



# CITY OF ELKO

## Planning Department

Website: [www.elkocitynv.gov](http://www.elkocitynv.gov)  
Email: [planning@elkocitynv.gov](mailto:planning@elkocitynv.gov)

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

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### PUBLIC MEETING NOTICE

The City of Elko Redevelopment Agency will meet in a regular session on Tuesday, May 21, 2019 in the Council Chambers at Elko City Hall, 1751 College Avenue, Elko, Nevada, beginning at 5:00 P.M., P.D.S.T, or after the adjournment of the Joint Meeting between the Redevelopment Agency and the Redevelopment Advisory Council.

Attached with this notice is the agenda for said meeting of the Redevelopment Agency. In accordance with NRS 241.020, the public notice and agenda were posted on the City of Elko Website at <http://www.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: May 15, 2019 2:10 p.m.

ELKO COUNTY LIBRARY – 720 Court Street, Elko, NV 89801  
Date/Time Posted: May 15, 2019 2:05 p.m.

ELKO POLICE DEPARTMENT – 1448 Silver Street, Elko NV 89801  
Date/Time Posted: May 15, 2019 2:15 p.m.

ELKO CITY HALL – 1751 College Avenue, Elko, NV 89801  
Date/Time Posted: May 15, 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](mailto: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, or on the City website at <http://www.elkocitynv.gov/>.

Dated this 15<sup>th</sup> day of May 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 AGENCY**  
**REGULAR MEETING AGENDA**  
**5:00 P.M., P.D.S.T., OR UPON THE ADJOURNMENT OF THE JOINT MEETING OF**  
**THE CITY REDEVELOPMENT BOARDS**  
**TUESDAY, MAY 21, 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 Agency (RDA) has been properly posted for this date and time in accordance with NRS requirements.

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**COMMENTS BY THE GENERAL PUBLIC**

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

**APPROVAL OF MINUTES**

February 26, 2019 – Regular Meeting **FOR POSSIBLE ACTION**

**I. NEW BUSINESS**

- A.** Review, consideration, and possible action on the 2019 Storefront Improvement Grant Recipients and amounts allocated, and matters related thereto. **FOR POSSIBLE ACTION**

The 2019 Storefront Improvement Grant Applications were open from January 1, 2019 to March 30, 2019. The RDA has allocated \$50,000 each year for 5 years for storefront improvement grants. The Redevelopment Advisory Council reviewed all applications at their meeting April 25, 2019. There were 2 applications and both were deemed complete applications. Their recommendation to the RDA was to fund both projects as requested.

- B.** Review, consideration and possible action on the remainder of funds from the 2019 Storefront Improvement Grant review cycle, and matters related thereto. **ACTION ITEM**



The Redevelopment Agency allocated \$50,000 for the 2019 Storefront Improvement Grants. The 2019 application period ended March 30, 2018 and there were two grant applications received for a total funding request of \$24,443.14. This leaves a balance of \$25,556.86. The Storefront Improvement Grant Program Guidelines states: *If the available, budgeted funding is not fully expended in any given application review cycle, applications will be accepted on a first-come, first-served basis until all available, budgeted funding is exhausted*". The RDA has the option of extending the application review cycle as stated in the guidelines or allocating the remaining funds to the 2020 Storefront Improvement Grant.

- C. Review, consideration, and possible authorization to refurbish the existing train in Centennial Park, and matters related thereto. **FOR POSSIBLE ACTION**

Byrnes Painting has offered to paint the train as a donation to the City of Elko. The paint is also being donated to the project. Several windows, mirrors, and misc. items will need to be replaced by other suppliers/city staff as part of the project. We would request an expenditure not to exceed \$4,000 for the misc. items to be repaired or replaced.

- D. Review, consideration, and possible approval of the design of Phase 1, Project 3; Block Ends, and matters related thereto. **FOR POSSIBLE ACTION**

The RAC, at their April 25, 2019 meeting, moved to recommend to the RDA to accept the design as presented. There was discussion regarding adding hardscape areas for potential art but the motion didn't include the change. Staff is recommending that we do include the hardscape areas and include those areas as an add alternate in the bid process. The proposed design is consistent with the 30% approved plans in which the RDA approved on May 10, 2016.

## II. REPORTS

- A. Budget
- B. Other

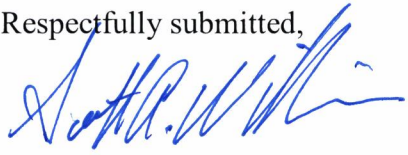
## COMMENTS BY THE GENERAL PUBLIC

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 Agency reserves the right to combine two or more agenda items, and/or remove an item from the agenda, or delay discussion relating to an item on the agenda at any time.

## ADJOURNMENT

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Scott R. Wilkinson", written over the text "Respectfully submitted,".

Scott Wilkinson  
Assistant City Manager

**CITY OF ELKO**  
**REDEVELOPMENT AGENCY**  
**REGULAR MEETING MINUTES**  
**3:00 P.M., P.S.T., TUESDAY, FEBRUARY 26, 2019**  
**ELKO CITY HALL, COUNCIL CHAMBERS,**  
**1751 COLLEGE AVENUE, ELKO, NEVADA**

**CALL TO ORDER**

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

**ROLL CALL**

**Present:** Councilman Bill Hance  
Councilman Chip Stone  
Councilman Robert Schmidtlein  
Mayor Reece Keener

**Excused:** Councilwoman Mandy Simons.

**City Staff:** Scott Wilkinson, Assistant City Manager  
Cathy Laughlin, City Planner  
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.*

**APPROVAL OF MINUTES**

November 13, 2018 – Regular Meeting **FOR POSSIBLE ACTION**

*The minutes were approved by general consent.*

**I. PRESENTATIONS**

- A.** Presentation by Cathy Laughlin, City Planner on the Redevelopment Activities from 2008 to Present. **INFORMATION ONLY – NON ACTION ITEM**

Cathy Laughlin, City Planner gave a power point presentation on the Redevelopment Activities from 2008 to Present.

Mayor Keener asked how many members the Redevelopment Association of Nevada has.

Ms. Laughlin said there were a little bit more than a dozen. It is all of the Redevelopment Agencies within the State, as well as a few members from the private sector. A couple of consultants that are also members, who consult municipalities into Redevelopment. One of them used to be a Redevelopment Manager in Henderson.

Mayor Keener asked if there was a full time staff.

Ms. Laughlin explained that they just have meetings. They have bylaws and membership dues. They meet more on legislature years, like this year they will meet more often because they address the bill drafts that are out that have to do with redevelopment. They mostly have monthly meetings to talk about anything that is going on with redevelopment. It is a great avenue for us to participate with, because they have already participated with their redevelopment areas for so much longer than Elko has that they are teaching us the pros and cons of different things. Ms. Laughlin said that she relies on them. She sends out emails all the time, and gets them as well.

Ms. Laughlin continued the presentation.

Mayor Keener asked Ms. Laughlin why the assessed valuation dropped in 2011/2012.

Ms. Laughlin explained that there had been a drop twice. It dropped again in 17/18 and in 11/12. It has to do with the abatements. She said she wished she had the full explanation. She has asked for it several times from the County. There is one individual named Arty, who knows the answer. He can't provide us with the exact formula without us paying for his consultant fee. He is the one that does the programing for the County.

Ms. Laughlin continued with the presentation.

Councilman Schmidtlein asked about the Stockman's parking lot and there was some discussion regarding plans for that parking lot.

## **II. NEW BUSINESS**

- A. Review, consideration, and possible action to accept the 2018 Redevelopment Agency Annual Report, and matters related thereto. FOR POSSIBLE ACTION**

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

**\*\*\* A Motion made by Councilman Robert Schmidtlein, seconded by Councilman Chip Stone to accept the 2018 Redevelopment Agency Annual Report.**

**\*\*\**Motion passed unanimously.***

## **III. REPORTS**



## **A. Budget**

*Ms. Laughlin gave a report on the budget that was included in the packet. Also included was a summary of how the expenses are broken out by project.*

## **B. Other**

### **COMMENTS BY THE GENERAL PUBLIC**

*There were no public comments made at this time.*

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### **ADJOURNMENT**

There being no further business, the meeting was adjourned.

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Mayor Reece Keener, Chairman  
Redevelopment Agency

City of Elko Redevelopment Agency  
Agenda Action Sheet

1. Title: **Review, consideration, and possible action on the 2019 Storefront Improvement Grant Recipients and amounts allocated, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **May 21, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **The 2019 Storefront improvement grant applications were open from January 1, 2019 to March 30, 2019. The RDA has allocated \$50,000 each year for 5 years for storefront improvement grants. The Redevelopment Advisory Council reviewed all applications at their meeting April 25, 2019. There were 2 applications and both were deemed complete applications. Their recommendation to the RDA was to fund both projects as requested.**
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: **Staff Memo, spreadsheet, and 2 grant applications**
9. Recommended Motion: **Pleasure of the RDA**
10. Prepared By: **Cathy Laughlin, Redevelopment Manager**
11. Committee/Other Agency Review: **Redevelopment Advisory Council**
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:      \$      -

## 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**

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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**

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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:**

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- ☒ 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)**

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- ☒ 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
<b>Net Assessed Value</b>	<b>60,245</b>	<b>57,734</b>	<b>56,835</b>

##### 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
<b>Net Taxable Value</b>	<b>172,129</b>	<b>164,954</b>	<b>162,386</b>

##### Increased (New) Values

Land	0	0	0
Improvements	0	0	0
Personal Property	0	0	0

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[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
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Current Year	(Unsecured Taxes exist)			No Taxes Owng
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
<b>Totals:</b>	<b>2,011.46</b>	<b>.00</b>	<b>2,011.46</b>	<b>2,011.46</b>

[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
<b>Total</b>		<b>\$14,891.27</b>

# 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
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### 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 \_\_\_\_\_

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MAR 29 2019

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MAR 29 2019

# The Taber Building

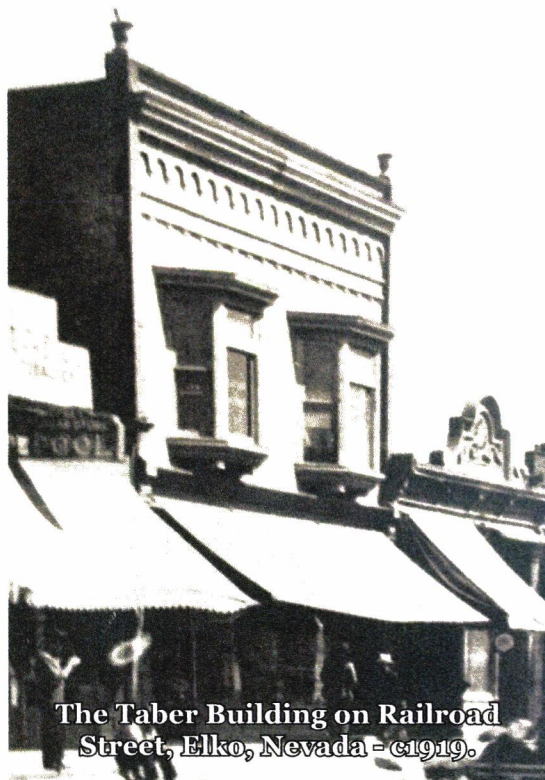
## 407, 419, 421 Railroad Street

### 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

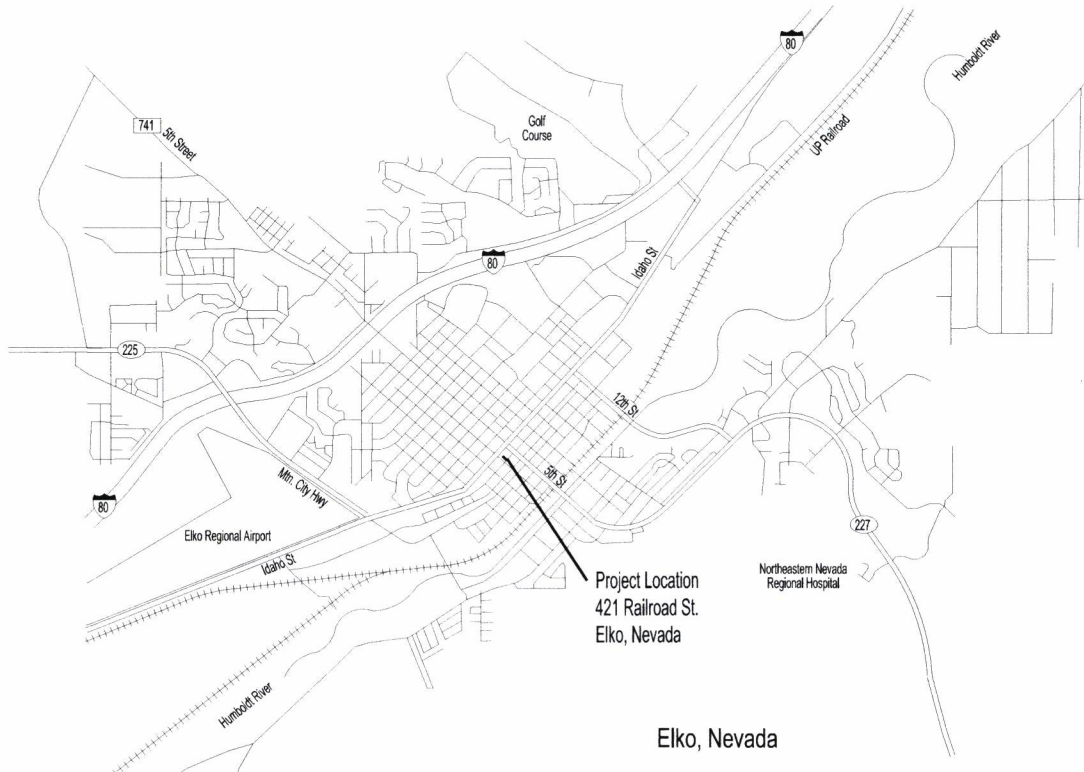
T.B.D.

## Mechanical Contractor

T.B.D.

