

Clovis Main Street

Streetscape Conceptual Master Plan



January 31, 2005

I. Introduction.....	1
II. Area Overview.....	2
III. Downtown Revitalization.....	3
IV. Streetscape Design	
A. Street Design Options.....	4
- Boulevard Concept	
- Central Plaza Concept	
- Continuous Median Concept	
B. Recommended Street Design Option.....	6
- Thirty Degree Angled Parking Concept	
C. Conceptual Master Plan.....	7
- Concepts	
- Layout	
V. Materials	
A. Paving.....	9
B. Trees.....	10
C. Shrubs, Perennials, & Grasses.....	11
VI. Site Furnishings	
A. Benches & Trash Receptacles.....	12
B. Lighting.....	13
C. Planters.....	14

In conjunction with the Clovis Downtown Revitalization Program the City of Clovis, located in east-central New Mexico, seeks to improve the City's streetscapes. The City's goals for streetscape improvements include:

- Creating a unified appearance
- Improving the downtown's image
- Creating a unique environment
- Improving storm water drainage with an underground system
- Creating an atmosphere for sociability
- Establishing the downtown as a "third" destination after home and work
- Making people feel welcome
- Guiding folks downtown with "gateways"
- Siphoning traffic off the highway and onto Main Street
- Capturing the local shopping market with a pleasurable shopping experience
- Creating "public spaces on the sidewalk
- Increasing perception of safety with adequate and accessible utilities
- Correcting a deteriorated infrastructure
- Matching private investment with public investment
- Creating a fertile environment for business recruitment

To guide such streetscape improvements, the City of Clovis and the Clovis Downtown Revitalization program asked Sites Southwest to develop a Conceptual Streetscape Master Plan for the downtown portion of Main Street from 1st to 8th Streets that reflects both the goals stated above and addresses the following elements:

Existing streetscape elements to remain:

- Brick street paving (from 4th to 8th Streets)
- Trees (for shade, greenery, softening)
- Diagonal parking (1st through 6th Streets)
- Pocket park

Existing streetscape elements that should be modified:

- Multi level sidewalks
- Flood zone designation (Beyond the scope of this conceptual plan)

New streetscape elements to add where appropriate:

- Handicapped ramps and access
- Sidewalks on side streets
- Pedestrian and vehicle lighting
- Grass and landscaping
- Seating pods—shade, bench, trash receptacle, planter, and newspaper racks
- Event space/greenspace
- Striping
- Signage



Located in the Southern High Plains, the overall landscape of Clovis is flat and high with endless views of a wide blue skies and gently rolling farmland broken by railroad tracks and accented by beautiful sunsets and clear star-filled nights.

The historical context of downtown Clovis includes many examples of both Southwest art-deco style and Mission style architecture. There are a number of brick commercial buildings and broad brick paved streets as well. Local institutions include the Burlington Northern and Santa Fe Railways, nearby Cannon Air Force Base, the County Seat, and various retail and healthcare institutions.

The current positive perception of downtown Clovis, the City's "living room", is that it provides a central location for banks, city and law offices, long term institutions, high quality retail and restaurants, theaters, and cultural events. While the Downtown's proximity to a major highway allows for easy access, it is the unique, historic character of the buildings, well-maintained brick streets, and convenient storefront parking that spark interest in the walkable downtown. Places such as the Hotel Clovis (which, if improved, has potential as a significant landmark) and the railroad district provide a sense of continuity with the past, an embodiment of historic development, and a skeleton for future improvements.



Photo by: Phyllis Eileen Banks



While there are some street trees located in the downtown, the negative perception of the area is that it lacks both greenery and continuity, that it is generally unattractive and quite dated-looking. There is a sense that the downtown "looks like an area that nobody loves" because there are few people on the streets, there are deteriorated sidewalks, boarded buildings, blowing trash, no places to sit, no parks, few displays of pride of ownership, and no safety or accessibility features such as adequate pedestrian lighting, level sidewalks and access ramps. Additionally, the downtown lacks both a historic preservation code and incentives for commercial development so development and improvements tend to be spotty with deteriorated buildings next to rehabilitated ones.

Furthermore, the perception is that there are few new developments such as restaurants to bring life into the district. In their 2003 "Clovis Downtown Revitalization" report, students and faculty at the Design and Planning Assistance Center of the University of New Mexico suggest a variety of just such new development projects. These potential projects, including plans for nightclubs, restaurants, offices, loft-style apartments, improved facades and signage for both historic and new buildings, and a redesign of the farmers' market, railyard area, and open space & public event areas, could all help to greatly re-energize the Downtown.

Through streetscape improvements and a focus on downtown revitalization, the City of Clovis and the Clovis Downtown Revitalization Program hope to create a downtown that is a welcoming place for all people, the cultural hub of the community and vital heart of the City.

