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ACKNOWLEDGMENTS

The City of Fairbury would like to thank all of the residents, property owners, and business owners who participated in the development of Fairbury's Downtown Revitalization Plan. A major driving factor for the development of the Downtown Revitalization Plan was the public input provided by community stakeholders. The goals and design concepts presented in this Plan are a result of examination and analysis of the Downtown District's needs identified through the public input process.

The Consulting Team is grateful for community members' participation throughout this process and encouraged by the community's vested interest in the creation of Fairbury's Downtown Revitalization Plan.

CITY COUNCIL

- Homer Ward, Mayor
- Kelly Davis, Ward One
- Tim Polson, Ward One
- Brad Kuzelka, Ward Two
- Brian Schmidt, Ward Two
- Rick Carmichael, Ward Three
- John Ebke, Ward Three
- Doug Brown, Ward Four
- Phil Rogge, Ward Four

CITY STAFF

- Mary Renn, City Administrator
- Laura Bedlan, Development Services Director

DOWNTOWN REVITALIZATION STEERING COMMITTEE

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Some of the economic research, data analysis, and the



Fairbury Second Story Downtown Living Development was completed by Theresa Yaw, a Lecturer in the Economics Department at the University of Nebraska - Kearney.

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DATA SOURCES

The following paragraphs outline the key data sources utilized during the data gathering and analysis process. Additional data and local sources were also used during the development of this Plan. A portion of the data was accessed through mySidewalk, an online data platform which brings information together from several data sources into a common analysis tool, allowing for data comparisons and strategic analysis. To normalize the data from multiple sources and years with varying geographical boundaries, mySidewalk harmonizes, or recalculates, historic data to fit up-to-date geographical boundaries. Additional data and local sources were also used during the development of this Plan.



DECENNIAL CENSUS

Every ten years since 1790 the U.S. Census Bureau has counted each resident of the country and where they live on April 1st during years ending in zero. This mandatory survey determines the number of seats each state has in the House of Representatives. While the decennial census reports basic gender, age, and race data, there is not enough data collected to elaborate on a community's demographic and economic condition. In light of the COVID-19 pandemic, the U.S. Census Bureau adjusted 2020 Census operations and delayed follow-up with nonresponding households; this, in turn, has adjusted the release date of the 2020 Census data to Spring 2021. Therefore, this plan uses 2010 data which was reported in 2011.



AMERICAN COMMUNITY SURVEY

The American Community Survey (ACS) is conducted by the U.S. Census Bureau to supplement the decennial census. This ongoing survey supplies data about the nation and its people on a yearly basis. In contrast to the decennial census, the ACS is only sent to a sample of addresses, about 3.5 million in the 50 states, District of Columbia, and Puerto Rico every year. This survey also asks about topics which are not included in the decennial census such as education, employment, internet access, and transportation. The survey compiles data and reports in 5-year estimates with a margin of error. The estimates produced through this survey help determine the annual distribution of more than \$675 billion in federal and state funds.

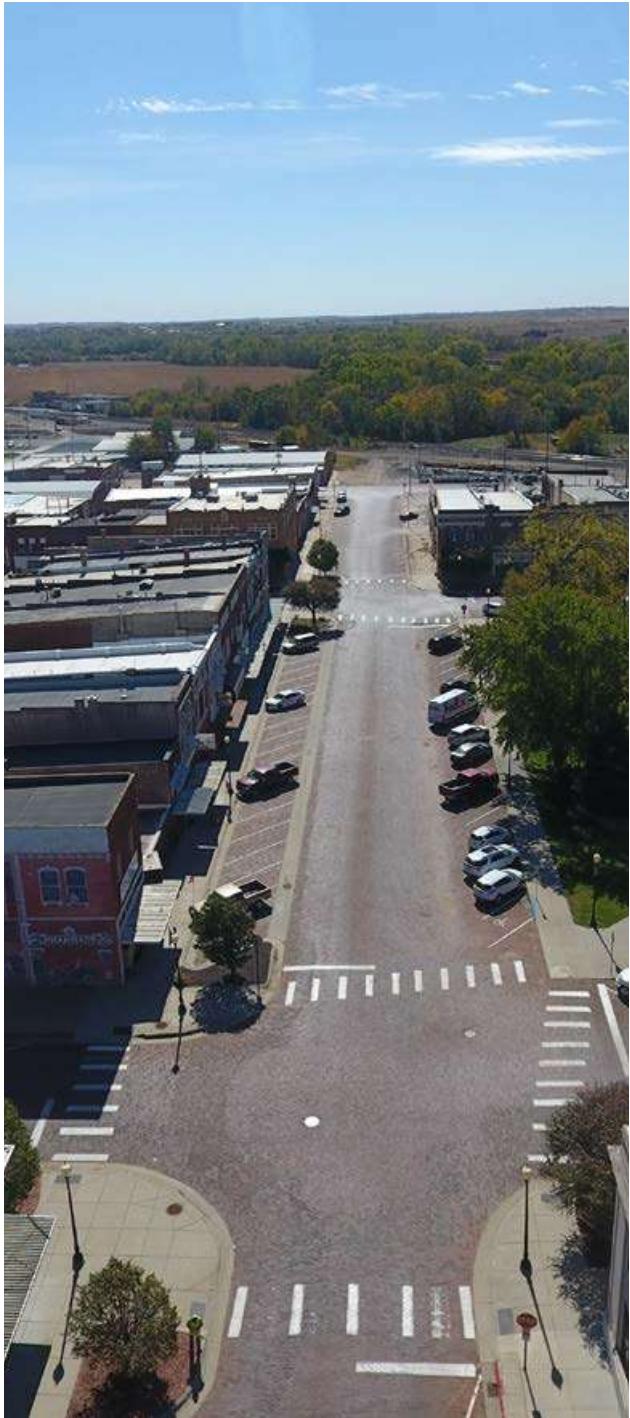


ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE, INC.

The Environmental Systems Research Institute, Inc. (ESRI) reports data similar to the U.S. Census Bureau. Communities are also allowed to enter information regarding commercial properties, including vacant lots and buildings. This helps each community and the State of Nebraska market and promote economic development opportunities. ESRI data is reported as estimates utilizing 2010 Census data as well as marketing forecasts for the associated year. Data in this plan is sourced from the 2020 estimates.

LONGITUDINAL EMPLOYER-HOUSEHOLD DYNAMICS

The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau. The program's mission is "to provide new dynamic information on workers, employers, and jobs with state-of-the-art confidentiality protections and no additional data collection burden." State and local authorities increasingly need detailed local information about their economies to make informed decisions. The Local Employment Dynamics (LED) Partnership works to fill critical data gaps and provide indicators needed by state and local authorities. The LEHD Origin-Destination Employment Statistics (LODES) Workplace Area Characteristic files provide census block-level job counts by workplace location. Version 7.3 2002-2017 was published on August 28, 2019.



PROJECT OVERVIEW

Prior to initiation of the DTR planning process, members of the community weighed opinions through an online public input survey, facilitated by Southeast Nebraska Development District (SENDD). The results of this survey highlight the importance of Downtown Fairbury to the community's residents. Findings include the following key items:

- Over half of respondents rated the overall visible appearance of Fairbury's downtown as "Fair".
- Nearly 70 percent rated overall building conditions as "Fair".
- A majority of respondents rated water and lighting systems as "Good".
- Sidewalks and streets were mostly rated in "Good" condition.
- There was strong support for creating design guidelines to help maintain the historic integrity of Fairbury's downtown.
- There was substantial interest in upper-level residential development.
- Green space was viewed as an important aspect in the downtown.
- 85 percent of respondents saw a need for additional planning and improvements.

Development of the Downtown Revitalization Plan was a collaborative effort between Miller & Associates Consulting Engineers, P.C. and the Fairbury community – downtown business and property owners, City leaders, the DTR Steering Committee, stakeholders, and residents. Miller & Associates also teamed with an Economics Lecturer from the University of Nebraska at Kearney, Theresa Yaw, to complete an economic vitality and Second Story Downtown Living Development analysis for Fairbury's Downtown District.

Surveys, site reconnaissance, and data collection and analysis were completed; additionally, several opportunities for public input including town hall meetings, individual conversations with stakeholders, DTR Steering Committee meetings, and surveys resulted in Fairbury's Downtown Revitalization Plan. Key input gauging the public's opinion on goals and priorities was received during the public input sessions and surveys. The Downtown Revitalization Plan is a culmination of all the information gathered and the concerns expressed during these public input sessions. The vested interest shown by the community through public input will encourage continued development in the Downtown District.

When beginning the planning process for revitalization efforts in any community, residents may question the importance of the planning process or the value of investing in the Downtown District in general. As the most historic and central neighborhood in the community, Fairbury's Downtown District serves as the heart of the community. A strong and vibrant Downtown District can bring life to the community as a whole. Public improvement efforts, like this Downtown Revitalization Plan, can spur additional private investment – leading to higher quality assets and increased revenues.

FUNDING PROGRAM

This completed Downtown Revitalization (DTR) Plan, and the associated planning process, allows the City of Fairbury to apply for the implementation phase of the DTR Category funded through a Community Development Block Grant (CDBG) by the Nebraska Department of Economic Development (NDED). As one of the longest-running programs of the U.S. Department of Housing and Urban Development, CDBG funds local community development activities with the goal of providing affordable housing, anti-poverty programs, and infrastructure development. The CDBG DTR program promotes revitalization efforts in downtown business districts by funding improvements to streets, sewer systems, water systems, historic restoration, removal of architectural barriers, façade improvements, and signage projects.

This DTR Plan establishes short- and long-term goals and objectives for future improvements and development in the Downtown District. These goals are prioritized and arranged into feasible development phases to assist City leaders with implementation. The DTR Plan for Fairbury will guide development and provide recommendations for the use of DTR Implementation grant funds.

The application and award of DTR Implementation funds will allow the City of Fairbury to start achieving the goals outlined in this Plan. More detailed information regarding DTR funding through NDED as well as other funding sources can be found in the “Funding Resources” on page 86 section of this Plan.



PAST PLANNING

Community members recognize the importance of maintaining quality community amenities in Fairbury; many of these amenities are located within or connected to the Downtown District. As host to many of the community's oldest buildings, Fairbury's Commercial Historic District represents the roots of the community. Its location within the community also speaks to Fairbury's beginnings as a railroad town. In more recent years, the community has continued to support the planning process and proven the Downtown District is still very important to the City of Fairbury and its residents.

Fairbury Comprehensive Plan

The City of Fairbury's most recent Comprehensive Plan was completed in 2013 by Olsson Associates and Marvin Planning Consultants. The long range plan outlines many goals and objective relating to the City's Commercial Historic District. The downtown area is mentioned specifically in the following objectives:

Commercial Land Use Objectives

- COMLU-2.4 Encourage the continued redevelopment of the historic downtown commercial district.
- COMLU-2.7 Encourage the redevelopment of commercial structures in the historic downtown which include upper floor residential.

Community Character Goal 1

- CC-1.4 The City and other groups should work to maintain quality landscaping along the major highway corridors and entrances to downtown.

Historic Preservation Goal 1

- HIS-1.1 Continue to maintain the historic district designation that exists over downtown Fairbury.

2016 Citizen Satisfaction Survey

A Citizen Satisfaction Survey was administered in 2004, 2011, and 2016 by the Center for Rural Research & Development through the University of Nebraska at Kearney (UNK). The survey was divided into four main areas of interest including community, daycare, housing, and demographics. The general condition of the downtown retail area was rated between Fair and Good in all results. This same category was located in the middle of the overall priority list for survey respondents.

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Existing Façade Improvement Program

The existing facade improvement program is funded through LB840 funds to "stimulate private investment in the revitalization of downtown architecture and to foster image-making improvements to downtown commercial properties". Downtown business and building owners can apply for up to \$33,000 per storefront on a 50-50 matching cost basis. There is a limit of one application per building per funding cycle. The City recently increased the available funding per storefront to encourage working with design professionals on improvement projects. Up to 10 percent of the total awarded funding may be used for design services. The increase in funding shows the City's willingness to invest public dollars to spur private development.

Nebraska Tourism Strategic Plan

The Nebraska Tourism Commission recently released their 5-year Strategic Plan. The Plan highlights key consumer and travel trends shaped by COVID-19. Fairbury may be able to develop a stronger tourism industry by using these trends. The Plan discusses the idea of "Isolation as Luxury", stating that travelers desire rare experiences. It further explains exclusivity as not just doing things others have not, but also finding experiences where others are not. The Plan also mentions "Into the Wild Pursuits". Many travellers have felt very pent up in the last year. Because of this, there is an emerging desire to explore open spaces. Fairbury could capitalize on the communities strong recreational amenities to attract this type of tourism.

DTR PLAN OBJECTIVES

The CDBG program requires the completion of a DTR Plan before, or along with, an application for DTR Implementation phase funding. A well-informed planning process will guide the implementation process in a responsible and intelligent manner. This Plan and its associated planning process will provide the City of Fairbury with a strong understanding of the Downtown District's improvement needs by achieving the following objectives:

Review previous studies and planning documents.

Analyze the existing Downtown area with regard to population, infrastructure, traffic, housing, parking, aesthetics, and barriers to potential development and improvements.

Identify opportunities for growth and improvements based on public input and desired goals.

Determine strategies for increasing the draw to the Downtown District.

Outline objectives to increase pedestrian and vehicular accessibility.

Discover cultural, tourism, and entertainment opportunities.

Develop a brand for Downtown to help with marketing.

Target additional funding strategies for public and private improvements.

Create realistic recommendations to facilitate future development.

The objectives will provide decision makers with a common vision for the Downtown District, shaping development, and preparing for potential challenges during the revitalization process. This DTR Plan is designed as both a tool box and a road map for the City of Fairbury. It will help further enhance the heart of the community by highlighting unique qualities and features, developing improvement ideas, and providing a comprehensive approach to development in Fairbury's Downtown District.

COMMUNITY OVERVIEW



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LOCATION

The City of Fairbury is located in southeast Nebraska, less than ten miles north of the Kansas border. At approximately 2.53 square miles, Fairbury is the largest community in Jefferson County by both geographical and population size. As the largest community and county seat of Jefferson County, Fairbury serves residents from other communities in the County with several amenities. These communities include Daykin, Diller, Endicott, Harbine, Jansen, Plymouth, Reynolds, and Steele City.

Located at the intersection of U.S. Highway 136 and Nebraska Highway 15, Fairbury provides its residents with easy access to larger municipalities in the area. Lincoln is located approximately 70 miles northeast of Fairbury and offers additional events and opportunities which are not as feasible in a community the size of Fairbury.

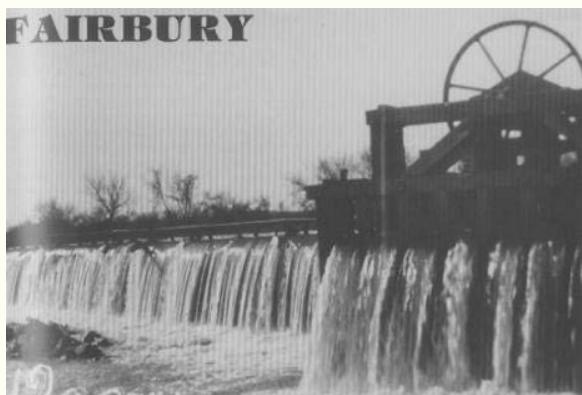
Downtown Fairbury is located on the southern end of the community, along the railroad tracks responsible for the community's early development. This situates the Downtown District just north of the Little Blue River and Mill Dam Park, only separated by said railroad tracks. The Downtown District's location within the community also means it is removed from the two main highways bisecting the City.



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HISTORY

The following paragraphs summarize historic information accessed through the University of Nebraska – Lincoln’s Virtual Nebraska program (<http://casde.unl.edu>) as well as the Downtown’s Registration Form for the National Park Service National Register of Historic Places. The full Registration Form is located in “Appendix 1: National Register of Historic Places Registration Form for Fairbury Commercial Historic District” of this document.



The dam on the Little Blue River, showing pulley for cables which powered the earliest flouring mill at Fairbury. Photo from <http://casde.unl.edu>.



The north side of the Square at Fairbury, early 1900's. Photo from <http://casde.unl.edu>.

Downtown Fairbury has served as the center of the community since Fairbury’s founding in 1869, and is registered on the National Register of Historic Places. The Fairbury Commercial Historic District encompasses an area spanning approximately ten blocks and 117 properties; 97 properties are contributing. A majority of the streets within the boundaries of the historic district are paved with brick and were originally constructed circa 1916. The oldest buildings in the district are located around the courthouse square; the largest amount of construction in the district during the period of significance (1873 to 1947) took place between 1900 and 1929.

In 1868, James B. Mattingly gave up freighting and built a sawmill on the banks of the Little Blue River near the Oregon Trail. Miners returning from the gold fields were beginning to settle along the Trail. Judge W.G. McDowell, at the time living in Illinois, foresaw the coming of a railroad through the area and came to Nebraska to start a town in the fertile valley where Fairbury now sits. In 1869 both Mattingly and McDowell, claimed the 80 acres of the land they were assigned and worked together to plat a town. During the platting process, right in the middle, they left a block for the public square.

In 1873, a fire-proof building was erected for use as a courthouse, the first brick building in Fairbury. A proper courthouse was later built on the public square - left vacated by both Mattingly and McDowell - in 1892. When the structure was completed, the old courthouse was sold. It now houses Griffey’s Steakhouse on the south side of the square. Fires on three occasions caused extensive destruction in the Downtown. In 1903 all the businesses on the south side of the square burned, with the exception of the old courthouse-building.

In 1870, Sidney Mason built the first hotel and Horace Clark built the first blacksmith shop. Two more hotels were built in 1871 and there were five blacksmith shops. W.H. Weeks started a lumber yard in 1870, and before 1872, there were two more. In 1870, George Cross started the first newspaper, calling it “The Fairbury Gazette.” A number of newspapers came and went through the years, with the present paper being called “The Fairbury Journal-News.” By 1874, just five years after the birth of Fairbury, there were 44 businesses and a population of 600. This same year, Col. Thomas Harbine, a capitalist from St. Joseph, Missouri, established the first bank; by 1911, Fairbury had four banks.

From 1886-87, when the Chicago, Rock Island, & Pacific Railway line was built from Kansas City to Denver, Fairbury became a natural division point with an 18-stall roundhouse and rail yards. Nearly 500 people were employed by the Rock Island line in its peak years.

Fairbury’s population peaked at approximately 6,500 residents in 1935. The decline in population to the community’s current size is due to a number of changes in the economic base. When the railroad went from steam to diesel engines, the need for a roundhouse was lessened, until 1952 when it was abandoned. Even with the construction of a four-engine shop, many jobs were lost and families began to leave Fairbury to relocate in other railroad towns. The Rock Island line to Fairbury ceased in 1980. This resulted in further adjustments to main street businesses.

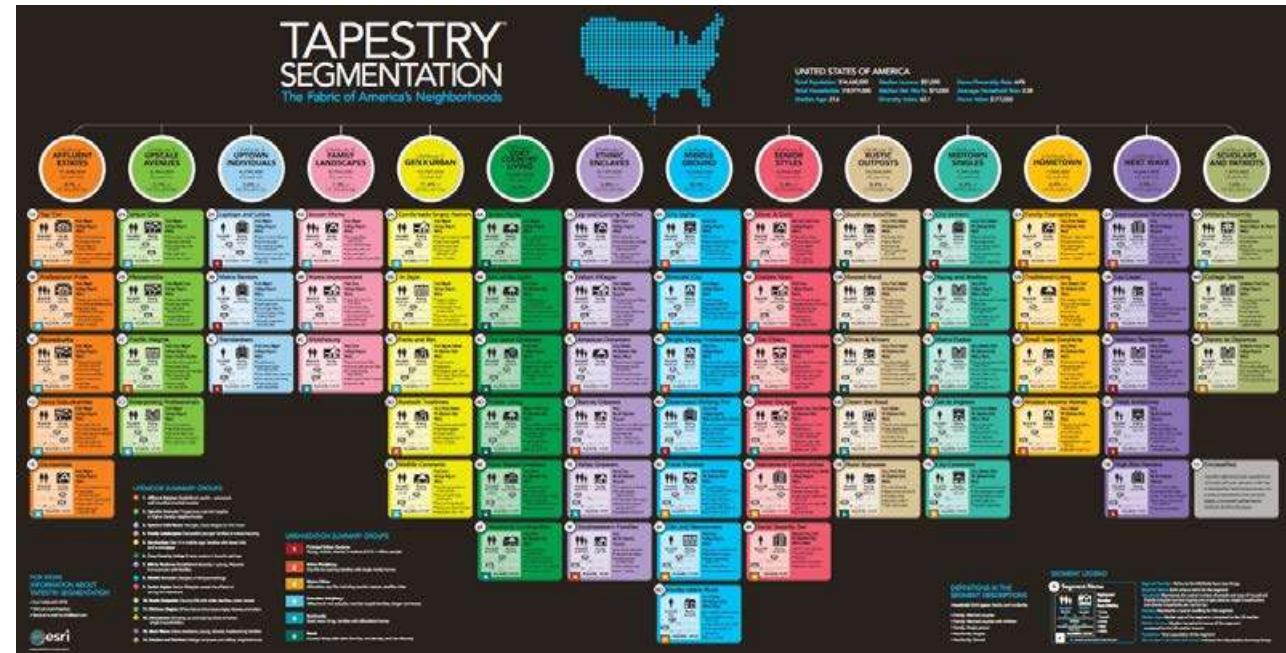
In more recent years, Fairbury continued to see a decrease in total population. Residents attribute this to a loss of some major employers in the area. This population shift has shaped the fabric of the Downtown District.

DEMOGRAPHICS

Demographic data helps us understand the general characteristics of a given population. It can be split into segmentations to better understand or anticipate changes in needs. For the purpose of this Plan, the segmented data includes population, age, sex, and race. Some data has been normalized by an online data source to fit current geographic boundaries.

The demographic makeup of Fairbury will directly tie to the amenities, services, and businesses desired. It paints a picture of who is living in Fairbury and utilizing community amenities. Understanding this data and any trends will help shape the future in the Downtown District by identifying which goals and improvements will have the greatest impact.

Demographic make-up of a community directly ties to the amenities and services desired within the community. Women typically like to shop for antiques, clothing and accessories, and home decor (for themselves and their family). They may also desire coffee shops, wine bars, and beauty salons. Men typically appreciate access to hardware and auto-parts stores and a place to grab a drink with co-workers. These may seem like stereotypical gender-biased assessments; however, during retail analysis, those stereotypes tend to be true and play into a business's consideration for determining locations. Understanding the balance of Fairbury's population plays an important role in the economic assessment of Fairbury's Downtown. This analysis is important for community leaders to understand the basis of quality of life, service, and amenity needs in the community.



TAPESTRY SEGMENTATION

Environmental Systems Research Institute, Inc. (ESRI) created the Tapestry Segmentation System which divides U.S. zip codes into sixty-seven distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. Tapestry Segmentation can help people identify the best markets, find the most profitable consumer types, tailor marketing messages, and define product and service performances. This information is also helpful in identifying successful uses for downtown buildings.

Fairbury's zip code is comprised of 50.2% Heartland Communities and 49.8% Prairie Living. Both of these segmentations belong to the Cozy Country Living Life Mode. The descriptions on the following pages depict the generalities of Fairbury's citizen group as classified by ESRI. Members of this segmentation are community oriented, supporting local businesses and participating in community activities. People in this segmentation are also likely to utilize recreational amenities and support local events.



LifeMode Group: Cozy Country Living

Heartland Communities

6F

50.2%

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

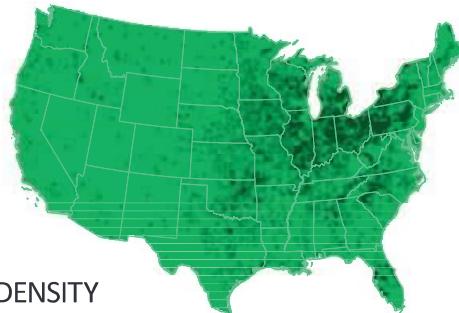
Median Household Income: \$42,400

WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

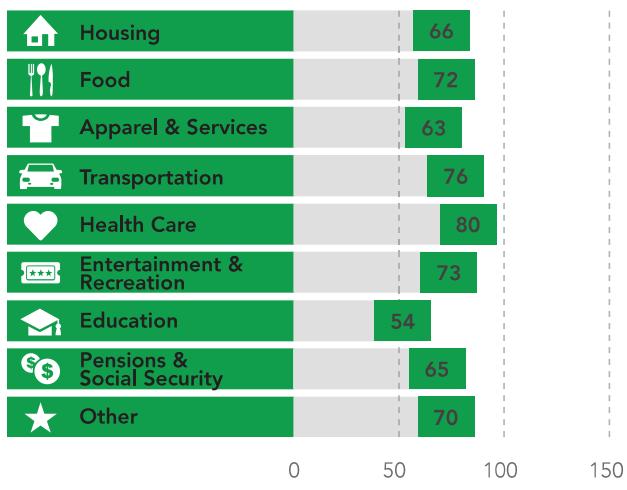


SEGMENT DENSITY

This map illustrates the density and distribution of the Heartland Communities segment by households.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



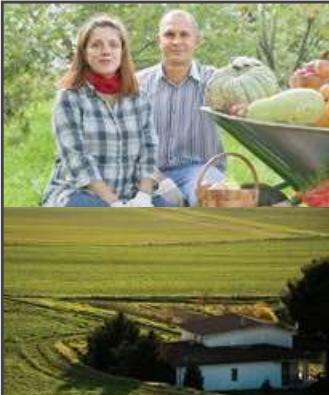
SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Source: esri.com/tapestry.

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LifeMode Group: Cozy Country Living
Prairie Living

6D

49.8%

Households: 1,323,200

Average Household Size: 2.51

Median Age: 44.4

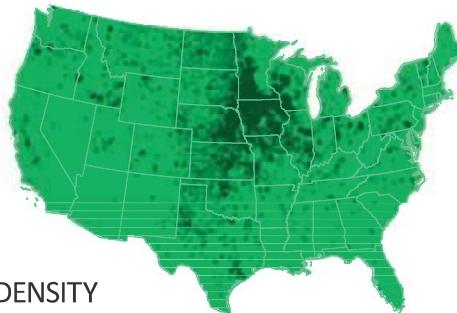
Median Household Income: \$54,300

WHO ARE WE?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

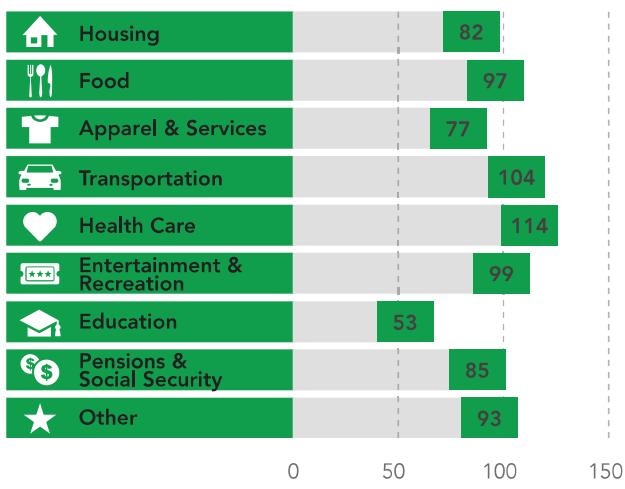


SEGMENT DENSITY

This map illustrates the density and distribution of the Prairie Living segment by households.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

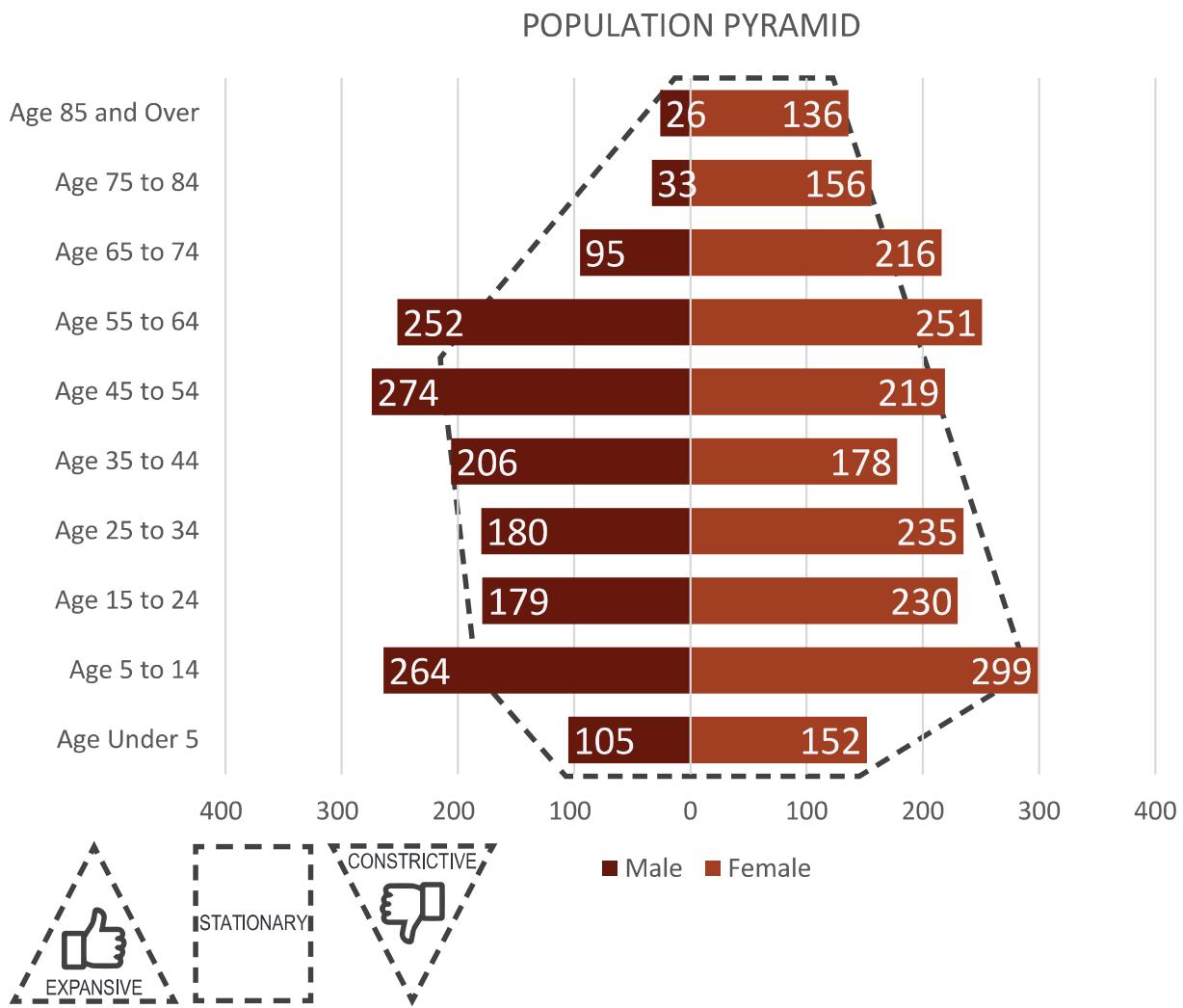
Source: esri.com/tapestry.

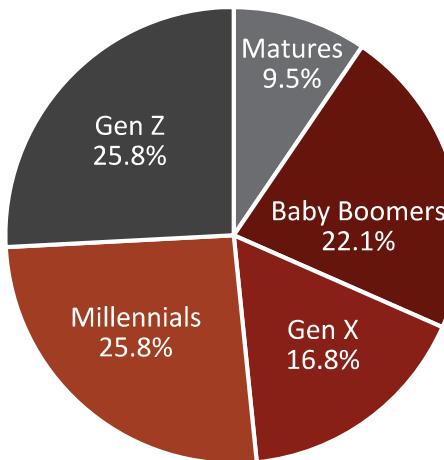
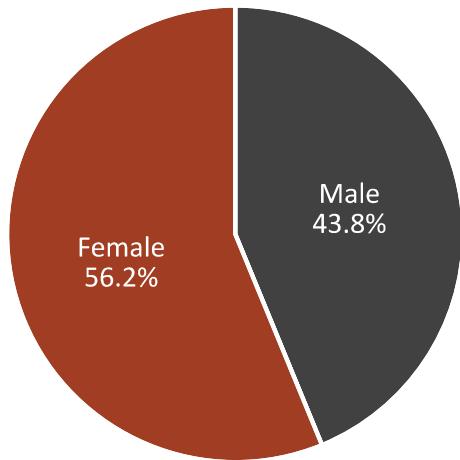
POPULATION

This section of the Downtown Revitalization Plan describes changes in the characteristics of Fairbury's population. In 1950, U.S. Census data reported Fairbury's population as 6,395 people. By the 1980 Census, the population had decreased to 4,885 people. Since 1980, the City's population has steadily declined to the current 2019 ACS estimate of 3,686 people. Population Projections show a continued decrease in population for the community. The City should continue to monitor the City's population trends as 2020 Census data and other data is released.

The median age in Fairbury was reported as 39.2 years in the 2019 ACS estimates. This is much lower than the median age of 44.4 years during the 2010 U.S. Census. Fairbury's median age is much lower than the 46.5 years in Jefferson County and within a few years of Nebraska's median age of 36.4 years. The 2019 ACS estimate also split the population into different age and gender groups. Of the estimated total 3,686 residents, nearly 26% of the population is younger than 18 years and approximately 18% is age 65 and older. The population make-up is approximately 43.8% male and 56.2% female. A breakdown of the age cohorts, for male and female residents in Fairbury, is shown in the Population Pyramid.

A self-sustaining or expansive population has a large base of children and young adults with a much smaller number of older adults; a stationary population has a relatively even distribution of all age cohorts; and a constrictive population appears as an inverted triangle, with more older adults than the younger cohorts. Most rural Nebraska communities have a stationary or constrictive population pyramid. It is much easier for a community to grow with a strong base of younger residents because those residents are more likely to stay in the community and add to the population over time.





Due to the extra residents in the 5 to 14, 45 to 54, and 55 to 64 age cohorts, the Population Pyramid for Fairbury shows an overall stationary to expansive population composition. If this shape is maintained into the future, Fairbury's population will most likely stay the same or grow slightly. The community should consider ways to continue attracting young families and grow the base of the Population Pyramid. Improvements to the Downtown District should encourage a balance of generational attractions, including events aimed at young families and those developed primarily for older adults.

To effectively maintain and grow the population base, the City should make development decisions based on the needs of its residents. People's needs and expectations from a community change relative to their age and station in life. Understanding the different age groups present in a community along with these groups' general needs will help decision makers prioritize improvement goals. Understanding Fairbury's age cohorts will also help determine which improvements to the Downtown District will have the biggest impact.

The largest generational groups in Fairbury are Millennials and Gen Z, followed by Baby Boomers. When planning for the future of Fairbury's Downtown District, the needs of these generational groups should be taken into consideration. According to American Association of Retired Persons (AARP), an interest group focused on adults over the age of fifty, the needs of this age group align well with the younger age groups, which help sustain a population:

The great news is that many of the community characteristics older adults seek are the same ones that attract younger adults and make communities more economically vibrant and successful. Boomers and millennials alike share an affinity for places which offer a shorter commute, proximity to shops and services, a mix of homes, a mix of incomes, and robust public transit options.

While not all of these pull factors are feasible in a community of Fairbury's size, it is possible to supplement these services with other attractions like a variety of arts and entertainment options. There are many great resources, including AARP, which help communities prepare and build for people of all ages. Age-based programming for Downtown Fairbury will encourage high attendance numbers, because the events and activities appeal to a large portion of the population.

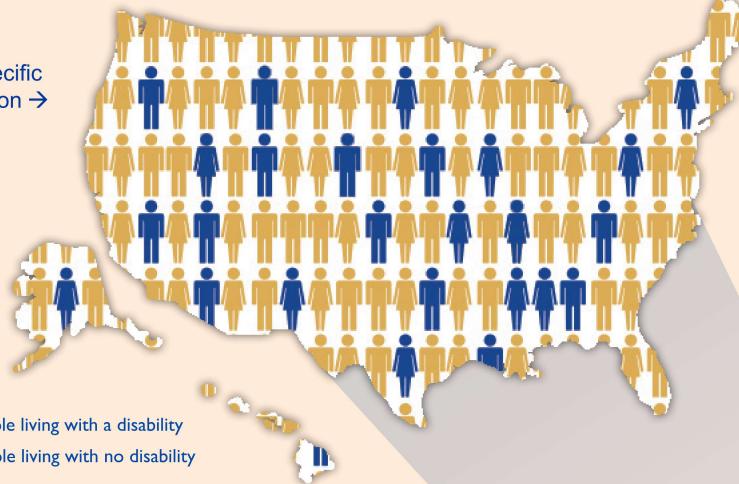
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Disability Impacts ALL of US



61 million adults in the United States live with a disability

Click for state-specific information →



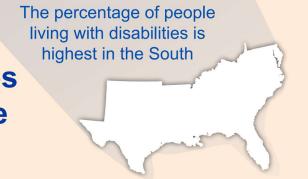
People living with a disability
People living with no disability

ACCESSIBILITY

When determining priorities for the Downtown District, it is also important to consider accessibility needs for Fairbury's residents. According to the Centers for Disease Control and Prevention (CDC), 61 million adults in the United States live with a disability; this accounts for 26 percent of the adult population. An estimated 712 Fairbury residents currently live with a disability, with approximately 38 percent of those individuals being older than 65 years. Over 55 percent of the population living with a disability reports ambulatory difficulty. This could cause accessibility concerns, which could have far-reaching impacts on the design, development, and maintenance of the Downtown District.

RACE/ETHNICITY

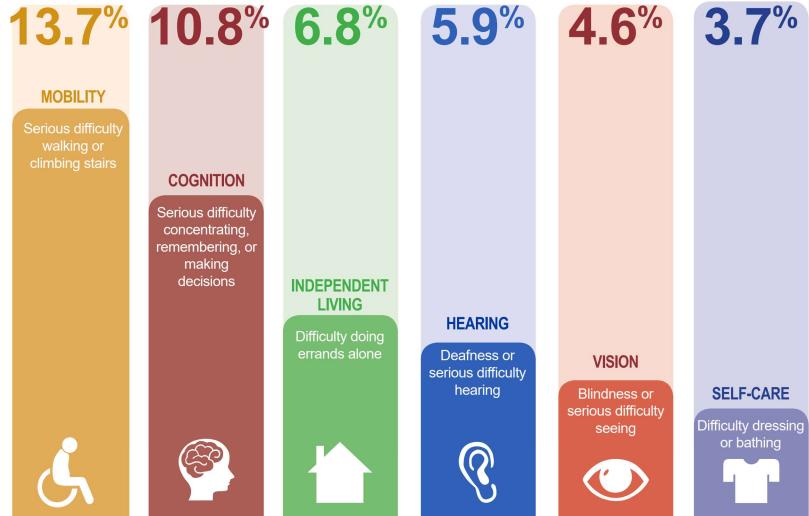
Racial/Ethnicity breakdowns can also shape the types of community amenities needed. Different cultures may celebrate events in different ways or enjoy different types of entertainment. Over 90 percent of Fairbury's population identifies as "White (Not Hispanic or Latino)" with the next largest group identifying as "Hispanic or Latino" at nearly six percent of the total population; all other race/ethnicity totals account for less than four percent of the population. While these numbers do not reflect much diversity in Ethnicity and Race, the needs of these minority groups should also be taken into consideration when planning for future development of Downtown Fairbury.



26%
(1 in 4)

of adults in the United States have some type of disability

Percentage of adults with functional disability types



HOUSEHOLD CHARACTERISTICS

Household income levels can also impact residents' access to community amenities. ESRI 2020 estimates show Fairbury's median household income as \$36,831, which is much lower than the State's median household income of \$59,116. Fortunately, this is paired with a relatively low cost-of-living in Fairbury. The cost of living in Fairbury is very low, mostly because of low housing costs. With 100 being the U.S. average, the cost-of-living index in Fairbury is 80. The housing index is 44, grocery items is 104, and all other cost categories fall between 86 percent and 96 percent. This places grocery items as the only category above the U.S. average in overall cost.

HOUSING

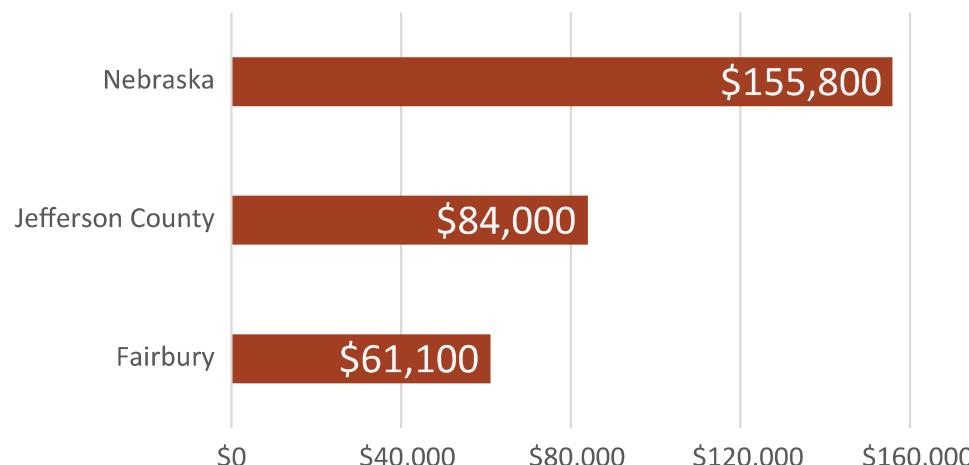
Fairbury's housing market is comprised primarily of single-family detached homes, typical for a small, rural community, with minimal housing in the Downtown District. 2019 ACS estimates report 1,978 total housing units located in Fairbury. This is a decrease from the 2,145 total housing units reported in the 2010 U.S. Census. Of these housing units, an estimated 41.1% are renter occupied, with 58.9% being owner occupied. According to the Census data, the number of renter-occupied units has increased in Fairbury from 620 units in 2010 to the current ACS estimate of 695 units.

The median home value in Fairbury, based on 2019 ACS estimates, is \$61,100; this is lower than the County's \$84,000 and substantially, or approximately 61%, lower than Nebraska's median home value of \$155,800. The median gross rent is \$704, which is higher than Jefferson County, at \$650, and lower than Nebraska's median home rent or \$833. Fairbury's median gross rent is only 15% lower than the State's, but the difference between the median home value of the City and State is nearly 61%.

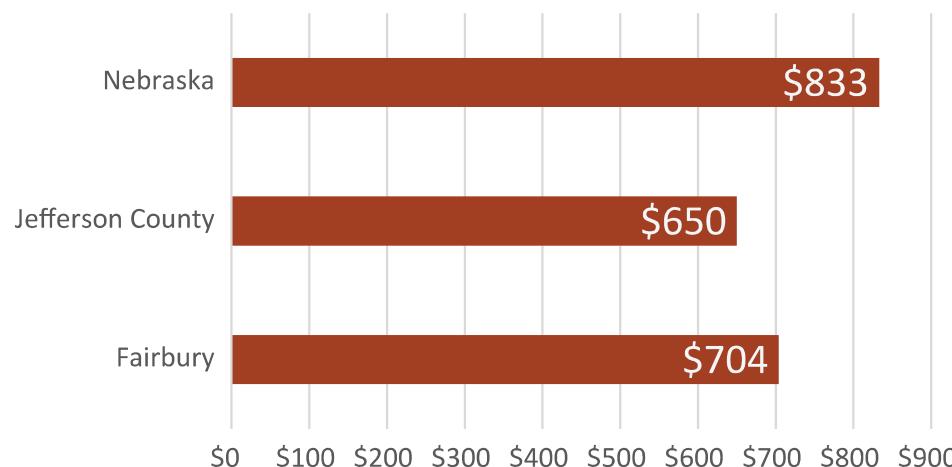
2019 ACS estimates also report a vacancy rate of 14.6% for a total of 288 vacant housing units. This can be further expanded to a homeowner vacancy rate near zero and a rental vacancy rate of approximately 6.7%, with the additional vacant housing units categorized as "for seasonal, recreational, or occasional use" or "other" vacant. At the time of the 2010 U.S. Census, 672 people lived alone in Fairbury; this number has increased to 777 people in the 2019 ACS estimates.

Housing and population growth and sustainability go hand in hand. Without quality affordable housing, Fairbury has no clear path to growth. Additional housing in the Downtown could help alleviate pressures on Fairbury's housing market. There are buildings with development potential for additional downtown housing.

MEDIAN HOME VALUE



MEDIAN HOME RENT



MARKET ANALYSIS

BUSINESS AND EMPLOYMENT

As part of an economic assessment of Fairbury, this section analyzes business and employment statistics in Fairbury's market. Based on ESRI 2020 data, Fairbury has approximately 253 business establishments employing 1,871 people. There is a total of 49 retail trade businesses; 26 finance, insurance, and real estate businesses; and 106 service businesses. Other business industries in Fairbury include construction (16), agriculture and mining (11), manufacturing (5), transportation (3), utility (4), wholesale trade (7), government (19), and unclassified establishments (6). These business industry classifications are based on National SIC Codes.