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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

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CONSTRUCTION

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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

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PROJECT NAME

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

SHEET NAME

Historic Photos

REVISIONS

DATE  
3.29.2019

SHEET NUMBER  
a2.1



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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

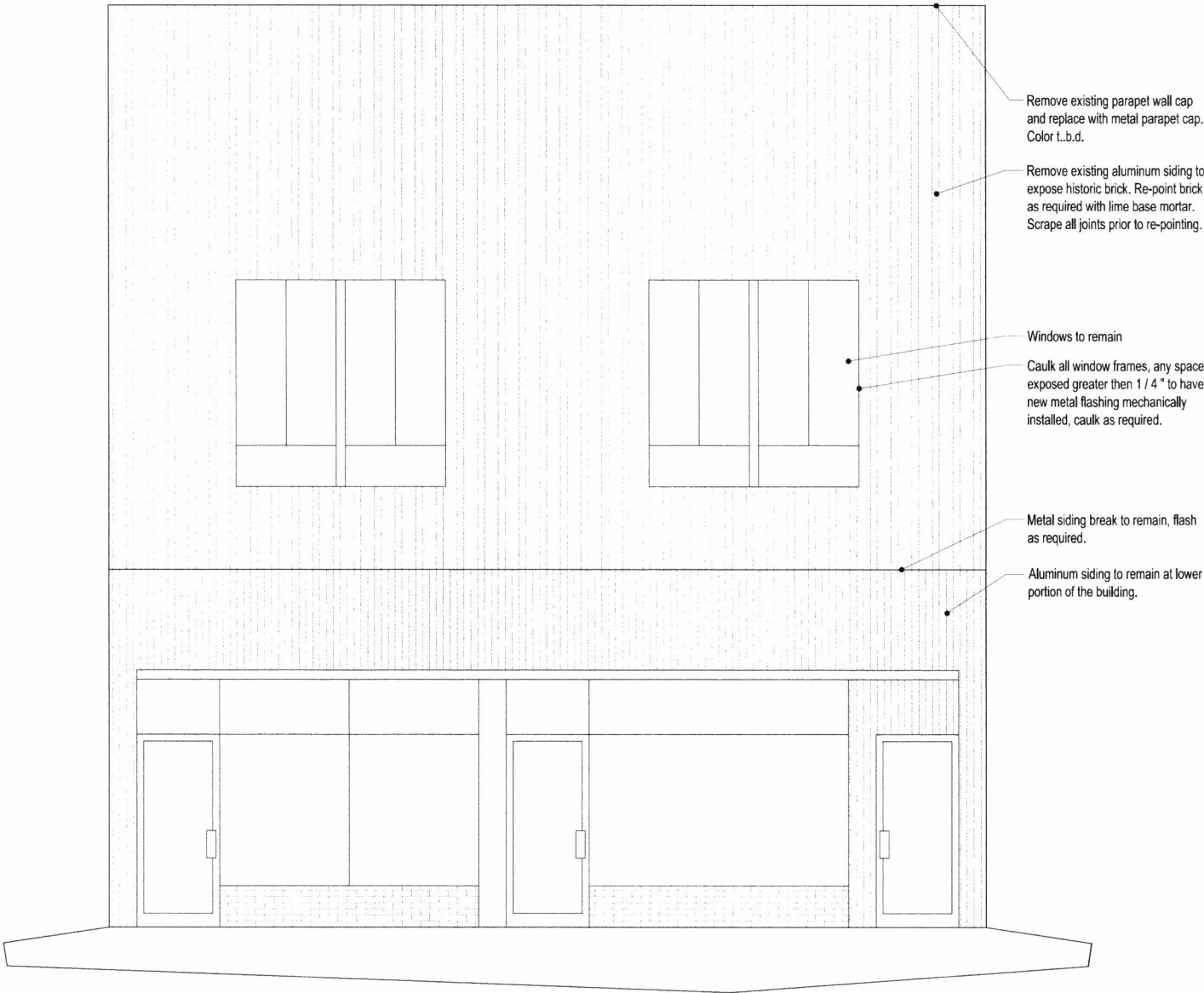
File number 17-027 - Old Chicago, Elko City

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

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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

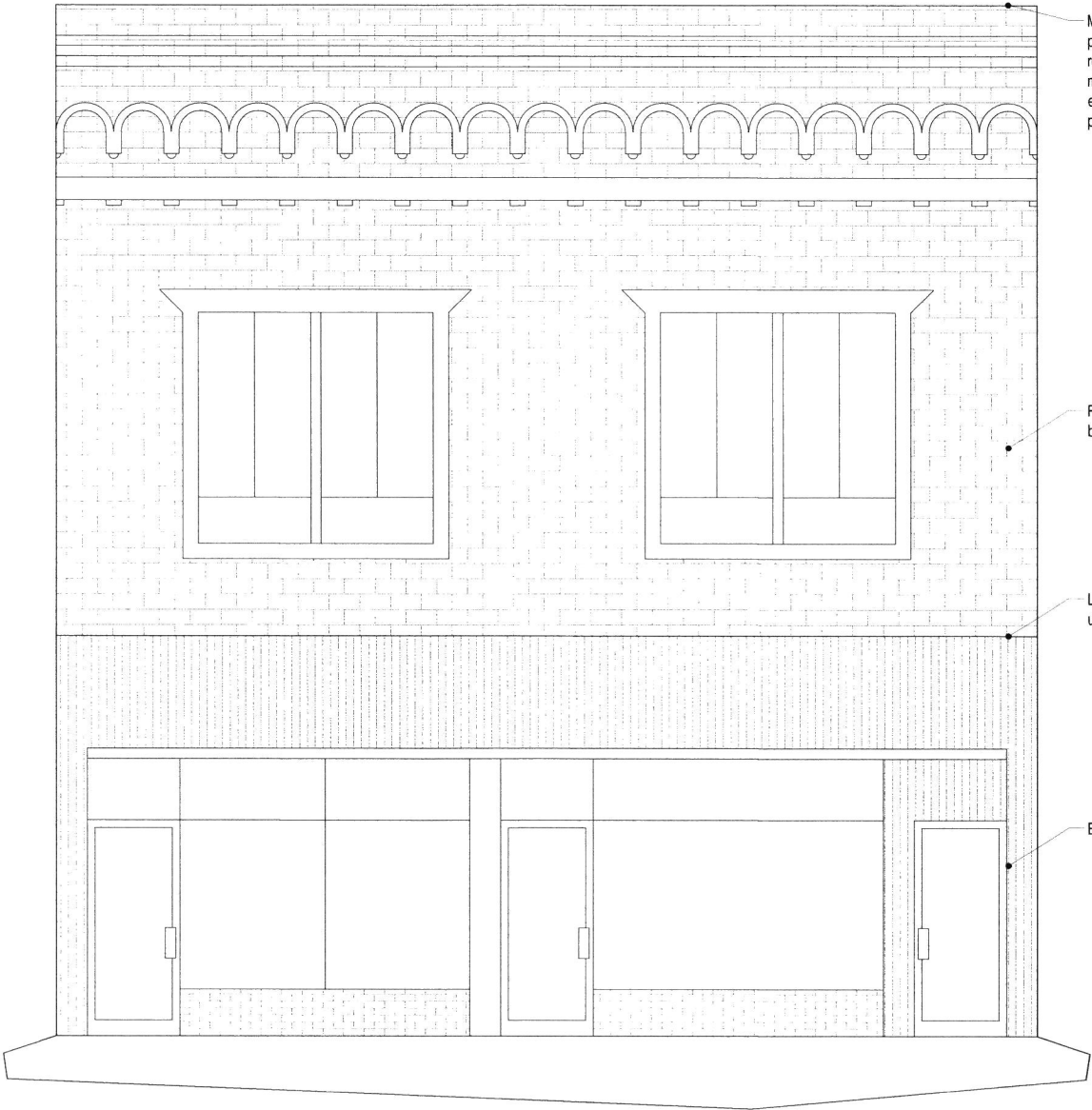
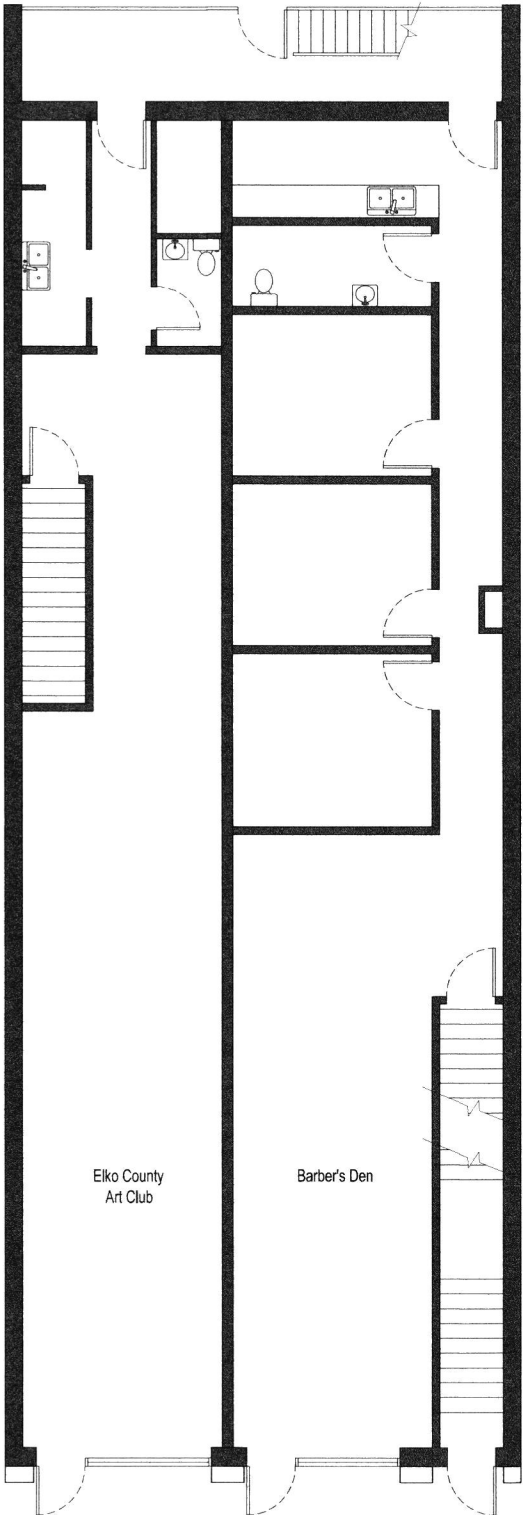
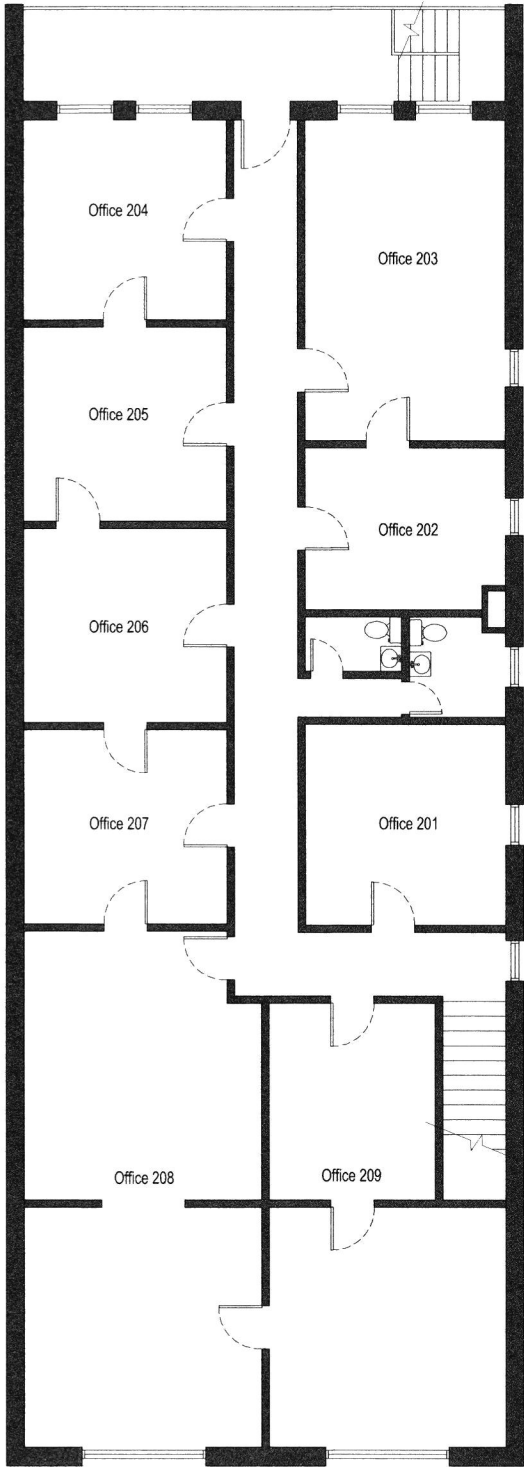
SHEET NUMBER

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



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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	<a href="#">10,500</a>	<a href="#">10,500</a>	<a href="#">10,500</a>
Improvements	<a href="#">37,185</a>	<a href="#">35,438</a>	<a href="#">34,817</a>
Personal Property	<a href="#">5,346</a>	<a href="#">6,926</a>	<a href="#">4,227</a>
Ag Land	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Exemptions	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
<b>Net Assessed Value</b>	<b><a href="#">53,031</a></b>	<b><a href="#">52,864</a></b>	<b><a href="#">49,544</a></b>

## Increased (New) Values

Land	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Improvements	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Personal Property	<a href="#">0</a>	<a href="#">3,485</a>	<a href="#">546</a>

## Taxable Valuation

Taxable Values	2019-20	2018-19	2017-18
Land	<a href="#">30,000</a>	<a href="#">30,000</a>	<a href="#">30,000</a>
Improvements	<a href="#">106,243</a>	<a href="#">101,251</a>	<a href="#">99,477</a>
Personal Property	<a href="#">15,274</a>	<a href="#">19,789</a>	<a href="#">12,077</a>
Ag Land	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Exemptions	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
<b>Net Taxable Value</b>	<b><a href="#">151,517</a></b>	<b><a href="#">151,040</a></b>	<b><a href="#">141,554</a></b>

## Increased (New) Values

Land	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Improvements	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>
Personal Property	<a href="#">0</a>	<a href="#">9,957</a>	<a href="#">1,560</a>

[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

<b>Totals:</b>	<b>1,841.87</b>	<b>.00</b>	<b>1,841.87</b>	<b>1,841.87</b>	
----------------	-----------------	------------	-----------------	-----------------	--

[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.

