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# Clovis Downtown Revitalization

Mark Childs

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## ***Clovis Downtown Revitalization***

*Clovis, New Mexico*

Design and Planning Assistance Center  
University of New Mexico

**Spring 2003**





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*Faculty Advisor:*  
**Mark Childs**

*Student Team:*  
**Smitha Balasubrahmanya**  
**R. Jarrod Cline**  
**Katya Crawford**  
**R. Sean Darnell**  
**Kim Deschamphelleire**  
**Katie Maguire**  
**Steve Miller**  
**Darren Pocus**  
**Bill Slettom**  
**Krystyna Zelenay**

## **Design and Planning Assistance Center**

(DPAC) is a community service of the School of Architecture and Planning at the University of New Mexico. We work with community groups and not-for-profit organizations throughout New Mexico on architectural, planning, and landscape projects. DPAC was established in 1969 and is staffed by students in architecture, planning, and landscape degree programs.

## Design Projects

*Infinity Nightclub*  
Darren Pocus

*Facade Design Illustrations*  
Smitha Balasubrahmanya

*Overhang Design*  
Krystyna Zelenay

*Adaptive Spaces*  
R. Jarrod Cline

*The 300 Lofts*  
R. Sean Darnell

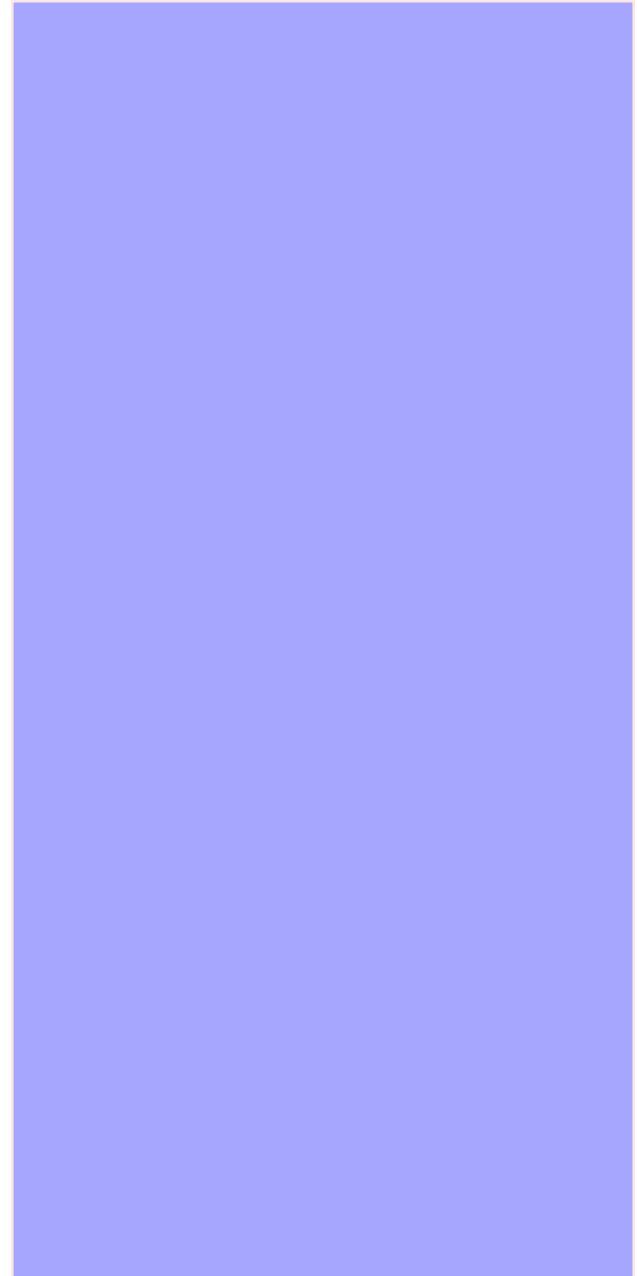
*Streetscape/Pocket Park*  
Katya Crawford

*The Clovis Railyard*  
Kim Deschampeleire

*Clovis Farmers' Market*  
Katie Maguire

*Landmark Lofts*  
Steve Miller

*Architecture and Signage*  
Bill Slettom



**Faculty**

Mark Childs

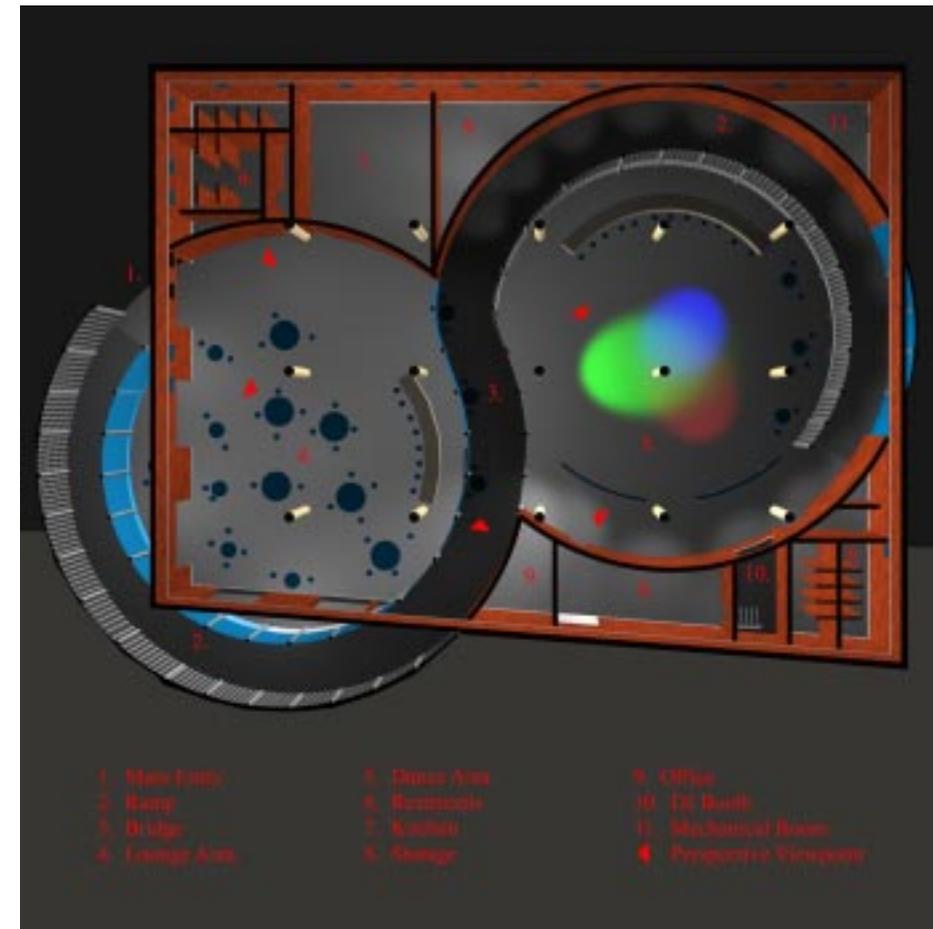
**Student**

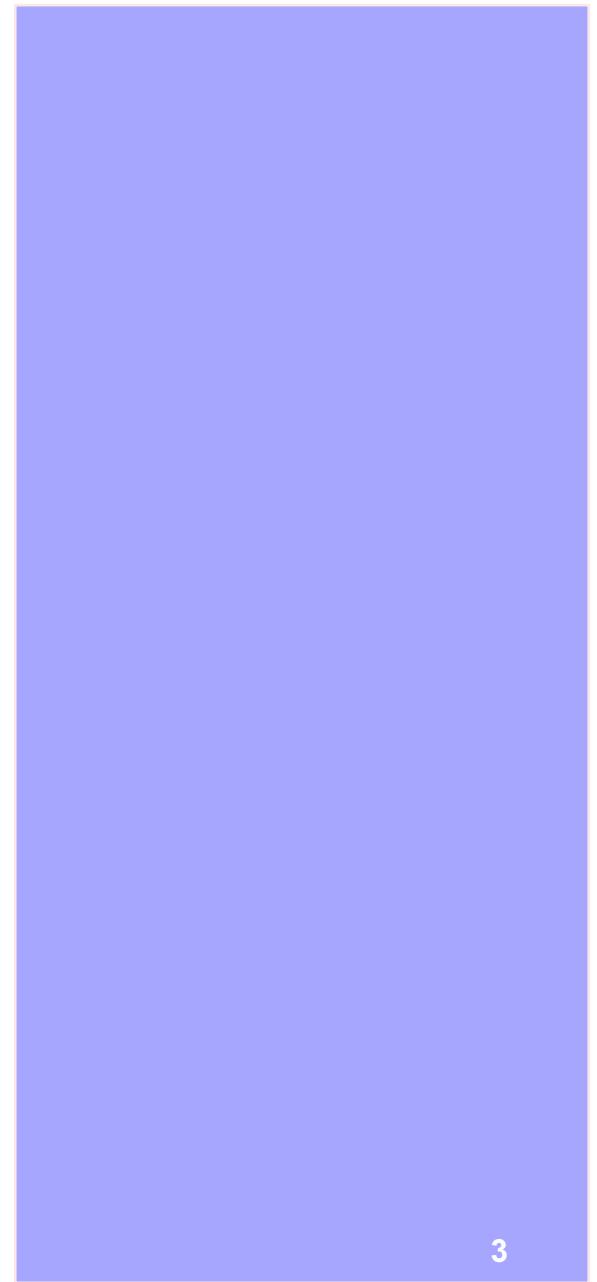
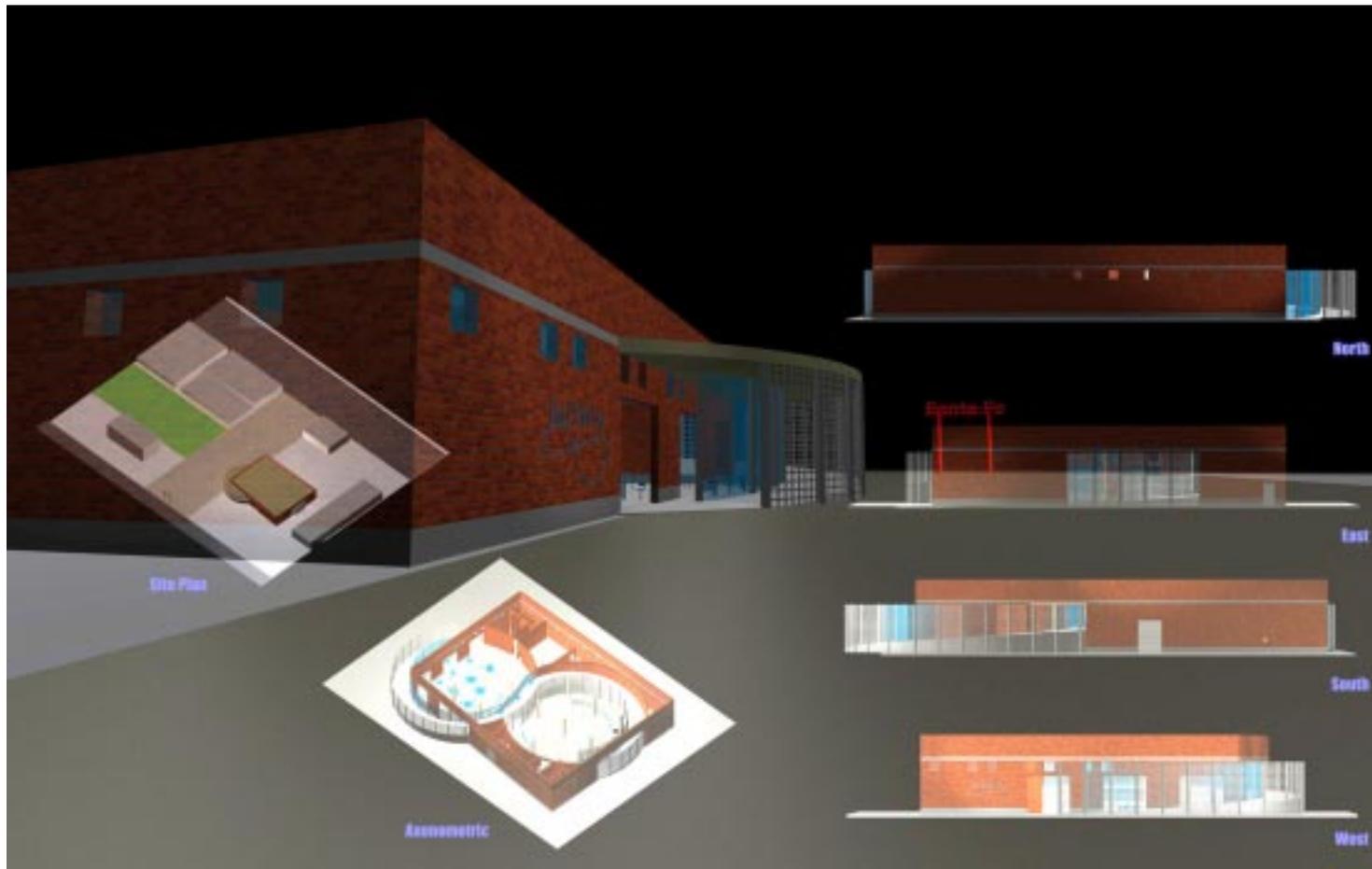
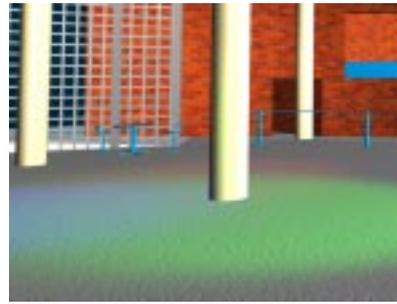
Daren R Pocus



