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Introduction

As a fast-growing, mid-size city, Las Cruces fell prey to the 1970s fad of closing its Main Street in an attempt to copy the success of the suburban mall. In essence, the community, along with many others across the country, turned its back on 8,000 years of city-building history to embrace the 20-year phenomenon of suburban regional malls, a fad that today is coming to an end even in suburbia as malls try to become *faux*, old-fashioned Main Streets. The closure of Main Street in Las Cruces did what the same closures did in hundreds of Main Streets across the country, it destroyed it. Deprived of cars slowly driving past their front doors, almost all of the few remaining businesses closed, leaving the now-pedestrian only mall devoid of people, except for several times a week when the Farmer's and Craft's Market sets up temporary shop.

Across the nation hundreds of cities tried the same experiment of closing their main commercial street with the hope that they could counter the loss of downtown retail businesses to the new regional malls. A recent study of 72 of those closed Main Streets showed that today only 9 of the malls are considered successful, 7 are "struggling" and 56 of those cities have demolished the malls and reopened their main street to reinstate the vehicular and pedestrian accessibility that is so critical to the economic viability of a successful downtown. Examples

of communities that have successfully returned their downtown's Main Street to its original role include Eugene, Oregon, Greenville, South Carolina, Louisville, Kentucky, Tulsa, Oklahoma, South Bend, Indiana and Waco, Texas among others.

This Final Schematic Design and Concept Report is a presentation of the results of the work of the consultant team led by Sites Southwest, working with the community of Las Cruces and its elected leaders, to develop a plan of action for the revitalization of downtown Las Cruces. The ideas presented here are design and economic development concepts that spring from the goals and strategies proposed in the [Las Cruces Downtown Revitalization Plan](#), adopted by the Las Cruces City Council in January, 2004. They are further shaped by additional information gathering and analysis and the input of hundreds of Las Cruces citizens. The primary purpose of this report is to provide the City of Las Cruces with a Downtown Master Plan that includes detailed schematic design, financing, phasing and privately funded catalytic development strategies that will provide the tools to begin the process of bringing back the "Heart of the City" to Las Cruces.





Executive Summary

The following is a summary of the contents of this [Final Schematic Design and Concept Report](#) presenting the results of the work of the Sites Southwest's consulting team, the community of Las Cruces and its elected leaders in developing a design and implementation strategy for the revitalization of Downtown Las Cruces. This document presents a Master Plan for the revitalization of downtown Las Cruces along with detailed schematic design scenarios, costs and phasing strategies. It also presents specific catalytic project proposals to initiate private sector led development as a response to the public funding of a new pedestrian oriented environment in downtown.

The first section of the report, *Evolution of the Downtown Master Plan*, begins with a review of the [Las Cruces Downtown Revitalization Plan](#), approved by the Las Cruces City Council in January of 2004. This adopted plan forms the conceptual basis for this current work. This is followed by a description of the proposed [Las Cruces Downtown Master Plan](#) that includes a presentation of public and privately funded improvements that would function as economic catalysts to anchor the physical revitalization of downtown Las Cruces. This Plan is a product of the ideas presented in the adopted Las Cruces Downtown Revitalization Plan, the recent community and downtown stakeholder meetings and the Community Design Charrette and describes design concepts for streets, landscape, pedestrian ways, a plaza, gateways, historic landmarks and entries as well as three privately funded catalytic development proposals. The Plan illustrates the development of an "Arts, Entertainment and Specialty Retail District" surrounding the reopened Main Street with its wide landscaped sidewalks and shaded store fronts. Church Street is shown as an enhanced "Government Center District" with a new city hall and state office building framing its north end. There is a "Residential Corridor" along Water Street that proposes the development of new downtown housing on the existing surface parking lots. Increased parking opportunities are shown on the newly reopened downtown streets and in three new, strategically placed, parking structures with stores and shops on their ground floors. Extensive drought tolerant xeric landscape is shown along the streets and pedestrian ways including a proposed "Acequia Madre Park" along the northern and western edge of downtown. A new, two phased, public plaza

is proposed for the center of downtown near the intersection of Griggs and Main Street. This future location of the Whole Enchilada Festival and the Farmers and Crafts Market will provide shade, public art and a water feature appropriate to our desert environment. The presentation of the Plan is supported by computer generated three dimensional illustrative images of elements of the future downtown environment.

The next section, *Streets, Landscapes and Pedestrian Ways* presents design concepts for the re-design of the newly opened Main Street, as well as Las Cruces Avenue, Organ and Griggs Street, the Acequia Madre and narrow streets and alleys, "callecitas", that create a great walk-able environment placing the pedestrian as first priority supported by an efficient and "calm" traffic system. Drought tolerant landscape is emphasized along all streets as well as historic paving materials and the creation of shade. Detailed streetscape final schematic design drawings are presented for Main Street and the major connecting streets to the adjacent Historic Districts. These connecting streets include Las Cruces Avenue from Church Street to the Pioneer Women's Park and Organ and Griggs Streets from the proposed Civic Plaza to Klein Park. These detailed final schematic design drawings represent the first phase of construction drawing development for the construction of these important elements in downtown.

The section entitled, *The Plaza*, presents a two phase design concept for a new public open space in the center of downtown that will significantly influence the quality of life in the downtown and will act as an economic catalyst to stimulate private investment in downtown. The information presented includes a discussion of landscape treatments, hard versus softscape, multi-use possibilities, placement of public art, the creation of shade and water features appropriate to the desert southwest. There are two phases proposed for Las Cruces' downtown Plaza. The first phase is [The Main Street Plaza](#) which creates a "plaza/street" that establishes the opportunity to utilize Main Street between Griggs and Las Cruces Avenue as a two way traffic street as well as a pedestrian event space for special events and festivals. Phase two of the Plaza is [The Civic Plaza](#) which includes the area east of Main Street between the existing historic old Post Of-



fice Building and the Bank of the West parking lot to the north. The Civic Plaza creates a major public open space with a stage and courtyard adjacent to the old Post Office, a large gathering space, permanent shade structures, landscape, public art and water features. Detailed final schematic design drawings for both phases of the Plaza are presented with computer generated three dimensional views of what this area would look like after development. After approval of the final schematic design drawings we will proceed to develop construction documents for bidding and construction of Phase One of the Plaza, i.e., The Main Street Plaza.

A presentation of *Landmarks and Entries* follows the Plaza section and presents design concepts for gateways, identification monuments, historic neighborhood monuments, pedestrian pointer/historical markers and vehicular directional signs for downtown that reflect and reinforce the unique character of Las Cruces and contribute to an identifiable “sense” of place. One of the primary goals of the Landmarks and Entries effort is to reinforce the role of the Mesquite and Alameda Historic Neighborhoods as important members of the downtown “community”. Final schematic designs for these elements are presented as part of this section.

The section entitled *Catalytic Projects* presents three possible catalytic project development ideas for stimulating private investment in the downtown during the early phases of revitalization. These concepts include the development of a new multi-screened theater surrounded by specialty retail at the north end of the newly reopened Main Street. Another possible catalytic project is the development of for rent townhouse and “loft” type housing on land currently owned by the City along Water Street. The third project idea is the conversion of office space in the existing Bank of the West building into high quality “loft” type housing with a bank and/or a retail/restaurant development on the first floor. The physical characteristics and market study support for these concepts is further described in the section as is a proposed pro forma presenting a financing strategy. These catalytic projects have been prepared in the form of Request for Qualifications for use by the City of Las Cruces to encourage development community interest in participation in these proposed projects.

Also included in the *Catalytic Projects* section are concept plans for three proposed new Parking Structures for downtown Las Cruces. Where ever possible retail development on the ground floor is proposed to energize the adjacent streets for the pedestrian. A narrative description and preliminary cost estimates are also provided for each parking structure.

The next section, *Cost Estimates and Financial Options*, presents Cost Estimates for all final schematic design elements described above as well as proposed major roadway and infrastructure modifications. Also presented are potential Financing and Funding Sources for the proposed development components of the Las Cruces Downtown Master Plan. This includes a description of Federal, State and Local funding resources that could assist the City in the implementation of the Master Plan. The final portion of this section presents a discussion and supporting data for the potential Fiscal Impacts that could result from the implementation of the proposed catalytic projects and resulting follow on development.

The Final Schematic Design Concept Report concludes with a discussion of possible *Phasing Strategies* for the implementation of the various elements proposed in the Master Plan. Three scenarios are presented that illustrate a range of approaches to the revitalization of downtown Las Cruces along with the cost implications and pros and cons of each approach.

The *Appendix* to the report includes supporting material that provides the basis for much of the information, concepts and strategies presented in the body of the document by the Sites Southwest Team. The *Appendix* begins with a presentation of the consultant team’s Information Gathering and Analysis phase including a description of the results of an extensive series of community and stakeholder meetings held in November and December of 2004, involving 350 to 400 citizens of Las Cruces. That community and stakeholder input was critical in shaping the specific concepts and recommendations found in this report. Also included are the findings of our engineering analysis of downtown’s public infrastructure and street and traffic environment developed by Bohannon and Huston Engineers. The infrastructure study included 100 net acres in the downtown area. The findings indicate that the water and sanitary sewer system

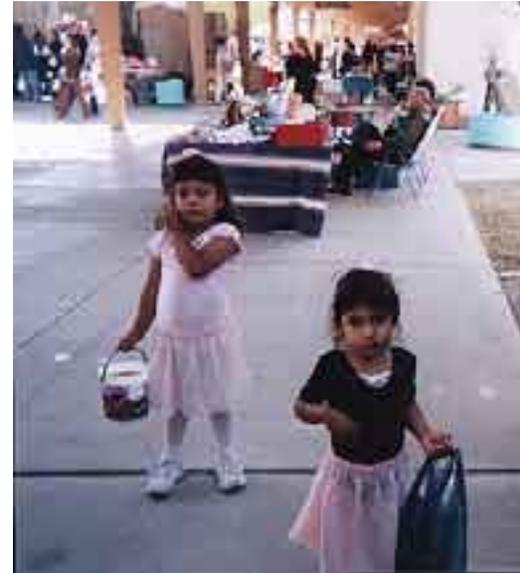


are the main systems that will need upgrading to accommodate the estimated future population increase in the downtown area. This portion of the *Appendix* concludes with a description of the 21/2 day Community Design Charrette held at the Museum of Fine Arts in downtown. The Charrette was staffed by 12 members of our team and attended by several hundred persons including business and property owners, neighborhood residents, City staff and elected officials. The Charrette was a critical component in shaping the final Las Cruces Downtown Master Plan.

Also presented in the *Appendix* is a description of our market research carried out by nationally recognized Robert Charles Lesser & Co (RCLCo). RCLCo used nationally accepted methodologies to estimate the demand for regional and specialty retail, restaurants and cinemas for the Las Cruces market based upon population, households, demographics and spending patterns. It compared these with the existing supply in the market place to determine if there was pent-up demand for any product categories that could be captured by downtown Las Cruces. There is pent-up demand for selected specialty retail categories, restaurants and for cinema in downtown Las Cruces. There is limited demand for regional retail (department stores, building material, discount stores, grocery stores, drug stores, etc.). The housing preference and consumer survey was conducted by Brian Sanderhoff of Research & Polling. The housing preference study indicates that there is a demand among a segment of residents in the City of Las Cruces for living in a community similar to that described in the Downtown Las Cruces Revitalization plans. These residents indicate they would prefer to live within walking distance of shopping, restaurants, work, and entertainment/cultural events, and they have a preference for shopping at smaller stores where they are served by the owner. Additionally, over three-fifths (62%) of City of Las Cruces residents are aware of the Downtown Revitalization Plan for Las Cruces and over two-thirds (69%) show support for the revitalization plans, while few (13%) say they are not supportive.

This information is extremely important in establishing a defensible market demand for specific catalytic downtown development projects that would be realized through the investment of private capital.

Also included in the *Appendix* is additional detailed data related to the Fiscal Impact Analysis, the Catalytic Projects and the final schematic design Cost Estimates.





A. The Las Cruces Downtown Revitalization Plan

The adopted Las Cruces Downtown Revitalization Plan, represented by Figure 1, proposed a vision for downtown that is based on a number of important elements that will help establish a unique identity and enhance economic vitality for downtown Las Cruces. These elements, recommended in the preferred concept, include the delineation of special **Districts**, the enhancement of **Vehicular and Pedestrian Circulation** systems, the creation of **Landscaped Links and Gateways**, the creation of exciting environments for **Public Events** and optimizing the **Infill Development** potential of downtown properties. The following is a brief description of those elements.

1. Districts

The district designations describe areas in the Downtown that are most suitable to specific types of development. This mix of uses will differentiate the area from the rest of Downtown, create a unique environment, enhance convenience and add to the “feel” of the Downtown as the urban center of Las Cruces. Among the districts identified are the **Government District**, the area including the majority of the City, County, State and Federal Government buildings; and the **Arts, Cultural, Entertainment and Specialty Retail District**, the area including all the existing and future museums, new restaurants and nightclubs as well as one of a kind retail establishments. The area surrounding the core of



FIGURE 1. LAS CRUCES DOWNTOWN REVITALIZATION PLAN

Downtown is the **Mixed Use Retail, Office and Residential District**; this is an area with a mix of land use activities including new buildings with residential and office uses on the upper floors and pedestrian oriented retail on the ground floor. There is also a more traditional **Retail, Office and Residential District** at the south side of Downtown.

2. Vehicular and Pedestrian Circulation

The circulation scheme recommended the opening of the full length of Main Street. It also proposed that all one-way streets in the Downtown area, with the exception of Lohman and Alameda, be converted to two-way with the provision of on-street parking on all streets that have sufficient right-of-way. All existing closed east/west streets, with the exception of Hadley, will be reopened with on-street parking where the right-of-way is sufficient.

3. Landscape Links/Gateways

The Plan proposed an east/west landscape system that links Klein Park on the east to Pioneer Park on the west. This system of street trees, paving and street furniture will also connect the pedestrian mall of the new Federal Courthouse to a new plaza west of the present Magistrate Court building. This landscaped pedestrian way will cross Main Street and connect to the future landscaped trail along the Las Cruces Acequia and then to Pioneer Park along Las Cruces Avenue. The landscaping of Main Street will be primarily at non-retail locations with awnings or arcades at retail buildings creating the pedestrian shade in those areas. There will be landscaped gateways, with way-finding signage announcing arrival to the Downtown area, where Main Street intersects Picacho and Alameda Boulevard and where Las Cruces Avenue intersects Campo Street and Alameda Boulevard.

4. Public Events

The Plan proposed to create multiple opportunities for public events such as the Farmer's Market, the Whole Enchilada Festival and smaller events in pedestrian-oriented, shaded areas. There will be a landscaped pedestrian mall along the closed portion of Organ Street from Campo Street on the east to Water Street on the west. A new plaza is proposed for the property west of the Magistrate

Court's present location. This plaza will provide landscaped and hardscaped areas with permanent shade structures. For major events such as the Whole Enchilada Festival and weekend Farmer's Market events, Main Street will be designed so that temporary bollards can be placed to eliminate vehicular traffic and create a pedestrian mall with temporary and permanent shading opportunities depending on the season and type of event.

5. Infill Development

There are numerous opportunities for development of currently vacant land in the Downtown Mall area. Much of this land is under public ownership while some is under private ownership. The Plan proposed that these properties be developed, when possible, as mixed-use projects. These mixed-use projects should be appropriate to the district theme of their site and could include buildings with retail on the ground floor and office or residential above, or parking structures with retail on the ground level. A large portion of these infill properties are currently being used for surface parking lots. A parking strategy, including construction of several public parking garages over time, will be necessary to make these properties available for development.

6. Design and Implementation Recommendations

a. Circulation

1. Improve Vehicular Access to Businesses in the Downtown Area

- a. Restore two-way traffic and parallel parking on Main Street
- b. Reopen Organ Street
- c. Restore two-way traffic on Church and Water Streets
- d. Develop an effective system for visitors and employees to find their way around

2. Improve Pedestrian Accessibility to the Downtown Area

- a. Enhance vehicular and pedestrian connections to adjacent neighborhoods



- b. Improve Lighting in Pedestrian Areas
- c. Improve Signage and “Way-Finding”

3. Improve the Quality of Downtown Parking

- a. Resolve conflicts between employee and visitor parking
- b. Maximize on-street parking
- c. Build parking structures to replace developed parking lots

4. Improve Transit Access to the Downtown Area

- a. Evaluate locating a proposed transit center in the Downtown area
- b. Provide transit access to Downtown from the NMSU campus

b. Public Space

1. Create an Outdoor Space for Public Gatherings

- a. Create a place for Sunday “promenades”
- b. Create a quality location for the Farmer’s Market in Downtown

2. Optimize the Amount of Shade in Downtown Public Spaces

- a. Utilize both permanent and temporary shade elements

3. Create a “Heart” in Downtown Las Cruces

- a. Develop a new plaza

c. Entertainment

1. Make Downtown “Fun”

- a. Create an environment that appeals to younger people and members of the “creative class”
- b. Develop more activities at night and on the weekend

2. Create an Atmosphere of Entertainment and Socializing

- a. Renovate the Rio Grande Theater
- b. Encourage more nightclubs, restaurants and movie theaters

d. Retail

1. Attract More “Destination” Retail Establishments

- a. Build on #1 ranking as “best small town to do business”
- b. Attract specialty boutique stores
- c. Make retail stores more visible

2. Promote More Neighborhood-Serving Retail

- a. Attract a small grocery store and drugstore

e. Office

1. Attract More Office Uses to the Downtown

- a. Utilize vacant buildings as high tech business “incubators” and craft/artisan manufacturing centers
- b. Encourage additional public and private sector offices in the Downtown

f. Arts and Culture

1. Create an Arts and Culture Focus for the Downtown

- a. Attract more independent galleries and studios Downtown
- b. Expand arts and crafts at the Farmer’s Market
- d. Promote more well-coordinated cultural and theater events
- d. Cluster cultural facilities to create a “focus” for cultural activities in the Downtown
- e. Bring the Natural History Museum to the area



g. Infill Development

1. Use City-Owned Properties as Catalysts for Revitalization
 - a. Utilize the City-owned So-Lo Building to stimulate Downtown revitalization
 - b. Seek private investment to infill vacant, publicly-owned parcels
2. Create Housing in or near the Mall Area
 - a. Build affordable housing that will appeal to young people and seniors
 - b. Capitalize on the proximity of public and charter schools in the area to attract families to the area
 - c. Create “loft” housing opportunities over retail
 - d. Build “infill” housing in surrounding neighborhoods

These design elements and recommendations of the Las Cruces Downtown Revitalization Plan provide the background and direction for the work represented in the rest of this Final Schematic Design and Concept Report.



B. The Downtown Master Plan

This section describes the Downtown Master Plan that illustrates the publicly and privately funded changes that are required to create a new physical environment that will support the economic revitalization of Downtown Las Cruces. The Plan lays out an exciting, yet achievable, vision that is based upon market and consumer research, not idle dreams, it envisions a downtown with great complexity, variety and interest. The Plan resulted from the ideas presented in the adopted Las Cruces Downtown Revitalization Plan, the recent downtown stakeholder meetings and the Community Design Charrette. Highlights of the Plan include design concepts for streets, landscape, pedestrian ways, a plaza, landmarks and entries as well as catalytic projects that will anchor the establishment of new economically viable “districts” in downtown.

