nevada (0029311 - \$750,000)

COMPANY INITIALS _____

CUSTOMER INITIALS _____



Lytle Signs Inc.

Twin Falls Office

P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office

2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

PROPOSAL

Proposal #: 23237

Proposal Date: 02/21/19
Customer #: 6305
Page: 2 of 4
Salesperson: BB

ESTIMATED SALES TAXES: \$1,908.86

ACQUISITION OF PERMITS AND PERMIT COSTS WILL BE BILLED IN ADDITION (IF APPLICABLE)
ELECTRICAL REPAIRS WILL BE BILLED IN ADDITION AT TIME AND MATERIAL RATES (IF APPLICABLE)
****THIS PROPOSAL MAY BE WITHDRAWN, AND PRICING MAY CHANGE IF NOT ACCEPTED WITHIN 7 DAYS**

TOTAL PROPOSAL AMOUNT: \$35,903.86

TERMS: 50.0% DOWN, BALANCE DUE ON COMPLETION

(INTEREST OF 1.5% PER MONTH WILL BE ADDED TO PAST DUE ACCOUNTS)

TERMS AND CONDITIONS

1. THIS PRICE DOES NOT INCLUDE ELECTRICAL HOOKUP, PERMITS, OR STAMPED ENGINEERED DRAWINGS UNLESS SPECIFICALLY STATED.
2. WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED. ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE PURCHASER.
3. UPON DEFAULT IN THE PAYMENT OF ANY SUMS HEREIN AGREED, LYTLE SIGNS MAY, AT ITS OPTION, DECLARE THE ENTIRE BALANCE PRICE FULLY DUE AND PAYABLE WITHOUT FURTHER NOTICE TO CUSTOMER; AND WHEN DECLARED, CUSTOMER AGREES TO PAY INTEREST ON SAID BALANCE WHEN DECLARED DUE AT THE RATE OF 1.5% PER MONTH. CUSTOMER FURTHER AGREES TO PAY ALL REASONABLE COSTS OF COLLECTION OF SAID BALANCE INCURRED BY THE COMPANY, INCLUDING ATTORNEY'S FEES.
4. CUSTOMER AGREES TO PROVIDE ELECTRICAL SERVICE FEED WIRE OF APPROVED AND SUITABLE CAPACITY TO LOCATION OF DISPLAY IN ADVANCE OF INSTALLATION.
5. AN ADDITIONAL CHARGE WILL BE MADE IF DURING EXCAVATION UNFORESEEN CIRCUMSTANCES ARISE OR IF RESTORATION OF EXISTING LANDSCAPING IS REQUIRED.
6. ALL AGREEMENTS ARE CONTINGENT UPON THE ABSENCE OF STRIKES, DELAYS, OR INCIDENTS BEYOND LYTLE SIGNS, INC. CONTROL.
7. QUOTED PRICE DOES **NOT** INCLUDE ELECTRICAL SERVICE TO OPERATE PROPOSED SIGN OR LIGHTING. ADDITIONAL CHARGES MAY APPLY TO BRING CURRENT ELECTRIC SERVICE AND SIGNAGE TO CODE. ELECTRICAL COMPONENTS WILL COMPLY WITH 120V SERVICE UNLESS OTHERWISE SPECIFIED.
8. INITIAL DESIGN IS INCLUDED IN QUOTE PRICE. CHANGES REQUIRING ADDITIONAL SKETCH TIME WILL BE DONE AT AN HOURLY RATE. REQUEST FOR LOGOS ON CD OR MEMORY STICKS WILL RESULT IN ADDITIONAL CHARGES.
9. THE TIME INTERVAL FOR PROJECT COMPLETION WILL BEGIN WHEN ALL PERTINENT INFORMATION AND PERMITS ARE RECEIVED BY ENGINEERING.

THIS PROPOSAL DOES NOT BECOME EFFECTIVE UNTIL SIGNED AND DATED BY AN AUTHORIZED LYTLE SIGN'S REPRESENTATIVE.

SALESPERSON: _____

DATE: _____

ACCEPTED BY: _____

TITLE: _____

SIGNATURE: _____

DATE: _____

**Lytle Signs Inc.****Twin Falls Office**

P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office

2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

DEPOSIT INVOICE

Invoice #: DP23237

Inv Date: 02/21/19
Customer #: 6305
Page: 3 of 4

| | |
|---|--|
| SOLD TO: | JOB LOCATION: |
| J. M. CAPRIOLA CO. 500 COMMERCIAL ST. ELKO NV 89801 | J. M. Capriola CO. 500 Commercial St. Elko NV 89801 REQUESTED BY: Susan |

| ORDERED BY | PO NUMBER | SALESPERSON | PAYMENT TERMS |
|------------|-----------|-------------|------------------------|
| Susan | | BB | 50.0% Due Upon Receipt |

| DESCRIPTION | | TOTAL PRICE |
|--|--|---------------------------------------|
| 1 | <p>QUOTE #37479</p> <p>Illuminated Display</p> <p>7' x 21'4" overall size of display.</p> <p>Graphic - 4'9" x 6'8" overall size, channel letter construction with 3" aluminum returns, white acrylic trim-capped face with digitally printed graphic, 2' x 11'2" red LED lasso that flashes between the two pieces.</p> <p>J.M. Capriola - 14'6" overall length aluminum face with 3" aluminum returns painted with vinyl centers, 1/2" clear acrylic push thru outline, white LED illumination.</p> <p>CO. - 1'1" tall x 3" aluminum returns, white acrylic trim-capped faces with vinyl overlay, white LED illumination.</p> <p>Since 1929 - 1' x 6' capsule, aluminum face with 5" returns, 1/2" clear acrylic push thru illuminated copy with vinyl overlay, white LED illumination.</p> <p>Installed on mansard roof.</p> <p>Lettering flush mounted to shaped oversized aluminum raceway painted.</p> <p>Remove & dispose of existing signage.</p> | <p>\$20,901.00</p> <p>\$20,901.00</p> |
| 1 | <p>QUOTE #37479-1</p> <p>Illuminated Display</p> <p>(3) 2' x 16' single face illuminated cabinets.</p> <p>Aluminum cabinets painted gold and red, 1/2" clear acrylic push thru letters and border, white LED illumination.</p> <p>Installed on mansard roof.</p> <p>Lettering flush mounted to aluminum backer panel.</p> | <p>\$13,094.00</p> <p>\$13,094.00</p> |
| <p>SUB TOTAL</p> | | <p>-----</p> <p>\$33,995.00</p> |
| <p>ESTIMATED SALES TAXES</p> | | <p>\$1,908.86</p> |
| <p>PLEASE PAY THIS DEPOSIT AMOUNT:</p> | | <p>Continued</p> |



Lytle Signs Inc.

Twin Falls Office

P.O. Box 305 1925 Kimberly Rd.
TWIN FALLS, IDAHO 83303
208.733.1739 fax 208.736.8653
1.800.621.6836

Boise/Meridian Office

2070 Commercial St.
MERIDIAN, IDAHO 83642
208.388.1739 fax 208.388.3966
Web Site: www.lytlesigns.com
E-mail: sales@lytlesigns.com

DEPOSIT INVOICE

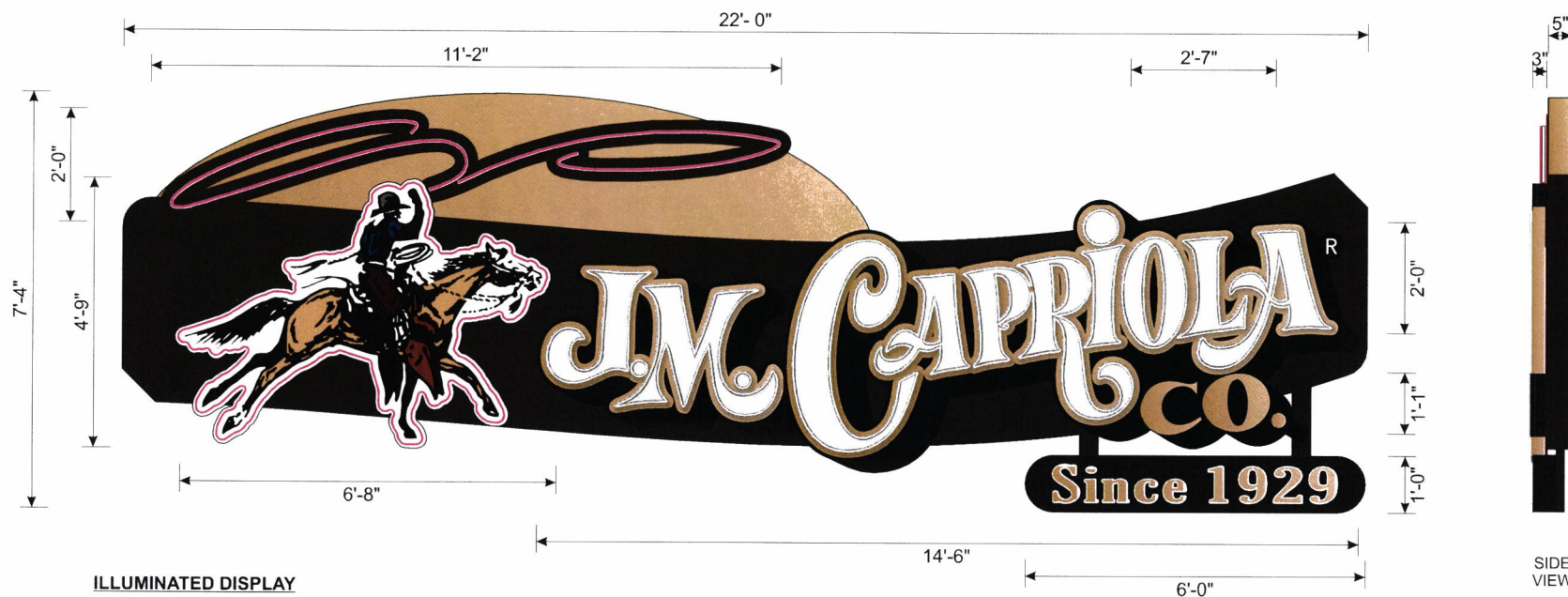
Invoice #: DP23237

Inv Date: 02/21/19
Customer #: 6305
Page: 4 of 4

| | |
|---|--|
| SOLD TO: | JOB LOCATION: |
| J. M. CAPRIOLA CO. 500 COMMERCIAL ST. ELKO NV 89801 | J. M. Capriola CO. 500 Commercial St. Elko NV 89801 REQUESTED BY: Susan |

| ORDERED BY | PO NUMBER | SALESPERSON | PAYMENT TERMS |
|------------|-----------|-------------|------------------------|
| Susan | | BB | 50.0% Due Upon Receipt |

| DESCRIPTION | | TOTAL PRICE |
|---|--|-------------|
| TOTAL PROPOSAL AMOUNT | | \$35,903.86 |
| *** FINAL INVOICE AMOUNT MAY VARY UPON COMPLETION *** | | |
| PLEASE PAY THIS DEPOSIT AMOUNT: | | \$17,951.93 |



ILLUMINATED DISPLAY

GRAPHIC - 3" ALUMINUM RETURNS PAINTED BLACK
 WHITE ACRYLIC FACE WITH BLACK TRIM CAP & DIGITALLY PRINTED GRAPHIC ON CLEAR VINYL
 WHITE L.E.D. ILLUMINATION
 RED FLEXIBLE L.E.D. BORDER TUBING LASSO (TO FLASH BETWEEN TWO PIECES)

J.M. CAPRIOLA - ALUMINUM FACE WITH 3" ALUMINUM RETURNS
 PAINTED GOLD (SW 50635) WITH WHITE HP VINYL CENTERS
 1/2" CLEAR ACRYLIC PUSH THRU ILLUMINATED OUTLINE BACKED WITH WHITE DIFFUSER VINYL
 WHITE L.E.D. ILLUMINATION

CO. - 3" ALUMINUM RETURNS PAINTED BLACK
 WHITE ACRYLIC FACES WITH BLACK TRIM CAP & OVERLAYS OF GOLD NUGGET (#141) TRANSLUCENT VINYL
 WHITE L.E.D. ILLUMINATION

LETTERING FLUSH MOUNTED TO ALUMINUM BACKER PANEL PAINTED BLACK
 WITH WHITE HP VINYL REGISTER MARK

SINCE 1929 CAPSULE - ALUMINUM FACE WITH 5" ALUMINUM RETURNS PAINTED BLACK
 1/2" CLEAR ACRYLIC PUSH THRU ILLUMINATED COPY BACKED WITH WHITE DIFFUSER VINYL
 AND OVERLAYS OF GOLD NUGGET (#141) TRANSLUCENT VINYL WHITE L.E.D. ILLUMINATION

DISPLAY MOUNTED TO SHAPED OVERSIZED RACEWAY PAINTED TO MATCH ROOF (COLOR TBD) & GOLD (SW 50635)
 INSTALLED ON MANSARD ROOF WITH METAL BRACKETS AS REQUIRED

REMOVE & DISPOSE OF EXISTING SIGNAGE

SIDE
VIEW

Approved By: _____
 Date: _____

Unauthorized use, reproduction and/or display shall render the infringer liable for up to \$150,000 in statutory damages, plus attorney fees and costs for each infringement under the U.S. Copyright Act (17 U.S.C. 412 & 504). THIS RENDERING IS CONCEPTUAL---COLORS MAY NOT REPRESENT ACTUAL FINISH---ILLUMINATED AND DAYLIGHT COLORS WILL VARY

| | |
|--------------------|--|
| CLIENT: | J. M. CAPRIOLA CO. |
| ADDRESS: | 500 COMMERCIAL ST. ELKO, NV |
| DATE: | 01-17-2019 |
| SCALE: | 1/2" = 1' |
| ACCOUNT EXECUTIVE: | BB |
| DRAWN BY: | RL |
| FILENAME: | JM CAPRIOLA BUILDING SIGNS 4 CDR |
| QUOTE #: | 37479 |
| REVISIONS: | 01-21-2019 02-05-2019 02-15-2019 02-19-2019 |

PAGE 1 OF 4
 LYTLE SIGNS © 2019
 ALL RIGHTS RESERVED



AN EMPLOYEE OWNED COMPANY

Twin Falls Office
 P.O. BOX 305
 1925 KIMBERLY RD.
 TWIN FALLS, IDAHO 83303
 208.733.1739
 1.800.621.6836
 fax 208.736.8653

Boise/Meridian Office
 2070 E. COMMERCIAL ST.
 MERIDIAN, IDAHO 83642
 208.388.1739
 fax 208.388.3966
 www.lytlesigns.com
 sales @lytlesigns.com





PROPOSED



ILLUMINATION VIEW



EXISTING



ALTERNATING LASSO

Unauthorized use, reproduction and/or display shall render the infringer liable for up to \$150,000 in statutory damages, plus attorney fees and costs for each infringement under the U.S. Copyright Act (17 U.S.C. 412 & 504). THIS RENDERING IS CONCEPTUAL---COLORS MAY NOT REPRESENT ACTUAL FINISH---ILLUMINATED AND DAYLIGHT COLORS WILL VARY

| | |
|---|--|
| CLIENT | J. M. CAPRIOLA CO. |
| ADDRESS | 500 COMMERCIAL ST. ELKO, NV |
| DATE | 01-17-2019 |
| SCALE | NOT TO SCALE |
| ACCOUNT EXECUTIVE | BB |
| DRAWN BY | RL |
| FILENAME | JM CAPRIOLA BUILDING SIGNS 14 CDR |
| QUOTE # | 37479 |
| REVISIONS | 01-21-2019 02-05-2019 02-19-2019 02-19-2019 |
| PAGE | 2 OF 4 |
| LYTLE SIGNS © 2019 ALL RIGHTS RESERVED | |
|  AN EMPLOYEE OWNED COMPANY | |
| Twin Falls Office P.O. BOX 305 1925 KIMBERLY RD. TWIN FALLS, IDAHO 83303 208.733.1739 1.800.621.6836 fax 208.736.8653 | |
| Boise/Meridian Office 2070 E. COMMERCIAL ST. MERIDIAN, IDAHO 83642 208.388.1739 fax 208.388.3966 www.lytlesigns.com sales@lytlesigns.com | |
|  | |



ILLUMINATED DISPLAY

ALUMINUM CABINETS WITH 5" RETURNS PAINTED GOLD (SW 50635) &
 ROYCROFT COPPER RED (SW 2839)
 1/2" CLEAR ACRYLIC PUSH THRU COPY & OUTLINE
 BACKED WITH WHITE DIFFUSER VINYL
 FIRST SURFACE WHITE TRANSLUCENT VINYL
 WHITE L.E.D. ILLUMINATION

DISPLAY INSTALLED ON MANSARD ROOF WITH METAL BRACKETS
 AS REQUIRED ALL PAINTED TO MATCH ROOF (COLOR TBD)

Approved By: _____
 Date: _____

Unauthorized use, reproduction and/or display shall render the infringer liable for up to \$150,000 in statutory damages, plus attorney fees and costs for each infringement under the U.S. Copyright Act (17 U.S.C. 412 & 504).
 THIS RENDERING IS CONCEPTUAL---COLORS MAY NOT REPRESENT ACTUAL FINISH---ILLUMINATED AND DAYLIGHT COLORS WILL VARY

| | |
|---------------------------|--------------------------------------|
| CLIENT: | J. M. CAPRIOLA CO. |
| ADDRESS: | 500 COMMERCIAL ST. ELKO, NV |
| DATE: | 01-17-2019 |
| SCALE: | 1/2" = 1' |
| ACCOUNT EXECUTIVE: | BB |
| DRAWN BY: | RL |
| FILENAME: | JM CAPRIOLA BUILDING SIGNS 14 CDR |
| QUOTE #: | 37479 |
| REVISIONS: | 01-21-2019 01-25-2019 |

PAGE 3 OF 4
 LYTLE SIGNS © 2019
 ALL RIGHTS RESERVED

Lytle SIGNS
 Since 1946

AN EMPLOYEE OWNED COMPANY

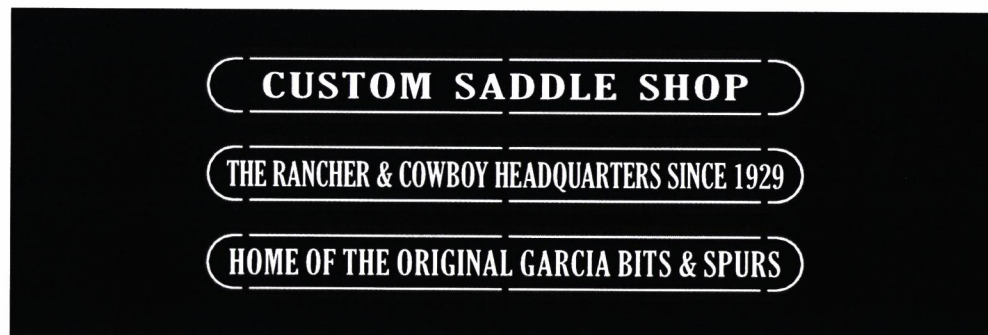
Twin Falls Office
 P.O. BOX 305
 1925 KIMBERLY RD.
 TWIN FALLS, IDAHO 83303
 208.733.1739
 1.800.621.6836
 fax 208.736.8653

Boise/Meridian Office
 2070 E. COMMERCIAL ST.
 MERIDIAN, IDAHO 83642
 208.388.1739
 fax 208.388.3966
 www.lytlesigns.com
 sales@lytlesigns.com

WSA
 WORLD SIGN ASSOCIATION



PROPOSED



ILLUMINATION VIEW

Unauthorized use, reproduction and/or display shall render the infringer liable for up to \$150,000 in statutory damages, plus attorney fees and costs for each infringement under the U.S. Copyright Act (17 U.S.C. 412 & 504). THIS RENDERING IS CONCEPTUAL---COLORS MAY NOT REPRESENT ACTUAL FINISH---ILLUMINATED AND DAYLIGHT COLORS WILL VARY

| | |
|-------------------|--------------------------------------|
| CLIENT | J. M. CAPRIOLA CO. |
| ADDRESS | 500 COMMERCIAL ST. ELKO, NV |
| DATE | 01-17-2019 |
| SCALE | NOT TO SCALE |
| ACCOUNT EXECUTIVE | BB |
| DRAWN BY | RL |
| FILENAME | JM CAPRIOLA BUILDING SIGNS 14.CDR |
| QUOTE # | 37479 |
| REVISIONS | 01-21-2019 01-25-2019 |