A listing of these codes and their related business types is located in "Appendix 2: National SIC Codes". While a business may relate to several different classifications, the single code is the best representation of the business as a whole. National SIC Codes are four-digit numerical representations of business and industry sectors. Each business is assigned one code based on common business characteristics. The Downtown District is primarily comprised of retail trade, finance, insurance, and service businesses. Table 1 shows the number of businesses and employees for the majority of industries in the Downtown District.

Approximately 65.8 percent of employees in Fairbury are employed in the retail trade and service industries; 24.3 percent retail and 41.5 percent service. Of the service-oriented jobs, health services make up the largest sector by a wide margin. Of the 454 retail jobs, the top sector is eating and drinking places (125) followed closely by general merchandise (116). Food stores, auto dealers, gas stations, and auto parts also employ a large number of people in Fairbury.

TABLE 1: WORKPLACE AND EMPLOYMENT SUMMARY

RETAIL TRADE	TOTAL ESTABLISHMENTS	% OF ESTABLISHMENTS	TOTAL EMPLOYEES	% OF EMPLOYEES
<i>Total Businesses</i>	253	100.0%	1,871	100.0%
<i>Retail Trade Total</i>	49	19.4%	454	24.3%
<i>Home Improvement</i>	3	1.2%	17	0.9%
<i>General Merchandise</i>	2	0.8%	116	6.2%
<i>Food Stores</i>	3	1.2%	68	3.6%
<i>Auto Dealers, Gas Stations, Auto Parts</i>	9	3.6%	44	2.4%
<i>Apparel & Accessory</i>	1	0.4%	2	0.1%
<i>Furniture & Home Furnishings</i>	3	1.2%	20	1.1%
<i>Eating & Drinking Places</i>	10	4.0%	125	6.7%
<i>Miscellaneous Retail</i>	18	7.1%	62	3.3%
<i>Finance, Insurance Real Estate Total</i>	26	10.3%	117	6.3%
<i>Banks, Savings & Lending Institutions</i>	5	2.0%	58	3.1%
<i>Securities Brokers</i>	4	1.6%	11	0.6%
<i>Insurance Carriers & Agents</i>	8	3.2%	27	1.4%
<i>Real Estate, Holding, Other Investment Offices</i>	9	3.6%	21	1.1%
<i>Services Total</i>	106	41.9%	777	41.5%
<i>Hotels & Lodging</i>	4	1.6%	23	1.2%
<i>Automotive Services</i>	11	4.3%	41	2.2%
<i>Motion Pictures & Amusements</i>	5	2.0%	15	0.8%
<i>Health Services</i>	17	6.7%	250	13.4%
<i>Legal Services</i>	1	0.4%	3	0.2%
<i>Educational Institutions & Libraries</i>	8	3.2%	165	8.8%
<i>Other Services</i>	60	23.7%	280	15.0%
<i>Ag, Mining, Construction, Manufacturing, Utility, Wholesale, Unclassified</i>	53	20.9%	394	21.1%
<i>Government</i>	19	7.5%	129	6.9%

Source: ESRI 2020

CONSUMER SPENDING PATTERNS

Based on data and analysis completed by ESRI in 2020 for Fairbury, Table 2 shows the Market Potential Index (MPI) for consumer behavior patterns in Fairbury in comparison to National averages. The MPI comparison is shown for retail and service/entertainment businesses, which would likely be found in a Downtown District. An MPI measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the overall United States population. An MPI of 100 represents the U.S. average. Purchasing apparel, footwear, and convenience store goods are the highest MPI ratings for Fairbury's consumer behavior patterns. This means consumers in Fairbury spend above or close to the National average in these categories. They are lowest in spending, as compared to the National average, in theater spending and bars/night clubs.

As expected, the “big-box” retailers will always capture a significant amount of rural communities’ general merchandise spending. Fairbury has a Walmart and a Dollar General, which keeps some of this spending in town but limits the retail opportunities of local “mom and pop” stores. Fairbury is 70 miles from Lincoln and 28 miles from Beatrice which provides additional options for purchasing consumer goods from a larger market. Although most residents of small towns place a high value in supporting local businesses, the variety and favorable pricing available in larger cities inevitably draws much of this business away. The businesses with the highest chance of survival in this competitive atmosphere often offer smaller-ticket items, perishables, items purchased frequently, some services, and niche items.

TABLE 2: CONSUMER SPENDING PATTERNS,
MPI INDEX

PRODUCT/CONSUMER BEHAVIOR	MPI
<i>Men's Apparel</i>	104
<i>Women's Apparel</i>	106
<i>Children's Apparel</i>	88
<i>Footwear</i>	101
<i>Fine Jewelry</i>	97
<i>Service/Entertainment</i>	
<i>Convenience Stores</i>	105
<i>Movie Theater</i>	78
<i>Live Theater</i>	64
<i>Bar/Night Club</i>	79
<i>Dining Out</i>	95

Source: ESRI 2020



According to state sales tax data, non-automotive taxable sales in Fairbury in 2019 of \$57.3 million are up 1.7 percent from their 2014 level, an average annual increase of 0.3 percent. Taxable sales in Jefferson County have decreased about 3.3 percent in the five years between 2014 and 2019. Despite having about 52.2 percent of the county's population, Fairbury claims 80.1 percent of all Jefferson County taxable non-automobile sales.

RETAIL MARKETPLACE PROFILE

The Opportunity Gap Analysis compares supply and demand in order to identify potential sources of revenue growth. A gap appears when household spending levels for a specific geography are higher than the corresponding retail sales estimates. This difference signifies households are meeting the available supply and supplementing their additional demand potential by going outside of their own community. The opposite is true in the event of a surplus, when the levels of household expenditures are lower than the retail sales estimates. In this case, local retailers are attracting residents from other areas into their stores. After the discussion of the opportunities and gaps, Fairbury's numbers will be compared to averages of other towns in the Midwest in the "Standard Profile" on page 21section. Finally, the gaps identified will be compared to the feedback gained from the community survey.

Table 3 shows the analysis for Fairbury. The first column shows a list of retail store categories. The second column shows an estimate of what consumers in Fairbury spent on each category. The third column shows the total retail sales of stores found within Fairbury. The fourth column shows an opportunity gap or surplus that exists for each retail sector. The last column notes how many businesses exist in Fairbury in each of these categories. In the fourth column, if the number is black, it means there is a surplus of supply in Fairbury for the associated sector, meaning retail stores within the associated sector are not only meeting the needs of consumers in Fairbury, they are also meeting the needs of consumers who live outside of Fairbury. The numbers in green show a gap or an opportunity for that particular retail sector. These numbers show there is a demand for the associated economic sectors in Fairbury, however, there may not be stores to fulfill the consumers' needs. Therefore, they are leaving Fairbury to spend their money someplace else. These green numbers should be viewed as an opportunity, or areas where the community can improve.

TABLE 3: RETAIL MARKET POWER, OPPORTUNITY GAP ANALYSIS

CATEGORY	CONSUMER DEMAND	RETAIL SALES	GAP/(SURPLUS)	NUMBER OF BUSINESSES
<i>Total Retail Sales</i>	\$52,418,789	\$101,710,911	(\$49,292,122)	50
<i>Motor Vehicle and Parts Dealer</i>	\$10,986,888	\$10,854,030	\$132,858	7
<i>Furniture and Home Furnishings</i>	\$1,087,479	\$1,630,900	(\$543,421)	1
<i>Electronics and Appliances</i>	\$1,609,384	\$1,816,418	(\$207,034)	2
<i>Building Material & Garden Equipment</i>	\$3,616,203	\$4,739,536	(\$1,123,333)	6
<i>Food and Beverage</i>	\$8,698,776	\$22,251,057	(\$13,552,281)	4
<i>Health and Personal Care</i>	\$3,082,719	\$3,539,461	(\$456,742)	3
<i>Gasoline Stations</i>	\$5,530,875	\$8,871,881	(\$3,341,006)	2
<i>Clothing and Clothing Accessories</i>	\$1,457,544	\$353,000	\$1,104,544	1
<i>Sporting Goods, Hobby, Book, & Music</i>	\$1,655,105	\$898,184	\$756,921	2
<i>General Merchandise</i>	\$7,211,747	\$40,757,926	(\$33,546,179)	2
<i>Miscellaneous Store Retailers</i>	\$2,607,601	\$2,016,994	\$590,607	8
<i>Non-Store Retailers</i>	\$601,318	\$0	\$601,318	0
<i>Food Service and Drinking Places</i>	\$4,273,150	\$3,981,524	\$291,626	12

Source: ESRI 2017

This analysis estimates that nearly 101.7 million dollars were spent in Fairbury in 2017 at retail trade stores and eating and drinking establishments. ESRI reported Fairbury's consumer demand was over 52.4 million dollars showing a surplus of nearly 49.3 million dollars in retail sales in Fairbury. More than 33.5 million dollars of this surplus is in the general merchandise category, with Walmart and Dollar attracting shoppers from nearby communities. Food and beverage retail stores show a surplus of nearly 13.6 million dollars. Gas stations, building material stores, furniture and home furnishing stores, health and personal care stores, and electronics and appliance stores all show smaller surpluses. Clearly Fairbury residents support local businesses when they can.

The other segments all show gaps between consumer demand and retail sales. If Fairbury had everything, then there would be no room to improve; therefore, the specified opportunity gaps provide areas of potential growth for the community. However, there are some retail businesses that Fairbury would not be able to viably support. More insight will be offered later in this Plan as to which of these business types have a higher probability of success.

STANDARD PROFILE

As a complement to the Gap/Surplus analysis, the “standard profile” drills further into the data to compare the types of businesses currently in Fairbury to those which are typically found in Midwestern towns of similar size. Comparing the businesses in Fairbury to this “standard profile” of communities may highlight gaps in their retail landscape and thus some potential business opportunities.

To develop this standard profile, 65 small Midwest communities were analyzed using the same ESRI database outlined previously. This profile calculates not only how much per adult is typically spent in each of the retail categories, but also, on average, the population level needed to support each type of business. When the data from Fairbury is compared to these averages, possible gaps can be identified. As mentioned above, the General Merchandise areas are ignored due to the inability to compete with the nearby “big box” stores. The key findings from this analysis for the other business segments are as follows and largely support the Gap/Surplus analysis.

Overall spending in Fairbury is well above what is expected for a town its size. This is possibly driven by the support it receives from the other nearby communities. Spending per adult significantly outperforms the average from the standard profile in these spending categories: Automotive Dealers, Grocery Stores, Health and Personal Care Stores, Gas Stations, and Building Material and Supply Stores.

Opportunities for development can be found by identifying the spending categories which report lower spending per adult than the standard profile average of other communities. These categories are then analyzed for feasible development in Fairbury; the data is checked to see if Fairbury has enough population to support the identified gaps.

- Fairbury has no business listed as primarily a home furnishings store. The standard profile of towns shows these types of stores are usually found in towns with adult population greater than 3,000 residents. Fairbury has 2,961 adults, and based on the community survey, this is a category which is in demand with the residents. While Barber Furniture does sell home goods, the primary focus is furniture. A store offering home goods and gifts may have sufficient demand to be successful.
- Small towns with clothing stores report an average spending of \$558 per adult. These towns on average have 1,578 adults per clothing store. Fairbury, with 2,961 adults, has spending per adult of only \$119 and just one business classified as a clothing store. Additionally, this is one area for which the survey identified strong demand. This topic will be discussed further in the “Survey Results” on page 47 section.
- Spending at Department Stores in Fairbury is much higher than the average profile, likely due to Walmart and Dollar General.
- Although Fairbury has two businesses listed as second-hand stores, the spending per adult is much less than the standard profile average. The community survey feedback offers further insights into this category.
- Spending in Fairbury on restaurants is very close to the standard profile average. Spending per adult in Fairbury is \$1,345 compared to the standard profile average of \$1,139. Fairbury has several restaurants, but the community survey suggests there is desire for additional establishments. The Vitality Survey section will add more color on the opinions of the residents and what types of dining establishments are in demand.

EXISTING CONDITIONS – DOWNTOWN



STUDY AREA

The limits for Fairbury's Downtown Revitalization Plan are delineated in the Study Area Map, shown on the following page. The approximately 10-block project area is primarily bordered by 6th Street to the north, F Street to the east, 3rd Street to the south, and the railroad to the west. Fairbury's main concentration of commercial buildings surrounds the courthouse square. Dense commercial development comprises a majority of the project area, with less dense development on the western portion, near the railroad tracks.

With its roots as a railroad town, the Downtown District is located directly adjacent to the tracks. The District is not, however, located on the main highways traveling through Fairbury. U.S. Highway 136 travels west-east in the northern portion of Fairbury, curving northeast towards Beatrice on the City's eastern border. Bringing potential visitors north from Kansas and south from Interstate 80, Nebraska Highway 15 travels through the eastern portion of the community. The highways are located seven blocks north and five blocks east of the main Downtown District, respectively. This makes it difficult to attract potential highway travelers to Fairbury's Downtown.

DEFINING CHARACTERISTICS

- Brick Streets
- Unique Facades and Architectural Details
- Historic Background with the Pony Express and Railroad

CHALLENGES

- Entrances to the Downtown
- Wayfinding, Especially from the Highways
- Vacant Storefronts

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STUDY AREA MAP

Fairbury, Nebraska

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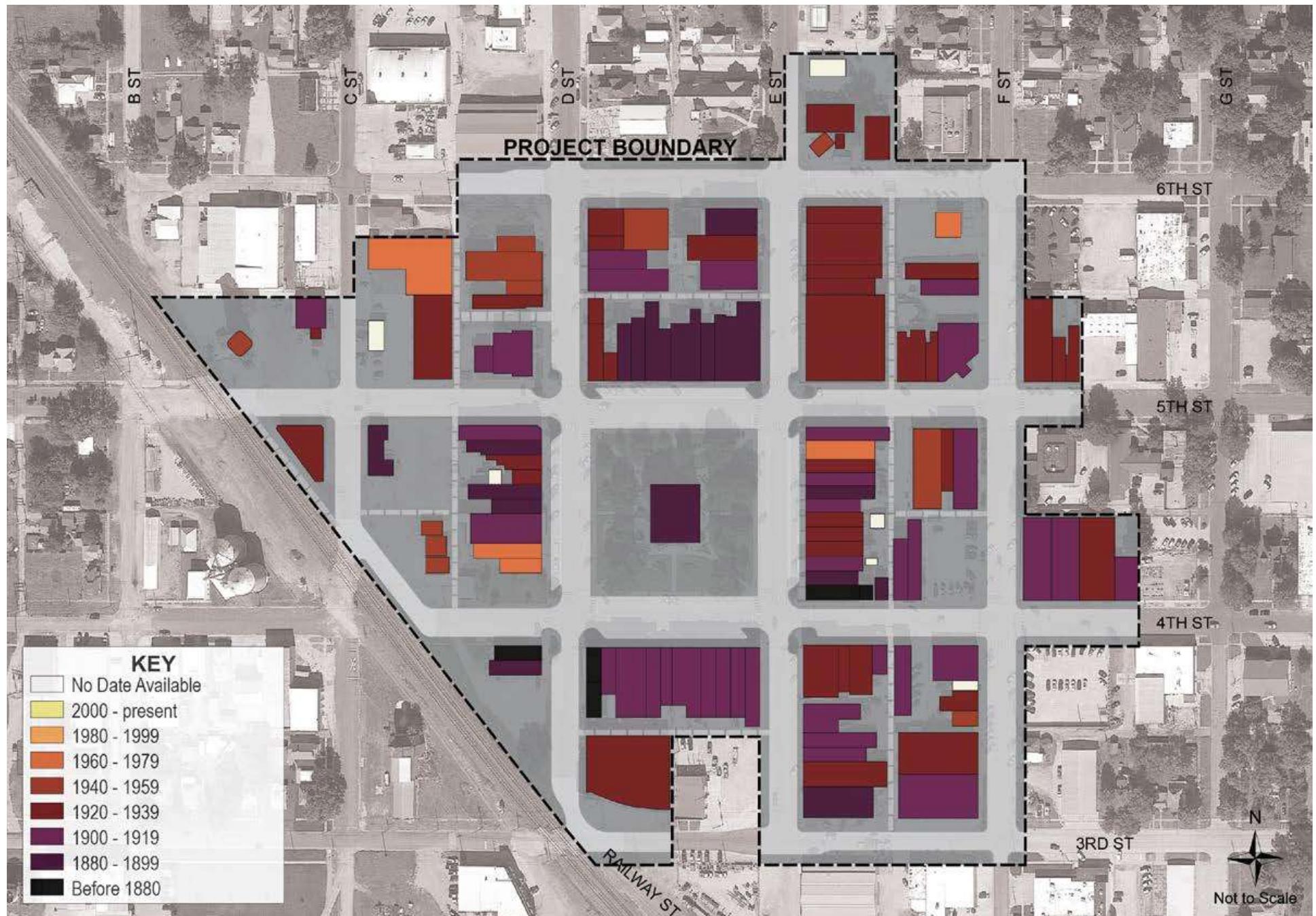


BUILDING AGE

A structure built over one-hundred years ago, which is still standing, was most likely built to last. More specifically, buildings constructed pre-World War II were typically built to different construction standards, with higher quality materials. Reusing and repairing existing buildings instead of replacing with new buildings not only preserves the history of an area, but is often the more environmentally-conscious choice by reducing waste and conserving resources.

According to data gathered by the National Park Service during the process undertaken to register the Fairbury Commercial Historic District on the National Register of Historic Places, a majority of buildings in the Downtown District are historic in nature. While some buildings were built post 1960, a number of buildings were built in the late 1800s. The greatest amount of construction in the District during the “period of significance” (1873 to 1947) took place between 1900 and 1929. This dense concentration of historic buildings is the heart of Fairbury; most of the other buildings in the community were built to surround this original commercial core.

Fairbury’s Downtown District is home to the longest-lived buildings in the community and should be treated in a way which celebrates this history. These buildings present an important part of Fairbury’s roots and how the City was built. Preserving historic buildings helps maintain the community’s heritage and history. Well-maintained older buildings are often viewed as a sign of tradition and stability; this is why many banks choose traditional facades, even when constructing new buildings.



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BUILDING CONDITION

The condition of buildings in the Downtown District is not only important for overall aesthetics; it can also affect the safety of visitors or impact the likelihood of new development. Structures in poor condition can become fire hazards or a threat to pedestrians if portions of the façade are not secure. This is very important in downtown areas which are often the most densely developed area of smaller communities. These buildings can also negatively impact the surrounding property values, driving down the City's property tax base.

In Fall 2020, an exterior visual analysis was conducted to determine the existing condition of each building in the Downtown District. The overall rating considered various elements of each façade – windows, doors, awnings, signage, and other building materials. The five-part rating system is outlined in Table 4.

The Building Condition Map illustrates the visual exterior condition rating of each building in the Downtown District at the time of the visual inspection. Some buildings may have additional repairs which were not visible during this exterior analysis. After a full inspection, additional repairs may be needed, making some buildings with various ratings beyond feasible repair.

Fairbury's building stock falls primarily into the "Above Average" to "Good" categories, with over half of the buildings being rated as such. A third of the building stock is rated as "Average". Very few buildings were rated as "Below Average" to "Poor"; in fact, only 2 percent of the buildings were rated as "Poor". Regardless of the number of "Poor" buildings, improving these buildings in "Poor" condition must be explored soon, or the feasibility of keeping these buildings will diminish. Some of these buildings in "Poor" condition may already be beyond feasible repair and must be addressed before they become a health and safety concern for the community. The buildings rated in better condition must also be maintained or general wear and tear will begin to grow. The investment of time, money, and effort in maintaining the buildings in the Downtown District will be crucial to the area's future success.

TABLE 4: BUILDING CONDITION RATING SYSTEM

BUILDING CONDITION	DESCRIPTION	% OF BUILDINGS
Good	No repairs needed.	26%
Above Average	A few minor repairs needed.	29%
Average	Several minor repairs needed.	33%
Below Average	A few major repairs or a combination of major and minor repairs needed.	10%
Poor	Several major repairs needed.	2%

Source: Visual Analysis by Miller & Associates, 2020



BUILDING CONDITION MAP

Fairbury, Nebraska

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BUILDING USE

A successful downtown should function as the heart of a community. To do this, a downtown must have life and activity, with a cohesive balance of building uses. Many small towns struggle with underutilized buildings and empty storefronts. Over one-fifth of Fairbury's Downtown District was classified as vacant/storage during the visual inspection for this Plan. However, with nearly four-fifths of the Downtown being occupied by businesses, Fairbury is creating and sustaining life and activity in the Downtown District. The percentages, outlined in Table 5 below, represent the building use composition of Downtown Fairbury at the time of this DTR Plan.

The top three building uses in the Downtown District are Retail/General Business, Vacant/Storage, and Services, respectively. Retail/General Businesses such as Sims Florist, Barber Furniture, Fairbury Steaks, and Sisters Books both satisfy basic needs and serve unique shopping niches. Husker Rehabilitation and Wellness Center, Blue Valley Health, Riverside Auto Sales, and the Hope Crisis Center are all examples of Services offered in Fairbury's Downtown District. Many communities lack these services, making Fairbury's array of services offered unique. These building uses are great tools for drawing residents to the Downtown District and keeping them there.

The second largest building use is Vacant/Storage, which results in one-fifth of the downtown buildings having empty storefronts. Buildings sitting vacant or being used for storage are typically in worse condition than those with other use types. While the overall building condition rating in Downtown Fairbury is "Average" (3.7/5), the average condition of buildings with a Vacant/Storage use drops to "Below Average" (2.8/5).

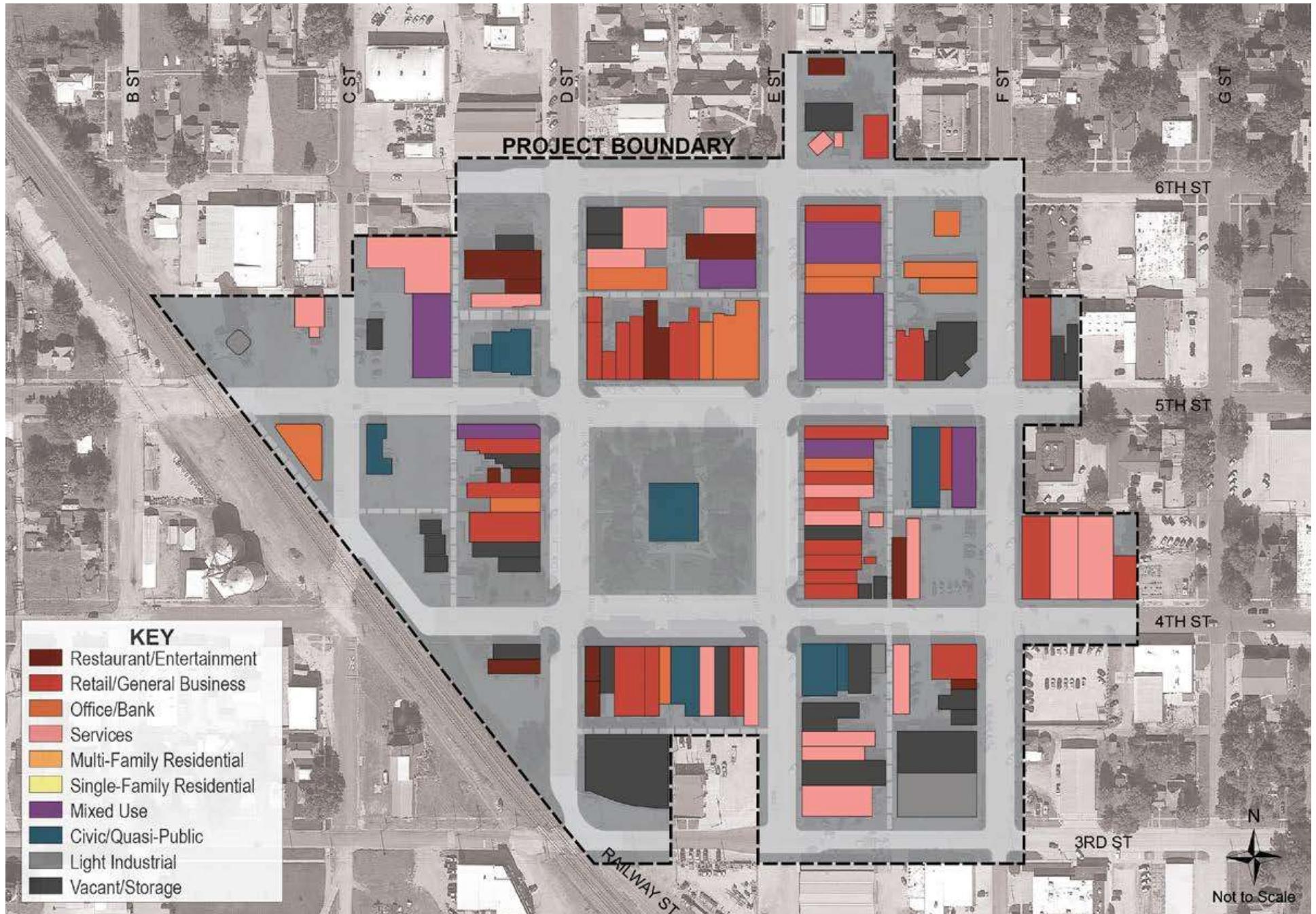
While some Vacant/Storage buildings are well-maintained, it is often easier to ignore the maintenance for these buildings because it does not affect a business within the building. This building use is also often owned by absentee owners who do not regularly see the building. Addressing this use in the Downtown District will include working with absentee owners and owners who use downtown buildings.

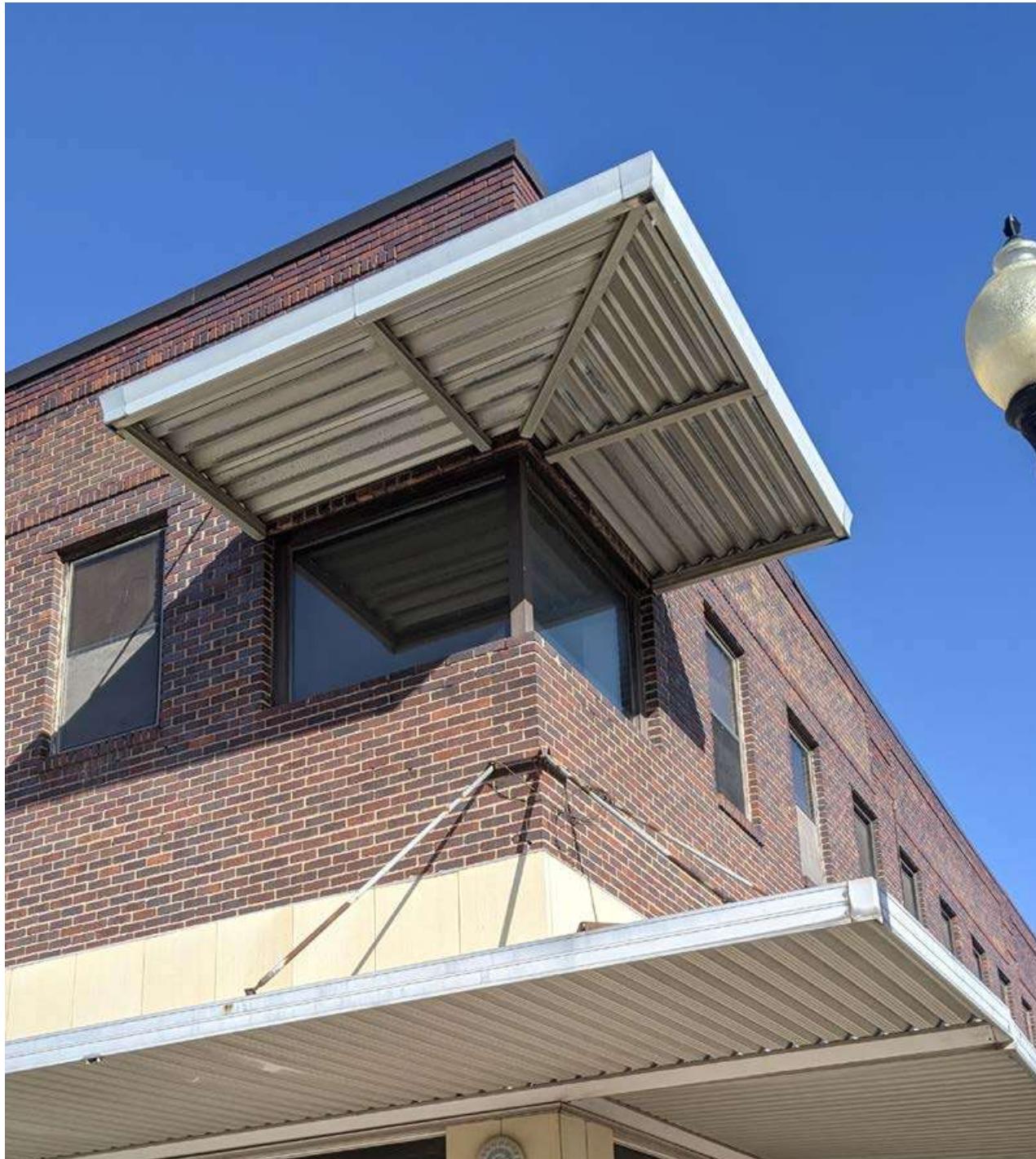
TABLE 5: BUILDING USE

BUILDING USE	DESCRIPTION/EXAMPLES	% OF BUILDINGS
Restaurant/Entertainment	Griffey's Steakhouse	9.8%
Retail/General Business	Sims Florist	25.0%
Office/Bank	Heartland Bank	13.6%
Services	Hope Crisis Center	18.9%
Multi-Family	Multiple housing units in a single structure	0.0%
Single-Family	One housing unit in a single structure	0.0%
Civic/Quasi-Public	Jefferson County Courthouse	9.1%
Light Industrial	Schmidt Machine	2.3%
Vacant/Storage	Storage or No Sign of Business Use Within	21.2%

Source: Visual Analysis by Miller & Associates, 2020

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UPPER STORY USE

The City of Fairbury needs quality, affordable housing. It may be possible to fulfill some of this need by developing housing in the upper stories of Fairbury's Downtown District. Some of the upper stories are already being used for storage by the businesses on the main level. This is also an appropriate use for upper stories in the Downtown District. The Upper Story Development Potential Map highlights the current upper story uses in the Downtown District.

There are already several buildings with a residential use in the Downtown District. Many of these uses are focused around the main square. The edges of the Downtown District have less dense uses and more single story buildings. This would not be as viable for downtown residential. "Second Story Downtown Living Development" on page 64 is a further analysis of the potential for residential development in Fairbury's Commercial Historic District.

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UPPER STORY DEVELOPMENT POTENTIAL MAP

Fairbury, Nebraska

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VEHICULAR ACCESSIBILITY

When discussing circulation for a Downtown District, it is important to consider both the circulation within the District itself and the transportation networks which affect the District from outside of its boundaries. If potential visitors do not have an easily accessible path to the Downtown District, they are less likely to visit in the first place, making the interior circulation insubstantial.

Vehicular Circulation to Fairbury

While the City of Fairbury sits at the intersection of two main highways, U.S. Highway 136 and Nebraska Highway 15, the Downtown District is slightly removed from this access to the community. According to Nebraska Department of Transportation (NDOT) 2018 Traffic Counts, U.S. Highway 136 has an Average Annual Daily Traffic Count (AADT) of 5,505 vehicles near the intersection of U.S. Highway 136 and Nebraska Highway 15, including 420 heavy commercial vehicles. Near this same intersection, Nebraska Highway 15 has an AADT of 6,215 vehicles, including 670 heavy commercial vehicles. A majority of the traffic on both highways is travelling through Fairbury, to other destinations in the region. These vehicles are full of potential patrons, if they are given a reason to stop.

Vehicular Circulation in Fairbury

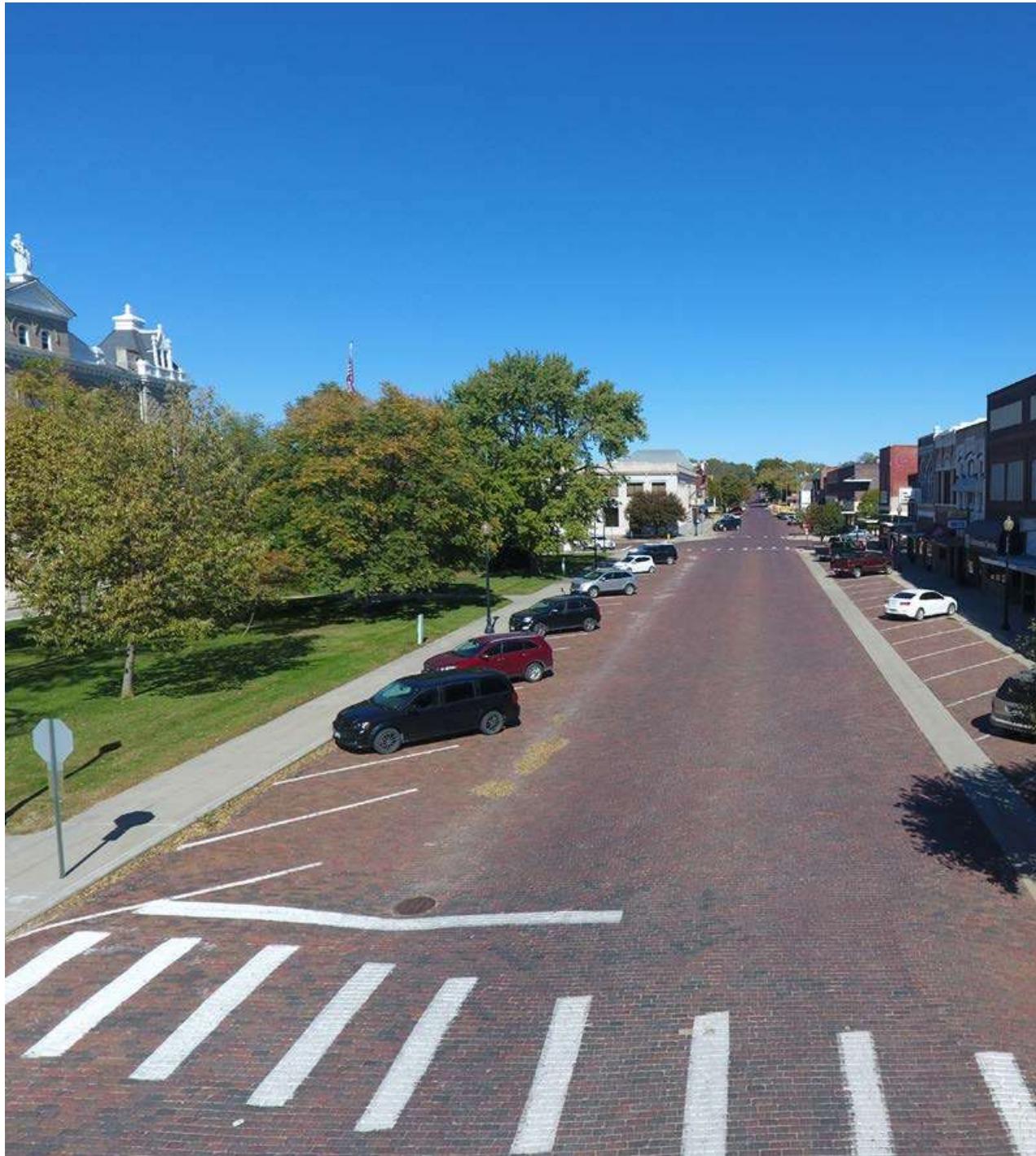
The main streets to access the Downtown District from U.S. Highway 136 and Nebraska Highway 15 are E Street and 3rd Street, respectively. These are not, however, the routes provided by navigation services like Google. Google directions navigates travellers south on C Street rather than E Street when approaching Fairbury from the west. From the north, east, and south, vehicular traffic is directed west on 4th Street rather than 3rd Street. This should be kept in mind when determining the best locations for wayfinding signage. It will be important to direct visitors to main promenades when approaching the Downtown District.



VEHICULAR CIRCULATION MAP - CORPORATE LIMITS

Fairbury, Nebraska

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Vehicular Circulation in the Downtown District
Fairbury's Downtown District is comprised of brick, two-way streets. The alleyways are more narrow, allowing a single lane of traffic in either direction. The alleyways are a mixture of brick and paved surfaces. When the City paves an alleyway, they keep as much of the historic brick as possible. The brick is then saved and used for future street improvement projects.

The east-west streets are the main through streets, with stop signs for the north-south streets at every intersection. The four-way stops located at the intersections surrounding the Courthouse square help slow traffic to increase pedestrian and vehicular safety.

There are also bump outs located at the intersections directly around the square. These bump outs give pedestrians increased visibility around parked cars while still remaining safely on the sidewalks. Some of the bump outs are designed with concave angles where they meet the curb. This creates issues with maintenance and snow removal. Bump outs should be designed so snowplows can easily navigate in and out of the parking area for snow removal.

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PARKING AVAILABILITY

Both quantity and quality of parking affect a customer's experience in the Downtown District. Parking is important for citizens utilizing services, Downtown business employees headed to work, and potential shoppers. Potential visitors want clearly defined, accessible parking when they arrive to a new location. Parking must be available, convenient, and visible to help visitors feel welcome and comfortable.

There are 535 delineated parking stalls in the Downtown District. A total of 13 handicapped parking stalls are scattered throughout the Downtown, with the majority being located north of the Courthouse square. The stall striping is generally still visible, though the stalls around the periphery of the Downtown have experienced normal wear and tear and could be re-striped to increase visibility.

The parking calculations in Table 6 are based on demand generated by each 1,000 square feet per building use, except for residential uses where demand is based on the number of residential units. For example, every 2,000 square feet of retail space generates a demand of five parking spaces. Multi-Use buildings were split into approximate square footages per use type, then added to the related categories.

While these are widely used parking design standards, demand can vary from community to community and by the time of day. A law office or bank requires day-time parking, while bars, restaurants, and other entertainment businesses have a higher demand for parking in the evenings and weekends. This use pattern allows for shared parking opportunities. The standards listed in the table were compared to the off-street parking requirements listed in Fairbury's Zoning Regulations and adjusted according to the shared parking opportunities afforded by on-street parking in a Downtown District.

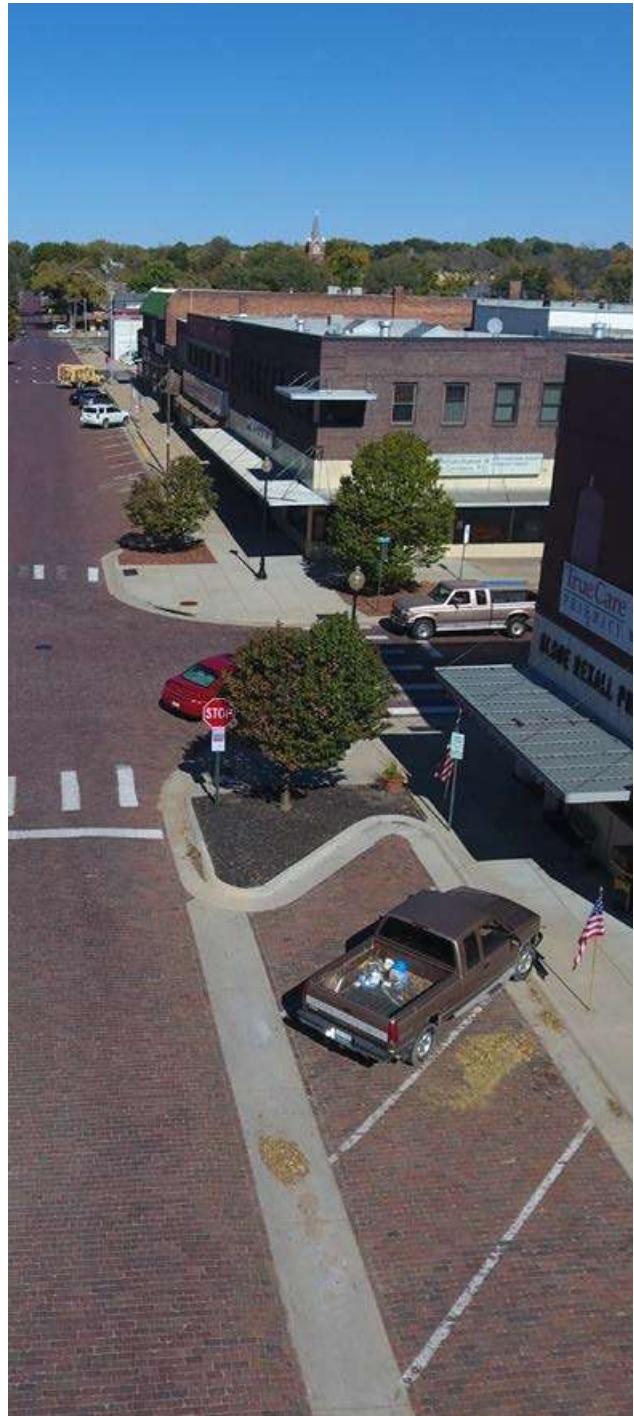
While there is a small demand for additional parking in most of the Downtown District, some of this demand may be supplemented by off-street and alley parking options. The main area in need of additional parking is northeast of the courthouse square. This area has a high concentration of businesses along with some of the largest footprints in the Downtown District, resulting in the higher calculated parking need.

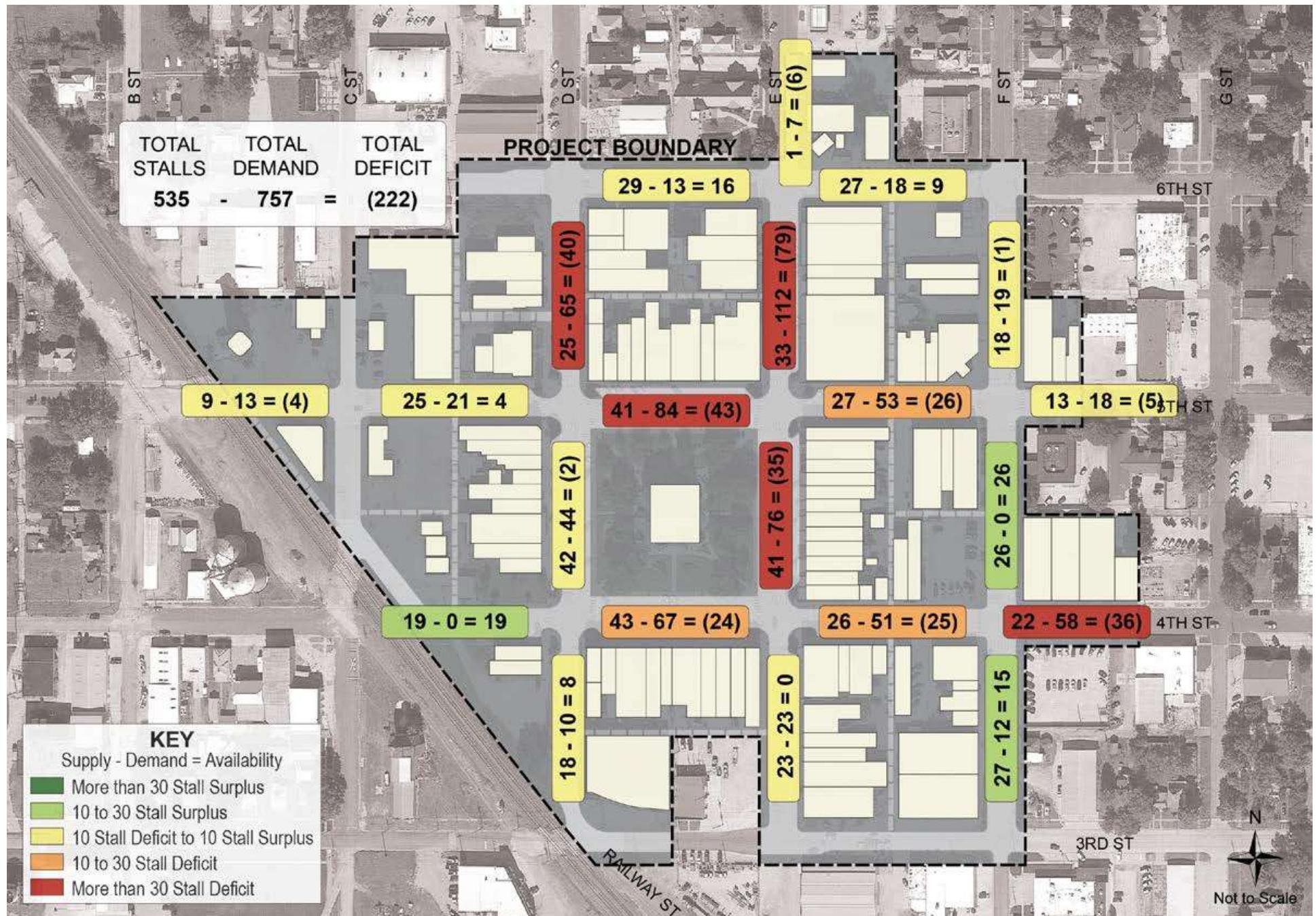
TABLE 6: PARKING DEMAND BY BUILDING USE

BUILDING USE	DEMAND
<i>Restaurant/Entertainment</i>	3.0
<i>Retail/General Business</i>	2.5
<i>Office/Bank</i>	2.5
<i>Services</i>	2.0
<i>Mutli-Family</i>	1 per bedroom
<i>Single-Family</i>	2 per unit
<i>Civic/Quasi-Public</i>	2.0
<i>Light Industrial</i>	1.0
<i>Vacant/Storage</i>	0.0

Source: Visual Analysis, Miller & Associates 2020

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PARKING AVAILABILITY TRENDS MAP

Fairbury, Nebraska

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PEDESTRIAN ACCESSIBILITY

Both quality and presence of sidewalks affect how a pedestrian feels about a space. An absence of sidewalks encourages pedestrians to walk in the street, which poses a considerable safety risk. This may also be the case with sidewalks that are in poor condition. Sidewalks in need of repair may require pedestrians to focus on their path rather than the businesses and environment presented by the Downtown District, which in turn lowers the pedestrian's experience and opinion of the area.