They envision the downtown as the place where local history is preserved and reflected to the community at-large and to visitors. Downtown buildings can be restored to their original state and theaters restored and made active, allowing the past to be alive in the present, and making downtown Clovis a real historic district, without appearing contrived.

Unique aspects of the City's character, such as sophisticated country/western aspects of the community, can be reflected in the aesthetic character of the downtown area. Shops, restaurants, and commercial ventures can enhance the feeling of a comfortable hometown with an artful, relaxed environment. The overall effect can be that downtown Clovis is seen as a place with broad appeal and friendly service where people of all ages come to shop, dine, relax, socialize, and participate in community life.

Ideally, Clovis will be perceived as a desirable, pedestrian-friendly destination city with Hotel Clovis as the flagship of the area, a bustling, vibrant railroad district, high occupancy of historic buildings, omnipresent greenery and flowers, clean, well-maintained, shady streets with a welcoming, unifying streetscape with adequate parking, and ample "soft" public spaces, outdoor seating and eating opportunities.



Streetscape Design - Street Design Options

There are several street design options that could be utilized to achieve the City's goals for streetscape improvements along Main Street. The following discussion offers pros and cons for three possible street designs options and makes a recommendation for the one best suited to the City of Clovis.

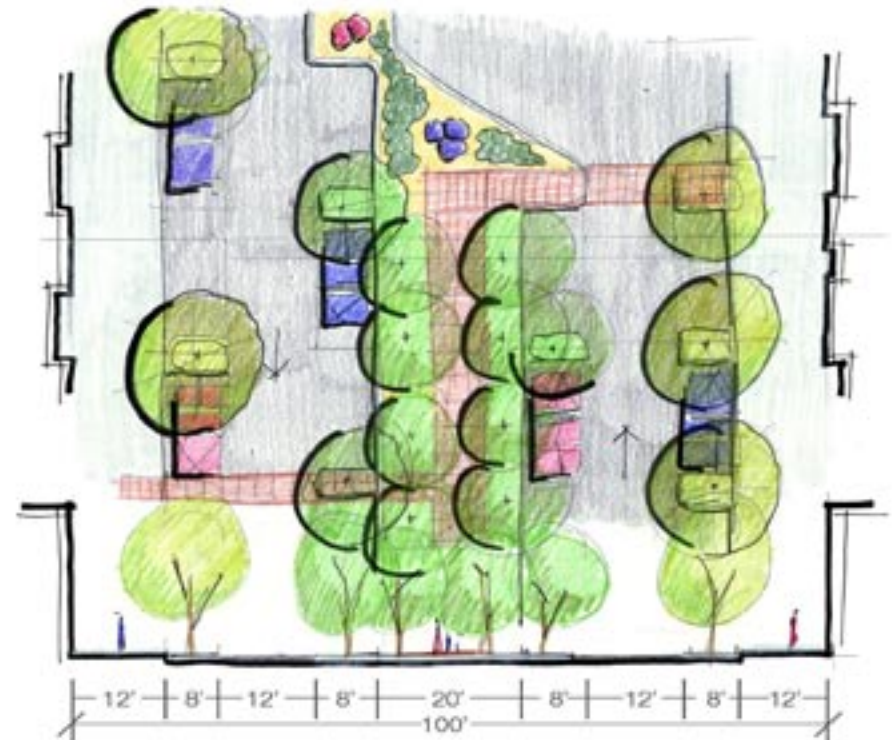
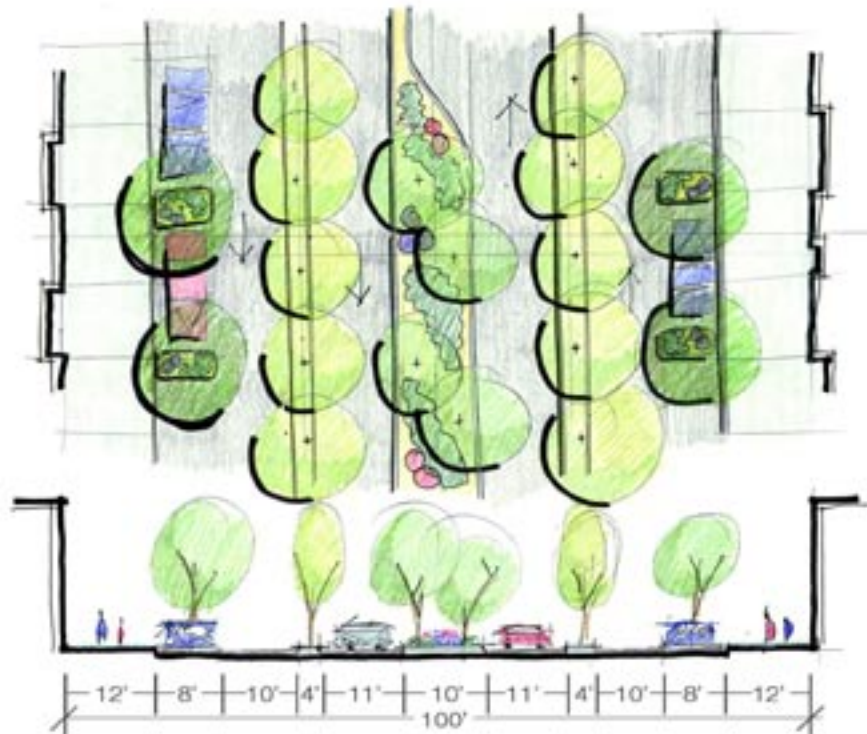
Boulevard Concept

