A REDEVELOPMENT AND ADAPTIVE RE-USE STUDY: FOURTH STREET AND THE LINCOLN AND VICTORY HIGHWAYS IN RENO, NEVADA

by

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A TERMINAL PROJECT

Presented to the Historic Preservation Program, School of Architecture and Allied Arts
and the Graduate School of the University of Oregon
in partial fulfillment of the requirements
for the degree of
Master of Science

March, 2 2004

"A Redevelopment and Adaptive Re-Use Study: Fourth Street and the Lincoln and Victory Highways in Reno, Nevada," a terminal project prepared by Christina L. Fockler in partial fulfillment of the requirements for the Master of Science degree in the Historic Preservation Department. This terminal project has been approved and accepted by:

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2 March 2004
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An Abstract of the Terminal Project of

Christina L. Fockler for the degree of Master of Science

in the Historic Preservation Department, School or Architecture and Allied Arts to be taken March 2, 2004

Title: A REDEVELOPMENT AND ADAPTIVE RE-USE STUDY: FOURTH STREET AND THE LINCOLN AND VICTORY HIGHWAYS IN RENO, NEVADA

Approved: _____
Michael Hibbard

This project summarizes the history of Reno, Nevada and its growth as a city by its many modes of transportation such as the transcontinental railroad and two of the nations first transcontinental highways. A brief history of Reno is outlined, including a history of the Lincoln and Victory Highways, which both traversed through Nevada merging at Fourth Street in Reno.

This project researches the historic buildings associated with the transcontinental highway systems and also those built prior to the highways. Buildings that remain along the East Fourth Street corridor are described in terms of their history, relation to the street, current condition, and recommendations for adaptive re-use. Ideas for redevelopment of the streetscape as a whole are discussed utilizing programs to promote the historic significance of the streetscape. Recommendations for adaptive re-use of these buildings are also included.

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Once, all roads led to Reno

Visibly our new home was a desert, walled in by barren, snow-clad mountains. There was not a tree in sight. There was no vegetation but the endless sagebrush and greasewood. All nature was gray with it. Mark Twain, Roughing It, page 157 (Fig 1)

Reno, Nevada celebrated its 100th birthday as an incorporated city on March 16, 2003. Known as "The Biggest Little City in the World" or "The Divorce Capital of the World," Reno is really a growing, western community situated in a high-desert valley on the eastern slope of the Sierra Nevada mountain range. To the casual observer or tourist, Reno looks like any other small town in the Desert West of the United States (Fig.2). With the exception of the mega-casinos that overwhelm the downtown district, Reno is a typical community with a population of approximately 166,000 people, a university with approximately 15,000 students, and is situated within close proximity to Lake Tahoe and several major ski resorts (2003, quickfacts.census.gov).

Fig. 1. The deserts of Nevada: the Lincoln Highway. Photo from www.roadfan.com

Reno has a rich and sometimes scandalous history involving pioneers moving west,

silver mining, agriculture, divorce, and gambling.

Intertwined with these themes is a history of Reno that is strongly based on transportation.

Fig. 2. Reno, Nevada looking west toward downtown. Photo by Christy Fockler June, 2003

In the nineteenth century, the town known as Reno was founded on the banks of the Truckee River with a simple toll bridge. In time, the area became an excellent watering hole and rest stop for pioneers, miners, and settlers traveling west. During the 1850s and 1860s, the Truckee Meadows region saw many changes and fluxuations in the growth and development of the area.

In 1859, the discovery of gold near what would become Virginia City brought miners and settlers to the region searching for easy riches. Ironically, the miners extracted almost a half-million dollars of gold from the Comstock Lode and threw back the black sand, which turned out to be silver ore, a mineral that would play a huge part in Nevada's statehood (Elliott, 1987, page 62). By 1861, the Overland Stage route passed through the Truckee Meadows and Washoe Valley on its way to Carson City. The Pony Express was galloping through the state, and though it did not directly pass through the Truckee Meadows, it played an important role in the state's history. Ultimately, however it was the

railroad that transformed Reno from the dusty stagecoach stop and river crossing to a bustling town along the railroad tracks. The transcontinental railroad running west from Promontory, Utah included the Central Pacific, and later the Southern Pacific railroad lines, which traversed Reno's boundaries on their way east and west. Railroad officials chose the name of the town and built a depot three blocks from the river.

Eventually, it was the completion of two of the nation's first transcontinental automobile highways, the Lincoln Highway and the Victory Highway, in the early 1900s that further established Reno as a destination point. Combined with the popularity of Reno's easy divorce laws and the legalization of gambling, during the 1920s and 1930s, Reno found itself with a reputation for fun and guilty pleasures. The confluence of the two highways in Reno at what became known as Fourth Street allowed businesses to thrive; drug and grocery stores, a school, a baseball park, residential neighborhoods, tourist destinations such as auto camps, motor lodges, gas stations, diners, and commercial roadside architecture all lined Fourth Street.

Just as transportation helped to shape and define Reno and Fourth Street, it has also facilitated the demise of the historic streetscape. In the late 1960s, U.S. Interstate 80 was completed. Fourth Street was no longer the main east-west route through town. In the years since, Fourth Street has declined and has become a challenge to the community of Reno. Currently, Fourth Street is a conglomeration of new construction, early 20th century masonry buildings, and structures built during the 1940s and 1950s. The rundown structures consist of commercial and industrial businesses such as a steel mill and a local recycling center, a mix of agricultural feed shops for the few remaining ranchers in the area,

week-to-week or monthly hotels and motels, adult and strip establishments, late-night bars that cater to the illegal prostitution trade and the homeless population. Yet, several intact historic buildings still remain and could be vital contributors to the community. The Nevada-California-Oregon Railway building, built in 1910, is one example. It currently stands vacant, awaiting a buyer, and is in danger of demolition by neglect.

Issues to be Addressed

The questions and issues to be addressed in this study will include how to preserve the theme of the historic highway (Fourth Street) as a once major artery through the downtown core of Reno. This study includes an assessment of the remaining historic structures along Fourth Street and provides recommendations for adaptive re-use of those structures to incorporate them as a functional and integrated fabric of the city core to attract tourists and encourage local community involvement.

This project summarizes the history of the Lincoln and Victory Highways and notes how they influenced the growth of Reno and directly affected the architecture and types of businesses that line East Fourth Street. Three blocks of East Fourth Street with structures dating from the early 1900s to the mid-1950s will be examined, highlighting the historical architecture in order to provide a cornerstone for the remaining stretch of streetscape. Current conditions of the structures are summarized and recommendations for adaptive re-use and redevelopment ideas are offered in order to help revitalize the area.

This case study of the Lincoln Highway and Fourth Street in Reno, Nevada provide for a better understanding of the issues regarding the adaptive re-use of historic structures. This paper also highlights the process of redeveloping a commercial downtown

core into a vital, thriving area, while incorporating the historic fabric of the commercial streetscape.

The goal of this project has been to work with the Reno Redevelopment Agency, the State Historic Preservation Office, the City of Reno, and local business owners to research solutions that adaptively re-use the historic structures and suggest ideas to redevelop the area. The objective is to identify solutions and actively seek ideas including adaptive re-use concepts, redevelopment and heritage tourism programs that will attract new businesses by developing a mixed-use environment such as downtown housing, and retail establishments, incorporating the historic assets and fabric that remain to energize the area. In turn, improvements will help to eliminate the crime and social problems that currently plague the neighborhood and will create a renewed environment for the downtown core. Re-use of the roadside motels, hotels, and restaurants and, gas stations that sprang up along the highway is a primary objective of this study.

When completed, the redevelopment of Fourth Street will contribute to the revitalization of this main artery through the city and showcase the historic landmarks associated with the Lincoln and Victory Highways, the automobile era, and Reno's transportation history.

Methodology

Research for this project began by reading about the history of the Lincoln Highway. The National Park Service was contacted to review their preliminary plans drawn from a research study of the Lincoln Highway that was completed during the summer of 2002. A substantial amount of time was spent in Reno to begin my research of

East Fourth Street, including the history of Reno, current conditions of the streetscape and the historic structures, including both those built prior to the Lincoln and Victory Highways and those structures associated with the two transcontinental highways. Numerous property owners along East Fourth Street were interviewed, including members of neighborhood groups, to obtain their opinions and recommendations for adaptive re-use and redevelopment. Meetings were held with City of Reno agencies such as the Reno Redevelopment Agency, and the Departments of Public Works, Planning and Community Development in order to understand the current plans for the streetscape along Fourth Street. Research was conducted at the Nevada Historical Society and the Special Collections Department at the University of Nevada, Reno. Copies of original drawings of some of the historic structures that remain were obtained and a physical review of several of the active and vacant buildings were conducted with the building owners in order to understand their current condition. Several people were interviewed whose personal interest in the history, architecture, and preservation in Reno have helped me form ideas for recommendations for adaptive re-use and redevelopment of East Fourth Street.

Fourth Street is a ghost of what it once was during the height of the Lincoln and Victory Highway era. The schools, stables, ball fields, breweries, businesses, roadside motels, restaurants, and trees that once lined Fourth Street are now a distant memory. What does remain of this period in the form of roadside motels, hotels, railroad station, and restaurants could be rehabilitated to benefit future generations.

The following chapters summarize the history of the City of Reno, and talk about its history as it grew up around the many modes of transportation that helped to define and

create the city. The historical significance of the Lincoln and Victory highways through Reno and its importance to the development of the Fourth Street corridor will also be discussed. In chapter IV, individual buildings along East Fourth Street will be spotlighted, noting their historical significance, method of construction and current occupancy. A discussion of the current social, economic, and political challenges that Fourth Street has seen in recent years will be noted. Chapter V will assess economic and improvement programs. Ideas for possible funding solutions and recommendations to educate and inform the property owners will be examined. Design recommendations and ideas will be proposed. Current and future redevelopment plans that the City of Reno has proposed for the streetscape as well as past proposals that have been forgotten will also be addressed. Preservation ideas and recommendations for preservation and adaptive re-use of the structures that remain along Fourth Street will also be discussed. Historic maps, additional photographs, and copies of original drawings will appear in the appendix.

II. Reno History

The Biggest Little City in the World

Eventually, all things merge into one, and a river runs through it. The river was cut by the world's great flood and runs over rocks from the basement of time.
Norman Maclean, A River Runs Through It, page 104

Pioneers and Miners

The Truckee Meadows is situated in a high desert valley surrounded by mountains, the highest of which are part of the Sierra Nevada mountain range. Cutting through the center of the valley flows the Truckee River, a focal point for early travelers who crossed the high mountain deserts on their way to California. Early travelers followed the Humboldt River west and eventually found their way into the Truckee Meadows. Following the Truckee River, they crossed the valley over the Sierra Nevada Mountains on their way to the goldfields of California. Some travelers decided to settle in the Truckee Meadows where the river provided a source of water for crops and livestock.

In the years prior to the California gold rush, a number of explorers traveled across the deserts of Nevada. Captain John Charles Frémont led expeditions from 1843 through 1853 mapping portions of northwestern Nevada. He discovered a large lake, naming it Pyramid Lake "because of the large rock formation that protruded from the water" (Elliott, 1987, page 43). Along the banks of the Truckee River, several settlements grew to serve the mass migration of pioneers (Fig. 3).

In 1859, a location known as "Fuller's Crossing" was established along the banks of the Truckee River (Elliott, 1987, page 112). C.W. Fuller built a bridge, ferry, and a

Fig. 3. Routes of Emigrant Trails. (Elliott, 1987, page 46)

small house for lodging on the banks of the Truckee River, in what is presently the center of Reno, Nevada. The bridge and lodging house provided travelers shelter and a place to rest before they crossed the impressive Sierra Nevada mountain range. In 1861, Fuller sold the property to Myron Lake, who re-built the bridge, established a hotel and trading post, and charged a toll for wagons to cross the Truckee.

The site became known as "Lake's Crossing;" today it is the location of the historic Riverside Hotel in downtown Reno (Fig. 4).

Fig. 4. Riverside Hotel in downtown Reno. Photo by Christy Fockler May, 2003

In the winter of 1846-1847, the Donner Party passed through the Truckee Meadows just before ascending the Sierra Nevada Mountains, where they were trapped by heavy snow. Not long after the Donner Party's disastrous winter, many gold seekers passed through the Truckee Meadows on their way to the gold rush in California, en route to Sutter's Fort or San Francisco.

By 1859, when the first gold discoveries led to the exploitation of the Comstock Lode, the Truckee Meadows was home to a small number of settlers. Soon hundreds of

miners and settlers had settled in the region in their quest for riches and gold. This brought about a wave of development and population to the region (Elliott, 1987, page 118). The surge of people to the area combined with the growth of the nation during this time period stimulated development of the area and brought about immense change.

Miners passed through the area again, on their way to the silver mines of the Comstock Lode in Virginia City, Nevada. The Comstock discovery played a key role in the development and growth of the Truckee Meadows as a whole. Agriculture, transportation, mining, and population all benefited from the discovery of silver. As the population of the west increased, the U.S. Government established a number of mail routes including the Overland Stage and the Pony Express. During the eighteen months of its operation between 1860 and 1861, the Pony Express, although it did not pass through Lake's Crossing, rode across Nevada to deliver mail to Sacramento.

Several events occurred during the 1860s that propelled Nevada into further growth and development of additional routes and methods of transportation. On October 31, 1864, President Abraham Lincoln declared Nevada a state in order to acquire an additional Free State for the Union during the Civil War. The discovery of silver a few years earlier, the establishment of the University of Nevada and the resulting growth and wealth in the state also influenced the decision to give Nevada statehood (Elliott, 1987,xiii).

The Railroads in Nevada

Perhaps the most significant event that occurred was the decision to route the Transcontinental Railroad through the Truckee Meadows. The Central Pacific Railroad looked at the Truckee Meadows as a "great transfer point for the tons of freight that would be loading and unloading for Virginia City and the satellite mining communities." (Zauner, 1978, page 7). During the few years that Myron Lake operated his toll bridge across the Truckee, he acquired a substantial amount of land. With the news that the Transcontinental Railroad would be routed through Lake's Crossing, he saw an opportunity that he could not refuse and sold 160 acres of his property to the Central Pacific Railroad for $200.00 (Elliott, 1987, page112). The sale of land in 1868 to the Central Pacific Railroad founded Reno. With the agreement between Lake and the railroad superintendent that a train depot would be located near Lake's Crossing, the railroad began the process of surveying the property for auction. The railroad auctioned off four hundred lots to residents and settlers. By May of 1868, nearly a hundred ramshackle structures had been built along the tracks, and train service began running on a six-day-a-week schedule to Sacramento, California (Zauner, 1978, page 8). During the construction of the transcontinental line, the train stop at Lake's Crossing was given the official title of *Reno* after Union General Jesse Lee Reno, who had died in the Civil War (Cox, 2003, page 1A).

The completion of the Transcontinental Railroad through Nevada in 1868 and its operation in the following decades became an important economic force in the state. Not only did the railroad assist in establishing and developing multiple communities along the

lines, it also provided safe transportation for passengers across the Sierra Nevada Mountains, and made it possible to transport silver ore from the Comstock Lode via the Virginia and Truckee Railroad line that eventually connected with the Central Pacific lines (Elliott, 1987, page 110). By 1872, during the height of the silver rush, the Virginia and Truckee (V&T) Railroad ran from Virginia City to Reno along Holcomb Street and connected to the Central Pacific. The large quantity of freight in both minerals and merchandise that was required by miners and settlers in the area of the Comstock Lode influenced the construction of the line. As a result of the linking of the V&T with the transcontinental line, Reno showed great promise and in 1871, the Washoe County seat was relocated to Reno from Washoe City. Warehouses and commercial buildings were constructed along the railroad tracks at Third Street and Commercial Row as shipments of supplies, livestock, processed ore, and manufactured goods were transported from Reno west to San Francisco and east to Chicago (Thompson, 1986, page 66).

In 1873, the University of Nevada was established in Elko, Nevada, a small railroad town located approximately 400 miles east of Reno. By 1885, the decision to relocate the university to Reno was made as the location would be closer to the Comstock Lode mining district and the state capital of Carson City. The university chose a site on a hill just north of the downtown core of Reno, on the corner of Ninth and Virginia Streets, overlooking the Truckee Meadows. The land was provided by the Morrill Land Grant Act of 1862, a grant that offered acreage to every state in the Union for the building of universities that taught agriculture and the mechanical arts. The first building constructed,

Morrill Hall, was completed in 1887 and classes began (www.unr.edu/nevadanews/vol12no236). The University currently serves approximately 15,000 students in nine colleges including agricultural and engineering.

In 1881, an additional railroad line came to Reno in the form of the Nevada California Railroad, a narrow gauge rail that ran from Reno into northern California (Rowley, 1984, page 25). Reno was now home to three railroad lines: the Virginia and Truckee, which ran from Virginia City with stops in Carson City and on to Reno; the Central Pacific transcontinental line which traversed the state; and the narrow gauge line that ran from the Sierra Valley serving the timber industry.

Fig. 5. Nevada-California-Oregon depot circa 1910. The arched entrance fronts Fourth Street. Special Collections Department University of Nevada, Reno Library

In the early 20th century, the Nevada California Railroad was renamed the Nevada-California-Oregon Railroad (NCO and later the Western Pacific) transported timber, agricultural products, cattle, and passengers from Reno to Lakeview, Oregon (Fig. 5). The NCO rail yards stretched from Fourth Street north to the boundaries of the

University of Nevada. In 1910, a depot was built along Fourth Street, which still stands today. Several remaining structures from the NCO rail yard still stand in various states of adaptive re-use. Record Street Café is one example of a successful adaptive re-use project that was recently completed (Fig. 6). The structure was once a maintenance shop for the NCO Railroad and then the Western Pacific Railroad. In 2002, the structure, which lies just blocks from the University of Nevada, was renovated as a restaurant and coffee shop.

Fig. 6. Record Street cafe adaptive reuse project. Photo by Christy Fockler July, 2003

Reno also promoted the use of streetcar trolleys in the early 1900s. Reno and Sparks were connected via an "electric interurban railway" in 1904 (Rowley, 1984, page 45) (Fig. 7). The Nevada Transit Company constructed the line and provided electric streetcars as an inter-urban system of transportation from Sparks through Reno, and to points south of the city. Tracks ran west down the center of Fourth Street from B Street in Sparks and terminated at Moana Lane in the southern part

Fig. 7. Nevada Transit Company trolley car. Date unknown. Photo courtesy of the Nevada Historical Society

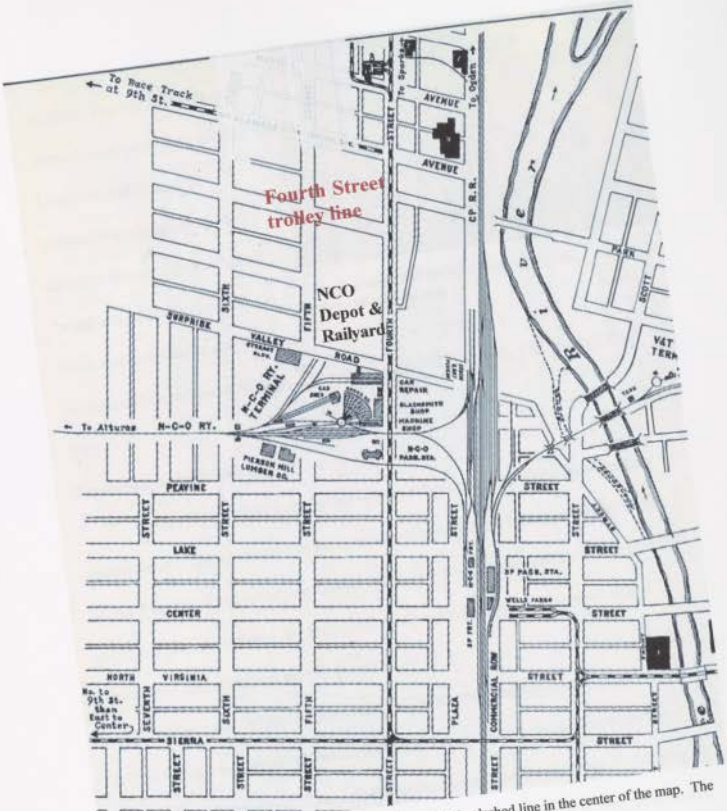


Fig. 8. Map of Reno Trolley Line. Fourth Street is shown as the dashed line in the center of the map. The NCO Depot and Railyard is noted (Myrick, 1962. page 870)

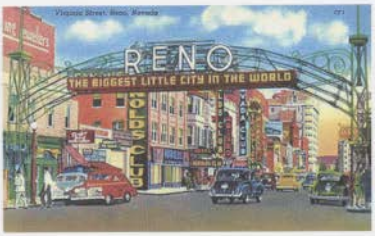


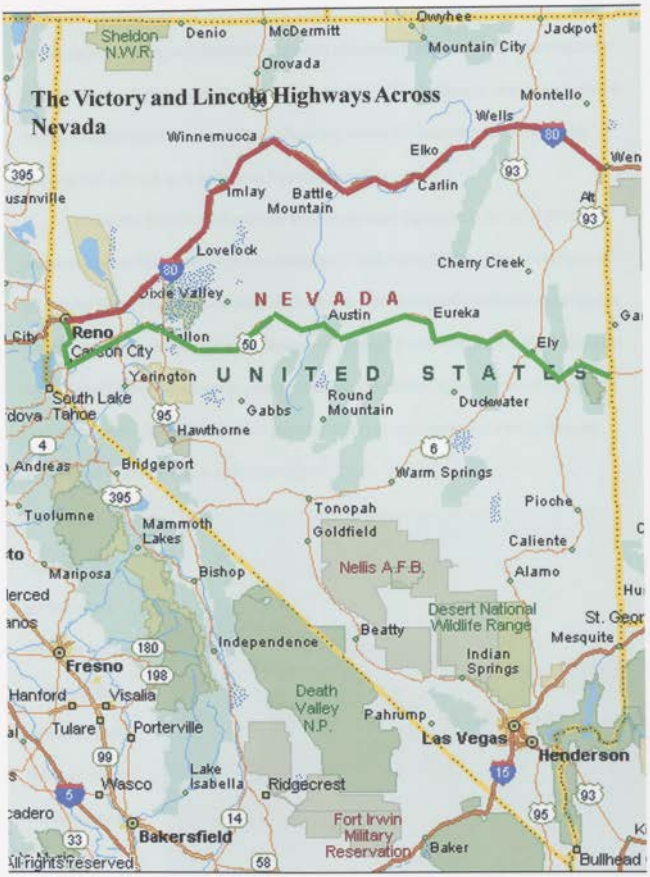
Fig. 9. Postcard of the Reno Arch circa 1930s.
www.renocasinos.com

of Reno. The line ran north on Sierra Street up to Ninth and the University of Nevada. It continued south down Sierra Street to Second Street, where it turned east on South Virginia Street and then headed south over the river and on to Moana Springs. The line ran until 1927 (Myrick, 1962. page 870) (Fig. 7)

Transcontinental Highways

As the 1920s approached, the use of a new mode of transportation was quickly gaining steam. The automobile began to be mass-produced in 1908, when Henry Ford's Model T was launched to the American public (www.jour.unr.edu, 2003). Because of the popularity of highway travel, the transcontinentall highway system was conceived and constructed during the next several decades.

Nevada and California sponsored The Transcontinental Highway Exposition held in 1927 in Reno in order to celebrate the completion of the final connection of the two transcontinental highways. The celebration gave Reno its landmark "Reno Arch" (Fig. 9). The Chamber of Commerce promoted the event as "a reflection of the tourist, agricultural, mining, and industrial progress of the entire west" (Miramon, 2002, page 22). Local newspapers deemed the "Great American Desert" easily accessible and that Nevada was



Denotes Victory Highway - Highway 40
Denotes Lincoln Highway - Highway 50

Fig. 10 - The Victory and Lincoln Highways across Nevada. Microsoft Streets and Trips 2004

"a vast region teeming with flourishing ranches, rich mining districts, and prosperous cities in a thriving American state" (Rowley, 1984, page 55). The highways, which ran more-or-less parallel through Nevada, merged when they reached Reno where they shared the same stretch of road, now known as Fourth Street (Fig. 10).

Soon after the completion of the transcontinental highways in the late 1920s, the practice of named highways began to disappear. The Lincoln Highway became Highway 50 and the Victory Highway became Highway 40. The combined roads, which merged at Fourth Street, formed the main east-west route through Reno. From the mid-1920s to the late 1960s, Fourth Street was the primary east-west highway. Although the divorce trade had already made Reno a destination point for some, the completion of transcontinental highways allowed the city to continue to grow.

In response to the growth of the railroads and the coming of the transcontinental highway systems, businesses along Fourth Street began to arise.

Fig. 11. Auto shop on the corner of Fourth and Sierra Streets1921. Photo courtesy of the Nevada Historical Society

Because of the location of the rail lines, both along the southern edge of Fourth Street and the Nevada California Oregon rail lines, which ran north from Fourth Street, many industrial warehouses, lumber mills, freight buildings, mercantile and "rail-dependent businesses" developed along the route (Sanborn Insurance Maps, 1918) (Appendix - 1918 Sanborn Insurance Maps). Merchants catered to the automobile traveler with tire shops, service shops, automobile show rooms; and most importantly, motor courts, motels and motor lodges were built to provide accommodations for the weary traveler (Fig. 11).

Interspersed with the industrial businesses, automobile service shops and motels were residential neighborhoods including a school and a baseball park. Grocery and drug stores resided next to hotels, lumber mills, and automobile showrooms (Sanborn Fire Insurance Maps, 1918). Many travelers stopped in Reno, noting that the small community had many amenities that catered to traveling motorists.

Reno is a pleasant town, nobly situated on a high plateau with lofty mountains towering near. The Truckee River flows straight down from the heart of the snows through the center of town and is spanned by a handsome bridge. The substantial Riverside Hotel stands on the bank of the river near the bridge." (Gladding,1915, page 117). "I liked the little town, with the sound of the rushing river coming in at my hotel window, and the feeling of space and freedom that the high situation gave. Reno is 4500 feet above sea level. (Gladding, 1915, page 120).

Marriage, Divorce and Gambling: the economic backbone of Reno

Nevada's politics are a mix of polar opposites with liberal views on gambling, divorce, and prostitution on one side, and conservative views of family and property rights on the other. The general attitude is that every person should be in control of his or her own property and family, and that neither state nor federal government should interfere.

Ironically, over 80 percent of the land in the state of Nevada is and historically has been controlled by the federal government. This independent way of thinking is typical of the miners, ranchers, and gamblers who populated the state at the turn of the 20th century.

Fig.12. Wedding Ring Toss: Postcard depicting the traditional ceremony of tossing the wedding ring into the Truckee River. Special Collections Department. University of Nevada, Reno

At the time, many states across the nation upheld strict divorce laws. Nevada, on the other hand, required only six months residency for an individual to become a voting citizen and therefore a resident of the state. After residency had been established, a divorce could be granted (Zauner, 1978, page 37).

In 1906, the wife of an important U.S. industrialist William Corey, president of the U.S. Steel Corporation, came to Reno for a "quickie"

Fig. 13. Happily Hitched: Postcard of a newly married couple riding under the Reno Arch. Special Collections Department. University of Nevada, Reno Library

divorce. The highly publicized event launched Reno into the business of divorce and bestowed upon the city the slogan of the "divorce capital of the world" (Harmon, 1998, page 16). With liberal laws, the legalization of gambling in 1931 and a short residency period, the divorce trade grew in popularity. By 1927, the residency period was again reduced to three months, and by1931 it was further reduced to six weeks (Harmon, 1998, page 17). Tourism increased dramatically. Reno was the largest city in the state at the time, was served by the Transcontinental Railroad, and offered a quick fix to an unhappy marriage. A popular song written in 1910 glorified the newly found market in Nevada.

I'm on my way to Reno, I'm leaving town today.
Give my regards to all the boys and girls along Broadway.
Once I get my liberty, no more wedding bells for me.
Shouting the Battle Cry of Freedom.
Billy Murray, 1910, I'm On My Way to Reno

While the divorce trade was growing, so was the industry of marriage. California had passed the "three-day anti-gin marriage law" in 1927, based on the belief that a three day waiting period prior to marriage would result in better marriages. Nevada had no such legislation in place and promoted the institution of an instant marriage. In 1933, the number of marriages outnumbered the number of divorces by almost 2,000 (Rowley, 1984, page 54) (Fig. 12-13).

The turn of the 20th century brought much economic change to the Reno area. The Comstock Lode had run its course, and Reno and the Truckee Meadows were in search of new prospects. Although just as risky, gambling began to take the place of the

Comstock Lode. Instead of looking for riches in the mountains, treasure-seekers went to local saloons to seek their fortunes.

Fig. 14. Gambling Crowd circa 1932. Photo courtesy of Nevada Historical Society

Gambling had been an inherent characteristic of the lifestyle on the western frontier. During the early years of Reno's settlement, gambling was prominent in the saloons and taverns along the dusty, unpaved streets of the city. In 1861, the first Territorial Legislature outlawed gambling in Nevada. The punishment was two years in the local jail and a fine not to exceed $5000. The laws proved futile, as mining camps typically had a collection of taverns and gaming parlors that lined the streets for the entertainment of the many miners living in the region. By 1879, the law was repealed to allow gaming establishments with some restrictions. The new law allowed gaming and betting in the mining towns, but prohibited advertising a card or dice game in a front room of a tavern or saloon, required the establishment to pay a licensing fee, and ironically prohibited towns from restricting or banning gaming operations (Thompson, 1986, page 207). By 1910, gambling had once again been restricted with the passage of an anti gambling law (Land, 1995, page 36). In

1931, Phil Tobin, a small town rancher and state assemblyman from Humboldt County, proposed a bill to legalize gambling. After much public opposition, the bill passed, and on March 19, 1931, gaming was legal once again.

The 1930s proved a profitable time for Reno. Despite the Great Depression that was devastating the rest of the United States, and the laws of Prohibition, Reno was able to survive at least partly due to the popularity of the divorce trade (Wright, date unknown, page 27) (Fig. 14). Reno was gradually becoming known as a place for fun, entertainment and easy divorce, and tourists flocked to the city. In the early years of gambling and divorce, Reno was "perceived as risqué" and immoral: the quintessential western frontier town (Stewart, 2000, page 27). In the decade between the stock market crash in 1929 until the late 1930s, over 30,000 divorce seekers relocated to Reno for the short six week residency period (Stewart, 2000, page 40).