While most people will access Fairbury's Downtown District by vehicle, it is still important to establish comfortable access points for pedestrians. It is also very important to consider access to businesses from the vehicular parking spaces. Without quality accessibility for pedestrians, parking counts become inconsequential. Additionally, as the heart of the community, the Downtown District has a unique "sense of place"; this environment is most effectively experienced on foot.

Sidewalk Conditions

A visual analysis of sidewalk conditions was completed in Fall 2020. Sidewalks were rated on a three-level scale: Good, Average, Poor. A study completed by Precision Concrete Cutting in November 2020 supplemented the visual inspection, ratings were lowered slightly to reflect the trip hazards and poor sidewalks noted in Precision Concrete Cutting's study. The full study can be found in "Appendix 3: Precision Concrete Cutting Trip Hazard Repair Proposal". The main walking paths, specifically around the Courthouse square, are mostly Above Average. The sidewalk condition or presence decreases sharply toward the periphery of the Downtown.

Curb cuts, or the ramps from sidewalk level to street level, were also visually assessed in the Fall of 2020. General elevation changes were noted as potential hazards to compliance with the Americans with Disabilities Act (ADA) guidelines. The amount and accessibility of ramps decreases toward the perimeter of the project boundary, which is consistent with the sidewalk quality ratings.

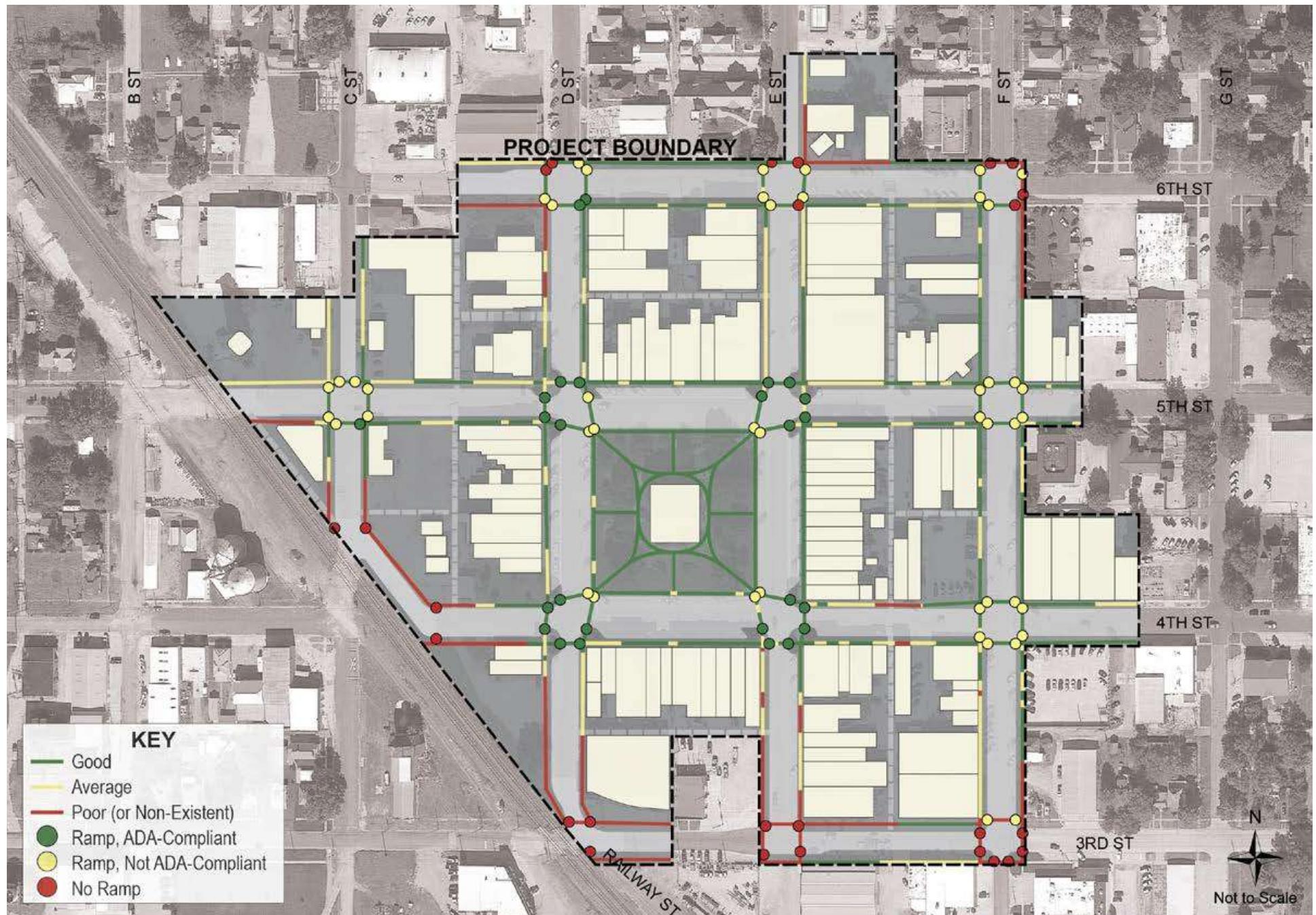
TABLE 7: SIDEWALK CONDITION RATING SYSTEM

SIDEWALK CONDITION	DESCRIPTION
Good	No repairs needed. Minimal signs of standard wear and tear.
Average	Several minor repairs needed.
Poor	Several major repairs needed or non-existent.

Source: Visual Analysis by Miller & Associates, 2020

What was perceived to be ADA-Compliant Ramps were also noted during this analysis. Ramps were not measured to see if they were fully ADA-Compliant; rather, all ramps were marked as "ADA-Compliant" if they were present or "Not ADA-Compliant" if they were not present. While this is not measuring if the ramp is ADA-Compliant, it still notates where the City has made an effort to work towards ADA-Compliance. The "Not ADA-Compliant" ramps may or may not need to be addressed through the implementation phase of the Planning process.

Lastly, crosswalks are marked in a majority of the Downtown, though a number of crosswalks are not marked in the southern half of the Downtown. The existence of crosswalks was marked on the map to highlight the critical convergence of vehicular and pedestrian traffic. A green line marks an existing crosswalk while a red line denotes no crosswalk was present.



SIDEWALK CONDITIONS MAP

Fairbury, Nebraska

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Elevation Changes

Every stair in a public space can be a potential barrier to a pedestrian, especially one with limited mobility. This includes elevation changes at building entries. The buildings in the Downtown District have various finished floor levels, which may affect revitalization projects. If public sidewalks are replaced, they will need to meet each building's finish floor height. This can become difficult if there is too much variation between adjacent buildings. Additionally, if building or business owners undertake facade improvement projects, the new entry will need to comply with ADA guidelines.

There are several areas in Fairbury's Downtown District where the elevation change between the street level and the main sidewalk level exceeds six inches, the normal height for curbs. The resulting extra step at the curb may cause accessibility concerns for some visitors. Downtown patrons who do not have the mobility to use these additional stairs are forced to park then walk in the street, between parked cars and traffic lanes, to the ramp access at the corner of the block.



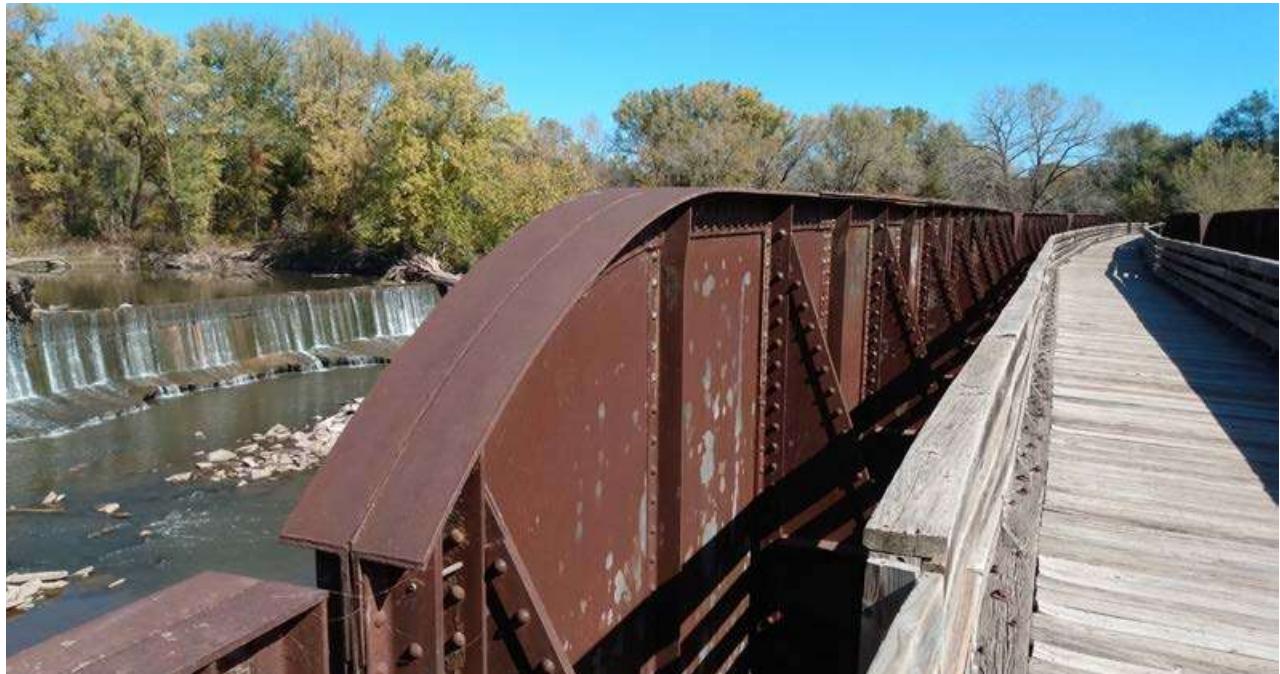
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PEDESTRIAN ACCESSIBILITY MAP

Fairbury, Nebraska

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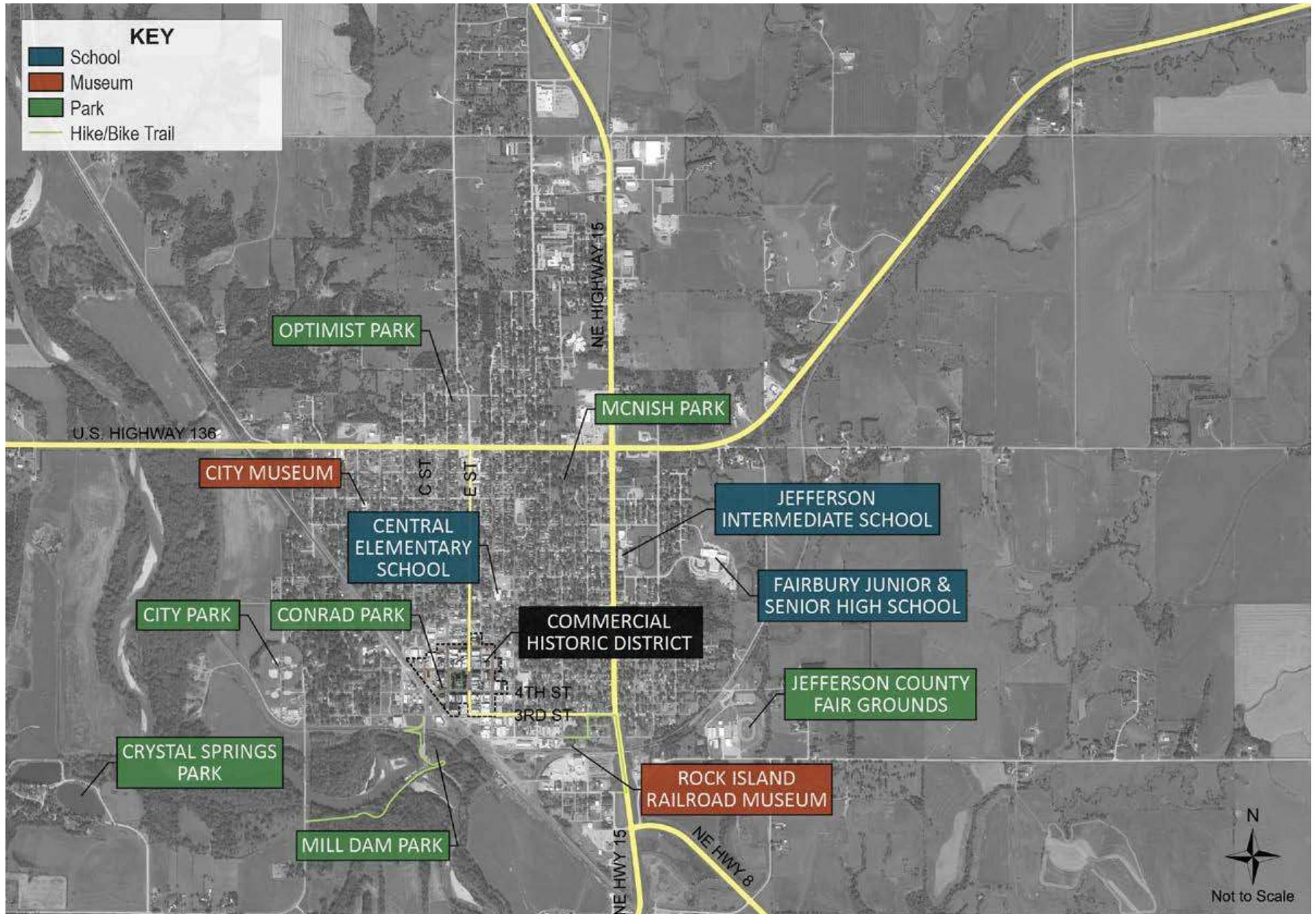
Community Connections

While Fairbury's Commercial Historic District does have a delineated boundary, downtowns should not exist in a bubble. As the heart of the community, this District should foster growth and disperse life to all of Fairbury. This can be accomplished by developing connections with the many amenities the community has to offer residents and visitors.

Throughout the public input process, residents exuded a strong sense of pride in the community's recreational amenities. The City of Fairbury has a number of parks spread across the City. Conrad Park, City Park, Crystal Springs Park, and Mill Dam Park are all located in the vicinity of the Commercial Historic District. There are also some existing hike/bike trails in the southern portion of the community.

Fairbury is also home to multiple museums and the Jefferson County Historical Society (JCHS). According to museumsusa.org, JCHS owns and maintains nine different properties in Jefferson County with historic significance. The organization's main office is located in one of these sites – the restored Rock Island Railroad Museum. This museum is within a few blocks of the Commercial Historic District. JCHS could be a strong resource as the City continues with downtown revitalization efforts.

"JeffCo on the Move" is a health and wellness based group that works to encourage and facilitate healthy lifestyles. The Fairbury Historic Trail Walk is a great initiative by the group giving pedestrians information and access to the many historic interest sites in Fairbury. The kiosk pictured to the left is located on the northeast corner of the Jefferson County Courthouse Square. The QR code allows interested parties to access an online platform with information about each of the historic sites.



PUBLIC INPUT

Public input is essential to the success of any planning document. It helps build ownership of the Plan involving the needs and wants expressed by the community. Public input meetings provide a safe space for the planning team and community members to collaborate, representing a broad spectrum of the community through the objectives outlined in the Plan.

The public input meeting provides a forum for community members to voice their concerns, provide ideas, and discuss goals and objectives for the Plan. It is important for the community to take ownership of the issues and goals highlighted during this process. Participants should walk away from a public input meeting feeling a stronger connection to their community and the planning project.

Because the community helps shape the Plan, it is imperative for a diverse range of community members to be involved during the public input process. Everyone should feel heard; one voice should not overpower another. By listening to the issues and ideas voiced by the Public, the planning team can further diagnose the concerns at hand, immerse themselves into ideas, and frame goals, together with the community.

The public input process should involve a diverse, cross-section of the community. While a Plan shaped by many hands may encounter issues in development, it can also correct course easier than a Plan shaped by a few hands. To ensure the Plan is formed by many hands, the public input process must utilize multiple strategies to gather input from those with a stake in the municipality's future.

FIRST PUBLIC INPUT MEETING

The first public input meeting acts as an introduction between the planning team and the community. This meeting should create a comfortable environment, encouraging collaboration. The connection and trust built during this first meeting empowers community members to express their concerns and become invested creators for the Plan. Deliberate and thoughtful public input, gathered and explored through active participation from attendees is vital for a successful and meaningful planning process.



The first public input meeting was formatted to provide a project introduction, while allocating a majority of the time to a general, town hall-style discussion about the Downtown District. The meeting began with an introduction of the planning team and the project scope. The basics and eligible activities for CDBG DTR Implementation funds were also reviewed. The presentation was concluded with an outline of the project approach including the project schedule, the map of the project area, and a discussion on the importance of investing in both the short- and long-term development of Fairbury. Following the presentation, a participatory SWOT and branding discussion made up a majority of the meeting.

As explained during the meeting, SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses refer to internal forces affecting the Downtown District. Strengths are helpful to positive development, while weaknesses are harmful to positive development. Identifying both of these forces is important to framing goals and priorities. Strengths are something for people to capitalize upon, while weaknesses help people frame areas for future improvement.

Opportunities and threats refer to external forces acting on the Downtown District. Opportunities are helpful to positive development, while threats are viewed as harmful to positive development. Like with strengths and weaknesses, it is critical to identify where both exist, so the Plan can focus on maximizing opportunities and reducing threats. The strengths, weaknesses, opportunities, and threats discussed most frequently during the meeting are listed on the following page.

STRENGTHS

- Vibrant Courthouse Square
- Unique, Historical Building
- Walkability
- Palpable Civic Pride
- Room for Upper Story Residential

WEAKNESSES

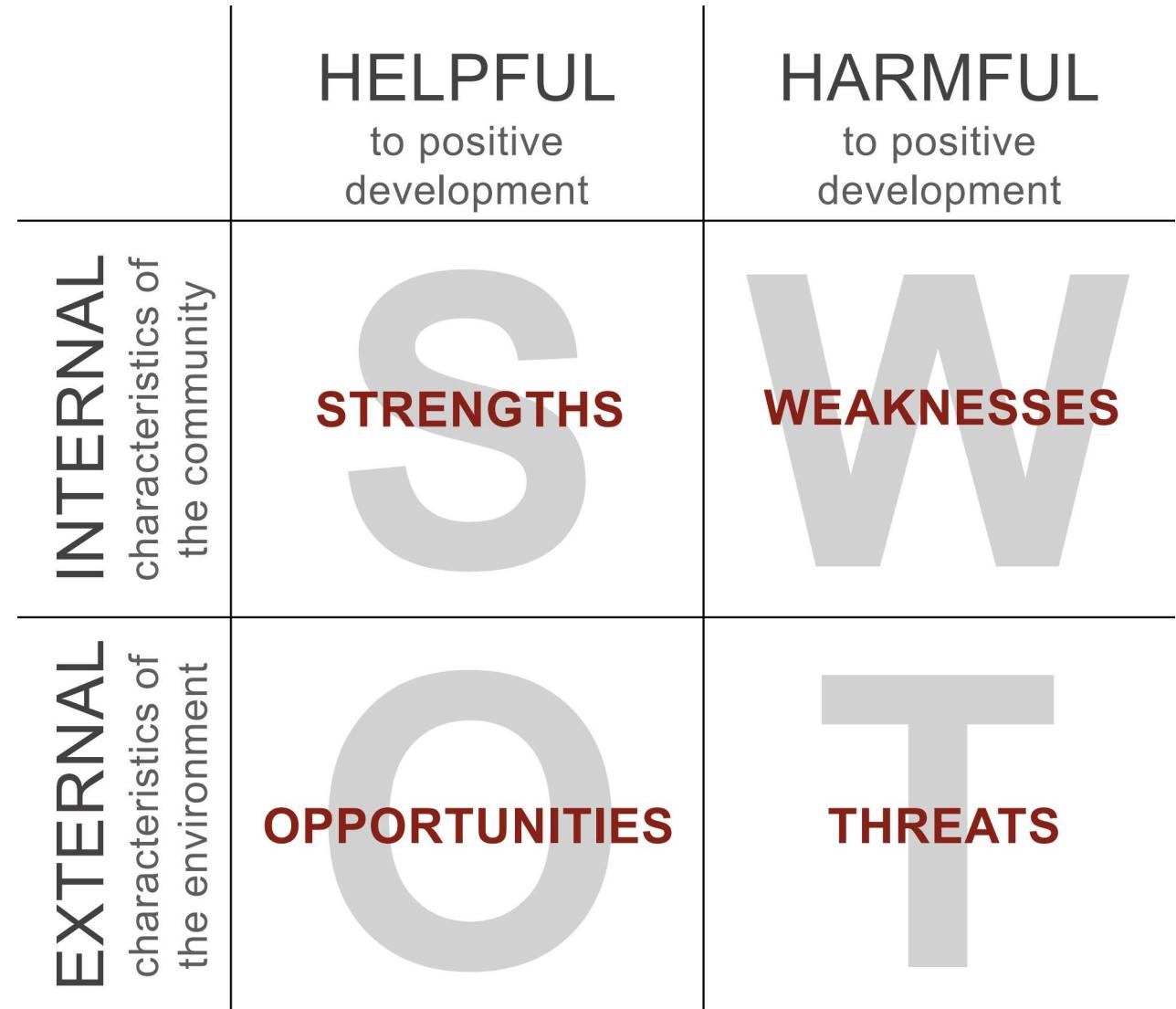
- Poor Wayfinding
- Dilapidated Entrances To Downtown
- Lack of Activities
- Vacant Buildings and Storefronts
- Lack of Available, Quality Housing

OPPORTUNITIES

- Capitalize on Unique Experiences and Events
- Develop an Art or Historic Walk
- Retain Businesses with Succession Planning
- Develop Quality, Affordable Housing
- Enhance Walkability

THREATS

- Apathetic Population
- High Cost of Improvements
- Economic Uncertainty
- Geographic Location - Off the Beaten Path
- Slow Brain Drain



PUBLIC INPUT SURVEY QUESTIONS

How would you rate the Downtown District for each of the following criteria?

What three (3) specific stores draw you to other communities on a regular basis?

What are the two (2) biggest non-work reasons that bring you Downtown most often?

Have you seen another Downtown that stood out as being a vibrant social and economic center of a small community?

What additional type of retail store (not food or beverage establishment) do you think would be successful in Downtown, if any?

What additional type of food or beverage establishment (restaurant, tavern, café, etc.) do you think would be successful in Downtown, if any?

What additional type of service provider do you think would be successful in Downtown, if any?

What new events would you like to see Downtown, if any?

Please provide any additional comments to help us improve the Downtown District:

What is your home zip code?

What is your work zip code?

How many people currently live in your household in the following age categories?

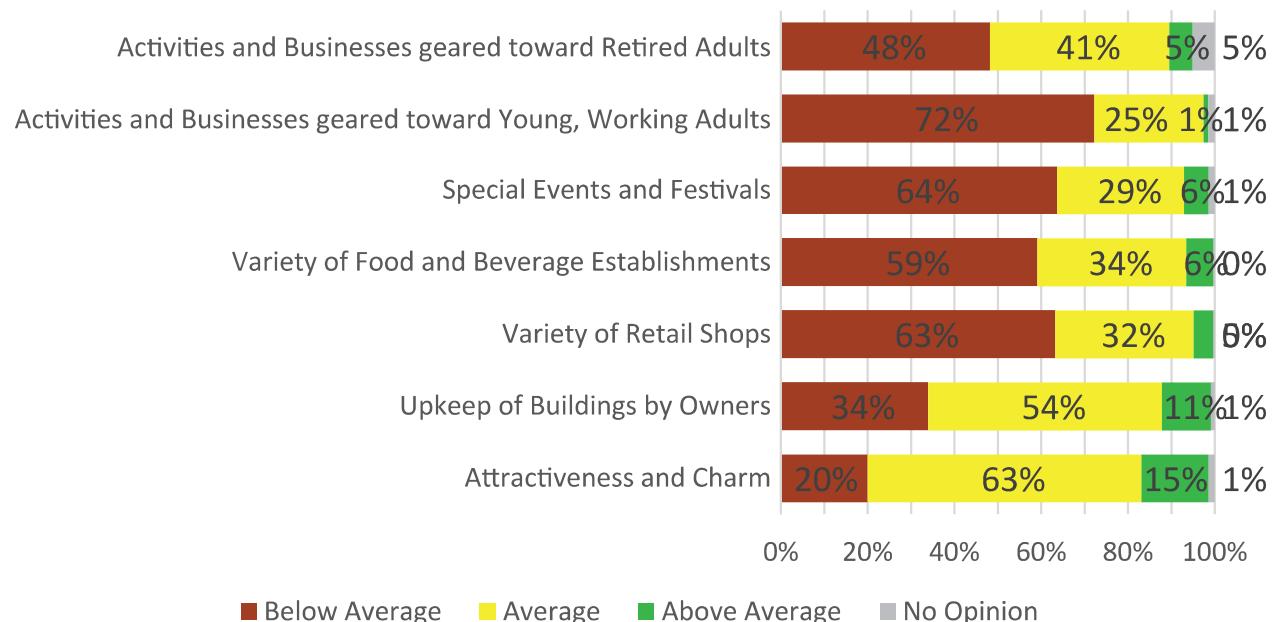
SURVEY RESULTS

The response to the community survey was impressive and the information collected provides validation and clarity to the data above. There were 406 total respondents. The questions were mostly open-ended in nature, so the summaries are based on a classification of the responses.

The residents were first asked their general opinion about how Fairbury compares to other small towns in seven broad categories. The results are shown in the graphic to the right.

It is not unusual to see room for improvement in most of the categories. The rest of the survey can give insight into the specific changes that the residents would most like to see.

When asked what currently brings Fairbury residents downtown, the most often responses were Dining and Drinking (142) with coffee specifically mentioned 27 times. Shopping was another top reason for visiting downtown, specifically, the pharmacy (20), antique stores (6), florist (6), thrift (3), furniture store (3) and general shopping (41). Clearly Fairbury residents are eager to support their local businesses. Events are also an important draw, with people mentioning the theater (25) and other events (24). Services are important as well, with people specifying the salon (13), and medical services (23). Business uses bring many downtown as well, with people mentioning the courthouse (45), bank (20), post office (30) and paying bills (7). All other responses received just a single response.



WE WANT TO HEAR FROM YOU!

DOWNTOWN REVITALIZATION PLAN 2021 →

Fairbury, Nebraska

Please take our online survey about Downtown Fairbury.



Hard copies are available at the City Office.

<https://kwiksurveys.com/s/qdznwyXZ>

These results support the previous recommendations. There seems to be sufficient demand and population to support additional clothing stores. Some specifics were mentioned – women, men, children, teen, plus size, affordable – but most just requested a general boutique/clothing store. The earlier survey question that asked what stores took Fairbury residents to other towns showed clothing as the second most popular answer. Many respondents mentioned some national chains such as Maurice's and The Buckle in Beatrice, but many mentioned small boutiques in nearby towns, such as Magnolia and Main in Diller.

TABLE 8: BIGGEST DRAWS OUT OF TOWN

SHOPPING OUT OF TOWN	# MENTIONS
<i>Restaurants/Bars</i>	143
<i>Clothing/Shoe Stores</i>	70
<i>"Big Box" Stores</i>	44
<i>Other Shopping</i>	41
<i>Sporting/Outdoor Stores</i>	37
<i>Other Services</i>	25
<i>Clothing/Home Store (Kohl's, etc)</i>	20
<i>Grocery Stores</i>	19
<i>Furniture/Home Décor/Gift</i>	18
<i>Salon</i>	17
<i>Hardware Stores</i>	17
<i>Dollar Stores</i>	16
<i>Craft/Quilting Stores</i>	15
<i>Medical Care</i>	13
<i>Thrift Stores</i>	12
<i>Antique Stores</i>	8
<i>Farm/Western Stores</i>	7

Source: Vitality Survey, UNK 2020

Home goods are a category that was identified as a retail opportunity in the “Market Analysis” section of this Plan. While Barber Furniture does sell some home furnishings, it is designated as a furniture store through SIC codes. Fairbury has no business designated as a Home Furnishings business, and normally there is one for every 3,070 adults. Fairbury may be able to support an additional business of this type if it is able to draw shoppers from nearby communities. An existing business like Barber Furniture may also find it profitable to expand this type of product line.

Craft and hobby stores are the third most popular response, and one of the more popular responses when asked what stores draw Fairbury citizens out of town. The data lumps craft stores with sporting goods stores, so there is not a clear picture of exactly how much of a spending gap exists.

It is surprising that Outdoor/Sporting goods stores were mentioned so often, given that Fairbury has multiple outdoor shops as well as a Walmart. Again, the data is lumped together with craft and hobby stores so there is not a clear picture if a spending gap exists.

Gift shops are another category with significant mentions. This is a category that blurs into other categories, such as home décor. An existing business may consider meeting this demand with expanded product lines. There may also be enough demand for a new home goods and gift shop to consider opening.

Clearly, Fairbury residents miss their bowling alley and desire activities for teens and families. In every survey question asked, this theme was mentioned and should be kept in mind when considering additional business opportunities.

There are already two thrift stores in downtown Fairbury, but several negative comments were made about them. There may be an opportunity for a new business in this category. The amount spent in Fairbury is below the standard profile average for the given number of adults.

TABLE 9: MOST DESIRED RETAIL

TYPE OF RETAIL STORE	# MENTIONS
<i>Boutique/Clothing (Shoes were mentioned 25 times)</i>	78
<i>Home Goods</i>	13
<i>Medical Care</i>	13
<i>Craft/Hobby</i>	12
<i>Sporting/Outdoor Goods</i>	12
<i>Thrift Stores</i>	12
<i>Gift</i>	10
<i>Bowling/Arcade</i>	8
<i>Antique Stores</i>	8
<i>Dollar</i>	6
<i>Thrift</i>	6
<i>Hardware</i>	3
<i>Jewelry</i>	3
<i>Antique</i>	3

Source: Vitality Survey, UNK 2020

The table below shows the survey responses for the types of dining and beverage businesses that residents believe would be successful.

TABLE 10: MOST DESIRED DINING

TYPE OF DINING ESTABLISHMENT	# MENTIONS
Bar (several mention music, nice décor, good hours, food)	36
Fast Food	28
Coffee Shop/Bakery	25
Brewery (most mention food, some wine)	23
Café/Drive In	16
Upscale Restaurant	13
Sandwich/Salad	13
Italian	13
Steakhouse/Sit-Down/Family	12
Pizza	11
Wine Tasting or Winery (often mentioned with Brewery)	10
Breakfast	7
Other Ethnic (Asian, German, Czech, Greek)	5

Source: Vitality Survey, UNK 2020

The top response was some type of bar. Some mentioned music, nice décor, good hours, and pub-type food. In addition to this response, an additional 23 mentioned a brewery, and 10 a wine tasting establishment or winery. Breweries and wine were often mentioned together. Fairbury residents have probably seen nearby towns enjoy the tourism that these businesses attract.

According to the standard profile analysis, Fairbury has about the number of restaurants you would expect for a town its size, and about the average amount of spending per adult. However, restaurants were listed as the most common type of establishment to draw Fairbury residents out of town. Fast food was the most common response, and the top restaurants mentioned by name were Mexican fast food such as Taco Bell or Taco John (12), Dairy Queen (8), Arby's (4), KFC (3), Burger King (2), Sonic (2), and Wendy's (1).

When asked what type of service provider is needed in Fairbury, the top response was for activities for teens of some sort (8 responses). In addition, bowling alleys and arcades were mentioned four times each. Many respondents included bowling alley and arcade in the retail gap question, so the demand is probably even more than indicated here. Together, teen activities, bowling alley and arcade received 16 responses. Other responses receiving more than two mentions were nail salon (6), dry cleaner (6), computer repair (4), internet provider (4), and event hall (4).

The next survey question asked what types of events the residents would like to see. This garnered a wide variety of responses, most of them indicated a strong desire for more community activities. Several people mentioned how they enjoyed the 150th anniversary celebration and the recent car show. Festivals of various kinds were mentioned most often with 68 responses, with Germanfest being the most common response along with art shows, holiday celebrations, and Fairburyfest. Many people mentioned live music events such as street dances, and often in conjunction with farmers markets or other vendor-type events.

The residents were also asked to note another small community with a vibrant downtown, and what they believe makes it successful. Many of the responses were echoed in the other parts of this survey. The top responses reference a wide variety of retail establishments and restaurants. An attractive, well kept, and charming downtown is very important, as are festivals, events, and activities.

Finally, residents were asked to make general comments about how they believe downtown Fairbury could be improved. The comments cover a wide range of topics, but some patterns emerge when categorized. The theme mentioned most often was the condition of the buildings, which was mentioned 28 times. Ten respondents specified that the buildings were being misused, mostly for storage or first-floor apartments. General appearance was next with 26 responses. This includes sidewalks, lights, landscaping, streets, and general upkeep. There were 24 responses reiterating the need for a variety of shops and dining options.

STEERING COMMITTEE INTERVIEWS

Steering Committee interviews conducted over the phone are an important and strong source of public input. This input is different, as the interviewees are often more comfortable to voice their opinions than they would be in a public meeting. Those who were contacted did not all attend the first public input meeting, this gave those who could not attend the meetings a chance to provide meaningful input for the DTR Plan. Interviewees were all members of a Downtown Steering Committee formed as a part of this planning project.

Interviewees were asked about their live/work life, what stuck out to them about Downtown, their needs and desires regarding shopping and services, additions to Downtown that they would like to see, what they would want to fix or change about Downtown, and any additional comments of note. All comments, both positive and negative, were recorded.

Six persons were called for the steering committee interviews. The Committee consists of a purposeful cross-section of demographics. This includes interviewees who work Downtown and those who do not; those who live in Fairbury and those who live outside of the corporate limits; and three men and three women who are a variety of ages. Each demographic or categorization of the interviewees provided different specific needs and wants for Fairbury's Downtown District, while maintaining a similar overall direction for development.

LIVE/WORK LIFE

All interviewees but one live in the City limits of Fairbury. No interviewees live Downtown, nor did the majority express any interest in doing so. One interviewee stated they would live Downtown if there were quality upper story residential units. In regards to work life, interviewees were split on working Downtown; three do, three do not. Of those who do not work Downtown, it would not be feasible to do so, and no interest was expressed about working Downtown.

DOWNTOWN'S IDENTIFYING FACTORS

When thinking about Downtown Fairbury, most interviewees had no issues coming up with positives. The beauty and history of the Downtown was at the forefront of interviewees minds – brick streets, the Courthouse, and the unique architecture and facades were mentioned frequently. The business community, overall quaintness, and the Downtown trending upward economically were also cited as noteworthy items.

There were also negatives comments including empty storefronts, complacency in the community, irregular business hours, and absentee owners of Downtown buildings. However, the positive comments vastly outweighed the negative comments from interviewees.

SHOPPING AND SERVICES

The consensus amongst interviewees was that their shopping and service needs were not being met. While Downtown offers some shopping, such as small boutiques or a handful of restaurants, there was a desire for more amongst interviewees. Multiple interviewees noted there was nowhere to buy men's clothing, get your shoes repaired, or a place to eat after eight-o-clock in the evening. When discussing their shopping and service wants – entertainment or hobby shops, for example – interviewees all agreed their needs are not being met. Interviewees lamented the lack of activities for young people to do, such as "First Friday" events in the past. The bowling alley was also a popular outlet which was mentioned frequently. Ultimately, there are many opportunities for development in regard to shopping and service wants as well as needs.

DRAWS OUTSIDE OF THE COMMUNITY

Services that interviewees leave town for were similarly discussed in the shopping and service need prompt. Many interviewees leave town for services such as clothing shops, shoe repair, dry cleaners, or restaurants. Each interviewee felt these service would be easily supported in Fairbury. In regards to restaurants, multiple interviewees felt the restaurant issue could be remedied by already existing options, should they have more consistent hours. Unique experiences were mentioned by multiple interviewees as well, such as breweries, casinos, or a bowling alley. They felt these restaurant and entertainment options would be successful in Fairbury.

ADDITIONS TO DOWNTOWN

When asked what additions they would use or like to see in Fairbury, entertainment related options – a brewery, bowling alley, sports bars, specialty shops, and event spaces – dominated discussion. Shopping and service needs were discussed as well, including clothing shops, a dry cleaner, or a restaurant.

FIX, CHANGE, OR ADD DOWNTOWN

When prompted on what they would want to fix, change, or add, interviewees brought up the following topics:

- Fix
 - Condition of empty storefronts, especially around the Courthouse Square
- Change
 - Restaurants having more consistent hours
- Add
 - An event space, such as the one that was used for First Fridays in the past
 - Wineries, taprooms, or breweries

ADDITIONAL COMMENTS

As conversation progressed during the phone calls, additional comments about Downtown were made. While some pertained to what was asked, others were ancillary comments, which also benefit the creation of this Plan. These additional comments are listed below:

- An online resource for business owners would be a boon for the business community. This resource could provide educational resources to help business owners better run their business, or to update them on market adjustments towards online retail
- It is difficult to find tradespeople to work on contracting projects
- Downtown business hours are a hindrance to business – there needs to be more consistency
- There needs to be a restaurant that has a meeting room – there are meetings room now that you can use, but none that are in a restaurant – it would be convenient to be able to hold meetings in a back room in some restaurant where you do not need to then cater in food
- No loitering Downtown means a lot of youth are not able to hang out Downtown anymore. In the bigger picture, there is no place for youth to congregate

STEERING COMMITTEE PHONE INTERVIEW QUESTIONS FAIRBURY DTR 2021

Do you live in Fairbury, Downtown Fairbury, or outside the City limits?
Why?

What is your profession and where do you work?

What sticks out in your mind when you think of Downtown?

Are your shopping/service needs met?

What shopping/service do you leave town to fulfill?

Would it be successful in Fairbury?

What additions would you use?

If you could fix or change one thing in Downtown Fairbury, what would it be?

SECOND PUBLIC INPUT MEETING AND FOLLOW UP SURVEY

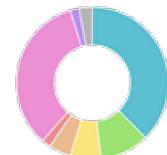
The third public input meeting concluded the public input process for the DTR Plan. The planning team presented a brief recap of the DTR planning project followed by findings from the public input process. Many similarities were found through analyzing data, reviewing existing conditions, and the different methods of public input. This helped depict a clear vision of the community's wishes for downtown revitalization. The planning team also showed several images of conceptual improvements in the Downtown District. The conceptual improvements included facade renderings and gateway entry options. These renderings acted as the catalyst for the goals discussion.

To conclude the presentation, the planning team presented several goals developed through the existing conditions analysis and the public input process. These goals were divided into five categories including infrastructure, empty spaces, beautification, programming, and community connections. Each category and the associated goals were printed on a large poster and placed around the meeting room. Attendees were given colored dots, corresponding with each category to vote on their prioritized goals. An additional "wild card" dot was given to vote on any board. The poster boards also included extra lines for write-in goals from attendees. After voting, attendees gathered back into a large group and discussed the results.

Following the meeting, the goals lists with the additional write-in responses were used to create an online survey, then dispersed to the community. This helped the community reach more residents to vote on priorities for the Downtown District. A total of 109 residents responded to the survey. The full survey results and written responses are included in "Appendix 5: Goal Voting Totals" on page 139. The general trends found in the survey results follow the same trends as the voting during the meeting. The results helped shape the short- and long-term goals outlined in this Plan.

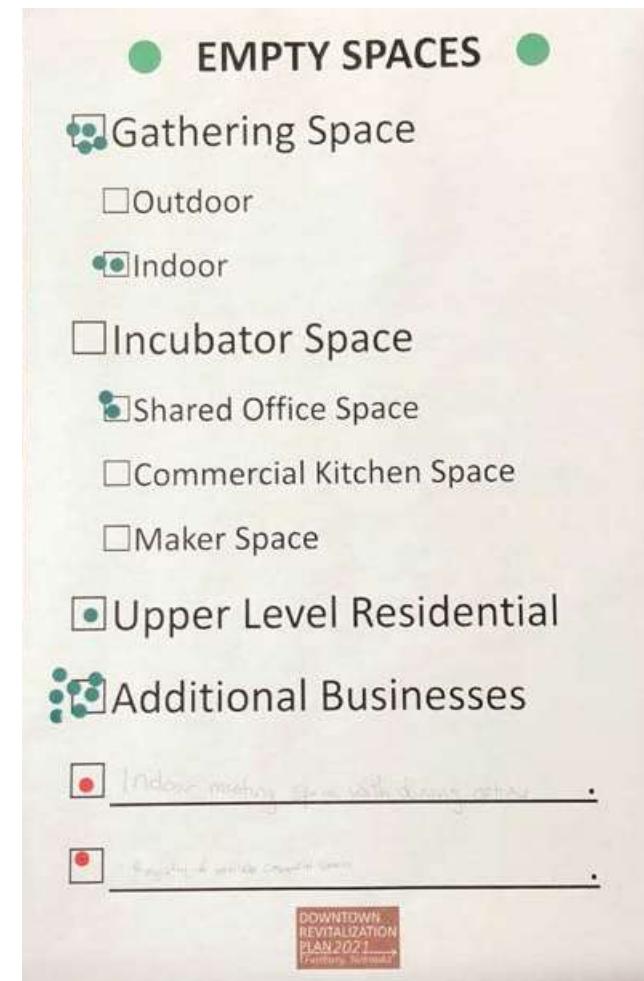


Please pick your top priority for INFRASTRUCTURE in Fairbury's Commercial Historic District.

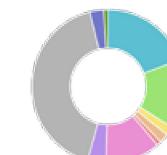


38% (40)	Sidewalks & Curb Improvements
7% (7)	Bump Outs - Remove
2% (2)	Bump Outs - Remove Trees
2% (2)	Additional Parking
14.59	Standard Deviation
10% (11)	Bump Out - Improve Angles for Snow Flow and Maintenance Purposes
5% (5)	Bump Outs - Replace Landscaping with Hard Surface
3% (3)	Hike/Bike Trail Expansion to Connect with Downtown
106	Responses

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Please pick your top priority for EMPTY SPACES (vacant and storage buildings) in Fairbury's Commercial Historic District.



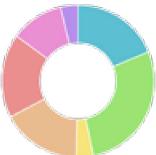
19% (20)	Outdoor Gathering / Event Space
2% (2)	Incubator Space - Office Space
1% (1)	Incubator Space - Maker Space (tools, laser cutter, 3D printer, etc.)
4% (4)	Upper Story Residential
3% (3)	Registry of Available Commercial Spaces
15% (15)	Indoor Gathering / Event Space
2% (2)	Incubator Space - Commercial Kitchen Space
12% (12)	Indoor Meeting Space with Dining Options
42% (43)	Additional Businesses
1% (1)	Other (Please Specify)

● BEAUTIFICATION ●

- Historic Preservation
- Façade Improvements
- Design Guidelines
- Remove Outdated Signage
- Wayfinding
- Gateway Entry/Promenade
- Points of Interest Connection
- _____.
- _____.



Please pick your top priority for BEAUTIFICATION in Fairbury's Commercial Historic District.



19% (20)	Historic Preservation
28% (30)	Façade Improvements
4% (4)	Design Guidelines for Façade Program
17% (18)	Remove Outdated Signage for Businesses that No Longer Exist
18% (19)	Wayfinding - Gateway Entry / Promenade down E Street
11% (12)	Wayfinding - Connect with Points of Interest throughout Fairbury (parks, museums, etc.)
4% (4)	Other (Please Specify)

8.66 Standard Deviation 107 Responses

● PROGRAMMING ●

- Self-Guided Walking Tours

Activities for Young Professionals

- Hours of Business

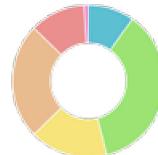
- More Consistent

- More Evening/Weekend Hours

- _____.
- _____.
- _____.
- _____.



Please pick your top priority for PROGRAMMING in Fairbury's Commercial Historic District.



10% (10)	Self-Guided Walking Tours
36% (37)	Activities for Young Professionals
17% (17)	Hours of Business in Downtown - More Consistent
25% (25)	Hours of Business in Downtown - More Evening / Weekend Hours

11.5 Standard Deviation 102 Responses

● CONNECTIONS ●

What points of interest should connect with Downtown?



- How?

- Self-Guided Walking Tours

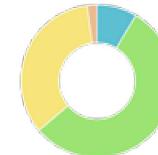
- Hike/Bike Trail Extensions

Wayfinding

- Other (Please Specify) _____.



How should these points of interest be connected to the Commercial Historic District?



