



University District Plan 2010



City of Las Cruces



University District Plan
Adopted April 5, 2010

Photos: (TOP) Dan Soriano, City and (LOWER) Urban Advantage, Fayetteville, Arkansas

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EXECUTIVE SUMMARY

1. USER GUIDE

How the Plan is Organized

The *University District Plan* is a revision of the original 1992 *University Avenue Corridor Plan*. The heart of the plan, Section 4, Vision, Goals and Policies, is organized into sections that address the University District (UD) as a whole and the three zones within it: University Avenue Zone (UD-UAZ), Transition Zone (UD-TZ), and Convention Zone (UD-CZ). The data about existing conditions and a compilation of the public comments upon which this plan is built are in the Appendices.

Building Blocks of the Plan

The Plan includes background information and key trends, as well as goals, policies and maps. These components represent the development policies called for in the City's Comprehensive Plan and the Regional Vision 2040.

Goal: Expresses community values and desired outcomes for the University District.

Policy: A statement derived from a goal to guide action by decision-making bodies.

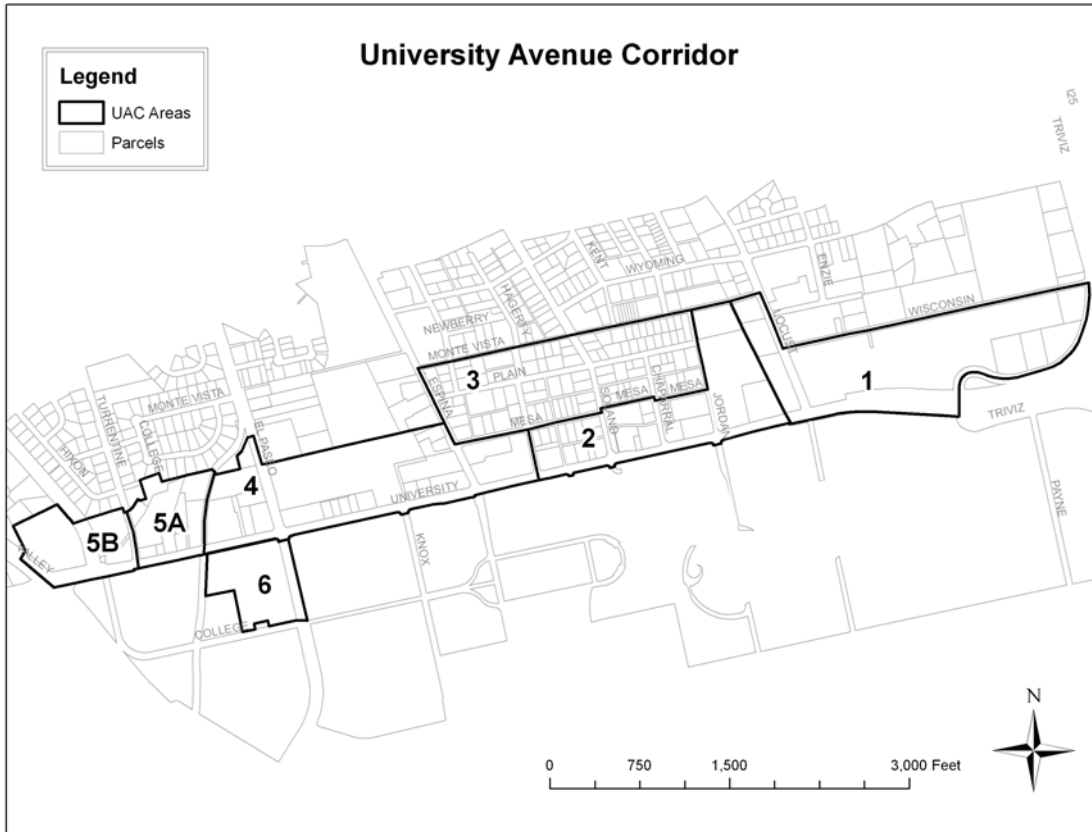
Sidebars: Sidebars have been included throughout the Plan to highlight related information.

2. BACKGROUND AND PLANNING PROCESS

The heart of the University District in Las Cruces, New Mexico is University Avenue. Almost two miles long, it connects Interstates 10 and 25, two of the most important highways in the southwestern United States. University Avenue is the southernmost and one of the city's five east-west connections, linking residents and visitors east of Interstate 25 to New Mexico State University (NMSU), the southwestern portion of the city and nearby destinations west of the city including the historic town of Mesilla and the Rio Grande.

Background and History

University Avenue joins the city with New Mexico State University (NMSU) and is the center of the University District. Once a dirt two lane road, it is five lanes and part of the city's southern boundary. Until 2002, when the State conveyed it to the City, University Avenue was a state highway. It has been the principle conduit to NMSU, and an important east-west connector. Commercial activities have concentrated at the east and west ends. Interspersed with single family residences and religious institutions, the corridor is mostly a low density pattern of modest commercial and ancillary services. Land uses in the district north of University Avenue reflect a similar low density pattern of residential uses, most of which are multi-family.



Current University Avenue Corridor Plan Overlay Zone District

Project Origins

In 2008, the City of Las Cruces initiated a public process to revise the original 1992 *University Avenue Corridor (UAC) Plan* to address significant changes in the region and the public’s desire for the district to be a compact, walkable and safe destination that features a mix of uses and housing located within walking or biking distance of services and jobs. Catalysts for the revision include a commitment by the NMSU Board of Regents to plan collaboratively with the City, development trends that challenge the current plan and an urgent concern for pedestrian and bicyclist safety.

Study Area

A study area is typically bound by a combination of geographic elements such as roadways, rail lines or natural features and is the geography for which data are analyzed in a plan or map. For the purposes of this plan revision, the study area is more than the streets that define the district and form its boundaries. Instead, since the University District is a regional destination, a wider lens has been used to inform this revision. These elements broaden its scope:

- *Thoroughfare Plan for the Las Cruces Metropolitan Planning Organization (MPO)*
- Regional Vision 2040
- Las Cruces Comprehensive Plan 2040

- *Transport 2040*, the Metropolitan Planning Organization's (MPO) Comprehensive Plan

Planning and Public Involvement Process

The revision of the UAC Plan and Overlay is the result of a collaborative process of public participation, calling for multiple opportunities for meaningful public participation and discussion at all phases of the process. The intent is to provide for open, transparent negotiations and decision-making.

Led by the City planning staff, the revision involves members of the UAC Citizen's Design Review Committee, residents of the district as well as city-wide, district business and property owners, the University Architect, and NMSU students, faculty and staff. Inspired by the synergy of multiple factors, this revision articulates their vision, their ideas and their plan to change the University Avenue Corridor into a complete and unique University District.

The Plan revision developed over three rounds of public events designed to ensure that a range of voices were included in the process: public meetings; open houses; a walking tour; and design workshop for University Avenue, focus groups and community surveys. The first round of workshops and open houses elicited a vision for the district and discussions of issues in general, primarily land use, transportation and safety. The second round incorporated the findings from round one and focused on ideas and policies to form a basis for creating a multi-modal pedestrian destination. A draft of the Plan and Overlay with a set of comprehensive reforms for the area was reviewed and discussed for the third round.

3. SUMMARY OF EXISTING CONDITIONS

The existing land use framework, transportation network, environmental features, and social characteristics of the University District were considered during the development of this revision. Examining these elements has established a foundation for determining critical improvements in the context of current growth and development patterns within the city and university. Please refer to the Appendices for data and a more in-depth analysis.

Plan and Overlay Amendments

The *University Avenue Corridor Plan* was adopted in 1992. It is a general document for a specific area that incorporates the policies of the City's Comprehensive Plan and guides decisions for capital improvements and development. It is based on the community's goals for the district and although it is not legally binding by itself, it does inform the Overlay. The Overlay or Special Zoning District, known as the *University Avenue Corridor Plan Overlay Zone District*, is a law that incorporates the policies of the Plan in the form of regulations of land use, transportation and development within the district's boundaries. (See Section 38-44 of the 2001 Las Cruces Zoning Code, as amended.)

Since 1992, there have been many amendments to both the Plan (16 Resolutions) and Overlay (15 Ordinances). Early amendments expanded architectural styles, revised maximum

building height, altered Area boundaries, expanded allowable land uses, clarified 'Minor Modifications' as well as the sign code as it applies to properties within the district.

Since 2006, the nature of the amendments has changed. In 2008 and 2009 there were several amendments to the Plan and Overlay including the City's annexation of lands owned by the Regents of NMSU for the purpose of developing the Las Cruces Center, the convention and exhibition hall. These amendments shifted boundaries, annexed land, and added new land uses.

NMSU Master Plan

Growth and expansion of New Mexico State University as well as the 2005 Campus Master Plan focus attention and significant capital investment on University Avenue, which is the northern boundary of the campus. In addition, the Master Plan commits to collaborative planning with the City to create a district with multiple uses and a pedestrian environment.

To reinforce campus identity along University Avenue and reinforce a new urban edge, the Master Plan envisions a parkway with plantings and shade trees along the entire frontage. It encourages the same for the north side of the avenue as well as landscaped medians and slower traffic to create a rich and vibrant destination for pedestrians.

Some of the capital improvement projects to be developed on or near University Avenue: the Las Cruces Center and Hotel at El Paseo/Union Avenue; Phases 1-3 of the Arts Complex at Espina Street; and the Jordan Street Gateway which is envisioned to be a mixed-use commercial development with residences above the ground floor.

Land Use

The UAC Overlay area comprises approximately 135 acres*. The predominant land uses are residential (40%) and commercial (39%). Of the residential uses, 68% are multi-family. Compared with the land use pattern within one mile of the UAC, single family residential dominates at 77%.

** If the City annexes NMSU lands for the purpose of developing the NMSU hotel and to expand the Las Cruces Center (identified as Plan Areas 6 and 7), the district would be approximately 165 acres.*

Zoning

Permitted uses and development standards, especially building height, vary among the six areas. For nonresidential uses, Area 2 and 3 are the most restrictive. Please see the Appendices for a complete summary of allowed land uses and development standards.

Transportation

Extensive data pertaining to the existing transportation network were considered during the development of this Plan revision and formed the foundation for determining critical improvements in the context of current growth and development patterns. (Please see data in Appendix 1-vi.)

Salient facts about University Avenue:

- The corridor is approximately 1.8 miles between I-25 and I-10.
- It is a Principal Arterial, one of five east/west thoroughfares in Las Cruces.
- It is 5-lanes carrying approximately 18,647 cars per day at 35 mph (2007).
- 7 of the 12 intersections have traffic signals.
- 36 points of access plus 10 intersecting streets on the north, and 8 points of access plus 9 intersecting streets on the south (NMSU campus).
- Between 2003 and 2006 there were a total of 477 accidents along University Avenue between Valley Drive and Triviz Road.
- Although 94% of the crashes involved motor vehicles, 3% involved motorcyclists, 2% involved pedestrians and 1% involved bicyclists, making University Avenue one of the most dangerous areas for pedestrians and cyclists in the city.
- Levels of Service (LOS) is a measure of capacity and operating conditions for intersections along University Avenue and range from A (Locust Street) to C (Valley Drive, El Paseo Road, Espina Street and Triviz Road). A LOS of “D” is acceptable to the NM Department of Transportation (NMDOT) and the MPO; however, the City’s Design Standards call for LOS “C”.
- Transit movement along University Avenue accounts for less than 10% of the traffic activity.

Census and Demographics

Census data for the blocks comprising the UAC are only available from the 2000 census; 1990 data at that level are not available. Highlights of the data suggest that of the 775 housing units in the district, 100 or 14% were owner-occupied. There was an 8% vacancy rate. Population data from NMSU indicate growth over the eighteen years for which we have data. The number of faculty and staff increased by nearly 55% from 1990 to 2008 while student enrollment increased by 16%.

Anticipated Changes: New Development and Capital Improvements

The City anticipates new development and road improvements that will impact the University District over the coming decade. Funded projects include reconstruction of the I-25 & I-10 Interchange; improvements to University Avenue/I-25 Interchange; the Las Cruces Center at El Paseo Road and University Avenue; NMSU’s Arts Complex at Espina Street and University; and the Jordan Gateway with the Barnes & Noble campus bookstore at Jordan Street and University Avenue.

4. VISION, GOALS AND POLICIES

The **Vision** statement is a product of the extensive public dialog that defines community planning.

The University District is a thriving, walkable destination characterized by well integrated transportation modes and land uses. It is a safe, attractive and comfortable place to walk and bicycle, where transit is accessible and automobile traffic moves at a gentle pace. The district is a rich blend of vibrant commercial uses, the University, cultural resources and a mix of residential choices expressed in a bold urban design, landscaping, architecture and well-functioning connections to open space, transportation, campus, residences and businesses.

The goals and policies apply to geographic areas including: the Whole District, the University Avenue Zone (UD-UAZ), the Transition Zone (UD-TZ), and the Convention Zone (UD-CZ). There are twenty-six (26) Goals to support the Vision for the University District. Policies describe methods to accomplish the goals.

Henceforth, the *University Avenue Corridor* (UAC) shall be known as the *University District* (UD).

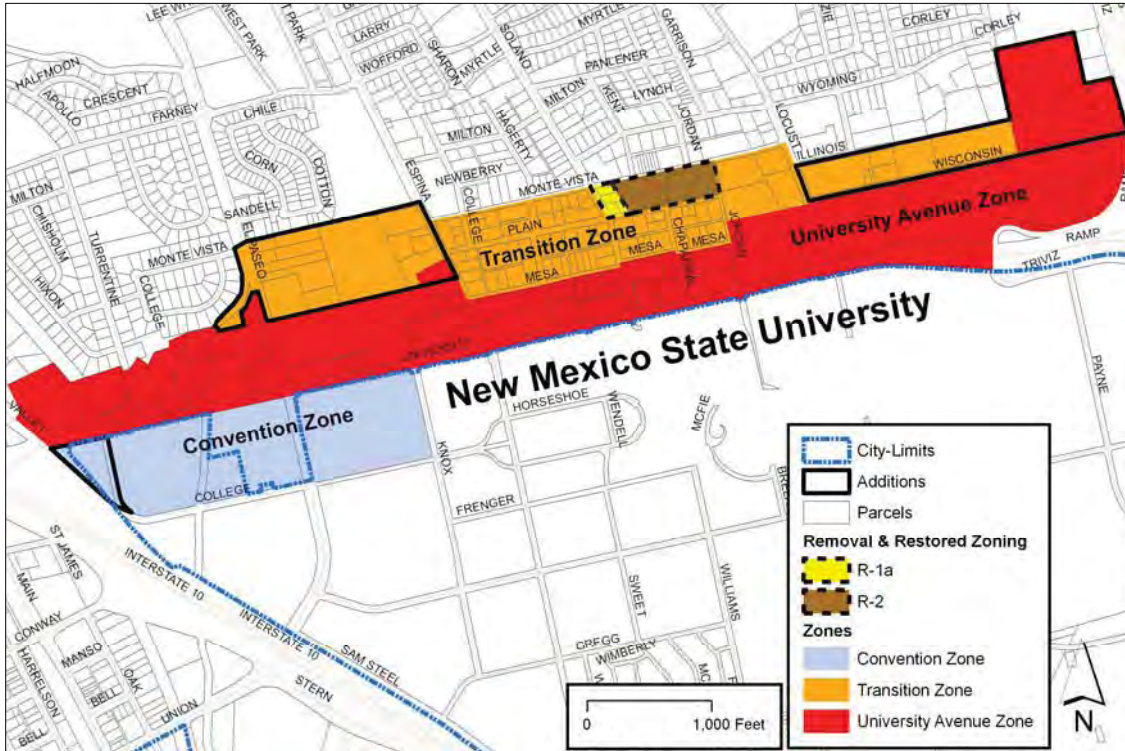


Figure 1: University District Planning Boundaries, Parcels Added and Removed from the former UAC

Whole District: General Goals & Policies

Goal 1: Cultivate collaborative relationships with New Mexico State University (NMSU), the Las Cruces Metropolitan Planning Organization (MPO), the New Mexico Department of Transportation (NMDOT) and other public/private partners for planning and implementing the goals of the University District.

