

Silver City

Downtown Action Plan

Final October 12, 2010



PHOTO COURTESY OF
TYRAH HANNIBAL

REVITALIZING THE HEART
OF OUR DIVERSE COMMUNITY

Prepared for:

Town of Silver City, NM

Silver City MainStreet

Silver City Arts and Cultural District

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1. INTRODUCTION



The Silver City Downtown Action Plan (SCDAP) defines the community's vision for the downtown and identifies priority projects and programs to revitalize the downtown area. The Action Plan examines existing conditions and assets, recommends redevelopment projects and implementation strategies and identifies funding sources for downtown's future improvements. The recommendations and strategies are intended to help achieve the following vision and goals developed by the community through an extensive participatory planning process.

Silver City MainStreet and the Town of Silver City aim to create an economically stronger and physically more attractive community. Through meetings with residents, town staff and officials, property owners and Silver City MainStreet, a vision for the downtown district emerged. Specifically the residents wanted to preserve and enhance Silver City's unique character and have an array of tools and techniques to implement their vision.

The Silver City Downtown Action Plan defines the community's vision for the downtown and identifies priority projects and programs to revitalize the downtown area. The Action Plan examines existing conditions and assets, recommends redevelopment projects and implementation strategies and

identifies funding sources for downtown's future improvements. The recommendations and strategies are intended to help achieve the following vision and goals developed by the community through an extensive participatory planning process:

DOWNTOWN SILVER CITY VISION STATEMENT:

Downtown Silver City is the cultural heart and a vital economic center of our diverse community. It is the place where the community lives, works, and gathers for sustaining creative expression, enterprise, and heritage. Our residents, families, and visitors contribute to the success of its eclectic shops, restaurants, artistic and entertainment venues, and outstanding museums.

Goals of the Town of Silver City Downtown Action Plan are:

- 1. Promote Historic Downtown as a destination with goods, services and amenities for both visitors and residents.*
- 2. Develop coherent and consistent design guidelines for street furniture, wayfinding and public signage.*
- 3. Enhance and improve the cleanliness and maintenance of streets and sidewalks.*
- 4. Provide adequate, accessible, convenient and flexible parking and service access for businesses and residences.*
- 5. Create a friendly environment for pedestrians and bicyclists.*
- 6. Proactively make historic preservation a priority in downtown revitalization.*
- 7. Support and promote the development of civic/community facilities including adaptive reuse of the three downtown historic theaters.*
- 8. Attract new businesses to the district, and support existing businesses.*
- 9. Develop a campus of civic offices in the vicinity of Gough Park that incorporates existing Town assets.*
- 10. Promote and accommodate residential use in the downtown historic area.*
- 11. Encourage and support adaptive reuses for buildings in the downtown historic area that preserve tradition and address contemporary code standards.*
- 12. Accommodate a mix of residential densities in the downtown historic area including live-work spaces and in upper floor commercial buildings.*

The Downtown Action Plan focuses on the historic commercial areas of Silver City from Hudson Street west to include the Big Ditch, Bullard Street, the gallery area, civic facilities, San Vicente Heritage area and portions of the Silver City and North Addition Historic Districts. The Plan boundary is based on the market area of Silver City MainStreet and opportunity sites identified during the community planning process.

DOWNTOWN ACTION PLAN BOUNDARY



2. EXISTING CONDITIONS AND ASSET INVENTORY

SILVER CITY HISTORY AND SETTLEMENT PATTERNS

Like few other New Mexico towns, Silver City retains a high concentration of historic buildings, intimately connected to its identity and sense of place. Located at an elevation of 5,900 feet, Silver City is bounded by the Continental Divide on the west and the north in the Pinos Altos Range, low hills to the east, and the Chihuahuan Desert and the Burro Mountains to the south. The Gila and Mimbres Rivers flow to the west and east of town. According to the Forest Service, the Gila National Forest, north of Silver City, covers roughly 3.3 million acres of land, and is the sixth largest national forest in the United States.

The landscape of western New Mexico was shaped by “a series of mountain-building events” in the late Cretaceous Age.¹ These early events and subsequent faults created basins and mountain ranges that resulted in significant deposits of copper, silver, and gold within the region. It is these rich resources that defined much of the area’s development and history.

The Mogollon Indians were some of the earliest inhabitants between A.D. 1000 and 1300. The culture left behind artifacts that included: pottery (known as Mimbres pottery) with its distinctive black and white designs and images; architecture such as the Gila Cliff Dwellings; and flint and obsidian for shaping tools. The Apache Indians, a nomadic group of warriors, inhabited the area beginning in the 1300s. By 1539 the Spanish began entering the area, but settlement continued to be sparse due to Apache aggression and raids.

The establishment of Fort Bayard near Santa Rita in 1866 provided a measure of security for southwestern New Mexico. The Fort, a National Historic Landmark, continues to be an important asset to the region.

Following the discovery of silver ore near the San Vicente Cienega in 1870, the original townsite of Silver City was laid out in a grid pattern that is slightly obscured by the rolling topography of the site. Located far from the railroad, Silver City employed local materials—stone, brick, and adobe—to build lasting structures from its very beginning. Unlike other mining towns across the state that began as tent-cities or with modest frame buildings, an 1880 fire ordinance required such substantial construction. In 1874 Silver City replaced Pinos Altos as the county seat, further solidifying the town’s status in the southwestern region of present-day New Mexico.

¹ Susan Berry and Sharman Apt Russell, *Built to Last: An Architectural History of Silver City, New Mexico*, (Silver City Museum, 1995, revised addition), 3. *Built to Last* provides a detailed historical overview, building inventory, descriptions, and maps. In addition to this important work, the State and National Register nominations, the brochure “Maximizing your investment in Silver City’s Historic Districts,” and recent surveys by RRP and Van Citters: Preservation were consulted for this material.

Prior to the arrival of the Deming and Pacific Railroad in 1883, it was a laborious and costly process to freight materials and goods in and out of the region. The railroad's arrival allowed ranchers to get livestock to market in a more efficient manner. Architectural styles, including the Queen Anne, Second Empire, Italianate, and Classical Revival, reflected patterns seen in the East and Midwest. The railroad only encouraged this trend, which was already established by early Anglo settlers from places like Ohio and Massachusetts.



The town benefitted from the founding of the New Mexico Normal School, now Western New Mexico University, in 1893. A building campaign ensued in the early 1900s with prominent architects such as Trost & Trost designing handsome Mission style buildings.



The town faced many challenges in its early years. The silver crash of 1893, the flood of 1895, which destroyed the town's original Main Street, and another flood in 1904 were particularly challenging for this burgeoning town. Iron deposits at Fierro, gold at Mogollon and copper at the Hanover and Santa Rita mines alleviated much of the revenue loss from declining silver values.

The brick O.S. Warren House, constructed in 1885, was the only structure along this section of Main Street to survive the 1895 flood. Concrete from the Warren contracting business was initially used to stabilize the banks of the San Vicente Arroyo, while the Works Progress Administration (WPA) made later improvements. Today, the area is commonly referred to as "The Big Ditch," and creates a ribbon of green space and parkland skirting the districts. Both Elizabeth Warren and the WPA were involved in constructing sidewalks for the town as well.



The development of other residential sections of town such as North and Black's Addition began in the 1880s into the 1920s and 30s. Both additions feature larger lots and wider streets than the original townsite.

Around the turn of the century, the high elevations and dry, mild climate of Silver City attracted people who suffered from tuberculosis and other respiratory ailments. Several prominent hospitals and sanatoriums such as St. Joseph Sanatorium and the New Mexico Cottage Sanatorium were established. Standing on an entire block in Black's Addition, St. Joseph is a significant resource largely built between 1887 and 1908.

Not only did the arrival of the automobile in the early 1900s change the landscape in the broad respect of highway and road construction and improvements, but it also required new buildings types such as filling stations, garages, and car showrooms. Significant construction campaigns continued into the 1930s with the Art Deco-inspired Grant County Courthouse by Albuquerque architects George Williamson and W. Miles Brittelle. The courthouse includes WPA murals that depict mining and ranching scenes by Theodore Van Soelen, and landscaped grounds by the WPA. A new post office, movies theaters, and the five-story International/Moderne style Murray Hotel, the tallest building downtown, provided modern amenities to Silver City.

From the red brick residences and commercial buildings of the Victorian era to the sleek International/Moderne style buildings that marked the mid-twentieth century, the evolution and culture of Silver City is seen in its built environment and landscape.



Photo Courtesy of the Silver City Museum
Ca. 1900 photograph of swinging bridge across what was Main Street (now the "Big Ditch"). The O.S. Warren House, which dates to 1885, is at the right of the photo.

PLANNING FRAMEWORK

As part of the Silver City Downtown Action Plan (SCDAP) planning process, previous and current plans, policies, codes and programs from the Town and other agencies were reviewed. This section summarizes plans and related policies, studies, public projects and code that affect the SCDAP Area. The goals and strategies identified in the various plans, policies and codes provide important support for the SCDAP Vision and Goals and sound direction for achieving them.

TOWN OF SILVER CITY COMPREHENSIVE PLAN (2004)

The Silver City Comprehensive Plan provides guidance to the Town for the achievement of balanced growth and development. Several of the Plan's policies and implementation measures have been realized.

These key principles form the foundation of the *Comprehensive Plan*:

1. Provide direction to both short-term and long-term economic recovery as the town seeks to collaborate with the county and other municipalities to develop a diverse and sustainable regional economy.
2. Establish principles and goals to guide the town's collaboration with Grant County in creation of a growth management strategy for the ETZ, including procedures for joint planning and development review.
3. Protect the community's historic downtown and neighborhoods, including the town's distinctive architecture and settlement patterns.
4. Preserve the quality of the natural environment, open space, water and other resources.
5. Maintain and enhance community facilities and provide park, open space and recreational opportunities to serve the entire community.
6. Protect Silver City's "small town" feel and character, and shape new growth to promote walkable livable neighborhoods and districts.
7. Ensure that the town's cultural diversity is maintained and historic traditions are protected and celebrated.

Key Goals, Policies and Implementation Measures Relevant to SCDAP:

GOALS

- Encourage infill development
- Establish standard development process
- Recognize the value of preserving the Historic Districts
- Improve visual quality of Town
- Support and preserve cultural diversity and traditions
- Factor community identity and cultural diversity into development design
- Comprehensive, safe and efficient circulation system
- Enhance pedestrian-friendly atmosphere
- Enhance the bicycle-friendly atmosphere
- Traffic control devices

-
- Support the provision of an adequate affordable housing supply
 - Enhance level of public safety
 - Encourage a diverse mix of economic development and new employment opportunities
 - Maintain quality of the natural creeks and washes

STRATEGIES

- Development Incentives
- Utilize Metropolitan Redevelopment Statute And Other Statues As Applicable
- Development Process Guidebook
- Preserve And Protect Historic Buildings And Historic Districts
- Develop Sign Regulation
- Community Entryways
- Public Projects
- Pedestrian And Bicycle Flow
- Pedestrian And Bicycle Safety
- Downtown Parking, Access And Circulation
- Traffic Flow
- Affordable Housing Incentives
- House Maintenance And Improvement
- Blighted Structures
- Mixed Zoning
- Community Policing
- Traffic Education And Enforcement
- Open Space Network
- Common Goals
- Local Business
- Partnerships
- Diverse Employment
- Arts Community
- Public Involvement
- New Business
- Loans & Venture Capital Funds
- Restore Creeks and Washes

YOUR TOWN FINAL REPORT (2001)

The fall of 2001, community leaders and citizens participated in a two day intensive workshop, *Silver City Your Town: Designing Its Future*. Goals and recommendations relating to the design and planning of Silver City were developed during the workshop and presented in *Your Town Final Report*.

A Vision Statement, drafted by the workshop participants “to guide the Town’s growth and development”, expressed many of the same concerns heard from the community today:

Silver City is to maintain the existing, friendly small town character by:

- *Supporting and valuing efforts to protect and maintain our historic downtown and traditional neighborhoods.*
- *Focusing on people before vehicles*
- *Actively promoting efforts to dramatically improve highway commercial corridors to make them safer, easier to use and improve their visual character.*
- *Supporting greater protection and management of our rural areas and natural and cultural resources to limit sprawl, increase open space linkages and respect the limits of our water supply.*
- *Supporting, encouraging and expanding our extraordinary cultural diversity and spirit of volunteerism, inclusion and collaboration.*
- *Capitalizing on existing assets (such as the arts community, university and hospital) to attract new economic assets consistent with values/vision.*
- *Promoting community health and well-being.*
- *Providing, improving and maintaining infrastructure, such as schools, water supply, and other municipal services.*

Key Findings and Recommendations Relevant to SCDAP:

STRATEGIES:

- Encourage a mix of land uses to reduce vehicle dependence and meet community needs
- Encourage affordable housing through neighborhood rehabilitation efforts
- Encourage infill
- Respect the character and unique qualities of individual neighborhoods
- Improving pedestrian and bicycle friendliness
- Encouraging public transportation
- Create and improve visual clues to improve wayfinding
- Implement traffic calming techniques
- Improve and maintain streets
- Emphasizing “gateways” into downtown
- Use of landscaping for beautification and identification
- Revamp downtown with site improvements
- Create transitional uses between commercial and residential areas.
- Encourage preservation and protection of natural features
- Protect a linked system of open spaces through trail corridors and greenways
- Encourage use of open spaces attached to public facilities for public gathering places
- Capitalize on the Big Ditch
- Develop and promote “public places” for gathering and socializing
- Develop open space at the confluence of Silva and Pinos Altos Creeks with a trail connection to the Big Ditch Park

-
- Protect the character of downtown and encourage restoration of historic buildings
 - Encourage diversity in buildings compatible with neighborhood character
 - Encourage compatibility and consistency of form and diversity of style along commercial corridors
 - Maintain downtown character
 - Provide incentives for reuse/redevelopment of existing sites
 - Secure financial incentives to encourage renovation of existing businesses
 - Review and revise regulations relating to development
 - Link Hudson with downtown

As part of the workshop a concept plan for the Hudson Street corridor was generated showing examples of how the strategies might be implemented. These include:

- Sidewalks and landscaping along Hudson and Pope Streets
- Emphasize entry points (gateways) into key areas of town
- Use signs, landscaping and public art to identify gateways
- Pedestrian bridges to link Hudson Street with Downtown
- Clearly marked crosswalks are included at all intersections, with specialty paving emphasizing the major “gateway” intersections.
- The confluence of the Silva and Piños Altos Creeks, the “Y” project, considers development of a public/private building and a public gathering space between Hudson and the waterways.
- Improvements to pedestrian facilities
- Signage improvements
- Improvements to landscaping
- Updates to zoning laws, standards and regulations

SAN VICENTE HERITAGE DISTRICT PLAN (2006)

The San Vicente Heritage District Plan is a plan for a sustainable economic, cultural and environmental future for significant areas along the San Vicente at the south end of Bullard. This long neglected area is rich in cultural, environmental and economic history. A collaborative effort of the Town and the community, a series of preferred activities and uses were generated. These preferred activities and uses were compared to the opportunities and constraints of the site and a preferred land use concept was generated. The southern extent of the Downtown Action Plan area overlaps the northern extent of the San Vicente Heritage Plan area.

Key Findings and Recommendations Relevant to SCDAP:

STRATEGIES:

- Create economic benefit
- Revitalize Blighted Area
- Protect Cultural and Natural Resources

-
- Mix uses
 - Entry features
 - Pedestrian Bridge over the San Vicente
 - Artisan-Retail Studios
 - Residential Lofts
 - Parking
 - Habitat Restoration
 - Arts and Cultural Areas

FUNDING MECHANISMS:

- Metropolitan Redevelopment Area (MRA)
- Tax Increment Financing (TIF)
- Tax Credits/Abatement
- Revenue Bond Financing
- Business Improvement District (BID)
- Local Economic Development Act (LEDA)

SILVER CITY ARTS AND CULTURAL DISTRICT CULTURAL PLAN (2009)

During 2008 and 2009, the downtown area was the focus of the New Mexico Main Street Arts and Cultural District Cultural Plan. As a result of this planning effort Silver City was named the first New Mexico municipality approved as a pilot city under the New Mexico Arts and Cultural District Act. The act promotes implementation of a "...cohesive strategy with place-based arts and culture as an economic niche." Its intent is the enhancement of economies through local and state partnerships offering incentives and expertise necessary for the development of sustainable Arts and Cultural Districts.

The Silver City Arts and Cultural District Cultural Plan provides a flexible and community focused framework for determining the most efficient ways the Arts and Cultural District can serve the needs of local artists and creative industries entrepreneurs. It is also intended to provide benefits to Silver City business owners, arts and culture nonprofit groups, government agencies, and visitors who travel here with the expectation of exploring and enjoying a vibrant art town.

Key Findings and Recommendations Relevant to SCDAP:

STRATEGIES

- Support artists, cultural/arts groups, and cultural entrepreneurs in all disciplines.
- Foster sharing and appreciation across cultures, past and present throughout the region.
- Support the preservation, protection, and celebration of local historic resources.
- Support and encourage arts and cultural education throughout our communities.
- Identify, encourage, and promote marketable arts and cultural opportunities within the ACD and the larger Grant County community.

- Support the development and use of venues for the arts and cultural events.
- Inventory venue locations and advocate for venue spaces.
- Identify commercial space suitable for arts and cultural entrepreneurial activities.
- Support efforts to advance historic preservation and adaptive reuse in Silver City and the larger Grant County community.
- Support arts and cultural funding in the capital improvement planning of local, state, and federal governments.

FUNDING MECHANISMS

- TIF/TIDD (Tax Increment Financing/Tax Increment Development District)
- BID (Business Improvement District)
- USDA grants and loans
- New Mexico Finance Authority SMART funds and New Markets tax credits
- US Housing and Urban Development (HUD) programs





Silver City Downtown Action Plan



Arts and Cultural District

 Arts and Cultural District



Map Date: October 4, 2010

EXISTING LAND USES, ZONING REGULATIONS & HISTORIC ZONES

Existing Land Uses

Within the Downtown Action Plan Boundary, the primary existing land uses are commercial, retail and residential. Commercial uses are located mainly along Hudson, Bullard and at the northern end of the DAP area. Retail is largely clustered along Bullard, Texas, and their cross-streets. Residential uses are mixed in with non-residential uses at the western edges of the study area. Limited residential use is mixed in with the commercial areas.

Open space, including Gough Park and the Big Ditch, public institutions such as City Hall, City Hall Annex, County Courthouse and public services such as Fire and Police are also within the plan area. Some not-for-profit institutions, including the Historic Museum, are within the boundary.

Very few vacant parcels fall within the plan boundary. Scattered empty lots are found along Bullard, Hudson and north of the confluence of the waterways. Many of the parcels fronting on the former Main Street, now Big Ditch Park, are vacant, although most have severe physical restrictions to use. The San Vicente Heritage area situated at the south end of Bullard is primarily vacant, as is the southwest corner of Hudson and Broadway, a major gateway into downtown.

Town of Silver City Land Use Code (1999)

The existing Town of Silver City Land Use Code, Title XV of the Town Code of Ordinance, contains in a single document:

- Zoning
- Overlay district regulations (historic resources and flood plain)
- Subdivision regulations
- Infrastructure, streetscape, parking, signs, and other standards
- Administrative provisions

The purpose of the Town of Silver City Land Use Code is to promote and protect the public health, safety, peace, comfort and general welfare while allowing for cost saving efficiencies. The Land Use Code governs the subdivision of land, the development of land and the use of land.

TOWN OF SILVER CITY ZONING

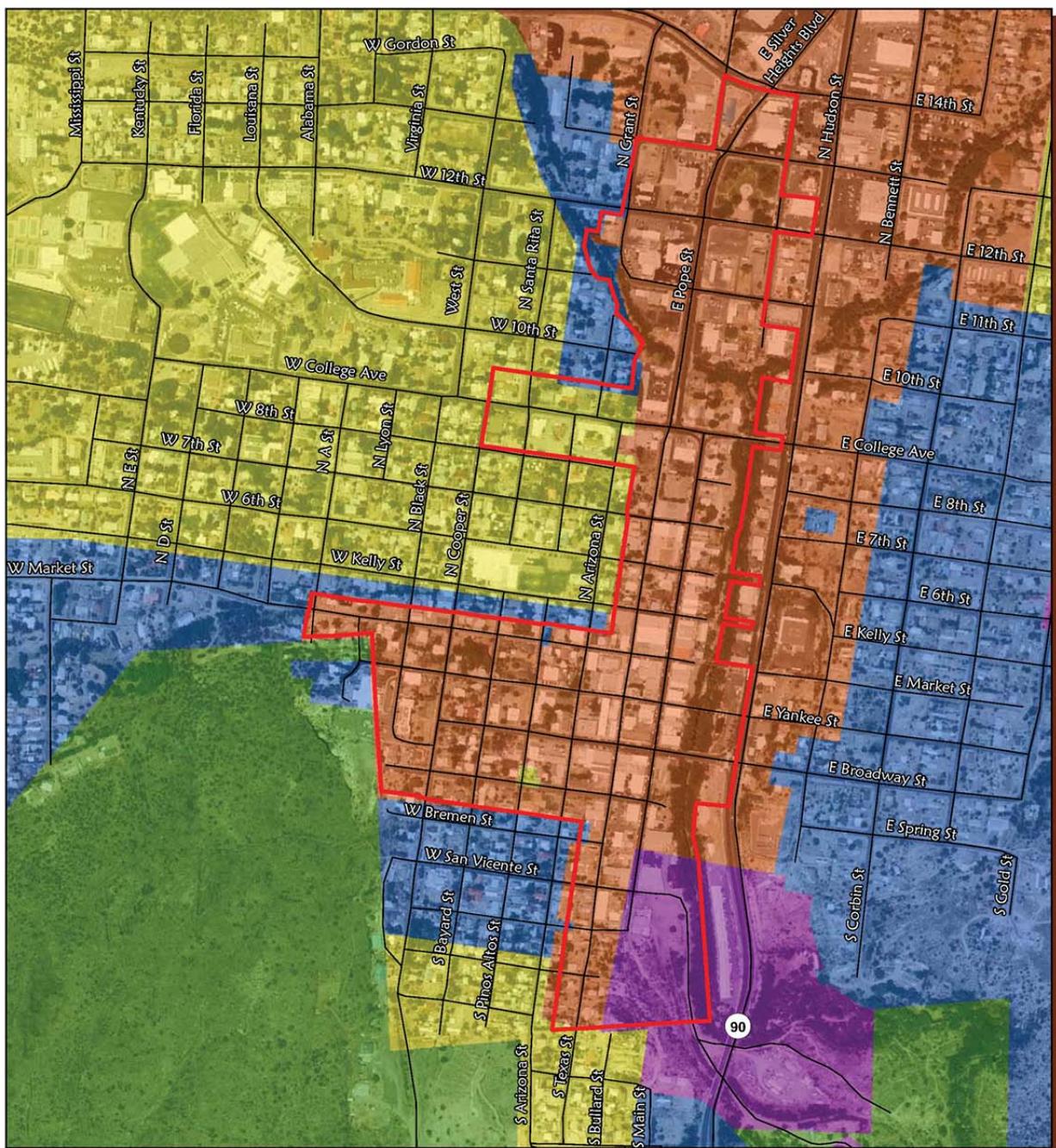
Zoning District regulations are detailed in the Land Use Code, with regulations setting out allowable uses and density and dimensional standards within each district. Density and dimensional standards define floor to area ratio, minimum lot area, street frontage, building setbacks and maximum structure height for each zone. The SCDAP area currently has four zoning categories. The majority of the DAP area is regulated under Commercial (C) zoning with Industrial (I) zoning regulating the southeastern corner. Residential A (RA) zoning applies to the

western arm of the DAP along College while Residential B (RB) applies to only a few scattered parcels within the area.

The Town has presently seven (7) zoning designations, as follows:

- Rural (R) - Intended to provide for annexed areas that will accommodate agricultural, ranching, natural resource uses, very low-density residential uses, until such time as other development is appropriate.
- Residential A (RA) - Intended to accommodate low-density, single-family and two-family residential development and to provide land use protection for areas that develop in such a manner.
- Residential B (RB) - Intended to accommodate moderate density single-family, two-family and multifamily residential development and to provide land use protection for areas that develop in such a manner.
- Residential C (RC) - Intended to accommodate higher density single-family, two-family, multifamily, and mobile home residential development and to provide land use protection for areas that develop in such a manner.
- Commercial (C) - Intended to accommodate a mix of commercial uses.
- Industrial (I) - Intended to accommodate areas of heavy and/or concentrated fabrication, manufacturing, and industrial uses.
- Planned Unit Development (PUD) - Intended to accommodate uses that are allowed in other zoning districts, but to allow more innovative design, massing, orientation and clustering in development patterns.

Silver City Downtown Action Plan



- Zoning**
- Roads
 - Downtown Action Plan
 - Rural
 - Residential A
 - Residential B
 - Commercial
 - Industrial



Map Date: October 4, 2010

Land Use Code Update

In May, 2009, a draft Revised Land Use Code was completed and is under review by Silver City Mayor and Council. A summary of main proposed Code amendments which are relevant to SCDAP include:

- Addition of new residential and commercial zones more specific to areas with different characteristics
- Street setbacks
- Temporary and portable signs
- Revisions to the use table
- Accessory dwelling units
- Street standards
- Parking standards
- Adding bicycle parking and shared use parking provisions

Several new zoning categories are proposed in these revisions. Most significant for Downtown Silver City is a proposed Historic Downtown zoning district, intended to accommodate a mix of commercial uses serving residents and visitors, mixed-use buildings, and residential buildings in the historic central business core, and to provide a variety of building sizes compatible with the character of the Silver City. The zoning map is proposed to be amended to locate the new zoning districts in a phase subsequent to this Code update. Also relevant to the SCDAP are proposed changes to the Historic Overlay Zone requirements.

HISTORIC OVERLAY ZONE

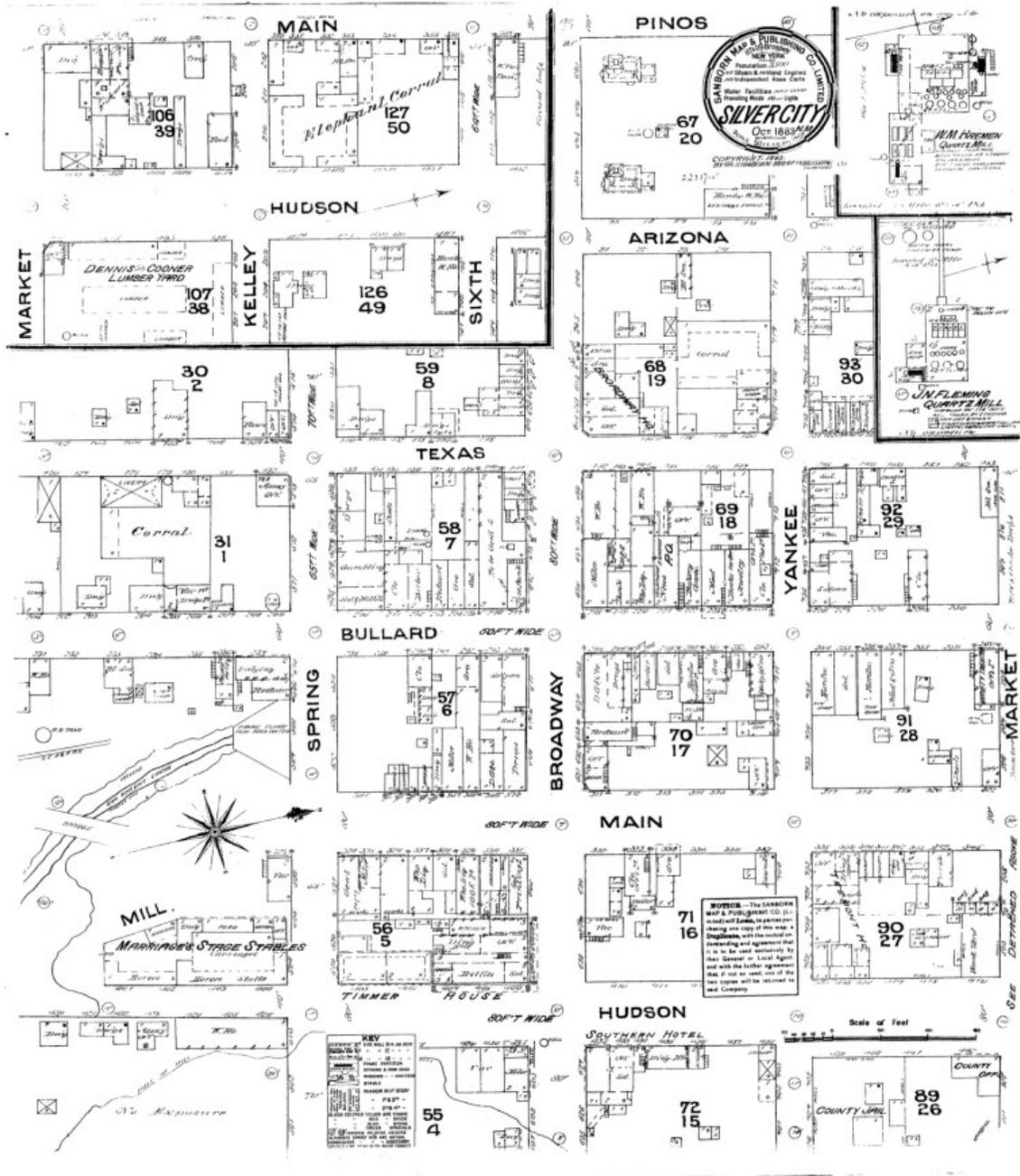
The Land Use Code includes historic overlay district regulations which are applied “over” the existing zoning designation. Lands affected by the overlay zone are subject to the regulations of the underlying zone and are subject to supplemental regulation. The Town currently has four Historic District Overlay Zones identified in the Land Use Code.

The specific purpose of the Historic Overlay Zone is to preserve the “historic character of the Silver City Historic District, the Black’s Addition Historic District, the Chihuahua Hill Historic District and the North Addition Historic District, while encouraging new investment that reinforces the scale, height and appearance of those districts; and to encourage the reuse and maintenance of registered landmark structures within those districts.”

Within the Historic Overlay Zoning District, the Community Development Director and the Design Review Committee review nominations and maintain a current list of registered historic structures and a current list of buildings that qualify to be registered historic structures. Also within the Historic Overlay Zoning District, the Design Review Committee can establish a list of prospective properties to be registered as Silver City Landmark Structures, a voluntary landmark designation program. Changes to structures within the Overlay Zone boundaries and new construction within the district are subject to review by the Design Review Committee.

Sanborn Maps

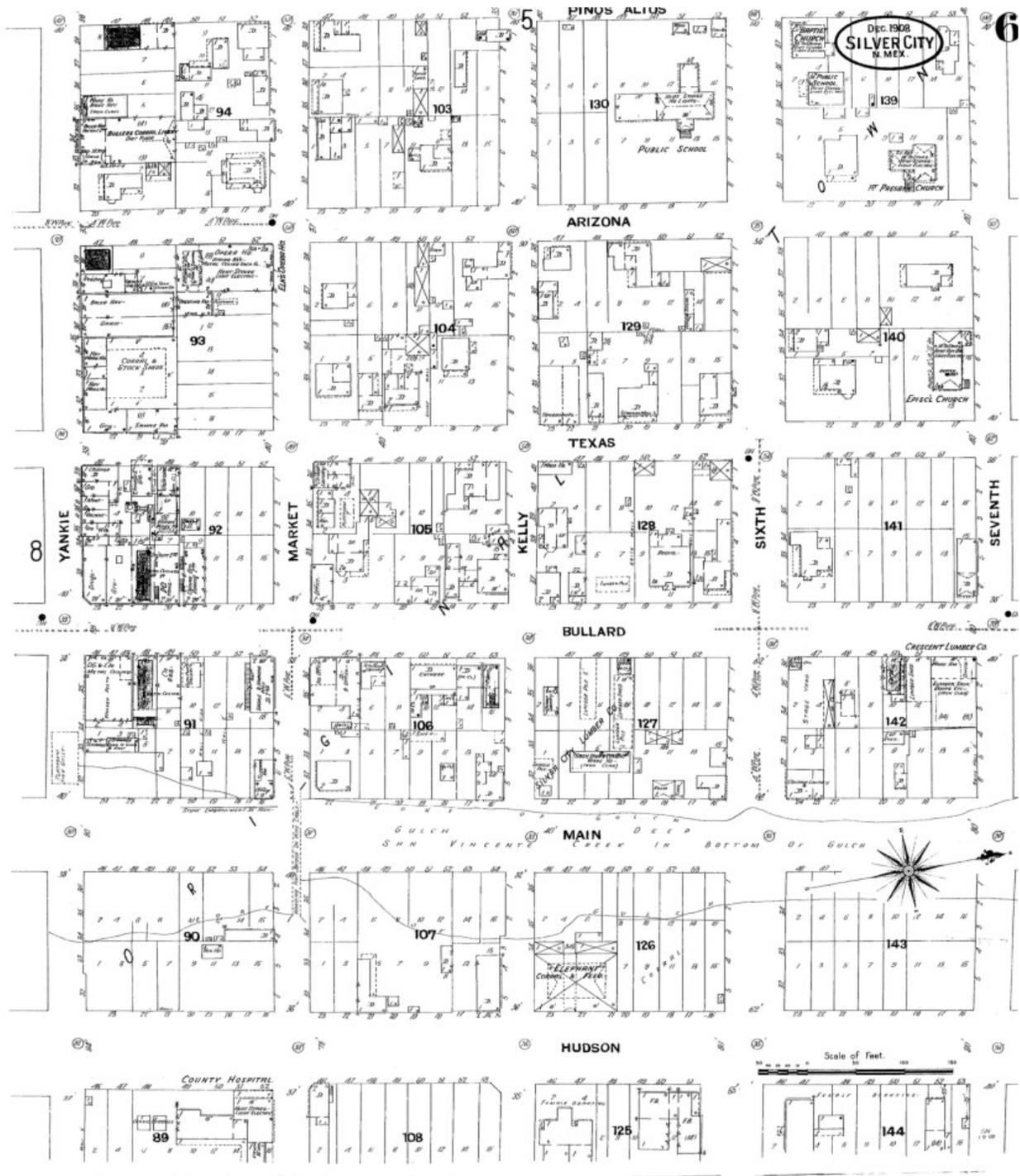
A series of Sanborn insurance maps record the evolving layout, structures and uses of Silver City from the 1880's through the late 1940's. The grid plan of today's downtown was well established in 1883, the date of the mapping shown below. The series of maps also record the changes in buildings and uses, with the lumber yards and corrals of the 19th century being replaced by theaters and auto sales and service by the 1930's and 40's.



The Sanborn Insurance index map of Silver City from 1893 reveals that the rail line ran just east of downtown. Main Street terminated at San Vicente Creek and the railroad bridge. While Hudson and Main were aligned their entire length, changes to the size of the blocks north of 9th, now College, led to the awkward intersections along 9th west of Main Street. The most notable of this pattern is still found in today's downtown where traffic jogs from Pope to Bullard via College, formerly 9th.

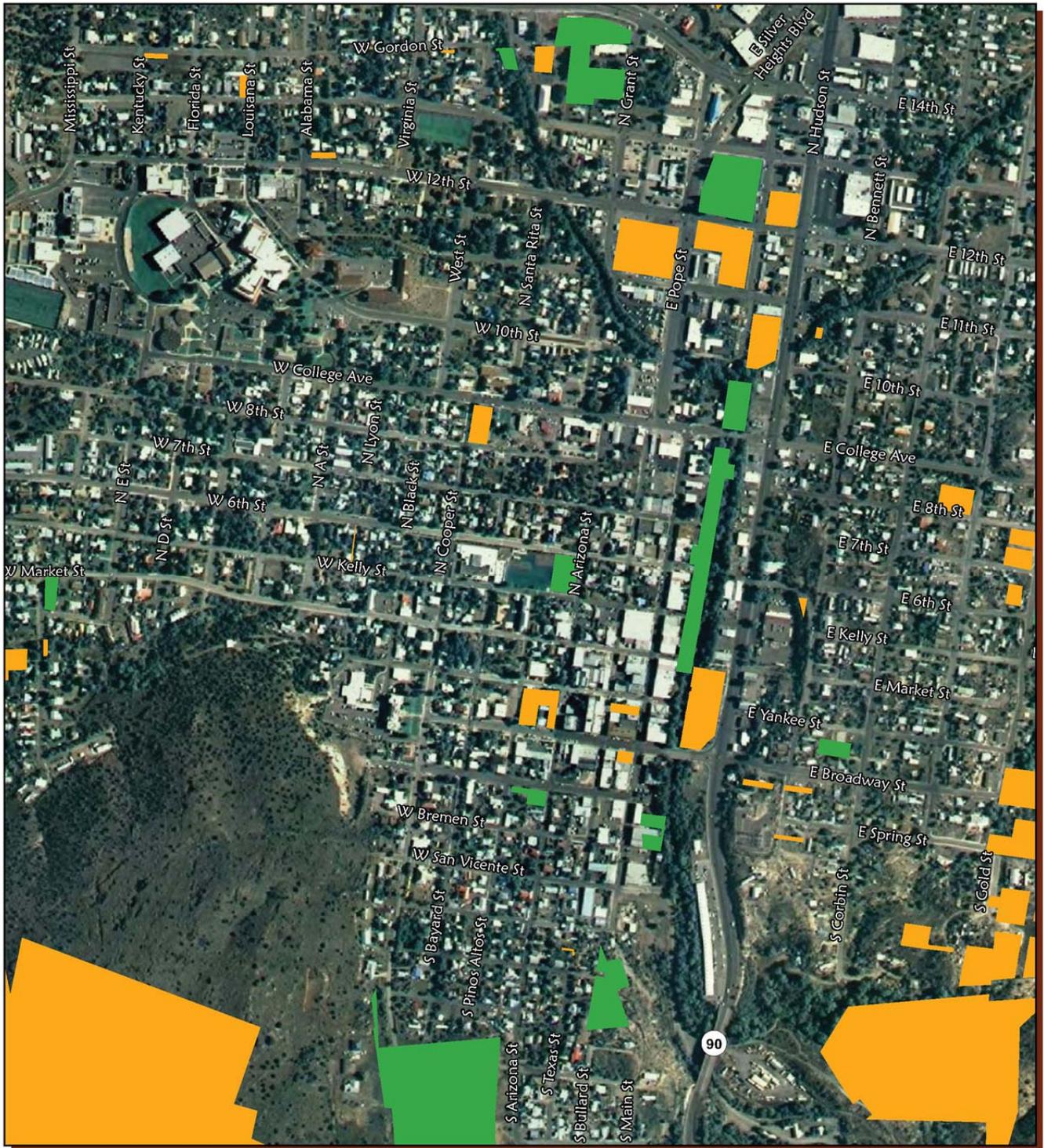


The 1902 map notes that Main Street is “badly gullied by freshets” and by 1908, the mapping below shows extensive erosion along the Big Ditch, formerly Main Street.



Publicly Owned Properties

Several parcels of publicly owned properties are located within the plan area. The majority of these properties are currently in use as either public facilities or parks/open space, but several could be redeveloped for new community uses, such as a Town Civic Campus .



TRANSPORTATION AND WAYFINDING

Silver City Transportation

Transportation is the means by which people and goods move within and through a community. Within the Silver City downtown area, numerous modes of transportation are utilized. The primary movers to and from the downtown area are passenger vehicles and trucks, though the local transit system helps with local circulation. Pedestrians and cyclists are numerous within central Silver City, and these modes provide destination mobility within the area.



Photo Courtesy of the Silver City Museum.

Broadway Street between 1930 and 1938.

Roadways

Silver City is served by two state highways – US 180 and NM 90. Each of these routes is adjacent to the Downtown planning area, to the north and east, and each are functionally classified by the New Mexico Department of Transportation (NMDOT) as a principal urban arterial. These routes have four travel lanes, and the remainder of the study area has 2-lane roadways except for Pope St which also has four travel lanes. The study area includes seven (7) urban collector roadways – Pope St, 12th St, College Ave, Market St, Cooper St, Bullard St and Broadway St. These make up the principal routes within central Silver City.

of College Ave and Broadway St west of Hudson St (NM 90). Traffic volumes were also obtained from NMDOT records for 2008, the most recent counts available. The 2008 NM 90 (Hudson St) volumes from the NMDOT were erroneous, therefore current volumes were estimated based upon 2005 data. A traffic volume map was prepared for the streets within the study area.

Utility poles within central Silver City are frequently located near the face of curb, and in some cases, within the street. This is a safety concern to have a fixed object within the roadway prism. Where poles are in the street, the placement of retro-reflective sheeting should be considered to enhance nighttime visibility and safety.

Some of the street signs are not placed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD). For instance, some stop signs at all-way stop controlled intersections have the supplemental 'all-way' or '4-way' plate mounted on the stop sign face. The supplemental plate should be installed below the stop sign to not distract from the sign message. In addition, it is not appropriate to install a larger sign behind a stop sign as that obscures the unique octagonal shape of the stop sign. The stop sign has a unique shape to ensure that the message is clear even if the sign face is obliterated (by snow for instance). The 'Parallel Parking' signs installed at some locations are not oriented such that they can be read by all drivers wishing to park along the streets. In many locations they face into the street, not in line with parking traffic. In one instance, the sign faces west for parking westbound traffic, opposite the direction that drivers can see. Some signs are also installed too low. Standard mounting height on urban streets is 7 feet to minimize the number of people who might hit their head on a sign while passing under it. Finally, the one-way street signing is inconsistent as two types of signs are used, and they are mounted at varying heights and locations. Each sign is an approved sign, but a single sign type would help driver recognition. In addition, very few 'do not enter' or 'wrong way' signs are installed to indicate prohibited entry. It may be difficult for visitors to easily understand the traffic circulation prohibitions in downtown Silver City.

Operationally, the only location where a concern was noted was at the intersection of Bullard St and Spring St. There was a significant propensity of U-turns at that intersection, where southbound vehicles would start to turn right onto Spring St, then make a U-turn through Bullard St. A number of conflicts with vehicles on both Bullard St and Spring St were noted while reviewing the downtown area.