Because of the widespread reputation of Reno as the "divorce capital of the world," many auto camps, hotels and boarding houses began to cater to the divorce traffic by offering monthly rooms for rent. A book written in the 1930s, titled *The Truth About Reno*, described the rental accommodations in Reno:

One may live cheaply or extravagantly in Reno, and be happy whatever one does. A room may be rented for fifty cents a day in a boarding house or eight dollars a day in the best hotel; a housekeeping cabin in an auto camp (of which there are a considerable number)... Sunny apartments may be had at prices ranging from twenty dollars a month up to eighty or more.
(Zauner, 1978, page 41)

The End of the Depression and the War years

The end of the depression brought much relief to the United States. Reno, although buffered from the drastic economic hardships suffered in other communities, was still a small frontier town. The transcontinental highways provided an easy means for travelers to experience the excitement of the gaming industry, now legal in Nevada, and to enjoy the recreational activities of the surrounding area, including Lake Tahoe. War veterans and their brides flocked to Reno where no waiting period was required to obtain a marriage license (Zauner, 1978, page 40). Military service men stationed at the bases around the region traveled to Reno during the war years in search of entertainment in the casinos and bars.

Until the end of W.W. II, the process of growth to accommodate travelers along Fourth Street was slow. The majority of businesses operating during this time included existing residential communities, flanked by stores, automobile service shops, and the industrial businesses that utilized the

Fig. 15. Postcard of the Farris Motel, one of many built along East Fourth Street. Postcard courtesy of Michael A. "Bert" Bedeau

railroad. The majority of the motels and restaurants were closer to Virginia Street and the downtown center of the city (Harmon, 1999, page 46).

By the end of World War II, Reno and the Truckee Meadows had survived multiple phases of "boom and bust" owing to the ups-and-downs of the mining industry. After the war, businesses along Fourth Street and in Reno once more began to flourish and grow. Americans began to travel again, and the tourist trade in Reno boomed. Several new hotels and motels were constructed along Fourth Street (Fig.15) and the casino industry exploded in the downtown core of the city. While gambling had been legalized in 1931, casinos such as The Owl Club and The Bank Club began legal gaming operations, as they were the first two establishments in Reno to receive licensing for gaming (Kling, 2000, page 4). In 1946, William F. Harrah opened a bingo parlor in downtown Reno, called it Harrah's Club, and thus began his legacy of casinos throughout the state (Kling, 2000, page 73). In 1947, Charles Mapes built an elaborate hotel in the heart of downtown Reno. Construction for the twelve-story, two-hundred room hotel began in December of 1945 and was the first high-rise hotel to be built in the United States after World War II (Kling, 2000, page 101). The Mapes advertised spectacular guest rooms, each with a private shower and bathroom, but probably the most famous aspect of the building was the fabulous Sky Room at the top level that overlooked the city and became the showplace for popular entertainers of the time (Kling, 2000, page 102). Tourists also visited Reno to enjoy the many new recreational activities surrounding the city such as skiing at Lake Tahoe, or boating on Pyramid Lake (Elliott, 1987, page 314).

As the 1950s approached, the growth of the tourist industry in Reno erupted. Gambling began to surpass the divorce trade and more motels and hotels sprang up throughout the city and along Fourth Street. The increased use of Highway 40 and Highway 50 along Fourth Street forced the redevelopment of many residential neighborhoods and empty lots. Existing structures began to be redeveloped into automobile dealerships, gas stations and businesses that serviced the motoring tourist, while the large industrial areas that were once the site of lumber mills and slaughter houses began to be divided into lots that housed smaller structures.

One important component of the economic foundation of Reno was the passage of a tax-free provision in 1949 for "warehousing merchandise in interstate commerce." The "free-port privilege" allowed merchandise coming into Nevada via the railroad or the highway systems to be warehoused in the state for a time and then reentered into "interstate commerce" (Elliott, 1987, page 344). The close proximity of the railroad tracks to Fourth Street, the high use of the highway corridor and the newly passed free-port law continued to influence the industrial entity that had always been present along the highway.

During the late 1960s, the use of Fourth Street as the main east-west transportation corridor through Reno was beginning to diminish. The completion of Interstate 80 in 1974 sealed the fate of the once heavily used route. Tourists, residents, and trucks hauling freight now passed through Reno via the Interstate, which had been built just blocks from the original transcontinental highway at approximately Seventh Street.

Fourth Street, now devoid of its original residential neighborhoods, schools, parks and grocery stores, was zoned industrial, making it hard for any urban renewal projects to take place.

Fig. 16. Faux history: The Silver Legacy Casino. Photo by Christy Fockler August, 2003

In the over one hundred years that Reno has been an incorporated city, the town has gone from a dusty, dirty stagecoach town to a bustling city of almost 200,000 residents. Unlike other towns that were founded in the late nineteenth century, where the main streets were abandoned and vacated for the sprawl of suburbia, Reno has torn down its historic structures and in their place created a replica of history in the form of a casino (Fig. 16). In spite of the changes that have occurred, Fourth Street retains many historic structures that were a part of its transportation heritage. The Nevada-California-Oregon railroad depot, the Sandman Motel, and Abby's HiWay 40 Bar are all elements that still play an important role in Reno's history and future (Fig. 17).

Fig. 17. Abby's Highway 40 neon sign on East Fourth Street. Photo by Christy Fockler June, 2003

III. The Lincoln and Victory Highways

Neon Signs, Car Dealerships, and Diners

I love a road of romance
That speaks of mighty men,
A road that leads me somewhere
And then back home again
Directory of Motor Courts and Camps, 1937 p. 82; cited in Belasco, 1979, p. 39

At the turn of the twentieth century, the intricate interstate system that we know today did not exist. The fragmented, meandering roads that crisscrossed America in the early 1900s consisted of dirt and gravel county and local roads, many of which led almost nowhere except to the center of town or out to farms and ranches surrounding the community. (Lin, 1996-2000, www.ugcs.caltech.edu). The only way to travel across the county after the wagon train period was via the Transcontinental Railroad or on dusty stagecoach lines.

The first transcontinental travel across the United States by automobile occurred in 1903 when Nelson Jackson and Sewall Crocker traveled from San Francisco to New York City (Patrick, 2002,LHRG, p. 249). At that time, most Americans could not afford a car, but with the beginning of mass production of Henry Ford's Model T by 1908 Americans began their love affair with the automobile. By 1912, Ford's Model T was priced at $575.00 and more Americans could afford this new mode of transportation (www.jour.unr.edu, 2003). The American masses responded in droves, thus transforming the American lifestyle with the freedom of transportation and independence. While the popularity of the automobile was growing, the construction of well-paved and maintained

roads was still lacking.

In 1912, Carl Fisher, a prominent businessman who manufactured the Prest-O-Lite Headlight and created the Indianapolis Motor Speedway, (later the Indianapolis 500), conceptualized the idea of a coast-to-coast highway as a campaign for good roads in America. He conceived of a paved highway spanning from ocean to ocean that was hard-surfaced and easy to travel in all weather conditions. The proposed highway was originally titled the Coast-to-Coast Rock Highway (Lin, 1996-2000, www.ugcs.caltech.edu).

Fisher recruited Frank Seiberling, president of Goodyear, and Henry Joy, president of the Packard Motor Car Company, to assist in the formation of the Lincoln Highway Association, which was officially inaugurated on July 1, 1913 in Detroit, Michigan (Patrick, 2002,LHRG, p. 249). Henry Joy suggested the idea of naming the highway after Abraham Lincoln as a tribute to the president, "giving great patriotic appeal to the highway" (Lin, 1996-2000, www.ugcs.caltech.edu).

Fisher and Joy set out to decide the route of the new Lincoln Highway. Both men agreed that the most direct route from New York to San Francisco was the most important factor; and that by sidestepping some congested, larger cities, National Parks and popular scenic attractions, the route would achieve this goal (Lin, 1996-2000, www.ugcs.caltech.edu). The final route was announced at the Conference of Governors in Colorado Springs, Colorado in the summer of 1913. The highway was to start in Times Square in New York City, pass through New Jersey, Pennsylvania, Ohio, Indiana, Illinois,

Iowa, Nebraska, Wyoming, Utah, Nevada, and California, ending in Lincoln Park in San Francisco (Lin, 1996-2000, www.ugcs.caltech.edu). The total mileage for the new highway was to be 3,389 miles.

In order to fund the construction of the highway, Fisher solicited cash donations from automobile industry manufacturers, tire and gas companies, and public and private donations, thereby involving the communities and states located along the highway. Fisher thought that the states along the proposed route would not only be interested in funding the seedling or starter roads within their state (short paved sections of highway on the predetermined corridor), but would also supply the labor to construct the road for a "place on the route" (Fey, 1991, p.11).

By 1914, construction of the Lincoln Highway was progressing. The first section of the Lincoln Highway was paved in Mooseheart, Illinois and the first Seedling Mile was constructed in Malta, Illinois (Patrick, 2002, LHRG, p. 250). In

Fig. 18. Lincoln Highway culvert sign. Governor Tasker Oddie stands next to the Lincoln Highway sign circa 1915. Photo courtesy of the Nevada Historical Society

Reno, Nevada, a local contractor designed a bridge, which was constructed west of town over a culvert near Laughton's Hot Springs. The bridge railings were constructed of cement, spelled out the words *Lincoln* on one side of the bridge, and *Highway* on the other side. The ends of the bridge railing were painted the Lincoln Highway colors of red, white, and blue with the signature "L" located in the center (Fig. 18). This design was later adopted for all of the bridge designs for the entire Lincoln Highway (Fey, 1991, p.28).

The Lincoln Highway in Nevada

The west posed a formidable challenge for the Lincoln Highway Association. The arid, high desert that spreads out west of the Rocky Mountains combined with the imposing Wasatch and the Sierra Nevada mountain ranges created a complex task and an engineering challenge during the construction of the highway (Fig. 19).

Several routes west from Salt Lake City were considered. The Lincoln Highway Association, in its attempt to construct the most direct route, considered several options through the salt desert that runs west of Salt Lake City. The state of Utah and the Lincoln

Fig.19. The Lincoln Highway in eastern Nevada circa 1920.
Photo courtesy of the Nevada Historical Society

Highway Association promoted a southern route west from Salt Lake City through the middle of Nevada, passing through Ely, Austin, and Fallon and ultimately ending in Reno, and then on to San Francisco. The route set off in a southwest direction from Salt Lake City, entered Nevada at the town of Ely, crossing miles and miles of the Great Salt Lake desert, which was regularly flooded, and often muddy (Lin, 1996-2000, www.ugcs.caltech.edu). This route was part of the original Pony Express route through Nevada and was well known (Hokanson, 1988, p. 62). Utah officials highly favored this route because it would require travelers to stay in the state for many more miles, and because they could ultimately tie into the roads south leading to Los Angeles.

Promoters of the Lincoln Highway in Nevada included some of the top political and business figures in the state. Governor Tasker Oddie; Gael Hoag from Ely, a mining and fire insurance businessman; and I.H. Kent from Fallon, a businessman and leader of Churchill County, highly promoted and campaigned for the passage of the Lincoln Highway through the state (Givens 1996, p. 8).

At the same time, a route called the Goodyear Cutoff was being constructed and was greatly promoted by the states of California and Nevada. This northern route was even more direct to San Francisco and posed less of a problem as far as terrain and geography, although travelers would still have to cross the great salt flats. Unlike the southern route, the Goodyear Cutoff entered Nevada at Wendover, which is directly west of Salt Lake City through the salt flats, and followed the Humboldt River and the old

California Trail continuing straight west into Wells, Elko ,and Winnemucca before reaching Reno (Hokanson, 1988, p. 65).

Fig. X. Lincoln Highway Main and Alternate Routes; www.ugcs.caltech.edu/~jlin/lincoln/ Copyright 1996-2000 James Lin

Nevada also had the unique distinction of being one of the states admitted to the Union during the Civil War. The state had a small population density, a mere 70,000 residents and more than 76% of its lands in federal ownership in 1926 (Deady, 1926, p. 6). Reno had the largest population in the state with 12, 016 residents in 1920 (Bureau of the Census, 1922, p. 1351). Governor Oddie, in a report for the *Reno Evening Gazette* was quoted as saying:

"Nevada was the only state to be admitted during Lincoln's presidency, and that as Nevada helped out during the war, she should now help build as the greatest and most useful monument to any man, the Lincoln Highway in memory of Lincoln" (November 1, 1913, Reno Evening Gazette)

The dispute over which route would officially be part of the Lincoln Highway delayed construction until 1925 (Earl, May 18, 1997, Reno Gazette Journal). Two years prior in

1923, the federal government ultimately selected the Wendover route through the states of Utah and Nevada, despite the objection by the Lincoln Highway Association (Schegg, 1995, p. 15) (Fig. 20). The Automobile Blue Book published the mileage for each route noting that from Salt Lake to Reno, via the Wendover route was 560 miles, while the same route was 596.7 via the Lincoln Highway (Automobile Blue Book Mileage). This event would eventually assist in determining the current Interstate system in Nevada. (Fig. 21-22)

Fig. 21-22. The Lincoln Highway culvert signs present day. Located in an overlook between Mogul and Verdi on Interstate 80. Photo by Christy Fockler August, 2003

The Victory Highway in Nevada

The Victory Highway, the second transcontinental highway across the United States, began in Topeka, Kansas in 1921, much the same way as the Lincoln Highway had begun nine years earlier, with a group of "good road" proponents. The Victory Highway was conceived as a tribute to the men and women who had served and lost their lives in World War I. Just like the Lincoln Highway, the route was to run from San Francisco to New York (Blow, 1924, p.159). The greatest advantage exploited by the planners of the

Victory Highway was that the highway started nearly a decade after the Lincoln Highway, and association members were able to utilize roads already constructed, especially in the eastern United States. But when the construction reached the Great Salt Lake and the high desert plains flanked by the Sierra Nevada and Wasatch Mountain ranges, the Victory Highway ran into many of the same problems the Lincoln Highway was dealing with, as the highway would cross "some of the greatest underdeveloped areas in the United States" (Blow, 1924, p.160).

Fig. 23. Victory Highway Eagle. These sculptures were used as road signs along the Victory Highway. This eagle is currently located in Truckee, California approximately 30 miles west of Reno. Photo by Christy

While the decision on the Wendover route was still being considered by the Lincoln Highway Association and the states of Utah and Nevada, a group of Victory Highway promoters from California took the opportunity of the delay in construction to promote the northern route of the Victory Highway from San Francisco to Salt Lake City. By 1928, the highway was completed across Nevada, making it the first of the two highways to be completed in the state (Fey, 1991, p. 32) (Fig. 23). Approximately 410 miles of the Victory Highway crossed Nevada, closely following well- known pioneer trails such as the Emigrant and Humboldt Trails that had been used since the 1800s (www.aaroads.com/ nevada).

With the route through Wendover now officially part of the Victory Highway, its rivalry with the Lincoln Highway for east-west travelers grew. Prior to the founding of the Victory Highway Association, Congress had passed the Federal Aid Road Act in 1916, which provided matching grant funds up to 50% to the states along the Lincoln Highway route for the construction of the roadway. In 1921, the government passed an additional Federal Highway Act that provided $75 million dollars of matching funds to those states along the transcontinental routes if the states identified 7 percent of their total road mileage as "primary" roads (Earl, 1996). The Lincoln and Victory Highways were now competing for the same federal dollars to construct their highways (Schegg, 1995, p. 8). The sharing of federal dollars and the decision by the government to promote the Wendover route forced the Lincoln Highway to officially merge with the Victory Highway from Salt Lake City to Sacramento with a spur south through Ely that tied into the original route to Carson City and Lake Tahoe (Peterson, 1996, p. 22)

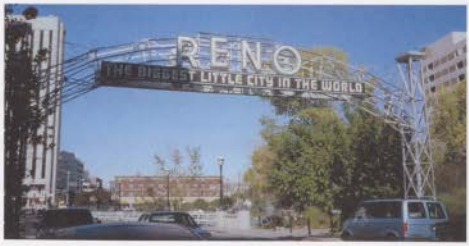


Fig. 24. Old Reno Arch present day. Photo by Christy Fockler July, 2003

While the Lincoln Highway was well promoted and very celebrated all across the United States, the Victory Highway was virtually unheard of in the east. In the west,

however, specifically Nevada, Utah, and northern California, the Victory Highway was a favorite for travelers and businesses (Earl, May 1996, Reno Gazette Journal).

Nevada and Reno prospered greatly from the completion of the two transcontinental highways. The businesses promoted by the use of the automobile, "promised to surpass the business brought by the railroad" (Schegg, 1995, p. 13). Travelers needed not only mechanics, tires, and parts for their automobiles, they also needed places to stay, eat, and purchase goods for their travels. Businesses along the highways developed to meet the tourists' need for inexpensive, comfortable, and convenient accommodations and attractions (Belasco, 1979, p. 129). Since these highways typically traveled through the center of the towns along the route, the streets associated with them became the main streets of America. In Reno, this was Fourth Street.

Soon after the completion of the two highways, Reno held a celebration to honor the Victory and Lincoln Highways. In 1927, the Nevada Transcontinental Highway Exposition was held at Idlewild Park. It was for this celebration that the now famous "Reno Arch" (Fig. 24) was constructed (Fey, 1991, p. 34). In 1924, a few years prior to the Highway Exposition, the American Association of State Highway Officials had proposed a numbering system for the now intertwining system of highways and roads that crossed the United States. East-west routes were to be even numbers with the lowest number starting in the north, and north-south highways would be odd numbers starting with the lowest number in the east (Schegg, 1995, p. 15). Consequently, in Nevada, the Victory Highway was renamed Highway 40 and the Lincoln Highway became Highway 50.

From the late 1920s until the mid-1960s, when the present-day Interstate system began to emerge, the Lincoln and Victory Highways provided travelers with a means to cross the country by automobile. Traveling through main street America became a popular pastime. In her diary of her trip from San Francisco in 1915 via the Lincoln Highway, Effie Price Gladding wrote:

"We were now to traverse the Lincoln Highway and were to be guided by the red, white, and blue marks; sometimes painted on telephone poles, sometimes put up by way of advertisement over garage doors or swinging on hotel signboards. Sometimes painted on little stakes, like croquet goals, scattered along over the great spaces of the desert. We learned to love the red, white and blue, and the familiar big L which told us we were on the right road." (Gladding, 1915, p. 111)

Like many other towns and communities along the routes of the Lincoln and Victory Highways, the businesses that were established along Fourth Street in Reno, Nevada reflected the impact of the new transcontinental highway system. Industrial businesses made use of other nearby means of transportation as well. The Verdi Lumber Company, Sierra Wood and Lumber Company, and the Nevada Packaging Company took up entire city blocks along Fourth Street, utilizing the transcontinental railroad lines that ran just one block from Fourth Street and the Nevada-California-Oregon railroad line, which had its depot directly on Fourth Street, to transport passengers and goods. Interspersed among these businesses were neighborhoods, schools, markets, and farms and ranches that had been present long before the Victory and Lincoln Highways existed.

Even though the industrial businesses had already been established along Fourth Street, motels, auto camps, automotive shops, and supply businesses begun to grow in the area. New businesses catering to the growing tourist trade began to sporadically fill in the

open spaces that remained along Fourth Street, utilizing the availability of transportation and capitalizing on the many tourists and travelers who were driving along the highways, to make their businesses profitable. In one case, a family's chicken ranch became an auto camp where travelers could park their car in a covered garage, formally a chicken coop, while the travelers camped outside (Fig 25).

For the most part, Fourth Street remained an industrial neighborhood interspersed with residential homes and a few motels until after World War II when the country was again ready to travel along the transcontinental highways.

Fig. 25 The Shady Grove Auto Court circa 1932. Julius Redelius converted his chicken coops into the first Auto Court on East Fourth Street. Photo courtesy of the Carpenter Family, Reno, Nevada. July, 2003

IV. Desctiptions of Historic Buildings

East Fourth Street

Walking down Main Street
Getting to know the concrete
Looking for a purpose in a neon sign
I would meet you anywhere
The western sun meets the air
We 'll hit the road, never looking behind
Song lyrics by Sun Volt, Trace, 1995 Warner Brothers Records

Reno may never be a city known for its unique or outstanding architecture. The city was founded as a frontier town and grew out of the desert. Typical of other early frontier towns, the original buildings were constructed of wood, then of brick and stone. In the early twentieth century, the downtown core of Reno looked much like other downtowns of the west with two and three story masonry structures containing retail businesses and offices. But unlike other western towns that have retained a majority or at least some of their downtowns intact, Reno has either demolished or redesigned the existing downtown core, replacing it with glitzy casinos and gambling establishments, leaving remaining shells of historic structures to house pawn shops and tourist T-shirt shops.

East Fourth Street runs from South Virginia Street, its western boundary, to Prater Way in Sparks on the east, running approximately two miles in length. In the last 100 years, many changes have taken place along Fourth Street. From a dirt road that paralleled the railroad tracks with a trolley car rumbling down the center lane to a bustling transcontinental highway, Fourth Street has been transformed. Once a residential

neighborhood with schools, homes and families, interspersed with railroad depots, lumber mills, packing plants and even a brewery and a baseball park, it has become a streetscape lined with hotels, motels, restaurants, and industrial businesses. Today, approximately fourty structures still remain along East Fourth Street that are either directly associated with the transcontinental highways, or were built in the early part of the twentieth century.

For this study, three blocks along East Fourth Street were chosen, each representing a different era of Fourth Street. Additionally, two buildings were included outside the three-block area, chosen for their importance to the business and industrial development of Fourth Street. Using Reno City Directories from 1920 to 2003, Sanborn Fire Insurance Maps dating 1906, 1918, 1947, 1955, the City of Reno Building Permit office records and current (2003) aerial view photographs from the City of Reno, changes of the streetscape over time will be described. Within the defined areas, specific buildings were chosen to highlight and provide recommendations for preservation and adaptive re-use. Examples of buildings, which house successful, thriving businesses in a historical context, will also be profiled (Fig. 26).

Denotes Lin all Map. Aerial photographs from the City of Reno.

Denotes Lincoln and Victory Highway

Fig. 26. Fourth Street Overall Map. Aerial photographs from the City of Reno. www.cityofreno.com

300 Block

The three hundred block of Eas
Record Streets is the closest block in th
Located two blocks from the north-sou
retains some of the oldest remaining st
Although changes have occurred over ti
mostly intact. The 1918 Sanborn Insur
owned by the Nevada-California-Orego
maintenance structures, almost the enti
operated by the railroad.

Intermixed along the block is a
railroad employees. Residential dwelli
commercial businesses.

On the 1947 Sanborn map, the N
Pacific Railroad. A majority of the resid
side of the block have been demolished
place. Some of the private homes have
rent.

300 Block

The three hundred block of East Fourth Street, located between Evans and Record Streets is the closest block in this study to the downtown core of Reno. Located two blocks from the north-south dividing street of Virginia Street, the block retains some of the oldest remaining structures along the Fourth Street corridor. Although changes have occurred over time, historical structures in this block remain mostly intact. The 1918 Sanborn Insurance Maps show the large expanse of land owned by the Nevada-California-Oregon railroad line. From the roundhouse to maintenance structures, almost the entire northeastern edge of the block is owned and operated by the railroad.

Intermixed along the block is a mixture of the hotels that catered to the railroad employees. Residential dwellings also dot the landscape among the commercial businesses.

On the 1947 Sanborn map, the NCO Railroad was now owned by Western Pacific Railroad. A majority of the residential dwellings that originally lined the south side of the block have been demolished with new commercial structures built in their place. Some of the private homes have been converted into businesses or rooms for rent.

301 East Fourth Street

- **Original:Hotel Richelieu**
- **Current:Louis' Basque Corner**
- **Constructed:1906**
- **Masonry construction**
- **Designed by:J. Barrett**
- **Constructed by:J. Barrett**
- **Square Footage: 7,632**

Fig. 27. *Louis' Basque Corner*, 301 East Fourth Street. Photo by Christy Fockler March 2003

The three-story building that Reno residents know as the home of *Louis' Basque Corner* was constructed in 1906 by an Irish stonemason whose stone cutting business was located next door to the hotel (Fig. 27). The property has been under the ownership of the same family since it was built.

Originally, the building was known as the *Hotel Richelieu* (Appendix A-3) The hotel had a grocery store on the first level with thirty-two rooms on the top two floors, each with an exterior window in every room. A single bathroom was located at the end of the hall for guests. The rooms were frequently used by employees of the Nevada-California-Oregon Railroad, as the hotel is located next door to the NCO depot and it was a convenient location to stay while stopping over in Reno.

An interview with the property owner revealed that in 1925 the hotel was renamed the *Lincoln Hotel*, a direct result of the Lincoln Highway passing through Reno along Fourth Street. The Reno City Directories indicate several name and business changes in

the building's 97-year history such as the *Lincoln Market*, and the *Hotel Dude* in the late 1940s and early 1950s, and the *Lincoln Bar*.

In 1967, the first floor was remodeled to accommodate its current business, a restaurant known as *Louis' Basque Corner*, a local favorite featuring traditional Basque cuisine and atmosphere. The upper floors are currently used as weekly and monthly rental apartments.

The building is typical of many structures of the time-period. The foundation is stone and supports a solid construction of red brick walls (currently painted white) that comprise the exterior shell. The windowsills are 6 inch granite stone slabs and a flat arch of rusticated stones crown the doorways (Fig 28). The roofline is capped with a simple decorative corbelled brick cornice. The first floor has an altered storefront level and an addition was constructed at the rear of the building in the late 1960s. The adjoining lot to the east between the restaurant and the train depot is currently vacant.

Fig 28. Granite door lintels and casing surrounds at *Louis' Basque Corner*. Photo by Christy Fockler March 2003

Louis' Basque Corner is a good example of an adaptive re-use project that has seen success along East Fourth Street. The restaurant is a well-established business in the Reno area and according to the

restaurant owner and manager; the rooms above the restaurant are typically always rented and are well maintained. There is not a night at Louis' when the bar and restaurant is not full. Whether it's locals from town, ranchers from the surrounding communities or tourists visiting Reno, Louis' is a well-known favorite (Fig. 29).

Fig. 29. Front elevation of the old Lincoln Hotel / Louis' Basque Corner. Photo by Christy Fockler March 2003

302 - 306 East Fourth Street

- **Original:Marion Hotel**
- **Current:Reno Jazz Club/Marion Hotel**
- **Constructed:1904**
- **Masonry construction**
- **Designed by: unknown**
- **Constructed by: unknown**
- **Square Footage: 5,808**

Fig 30. *Marion Hotel* home of the *Reno Jazz Club*, 302 –306 East Fourth Street. Photo by Christy Fockler March 2003

The *Marion Hotel*, known today as the *Reno Jazz Club*, was built in 1904 (Fig 30). According to the property manager, the stonemason that designed and built the Hotel Richelieu on the north side of Fourth Street, also built the Marion Hotel. Similar to the Hotel Richelieu, the Marion hotel was frequented by employees of the Nevada-California-Oregon Railroad line. The hotel had fourteen rooms for rent on the two upper floors with two bathrooms, one on each floor, for the hotel guests. The first level was a place where guests and railroad employees could get a hot meal and relax while staying at the hotel. According to the hotel manager, it was complete with a bar and a restaurant that catered to the hotel guests and railroad employees.

Sanborn Insurance maps show this structure as a rectangular shaped building on the southwest corner of East Fourth Street and Evans (Appendix A-3). According to the Reno City Directories, this building was a store and a "residence" complete with "furnished room rentals." The 1941 City Directory lists the building as the *Marion Hotel*. The name

was maintained until the late 1960s. The first floor was also known as the *Fourth Street Bar* and today, Reno residents know it as the *Reno Jazz Club*.

Fig. 31. Front elevation of the *Reno Jazz Club*. The storefront level has been altered with non-historic windows and painted brick. Photo by Christy Fockler November 2003

The three-story masonry building is similar in construction to Louis' Basque Corner with a stone foundation supporting a redbrick exterior. The building is rectangular in shape and has a flat roof. The front façade is divided into five bays, each seperated by decorative brick pilasters that extend beyond the recessed window bays. The roofline is capped with a decorative brick teardrop corbel detail. At the storefront level, large stone quoins embellish the corners of the building (Fig. 31). The storefront has been altered with the addition of large modern windows and the brick has been painted black (Fig. 32).

Fig. 32. Granite quoins adorn the corners of the *Reno Jazz Club*. Photo by Christy Fockler November 2003

The building has undergone massive renovation in recent years. According to the current property owner, the building was in poor condition when it was purchased

approximately three years ago. He invested $80,000 in the renovation of the building, which included remodeling the first floor for the Reno Jazz Club, cleaning of the upstairs rooms, and painting and re-carpeting all of the fourteen rooms on the upper two floors (Fig. 33).

Fig. 33. Small guest room at the *Marion Hotel.* Photo by Christy Fockler November 2003

The hotel rooms are currently rented as weekly or monthly apartments, mostly to casino workers. The rooms are very small; each room has only enough room for a single twin- sized bed, a small chair, and dresser. The rooms look out over Fourth Street with large double hung windows in every room (Fig. 34). The tenants share a single bathroom on each floor, a common kitchen area on the second floor where the property owner has installed a refrigerator, a toaster oven, and a microwave.

The Marion Hotel is another example of an adaptive re-use project that is showing success as a viable business along East Fourth Street. The owner has indicated an interest in renovating the first floor into a soda fountain and coffee shop.

Fig. 34. Interior windows looking towards downtown. Photo by Christy Fockler November 2003

324 East Fourth Street

- **Original:Alpine Glass**
- **Current:Vacant**
- **Constructed:c. 1920**
- **Masonry construction**
- **Designed by:F DeLongchamps**
- **Constructed by: unknown**
- **Square Footage: 11,508**

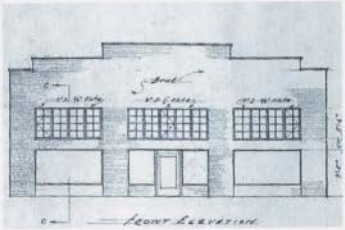


Fig. 35 Original storefront elevation drawing by Frederic DeLonchamps of the *Alpine Glass* warehouse. Special Collections University of Nevada – Reno Library; Frederic J. DeLongchamps drawing file

Fig 36. *Alpine Glass Warehouse*, 324 East Fourth Street. The orange metal panels were added in a 1955 remodel. Photo by Christy Fockler, March 2003

The *Alpine Glass* warehouse building was designed in the 1920s by Frederic J. DeLongchamps, a prominent Reno architect who designed many notable buildings around Reno and Nevada, including several along East Fourth Street (Fig. 35-36).