Policy 1.1. Form a Community Liaison Program with NMSU and the City of Las Cruces to promote positive relationships between students living off campus and non-student residents city-wide.

Policy 1.2. Transportation and Land Use planning should be a collaborative process with the Las Cruces MPO, NMDOT and appropriate City Departments including, but not limited to, Public Works, Facilities, and Utilities.

Goal 2: Establish general policies pertaining to the Whole District.

Policy 2.1. Encourage minimum maintenance standards for facilities, conditions and physical components essential to insure that properties and premises are fit for human occupancy and use.

Policy 2.2. Prioritize infrastructure investment in the University District, including sewer, utilities including the telecommunications network, and road improvement projects.

Policy 2.3. Consider forming a business improvement district and other partnerships to shape economic policy for the district that is consistent with the city's Economic Strategic Plan.

Policy 2.4. Renew planning efforts every five (5) years. SIDE BAR: Design guidelines are inherently a product of the period in which they are written and some guidelines might not be relevant to Las Cruces' needs at a future time. Additionally, guidelines are by nature experimental and must be tested through actual use. Initial implementation may indicate the need to abandon or amend some guidelines. Therefore, the development of an effective maintenance system is essential to the continued health of the guidelines.

An effective guideline maintenance system should be anchored in a systematic process for periodic feedback, review & revision. An initial feedback process in which comments are solicited from City Council and other private and public groups should, once the guidelines are implemented, generate a system for sustained periodic feedback efforts. A sustained system for periodic feedback will generate the information required to evaluate the effectiveness of individual guidelines, the need to abandon or revise some guidelines, and the need for new guidelines. This would be the responsibility of the City's Planning staff.

Whole District: Boundaries

Goal 3: Modify the Plan Area boundaries of the University District (UD).

Policy 3.1. Incorporate properties that would be new to the UD including parcels north of Pan American Shopping Plaza, parcels north of Casa Bandera Apartment Homes between El Paseo Road and Espina Street and west of College Avenue. (see Figure 1)

Policy 3.2. Remove from the UD a block of 25 properties from existing UAC Area 3 that are north of Plain Street, east of Solano Drive and west of Jordan Street. Restore the zoning that is equivalent to the zones that existed prior to 1992 when the University Avenue Corridor Zone Overlay District was adopted. (See Figures 1 and 2) SIDE BAR/Rationale: The residential character of these parcels and the concentration of owner occupancy more closely resemble the adjoining neighborhood to the north. It is not likely that these parcels will develop as the higher intensity uses that are envisioned in the University District. The policies of the Transition Zone will preserve the character of this block and the adjoining neighborhoods and buffer it from the activities and extended hours in the University Avenue Zone.

UNDERLYING ZONES FOR UAC - AREA 3

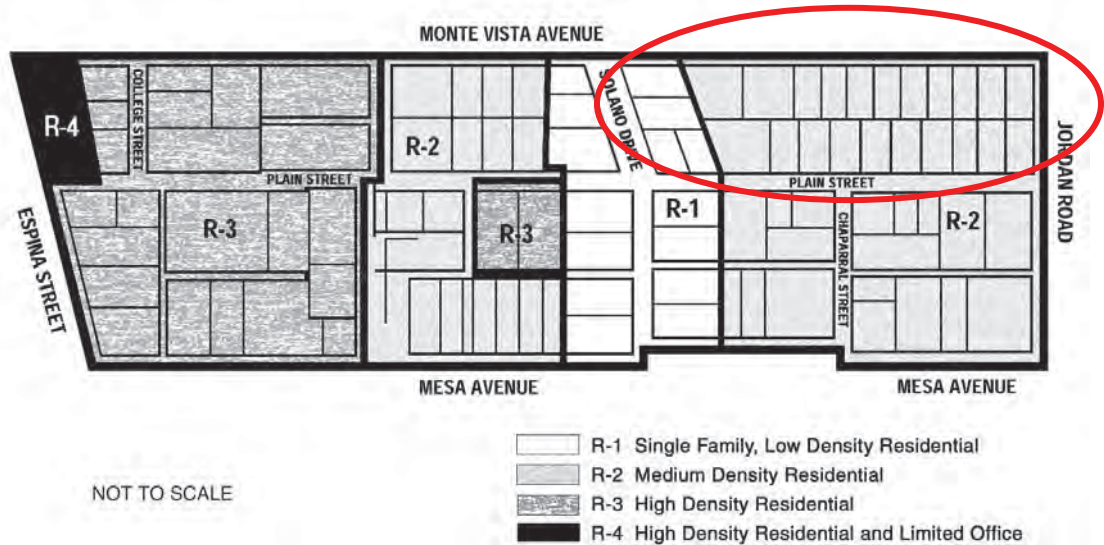


Figure 2: Underlying Zones for UAC Area 3, from the 1992 UAC Plan

Goal 4: Create Zones within the University District, each with its own unique character.

Policy 4.1. **University Avenue Zone (UD-UAZ):** Envisioned as the area of greatest activity, density and variety of uses. Contains properties within a block of the north side of University Avenue and Triviz Road between Interstates 25 and 10. (see Figures 1 and 3)

Policy 4.2. **Transition Zone (UD-TZ):** Envisioned as a buffer between the dense, mixed use University Avenue Zone and the established residential neighborhoods outside the University District. Contains parcels with lower density, traffic and height that are more residential than commercial in nature. (see Figures 1 and 3)

Policy 4.3. **Convention Zone (UD-CZ):** Envisioned as a regional destination for special events and contains property south of University Avenue, west of Knox Street, north and east of College Avenue that is subject to a long term lease with NMSU for the development and future expansion of the Las Cruces Center and the NMSU Hotel.

transit efficiency. For example, install far side transit stops to encourage pedestrians to cross behind the bus which improves visibility to other motorists.

Policy 6.6. Prioritize the enforcement of traffic laws within the University District.

Policy 6.7. Provide additional lighting along pedestrian routes. (See also Design policies for Whole District.)

Goal 7: Design traveled way, roadside and intersection cross-sections that meet the City, MPO, NMSU, NMDOT and public goals for the University Avenue right-of-way to function as a pedestrian-friendly, multi-modal principal arterial between Interstate 25 and Interstate 10.

*SIDEBAR: The right-of-way is divided into three elements: the **traveled way**, the **roadside**, and **intersections**. Definitions: **Traveled Way** includes the elements between the curbs such as vehicle, parking and bicycle lanes, and medians. **Roadside** includes elements that accommodate business and social activities; it extends from the face of the buildings or edge of the private property to the face of the curb. It functions as “public space.” **Intersections** “have the unique characteristic of accommodating the almost constant occurrence of conflicts between all modes, and most collisions on major thoroughfares take place at intersections.” Reference: Institute of Transportation Engineers. See Table 1.*

Table 1: Cross Section Design Parameters for Walkable Urban Thoroughfares

Context Zone (Built Environment)	Description	Building Placement	Typical Building Height	Types of Public Open Space
Urban Center	Attached housing types such as townhouses and apartments mixed with retail, workplace, and civic activities at the community or sub-regional scale.	Small or no setbacks, building oriented to street with placement and character defining a street wall.	3 to 5 stories.	Parks, plazas, and squares, median landscaping.

Street Type	Context	Roadside	Target Speed/Design Speed	Number of Through Lanes
Commercial Boulevard or Avenue	Front orientation for buildings with 0ft to 5ft setback and access and parking available in the rear and side streets.	6 ft minimum tree wells and minimum 10ft sidewalk for pedestrians is considered an acceptable Pedestrian Level of Service.	25 to 30mph/5mph over target.	2 to 6. Evaluate Level of Service of sections between signals for all modes. Recommend Level of Service D or lower as acceptable for automobile traffic in this area.

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Auto Lane Width	Parallel Parking Width	Horizontal Radius	Vertical Alignment	Medians
10 to 11ft. Recommend providing 11ft lanes on outside and 10ft on inside in order to accommodate bus and truck traffic.	8ft. Consider parallel parking for certain sections of roadway or parking at non-peak hours.	see AASHTO	see AASHTO	Minimum 10ft. Consider decreasing median size on traveled way to add for additional sidewalk width, and adding left turn lanes at intersections only.

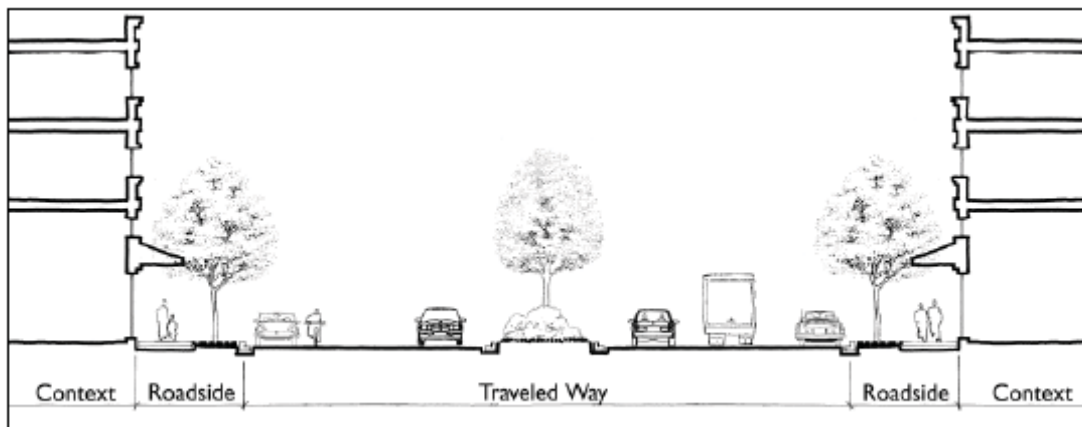
Bike Lane Width	Access Management	Typical Traffic Volume Range	Roundabouts	Curb Return Radii
Minimum 5ft recommended, 4ft may be acceptable in constrained areas.	Encourage use of alleys and side streets for access, medians that restrict mid-block turns, and consolidation of driveways whenever possible.	5,000 to 30,000 (2-4 lane), 15,000 to 40,000 (4-6 lane)	Volumes less than 20,000 consider single lane Roundabout and double lane for volumes less than 40,000	5ft to 25ft. Consider decreasing curb radii for intersections with heavier pedestrian traffic. Ensure line of site for vehicles. Bike lane allows for additional space for turning movements.

**these parameters are based on the Institute of Transportation Engineers recommended practice for Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities.*

Other Issues:				
Transit facilities, such as bus pull outs				
Intersection issues, such as turning movements				

Reference: Institute of Transportation Engineers (ITE): [Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities](#)

Figure 4: Components of a cross section.



Policy 7.1. **TRAVELED WAY:** Establish design parameters for University Avenue **traveled way** including, but are not limited to:

a. It is acceptable for automobile traffic to move at 25 mph on University Avenue. *SIDEBAR: On the basis of literature reviewed, a summary of the most important conclusions in relation to the potential impact of lowered speed limits in urban and metropolitan areas:*

- Lowered average travel speeds brought about by a reduction in speed limits in urban and metropolitan areas will bring about considerable reductions in road trauma.
- A relatively minor impact on average travel times (mobility) is likely to occur at the individual level; at the societal level there are likely to be overall benefits depending on how values are assigned to travel time increases.
- Achieving community acceptance and support for speed limit reductions is critical as is the need to encourage better safety awareness by changing attitudes toward speeding and giving greater consideration to the needs of less prioritized road users
- Vulnerable road users (pedestrians and cyclists) are likely to benefit most from reductions in average travel speeds
- Lowered speed limits encourage better and safer forms of interaction between different types of road users which in turn should lead to a more attractive and livable environment
- Lowered average travel speeds should bring about an increase in energy efficiency with a corresponding reduction in fuel consumption and vehicle running costs, and a reduction in vehicle emissions (Greenhouse gases) and noise, for this to be achieved it is important to maintain road transport system efficiency, e.g., through the better use of coordinated or self-optimized signaling and other infrastructure and vehicle-based ITS
- Lowering speed limits, where circumstances permit, can prove to be highly effective way of achieving and sustaining the long-term goals and intermediate targets proposed in traffic safety strategies and action plans

(RESOURCE: Archer, J., Fotheringham, N., Symmons, M. and Corben, B.: The Impact of Lowered Speed Limits in Urban/Metropolitan Areas, Monash University Accident Research Centre, Version 5, January 2008.)

- b. It is acceptable for the Level of Service on University Avenue to be “D” or below to achieve walkability as measured by ITE standards for walkable urban thoroughfares.
- c. It is acceptable for auto lane width to be 10 feet on inside lanes and 11 feet on outside lanes to accommodate bus and truck traffic.
- d. The number of vehicle lanes should not exceed 4 lanes plus left turn lanes where needed.
- e. Consider outside lanes for parallel parking during off-peak hours. Signage for the floating in-road bicycle lane is critical.
- f. Where rights-of-way are sufficient, construct medians with strategic mid-block pedestrian crossings, and with landscaping and other barriers that prevent crossing elsewhere.
- g. One or more bus pullouts should be located on each side of the street with enhanced bus stop amenities, including shelters, maps, and schedules. These should be located on the far side of an intersection, to be determined, to serve as present or future transfer points.

- h. In-road bicycle lanes that are a minimum of 5 feet wide should be located on each side of the street and connected to the bicycle network described in the MPO's *Bicycle Facility Plan*. In areas of constrained right-of-way, bicycle lanes no less than 4 feet may be acceptable.

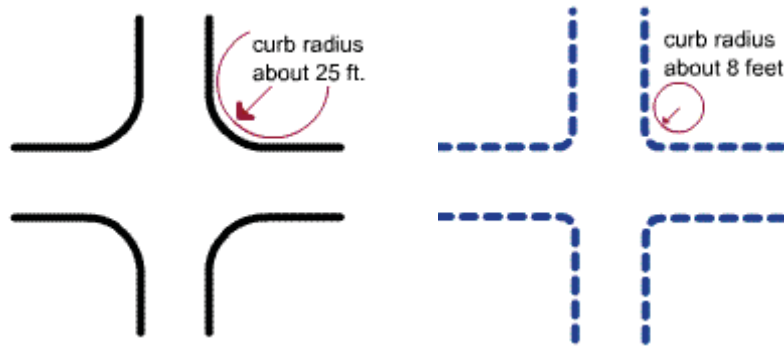
Policy 7.2. **ROADSIDE:** Establish design parameters for University Avenue roadside including, but not limited to:

- a. Wherever possible, the roadside on both sides of University Avenue should be a minimum of 10 feet in width for sidewalk. Additional six foot minimum width is desirable for street trees and furniture.
- b. Provide street trees on both sides of University Avenue planted at an interval such that there is a continuous canopy of shade.
- c. Provide protection from cars using buffers along the roadside edge such as landscaping, curbside parking, bollards.

Policy 7.3. **INTERSECTIONS:** Establish design parameters for intersections on University Avenue according to ITE standards for walkable communities with considerations including, but not limited to:

- a. Minimize the curb return radius and intersection pavement width to the greatest extent possible to comfortably accommodate pedestrians.

SIDEBAR: (see The [Smart Transportation Guidebook](#), Executive Summary which recommends a curb radius of 10 to 15 ft. where there is intense pedestrian activity to reduce the length of pedestrian crossings and ensure safety/convenience. Larger curb radii of 25 to 30 ft. will accommodate most turns on collector roadways.)



- b. Minimize conflicts between modes according to general principles and considerations recommended by ITE for walkable communities.
- c. Consider roundabouts for their ability to improve traffic flow at signalized intersections along University.

Policy 7.4. Pursue funding and work jointly with NMSU, the MPO, and NMDOT to reconstruct University Avenue and associated intersections, including, but not limited to Triviz/University, to integrate all modes of transportation and create a comfortable pedestrian environment.