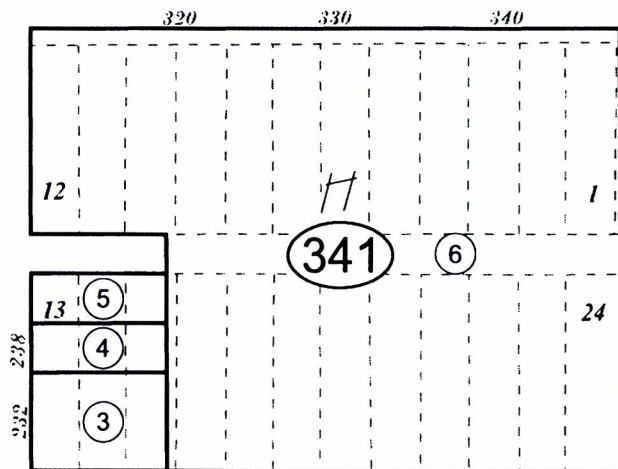
026

COMMERCIAL

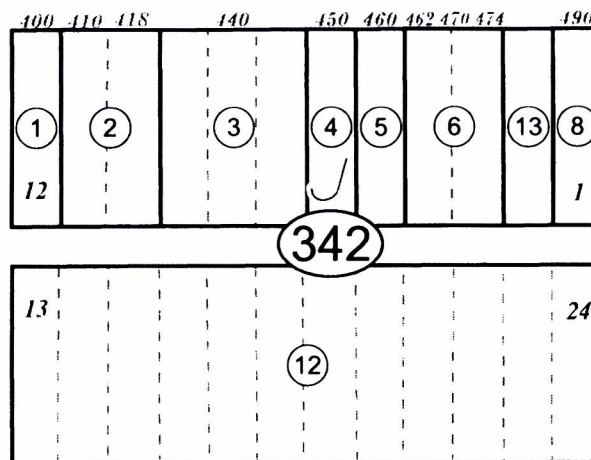
ST.

033

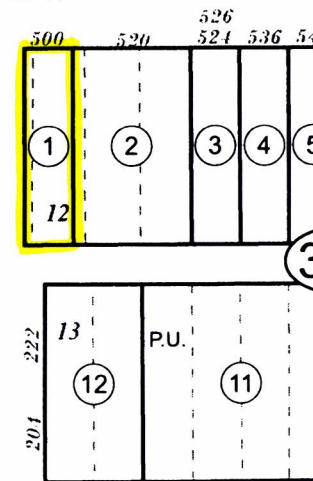
ST.



ST.

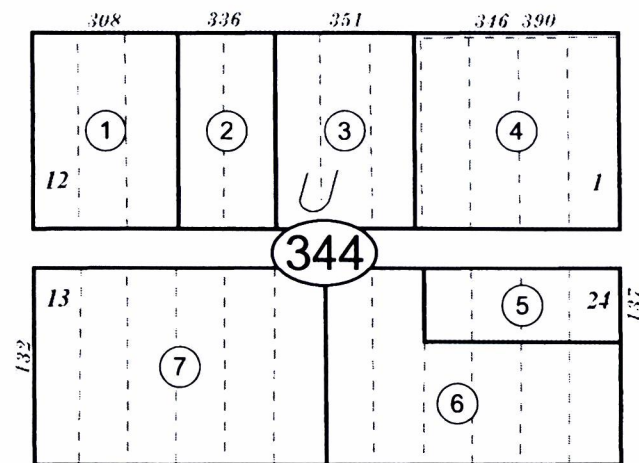


ST.



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

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

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

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

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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'

	<b>Our Price:</b>	<b>\$ 40,000.00</b>
	<b>Sales Tax:</b>	<b>\$ 1350.00</b>
<b>50% DEPOSIT REQUIRED, BALANCE ON COMPLETION</b>	<b>Total:</b>	<b>\$ 41350.00</b>

### 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.

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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.

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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

	<b>Our Price:</b>	<b>\$18500.00</b>
	<b>Sales Tax:</b>	<b>\$</b>
<b>50% DEPOSIT REQUIRED, BALANCE ON COMPLETION</b>	<b>Total:</b>	<b>\$</b>

<b>SIGN PERMITS AT COST IF APPLICABLE</b>
---

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.

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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

	<b>Our Price:</b>	<b>\$ 12,000.00</b>
	<b>Sales Tax:</b>	<b>\$</b>
<b>50% DEPOSIT REQUIRED, BALANCE ON COMPLETION</b>	<b>Total:</b>	<b>\$</b>

**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.

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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:















## 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

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MAR 26 2019



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

P.O. Box 305 1925 Kimberly Rd.  
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E-mail: [sales@lytlesigns.com](mailto:sales@lytlesigns.com)

# DEPOSIT INVOICE

**Invoice #:** DP23237

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

<b>SOLD TO:</b>	<b>JOB LOCATION:</b>
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

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208.733.1739 fax 208.736.8653  
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E-mail: [sales@lytlesigns.com](mailto: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

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## 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: \_\_\_\_\_

DESCRIPTION		TOTAL PRICE
1	<p>QUOTE #37479 Illuminated Display 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 &amp; dispose of existing signage.</p>	<p>\$20,901.00</p> <p>\$20,901.00</p>
1	<p>QUOTE #37479-1 Illuminated Display (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>\$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](http://www.lytlesigns.com)  
E-mail: [sales@lytlesigns.com](mailto:sales@lytlesigns.com)

# DEPOSIT INVOICE

**Invoice #:** DP23237

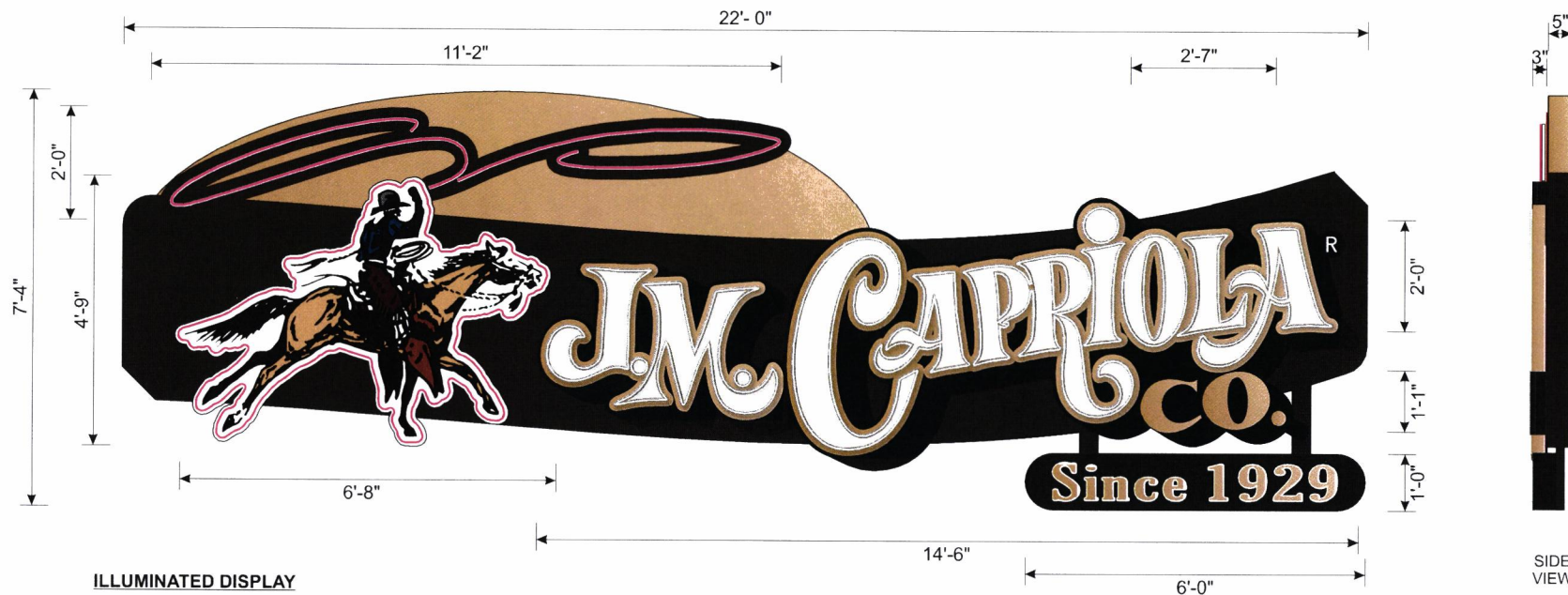
Inv Date: 02/21/19  
Customer #: 6305  
Page: 4 of 4

<b>SOLD TO:</b>	<b>JOB LOCATION:</b>
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  
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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

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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	
<b>Twin Falls Office</b> P.O. BOX 305 1925 KIMBERLY RD. TWIN FALLS, IDAHO 83303 208.733.1739 1.800.621.6836 fax 208.736.8653	
<b>Boise/Meridian Office</b> 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: \_\_\_\_\_

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 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  
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**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

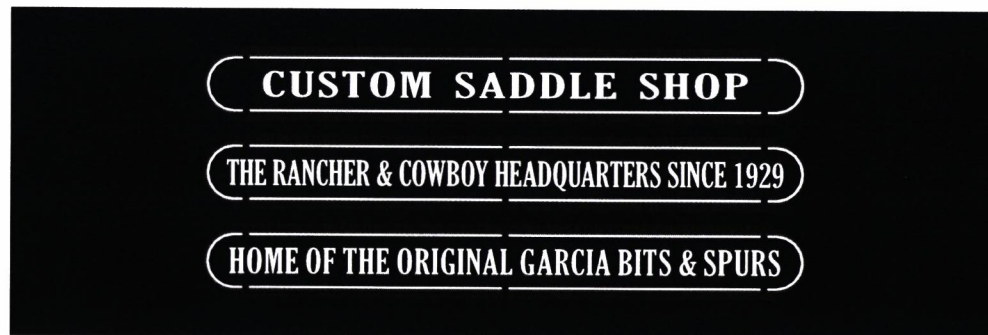
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PROPOSED



ILLUMINATION VIEW

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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  
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#### Twin Falls Office

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

#### Boise/Meridian Office

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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.

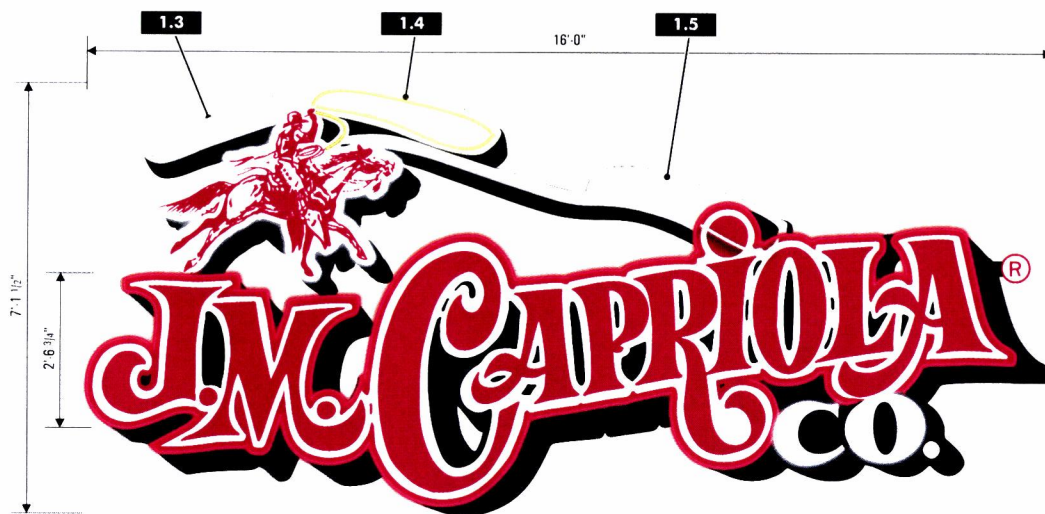
775 738-5710

1154 West Main Street  
Elko, NV 89801

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

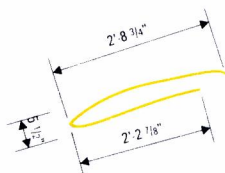
[yesco.com](http://yesco.com)



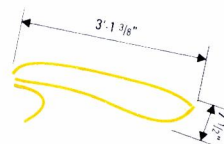


**1** WALL CABINET WITH DIGITALLY PRINTED - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"  
**PAGE 1** QUANTITY: 1 MANUFACTURE & INSTALL

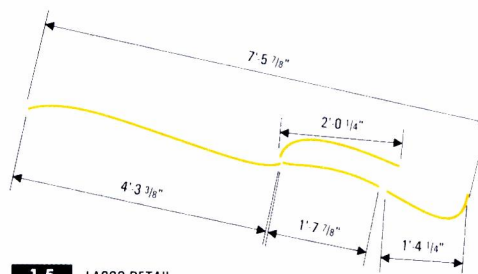
ARTWORK SHOWN AS A PLACEHOLDER.  
 CLIENT TO APPROVE ARTWORK AS  
 DEPICTED OR SUPPLY VECTOR  
 ARTWORK PRIOR TO FABRICATION.



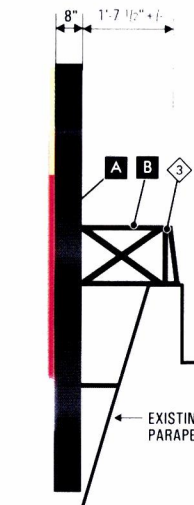
**1.3** LASSO DETAIL



**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: 114.00H<sup>2</sup>

FINAL ELECTRICAL CONNECTION BY: **NOT INCLUDED**

#### FABRICATION SPECIFICATIONS

<b>A</b>	CABINET	MATERIAL	ALUMINUM (FREEFORM CLOUD SHAPE)
		PAINT	2 COLOR PAINTBREAK (WHITE/BLACK)
		FINISH	SATIN
		LIGHTING	NO INTERNAL LIGHTING
<b>B</b>	VINYL	LAYER	1st SURFACE
		COLOR	3M#7725 13 TOMATO RED
<b>B</b>	STRUCTURE	MATERIAL	STEEL FRAME
		ATTACHMENT	(ATTACHMENT TO PARAPET T.B.D.)
		ANGLE	ANGLE
		SIZE	1' - x 1' - - ENGINEERING TO DETERMINE
<b>C</b>	LED	PAINT	MATCH ROOF
		FINISH	MATTE
		TYPE	FLEX LED
		SUPPLIER	LED NEONFLEX
<b>C</b>	LED	FIXTURE	(VIVID S 270 PIXEL OR EQUIV.)
		FIXTURE COLOR	GREY
		COLOR	RGB (YELLOW, WHITE, RED)
<b>C</b>	LED	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

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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**



## DESIGN

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

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## Revisions



No.	Date / Description
1	06-08-2003
2	07-09-2003 Adm. plan entered in the log.
3	07-10-2003 No. 27, 1904
4	07-23-2003, implementation of design is progressing slowly.