9% (8)	Self-Guided Walking Tours
55% (52)	Hike/Bike Trail Extensions
34% (32)	Wayfinding
2% (2)	Other (Please Specify)

19.92 Standard Deviation

94 Responses

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NEEDS & OPPORTUNITIES



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VISION

Downtown Districts historically functioned as the heart of the community; this is the case for Fairbury's Commercial Historic District. Fairbury should continue to follow the framework of historic downtowns – making the District a one-stop shop with a variety and balance of uses; adding interest with unique shops to showcase local talent; and highlighting individual detail in facades while preserving the original design intent.

These efforts will help enhance the District by creating a traditional, comfortable atmosphere that becomes the base structure for the activities, shops, restaurants, and other businesses that bring life.



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GOALS

Building Age

Historic Preservation

Building Conditions

Facade Improvement Program
(Downtown Design Challenge Grant)

Design Guidelines

Building Use

Empty Spaces

Downtown Housing

Vehicular Accessibility

Wayfinding from Highways

Promenade to Downtown

Parking Availability

Off-Street Parking Potential

Pedestrian Accessibility

ADA Compliance

Sidewalks

Bump Outs

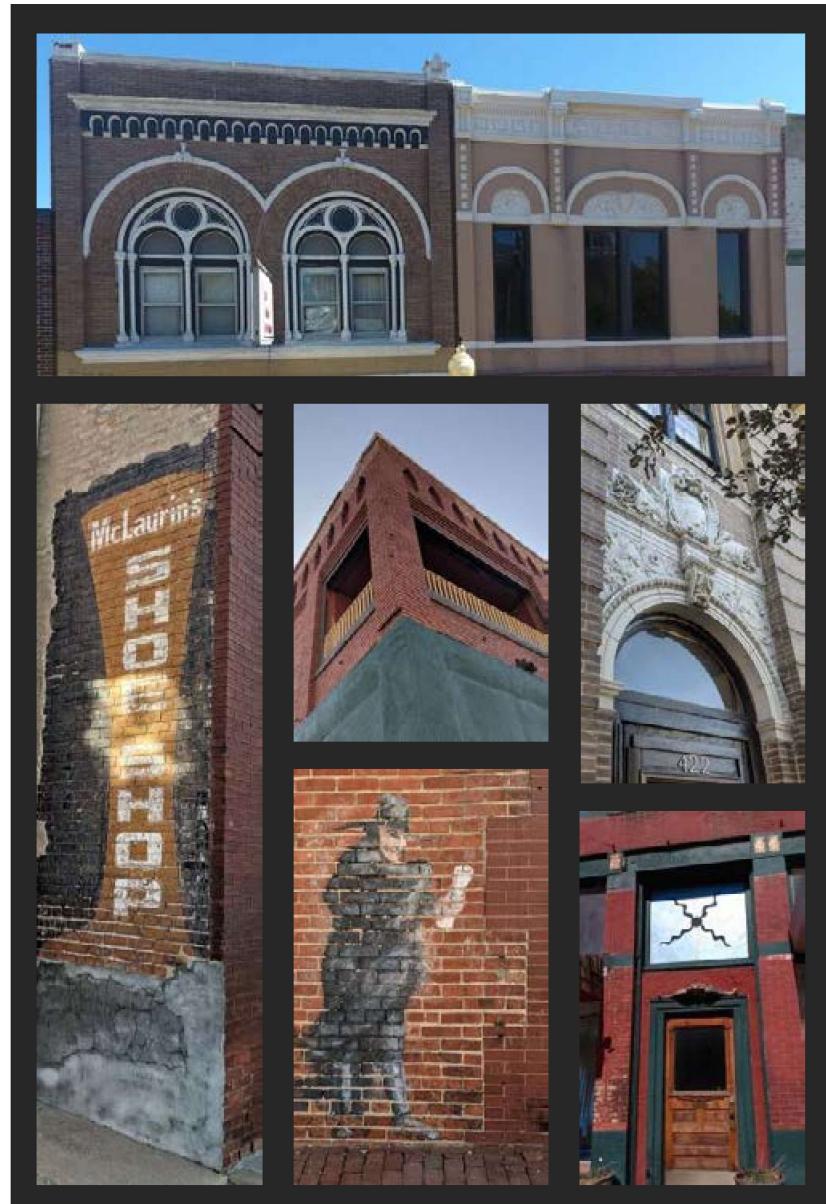
Pedestrian Environment

Marketing Downtown

Business Development

Branding

Continue Historic Preservation Efforts in the Downtown District



BUILDING AGE

The buildings in Fairbury's Commercial Historic District are ripe with character and details. This can be attributed to the average age of the downtown buildings. As previously stated, buildings constructed in the early part of last century were often built with a different level of craftsmanship than those designed by current construction standards.

The City of Fairbury has already worked to maintain the historic character apparent downtown. In 1997, the City of Fairbury applied and was granted registration on the National Register of Historic Places. According to History Nebraska, "The National Register of Historic Places is a list of historic places that tell the stories of the people and events that form America's collective identity. This prestigious list is also one of the most valuable tools individuals and communities have to encourage the preservation of important historic places." The City plans to maintain this designation into the future.

Contributing properties in Fairbury's Commercial Historic District are eligible for State and Federal tax incentives. This funding should be used to help maintain the historic integrity of individual buildings in the District.

Fairbury's Historic Preservation Committee is a supportive local resource for property owners wishing to improve their buildings. They should be involved if any contributing buildings apply for funding through the Fairbury Downtown Design Challenge grant program. The Historic Preservation Committee could also work with the Downtown Steering Committee to create more specific design guidelines for downtown facade improvements.

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BUILDING CONDITIONS

While several of the building in the Commercial Historic District were rated "Average", "Above Average", and "Good", there were still a handful of buildings in disrepair. If not addressed, these buildings could become safety concerns for pedestrians. They could also put adjacent buildings, vehicles, or public infrastructure at risk.

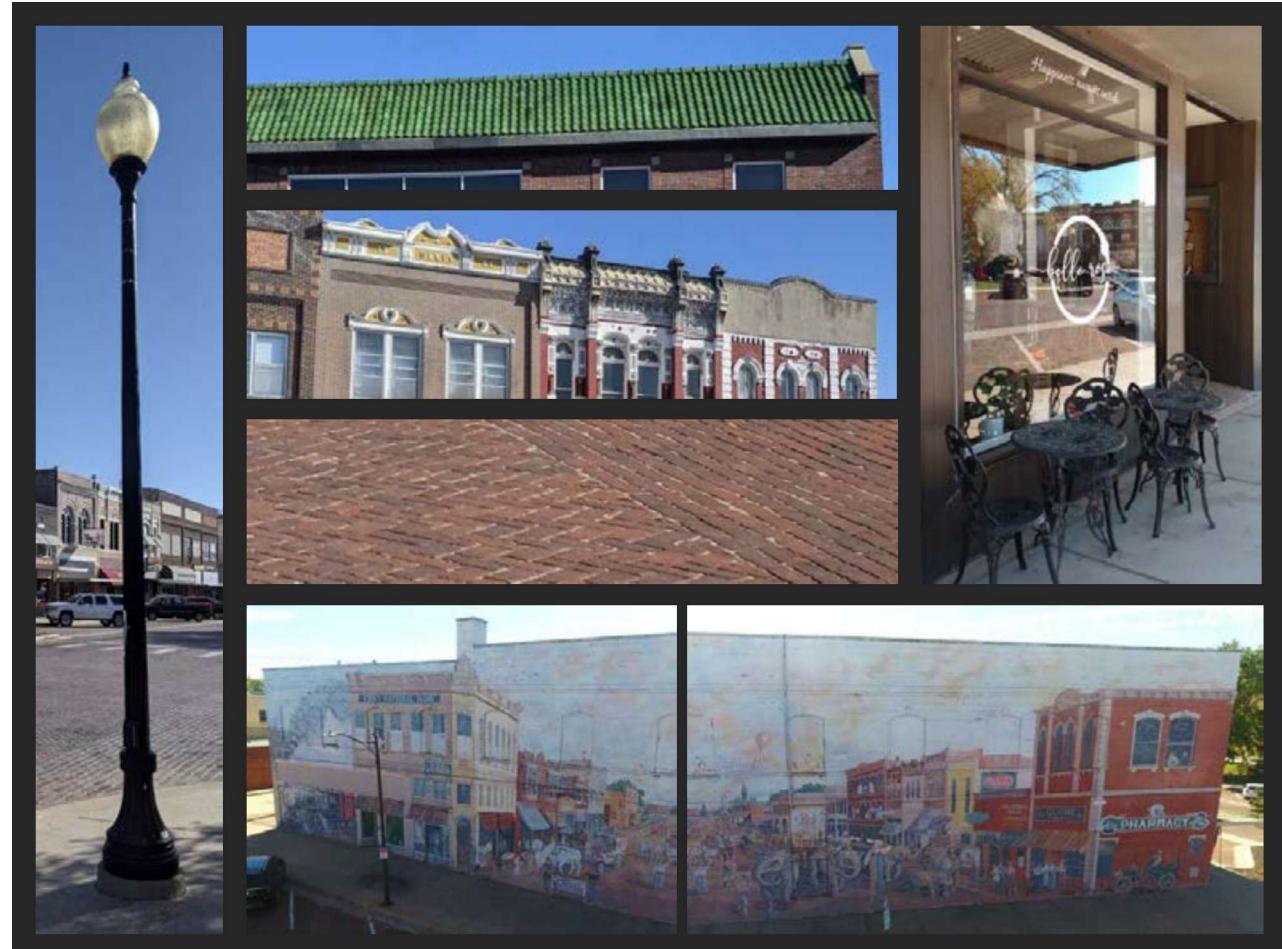
As previously stated, the City of Fairbury already has a facade improvement program available for downtown businesses. During public input meetings, attendees mentioned the poor workmanship associated with some of the improvement projects that have used these funds in the past. The City responded by increasing the funding amount to encourage the use of design and construction professionals. It will be important to maintain this program and assess its functionality as revitalization efforts continue.

The City may find it beneficial to create design guidelines tied to program funding. These do not need to be strict rules about material and design choices. They could start as general images and guidelines to give people an idea of the overall vision for the Commercial Historic District. They could also outline the approval process and quality standards necessary for funding.

Input on the creation of guidelines and approval of applicants for funding should be gathered from the Historic Preservation Committee and the Downtown Steering Committee appointed by Fairbury City Council. A visual representation of the Vision for the District and how it can be translated into different facade improvements is included on the following pages. A further inspection of each building will be necessary before any projects are initiated. Not all of the improvements shown may be financially feasible. They are intended as a visual representation of the vision developed during the planning process.

Maintain and Assess the Downtown Design Challenge Grant

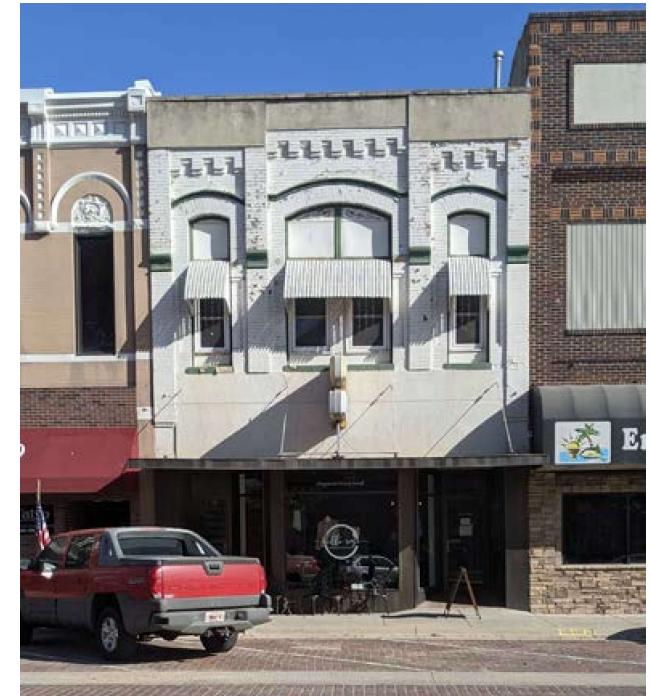
Create Design Guidelines to Inform Facade Improvement Decisions





Computer Rendering of Conceptual Improvements

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Existing Facade

Potential Improvements Shown

- Repair and Paint Upper Level
- Install New Windows
- Install Upper Level Awnings
- Replace Awning and Add Signage



Computer Rendering of Conceptual Improvements

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Existing Façade

Potential Improvements Shown

- Install Business Signage
- Install New Entry Doors and Vinyl Signage
- Add Planters and Bench
- Install Awning



Computer Rendering of Conceptual Improvements

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Existing Facade

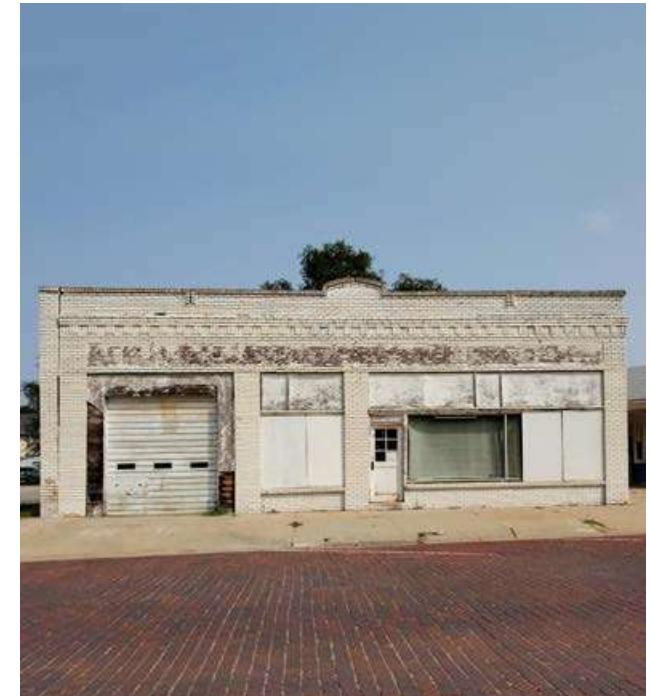
Potential Improvements Shown

- Remove Panel over Window
- Restore Sign
- Remove Sign Base
- Clean Stone



Computer Rendering of Conceptual Improvements

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Existing Façade

Potential Improvements Shown

- Add Painted Signage
- Repair and Paint Cornice Detail
- Repair Structural Concerns
- Install New Door and Windows
- Install New Overhead Door and Frame
- Repair and Paint Brick

BUILDING USE

Maximizing the Downtown District's potential includes utilization of all buildings and vacant lots for commercial, office, residential, and public uses. Minimizing the number of structures used solely for storage is important to creating a vibrant and viable Downtown District. Through this grant program and public investment within the area, opportunities for additional private investment should remain a top priority.

Find New Uses for Empty Spaces

Develop Downtown Housing

ADDITIONAL BUSINESSES

Downtown districts are traditionally multi-functional areas of a community. This is the case for Fairbury as well. The District serves as a place for employment, shopping, tourism, housing, personal services, government services, dining, and entertainment. It is home to many different businesses and services which attract visitors to Fairbury. Improving the building stock and overall aesthetics and providing assistance for business start-up will help encourage potential entrepreneurs and attract additional businesses.

Public investment dollars spent to help improve public infrastructure and facades throughout the Downtown District will help stimulate private investment. With increased opportunities for entrepreneurship, potential business owners could evaluate the possibility of opening a business within the Downtown District. Complementary businesses to those already located downtown would serve the same target audience and could also expand the demographic base and increase the economic climate.

Visitors are more likely to travel to the community if they can "make a day of it" and dine, sip, and shop. Complementary businesses tend to serve as valuable sources for referrals. Existing customers would likely be interested in what new businesses sell – and vice versa. Complementary businesses help keep potential patrons in the community longer, ideally spending more time and money.

SIGNAGE

Many of the buildings in the Commercial Historic District have signs for businesses that no longer exist. This can be confusing for downtown patrons who are new to the area. Removing outdated signage will help make the District easier to navigate. It will also naturally improve the aesthetics of the area because many of these signs are also in poor condition.

Pedestrian level signage for businesses could include sidewalks signs, vinyl on front windows or doors, or signage hanging underneath awnings. This signage allows pedestrians to clearly identify businesses and it helps with wayfinding. The increased signage also creates a more attractive pedestrian zone.

Window displays are one of the most underrated opportunities for Downtowns to really shine. They are essentially free advertisements that run constantly. There are five key principles for good storefront window design – Quality, Simplicity, Creativity, Illumination, and Variation Over Time.

GATHERING SPACES

Gathering spaces were a reoccurring topic during the public input process for the DTR Plan. There is currently a very limited number of gathering and event spaces in Fairbury, especially in the Commercial Historic District. These spaces would be a great way to attract large groups of people to the District. There are currently some vacant buildings, large and small, that would serve as excellent event spaces. For example, the previous Stagecoach Mall is a large vacant space that would be a great option for development as a large event space. Additionally, residents expressed interest in further development of Conrad Park as an outdoor gathering space. The following conceptual rendering illustrates its potential for hosting a farmers market. The park could include a covered pavilion with additional space for a stage or other events.



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SECOND STORY DOWNTOWN LIVING DEVELOPMENT

The following feasibility report was completed in April 2021, by Theresa Yaw, an economics lecturer at the University of Nebraska at Kearney.

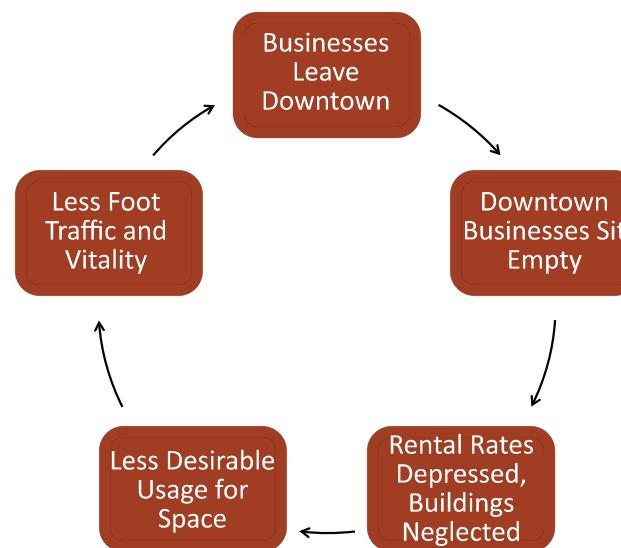
There is ample evidence that “loft”-style living, within walking distance of restaurants and shopping, is becoming more popular. Although this is mostly thought of to be an urban phenomenon, there are many examples of successful small-town second-story living developments. Americans value space between them and their neighbors, but they also increasingly value proximity to employment, facilities and destinations.

This paper will help to determine if Fairbury has the demographics and characteristics typical of a community that successfully draws residents to live downtown. In evaluating the viability of second story housing in a non-metropolitan setting, the following must be evaluated:

- Population demographics in determining the potential demand for upper story housing,
- The general characteristics of the community that are typically found in towns with successful downtown housing development,
- Identifying the supply of buildings that may be converted to upper story housing, and
- Financial viability of renovating the downtown space.

This paper references various studies which have developed profiles of communities that have or could have successful downtown upper story developments based on the considerations listed above. Fairbury is evaluated based on these profiles to determine whether or not upper-story living may be a viable endeavor.

An initial assessment of Fairbury reveals a wonderfully intact district of beautiful, architecturally compelling structures. On the other hand, shifting employment, business and residential patterns have created a significant amount of empty buildings, or buildings being used for undesirable purposes. Many small downtowns have fallen into a similar downward spiral, where new businesses at some point in time moved into developments outside the city center or relocated from downtown, leading to depressed rent as vacancies mounted. The lower rents caused less investment in and upkeep of the downtown buildings and created a climate for undesirable usage of the space (storage, street-level apartments). The resulting decreased foot traffic further dampened demand for the space, leading to even more empty spaces and building neglect.



The good news is that there is an opportunity to slow this downward momentum, as nationwide sentiment swings toward a new appreciation of downtowns. Second-story living is an important part of this trend, where bringing lives downtown is important for the overall vitality. There are many examples of positive momentum in similar-sized communities where businesses move back, creating more vitality and foot traffic, increasing rents, and creating an atmosphere where investment in upper-story living is financially viable. But these investment opportunities are limited unless the first-floor commercial space and upper-story residential space can command acceptable lease rates. Herein lies the main challenge--the ability of a developer or property owner to earn an acceptable return on their investment.

Demand

Demographics

Real estate projects are non-starters if there is not sufficient demand from residents to occupy the space. We will first examine Fairbury's general demographics and housing market conditions. Next, we will look at the features of Fairbury that may make it a candidate for successful development of upper-story living.

The prime demographics of residents who would be most likely to consider downtown apartments are single adults between the ages of 20 and 64, and young couples and households earning less than \$50,000. Due to accessibility, it is not normally attractive to people over 64 and families with young children.

Latest 2020 census estimates show that there are 1,916 persons aged 20 to 64. This is down from 2,052 in the 2010 census and is projected to fall to 1,762 by 2025. Most of this decrease is in the 20-34 and 55-64 age group. The 65+ category is projected to increase 4.5% between 2020 and 2025. The overall population is projected to continue its steady decline.

According to 2020 Census estimates, Fairbury has 3,791 residents and an average household size of 2.13 people. Of the 1,736 households, 961 are family and 775 are a single person or non-family group. There are 1,290 households (74%) comprised of just one or two people. Census data show that there are 758 renter-occupied housing units and 978 owner-occupied housing units. Median gross rent in Fairbury has been estimated to be in the range of \$546 to \$725.

Although population has been declining and further modest declines are projected in the future, the percent of the population who rents has increased. Renters accounted for 30% of households in 2000, 35.7% in 2020, and is projected to stay steady near this level through 2025.

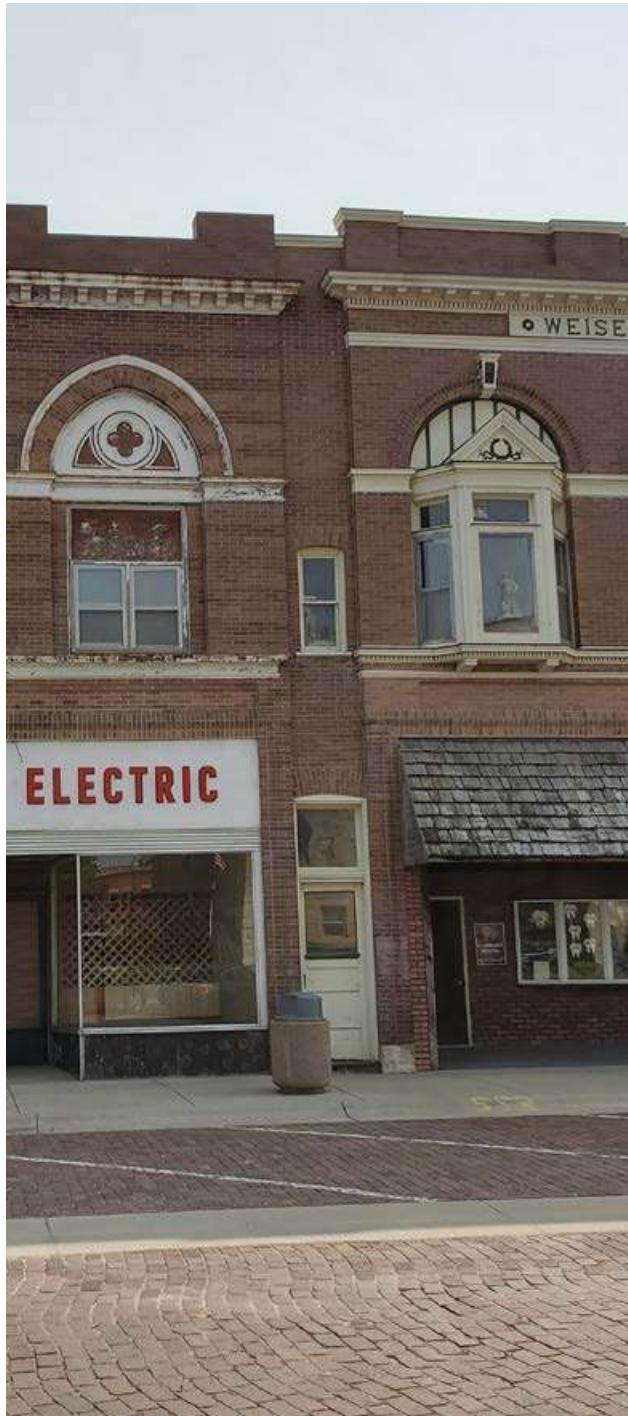
TABLE 11: POPULATION COMPOSITION							
AGE GROUP	2000	2010	% CHANGE 2000-2010	2020 EST	% CHANGE 2010-2020	2025 PROJECTION	% CHANGE 2020-2025
0 – 19	1,012	953	-5.8	912	-4.3	897	-1.6
20 – 34	639	623	-2.5	560	-10.1	494	-11.8
35 – 54	1,060	898	-15.3	820	-8.7	799	-2.6
55 – 64	388	531	36.9	536	.9	469	-12.5
65+	1,163	937	-19.4	963	2.8	1,006	4.5
<i>Total</i>	4,262	3,942	-7.5	3,791	-3.8	3,665	-3.3

Source: U.S. Census Estimates, 2020

The median household income in Fairbury is estimated to be in the range of \$36,831 to \$39,272, with 1,110 households earning less than \$50,000. This puts approximately 64% of households in the income brackets most likely to find downtown apartments attractive.

The Fairbury Community Redevelopment Authority commissioned a comprehensive housing study in 2018 to assess the need for affordable housing in Jefferson County through 2023. The study included a survey which revealed that 28 of the 155 survey participants were not satisfied with their current housing situation. For renters, the top issues were lack of availability of decent rental units in their price range, cost of rent, and cost of utilities. The top housing needs identified by the survey included housing for low-to middle-income families, elderly persons, housing for existing/new employees, single family housing, general rental housing, housing for first time homebuyers, rehabilitation of owner-and renter-occupied housing and two-and three-bedroom + apartments or homes.

Monthly rent of less than \$400 was identified as being the most popular survey response for the maximum their family could afford, with \$400 to \$600 the next popular choice. The Workforce Housing Needs survey results for Fairbury, showed that 22 out of 49 participants reveal that they pay less than \$500 in rent or mortgage payments. Fifteen out of 23 respondents said they could afford no more than \$600. There are state programs that can help with rental assistance, which may be necessary to bridge this gap. The housing study provides details of such programs.



The Jefferson County housing study found that Fairbury would have sufficient demand for an additional 49 owner and 39 rental units by 2023 at an estimated cost of \$18.7 million. Of these 39 additional rentals desired, 20 are targeted for households at 30%-60% of area median income, and 13 are for households at 61% to 80% of area median income. Only six units are targeted for those earning 81%-125% of area median income. To be affordable, rent cannot be higher than \$620 per month for those making 60% of area median income and \$675 for those making 80% of area median income. These rent figures are significantly higher than residents are willing to pay according to the survey, and lower than what may be necessary to make investment in apartments financially viable. This may require the use of one or more public programs or support for buying down the cost of development in order to attract investors at this level of rent. The Jefferson County Housing Study discusses existing and proposed programs at length.

The building permit records for the past few years do not indicate that action has been taken to begin building the additional housing the study called for. Also, the study does not specifically address downtown apartments beyond a mention in a footnote.

Households are considered to be cost burdened as defined by the Department of Housing and Urban Development if they are paying 30% or more of their income on housing costs, which may include mortgage, rent, utilities and property taxes. In 2018 an estimated 238 renter households in Jefferson County, or 27.9% of all renter households, are cost burdened. According to the Jefferson County Housing study, this high rate of rental housing burden is related to the low supply and high demand for housing in the County with affordable prices. Most of the new rental housing being developed today does not meet the affordability needs of persons and families with the greatest housing need and housing that is available for purchase or rent is either severely deteriorating or dilapidated, and in extreme cases, experiencing health and safety issues.

These findings help explain the less-than-ideal situation where residents are living on the first floor of some downtown buildings. There seems to be a lack of adequate housing options for low-income households. Until this shortage is addressed, it may be difficult to enforce any prohibition against first-floor apartments. As previously mentioned, the 2018 housing study details the various state programs which could provide rental assistance.

Employment is projected to remain steady over the next five years with very low unemployment rates. An estimated 1,833 persons work in a non-farm place of employment. The largest concentration of workers is employed in health services (250), retail (329), other services (280), educational institutions (165), wholesale trade (162), government (129), and dining and drinking establishments (125).

The population demographics are mixed for the concept of downtown second-story living. The findings in the Jefferson County study, which show a need for additional rental units in Fairbury, also note that most of this shortage is for low and middle income housing which would command a rental rate lower than ideal for an acceptable return on investment. Also, although Fairbury has an ideal number of residents in the prime age group of 20-65, and a high number of one- and two-person households, the demographic of population aged 20-65 is shrinking over time.

Community Characteristics

In addition to general demographic trends, there are characteristics of a community that influence the demand for downtown living.

According to the Iowa study, there are several factors that determine how attractive a small-town downtown is to potential downtown renters. These factors are:

- Large downtown (at least 20 block faces)
- Square rather than linear configuration
- Existence of a courthouse within walking distance
- Close to major highway
- Local manufacturing and other major employers
- Existence of a movie theater, hospital, grade school, high school, nearby college
- Large number of commercial, retail, and dining/bar/coffee house locations

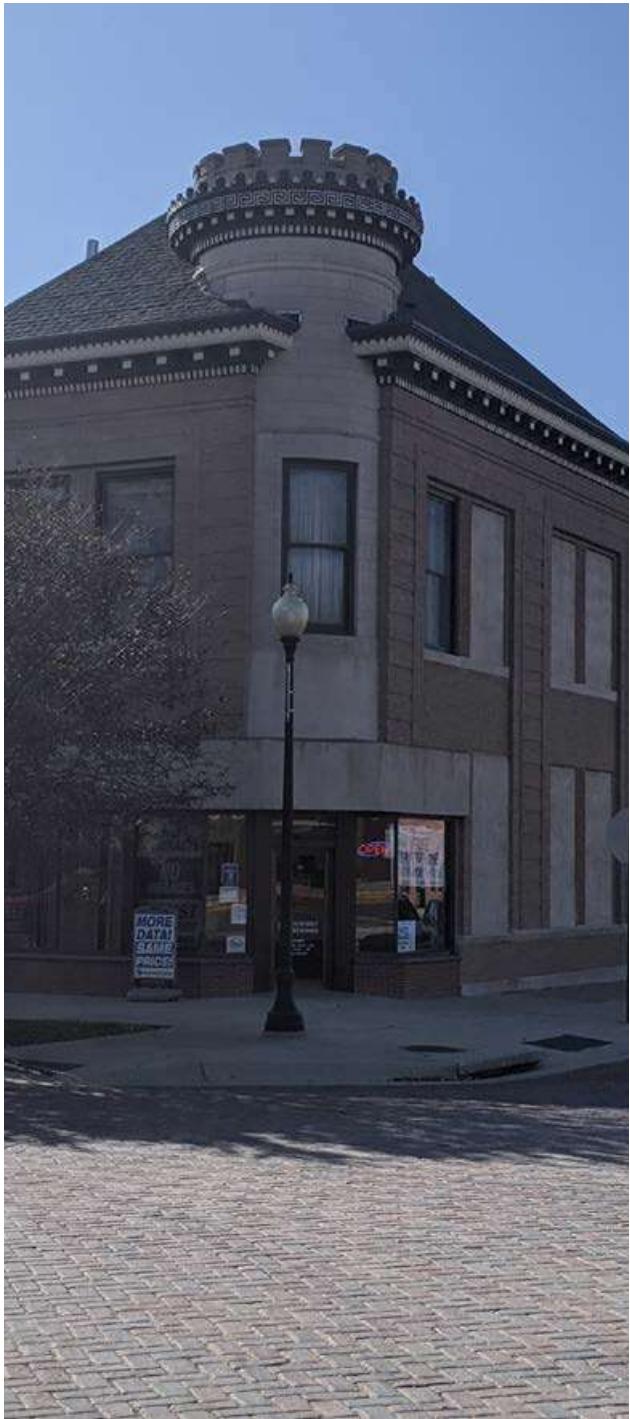
Fairbury does not have a large manufacturer, but has a good mix of smaller industry and commercial, retail, service and food service employers, as discussed above. It has a courthouse and hospital nearby, and college 35 miles away in Beatrice. Downtown Fairbury contains 20 block faces and is square rather than linear.

Demand for downtown apartments goes hand in hand with the vibrancy of the downtown. There is undeniable charm in most of the old buildings, but, like most downtowns, there are unsightly structures, abandoned buildings, and buildings used for storage and first-story residences which detract from the appeal. There is demand for the types of businesses that normally appear downtown, as detailed in the downtown vitality study conducted earlier this year. This can be thought of as potential business that might be drawn to downtown if momentum begins to happen.

To the prospective downtown resident, retail locations are of higher value than commercial locations and service providers, and bars and restaurants are valued highest of all. People want to live in a vibrant area with places to go and things to see. Although the evaluation is subjective, the Gap/Surplus analysis indicates that the bar and restaurant scene in Fairbury is not as active as it could be. The residents expressed strong desire for more variety and especially extended hours of operation for existing businesses. Having more dining and retail locations would help attract more people to downtown living, however it may be just as true that having people live downtown could help attract businesses. As Ron Drake of the “Flip This Town” podcast often says, “the best way to bring life downtown is to bring lives downtown.”

The Downtown Revitalization project that is currently underway will undoubtedly help make the downtown a more attractive place to live through cosmetic improvements and improved pedestrian accessibility. This may be the boost necessary to start the momentum moving in the right direction.





Supply

There is no denying that Fairbury has an abundant supply of old, two-story buildings downtown that could be desirable upper-story housing. There are more than 70 buildings (each 25-foot span is counted as one building) in the downtown area with a second story. These buildings have various depths and are in various condition, but this is a quantity normally seen in much larger cities. Clearly Fairbury has taken care not to demolish these historic buildings as many other small cities have done.

Fairbury's Commercial Historic District is listed on the National Register of Historic Places. A selection from PlaceEconomics' Twenty-Four Reasons Historic Preservation is Good for Your Community provides substantial evidence that historic preservation:

- Creates jobs
- Stimulates downtown revitalization
- Promotes heritage tourism
- Provides affordable housing opportunities
- Improves property values
- Is at the heart of a healthy small local business economy
- Provides space for new business start-ups
- Creates walkable, human-scaled, environmentally responsible communities

All of the above happens because well-preserved historic communities are attractive, intimate, and dynamic places to live, work, and visit. Communities with designated historic properties are further advantaged by a number of financial incentive opportunities available to historic building owners.

TABLE 12: HOUSING OCCUPANCY

OCCUPANCY TYPE	NUMBER OF UNITS
<i>Owner-occupied housing units</i>	1,162
<i>Renter occupied housing units</i>	620
<i>Vacant Housing Units</i>	363
<i>Total Housing Units</i>	2,145

Source: U.S. Census Bureau, 2010

According to the U.S. Census, in 2010 there is estimated to be 2,145 housing units in Fairbury with 363 vacancies or 16.9%.

The latest 2020 estimates show total housing units at 2,123 with the vacancy rate of 18.2%. Details on the 363 vacancies identified in the 2010 Census are as follows:

TABLE 13: VACANT HOUSING TYPES

VACANCY TYPE	NUMBER OF UNITS
<i>For rent</i>	77
<i>Rented, not occupied</i>	6
<i>For sale only</i>	28
<i>Sold, not occupied</i>	16
<i>Seasonal, recreational, occasional use</i>	16
<i>Other vacant</i>	220
<i>Total Vacancies</i>	363

Source: U.S. Census Bureau, 2020

The 2018 Jefferson County housing study noted that the adjusted housing vacancy rate, including only vacant units that are available for year-round rent or purchase, meeting current housing code standards and having modern marketable amenities, indicate a rental vacancy rate of 7%. This indicates that Jefferson County has a mild renter housing vacancy deficiency.

Despite this information, a search of all rental listing sites, newspaper classified ads, and realtor sites currently shows just one available unit for rent in the city of Fairbury.

The Jefferson County housing study showed that of the 1,784 housing structures in Fairbury, 79 were in good or very good condition, 1,297 were in average condition, and 408 were classified as badly worn or worn out. The Jefferson County study recommended the demolition of 210 housing units in Fairbury, citing County Assessor information, field inspections and age of housing. It is unclear how many, if any, of these units are downtown buildings.

The latest census information shown the following breakdown of monthly rental housing costs:

TABLE 14: HOUSING COST, MONTHLY RENT

MONTHLY RENT AMOUNT	NUMBER OF UNITS
Less than \$200	50
\$200 to \$299	67
\$300 to \$399	139
\$400 to \$449	179
\$500 to \$599	23
\$600 to \$699	83
\$700 or more	39
<i>Median Gross Rent</i>	\$546 - \$725

Source: U.S. Census Bureau Estimates, 2020

Not surprisingly, this is well below the state median monthly gross rent of \$934.

Closely related to the rent levels is the affordability of rental housing. The common rule of thumb is that rent should not exceed 30% of household income.

TABLE 15: GROSS RENT AS PERCENTAGE OF HOUSEHOLD INCOME

PERCENTAGE RANGE	PERCENT OF RENTING HOUSEHOLDS
Less than 20%	32%
20% to 29.9%	36%
30% or more	32%

Source: American Community Survey, 2020

The 2018 Jefferson County Housing Study indicated that the current supply of housing is not meeting the needs of the population. The most underserved segment is low income, elderly, and special needs. The county has five affordable rental housing programs, including four in Fairbury. These 132 units are typically at or near 100% occupancy.

In summary, there is a need for additional housing in Fairbury to meet the current and future demand. There is an abundance of buildings downtown that are candidates for upper-story renovation. Unfortunately, the shortage is mostly in units that are affordable to low and middle income residents. This limits the amount of investment that can be put toward these projects to make an acceptable return. Rather than high-end lofts marketed toward people at and above the median income level, the apartments may have to be more modest and cost-efficient to be affordable to lower-income residents. This can still be done tastefully, with residents having a nice apartment and enjoying all the benefits of living downtown.



Supply and Demand Summary

The summary in the table notes which characteristics Fairbury possess that indicates success for downtown housing development, and those which may be a hindrance to the project's success. Green measurements are considered positive characteristics, red indicates negative characteristics, and black signifies mixed or unknown results.

TABLE 16: DOWNTOWN HOUSING DEVELOPMENT POTENTIAL SUMMARY

CHARACTERISTIC	FAIRBURY'S MEASUREMENT
<i>Demand</i>	
High % of population age 20-64	50.5%
High % of 1- and 2-person households	74%
Income below \$50,000	1,110 households (64%)
Hospital	Yes
Schools	Yes
Courthouse	Yes
Nearby college	Beatrice is within 30 miles, but may be too far for student residence
Close to places of employment	No large manufacturer, but many smaller employers
<i>Supply</i>	
Vacancy rate below 5%	Very few vacancies to be found, segment with greatest need is low- to middle-income
Quantity of downtown buildings with 2nd story	More than 70
Cost/condition of existing buildings	Unknown
City codes/ADA regulations	Unknown
Grants/tax incentives available	TIF, Historic Tax Credits
<i>Downtown Vitality</i>	
Size (block faces)	20
Square vs Linear	Square
Distance to nearest highway	Not near major highway
Movie theater	Yes
Number of retail locations	Mixed, some gaps in retail coverage
Number of bars & restaurants	Desire for more variety and extended hours

Source: U.S. Census Estimates, 2020

Financial Considerations

The primary objection to renovating an old building is the belief that it will cost too much, or historic preservation is more expensive than new construction. This is certainly true about the restoration and rehabilitation of some historic buildings, where the neglect and deterioration is extreme or where a particularly high level of craftsmanship (masonry, windows, plaster, decorative woodwork) is required. But, in the majority of cases, the preservation and reuse of existing historic buildings is more cost effective than new construction.

It is difficult to get a good estimate that can be applied across the board, as the cost is dependent upon the general condition of the building to begin with. Estimates range from \$34 to \$250 per square foot, with most sources estimating an average of \$35 to \$78 per square foot. Where a particular building falls within that range depends largely on the following:

- The condition of the roof,
- How much tuck-pointing and other masonry repairs are necessary,
- If sprinklers are needed,
- HVAC needs,
- The condition of the plumbing, and how much additional work is needed,
- The condition of the electrical wiring and how much additional work is needed,
- How much, if any, hazmat abatement is necessary,
- The quantity and condition of windows,
- The location of and width of stairwells, and
- Whether elevators are needed (generally not required for 2-story apartments).

According to Fred Burkhardt, writing in 2017 for Trade & Industry Development, "From a cost perspective, a complete building rehabilitation costs about 16 percent less in construction costs and 18 percent less in construction time than new construction."

So for many adaptive reuse and commercial projects, historic preservation make sense from a financial standpoint, based on lower initial real estate investment and the lower cost of renovating versus building new. Add to this that historic preservation results in bigger job creation, boosts community vitality in a variety of ways, and also offers something almost intangible — the opportunity to save and nourish the heart of a community, too.

Potential developers can take advantage of the Historic Tax Credits which offer a 20% State and 20% Federal income tax credit to defray the additional cost of renovating to historic standards (currently under consideration to increase to 35%). It is often thought that these credits are too complicated or restrictive to be useful for small projects, or that the upfront costs to comply are prohibitive. However, it is this author's experience that, especially at the Federal level, there is significant flexibility afforded to smaller projects. Hiring a firm who has expertise in applying for these tax credits will help developers navigate the system.

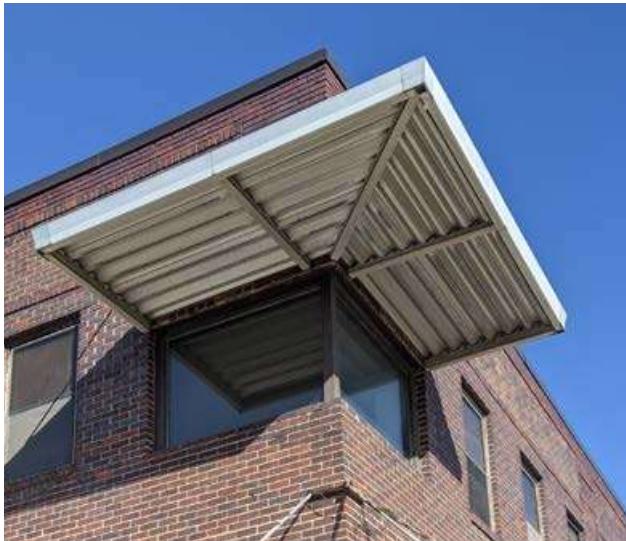
Other local programs should be considered to encourage development. Fairbury has in place a Tax Increment Finance (TIF) program which offers property tax relief on the building improvements. Many communities offer building improvement grants, or grants specifically awarded for development of upper story apartments (e.g. \$15,000 per bedroom).

The Nebraska Valuation Incentive Program (VIP) offers similar property tax incentives as TIF. This program freezes the assessed property evaluation for eight years after a building is rehabilitated. Property taxes increase by 25% each year for four years after the initial eight years.

Another potential roadblock is acquiring the funding for building renovation. Local banks should be consulted early in the process so they can gain the expertise necessary to evaluate these projects.

A concern of many is that historic buildings are hopelessly energy inefficient and cannot meet current demands for sustainability. No myth in historic preservation is further from the truth. While most newly constructed buildings use less energy compared to existing and historic buildings, existing buildings can be made to be competitively energy efficient by systematically making conservation improvements that might include adding insulation and storm windows, stopping air infiltration, and replacing conventional heating and cooling systems with heat pumps.

But even more important, all the energy to make the materials that went into an existing building has already been spent, sometimes hundreds of years ago. In contrast, new buildings require a great deal of new energy to produce the concrete, bricks, gypsum, framing, roofing, and mechanical systems needed. These energy costs include the energy required to get the raw materials out of the ground or off the land, to transport the raw materials to the place of processing, to process the raw materials into a manufactured product, to transport the finished product to retailers and then to the consumer, and then to install the finished components into the building. A new average-sized house consumes about 181,000 kilowatts in energy before the house is ever occupied. Assuming the new house is more energy efficient than an existing house, this means it will take an average of 40 years for an energy efficient new house to recover the energy and carbon expended in the construction of that house (Empty Homes Agency, 2008). The greenest building is the one that already exists.



Another common concern is that the cost to bring an old building up to current fire codes and local building codes is prohibitive. In reality, the fire inspectors understand the challenges of renovating an old building and, in this author's experience, are more than happy to work with owners. Sprinklers are a must and are very expensive, but other safety regulations can be negotiated (stairway width, distance to exits). The fire inspectors are focused on ensuring that residents are safe, and as long as the owners are committed to the same goal there is room for compromise. Local building inspectors should adopt the same attitude. Especially if there are historic tax credits at play, they should be flexible in their judgements while maintaining sensible health and safety standards. The city can adopt parts of the International Building Code which address some of the unique problems developers will encounter in bringing an old building up to code. The city should adopt the role of a development partner, not an adversary.

A roadblock that rehabilitation projects often face is the scarcity of people with required skills. History Nebraska has assembled a list of craftsmen in Nebraska who specialize in old building repair. This directory is available at history.nebraska.gov. From windows to masonry, finding experienced and knowledgeable people is vital.

