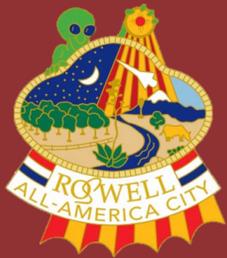


# CITY OF ROSWELL WAYFINDING PLAN



2016



ADOPTED  
July 14, 2016

Prepared By:  
Consensus Planning, Inc.  
EFG Creative, Inc.



## Ordinance 16-17

**AN ORDINANCE OF THE CITY OF ROSWELL ADOPTING THE COMPREHENSIVE MASTER PLAN, THE WAYFINDING PLAN, AND THE RAILROAD DISTRICT METROPOLITAN REDEVELOPMENT AREA PLAN, PROVIDING FOR REPEAL OF ALL ORDINANCES IN CONFLICT, PROVIDING FOR SEVERABILITY AND EFFECTIVE DATE**

**WHEREAS**, the City of Roswell has determined that it is in its best interest to engage in long-range planning activities for the City; and,

**WHEREAS**, the City of Roswell has prepared three documents which will assist the City in future land development activities; and,

**WHEREAS**, these documents include the Comprehensive Master Plan which will provide assistance with planning decisions City-wide; and,

**WHEREAS**, the City of Roswell also developed the Wayfinding Plan to assist locals and visitors to more easily traverse throughout the City; and,

**WHEREAS**, the City of Roswell is striving to create a more sustainable and harmonious community for its citizens.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, that:**

*Section 1:* The City of Roswell adopts the following plans:

- A. The 2016 Comprehensive Master Plan; and
- B. The 2016 Wayfinding Plan; and,
- C. The 2016 Railroad District Metropolitan Redevelopment Area Plan.

*Section 2.* All ordinances or parts of ordinances in conflict or inconsistent herewith are hereby repealed to the extent of such inconsistency. This repealer shall not be construed to revive any ordinance or part of any ordinance heretofore repealed.

*Section 3.* If any section, paragraph, clause or provisions of this ordinance for any reason shall be held to be invalid or unenforceable, the invalidity or unenforceability of such section, paragraph, clause or provision shall not affect any other part of this ordinance.

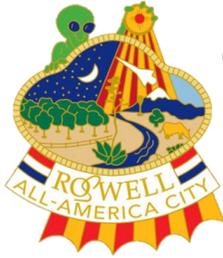
*Section 4.* This ordinance shall be effective after five (5) days following its publication as required by law. Underscoring indicates addition to existing Code section.

PASSED, ADOPTED, SIGNED and APPROVED the 14th day of July, 2016.



  
Sharon Coll, City Clerk

  
Dennis Kirtigh, Mayor



# CITY OF ROSWELL WAYFINDING PLAN

## ACKNOWLEDGMENTS

Dennis J. Kintigh, Mayor

### CITY COUNCIL

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# CITY OF ROSWELL WAYFINDING PLAN

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## Introduction

The Roswell Wayfinding Plan is designed to provide a cohesive identity, create a sense of place, and a lasting first impression of Roswell as an organized, friendly, and welcoming place to visit. A successful wayfinding system aids visitors in finding attractions, validates that a destination is worth visiting, and presents a city at a human scale. A successful wayfinding system will improve vehicular flow and safety as inconsistent and cluttered environments can have a negative affect on vehicular and pedestrian safety by relating too many incomplete and ineffective messages.

The MainStreet Roswell Master Plan (2011) recommended a wayfinding system for Downtown Roswell. It noted the lack of wayfinding for the many different attractions available in Downtown and beyond and the importance of wayfinding to support a vibrant Downtown district. The MainStreet Roswell Master Plan suggested the use of gateway signage, directional or wayfinding signs, and kiosks. Urban Design Goal 2 of the MainStreet Roswell Master Plan states:

*Develop a wayfinding program that directs visitors to Downtown, to key arts and cultural attractions, and to public parking.*

The Roswell Wayfinding Plan acknowledges that in order for there to be a cohesive approach to wayfinding in Roswell, signage and wayfinding elements should be located not only in Downtown, but also City-wide. The design elements contained in the Wayfinding Plan are intended to serve as a template for other areas within Roswell.

The Roswell Wayfinding Plan is a component of the planning effort that includes the Comprehensive Master Plan and the Railroad District Metropolitan Redevelopment Area Plan. The

Roswell Wayfinding Plan was developed through coordination with the Comprehensive Master Plan Steering Committee and as a component of the public engagement process.

The Steering Committee provided input on the elements in the community that should be highlighted, with a focus on historical, cultural, and recreational sites. The initial wayfinding concepts were developed and presented by the consultants at a multi-day public workshop held in July 2015. As an element of the public workshop, the consultants led a walking tour of Downtown to discuss a variety of wayfinding types and potential locations for each type. Key findings from the wayfinding walking tour are as follows:

- The entrance to Downtown is not well defined. Entry markers would help create a stronger sense of entry to Downtown.
- It is easy to miss the Roswell Museum and Art Center and the Roswell Visitors' Center. There is no direct access from Main Street and visitors traveling in vehicles are required to go around the block to either Eleventh Street or Ninth Street to access the parking area from Richardson Avenue.
- There are a variety of signs on the approach to Downtown, particularly for the Roswell International Air Center, but once a visitor reaches Downtown, there are few directional signs.
- Visitors to the UFO Museum have no visual cues or wayfinding to other attractions in Roswell.
- Downtown has a reasonable amount of parking, but it is not clear where the parking is located upon arrival.

## Purpose

The Roswell Wayfinding Plan is an initiative to capture the interest of tourists to stay in Roswell for longer than a few hours and make it easier to find destinations, attractions, and parking throughout Roswell. The Wayfinding Plan aims to integrate a range of navigation and communication tools for traversing Downtown and other areas in Roswell including kiosks, directional signs, gateways, and obelisks, supplemented by brochures and, potentially, smart phone applications. The Roswell Wayfinding Plan seeks to create a brand for Roswell through a cohesive identity that is reflected in the wayfinding components. The conceptual design for these various wayfinding components and their proximate locations are provided in this document.