***Infinity Nightclub***

Located at the south end of Main Street, Infinity Nightclub can become an anchor to both the Main Street and Rail Yard corridors. Infinity will occupy the Bekins warehouse building. The design will create two distinct spaces. The first will open up to Main Street and will be a lounge/restaurant space. The second will be a high energy dance area. The two spaces will be defined by a ramp, which will be enclosed by a mesh screen and a glass wall. The ramp will wind in and out of the building, establishing a visual landmark and creating a dynamic and energetic circulation space.





# Facade Design Illustrations



**Faculty**  
Mark Childs

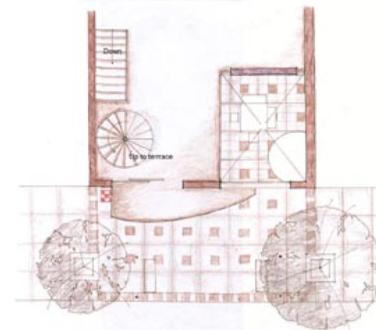
**Student**  
Smitha Balasubrahmanya



The facade design illustrations provide guidelines for the facades of the buildings on main street. The designs recognise the depth of 10'-14' within the facade in all floors to be a critical volume. Elements like balconies, signage, show windows, skylights, staircases and double height spaces in this volume make the facade dynamic. The sidewalk in front of the stores and street furniture play an important role in integrating the design and creating a unified composition.



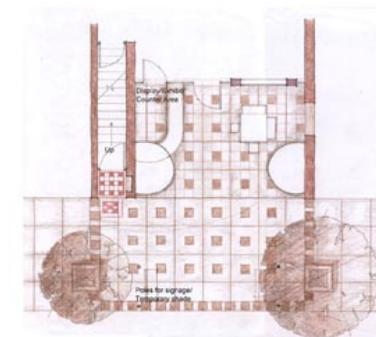
Illustration of use of shades to enhance the facade



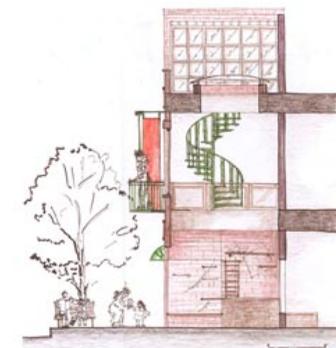
Second Floor Plan



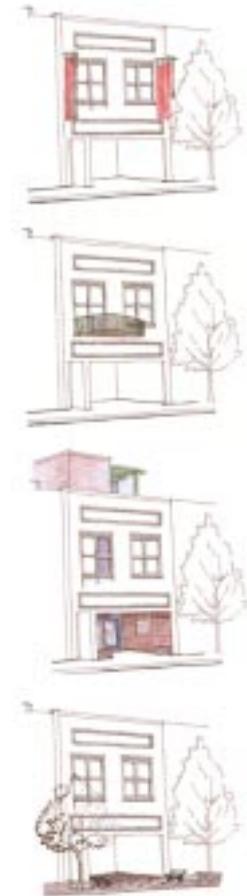
Elevation



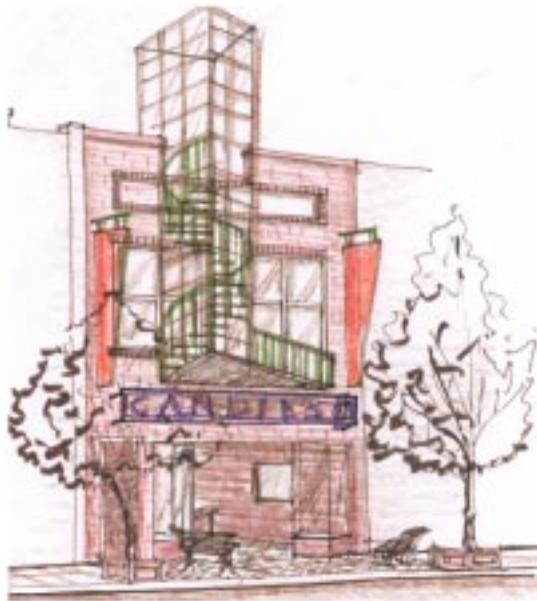
First Floor plan



Section



Scheme one shows an internal spiral stairs, a mural wall continuing up all the floors, which along with the trellis, provides shade in the terrace and a curved balcony. The trellis work, balcony and the supports for the signage are proposed to be in wrought iron to subtly compliment the older brick facade.



Scheme two shows the building with the spiral stairs to the terrace external to the facade. It has a glass enclosure and is part of the balcony.

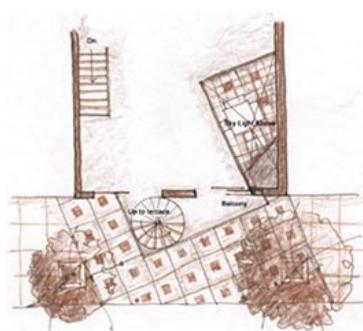
The signage is proposed to be of metal-metal frame with metal lettering- anchored to the facade. The intention here is to highlight the brick facade through the signage.

Both the designs suggest paving- coloured concrete tiles set within the main concrete pavers of the sidewalk- flowing into the store's 'show area' and thereby integrating the store and the sidewalk. Separate paving in front of the entrance door to the second floor lend an identity to the activities and floor above.

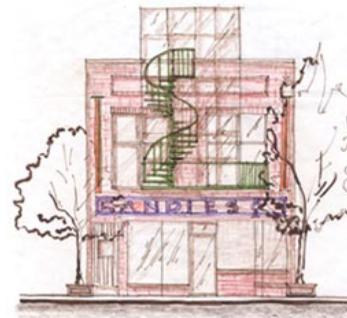
The designs also consider the stores to be generic. An idea that the store front could have a counter for exhibit/sale/display/activity with seating as a form of advertisement along with the show windows is demonstrated here.



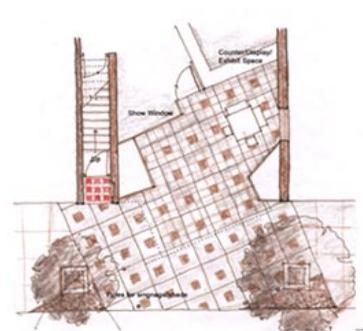
Illustration of the use of shades to enhance the facade



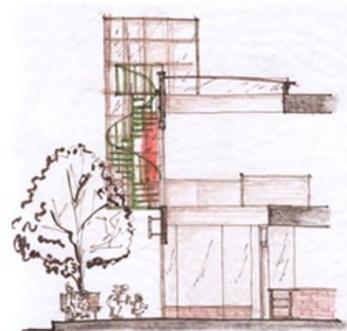
Second floor Plan



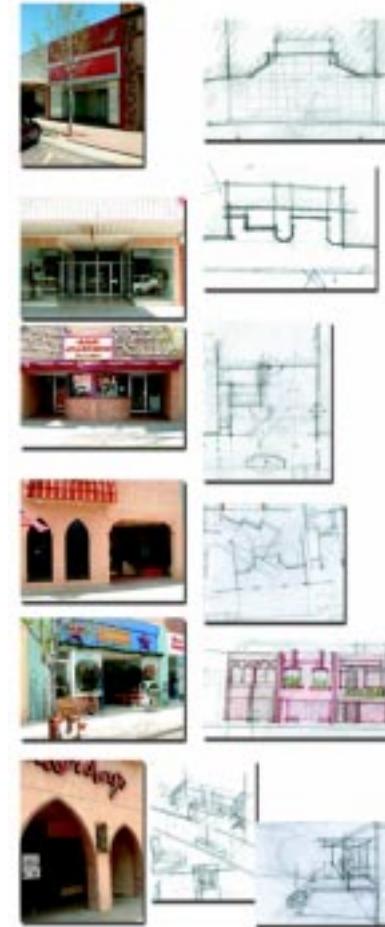
Elevation



First Floor Plan



Section



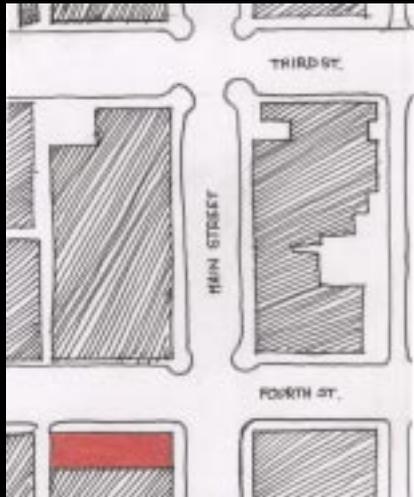
Initial studies of spaces within the facade show existing variations in the first floor show window area and intersecting possibilities to enhance the relation of the building with the sidewalk.

