



**Engage People,
Rebuild Places,
Revitalize Economies**

Design



NEW MEXICO MAINSTREET

History behind “Main Street”

- Historically, Main Street was the community’s primary commercial hub (pre-WWII).
- Suburbanization and marketplace changes created a movement away from traditional commerce centers.
- Changes in local and federal policy affected how historic buildings were managed, maintained.
- “The Main Street Approach” is a movement to preserve historical assets while rebuilding vital economies in it districts.



Design Point

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer.

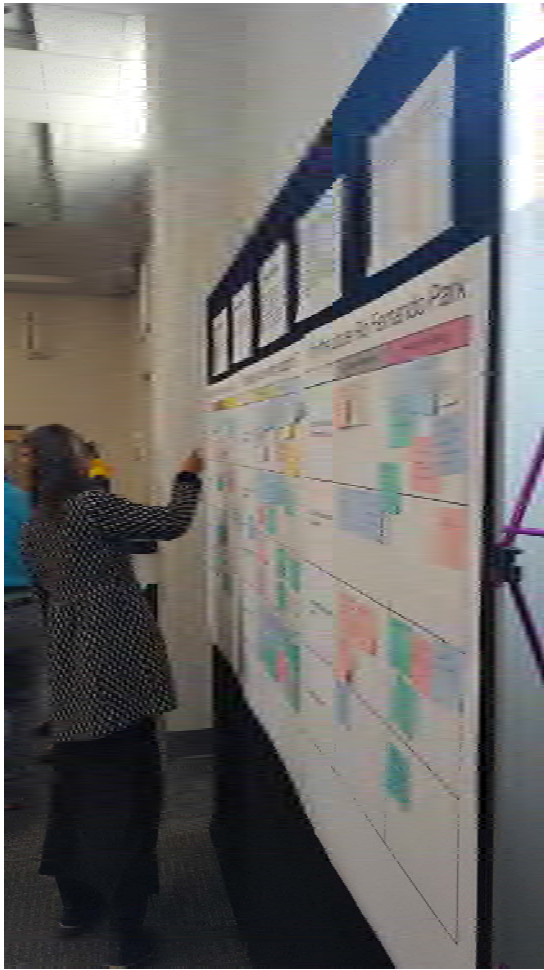
- National Trust's National Main Street Center ®



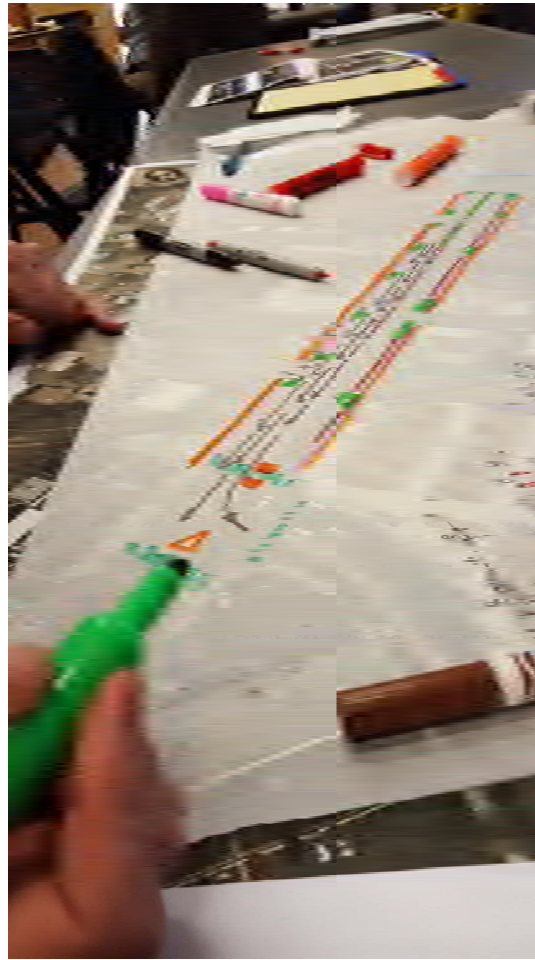
Design Point

- Educating others about good design
 - enhancing businesses as well as the district
- Providing good design advice
 - encouraging quality improvements to private properties, public spaces
- Planning your district's development
 - guiding future growth and shaping regulations
- Motivating others to make changes
 - creating incentives and targeting key projects
- Supporting and/or driving physical improvement projects

