

Town of Gardnerville - Main Street Gardnerville

Public Arts Plan



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Section One: Why Create a Public Arts Plan?

United States Highway 395 serves as the “Main Street” for the Town of Gardnerville. Significant visual improvements have been made to the Main Street corridor to help give it a unique feel. Standardized black streetlights with hanging flower baskets have become a distinctive town feature. Street trees and memorial benches purchased through Main Street Gardnerville’s bench program have improved the pedestrian feel. The Main Street corridor still lacks a theme through the downtown.

The 2018 Minden and Gardnerville Plan for Prosperity identified several “Implementation Actions and Related Policies.” One of the actions identified for 2020/2021 was the creation of the “Arts & Culture Plan and Program for the Physical and Visual Improvement and Performing Arts Programs.” At the January 7, 2020 Town Board Meeting the Town Board reaffirmed their commitment to this action item and directed the Town Manager to work with Main Street Gardnerville (MSG) to prepare the plan. The Town Board did agree that other non-profit organizations such as the Carson Valley Arts Council provided programming for performing arts and the Town of Gardnerville’s Plan would focus on arts and culture. Specifically this plan focuses on public art and visual improvements. At this time the Town of Minden declined to work on this plan.

It is hoped the plan will provide a theme to Main Street. Public art should serve to draw people downtown, give people reason to stay longer, and provide visual appeal to those just driving through. Art is a way to turn Main Street from a drive by area to a drive to destination.

Section Two: Methodology

The creation of the Public Arts Plan does not need to be complex. Thousands of dollars do not need to be provided to an outside consultant. The Town Manager thought a simple plan could be completed at nominal cost with the help of Main Street Gardnerville. The arts plan started out very simple with the Town Manager, Main Street Director, President, and Treasurer walking Main Street to identify potential locations where art could benefit the built environment.

After identifying potential locations for public art, several meetings were held with the MSG Design Committee. The Committee discussed the type of art which would be appropriate for each location and made a prioritized list for improvements. The Design Committee is responsible for this final report which was then presented to the MSG Governing Board for adoption. The MSG Board voted to approve the proposed Public Arts Plan at their September 15, 2020 board meeting. The plan was then presented to the Carson Valley Arts Council and received their approval at the October 19, 2020 board meeting. Final adoption by the Gardnerville Town Board was given at the November 3, 2020 Gardnerville Town Board Meeting.

Section Three: Existing Public Art

The existing public art in Gardnerville is limited and ad hoc. A few murals have been established through the downtown corridor including: the “World Famous Gardnerville” mural on the north side of Sharkey’s Casino, a Basque Shepherd mural on the south side of the Cheshire Antiques building, the Old Town Center has a mural on the south and east sides of the building, and a mural of auto repair at the current Gardnerville Station.

Other public art which can be seen along Main Street includes a sidewalk gallery which Main Street Gardnerville has established at the Burga Building. The current use of this gallery is to mask a derelict building and it is not anticipated to continue indefinitely at this location. There is a small free standing sculpture of a wine bottle at Battle Born Wine as well as painted rocks at the Heritage Park Gardens and memorial benches along Main Street. Gardnerville Elementary School created a small mural on their south east building façade during their 2012 reconstruction. There has been a selfie photo opportunity framed at the Carson Valley Museum and Cultural Center. Minature versions of Main Street’s hanging flower basket typically adorn the picnic areas to allow for social media advertising of the area. It is anticipated this attraction will be moved to the Gardnerville Station once the site improvements are completed.

Section Four: Goals, Objectives, and Strategies

The major goal of the Public Arts Plan is to provide a unifying theme to Main Street. The Design Committee zeroed in on “Our Local Heritage” as the proposed theme for the Public Arts Plan. Two overarching subjects for the plan to bring the theme together are Carson Valley’s History and its connection to the natural environment. By seeking to establish art related to Carson Valley’s history several cultures are also emphasized including: Washoe, Dutch, Basque, and Western Pioneers. A secondary goal of improving the visual environment through replacement of deteriorating infrastructure was also identified.