# OVERHANG DESIGN

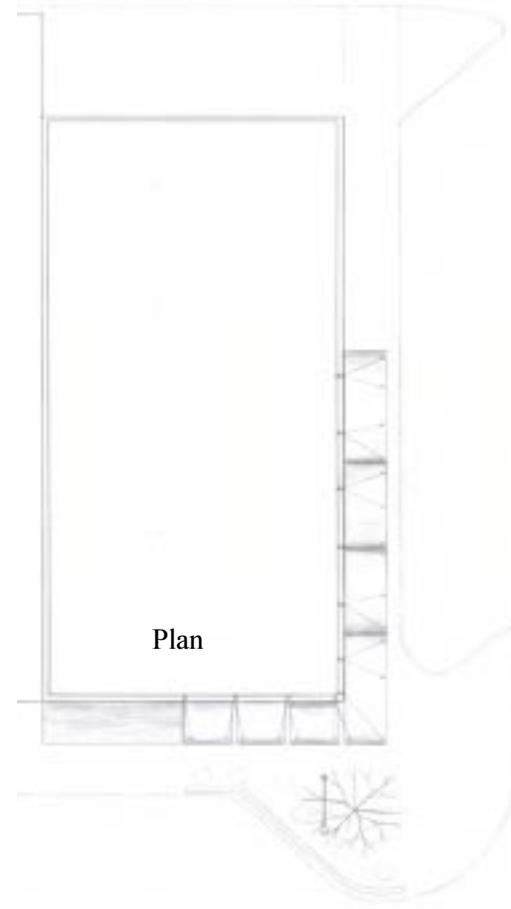
by  
Krystyna Zelenay



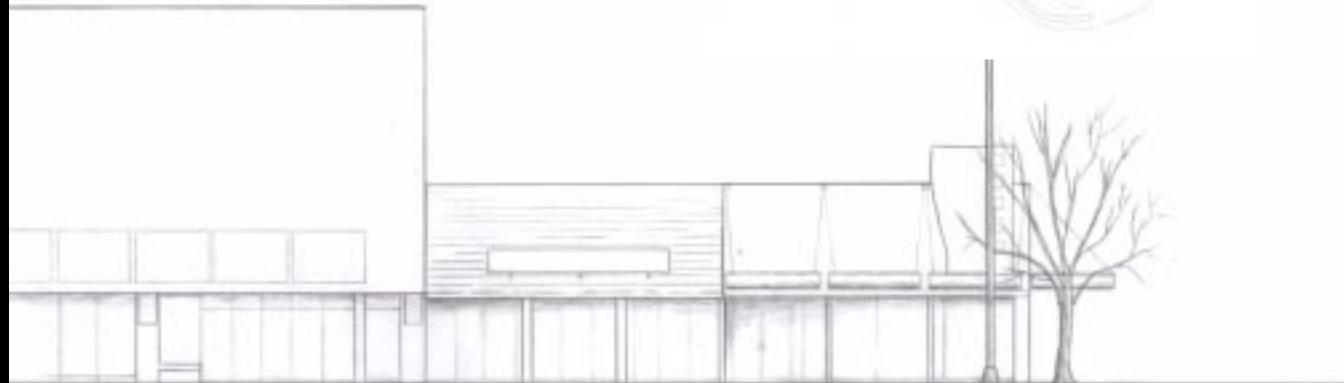
view of front elevation



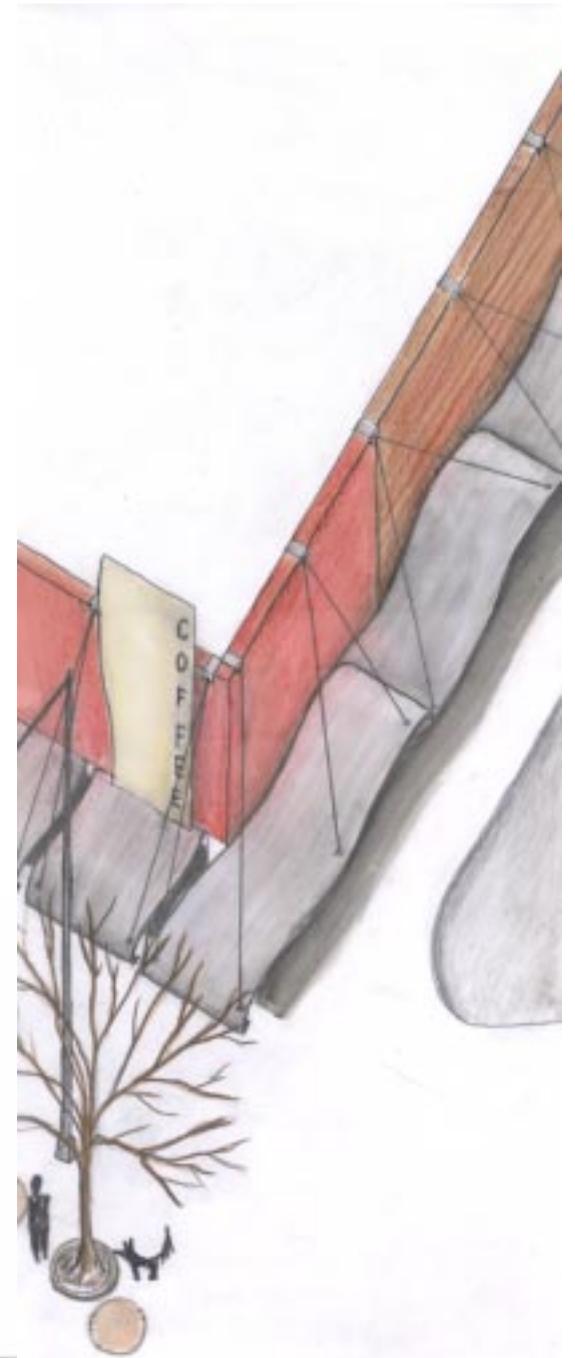
Site Plan



Plan

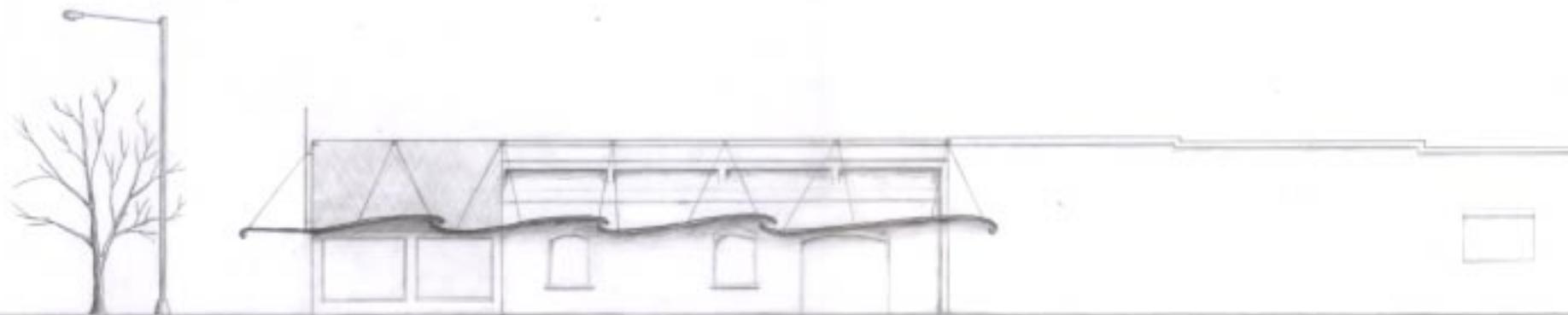


Elevation 1"=16'



View of overhang from above

Sketch of building with overhang

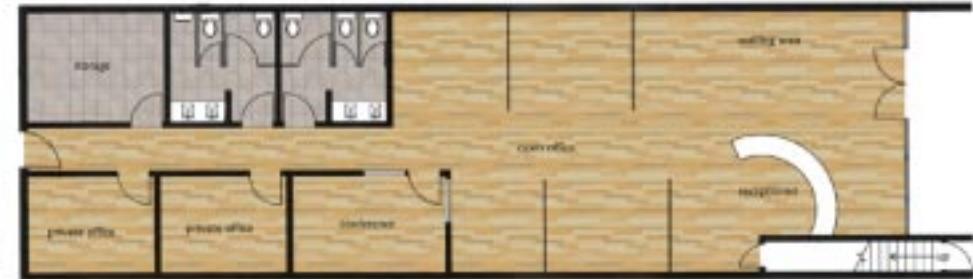
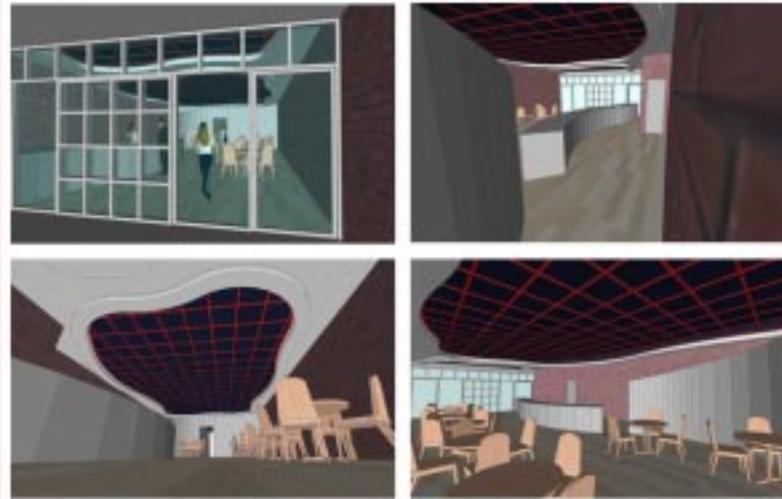