Design Education



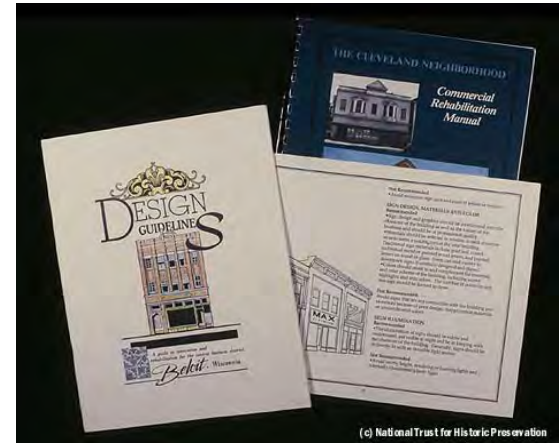
input



exploration



experience



Community Engagement



Transformation



PROCESS:
Partnership building
Incremental/catalytic change
Community buy-in
Enthusiasm building

PHYSICAL CHANGE:
Trees + landscaping parkways
Wider sidewalks
Lighting
Crosswalks
Paving materials
Curb extensions + bump outs







PHASE II PLAN VIEW

OUTCOMES:

Traffic calming

Higher visibility

More walkability (park once)

Social interaction

Higher property values

Space for events

Higher spending

Reduced crime

Multi-modal connections

Cultural/historic expression

Promotion of local assets

Safety and accessibility



LANDSCAPE ARCHITECTS

EUNICE MAIN STREET



2006



2016



Paint

Paint is an amazingly magical substance for transformation. Expressing architectural character while also providing a barrier from the elements - paint can be one of the best tools in the revitalization toolbox. When painting a building try not to exceed a palette of three colors and trim typically will be the darkest of the colors.



Awnings

The addition of awnings can be a simple way to add character to buildings with unremarkable facades and they also have utilitarian functions. Awnings can help to lower air conditioning costs, provide shelter to pedestrians and reduce merchandise from UV fading.



Signage

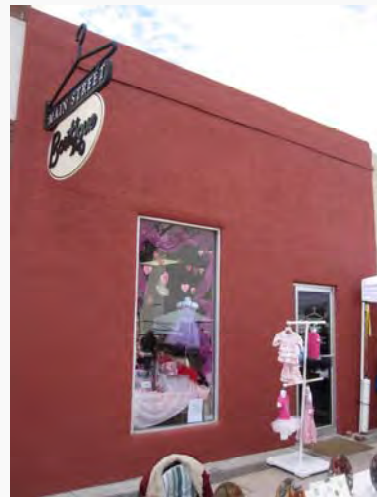
Business signage often is one design tool under utilized. A good sign is worth its weight in gold. Drawing potential customers in and enhancing the downtown - signs are often not given the proper attention they deserve. The most successful signs are compatible with the character of the building and the image of the business.



Window Displays

Use windows to inject vitality. Visual displays not only sell the merchandise selected; they set the image of the business. Fresh, creative displays that target only a few ideas of items come to life with dynamic arrangements, selective color, and good lighting.

- National Trust's National Main Street Center ®



Historic Preservation/Ethic

Common projects for historic buildings within your downtowns involve returning them to their original beauty. Some of these projects might include uncovering transom windows, removing “slip covers” and stabilization of historic materials.

Historic preservation for sites and streetscapes is also important and may include consideration of street pattern, features, materials and/or views that are considered contributing or significant.