## 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

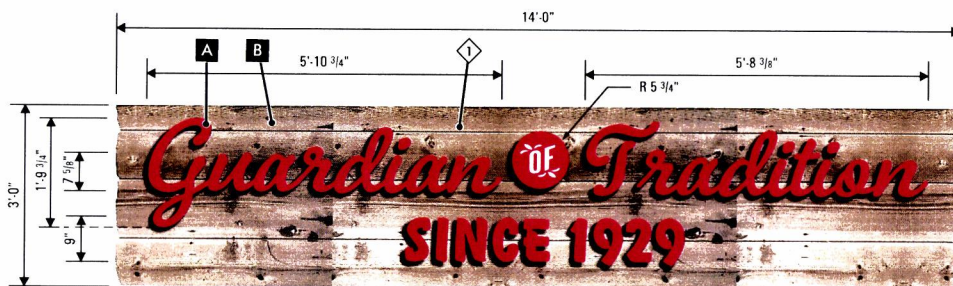
#

R3

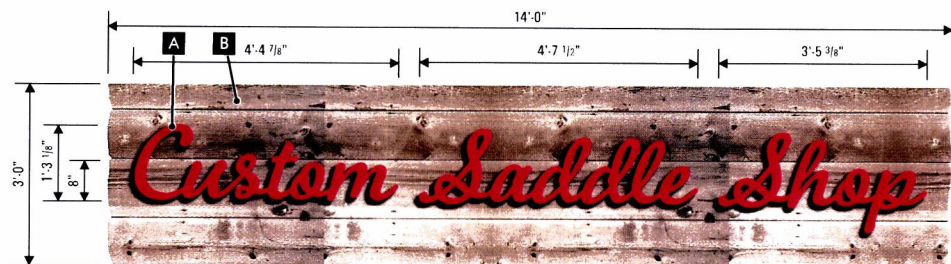
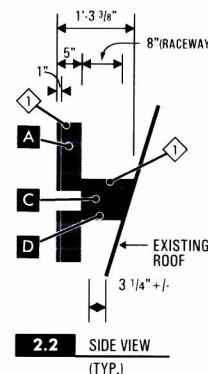
scale: as noted

# ART 2.0

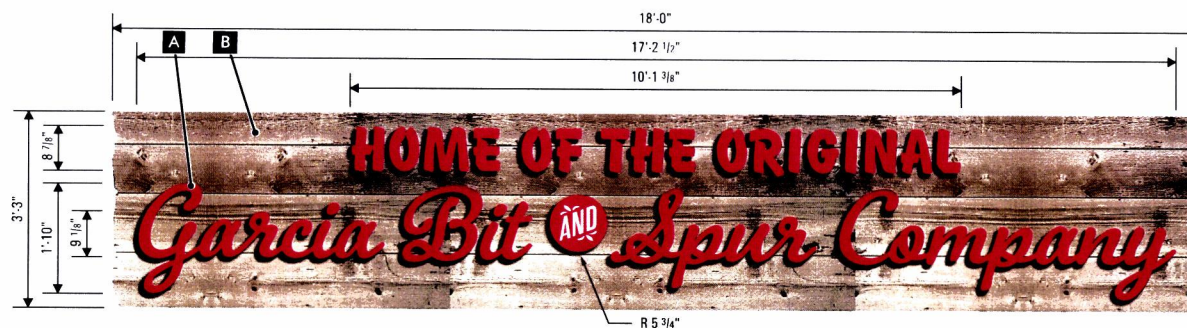




**2** PAN CHANNEL LETTERS ON DIGITALLY PRINTED BACKER - S/F, INTERNALLY ILLUM. SCALE: 1/2" = 1'-0"  
**PAGE 3** QUANTITY: 1 MANUFACTURE & INSTALL



**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 <sup>2</sup>	
PERMITTING SIGN 3 AREA: 42.00ft <sup>2</sup>	
PERMITTING SIGN 4 AREA: 58.50ft <sup>2</sup>	
FINAL ELECTRICAL CONNECTION BY:	NOT INCLUDED

FABRICATION SPECIFICATIONS	
<b>A</b> PAN CHANNEL	LIGHT TYPE LED (5000K)
FACE	MATERIAL ACRYLIC
COLOR	WHITE #7328
RETAINER	TYPE TRIM CAP
SIZE	1"
RETURN	COLOR/PAINT TRIMCAP COLOR
DEPTH	5"
PAINT	PRE-PAINTED BLACK
<b>B</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
<b>C</b> RACEWAY	SIZE 8" x 8"
PAINT	SEE COLOR KEY
FINISH	SATIN
<b>D</b> 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

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Revisions

No.	Date / Description
1	01.03.2019
2	01.03.2019
3	01.03.2019
4	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

3 - WALL SIGNS

# R3

scale: as noted

**ART 3.0**







**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: 60.00ft <sup>2</sup>			
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 YENSCH SPECIES SAMPLES FOR APPROVED COLOR SPECIFICATIONS.		

## YESCO DESIGN

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

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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



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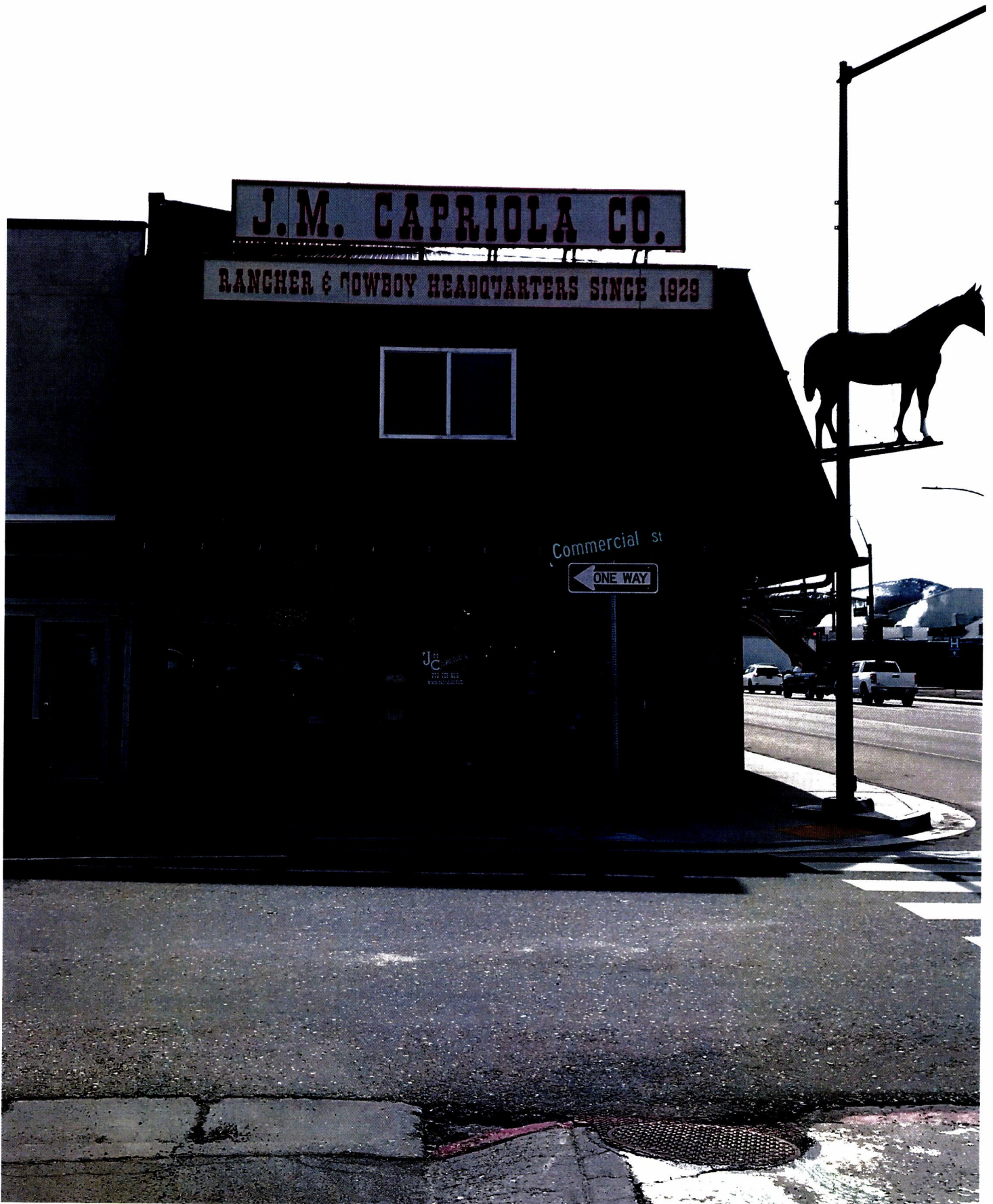
MAR 26 2019

J.M. CAPRIOLA CO.