The type of art selected for installation downtown includes: bronze statues, murals, and specialized improvements at unique locations (See Exhibit One). Statues should provide recognition of a particular person or group instrumental in the development of Gardnerville. These statues will provide a unifying theme and look as well as give pedestrians a reason to walk the Main Street district. Murals will break up uninterrupted bland building facades. These murals will improve the visual experience of vehicular travelers as well as provide photo opportunities for pedestrians. The specialized improvements seek to address specific areas in Town which may appear dilapidated, uncared for, or “tired.”

Section Five: Examples

Several bronze statues are proposed to help visualize the history of Gardnerville. These statues are proposed to be placed at various locations throughout the downtown corridor. Proposed statues include: Jean Lekumberry, founder of the JT Basque Bar, Dat-So-La-Lee, Washoe day-

gee-coop basket maker (or a likeness of one of her baskets), Basque Sheep Herder and Sheep, Bronze Man with Dog on Bench (in front of Sharkey's on memorial bench dedicated to owner's dogs), Children playing baseball at Heritage Park, Jail House Transport Wagon or Pony Express sculpture by historic jail, Gilman Median Improvements, Highway 395 Sculpture at Napa Auto Parts, and small wagon wheels to improve entryway at Mid-Town Plaza West.

Mural locations have been picked with the goal of "breaking up" large vacant facades. The Town of Gardnerville has a rich variety of building architecture along Main Street where uninterrupted facades are uncommon. Proposed murals include: a glass of wine on the side of Battle Born Wine, improvements to the stairs at the Ron Cauley Law Offices, a western scene on the north facing wall at Woodett's Diner, and a nature scape at Napa Auto Parts.

Specialized improvements are specific projects intended to address a deficiency at a location. It is hopeful these projects will add unique character to specific locations. Proposed improvements include: tree sculpture on the side of the Town of Gardnerville's administrative office, Archway into the alleyway between the French Bar and Buckaroos, improvements to the chain link fence between Pacific Gas and the Carson Valley Middle School, wrought iron gate between Battle Born Wine and Van Rensselear Jewelers.

It is anticipated that all statues and perhaps some of the murals will have a plaque or other installed improvement which will explain the importance of the artwork to the Town of Gardnerville's history. The goal of the public art is not only to unify Main Street, but to educate our residents and visitors. We hope the plaques will encourage people to spend time downtown and seek out other pieces of public art.

Section Six: Implementation

MSG will take the lead in implementing the Public Arts Plan. As a nonprofit, 501(C)3 MSG has grant funding opportunities for which the Town of Gardnerville may not qualify. By adopting an arts and cultural plan a greater variety of grants will be available to MSG and the Town.

MSG has long offered a memorial bench program which allows for citizens to purchase a memorial bench to be installed in the MSG Boundaries. As the Main Street District is reaching bench saturation, MSG has been considering other options and new programs to provide to the public. The Public Arts Plan may allow for citizens to donate directly to art pieces they identify with. Alternate or additional pieces of artwork could also be proposed at additional locations if desired.

The Carson Valley Arts council reviewed, provided input and approved the plan. The arts council stated they would consider donating funds toward the plan. The arts council also agreed to assist with fund raising efforts.

The Town of Gardnerville will play a support role in the implementation of the Public Arts Plan. The Town may choose to offer matching donations to support grant submittal. As individual pieces of art are close to reaching their funding goals the Town may contribute to accelerate an artwork's installation. The Town will assist in securing Nevada Department of Transportation (NDOT) Occupancy Permits for placement of art work in the Public Right of Way as well as with the installation of any public art. The Gardnerville Town Board will have the final determination for the Town's contribution toward any of the artwork listed in the Public Arts Plan.

All public art must receive approval from Douglas County through submittal to the Community Development Department. During this process the Gardnerville Town Board must be consulted for an advisory recommendation. At the time of publication of this Public Arts Plan a proposed mural policy has been submitted to Douglas County for review and incorporation into Douglas County Code for ease in obtaining approvals for new murals. The majority of the proposed art work will be within NDOT Right of Way (ROW) and will require an NDOT Occupancy Permit. Artwork within the NDOT ROW is not required to obtain approval from Douglas County. Art work which is on private property or Town owned property will require a special use permit from the Douglas County Community Development Department.

