



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

**Design**



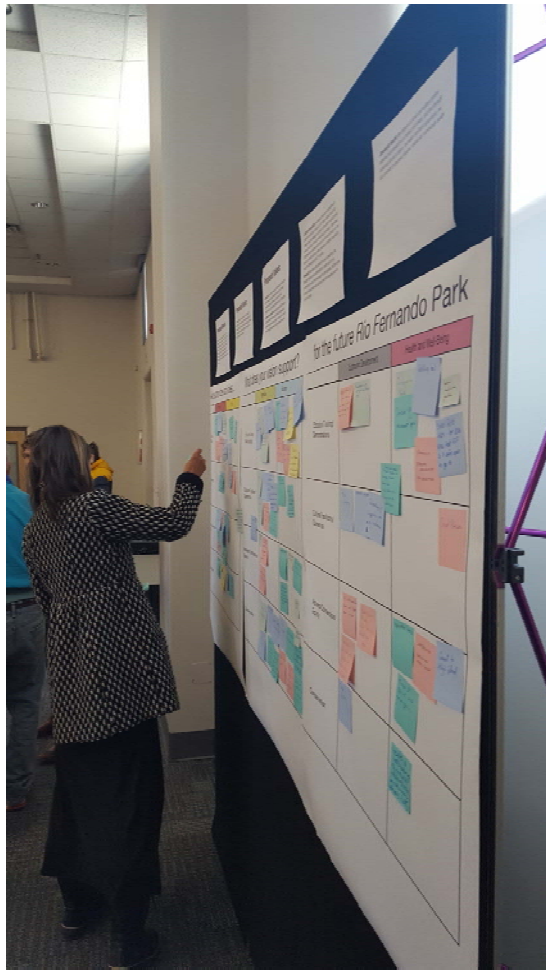
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**NEW MEXICO MAINSTREET**

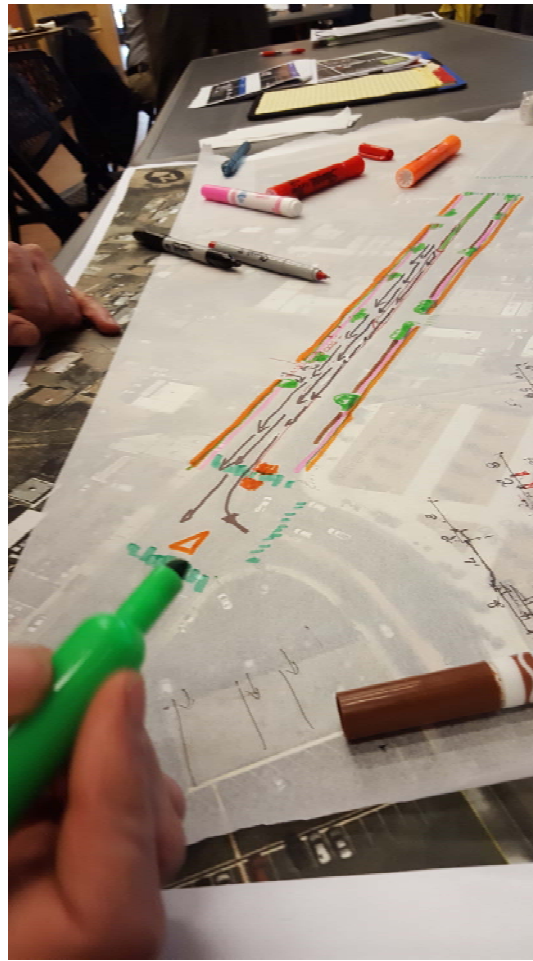
# Design Point

*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 ®

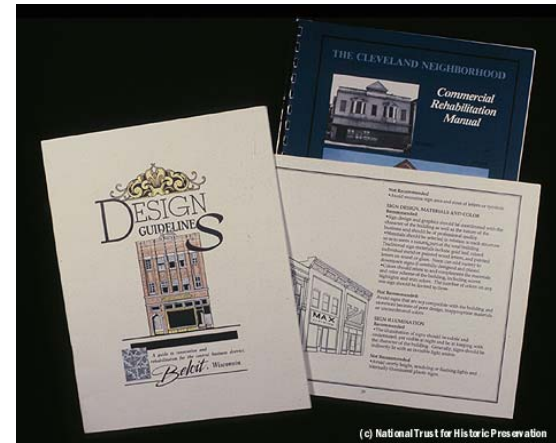
# Design Education



input



exploration



(c) National Trust for Historic Preservation



experience

# Community Engagement



# Transformation



- Trees + landscaping parkways
- Wider sidewalks
- Lighting
- Crosswalks
- Paving materials
- Curb extensions + bump outs







