

CITY OF ELKO
REDEVELOPMENT AGENCY ADVISORY COUNCIL
REGULAR MEETING MINUTES
5:30 P.M., P.S.T., THURSDAY, DECEMBER 17, 2009
ELKO CITY HALL, 1751 COLLEGE AVENUE, ELKO, NEVADA

CALL TO ORDER

The meeting was called to order by Chairman Tony Buettner.

Roll Call.

Present: Tony Buettner, Duane Jones, Lina Blohm,
Steve Bowers, Elko County School District (Not voting),
Sonja Sibert, GBC (Not voting).

Absent/Excused: Lori Lynch, Morris Gallagher, ECEDA Representative,
Elko County Representative, Cathy Horn, ECVA.

City Staff Present: Ed Wynes, City Planner
Scott Wilkinson, Development Manager
Delmo Andreozzi, Assistant City Manager

Others Present: John Patrick Rice, RDA member

APPROVAL OF MINUTES: October 15, 2009-Special Meeting

****No action was taken due to the lack of a quorum upon Mrs. Blohm abstaining.**

November 5, 2009-Regular Meeting

Motion: Approve the November 5, 2009, minutes

Action: Approve, **Moved by** Lina Blohm, **Seconded by** Duane Jones

Vote: Motion carried by unanimous roll call vote (**summary:** Yes = 3).

Yes: Tony Buettner, Duane Jones, Lina Blohm.

Absent: Lori Lynch, Morris Gallagher.

I. PUBLIC COMMENT PERIOD

This agenda item is to provide time for the general public to address the City of Elko Redevelopment Agency Advisory Council regarding items of concern not specifically listed on the agenda. Action cannot be taken at this time, but a matter can be set on the agenda for a future meeting, as appropriate.

Mrs. Blohm invited Mr. Rice to attend this meeting to act as the liaison between the RDA and Advisory Committee. She was wondering if he could attend all non-joint meetings to assist the Advisory Committee in some of the questions that they often have.

Mr. Rice noted he would be happy to come to help with communications but couldn't stay long tonight.

****Chairman Buettner moved discussion to item III. A. 2., to accommodate Mr. Rice's schedule.**

II. UNFINISHED BUSINESS

A. MISCELLANEOUS ITEMS, PETITIONS AND COMMUNICATIONS

1. Review and consideration of the existing adopted Redevelopment Plan to consider possible amendments for future development projects focusing on land use and any other details that may be needed as reviewed, and matters related thereto. **ACTION ITEM. Any action would be in the form of a recommendation to the Redevelopment Agency.**

Chairman Buettner said just to expand on that, one of the things that we're going to be doing with this exercise is to take a look at all aspects of existing architectural design features that we have. We have an extremely diverse architectural influence throughout the city and we don't know yet how this design team is going to approach their recommendation and project. We're just trying to stay ahead of the curve so if they identify certain areas we can give them recommendations for guidelines for the details of design criteria that they can then use for tools. We'll leave this open for further discussion on future meetings.

****There was no action taken.**

2. Review and discussion of the existing Land Use Component, Parks, Recreation, Open Space Component and Streets and Highways Component of the Elko City Master Plan as proposed components for inclusion of redevelopment within the update to the Elko City Master Plan as identified in the SOQ and matters related thereto. **ACTION ITEM. Any action would be in the form of a recommendation to the Redevelopment Agency.**

Chairman Buettner said I have something I want us to start thinking about. I've expressed a strong passion for developing the arts of our community further than they are. When I talk about arts I mean trying to include an art element in anything we can; trying to find an opportunity for artists to compete against each other for producing and displaying their art. I would like to ask along with the current priorities we set, if we can think of ideas and recommendations for the further development of art opportunities.

Mr. Wilkinson said the City Council did establish an Arts and Cultural Committee, so maybe rather than having conflicting recommendations it might be good for this Committee to attend some of their meetings and understand what they have in the works. The Council is working through that Committee to address the issue that Mr. Buettner has just talked about.

Chairman Buettner said that's why I brought this up because during our meeting of November 5, 2009, we discussed inviting other groups, specifically the DBA and Arts and Culture group to one of our next meetings. I would like to discuss with them their game plan or how we can help. How are they going to interact with the design team?