Section Seven: Priorities

The MSG Design Committee identified five priority pieces of art to focus on to kick start the program. The focus pieces selected include items from all three categories of art work. The selected pieces also include some less costly items which it is hoped can be implemented quickly to give momentum to the Public Arts Plan. The five priority projects consist of:

- 1) Statue of Basque Sheep Herder and Sheep
- 2) Ornamental Trees at the north side of the Town Administration Building.
- 3) Split Rail Fence between Pacific Gasoline and Carson Valley Middle School.
- 4) Western Mural at Woodett's Diner
- 5) Tribute to Washoe Tribe. Dat-So-La-Lee or day-gee-coop baskets.

Appendix A contains preliminary ideas for all artwork listed on Exhibit One. This is not considered a comprehensive list of items which may be considered for the Public Arts Plan. Any organization, individual, or corporation which wishes to propose a different location or art piece would be evaluated by both MSG and Gardnerville Town Board.

Town of Gardnerville Arts and Cultural Plan

Legend:

Main Street Boundary



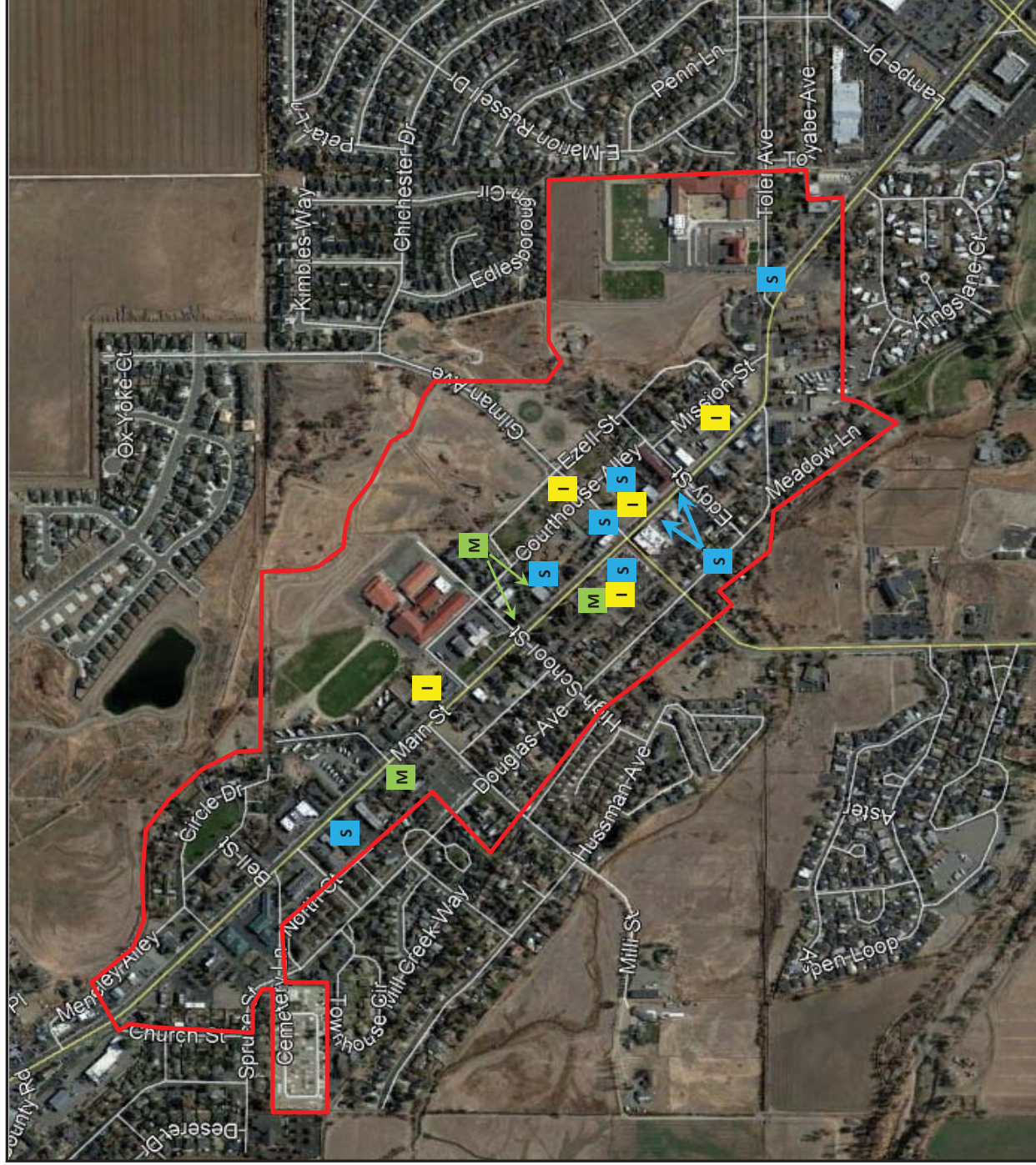
Proposed Mural Location (4 Total)



