

# PLACE MAKING PROJECTS AND COMMUNICATION: BEST PRACTICES A CASE STUDY FROM FARMINGTON



AFTER MORE THAN A CENTURY OF STORIES,  
A NEW STORY IS BEING WRITTEN!





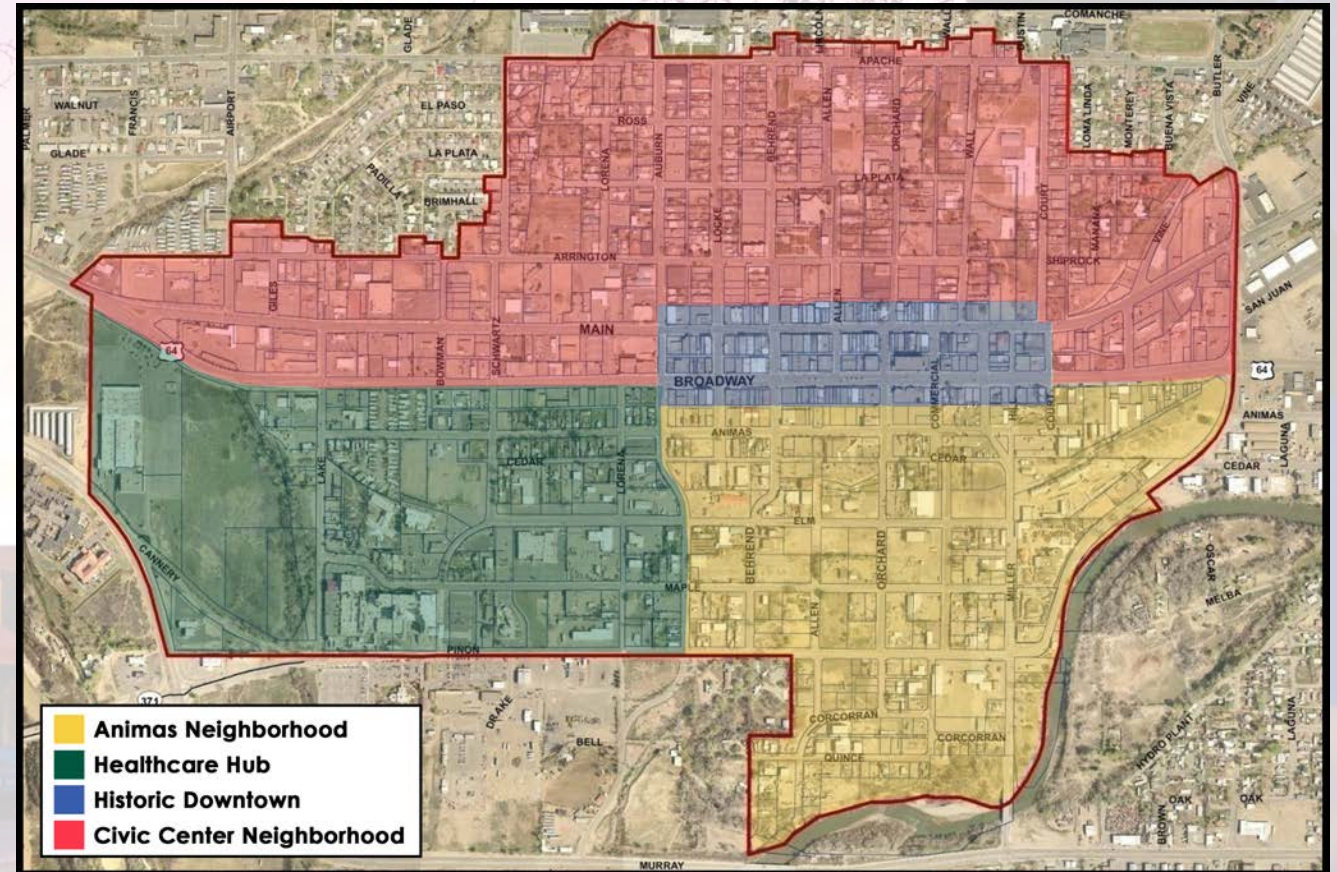
# Downtown Farmington: A MainStreet Project

- Downtown Merchants Association founded in late 1980s as the 501c3 Farmington Downtown Association.
- Officially joined New Mexico MainStreet in 1996.
- Created several signature events for Downtown Farmington, including: Downtown Freedom Days, Four Corners Rod Run, Boo-Palooza, Downtown Art Walks, Downtown Off-road Take-over, TGIF, and the Downtown Maker's Market.
- Instrumental in helping the CoF with obtaining Street Furniture for Downtown, Constructing the Broadway Clock Tower, the Greening of Broadway Project, and creating the Farmington MRA.
- 2005 became an official part of the City of Farmington's Parks, Recreation, and Cultural Affairs Department, later moved to the Administration Department, and now back with the PRCA. In 2015 changed name to Downtown Farmington: A MainStreet Project.
- Most recently helped with the Complete Streets Project, obtained multiple grants for pocket park projects throughout the district, and obtained Arts and Cultural District start-up status. We also assisted in getting NMFA funding for our MRA plan update that was adopted earlier this year.



