

# Appendix D • Endnotes

## Chapter 1: The Renaissance of Commercial and Mixed Use Development in the Sierra

- <sup>1</sup> Sierra Business Council. *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*. 1997. Page 8.
- <sup>2</sup> *Ibid*, page 23.

## Chapter 2: The Roots of Sierra Commercial Development

- <sup>1</sup> Virginia and Lee McAlester, *A Field Guide to America's Historic Neighborhoods and Museum Houses — The Western States*, 1998, Introduction, pp. xxiii–xxiv.
- <sup>2</sup> Sierra Business Council. *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*. 1997. Page 39. Six Principles ranging from “investing public resources and direct private investment” to “reaching across jurisdictions to plan cooperatively for the future” are discussed with case studies.
- <sup>3</sup> *Ibid*, page 44, “A new approach to public participation.”
- <sup>4</sup> Sierra Business Council. *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*. 2003. Page 25. Tools and case studies from June Lake and Murphys lay out the connections between livable, walkable communities and fiscal, environmental, and physical health.
- <sup>5</sup> Sierra Business Council. *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*. 1997. Page 15. Historic preservation ordinance in Nevada City.
- <sup>6</sup> *Ibid*, page 22. The California Main Street Program.
- <sup>7</sup> Sierra Business Council. *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*. 2003. Page 26. “June Lake Develops Community Design Guidelines.”
- <sup>8</sup> Sierra Business Council. *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*. 1997. Page 20. Design Guidelines at Work.
- <sup>9</sup> Sierra Business Council. *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*. 2003. Page 53. Provides tools from economic gardening to surveys to support new business clusters, business incubators, microenterprises, or entrepreneurial networks.

- <sup>10</sup> Sierra Business Council. *Planning for Prosperity: Building Successful Communities in the Sierra Nevada*. 1997. Page 20. Design Guidelines at Work.
- <sup>11</sup> Sierra Business Council. *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*. 2003. Page 54. “How does tourism fit into the economic future of Sierra communities?”
- <sup>12</sup> Bill Fulton, “De-Malling Movement Turns White Elephants Into Urban Centers,” *California Planning and Development Report*, March 2004.
- <sup>13</sup> Diane Wedner, “The Mall Comes Home,” *Los Angeles Times*, February 29, 2004.
- <sup>14</sup> Warrick quoted in Edward T. Mc Mahon, “Smart Growth Trends,” *Planning Commissioners Journal*, Winter (1999), 4-5; and in Sierra Business Council, *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada* (2003), p. 22.
- <sup>15</sup> Documentation for Nevada City, California Ordinance No. 338, *Establishing A Historical District*.
- <sup>16</sup> Proposed Nevada City Business Improvement District (B.I.D.), Presented to Nevada City Council April 25, 2005. Available at [www.yubanet.com/artman/publish/article\\_20296.shtml](http://www.yubanet.com/artman/publish/article_20296.shtml) with link to the BIDFinalProposal.pdf.
- <sup>17</sup> Edwin Tyson, Curator of the Nevada County Historical Society's Searls Library quoted for the Nevada City Chamber of Commerce. [www.nevadacitychamber.com/history.htm](http://www.nevadacitychamber.com/history.htm).
- <sup>18</sup> Richard Florida, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life* (Basic Books, April 2002).
- <sup>19</sup> *Sacramento Bee*, February 5, 2005. Section F “Chasing the Dream.” Article by Tinka Davi. Source: Gregory Group, December 2004.
- <sup>20</sup> Sierra Business Council. *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*. 2003. Page 25.
- <sup>21</sup> *Ibid*, page 24.

## Chapter 3: Encouraging Commercial and Mixed Use in the Sierra

- <sup>1</sup> Concepts from Darin Dinsmore, planning staff at the Sierra Business Council when this book was conceived, who has moved on to private consulting.
- <sup>2</sup> *Main Streets: Flexibility in Design and Operations* [www.dot.ca.gov/hq/oppd/context/main-streets-flexibility-in-design.pdf](http://www.dot.ca.gov/hq/oppd/context/main-streets-flexibility-in-design.pdf).

## Chapter 4: Downtown / Main Street — DMS

- <sup>1</sup> Information on The Arbors was provided by Rudy Ortega. We are also grateful for additional feedback from George Dondero. For additional information on The Arbors, see Sierra Business Council, *Investing for Prosperity: Building Successful Communities and Economies in the Sierra Nevada*, 2003, page 28.

## Chapter 5: Neighborhood Convenience Center — NCC

- <sup>1</sup> Field visits to Dutch Flat for this publication were made by Craig Threshie and Paquita Bath.

## Chapter 6: Neighborhood Center — NC

- <sup>1</sup> Information on Loma Rica was made available thanks to Phil Carville of Carville Sierra Inc. and Daniel Parolek and Stefan Pelegrinni of Opticos Design Inc. in Berkeley.

## Chapter 7: Shopping District — SD

- <sup>1</sup> Information for The Rock case study was kindly provided by Michael Mason of MWA Architecture and Engineering and Craig Threshie, Town of Truckee.

## Chapter 8: Commercial Corridor — CC

- <sup>1</sup> Information on the conversion of Crescent V to The Village Center was kindly provided by Steven Noll and Aaron Souza of Design Workshop.

## Chapter 9: Rural Community Center — RCC

- <sup>1</sup> Field visits to Sierraville for this publication were made by Craig Threshie and Paquita Bath.



# Appendix E • Photo and Illustration Credits

## Photo & Illustration Credits

Photographer	Page
Thomas Beckering, Beckering Photography tomntahoe@prodigy.net	6, 8 (Downtown Grass Valley), 13
Dave Carter	14
Design Workshop, Inc., www.designworkshop.com	Cover, 42, 51
Danny Goeschl, Foxswrld Studio foxswrld@ltol.com	Cover, 10, 12, 32, 33, 43, 55, 58, 59, 61, 63, 66
Grass Valley Downtown Association www.downtowngrassvalley.com	15
Phil Schermeister	24
Sierra Business Council	8 (Carson City sprawl), 9, 21, 23, 25 (Colfax), 26, 28, 29, 32, 48, 49, 50, 52, 57, 60, 64, 65, 71
James Stroud jamesstroud@prodigy.net	16
Craig Threshie www.alpenenvirons.com	Cover, 20, 31, 35, 54, 56
Mike Vance mvance@ci.mammoth-lakes.ca.us	25 (Mammoth)
Illustrator	Page
Design Workshop, Inc., www.designworkshop.com	53
East-West Partners, Hart / Howerton	36, 37
MWA Architecture and Engineering, www.mwa-truckee.com	44, 45, 46, 47
Opticos Design, Inc. www.opticosdesign.com	38, 39, 40, 41
Bruce Race, RACESTUDIO www.racestudio.com	22

Purchase  
Building Vibrant Sierra Communities:  
A Commercial and Mixed Use Handbook

Additional copies of this publication  
may be ordered through the Sierra  
Business Council's web site at  
[www.sbcouncil.org](http://www.sbcouncil.org).  
You may also call or write SBC.

Sierra Business Council  
PO Box 2428  
Truckee, CA 96161  
(530) 582-4800  
(530)528-1230 (FAX)  
[www.sbcouncil.org](http://www.sbcouncil.org)