Proposed Sculpture Location (8 Total)



Specialized Improvements
Location (5 Total)



Appendix A

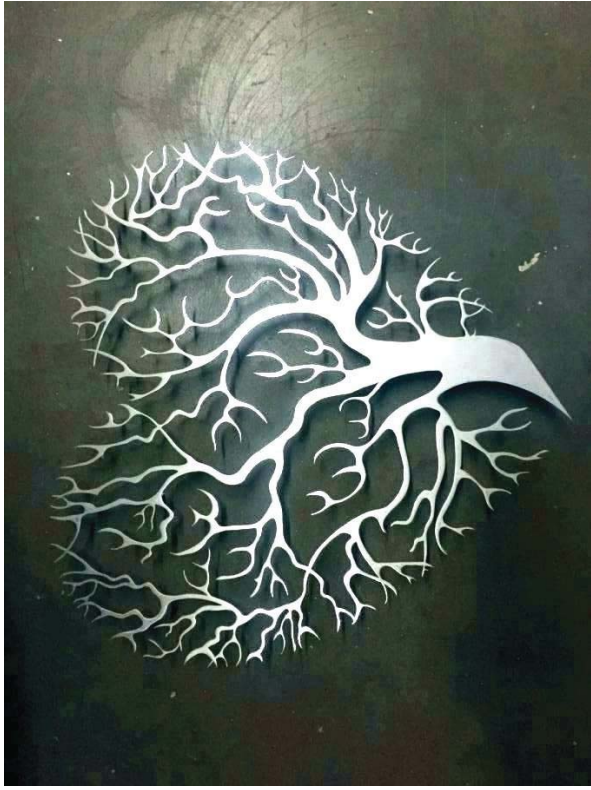
Examples and ideas proposed improvements. Actual design will vary.

Priority Projects

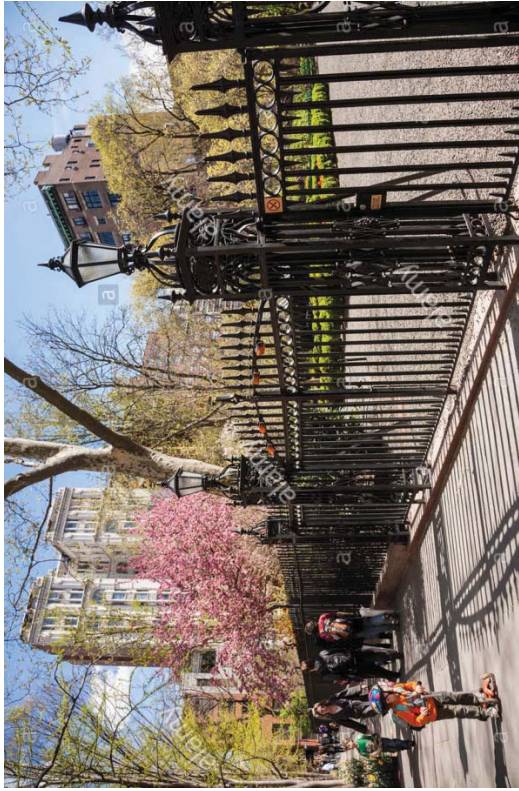


Bronze Basque Sheep Herder and Sheep.

