

Perfect Time for Building and Site Improvements:

Taking advantage of slow times

May 28, 2020

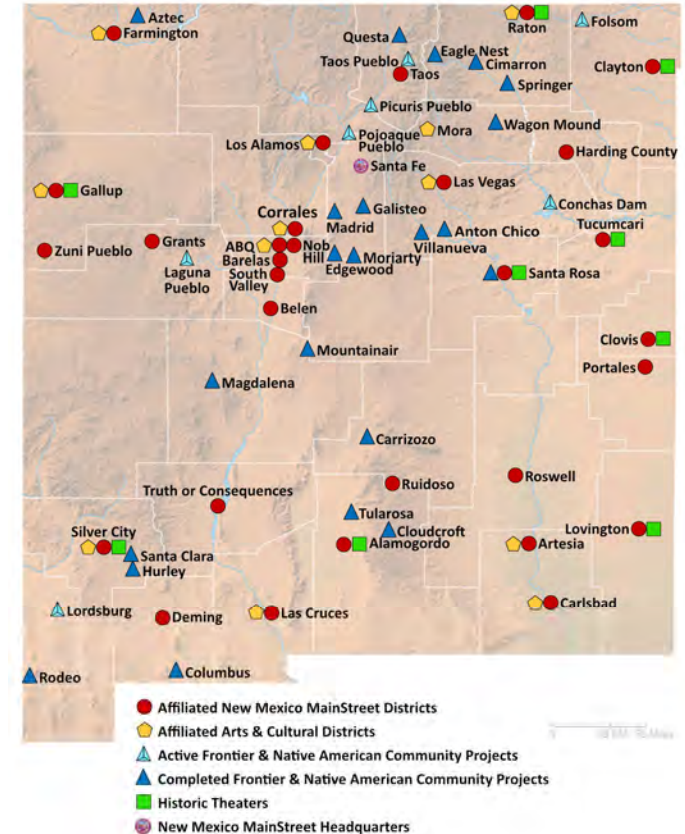


New Mexico MainStreet

Engage People • Rebuild Places • Revitalize Economies

- New Mexico MainStreet is an asset-based community economic development program
- The program's core objective is **downtown revitalization and redevelopment**
 - NM MainStreet Districts (30)
 - Arts & Cultural Districts (12)
 - Frontier & Native American Communities (28)
 - Historic Theaters (8)

New Mexico MainStreet
Network Map



UPCOMING WEBINARS

Register/Watch Recordings:

www.nmmainstreet.org/coronavirus-resources

- Next Steps and Lessons Learned: Building a MainStreet Small-Business and Community Development Recovery Strategy
Thursday, June 4, at 2:15 p.m.



Complete your 2020 Census



I COUNT NM

2020 Census | 2020

New Mexico will receive **\$7.8 billion** in federal funding for schools, roads, hospitals and so much more.

- ▶ Complete your census once you've received your invitation or the full form the U.S. Census Bureau
- ▶ Everyone needs to be counted!

New Mexico MainStreet Team

Meet Your Presenters/Contributors



Amy Bell
Urban Design



Will Powell
Design and Preservation

Before we start – have you seen New Mexico Main Street’s new Logos?



NEW MEXICO
MAIN STREETTM
Design

<https://www.nmmainstreet.org/resource/logos/>

Timing is Everything: Many improvements relevant to commercial districts can be accomplished during this time because construction & preventive maintenance is often inconvenient for businesses.

This is good time to implement work such as space planning improvements, revamping window/display storefronts, building façades, outdoor seating and entertainment spaces, landscape improvements, and repair and maintenance. New Mexico MainStreet has strategies for both low-cost improvements and hands-on work!



Remember a core goal as an economic development organization is to assist businesses to be stronger and healthier in adverse times.

We accomplish this through creativity, technical assistance, economic expertise and organizational support at all levels.