MainStreet Façade Squad



ROSWELL FACADE SQUAD PROPOSED SCHEMES

- | | | |
|---|---|---|
|  |  |  |
| DOWNING STRAW | SW 2813 | |
| POLISHED MAHOGANY | SW 2838 | |
| ROCKWOOD TERRA COTA | SW 2805 | |
| WEATHERED SHINGLE | SW 2841 | |
|  |  |  |
| DOWNING EARTH | SW 2820 | |
| ROYCROFT COPPER RED | SW 2839 | |
| QUARTERSAWN OAK | SW 2856 | |



ROSWELL MAINSTREET
 NEW MEXICO ECONOMIC DEVELOPMENT DEPT.
 NEW MEXICO MAINSTREET



Placemaking / Urban Design



Shade Ideas



Noreiga Street Parklet



H2O and/or ECO Dots



Integrated Lights & Constellation Mural



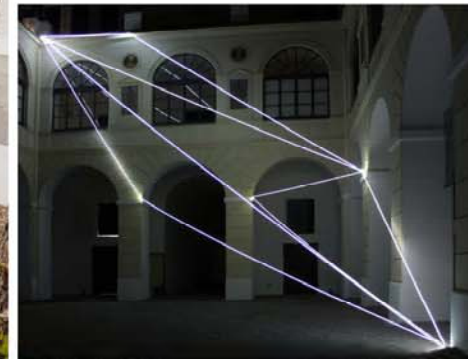
Wood Seating and Tables



Painted Garage Doors



Shade Ideas



Fiber Optic Lighting Option



Artful Downpouts to Irrigate Plants

Placemaking

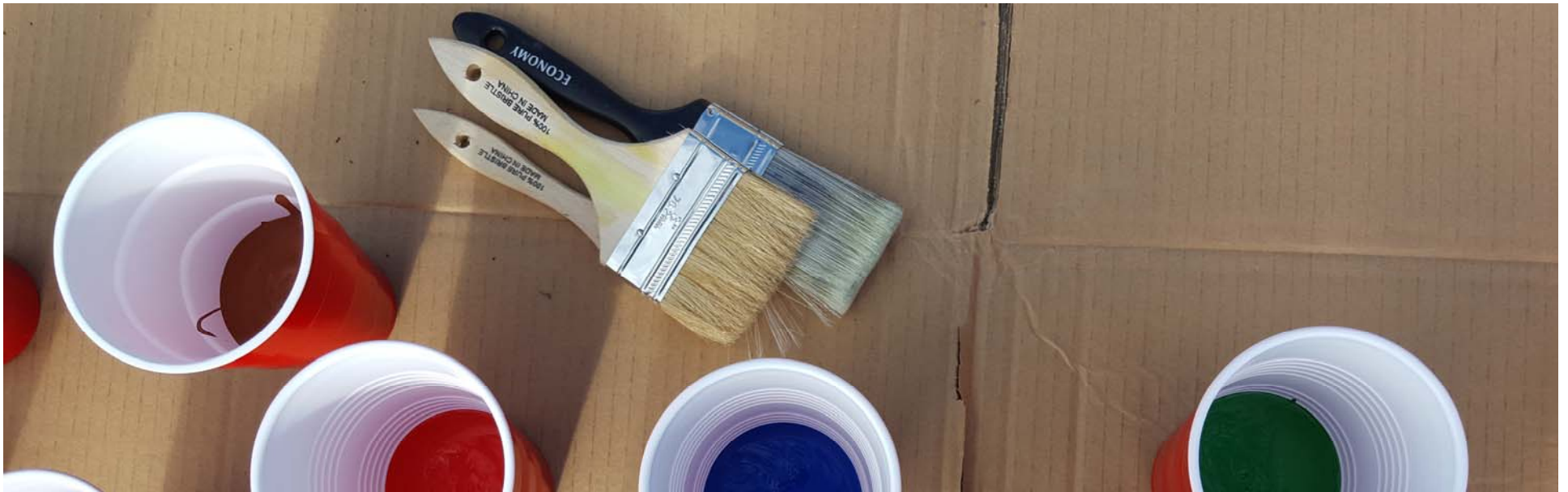
In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

National Endowment for the Arts

3-part focus

1. Place-based
2. Community-centered process
3. Integration with other strategies

- Center for Community Progress



Temporary/Pop Up Installations



Christina Sporrong
"TaranTula"