Pedestrian Facilities



Most streets within the Downtown study area have sidewalks for pedestrians. Generally the sidewalk condition is good, though some minor deficiencies with cracking and heaving were noted. The City has created interesting curb return treatments along Bullard St and Broadway St where grades do not permit standard intersection treatments. There is concern for pedestrian safety where the vertical offset from the top of sidewalk to the street approach 30' in some sections. Where sidewalk elevations exceed the street height by more than approximately

8", the City has constructed steps and ADA compliant ramps to serve all users. One concern with the ramps is that they are not aligned with the crosswalks, and striping an appropriate path between the ramps and crosswalks would provide better positive guidance for those users.

Curb ramps away from Broadway St and Bullard St are infrequent throughout the rest of the study area except for College Ave, Pope St and the state highways. A number of downtown intersections have vertical offsets approaching 18" and obstacles such as utility poles and fire hydrants are frequently located within intersection returns. In addition, a few driveway cuts were noted in elevated sidewalk sections, and the transitions at these locations greatly exceed ADA grade requirements.



Photo Courtesy of F. Milan/Silver City MS

Bicycle Facilities

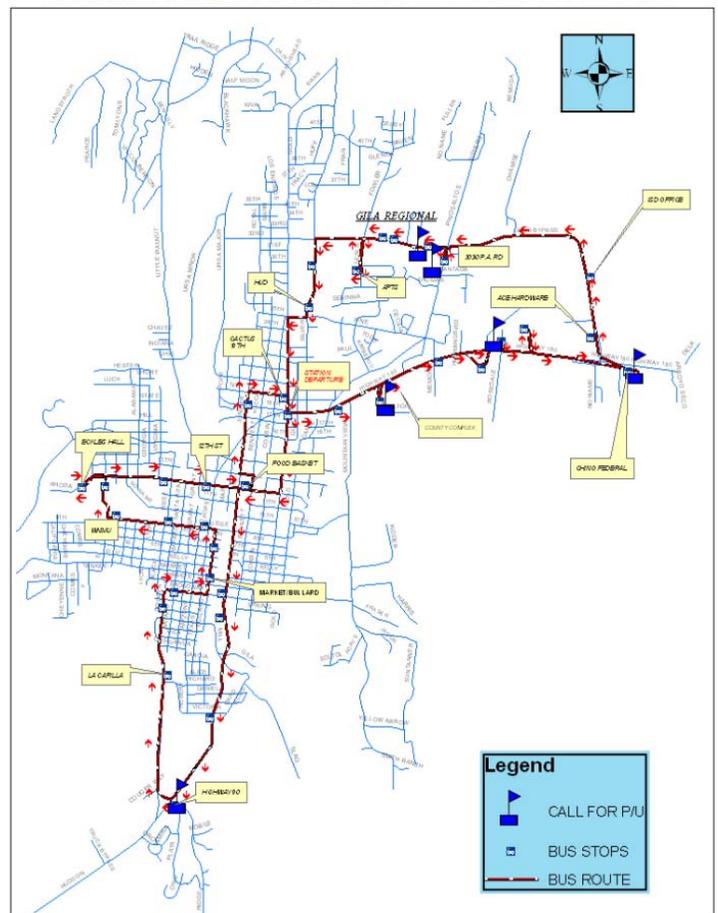
The Silver City downtown study area includes three roadways with bicycle lanes. Pope St and Hudson St (NM 90) have bicycle lanes in each travel direction. NM 180 has a shared use shoulder/parking lane/bicycle lane in each travel direction within the study area. The remaining streets do not have formal bicycle lanes or route signing, however, a number of locations have 'Share the Road' signs. Cyclists were frequent within the Downtown area during data collection, though their volume was not quantified. The infrequent bicycle parking available near a few intersections minimizes conflicts between cyclists and pedestrians. Signing along Broadway St prohibits the use of sidewalks by 'bicycles, skateboards, and scooters'.



Transit.

Silver City has a private transit service, Corre Camino, which operates a fixed route system between the hours of 6:45 am and 6:45 pm. The fixed route service operates with a headway of one hour, and has stops within the downtown study area on Broadway St, Bullard St, College Ave, and 12th St. The route also uses Hudson St (NM 90) with a stop just south of Broadway St. The service has been operating since 2001 and had an estimated 52,000 boardings in 2007. In addition to the local service, Corre Camino provides service throughout Grant County, and to Deming and Lordsburg twice per day. The local fares are \$0.75 per boarding and regional trips vary from \$1.25 to \$2.50 per boarding. Seniors and students receive a reduced rate, and a Silver City/Grant Co day pass is also available for \$2.50 per day with unlimited boardings.

CORRE CAMINO SILVER CITY BUS ROUTE



Parking time limits are infrequent within downtown Silver City. A few roadway sections have two-hour limits, and those road segments are Bullard St between Market St and College Ave, and Yankee St between Bullard St and Texas St.

Parallel parking is problematic in some areas of central Silver City because of the elevated sidewalks. Where high curbs exist, many drivers park away from the curb for passengers to exit from the vehicle. This leads to uneven offsets from the curb along each street because some drivers have passengers and some do not, resulting in narrowed driving areas. Parking offsets in excess of three feet were observed.

In addition to determining the number of parking spaces, the roadway widths were measured. These widths were used to determine if each roadway was wide enough to permit parking along each side. Roadways narrower than 30' may restrict emergency vehicle access which requires 14' for passage and fire truck setup if vehicles can park within 8.0' of the curb. Many street sections within downtown Silver City have curbs higher than 9", resulting in vehicles parked up to 4' from the curb. The high curbs can lead to severe restriction of the roadway width for emergency vehicle access when vehicles are parked along these sections.

The 31 block inventory yielded the following general results.

Total Parking Spaces	1254	100%
On-Street Parking Spaces	785	62%
Parallel	758	96%
Angle	13	2%
90°	14	2%
Off-Street Parking Spaces	469	38%
Off-Street Public Spaces	175	14%
Total Handicap Spaces	31	2%
On-Street Handicap Spaces	25	2%
2-Hour Time Limited Spaces	67	5%

The inventory data indicate that the majority of parking within the downtown area is on-street parking, and 96% is parallel parking. Angle parking is restricted to Broadway St between Texas St and Arizona St, and 6th St east of Bullard St. The small percentage of time limited parking indicates that the restrictions should minimally impact parking in central Silver City.

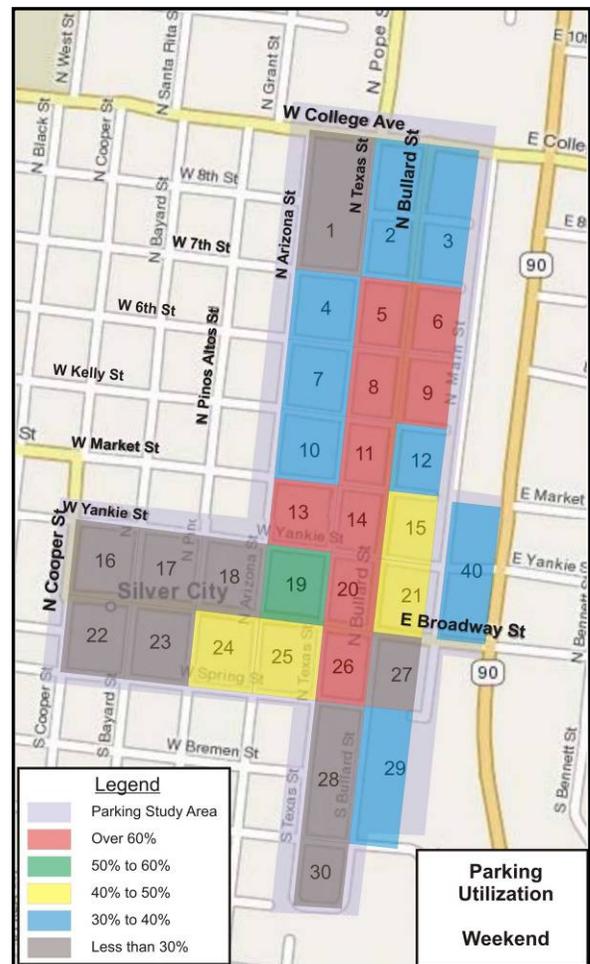
PARKING UTILIZATION

Two parking utilization studies were conducted within the study area, on Thursday, April 15, 2010 and Saturday April 17, 2010. Each parked vehicle was counted each loop through the study area at both on-street and off-street locations. Details of the methodology used to collect the data and block by block utilization summaries for both weekday and weekend inventories are included in the full document located in the appendix.

In addition to counting the spaces, three types of vehicles were noted. The primary type was a passenger vehicle, assumed to be 18' or less in length. These vehicles should fit into a standard 22' long parking space. The second classification was a large vehicle, and full-size, dual cab pickup trucks or larger fit in this category. The final category was a motorcycle.

Summarizing the data, the downtown core experienced 54% average utilization on a weekday and 49% on a weekend. The remaining study area experienced average utilization of 30% on a weekday and 38% on a weekend. It is interesting to note that the weekend count had a higher average utilization than the weekday, 40% as compared to 35%.

The following graphics were prepared to show the average utilization percentages during the weekday and weekend counts. The weekday count showed the highest utilization near 6th St and along Broadway St. The weekend count found maximum utilization in the Bullard St corridor.



Parking Utilization by Block

Utilization fluctuated throughout the day. The minimum and maximum hourly counts are summarized in the table below.

Parking Utilization – Minimum/Maximum Hourly Summary

Block	Time	Total Spaces	Filled Spaces	Percent Filled
Weekday				
Maximum	12:00 – 1:00	1254	521	42%
Minimum	8:00 – 9:00	1254	251	20%
Weekend				
Maximum	12:00 – 1:00	1254	584	47%
Minimum	9:00 – 10:00	1254	361	29%

The weekend experienced a higher peak hour than the weekday. This may have resulted from the special event that was focused east of Bullard St between Yankie St and Kelly St. It should be noted that the highest utilization both on the weekday and weekend occurred over the noon hour. The lowest utilization occurred during the first hour of data collection each day.

An alternate examination of parking utilization along each roadway corridor confirms that the parking is aggregated along the primary commercial corridors. Bullard St, 6th St, Market St and Broadway St each average better than 50% utilization during weekdays. The weekend found Bullard St, College Ave, 6th St, Kelly St, Market St and Yankie St averaging more than 50% utilization. The 6th St corridor averaged the highest utilization both weekdays and weekends, and experienced the highest hourly utilization, 90%. (There is one anomaly in the data, Sonora St, which had utilization near twice the capacity. This result was from residential vehicles parked partially in the street where no parking should be permitted.)

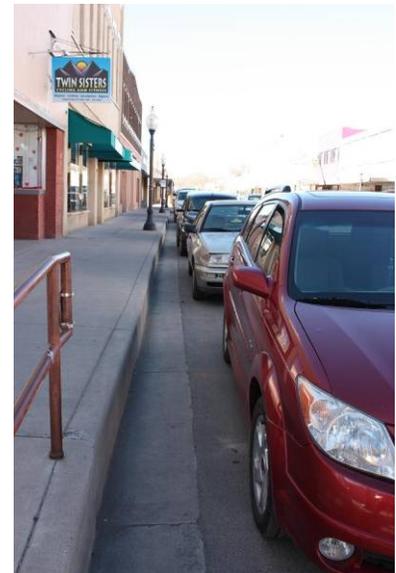
The block by block on-street segments indicated that Bullard St was the primary destination. Review of the hourly data revealed that each segment of Bullard St between 7th St and Spring St had at least one hour where there were no parking spaces available, two segments where one additional vehicle was parked over the established capacity, and one segment where two vehicles were parked over capacity. No other roadway (except Sonora St – as described above) met or exceeded capacity throughout the study period. Bullard St, between 7th St and Spring St should be considered capacity constrained, i.e., there is more demand for parking than there is capacity along Bullard St.

The vehicle types were also summarized for the two study periods. Large vehicles accounted for 3.9% of the weekday parked vehicles and 3.8% on the weekend on average. Motorcycles constituted 0.9% of the weekday vehicles and 0.6% of the weekend count. All remaining vehicles counted were standard size passenger vehicles.

ON-STREET PARKING

On-street parking in downtown Silver City has three primary concerns – parking prohibition near intersections and at fire hydrants, and the width of parking spaces. National standards are applicable in most locations within Silver City; however, there are unique features within the downtown area that require consideration of basic design principals to create standards that fit the Silver City environment. The unique features in central Silver City include:

1. Small intersection return radii. The intersection radius allows a vehicle to flow around an intersection return without encroaching into the opposite direction lane or the pedestrian zone. When there is no return radius, or a very small radius (less than 10'), a driver may have to maneuver their vehicle outside the travel lane they wish to enter to complete a turn. The presence of parallel parking aisles along each side of most downtown streets provides the required turning radius for passenger vehicles, though the turn may unsafely encroach into pedestrian space. This is especially the case for the returns that have no radius.
2. Raised sidewalks (high curbs) greater than 9 inches above the roadway. Silver City has numerous sidewalk sections greater than 9 inches high in the downtown area. These curb heights/raised sidewalks are primarily to accommodate stormwater runoff within the streets. The high curbs however, prevent passengers from opening a door and exiting a vehicle on the curb side when parked within 12" to 18" of the curb. This leads to many vehicles parking 3 to 4 feet from the curb where elevated conditions exist, reducing the roadway width for through vehicles. The picture at the right shows that as the curb reduces to a standard height, vehicles are parked closer to the curb.
3. Building offsets from face of curb less than six (6) feet. Many buildings on corners along Bullard St, Texas St and Arizona St in central Silver City have the structure constructed right on the property line. This typically corresponds to the back of sidewalk along these streets. As a result, the building is frequently constructed in the desired 'sight triangle' for motorists approaching the intersection. These structures restrict intersection sight distance.



-
4. Frequent one-way streets. The one-way streets benefit on-street parking within the downtown by permitting parking along two sides of the street. If two-way traffic were permitted, parking may have to be eliminated along some streets or restricted to one side of the street, effectively halving the parking supply along those roads.
 5. Short city blocks (typically less than 220'). The short city blocks reduce the parking supply because of required intersection offset parking prohibition.



EXISTING HISTORIC DISTRICTS AND ASSETS INVENTORY

Silver City has a long and active history in documenting, preserving, and celebrating its historic architecture. Like others, Silver City has also experienced unfortunate losses to its architectural heritage, but it continues to expand upon past work and to meet the challenges of re-using and rehabilitating historic buildings. The on-going rehabilitation of the Murray Hotel, which was often referred to as the town's "white elephant," is just one recent example. Building vacancy is probably one of the largest threats facing building preservation in Silver City today.

The study area for the Silver City Downtown Action Plan (SCDAP) encompasses five historic districts (or parts thereof), including: the Silver City Historic District; the Western New Mexico University (WNMU) Historic District; Black's Addition Historic District; the Silver City North Addition Historic District; and, the Chihuahua Hill Historic District. All districts, except for Black's Addition and WNMU, are listed in the National Register of Historic Places. Additionally, there are numerous buildings that are individually listed in the State and/or National Registers.

The Historic Overlay Zone includes four of the historic districts, all except WNMU. Within this framework, a Design Review Committee (DRC) was established to advise property owners about the standards and guidelines. The town created an excellent guide for property owners entitled "Maximizing your investment in Silver City's Historic Districts" that details the districts, the overlay zone, and the design standards.

Contributing resources that retain their historic integrity are assets to the community. As a whole, they create that special sense of place, serving as tangible marks of Silver City's development and history. There are, however, certain resources that are historically or architecturally more significant than others. The following list gives a brief overview and highlights some of the more significant buildings within each district:

Silver City Historic District (#197, NR-1978)

This district, roughly bounded by College Avenue on the north, the Big Ditch on the east, Spring Street on the south, and Black Street on the west, consists of the original townsite. It includes the downtown commercial resources, as well as "Gospel Hill," the early residential neighborhood.

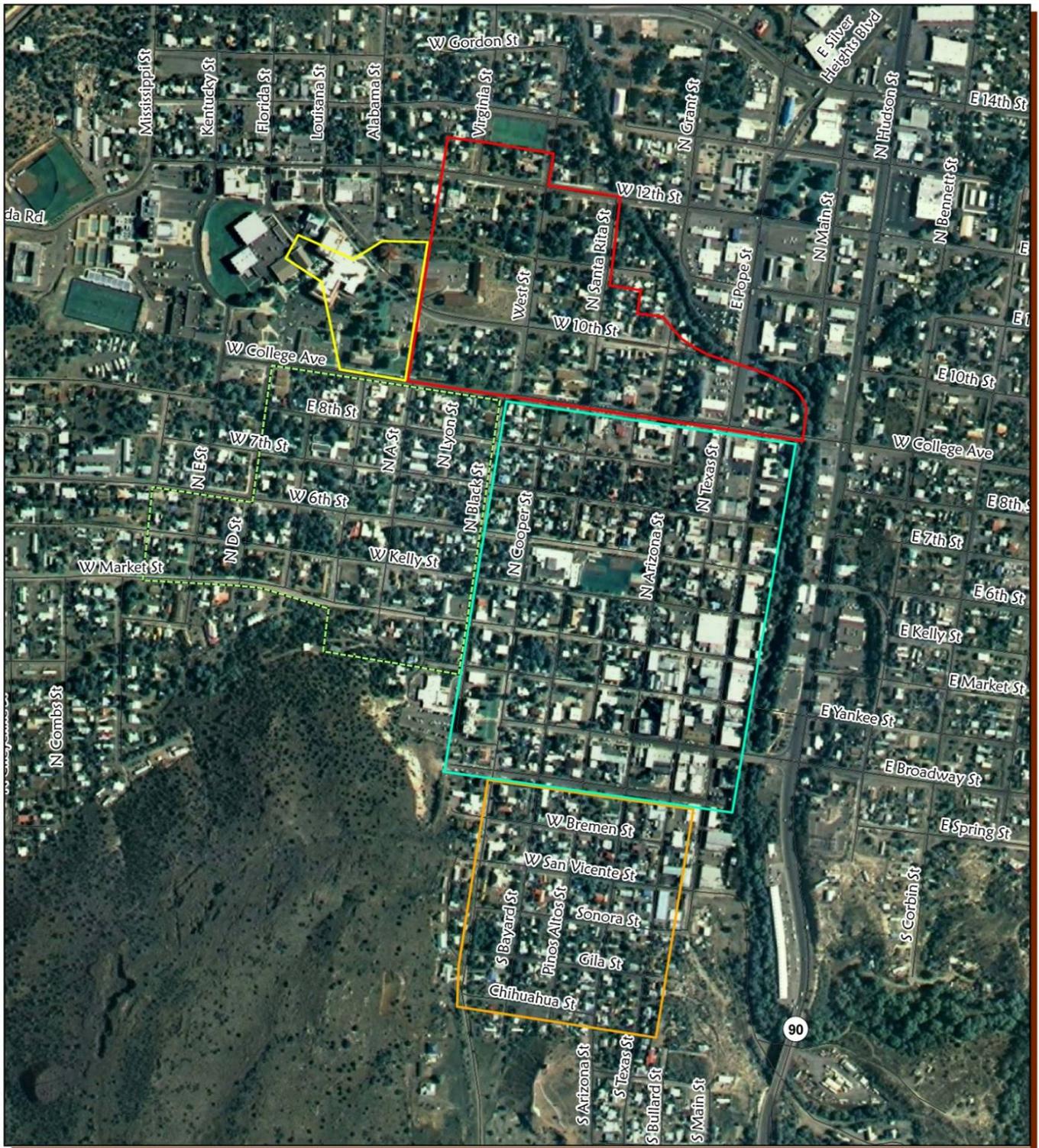
- Isaac Cohen House, 511 North Bullard Street, 1882
- Silco, Gila, and El Sol Theaters, North Bullard Street, ca. 1930-1940 (fell outside of the original period of significance)
- O.S. Warren House, 104 East Market Street, 1885 - Only original structure remaining on the original Main Street that survived the 1895 flood.
- Bennett Block or Sheridan Row, 104-112 West Yankee Street, 1882
- Silver City National Bank Building, 101 West Broadway, 1923
- Murray Hotel, 204-206 West Broadway Street, 1938, Built by J.E. Morgan & Sons, Percy McGhee, Architect (fell outside of the original period of significance).
- Bell Block, Broadway, 208-214 West Broadway Street, 1897 and 1906, Built by George H. Bell

-
- H. B. Allman House (Silver City Museum), 312 West Broadway Street, 1881
 - Silver City Elks Lodge, 315 North Texas, 1923
 - Martin Maher House, 315 North Pinos Altos, 1887
 - Grant County Courthouse, 117 Cooper Street, 1930, - Architects: George Williamson and W. Miles Brittelle
 - The “Big Ditch” serves as the eastern boundary.



Photo Courtesy of the Silver City Museum.

Looking north on Bullard Street near Market Street (probably post WWI).



Historic Districts

- Black's Historic District
- Silver City Historic District
- Chihuahua Historic District
- Western New Mexico University Historic District
- North Addition Historic District



Map Date: March 24, 2010



TERRASYSTEMS SOUTHWEST, INC.
Geographic Information Systems Solutions

Western New Mexico Historic District (#846, SR-1981)

University campus, roughly bounded by College Avenue, B Street, Eleventh Street, and E Street. Majority of the buildings are attributed to prominent architects.

- Fleming Hall, 1916, Trost & Trost
- Light Hall, 1927, Trost & Trost
- Bowden Hall, 1927, Trost & Trost
- Graham Gym, 1936, John Gaw Meem
- Ritch Hall, 1906, Charles F. Whittlesey

Black's Addition Historic District (#882, SR-1982)

The district, roughly bounded by College Avenue on the north, the alley of Lyon Street on the east, Market Street on the south, and E Street on the west, is named after Robert Black, an early local architect and contractor. The neighborhood consists of a multitude of styles from the turn of the century.

- Robert Black House, 716 West Market Street, 1877
- J.M. Smith House, 403 A Street, 1886
- St. Joseph Sanatorium, block between Market, Kelly, B and C Streets, 1887
- Will Bassett Bungalow, 503 E Street, 1915
- Harry Bassett Bungalow, 515 E Street, 1916
- A.A. Luck House, 1202 West Market Street, 1940

Silver City North Addition Historic District (#883, NR-1983)

The district, roughly bounded by Thirteenth Street on the north, the San Vicente Arroyo on the east, College Avenue on the south, the alley west of Chloride Street on the west, includes examples of late nineteenth and early twentieth century residences.

- William Laizure House, 502 West College Avenue, 1891
- W.B. Walton House, 903 West Street, ca. 1905
- E.G. Shields House, 1103 West Street, 1882
- Gene Cosgrove House, 1121 West Street, 1908, I.W. Salle & Co.
- H.D. Gilbert House, 909 Santa Rita Street, 1892, William Laizure, builder
- Frank R. Coon House, 1019 Santa Rita Street, 1906, Black & Atkins
- Judge Joseph Thompson House, 902 Santa Rita Street, 1908
- Potten Row, East College Avenue, ca. 1883

Chihuahua Hill Historic District (# 906, NR-1984)

The district, roughly bounded by Spring Street on the north, Bullard Street on the east, Chihuahua Street on the south, and Cooper Street on the west, is primarily comprised of vernacular dwellings, mostly of adobe and stone construction, associated with early Hispanic residents.

-
- Martin W. Bremen House, 202 South Bullard Street, ca. 1876
 - Juan Mejillas House, 112 ½ Sonora, 1870s
 - John O. Buquor House, 109 South Arizona, ca. 1886-1893
 - Luis Cartagena House, 116 Bremen Street, ca. 1893
 - Alvino Elias House, 206 South Arizona, ca. 1880

Recent Surveys within the Study Area

In general, the “fifty-year rule” guides the determination of eligibility—contributing or non-contributing status—within a National Register historic district. Thus, when the Silver City Historic District was listed in 1978 for example, any resource that was constructed after 1930 was considered neutral or non-contributing. Towns throughout the country are currently re-visiting many of their early designations and re-evaluating resources that originally fell outside of the period of significance.

In 1994, Silver City also undertook such efforts to re-evaluate resources that were labeled as “neutral” within original nominations due to construction date. Susan Berry and Sharman Apt Russell completed the update for the second edition of *Built to Last*. Judging by information found at the New Mexico Historic Preservation Division and the National Park Service, the update, which extended the period of significance to 1944, was incorporated into the original nomination at the state level only. The updated information was never officially submitted to the National Register.

In 2003, Ragins Research and Planning (RRP) of Santa Fe completed another update, which included a thorough resurvey of 102 properties within the Silver City and Silver City North Addition historic districts. This material includes a detailed historic context for the decade after World War II, as well as architectural descriptions, photographs, and determinations of eligibilities.

Another important preservation project was the survey of the Block 350 (also known as the “Warehouse District”) by Van Citters: Historic Preservation, LLC of Albuquerque in 2006. The survey included: the Bullard Hotel (1916, NR); the Texas-Louisiana Power Company Plant (1927, NR); the Silver City Power Plant Ice Storage Building (1917); the Home Furniture Company Building (mid-1960s remodel); and the Silver Liquor Company Warehouse (ca. 1950). These buildings were not included in the original Silver City Historic District boundary. Silver City was recently awarded Certified Local Government (CLG) grant funds to expand the current district to include these significant structures. The work is currently underway.

MARKET ANALYSIS

Introduction

The following memorandum report reviews recent Silver City, NM market studies, and supplements them with current market conditions, and incorporates site visits and interviews with local businesses as an input into the Silver City, NM Downtown Action Plan. This market study assessment may be supplemented with additional information from prime and sub-consultants and revised for final publication in consultation with local steering committee to be approved by Silver City, NM town council, as appropriate, for the final master plan. Information contained in this memorandum report may be incorporated into the community workshop, planned for March 26-27, 2010 in Silver City, NM.

The Town of Silver City, NM was recently designated one of the first two pilot New Mexico Arts and Cultural Districts in the state. The Silver City, NM Downtown Action Plan will define the boundaries of the Arts and Cultural District. These state designated areas bring several benefits, including financial support for local community-based planning and development, statewide co-operative tourism marketing opportunities with other arts and cultural districts, and enhanced historic and redevelopment tax incentives for economic development. Based on the market study assessment and the community planning process, the Silver City Downtown Action Plan will include strategic recommendations for plan implementation. This market study assessment and recommendations outlined in this report should be seen as a work in progress that will be informed by future community research and strategy development at the community workshop.

This report contains the following sections

- **Regional and Downtown Context**, including overview of housing and economic trends affecting the downtown;
- **Downtown Business Profile**, including mix of downtown businesses and competitive context;
- **Resident Market**, including population, educational attainment and occupational profile;
- **Visitor Market**, including overnight, pass-through and day trip visitors and profile of local attractions; and,
- **Synthesis**

Recommendations are located in Chapter 4..

Assumptions

In preparing this report, the following assumptions were made. This study is qualified in its entirety by these assumptions.

-
1. Every reasonable effort has been made in order that the data contained in this study reflect the most accurate and timely information available and it is believed to be reliable. This study is based on estimates, assumptions and other information developed by ConsultEcon, Inc. from their independent research efforts, general knowledge of the industry, and consultations with the client and community stakeholders. No responsibility is assumed for inaccuracies in reporting by the client, its agents and representatives, or any other data source used in the preparation of this study.
 2. Outputs of computer models used in this report may be rounded. These outputs may therefore slightly affect totals and summaries.
 3. This report was prepared during the period September 2009 through March 2010. It represents data available at that time.

Regional and Downtown Context

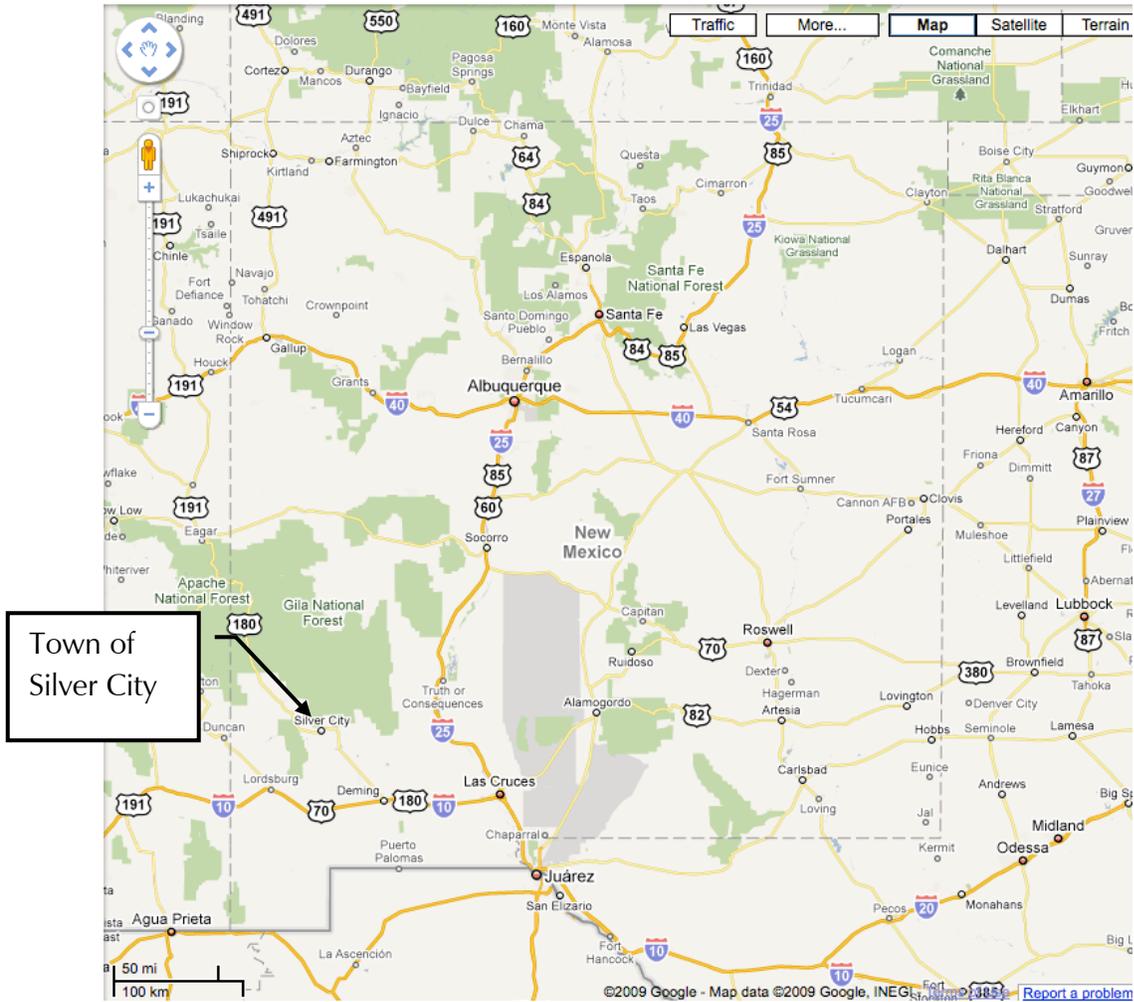
Silver City is located in New Mexico, approximately a 4-hour drive southwest of Santa Fe, the state capitol, a 3-hour drive east from Tucson, AZ, and a 2-hour drive northwest from El Paso, TX. Figure 1 is a map of New Mexico and identifies the location of Silver City. Silver City has a population of 10,400 and is the county seat of Grant County. Grant County is largely rural, with significant amount of natural lands. The region's natural resources support its traditional industries of mining and agriculture, as well as more recent tourism development. Silver City is a southern gateway city to the 3.3-million-acre Gila National Forest, which had an estimated 1.5 million forest visits in 2006. The forest and mountains offer numerous outdoor recreational opportunities for residents and visitors alike. Silver City is located on the Trail of the Mountain Spirits National Scenic Byway, one of New Mexico's many scenic routes, and close to the Geronimo Trail National Scenic Byway.

TRANSPORTATION AND ACCESSIBILITY

Silver City is located at the crossroads of state and US highways, including State Route (SR) 15, SR 90, and US 180. Figure 2 is a road map of Silver City indicating the downtown area. These primary thoroughfares are outside of the downtown area. Parallel to downtown's Bullard Street, SR 90 runs southwest to Interstate 10 in Lordsburg and US 180 runs southeast to Interstate 10 in Deming. SR 15 runs north to Gila Cliff Dwellings National Monument 44 miles away in the Gila National Forest.

Figure 3 is a map that identifies the Annual Average Daily Traffic (AADT) on roadway segments through Silver City. SR 90 adjacent to downtown has 14,800 AADT. US 180 out of Silver City to Santa Clara has 16,100 AADT. Downtown's primary thoroughfare is Bullard St., which is parallel to and one block west of SR 90. Broadway St. is the southern gateway street to Bullard St. and College St. is the northern gateway. Both Broadway St. and College St. connect to SR 90. In general, Silver City downtown is visible to both residents and visitors alike, due to its location near the two state highways. However, the downtown is reportedly not well signed from the state highways. Increased signage would enhance the downtown's visibility. Downtown Silver City is walkable, with a good density of store fronts and the Big Ditch Park.

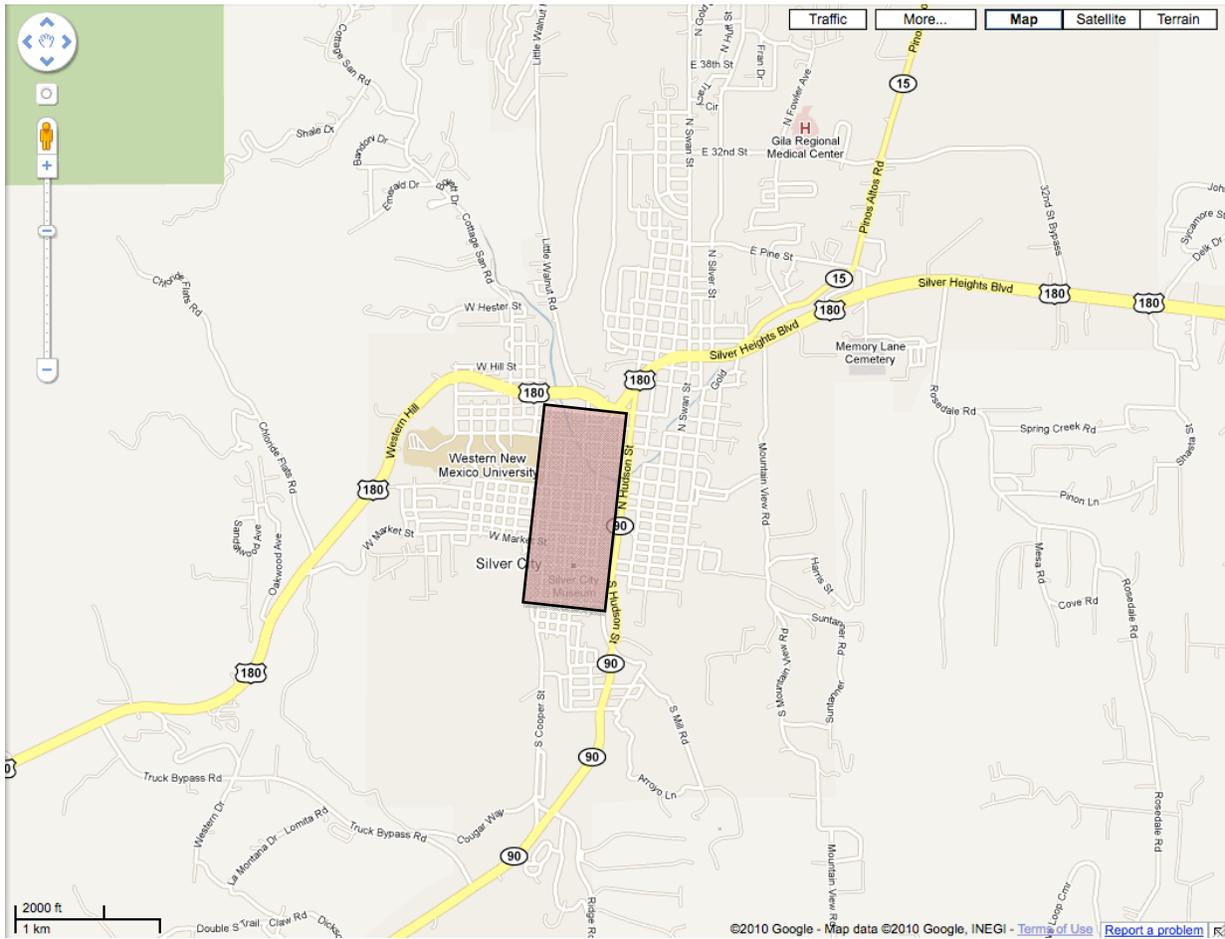
Figure 1
Road Map of New Mexico



Source: Google Maps.

Figure 2

Road Map of Silver City, NM



Source: Google Maps.

REGIONAL AND DOWNTOWN ECONOMIC TRENDS

The current economic recession that began in late 2007 has translated to a higher unemployment rate in the U.S., New Mexico, and Grant County. In the fourth quarter of 2009, Grant County's unemployment rate was 11.8 percent, third highest rate among all counties statewide. Job losses locally and nationally have constrained spending, especially consumer discretionary spending as well as business spending. Lending standards have tightened for consumers and businesses.

Grant County's total employment stood at 11,139 at the end of 2009, down from 12,129 at the end of 2007, a decrease of 8.2 percent in the number of jobs. Current major employers include Freeport-McMoRan, a copper mining company, with about 750 jobs and the Gila Regional Medical Center, with about 700. Global prices and demand for copper drive employment levels at Freeport, which have led to recent job losses and a major contributor to recent area unemployment. Employment at the medical center and Western New Mexico University, another large employer in the area, has held up through the economic recession.

The Town of Silver City is the central place in the region, with the university, shopping and dining, and large government and private employers. The downtown is within walking distance of Western New Mexico University and approximately 1 mile from the medical center. Newer commercial development has occurred primarily on US 180, outside of the historic downtown, and is anchored by a Wal-Mart Supercenter. It is more suburban-style, strip development, oriented towards automobiles, with larger buildings and parking lots than the downtown offers.

While located in a rural setting, like many New Mexico cities, Silver City' historic building stock, mix of residential and commercial uses, and dense urban fabric create a unique setting. Downtown Silver City is largely commercial, near several residential neighborhoods on both sides of SR 90.

RESIDENTIAL AND COMMERCIAL REAL ESTATE

Data in Table 1 show residential, multi-family and commercial trend between 2003 and 2009 in Grant and Hidalgo Counties.² Sales volume and average prices have declined in residential properties. There are few multi-family and commercial property sales that occur each year.

² The southwestern county in New Mexico adjacent to Grant County, Hidalgo County has an estimated 2008 population of 4,900, most of whom are located in Lordsburg, the county seat.

Table 1
Residential, Multi-Family, and Commercial Sales Volume and Average and Median Prices,
Grant and Hidalgo Counties, 2003 through 2009

Year	Sales	Percent Change in Sales	Average Price	Percent Change in Average Price	Median Price	Percent Change in Median Price
<i>Residential</i>						
2003	351		\$112,652		\$90,000	
2004	442	25.9%	\$126,330	12.1%	\$105,000	16.7%
2005	458	3.6%	\$154,031	21.9%	\$130,000	23.8%
2006	390	-14.8%	\$174,509	13.3%	\$155,000	19.2%
2007	331	-15.1%	\$188,893	8.2%	\$160,000	3.2%
2008	236	-28.7%	\$179,068	-5.2%	\$160,000	0.0%
2009	164	-30.5%	\$156,277	-12.7%	\$145,000	-9.4%
<i>Multi-Family</i>						
2003	6		\$97,000		\$70,000	
2004	12	100.0%	\$176,625	82.1%	\$151,250	116.1%
2005	9	-25.0%	\$118,472	-32.9%	\$122,500	-19.0%
2006	12	33.3%	\$332,165	180.4%	\$200,000	63.3%
2007	10	-16.7%	\$221,950	-33.2%	\$183,500	-8.3%
2008	9	-10.0%	\$244,000	9.9%	\$197,500	7.6%
2009	3	-66.7%	\$194,667	-20.2%	\$214,000	8.4%
<i>Commercial</i>						
2003	19		\$224,847		\$196,070	
2004	20	5.3%	\$224,595	-0.1%	\$144,500	-26.3%
2005	17	-15.0%	\$301,876	34.4%	\$180,000	24.6%
2006	16	-5.9%	\$311,000	3.0%	\$172,500	-4.2%
2007	14	-12.5%	\$315,364	1.4%	\$227,500	31.9%
2008	11	-21.4%	\$172,727	-45.2%	\$150,000	-34.1%
2009	11	0.0%	\$116,673	-32.5%	\$115,000	-23.3%

Note: Data is based on sold information in the Multiple Listing Service

Source: Silver City Regional Association of REALTORS®, Inc. and ConsultEcon, Inc.

According the 2008 BBER report there are 928 housing units within a quarter mile of the downtown, an estimated 19 percent of the Town's 4,800 total housing units. According to estimates from ESRI, residential vacancy has remained virtually unchanged at 11 percent between 2000 and 2009. This vacancy rate is lower than estimates for Grant County and the State as a whole.

Downtown Business Profile

Data supplied by Silver City Main Street appear in Table 2 and profile the downtown business mix. Data in Table 3 show additional detail in selected subsectors. The largest concentrations of businesses include 65 retailers (34% of total), 38 other services (20%), 20 restaurants (11%), and 19 professional services (10%). There is also a small manufacturing cluster. There are over 193 establishments in downtown Silver City in 2010, almost double the amount reported in 2006 in the BBER report. Most businesses in the downtown are independent, self-employed owner-operators that do not employ other people. (This may account for their absence in the BBER report, based on ES-202 data, which covers only establishments paying unemployment insurance.)

The largest employers downtown include Hidalgo Medical Services, LifeQuest, and the Town of Silver City (150). There are several independent businesses that employ larger numbers of workers, including Diane's Restaurant/The Parlor/Bakery & Deli (50), Syzygy Tileworks (30), Jalisco Café (30), and Isaac's Bar & Grill (20). Total downtown employment was estimated at 1,042 jobs in 2006, approximately 15 percent of the Town's total employment. There are more likely additional downtown workers in small, owner-operated businesses. Downtown employment generates daytime activity and customer traffic for convenience-oriented businesses.

According to Main Street Silver City, the occupancy rate of the buildings downtown has fallen from 90 percent to 85 percent and 2009 was an "average" year for openings and closings. Three businesses have recently closed, including a tattoo parlor. New businesses have opened, including a coffee shop and an art gallery. The 50,000-square-foot Murray Hotel, the tallest building in town at five stories, is currently being renovated with plans for a full-service restaurant, ballroom/banquet rooms, and 65 rooms. Larger buildings not activated or converted to adaptive reuse include El Sol Theatre and the Gila Theatre.

