

**RESOLUTION TO ADOPT THE LOHMAN AVENUE PLAN**

The City Council is informed that:

**WHEREAS**, the 1999 Las Cruces Comprehensive Plan supports the creation of area, district, and neighborhood planning; and

**WHEREAS**, these specially designated areas, among other things, seek to improve our community's gateways in order to promote an attractive image for the City as a whole; and

**WHEREAS**, Lohman Avenue is considered a major gateway due to its location and prominence as a major transportation corridor; and

**WHEREAS**, the creation of a gateway district in the Lohman Avenue area will allow the City to focus on issues related to urban design with some attention also given to land uses by creating policy dealing with architecture, landscaping, site design, streetscaping, utilities, and calling out special areas of interest; and

**WHEREAS**, by adopting this plan, the City will be able to accomplish the Comprehensive Plan's goals in creating an attractive image at this important entrance into our community, and thus, improving our image as a whole.

**NOW, THEREFORE**, be it ordained by the governing body of the City of Las Cruces:

**(I)**

**THAT** the recommendation of the Planning and Zoning Commission is hereby approved to adopt The Lohman Avenue Plan.

**(II)**

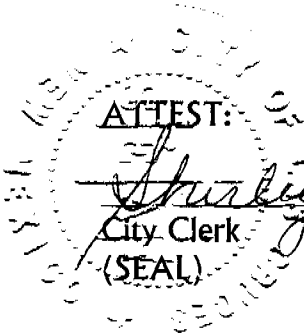
**THAT** City Staff is authorized to do all deeds necessary in the accomplishment of the hereinabove.

**DONE AND APPROVED** this 6th day of March, 2000.

APPROVED:




Mayor Ruben A. Smith



Moved by: Tomlin

Seconded by: Valencia

APPROVED AS TO FORM:



City Attorney

VOTE:

Mayor Smith: aye  
Councillor Fietze: aye  
Councillor Mattiace: aye  
Councillor Valencia: aye  
Councillor Trowbridge: aye  
Councillor Tomlin: aye  
Councillor Haltom: absent

# **The Lohman Avenue Plan**

CITY COUNCIL  
Ruben Smith, Mayor  
Jose Fietze, Mayor Pro Tem  
John F. Haltom  
William "Bill" Mattiace  
Tommy D. Tomlin  
Steve C. Trowbridge  
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## **A**cknowledgments

The City of Las Cruces Planning Department would like to thank those citizens, Denton Ventures, Inc., the Las Cruces Planning and Zoning Commission, and the City Council who shared their comments, time, and assistance towards the completion of The Lohman Avenue Plan.

# **INTRODUCTION**

## **Why create a plan?**

The Urban Design Element of the Comprehensive Plan notes that today's communities must attract residents, businesses and/or industries for its economic well-being. A decision to locate in a particular community is often based on the community's perceived image. While this image deals with a variety of factors, which may include land uses and traffic impacts, one's first impression is generally based on a community's visual appearance and convenience. In order to be an attractive community, Las Cruces must improve and promote both its visual and functional qualities. Creating a plan before Lohman Avenue expands will allow the City to take a proactive stance in creating an aesthetically pleasing environment.

Lohman Avenue is considered a major gateway due to its location and prominence as a transportation corridor. Major retail centers such as the Mesilla Valley Mall, Foothills Plaza, and various shops off Walton Boulevard and along Walnut Street, along with many office complexes and restaurants are found in this area. It is one of three busy entrances and exits to and from Interstate 25 within Las Cruces and is also one of the few existing major east/west thoroughfares within the City. As such, Lohman Avenue is a principle area most visitors encounter when visiting Las Cruces and where many Las Cruces travel throughout the week. And, as development is occurring primarily in the eastern part of our community, its importance will only continue to grow.

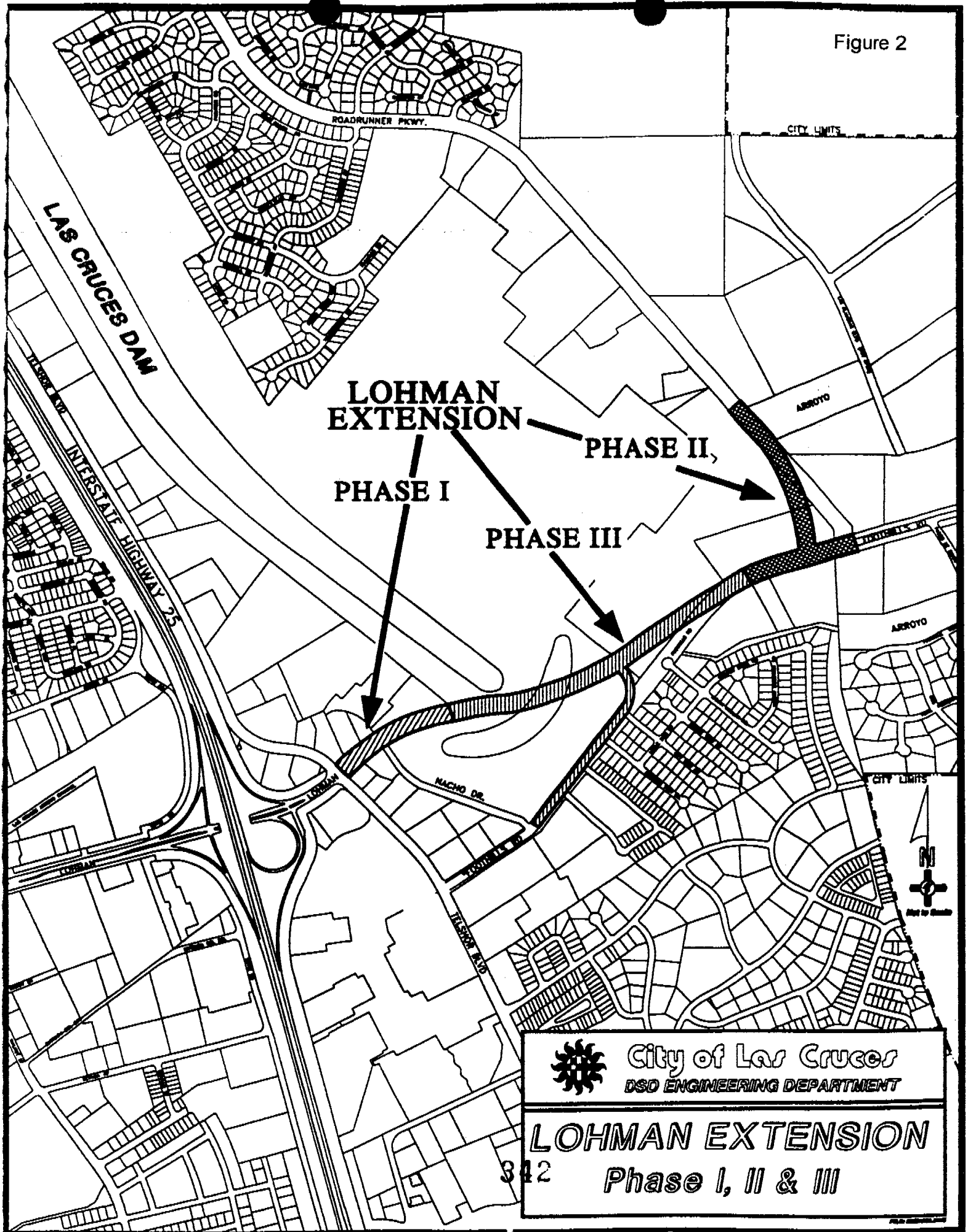
One result of this increase in growth, is an increased demand on the area's existing infrastructure. (Refer to Figure 1.) The location of the Las Cruces Flood Control Dam requires Foothills Road and Highway 70 to act as the primary transportation corridors to access this area. However, due to current and future demands for housing in this area, existing roadways, such as Foothills Road, are no longer adequate for the amount of daily or future traffic. As such, plans for Lohman Avenue to extend east of Nacho Road to meet the future Sonoma Ranch Boulevard are currently underway. The third segment of the extension (please refer to Figure 2) is close to construction at this time. Lohman Avenue will continue to extend eastward as development continues to occur in this area.