The building was designed as an industrial warehouse for the Alpine Glass Company. The structure is rectangular in plan and is constructed of concrete block, brick

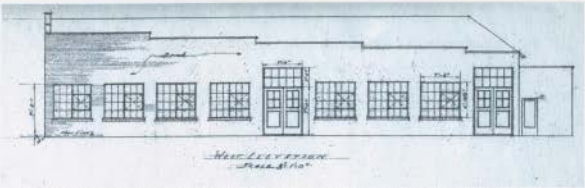


Fig. 37 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the west elevation. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

and steel. Masonry pilasters are spaced every ten feet on center, separating the bays of the building (Fig. 37). The building is a one-story structure with an interior mezzanine level possibly designed for storage or office space. The original drawings by DeLongchamps show three skylights in the roof to allow natural light into the space. The front façade originally had three multi-light windows positioned above large storefront windows on the ground level. The west elevation had two large rectangular garage-type door openings with multi-light transom windows above (Fig. 38).

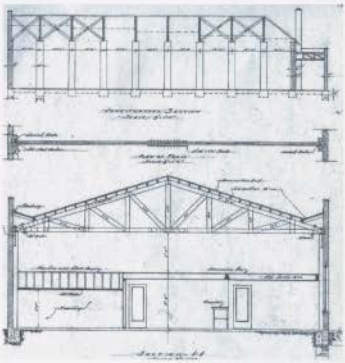


Fig. 38 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the interior construction. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

According to the City of Reno Building Department, the front façade was remodeled in 1955 to its current configuration with a metal façade and large storefront windows. The building is currently vacant.

325 East Fourth Street

- **Original:Nevada-California-Oregon Passenger Depot**
- **Current:Vacant**
- **Constructed:1910**
- **Masonry construction**
- **Designed by:F. DeLongchamps**
- **Constructed by: Burke Brothers**
- **Square Footage: 9,848**

Fig 39. *Nevada-California-Oregon Railroad* depot. Also known as the Barengo Building, 325 East Fourth Street. Photo by Christy Fockler, March 2003

The Nevada-California-Oregon Depot was designed by Reno architect Frederic J. DeLongchamps in 1910 as the passenger depot and headquarters of the NCO Railway which began in 1880 (Nylen, 1982). The building was built by Burke Brothers, contractors, for a total cost of $35,000.00 (Reno Buildings Clipping File, Nevada Historical Society) (Fig. 39-40).

The railroad was organized in June of 1880 as the Nevada and Oregon Railroad and was originally anticipated to run from the mining camp of Aurora, Nevada, north to the California-Oregon border, although the 124 mile stretch from Aurora to Reno was never built. The final stretch

Fig. 40. Western elevation of the *NCO Depot*. The gold lions heads were used to support a canopy that extended over the entrance door. Photo by Christy Fockler June, 2003

of track was completed in 1912 at Lakeview, Oregon (Nylen, 1982). The narrow gauge railway ran for 238 miles from Reno to Lakeview where DeLongchamps designed a replica depot (Appendix D-4, D-5). Both structures are listed in the National Register of Historic Places.

The NCO line had the unique distinction that its main industry was not the mining camps and towns throughout Nevada and the west, but the agricultural and ranching industries. Ranchers relied upon the NCO to transport goods such as sheep, cattle, wool, grain, hay, and lumber goods to and from the region (Nylen, 1982).

Fig. 41. Nevada-California-Oregon depot circa 1910. The arched entrance fronts Fourth Street. Special Collections Department University of Nevada, Reno Library

The system of tracks that supported the NCO railway ran throughout the industrial area surrounding Fourth Street (Appendix A-3). A line ran from Flanigan's Warehouse, located just a few blocks east of the depot, connecting the depot with the agricultural industry in Reno. In 1917, a portion of the NCO railway line was purchased by the Western Pacific Railroad. Sixty-four miles between Hackstaff Crossing to Reno were sold

to the Western Pacific for $700,000 (Nylen, 1982). The purchase included the depot in Reno, which then became the headquarters of the Western Pacific and served as their new passenger and freight depot (Fig. 41). Western Pacific operated it as such until 1937 (Myrick, 1962). Western Pacific continued to house their offices in the building until 1958, when the building was purchased by the Barengo family who used it as headquarters for their business, *Sierra Wine and Liquor* until, recently. Currently the building is vacant and is awaiting a potential buyer.

The Nevada-California-Oregon Railroad Depot was listed in the National Register of Historic Places in 1979. The nomination describes the exterior:

> "The two-story red brick building is a reflection of the eclecticism of early twentieth century builders, incorporating a variety of design features. The building's low-pitched hip roof is covered in red Spanish tile. The roof's wide eaves are supported by large paired wooden brackets. Shed dormers are found on the sides and front of the roof.

Fig. 42. Track (west) elevation of Nevada-California-Oregon passenger depot designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

The most prominent features of the lower floor are the Roman arches used around the door and window awnings. The doors are flanked by sidelights and topped with fanlights. The fanlights are obscured in most instances by canvas openings. An arch is also incorporated in the mission style front entrance. The most striking feature of the building is the extensive use of concrete. There are concrete quoins at all exterior corners. Concrete keystones and imposts are found on door and window openings. The openings also have concrete sills. Concrete also accents the curvilinear gable and impost molding of the front entrance." (Abbe, 1979, NRHP) (Fig. 42-43).

The building remains virtually intact except for some minor modifications to the interior during its occupation by Sierra Wine and Liquor. Interior partition walls were added, mainly in the original passenger waiting area, in order to create multiple offices and could be easily removed to bring the space back to its original configuration.

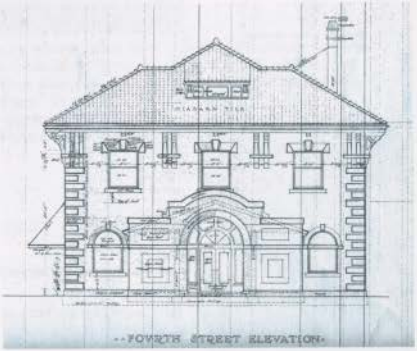


Fig. 43 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the west elevation. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

The interior lobby retains the original multi-colored tile pattern consisting of six-sided tiles measuring approximately one and a half to two inches across. The pattern is comprised of multiple colors, dark green, deep red, and

black on a background of white tile. A border pattern of smaller half-inch tiles in green, red, yellow, and blue frames the edges of the floor (Fig 44-45).

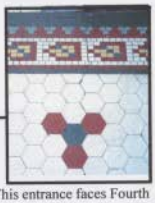


Fig 44. Interior entrance hall of the *NCO Depot*. This entrance faces Fourth Street and was considered the secondary entrance to the building. The primary entrance faced west which fronted on the railroad tracks that ran north out of Reno.
Fig 45. Tile pattern detail showing the border and main field tile patterns.
Photos by Christy Fockler June, 2003

The staircase that runs immediately off the south entrance is intact and in excellent condition. The tile continues from the lobby area and runs up the walls of the stairwell, forming a wainscot, capped with a wood trim piece. The banister and railings are original as are the stair risers (Fig 46). The second floor was used for office space and has several large offices

Fig. 46. Interior staircase leading from the south end entrance lobby to the second level office space. Photo by Christy Fockler

flanking a central corridor. The original hardwood flooring remains under the carpet in the office areas.

The 9,848 square foot depot is currently for sale (Fig. 47). According to the real estate agent, the current owners are looking for a buyer that will retain the building's original character and design in an adaptive re-use business.

Fig. 47. Western elevation of the *NCO Depot*. The center entrance was the main entrance to the depot. Passengers would exit the train at this location and enter the depot. The far entrance was where baggage was loaded and unloaded from the trains. Photo by Christy Fockler June, 2003

700 Block

The 700 block of East Fourth S
Avenue (present-day Wells Avenue) co
businesses. The 1918 Sanborn maps sh
location on the northwest corner of the
Packing Company, which included an i
tanning room and an abattoir, to serve t
ranchers could take their cattle to the p
sale. It is reasonable to assume that bee
and the Nevada California Oregon railr
southern edge of the block, which exte
the Verdi Lumber Company and the sto
Packing Company.

The 1947 Sanborn shows little
Nevada Packing Company is noted as a
self-service laundry service occupy wh
plant. The Eveleth Lumber Company r
surrounded by various auto repair and

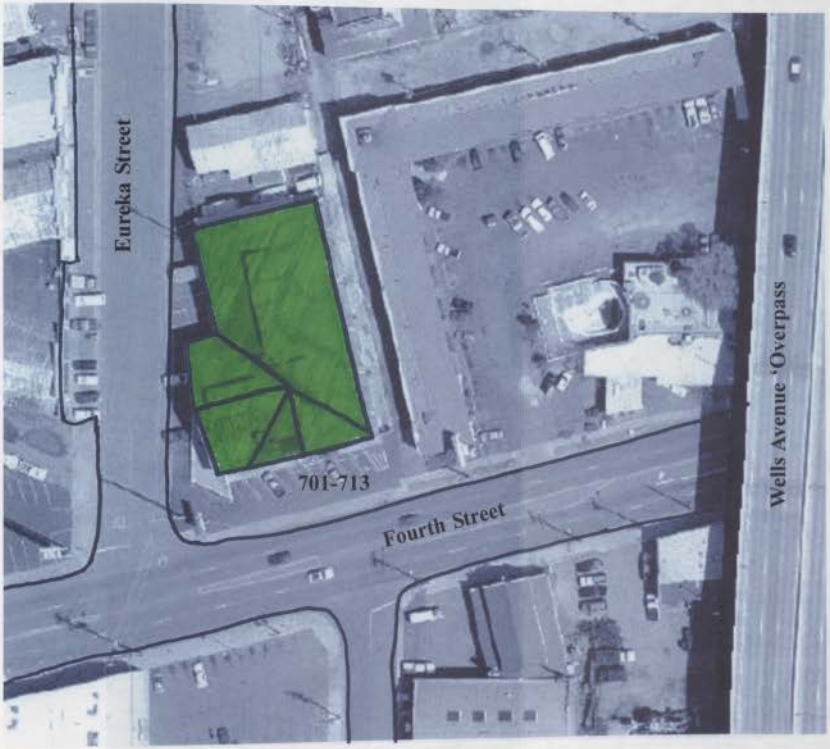
By the 1955 revision of the San
Company had been replaced by the 80-
existence today. Much of the businesse

700 Block

The 700 block of East Fourth Street, located between Eureka and Alameda Avenue (present-day Wells Avenue) consisted primarily of agriculturally related businesses. The 1918 Sanborn maps show Flanigan's Warehouse in its present location on the northwest corner of the street. Next to Flanigan's was the Nevada Packing Company, which included an ice plant, cold storage, a hide curing and tanning room and an abattoir, to serve the needs of the local cattle ranchers. Local ranchers could take their cattle to the plant to be butchered, frozen, and prepared for sale. It is reasonable to assume that beef could be shipped via Flanigan's Warehouse and the Nevada California Oregon railroad line to communities north of Reno. The southern edge of the block, which extended to the railroad tracks, was the location of the Verdi Lumber Company and the storage and shipping buildings for the Nevada Packing Company.

The 1947 Sanborn shows little change to the block except for the fact that the Nevada Packing Company is noted as a vacant structure. A small auto repair and self-service laundry service occupy what was once an office building for the packing plant. The Eveleth Lumber Company resides on the southern side of the block, surrounded by various auto repair and storage shops.

By the 1955 revision of the Sanborn Insurance Maps, the Nevada Packing Company had been replaced by the 80-unit El Rancho Motel, which is still in existence today. Much of the businesses shown on the 1947 map still existed.



701 - 713 East Fourth

- **Original:Flanigan's Warehouse Co.**
- **Current:Forever Yours Antiques**
- **Constructed:1902**
- **Masonry construction**
- **Designed by:unknown**
- **Constructed by:unknown**
- **Square Footage: 38,000**

Fig. 48. *Flanigan's Warehouse and Cold Storage Plant,* date unknown. Photo courtesy of the Nevada Historical Society

Fig 49. *Flanigan's Warehouse Co. and Cold Storage plant.* 701 - 713 East Fourth Street. Photo by Christy Fockler, March 2003

The Flanigan's Warehouse building is one of the oldest structures along East Fourth Street (Fig 48-49). Constructed in 1901-1902, the original structure was the warehouse for Peter Flanigan's sheep and cattle business. A two-story addition was constructed in 1903. The warehouse stored wool from local sheep ranches and was later a wholesale and distribution center serving the agricultural community of Reno. The close

proximity to the Nevada-California-Oregon railroad lines as well as the Central Pacific Railroad established the distribution capabilities of the warehouse; and thus Flanigan's Warehouse became one of the most important buildings in Reno (Appendix A- 5). (Reno Buildings Clipping File, Nevada Historical Society). According to the current property owner, the building could store as much as two million tons of wool during a season and boasted the first operable freight elevator in Reno. In 2001, the 38,000 square foot building was purchased and restored to house a local furniture shop. The owners of *Forever Yours Antiques and Furniture* have done little to modify the structure. The large one and one-half story warehouse space is a good match for the showcasing of antique furniture and is an excellent example of a successful adaptive re-use idea for this historic structure.

Fig. 50. Original freight elevator in *Flanigan's Warehouse*. Photo by Christy Fockler May, 2003

The building retains its original freight elevator, which is still operable (Fig. 50). The building has a cross gabled roof supported by a brick masonry exterior. Semicircular arched windows are consistent at the window and door openings. Brick pilasters divide the exterior facades into multiple bays. Several windows and openings have been altered at the storefront level.

The interior wood beams are one piece of solid wood that appear to be hand hewn (Fig. 51). Large crossbeams run perpendicular to the roofline and are supported by timber pieces to form a series of bays within the warehouse space. The original hardwood floors remain in good condition. The minor cosmetic improvements such as cleaning the brick exterior and removing the drop ceiling on the first level were the most extensive parts of the restoration completed by the owner (Fig.52).

Fig. 51 Interior of *Flanigans Warehouse / Forever Yours Antiques*. Photo by Christy Fockler June, 2003

Fig. 52.The western elevation of *Flanigans Warehouse / Forever Yours Antiques*. The ramp and railing were added in the remodel of 2001 for ADA access. Photo by Christy Fockler June, 2003

900 Block

The 900 block of East Fourth S

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Company had structures that stretched

tracks. The Ice House once used by th

while awaiting shipment on the railroad

The 1918 Sanborn maps show t

Brewing Company located on southeas

brewery. Across the street on the north

surrounded by several residential dwell

The 1947 and 1955 Sanborn ma

Company, with the completion of the b

home to the Reno Traction Company h

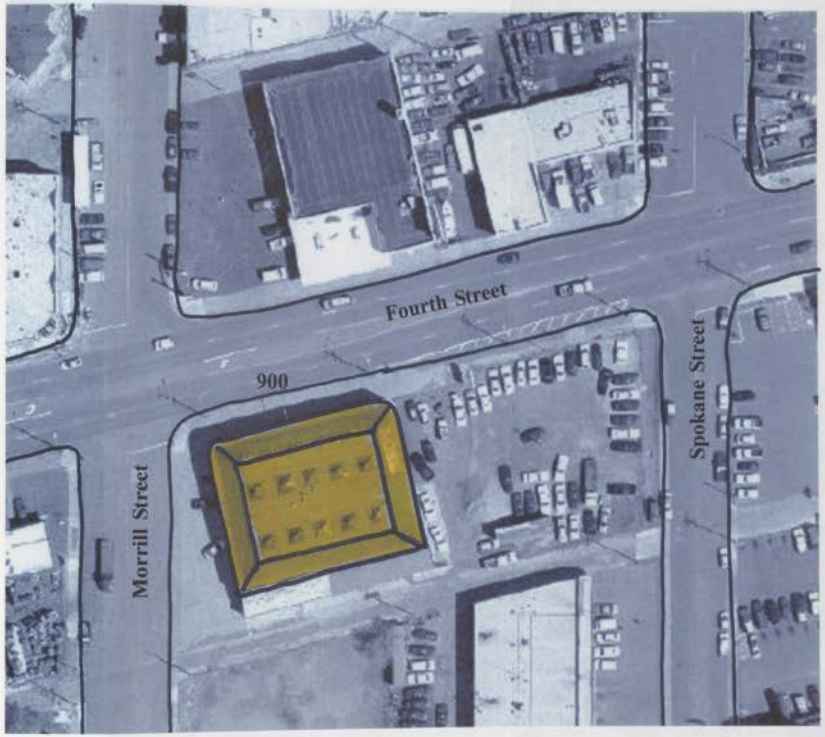
business surrounded by several parcels

900 Block

The 900 block of East Fourth Street was home to businesses that grew up as a result of the railroad line. The close location to the tracks allowed businesses to import and export goods made or stored along Fourth Street. The Reno Brewing Company had structures that stretched from Fourth Street south to the railroad tracks. The Ice House once used by the brewery to keep the kegs of beer chilled while awaiting shipment on the railroad still stands in its original location.

The 1918 Sanborn maps show the large facility belonging to the Reno Brewing Company located on southeast corner of the block. Vacant lots surround the brewery. Across the street on the northwest corner was the Reno Traction Company, surrounded by several residential dwellings and vacant lots.

The 1947 and 1955 Sanborn maps show the expansion of the Reno Brewing Company, with the completion of the bottling plant in 1940. The structures that were home to the Reno Traction Company have been replaced with an Auto Repair business surrounded by several parcels of still vacant land.



900 East Fourth Street

- **Original:Reno Brewing Co. Bottling Plant**
- **Current:Vacant**
- **Constructed:1940**
- **Masonry construction**
- **Designed by:unknown**
- **Constructed by:unknown**
- **Square Footage: 14,000**

Fig. 53. *Reno Bottling Plant* 1940. Photo courtesy of the Nevada Historical Society

Fig. 54 The *Reno Bottling Plant*, which was once part of the Reno Brewery Company. 900 East Fourth Street. Photo by Christy Fockler March, 2003

The Reno Brewing Company Bottling Plant is one of the few remaining buildings of the Reno Brewery. The building was constructed in 1940 by the Reno Brewing Company, one of Reno's oldest business establishments of the time (Appendix B-6). The Bottling Plant was built to house the bottling works, packing, and shipping departments of the Reno Breweries operations, one of many buildings built by the brewery along Fourth Street (Fig. 53-54).

The Reno Brewing Company was established in 1903 by Jacob Hook, Peter Dohr and John Maurer (Clark, 1940). The company brewed many beers, including Royal Beer and One Sound State Beer, both of which were shipped throughout Nevada and Northern California territories (Walton, 1949). The primary and most popular beer product produced was Sierra Beer (Author unknown, 1940, NSJ). The brewery was very successful and continued to produce and supply bottled beer to the mining communities surrounding Reno until the onset of World War I when supplies became limited and prohibition was instituted. At that time, the brewery converted its operations to manufacture non-alcoholic beer, soda water, seltzers, and flavored soft drinks until the manufacturing of beer became legal again in 1933. During World War II, the production of beer slowed again as a result of the lack of supplies, including bottles and cans. The company suffered and was sold in 1948. The brewery was demolished in 1959 in order to construct a casino, which was never built (Earl, 1995, Boulder City News). The bottling plant remains in its original location.

The bottling plant is a one-story structure constructed of brick and steel, and covers an entire square block measuring 115 feet by 130 feet (Author unknown, 1940, NSJ) (Fig. 55). At the time of its construction, the

Fig. 55 – Interior steel girders support the roof of the *Reno Bottling Plant*. Photo by Christy Fockler June, 2003

building boasted the "largest single span in the State of Nevada" (Clark, 1940, NSJ). The building is distinguishable by the red brick exterior and curved glass block corner (Fig. 56). The elevation that fronts Fourth Street was built with an "all glass front with plate bricks and plate windows so that passersby can see the beer as it is being made" (Author unknown, 1940, NSJ). The interior space is lighted primarily by fifteen skylights in the ceiling. The original mezzanine and skylights are still operable. (Fig.57).

Fig. 56 – Glass block window at the corner elevation of the *Reno Bottling Plant*. Photo by Christy Fockler June, 2003

The building is currently vacant and is being used primarily as a storage area. The property owner has several ideas for the space and has contacted a local architect to develop some schematic designs for the building such as a jazz club and restaurant.

Fig. 57 View of rooftop skylights. The mezzanine level is visible in the foreground. Photo by Christy Fockler June, 2003

1200 Block

The early days of tourist travel a
Nevada had little in the way of lodging
lined Fourth Street. It was not until afte
courts, hotels, and motels began to be c
trying to recover from the Great Depres
structures into auto camps, hoping to fir
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The twelve hundred block of Ea
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filled in with a mix of residences and bus
company and a few motels. By the mid
business sites or restaurants. By the ne
two restaurants, and several motels line

Today, the block is a mix of smal
and small retail establishments. The ma
motels. One of the buildings has underg
residential home, to a restaurant, to a off
stands vacant. None of the property o
granted an interview for this study. All

partment permit office, historic photographs
ourth Street.

1200 Block

The early days of tourist travel along the Lincoln and Victory Highways in Nevada had little in the way of lodging accommodations except for Auto Camps that lined Fourth Street. It was not until after World War II that the majority of the motor courts, hotels, and motels began to be constructed along East Fourth Street. Families trying to recover from the Great Depression began converting their land or existing structures into auto camps, hoping to find ways to entice the now-traveling public to stop for the night. Small, hand built cottages were constructed on "vacant land lining Main Street America on strategic points along the Lincoln Highway, and at the well-traveled crossroads of Route 66" (Witzel, 2000, page 48).

The twelve hundred block of East Fourth Street in Reno was sparsely inhabited until the late 1940s. For the most part, only a few residential houses dotted the parcels of land along this eastern stretch of the highway. The lots were gradually filled in with a mix of residences and business establishments, including a chemical company and a few motels. By the mid to late 1950s, some of the homes had become business sites or restaurants. By the next decade a tire store, a mattress company, two restaurants, and several motels lined the block. Only two residences remained.

Today, the block is a mix of small, weekly rental motels, industrial businesses, and small retail establishments. The mattress company remains, as do several of the motels. One of the buildings has undergone several revisions, changing from a residential home, to a restaurant, to a office machine business. This building now stands vacant. None of the property owners of the following hotels and motels granted an interview for this study. All research for the following properties was

completed using sidewalk surveys, documentation from the Reno Building Department permit office, historic photographs from the Nevada Historical Society and recent newspaper articles regarding Fourth Street.

1200 East Fourth Street

- **Original:Sutro Motel**
- **Current:Sutro Motel**
- **Constructed:c. 1955**
- **Wood with brick veneer construction**
- **Designed by:unknown**
- **Constructed by:unknown**
- **Square Footage: 3,500 approx. each unit**

Fig. 58 Postcard of the *Sutro Motel* circa 1955 advertising: "12 new, beautifully furnished, carpeted, sound-proof, air-conditioned units with tile baths. 8 blocks to down-town Reno" Postcard courtesy of Michael A. "Bert" Bedeau

Fig. 59 The *Sutro* Motel, present day 1200 East Fourth Street. Photo by Christy Fockler

The *Sutro Motel* was constructed circa 1955 and is one of the later motels to be built along Fourth Street as a result of the transcontinental highway system. Complete with "carpeted, sound-proof, air-conditioned units", the motel was attractive and modern for the time. (Fig 58-59). Two Spanish Mission style units straddle the east and west sides of Sutro Street, both capped with a pan and barrel tile roof. The motel is configured in an L-shaped "motor court" design, which allows vehicles to park directly in front of each room. Private and public spaces are incorporated in each wing of the motel (Jakle, 1996, page

37). The structure is wood frame (City of Reno Building Department permit) with a stucco exterior façade.

Fig. 60 Eastern unit of the*Sutro* Motel Photo by Christy Fockler January, 2003

Currently, the motel is used for weekly and monthly rentals. The units appear to be well maintained and provide an attractive street side appearance. The roof appears to be in good condition. The building has been painted, and from the outside, the individual units appear to be clean and well-maintained. Some residents have placed outdoor furniture on the doorsteps and have decorated with potted flowers. One unit flies an American flag (Fig. 60-61).

Fig. 61 Sign at *Sutro* Motel advertising weekly rentals complete with kitchenettes. Photo by Christy Fockler March, 2003

1228 East Fourth Street

- **Original:Pvt. Res.of John Siri**
- **Current:Vacant**
- **Constructed:c. 1920**
- **Masonry Construction**
- **Designed by:Res. - unknown. Remodel by:F.DeLonchamps**
- **Constructed by:unknown**
- **Square Footage: 2,300**

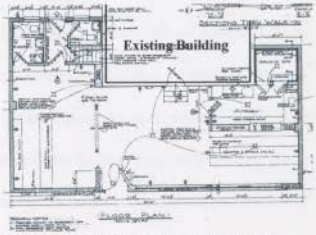


Fig. 62. Floor plan of the remodel to John Siri's residence. The existing house is noted.University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

Fig. 63 *Siri's Business Machines* 1228 East Fourth Street. Photo by Christy Fockler March, 2003

Originally, this site was the residence of John Siri (1918 Sanborn Maps; 1929-1930 Polk's Reno City Directory). Although the original structure, was not directly associated with the transcontinental highways, the succeeding businesses that occupied this site did come as a result of the highway that was Fourth Street. According to the Reno City Directories, Mr. Siri and his wife Elizabeth continued to live on the property until 1948. In 1952, the residence was remodeled with the addition of a masonry storefront, designed by Frederic J. DeLongchamps in 1952 (Fig. 62-63). The original residence

remained, located behind the new masonry addition (Fig. 64). A brick façade was added and the building was enlarged and redesigned to house *Siri's Fish-n-Chips Restaurant* (1950 Polk's Reno City Directory). Over the following decades, the business changed from a fish-n-chips restaurant, to *Siri's Italian Restaurant and Cocktail Lounge*, which became a local favorite. As the restaurant business declined and the character of the Fourth Street corridor changed, the Siri family closed the restaurant and transferred the family business, *Siri's Business Machines* to that location. The structure is currently vacant and stands in disrepair.

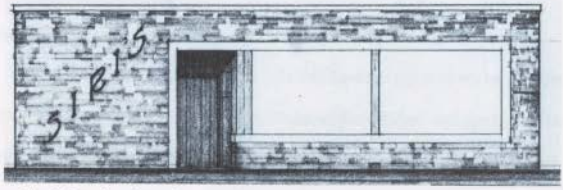


Fig. 64 Drawing of storefront remodel and addition by by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

1233 East Fourth Street

- **Original:Pvt. Res.until c.1950**
- **Current:Hi Ho Motor Lodge**
- **Constructed:1950**
- **Wood construction**
- **Designed by:unknown**
- **Constructed by:J Redelius**
- **Square Footage: 9,570**

Fig. 65 Postcard of the *Hi Ho Motel* advertising: "A new, fully modern 32 unit, carpeted motel with tubs or tile showers. Circulating hot air, vented heat. Free radios in each unit. The Nearest Motel to CityCenter."
Postcard courtesy of Michael A. "Bert" Bedeau

Like many of parcels of land along East Fourth Street, the 1200 block was comprised of open land interspersed with residential homes and a few businesses.

The original structure located at 1233 East Fourth Street, a private residence until 1947, was demolished to construct the *Hi Ho Motel* (City of Reno Building Department; 1950 Polk's Reno City Directory) (Fig. 65-66). The *Hi Ho* Motel was completed by 1952 with 27 units available. Several additions have been made to the complex including the addition of several rooms in 1966 to bring the total to 32 units (Fig. 67).

Fig. 66. The *Hi Ho Motor Lodge* present day, 1233 East Fourth Street. Photo by Christy Fockler March, 2003

Fig. 67. The *Hi Ho Motor Lodge* circa 1955. University of Nevada – Reno Special Collections Library

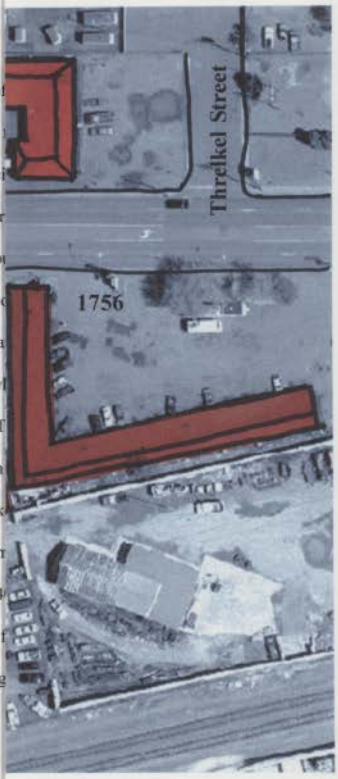
According to the City of Reno Building Department Permit office, the structure is wood frame with a stucco exterior façade. The layout is a "two row motor court configuration" allowing diagonal parking in front of each unit (Jakle, 1996, page 37). A portion of the structure is two stories (Fig. 68). The complex is currently a weekly and monthly rental establishment. The units appear to be in a state of mild disrepair. While the structure appears to be reasonably sound, the general appearance of the property seems rundown and uncared for.

Fig. 68. The *Hi Ho Motor Lodge* . Photo by Christy Fockler March, 2003

1700 Block

The seventeen hundred block of
mostly by agricultural properties and a
majority of the hotels and motels associ
constructed after the end of World War

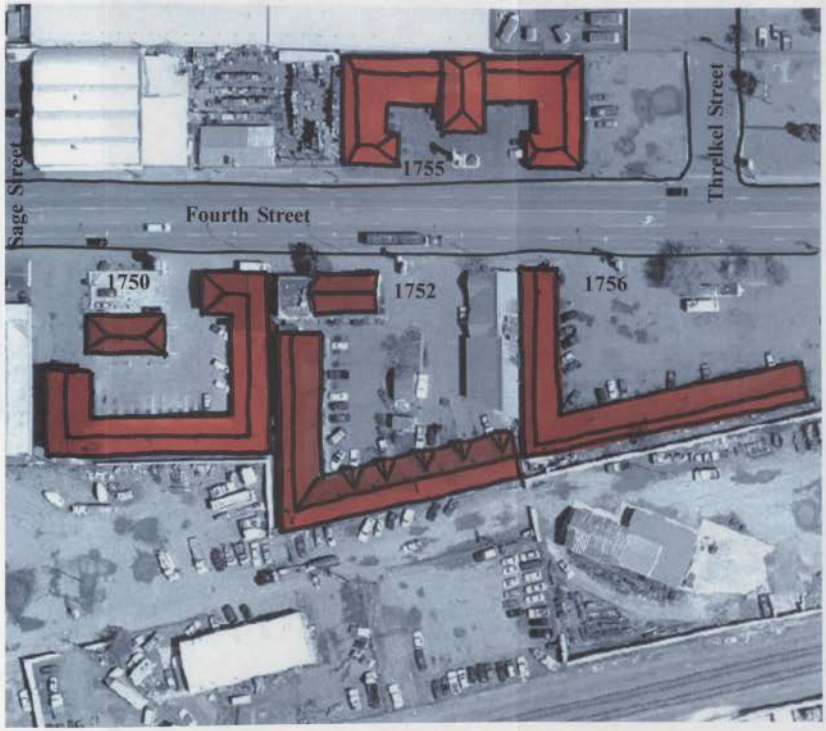
In 1930, a Reno businessman p
1700 block of East Fourth Street and c
was complete with bleachers for specta
The businessman was Jack Threlkel, w
shop located on Chestnut Street. Mr. T
shop who could play baseball and soon
Cubs. Several leagues played at Threlk
the Twilight. University of Nevada tea
the area also played at the park. In 194
played between local teams and teams f
Bonanza) (Fig. 69). The park is now g
local trucking company.