Mr. Andrezzi said the Arts and Culture Committee has a draft ordinance they're trying to clean up to take to City Council that will establish an art fund and sets the stage for public art. The general content of it is a capitol project, over \$100,000 that's not funded by an enterprise fund, would contribute 1 % of the cost of that project, to an art fund. There is criterion contained in the

ordinance that explains how that will be implemented. They meet the first Wednesday of the month, and the other item they're going to be discussing is repainting the tanks off of I-80 by Ruby Vista and there's some discussion about putting up signage or a mural there as well.

Chairman Buettner said as a matter of efficiency, do you think a couple of us could represent this Committee at their next meeting? If they think what we're doing could help them, then we can set up a joint meeting for further discussion.

Mr. Andreozzi said I would have less than a quorum show up and right now their priorities are the ordinance and getting the tank painting done. A joint meeting is probably a great idea but they probably are not going to be prepared for it this quickly. As part of the Master Plan update there is an additive alternate to develop an Arts and Cultural Plan. It is our hope that the design professional for the Master Plan update will also be able to help us with an Arts and Cultural Plan.

Mr. Wilkinson said I think the ordinance that is being presented by that group needs to recognize the Master Plan and the RDA and the authority of the RDA so there are no conflicts in imposing different design standards than the RDA Plan in that area.

Mr. Andreozzi said there is some language in there specific to the RDA but there isn't anything in there specific to the Master Plan because this would be a sub-component to the Master Plan.

Mrs. Blohm said I agree it is important these not contradict each other but that we work in concert for the better of the entire community.

Chairman Buettner said I'd be more than happy to go to that meeting to make the suggestion we work together to make sure we aren't duplicating efforts and that we start the atmosphere of cooperation between the two agencies so that if we do find a conflict we can work through it without butting heads.

****There was no action taken.**

III. NEW BUSINESS

A. MISCELLANEOUS ITEMS, PETITIONS AND COMMUNICATIONS

1. Review, consideration and possible action to establish an economic niche and identity for downtown to include a mission statement identified as item 10A of the Task and Time Matrix created for the purpose of advancing the adopted Redevelopment Plan and providing recommendations to the Redevelopment Agency. **ACTION ITEM. Any action would be in the form of a recommendation to the Redevelopment Agency.**

Chairman Buettner said we all know we have a diverse identity downtown right now. We have all kinds of architectural feelings when you walk through the downtown corridor; everything from industrial, western, modern, '70s. The more you look at it the more you can identify an overall theme. What I did was walk around downtown and took a bunch of pictures as an example. I suggest we as a team, before our next meeting, go through downtown and take pictures of things that identify certain areas of the town that you would like the design team to take into consideration when they're designing things such as our gateway. If you look at this gateway there are a lot of design areas that need to be decided. What is it that we want this thing to identify so that it draws people into the downtown area? You could look at a gate like that and say it is pretty

but is there anything on the drawing that mirrors the architectural feeling of our downtown. Let's say we end up with the finances to provide a gateway to Elko in general but then we want to provide smaller gateways to Old Town. We want to make sure we mirror the different design feeling within that gateway. He then went over the pictures he took and asked whether the different architectural features were something that we want to include in the design criteria; the polar bear, small shops or boutiques, old western and casino looks. These architectural features on buildings are the certain things that give the City flavor. It identifies our atmosphere. He gave some examples of possible development and features mirroring architectural designs from the adjoining buildings.

Mrs. Blohm pointed out how dentils on other buildings were recreated on the Home Furnishings building.

Chairman Buettner said it's the little things that you don't see that are almost subconsciously creating an atmosphere. If you are going to develop something do you want to mirror the dentils around it? This is something to show the difference where there are two somewhat western buildings surrounding a metal frame building. That identifies a conflict that eliminates the feeling you would get there if you were trying to create it.

Mr. Wilkinson said our Plan right now gives Staff a little bit of flexibility in dealing with this because architecture is to be non-competing. If someone came to us with a plan like that, we would look at the Plan and say we are not in favor of this. It may get appealed to City Council.

Chairman Buettner said that's the beauty of where we're at right now because we can actually give them stronger tools than what they currently have to prevent these types of conflicts from occurring. He gave an example of a job he had to do in Old Town Berkley where the criteria to even get a permit was to match façade of other surrounding buildings as closely as he could.

Mrs. Blohm said one positive is the new lighting that we placed in the area.

Chairman Buettner went over more pictures; stucco and awnings, industrial.

Mrs. Blohm asked at what point in time would RDA and RDA criteria kick in, when a building changed ownership or just if they put in for a building permit?