## Roswell Community Gateways

The City of Roswell has been working with EFG Creative on a separate project that includes the design of five gateway signs that will provide definition to the major entry points to Roswell. The gateways are intended to become focal points that provide photo opportunities for visitors to Roswell and, in turn, these photos will create a wealth of free, world-wide advertising for the City via social media outlets. Each of the five gateways will celebrate a different aspect of life in Roswell: Goddard and Rocketry; UFOs and the 1947 Roswell Incident; art and music; agriculture; and nature and other earthly elements native to Roswell. The five signs are located along the highways at each of the four cardinal entry points to Roswell. The fifth sign will be located in proximity to the Roswell International Air Center to great travelers arriving in Roswell by air.

## Wayfinding Goals

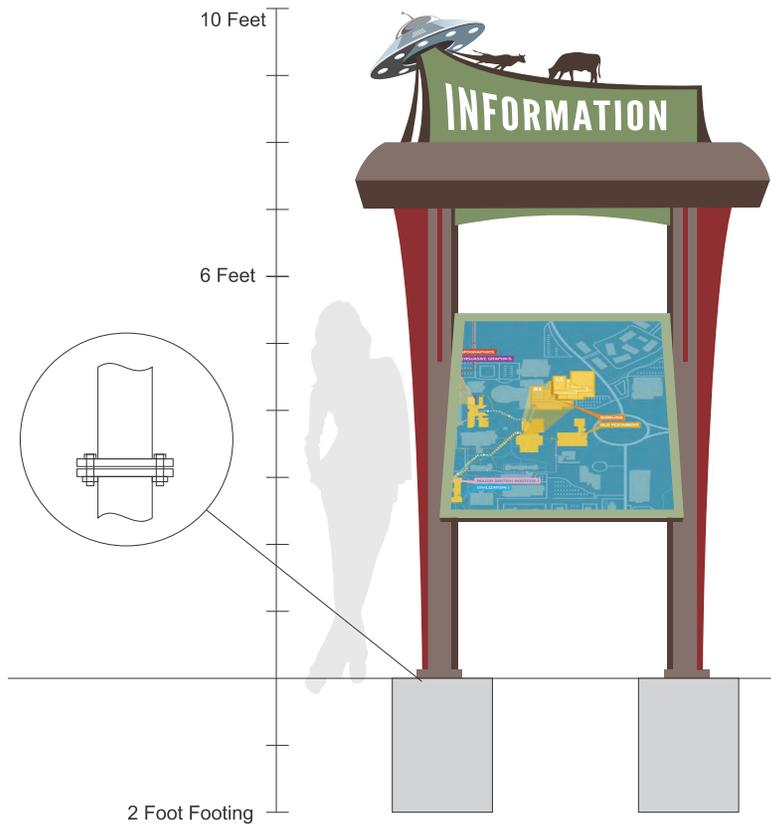
The Roswell Wayfinding Plan seeks to achieve the following goals and objectives:

- Create a cohesive identity.
  - Develop a wayfinding design program that reflects Roswell's unique character and assets.
  - Coordinate the different signage elements, including the community gateways.
  - Gateways should be designed as focal points that are enhanced with lighting and landscaping.
- Emphasize Downtown and other areas in Roswell as a destination.
  - Establish gateway markers to the MainStreet Roswell District.
  - Provide visual links throughout and from Main Street into the Railroad District.
  - Establish gateway markers to the Railroad District and other historical areas, including the Chihuahuita neighborhood.
  - Provide visual links throughout the Railroad District.
- Enhance the experience for visitors.
  - Organize information and direct visitors to different attractions and events in Downtown and the general area.
  - Integrate a variety of navigation tools into the wayfinding system.
  - Direct visitors to public parking in order to enhance a park-once strategy.
  - Upgrade and install bus stops to enhance visitors' and residents' experiences while navigating throughout Roswell.

-  Banner Gateway
-  Gateway Feature with Stand-Alone Kiosk
-  Obelisk
-  Wayfinding Directional Sign
-  Public Art
-  Stand-Alone Kiosk
-  Kiosk Shade Structure with Bench
-  Public Art / Shade Structure With Stand-Alone Kiosk
-  Public Parking Lots
-  Public Gathering Space
-  MainStreet Roswell District Boundary
-  Railroad District Metropolitan Redevelopment Area Boundary



