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New stores filling up shopping center

ELKO — The Elko Junction Shopping Center is filling up fast.

The reconstructed old RedStone Supply building will soon have a Famous Footwear and Rue 21, said Gary Pinkston, owner of the Elko Junction Shopping Center and founder of Meridian Pacific Ltd., a real estate development company.

“The market demanded additional fashion wear for younger women and you have no shoe store in town, so that was easy,” Pinkston said.

These stores will be located in the same building as Ross Dress for Less clothing store and Jo-Ann Fabrics and Crafts. Pinkston said Jo-Ann Fabrics has scheduled a soft opening for Sept. 9 and a hard opening Sept. 22. Ross Dress for Less, Famous Footwear and Rue 21 are projected to open in October.

“You have one of the best economies in the United States right here and the same income levels as Orange County in California. Your houses cost \$200,000 and their’s cost a million, so there is significant disposable income here,” Pinkston said as to why these businesses chose Elko for new store locations.

He said without the cooperation of NV Energy, which expedited the transformer on the property, these stores would not open until spring.

“I thank the local officials for all their cooperation and especially the NV power company,” Pinkston said. “A big round of thanks to them.”

Since Pinkston took over the shopping center over a year and a half ago, he has redone the pavement and roofs of buildings, facilitated the movie theater remodel and moved in the Sears store.

Although the large building in the shopping center is full, there are still a few new storefronts coming to that area. Setting up shop next to Kabuki Sushi is Encore Audio/Visual Design, a home theater design, sales and installation center.

Pinkston said a broadcasting company is going in next to Mattie’s Bar & Grill. Maurice’s, he said, might also relocate to Elko Junction.

The shopping center is fully leased except for the Roundtable Pizza location, and Pinkston said they are currently looking for a replacement.



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“It is turning into one of our best shopping centers. The demand here is better than Hawaii, California, Colorado or Texas,” he said.

Meridian Pacific Ltd. manages property in California, Hawaii, Colorado, Texas and Kansas.