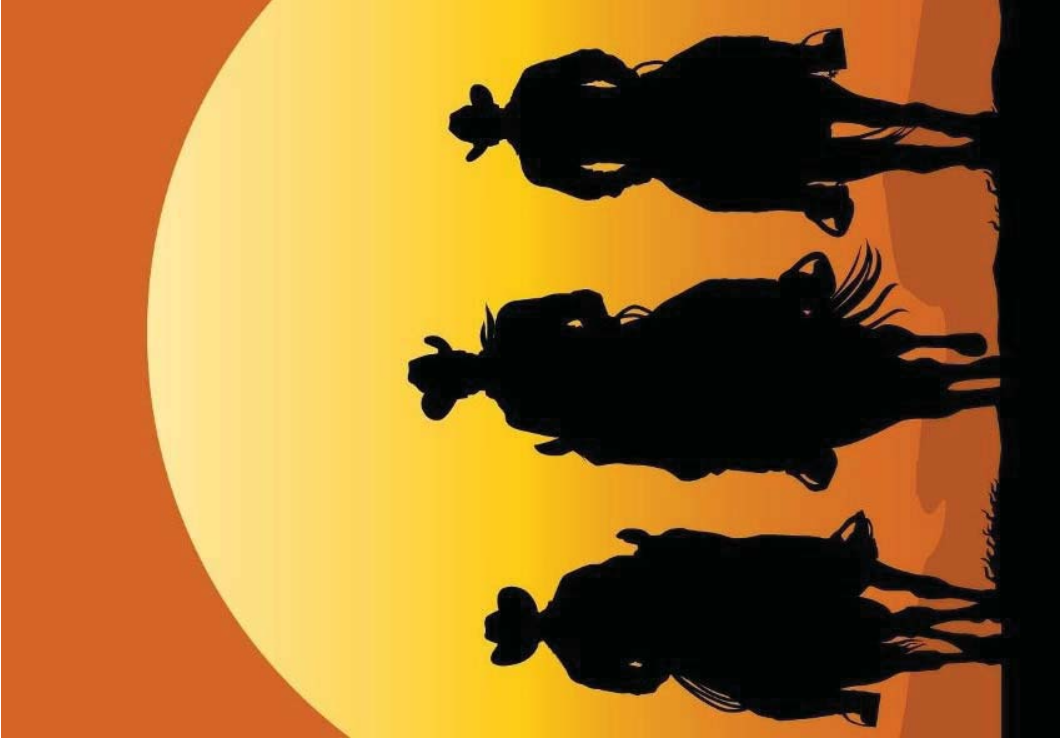
Note: Move Blue Nevada sign into center island. Place bronze statues near Nevada Sign.



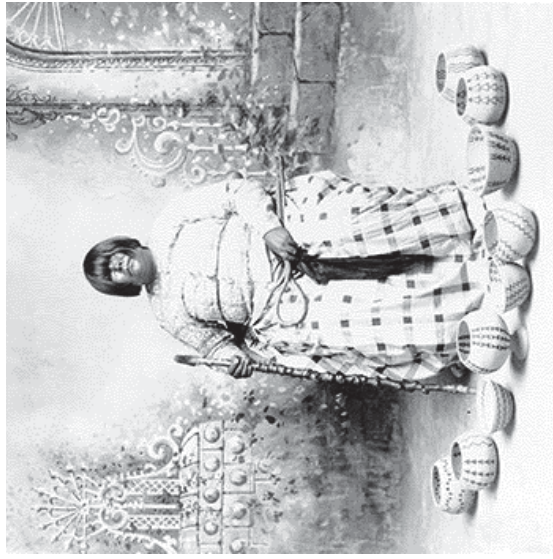
Metal Tree Artwork on side of Town Offices.



Wrought Iron Fence - Black.



Mural Cowboy Riding or Other Western Themed Mural (*Pick one cowboy to paint on wall*).



Dat So La Lee or Degikup Baskets – Toler Island.

Secondary Projects



Archway over alleyway between French Bar and Buckaroos.



Jean Lekumberry - Founder of The JT Basque Bar and Dining Hall.



Jail House Transport Wagon or Pony Express Rider.



Bronze Man with Dog on Bench Dedicated to His Dog.



Mural Location - Wine Glass at Battle Born Wine.



Mural White Mountain (Job's Peak?) or Other Nature Landscape.



Mural Paint Stairs: Stairway to Heaven? Clouds and Light Shining?

Note: *Good candidate for Façade Program to fix stairs.*



Wrought Iron Fence between Properties - Leave space for shoppers to get around gate.

Note: Will help protect Wine Walk participants.



Bronze statues of children playing baseball. Plaque describing the history of Heritage Park as original Douglas County Baseball fields.



Rustic Metal Sculpture as Entry Way Improvements.



Gilman Median Improvements.



Frontage Improvements to Napa – History of US 395?