PAGE 4 OF 4
LYTLE SIGNS © 2019
ALL RIGHTS RESERVED



AN EMPLOYEE OWNED COMPANY

Twin Falls Office
P.O. BOX 305
1925 KIMBERLY RD.
TWIN FALLS, IDAHO 83303
208.733.1739
1.800.621.6836
fax 208.736.8653

Boise/Meridian Office
2070 E. COMMERCIAL ST.
MERIDIAN, IDAHO 83642
208.388.1739
fax 208.388.3966
www.lytlesigns.com
sales @lytlesigns.com



RECEIVED

MAR 26 2019



Custom Electric Signs

Proposal to JM Capriola Company

By

YESCO

02/06/2019

Scope of work: Remove existing wall signs and dispose or leave on site with owner. Remove horse on corner & repaint cherry red, reinstall. Manufacture & install front wall signage with chasing LED rope light and side wall signs. Reference Yesco design # 20468 R3.

| | |
|--|---------------------------|
| Front wall sign | \$21,405.00 |
| Side wall sign | \$37,895.00 |
| Remove/repaint/reinstall horse on corner | \$2,554.00 |
| Permits | At cost from City of Elko |
| Permit procurement labor | \$225.00 |

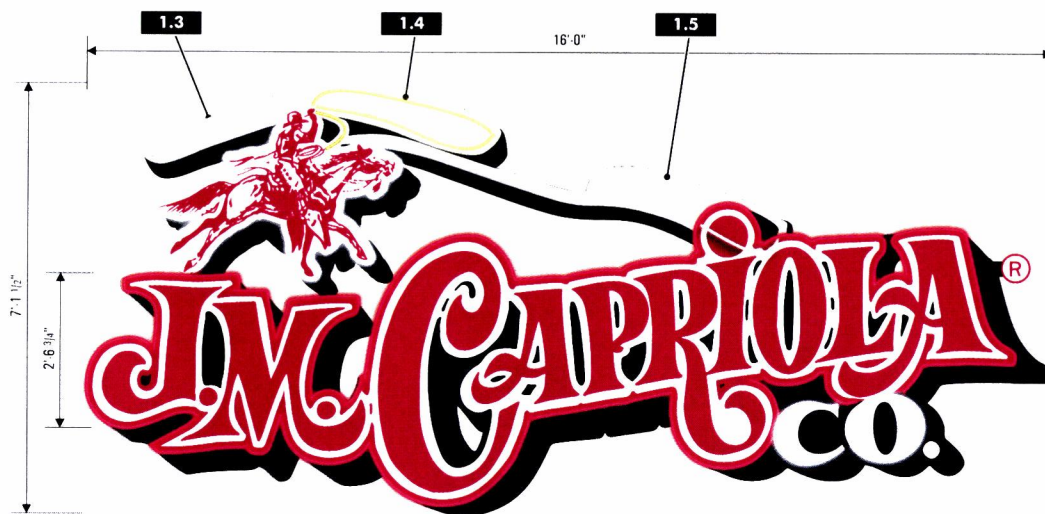
All illumination of signage to be completed using 100,000 hour LED diodes. Pricing not to include electrical power from panel to sign locations. Please allow 8 weeks to completion from time of permit procurement.

775 738-5710

1154 West Main Street
Elko, NV 89801

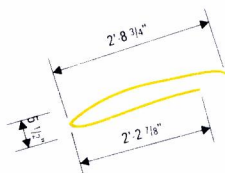
NV Contractor's License No. 0074289
C-2, 0074290 C-6, 0075739 C-14

yesco.com

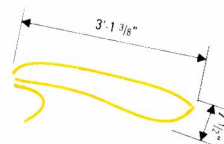


1 WALL CABINET WITH DIGITALLY PRINTED - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"
PAGE 1 QUANTITY: 1 MANUFACTURE & INSTALL

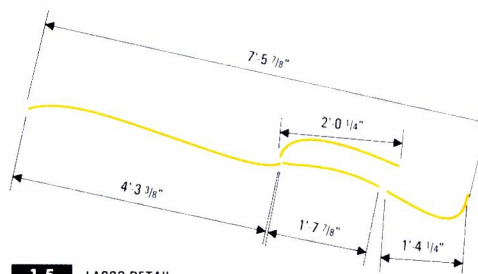
ARTWORK SHOWN AS A PLACEHOLDER.
 CLIENT TO APPROVE ARTWORK AS
 DEPICTED OR SUPPLY VECTOR
 ARTWORK PRIOR TO FABRICATION.



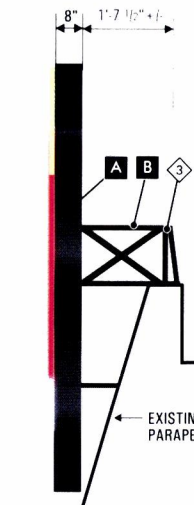
1.3 LASSO DETAIL



1.4 LASSO DETAIL



1.5 LASSO DETAIL



1.2 SIDE VIEW
(TYP.)

SCOPE OF WORK:

SIGN1- MANUFACTURE & INSTALL (1) SINGLE-SIDED FREEFORM WALL CABINET WITH PLANT ON LED STRIP LIGHTING TO MIMIC EARLY FREEFORM NEON SIGNS. LASSO TO HAVE ANIMATED SEQUENCE USING (3) SEQUENTIAL STAGES. EACH LASSO CONSISTS OF (2) STRIPS TO MIMIC FORESHORTENED OVAL.

REMOVE (2) EXISTING CABINETS (REFERENCE PAGE 2)

PERMITTING SIGN 1 AREA: 114.00H²

FINAL ELECTRICAL CONNECTION BY: **NOT INCLUDED**

FABRICATION SPECIFICATIONS

| | | | |
|----------|-----------|---------------|--|
| A | CABINET | MATERIAL | ALUMINUM (FREEFORM CLOUD SHAPE) |
| | | PAINT | 2 COLOR PAINTBREAK (WHITE/BLACK) |
| | | FINISH | SATIN |
| B | VINYL | LIGHTING | NO INTERNAL LIGHTING |
| | | LAYER | 1st SURFACE |
| | | COLOR | 3M#7725 13 TOMATO RED |
| B | STRUCTURE | MATERIAL | STEEL FRAME |
| | | ATTACHMENT | (ATTACHMENT TO PARAPET T.B.D.) |
| | | ANGLE | ANGLE |
| C | LED | TYPE | 1" x 1" - ENGINEERING TO DETERMINE |
| | | PAINT | MATCH ROOF |
| | | FINISH | MATTE |
| C | LED | TYPE | FLEX LED |
| | | SUPPLIER | LED NEONFLEX |
| | | FIXTURE | (VIVID S 270 PIXEL OR EQUIV.) |
| C | LED | FIXTURE COLOR | GREY |
| | | COLOR | RGB (YELLOW, WHITE, RED) |
| | | ATTACHMENT | SURFACE MOUNT TO PLASTIC FACE USING INTERMITTENT CLIPS |

COLOR KEY

- 1** VINYL 3M#7725 13 TOMATO RED
- 2** PAINT SHERWIN WILLIAMS WHITE
2 COLOR PAINTBREAK
- 3** PAINT SHERWIN WILLIAMS BLACK
2 COLOR PAINTBREAK

NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS RENDERING MAY NOT MATCH ACTUAL COLORS ON FINISHED DISPLAY. PLEASE REFER TO COLOR CALLOUTS AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

CLIENT NAME / LOGO GRAPHIC APPROVAL

THE LAYOUT FOR THIS LOGO IS APPROVED AS DEPICTED. BY SIGNING YOU ARE AGREEING TO HAVE YESCO FABRICATE THIS LOGO AS ILLUSTRATED ON THIS DESIGN DOCUMENT.

| | | |
|----------------------|------------|------|
| Authorized Signature | Print Name | Date |
|----------------------|------------|------|

YESCO DESIGN

1605 South Gramercy Rd.
 Salt Lake City, UT 84104
 801.487.8481

www.yesco.com

© 2017 YESCO LLC. All right reserved

This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO.

The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Revisions

| No. | Date / Description |
|-----|--------------------|
| 1 | 01.03.2019 |
| 2 | 01.03.2019 |
| 3 | 01.03.2019 |

Approval

Client Sign / Date

Landlord Sign / Date

JM Capriola

500 Commercial Street
 Elko, NV 89801

Acct. Exec: Gordie Rogers
 Designer: Brian Crippin

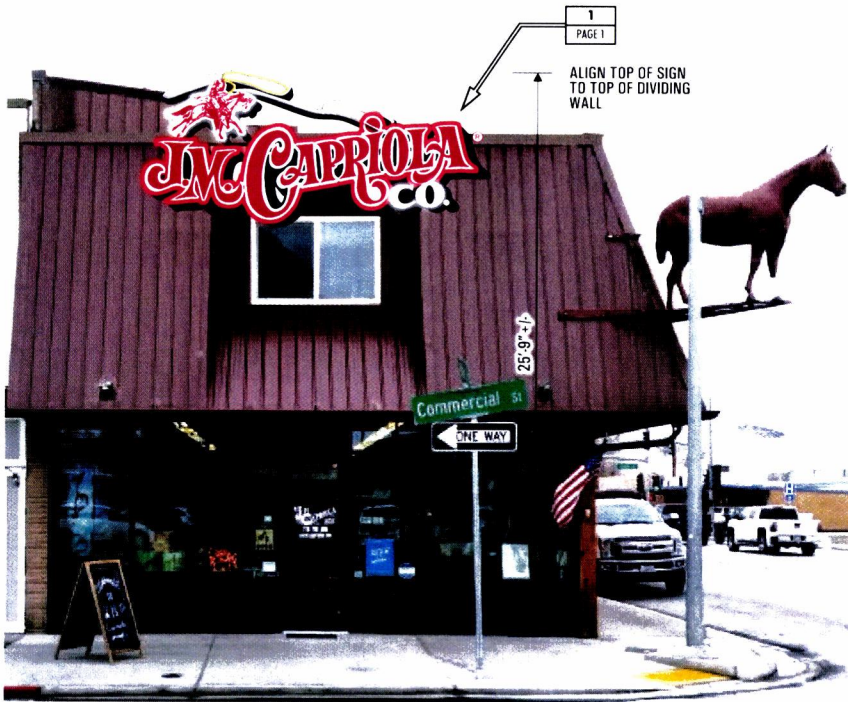
Orig: 01.03.2019

1 - Entrance Display

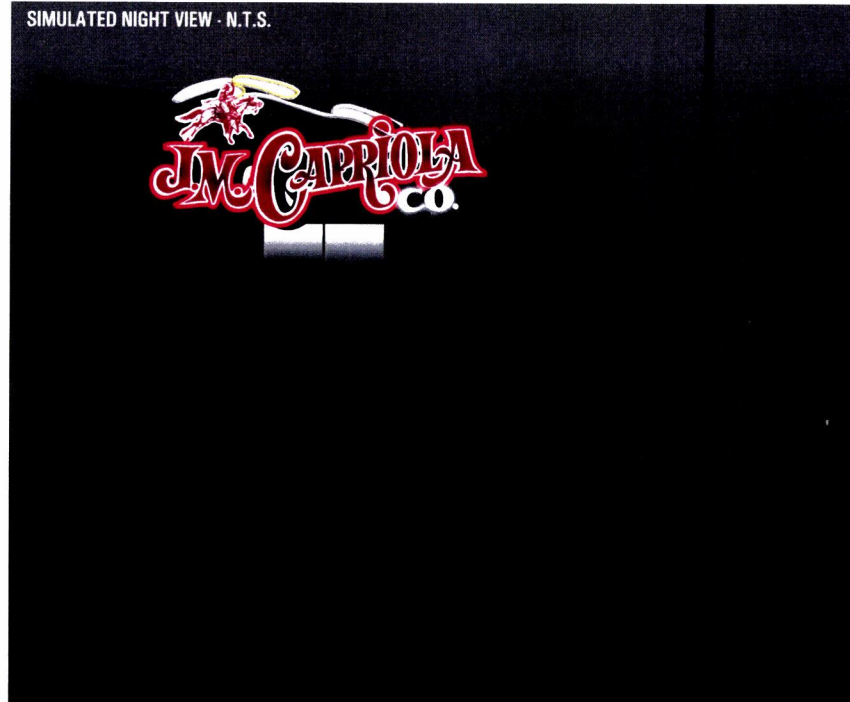
R3

scale as noted

ART 1.0



NORTH ELEVATION - N.T.S.



SIMULATED NIGHT VIEW - N.T.S.

REMOVE & DISPOSE
(2) EXISTING CABINETS.
WEATHER SEAL HOLES



DESIGN

1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com

© 2017 YESCO LLC. All right reserved

This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO.

The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Revisions



| No. | Date / Description |
|-----|---------------------------------|
| 1 | 06.08.2017 |
| 2 | 07.08.2017 Add alternate logo 1 |
| 3 | 07.08.2017 Add alternate logo 2 |
| 4 | 07.08.2017 Add alternate logo 3 |

Approval

Client Sign / Date

Landlord Sign / Date

JM Capriola

500 Commercial Street
Elko, NV 89801

Acct. Exec: Gordie Rogers
Designer: Brian Crippin

Orig: 01.03.2019

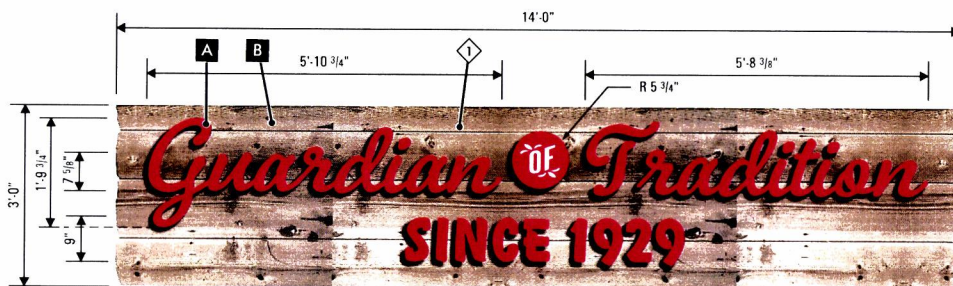
2 - North Elevation

#

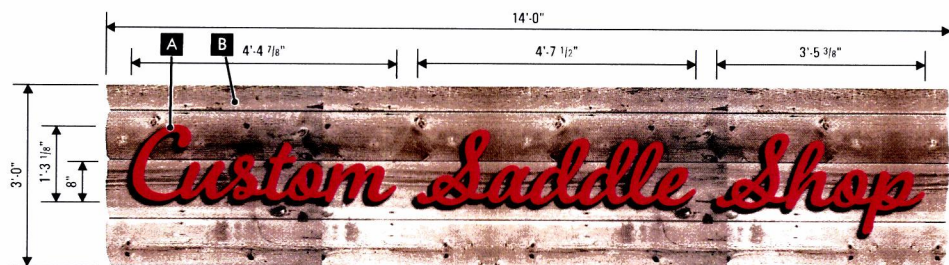
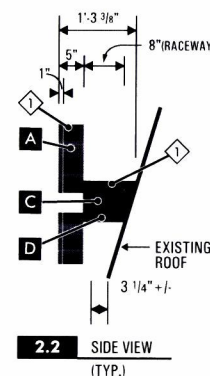
R3

scale: as noted

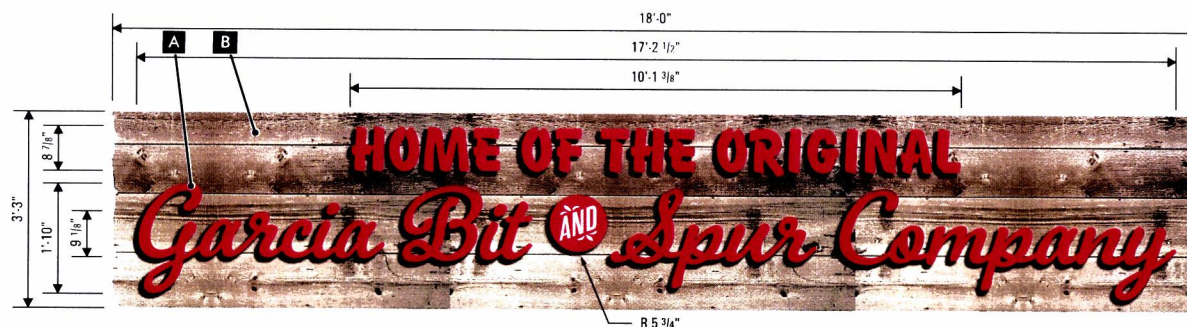
ART 2.0



2 PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKER - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"
PAGE 3 QUANTITY: 1 MANUFACTURE & INSTALL



3 PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKER - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"
PAGE 3 QUANTITY: 1 MANUFACTURE & INSTALL



4 PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKER - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"
PAGE 3 QUANTITY: 1 MANUFACTURE & INSTALL

| SCOPE OF WORK: | |
|--|--------------|
| SIGN 1 - MANUFACTURE & INSTALL (1) RACEWAY MOUNTED PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKERS. | |
| SIGN 2 - MANUFACTURE & INSTALL (1) RACEWAY MOUNTED PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKERS. | |
| SIGN 3 - MANUFACTURE & INSTALL (1) RACEWAY MOUNTED PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKERS. | |
| NO REMOVALS REQUIRED | |
| PERMITTING SIGN 2 AREA: 42.00ft ² | |
| PERMITTING SIGN 3 AREA: 42.00ft ² | |
| PERMITTING SIGN 4 AREA: 58.50ft ² | |
| FINAL ELECTRICAL CONNECTION BY: | NOT INCLUDED |

| FABRICATION SPECIFICATIONS | |
|----------------------------|--|
| A PAN CHANNEL | LIGHT TYPE LED (5000K) |
| FACE | MATERIAL ACRYLIC |
| COLOR | WHITE #7328 |
| RETAINER | TYPE TRIM CAP |
| SIZE | 1" |
| COLOR/PAINT | TRIMCAP COLOR |
| DEPTH | 5" |
| PAINT | PRE-PAINTED BLACK |
| B PANEL | MATERIAL ALUMINUM |
| THICKNESS | 1/8" |
| PAINT EDGES | MATCH BASE COLOR OF PRINT |
| FINISH | MATTE |
| VINYL | LAYER 1st SURFACE |
| COLOR | DIGITAL PRINT |
| ATTACHMENT | SCREWED THRU FACE |
| C RACEWAY | SIZE 8" x 8" |
| PAINT | SEE COLOR KEY |
| FINISH | SATIN |
| D STRUCTURE | MATERIAL STEEL |
| TYPE | ANGLE |
| SIZE | 1 1/2" x 1 1/2" ENGINEERING TO DETERMINE |
| PAINT | MATCH ROOF |
| FINISH | MATTE |

| COLOR KEY | |
|-----------|--------------------------------|
| 1 PAINT | PRE-PAINTED BLACK |
| 2 VINYL | 3M#3630-33 RED |
| 3 VINYL | 3M DIGITAL PRINT |
| 4 PAINT | SHERWIN WILLIAMS TO MATCH ROOF |

NOTE: UNLESS OTHERWISE NOTED, THE COLORS SHOWN ON THIS RENDERING MAY NOT MATCH ACTUAL COLORS ON FINISHED DISPLAY. PLEASE REFER TO COLOR CALIBRATIONS AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

YESCO.
DESIGN

1605 South Gramercy Rd.
 Salt Lake City, UT 84104
 801.487.8481

www.yesco.com

© 2017 YESCO LLC. All right reserved

This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO.

The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Revisions

| No. | Date / Description |
|-----|--|
| 1 | 01.03.2019 |
| 2 | 01.03.2019 Adjust colors to match sign |
| 3 | 01.03.2019 no change |
| 4 | 01.03.2019 no change |

Approval

Client Sign / Date

Landlord Sign / Date

JM Capriola

500 Commercial Street
 Elko, NV 89801

Acct. Exec: Gordie Rogers
 Designer: Brian Crippin

Orig: 01.03.2019

3 - WALL SIGNS

R3

scale: as noted

ART 3.0

WEST ELEVATION - N.T.S.



SIMULATED NIGHT VIEW - N.T.S.



YESCO

DESIGN

1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com

© 2017 YESCO LLC. All right reserved

This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO.