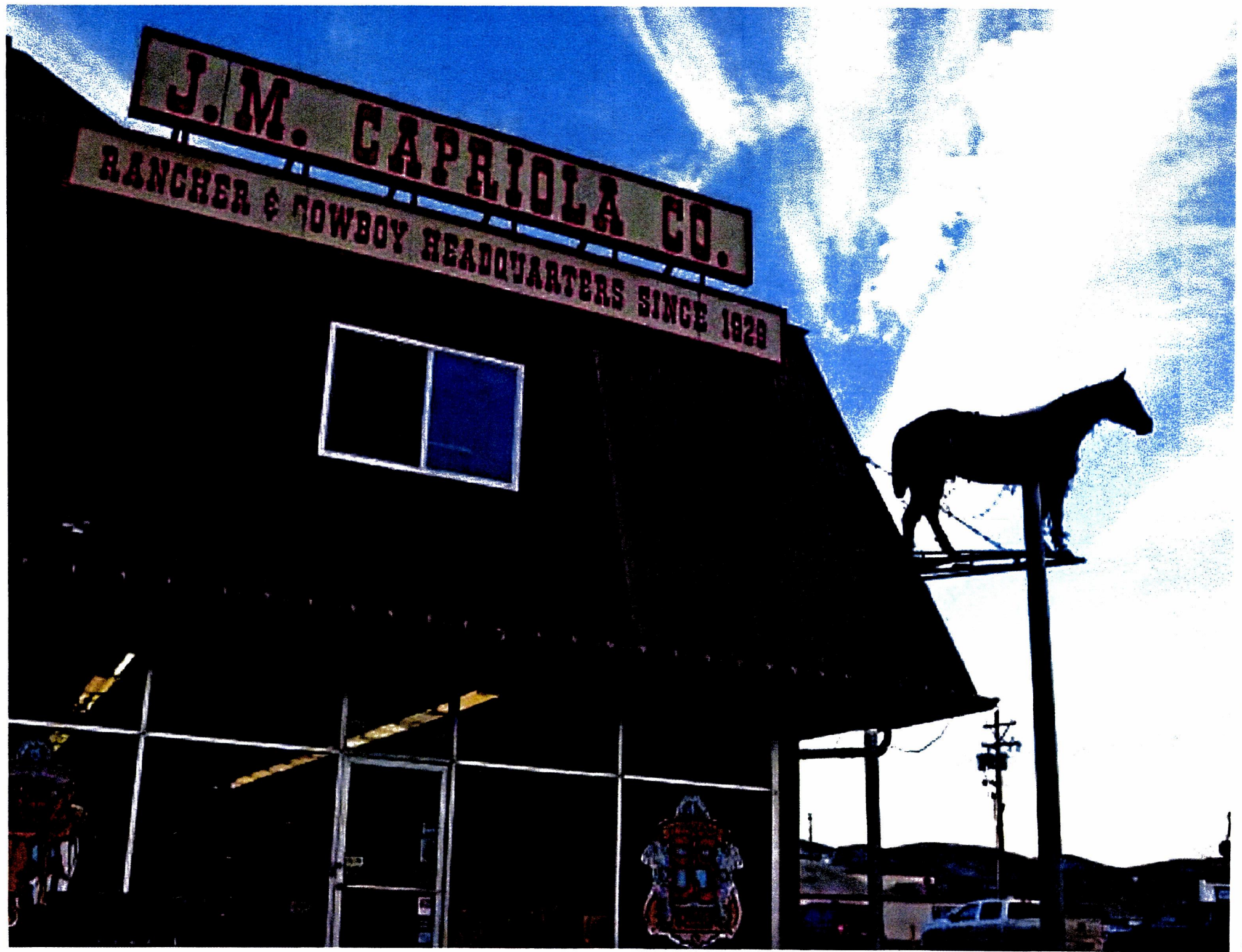
RANCHER & COWBOY HEADQUARTERS SINCE 1929





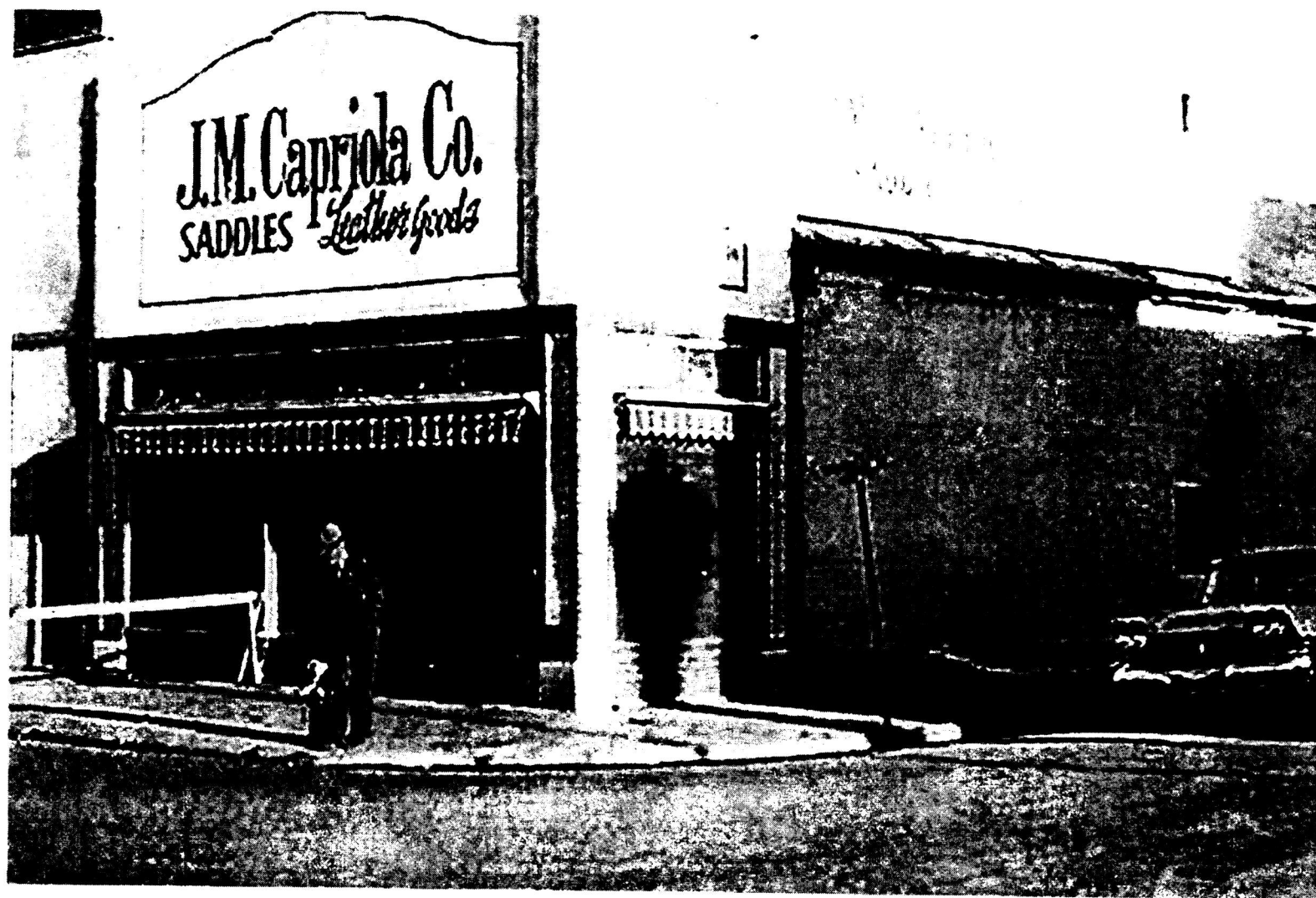






**J.M. CAPRIOLA CO.**

**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.

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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](http://www.capriolas.com) or Email to [orders@capriolas.com](mailto:orders@capriolas.com).



**Elko Redevelopment Agency  
Agenda Action Sheet**

1. Title: **Review, consideration and possible action on the remainder of funds from the 2019 Storefront Improvement Grant review cycle, and matters related thereto.**  
**ACTION ITEM**
2. Meeting Date: **May 21, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **15 Minutes**
5. Background Information: **The Redevelopment Agency allocated \$50,000 for the 2019 Storefront Improvement Grants The 2019 application period ended March 30, 2018 and there were two grant applications received for a total funding request of \$24,443.14. This leaves a balance of \$25,556.86. The Storefront Improvement Grant Program Guidelines states: *If the available, budgeted funding is not fully expended in any given application review cycle, applications will be accepted on a first-come, first-served basis until all available, budgeted funding is exhausted*". The RDA has the option of extending the application review cycle as stated in the guidelines or allocating the remaining funds to the 2020 Storefront Improvement Grant.**
6. Budget Information:  
    Appropriation Required:  
    Budget amount available: **\$50,000**  
    Fund name: **Redevelopment Agency**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information:
9. Recommended Motion: **Pleasure of the RDA**
10. Prepared By: **Cathy Laughlin, City Planner**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:

City of Elko Redevelopment Agency  
Agenda Action Sheet

1. Title: **Review, consideration, and possible authorization to refurbish the existing train in Centennial Park, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **May 21, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **5 minutes**
5. Background Information: **Byrnes Painting has offered to paint the train as a donation to the City of Elko. The paint is also being donated to the project. Several windows, mirrors, and misc. items will need to be replaced by other suppliers/city staff as part of the project. We would request an expenditure not to exceed \$4,000 for the misc. items to be repaired or replaced.**
6. Budget Information:  
    Appropriation Required: **N/A**  
    Budget amount available: **N/A**  
    Fund name: **Redevelopment Fund**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information:
9. Recommended Motion: **Move to approve the generous donation from Byrnes Painting and their paint supplier as well as the expenditure not to exceed \$4,000 for misc. items for the refurbishment of the train in Centennial Park**
10. Prepared By: **Cathy Laughlin, Redevelopment Manager/City Planner**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:













City of Elko Redevelopment Agency  
Agenda Action Sheet

1. Title: **Review, consideration, and possible approval of the design of Phase 1, Project 3; Block Ends, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **May 21, 2019**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **20 minutes**
5. Background Information: **The RAC, at their April 25, 2019 meeting, moved to recommend to the RDA to accept the design as presented. There was discussion regarding adding hardscape areas for potential art but the motion didn't include the change. Staff is recommending that we do include the hardscape areas and include those areas as an add alternate in the bid process. 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 RDA**
10. Prepared By: **Cathy Laughlin, Redevelopment Manager / 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

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

BT

ACAD 2017

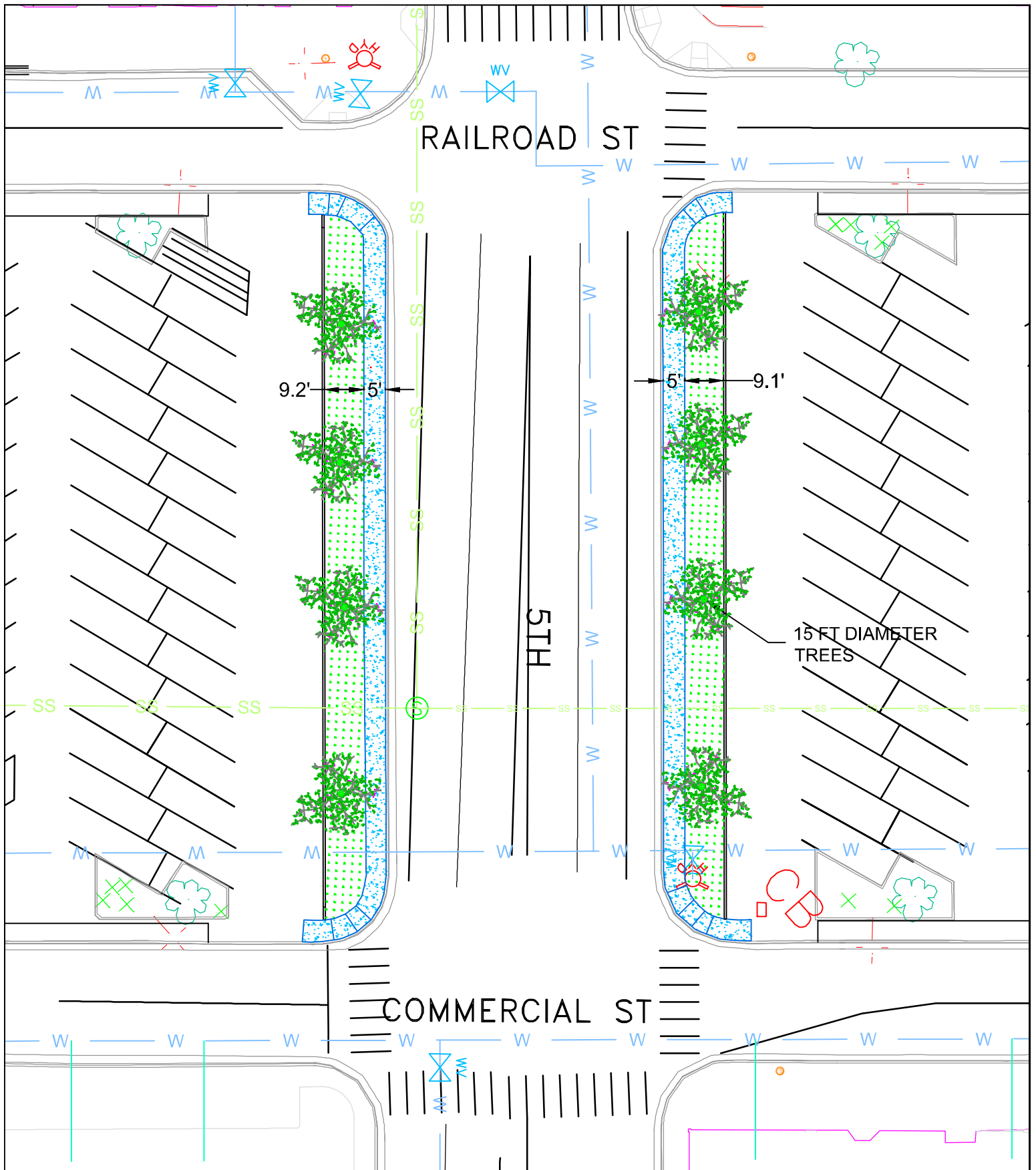
CHECKED BY

BT

DATE

4/17/2019





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ELKO, NEVADA 89801  
775-777-7210

SCALE

HORZ 1" = 30'

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# **BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 5TH STREET**

DESIGNED BY

BT

DRAWN BY

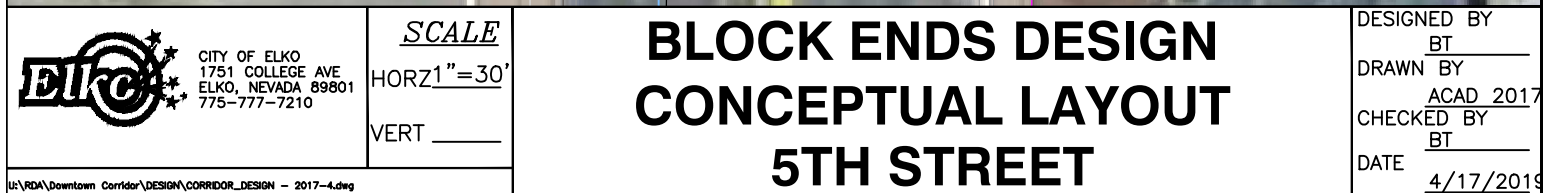
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CHECKED BY

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DATE

4/17/2019







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ELKO, NEVADA 89801  
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SCALE

HORZ 1" = 30'

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# **BLOCK ENDS DESIGN CONCEPTUAL LAYOUT 6TH STREET**

DESIGNED BY

BT

DRAWN BY

ACAD 2017

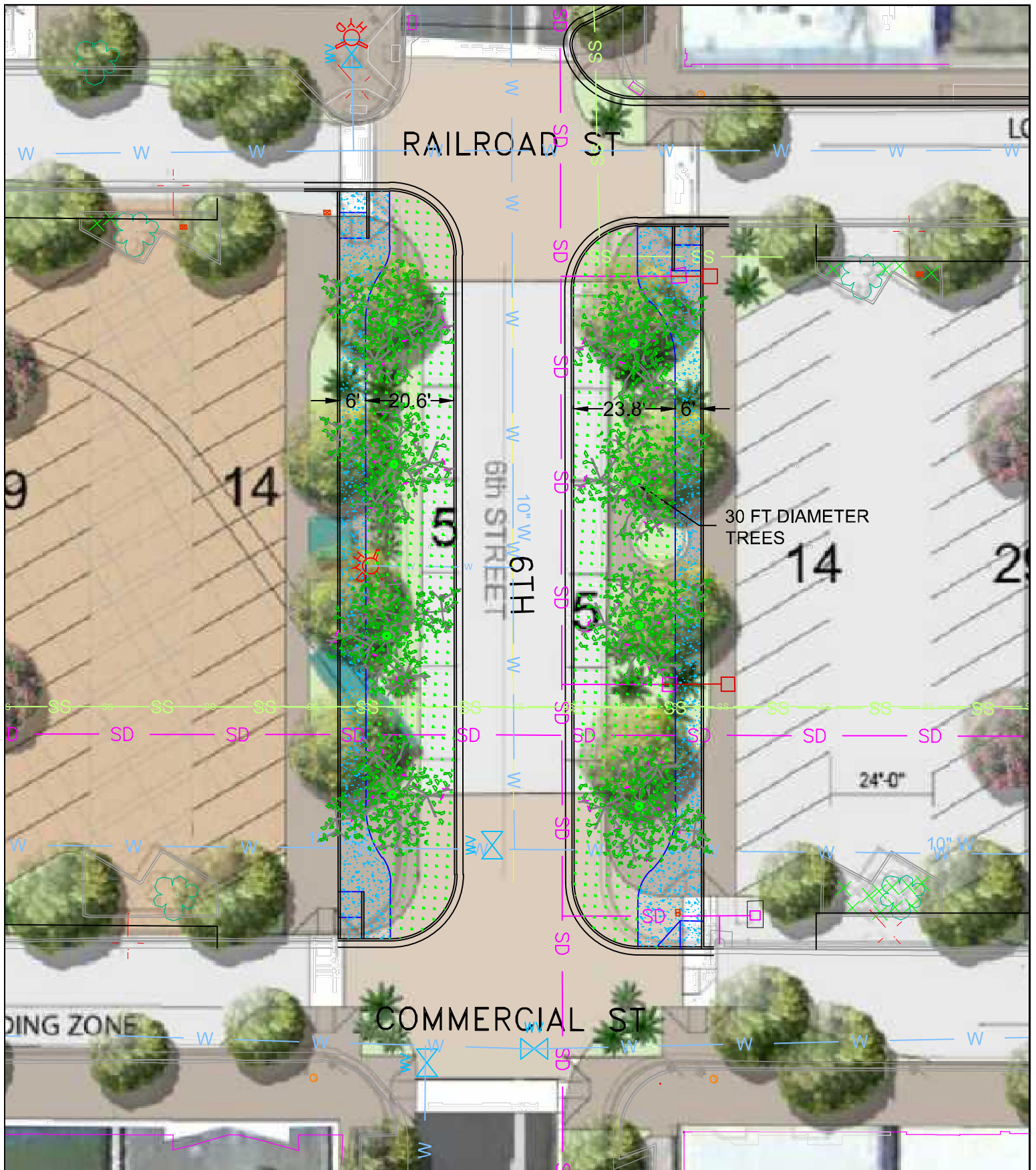
CHECKED BY

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

## Redevelopment Agency 2018/2019 Budget

July 1, 2018 to June 30, 2019

Revenues		
	Approved Budget	As of 5/15/2019
Beginning Fund Balance	<b>\$803,514</b>	
Budget to beginning fund balance dif.	<b>\$47,208</b>	
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 5/15/2019
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

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**@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.