## City of Roswell DOWNTOWN/MAINSTREET WAYFINDING



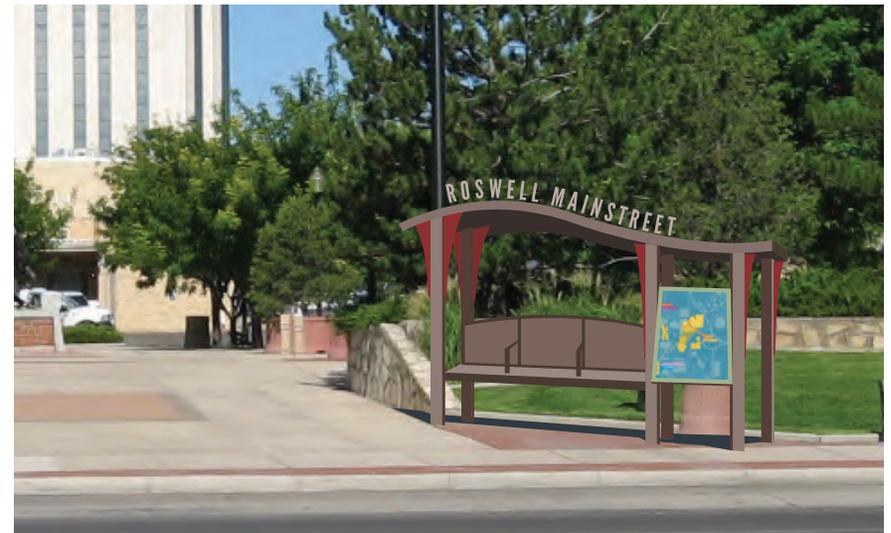
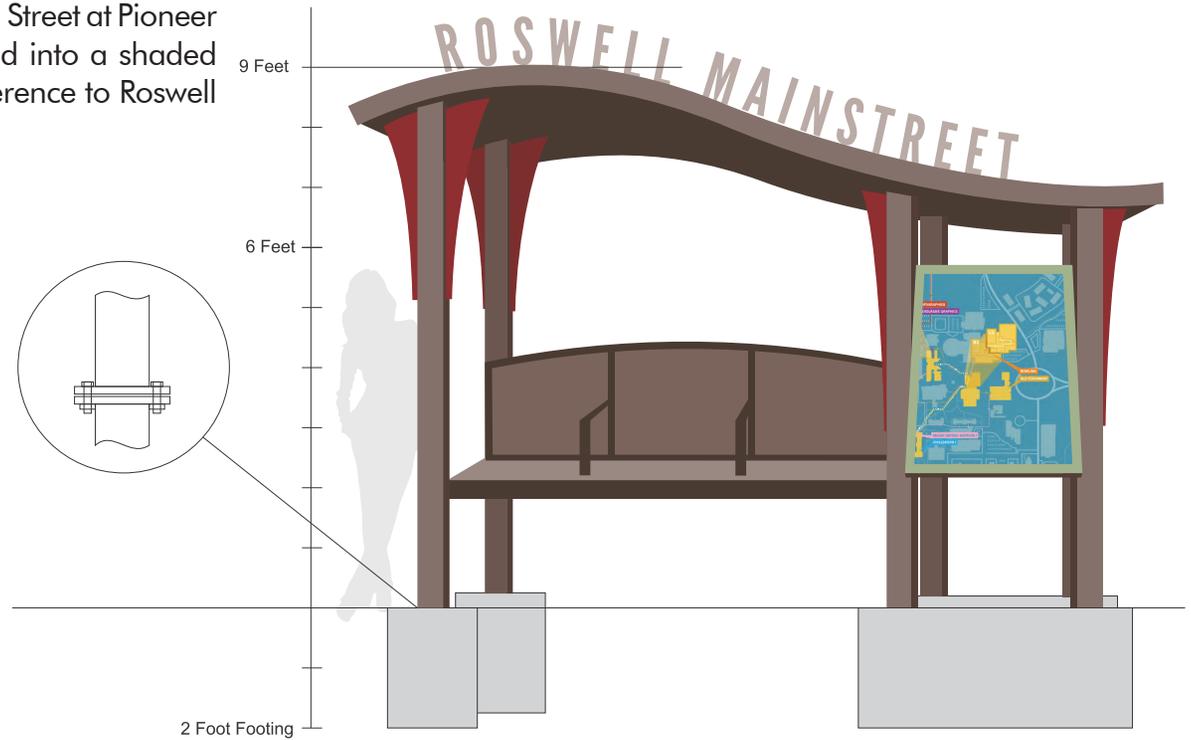
STAND-ALONE KIOSK

## Wayfinding Components

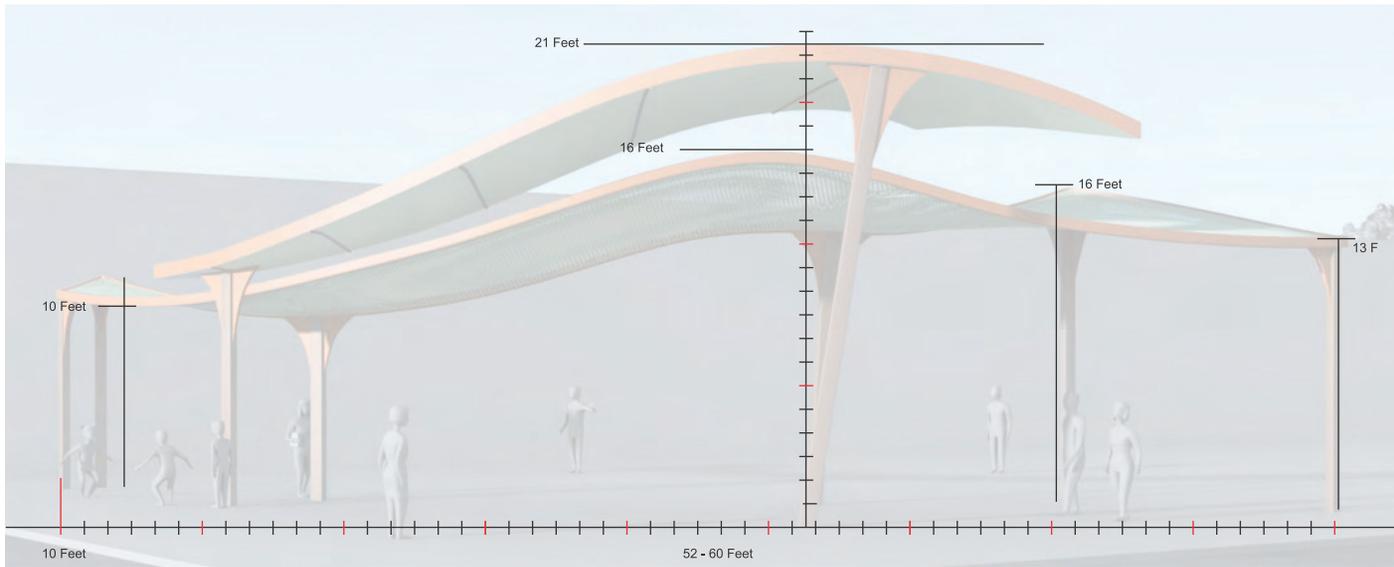
**KIOSK:** A kiosk is the combination of a wayfinding map and shade element. The kiosks provide an opportunity for a visitor to see what Roswell has to offer and to orient themselves to the area. Kiosks are generally proposed in central locations, where people are naturally drawn, either through an attraction or parking. Two stand-alone kiosks and one kiosk shade structure are proposed in the following locations:

- Roswell Museum and Art Center: The Roswell Museum and Art Center shares a parking area with the Roswell Civic and Convention Center. A kiosk should be located close to the lawn area between the two buildings. The kiosk should include a map, seating, and a shade element. This is an area that provides a range of attractions and amenities for visitors.
- Pioneer Plaza: Pioneer Plaza is located along Main Street across from the Chaves County Courthouse. It is within the heart of Downtown and the location for many community events. This is a logical location for a kiosk shade structure, as the public naturally gravitates to this area. The kiosk that incorporates a wayfinding map within a shaded bench structure is proposed at this location.
- Southwest Corner of Second Street and Main Street: This location is at the crossroads of two major routes into Roswell and is within a few steps of the UFO Museum, a primary tourist attraction. A special shade structure and kiosk, combined with public art and seating, is proposed at this location.