Mr. Wilkinson said we'd only be aware of that if they had some renovations and required a building permit. To go any further than that where the RDA could monitor change of ownership to do partnerships or something like that would have to be answered by our legal counsel.

Chairman Buettner said that's what RDA funding is for.

Mr. Andreozzi said I think we would be able to engage owners for a partnership but until we get our wings under us we're going to be really dependent on legal support.

Chairman Buettner said our last meeting was about focusing on providing tools for the future because we have a period of time exposure and limited time with development.

Mr. Wilkinson said once you have design standards in place the RDA would be able to approach current business owners about partnerships. I don't think you need a changing event to trigger it.

Mr. Andreozzi said I agree but it's about prioritizing what you want to do. We have infrastructure that needs to be replaced. That is part of the goals of the Plan. I think you could engage in some of those discussions.

Mrs. Blohm asked if façade would be considered infrastructure.

Mr. Andreozzi said there is a façade program in our Plan already. It is identified as one of the objectives.

Chairman Buettner said that's what this money is for. He went over pictures again indicating many of the buildings have swooped canopies and is that something we want to incorporate it in our designs. The county building is beautiful but sticks out like a sore thumb downtown. I'm using it as an example of not taking into consideration at all what the City looks like.

Mrs. Blohm said I think you could say the same about the Blohm building when we built it forty years ago.

Chairman Buettner said if you look around your building you don't stand out like a sore thumb. You have dark rock features, wainscoting, swooped roof and copper. The county building and the one next to it don't match at all. The project's not finished so who knows what will happen but I'm using it as an example. This is what I want us to be thinking about when we go out to take pictures. A lot of the buildings have arched lights at the top. A metal sided building was shaped like an old western town so even though they used modern material they at least attempted to match the City. The action I would like to take is between now and our next meeting we are going to spend some time with our cameras or ideas coming up with what I just did. Go through all of these things and identify as many features as we want to provide recommendations to the RDA that they would present these ideas to the design team for consideration during their design development.

Mr. Wilkinson said I recommend you review your plan and how the committee came up with Old Town Elko and try to take into consideration the work that was done before and how it would fit together.

Chairman Buettner said we can do all that at once. This is a homework assignment. This is not one of those things where we can wait until we get our meeting minutes the night before our next meeting, read them and approve them and have another discussion. This is something I am asking our team to be proactive, go downtown and look at what is down there. We have an incredible diversity of architectural styles downtown. Let's identify the ones we like and see if we can eliminate the ones we think conflict with what it is we are trying to do and provide some advice and let the design team consider it.

Mr. Andreozzi said I thought that was a good exercise. We have provided you some background minutes of when this group of people went through the exercise of trying to identify an identity of downtown Elko. There was some discussion about historic Elko and then Old Town Elko. After some discussion that took place and the Downtown Business Association was engaged there was a motion to use Old Town Elko and that was incorporated into the Plan. That language never did go to the RDA or the City Council they used that as a foundation for building the Preliminary Plan. When Mr. Crooks developed the entry way sign he was trying to illustrate something we could do in trying to create the identity. They also identified a kiosk or bus stop on the 4th Street corridor that looks like an old train station. I think you are right on track in needing to evaluate this. Our Preliminary Plan has a variety of lights in it and you need to look at it to see what you want to keep or get rid of. I didn't notice until tonight but some of the lights are scalloped and match the dentils

of some of the buildings. When we did a presentation early on we did an analysis of Idaho Street and there are seven different types of street lights down Idaho Street. It would be nice to identify a design for use from this point forward.

Chairman Buettner said we may have different lights for different areas. We don't know what is going to end up coming out of this vision that the design team is going to put together. What I'm trying to do is, as the people that live here, to guide them on what we would like them to consider.

Mrs. Blohm said I am looking forward to the fact that design professionals will open an entirely new thought philosophy for us. I am hoping they can shed a lot of light on what we have existing and give us a lot of new fresh ideas.

Chairman Buettner said we are hoping in the selection process we pick the people that we thought would really do that for us. Mr. Jones had a great idea about having big, beautiful trees in the corridor between Railroad Street and Commercial Street like we have in our parks to create shade which would fit in with our events.

Mr. Jones said I look forward to getting out there and coming up with what I see. I think we all come from different perspectives.

Chairman Buettner asked if he could get a motion.

Mrs. Blohm said I am not sure what the motion should be except that we promise to do our homework.

