

SILVER STRIKE MOTEL (AKA the Pink Motel)

ACRES-ID: 12037
Address: 201 North Main Street,
Tonopah, Nevada 89049
APN: 08-064-01; 08-063-03
County: Nye
Latitude: 38° 4' 10.2648" N
Longitude: 117° 13' 53.6952" W
Size: 1.54-acre parcel

History:

The site was developed as a hotel under various names, though it has traditionally been referred to as the Pink Motel. The Pink Motel was originally developed in 1950 and comprised five buildings and a swimming pool. It was closed and abandoned in 1996. The Pink Motel entered the Nye County Brownfields program in 2002. Following the initial site assessment under the Brownfields program, the Town of Tonopah purchased the property in 2003 with the intention of redeveloping the property as part of its downtown revitalization effort. The hotel was then demolished in 2005.

Environmental Work:

The Pink Motel became Nye County's first Brownfields Project when the County used its Brownfields Pilot Demonstration Program to complete a Phase I Environmental Site Assessment (ESA) in 2002. The Phase I ESA identified the potential for hazardous building materials and possible underground storage tanks. A Hazardous Building Materials Survey was completed in 2003 and identified asbestos-containing materials and other hazardous materials. Asbestos abatement and hazardous materials removal and disposal were completed through a technical assistance grant from Nevada Division of Environmental Protection.

Upon removal of the hazardous constituents of concern, the Town removed the historically significant and/or reusable fixtures and materials from the main structure in advance of demolition. The original stamped tin ceiling was recovered, fixtures like sinks and toilets were removed and auctioned or placed in Town-owned buildings, and even wood from the original structure was harvested and sold to help raise funds to redevelop the site. Demolition of the former motel was completed using Nye County general funds.

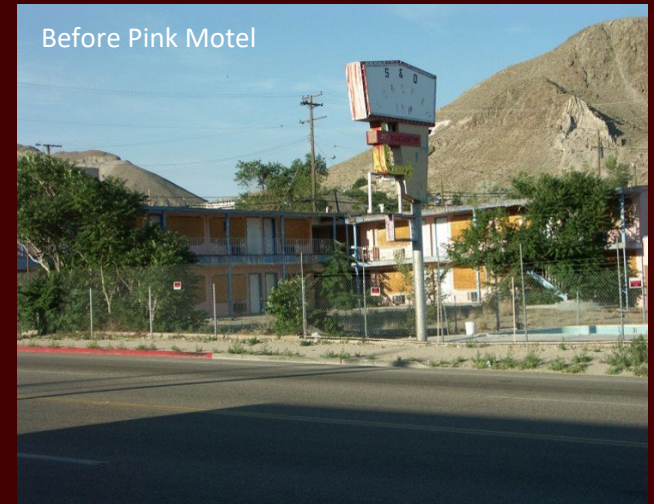
Silver Strike Motel Photo



Aerial Photo



Before Pink Motel



SILVER STRIKE MOTEL (AKA the Pink Motel)

Redevelopment:

In 2006 and 2007, State Tourism Funds and Town of Tonopah General Funds paid for a statue, development of the on-site pocket park (that doubled as the local Farmers Market), and an Electronic Reader Board to announce local events. In 2011, Payment Equal to Taxes Funds, 492 Settlement Agreement Funds, and Ambulance and Health Project Funds were used to build the Emergency Services Building, including the Volunteer Fire Station and Ambulance Facility. In 2016, Tesla obtained authorization from the Town Board to install eight Tesla Electric Vehicle Supercharging Stations to help complete the “electric highway” connecting Nevada’s two largest population centers – the City of Las Vegas and the City of Reno. Located immediately adjacent to the Emergency Management Services Building, along the US 95 highway, visitors to the Town can now charge their cars while enjoying the local businesses in the downtown area.

Today, the former Pink Motel site serves as one of the Town’s signature locations, exemplifying the commitment to service as evidenced by the Emergency Management Services building, entrepreneurial spirit as demonstrated in the park’s farmer’s market and other community events, and embracement of technology by housing one of the first electrical vehicle charging facilities in rural Nevada.

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**RURAL DESERT
SOUTHWEST BROWNFIELDS
COALITION**

The Rural Desert Southwest Brownfields Coalition (RDSBC) is comprised of the Duckwater Shoshone Reservation, Esmeralda, Lincoln, Mineral, Nye and White Pine Counties, NV, and Inyo County, CA.

<https://www.rdsbc.org/>