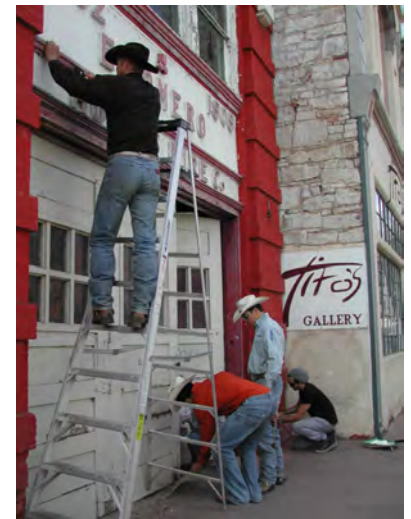
In lean times take the opportunity to do things that you cannot when business is booming. The key is to be proactive not reactive

The MainStreet Program works to:

Create and Build Revitalization Programs

Produce positive outcomes to our Communities and model successful efforts

Build Capacity in Communities





(c) National Trust for Historic Preservation



(c) National Trust for Historic Preservation



(c) National Trust for Historic Preservation

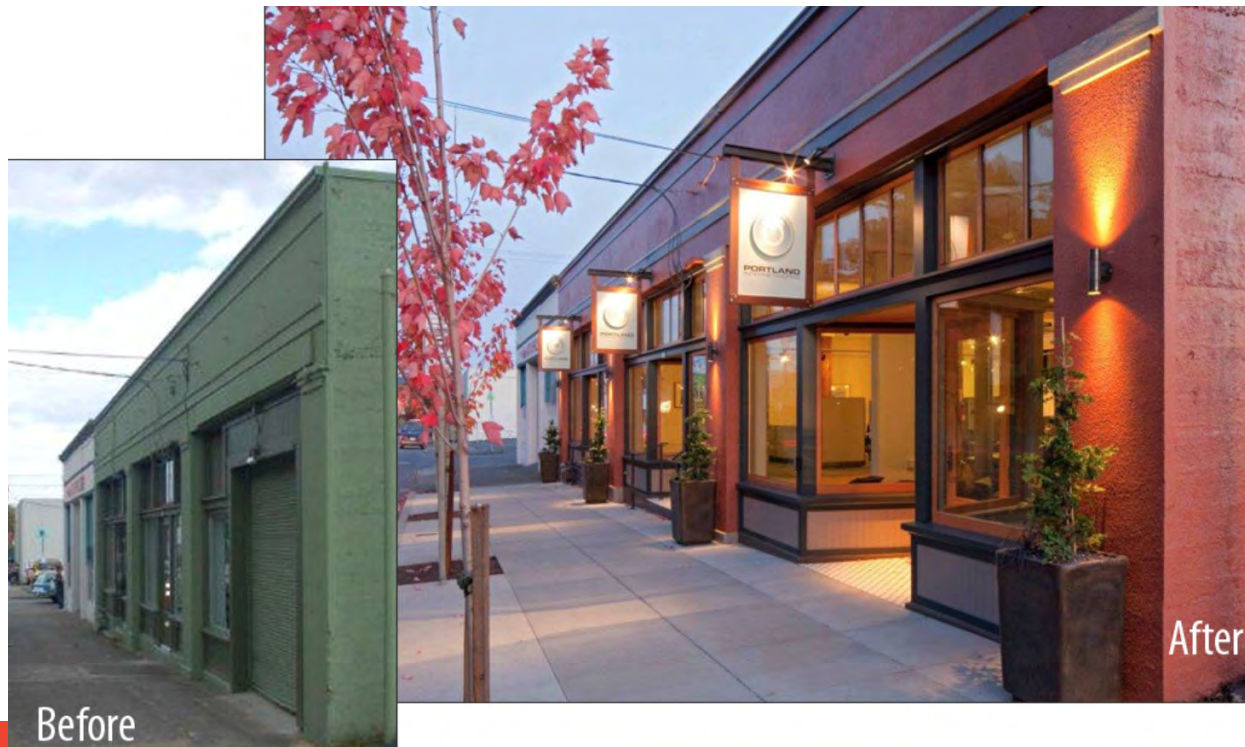


(c) National Trust for Historic Preservation

Architecture, Building Improvements and Preservation

Back to Basics

Focus on design work that is inexpensive or free to implement. This could be removing alterations. Some examples may include windows that have been enclosed, brick and stone facades covered with stucco or wood. If it is something you do not feel comfortable with yourself please check with a licensed contractor first.