Mr. Andreozzi said that would be adequate. If you say that is what we want to do, I think that would be appropriate.

****There was no action taken.**

2. Report on building permits and/or projects within the Redevelopment Area.
REPORT ONLY. NO ACTION REQUIRED.

Mr. Wynes said this last period was rather slow and there have only been three building permits that we reviewed. The first was for Binary Digit which is a 2" x 6" sign. Technically it does not require a building permit since it is a wall-mounted sign, but since it's in the RDA it was signed off by us. Alliance on 651 Silver Street is installing a new pole sign and Vogue Laundry is cutting a hole for a new door in the front of their building. Everything in the gray has already been discussed.

Mrs. Blohm said I circled several sign permits in the earlier projects and I do know that signage is one of the issues along with streetscape that we will be discussing at some point, and wondering how these, in progress, might fall into some sort of design criteria or signage criteria.

Mr. Rice said currently there are no criteria; they haven't been established. I sign off on all building permits and if I'm not available to do it the Mayor does it. At this point, we don't have any mechanism to deny any permits. In my experience of this, everyone is well aware of the Redevelopment district and the desire to make everything look great. We've seen a lot of evidence of some very nice improvements going on inside the district. But again, we have no tools and if somebody wanted to come in with a metal frontage they could do it and we don't have a way to deny that at this point.

Mrs. Blohm asked specifically in reference to signs, have you come upon a permit issue where you thought, this is horrible but I have no means with which to deny it?

Mr. Rice said no I haven't.

Mrs. Blohm asked not anything obtrusive; nothing that really jumps out there?

Mr. Rice said no, and everything has fallen within the realm of our allowable codes. I've noticed some signs; for instance, there's an LED sign at 12th and Idaho that is mounted on a scissor lift or something like that; apparently it's compliant.

Mr. Andreozzi said about ten years ago the City of Elko didn't have a sign code. There was a lot of work done through the Planning Commission where we developed a sign code to govern signage. It also addressed outdoor advertising like the sandwich-board sidewalk signs and billboards. What happened was, there were some huge pylon signs that were put up in one of our businesses up Mountain City Highway and everybody said this is not what we want. There was a great big exercise the City of Elko went through with the Planning Commission where they established some guidelines to control signage. There are a number of controls in there including size, placement and height. Our plan talks about signage because it can lead to clutter. There is terminology used called sign pollution. You really want to maximize and not over-sign because what happens is even traffic signs can lose their prominence if they're just another sign in the landscape. There is a mechanism but the ones that are in place now are compared to our code provisions and are code compliant. The LED sign that is on 12th and Idaho has been there on a temporary basis. You have an owner there that is testing the market to see whether or not he wants to make that permanent. My last conversation with him was asking: what are you going to ultimately do with this? We'd like to not see this temporary thing go on for perpetuity, but it does meet that definition for a temporary sign. You'll find it interesting to note, and this is by design, signs that are on buildings are currently not regulated.

Chairman Buettner said through the design development process, and this is hypothetical, let's say the design team we hire identifies certain cultural or physical corridors they want to treat a certain way; e.g., downtown Idaho/5th Street section, Basque section, the corridor on either side of the parking lots between Railroad and Commercial. If they decide they want to approach those as different design concepts, would any guidance, input or opinion from our committee regarding signage be helpful?

Mr. Rice said absolutely, and that's the whole idea of this committee. If it was appropriate in one of those areas to change criteria for signage, as an example, a recommendation for that could be made and you'd need to have justification. Your recommendations are not limited by our current codes and ordinances. If you want to make them looser or more restrictive as a recommendation, that's what you've been appointed to do.

Chairman Buettner said since we've been trying to establish priorities for us to tackle one task at a time, the first one is this identity thing we're going to be talking about tonight. The next step is going to be taking into consideration all the events that occur throughout the City of Elko over the year and how those should be taken into consideration. Should we potentially be looking at the discussion of signage throughout the corridor as our third priority? Do you think it's that urgent or is there something else that would be a higher priority for you?

Mr. Andreozzi said I appreciate the fact you're talking priorities but I want to point out one thing. In our design guideline portion of our plan there is an action strategy and one of the specific tasks of that is establishing a downtown sign program. That is an identified thing within our task matrix to do. That is not addressing the prioritization or your question to Mr. Rice, but I wanted to point out that specific task is in our work program.