Mobile Connections to Place

Lauralin Kruse and
the Mobile Museum of American Artifacts

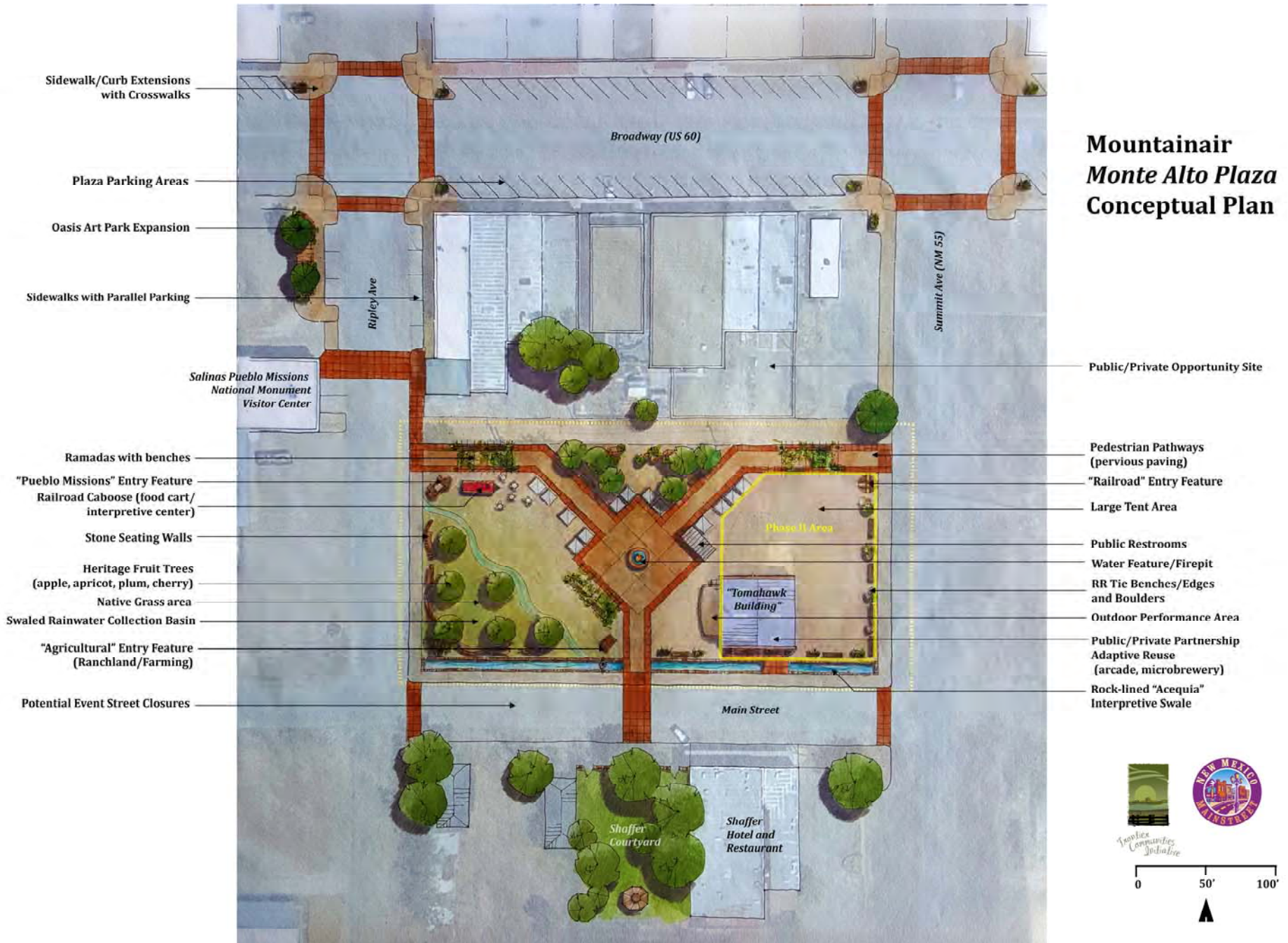




Community Designed/Built



Mountainair Monte Alto Plaza Conceptual Plan



0 50' 100'