Gallup Coffee Company

new paint
bench seating
new tables
bathroom remodel

new menu and menu boards
new merchandise display
new baked goods display
permanent art installation



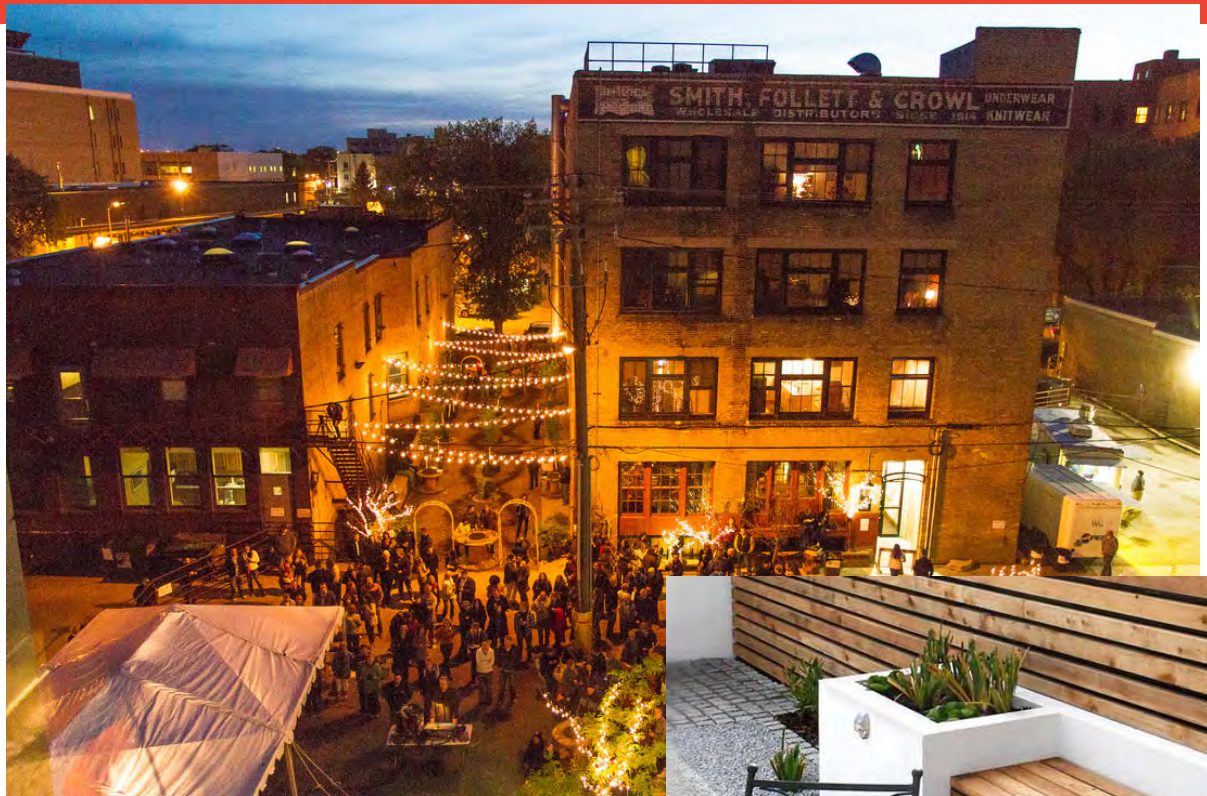


Architecture, Building Improvements and Preservation

Back to Basics

Do something that captures peoples attention and out-of-the-ordinary in the street or store appearance, paint the façade, change the window display, install a high-quality sign, put up flags, music, warm night lights...the idea is to attract attention when the public is expecting things to shudder up. Create an atmosphere that sends a message “we’re alive and kicking our way through this downturn!”