In this streetscape design concept, the combination of parallel parking spaces separated by planting islands and a triple set of planted medians would allow for the creation of an exceptionally green, well shaded streetscape. Narrow traffic lanes would encourage drivers to proceed slowly, enhancing safety and comfort for pedestrians. However, this concept requires the use of parallel parking spaces which are harder for drivers to enter and exit than angled parking spaces. In

addition, the overall number of parking spaces available in the downtown core would be greatly reduced with this layout.

Central Plaza Concept

With a central plaza design a wide median could be lined with a double row of trees and seating pods with benches, lights, and flower beds along a brick paved walkway connecting to crosswalks with specialty paving. With parking spaces and trees located on both sides of each drive lane, this concept provides a great deal of shade as well as more total parking spaces than the boulevard concept. However, a smooth flow of traffic may be disrupted if drivers become confused by parallel parking spaces placed in an unfamiliar layout on the opposite side of the traffic lane.



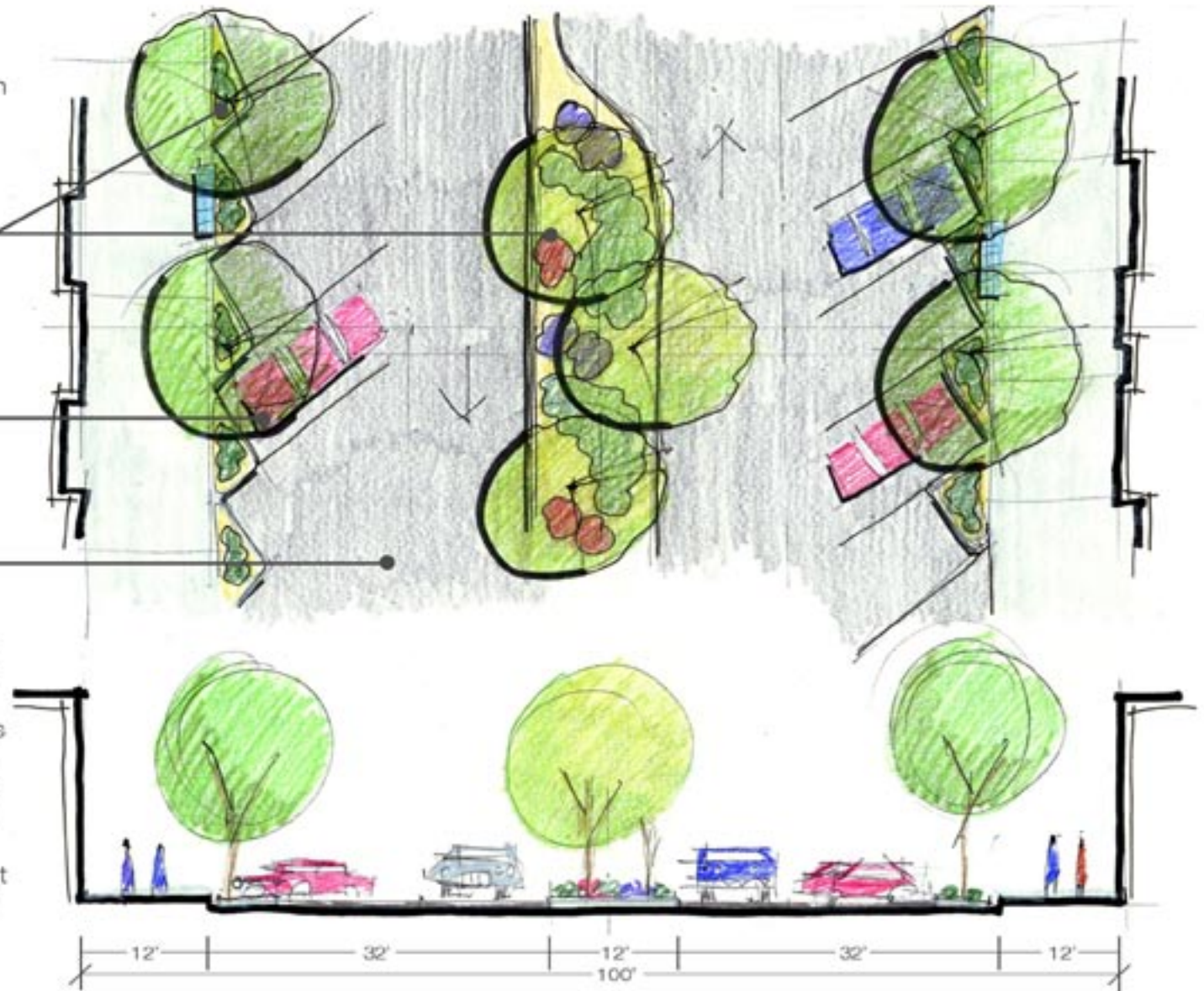
Continuous Median Concept

With this design, the combination of a wide planted median and angled parking spaces fronted by planting islands would allow for the creation of a very green, well shaded streetscape.

Additionally, an angled parking layout allows for a smooth flow of traffic by making it easy for drivers to locate and enter available parking spaces.