Policy 7.5. Explore with the Regents of NMSU the possibility of incorporating the 10 foot multi-use path that is on the south side of University Avenue and within the lands owned by NMSU into the City's right-of-way. This would facilitate some flexibility in design and construction of the University Avenue cross section without the need and expense for the City to acquire additional right-of-way from property owners on the north

side of University Avenue. *SIDE BAR: Subdivision of properties on the north side of University would be required to dedicate additional right-of-way. The estimated cost for the City to acquire additional ROW in 2009 dollars is in Table 2.*

Table 2: Estimated Cost in 2008 Dollars to Acquire Additional Right-of-Way, North Side of University Avenue, I-25 to I-10
University Avenue is approximately 7740 linear feet.)

Estimated cost/square foot	3' depth	6' depth	9' depth	12' depth	15' depth
@ \$10.00/sq. ft.	\$ 232,200	\$ 464,400	\$ 696,600	\$ 928,800	\$ 1,161,000
@ \$15.00/sq. ft.	\$ 348,300	\$ 696,600	\$ 1,044,900	\$ 1,393,200	\$ 1,741,500
@ \$20.00/sq. ft.	\$ 464,400	\$ 928,800	\$ 1,393,200	\$ 1,857,600	\$ 2,322,000

Policy 7.6. Install landscape features, trees and furniture to create a more inviting and comfortable pedestrian environment. Street furniture may include benches, trash receptacles, water fountains and clocks where appropriate. Street trees provide scale, visual interest, texture and shade to roadways. *SIDE BAR: Landscaping is an important tool: to correct inadequacies of spatial definition, particularly when existing buildings along a corridor do not meet the spirit and intent of a community's vision for its future; to moderate the climate by providing shade and partial shelter, creating a more comfortable environment for pedestrians and transit users; to shield pedestrians and cyclists from moving traffic allowing all to safely interact within the public right-of-way; and to achieve the intended character desired by the community. Landscaping also provides an important storm water management function by reducing runoff, and improving water quality by filtering runoff before it enters the collection system. Street furniture refers to sidewalk amenities that accommodate pedestrians, transit users and bicyclists, such as benches or trash receptacles. They should be placed where they can accommodate the greatest number of people, and where activity nodes are most desired. Specifications that will be written during the design phase of the roadway project should reflect best practices including dimensions for minimum tree well size or continuous trench for maximum soil area, room for canopies to grow & develop without conflicting with building elements, irrigation systems, tree guards & grates, and species adapted to harsh conditions of a dense urban environment and drought tolerance.*

Policy 7.7. Mechanical equipment, vehicle storage, garbage should be screened from impeding upon the pedestrian experience, in a way appropriate to the streetscape, and located away from the street edge.

Policy 7.8. Manage storm water by implementing EPA Green Infrastructure design standards by incorporating techniques such as swales that infiltrate and store storm water runoff; lowered planter strips; permeable surfaces such as porous pavers, pervious asphalt; and street trees. *SIDE BAR: Green Infrastructure - An adaptable term used to describe an array of products, technologies, and practices that use natural systems – or engineered systems that mimic natural processes – to enhance overall environmental quality and provide utility services. As a general principal, Green Infrastructure techniques use soils and vegetation to infiltrate, evapotranspire, and/or recycle storm water runoff. When used as components of a storm water management system, Green Infrastructure practices such as green roofs, porous pavement, rain gardens, and vegetated swales can produce a variety of environmental benefits. In addition to effectively retaining and infiltrating rainfall, these technologies*

can simultaneously help filter air pollutants, reduce energy demands, mitigate urban heat islands, and sequester carbon while also providing communities with aesthetic and natural resource benefits. Resources: [EPA Action Strategy for Green Infrastructure](#), [EPA Green Infrastructure](#), [Seattle Green Street Design Guidelines](#)

Policy 7.9. Discourage pedestrian bridges across University Avenue; however, catwalks that connect buildings may be considered as part of private development so long as they are not the only alternative to street level crossing. *SIDE BAR: Pedestrian overpasses and underpasses are a frequent topic of discussion for ensuring the public's safety when crossing University Avenue. These facilities allow for the uninterrupted flow of pedestrian movement separate from the vehicle traffic. However, according to walkinginfo.org and the National Department of Transportation, they should be a measure of last resort, as it is usually more appropriate to install safe crossings that are accessible to all pedestrians. Grade separated facilities are extremely high-cost, and overpasses in particular are a visually intrusive measure.*

Purpose

- Provide complete separation of pedestrians from motor vehicle traffic
- Provide crossings where no other pedestrian facility is available
- Connect off-road trails and paths across major barriers

Considerations

- Use sparingly and as a measure of last resort. Most appropriate over busy, high-speed highways, railroad tracks, or natural barriers.
- Pedestrians will not use if a more direct route is available
- Lighting, drainage, graffiti removal, and security are also major concerns with underpasses.
- Must be wheelchair accessible, which generally results in long ramps on either end of the overpass.

Estimated cost (2008 dollars)

\$750,000 to \$4 million, depending on site characteristics.

Due to the above listed factors, the City does not recommend public funds be expended to build pedestrian bridges or pedestrian underpasses on University Avenue.

Goal 8. Improve vehicle circulation within and around the District.

Policy 8.1. Right-of-way improvements (traveled way, roadside and intersections) throughout the district shall be in accordance with the City's Complete Streets policy. (Please see City Council Resolution 09-301, June 15, 2009.)

Policy 8.2. Complete Wisconsin Avenue between Locust Street and Triviz Road in accordance with the city's Complete Streets Policy.

Policy 8.3. Support the funding, design and construction of an alternate route for motor vehicles through campus as well as highway Capital Improvement Projects, including but not limited to the Arrowhead Interchange as an additional access point to the NMSU campus, the I-10/I-25 Interchange Improvements, and the I-25/Triviz Road/University Avenue Interchange.

Policy 8.4. Devise an Access Management Program for properties on both sides of University Avenue with the goal of reducing the number of vehicle entrance and exit points to improve traffic flow and limit the number of conflicts with pedestrians.

Policy 8.5. Encourage the use of alleys for property access, pedestrian connections, deliveries and shipment activities and green space as parking will be encouraged

to locate toward the back of properties. Figure 5 illustrates alleys and callejitas proposed for the University District.



Figure 5: Proposed Alleys, Callejitas and Trails. Map created by Caeri Thomas, Las Cruces MPO.

SIDE BAR: Alleys are more than a place for old sofas, crime and garbage trucks. Green Alleys projects all across the country recognize and value alleys for their human scale, pedestrian connectivity, and potential green space and business development. For example, business owners in the Hollywood Business Improvement District are funding an alley improvement program. Starting with clean up and maintenance, businesses eventually hope to develop alleys as more active spaces for retail entries, outdoor dining and more. In 2006, the city of Chicago announced a pilot plan to begin converting the city's alleyways into green, permeable areas that would absorb storm water and improve local water quality. Now, alley conversion funding is included as line item in the city budget, and more than 80 green alleys have been installed. References: [Planetizen Greening LA Alleys](#); [Chicago Green Alleys](#); [San Francisco Alleys](#)

Policy 8.6. Review requests for vacation of alleys, some of which should be preserved for improving pedestrian connectivity and providing vehicular access to properties throughout the district.

Policy 8.7. Utilize Intelligent Transportation Systems (ITS) enhancements when applicable to refine traffic and signal coordination to relieve congestion without adding turn lanes. SIDE BAR: For more about ITS as it applies to Las Cruces and the region, see the [Las Cruces MPO website](#). The MPO has adopted a plan to meet the region's overall goals and objectives with recommendations to solve some of the existing transportation system's deficiencies.

Policy 8.8. Prohibit any street abandonment or closure that would reduce the connectivity of the street network.

Policy 8.9. Encourage restoration of the urban block structure of the Pan Am Shopping Plaza by platting additional local roadways, similar to the formerly vacated 2nd and 3rd Streets, between University Avenue/Triviz Road and Wisconsin Avenue.

Goal 9. Improve public transit service and connectivity between systems.

Policy 9.1. Incorporate into the Long Range Transit Plan the need to expand transit on University Avenue and evaluate adding a transfer point on University Avenue for campus and city routes near Jordan Street.

Policy 9.2. Develop with NMSU an unlimited ride program for students, faculty, and staff, in exchange for a flat annual fee.

Policy 9.3. Support development of multimodal transportation between Las Cruces and El Paso.

Policy 9.4. Examine the feasibility of modern street car service connecting campus destinations, University Avenue and Downtown via El Paseo Road.

Goal 10. Improve the connectivity of the pedestrian and bicycle network.

Policy 10.1. Coordinate and enhance pedestrian access, bicycle circulation and public transit systems that link destination points as mentioned in the City's Comprehensive Plan and the MPO Transport 2040 Plan to nearby residential areas and the natural environment.

Policy 10.2. Establish pedestrian Level of Service and minimum Pedestrian Connectivity Index.

Policy 10.3. Collaborate with Elephant Butte Irrigation District (EBID) to develop a multiuse trail along the Las Cruces Lateral, especially from El Paseo Road to College Avenue, and its connections to the regional trails network.

Policy 10.4 Utilize some alleys as additional pedestrian connections especially north-south alleys connecting residential areas with University Avenue. (Please see additional policies regarding alleys in Transportation, *Improve vehicle circulation* above).

Policy 10.5. Require walkways in parking lots larger than 1 acre or 200 feet wide, linking perimeter sidewalks to primary building entrances.

Policy 10.6. Extend the existing bicycle lanes (road diet) on Solano Drive south to University Avenue; explore lane diets for Espina Street, El Paseo Road and coordinate with NMSU to continue lane diets into the campus. *SIDE BAR: A road diet is a technique in transportation planning whereby a road is reduced in number of travel lanes and/or effective width in order to achieve systemic improvements. Techniques for two-way streets with 4-lane sections include converting them into a 3-lane section with one travel lane in each direction, optional bicycle lanes and a two-way turn lane in the middle. In a lane diet, the width of a lane is decreased in order to achieve reduced overall roadway width or other goals. Resources: Dan Burden's article on Road Diets (1999) and US DOT evaluates road diets on crashes and injuries.*

Goal 11. Avoid conflicts between pedestrians and utility equipment.

Policy 11.1. Utility connections and support should be located to avoid conflict with pedestrian movement in the right-of-way. Where utility poles cannot be moved, additional sidewalk width should be added.

Policy 11.2. Utility lines in the public right-of-way should be placed underground wherever possible.

Goal 12. Create flexible parking standards for the District.

Policy 12.1. For the long term, develop a parking management plan and adopt parking regulations which best support it.

Policy 12.2. In the interim, establish criteria for potential reduction of parking requirements and review requests to reduce parking on a case by case basis in light of the multi-modal nature of the University District, its proximity to NMSU and a higher volume of pedestrian and bicycle traffic.

Policy 12.3. Deny administrative allowances for parking that exceeds the maximum allowed.

Policy 12.4. Off-street parking requirements can be met within ¼ mile of the site.

Policy 12.5. Minimize the amount of land devoted to parking.

Policy 12.6. Encourage parking structures with liner buildings to be distributed throughout the District. 'Liner building' is defined as: A specialized building, parallel to the street, designed to conceal a parking structure from the street with habitable spaces at the ground-level and above. Spaces can be used for commercial or residential uses. Liner buildings may be built as part of the parking structure or as separate buildings, wrapped around a free-standing parking structure, and should be as tall as is required to serve their purpose of screening.

Policy 12.7. Shared parking and access agreements among neighboring properties are encouraged and will count toward off-street parking requirements consistent with the 2001 Zoning Code provisions.

Policy 12.8. Provide options to developers that would allow them to reduce parking requirements in exchange for funding transit passes, car-sharing programs, and bicycle or transit facilities within the University District.

Policy 12.9. Create a Resident-Only parking permit system to mitigate potential parking overflow issues.

Policy 12.10. Create 2-hour parking limit for non-residents from 7:00 am to 7:00 pm using metered parking.

Whole District: Land Use

Goal 13. Create Land Use policies that pertain to the whole district.

Policy 13.1. No more than 25% of any street frontage should be occupied by uses which have no need for, or discourage, walk-in traffic.

Policy 13.2. Prohibit additional drive-through uses.

Policy 13.3. Prohibit uses that require large land area in relation to the number of customers served or in relation to the amount of traffic generated; for instance, storage facilities, animal boarding, motor vehicle sales.

Policy 13.4. Prohibit adult entertainment and adult retail establishments throughout the District.

Policy 13.5. Existing uses that conform to the zoning code in place at the time of construction but do not conform to the current code shall be rendered Legally Non-Conforming with this update. Legal Non-Conforming status should be retained so long as no changes are made to land uses or structures.

Whole District: Design

Goal 14. Foster arrangement, appearance and function of forms and spaces in the University District that are unique and varied, attractive, and at a human scale. (see Section 6, Definitions.)

Policy 14.1. Provide a sense of diversity and architectural variety through the use of varied site design layouts and building types and varied densities, sizes, styles, and materials.

Policy 14.2. Encourage green building practices throughout the district with incentives such as, but not limited to tax incentives, bonus density, expedited permitting, net metering, grants, loans, technical assistance, permit/zone fee reduction, rebates, and leasing assistance. *SIDE BAR resources: [ALA Green Incentives](#) (American Institute of Architects), [NAIOP Green Building Incentives](#) (National Association of Industrial and Office Properties).*

Policy 14.3. Encourage development and building designs that promote Crime Prevention through Environmental Design (CPTED) principles to foster safety. For example, provide good lighting and clear lines of sight in public spaces and developments to promote pedestrian activity and “eyes on the street.”

Policy 14.4. When considering walls or fencing, utilize CPTED principles for an open, decorative design to maintain visibility from the street as opposed to solid forms. (photos) *SIDE BAR: CPTED Principles: Crime Prevention Through Environmental Design (CPTED) theories contend that law enforcement officers, architects, city planners, landscape and interior designers and resident volunteers can create a climate of safety in a community, right from the start. CPTED’s goal is to prevent crime through designing a physical environment that positively influences human behavior – people who use the area regularly perceive it as safe, and would-be criminals see the area as a highly risky place to commit crime.*

CPTED is based on four principles:

- 1. **Natural Surveillance** – A design concept directed primarily at keeping intruders easily observable. Promoted by features that maximize visibility of people, parking areas and building entrances: doors and windows that look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; adequate nighttime lighting.*
- 2. **Territorial Reinforcement** – Physical design can create or extend a sphere of influence. Users then develop a sense of territorial control while potential offenders, perceiving this control, are discouraged. Promoted by features that define property lines and distinguish private spaces from public spaces using landscape plantings, pavement designs, gateway treatments, and “CPTED” fences.*
- 3. **Natural Access Control** – A design concept directed primarily at decreasing crime opportunity by denying access to crime targets and creating in offenders a perception of risk. Gained by designing streets, sidewalks, building entrances and neighborhood gateways to clearly indicate public routes and discouraging access to private areas with structural elements.*
- 4. **Target Hardening** – Accomplished by features that prohibit entry or access: window locks, dead bolts for doors, interior door hinges.*

Goal 15. Establish minimum standards for landscaping.

Policy 15.1. Minimum landscaping is required for all new development within the

University District. Landscape consists of an overstory of shade trees, coniferous trees, and an understory plantings of shrubs and perennial grasses, ground covers, and flowers, the standards for which apply to the site and parking lot area, excluding building area.

Policy 15.2. Green roof space may be counted as landscaping/open space in return for achieving levels of green building ratings.

Policy 15.3. Landscaping for new development within the University District should comply with principles of water conservation that address 1. *Planning & Design*; 2. *Soil Improvements*; 3. *Efficient irrigation*; 4. *Zoning of Plants*; 5. *Mulches*; 6. *Turf Alternatives*; and 7. *Appropriate Maintenance*. *SIDE BAR resource: Link to Curtis Smith's article, [Principles of Xeriscape](#)*

Policy 15.4. Encourage landscape design that creates overall continuity, coordination, and connectivity of features and plant materials throughout the district.

Policy 15.5. Where surface parking lots are provided, reduce their visual impact with elements such as screening suitable for CPTED principles, interior and perimeter landscaping of at least 20% of the area.

Policy 15.6. All construction projects should include landscaping that restores all disturbed ground surfaces with a combination of suitable permanent vegetation and mulch to prevent erosion, enhance visual character, and conserve water.