PHASE II PLAN VIEW

Traffic calming  
 Higher visibility  
 More walkability (park once)  
 Social interaction  
 Higher property values  
 Space for events

Higher expenditures  
 Reduced crime  
 Multi-modal connections  
 Cultural/historic expression  
 Promotion of local assets



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 features and/or views that are considered 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



Shade Ideas



Shade Ideas



Noreiga Street Parklet



Wood Seating and Tables



H2O and/or ECO Dots



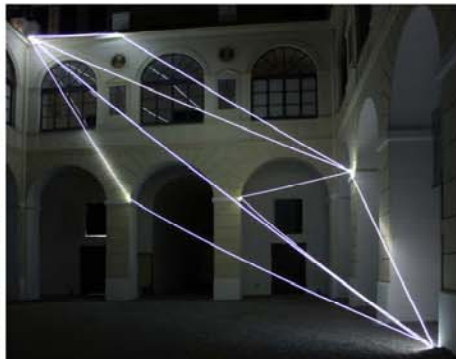
Integrated Lights & Constellation Mural



Painted Garage Doors



Artful Downspouts to Irrigate Plants



Fiber Optic Lighting Option



Karl Forester Reed Grass



Michael Metcalf Sculpture



Weathered Steel Wall



Wood Seating and Tables



Artful Roof Drains for Irrigation



Weathered Steel Planters



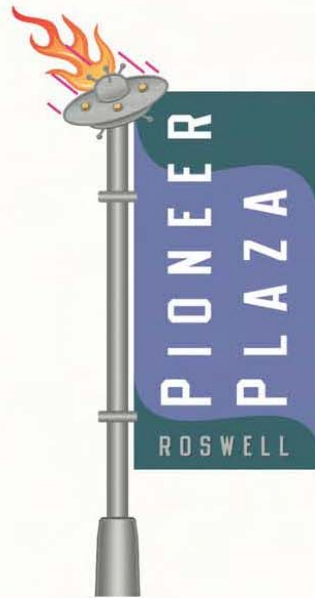
Big Dipper or Constellation Inlay or Mosaic