The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Revisions

No

Date / Description

00.00.0000

01.09.2019 Adjust colors & re-number signs

01.09.2019 No change

01.22.2019 implement re designed signs on west elev

Approval

Client Sign / Date

Landlord Sign / Date

JM Capriola
500 Commercial Street
Elko, NV 89801
Acct Exec: Gordie Rogers
Designer: Brian Crippin
Orig: 01.03.2019

4-WEST ELEVATION

#R3

scale: as noted

ART 4.0



5.2 LEFT SIDE OF EXISTING HORSE
N.T.S.

SCOPE OF WORK:

SIGN4 - REMOVE, BRING TO SHOP, RE PAINT & RE-INSTALL (1)
NON ILLUMINATED 3D HORSE.

REMOVAL / RE-INSTALL REQUIRED

PERMITTING SIGN 4 AREA: 60.00ft²

FINAL ELECTRICAL N/A
CONNECTION BY:

FABRICATION SPECIFICATIONS

| | | | |
|---|-------|-------------|-------------------|
| A | PAINT | COLOR | SHERWIN# IT B. D. |
| | | FINISH | SATIN |
| | | APPLICATION | IN BOOTH SRAIED |

COLOR KEY

| | | |
|---|-------|--|
| 1 | PAINT | SHERWIN WILLIAMS TO MATCH #3630 33 RED |
| | | T.B.D. (A SHADE OF RED) |

NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS DRAWING MAY NOT MATCH ACTUAL COLORS. ENHANCED DISPLAY PLEASE REFER TO COLOR CALL OUTS AND THEIR APPROPRIATE YENCOS. SPECIES SAMPLES FOR APPROVED COLOR SPECIFICATIONS.



1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com

© 2017 YESCO LLC. All right reserved
This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO.
The colors shown are only approximations on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Revisions

| No. | Date / Description | |
|-----|--------------------|--|
| 1 | 01.03.2019 | |
| 2 | 01.03.2019 | |
| 3 | 01.03.2019 | |
| 4 | 01.03.2019 | |
| 5 | 01.03.2019 | |

Approval
Client Sign / Date
Landlord Sign / Date

JM Capriola
500 Commercial Street
Elko, NV 89801
Acct Exec: Gordie Rogers
Designer: Brian Crippin

Orig: 01.03.2019
5 - RE-PAINT 3D HORSE
R1
scale as noted

ART 5.0



5 REPAINT THREE DIMENSIONAL HORSE (SUPERIMPOSED) SCALE: N.T.S.
PAGE 5 QUANTITY: 1 REMOVE, RE-PAINT & INSTALL

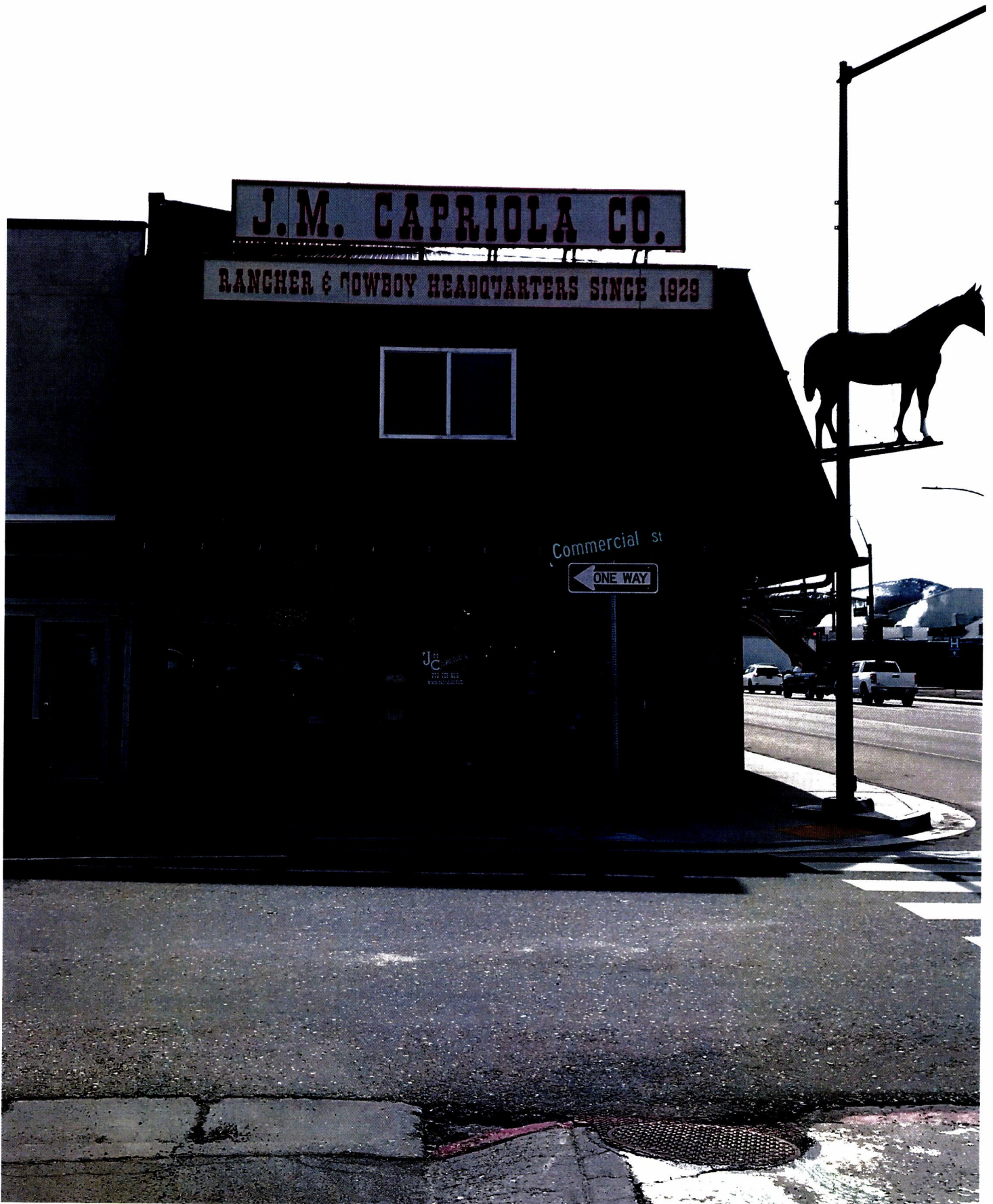
RECEIVED

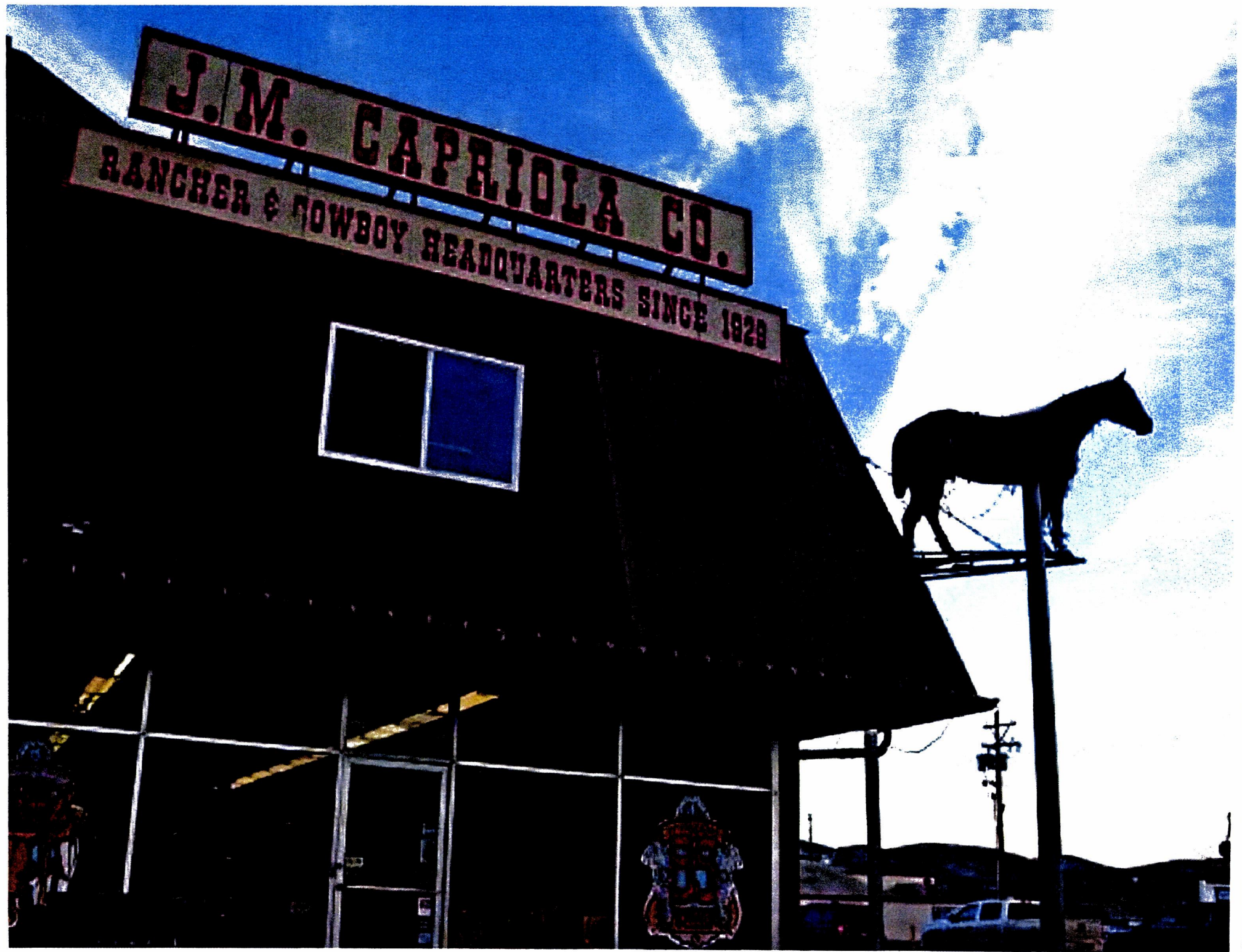
MAR 26 2019

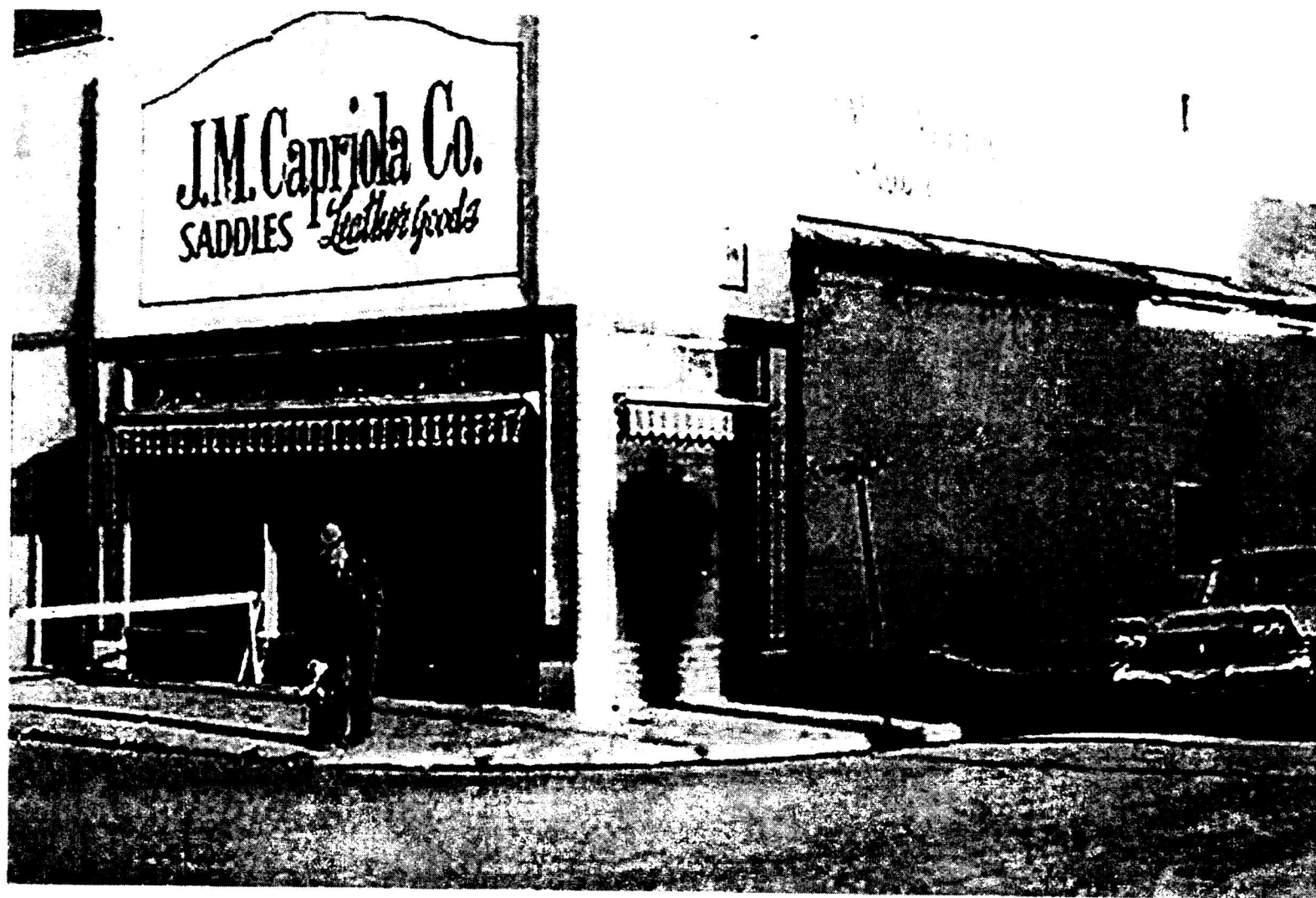
J.M. CAPRIOLA CO.

RANCHER & COWBOY HEADQUARTERS SINCE 1929









G.S. Garcia grew up in San Luis Obispo, Calif., home of the vaqueros, long considered some of the best horsemen in the world. It was from them that Garcia developed an interest in the art of making high-quality cowboy gear and at age 15, Garcia found a job as an apprentice in the Arana Saddle Shop, the finest saddle shop in all of California.

Garcia seemed to have a natural talent for gear making and it wasn't long before he opened his own shop in nearby Santa Margarita. Some of Garcia's first customers were the Nevada cowboys who trailed cattle to California each year for wintering and he soon earned a reputation among working cowboys for making saddle that were not only pleasing to the eye, but functional as well. He began hearing stories about Elko, a thriving little cowtown in northeastern Nevada.

In 1893, Garcia and his new bride, Saturina, came to Elko with two suitcases filled with bits, spurs, reatas, rawhide headstalls and reins. He opened G.S. Garcia Harness and Saddle Shop near Sixth and Commercial streets. Business thrived and Garcia was known to work late into the night engraving a pair of his famous spurs or putting the finishing touches on a saddle. By 1903, Garcia was filling custom orders throughout northern Nevada, which his brother would deliver by wagon. He soon had catalog orders from around the world and his impressive list of customers.

Garcia's most famous saddle was one that brought home the gold medal from the 1904 St. Louis World's Fair. A year after winning the gold medal at the World's Fair, the saddle won another gold medal at the Lewis and Clark Exposition in Portland, Ore., making it the only saddle in history to win two gold medals.

Garcia Shop, Salinas, CA

Garcia worked hard but he also played hard and his favorite past times included chasing and roping wild horses. In 1915, he opened his own rodeo grounds east of South Ninth Street and later became known as the Elko Rodeo or Elko Stampede, the predecessor to today's Silver State Stampede.

In 1932, Garcia turned his business over to his sons and retired to Salinas, California. The sons moved the business to California six years later. Among Garcia's apprentices was a young man named Joe Capriola. Capriola left Garcia's in the early 1920s to go into the ranching business on the lower South Fork of the Humboldt River. Due to an illness in his family, Capriola returned to Elko in 1924 and started his own saddle business on the 600 block of Commercial Street. In 1929, he opened J.M. Capriola Co. in an old adobe building at 500 Commercial Street. His son, Joe Capriola Jr., grew up in his parents' shop stuffing bucking rolls, making minor repairs and learning the art of saddle making. Capriola Jr. And his wife, Rosie became partners in the business.

J.M. Capriola Co. became the place to buy gear for ranchers and working cowboys throughout the West. Joe Capriola Jr. died in 1947 and in 1955, Joe Capriola Sr. sold the shop to Rosie's brother, Frank Jayo. In 1958, Jayo died of a heart attack and the shop was sold to ranchers Paul and Betty Bear, two people who were knowledgeable about the needs of working cowboys.

RECEIVED

MAR 26 2019

On October 28, 1958, shortly after the Bear's took over the business, J.M. Capriola Co. was destroyed by fire. But the young owners didn't waste any time. They set up temporary until they opened up their new store at the same Commercial Street location in the spring of 1959.

In 1972, Paul Bear retired to the ranch and sold the business to his three children Bob, Bill and Paula. This new generation of owners kept the Capriola name and continued to carry on the tradition of making high-quality cowboy gear.

In 1974, J.M. Capriola Co. was ready to expand again and added a second story to the building and also expanded its clothing and accessories lines.

In 1978, J.M. Capriola bought the Garcia Bit and Spur Co. and brought the business home again.

In 1985, Paula and her husband, Doug Wright, became the sole owners of the business. The shop has continued to grow over the years and provide the best quality gear for people who really use it.

In 2012 Paula Wright, the matriarch of the store was tragically killed. With her untimely death, J.M. Capriola Co. was now under the operation of her husband Doug and son John. And today John has honored his mothers memory by continuing to manage the business.

Today, walking into the two-story shop with the red horse on the roof is a little like taking a trip back in time. The company's in-stock inventory now boasts more that 3000 items and mails its catalog to customers all over the globe. Many of its products can be seen and purchased on our website at www.capriolas.com or Email to orders@capriolas.com.

Redevelopment Agency 2018/2019 Budget

July 1, 2018 to June 30, 2019

| Revenues | | |
|---------------------------------------|--------------------|------------------|
| | Approved Budget | As of 4/19/2019 |
| Beginning Fund Balance | \$803,514 | |
| Budget to beginning fund balance dif. | \$47,208 | |
| Property Tax Revenues (anticipated) | \$338,608 | \$370,877 |
| Interest Revenues (anticipated) | \$4,750 | \$11,623 |
| Transfer in from General Fund | | |
| | | |
| Total Revenues | \$1,194,080 | \$382,500 |
| | | |

| | |
|-----------------|-------------|
| Balance to date | \$1,082,977 |
|-----------------|-------------|

| Expenditures | | |
|--------------------------------------|--------------------|------------------|
| | Approved Budget | As of 4/19/2019 |
| Legal | \$20,000 | \$290 |
| Public Improvements | | |
| Misc. items | \$1,000 | \$237 |
| Storefront Program (pledged 2017/18) | \$25,000 | |
| Storefront Program (pledged 2018/19) | \$55,105 | |
| Public-Private Partnerships | \$75,000 | |
| Expn. of Centennial Park 7th Street | \$215,631 | \$149,718 |
| Balance towards savings | \$802,244 | |
| Revolving Fund | \$100 | |
| | | |
| Total Expenses | \$1,194,080 | \$150,245 |
| | | |



Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 66, No. 2
February 2019

Inside this issue

Downtown rewards commuters who don't drive . . . 2

Downtown builds good will, wins accolades for free roadside assistance for cyclists . . . 4

Weary of waiting for median construction, business district paints a mock-up on the street . . . 5

Underpass upgrade beautifies entrance to business district . . . 6

In thriving cities, downtown housing commands a premium . . . 7

Overcoming opposition to two-way streets . . . 10

Banning cigarettes, beautifying a garage, implementing Quiet Zones, and more . . . 11

@DowntownDevelopment.com

Quincy Interim Parking Plan: Report

Durham Parking Program: Video

Douglas Design District Street Painting: Video

Duces Live Underpass Makeover: Video

ACCESS AND MOBILITY

Parking management plan frees up hundreds of unused spaces

In Quincy, MA, (est. pop. 94,166), a redevelopment boom is bearing fruit at precisely the wrong time, at least from a parking perspective.