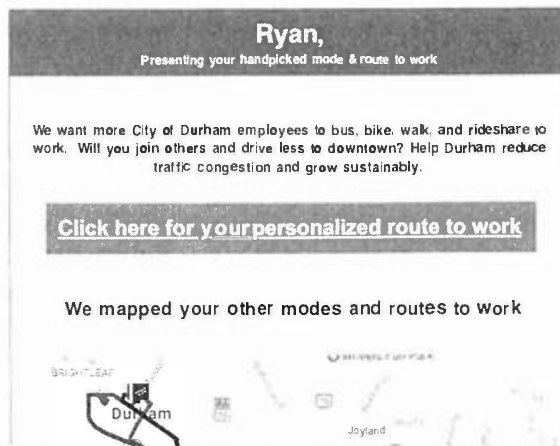
"Humans have an amazing ability to think we have a bigger chance [of winning] than we do," Sherlock told CityLab. "So we just took that insight and applied that to trying to encourage a pro-social behavior."

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.

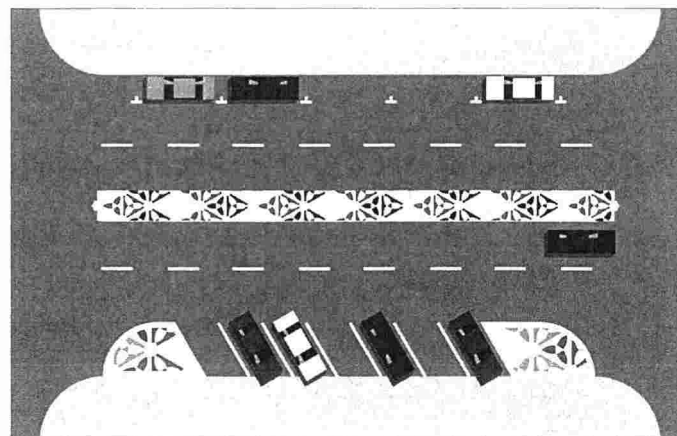
So King huddled with the Douglas Design District's board to talk about ways to get the ball rolling. Their brainstorm: Paint a mock-up of the median and crosswalks on Douglas Avenue so business owners, residents, and shoppers could get a feel for the changes.

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."

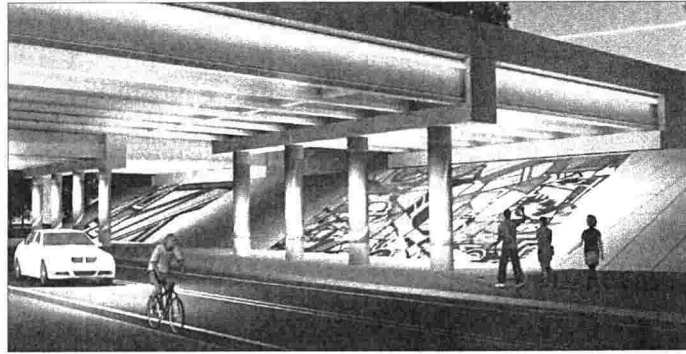
She has been pushing the city to fix the problem.

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](http://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



Long-term street redesign

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**

## "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.

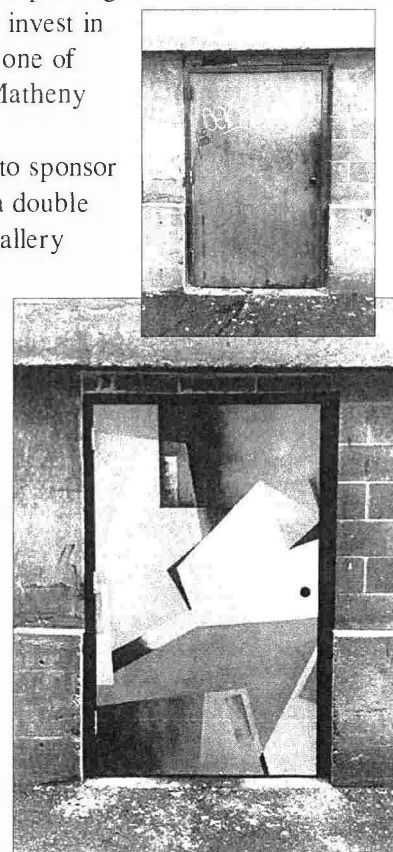
Louisville Downtown Partnership also pays \$300 to an artist for use of their work.

"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](http://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](http://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](http://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-

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# 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

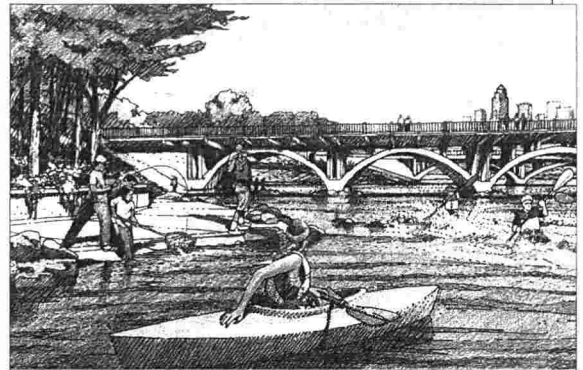
Improved quality of life, economic development, tourism, and workforce recruitment are all goals of the Greater Des Moines Water Trails and Greenways Plan.

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."

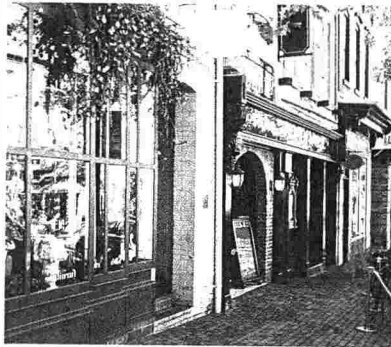
Planners hope to raise about one-third of the cost for the project from donations. The rest would be paid for with local, state, and federal dollars.



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

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## 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**

75+  
50+  
50+

**MAKE IT delicious**

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](http://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](http://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 Bibim 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."

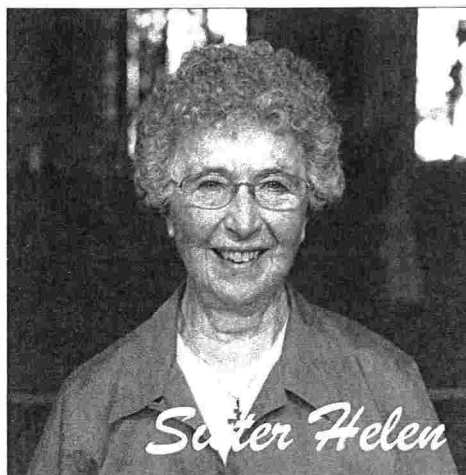
In July, the I am a Dubuquer campaign was born. The campaign website combines simple, black-and-white portraits of community members with brief text about their journeys to Dubuque.

See the website at:  
[imadubuquer.com](http://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."

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# 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.

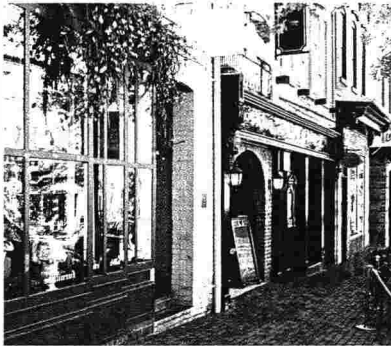
Eligible conversions may receive grant awards of up to \$6,250 per unit for up to four units. No property owner may receive more than \$25,000 from the program over the life of the project. To qualify for grant funds, applicants must match the grant amount by

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](http://DowntownDevelopment.com) and click on "Web Extras." **DIX**



# Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

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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, down-scale 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](http://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

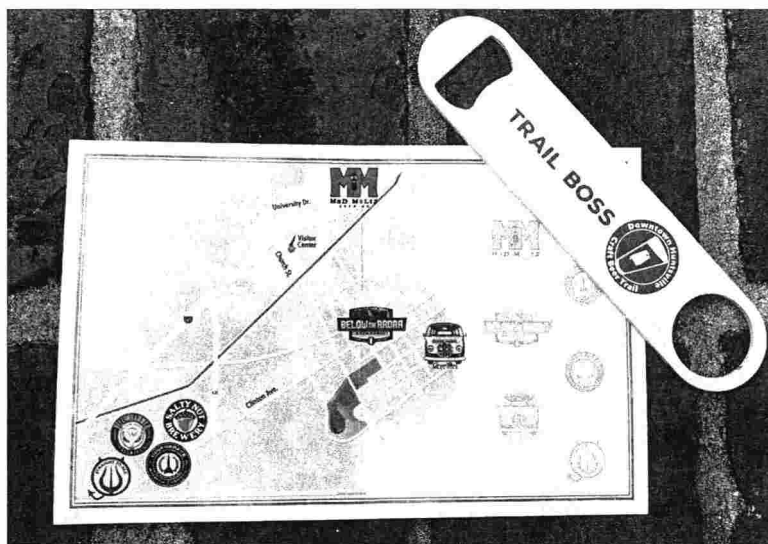
downtown boosters handed out 6,000 trail cards. And microbreweries awarded 1,000 bottle openers.

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](http://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**

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*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."

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# 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](http://DowntownDevelopment.com) and click on "Web Extras."

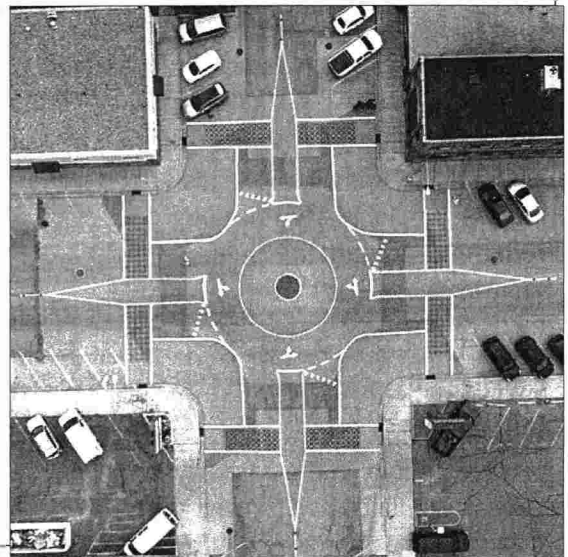
## Downtown gives roundabouts a test drive

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**



# Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

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Eat Authentico Restaurant  
Crawl: Promotional video

Downtown Barstool Open:  
Promotional video

Downtown Living Tour:  
Promotional video

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## PATHWAYS AND PUBLIC SPACES

### To make downtown more attractive, embrace “the power of public restrooms”

Public potties might be the most mundane and the most fundamental challenge facing downtown leaders.

On the one hand, downtowns increasingly are home to coffee shops, microbreweries, wineries, food carts, and food trucks that increase visitors’ need for toilets. On the other hand, many downtowns prefer to avoid the cost and hassle of operating public restrooms.

If your downtown has a dearth of public restrooms — and especially if your toilets close at 5 p.m. — downtown consultant Roger Brooks

suggests you rethink your approach. He sings the praises of what he calls “the power of public restrooms.”

Restrooms can be trouble spots, he acknowledges. Vagrants and drug addicts can use them as shelter.

Even so, Brooks says open restrooms pay for themselves by projecting a welcoming vibe and luring people to linger longer.

“Relieved visitors spend more,” Brooks says.

Not offering public restrooms is akin to inviting guests to your home  
*(Continued on page 3)*

## ATTRACTION

### By hosting a few strategic events, downtown attracts new visitors

For years, downtown leaders in El Paso, TX (est. pop. 683,577), steered clear of hosting events. Joe Gudenrath, executive director of El Paso’s Downtown Management District, figured there was no need, considering other organizations put on a full slate of festivals, fitness events, and gallery tours.

“Plenty of events already are happening,” Gudenrath says. “We’re fortunate that we don’t

have to be the sole source of downtown events.”

In 2017, Gudenrath and the Downtown Management District (DMD) had something of a change of heart. The DMD decided to organize a limited number of strategic events.

“We knew that events were a way to attract an audience, and a diverse audience,” Gudenrath says. “We wanted to host events that could

*(Continued on page 7)*



## Opportunity zones create excitement, but some urge caution

Developer Vanessa Sturgeon is building a 123-room hotel in downtown Salem, OR (est. pop. 169,798), and she plans to take advantage of new tax breaks offered to investors who deploy capital in opportunity zones.

***"The tax tail should not be wagging the dog."***

But Sturgeon is cautious about the benefits of opportunity zones, a tax-advantaged designation created as part of the tax reform signed by President Donald

Trump in late 2017. The federal government continues to clarify rules for opportunity zones, but the tax break has sparked a flurry of excitement among deep-pocketed investors.

"There is a level of irrational jubilation with regard to tax avoidance," says Sturgeon, president of TMT Development in Portland, OR. "The tax tail should not be wagging the dog."

For downtown leaders, Sturgeon's warning is a relevant one: The excitement around opportunity zones could bring much-needed new projects to struggling cities. But if the tax break creates an irrational frenzy of real estate investment, blighted downtowns could be saddled with even more failed projects.