Narrow traffic lanes would encourage drivers to proceed slowly, enhancing safety and comfort for pedestrians.

Compared to a parallel parking layout, an angled parking layout significantly increases the overall number of parking spaces. A drawback for drivers, however, is that exiting from angled parking spaces can be somewhat more difficult than exiting from parallel parking spaces. Reducing the angle of the parking space layout (e.g. from 45 degrees to 22.5 or 30 degrees) can help to lessen this difficulty by allowing for a better view and angle of entry into the flow of traffic.



Streetscape Design - Recommended Street Design Option

Thirty Degree Angled Parking Concept

As described above, a continuous median with an angled parking space layout can provide a balanced solution for parking in Downtown Clovis for the following reasons:

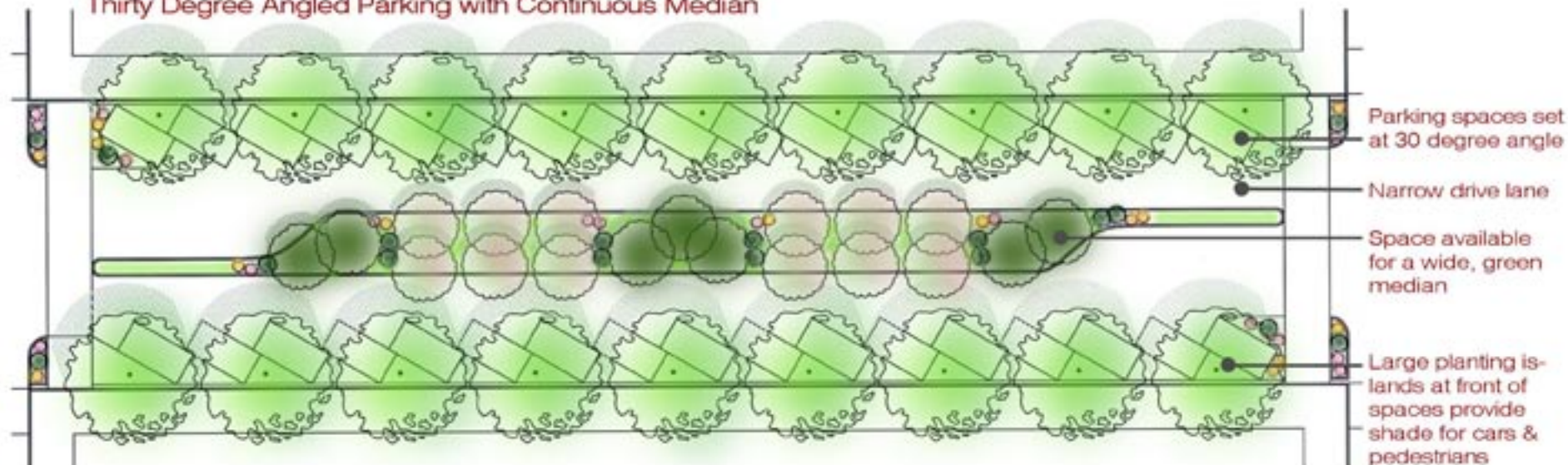
- A wide, planted median & parking islands will allow for the creation of a green, shady streetscape;
- Narrow lanes will slow the speed of traffic and make the street more pedestrian-friendly;
- Angled parking allows for more spaces than parallel parking;
- Angled spaces are easier to pull into than parallel spaces.

Currently, angled parking already exists on Main Street and is arranged in a forty-five degree layout. While a forty-five degree parking layout allows for a great number of parking spaces to be placed within a given area, it requires a somewhat wider drive lane which, in turn, reduces the size of the median. In addition, parking spaces set at forty-five degrees can be more difficult to exit than those set at a lesser angle.