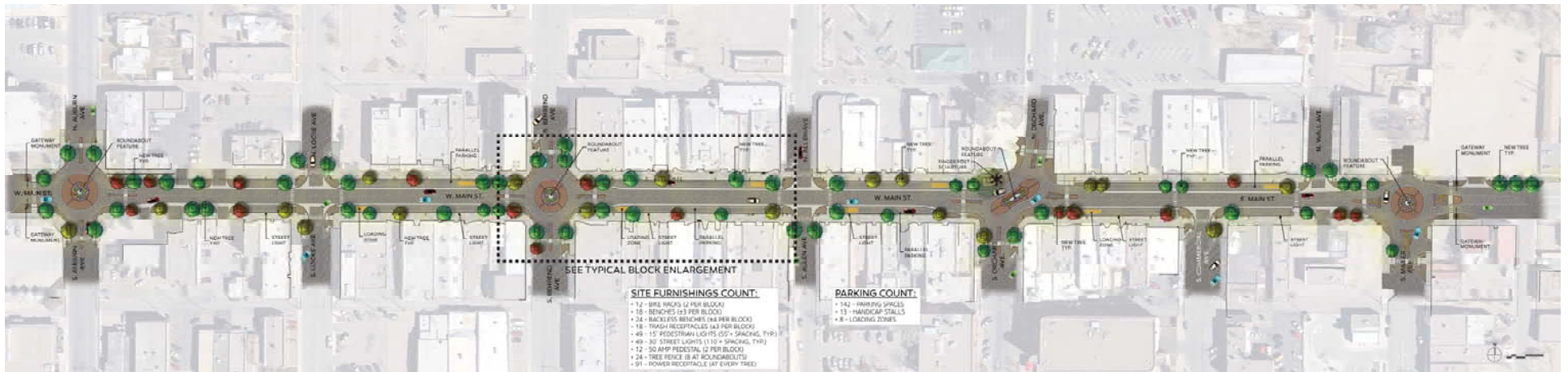
NEW MEXICO
FRONTIER COMMUNITIES INITIATIVE







Combining Scales for Maximum Impact



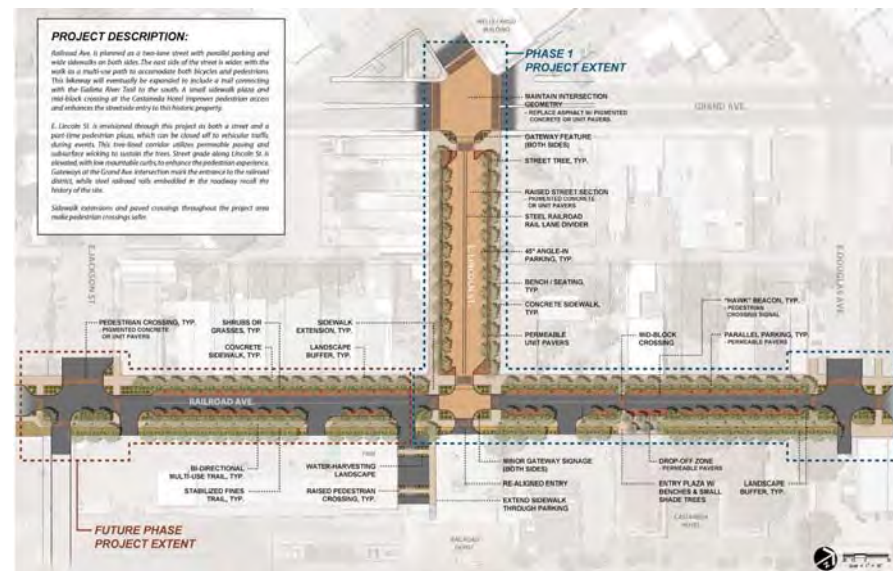
FULL RENDERING: S. AUBURN TO S. MILLER
FARMINGTON MAIN STREET • APRIL 2018



Great Blocks on MainStreet

Public infrastructure investment

- Innovative and intensive design redevelopment project within the MainStreet/Arts & Cultural district
- Focusing on a viable core two-to-three block commercial area
- Resulting in “shovel-ready” construction documents
- Public infrastructure investment to catalyze and leverage private sector reinvestment, resulting in higher economic performance