The surrounding areas that will soon front Lohman Avenue are currently zoned A-1 (Flood Control), R-3 (High Density Residential), and C-2 (General Commercial) as shown on Figure 3. Even now, before the construction/continuation of Lohman Avenue past the Las Cruces Flood Control Dam has begun, the Planning Department has received requests to rezone parcels of land near the intersection of Nacho Dr. and Lohman Avenue. As time goes by, it is reasonable to assume that more of these types of requests will occur. Because development has yet to occur in this area, the creation of a plan at this point is





Figure 2



City of Las Cruces  
DSD ENGINEERING DEPARTMENT

**LOHMAN EXTENSION**  
Phase I, II & III

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timely. And as both residential and commercial development continues to occur farther east, Lohman Avenue will eventually connect to Highway 70 via Weisner Road (refer to figure 3). Hence, Lohman Avenue's importance as a major transportation corridor and as a major gateway into the City will only increase.

### **What we are proposing**

The City of Las Cruces Comprehensive Plan calls for an improved overall image for our community; one that sets us apart from surrounding communities. Specifically, this is called out in the Land Use and Urban Design Elements which support area, district, and neighborhood planning. These specially designated areas, among other things, seek to improve our community's gateways in order to promote an attractive image for the City as a whole. The creation of a gateway district in the Lohman Avenue area will allow us to focus on issues related to urban design with some attention also given to land uses. In so doing, we will be able to accomplish the Comprehensive Plan's goals in creating an attractive image at this important entrance into our community, and thus, improving our image as a whole.

### **Guiding Design Policies**

In order to create an attractive atmosphere for the Lohman Avenue area, urban design policies should be developed. By elevating the standards in this area, we can hope to attain our ultimate goal for Lohman Avenue. Urban design standards should include the following:

#### **Architecture**

Architecture throughout the designated Lohman Avenue Plan should utilize building styles that reinforce our New Mexico/Southern New Mexico architectural vernacular and heritage whether contemporary or traditional. Buildings will be encouraged to be constructed at a pedestrian scale.

#### **Landscaping**

Standards for landscaping on properties adjacent to rights-of-way as well as standards for landscaping in rights-of-way should be established.

#### **Site Design**

Site design elements should be carefully integrated into all developments in order to create an attractive environment. Standards for the treatment of parking lots, dumpster locations, light standards, utility and mechanical equipment, and landscaping elements should be considered in order to achieve this goal.

#### **Streetscape**

Establish a street concept plan to address elements such as street furniture,



landscaping, sidewalks, and lighting within the right-of-way. A pedestrian friendly atmosphere should be established. These combined elements should assist in the creation of a unified and attractive environment.

#### Utilities

Although utilities along this area are currently underground, policy further supporting this concept will be provided.

This Plan also includes policies regarding specific areas of interest. These are particular areas within the boundaries of the Lohman Avenue Plan that the City would like to see improved in order to promote an attractive environment and better utilize existing resources (land, infrastructure, density, etc.). These areas include the following:

- Large, expansive car parking areas
- Median development along Lohman Ave.
- Right-of-way adjacent to Interstate 25

Enhancement to these areas would include landscaping within medians and rights-of-way. The development of a business and/or adding landscaping within large, expansive car parking areas would also play a role in an aesthetic improvement to the Lohman Avenue District.

#### **Guiding Land Use Policies**

In keeping with the Comprehensive Plan's mixed land use perspective, policy within this plan also encourages mixed land uses. Mixed uses can allow for greater efficiency in a number of ways. For example, it can lead towards a decreased need for vehicular trips across town. Also, it can maximize the use of existing infrastructure which helps to lower building/development costs for the consumer. Ultimately, the intent of this policy is to create a vibrant, dynamic environment in which people can live, work, and shop.

This Plan also proposes to include an information center/kiosk, open space, and recreational trails and other recreational opportunities in the Gateway District area. It does so with the intent that the inclusion of these items will add another dimension in creating an attractive gateway and a positive overall image of Las Cruces to visitors, travelers, and residents alike.

## **G**oals, Objectives, and Policies

The goals, objectives, and policies of the Lohman District Plan are intended to further the goals, objectives, and policies found within the Las Cruces Comprehensive Plan; especially the Land Use and Urban Design Elements.

### **Goal 1:**

Establish a Gateway District in the Lohman Avenue area that places an emphasis on aesthetics as a means of promoting our Southwestern character and supporting a distinct image that sets us apart from surrounding communities.

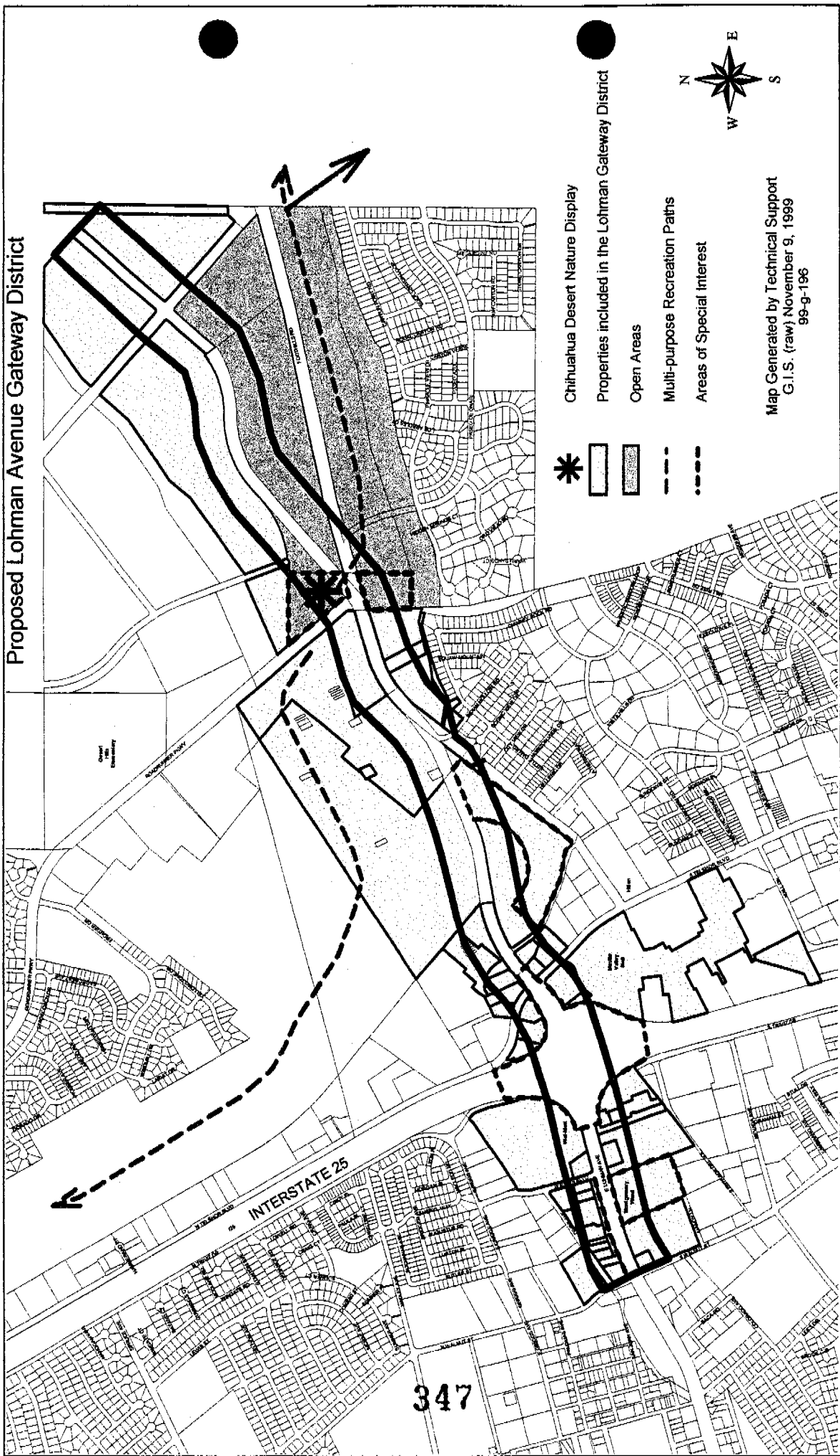
### **Objective 1:**

Create the Lohman Avenue Gateway District.