HARVEST TABLES



INSPIRATION IMAGES: Harvest and Farm Tables provide seating for large groups of people coming together to share in communal eating and celebrate the harvest season





EXISTING



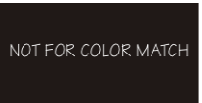
PAINT COLORS:



BASE:
 SHERWIN WILLIAMS:
 SAGE GREEN LIGHT (2857)



WINDOWS:
 SHERWIN WILLIAMS:
 HARVEST GOLD (2858)



CANOPY:
 SHERWIN WILLIAMS:
 TRICORN BLACK (6256)



PROPOSED DESIGN
 Street pole removed
 for drawing clarity

NOTE: The Illinois MAIN STREET Program, through the Illinois Historic Preservation Agency, has provided this free design assistance to qualified property/business owners in the officially designated MAIN STREET project areas. The rendering on this sheet is a conceptual view of the facade renovation based on information supplied to the staff architects. Should obscured architectural details or preferences be revealed during the work, the local project manager and/or the staff architects should be consulted.

It is never too early for a little spring-cleaning

Cleaning windows and sidewalks can go a long way in helping with the image of MainStreet or a particular building. This is especially effective with newly designed window displays. Pull merchandise off the shelves and place it where shoppers can see it. If you are selling services find a clever way to express that to the public.



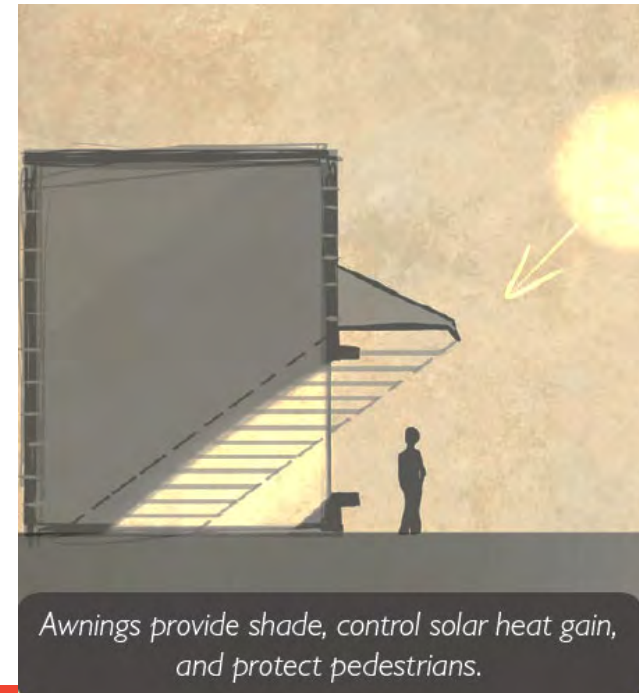
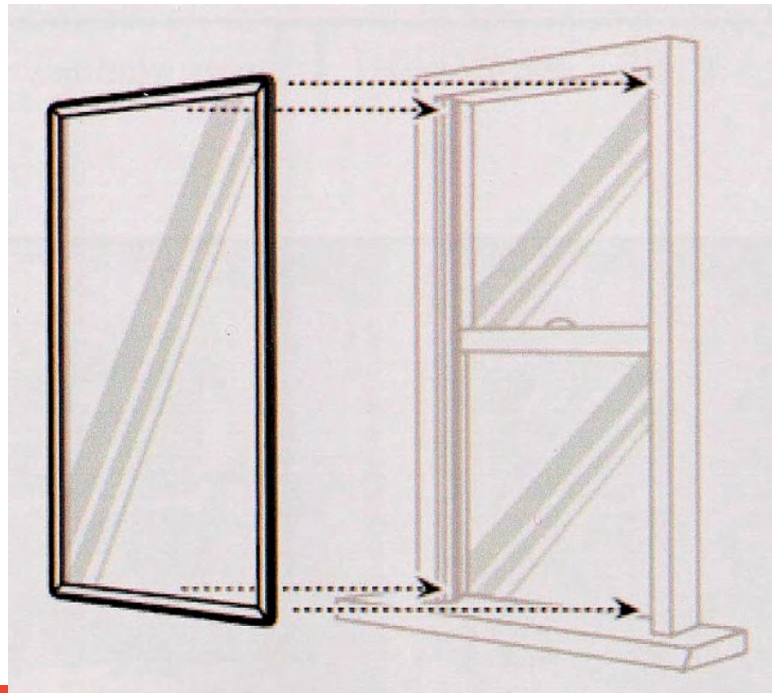
Invest energy into historic buildings.