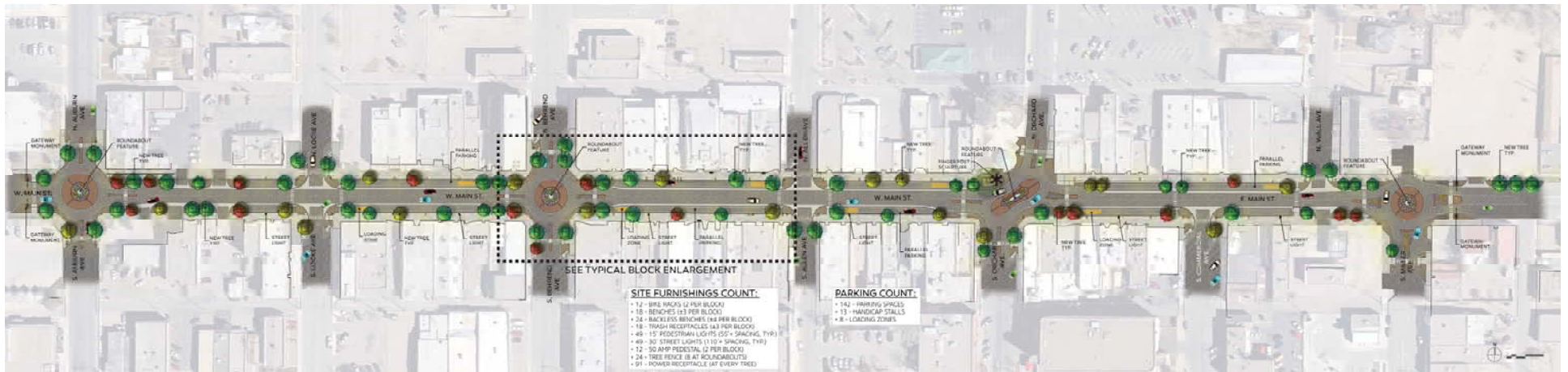


Adaptability

- What constitutes creative placemaking is unique to each community, which makes it uniquely suited to local economic development
- Creative placemaking projects are designed to be flexible and adaptive, evolving with the community and supporting long term vitality