Policy 15.7. For buildings on the edge of the public right-of-way, the use of window boxes, hanging flower baskets, and other seasonal landscaping is encouraged around entries, while vines and vertical landscapes may be used to cover blank walls or other surfaces.

Policy 15.8. Encourage owners of previously developed properties to landscape their properties to blend with required District landscaping.

Policy 15.9. Where City uses of easement area requires displacement of easement landscaping or damage to drainage ponds, the City should replace or repair those easement elements.

Policy 15.10. Retain existing trees on site whenever possible. A tree replacement ratio should be established to ensure new trees are installed to maintain the character of the district.

Goal 16. Establish site lighting, public art and parking lots for new development to improve the visual quality and function of the outdoor experience in the University District.

Policy 16.1. Use a variety of lighting types, mid-level pedestrian lighting and low-level lighting in localized areas such as parks, plazas, stairways, paths and seating nodes. Lighting on buildings should be designed in a manner that contributes to, but does not overpower, the light levels of nearby public open spaces and complies with Chapter 39 *Outdoor Lighting* of the Municipal Code and the principles of the International Dark Skies Association.

Policy 16.2. Provide pedestrian-scaled lighting throughout the district.

Policy 16.3. Include civic art. Consider any built element to be an opportunity for art such as manhole covers, paving, railings, fencing, overhead structures, signage, furniture, etc.

Goal 17. Provide for tasteful yet functional signage throughout the district.

Policy 17.1. Add a wayfinding system to the University District with such elements as signage, specialty paving, and graphics to facilitate pedestrian movement.

Policy 17.2. Integrate building identification signage and other private signage with the building. Signs should complement the overall architectural design of buildings.

Policy 17.3. Promote signage that is perpendicular to the storefront and is easily read by pedestrians.

Policy 17.4. Prohibit pole or pylon signs.

Policy 17.5. Allow larger signs on existing buildings that are set back more than 100 feet from the sidewalk.

Whole District: Character

Goal 18. Those structures that have historic character should be preserved in some manner or their elements incorporated in the redevelopment of their site. Design of new structures should avoid historical misrepresentation and respect adjacent historic buildings.

Policy 18.1. The City should establish a 60-day review on demolition of designated “Contributing” historic structures on the State or Federal Registers to begin the day that a demolition permit is applied for. The review should include a process to notify the public when the demolition permit has been sought. The review allows time for the neighborhood and concerned parties to discuss alternatives to demolition with the property owner.

Policy 18.2. Mimicry of past architectural styles is discouraged as it confuses the historic record of the built environment. Compatible designs need not be created through historic replication, but should reflect a consideration of the area.

Goal 19. Establish standards for property renovation, and encourage property maintenance throughout the District.

Policy 19.1. Any additions or structural modifications to existing buildings within the District should require the building and the property of the site to conform to all applicable design standards of this Plan.

Policy 19.2. Encourage property owners to maintain property landscaping and buildings within the District in good repair and structurally sound condition, free of litter, free of furniture that is not designed for outdoor use, free of dead plant material and uncultivated vegetation 12 inches or more in height or diameter.

Policy 19.3. Existing fences that do not comply with the guidelines of this plan revision within the District may remain in place so long as they conform to the provisions of the city’s 2001 Zoning Code.

University Avenue Zone (UAZ)

Envisioned to be the area of greatest activity, density and variety of uses.

UAZ: Land Use

Goal 20. Encourage a diversity and mix of uses, activities and scale of development that are pedestrian-oriented, transit-friendly and supportive of the neighborhood and the University.

*SIDE BAR: Mixed-use zoning applies to areas where several uses are allowed in a pedestrian and transit-friendly design. These zones usually include retail, residential, commercial and civic uses. **Mixed-use development is the practice of allowing more than one type of use in a building or set of buildings.***

A mix of uses is one of the ten guiding principles of Smart Growth. From its website, Mixed Uses “support the integration of mixed land uses into communities as a critical component of achieving better places

to live. By putting uses in close proximity to one another, alternatives to driving, such as walking or biking, once again become viable. Mixed land uses also provide a more diverse and sizable population and commercial base for supporting viable public transit. It can enhance the vitality and perceived security of an area by increasing the number and enhancing the attitude of people on the street. It helps streets, public spaces and pedestrian-oriented retail again become places where people meet, attracting pedestrians back onto the street and helping to revitalize community life.

Mixed land uses can convey substantial fiscal and economic benefits. Commercial uses in close proximity to residential areas are often reflected in higher property values, and therefore help raise local tax receipts. Businesses recognize the benefits associated with areas able to attract more people, as there is increased economic activity when there are more people in an area to shop. In today's service economy, communities find that by mixing land uses, they make their neighborhoods attractive to workers who increasingly balance quality of life criteria with salary to determine where they will settle. Smart growth provides a means for communities to alter the planning context which currently renders mixed land uses illegal in most of the country.”

SIDE BAR: A summary of Myths & Facts about density from the Urban Land Institute, 2005.

1. **Myth:** Higher-density development overburdens public schools and other public services and requires more infrastructure support systems.

Fact: The nature of who lives in higher-density housing—fewer families with children—puts less demand on schools and other public services than low-density housing. Moreover, the compact nature of higher-density development requires less extensive infrastructure to support it.

2. **Myth:** Higher-density developments lower property values in surrounding areas.

Fact: No discernible difference exists in the appreciation rate of properties located near higher-density development and those that are not. Some research even shows that higher-density development can increase property values.

3. **Myth:** Higher density development creates more regional traffic congestion and parking problems than low-density development.

Fact: Higher-density development generates less traffic than low-density development per unit; it makes walking and public transit more feasible and creates opportunities for shared parking.

4. **Myth:** Higher-density development leads to higher crime rates.

Fact: The crime rates at higher-density development are not significantly different from those at lower-density developments.

5. **Myth:** Higher-density development is environmentally more destructive than lower-density development.

Fact: Low-density development increases air and water pollution and destroys natural areas by paving and urbanizing greater swaths of land.

6. **Myth:** Higher-density development is unattractive and does not fit in a low-density community.

Fact: Attractive, well-designed, and well-maintained higher density development attracts good residents and tenants and fits into existing communities.

7. **Myth:** No one in suburban areas wants higher-density development.

Fact: Our population is changing and becoming increasingly diverse. Many of these households now prefer higher-density housing, even in suburban locations.

8. **Myth:** Higher-density housing is only for lower-income households.

Fact: People of all income groups choose higher-density housing.

Policy 20.1. Encourage mixed use development in preferred locations such as within walking distance, defined here as 1,300 feet, of transit stops to ensure that such locations are not preempted by low-density single-use development.

Policy 20.2. Encourage a diversity and mix of uses in horizontal and vertical formats.

Policy 20.3. Single use projects should be limited to 15,000 square feet of gross floor area (GFA).

Policy 20.4. Parcels with more than 400 feet of frontage along University Avenue should be Mixed Use.

Policy 20.5. Provide street-level, active uses conducive to patronage by pedestrians and bicyclists on all street fronts such as small scale retail, service-oriented uses, office (preferably those with higher pedestrian traffic volume), food and drinking establishments, entertainment.

Policy 20.6. Encourage a range of housing types at higher densities. *SIDE BAR: Residential areas of moderate to high density can broaden the range of housing choices in a pedestrian-oriented district. The proportion of multifamily to single-family units can vary as long as the overall density is sufficient to sustain the POD. Numerous studies have shown that residential densities need to be at least 7 to 12 units per acre along bus routes. For higher-frequency busways or rail service, a minimum average of up to 30 units per residential acre is needed.*

Policy 20.7. Promote re-use of properties for a mix of uses: commercial, office development, multi-family residential.

UAZ: Design

Goal 21. Enhance University Avenue as a gateway to the city and university.

Policy 21.1. Incorporate public art in both public and private developments to identify and invigorate the area.

Policy 21.2. Explore the feasibility of enhancing points of arrival into the UD through signage, public art, landscaping, pavement changes, and road design.

Goal 22. Encourage intense street level activity in the University Avenue Zone with design elements that support pedestrian environment, encourage transit use, walking and bicycling, and a greater focus on the form, scale, materials and orientation of the built environment than use where appropriate.

Policy 22.1. Building design should encourage multi-tenant occupancy at the ground floor.

Policy 22.2. Encourage a diversity of building types and sizes.

Policy 22.3. Encourage architectural design that responds to the functional needs of street level pedestrian activity.

Policy 22.4. Orient buildings to the street and place them close to the sidewalk to focus attention on University Avenue, provided that the roadside is at least ten feet wide.

Policy 22.5. Buildings that are set back should use their frontage as seating for services or public plaza.

Policy 22.6. Shade the pedestrian where the building meets the street with features such as canopies, awnings, building projections that extend no more than 36" from building façade.

Policy 22.7. Add visual interest and variety by avoiding long, monotonous, flat facades. This can be accomplished by layering rhythmic patterns and architectural elements

such as windows, columns, rooflines, building materials and colors.

Policy 22.8. Encourage building transparency, especially at the ground floor where the ratio of windows and doors to total frontal area should be at least 60% to make uses inside easily discernible to passers-by. Encourage the provision of numerous smaller openings rather than a few large ones to provide variety along building facades.

Policy 22.9. Prohibit reflective, translucent or opaque glass.

Policy 22.10 Establish the visual importance of the primary street entrance with design elements that contribute to the attractiveness of the building and its visibility to visitors.

Policy 22.11. The appearance of rear entrances should orient customers and provide a safe and convenient access to the building without sacrificing the importance of the primary entrance and should be designed as an integral part of the overall building with similar materials and detail treatment.

Policy 22.12. Parking structures should be designed in scale and form in continuity with surrounding buildings with ground-floor retail or offices on the street-facades to facilitate pedestrian activity.

Policy 22.13. Limit building height to a maximum of seventy feet (75') (5 stories) in the University Avenue Zone with a 16 foot minimum floor-to-floor height for ground floor.

Policy 22.14. Development should not obscure existing views through the public right-of-way. For buildings greater than 30 feet tall that are built to the maximum height permitted, portions of upper stories should be stepped back from the line of the front façade to provide visual relief and areas for outdoor terraces, rooftop patios, etc.

Policy 22.15. Second floor facades should contain no less than 50% area of window or fixed glass, no less than 60% transparency.

Policy 22.16. Clearly articulate different uses at lower building levels to create a sense of human scale. Employ architectural detailing to vary the three dimensional character of the building mass as it rises. In general, buildings over two stories should have a well-defined base, middle and top.

Policy 22.17. Roof design should provide a visual terminus to the building, reduce monotony and reflect interior and exterior patterns of use or ownership.

Transition Zone (TZ)

Envisioned to provide a transition or buffer between the dense mixed-use University Avenue Zone and the established neighborhoods adjoining the University District.

TZ: Land Use

Goal 23. Land Uses in the Transition Zone are defined by the flexibility and compatibility in use, allowing a mix of retail, commercial, or residential live/work uses in a shopfront or vertical form.

Policy 23.1. Direct small-scale mixed uses (commercial, office, live-work) that are compatible in a residential setting to those areas designated “Transition Zone”, particularly in areas which border the University Avenue Zone.

Policy 23.2. Limit commercial uses to those that minimize adverse impacts on surrounding residential properties such as noise, traffic and operating hours that extend late into the evening.

Policy 23.3. Promote re-use of properties for small-scale mixed uses such as commercial, office development, live-work.

Policy 23.4. Prohibit land uses that require a large amount of parking that would be disruptive to the neighborhood.

Policy 23.5. Encourage multi-family uses as the predominant residential use.

Policy 23.6. Encourage mixed use developments with retail, commercial, or live/work uses on the ground floor and residential uses on the upper floors.

Policy 23.7. Single use projects in the TZ should be limited to 10,000 square feet of gross floor area.

TZ: Design

Goal 24. The built environment and site elements in the Transition Zone should support the nature of the district as a buffer between the active University Avenue Zone and the adjacent residential neighborhood.

Policy 24.1. Establish gradual transitions between large-scale such as multi-family and small-scale such as single family residence by recessing upper floors of large scale buildings to relate to lower scale of the adjacent neighborhood.

Policy 24.2. Establish and maintain scale and density transitions between the University Avenue Zone and the adjacent lower density neighborhood. Use height, massing and architectural quality to ensure that the pattern of the adjacent neighborhood is protected.

Policy 24.3. Encourage good design that retains the residential appearance for commercial buildings and is complementary in form, height and bulk within the Transition Zone that is in keeping with the predominantly residential character of the area.

Policy 24.4. Limit the building height to a maximum of 45 feet (4 stories) within most of the Transition Zone but no more than 35 feet (3 stories) adjacent to single family residential areas outside the University District, with a twelve foot (12’) minimum floor-to-floor height for ground floor.

Convention Zone (CZ): Land Use, Design & Signs

The primary intent of this zone is as a regional destination for conventions and related special events. The Las Cruces Center is located on the southwest corner of University and Union. It is owned and operated by the City on land leased from NMSU.

NMSU plans to construct a full-service hotel to complement it on the southeast corner of the same intersection.

Goal 25. Create Land Use policies that support conventions and related special events.

Policy 25.1. Allow uses for land west of Union Avenue/El Paseo Road that are ancillary to and support a Convention Center.

Policy 25.2. Allow uses for land east of Union Avenue/El Paseo Road that are ancillary to and support a full service hotel.

Goal 26. Create design policies that support conventions and related special events.

Policy 26.1. Allow maximum building height of 90' (including antennae) for the Las Cruces Center and NMSU Hotel.

Policy 26.2. Require three-dimensional computer-generated or physical modeling with the development application to enhance public understanding and review of the buildings within the context of the University District.

Policy 26.3. This zone should be exempt from limitations on the number and frequency of banner signs.

5. ADMINISTRATION AND IMPLEMENTATION

ADMINISTRATION

Prior to the permitting process, applicants should meet with Community Development staff early in their project development phase to discuss relevant provisions of the University District Plan and Overlay. All applications are initially reviewed by the Community Development staff and are either referred to the University District Citizen's Design Review Committee (UDCDRC) or reviewed administratively as described in the following sections.

Review

Review by the University District Citizen's Design Review Committee (UDCDRC), following staff review should be required for the following:

- Special Use Permit
- All new development within the district excluding Single Family Residence
- Additions and exterior changes to the built environment (buildings and parking lots) providing for non-residential uses and all structures with three or more dwelling units.
- Variances

Although NMSU is neither within the City limits nor subject to its jurisdiction, the campus and City share a stake in development along University Avenue and in the region as a whole. As such, the UDCDRC respectfully requests a 'courtesy design review' of NMSU's projects that are planned for and close to University Avenue.

Administrative review should be required for the following applications. Referral for review by the UDCDRC should be at the discretion of staff.

- Requests to vacate alleys
- Signs
- Minor Modifications

Code and Plan Amendments

Letters of Request for Plan or Code amendments will be considered once a year at the January meeting of the UDCDRC. Recommendations of the UDCDRC will be made to the Planning and Zoning Commission.

Application and Permits

- Establish standards for application materials for all projects and signs in the University District.
- Consider waiving fees for applications and permits.

Citizen's Design Review Committee

Since 1992, a Citizen's Design Review Committee has served as an advisory body to the City for all new development and property rehabilitation in the District.

The Citizen's Design Review Committee should consist of seven members appointed by the mayor; with the advice of the councilor whose district encompasses a majority of the University District Overlay and consent of the city council as a whole. Membership should consist of: the area's councilor; the University Architect or their representative; one citizen who owns a business in the District, one citizen who has design expertise (in addition to the NMSU Campus Architect or staff) such as an architect, landscape architect, interior designer, artist, or custom builder; three citizens who own property in the District; and one NMSU student representative. At least two of the citizen participants should be permanent residents within the Overlay District.

The City will not issue building permits for any proposed new development within the District unless development proposals have been reviewed and approved by the Citizen's Design Review Committee and the City. Permits may be granted administratively for work that has been reviewed by staff, projects that meet the requirements of Minor Modification.

Any requests for variances to the development standards of this plan shall require review by the Citizen's Design Review Committee and the City for recommendation to the Planning and Zoning Commission.