The ideal parking layout should allow for both a wide median, a good number of parking spaces per block, and ease of entry / exit. An angled parking layout with spaces set at a very shallow twenty-two-and-a-half degrees would allow for a very wide median and great ease of exit. Unfortunately, it would also substantially reduce the number of parking spaces per block (a 45 degree layout provides 46 spaces per 350' average block versus only 26 spaces per block for 22.5 degree parking.)

Therefore, a thirty degree angled parking layout is proposed and recommended as an ideal compromise. A moderately shallow angle of thirty degrees allows for all the advantages of an angled parking layout (ease of parking, a narrow drive lane, and wide, green median), but still provides 34 spaces per 350' long block (8 more spaces per block than with 22.5 degree parking layout and significantly more than with any type of parallel parking layout).

Thirty Degree Angled Parking with Continuous Median



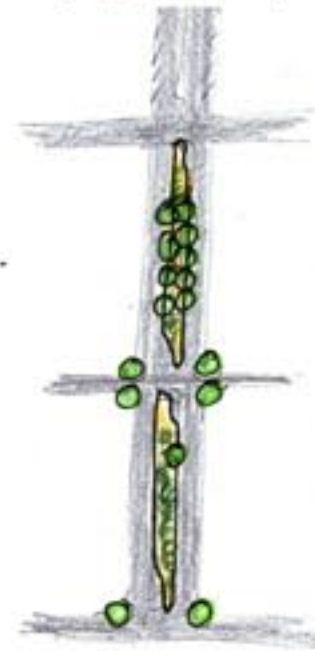


Incorporating the goals expressed by the City of Clovis and the Downtown Revitalization Program, the Streetscape Conceptual Master Plan proposes a unifying, welcoming, and pedestrian-friendly streetscape. Within this plan streetscape elements would be used both to tie together individual districts into a unified downtown core and to make them distinct (see illustration at right). These districts, comprised of the government district with its associated offices set in a mixed use setting, the entertainment district with its theaters, restaurants, and gathering & event spaces, and the railroad district with a vibrant mix of shops and restaurants set in a historical setting would be connected by unifying streetscape elements such as street trees, lighting, and site furnishings, but set apart by the further development of their own unique characteristics.

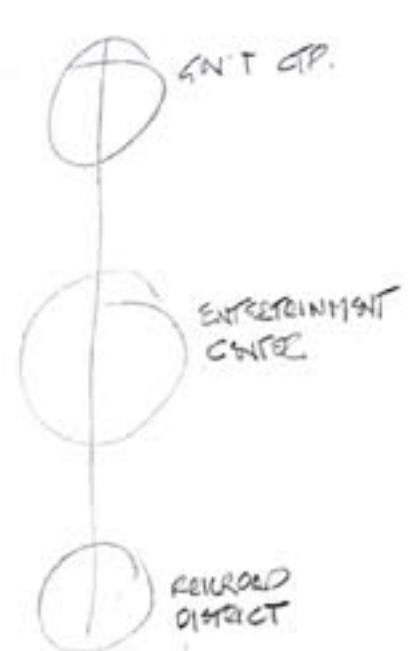
Specific streetscape improvements elements to be utilized in appropriate locations throughout the plan include:

- "Gateways" with welcoming signage and focal points set along a central axis guide and draw local residents and visitors to the downtown district (see illustration at right).
- Specialty paving treatment, such as brick pavers and/or colored & patterned concrete, at intersections and "gateways" establish clear pedestrian zones and help tie the district together visually.
- Paving improvements will also include ADA compliant ramps and access at all intersections and crossings
- Street-side shade trees between parking and sidewalk unify view down Main St., soften the interface between the street and adjacent buildings, and create ample shade for pedestrians and parked cars.
- Specialty paving details such as brick paving strips along sidewalks will clearly delineate pedestrian zones, update & beautify appearance of existing sidewalks, provide a flexible utility-way to provide power to new street lighting, and provide an opportunity to even out multi-level sidewalks.
- Accent plantings, such ornamental trees and shrubs, evergreen trees and shrubs, grasses, flowering perennials and annuals, in medians, planters, and hanging baskets add color, seasonal interest, and visual punch.
- Pedestrian scale light fixtures (with bar attachments for hanging planters, banners, and/or seasonal decorations) enhance safety and add character, charm, and unity to streetscape. (While updated vehicular lighting and signal standards would also greatly enhance the streetscape, they are beyond the scope of this plan.)
- Appealing site furnishings such as benches, trash receptacles, planters, newspaper racks, a town clock, etc. enhance pedestrian zones, and add character, charm, and unity to the streetscape.
- Reduced angle diagonal parking spaces enhance ease of parking and create space for large planter beds along the parking/sidewalk edge. Planters will also help mitigate multi-level sidewalk issue. (Detailed design solution to be developed in schematic design phase.)
- Wide, planted medians with narrowed traffic lanes will enhance pedestrian comfort and safety by slowing vehicles through the downtown district.
- Informational and directional signage enhances the pedestrian experience and adds character and charm to streetscape.