Great Blocks on MainStreet



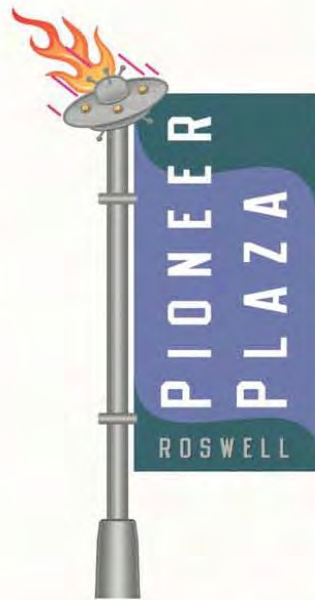
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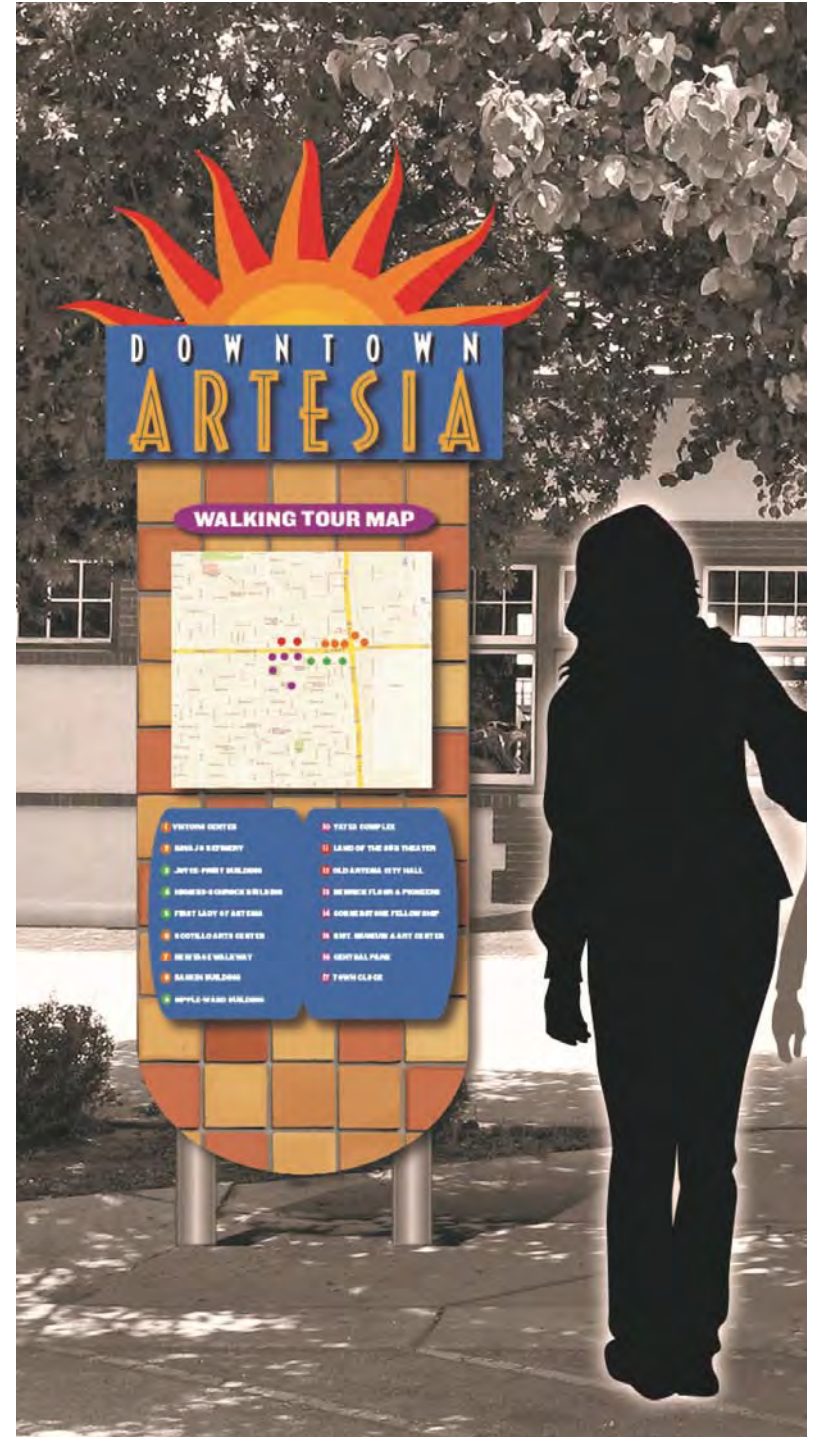
Wayfinding