### **Policies:**

1. Establish a Gateway District that will result in an area which emphasizes good aesthetic design which buffers the thoroughfare from a stark contrast of areas not affected by this Plan.
2. Establish the Lohman Avenue Gateway District boundaries along Lohman Avenue from the City limits (the eastern boundary) to Walnut Street (the western boundary). The eastern boundary of this Gateway District will move accordingly if/when the City Limit is extended. This special gateway district should also pertain to those properties that are located within approximately 350 feet from the edge of Lohman Avenue right-of-way to determine the gateway district's northern and southern boundaries. (Refer to Figure 4.)
3. If a property or development is bisected by this 350 feet boundary, any construction beyond the designated boundary should still be required to follow the urban design standards found within this plan for consistency purposes.
4. Residential developments that may be bisected by the designated boundaries should be expected to create a development theme as a part of their master plan/preliminary plat requirement. The development theme should conform to the design philosophies of this Gateway District. Adherence to the development's master plan and/or preliminary plat requirement should be a part of the condition approving the development's final plat or site plan.
5. The policies within this Gateway District should be sensitive to both developed and undeveloped properties.

Proposed Lohman Avenue Gateway District



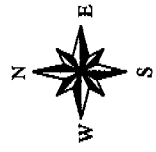
Chihuahueta Desert Nature Display

Properties included in the Lohman Gateway District

Open Areas

Multi-purpose Recreation Paths

Areas of Special Interest



Map Generated by Technical Support  
G.I.S. (raw) November 9, 1999  
99-g-196

**Objective 2:**

To the extent possible, utilize existing zoning as identified through existing zoning ordinances to determine permitted land uses and development standards (e.g.: setbacks, building height, and densities).

**Policies:**

1. Utilize a property's existing zoning designation to determine permitted land uses (refer to Figure 5).
2. Support zone-change requests which indicate a mixed land use approach utilizing the Comprehensive Plan's suggested mitigation techniques.
3. Unless otherwise stated in this Plan, new construction or structures undergoing remodeling should utilize the development standards in terms of building height, setbacks, density, etc., as determined by a property's current zoning designation.

**Goal 2:**

Further the Comprehensive Plan's goals and policies to create aesthetically pleasing gateways and major corridors by formulating urban design standards for Lohman Avenue and adjacent areas.

**Objective 1:**

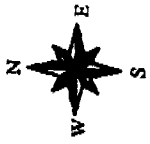
Establish appropriate architectural standards within the Lohman Avenue District Plan. Architectural standards should be flexible and allow a variety of building styles while supporting our New Mexico/Southern New Mexico architectural vernacular and heritage.

**Policies:**

1. Encourage new development locating within the Lohman Avenue District to utilize building styles that reinforce our New Mexico/Southern New Mexico architectural vernacular and heritage whether contemporary or traditional.
2. Encourage development existing at the time of the adoption of the Lohman Avenue District Plan to maintain and improve buildings/structures as a means of upholding a pleasant and attractive appearance.
3. Encourage new and/or existing development to utilize building materials indicative of our New Mexico/Southern New Mexico architectural vernacular and heritage, such as stucco, adobe, and/or brick.

# Lohman Avenue Gateway District -- Current Zoning

Figure 5



Map Generated by Technical Support  
G.I.S. (raw) June 16, 1999  
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4. When traditional architectural styles/designs are used, proper design elements, materials, and features should be incorporated into the structure(s). Elements and features may include, but are not limited to: parapets, columns, corbels, portals, vigas, courtyards, pergolas etc.
5. When contemporary designs are used, they should seek to mimic and/or introduce interpretations of those features noted in traditional architectural elements and features (Goal 2, Objective 1, Policy 4).
6. Especially in instances where the back of a building faces a residence, architectural features should be utilized throughout the whole building. Additional mitigation techniques, such as those listed in Matrix 1 and 2 found in the 1999 Las Cruces Comprehensive should also be used (refer to Appendix 1).
7. Prohibit the use of exposed metal exterior walls throughout the Lohman Avenue Gateway District, regardless of their orientation. (Recognizing that metal construction is an economical alternative, this construction method will be allowed provided all exterior walls are covered with an appropriate material, such as stucco, adobe, or brick.)
8. Prohibit reflective materials (ie: corrugated metal siding/roofs) unless an applicant can demonstrate architectural significance with respect to traditional southwestern styles of architecture, such as the Folk Territorial style utilizing metal roofing materials. Other exceptions may include metal roofing materials that are treated to prevent glare. Further exceptions may be approved by the Planning Director or Building Official.
9. Accessory structures, playgrounds, etc. should be secondary in emphasis to the main structure. The use of architectural characteristics in accessory structures, should mimic that of the primary structure. Playgrounds should be contained within the primary structure.
10. Design rooflines to reduce the apparent exterior mass of a building, add visual interest and be appropriate to the architectural style.
  - a. Encourage variation in roof height in order to break-up the exterior mass of a large building.
  - b. Architectural methods, such as parapets, should be used to conceal flat roofs and building elements placed thereon.

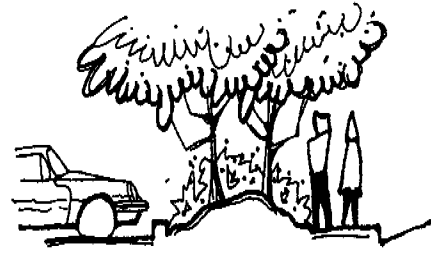
**Objective 2:**

Establish landscaping standards for both new and existing development.

**Policies:**

1. New development should observe the following landscaping standards:
  - a. Landscaping for new development within the Lohman Avenue District should cover 15% of the lot area exclusive of building area. The City's Design Standards should be referenced to determine the amount of landscaping required.
  - b. Locate at least one-half (½) of the required landscaping in view of Lohman Avenue.
  - c. Encourage the use of a variety of landscaping materials to create good landscaping design. Employing a variety softscape elements (plants), hardscape elements (gravel, walkways, walls) and clustering these differing materials will assist in creating an attractive and interesting landscape design.
  - d. In the instance where landscape materials do not cover the required landscaped area (defined in Goal 2, Objective 2, Policy 1), some type of material, whether softscape or hardscape elements should be incorporated into the design to retard weed growth, prevent blowing dirt, and to maintain an over-all attractive appearance.
  - e. In addition to the required landscaping, one (1) tree should be planted within the parking lot for each ten (10) parking stalls to provide shade and visual relief. These parking lot trees should be distributed evenly throughout the parking area. Trees within the parking area should maintain a minimum height of six (6) feet before the first lateral branch and should reach a minimum canopy diameter, at maturity, of twenty (20) feet. These trees should be planted along the edge and/or between parking stalls in planter areas which have a minimum area of 34 square feet and a raised border of at least 4 inches in height. (It may be possible to increase the size of planter and decrease the length of the parking stall. Interested parties should submit a design proposal to the Planning Director or his/her designee for final approval on this waiver.)
  - f. Where a landscape border or similar feature abuts parking stalls, trees within those areas may count toward the parking area tree requirement, provided:

- i. The trees are planted within ten feet of the parking stall area perimeter; and
- ii. The number of parking area trees required pursuant to this policy are not reduced by more than half as a result of this condition of implementation; and,
- iii. A minimum of one (1) tree is provided within the parking area.