South Elevation

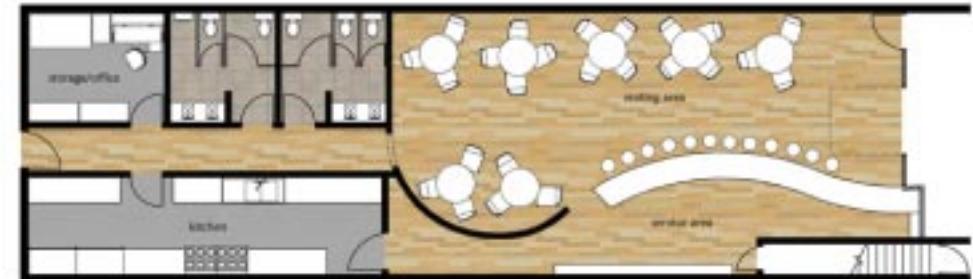
# CLOVIS DOWNTOWN REVITALIZATION



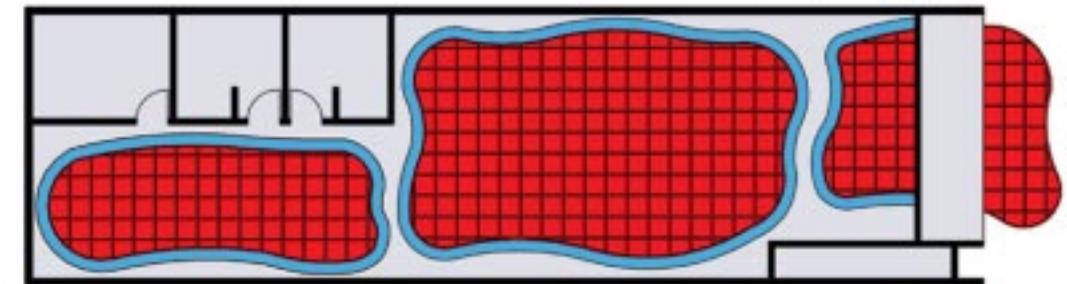
R. Jarrod Cline  
 DPAC Spring 2003  
 Prof. Mark Childs



office plan



restaurant plan

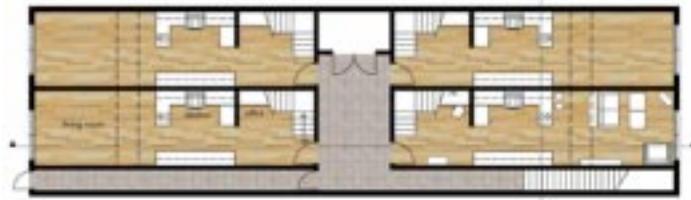


Light Soffit   
 Adaptive Lighting 

The purpose of this design is to show the opportunities the buildings on Clovis main street have to offer. The design shows that these spaces can be configured in numerous ways for many different uses. The ground floor is configured to fit any businesses needs. The only permanent walls are the ones for the bathrooms and a storage room. The ceiling is designed to adapt to any type of lighting desired in the space. There is a light well to provide area light and a grid system that can be changed to accommodate the tenant. The upper floors are meant for residential use. The idea driving these lofts is to get as many people up there as possible. The more people that live here, creates more life on the main street. It is important to keep these lofts as open and airy as possible, the lower walls the bigger it seems. The lofts are meant for the younger demographic that the air force base brings to Clovis. The Clovis main street is an exciting opportunity, with some great ideas and involvement, it can become a lively and prospering area of Clovis once again.