Other barriers to success that were identified in the Iowa study were:

- People living downtown want nearby off-street, and preferably covered, parking, which many cities do not have currently. In a small city such as Fairbury, this is less important.
- Before beginning any interior renovation problems with roofs, common walls, and other structural issues must be resolved.
- Antiquated sewer and water systems can impede development projects because sometimes these require multiple property owners to agree to make improvements.
- Access to upper stories of downtown buildings often requires new stairways which can be very expensive.
- Absentee and aging property owners often do not see the benefit of renovating their buildings.
- Compliance with Americans with Disabilities Act and Davis-Bacon Act requirements may add to the cost of larger renovation projects.
- There can be a stigma associated with downtown living in smaller cities as it is often viewed as low-income housing.
- Existing housing assistance programs are not well coordinated and require too much paperwork.

These are not insurmountable in most circumstances; they just require careful planning.

So the question remains, will a building owner see a decent return on investment at the rent level expected in Fairbury? A rough analysis shows that in order to achieve a 5% ROI for adding three units to an upstairs building at \$700 gross rent per month, the net investment cannot exceed \$323,000. This assumes annual expense for real estate taxes, insurance and repairs of \$5,800, with the renter paying all utilities.

TABLE 17:

<i>Monthly Rent (3 units x \$700)</i>	\$2,100
<i>Annual Rent</i>	\$25,200
<i>Real Estate Taxes</i>	\$800
<i>Insurance</i>	\$2,000
<i>Repairs and Maintenance</i>	\$3,000
<i>Total Annual Expenses</i>	\$5,800
<i>Rent Less Expenses</i>	\$19,400
<i>Net Rehabilitation Investment (ROI=5%)</i>	\$323,333
<i>ROI</i>	5%

Source: UNK, 2021

This is one example, each building is different and will have different expenses and rent potential which will require a careful financial review.

Fairbury has an abundance of beautiful old buildings and great potential for downtown. With careful planning and community support, downtown apartment development could be a viable investment opportunity for building owners.

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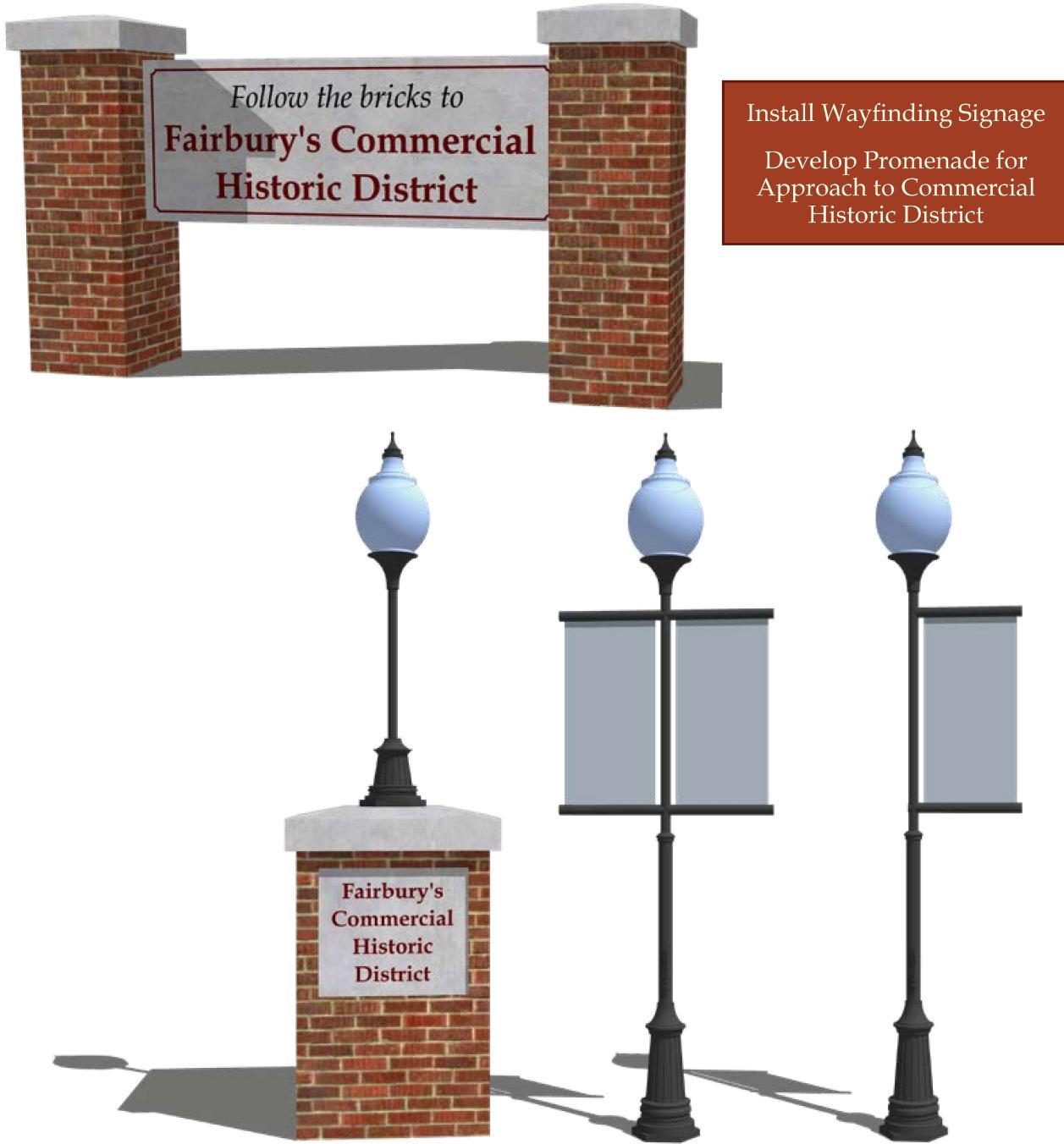
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VEHICULAR ACCESSIBILITY

Wayfinding

As previously discussed in this Plan, the Commercial Historic District is removed from the main highways used to travel to and through the community. There is currently a small sign along U.S. Highway 136, directing travelers to the business district. The current sign is a standard highway sign and very easy to miss if it is not specifically sought out. The City of Fairbury should explore options to add larger wayfinding signage along or near the highway to direct potential patrons to the Commercial Historic District.

Adding signage on any highway can be very difficult, as there are many design and placement regulations to protect visibility of vehicular traffic. The City may want to work with a consultant who can navigate the intricacies of signage placement along a highway. They may also benefit from the established relationship with the Nebraska State Department of Transportation.

The City may also examine any possible private land that would be available for signage installation. Once a location is found, the wayfinding signage should be the first representation of the Commercial Historic District's brand. It should give potential visitors a taste of what to expect if they visit the downtown area. An example of signage with the bricks incorporated is shown in the conceptual rendering. Similar signage could also be used at area parks and other community attractions to further market Fairbury's downtown.

Promenade to Downtown

If visitors can be successfully directed down E Street, the approach to the Commercial Historic District could be enhanced. Adding lighting with banners marketing the District would add to the existing brick streets, creating a promenade to the District itself. Street lighting could be replaced to complement the existing downtown lighting at a vehicular lighting scale. Conceptual examples of light posts are also included on this page.



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PARKING AVAILABILITY

There were mixed reviews about parking availability in Fairbury's Commercial Historic District. Previous surveys have reported adequate downtown parking, but parking was a concern during the planning process for this revitalization project. A need for additional parking northeast of the Courthouse Square was found during the parking analysis completed for this Plan. These findings were confirmed during public input sessions.

Parking demand will increase with the potential additions of event spaces and growth of upper story housing development. If demand grows beyond what can feasibly be accommodated with on-street parking, the City may need to develop some off-street parking options or parking lots. There are currently some vacant lots located on the periphery of the District that could help fulfill this need.

Downtowns are typically designed with minimal to no setback requirements and a higher density than other commercial use districts. This helps downtown develop a unique sense of place. If off-street parking is developed, it should not detract from the downtown environment or brand. Therefore, installing parking lots in place of buildings or green space, directly around the Courthouse Square should be avoided. Additionally, any new off-street parking areas should incorporate green space and screening to improve the pedestrian experience.

Parking availability is currently not a top priority. It should be reexamined as additional downtown uses are added to the Commercial Historic District. If a plan for parking expansion is in place, it will proactively help shape development rather than reacting to an existing need.

Identify and Develop Lots
for Off-Street Parking



PEDESTRIAN ACCESSIBILITY

ADA Compliance

According to the Centers for Disease Control and Prevention (CDC), 61 million adults in the United States live with a disability; this accounts for 26% of the adult population. These disabilities have far-reaching impacts on the design, development, and maintenance of trail systems, street crossings, and many other community amenities. An estimated 712 residents in Fairbury live with a disability. This is almost 30 percent of the total population. Over 10 percent of Fairbury's population reports living with ambulatory difficulty.

These difficulties can affect potential patrons' access to downtown businesses. If there is limited available parking stalls, a patron may be forced to park in the middle of a block, then walk to the corner of the block before being able to access the sidewalk. This means a person with ambulatory difficulty may be required to walk between parked cars and oncoming traffic for a substantial distance before safely entering the pedestrian zone. This increased interaction between pedestrian and vehicular traffic also increases the risk for pedestrian safety.

Installing additional curb ramps or handrails where sidewalk stairs exist could help increase the entry points onto the sidewalks. Designing curb ramps to comply with ADA guidelines could also help increase accessibility. For example meeting minimum sizes for top and bottom landings on ramps, installing truncated domes of contrasting color at intersections, and designing sidewalks with minimum cross slopes are all ways to increase accessibility. Many of these items could be installed during a sidewalk and curb replacement project. Accessibility concerns should be considered as downtown revitalization projects are developed.

Increase ADA Compliance

Repair or Replace Sidewalks and Curbs

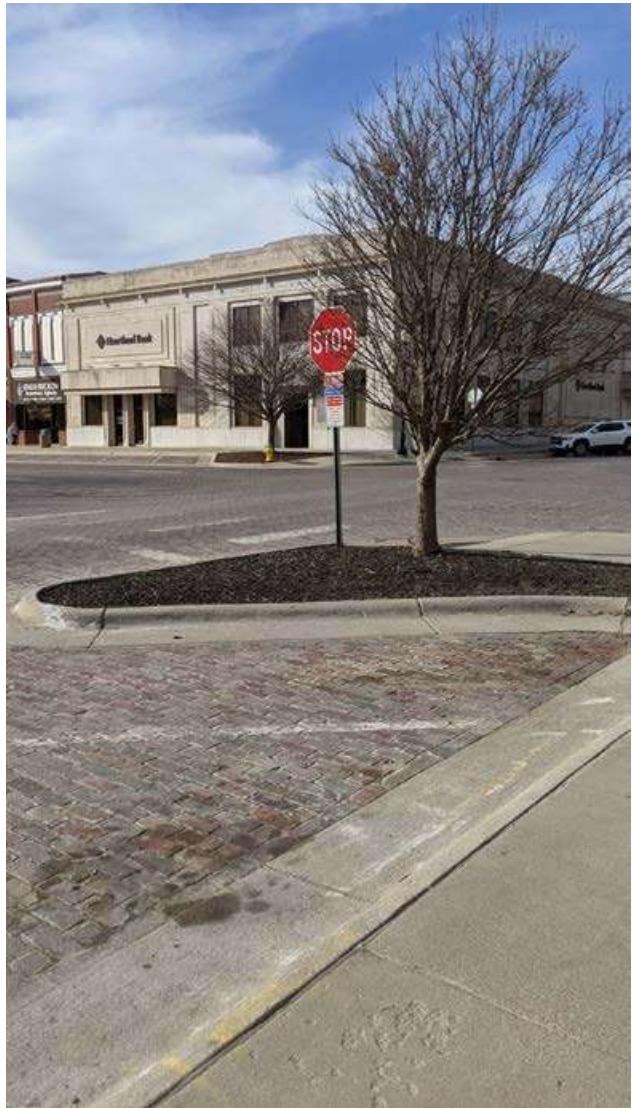
Improve Bump Outs

Develop the Pedestrian Environment

Sidewalks and Curbs

Many of the sidewalks and curbs in the Commercial Historic District are in need of repair or replacement. During the 2020 Visual Analysis, the main sidewalks surrounding the Courthouse Square were rated in overall "Good" condition. The conditions worsen as distance to the square increases. The curbs were not rated during the Visual Analysis. A desire to replace curbs and sidewalks as needed throughout the District was expressed during public input sessions and meetings with the Downtown Steering Committee.

In October 2020, Precision Concrete Cutting completed a Trip Hazard Repair Proposal for the City of Fairbury. The Proposal included a sidewalk survey of the Commercial Historic District, noting any trip hazards located on the public sidewalks. The Proposal is included in "Appendix 3: Precision Concrete Cutting Trip Hazard Repair Proposal". It outlines an alternative method of repairing the sidewalks but does not include curb replacement. Additional ways to increase accessibility and safety for pedestrians should be included in any sidewalk and curb improvement projects.



Bump Outs

A bump out is created by extending a sidewalk into the existing street. This gives pedestrians the ability to see past parked cars while remaining safely on the sidewalk. It also shortens the length of crosswalk and the time a pedestrian is interacting with vehicular traffic. Bump outs visually narrow the driving lanes, naturally slowing traffic.

The poor appearance of the existing bump outs was also discussed during the public process. Residents mentioned the visibility concerns caused by the trees and mess caused by the ground covering materials. The constant maintenance and plow maneuverability was also a concern.

To be most effective, bump outs should be designed with consideration to maintenance and snow removal. A bump out should extend from the normal curb line at a convex angle. If the bump out instead follows angled parking lines, it creates a concave angle which makes snow removal very difficult.

Several of the bump outs around the Courthouse Square are designed with concave angles. If projects are completed in these areas, the bump outs should be reconfigured to a more effective design. The City may also consider partially or fully filling the bump out with hardscape to create an additional walking path and reduce maintenance needs.

Pedestrian Environment

A majority of the buildings surrounding the Jefferson County Courthouse Square are multiple stories. The large scale of these buildings and the Courthouse Square itself could cause a disconnect between pedestrians and the space they inhabit. Specific efforts should be made to make the environment more comforting to pedestrians. Enhancing the pedestrian scale with pedestrian lighting, banners, benches, planters, and more will improve the overall experience of pedestrians in the Commercial Historic District. This will in turn encourage more walking and lingering around downtown businesses.

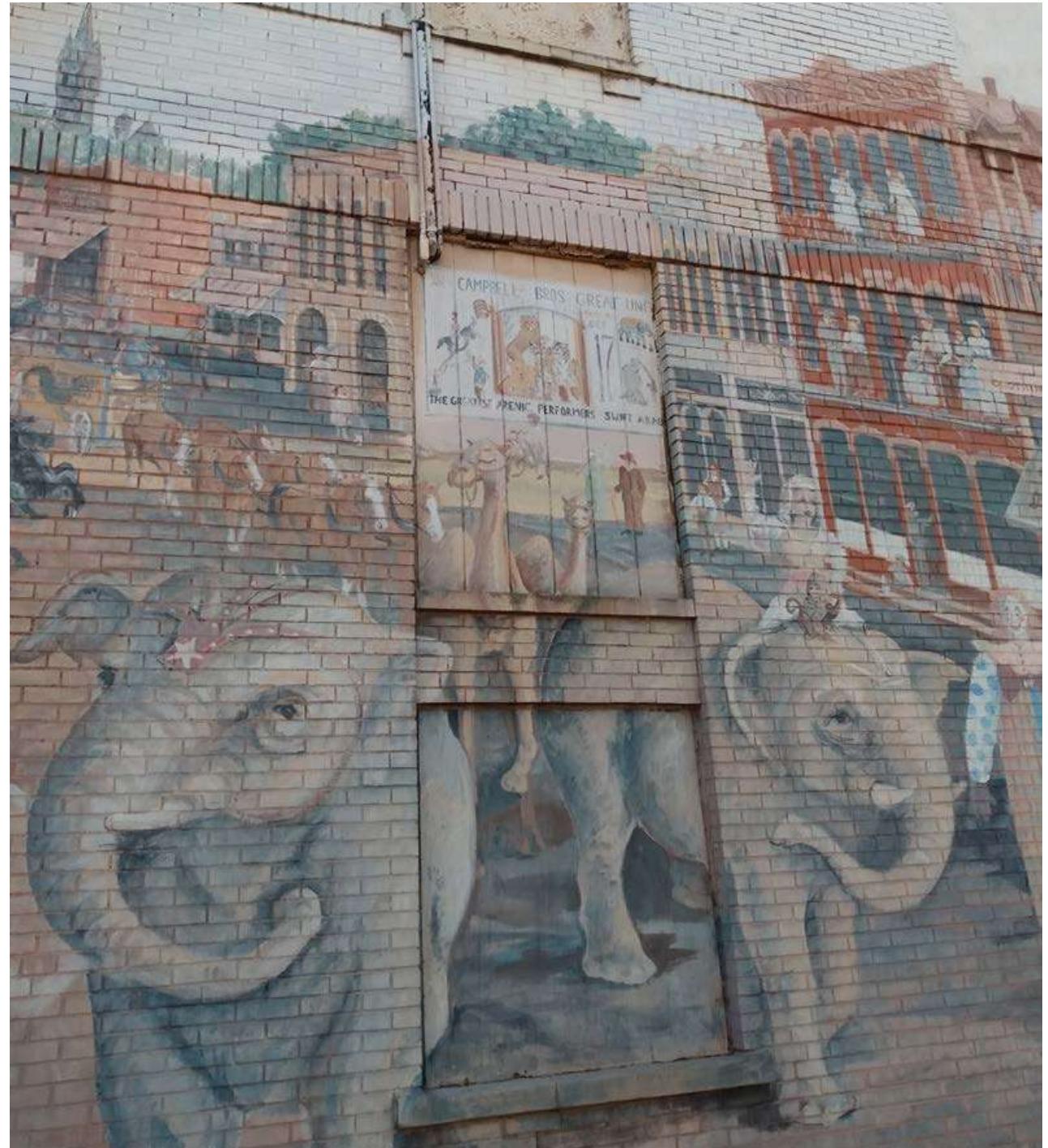
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Public Art Walk

There are a number of murals scattered throughout the Commercial Historic District. Public art was discussed in detail throughout the public input process. Murals, statutes, banners, historic installations, and wayfinding signage can all be considered “art” and should be chosen to complement the vision for Fairbury’s Commercial Historic District. These public art additions help enhance the pedestrian zone by adding visual interest and character to the public realm. Many believe murals help build a sense of community by taking a blank wall and turning it into an artist’s canvas for all to enjoy.

Murals help make an area welcoming and walkable, they attract visitors and brighten the pedestrian environment. Murals can highlight history, display unique qualities of the community, or be tied to a specific business. Murals can also be interactive. People may take their pictures with public art and post it on social media. This helps create memories within the space and serves as another attraction for visitors.

Public art is another effective method to soften the hard surfaces prevalent in a downtown district. It can also help shrink the large scale of downtown buildings and add character to the space. A Public Art Walk could be developed similar to the Historic Trail Walk, incorporating existing murals in the community. Additional background information could be provided online to make the walk more interactive.



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MARKETING DOWNTOWN

Promote Business Development

Build Commercial Historic District Brand

Business Development

During public input, a need for additional business development opportunities was discussed. Attendees discussed forming a Downtown Business Support Group. Many communities have created similar groups through Facebook and other social media networks. These groups help downtown business owners stay informed and on the same page about upcoming events. They can also help business owners make decisions in the case of inclement weather.

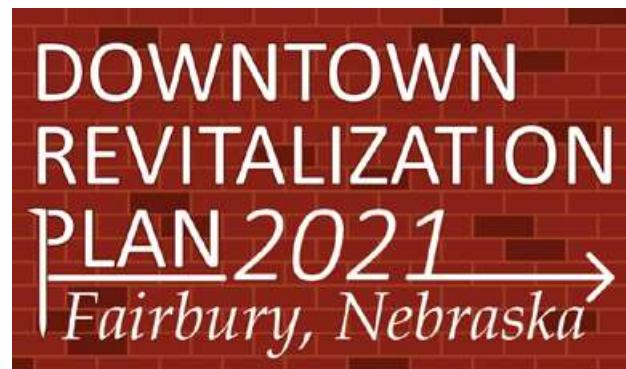
Incentivizing new businesses could also spur development in the District. Starting a new business can be an expensive endeavor. This is further exaggerated if a new business is buying and improving a downtown building. Incentives to new businesses may help ease some of the pressures of initial startup and encourage further business development. These incentives could include no- or low-interest loans, assistance with marketing the businesses, or incubator spaces for business development.

Branding

Creating a brand and marketing plan for the Commercial Historic District was discussed during public input meetings. Fairbury is one of a limited number of communities in Nebraska to have a registered historic district. The City should capitalize on this designation by marketing the District to potential patrons.

Community branding and marketing has been a hot topic in recent years. Fairbury's residents understand the benefit of marketing what the community has to offer residents and visitors. A brand should be instantly recognized and should represent the entire area. Developing a logo, slogan, color scheme, or theme are all ways to create a brand for Fairbury's Commercial Historic District.

The brand for the District could use the historic bricks for inspiration with a nod to the community's roots as a railroad town. Examples of brand development from this Plan include the slogan, "Follow the Bricks" and the logo developed for the DTR Plan. The marketing campaign should be based on the developed brand and promote the District to residents in Fairbury and the surrounding region.



A shop local campaign could also be used to promote the District within Fairbury. It could consist of yard signs, placemat advertisements at restaurants, or participation in "Thankful Thursdays" when residents are encouraged to show their support and thanks to local businesses by shopping local. Word-of-mouth promotion through local businesses and services can help promote the community. Local businesses can inform visitors of other businesses and services available in Fairbury.

Web-Based

Social media and online marketing is one way to share information quickly with existing residents and visitors. Social media sources like Facebook, Instagram, Twitter, and community websites provide an affordable way to reach a larger market and share real-time information available anytime, anywhere. A strong web presence will also help the community connect with the younger generations, a goal expressed during the public input process.

Print-Based

The Commercial Historic District should also be communicated through print-based marketing materials. These items could include posters, brochures, and more. They will most likely reach a different demographic than the web-based marketing. Print materials could be placed in stores throughout the District to promote other available amenities and opportunities. These marketing pieces should be continually assessed to make sure information is accurate and current.

On-Site

Other marketing options including the addition of pedestrian level signage for businesses, posting an event board in a public space, and updating window displays with local business merchandise in vacant storefronts. An event board in a key location, could help market local businesses and upcoming community events within the community.

WHY SHOP LOCAL?

Protect Local Character and Prosperity: By choosing to support locally owned businesses, you help maintain diversity and distinctive flavor.

Community Well-Being: Locally owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing to local causes.

Local Decision Making: Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

Keeping Dollars In The Local Economy: Your dollars spent in locally owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

Jobs and Wages: Locally owned businesses create more jobs locally and in some sectors, provide better wages and benefits than chains do.

Entrepreneurship: Entrepreneurship fuels America's economic innovation and prosperity and serves as a key means for families to move out of low wage jobs and into middle class.

Public Benefits and Costs: Local stores in town centers require comparatively little infrastructure and make more efficient uses of public services relative to big box stores and strip malls.

Environmental Sustainability: Local stores help to sustain vibrant, compact, walkable town centers—which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

Competition: A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long term.

Product Diversity: A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

IMPLEMENTATION

STEPS TO SUCCESS

Fairbury's goals for Downtown Revitalization create a balanced composition of improvement efforts. During Public Input, community members focused on three main topics – Beautification, Infrastructure, and Empty Spaces. The goals developed from these topics range from relatively small-scale marketing improvements to large-scale infrastructure projects. These goals are detailed in the previous section. Fairbury will use several implementation strategies to transfer these goals from paper, to reality.

The goals will take time to complete. They should be implemented based on community priorities and financial readiness. Many of the goals will also require partnerships with other community organizations and key stakeholders. The success of these partnerships will require continued planning and productive communication from all parties. The following steps will help the City of Fairbury successfully implement many of the downtown revitalization goals outlined in this Plan.

DOWNTOWN COMMITTEE

The City of Fairbury appointed a Downtown Steering Committee to aid the creation of this DTR Plan. The committee represents a cross section of Fairbury's residents. For example, some members are business or property owners while others live or work in the Downtown District. This committee should remain active as the City continues the Downtown Revitalization process. It should be action-oriented to ensure revitalization efforts are continued beyond the completion of projects funded through NDED's DTR Implementation program.

GARNER PUBLIC SUPPORT

A primary objective of the planning process is to gain buy-in from key stakeholders. This will be critical during implementation of the DTR Plan. Key stakeholders and residents were active participants during the planning process. The public input meetings were well attended and surveys had impressive response rates. It will be important to continue communication with the community as downtown revitalization efforts progress. This will help the City balance public desires with municipal needs.

QUICK WINS

Including some easily achievable goals in the initial stages of implementation will also help gain public support for revitalization. These goals should be highly visible, but require a relatively low amount of effort. For example, creating and marketing a themed Public Art Walk around the Downtown District would help engage the public and promote the need for revitalization. The early success of this project type sends a clear message – the City is serious about accomplishing the goals outlined in the DTR Plan.

PUBLIC-PRIVATE RELATIONSHIPS

Successful implementation of the Downtown Revitalization Plan's goals will require efforts from both the public and private sector. Public investment helps stimulate private development. Public investment may not have direct gains, but these investment dollars help build the foundation for successful private investment. People are more willing to invest in a community if they feel supported in return. Public-private partnerships will help catalyze implementation by spreading the duties and responsibilities associated with each downtown revitalization effort.

YOUTH

High school art students could share their creative talents to help conceptualize and paint murals. Additionally, school groups could help maintain plantings or other beautification efforts in the Downtown District. This will give local youth a vested interest in Fairbury's Downtown and a voice in how the improvements are shaped. Involving the youth in community betterment projects can also increase their bond to the community. This could help encourage young residents to stay in or return to the community after pursuing further education.

BUSINESS/PROPERTY OWNERS

Façade improvements, infrastructure improvements, and increased programming will all directly impact business and property owners. These goals will require strong partnerships and support from key stakeholders. For example, the City could work with business or property owners to receive feedback on the current facade program. This gives all parties a vested interest in the program. It may also help the City further understand how the program can help with facade improvements beyond the financial aid.

ENTREPRENEURS

Many of the goals outlined in this Plan focus on the development of existing and new businesses. Communicating and incentivizing interested parties will help encourage new business growth. Assisting with business plans for new businesses may also help the City fill empty spaces and increase economic capacity.

PROFESSIONAL PARTNERSHIPS

The City will need to work with several different governmental and non-profit entities when pursuing downtown revitalization goals. Building solid professional relationships will help the City comply with various regulations and requirements. A few of these entities are outlined below:

Fairbury Chamber of Commerce

<http://fairburychamber.org/>

The Chamber of Commerce helps business and community members enhance the quality of life in Fairbury and the surrounding region. It brings like minded individuals together to promote free enterprise, commerce, and trade. The organization played a key role in marketing the public input events throughout the DTR planning process. Developing marketing pieces, implementing branding ideas, hosting downtown events, and attracting businesses to the area will all benefit from the Chamber of Commerce's involvement.



Nebraska Department of Economic Development (NDED)

<https://opportunity.nebraska.gov/>

With the completion of this DTR Plan, the City of Fairbury can apply for DTR Implementation grant funds through NDED. The DTR Program is outlined in the Funding Resources section of this Plan.

Nebraska Department of Transportation (NDOT)

<https://dot.nebraska.gov/>

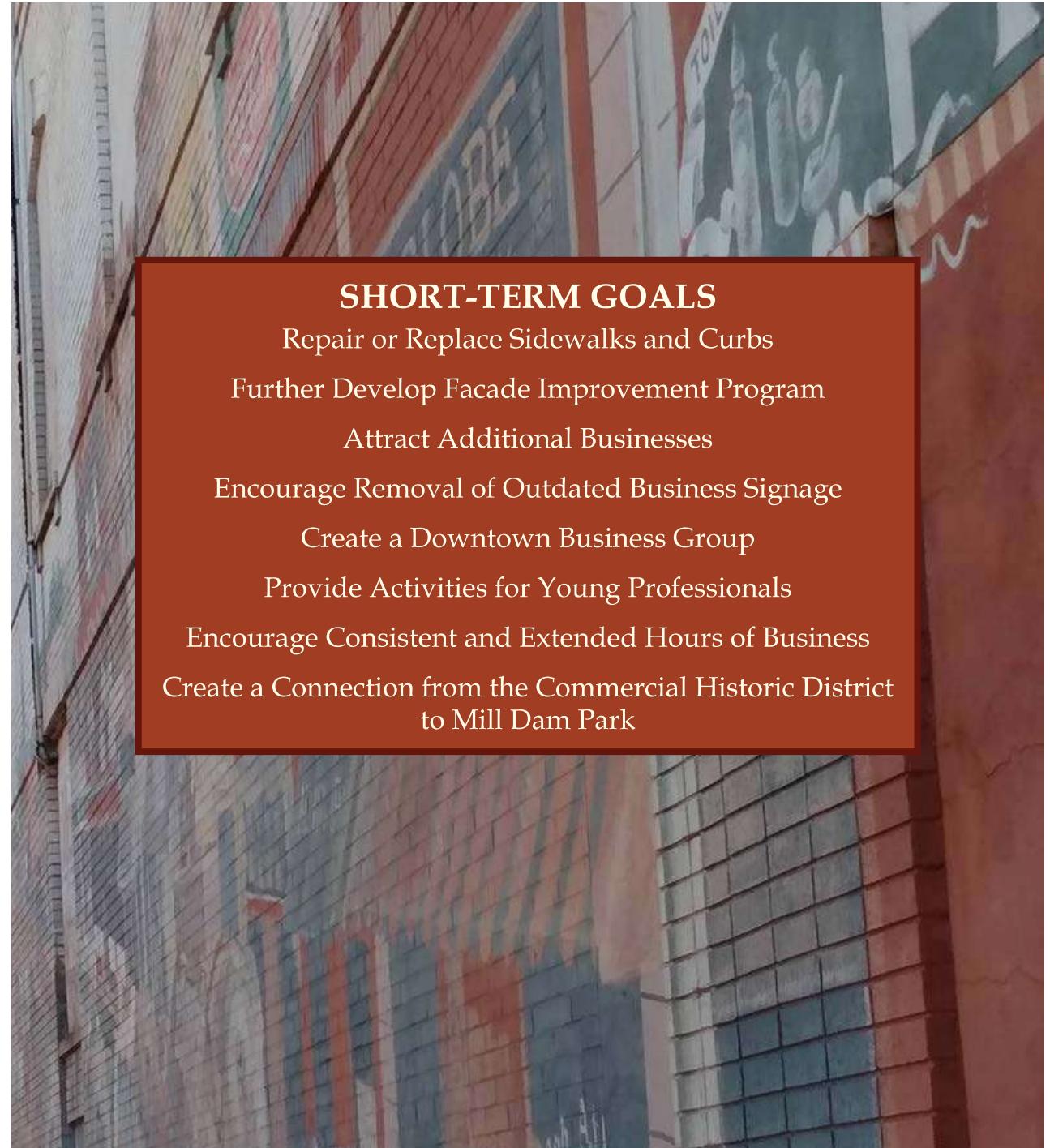
Fairbury's Downtown District is removed from the main highways that travel through the community. While these highways are removed from the study area delineated for the DTR process, wayfinding placed along the highways could help potential patrons navigate to the Downtown District. There are many regulations for adding signage along any type of highway. If this goal is pursued, the City will need to work with NDOT to determine the feasibility of adding signage along the highways.

PHASING PLAN

Implementation of the goals outlined in this DTR Plan will depend on funding availability and on-going efforts for determining priority projects. As additional funds become available, the City can implement additional goals. The goals have been split into short- and long-term timelines. Short-term goals include the main goals for DTR Implementation funds as well as some “Quick Win” goals. DTR Implementation funds must be used within 2 years after Notice of Award from the Nebraska Department of Economic Development (NDED).

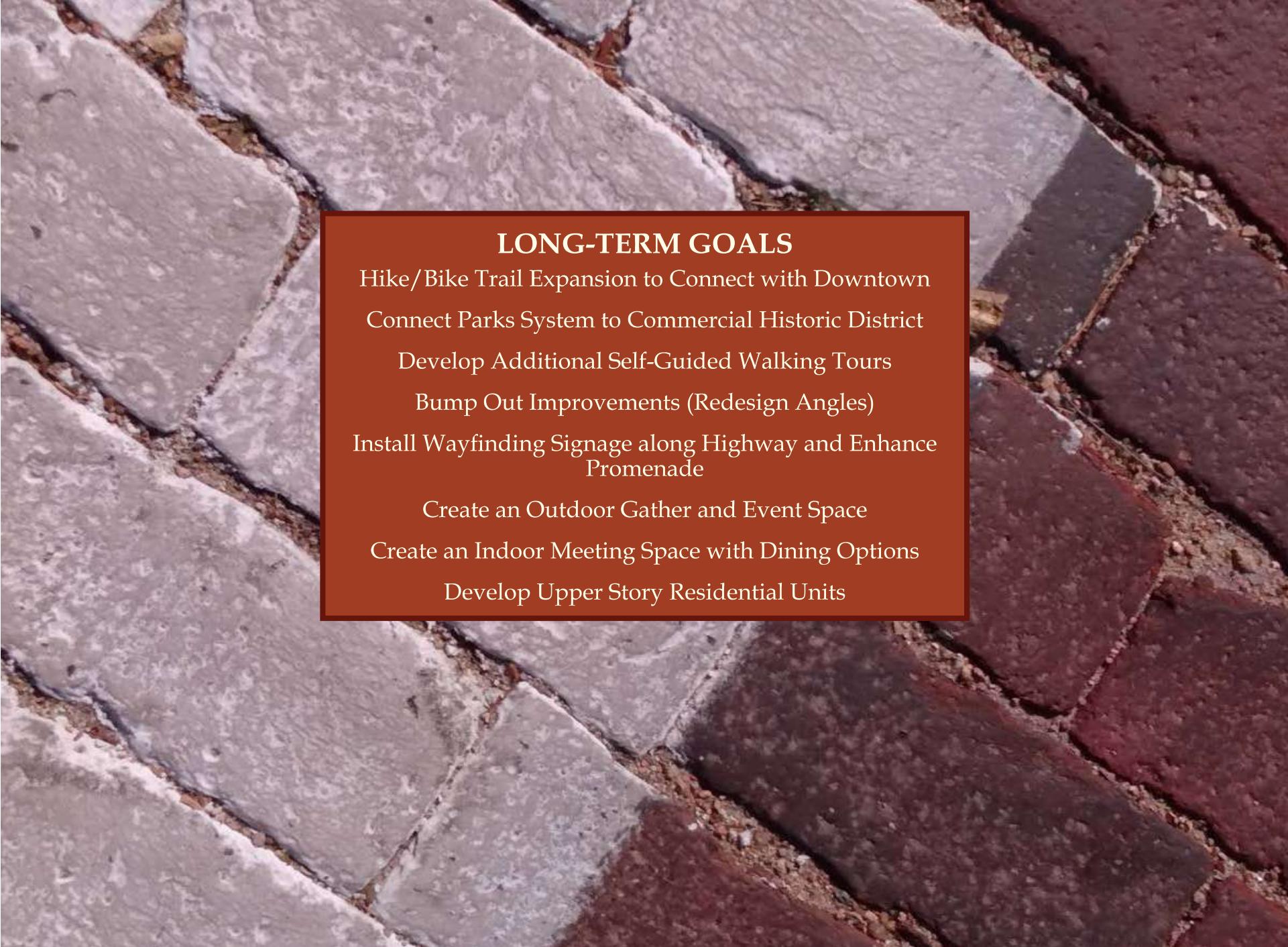
Therefore, the short-term timeline is the next 1-3 years. The long-term goals are more likely to occur in over 3 years. A detailed description of the scope of work can be found on the following pages.

A few goals like Historic Preservation were discussed throughout the planning process and voted as top priorities. However, they are considered ongoing and not included in the short- and long-term goals.



SHORT-TERM GOALS

- Repair or Replace Sidewalks and Curbs
- Further Develop Facade Improvement Program
- Attract Additional Businesses
- Encourage Removal of Outdated Business Signage
- Create a Downtown Business Group
- Provide Activities for Young Professionals
- Encourage Consistent and Extended Hours of Business
- Create a Connection from the Commercial Historic District to Mill Dam Park



LONG-TERM GOALS

- Hike/Bike Trail Expansion to Connect with Downtown
- Connect Parks System to Commercial Historic District
- Develop Additional Self-Guided Walking Tours
- Bump Out Improvements (Redesign Angles)
- Install Wayfinding Signage along Highway and Enhance Promenade
- Create an Outdoor Gather and Event Space
- Create an Indoor Meeting Space with Dining Options
- Develop Upper Story Residential Units

FUNDING RESOURCES

The following list of specialized funding sources can assist with revitalization of Fairbury's Downtown District. Many of these funding sources have requirements and guidelines for which projects are applicable. Not all funding sources will fit every project. Each project should be individually analyzed to determine the best funding scenario. In some cases, grant funds may not be available for a certain project. The City and its residents will need to develop an alternative plan for funding. The funding options and techniques found on the following pages could be used by the City and/or private property owners to improve the Downtown District.

LOCAL TOOLS AND TECHNIQUES

Building Façade Easements

The City could establish a building façade easement program for the Downtown District. With this program, façade easements could be dedicated to the City. This could help protect facades from undesirable modifications and provide a tax benefit to the donor. The public easement would also make various forms of public financing available for façade improvements. For example, if a building façade easement was dedicated to the City, the City could then make improvements using Tax Increment Financing (TIF). The easement would last 7 to 15 years, then return to the owner of the property.

Business Improvement District (BID)

The City could create a Business Improvement District (BID) following the process established by Nebraska State Statutes §19-4015 to §19-4038. A BID is a special assessment district which permits businesses to finance public capital improvement projects and district management, promotion, and maintenance. BIDs are petitioned and approved by property owners; and administered by a BID Board. While BIDs are a valuable tool, assessments must not be so large that they create a burden to the property owners.

City General Revenue

General revenues, appropriated through the City's annual budget, can finance services, improvements, facilities, and development/improvement projects. These appropriations are separate from general revenues devoted to debt service on bonds. Common uses of general revenues in downtown development programs include funding staff and organizational expenses or funding projects that can be divided into smaller phases, such as streetscape improvements.

Downtown Bond Issues

General obligation bond issues finance major public projects or improvements, and are secured by general City revenues. These revenues typically include property taxes or local option sales taxes. General obligation bonds require majority voter approval. In the scale of downtown improvements, including the City's goals, bonds are most appropriate to finance all or part of the streetscape project.

The goals outlined in this Downtown Revitalization Plan include multiple public infrastructure improvements. These large-scale projects are very costly. In order to minimize the impact to the businesses during construction, it is recommended that these improvements be completed simultaneously which may require a bond issue to pay for the project.

Local Option Sales Tax (LB 840)

The City's voters have approved the local option sales tax for economic development which was allowed through Nebraska's LB 840. Under LB 840, funds can be used to finance public and private projects that support local economic development objectives. The City could use a portion of these funds to sustain the Downtown District as a major asset to the community. LB 840 proceeds may be used to help qualifying businesses make improvements to their property.

Revenue Bonds

Revenue bonds are debt instruments which are repaid fully or in part from revenues generated by the project or by other associated revenue sources. Revenue bonds are not typically secured by community credit.

Revolving Loan Program

A downtown revolving loan program could provide low-interest loan funds, granted by the City, to cover any portion of costs for converting downtown buildings into more marketable assets. For-profit and/or not-for-profit organizations could be eligible for funding. Establishing starting capital can be the most challenging part of creating a revolving loan program for the Downtown District.

Sidewalk Improvement Program

Fairbury currently funds a Sidewalk Replacement Program. Interested parties can apply for up to \$6,000 with a 25 percent match. The program is limited to 3 applicants per year.

Vacant Property Registration Act (LB 256)

In 2018, the Nebraska State Legislature approved LB 256, the Vacant Property Registration Act. This new Act allows communities to place vacant properties, both residential and commercial, in a vacant property database. Property owners are required to register their properties as vacant or prove otherwise.

Once vacant properties have been identified and registered, the community can require supplemental registration payments. This money can help compensate for the public costs of vacant properties, plan for rehabilitation, and encourage occupancy of vacant properties. Details, exemptions, and specific community ordinance adoption requirements are outlined in the legislative bill. This bill could help minimize vacant buildings and encourage property owners to personally utilize, rent, or sell their building(s) for commercial or residential use.

STATE TOOLS AND TECHNIQUES

Deconstruction Grants

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/DGP>

Deconstruction grants are administered by NDEQ. It is funded through Waste Reduction and Recycling Incentive Grant. There is an online application process found on the NDEQ website. The reimbursement is based on the percentage of materials reused or recycled.

Illegal Dumpsite Cleanup Program

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/IDCP>

The Illegal Dumpsite Cleanup Program is administered by NDEQ and it provides funding assistance to political subdivisions for the cleanup of solid waste disposed of along public roadways or ditches. Items that are accepted are household waste, white goods, construction and demolition waste, and furniture are removed from the illegal site and disposed in a permitted facility or recycled.

Litter Reduction and Recycling Grant Program

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/LRRGP>

The Litter Reduction and Recycling Grant Program is administered by NDEQ. It has been in existence since 1979. Its purpose is to provide funds to support programs to reduce litter, provide education, and promote recycling in Nebraska.

Nebraska Department of Environmental Quality (NDEQ)

NDEQ has many opportunities with loans and grants to help communities create a better quality of life for their residents. The following grants are just some of the financial assistance that they offer.

Nebraska Department of Health and Human Services (DHHS)

http://dhhs.ne.gov/pages/grants_loans.aspx

DHHS has many opportunities for loans and grants to help communities create a better quality of life for their residents. Some of these loans and grants provide financial assistants to new or existing child care providers, student loans to help keep medical students in small communities, services to low income and disability residents.

Nebraska Historic Tax Credit (NHTC)

<http://www.nebraskahistory.org/histpres/nhtc.htm>

The NHTC, as authorized by the Nebraska Job Creation and Mainstreet Redevelopment Act, offers a total of \$15 million in state historic preservation tax credits for each calendar year from 2015 to 2018. The Nebraska State Historical Society and the Nebraska Department of Revenue administer the program. They want to encourage preservation of state historic buildings to help with the following outcomes:

- Incentives for redevelopment of historic properties and districts across the state.
- Private investment in historic buildings, downtowns, and neighborhoods.
- New uses for underutilized and substandard buildings.
- Jobs and economic development in Nebraska communities, both rural and urban.
- Creation of housing units.
- Revitalized communities through preservation of historically significant buildings and districts.
- More heritage tourism in communities

Scrap Tire Management Grant Programs

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/ScrapTire>

Scrap Tire Management grants are administered by NDEQ. It encourages private and non-profit entities and organizations and political subdivisions to submit applications for scrap tire program and project grants.

Tax Increment Financing (TIF)

http://www.revenue.nebraska.gov/PAD/research/TIF_Reports/TIF_REPORT_2014.pdf

Tax Increment Financing (TIF) permits the use of a portion of local property taxes to assist funding the redevelopment of certain designated areas within the community. Projects pay their entire established tax obligation; however, taxes produced by the added value of the property caused by redevelopment/improvements may be used to finance project-related improvements or other public improvements in the district. TIF may be used to pay certain costs incurred with a redevelopment project. Such costs may include, but are not limited to:

- Professional services such as studies, surveys, plans, financial management, and legal counsel;
- Land acquisition and demolition of structures;
- Building necessary new infrastructure in the project area such as streets, parking, and decorative lighting.

TIF uses the additional tax revenue created by a development within the redevelopment district to finance additional improvements in the redevelopment district. Up to 100 percent of this additional tax revenue can be used for up to 15 years for public improvements within the redevelopment area.

Valuation Incentive Program (VIP)

<http://www.nebraskahistory.org/histpres/vip/index.htm>

VIP assists in the preservation of Nebraska's historic places that are already on the National Register of Historic Places list. The program allows a property tax "preference" for a historic property that has been rehabilitated. The preference can be described as a temporary "hold" on increases in property tax assessment that result from improvements made to preserve a historic property.

Waste Reduction and Recycling Incentive Grants

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/WRRIGP>

The Waste Reduction and Recycling Incentive Grants are administered by NDEQ. It provides assistance in financing sound integrated waste management programs and projects.

Wastewater and Drinking Water Financial Assistance Programs

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/CA>

The NDEQ, and DHHS, distributes funds from two major revolving loan fund programs. These two programs – the Clean Water State Revolving Loan Fund (for wastewater treatment facilities) and the Drinking Water State Revolving Loan Fund – also provide funding for some related grant programs, including: Small Community Matching Grants; Planning Grants for Drinking Water Preliminary Engineering Reports; Wastewater Facility Planning Grants; Source Water Protection Grants; and Emergency Grants.

FEDERAL TOOLS AND TECHNIQUES

Federal Historic Preservation Tax Incentive

<https://www.nps.gov/tps/tax-incentives/taxdocs/about-tax-incentives-2012.pdf>

The Historic Tax Credit program offers a 20-percent investment tax credit for certified rehabilitation of National Register or Nation Register-eligible buildings if:

- The building is used for income-producing purposes;
- Rehabilitation work follows the Secretary of the Interior's Standards for Rehabilitation;
- The project receives preliminary and final approval from the National Park Service.

