



# **DEMING MAINSTREET PROGRAM**

**Preserving History,  
Creating Place**

**Christie Ann Harvey,  
President**





## **PLACEMAKING AND REVITALIZATION IN THE DEMING MAINSTREET DISTRICT**

- **Deming Arts Park**
- **Mimbres Pottery Installations**
- **Leyendecker Plaza**
- **Historic Building Plaques**
- **Façade Improvements**
- **Future Projects**





# THE POCKET PARK BEFORE RENOVATION PHASE 1

- **1953 the Luna theater burned creating empty space which the City transformed into the Pocket Park during late 1970s.**
- **MS Renovated in 2014 -2015**
- **New curbing, pavers-irrigation, electric service & lighting installed**



# DEMING ARTS PARK PHASE II

- **Artwork and design elements follow historic/cultural significance of Mimbres culture in Deming area**
- **Jesse Kriegel, sketched the Mimbres designs; panels painted by local artist Lyn Arona**



# DEMING ARTS PARK PHASE II

- **John Surra loaned a bronze sculpture for display at the ArtsPark.**
- **We honored him as our First Friend of MainStreet for his donation of time and talents as we continue to build visible project inventory.**





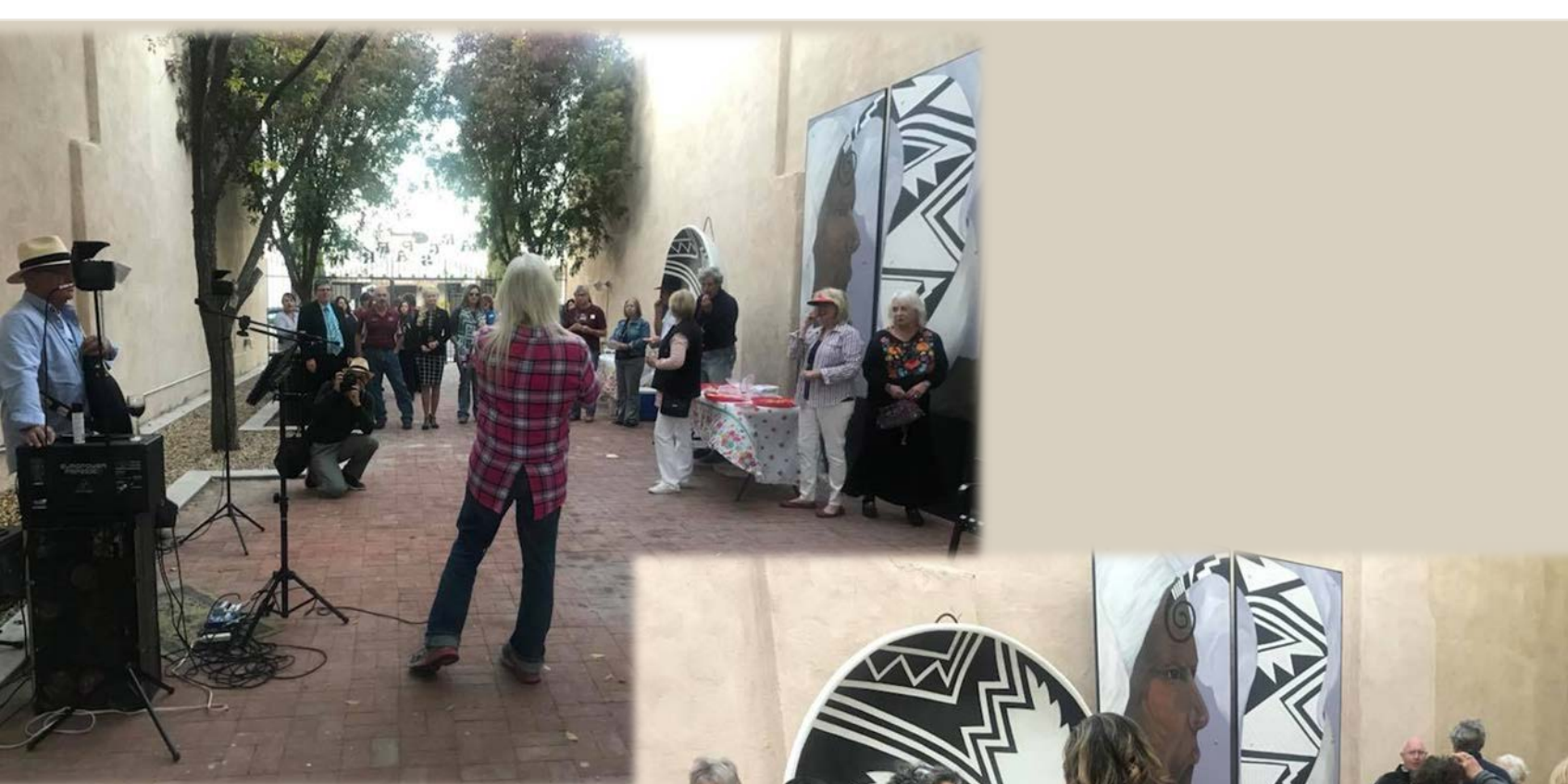
# DEMING ARTS PARK PHASE III



- **Signage and commemorative plaques added for Deming MainStreet, The City of Deming, PMN and Union Pacific Railroad**



# DEMING ARTS PARK PHASE IV PROGRAMMING



- **Park used for special events, as a small concert/music venue, and for art showings**



# MIMBRES POTTERY AND WALKING TOUR

- **3 Mimbres Pots installations throughout the district**
- **Public art with relevance to the history and culture of the region**
- **Cost ~\$1,000 ea.**