IMPLEMENTATION PLAN

Introduction

Implementation is an ongoing process that occurs through the development review process; it is subject to time and the availability of resources. Although project priorities may change

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based on new information, changing circumstances or effectiveness, they should remain consistent with the intent of the Plan.

After reviewing the comments and data collected during the study process, four of the twenty-six goals were evident as the main points in evaluating improvement options for the University District:

- Address safety for all (residents, visitors, merchants, customers, NMSU students, faculty & staff)
- Create a pedestrian-friendly district with all modes of transportation and improved connectivity
- Design at a human scale (see Section 6, Definitions)
- Encourage a diversity and mix of uses and activities

To address the goals, improvements need to balance the interests of all participants: district residents and business owners; the University; the traveling public; MPO and NMDOT; as well as the City. The improvements recommended for the University District fall into three distinct timeframes for action based on their size and scope. *Please refer to Table 3: Implementation Matrix.*

Action Item	Who is Responsible	Time Frame	First Step	Rough Cost Estimate	Goal/Policy
CAPITAL IMPROVEMENTS					
Design and construct new cross sections for University Avenue and affiliated intersections between I-25 and I-10 including medians, lane restrictions, transit stops, wide sidewalks, landscaping,				2009 TIP = \$9 million	Goal 5, 6, 7
<ul style="list-style-type: none"> Initiate project planning, scoping, funding process 	Long Range Planning (LRP), Public Works (PW), Utility staffs	Initiate immediately	Create City staff team: public works, traffic, facilities, utilities + MPO, NMDOT, NMSU		Policy 6.3
<ul style="list-style-type: none"> Draw attention to greater enforcement need of traffic laws on University Avenue 	LRP, Police Dept. staffs	Initiate immediately	Intra-Departmental communication (Planning & Police Department)		Policy 6.6
<ul style="list-style-type: none"> Synchronize lights 	Traffic Engineering staff	Completion by early 2010	Intra-Departmental communication (Planning with Public Works, Traffic Division)		Policy 6.3
<ul style="list-style-type: none"> Install audible pedestrian countdowns @ all signalized intersections 	Traffic Engineering staff	completion by 12/2010	Intra-Departmental communication (Planning with Public Works, Traffic Division)	State has secured ARRA funding	Policy 6.3
Design and construction Triviz/University underpass/intersection (NMDOT initiating review of the University/I-25 interchange)	NMDOT & city LRP, PW, Utility staffs, MPO	Initiate Fall 2009	<ul style="list-style-type: none"> Create City staff team: public works, traffic, facilities, utilities + MPO for project planning, scoping NMDOT initiating review of intersection 	2008 CIP = \$3.851 million	Policy 7.4
ROAD DIETS: <ul style="list-style-type: none"> Complete road diet on Espina including coordination with NMSU to continue the road diet into 	LRP, MPO, PW staffs	Completion 0-2 years	Intra-Departmental communication: MPO, Streets		Policy 10.5

campus.							
<ul style="list-style-type: none"> Complete road diet El Paseo 	LRP staff	Development driven	Intra-Departmental communication: MPO, Streets		Policy 8.1		
Construct Wisconsin Avenue from Locust to Triviz to meet Complete Streets Design Guidelines							
Design & Construction of Arrowhead Interchange on I-10	NMDOT, PW, MPO staffs	NMDOT + NMSU, LRP, MPO staff	Intra-Departmental/Agency communication: MPO, NMSU, NMDOT, City	2009 TIP = \$20 million	Policy 8.2		
Item	Who is Responsible	Time Frame	First Step	Rough Cost Estimate	Policy		
ON-GOING PROJECTS & PROGRAMS							
Community Liaison Program: NMSU/CLC modeled after Ft. Collins			Councilor Connor/NMSU lead				
ADMINISTRATION & PLANNING POLICY							
All necessary amendments to the Zoning Code, Sign Code and 1992 UAC Plan will be done simultaneously as “Repeal and Replace”	LRP staff	immediate	Public review, committee, commission & council adoption: final drafts of <i>University District Plan</i> and <i>University Avenue Corridor Plan</i> repeal/replace <i>University Avenue Corridor Plan</i> and <i>University Avenue Corridor Plan Overlay Zone District</i>				
Initiate Access Management Plan	LRP, MPO, PW and Fire Dept. staffs	April, 2010	<ul style="list-style-type: none"> Request GIS support: inventory/map access points (this could be a layer on the pedestrian connectivity plan) Request Land Management apprise LRP of requests to vacate alleys in the UD 		Policy 8.3		
Initiate Parking Management Plan	LRP, PW and police dept. staffs	April, 2010	<ul style="list-style-type: none"> Request GIS support: inventory off-street parking stalls Create checklist/tool to help develop plan 		Policy 12.1		
Initiate Pedestrian Connectivity Plan	LRP, MPO		<ul style="list-style-type: none"> Identify layers for GIS mapping & 		Goal 10		

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	staffs	June, 2010	complete connectivity map: bus rte, bicycle lane/trail, multi-use path, transit stops, bus shelters, land uses (comm., employment, church, attractions,) locate accessibility upgrades, sidewalks (& gaps), NMSU Historic Tour route, primary & secondary pedestrian corridors, attractions, employment, future mixed use development, lodging, parking, pedestrian node, <ul style="list-style-type: none"> • Create minimum connectivity standards based on maximum block length, block size, intersections per square mile, or a Connectivity Index. 		
Item	Who is Responsible	Time Frame	First Step	Rough Cost Estimate	Policy
Periodic review and report of Plan/Ordinance successes and potential areas for adjustment	LRP staff and UD CDRC	Every 5 years from adoption			Policy 2.4

Funding Opportunities

For planning, design and construction of district-wide improvements consider:

Local Programs

- The City's Infrastructure Capital Improvements Projects (ICIP) process.
- Consider a Tax Increment Development District (TIDD) to utilize tax increment financing (TIFF). The TIDD would be the same as the University Avenue Zone (UAZ) as it is the business core of the University District.

State and Federal Programs

- Statewide Transportation Improvement Program (STIP) which is a product of the transportation programs planning process. The projects are identified through various transportation management systems and planning processes involving local and regional governments, Metropolitan Planning Organizations (MPO), Regional Planning Organizations (RPO), other State and transportation agencies, and the public. Through the STIP, the New Mexico Department of Transportation (NMDOT) allocates resources to those projects assigned the highest priority through these planning and programming.

Many types of transportation programs and projects for moving people and freight are funded through the STIP. Typical projects range from preserving pavements, to fixing bridges and culverts, to screening overpasses or rock-slide areas to protect travelers below, to installing remote video cameras that show traffic conditions, to funding public transportation for the elderly, disabled and on automobile dependent.

- New Mexico Comprehensive Transportation Safety Plan (CTSP) is a multi-modal strategic type plan and describes high priority countermeasures for commonly-occurring safety hazards. The proposed implementation of these countermeasures are meant to generate projects and programs that will reduce injuries and fatalities to transit riders, motorists, bicyclists, and pedestrians on New Mexico's surface transportation network.

The purpose of the NMCTSP is to provide all of the traffic safety agency stakeholders in New Mexico with a new planning and coordination tool to allow better collaboration between various agencies. It is required by the federal Surface Transportation Program.

- Surface Transportation Program is a federal transportation enhancement program (SAFETEA-LU) that provides flexible funding on any Federal-aid highway including bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities.
- State & Federal Tax Credits for rehabilitating/restoring historic properties.

Development Incentives

A development project may receive specific incentives based on a system for awarding points assigned to a set of criteria that meets the goals and priorities established by the Las Cruces City Council as well as reflects best practices. Examples of the types of incentives that could be developed are:

Fee Incentive

- Waiver of Plan Review and Building Permit Fees

- Rebate or Waiver of Water and Sewer Impact Fees

Financing Incentive

- Tax Increment Financing (TIF)

Regulatory Reduction or Exemption

- Priority in building permit processing and plan review (with requirement for posting a bond to guarantee the result)
- Green Building Incentives—requires U.S. Green Building Council LEED (Platinum, Gold or Silver) for commercial buildings, any LEED standard for residential
- Increased Floor-to-Area (FAR) ratios, which allow a developer to construct more building area than allowed by applicable zoning.

Tax Incentive

- Property tax abatement
- Tax Relief for Registered Historic Structures *SIDEBAR: For example, in San Antonio, homeowners receive 20% tax exemption on the City portion of their property taxes for 10 years for owning and living in a registered district. Rental property owners, if they renovate a property and lease at least 40% of the units to low/mod tenants, will pay zero taxes for the City portion of their property tax bill for 10 years. Residential property owners, if they renovate their property, pay zero taxes on the City portion of their property tax bill for the first five years or they may choose to freeze their City taxes for 10 years at the pre-improved value.*

6. DEFINITIONS

Definitions are in addition to those noted in Chapter 38, Section 38-20 of the 2001 Las Cruces Zoning Code, as amended unless otherwise noted here:

Callecita or lane combines the space for a car with the space for the pedestrian. See also, the *Las Cruces Downtown Revitalization Final Schematic Design and Concept Report*, adopted August 2005.

Front Façade: A term that is equivalent to “Primary Front” in the Las Cruces Municipal Code. It is the elevation with the main entrance to a building that faces a public street. In the UAZ, the primary or front façade faces University Avenue.

Green Roof: As defined by the U.S. Environmental Protection Agency, green roofs, also known as rooftop gardens, are planted over existing roof structures, and consist of a waterproof, root-safe membrane that is covered by a drainage system, lightweight growing medium, and plants. Green roofs reduce rooftop and building temperatures, filter pollution, lessen pressure on sewer systems, and reduce the [heat island effect](#).

Human Scale generally refers to the use of human-proportioned architectural features and site design elements clearly oriented to human activity. Building details, elements and materials that allow people to feel comfortable using and approaching it may include:

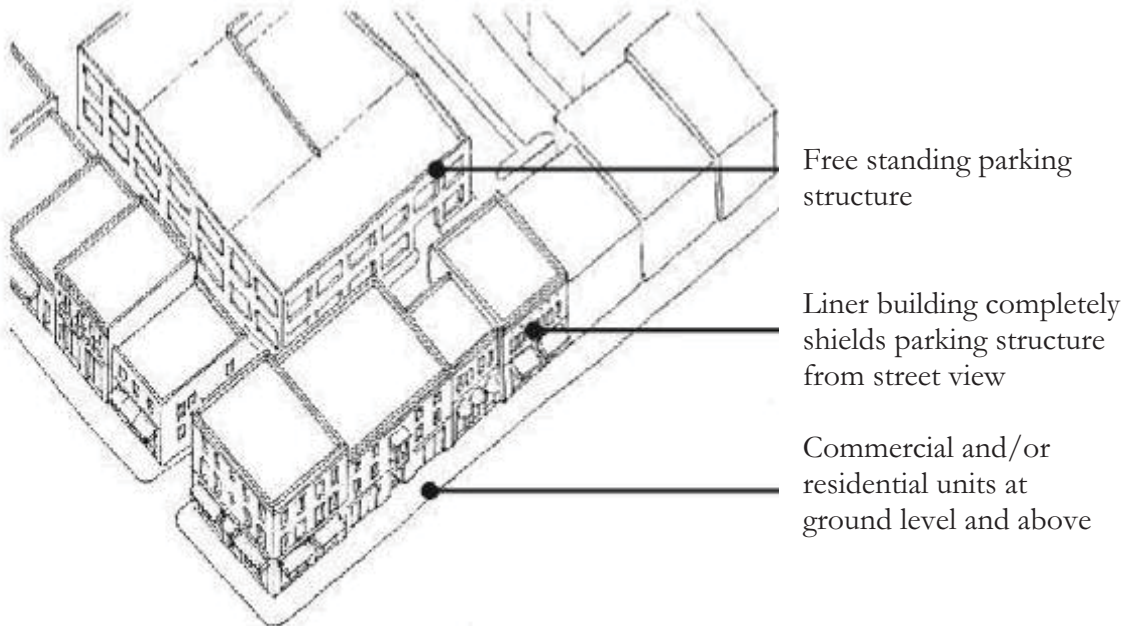
- pedestrian-oriented open space such as a courtyard, garden, patio, or other unified landscaped areas
- bay windows extending out from the building face that reflect an internal space such as a room or alcove

- individual windows in upper stories that are approximately the size and proportion of a pedestrian
- weather protection in the form of canopies, awnings, arcades or other elements wide enough to protect at least one person
- upper story setbacks

Live/Work Unit: A building that may be used flexibly for living and working in the same building. A variety of uses in the buildings is encouraged. Dwelling units may be located above the ground floor, attached to the rear of a Shop Front, or detached and located in the rear or side yard. Work is of a commercial nature subject to business registration requirements and not a home occupation.

Mixed Use: For the purposes of this overlay, the term refers to the practice of allowing more than one type of land use category (For example, Residential, Office or Commercial, etc.) in a single building or set of buildings located on a single parcel.

Parking Garage with and without Liner Building: A combination of structures for parking and a mix of uses (commercial, residential, office) where parking is designed to be concealed from view and levels of parking are at-grade, above grade, or partially below grade (but not fully underground). A liner building is a specialized building that may be built as part of the parking structure or separate; it is parallel to the street and designed to conceal a parking structure from the street with active ground floor uses such as retail shops or residential stoops. A parking garage may be designed without a liner building provided that it is designed in such a way so as to incorporate active ground floor uses, architectural features and articulated elements to mitigate blank walls and screen parking.



Single Use: Refers to a single land use such as Residential, Office or Commercial. For the purpose of this Plan, there should be a limit to a concentration of single land uses in favor of a mix of uses.

7. APPENDICES

1) EXISTING CONDITIONS

i) **Plan Amendments (Resolutions) and Overlay Amendments (Ordinances)**

Resolution & Ordinance #	Summary	Date
R-92-084	A Resolution Approving the University Avenue Corridor Plan.	October 21, 1991
R-93-068	A Resolution amending the Plan to allow Copy Store & Lessons (Art, Dance, Music & other studio-based activities) for the Pan Am Plaza portion of Area 1; change building ht west of Locust to 18' one story, east of Locust 45', 3 stories.	
O-1284	An Ordinance Amending Section 6.2 and Article XIV of the City Zoning Code, Section C of the City Sign Code, and Section 4 of the City Design Standards to Establish the University Corridor Overlay Zone District.	October 19, 1992
O-1308	An Ordinance to Amend Section 6.2 of the City Zoning Code, Special Districts, G: University Avenue Corridor Overlay Zone District, to Revise Language Concerning Maximum Number of Stories and Building Height Permitted in Each Planning Area of the District.	April 5, 1993
R-96-128	Allows pueblo & Spanish Colonial styles of architecture in Area 1	October 16, 1995
O-1556 & R-96-387	An Ordinance Amending Section 6.2G of the 1981 Las Cruces Zoning Code, as Amended, to Extend the Boundaries of Area 4 of the University Avenue Corridor Overlay Zone to Include 2500 El Paseo Road (ZA-96-03).	July 1, 1996
R-97-146	Allows independent retirement facilities in Area 5b.	October 21, 1996
R-98-017	Appealing a decision by the Planning & Zoning Commission for a proposed McDonald's restaurant in the Pan Am Plaza, Area 1.	July 7, 1997
R-98-062	Prohibits drive thrus in Areas 2, 3, 4, 5a	August 18, 1997
O-1706 & R-99-127	An Ordinance to Amend Section 6.2G of the 1981 Las Cruces Zoning Code, as Amended, to Allow Additional Uses Within Area 4 of the University Avenue Corridor Overlay Zone District. A Resolution to amend sign permit fee schedule to include fees for temporary promotional banners within UAC	November 2, 1998 April 5, 1999