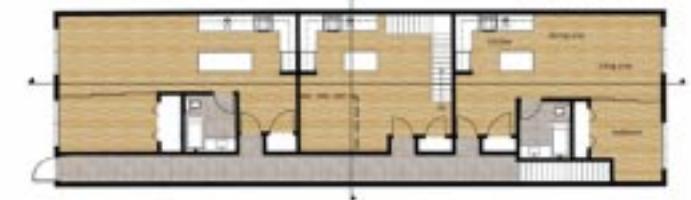
3rd floor



2nd floor



3rd floor



2nd floor



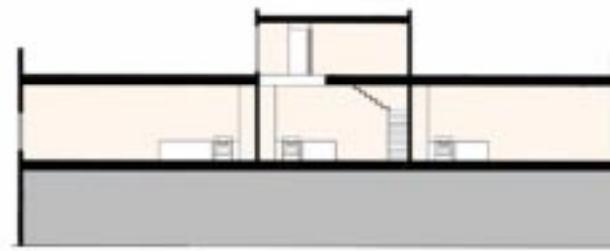
longitudinal section



cross section



cross section



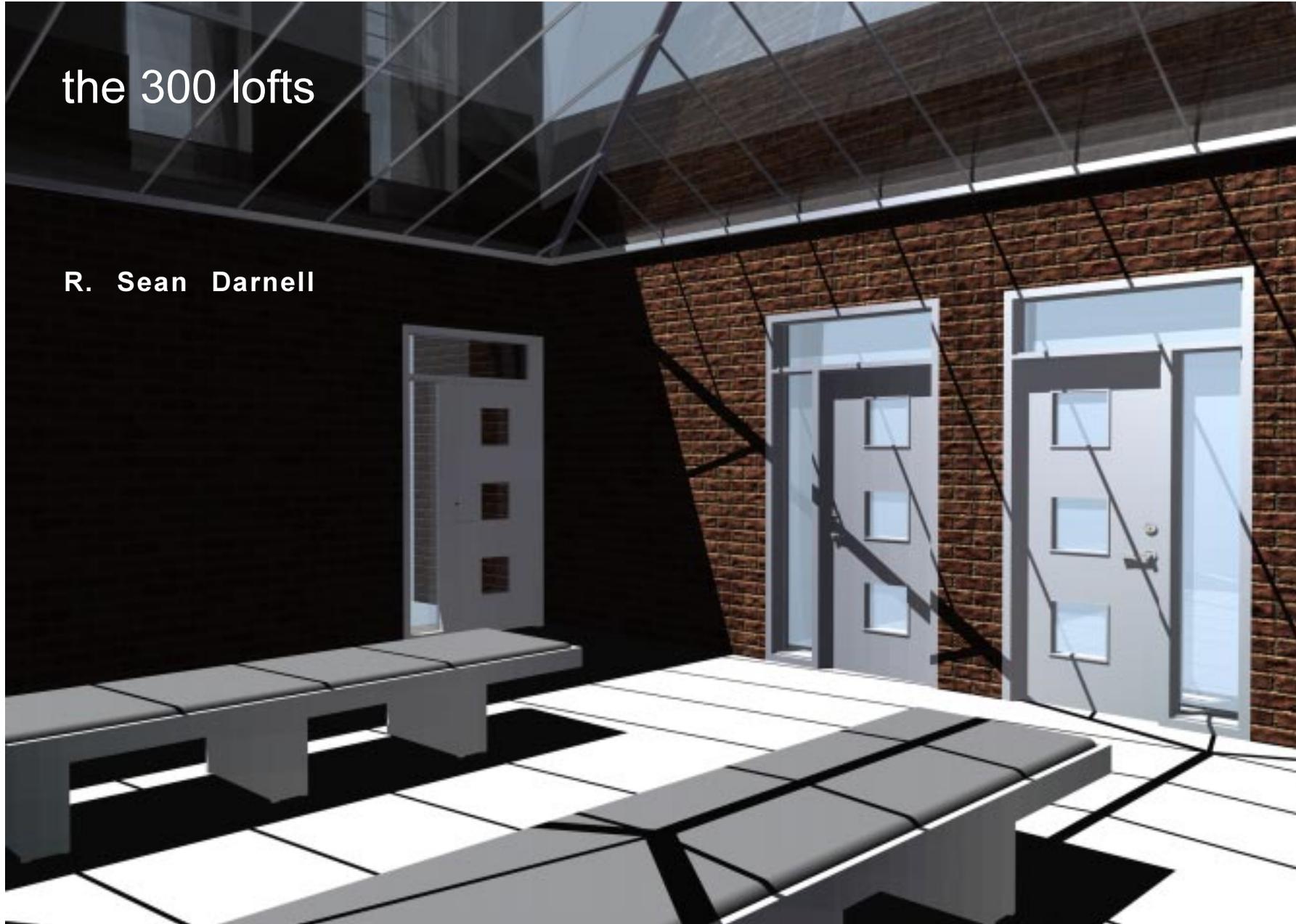
longitudinal section





# the 300 lofts

R. Sean Darnell

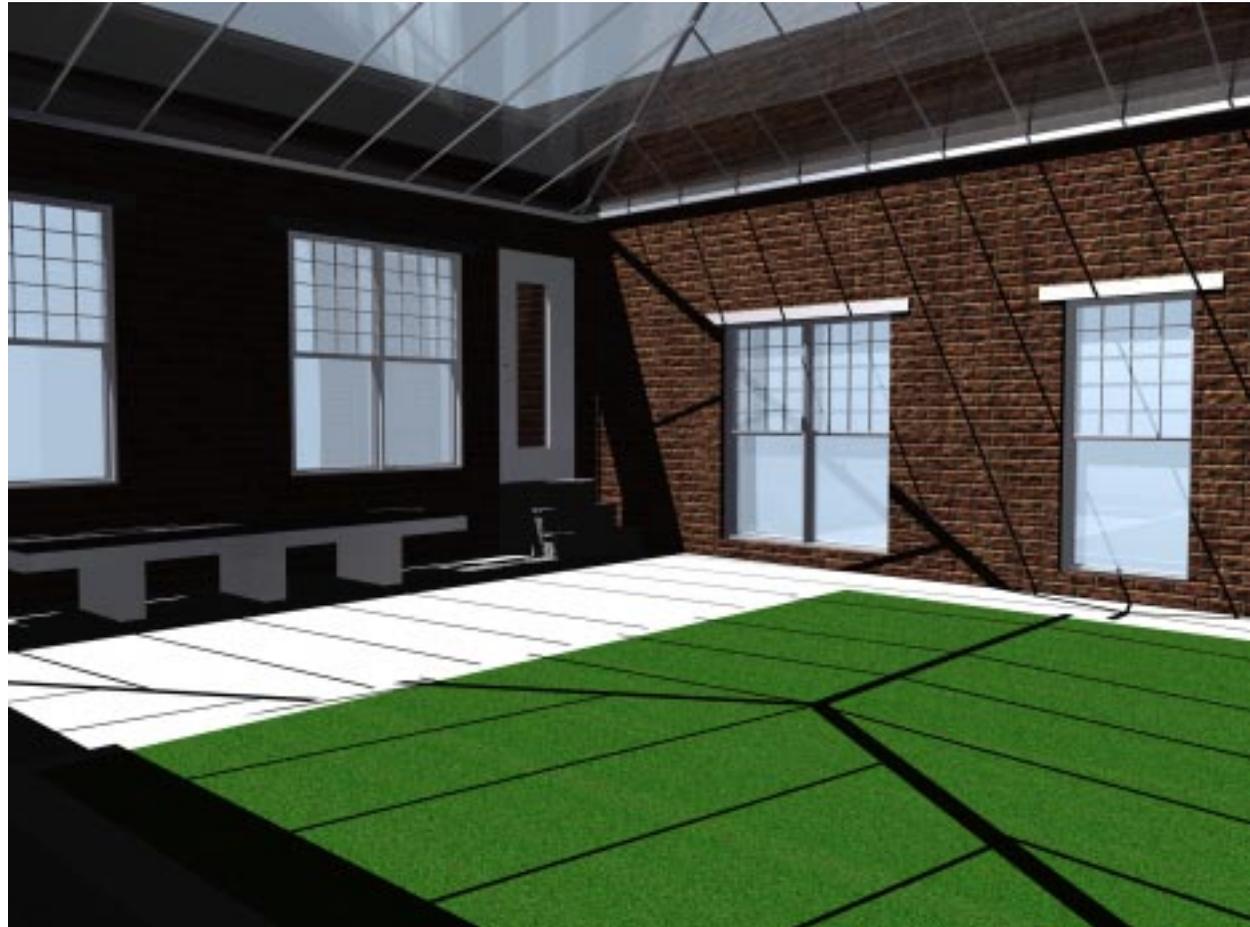


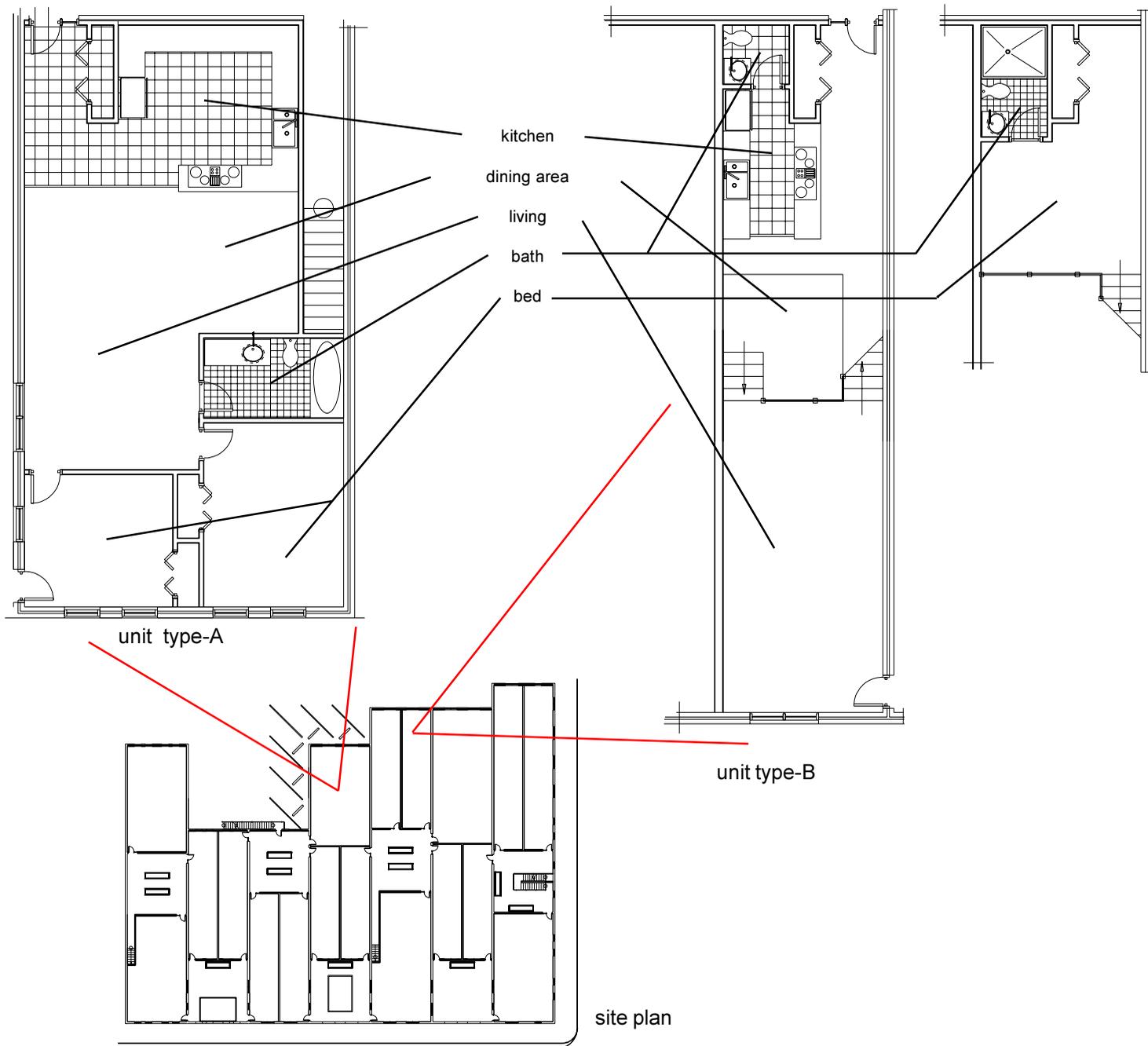
A THRIVING DOWNTOWN DEPENDS ON THE PRESENCE OF PEOPLE. THE BEST WAY TO GET PEOPLE DOWNTOWN IN MY OPINION IS TO HAVE THEM ALREADY THERE.... LIVING. I THINK THAT DOWNTOWN RESIDENCE IS AN INTEGRAL PART OF REVITALIZATION. THIS PROPOSAL ENVISIONS THE DEVELOPEMENT OF A SIXTEEN TO TWENTY-TWO UNIT CONDOMINIUM COMMUNITY ON THE SECOND STORY OF THE 300 BLOCK. THE MAIN FOCUS OF THIS PROPOSAL IS LOOKING AT THE BLOCK AS ONE PLOT TO DEVELOP AS A WHOLE RATHER THAN DEVELOPING IT IN A PIECE-MEAL FASHION. BY INCLUDING ALL THE LOTS IN ONE DESIGN RESOURCES ARE ABLE TO BE POOLED AND A "COMMUNITY" CAN BE CREATED.

THE 300 LOFTS IS DREAMT OF AS A GROUP OF APARTMENTS. THAT ARE GROUPED AROUND COMMON ATRUIM ENTRANCES. BY GROUPING THE UNITS AROUND ATRIUMS THE USE OF CORRIDORS CAN BE AVOIDED. CREATING SPACES IN WHICH TO SOCIALIZE RATHER THAN PATHS.



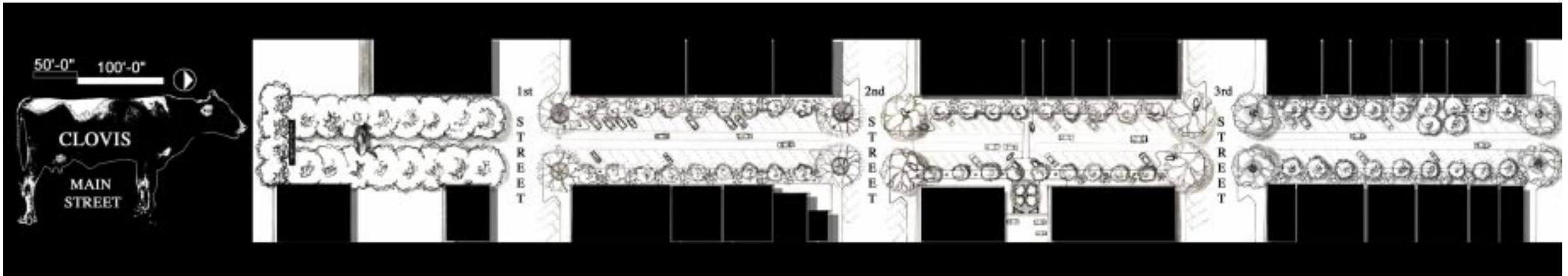
THE UNITS ARE FINISHED OFF WITH DOORS, WINDOWS AND BENCHES OF A COMMON LANGUAGE, CREATING A STRONGER SENSE OF COMMUNITY. MATERIAL CHOICES FOR THESE VISIBLE FIXTURES SHOULD LOOK AT MATERIALS THAT JUXTAPOSE THEMSELVES AGAINST THE VERNACULAR BRICK AND WOOD, WHILE INCORPORATING FEATURES COMMON IN THE EXISTING ARCHITECTURE OF THE AREA. MY SUGGESTION IS BRUSHED METAL FOR THE DOORS AND WINDOWS AND STARK MODERNISM FOR THE ATRIUM FURNISHINGS IN AN EFFORT TO SEPARATE THE COMMUNITY FURNISHINGS FROM THOSE OF THE OCCUPANTS.





TO CREATE A COMMUNITY LIKE THE 300 LOFTS A DEVELOPEMENT CORPORATION WOULD HAVE TO PURCHASE EITHER THE ENTIRE 300 BLOCK, OR THE SECOND FLOORS WOULD HAVE TO BE OPTIONED IN A CONDOMINIUM TYPE ARRANGEMENT. A PLAN FOR HOUSING IN THE DOWNTOWN AREA NEEDS TO THINK BIG TO SUCCEED. INDIVIDUAL HOUSING ABOVE THE EXISTING STREET LEVEL RETAIL, THOUGH UNIQUE, DOES NOT CREATE THE LARGER SCALE COMMUNITY THAT MAINSTREET IS WORKING TOWARDS, NOR DOES IT ADDRESS THE LARGER GOAL OF BRINGING BODIES TO THE DOWNTOWN AREA. THE PROPOSAL OF THE 300 LOFTS LOOKS AT THE DOWNTOWN AREA AS A GROUP OF BLOCKS RATHER THAN AS A GATHERING OF INDIVIDUAL LOTS. WHEN APPROACHING THE AREA IN THIS MANNER, THE CONCEPT OF COMMUNITY BECOMES POSSIBLE.





**STREETScape**  
(with a focus on the 200 block)  
**POCKET PARK**

Student:  
Katya Crawford

**CLOVIS MAIN STREET**

Currently Main Street is one hundred feet wide from building edge to building edge. Ten foot sidewalks, angled parking, and three car lanes compose the street. As a pedestrian, the street feels wide and exposed with few places to sit, gather or socialize comfortably. Although many of the buildings have strong architectural character, the street as a whole does not.

The Intention of this design is to accomplish the following:

Give Main Street an identity that celebrates the history and character of Clovis.

Bring the festive energy of the Farmer's Market into the street on the 200 block.

Enhance the pedestrian experience.

Turn the existing pocket park into an urban oasis.

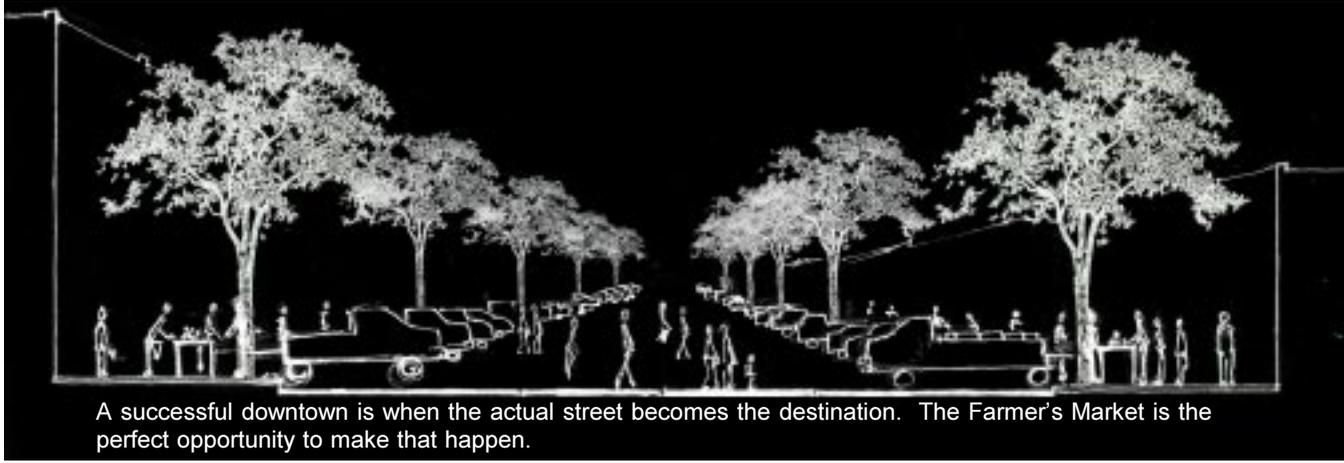
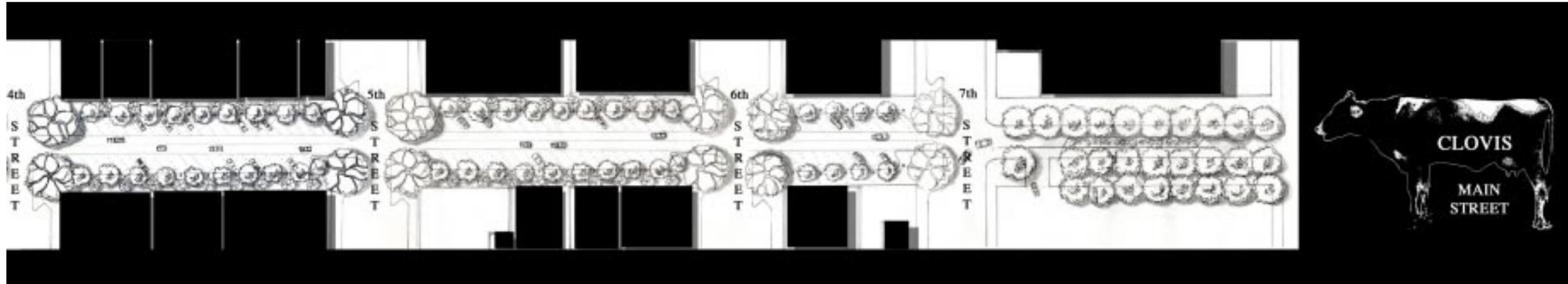
Incorporate rain catchment systems that provide water for the trees and pocket park on the 200 block.