# MIMBRES POTTERY AND WALKING TOUR

- **The Mimbres Pots also serve as walking tour waypoints with interpretive signs describing location of the 16 historical buildings**



# LEYENDECKER PLAZA WATER FEATURE RENOVATION



**LEYENDECKER  
PLAZA RENOVATION  
2014 - 2017**



VIEW of PROPOSED FOUNTAIN DESIGN





# INITIAL CONSTRUCTION





# CREATING THE WATER FEATURE





VIEW OF PROPOSED FOUNTAIN WITH SHAKE SAILS



# FINISHING TOUCH

- Sails
- Pavers
- Mimbres Art Accents
- Commemorative Plaques





# CELEBRATING HISTORY



**A TEMPORARY  
ADDITION**

**BUBBLES!**







# HISTORIC BUILDING GRANITE MARKERS

- Walking tour of 16 of Deming's historic buildings
- Plaques provide a history of each structure
- Funded by local sponsors
- QR Codes direct people to website with historic info





## **DEMING MAINSTREET FAÇADE SQUADS**

- **Six façade squad projects for four different buildings**





Before



After

2011

**Façade Squad #1:  
118 Pine Street**



Original



Before Restoration

2012

**Façade Squad #2:  
Totsie Slover Building, 220 S.  
Gold Street**



Restoration in Process



Completed

**2012**

**Historic Preservation Award Winner**



Before



After

**2015**

**Façade Squad #3:  
123 South Gold Street**



**2017**

**Façade Squad #4  
3 Buildings on Gold Street**



Silver Avenue Corridor



City Gateway Features

# IN THE FUTURE

- Silver Avenue Corridor Improvements
- Great Blocks on MainStreet
- Gateway Features







# **GUIDED BY THE MASTER PLAN**

- ✓ **Arts Park Concept in the Pocket Park**
- ✓ **Leyendecker Plaza**
- ✓ **Interpretive Wayfinding/Walking Tour**
- ✓ **Expand the Façade Improvement Program**
- ✓ **Silver Ave. Corridor Improvements and Residential Enhancement District**
- ✓ **Gateway Features**