Proposed Pedestrian Directional Sign



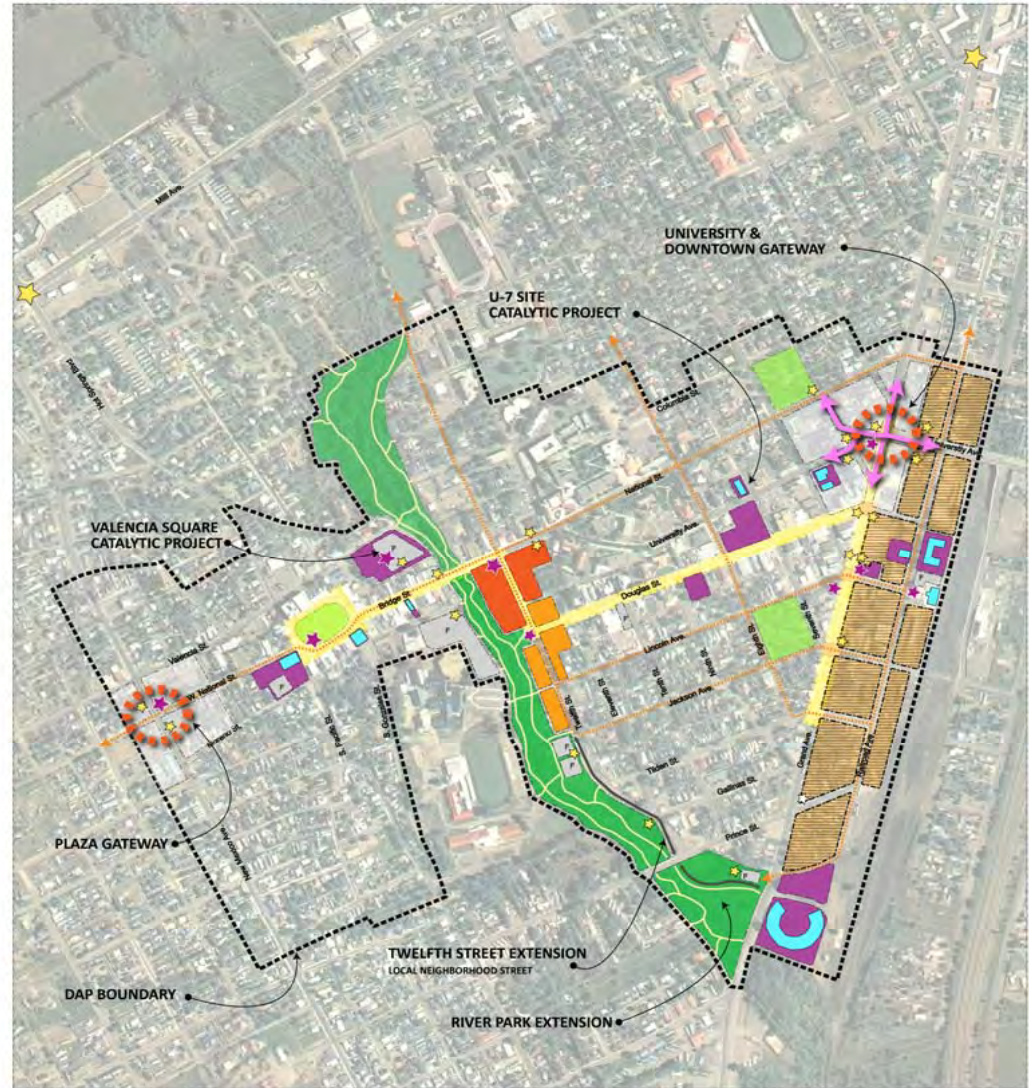
Proposed Location Identification Sign



Wayfinding



Downtown Master Plan/MRA Plan



- | | | |
|--|--|---|
| <ul style="list-style-type: none"> DAP BOUNDARY KEY GATEWAYS KEY OPPORTUNITY SITES & HISTORIC BUILDINGS SHARED PARKING OPPORTUNITIES | <ul style="list-style-type: none"> WAY FINDING ELEMENTS PUBLIC ART MAINSTREET STREETScape IMPROVEMENT PROJECT PROPOSED DOWNTOWN BIKE ROUTE PEDESTRIAN SAFETY IMPROVEMENTS <ul style="list-style-type: none"> BULB OUTS RAISED INTERSECTIONS PAVED CROSSWALKS | <ul style="list-style-type: none"> RAILROAD/ WAREHOUSE ARTS DISTRICT <ul style="list-style-type: none"> SCATTERED SITE REDEVELOPMENT ARTISTS STUDIOS & LIVE WORK ARTS & ENTERTAINMENT DISTRICT <ul style="list-style-type: none"> COMMERCIAL RETAIL ENTERTAINMENT LIVE WORK STUDIOS |
|--|--|---|

Economic Impact

- Partnerships that result in investment
- Activation of space / “Eyes on the Street”
- Recirculates residents income at a higher rate
- Youth retention/training next generation of cultural workers
- Re-uses vacant/underutilized land, buildings and infrastructure



Economic Impact

- Creative Placemaking fosters entrepreneurs and cultural industries that generate jobs and income, spin off new products and services, and attract and retain unrelated businesses and skilled workers.

National Endowment for the Arts

For more information or questions...

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