

Silver City Downtown Action Plan
Community Open House on November 17, 2009
Summary of Comments

VISION STATEMENT

- “I hope a lot more people are living in the downtown district.”
- “eating establishments”
- “Needs an inclusion of sustainable economic development.”

STREETS AND PARKING

- 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

ARTS & CULTURAL DISTRICT/WAYFINDING

- 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 (grays, 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.

LAND USES/ZONING/PUBLIC AMENITIES

- 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 ½ in & ½ 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 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

HISTORIC PRESERVATION AND ADAPTIVE RE-USE

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 alley 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).