- g. Require that landscaping materials used in the Lohman Avenue District reflect the vegetation best suited to the Chihuahuan Desert. If turf or other water-intensive plants are desired, they should be limited to five (5) percent of the total required area, grouped together, and be placed close to any buildings located on the property in order to provide a cooling effect that may assist in reducing energy costs.

- 2. Existing properties/businesses that do not meet the landscaping standards contained in this plan should be encouraged to do so.
- 3. Landscaping plans should ultimately have the approval of the City's Landscape Architect and the Planning Director (or his/her designee).

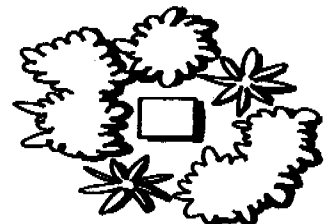
**Objective 3:**

Site design standards should be established for new and existing development in order to promote an attractive streetscape and promote an overall coordinated development approach in the Lohman Avenue District.

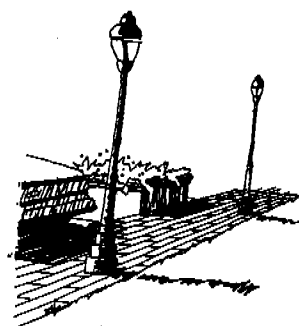
- 1. Architectural features and detail comparable to the primary facade should be designed on all building walls that are visible from adjacent streets and/or adjacent properties. Architectural features should include, but should not be limited to recesses, projections, wall insets, arcades, window display areas, awnings, balconies, window projections, landscape structures and other features that complement the structure's design and are acceptable to the reviewing authority.
- 2. Parking areas should not be located immediately adjacent to streetfront locations. In those cases where parking areas are viewed from the right-of-way, the use of landscaping as visual screens/buffers should be required to soften their overall impact. When this situation occurs, one of the following buffering techniques, at

minimum, should be followed:

- a. Landscaped buffer with berm
  - b. Landscaped buffer with wall/fence
  - c. Landscaped drainage pond
  - d. Break-up parking areas with landscaping
3. Walls and fencing materials should relate in design, material, and color to the architectural and/or historical character of the subject property. Materials such as, wrought iron, rock, and stucco are encouraged. In order to avoid visual monotony, walls and fences should vary in plane and texture. Trees and/or climbing vines should be employed along the periphery of the wall/fence for visual relief. Chain-link fencing should be prohibited where viewed from City right-of-way.
4. When a property's topography requires retaining walls for slope/soil stabilization and increased buildable area, terracing or similar mechanism should be required to prevent walls which are out of scale with their development and to avoid visual monotony.
5. Screen and/or buffer service areas (loading docks/bays, dumpsters, etc.) from Lohman Avenue and/or adjacent residences to soften their overall impact and create an aesthetically appealing environment.
- a. Screen loading and unloading zones/bays/docks from the street
  - b. Surround dumpsters by a wall having a minimum height equal to the height of the refuse container and which is compatible with the architectural character of the development, especially in terms of color, physical style and scale.
6. To the extent possible, blend in mechanical/utility equipment with the building's overall architectural design so as to screen these features from view.



- a. Screen ground set mechanical/utility equipment from view using landscaping or walls in a manner that conceals the equipment. Such screening must remain consistent with the landscaping and architectural character (especially in terms of color, physical style and scale).
  - b. When located on a rooftop or is otherwise attached to the building, mechanical/utility equipment should be screened from view from all angles through the use of building design elements such as, varied roof height, parapets, etc. In instances where adjacent rights-of-way are significantly higher in elevation to adjacent properties, rooftop equipment should be screened to the best extent possible.
  - c. When the chosen architectural style selected does not lend itself to using the techniques described in this policy, such equipment should be shielded from view by an opaque screen that is painted with a color that most accurately matches the building element to which it is attached.
  - d. Prohibit exterior mechanical/utility equipment mounted on buildings facades unless they are an integrated architectural design feature and painted such a color as to blend in with their background and/or building to which they are attached.
7. Screen stacking lanes/drive-up aisles from view with landscaping or placing such lanes where they are not readily seen from streets and sidewalks.
  8. Lighting used to illuminate parking lots and buildings should relate in design, material, and color to the architectural and/or historical character of the subject property.
  9. Ensure that outdoor lighting fixtures minimize impacts on local nighttime atmospheric uses (ie: telescopes) by using full cut-off fixtures to decrease glare and reduce excess lighting.
  10. Encourage shared driving aisles and parking areas to minimize traffic conflicts, lessen visual clutter, and promote greater traffic circulation efficiency within the District.



**Objective 4:**

Develop a sign policy strategy that will preserve the visual integrity of the Organ Mountains to the best extent possible.

**Policies**

1. In order to preserve the area's views, the following freestanding signage guidelines should apply:
  - a. Those properties within the Lohman Avenue District that are located east of Nacho Road should utilize monument signs. Monument signs should adhere to the following:
    - i. A monument sign with a maximum of five (5) feet in height and a maximum of forty (40) square feet in area, may be placed five feet from the property line.
    - ii. Monument signs should incorporate a landscaped base into its design.
    - iii. Clear-sight-triangles should be met.
  - b. Those properties located west of Nacho Road should utilize the regulations found within the Las Cruces Sign Code.
2. Properties located within the Lohman Avenue District should follow the regulations regarding attached signage found within the Las Cruces Sign Code.
3. Prohibit billboards throughout the Lohman Avenue District.
4. All other signage issues that are not noted in this Plan should revert to the Sign Code.

**Objective 5:**

Develop standards to create aesthetic streetscape designs.

**Policies:**

1. Textured paving should be utilized at each intersection of the Lohman Avenue District to assert a "sense of arrival and place."
2. Encourage unified street tree planting throughout the District to provide shade and visual relief. Street trees should be approved by the City's Landscape Architect. Consideration should be given to a species' size, maintenance requirements, and aesthetic appeal in keeping with the Gateway District's drought tolerant theme.

3. City and State-owned properties such as, medians, should be landscaped as yet another means of creating an attractive environment in this important gateway area. Planting materials should emphasize low maintenance landscaping and tree plantings best suited to the Chihuahuan Desert. Irrigation systems should be provided as necessary.
4. Encourage the use of matching street furniture, traffic signals, street lights and directional signs to provide a coordinated approach to design and to assist in avoiding visual clutter.
5. Lighting used by both public and private sources should minimize impacts on local nighttime atmospheric uses (ie: telescopes) by using full cut-off fixtures to decrease glare and reduce excess lighting..
6. Advocate keeping lighting, street furniture, signage, etc., at a pedestrian scale and perspective.
7. The current practice of providing under-ground utilities as a mechanism to reduce visual clutter along the District should be continued.

**Objective 6:**

Establish specific areas within the Lohman Avenue District that reveal opportunities for enhancement.

**Policies**

1. Work with Federal and State officials to investigate the possibilities of utilizing property currently located along the northeast corner of Roadrunner Parkway and Foothills Boulevard (also known as the "old" landfill). (Refer to Figure 6.)
  - a. Investigate and consider the possibility of creating an information center/kiosk or recreational center at this location.
  - b. Encourage the development of a multi-purpose recreational trail and/or nature walk adjacent to the proposed information center/kiosk or recreational center as one method of encouraging multi-modal traffic in the area. The construction of these trails should be in accordance with the Las Cruces Bicycle Facilities Master Plan and the Americans with Disabilities Act.
  - c. Seek grant programs to assist in facilitating aesthetic improvements in selected sites.
2. Work with private property owners and municipal governments towards creating a trail system linked with the proposed nature areas to create a series of trail systems.