Table 2
Business Mix, 2006 and 2010
Downtown Silver City, NM

NAICS Sector		2006	Percent to Total	2010	Percent to Total	Difference, 2006 and 2010
11	Agriculture, Forestry, Fishing and Hunting	0	0.0%	0	0.0%	0
21	Mining	0	0.0%	0	0.0%	0
22	Utilities	2	2.0%	0	0.0%	-2
23	Construction	5	5.0%	2	1.0%	-3
31-33	Manufacturing	2	2.0%	4	2.1%	2
42	Wholesale trade	0	0.0%	0	0.0%	0
44-45	Retail trade	18	18.0%	65	33.7%	47
48-49	Transportation and Warehousing	0	0.0%	0	0.0%	0
51	Information	5	5.0%	4	2.1%	-1
52	Finance & Insurance	6	6.0%	2	1.0%	-4
53	Real Estate, Rental & Leasing	3	3.0%	4	2.1%	1
54	Professional, Scientific & Technical Services	10	10.0%	19	9.8%	9
55	Mgt of Companies	1	1.0%	0	0.0%	-1
56	Administrative & Support Services	4	4.0%	0	0.0%	-4
61	Educational Services	2	2.0%	4	2.1%	2
62	Health Care and Social Assistance	9	9.0%	16	8.3%	7
71	Arts, Entertainment and Recreation	2	2.0%	4	2.1%	2
72	Accommodations & Food Services	14	14.0%	25	13.0%	11
81	Other Services	8	8.0%	38	19.7%	30
92	Public Administration	9	9.0%	6	3.1%	-3
Total		100	100.0%	193	100.0%	93.0%

Source: UNM BBER 2006, Silver City Main Streets 2010, and ConsultEcon, Inc.

Table 3
Detailed Business Mix in Selected Categories, 2010
Downtown Silver City, NM

NAICS Sector	Establishments	Percent to Total
<i>Retail Trade</i>		
441 Motor vehicle and parts dealers	1	0.5%
445 Food and beverage stores	4	2.1%
448 Clothing and clothing accessories stores	7	3.6%
453 Miscellaneous store retailers	32	16.6%
454 Nonstore retailers	0	0.0%
443 Electronics and appliance stores	0	0.0%
444 Building material and garden equipment and supplies dealers	0	0.0%
446 Health and personal care stores	2	1.0%
452 General merchandise stores	1	0.5%
451 Sporting goods, hobby, book, and music stores	13	6.7%
442 Furniture and home furnishings stores	5	2.6%
Total Retail	65	33.7%
52-54 Finance, Insurance and Real Estate and Professional Services	19	9.8%
61 Educational Services	4	2.1%
62 Health Care and Social Assistance	16	8.3%
71 Arts, Entertainment and Recreation	4	2.1%
<i>Accommodations and Food Services</i>		
721 Accommodations	5	2.6%
722 Food services and drinking places	20	10.4%
Total Accommodations and Food Services	25	13.0%
<i>Other Services</i>		
811 Repair & maintenance	5	2.6%
812 Personal & laundry services	18	9.3%
813 Religious / grantmaking / civic / professional & similar org	15	7.8%
Total Services	38	19.7%
Other Sectors	22	11.4%
Total	193	100.0%

Source: Silver City Main Streets and ConsultEcon, Inc.

RESIDENT MARKET

Data in **Table 4** present population and demographic information. In 2009, the City's population was estimated at 10,400 persons, a 1.1 percent decline since 2000. As a whole, Grant County contained an estimated 31,000 persons in 2009, virtually unchanged from 2000. These rates of change are significantly lower than the 13.2 percent increase in population statewide. The Downtown has an estimated 324 residents, or approximately 3 percent of the City population. In general the population downtown lives in smaller households and earns more per capita than the remainder of the City's population and those living in the county outside of the City.

Table 4

Selected Population and Demographic Indicators, 2009

Downtown Silver City, Town of Silver City, Grant County and State of New Mexico

Indicator	Downtown	Remainder Silver City	Remainder County	Silver City	Grant County	State of New Mexico
2000 Population	342	10,203	20,457	10,545	31,002	1,819,046
2009 Population	324	10,102	20,584	10,426	31,010	2,058,296
Percent Change in Population	-5.3%	-1.0%	0.6%	-1.1%	0.0%	13.2%
Median Age	37.1	NC	NC	35.9	40.2	35.5
Total under 25	105	3,572	6,535	3,677	10,212	740,917
Percent under 25	32.4%	35.4%	31.7%	35.3%	32.9%	36.0%
Total over 65	49	1,552	3,675	1,601	5,276	249,548
Percent over 65	15.1%	15.4%	17.9%	15.4%	17.0%	12.1%
Households	160	4,231	8,416	4,391	12,807	785,869
Average Household Size	1.99	NC	NC	2.30	2.37	2.56
Families	82	2,695	5,851	2,777	8,628	519,050
Percent Families	51.3%	63.7%	69.5%	63.2%	67.4%	66.0%
Median Household Income	\$28,665	NC	NC	\$34,858	\$36,611	\$44,681
Average Household Income	\$41,341	\$43,966	\$46,357	\$43,870	\$45,504	\$58,045
Per Capita Income	\$19,909	\$18,414	\$18,953	\$18,924	\$19,111	\$22,470
Aggregate Household Income	\$6,614,560	\$186,018,610	\$390,136,558	\$192,633,170	\$582,769,728	\$45,615,766,105

NC = Not Calculated.

Source: ESRI and ConsultEcon, Inc.

EDUCATIONAL ATTAINMENT

Data in **Table 5** show population by educational attainment in 2009. In general residents of Silver City have achieved similar levels of educational attainment as residents of the State as a whole.

Table 5
Population 25+ by Educational Attainment, 2009
Downtown Silver City, Town of Silver City, Grant County and State of New Mexico

	Downtown	Remainder Silver City	Remainder County	Silver City	Grant County	State of New Mexico
Total	219	6,530	14,049	6,749	20,798	1,317,379
Less than 9th Grade	11.0%	6.8%	9.0%	6.9%	8.3%	8.3%
9th - 12th Grade, No Diploma	12.3%	9.4%	9.9%	9.5%	9.8%	10.1%
High School Graduate	24.7%	27.7%	32.3%	27.6%	30.8%	28.0%
Some College, No Degree	18.3%	24.1%	22.4%	23.9%	22.9%	21.6%
Associate Degree	4.6%	6.0%	6.7%	6.0%	6.5%	7.0%
Bachelor's Degree	13.7%	15.0%	10.6%	15.0%	12.0%	14.3%
Graduate/Professional Degree	15.5%	10.8%	9.1%	11.0%	9.7%	10.6%

Source: ESRI and ConsultEcon, Inc.

LABOR FORCE

Data in **Table 6** show the occupational profile of the downtown, city, county and state. Silver City and Grant County have a higher percentage of employed persons in the agriculture and mining industries than the state as a whole. An estimated 58 percent of the Town's employed population over 16 years old is employed in Service industries, which encompass both professional and personal services occupations. By occupation, 54 percent of the Town's employed population is in White Collar jobs, 24 percent in Service jobs and 23 percent in Blue Collar jobs. Silver City has a greater percentage of employed population in Services and Blue Collar occupations than the state as a whole.

Table 6

Employed Population 16+ by Industry and by Occupation, 2009

Downtown Silver City, Town of Silver City, Grant County and State of New Mexico

Indicator	Downtown	Remainder Silver City	Remainder County	Silver City	Grant County	State of New Mexico
<i>2009 Employed Population 16+ by Industry</i>						
Total	122	3,749	7,244	3,871	11,115	883,176
Agriculture/Mining	5.7%	5.8%	10.6%	5.8%	8.9%	2.9%
Construction	5.7%	8.5%	9.9%	8.4%	9.4%	8.5%
Manufacturing	0.8%	1.6%	0.8%	1.6%	1.1%	3.9%
Wholesale Trade	0.0%	1.1%	1.6%	1.1%	1.4%	2.4%
Retail Trade	10.7%	10.0%	9.2%	10.0%	9.5%	11.0%
Transportation/Utilities	4.9%	3.8%	4.4%	3.8%	4.2%	4.3%
Information	3.3%	2.5%	1.6%	2.5%	1.9%	1.9%
Finance/Insurance/Real Estate	3.3%	4.0%	3.8%	4.0%	3.9%	5.2%
Services	63.9%	58.0%	53.1%	58.2%	54.9%	52.0%
Public Administration	1.6%	4.9%	5.0%	4.8%	4.9%	7.9%
<i>2009 Employed Population 16+ by Occupation</i>						
Total	120	3,750	7,245	3,870	11,115	883,176
White Collar	58.3%	53.3%	52.6%	53.5%	52.9%	60.3%
Management/Business/Financial	5.8%	7.6%	9.3%	7.5%	8.7%	11.0%
Professional	41.7%	26.3%	23.7%	26.8%	24.8%	25.6%
Sales	5.8%	8.6%	8.2%	8.5%	8.3%	10.6%
Administrative Support	5.0%	10.8%	11.4%	10.6%	11.1%	13.1%
Services	21.7%	24.0%	21.1%	23.9%	22.1%	19.2%
Blue Collar	20.0%	22.8%	26.1%	22.7%	24.9%	20.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.8%	0.3%	0.6%	0.9%
Construction/Extraction	8.3%	8.7%	10.8%	8.7%	10.1%	7.3%
Installation/Maintenance/Repair	4.2%	4.8%	6.0%	4.8%	5.6%	3.9%
Production	2.5%	3.7%	3.4%	3.7%	3.5%	3.5%
Transportation/Material Moving	5.0%	5.2%	5.4%	5.2%	5.3%	4.8%

Source: ESRI and ConsultEcon, Inc.

CONSUMER EXPENDITURES

Data in **Table 7** show estimated consumer expenditures by downtown, city and county residents. In 2009, Grant County residents spent an estimated \$214 million in the retail goods category. Almost one third of this retail spending, or \$69 million, came from Town residents.

Table 7
Consumer Expenditures by Category, 2009
Ranked by Total by City Category

Category	Downtown	Remainder Silver City	Remainder County	Silver City	Grant County
Retail Goods	\$2,367,418	\$67,050,433	\$144,426,127	\$69,417,851	\$213,843,978
Shelter	\$1,421,455	\$38,785,666	\$78,227,559	\$40,207,121	\$118,434,680
Food at Home	\$454,974	\$12,362,040	\$26,262,612	\$12,817,014	\$39,079,626
Health Care	\$385,537	\$10,908,821	\$23,852,954	\$11,294,358	\$35,147,312
Food Away from Home	\$320,431	\$8,871,217	\$18,419,112	\$9,191,648	\$27,610,760
Entertainment/Recreation	\$305,490	\$8,714,779	\$18,692,959	\$9,020,269	\$27,713,228
Household Furnishings & Equip	\$174,860	\$5,024,493	\$10,532,310	\$5,199,353	\$15,731,663
Apparel & Services	\$167,454	\$4,589,570	\$9,420,058	\$4,757,024	\$14,177,082
Travel	\$158,860	\$4,613,372	\$9,689,873	\$4,772,232	\$14,462,105
TV/Video/Sound Equipment	\$120,235	\$3,297,958	\$6,829,960	\$3,418,193	\$10,248,153
Investments	\$123,261	\$3,704,273	\$8,933,303	\$3,827,534	\$12,760,837
Education	\$112,551	\$3,078,588	\$5,765,188	\$3,191,139	\$8,956,327
Vehicle Maintenance & Repairs	\$90,354	\$2,537,446	\$5,422,975	\$2,627,800	\$8,050,775
Computers & Accessories	\$21,326	\$592,836	\$1,198,497	\$614,162	\$1,812,659

Note: Categories not mutually exclusive.

Source: ESRI and ConsultEcon, Inc.

VISITOR MARKET

Silver City has day trip and overnight visitors, of which a large share is likely from other parts of New Mexico and adjacent states.

DAY TRIPS AND PASS-THROUGH TOURISTS

Silver City is relatively remote and therefore may not attraction a large number of day trip or pass-through tourists. Interstate 10 is about one hour away. Hence, many of Silver City's visitors are destination visitors, coming for pre-determined trip purpose. Improving signage and wayfinding that directs visitors to the downtown will enhance its visibility among pass through visitors unfamiliar with the area. The Silver City Visitor Center had an estimated 21,400 walk-in visitors in 2008.

OVERNIGHT VISITORS

Many overnight visitors will be visiting friends and relatives that live in Silver City and Grant County. The downtown should be a place that local residents want to bring friends and family who may be visiting them. People visiting friends and relatives often stay in family and friend homes, but sometimes in paid overnight accommodations. The number of tourists visiting friends and family (VFR) are generally in a range of ratios between 0.5 and 2 persons per local resident annually. A conservative assumption is that there is one VFR per local resident, indicating approximately 31,000 VFR's in Grant County every year. Other overnight visitors stay in Silver City's hotels, motels, bed & breakfasts, RV/mobile parks and campgrounds. There are 5 hotels and bed and breakfasts in the downtown. The Murray Hotel is currently being redeveloped and plans call for 65 hotel rooms. There are a reported 300 rooms in Silver City, mostly in hotels along the highways. With an assumed occupancy rate of 50 percent, average travel party size of 2 persons, and average length of stay of 2 days, the total number of overnight visitors staying in Silver City accommodations is estimated at 54,750 annually.

SEASONAL VISITORS

There is some indication that Silver City attracts both seasonal visitors and retirees. In 2000, an estimated 1 percent of the Town's housing units were for seasonal, recreational or occasional use. In the same year, 3.3 percent of Grant County's housing units were for seasonal, recreational or occasional use compared to 4.1 percent of housing units statewide. More recent 3-year (2006-2008) estimates from the Census Bureau's American Community Survey indicate that 5.1 percent, or 729 units of the county's total housing units and 4.9 percent of the state's housing units are for seasonal, recreational or occasional use. Assuming that there are an average of 6 visitors per household, consisting of seasonal residents and their guests, there are an estimated 4,374 visitors annually due to seasonal homes.

LOCAL ATTRACTIONS

The most visited local attraction is the Gila Cliff Dwellings National Monument, which is located 44 miles to the north of Silver City. In 2009, it had 43,000 visitors. Peak months for visitation were March and July, with May and June also strong. Low months for visitation are December through February. The Silver City Museum, located in the downtown, and Western New Mexico University Museum, located near the downtown, draw 14,100 and 6,500 visitors, respectively.

EVENTS

Events are an important component of Silver City's tourism draw. The Am-Bank Wild Wild West Pro Rodeo draws an estimated 8,000 to 10,000 spectators from Arizona and New Mexico. The Mimbres Region Arts Council operates a number of annual and regular events: the Silver City Blues Festival draws an estimated 7,000 to 9,000 attendees and Pickamania and the Weekend at the Galleries draw an estimated 2,000 to 3,000 attendees each. The Tour of the Gila, a bicycle road race, draws an estimated 5,000 to 7,000 spectators. The Red Paint Pow Wow draws an estimated 6,000 spectators.

Synthesis

As a destination, the Silver City downtown serves both resident markets and tourist markets. The downtown competes for spending in the resident market with other shopping centers in the Town of Silver City and commerce in outlying towns. Some businesses are more reliant on one market segment than the other, and most businesses will need to appeal to both resident and tourists. Following is an evaluation of the competitive context for Silver City downtown businesses by market segment.

- **Competition for local retail and services expenditures** - Downtown retail businesses compete with businesses in newer and larger buildings, with parking lots outside of downtown for local resident and tourist expenditures. Silver City is projected to have a stable population over the next 5 years. Therefore, local businesses compete for the same customer base of expenditures. There is some churn in the resident market due to new students and employees of Western New Mexico University. Patients at the medical center and their families are also an opportunity for downtown businesses.
- **Competition for pass-through expenditures** - New Mexico scenic byways are an important tourism activity generator in New Mexico. Silver City is on or near two scenic byways.
- **Competition for New Mexico, Arizona, and Texas resident tourism expenditures** – Tucson’s, El Paso’s and Las Cruces’ growing populations create larger markets from tourist expenditures within a day’s driving distance. Events are a good day or weekend trip opportunity if adequately marketed to appropriate audiences in these cities.
- **Competition for other U.S. domestic and international tourism expenditures** - Tourists take scenic byways to explore New Mexico’s unique natural and cultural heritage through national parks, monuments, forests, tribal lands, varied rural Main Street communities that offer them authentic experiences. Tourist volume is down nationwide and the same is true in New Mexico.

Based on a review of downtown economic trends, business mix, resident and visitor market context, a SWOT analysis was prepared.

Strengths

- Central place for region
- “Eds and Meds” – Western New Mexico University and Gila Regional Medical Center are stable, large employers
- Historical authenticity and integrity of downtown building stock
- Vibrant daytime worker population and educational campus
- Recognized as rural tourist destination and good place to live
- New tourism infrastructure downtown

Weaknesses

- Increased level of commercial vacancy
- Economic recession creates difficult business environment
- Job losses in mining sector

Opportunities

- Expanded and new festivals and events
- Arts and cultural district and MRA district tools

Threats

- Economic recession affecting state and local government revenues and budgets
- Historic buildings often costly to renovate
- New commercial development outside of downtown

GAPS AND BUSINESS OPPORTUNITIES

The findings of this report are consistent with BBER's observation that "the only manner in which the local business (community) could expand its trade (area) is by attracting a greater number of visitors and exporting goods and services for which it has unique advantages." The former strategy requires more reasons for visitors to come to Silver City and greater market awareness inside and outside its existing visitor segments. National exposure as a great place to live in magazines several years ago is still reported as an important way for visitors to find Silver City on the Internet. More and more visitors are finding information online that will help them determine where they want to visit. Silver City is competing for destination visitors from afar as well as weekend visitors from Tucson and El Paso.

The latter strategy of exporting goods and services requires entrepreneurial businesses that bring outside dollars into the community. This would require bringing entrepreneurs, who have pre-existing markets outside of Silver City or helping entrepreneurs within the community connect better to markets outside of Silver City.

3. COMMUNITY PARTICIPATION

The Silver City Downtown Action is the result of an exciting collaborative effort by the Town of Silver City, Silver City MainStreet and Silver City Arts and Cultural District working cooperatively with the community. The community participation process occurred through a number of ways. A diverse group of residents, representatives of community organizations, Town staff, local business owners and other stakeholders in downtown Silver City all contributed to the planning process. Citizen involvement, an essential element of the process, was gathered through working group meetings and open houses and community workshops.

There were also opportunities for the neighborhood to keep track of the project and provide comments through the project's website. Drafts of the Silver City Downtown Action Plan were available on the project's webpage for review.

WORKING GROUP

A 15 member Working Group was the principle means of community input, assisting the consultants in creating the plan. Representatives from business, government, not-for-profits, arts and cultural organizations, hospitality industry and the neighborhood were included in the group. 10 meetings were conducted with the Working Group during the planning process. Their insights into the community and their investment in creating a vibrant downtown were significant contributions to the planning process.

COMMUNITY INTERVIEWS

One on one interviews were conducted with ten individuals who are stakeholders or could influence the planning and implementation of the Plan as developers, employers or investors. The list of individuals interviewed was determined by the staff and Working Group members.

COMMUNITY WORKSHOPS

In addition to the monthly Working Group meetings, three Community Meetings were offered for community input and feedback. The first, an Open House, was held on November 17, 2009 at the Silco Theater. The stakeholders circulated through four stations identifying issues, opportunities and aspirations facing downtown Silver City in one of four identified areas. The Steering Committee then met to work on goals and strategies to implement them for each of these areas. The advertisement and the comments collected that night are included in the appendix.



A Community Workshop/Charrette, conducted over two days in March of 2010, provided the neighborhood residents and property owners an opportunity to discuss the Downtown Action Plan vision, identify projects for the plan, and prioritize the revitalization projects. The display ad and breakout group results from the workshop are included in the appendix.



In August, 2010, a final community open house was conducted at the Silco Theater that presented the Plan's recommendations and projects. The 60 residents who attended had an opportunity to provide comments on the plan and the projects that they would like to see implemented as the next steps in the plan. The comments made at the open house on the draft plan are compiled in the appendix of this document.



4. RECOMMENDATIONS AND REDEVELOPMENT PROJECTS

PLAN VISION

The planning process for the Silver City Downtown Action Plan began with determining a vision for revitalization of the historic downtown. The vision statement was developed in a reiterative process with the Working Group and affirmed at the community workshop. The statement represents the aspirations for the community's future.

Based on the community's vision for the area's future, the assessment of the issues and opportunities and the residents' conceptual plans created at the community workshop, a number of redevelopment plan recommendations and projects were developed.

Downtown Silver City is the cultural heart and a vital economic center of our diverse community. It is the place where the community lives, works, and gathers for sustaining creative expression, enterprise, and heritage. Our residents, families, and visitors contribute to the success of its eclectic shops, restaurants, artistic and entertainment venues, and outstanding museums.

MARKET ANALYSIS RECOMMENDATIONS

Foster Business Development

Business development recommendations focus on sustaining existing businesses in Silver City and creating the conditions for new businesses to start up. Downtown's business mix is marked by small, independent businesses that are often owned and operated by one person. In addition, there is a strong cluster of specialty retailers, many focused on arts, crafts and unique products, as well as services, many focused on health and wellness. Therefore, the following recommendations should be tailored to the specific needs of creative enterprises to encourage the expansion of this sector.

1. Develop entrepreneurship curriculum in schools that engages Silver City's university, banks, large employers, and public and non-profit agencies in business education, technical assistance, mentorship, and small-scale financing.
2. Develop clearinghouse of information on how to start and grow an Internet business, home-based or other non-store business.
3. Create business networking and mentoring sessions between entrepreneurs focused on markets outside Silver City.

Foster Local Market Development

Local market development recommendations focus on improving the downtown's connections to the area's customer base. According to multiple community participants, the downtown appeals to a subset of the community and some local residents have not visited downtown in years. To overcome this, the downtown must enhance its relevancy to all members of the community. To this end, the creation of a civic campus downtown and maintaining public and social sector uses will reinforce the downtown's role as a government center in the region, making downtown a regular destination for community members' government and civic business.

1. Develop a "buy local" campaign or community coupon book program. The "buy local" campaign would focus on downtown businesses and what they have to offer. A community coupon book could be mailed to households throughout the community.
2. Develop discount program for regular and/or student customers throughout Main Street businesses.
3. Implement regular community events focused on attracting local, rather than tourist, markets. This might include local resident appreciation days whereby all businesses stay open special hours and offer discounts to residents. Family-oriented activities and entertainment would support these events.
4. Develop regular schedule of what's happening downtown to include calendar of events and recent changes, such as new business openings, art installations or other physical improvements.

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5. Undertake a communitywide customer survey to identify shopping preferences and perceptions of regular and non-regular downtown customers. This survey could serve as the basis for specific promotions, events, and businesses that would increase downtown patronage.

Foster Cultural Heritage Tourism Development

Cultural heritage tourism recommendations are intended to increase tourism within the community by building on Silver City's existing creative cluster. Downtown Silver City is an important tourist attraction and physical improvements will reinforce its position as a destination and the center of touristic activity. The Murray Hotel redevelopment will expand the number of rooms in the downtown, so more overnight tourists will have direct access to the downtown. It will be important for downtown Silver City to expand its base of attractions to encourage tourists to stay longer and return in the future.

1. Develop and promote overnight and day packages focused on cultural heritage themes. These packages should be experiential and interactive in nature. For example, a local painter might host a workshop in which participants paint local scenery. Other topics might include local history and archeology, local ecology, and health and wellness.
2. Add new signature events in downtown that are worthy of a day or overnight trip. Existing events, such as the Tour of the Gila and Blues Festival, draw thousands of visitors over a short period of time.



Photo courtesy of WNMU

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3. Develop a new multi-faceted arts and cultural center in downtown to serve as the hub of creative activity, as well as a launching point for visitor activities and experiences. This facility could serve as a venue for performances, a showcase for region’s creative sector, and affordable space for creative enterprises. Potential locations for a new arts and cultural facility include the currently vacant theaters.
 4. Create temporary artist studio space out of vacant storefronts. Some communities, such as Pittsfield and Fall River in Massachusetts, have worked with landlords to fill vacant storefronts on a temporary basis with working artists and arts organization studios. The artist does not pay rent but pays for utilities and upkeep of the space. Artists agree to create art installations in the windows and be open to the public during certain periods. If the landlord finds a tenant, the artist will vacate the space within a 30- or 60-day period.
 5. Increase downtown linkages to natural and recreational assets in the region. While there is a strong presence of local history and the arts in downtown Silver City, the region’s scenic beauty and recreational opportunities are an important tourism draw, as well as an important reason for relocating to Silver City. The downtown could be positioned as the “base camp” for regional excursions, with additional recreation-oriented businesses, such as touring companies and outfitters.

Improve ACD and Downtown Design and Identity

ACD and Downtown Design and Identity recommendations focus on improving the downtown’s identity and creating a better visitor experience to reinforce the downtown as a desirable destination for residents and visitors alike.

1. Refresh and activate Big Ditch Park, making it a more appealing destination.
2. Enhance downtown signage and wayfinding from US 180 and SR 90 to improve awareness of downtown and facilitate navigation to and within the District.
3. Enhance connections to Big Ditch Park from Bullard.

HISTORIC DISTRICTS/ASSETS INVENTORY RECOMMENDATIONS

Recommendations for Boundary Expansions, Listings, & Additional Survey Work

Overall, the early nominations seem to have set appropriate boundaries for the historic districts. Upon review of existing material, several possible preservation-related projects were identified, including:

1. The town should officially submit an update to the National Register with an expanded period of significance for at least the Silver City Historic District (see comments under “Recent Survey within Study Area”).
2. Silver City is encouraged to follow-up on recommendations from the 2003 resurvey of mid-twentieth century resources by RRP. The town should expand that work to include the other historic districts and resources that were not covered by the 2003 work.
3. The town may want to seek National Register status for Black’s Addition Historic District, which is currently only listed in the State Register. The National Park Service identified several areas that needed further investigation in the original nomination submitted in 1982. A revised nomination may also be a means of expanding the period of significance to include buildings constructed after the early 1930s. Although this brings no additional incentives for residential resources, it would allow any contributing historic commercial resource (including rentals) to utilize the federal tax credit.
4. Additionally, there is potential for a boundary expansion for Black’s Addition that would include the blocks between West 6th Street and College Avenue, from the west side of D Street to the east side of F Street. This area was surveyed by Common Bond Preservation in July 2010, and includes 26 contributing and 9 non-contributing resources.
5. Consultant recommends pursuing a Multiple Properties Documentation Form (MPDF) for the Luck Houses. A MPDF creates the historic context in which to nominate related buildings. The houses and story are unique to Silver City. Additional research may expand upon the knowledge already known about Mrs. Luck and the craftsmen associated with these houses and landscape features.
6. Consultant recommends reviewing procedures and policies relating to the Design Review Committee (DRC), finding ways to strengthen their role within the framework of the Historic Overlay Zone. Other New Mexico communities, such as Taos and Las Cruces, are currently undertaking revisions to either design standards or their overlay zones, and may serve as models.
7. Although outside of the immediate purview of this plan, it is recommended that the town consider funding an architectural survey of Hardee and Powel Additions, north of the University, to assess the possibility of additional district listings. If needed, this could simply be a “windshield” survey to determine the ratio of contributing verses non-contributing resources.

PARKING STUDY RECOMMENDATIONS

The Parking Study report found in the Appendix offers analysis and advice on standards for on-street parking, sight distance issues, intersection design and control and signing and marking of on-street parking. Silver City must consider the unique characteristics of each situation when making determinations for parking and traffic control; narrow streets, short blocks, high curbs, restricted sight distance. The recommendations of the Parking Study Report are as follows:



1. Silver City should adopt a series of guidelines for the design of on-street parking facilities in the downtown area. These guidelines should include intersection prohibition offsets, parking space dimensions, and striping and signing considerations. A sample set of guidelines are included in Table 8 of the Parking Study Report found in the Appendix.



2. Bullard St should delineate the parking areas with 4" white terminal stripes and 4" wide longitudinal stripes the length of the parking area. Individual parking spaces should not be striped to maximize capacity. The width of the parking area should vary from 8' to 10' depending upon the curb heights within each block.

-
3. Parking restrictions should be considered along one side of the street in the following road segments in the downtown study area. These streets do not currently have adequate width (30') to maintain two parking lanes and a 14' wide travelway.
 - a. Yankie St between Bullard St and Arizona St
 - b. Market St between Texas St and Arizona St
 - c. Kelly St between Bullard St and Texas St
 - d. Texas St between Sonora St and San Vicente St
 - e. Texas St between Spring St and Broadway St
 - f. Texas St between Yankie St and 7th St
 - g. Arizona St between Spring St and Broadway St
 - h. Arizona St between Market St and 6th St
 - i. Pinos Altos St between Spring St and Broadway St
 - j. Sonora St

This could result in a loss of up to approximately 80 parking spaces. An estimated 91 spaces could be developed off-street within currently vacant properties along the downtown streets, with the primary development areas along Spring St, Pinos Altos St, and east of the Bullard St development.

4. Formalize parking in the Mainstreet Plaza area north of 7th St and east of Bullard St. The area is currently unpaved, and if it remains unpaved, wheelstops should be considered to provide positive guidance for parking. Because the Plaza is used for a weekend market, additional accommodation may be required to minimize the pedestrian tripping hazard associated with wheelstops. Low-profile wheelstops with sloping faces may be considered to mitigate this concern, with a greater ability to delineate spaces than provide a barrier to a parked vehicle. Alternative signing and markings should also be reviewed prior to formalizing parking within the Mainstreet Plaza area.
5. Back-in angle parking should be considered along Broadway St between Texas St and Pinos Altos St. The angle parking may be implemented along each side of Broadway St between Texas St and Arizona St, and along the north side of the street between Arizona St and Pinos Altos St. Each of the angle parking spaces should be striped, and as appropriate, some could be designated as small car spaces to optimize capacity. Initially, this should be considered a demonstration project for the community and all striping should be temporary striping.

The back-in angle parking will be new to Silver City, and as such, there will be a learning curve for the local citizens. A public information campaign should be conducted to instruct drivers how to negotiate entry into a space. The movement is initially the same as parallel parking, and signing has been developed by numerous jurisdictions to instruct unfamiliar drivers. Installation of such signing should be considered.

6. Construction of curb extensions (bulb outs) should be considered in conjunction with installation of back-in angle parking. These extensions should initially be striped and supplemented with raised pavement markers. If the back-in angle parking is to become permanent, then permanent curb extensions should be installed. The curb extensions will minimize and define the parking prohibition area, and will greatly enhance pedestrian safety by reducing the crossing distance of Broadway St by as much as 50%. The curb extensions should be designed by a registered engineer, with special consideration given to drainage design. Curb extensions may be landscaped and include street furniture.

7. Loading zones should be established east of Bullard St on 7th St, Kelly St, Yankie St, and Spring St to accommodate large vehicle deliveries. Currently, delivery vehicles are parking in travel lanes on two-lane streets which is a safety concern. Established loading zones should be properly signed and marked.



8. A loading zone should also be considered along Texas St between Yankie St and Broadway St , along the west side of the road. Each loading zone in downtown should be at least 65' in length to accommodate large delivery vehicles.

9. On-street handicap spaces should be uniform in size. Existing handicap spaces vary in length from 25' to almost 40'. A length of 25' should be adequate for handicap parking, and the spaces should be fully delineated on the pavement.

10. Expand and enhance bicycle parking within the downtown. Formal public bicycle parking is located at three intersections: Bullard St at Broadway St, Bullard St at 6th St and Yankie St at Texas St. Safety is a concern at the Bullard St at Broadway St and Yankie St at Texas St locations because the parking areas are located within the roadway prism. Bicycle parking should be located behind raised curbing, not at street level. If curb extensions are considered at downtown intersections, a component of the improvements should include incorporation of bicycle parking accommodations within the extensions. This would yield more frequent parking locations and provide greater safety for the cyclist. If curb extensions are not considered, parking should be focused along the east side of Bullard St, with barrier protected areas established along the short roadway segments between Bullard St and Big Ditch Park. A bicycle parking area could also be established within the parking lot at the corner of Yankie St and Arizona St.

11. Reorient parking signing to face traffic parking along the streets. All street signing should be oriented to face approaching traffic, not turned 90° so that the sign face is parallel with the street edge. Refer to the Manual on Uniform Traffic Control Devices – Section 2A.20.

-
12. Verify and adjust the mounting heights of all signing within the downtown area. Numerous signs are mounted such that average height pedestrians may hit the signs while walking along the sidewalk. Refer to the Manual on Uniform Traffic Control Devices – Section 2A.18.
 13. Conduct a street Circulation Study to evaluate changes in circulation as a result of implementing these recommendations. This study should consider reverting some of the one-way streets to two-way, changing the direction of the Market St one-way, and alternative design measures at the offset intersection of Bullard/College/Pope streets.

WAYFINDING RECOMMENDATIONS

Wayfinding is a process of determining and following a path or route between an origin and a destination. This is achieved with signage and maps, special lettering, colors, symbols, iconic shapes, texture, and surface treatment.

Since the 16th century, travelers have used wayfinding. But the term wayfinding was first used by Kevin Lynch, a Boston architect, in his book "The Image of the City". In describing the system of wayfinding for cities, his elements were paths, edges, landmarks, nodes and districts - all mental representations of the physical space we try to form. Spatial orientation and the cognitive map or image is found through perceptions, thinking and decision-making. Part of wayfinding is the term wayfinding, the communication of information to help travelers make decisions on how to get there. While today's technology eases wayfinding with GPS, DOT Travel Info, MP3 Podcasts, travel videos and brochures - the overwhelming favorites are signs with simple yet easily understood information, placed at strategic intervals to guide the visitor.

Silver City does not have a wayfinding system. Finding Bullard and Downtown is rather difficult. Visitors coming in from the east, south and north may end up on Rt 90 on the east side of the Big Ditch and may find the Visitor Center by chance, but signage is minimal. Visitors arriving from the west will also find themselves at the confusing intersection of many roads - Rt 180, Rt 90, Juniper, Pope and 14th. With all the movements at this junction, it is almost impossible to watch traffic and read signs.

Three major roadways lead to Silver City, but once within the Town limits, there is meager information to direct visitors to Silver City's jewels; the Historic Downtown and the Arts and Cultural District. Analysis of the issues facing visitors, both in awareness of the town's assets and navigating their way there, led to the following strategies and recommendations.

Signage will be the key component for improving wayfinding in downtown Silver City. Good wayfinding signage is a utility to aid visitors. Vehicular guide signage, pedestrian signage, mapping, parking and destination identification are integral to a complete wayfinding system that will help visitors as they find their way within the city.

Design Aims:

- Create a cohesive visual theme for Downtown Silver City through the signage character.
- Clearly direct visitors to the historic downtown from the highways leading into the Town.
- Utilize the Silver City Visitor Center as a launch point for Downtown tourism.
- Make signs legible for location and user (drivers, pedestrians, bicyclists). Scale signage to meet the environment, ranging from larger signage for higher speed vehicular use to small signs for pedestrian use.
- Clearly define the boundaries of the Arts and Cultural District.

Wayfinding Sign Types and Their Functions:

- A. **Identification Signs** - These are vehicular directional signage, directing visitors to the Silver City Visitor Center. The primary effect of the new wayfinding Identification signs at the outskirts of the City along main routes leading into Silver City is to guide every visitor first to the Visitor Center. Repetition of these large signs helps the traveler orient himself. The Visitor Center has free and easy parking and information about the Arts and Cultural District (ACD), as well as the story of the Big Ditch, WNMU, hospitals, theaters, museums, hotels, schools, restaurants, historic districts, architecture, galleries, stores, gardens, so on. It is also a short walk across the bridge over the Big Ditch to the heart of the ACD where almost everything of interest is located.
- B. **Directional Signs to ACD Gateways** - Directional Signs provide direction to the Historic Downtown. As visitors approach the Visitor Center, they will observe smaller Gateway signs in case they may want to drive through the ACD. These signs define the boundaries of the ACD and give importance to the area. The size of the signs will be smaller because drivers' speeds will be much lower than on Routes 180 and 90.
- C. **Orientation Signs/Maps** - An Orientation sign or kiosk, in the form of a map and other information, will inform the visitor about the locations of buildings, the Arts and Cultural District and other downtown features. Over time, additional Orientation signs with the same map and information may be placed at the two ends of Bullard to improve wayfinding for visitors to the historic downtown.
- D. **Iconic Signs** - These are smaller signs which will be placed throughout the ACD to locate and clarify specific buildings, such as museums, theaters, restaurants, hotels, etc. Some may be building signs, others at curbside, on a lamppost, on benches, in the sidewalk, sides of buildings, on sign posts. A variety of designs, colors, sizes, materials, lettering, logos, and shapes should be considered.



Potential Sign Locations:

The accompanying map indicates the recommended locations for the top three tiers of signage.

Identification Signs should be placed on the highways to direct visitors as they first enter the Town.

Directional Signs should be placed along major thoroughfares to direct visitors to the downtown gateways at Broadway, College, Pope, and Market.

Orientation Signs should be located at the Visitor Center and at both ends of Bullard Street to provide users centrally located places to review maps and other information that identify downtown Silver City destinations.

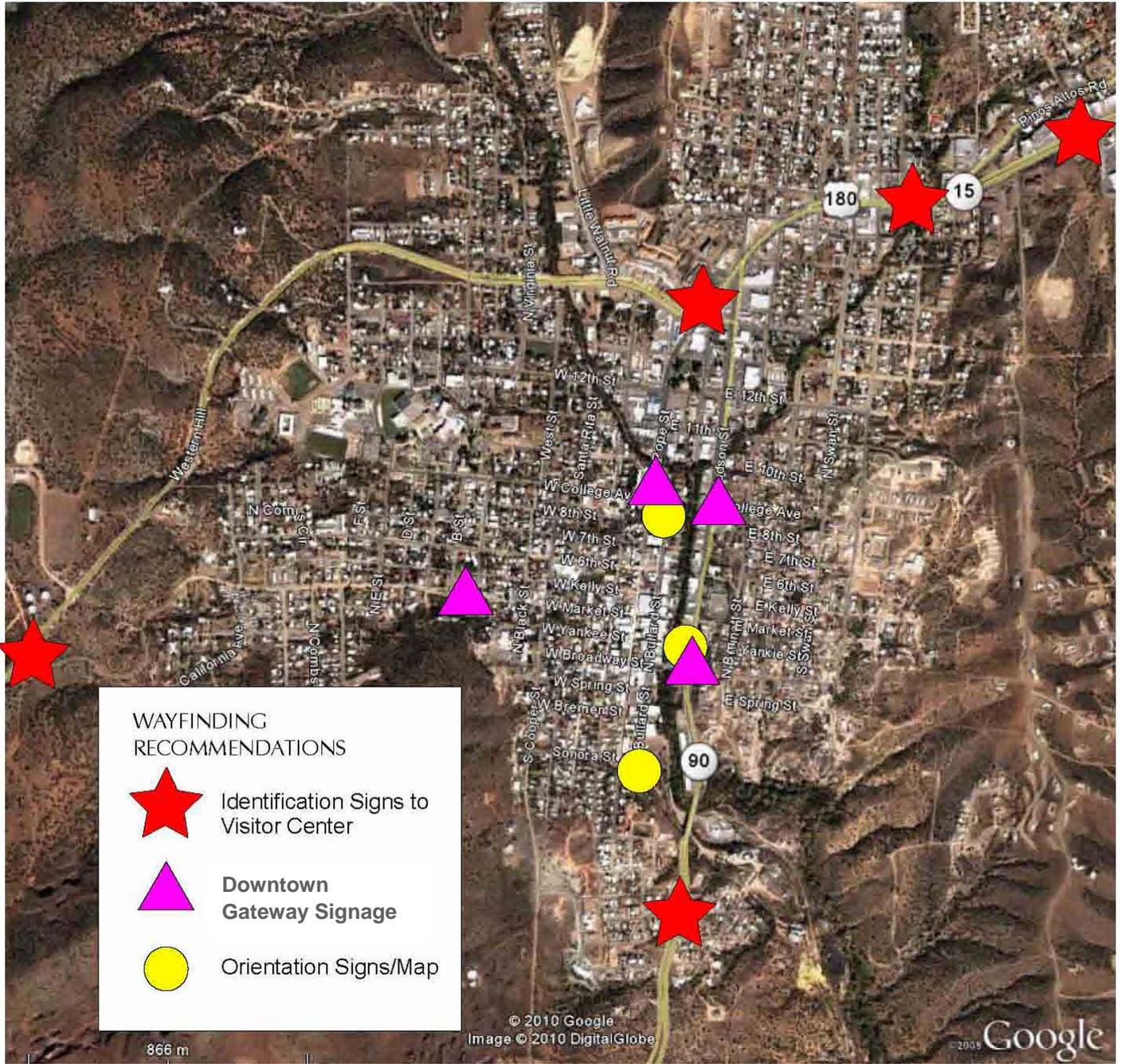
Performance and Legibility Considerations

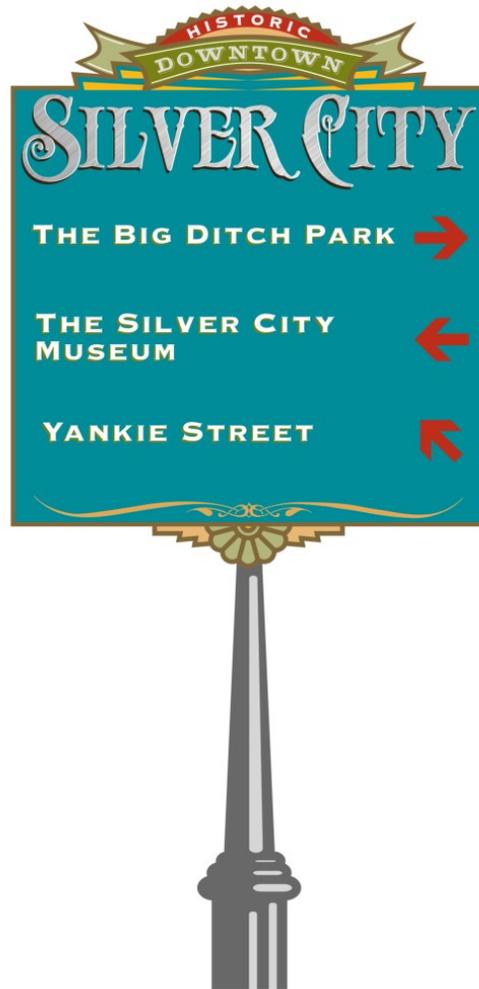
A deSign Committee, including artists and fabricators, is recommended to serve as arbiters for sign selection. Consideration of colors, lettering size and style, and sign size to assure legibility must be made. Materials must be durable and vandal resistant.

