Virtual Visioning Tour

Pershing-Lovelock Brownfields Initiative

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Setting the scene...Lovellock, Nevada
Lovelock Pershing Brownfields Initiative
lovelovelock.com
The U.S. Environmental Protection Agency (EPA) grants money to assess and clear properties, known as “Brownfields,” that are planned for reuse or redevelopment. **Known as a Brownfields Coalition Assessment Grant**

Brownfields sites can include properties that are vacant, or are abandoned or underutilized sites that may suffer from real or perceived contamination.

Developing a reuse plan was part of the EPA grant workplan.

The Brownfields Initiative is a key element of the Pershing County Economic Development Strategic and Revitalization Plan which includes reuse planning for high priority sites, develop downtown/gateway revitalization strategies and conduct community involvement activities.

The Brownfields program gives a community the opportunity to find the best path toward healthier places to live, work and play; along with jobs and new economic opportunities. The outreach was developed so that residents can help create that path.

**So, how do you do community involvement in a pandemic?**
Downtown Lovelock Virtual Visioning Tour

The virtual tour begins at www.lovelovelock.com

Browsers are shown a video of each site on the tour, asked questions and presented open dialogue opportunities after each stop.

Public input is being sought in these reuse questions:

• What Do You Value in the Downtown Core?
• How Do We Create a Better Sense of Place and Community Spaces?
• What are the Building Blocks for a Downtown Vision?

More than 85 Attendee Responses!

https://lovelovelock.com/public-input-old/
Downtown Lovelock Virtual Tour
Public Input & Assessment

PUBLIC INPUT – RESPONSE OVERVIEW – PRELIMINARY

Site 1

Site 2

Site 3

Site 4

Closing

Site 1 - The Depot

1. What do you think is the best use for this property? *
- Community-Service Business
- Tourist or Experiential Business
- Part of a Larger Development for this Downtown Block
- Retail Establishment
- Restaurant or Bar

2. Rate on a scale of 1-5 (5 being most important) *

How important is this property in creating a more vibrant downtown? *
- 1
- 2
- 3
- 4
- 5

Is the Depot's historical design and place important to the downtown experience? *
- 1
- 2
- 3
- 4
- 5

3. Could you share any other feelings or idea related to The Depot? *


Please Note: You will be prompted during the video to pause and complete the corresponding section in the assessment.
Community response:

The responses revealed that there were universal elements sought for the downtown Lovelock core; visions that would be shared by nearly home town Main Street in America:

• Things to Do/Entertainment

• Retaining historical values (Courthouse/Depot connection)

• Create Cultural and Event Spaces

• Appearance (vacant bldgs. facades, cleanliness, burn site)

• Appeal to younger generation

• Retail/Restaurants

• Mixed use residential

All of these universal themes and elements were also tied into respondents' desire to make the core area a place for tourist/visitors to "Get off I-80 and stay awhile."
Virtual Visioning Tour Takeaways

• Use the resources at your disposal

• Simple is fine…and sometimes the best

• Turn opinions into data and action

• Update and Reconnect...three more workshops
  • Agreeing on current realities
  • Opening to a Vision and Creating a Pathway
  • Turning Vision into Action