1. Streets, Plaza, Landscape and Pedestrianways

Consistent with the adopted Las Cruces Downtown Revitalization Plan we propose to reestablish the “grid” to bring back the retail vitality lost over the past thirty years. Main Street is shown reopened in a manner that would move traffic slowly, give priority to the pedestrian and maximize opportunities for on street parking adjacent to shops and restaurants. Main Street is illustrated as a two lane, two-way street with parallel parking on both sides and wide spacious and shaded sidewalks to support a renaissance of specialty retail, restaurants and entertainment venues. Side walk dining is envisioned as an option for these new restaurants. A new sense of entry to the area will be supported by roundabouts at the north and south ends of downtown. These roundabouts will slow traffic and provide convenient turning options. Increased parking opportunities are shown on-street, on the newly reopened downtown streets, and in three new, strategically placed, parking structures with stores and shops on their ground floors.

There will be a new two phase public Plaza on Main Street, near the original site of the historic St. Genevieve Church, to anchor the pedestrian environment in the middle of downtown. The Plaza will provide seating, shade, public art, a water feature and will be the future home of the Farmer’s and Crafts Market and the Whole Enchilada Festival and other important public events. The Plaza is further described in Section III.

Church Street on the east side of downtown will be a dignified landscaped civic street with the new Federal and State buildings flanking a two lane, two-way street. Church Street will terminate at a “T” intersection at the north end where a new City Hall will be built, similar to how San Francisco Street terminates at the St. Francis Cathedral in Santa Fe. The new City Hall will become a symbol of the City, the “picture postcard” view of Las Cruces. Historic Water Street will also become a two lane, two-way avenue with parking on both sides and would have a residential character. The Plan illustrates how all of the east-west streets, with the exception of Hadley, can be reopened to both pedestrian and vehicular traffic. These “callecitas” will have a special and intimate character, along with all street design concepts, as further described in Section II.

The oldest acequia in the City, the Acequia Madre, has slowly been removed from view over time due to its placement in underground conduits. A result of safety and maintenance concerns. The Plan proposes to reinstate the historic Acequia with a shallow stream of water with bicycle and pedestrian trails, landscape and shaded seating areas. The Acequia Madre Greenway and trail system would run from the Branigan Library south to a point just north of West Amador Avenue. The Acequia Madre Greenway is further described in Section II.



AERIAL VIEW RENDERING LOOKING WEST FROM KLEIN PARK

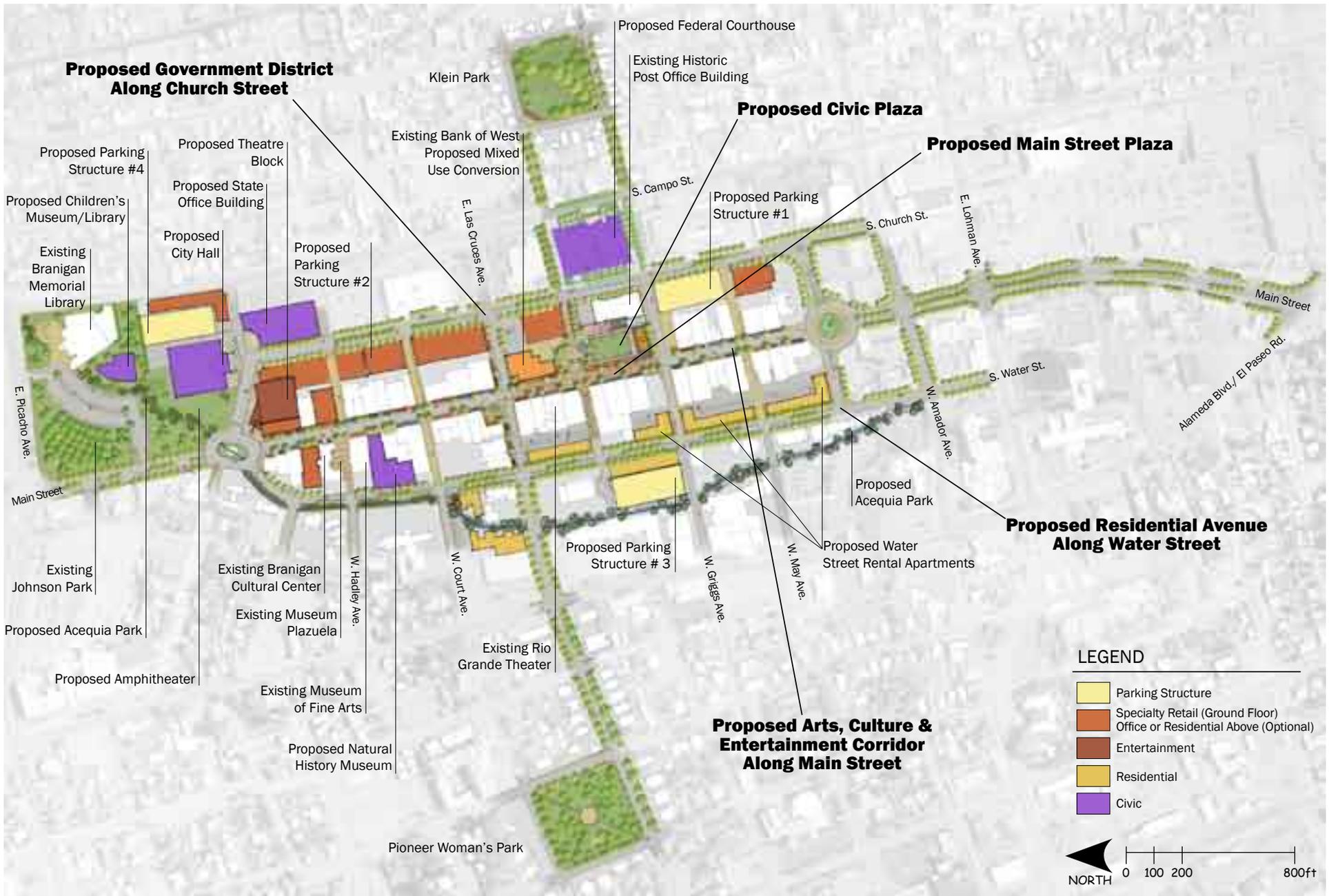


FIGURE 2. THE DOWNTOWN MASTER PLAN

2. Districts

The Downtown Master Plan illustrates the development of an “Arts, Entertainment and Specialty Retail District” surrounding the reopened Main Street with its wide landscaped sidewalks and shaded store fronts. It will be the urban entertainment and specialty retail center for the City. This district would be anchored by a new proposed multi-screen cinema surrounded with new specialty retail as identified by the Robert Charles Lesser & Co. market study. The Plan also proposes that the City’s Natural History Museum be relocated to the vacated Rio Grande Valley Bank building. This would add to the already rich cultural environment represented by the Museum of Fine Arts, the Branigan Cultural Center and the live performance theaters in the area.

Church Street is proposed to be an enhanced “Government Center District”. Traditionally the focus of government activity in downtown, Church Street will be improved with drought tolerant landscape, street furniture, lighting and directional signage. The new Federal Courthouse will make a significant addition to the physical quality of the District. A new City Hall and State Office Building are proposed to be built on and near the existing “Solo” property at the north end of the street to visually and functionally establish a new government center. These buildings are proposed to be 4 stories tall and each contain approximately 175,000 square feet of space. This increased office population for downtown will help to support the new restaurants and specialty retail opportunities.

The Plan illustrates another opportunity to increase the 24 hour population of downtown by proposing a “Residential Corridor” along Water Street that will create the potential for the development of new downtown housing on the vacant land currently utilized as surface parking lots. The viability of this proposal is consistent with and supported by the market findings of the Research & Polling study of housing consumer preferences in Las Cruces. The initial housing projects proposed would be 3 story townhouse apartment and loft type units above with parking underneath and on-site. Another catalytic housing proposal being considered is the possibility of converting the upper floors of the Bank of the West building into rehabilitated, high quality, for-sale condominiums overlooking the new plaza.

The “Catalytic Projects” briefly described in this Section will be described in greater detail in Section V.

Many other cities have undertaken such a revitalization process. They include the downtowns of Albuquerque, Denver, Austin, Chattanooga, Boise, San Diego, among many others. They have all recognized that certain required public sector improvements, in addition to a visionary plan, must be made before the private sector can be convinced to invest. When the private sector does invest, it has been the experience of places as diverse as Albuquerque and Chattanooga that there is \$12 to \$15 private sector investment for every public dollar. . . the key is the public dollar must be invested up front. Making this initial investment is the ultimate challenge for the City of Las Cruces and the sign the private sector is waiting for you to demonstrate your belief in the future of your own downtown.





OVERALL PLAN AREA PERSPECTIVE







II. Streets, Landscape and Pedestrian Ways

A. Concepts

In our opinion It is critical that Main Street again returns as the centerpiece of Las Cruces culture and civic life and provides a focus for transportation and commerce. Further, we feel that it is equally important that other downtown streets be set aside for residential uses, civic uses and entertainment. The urban core of Las Cruces should also provide recreation and parks to its users and residents. With that in mind, this section of the report poses an approach which links Las Cruces together through its roads, streets and avenues and through a system of landscaped open space and parks connected by the historic Acequia Madre.

As can be seen from review of the overall **Streetscape and Pedestrian Way Plan** (Figure 4), each corridor in downtown can be designed to convey a character which relates to its function. Boulevards (Main, Water and Church Streets) are tree lined for shade, Main Street uses more pedestrian, bikeway and commerce friendly urban design with a combination of shade trees and awnings. There are three distinct street districts each contributing to the health and vitality of the downtown core. These districts surround Main Street, Church Street and Water Street. Main Street can again return as the center of commerce with its pedestrian friendly wide sidewalks and orientation. Main Street becomes service oriented again with the addition of specialty retail primarily south of Hadley Avenue and Arts-and-Culture and Entertainment focused near the intersection of Main, Mountain and Water Streets. The specialty retail could be



MAINSTREET IN THE EARLY 20TH CENTURY SHOWING EXTENSIVE USE OF AWNINGS

lined with coffee shops, restaurants and sidewalk cafes for seeing old and new friends. Church Street has the potential to become the center of government for Las Cruces with the proposed New City Hall Project anchoring the north end of the street. The construction of City Hall will follow the construction of the already designed

new Federal Courthouse. To the West of Main Street, Water Street could become a quieter kind of place, more residentially focused providing an urban-living experience in Las Cruces. All of the streets should be designed to present Las Cruces as a southwestern desert city — from appropriate xeric landscape to construction materials.

Open Space and parks too could become a respite for urban life with the addition of the Acequia Madre Greenway, new Civic Plaza and the expansion of Johnson Park. The greenway could provide those living along Water Street and the great Alameda Depot neighborhood in the Railroad District with a pedestrian connection paralleling Main Street and linking South Main and the new improvements to Johnson Park near the Branigan Memorial Library to the north.

The landscape, as it is envisioned, will be regionally and xerically oriented because Las Cruces is in the Chihuahuan Desert; it's not Philadelphia, San Francisco, or even El Paso. So the type of landscape that would be used along both of these streets and everywhere in this redesign would be appropriate to Las Cruces' environment.



DOWNTOWN LAS CRUCES CIRCA 1800s



STREETSCAPE IN ALBUQUERQUE SHOWING REGIONALLY APPROPRIATE PLANTS

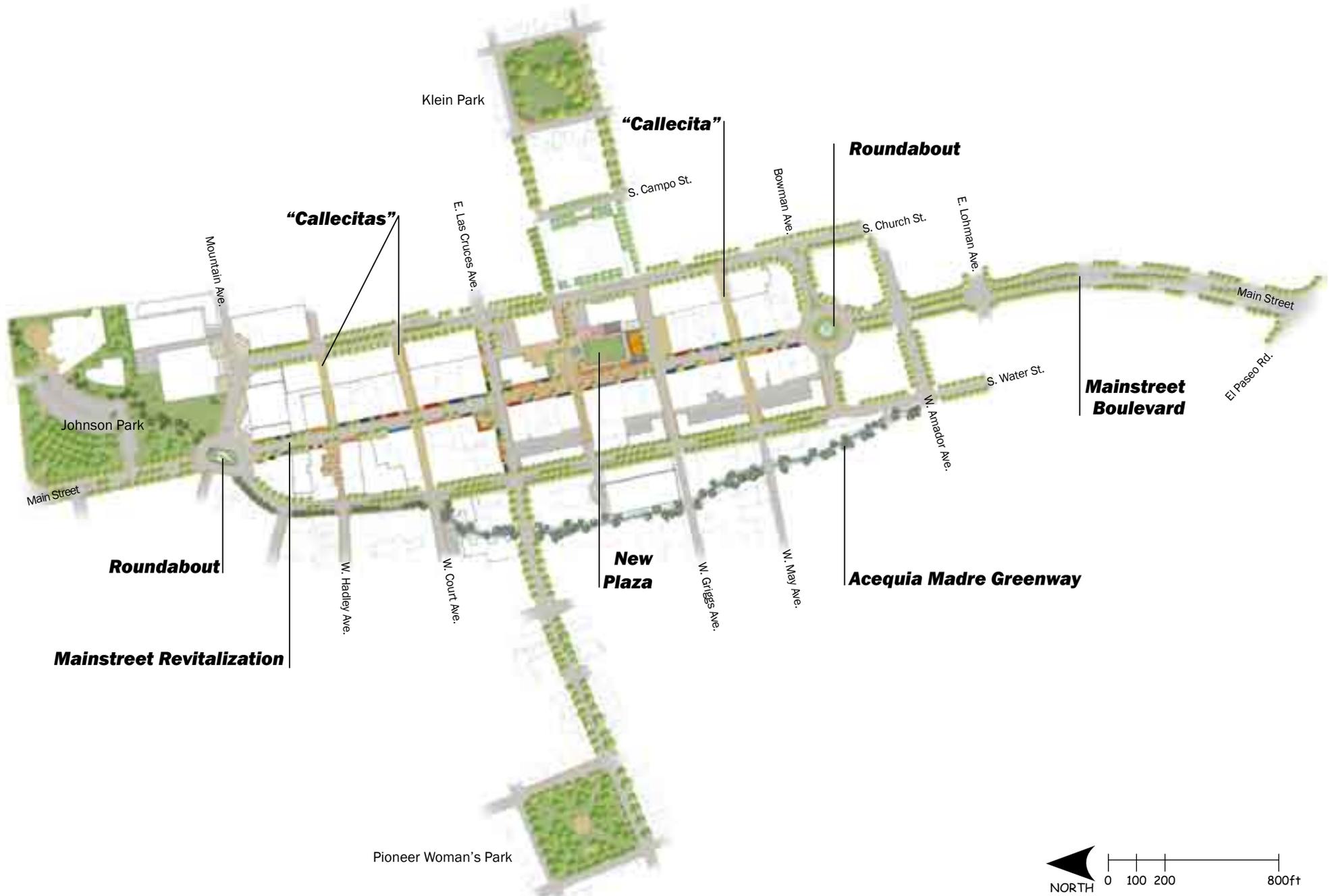


FIGURE 3. STREETScape AND PEDESTRIAN WAY PLAN



1. Proposed Street Network Functional Improvements

To support the proposed re-development plans for the downtown area, the street network will need be modified to improve access, change circulation, accommodate pedestrian mobility and provide a system that is more conducive to the land use scenario being planned for the downtown area. Main Street which currently serves as a pedestrian mall in the downtown area will be opened back up to traffic as it was prior to the 1950's, the one-way pairs of Church and Water will be converted to 2-way streets, roundabouts will be installed at the northern and southern ends of the downtown area to distribute traffic to north/south connectors. In the east/west direction, Las Cruces and Griggs will be upgraded and other minor roads will be constructed to provide a grid for the conveyance of vehicular and pedestrian traffic.

The existing signals, signing, striping, and other traffic control devices will be upgraded to meet current standards and to assist in the efficient movement of traffic through this revitalized downtown area. Medians will be installed in Church Street and Water Street to channelize the traffic and create pockets for left turn lanes at the major intersections. The medians will also provide opportunities for aesthetic treatments and refuge for pedestrians that will be crossing the roadway, as well as creating an atmosphere for drivers that they are traveling through a place which requires them to maneuver at a slower rate of speed. Within all of the street sections, on street parking will be implemented at feasible locations to supplement the parking lots and parking garages that will also be constructed within the downtown area.

a. Traffic Operations

The proposed street network must support the proposed land use for the downtown area without having impacts to the adjacent neighborhoods and without impeding the through traffic that will also utilize the street network. An analysis is being conducted by the City of Las Cruces to investigate the operational details. The Las Cruces MPO has provided 2025 traffic projections for the proposed scenario and the results indicate that traffic will continue to operate at acceptable levels. The existing street network consists of 4-lanes on Alameda Boulevard, 2-lanes on Water Street, 2-lanes on Church Street, and 2-lanes on Campo Street for a total of 10-lanes north/south through the downtown area. The proposed network will consist of 4-lanes on Alameda Boulevard, 2-lanes on Water Street,

2-lanes on Main Street, 2-lanes on Church Street, and 2-lanes on Campo Street which equates to a total of 12-lanes in the north/south direction. Therefore the additional lanes being added by the proposed street network should accommodate natural growth in the traffic that is currently using the facilities as well as traffic that will be attracted to the downtown area by the proposed land uses.

b. Phasing of Roadway Improvements

The phasing of roadway improvements will primarily be dependent on the development projects that formulate out of the revitalization effort. It has been determined that the first phase will focus on a plaza area located between Griggs Avenue and Las Cruces Avenue which will require the construction of Main Street in this area. The 2-lane, 2-way section of Main Street in this first phase will be connected to Las Cruces Avenue and to Griggs Avenue in a tee configuration with stop sign control for the Main Street traffic. After that, the roadway projects will follow the development projects. In general, Main Street can be opened to traffic all at once or it can be opened one block at a time. The only requirement is that when main street gets connected at the either the north or the south end, the roundabout will need to be constructed to accommodate that connection. The conversion of Church Street from one-way to two-way traffic and the conversion of Water Street from one-way to two-way traffic can either happen simultaneously or they can be implemented separately. The only constraint is that when one (or both) of them is converted to two-way traffic both the roundabouts need to be in place to properly accommodate the flow of traffic. If the roundabouts are not constructed, at a minimum, a temporary signalized intersection will need to be constructed at those locations. When Water Street and Church Street are converted to two-traffic, the signals will need to be replaced at the intersections and an interconnect system should be installed to provide communication and coordination between the signalized intersections.

Cost estimates for the proposed improvements have been included in Section VIII.D. for the proposed roadway improvements, however, it should be noted that some less expensive interim improvements can be implemented until funding for the full improvements can be appropriated.



2. Streetscapes

As was mentioned in the overview, Las Cruces' Main Street and other downtown corridors started out as busy and vital parts of the community, and so to bring that vitality back to downtown the mall must be removed and the street opened again and rehabilitated. The proposed design for streetscapes will bring back the mix of the automobile, bikes and people, bring back vitality to downtown and bring back the visibility of storefronts and shopping. As shown in the photographs and graphics the exciting mix of pedestrians, automobiles, bicycles and other forms of transportation will play a critical role in bringing back excitement to the streets of downtown. Also, every streetscape section will emphasize regionally and xeric landscape methodologies. Trees and shrubs will be planned for water conservation, water will be harvested off of streets and plant materials will be locally collected.