Other Wayfinding Recommendations:

1. Use eye-catching mosaics or iconic tiles in sidewalk to demarcate the Arts and Cultural District boundary.
2. Design and distribute Downtown/ACD brochures with maps keyed to landmarks and wayfinding elements.



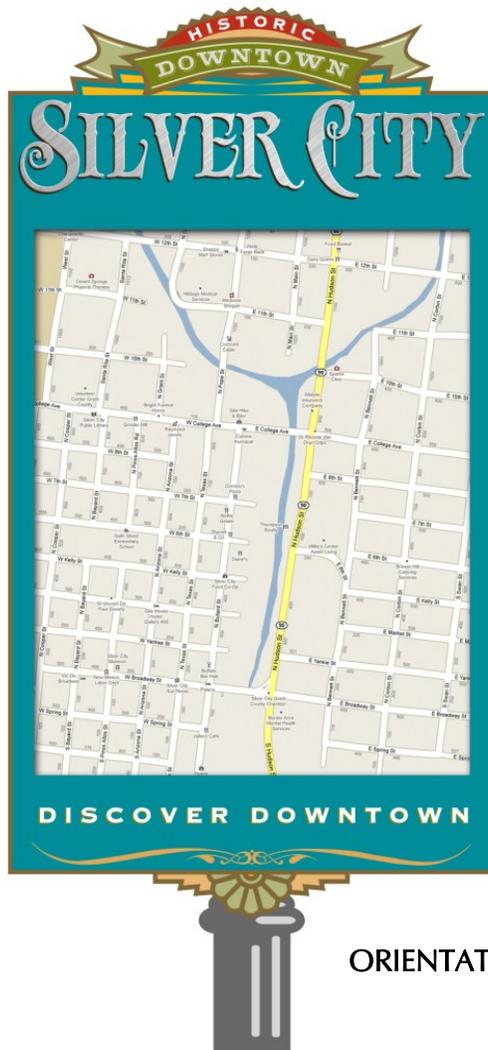




SIGNAGE CONCEPT

Design themes for signage were derived from various Silver City architectural details and the NM A&CD logo.

DIRECTIONAL SIGNAGE



ORIENTATION MAP/SIGNAGE

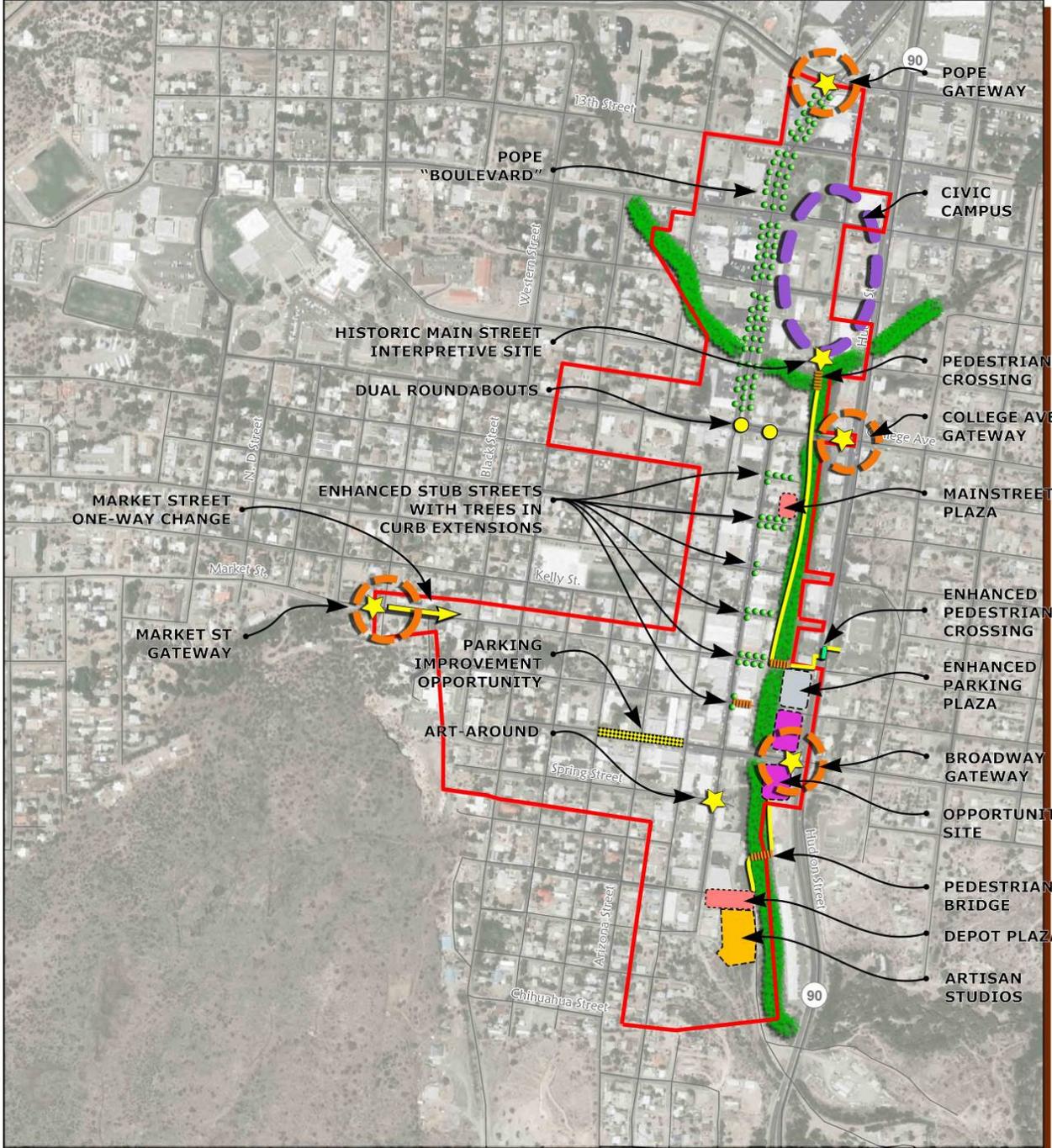


STREET SIGNAGE

COMMUNITY WORKSHOP CONCEPTUAL PLAN RECOMMENDATIONS

The following Community Workshop Conceptual Plan represents the key workshop ideas and projects that resulted from the community workshop held August 31, 2010. The ideas and projects are further developed, with conceptual designs of how they could be implemented. The Projects are identified on the Conceptual Plan as opportunity sites, followed by a listing of “**Key Workshop Ideas**” or conceptual designs for each of the individual projects. The following projects are not listed in priority here.

Silver City Downtown Action Plan

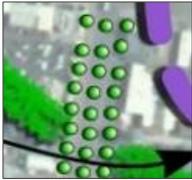


COMMUNITY WORKSHOP CONCEPTUAL PLAN
3/27/2010



Rvsd 8/30/2010

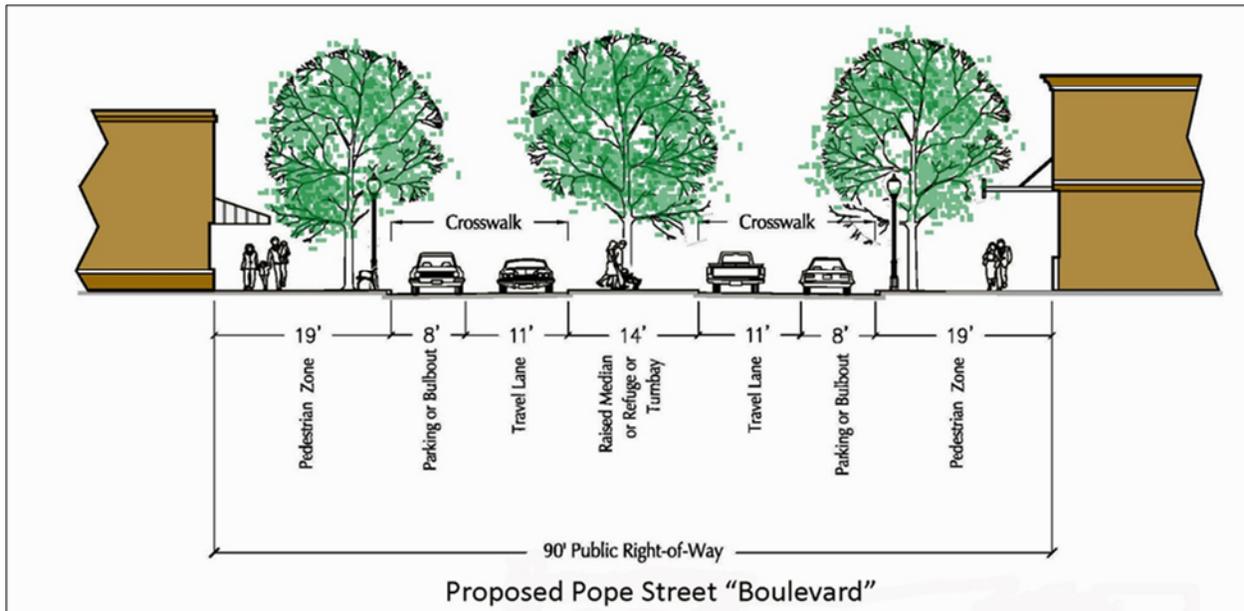
-  **PUBLIC GATHERING PLACE**
-  **KEY OPPORTUNITY SITES**
-  **PUBLIC ART/TRAFFIC CONTROL**
-  **KEY GATEWAYS**
-  **CIVIC CAMPUS AREA**
-  **TRAFFIC FLOW IMPROVEMENT**
-  **BIG DITCH CULTURAL SPINE**
-  **PEDESTRIAN ROUTE**



KEY IDEA 1 – Pope Street “Boulevard” – Re-envision Pope Street as a “Boulevard”, incorporating a median, narrower travel lanes and landscaping to slow traffic and create a green, more inviting and walkable entry from the north.

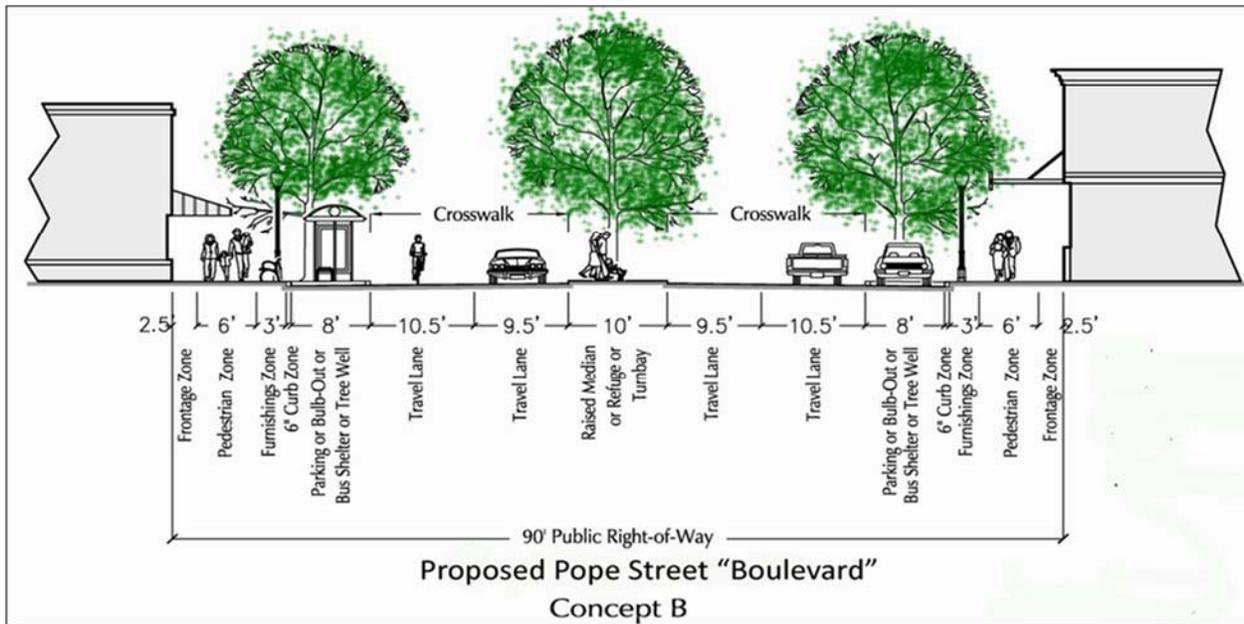
POPE “BOULEVARD” CONCEPT A

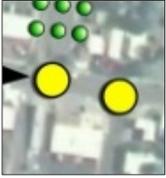
19 Foot Sidewalks, Two Travel Lanes, Two Parking Lanes, and a 14 Foot Median



POPE “BOULEVARD” CONCEPT B

12 Foot Sidewalks, Four Travel Lanes, Two Multi-Use Lanes, and A 10 Foot Median





KEY IDEA 2 - Circulation Feasibility Study for Pope-College-Bullard - Study the feasibility of improvements to the Pope-College-Bullard intersection to make it more pedestrian and bicycle friendly, improving traffic flow and reducing confusion at this complex intersection.

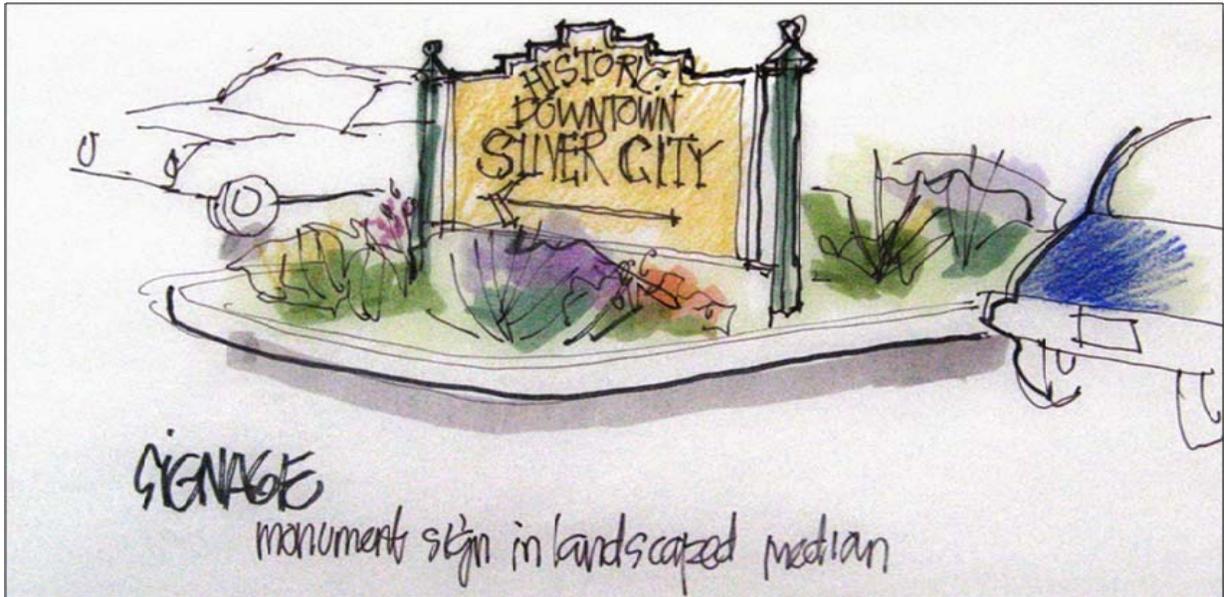


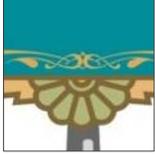
A CONCEPT FOR POPE & COLLEGE INTERSECTION IMPROVEMENTS

Two roundabouts redefine traffic flow at this complex intersection.



KEY IDEA 3 – Downtown Gateways - Develop key gateways into the Historic Downtown. Concepts such as specialty paving, sculpture, monumentation, signage and ornamental vegetation can invite people Downtown. Implementation of these gateways should be a part of DAP wayfinding strategies.



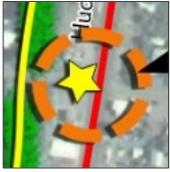


KEY IDEA 4 – Wayfinding and Signage - Create a comprehensive system of wayfinding and signage.



WAYFINDING SYSTEM

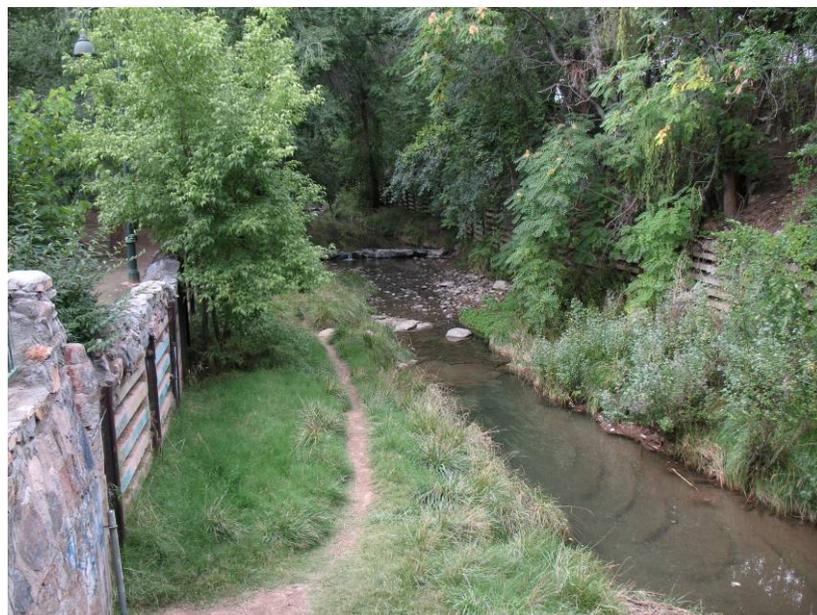
Utilize a consistent wayfinding system, including signage, to alert and orient visitors to the offerings of the Historic Downtown. Concepts such as specialty paving, sculpture, signage, monumentation and ornamental vegetation can invite people to the area. Development of key gateways into the Historic Downtown can increase business. See wayfinding recommendations.



KEY IDEA 5 – Public Art - Create unique public art focal points at key locations



KEY IDEA 6 – Green Spine - Utilize the green “spine” of vegetated creeks to tie together the Town’s resources. Extend pedestrian facilities and add bridges at strategic locations.





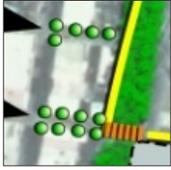
KEY IDEA 7 – Main Street/Big Ditch Confluence Interpretive Site - Connect the Big Ditch with the remnant of the original Main Street to the north. Include interpretive display about the creation of the Ditch.



MAIN STREET PEDESTRIAN BRIDGE AND INTERPRETATIVE KIOSK

Located at the San Vicente/Big Ditch origin north of Historic Downtown where Main Street drops into the Big Ditch.

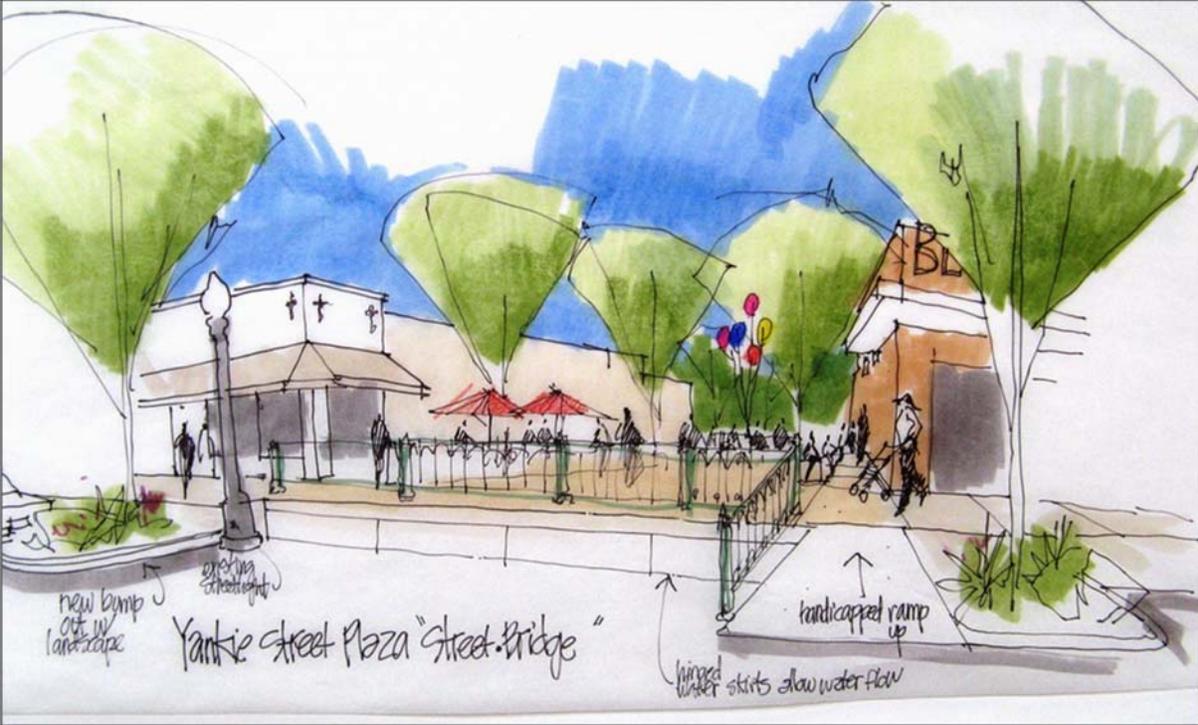




KEY IDEA 8 – Connect Bullard St and the Big Ditch - Enhance Downtown’s connection with the Big Ditch and expand gathering opportunities. Create a series of east-west green fingers to increase gathering space and bring the park into downtown and the community into the park.



ENHANCED STUB STREETS WITH LANDSCAPING DRAWS PEOPLE IN AND TIES BULLARD WITH THE BIG DITCH PARK.



ELEVATED YANKIE STREET PLAZA "STREET BRIDGE"

Increase downtown use opportunities by adding a flexible use "street bridge" at sidewalk height over the Yankie Street stub street. The Plaza connects to the Big Ditch. Water can safely flow underneath the deck and a ramp allows access from Bullard Street.

EXPAND GATHERING SPACE AT THE SOUTHERN END OF DOWNTOWN

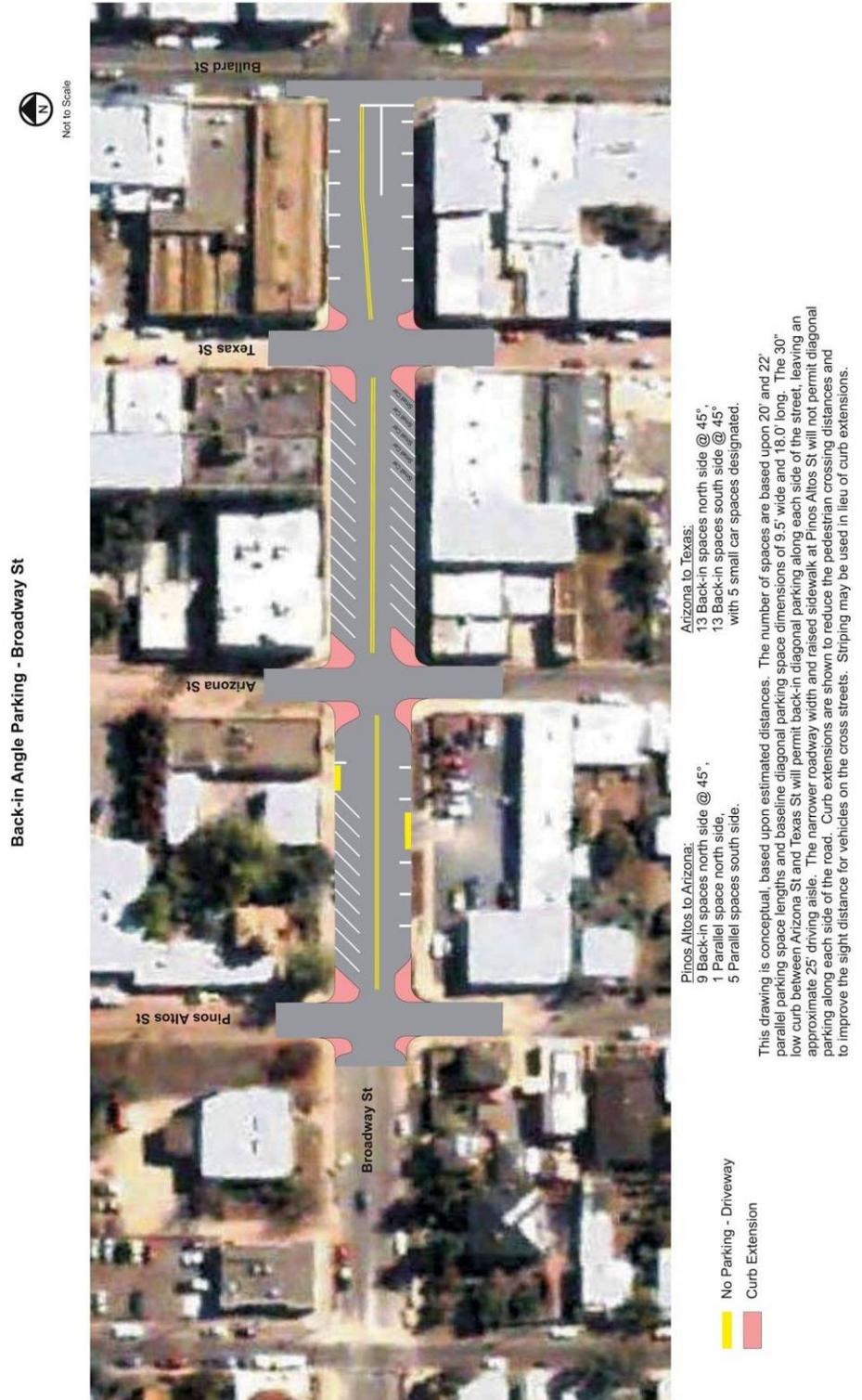


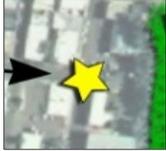
One opportunity to increase the outdoor event venue options at the south end of Downtown is to utilize the one block stretch of Yankie Street between Bullard and Texas Streets. Landscaping and amenities along this block will improve the user experience. On special occasions vehicular traffic can be blocked and the area limited to pedestrians. This option would complement the Yankie Street deck gathering area to the east, together creating a large flexible venue for Downtown events.



KEY IDEA 9 – Broadway Parking Improvements - Improve parking along Broadway.

**BACK-IN ANGLE
PARKING – BROADWAY
BOULEVARD**





KEY IDEA 10 –Bullard/Spring Streets Intersection - Enhance Bullard and Spring Street intersection in response to local use.



**BULLARD STREET
TURNAROUND AT
SPRING STREET**

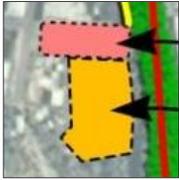
A mini-traffic circle or “Art-Around” helps to alert visitors to the local u-turn pattern at this intersection.



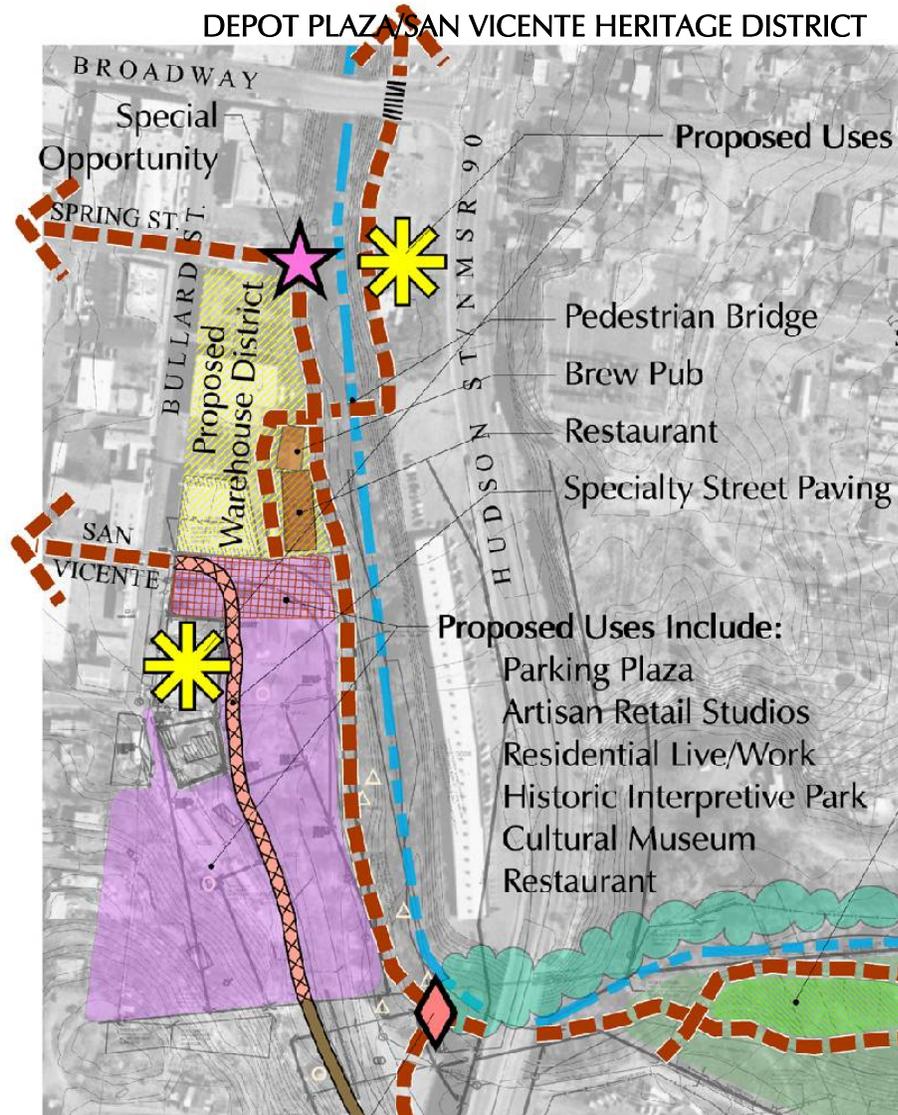
Source: www.pedbikeimages.org / Dan Burden

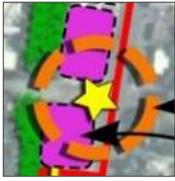


Source: www.pedbikeimages.org / Heather Bowden



KEY IDEA 11 – Depot Plaza /San Vicente Heritage District - Infill the vacant lands at the south end of Bullard.





KEY IDEA 12 – Hudson-Broadway - Utilize the key opportunity site at Hudson and Broadway to create special features announcing arrival at a “special place.”

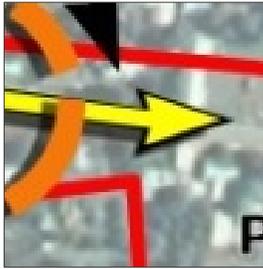


BROADWAY BOULEVARD GATEWAY CONCEPT

Monumentation, signage, artwork, plantings, & specialty paving create a sense of arrival Downtown.



KEY IDEA 13 – “Civic Campus” - Create a “Town Civic Campus,” consolidating Town offices, services and buildings in a central, compact, pedestrian-friendly location.



KEY IDEA 14 – Redirect Market Street - Consider changing Market Street to one way heading east towards Downtown, potentially making it simpler for out of town visitors to navigate their way into the Town.



KEY IDEA 15 - Restrooms - Increase the number and/or availability of restrooms accessible to the public within the Historic Downtown.



KEY IDEA 16 – Theater District - Create a Theater District centered on the three Bullard Street theaters of the Silco, Gila and El Sol as performing arts/film venues and cultural center hub. All three theaters should be restored and preserved. The synergy of three historic performing/cultural outlets in close proximity would be unmatched in New Mexico.



KEY IDEA 17 – Façade Improvement Program - A façade improvement program could serve as a means to revitalize the downtown area in a partnership with the building owner, Town and Silver City MainStreet. There are several programs available from NM MainStreet Design technical assistance, to grants and low interest loans, to volunteer-based programs such as NM MainStreet's "Façade Squad".

5. FUNDING SOURCES

A number of funding sources from local, State and Federal agencies have been identified as potential opportunities to finance the implementation of the Silver City Downtown Action Plan.

1. Public/Non-profit/Private Partnerships

There are a number of opportunities for partnerships to occur between various entities. Partnerships hold the highest potential for redevelopment opportunities to occur in the Downtown Silver City area. The Town can provide incentives through public financing, land holdings, or eminent domain authority, to serve as incentive/collateral for groups such as the NM Community Development Loan Fund, Accion; Westcorp, Small Business Association, and private developers.

2. NM MainStreet Capital Outlay Fund

The NM State legislature has allocated between \$1.5 and \$2 million the two past years for MainStreet communities in NM. These funds can be used for master planning, design, engineering and construction purposes for projects that have been identified in a community-based downtown master planning process. These are competitive grants awarded in October.

3. New Mexico Community Development Loan Fund

The New Mexico Community Development Loan Fund is a private, non-profit organization that provides loans, training and technical assistance to business owners and non-profit organizations. Their services support the efforts of low-income individuals and communities to achieve self-reliance and control over their economic destinies. Loans to new and existing small businesses for such needs as equipment, inventory, building renovations and operating capital. They provide loans to non-profits for such needs as bridge financing against awarded private and public contracts, capital improvements and equipment, and loans to non-profits that develop affordable housing.

4. Tax Increment Financing (TIF) Districts and Tax Increment Development Districts (TIDD)

Tax increment financing is created through a local government's property tax assessments increments and in the case of TIDDs, gross receipt tax increments. The incremental difference in tax is used to finance the improvements within the district. In New Mexico, tax increment financing is enabled in forms through the Metropolitan Redevelopment Code, Enterprise Zone Act and the Urban Development Law. Creating a TIF District of a Downtown Silver City MRA would be beneficial to the downtown area and provide an incentive for private sector reinvestment. Given the low tax base in the area, it would be advantageous if both City and County would participate in contributing their respective increments to the TIF district.

5. Infrastructure Capital Improvement Plan

The Town of Silver City's Infrastructure Capital Improvement Program (ICIP) is to enhance the physical and cultural development of the Town by implementing the Silver City Comprehensive Plan and other adopted plans and policies. Through a multi-year schedule of public physical improvements, ICIP administers approved Capital Expenditures for systematically acquiring, constructing, replacing, upgrading and rehabilitating Silver City's built environment. In practice, the ICIP develops, and sometimes directly implements, diverse projects and improvements to public safety and rehabilitation of aging infrastructure such as roads, drainage systems and the water and wastewater network, public art projects, libraries, museums, athletic facilities, parks and trails, and Senior, Community and Multi-service Centers.

6. Industrial Revenue Bonds (IRB)

An IRB is a form of tax-exempt municipal bond issued by a state or local government entity to finance the acquisition, construction or equipping of a facility. IRB tax-exempt financing for manufacturing projects has been restored under the federal Revenue Reconciliation Act of 1993 on a permanent basis. Today, IRBs continue to provide companies with an important alternative to conventional financing of manufacturing projects. Cities, public agencies, development authorities, and similar entities can issue tax-exempt, private-activity, industrial revenue bonds for manufacturing projects. All issuances are subject to state-wide volume caps. Some states offer umbrella programs to finance several smaller projects from a single issue; where revenue bonds could promote local economic development through encouraging local businesses and hiring a higher wage local work force as a priority.

7. Safe, Accountable, Flexible, and Efficient Transportation Equity Act (SAFETEA)

Federal SAFETEA Enhancement funds, in excess of \$200 billion, have been allocated to integrate transportation projects with environmental and community revitalization goals over a period of more than six years ending in December, 2010. They are applicable beyond highways, road and transit maintenance and may also be used for relevant environmental restoration, pollution abatement, historic preservation, trails, bike paths and pedestrian infrastructure including aesthetic enhancements.

8. Equity Capital

SBA's Small Business Investment Companies (SBIC) licensed and regulated by the SBA, SBIC's are privately owned and managed investment firms that make capital available to small businesses through investments or loans. They use their own funds plus funds obtained at favorable rates with SBA guarantees and/or by selling their preferred stock to the SBA.

9. Tax incentives and tax-exempt financing

a. Historic Rehabilitation Tax Credits

Investors can receive a credit against their total income taken for the year in which a rehabilitated building is put into service. Rehabilitation of certified historic structures qualifies for a credit equal to 20 percent of the cost of the work; rehabilitation work on non-historic structures built before 1936 qualifies for ten percent.

b. New Markets Tax Credits (NMTC)

The NMTC Program permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs). Substantially all of the qualified equity investment must in turn be used by the CDE to provide investments in low-income communities. The credit provided to the investor totals 39 percent of the cost of the investment and is claimed over a seven-year credit allowance period. In each of the first three years, the investor receives a credit equal to five percent of the total amount paid for the stock or capital interest at the time of purchase. For the final four years, the value of the credit is six percent annually. Investors may not redeem their investments in CDEs prior to the conclusion of the seven-year period.

c. Low-income Housing Tax Credits (LIHTC)

Ten year credit for owners of newly constructed or renovated rental housing that sets aside a percentage for low-income individuals for a minimum of 15 years. The amount of the credit varies for new construction and renovation. The project must receive allocation of New Mexico State's annual credit ceiling or use multifamily housing tax-exempt bonds that receive allocation of New Mexico State's bond volume cap. Allocations are made on the basis of the New Mexico State Qualified Allocation Plan.

10. Local Economic Development Act (LEDA)

The Local Option Gross Receipts Tax (LOGRT) of the Local Economic Development Act (LEDA) provides a means of financing improvements in the downtown through an increase in gross receipts tax that is earmarked for downtown public improvements and arts and cultural facilities.

11. Main Street Hope VI Housing Grant

The U.S. Department of Housing and Urban Development offers grants to qualifying Main Street organizations to rehabilitate older commercial buildings for affordable housing uses. Program goal is to convert unused commercial space to residential affordable housing to support Main Street redevelopment and historic properties rehabilitation. Communities are to have less than 50,000 population and fewer than 100 public housing units (local authority). Total funds available are \$4 million. There is a significant need for housing in Silver City's downtown area; this program makes grants specifically to support the creation of affordable housing in Main Street settings. Learn more about this program at www.hud.gov/offices/pih/programs/ph/hope6/grants/mainstreet/.

12. Housing Maintenance Assistance Program

Funds from the Low Income Home Energy Assistance Program and Community Development Block Grants (CDBG) can be used to establish a revolving loan fund that can be used for home maintenance for low income residents.

13. Low Income Housing Initiative

As demand warrants, the City should purchase or dedicate existing land to providing additional units of Section 8 housing and apply for the necessary funding to promote its development.

14. Community Development Block Grants (CDBG)

HUD funds may be available for local Community Development Block Grants (CDBG) loans and "floats." CDBGs are used to finance locally determined activities and can include coping with contamination and financing site preparation or infrastructure development. Eligible activities include planning for redevelopment, site acquisition, environmental site assessment, site clearance, demolition, rehabilitation, contamination removal and construction. Also, when a grant recipient can show that previously awarded CDBG funds will not be needed in the near term, it may tap its block grant account on an interim basis, using a "float" to obtain short-term, low interest financing for projects that create jobs. Money borrowed from grants in this way may pay for the purchase of land, buildings and equipment, site and structural rehabilitation (including environmental remediation) or new construction.

15. Business Improvement District (BID)

The City should consider establishing a Business Improvement District (BID) as a means to improve the safety and maintenance of the downtown. A BID is created by the Town Council and must be approved by a majority of the property owners within the district. Revenues are collected annually by the City and returned to a BID management agency to support business development and management services such as staffing, maintenance and clean up programs, hospitality services, public safety campaigns, transportation services (trolleys, bike racks, after hours rides), and other important neighborhood improvement services.

16. NMMS Revolving Loan Fund

Low-interest loans for restoration, rehabilitation and repair of existing properties in New Mexico MainStreet communities. Typical loans are expected to range from \$1,000 to \$25,000. Properties do not have to have historic status, but must be extant. NM Historic Preservation Division manages the program in partnership with NMMS and lenders.

6. IMPLEMENTATION

The Downtown Action Plan outlines numerous strategies and recommendations that the Town of Silver City should follow to provide for effective and efficient community development in Downtown Silver City. The key to utilizing this Action Plan is to review it on a regular (annual) basis and revise as needed to reflect the implementation steps accomplished. This Implementation plan provides a Project table, summarizing the projects outlined in the Action Plan, and assigns responsibility and funding sources.

Residents reviewed the “Key Ideas” proposed in the Downtown Action Plan at the community Open House meeting conducted in August, 2010 at the Silco Theater. Attendees placed comments on 16 project graphics exhibited at the Open House. While the community did not prioritize these projects, they did provide their feedback on post-it notes they attached to each project graphic. Included in the appendix is a listing of the combined residents’ comments on what they liked and disliked about these recommended actions for revitalization of the downtown area. The Town has initiated working in partnership with other economic development organizations to accomplish many of these projects.

“KEY IDEA” PROJECT	RESPONSIBLE ENTITY	*FUNDING SOURCES
1. Pope Street “Boulevard”	TSC, NMDOT	# 2, 4, 5, 7, 15
2. Feasibility Study Pope/College/Bullard	TSC, SCMS, NMDOT	# 2, 4, 5, 7, 15
3. Downtown Gateways	TSC, SCMS, NMDOT	#2, 4, 5, 7, 15
4. Wayfinding & Signage System	TSC, SCMS, NMDOT, Private Sector	#2, 4, 5, 7, 15
5. Public Art Focal Points	TSC, SCMS, Private Sector	#1, 2, 4
6. Green Spine	TSC, SCMS	#4, 5, 7
7. Main Street/Big Ditch Confluence Site	TSC, SCMS	#4, 5, 7
8. Connect Bullard & Big Ditch	TSC, SCMS	#4, 5, 7
9. Broadway Parking Improvements	TSC, SCMS	#5
10. Bullard/Spring Intersection Improvements	TSC, SCMS	#5
11. Depot Plaza/San Vicente Heritage District	TSC, Private Sector	#1, 2, 4, 9, 11, 13, 14
12. Hudson-Broadway Gateway	TSC, SCMS, NMDOT	#2, 4, 5, 7, 15
13. Town Civic Campus	TSC	#1, 5
14. Market Street Redirection	TSC	#5
15. Downtown Restrooms	TSC, SCMS, Private Sector	#1, 2, 4, 5
16. Theater District	TSC, SCMS, Private Sector	#1, 4, 8, 9
17. Façade Improvement Program	TSC, SCMS, Private Sector	#1, 2, 4, 16

Acronyms: NMDOT New Mexico Department of Transportation
 SCMS Silver City MainStreet/Arts & Cultural District
 TSC Town of Silver City

*Suggested funding sources for individual projects, other sources may also be available.