1700 Block

The seventeen hundred block of East Fourth Street was originally inhabited mostly by agricultural properties and a few residential homes in the 1940s. The majority of the hotels and motels associated with the transcontinental highways were constructed after the end of World War II.

In 1930, a Reno businessman purchased four acres at the eastern edge of the 1700 block of East Fourth Street and constructed a new baseball diamond. The park was complete with bleachers for spectators and grass fields (Earl, 1997, Bonanza). The businessman was Jack Threlkel, who in 1907 had opened Reno's first auto repair shop located on Chestnut Street. Mr. Threlkel began to hire workers for his repair shop who could play baseball and soon formed a local team called the *Reno Garage Cubs*. Several leagues played at Threlkel's ballpark, including the Sierra Nevada and the Twilight. University of Nevada teams played there, and professional teams visiting the area also played at the park. In 1940, lights were installed and night games were played between local teams and teams from Northern California (Earl, 1997, Bonanza) (Fig. 69). The park is now gone, replaced by the Wells Cargo company, a local trucking company.



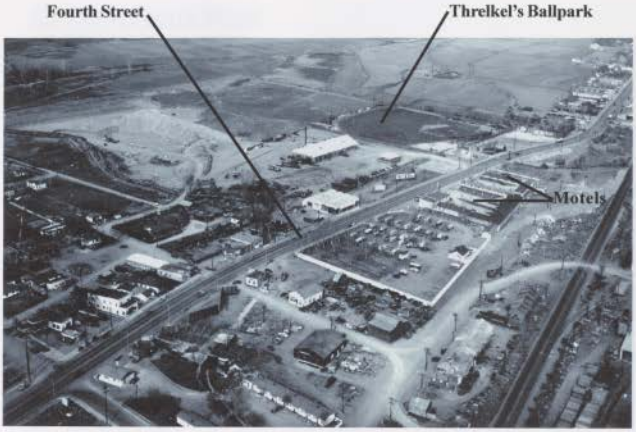


Fig. 69. East Fourth Street 1945. Threlkel's Ballpark is in the upper right corner. Several of the motels are noted. Photo courtesy of the Nevada Historical Sociey Neal Cobb Collection

1750 East Fourth Street

- **Original:Highway 40 Trailer Park**
- **Current:HiWay 40 Motel**
- **Constructed:c.1947. Remodel 1981**
- **Brick/Tile construction**
- **Designed by:unknown**
- **Constructed by:J. Redelius**
- **Square Footage: 11.558**

Fig. 70 Postcard of the *Highway 40 Motel* circa 1950 advertising; "A new, air-conditioned, fire-proof, fully carpeted motel with full-tile showers. Radios."
Postcard courtesy of Michael A. "Bert" Bedeau

The *HiWay 40 Motel* (current spelling) (Fig. 70-71) is one of several motels built along East Fourth Street by Julius Redelius. A German immigrant, Mr. Redelius originally lived along East Fourth Street and ran a chicken farm, which was located at the present site of 1752 East Fourth Street, next door to this structure. His descendants still reside in Reno, although they are not the current owners of the properties. An interview with Mr. Redelius's daughter and

Fig. 71 *HiWay 40 Motel* 1750 East Fourth Street. Photo by Christy Fockler January, 2003

grandson revealed that in the mid 1920s, he converted his chicken coops and surrounding property into an "Auto Camp," utilizing the chicken coops as the covered parking for automobile storage (Fig. 72). Over the next several decades, Mr. Redelius constructed several more motels along the southern boundary of East Fourth Street, including the *Highway 40 Trailer Park* and the *Shady Grove* next door.

Fig. 72 Remodel and construction of the Redelius family's chicken coops to the *Shady Grove Auto Camp* in 1925. Photo courtesy of the Carpenter Family, July, 2003

Mr. Redelius built the *HiWay 40* Motel sometime between 1945 and 1949; it was originally called the *Highway 40 Trailer Park*. According to the City of Reno Building Permit office, the structure originally was constructed of brick and tile. The complex was advertised as "air-conditioned and fire-proof." In 1981, portions of the structure were demolished and rebuilt with wood frame construction. The motor court is a L-shaped configuration with a detached public lobby (Jakle, 1996, page 37). The *HiWay 40 Motel* is currently a weekly and monthly rental (Fig. 73).

Fig. 73 Neon sign of the *HiWay 40 Motel*. Photo courtesy of www2.sjsu.edu

1752 East Fourth Street

- **Original:Shady Grove Auto Camp c.1925**
- **Current:Farris Motel**
- **Constructed:c.1947**
- **Hollow tile/Stucco construction**
- **Designed by:unknown**
- **Constructed by:J. Redelius**
- **Square Footage: 13,500**

Fig. 74 Postcard of the *Farris Motel* circa 1950 advertising: "Accommodations for 1 to 6 in an elegantly furnished, roomy, fully carpeted, 31-unit motel. Tubs and full-tile showers. Thermostatic controlled heat. Garages. Kitchenette. One of the Finest Motels in the West."
Postcard courtesy of Michael A. "Bert" Bedeau

The present location of the *Farris Motel* (Fig. 74) is the original location of the *Shady Grove Auto Camp*, built by Julius Redelius in 1925. As previously mentioned, Mr. Redelius constructed several motels along East Fourth Street between 1925 and the late 1940s, during the height of the Lincoln and Victory Highways. Mr. Redelius continued to reside on the property at his residence next to the Auto Camp (Fig. 75). The *Shady Grove* was complete with a gas station and mechanic's shop that fronted Fourth Street, a convenient stop for

Fig. 75 Photograph of the Shady *Grove Auto Court*, 1935. Photo courtesy of the Carpenter Family, July, 2003

travelers along the highway (Fig. 76). The *Shady Grove* operated until 1947 when it was demolished.

Fig. 76 Gas station along East Fourth Street next to the *Shady Grove*, current site of the *Farris Motel*. Photo courtesy of the Carpenter family, July, 2003

Redelius built the *Farris Motel* in its place.

The *Farris Motel*, was owned by Mr. R.B. Farris and was known for its "wedding cake facade" that fronts the entrance to the detached public lobby (Fig. 77). The motel is constructed of "hollow tile with sheathing" and has a Spanish tile roof (Reno Building Department Permit office). The 31-unit complex is an L-shaped, motor court configuration (Jakle, 1996, page 37) (Fig. 78). Some units were originally built with kitchenettes, making it possible to adapt them for current use as a weekly and monthly

Fig. 77 Lobby entrance at the *Farris Motel* 1752 East Fourth Street. Photo by Christy Fockler March 2003

Fig. 78 Parking lot and motel units of the *Farris Motel*. Photo by Christy Fockler March

motel. The property appears to be in mild disrepair. Paint is peeling off of the structures, trash and run down automobiles line the parking area . The original neon sign has been removed from the property (Fig. 79).

Fig. 79 Neon sign in front of the wedding cake entrance of the *Farris Motel*. The sign is no longer standing. Photo courtesy of www2.sjsu.edu

1755 East Fourth Street

- **Original:Travel Lodge**
- **Current:Sandman Motel**
- **Constructed:1949**
- **Wood construction/ brick veneer**
- **Designed by:unknown**
- **Constructed by:unknown**
- **Square Footage: 8,825**

Fig. 80 The *Sandman Motel* 1755 East Fourth Street. Photo by Christy Fockler January 2004

The *Sandman Motel* was constructed in 1949 and was originally called the *Travel Lodge* (1950 Polk's City of Reno Directory). The U-shaped motor court has 27 units and is constructed of wood with a brick exterior veneer (Fig. 80).

The property appears to be well maintained and clean except for the eastern edge of the property where a vacant lot is currently being used as a parking lot for renters of the motel (Fig. 81). Manicured landscaping and shrubbery line the interior courtyard of the motel and the exterior doors to the units have been painted in bright, pastel colors of pink and light blue.

Fig. 81 Motel units and adjoining parking lot of the *Sandman Motel* Photo by Christy Fockler January 2004

An original neon sign, topped with an automobile still stands along Fourth Street. The sign is a signature monument to the hotel (Fig. 82). The motel is currently a weekly and monthly rental.

Fig. 82 Neon sign of the *Sandman Motel* with its signature automobile topping off the sign. Photo by Christy Fockler, March, 2003

1756 East Fourth Street

- **Original:Everybody's Inn Motel**
- **Current:Everybody's Inn Motel**
- **Constructed:c.1947**
- **Wood/Stucco construction**
- **Designed by:unknown**
- **Constructed by:J. Redelius**
- **Square Footage: 6,290**

Fig. 83 Postcard of the *Everybody's Inn Motel.* Postcard courtesy of Michael A. "Bert" Bedeau

The Everybody's Inn Motel was built circa 1947 by Julius Redelius, who built several motels in this block of East Fourth Street (Fig.83). The motor court is constructed in a L-shaped configuration and has 27 units. The building is wood construction with stucco exterior façade. A brick wainscoting is visible at the lower level of the exterior wall.

The *Everybody's Inn Motel* is currently a weekly and monthly rental and the property is in an advanced state of disrepair (Fig. 84). Although the structure appears

Fig. 84. The *Everybody's Inn Motel* 1756 East Fourth Street. Photo by Christy Fockler April 2003

sound, trash and broken down cars line the far east end of the property making the area look and feel unsafe and rundown. A small convenience store is located at the west corner of the building. The original neon sign still remains (Fig. 85).

Fig. 85 Neon sign of the *Everybody's Inn Motel.* Photo courtesy of www2.sjsu.edu

Social Issues of East Fourth Street

Fourth Street is located between Third and Fifth Street, north of the Truckee River. Like most cities, its name has meaning in the way residents identify with it. Most Reno residents view Fourth Street with a look of distaste or apprehension. The common reaction is "be careful when you're down there" or "don't go down there alone … you don't know what might happen." Residents view the Fourth Street corridor as a highly infested crime area, full of shoddy motels, empty buildings, and a mixture of industrial entities such as a dump station for the Reno city dump; an iron works business, and a recycling center.

Long-time Reno residents remember Fourth Street as the central business thoroughfare in Reno but always a commercial streetscape. Fourth Street was viewed as the area of town where local businesses operated and residents went to purchase household items. *Commercial Hardware*, *Albers Feed Store*, the *Nevada Art Supply* and the *D-M Western Store* were locally owned and operated and were favorites of Reno residents as was *Siri's Italian Restaurant*. Some of these businesses still exist along Fourth Street.

Fourth Street's decline began in the late 1960s with the building of Interstate 80 just three blocks north of Highway 40. The traffic that once rumbled down old Highway 40 was now diverted to the new interstate. The deterioration was slow but inevitable, and by 1974 when Interstate 80 was completed, Highway 40 was a shell of its former grandeur (Mullen, March 10, 2002, RGJ).

The image of Fourth Street today is one of long-time neglect. Transients walk along the broken and cracked sidewalks, and lighting along the street is limited, making the street feel dark and forbidding at night. Parking is limited and is not easily accessible to those Reno residents who do come to Fourth Street for business or to go to a restaurant or bar. The overall feeling is one of dilapidation and danger. The Reno Police Department's Neighborhood Crime Statistics note that for the month of October 16, 2003 to November 15, 2003, the number of crimes such as burglary, robbery, and stolen vehicles committed along the East Fourth Street corridor was seventy-three. The downtown business district reported one hundred and nineteen crimes committed during the same time-period (Reno Police Department Crime Statistician, February 2004). A news report on February 5, 2004, indicated that crime along East Fourth Street was down from three months ago. The Reno Police Department has implemented a grassroots program in order to try to lower the amount of crime that occurs along the corridor. The report stated that the Reno Police met with motel owners along East Fourth Street to give them options and advice on how to prevent crime on their properties and along the street. According to the statement, three months ago the Reno Police Department was called to the area an average of forty times a week. Since the execution of this new program, that number has been reduced to seven times a week (February 5, 2004, 11:00pm news, KRNV Channel 4 News).

Exceptions along Fourth Street do exist, such as successful businesses like *Louis' Basque Corner*, but these are few and far between among the seedy motels used by low-

income families who "can't get out of the slummy motels" (Damon; March 11, 2002), the prostitutes and drug dealers who walk the street, and the industrial domain that now overshadows what was once the main east-west thoroughfare through Reno.

The once flourishing tourist motels are now populated with low-income families, many of whom cannot afford the deposit and first months rent for a respectable apartment (Damon; March 11, 2002). In a four-day series highlighting Fourth Street, published by the Reno Gazette Journal in March of 2002, the following statistics were cited:

- It is estimated that 3500 people live in Reno's 93 weekly motels; 21 of those motels are located on the 2-mile stretch of East Fourth Street, known as the "motel belt."
- The "hassle-free" rooms are rented for as little as $85.00 a week with no deposit required. Services such as a phone, TV, or maid service are not included.
- Approximately 14% of those residing in the weekly rental motels are children.
- 981 of those children have been identified by the Washoe County School District as "homeless, living in motels or with other families."
- 29% of the families residing along Fourth Street are family households, compared with the Reno average of 56%
- 93% of the housing along the Fourth Street corridor is rented, versus 52.5% for the community of Reno.

While many of the families who reside in the motels along Fourth Street are not in a position financially to move into a more respected area of town, the City of Reno has also exacerbated the problem with regards to the weekly rental businesses that exist along the streetscape. The City of Reno's municipal code requires hotels and motels within the city limits to pay a licensed room tax per night for each room rented. Weekly and monthly motels are exempt from this room tax as long as the rental is for a consecutive period of at least twenty-eight days. To qualify for this exemption, the rent per week cannot exceed $150.00 per week for a single person or $200.00 per week for three or more people

(City of Reno Municipal Code Section 2.10.220). This tax exemption has prompted many small hotels and motels in the area to convert from single night rentals to weekly rentals, thus facilitating the problem. Many property owners of these small motels say that they simply cannot compete with the large, fancy hotels downtown who can offer prices as low as $26.00 a night for much nicer rooms and a prime location on the Reno strip. So they convert their properties into inexpensive, no-hassle rental units. Many property owners feel that investing money into their property in order to make the area more appealing is not a viable option, and that any major renovation other than repairing minor damage, painting the room, or installing new carpet is just not affordable (Thompson, March 12, 2002, RGJ).

In the last decade, the City of Reno has attempted to change the image of Fourth Street with neighborhood clean-ups, a strong police presence, and several design competitions to suggest ideas for revitalization, but only a few cosmetic changes have been implemented due to limited grant funding availability. In recent years, the City of Reno has made a strong effort to promote the Lincoln and Victory Highways as a historic background for the Fourth Street corridor. Neighborhood groups comprised of property owners have also begun to implement ideas for change. Therefore, it is evident that the City of Reno and the Fourth Street neighborhood are ready to revitalize this important stretch of the Lincoln and Victory Highway in Reno. The next chapter will discuss recommendations for renewing and revitalizing the East Fourth Street corridor.

V. Conclusions and Recommendations

All the Best Roads Lead Out of Town

> *(in downtown Reno) We stopped at the railroad tracks and sat in the gravel and watched the Union Pacific rumble through town. A jukebox was playing Roy Orbison in a doorway down the street. His felt voice mingled with the freight....The Sundowner casino sign gave direction to a passing spaceship. It hooked and disappeared over the Sierras.*
> Eddy Joe Cotton, Hobo, (pp. 188-9,96)

In the last ten years, the City of Reno has attempted to spur redevelopment and revitalization of the East Fourth Street corridor. Several redevelopment ideas and plans have been discussed and promoted, only to be put on hold or delayed. Design workshops hosted by the City of Reno Economic Development Office and the Reno-Sparks Corridor Business Association (RSCBA) produced preliminary façade improvement designs for selected buildings along East Fourth Street, giving business owners a chance to comment on proposed future designs. Although little has actually been completed with regard to the façade improvement workshop, some business owners have attempted to improve their property with fresh coats of paint or landscaping.

Reno-Sparks Corridor Specific Plan District

Perhaps the principal step toward the redevelopment of Fourth Street occurred in 1999 when a group of Fourth Street business owners joined together in an attempt to revive the Fourth Street business district and to block the City of Reno's attempts to locate its human services and homeless shelter at the eastern end of Fourth Street. As a result the Reno-Sparks Corridor Business Association (RSCBA) was formed. The City of Reno proposed the construction of a new homeless shelter "campus," which was intended to

consolidate several groups including separate men's, women's and family shelters, and a soup kitchen. Business owners feared the establishment of the shelter would degrade the area and contribute to the already neglected feeling of the corridor. The RSCBA applied for a re-zoning of the area to remove the industrial zoning status that allowed for manufacturing, warehousing, and homeless shelters, and to re-zone the corridor to a mixture of zoning districts for a zoning change for a 1.5 mile stretch of East Fourth Street beginning at Lake Street, stretching eastward to U.S.395 and north to Eighth Street, just south of Interstate 80 (Fig. 86). The Reno-Sparks Corridor Specific Plan District (SPD) was adopted by the City of Reno on August 17, 1999 as a solution to the zoning problem presented by the RSCBA. The main purpose of the SPD was to "create a zoning district and development standards to maintain and revitalize the historic and economic business development of the area" (Reno-Sparks Corridor Specific Plan District).

Four zoning districts were created combining a mixture of commercial, industrial, and residential structures, united with common streetscape lighting, trees, street furniture, and building and material types, in an effort to create a cohesive streetscape. The four zoning districts, the Corridor Business District, Urban Density Housing District, Commercial Industrial District, and Public Facility District, all vary according to their location within the SPD. The Corridor Business District combines commercial and residential buildings with a historically-themed streetscape. It comprises the majority of the SPD from Fourth Street to Sixth Street. The Urban Density Housing District, located at the northern edge of the SPD, runs from Sixth to Seventh Streets and is zoned for single

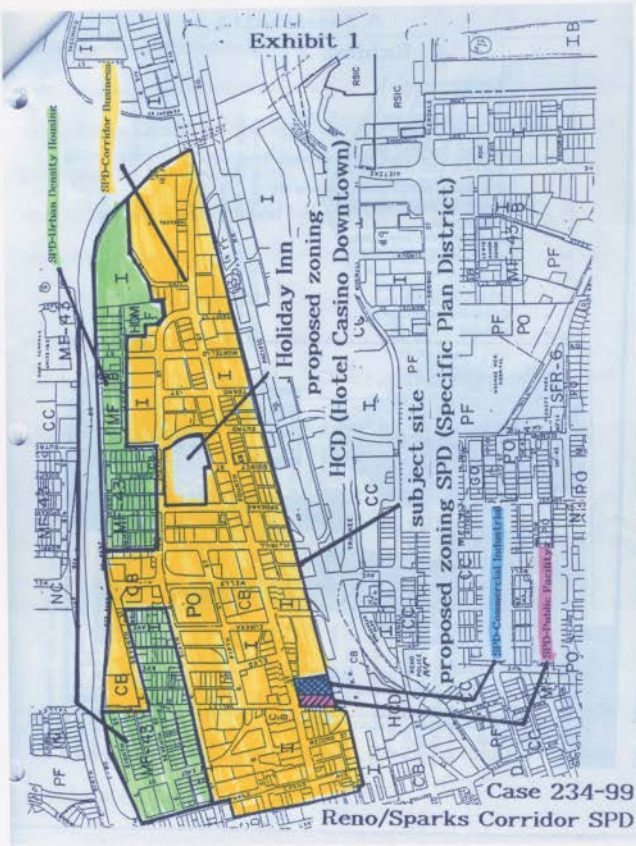


Fig. 86. Reno Sparks Corridor Specific Plan District. Courtesy of the Reno Community Development and Planning Office

and multifamily residential homes (Fig. 87). The Commercial Industrial District is reserved for the existing industrial businesses along Fourth Street (Fig. 88). The Public Facility District is for homeless services that currently exist within the corridor.

Fig. 87 Neighborhoods surrounding East Fourth Street. Photo by Christy Fockler July

The SPD specifically outlines acceptable businesses and discourages others such as industrial, trailer parks, adult businesses, hotels without gaming, and services that cater to the homeless, including blood

Fig. 88 Industrial business along East Fourth Street. Photo by Christy Fockler March 2003

banks, homeless shelters, and free clinics. The SPD does allow these services to be built with the approval of a special use permit, although no services for the homeless can front on Fourth Street.

The SPD includes design specifications and style suggestions based on historical styles, such as vertical pane windows, western facades, and architectural details. Brick

patterns, exterior trim details and suggestions for new construction materials are also included. The SPD encourages parking in the rear of the buildings and requires that any open lot that fronts Fourth Street be surrounded by five feet of landscaping.

The implementation of the SPD along Fourth Street not only forced the City of Reno to reconsider the location of the proposed homeless campus, but it gave property and business owners the first step towards revitalization of the corridor (Reno Community Development Office, 2003).

The vacant lots, vacant buildings, and absence of trees and landscaping along the Fourth Street corridor create an empty streetscape. The lack of pedestrian lighting, narrow, crumbling sidewalks, and the busy four-lane "highway" create an atmosphere of asphalt and concrete, unfriendly to the pedestrian, and uninviting to potential customers.

In addition to the creation of the SPD, the Fourth Street corridor from Virginia Street to the Sparks city line falls into a "transit corridor," a program set up by the City of Reno Planning and Community Development Office as part of the city's master plan, through which additional modes of public transit are being considered. The goal of the Transit Corridor program is to connect the city with development that supports a pedestrian friendly environment. Bicycle routes, safer sidewalks, and better lighting are all goals of the program.

Recent Attempts at Redevelopment

Several small projects along East Fourth Street have taken the first steps toward beautification of the corridor. Committees made up of business owners have been formed to promote neighborhood clean-up days, painting of curbs and crosswalks, façade improvements, the installation of additional street lighting, and an increased police presence along the street in an attempt to rid the area of drug sales and prostitution (Bath, March 17, 1997, Reno Gazette Journal). As a result of their efforts, four blocks of East Fourth Street became part of the "Beautification Project Along Fourth Street," sponsored by the Reno Redevelopment Agency. Federal funding was received from a Community Development Block Grant (CDBG) in the amount of $594,000 with an additional $31,000 contributed by local casinos to bring the total contribution to $625,000. The project provided streetscape beautification items such as period-style street lighting and decorative bollards along the sidewalk, along with trash cans and trees placed every 50 feet (Fig. 89). Unfortunately, the amount of funding only allowed improvements on a half mile of Fourth Street, from Lake Street to the Wells Avenue overpass (Cox, April 29, 2000, Reno Gazette Journal). In addition, the return of trolley cars to the downtown and Fourth Street corridors was researched in the mid-1980s. However, the project was never realized for lack of funds (Voyles, June 15, 1984, Reno Gazette Journal).

Fig. 89 Period style lighting installed on four blocks of East Fourth Street. Photo by Christy Fockler January 2003

For the most part, business owners have taken it upon themselves to clean up their specific properties. Owners of *Forever Yours Antiques*, located in the historic Flanigan's Warehouse rehabilitated the warehouse structure without any federal funding aid or involvement. Several other owners have attempted to clean up their properties with coats of paint and minor landscaping, but most say that they simply do not have the financing to completely refurbish their buildings. Ironically, all of the property owners interviewed for this project reported that they do not want federal funding or grants if it means listing their property in the National Register or State Register. They fear strict design restrictions and government involvement, which in their view would restrict them in terms of the types of businesses and design modifications they could complete. Several owners indicated that they did not know the tax credit programs existed for the rehabilitation of historic properties.

In the last year, two events have the potential to create positive outcomes for Fourth Street. The first is the construction of the Downtown Reno Events Center, located at East Fourth and Center Street, one block off the casino core. The 118,000 square-foot facility will be an anchor for East Fourth Street, bringing visitors to restaurants and nightclubs such as *Louis' Basque Corner* and the *Reno Jazz Club*, both within walking distance of the Events Center. The completion of the Events Center in January of 2005 could be a catalyst for the City to begin redevelopment of the Fourth Street corridor as visitors to the region will now be exposed to the area. It would provide an opportunity to revitalize the street with new modes of transportation catered to tourists and convention

attendees, such as the reintroduction of the trolley car bringing them to local restaurants or boutiques along Fourth Street. The second event to influence potential redevelopment came in January, 2004. Fourth Street was transferred to the City of Reno in a "street swap" with Nevada Department of Transportation. Fourth Street, originally a highway and therefore maintained by NDOT, was not considered a high priority for repair issues. The transfer of ownership will greatly benefit the entire Fourth Street corridor as the City of Reno will be able to maintain not only the street, but also the sidewalks and landscaping as well. Any changes, such as parking or issues regarding transportation, will now be addressed to the City of Reno who will be the deciding entity.

Issues of Fourth Street

The issue facing the City of Reno is the immediate decision regarding the homeless shelter. The city and the businesses along Fourth Street have been dealing with the topic of the homeless and transient problem in the area for over a decade. Several proposals for the location of the homeless shelter have been drafted over the years, only to be challenged by area residents. In early 2003, the Reno City Council approved the construction of a new homeless campus at the east end of Fourth Street on a tract of property between the railroad tracks and the grouping of hotels that run from Sage to Threkel Street (Fig. 90) (Goodman, October 3, 2003, Reno Gazette Journal. The campus, which would include a 150 bed drop-in facility and dining hall, separate men's, women's, and family facilities, and an intake clinic would lie just outside the boundaries of the SPD. In November 2003, the City Council reopened the issue, requesting that the

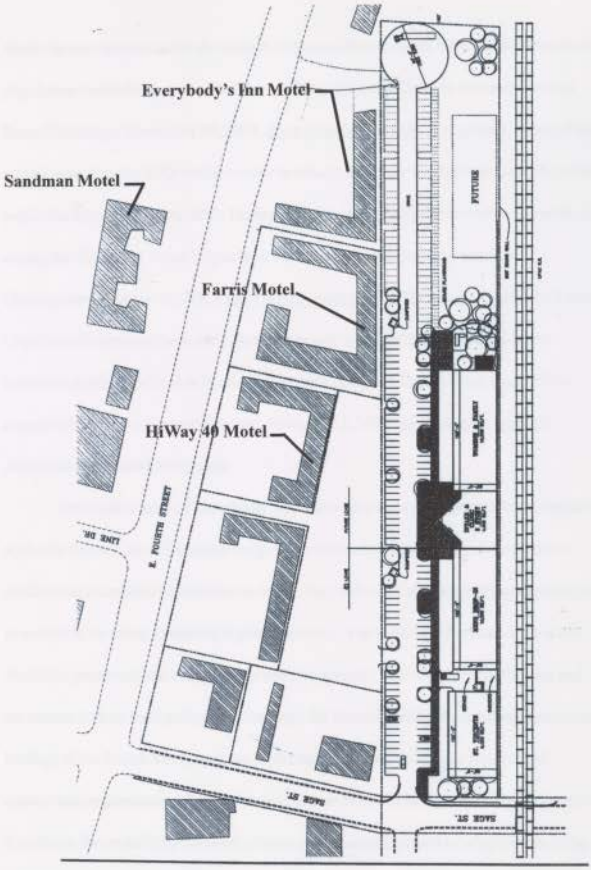


Fig.90 Proposed homeless facility at the Sage Street location. Courtesy of Reno Community Development and Planning Office.

shelter be relocated closer to downtown on Record Street, on the basis that the homeless population would frequent the shelter more if it was located closer to the casino core of Reno (Goodman, November 20, 2003, Reno Gazette Journal). If approved, a special use permit amending the SPD would have to be obtained in order to allow the shelter to reside within the boundaries of the SPD. Business owners are fighting the new recommendation, stating that the shelter would impair their businesses and discourage customers (Roccapriore, January 21, 200, Reno Gazette Journal). On February 11, 2004 the Reno City Council approved the zoning change required to amend the SPD and allow the homeless shelter to be built at the Record Street location. A detailed plan must still be approved by the City Council (Damon, February 12, 2004. Reno Gazette Journal).

Available Structured Programs

The rehabilitation of historically significant structures along Fourth Street should be a priority for the City of Reno and the property owners within the area. Fourth Street, unlike other transportation corridors in Reno, has the distinct advantage of having emerged as a result of the transcontinental highway systems. The historical character of the street should be preserved and interpreted in order to promote redevelopment of the area and accentuate both its local and regional heritage. By focusing on the historical transportation heritage of the Fourth Street corridor, business owners and the City of Reno could concentrate on promoting a heritage tourism theme of the transcontinental highways as a foundation for revitalizing the street to encourage preservation and to bring tourists to the area. Heritage tourism has the greatest potential to tie the history of Fourth Street

together with the remaining buildings and showcase the transcontinental highways for visitors that come to the area.

The following programs and recommendations might be utilized to begin the process of the revitalization of Fourth Street visually by restoring and rehabilitating structures and properties along the street.

Fig. 91 Promotional signage such as this could be used along Fourth Street promoting the Lincoln and Victory Highways. www.byways.org

Heritage Tourism

Heritage tourism can provide Fourth Street with a unique advantage in promoting the corridor to tourists that want to experience a part of America's history (Fig. 91).

The Heritage Tourism program, administered by the National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places and activities that authentically represent the stories and people of the past" (www.nationaltrust.org/heritage_tourism). The program is designed to assist state and local organizations, governments, or redevelopment agencies with the process of developing a program based on the region's local historic assets and promoting them to tourists, thus developing an important economic tool for the community.

Tourism has grown in recent years throughout the United States, and tourism that is based in historic sites, events and structures has become a very popular interest to the traveling public. The National Trust program provides materials to local communities to

establish programs that incorporate and promote the local history. The program is based on five steps:

- Collaboration: partnerships between local communities, historians, tourism industry, Main Street programs, and governmental agencies to promote the heritage program.
- Finding the fit between the community and tourism: creating a cohesive balance between the residents of the community and tourists. The hardest challenge for the community is how to preserve the resource that brings tourism to the area, and still give tourists the experience they desire. Local roads, airports and infrastructure can be greatly affected by mass numbers of tourists that come to the region.
- Making sites and programs come alive: communities need to "make the destination worth while." Historic photographs, interpretative signage describing historic sites and events, walking tours and authentic representations of the past should be utilized to enhance the tourist experience.
- Focus on the quality and authenticity: making the experience for the tourist as authentic as possible will promote the heritage of the city and make the trip memorable.
- Preserve and protect: the existing natural and historic resources of the community must be preserved and maintained (www.aam-us.org).