Opportunity zones are expected to lure billions of dollars in new investments and potentially save investors trillions in taxes, presuming that the value of new developments in opportunity zones rises enough that investors will enjoy hefty gains.

When Congress established boundaries defining opportunity zones, Sturgeon already had planned to develop a new hotel on the site of a run-down parking garage across the street from Oregon's state capitol.

"It is a dilapidated, condemned parking garage," Sturgeon says. "It is in really, really bad condition."

The opportunity zone tax breaks boost the hotel's internal rate of return by about 3.5 percentage points, Sturgeon says — a sum she characterizes as "a nice bonus" but not enough to turn a losing project into a winner.

"A bad investment in an opportunity zone is still a bad investment," Sturgeon says.

Sturgeon says she was drawn by fundamental factors beyond taxes. Salem has a growing economy but a shortage of hotels, and her site's location makes it a prime spot for lawmakers and lobbyists looking for rooms.

Opportunity zones dangle a tempting tax break before investors: Those who hold

### Downtown officials promote opportunity zones to developers, investors

In Maine, public officials and real estate brokers see opportunity zones as a redevelopment tool for downtowns — and they're marketing that notion to investors and developers.

Development officials across Maine are actively promoting their zones in an effort to lure investors. In Waterville, the Central Maine Growth Council is planning workshops and wooing developers.

A Maine Real Estate and Developers Association workshop in Portland on the zones, held in December, drew a standing-room only crowd, and the group plans more such events across the state.

Keith Luke, Augusta's deputy economic development director, says local promotion is key.

When developers start talking about the top places in the state to invest through the zone program, "We want to be sure to be on the list," Luke tells MaineBiz.

Augusta, ME (est. pop. 18,594), is home to one of the nation's first opportunity zone projects, the redevelopment of a historic downtown building.

Developer Ben Spencer of Capital Area Properties tells MaineBiz that while his investment group already planned to buy and redevelop the downtown building, the tax breaks from the opportunity zone program sealed the deal.

"It was an attractive place to us, but the opportunity zone made it easier," Spencer says.

properties in opportunity zones for at least 10 years are relieved of capital gains taxes. Investors who sell before 10 years will receive a less lavish tax benefit.

Proponents of opportunity zones hope the generous tax benefit will create a flood of capital into distressed towns and neighborhoods that have continued to struggle despite a strong U.S. economy since the Great Recession.

### Thousands of potential sites

Congress designated 8,700 areas as opportunity zones, and the locations are a mixed bag. Some are struggling inner-city neighborhoods in Newark, NJ, Detroit, and Gary, IN. Other opportunity zones are in less-obvious places, such as downtown Las Vegas and sections of Long Island City, the area of Queens where Amazon had planned a large campus.

Many opportunity zones are seeing a flurry of activity. In the blighted Sistrunk Boulevard area of Fort Lauderdale, FL, investors are lining up to take advantage of tax breaks.

"Folks are buying left and right. The foreign dollars coming in to purchase here. It's unreal," Germaine Smith-Baugh, head of the Urban League of Broward County, tells commercial real estate site Bisnow.

She's not sure if all the new property

owners are geniuses or fools or something in between.

"It could be the best thing since sliced bread, or it could be a disaster," Smith-Baugh says.

Rick Chess, an attorney in Richmond, VA, says opportunity zones could create unintended consequences. For instance, some of the new projects, like Sturgeon's hotel in Salem, might have happened anyway. In those cases, the federal government is granting a tax break that wasn't necessary.

In other cases, exuberance about the tax benefits of opportunity zones might encourage investors to back misguided projects.

Chess notes that opportunity zones aren't the only way for investors to receive tax breaks for betting on distressed areas. And he says investment groups that take advantage of the new rules will have to jump through multiple hoops.

"This is not an easy process to go through," Chess says. "Is the additional pain worth it to you?"

Her advice to investors also applies to downtown leaders: "Buyer beware."

*Contacts: Vanessa Sturgeon, TMT Development, 503-241-1111; Rick Chess, Chess Law Firm, 804-241-9999.* **DIX**

## To make downtown more attractive, embrace "the power of public restrooms" — Continued from page 1

for a dinner party and telling them they can't use your home's bathroom.

"Public restrooms are core to placemaking," Brooks says. "Your downtown should be your public living room. It's a ridiculous idea to invite people downtown, try to get them to spend time there, and tell them they have to leave when it's time for a potty break."

Calling restrooms "absolutely critical," Brooks offered these tips for a washroom strategy in a recent webinar:

- **Never send customers away.** Chances are that storefronts in your downtown have signs reading "Restrooms are for customers only" or "No public restrooms." "That's just like saying, 'Go away,'" Brooks says. "Every single business in your community is in the hospitality industry."

**"Relieved visitors spend more."**

He says you and your merchants should take a hint from McDonald's, which never posts a "No public restrooms" sign. The chain



Wayfinding signage clearly directs visitors to public restrooms.

has found that many people who come in just to use the bathroom buy something after they leave the loo. “Starbucks became a great third place because their restrooms are always open to the public,” Brooks says.

• **Put restrooms in the heart of your downtown.**

If washrooms are located in a prime location, they will attract fewer vagrants and drug dealers. And the high-traffic spot will drive more traffic to downtown businesses.

• **Pay merchants to open their restrooms.**

What if your downtown doesn’t have thousands of dollars to pay for construc-

tion of new restrooms? Compensate business owners who open their existing restrooms to the public.

In Santa Cruz, CA, the city offers \$400 a month to downtown tenants who make their restrooms available to anyone, and post a sign in the front window. Bookshop Santa Cruz is among the tenants to embrace the offer.

And in Traverse City, MI, the downtown development authority pays \$250 a month for businesses with single stalls, and more for multiple stalls. One caveat: The bathrooms must comply with the Americans with Disabilities Act.

• **Post visitor information at your public restrooms.** Brooks calls it a way to “monetize” the bathrooms. Restrooms draw traffic, so take advantage by making available a map of downtown, or by including flyers and brochures about downtown businesses.

• **Make them easy to find.** Eliminate frustration by clearly marking public restrooms. Include restrooms on your wayfinding signs, both for motorists and for pedestrians. If you have an app for downtown visitors, be sure to include public restroom information there, too.

• **Make sure they’re open late.**

Fully 70 percent of spending at brick-and-mortar retailers and restaurants comes after 6 p.m., Brooks says. If you’ve got public restrooms in city hall or a public library but those facilities close after normal business hours, you don’t have washrooms when you need them most. Brooks says public bathrooms should be open until 10 p.m. — and should open at 7 a.m., for earlybirds visiting coffeeshops.

• **Make people feel safe.** Bathrooms can be magnets for bad behavior. One downtown fixed its crime issues by piping in classical music. That was an unusual move, but a more common tactic is to add lighting and security cameras outside the bathroom. The simple change of making a restroom a clean, well-

## New bathroom designs deter crime

Public restrooms might be a necessary amenity, but they also can be trouble spots for drug use and other illicit behavior.

“A homeless person will go in there and lock the door and they’ll just camp out overnight,” downtown consultant Roger Brooks says.

Manufacturers of public restrooms have incorporated new designs that address some of those issues. Brooks points to the well-known “Portland loo,” a single-stall structure that costs about \$90,000. The stainless-steel exterior is graffiti-proof, and there are see-through slats at the bottom. The openings provide ventilation, and they also allow police to see how many pairs of feet are in the restroom.

Napa, CA, has an Exeloo restroom that cost \$220,000 for multiple stalls and automated doors. The sliding doors remain open until someone enters the bathroom. Then the door remains closed for only 10 minutes. The bathroom warns the user when time is running out.

In another example, manufacturer Romtec sells single stalls for as little as \$11,000.

Cost can be an obstacle, but grants are available for public restrooms. And Brooks says city officials should view restrooms as a necessary cost, much like playgrounds and athletic fields.



lighted place will scare off trouble-makers and attract everyday visitors.

- **Keep them clean.** “If you don’t maintain them, it is a direct reflection on you,” Brooks says. Be sure to clean public restrooms at least every three to four hours. If your downtown is a bustling, high-traffic place, you might need to clean restrooms more frequently.

- **Try pop-up restrooms.** In Winnipeg, Manitoba, downtown leaders move a “pop-up” restroom from spot to spot throughout downtown. You need not go that far: Just as a vacant storefront can be a pop-up holiday store, empty retail or office space also could be turned into temporary public restrooms.

- **Hire homeless people as attendants.** In some cities, downtown leaders have made the best of the problem of homelessness by hiring homeless people to keep an eye on public restrooms. Or, Brooks says, you could seek out volunteers or retirees, or you could hire students looking for a low-skill job.

- **Make it a destination.** If you’re feeling ambitious, move beyond basic bathrooms to catchy ones. Brooks notes that Sulphur



Exterior and interior photos of the glass-walled restroom in Sulphur Springs, TX, appear on TripAdvisor.com.

Springs, TX, revived its downtown in part by building glass-walled public potties that turned into an attraction in themselves. Photos from this attraction abound on social media. “We are now in the world of toilet tourism,” Brooks says.

Contact: Roger Brooks, Roger Brooks International, 206-241-4770. **DIX**

## ATTRACTION

### Downtown boom leads to rebranding effort

With 100 restaurants, 10 hotels, a movie theater, a bowling alley, and new apartments, downtown Knoxville, TN (est. pop. 187,347), is thriving.

As investment has flowed in and development has boomed, Downtown Knoxville, the city’s business improvement district, decided it was time to update its image.

“It’s completely different here than it was even 10 years ago,” says Robin Thomas, Downtown Knoxville’s marketing coordinator. “And it’s been about 10 years since Downtown Knoxville has had a brand refresh.”

So Downtown Knoxville embarked on a two-year project to revamp the district’s brand strategy and to gather data. The business improvement district worked with the state to gather data about the growth of retailers and restaurants.

It found that merchants in the .67-square-mile district brought in revenues of nearly \$134 million in 2017, an 11 percent increase from 2016.

That was the hard data. On the softer side, Downtown Knoxville hired a consultant to run focus groups to find out how

residents, employees, and visitors feel about the district.

Downtown Knoxville made a point of finding and retaining a branding company based in the city. It selected Robin Easter Design.

"We were very intentional about selecting a local firm," Thomas says. The firm conducted three dozen interviews with downtown merchants and residents. Among the themes that stood out were a sense of community, pride of place, and authenticity.

"We're not uppity, we're not pretentious," Kemp tells the *Knoxville News Sentinel*. "It's not glamorous or overly fancy."

Downtown fans also like the district's historic buildings and walkable scale.

Those findings will help drive a new brand, logo design, and messaging for Downtown Knoxville, which Thomas says is likely to be unveiled in June.

Contact: Robin Thomas, Downtown Knoxville, 865-246-2653. **DIX**

## ECONOMIC GROWTH

# Pop-up office space brings new tenants downtown

Cities throughout the country have used pop-up shops to breathe new life into vacant retail space. Taking a page from that playbook, downtown leaders in Dayton, OH (est. pop. 141,143), have found success with pop-up office space.

The new pop-ups are helping city center property owners facing higher than average vacancy rates, and new business owners seeking a foothold downtown.

**"This helped jump-start their ability to be part of the downtown business community."**

The Downtown Dayton Partnership persuaded the owner of Liberty Tower, built in 1931, to transform an eighth-floor dentist's office into an office space for small tenants.

The landlord removed the old wallpaper, along with the drop ceilings and the tiny exam rooms. The dated 1,200-square-foot space was transformed into an open suite with new carpet and lighting, along with a private meeting room, says Jen Cadieux, business development manager at Downtown Dayton Partnership.

The organization vetted prospective tenants, and in December, three small office users moved in. The new occupants are an accounting firm, a professional photographer, and a film production company.

All three had outgrown their home offices, and the entrepreneurs wanted to meet clients in an atmosphere that was more impressive than a Starbucks. But they weren't certain they could afford downtown office space. While suburban space is cheaper than downtown office space in Dayton, the tenants didn't think a spot in the 'burbs fit their company culture, Cadieux says.

As part of the program, Liberty Tower discounted its rents, which typically run \$8 to \$10 per square foot.

Downtown Dayton Partnership also offers a stipend. As a result, each tenant pays just \$150 a month for its share of the suite.

The stipend will disappear, and the landlord will raise rents over time, but with a goal of keeping the tenants downtown.

"This helped jump-start their ability to be part of the downtown business community," Cadieux says.

Downtown Dayton Partnership has run a pop-up retail program since 2011, and that effort has helped move small merchants into the mainstream economy.

Cadieux says the organization decided to take that concept to the office market. Dayton is small enough that it hasn't attracted co-working players such as WeWork or

VentureX, so downtown leaders had a bit more leeway to create their own incubator.

The office program also includes 10 hours of free legal advice and 15 hours of free marketing services.

Cadieux says she kicked off the effort with modest ambitions.

“We’re not solving all problems,” she says.

Low expectations aside, the first generation of the pop-up program is working well enough that the three tenants plan to stay in the building for the long term, and the landlord is getting access to tenants it might not have had otherwise.

“It’s working out well for everyone,” Cadieux says.

In fact, the pop-up office space has proven

## Site Seeker service aids commercial tenants

In addition to a pop-up office space program, the Downtown Dayton Partnership provides a “confidential Site Seeker service” to match business owners with available commercial space.

The partnership collects basic tenant information via an online form, which it then shares with roughly 50 downtown property representatives. For those who prefer to start the search on their own, the partnership also provides a list of available properties.

The Site Seeker service is online at [downtowndayton.org/doing-business/commercial-space](http://downtowndayton.org/doing-business/commercial-space).

successful enough that Cadieux hopes to find another downtown landlord to replicate the project.

Contact: Jen Cadieux, *Downtown Dayton Partnership*, 937-224-1518. **DIX**

## By hosting a few strategic events, downtown attracts new visitors — Continued from page 1

highlight our assets — so not just a concert to have a concert.”

El Paso’s newly launched Eat Authentico Restaurant Crawl is one such example. In 2017 and 2018, the DMD organized a five-stop tour of restaurants that agreed to serve an appetizer, entree, or dessert to a group of 20 to 30 people.

The pitch to patrons: Get a five-course meal and try some new dishes and unknown eateries. In its inaugural year, Gudenrath wondered if the Restaurant Crawl would work.