Especially those vacant or in disrepair. Down time can be an opportunity to put buildings or districts on the state register, apply for grants or do needed restoration work. With beloved city assets use volunteers to help lower the costs of restoration projects.

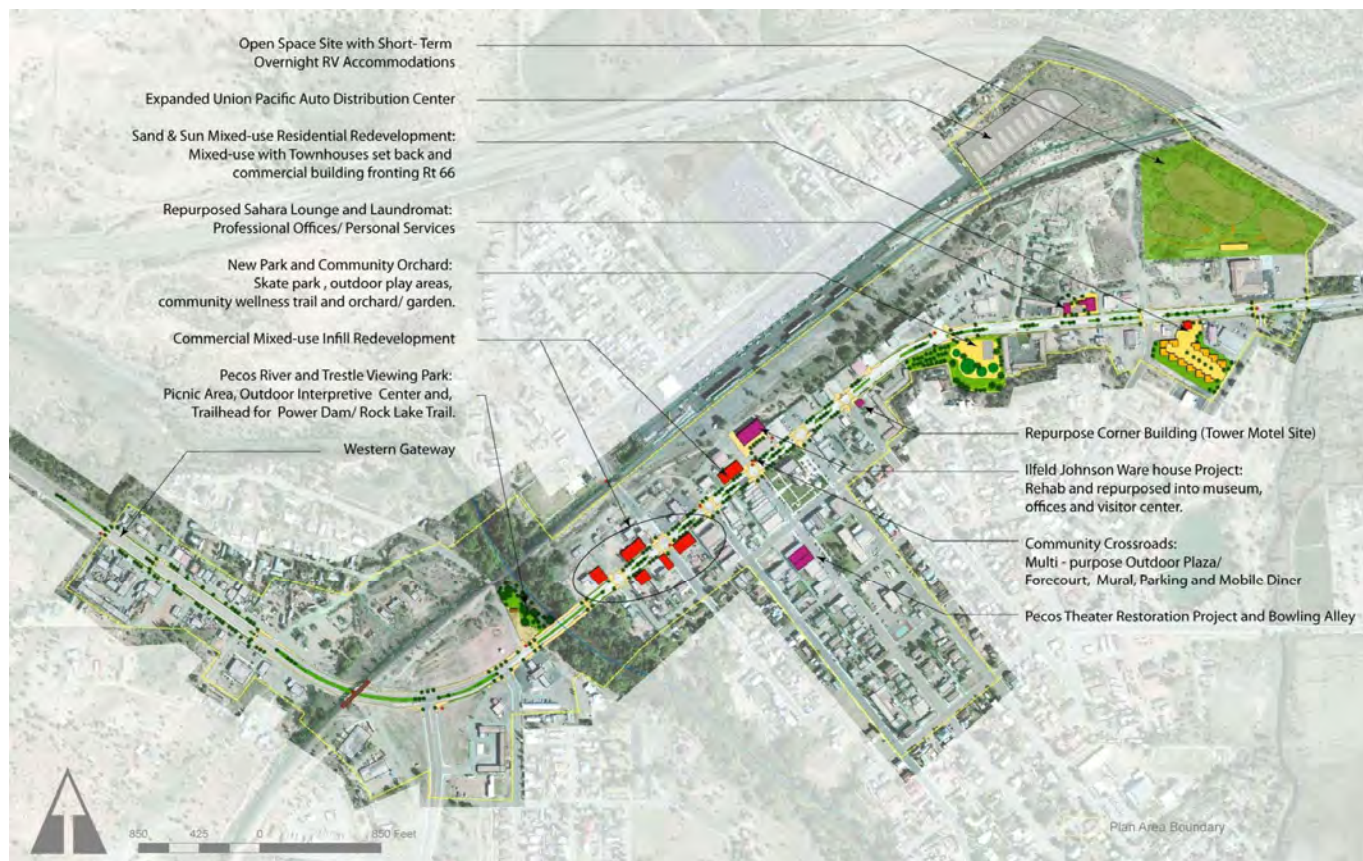


Making a building energy efficient saves in the long-run more money than it costs.