Unifying Streetscape

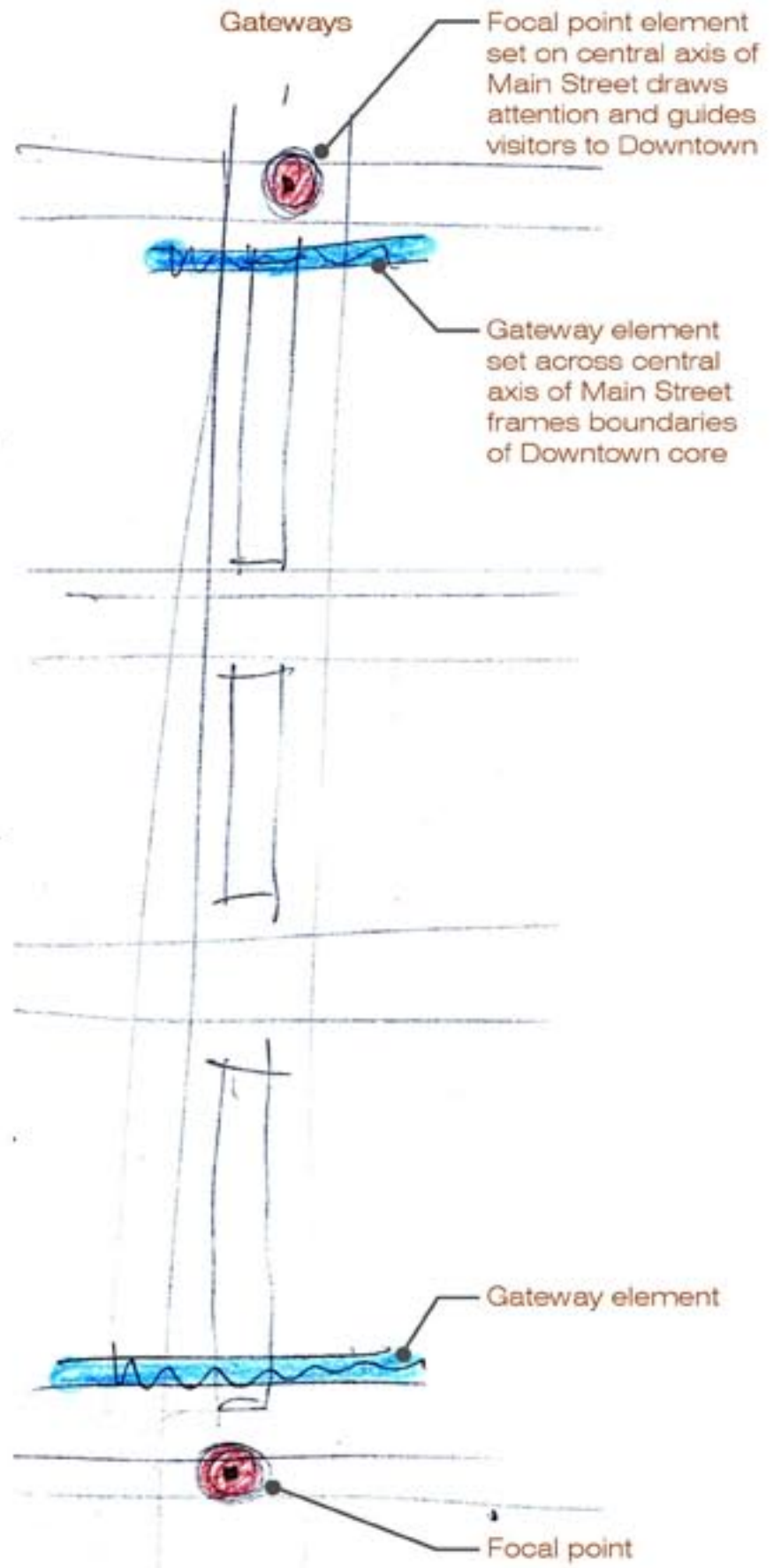


District Connections



Consistent streetscape elements such as planted medians, pedestrian scale lighting, street trees and site furnishings tie Downtown's individual districts together into a unified whole while unique elements such as variations in paving accents, signage, and so on allow each area to retain its own distinct character.

Gateways



Set along the axis of Main Street and framed by a archway or welcoming signage, "gateway" areas anchored by focal points such as sculpture, fountains, or even a decorative town clock could define the boundaries of the downtown core. These gateway areas can be accented with planting, lighting, and specialty paving.