3. Any recreational trails/nature walks should link to other nearby trails, bicycle lanes, and/or parks in accordance with the policies found within the Land Use Element of the Comprehensive Plan.
4. Establish clearly marked bicycle lanes along Lohman Avenue as per the Bicycle Facilities and Systems Master Plan.
5. Improve prominent points via better utilization of land and landscaping along the Lohman Avenue Gateway District which may serve to enhance the aesthetic characteristics of the district specifically and Las Cruces in general:
  - Large, expansive car parking areas, such as the Wards Department Store parking lot (figure
  - Median development along Lohman Ave.
  - Right-of-way adjacent to Interstate 25
  - Major interchanges
6. Prominent points along the Lohman Avenue District should incorporate this Plan's architectural, landscaping, and site design standards to such properties where applicable.



## **Implementation**

There are numerous tasks to be performed in the implementation of the Lohman Avenue District Plan. The Plan has attempted to establish a balanced and flexible approach to area planning throughout the district. Although the implementation process requires the cooperation and assistance of the general public in addition to state and federal agencies in carrying out the goals and objectives of the Plan, the City of Las Cruces should act as a catalyst for the establishment and development of the Lohman Area Plan.

The following are recommended programs for the implementation of the Lohman Area Plan.

1. The Planning Department should submit an amendment to the Zoning to establish boundaries and ordinance language covering the urban design requirements to implement the Lohman Area Plan.
2. The Planning Department, acting as lead agency, should submit a request to the Traffic Operations Department and the New Mexico State Highway and Transportation Department, to conduct studies along Lohman Avenue and the proposed extension to ascertain the feasibility of establishing the streetscape within the established and proposed right-of-way. Said request should include all elements within this Plan. The Planning Department should submit the findings of these studies to City Council for their review and consideration.

# APPENDIX 1

**Matrix 1: Separation and Landscaping Requirements between Land Uses/Zones**  
 Listed here are separation and landscaping requirements that all forms of development are encouraged to follow when a proposed use is located next to differing adjacent land uses/zones. Such landscaping and buffering requirements are only one tool used to mitigate the impacts to adjacent land uses/zones.

Proposed Use	Adjacent Use											
	RA, UR, EE VLD Res.	R-1M, R-1a, b & c LD Res.	R-2 MD Res.	R-1, R-4 HD Res.	O-1 Neigh. Office	O-1 Pro. Office	C-1 Low Inten. Comm.	C-2 Med. Inten. Comm.	C-2 High Inten. Comm.	C-2 Reg. Comm.	M-1 L. Indust.	M-2 H. Indust.
VLD Res. RA, UR, EE	R	R	R	R	R	R	R	R	R	R	R	R
LD Res. R-1M, R-1a, b & c	R	R	R	R	R	R	R	R	R	R	R	R
MD Res. R-2	BY 10' B	BY 10' B	BY 5' B	BY 10' B	R	R	R	R	R	R	R	R
HD Res. R-1, R-4	BY 10' B	BY 10' B	BY 10' B	BY 10' B	R	R	R	R	R	R	R	R
Neigh. Office O-1	BY 10' B	BY 10' B	BY 10' B	BY 10' B	R	R	R	R	R	R	R	R
Pro. Office O-1	BY 10' B	BY 10' B	BY 10' B	BY 10' B	R	R	R	R	R	R	R	R
Low Inten. Comm. C-1	BY 10' B	BY 10' B	BY 10' B	BY 10' B	R	R	R	R	R	R	R	R
Med. Inten. Comm. C-2	BY 25' B	BY 25' B	BY 10' B	BY 10' B	BY 10' B	R	R	R	R	R	R	R
High Inten. Comm. C-2	BY 50' B	BY 50' B	BY 15' B	BY 15' B	BY 15' B	R	R	R	R	R	R	R
Reg. Comm. C-2	BY 50' B	BY 50' B	BY 15' B	BY 15' B	BY 15' B	R	R	R	R	R	R	R
L. Indust. M-1	BY 50' B	BY 50' B	BY 25' B	BY 25' B	BY 20' B	BY 20' B	R	R	R	R	R	R
S. Indust. M-1	BY 150' C	BY 150' C	BY 100' C	BY 100' C	BY 100' C	BY 100' C	BY 60' C	R	R	R	R	R
H. Indust. M-2	BY 200' C	BY 200' C	BY 200' C	BY 200' C	BY 150' C	BY 150' C	BY 125' C	A	R	R	R	R

**Key:**

- The first letter denotes a total setback or buffer that is required for that particular zoning/land use.
  - SB = Setback
  - BY = Buffer/yard
  - R = Regular setback required for that zoning district
- The second letter denotes the type of landscaping required for that particular zoning/land use.
  - A = Opaque screen
  - B = Semi-opaque screen
  - C = Broken screen
- Types of land uses:
  - VLD Res. = Very Low Density
  - LD Res. = Low Density
  - MD Res. = Medium Density
  - HD Res. = High Density
  - Neigh. Office = Neighborhood Office
  - Pro. Off. = Professional Office
  - Low Inten. Comm. = Low Intensity Commercial
  - Med. Inten. Comm. = Medium Intensity Commercial
  - High Inten. Comm. = High Intensity Commercial
  - Reg. Comm. = Regional Commercial
  - L. Indust. = Light Industrial
  - S. Indust. = Standard Industrial
  - H. Indust. = Heavy Industrial

For example: BY 150' C

Type of separation: Distance requirement:

**Note:**

- The setback number represents the total setback required and applies to all property lines that abut the defined adjacent land use/zones.
- The setback denoted in this matrix is required only when the adjacent property to a proposed use is vacant.
- Bufferyards are required regardless if the adjacent property is vacant or developed.
- Permitted uses in buffer areas include open space and drainage uses. Structures are prohibited in these areas.
- Reduction in bufferyards may be considered when opaque screening is used.
- Zoning designations are subject to change.
- The Planning Director or his/her designee shall determine use intensity when required.

# APPENDIX 2

## Matrix 2: Mitigation Techniques Between Land Uses

Listed here are mitigation techniques one must follow when a business registration, zoning change, or new construction creates adjacent land uses which differ from one another. The use which is creating the change must mitigate any possible problems between other land uses using the techniques listed below.

### Adjacent Use

Proposed Use	Adjacent Use																						
	P.A. Use	EE	N.	R-12N	R-2	R-3, R-4	O-1	O-1	C-1	C-2	C-2	C-2	C-2	C-2	M-1	M-1	M-2	Schools	Agri.	Transp.	Unl.	Arroyos	
V.D. Res.	None	A	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	None	None	None	A
LD Res.	A	None	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	ABCOE	None	None	None	A
MD Res.	ABCOE	ABCOE	None	BCD	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	B	BCD	CE	A
HD Res.	ABCOE	ABCOE	BCD	None	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	BCOE	B	BCD	CE	A
High Office	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	None	None	None	None	C	CD	CD	CD	CD	CD	CD	CD	CD	B	CD	None	A
Pro. Office	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	None	None	None	C	CD	CD	CD	CD	CD	CD	CD	CD	CD	B	CD	None	A
Low Inten. Comm.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	None	None	None	None	None	None	None	None	None	None	None	None	None	B	CD	None	A
Med. Inten. Comm.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	None	None	None	None	None	None	None	None	None	None	None	None	None	B	ACD	None	A
High Inten. Comm.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	C	C	CD	None	None	None	None	None	None	None	None	None	None	B	ACD	None	A
Reg. Comm.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	B	None	None	A
L. Indust.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	B	None	None	A
S. Indust.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	B	None	None	A
H. Indust.	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	B	None	None	A
Schools	ABCOE	ABCOE	ABCOE	BCOE	BCOE	BCOE	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	B	CD	None	A
Agri.	None	None	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	None	None	None	A
Transp.	ABCOE	ABCOE	ABCOE	BCD	BCD	BCD	CD	CD	CD	None	None	None	None	None	None	None	None	None	None	CD	None	None	A
Unl.	ABCOE	ABCOE	ABCOE	CE	CE	CE	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	None	D
Arroyos	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	D

- Key:
- A = Lot size transitions
  - B = Parking layout (or away from residential use)
  - C = Dimension of structure (block walls, windows, etc.)
  - D = Acoustical/athetics (screen landscaping, vestibules, etc.)
  - E = Screen built, building height, setback
  - Pro. Off. = Professional Office
  - Low Inten. Comm. = Low Intensity Commercial
  - Med. Inten. Comm. = Medium Intensity Commercial
  - High Inten. Comm. = High Intensity Commercial



# City of Las Cruces

**TO:** Planning and Zoning Commission

**FROM:** Lisa Bookin, Associate Planner

**DATE:** December 1, 1999

**SUBJECT:** Cases CP-99-01

**CP-99-01:** A proposal to create The Lohman Avenue Plan to establish urban design guidelines within the recommended planning area. Submitted by the City of Las Cruces.