7. APPENDIX

- *COMMUNITY OPEN HOUSE 11/17/2009*
- *COMMUNITY WORKSHOP 3/26-3/27/2010*
- *COMMUNITY OPEN HOUSE 8/31/2010*
- *DOWNTOWN ACTION PLAN PARKING STUDY*
- *METROPOLITAN REDEVELOPMENT AREA DESIGNATION REPORT*

COMMUNITY OPEN HOUSE 11/17/2009

THE TOWN OF SILVER CITY AND SILVER CITY MAINSTREET PROJECT
INVITE YOU TO THE COMMUNITY OPEN HOUSE MEETING
ON THE

Silver City Downtown Action Plan

**Tuesday,
November 17, 2009**
anytime from 4:30 pm to 7:00 pm

**The Silco Theater
311 North Bullard Street**

The Downtown Action Plan is a planning effort focused on the downtown that will include public amenities, streetscape, reuse of historic building, wayfinding, signage and parking. Come and ask questions about the Downtown Action Plan and provide input on your concerns and aspirations for Downtown Silver City and the Silver City Arts and Cultural District.



There will be a short presentation at 5:00 pm by Charlie Deans with CommunityByDesign.

*Come by anytime between 4:30 pm to 7:00 pm and meet
the Downtown Action Plan consultant team!*

Refreshments will be served!



For additional information go to our website at www.downtownsilvercity.com
Questions or special needs? Contact Peter Russell, Silver City Community Development, at 575-534-6392 or
Charlie Deans, CommunityByDesign

FEEDBACK GATHERED AT THE 11/17/2009 COMMUNITY OPEN HOUSE

ARTS & CULTURAL DISTRICT/WAYFINDING STATION

- Make maps of downtown available in readily available printed materials
- Landmarks:
 - Visitor center - +, +, +
 - Billy the Kid
 - Bike shop
 - Large hardware store on highway
 - Museum
 - Big Ditch
 - Arts District
- Place detour sign on highway to increase Arts & Cultural District traffic
- Not “Old Town” but “Historic Downtown”
- Improve signage to out of town attractions – how to get there.
- Combine residential with downtown business to strengthen downtown, residents are invested in their neighborhoods
- Improve downtown signage/wayfinding, such as for Yankee/Texas Arts District
- Need directional signage (billboard?) as far out as Memory Lane
- Why go to downtown? For government or utility business
- Cleanup/renovate vacant storefronts
- Hudson to Visitor Center = route to historic downtown
- Info kiosks (three sided) around downtown with maps/flyers/events/information
- Reference maps (posted or on flyers) with symbols keyed to elements/symbols on the ground
- Consistent size or regulations for signage control, limits on a-frame signs
- Need signage outside district to lead to three downtown entries
- Silver City Colors: copper/metallics, colors of the native stone (greys, browns, smoke, yellows), colors of Silco Theater tiles
- College/Pope/Bullard intersection is very confusing
- Pope south @ College needs better directions to Historic District
- “Big Ditch” name confusion. Needs posted explanation
- Increase accessibility to Big Ditch, create walking/tour loop
- Artist guidebook has good maps of region and local areas. Good visitor reference.

-
- Pope @ College – need big sign on building to direct to Historic District
 - Need better/clearer signage coming north on 90, get them off Hudson onto Bullard
 - “Big Ditch” nothing to keep visitor there
 - Need explanation of history, name
 - Call it San Vicente, not “Big Ditch”, ditch implies garbage dump, needs new image and local value.
 - No one working at Visitor Center on Sundays, requiring private businesses to provide visitor information on busy tourist day.
 - Lots of empty storefronts = transition from services for locals to visitor interests & services
 - Silver City survives as a tourist town without providing tourist services. Do town residents/businesses want to be a tourist town.
 - Hard to find way, very difficult to know what is where
 - Need sign at Visitor Center saying “Historic Downtown Parking”
 - Need an arthouse or theater downtown with special student rates to lure WNMU students downtown.
 - Need working artisans within district. Allow work process to be seen.
 - Communicate with artists/craftsmen/artisans about skills, plans, assets, aspirations.
 - Utilize websites to provide wayfinding info for tourists. Link to other websites to keep information up to date.
 - Want to see “Old West” ambiance retained.
 - Preserve historic buildings.
 - Include Silver City Daily Press in A&C district boundary (map shows line through center of building)
 - Add southwest corner of Hudson & Broadway intersection to A&C district to provide gateway to downtown.

HISTORIC PRESERVATION AND ADAPTIVE RE-USE STATION

General comments:

- District must be a combination of residential and commercial to increase energy and vitality.
- Increase hiking and biking opportunities, linking railroad area to Bear Mountain to the north.
- Don’t invite tourists downtown without providing accessible restrooms. High curbs with three-foot drop and lack of handrails are problems.
- For a vibrant downtown, you need people downtown. Use second floor apartments. “It can be done; it has been done, even with old buildings. No excuses.”
- Tax credits are not used and not widely understood.

-
- Need a better mix of retail, businesses, and restaurants along Bullard Street. Layers of use will create vibrancy.
 - “Can’t be us verses them” in regards to business arteries into town. Don’t divide the city into parts.
 - Lack of dining options. Isaac’s Restaurant is for sale. Vicki’s Café is for sale. Twisted Vine is closed.
 - Several buildings at Bullard and College streets are for sale. Important location.
 - Re-institute programs on restoring old homes. Develop incentives, such as a paint partnership.
 - SHPO and NPS difficult to work with on tax credit projects.
 - Educate people on incentives for energy efficiency (tax credits)
 - Land Use Code currently undergoing revisions. Increased mixed use is one component.
 - Downtown is missing focus—a “center.” Murray Hotel, which has a strong presence, could be that center. Important resources such as the Museum, Courthouse, and former post office in immediate area.
 - Need more wayfinding.
 - Town needs to be proactive about buying sites. INVEST! (i.e. Jeff’s Auto Service Center on Broadway and lot at corner of Broadway and Hudson)
 - Design Review process needs more teeth.

Landmark Buildings and Opportunity Sites

- Important buildings for district: University, Co-Op, vacant buildings such as the former J.C. Penney’s and the theaters
- Old Elks Building would be good rehabilitation project.
- Need for gateway to the University on College Street. Create an allee or boulevard. The lavender garden cited as good example of what can be done.
- Silver Creek is a neglected site.
- Property above the North Addition Historic District is prime location for new library and nature center.
- Opportunity sites include: Jeff’s Auto on Broadway, corner of Broadway and Hudson as a gateway, re-development of The Mission, “Warehouse District.”

Big Ditch

- There were contrasting opinions about the Big Ditch. Some said visitors don’t know anything about it. Others said space used for spring Art Festival, new site of Farmer’s Market, and that residents use as lunch spot.
- A lot of crime, more police patrols needed.
- Needs to be better utilized, develop more as walkable paths linking assets of the community.
- The Big Ditch is a mix of public and private lands (see original plats).

Existing historic districts and potential for additional listings and/or expansion:

- The integrity of the Chihuahua Hill Historic District has declined so much that it should probably be de-listed.
- Silver Heights (1920s-1950s) might have potential for listing.
- Possible additions to WNMU Historic District
- Boundary expansion to Black's Addition below the University (north of 6th Street, west of D Street).

OTHER NOTES:

- Black's Addition is listed in the State Register only.
- Check WNMU district boundaries.

STREETS AND PARKING STATION

- Signage and one-way streets:
 - Difficult to read and particularly confusing for visitors
 - One Way streets should be one way all the way
 - Yankee Street: folks are always going the wrong way.
- Parking:
 - Need More!
 - Not enough handi-cap parking spots
 - Curb height is too high! Very difficult for passengers to get out of cars parked parallel to the street
- Streets:
 - Why is there no center stripe down Bullard?
 - Why one way streets? What is the relationship between one way streets and parking?
 - Use street signs to designate Arts and Cultural District by using a unique design
- Consider Jeff's Auto as a KEY parking location and opportunity site
- 15 MPH speed limit is not enforced
- Handicap parking is not enforced
- One way on streets have got to go: visitors are confused and it gets dangerous
- Look at ordinance and regulations for problems (they are badly written and difficult to enforce/unenforceable)
- Street maintenance needs improvement
- Walkers from Hudson to Downtown generally come from the eastside
- Parking for the Museum:
 - Previous angled parking provider more & easier parking & was more welcoming
- Steam clean the sidewalks both public and private
- Dangerous corner: Kelley onto Bullard due to visibility and parked cars

-
- Reexamine one-way streets in relation to overall circulation & safety
 - One-ways are not well marked and confusing for visitors
 - Setbacks from corners (sightlines) could be used more creatively i.e. planters
 - Convenient parking is needed for visitors
 - Business owners and employees are taking up valuable on street parking spots that should be available for customers and visitors
 - Consider round about or traffic circle at Spring Street and Bullard to honor tradition of “cruising” or “paseo” on the street where there community as families, couples and individuals walks or drive to see and be seen. This intersection became the official turn around spot in 1936. (2011 will mark the 75th anniversary of the city fathers actions designation)
 - Visitor Centers Parking is a good close-in parking area but the pedestrian connection to Bullard needs improvement:
 - Pedestrian bridge has issues; Poor lighting, homeless folks congregate there and signage is very poor
 - Post Office should have better connections to downtown and pedestrian bridge
 - Public transit should stop at the parking lots
 - Employee parking is an issue they take up customer spots. Also block driveways. Some spill over in residential area. No actual parking permits
 - Angled parking needed for Broadway both sides!
 - Public and Private signage not coordinated - causes confusion
 - Noise from motorcycles and boom boxes on Bullard is a problem. Noise ordinance is very weak and not enforceable
 - Curb heights relate to flooding and drainage (storm water management)
 - Thursday represents an Average business day
 - Saturday AM is represents High business day
 - Need for public parking in district
 - Consider structured parking but please wrap with retail
 - Bicycles;
 - Lack of Paths (but don't designate Bike Paths – they are dangerous)
 - Lack of Racks
 - Bike lane is used as turn lane – dangerous. Why not “Mark” it?
 - Interview Bike Shop owners before doing bike paths or network
 - Opportunities for Parking:
 - Vacant and underutilized lots at the north end of Bullard; they are now used for important community events such as dances and Arts Market
 - Sign Heights are wrong; look at ordinance
 - Intersection of Pope & College and dog leg to Bullard is an important gateway to district but very difficult to navigate. Look up accident records at that intersection
 - Many people are afraid to attempt parallel parking
 - There is a lack of striping for parallel parking (and no meters to keep parking orderly)

-
- Street Sweeper at 3:00 am is not effective and wakes up hotel guests (replace with smaller “motorcycle “vehicle” that uses a vacuum)
 - Proposal (this has been in the mix for 20 years):
 - Public parking east of the Big Ditch with more pedestrian bridges across to Bullard;
 - Turn Bullard into one-way street to make way for wider pedestrian environment and more on street parking and make Texas one-way the other way
 - Land Use Issues:
 - Create an outdoor public “gathering or seating” area next to the co-op and provide shade structure like a pergola. May have to deal with issue between smokers and non-smokers (envious of smokers because they have a reason to go outside and chat with others)
 - Why don't locals come downtown? Lack of everyday uses
 - Poor customer service: locals don't feel welcome or respected
 - Big boxes on the outskirts of town; we need business we lost to “Box” back in downtown
 - Need low cost space for not-for –profit arts
 - Buffalo Bar is threatening to walk past at night; the whole block feels deserted
 - Put housing on second floor- check zoning
 - Put housing above Vickies

LAND USES/ZONING/PUBLIC AMENITIES STATION

- Trash containers overflow constantly. Better solution, easier to collect, liners
- Women should be more involved in keeping things clean. They do it better
- Gateway idea: Nice on northwest frontage of Hudson
- Map has properties 1/2 in & 1/2 out of Action Plan. O.K.?
- 7th & Hudson (100 year old building)
- Bicycle friendly
- Public toilets
- ATV's (legal in AZ) are ticketed
- Not continuous and fully accessible sidewalks. Difficult & dangerous on Arizona but everywhere.
- Damage to cars during construction on road
- Get building – Bullard @ College. Get them painted to look better.
- Talk to land owners on Bullard – Make them fix up buildings.
- More “living over the store” mixed use!
- More people living downtown
- Fix zoning to allow this? (Not adopted yet. Adopt it!)

-
- Fill up existing buildings before we build new ones.
 - Empty buildings are discouraging. Use second stories.
 - Market & Cooper, one way east not west.
 - Consistent and thought-out one way street system.
 - Signage inconsistent
 - Market was original road in from Clifton/Cliff
 - Working artisans (zoning?)
 - Live-work space (zoning?)
 - Old buildings destroyed in Chihuahua Hill and Brewer Hill.
 - Crosswalks at every corner
 - Auto –free zone on Bullard?
 - C.P.T.E.D. – Things that reduce crime and vandalism
 - Better lighting
 - Communicate with brewery (brewery?) owners. Info. & input.
 - More bike racks
 - More connectivity by bike
 - Better signage – wayfinding
 - Bad sign at Hudson & Broadway. 1950’s postcard style “hard to read.”
 - Hudson west frontage S of Broadway looks awful.
 - San Vicente Creek better access & signage. Next to downtown.
 - Cooper was the gateway from the south
 - Mixed-use residential over commercial.
 - Allow residential in commercial (Interchange cable uses only in downtown) Biggest zoning problem (may be being addressed).
 - Don’t restrict B&B’s
 - Encourage businesses that preserve historic zones.
 - Power clean sidewalks downtown.
 - Recognize San Vicente Creek as the amenity it is! Riparian environment needs to be respected. (Not “Big Ditch”)
 - Blue trash containers are out of character/not appropriate.
 - Need more appropriate outdoor spaces that encourage civic interaction. (Right next to co-op, take another parking space). Good quality “urban” outdoor spaces.

-
- Wi-Fi Plazas, e.g. in front of Javalinas, Yankee St. Coffee.
 - Retainer wall on Big Ditch is deteriorated. (Who is responsible?) (Army Corp of Engineers)
 - Too much noise pollution. Too much loud music in vehicles. Better enforcement
 - Don't lose our Silver City character.
 - Use San Vicente as a learning center, "Arroyo Park."
 - Respect "dark sky" lighting requirements
 - Sustainability

Silver City Downtown Action Plan

The Town of Silver City, Silver City MainStreet and
Silver City Arts and Cultural District
invite you to the

Community Workshop on Revitalizing Downtown Silver City

Food!

Music!

What's your vision for downtown?

As a special feature for those who attend on Saturday, there will be a ground floor tour of the Murray Hotel at 4 pm!

Friday, March 26th

from 6pm to 8pm

at the
Sixth Street Elementary School
405 W 6th St.

6 pm to 8 pm Community Discussion
on Downtown

Saturday, March 27th

from 9am to 7pm

at the
Silco Theater
311 N Bullard St.

9 am to 11:30 am Presentation of
Ideas for Revitalization

11:30 am to 4 pm Community creates
their vision of downtown

12 Noon Lunch and Music Perfor-
mance by the Silver High School Jazz
Band followed by Brandon Perrault

4 pm Workshop participants tour of
the Murray Hotel ballroom

7 pm Presentation on Downtown Silver
City Plan



See our website at www.downtownsilvercity.com

Questions or special needs? Contact Peter Russell, Silver City Community Development, at 575-534-6392 or
Charlie Deans at charlie@communitybydesign.biz



Welcome to the Community Workshop on the Silver City Downtown Action Plan

Friday, March 26 6 pm to 8 pm at the 6th Street Elementary School

Saturday, March 27 9 am to 7:30 pm at the Silco Theater

WORKSHOP SCHEDULE

Friday- 6th Street Elementary School

6 – 8 pm

Community discussion on downtown

Presentations by planning team members on what we've learned about the downtown and feedback from community if we have it right, what is needed and what are your issues.

- What's a "Downtown Action Plan?"
- Plan boundaries/historic districts/zoning/land use
- Demographics and existing economics highlights
- Transportation/traffic existing conditions/parking
- Opportunity sites (city property, empty buildings, vacant land)

Saturday- Silco Theater

9:00 am Welcome back

9:30- 11:30

Silver City Downtown Vision: What Makes Great Downtowns/Arts and Cultural Districts

Presentation and discussion on inspirational designs of downtowns in other communities.

- *Streets/Public Places/Gateways/Greenways/Traffic calming/Wayfinding*
- *Arts and Cultural Districts/Heritage Tourism/Business Retention*
- *Historic Preservation/Adaptive Reuse of buildings*

11:30-2:00 pm **Community Planning Groups** with Planning Team/Committee members as facilitators.

Topics each group may want to consider in the downtown include:

- Attracting new businesses and keeping existing ones
- Facades/Building styles/preservation and restoration
- Adaptive reuse of buildings for civic/retail/office/residential uses
- Gateways and entries
- Squares, Plazas and public spaces
- Pedestrian-friendly streets, pathways and connections
- Arts, entertainment, heritage tourism
- Streets and parking
- Landscaping and Greenways

Lunch and entertainment is on-going during this time.

2:00 4:00 pm

Community Planning Groups present their plans/ideas/projects- each group selects their best ideas to present to the community, concluding with a synthesis/agreement session on common ideas/priorities.

4:00-7:00 pm

Planning Team closes the room to public and prepares community presentation.

7:00 pm

Planning Team Presentation on "The Best Ideas for Silver City Downtown" – Planning Team presents concepts and designs based on community's ideas

7:30 pm

Community input and closing

Follow the Plan development on www.downtownsilvercity.com.

COMMUNITY WORKSHOP IDEAS AND CONCEPTS

DOWNTOWN ACTION IDEAS
COMMUNITY WORKSHOP 5/27/2010

** Build on all previous planning and citizen efforts

CAPITAL IMPROVEMENTS IDEAS

Amenities

- Public restrooms throughout downtown
- Trash cans
- Bike racks
- More public art
- Multi-cultural heritage interpretation
- Better signage and wayfinding – to downtown and visitor center and within downtown

“Greening”

- Big Ditch enhancements
- Street trees
- Planters
- Wind / Solar
- Public gardens on vacant lots

Transportation

- Biking lanes / paths
- Build bridge across Big Ditch at Main
- Walking / hiking trails – connect downtown / Big Ditch to parks outside of downtown – geocaching
- Pedicabs / trolley – for events
- Ability to close Bullard Street temporarily for events – decorative gates
- More angled parking / new public parking lots
- More use of visitor center parking lot
- Pope Street improvements
- Improve all “stub streets” based on unique existing conditions and cross-section
- Gateways at Bullard & College and Broadway & Hudson
- Rotary at Pope/College/Bullard

PROGRAMMATIC IDEAS

Public Safety (esp. in Big Ditch)

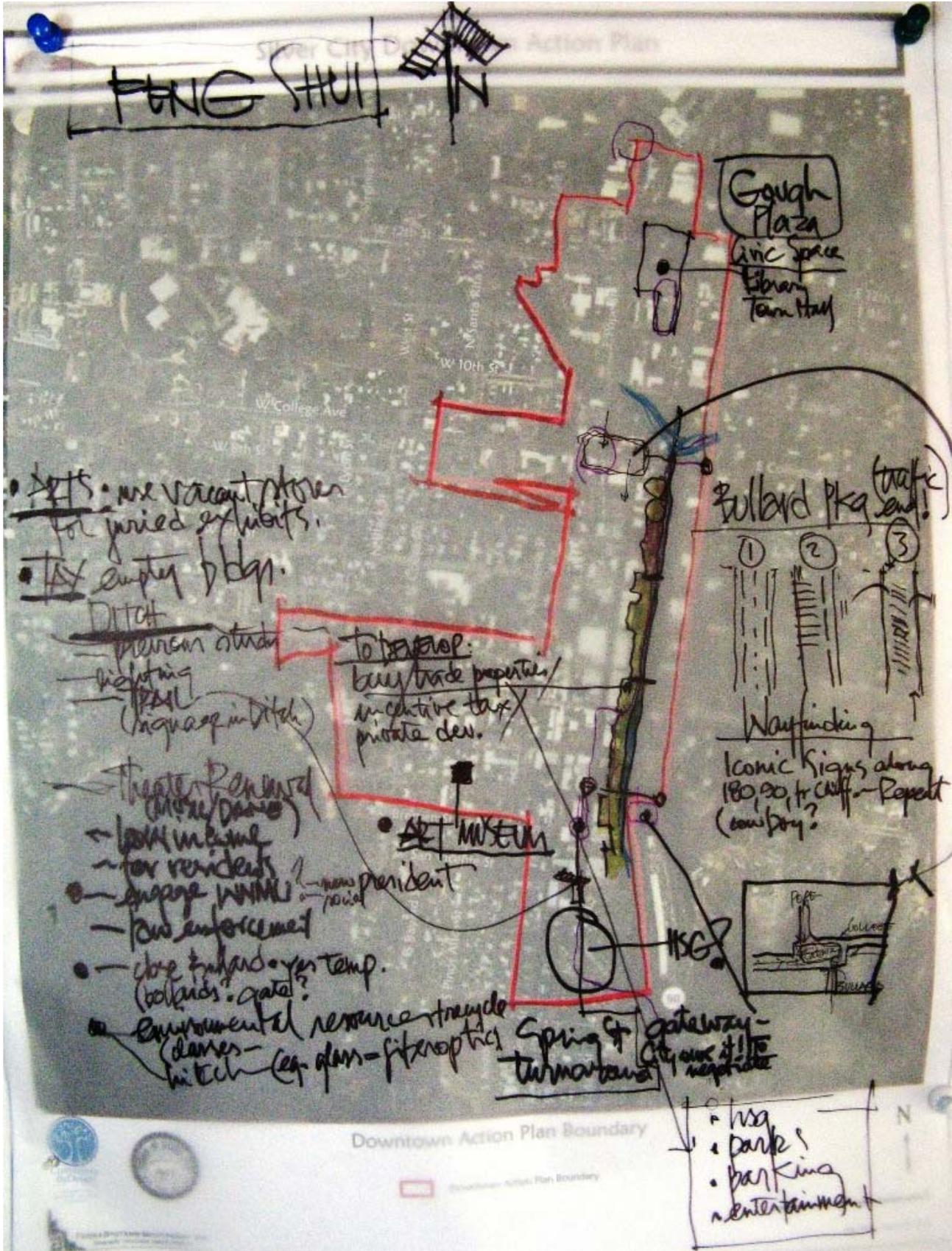
- Bike patrol
- Pedestrian crosswalks
- Drug / crime prevention
- Police substation
- Surveillance

Uses / Re-Uses

- Art museum / gallery
- Performance venue – indoor and outdoor
- 3 viable theaters with multi-cultural attractions
- Movie theater
- Dance hall / studio
- Library
- Civic Campus north of confluence
- Convention / conference facility
- Temporary art or artist studios in vacant storefronts
- Restaurants – outdoor seating
- Full-service hotel
- Grocery store
- Hardware store
- Pharmacy
- Tailor
- Youth / recreation center – music / dance / foosball / pool / affordable food
- Downtown housing – second floors
- Historic preservation and development
- Building / permitting / ordinance resource center – “One-stop shop” and handbook -ombudsperson
- Incentivize building owners to maintain property
- Awards program for outstanding preservation project
- Incentivize property owners to face Big Ditch
- Expanded, better publicized and marked architectural walking tours

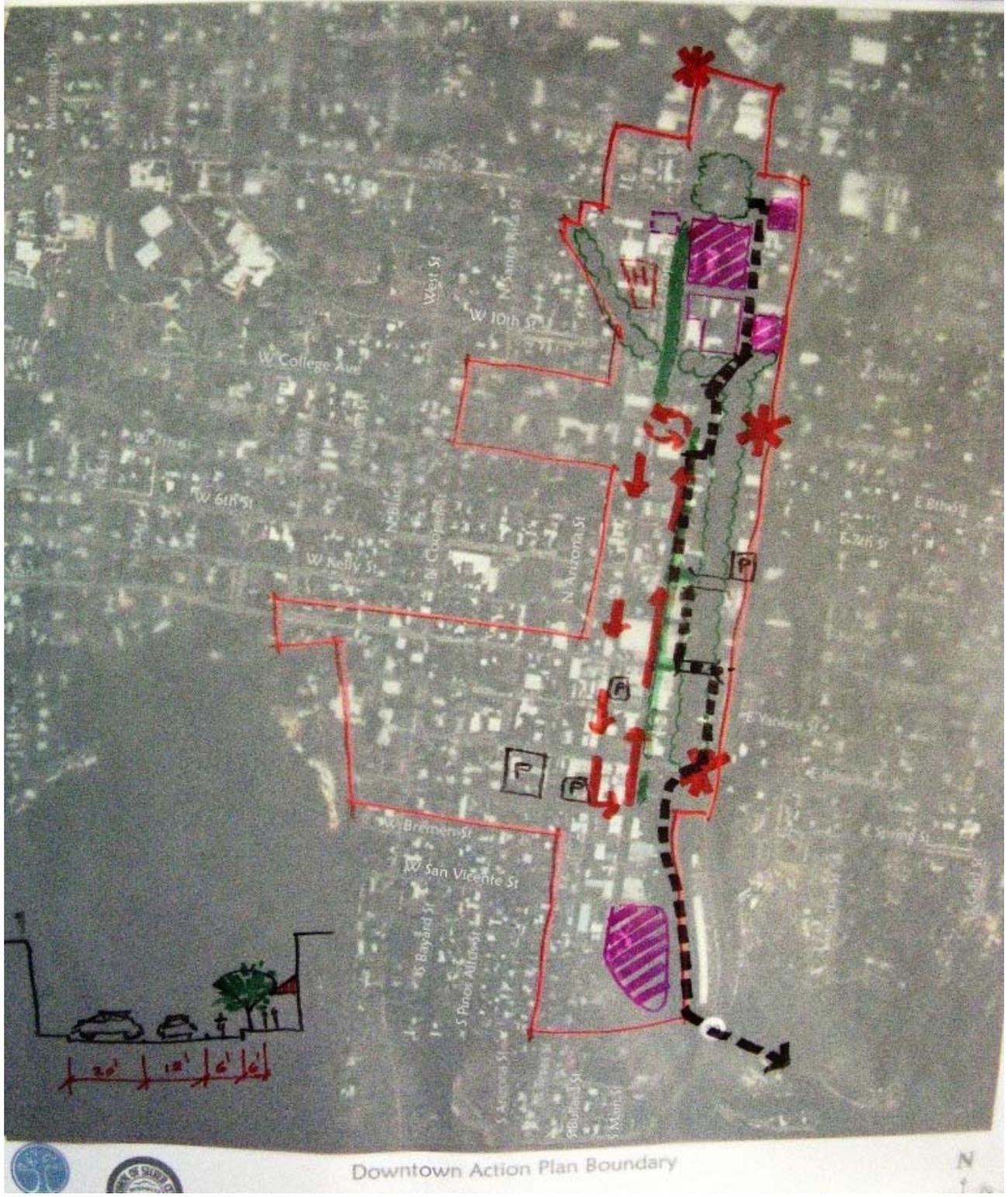
Organization / Financing

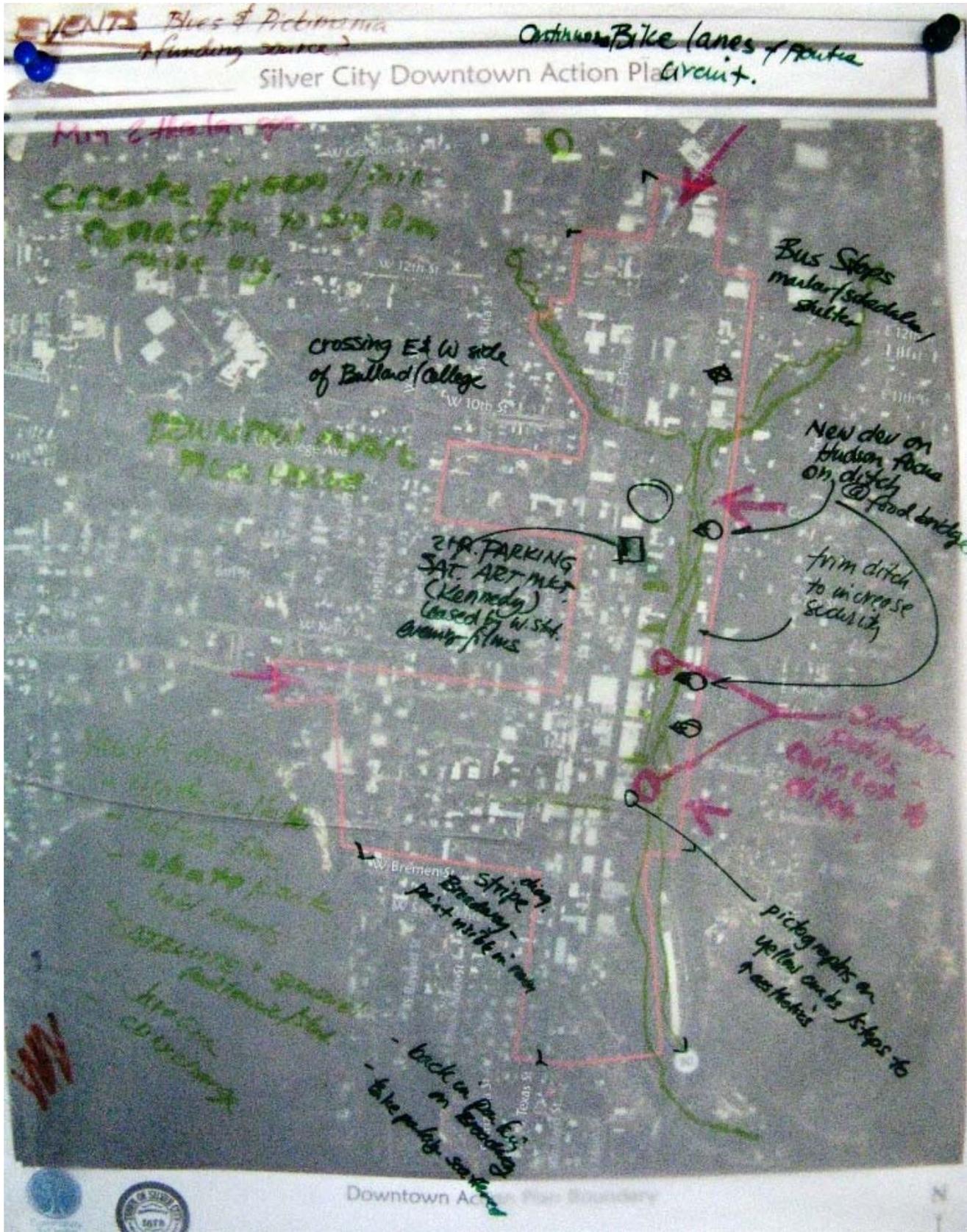
- Youth activities and projects
- Negotiate extended evening business hours
- Events and festivals
- BID - Business assessments for infrastructure improvements / maintenance
- Tax credit workshops



CHANGE
LABORATORY

Silver City Downtown Action Plan





COMMUNITY OPEN HOUSE 8/31/2010

The Town of Silver City, Silver City MainStreet and Silver City Arts and Cultural District invite you to come review the draft of the

Silver City Downtown Action Plan!

Community Open House

at the
Silco Theater
311 N Bullard St.

Refreshments!

Tuesday, August 31, 2010

Come by anytime between 4:00-7:00pm
Short Presentation at 6pm!



See our website at www.downtownsilvercity.com



Questions or special needs? Contact Peter Russell, Silver City Community Development, at 575-534-6392 or Charlie Deans at charlie@communitybydesign.biz

FEEDBACK - COMMUNITY OPEN HOUSE 8/31/10

Market/Retail Recommendations

1. Yes, all good ideas.
2. Need a more functional business mix.
3. All of Bullard should be zoned mixed-use and have affordable housing/market housing on 2nd/3rd stories.
4. Stop aggressive ticketing that scares off locals.
5. I agree, ticketing visitors BAD idea.
6. I totally agree (*about aggressive ticketing*)
7. Yes – home based business support is practical for S.C. Good insight into the community.
8. Rehabilitate the old Waterworks into a museum/nature center.
9. Enhancing our green and open space will bring more visitors.
10. Solicit Elderhostel (Road Scholar).
11. Green Chamber is working on a “buy local” program.
12. Partner w/ existing groups that are already working on similar/like projects – don’t duplicate.
13. Coordinate community marketing!

Community Workshop Conceptual Plan Recommendations

KEY IDEA 1 – Pope Street “Boulevard” - Rework Pope Street as a “Boulevard”, incorporating a median, narrower travel lanes and landscaping to slow traffic and create a green, more inviting and walkable entry from the north.

1. Much needed!
2. Yes! Good idea.
3. Good idea, consider one thru travel lane.
4. Beautiful but expensive. May take a few years to fund.
5. Who will maintain? Trees/landscaping that can handle the heat.
6. Yes! The Boulevard is big – lets spruce it up.
7. I think eliminating the center turn lane could be dangerous, but I like the trees.
8. Recommendation #3. Narrow streets contribute to character and narrow travel lanes are traffic calming.
9. ♥
10. Most likely to work! Least opposed.
11. Make sure can see around trees/shrubs. Don’t block left turn access to business.
12. I think this might draw people away from Historic downtown.
13. I like B! Choking up the traffic is not good for downtown.
14. Developing a greenbelt along Pope will take people and resources AWAY from Downtown. BAD timing to have it part of this plan.
15. More attention to non-motorized transportation rather than cars downtown – it will help not hinder business.
16. Please include bicycle lanes and walking paths in all aspects of the Plan. “Complete Streets” is the way to go.
17. Complete Streets concept always a good idea.
18. I’m in favor of multimodal transportation in SC
19. Regarding the Mainstreet Action Plan, please have multimodal transportation corridors connecting downtown with the county population.
20. Close off half or ALL of Bullard to become a pedestrian mall with a bike lane.

KEY IDEA 2 – Circulation Feasibility Study for Pope-College-Bullard - Study the feasibility of improvements to the Pope-College-Bullard intersection to make it more pedestrian and bicycle friendly, improving traffic flow and reducing confusion at this complex intersection.

1. People will be confused at first, but I still think that it is a good idea.
2. I like it – improves pedestrian safety.
3. Roundabouts do not work in the East. They're busy taking them out.
4. Good idea if there is enough room.
5. No! Looks even more confusing!
6. Limited space already – might encroach too much on existing space. Not in favor of roundabouts.
7. Might be o.k.
8. Public education – Better than it is.
9. I love roundabouts!
10. Pedestrian walkways look good. Hopefully wil make for safer intersections.
11. Trouble*
12. Be conventional. No RoundABOUTS!
13. Roundabouts are trouble, especially 2 so close.
14. Rotaries are confusing/intimidating for tourists, difficult for trucks and larger vehicles and dangerous for pedestrians & bicycles.
15. Yes – the roundabouts are needed.
16. People around here can't even drive on normal streets.
17. Roundabouts work well, but two so close together looks like trouble. What happens when it's very busy?
18. Roundabouts could work!

KEY IDEA 3 – Downtown Gateways - Develop key gateways into the Historic Downtown. Concepts such as specialty paving, sculpture, monumentation, signage and ornamental vegetation can invite people Downtown. Implementation of these gateways should be a part of DAP wayfinding strategies.

1. Yes, many confused tourists the first time.
2. If your not from Silver City its hard to find downtown.
3. Yes, need better signage at north end.
4. The new gateway is almost invisible. More and recognizable are good.
5. Yes – Attractive photovoltaic night lighting w/o glare & protecting night skies.
6. The sign and the landscaping are good.
7. Wayfinding needs to happen here.
8. Have a consistant sign design, interp. kiosk, archway, wayfinding
9. Landscaping is good! Signs not bad.
10. Yes – but have logo & color theme for all signage to ID to Silver City at a glance.
11. Wayfinding is/should be #1 priority.
12. Important and could be done bit by bit if needed.

KEY IDEA 4 – Wayfinding and Signage -Create a comprehensive system of wayfinding and signage.

1. Yes
2. Yes!
3. Signage doesn't mesh with Land Use Code - ?
4. Good idea. Do not overdo color – be sure they can be seen but blend into downtown design.

-
5. So many people miss downtown...wayfinding is very important. Signs look nice.
 6. #4 priority.
 7. Signage in Deming?
 8. Why Yankee Street? (*commenting on conceptual directional sign*)
 9. Why not Texas too? (*commenting on conceptual directional sign*)
 10. Consistent color scheme. Does SC have a logo?
 11. Very Cool!
 12. Tie all signs together with consistent designs.
 13. Yes!
 14. Need signage, covered indoor/outdoor structure and town-financial support for farmers market.

KEY IDEA 5 – Public Art - Create unique public art focal points at key locations.

1. We need more
2. Not at the expense of other projects
3. Yes
4. Absolutely
5. Yes – I was just in Paris and art was everywhere – it felt so enlivening.
6. Represent ALL artists, not just the usual suspects
7. Nice – Can they be changed periodically
8. Cool!
9. Love the idea of public art.
10. Great!
11. Absolutely
12. Good Idea – photovoltaic night lighting – protect the dark skies.

KEY IDEA 6 – Green Spine - Utilize the green “spine” of vegetated creeks to tie together the Town’s resources. Extend pedestrian facilities and add bridges at strategic locations.

1. Yes!
2. Yes, great idea – trail/bikeway/equestrian path to tie Scott Park to old Waterworks on Silva Creek & High School on PA Creek.
3. Make sure trails are accessible to bikes/strollers/wheel chairs – everyone!
4. Incorporate bike paths.
5. Yes! Some of these areas feel unsafe, how to address?
6. I agree, they do feel unsafe at times.
7. Yes, with bike paths.
8. SC Riverwalk a great idea: enhance walking/bikes, health, beauty, good for tourism.
9. Yes! Silva and Pinos Altos creekside would be ideal ped and bikeways!
10. Bike Paths! Yes.
11. Great idea!
12. #3 priority.
13. Absolutely – agree w/ suggestions to add bike paths.
14. Lots of under-used potential here, for feet and pedals.
15. Absolutely! Silva Creek and Pinos Altos Creek too.
16. Pedestrian transportation options throughout downtown and connecting neighborhood is a great idea.

KEY IDEA 7 – Link Main Street to the Big Ditch - Connect the Big Ditch with the remnant of the original Main Street to the north. Include interpretive display about the creation of the Ditch.

1. Yes.
2. Good idea
3. Yes, more improved public access to natural areas. esp. with bike paths.
4. Yes – Wide bridges/picnic area tied together (walking paths).
5. Yes! More pedestrian and bike bridges.
6. Great idea. Photovoltaic night lighting.
7. Great addition. Should be easy to write a grant for.
8. We already have 2 + Broadway & College.
9. Good idea!
10. ?Where is this place? 100-yr floodplain concerns.
11. Like the bridge and kiosk idea.
12. Yes – like interpretive kiosk.

KEY IDEA 8 – Connect Downtown and the Big Ditch -Enhance Downtown’s connection with the Big Ditch and expand gathering opportunities. Create a series of east-west green fingers to increase gathering space and bring the park into downtown and the community into the park.

1. Really good ideas
2. Nice.
3. Love it!
4. #2 priority.
5. Excellent attractive (perhaps photovoltaic) night lighting (protecting dark skies).
6. Elevated Yankee great idea.
7. Enhancing stub streets to bring Big Ditch into picture + + + +
8. Love the elevated Yankee St idea.
9. Too much emphasis (cost) just for Yankee St.
10. I like the elevated Yankee plaza.
11. More tree along the streets will enhance the walking experience of downtown.
12. Good idea. Use “Main St” easement as walkway.
13. Would love to see Texas become something other than an alley.
14. I like!
15. Complete Streets always a good concept.

KEY IDEA 9 – Broadway Parking - Improve parking along Broadway.

1. Learning curve for old drivers (& some new). Seems good for safety.
2. NO. Parking in reverse too weird.
3. Ugh! Fender benders waiting to happen.
4. I’ve done this in Tucson – it works! I almost had a fender bender on Broadway yesterday. This is a GOOD IDEA – REDUCES fender benders!
5. Difficult for elders to enter.
6. Depicted diagonal parking is backwards to traffic flow – Keep it consistent from one block to the next.
7. A lot of older people in Silver. They don’t back-in very easily. That means the elders have to park elsewhere and walk further.

-
8. We need more parking downtown.
 9. What makes downtown great is NOT cars, so why are we giving them so much attention? Must be the \$\$\$.
 10. Why increase # of parking spaces (for example adding back-in parking) when parking utilization is only 47% at its peak?
 11. I like the safety improvements. Let's try it!
 12. We need more parking, but this is not the answer.

KEY IDEA 10 –Bullard/Spring Intersection - Enhance Bullard and Spring Street intersection in response to local use.

1. Yes. They “Round About” anyway!
2. Very good.
3. This intersection currently floods.
4. Cruising is happening – so lets support it.
5. How does Jalisco feel about this?
6. Great *
7. Yes! Would make it safer.
8. Is there really that much traffic to justify a roundabout – need more bike friendly access.
9. Yes!
10. Put one at Alabama & 13th Street, TOO!
11. Great idea & not expensive.
12. Another roundabout!
13. Absolutely! The crusiers need this!
14. Excellent idea.
15. Roundabout appropriate.

KEY IDEA 11 – Depot Plaza/San Vicente Heritage District - Infill the vacant lands at the south end of Bullard.

1. Needs Infill!
2. Rebuild the historic depot! Chinese Gardens!
3. Good idea – Yes to develop this area!
4. Unused potential real estate. Also please include trail connection between San Vicente Creek and Bullard.
5. Add nature studies space to complement outdoor classroom.
6. What is meant by “infill”? I like the proposed uses.
7. What does the blue/red lines mean?
8. This area needs attention. Good ideas.
9. Connect this to San Vicente Creek trail.
10. Unsued potential.
11. Final Phase – Do the other projects 1st.

KEY IDEA 12 – Hudson-Broadway Gateway - Utilize the key opportunity site at Hudson and Broadway to create special features announcing arrival at a “special place.”

