



Parking Alterations

## New owner at Elko Shopping Plaza

May 5, 2012 Andrea Glover, *Elko Daily Free Press*

ELKO — Change is coming to the Elko Shopping Plaza.

Major renovations are planned for the 44-year-old complex, which was purchased April 23 by Sonora LLC, an Elko-based limited liability corporation.

“It’s going to be one of the best looking shopping centers in northeastern Nevada,” said Gary Mansour with Century 21 Gold West Realty, who is managing the property.

Construction began almost immediately after the sale was finalized.

The first focus, Mansour said, is to address the poor design of the parking lot and to make it more “client friendly.”

In the past week, 300,000 tons of dead trees and shrubs have been torn out of the concrete islands in preparation for the removal of the islands, Mansour said.

The entry to the shopping center will be redesigned, with concrete medians removed and the driveway widened. Following the removal of all the islands, the entire parking lot will be repaved and new lights will be installed throughout.

In addition, the frontage landscaping along Idaho Street will be improved beginning next week, and the existing shopping center sign will be removed and replaced with a clock tower, Mansour said.

While the parking lot is first priority, much more is planned for the center.

Mansour said the entirety of the 119,228-square-foot property will receive a facelift, to give the shopping center a more modern and less dated look. Plans have been submitted to the City of Elko, and Mansour expects the facelift to begin within the next four weeks, with completion by the end of this construction season.

The complex will also receive a new roof as part of the renovations, and all the air conditioning units will be replaced. Eventually, the back of the buildings, facing Manzanita Lane, may also be remodeled.

Renovations are also planned for inside the buildings, including the relocation of The Cove into the area previously housing Maurices by the end of June.



Mansour is speaking with a number of local businesses about relocating to the soon-to-be newly redesigned shopping center and also hopes to bring a handful of national tenants into Elko.

Though the past history of the Elko Shopping Plaza has been rocky, Mansour expects this to change with the local ownership of Sonora LLC.

“They’re not just going to fix it up and dump it,” said Mansour.

According to the Nevada Secretary of State’s business listings, Sonora LLC is managed by Elko residents Janet L. and Carl A. Pescio.

The Pescios did not respond to numerous phone calls by press time.

The Pescio’s also own and operate The Cove and The Avenue, both located in the Elko Shopping Plaza, as well as the Performance Athletic Club on Sage Crest Drive.

The shopping center had an uncertain future when Calif.-based owner Elko Mall of America LLC declared bankruptcy last October and defaulted on a series of loans.

Initially put up for auction in January, the shopping center received no bidders and reverted ownership to Rialto Capital Management LLC, prior to being purchased by the Pescio’s.

Property included in the Elko Shopping Plaza stretches from JCPenney to Wells Fargo Bank. Sunrise Shopping Center lies to the east, and is owned separately.

For more information on the shopping center or lease opportunities, contact Mansour at 738-7144.