Historic transportation corridors form popular Heritage Tourism programs. The Route 66 highway as a transportation corridor is a successful example of this. Heritage tourism could be a great asset to Reno and Nevada. The promotion of transportation corridors could be developed to not only highlight the transcontinental highways, but also pioneer stage routes, railroad corridors, and river routes. Smaller towns along the Victory and Lincoln Highway could be linked together with other communities to promote Nevada tourism and the state's history as a whole (Fig. 92).

Fig. 92 Decorative pillars such as this could be placed along the Lincoln or Victory Highways in Nevada. www.byways.org

Tourists vary in what they want from their experience when they visit the Reno area. The City of Reno needs to develop a plan to promote its heritage and incorporate it into a viable program to entice tourists to come to the region for activities other than gambling. Reno already has a well-established tourist base based on the gaming industry and on outdoor recreation areas such as Lake Tahoe, Donner Lake, and local ski resorts in winter. Virginia City, twelve miles from Reno, is a popular historic site visited by many tourists each year and should be incorporated as part of the heritage tourism experience. Reno could build upon the historic base of the Lincoln and Victory Highways to promote the transcontinental highway and preserve the unique character and historic value of the street. Icons such as the cement bridge designed by a Reno resident in the early days of the Lincoln Highway, which subsequently founded the model for all bridge design for the Lincoln Highway, should be highlighted (Fig. 93). Many of the tourists that come to Reno are likely to gamble or go to Tahoe during their visit, even if their initial reason for

Fig. 93 The Lincoln Highway Bridge. Photo by Christy Fockler August 2003

coming to Reno may be for history.

The community of Reno currently has established the Heritage Tourism Coalition (HTC), which is a partnership of museums, preservation and non-profit organizations, and cultural entities that work together to promote Reno's historic heritage (www.nevadahtc.org). In April 2003, the Heritage Tourism Coalition sponsored a bus tour of Reno highlighting the city's vast assortment of neon signs that adorn the streets. Many of the signs showcased were along the Fourth Street corridor. Projects such as this not only provide a entertaining way to learn and see the city, but it also highlights activities and history in Reno that can promote the heritage of the area outside of gaming. The city needs to complete a sound marketing plan that focuses on the historic assets of the region to increase visitors to historic attractions.

Reno, already a destination area with gaming, and recreation, also draws crowds for many annual events. Any given event can typically fill the downtown hotel rooms to capacity. *Hot August Nights,* a classic car event showcasing automobiles built in the 1940s and 1950s brought an estimated 797,552 people to the city in 2003 (Cox, September 17, 2003, Reno Gazette Journal). Crowds line the downtown streets to watch vintage cars parade in a "controlled cruise" that is typically the highlight of the week long event. Fourth Street, having grown out of the automobile era during the decades of the 1930s to the 1950s, could play a part in the *Hot August Nights* celebrations by showcasing their transportation heritage through related events. Businesses along the Fourth Street corridor could work with the organizers of *Hot August Nights* to tie into the

annual event and promote Fourth Streets transportation history. For example, vacant lots along Fourth Street could be used to feature restored cars of the era. The currently vacant *Alpine Glass* warehouse, located three blocks off the main casino core on East Fourth Street, could be used to host a 1950s Sock Hop or other period music event.

Smaller events such as the *Great Reno Balloon Race*, an annual hot air balloon event, and the *Street Vibrations* motorcycle rally brought crowds of up to 70,000 people to the area (Roccapriore, September 7, 2003, Reno Gazette Journal).

Locally, the Nevada Commission for Cultural Affairs office grants money for projects that specifically "pertain to the preservation and promotion of Nevada's cultural resources" (www.nevadaculture.org). The Commission has approximately $2 million dollars annually to grant to projects that protect historical buildings in Nevada. Projects such as the Riverside Hotel renovation, which adaptively re-used the old hotel and converted it for artists lofts have received funds from the Commission for Cultural Affairs. Structures along Fourth Street, such as the NCO Depot and the Reno Bottling Plant could greatly benefit from these grants and help to promote Fourth Streets history.

Many programs are available to communities to foster redevelopment in order to facilitate heritage tourism. The following three programs represent the best solutions for the East Fourth Street businesses to improve the visual environment along the street in order to achieve the main goal of promoting their history through heritage tourism. These programs involve a variety of state and federal resources including the National Trust, a

portion of Nevada's federal highway funds and the City of Reno Redevelopment Agency to assist in redevelopment.

Main Street Program

The Fourth Street corridor is a prime candidate for the Main Street program based on its history as the main east-west commercial corridor through Reno.

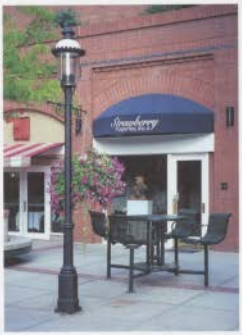


Fig. 94 Denver's Larimer Square shops. Photo by Christy Fockler June 2003

The Main Street Program was conceived by the National Trust to work with local communities in order to revive commercial cores by utilizing the existing historic structures as a basis for revitalization (McBee, 1992, page 150). The Main Street Program has proven to be an effective economic device in revitalizing commercial streetscapes. Denver's Larimer Square is a prime example of a successful project reusing historic structures to create a viable streetscape (Fig. 94). Restaurants, specialty retail shops, and office spaces now line both sides of the street, luring people to an area that was once filled with derelict buildings slated for demolition.

The prime benefit of the Main Street Program is that it is tailored to the community's individual needs and opportunities. Each community goes through the *Main Street Four Point Approach*, which includes

- Design: rehabilitation of the historic structures
- Organization: partnerships among business owners and city organizations

- Promotion: using marketing tools to promote the area to businesses, customers and tourists
- Economics: building upon the revitalized area's tax base and other economic incentives to entice new businesses (www.mainstreet.org).

Combined with the thinking that small successful projects can change the visual design of the street, the combination of private, and community partnerships, and the promotion of events that relate to the streetscape history, the local community can rebuild and renew a commercial business streetscape.

Currently, Reno does not have a Main Street Program in place. The business community along Fourth Street has already shown an interest in the initial steps of revitalization by establishing design standards and obtaining a new zoning district with the establishment of the Specific Plan District. Simple improvements such as streetscaping, façade improvements, painting, restoration of historic neon signage, and the removal of non-historic paint schemes on masonry structures would improve individual structures along the corridor. Many business owners already realize the historic value of the Lincoln and Victory Highways that founded the streetscape. Promotional signage along the street, such as period-style lighting with signage advertising the transcontinental routes, would add both aesthetic value and create a sense of history along the street.

Transportation Enhancements Policy (NTHP) - TEA – 21

In 1998, the Transportation Equity Act for the 21st Century, or TEA-21, was passed to allocate funding for projects related to transportation entities (www.fhwa.dot.gov).

It allows states to use 2% of the monies allocated to them for federal highway improvements to fund projects related to the improvement of transportation corridors (www.nationaltrust.org). Projects that apply for TE or Transportation Enhancement funds must meet at least two of the following twelve requirements:

- Construction of pedestrian and bicycle paths, including reconstruction of sidewalks, curb ramps, bike lanes and bike parking;
- Educational material for pedestrians and bicyclists concerning safety;
- The purchase of historic sites and buildings, landscapes, and scenic vistas;
- Historic highway programs and the construction of visitor's centers, lookouts, signage and markers;
- Street beautification such as lighting, art, landscaping and street furniture; (Fig. 95)
- The preservation of historic buildings and the restoration of buildings for transportation related services, such as a visitor's center or historic museum;
- The rehabilitation of historic structures that are related to the transportation theme of the corridor, including railroad depots, bus depots or train trestles;
- Conversion of abandoned railroad beds for bicycle or pedestrian walkways;
- The removal of inappropriate billboards and signage along the corridor;
- Research, preservation and archaeological planning for the development of interpretive signage, inventories and guides;
- Environmental issues such as water pollution or river clean up;
- Construction or rehabilitation of historic structures such as railroad depots for the establishment of museums related to transportation (www.fhwa.dot.gov).

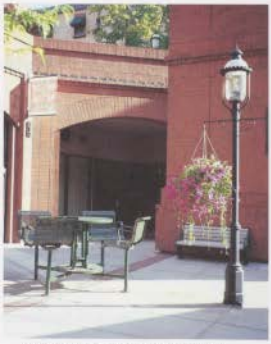


Fig. 95 Outdoor street furniture at Denver's Writers Square. Photo by Christy Fockler July 2003

The TEA-21 program was set to expire in September of 2003. The program was extended for an additional five months, until February 2004. It is scheduled to be on the Senate floor by mid-February of 2004 and will hopefully be re-authorized by May 2004 (National Trust Monthly Journal Main Street News; No. 190 May 2003). When re-established, this program could greatly benefit the Fourth Street corridor as elements of Fourth Street meet more than two of the requirements listed above. In fact, there is the potential to meet as many as nine of the requirements in various parts of Fourth Street.

TEA-21 and Main Street programs have been combined in communities to provide funding for the restoration of depots, the construction of bike and pedestrian paths, and for façade improvements (National Trust Monthly Journal Main Street News; No. 190 May 2003).

Under TEA-21, the Nevada-California-Oregon depot could be restored and rehabilitated into a museum showcasing the history of Fourth Street, the transcontinental highways, and area railroads including the Nevada-California-Oregon line and the Virginia and Truckee Railroad. The repair of sidewalks, installation of lighting, and the addition of landscaping would make pedestrian access safer and more inviting. Signage promoting the Victory and Lincoln Highways could line the streets. The addition of bike lanes and the reintroduction of the trolley line that historically ran down the center of Fourth Street would not only improve the visual aspect of the street but would allow tourists several modes of transportation from the downtown casino core to the revitalized commercial core of Fourth Street.

Storefront Improvement Program

Storefront or façade improvement programs are designed to initially encourage the revitalization process beginning with minor projects such as repainting a structure, replacing windows, and adding awnings, to more involved projects such as complete exterior renovations. The program is administered by local Redevelopment Agencies, which provide cash grants to business owners who can use the funds for construction costs, materials, and design assistance. The business owner or recipient of the grant must match the grant dollar for dollar. Many communities have combined the Storefront Improvement Program with the Building Lighting Enhancement Program, which adds lighting to promote signage, historical markers, or to highlight architectural details and features of a significant building. The added lighting not only promotes the charm and history of the street; it can also accentuate the rehabilitated storefront façade, which in turn helps to attract visitors and businesses to the street (www.pdc.us). A direct result of a storefront improvement is that the neighboring structures see an immediate result to revitalizing the street.

Businesses along Fourth Street could participate in and greatly benefit from the Storefront Improvement Program as a first step to cleaning up the visual aspects of the street and promoting the historic theme of the streetscape. Tying in with the transcontinental highways concept of heritage tourism as the focus of the facade improvements, businesses such as *Louis' Basque Corner*, the *Marion Hotel*, *Alpine Glass*, the *Bottling Plant*, and all of the small weekly rental hotels should be eligible to apply under this grant program. Removing the paint from *Louis' Basque Corner* and the

Marion Hotel buildings, bringing them back to their original red brick exterior with their gray granite quoins and windowsills, would improve the historical look and feel of the block. The addition of awnings over the upper level windows and the removal of non-historic windows followed by the installation of historically correct ones would go far toward recreating the original feel of the building (Fig. 96-97). The *Alpine Glass* structure could benefit from the removal of the 1950s metal façade, restoring its original brick storefront. Many of the weekly motels would require extensive repairs, but repainting to either bring them back to the original colors or to simply add a fresh coat of paint in a bright new color would begin the process of making the blocks more inviting.

Fig. 96 Facade improvement ideas for *Louis Basque Corner* include the removal of the white paint, bringing back the original brick, the addition of window awnings, promotional signage and landscaping.
by Christy Fockler

Fig. 97 Facade improvement ideas for *Marion Hotel/ Reno Jazz Club* include the addition of window awnings, removal of paint at the storefront level, window replacement and landscaping.
by Christy Fockler

Property owners along the Fourth Street corridor view rehabilitation of their properties as an individual effort. They view preservation programs as a negative impact to their property due to their perception of a loss of control. The following programs ouline non-threatening plans to assist Fourth Street business owners with self directed economic incentive programs that can allow for redevelopment and promotion of the street as directed by the business and property owners associated with the East Fourth Street corridor. By informing property owners about these programs, this negative perception would diminish.

BID (Business Improvement Districts) and Redevelopment Districts

A successful tool in any redevelopment program is the establishment of a Business Improvement District (BID) and a Redevelopment District. Both programs are similarly designed to establish a source of self-directed funding in order to redevelop an area or neighborhood, as defined by a set of boundaries. The differences lie in how they are established and how the funds are collected and distributed.

Business Improvement Districts or BID's are a type of assessment district in which a grouping of business owners voluntarily agree to contribute a set amount of funding to the BID for the specific use of promoting and improving the business corridor. The BID gives any money collected to the City to hold until the BID is ready to fund a project. The assurance of this type of district is that any monies collected are guaranteed to be used for that specific district for projects such as enhanced security, promotional and marketing materials, the addition of trash cans, lighting, and landscaping, and any

maintenance such as sidewalk repair or improvements. Business Improvement Districts can help to give a business corridor a sense of identity. The district allows businesses the chance to make a long-term investment in their commercial neighborhood and ultimately their own businesses, which can increase property values, improve sales and jobs, and create a cleaner, safer environment (Osgood, November 21, 1998, Reno Gazette Journal).

The Downtown Denver Partnership, established in 1982 originally to maintain the16-block pedestrian mall known as the 16th Street Mall, is a model example of a Business Improvement District. The partnership was formed to fund clean-up efforts including street and sidewalk sweeping, trash and snow removal, lighting, landscaping and promotional banners along the mall. The BID proved to be tremendously successful, and in 2001 was expanded to include 120 blocks encompassing the Lower Downtown District. The funds collected in the BID provide for additional marketing of the area, such as holiday decorations, winter ice skating rinks, sports venues, and the performing arts centers that surround the mall (www.downtowndenver.com).

The Fourth Street businesses have already shown that they form a united front by banding together in order to block the construction of the homeless shelter and to form the Specific Plan District. Such collaboration could be focused on the formation of a Business Improvement District in order to provide improvements to the entire corridor. The BID could fund similar functions as the Denver model by including sidewalk sweeping and trash removal. The completion of the Downtown Convention Center at East Fourth and Center

streets, just two blocks from the boundary of the SPD, will not only bring added foot traffic to the area, but can be used as a catalyst to promote the Lincoln and Victory Highway themes. Used in conjunction with other programs such as the Heritage Tourism and Main Street Programs, the Fourth Street Business Improvement District could create benefits to the district not only in terms of visual clean up efforts, but also in economic benefits.

Similar to BID's, Redevelopment Districts have a defined boundary formed for the sole purpose of raising funds for the improvement and promotion of the area. Redevelopment District funding is considered a tax increment assessment. Unlike BID's, Redevelopment Districts are formed by the City Council and Redevelopment Agency. In a Redevelopment District, the property and business owners pay taxes, which in turn create bonds that go towards the redevelopment of that area. Like the Business Improvement Districts, the tax base created within the Redevelopment District goes directly to that district for improvements to that specific area. The Redevelopment Agency controls the funds and disperses them as necessary.

Reno currently has one Redevelopment District, which encompasses the downtown casino core of the city. The boundary extends to Lake Street on the eastern edge. According to the Reno Redevelopment Agency, the prospect of forming a Redevelopment District for the East Fourth Street corridor has been discussed, but not yet implemented. The Redevelopment agency feels that a new district would "provide more financial tools to ensure that this fledgling rebirth continues and expands" (Lyman, 2003,

page 9). The proposed new district would have a thirty year life so that redevelopment could have time to spur progress within the neglected area. Relocation of the existing industrial businesses and clean up of the area would require a longer time span in order to accomplish the Redevelopment Agencies goals.

Many property owners along the Fourth Street corridor feel that the City of Reno has abandoned them. A recurring theme that emerged from the interviews of property and business owners was that they felt ideas and recommendations for revitalization have been suggested by City entities, but have never come to fruition. A combination of a new Redevelopment District and Business Improvement District would allow the Fourth Street corridor to begin the process of self-promotion and allow them to initialize their own efforts toward redevelopment.

Several additional programs exist that can benefit the East Fourth Street corridor. These programs, although beneficial may only apply to a select set of buildings or defined blocks.

Historic District Zoning

Historic Districts consist of a grouping of historically significant structures or properties that as a whole make up and contribute to a local district, defined historically or visually by a specific set of boundaries or theme. In Nevada, the State Historic Preservation Office administers the National Register program. The process of designating a National Register of Historic Places historic district is similar to that of designating an individual building. A nomination form must be completed, which describes the district

with regards to its National Register eligibility and lists the properties that are contributing and non-contributing to the district.

Historic districts can be strong preservation and economic tools for a neighborhood or business corridor. Increased property values, commercial revitalization, increased tourism, business development and eligibility for grants and tax credits are some of the benefits of a historic district designation (www2.cr.nps.gov).

A good example of a highly successful historic district is the Lower Downtown Historic District known as Lo Do in Denver, Colorado. Designated a historic district in 1988, the area was home to vacant warehouses, crumbling masonry structures, and empty office buildings. The vacancy rate of the commercial area was as high as 40%. Property owners initially feared a loss of property rights and lower property values due to the designation of the area as a historic district. A Neighborhood Plan was developed outlining new zoning ordinances, the preservation of historic buildings in the Lower Downtown district, and improvement of transit and pedestrian friendly streets all to create a renewed sense of place in the downtown area (www.lodo.org/neighborhood). Within a few years after designation, the property values doubled and the vacancy rate in Lo Do was less than 10%. The area now has upwards of 90 restaurants, 30 art galleries, sports and concert venues, bookstores, and several new residential properties ranging from high-end lofts to affordable rental apartments (www.denvergov.org).

A portion of the Fourth Street corridor could be eligible for listing in the National Register as a designated historic district. The half-mile stretch from Lake Street to the

Wells overpass retains many early twentieth century structures associated with the Transcontinental and Nevada-California-Oregon Railroad lines. Structures associated with the early travelers of the Lincoln and Victory Highway also remain as a remnant of the services needed to maintain the automobile.

The greatest obstacle to creating a Fourth Street Historic District is the misconception of property owners regarding any federal involvement resulting from National Register listing. The majority of the property owners interviewed for this project do not want any historic designation, whether individually or in a district. Fear of a loss of control as far as design ideas, types of businesses, and "being handcuffed" were the common responses from property owners.

Listing a property in the National Register program, either as an individual property or a historic district does not bring with it restrictions or requirements for the property owner. Neither the state or federal government places limitations on listed properties. Reno and Nevada recognizes three levels of historic designation: the National Register, a State Register, and a City Register. Like the National Register, the Nevada State Register of Historic Places does not place restrictions on properties.
The Reno City Register, administered by the Reno Historical Resources Commission (HRC), has specific requirements with regards to exterior modifications that loosely follow the guidelines outlined in the Secretary of Interior's Standards for the Treatment of Historic Properties (www2.cr.nps.gov/tps). These standards provide a guideline for local governments and property owners with instruction about what is acceptable or not with

regards to preservation, rehabilitation, or restoration of a building listed on the register. The objective of the HRC is to " provide mechanisms for identifying and preserving the historic and architectural resources of the City of Reno which represent elements of the city's cultural, social, economic, political, and architectural history" (RMC/18.30.010) (www.cityofreno.com/government/boards/historical)

In order to accomplish this, the HRC provides education about the advantages of historic preservation and guides property owners through the process of designation. The result of listing in the City Register is that a Certificate of Appropriateness is required before substantial exterior modifications are made to a building and before a building permit can be issued. The property owner must meet with the HRC and present the plans for any modifications, additions, or alterations prior to any work. Once the HRC has approved the design and the Certificate of Appropriateness is issued, the property owner may begin construction. The intent of the HRC and the design standards is to guarantee that modifications to historic structures do not alter or damage the defining characteristics that make them significant.

Owners of private properties that are nominated to the National Register have an opportunity to object to the listing in accordance with the National Historic Preservation Act and 36 CFR 60 (www.cr.nps.gov). The objection must be a notarized letter submitted to the State Historic Preservation Officer, and once an owner formally objects, the nomination cannot go forward. If more than 50% of property owners within a proposed historic district object to the listing, the nomination cannot go forward.

In Nevada, at the State and City level, the owner must present a signed and notarized consent form to the State Historic Preservation Office or the HRC prior to the nomination being written and ultimately accepted into the registry. The property owner does have the opportunity to voice any objections or concerns in a written statement prior to their property being nominated. The HRC can then assist the property owner to inform them of the guidelines and benefits of inclusion in the City Register of Historic Places.

A first step in creating a historic district along East Fourth Street is to inform the property owners about the effects of creating a historic district, including the economic benefits such as tax incentives.

Federal Historic Rehabilitation Tax Credit and Incentives (NPS)

The Federal Rehabilitation Tax Credit program is one of the government's most successful revitalization programs in the country. The program promotes the rehabilitation of historic buildings and sites by "rewarding private investment" to rehabilitate historic structures.

Established under the Tax Reform Act of 1986 (PL 99-514), the incentive program lowers the amount of tax owed on a specific property. Two tiers of incentives are outlined, each with guidelines administered by the federal government, the Internal Revenue Service and the local State Historic Preservation Office. The first is a 20% tax credit for the "certified rehabilitation of certified structures," which are defined as structures that are listed on the National Register of Historic Places. The rehabilitation must be certified by the National Park Service as remaining "consistent with the historic character of the property." Original materials or details on the exterior and interior must remain

intact for the NPS to certify the rehabilitation project. The 20% tax credit applies to commercial projects and rental properties and is commonly used to rehabilitate structures for low-income housing units. The second credit is a 10% tax incentive used specifically for structures built prior to 1936. The credit applies only to the rehabilitation of non-residential buildings and for non-residential uses.

Several guidelines apply in order to receive the tax incentives. Both programs must follow the Secretary of the Interior's Standards for Rehabilitation and the rehabilitation must be "substantial" and "depreciable," which requires that the cost of the rehabilitation, including construction costs, architectural design and legal fees must surpass $5000 and the property must be an income producing business. The owner must retain the property for a minimum of five years or repay the credit.

Properties that are not yet listed on the National Register can apply for the Federal Tax Credits with the completion of a Historic Preservation Certification Application, which allows the rehabilitation project to progress while the nomination for National Register designation is researched and reviewed (www2.cr.nps.gov).

Currently only one property along East Fourth Street is eligible for the Federal Historic Rehabilitation Tax Credit program: the Nevada-California-Oregon Railroad Depot, which is listed on the National Register of Historic Places. Three other properties, the Reno Brewery Bottling Plant, Alpine Glass and Flanigan's Warehouse have significant historic value and fabric remaining to be listed and could be eligible if the property owners agreed to have the listing. Flanigan's Warehouse is already being used as a successful

business, but the Bottling Plant and Alpine Glass properties are currently vacant. The tax credits could be used to rehabilitate the structures into viable commercial business properties such as restaurants, nightclubs, or retail business.

Low Income Housing Incentives

Downtown and commercial corridors are constantly in need of affordable and low income housing alternatives. Reno is no exception. In spite of the number of people who work in tourist-oriented jobs in the downtown area, the casino core and the Fourth Street corridor currently offer little in suitable affordable housing except for the existing weekly motel rentals. The following recommendations seek to provide financial programs for the addition of low income housing to communities.

CDBG – Community Development Block Grants and Home Funds

Community Development Block Grant program (CDBG) and the Home Funds Program are administered by the Housing and Urban Development office, or HUD, to assist local governments with the completion of low and moderate income housing and to eliminate slum and blighted areas of a city (McBee, 1992, page 59). CDBG funds can be used for a variety of projects such as providing loans to a developer for the new construction or rehabilitation of structures for low income housing. Funds can also be used for streetscape improvements, such as additional lighting to make the street safer (McBee, 1992, page 59). Several CDBG grants have been applied to the Fourth Street corridor. Although small in scale, the grants did allow for lighting to be installed on several blocks of the street.

Home Funds are given to local governments by HUD to administer as needed. Local agencies use the funds for development loans, grants, new construction projects, acquisition of structures, and the rehabilitation of those structures to construct low income and affordable housing. In Reno, Home Funds are administered by the WCHC (Washoe County Home Consortium), which is made up of the combined municipalities of Reno, Sparks, and Washoe County, and funding is split between the three communities. A requirement of the program is that the consortium match a portion of their funds received from HUD with private or non-federal funds. The matching amount is 25 cents for every dollar that is received; in-kind contributions such as donated labor and materials can be counted toward the total. In Reno, projects that receive Home Funds are exempt from property tax (www.cityofreno.com/comdev).

One such redevelopment project along East Fourth Street greatly benefited from the allocation of Home Funds. In May of 2002, the Reno City Council approved a plan by the Fourth Street Developers, a corporation, to construct three buildings consisting of multi-use office and retail, with affordable apartment housing at the rear of the property. The project was proposed for a vacant lumber mill across the street from the Reno Bottling Plant at East Fourth and Morrill Streets (Voyles, May 20, 2002, Reno Gazette Journal). In an interview with the developer, it was revealed that the project costs were partially funded by the Washoe County Home Consortium via Home Funds. The project, completed in the fall of 2002, has 15,475 square feet of office and retail space fronting Fourth Street. Fifty rental apartments are located behind the office structure and are

Fig. 98 The Plaza at Fourth Street. New construction incorporation affordable rental housing, office and retail space. Photo by Christy Fockler July 2003

offered at below market rent (Fig. 98) (Roccapriore, October 18, 2002, Reno Gazette Journal). Since its completion, the complex, known as "The Plaza at 4th Street," has been very successful. According to the developer, the apartments were completely rented within a month of opening. The second floor office space is currently completely rented, although it took several months to fill it to capacity. The biggest obstacle is the renting of retail space on the first level. The developer cites the lack of parking availability along the street, which businesses view as a problem when trying to attract customers. Currently, a bicycle shop, and a non-profit organization are the only tenants on the first floor. A deli and coffee house and a tattoo parlor are scheduled to open by the end of February 2004.

National Park Service - Lincoln Highway Special Resource Study

In December of 2000, Congress passed a bill allowing the National Park Service to compile a study of the Lincoln Highway routes across the United States. In the summer of 2002, three graduate students drove the highway from New York City to San Francisco to research the highway and evaluate any remaining resources. Their results were published the following spring along with five options for the interpretation and

preservation of the highway and its associated resources. Public meetings were held in select cites, including Reno, in which the five alternatives were presented and the public was allowed to comment.

Resources along the highway were evaluated on four criteria:

1. National significance
2. Suitability
3. Feasibility
4. Management alternatives

Resources along the route were evaluated for their significance to the highway on the basis of National Historic Landmark criteria, which requires that the resource contributes to the progress and development of the nation, not just a local community. The suitability of structures was also evaluated on their individual contribution in relation to similar resources already included within the NPS system. In addition, the resources were looked at for their feasibility for inclusion in the NPS system as a historic resource. Several issues were considered by the team, including threats to the resource, preservation goals, and costs associated with the purchase of the structure. Finally, goals for preservation and alternatives concerning how to manage and interpret the resources were outlined (www.nps.gov).

The Resource Study assembled five alternatives for the Lincoln Highway Resource Study.

- **Alternative 1**: National Lincoln Highway Program: This program includes all significant Lincoln Highway resources. Non-profit organizations in each community along the route would work with the National Park Service, the state Department of Transportation, the State Historic Preservation Office, or Certified Local Government to organize and implement the program. The NPS

would use a national signage system to promote the route across the United States. A matching grant program would be implemented to fund the efforts of the program.

- **Alternative 2**: Highway Touring and Discovery: This alternative relies on state and local efforts. Each state would establish one hub along the route to provide tourists with interpretative sites and information. Tourists visiting each hub would have access to a computer terminal where they could download maps and self-guided itineraries about local attractions along the Lincoln Highway. As in Alternative 1, a matching fund would be established for the building of the hubs and interpretation materials.
- **Alternative 3**: Lincoln Highway National Heritage Area: Alternative 3 identifies only specific segments of the Lincoln Highway. Similar to a Heritage Tourism idea, the highway would be grouped into "geographically-defined segments" in which local organizations help to preserve and promote their specific segment.
- **Alternative 4**: Lincoln Highway National Historic Highway: This alternative would designate the Lincoln Highway a National Historic Highway, administered by the US Department of Transportation. USDOT, working with the states governmental agencies, would implement and manage any preservation, and interpretation of the resources to set the guidelines for the program.
- **Alternative 5**: No New Federal Action: With this alternative, any programs that exist in local communities would remain in place, but no action would be taken by the NPS for the preservation of the highway as a whole. Certain segments could be designated as the Scenic Byways program.

The National Park Service is set to release their recommendations by spring of 2004 after reviewing the public comments and suggestions (www.nps.gov).

Regrettably, the National Park Service only recognized six structures in Reno that they considered as contributing to the Lincoln Highway: Louis' Basque Corner, the Sutro Motel, the Farris Motel, the Everybody's Inn Motel, the Hi-Way 40, and the Sandman Motels. Several motels and associated structures that are significant resources of the highway were left out of the resource study. During the public review process it was revealed that grants and funding for preservation of the associated resources would only be available for structures that were identified by the Resource Study as contributing and that those not identified would not be eligible for aid.

Recommendations

Historic structures are valuable reminders of our past and heritage. They are a tangible reminder of a distant time that helped shape and create our nation and community as we know it today. Historic corridors and buildings can be important economic assets and cannot be replaced. They provide a community with a center for commerce, government, culture, and entertainment, and they should remain intact. Fourth Street has undergone many changes since its beginning as a dirt road with only a few homes and businesses lining it. It has seen success, downfall, and is on the verge of revitalization with the potential to once again become a thriving area of Reno.