We will now look at each of the streets separately and make specific recommendations for each. We will begin by looking at Main Street.

a. Main Street

The design concept presented for Main Street proposes a transition of street types connected by gateways leading to the downtown core. At each end of Main Street in the downtown core on the South and North, the street is planned as a wide well landscaped vehicular and pedestrian boulevard leading up to roundabouts into downtown. These boulevards would be lined with trees where possible from the intersection of Picacho on the north to a roundabout at the intersection with Mountain Avenue and from El Paseo/Alameda on the south to a roundabout at Amador. The Main Street Boulevard is proposed to have well landscaped medians to visually narrow the street and streetside parkways, planted for optimum street shade and aesthetics and to separate pedestrians from street traffic. On-street parking could be re-installed on these reaches of the street as well to enable more streetside development and to calm traffic as it arrives in the downtown core.

As mentioned at each end of Main Street, at the ends of what is now the Mall, the familiar existing traffic triangles are to be formalized into roundabouts. The traffic movements of roundabouts will be similar to those of the existing tri-

angles. However, the movement will be smoother, more fluid. A circular roundabout on the north end and at the south end will provide safer distances between street connections and enhance visibility. Lastly, the roundabouts will provide an opportunity for gateways into the downtown core.

In the downtown core from the roundabout at each end the character of the Main Street streetscape is planned with very wide sidewalks, on-street parking, and two-lane vehicular traffic reminiscent of historic downtown Las Cruces. The lane on Main Street can also be shared with bicyclists—a technique possible when vehicle traffic is slowed. The concept proposed is to bring back the awnings or shade structures in front of building entrances to provide shade and visibility to store fronts for patrons. Between the awnings the streetscape and storefronts will be punctuated with shade trees (as seen in the old historic photos). Trees should be judiciously placed between awnings so that the signage of the store entry's are not hidden. Store owners could place a sidewalk cafe or merchandise racks on the sidewalk if desired.

The Main Street streetscape section would have two 11 foot drive lanes, on-street parking on both sides of the street and 16 foot wide sidewalks.

In the very center of the downtown a new Plaza is planned for the city of Las Cruces. We have more fully described the Plaza in the next section of this report.

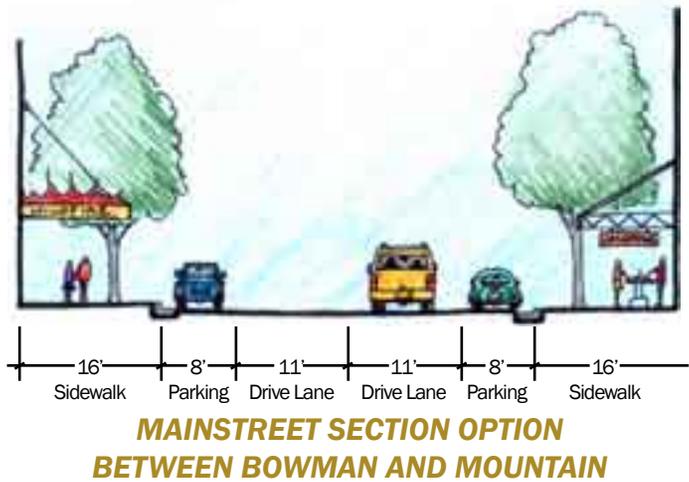
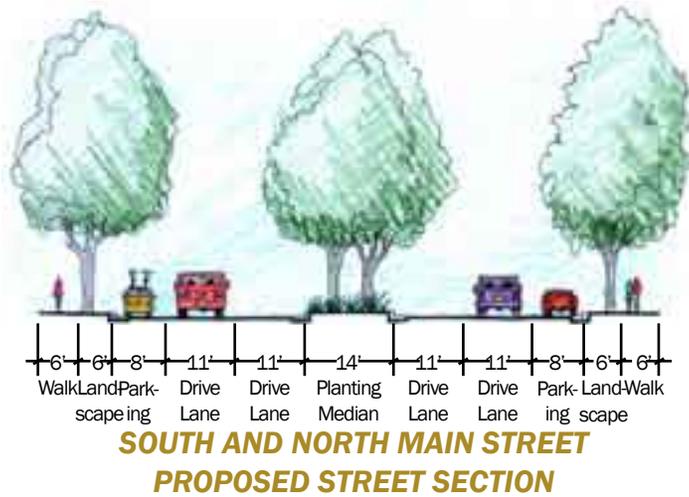


MAIN STREET - CORAL GABLES, FLORIDA



TREES PLACED BETWEEN AWNINGS





There are two avenues included in this portion of the report; Las Cruces Avenue and Griggs Avenue. Each have very different character one being a wide street with two different street sections recommended and the other a very narrow street which links the historic Mesquite District to the neighborhood.

b. Las Cruces Avenue

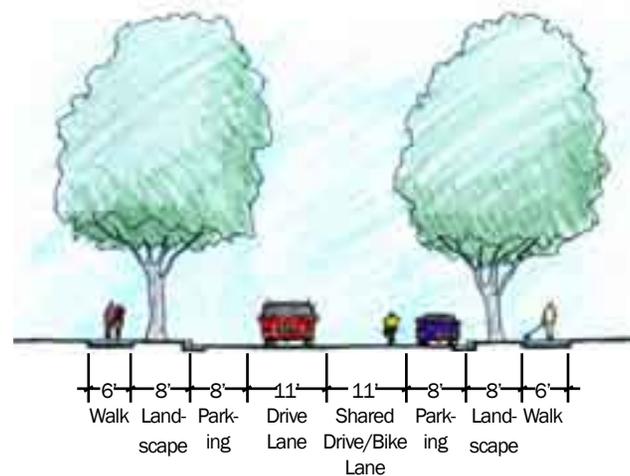
The way people use outdoor spaces in the southwest, particularly as it relates to shade, is important to our lifestyle here in the Chihuahuan Desert. In summer

it is critical to provide shade to pedestrians, conversely in the winter it's important to provide a space for the sun to help warm up our environment. With that concept in mind the Las Cruces Avenue streetscape design proposal has been planned for sun exposure as well as "pedestrianism," both important to the vitality of downtown.

Las Cruces Avenue near Downtown has been designed to be wider on the north side of the street than on the south side with 17 feet wide sidewalks (see Las Cruces Avenue Downtown Section). In that way there is room for trees and awnings to provide protection to the pedestrian in the summer; in the winter, the trees will lose their leaves and let the sun shine through. This approach will make the space comfortable during both seasons. The south side of the street has sidewalks which have been planned



**SKETCH OF DESIGN PROPOSAL
FOR URBAN SECTION OF
DOWNTOWN LAS CRUCES
AVENUE**
(sketch from Great Streets)

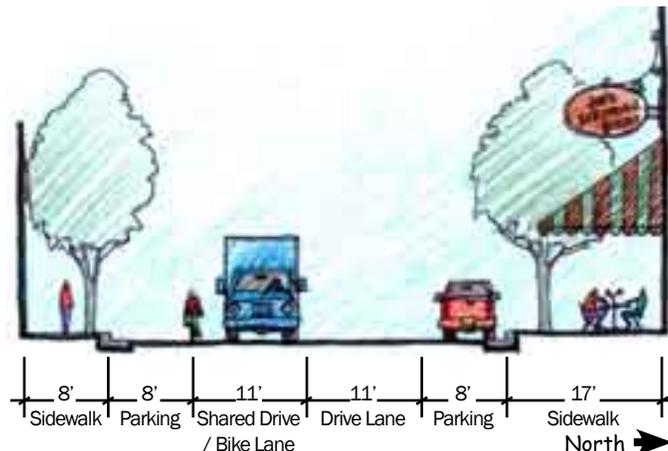


at 8-feet wide, still an ample amount of room for the pedestrian. Parallel parking is provided on both sides, with two 11-foot driving lanes in the center. No medians are contemplated for Las Cruces Avenue.

Las Cruces Avenue west of Alameda Street is currently a very beautiful residential scale street. There is a parkway of trees at the streets edge, a nice sidewalk, and nicely landscaped front yards beyond that. Trees flank both sides of the street. The only shortfall is that tree placement is infrequent. Our proposal is to add trees to fill in the gaps and create a consistent ground cover, perhaps emphasizing the use of Bermuda or native grasses (see West Las Cruces Avenue Section). There are many great trees and a lot of great shade to begin with. Another improvement we have offered is that the sidewalk in this reach of the street be increased to a consistent six-foot width to allow two people to walk side by side. These changes would only be made if the current property owners agreed with the modifications proposed. *(Note: Street improvements to Las Cruces Avenue have been discussed and subsequently declined by the Alameda Depot Neighborhood. Final Changes to these proposed improvements will be made on subsequent plan sets).*



SKETCH OF TREE-LINED STREET
(sketch from Great Streets)



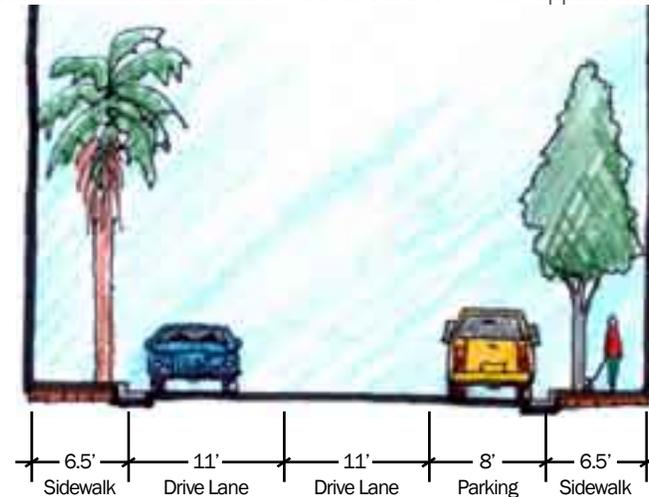
**LAS CRUCES AVENUE DOWNTOWN SECTION
BETWEEN CHURCH AND ALAMEDA**

c. Griggs Avenue

The historic photo illustrates Griggs Avenue as a relatively narrow pedestrian oriented tree-lined neighborhood street. Note, that trees are important and really make up the street scene, some are actually in the street itself. It really was a great street and it should be made great again. The proposed concept for redeveloping Griggs Avenue is illustrated by the Center City Section and East Griggs Section. The Center City Section suggests two 11-foot through lanes with parking only on one side of the street because it's too narrow for parallel parking on both sides. It is also recommended that street trees be planted for shade on both sides within the six-and-a-half feet of sidewalk. The sidewalk should be built of permeable pavers or bricks to allow water infiltration to tree roots and air movement or transpiration for the trees. East of Campo, however, the street is very, very narrow with only a 20-foot wide street section including the two lanes of traffic, parking and walkways. This narrow a street can't really allow for parking, a vehicle on the street and allow a drive lane in both directions. What happens now is that



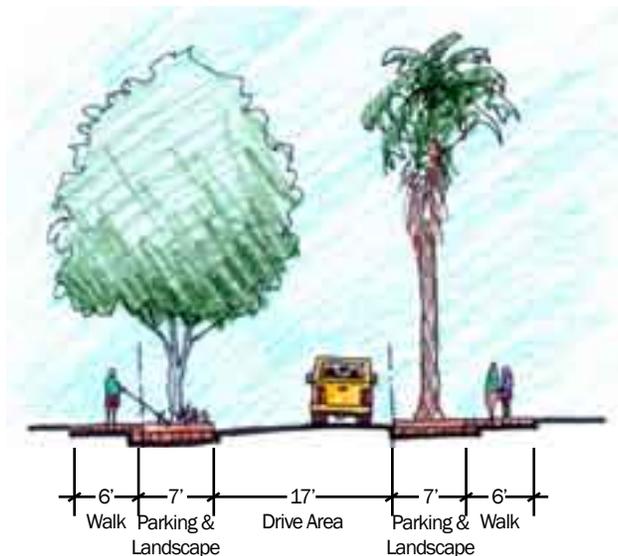
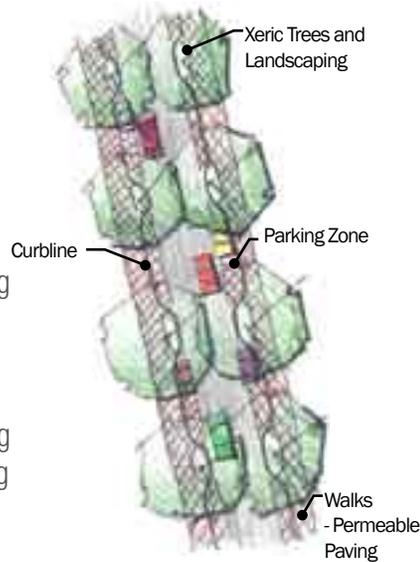
HISTORIC PHOTOGRAPH OF GRIGGS AVENUE SHOWING EXTENSIVE USE OF NATIVE SHADE TREES



**CENTER CITY GRIGGS SECTION
BETWEEN ALAMEDA AND CHURCH STREET**



people park on one side of the street and cars wind through the space left over. This makes for a very “intimate” street. This arrangement has some positive attributes, so it was decided to keep it that way, at least partially. What we suggest is that there is a drive/parking area 17-foot wide, parking could be allowed on either side of the street within a narrower parking strip but not allowed everywhere. Parking would be allowed in designated parking zones between planters for landscaping and trees (see East Griggs Avenue Section), up to Klein Park. The street itself is planned to actually contain trees here and there to act much like parking islands in a parking lot with parking zones between. The rain will flow off of the street and help irrigate the trees. It is also suggested that bricks be placed in sidewalks to create an environment where the trees can prosper.



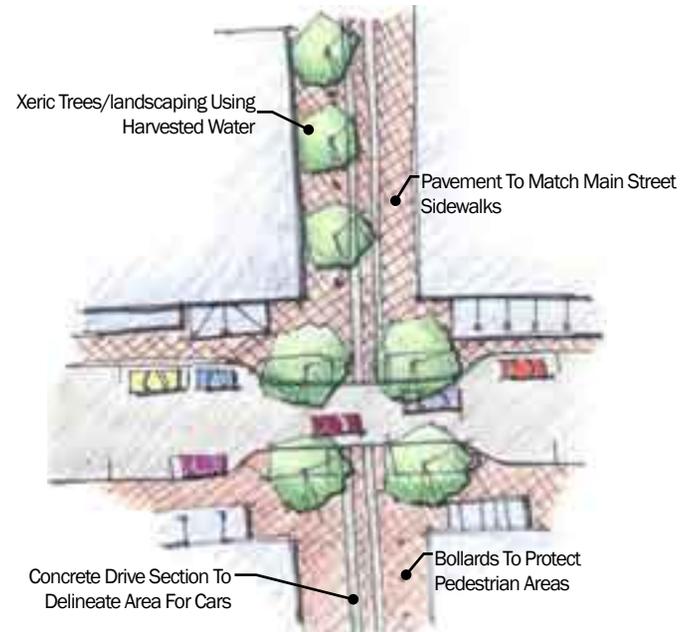
**EAST GRIGGS AVENUE SECTION
BETWEEN CAMPO AND KLEIN PARK**

d. “Callecitas”

Some of the streets that cross Main Street (May, Court, Hadley), are very narrow with a street section of less than 30-feet wide between building edges. We are suggesting replacing the extant pedestrian openings to the Mall using a provincial Mexican or European approach that combines the space for the car with the space for the pedestrian – a lane or “Callecita” (see “Callecita” Section). The street/pedestrian section of this “Callecita” would include a different kind of pavement than normal streets using materials like pavers normally found in pedestrian space. Bollards will be used to protect pedestrians from vehicular traffic. The “Callecita” intermixes the vehicle with the pedestrian, it works much like an alley. The paving material would be the same kind used for accents down both sides of Main Street on the sidewalks and perhaps in the new Plaza, so there is a continuity of material. Two-way traffic will be allowed like the East Griggs Streetscape. Xeric shade trees can be used if space permits



**PHOTO OF CALLECITA FROM
GUANAJUATO, MEXICO**



PLAN VIEW OF CALLECITA

Las Cruces Downtown Revitalization

Comprehensive Urban Design and Planning Services



1) Water Street

The planned improvements for Water Street include a more tree lined boulevard, much like the new sections of Mainstreet north and south of the roundabouts. The emphasis would be on the pedestrian environment with park-like features such as sitting areas with benches and planters, lots of xeric shade trees and other landscaping where space permits, on-street parking to calm traffic, and wide sidewalks would complete the picture. It is suggested that the sidewalks be simple possibly pigmented concrete for a subdued appearance with more residential character.

2) Church Street

As mentioned previously Church Street is planned as a boulevard which would encompass the center of Government for Las Cruces and southern New Mexico. With that in mind the streetscape is planned as a stately, formal and well landscaped street using wide sidewalks and trees punctuating the more massive buildings planned for the corridor. A median landscape would complete the picture.

Although more formal the landscape would again be regional in character using native Ash or Sycamores as the landscape structure for the street with accents at important focus points.



“CALLECITA” SECTION

2. Greenways and Parks

Greenways and Parks are the soft fabric of the community; they provide a respite to urban life and a place to unwind. Parks also provide residents with a place to recreate and exercise as well as a place to meet others in a relaxing venue. We have therefore provided recommendations for landscape and “green” places for those activities in this newly reinvigorated Downtown Las Cruces. These Park improvements would include an extensive greenway system, new parks and rehabilitation to existing parks. Along with streetscapes these park spaces will provide the people of Las Cruces with an exemplary downtown. The parks that we have planned are unlike other green spaces in the United States in that we are emphasizing the use of landscape methodologies that are more xeric and regional in their nature so that they immediately say – Las Cruces. The landscape plants would be made up of those that are native or endemic to the Chihuahuan Desert, the construction materials would be locally obtained and the design would be southwestern in nature. Possible plant materials to be utilized in the greenways and parks are shown on Figure 4.

a. **Acequia Madre Greenway**

A historic treasure feature of downtown Las Cruces is a water way which has almost disappeared – the old Acequia Madre. This lost feature can have an important place in this newly developing downtown again. Remnants of it can easily be seen walking just west of Water Street and on aerial photographs of the district. Some of this historic Acequia has been covered and culverted and most of it is in an unhealthy state. It is recommended that the old Acequia Madre be recreated by a shallow symbolic water way as a unifying downtown Greenway (see Acequia Madre Sections).