# Farmington Metropolitan Redevelopment Area

- MRA created in 2009 with the adoption of the FMRA Plan.
- Plan update adopted in January of 2019.
- The Farmington MRA is an area of over 600 acres that encapsulates The HeART Downtown Historic Neighborhood, the Civic Center Neighborhood, the Animas Neighborhood, the newly designated Healthcare Hub neighborhood, and The HeART of Farmington Arts & Cultural District.
- In 2017 the MRA and the CoF created a TIF district encompassing the entire MRA.
- City of Farmington created the Community Transformation and Economic Diversification Fund (CTED) and an Economic Development Department.





# The HeART of Farmington Historic Downtown



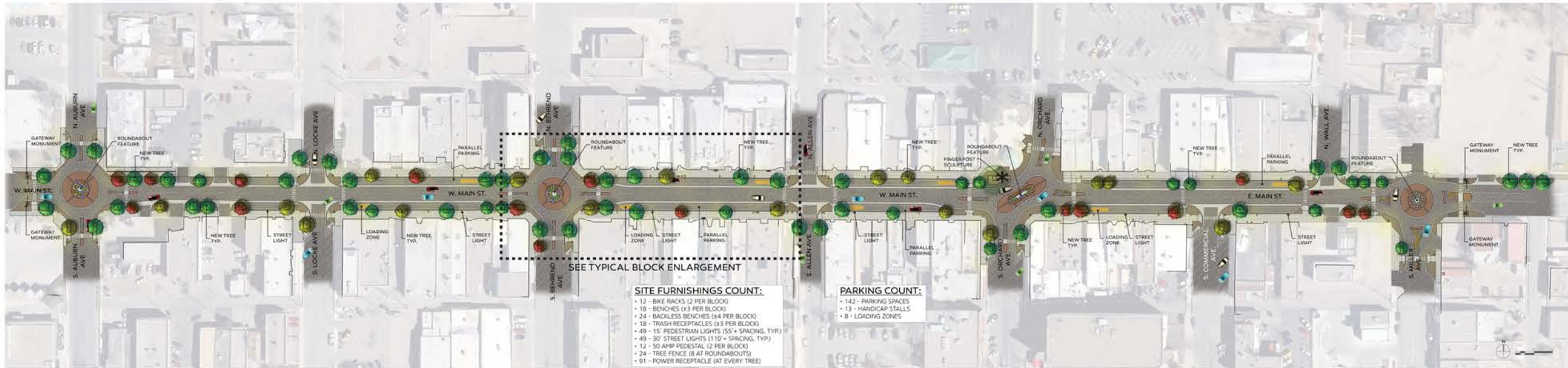


# The HeART of Farmington Arts and Cultural District





# Conceptual Design for Entire Complete Streets Project



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



## DESTINATION PLACEMAKING

Turning our hallway into a living room.





# Main Street Complete Streets Supporting Projects





# Placemaking Project Communication

What does effective communication look like for a large placemaking project?

- Transparent to the public
- Convenient to your audience



## Transparency

- Complete Streets HQ at 119 W. Main St.
- Staff on Site  
The City of Farmington feels it is important for Downtown Farmington: A MainStreet Project and our Main Street Complete Streets Project Manager to be housed on Main Street.
- Project plans on display
- MRA Commission Meetings
- Staff works closely with Stakeholders to build trust and relationships.