1. Developing gateway important to downtown.
2. Like the gateway. Paving would be nice.
3. Decrease the turning radius on the northwest corner of Hudson and Broadway.
4. Yes! Yes! Yes!
5. These would support the arch – good!
6. Good idea but not too visible
7. #1 priority. Inviting.
8. Good idea – more signage on Hwy 90 BEFORE gateways – Don’t overdo entrance & protect dark skies (no glare, etc.).
9. Wonderful idea. Need another at College.
10. But once they are here, where do they go? Down Broadway?
11. I am not sure this is necessary. Looks expensive.
12. Need more free parking.
13. Absolutely.
14. Good ideas. The letters on the arch need to be BRIGHTENED. Paint them Silver?

KEY IDEA 16 – Theater District - Create a Theater District centered on the three Bullard Street theaters of the Silco, Gila and El Sol as performing arts/film venues and cultural center hub. All three theaters should be restored and preserved. The synergy of three historic performing/cultural outlets in close proximity would be unmatched in New Mexico.

1. It would be great if there was actually a theater.
2. A community with a movie theater is where people want to live.
3. Re-open theaters.
4. Love the theaters – something needs to be done.
5. Would be nice if Gila would become a “brew & view.”
6. Silco – Live performance; Gila – English Films; El Sol – (respect “Hispanic Language” history) International Films
7. Bring back a movie theater.
8. Venues needed for performing arts + films.
9. Great idea but do we have the population/clientele for 3 theaters.
10. Something needs to happen!
11. We really need to use these theaters!!
12. Rehabbing these structures will turn them into valuable community assets.
13. Tourists take pictures of this one (*El Sol*), but it’s really out of character (or not – Silver City is pretty eclectic).
14. Sell them! Fix them up! Beautify them! Then use them!
15. Ditto (*to the comment above*)
16. We need this to make downtown an authentic entertainment destination for the community and visitors.

General Comments, Ideas, Concerns, Solutions

1. Complete Streets idea for downtown will enhance it with: Beauty; Increased walking activity; increase tourism.
2. Roundtrip riverwalk - multi-modal (bike/walk) a great idea.
3. Mention restoration of historic Waterworks building in "extended downtown." Tied in with trail system.
4. Off-street pedestrian and bicycle trails connecting downtown to neighborhoods north of U.S. 180.
5. Don't decrease parking.
6. Look into Rural Development Funding through USDA.
7. Coordinate with diverse organizations to support programs that are already in process – Don't duplicate efforts (we need a clearinghouse to assess "what's being done" and "what needs to be done." Secure funding to meet a well designed budget.
8. Involve WNMU in downtown development – "Satellite campus" or stand alone building = increase community involvement.
9. We need to bring this information to the community since the turnout tonight was largely "the choir."
10. The first few times I visited Silver City I was impressed by the parking lot at the visitor center, the walking bridge across the Big Ditch, the walk along the Big Ditch, and the pleasant walkability of downtown Silver. Then I moved here. Lets's keep the momentum of these earlier successes by expanding trails along the arroyos and ditches, until much of the town can be accessed on foot.
11. The town needs an overall "tree management" plan that includes replacing, care, additions.
12. More trees.
13. More bike lanes.
14. Wayfinding.
15. Please add the Public Library to the "Cultural Spine."
16. Make building owners responsible for up keep on empty buildings. TOO MANY empty buildings.
17. Downtown has good sidewalks, but surrounding parks have poor sidewalks.
18. Main priority connected walk/byways to take advantage of green belt.
19. Enforcement of the 18" from curb parking reg, with huge fines is onerous. Allow flexibility downtown, especially where curbs are high!
20. Yes – stripe the parking spaces with allowances for above (see p.62).
21. Loading zones are a good idea.
22. Yes to Plan Goal: "Develop a campus of civic offices in the vicinity of Gough Park that incorporates existing Town assets."
23. Yes to Plan Goal: "Promote and accommodate residential use in the downtown historic area."
24. Support Energy Efficient Design.
25. Photovoltaics
26. Recycling containers for downtown pedestrians.

DOWNTOWN ACTION PLAN PARKING STUDY

Silver City Downtown Action Plan

Parking Study

1.0 INTRODUCTION

A parking study was conducted for the Silver City Downtown Action Plan in March and April, 2010. The study included an inventory of the study area, and two utilization surveys. The study area was defined as the area generally bounded by College Blvd to the north, the Big Ditch to the east, Sonora St to the south and Cooper St to the west. Figure 1 contains a map of the area studied.

Two utilization studies were conducted, one on Thursday April 15, 2010 to represent an average weekday and one on a Saturday to represent the weekend parking demand. The Saturday count was conducted on April 17, 2010, and it corresponded with the Celebration of Spring Festival in Big Ditch Park. The data were collected by parking area and summarized by blocks and streets.

The purpose of the study was to quantify the existing parking, and determine how much of the available parking is being utilized. In addition, recommendations were prepared to maximize parking in central Silver City. The data described and summarized herein yield valuable information concerning parking characteristics within the Silver City downtown core.

2.0 PARKING INVENTORY

A block by block parking inventory was conducted to identify all existing parking spaces within the study area corridor. The inventory included all parking spaces contiguous with each block, including all on-street and private parking lots. On-street parking was collected only on one side of the street for each block, except for the perimeter of the study area where both sides of the street were counted. All public and private off-street parking was internal to each of the 31 blocks. The majority of public parking was located between the businesses facing Bullard St and the Big Ditch, dirt/ gravel surfaces without formally developed spaces. The inventory also included the Silver City Visitor Center parking lot adjacent to downtown.

Some properties were excluded from the inventory data collection. Single family residential parcels were not counted as they were difficult to define and would not be considered part of the City's parking supply. Similarly, small open areas at commercial properties were not counted unless there was specific designation as site parking or vehicles were parked during the utilization study.



Figure 1. Parking Study Area

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Parking Study

In addition to determining the number of parking spaces, the roadway widths were measured. These widths were used to determine if each roadway was wide enough to permit parking along each side. Roadways narrower than 30' may restrict emergency vehicle access which requires 14' for passage and fire truck setup if vehicles can park within 8.0' of the curb. Many street sections within downtown Silver City have curbs higher than 9", resulting in vehicles parked up to 4' from the curb. The high curbs can lead to severe restriction of the roadway width for emergency vehicle access when vehicles are parked along these sections.

The inventory considered a number of data collection parameters. For on-street parking, the number of spaces was identified as parallel, angle, and 90° parking spaces. On-street spaces were estimated where parking prohibition was neither signed nor had yellow painted curb. Time limits, signed in some sections of Bullard St and Yankie St, were noted for the number of spaces that they applied to. On-street spaces designated for the physically challenged were also quantified by each block, as well as in parking lots.

Private parking areas were also identified and counted. Some parking lots were paved with designated spaces, some paved without formal spaces identified, and some lots were unpaved with earth or gravel surfaces and no specific definition. For each lot without formal spaces, the number of spaces was estimated. In addition, a number of vacant lots within the study area were identified, and these areas were frequently utilized for off-street parking without formal space designation. Each vacant parcel was identified, and the number of spaces estimated as if they would be developed as formal parking lots. The spaces were estimated by dividing the vacant parcel area in square feet (SF) by 325¹ SF to conservatively determine the potential parking yield for each lot.

The 31 block inventory yielded the following general results.

Total Parking Spaces	1254	100%
On-Street Parking Spaces	785	62%
Parallel	758	96%
Angle	13	2%
90°	14	2%
Off-Street Parking Spaces	469	38%
Off-Street Public Spaces	175	14%
Total Handicap Spaces	31	2%
On-Street Handicap Spaces	25	2%
2-Hour Time Limited Spaces	67	5%

The inventory data indicate that the majority of parking within the downtown area is on-street parking, and 96% is parallel parking. Angle parking is restricted to Broadway St between Texas St and Arizona St, and 6th St east of Bullard St. The small percentage of time limited parking indicates that the restrictions should minimally impact parking in central Silver City.

A block-by-block summary was compiled and the results are contained in Table 1. This table indicates the concentration of parking block-by-block downtown. It should be noted that the where parking was allowed on both sides of a perimeter street (such as Arizona St), both sides were included in the inventory. For all other blocks, one the side of the street adjacent to the block was counted. Block 40 is the Visitor Center parking lot along Hudson St.

¹ ITE *Traffic Engineering Handbook*, 4th Edition, 1992, page 212, range of 310 SF to 330 SF per vehicle.

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**Table 1
Parking Inventory – Study Area by Block**

Block	On-Street	Off-Street	HDCP	Block	On-Street	Off-Street	HDCP
1	53	24	0	2	30	68	1
3	16	60	1	4	30	20	3
5	26	0	0	6	11	8	2
7	33	0	0	8	25	5	0
9	27	0	1	10	26	33	0
11	20	0	1	12	14	7	1
13	26	0	1	14	25	4	0
15	12	13	0	16	26	0	1
17	26	15	3	18	22	22	1
19	27	0	3	20	22	5	2
21	13	8	2	22	35	0	1
23	31	0	0	24	33	20	0
25	38	0	1	26	22	0	2
27	8	11	1	28	44	31	0
29	15	28	1	30	24	8	0
40	0	73	2				

The highlighted cells in Table 1 represent the densest development in downtown Silver City along Bullard St and Broadway St. These 10 blocks contain 195 on-street parking spaces, 48 off-street spaces and 13 handicap spaces. These blocks represent 30% of the study area with 20% of the parking supply, indicating latent parking demand in this area.

The inventory data was also summarized along each study area roadway. Table 2 contains the number of available on-street spaces by roadway, and a summary of the off-street private and public parking spaces.

**Table 2
Parking Inventory by Location within Study Area**

Street	Spaces	Street	Spaces
Bullard St	147	6 th St	41
Texas St	147	Kelly St	33
Arizona St	91	Market St	30
Pinos Altos St	27	Yankie St	49
Bayard St	30	Broadway St	73
Cooper St	16	Spring St	64
College Ave	12	San Vicente St	5
7 th St	26	Sonora St	2
Private Off-Street	286	Public Off-Street	175

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Parking Study

3.0 PARKING UTILIZATION

Two parking utilization studies were conducted within the study area, on Thursday, April 15, 2010 and Saturday April 17, 2010. Each parked vehicle was counted each loop through the study area at both on-street and off-street locations. The weekday count was conducted from 8:00 am through 6:00 pm (10 trips), with each loop starting at the top of each hour. The weekend count was conducted from 9:00 am through 3:00 pm (6 trips), also starting each loop at the top of the hour. Each loop required approximately 40 minutes to complete. Each area inventoried was included in the parking count. A summary of all data collected is contained in Appendix B.

The weekend count was likely not a typical weekend as the Celebration of Spring Festival was occurring between the hours of 10:00 am and 1:00 pm. It is anticipated that the parking demand may have been slightly higher than normal on that day. There was also a flea market utilizing the Visitor Center parking lot until noon on Saturday, likely increasing vehicle volumes at that location.

In addition to counting the spaces, three types of vehicles were noted. The primary type was a passenger vehicle, assumed to be 18' or less in length. These vehicles should fit into a standard 22' long parking space. The second classification was a large vehicle, and full-size, dual cab pickup trucks or larger fit in this category. The final category was a motorcycle.

Tables have been prepared to summarize the parking utilization. The tables were created separately for the weekday and weekend parking utilization, and the values represent all vehicle types. The data in Tables 3 and 4 were summarized by block, and also include a total for all blocks within the study area.

Table 3
Weekday Parking Utilization – Study Area by Block

Block	Spaces	Ave Filled	Percent Filled	Block	Spaces	Ave Filled	Percent Filled
1	77	13	16%	2	99	30	30%
3	77	25	32%	4	53	12	23%
5	26	15	59%	6	21	7	33%
7	33	4	12%	8	30	18	60%
9	28	19	66%	10	59	10	17%
11	21	16	74%	12	22	11	50%
13	27	13	47%	14	29	14	47%
15	25	8	33%	16	27	10	37%
17	44	16	37%	18	45	15	33%
19	30	16	53%	20	29	17	59%
21	23	8	34%	22	36	8	22%
23	31	7	22%	24	53	22	41%
25	39	17	44%	26	24	15	62%
27	20	17	83%	28	75	16	22%
29	44	19	44%	30	32	7	21%
40	75	12	16%	ALL	1254	436	35%

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Table 4
Weekend Parking Utilization – Study Area by Block

Block	Spaces	Ave Filled	Percent Filled	Block	Spaces	Ave Filled	Percent Filled
1	77	15	19%	2	99	36	37%
3	77	30	39%	4	53	18	33%
5	26	20	75%	6	21	14	67%
7	33	12	36%	8	30	21	71%
9	28	20	73%	10	59	19	32%
11	21	20	94%	12	22	8	37%
13	27	18	67%	14	29	23	78%
15	25	11	45%	16	27	7	24%
17	44	2	4%	18	45	9	21%
19	30	17	56%	20	29	20	70%
21	23	10	45%	22	36	6	18%
23	31	7	23%	24	53	23	44%
25	39	17	44%	26	24	17	71%
27	20	6	28%	28	75	19	25%
29	44	17	39%	30	32	8	26%
40	75	28	37%	ALL	1254	499	40%

The results from the downtown core were highlighted in Tables 3 and 4. Summarizing the data, the downtown core experienced 54% average utilization on a weekday and 49% on a weekend. The remaining study area experienced average utilization of 30% on a weekday and 38% on a weekend. It is interesting to note that the weekend count had a higher average utilization than the weekday, 40% as compared to 35%. This information is shown graphically on the following page.

Utilization fluctuated throughout the day. The minimum and maximum hourly counts are summarized in Table 5.

Table 5
Parking Utilization – Minimum/Maximum Hourly Summary

Block	Time	Total Spaces	Filled Spaces	Percent Filled
Weekday				
Maximum	12:00 – 1:00	1254	521	42%
Minimum	8:00 – 9:00	1254	251	20%
Weekend				
Maximum	12:00 – 1:00	1254	584	47%
Minimum	9:00 – 10:00	1254	361	29%

The weekend experienced a higher peak hour than the weekday. This may have resulted from the special event that was focused east of Bullard St between Yankie St and Kelly St. It should

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be noted that the highest utilization both on the weekday and weekend occurred over the noon hour. The lowest utilization occurred during the first hour of data collection each day.

The following graphics were prepared to show the average utilization percentages during the weekday and weekend counts. These data are found in Tables 3 and 4.) The weekday count showed the highest utilization near 6th St and along Broadway St. The weekend count found maximum utilization in the Bullard St corridor.



Figure 2/3. Parking Utilization by Block

An alternate examination of utilization was conducted for parking along each roadway corridor. Table 6 contains the utilization results for on-street parking along each roadway, and summaries for off-street locations. The table reports the maximum [Max Filled] and average [Ave Filled] parking utilization for the on-street spaces along each road for the weekday and weekend counts. The percentage of spaces filled for the maximum [Max% Filled] and average [Ave% Filled] hourly period is also reported.

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Table 6
Parking Utilization by Corridor

Street	Total Spaces	Weekday				Weekend			
		Max Filled	Max % Filled	Ave Filled	Ave % Filled	Max Filled	Max % Filled	Ave Filled	Ave % Filled
Bullard St	147	101	69%	78	53%	123	84%	108	74%
Texas St	147	58	39%	42	29%	79	54%	60	41%
Arizona St	91	21	23%	15	16%	21	23%	16	17%
Pinos Altos St	27	4	15%	2	8%	4	15%	2	7%
Bayard St	30	14	47%	8	28%	7	23%	5	16%
Cooper St	16	6	38%	3	20%	5	31%	3	21%
College Ave	12	10	83%	5	45%	10	83%	6	51%
7 th St	26	14	54%	8	30%	12	46%	10	37%
6 th St	41	32	78%	25	61%	37	90%	33	79%
Kelly St	33	17	52%	14	41%	23	70%	20	60%
Market St	30	25	83%	17	56%	24	80%	21	69%
Yankie St	49	24	49%	18	36%	31	63%	25	51%
Broadway St	73	46	63%	39	53%	39	53%	34	47%
Spring St	64	21	33%	16	25%	17	27%	12	18%
San Vicente St	5	1	20%	0	4%	2	40%	1	17%
Sonora St	2	4	200%	4	180%	4	200%	4	192%
Private Off-Street	286	121	42%	85	30%	93	33%	68	24%
Public Off-Street	175	76	43%	56	32%	89	51%	74	42%

Table 6 confirms that the parking is aggregated along the primary commercial corridors. Bullard St, 6th St, Market St and Broadway St each average better than 50% utilization during weekdays. The weekend found Bullard St, College Ave, 6th St, Kelly St, Market St and Yankie St averaging more than 50% utilization. The 6th St corridor averaged the highest utilization both weekdays and weekends, and experienced the highest hourly utilization, 90%. (There is one anomaly in the data, Sonora St, which had utilization near twice the capacity. This result was from residential vehicles parked partially in the street where no parking should be permitted.)

The block by block on-street segments indicated that Bullard St was the primary destination. Review of the hourly data revealed that each segment of Bullard St between 7th St and Spring St had at least one hour where there were no parking spaces available, two segments where one additional vehicle was parked over the established capacity, and one segment where two vehicles were parked over capacity. No other roadway (except Sonora St – as described above) met or exceeded capacity throughout the study period. Bullard St, between 7th St and Spring St should be considered capacity constrained, i.e., there is more demand for parking than there is capacity along Bullard St.

The vehicle types were also summarized for the two study periods. Large vehicles accounted for 3.9% of the weekday parked vehicles and 3.8% on the weekend on average. Motorcycles

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constituted 0.9% of the weekday vehicles and 0.6% of the weekend count. All remaining vehicles counted were standard size passenger vehicles.

4.0 ON-STREET PARKING TYPES

On-street parking provides destination parking for access to the businesses and residences within the Silver City downtown. The on-street parking supply is either parallel or angle parking, and angle parking can be any angle between 30° and 90°. The parking inventory indicated that 96% of all on-street parking in Silver City is parallel parking. The remaining spaces are angle parking, about half are 90° and half are less than 90°. None of the angle parking is designated with striping.

Parallel parking should remain as the primary form of on-street parking in downtown Silver City. Given the block lengths in Silver City, it will be more efficient to provide parallel parking along two sides of a street (at least 30' wide) unless the street is wide enough to allow two rows of angle parking. Angle parking will increase the parking supply by up to 70% (at a 45° angle) along one side of a street, but a 100% increase would be required to make it as efficient as parallel parking. If the angle is increased to 60°, angle parking would be as efficient as parallel parking, however, it would require the travel lane to be 1 to 2 feet wider in each direction to accommodate vehicle turning radii. Two rows of 45° angle parking require a minimum effective width of 58', while two rows of 60° angle parking would require 62'. The widest street in downtown Silver City, Broadway St, has a maximum effective width of 59'.

Angle parking can be designed as head-in or back-in parking. Currently, Broadway St has head in angle parking along the south side between Texas St and Arizona St. The parking is uncontrolled in that it has no space demarcation to designate each space. This can lead to multiple angles for the vehicles parked along the street, as well as varying angles on a daily basis. If too flat of an angle is parked by the initial vehicle, the number of spaces available may be reduced. Similarly, if a steep angle is first selected, the parking supply may be increased, however, it may compromise safety for vehicles exiting a space encroaching into the travel lanes. Many communities across the United States have converted head-in angle parking to back-in angle parking. Each requires the same amount of parking area, however, back-in angle parking has proven to have a better safety record. Head-in angle parking is simpler for the parking maneuver, but more difficult to safely exit a space as sight distance can be very limited. Back-in angle parking is similar to parallel parking, using the same movements, but much easier and safer to exit than head-in parking. The safety benefits of back-in angle parking include:

1. It is safer to reenter the roadway. Head-in angle parking requires a driver to back into the travel way, frequently without the benefit of sight distance to oncoming traffic. In addition, the time for a driver who has parked in a head-in angle space to back into traffic and then reverse direction into the proper travel direction ranges from 15 to 20 seconds. This reduces capacity along the street for that amount of time for each parking maneuver. Back-in angle parking provides much better sight distance, and requires the time to make a standard right-turn, typically less than 5 seconds.
2. It is safer to load and unload a vehicle. When someone places items in a car trunk with head-in angle parking, they must do so behind the vehicle, potentially in conflict with

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passing traffic. With back-in angle parking, all loading and unloading is performed on the curb side of the street.

3. It is safer for the elderly to enter the street. With back-in angle parking, the driver is facing the direction they wish to go, not entering the travel stream by backing into traffic. This safety benefit applies to all, but most benefits the elderly who may have slower reactions or reduced mobility.
4. It is safer for young children. Passenger vehicles typically have the door open out, and this directs the person exiting toward the back of the vehicle. Front-in angle parking directs exiting passengers toward the street while back-in angle parking directs passengers toward the curb.
5. Back-in angle parking is safer for cyclists because there is better visibility along the road when exiting a space.

The principal negative effect of back-in angle parking is that vehicle emissions are directed toward the sidewalk. For most vehicles this is not an issue unless a driver idles for an extended period of time. The emissions condition is essentially the same as for parallel parking.

5.0 ON-STREET PARKING STANDARDS

Parking standards provide uniform guidance in the design of parking facilities within a community. These guideline apply to types of on-street parking (parallel, angle), as well as lane widths and offsets from intersections and obstructions. Standards and guidelines for on-street parking are provided in current editions of many documents including the National Committee on Uniform Traffic Laws and Ordinances *Uniform Vehicle Code*, the Institute of Transportation Engineers (ITE) *Traffic Engineering Handbook*, the FHWA *Manual on Uniform Traffic Control Devices*, and the American Association of State Highway and Transportation Officials (AASHTO) *A Policy on Geometric Design of Highways and Streets* and in the *New Mexico Driver Manual*.

On-street parking in downtown Silver City has three primary concerns – parking prohibition near intersections and at fire hydrants, and the width of parking spaces. National standards are applicable in most locations within Silver City; however, there are unique features within the downtown area that require consideration of basic design principals to create standards that fit the Silver City environment. The unique features in central Silver City include:

1. Small intersection return radii.
The intersection radius allows a vehicle to flow around an intersection return without encroaching into the opposite direction lane or the pedestrian zone. When there is no return radius, or a very small radius (less than 10'), a driver may have to maneuver their vehicle outside the travel lane they wish to enter to complete a turn. The presence of

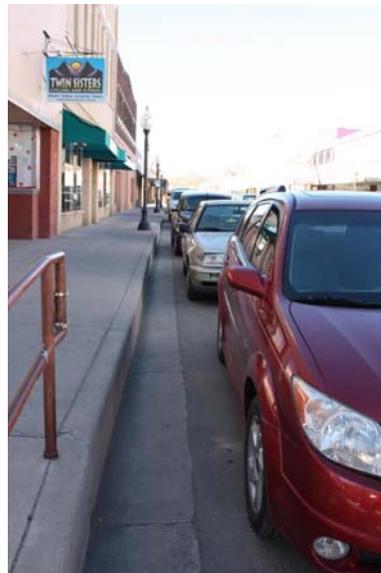


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parallel parking aisles along each side of most downtown streets provides the required turning radius for passenger vehicles, though the turn may unsafely encroach into pedestrian space. This is especially the case for the returns that have no radius.

2. Raised sidewalks (high curbs) greater than 9 inches above the roadway. Silver City has numerous sidewalk sections greater than 9 inches high in the downtown area. These curb heights/raised sidewalks are primarily to accommodate stormwater runoff within the streets. The high curbs however, prevent passengers from opening a door and exiting a vehicle on the curb side when parked within 12” to 18” of the curb. This leads to many vehicles parking 3 to 4 feet from the curb where elevated conditions exist, reducing the roadway width for through vehicles. The picture at the right shows that as the curb reduces to a standard height, vehicles are parked closer to the curb.



3. Building offsets from face of curb less than six (6) feet. Many buildings on corners along Bullard St, Texas St and Arizona St in central Silver City have the structure constructed right on the property line. This typically corresponds to the back of sidewalk along these streets. As a result, the building is frequently constructed in the desired ‘sight triangle’ for motorists approaching the intersection. These structures restrict intersection sight distance.

4. Frequent one-way streets. The one-way streets benefit on-street parking within the downtown by permitting parking along two sides of the street. If two-way traffic were permitted, parking may have to be eliminated along some streets or restricted to one side of the street, effectively halving the parking supply along those roads.



5. Short city blocks (typically less than 220’). The short city blocks reduce the parking supply because of required intersection offset parking prohibition.

A comparison table of standards was assembled to demonstrate a range of design guidelines and on-street parking information.

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Table 7
Comparison of On-Street Parking Guidelines

Criteria	NM Driver Manual	AASHTO/MUTCD
Parking Lane Width	-	7' – 8'
Offset from Curb	18"	12"
Offset from Uncontrolled Intersection or Driveway	20' ¹	20'
Offset from Stop Controlled Intersection ²	25'	20'
Offset from Signal Controlled Intersection ²	30'	30'
Offset from Fire Hydrant	50'	15'

1. Offset referenced specifically from a Fire Station driveway.
2. Offset measured from the crosswalk (or extended sidewalk if no crosswalk is striped).

Table 7 indicates that there are differing standards for various on-street parking criteria. These criteria are based upon standard roadside clearance and intersection sight distance. Because of the unique conditions in the Silver City downtown, these criteria may not be applicable to all locations.

Basic geometric design principals should be considered for parking design in downtown Silver City. The primary design consideration is safety for pedestrians and the motoring public. Sight distance must be provided for pedestrians to clearly see past parked vehicles, and drivers must be able to clearly see approaching vehicles along intersecting streets and driveways. Sight distance is the primary design consideration of the intersection and driveway offsets listed in Table 7.

Many streets in downtown have restricted sight distance because buildings are constructed with no setback from the property line. This creates an efficient pedestrian network, but reduces safety with respect to motor vehicles. A positive aspect of the sight restrictions is that it creates an environment where drivers must be more vigilant and drive more slowly, thus the low (15 to 20 mph) posted speeds in downtown have generally good compliance. The slow travel speeds create a safer environment for pedestrians and bicyclists.

Intersections between two-way streets should comply with the AASHTO/MUTCD standards identified in Table 7. Parking should be prohibited for 20' or more along each intersecting roadway to ensure that adequate sight lines are maintained for vehicles from the cross street. Each intersection should be independently evaluated before determining the extent of parking prohibition. Should there be a desire to reduce the restriction distance, construction of curb extensions (bulb outs) could be considered to relocate the stop bar and pedestrian crossing location, and maintain pedestrian safety. (Drainage must be considered during the determination of curb extension applicability.)

Intersections between a two-way street and a one-way street, or between two one-way streets, may be able to reduce the parking offset distance below the values shown in Table 7 where there is a structure with no property line offset located at a corner. Structures, such as buildings, with zero setback restrict the sight lines, therefore, vehicles parked closer to the intersection would not limit sight distance. For example, the picture below shows the southeast

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quadrant of the Market St-Arizona St intersection. Arizona St is stop controlled and Market St is uncontrolled (no stop sign). Market St is one-way westbound and Arizona St one-way northbound. Market St has the high curb (in the picture) and has parking restricted for 38' from the intersection return. Arizona St has parking restricted for 35' along the east side of the street from the intersection return.



To achieve adequate sight triangle, Market St should have the parking restricted for at least 25', 5' for the sidewalk (an assumed crosswalk width) and 20' for the minimum sight triangle. This could increase the parking potential by 13' or half a vehicle space. Along the east side Arizona St,

parking could safely commence at the stop sign, however, it is recommended that a minimum buffer of 8.0' be maintained between the stop sign and the beginning of on-street parking. This minimum buffer corresponds to the design distance that a driver sits behind the front of the car. Assuming that the front of a car stops in line with the stop sign, no vehicle would be parked within the drivers view



toward the cross street. The picture to the right shows the inter-section approach along Arizona St.

Intersection control is a critical component of parking design. Uncontrolled intersection approaches, those that do not have stop or signal control, require greater parking restrictions than uncontrolled approaches. The sight distance at these approaches must permit a vehicle from a stop controlled approach to clearly see an approaching vehicle, thus greater corner clearance is required. If an intersection approach is stop controlled, the sight distance required along that leg must ensure that a driver's vision from the stop line is not impeded. If the traffic control changes in the future, parking restrictions must be reevaluated to ensure that appropriate

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sight distance remains. This reevaluation also applies to the modification of one-way streets to two-way streets, or vice versa.

Table 8 provides guidelines for on-street parking within downtown Silver City. There are eight criteria for which guidelines are proposed. The ‘Parking Lane Width’ is the proposed width of a parking lane. Areas with high curbs may require an additional 2’ of width, and narrow streets could consider lanes as narrow as 7’ (if delivery vehicles are not anticipated). The ‘Parallel Parking Space Length’ is the length of parking spaces at each terminus of the parking area and the length of the spaces between the terminals. These lengths are used to assess the parking capacity along each block, and to delineate spaces if desired. ‘Angle Parking Space Length/Width’ refers to the proposed baseline dimensions for angle parking spaces. The actual dimensions vary based upon the skew angle, though the values in Table 8 represent the 90° angle values. ‘Offset from Driveway Cut’ refers to the clearance offset that should be provided from a driveway cut along a street. A driveway cut differs from a driveway intersection with return radii which should be treated as an intersection. ‘Offset from an Uncontrolled Intersection Approach’ indicates the offset along a street from an intersection approach which has no traffic control (stop or yield sign). Where a one-way street is the intersecting street, the near (approach) side of the one-way street should maintain the standard sight distance. The far (departure) side of the street may reduce the parking prohibition area because there will be no entering vehicles from the opposite direction. ‘Offset Along a Stop Controlled Intersection Approach’ refers to the required offset from the stop controlled leg(s) of an intersection. Given that a traveling vehicle must stop, it should have adequate clearance of 8.0’ from the stop line (corresponding to the driver’s eye position) to see along the intersecting street. ‘Offset from a Signalized Intersection’ and ‘Offset from a Fire Hydrant’ are the recommended offset values from AASHTO.

**Table 8
Proposed Minimum On-Street Parking Guidelines**

Criteria	Two-Way Street Intersection	One-Way/Two-Way Intersection	One-Way Street Intersection
Parking Lane Width	8’	8’	8’
Parallel Parking Space Length	20’/22’	20’/22’	20’/22’
Angle Parking Space Length/Width	18’/9.5’	18’/9.5’	18’/9.5’
Offset from Driveway Cut	5’	5’	5’
Offset Along an Uncontrolled Intersection Approach	20’	20’/10’	20’/10’
Offset Along a Stop Controlled Intersection Approach	20’	12’	12’
Offset from a Signal Controlled Intersection	30’	30’	30’
Offset from Fire Hydrant	15’	15’	15’

Parking space lengths are listed as end space/intermediate space.

Offsets are measured from the crosswalk (or extended sidewalk if no crosswalk is striped).

20’/8’ - Offset references with two options apply to the cross street approach/departure sides of the one-way street.

Each of these criteria should be field reviewed for each intersection quadrant before applying these guidelines. A critical consideration is the location of buildings at the intersection, and the

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degree to which they restrict sight distance. Where a building restricts sight distance, parking should be allowed to within 2' of the sight obstruction line, provided it is no closer than 8' from a stop sign.

The final consideration of parking standards is signing and marking. Currently, the on-street system does not include pavement markings except for curb painted prohibition. Pavement marking can be used to delineate individual spaces and areas where parking is not permitted. The space markings can be longitudinal to the roadway or transverse; and can be included with either parallel or angle parking. Where parking is to be prohibited, yellow paint should be used, and where it is permitted, white paint should be used. Parking for the physically impaired should be blue, and include blue symbol markings within the delineated space.

All angle parking spaces, whether 90° or 45°, should have each lane clearly delineated with 4" wide painted lines. This will clearly identify where a vehicle should be parked. Where angle parking is installed, the terminal clear zone areas at each intersection should be clearly marked with 4" yellow striping. If 4" striping is used, chevron striping should be included to emphasize the no parking area. An alternative to the 4" striping would be to use 8" striping without the chevron striping. This striping should be either paint with retroreflective beads or thermoplastic with adequate retroreflective characteristics.

The Manual of Uniform Traffic Control Devices (MUTCD) provides guidance on the striping of on-street parallel parking in Figure 3B-21 which may be found in Appendix B. They provide three layouts to delineate all spaces along the street, each of which will require moderate periodic maintenance. One option not presented is to delineate only the parking limits within a block, with a 4" white transverse line painted to delineate each end of the parking area. This line would be painted in conjunction with the termination of the parking prohibition areas at each intersection; it would extend the desired width of the parking area; and would provide additional guidance to drivers where the parking terminals are located. An alternative would be to provide the end lines, and a longitudinal 4" white line to define the parking area width. This longitudinal line would be helpful where there are high curbs. The parking area could be widened in those blocks to accommodate the needed extra width, and would indicate to motorists what parking distance from the curb is acceptable. It would also provide guidance for motorists traveling along the street to define the edge of the travelway. Finally, the longitudinal line could be used for enforcement should a vehicle park too far from the curb.

The community has discussed the need to delineate parallel parking spaces along Bullard St. Based upon the utilization study, it is felt that delineating the spaces will reduce the parallel parking capacity of Bullard St. The weekend counts found nearly 100% utilization between 7th St and Spring St along Bullard St, and two of the blocks experienced utilization of greater than 100% during multiple hours. Implementing the guidelines in Table 8 will likely reduce parking capacity along Bullard St below the estimated level because there are some intersection offsets less than the desired length, and insufficient hydrant offsets. While parking organization would benefit from physical delineation of each space, the resultant capacity would be lower than as it currently exists.

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6.0 RECOMMENDATIONS

The recommendations of this report are as follows.

1. Silver City should adopt a series of guidelines for the design of on-street parking facilities in the downtown area. These guidelines should include intersection prohibition offsets, parking space dimensions, and striping and signing considerations. A sample set of guidelines are included in Table 8.
2. Bullard St should delineate the parking areas with 4" white terminal stripes and 4" wide longitudinal stripes the length of the parking area. Individual parking spaces should not be striped to maximize capacity. The width of the parking area should vary from 8' to 10' depending upon the curb heights within each block.
3. Parking prohibition should be considered along one side of the street in the following road segments in the downtown study area. These streets do not currently have adequate width (30') to maintain two parking lanes and a 14' wide travelway.
 - a. Yankie St between Bullard St and Arizona St
 - b. Market St between Texas St and Arizona St
 - c. Kelly St between Bullard St and Texas St
 - d. Texas St between Sonora St and San Vicente St
 - e. Texas St between Spring St and Broadway St
 - f. Texas St between Yankie St and 7th St
 - g. Arizona St between Spring St and Broadway St
 - h. Arizona St between Market St and 6th St
 - i. Pinos Altos St between Spring St and Broadway St
 - j. Sonora St

This could result in up to 86 lost parking spaces. An estimated 91 spaces could be developed off-street within currently vacant property along the downtown streets, with the primary development areas along Spring St, Pinos Altos St, and east of the Bullard St development.

4. Formalize parking in the Mainstreet Plaza area north of 7th St and east of Bullard St. The area is currently unpaved, and if it remains unpaved, wheelstops should be considered to provide positive guidance for parking. Because the Plaza is used for a weekend market, additional accommodation may be required to minimize the pedestrian tripping hazard associated with wheelstops. Low-profile wheelstops with sloping faces may be considered to mitigate this concern, with a greater ability to delineate spaces than provide a barrier to a parked vehicle. Alternative signing and markings should also be reviewed prior to formalizing parking within the Mainstreet Plaza area.
5. Back-in angle parking should be considered along Broadway St between Texas St and Pinos Altos St. The angle parking may be implemented along each side of Broadway St between Texas St and Arizona St, and along the north side of the street between Arizona St and Pinos Altos St. Each of the angle parking spaces should be striped, and as appropriate, some could be designated as small car spaces to optimize capacity. Initially, this should be considered a demonstration project for the community and all

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striping should be temporary striping. See Appendix A for a schematic of the proposed parking scheme.

The back-in angle parking will be new to Silver City, and as such, there will be a learning curve for the local citizens. A public information campaign should be conducted to instruct drivers how to negotiate entry into a space. The movement is initially the same as parallel parking, and signing has been developed by numerous jurisdictions to instruct unfamiliar drivers. Installation of such signing should be considered.

6. Construction of curb extensions (bulb outs) should be considered in conjunction with installation of back-in angle parking. These extensions should initially be striped and supplemented with raised pavement markers. If the back-in angle parking is to become permanent, then permanent curb extensions should be installed. The curb extensions will minimize and define the parking prohibition area, and will greatly enhance pedestrian safety by reducing the crossing distance of Broadway St by as much as 50%. The curb extensions should be designed by a registered engineer, with special consideration given to drainage design. Curb extensions may be landscaped and include street furniture.
7. Loading zones should be established east of Bullard St on 7th St, Kelly St, Yankie St, and Spring St to accommodate large vehicle deliveries. Currently, delivery vehicles are parking in travel lanes on two-lane streets which is a safety concern. Established loading zones should be properly signed and marked.



A loading zone should also be considered along Texas St between Yankie St and

Broadway St, along the west side of the road. Each loading zone in downtown should be at least 65' in length to accommodate large delivery vehicles.

8. On-street handicap spaces should be uniform in size. Existing handicap spaces vary in length from 25' to almost 40'. A length of 25' should be adequate for handicap parking, and the spaces should be fully delineated on the pavement.
9. Expand and enhance bicycle parking within the downtown. Formal public bicycle parking is located at three intersections: Bullard St at Broadway St, Bullard St at 6th St and Yankie St at Texas St. Safety is a concern at the Bullard St at Broadway St and Yankie St at Texas St locations because the parking areas are located within the roadway prism. Bicycle parking should be located behind raised curbing, not at street level. If curb extensions are considered at downtown intersections, a component of the improvements should include incorporation of bicycle parking accommodations within

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the extensions. This would yield more frequent parking locations and provide greater safety for the cyclist. If curb extensions are not considered, parking should be focused along the east side of Bullard St, with barrier protected areas established along the short roadway segments between Bullard St and Big Ditch Park. A bicycle parking area could also be established within the parking lot at the corner of Yankie St and Arizona St.

10. Reorient parking signing to face traffic parking along the streets. All street signing should be oriented to face approaching traffic, not turned 90° so that the sign face is parallel with the street edge. Refer to the Manual on Uniform Traffic Control Devices – Section 2A.20.
11. Verify and adjust the mounting heights of all signing within the downtown area. Numerous signs are mounted such that average height pedestrians may hit the signs while walking along the sidewalk. Refer to the Manual on Uniform Traffic Control Devices – Section 2A.18.

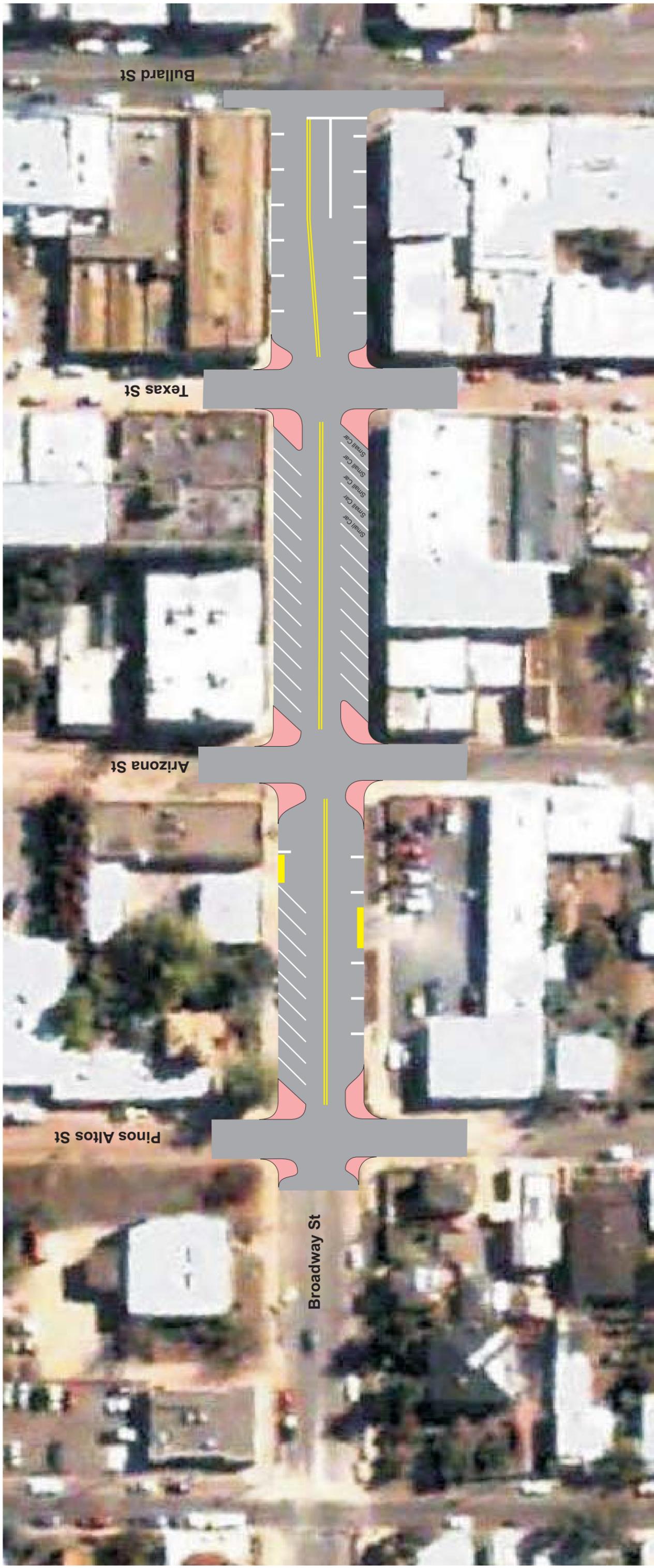
Appendix A

Drawings

Back-in Angle Parking - Broadway St



Not to Scale



Pinos Altos to Arizona:

- 9 Back-in spaces north side @ 45° ,
- 1 Parallel space north side,
- 5 Parallel spaces south side.