“When you’re starting out with a brand-new concept, you almost have to beg people to participate in this vague, abstract concept — with no confidence that you’re going to get people to show up,” he says.

Any fears were unfounded. The restaurant tour sold out in both 2017 and 2018.

“The feedback we get from the people who participate is overwhelmingly positive,” Gudenrath says. “They want us to do it every month.”

Gudenrath didn’t agree to go that far, but the DMD has boosted the frequency of the Restaurant Crawl. There will be two such events in 2019, one in May and another in September.

The DMD spreads out the restaurant crawl over three nights. A diner pays \$40 for a ticket on Wednesday or Thursday and \$45 on Friday.

Gudenrath says he purposely picked two slower nights of the week for the Restaurant Crawl. He didn’t want to crowd out customers on a traditionally busy night.

The idea of the Restaurant Crawl is to introduce diners to new spots, and the goal is

***“We’re fortunate that we don’t have to be the sole source of downtown events.”***





Shuttle stops are clearly marked during the Downtown Living Tour.

Teams dress the part for the Downtown Barstool Open.

to create repeat customers for the eateries.

"We want the people to be introduced to the restaurant, and for the restaurant to be able to shine," Gudenrath says.

A local credit union sponsors the event, and ticket sales cover the rest of the costs. Gudenrath says the downtown eateries give a bit of a discount on the dishes they serve for the Restaurant Crawl, but he aims to pay restaurants enough so that they can cover their costs — and hopefully enjoy the experience enough to participate again.

One bit of negative feedback: After the first Restaurant Crawl, participants griped that the restaurants were too far apart, and they spent too much time walking. Gudenrath adjusted the layout to keep the destinations closer together.

In another strategic event, the El Paso DMD hosts the Barstool Open. It's a nine-hole miniature golf tournament with stops at downtown bars and pubs.

The DMD opens the tournament to 25 teams of four, and the 2018 event sold out.

The DMD coordinates scorecards and prizes, and Gudenrath says he scheduled the event to take place a week before the Super Bowl, traditionally a slow weekend for downtown's sports bars.

"There's nothing going on that weekend before Super Bowl weekend, and normally a lot of these places would have no customers," says Gudenrath.

For the golfers, prizes include cash and gift cards. While the Barstool Open clearly is built around drinking, Gudenrath says the DMD scrupulously avoids giving out drink tickets or directly touching alcohol.

"We wanted to stay away from alcohol, but also support our businesses that sell alcohol," he says.

The Barstool Open accomplished its goal of bringing new patrons to downtown businesses. Gudenrath says fully 80 percent of participants reported that they were visiting the host bars for the first time.

### Be sure to follow up

That bit of intelligence illustrates the importance of post-mortem surveys. Gudenrath suggests making them a regular part of any event.

"You learn so much about what people like and what they don't like," he says.

The El Paso DMD also has begun hosting a Downtown Living Tour, which includes stops at eight new residential developments. A ticket for that event costs \$15.

In addition to residential growth, Downtown El Paso has seen a hotel boom, and Gudenrath plans a hotel tour that also will highlight El Paso's new streetcar system.

The DMD also organizes an annual 5K run, which Gudenrath describes as the least narrowly focused of the organization's downtown events.

"It is a 5K tour of downtown," he says. "That is the only one that is simply exposure-based."

Gudenrath suggests that downtown leaders have clear goals for any events they host. That includes figuring out the finances. While none of the DMD's events



[DowntownDevelopment.com](http://DowntownDevelopment.com)

To view promotional videos for El Paso's Downtown Barstool Open, Eat Authentico Restaurant Crawl, and Downtown Living Tour, visit our website and click on "Web Extras."

are free, the organization aims to keep ticket prices low enough that large numbers of people turn out.

"Our goal is exposure to the asset," Gudenrath says. "Generating revenue is a goal, but

not a primary goal. Our strategy is to have ticket revenue bring in some money but then break even on sponsorships."

Contact: Joe Gudenrath, El Paso Downtown Management District, 915-400-2294. **DIX**

## ACCESS AND MOBILITY

# Faced with clogged streets, downtowns consider shorter delivery hours, steeper fines

Like many business districts, the village of Ridgewood, NJ (est. pop. 25,692), faces traffic snarls caused by trucks making deliveries to downtown merchants.

Ridgewood is considering a dramatic crackdown: The village council has entertained — but not enacted — a ban on deliveries between 10 a.m. and 10 p.m. The village also considered imposing a weight limit of 18,000 pounds on vehicles traveling downtown.

Chicago is taking a different approach. It tripled the fine for delivery drivers who double-park on downtown streets.

Finding space for delivery trucks is an age-old challenge for downtowns. But the problem is intensifying in the era of e-commerce, which sees more and more consumers ordering clothes, drugs, and groceries for delivery to their homes and offices.

In Ridgewood, the proposal to limit delivery hours brought harsh reviews from downtown business owners, illustrating just how fraught the topic is. But there's little question that deliveries create traffic bottlenecks and safety problems.

Ridgewood's bustling downtown is home to more than 100 restaurants, and daytime deliveries are a common sight. Hazard lights flashing, the delivery trucks and vans double-park or take more than one metered spot — sometimes for as long as several hours.

Many downtown storefronts lack alleys or rear parking lots for deliveries.

"Our downtown is not built to handle 18-wheelers dropping stuff off and blocking on-street parking," Mayor Ramon Hache says, according to the *Bergen County Record*.

Some frustrated business owners proposed limiting deliveries to overnight and early-morning hours. However, that proposal brought fierce pushback from downtown merchants, leaving the village to look for a compromise.

"Rather than limiting hours, which would be disastrous for us, you look for places that could be made loading zones on each block, on the side streets, where it could be convenient enough for us to get our deliveries," says Joanne Ricci, owner of Raymond's restaurant, according to *The Record*.

In Chicago, meanwhile, the city council passed an ordinance that raised the fine for double parking to \$300 from \$100. The higher penalty applies only to downtown neighborhoods.

Alderman Brendan Reilly told the *Chicago Sun-Times* he hears daily grievances about "rampant parking and loading in traffic lanes and bike lanes."

Most of the scofflaws are UPS, FedEx, Amazon, and DHL trucks, along with 18-wheelers delivering beverages, Reilly said.

"The city has designated hundreds of curbside loading accommodations for the delivery

of freight downtown — yet delivery vehicles continue to regularly obstruct lanes of traffic to make their deliveries, often when curbside loading is available to them,” Reilly told the *Sun-Times*.

He said the \$100 fine wasn’t enough to curb “rampant abuse that clogs traffic and puts other drivers, pedestrians and bicyclists at risk.”

Meanwhile, in Oklahoma City, OK (est. pop 643,648), officials have taken a gentler approach to double parking on the tracks of the city’s new downtown streetcar.

The city’s public transportation department is using polite Post-it Notes on windshields to alert parking scofflaws, the *Journal Record* reports.

In one case, a car double-parked on the streetcar tracks moved only after 10 blasts of the streetcar’s horn, the *Journal Record* says. A FedEx driver also was double-parked on the tracks, but he needed just one nudge to move on.

The city plans a public education campaign to coach motorists about where they can and can’t park. **DIX**

## ACCESS AND MOBILITY

# Beyond scooters and bikes: Electric trikes, tiny cars hit downtowns

Now that shared bikes and scooters have invaded many city centers, a new breed of electric vehicles is coming to downtowns.

These latest modes of transport promise higher speeds and longer ranges.

In one dramatic salvo, French automaker Citroën unveiled a two-seat electric vehicle designed for urban ride-sharing in Europe and the U.S. The mini-car can hit top speeds of 28 mph and boasts a range of more than 60 miles on a single charge.

“Citroën designed Ami One Concept is an alternative to public transport (bus, tramway, metro) and other individual, two-wheeler means of transport such as bikes, scooters and kick scooters,” the company says.

Citroën unveiled the tiny car at the Geneva Motor Show in February. The company says

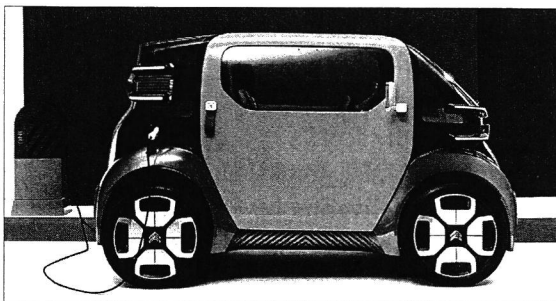
even users without a driver’s license can drive the vehicles, which are controlled by a smart-phone app.

The doors lock and unlock via a QR code on the aluminum base of the door handles. Once inside, the driver places the phone in a dock. The car has a roof and windows, protecting riders from the weather.

Meanwhile, mobility firm Gotcha in March unveiled the Gotcha Trike, a three-wheel vehicle that can reach speeds of 25 mph and travel 40 miles on a single charge.

“This capability allows riders to traverse significantly longer distances as compared to a scooter or bike,” Gotcha says. The company already operates bike, scooter, and electric ride-hail vehicles in 50 U.S. cities. Gotcha’s vehicle has two wheels in the front and one in the back. Gotcha says it’ll appeal to people who are skittish about two-wheeled motorcycles and scooters.

Trikes remain rare in downtowns because their girth means they require designated parking spaces, DigitalTrends.com reports. And because of their comparatively zippy speeds, some municipalities might require riders to hold a motorcycle license. **DIX**





# Idea Exchange

## Safety education for downtowners

The City of Lethbridge, in the Canadian province of Alberta, is enhancing downtown safety and security with a series of educational programs for businesses and nonprofits.

Sessions are presented on the third Tuesday of each month from 11:30 a.m. to 1:00 p.m. Topics cover issues such as: Understanding the drug crisis, business and event security, and crime response and reporting. In addition to the monthly meetings, materials are available in print and online.

The sessions are hosted by the Lethbridge Chamber of Commerce, City of Lethbridge, Lethbridge Police, and the Downtown Business Revitalization Zone.

The training is part of the city's overall Downtown Clean and Safe strategy.

## City creates permanent pedestrian plaza

A popular seasonal pedestrian plaza in downtown Vancouver, British Columbia, will become permanent by year's end.

The *Vancouver Sun* reports that closing the 800 block of Robson Street has been under consideration, in one form or another, since the early 1970s.

While the permanent plaza will help meet the public space needs of the growing city, there has been push-back on the \$5.38 million price tag.

Charles Gauthier, president of the Downtown Business Improvement Association, acknowledges the concern over the cost but highlights the

need to view public spaces like this in the same light as other public areas such as libraries, parks, and community centers.

He tells the *Sun*, "You're never going to necessarily recover those costs. I mean, libraries are huge investments, community centres are huge investments and we do it because we want a healthier population."

During the period of seasonal street closure, the city conducted pedestrian counts, intercept surveys, and business surveys. Overall there was strong support for the permanent closure. A city report notes:

"Feedback collected every summer (2011-2015) from passersby on 800 Robson Street has been overwhelmingly supportive of the space's seasonal transformation. Survey results have consistently shown that the temporary plaza encourages people to visit Robson Street and linger and enjoy the public space. Responses to the annual business survey indicate that the summertime closure has had minimal impact on the operations and sales of nearby businesses."

## Making the most of farmers market season

With growing interest in farm-to-table, locally produced foods, and walkable shopping opportunities, it is broadly accepted that a farmers market will draw more visitors downtown.

Often, markets are also used to program public spaces, or enliven the city center on a day when customer traffic has traditionally been slow. However, not every community has

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# Idea Exchange

a space that can be dedicated as a farmers market, and some communities must overcome not only space constraints but pushback from businesses that fear competition.

Thinking creatively about space, involving the naysayers, and choosing the location and day of the market strategically can all help overcome obstacles.

The Downtown Farmers Curb Market in Lakeland, FL, has come up with a creative solution. A roughly two block area is closed to traffic and around 50 vendors set up each week. Downtown Lakeland is quiet on a Saturday, says Becky Abel, former coordinator for the Lakeland Downtown Development Authority, and business owners are grateful for the 2,000 to 3,000 customers that the farmers market attracts.

"The entire community has embraced the market. It brings a lot of energy and people downtown." In fact, she notes, most of the businesses cross promote by mentioning that the market is located just outside their door, sharing pictures of the market on their Facebook pages, and by participating in the market by putting their own products outside.

## Former JC Penny building gets new lease on life

The 2018 Downtown Bellingham Retail Strategy notes that the site of the former JC Penny is "ripe for redevelopment."

Vacant for 30 years, the city has announced a public-private partnership proposal to purchase and redevelop the former department store building. The proposed agree-

## Office complex contributes to street-level activation

A 1970s era retail and office complex in downtown Houston, TX, is getting a facelift and embracing a new role.

In addition to an updated glass enclosed lobby, the reimagined outdoor plaza at Houston Center will feature a water wall, entertainment space, and multiple restaurants. In addition, more ground floor space throughout the complex will be devoted to retail.

The changes are an example of an ongoing focus on creating amenity-rich developments downtown, says commercial real estate site Bisnow. Downtown District President Bob Eury tells the site that, "This progressive, strategic shift accommodates the blurred lines of today's live-work-play corporate culture that tenants desire."



Rendering courtesy of Brookfield Properties.

ment would see the long-vacant structure converted to a mixed-use residential, office, and retail development, with 50 to 90 apartments, three ground-floor retail spaces, exterior and public space improvements, and an underground parking garage.

The Downtown Bellingham Partnership announced support for the project, emphasizing the wide-reaching positive impact of repurposing the large vacant store into a space fitting the modern needs of the downtown.

## Spring cleanup

The 22nd annual downtown clean up takes place this month in Elmira, NY.

Elmira Downtown partners with the City of Elmira, Elmira Kiwanis

Club, community agencies, and local businesses in this annual event which drew over 400 participants last year.

Volunteers ranging in age from kindergartners to senior citizens work together to clean specific areas of the 52-block downtown district. Volunteers are provided with all of the necessary supplies such as gloves, rakes, and garbage bags.

Both individuals and groups are encouraged to participate. After the morning's work, lunch and tee-shirts are provided for all volunteers. There are also prizes for the group that collects the most garbage and for the largest group. Lunch, tee-shirts and prizes are all supported by event sponsors. **DIX**