Mr. Wynes said the way our sign code is written today, the only thing you would be looking at would be wall signs or awning signs because we do not allow pylon signs in the downtown. There is no place to put them. Billboards are excluded. You're limited to a design standard more than a sign standard.

Chairman Buettner said you're talking the difference between a banner sign that sticks out from a wall, as opposed to a façade sign, as opposed to something that's on an awning. Is that what you mean?

Mr. Wynes said those are the things that you could look at.

Mr. Rice said signs are significant but perhaps aligning signage with design standards overall would be a better recommendation. Design standard is something we really need to move on quickly because developers have been very aware and they're putting up nice things, but they might be just as happy to work within a certain design standard that gives them ideas if we're going toward themes or whatever it is.

Mr. Andreozzi said there are a multitude of things we can think about in terms of signage; e.g., business signage, street signs may be different. Another sign that could be used is designation of parks that is unified. When you are thinking about signs, think about those possibilities.

Chairman Buettner said you're talking the difference between standardization for public signs as opposed to private signs; developing some sort of look or standard for City owned signs rather than a sign placed on a private business.

Mr. Andreozzi said it all has to do with continuity. If you see the same type of sign over and over again you'll recognize it. Not only regular signs that would be regulated but the opportunity to raise the bar in terms of the types of signs we place in our right-of-way for regulatory reasons, and then there's open space type signage like kiosks.

Chairman Buettner noted when the downtown corridor gets developed to include some sort of social avenue for groups to gather. Whether there is a fountain or a piece of artwork or roller/ice skating rink, kiosks are probably eventually going to be part of the design.

Mr. Andreozzi told the committee to look at the Pointe subdivision and the signage used which is a little more antique looking rather than our standard industrial looking signage.

Mrs. Blohm said it creates a theme.

Chairman Buettner said that is what we are going to be talking about these photograph samples that I took that we are going to talk about.

Mr. Andreozzi said the only other thing I wanted to report on was we did have an item on the RDA agenda to discuss a possible public/private partnership with the developer on 9th and Railroad

Streets. We had a list of ideas and we will be assigning values to that and taking it back to the RDA for further consideration.

Chairman Buettner asked if timing would work to where those decisions are being made after the design team has been brought under contract.

Mr. Andreozzi said I know their civil design is already under way. I don't know if they have an architect on board or not.

Mr. Wilkinson said the changes that may come about if there's a public/private partnership would probably occur before we would finish with a consultant and we can't stop that development pending completion of the process.

Chairman Buettner said if we find that we are in a position that they're running in tandem then the design team could at least look to make sure it's not conflicting with whatever their suggestions are going to be, correct?

Mr. Wilkinson said you'll have to make recommendations to RDA, and they would have to instruct Staff to look at that. Your committee has no authority to review any plans so if you are seeing anything you would bring it back to the RDA as a recommendation. They would then have to consider amending the public/private partnership if it has already been established. Based on the items we brought to their attention for consideration, you would have two weeks of civil engineering at the most to change those plans and incorporate those ideas. We will have those numbers and the partnership will have been established. It will be the first one we go through but to go back and change that would be additional cost to the RDA because my recommendation to them would be they pick up the cost for the additional engineering. The developer shouldn't do that.

Mrs. Blohm said it is my understanding that we're discussing design criteria for streetscape and not to dictate the design or architecture of the building itself.

Mr. Wilkinson said I think it was open to what extent you intend to revise the Plan. Streetscape was one of the main considerations but there are some architectural renderings in the plan. It depends on what your theme is going to be but you probably are going to be looking at signage, façade improvements and depending on what you can afford with a consultant it may be extensive. I don't believe the RDA restricted it just to streetscape when they made a motion to consider a design consultant and consider paying for that.

Mrs. Blohm said I understand from that perspective our mission is to investigate all of the land within the RDA to see which characteristics may work in certain areas through a special overlay district perhaps, so we don't intend to carry out a common theme throughout the entire area, that wouldn't be practical, but I'm also not here to dictate to someone who wants to invest in the corridor as to what exactly their new construction should or should not look like. I understand from a material standpoint we could have some input and perhaps we don't want the old fiberglass fronts or whatever. I think we have to step easily when it comes into that arena.

****Chairman Buettner moved the discussion back up to item II. A. 1.**

3. Other reports, discussion items and topics.

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.

IV. ADJOURNMENT

There being no further business, the meeting was adjourned.

Tony Buettner, Chairman

Lori Lynch, Secretary