While the downtown has seen an influx of tenants and traffic in recent years, two aging parking garages became structurally unsound and were forced to close. Quincy has a solution in its sights: The city is building a 712-space parking garage scheduled for completion in October 2019.

Until those spots become available, however, Quincy has a parking

crunch. To ease the squeeze, Quincy has implemented a variety of strategies. At one city lot, Quincy more than doubled parking rates before 5 p.m. and offered free parking after 5 p.m. The city also worked with churches to use their lots during the week. Quincy also added valet services and shuttles, and it illuminated an unwelcoming alleyway that nighttime visitors avoided.

The Boston suburb's downtown is known as Quincy Center, and the Massachusetts Bay Transportation Authority (MBTA) parking garage

(Continued on page 3)

ATTRACTION

"Alley Gallery" brings public art to downtrodden doors

The alleys in Louisville, KY (est. pop. 616,261), are lined with dirty, dinged, and rusty doors. There's nothing unusual about that, but Louisville's response was an atypical one: The city created an "Alley Gallery" that beautified ugly doors with works created by local artists.

In an innovative twist on the trend toward public art, the Louisville Downtown Partnership has

decorated more than 120 of the city's 300-plus alley doors with works by local artists. The Alley Gallery program won a 2018 award from the International Downtown Association.

Rebecca Matheny, executive director of the Louisville Downtown Partnership, tells *Downtown Idea Exchange* that the city wanted to create a public art project that was

(Continued on page 9)

Downtown rewards commuters who don't drive

Like many cities, Durham, NC, wants commuters to take the bus, ride their bikes, and generally find ways to get downtown other than the standard solo drive.

Unlike most cities, Durham (est. pop. 267,743) is tapping into the discipline of behavioral economics to change drivers' behavior. Durham's downtown is booming, and the growth of employment and residences has created traffic congestion.

In late 2018, Durham's parking program won a \$1 million grant from the Bloomberg Philanthropies U.S. Mayors Challenge, money that will help the city continue its innovative efforts to nudge commuters to alternate forms of transport. By one estimate, adding new parking spots costs \$24,000 per space — an expense Durham would prefer to avoid.

"Durham wants to shape its future growth on the mobility options of people and not cars," Mayor Steve Schewel said in announcing the award. "The ideas developed through the Mayors Challenge helped us divert scarce resources away from parking decks and toward a public transportation system that will truly further Durham's vision of shared economic prosperity."

Even a modest reduction in car trips can pay big dividends for a city.

"That means we don't have to build that next \$23 million parking garage," Schewel says.

Durham has been testing two low-cost methods to discourage commuters from single-

occupancy commutes to downtown Durham.

Personalized route. The first strategy, a planning tool algorithm, creates a personalized route that lays out options for walking and taking the bus, along with time comparisons. The tool stresses the health benefits and financial savings brought by alternate forms of commuting.

The city tested the tool by sending it to 1,000 workers during 2018. Commuters who received the personalized route reported using travel alternatives, instead of driving alone, 12 percent more than employees that did not receive it, the city says.

To enhance the pitch, the mapping tool uses breezy language. "Driving downtown Durham is so 2017," reads one example.

Weekly lottery. Durham's second strategy is the GoDurham bus lottery. It's a game that makes riding the bus a competition. There's also an incentive: City employees who take the bus are eligible for a weekly windfall. In one case, the pot was \$163.

Commuters who played the weekly bus lottery reported commuting by alternative modes of transportation 19 percent more often. They also reported higher levels of happiness and lower levels of stress, the city says.

The city worked with Duke University researchers to find ways to encourage commuters to get out of their cars. The personalized routes were enough to nudge some commuters onto the bus, says Duke's Joseph Sherlock.

And in the case of the lottery, the city tapped into the reality that even a modest prize can sway commuters' decisions.

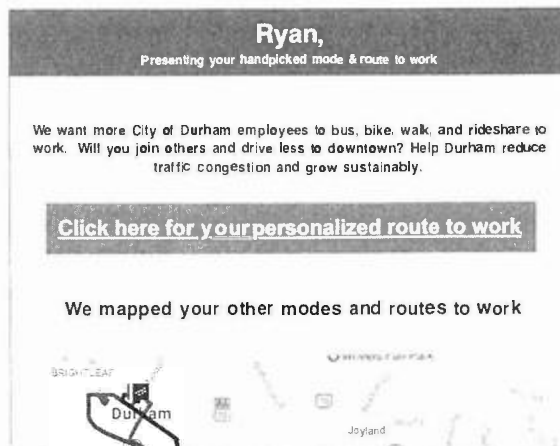
"Humans have an amazing ability to think we have a bigger chance [of winning] than we do," Sherlock told CityLab. "So we just took that insight and applied that to trying to encourage a pro-social behavior."

Durham also offers free commuter consultations for downtown workers. A city transportation specialist makes 20-minute appointments to tell commuters about modes of transportation, routes, and transit apps. **DIX**



DowntownDevelopment.com

To see a video about Durham's parking program, go to our website and click on "Web Extras."



Custom maps show alternate routes to downtown.

Parking management plan frees up hundreds of unused spaces —Continued from page 1

there was razed in 2012. Then, in 2016, a city garage closed.

Losing two garages amid an increase in downtown traffic meant that parking, once abundant, was no longer plentiful in the city.

"In the matter of a handful of years, a parking crunch was created in Quincy Center," Chris Cassani, Quincy's director of traffic, parking, alarm, and lighting, says in *Parking Today*. "At first, the loss of parking was manageable, as the city-owned lots had historically been underutilized. It wasn't until 2018 that the full scale of that crunch would be realized." The sudden shortage of spaces called for a multi-pronged approach to parking. In one challenge, Cassani says MBTA commuters were taking advantage of the city's cheap parking while they spent the day in Boston.

So Quincy raised rates at the Ross Lot, a city-owned property devoted to surface parking. The price for parking for six hours or more jumped to \$20 from \$8.

"The purpose of this increase is not to generate revenue, but rather to dissuade parkers from capitalizing on the city's artificially low daily parking rates and to preserve precious spaces for parkers doing business in Quincy Center rather than parking in downtown Quincy and taking the MBTA to downtown Boston," the city says.

To maximize spaces and utilization at the Ross Lot, Quincy enlarged the northern section of the lot and hired a valet service at a cost of \$12,500 per month. Because the Ross Lot empties after 5 p.m., the city opened the lot for free parking to patrons of restaurants, bars, and other nighttime businesses.

The combination of enlarging the Ross Lot and adding valet service expanded that property's capacity from 292 spaces to 350 spots.

In another upgrade, the city added lights and signage to a dimly lit alleyway connecting the Ross Lot to the core of Quincy Center. The improvements made the alley a more

welcoming pathway from parking to restaurants, Cassani says.

Property owners contribute to program's success

Even with those extra spaces, the city still faced a shortfall. So Quincy struck deals with churches and other private property owners to provide daytime parking.

St. John's Church and Covenant Church agreed to provide up to 73 spaces for construction workers. Central Baptist and Christ Church opened their lots to daytime weekday parking for holders of monthly permits. The Neighborhood Club of Quincy agreed to provide 120 spaces. Because the club lot is about half a mile from the heart of downtown, the city offers

shuttle services to and from the lot. The shuttle costs \$46,000 a month to operate.

While those tactics addressed daytime parking, Quincy's restaurants, bars, and merchants needed parking at night and on weekends. So Cassani got to work at the task of building relationships with other downtown landowners.

The Quincy District Courthouse agreed to allow free parking in its lot after 5 p.m. weekdays and all day on weekends. Quincy also persuaded an insurance company headquartered in the city to provide free parking to restaurant goers after normal work hours Thursday through Saturday.

To convey the complicated catalog of changes, the city embarked on a communi-

Three steps to ease a parking squeeze

Better utilization and management of current parking supply can often help a downtown meet parking demand without the need to build new facilities. In *Parking Management Best Practices*, author Todd Litman focuses on the actions downtown can take:

- Increase the efficiency of existing parking through sharing, regulating, and pricing.
- Use signage and maps to provide better information to drivers.
- Improve maintenance, security, and pedestrian access to increase the number of useable parking spaces.



DowntownDevelopment.com

To see Quincy's parking plan, go to our website and click on "Web Extras."

cations campaign. That included wayfinding signs directing drivers to free parking, along with social media ads, videos, and printed media. City officials also made sure to meet with restaurateurs to inform them of the changes.

Through it all, the city stuck to the mantra that despite gripes about a parking shortage, there are plenty of spaces downtown.

Addressing Quincy's temporary parking crunch was hard work, Cassani says — but also rewarding.

"While at times chaotic," Cassani says, "the process created an opportunity for city officials to work more closely with its downtown merchant community."

Contact: Christopher Cassani, City of Quincy, 617-376-1936. **DIX**

PATHWAYS AND PUBLIC SPACES

Downtown builds good will, wins accolades for free roadside assistance for cyclists

A bike commuter who gets a flat tire in downtown Hartford, CT (est. pop 123,400), doesn't need to drag the disabled cycle home or lock it to a lamppost.

Cyclists can call the downtown district's free roadside assistance program. Within 10 minutes or so, help arrives, in the form of a yellow-shirted staffer bearing tools, tubes, and patch kits.

"For the amount it costs us to run this program every year, what we get back is so worth it."

Since Hartford launched the program in May 2017, it has won rave reviews from stranded cyclists.

For Jordan Polon, executive director of the Hartford Business Improvement District, the roadside assistance program achieves many goals. It encourages commuters to travel by a mode other than car, and the free repairs exude a welcoming vibe to workers and employers.

Perhaps the best part of the program is its modest cost. Polon tells *Downtown Idea Exchange* the Hartford Business Improvement District spends less than \$500 a year on bike repairs.

The major expense is training for ambassadors, who complete a four-hour course to learn to fix bicycles. In another modest investment, the Business Improvement District bought a repair kit that includes a tire pump, tire levers, wrenches and other tools, a patch kit, chain lube, and disposable gloves.

"It is something you can add to the services you offer for such a low cost," Polon says. "For the amount it costs us to run this program every year, what we get back is so worth it."

In the program's first six months, Hartford Business Improvement District ambassadors responded to 78 calls for bicycle roadside assistance. Flat tires were the most common problem.

Ambassadors typically arrive within 15 minutes, and a repair usually takes 10 minutes, Polon says. If the fix is more complicated, an ambassador sends the cyclist to a bicycle shop.

The service is available to anyone cycling in the 55-block Hartford Business Improvement District.

Downtown commuter Maureen Hart was one of the cyclists to call for roadside assistance. When her bike got a flat tire, Hart was partly prepared. She had a replacement tube. However, she didn't have a pump.

Hart's review: "What a great service!"

Hartford boosters launched the program in part because there's no bike shop located within the Business Improvement District.

"If we had a bike shop in the district, we wouldn't necessarily be doing the program," Polon says.

Polon calls her organization the first business improvement district to offer roadside

assistance for cyclists. Hartford already had a roadside assistance program for motorists, and a committee member who's a bike commuter suggested extending the service to bikes.

"It was such an amazing idea," Polon says. "We jumped on it immediately."

To spread the word about the new program, the Hartford Business Improvement District distributed 5,000 postcards, placing them in libraries and in the lobbies of apartment buildings and several major employers.

Eddie Zayas is one of the roadside ambassadors, and he says stranded cyclists almost always need flat repair.

"I can repair those in a couple minutes," Zayas told the Associated Press. "People love it. They are always trying to pay me. I tell them, 'No, it's a free service.'"

The volume of roadside assistance calls decreased after Lime Bikes introduced bike sharing in Hartford in 2018.

In addition to the roadside assistance program, Polon is considering adding Dero repair stations. That company sells small kiosks that include a pump and bicycle tools. A typical Dero device costs about \$1,200.

Contact: Jordan Polon, Hartford Business Improvement District, 860-728-2289. **DIX**

PATHWAYS AND PUBLIC SPACES

Weary of waiting for median construction, business district paints a mock-up on the street

In Wichita, KS (est. pop. 390,591), Janelle King grew frustrated at the slow pace of streetscape changes in the Douglas Design District, a three-mile stretch of independent businesses.

The city signed off on a \$6.7 million proposal to beautify Douglas Avenue in 2009, but year after year the project was pushed aside as other budget items took priority. The delays annoyed King, president of the nonprofit Douglas Design District and owner of The Workroom, a store that sells furniture and home décor items.

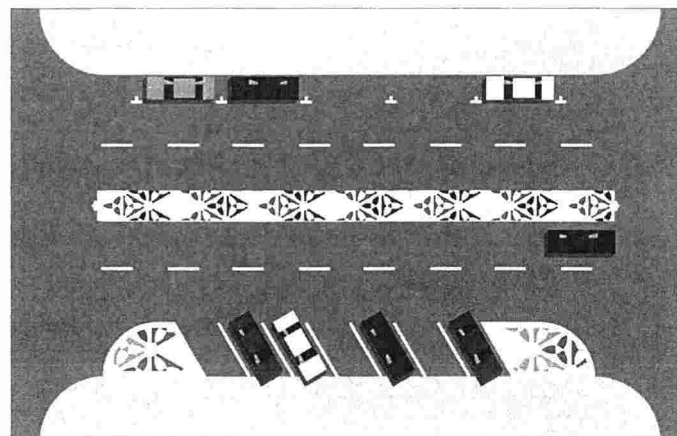
So King huddled with the Douglas Design District's board to talk about ways to get the ball rolling. Their brainstorm: Paint a mock-up of the median and crosswalks on Douglas Avenue so business owners, residents, and shoppers could get a feel for the changes.

The idea was compelling on many levels. Painting the street would show that neighborhood leaders remained serious about upgrading their business district — but at minimal cost in terms of money, time, and disruption.

So one day in April, the city closed down

the middle lanes of the thoroughfare for a few hours. City crews brought paint and sprayed the redesign on the street, and Douglas Design District recruited volunteers to hold 10-foot-by-12-foot stencils and add touch-up details.

Students from Wichita State University and Wichita East High School pitched in. As they worked, volunteers got some local flavor from Douglas Design District merchants. Reverie Coffee Roasters served java, and Jimmy's Egg supplied breakfast burritos.



Reimagined street boasts a brightly colored median and bump outs.



DowntownDevelopment.com

To see a video of the street-painting in Wichita, go to our website and click on "Web Extras."

Douglas Design District was able to complete the project for just \$10,000, an amount covered by a donation from a local resident, King says.

The cheap-and-easy project helped soften opposition to the streetscape makeover, which calls for transforming a center turn lane into a landscaped median. Some business owners had objected to the streetscape proposal as disruptive.

"People can be worried about change, scared of change," King says. "Then they see it and they're like, 'Oh, that's not that bad.'"

The proposal calls for the four-lane Douglas Avenue to keep two lanes of traffic in each direction. King says the street-painting exercise illustrates that changes can be made to upgrade the street without slowing traffic or reducing lanes.

It also gets motorists accustomed to new traffic patterns should the project be completed in the future. King hopes the real median will be built in 2022.

The mock-up also gives the city and the Douglas Design District a chance to test the plan before workers start pouring concrete. One potential area for adjustment: angled parking, which has raised some safety concerns.

District faces growing pains

The streetscape project is just one sign of momentum in the Douglas Design District, an area that's generating new buzz. In July, the organization won a grant of \$84,500 from the Knight Foundation, money that will go to

public art. The Knight Foundation invests in projects that revitalize urban cores, and King saw the award as a validation of the Douglas Design District's long-term plans.

Bike-share and scooter-share vendors are coming to the neighborhood. And while King has been juggling her role at the all-volunteer Douglas Design District with the demands of running a business, she aims to create a business improvement district with a full-time executive director.

Like many Midwestern cities, Wichita has been losing educated residents to larger cities with more robust job markets. King sees the Douglas Design District — which bills itself as Wichita's "corridor of creativity" — as a way to appeal to young workers.

There have been some growing pains, of course. Douglas Design District has plenty of hip new arrivals, such as a boot camp studio and a makerspace, along with such businesses as The Donut Whole, Hopping Gnome Brewing Co., and Central Standard Brewing.

They share the neighborhood with longtime tenants like auto-parts stores, used car dealers, and labor staffing offices. King says her hope is to unite the old guard and the new arrivals.

King, for her part, says she took on a high-profile role in the Douglas Design District because it's good for business.

"My concern was if we're not driving people down here, I won't have a business," she says.

Contact: Janelle King, Douglas Design District, 316-295-4520. **DIX**

ATTRACTION

Underpass upgrade beautifies entrance to business district

In St. Petersburg, FL (est. pop. 263,255), the downtown business district known as the Deuces has been in a long decline, in part because Interstate 275 cuts through the neighborhood.

In an effort to make the area more aesthetically pleasing, the nonprofit Deuces Live

pushed to spruce up the I-275 underpass with murals, lighting, and landscaping. After years of planning, the project finally was completed in late 2017 and early 2018.

The project is part of the economic revitalization plan for St. Petersburg's 22nd Street

South business district, a once-thriving area that was home to 100 independent businesses before falling on tough times. The city says it spent nearly \$500,000 on the makeover, which includes murals that adorn the concrete beneath the interstate.

"We think it's had a positive impact," says Veatrice Farrell, executive director of Deuces Live. "It's the gateway to the Deuces, and it provides a significant visual appeal."

Alas, the upgrade has been accompanied by disappointment. The underpass was designed with striking blue lighting but the lights worked only intermittently for much of 2018.

"The landscaping is beautiful, and the murals are eye-catching," Farrell tells *Downtown Idea Exchange*. "But the lights have been out consistently since March."

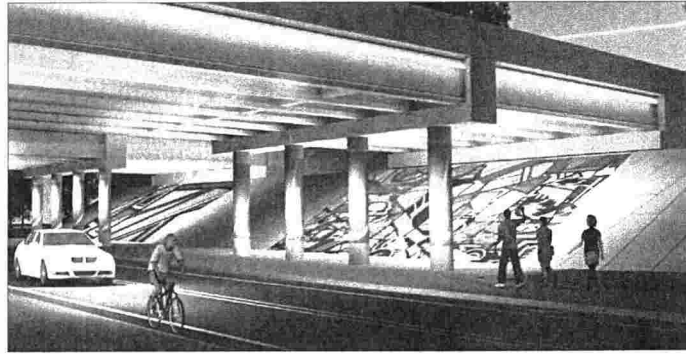
She has been pushing the city to fix the problem.

In the meantime, the underpass includes sidewalks that are wide enough to make the area something of a destination and gathering place.

"People will stop and take pictures in the underpass," Farrell says. "They'll hang out in the underpass."

A radio host once set up in the underpass and broadcasted from the location.

Before the makeover, the underpass was fenced off and strewn with trash. The sidewalks were in poor repair.



"The goal was to turn something very ugly into something beautiful," Gloria Campbell, a 22nd Street South business owner and past president of Deuces Live, told *The Weekly Challenger*.

The approval process included funding and contracts from the city's engineering department, the OK of the city council, and the consent of the Florida Department of Transportation.

The project was funded by Penny for Pinellas, the countywide sales tax initiative in Pinellas County, and by the city's Art Alliance and Public Arts Commission.

Underpass projects have gained favor in some urban areas. In New Orleans, for instance, an elevated stretch of Interstate 10 disrupted the Claiborne business district. Residents adapted by painting murals on bridge abutments and setting up pushcarts and pop-up shops.

Contact: Veatrice Farrell, Deuces Live, 727-433-8237. **DIX**



DowntownDevelopment.com

To see a video about the underpass makeover program, go to our website and click on "Web Extras."

ECONOMIC GROWTH

In thriving cities, downtown housing commands a premium

In many of the nation's largest cities, homes near the city center are selling at a significant premium according to an analysis by Zillow, the online real estate marketplace.

While the trend illustrates the viability and desirability of downtown areas, it also creates unintended consequences, Zillow says. One is longer commutes: With many homebuyers priced out of city centers, young

workers increasingly are settling in the suburbs.

The disconnect between urban jobs and suburban residents will contribute to longer, more crowded commutes, Zillow says.

And that trend will only reinforce the value of downtown homes. Zillow notes that buyers who pay a premium to live close to work are essentially buying their way out of long commutes.

Over a 30-year career, cutting 15 minutes each way from a twice-daily, five-times-a-week commute adds up to five months.

"In this sense, it's no wonder we're willing to pay more for the privilege of living closer to downtown," Zillow says.