Cast out of copper, the cows collect rainwater from building tops through a siphoning system that can later be used to water trees along Main Street.

**COW SCULPTURES ON MAIN STREET?**

The economy and identity of Clovis have strong roots in the dairy industry. The once abundant aquifer has played a vital role in helping this economy thrive. The cows are not only sculptural elements, but cisterns as well. The intent of this installation is to honor and celebrate both of these vital forces that support the community. The cows become a proud symbol of Clovis that strengthens the identity of Main Street while simultaneously adding a playful element to the downtown.



A successful downtown is when the actual street becomes the destination. The Farmer's Market is the perfect opportunity to make that happen.

### THE FARMER'S MARKET

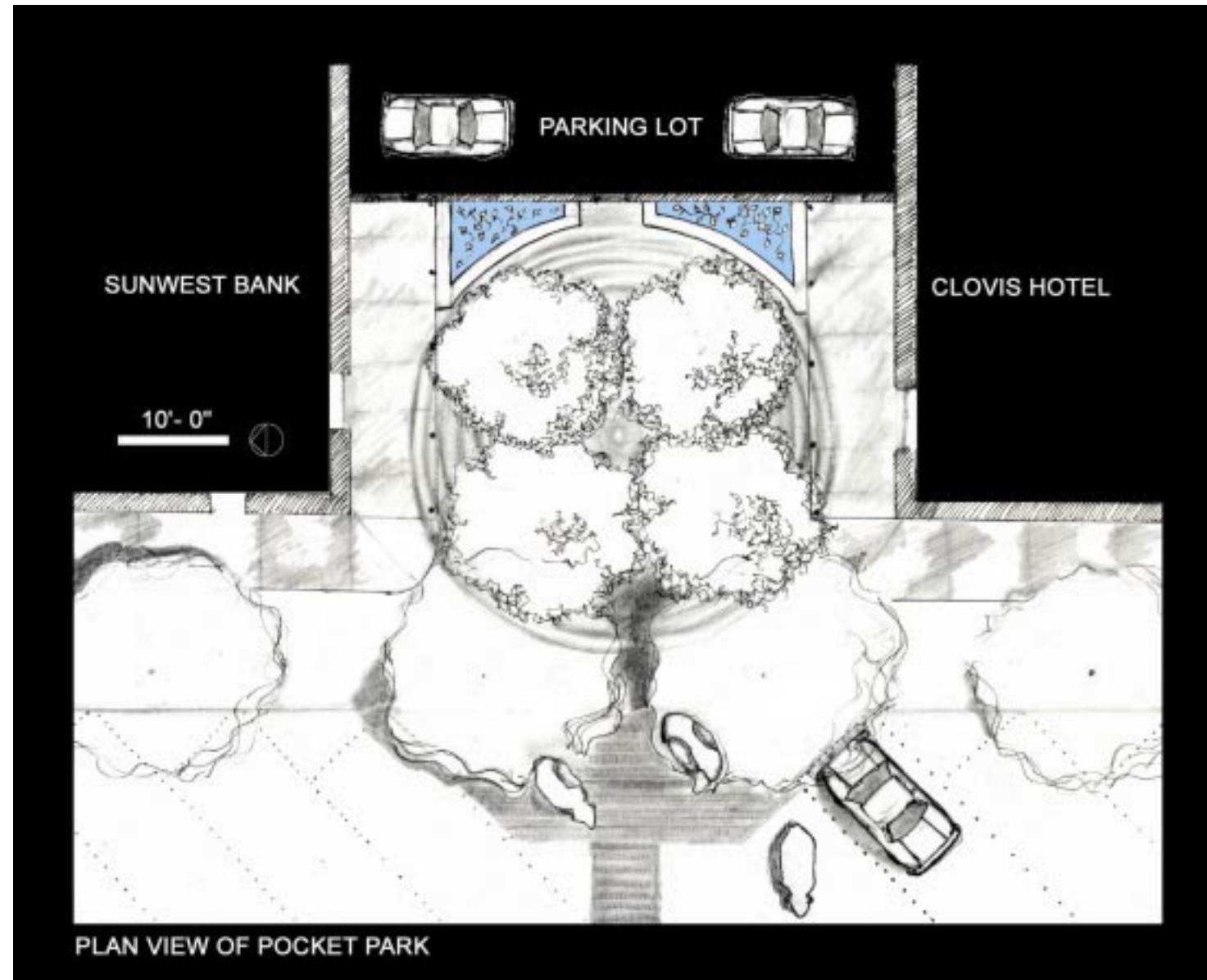
This design proposes that the Farmer's Market take place on the 200 block of Main Street. By closing off the street to through traffic during market hours, Main Street would be transformed into a bustling pedestrian environment. Vendors would back their vehicles up to the sidewalk to display their goods under the canopies of large shade trees. Market goers would have the opportunity to rest, socialize or picnic in the pocket park in between shopping. Local acoustic bands could play music in the park to add to the festive energy, and local businesses (such as a cafe or the candy store) could set up temporary stalls at the market.

### THE STREET

The turning lane has been removed and the sidewalks extended out to eighteen feet each. This additional space allows retail or cafe business to spill out into the street, creating a more engaging outdoor environment. This also allows room for additional tree plantings, benches and pedestrian scale lighting.

## THE POCKET PARK

The idea behind the design of the pocket park is to create an intimate urban oasis. The east wall has been replaced with a facade that recognized the dominant architectural style of the two-story brick buildings along Main Street. Eastern sunlight will filter through the open windows on the second level and three doors on the bottom level allow pedestrian access to and from the parking lot to the east of the site. The park features flowering ornamental shade trees, water gardens/fountain and tables and chairs. Rainwater collected from the rooftop of the Clovis Hotel will be filtered and used to fill the water gardens and water the trees.



THE POCKET PARK TODAY



View looking north-south

View looking south-east



Structural Soil and the trench improve the life and health of the urban street tree by creating necessary voids for air and water pockets for the roots.

Harmful soil compaction is also prevented.



VIEW OF POCKET PARK FROM THE STREET



VIEW OF THE WATER GARDENS WITHIN THE POCKET PARK

STREET TREE SELECTION

Street tree selection is crucial to the design. The tree must be tough in urban conditions, grow tall and be pruned as to not hide building signage. The addition of trees will help clean the air, add kinetic energy to the street through the rustling of leaves and the chirping of birds, and will provide shade in the summertime. Large specimen trees planted at the ends of each block help to visually narrow the wide street. Ornamental trees in the pocket park provide blossoms in the spring, shade in the summer and color in the fall.

Some suggestions for the trees are:

- Modesto Ash
- Japanese Pagoda
- Honey Locust

Ornamental trees for the pocket park:

- Golden Rain Tree
- Flowering Crabapple
- Texas Redbud
- Bradford Pear

Specimine trees at street corners:

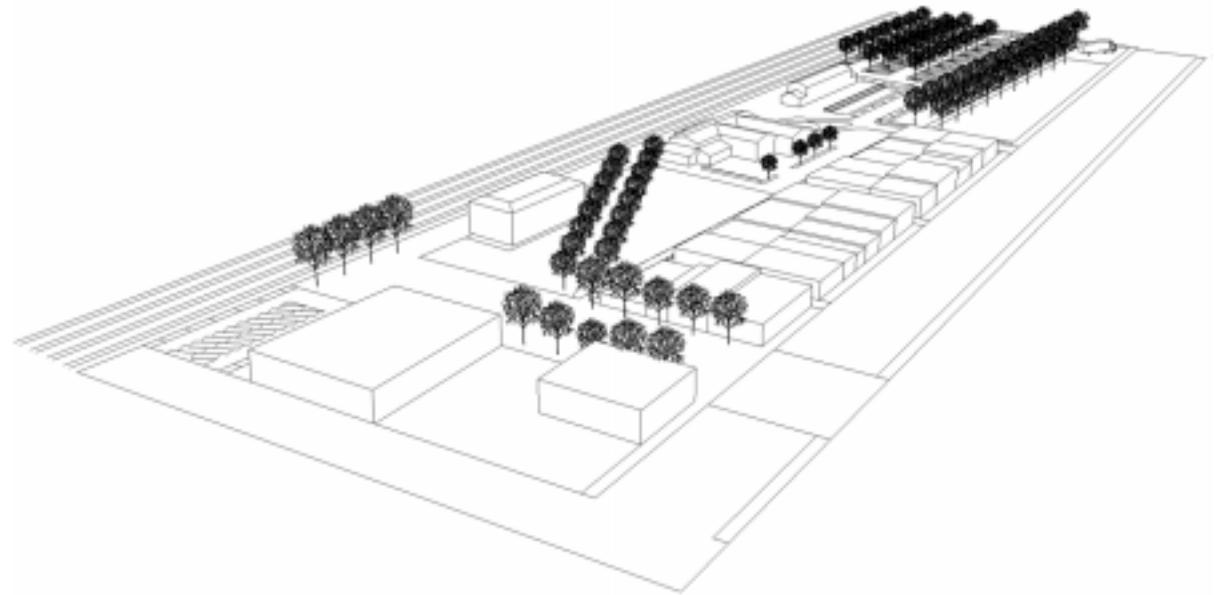
- London Plane

## ***The Clovis Railyard***

The town of Clovis is defined by the intersection of the railroad and Main Street. Revitalizing the railyard area is critical to the success of the Main Street program. The design I propose includes the three buildings currently on the site: the Harvey House, the train station that was recently converted into a museum and the railroad offices. The vision for the area is a comprehensive design that will attract tourists as well as locals. From First Street the locomotive and formal park provide visual interest and attract visitors to come explore the area. Proposed infill shops give the streetscape on First Street a more lively character. From Main Street the view into the railyard area is framed by an allee of trees with the Santa Fe sign behind it. The park that was historically located between the Harvey House and the offices is reinstated and provides a nice shaded area of repose. A shaded arcade runs along the shops that face the plaza in front of the Harvey House. The strong axis it creates continues as a path through the formal park and leads to a smaller plaza where the locomotive is situated. Access to the area is facilitated by a drop off roundabout and parking on both ends of the railyard.