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O-1712 & R-99-190	An Ordinance to Amend Section 6.2G of the 1981 Las Cruces Zoning Code, as Amended, to Allow Minor Modifications Without Requiring Full Compliance With the University Avenue Corridor Overlay Zone Regulations.	December 7, 1998
O-1726 & R-99-287	An Ordinance to Amend Section 6.2G (University Avenue Corridor Overlay Zone District) of the 1981 Las Cruces Zoning Code, as Amended, to Allow Building Mounted Banners Within the University Avenue Corridor and to Clarify Existing Language Regarding Pole Banners.	March 1, 1999
O-1752 & R-00-052	An Ordinance to Amend Section 6.2G of the 1981 Las Cruces Zoning Code, as Amended, to Allow Laundromats as Permitted Use Within Area 4 of the University Avenue Corridor Overlay Zone District.	August 2, 1999
O-1894	An Ordinance Amending Chapter 2, Article IV, Division 4, and Amending Chapter 38, Article V, Division 8, Subdivision V of the Las Cruces Municipal Code. The Ordinance is to Specifically Add the University Avenue Corridor Citizen's Design Review Committee to the Las Cruces Municipal Code, Article IV, Boards, Commissions and Committees, Clarifying Existing Language Regarding Committee Authority, Membership, Meetings, and Duties, and Removing Committee Member Term Limits.	September 17, 2001
O-2054 & R-04-141	An Ordinance Amending the Municipal Code (Chapter 38, Section 38-44) to Allow a Bank with Drive-thru Service on the Northeast Corner of El Paseo Road and University Avenue Located in Area 4 of the University Avenue Overlay Zone (UA-03-01/PA-03-02/ZCA-03-08)	October 20, 2003
O-2290 & R-06-289	An Ordinance Amending Chapter 38, Section 38-44C4a of the Municipal Code, as Amended, to Allow a Drive-thru Service at the Following Properties Located in Area 4 of the University Avenue Corridor Overlay Zone District: 905 East University Avenue, 915 East University Avenue, and the Northwest Corner of East University Avenue (Case ZCA-06-01).	March 27, 2006
O-2432 & R-08-226	An Ordinance Amending Chapter 38, Section 38-44 of the Municipal Code, Otherwise Known as the University Avenue Corridor Overlay District. This Amendment Would Add Language Regarding UAC Area 3 to Specifically Allow Religious Institutional Uses at 1317 and 1345 Mesa Ave. The Amendment Would Allow Development of a Campus Ministry Building on the Property. Submitted by Manuel Arrieta for Newman Center (ZCA-07-03).	February 25, 2008
O-2433 & R-08-225	An Ordinance Amending Chapter 38, Section 38-44 of the Municipal Code, Otherwise Known as the University Avenue Corridor Overlay District, to Allow Fitness Related Uses, Eliminate Front Building Setback Requirements, and Allow Commercial Parking Lots, Garages, Provided that Commercial Parking Facilities Do Not Front on a Public Roadway Unless Building Design Incorporates Storefronts Along the Roadway. Submitted by Greer Enterprises, Inc. (ZCA-07-04)	February 25, 2008
R-09-172	A Resolution amending the Plan extending boundary of Area 4 to include a parcel at 1105, 1115 University Avenue.	January 26, 2009

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O-2496	An Ordinance amending the Code extending boundary of Area 4 to include a parcel at 1105, 1115 University Avenue.	January 26, 2009
R-09-263	A Resolution approving both a master plan for the Las Cruces Center annexation and an amendment to the UAC Plan to create planning areas 6 & 7. A portion of area 6 serves as the master plan for the LC Center annexation & contains 10.153± acres.	May 4, 2009
O-2517	An Ordinance approving both initial zoning of UAC-6 for the Las Cruces Center annexation and an amendment to Chapter 38, Section 38-44 "UAC Plan Overlay Zone District". The annexation plat = UAC-6.	May 4, 2009
O-2516	An Ordinance approving an annexation for the LC Center containing 10.153± acres of lands bounded by University Avenue (north), Union Ave (east), College Ave (south) and the Las Cruces lateral (west).	May 4, 2009

ii) **NMSU Master Plan**

The approved NMSU Master Plan is available on line: [http://masterplan.NMSU_approved Master Plan.edu/master.html](http://masterplan.NMSU_approved_Master_Plan.edu/master.html)

iii) **Land Use**

Land uses in the current UAC Plan area are divided among residential, commercial and all other uses. Of the 135 acres, approximately 53 acres are residential or 40% of the total acreage and 52 acres are commercial or 39% of the total acreage. Approximately 8 acres or 5% of the land is vacant. The remaining 22 acres are distributed among churches on 12 acres or 9% of the total acreage and other institutional uses on 10 acres or 7% of the total acreage.

If the City annexes NMSU lands for the purpose of developing the NMSU hotel and to expand the Las Cruces Center (identified as Plan Areas 6 and 7), the district would be approximately 165 acres.

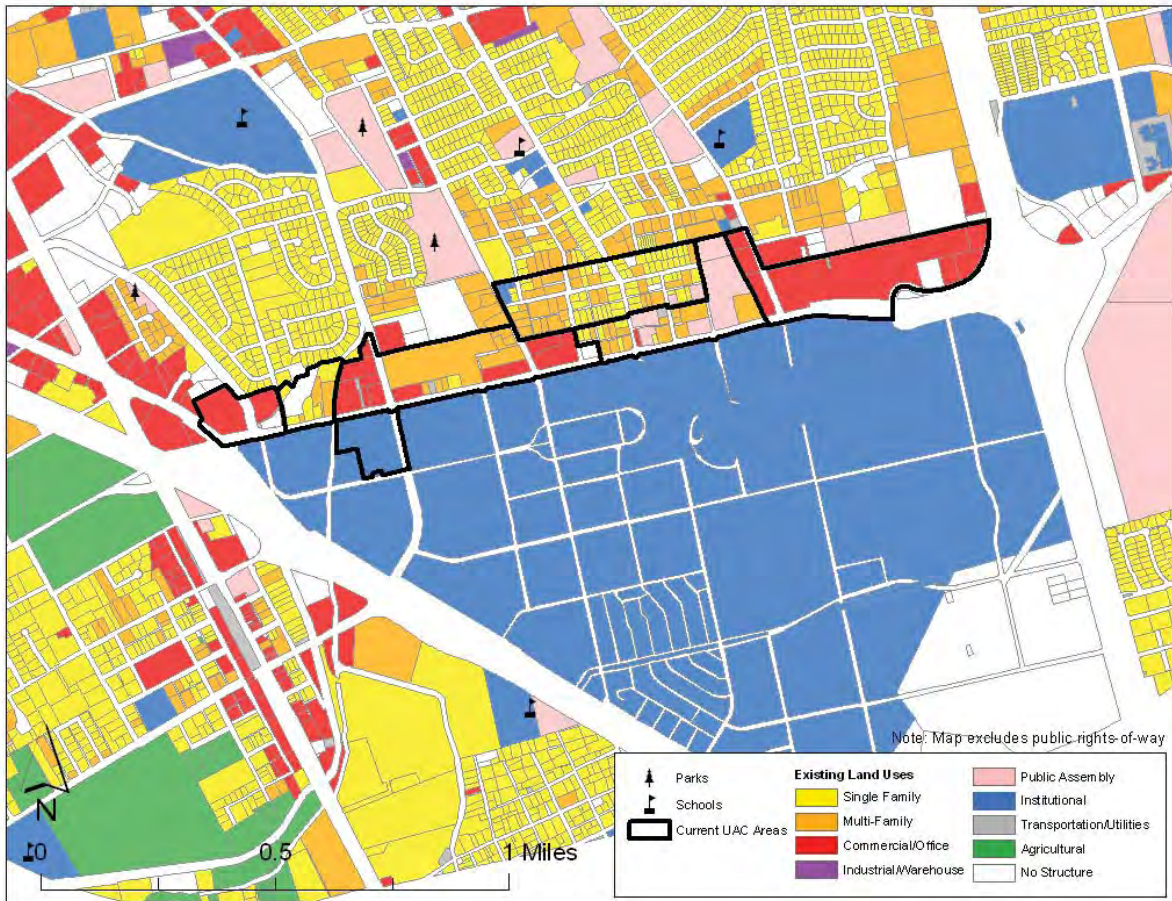
The distinguishing characteristic of land uses within one mile of the UAC Plan area pertains to the type of residential uses. Although the acreage for residential use is similar to that of the district (38% to the district's 40%), 77% is single family, whereas, within the UAC it is 68% multi-family. Community or Institutional uses are greater within one mile, given the presence of the University and public schools. Commercial uses are comparatively less than in the district.

Table 4: Land Use Inventory

Land Use	within the existing UAC			within 1 mile of University Ave		
	# Parcels	Acreage	% of Tot Ac	# Parcels	Acreage	% of Tot Ac
RESIDENTIAL, All	123	53.2	39.4	3698	1161.0	38.0
Multi-family (2-99 units)	54	36.0	67.7	418	271.6	23.4
Single family (SFR, duplex, townhomes, accessory buildings,)	72	17.2	32.3	3280	889.4	76.6
COMMERCIAL, All (store, convenience store, gas station, shopping center, industrial bldg & parks,)	20	52.4	38.8	252	253.8	9.1
INDUSTRIAL	0	0	0.0	9	13.6	0.4

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PUBLIC ASSEMBLY , All (theatres, convention centers, parks, religious uses)	7	12.1	9.0	42	322.7	10.6
INSTITUTIONAL OR COMMUNITY (medical, library, art gallery, emergency operations, schools)	3	9.6	7.1	46	782.8	25.6
TRANSPORTATION/UTILITY (parcels only; excludes public rights-of-way)	6	1.0	0.7	68	26.8	0.9
SHEDS, FARMS, AGRICULTURAL	0	0	0.0	33	193.5	6.3
NO STRUCTURE	10	6.8	5.0	157	272.9	8.9
TOTAL	172	135.1		4317	3052.1	



iv) Zoning

Permitted uses and development standards, especially building height, vary among the six Areas. For nonresidential uses, Area 2 and 3 are the most restrictive.

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UAC Area 1	
Allowed Nonresidential Uses	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Arts and Crafts Studio</p> <p>Bakery Shop</p> <p>Banking and Financial Institution</p> <p>Barber Shop and Beauty Parlor</p> <p>Bicycle Sales and Service</p> <p>Bookstore and Stationery Shop</p> <p>Coffee Shop and Snack Bar</p> <p>Copy Store</p> <p>Clinic (including animal clinic)</p> <p>Delicatessen</p> <p>Drugstore</p> <p>Drycleaning and Steamcleaning</p> <p>Electronic Bank</p> <p>Florist Shop</p> <p>Gift Shop</p> <p>Grocery Store</p> <p>Hardware Store</p> <p>Health Club</p> <p>Hobby Shop</p> <p>Hotel and Motel</p> <p>Knit and Yarn Shop</p> </div> <div style="width: 48%;"> <p>Laundry (self-service)</p> <p>Lessons (Studio-based activities)</p> <p>Library</p> <p>Meat and Seafood Markets</p> <p>Messenger Service</p> <p>Miniature Golf Course</p> <p>Motion Picture Theatre</p> <p>Newsstand</p> <p>Offices: Professional and Business</p> <p>Office Complex</p> <p>Office Dwelling Use</p> <p>Parking Lot/Garage (commercial)</p> <p>Pet Shop</p> <p>Photographic Studio and Supply Store</p> <p>Post Office</p> <p>Prescription Shop</p> <p>Restaurant</p> <p>Retail Sales: Special Merchandise</p> <p>Shoe Repair Shop</p> <p>Shopping Center</p> <p>Tailor Shop</p> </div> </div>
Allowed Residential Uses	<p>Garden Apartments</p> <p>Condominiums</p> <p>Townhouses</p> <p>Home for Disabled / Retired</p>
Max Height	<p>45 Feet / 3 Stories (East of Locust)</p> <p>18 Feet / 1 Story (W of Locust)</p>
Setbacks	<p>Front: 0 Feet</p> <p>Side: 7 Feet (15 Feet in Pan Am)</p> <p>Rear: 25 Feet (15 Feet in Pan Am)</p>

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	UAC Area 2	UAC Area 3
Allowed Nonresidential Uses	Accessory Building Religious Institution Swimming Pool (private) Neighborhood Offices	Varies by Zoning District (Area 3 retained zoning present in 1992)
Allowed Residential Uses	Single Family Units Duplexes Garden Apartments Condominiums Townhouses Home for Disabled / Retired Fraternity and Sorority Houses	Varies by Zoning District (Area 3 retained zoning present in 1992)
Max Height	28 Feet / 2 Stories (E of Jordan) 18 Feet / 1 Story (W of Jordan)	18 Feet / 1 Story (E of Hagarty) 28 Feet / 2 Stories (W of Hagarty)
Setbacks	Front: 20 Feet Side: 7 Feet Rear: 25 Feet	Front: 20 Feet Side: 7 Feet Rear: 25 Feet

UAC Area 4	
Allowed Nonresidential Uses	Arts and Crafts Studio Bakery Shop Banking and Financial Institution Barber Shop and Beauty Parlor Bicycle Sales and Service Bookstore and Stationery Shop Coffee Shop and Snack Bar Copy Store Delicatessen Drug Store Dry Cleaning Electronic Bank Florist Shop Gift Shop Hobby Shop Laundromat Lessons (Studio-based activities) Newsstand Offices: Professional and Business Office Complex Office Dwelling Use Parking Lot/Garage (commercial) Photographic Studio and Supply Store Post Office (Mailbox, etc, type store) Plant Nursery Restaurant Retail Sales: Special Merchandise
Allowed Residential Uses	Home for Disabled / Retired Garden Apartments Condominiums Townhouses
Max Height	28 Feet / 2 Stories
Setbacks	Front: 20 Feet Side: 7 Feet Rear: 25 Feet

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	UAC Area 5A	UAC Area 5B
Allowed Nonresidential Uses	Accessory Building Religious Institution Swimming Pool (private) Neighborhood Offices	Banking and Financial Institution Bookstore and Stationery Shop Florist Shop Gift Shop Hotel and Motel Newsstand Offices: Professional and Business Office Complex Office Dwelling Use Photographic Studio and Supply Store Restaurant Retail Sales: Special Merchandise
Allowed Residential Uses	Single Family Units Duplexes Garden Apartments Condominiums Townhouses Home for Disabled / Retired Fraternity and Sorority Houses	Independent Retirement Facility
Max Height	28 Feet / 2 Stories	45 Feet / 3 Stories
Setbacks	Front: 20 Feet Side: 7 Feet Rear: 25 Feet	Front: 20 Feet Side: 7 Feet Rear: 25 Feet

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	UAC Area 6	UAC Area 7
Allowed Nonresidential Uses	Antennas/Communications Structures Bank Bar/Pub/Tavern Café/Coffee Shop/Snack Bar Clothing Store Convention Center/Exhibition Hall Copy Store Day Care Delicatessen Drug Store Florist Gift Shop Hotel/Motel Newsstand Parking Facilities, Commercial Post Office Restaurant Retail Sales: Special Merchandise Specialty Foods (Bakeries, etc.) Temporary Uses (non-seasonal) Variety Store Video Tape/DVD Rental/Sales	Antennas/Communications Structures Bank Bar/Pub/Tavern Barber/Hair Salon Café/Coffee Shop/Snack Clothing Store Copy Store Day Dare Delicatessen Drug Store Florist Gift Shop Health/Exercise Club/Gymnasium Hotel/Motel Newsstand Parking Facilities, Commercial Post Office Recreational Court (Tennis, etc., Private) Restaurant Retail Sales: Special Merchandise School, College, or University Specialty Foods (Bakeries, etc.) Swimming Pool (Private) Temporary Uses (non-seasonal) Variety Store Video/DVD Rental/Sales
Allowed Residential Uses		
Max Height	90 feet	90 feet
Setbacks	Front: 0 ft Side (facing Union): 0 ft Side (other): 5 ft Rear: 20 ft	Front: 0 ft Side (facing Union): 0 ft Side (other): 5 ft Rear: 20 ft

v) **Transportation**

(a) Vehicle Classification/ Traffic Types

Federal guidelines separate vehicles into categories depending upon whether they carry passengers or commodities. In 2007 a count of traffic by type on Solano Drive to University Avenue revealed it to be 9% trucks, 2% of which are combo trucks (trucks with single or multi-trailers), and 89% cars.