## **DISCUSSION:**

The 1999 Comprehensive Plan, specifically the Land Use and Urban Design Elements, support the creation of area, district, and neighborhood planning. These specially designated areas, among other things, seek to improve our community's gateways in order to promote an attractive image for the City as a whole. At this time, Planning Staff would like to concentrate these efforts on the Lohman Avenue area.

Lohman Avenue is considered a major gateway due to its location and prominence as a transportation corridor. Due to the major commercial businesses around it, it is one of three busy entrances and exits to and from Interstate 25. Additionally, it is one of the few existing major east/west thoroughfares within the City. Due to these factors, Lohman Avenue is one of the primary areas through which both visitors and residents commonly pass. Furthermore, as development is occurring primarily in the eastern part of our community its importance will only continue to grow.

The draft document included with this memo establishes urban design requirements for those affected properties in order to attain an attractive environment. These requirements generally include policies dealing with:

- **Architecture** -- Architecture throughout the designated Lohman Avenue Plan should utilize building styles that reinforce our New Mexico/Southern New Mexico architectural vernacular and heritage whether contemporary or traditional. Buildings will be encouraged to be constructed at a pedestrian scale.

- Landscaping -- Standards for landscaping on properties adjacent to rights-of-way as well as standards for landscaping in rights-of-way should be established.
- Site Design -- Site design elements should be carefully integrated into all developments in order to create an attractive environment. Standards for the treatment of parking lots, dumpster locations, light standards, utility and mechanical equipment, and landscaping elements should be considered in order to achieve this goal.
- Streetscape -- Establish a street concept plan to address elements such as street furniture, landscaping, sidewalks, and lighting within the right-of-way. A pedestrian friendly atmosphere should be established. These combined elements should assist in the creation of a unified and attractive environment.
- Utilities -- Although utilities along this area are currently underground, policy further supporting this concept will be provided.

This draft also includes policies regarding specific areas of interest. These are particular areas within the boundaries of the Lohman Avenue Plan that the City would like to see improved in order to promote an attractive environment and better utilize existing resources (land, infrastructure, density, etc.). These areas include the following:

- Large, expansive car parking areas
- Median development along Lohman Ave.
- Right-of-way adjacent to Interstate 25

Enhancement to these areas would include landscaping within medians and rights-of-way. The development of a business and/or adding landscaping within large, expansive car parking areas would also play a role in an aesthetic improvement to the Lohman Avenue District.

Overall, Planning Staff feels that the creation of this plan, before the extension of Lohman Avenue is completed, will allow the City to take a proactive stance in creating an aesthetically pleasing environment. Thus, accomplishing one of the goals of the 1999 Comprehensive Plan

#### FINDINGS:

1. Land Use Element; Planning Area Goal 1, Objective 1 & Policy 1C
  - Objective 1: Establish Planning Areas throughout the City to address quality of life concerns in the City's unique areas.
    - Policy 1C: Lohman/University: Contains commercial corridors and a variety of residential uses. New Mexico State University is also included in this Planning Area: NMSU is currently facilitating campus Master Planning. Borders Interstate 25 and overlaps Interstate 10.

## 2. Urban Design Element

- **Goal One, Objective 1, Policy 1:** Major and minor entrances (gateways) to the City should be emphasized to relay a sense of arrival to those traveling to and through Las Cruces.
  - **Policy 1a:** Gateways should include...Lohman/Amador
  - **Policy 1c:** Emphasis should be placed on a theme for each gateway area. Elements of the streetscape in gateways and corridors should include, but not be limited to:
    - (1) Architecture should respect the gateway's designated theme, existing character, and/or highlight our Southwestern character where applicable.
    - (2) Monument signs introducing Las Cruces surrounded by landscaping.
    - (3) Textured paving at major intersections asserting a "sense of arrival and place".
    - (4) An emphasis on the use of landscaping materials according to the area's neighborhood/district theme especially when used in medians.
    - (5) Non-glaring, uniform lighting.
- **Goal 1, Objective 1, Policy 4:** Visual clutter may be mitigated through the management of the number, size, height, and appearance of signs.
  - a. On-premise signs should be encouraged to be oriented to the street level environment, for example, ground or monument signs.
  - b. Investigate specific signage requirements for multi-tenant centers to encourage architectural harmony and unity within each center.
  - c. Density limits should be sought for off-premise signs along major corridors and gateways.
- **Goal 1, Objective 1, Policy 5:** Encourage the use of underground utilities to avoid visual clutter.
- **Goal 1, Objective 3, Policy 1:** Encourage districts and/or neighborhoods (commercial or residential) throughout the community to establish themes for their respective neighborhood or district. Themes and styles should be called out in a neighborhood/district plan, in accordance with the Land Use Element.
- **Goal 1, Objective 4, Policy 1:** Standards to create aesthetic streetscape designs should be developed. This should include, but not be limited to: street hardware and furniture, signage, lighting, fencing and walls, larger parkways, pedestrian circulation, minimum landscape and long term maintenance standards.
  - a. Encourage the use of matching street furniture, traffic signals, street lights and directional signs to provide a coordinated approach to design thus helping to avoid visual clutter.

- b. A City-wide lighting ordinance should be developed which may require:
    - i. Minimization of any increase of local nighttime atmospheric light from public and private sources
    - ii. Light standards which are chosen to be integral with overall project design in size, form, and color in terms of the characteristics and use of the street with the district's character
  - c. In addition to landscape buffering requirements necessitated by Matrix 1, parking lots should be visually screened/buffered from the right-of-way to soften their over-all impact. This may be accomplished through the use of required landscaping and/or various landscaping elements (berms, low walls, etc)
  - d. Promote unified street tree planting along street frontages to provide shade and visual relief, such as placing street trees along arterials and major collectors as a means of providing shade and enhancing Las Cruces' streetscape. Such trees should be of a drought tolerant variety and of a variety that does not create damage to sidewalk and curbing.
  - e. Projects which are surrounded with walls should be required to provide for an attractive streetscape.
    - i. Walls should vary in plane and texture.
    - ii. Landscaping techniques, trees and climbing vines for example, should be employed along the periphery of the walled area for visual relief.
- Goal 1, Objective 4, Policy 2: Encourage shared driving aisles and shared parking areas to lessen visual clutter and promote greater traffic circulation efficiency.
  - Goal 1, Objective 4, Policy 3: Emphasize low maintenance landscaping and tree plantings for median development, along sidewalks, bicycle routes, and other types of rights-of-way.
  - Goal 1, Objective 4, Policy 4: Trees should be planted within all parking areas for visual relief as well as to provide shade relief in large-scale commercial parking areas.
  - Goal 1, Objective 4, Policy 8: "Franchise" or "corporate identity" architecture should be designed to be compatible with surrounding conditions/characteristics and our community's Desert Southwest character.
  - Goal 2, Objective 5, Policy 1: Advocate an appropriate balance between physical development and open space that will provide a desirable environment and quality of life in the urban area as well as perpetuating the unique natural and rural environments of the region.
  - Goal 2, Objective 5, Policy 2: Encourage new development to provide networks of open space. Open space should be linked with parks and recreational trails so that any open space areas may be considered "usable" space. Development waivers, such as density bonuses, shall be used as incentives to developers to create and/or maintain open space.