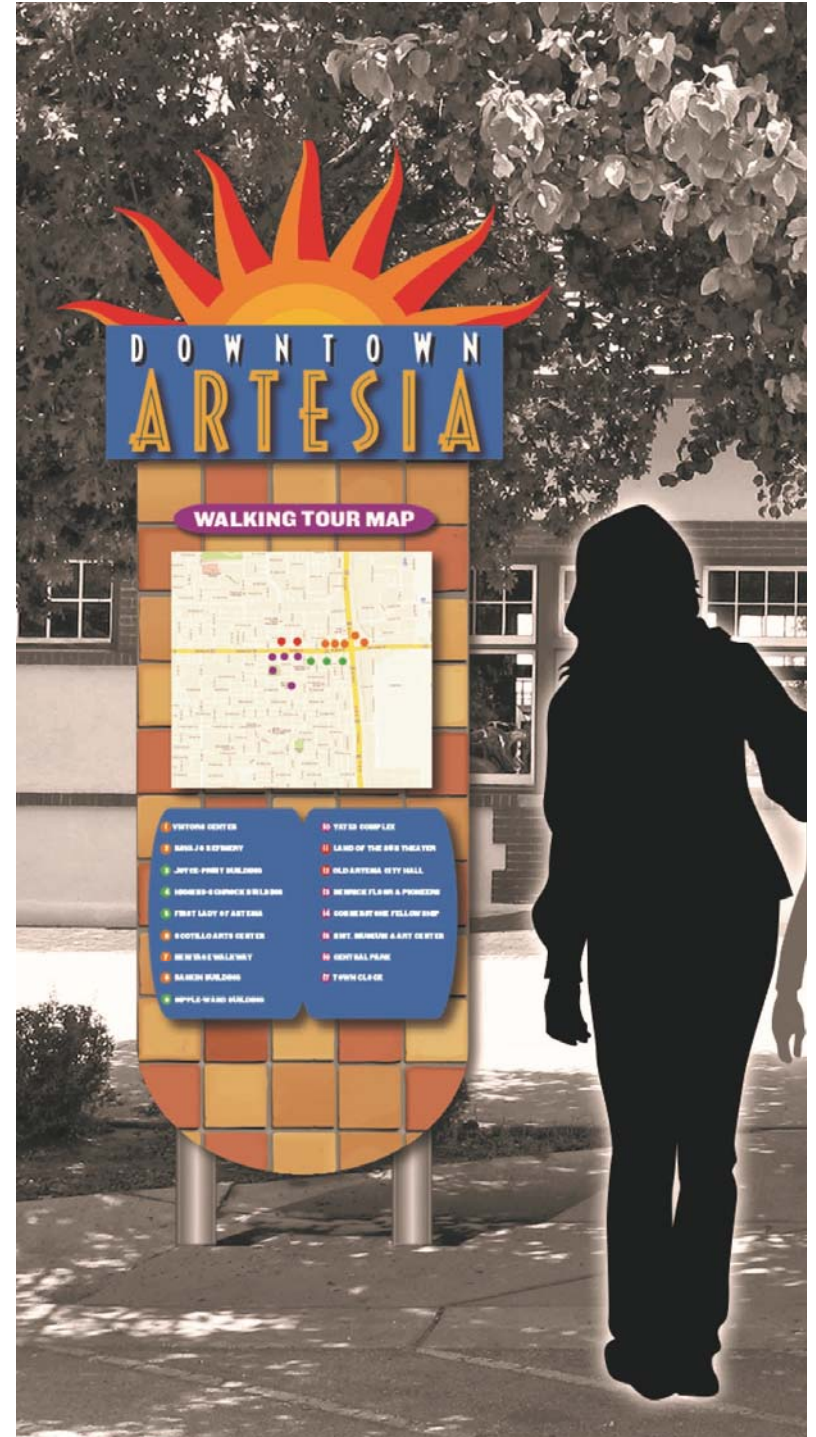
# Wayfinding



Proposed Pedestrian Directional Sign



Proposed Location Identification Sign



# Wayfinding





# Urban Design



Murals



String Lights



Artist Vendor Tents



Mobile Food Carts



Light Installations



Bike Racks | Branding



Mobile Planters | Branding



Mimbres Pattern

Looking Toward the Big Ditch from E Kelly Street  
Silver City Strand

February 2018

groundworkstudio

# Urban Design

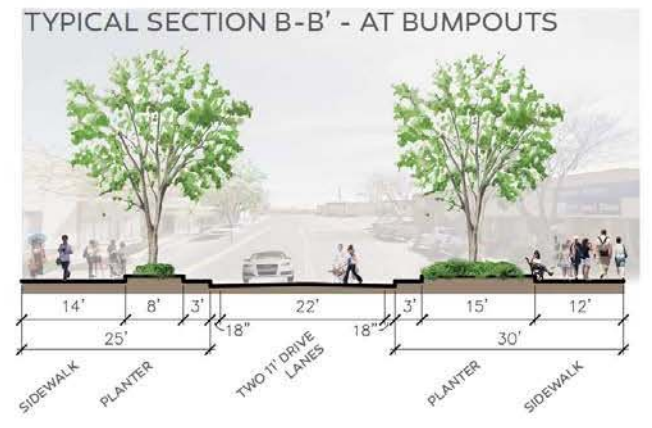


PLAN VIEW

**DESIGN QUANTITIES:**  
(S. AUBURN TO S. BEHREND)

PARKING SPACES: 32

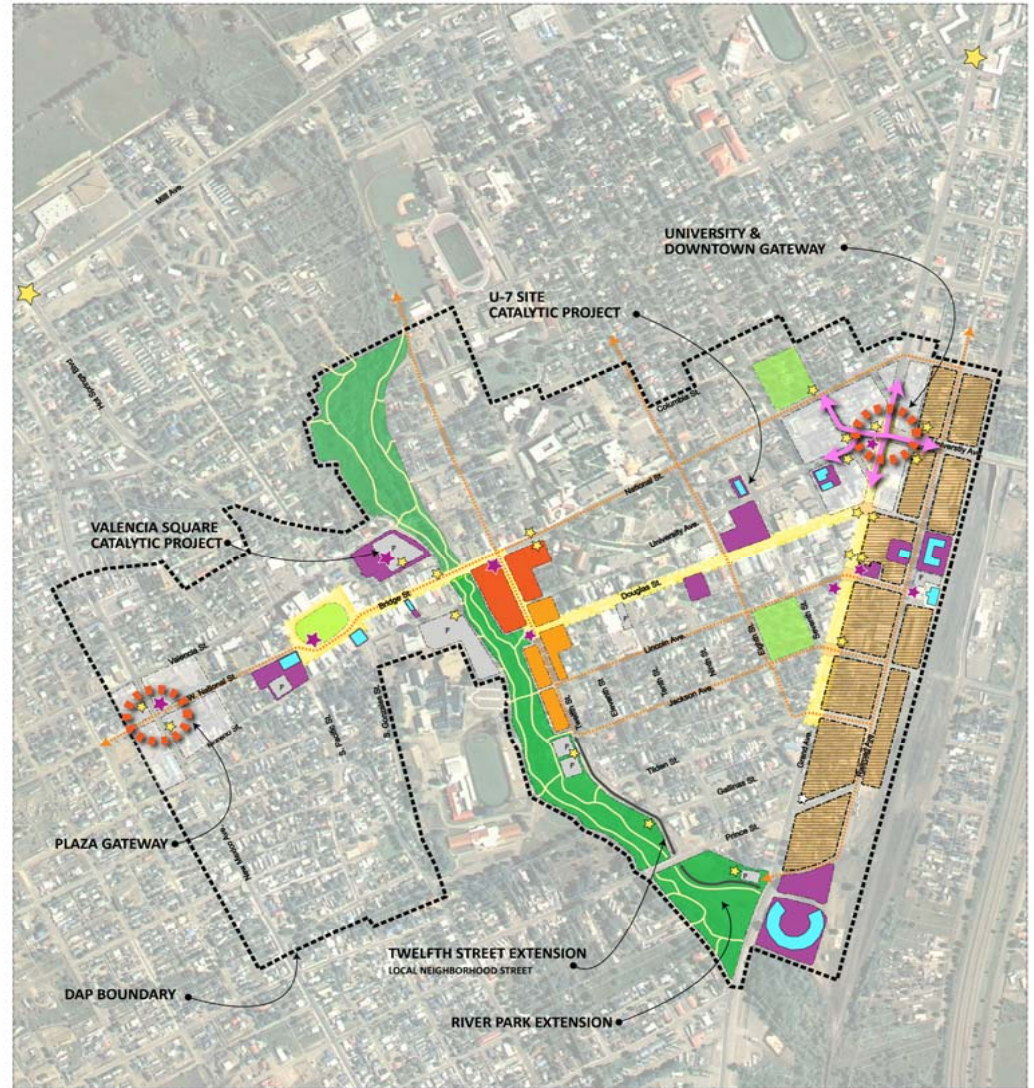
TREES: 21



# Urban Design



# Downtown Master Plan/MRA Plan



- DAP BOUNDARY
-  KEY GATEWAYS
-  KEY OPPORTUNITY SITES & HISTORIC BUILDINGS
-  SHARED PARKING OPPORTUNITIES
-  WAY FINDING ELEMENTS
-  PUBLIC ART
-  MAINSTREET STREETScape IMPROVEMENT PROJECT
-  PROPOSED DOWNTOWN BIKE ROUTE
-  PEDESTRIAN SAFETY IMPROVEMENTS
-  BULB OUTS
-  RAISED INTERSECTIONS
-  PAVED CROSSWALKS
-  RAILROAD/ WAREHOUSE ARTS DISTRICT
-  SCATTERED SITE REDEVELOPMENT
-  ARTISTS STUDIOS & LIVE WORK
-  ARTS & ENTERTAINMENT DISTRICT
-  COMMERCIAL RETAIL ENTERTAINMENT
-  LIVE WORK STUDIOS

# For more information or questions...

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