Visually, Fourth Street is vacant and rundown, devoid of pedestrian interaction or a sense of where it belongs within the city of Reno. In 1996, the City of Reno Community Development Office sponsored the City of Reno Visual Preference Survey in which citizens were asked to visually evaluate the local character and to identify the public's

"perception of the physical appearance of the city" for use in future planning (Community Development; 1996, page 2). *The Vision Plan* revealed that residents of Reno view the natural resources of the Truckee Meadows and Lake Tahoe as an extremely important asset. Building upon that, residents also noted that they want more developments of mixed use neighborhoods and commercial areas, integrated with open space, and connected via bicycle paths and pedestrian walkways that link to the Truckee River area. Eighty-one percent of the citizens polled revealed that the Reno area needed two things: commercial areas with ground floor retail and housing or offices above, and service oriented stores (grocery stores) within close proximity of surrounding neighborhood areas (Community Development; 1996, page 4).

Knowing that the community of Reno wants redevelopment, the Fourth Street area is a prime candidate. Simple improvements could set an example for the entire corridor. In order to transform the image of a rundown, derelict area, the following recommendations should be implemented to encourage redevelopment along East Fourth Street.

The process of renovation should begin with a detailed plan by the business owners along East Fourth Street and the City of Reno that outlines a viable approach for heritage tourism. Initial improvements such as facade and cosmetic modifications performed under programs such as the Storefront Improvement Program will initiate redevelopment at a grassroots level. The removal of paint from masonry buildings and the addition of paint on the motel structures will provide an immediate impact to the visual aspects of the streetscape. The TEA-21 program can be used to add period style lighting

Fig. 99 Outdoor seating example. Photo by Christy Fockler July 2003

along the sidewalks, signage promoting the historic heritage of the Victory and Lincoln Highways, and landscaping, including trees, shrubbery or planters in front of buildings that will add to the feeling of an urban neighborhood, thus inviting local residents and tourists to the corridor. Vacant lots might become grassy areas with benches and trees or might be transformed into outdoor seating for neighboring restaurants (Fig. 99). By utilizing these programs that support and build upon the heritage tourism theme the East Fourth Street corridor could begin the process of redevelopment and highlight their transportation history.

The Nevada-California-Oregon train depot is the remaining signature building on East Fourth Street. The building is listed in the National Register of Historic Places, and although it currently sits vacant, the building remains virtually unaltered. The interior spaces, especially on the first floor have been subdivided into small office spaces, but the changes are easily reversible. Because the NCO Depot is listed in the National Register, the Federal Rehabilitation Tax Credits could be employed to encourage restoration and find a potential adaptive reuse business for the space. Several businesses ideas have been proposed for the site, including a restaurant, museum, or a multi-use facility with lofts above ground floor retail. A museum, especially with a transportation theme would

Fig. 100 Schematic design of East Fourth Street showing 30 degree angled parking. Drawing not to scale. by Christy Fockler

Fig. 101 Postcard of North Virginia Street showing angled parking and decorative awnings on the buildings. www.renocasinos.com

highlight not only the railroad, but transportation in general in the Reno region. The overwhelming problem for any proposed business is the lack of parking that is available surrounding the building.

Reconstruction of the street and sidewalk surface is essential. Interviews with property owners along Fourth Street revealed the lack of convenient parking available for storefront businesses is a primary concern. In order to create a more pedestrian friendly street, the highway could be condensed to two lanes with the addition of 30 degree angled parking on both sides (Fig. 100-101) This will not only create a buffer for pedestrians from automobile traffic, but will provide much needed parking for businesses and will also slow traffic to make the street more pedestrian friendly. As an alternative transit proposal, the reintroduction of the trolley car that historically ran on Fourth Street could be utilized to provide transportation to the downtown casino core, to the south and the bordering University neighborhood, five blocks to the north. In addition, the sidewalks must be repaired, and crosswalks and curb ramps need to be painted. Now that the city owns and maintains the street, it is be possible to identify the most damaged areas of sidewalk and begin to repair them. The busiest intersections can also be designated with pedestrian crosswalks. The completion of the Downtown Reno Events Center, providing an anchor at the western edge of East Fourth Street, will give the city and businesses an incentive to begin the process of redevelopment. Programs such as TEA-21, the formation of a Business Improvement District and ultimately, the decision by the city to designate Fourth

Street as a Redevelopment District will provide some economic tools to accomplish these goals.

The rehabilitation of the motels is the perhaps the most urgent issue facing the city in terms of Fourth Street redevelopment. The motels included in this study are the Everybody's Inn, the Farris, the Hi Ho Motor Lodge, the Sutro Motel, the HiWay 40 and the Sandman Motel. These are clustered in a five block area where redevelopment must happen in order to change the image of Fourth Street from negative to positive. The first step in redeveloping these hotels is simply cleaning up the property including the removal of trash and abandoned cars. Some of the units have small kitchenettes, but modernization of the units with new plumbing and bathroom fixtures, fresh paint and carpeting, and new appliances in the kitchenettes will provide a cleaner and more inviting environment for tenants. Redevelopment of the weekly and monthly motels will positively affect not only the visual aspect of Fourth Street, but will also aid in the reduction of crimes such as prostitution and drug sales.

Fig. 102 Neon sign of the *Sandman Motel*. Photo by Christy Fockler, March 2003

Redevelopment concepts for the motel units have ranged from specialty boutiques to themed motels marketing popular themes such as the Jazz Era or Reno's nightclub and lounge genre that made the city famous in the 1930s and 1940s. Showcasing Reno's

historic neon motel signs that line almost every downtown street should be a highlight of the Fourth Street region. Neon signs such as the one located at the Sandman Motel have become icons to Nevada's cultural identity (Fig. 102). Recreating western themes such as the popular television show *Bonanza*, filmed at North Shore in Lake Tahoe, would showcase the area's early past and tie in with a heritage tourism theme. Motel themes could also play upon the area's outdoor recreational image with themes of skiing, biking, or extreme sports.

Fig. 103-104 The drive-thru coffee shop and one of the motel units at *TheWildflower Village*. Photo by Christy Fockler July 2003

A completely different type of usage proposal involves utilizing the motels at the eastern edge of Fourth Street as overflow for the proposed homeless shelter if it is built at the Sage Street location. Refurbished and repaired, some of the motels could be converted into small apartments or low income housing units, utilizing loans from HUD and incentive programs such as the Home Funds programs to rehabilitate the buildings.

A successful model for motel redevelopment exists in a grouping of motels at the western end of Fourth Street called *Wildflower Village*. Four motels have been converted into apartments, an art gallery with units available for artist's studios, a drive-up coffee

shop, and a small boutique that sells unique clothing and jewelry (Fig. 103-104). One unit even has a wedding chapel and a room reserved as a honeymoon suite. Some of the units are reserved for weekly rentals, but the owner indicates that the majority of her tenants are artists who showcase their work in gallery, which is the converted hotel lobby. The property and rooms are beautifully restored, some with small kitchens, others with gas fireplaces (Fig. 105-106).

Fig. 105-106 Remodeled interior kitchen and guest room at *The Wildflower Village*. Photo by Christy Fockler July 2003

Unfortunately, the redevelopment of the hotels along East Fourth Street, whether as a supplement to the homeless shelter, as themed motels, or as boutiques will ultimately force existing tenants to be displaced from their current residences. Developers and city agencies can use the Uniform Relocation Assistance and Property Acquisition Act to assist in the relocation of the dislocated people. The law requires that as a result of demolition or rehabilitation by a developer who receives federal funds in order to complete a new housing project, the developer must find a replacement dwelling that is comparable in size, cost and conditions to the original home. The developer must pay for any moving costs and can be required to pay the rent for the displaced individuals for a maximum of forty-

two months (www.fhwa.dot.gov). This program can add considerable cost to any redevelopment project, possibly making it impractical to complete.

Fig. 107 The new kayak course on the Truckee River and the Riverwalk downtown. Photo by Christy Fockler October 2003

The redevelopment of the weekly motels is the most difficult and most expensive part of this project. The resistance of property owners and the cost of renovation or revitalization to the city and the developer could hinder the process of reconstruction of the entire area.

In the downtown core of Reno, several projects have been completed that can be a valuable influence on Fourth Street. The completion of the Reno Kayak course on the nearby Truckee River (Fig. 107), the Riverwalk pedestrian walkway (Fig. 108), the new Nevada Museum of Art, and the rehabilitation of the Riverside Hotel into artists' lofts have not only cleaned up once vacant and blighted areas of downtown, but have brought about successful projects that can be used as models for revitalization.

Fig. 108 The Riverwalk in downtown Reno. Photo by Christy Fockler March 2003

As an attempt to revitalize the downtown river corridor of Reno, the Reno Arts Commission brought together a small group of businesses and artists in 1996 in order to entice locals to the downtown and revive the area. The idea was to highlight local artists, and the community's culture and history in order to bring in funds that would help to renew the river area. Over a period of time the event raised over $15 million dollars for cultural facilities in the area. Subsequently, the Riverside Hotel was adaptively remodeled to construct thirty-six lofts for the specific use by artists. The Lear Theater, located just blocks from downtown, is being renovated, as well as several other projects promoting cultural activities for the local community (Reno Redevelopment Agency, June 2003).

The Artown project has grown considerably since 1996. Every summer, the City of Reno sponsors the month long celebration to promote local artists and art from the region. July of 2003 marked the eighth year of Artown. The popular themed event is regarded as one of the highlights of the community. The month showcased over two hundred events in fifty locations throughout the city, including music concerts, Pops on the River, theater productions, Movies under the Stars and Broadway at Bartley Ranch (a restored replica of a western Nevada ranch). Additional events include historic walking tours, artist showings at local galleries, kids'

Fig. 109 Historic buildings now used as popular music ventues in Austin, Texas. Photo by Christy Fockler September 2003

programs and free concerts in Wingfield Park, which is located downtown on the Truckee River. Fourth Street could promote a similar type of thematic event, perhaps as a music festival, or it might become a significant part of the Artown celebration by building on and updating existing businesses. Many music venues that currently line the street, including the *Reno Jazz Club, Abby's Highway 40*, and the *Alturus Bar*, all housed in historic structures, already showcase local and regional artists. Large warehouse spaces such as the *Reno Bottling Plant* and the *Alpine Glass* showroom could be redeveloped into large music venues, complete with indoor and outdoor amphitheaters. Similar to Austin, Texas' famed Sixth Street, where the street is lined with historic structures that promote national and local musicians year round, Fourth Street could follow a like pattern and become a musically themed attraction for locals and tourists (Fig. 109).

The University of Nevada-Reno can also play a role in the redevelopment of East Fourth Street. All communities struggle with the issue of affordable housing not only for low-income families, but also for students. With the University neighborhood just five blocks away, there are several opportunities for the city and the university to construct residences for students. Vacant lots and industrial areas that currently exist along Fourth Street could be prime locations for the construction of student housing. Design guidelines set by the Specific Plan District for new construction projects will tie the new projects together with the existing historical feel of the street. Programs such as Home Funds or CDBG grants could spur new development for student housing.

Additional events favored by locals such as the *Reno Film Festival* draw people from all over the Truckee Meadows. Building on the region's outdoor recreation, the *ESPN Great Outdoor Games* brought more than 100 participants and 60,000 attendees to the area in the summer of 2003 (Damon, July 14, 2003, Reno Gazette Journal). Drawing from the large crowds that come to the area for events other than gambling, the Fourth Street business corridor could play a part with the addition of music venues, restaurants, and historical themes based on the transcontinental highways and rail travel. Not only do tourists need diversity when they visit Reno, but local residents also would like to experience the different events and options that could be provided.

Conclusion

> *"On that rough day I was proud of Nevada—proud to be a child of the gambling state…In Nevada you can dress like Elvis and sing like Tom Jones. In Nevada, rhinestones are more precious than moonstones. And like a hobo freight, Nevada highballs at night, sets no schedules, and checks no weight. That state is home. The coin goes in but it doesn't always come back out again.* Eddy Joe Cotton, Hobo, (page.201)

Fourth Street was born out of the pioneering spirit that brought ranchers, miners, business men, and gamblers to the undeveloped high-desert of the Truckee Meadows. But it was the completion of the transcontinental highway system that changed Fourth Street from a sparsely populated dirt road to a major highway. The street is significant because it captures the essence of history of the corridor and the surrounding neighborhoods. Once the central east-west artery through the city, Fourth Street has fallen to hard times. The completion of Interstate 80 sealed the fate of Fourth Street to become a second-rate corridor.

Projects to redevelop and restore Fourth Street have been discussed for over a decade, but have ever become a reality. Business owners need to spur redevelopment by voluntarily creating a Business Improvement District and urging the City of Reno to establish a Redevelopment District in order to facilitate the needed funds to begin the redevelopment process. Programs such as the Storefront Improvement Program, TEA-21 and the Heritage Tourism Program will begin to allow property owners to make small, but important changes to their properties that will create momentum for future redevelopment of blocks along the corridor. Redevelopment ideas for the Fourth Street corridor should include converting the motels for projects such as housing, themed motels, and music venues. The close proximity to the University of Nevada-Reno and the surrounding neighborhoods that house students provides a solid base for the redevelopment of this area into a music setting that can be incorporated into the city's already established Artown program. Installing street lighting, creating pedestrian friendly sidewalks, storefronts and blocks that are close to transit centers, shopping and housing, will allow residents of Reno and tourists to enjoy Fourth Street in a safe and friendly environment. Tying the street to the Truckee River and the downtown casino core, either via bicycle paths or modes of transportation such as the trolley car will promote tourism and will bring the residents of Reno to the area.

Fig. 110 U.S. Highway Sign

Fig. 111 Old Highway 40 looking west
Photo by Christy Fockler July 2003

The promotion of the transcontinental highways as a historic theme would preserve the theme of the old highway and give Fourth Street a sense of place, emphasizing the heritage of Fourth Street (Fig. 110).

Property owners know what they have in terms of historical value and know the history of old Highway 40 (Fig. 111). The transition from a run-down business corridor to a revitalized one will not be easy. It will require partnerships, commitment, and financial backing in order to spur preservation and new development along the corridor. Nevertheless, there is hope for Fourth Street.

The City of Reno, in partnership with business and property owners along East Fourth Street, needs to establish a framework for businesses to build upon the history of Fourth Street, creating a vision for heritage tourism as a means to re-energize the area. Building on the historic transportation theme of the street, business owners can be empowered to take action as a group or as individuals to spur redevelopment and gain momentum for the entire corridor. By incorporating heritage tourism as a principal vision for the corridor, recommendations previously outlined are intended to stimulate revitalization such that development will continue over the next decade. In years to come, redevelopment of the East Fourth Street corridor can continue based on the established framework of history and heritage tourism.

VI. Appendix

Appendix

"Reno: Where rail, water, air and highway meet."
1927 Polk's Reno City Directory

Legend

1918	
1947	
1955	

Fig. A-1 Sanborn Insurance Map 1918. Courtesy of the Nevada Historical Society

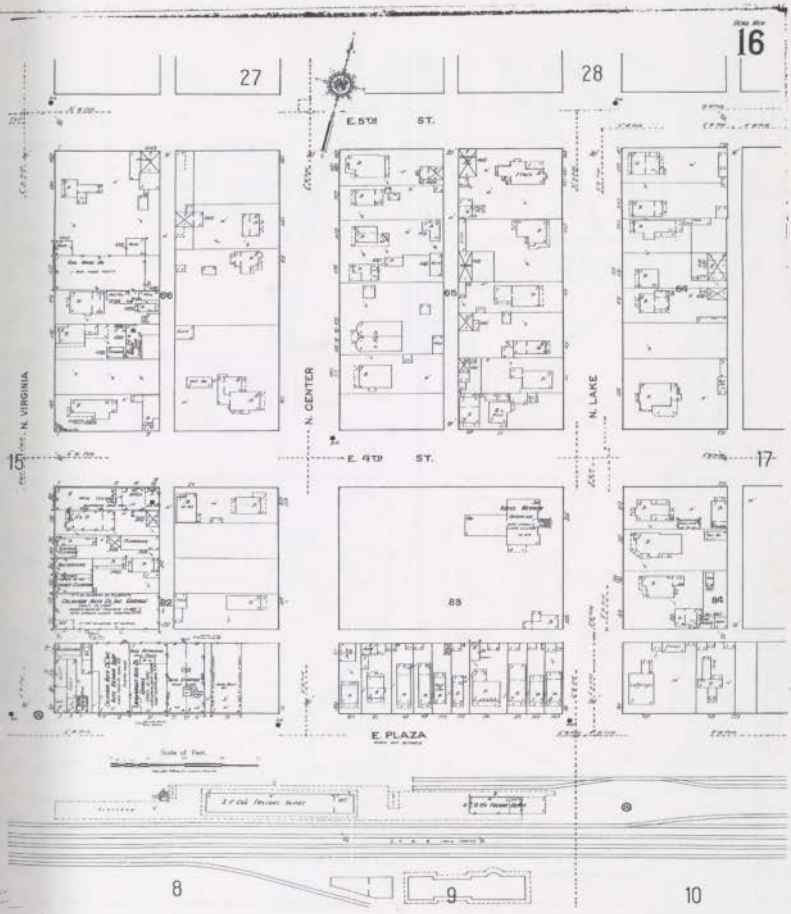


Fig. A-2 Sanborn Map 1918 Sheet 16. Courtesy of the Nevada Historical Society

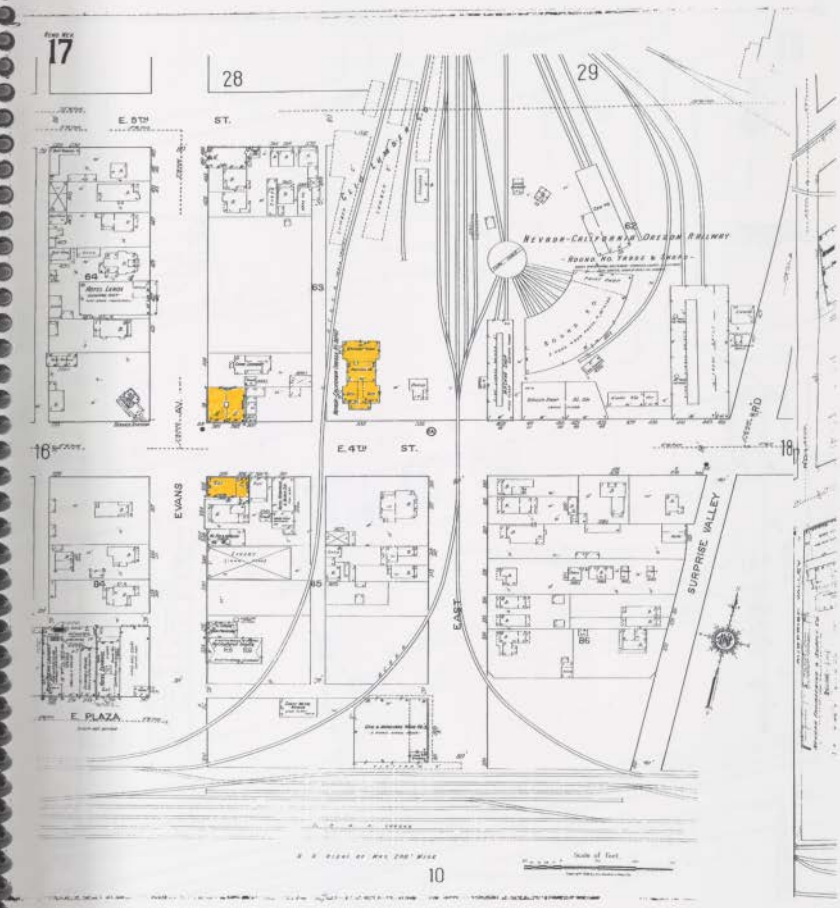


Fig. A-3 Sanborn Map 1918 Sheet 17. Courtesy of the Nevada Historical Society

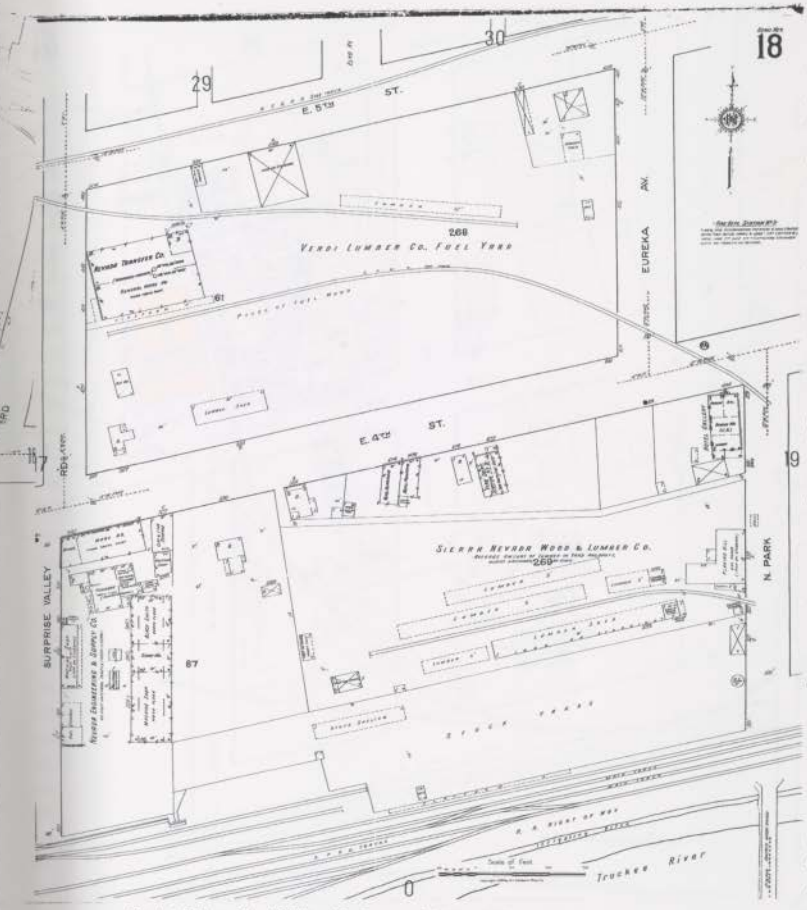


Fig. A-4 Sanborn Map 1918 Sheet 18. Courtesy of the Nevada Historical Society

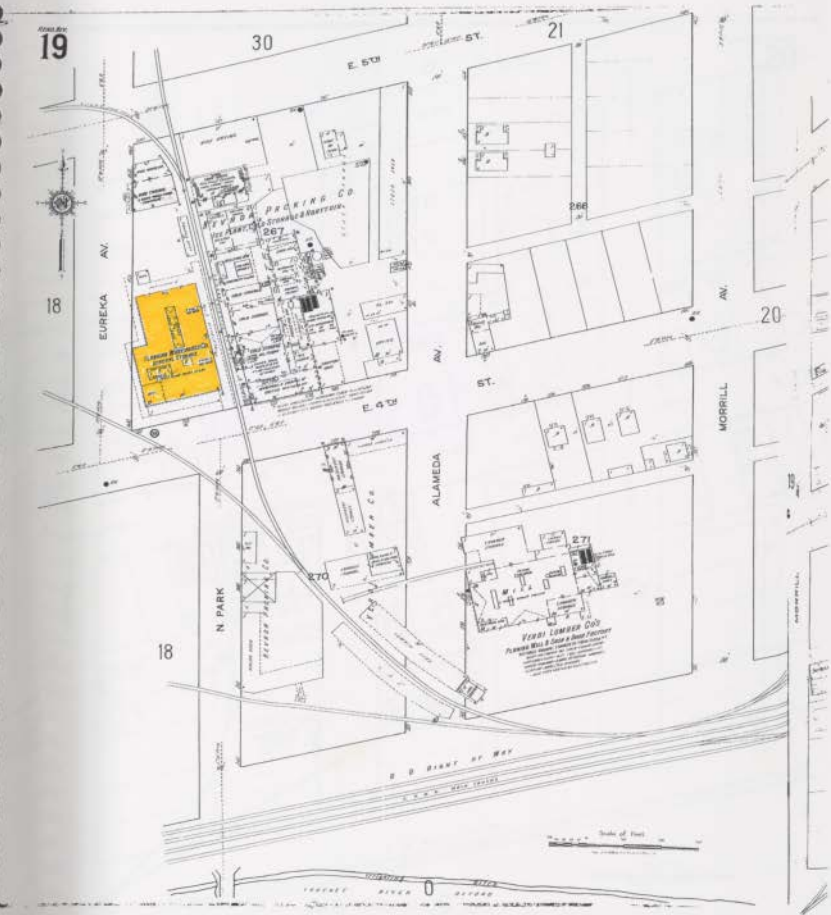


Fig. A-5 Sanborn Map 1918 Sheet 19. Courtesy of the Nevada Historical Society

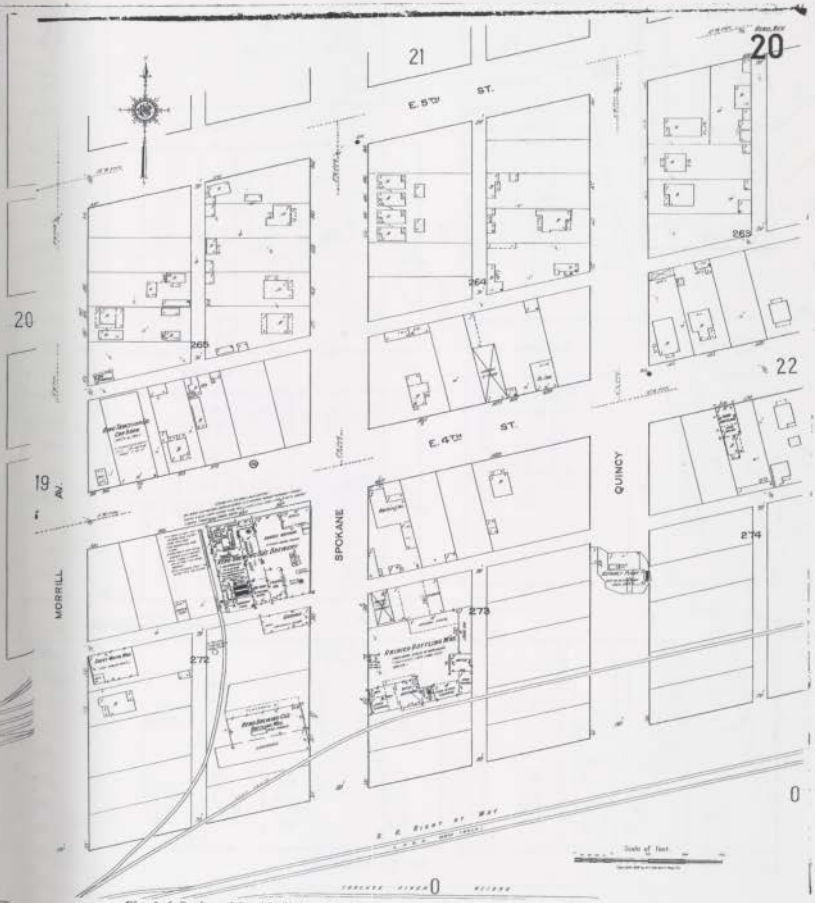
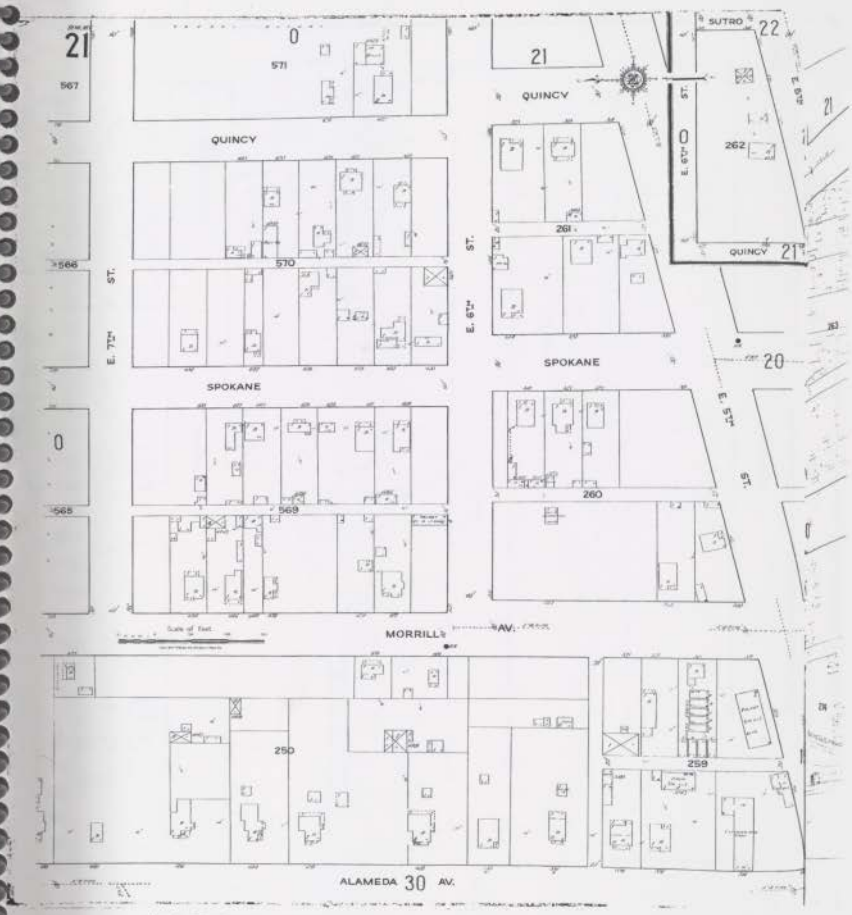


Fig. A-6 Sanborn Map 1918 Sheet 20. Courtesy of the Nevada Historical Society



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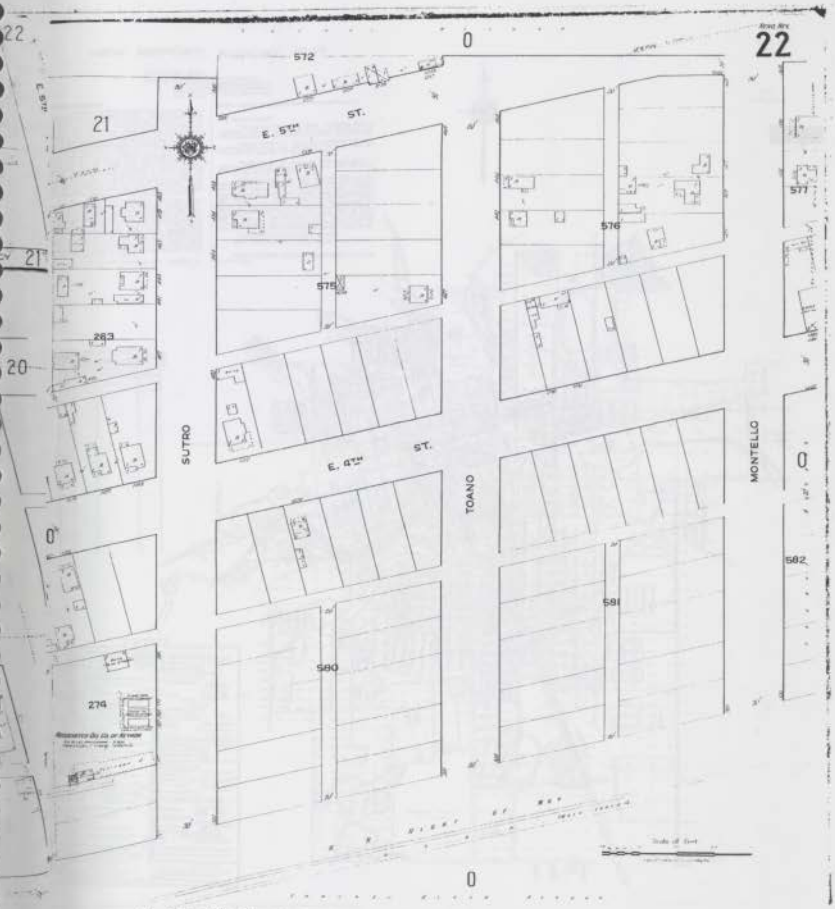