*Plan*



*Axonometric perspective of the area*

### ***Student***

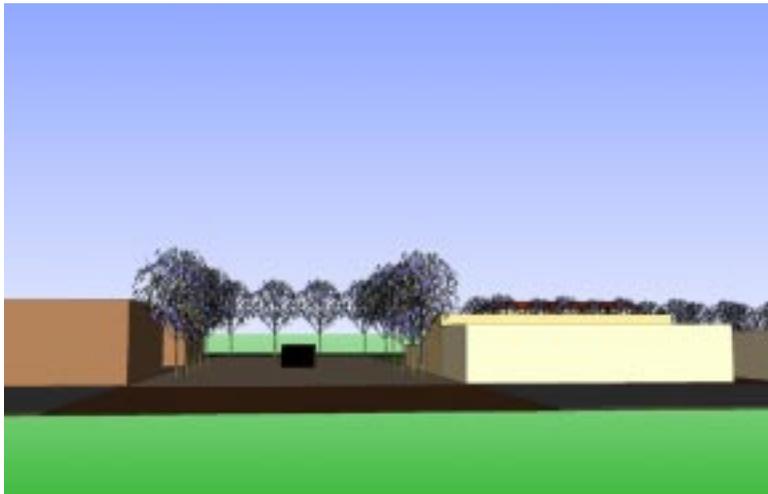
Kim Deschampheleire



*View of the arcade from the main parking area*



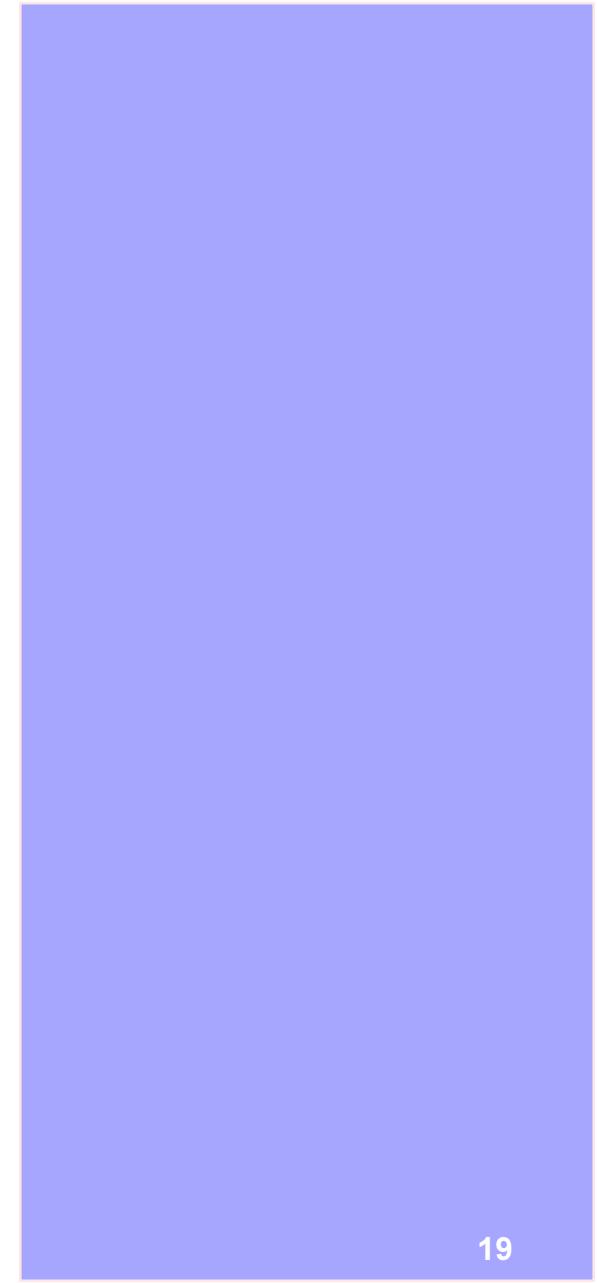
*View to the plaza and the train museum from the locomotive*



*View from Main Street into the railyard*



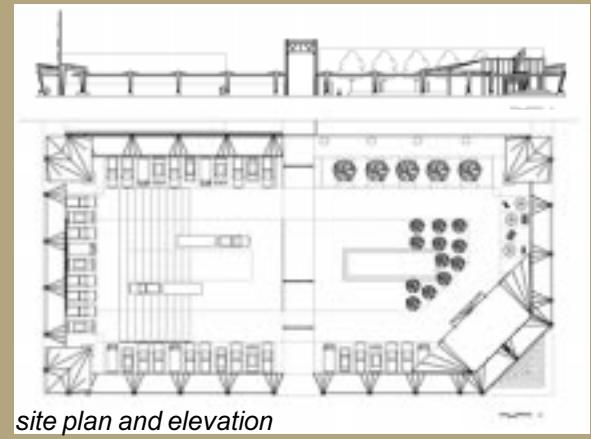
*View of the arcade and park from the end of Main Street*



## Clovis Farmers Market

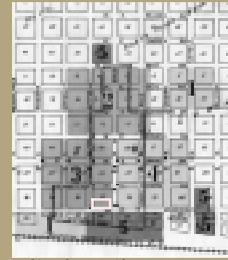
This project proposes a new location for the Farmers Market on the corner of 1st and Main Streets. The site is multi-functional with room for outdoor performance spaces, an outdoor movie screen and a park. A shade structure covers the sidewalk surrounding the site and a main building on the corner of 1st and Main anchors the corner and contains restroom and concession facilities. There is room for 30 to 50 vendors including spaces for trailers in the middle. The design was influenced by the Art Deco theaters and Clovis' connection to airplanes and industry.

There are also numerous possibilities for public art that could be funded by the state AIPP (Art in Public Places) or NEA (the electrical posts, the cisterns, the back of the movie screen, the site floor, the benches and planters)