In a similar manner, intersections along Main Street can be emphasized and enhanced with pedestrian scale lighting and specialty paving.

Street trees & pedestrian scale lampposts line sidewalks

Site furnishings such as benches, trash receptacles, and flower-filled planters placed in clustered "nodes" along the sidewalks emphasize the pedestrian-friendly character of Clovis and Main Street

Parking spaces set at a thirty degree angle and fronted by large planted islands

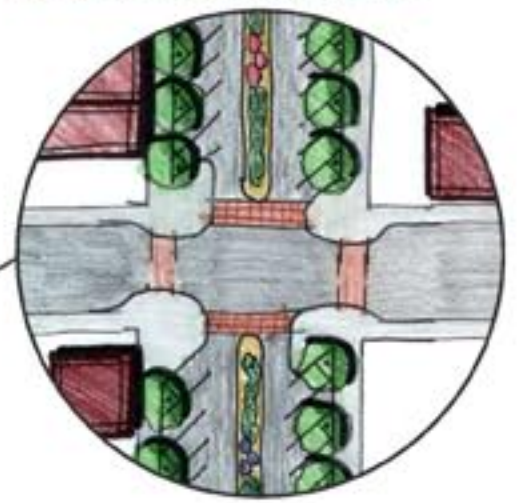
Wide medians with shade trees and accent trees & plantings

Narrow drive lanes slow traffic through pedestrian oriented streetscape

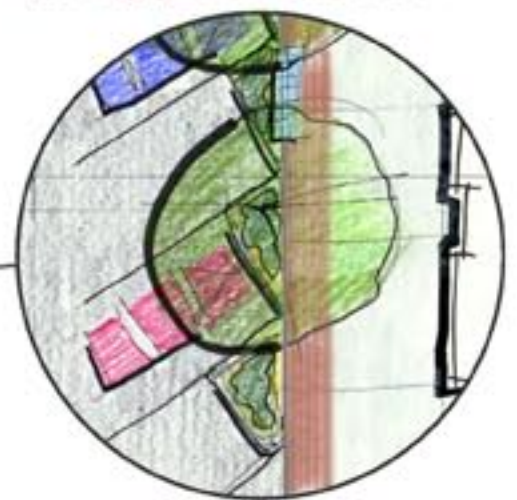
Gateway area with focal point along Main Street axis, accent plantings, and welcoming/ directional signage



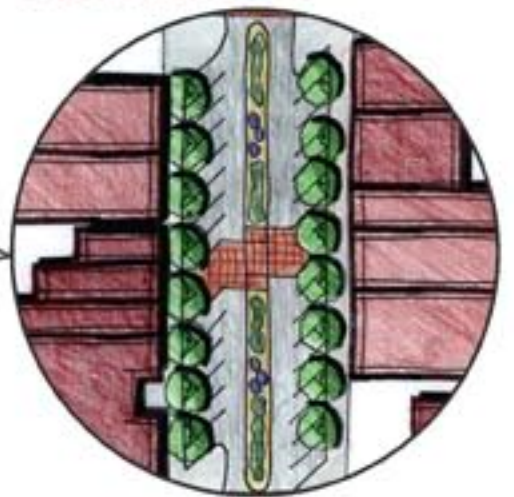
Specialty paving at crosswalks emphasize pedestrian use



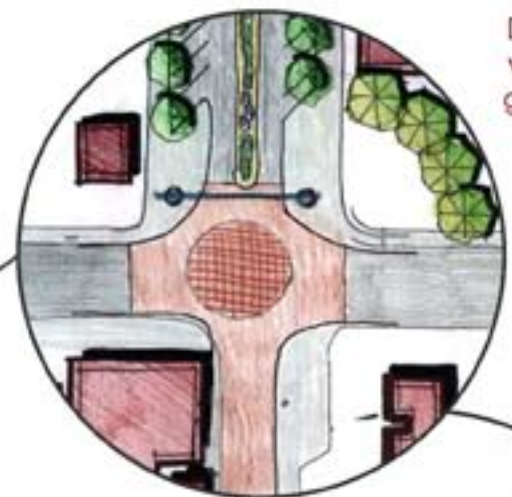
Angled parking spaces allow for large planting islands between parking spaces & sidewalk



Specialty paving at mid-block crosswalks increases visibility of pedestrian zones



Detailed views of gateway areas



The City of Clovis is known for its existing brick streets. It makes sense to enhance and build upon this unique and charming feature. One design option would be to pave the sidewalks entirely in a brick that closely matches the type used on the street in order to create a dramatic visual effect (as seen in A and B at right). However, entirely repaving all the sidewalks in the Downtown core with brick may not be cost effective. In addition, unless the paving design also utilizes a great deal of extra detailing, the resulting look may seem monotonous. It also may be relatively difficult to exactly match the existing brick color.

