

Virtual Visioning Tour

Pershing-Lovelock Brownfields Initiative

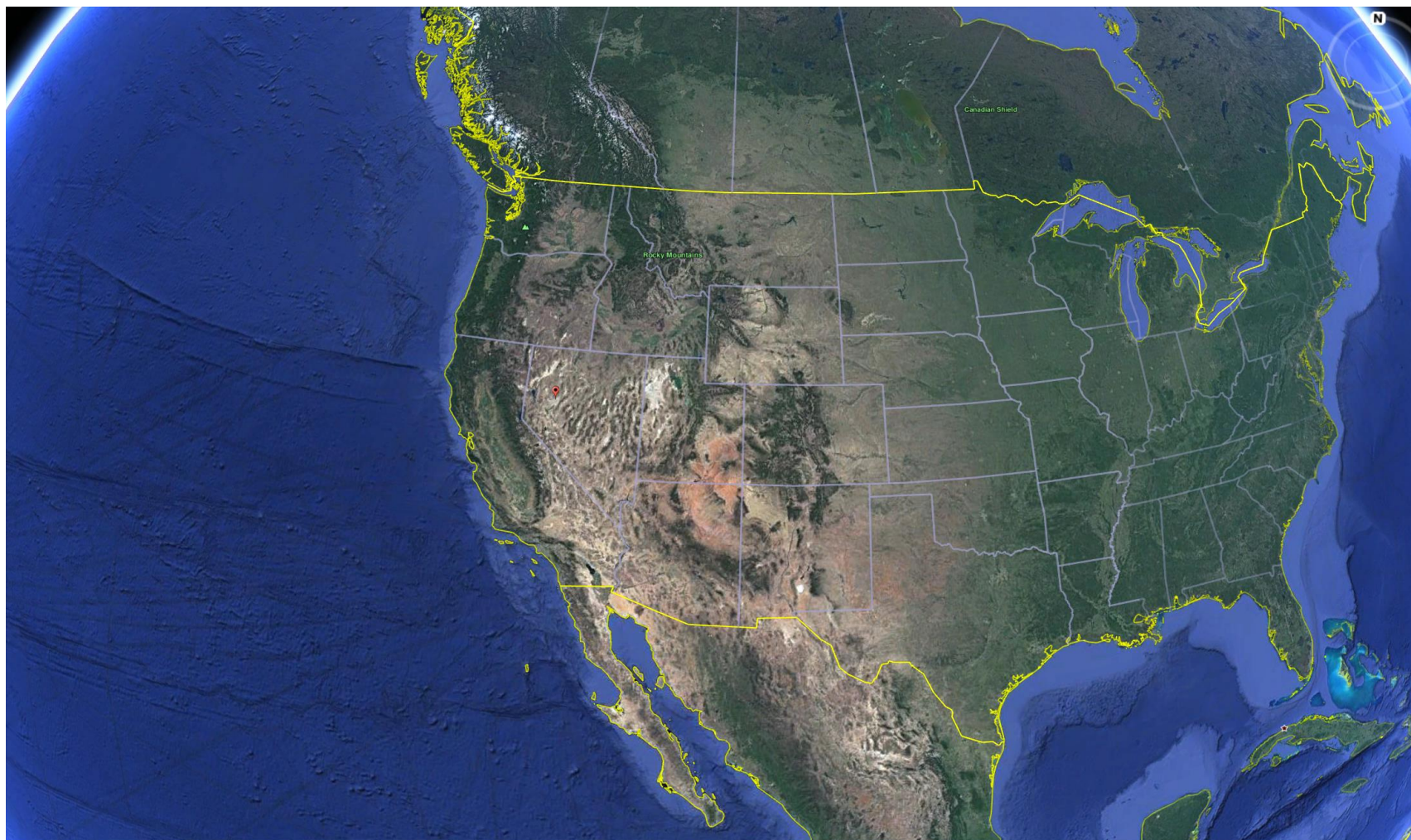


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Setting the scene...Loveland, Nevada



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

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



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
 ☐ Retail Establishment
☐ Tourist or Experiential Business
 ☐ Restaurant or Bar
☐ Part of a Larger Development for this
 Downtown Block

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

1 2 3 4 5

How important is this property in creating a more vibrant downtown? *

Is the Depot's historical design and place important to the downtown experience? *

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

Next

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