Zillow analyzed price trends in 34 major metro areas. The downtown premium was most pronounced in such boomtowns as Austin, Boston, San Francisco, Seattle, and Washington, DC, but it held true in most cities, including Chicago, Dallas, and Minneapolis.

In only five cities did downtown homes sell at a discount: Baltimore, Cleveland, Detroit, Kansas City, and Indianapolis. In Baltimore and Cleveland, downtown homes fetched just 52 percent as much as homes farther from the urban cores.

Those cities, of course, stand out as Rust Belt locales largely left out of the booms in technology and other growing sectors of the U.S. economy.

In general, cities with thriving labor markets boast the heftiest premiums for downtown living. The San Francisco and Boston metro areas had rock-bottom unemployment rates of just 2.6 percent in October, according to the U.S. Labor Department. Both metro areas also have median wages well above national norms.

At the opposite end of the labor spectrum, Cleveland's unemployment rate of 4.5 percent was the worst among large U.S. metro areas. Detroit's 4.4 percent wasn't far behind.

Nationally, the unemployment rate stood at 3.7 percent in September, October, and November. **DIX**

PATHWAYS AND PUBLIC SPACES

Before unveiling mobility plan, city engages in fact-finding missions

The city of West Palm Beach, FL (est. pop. 110,222), has adopted a vision for its transportation future that aims to nudge commuters out of cars and onto trolleys, buses, and bicycles.



Today

But first, the city engaged in a research mission that involved a trip to Europe, surveying local residents, and observing downtown traffic patterns.

West Palm Beach officials started with a grant-funded trip to Copenhagen, the Danish city noted for its walkability. Next came a "Favorite Places Survey," in which city officials asked residents about what they wanted in the city, their favored destinations and their preferred modes of transportation, the *Palm Beach Post* reports.



Quick build pilot project

In the next phase of research, the city's director of economic

development spent a day on a busy downtown street, counting people and noting if they were on bikes, walking dogs, using crosswalks, and otherwise using public spaces.

The result was a mobility plan that calls for an integrated system of bike lanes, busways, train stations, trolley routes, sidewalks, and roads. Bike sharing and car sharing play a prominent role, and the plan calls for streets to be shaded during the day and well-lit at night.

While some streets require complete rebuilding to accommodate all of the proposed street elements, some streets can be transformed relatively quickly with re-striping and minor construction to enhance the street. These projects can also be done to quickly implement safety improvements that are needed while funding for longer-term changes is secured, says the city.

West Palm Beach has more than \$2 billion of new development on the drawing board, and if all the new workers and residents drive downtown, the result could be gridlock. **DIX**



Long-term street redesign

"Alley Gallery" brings public art to downtrodden doors —Continued from page 1

different from the building murals and utility box wraps that have become common in downtowns everywhere.

"We're a town of alleys, and we're also a town of artists, and we have so many doors that are unattractive," Matheny says.

One before-and-after shot of an alleyway door depicts a surface covered with graffiti and grime turned into a work of art. However, the doorknob is still missing, reflecting the limits of the Alley Gallery as a renovation tool.

"It's really up to each owner to decide if that's the only improvement they want to make," Matheny says.

But Matheny's hope is that by calling attention to an overlooked part of the city's streetscape, the Alley Gallery might spur property owners to spruce up the backs of their buildings.

"We're calling it the dirty-sock effect," Matheny says. "If you leave a dirty sock on the floor for three days, you're not going to pick it up, because you stop noticing it."

Meanwhile, the results from an attraction standpoint have been heartening, she says. While the city is unable to measure how many people have viewed the alleyway installations, the artworks give visitors a reason to linger downtown.

Louisville Downtown Partnership created a GPS-based map that lets pedestrians and cyclists take self-guided tours. Matheny says she often sees downtown visitors standing in front of the doorways and discussing them. In one memorable case, Matheny spotted a Somali family that had stopped to discuss a doorway in a language Matheny didn't understand.

"People are going around and looking at these things," she says. "And it's people from all walks of life. It doesn't appeal just to people who like art, or people who like alleys."

To pay for the Alley Gallery, Louisville Downtown Partnership presented the idea to possible sponsors, and Matheny says she was surprised by the strong response. Nearly 20

sponsors jumped on the opportunity, with Marriott Downtown, the Louisville Convention and Visitors Bureau, the Hyatt Regency, Mulloy Commercial Real Estate, Louisville Water Co., and U.S. Rep. John Yarmuth among the backers. Louisville's parking authority, which owns a number of downtown alley doors, was one of the project's unexpected benefactors.

"Nobody would think the parking authority would necessarily invest in public art, but they've been one of our strongest supporters," Matheny says.

Underwriters pay \$645 to sponsor a single door or \$1,200 for a double door. The sponsors view a gallery of images submitted by local artists and choose an appropriate image.

The sponsorship fee covers the cost of cleaning and prepping a door, creating a vinyl version of the painting to cover the door, putting a museum-style sign on the wall next to the door, and affixing an Alley Gallery "fin sign" at the entrance to the alleyway.

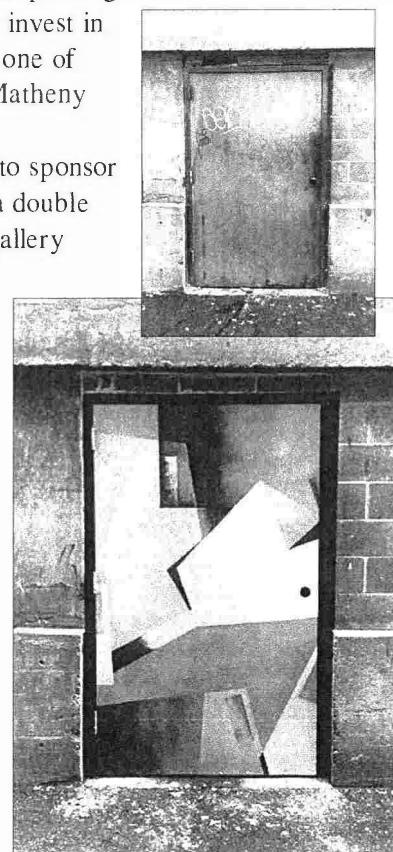
Louisville Downtown Partnership also pays \$300 to an artist for use of their work.

"One of our guiding principles is nobody works for free," Matheny says.

The sponsorship fee also includes a reserve to pay for a new vinyl wrap should a delivery truck or vandal damage a door.

"Remarkably enough, they haven't been tagged," Matheny says. "People have been very respectful."

The Alley Gallery began in mid-2017, and the city continues to solicit new works of art. There's no public approval process for



the images put on the alley doors, and, as of late December, none of the work had proven controversial, Matheny says.

To see the art, artist submission packet,

and sponsor information packet go to louisvilledowntown.org/alleygallery.

Contact: Rebecca Matheny, Louisville Downtown Partnership, 502-584-6000. **DIX**

ACCESS AND MOBILITY

Overcoming opposition to two-way streets

For over a year, the City of Lynchburg, VA (est. pop. 80,995), has been working on a plan to address the future growth and development of the city center. The Downtown 2040 plan builds on the successes of the city's 2000 Downtown & Riverfront Master Plan and sets new goals for the next 20 years.

Community outreach and participation were fundamental components in developing the Downtown 2040 Plan. Engagement and outreach included a project web page, kick-off event where attendees learned about "why place matters," an on-line survey, five public listening sessions, nine pop-up events around the city, and a three-day design workshop.

The draft plan addresses a number of areas including Historic and architectural resources; Public space and recreation, Parking, Mobility and accessibility; Business development and marketing.

One aspect of the plan, which drew concern from business owners was the recommendation to convert two main streets from one-way to two-way traffic. The goal is to slow traffic and enhance walkability, but business owners worry about the ability to receive deliveries.

The proposed solution says the city's lead planning and design consultant is to designate parking spaces which are used as loading zones during certain times of the day. During the remainder of the day, the spots revert to regular on-street parking. **DIX**

PATHWAYS AND PUBLIC SPACES

Pedestrian barrier offers affordable solution for traffic calming

Concrete is the go-to material for pedestrian safety infrastructure, but it also can be expensive and time consuming to install. The Chicago suburb of Oak Park, IL (est. pop. 52,261), is testing a comparatively cheap, flexible strategy to improve an intersection.

Workers installed a traffic calming barrier known as a "neckdown" at an intersection in Oak Park, according to StreetsBlog. The barrier separates pedestrians from motorists with steel rails bolted into the pavement. High-visibility, flexible posts aim to keep drivers from running into the barrier.

The rails can be used temporarily or permanently. The village of Oak Park installed the barrier near Washington Irving elementary school. During busy pickup and drop-off times, impatient drivers would maneuver around painted road markings, nearly hitting children and parents.

The railings narrowed the width of the car-designated part of the road from 31 feet to less than 16 feet. The barrier took just three hours to install, and suppliers of the systems say they cost a fraction of the price tag for pouring concrete. **DIX**

Idea Exchange

Building businesses one cup of coffee at a time

The Downtown Long Beach Alliance is one of many downtown and local economic development organizations that will host 1 Million Cups events in 2019.

Based on the idea that entrepreneurs discover solutions and engage with their communities over a million cups of coffee, the Ewing Marion Kauffman Foundation developed 1 Million Cups in 2012 — a free program designed to educate, engage, and inspire entrepreneurs around the country.

The Long Beach event takes place on the first Wednesday of each month from 7:30 to 9:00 a.m. Entrepreneurs, innovators, funders, early stage tech start ups, and other community members interested in investing in Long Beach are invited to attend the sessions.

Details on bringing a 1 Million Cups program to your city are at www.1millioncups.com.

Banning cigarette smoking

Longmont, CO, has joined other cities considering banning cigarette smoking downtown. The Colorado Clean Air Act currently prohibits smoking within 15 feet of any public entrance.

The potential ban follows a year in which cigarette litter was reduced in the city center by 40 percent says the Longmont Downtown Development Authority.

In 2018, Longmont received a grant from the Keep America Beautiful Cigarette Litter Prevention Program which funded installation

of garbage can cigarette receptacles, distribution of portable ashtrays, and public outreach.

The smoking ban could include the entire footprint of the Downtown Development Authority or selected areas such as Main Street, downtown breezeways, and alleys.

As a first step, the authority conducted a city-wide opinion survey.

"Agrihoods" take root

From Massachusetts to California, real estate developers are marketing "agrihoods," developments that include community farms. The trend has gained enough traction that the Urban Land Institute (ULI) created a report devoted to the phenomenon.

"Agrihoods are part of a growing movement of food-centric development that is bringing consumers closer to the growers and producers of their food," ULI says.

In urban locations, a community farm can help address a lack of healthy food choices. For example, in the Bronx, NY, Arbor House is a 124-unit affordable housing project that includes a 10,000-square-foot rooftop farm.



To see ULI's report on agrihoods, go to DowntownDevelopment.com and click on "Web Extras."

Wrapping up a garage makeover

An unattractive multi-story parking garage in downtown Salisbury, MD, got a quick facelift over the summer. In anticipation of the National Folk Festival held in Sep-

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

mjdwitt@DowntownDevelopment.com

Publisher

Margaret DeWitt, ext. 106

msdwitt@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

© 2019 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 NTS

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

tember, the city made improvements to the exterior of the garage as well as adding a new food truck parking area next to the building. The garage facelift includes new banner signage, lighting, and a full-building wrap which display the city's logo.

Locating cannabis businesses

Downtowns continue to grapple with issues surrounding locations for marijuana businesses. In one recent example, the City of Paso Robles, CA, denied Dubs Green Garden a license to run its delivery operations from a downtown commercial property. The *New Times* reports that, Dubs initially filed an appeal of the city's denial, but eventually decided to locate outside of the city center.

For more on locating marijuana businesses downtown see *Downtown Idea Exchange* August 2018.

Quiet Zone to enhance quality of life

Recent development in Fayetteville, NC, has brought new attention to the city's downtown rail lines. The *Up and Coming Weekly* notes that construction of the city's new minor league ball park and renovation of the Price Charles Hotel have spurred concerns.

Anticipating increased pedestrian and vehicular traffic, as well as new businesses and residents, downtown leaders saw a need to reduce noise from train whistles.

The city's Cool Spring Downtown District is exploring implementing

Water trails to grow downtown tourism

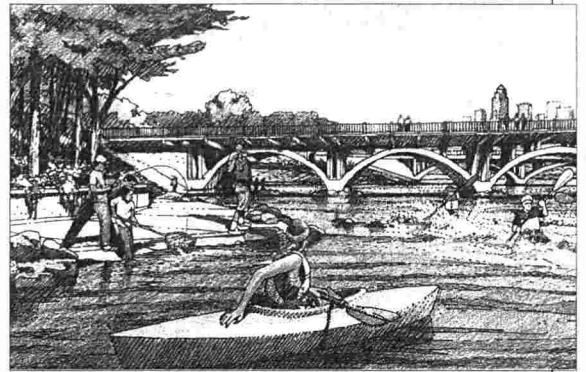
Improved quality of life, economic development, tourism, and workforce recruitment are all goals of the Greater Des Moines Water Trails and Greenways Plan.

Adopted in 2016, the plan envisions developing water recreation across 150 miles of the region's creeks and rivers, including places for tubing, birding, hiking, paddling, boating, and fishing, along with the establishment of greenways, floodplain protection, and improved habitat. Central to the plan is activating the Des Moines River in downtown Des Moines through dam mitigation, shoreline improvements, fishing nodes, tube and boat rentals, bird viewing areas, and other amenities.

Late 2018 saw the release of an economic impact study for the project which shows that the planned adventure park and whitewater venues in downtown Des Moines will break even within the first five years of operation. By the fifth year, direct spending into the economy is projected at \$26 million to \$32 million annually.

"We knew water trails would boost tourism and economic development, and the economic analysis confirms it," says Greg Edwards, CEO of Catch Des Moines, the area's marketing organization. "This study gives us confidence that water trails will be a major contributor to the regional economy."

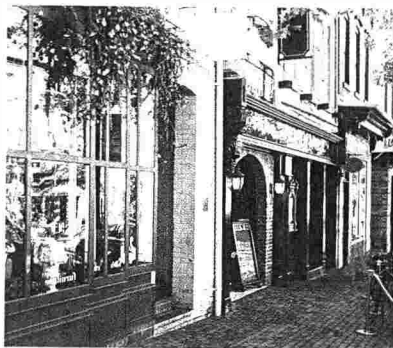
Planners hope to raise about one-third of the cost for the project from donations. The rest would be paid for with local, state, and federal dollars.



a Federal Railroad Administration Quiet Zone, which requires replacing train horns with comparable safety measures.

This process is further along in Bryan, TX, which is implementing a downtown quiet zone. *The Eagle* reports that the city will

pay for safety improvements at, "25 railroad crossings throughout the proposed zone to push down the heightened risk of at-grade crashes in the absence of a horn. About \$5.5 million for the project is in the city's fiscal year 2022 capital improvements program." **DIX**



Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 66, No. 3
March 2019

Inside this issue

Pricey but effective, way-finding signs are "voice of the city" 3

Utility before beauty: Above all, make maps useful 3

5K run goes viral, turns into winning event 4

Despite low vacancy rate, city embarks on plan to bolster retail sector 5

Renovation of Wild West landmark spurs downtown redevelopment 6

By focusing on five key themes, downtowns attract millennials 7

Welcoming newcomers, Updating trash cans, Bringing Wi-Fi downtown, Allocating available funds, and more 11

@DowntownDevelopment.com

Urban wayfinding: Manual

Millennial housing preferences: Report

Upstairs residential conversion: Program description and application

ECONOMIC GROWTH

For one city, keeping employers happy means hundreds of meetings a year

Economic developers in Dubuque, IA (est. pop. 58,276), conduct in-depth interviews with more than 300 employers every year.

Their goal is to learn what employers are concerned about, and what challenges they face. The full-court press endeavors to keep jobs from leaving Dubuque — and the hands-on strategy is part of the reason some have labeled this riverfront city "the Masterpiece on the Mississippi."

Rick Dickinson is head of the Greater Dubuque Development Corp., the organization that runs the steady stream of fact-finding

missions with local employers. To conduct the interviews, the development group has a team of three employees, one full-time and two part-time. Each interview lasts 45 to 90 minutes, and results are compiled electronically.

The interviews aim to go beyond the casual chatter at networking functions and really drill down into an employer's business.

"People will say, 'I know about Joe's business — I played golf with Joe, or I had coffee with Joe,'" Dickinson says.

(Continued on page 2)

ATTRACTION

Downtown offers free space to community college, reaps rewards

Like many small towns, Oneonta, AL (est. pop. 6,638), long struggled to bring life and tax revenues to its declining downtown.

Unlike most, Oneonta had a downtown property and a plan. The city owned a vacant car dealership, and City Manager Ed Lowe believed that recruiting a college to offer classes on the site would generate much-needed foot traffic.

So Lowe approached several colleges with an offer of free space if they'd offer courses in downtown Oneonta. One, Wallace State Community College, accepted the offer.

That was good news, but Lowe's work was just beginning. Oneonta wasn't part of Wallace State's official service area, so Lowe needed to convince state bureaucrats to grant

(Continued on page 9)

For one city, keeping employers happy means hundreds of meetings a year —Continued from page 1



DowntownDevelopment.com

To see Dubuque's appeal to millennials, visit our website and click on "Web Extras."

He doesn't buy it. Dickinson says a more formal sit-down is necessary to really delve into an employer's needs. Dickinson insists that the interviews are with the company's top executive, and not a lower-level manager.

Dubuque's effort is an example of the "grow-your-own" trend in economic development. Many downtown leaders are eschewing Amazon-style beauty pageants and turning away from lucrative subsidies to lure out-of-town employers. Instead, they're focusing on employers who already have built strong local connections.

Even so, Dickinson says, few cities are as aggressive as Dubuque when it comes to wooing existing employers.

"It is unusual, and it's unfortunate that it's unusual," Dickinson says.

The approach seems to be working. Dubuque's unemployment rate in November was just 1.8 percent, well below the national average of 3.7 percent.

Those sort of results led author and consultant Tom Tuttle to call Dubuque "The Masterpiece on the Mississippi" in his book *Growing Jobs*.

"Their No. 1 job is to grow the businesses they currently have," Tuttle says.

Not that Dubuque turns away out-of-town employers. John Deere, headquartered about 75 miles away in Moline, IL, is the largest private employer, with 2,600 workers. Prudential Retirement, IBM, and McGraw-Hill Higher Education have operations with hundreds of employees each, and a Nordstrom distribution center employs 376 workers.

Tuttle calls Dubuque a role model for a thoughtful approach to economic development, one that balances recruiting new employers with catering to employers already doing business in the city.

Dickinson meets every week with city officials to report on the results of the interviews. Sometimes the meetings reveal CEOs' frustrations about issues such as parking or traffic lights. When possible, Dickinson passes on those concerns to city officials — and when the feedback leads to an easy solution, business leaders are pleasantly surprised.

"It literally changes employers' attitudes about government," Dickinson says.

Retaining skilled workers

Building relationships with employers is one thing, but getting talented workers to stay in a small city in flyover country is another matter. Greater Dubuque Development surveyed regional college students about their aspirations after graduation and found 55 percent of those surveyed were unsure if they would remain in the area, even though 77 percent believed job opportunities were plentiful.

Those findings spurred the Greater Dubuque Development Corp. to market the region to young workers. Its "You Can Make It In Dubuque" campaign stresses such amenities as music festivals, hiking trails, microbreweries, and restaurants serving farm-to-table fare. Affordable housing also is a point of focus — the median home value in Dubuque is \$152,600, according to Zillow, well below the national median of \$222,800.

That sort of approach is crucial to keeping young professionals from leaving for Chicago, Minneapolis, or other large cities, Tuttle says. Greater Dubuque Development notes that, unlike older generations, young workers prioritize their quality of life outside the traditional values of career and family.

Contact: Rick Dickinson, Greater Dubuque Development Corp., 563-557-9049. **DIX**

you can
MAKE IT
Greater Dubuque

MAKE IT fun

MAKE IT delicious

75+
50+
50+

52 175+ 16

Pricey but effective, wayfinding signs are “voice of the city”

Springfield, MA (est. pop. 154,758), has seen major new developments in recent months, including the opening of a casino and the rehab of the city’s Union Station.

To help guide visitors to the city center, Springfield invested \$400,000 in a series of wayfinding signs installed in late 2018. Each of the 49 signs is about six feet high and is set in concrete.