(b) Traffic Volumes

Traffic counts were collected and organized in intervals of time rather than by specific years due to the manner in which the counts are conducted. According to the Las Cruces Metropolitan Planning Organization (MPO) which conducts the traffic count, "each year one-third of the...coverage count sample...will be counted so that each site will be counted at least once in a three year period." Traffic volume was counted over four intervals from prior to 1994 (Interval 1) to 2007 (Interval 4). See Table 6.

There are 13 north/south roadways that intersect with University Avenue between Interstates 25 and 10. Of these, seven are signalized (Valley Drive, El Paseo Road, Espina Street, Solano Drive, Jordan Street, Locust Street and Triviz Road). Traffic counts were analyzed from prior to 1994 to 2007 for University Avenue and eight intersecting roadways including: Main Street, Valley Drive, El Paseo Road, Union Avenue, Espina Street, Solano Drive, and Locust Street. In general, the findings indicate:

- The traffic count on University Avenue has decreased from a daily average of 22,724 prior to 1994 to 18,647 in 2007.
- The overall daily average of traffic on the eight intersecting roadways also decreased from 16,736 prior to 1994 to 13,838 in 2007.

University Avenue Traffic Counts from prior to 1994 to 2007					
ROADWAY	SEGMENT <i>West to East</i>	INTERVAL 1 <i>Prior to 1994</i>	INTERVAL 2	INTERVAL 3	INTERVAL 4 <i>2007</i>
UNIVERSITY AVE	Main to Valley	8178	8020	6110	8271
	Valley to El Paseo	14955	17356	13471	14037
	El Paseo to Espina	22664	22864	21374	22301
	Espina to Solano	31551	20026	19484	28295
	Solano to Locust	25759	28590	25325	25108
	Locust to El Paso ramp	24795	28777	19312	23752
	I-25 Bridge	23395	23094	21252	12419
MAIN ST	Valley to University	12362	9538	9130	9076
VALLEY DR	Main to University	9042	10131	7362	10300
EL PASEO RD	University to Boutz	16541	14675	13657	15785
UNION AVE	College to University	17932	20083	20685	17962
ESPINA ST	Famey to University	9130	6392	9438	7971
ESPINA ST	University to College	12196	9845	13372	11720
SOLANO DR	Wyoming to University	12382	7572	5643	5852
LOCUST ST	Wyoming to University	10581	12382	10755	8607
TRIVIZ DR	Wyoming to University	8375	6649	7574	8419
	TOTAL	259838	245994	223944	229875
	Average	16240	15375	13997	14367
SAMPLE					
UNIVERSITY AVE	TOTAL	151297	148727	126328	134183
	Average	21614	21247	18047	19169

Key: Shaded area indicates data unavailable. For comparison purposes, an average of other data points was used.

Table 5: University Avenue Traffic Counts from prior to 1994 to 2007

(c) Traffic Speeds

Speed limits on University Avenue and the intersecting principal and minor arterials are 35mph with the exception of Valley Drive where the speed limit is 40mph. Local roadways are typically 25mph.

(d) Crashes and Pedestrian Conflicts

Crashes.

Between 2003 and 2006 there were a total of 477 accidents along University Avenue between Valley Drive and Triviz Road. Crash rates were also figured for the Thoroughfare intersections along the corridor within the proposed overlay boundaries. Within the five tiers of crash rates (1 being lowest and 5 being highest crash rate), five out of six Thoroughfare intersections are fourth tier. This is shown in Figure 5. According to the MPO, the location of the accidents could indicate design problems in addition to inattentive driver behavior. The MPO considers University Avenue a “hot spot” or area of clustered

crash incidents for automobile, bicycle, and pedestrian involved crashes. They recommend further investigation, particularly for improving pedestrian and bicyclist safety.

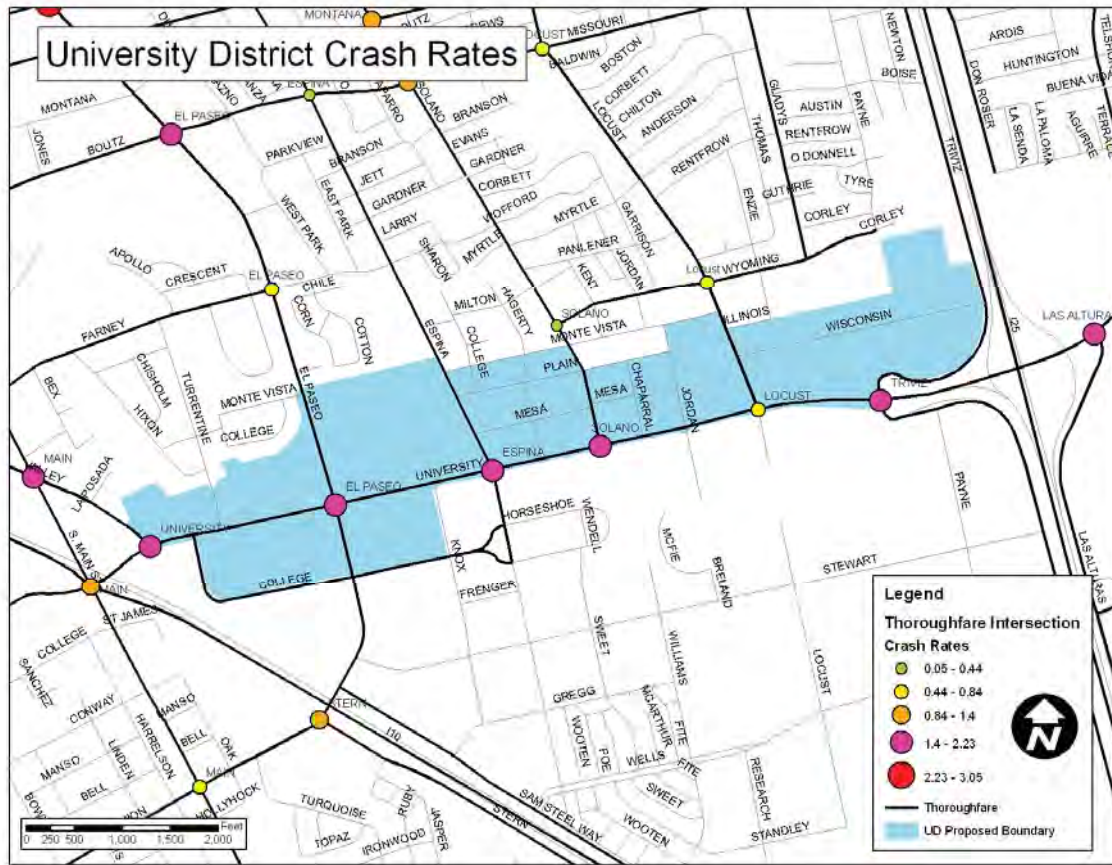


Figure 5: University District Crash Rates

From 2003 to 2006 crashes occurred at ten of the twelve intersections along University Avenue between Valley Drive and Triviz Road (See Tables 5 and 6). A high number of crashes, 18-25 occurred at four of those intersections: Triviz Road, Locust Street, Espina Street and El Paseo Road. Although 94% of the crashes involved motor vehicles, 3% involved motorcyclists, 2% involved pedestrians and 1% involved bicyclists, making University Avenue one of the most dangerous areas for pedestrians and cyclists in the city.

Table 6: Vehicular Crashes on University Avenue, 2003-2006

Intersecting Street	Highest 26-47	High 18-25	Medium 12-17	Low 6-11	Lowest 1-5
Triviz Road		X			
Locust Street		X			
Jordan Street			X		
Chaparral Street					X
Solano Drive			X		
Hagarty Road				X	

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Espina Street		x			
Knox Street					x
El Paseo Road		x			
Turrentine Drive					
College Avenue					
Valley Drive				x	

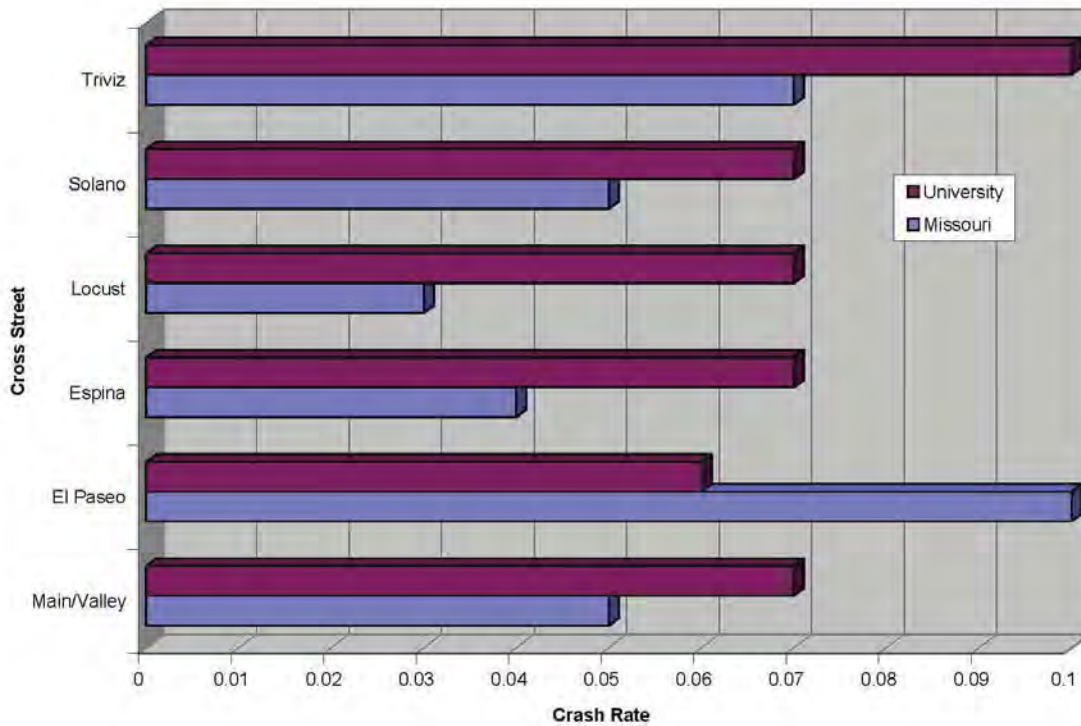
*Table 7: Crash Statistics 2003-2006 on University Avenue
between Valley Drive and Triviz Road*

	Total 2003	Total 2004	Total 2005	Total 2006	Average
TOTAL	120	119	98	140	119
Bicycle Involved	0	0	3	1	1
Pedestrian Involved	4	1	0	1	2
Auto Only	112	111	94	131	112
Motorcycle Involved	1	4	1	6	3
Truck Involved	3	3	0	1	2
Fatalities	0	0	0	0	0

Source: crash data as reported to the University of New Mexico Division Government Research, UNM DGR <http://www.unm.edu/~dgrint/dgr.html>. Data is compiled and processed through police departments and reported through the NMDOT Traffic Safety Bureau (TSB), and then UNM DGR compiles them into a spatial database.

With only one exception, crash rates at intersections along University Avenue are higher than any other intersection in Las Cruces. Crash rates at the intersection of Missouri Avenue, which is the nearest east/west principal arterial, and El Paseo Road are comparable to the crash rate at University Avenue and Triviz Road.

Crash Rates along University and Missouri



Pedestrian Conflicts

University Avenue is the top destination for pedestrians and bicyclists in Las Cruces, especially during the school year when, in 2007 there were over 22,000 students, staff and faculty on the main campus. Concerns for pedestrian safety lead the MPO and Department of Sociology to study pedestrian crossings along University Avenue with attention to the frequency of conflicts with motor vehicles.

For this study, a conflict was defined as any incident that altered the speed or direction of travel of either the pedestrian or the vehicle. For instance, a conflict would occur if the pedestrian was trying to cross the street on the "Go" and a vehicle either continued turning, narrowly missing the pedestrian or if the pedestrian had to stop walking to let the vehicle make the illegal (or hasty) turn. Conflicts came in many forms, but turns and narrow misses were the most frequent.

Overall, 5% of all crossings involved conflicts with vehicles. The top three locations for conflicts at intersections on University Avenue were Jordan Street northbound, Chaparral Street and Locust Street southbound. There were no conflicts noted at Solano Drive or Hagarty Road. Of the 3,030 crossings, there were 137 conflicts.

(e) Functional Classification

Functional Classification groups the thoroughfare network of roadways into classes or systems, according to the federal guidelines that characterize the nature of the service they provide. This system serves policy makers, planners, engineers and citizens to communicate the existing conditions and future needs of the transportation system. Classifying streets in

terms of design and operational characteristics of the movement of vehicles also provides a general notion of the type of traffic each street is intended to serve.

Distinguishing the function of a roadway requires consideration of its access and mobility. Arterials provide the most mobility and least access when compared with collectors and locals. The functional classifications explained in this section include local examples within the University District plan area boundaries.



Federal Functional Classification System Guidelines for Thoroughfare Network

Principal Arterial Characteristics

- All limited access freeways and expressways (may be designated as Rural Principal Arterial)
- Highest level of mobility for automobiles
- Usually highest speed
- Usually longest trips
- Usually highest traffic volume
- Complete network without stubs except in certain cases (ports, topography)
- Controlled access, but not restricted to these
- Serves most trips entering/leaving the urban area
- Provides connections to major suburban centers and major traffic generators
- Higher percentage of commercial vehicles
- Related to greater trip-end density characteristics and cross town traffic
- No firm spacing, however 1 mile with urban center and up to 5 miles in urban fringe

Rural Classification Specific

- Provides access to major traffic generators not served by Interstate
- Continuity for rural arterials that intercept boundaries
- Roads connecting urbanized areas to each other
- Provides interstate and inter-county service
- Serves all urban areas larger than 10,000 people
- Connect borders and ports

Minor Arterial Characteristics

- Trips of moderate length
- Trips of moderate speed
- Lower level of mobility than principal arterials
- Augments principal arterial system
- Connect with principal arterials and rural collector routes
- More land access emphasis
- Local bus routes
- Intra-community continuity
- Not to penetrate identified neighborhoods
- Half mile spacing in CBD - 2-3 mile in suburban fringe - Not more than 1 mile

Rural Classification Specific

- Provide inter-county access
- Penetrates or comes within 2 miles of urban boundary
- May connect to urban principal arterial system

Collector Characteristics

- Lower degree of mobility than arterials
- Designed for shorter distances
- Designed for lower speeds
- Typically two to three lane roads
- Collect and distribute traffic from the arterial system to local network
- Provide land access
- Provide traffic circulation with residential, commercial, and industrial
- May penetrate neighborhoods
- In CBD, like development and density may include the street grid

Rural Classification Specific

- Major and Minor Collectors are designated for rural areas
- Major Collectors provide service to county seat, serves larger towns, consolidated schools, employment centers, regional parks, and important industrial or agricultural centers that generate significant traffic
- Minor Collectors collect traffic from local roads and are spaced at intervals consistent with population density

Local Roads

- All public road mileage below the collector system is considered local
- Main function to provide access to and from residences; may also serve some scattered business and industries

(f) Level-of-Service

The Level of Service (LOS) of an intersection is a qualitative measure of capacity and operating conditions and is directly related to vehicle delay. LOS is given a letter designation from A to F, with LOS A representing very short delays and LOS F representing very long delays. LOS D is considered the limit of acceptable operation in an urban environment.

According to the MPO Transportation Plan, LOS C is considered the acceptable standard for the City. However, the MPO supports LOS D in certain urban areas, especially when there are increased modes of transportation available. In fact, LOS D is recommended in certain urban environments.

According to the City's Traffic Engineer, the LOS for signalized intersections on University Avenue in 2008 was:

Valley Drive	C
El Paseo Road	C
Espina Street	C
Solano Drive	B
Jordan Street	B
Locust Street	A
Triviz Road	C



SIDEBAR: Levels of Service:

(A) Free Flow Traffic. Individual users are practically unaffected by the presence of other vehicles on a road section. The choice of speed and the maneuverability are free. The level of comfort is excellent, as the driver needs minimal attention.



(B) Steady Traffic. The presence of other vehicles on the section begins to affect the behavior of individual drivers. The choice of the speed is free, but the maneuverability has somewhat decreased. The comfort is excellent, as the driver simply needs to keep an eye on nearby vehicles.