Simple steps such as limiting the infiltration of hot or cold air can go a long way. This can be achieved by weather stripping doors adding storm windows, awnings and caulking windows. Also energy saving items such as a water heater blanket, lower wattage light bulbs and added insulation may also be installed.



Review your Downtown Master Plan and MainStreet Design Committee work plans and work with your municipality to prioritize infrastructure and capital investments that will leverage private sector re-investment and provide jobs.



Metropolitan Redevelopment Area Designations are a helpful tool to facilitate public-private partnerships and provide assistance to local businesses without violating the anti-donation clause.

Check out the MRA
Implementation Toolkit!

<https://www.nmmainstreet.org/WPBeta/wp-content/uploads/2020/02/NMMS-MRA-Toolkit-V1-2-12-2020.pdf>



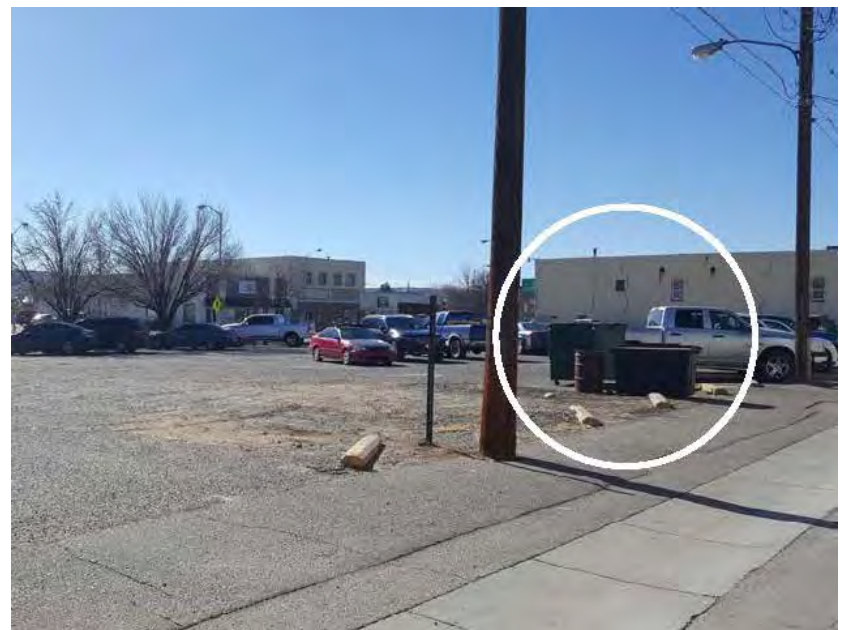
Drylands Brewery, Lovington

- Former gas station, burned down in the 1970's
- City inherited the property, tried to sell for many years
- Site sold to developer for \$100 after RFP issued
 - NMMS/NMRA support for business development
 - \$80,000 Local LEDA funds for manufacturing facility
 - \$100,000 in State LEDA funds
 - Developer funding (\$900,000)
- Opened in 2017



Boon's Thai Parking, Farmington

- MOU between City and Boon's to allow use of public parking space for their equipment, allowing them to keep it away from the business entrance and better utilize that space
- Precedent for allowance of public parking and/or ROW for outdoor seating, vending, etc.



Public Infrastructure projects provide jobs. Construction projects boost jobs in the short term, while the long-term investment in improving the downtown environment supports the creation of jobs due to increased business visitation, and development of new businesses.



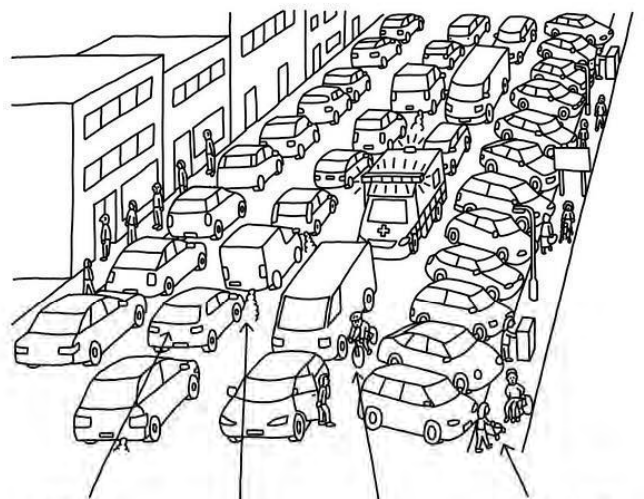
Revise your Town's zoning code and/or policy for the downtown district, even if temporarily, so that it responds to immediate challenges facing businesses and the public adjusting to safe reopening.