“We’re going through quite a bit of a renaissance,” says Kevin Kennedy, the city’s chief development officer. “With all the new visitors, we needed to come up with a way to help people navigate our downtown.”

The focus on pedestrian wayfinding signs marks a reversal from decades of common practice in downtowns. Most signs were aimed at motorists speeding past in cars, and the streetscape left pedestrians to fend for themselves.

“Wayfinding was kind of overlooked,” says Sapna Budev, executive director of the Sign Research Foundation, a non-profit in Alexandria, VA.

Now that wayfinding is in demand in cities of all sizes, one of the first things downtown leaders notice is the price tag. The Sign Research Foundation says price tags range from six figures for modest projects to millions for large installations, a reality that Budev says can lead to “sticker shock.”

Federal and state funds are available for wayfinding projects, and the AARP also has awarded grants.

“You don’t necessarily have to have \$500,000 in the city budget,” Budev says.

In addition to the cost, creating an effective wayfinding system is time-consuming. Unlike the rudimentary signs that guide motorists, pedestrian maps encourage users to stop and study them. Wayfinding signs need to strike a balance between visual appeal and

Utility before beauty: Above all, make maps useful

As he travels the country, Wayne Hunt encounters far too many maps that are beautiful to behold but difficult to decipher. The orientation is upside down, or obvious landmarks are reduced to a confusing jumble of numbers or color-coded dots.

Hunt, head of wayfinding consultant Hunt Design, says the best maps are easy to read. They refrain from forcing pedestrians into “unnecessary mental gymnastics.”

“Many graphic designers treat maps as works of art, not as communication tools — abstracting reality into oblivion,” Hunt writes on his blog.

He urges map designers to make wayfinding maps easy to use by following these rules of thumb for clear cartography:

- **Forget the compass; make “heads-up” maps.** Up on the map should be the same direction as the viewer’s vision when reading the map. Don’t bother with north-up orientation. If the map is oriented for viewers facing south, make south up. Hunt points to Google Maps as an obvious analog — you wouldn’t expect an Uber driver heading south to pick you up to be able find you on screen that stubbornly maintains its north-up orientation.

- **Use pictorial references.** A map is a miniature interpretation of the world. If the map’s user can look around and quickly spot a landmark building, a busy street, or a public fountain, visual versions of those reference points should be on the map, too.

- **Avoid legends.** Map designers love to use numbers or colors as legends. Map users hate them. Whenever possible, label destinations directly on the map with words. The large size of pedestrian wayfinding maps acts as an ally in this endeavor — there’s room to label landmarks.

Contact: Wayne Hunt, Hunt Design, 626-793-7847.



usability. They typically orient the user and offer a variety of destinations.

As a result of that more intricate level of detail, Budev says building a topnotch project can take 18 months.

"You don't just spec out signage," Budev says. "It's a very involved process. There's a pretty deep science behind wayfinding."

And it comes with its own best practices, not to mention consultants. Springfield hired London firm Applied Wayfinding to design its pedestrian maps. Hunt Design of Pasadena, CA, is another prominent firm. "Cities are doing everything they can to differentiate themselves," says Hunt Design's Jennifer Bressler. "The signs become the voice of the city."

The early months of the process involve gathering input from stakeholders about what information should be included on the signs, and what the maps should convey about the city. Budev points to the example of Calgary, which pointedly left any reference to the annual Calgary Stampede rodeo event off its wayfinding signs. Its maps aimed to highlight life in the city for the rest of the year.

Cities everywhere face one obvious challenge: Including enough permanent landmarks and features on the maps to make them relevant while also responding to requests from restaurants and bars to appear on the signs.

"You can't name every restaurant," Kennedy says. Because a wayfinding sign might stand for a decade or longer, it shouldn't name private businesses that might or might

not still exist when the sign is replaced.

"The best practice is for it to be as generic as possible," Budev says. "You can't call out a restaurant — even a super-famous restaurant that's a destination in its own right."

When it's time to fabricate the physical sign, it's a wise idea to pay extra for graffiti-resistant coatings and weatherproof features, Budev says.

A new generation of wayfinding signs incorporates digital technology. For instance, a sign might direct a pedestrian's phone to an augmented reality presentation from a nearby museum.

Integrating technology into wayfinding signs calls up an obvious paradox: Even as physical maps have all but disappeared from drivers' glove compartments, the old-school markers are popping up all over the hippest downtowns.

"Walking with Google Maps tends to be confusing," Budev says. "That's where wayfinding really supplements."

Hunt Design's Bressler says cities should consider the latest technological bells and whistles for their wayfinding projects — but they should also beware that technology requires extra time and attention.

"It's really important for cities to plan for upkeep and updates," Bressler says. "Keeping it current and up to date is really a constant job."

Contacts: Kevin Kennedy, City of Springfield, MA, 413-787-6020; Sapna Budev, Sign Research Foundation, 703-778-8095; Jennifer Bressler, Hunt Design, 626-793-7847. **DIX**



DowntownDevelopment.com

To see the Sign Research Foundation's guide to urban wayfinding, visit our website and click on "Web Extras."

ATTRACTION

5K run inspired by classic video game goes viral, turns into winning event

The first generation of video gamers recalls Oregon City, OR (est. pop. 36,286), as the final destination in the vintage video game Oregon Trail — although many a frustrated gamer died of virtual dysentery long before

reaching safety in the Pacific Northwest.

Downtown leaders in Oregon City used the old-school video game as inspiration for an event that showcases Oregon City's fast-redeveloping downtown. The Oregon Trail Game

5K launched in July 2015 and quickly became a staple in the city's calendar of events.

"People my age remember the Oregon Trail game from the '80s, and as you run this 5K, you actually play the Oregon Trail game," says Jonathan Stone, executive director of the Downtown Oregon City Association until early 2019. "That event has definitely proven to be viral and engaging."

While the precise course of the 3.1-mile run changes each year, a start on Main Street and views of the Willamette River have figured prominently in past courses. Finisher trophies aren't medals but old-school floppy disks emblazoned with the name of the race and the game's pixelated images.

The race ties in with the popular Oregon City Brew Fest. Quirky events like the 5K helped Oregon City to a podium finish in the 2018 Great American Main Street Awards — the Portland suburb was one of three winners nationwide.

Main Street America noted that Oregon City fell on hard times, losing a paper mill and later suffering the departure of county administrative offices. However, a decade-long revival

has seen an investment of \$42 million in the downtown district's buildings, streetscapes, and infrastructure. Oregon City also offers grants and other support to woo employers.

As a result, dozens of new businesses have opened, including a microbrewery and a motion-picture company, adding hundreds of jobs with good salaries.

While those are the more lasting, meaningful results of Oregon City's turnaround, downtown boosters say a clever event like the Oregon Trail Game 5K can bring much-needed attention to a downtown.

"They're super-creative with their promotional and marketing opportunities," says Sheri Stuart, coordinator for Oregon Main Street.

Contact: Liz Hannum, Downtown Oregon City Association, 503-802-1639. **DIX**



A unique, retro event creates buzz and draws crowds.

"That event has definitely proven to be viral and engaging."

ECONOMIC GROWTH

Despite low vacancy rate, city embarks on plan to bolster retail sector

Cambridge, MA, boasts enviable occupancy in its retail and restaurant districts. Vacancy rates are less than 5 percent, says Lisa Hemmerle, the city's director of economic development.

Even so, a changing retail climate spurred Cambridge to take a hard look at what it's doing to attract and retain retailers and restaurants. In certain neighborhoods, such as Harvard Square, vacancy rates are high.

Aiming to build on its success, Cambridge embarked on a retail strategic plan. The city

hired a consultant to examine its practices related to retail.

One of the consultant's recommendations called for Cambridge to continue and expand its existing system of grants.

In one example, Cambridge's Small Business Challenge grant program offers grants of \$1,000 to \$5,000 to businesses, business associations, and groups of neighborhood businesses. Projects can be physical improvements such as planters and banners. Or they can be educational initiatives that teach technology

City makes it easy to embrace public art

The Vacant Storefront Creative Design Contest in Cambridge, MA, has developed a digital library of original artwork, which can be reproduced and used for temporary window displays in vacant ground floor storefronts.

Five pieces of art were selected, three by a jury and two via public voting for people's choice winners.

A one-time honorarium of \$1,000 is provided to each of the five winners. In return, the artists grant the city and local property owners a non-exclusive license to reproduce the images in vacant storefronts for two years with an option to renew. The artists also grant the city permission to reproduce the work in promotions (web and print materials) and in documentation for the Storefront Creative Design Contest.

skills or other topics to business owners.

The city also offers a Storefront Improvement Program that provides \$2,000 to \$35,000 for eligible upgrades. The most generous grants match 90 percent of the cost of improvements to comply with the Americans with Disabilities Act.

In another nod to owners of small businesses, the city moved approvals for its food

truck pilot program to an administrative process rather than a public process that required applicants to attend public meetings. The change aimed in part to create fewer pitfalls for rookie business owners, Hemmerle says.

The city also hired an employee to act as the city's small-business liaison. She attends meetings of business districts and makes a point of networking with merchants.

While Cambridge's retail space is mostly full, there are about 50 empty storefronts throughout the city, Hemmerle says. To spruce up empty spaces, Cambridge launched a program to allow vacant storefronts to be decorated with works by local artists. The city solicited works and uploaded them to its website; building owners can print the works and use them to fill empty windows or to wrap the exteriors of buildings.

Other aspects of the city's retail strategic plan include allowing pop-up shops to fill empty space and easing the approval process for new businesses. Cambridge's strategic plan won an Award of Excellence from the International Downtown Association.

Contact: Lisa Hemmerle, City of Cambridge, MA, 617-349-4616. **DIX**

HISTORIC PRESERVATION

Renovation of Wild West landmark spurs downtown redevelopment

In the original heyday of Roanoke, TX (est. pop. 8,135), the Silver Spur Saloon and its second-story brothel were bustling attractions.

The stone building went up in 1886, and the structure was an iconic bit of Wild West architecture. In a nod to city rules, the stairway to the second-story business was built on the exterior of the building.

In more recent times, the Silver Spur was abandoned. The building sat empty for

decades, until Roanoke in 2004 embarked on an ambitious plan to bring back its downtown.

The city of Roanoke, located about 14 miles west of Dallas/Fort Worth International Airport, spent \$800,000 to renovate the stone building, which is now a museum and visitor's center. Downtown Roanoke was listed on the National Register of Historic Places in 2007, and Texas designated the former Silver Spur Saloon as a historic landmark.

"It was the catalyst for showing that this was a downtown that was going to grow, rather than just fade away."

The refurbished building houses the museum and visitor's center on the first floor. The second floor is closed to the public. It's used for storage and for the office of director Stacey Lotz.

When the Roanoke Visitor Center and Museum opened in 2008, downtown was still deserted, Lotz recalls. Since then, however, downtown Roanoke has turned into a bustling restaurant district. Eateries include pizza places, taco joints, a Thai restaurant, a barbecue place, and a biscuit restaurant that serves breakfast for dinner.

The Texas House of Representatives provided a marketing boost when it proclaimed Roanoke "The Unique Dining Capital of Texas." True gourmets might note that the dining scene in little Roanoke is no match for the huge, multiethnic metropolises elsewhere in the Lone Star State, but Roanoke boosters aren't complaining.

"Anything a taste bud might want, it's here," Lotz says.

She sees the historic preservation of the Silver Spur Saloon as a spark for downtown's renaissance.

"It was the catalyst for showing that this

was a downtown that was going to grow, rather than just fade away," Lotz says.

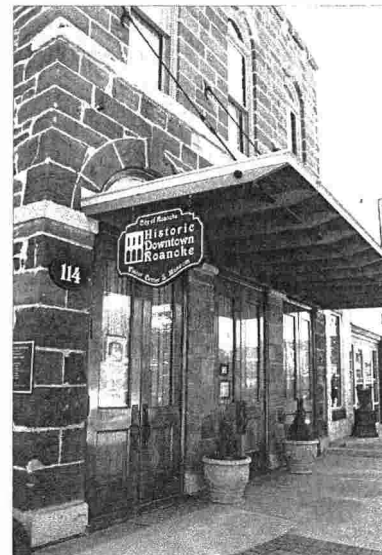
Bringing back a historic building helped instill pride in a city that was established as a stopover along the Texas & Pacific Railway.

"This has become the place where people come in and tell us what Roanoke means to them," Lotz says.

Roanoke has spurred downtown growth in other ways. There's a free concert series, Evenings on Oak Street, from March through September. The downtown also hosts Fourth of July fireworks and the annual Celebrate Roanoke event.

Meanwhile, the city hopes that a new 30,000-square-foot convention center and a 300-room hotel will continue the positive momentum downtown.

Contact: Stacey Lotz, Roanoke Visitor Center and Museum, 817-491-6090. **DIX**



Visitor center and museum are strategically located in the heart of historic downtown.

ECONOMIC GROWTH

By focusing on five key themes, downtowns attract millennials

New research is providing insights into the type of downtown housing that millennials value.

According to researchers from Arizona State University (ASU), Phoenix and Houston are emerging as hubs of downtown housing development — and as unlikely draws for millennials.

"Developers have molded their perceptions of Millennials' lifestyle preferences into the brick and mortar of downtown Phoenix and Houston through innovative building

design and site selection," write Deirdre Pfeiffer, Genevieve Pearthree, and Meagan Ehlenz in a working paper published by Rice University's Kinder Institute for Urban Research.

The researchers say developers in the two downtowns have lured young people by focusing on five broad themes:

Authenticity. Developers in downtown Phoenix and Houston targeted millennials with unique, one-of-a-kind properties that projected a stark contrast to cookie-cutter suburbs.

Millennials consider housing a crucial part of their identities. Developers embraced this trend by working with historic buildings, doing adaptive reuse, incorporating modern design features or art installations, and by building on unique sites.

Vintage properties held a special appeal, as did themes such as live-work artist lofts.

Inside/Out. Developers in downtown Phoenix and Houston wooed millennials by designing their buildings to support an “inside/out” lifestyle.

Millennials engage in activities outside of their homes that other generations would engage in inside of their homes, such as eating, relaxing, and exercising. Part of this push comes from peer pressure: Unlike baby boomers and Generation X, millennials feel compelled to constantly churn out content for social media.

The inside/out theme places a premium on gathering areas such as rooftop decks, yoga studios, and community rooms — which can take on the same vibe as a popular café. This trend allows for micro-units to become a reality. Compared to previous generations, millennials are less likely to host dinner parties at home and more likely to socialize in common spaces.

Flexibility. Renting instead of owning lets young adults enjoy greater mobility, an essential part of their quest to gain new experiences and meet new people.

The “lock-and-leave” mindset means renters can travel for a couple months without worry. And they can move to a new city for a new job without selling a house.

Millennials also embrace a “do-it-yourself” approach to their homes. They want to be able to adapt their living space to meet their ever-changing needs.

Developers in downtown Phoenix and Houston responded by designing open floor plans with spaces that residents can use in diverse ways.

Constant connectivity. Millennials are more tech savvy — their elders might say tech-addicted — than older demographic groups.

Millennials demand Wi-Fi, technology-enabled amenities, and high-speed cable. Developers in Phoenix and Houston integrated high-tech features into buildings targeted to millennials. One developer of condos and rentals in downtown Phoenix included “commercial-speed” fiber-optic connections in a recent project. A downtown rental developer in Phoenix noted that millennials would enter one of his projects and look to see how many bars they had on their phones before commencing the tour.

Social consciousness. Socially conscious housing is energy efficient, made from reusable materials, or defined by other design elements that limit resource consumption and waste.

Housing in downtown Phoenix and Houston typically is more energy efficient than housing in the suburbs because smaller units in multifamily buildings mean less space to heat and cool. Air conditioning is an especially large expense in the sweltering climes of Phoenix and Houston, and millennials see small homes as a nod to environmental sustainability.

Some downtown developers in Phoenix and Houston are intentionally including environmentally sustainable features in their projects.

Incentives and light rail play a role

Both cities have offered incentives to lure downtown development. New properties in Phoenix’s 90-block downtown core could pay lower property taxes because of Arizona’s Government Property Lease Excise Tax.

In Houston, developers received a tax break of up to \$15,000 for each multifamily home built downtown from 2012 to 2016. Houston’s East Downtown Tax Increment Reinvestment Zone also provides incentives for new development by offering subsidies and helping to finance infrastructure and other improvements.

Both cities also have added light rail that has attracted millennials.

Contact: Kinder Institute for Urban Research, 713-348-4132. **DIX**



DowntownDevelopment.com

To see the full study on millennials’ housing preferences, go to our website and click on “Web Extras”

Downtown offers free space to community college, reaps rewards

—Continued from page 1

a waiver that would allow Wallace State to operate outside its normal territory.

Winning that waiver proved to be straightforward. Wallace State Community College offers technical training that's not offered by the other community college in the area.

Next came the challenge of paying for upgrades to the campus. A former car dealership wasn't especially well-suited to a downtown campus, so Lowe's next project was to convince the state to help Oneonta pay for his vision.

Alabama came through with \$2.3 million, and Oneonta contributed a similar amount. Wallace State Community College's 18,000-square-foot Oneonta campus began offering courses in 2017, and in 2018 the project won an excellence in economic development award from the International Economic Development Council (IEDC).

As of early 2019, about 300 students attended classes on the campus. Welding, commercial drivers license training, and nursing are among the popular courses of study.

Downtown leaders long have prized community colleges as sources of foot traffic, and the effect can be especially important for rural downtowns. The Wallace State campus in Oneonta draws from a four-county area, and Lowe says the new crowds downtown have inspired restaurants and coffee shops to open to serve students and teachers.

"We see them in town eating lunch," Lowe says. "It's really made a huge difference in the foot traffic available to our downtown merchants."

College locates incubator downtown

In a U.S. economy that increasingly sees small towns struggle while big cities thrive, Oneonta's community college strategy provides a useful case study. Much of rural America might be bereft of high-paying, high-tech jobs, but many economically depressed areas have a community college nearby.

In Wardensville, WV (est. pop. 261); for instance, the New Biz Launchpad is a project of Eastern West Virginia Community and Technical College and the Institute for Rural Entrepreneurship and Economic Development. The project aims to spur foot traffic in downtown while also providing an incubator for startups and practical experience for students.

"By placing the Launchpad in the heart of the downtown, rather than on campus, the college made a strategic decision both to commit a college presence to the downtown and to meet entrepreneurs where they are," the IEDC reports in a study about the role of community colleges in local economic development.

In addition to the incubator, the New Biz Launchpad includes retail space. In 2016, the college started Skybrook LLC, a student-run store that provides hands-on learning. The Launchpad also offers mentoring and co-working areas for eight to 12 startups, along with meeting space and conference rooms for training and lectures.

Reflecting the rural nature of the regional economy, the Launchpad works with farmers, growers, schools, and companies to explore economic diversification opportunities for farmers beyond raising livestock or growing crops. The project won important support in 2016, when it received a \$50,000 grant from the U.S. Small Business Administration.

Back in Oneonta, the small city in northeastern Alabama plans to build on the initial success of its downtown campus. Oneonta is expanding the school by building a 15,000-square-foot second phase, and Lowe hopes to eventually have 2,000 students on campus.

While the city's research indicated the campus would be successful, Lowe acknowledges there was risk involved. Many

"It's really made a huge difference in the foot traffic available to our downtown merchants."

residents would have preferred an investment in parks or elementary and secondary schools.

"The mayor and council went out on a political limb, and now we need to show results," Lowe says.

Sales tax revenues from downtown restaurants are one obvious result, he says. He also hopes the campus will help keep skilled workers and good employers in Oneonta.

"We have a real brain drain," Lowe says. "We do a good job of educating young people through high school, but then they leave."

The community college campus is just part of Oneonta's effort to revitalize downtown, Lowe says. The city also has loosened zoning rules to allow for second-floor residences.

Contact: Ed Lowe, City of Oneonta, AL, 205-274-2141. **DIX**

ATTRACTION

Food tours of diverse neighborhood bring visitors

With its wealth of small restaurants run by immigrants from Latin America and Asia, the North Fifth Street commercial district in

Philadelphia's Olney neighborhood offers a smorgasbord of dining choices.

"When people come back, they know what to order and where to go."

In hopes of turning its exotic fare into foot traffic, the North Fifth Street Revitalization Project (N5SRP) decided to promote its diversity.