Housing and Urban Development (HUD)

HUD offers several financial assistance programs; some of the programs are outlined in the yellow boxes.

HOME Investment Partnerships (HOME) Program

<https://www.hudexchange.info/programs/home/>

The Home program activities include: affordable housing construction; housing rehabilitation; home purchase financing; and tenant-based rental assistance.

Low-Income Housing Tax Credit Programs

<https://www.huduser.gov/portal/datasets/lihtc.html>

This program offered through HUD provides developer tax credit incentives. At least 20 percent of residential units constructed or renovated must be reserved for persons with incomes at/or below 50 percent below of area median income (AMI) adjusted for family size; or at least 40 percent of units must be made affordable for persons with incomes at/or below 60 percent of AMI adjusted for family size. The project must be retained as low-income housing for at least 30 years with loan terms of up to 40 years.

Multi-Family Housing

http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/mfh

The Multi-Family Housing program that is offered through HUD provides assistance for the elderly, disabled, rental assistance, and healthcare facilities. The following is a list of all the sections that provide information for the programs mentioned above:

- Section 202 – Supportive Housing for the Elderly provides capital advances coupled with rental subsidies, for the development of rental housing with supportive services for the elderly
- Section 811 – Supportive Housing for Persons with Disabilities provides capital advances coupled with rental subsidies to expand the availability of housing with supportive services for persons with disabilities.
- Section 221 (d)(3) and (4) – MF Rental Housing for Moderate income families
- Sections 207/223(F) – Provides Mortgage Insurance for Purchase or Refinancing of Existing Multifamily Rental Housing
- Section 232 – Healthcare and Assisted Living Facilities
- Section 242 – Hospitals

Office of Economic Resilience (OER)

http://portal.hud.gov/hudportal/HUD?src=/program_offices/economic_resilience

The Office of Economic Resilience (OER) helps communities and regions build diverse, prosperous, resilient economies. The OER offers grants in Sustainable Communities Regional Planning and Community Challenge Planning. They also offer assistance in Lead Based Paint Abatement and Cleanup.

Single-Family Housing

http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing

The Single Family Housing programs that is offered through HUD provides assistance with many different programs from mortgage insurance, mortgage insurance for disaster victims, rehab loans insurance, rehab and energy efficiency programs, housing counseling, property disposition, loss mitigation that is default workout options that allow lenders to effectively work with delinquent FHA borrowers to find solutions to avoid foreclosure and many more.

United States Department of Agriculture (USDA)

The USDA offers a variety of grant and loan programs to help communities increase residents' quality of life. The gray boxes, below and on the following page, outline some of these programs.

Rural Economic Development Loan and Grants

<http://www.rd.usda.gov/programs-services/rural-economic-development-loan-grant-program>

The primary objective of the U.S. Department of Agriculture program is to promote rural economic development and job creation projects. Assistance provided to rural areas may include business startup costs, business expansion, business incubators, technical assistance feasibility studies, advanced telecommunications services and computer networks for medical, educational, and job training services, and community facilities projects for economic development. This grant must be matched with a minimum of 20 percent of the project costs.

USDA Multi-Family Housing Programs

<http://www.rd.usda.gov/programs-services/all-programs/multi-family-housing-programs>

USDA provides affordable multi-family rental housing in rural areas by financing projects geared for low-income, elderly and disabled individuals and families as well as domestic farm laborers. They guarantee loans for affordable rental housing designed for low to moderate-income residents in rural areas and towns.

- Direct Rural Rental Housing Loans
- Guaranteed Rural Rental Housing Loans
- Preservation and Revitalization Demonstration Loans and Grants
- Direct Farm Labor Housing Loans and Grants
- Housing Preservation Grants
- Rental Assistance

USDA Rural Home Repair 504 Loan and Grant

<http://www.rd.usda.gov/files/3550-1chapter12.pdf>

Loan funds can be used to improve or modernize dwellings as well as removal of health and safety hazards. It must be the primary residency and they must be very low-income household. The loan can help with septic systems, utility connection fees, energy conservation, electrical, plumbing, heating systems, repair or replace a roof, replace deteriorated siding, and improve or create handicap accessibility. The loans are a 1% interest rate for a 20-year term and the maximum amount is \$20,000, however a deed of trust is required on loans exceeding \$7,500.

The grant program requirement is that the applicants must own their own home and are very low-income households (50% of median household adjusted income for the county.). However, the grants are only available to homeowners 62 years of age or older who lack repayment ability for a loan and the grant funds can only be used for health, safety and/or handicap accessibility repairs. The maximum lifetime grant is \$7,500 and comes with a 3-year grant agreement.

USDA Community Facility Programs

<http://www.rd.usda.gov/programs-services/all-programs/community-facilities-programs>

Public bodies, non-profit organizations and federally recognized American Indian Tribes can use the funds to construct, expand or improve facilities that provide health care, education, public safety, and public services. Projects include fire and rescue stations, City and town halls, health care clinics, hospitals, adult and child care centers, assisted living facilities, rehabilitation centers, public buildings, schools, libraries, and many other community-based initiatives. Financing may also cover the costs for land acquisition, professional fees, and purchase of equipment. Funding types include loans and grants (direct and/or guaranteed), tribal college grants, economic impact initiative grants, and rural community development initiative grants.

PRIVATE AND FOUNDATION PHILANTHROPY

<https://opportunity.nebraska.gov/grow-your-community/resources/>.

There are many financial resources available throughout the State of Nebraska. The following list highlights foundations which may relate to downtown revitalization projects. For additional information, such as contact information and application requirements, refer to the Foundation Resource Directory available at the website above.

Community Development

The Abel Foundation, Bennington Community Foundation, Blair Area Community Foundation, Campbell Soup Foundation, Ford Foundation, Gardner Foundation, Grand Island Community Foundation, Hamilton Community Foundation Inc., Imperial Community Foundation, Iowa West Foundation, Greater Kansas City Community Foundation, Kearney Area Community Foundation, John D. and Catherine T. MacArthur Foundation, MetLife Foundation, Midlands Community Foundation, Mid-Nebraska Community Foundation Inc., Mutual of Omaha Foundation, O'Neill Community Foundation, Oregon Trail Community Foundation, Phelps County Community Foundation, DuPont Pioneer, Public Welfare Foundation, Edgar and Frances Reynolds Foundation Inc., Rural School and Community Trust, Sowers Club of Nebraska Foundation, Union Pacific Foundation, The UPS Foundation, The Valmont Foundation, West Point Community Foundation, Woods Charitable Fund Inc., York Community Foundation, M. Eighmy Foundation, Frank M. and Alice M. Farr Trust, May L. Flanagan Foundation Inc., Albert G. and Bernice F. Hansen Charitable Foundation, Richard Kalvelage Gift Trust, Gallagher Foundation, Larue Coffee Charitable Foundation, Linder Family Foundation, Karl H. & Wealtha H. Nelson Family Foundation, Donald E. Nielson Foundation Inc., Virginia Smith Charitable Trust, Sterns Charitable Foundation Inc., Harold W. & Lois D. Struve Foundation, Margaret & Martha Thomas Foundation, Nebraska Library Commission, Burlington Capital, Equitable Bank Charitable Foundation

Culture

Ameritas Charitable Foundation, Baer Foundation, Cooper Foundation, Ford Foundation, Fremont Area Community Foundation, Ike & Roz Friedman Foundation, Grand Island Community Foundation, Hamilton Community Foundation Inc., The Heart Foundations, The Hirschfeld Family Foundation Inc., Gilbert M. and Martha H. Hitchcock Foundation, Peter Kiewit Foundation, Lincoln Community Foundation, MetLife Foundation, MidAmerican Energy Foundation, Midlands Community Foundation, Mid-Nebraska Community Foundation Inc., Omaha Community Foundation, Phelps County Community Foundation, Suzanne & Walter Scott Foundation, The Scoular Foundation, The Valmont Foundation, Woods Charitable Fund Inc., York Community Foundation, Frank M. and Alice M. Farr Trust, Robert B. Daugherty Foundation

Economically Disadvantaged

Ethel S. Abbott Charitable Foundation, Legal Services Population, The Lozier Foundation, Public Welfare Foundation, Sowers Club of Nebraska Foundation, Harold W. & Lois D. Struve Foundation

Economic Development

Ford Foundation, Iowa West Foundation, Kearney Area Community Foundation, Peter Kiewit Foundation, Lincoln Community Foundation, MidAmerican Energy Foundation, Midlands Community Foundation, Oregon Trail Community Foundation, M. Eighmy Foundation, Frank M. and Alice M. Farr Trust, May L. Flanagan Foundation Inc., Albert G. and Bernice F. Hansen Charitable Foundation, InternNE Grant Fund, Richard Kalvelage Gift Trust, Larue Coffee Charitable Foundation, Virginia Smith Charitable Trust

Family Services

Burlington Capital Foundation, Lincoln Community Foundation, The Valmont Foundation, The Kind World Foundation, The Sherwood Foundation, Woods Charitable Fund Inc., Rupert Dunklau Foundation Inc., Karl H. & Wealtha H. Nelson Family Foundation, Pegler Family Foundation, Slosburg Family Charitable Trust, Milton & Miriam Waldbaum Family Foundation, Wirth Foundation, La Vista Community Foundation

Senior Citizens (Aging, Elderly)

Burlington Capital Foundation, Gardner Foundation, Hastings Community Foundation Inc., Bernard K. & Norma F. Heuermann Foundation, The Hirschfeld Family Foundation Inc., Lincoln Community Foundation, Oregon Trail Community Foundation, Public Welfare Foundation Inc., Sowers Club of Nebraska Foundation, American Charitable Foundation, Giger Foundation, Irene & Joseph Malek Charitable Trust, Harold W. & Lois D. Struve Foundation, Burlington Capital

Historic Preservation and Conservation

American Express Philanthropic Program, Ike & Roz Friedman Foundation, Quivey-Bay State Foundation

Media

Ford Foundation, John D. and Catherine T. MacArthur Foundation, Linder Family Foundation, Harold W. & Lois D. Struve Foundation, Milton & Miriam Waldbaum Family Foundation

Wellness Programs

Ethel S. Abbott Charitable Foundation, Campbell Soup Foundation, Coca-Cola Foundation, Peter Kiewit Foundation, Mutual of Omaha Foundation

Performing Arts

Gardner Foundation, William and Flora Hewlett Foundation, The King World Foundation, The Holland Foundation, Slosburg Family Charitable Trust

Recreation

Hamilton Community Foundation Inc., Imperial Community Foundation, Kearney Area Community Foundation, Mutual of Omaha Foundation, Oregon Trail Community Foundation, Phelps County Community Foundation, West Point Community Foundation, York Community Foundation, Hollis and Helen Baright Foundation, Elmer E. Hester - Dundy Public Schools Foundation, Elmer E. Hester - Dundy Public Schools Foundation, Heuermann Family Charitable Trust, The Myrl S. and Bessie Evans Mather Foundation, Donald E. Nielson Foundation Inc., La Vista Community Foundation

APPENDIX 1: NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM FOR FAIRBURY COMMERCIAL HISTORIC DISTRICT

National Register of Historic Places

Continuation Sheet

Section 7 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 7 - Description

Fairbury, the seat of Jefferson County, Nebraska, is located in the southeast section of the state. The city, which boasted a population of 4,135 in 1950, is located approximately forty-eight miles southeast of the state capital of Lincoln. The landscape surrounding the community consists of rolling hills to the south and Blue River, railroad tracks to the north. Fairbury sits on a slight incline, which descends to the south toward the Little Blue River. Railroad tracks bisect the community at the southern and western sides, and stretch in a northeast-southeast direction. A little river, along the western side of the community and the Little Blue River flows toward the south and west, bordering of Fairbury.

The Fairbury Commercial Historic District encompasses an area spanning approximately ten blocks and 117 properties, contains ninety-seven (97) contributing and nonconforming (19) noncontributing properties. The downtown is abutted by residential buildings on the east and north sides, and railroad tracks to the south and west. These railroad tracks serve as a distinct visual boundary for the district. Since they were so critical to the early location of the downtown and the businesses located within it, they are considered to be the east-west streets of the district. The east-west streets in the district include the east-west streets designated as Ninth, Franklin, Fifth, and Sixth, and the north-south streets, named C, D, E, and F. Virtually every street within the boundaries of the historic district are paved with brick, which were constructed circa 1916. The district is distinguished by the prominent courthouse square, where the architecturally and historically significant Jefferson County Courthouse sits, between Fourth, Fifth, D, and E streets. The oldest buildings in the district are located around the courthouse square.

Many of the commercial buildings in the Fairbury Commercial Historic District are exquisitely built. They retain their original form and ornamentation, particularly in the upper stories. Often the storefronts and interiors have been altered to accommodate changing businesses. The general appearance of the district displays a high degree of variety and well-placed historic properties. The modern in fill in the district works to more than two buildings per acre block. Out of the 117 properties in the district, eighty-three percent are considered to be architecturally and historically significant. The twenty-two contributing buildings include rare that do not use; the fifty-year acre requirements of the National Register and eleven that meet the age criteria but lack sufficient integrity.

The Fairbury Commercial Historic District represents a span of architectural periods ranging from the oldest, earliest, late nineteenth century building displaying Victorian construction that built throughout the century high styles to more modern influenced properties. With the exception of the fringe blocks, the buildings within the district are densely packed, and consist mostly of two-story brick commercial buildings interspersed with several one-story buildings and one three-story example. The largest amount of construction in the district during the period of significance (1873 to 1947) took place between 1910 and 1929.

The following text describes the architectural styles still present in Fairbury. The text addresses the evolution of key styles within the historic district in roughly chronological order. Fairbury's most prominent styles are indicated:

1. Early Victorian (1840-1860); 2. Gothic Revival (1840-1860); 3. Italianate (1840-1860); 4. Second Empire (1850-1880); 5. Italianate (1860-1880); 6. Queen Anne (1860-1890); 7. Romanesque Revival (1860-1890); 8. Late Gothic Revival (1860-1920); 9. Late Gothic Revival (1860-1920); 10. Commercial (1870-1900); 11. Classical (1870-1900); 12. Prairie School (1890-1920); 13. Art Deco (1920-1940); 14. Art Deco (1920-1940); 15. Art Deco (1920-1940); 16. Art Deco (1920-1940); 17. Art Deco (1920-1940); 18. Art Deco (1920-1940); 19. Art Deco (1920-1940); 20. Art Deco (1920-1940); 21. Art Deco (1920-1940); 22. Art Deco (1920-1940); 23. Art Deco (1920-1940); 24. Art Deco (1920-1940); 25. Art Deco (1920-1940); 26. Art Deco (1920-1940); 27. Art Deco (1920-1940); 28. Art Deco (1920-1940); 29. Art Deco (1920-1940); 30. Art Deco (1920-1940); 31. Art Deco (1920-1940); 32. Art Deco (1920-1940); 33. Art Deco (1920-1940); 34. Art Deco (1920-1940); 35. Art Deco (1920-1940); 36. Art Deco (1920-1940); 37. 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Neoclassical Revival Around the turn-of-the-century, founders of financial institutions often erected Neoclassical Revival buildings to house their services. The Neoclassical Revival style, much like the Renaissance Revival style, expresses stability and largeness, exhibited as in the ancient Greek and Roman Classical forms incorporated in the design. This design was popular in Fairbury. All of the Neoclassical Revival designed banks in Fairbury were located around the courthouse grounds. Another popular use of this style was the design of governmental buildings, such as the Fairbury Post Office. Although this style was commonly utilized in the financial or governmental facilities, features were also carried over to commercial buildings.

The 1904 **Marshall Bank** (JFO-4-057), located at 422 Fourth Street, displays brick construction. Ornate features on the building include patterned brick pilasters, arched windows, and concrete belt courses. The most elaborate feature on the building is the sculpted terra cotta window and door panels, which display organic forms, lion heads, and small keystones. A projecting cornice with dentils lines the top of the bank. A rear addition was constructed on the east side of the building to provide more space. Although this brick addition lacks many of the ornate features present on the main building, the arched windows on the first floor and the stepped moldings on the second floor windows have been carried through the entire complex. In 1997, the entire building stands vacant. The 1910-1912 **Fairbury U.S. Post Office** (JFO-1-051) is located at 503 D Street. This building displays smooth stone construction. Rusticated stone ornaments the building's corners. Broken arches radiate from the entrance with keyways. Fluted columns line the doorway and divide the windows. A projecting cornice with dentils is located below the upper level. Ornamental glass, light poles, and mail boxes are the east and south elevations. A brick addition, constructed circa 1955, sits to the west of the original addition. The classical design is carried through into the architecturally significant interior of this building, with details such as a marble floor, elaborate carved woodwork, horse-jaw boxes, and a decorative ceiling. In 1997, the building still operates as a post office.

Spanish Colonial Revival Three buildings in the commercial district display the Spanish Colonial Revival style.

Even though this style of architecture was not heavily utilized in commercial construction in Nebraska, it is often represented by one or two buildings in towns across the state. The Spanish Colonial Revival style was often used to give the impression of romance. While one Spanish Colonial Revival style building was constructed for retail use, the other was designed for educational retail use, the other was designed for educational purposes. The 1904 **Marshall Bank** (JFO-4-057), located at 422 Fourth Street, displays brick construction. Ornate features on the building include patterned brick pilasters, arched windows, and concrete belt courses. The most elaborate feature on the building is the sculpted terra cotta window and door panels, which display organic forms, lion heads, and small keystones. A projecting cornice with dentils lines the top of the bank. A rear addition was constructed on the east side of the building to provide more space. Although this brick addition lacks many of the ornate features present on the main building, the arched windows on the first floor and the stepped moldings on the second floor windows have been carried through the entire complex. In 1997, the entire building stands vacant. The 1910-1912 **Fairbury U.S. Post Office** (JFO-1-051) is located at 503 D Street. This building displays smooth stone construction. Rusticated stone ornaments the building's corners. Broken arches radiate from the entrance with keyways. Fluted columns line the doorway and divide the windows. A projecting cornice with dentils is located below the upper level. Ornamental glass, light poles, and mail boxes are the east and south elevations. A brick addition, constructed circa 1955, sits to the west of the original addition. The classical design is carried through into the architecturally significant interior of this building, with details such as a marble floor, elaborate carved woodwork, horse-jaw boxes, and a decorative ceiling. In 1997, the building still operates as a post office.

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The 1929 **Montgomery Ward Store and Storage Building** (JFO-1-055, JFO-2-055), located at 500-504 Fourth Street, exhibits brick construction. While the first floor of the department store has been altered with a metal sign, as well as distorted and broken-in windows and doors, the second floor is intact. Tripartite windows comprise a majority of the upper floor. Ornamentation on the second floor includes glazed terra cotta panels with diamond shapes, rosettes, as well as a relief plaster sculpture of a classical Greek figure on the north elevation. The storefront is ornamented with fluted and semi-circular shaped pilasters. The first floor office/storage building which is attached to the east side of the main building, has been decorated with plate glass windows, small tiles, and a vertical metal screen. However, detailing along the upper floor has been carried over from the department store. Both the glazed terra cotta diamond shaped panels and the rosettes are located on the facade.

The 1929 **Century Commercial Vernacular** (Twentieth century commercial vernacular) is located at 500-504 Fourth Street in Fairbury. A large number of buildings erected in the early decades of the 1900s utilized the period of the highest commercial construction in Fairbury, a time when it was extremely popular in small town commercial centers across the Midwest. The three-story **Steely Opera House** (JFO-4-065), located at 501-503 Fourth Street, is an excellent example of the twentieth century commercial vernacular form. This brick-constructed building displays a first floor altered with concrete panels and plate glass windows divided by thin pilasters, two on the sides and two in the middle, all located on the facade. The second floor windows are divided by flat heads and the third floor windows are connected by continuous sills. The top of the building is ornamented with diamond shaped brickwork and corbeling. A date and name plate, which read "1903" and "Steely" are located between the two central pilasters just below the cornice. In 1997, the building houses the Barber Furniture Company.

The 1929 **H.A. Richardson Building** (JFO-1-059) at 505-513 D Street stands two-stories tall and displays brick construction. It encompasses two storefronts and a number of permanent windows on the second floor and in the building's rear. The stepped south side elevation is a unique feature found in downtown Fairbury. A series of fire breaks connect across the first floor or the east elevation and halfway down the south elevation. Ornamental brickwork serves as belt courses on the top of the building and highlights the second floor windows on the south elevation. Similar ornamentation serves as windowsills on the east elevation. A concrete name plate, which reads "H.A. Richardson 1929" is nestled in the center of the facade, above the second story windows. In 1997, the status of the H.A. Richardson Building is unknown, however interior renovations are underway.

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At the close of the next century, the Ancient Free and Accepted Masons (aka Masons) of Faribault, who had originally organized in 1871, purchased a lot along the west side of E Street, one lot away. Even the 100th anniversary of the Lodge's organization was still active.

Conflagration Influenced New Century Following the turn of the century another disaster struck the commercial district. In 1903, the largest fire in the city's history destroyed the entire block south of the square. The only substantial building was

old Jefferson County Courthouse (1904-1905), at 401 Fourth Street. By the next year, based upon the 1905-1906 *Almanac and Yearbook* of the State of Washington, Bick served as the main construction material for the entire block was again filled with businesses. The building stood two stories tall, one was three stories, and another was one-half of the building. Eight of the buildings stood two stories tall, one was three stories, and another was one-half of the building. Businesses along the south side of the courthouse square included general stores, clothing stores, drug stores, and hardware stores, as well as hardware store, mac market, grocery shop, jewelers, boat and ship store, restaurant, express office, and bank. A list of the buildings detailed on the *Washington State Almanac* (1904-1905) include the State Opera House (1904-1905), at 415 Fourth Street, the Clarke-Price Building (1904-1905), at 212-214 Fourth Street, and the Weise Building (1904-1905), at 416 Fourth Street.¹³

One of the most unique buildings constructed on the south side of the square after the fire was the 1914 Bonham Bank (1914-04-07) at 425 Fourth Street. Thibod, the same architect, had Bonham's in Kaufman laid the groundwork for another bank in Fairbury with the purchase of property at the southwest corner of D and Fifth streets in 1918; construction began on the Bonham Bank (1914-04-22) at 425 D Street. In 1912, Bonham Bank bought out First National Bank and continued operating under the latter name.¹⁹

engagement in food activity and population at the time of the first records of its existence. Figures rise from 1,340 people in 1890 to 5,264 people in 1910, an increase of nearly 38 percent. During this same epoch Jefferson County reported its peak population of 15,852.

Twentieth Century Diversification Industrial and warehouse properties, located on the fringe of downtown, benefited from customers utilizing the port as a regional trade center. Furthermore, they often supplied their wholesale goods to local retailers or commercial distilleries.

The Fairbury Platue Mill had a long production history in Fairbury starting as early as 1885 under the direction of O. G. Collier. During that year, Collier established both the Fairbury Paints and the Collier Lumber and Building Company. Products manufactured by Collier's business included Bee keeping supplies, hardware, paints, and stains. In 1907, the business was incorporated with Collier as president, and the company became known as the Collier Lumber and Building Company. The business was sold to the Collier family in 1925.

² Letter to President Franklin D. Roosevelt, 20 October 1939, *Franklin D. Roosevelt to the President of the United States* (New York: Harper Brothers, 1941).

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Bank (NPS-057) at 422 Fourth Street and the 1910-1912 Fairbury Post Office (NPS-055) at 503 D Street stand as representative examples of the Neo-Classical Revival style.

Spanish Colonial Revival style, constructed in the 1920s in Fairbury, is characterized by red tile roofs, arched openings, porches, and plasters. Exterior materials included brick, terra cotta, and stucco.⁴⁶ Two buildings in Fairbury's downtown display this style, such as the 1925 Bonham Theater (NPS-063) at 519 E Street and the 1928 Montgomery Ward's Store and Storage Facility (NPS-188, H-04-188), located at 503-505 Fourth Street. Twentieth century commercial vernacular style paralleled the highest commercial construction in Fairbury's downtown, a large number of buildings on the periphery of the square display this form. Twentieth century commercial vernacular forms generally exhibit rectangular-shaped elevations. Variations in the cornices of this building from are exhibited in "chevron" and arched ornamentation. Common features found on these buildings include belt and string courses, and large plate glass windows on the first floor, decorative cornices, contrasting pilasters, belt and string courses, and transoms. When erected in a row, these buildings often share common walls.⁴⁷ An array of examples of twentieth century commercial vernacular designed buildings include the 1903 "Sparta Opera House" (NPS-055) at 434 Fourth Street, the 1929 H. A. Richardson Building (H-04-152), at 505-511 D Street, and the 1909-1915 Hall-American Legion Lodge (H-04-159) at 422 Fifth Street.

Modern broad-front buildings, often built on the border streets of a downtown, were later commercial vernacular additions to the district. This form consists of a wide storefront, braced with steel supports. The front elevations on these one-story buildings usually display two end pilers, plate glass windows divided by thin mullions, transoms, and terra cotta panels.⁴⁸ Since this architectural form was conducive to the needs of the automobile industry, it was often used in the design of automobile dealerships and service stations. Several garages in Fairbury display the modern broad-front from such as the 1915 Friesen and Company Garage (H-04-153) at 601 Fourth Street and the circa 1915 White Auto Company Garage (H-04-157) at 514-516 F Street.

At approximately the same time Fairbury's downtown began to reflect modern architectural styles for automobile-related property types, the streets took on a more modern appearance as well. In 1915, city officials initiated a funding program to pave the city streets with brick pavers. The laying of these brick pavers (H-04-522) began in the downtown the following year. The brick streets continued to the present (1999) to add to the architectural character of the Fairbury Commercial Historic District with very high integrity, as they cover all streets within the district.

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In conclusion, the Fairbury Commercial Historic District is representative of architectural styles utilized in the evolution of the Fairbury Commercial Historic District. This district exhibits densely placed historic buildings, displaying high integrity. Furthermore, the brick paverment, which fills virtually all of the district's thoroughfares, contributes to the architectural cohesiveness of the downtown area. Commercial trends in the district are represented by styles and property types found in typical Nebraska business districts. The period of significance of the district, which dates between 1857 and 1947, is supported by Fairbury's location along the former Rock Island Railroad right-of-way. The growth and prosperity of Fairbury are represented by an abundance of early, high style commercial buildings such as Italianate, Renaissance Revival, Queen Anne, Late Gothic Revival, and Neoclassical Revival.

The district exhibits a healthy construction atmosphere throughout the first four decades of the twentieth century, and retains a significant number of these buildings. Between 1900 and 1929, a total of sixty-four buildings were constructed. These properties comprise 28.5% of the buildings in the district. One of the strongest construction periods occurred during the 1920s, with the construction of 14 specific buildings. World War II, the business district began to reflect the slow decline of the Rock Island Railroad until it pulled out of Fairbury completely in 1980. Furthermore, the development of the commercial hub was slowed by the establishment of a state all on the northeastern edge of the community. However, the Fairbury commercial district has withstood these setbacks. In 1997, with well-maintained commercial buildings, thoroughfares, and sidewalks, Fairbury's commercial center is prospering, with a variety of specialty shops, offices, restaurants, and even a movie theater. Based upon the above-referenced information, the Fairbury Commercial Historic District deserves the National Register Criteria A and C as an excellent example of a regional commercial center in Nebraska.

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Section 32 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 33 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 34 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 35 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 36 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 37 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 38 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 39 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 40 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 41 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 42 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 43 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 44 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 45 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 46 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

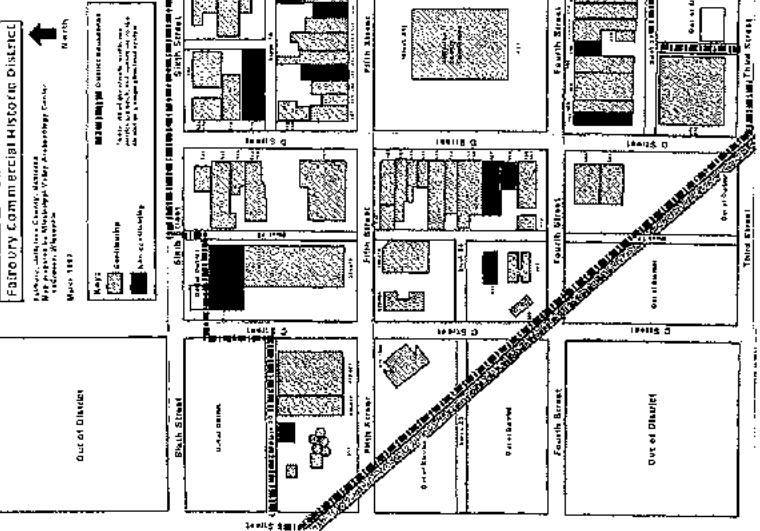
Section 47 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Section 48 Page 1 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

National Register of Historic Places

Continuation Sheet

Section Photos Page 5 Fairbury Commercial Historic District, Fairbury, Jefferson County, Nebraska

Left to right
0th Street
0th StreetPhoto # 1 of 56
360 block of F Street, west side facing northwest
Left to right
304 F Street
311 F Street
318 F Street
321 F StreetPhoto # 2 of 56
200 block of F Street, west side facing southwest
Left to right
301 F Street
307 F Street
313 F Street
319 F StreetPhoto # 3 of 56
400 block of F Street, west side facing southPhoto # 4 of 56
500 block of F Street, west side facing southPhoto # 5 of 56
500 block of F Street, west side facing southPhoto # 6 of 56
500 block of F Street, west side facing southPhoto # 7 of 56
500 block of F Street, west side facing south

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APPENDIX 2: NATIONAL SIC CODES

The NAICS website (www.naics.com) provides the following description of the economic classification system:

The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the old Standard Industrial Classification (SIC) system.

It was also developed in cooperation with the statistical agencies of Canada and Mexico to establish a 3-country standard that allows for a high level of comparability in business statistics among the three countries.

NAICS is the first economic classification system to be constructed based on a single economic concept.

There are a total of 1,514 codes included in the 2-digit, 3-digit, and 4-digit levels. The following list includes the codes and business types for businesses typically found in a Downtown District, as well as the number of these types of stores identified in Fairbury. Each business is assigned only one classification, which can distort the analysis when a business serves more than one market (e.g. a clothing boutique that also sells gift items, or a gas station that serves food).

NAICS CATEGORY	BUSINESSES IN FAIRBURY
<i>Motor Vehicle & Parts Dealers 441</i>	
Automotive Dealers 4411	4
Other Motor Vehicle Dealers 4412	0
Auto Parts, Accessories & Tire Stores 4413	3
<i>Furniture & Home Furnishing Stores 442</i>	
Furniture Stores 4421	1
Home Furnishings Stores 4422	0
Electronics & Appliance Stores 443	2
<i>Bldg Materials, Garden Equip. & Supply Stores 444</i>	
Bldg Material & Supplies Dealers 4441	4
Lawn & Garden Equip & Supply Stores 4442	2
<i>Food & Beverage Stores 445</i>	
Grocery Stores 4451	3
Specialty Food Stores 4452	0
Beer, Wine & Liquor Stores 4453	1
<i>Health & Personal Care Stores 446,4461</i>	
Gasoline Stations 447,4471	2
<i>Clothing & Accessories Stores 448</i>	
Clothing Stores 4481	1
Shoe Stores 4482	0
Jewelry, Luggage & Leather Goods Stores 4483	0
<i>Sporting Goods Hobby, Book & Music Stores 451</i>	
Sporting Goods/Hobby/Musical Instr Stores 4511	2
Book, Periodical & Music Stores 4512	0
<i>General Merchandise Stores 452</i>	
Department Stores Excluding Leased Depts. 4521	1
Other General Merchandise Stores 4529	1
<i>Miscellaneous Store Retailers 453</i>	
Florists 4531	2
Office Supplies, Stationery & Gift Stores 4532	0
Used Merchandise Stores 4533	1
Other Miscellaneous Store Retailers 4539	5
<i>Nonstore Retailers 454</i>	
Electronic Shopping & Mail-Order Houses 4541	0
Vending Machine Operators 4542	0
Direct Selling Establishments 4543	0
<i>Food Service & Drinking Places 722</i>	
Full-Service Restaurants 7221 & 7225	9
Special Food Services 7223	0
Drinking Places - Alcoholic Beverages 7224	3

Source: UNK, 2021

DRAFT 5/12/2021

APPENDIX 3: PRECISION CONCRETE CUTTING TRIP HAZARD REPAIR PROPOSAL

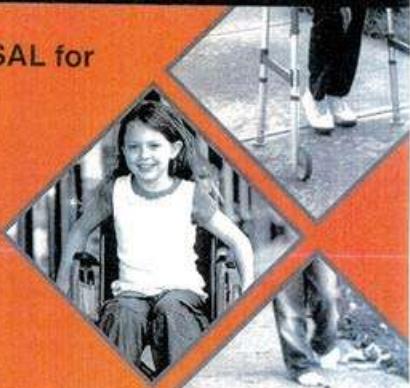


Project Manager: Justin Kuta
Cell Phone: 402-650-9190
JustinK@SafeSidewalks.com

TRIP HAZARD REPAIR PROPOSAL for City of Fairbury

Prepared for Laura Bedian

October, 2020



EXECUTIVE SUMMARY

Precision Concrete Cutting uses proprietary, patented technology, skilled technicians and 25-plus years of industry experience to set the standard for trip hazard management. You can count on us to provide:

- ADA Compliance: Our work is fully compliant with standards established by the Americans With Disabilities Act.
- Low Impact Work: Since the average repair time is just 20 minutes, there is no need to close sidewalks.
- Safer Sidewalks: We significantly decrease your liability by increasing the safety of your walkways.
- Cost Savings: Our techniques stretch your budget and extend the service life of sidewalks.
- Detailed Reporting: Our surveys specify the exact size and location of every hazard.
- Clean Results: No mess left behind means no resident complaints and hassles.
- Environmentally Friendly Practices:



ENVIRONMENTAL IMPACT EXAMPLE:

As a member of the U.S. Green Building Council (USGBC), we are proud of the fact that our process reduces the impact on landfills and the environment.

Using Precision Concrete Cutting for the repair of 100 trip hazards results in the elimination of 60 tons of concrete waste, 141 gallons of heavy equipment gasoline and 1.3 metric tons of Greenhouse Gas emissions. It all matters.

Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.

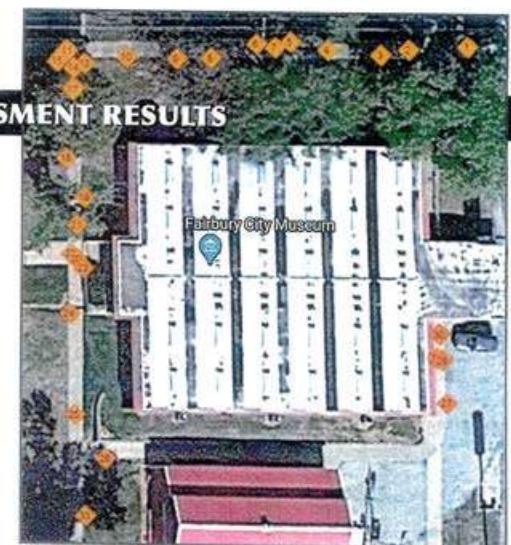


SIDEWALK RISK ASSESSMENT RESULTS

At the direction of **Laura Bedian**, we completed sidewalk risk assessment surveys of four City properties. The GIS images on this and the following page show the approximate location of the trip hazards that fail to meet ADA standards. A complete listing of the hazards, including their exact size and location, accompanies this Proposal.

Total Repairable Trip Hazards: 141 *

* Of these, 110 (78%) fall into a higher risk category, measuring 1/2" or more in height.

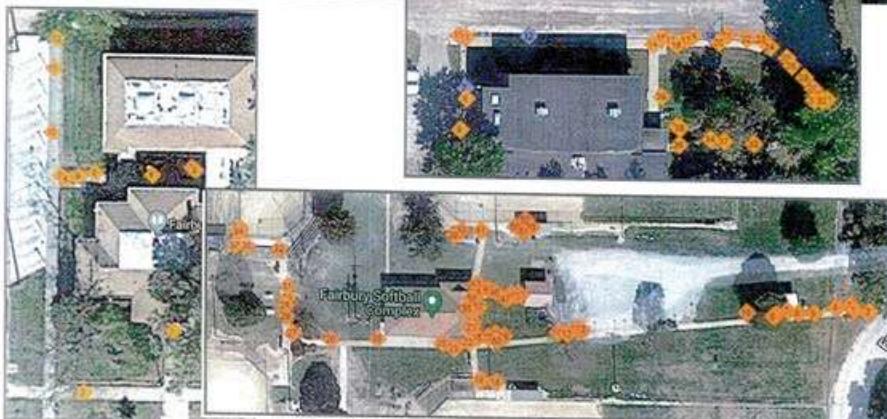


Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.

DRAFT 5/12/2021



SIDEWALK RISK ASSESSMENT RESULTS



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



PROJECT COSTS & BENEFITS

ADA Compliance

- Remove all identified hazards
- Guaranteed ADA slope
- Use Dust Abatement
- Detailed Documentation
- Repairs 141 hazards

\$11,784.00

ADA Goal - Phase I

- Hazards 1/2" & greater only
- Guaranteed ADA slope
- Use Dust Abatement
- Detailed Documentation
- Repairs 110 hazards

\$11,010.00

Custom Annual Program

- Multi-Year Planning
- Annual Needs Assessment
- Not-To-Exceed Budgeting
- Locked-in Pricing
- Detailed Documentation

?? Budgeted

Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



CITY OF FAIRBURY TRIP HAZARDS (3 of 141)



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



COST SAVINGS VS REPLACEMENT

Based on favorable concrete pricing, conservative demolition costs and minimal peripheral expenses, we estimate the cost to remove and replace the affected sidewalk areas (6,860 square feet) to be **\$51,450**.

Our cost to restore ADA compliance is just **\$11,800**; a savings of over **\$39,000**.

PROJECT SUMMARY:

Total Trip Hazard Repairs	141
Cost Estimate to Replace	\$ 51,450
Your Cost with PCC	\$ 11,800
Your Savings with PCC	\$ 39,650



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.

DRAFT 5/12/2021



• Softball Complex •

Northland PCC, Inc.
16512 10th Street NE
New London, MN 55273
Main Office: 320-354-2100
Justin Kurk 402-650-9190

P.O. Box 554
Fairbury, NE 68332
Contact: Laura Redding
401-729-5261



Northstar PCC, Inc.
16512 10th Street
New London, MN 56273
Main Office: 320-554-2100
Justin Kurz: 402-650-9190

No.	High	Low	Linear Fit	Location	Regime	Index	Notes
1	-0.750	0.655	-4.0	333 W 4th St	entry	2.75	
2	-1.000	0.500	-5.0	333 W 4th St	entry	0.94	Error in built Fields
3	-1.000	0.200	-5.0	333 W 4th St	entry	1.38	Error in built Fields
4	-0.650	0.650	-5.0	333 W 4th St	entry	1.56	Bath walk
5	-0.500	0.125	-5.0	333 W 4th St	entry	1.56	Bath walk
6	-0.375	0.250	-5.0	333 W 4th St	entry	0.94	Bath walk
7	-0.500	0.500	-5.0	333 W 4th St	entry	2.50	Bath walk
8	-0.750	0.750	-5.0	333 W 4th St	entry	3.75	Bath walk
9	-0.750	0.500	-4.0	333 W 4th St	entry	2.50	Bath walk
10	-0.375	0.125	-5.0	333 W 4th St	entry	1.55	Bath walk
11	-0.500	0.000	-1.0	333 W 4th St	entry	0.50	Bath walk
12	-0.500	0.000	-4.0	333 W 4th St	entry	1.50	Bath walk
13	-0.500	0.000	-3.0	333 W 4th St	entry	1.50	Bath walk
14	-0.625	0.125	-5.0	333 W 4th St	entry	0.75	Bath walk
15	-0.625	0.125	-5.0	333 W 4th St	entry	1.00	Bath walk
16	-0.500	0.250	-5.0	333 W 4th St	entry	1.88	Bath walk
17	-0.500	0.000	-4.0	333 W 4th St	entry	1.00	Bath walk
18	-0.500	0.275	-7.0	333 W 4th St	entry	3.05	Field 2, Support
19	-0.375	0.000	-5.0	333 W 4th St	entry	0.88	Field 2, Support
20	-0.500	0.500	-5.0	333 W 4th St	entry	1.88	Bathroom walk
21	-0.625	0.625	-5.0	333 W 4th St	entry	1.88	Bathroom walk
22	-0.500	0.375	-5.0	333 W 4th St	entry	2.19	Bathroom walk
23	-0.500	0.375	-5.0	333 W 4th St	entry	2.00	Bathroom walk
24	-0.500	0.375	-5.0	333 W 4th St	entry	1.19	Bathroom walk
25	-0.375	0.250	-5.0	333 W 4th St	entry	0.14	Bathroom walk
26	-0.375	0.125	-5.0	333 W 4th St	entry	1.25	Bathroom walk
27	-0.500	0.250	-5.0	333 W 4th St	entry	1.56	Field 3
28	-0.875	0.475	-5.0	333 W 4th St	entry	4.38	Field 3
29	-0.750	0.000	-5.0	333 W 4th St	entry	1.88	Field 3
30	-1.000	0.750	-5.0	333 W 4th St	entry	4.38	Field 3
31	-0.500	0.375	-5.0	333 W 4th St	entry	2.19	Field 4
32	-0.500	0.375	-5.0	333 W 4th St	entry	2.63	Field 4
33	-0.625	0.500	-4.0	333 W 4th St	entry	2.25	Field 4
34	-0.500	0.125	-5.0	333 W 4th St	entry	3.50	Field 4
35	-0.500	0.125	-1.0	333 W 4th St	entry	0.44	Field 4
36	-0.500	0.500	-5.0	333 W 4th St	entry	0.75	Field 4
37	-0.500	0.212	-4.0	333 W 4th St	entry	1.74	Field 4
38	-0.125	0.375	-5.0	333 W 4th St	entry	1.88	Bathroom walk
39	-0.625	0.500	-5.0	333 W 4th St	entry	3.38	Bathroom walk
40	-0.250	0.250	-6.0	333 W 4th St	entry	2.25	Bathroom walk
41	-0.375	0.375	-6.0	333 W 4th St	entry	2.25	Bathroom walk
42	-0.375	0.375	-4.0	333 W 4th St	entry	1.75	Bathroom walk
43	-0.375	0.375	-5.0	333 W 4th St	entry	1.88	Bathroom walk
44	-0.625	0.375	-5.0	333 W 4th St	entry	1.50	Bathroom walk
45	-0.750	0.375	-5.0	333 W 4th St	entry	1.88	Bathroom walk
46	-0.750	0.375	-5.0	333 W 4th St	entry	1.31	Bathroom walk
47	-0.375	0.375	-3.0	333 W 4th St	entry	1.13	Bathroom walk
48	-0.375	0.375	-5.0	333 W 4th St	entry	1.50	Bathroom walk
49	-0.500	0.000	-5.0	333 W 4th St	entry	2.25	Bathroom walk
50	-0.625	0.625	-5.0	333 W 4th St	entry	3.13	Bathroom walk
51	-0.525	0.500	-3.0	333 W 4th St	entry	1.69	Bathroom walk
52	-0.500	0.000	-4.0	333 W 4th St	entry	1.50	Field 1
53	-0.500	0.500	-1.0	333 W 4th St	entry	0.50	Field 1
54	-0.125	0.375	-3.0	333 W 4th St	entry	1.50	Field 1
55	-0.875	0.625	-5.0	333 W 4th St	entry	0.94	Bathroom area
56	-0.875	0.625	-5.0	333 W 4th St	entry	2.25	Bathroom area
57	-0.875	0.625	-5.0	333 W 4th St	entry	2.63	Bathroom area

LAST EDITED: 5/12/2021



Northland PCC, Inc.
16512 30th Street NE
New London, MN 56373
Main Office: 320-354-2100
Justin Kuta: 402-650-9190

Quote 10/25/20

City of Fairbury
P.O. Box 554
Fairbury, NE 68332
Contact: Laura Bedlan
402-729-5261

* Public Library *

No.	High	Low	Linear Ft	Location	Repair	Inch HI	Notes
1	0.750	0.375	5.0	601 7th Street	entry	3.71	Front walk
2	0.750	0.375	5.0	601 7th Street	Joint	2.81	Front walk
3	0.615	0.125	7.0	601 7th Street	Joint	2.65	Front walk
4	0.500	0.250	2.0	601 7th Street	Joint	0.35	Front walk
5	0.500	0.000	5.0	601 7th Street	entry	1.25	Front walk
6	0.500	0.000	3.0	601 7th Street	entry	0.75	Front walk
7	0.375	0.000	4.0	601 7th Street	entry	1.00	Front walk
8	0.375	0.125	5.0	601 7th Street	Joint	2.10	Front walk
9	0.500	0.375	5.0	601 7th Street	Joint	1.55	Front walk
10	0.500	0.125	5.0	601 7th Street	Joint	0.94	Front walk
11	0.375	0.000	5.0	601 7th Street	Joint	0.50	Front walk
12	0.375	0.000	3.0	601 7th Street	Joint	0.50	Front walk

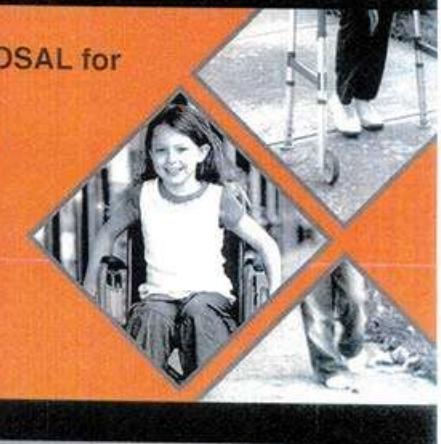
\$776.00
Estimated Project Completion Date: 2020 10/25/2020 09:00:00 AM

DRAFT 5/12/2021



Project Manager: Justin Kuta
Cell Phone: 402-650-9190
JustinK@SafeSidewalks.com

TRIP HAZARD REPAIR PROPOSAL for City of Fairbury DOWNTOWN REVITALIZATION



Prepared for Laura Bedlan

November, 2020



SIDEWALK RISK ASSESSMENT RESULTS

At the direction of Laura Bedlan, we completed a sidewalk risk assessment survey of the downtown area. The GIS image shows the approximate location of the trip hazards that fail to meet ADA standards.