A special kiosk shade structure located along Main Street at Pioneer Plaza will include a wayfinding map incorporated into a shaded bench. This structure is designed to include a reference to Roswell MainStreet.

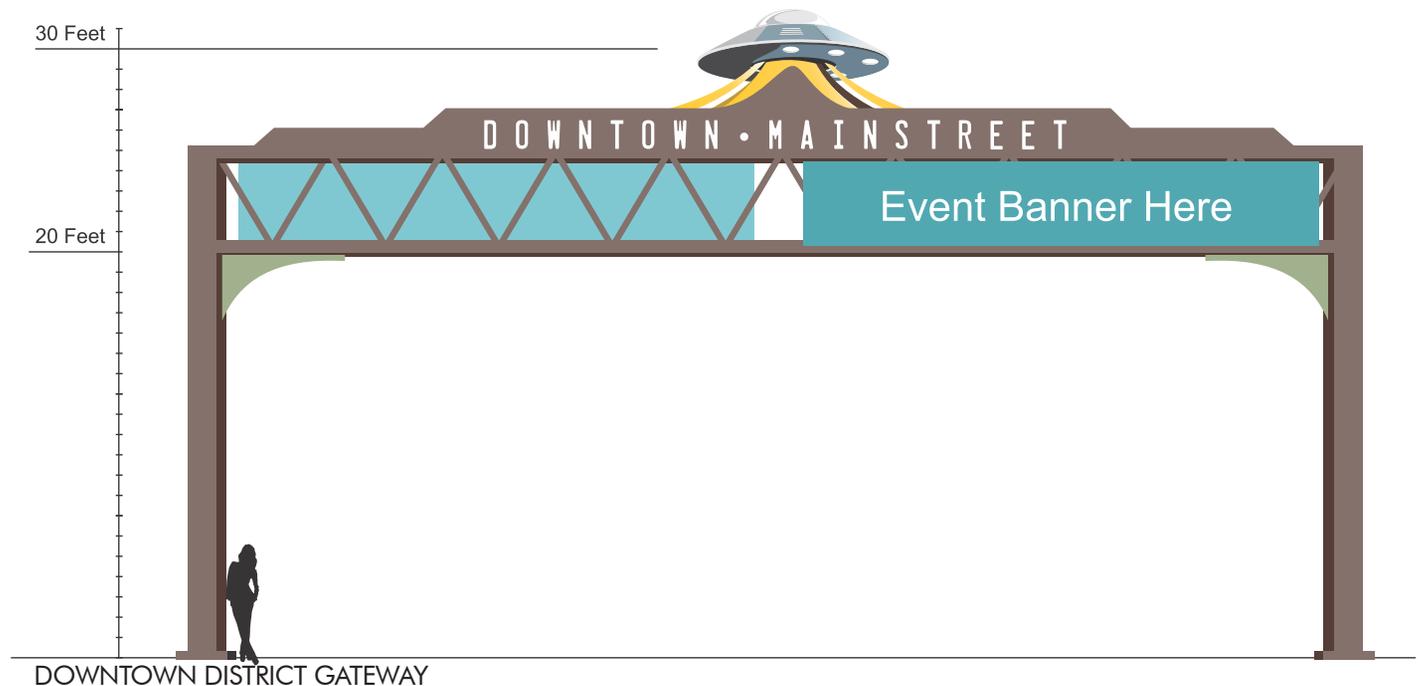


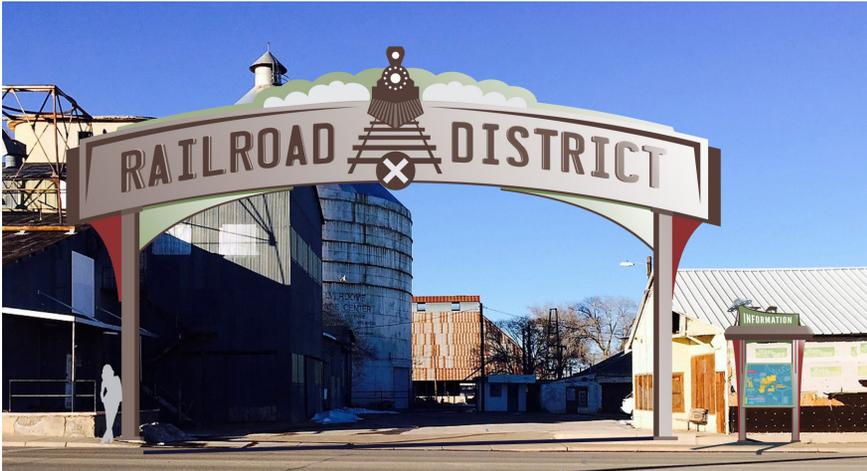
KIOSK SHADE STRUCTURE WITH BENCH



SPECIAL SHADE STRUCTURE AT SECOND STREET AND MAIN STREET

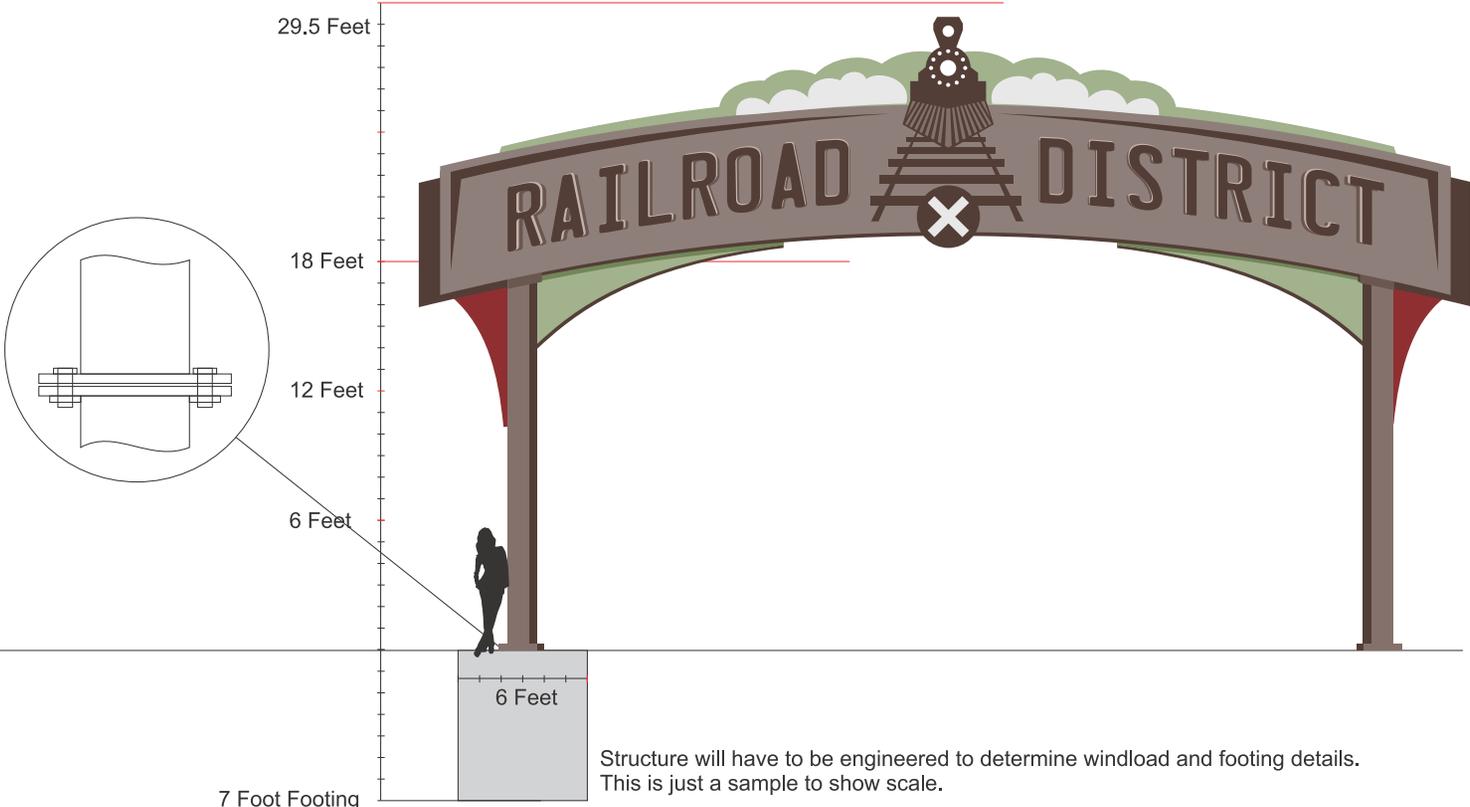
**DOWNTOWN DISTRICT GATEWAY:** Gateways to the Downtown MainStreet District are envisioned at the north and south ends of Main Street. The gateways are designed to incorporate event banners and change depending on the community event. The structure itself would be designed to withstand wind conditions and be tall enough for truck clearance. Since Main Street is a NMDOT facility, coordination with and approval from District 2 is required.





RAILROAD DISTRICT GATEWAY