PHOTO OF POSSIBLE CONCEPT ALONG ACEQUIA MADRE GREENWAY



PHOTO OF OLD ACEQUIA MADRE



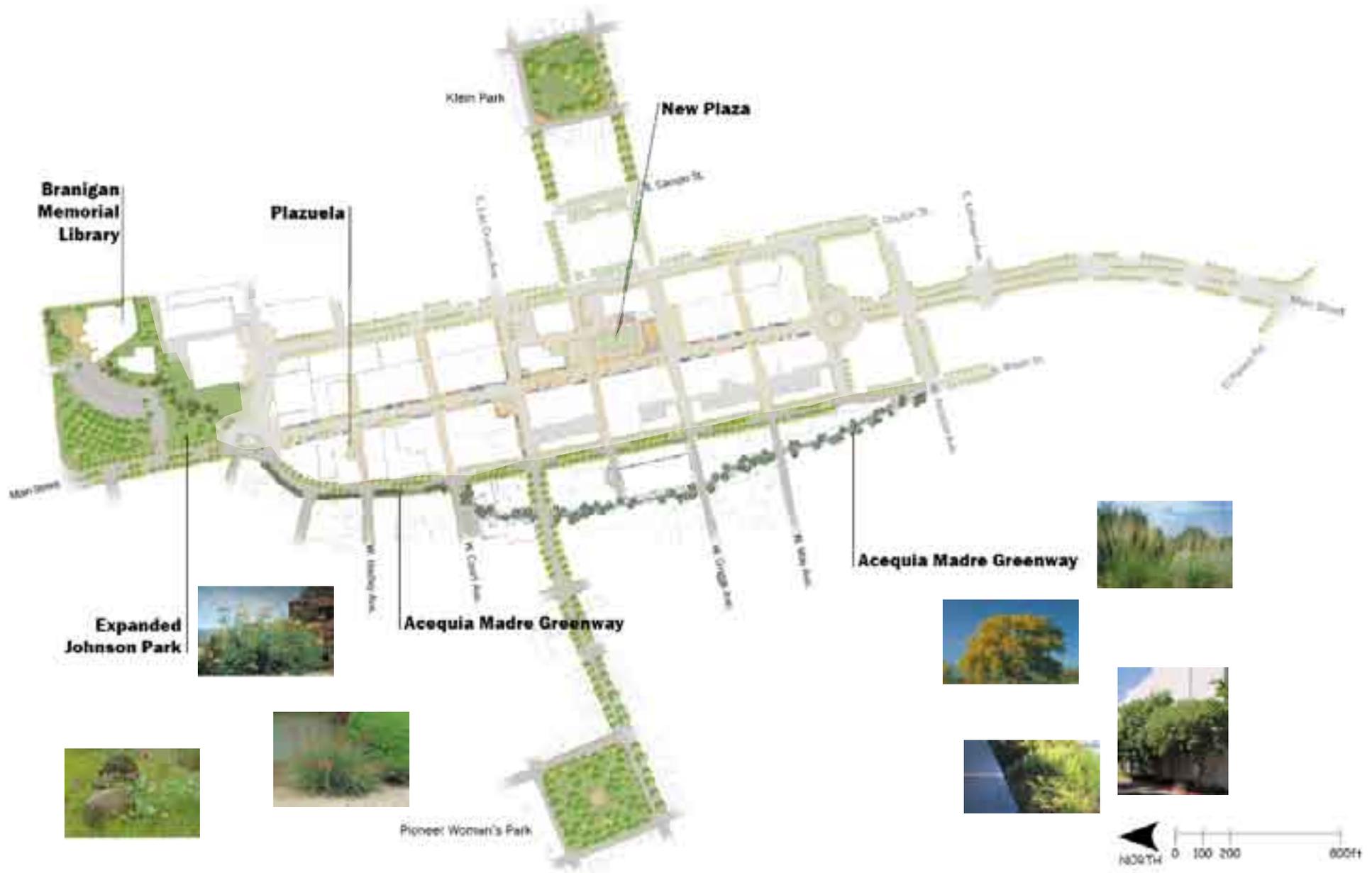
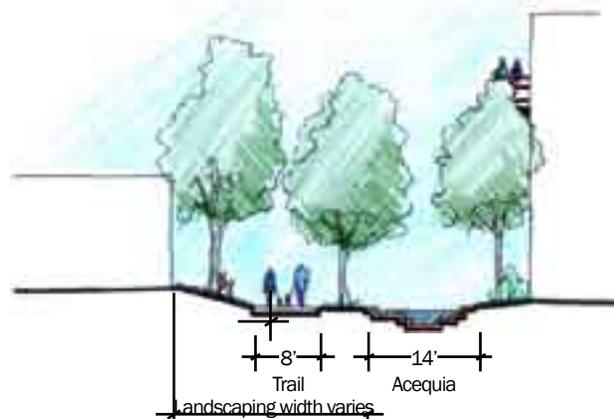


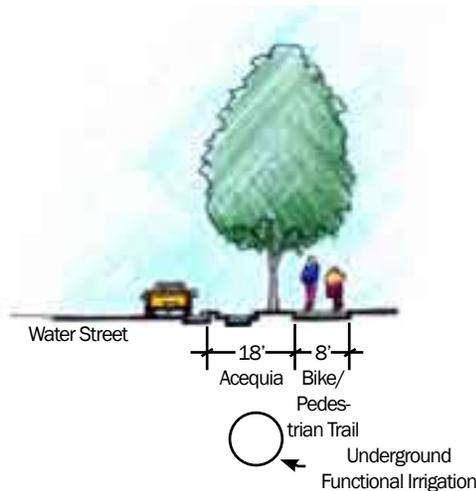
FIGURE 4. GREENWAYS AND PARKS

This Greenway may be enhanced with some additional right-of-way as it will be located very close to newly planned residential areas on Water Street. The park-like environment will add to the excitement of Downtown for residents and visitors alike. Aside from the recreational improvement this greenway can be highlighted as an interpretive feature to describe the acequias history.

The greenway will extend right down the edge of Water Street across the round-about and through an enlarged and improved Johnson Park.



ACEQUIA MADRE SECTION - THROUGH RESIDENTIAL AREA



ACEQUIA MADRE SECTION SHOWING "SYMBOLIC" WATER WAY

b. Johnson Park

Johnson Park would become a very important green space with the old Acequia Madre recreated within it winding right through the front of Branigan Library. The parking lot for the library is retained and the portion of the park that is now Johnson Park will remain but with new features fed by the new acequia. The Park could include an interpretive orchard recalling the history of the Rio Grande Valley in Las Cruces, an informal amphitheater, and other park spaces set aside for linkages to the new City Hall and Downtown.

c. Mesquite and Klein Park

It is suggested that Klein Park be improved by opening it up a little more to the neighborhood on the west end (see photo). The wall all the way around the west side of the park would include openings and some stairs along that edge. The park opens up more to the neighborhood all the way around. We would encourage the redevelopment of the park to become more of a plaza for the Mesquite Neighborhood. It could become a focus for neighborhood socializing and special events.



PHOTO ILLUSTRATING HOW KLEIN PARK COULD BE OPENED TO THE STREET

d. Pioneer Women's Park

This park in the Railroad District will remain essentially as it is in terms of layout and function, it is a well used and very well designed park. Our recommendation is that the park be rehabilitated because of its age. The irrigation systems are old and outdated and should be replaced with more water efficient technologies. The grass could be slightly reconfigured along the street edge to lessen overspray, and the park appurtenances should be replaced with new equipment as necessary. Also, any plantings which are diseased or have died would be replaced —emphasis again should be placed on xeric techniques.



B. Schematic Design

1. Connecting Streetscapes Schematic Design

Main Street and the associated connecting streetscapes were developed to a schematic design level of detail by the Sites Southwest team. The purpose of this effort was to explore the design concepts for these specific areas in more detail and to be able to refine the level of development of the opinion of probable costs for the Las Cruces downtown revitalization effort. This section of the report will provide the schematic design drawings, sections, details, materials images, and plant lists proposed for the connecting streetscape areas covered by the report. These streetscape areas include Main Street from Picacho Ave. to Lohman Ave. (not including the Main Street plaza area from Las Cruces Ave. to Griggs Ave.), Las Cruces Ave. from Church St. to Miranda St., Organ Ave. and Griggs Ave. from Mesquite St. to Campo St. and Griggs Ave. from Church St. to Main St.

The schematic design drawings have maintained the ideas and expanded on the detail of the previous conceptual design work. Sidewalks, crosswalks, paving patterns, street tree and other landscape locations, street furnishings, as well as shade canopies/awnings locations and materials have been established and illustrated. The following pages will provide this schematic design level of detail in graphic form. A full set of the completed existing conditions, final schematic design, sections, details and materials drawings are available. Opinions of probable costs based on these schematic design drawings will be provided later in the report under a separate chapter dealing specifically with that information.











PLAN OF SOUTH MAIN ST. & ROUNDABOUT





Note: Street improvements to Las Cruces Avenue have been discussed and subsequently declined by the Alameda Depot Neighborhood. Final changes to these proposed improvements will be made on subsequent plan sets.





Note: Street improvements to Las Cruces Avenue have been discussed and subsequently declined by the Alameda Depot Neighborhood. Final changes to these proposed improvements will be made on subsequent plan sets.





OVERALL PLAN



2. Materials/Landscape

a. Plant List

1) Mainstreet

Trees:

Street & Shade Trees

Chitalpa	Chilopsis x Catalpa hybrid
Arizona Ash	Fraxinus velutina
Honeylocust Spps.	Gleditsia triacanthos
Chinese Pistache	Pistacia chinensis
Holly Oak	Quercus ilex
Chinkapin Oak	Quercus muhlenbergii
Monterrey Oak	Quercus polymorpha
Texas Red Oak	Quercus texana
Heritage' Live Oak	Quercus virginiana 'Heritage'
Lacebark Elm	Ulmus parvifolia



Honeylocust

Ornamental Trees

Sweet Acacia	Acacia farnesiana var. smallii
Silk Tree	Albizia Spps.
Texas Madrone	Arbutus xalapensis
Mexican Redbud	Cercis canadensis var. mexicana
Desert Willow Spps.	Chilopsis linearis
Cockspur Hawthorn	Crataegus crusgalli
Texas Persimmon	Diospyros texana
Fragrant Ash	Fraxinus cuspidata
Greggs Ash	Fraxinus greggii
Goldenball Leadtree	Leucaena retusa
Tree Beargrass	Nolina matapensis Wiggins
Palo Verde Spps	Parkinsonia Spps.
Aleppo Pine	Pinus halepensis
Mondel/Afgan Pine	Pinus eldarica
Honey Mesquite	Prosopis glandulosa
Screwbean Mesquite	Prosopis pubescens
Maverick' Thornless Mesquite	Prosopis glandulosa 'Maverick'



Lacebark Elm



Desert Willow



Mexican Plum
 Emory Oak
 Escarpment Live Oak
 Live Oak Spp.
 Mexican Elder
 Western Soapberry
 Texas Mountain Laurel
 Mexican Buckeye
 Vitex
 Palm Yucca

Prunus mexicana
 Quercus emoryii
 Quercus fusiformis
 Quercus virginiana 'Heritage'
 Sambucus mexicana
 Sapindus saponaria
 Sophora secundiflora
 Ungnadia speciosa
 Vitex angus-castus
 Yucca torreyi



Mexican Buckeye



Palo Verde

Specialty Trees at Calecitas-

Anacacho Orchid Tree
 Guayacan
 Purple Robe Locust
 Japanese Scholar Tree
 Palm (Windmill or Washingtonia)

Bauhinia lunarioides (congesta)
 Caesalpinia paraguariensis
 Robinia pseudoacacia
 Sophora japonica
 Trachycarpus fortunei,
 Washingtonia Spps.



Purple Robe Locust



Red Yucca

Shrubs, Vines, Grasses, Cacti, and Groundcovers:

Landscape and Planter areas-

Acacia Spps.
 Agastache Spps.
 Agave Spps.
 Allium Spps.
 Desert Honesuckle
 Starn-Thompson Broom
 Desert Broom Spps.
 Woolly Butterfly Bush
 Black Dalea
 Sotol
 Hummingbird Bush
 Turpentine Bush
 Boothill Eupatorium

Acacia Spps.
 Agastache Spps.
 Agave Spps.
 Allium Spps.
 Anisacanthus Spps.
 Baccharis hybrid 'Starn'Thompson
 Baccharis Spps.
 Buddleja murrubiiifolia
 Dalea Spps.
 Dasyilirion wheeleri
 Epilobium canum var. latifolia
 'Catalina'
 Ericameria laricifolia
 Eupatorium greggii



Giant Four O'Clock



Blue Spurge
 Blue Fescue
 Ocotillo
 Whirling butterflies
 Creeping Geranium
 Red, Yellow Yucca
 Hibiscus
 Perky Sue
 Yaupon Holly
 Lantana
 Texas Sage Spps.
 Lavender Spps.
 Honeysuckle
 Monkey Flower
 Giant 4' O'Clock
 Miscanthus
 Muhly Spps.
 Catmint
 Oleander Spps.
 'Siskyou' Pink Promrose
 Primrose
 Fountain Grass
 Penstemon Spps
 Prostrate Sumac
 Austrian Copper Rose
 Rosemary Spps.
 Mexican Blue Sage
 Cherry Sage
 Trident Sage
 Autumn Joy Sedum
 Senna Spps.
 Texas Betony
 Yellow Elder
 Germander
 Arizona Rosewood

Euphorbia polychroma
 Festuca ovina 'Glauca'
 Fonquieria splendens
 Gaura lindheimeri
 Geranium sanguinea 'Album'
 Hesperalo Spps.
 Hibiscus Spps.
 Hymenoxys argentea
 Ilex vomitoria
 Lantana Spps.
 Leucophyllum Spps.
 Lavandula angustifolia
 Lonicera Spps.
 Mimulus ringens
 Mirabilis multiflora
 Miscanthus Spps.
 Muhlenbergia Spps.
 Nepeta cataria
 Nerium oleander
 Oenothera speciosa 'Siskiyou'
 Oenothera Spps.
 Pennisetum Spps.
 Penstemon Spps.
 Rhus trilobata 'Prostrata'
 Rosa foetida bicolor
 Rosmarinus Spps.
 Salvia chamaedryoides
 Salvia greggii
 Salvia x Trident
 Sedum 'Herbstfreude'
 Senna Spps.
 Stachys coccinea
 Tecoma Stans
 Teucrium canadense
 Vauquelinia californica



Red & Yellow Yucca



Honeysuckle



Catmint



Fountain Grass



Cherry Sage



Banana yucca	Yucca baccata
Blue Yucca	Yucca rigida
Beaked Yucca	Yucca rostrata

Turf-

Hybrid Bermuda, Texas Bluegrass, Fescue

Vines at Shade Structures-

Trumpet Vine	Campsis radicans
Wisteria	Wisteria sineusis
Clematis Spps	Clematis Spps
Silverlace	Polygonum aubertii

2) Roundabouts with specialty landscape:

Trees

Shade trees-

Native Walnut/Oak	Juglans/Quercus Spps
Native Cottonwood	Populus deltoides var. wislizenii
Black Willow	Salix nigra

Understory Trees-

Mesquite Spps	Prosopsis Spps.
Mexican Elder	Sambucus mexicana

Shrubs-

False Indigo	Amorpha fruticosa
Apache Plume	Fallugia paradoxa
Peachleaf Willow	Salix amigdaloides
Coyote Willow	Salix exigua

Grasses-

Indian grass	Sorghastrum nutans
Miscanthus Spps	Miscanthus Spps.
Muhly Spps.	Muhlenbergia Spps.
Ornamental Onions	Alliums



Blue Yucca



Banana Yucca



Peachleaf Willow



Black Willow



3) Las Cruces (East of Alameda):

North Side: Use Main Street List

South Side: (Columnar species adjacent to buildings only)

- | | |
|---------------|-------------------|
| Flame Ash | Fraxinus oxycarpa |
| English Oak | Quercus robur |
| Bradford Pear | Pyrus callergana |

4) Las Cruces (West of Alameda):

Street Trees (to fill in gaps between existing street trees)-

- | | |
|---------------------------|--------------------------|
| Lacebark Elm | Ulmus parvifolia |
| American Elm Hybrid Spps. | Ulmus americana 'Hybrid' |



Native Cottonwood



Lacebark Elm

5) Organ /Griggs:

Street Trees (to fill in gaps between existing street trees)-

- | | |
|-------------------|-------------------------------|
| Chitalpa | Chitalpa tashkentensis |
| Arizona Ash | Fraxinus velutina |
| Honeylocust | Gleditsia triacanthos |
| Heritage Live Oak | Quercus virginiana 'Heritage' |

Turf Areas-

- | | |
|----------------------|---------------|
| Hybrid Bermuda Spps. | Cynodon Spps. |
|----------------------|---------------|



Arizona Ash



Mexican Elder

6) Acequia:

Shade trees-

- | | |
|--------------------|-----------------------------------|
| Native Walnut/Oak | Juglans/Quercus Spps |
| Native Cottonwood | Populus deltoides var. wislizenii |
| Black Willow | Salix nigra |
| New Mexico Redwood | Taxodium mucronadum |

Understory Trees-

- | | |
|---------------|-------------------|
| Mesquite Spps | Prosopsis Spps. |
| Mexican Elder | Sambucus mexicana |



Honeylocust



Shrubs-

False Indigo
Apache Plume
Little leaf sumac
Peachleaf Willow
Coyote Willow

Amorpha fruticosa
Fallugia paradoxa
Rhus microphylla
Salix amigdaloides
Salix exigua



Apache Plume



False Indigo

Grasses along waterways-

Indian grass
Miscanthus Spps
Muhly Spps.

Sorghastrum nutans
Miscanthus Spps.
Muhlenbergia Spps.



Indian Grass

Turf-

Short Bermuda hybrid
Fescue

Cynodon Spps
Festuca



Fescue Grass



Coyote Willow



Bermuda Grass



Muhlenbergia



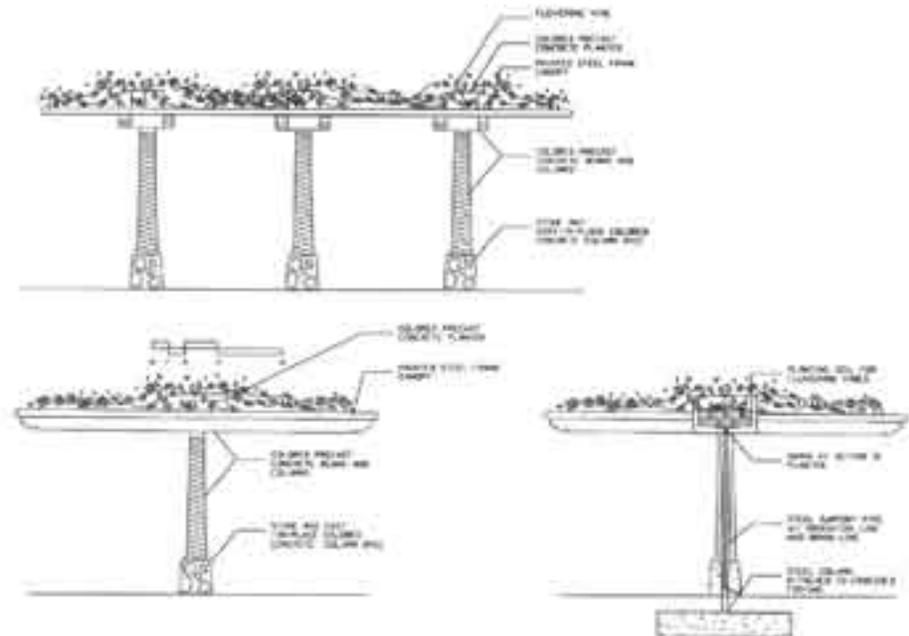
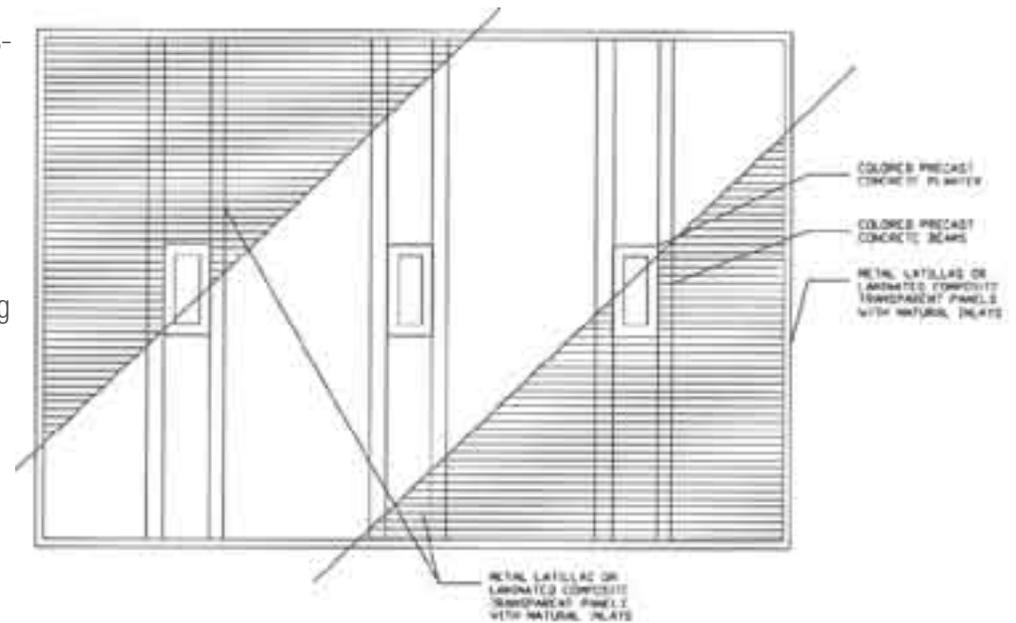
Miscanthus Grass



3. Shade Structures

The provision of shade in the downtown is critical to creating a pleasant pedestrian environment. One of the several techniques proposed is the construction of shade structures at strategic locations along the Main Street Plaza and as a major permanent shade structure over the stage area in the proposed Civic Plaza. These shade structures are built of precast colored and patterned concrete columns and beams with native stone bases. The shade will be provide by a metal framework with metal “latillas” that will act as the support for a variety of panels that can vary the amount of shade created as well as providing a completely waterproof canopy if desired.

