

URBAN PLANNING SERVICES

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DEADWOOD, SOUTH DAKOTA



Existing trolley stop located on site.



In a community open house workshop findings are presented and discussed.

SERVICES:

- » Public outreach
- » Visioning
- » Design framework

CLIENT:

The City of Deadwood

DATE:

2014

Lower Main Center Master Plan

The City of Deadwood engaged Chamberlin Architects' team and Elevate Design Studios in planning and design of the Lower Main Street Visitor Center. Winter & Company served as the Urban Designers and led the Public Outreach component for the design of the site. The site is located along the eastern side of the road, and abuts Whitewood Creek. The site is highly visible for motorists entering Deadwood from the north, and it is accessible by abutting neighborhoods as well as Historic Main Street and downtown.

The master plan sets forth an action plan for the development of a Visitor Center that places it into the larger context of the downtown and the community as a whole. A series of alternative scenarios were developed to demonstrate some flexibility in how the site may be improved. The plan also identifies some basic design principles, with respect to the uses that should be accommodated and the way in which circulation and access should occur, which should apply to any of those scenarios.

Vision Summary

The Lower Main Center will be a focal point for the community with a distinct identity that enhances the character of Deadwood as a whole. It will feature amenities that are shared by residents, employees and visitors and that are used year-round. The site will be a gateway into the downtown while also serving as an anchor for activities along Lower Main Street. It will welcome visitors from around the world, and in some cases be their first stop in Deadwood. There, they will learn about the community and gain insight into its history, environmental assets and entertainment attractions available to them.

The Lower Main Center will link a variety of transportation modes, including the city's trolleys and trails systems. Pedestrians will find safe and attractive walkways from there into downtown and to Lower Main Street. It also will be a place of choice for special events and community celebrations. This will be the prime location for enjoying the beauty and excitement of Whitewood Creek. It will also support the city's heritage tourism initiatives."



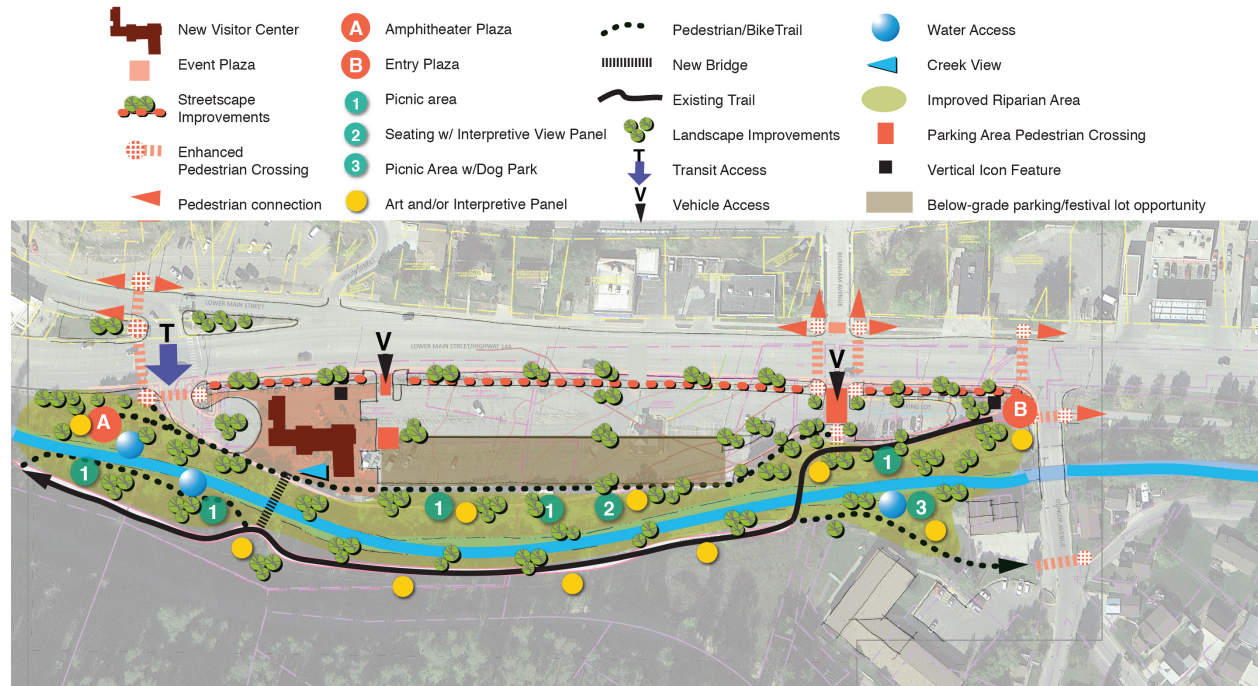
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Three site options for the Visitor Center were explored. This option provides a Visitor Center that overlooks Whitewood Creek. It provides a moderately sized plaza along the street and another along the creek. Portions of the building have the potential for creek views from within the structure.



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