A complete listing of the hazards, including their exact size and location, accompanies this Proposal.

Total Repairable Trip Hazards: 279 *

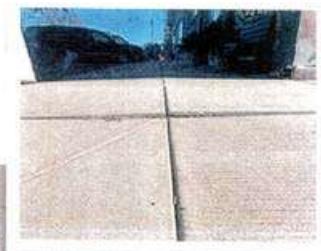
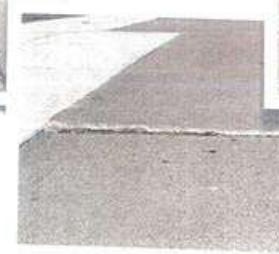
* Of these, 214 (77%) fall into a higher risk category, measuring 1/2" or more in height.



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



FAIRBURY DOWNTOWN TRIP HAZARDS (3 of 279)



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



Trip Hazard Removal Specialists

PROJECT COSTS & BENEFITS

ADA Compliance

- Remove all identified hazards
- Guaranteed ADA slope
- Use Dust Abatement
- Detailed Documentation
- Repairs 279 hazards

\$24,068.00

ADA Goal - Phase I

- Hazards 1/2" & greater only
- Guaranteed ADA slope
- Use Dust Abatement
- Detailed Documentation
- Repairs 214 hazards

\$22,326.00

Custom Annual Program

- Multi-Year Planning
- Annual Needs Assessment
- Not-To-Exceed Budgeting
- Locked-in Pricing
- Detailed Documentation

\$?? Budgeted

Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.



COST SAVINGS VS REPLACEMENT

Based on favorable concrete pricing, conservative demolition costs and minimal peripheral expenses, we estimate the cost to remove and replace the affected sidewalk areas (14,040 square feet) to be **\$105,300**.

Our cost to restore ADA compliance is just **\$24,100**; a savings of over **\$81,000**.

PROJECT SUMMARY:

Total Trip Hazard Repairs	279
Cost Estimate to Replace	\$ 105,300
Your Cost with PCC	\$ 24,100
Your Savings with PCC	\$ 81,200



Information contained in this proposal is proprietary and confidential, to be used solely by City of Fairbury personnel in evaluating this project.

Row	High	Low	Linear Ft.	Location	Repairs	inch ft.	Notes
1	56	625	250	4.0	D Street	0.675	Replaced
2	56	625	250	4.0	D Street	0.675	Joint
3	57	625	250	5.0	D Street	0.675	Joint
4	58	625	250	6.0	D Street	0.675	Joint
5	58	625	250	6.0	D Street	0.675	Joint
6	60	625	250	3.0	D Street	0.675	Joint
7	61	625	250	5.0	D Street	0.675	Joint
8	62	625	250	3.0	D Street	0.675	Joint
9	63	625	250	3.0	D Street	0.675	Joint
10	64	625	250	6.0	D Street	0.675	Joint
11	65	625	250	6.0	D Street	0.675	Joint
12	66	625	250	6.0	D Street	0.675	Joint
13	67	625	250	6.0	D Street	0.675	Joint
14	68	625	250	6.0	D Street	0.675	Joint
15	69	625	250	4.0	D Street	0.675	Joint
16	70	625	250	4.0	D Street	0.675	Joint
17	71	625	250	4.0	D Street	0.675	Joint
18	72	625	250	4.0	D Street	0.675	Joint
19	73	625	250	4.0	D Street	0.675	Joint
20	74	625	250	4.0	D Street	0.675	Joint
21	75	625	250	4.0	D Street	0.675	Joint
22	76	625	250	4.0	D Street	0.675	Joint
23	77	625	250	4.0	D Street	0.675	Joint
24	78	625	250	4.0	D Street	0.675	Joint
25	79	625	250	4.0	D Street	0.675	Joint
26	80	625	250	4.0	D Street	0.675	Joint
27	81	625	250	4.0	D Street	0.675	Joint
28	82	625	250	4.0	D Street	0.675	Joint
29	83	625	250	4.0	D Street	0.675	Joint
30	84	625	250	4.0	D Street	0.675	Joint
31	85	625	250	4.0	D Street	0.675	Joint
32	86	625	250	4.0	D Street	0.675	Joint
33	87	625	250	4.0	D Street	0.675	Joint
34	88	625	250	4.0	D Street	0.675	Joint
35	89	625	250	4.0	D Street	0.675	Joint
36	90	625	250	4.0	D Street	0.675	Joint
37	91	625	250	4.0	D Street	0.675	Joint
38	92	625	250	4.0	D Street	0.675	Joint
39	93	625	250	4.0	D Street	0.675	Joint
40	94	625	250	4.0	D Street	0.675	Joint
41	95	625	250	4.0	D Street	0.675	Joint
42	96	625	250	4.0	D Street	0.675	Joint
43	97	625	250	4.0	D Street	0.675	Joint
44	98	625	250	4.0	D Street	0.675	Joint
45	99	625	250	4.0	D Street	0.675	Joint
46	100	625	250	4.0	D Street	0.675	Joint
47	101	625	250	4.0	D Street	0.675	Joint
48	102	625	250	4.0	D Street	0.675	Joint
49	103	625	250	4.0	D Street	0.675	Joint
50	104	625	250	4.0	D Street	0.675	Joint
51	105	625	250	4.0	D Street	0.675	Joint
52	106	625	250	4.0	D Street	0.675	Joint
53	107	625	250	4.0	D Street	0.675	Joint
54	108	625	250	4.0	D Street	0.675	Joint
55	109	625	250	4.0	D Street	0.675	Joint
56	110	625	250	4.0	D Street	0.675	Joint
57	111	625	250	4.0	D Street	0.675	Joint
58	112	625	250	4.0	D Street	0.675	Joint
59	113	625	250	4.0	D Street	0.675	Joint
60	114	625	250	4.0	D Street	0.675	Joint
61	115	625	250	4.0	D Street	0.675	Joint
62	116	625	250	4.0	D Street	0.675	Joint
63	117	625	250	4.0	D Street	0.675	Joint
64	118	625	250	4.0	D Street	0.675	Joint
65	119	625	250	4.0	D Street	0.675	Joint
66	120	625	250	4.0	D Street	0.675	Joint
67	121	625	250	4.0	D Street	0.675	Joint
68	122	625	250	4.0	D Street	0.675	Joint
69	123	625	250	4.0	D Street	0.675	Joint
70	124	625	250	4.0	D Street	0.675	Joint
71	125	625	250	4.0	D Street	0.675	Joint
72	126	625	250	4.0	D Street	0.675	Joint
73	127	625	250	4.0	D Street	0.675	Joint
74	128	625	250	4.0	D Street	0.675	Joint
75	129	625	250	4.0	D Street	0.675	Joint
76	130	625	250	4.0	D Street	0.675	Joint
77	131	625	250	4.0	D Street	0.675	Joint
78	132	625	250	4.0	D Street	0.675	Joint
79	133	625	250	4.0	D Street	0.675	Joint
80	134	625	250	4.0	D Street	0.675	Joint
81	135	625	250	4.0	D Street	0.675	Joint
82	136	625	250	4.0	D Street	0.675	Joint
83	137	625	250	4.0	D Street	0.675	Joint
84	138	625	250	4.0	D Street	0.675	Joint
85	139	625	250	4.0	D Street	0.675	Joint
86	140	625	250	4.0	D Street	0.675	Joint
87	141	625	250	4.0	D Street	0.675	Joint
88	142	625	250	4.0	D Street	0.675	Joint
89	143	625	250	4.0	D Street	0.675	Joint
90	144	625	250	4.0	D Street	0.675	Joint
91	145	625	250	4.0	D Street	0.675	Joint
92	146	625	250	4.0	D Street	0.675	Joint
93	147	625	250	4.0	D Street	0.675	Joint
94	148	625	250	4.0	D Street	0.675	Joint
95	149	625	250	4.0	D Street	0.675	Joint
96	150	625	250	4.0	D Street	0.675	Joint
97	151	625	250	4.0	D Street	0.675	Joint
98	152	625	250	4.0	D Street	0.675	Joint
99	153	625	250	4.0	D Street	0.675	Joint
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101	155	625	250	4.0	D Street	0.675	Joint
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112	166	625	250	4.0	D Street	0.675	Joint
113	167	625	250	4.0	D Street	0.675	Joint
114	168	625	250	4.0	D Street	0.675	Joint
115	169	625	250	4.0	D Street	0.675	Joint
116	170	625	250	4.0	D Street	0.675	Joint
117	171	625	250	4.0	D Street	0.675	Joint
118	172	625	250	4.0	D Street	0.675	Joint
119	173	625	250	4.0	D Street	0.675	Joint
120	174	625	250	4.0	D Street	0.675	Joint
121	175	625	250	4.0	D Street	0.675	Joint
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123	177	625	250	4.0	D Street	0.675	Joint
124	178	625	250	4.0	D Street	0.675	Joint
125	179	625	250	4.0	D Street	0.675	Joint
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127	181	625	250	4.0	D Street	0.675	Joint
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130	184	625	250	4.0	D Street	0.675	Joint
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135	189	625	250	4.0	D Street	0.675	Joint
136	190	625	250	4.0	D Street	0.675	Joint
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140	194	625	250	4.0	D Street	0.675	Joint
141	195	625	250	4.0	D Street	0.675	Joint
142	196	625	250	4.0	D Street	0.675	Joint
143	197	625	250	4.0	D Street	0.675	Joint
144	198	625	250	4.0	D Street	0.675	Joint
145	199	625	250	4.0	D Street	0.675	Joint
146	200	625	250	4.0	D Street	0.675	Joint
147	201	625	250	4.0	D Street	0.675	Joint
148	202	625	250	4.0	D Street	0.675	Joint
149							



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TOTAL PROJECT COST: \$3,986,000



PATENTED TECHNIQUE / SUPERIOR RESULTS



Our technique is the FASTEST. Our process is the CLEANEST. Our sidewalks are the SAFEST.

Information contained in this proposal is proprietary and confidential, as indicated by the QCI logo.

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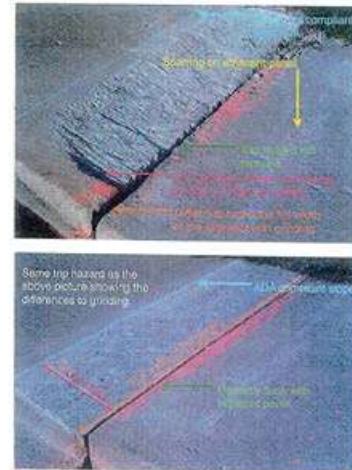


WHY WE DON'T GRIND

Cost Savings with our innovative sawing technique is certainly important, but our biggest advantage over grinding is **QUALITY**:

- Grinding often damages concrete (breaks edges, knocks out aggregate, scars adjacent panels and creates micro cracks).
- Grinding is often unsightly, leaving a scarred, rough surface that only worsens over time with damaging freeze-thaw cycles.
- Grinding is unable to remove hazards close to objects such as steps, walls, pipes, posts, drains, gutters and sprinkler heads.
- Grinding most often leaves a rounded repair surface (not the planar surface required by the Americans with Disabilities Act).
- Grinding seldom complies with ADA slope requirements.
- Grinding is a slow, dirty process, generating large amounts of dust, noise and irritation for residents and businesses.

We know grinding; that's where we started in 1992.



Information contained in this proposal is proprietary and confidential, to be used solely by City of Peoria, Illinois and its employees.

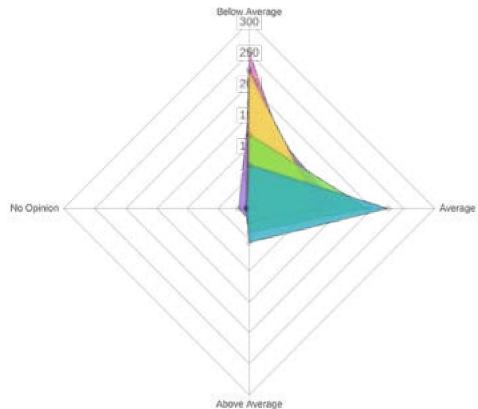
APPENDIX 4: DOWNTOWN VITALITY SURVEY RESULTS

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Downtown Vitality Survey: Fairbury DTR 2021

The City of Fairbury is seeking its residents' opinions about the Downtown District, outlined in the map below. This information will help decision makers prioritize improvements in the community to enhance the quality of life for residents. Hard copies of the survey are also available at the City Offices.

1 How would you rate the Downtown District for each of the following categories?



	Below Average	Average	Above Average	No Opinion	Standard Deviation	Responses	Weighted Average
Attractiveness and Charm	71 (20%)	224 (63%)	55 (15%)	5 (1%)	81.79	355	1.95 / 3
Upkeep of Historic Buildings by Owners	120 (34%)	191 (54%)	40 (11%)	3 (1%)	72.73	354	1.77 / 3
Variety of Retail Shops	222 (63%)	112 (32%)	16 (5%)	1 (0%)	88.44	351	1.41 / 3
Variety of Food and Beverage Establishments	207 (59%)	120 (34%)	22 (6%)	1 (0%)	82.32	350	1.47 / 3
Special Events and Festivals	225 (64%)	103 (29%)	20 (6%)	5 (1%)	87.33	353	1.41 / 3
Activities and Businesses geared toward Young, Working Adults	253 (72%)	88 (25%)	4 (1%)	5 (1%)	101.45	350	1.28 / 3
Activities and Businesses geared toward Retired Adults	170 (48%)	146 (41%)	19 (5%)	18 (5%)	70.27	353	1.55 / 3
							1.55 / 3

Current Downtown

What draws you to downtown areas?

2 What three (3) specific stores draw you to other communities on a regular basis? (Please provide the store name and community.)

Walmart, Beatrice	From Nebraska Store, Lincoln, NE	Scheels, Lincoln
Scooters, Beatrice	Sims Florist	Brewery, Beatrice
Home Goods/Marshall's, Lincoln	Bank	Pharmacy, Beatrice
Jalisco	Tatrol	Courthouse
State Farm	Barbers	Post office
Courthouse	Jim's barber shop	Dentist
Thrift stores	Griffey's	Target - Lincoln
Craft stores	Hibbets Beatrice	Costco - Lincoln
Specialty food	Scheels Lincoln	Dollar Tree - Beatrice
Jaliscos	Target Lincoln	Masonic Lodge
Post office	Dentist and chiropractor	Courthouse
Casey's	Bonham	Big Indian archery
Beatrice Dog Park	Jaliscos	target -- Lincoln
More variety of fast food in Beatrice	Caseys	Office depot -- Lincoln
Lincoln Dog Run with Creek	Jaliscos -Fairbury	Barnes and Noble -- Lincoln
Quilt Stitches fabric store in Beatrice	Toolys -Fairbury	Bath and Body Works
Arby's in Beatrice	Bella rose -Fairbury	The Buckle
Burger King in Beatrice	Target-lincoln	Bed, Bath and Beyond
Bank	Sams-lincoln	Kohls - Lincoln
Insurance	Browns-beatrice	Scheel's - Lincoln
Accountant	Gift type stores Beatrice NE or Hebron Ne	Trader Joes - Lincoln
Food	Wine bars Beatrice Ne	Quilting Shop (Tami Schmidt's) in Beatrice
Drink	Bakery Beatrice Ne	Dairy Queen in Beatrice
Food and drink	Mylah Rose- Hebron and Geneva Nebraska	Menards in Lincoln
The Strop beatrice	Tres Compadres- Hebron	Kansas Territory Brewery - Washington KS
Music stores lincoln	Brown's Shoe Fit (they offer dry cleaning) - Beatrice	Stone Hollow Brewery - Beatrice
Von Maur Lincoln	Scooter's Coffee - Beatrice	Dollar Tree - Beatrice
Target Lincoln	Russ's Market - Beatrice	Crafts & Antique clothing
Costco Lincoln	Target	food & winery
Dining in and out doors	Scheels	Hyvee
Clothing	Trader joe	Target
Boutique stores	Scheels--Lincoln	Sams club
The Freckled Door, Friend, NE	Costco--Lincoln	Caseys
Quilt Stitches, Beatrice, NE	Menards--Lincoln	Blue River Archery

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Barber's Furniture	ashleys beatrice	Gill Archery	Olice Depot	Browns Shoes - Beatrice	Trader Joe's - Lincoln
Home Goods /Marshalls Lincoln	A thrift store that doesn't smell like cats	Tatro chiropractic	The variety of the out of town restaurants	Dairy Queen - Beatrice	Walmart - Beatrice
Menards Lincoln	Book store	Sims Florist	Craft store	Stone Hollow brewing company-Beatrice	Courthouse
Trader Joes. Lincoln	Gift shop	Cutting edge- beatrice	Coffee shops	Lazy Horse-Ohiowa	Inside out, Gilman
Scooters - Beatrice, nebraska	Kohls	Sunrise Bakery-beatrice	Nail salon	Brown shoe store-Beatrice	Shake shack, Lexington
The Feathered Nest - Belleville, kansas restaurant bar establishments - anywhere, usa	Hobby lobby	Priority printing-beatrice	Lex Nails- Beatrice	Beatrice - Dairy Queen	Lone buffalo, Ottawa
Scooter's coffee. Beatrice Restaurants	Target	none	Hibbet Sports- Beatrice	Lincoln- Costco	Home Decor -The Feathered Nest, Belleville
Sunrise Bakery. Beatrice Doller Tree- Beatrice	Target - Lincoln	none	Dollar tree beatrice	Lincoln- pizza places. Too many to name	Bakery -Sunrise Donuts, Beatrice
Wal-Mart- Beatrice Hy vee- Lincoln	Starbucks - Lincoln	Boutiques	Pictures and Petals	Buckle - Beatrice	Boutique -Mag & Main, Diller
Sisters Emporia - Beatrice Scheels-Lincoln	Hobby Lobby - Lincoln	coffee shops	Barbers	Lex Nails - Beatrice	Clothing -lincoln
Brown's Shoes-Beatrice Kohls-Lincoln	Blue river archery	brewery	Dentist	KFC - Beatrice	Craft -lincoln
Ash and Ash Co - Lincoln 4one8, food - Beatrice	Drug store	Mag & Main - Diller, NE	Scooters- Beatrice	Shear Impressions	Event center- lincoln
Juice Stop - Lincoln	Court house	Thrift Stores Beatrice	1912 emporium- Wayne	Main street animal clinic	Belle Rose
Kohls or Penny's - Lincoln	Verizon, Beatrice	Book Stores Beatrice	Feathered Nest - Belleville	Johnson eye care	Pictures and Petals
Costco - Lincoln	Browns shoe store, Beatrice	Variety of Dining Options	The Black Crow - Beatrice	Beatrice tractor supply	Blue Rose Antiques, Plymouth
Family Bowl and Social - Beatrice	Browns Shoe Fit - Beatrice	Beatrice	The Dollar Tree - Beatrice	Beatrice Taco johns	Antiques Paradise, Beatrice
Scheels, Lincoln, NE	Brewery - Ohiowa	Rays apple Market	Bakery - Beatrice	Beatrice- bakery	Open Harvest Co-op, Lincoln
The Chocolate Bar- Grand Island, NE	City Slickers Bar & Grill, Dorchester, NE	Walmart	Clothing/shoes marysville, Lincoln and many others	Feathered nest Belleville Kansas	Jimmy's Egg Omaha
The Edge- Lincoln, NE	Hy-Vee, Lincoln, NE	Dollar general	Sporting goods/ hunting Lincoln	Magnolia and main diller Nebraska	Great Clips Omaha
Russ's Market Beatrice	Bath & Body Works, Lincoln, NE	Stagecoach mall Fairbury	Restaurants Any other community	Nail salon in Beatrice Nebraska	Hollywood Video Omaha
Sams Club Lincoln	Taco johns Beatrice	any of the florist shops in Fairbury	Indian Creek Mall - Beatrice	maurices - Beatrice	Bar
Mead Lumber Beatrice	Scheels Lincoln	Verizon in Fairbury	Gateway Mall & Southpointe Mall - Lincoln	MaMa D's - Western	Food establishment
Easy Gs Concordia	Sonic Beatrice	Green Space	Hobby Lobby - Lincoln	Magnolia and Main - Diller	Chiropractor
The pallet place Hebron	Restaurants-Lincoln NE	Outdoor beer garden/ Sports bar/wine bar	Tractor supply Beatrice	Easy G Sports Bar in Concordia, KS	Stone hollow brewery
Sport Shack Hebron	Any retail sports stores- Lincoln Ne	Coffee house	Buckle Beatrice	Target - Lincoln	Magnolia and Main
Stone Hollow. Beatrice. Gametime. Washinton.	Bars	Browns Shoe Beatrice	Dollar tree Beatrice	courthouse	Hibbets
Menards. Lincoln	Boutiques	Kay Jewelers Lincoln	Menards in Lincoln	food	Jalisco
Target	Restaurant	Kohl's Lincoln	Sherwin Williams in Beatrice	Feathered Nest - Belleville	Chappell Roofing
Costco	3rd st body and glass	HyVee - Lincoln	Beatrice	Black Crow - Beatrice	Court house
Hyvee Lincoln	Post oice	Scooters - Beatrice	Sam's Club in Lincoln	Lazy Horse Brewery - Ohiowa	Implement dealership
Russ' market Beatrice	Gill insurance	Take out options	Ace Hardware	Taco John's - Beatrice	Brewery
Scooters Beatrice	Target Lincoln	Dollar tree	Rays Apple Market	Dollar Tree - Beatrice	Restaurants
	Kohls Lincoln	More shops in one area to check for needed item if the first store doesn't have it	Orscheln Farm and Home	KFC - Beatrice	Maurices - Beatrice
	Trader Joe's Lincoln	Sunrise Bakery - Beatrice	Magnolia & Main - Diller	Tatro chiropractic	DSW shoes - Lincoln
	Kohls in Lincoln	Earl May - Lincoln	Brown's Shoe Fit - Beatrice	Bella rose	Bath and Body Works - Lincoln
	Target in Lincoln	Thrift Stores - Beatrice	Hibbett's Sports - Beatrice	Bonham	Penney's - Lincoln
	Super Saver in Lincoln	Target	Maurices - Beatrice	HyVee For grocery pickup	

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Nail Salons For Pricing	Kohl's Lincoln	Tall Tree Tasting Beatrice	Goodwill Beatrice	Restaurants, any Fairbury
Health Care Specialist & Services	Harbor Freight Lincoln	NE	Matrices..Beatrice	has little selection of sit down dining.
Mexican restaurant	The Feathered Nest - Bellville KS	Lazy Horse Ohiowa NE	Tractor Supply Beatrice	Bella rose
Chinese restaurant	The Sugar Shack - Edgar NE	Sams - Lincoln	Dollar Tree Beatrice	Jaliscos
Enhancement tanning salon	Brewery - numerous communities	Scheels - Lincoln	Burger King	Verizon
Golden corral - lincoln	Clothing, Beatrice or Lincoln	Cabela's - Omaha outdoors	Barnes and Noble Lincoln	4-1-8 Beatrice
Cj banks-lincoln	Brewery, Beatrice	clothes	KFC BEATRICE	Nail Salon- Lincoln
Brown's shoe Pt- beatrice	Clothing, Beatrice or Lincoln	shoes	Hobby Lobby Lincoln	Gifts and Things...
Hyvee Lincoln	Wal-Mart fairbury	Wal-Mart fairbury	Michael's Lincoln	Holdrege Ne..
Costco Lincoln	Rays fairbury	Rays fairbury	Maurice's Beatrice	Angie's attic
Scheels Lincoln	Walmart fairbury	Hibbits sports- beatrice	Costco Lincoln	Starr buckow
Tall Tree Tasting Beatrice NE	Back alley- beatrice	Back alley- beatrice	Jaliscos	Jaliscos
Magnolia and Main. Diller NE	402 sports bar and grill- beatrice	402 sports bar and grill- beatrice	Belle Rose	Bodhi Imports -Lincoln
C & C. Diller NE	Maurices	Maurices	Barbers	Historic
Kohls - Anywhere, mostly Lincoln	Scooters	US Post Oèce	Russ's Market	Second Closet - Seward
Target - Anywhere, mostly Lincoln	Bank	Bank	Target	La Herradura- beatrice
Dollar Tree - Anywhere, mostly Beatrice.	Dr Tatro	Dr Tatro	Marshalls/HomeGoods	Globe RX
Costco - Lincoln	Nail salons Beatrice	Nail salons Beatrice	Kohl's - Lincoln	Gills Archery
Target - Lincoln	Shoe stores Lincoln	Shoe stores Lincoln	Maurices - Beatrice	Heartland
Sonic - Beatrice	Menards Lincoln	Menards Lincoln	American Eagle - Lincoln	Scheels Lincoln ne
DE Guns-Lincoln	Verizon	Verizon	Target	Home depot Lincoln ne
Lowes-Lincoln	Movie theater	Movie theater	Sonic	Menards Lincoln ne
The Fort-Lincoln	Jalisco's	Jalisco's	Dollar Tree	Olive Garden-Lincoln
Hibbetts Beatrice	Quilt Stitches-Beatrice	Quilt Stitches-Beatrice	Target	Gateway Mall-Lincoln
Brown Shoe Store Beatrice	Dollar Tree-Beatrice	Dollar Tree-Beatrice	Live love dance, Plymouth	Hibbets Beatrice
Maurices/Buckle Beatrice	Dairy Queen-Beatrice	Dairy Queen-Beatrice	Sunrise bakery, Beatrice	Playa azul-beatrice
The Feathered Nest- Belleville, KS	Magnolia and Main- Diller	Magnolia and Main- Diller	none	Buckle-beatrice
Odyssey Downtown- Hastings, NE	The tasting room- beatrice	The tasting room- beatrice	The buckle / Beatrice	Fit republic-beatrice
Stone Hollow Brewing Company- Beatrice, NE	Feathered Nest- Bellville	Feathered Nest- Bellville	bathandbodyworks lincoln	Julies store when she had it in Fairbury
Menards -Lincoln	Restaurants-Lincoln	Restaurants-Lincoln	target lincoln	Milligan's little Power store
Habitat Restore -Lincoln	Sams Lincoln	Sams Lincoln	Acrylic nail salon - Lincoln	Friends freckles door
Dollar Tree -Lincoln	Costco Lincoln	Costco Lincoln	Bakery - Beatrice	Best Buy Lincoln
Menards - Lincoln	Sisters thrift store Beatrice	Sisters thrift store Beatrice	Different food	
Home Depot - Lincoln	Ne	Ne	Retail store clothes ect	
	Salvation Army Thrift	Salvation Army Thrift	Other	
	Store Beatrice Ne	Store Beatrice Ne	Retail	
	.	.	Furniture	
	Rexall fairbury	Rexall fairbury	Decor	
	Ds butts fairbury	Ds butts fairbury	Kohls, lincoln	
	Dollar tree..Beatrice	Dollar tree..Beatrice	Target, lincoln	

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3 What are the two (2) biggest non-work reasons that bring you Downtown most often?

I live here	Dining out	The theater if it has a movie	Post office to mail bills	I seldom go downtown	Just to drive through and look
Jaliscos	Chiropractic care	friend or family member in town	None	food and services (eye doctor, etc.)	The Bonham Theatre
Court house	Coffee	i want to support local	Car show	Restaurant	Post Office
Courthouse	Food	when I can	Food	Tatro	Courthouse
Dining	Eating	photography using the old buildings & bricks as backdrop	Banking	Courthouse for taxes, drivers' license, register vehicle, etc.	Coffee
Meds	No other reason to go downtown anymore	shopping	Newspaper	Pay Insurance Bill	Dance studio
Post office	Banking - Heartland	Coffee	Post office	Mexican food	Restaurants
Casey's	Pharmacy-Globe	N/A	Caseys	Smoke shop	Banking
Griffey's	Food	Medicine	Jaliscos	cell phone store - Verizon	Chinese Restaurant
Pharmacy	Bank	Coffee (Stagecoach/Belle Rose)	Post office	eating out - restaurants	Heartland Bank
Globe	Pick up food at Griffey's.	Post Office	Bank	Driving through	Food
Heartland bank	Pick up food at Jalisco's.	Going to the dentist	Medicine	Made a wrong turn	Alcohol
mail packages	Hair maintenance	Tanning (until Covid)	Coffee (Stagecoach/Belle Rose)	Jims Barber Shop	Food
banking	Insurance	Movies	Post Office - personal letters/parcels	Restaurants	Court House
Chamber	Going to the dentist	Events/parades	American national Bank	Dining out	Food-Jaliscos, Rowdys, Classic Cones, Chinese
Pharmacy	Tanning (until Covid)	Food	Casey's gas	Flower/gift shops	Bonham Theatre
Pick up prescription	Retail Shopping (clothes)	Retail Shopping (clothes)	Sight see	Paying bills	Dinners
Dr appointment	Eating	Eating	Movies	Gas station/the park	Post Office
Work	Medical	Medical	Food	Bonham	Belle Rose Boutique
Dine	Coffee Shop	Courthouse	business at the	Post Office	Jalisco/Rowdys
Lady George and the Dragon	Local event (such as a parade)	Courthouse	courthouse	I live in the downtown area	Appointments
All sauced up	Masonic events	Bank	business with Blobaum & Busboom, CPA's	I eat lunch generally at a restaurant in the downtown area	Having the things I need right in our hometown
Barbers furniture	Courthouse business	Post Office	Movie theater	food	Coffee
Jaliscos	I live downtown and enjoy eating at one of the restaurants in the downtown area.	Tobacco Store	Parts store	coffee/shopping	Shopping
Optometrist appointment	Eating out	Belle Rose	Post Office	Mexican food	Coffee
Register vehicles at the courthouse	Having a vehicle serviced at one of the downtown dealerships.	Riding my longboard	Chiropractor	Court house	Nothing to do
Buying Flowers	Post office or courthouse business	Courthouse	Courthouse business	Prescriptions	No where really to shop or eat
Courthouse for car tags and dl	Bonham Theater	Bank	Parade	Dog grooming	Tatro Chiropractic
Chiropractic issues	Dining	Belle Rose Boutique	Courthouse	Husker Rehab	Courthouse
Tatro		Tooleys	Visit relatives who are working downtown	Kutt	Government offices
eating		Rexall - prescriptions	Take out food	Coffee shop	Verizon
courthouse		Food/Restaurants	Pharmacy	Restaurant	Food/Drinks
Movies		Coffee at the boutique	Just a drive thru	Chiropractor	Shopping
Jalisco		To eat at Jalisco	Gill Archery	Hair Salon	Belle Rose Boutique and Coffee
Courthouse		Driving thru to go to crystal springs.	Courthouse	Pharmacy	Pure Serenite Spa for Hair Care
Parades		Going to the mexican restaurant.	Post office	Food	
DMV		Pharmacy picking up meds	Tooleys		
Eating out					
Meeting friends at bar					

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Courthouse business	courthouse	Post office	Books	Pay bills	Checking out the antique stores.
business	Flag display	Restaurant	Movies	Food	Restaurants
Seasonal Decorations/	Dining	USPS	Food	Family	Activities
events	Coffee	Bella Rose (coffee)	Coffee	Friends	Banking
Movies	Physical therapy	movie theater	Tacos	out to eat	Food
Thrift stores	Movies	coffee, baked goods & shopping, Belle Rose	pay a bill	pick up medication	Mexican food
Court house	Eating out	(previously Stage Coach)	Purchase an item from a small business	Rexall Drug	Shopping for decor and clothes
See dr Tatro	Shopping at the stores	Renew licenses at Treasurer in Courthouse	Bonham Theatre	Courthouse services	Coffee before covid
Get coffee	Food	Post Office	Coffee - Belle Rose	Food	Bonham Theatre
Prescriptions	To get mail	bow shop	Belle Rose Coffee	Clothes	Pure serenite spa
Mexican restaurant	Movie Theater	breakfast at griffey's	Seeing family that works downtown	To eat	Walks
Tooleys	Bank	Post office	Post office	Go to bank	Eat at jaliscos
Post office	Jalisco's	Jaliscos	Shopping	Dmv	jaliscos
Bank	no other reason	Licenses at courthouse	Belle Rose Boutique	Theater	stagecoach
Courthouse	Pharmacy	Bills	Jalisco's	Coffee	Coffee Shop
None	Post office	Courthouse	there are not any jalisco's	Mexican	Chiropractor
Once & again	Post office	food	jalisco's	Food	Movie theater
Painted Rock Hunt	Pay utilities	chiropractor	Pure serenity day spa	Beverage's	Boutique
Hair Salon	Courthouse	Pet supplies	Jalisco's	Court house	Antique stores
Movie Theater	Jaliscos	Gas	Post office	Food estab	Flower variety shops
Restaurant	dining out	Courthouse	Flowers	Parades	Events-which isn't often
Movie	shopping	Eating	Banking	Shop	Jaliscos
Coffee	Shopping	Tatro Chiropractors	Bars	Post office	Angie's Attic
Shopping	Visiting family	Johnson Family Vision	Restaurants	Eye doctor	Rowdys steakhouse
Courthouse business	Pharmacy	Food	Boutique	Furniture	Pure serenity and stagecoach mall
Antique/thrift shopping	Court House	Post office	Salon	Food	boutique
Just passing through	None.	My husband goes to Tooleys 2 times a week	Post office	Courthouse needs	Jaliscos
Antiques	Looking for a gift	The Power shop	To eat	Parades	Tatro's
Courthouse	Restaurants	Bank	Belle Rose	Dinner	Coffee
Courthouse	Walking	Rowdys	Jaliscos	Antiques	Flooring purchases at
Post Office	Event, or going to a business	Griffey's	bank	Yoga	Barber's
The Mexican restaurant	Courthouse	Paying bills	Pharmacy	Restaurant	School parades
Florist	Eating	Pubic activities	Cruise the square	Bank	Movie
Courthouse	Coffee/shopping at Belle Rose	all sauced up	Food	Cig store	Pass through to where I'm going.
Post Office	Mexican	rexall pharmacy	Breakfast with family	eating establishments	
Pokémon Go	Events	Rexall	Movie	gasoline and vehicle	
Walking	movies	Ds butts	Nothing	repairs	
Food and or beverages	Get my hair done.	Mexican restaurant	Dining	Business at Courthouse	
Dentist office	Post office.	Movie Theater	See the Barber at the spa	Memories & More	
Movie theater	Stagecoach	Trunk or Treat	Food	Hair appointment	
Belle Rose Boutique and Coffee (Formerly Stagecoach Mall)	Courthouse	Car show	Dentist	Flower shop	
School Function	TO EAT	Food & Coffee	Restaurants	To go out to eat.	
Community Function	SHO[Courthouse	Courthouse		

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4 Have you seen another Downtown that stood out as being a vibrant social and economic center of a small community? If so, please name the community and what you think made special. List specific types of businesses, events, structures, etc.

Stillwater, MN, Rome, Italy , the island of Patmos. Craftspeople; businesses that make specialty items by hand. Minden NE has a variety of shops and stores that people would use on a daily basis.	Broken Bow Ne. Bonfire pub and grill outside seating and Every Thursday the downtown hosts several food trucks and like a farmers market with crafts and fashion too.	Sacket's Harbor, New York. They have a history involving an attack in the War of 1812 and have restored buildings related to the event that are open for guided tours. They also have a yearly "War of 1812" re-enactment. In addition, they also have upscale restaurants such as a brick oven pizzeria, a bakery, and a fine dining restaurant.	Kalona Iowa...beautifully kept with inlaid brick quilt block patterns in sidewalks. Yottys Ice cream shop. Amish bakery and candy making store. Annual fall Festival.	event there too. Lots of it is based on their Indian heritage & the building of the town on the steep hills. If you are not familiar with it check it out on the internet. It is fabulous! Maybe Fairbury could utilize some of their ideas. After all we are on the Oregon Trail, Mormon Trail, & the Pony Express. Why don't we use that fact in bringing in travelers.	places to eat with outdoor seating, firepits, music playing while people walk and window shop, pubs/bars, and entertainment from live events to outdoor movies.
La Junta, CO. They have a food truck in their small town, a wide variety of food options, a colorful decorated downtown Center, and holiday music playing in the square. The Koshares brought a lot of tourists and there is also a historic fort outside of town. Basically historic buildings brought more people. Just making sure each and every building looks nice and has good upkeep. I loved the awnings which were put up a few years ago.	Friend, NE and Hebron, NE Both communities have attractive downtown buildings, unique retail stores, and community support for events. Friend sponsors Christmas on Maple Street in which nearly all retail, offices and community centers are open with booths and festivities. Friend also has the tasting room in a restored building. I believe most small communities are falling short of adequately providing shopping and/or entertainment opportunities at this time.	Seward Manitou Springs, Colorado. The downtown area is filled with historic buildings with shopping for every age. There is also an old fashioned arcade, multiple ice cream shops, a candy store, and a toy store. I can't name another in this area right now. Clarinda, Iowa has a nice downtown. Likewise Milford, Iowa is good! These towns have a full range of retail stores such as coffee shops, ice cream shops, card stores, etc.	Eureka Springs, Arkansas is so special. They have unique business's , charming shops, very friendly employee's. They have special holiday events that the entire town participate in, especially Christmas. The whole town decorates and even the parks are decorated & Carolers singing. They have a community theater production were they only charge a small fee. They have horse & carriage rides downtown & to the parks & even to get married! They have lots of bed& breakfasts, motels & hotels. They have a special motorcyclists	Seward, NE - They have a great little cafe on the corner & lots of nice clothing boutiques and antique shops. It's a perfect little day girls day trip. Fremont, NE - They have a variety of stores in their historic downtown that allow you to shop for several hours and they also have great cafe's & coffee shops that allow a relaxing vibe of hang out downtown.	Salina, KS - Lot's of boutiques I have heard a lot of good things about Geneva. No real experience Pawnee City - Always decorated and seems somewhat color coordinated; Seward - always decorated and clean; Ashland - more trees, vibrant Grand Island, they have boutiques, different ethnic stores, coffee/ dessert bar, thrift shops, book store, several restaurants and a few night clubs ????? Washinton ks. Stores were open and full of people on Friday night. Geneva- clean, attractive variety concordia kansas Beatrice with the different stores they have a variety of restaurants
Those really added charm and class and kind of tied the varied buildings together a little bit. Hebron	Wayne NE - just everything in general Nebraska city Ashland, it was beautifully lit and quaint. There was nightlife activities in the evening with nice specialty shops open during the day.			Nebraska City, Nebraska. Vibrant with color. Outdoor seating areas for people to meet, gather and spend time together. Boutiques, shops,	

Anywhere where the flowers are kept up. Window displays neat. Sidewalks clean and smooth. More seating. Georgetown, TX; Thriving variety of restaurants, live entertainment weekly to monthly from late spring to early fall, variety of shops (outdoor equipment, consignment/antique, bookstores, high-end, value-priced, etc.), small parking lots available just off town center. Biking/walking paths make getting in/out of downtown easily accessible. Every other small town, nicer business, better services, more options like food and product consumptions!! Aurora, Hebron, NE - properties are well kept throughout the community, friendliness of everyone, Thayer County Health Services are tops in all areas of health care, Amanda's Cottage, Hebron Dental Clinic, Posey Real Estate, Elting Real Estate, Brand X Saloon, Shell station with Valentino's pizza to go & chicken, too.	The overall problem with downtown is its proximity to the rough parts of Fairbury. The abandoned houses and just overall run-down parts surrounding downtown is disappointing. Sure wish the money could be used to demolish the houses and clean up the Neighborhoods first! Aurora and Ord. Had vibrant businesses and bars Grand Lake, CO. Lots of little fun shops Geneva, several restaurants, very clean Seward, NE Nebraska City's main street is nice looking (they have worked hard on it for years) and the whole main street has a BIG variety of stores that attract a wide variety of shoppers from young to old. its been a while since I've ventured to another small town, so am not sure. Outdoor green space to hold bands, running area for kids, picnic space, near wine bar, can hold festivals	The biggest thing is community support. No business, event, or structure will do any good if the community does not support what is there. Don't build something like another town. Start building a culture to draw the community together. This needs to happen first. Seward. Art gallery business, wine tasting events. Geneva has a variety of businesses, is visually appealing and welcoming. People are out and about shopping, eating, and exercising. Can't think of any right now... a small town (pop 2000 approx) I visit has "Second Saturdays" which is like a farmers market type of event that they do every month (in nice weather months) and they bring vendors from other small surrounding communities and food trucks, also local shops are open and doing some specials if they would like. The vendors pay a small fee to set up but its amazing the variety of handmade crafts and	snacks/food, pottery stands etc... that come in from small areas around and the local crowd it brings. Very fun! even something like this 3 times a year or something would be fun, maybe have live music the night of. Omaha. Fun shops, lovely old buildings, Indian food and various dining, events for all ages. Beatrice, there flower beds are always kept up and looking nice on the corners. Seward - well kept, historic, variety of shops Garden City ks It has the small town charm with the city drawl I could spend hours wondering that downtown space and shops Wilbur Sports Bar would be nice. The community of Hebron has walking paths, bike paths and many little shops St. Paul NE-community center, brewery, brick streets, art on sides of buildings, music playing in the streets, no empty run down houses within walking distance of downtown.	Old Papillion Old Elkhorn Old Gretna live music great places to dine adorable small shops/ boutiques Nebraska City. Natural beauty, attractions such as the Apple jack festival, arbor farm, arbor lodge mansion. Nebraska city I just think we need to get more stores open down here. There are so many buildings that are sitting empty and no body does anything with them. Western Picnic - the entire community works together to put on a nice weekend full of activities for all age groups Concordia, KS I really enjoy their outdoor community area that has the screen to show movies and sporting events, etc. Geneva - similar set up with the square but has more stores/boutiques and food Neosho MO. One entrance into the downtown area has you driving down big spring hill, which takes you past the duck pedestrian No Lincoln- more opportunities for events/food Nebraska City-good shops
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Ottawa— busy, clean, inviting. Cute Stores, good restaurant options. Galena—fun for the whole family, Snacks/food/drinks. Lexington — clean, fun atmosphere. Gibson—inviting, sense of community Beatrice always has beautiful decorations and lights. Their stores are always changing and updating, and offering better hours for the working adult. Wilbur, due to its unique Czech heritage Google most popular downtowns see pictures of live music, comfortable outdoor seating and gathering areas, landscaping and flowers, outdoor art etc Seward York and Geneva Broken Bow, Seward, Beatrice. Doesn't look as run down, has nice landscaping, aswell as businesses that attract people, not stores that just sell junk. no No NA Seward-neat cafe's restaurants stores Beatrice, busy, more restaurant choices.	?? not sure but Geneva looks nice around the courthouse Wilbur Ashland - All of the buildings are occupied by some type of retail. It's well kept and always something going on. Grand Island. They razed the old buildings and started with modern buildings. Broken Bow, park in the center. Lots of shops and restaurants around the downtown. Lots of events in the downtown. I do like the Seward downtown area that has boutiques, bakeries, restaurants, a coffee shop and a winery/art gallery with music. Holdrege Nebraska. More small businesses/ shopping. Aurora Nebraska (lot of small local owned business's such as flower shops, clothing ,BOWLING ALLY,- Wilber, Ne Weston MO- it is a smaller community but has winery and breweries with events scheduled, boutiques, floral shop, home decor shopping, quaint eating locations Yes Beatrice. Lots going on downtown	Aurora Nebraska, nice looking little town. The square there had an attraction that made u want to shop. Lots of historical and ma and pa shops Beatrice more restaurants Seward. They have so many different retail stores and they seem to be upkept Seward Wineries and Breweries, cute little shops, restaurants open on Sundays Silverton Oregon look it up no Weston MO - wineries, great places to eat and nice little boutiques. The streets are marked with nice little signs that tell you where the attractions are, beautiful hanging flower baskets on the street poles. Wahoo, Ne—Christmas tree lighting, open house at all shops and businesses Crete has revitalized it's downtown area with historic appearance, planters, benches, etc Lincoln	Beatrice is doing great with variety of businesses. We need more for our kids to do. Sad bowling is gone and we can't make businesses like that thrive. Friend has a very charming and well kept downtown district Seward Bandon, OR it had a feel as if it was a community. Every shop worked with the other. Tons of local artist shops and displays. It felt inviting and they used color and small touches to draw you in. It had candy shops, restaurants, gift shops, art stores, thrift. It had attraction but I dont recall what. They did simple things like line the streets with flower pots and hung awnings. It brought character and personality to it, while maintaining historic charm. Savannah, MO also has some of the same things, not as much personality, but felt connected as a community Seward. Christmas parade, lots of shops.	Alma Nebraska and holdrege Nebraska variety of shops to suit every age, clean and bustling! Friend, wahoo can't think of any Jacksonville, Oregon. Cute downtown well signed even when walking. Variety of stores and events. Older buildings being used in creative ways. Most businesses maintain the same hours. So you can expect downtown to be open during a specific time. Charming. Lincoln and Depoe Bay Oregon Beatrice has a larger variety of shops and restaurants as well as a community theatre. Washington Ks just beautiful with lots of different stores to shop at Quite a few in my travels. Beatrice Steward Nebraska Marysville, KS. A lot of community involvement from the community theatre, businesses, chamber of commerce and the downtown committee. Seward. York, Kearney (the bricks) small town feel in a bigger city, variety of shops.	Hebron! Just drive down the main stretch. The owners & community have PRIDE they work together on improving things. Their Chamber also does a fantastic job of putting on FAMILY events. Aurora and Beatrice, they're downtown and businesses cater to the community and meet the needs of the area, they have local events regularly and care about everyone in the community regardless of age Marysville Grand Island, Array of shops, boutiques and restaurants Nebraska City. So many nice shops, diners, indoor and outdoor attractions. Chambers Nebraska Haven't been any where in a while due to covid, but I believe we need more variety. We usually shop for name brand clothing and shoes outside of town, also fast food other than McDonald and runza Geneva, unkept better, quality and type of merchandise(goods as well as food)
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Marysville ks (Chinese, steakhouse, coffee shop, movie theatre, flower shop, gift shops, library, beautiful historical buildings, pony express statue, bike trail, beautiful mural on the wall, black squirrel night)

Can't think of a specific town, but a decent bar with live events would be a nice attraction. More boutiques with clothing options for kids. Something fun for kiddos. Beatrice. Lots to offer: bars, brewery, variety of shops, restaurants,

No Seward I feel our down town has apartment tenants who are unemployed, uncaring toward our community and an embarrassment to our community.