The organization launched a series of formal tours of its 30 or so restaurants.

"We heard from residents that they wanted to try this Korean place, but they didn't know what to order," says Stephanie Michel, director of N5SRP.

Sensing an opportunity, N5SRP began organizing regular food tours.

A ticket costs \$25 to \$35, and

adventurous eaters stop at five or six restaurants along North Fifth Street. Each restaurant serves an appetizer-sized specialty, and the owner talks about the cultural importance of the dish.

"We make it very digestible," Michel says.

About 20 to 30 people attend each event, which draws a combination of neighborhood residents and people from elsewhere in Philadelphia. The tickets are sold on Eventbrite.

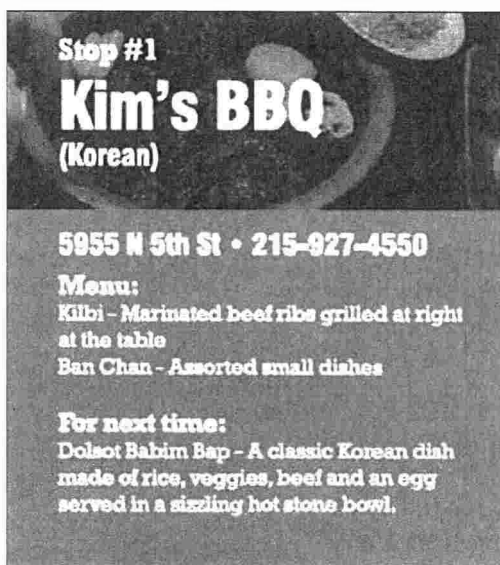
The easy introduction to exotic fare encourages patrons to return to restaurants that might have seemed intimidating.

"When people come back, they know what to order and where to go," Michel says.

The events aim to achieve a number of goals. The tours bring traffic and exposure to small businesses, and they energize residents and spur community pride in a neighborhood long considered marginal.

Philadelphia is hardly the only city to highlight its exotic restaurants. Santa Fe, NM, Ithaca, NY, Madison, WI, Austin, TX, and Juneau, AK, are among the mid-sized cities that have embraced a growing taste for varied cuisine.

Contact: Stephanie Michel, North Fifth Street Revitalization Project, 267-331-9091. **DIX**



Stop #1
Kim's BBQ
(Korean)

5955 N 5th St • 215-927-4550

Menu:
Kilbi - Marinated beef ribs grilled at right at the table
Ban Chan - Assorted small dishes

For next time:
Dolsot Babim Bap - A classic Korean dish made of rice, veggies, beef and an egg served in a sizzling hot stone bowl.

Idea Exchange

Welcoming newcomers

As the City of Dubuque, IA, seeks to grow existing businesses and absorb an expanding workforce, the Inclusive Dubuque Network is working to welcome new community members.

Results of a community equity profile revealed that "for someone who is new to the community, Dubuque is a closed network that is hard to break into if you weren't born here — and that can make it difficult for newcomers to access opportunities."

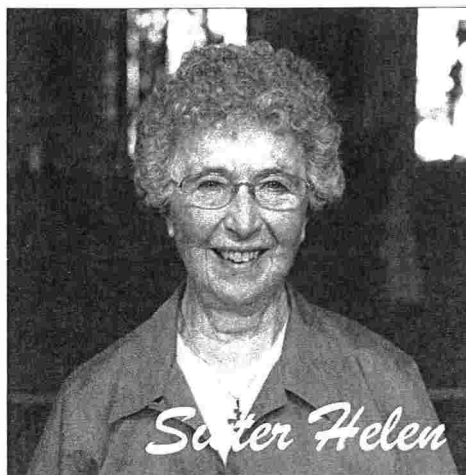
In July, the I am a Dubuquer campaign was born. The campaign website combines simple, black-and-white portraits of community members with brief text about their journeys to Dubuque.

See the website at:
imadubuquer.com

Updating trash cans

With the approach of the Big Ten Women's Basketball Tournament and other spring events, Downtown Indy Inc. (DII) and the Indianapolis Department of Public Works transformed 160 downtown trash receptacles using colorful vinyl wraps. The trash wraps feature the message, "Pitch In & Win for a green and clean Downtown."

"Trash wraps create a vibrancy and excitement for our visitors, residents and downtown business community," says Anne Maschmeyer, beautification director for DII.



Downtown Indy notes that additional efforts to keep downtown clean include establishing downtown-wide cleaning standards, improving event cleanup, a proactive graffiti removal program, brick repairs, and more.

Bringing Wi-Fi downtown

One of the new amenities coming to downtown Cuyahoga Falls, OH, is free public Wi-Fi service. The city is in the process of opening an aging downtown pedestrian mall to vehicle traffic and aims to provide all of the amenities needed to attract businesses and residents.

"When we redid everything, we wanted to make sure that we didn't miss out on any of the amenities," Mayor Don Walters tells Ohio.com. "It's obviously dog-friendly, bike-friendly, family-friendly ... But we also knew that Wi-Fi's important for people, especially out on patios. There's a lot of patios, with more coming."

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

Lawrence 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

© 2019 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 _____

E-MAIL _____ 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

Twelve nodes, or access points, were installed on light poles bringing service downtown.

Preserving small businesses

The Maine city of Camden is considering zoning changes to keep fast-food chains out of its downtown. The *Press Herald* reports that the effort aims to, "maintain the unique identity of the core of downtown Camden, which has traditionally been home to small, locally or Maine owned and operated business, especially food service establishments."

For more on efforts to limit fast-food chains and other formula businesses downtown see the November 2018 issue of *Downtown Idea Exchange*.

Allocating available funds

An exercise in Auburn, NY, encouraged community members to allocate funds among many proposed projects.

There were over 20 items on the Downtown Revitalization Initiative's preliminary project list with a total estimated cost of almost \$22 million. The bulk of the projects involve new development, rehabilitation, or site improvements.

At the fifth public workshop on the initiative, community members were asked to identify preferred projects by spending DRI bucks.

Each participant received \$10 million DRI bucks which they then placed in jars behind a description of each of the projects. Participants were also encouraged to use post-it notes to suggest revisions to project funding amounts.



Branding a Dig Zone

With a streetscape project in full swing in downtown West Palm Beach, FL, the city's Downtown Development Authority dubbed the area, "The Dig Zone" and offered incentives to visit.

Businesses in the zone were open for dining, shopping and entertainment during construction with the added enticement of a downtown swag bag for frequent visitors. The simple punch-card program called on participants to visit 10 businesses and spend at least \$10 at each to receive a swag bag valued at up to \$150.

Encouraging upper level residential

To spur residential development in downtown Bradenton, FL, the city recently approved the Upstairs Residential Conversion Grant Program.

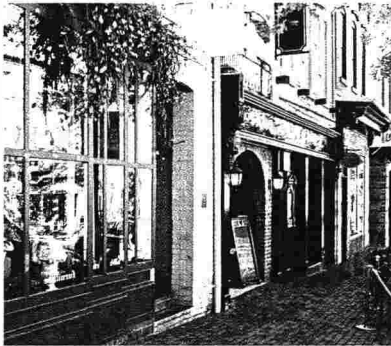
Eligible conversions may receive grant awards of up to \$6,250 per unit for up to four units. No property owner may receive more than \$25,000 from the program over the life of the project. To qualify for grant funds, applicants must match the grant amount by

an equal or greater investment of private funds.

Last year, the city announced a similar program to expand dining options downtown. The Restaurant and Food Services Incentive Program provides grants of up to \$25,000 for permanent interior improvements to new restaurants or food service businesses that move into existing buildings.



To see the full program descriptions and application forms, visit DowntownDevelopment.com and click on "Web Extras." **DIX**



Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 66, No. 4
April 2019

Inside this issue

As downtowns embrace streetcars, an obvious question: Are they worth it? ... 2

Five keys to a successful streetcar system 2

Downtown cultivates wine industry to lure tourists .. 6

Quaint town pushes back against 5G antennas..... 6

Alley beautification makes downtown more inviting 8

Downtown cadets program boosts police presence ... 9

No spots for food trucks? No problem for this creative concept 10

Walkable city center, Heated streets, Roundabouts, Modern library, and more..... 11

@DowntownDevelopment.com

Development Effects of
Modern-Era Streetcars:
Report

Promoting Huntsville's Beer
Trail: Video

Holland's Snowmelt System:
Video and brochure

ECONOMIC DEVELOPMENT

"Boot camp" for startup entrepreneurs pays big dividend in small downtown

When it comes to building a thriving economy, little Monticello, IL (est. pop. 5,555), has a couple of strikes against it. The city is in a state that has struggled for decades with tepid job growth, a lagging economy, and a dwindling population. What's more, as a rural burg located 150 miles from Chicago, Indianapolis, and St. Louis, Monticello lacks a local tech economy, financial employers or manufacturing base.

A third strike came in 2014, with the death of a longtime landlord in

Monticello's historic downtown. Many tenants had handshake deals or month-to-month leases with the old-school property owner, and a change in ownership led to an exodus — and a sudden spate of empty buildings.

A church and a bank also moved their locations from downtown to other parts of the city. In all, nearly 20 small businesses vacated their spaces, and downtown leaders went into crisis mode.

(Continued on page 4)

ATTRACTION

Beer trail, coffee trail drive traffic to downtown watering holes

Downtown leaders in Huntsville, AL (est. pop. 194,585), have built buzz through a simple and inexpensive promotion.

It's called the Downtown Huntsville Craft Beer Trail, and the concept is straightforward. Beer lovers start with a card listing the seven microbreweries downtown, an eclectic bunch of businesses with names such as Mad Malts Brewing, Salty Nut Brewery, and Yellowhammer Brewing.

If a card holder purchases a brew at each location, there's a prize — a stainless steel bottle opener painted bright yellow and emblazoned with red letters reading "Trail Boss."

"It's really cool branded swag," says Chad Emerson, head of Downtown Huntsville Inc. "It's the kind of opener you'd see a bartender carry in his back pocket."

The promotion launched in 2017, and during the first two years,

(Continued on page 7)

As downtowns embrace streetcars, an obvious question: Are they worth it?

Streetcars suddenly are appearing from coast to coast. Atlanta, Cincinnati, Kansas City, Oklahoma City, and Tucson, AZ, all have installed streetcars in recent years, seeing the retro systems as a way boost downtown economies and make neighborhoods more appealing to millennials and boomers.

The vehicles are clean and new, and they possess a hipster credibility that dingy, downscale city buses lack.

Some cities have rejected streetcar lines. In Fort Lauderdale, FL, for instance, city commissioners in 2018 voted 3-2 to drop the Wave Streetcar project after bids came in over budget.

The Wave was proposed as a 2.8-mile-long streetcar system with rails in the street and overhead wires. The city had the right to back out of the project if bids exceeded \$142.5 million. The lowest bid was \$144.7 million.

That hefty price tag would have equated to an infrastructure cost of more than \$50 million a mile, an eye-popping sum that has led some to question the wisdom of such a huge investment in an old-school bit of transit. The question is made especially relevant by the specter of self-driving cars, an innovation that could dramatically reshape transportation networks in the coming decades.

Five keys to a successful streetcar system

As the early wave of modern streetcars reaches maturity, insights are emerging into successful design. A review of over a dozen systems, by *Politico Magazine*, identifies keys to success.

1. Build streetcars where people already are — and where they want to go. Thriving streetcars embrace the idea that riders want to hop on and off. So streetcar lines need to locate along walkable areas with restaurants, shops, and entertainment, rather than taking paths through deserted parts of downtown. Portland embraced this concept. But Salt Lake City's streetcar is in a neighborhood with less pedestrian activity and fewer streetcar-friendly businesses, and it has struggled to lure riders.

2. Clear the obstacles.

Streetcar systems that follow set tracks are susceptible to poorly parked cars and all manner of obstacles. While some obstructions are inevitable, the clearer the path, the better the system works. A design that includes timed traffic lights and fewer opportunities for bottlenecks will translate to higher speeds. Portland's vaunted streetcar travels at an average of 10 miles per hour, much faster than the Washington, DC, streetcar's pace of just 7 miles per hour. Buses have a built-in advantage: They can change lanes to avoid a roadblock.

3. Shorten the wait.

In Tampa and Salt Lake City, passengers can expect to wait at a streetcar stop no longer than 20 minutes. That might be the longest passengers are willing to

wait — especially in an era when everyone has Uber and Lyft on their phones.

4. Don't hide the additional costs. Capital costs of streetcars range from \$10 million to \$80 million per mile, a 2014 Congressional Research Service report says. But building it is just part of the budget. Hidden costs such as moving utility lines can increase the price tag. And maintaining and expanding a system also cost money.

5. Be realistic about the return on investment. Many cities point to economic growth as the rationale for streetcars. But it remains open whether the investment in a streetcar causes economic growth, or if the streetcar simply arrives at the same time as growth that already was in the pipeline.

"You're investing, potentially, in a system that's going to be obsolete in 20 years. Is that the best place to be putting millions of dollars a mile?" asks David Feehan of Civitas Consultants. "Streetcars are not only expensive, but the question is what is the shelf life?"

Others pose similar queries. In a study published by San Jose State University's Mineta Transportation Institute, Jeffrey Brown of Florida State University and Joel Mendez of the University of Kansas noted the shortcomings of streetcars.

"The streetcar's return is confounding for some observers, as streetcars do not tend to perform favorably, as transportation services, when compared to other transportation modes, whether rail or bus," Brown and Mendez write.

The strikes against streetcars are obvious: Because streetcars move at a sluggish pace, they attract less ridership than rail. Streetcars operate less frequently, and because they share roads with cars and trucks, streetcars are susceptible to rush-hour gridlock — or even to nuisances such as parked delivery vans.

For those reasons, even proponents of streetcars tend to describe them as an amenity rather than a staple of downtown transit. In Oklahoma City the \$135 million streetcar system was paid for by a temporary, voter-approved 1-cent increase in the city's sales tax.

Jane Jenkins, president of the Downtown Oklahoma City Partnership, a nonprofit that helps market downtown businesses, tells *The Wall Street Journal* that criticism of the streetcar as "a little train around a Christmas tree" is unfair.

"It's not a be-all, end-all," she says. "It's a piece of the puzzle."

Oklahoma City boosters point to a new wave of downtown development driven in part by the streetcar line. In Tucson, city officials say new construction sparked by the streetcar includes the first hotel to be built downtown in four decades, an AC Marriott.

Economic development or transit?

Fans of streetcars see them as an economic development tool — a way to spur fresh demand for apartments, restaurants, and shops — rather than purely as people movers.

"I would argue that exclusive busways have proven to be a much more efficient way of transporting people," Feehan says.

In their study, Brown and Mendez looked at the performance of streetcar systems in Portland, OR, and Seattle. Portland's streetcar is seen as a shining example. It attracts more than 4 million riders a year, compared to just 1 million in Seattle.

The Portland streetcar opened in 2001, and Portland was the first U.S. city to invest in the development of a modern streetcar system. Encouraged by its success, Portland has expanded its streetcar system many times over the years.

This system has been credited with spurring \$4.5 billion in new development along the streetcar corridor. Cities such as Cincinnati sought to replicate Portland's success. Cincinnati sent a delegation to study Portland's streetcars nearly 40 times.

Seattle's streetcars have received no such notice. Brown and Mendez write that in Seattle, "the streetcar system consists of two disconnected lines that do not seem to be attracting very many regular users because of their inherent limitations with respect to speed, reliability, and geographic reach."

Their conclusion: If a streetcar system is designed in a way that attracts high volumes of ridership, the streetcar is more likely to spur development. But a streetcar alone won't spark a renaissance. Other factors, such as a supply of land, a robust property market, and zoning that supports development also must be present, Brown and Mendez argue.

Contacts: David Feehan, Civitas Consultants, 202-288-0528; Jeffrey Brown, Florida State University, 850-645-4841. **DIX**

"Streetcars are not only expensive, but the question is what is the shelf life?"



DowntownDevelopment.com

To see a report on the development impact of streetcars in Portland and Seattle, visit our website and click on "Web Extras"

"Boot camp" for startup entrepreneurs pays big dividend in small downtown —Continued from page 1

"We had a lot of empty spaces downtown," recalls Callie Jo McFarland, director of community development for the city of Monticello. "We were like, 'Oh, crap — what do we do?'"

McFarland cribbed an idea from another small downtown. She learned that Marion, VA, had launched an entrepreneurial boot camp to coach would-be business owners about setting up shop in its downtown.

Monticello started its own boot camp in 2015. The program is a five-week course, with once-a-week instruction taking place for a three-hour block on Tuesday nights.

Instructors are volunteers, and each week focuses on a crucial part of operating a business. There's an accounting course one week, a finance class the next. Courses also focus on legal issues and marketing. Those four topics are the building blocks of a business plan, and by the end of the course, astute pupils should have a viable proposal, McFarland says.

The accountants, bankers, and lawyers who teach the classes are urged to make themselves available to students for follow-up questions. McFarland acknowledges that there's only so much free advice profession-

als can afford to give — but instructors view the classes as a breeding ground for potential clients.

Classes are free to anyone who wants to attend, and courses draw 20 to 35 potential entrepreneurs. In the fifth and final week, students present their business plans in 10-minute pitches to a three-person panel of judges. In *Shark Tank* style, the judges pick a winner who receives \$5,000 to spend on rent or utilities. Winners have included Monarch Brewing Co., a brewpub and farm-to-table restaurant, and Hartfield Book Co.

To receive the grant, startups must locate in Monticello and open within six months of the business plan competition.

Winners also must be open 40 hours a week, and, to avoid burnout, the entrepreneur must have plans to hire at least part-time help.

The city pays out the grants only after the winners open, and only as reimbursement for rent or utilities. The money comes from donations from the community, McFarland says — although she also has lined up funding from the city council should local donors' generosity run thin.


Building a track record

Monticello might be a friendly little town, but the boot camps can be all business. After the completion of one boot camp, the judges didn't award a winner because they didn't think any of the competitors were worthy. In another instance, the winning entrepreneur decided to decline the grant — with no hard feelings from the city.

"Sometimes you're just not ready," McFarland says.

She figures that, rather than failing in a few months or a year, it's better for a business owner to endure a reality check well before opening.

McFarland says she structured the amount of the prize to be substantial enough that it would entice business owners to compete,



Electrical Engineer by training; Brewpub owner by choice.

After years of running a successful software company, Matt Miller wanted to do something different. So in spring of 2017 he opened Monarch Brewing Company in downtown Monticello.

Find your next step at MonticelloBootcamp.com

Local success stories help promote the Monticello boot camp.

but modest enough that it wouldn't skew the incentives.

"If you give too much of a grant, people are going to use it as a crutch," McFarland says. "If \$5,000 is going to make or break your business, you're probably not ready. It's meant to be a reward for having thought about your business plan."

Since the inaugural class in 2015, more than 150 entrepreneurs have completed Monticello's business boot camps. In one example, the owner of a software company sold his firm and opened Monarch Brewing in a 100-year-old church. The historic building has no parking lot, underscoring the idiosyncrasies of commercial space in a downtown district where many structures date to the late 1800s.

The city has run the boot camps for almost no cost, and the grants represent only a modest investment. In exchange for that small outlay, McFarland says, the boot camp has breathed new life into downtown. Business owners have invested more than \$3 million since 2016. In 2017 alone, 18 new ventures opened downtown.

"The bootcamp gave a lot of eyes on our downtown," McFarland says. "We promote the heck out of the new businesses coming downtown. It just really got people excited. Now people say, 'I want to be in Monticello — it has a vibe.'"

"Creating smarter businesses"

In another unexpected benefit, the boot camps have created camaraderie and sparked a support network among downtown business owners. Entrepreneurs bond during the boot camp, and downtown business owners seem more willing to help their peers than in the past, McFarland says. Even the companies that don't win the grant benefit from education and connections.

The classes also aim to boost the survival rate of the city's startups. Restaurants and other small businesses are vexed by high failure rates, and tenant turnover can be a drag on downtowns. The boot camp teaches rookie business owners the basics, while also coaching starry-eyed entrepreneurs about the

risks of launching a poorly conceived startup.

"You're creating smarter businesses," McFarland says. "They're learning where their network is, what their market is."

Small cities like Monticello aren't in the running for splashy economic development prizes such as Amazon's second headquarters. That reality underscores the importance of what McFarland calls "economic gardening" and what others label the "grow your own" approach to nurturing jobs. The theory is that by creating the right environment and encouraging local entrepreneurs, small cities can tap into unrealized economic potential.