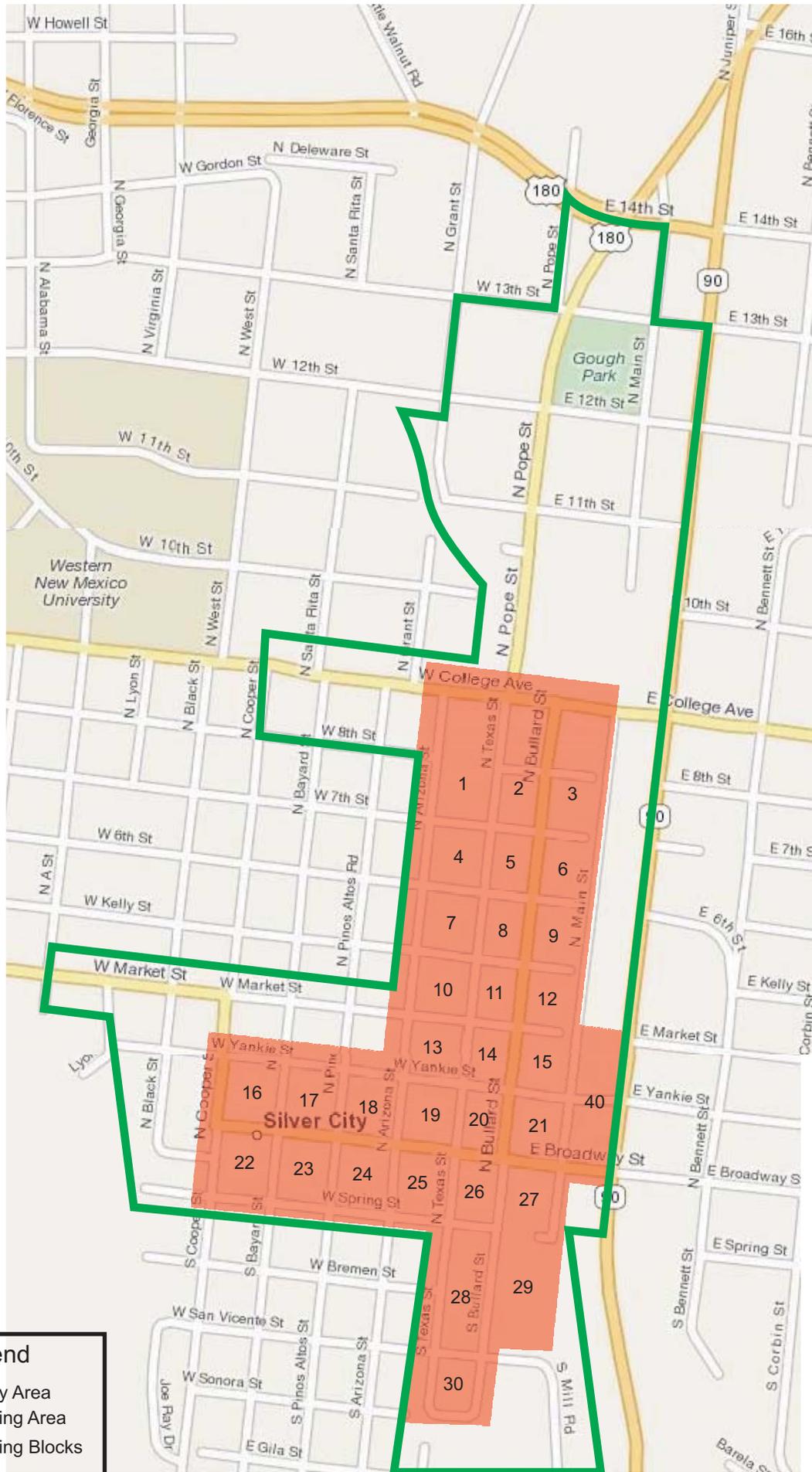
Arizona to Texas:

- 13 Back-in spaces north side @ 45° ,
- 13 Back-in spaces south side @ 45°
- with 5 small car spaces designated.

No Parking - Driveway

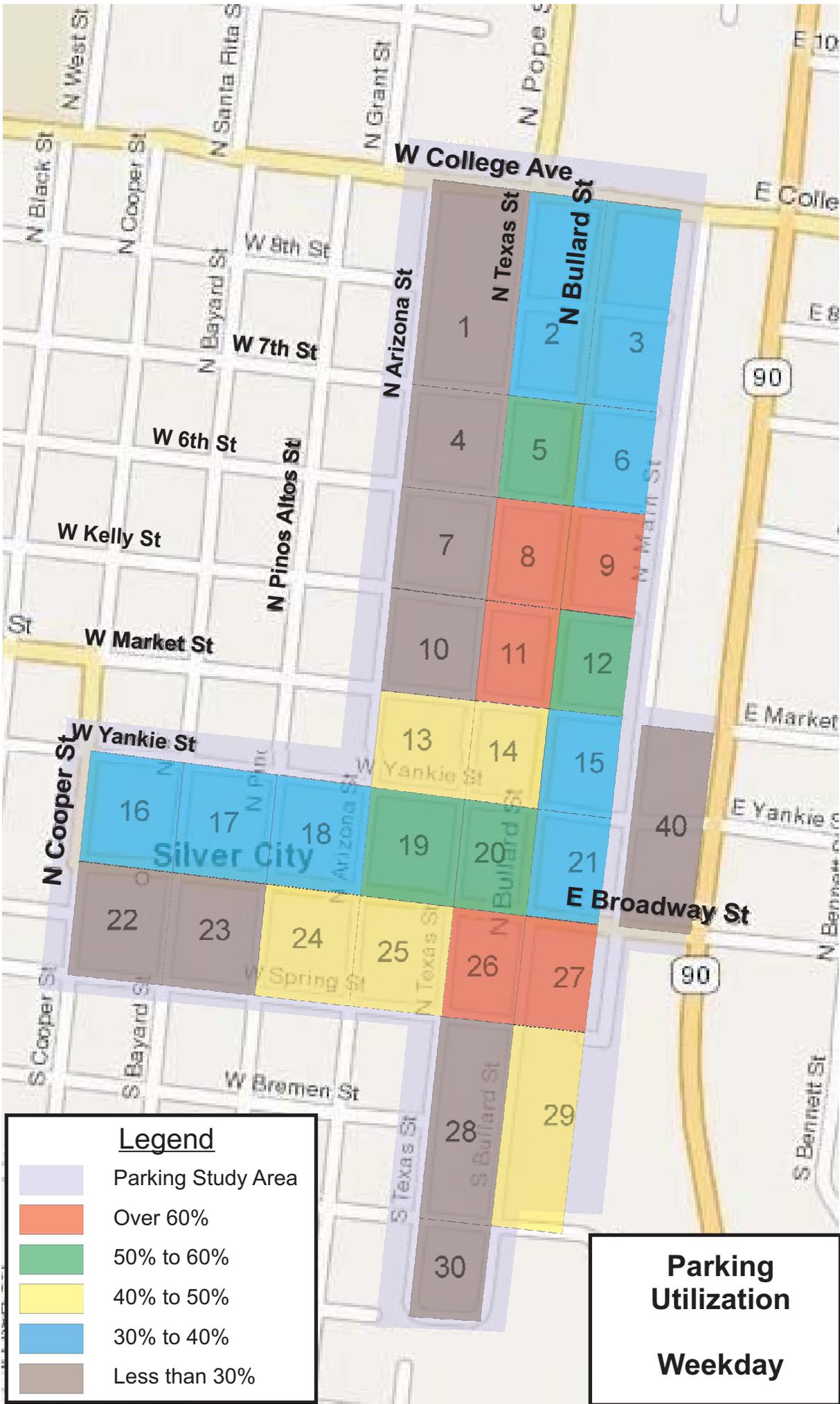
Curb Extension

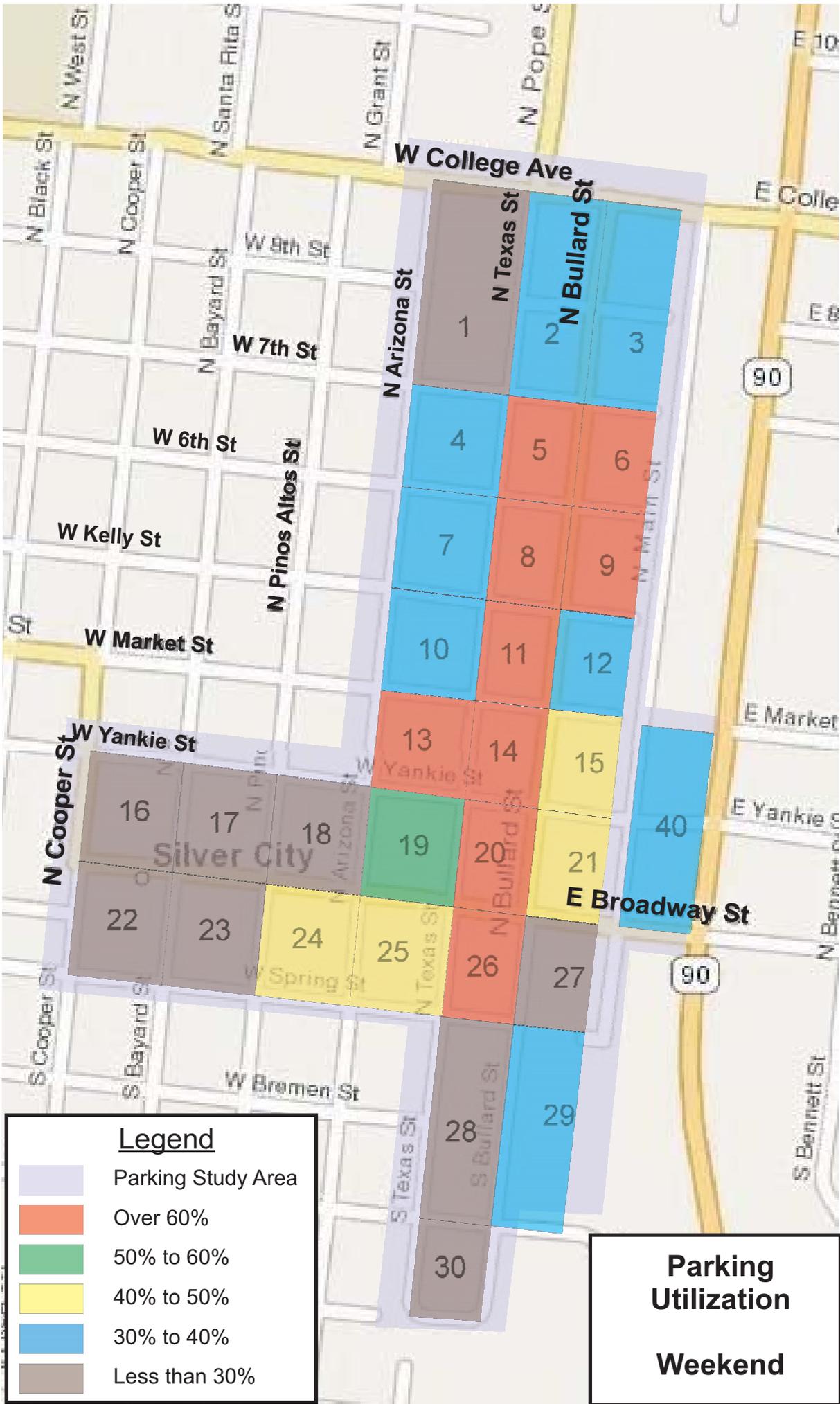
This drawing is conceptual, based upon estimated distances. The number of spaces are based upon 20' and 22' parallel parking space lengths and baseline diagonal parking space dimensions of 9.5' wide and 18.0' long. The 30" low curb between Arizona St and Texas St will permit back-in diagonal parking along each side of the street, leaving an approximate 25' driving aisle. The narrower roadway width and raised sidewalk at Pinos Altos St will not permit diagonal parking along each side of the road. Curb extensions are shown to reduce the pedestrian crossing distances and to improve the sight distance for vehicles on the cross streets. Striping may be used in lieu of curb extensions.



Legend

- Study Area
- Parking Area
- 17 Parking Blocks



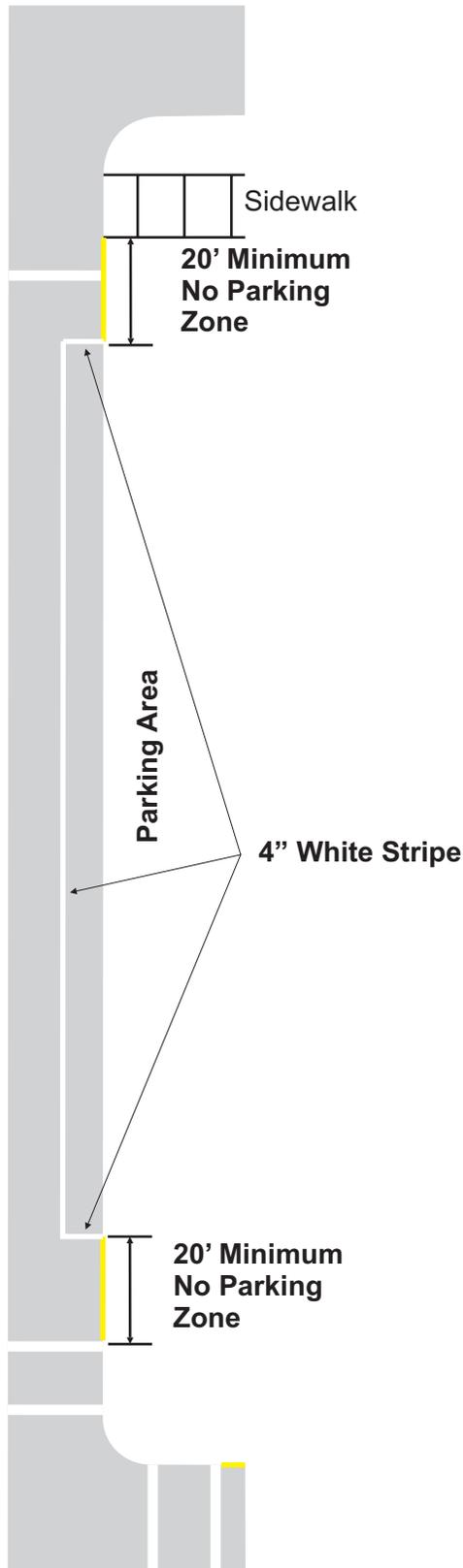


Legend

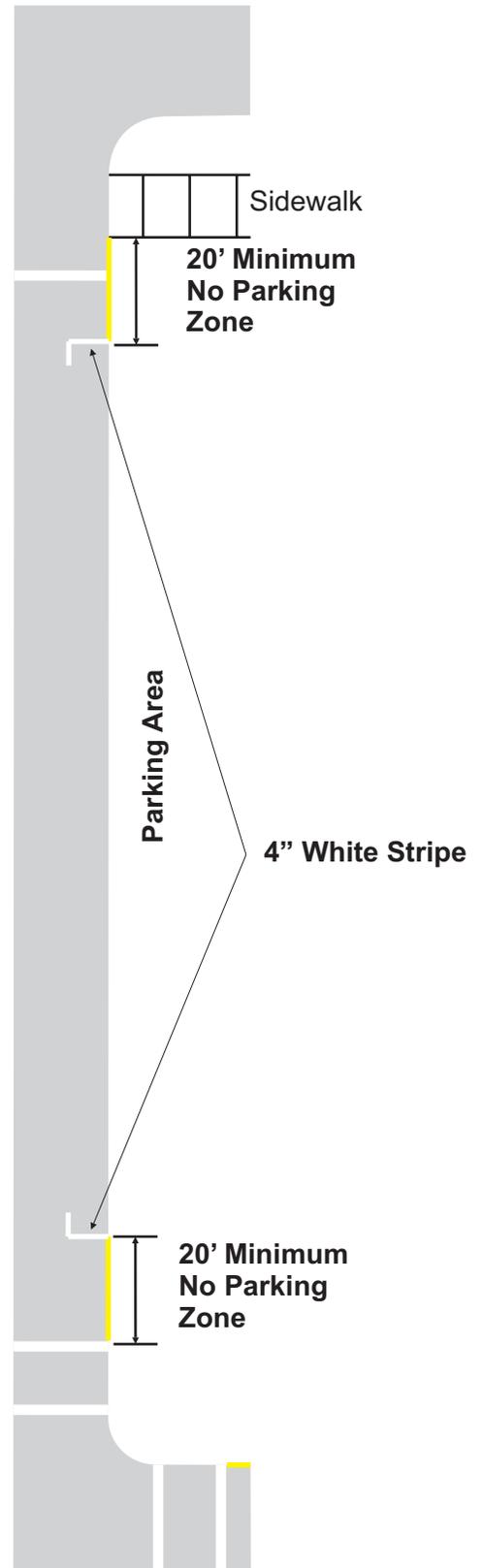
- Parking Study Area
- Over 60%
- 50% to 60%
- 40% to 50%
- 30% to 40%
- Less than 30%

Parking Utilization Weekend

**Additional Examples of Parking Space Markings
(No Individual Spaces Marked)**



**Terminal Delineator Stripes
with Longitudinal Stripe**



Terminal Delineator Stripes

Intersection Parking Prohibition Layouts

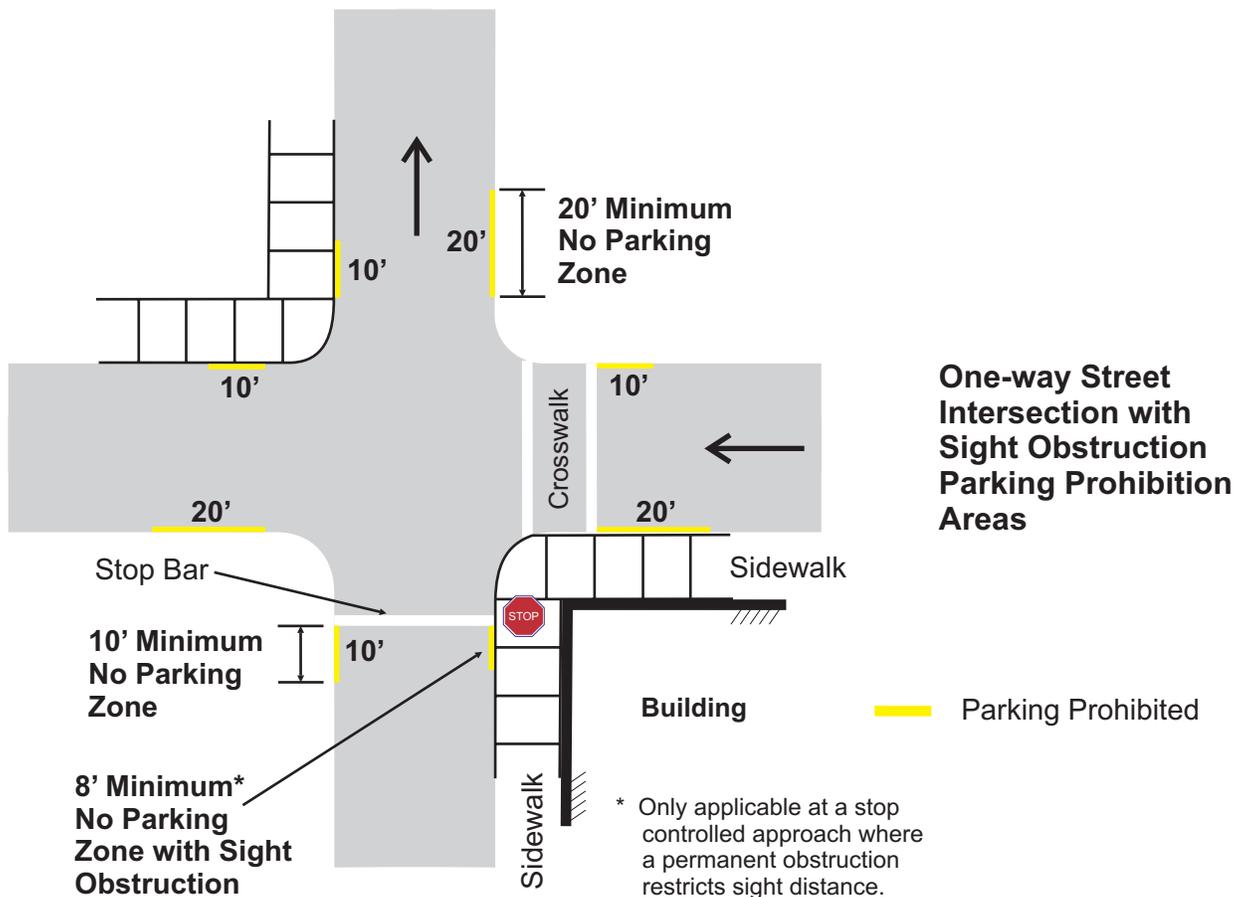
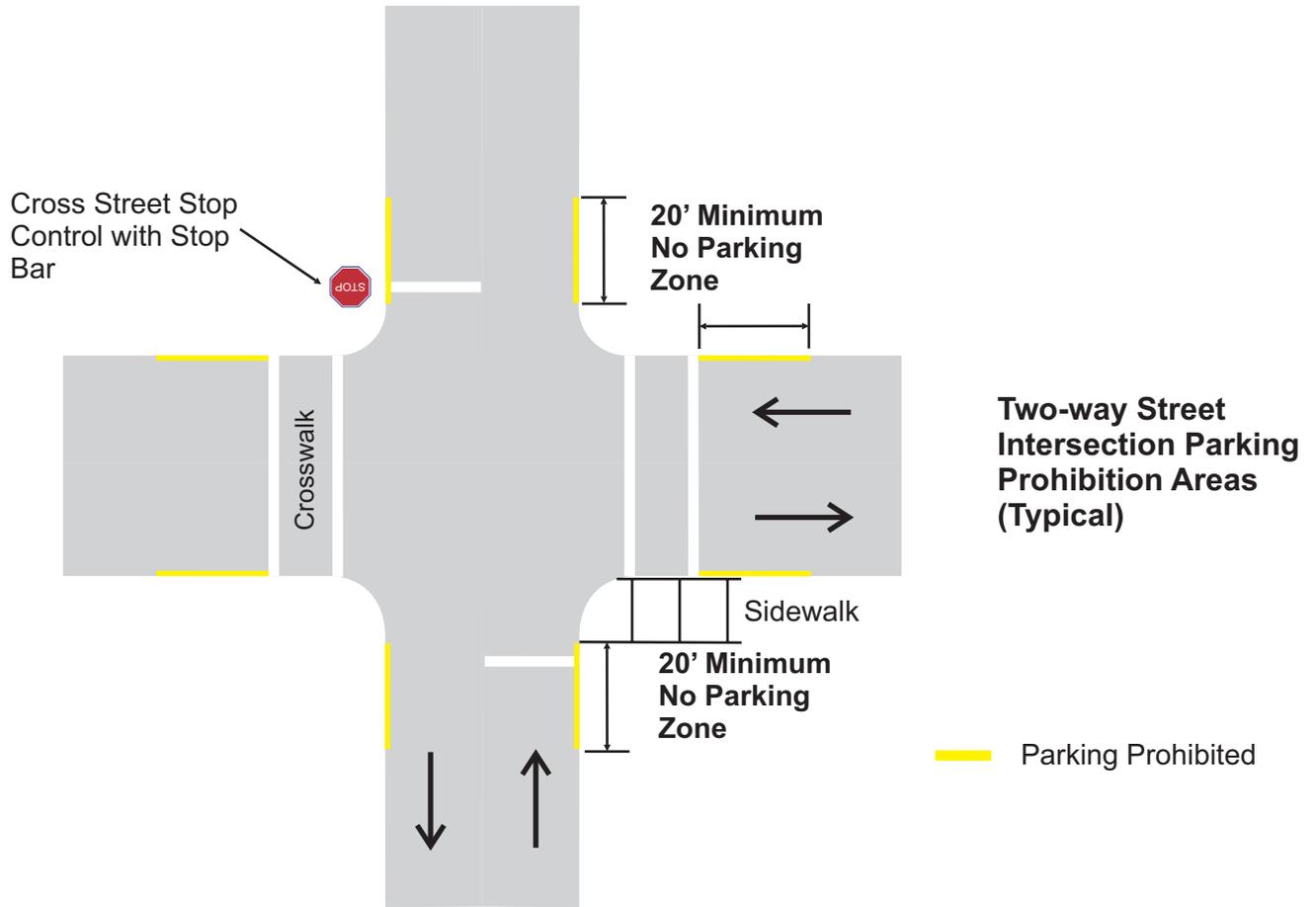
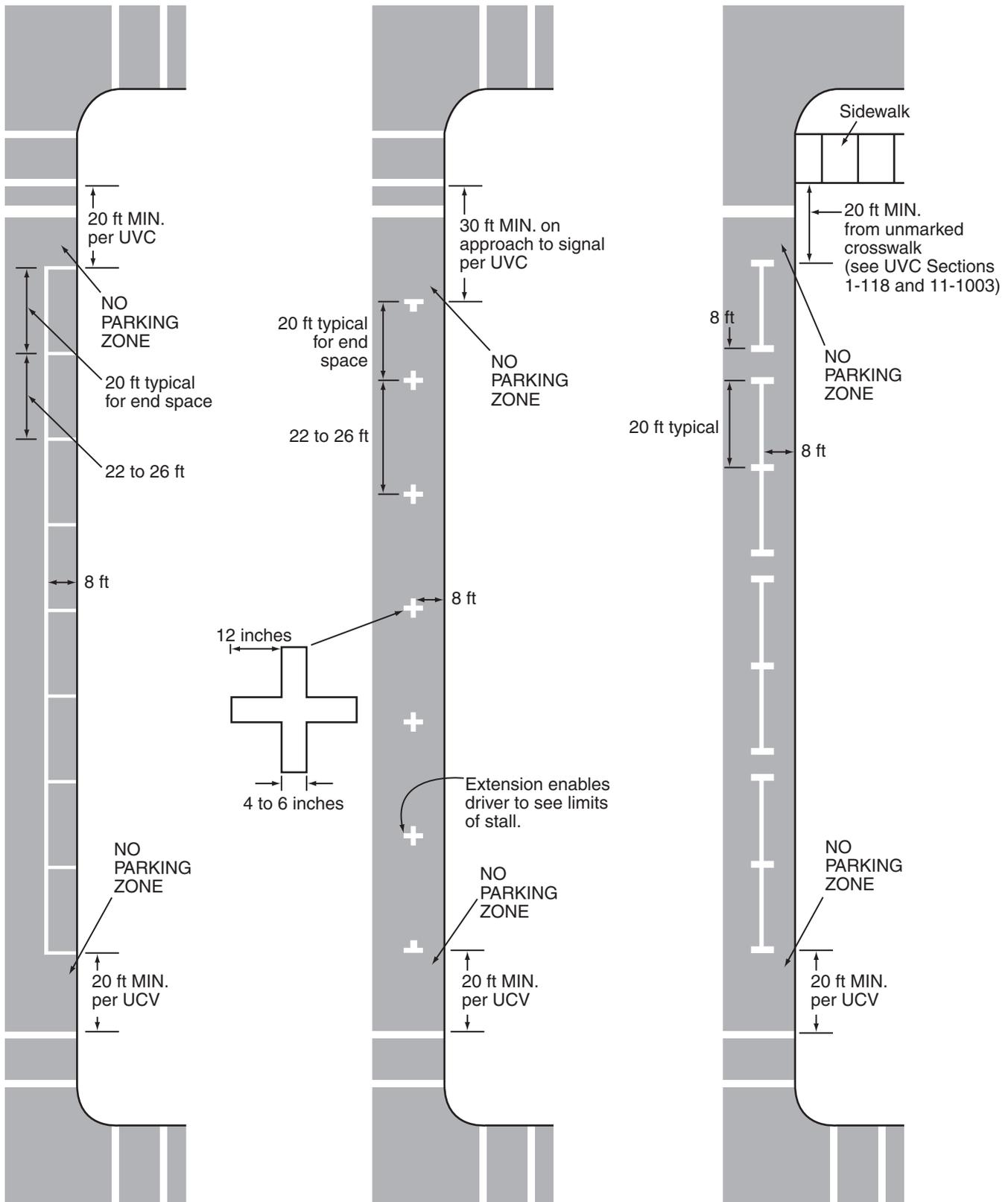


Figure 3B-21. Examples of Parking Space Markings



Appendix B

Parking Utilization Data

Level of Service Analyses	Pages
Inventory and Utilization	4
Utilization	5
Large Pickups/Trucks	5
Motorcycles	5
Corridor Parking Utilization Summaries	2

Silver City Parking - Inventory and Utilization

Block	Subarea	Onstreet			Limit (min)	Private	HDCP	Total	Weekday							Saturday								
		Parallel	Angle	90 d					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00
Summation		733	34	94		362	31	1254	251	350	422	494	520	513	519	466	442	372	361	424	544	584	566	513
1		53	0	0		24	0	77	7	5	7	12	22	19	12	11	15	16	8	11	14	19	17	20
2		30	0	0		68	1	99	0	6	26	33	49	42	40	36	35	31	12	22	40	50	47	46
3		16	0	0		60	1	77	4	11	19	27	35	39	33	25	27	25	14	17	32	38	44	36
4		30	0	0		20	3	53	11	11	11	11	13	18	12	12	9	14	14	19	23	19	12	18
5		26	0	0		0	0	26	9	14	16	19	20	17	21	15	12	11	12	17	22	24	24	18
6		11	0	0		8	2	21	1	4	8	8	10	11	9	9	6	8	10	13	16	14	18	14
7		33	0	0		0	0	33	6	3	5	6	4	4	6	3	1	3	7	7	16	14	18	10

Silver City Parking - Inventory and Utilization

Block	Subarea	Onstreet			Limit (min)	Private	HDCP	Total	Weekday								Saturday							
		Parallel	Angle	90 d					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00
Summation		733	34	94		362	31	1254	251	350	422	494	520	513	519	466	442	372	361	424	544	584	566	513
4		15						15	0	0	0	0	0	0	0	0	0	1	1	1	0	2	0	0
8		25	0	0		5	0	30	13	16	18	21	18	20	20	18	21	16	19	19	22	23	24	21
1		7			120			7	4	4	5	5	4	5	5	2	5	4	5	6	6	5	4	5
2		8						8	2	5	6	7	6	6	6	6	8	7	7	8	8	7	8	7
3		5						5	4	4	3	3	3	3	3	5	4	4	6	5	4	6	5	5
4		5						5	1	0	1	3	2	4	3	2	1	1	1	0	4	5	6	4
5						5		5	2	3	3	3	2	3	3	3	3	0	0	0	0	0	1	0
9		13	0	14		0	1	28	6	16	23	23	26	17	22	19	19	15	19	19	21	22	17	24
1				14				14	5	10	13	13	7	13	9	11	8	8	12	12	13	13	8	14
2		6						6	0	2	3	3	5	3	3	4	2	2	1	1	1	1	1	2
3		7			120		1	8	1	4	7	8	7	6	7	4	5	5	6	6	7	8	8	8
10		26	0	0		33	0	59	13	12	11	10	14	7	11	10	6	5	17	20	16	22	21	18
1		6						6	2	2	2	2	2	2	2	1	1	1	3	4	5	6	6	6
2		4						4	2	2	2	3	4	1	2	3	2	0	3	4	4	5	5	2
3		7						7	5	5	5	3	4	2	4	4	2	2	8	5	5	7	5	7
4		9						9	3	2	1	1	4	2	1	1	1	2	2	6	2	4	4	2
5								20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6								13	1	1	1	1	0	0	2	1	0	0	1	1	0	0	1	1
11		20	0	0		0	1	21	14	13	14	17	16	15	18	19	17	13	19	18	22	20	20	20
1		5					1	6	2	3	3	2	4	4	4	4	4	3	5	5	6	5	4	6
2		7			120			7	4	4	5	7	6	5	6	7	7	5	7	6	8	7	8	8
3		2						2	3	2	2	3	2	1	3	3	2	2	2	2	3	3	2	2
4		6						6	5	5	4	6	5	5	5	4	3	2	5	5	5	5	6	4
12		14	0	0		7	1	22	5	7	9	10	14	11	13	17	13	9	7	8	9	8	9	8
1		3						3	0	1	2	0	3	1	0	3	1	0	0	0	0	0	0	0
2		3						4	1	1	1	2	3	2	2	2	1	1	1	1	1	1	1	1
3		8			120			8	2	3	2	3	4	5	7	6	4	4	6	7	8	7	8	7
4								7	2	2	4	5	4	3	6	5	5	4	0	0	0	0	0	0
13		26	0	0		0	1	27	12	11	14	15	20	15	13	9	13	6	18	17	17	20	20	17
1		7						7	6	4	4	6	8	5	3	0	1	0	8	6	5	6	5	3
2		6						6	1	2	4	4	7	4	4	3	4	0	3	5	3	6	5	5
3		7						7	2	2	2	3	4	4	4	4	6	5	6	4	7	6	7	5
4		6					1	7	3	3	4	2	2	2	2	2	2	1	1	2	2	2	3	4
14		25	0	0		4	0	29	3	9	10	19	16	13	19	16	13	13	15	22	23	24	27	24
1		6						6	2	2	5	6	5	3	5	4	3	5	4	5	6	7	6	6
2		8						8	1	3	4	8	5	5	6	5	5	5	5	6	6	7	8	8
3		6			120			6	0	2	1	2	2	3	5	4	4	2	2	4	6	3	6	5
4		5						5	0	2	0	3	4	2	3	3	1	1	4	6	3	5	5	3
5						4		4	0	0	0	1	1	1	1	1	1	0	0	1	2	2	2	2
15		12	13	0		0	0	25	1	2	8	10	14	11	8	10	10	9	5	11	14	15	11	12
1		4						4	0	0	1	2	3	2	3	2	1	2	0	0	0	0	0	0
2		0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3		8						8	0	2	3	4	4	3	5	6	4	4	3	6	8	8	7	8
4							13	13	1	0	4	4	7	6	2	3	3	3	2	5	6	7	4	4

Silver City Parking - Inventory and Utilization

Block	Subarea	Onstreet			Limit (min)	Private	HDCP	Total	Weekday										Saturday					
		Parallel	Angle	90 d					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00
Summation		733	34	94		362	31	1254	251	350	422	494	520	513	519	466	442	372	361	424	544	584	566	513
16		26	0	0		0	1	27	9	14	14	13	8	10	10	8	9	6	7	6	6	6	7	7
1		7						7	4	5	5	4	5	5	4	4	4	4	5	5	5	5	5	6
2		8						8	2	5	4	2	2	2	0	1	0	0	2	1	1	1	1	1
3		6						6	3	4	4	3	1	3	4	2	4	2	0	0	0	0	1	0
4		5					1	6	0	0	1	1	0	1	1	1	1	0	0	0	0	0	0	0
17		26	0	0		15	3	44	14	22	22	18	10	19	22	20	14	3	2	1	1	1	3	2
1		8						8	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0
2		7					1	8	0	0	0	0	2	2	1	1	1	0	0	0	0	0	1	1
3		6						6	1	3	4	2	1	2	3	2	1	0	1	0	0	0	1	0
4		5					1	6	0	5	3	1	2	3	3	2	3	0	0	0	0	0	0	0
5		16				15	1	16	12	13	14	12	7	12	13	13	9	0	1	1	1	1	1	1
18		22	0	0		22	1	45	6	10	13	15	15	17	20	19	22	12	4	7	11	13	11	10
1		5						5	0	0	0	1	0	1	1	1	1	0	0	0	1	1	0	1
2		6						6	3	4	5	4	5	5	6	4	4	1	0	1	1	0	0	0
3		5						5	0	0	1	2	0	1	1	2	5	3	0	0	2	2	4	2
4		6					1	7	0	1	1	1	1	0	0	0	2	2	0	0	0	0	2	1
5		22				22		22	3	5	6	7	10	10	13	10	10	6	4	6	7	10	5	6
19		27	0	0		0	3	30	14	21	15	19	11	16	20	17	19	6	8	14	20	18	21	20
1		7						7	5	6	5	4	1	3	4	5	5	0	2	4	7	6	6	5
2		7						8	2	5	1	4	4	4	5	6	5	2	2	4	5	5	6	6
3		6						7	3	5	5	7	4	6	6	4	6	2	4	5	6	5	6	6
4		7						8	4	5	4	4	2	3	5	2	3	2	0	1	2	2	3	3
20		22	0	0		5	2	29	12	20	16	20	16	18	19	17	16	16	14	18	25	23	22	20
1		5						6	1	0	0	2	3	1	3	2	3	2	1	3	5	4	5	4
2		8						8	4	6	7	6	5	6	6	5	5	6	6	7	9	9	8	8
3		4					1	5	2	4	2	3	4	3	3	3	3	5	4	4	5	4	3	3
4		5						5	2	4	3	4	4	4	4	4	3	3	3	4	6	6	6	5
5		13	8	0		0	2	23	5	6	5	9	8	10	8	8	8	11	8	10	9	13	12	10
1		3						3	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0
2		3						4	1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2
3		7						8	4	4	4	5	6	6	4	4	4	6	6	7	6	8	8	8
4		8	8					8	0	0	0	2	2	2	2	2	2	3	0	1	1	1	1	0
22		35	0	0		0	1	36	3	10	10	7	8	5	8	6	10	12	5	6	8	7	7	5
1		7						7	0	5	4	2	2	2	2	3	3	4	1	2	2	3	1	1
2		8						8	1	1	1	1	1	0	0	0	1	1	1	0	0	0	0	0
3		11						11	2	3	2	3	1	2	1	1	2	1	2	1	1	0	2	1
4		9					1	10	0	1	3	2	2	2	4	2	5	5	1	3	5	4	4	3
23		31	0	0		0	0	31	6	7	8	7	8	5	6	6	9	6	9	7	8	7	6	5
1		6						6	2	2	3	2	3	2	1	1	2	1	3	1	2	2	1	1
2		6						6	0	1	2	2	1	0	0	0	1	1	1	1	1	1	1	1
3		11						11	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4		8						8	4	3	2	2	3	2	4	4	5	3	4	4	4	4	3	2
24		33	0	0		20	0	53	12	21	25	24	23	23	24	22	23	22	24	21	22	26	23	24

Silver City Parking - Inventory and Utilization

Block	Subarea	Onstreet			Private	HDCP	Total	Weekday										Saturday						
		Parallel	Angle	90 d				Limit (min)	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00
Summation		733	34	94	362	31	1254	251	350	422	494	520	513	519	466	442	372	361	424	544	584	566	513	
1		5					5	0	0	0	3	1	3	2	3	2	4	1	0	1	3	2	2	
2		8					8	2	2	1	1	1	1	0	0	1	0	2	1	1	2	1	1	
3		14					14	2	2	4	2	2	2	3	1	3	2	2	1	1	2	1	2	
4		6					6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
5					20		20	8	17	20	18	19	17	19	18	17	16	19	19	19	19	19	19	
25		25	13	0	1		39	14	10	19	21	18	21	24	22	13	12	12	16	22	17	18	17	
1			13				13	5	6	12	13	11	10	13	8	8	8	8	9	12	11	11	10	
2		8					8	2	4	7	7	6	8	8	5	4	4	4	6	9	6	7	7	
3		14					14	3	0	0	1	1	3	2	1	0	0	0	1	0	0	0	0	
4		3			1		4	4	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	
26		22	0	0	2		24	10	9	12	17	19	19	16	17	14	16	10	15	20	18	21	18	
1		3			2		5	2	1	1	2	2	3	3	3	3	3	2	2	2	3	3	3	
2		8					8	5	5	6	6	8	7	5	7	4	7	5	7	7	6	7	8	
3		3					3	0	0	0	4	3	2	3	2	1	2	3	2	4	3	4	1	
4		8					8	3	3	5	5	6	7	5	5	6	4	0	4	7	6	7	6	
27		8	0	0	1		20	13	14	18	20	17	19	18	20	13	14	2	3	8	9	5	6	
1		3			1		4	2	3	4	5	4	5	5	4	4	4	2	3	4	4	3	3	
2		5					5	2	2	5	6	6	5	4	7	4	5	0	0	4	4	2	3	
3					11		11	9	9	9	9	7	9	9	8	5	5	0	0	0	4	1	0	
28		44	0	0	0		75	4	8	9	19	25	32	18	14	17	16	8	9	17	26	30	24	
1		1					1	0	0	0	0	0	2	1	1	0	0	0	0	0	2	1	2	
2		13					13	3	5	5	9	7	7	9	8	9	7	7	5	11	11	10	10	
3		3					3	0	1	0	0	0	0	0	0	0	0	0	0	1	1	1	0	
4		27					27	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	
5					16		16	0	0	1	2	7	15	3	2	3	3	0	0	0	0	6	13	7
6					15		15	0	1	2	7	8	7	5	3	4	5	0	3	4	5	5	4	
29		15	0	7	1		44	13	19	20	23	21	21	23	18	19	15	8	11	17	21	25	22	
1		2		7	1		10	6	8	8	8	10	8	9	9	9	5	1	0	4	7	8	6	
2		13					13	2	3	4	6	8	7	6	3	3	5	3	4	6	8	9	9	
3					6		6	4	3	2	3	1	3	3	2	2	2	4	3	4	4	4	3	
4					15		15	1	5	6	6	2	3	5	4	4	3	0	4	3	2	4	4	
30		24	0	0	8		32	5	8	5	8	7	5	7	7	7	7	7	7	5	14	8	8	
1		2					2	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	1	
2		9					9	1	4	1	1	2	1	3	1	1	2	3	3	1	4	2	2	
3		2					2	4	4	4	4	3	3	3	4	4	3	4	4	3	4	4	4	
4		11					11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	
5					8		8	0	0	0	2	2	1	1	2	2	2	0	0	0	0	3	1	
40		0	0	73	0	2	75	6	11	12	13	15	14	19	16	12	4	37	33	38	33	18	9	
1				73	2		75	6	11	12	13	15	14	19	16	12	4	37	33	38	33	18	9	