Fig. A-8 Sanborn Map 1918 Sheet 22. Courtesy of the Nevada Historical Society

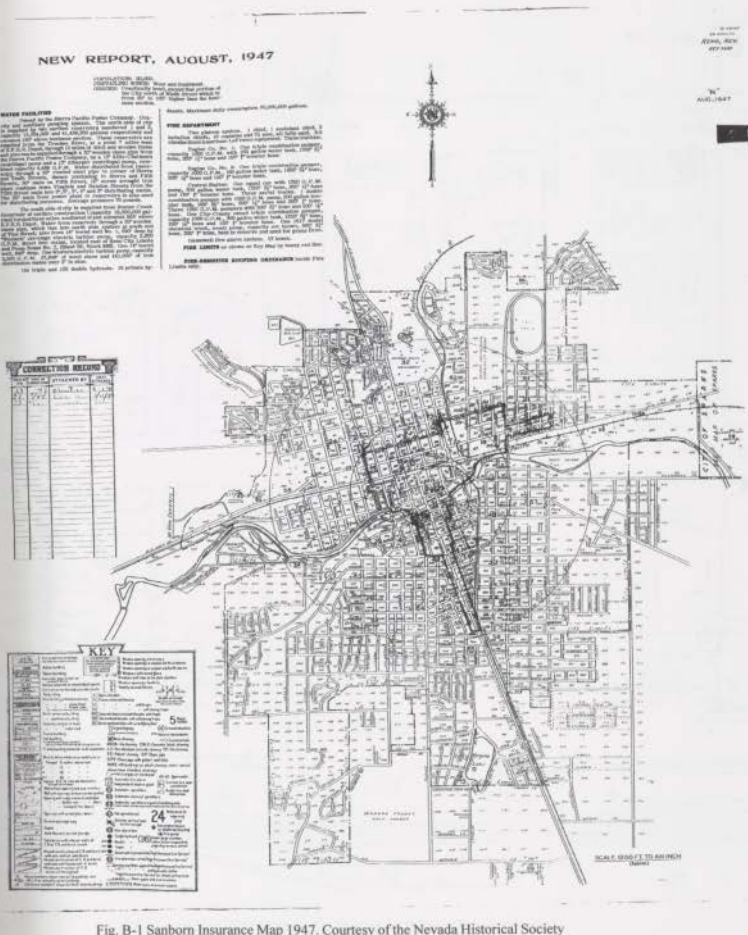
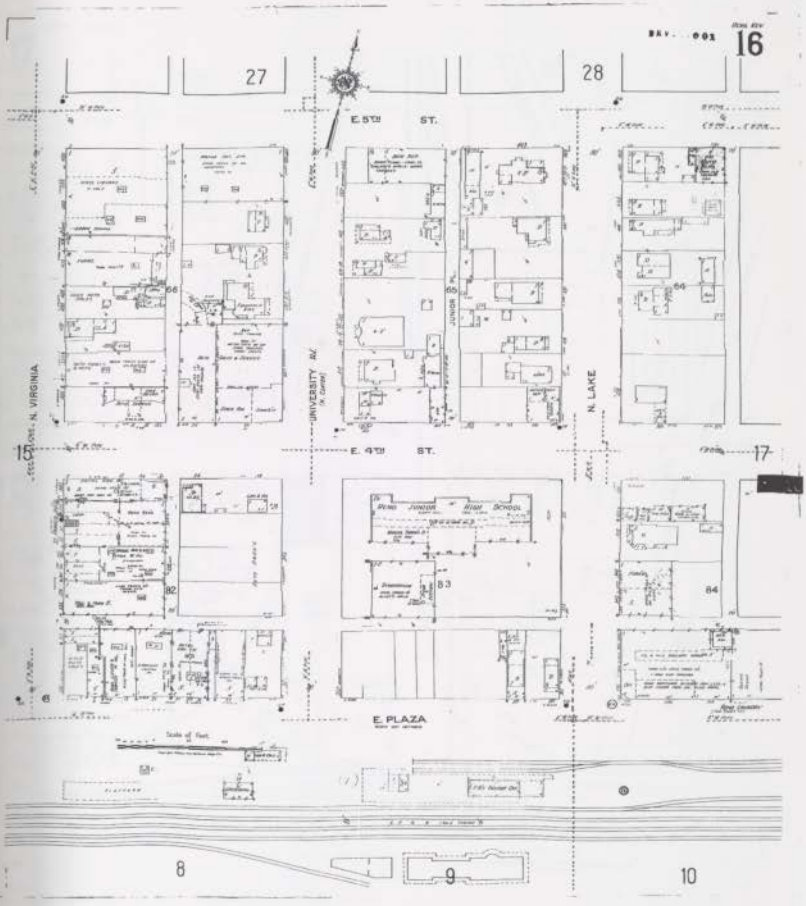


Fig. B-1 Sanborn Insurance Map 1947. Courtesy of the Nevada Historical Society



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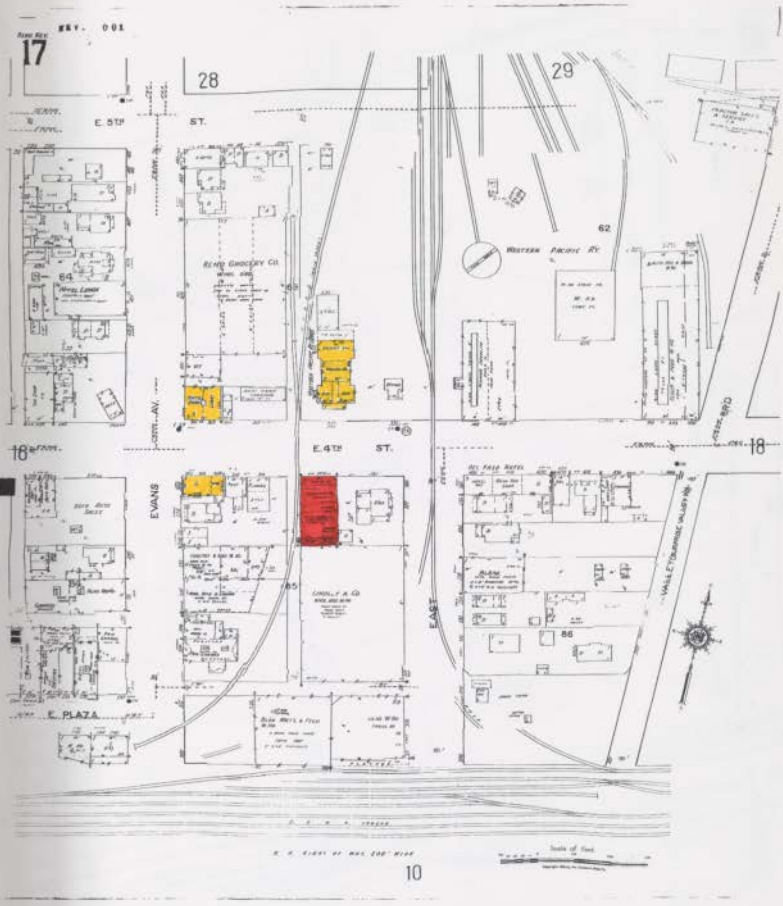

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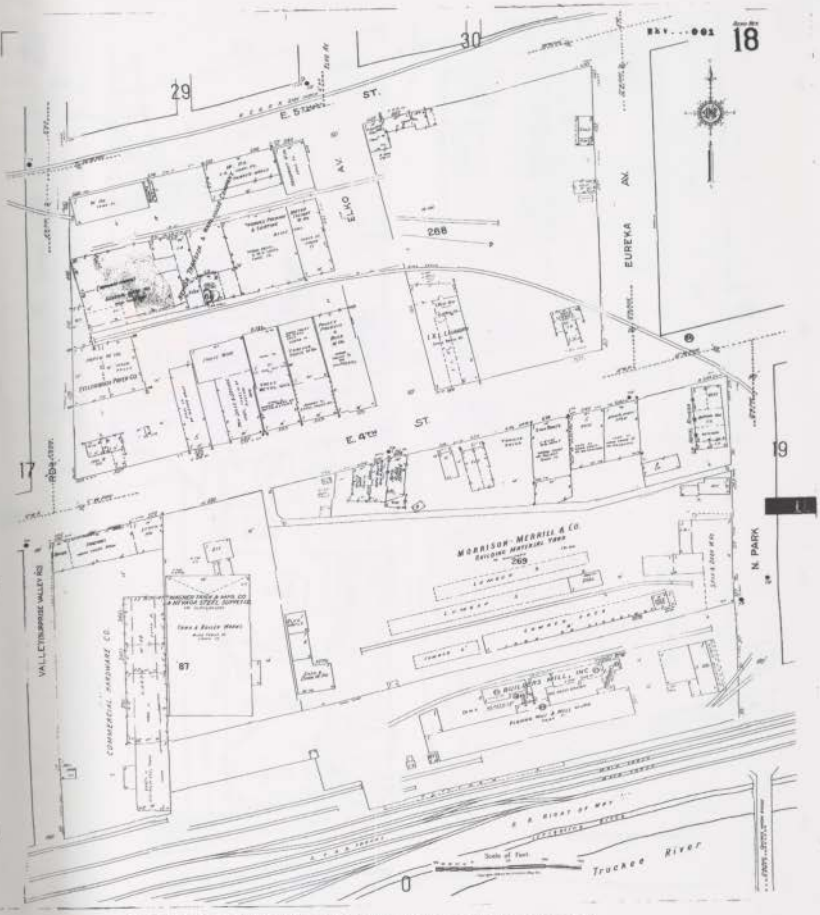

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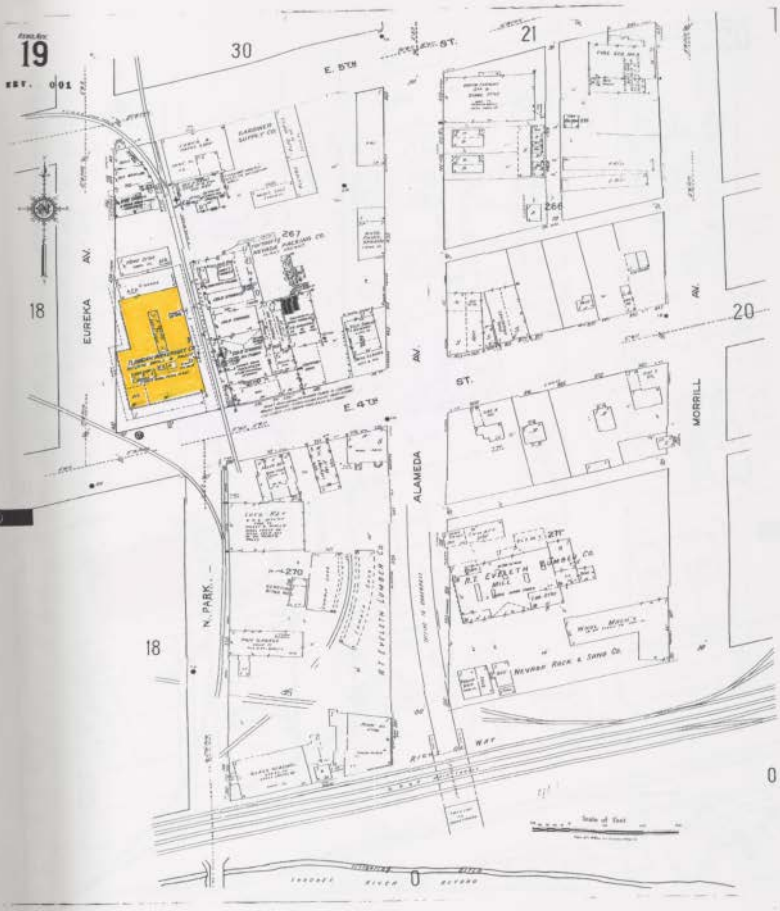

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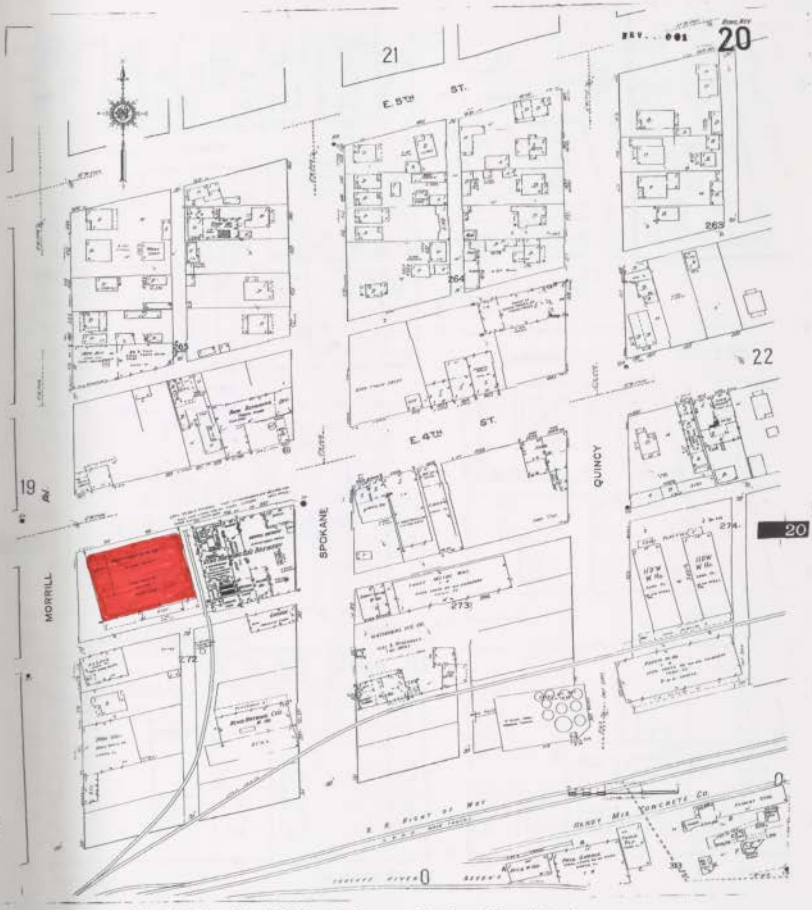

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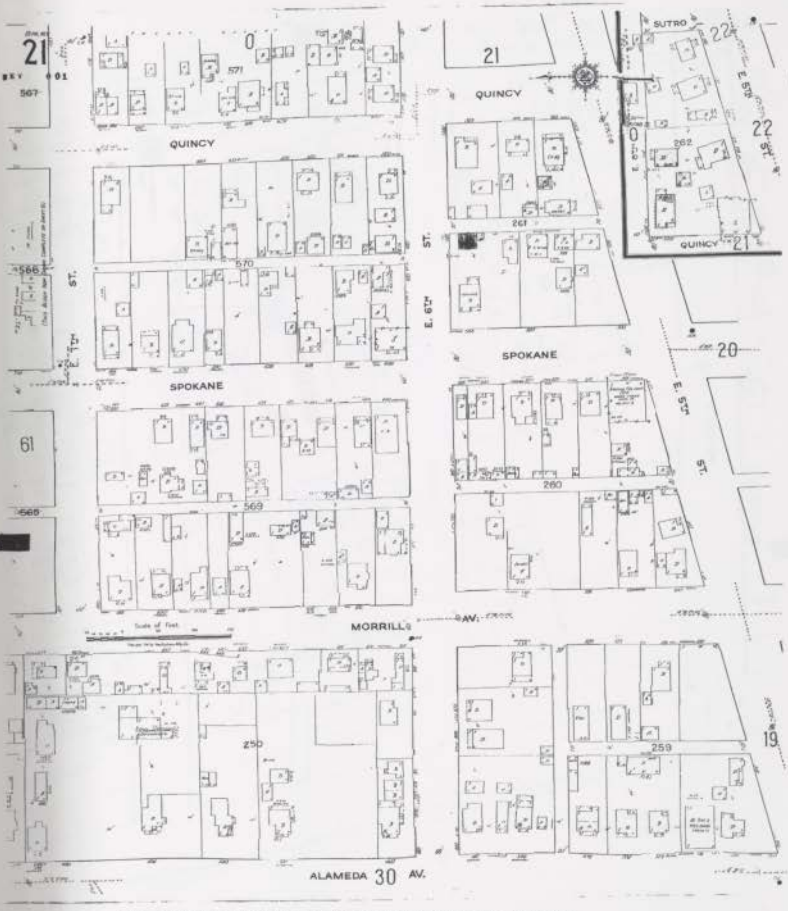

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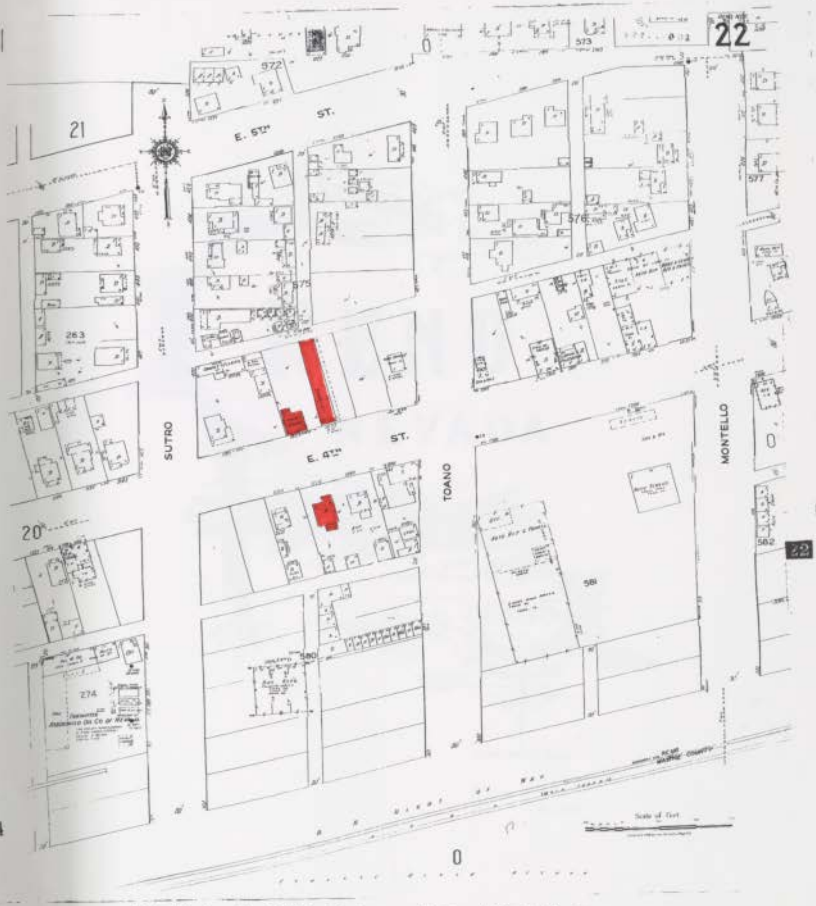


Fig. B-8 Sanborn Map 1947 Sheet 22. Courtesy of the Nevada Historical Society

Fig. C-1 Sanborn Insurance Map 1955. Courtesy of the Nevada Historical Society

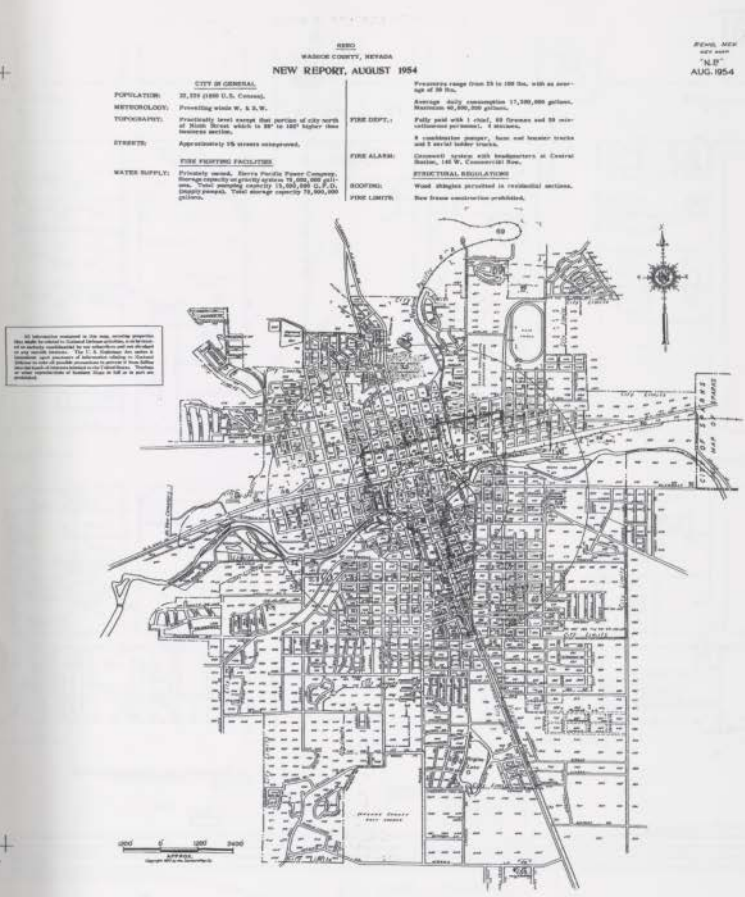
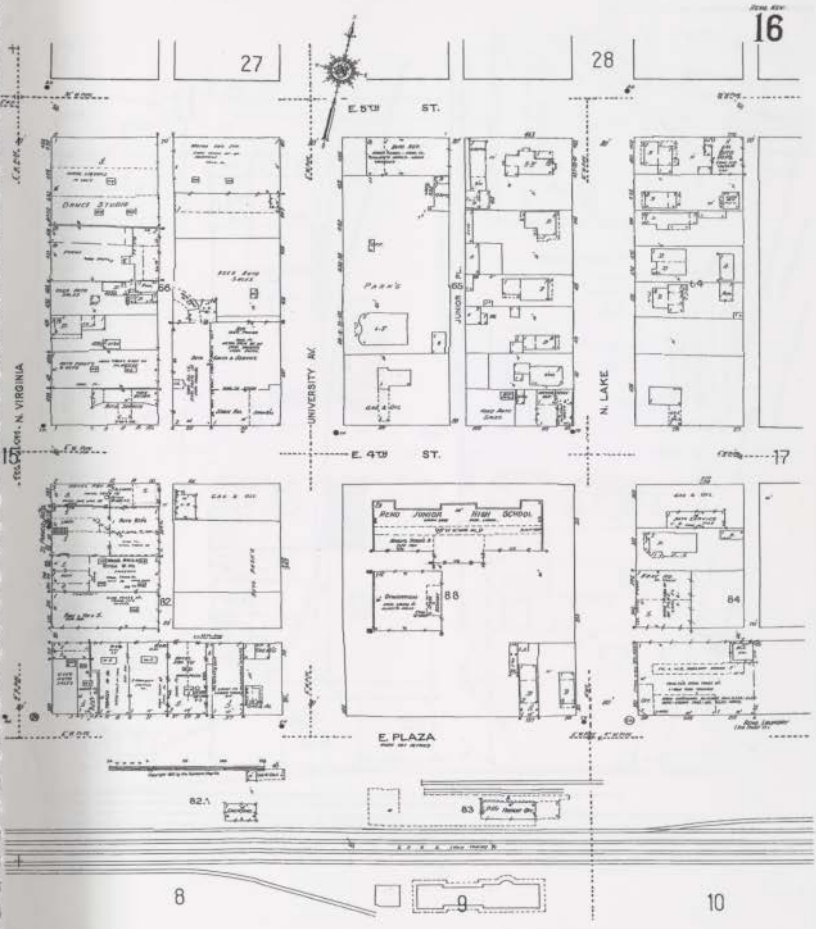


Fig. C-2 Sanborn Map 1955 Key Sheet. Courtesy of the Nevada Historical Society



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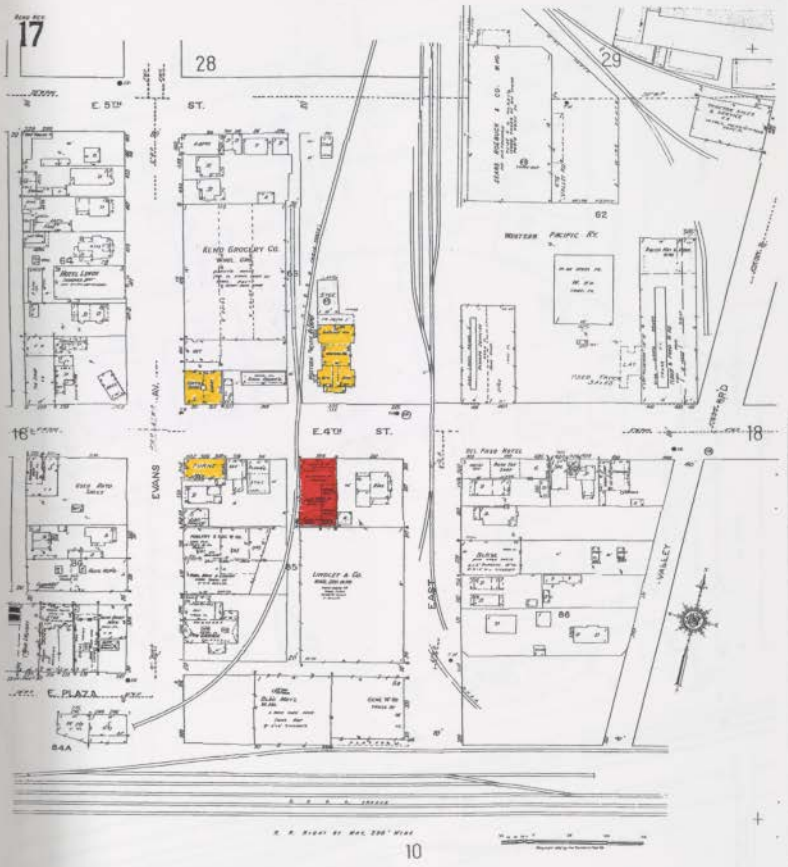

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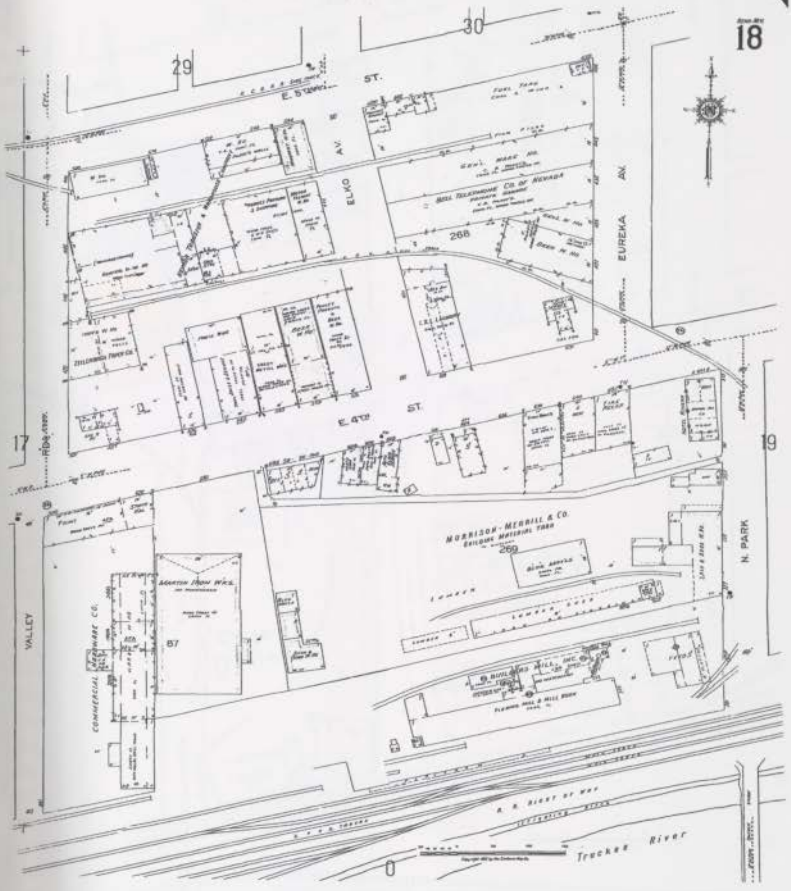

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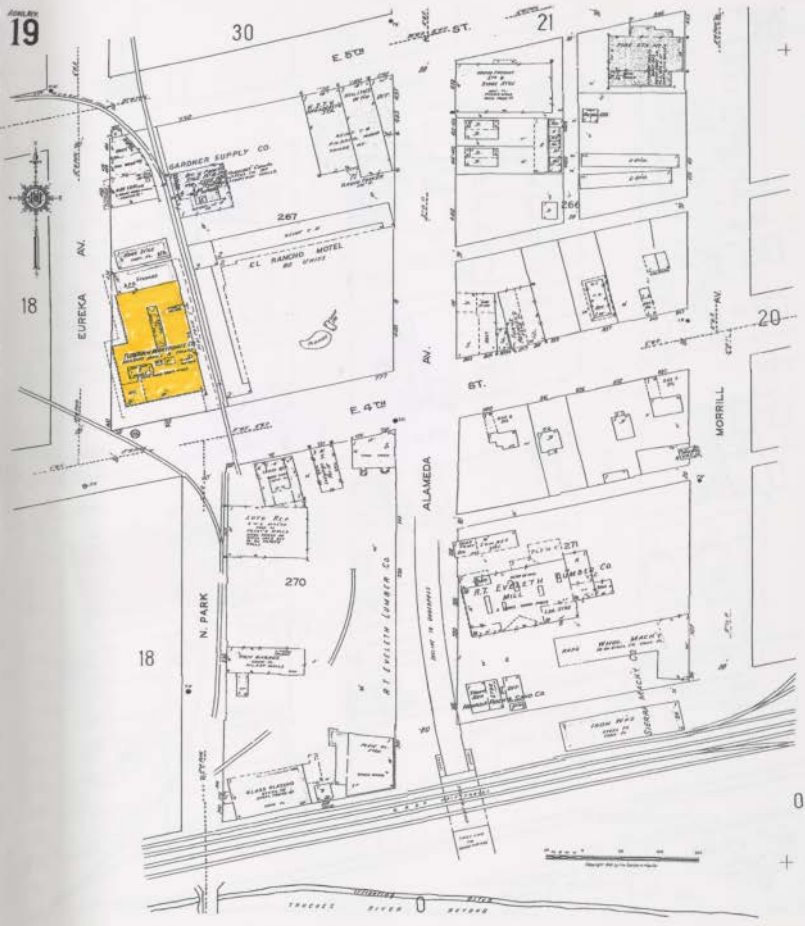