Art Deco theaters

photos by Michael LaFamme



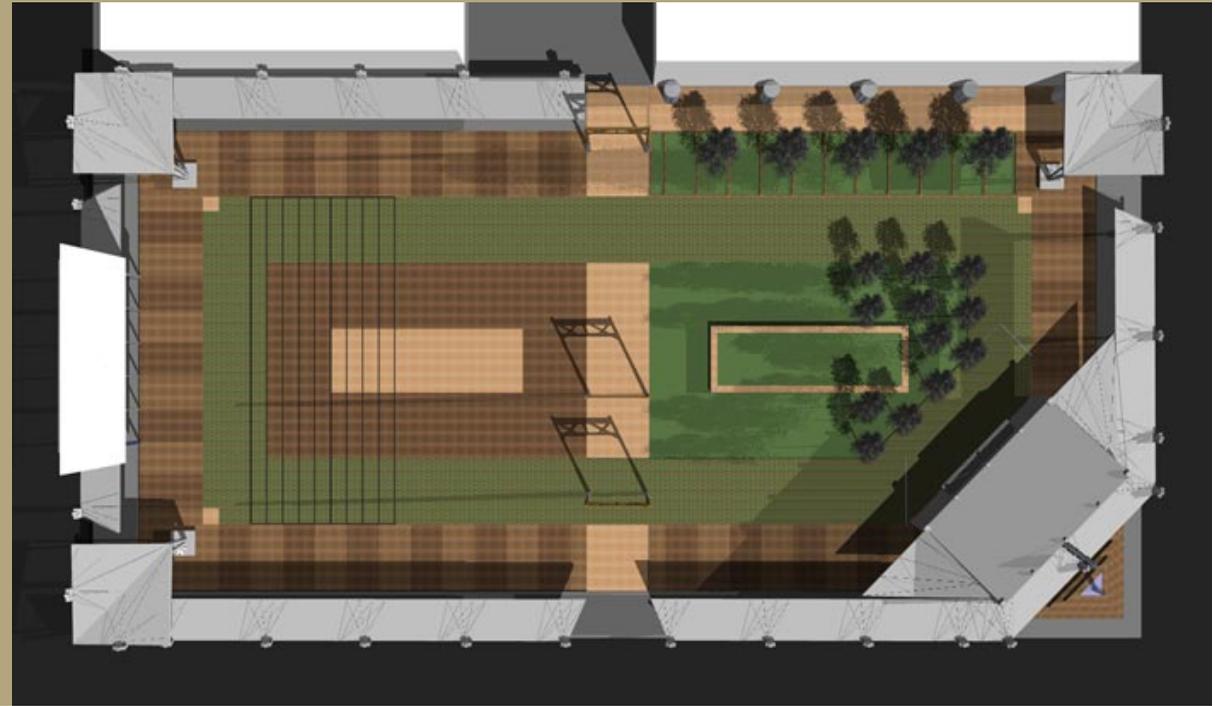
site location



corner of 1st and Main

photos provided by Clovis Depot, Moel Train Museum

aerial view of site

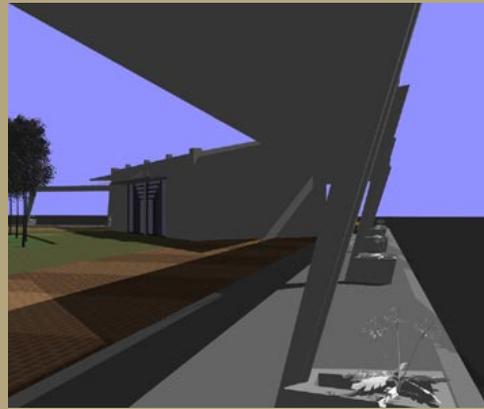


Faculty  
Mark Childs

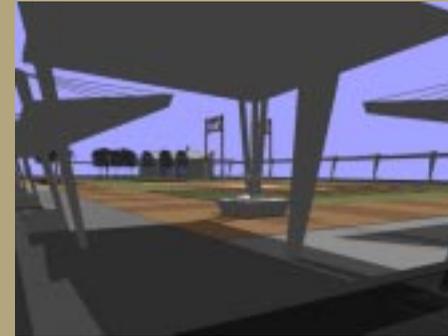
Student  
Katie Maguire



*corner building entrance*



*covered sidewalk*



*side entrance*



*axonometric view of site*



*movie screen sign*



*posts and cisterns*

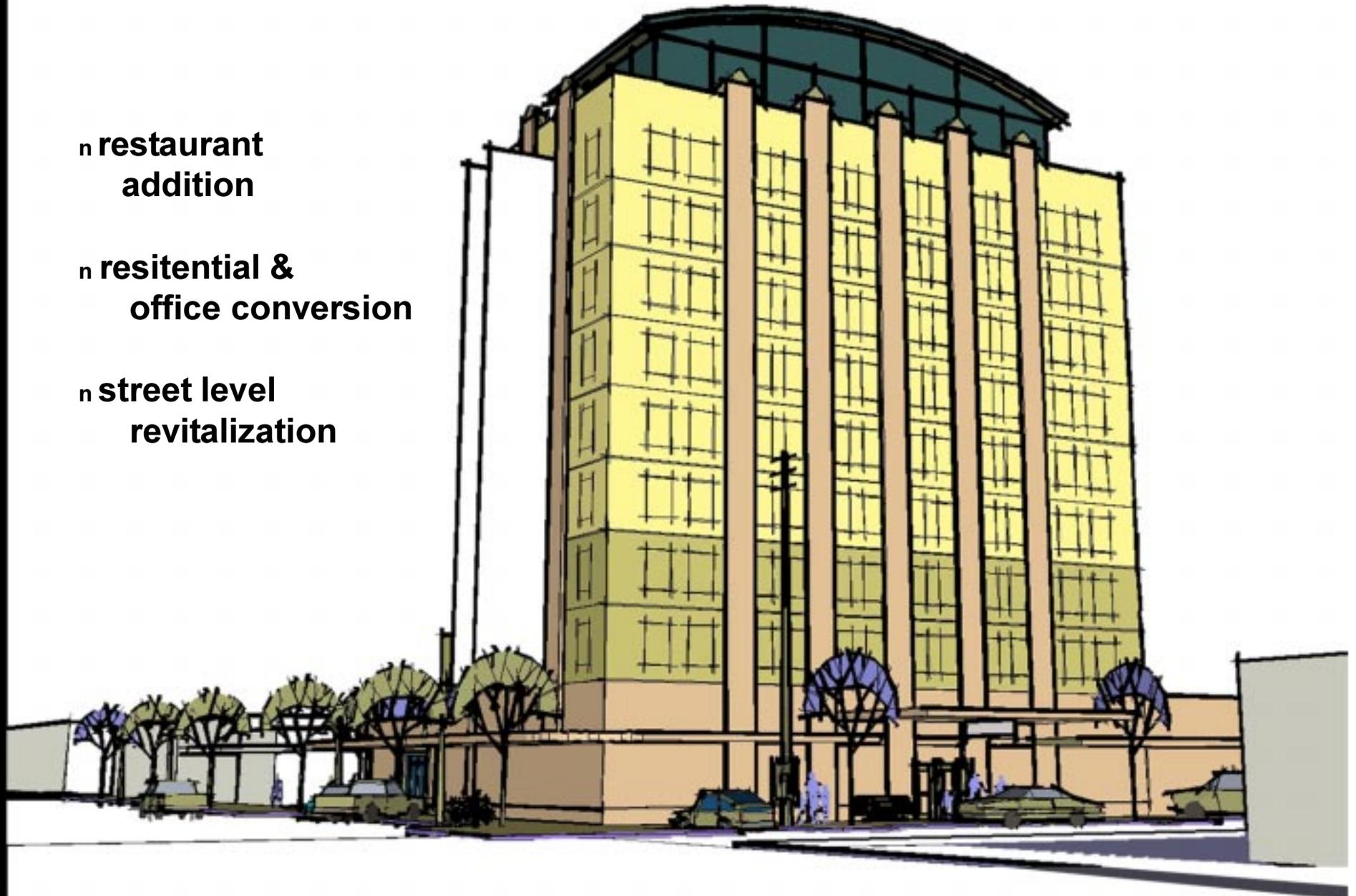
# l a n d m a r k l o f t s

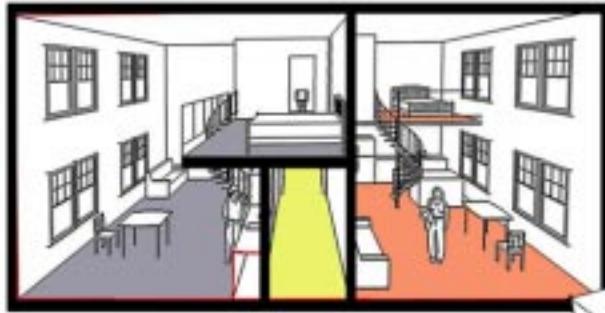
Though unloved by many Clovis residents, the old Clovis Hotel is an important historical building with great potential for being revitalized and for contributing to the revitalization of the downtown area. As mentioned by professionals, the feasibility of renovating any project in Downtown is greatly enhanced if the project is not standing alone. To this end, a large portion of the Hotel will be residential, bringing more consumers to live downtown and encouraging more businesses to locate there. As residential and retail uses fuel each other's progress, the value of all properties in the area will increase, and a vital, living downtown area will emerge.

The old Clovis Hotel is a landmark that can be seen from all over town, which makes it an ideal icon for people to associate with the revitalization that is happening throughout the downtown area. A few visible additions make it apparent that life and energy have returned to the historic building. The novelty of a "Pueblo Deco" style building that was once New Mexico's tallest structure could also be used effectively in attracting tourists and people from out of town.

The following overall gestures that I'm suggesting to revitalize the old Clovis Hotel could be accomplished in phases:

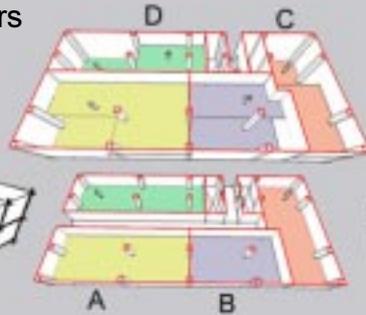
- n restaurant addition**
- n residential & office conversion**
- n street level revitalization**



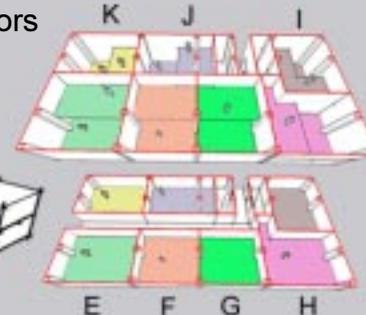


2 story section

4 units per  
2 floors



7 units per  
2 floors

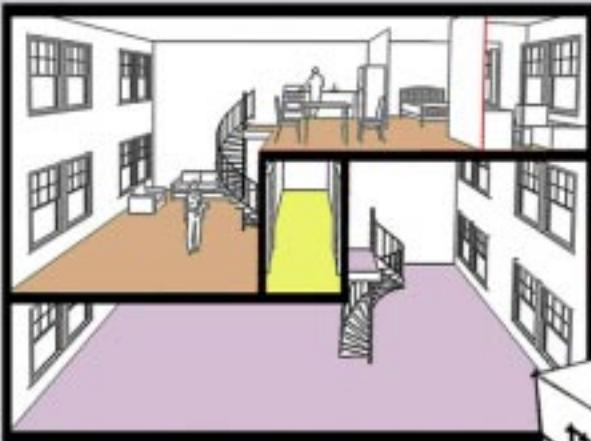


# residential & office

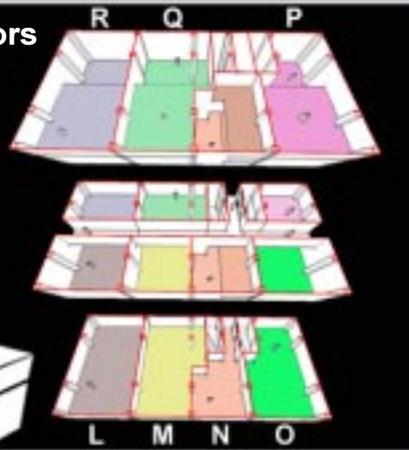
*possibilities for floors 2-9*

- offers varying compositions for loft-homes
- good views for residents
- knocked out floors will create units with double high ceilings

3 story section

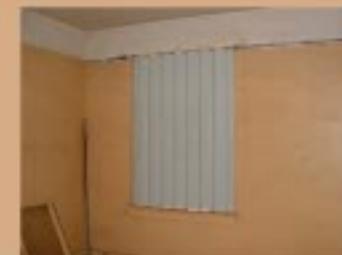


7 units per  
3 floors



existing low ceilings

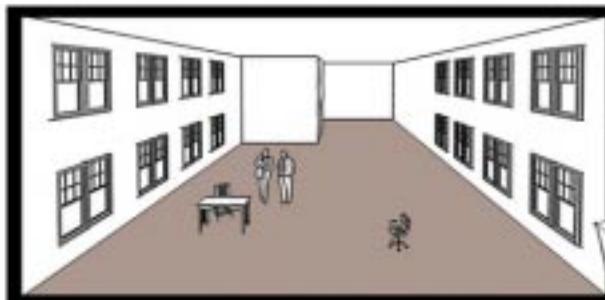
double high ceilings in elevator & stair areas (proposed)



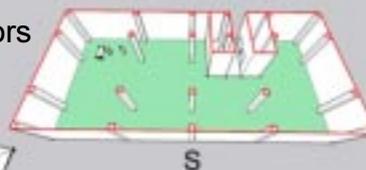
## rough unit sizes

A	1,310 sf
B	720 sf
C	900 sf
D	1,000 sf
E	620 sf
F	490 sf
G	560 sf
H	600 sf
I	640 sf
J	560 sf
K	540 sf
L	850 sf
M	800 sf
N	810 sf
O	760 sf
P	760 sf
Q	800 sf
R	850 sf
S	2,950 sf

entire floor unit (office or large residence)



1 units per  
2 floors





ground level usage & site plan

# street level revitalization

- all existing retail spaces will be re-opened
- awning will be added and trees planted along all sidewalk area to make more pedestrian friendly
- "pocket park" will integrate with the north-west retail space allowing for sidewalk cafe space, etc.
- the main entry (south side) will be enhanced to be more grand and may include valet parking drop off
- parking lot behind "pocket park" may be purchased for tenant parking with visitor parking on street



existing

3 external changes



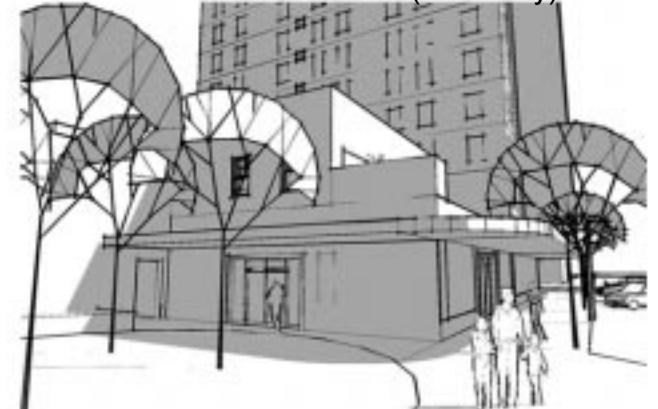
**FIRE EXCAPE CONCEALED:**  
stairs on west have verticle fins on either side that can have rented advertisement space or signage for retail space below or just a large banner carrying the new



**GRAND ENTRY:** portico with revolving door



retail space opens to pocket park, north facing windows added to ballroom (2nd story)





looking north

## restaurant addition

- architecturally will read as a new addition (not trying to blend in with existing)
- gives place to lookout
- makes special setting for moderate to high price dining



view from restaurant towards  
railyard (south)

## Architecture and Signage

As shown in these examples, the signage fits the proportions of the building. Consider how these elements work together:

- proper size of signage
- detail in the brickwork
- size and shape of windows
- proportions of the building.

Clovis has an enviable inventory of architecturally interesting buildings on Main Street. By paying attention to how each building works as a sign, and how the buildings work together as a larger sign, each block becomes the major identifying element for shopping and social activity.

*Bill Slettom*

Illustrations by Bill Slettom



Clovis has a long tradition of vertical signage. Use three dimensional signage as a colorful way to draw attention to your building.

Take advantage of architectural details to bring attention to the building. Don't encroach signage on the top of the building.

When signage extends from building to building it bisects the facade. This eliminates the opportunity to use the whole front as a sign.

Use awnings to provide shade for pedestrians, and as a colorful way to advertise your building. Use awnings on second floor, too.



Reground the upper floor with the bottom by uncovering the original materials. This will visually reconnect the building to the sidewalk.

Engage shoppers and strollers by restoring display windows and doors. Make the entry easy to find and inviting.