RAILROAD DISTRICT GATEWAY: A gateway is proposed to define the entrance to the Railroad District from Second Street. The gateway would incorporate lighting and be designed to draw people from Second Street to the Railroad District, indicating that there is something to visit in the area. The Railroad District gateway is proposed on the north side of Second Street leading into the silo building site. A stand-alone kiosk will be placed next to the gateway.



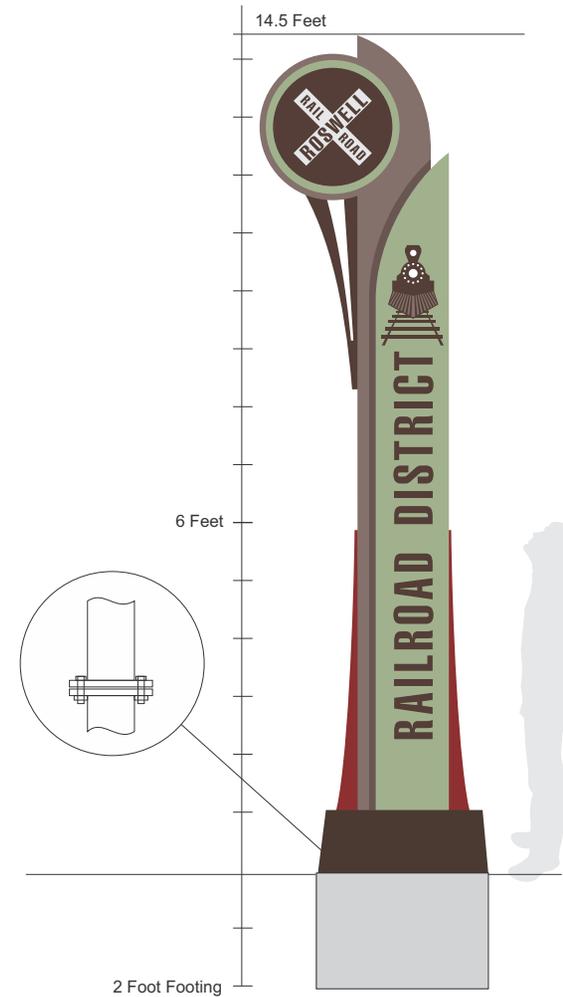
**OBELISK:** Obelisks are tall, columnar monuments that can be used to define the entrance to an area such as the Railroad District. Five obelisks are proposed within the Railroad District at the following locations:

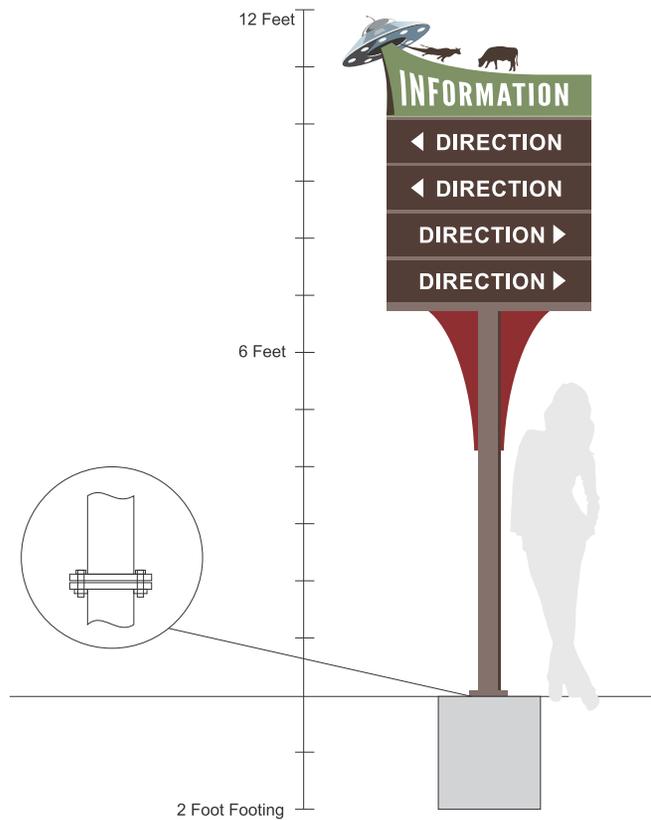
- Second Street and Virginia Avenue
- Third Street and Virginia Avenue
- Fourth Street and Virginia Avenue
- Fifth Street and Virginia Avenue
- Fifth Street and Railroad Avenue

The obelisks are intended to provide an unifying element within the Railroad District. The proposed obelisk is shown at approximately 14.5 feet in height. The obelisks can be designed to incorporate lighting.



OBELISK





**WAYFINDING DIRECTIONAL SIGN:** A wayfinding directional sign consists of a pole structure and up to four “blades” that direct visitors to each attraction and sometimes include the distance. Generally, wayfinding directional signs are located more frequently within denser areas. Outside of Downtown, the wayfinding directional signs can be located every ½ mile. Within Downtown, they should be located approximately every three blocks along Main Street and Second Street. The Wayfinding map shows wayfinding directional signs within Downtown in the following seven locations:

- College Boulevard and Main Street
- Tenth Street and Main Street
- Sixth Street and Main Street
- Third Street and Main Street
- Walnut Street and Main Street
- Second Street, east of the Railroad tracks
- Second Street and Richardson
- Fourth Street between Richardson and Pennsylvania Avenues



DIRECTIONAL BLADE SIGN

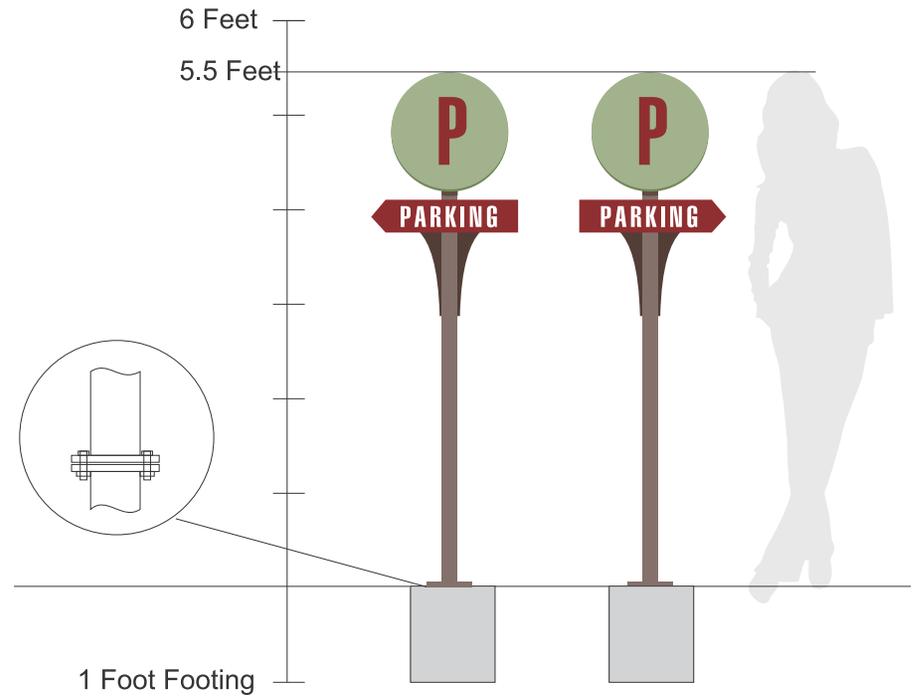
**PARKING SIGN:** Parking signs consist of a pole structure with a parking symbol and an arrow. The signs are intended to direct drivers to public parking areas.

**Other Components:**

**TECHNOLOGY:** Prior to and during a visit to Roswell, visitors will research places to see and visit in Roswell. Roswell’s wayfinding should be coordinated with the use of technology through a website, social media, QR codes, and different Apps. These elements will enhance the wayfinding that is physically located throughout Roswell. Ideas for Apps could include walking tours, parking information, and historic photos.

**BANNERS:** Light pole banners can be used on a temporary basis to mark seasonal changes, events, and festivals. Banners should be maintained and removed after events. They are considered a temporary form of wayfinding and are helpful in reinforcing the community brand.

**PUBLIC ART:** Public art installations in key locations will create a sense of place, draw visitors to an area, and provide a signal to residents and visitors that an area is valued by the community. A key location for public art is at the Convention Center at the northwest corner of Ninth and Main Streets. Public art at this location will strengthen the presence of the Art Museum and the Convention Center in this location.