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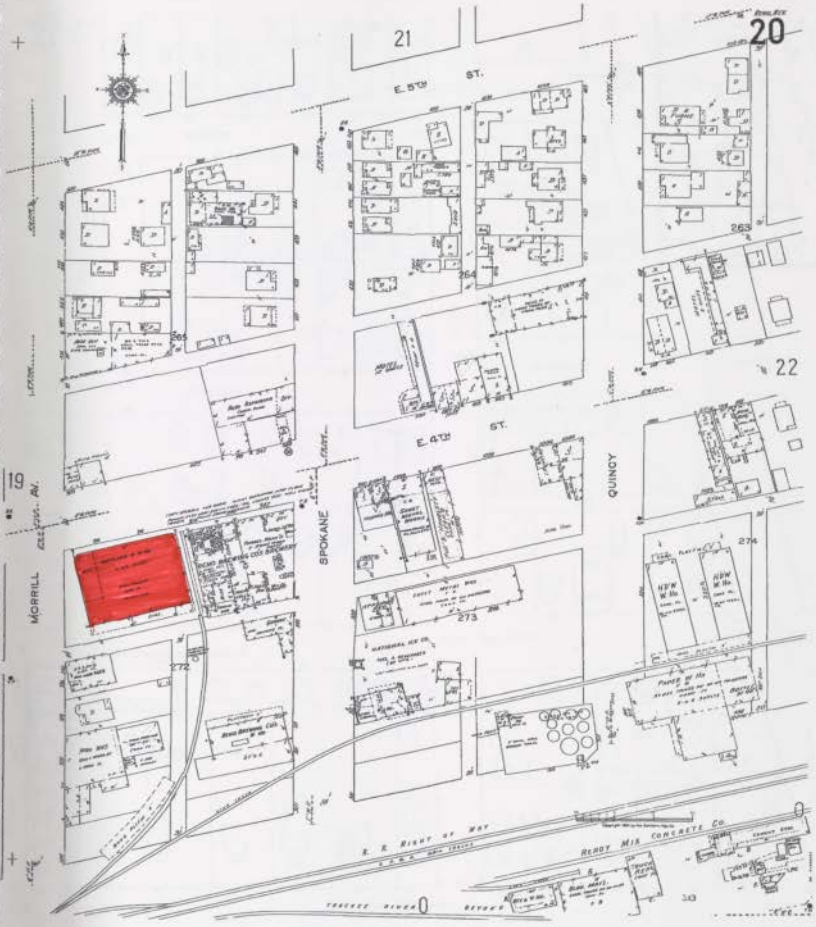

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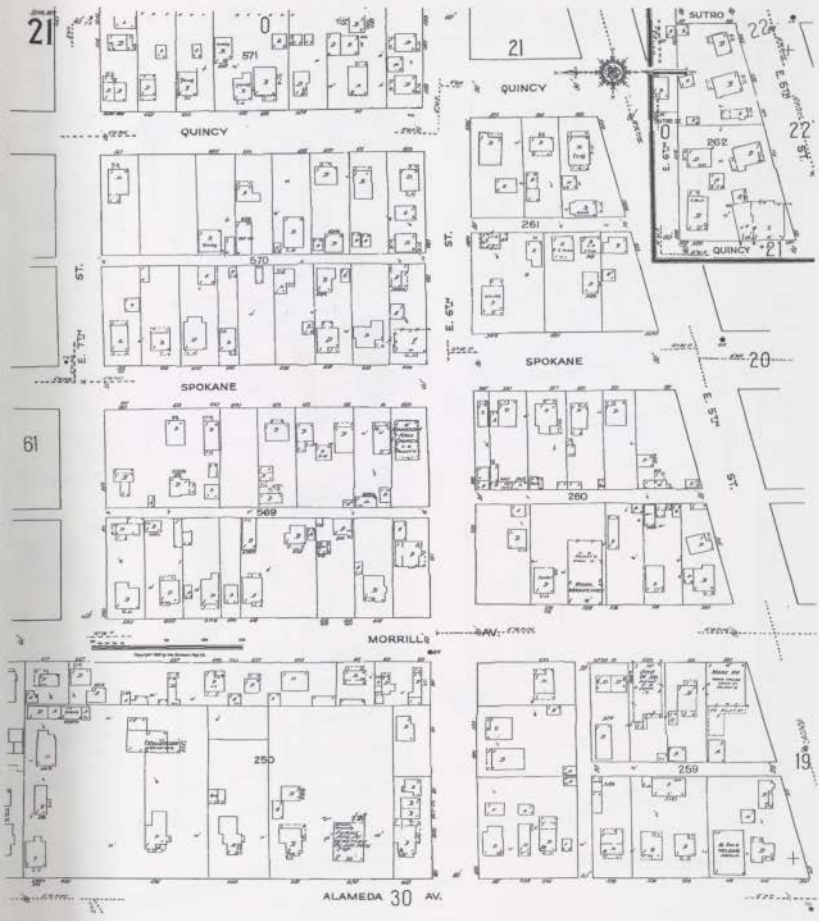

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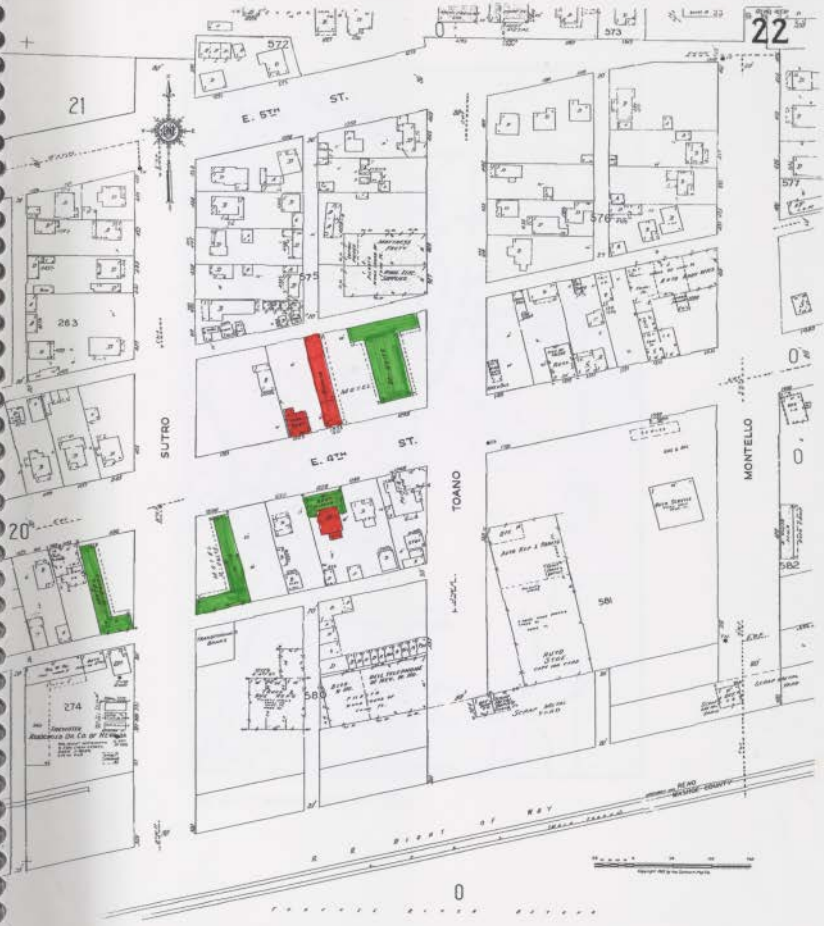

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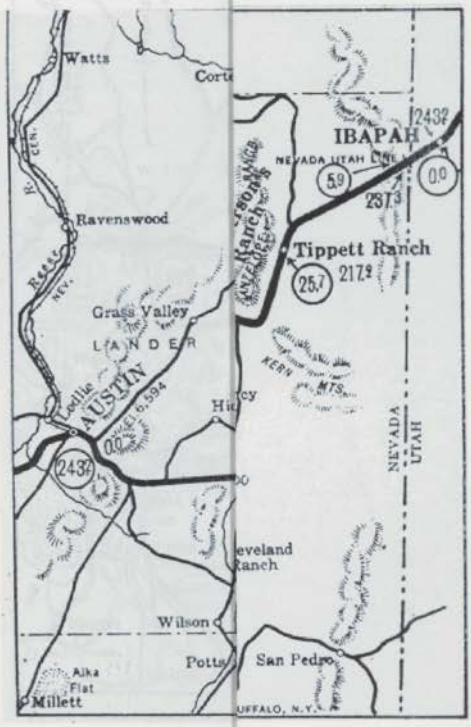


Fig. D-1. Lincoln Highway through e

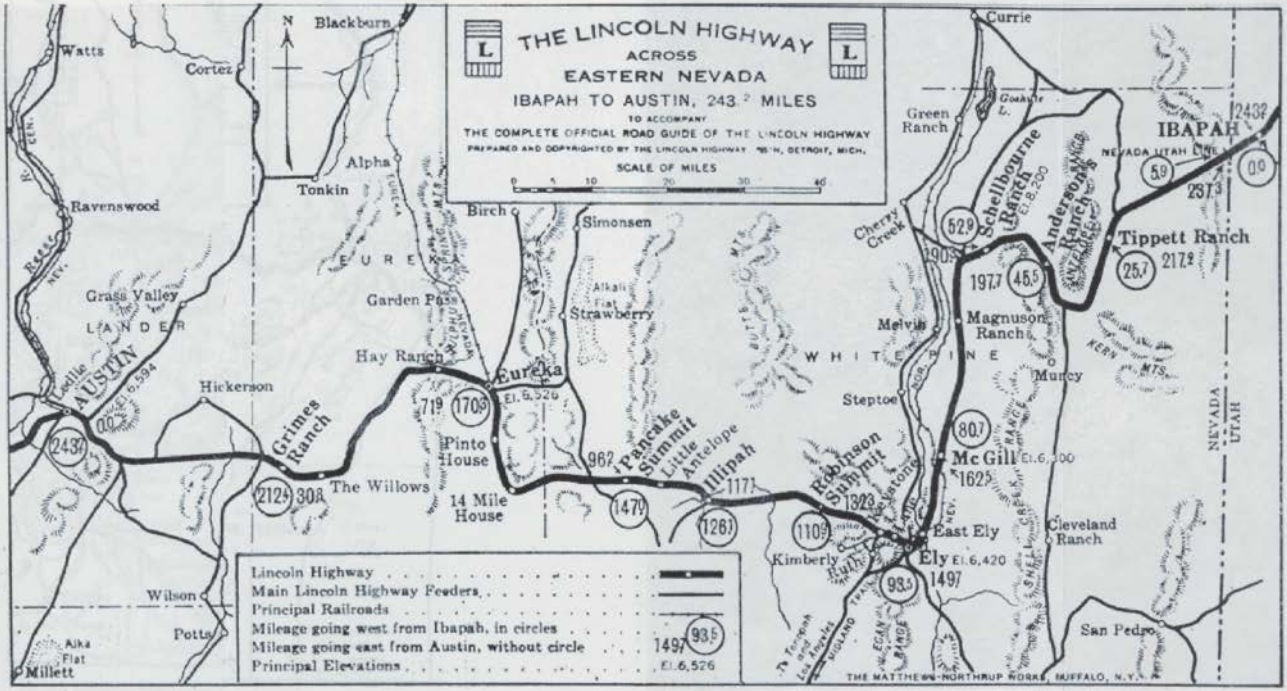
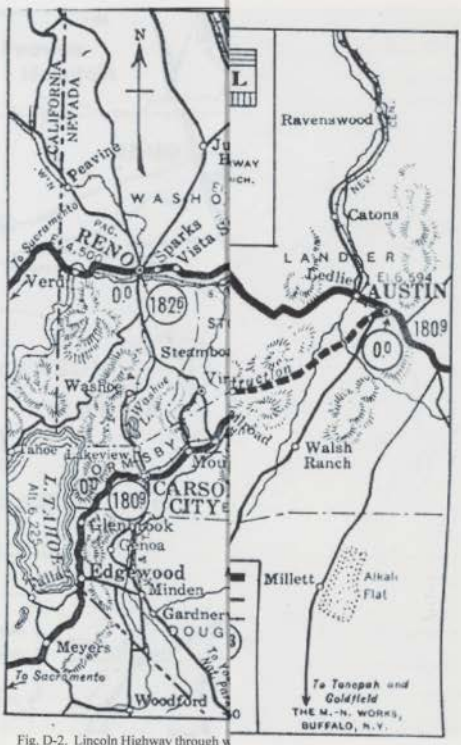


Fig. D-1. Lincoln Highway through eastern Nevada. www.caltech.edu



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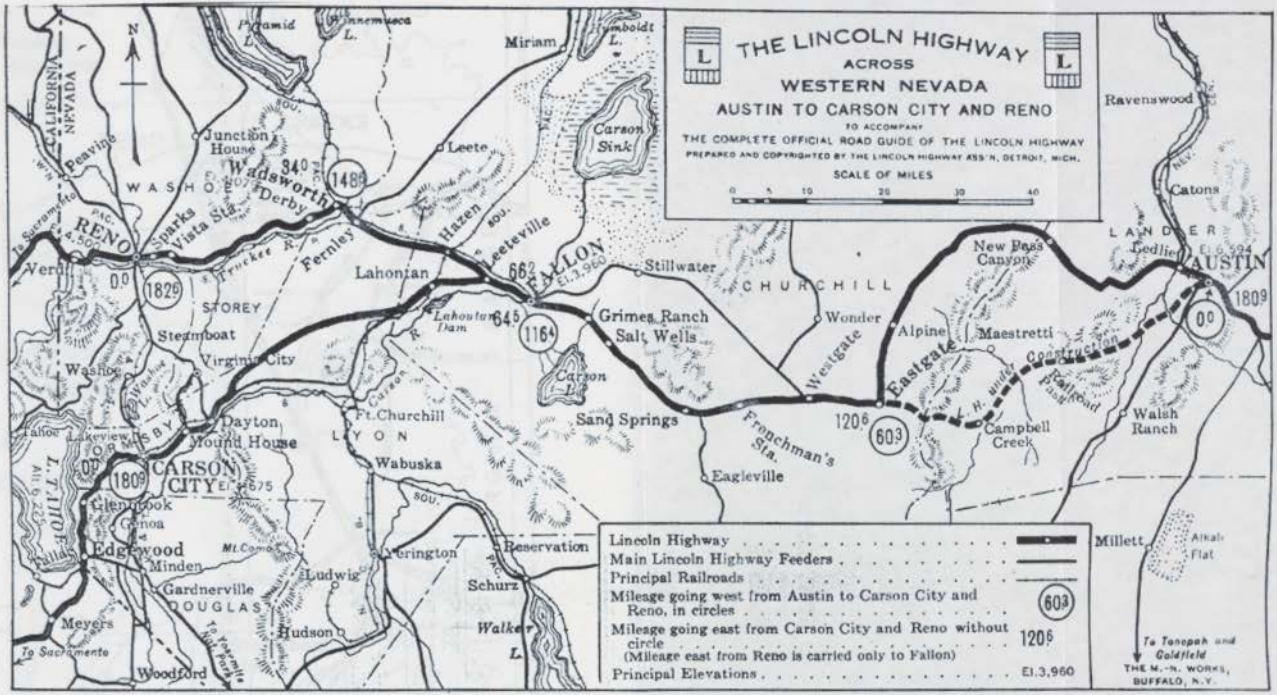

Fig. D-2. Lincoln Highway through western Nevada. www.caltech.edu

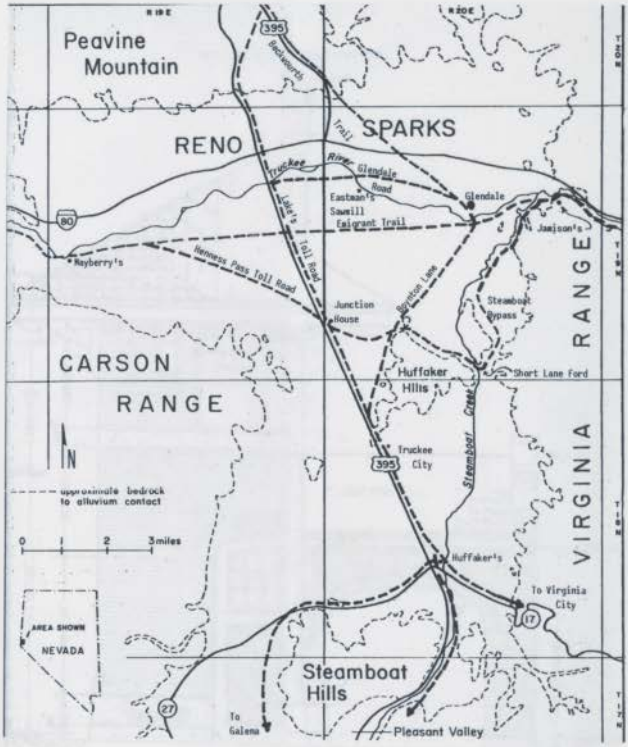

Fig. D-3. Truckee Meadows Basin map. Nevada Bureau of Mines and Geology Report 25 (Myrick Vol. 1, 1962, page 57)

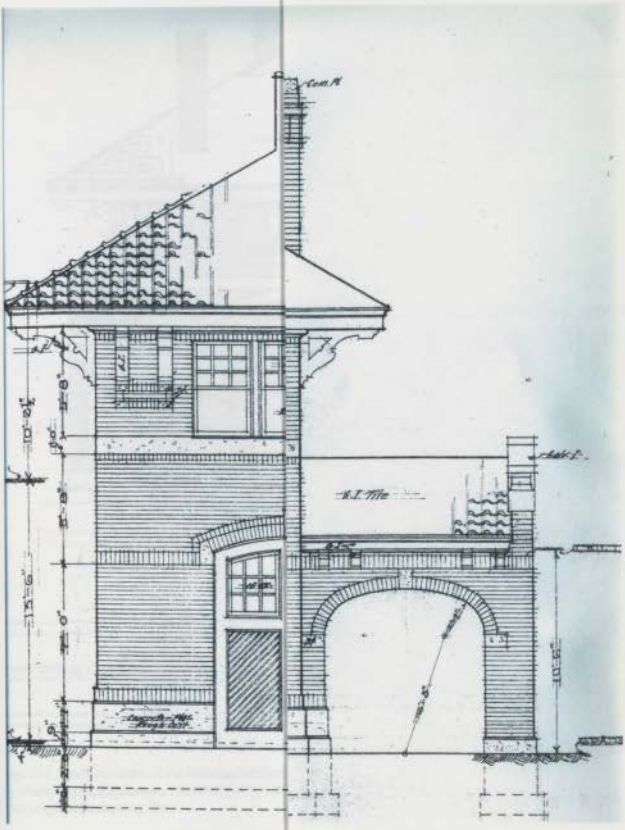

Fig. D-4. West elevation of the Nevada-Califor
designed by Frederic DeLongchamps. Univers
Frederic J. DeLongchamps drawing file

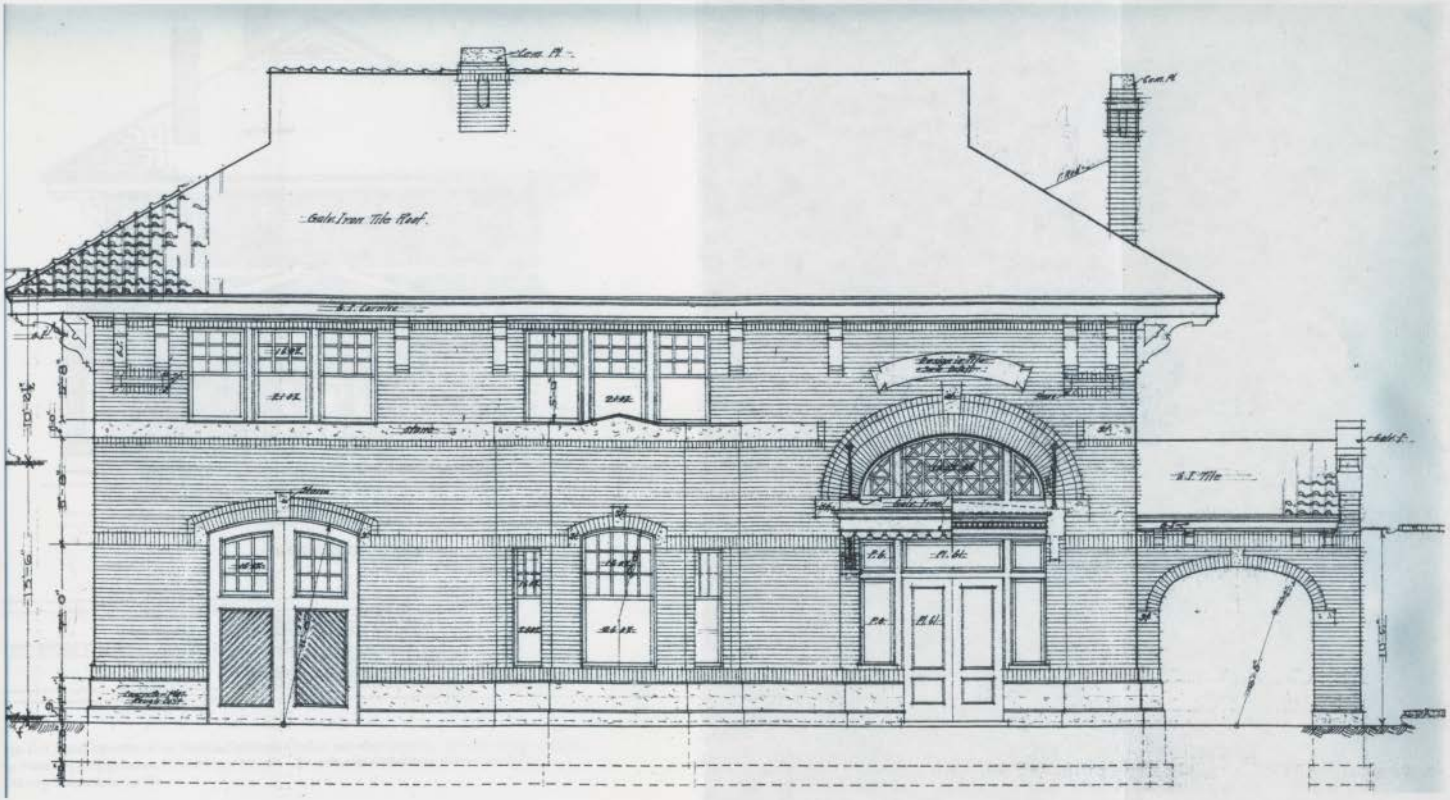

Fig. D-4. West elevation of the Nevada-California-Oregon passenger depot in Lakeview, Oregon designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

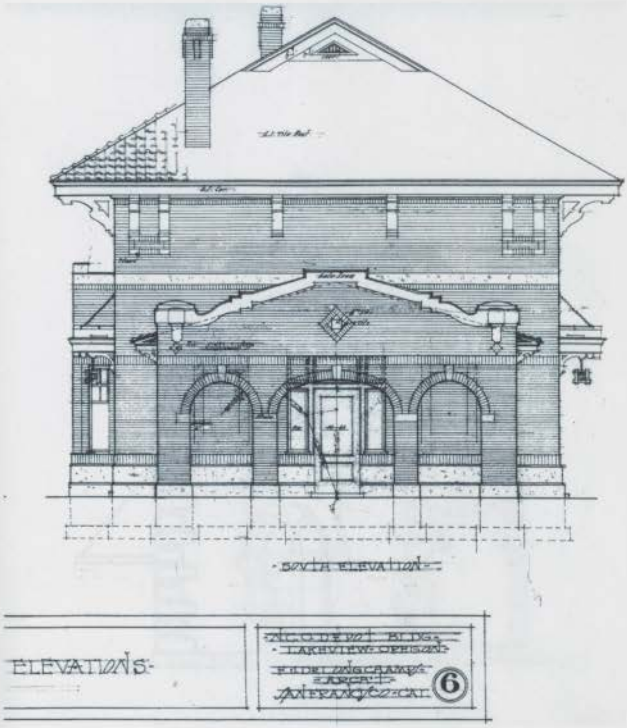

Fig. D-5. South elevation of the Nevada-California-Oregon passenger depot in Lakeview, Oregon designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

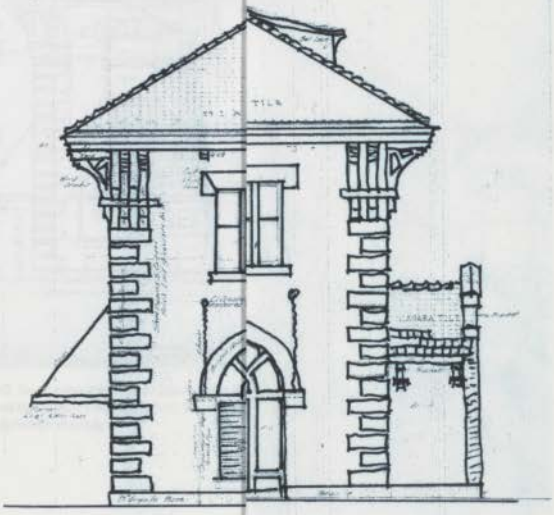

Fig. D-6. West elevation
Nevada designed by Fre
Frederic J. DeLongcham

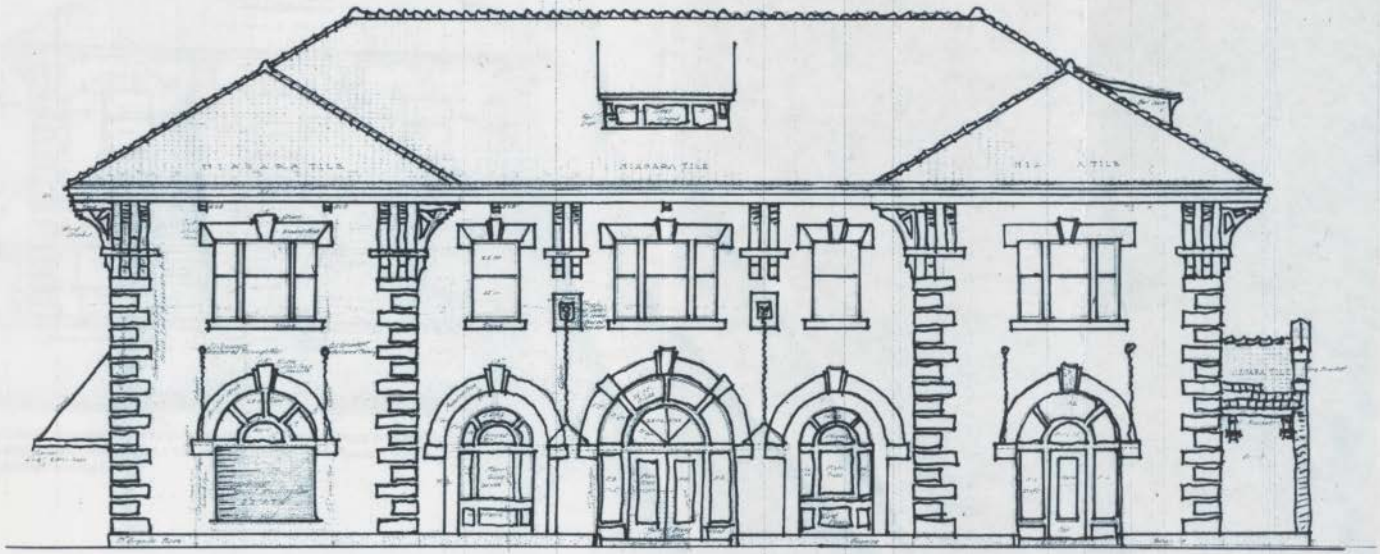

Fig. D-6. West elevation (track elevation) of the Nevada-California-Oregon passenger depot in Reno, Nevada designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

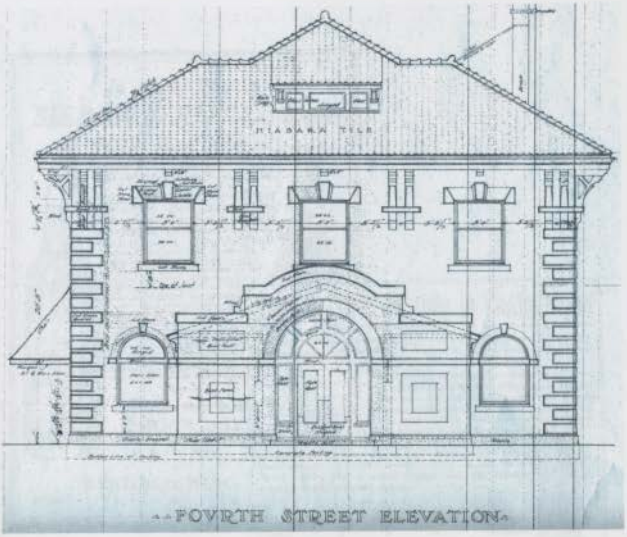

Fig. D-7. South elevation (Fourth Street) of the Nevada-California-Oregon passenger depot in Reno, Nevada designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

Advertisements from the *Nevada Newletter* of 1916.
(Courtesy: Nevada Historical Society)

Fig. D-8. Advertisement for the Reno Brewing Company 1916. Courtesy of the Nevada Historical Society

Fig. D-9. A car ad circa 1914 for the *Reno Cadillac Service* promoting the Lincoln Highway. Nevada Historical Society

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