- Goal 3, Objective 9, Policy 1: Residential and Commercial development should preserve a regional Desert Southwestern image rooted in a variety of architectural styles and design elements and strengthened by creative contemporary expression.
- Goal 3, Objective 9, Policy 2: Encourage the use of landscape materials best suited to our location in the Chihuahuan Desert. Developments located in mesa areas, such as the East Mesa, High Range, and Las Alturas, are encouraged to use desert landscape materials. Developments located toward the Rio Grande Valley should be encouraged to use those plant materials best suited for the Valley environment. Developments located in the urban area are encouraged to use drought tolerant landscape materials that are compatible with the landscaping styles of the surrounding area.
- Goal 3, Objective 9, Policy 2: New development or redevelopment should be required to utilize local and/or regional architectural styles and design elements in the downtown area, historic districts, gateways and designated corridors which are compatible with existing structures.
- Goal 3, Objective 9, Policy 2: Encourage creative site planning for all new development and redevelopment.
  - a. The topography and slope of a site should be maintained in its natural state.
  - b. Encourage a balance between open space and development.
  - c. Encourage variation in setbacks and structure spacing as a means of avoiding monotony and unity.
- Goal 3, Objective 9, Policy 2: Encourage the development of neighborhood/district plans and/or overlay zones.
  - a. Specific areas targeted for overlay zones include, but are not limited to:
    - Lohman Extension
  - b. Neighborhood/District Plans and/or Overlay Zones should address such issues as, land use, zoning, transportation, and aesthetics (ie: architecture, landscaping, and utilities).

**OPTIONS:**

- 1) Recommend approval of The Lohman Avenue Plan to the City Council.
- 2) Modify The Lohman Avenue Plan as directed by the Planning and Zoning Commission.
- 4) Recommend disapproval of The Lohman Avenue Plan to the City Council.

**NOTE:** Decisions must be based on "findings." The findings presented in this document can be used to support decisions. Other findings may be based on the Comprehensive Plan, zoning Code, or other City plans and policies. Findings may also be based on information presented at public hearings, information obtained through site inspections, etc.

**ATTACHMENTS:**

- 1) The Lohman Avenue Plan
- 2) Correspondence



Page 1

1  
2  
3  
4           REGULAR MEETING  
5           OF THE  
6           PLANNING AND ZONING COMMISSION  
7           CITY OF LAS CRUCES  
8           FOR  
9           DECEMBER 14, 1999  
10          AT THE  
11          CITY COUNCIL CHAMBERS  
12          MUNICIPAL BUILDING  
13          6:00 p.m.  
14 COMMISSIONERS PRESENT:  
15          Vincent Dovydaitis, Chair  
16          Quentin Ford  
17          Henry Young  
18          Dolores Halls  
19          Jay Hine  
20          Edward Amaya  
21  
22  
23  
24  
25

Page 2

1           CHAIRMAN DOVYDAITIS: Good evening,  
2 ladies and gentlemen, I hereby call the City of Las  
3 Cruces Planning and Zoning Commission hearing to  
4 order. This hearing will be conducted following  
5 Robert's Rules of Order.  
6 If any member of the public wishes to address  
7 the Commission, provide comments on a case, or ask  
8 questions during the proceedings, they will be  
9 recognized by the Chair. They first shall identify  
10 themselves so that their name may be entered into  
11 the record of our proceedings.  
12 Each person will be recognized once on each case  
13 issue for a period not to exceed three minutes. If  
14 someone has new or additional information, then that  
15 individual will be given one additional minute to  
16 speak after all the other persons who also wish to  
17 speak have been recognized.  
18 If a large number of persons wish to discuss the  
19 case as a neighborhood or similar group, then they  
20 shall appoint a spokesperson who shall have up to 15  
21 minutes to present the case from the group's point  
22 of view. After the spokesperson has spoken, all  
23 other persons in the group wishing to speak on that  
24 case will be given one additional minute for each  
25 person wishing to speak.

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1 The City of Las Cruces and this Commission will  
2 make every effort to provide accommodations for  
3 people with disabilities who wish to attend the  
4 Commission's meetings. Please advise the City Staff  
5 of your special needs at least 48 before the  
6 meeting. You can call 528-3222, or for the hearing  
7 disabled dial 528-3157 for a teletype connection.  
8 Distribution of documents can also be made in other  
9 formats if required.  
10 Noting a quorum is present--we need four  
11 Commissioners--the Planning and Zoning Commission  
12 will hear this evening three subdivisions, three  
13 zone changes, three special use permits, two planned  
14 unit developments, and one comprehensive plan item.  
15 At this point in our opening remarks, I would  
16 like to note the presence of a new Commissioner.  
17 Commissioner Hine is joining us for the very first  
18 time this evening. We wish to welcome him.  
19 The Planning and Zoning Commission will grant  
20 final approval or denial of all requests for special  
21 use permits, subdivisions or planned unit  
22 developments which may be on tonight's agenda.  
23 Any person adversely affected by the decision of  
24 this Commission may file a written appeal to the  
25 City Council within 15 days of this meeting stating

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1 the grounds for the appeal.  
2 The Planning and Zoning Commission will make  
3 only recommendations to the City Council of Las  
4 Cruces to either approve or deny requests for zone  
5 changes, annexations or amendments to the Las Cruces  
6 Zoning Code which also may be on tonight's agenda.  
7 The City Council will make their decisions on these  
8 requests and the Commission's recommendations at  
9 their regularly scheduled meetings, whenever those  
10 might be.  
11 For the benefit of the public, there are extra  
12 agendas at the head table. Please pick up copies so  
13 you will be able to follow the progress of the cases  
14 before us tonight. I see quite a few extra copies  
15 left, so please feel free to pick them up.  
16 As our first order of business, let us examine  
17 tonight's agenda. Commissioners, do you have any  
18 items that you wish to add or remove from tonight's  
19 agenda?  
20 Seeing none, I will - - let's see, we have to  
21 actually deal with the consent agenda before we  
22 actually vote on the agenda itself, because the  
23 moment we vote on the agenda all the consent agenda  
24 items become accepted. So in that case - - so in  
25 case there is desire on anyone's part, whether

1 public, staff or Commissioners, if you wish to hear  
2 more fully the items on the consent agenda, we will  
3 remove them from the consent agenda before we  
4 approve the overall agenda.

5 On the consent agenda, we have three items. The  
6 first one is an adoption of a schedule of meetings  
7 for the year 2000 for this Commission.

8 Commissioners in particular, having reviewed that  
9 agenda, do you have any desire to discuss it  
10 further? Okay, it appears that one is going to be  
11 all right.

12 Second item on consent is Case CP-99-01. I  
13 shall read the abstract for it. It's a very short  
14 one. It's a proposal to create the Lohman Avenue  
15 Plan to establish urban design guidelines within the  
16 recommended planning area.

17 Does anyone wish to hear this case more fully?  
18 Okay, seeing no one from public or Commission, I  
19 will leave that on the consent.

20 Case number three is Case S-99-070. It is a  
21 request for final subdivision plat approval of  
22 Monteo Tracts, replat number three. The plat  
23 contains two lots on 5.646 approximate acres. The  
24 property is located on the north side of Montana  
25 Avenue 250 feet west of El Paseo Road. The property

1 Members, just as a point of clarification, the two  
2 items under postponement--Case SU-99-12 and Case  
3 SU-99-10--staff has requested that those be  
4 postponed to the January 25th, 2000, Planning and  
5 Zoning Commission meeting.

6 CHAIRMAN DOVYDAITIS: January 25th?  
7 Okay, to a date specific. Thank you, sir.

8 All right, now, this brings us to case number  
9 one under old business. May I have a motion to hear  
10 case SU-99 -- oh, I am sorry. We still have to go  
11 through the minutes. That's right.

12 We have a set of minutes for the meeting of  
13 October 26th, and, Commissioners, have you any  
14 amendments, adjustments or comments on the minutes?

