Engage People, Rebuild Places, Revitalize Economies

Design
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

experience
Community Engagement
Transformation

Trees + landscaping parkways
Wider sidewalks
Lighting
Crosswalks
Paving materials
Curb extensions + bump outs
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
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.
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 3813
- Polished Mahogany: SW 3838
- Rockwood Terra Cotta: SW 2805
- Weathered Shingle: SW 2841
- Downing Earth: SW 2820
- Rowcroft Copper Red: SW 2859
- Outtersawn Oak: SW 2856

Roswell MainStreet
New Mexico Economic Development Dept.
New Mexico MainStreet
Placemaking

Proposed Amenities for Parklette at Jeff’s Auto

Silver City Strand

February 2018
Wayfinding

Proposed Pedestrian Directional Sign

Proposed Location Identification Sign
Wayfinding
Mural Map
Urban Design

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

February 2018
Urban Design

**DESIGN QUANTITIES:**
(S. Auburn to S. Behrend)

- Parking Spaces: 32
- Trees: 21
Urban Design
For more information or questions…

NMMS Design Program Associates
Amy Bell
925.788.3423
William Powell
505.603.3747