Integral to each structure will be a series of planter boxes that will provide the opportunity to grow deciduous flowering vines on top of the structure. These vines will be irrigated by a water line that will run up the center of the column and be supplied by a timed irrigation system. These deciduous plants will provide shade in the summer and will loose their leaves in the winter to create more sun during the winter months of the year.



4. Street Furniture / Hardscape



BENCH



TRASH RECEPTACLE



LOCAL 'GOLD' STONE FOR WALLS



12" X 12" MODULAR CONCRETE PAVERS



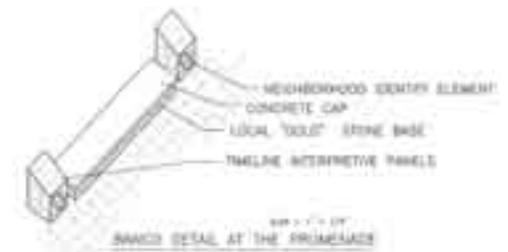
4" X 4" SPECIALTY PAVERS



BIKE RACK



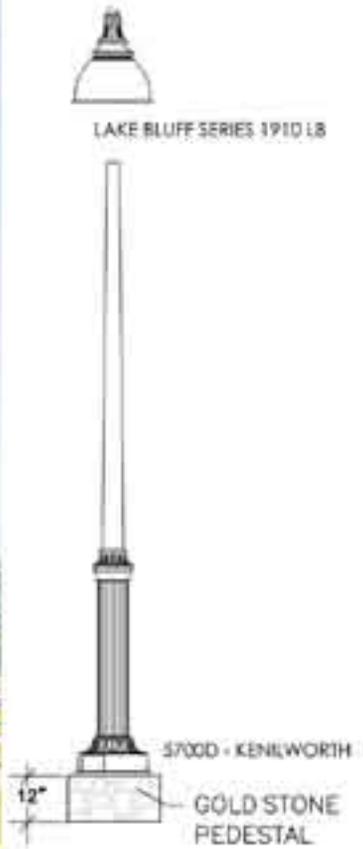
WALL AND BANCO



5. Lighting, Planters & Bollards



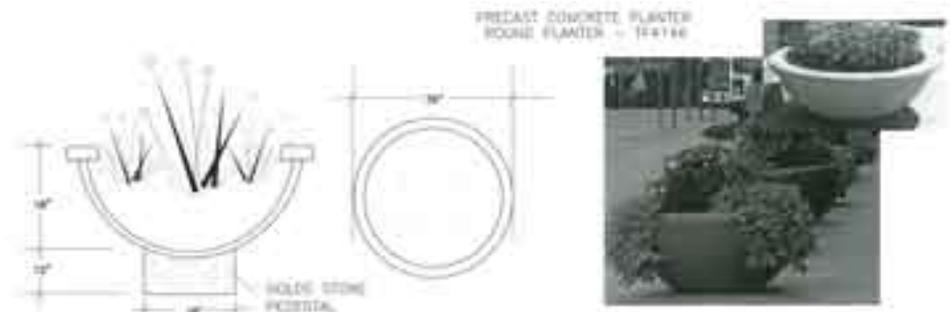
STERNBERG VINTAGE OUTDOOR LIGHTING
1910/LB/508/5726-FP



STREET LIGHTING



BOLLARDS



PLANTERS





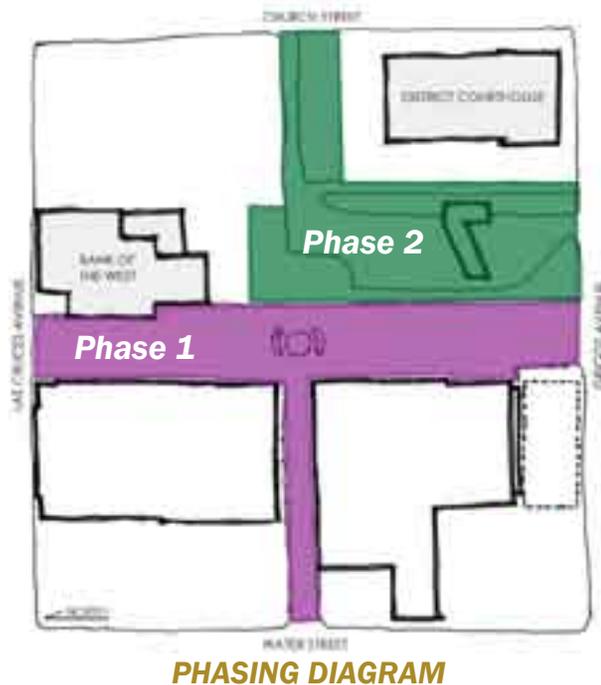


III. The Plaza

A. Concepts

Plazas are a major civic element in just about every town in New Mexico. This important regional tradition is of critical economic value to downtown Las Cruces. The plaza is a gathering place, a public outdoor space where large groups can come together. This is the place where the Farmers and Crafts Market can continue their tradition that brings so many people to downtown. This is where the Whole Enchilada Festival can flourish. Given the pleasant climate of Las Cruces, important civic events can happen in an outdoor environment throughout the year. With historical precedent and practical needs, the notion of creating a public plaza, a central community place for downtown, has been a constant requirement for the success of an invigorated downtown Las Cruces in the minds of its citizens.

The location of the proposed Downtown Plaza is between Griggs and Las Cruces Avenues, along Main Street and in the location of the current Bank of the West drive up facility. A two-phase approach to implementing the Plaza project is proposed due to the status of land ownership at this time. The first phase (see diagram), would involve converting a two block stretch of Main Street into a flexible pedestrian oriented area usable as both a plaza and a street. The second phase would expand the street/plaza into a more traditional civic plaza space. This would be a larger multi purpose space to better serve all segments of the community and be more conducive to big events. The second phase is, however, contingent upon acquisition of the current drive-up bank property by the City of Las Cruces.



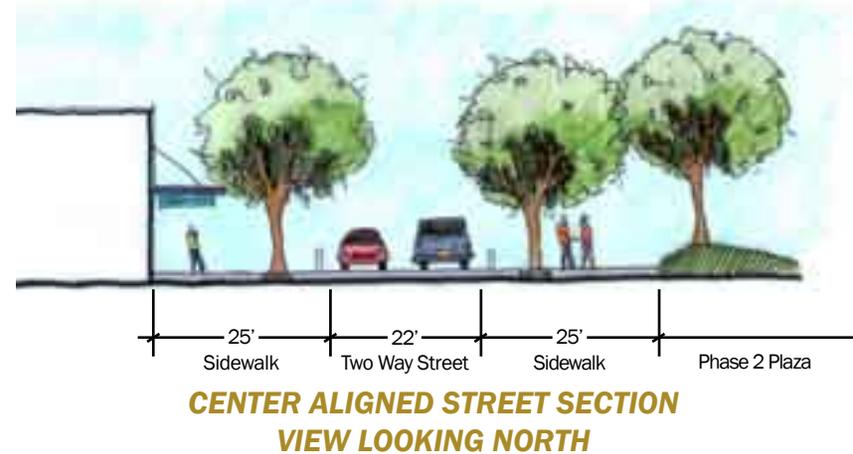
CIVIC PLAZA PERSPECTIVE LOOKING SOUTHWEST FROM INTERSECTION OF CHURCH STREET AND ORGAN AVENUE

1. Phase One: The Main Street Plaza

Design elements that need to be addressed in looking at the phase one plaza/ street are many and varied. The plaza must link up with any future Main Street improvements on the north and south ends. However, the two block Main Street Plaza will be unique from the rest of Main Street in look, feel, and function. Although the Main Street Plaza will normally carry two-lane traffic, we propose an area that can be blocked off and utilized without vehicular traffic flow conflicts during special events.

Many options for alignments of the Main Street in this plaza scenario were investigated at the Design Charrette. Trying to preserve the La Entrada sculpture that exists in the middle of the intersection at Main Street and what was formerly Organ Avenue, the Sites Southwest team initially attempted a jog around scheme and a split into smaller one-ways solutions. The public right-of-way was insufficient to make this approach viable..

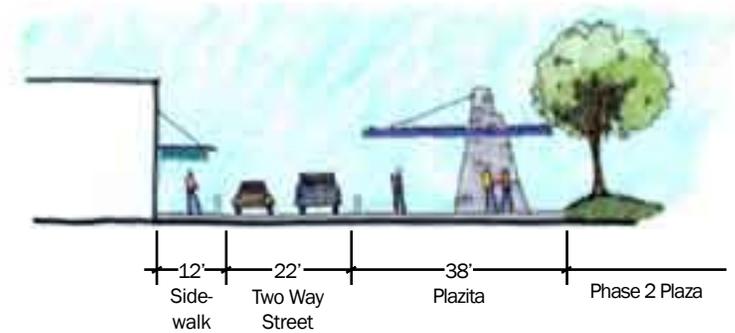
The team then explored the possibility of celebrating the monument in a more appropriate location by relocating and incorporating it into the Civic Plaza design.



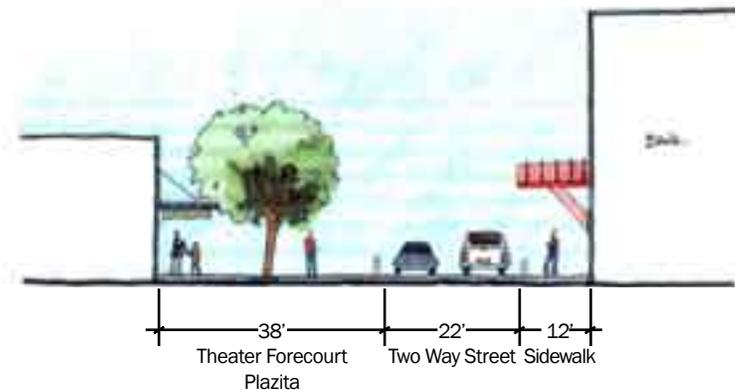
This scenario would allow Main Street to continue with either a straight alignment or curve which creates a traffic-calming jog in Main Street. With a street alignment centered in the middle of the right of way, the pedestrian space on either side would be approximately 25-feet wide (see sections). This would provide ample space and flexibility for special functions while maintaining the alignment continuity and formality of north and south portions of Main Street. Sidewalks and the street would be built on the same grade. There would be no curb to inhibit pedestrian use. Vehicular traffic is controlled with illuminated bollards which could also be utilized for supplying power to vendors during the Farmers and Crafts Market. In essence, the plaza/street would establish an organizing grid that is conducive to providing booths for the Farmers and Crafts Market or other events. Great care was taken to design sufficient usable space for the Farmers Market during the concept design.

The offset option provides more pedestrian oriented space on a single side of the street at strategic locations of the two block plaza (see sections). These locations would include the area in front of the Rio Grande Theater and the area adjacent to the future Civic Plaza. One of the important design opportunities along the Main Street Plaza is to create a fore-court or sala in front of the Rio Grande Theater. That area will be a special place where a large number of people can gather. Patrons will be able to cue in that area and socialize before and after events at the theater. It will also be important to create some type of drop off area in that location large enough to accommodate vans or buses. However, this option does create unique challenges for pedestrians crossing traffic due to shifting the main pedestrian flow of the street from one side to the other. The curved alignment may also require some type of curbed street section. Both options were studied further in the schematic design phase of the downtown project and the straight alignment was selected for its benefits related to staging events in the space and creating a better pedestrian environment.

Shade along the Main Street Plaza would be generated by a combination of “awning” canopies and street trees. Along the eastern side of the southern block of the Main Street Plaza the Sites Southwest team proposes to create some larger shade canopy structures, both for the Farmers and Crafts Market and other events that might happen in that area. It will be important that these design elements tie into the symbolic entry and identity features found throughout the downtown area.



**OFF-SET STREET OPTION SECTION 1
VIEW LOOKING NORTH**



**OFF-SET STREET OPTION SECTION 2
VIEW LOOKING NORTH**

2. Phase Two: The Civic Plaza

The second phase of the plaza implementation would involve creating a Civic Plaza in the area between the historic Main Post Office building (currently the District Magistrate Court) and Main Street along Griggs Avenue. It will be important that a civic or commercial oriented use be considered for the future of the historic Post Office building. Acquisition of the drive up bank area will be critical to provide an opportunity to create this second plaza phase which connects to the Main Street Plaza.

This Civic Plaza could be comprised of a large green with a stage and courtyard connected to the historic Post Office building. The concept envisions a courtyard stage area with a structure that will allow a canopy or other light filtering structure to be placed over it for shade during smaller events. The canopy can be designed to add to the color and festive character of the area during events, but be removed at other times. The courtyard could have outdoor exhibits, demonstration gardens, art or sculpture. The street edge of the plaza along Griggs Avenue can be defined with an additional larger permanent shade structure/pavilion that could then be utilized for the Farmers and Crafts Market, vendors, and concessions at events. The southwestern corner of the plaza at the intersection of Griggs Avenue and Main Street could be accented by a bell tower/fountain landmark. The idea of a bell element recalls the original bell tower of St. Genevieve's. This landmark would be designed to tie into identity elements of both of the adjacent historic neighborhoods. This symbology would represent the fact that the two neighborhoods are a fundamental component of the downtown community. This element could become a significant downtown landmark.

The northern edge of the plaza would be defined by an east/west promenade along the alignment of Organ Avenue. This would be the eastern pedestrian access to the Civic Plaza area and Main Street Plaza. La Entrada could then become the very prominent gateway between the plaza and the historic Mesquite neighborhood and civic environment of Church Street government buildings. It could actually function, appropriately, as an entrada at one end of the promenade with the St. Genevieve's monument being the landmark at the other end along Main Street. Along the northern edge of the promenade at the St.

Genevieve's monument would be gardens created to commemorate the cloister gardens that existed around the original church. Along the promenade, between it and the plaza, a water garden or fountain area can be created which could incorporate a water fountain/sculpture element. In the warmer months this area could be a dynamic feature destination in the heart of downtown. All landscape areas within the Plaza can be designed to harvest water from hard paved areas and utilize low water use plant materials appropriate to our region. Cooler and permeable surfaces should be used where possible. The Civic Plaza could truly serve as a downtown oasis within the energized downtown area.

Finally, it should be noted that along Main Street, there are many opportunities for creating little "plazuelas" which can become very special places. Small spaces in between buildings or that currently are used for minor parking areas can be turned into areas where "people watching" and socializing can flourish. These will ultimately contribute to the success of downtown by taking the form of outdoor cafés, restaurants, and bistros as they become prime real estate along this edge.



PLAZUELA PHOTO



PLAZUELA PHOTO TWO





FIGURE 6. CIVIC PLAZA CONCEPT PLAN

3. Shade Structures

Since the Conceptual Design Report was published, numerous Design Committee meetings further identified better design approaches to proposed improvements, more compatible with local community desires. Preliminary shade structures along Main Street were still too obtrusive to existing buildings. However, severe environmental conditions in Las Cruces dictate the potential need for sun control year round for any outdoor activities. Designs for free standing shade devices utilizing existing canopy components were eliminated in favor of new, individual building canopies, more “building” respectful and historic in appearance. Early photographs clearly show a variety of individual Building Canopies and Portals that successfully provided sidewalk shade while enhancing facades and expressing the individual character of each building. We are proposing similar treatments to existing buildings potentially financed with public funds, within the public right of way, and maintained by individual building owners. These light weight structures would extend from buildings up to 14 feet on the eastern side of Main Street and less on the western side, responding to sun angles and different times of day needs.

Proposed street trees, plaza vegetation and new and restored water sources will help lower temperatures and increase perceived comfort levels under the stinging southern New Mexico sun. Everyone also agreed that these amenities would not by themselves provide enough relief for special activities like seasonal fairs, the Farmers Market and other major venues.

These canopies can also be used for buildings within the entire downtown area, especially along Water and Church Street on the North side of the east/west streets. Numerous opportunities will exist for canopies to be placed outside, over seating areas, around the new civic zone on Church Street and new commercial development on Water Street. Add table umbrellas and real urban village outdoor spaces are created.

Several different kinds of permanent shade structures are proposed for the pedestrians and vendors adjacent to the new Plaza. We are proposing shade structures along the east edge of the Plaza at Main Street that utilize overhead

flowering plants that would provide filtered shade in summer and allow sun through in winter. These structures will be designed using traditional forms with turned and decorated columns and corbelled beams supporting elevated and disguised planter boxes for the flowering vines. Not only will these flowers provide shade, they will also help create a new vision for downtown unique in the entire southwest. In bloom, these plants will create wonderful olfactory memories for both visitors and residents.



HISTORIC USE OF BUILDING SHADE CANOPIES



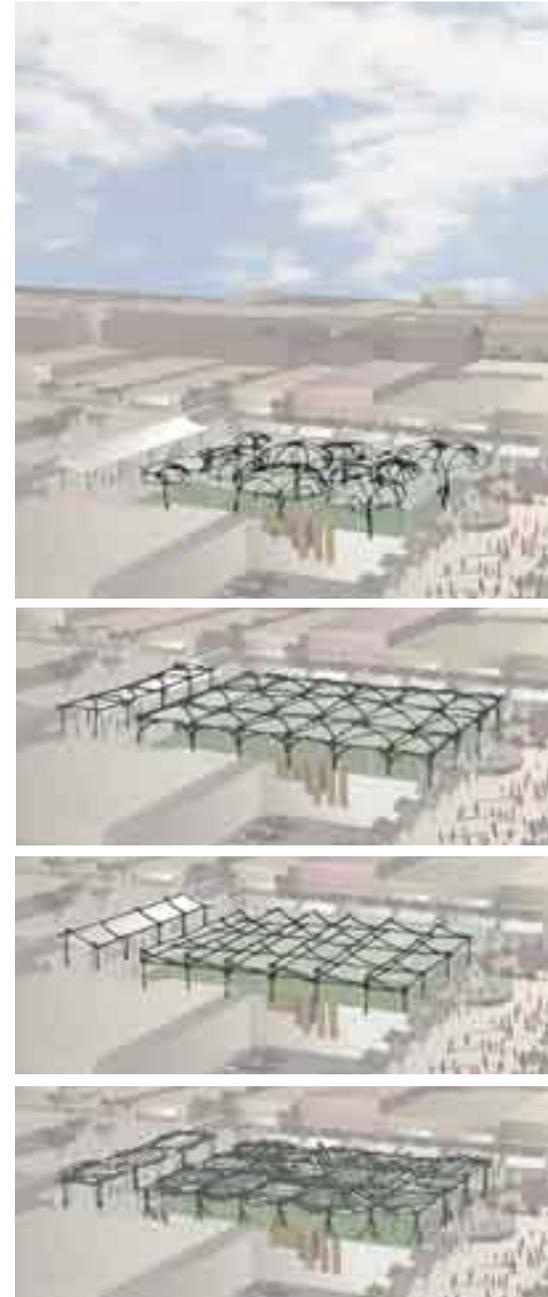
PLAZA AREA SHOWING SHADE STRUCTURES



To house the Farmers Market, Crafts Market, special events and performances, we are proposing a new permanent Pavilion Building along the south edge of the Civic Plaza similar to open market facilities traditional in Mexico and older US Cities. The Pavilion Building could also double as a large stage, facing the grassy area within the Plaza itself. It would provide power, data and accommodations for multi-media presentations as well as fine art performances. This structure will be made of the same traditional columns and corbelled beams as the smaller shade structures fronting Main Street along the western edge of the Plaza. Steel, precast colored concrete and stone will be used to reduce maintenance costs and increase longevity. New UV protected composite panels are proposed for coverings. They contain laminated natural materials that will duplicate the wonderful shimmering shade effects of traditional lattias common to the area.