"We get really distracted by the shiny stuff," McFarland says. "Economic development is not what it used be, where you went out and recruited a 300-employee company, and everyone was happy. You have to create the quality of life before anybody will come. That's what we're doing."

Aside from the obvious headwind of being located in the rural Midwest, Monticello has a few factors in its favor. It's located along Interstate 72 just 20 miles from the University of Illinois. And a historic site with a sculpture garden and hiking trails serves as a tourist destination.

Monticello is relatively affluent for a rural town, with a median household income of nearly \$75,000, according to the U.S. Census Bureau's American Community Survey. That gives Monticello's startups a bit of disposable income to tap into.

The boot camp courses proved simple to set up, and McFarland acknowledges she's surprised that the program continues to thrive long after downtown Monticello's vacancy crisis has passed. Marion, VA, saw similar results after launching its boot camps — downtown vacancy rates fell, and investment soared.

McFarland says downtown leaders anywhere can implement the idea. "This program is easy to duplicate," McFarland says. The payoff, she argues, can be large. "We've become known," McFarland says, "as an entrepreneur-friendly community."

Contact: Callie Jo McFarland, City of Monticello, 217-762-2583. **DIX**

"We've become known as an entrepreneur-friendly community."

ATTRACTION

Downtown cultivates wine industry to lure tourists

Walla Walla, WA (est. pop. 32,854), has built a thriving tourism industry around wine.

The small city is the heart of a wine-producing region that includes 140 wineries. Walla Walla's downtown is home to 30 tasting rooms run by the region's wineries.

The downtown also hosts a steady stream of events such as Shop, Sip & Stroll, Summer Sounds on the Plaza, and Celebrate Walla

Walla Valley Wine. Some are aimed at out-of-town visitors, while others are designed to appeal to locals.

"Wine does bring a lot of tourism to downtown Walla Walla," says Bonnie Bowton, a former

banker who's executive director of the Downtown Walla Walla Foundation. "Sometimes we hear, 'The downtown isn't for locals. It's for tourists.' It's for both."

Walla Walla's wine boom has been driving the downtown economy, Bowton says. A Marriott hotel opened two years ago, and an 11-story hotel is on the drawing board.

Meanwhile, restaurants have sprung up to cater to tourists. For wine lovers who prefer a

walkable experience, wineries from the Walla Walla Valley have opened tasting rooms downtown — addressing the obvious issue posed by driving to farflung wineries.

"You can spend all day and never have to drive a car," Bowton says.

For visitors who like to travel to the region's vineyards, a number of limo services, shuttle operators, and designated drivers are available for hire.

"It's just brought a lot of jobs and opportunity to the area," Bowton says.

Walla Walla's remote location poses something of a challenge. The city is a four-hour drive from Seattle, Portland, OR, and Boise, ID.

Now that Walla Walla has made its mark as a wine destination, Bowton says, her job is to continue to support the industry. Downtown Walla Walla's Wine and Dine brochure is available at downtown hotels, and the local wine industry courts wine blogs and lifestyle magazines to continue to boost the city's profile among wine tourists.

Contact: Bonnie Bowton, Downtown Walla Walla Foundation, 509-529-8755. **DIX**

"Wine does bring a lot of tourism to downtown Walla Walla."

HISTORIC PRESERVATION

Quaint town pushes back against 5G antennas

Telecommunications giants are scouting locations for antennas to support new 5G high-speed wireless networks. One tiny burg has fought back, blocking Verizon Communications Inc. from placing dozens of antennas along streets noted for their Norman Rockwell charm.

Residents of Doylestown, PA, disliked the unsightly five-foot antennas that Verizon proposed. So borough officials spent \$150,000, hosted 10 public hearings, and battled the proposal in state and federal courtrooms for more than a year.

"We didn't feel they had the right to come and do what they want," Jack O'Brien, council president of this borough of roughly 8,000, told the *Philadelphia Inquirer*.

When Doylestown settled the case in 2018, the town won the right to reduce the number of poles from 44 to 34. Doylestown also won the right to hide and move those it would be forced to accept. In addition, the borough won a 5 percent share of the services telecom providers sell through some of those cells, and \$750 a year for others.

Alas, Doylestown's unlikely victory might prove rare. In Pennsylvania, telecoms and state lawmakers sought to limit municipalities' zoning oversight when telecom companies seek permits for small cells on utility poles and traffic lights.

Telecoms and their supporters argue that 5G networks are crucial to economic development. And wireless carriers seeking to navigate hundreds or thousands of zoning rules will find themselves overwhelmed by minutiae.

Meanwhile, the battle over the new cell equipment is playing out nationally. The Federal Communications Commission in September moved to remove local control over placement of 5G antennas, a decision the U.S. Conference of Mayors termed a "wrongful intrusion."

"While the U.S. Conference of Mayors supports the nation's efforts to win the race to 5G, today's FCC action misapplies federal

law to federalize local public property as part of its efforts to bestow upon a class of private companies special rights to access local rights-of-ways and public property," the group said in a statement.

In Doylestown, the wireless infrastructure company Crown Castle in 2014 first proposed an installation of small cells. Crown Castle installs and manages the antennas for Verizon and other wireless carriers.

Crown Castle submitted the first dozen or so applications in October 2016. Karyn Hyland, the borough's zoning officer, said the initial application for 44 small cells overwhelmed her small department with "boxes and boxes" of documents, according to the *Philadelphia Inquirer*.

Facing opposition from the borough, Crown Castle filed lawsuits in Bucks County and Philadelphia, challenging Doylestown's ordinances and rejections of its proposals. **DIX**

Beer trail, coffee trail drive traffic to downtown watering holes —Continued from page 1

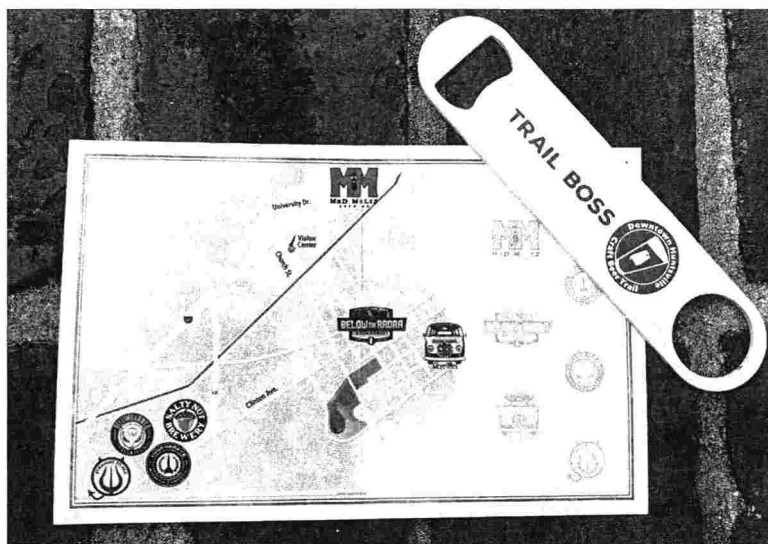
downtown boosters handed out 6,000 trail cards. And microbreweries awarded 1,000 bottle openers.

Downtown Huntsville and the Huntsville/Madison County Visitor Center split the cost of printing the cards. The microbreweries pay the tab for the openers, which cost about \$1 apiece.

When Downtown Huntsville started its craft beer trail, Emerson researched what other cities were doing. He found downtowns promoting their businesses with wine trails, barbecue trails, even jazz music trails, but no craft beer trails.

So Huntsville decided to put its own spin on the event. At first, Emerson says, Downtown Huntsville thought too hard about the promotion. It scheduled new product launches and panel discussions as part of the beer trail.

"We probably overprogrammed the trail early on," Emerson says. "The microbreweries themselves are unique enough that



Memorable gifts need not be expensive.

the experience of going to one and getting the stamp is unique. You don't really need anything extra."

"Just about any city could replicate this."

Now, he says, the trail stays as simple as possible. Visitors can pick up their cards at any of the participating businesses, they can visit the microbreweries at any time, and they can claim their prize at any of the participating microbreweries. Someone who hopes to claim all the stamps in a day can order a beer in an amount as small as four ounces.

"Keep it simple: Stamp, stamp, stamp, swag," Emerson says.

The beer trail promotion has gained regional recognition, drawing visitors from as far away as Nashville, TN, and Birmingham, AL. The effort helps drive return visits by exposing downtown visitors to spots they might not normally patronize.

"All of these breweries are in different parts of downtown," Emerson says. "It causes people to circulate."

To avoid encouraging overindulgence, Huntsville's trail lets participants spread their

visits over days, weeks, or months. And Downtown Huntsville reminds visitors about Uber, Lyft, and bike sharing options.

In addition to its seven microbreweries, Huntsville also is home to bottle shops and stores catering to craft brewers. Visitors can claim their prize by patronizing those stores, too.

Emerson says the promotion is an inexpensive, effective way to draw attention to downtown businesses.

"Just about any city could replicate this," Emerson says. "It's so low-cost and simple, but it's popular."

In fact, Emerson is taking that advice and applying it to a different niche in downtown Huntsville. The city is launching a coffee trail that encourages visitors to try local java joints.

Coffee lovers who complete that trail will receive a custom coffee mug.

"In some ways," Emerson says, "the mug is better end-of-trail swag than the opener."

Contact: Chad Emerson, Downtown Huntsville Inc., 256-858-1857. **DIX**



DowntownDevelopment.com

To see a promotional video featuring Huntsville's beer trail, go to our website and click on "Web Extras."

PATHWAYS AND PUBLIC SPACES

Alley beautification makes downtown more inviting

In Glenwood Springs, CO (est. pop. 9,962), alleys that once were dreary now are inviting.



Since 2011, the mountain town's tax-funded Downtown Development Authority (DDA) has focused on sprucing up the system of alleys downtown.

"Alleys can be disregarded in downtowns as underutilized space, but in Glenwood Springs alleys are an important part of the downtown core contributing to the city's downtown pedestrian-friendly network," says DDA Executive Director Leslie Bethel.

The DDA and the city have aimed to improve downtown alleys for pedestrian and business access, and to remove obstacles that might turn away pedestrians. Bethel says she wants to create "inviting, active places that

foster social interaction with paving, benches, signage, lighting, and color.”

Consolidating waste service and collection has been a big part of Glenwood Springs’ alley strategy. The DDA boosted the efficiency of trash pickup, reducing the number of trash bins and establishing a centralized location in each alley for waste collection.

The city in 2018 bought trash compactors as part of that effort.

Other improvements included repaving, improving drainage, and burying utility lines.

Glenwood Springs completed its first alley renovation in 2013. The upgrade included decorative pavers, outdoor dining, and decorative pots and plantings.

More recently, Glenwood Springs added overhead string lighting to two alleys.

“The overhead lighting has significantly helped to create a more inviting, attractive and safer downtown environment,” Bethel says. “Looking at ways to activate alleys brings warmth and builds on a strong sense of place.” **DIX**

CLEAN AND SAFE

Downtown cadets program boosts police presence

Portland, ME (est. pop. 66,882), doesn’t have a problem with serious crime. Like many cities, Portland has seen rates of violent crime fall in recent decades.

But the downtown does struggle with public-safety nuisances such as panhandling, vagrancy, loitering, public drinking, and drug abuse.

Those issues might make a downtown less welcoming, but they aren’t the sort of law-enforcement challenges that necessarily require a city to assign full-time police officers. So the nonprofit Portland Downtown came up with a common-sense solution: It launched the Downtown Cadet Program, which deploys unarmed patrols to walk Portland’s streets during the busy season of May through early October.

The cadets don black polo shirts and khaki pants and travel through downtown in two teams of two. The cadets give directions to tourists, and they try to gently cajole people they see violating bans on public drinking or smoking.

“We’re striving for an improvement in the perception of safety,” says Amy Geren, program director at Portland Downtown.

“They’re largely just trying to be a friendly face of law enforcement.”

Portland Downtown pays the cadets about \$12 an hour. The cadets’ wages come from the budget of Portland Downtown, a business improvement district funded by an assessment on downtown properties.

The recruits are typically college students in criminal justice programs, or young people aiming for careers in the military or on a police force.

“It’s a really good fit in terms of the cadets trying out a police job, and also for the police department to try out potential officers,” Geren says.

The cadets quickly learn that much frontline police work has little to do with investigating major crimes or collaring bad guys. Instead, a constant focus is dealing with people who are fighting their own demons.

“Sometimes the cadets are surprised by the amount of social service work they’re doing,” Geren says. “There’s just a gap in services for mental health and substance abuse.”

The cadets carry no guns or pepper spray. They are supplied with Narcan, the nasal

“We’re striving for an improvement in the perception of safety.”

spray that can reverse an opioid overdose, and the cadets have police radios in case a situation escalates.

"They are armed with their words, so they learn to communicate," Geren says.

From smoking violations to traffic control

The cadets are trained by the police department in the concept of "verbal judo," a tactic for encouraging a scofflaw to comply without physical force. They give warnings for violations of city ordinances, but the cadets aren't empowered to make arrests.

The most commonly cited infraction in 2018 was smoking in parks where smoking is banned. Cadets issued 187 warnings for that infraction.

Smoking was followed by public consumption of alcohol, with 95 warnings. Less frequent warnings included 35 for loitering, 10 admonitions to stop smoking marijuana in public, and a handful of warnings about unsanctioned skateboarding.

To help answer questions from lost visitors, recruits also get some training from Portland's tourist bureau. The cadets are particularly popular with cruise ship passengers,

who ask questions during their forays to shore, Geren says.

And the cadets are coached on services available for homeless people.

The Portland Police Department collects and tracks daily stats from each cadet team. In that way, the unarmed patrols help the police identify trouble areas. At the start of each shift, cadets meet with a police lieutenant to learn their assignments for the day.

In the case of a big event, the cadets might help with traffic control. In 2018, cadets handed out backpacks during a Fill A Backpack event as the start of the school year approached. For the most part, they stroll through downtown and serve as a comforting reminder that downtown Portland is a safe place.

The 2018 cadets reported they felt some animosity during their patrols at first, absorbing racial taunts and being called "Girl Scouts," Geren says. But after getting to know people living on the streets, they were able to build relationships.

Contact: Amy Geren, Portland Downtown, 207-772-6828. **DIX**

Information on Portland's downtown graffiti removal program appeared in the August 2018 issue of Downtown Idea Exchange.

ATTRACTION

No spots for food trucks? No problem for this creative concept

Charleston, SC (est. pop. 134,875), boasts one of the nation's oldest urban districts. But the thriving city is missing one key ingredient of many bustling downtowns — food trucks.

A group of entrepreneurs came up with an innovative solution. The Container Bar features a bar built from a shipping container, along with spots for four food trucks that change daily. There are also tables, chairs, sun umbrellas, and bathrooms. For food truck operators, there's a landscaped lot with power.

"Charleston has a reputation of being a culinary mecca, but it is unique in that there are no spaces for food trucks to congregate," Brad Creger, one of three owners of Container Bar, tells the *New York Times*.

A couple trucks usually show up for lunch, and then different trucks arrive for dinner, the *Charleston Post & Courier* reports.

The trucks stay open until they run out of food. The bar serves drinks until 11 p.m. Sunday through Thursday and until midnight on Friday and Saturday. **DIX**

Idea Exchange

Seasonal closures to create a more walkable city center

Portsmouth, NH, has been a popular summer destination for decades. Now two city councilors are hoping to make the city center more pedestrian and bicycle friendly during the height of the summer season.

City Councilors Ned Reynolds and Nancy Pearson have proposed closing a number of downtown streets to vehicle traffic on July weekends. As a first step, input will be sought from the police and fire chiefs, Department of Public Works, and the city's planning and economic development directors.

This type of proposal has met with opposition from the business community in the past, says seacoastonline.com. However, the councilors are optimistic that more people will come downtown and linger longer in a pedestrian environment. The mantra going forward is, "cars don't buy things, people do," says Reynolds.

Mosaics will beautify parking garage

A stroll down Main Street in Watsonville, CA, takes pedestrians along a trail of 16 mosaic medallions embedded in the city sidewalks. The mosaics represent the major waves of immigration to the city and the labor associated with each of the immigrant groups. The community participated in design discussions with artist



Kathleen Crocetti and in hands-on work creating the mosaics.

The city is now working with Crocetti to beautify the Civic Plaza Parking Garage. Over a period of five years, the entire exterior of the structure will be covered in mosaics.

"We're super excited, because we're going to bring vibrancy to the city," Crocetti told the *Register-Pajaronian*. "We'll create this monumental piece that's going to help with economic development, as well as build community."

The project will cover 12,000 square feet of the six-story garage.

"This piece will also have historical significance, but I think it's going to be more contemporary," Crocetti said. "Who are we now? Who lives here?"

Heated streets draw winter shoppers and runners

In 1988 the City of Holland, MI, implemented "the largest municipal snowmelt system in North America."

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

© 2019 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

The system was developed to help Holland's downtown district retain shoppers and other visitors in a harsh environment which can see up to 75 inches of snow a year.

The city explains how it works: "Water is heated and circulated through 120 miles of plastic tubing underneath the streets and sidewalks. The tubes are 3/4" in circumference; Holland has 600,000 square feet of tubing totaling 4.9 miles and 10.5 acres of heated streets and sidewalks. With the water heating up to 95 degrees Fahrenheit, the system can melt 1" of snow per hour — even at 20 degrees Fahrenheit with 10 mile per hour winds."

While clear and passable sidewalks have enabled shoppers to reach downtown businesses, there has been another positive economic benefit. The city has become a mecca for runners and garnered the city recognition from the Road Runners Club of America as one of its 2017 Runner Friendly Communities.

Runners World describes the scene: "On a typical wintry Saturday morning, the streets of downtown Holland are so packed with runners that it often looks like they're hosting an organized SK. While runners and pedestrians, particularly shoppers who are a key part of Holland's tourism strategy, share the same sidewalks [it never seems to be an issue.]"



To see a video and a brochure on Holland's snowmelt system go to DowntownDevelopment.com and click on "Web Extras."

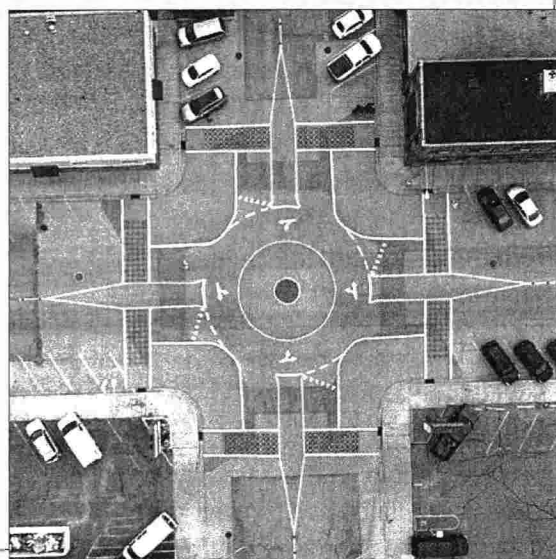
Downtown gives roundabouts a test drive

Brightly colored mini-roundabouts and curb extensions have been painted directly on the street in downtown Manden, ND. It's part of a pop-up demonstration designed to make intersections more pedestrian-friendly while keeping vehicular traffic moving smoothly.

At its website, the city explains the rationale for the temporary installation: "Demonstration projects are low-cost, offer the public an experience in order to provide constructive feedback and help determine whether or not to move forward with possible permanent changes if funding became available."

Public opinion will be sought throughout the demonstration via an online survey geared toward pedestrians and drivers. Business owners will be surveyed separately.

Flexible bollards at each approach help direct traffic.



Modern library fills many roles

No longer content with simply lending books, modern libraries are evolving into community hubs and drawing visitors into city centers.

In Boise, IA, city leaders plan to replace the current downtown library with what they are describing as a "public center for knowledge, culture, and ideas."

"We want a facility that connects the community," library director Kevin Booe tells BoiseDev. "We want

a place where people will come and do lots of different things."

Some of the many features of the proposed building are a center for arts and history, an event space with seating for 300 to 400 people, two rooftop gardens, a gift shop, café, parking, and, of course, plenty of space for books.

The budget of \$80 to \$85 million would be funded through philanthropy, Capital City Development Corporation, City of Boise, and lease financing. **DIX**