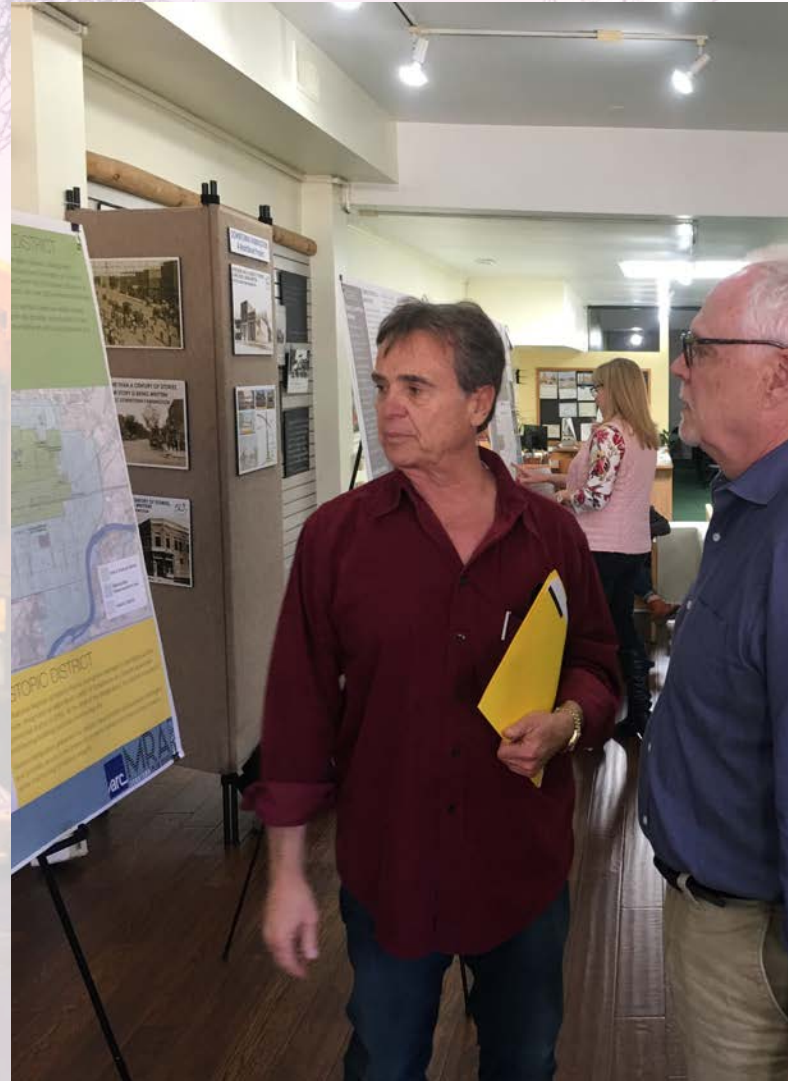




# Placemaking Project Communication

## Convenient

- Open 5-Days a Week.
- Located within the project area
- Contact Information is posted 24/7
- MRA Commission Meetings
- Stakeholder Meetings
- Classes & Workshops





# Placemaking Project Communication

## Other services offered by the City of Farmington.

- Developer Services
  - MRA Incentives Package
  - Developer Review Committee meetings at Public Works Office  
City Planners, Building Inspectors, Fire Marshall, and others are all present for developers to pitch their ideas and give feedback.
  - Free building walk through by the Building Inspector and the Fire Marshall.
- Property/Business Owner Services
  - Farmington Police Department offers free walk throughs and help with Crime Prevention Through Environmental Design (CPTED).
  - Farmington Police Department holds Business Watch meetings with merchants.