After reviewing the proposed shade solutions for the grassy central portion of the Plaza it was decided that large permanent structures were not desirable. Instead, we are proposing to keep the space open and allow temporary tent structures to be installed for different events. This approach will provide the flexibility to accommodate a variety of weather conditions, types, and sizes of events.

We are excited about these shade solutions for Downtown because they are efficient, cost effective, multi-functional and appropriate to the unique heritage and culture of Las Cruces and the arid southwest.



PORTABLE PLAZA SHADE STRUCTURE OPTIONS



B. Schematic Design

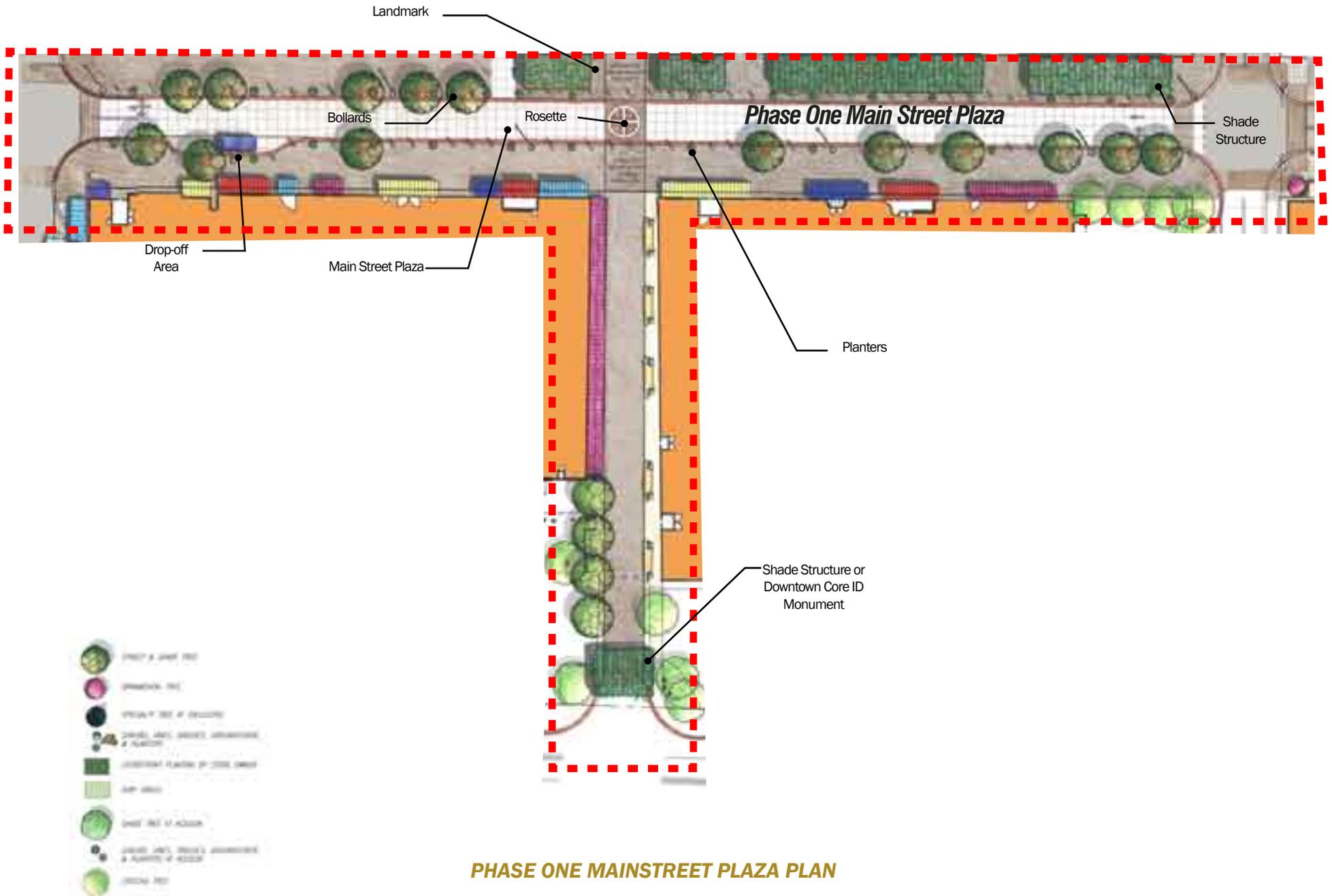
1. Main Street Plaza and the Civic Plaza

The Main Street Plaza and Civic Plaza were developed to a schematic design level of detail by the Sites Southwest team. The purpose of this effort was to explore the design concepts for these specific areas in more detail and to be able to refine the level of development of the opinion of probable costs for the Las Cruces downtown revitalization effort. This section of the report will provide the schematic design drawings, sections, details, materials images, and plant list proposed for the plaza areas covered by the report. These areas include the Main Street plaza area from Las Cruces Ave. to Griggs Ave. and the Civic Plaza area between Main Street and the current District Court building.

The schematic design drawings have maintained the ideas and expanded on the detail of the previous conceptual design work. Sidewalks, lighting, paving patterns, street tree and other landscape locations, street furnishings, as well as permanent shade structures and canopies/awnings locations and materials have been established and illustrated. The following pages will provide this schematic design level of detail in graphic form. A complete set of full size final schematic design drawings, details, sections and materials is available. Opinions of probable costs based on these schematic design drawings will be provided later in the report under a separate chapter dealing specifically with that information.





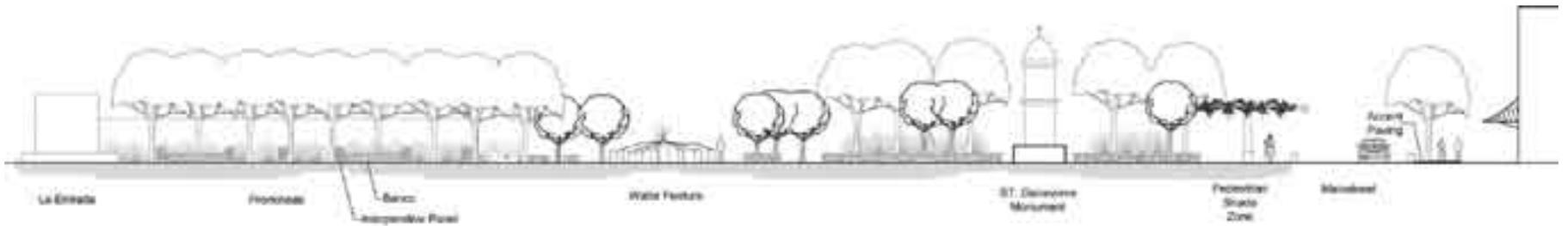


PHASE ONE MAINSTREET PLAZA PLAN



PHASE TWO CIVIC PLAZA PLAN





PLAZA SECTION FROM LA ENTRADA TO MAINSTREET



CIVIC PLAZA SECTION NORTH TO SOUTH



CIVIC PLAZA SECTION EAST TO WEST



3. Hardscape / Site Elements



BENCH



TRASH RECEPTACLE



12" X 12" MODULAR CONCRETE PAVERS



4" X 4" SPECIALTY PAVERS



BIKE RACK



PLANTER



LOCAL 'GOLD' STONE FOR WALLS/BANCOS

4. Landscape

a. Plant List

1) Plaza

Trees:

Street & Shade Trees

Chitalpa	Chilopsis x Catalpa hybrid
Arizona Ash	Fraxinus velutina
Honeylocust Spps.	Gleditsia triacanthos
Chinese Pistache	Pistacia chinensis
Holly Oak	Quercus ilex
Chinkapin Oak	Quercus muhlenbergii
Monterrey Oak	Quercus polymorpha
Texas Red Oak	Quercus texana
Heritage' Live Oak	Quercus virginiana 'Heritage'
Lacebark Elm	Ulmus parvifolia

Ornamental Trees

Sweet Acacia	Acacia farnesiana var. smallii
Silk Tree	Albizia Spps.
Texas Madrone	Arbutus xalapensis
Mexican Redbud	Cercis canadensis var. mexicana
Desert Willow Spps.	Chilopsis linearis
Cockspur Hawthorn	Crataegus crusgalli
Texas Persimmon	Diospyros texana
Fragrant Ash	Fraxinus cuspidata
Greggs Ash	Fraxinus greggii
Goldenball Leadtree	Leucaena retusa
Tree Beargrass	Nolina matapensis Wiggins
Palo Verde Spps	Parkinsonia Spps.
Aleppo Pine	Pinus halepensis
Mondel/Afgan Pine	Pinus eldarica
Honey Mesquite	Prosopis glandulosa
Screwbean Mesquite	Prosopis pubescens
Maverick' Thornless Mesquite	Prosopis glandulosa 'Maverick'



Honeylocust



Lacebark Elm



Desert Willow

Mexican Plum
 Emory Oak
 Escarpment Live Oak
 Live Oak Spp.
 Mexican Elder
 Western Soapberry
 Texas Mountain Laurel
 Mexican Buckeye
 Vitex
 Palm Yucca

Prunus mexicana
 Quercus emoryii
 Quercus fusiformis
 Quercus virginiana 'Heritage'
 Sambucus mexicana
 Sapindus saponaria
 Sophora secundiflora
 Ungnadia speciosa
 Vitex angus-castus
 Yucca torreyi



Mexican Buckeye



Palm Yucca

Shrubs, Vines, Grasses, Cacti, and Groundcovers:

Landscape and Planter areas-

Acacia Spps.
 Agastache Spps.
 Agave Spps.
 Allium Spps.
 Desert Honesuckle
 Starn-Thompson Broom

 Desert Broom Spps.
 Woolly Butterfly Bush
 Black Dalea
 Sotol
 Hummingbird Bush

 Turpentine Bush
 Boothill Eupatorium
 Blue Spurge
 Blue Fescue
 Ocotillo

Acacia Spps.
 Agastache Spps.
 Agave Spps.
 Allium Spps.
 Anisacanthus Spps.
 Baccharis hybrid
 'Starn' Thompson
 Baccharis Spps.
 Buddleja murrubiiifolia
 Dalea Spps.
 Dasyilirion wheeleri
 Epilobium canum var. latifolia
 'Catalina'
 Ericameria laricifolia
 Eupatorium greggii
 Euphorbia polychroma
 Festuca ovina 'Glaucua'
 Fonquieria splendens



Desert Broom



Agave



Whirling butterflies
 Creeping Geranium
 Red, Yellow Yucca
 Hibiscus
 Perky Sue
 Yaupon Holly
 Lantana
 Texas Sage Spps.
 Lavender Spps.
 Honeysuckle
 Monkey Flower
 Giant 4' O'Clock
 Miscanthus
 Muhly Spps.
 Catmint
 Oleander Spps.
 'Siskyou' Pink Promrose
 Primrose
 Fountain Grass
 Penstemon Spps
 Prostrate Sumac
 Austrian Copper Rose
 Rosemary Spps.
 Mexican Blue Sage
 Cherry Sage
 Trident Sage
 Autumn Joy Sedum
 Senna Spps.
 Texas Betony
 Yellow Elder
 Germander
 Arizona Rosewood

Gaura lindheimeri
 Geranium sanguinea 'Album'
 Hesperalo Spps.
 Hibiscus Spps.
 Hymenoxys argentea
 Illex vomitoria
 Lantana Spps.
 Leucophyllum Spps.
 Lavandula angustifolia
 Lonicera Spps.
 Mimulus ringens
 Mirabilis multiflora
 Miscanthus Spps.
 Muhlenbergia Spps.
 Nepeta cataria
 Nerium oleander
 Oenothera speciosa 'Siskiyou'
 Oenothera Spps.
 Pennisetum Spps.
 Penstemon Spps.
 Rhus trilobata 'Prostrata'
 Rosa foetida bicolor
 Rosmarinus Spps.
 Salvia chamaedryoides
 Salvia greggii
 Salvia x Trident
 Sedum 'Herbstfreude'
 Senna Spps.
 Stachys coccinea
 Tecoma Stans
 Teucrium canadense
 Vauquelinia californica



Honeysuckle



Red & Yellow Yucca



Fountain Grass



Catmint



Giant Four O'Clock



Cherry Sage

Banana yucca
Blue Yucca
Beaked Yucca

Yucca baccata
Yucca rigida
Yucca rostrata

Turf-

Hybrid Bermuda, Texas Bluegrass, Fescue

Vines at Shade Structures-

Trumpet Vine
Wisteria
Clematis Spps
Silverlace

Campsis radicans
Wisteria sineusis
Clematis Spps
Polygonum aubertii



Banana Yucca



Blue Yucca



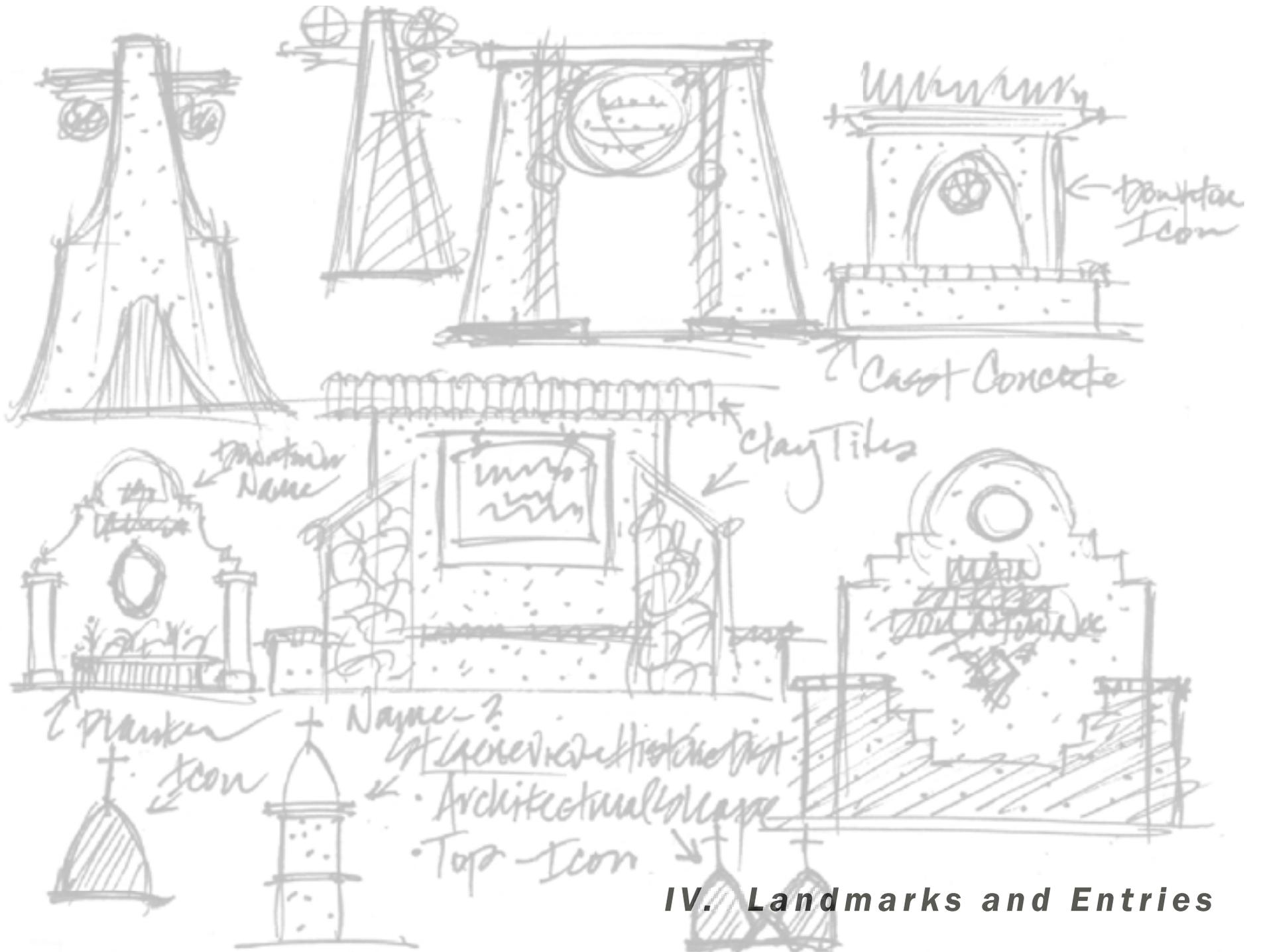
Fescue Grass



Wisteria



Trumpet Vine



IV. Landmarks and Entries

A. Concepts

Las Cruces is a great crossroads of Hispanic, Native American and American cultures, and a city diverse in rich history, culture and tradition. As one public meeting participant suggested, “this unique history should be kept in mind throughout this whole (design) process and ways should be found to mark historical sites, with narratives to teach our history to our children. This is also important for the people that are going to come visit this place because people are always interested in information about where they are. There are many sites that could be replicated, marked in some way, public art used, along with the narratives”.

Once the “heart” of the City, downtown was the commercial, economic and social center of Las Cruces. With input from residents, businesses and property owners, a new overall signage and wayfinding theme, and a new “branding and marketing” effort, we propose to return this “heart” to the people of Las Cruces.

Numerous design and concept studies were explored through research and valuable input from the Las Cruces Downtown Design Committee, selected groups of local participants, as well as important information from research and market analysis obtained from the branding and marketing consultant team. This is only the beginning of a more extensive branding and marketing program to be created by that team (Vaughn Wedeen Creative & MJB Consulting) contracted by the City of Las Cruces. All of our wayfinding design work will be coordinated with the efforts of the branding team in connection with the Las Cruces Downtown revitalization effort. One thing that is important to note is that the naming and branding efforts currently underway for downtown Las Cruces must be completed before ‘final’ signage designs can be completed and actual fabrication and installation occurs.

Proposed Gateways, ID Monuments, Historic Neighborhood Monuments, Civic Plaza Bell Tower, Pedestrian Pointer Signs/Historical Markers, and Vehicular Directional Signs are the wayfinding, signage and graphic elements the Sites Southwest Team is using to bring back a successful downtown Las Cruces. All of these elements are sure to become landmarks reinforcing the existence of the “New” downtown as a special and distinct place in the city. The character

of these landmarks, and their messages and stories, reflect and reinforce the unique qualities of Las Cruces and contribute to a “sense of place”. Expressed with unique historic references, past & present landmarks and distinct design motifs, the new landmarks visually identify downtown through the use of color, scale and location. In addition to branding and identifying downtown with a new name, these landmarks are new symbols and wayfinding guides for the downtown area, which will support a more extensive wayfinding and directional signage system.