15 I have a few myself, while some of the others  
16 may be looking at their notes.

17 On page 27--let me open it--line number 19,  
18 there is a sentence that puzzles me. "Tracts D and  
19 E are the only two tracts that that that request of  
20 conditions be placed on them." I am not quite sure  
21 what happened there, but -- does anyone recall? It  
22 logically does not read very well -- or I don't  
23 understand myself the meaning of it. Does anyone  
24 recall what that might be?

25 COMMISSIONER YOUNG: I believe it was

1 is currently zoned C-2, general commercial.  
2 Submitted by Rita Fernandez.

3 Does anyone wish to hear this case more fully?  
4 Seeing no one, again, consent agenda item three  
5 remains on the consent agenda; therefore,  
6 Commissioners, may I have a motion to accept the  
7 agenda as published?

8 COMMISSIONER FORD: So moved.

9 COMMISSIONER YOUNG: Second.

10 CHAIRMAN DOVYDAITIS: It's been moved  
11 and seconded to have the consent -- this evening's  
12 agenda as published. I shall call the roll call for  
13 approval.

14 COMMISSIONER YOUNG: Aye.

15 COMMISSIONER HINE: Aye.

16 COMMISSIONER HALLS: Aye.

17 COMMISSIONER FORD: Aye.

18 CHAIRMAN DOVYDAITIS: Commissioner  
19 Perez? Oh, he's not with us this afternoon.

20 COMMISSIONER AMAYA: Aye.

21 CHAIRMAN DOVYDAITIS: And the Chair  
22 votes aye.

23 Now, we have an accepted agenda, and the staff  
24 has a comment.

25 MR. KYLE: Mr. Chairman, Commission

1 supposed to be, Tracts D and E are the only two  
2 tracts that have that request for conditions be  
3 placed on them.

4 CHAIRMAN DOVYDAITIS: That have. So  
5 the second "that" should become have.

6 Okay, the next item I have, on my notes at  
7 least, is page 35. And that is page 35, line 3.

8 The tail end of that sentence says, "We can control  
9 light control." I believe the first "control" word  
10 could be or should be have. That we can have light  
11 control. Yes, that is one of my comments actually.

12 And page 52. What's on page 52? Oh, that's a  
13 very minor item. It's a speller on line 20, how to  
14 spell specific, "as specific development comes up."

15 That's a minor one, never mind that one.

16 And page 61, what do we have there? Okay, page  
17 61, line 15, Commissioner Ford is quoted as, "It  
18 appeared when we visited it," and that's my  
19 question. I believe the sentence may have been  
20 somewhat different. "It occurred to me when we  
21 visited," and that's my question, I presume, is what  
22 you may have said, sir?

23 COMMISSIONER FORD: I was questioning  
24 the fact that it appeared to have been occupied.

25 CHAIRMAN DOVYDAITIS: Appeared to



July 23, 1999

Lisa Bookin  
P.O. Box 20000  
Las Cruces, N.M. 88005

Re: Lohman Avenue Plan

Dear Ms. Bookin,

As owner of several buildings in the "affected area" I have the following observations, suggestions and comments:

- I am always hoping for improvements to our city
- Since several large buildings, i.e. Walmart, Hastings, Smiths, Hobby Lobby, Toys R Us, etc. are within the area you are reviewing - I think it is a little silly to try to establish guidelines and expect them to have any affect on these existing buildings
- I believe the true "Gateway" that visitors encounter are the highways between on and off ramps and the ramp itself. This is what visitors first see when coming into our city. It would be time better spent upgrading these areas with landscaping, etc.. I do understand that these are State or Federal "properties", but they can be upgraded with the cities' assistance as has been done in other cities.
- I have a problem if these proposals are enacted as they will affect properties that are remodeled. I don't feel that the city should mandate (Page 11, Policy #7, i.e. "Prohibit") these kinds of expensive renovations to the exteriors when it is already difficult to get property rents.

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**1ETRO MORTGAGE, INC.**

- I feel that "mirrored-opaque windows " are a reasonable building material in a sunshine city that should be concerned about energy consumption and therefore reflective materials should not be prohibited.
- The sign policy is too restrictive and does not allow proper signage and would ultimately discourage new business.
- Your policy regarding City and State owned medians and the landscaping of same is impractical given the cities current policy . As owner of four businesses, I have wanted ( and called ) to maintain several medians. However your belief that I should pay \$2,500 for the "right " to spend more money to maintain them is ridiculous. The city responds by telling me the "advertising " is well worth it. Well, I have not , nor have I ever heard anyone say - "lets do down to xyz company because they maintain the landscaping " . It just doesn't work !

Sincerely,



Robert Bradshaw  
President

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**RETRO MORTGAGE, INC.**



**CITY OF LAS CRUCES  
COUNCIL ACTION FORM  
For Meeting of March 6, 2000**

**TITLE**

**RESOLUTION TO ADOPT THE LOHMAN AVENUE PLAN**

**BACKGROUND, SUPPORT INFORMATION AND COUNCIL OPTIONS (in order):**

The 1999 Comprehensive Plan, specifically the Land Use and Urban Design Elements, support the creation of area, district, and neighborhood planning. These specially designated areas, among other things, seek to improve our community's gateways in order to promote an attractive image for the City as a whole. At this time, Planning Staff would like to concentrate these efforts on the Lohman Avenue area.

Lohman Avenue is considered a major gateway due to its location and prominence as a transportation corridor. Due to the major commercial businesses around it, it is one of three busy entrances and exits to and from Interstate 25. Additionally, it is one of the few existing major east/west thoroughfares within the City. Due to these factors, Lohman Avenue is one of the primary areas through which both visitors and residents commonly pass. Furthermore, as development is occurring primarily in the eastern part of our community its importance will only continue to grow.

The draft document included with this memo establishes urban design requirements for those affected properties in order to attain an attractive environment. These requirements generally include policies dealing with architecture, landscaping, site design, streetscape, and utilities.

Name of Drafter Lisa Bookin		Division/Department: Planning		Phone: 528-3222	
Division/Department	Signature	Phone	Division/Department	Signature	Phone
Community Services & Facilities			Development Services		3222
Fire			Administration		
Police			Legal		229
Utilities			Budget		2300
Finance			City Manager		2018

This draft also includes policies regarding specific areas of interest. These are particular areas within the boundaries of the Lohman Avenue Plan that the City would like to see improved in order to promote an attractive environment and better utilize existing resources (land, infrastructure, density, etc.). These areas include the following:

- Large, expansive car parking areas
- Median development along Lohman Ave.
- Right-of-way adjacent to Interstate 25

Enhancement to these areas would include landscaping within medians and rights-of-way. The additional development and/or adding landscaping within large, expansive car parking areas would also play a role in an aesthetic improvement to the Lohman Avenue District.

Overall, Planning Staff feels that the creation of this plan, before the extension of Lohman Avenue is completed, will allow the City to take a proactive stance in creating an aesthetically pleasing environment. Thus, accomplishing one of the goals of the 1999 Comprehensive Plan.

Planning Staff received one letter with comments in regards to the proposed Plan. the Planning and Zoning Commission reviewed these comments and applied them to the document where applicable. On December 14, 1999, the Planning and Zoning Commission voted unanimously in favor of the plan with knowledge that specific language allowing the use of mirrored opaque windows was to be made pursuant to Commission consensus reached at an earlier work session. As such, staff has made the appropriate changes to the document.

#### **SUPPORT INFORMATION:**

1. Resolution
2. The Lohman Avenue Plan
3. Staff information report to the Planning and Zoning Commission for Case CP-99-01
4. Unapproved Minutes from the December 14, 1999, Planning and Zoning Commission Public Hearing
5. Correspondence

#### **OPTIONS:**

1. Vote "yes" to approve the Resolution. This action would approve the recommendation of the Planning and Zoning Commission to adopt The Lohman Avenue Plan.
2. Modify the Resolution. This action would modify the action to reflect the wishes of the City Council.
3. Vote "no" and deny the Resolution. This action would not approve the Planning and Zoning Commission's recommendation to adopt the Lohman Avenue Plan.