## Forms of Communication for Complete Streets HQ

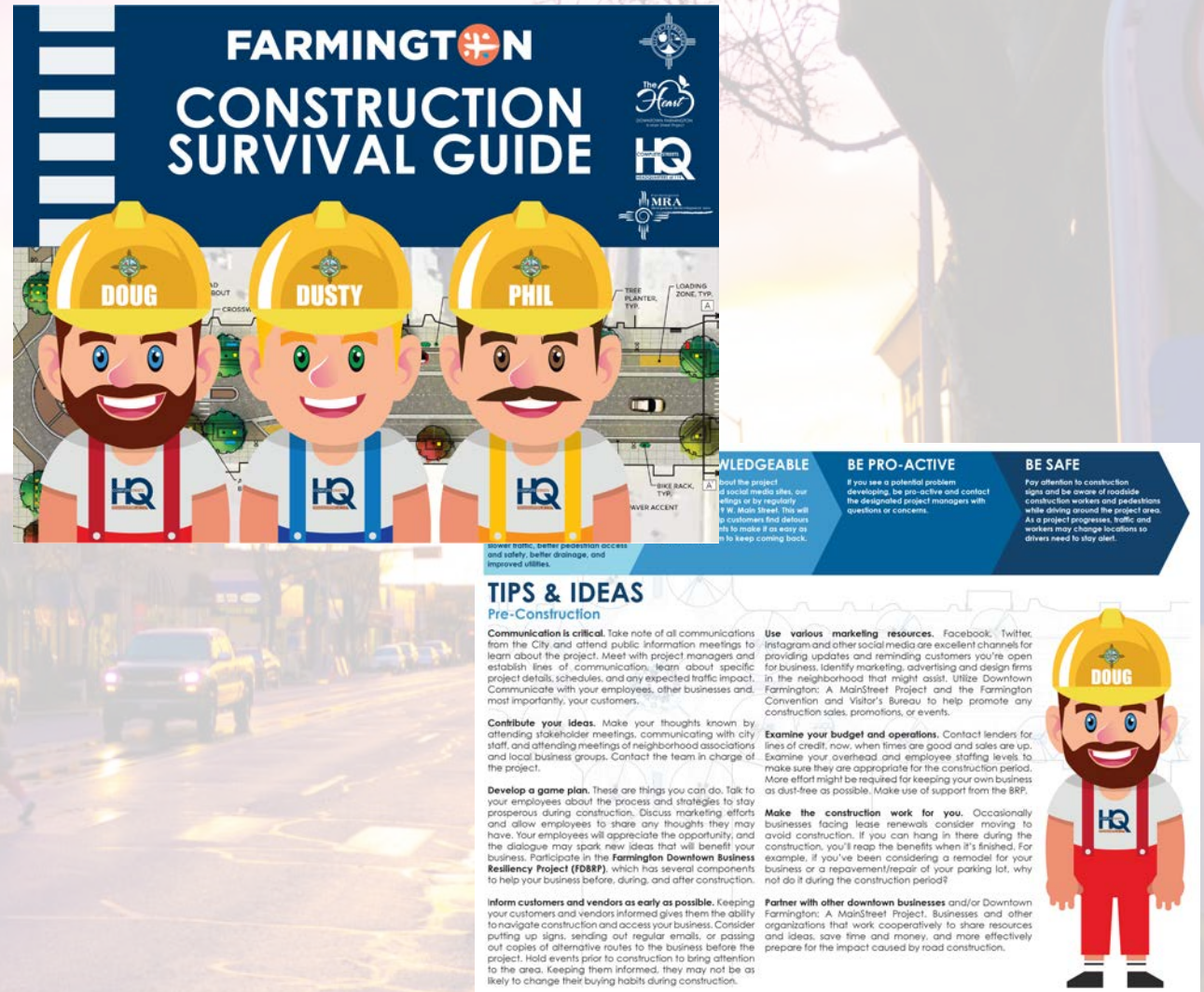
- Digital Newsletter
- Press Releases
  - Local Radio, Newspaper, Television.
- Stakeholder Email List
  - Important for emergency reporting: water breaks, outages, street closures
  - Other work that directly impacts property and/or businesses
- City/Downtown Website
  - Event Information
  - Contact Information
  - Construction Information
  - GIS Web Maps (construction, parking, self guided tours, etc)
- Social Media
  - Facebook – both public and private downtown business page
  - Instagram





## Forms of Communication for Complete Streets HQ

- Public Outreach
  - Speak at local service organizations:
    - Kiwanis
    - Rotary
    - Civitans
    - Retired Teachers Assoc.
    - River Reach Foundation
    - San Juan Realtors Assoc.
  
- In-House Publications
  - Construction Survival Guide
  - Merchants Guide to Downtown Events
  - Front Porch Initiative Brochure





## Resource Partners

- WESST • SBDC • Quality Center For Businesss at SJC
- Enterprise Center at SJC. • Local/National Banks • Farmington CVB
- Chamber of Commerce. • New Mexico MainStreet
- San Juan Safe Communities
  - Developed the Farmington Downtown Business Resiliency Project (FDBRP)
  - Created a curriculum based on the needs of downtown businesses such as Email Marketing, Social Media Marketing, Business Credit, Merchandising, Property Development, etc.
- City of Farmington Public Information Officer
  - It is important to develop a relationship with this resource they can be extremely valuable in helping you tell your story.









## Other Resources

- Opportunity Zones
- Brownfield Grants
- LEDA Ordinance







119 W. Main St. • Historic Downtown Farmington

Shaña Reeves • Parks, Recreation, and Cultural Affairs  
505.599.1402 • [sreeves@fmtn.org](mailto:sreeves@fmtn.org)

Sherry Roach • Complete Streets Project Manager  
505.599.8443 • [shroach@fmtn.org](mailto:shroach@fmtn.org)

Michael Bulloch • Downtown Coordinator  
505.599.8442 • [mbulloch@fmtn.org](mailto:mbulloch@fmtn.org)