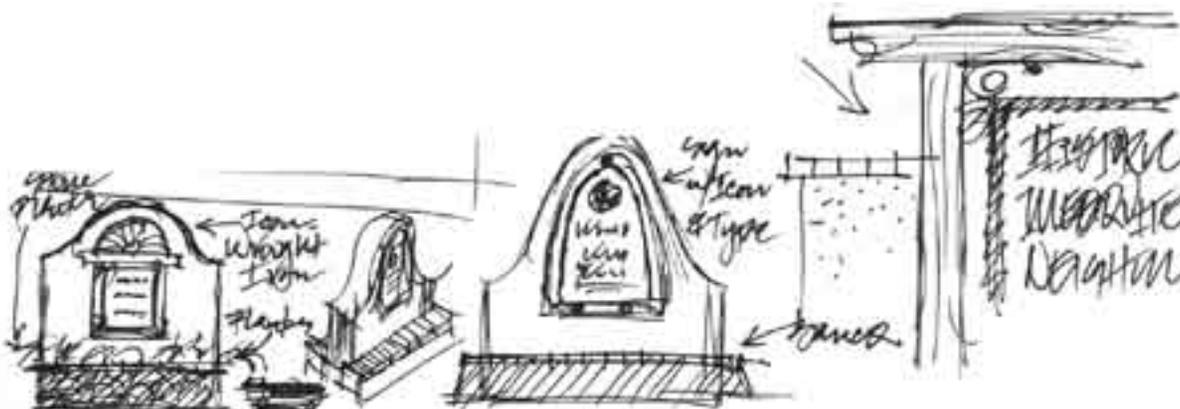
The proposed universal theme brings together two downtown historic and unique neighborhoods...Mesquite and Alameda Depot...and the downtown business, government and entertainment district. Landmarks are strategically located at entrances to the downtown area, throughout the downtown and along “pedestrian walkways”, and link the two historic neighborhoods. Alameda Depot Neighborhood is a historic residential neighborhood east of the old Atchinson, Topeka and Santa Fe Railroad depot and west of the downtown (as shown in Figure 7). The historic Mesquite Neighborhood, the original Las Cruces town-site, is east of the center of downtown. This universal theme offers the City an opportunity to reference it’s history, it’s culture, and it’s very presence in a vital way that is seen and used on a daily basis. Landmarks have historic references to downtown and the neighborhoods. Unique graphic icons reflect the history, character, and culture of each neighborhood, through the use of stylized representations of an historic element with specific architectural materials from the two different neighborhoods and downtown. The Alameda Depot Neighborhood icon, representing the American railroad culture, is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon, representing the Hispanic culture, is a traditional Hispanic “rosette” design. These graphic icons are the basis for a graphic sequence of monuments and a hierarchy of monument signage, leading from the neighborhoods and culminating in the center of downtown. The graphic elements combine to create a common theme that serve as landmarks for the downtown area and a place to bring people together. These downtown landmarks appear in the historic neighborhoods, at Main St. entrances to the downtown area, and at the proposed



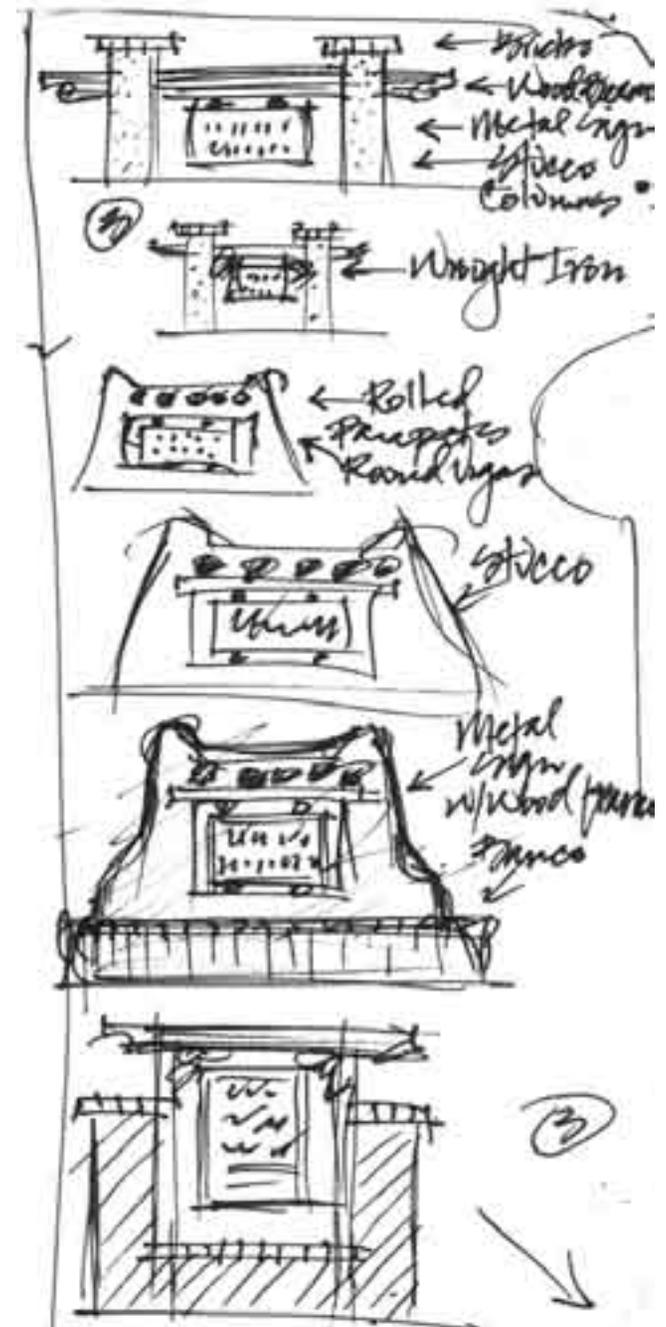
Civic Plaza. The design, materials, sizes, proportions and locations of the new landmarks reinforce an overall neighborhood/downtown theme.

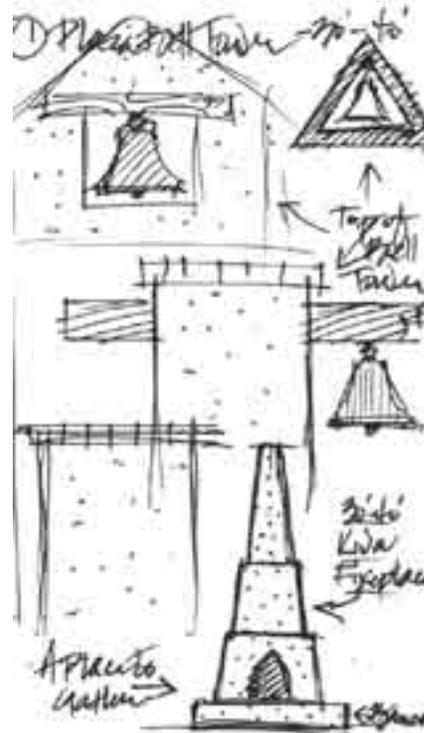
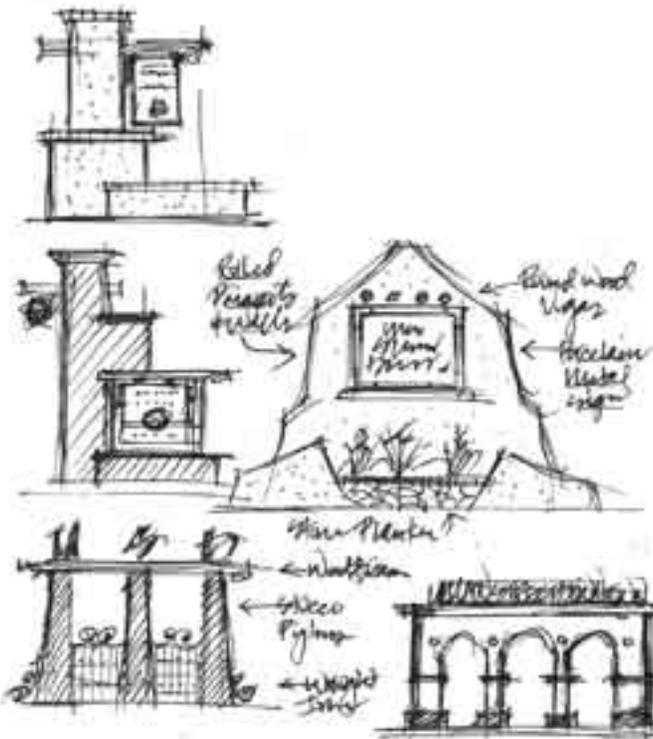
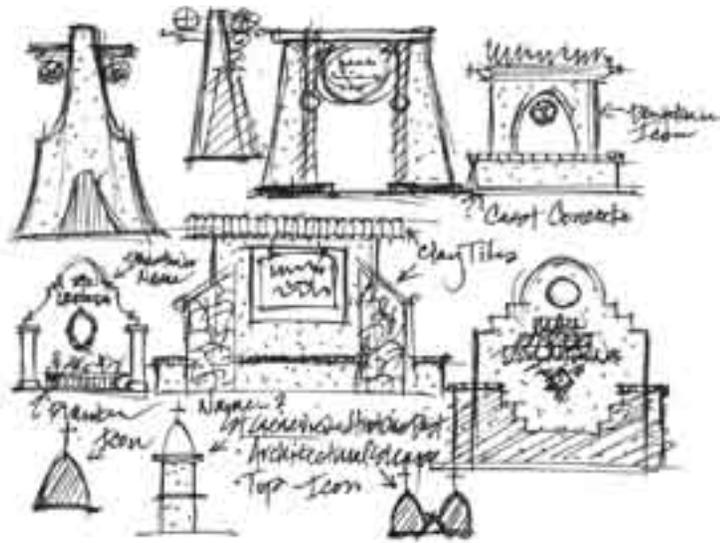
All proposed signage elements utilize southwestern and/or vibrant colors, classic forms, and quality materials for durability, ease of maintenance and cost effectiveness. Traditional materials are used where appropriate to reflect the history, culture and New Mexican architectural styles of the surrounding areas, historic neighborhoods and downtown Las Cruces. Effective lighting is achieved with internal and external lighting.

Landmarks are a major part of the downtown revitalization. There is new energy and enthusiasm in downtown and numerous opportunities for change and growth. This in turn brings potential economic development and success to Downtown Las Cruces, inviting residents as well as visitors to experience the "New" downtown. Now is the time to begin to celebrate and create a special place...a special destination.

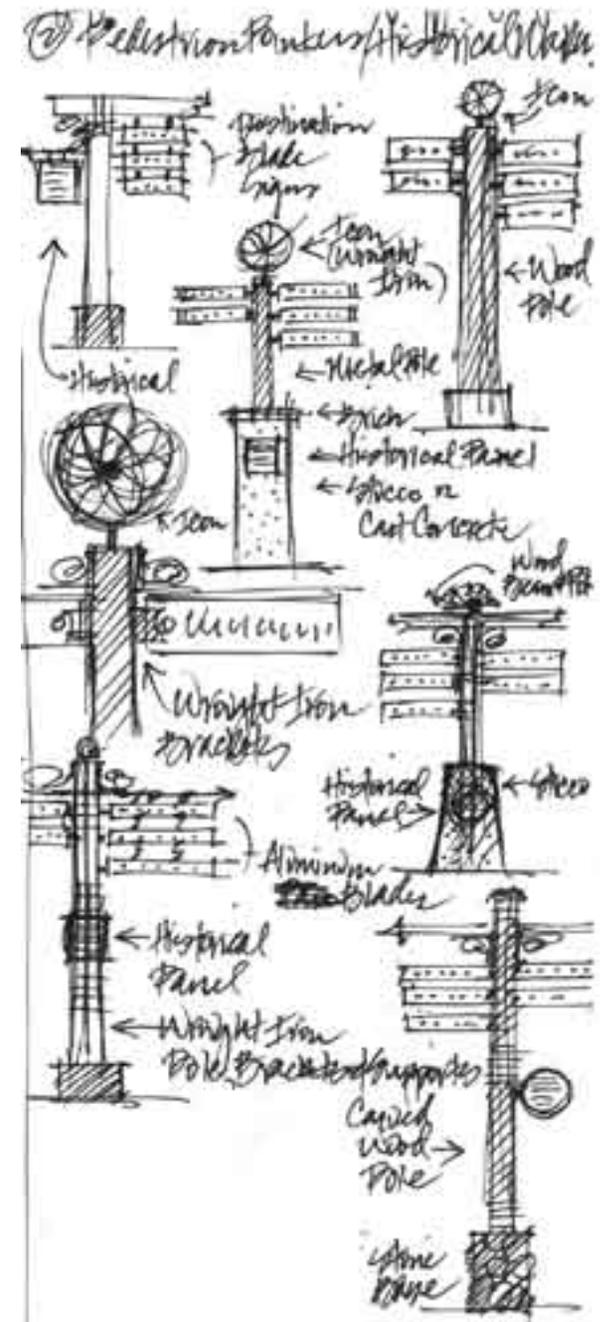


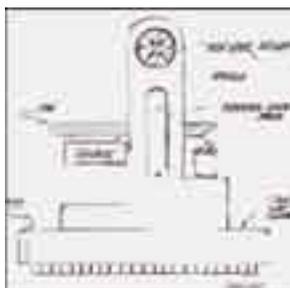
CONCEPT STUDIES





CONCEPT STUDIES





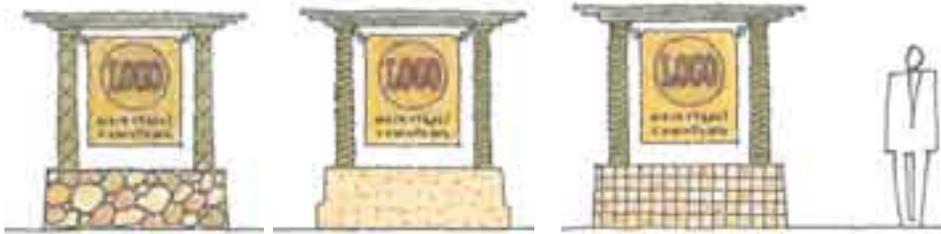
CONTEXT PHOTOS





FIGURE 7. LANDMARK LOCATION MAP

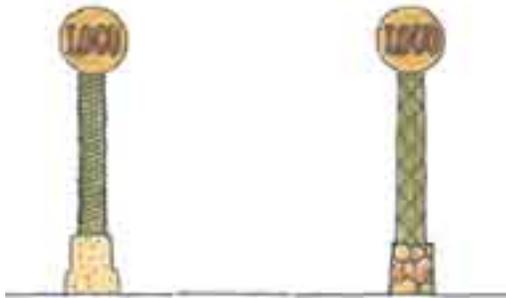
B. Schematic Design



1. Downtown Gateway ID Monument

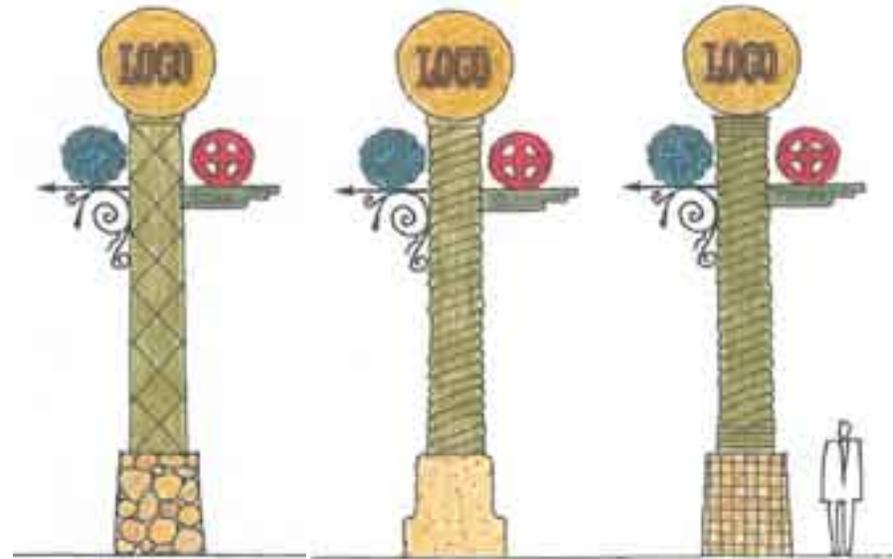
a. Style 1-Versions 1, 2,3 Description

Located at the north Main St. and south Main St. entrances to the downtown area, proposed identity entry monuments will direct residents, as well as visitors, to downtown Las Cruces. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Gateway ID Monuments. The monuments help to identify the downtown area and are part of a new “branding and marketing” effort for downtown Las Cruces.



b. Style 2-Versions 1, 2 Description

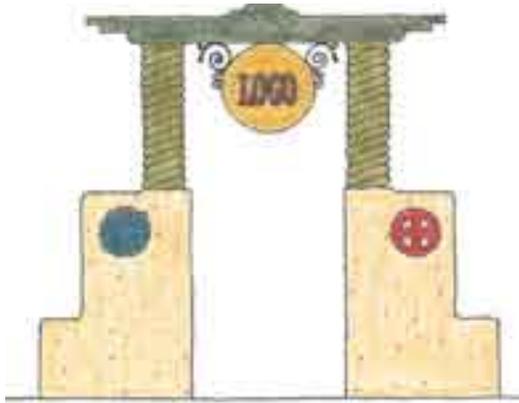
Located at the north Main St. and south Main St. entrances to the downtown area, proposed identity entry monuments will direct residents, as well as visitors, to downtown Las Cruces. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Gateway ID Monuments. The monuments help to identify the downtown area and are part of a new “branding and marketing” effort for downtown Las Cruces.



2. Downtown Core ID Monument

a. Style 1-Versions 1, 2, 3 Description

Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is also applied to the signage surface of the Downtown Core ID Monuments.



b. Style 2-Versions 1 and 2 Description

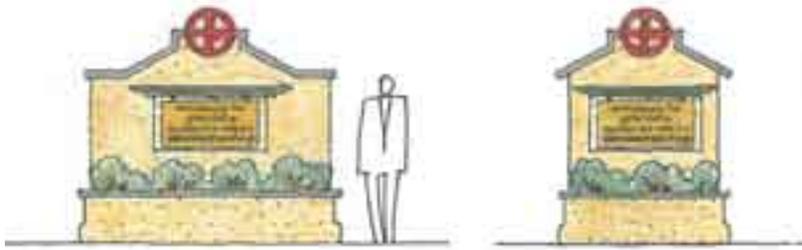
Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Core ID Monuments.



c. Style 3-Versions 1, 2, 3, 4, 5 Description

Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Core ID Monuments.