PARKING SIGN

## Roswell Features and Attractions

The Wayfinding Subcommittee identified 35 features and attractions within Roswell and the surrounding area that are of historical, cultural, and recreational interest, as well as sites of practical importance such as civic institutions and medical facilities. The location of these features will be shown on the kiosk maps and the overall Wayfinding map (see page 15). The directional blade signs will direct visitors to these features. The following is a brief synopsis of each feature:

-  Parks, Trails, & Open Space
-  Health Care Facilities
-  Museums
-  Railroad District
-  City/County Services
-  Educational Facilities

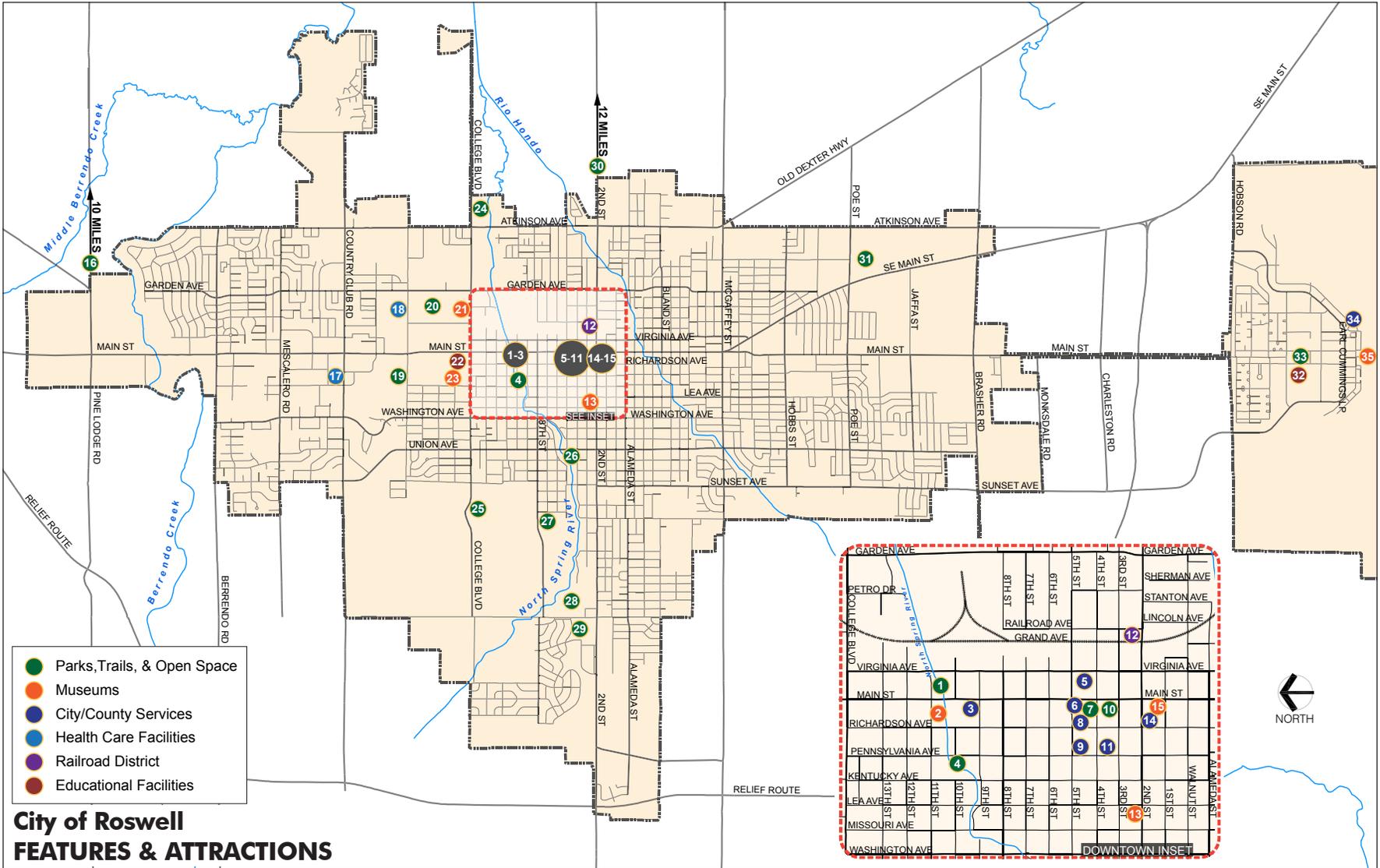
-  Spring River Trail: The Spring River Trail is a 5 mile recreational trail that runs parallel to the Spring River and connects the Spring River Zoo to the Spring River Municipal Golf Course. The trail is accessible to pedestrians, cyclists, and other forms of non-motorized transport.
-  Roswell Museum and Art Center: The Roswell Museum and Art Center was established in 1935. The Museum collection includes significant examples of regional, historic, modern, and contemporary art, as well as decorative arts, and historical artifacts from the area.
-  Roswell Convention Center and Civic Center: The Roswell Convention and Civic Center is centrally located on Main Street within Downtown. It provides space for conventions, meetings, banquets, festivals, and other community events in Roswell.
-  MIA/POW Park (Iron Cross): The MIA/POW Park is dedicated to all MIAs and POWs in all nations. The Park includes a river rock stone wall that features an Iron Cross made by German prisoners of war in 1943.

-  Chaves County Courthouse, Museum, and Veterans' Memorial: The Chaves County Courthouse was built in 1911 in the Beaux-Arts style and has a distinctive green tile cupola. There is a museum detailing the history of Chaves County inside the Courthouse. The Veterans' Memorial is located within the Courthouse grounds along Main Street.
-  Roswell Visitors' Center: The Roswell Visitors' Center is located in the 1920s Conoco service station building in Pioneer Plaza.
-  Pioneer Plaza: Pioneer Plaza serves as a gathering spot for festivals and celebrates the early history of Roswell. The plaza contains a statue of famed local cattle-man John Chisum by sculptor Robert Summers.
-  Roswell City Hall: The City of Roswell government offices are located in an Art Deco style building built by the Works Progress Administration (WPA) in 1938-39.
-  Roswell Post Office: The Roswell Main Post Office provides USPS shipping and mailing services, money orders, and passport acceptance.
-  Reischman Park: Reischman Park is a pocket park located on the west side of Main Street within Downtown. The small park contains benches and provides shade.
-  Roswell Public Library: The Roswell Public Library includes a reference desk, internet, computers, printing services, and books for all ages.