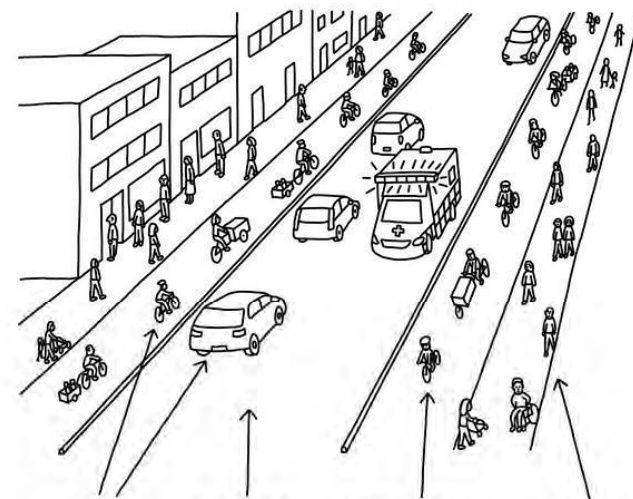
Take this opportunity to envision a downtown that meets the needs of our communities, providing equitable access, safe and enjoyable outdoor spaces, and ways to bring people together – even if we have to be physically distant.

DECISION TIME

BACK TO NORMAL, OR FAST TRACK TO THE FUTURE?



KEY WORKERS STUCK IN TRAFFIC
POLLUTION AFFECTING EVERYONE
NO SAFE SPACE FOR CYCLING
NO SPACE FOR SOCIAL DISTANCING



KEY WORKERS CAN GET TO WORK
CLEANER AIR SAVING LIVES
PROTECTED ROUTES ENABLE CYCLING
WIDENED PAVEMENTS WITH SPACE TO PASS





A typical Paris street today. [IMAGE: annehidalgo2020.com]