Hastings Seward and David City. I haven't done any shopping there but I drive through to other places and see their downtowns.

Future Downtown

What additions do you see for the Downtown District?

5 What additional type of retail store (not food or beverage establishments) do you think would be successful in Downtown, if any?

I don't know that there would be one. Our culture is very use it and throw it away, thus Walmart already has that niche covered.	Any store that sold name brand stuff--NIKE, Adidas, Levi's, The North Face etc.	Music store with studio/lessons. Dutchman's Store (like ones in IA and MO). Jewelry retail/repair shop. Shoe store.
More retail	Sporting goods store	Shoe Store, Clothing store, Jewelry Store.
My dream store - craft/ thrift!	Electrical	How about another chiropractor that is open when you need them.
A military surplus store. tough to say	I think you need to get more apartments created in the downtown area! Once we have residents in the downtown, the retail stores will	Like a 5 and dime store unique gifts home decor (not furniture) & clothing
Clothing and Retail Resale shops	follow...The biggest mistake Fairbury ever made was closing up the second stories of the buildings around the Courtyard Square! I remember the downtown area in the 1960s and it was alive downtown with the stores open on Thursday evenings and most of the day on Saturday.	Electronic store
Music store for rentals, equipment and lessons	Maybe a combination store of a Bath and body works and Bed bath and Beyond. Crafts like a Michaels. A decent clothing store like Magnolia and main in Diller or a Buckle type store.	Shoes stote
Boutiques and gifts		Any type of mom and pop stores
It is hard to see the Fairbury community supporting additional retail in downtown. Recall the lost retail over the past 20 years.		clothing, general store, Arts and Crafts
Dollar tree		New clothing/shoes
hardware...computer repair...clothing...shoes... jewelry		not sure
Spa		Shoe store, like a Browns
Kids clothing toy store		Shoe Store, with basic athletic needs. Website available for drop shipping
A dollar store/ like when DG was there people can walk to for items.		?
Shoes		We need a sporting goods store other then hunting.
Specialty gift shops		All new ones fail
A "a five and dime store" like the old Hested's store.		Hardware
		Shoes store/ clothing
		dont kmow
		Book store

Hobby shop/craft (supply) store/affordable home decor	Men's and women's clothing and apparel	Boutique with candles, seasonal items, home signs	I like the decor at SIMS and the clothing at Belle Rose but would like to see another shopping option with more home decor, a shop with gifts and cards, crafting store	Activities... bowling, glow golf, skating ... something to attract kids and families.	Name brand shoes for kids And young adults
Clothes business, better working banks work with young people with 1rst loan, and daycare, real-estate business to clean up the town run down houses	Something arts and crafts related.	Clothing		Sporting goods store, graphics shirt shop	A deli/meat shop.
Ha, Ha. NONE	Ones that drawl for the family	Men's clothing store		More women's boutiques	Christian book store, shoe store,
Dollar store	Mens clothing	I miss having a hallmark close		Sporting goods,	More clothing options
Boutique	Plus size women's clothing	Salon or massage		Local artist, unique gifts	small boutiques
Trader Joe's	Shoe Store	NICE thrift shops, boutiques, athletic store like hibbets		Sporting goods Shoe store. Nike etc	boutiques or clothing stores
Insurance	Pet store	None		Clothing stores, shoe stores, nutrition stores	Shoe store, home decor, sports store
I just think the cleaning up of buildings that are not in could shape would help the look of down town.	Game Room - bowling, pool tables, darts, shu�e board, large indoor play set for little kids etc	Art gallery and supplies, yard and garden,		Some sort of entertainment	Apparel/shopping, home goods/decor
Sewing/craft/bookstore	Apparel store	Affordable boutique shops		Boutiques, antiques, Don't know	Men's clothing
Clothing stores	Clothing such as shop in Hebron and Geneva or my sisters closet something to that effect	Cheap clothing store		Possibly a shoe store or another clothing store	Botiques or chain retailers
we need a mens clothing store, right now to get a good pair of dress pants or jacket you have to travel to Lincoln,	Any clothing store.	Shoe store		Clothing, arcade	Sports Apparel and Supplies
Shoe/clothing, not bowling but we all know how that worked out.	clothing/book store/ bedding/a sewing or craft shop - with sewing classes/lessons for adults and children	Hobbie store clothing shoes		Shoe store, clothing, Boutiques	Bakery, toy/hobby store, convenience store, dry cleaners
Gym, Women's spa, Men's specialty hair and spa, Masseuse, bowling ally	Clothing Boutique or Home Decor	None		Craft shop.... ex Kim's Kottage Marysville, KS	Party supplies, craft supplies
Children boutique	more clothing-boutique options	Dollar Tree		Boutique	Tool rental (big tools that are expensive that someone might only need once.)
Different department stores besides Walmart.. ie target/meijer...	Dollar Tree	?? but I think they would all do better if they stayed open past 5pm so those that work could go and shop.		Anything geared towards children/teenagers	
I think we have a good variety of shops for the size of town.	Clothing Boutique or Home Decor	Arcade/gaming		Sports Store and or shoe store	
clothing store	more clothing-boutique options	Clothing store		You would 1rst need to change the age and demographics of fairbury for any business to survive, get manufacturing and other business	
Kids clothing	Dollar Tree	not sure how successful but would love a women's clothing store or shoe store		back in fairbury and you'll see the change	
Clothing store	Sadly, all of our clothing, shoe, jewelry, etc. stores went out of business because people went to Lincoln to shop and probably still would.	Boutiques, Flower shop that is actually open, Obviously antiques		Mens	
A homes store, with home decor.	Nail salon	Repurposed furniture and home decor		Discount clothing	
Uncertain	kitchen and home boutique: cooking classes, kitchen gadgets, local meats and cheese boards, special spice blends etc.	Bowling or reasonable clothing.		Antique, Vintage, Repurposed, Home decor, clothing/jewelry boutique	
	None. No good paying jobs or housing	None			
		Clothing (not thrift!), hardware, shoe store, sporting/outdoor goods, gift/hallmark type retail			
			Clothing		

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6 What additional type of food and beverage establishment (restaurant, tavern, cafe, etc.) do you think would be successful in Downtown, if any?

A quality homemade style sandwich shop or a bakery.	A restaurant that serves "country" or "comfort" foods with huge portions so the unhealthy and fat people can stay that way.	weekends our downtown is dead & there is no place to go for entertainment. A nice restaurant could do some business on the weekends & holidays because there isn't anything here anymore. We used to have a supper club.	I really think anything at this point, I have been here 2 years and I always go to other towns to eat because we do not have a very large selection. bbq, brewery i think we have a pretty good selection!! Italian food	Sports bar What about food trucks Olive Garden or Health Food Any of the above Pizza Italian Restaurant Mom and Pop Cafe Wendys. Taco bell really the only fast food chain is McDonalds or Runza, we need a Taco John or an Arby's	Sports Bar and Grill A nice family restaurant with home style food Winery/Brewery Pizza wine/beer Small brewery with food options - pulled pork, smoked food, etc. CB sniders cooking Western bar, dancing, bands, etc Godfathers pizza as Pizza Hut is terrible Any type of cafe would be neat Bakery restaurant (need more choices for places to eat), bar that serves food, cafe/options for breakfast.
Tavern, Pool hall, arcade or something positive to draw in our youth					
Sunday family dinning.					
Anything sit down	Restaurant with outdoor dinning (such as a patio area)				
Taco Bell or a cafe. The boutique is super close to what we need, but there's not enough of a sit/chill area.	As with retail stores, these establishments will open when there is sufficient residents to patronize them downtown.	Dairy Queen/Breweries more gourmet/cafè type lunch . A relaxing place to just get soup & a sandwich. (Something more like 418 in Beatrice where you could as a business person take a client or professional to lunch. Also, a place that could host a large table of 12-15.	Another fast food establishment such as dairy queen or KFC.	Coffee house, bakery/desert shop, Italian Restaurant, Ice Cream shop, sports bar, near garden, wine bar	
Arby's, but would be better on the hwy 15 and 136 intersection.			Bar	Coffee chain, fast food chain	
Caterer	Dairy queen or something like Orange Leaf yogurt or specialty ice cream shop. Decent service would be expected at any of these		Brewery	I hop /wa�e house	
Dairy Queen			Sandwich shop, like doozys	A cafe for breakfast and lunch	
Brewery with food or a pub some place to get a cocktail and food that stays open after 10	businesses. Great service is essential to us.		Diner - Chez Bubba type restaurant in Goener.	Would love to have wider sidewalk so I can gate off and have street side seating for my caf� in nice weather	
Taco john's sitdown family or sports bar...bakery	Upscale event venue with specialty wine/beer. Panera type cafe.	Some kinda of chicken restaurant	brew pub Like Beatrice Dairy Queen	Indian or korean	
Pizza, Applebee's	Bakery and decorated cake shop.	cafe with healthy selection/soups/ sandwiches. restaurant/ bar with outdoor seating and music	A bar that's actually open	German and Czeck	
Italian food- not pizza			Fast food Mexican, a dairy queen	Place to eat breakfast.	
Sandwich shop, soups, more lunch to go items			Coffee bar/shop open nights/weekend (easy to "relax & work"), a brewery/restaurant (similar to Loop Brewing Company in McCook)	Bakery	
Pizza-godfathers or wood pizza			Steak house, bars, corporation businesses, Taco Bell, taco John's, Dairy Queen	A good steakhouse would be excellent. But actually anything that's open with regular hours and can serve you a drink with your meal.	
Wine/microbrewery.	Classy Taverns & bars seem to be successful when they are open, especially on the weekends. When family & friends come here on the	Italian	NONE	Breakfast joint sandwich shop with pizza	
Coffee/doughnut shop		Something different. Like Italian. Outside seating is a must, either out front patio or back deck.	I think a restaurant/bar that is clean would do well	Brewery/Pizza	
A fine dining restaurant.				Brewery/Winery	
Sandwich					

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Brewery, sports bar (like wallys) with an arcade for kids. unfortunately it's hard to find good help for any restaurant in a small town.	Winery or Brewery with food. None A steak house Type sit down restaurant Bar & grill I would love to see a brewery and/or wine tasting room with events scheduled, Need a sports bar location, A quaint lunch shop would be nice (the only place I would eat lunch is Rowdy's and they are always packed), it would be nice to have a nice location for dinner that one	Scooters, Starbucks, donut shop Sonic there is not support.. and after eating place opens..ghost town again! Cafe Family pizza restaurant with game room for kids. none Taco bell, Burger King, Arby's Taco Bell!! Chick Fil A, Places that are actually opened on the weekends and care about how the food taste! The places we have now	Restaurants a must Higher quality atmosphere and food venue. Also more fast food Nicer Restaurants with classier food and classier appearance I dont knowing it is the type of restaurant that matters as much as how it feels. Atmosphere is not a focus of most restaurants in town. Someplace that makes you want to sit and linger and enjoy. Like Black Crow on Beatrice. The patio seating is great. Or something more modern like 418 in Beatrice. They both are inviting in different ways. Something open on mondays/Sunday nights!	Pizza parlor, Greek, Italian, mom and pops cafe Anything open early morning, or late night. After 9, its impossible to get something to eat besides fast food. Sports car brewery American restaurants cideries winery something not chain but local and connects Pizza Taco Bell/ KFC combination One's that are open on a regular basis and offer value Coffee shop Bakery that opens early iced coffee Brewey-breakfast Better quality with unique atmosphere, brewery/ wine with cafe or similar. Outdoor dining would be nice if a building was torn down. Winery, brewery, sushi/ hibachi, italian A nice well maintained bar none A nicer, sit down restaurant with hours you can count on that offers adult beverages as well. Health food store, dairy queen, bar for younger crowd, donut shop Bakery, ice cream shop that is really open.	Cafe(homemade) food, bar/appetizer with a clean atmosphere compared to what dirty old bar is currently down town General diner Café to serve all meals, bar and restaurant type establishments, bakery Places with more salads and lighter food options... sit down Any that maintain normal and consistent hours. Microbrewery. Some sort of grocery store for the LEI folks who don't have vehicles.
BBQ					
A nice pub, a nice sit down restaurant, preferably clean ones.					
Sit down family style, Mexican					
Arbys					
Doozys					
Arcade with restaurant.					
Taco Bell Family oriented fun sports bar with good food					
A local brewery would be nice.					
Sandwich shops					
KFC/Taco Bell or DQ					
A Breakfast similar to Perkins / village Inn, A real burger place					
Something open Sundays in the afternoon & evening					
Taco John's, village inn type restaurant. Burger King or Sonic drive thru. a nice quiet atmosphere restaurant					
a brewery and a nice little restaurant that offers food such as charcuterie boards, soups, pastas, etc.					
Coffee shop, bakery, anything drive through. Maybe Italian or a soup, salad, and sandwich lunch spot					

7 What additional type of service provider do you think would be successful in Downtown, if any?

I know I'd like to see a good quality clothing store, but from what I've seen of the people in this town, I'm not convinced that they value quality anything. N/A ? can't think of any Cleaners, party supplies or bakery. Bowling alley, Community Theatre, Community College, Makerspace for creativity and problem solving Spectrum computer repaira Spa Not sure. A bike repair/maintenance business Evening and weekend entertainment At this time, I think it would be hard for a new business to make a "go of it" downtown. We all know that Wal-Mart killed the downtown area. Would be nice to see a family entertainment center that has pinball machines, skeeball, ping pong, etc. Kinda like arcade.	How about a dry cleaners, paint store or a decorator, a bowling alley or some entertainment. A children's museum would be a great way to attract out of town families to come for a day/afternoon or even field trips rather than to drive all the way to Lincoln. Something fun. Either for kids, like a Lost in Fun or arcade room, and/or a brewery for adults. Something to do. Open past 5 to make it look alive, instead of dead. Nail Salon dry cleaners I'm not entirely sure. Computer/electronics repair Not sure ? None Thrift stores or clothing stores More venues for weddings/events NOT blue valley that's what runs are town down Computer sales & repair. Miss Computers Plus store very much. In this age of technology, the general public need a place like this! Buckle or Maurice's	Bakery not sure Retail Salon, any of the above Gym with membership options. Laundry mat Grub hub/liquor beer grocery delivery having a venue spot for rental (baby showers, bridal showers, school dances etc) Nail salon Unsure New Bowling Alley Dry cleaners bakery coffee shops Bakery None that I can think of coffee shops Event center in Stagecoach Mall. N/A A bakery and dry cleaning service would be nice again. Therapists Dry cleaners Internet cafe Popcorn shop and a restaurant with a buffet open on Sundays. People love going to buffets after church None Restaurant US cellular Orthodontist, Disability Center to help people return to work. don't know	Office supplies Electronics ?? Nail salon Grocery store A place for kids to go play games, hangout Bowling alley. Some type of entertainment for kids such as indoor trampoline park or laser tag. None Lunch location with nice atmosphere, business meeting location, craft store, art store Verizon is really great. Would be nice to have more kind of feasts in the square. More for our school kids maybe? Grocery store it does not matter.. people rather go elsewhere. (but maybe beer garden??) Drive thru coffee shop. none Spectrum Youth recreation center a fitness center that is open 24/7 Donut shop none a skating rink , an arcade, somewhere the youth can hang out Something for the teens/ kids. I have no idea what they are into, but we definitely don't cater to them. A gathering spot for them would be	amazing. Someplace free that they can hang out. Like the empty corner with the gazebo. Set it up with cool.benches, plants, etc. Let them.paint murals on the sides of the building adjacent. Give them space to own. Firearm sales More food options, specialty dr's, shops Tailor Don't know I think a community theatre or some sort of bar geared toward the younger adults (21-35) would be fun. Exterminator, home health, massage Nails Bowling alley Craft type store Small engine repair would be a gold mine in this area. Also, a larger Childcare facility. Again; you need to change the demographics of Fairbury to see a need Not sure Painting parties Grocery store Nail shop, Putt putt golf or arcade to help keep kids occupied. Unsure if any would be successful Resource support for those at risk, dollar tree, pet store (similar to pet smart/petco)	Grocery Reception hall for large and small events, CPAs, plumbers/heating and air companies, contractors, nail salon, bookkeepers Computer store Windstream and Spectrum offices. None really. Bring back German fest Parades, holiday stuff focused on downtown I think they do a variety of things now which are great activities! Husker Game Day Get togethers Holiday festivities Outdoor music, a bigger scale farmers market More than just fruits and vegetables. Events encouraging interaction between school children and adults such as vocal and instrumental concerts. Revive the art walk or some similar themed reoccurring event. Summer parade during the county fair. anything Street dances Flea market fall with car show More celebrations for the youth
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8 What new events would you like to see Downtown, if any?

Summer street dances with carnivals like all of the surrounding towns seemed to have in the 70s.	were volleyball games held in the community building. Businesses and churches had teams and eventually a week of ending tournament games with trophies for teams that placed 1st...2nd and 3rd.	BBQ cook off, like Beatrice RibFest. 4th of July parade with actual things to do after, like before in early 2000's with clowns, bounce houses, vendors, things for kids to do while parents shopped. Food truck day, with all different kinds of vendors. Business Christmas decorating contest.	It's too late to try to revive any of the previously popular events. Germanfest	Bringing back some traditional events i.e. Germanfest
Any			In summer weekly bring your own brown bag lunches in the square having different locals playing guitar, singing, etc.	festivals, vendors/ live music/local brewery's. Businesses doing a special night twice a month.
Bring Germanfest or Octoberfest back or something festive in the Spring with a bike event			School	Concerts in the park
I appreciate the parades, the car shows, and the trunk or treat. The petting zoo at one of the events this past year was also great for young children.			Christmas Village Display/ Lights	Food truck Friday's.
Amateur nights on one of the sides of the square weekly. The recent car show was very nice!	Perhaps an outdoor putt putt golf tourney around the square ?		can't think of any.	Bring back Germanfest
I would love to see the Germanfest return. It was GREAT! Perhaps an annual cornhole event. The art walks they used to have were kind of interesting. Maybe some kind of monthly or every other month downtown activities. Where stores would be open and maybe have little snacks or treats like during Christmas open house season. Maybe store specials. Community scavenger hunt. Also years ago there	Bring back something like the German fest back. Vendors!! Line the streets once a month with vendors, lots of them and food vendors. Get people out and active. Movie in the courtyard!		Festivals	Anything to bring the people of Fairbury together and outsiders to see that this is actually a good town.
	Live bands playing in the streets. Seasonal - Halloween around the corner so decorate more around the square, play seasonal music, bob for apples/carve pumpkins, paint faces.....Thanks to covid - decorate your own masks.		more Flea Markets or vendor type shows, what happen to the good ol sidewalk sales put on my stores?	Progressive supper with downtown restaurants participating
			Thursday night used to be the night to come into town to shop . putt putt golf, Festival celebrating Fairbury	Live music art festival
				Concerts, parades, festivals
				Flea market in the fall
				More festivals or drive in movies
				Bring back German Fest, I think that Fairbury needs more things to bring together the community.
				more events that gets the community involved - parades/things like German fest, etc.
				Bring back Germanfest/ Fairbury Fest
				Octoberfest, Ribfest
				Current event are great, the car show and cruise night were creative and fun. Maybe an arts and crafts show in conjunction with farmers
				market.
				More things for kids.
				Germanfest was always fun.
				Community bonding
				More festivals / street activities outdoor
				Some type of celebration focused on our town/ community
				Any
				Bring German Day back!
				Christmas
				Folk or outdoor art festival live music
				More bands playing, streets dances, Trivia nights, kids cruising the square again.
				Germanfest
				Plant sales, farmer's market on the square, food trucks, unsure
				??
				Open markets, not farmers market. All kinds of wares.
				bring back annual festival of some sort
				Retail shops open on Thursday nights, lemon days, Fairburyfest
				Vendors, Such as food and crafts
				None. Crappy buildings.
				Anything that involves the whole community.
				Some other places have successful Christmas parades
				Festivals, kids events

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I loved the wine pairing dinners we used to have at Stage Coach and the Friday art walk, jazz festival, street dances	Fairbury needs our annual celebration back. Germanfest dissolving was a big mistake. Fairbury needs something to celebrate!	Parades and fairs Anything Less and more promoting of current business. Don't hinder them by activities on a sat. Make sunday your activity day. Ecpand on the car show	Bring back a yearly celebration such as the "all class reunion" and fairbury's 100th celebration combined. What Germanfest used to offer.
Dances	Sidewalk sales, downtown on the square festival, live music in the square or courthouse lawn, movie night downtown	German fest Street dance	None
festivals / street dance unless something is free or given away..people do not support shopping in town!	Live music on the square with beer gardens	More adult activities that involve businesses.	More community centered and welcoming
Bring back German fest!	Something like German fest.	Anything would be nice, more promoting of events too	Concerts, food truck events, carnival permanent fall festival
Stuff for keeping kids young and old.	This town does tons of things. Separately. Each person organizes and .markets independently. Imagine if there was community marketing. Community focus that included all the events for each biz, group. Where we could build on each other to draw more in?	Family centered events. Everything the Chamber puts on centers around alcohol. The Easter hunt and Trunk or Treat they put minimal effort into.	Outdoor concerts, beer tasting festival
none	More car show events	Fairbury fest, German fest, local celebrations, harvest festival, etc	Sidewalk sale/community garage sale around square.
More family oriented events	A big yearly event with vendors, street dances. Aka Germanfest. Our town needs to have an event they are known for.	Home town pride	There for awhile we had the Total Sound reunions at the end of July. That seemed like an easy way to get people to come downtown.
Germanfest, etc.	Fairbury town celebration every year	Festivals, markets, Holiday celebrations, Bring back Thursday night shopping	We were entertained, reason for classmates to see each other, looked fairly easy to plan. My family actually decided to move back to Fairbury after attending one of these in 2012.
If there were more retail then an open late evening like we used to have on Thursdays.	Live music	Germanfest used to be such a big hit, parades, bouncy houses, carnival, games	
Not sure	Local musicians playing the square even high schools practicing publicly..etc.	Move the farmers market back	
I really enjoyed the Fairbury 150th celebration with vendors and activities. Events like that downtown would hopefully also draw people into our current businesses as well.	I'd love to see some more things geared toward music or the arts.	Trivia nights, board game nights, street festivals	
none		More music parades vendor shows community events	
German fest, the kids hanging out on the square every weekend!			
Bring back German fest or something like it			

9 Please provide any additional comments to help us improve the Downtown District:

Improve sidewalk upkeep & better landscaping

I believe more community events and something for the kids would draw a larger number of people

Update the parking situation for downtown. it's a bit risky getting around. Make the waterfall at the Dam easier to get to and more well known.

It's beautiful over there, but it's not well known.

Appearance of the buildings is the biggest thing in my mind.

Grants or government financial assistance is probably necessary to upgrade the HVAC and infrastructure of many downtown buildings for any retail or food and beverage establishments to survive. The existing second-hand stores need to be encouraged to clean up their appearance and atmosphere. The downtown buildings should not be storage buildings.

FIX THE SIDEWALKS FROM BEING ANKLE SPRAINERS

Make the building not some moldy and damp!

Make low-interest loans available to business owners to improve their buildings inside and out.

As stated above, the most important move would be to get people living in the downtown area -- second level apartments -- and then

things would improve from there. The new apartments would also increase the tax base etc.

It would be really nice to have lots of the empty buildings cleaned up and at least looking nice on the outside so someone might be interested in actually putting a store or restaurant in them. The Spa downtown is beautiful looking. Stagecoach mall although empty is beautiful. But buildings like e street thrift store stink and look terrible. I don't even like going in. At least the cat urine smell has

disappeared. Memories and more is at least better organized and pleasant employees. No bad odor.

Make sure railings on the curbs are fastened tightly.

Our old brick buildings and alleys are very charming. I hope we can keep that charm in what ever direction we go.

More events downtown. Theres so many things that our community could do liven up our downtown. Just need people willing to put in the work. No one is ever going to want to put a business down there if we cant even get people to enjoy it the way it is now.

The buildings need to be more in color agreeance. Some are green, some blue, and some red. Maybe ban some colors from being used in

the downtown districts on buildings, like red (Go Jeffs! but sore for eyes on buildings). Make the awnings more even, have a maximum and minimum height level. Decorating the downtown better and more care for cleaning than just mowing and weed eating, volunteer work for someone to keep the flower beds watered and looking nice, trimming flowers up.

Less concrete and some more landscaping, we

really didn't need full concrete slabs all the way through, some businesses would look way better with some landscaping out front.

The streets can use a lot of work

better maintenance of the corner flower beds, don't allow storaged in buildings, no living in lower levels of buildings

PLANTS, outdoor tables!!!!
Cleaned up buildings (broken brick/stone/ cement)

?

Remove the crp grass on the corners

Tear down the dilapidated houses and buildings. Clean up the area around Casey's. Movie theater looks great and other similar

improvements are needed.

Get rid of the brick streets, empty buildings need to be maintained or tore down, the smell past the cat shelter is disgusting, too many

second hand (Junk) stores.

Too much politics in the community for a small business person to get started, let alone survive.

Clean up the neighborhoods surrounding downtown

There is almost no reason for me to go downtown right now

Barbers needs to give back to the community

I think Fairbury does a nice job of events, I think anytime you can bring in a band or music and have an open concept for a dance or open bar area, that brings in a lot of people.
Most Business look good. None

we need a nice venue in town that can host evening events, whether it be a wedding reception, company parties, etc . wouldn't be hard

to turn the stagecoach into something like that.....

Fix run down buildings. Broken Window Rule get people thinking downtown is a place worth going to.

We just need to clean up some of the buildings that are empty and make them great! Our downtown is unique and I love our downtown.

We just need to clean it up a bit and add more businesses that will draw people here.

Require business owners that receive funding to use that funding professionally. No sloppy paint jobs. Enforce storage policies in

unused downtown buildings.

adverting and spread of word to community is bad, if you dont take paper you hear nothing if you do it is to late to go to something

An arcade or gaming type establishment would be nice. There isn't much for kids to do around here.

The work force is so poor here that i can't imagine who could being a job to town that could find good employees.

We need to make sure the sidewalks are in good shape and the 'corner gardens' need to be tended to as they grow.

I think it would really make a big impact if money was put towards cleaning up and renovating the downtown area. New paint, fixes

sidewalks, flower, trash and etc. also, promote business to buy downtown, the empty spaces make it for an uninviting impression. Maybe

more apartments above businesses? Business Need help keeping up historic buildings so they don't have to resort to storage or rentals I'd like to see some of the old buildings restored. Angie's Attic and the corner turret building next to it are the best examples of beautifully restored buildings. Require all storefronts to be freshly painted. Fill any vacant storefronts with drapery and artwork I think we have a beautiful looking downtown with lots of potential for new businesses. The only issue I see is people being too busy to support or businesses not being able to find good help to work for them. Get rid of the poor lighting and weed patches on the corners and get rid of all the stupid stop signs! I think the city should hire professional landscapers to help upkeep the flowerbeds and other landscapes areas. I think the sidewalks on the areas off of the main square are in really bad shape, maybe they should be replaced. Do large scale flower pots.	We need businesses that actually clean and maintain inside and outside of their establishments, nothing like eating in a place with water mark ceilings and dirt spider webs bugs crawling around. Also need something like a truck stop on main highway that is open late to eat. This town seems to roll up the carpet and shut down at the crack of sun down it's pathetic! We have a large number of teens in town and all they have to do is walk around town, there is nothing for the teens to do in early evening other than hang around. Ever thought about an actual center that offered, pin ball, pool, foos ball, air hockey, darts. Like a burger joint on steriods? I have been thinking how I could bring something to the town like that. I think it is much needed so the drug dealers that are allowed to stay don't have so many teens to get hooked on their products. Make it less boring looking. More outdoor friendly	We need more things to do for nightlife. Nice restaurants/breweries to eat at besides the regular bar food around here. Who decides the boundaries of downtown? When you alienate businesses outside your lines, it's not helpful I would love to see more one day events, like the car show, to bring people in. Tear down and start fresh. Not all of the buildings are bad there are a few that are kept up very well. The majority do need attention. They should not be used as storage units like a few are being used now. No residential living on the main floor, residential living should only be on the upper level with proper inspections done to protect the other buildings. While there are some businesses downtown, I would not recommend some to visitors that come to town because of the atmosphere in the business, a poorly run business is not better than no business, though I understand you cannot control this.	Cleaning and painting it up. To much storage in the buildings. Small coffee shop with internet that caters to adults with internet and coffee/pastry needs. Small tables, couches etc. unsure Maybe you guys should look in to putting and pool hall or arcade in so that the youth have some where to go hang out and have something to do besides make bad choices and tear up the town. Somewhere we can take are family out to and have some quality family time and fun and make memories to last a life time. More stores that are cheaper than few that are there We need more	Some how encourage active store front businesses, too many empty store fronts that are just someone's storage. I believe Fairbury has amazing community members providing the community with quality restaurants and businesses. Being a newer member to the community I think it would be beneficial for these existing business to be featured/promoted by the chamber or better represented online somehow. Maybe this is already happening or exists and I am unaware of it? It has taken almost 2 years for me to discover the many services our downtown area provides. Some building owners keep their properties looking nice, many of them need a lot of work. The empty buildings need a lot of work. town is dead bury it and move on Benches would be helpful for people with disability issues	Have more stuff downtown where shops are actually open when the event is going on. Offer some incentive for business to improve on physical dwellings, and with advertising, maybe some social media and online marketing to drive traffic here Whatever you do, don't get ride of the bricks help building owners more to fix sidewalks and curbing Add trash cans, benches, etc. Encourage people to linger. This encourages walking and shopping. Make the sidewalk more of an invitation point. Nothing draws me in right now, even for the businesses I do go to. Consider watching small town revolution series for more easy, cost-effective ideas! Replace the humps on the corners all around the square. The road dips too low and some vehicles bottom out! Also have business hang Christmas lights together Some building owners are letting their property age and will need torn down eventually.
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<p>No living above businesses unless it is the business owner, no more renting out the apartments/ vacant buildings to people that leave trash, ruin business owner's property, or breaking out business owners windows(each problem has happened to the business I work at!)</p> <p>restore the beautiful buildings we have downtown correctly not just put quick patches on them!</p> <p>Fairbury is run down and nothing but a drug town. It needs a face lift</p> <p>More historical plaques on buildings, extended signs so if your walking you can see what is down the block. Even offering historical bus tours starting from Lincoln for instance.</p> <p>Charging of course.</p> <p>Empty buildings need attention badly, old buildings need full repair not patch work.</p> <p>No living spaces on ground level. More parking downtown due to residents parking in front of stores, taking away from biz.</p>	<p>Hold building owners accountable for their buildings. If they are becoming rundown or are beyond repair, tear them down! Play music in evenings, something to brighten up moods.</p> <p>Repurpose the area opposite Griffey's with some park/play equipment. There are more families around the area than you think.</p> <p>Care about everyone not just the older population who our town mainly is, cater to every demographic and you'll see a change</p> <p>Put up signs of the store as they were in the past. Don't make people jump thru hoops to put up a sign as long as it's safely secured and wired</p> <p>Provide financial incentives to entrepreneurs who are investing there time and money in Fairbury. Create marketing strategies with group participation to buy better ad campaigns on tv, radio and print. Pooling funds and meet with advertising reps to allocate those funds efficiently.</p>	<p>Could try different food trucks to see who is successful, hurts donuts was a huge line waited for an hour</p> <p>Require or do upkeep on the landscapes corners.</p> <p>We have areas close to the square that could be developed to attract families activities. Like I said, putt putt golf or arcade games since we don't have a bowling alley anymore.</p> <p>When events are held on the square, businesses should all be open with goods/services available to bring customers to our main street. It is often found to only be one or two businesses open making events on the square scarce and no opportunity to keep people localized at these events rather than leaving immediately.</p> <p>An ordinance needs to be made so that downtown spaces cannot be used as storage facilities. That was not their intended purpose.</p> <p>The biggest problem we have is we are not on the highway. As I said about David City and Seward, their downtowns are on the major highways so people are almost forced to visit them.</p>
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Tell us about yourself.

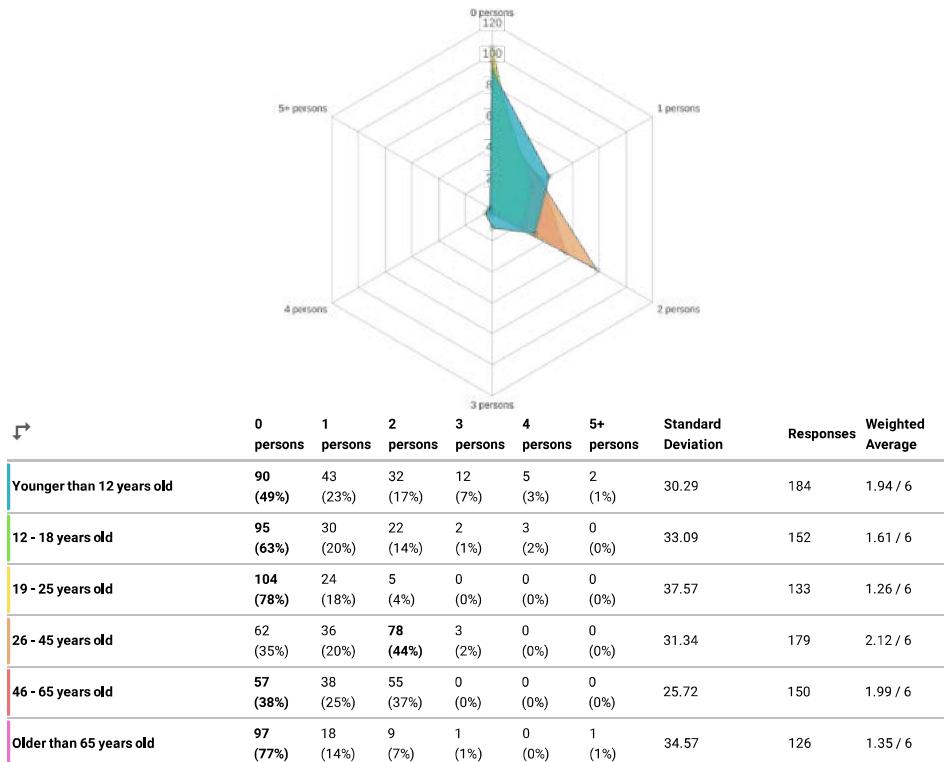
This section will be used to understand the general demographics of survey respondents. Individual responses to survey questions will be confidential.

10 What is your home zip code?

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12 How many people currently live in your household in the following age categories?

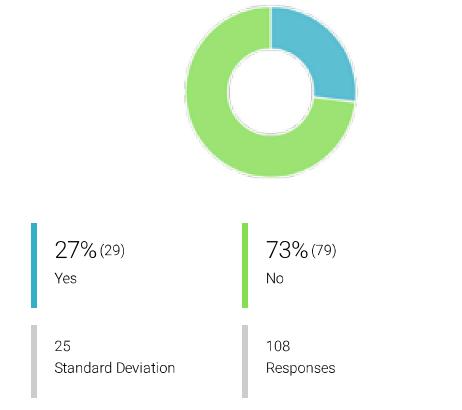


APPENDIX 5: GOAL VOTING TOTALS

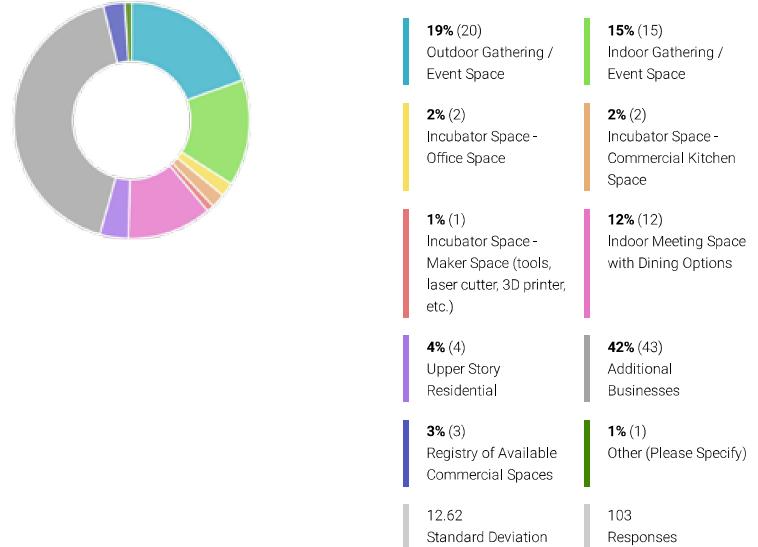
Fairbury DTR 2021: Goals & Priorities

During the Second Public Input Meeting, attendees were asked to help prioritize goals for downtown revitalization. Please vote on your priority for each of the following categories.

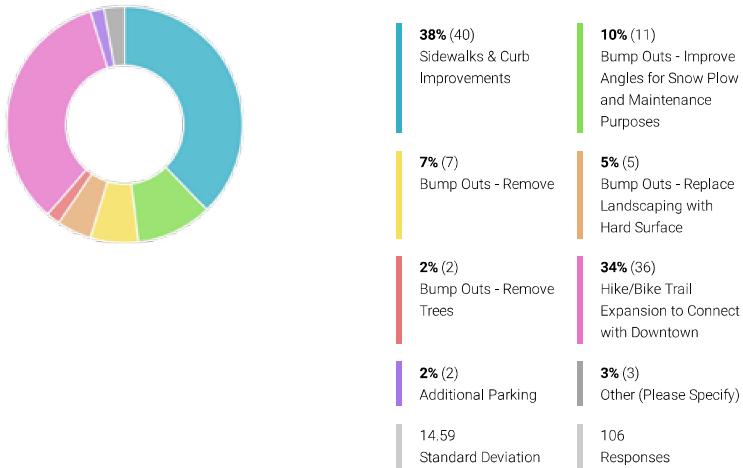
1 Did you attend the Second Public Input Meeting for Fairbury's Downtown Revitalization Plan?



3 Please pick your top priority for EMPTY SPACES (vacant and storage buildings) in Fairbury's Commercial Historic District.



2 Please pick your top priority for INFRASTRUCTURE in Fairbury's Commercial Historic District.



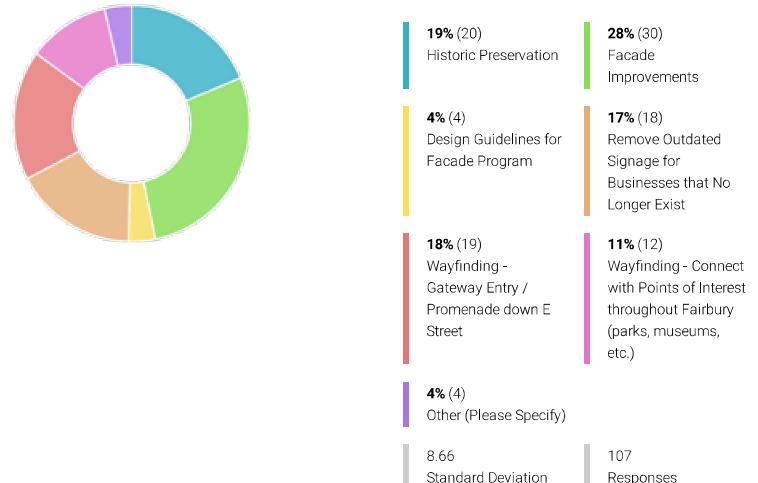
Nearly all alleys need some major work done to them. Neglected for almost a century. The brick streets downtown may have historic appeal to some people but the intersections are atrocious. Would be nice to have nice even streets downtown. I really don't see the point why we don't spend the money for concrete instead of pulling the bricks up to level out things every so often.

Bump outs- clean up landscaping/new landscaping.

Streets

We need a nice restaurant and downtown would be a great place for it to be located.

4 Please pick your top priority for BEAUTIFICATION in Fairbury's Commercial Historic District.



Abandoned houses are an eye sore for those going downtown.

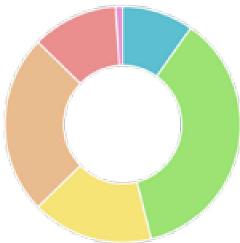
Is there a way to require owners of empty buildings to either sell them or make them available for viable businesses?

remove or brick the bump outs/remove landscaping

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wayfinding from Hwy 136 and Hwy 15

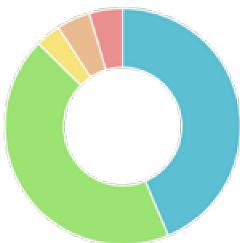
5 Please pick your top priority for PROGRAMMING in Fairbury's Commercial Historic District.



10% (10) Self-Guided Walking Tours	36% (37) Activities for Young Professionals
17% (17) Hours of Business in Downtown - More Consistent	25% (25) Hours of Business in Downtown - More Evening / Weekend Hours
12% (12) Develop a Downtown Business Group	1% (1) Other (Please Specify)
11.5 Standard Deviation	102 Responses

Special events downtown that create an opportunity for community interaction as well as supporting local businesses.

6 What other points of interest or landmarks in Fairbury should be connected to the Commercial Historic District?



44% (38) Parks	44% (38) Historic Dam (clean up and make nice fishing destination)
3% (3) Museums	5% (4) Schools
5% (4) Other (Please Specify)	

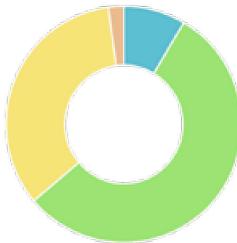
Hotels, restaurants and shopping destinations

The trees in the parks are getting toward the end of their lifespan. So much time is spent just picking up branches before they can mow. Should be planting new variety of trees now instead of waiting until they all have died out.

Consider whirlpool turbines at the dam to increase local electricity supply.

All of the above

7 How should these points of interest be connected to the Commercial Historic District?



9% (8) Self-Guided Walking Tours	55% (52) Hike/Bike Trail Extensions
34% (32) Wayfinding	2% (2) Other (Please Specify)
19.92 Standard Deviation	94 Responses

Bus guides around town stopping at points of interest during city events or celebrations.

All of the above

8 Additional Comments for the Downtown Revitalization Project:

Get more retail and targeted strategy to make Fairbury a destination known for something special

Town needs to work on building positive business camaraderie and improve it's official welcoming strategy to attract new businesses. I personally am a downtown business owner and my unofficial welcome to Fairbury left a sour taste in my mouth for the people, some of the business owners and the government of this town. I'm disappointed with the lack of outreach, hospitality, and support for business owners. This is a very cliquey and dirty town and there's nothing here, other than the affordability of my space, that keeps me from moving my business elsewhere.

Try to make Fairbury a go to place for shopping and activities for both residents and visitors

Remove the Cat thrift store (E Street Thrift) on the corner of 4th and E :-)

What can we do to make Fairbury a safer, better, more pleasant place for everyone?

Museums and historical values need to be included in whatever is done use some of what we got

I like the Wayfinding/signage idea but also think that Hike/Bike trails will bring people to Fairbury.

There are many businesses on the square sitting empty. The person owning them needs to fix them up and shops or businesses need to fill them or owner should sell.

It would be great to see most or all the downtown buildings used to their potential....

Investigate alternatives for those occupying high visibility retail/office space for storage. Inexpensive alternatives offered could motivate opening up more options for entrepreneurs to inject the community with new life. Seek the win-win.

Please do not remove any green space/trees, etc. this adds to the beauty of the downtown. The city needs to keep and maintain their beautiful park and green space areas including what they have downtown. Educating employees on care and maintenance of our current green spaces