- 12 Railroad District: The Railroad District is a Metropolitan Redevelopment Area that is planned to contain museums, restaurants, and other cultural and entertainment facilities. The area is notable for the historic warehouse buildings that characterize the District.
- 13 Historical Center for Southeast New Mexico: The Historical Center includes a museum and archive center primarily focused on the history of southeast New Mexico. The Center is run by the Historical Society for Southeast New Mexico.
- 14 City of Roswell Police Department: The City of Roswell Police Department provides police services 24 hours a day, 7 days a week.
- 15 Roswell UFO Museum: The Roswell UFO Museum and International Research Center contains information on the Roswell Incident and other UFO phenomena. It is located on Main Street.
- 16 Bitter Lake National Wildlife Refuge: Bitter Lake National Wildlife Refuge is located approximately 10 miles northeast of Roswell. The Refuge straddles the Pecos River and contains wetlands that serve migratory birds and other wildlife, as well as walking and bicycling trails.
- 17 Eastern New Mexico Medical Center: A 162-bed medical center with inpatient and outpatient care. The hospital services include an Emergency Room.
- 18 Lovelace Regional Hospital: A 26-bed medical center that provides inpatient and outpatient care. The hospital services include an emergency room.
- 19 New Mexico Military Institute Golf Course: A regulation 18-hole golf course with a large driving range and a putting green. The golf course is open to the public.
- 20 Wool Bowl Sports Complex and Dog Park: The Wool Bowl Sports Complex is comprised of a stadium, track field, soccer, football, and baseball fields, as well as restrooms and parking to serve the public. A dog park is also part of the complex.
- 21 Anderson Museum of Contemporary Art: The Anderson Museum of Contemporary Art showcases the art produced by artists who have participated in the Roswell Artist-In-Residence program. The program was established in 1967 with a focus on contemporary visual art.
- 22 New Mexico Military Institute: Founded in 1891, the New Mexico Military Institute is the oldest state-supported co-educational college preparatory military boarding high school and junior college in the United States. The architectural building style is a variation of Gothic Revival called Modified Gothic, Military Gothic, or Scottish Castle.
- 23 McBride Museum: The McBride Museum is located on the New Mexico Military Institute (NMMI) campus. The Museum showcases the historical heritage of NMMI, its alumni, and the Corps of Cadets.
- 24 Spring River Park and Zoo: The Spring River Park and Zoo is 34-acres and includes a small lake, picnic shelters, and an accessible playground. Admission is free.

- 25 Cielo Grande Recreation Complex: The recreation complex consists of 151 acres of amenities including soccer fields, a special event area, picnic areas, a skate park, and walking trails. The complex includes restrooms and parking to serve the public.
- 26 Cahoon Park and Swimming Pool: Cahoon Park contains open field areas, tennis courts, picnic areas, playgrounds, tennis, volleyball and basketball courts, as well as an outdoor swimming pool that is open during the summer.
- 27 Spring River Golf Course: The Spring River Golf Course contains 18 holes and is located on 144 acres that follow the contours of the Spring River riverbed.
- 28 J. Kenneth Smith Bird Sanctuary: The Bird Sanctuary contains ponds and lush vegetation for the native birds of southeast New Mexico.
- 29 Enchanted Lands Disc Golf Course: The Disc Golf Course has 18 holes and is located in the Enchanted Lands Park.
- 30 Bottomless Lakes State Park: Bottomless Lakes State Park is located approximately 12 miles southeast of Roswell. The lakes are sinkholes that range in depth. Activities including camping, fishing, picnicking, hiking, swimming, and non-motorized boating.
- 31 Eastern New Mexico State Fairgrounds: The Eastern New Mexico State Fairgrounds is the location for the annual Eastern New Mexico Fair and other year round events. The Fair features agricultural shows, arts and crafts, and a parade.
- 32 Eastern New Mexico University-Roswell Campus and Performing Arts Center: The ENMU-R campus is located adjacent to the Roswell International Air Center. The site offers a range of different degrees and certificates. The Performing Arts Center is located on the ENMU-R campus. The auditorium is equipped with a stage and a lighting and sound system.
- 33 ENMU-R Disc Golf Course: The 9-hole disc golf course is located on the ENMU-R campus. The course is open to students and the general public. Rules of play with a diagram of the course are posted.
- 34 Roswell International Air Center: The Roswell International Air Center, site of the closed Walker Air Force Base, is an FAA-approved airport that provides passenger air service.
- 35 Walker Aviation Museum: The Walker Aviation Museum is located within the airport terminal at the Roswell International Air Center. The Museum chronicles the history of the Roswell Army Air Field and Walker Air Force Base, home to the Strategic Air Command.

- 1 Spring River Trail
- 2 Roswell Museum & Art Center
- 3 Roswell Convention & Civic Center
- 4 MIA/POW Park (Iron Cross)
- 5 Chaves County Courthouse, Museum, & Veterans' Memorial
- 6 Roswell Visitors' Center
- 7 Pioneer Plaza
- 8 Roswell City Hall
- 9 Roswell Post Office
- 10 Reichman Park
- 11 Roswell Public Library
- 12 Railroad District
- 13 Historical Center for Southeast New Mexico
- 14 City of Roswell Police Department
- 15 Roswell UFO Museum
- 16 Bitter Lake National Wildlife Refuge
- 17 Eastern New Mexico Medical Center
- 18 Lovelace Regional Hospital
- 19 New Mexico Military Institute Golf Course
- 20 Wool Bowl Sports Complex/Dog Park
- 21 Anderson Museum of Contemporary Art
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- 31 Eastern New Mexico State Fairgrounds
- 32 Eastern New Mexico University-Roswell Campus & Performing Arts Center
- 33 ENMU-R Disk Golf Course
- 34 Roswell International Air Center
- 35 Walker Aviation Museum



## City of Roswell FEATURES & ATTRACTIONS