A more cost effective and visually pleasing solution would be to add an 18"- 24" wide decorative strip of brick paving along the street edge of the sidewalks (as seen in C, D, and F). The paving strip could be installed within the sidewalk fairly easily and inexpensively by saw cutting the existing concrete. More importantly, the decorative strip could serve as an attractive, but easy-access cover over a utility line trench for buried power lines. For added visual "punch" colored and/or textured concrete paving in tones that complement both the existing & new brickwork could be used to highlight and demarcate significant pedestrian areas at gateways, pocket parks, and crosswalks (see E & G).



To avoid a visually jarring transition between the brick streets and the new brick detailing on the sidewalks, it is recommended that no attempt be made to exactly match the existing brick color. Instead, utilizing a lighter, complementary color such as a light red (at top left) or a contrasting color such as a medium tan color (at bottom left) will serve to highlight the character of the existing brickwork.



Suggested street trees and ornamental accent trees include the following:

Shade Trees / Street Trees

Lacebark Elm
Texas Red Oak
Live Oak
Honey Locust
Ashes (Arizona/Modesto Ash,
Green Ash)



Lacebark Elm



Texas Red



Live Oak



Honey Locust



Arizona Ash

Accent Trees (For Medians & Larger Islands)

- Evergreens:
Austrian Pine
Yaupon Holly
- Spring Flowering / Fall Color:
Flowering Hawthorn
Bradford Pear
- Summer Flowering:
Desert Willow
- Other:
New Mexico Olive



Austrian Pine



Yaupon Holly



Desert Willow (At maturity & in flower)



Hawthorn
(Spring & Fall)



Bradford Pear
(Spring & Fall)



New Mexico Olive

Materials - Shrubs, Perennials, & Grasses

Suggested plants for medians, parking islands, and planters include the following shrubs, perennials and grasses:



Apache Plume



Turpentine Bush



Mugo Pine



Soapweed

Shrubs

Apache Plume
Turpentine Bush
Mugo Pine
Beargrass
ARP Rosemary
Red Yucca
Soapweed Yucca



Beargrass



Rosemary



Red Yucca



Hummingbird Plant

Perennials

Hummingbird Plant
'Moonshine' Yarrow
Sedum
Lavender
Black-Eyed Susan
Cherry Sage



Moonshine Yarrow



Sedum



Lavender



Black-Eyed Susan



Cherry Sage

Turfgrass

Fescue
Bermuda
Fescue/Bermuda Mix



Fescue Grass



Bermuda Grass

Site Furnishings - Benches & Trash Receptacles

Well selected and strategically placed site furnishings are essential for a pedestrian oriented streetscape. Their presence creates a welcoming, finished look. Benches placed along the streetscape in welcoming seating node (as illustrated below), invite visitors to sit, relax, and enjoy the Downtown experience, while convenience items such as trash receptacles, drinking fountains, newspaper dispensers, a clock, etc. show that the City of Clovis cares about its own appearance as well as the needs of pedestrians.



Suggested site furnishings include the "Plainwell" bench and trash receptacle by Landscape Forms (in black and wood as shown at right). The design is classic enough to reflect the historic character of the Downtown, but their more modern, curving lines are also reminiscent of the elegance of Southwestern Art Deco style.



New pedestrian scale lamp standards, in a style that reflects the district's historic character, will give the Downtown a unified and finished look. Rows of attractive lamp posts and street trees draw the eye through the length of the streetscape (see A at right, help pedestrians feel more connected to the landscape, and provide an opportunity to truly highlight the character of the Downtown. By adding attachment bars for hanging banners (B) or baskets full of colorful flowers (C), the City can use the lamp standards to "dress up" the Downtown by season or for events. Including matching directional signage or safety features such as bollards at intersections and mid-block crossings can further enhance the streetscape's charm and pedestrian focus (D).



Suggested lamp standard styles include two styles By Sun Valley Lighting. The first, a more classic Art Deco style, reflects the elegant lines, ornamentation and attention to detail of the early Art Deco era (E & F). This style in either a post (E) or double arm (F) format would blend well with the historic character of Downtown Clovis and truly add significant charm. The second style reflects the cleaner, curving lines of the Late Art Deco style (G & H). In either the single or double arm format or a combination of both, this style would add some fun, funky character.



Multi-functional seat wall planters can enhance the Downtown's streetscape in a number of ways. First, they can provide a buffer zone between vehicular and pedestrian areas and clearly delineate the boundaries of each space while providing beauty and utility. Suggested materials include formed, colored concrete as seen in A & B (at right), brick as seen in E & F (far right), or a combination of concrete and brick (D, bottom right).

Planted median © and islands planters located at the end of proposed diagonal parking spaces and in curb extensions at intersections, also provide an excellent opportunity for adding green and shady character to the Downtown.