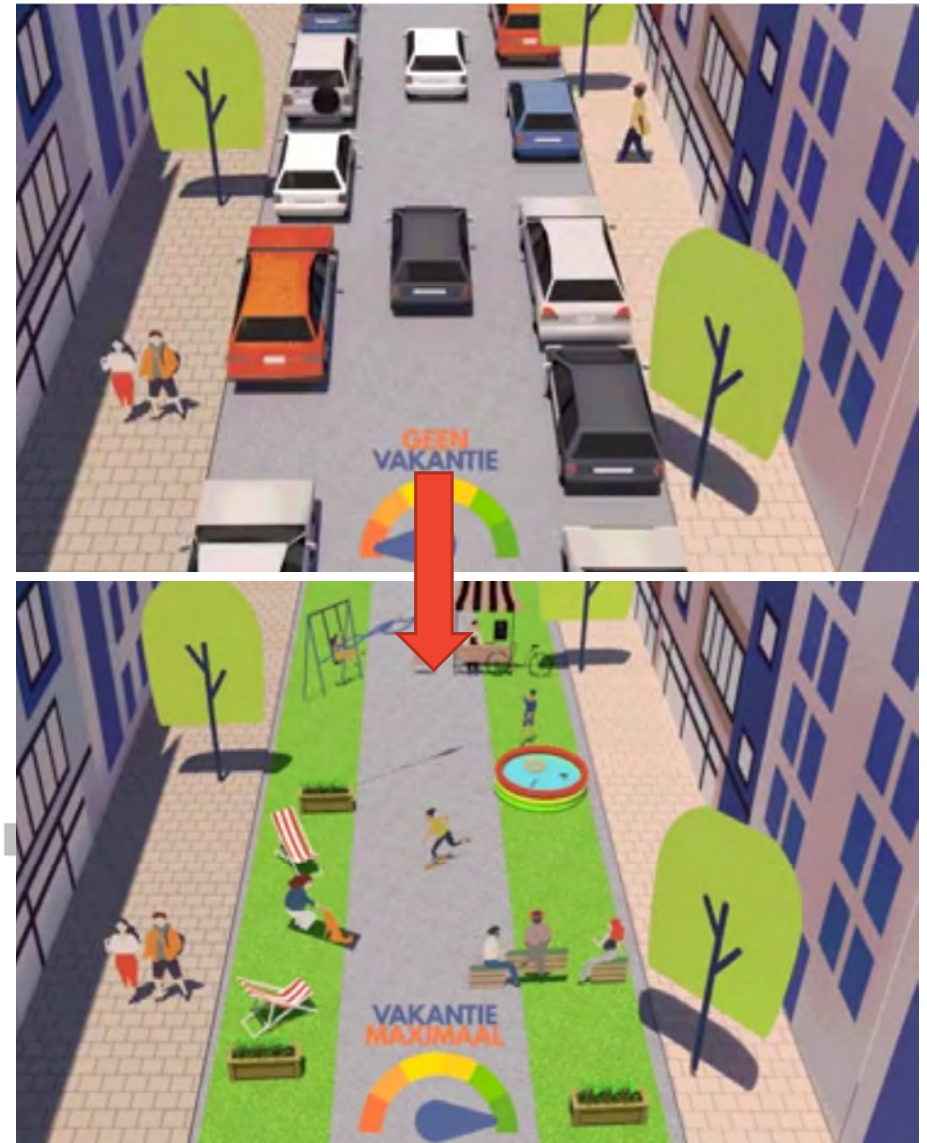


TO TURN OPEN LOTS INTO PLAYGROUNDS

Neighborhood Associations to
Equip Many More Breath-
ing Spots.

POLICE ANXIOUS TO HELP

Commissioner Woods Urges Closing
of 100 Streets as Means
of Safety to Children.



Keep your volunteers busy! While large gatherings are still not permitted, it's possible to get a lot of work done – especially outdoors, with careful planning.





TECHNICAL ASSISTANCE SERVICE REQUEST FORM

www.nmmainstreet.org | (505) 827-0143 | info@NMMMainstreet.org

New Mexico MainStreet’s (NMMS) technical assistance supports the implementation of Economic Transformation Strategies (ETS) that spur economic growth and revitalization of NM’s MainStreet and Arts & Cultural districts (ACD).

NMMS/ACD programs are allowed two services annually in each of the Main Street Four Points (Economic Vitality, Design, Promotion, and Organization). Programs that demonstrate successful implementation of projects, events, and activities from previous service requests can request additional technical assistance if the appropriate Revitalization Specialist has availability. Please note that Revitalization Specialists may not be able to schedule an immediate on-site visit as they may have other request in their queue. While some services may be delivered wholly or partially on a remote basis, those requiring an on-site visit may take time to schedule, so plan accordingly.

If you have an urgent need, contact Daniel Gutierrez: (505) 827-0151 or Daniel.Gutierrez2@state.nm.us.

SUBMISSION OF THIS FORM INDICATES THAT BOARD LEADERSHIP HAS APPROVED AND SUPPORTS THIS REQUEST.

Organization

Click or tap here to enter text.

Date

Click or tap to enter a date.

Executive Director

Click or tap here to enter text.

Email

Click or tap here to enter text.

Phone

Click or tap here to enter text.

Project Leader (if different)

Click or tap here to enter text.

Email

Click or tap here to enter text.

Phone

Click or tap here to enter text.

PROJECT DESCRIPTION & TECHNICAL ASSISTANCE REQUESTED

Which of the Four Points does this project best support? You can select more than one.

Design

Economic Vitality

Organization

Promotion

What is the title of the project associated with this request?

Click or tap here to enter text.

Describe the project for which you need technical assistance:

Click or tap here to enter text.

New Mexico MainStreet Team

Meet Your Presenters/Contributors



Amy Bell

Urban Design

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Will Powell

Design and Preservation

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Thank you for joining us!

This webinar recording will be available on YouTube



EDD ECONOMIC
DEVELOPMENT
DEPARTMENT

gonm.biz



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