(C) Steady Traffic but Limited. The presence of other vehicles affects drivers. The choice of the speed is affected and maneuvering requires vigilance. The level of comfort decreases quickly at this level, because the driver has a growing impression of being caught between other vehicles.



(D) Steady Traffic at High Density. The speed and the maneuverability are severely reduced. Low level of comfort for the driver, as he must constantly avoid collisions with other vehicles. A slight increase of the traffic risks causing some operational problems and saturating the network.

(E) Traffic at Saturation. Low but uniform speed. Maneuverability is possible only under constraint for another vehicle. The user is frustrated.

(F) Congestion. Unstable speed with the formation of waiting lines at several points. Cycles of stop and departure with no apparent logic because created by the behavior of drivers. High level of vigilance is required for the user with practically no comfort.

Source: Hofstra University, the Department of Global Studies & Geography

(g) Other Transportation Studies

Transport 2040, the MPO's comprehensive metropolitan transportation plan, is currently underway and is expected to be completed by June 2010. It contains a set of plans for Major Thoroughfares, Bus Transportation, In-Road Bicycle Facilities, Pedestrian Facilities, a Trail System and Bypass Priorities. University Avenue is frequently mentioned. Specifically, pedestrian improvements in the University Area are listed in the Pedestrian Element of the

Long Range Transportation Plan. El Paseo Road from Hoagland to University and Espina from Lohman to University are among North/South links to be improved, and University from Triviz to Valley among the East/West links recommended. The list was derived from the Pedestrian Priority Analysis, the Pedestrian Crash Analysis, and public comment.

(h) Parking

Parking occurs in parking lots on both sides of University Avenue. The lots relate to commercial establishments, residential units and the campus. Most businesses have adequate off-street parking available.

(i) Transit

Transit movement long the corridor accounts for less than 10% of the traffic activity. Stops are shown as squares/dots on Figure 7. Transit stops that are sheltered are indicated in red/green/blue and account for ___% of the total.

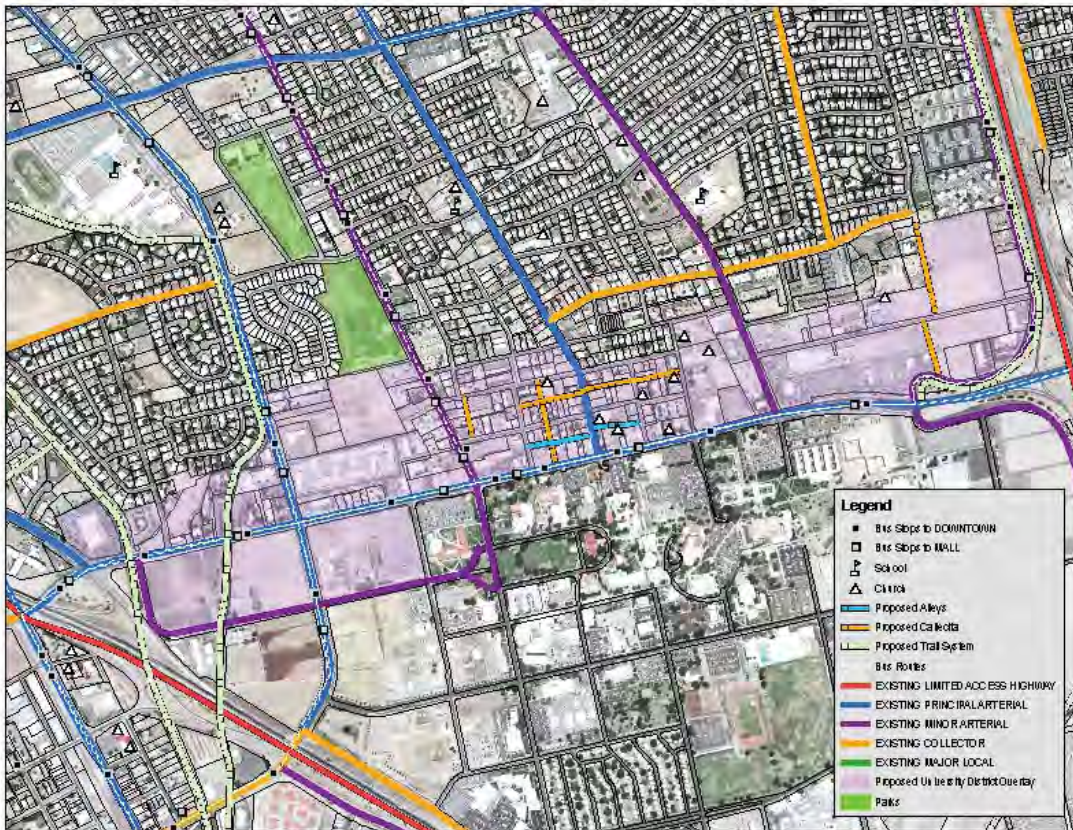


Figure 7: Pedestrian facilities including bus stops, alleys, callejitas, trails

(j) Other Street Elements (Sidewalks, On-Street Parking, Bike Lane)

An inventory and conditions assessment of sidewalks within the district is needed. NMSU built a paved two-way 10 ft. wide multi-use path on the south side of University Avenue between College Avenue and Jordan Street. In 2008 the MPO created a Bicycling Suitability Map which rates a system of regional bicycling facilities. The rating system assigns values to factors such as traffic count, vehicular speed, functional classification, and bicycle facilities. There are five bicycling suitability classes: *Not Rated*, *Least Suitable* (0-2), *Somewhat Suitable* (3-4), *More Suitable* (5-6) and *Most Suitable* (7-10). Of the bicycle facilities present in the University District, most are considered Somewhat Suitable. Of note, two facilities are considered to be Least Suitable: Main to University to Espina and El Paseo thru University to Main under I-10. The Most Suitable facilities are on campus.

Table 8: Bicycling Facilities near University Avenue

Location	Suitability				
	Not Rated	Least	Somewhat	More	Most
Main to University to Espina		x			
University btwn Espina & Telshor			x		
University btwn Main & Main under I-10			x		
University to Jordan (south multi-use path)	x				
(NMSU) College btwn University & Espina				x	
(NMSU) Stewart btwn El Paseo & Espina					x
(NMSU) Stewart btwn Espina & Triviz			x		
(NMSU) Wells btwn Sam Steele & Triviz					x
(NMSU) Sam Steel			x		
El Paseo thru University to Main under I-10		x			
Espina thru University to Wells			x		
Solano to University			x		
Locust to University				x	
Triviz to University				x	

vi) Census and Demographics (Social Elements)

(a) Population

Census data is organized for geographic areas that range in size from the smallest: Blocks, Block Groups and Census Tracts to the nation as a whole. 2000 Census data for the University Avenue Corridor is available for Blocks that are within a portion of the Block Groups that comprise Census Tracts 8 and 9. Since the boundaries of Blocks and Block Groups within Census Tracts 8 and 9 were redefined for the 2000 Census, comparisons, at those levels, with the 1990 Census are not valid. A modest adjustment to the boundaries of Census Tract 9 was made between 1990 and 2000 but since the Census Tract area is significantly larger than the UAC district, the data are only relevant within the context of the broad statistics reported in the 1992 UAC Plan.

Table 9: Population

Year	Total City Population	% Change	Tract 8*	% Change	Tract 9*	% Change	Total Tracts 8+9	UAC Blocks**
1970	37,857		2,615		4,190		6,805	
1980	45,086	19%	2,777	6%	4,584	9%	7,361	
1987	54,555	21%	3,086	11%	5,096	11%	8,182	
1990	62,126	14%	3,391	10%	5,349	5%	8,740	
2000	74,267	20%	3,556	5%	6,514	22%	10,070	2,132

*Boundaries for Census Tracts were modified between 1990 and 2000.

**Block level census data is unavailable for 1990 census and is closer to describing the UAC district. The UAC district is reported in 14 complete and 5 partial block level datasets.

(b) Housing

The 1992 Plan reported the total number of housing units within each Census Tract and the rate of change from 1970-1987. Table __: *Housing Units*, updates the Plan's broad demographics with the number of housing units for 1990 and 2000.

Table 10: Number of Housing Units by Census Tracts, 1970-2000

Year	Total City Housing Units	% Change	Tract 8*	% Change	Tract 9*	% Change	UAC Blocks**
1970	11,477		727		1,514		
1980	17,714	54%	1,062	46%	2,216	46%	
1987	23,229	31	1,282	21	2,551	15	
1990	25,676	11	1,446	13	2,652	4	
2000	31,682	23	1,592	10	2,932	11	775

2000 Census Block data most closely resembles the University Avenue district and is available for housing and ownership characteristics, as shown in Table ____. There were 775 housing units, 710 or 92% of which were occupied at the time of the census. 100 or 14% of the houses were owner-occupied. The reported average household size was 2.

Table 11: Housing & Ownership by Census Blocks, 2000

Location	Total Hsg Units	Occup'd	Owner Occupied	Renter Occupied	Population in Household	Families	Avg Household Size
Tract 8, BG 4, Block 4002	0	--	--	--	--	--	--
Tract 9, BG 4,							
• Block 4004	60	55	17	38	116	22	2.11
• Block 4005	3	3	2	1	4	1	1.33
• Block 4006	39	38	25	13	78	19	2.05
• Block 4011	1	1		1	2	1	2.00
Tract 9, BG 5							
• Blocks 5000	22	22	2	20	55	12	2.50
• 5001	50	44	2	42	82	13	1.86
• 5002	4	2	1	1	6	1	3.00
• 5003	263	241	15	226	409	43	1.70
• 5006	110	102	2	100	158	19	1.55
• 5007	30	28	6	22	52	8	1.86
• 5008	35	30	2	28	63	9	2.10
• 5009	7	6	1	5	9	3	1.50
Tract 9, BG 6							
• Blocks 6009	46	43	0	43	162	5	3.77

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• 6010	32	32	15	17	80	19	2.50
• 6011	20	17	6	11	29	5	1.71
• 6012	14	12	4	8	24	4	2.00
• 6013	25	24	0	24	29	3	1.21
• 6014	14	10	0	10	17	1	1.70
TOTAL	775	710	100	610	1375	188	1.94

Findings for 2000 include:

8% vacancy rate ($775-710=65/775=8\%$).

86% of the houses were occupied by renters ($610/710=8.59\%$)

1.94 average household size

(c) General Characteristics & Employment

Census Tract level data compares general characteristics and employment of 1990 to 2000. Of note, there was a significant increase in the preprimary school population size. In addition, there are more commuters using public transportation and, to a lesser extent, more people who worked at home or walked to work.

Table 12: General Characteristics and Employment by Census Tract

Data	TRACT 8		% Change	TRACT 9		% Change
	1990	2000		1990	2000	
School Enrollment (persons 3 YO +)	1,397	1,670	20	2,795	3,306	18
• Preprimary school	14	57	307	19	184	868
• Elementary or high school	547	456	-17	643	607	-6
• College	836	1,157	38	2,133	2,515	18
Labor Force (16YO +)	2,622	2,884	10	4518	5420	20
• In labor force	1,692	1,952	15	2831	3503	24
Commuting to Work (workers 16 YO+)	1558	1771	14	2605	2943	13

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• Drove alone	1172	1446	23	1861	1832	-2
• In carpools	286	191	-33	292	448	53
• Using public transportation	13	0	-100	22	71	222
• Using other means	44	44	0	89	100	12
• Walked or worked at home	43	90	109	341	492	44
Families	816	771	6	1069	1078	1
Households	1335	1509	13	2487	2689	8
Housing Units	1446	1592	10	2652	2932	11
Tenure: owner occupied	544	540	-1	684	697	2
Tenure: renter occupied	791	969	23	1803	1992	10

(d) NMSU Main Campus Faculty, Staff and Student Enrollment

NMSU has grown over the eighteen years for which we have data. The number of faculty and staff increased by nearly 55% from 1990 to 2008 while student enrollment increased by 16%.

Table 13: NMSU Faculty, Staff & Main Campus Enrollment History

Faculty and Staff		Main Enrollment	
Fall	Headcount	Fall	Headcount
1990	3157	1990	14809
2000	3819	2000	14958
2005	4457	2005	16072
2006	4476	2006	16415
2007	5853	2007	16726
2008	4889	2008	17200

Data for the three types of housing available on campus from Fall 2004 to Fall 2008 show a modest increase in the number of residents occupying single student apartments and student family housing, and a decrease in students occupying residence halls and Greek facilities. NMSU is engaged in a Long-Term Housing Master Plan to guide future housing developments on campus.

Table 14: NMSU On-Campus Housing 2004-2008

Housing	Fall 2008	Fall 2007	Fall 2006	Fall 2005	Fall 2004
Residence Hall, Greek Facilities	2,229	2,229	2,229	2,268	2,806
Single Student Apts	835	835	504	626	752
Student Family Housing	561	561	547	524	524

Source: NMSU Auxiliary Services

vii) Anticipated Changes: New Development and Capital Improvements

(a) Transportation: Road Improvement Projects Planned

1. *I-25/I-10 Interchange Reconstruction.* \$12.5 million Federal funds. Construction to begin in 2009.
2. *University Overpass at Triviz Drive & University Avenue:* To alleviate traffic congestion at the intersection of Triviz Drive and University Avenue, the NMDOT proposes to build an underpass where Triviz would travel beneath University. This \$4 million request is on the City's Infrastructure Capital Improvement Project (ICIP) list for design in FY 2012 and construction completion by FY 2014. If the City receives less than the requested amount of funding, then improvements to the existing intersection will be made (according to Louis Grijalva, 8/08). City budget projections include a line item for this intersection to be funded by Flood; Sales Tax & NMDOT in the following increments: \$35,000 (2012); \$316,000 (2013); \$3.5 million (2014, ICIP Projects) and \$750,000 (2014, ICIP Flood Control).
3. *Redesign and reconstruction of University Avenue.* Designated as a pedestrian-oriented area, the project is projected to cost \$9 million. Construction likely to be in phases with funding from a source yet to be determined. In December 2008 the University sponsored a Transportation Improvement Project (TIP) application to the MPO for this project.
4. *Arrowhead Interchange.* Funding for design and construction of a new interchange at I-10 and the Arrowhead Research Park at New Mexico State University. Projected to cost \$20 million from a source yet to be determined. In December 2008 the University sponsored a TIP application to the MPO for this project.

(b) Land Use

In 2009 several institutional projects are funded and underway within the University District:

1. *City Projects: Las Cruces Center.* Located at the corner of University and Union Avenues, the convention center and exhibition hall broke ground in June 2009; construction is expected to be complete by the end of 2010. This will be a 55,000 square foot center with meeting space, exhibition hall, ballroom, break-out rooms and outdoor space.

2. *NMSU Projects. Arts Complex, Jordan Street Gateway Project, and the Pete V. Domenici Institute for Public Policy.* Funding is set for Phase I design and construction of the Arts Complex on the corner of Espina Street and University Avenue. It is an educational facility that faces University Avenue and will house facilities for all the arts, performances and a 500 seat theater. The Jordan Street Gateway Project will be the primary entrance to NMSU and is envisioned as a complex of buildings along University Avenue east and west of Jordan Street. Phase One is the new campus bookstore, a two-story Barnes and Noble facility on the southwest corner of Jordan Street and University Avenue. Planning for the Pete V. Domenici Institute for Public Policy has begun; it is slated to be close to University Avenue and Solano Drive.
3. In addition, *Las Cruces Public Schools* is planning to build a new high school east of the district. It will be located on a parcel that is east of the Farm and Ranch Museum and north of Dripping Springs Road. A traffic impact study for the high school was conducted but University Avenue from I-15 west through the University District was not analyzed. Traffic to the new high school is expected to impact Telshor and Sonoma Ranch Boulevards.
4. There are a number of *private commercial projects* contemplated, but unconfirmed, for the University District.

PUBLIC COMMENTS RECEIVED

Round One (November 2008)

Round Two (April 2009)

Round Three, Staff Reviews Plan (October 2009)

Staff Reviews Overlay (December 2009)

Public Comments (January 2010)