Silver City Parking - Utilization

Block	Sub-area	Total	Ave	%	Weekday												Saturday					
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00		
Summation		1254	436	35%	251	350	422	495	521	514	520	467	443	372	499	40%	361	424	544	584	566	513
Utilization			34.7%	20.0%	27.9%	33.7%	39.5%	41.5%	41.0%	41.5%	37.2%	35.3%	29.7%		39.8%	28.8%	33.8%	43.4%	46.6%	45.1%	40.9%	
1		77	13	16%	7	5	7	12	22	19	12	11	15	16	15	19%	8	11	14	19	17	20
	1	9			2	1	2	4	6	6	5	4	4	7			2	2	4	6	4	6
	2	17			2	2	1	1	1	2	2	1	1	1			2	2	3	4	3	2
	3	5			0	0	1	1	1	0	0	0	0	0			3	2	2	0	0	0
	4	22			0	0	0	0	0	0	0	0	0	0			0	0	0	0	0	0
	5	3			1	1	2	2	2	2	2	2	3	1			0	3	3	3	3	3
	6	21			2	1	1	4	12	9	3	4	7	7			1	2	2	6	7	9
2		99	30	30%	0	6	26	33	49	42	40	36	35	31	36	37%	12	22	40	50	47	46
	1	0			0	0	0	0	0	0	0	0	0	0			0	1	0	0	0	0
	2	11			0	1	5	5	8	6	6	4	6	5			1	6	9	11	8	8
	3	3			0	0	1	2	2	3	3	2	3	1			2	4	3	3	4	4
	4	17			0	0	0	0	1	0	0	0	0	0			0	0	0	0	3	2
	5	10			0	0	8	10	9	6	8	9	5	8			0	0	1	3	2	2
	6	28			0	5	8	11	15	15	14	12	15	9			6	3	14	15	13	12
	7	30			0	0	4	5	14	12	9	9	6	8			3	8	13	18	17	18
3		77	25	32%	4	11	19	27	35	39	33	25	27	25	30	39%	14	17	32	38	44	36
	1	3			0	0	2	2	2	3	1	0	0	3			2	0	2	4	4	0
	2	5			0	0	1	3	4	3	3	3	2	2			0	0	2	1	1	0
	3	9			0	0	0	1	4	0	2	0	2	2			1	4	5	5	6	5
	4	4			0	2	2	2	1	2	2	2	2	2			2	3	4	4	5	5
	5	9			0	0	1	2	3	4	2	3	2	4			0	1	2	4	3	3
	6	6			0	0	0	0	0	0	0	0	0	0			0	0	0	0	1	1
	7	37			2	7	11	16	20	25	21	15	18	10			7	7	15	18	21	20
	8	4			2	2	2	1	1	2	2	2	1	2			2	2	2	2	3	2
4		53	12	23%	11	11	11	11	13	18	12	12	9	14	18	33%	14	19	23	19	12	18
	1	7			0	0	0	0	0	1	0	1	1	1			0	0	0	0	0	0
	2	7			3	3	3	3	6	6	5	4	4	3			1	4	6	6	5	6
	3	5			3	3	3	3	4	3	3	3	2	1			3	2	3	4	3	3
	4	12			1	1	4	0	1	1	1	1	1	2			8	9	9	5	1	2
	5	22			4	4	1	5	2	7	3	3	1	7			2	4	5	4	3	7
5		26	15	59%	9	14	16	19	20	17	21	15	12	11	20	75%	12	17	22	24	24	18
	1	4			1	2	2	4	4	4	6	3	3	1			0	3	4	4	4	4
	2	8			2	4	5	5	7	4	6	6	5	7			5	6	8	7	8	6
	3	6			5	5	5	5	4	5	6	4	3	2			5	7	6	6	6	4
	4	8			1	3	4	4	5	4	3	2	1	1			2	1	4	7	6	4
6		21	7	35%	1	4	8	8	10	11	9	9	6	8	14	67%	10	13	16	14	18	14
	1	2			0	0	0	0	1	0	2	1	0	0			0	1	1	1	2	3

Silver City Parking - Utilization

Block	Sub-area	Total	Ave	%	Weekday												Saturday											
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00								
Summation		1254	436	35%	251	350	422	495	521	514	520	467	443	372	39.8%						499	40%	361	424	544	584	566	513
Utilization		34.7%			20.0% 27.9% 33.7% 39.5% 41.5% 41.0% 41.5% 37.2% 35.3% 29.7%												28.8% 33.8% 43.4% 46.6% 45.1% 40.9%						39.8%					
14		29	14	47%	3	9	10	20	17	14	20	17	14	13	78%						23	78%	15	22	23	24	27	24
15		25	8	33%	1	2	8	10	14	11	8	10	10	9	45%						11	45%	5	11	14	15	11	12
16		27	10	37%	9	14	14	13	8	10	10	8	9	6	24%						7	24%	7	6	6	6	7	7
17		44	16	37%	14	22	22	18	10	19	22	20	14	3	4%						2	4%	2	1	1	1	3	2
18		45	15	33%	6	10	13	15	15	17	20	19	22	12	21%						9	21%	4	7	11	13	11	10
19		30	16	53%	14	21	15	19	11	16	20	17	19	6	56%						17	56%	8	14	20	18	21	20
20		29	17	59%	12	20	16	20	16	18	19	17	16	16	70%						20	70%	14	18	25	23	22	20

Silver City Parking - Large Pickups/Trucks

Block	Sub-area	Total	Ave	%	Weekday								Ave	%	Saturday							
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00			16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00
Large Vehicle %					7.6%	4.9%	3.8%	3.0%	3.6%	4.3%	3.3%	4.5%	2.9%	1.9%	3.7%	3.6%	2.4%	3.1%	3.3%	4.2%	5.7%	
1		77	0	0%	0	0	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	
	1	9														1					1	
	2	17							1													
	3	5																				
	4	22																				
	5	3																				
	6	21																				
2		99	0	0%	0	0	0	0	0	1	0	1	1	0	1	1	0	1	1	1	5	3
	1	0																				
	2	11								1												
	3	3																				
	4	17																				
	5	10																				
	6	28																				
	7	30																				
3		77	1	1%	0	0	2	1	1	2	2	2	1	0	2	1	0	2	2	2	5	3
	1	3																				
	2	5																				
	3	9																				
	4	4																				
	5	9																				
	6	6																				
	7	37						2	1	1	2	2	1									
	8	4																				
4		53	0	1%	0	0	0	1	1	1	1	0	0	0	0	0	0	1	0	0	0	0
	1	7																				
	2	7							1	1	1											
	3	5																				
	4	12																				
	5	22																				
5		26	1	4%	1	2	1	1	1	2	1	1	0	0	1	0	0	0	2	2	1	2
	1	4																				
	2	8																				
	3	6																				
	4	8																				
6		21	0	1%	0	1	0	1	1	0	0	1	0	0	1	0	0	1	0	0	0	0
	1	2																				

Silver City Parking - Large Pickups/Trucks

Block	Sub-area	Total	Ave	%	Weekday											Saturday					
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	Ave	%	9:00	10:00	11:00	12:00	13:00
Large Vehicle %					7.6%	4.9%	3.8%	3.0%	3.6%	4.3%	3.3%	4.5%	2.9%	1.9%	3.7%	3.6%	2.4%	3.1%	3.3%	4.2%	5.7%
2		3	17	1%		1															
3		8																			
4		8																			
7		33	0	1%	1	0	1	0	0	0	0	0	0	0	0	0	0	1	1	1	0
1		6			1																
2		5																1			
3		7																	1		
4		15																	1		
8		30	0	1%	0	2	1	0	0	0	0	0	1	0	0	0	0	0	0	1	4
1		7			1																
2		8			1									1							1
3		5																			1
4		5																			1
5		5																			2
9		28	1	3%	1	2	1	1	0	0	0	1	1	0	0	0	1	0	0	1	1
1		14			1																1
2		6			1	1	1	1				1	1								1
3		8																			1
10		59	1	1%	1	1	0	0	1	0	1	0	2	1	1	0	0	0	1	0	1
1		6																			
2		4											1								
3		7			1				1	1	1	1	1	1							1
4		9																			
5		20																			
6		13																			
11		21	3	12%	2	2	2	3	3	3	2	3	3	3	3	2	1	1	2	2	1
1		6			1	1	1	1	2	2	1	1	1	1	2						
2		7							1	1	1	1	1	1							1
3		2			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4		6			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
12		22	0	1%	0	0	0	0	1	1	1	1	1	0	0	0	0	1	1	0	1
1		3																			
2		4														1					
3		8															1				1
4		7																			1
13		27	0	1%	3	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
1		7			2																0

Silver City Parking - Large Pickups/Trucks

Block	Sub-area	Total	Ave	%	Weekday											Saturday					
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	Ave	%	9:00	10:00	11:00	12:00	
Large Vehicle %					7.6%	4.9%	3.8%	3.0%	3.6%	4.3%	3.3%	4.5%	2.9%	1.9%	3.7%	3.6%	2.4%	3.1%	3.3%	4.2%	5.7%
2		6	17	1%																	
3		7																			
4		7																			
14		29	1	4%	1	0	1	3	2	1	2	2	1	0							
1		6			1																
2		8																			
3		6																			
4		5																			
5		4																			
15		25	0	2%	0	0	1	0	0	1	0	1	0	1							
1		4																			
2		0																			
3		8																			
4		13																			
16		27	0	0%	1	0	0	0	0	0	0	0	0	0							
1		7																			
2		8																			
3		6																			
4		6																			
17		44	0	0%	0	0	0	0	0	0	0	0	0	0							
1		8																			
2		8																			
3		6																			
4		6																			
5		16																			
18		45	1	2%	1	1	1	0	1	1	1	1	1	0							
1		5																			
2		6																			
3		5																			
4		7																			
5		22																			
19		30	2	5%	2	2	1	1	1	2	2	3	0	1							
1		7			1	1	1	1	1	1	1	2	1	1							
2		8																			
3		7																			
4		8																			
20		29	2	6%	2	2	2	1	3	2	2	2	2	0							

Silver City Parking - Large Pickups/Trucks

Block	Sub-area	Total	Ave	%	Weekday								Saturday																				
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	Ave	%	9:00	10:00	11:00	12:00	13:00	14:00											
Large Vehicle %					7.6%	4.9%	3.8%	3.0%	3.6%	4.3%	3.3%	4.5%	2.9%	1.9%	3.7%	1%	1%	1%	1%	1%	1%	3.6%	2.4%	3.1%	3.3%	4.2%	5.7%						
21	1	6	0	1%	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
	2	8			1	1		2	1	1	1	1	1	1																			
	3	5			1	1		1	1	1	1	1	1	1																			
	4	5			1	1		1	1	1	1	1	1	1																			
	5	5			1	1		1	1	1	1	1	1	1																			
	21	23	0	1%	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
	1	3																															
	2	4																															
	3	8			1	1																											
	4	8																															
22	1	36	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	7	8																															
	2	8																															
	3	11																															
	4	10																															
23	1	31	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
	6	6																															
	2	6																															
	3	11																															
	4	8																															
24	1	53	0	0%	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	5	5											2																				
	2	8																															
	3	14																															
	4	6																															
	5	20																															
25	1	39	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	13	13																															
	2	8																															
	3	14																															
	4	4																															
26	1	24	1	2%	1	0	0	1	1	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	5	5			1																												
	2	8																															
	3	3																															
	4	8																															
27	1	20	0	1%	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	2	8																															
	3	3																															
	4	8																															

Silver City Parking - Large Pickups/Trucks

Block	Sub-area	Total	Ave	%	Weekday								Saturday								
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	Ave	%	9:00	10:00	11:00	12:00	13:00
Large Vehicle %					7.6%	4.9%	3.8%	3.0%	3.6%	4.3%	3.3%	4.5%	2.9%	1.9%	3.7%	3.6%	2.4%	3.1%	3.3%	4.2%	5.7%
1		4	17	1%																	
2		5			1													1	1		
3		11																			
28		75	1	2%	1	1	1	1	2	1	3	1	1	1	1	3	1	3	3	4	5
1		1																			
2		13							1		2							2	2	2	3
3		3																2	2	2	3
4		27			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5		16																			
6		15																			
29		44	0	1%	0	0	0	2	0	0	0	0	1	0	1	0	0	0	0	0	3
1		10																			
2		13							2				1								3
3		6																			
4		15																			
30		32	0	0%	0																
1		2																			
2		9																			
3		2																			
4		11																			
5		8																			
40		75	0	0%	0																
1		75																			

Silver City Parking - Motorcycles

Block	Sub-area	Total	Ave	%	Weekday								Saturday						
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00
		1254	3	0%	1	2	3	2	3	3	4	5	5	3	5	3	5	3	5
			0.7%	0.4%	0.6%	0.7%	0.4%	0.6%	0.6%	0.8%	1.1%	0.7%	1.3%	0.7%	1.3%	0.7%	0.9%	0.5%	1.0%
1		77	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	9																	
	2	17																	
	3	5																	
	4	22																	
	5	3																	
	6	21																	
2		99	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	0																	
	2	11																	
	3	3																	
	4	17																	
	5	10																	
	6	28																	
	7	30																	
3		77	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	3																	
	2	5																	
	3	9																	
	4	4																	
	5	9																	
	6	6																	
	7	37																	
	8	4																	
4		53	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	7																	
	2	7																	
	3	5																	
	4	12																	
	5	22																	
5		26	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	1	4																	1
	2	8																	
	3	6																	
	4	8																	
6		21	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	1	2																1	0

Silver City Parking - Motorcycles

Block	Sub-area	Total	Ave	%	Weekday								Saturday									
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00		
Motorcycle %		1254	3	0%	0.4%	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.8%	1.1%	0.7%	1.3%	0.7%	0.3%	0.7%	0.6%	0.9%	0.5%	1.0%
7	1	33	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	30	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	1	28	1	4%	0	1	1	1	1	1	1	1	1	1	2	0	0	0	0	0	0	0
10	1	59	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	1	21	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	22	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	1	27	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Silver City Parking - Motorcycles

Block	Sub-area	Total	Ave	%	Weekday								Saturday									
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	Ave	%	9:00	10:00	11:00	12:00	13:00	14:00
Motorcycle %		1254	3	0%	0.4%	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.8%	1.1%	0.7%	1.3%	0.7%	0.3%	0.7%	0.6%	0.9%	0.5%	1.0%
14	2	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	7	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	7	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	5	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	4	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	25	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	4	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	0	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	13	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	1	27	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	7	7	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	1	44	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	8	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	16	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	45	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	5	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	5	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	7	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	22	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	1	30	0	1%	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	1
	7	7	0	0%	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	1
	2	8	0	0%	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	1
	3	7	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	1	29	1	3%	1	1	1	0	1	1	1	1	2	0	1	2	1	2	2	3	2	2

Silver City Parking - Motorcycles

Block	Sub-area	Total	Ave	%	Weekday								Saturday											
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00				
Motorcycle %		1254	3	0%	0.4%	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.8%	1.1%	0.7%	1.3%	0.7%	0.3%	0.7%	0.6%	0.9%	0.5%	1.0%		
1		6																						
2		8			1	1	1	1	1	1	1	1	1	1	1		1	1	2	1	1	1	2	
3		5											1				1	1	1	1	1	1	2	
4		5																						
5		5																						
21		23	0	0%	0																			
1		3																						
2		4																						
3		8																						
4		8																						
22		36	0	0%	0																			
1		7																						
2		8																						
3		11																						
4		10																						
23		31	0	0%	0																			
1		6																						
2		6																						
3		11																						
4		8																						
24		53	0	0%	0																			
1		5																						
2		8																						
3		14																						
4		6																						
5		20																						
25		39	0	0%	0																			
1		13																						
2		8																						
3		14																						
4		4																						
26		24	0	0%	0																			
1		5																						
2		8																						
3		3																						
4		8																						
27		20	1	4%	0	0	1	0																

Silver City Parking - Motorcycles

Block	Sub-area	Total	Ave	%	Weekday								Saturday										
					8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00			
		1254	3	0%	1	2	3	3	2	1	1	1	1	1	1	1	1	3	3	3	5	3	5
			0.7%	0.4%	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.8%	1.1%	1.1%	0.7%	1.3%	0.7%	0.8%	0.3%	0.7%	0.6%	0.9%	0.5%	1.0%
28	1	4	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	5	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	11	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	1	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	13	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	3	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	27	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	16	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	6	15	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	1	44	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	10	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	13	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	6	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	15	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	1	32	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	2	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	9	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	2	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	5	11	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	8	8	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40	1	75	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	75	75	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Parking Utilization Summary

Corridor Parking Utilization by Hour of Day, Weekday and Weekend

Street	Parking Spaces	Weekday								Saturday										
		8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	9:00	10:00	11:00	12:00	13:00	14:00			
Bullard St	147	33	56	72	91	101	86	88	86	82	87				76	92	117	123	123	118
Texas St	147	26	36	37	49	58	52	52	47	38	25				32	47	67	73	79	60
Arizona St	91	21	17	19	12	14	14	15	12	12	9				14	21	19	15	14	12
Pinos Altos St	27	0	2	3	3	2	2	2	1	4	3				1	1	1	1	4	3
Bayard St	30	7	14	10	10	7	6	7	8	8	7				7	5	5	5	4	3
Cooper St	16	0	1	4	3	3	2	5	3	6	5				1	3	5	4	4	3
College Ave	12	2	1	4	6	8	9	6	4	4	10				4	3	6	10	8	6
7th St	26	1	2	5	10	12	11	14	10	9	5				5	10	12	9	11	11
6th St	41	19	24	32	31	28	24	31	21	23	18				28	32	37	35	29	34
Kelly St	33	10	13	14	12	16	15	13	17	15	10				18	17	18	23	21	21
Market St	30	17	14	18	22	25	15	20	15	10	12				23	19	20	24	19	19
Yankie St	49	13	18	14	18	14	18	23	21	24	13				16	20	31	26	30	26
Broadway St	73	21	34	41	46	34	43	45	43	43	38				28	28	38	39	38	33
Spring St	64	13	14	15	18	20	19	21	16	15	12				9	6	11	14	17	13
San Vicente St	5	0	1	0	1	0	0	0	0	0	0				0	0	2	2	0	1
Sonora St	2	4	4	4	4	3	3	3	4	4	3				4	4	3	4	4	4
Private Parking	286	44	59	77	99	103	121	99	95	84	73				26	45	66	88	93	88
Public Parking	175	20	40	53	60	73	74	76	64	62	42				69	71	86	89	68	58
Totals	1254	251	350	422	495	521	514	520	467	443	372				361	424	544	584	566	513
Utilization		20.0%	27.9%	33.7%	39.5%	41.5%	41.0%	41.5%	37.2%	35.3%	29.7%				28.8%	33.8%	43.4%	46.6%	45.1%	40.9%

Parking Utilization Summary

Corridor Parking Utilization Maximum and Average Values; Overall, Weekday and Weekend

Street	Parking Spaces	Overall			Weekday			Weekend					
		Max	Max Util	Ave	Max	Max Util	Ave	Max	Max Util	Ave	Ave Util		
Bullard St	147	123	84%	89	61%	101	69%	78	53%	123	84%	108	74%
Texas St	147	79	54%	49	33%	58	39%	42	29%	79	54%	60	41%
Arizona St	91	21	23%	15	16%	21	23%	15	16%	21	23%	16	17%
Pinos Altos St	27	4	15%	2	8%	4	15%	2	8%	4	15%	2	7%
Bayard St	30	14	47%	7	24%	14	47%	8	28%	7	23%	5	16%
Cooper St	16	6	38%	3	20%	6	38%	3	20%	5	31%	3	21%
College Ave	12	10	83%	6	47%	10	83%	5	45%	10	83%	6	51%
7th St	26	14	54%	9	33%	14	54%	8	30%	12	46%	10	37%
6th St	41	37	90%	28	68%	32	78%	25	61%	37	90%	33	79%
Kelly St	33	23	70%	16	48%	17	52%	14	41%	23	70%	20	60%
Market St	30	25	83%	18	61%	25	83%	17	56%	24	80%	21	69%
Yankie St	49	31	63%	20	41%	24	49%	18	36%	31	63%	25	51%
Broadway St	73	46	63%	37	51%	46	63%	39	53%	39	53%	34	47%
Spring St	64	21	33%	15	23%	21	33%	16	25%	17	27%	12	18%
San Vicente St	5	2	40%	0	9%	1	20%	0	4%	2	40%	1	17%
Sonora St	2	4	200%	4	184%	4	200%	4	180%	4	200%	4	192%
Private Parking	286	121	42%	79	28%	121	42%	85	30%	93	33%	68	24%
Public Parking	175	89	51%	63	36%	76	43%	56	32%	89	51%	74	42%
Totals	1254	584	47%	459	37%	521	42%	436	35%	584	47%	499	40%

SILVER CITY METROPOLITAN REDEVELOPMENT AREA
DESIGNATION REPORT

Town of Silver City

Downtown Metropolitan Redevelopment Area

Designation Report



Prepared for:
Town of Silver City
Silver City MainStreet

Prepared by:
CommunityByDesign

September 28, 2010

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Economic data provided from UNM Bureau of Business and Economic Research (BBER)
Silver City MainStreet: Community Economic Assessment (2008).

Introduction

The New Mexico Metropolitan Redevelopment Code (3-60A-1 to 3-60A-48 NMSA 1978) provides cities in New Mexico with the powers to correct conditions in areas or neighborhoods within municipalities which “substantially inflict or arrest the sound and orderly development” within the city. These powers can help reverse an area’s decline and stagnation; however, the City may only use these powers within designated Metropolitan Redevelopment Areas.

Designation of an MRA is based on findings of “slum or blight” conditions, as defined in the Metropolitan Redevelopment Code (3-60S-8). The criteria set by the Code for a “blighted” area include physical conditions and economic conditions. As defined in the Code, *“Blighted area” means an area within the area of operation other than a slum area that, because of the presence of a substantial number of deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, improper subdivision or lack of adequate housing facilities in the area or obsolete or impractical planning and platting or an area where a significant number of commercial or mercantile businesses have closed or significantly reduced their operations due to the economic losses or loss of profit due to operating in the area, low levels of commercial or industrial activity or redevelopment or any combination of such factors, substantially impairs or arrests the sound growth and economic health and well-being of a municipality or locale within a municipality or an area that retards the provisions of housing accommodations or constitutes an economic or social burden and is a menace to the public health, safety, morals or welfare in its present condition and use;*

This report proposes that Downtown Silver City be designated a Metropolitan Redevelopment Area (MRA). The approximate MRA boundaries include the historic downtown, including portions of the Chihuahua, Silver City and North Addition Historic Districts.

The following analysis demonstrates that Silver City’s downtown neighborhoods exhibit a combination of factors that contribute to blight in the area. A key principle of the Silver City Comprehensive Plan is to “Protect the community’s historic downtown and neighborhoods . . .,” the area afflicted by blight. Physical conditions of the downtown and economic conditions expressed by business activity and the demographics of the population in downtown all point to the need for the City to pursue alleviating the conditions of blight and implement revitalization efforts in these neighborhoods.

Downtown Silver City Metropolitan Redevelopment Area Designation Report



 Proposed Metropolitan Redevelopment Area  Roads



Map Date: November 16, 2009

Existing Conditions Assessment

The following sections identify the physical conditions and the economic conditions of the area that warrant establishment of this downtown neighborhood as a Metropolitan Redevelopment Area.

Physical Conditions

Silver City is the principal city in Grant County. Established as a mining town in 1870, the community's wealth and population have fluctuated with the mining industry. The downtown neighborhoods include a wide assortment of historic architecture in varying conditions, including Victorian homes, brick commercial buildings, traditional adobe structures and newer contemporary buildings. Lack of streetscaping, poorly maintained streets, sidewalks and parking lots and boarded facades are examples of the general deteriorated conditions found within the MRA.

The Metropolitan Redevelopment Area boundary includes portions of three historic districts fall within the MRA boundary; Chihuahua Hill Historic District, Silver City Historic District and North Addition Historic District. The MRA extends south to take in portions of the Chihuahua Hill Historic District, including vacant parcels, early adobe structures, warehouse and industrial sites, residences, and a few retail and restaurant establishments. Vacant and weed filled lots, sidewalks missing or in poor condition and deteriorating or abandoned buildings are found within this area. These conditions impair the sound growth and economic health and well-being of the area.

The Silver City Historic District is a mix of buildings that date from the 1880's through the 1970's, a few of which are historically and architecturally significant. Businesses, professional offices, and financial institutions that serve local needs, as well as shops and galleries that cater to the tourist trade, including three vintage movie theatres, two of which are unoccupied or used for storage. Several restaurants serve locals and the tourist trade. Residences are mixed with the commercial activity.

Physical conditions within the Silver City Historic District portion of the MRA are further complicated by the deep down cutting of the roadways which also have functioned as drainageways since the establishment of the town. This historic wearing down has left the sidewalks and structures up to two feet above the street level, creating problems for pedestrian access at intersections. The Comprehensive Plan notes that the "... up-and-down terrain in the downtown area, combined with the deteriorated condition of aging sidewalks in the downtown area, makes it difficult to repair infrastructure and to create new sidewalks where necessary. The task is further complicated because telephone poles and other obstructions exist within the pedestrians rights-of-way, and ADA compliant access at street intersections is often difficult."

The MRA area north of College Avenue includes the eastern segment of the North Addition Historic District, housing residential, commercial and local services. Several commercial structures have been abandoned and vacant lots dot this area. North of the North Addition are a series of civic uses, blighted and abandoned structures, vacant lots and inconsistent pedestrian access.

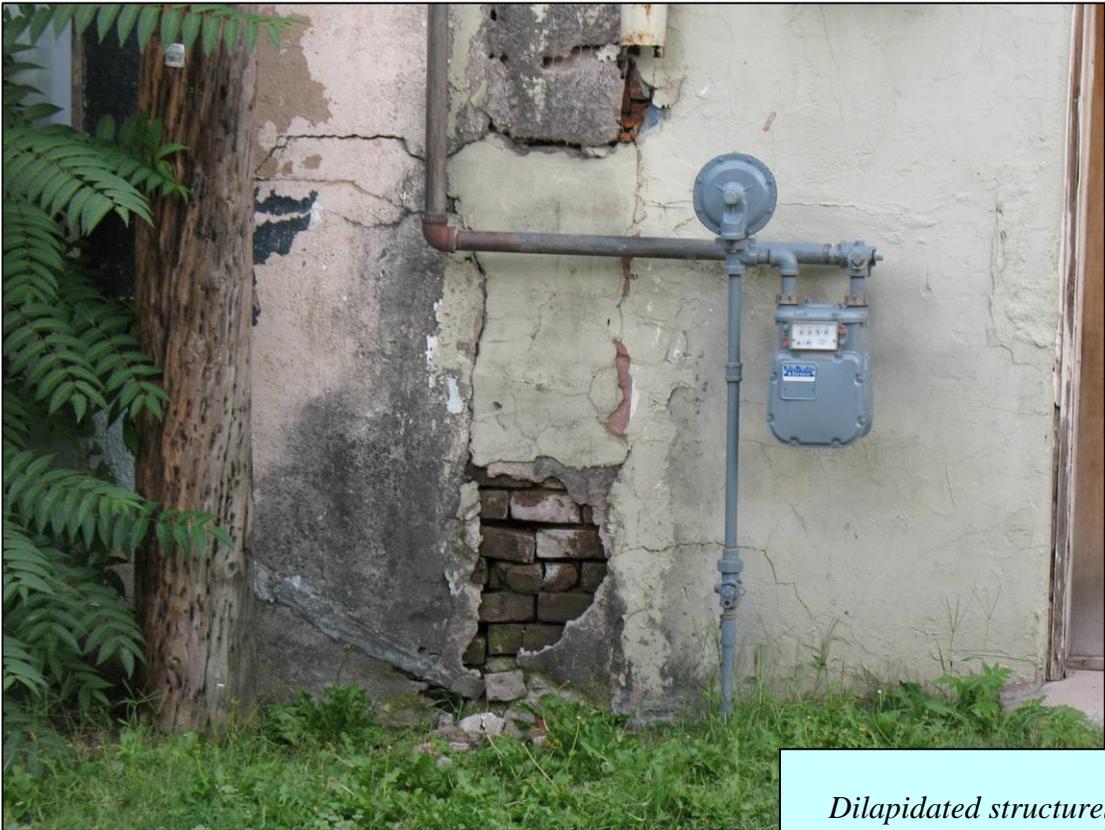
A series of floods from 1896-1906 created the Big Ditch, named after the Panama Canal, where Main Street once stood. The San Vicente Wash and its tributaries suffer from scattered blight by wildcat dumping and overgrowth. The Big Ditch Park portion of the wash offers opportunities for sitting and walking, but is an underutilized resource which is perceived as dangerous and suffers from vandalism and vagrancy.

Several of the major streets through Downtown are predominantly occupied by offices, retail businesses and hospitality services (mainly restaurants). However a number of buildings within the downtown areas are also vacant or underutilized. This has resulted in a number of empty and deteriorating structures. These conditions impair the sound growth and economic health and well-being of the downtown area. The impaired condition of Silver City's downtown neighborhoods has a detrimental effect on the economic health and sound growth of the City and its surrounding region.

Building Conditions

Some of the buildings in downtown date to the late 1800's and early 1900's and are important reminders of Silver City's history. Older buildings range from good condition to deteriorating and dilapidated. Functional obsolescence is a problem noted in a visual survey of downtown neighborhoods. Unattractive appearance, dilapidated conditions and a lack of amenities within the buildings were identified as problems with obsolescent buildings.

Deteriorating structures are located throughout the downtown neighborhoods. Most are vacant, but some occupied buildings are in need of maintenance and minor repairs. The combination of poor structural conditions, lack of amenities, poor traffic circulation, poor pedestrian circulation and poor visual appearance were identified as factors affecting the decline of the entire downtown area.



Dilapidated structures and substandard streets substantially impair the sound growth and economic health and well-being of downtown Silver City.





Structures reveal evidence of neglect and deterioration, contributing to the decline of Downtown Silver City conditions.



Vacant and Underutilized Properties

A significant number of commercial businesses in downtown have closed or significantly reduced their operations in the downtown. This has resulted in vacant commercial structures that contribute to the deteriorated appearance of parts of Silver City downtown neighborhoods. In addition to vacant buildings are also a number of buildings that formerly housed offices or retail businesses are now being used for storage. These buildings do not contribute to downtown activity, and often buildings are being allowed to deteriorate, possibly because storage does not generate adequate income to maintain the property. Limited opportunities for new growth and development exist within the MRA boundary.



Multiple vacant and underutilized structures contribute to the deteriorating conditions of Downtown Silver City.



Streets and Sidewalks:

Varying street and sidewalk conditions exist within the proposed MRA boundary. Street pavement is cracked, pot-holed and patched in much of the downtown area. Sidewalk conditions range from good to deteriorating. Many sidewalks in the downtown area are elevated above street level to facilitate water runoff to the San Vicente and exhibit extensive undercutting, creating unsafe conditions.



Undercutting of sidewalks create unsafe conditions for pedestrians.

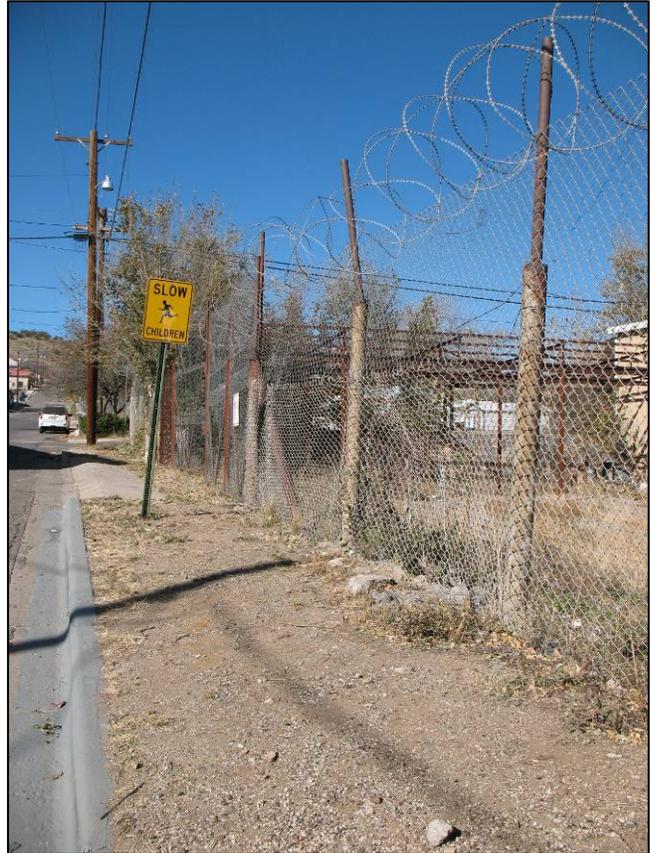


Streets, sidewalks and curbs are patched and crumbling in many areas of downtown.





Lack of sidewalks and curbcuts impairs the well being of the area.



Poor parking and pedestrian facilities at Town-owned facilities on North Main Street contributes to the areas deteriorating condition.

Economic Conditions

As indicated by the numbers of vacant buildings in the downtown neighborhoods of Silver City, businesses have closed or moved out of downtown because of its physical condition, creating an area with a lower level of economic activity than is preferred for a community's downtown.

The Town of Silver City Comprehensive Plan contains the following observations about the downtown:

- A healthy and vital downtown both preserves these historic resources of the town, as well as acts as a focal point for community activities where people from all walks of life congregate together.
- Downtown is an important resource for all residents, as it provides roots and historic context for the town as a whole.
- The town should support and encourage efforts to create a critical mass of daytime workers in the downtown, as a way of sustaining and supporting businesses that serve both local residents and tourists alike.

The plan identified significant erosion of the downtown's business base with the development of new shopping centers in the outlying areas and the relocation of anchor businesses to these centers. The outflow of businesses has contributed to neglect and deterioration of the central business district. In its current condition, downtown Silver City is attracting limited private investment.

The residential population of the proposed metropolitan redevelopment area was 1,771 in 2006 (ESRI forecast from U.S. Census 2000). Compared to Silver City as a whole, the population of this area is more likely to be of working age and less likely to have children less than 19 years of age: only 25% are 19 years old or younger, compared to 28% for all of Silver City. The share of the downtown population that is between 25 and 39 years old – often seen as critical to redevelopment initiatives – is slightly greater than that of Silver City as a whole: 29% compared to 27%. 32% of downtown residents are 40-64 years old, as compared to 31% for the entire city.

Ethnically, compared to Silver City as a whole, the MRA neighborhood has a smaller Hispanic population (51%) than all of Silver City (55%).

MRA DEMOGRAPHICS		
	MRA	Silver City
Population	1,771	10,361
Households	774	4,306
Hispanic Origin	51%	55%
Under 19 y/o	25%	28%
20-39 y/o	29%	24%
40-64 y/o	32%	32%
65 y/o and over	14%	15%
Median Household Income (2006)	\$29,188	\$31,876
Average Household Income	\$40,881	\$43,662
Median Net Worth	\$27,537	\$44,243

The estimated 2006 median household income was only \$29,188 per year, less than the median household income of the Town (\$31,876), and 70% that of New Mexico as a whole.

Downtown Silver City Metropolitan Redevelopment Area Designation Report

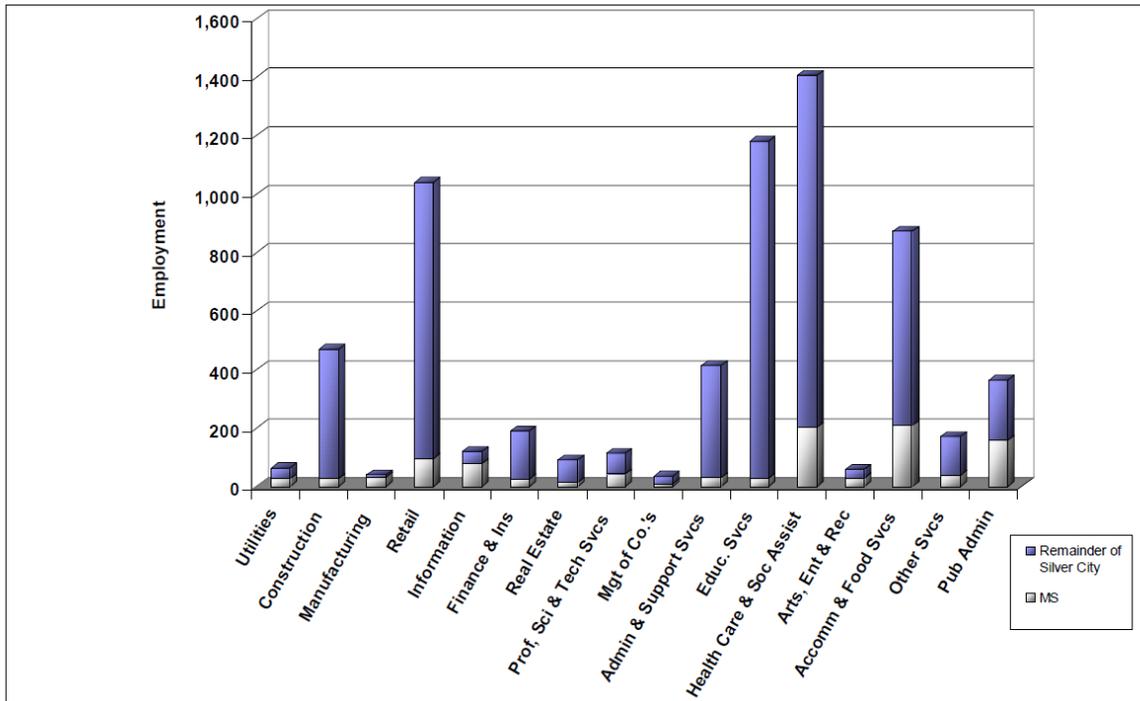
The housing stock in downtown is older than that of the other areas in Silver City (in 2006, the median age of housing downtown was 55 years compared to 35 years throughout the city). Vacancy rates are higher (17% versus 11%) and rentals are more common (35% of units compared to 31% for the city). Median values of owner-occupied housing are lower than the Town median value (\$81,164 compared to \$84,745). But despite lower property values, rental housing was less affordable downtown than in other Silver City neighborhoods: the median expenditure on rental housing downtown was \$388 compared to \$361 for the Town as a whole.

MRA HOUSING CHARACTERISTICS		
	MRA	Silver City
Housing Units Total	928	4,836
Owner Occupied Housing Units	48%	58%
Number of Owner Occupied Housing Units	456	2,726
Renter Occupied Housing Units	35%	31%
Vacant Housing Units	17%	11%
Average Household Size	2.13	2.39
Median Year Structure Built	1951	1971

In 2006, 100 of Silver City's 346 businesses (29%) were located downtown, accounting for only 18% of the town's jobs. The industrial base of Downtown Silver City is balanced with both 40-hour/week professional and evening & weekend hospitality sectors. No single sector accounts for more than 20% of employment in the area. The best represented sectors are: hospitality (mainly restaurants), with 14 establishments and 209 jobs (20%); healthcare and social assistance, with 9 establishments and 209 jobs (19%); and public administration, with 9 establishments and 158 jobs (15%). Jobs in retail, information, professional services, small craft manufacturers, administrative services, offices of construction and utility firms, and finance, insurance and real estate are also found in downtown Silver City.

Of all of the employment sectors, retail is the most under represented. With 95 jobs in 5 establishments, the sector accounts for less than 10% of all employment in the area.

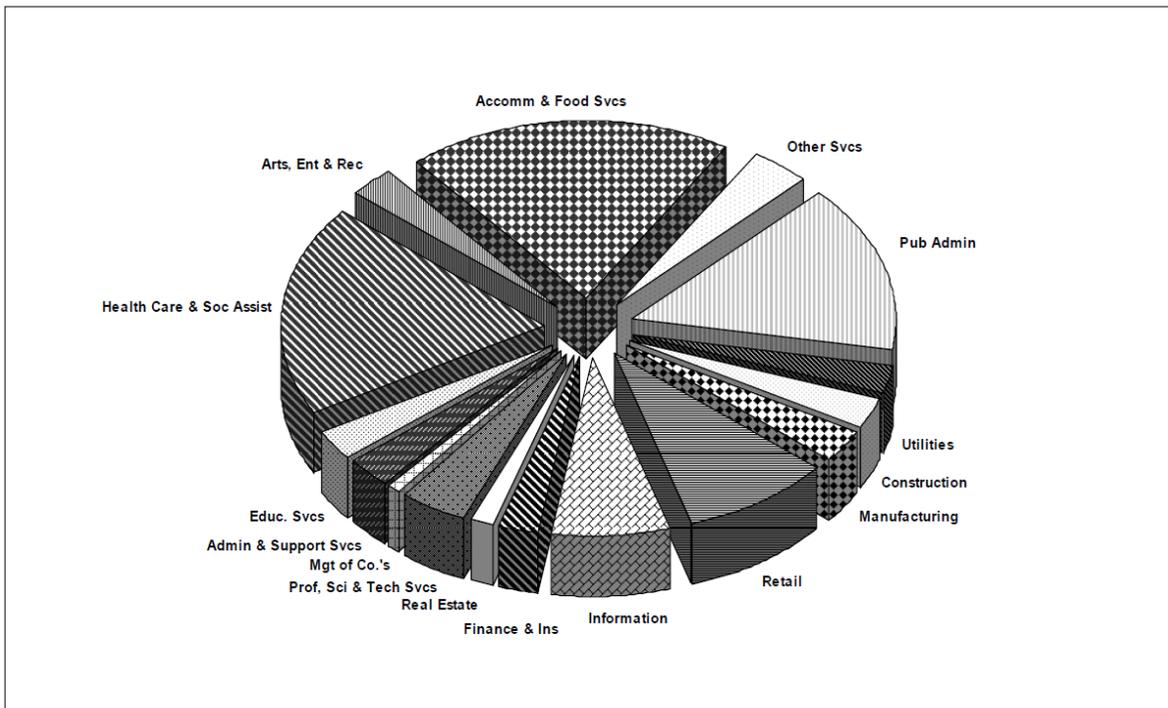
SILVER CITY INDUSTRY BY EMPLOYMENT AND LOCAL GEOGRAPHY, 2006



MS = MainStreet

Source: *Silver City Mainstreet: Community Economic Assessment (2008)*

SILVER CITY EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006



Source: *Silver City Mainstreet: Community Economic Assessment (2008)*

Conclusions:

This report demonstrates the existing conditions within Silver City which meet the criteria for the MRA designation as defined by the Metropolitan Redevelopment Code (3-60A-8).

The conditions described in this report detail a combination of factors which

“..substantially impairs or arrests the sound growth and economic health and well-being of a municipality or locale within a municipality or an area that retards the provisions of housing accommodations or constitutes an economic or social burden and is a menace to the public health, safety, morals or welfare in its present condition and use;”

The designation of the Silver City Metropolitan Redevelopment Area will assist the community in achieving the following goals:

- Elimination of detrimental public health and welfare conditions.
- Conservation, improvement and expansion of commercial building stock.
- Expansion of commercial activity
- Reduction in blight
- Improvement and expansion of available housing.
- Improvement of economic conditions through coordinated public and private investments.

With the powers made available to municipalities by the NM Metropolitan Redevelopment Code, the City of Silver City will be working with the private sector to create opportunities for new housing, assist in preserving existing businesses in the area, expand the business community and implement public improvements and investments in the downtown Silver City area.