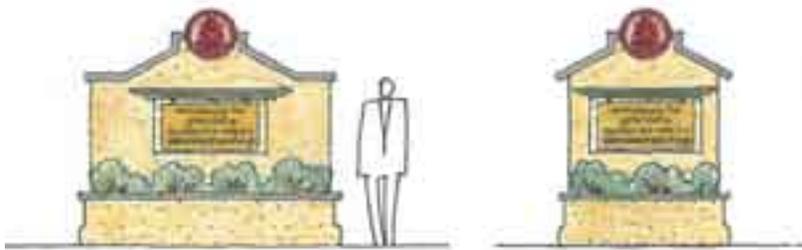




3. Alameda Depot Neighborhood ID Monument

a. *Style 1-Version 1, Style 2-Version 1, Style 3-Version 1, Style 4-Version 1 Description*

Located at strategic entrances to the Alameda Depot Neighborhood, proposed gateway identity monuments inform pedestrians and vehicular traffic about the Alameda Depot Neighborhood. The monuments include hanging signage surface panels indicating neighborhood names, history and information specific to each of the neighborhoods, and a new name/identity for downtown Las Cruces is also included. The graphic icon affixed to the monuments is a stylized representation of an historic element with specific architectural materials from the neighborhood. The Alameda Depot Neighborhood icon, representing the American railroad culture, is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot.

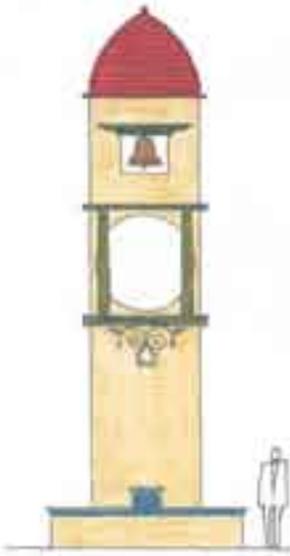


4. Mesquite Neighborhood ID Monument

a. *Style 1-Version 1, Style 2-Version 1, Style 3-Version, Style 4-Version 1 Description*

Located at strategic entrances to the Mesquite Neighborhood, proposed gateway identity monuments inform pedestrians and vehicular traffic about the Mesquite Neighborhood. The monuments include hanging signage surface panels indicating neighborhood names, history and information specific to each of the neighborhoods. A new name/identity for downtown Las Cruces is also included. The graphic icon affixed to the monuments is a stylized representation of an historic element with specific architectural materials from the neighborhood. The Mesquite Neighborhood icon, representing the Hispanic culture, is a traditional Hispanic “rosette” design.

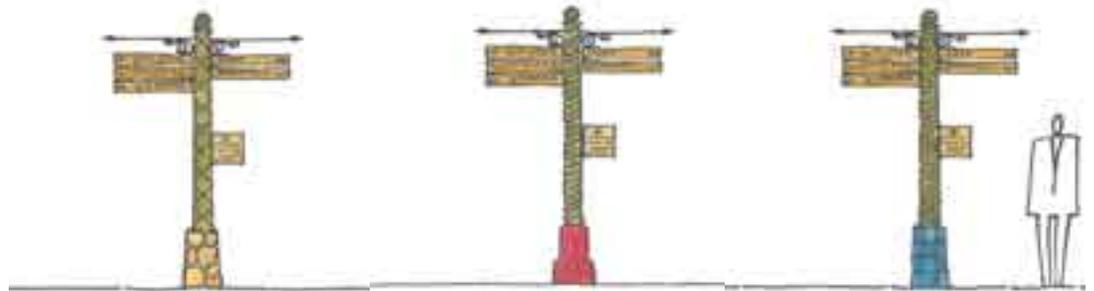




5. Downtown Plaza Bell Tower Monument

a. Style 1-Version 1 Description

Located on the southwest corner of the new Civic Plaza, at the corner of Main St. and East Griggs Ave., the proposed bell tower is a cooling tower with a unique water feature and has a 2-3 foot high cast iron bell. The bell tower and a new name/identity for downtown Las Cruces identifies and serves as a landmark for the downtown area. A bell has always been a signal for people to gather round. The bell tower will attract people to the “heart” of Las Cruces, in an area that will soon become the gathering place for residents and visitors alike: a place to relax, a place for children to play and a place to bring people together.



6. Downtown Pedestrian Pointer Sign/Historical Marker

a. Style 1-Versions 1, 2, 3, Description

Located along “pedestrian walkways”, landscaped pedestrian corridors connecting the historic Mesquite Neighborhood (and Klein Park), the historic Alameda Depot Neighborhood (and Pioneer Park), and the downtown core, proposed Pedestrian Pointer Signs/Historical Markers inform and direct residents as well as visitors of historical information and destinations of interest. A new name/identity for downtown Las Cruces is also included. Hanging sign panels include directional sign blades indicating destinations of interest and historical marker sign panels indicate historic information about downtown Las Cruces and the surrounding neighborhoods.



7. Downtown Vehicular Directional Sign

a. Style 1-Version 1 Description

Located at the intersections of Main St. & Picacho Ave., Main St. & E. Amador Ave. and Main St. & E. Lohman Ave. , proposed directional signs, hanging from traffic light armatures (like street signs), direct vehicular traffic to the downtown core. A new name/identity for downtown Las Cruces is also included.





V. Catalytic Projects

A. Concepts

After a downtown strategy and master plan has been developed, it is best to have catalytic projects identified that will help accelerate the implementation of the plan. These catalytic projects should have demonstrated market support, have the land under control and the financial feasibility shown. This is because most conventional developers will be unfamiliar with how to build, finance and market urban, mixed-use and/or higher density projects. It is important in these situations to take as much risk out of the development as possible to encourage as much interest in these pioneering projects as possible. It is a matter of making the right thing easy.

It is also best if a local Catalytic Development Company focused on the downtown could be organized. If the proper financing can be arranged and the management has a balance of entrepreneurial drive, real estate experience and civic mission, a catalytic developer in essence “pushes the fast forward button” on the revitalization process. Examples of catalytic development firms include Centre City Development Company (separate city agency with significant autonomy) in downtown San Diego, River City Partners (non-profit company) in downtown Chattanooga and the Historic District Improvement Co (for-profit/non-profit joint venture) in downtown Albuquerque. Having a Las Cruces-based Catalytic Development Company to take one or all of the projects identified is generally the best way to kick off the revitalization process quickly.

The three catalytic projects described below are a result of the following factors which were discussed at the community design charrette:

- As outlined above, market research and consumer research identified the preliminary areas of opportunity where there was pent-up demand for new real estate development.
- The existing assets of downtown were identified, with a cluster of assets on the north end of Main Street in downtown, such as two museums, two and soon to be three live performance venues, The COAS bookstore and coffee shop, art galleries, the office supply store, etc. This is the most active portion of Main Street today.
- Land ownership patterns were understood to see where site control could

be achieved.

- During the charrette, the character of each of the three streets going north/south through downtown was determined to be:
 1. Church Street will be a dignified, government office street with the existing post office, the existing Magistrate Court, the current and planned Federal buildings and the possible new City Hall, which has been proposed at the terminus of the street so as to create *the* “picture postcard” view for the City.
 2. Main Street will be the urban entertainment street with specialty retail, cinemas and restaurants joining the existing assets mentioned above. In addition, the second floor of existing and new space will either be artists work lofts or housing.
 3. Water Street will be a quieter, residential street with moderate density housing up to the sidewalks and the maximum use of front steps for access to provide more architectural interest and to activate the street with the comings and goings of residents and their guests.
- The major civic focal point of the downtown, the new plaza, was planned to take the place of the current Bank of the West drive-up. This will be the home of the Farmer’s Market and other important community gatherings.

Taking these factors into consideration, the catalytic projects which seemed to have the greatest potential were determined to be the following:

1. The Main Street Theater Block
2. Bank of the West Condominium Conversion
3. Rental Apartments

The following are summaries of each of the three request for qualification (RFQ) that have been prepared for distribution to the development community. Additional financial information regarding the three catalytic projects can be found in the Appendix Section VIII.C.



B. Final Catalytic Project Packages

1. Catalytic Project #1 / Main Street Theater Block

The City of Las Cruces, in conjunction with Las Cruces DOWNTOWN, is pleased to ask for requests for qualifications for an approximately 65,520 square foot site on the north entrance of the revitalizing downtown on Main Street. The Las Cruces revitalization process has been underway for 3 years. The recently adopted Downtown Master Plan calls for:

- the reopening and new streetscape for Main Street,
- the development of a plaza,
- building parking garages,
- converting a one-way couplet into two-way streets, among many other improvements.

The Master Plan is a comprehensive approach to insure that various projects, such as the Theater Block, are part of a strategy that re-enforces the implementation of the overall plan. The Master Plan has been developed following the principles outlined in the Brookings Institution paper entitled “Turning Around Downtown: Twelve Steps to Revitalization”, which is enclosed in the Appendix.

The Master Plan was developed based upon market research conducted by the nationally renown consulting firm, Robert Charles Lesser & Co., so as to insure that the plan was market-driven. The market study, found that there was pent-up demand for 6-8 state-of-the-art movie screens and for specialty retail and restaurants. The study found that the Las Cruces market had an abundance of national retail and restaurant chains but few unique, specialty retail and restaurants, since there are only a couple places where this kind of retail prefers to locate, such as a walkable downtown. The in depth market study is available upon request.

The market study and Master Plan determined the best location for the theater block project was at the entrance to Main Street, anchoring the northern section of downtown and providing a visual beacon to visitors. In addition, there is a near-term concentration of urban entertainment, retail and restaurant venues on the north end of Main Street starting at the new plaza. These include three live theaters, including the newly renovated Rio Grande Theater, two and potentially three city-owned museums, the finest and largest used bookstore in the Southwest, restaurants and other retail. The goal is to quickly create a critical mass of urban entertainment within walking distance.

Following the market study, there are some images of what the theater block might look like. It is important to note that the 6-8 screen theater, which is an inward looking use, has been designed to be “buried” behind liner buildings, placed around the theater box so as to have a continuous pedestrian-friendly streetscape. This is similar to the Century Theater Block at 1st and Central Avenue in downtown Albuquerque.

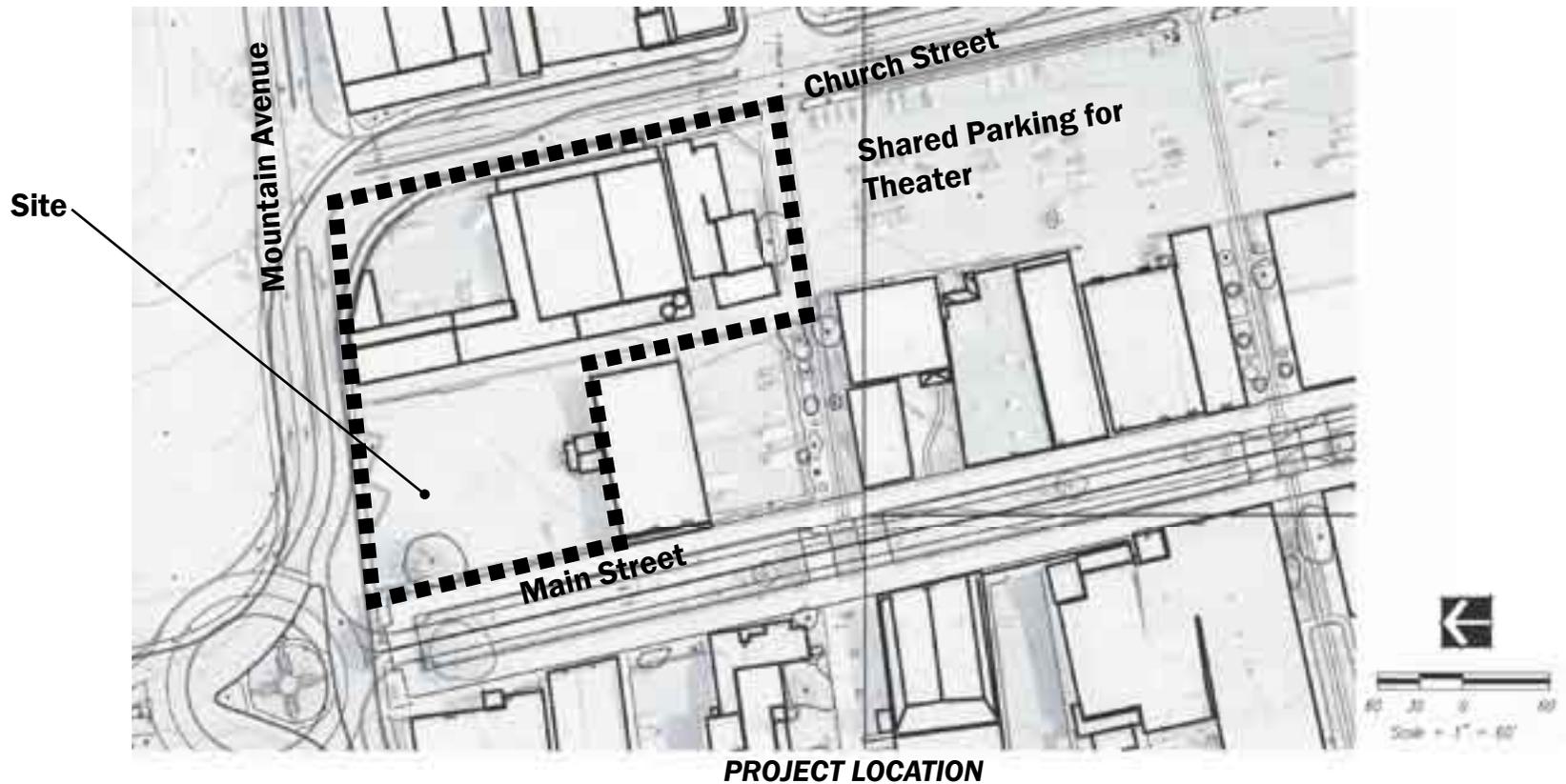
This package also includes a draft financial projection of the project’s feasibility.



The City of Las Cruces will invest the value of the land and provide guaranteed, free customer and employee parking for the life of the project. Initially, the parking will be at-grade, however, as the revitalization process picks up momentum, it is likely that structured parking will take its place. The parking commitment by the City will be binding when that parking is at-grade, structured and during the construction process of the structured parking.

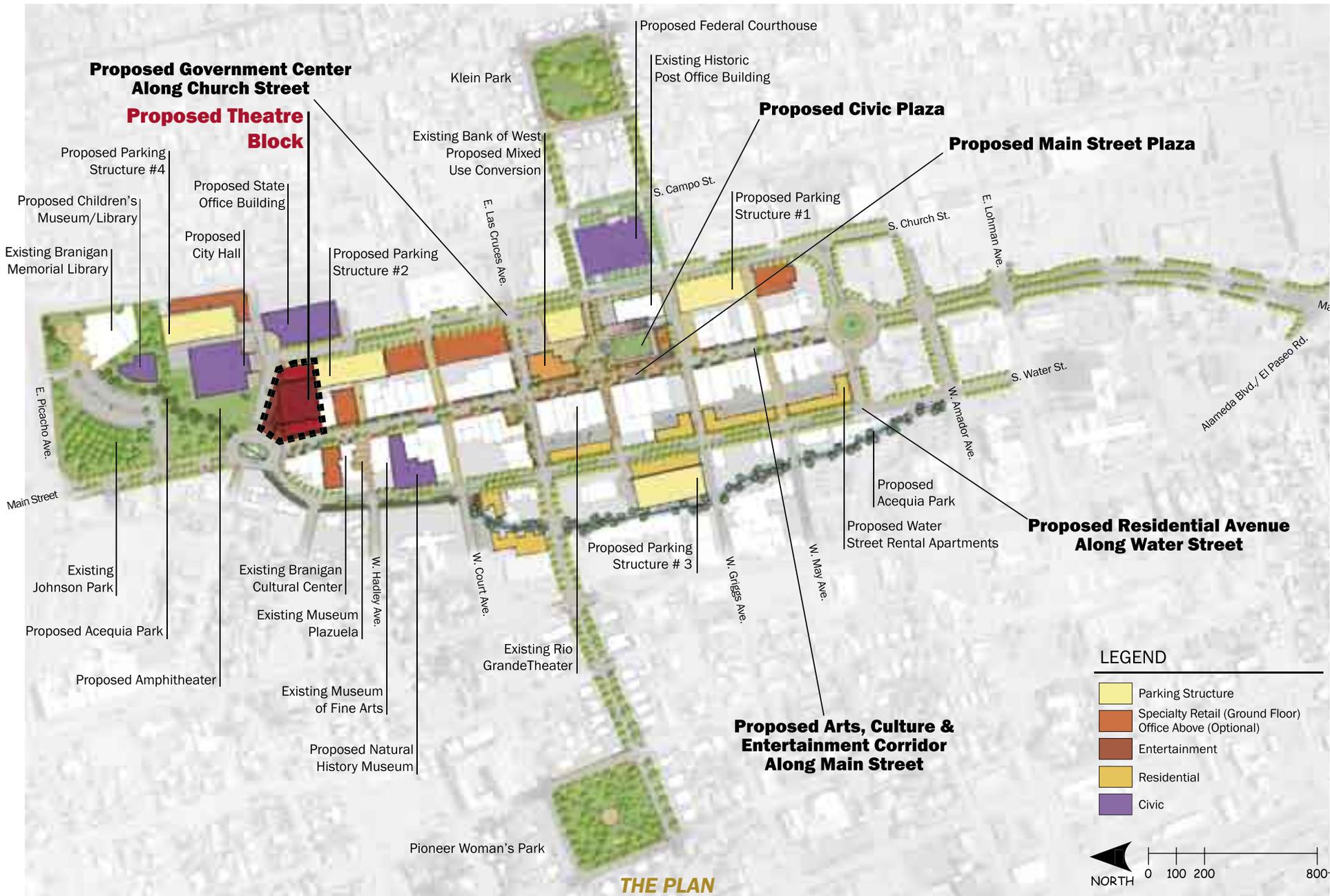
The City would like to partner with a real estate developer for the development of this project. The City is not looking for short-term financial return for the investment of land and parking but would be open to some form of long-term participation in a manner to be suggested by the developer partner. However, there will not be tax-abatement available due to the need for the use of tax-increment financing for the infrastructure improvements required to implement the Master Plan.

We welcome your partnering with the City in this development opportunity. We recognize that the successful developer needs to make a handsome financial return for undertaking such a project. Having the City as a partner in the project, regardless of when any financial participation is received, insures that our financial incentives are aligned. We hope you will consider taking advantage of this opportunity and participate in the revitalization of downtown Las Cruces.



PROJECT LOCATION





THE PLAN

LEGEND

- Parking Structure
- Specialty Retail (Ground Floor)
Office Above (Optional)
- Entertainment
- Residential
- Civic

NORTH

0 100 200 800

a. Project Description

Located on the southeast corner of Main Street and the soon-to-be re-established Mountain Avenue where the pedestrian mall now begins on the north, the project could anchor the north side of the Main Street entertainment district and act as an architectural beacon for the revitalization of downtown. This project would be a 30,000 square foot, 8 screen movie-theater that would be behind “liner buildings” that would “bury the box”. The only part of the theater seen from the street would be the architecturally significant entrance and the blade sign. On the Main, Mountain and, possibly, Church Streets sides of

the development, there could be one-story liner buildings with specialty retail and restaurants. The parking could be in a to-be-built City parking garage to the southeast of the building within close proximity. There would need to be validated parking provided for the patrons if this was paid parking. The site will need to be acquired by the city and dedicated to the project as a buildable site (demolish the buildings, clean up any environmental issues and make the site ready for building).



**CINEMA/MAIN STREET PERSPECTIVE
LOOKING SOUTH ON MAIN STREET FROM PICACHO**



A1 SCHEMATIC GROUND FLOOR PLAN - THEATRE BLOCK

PROJECT NAME: LAS CRUCES DOWNTOWN
 DATE: 6/22/2005

THE DESIGN GROUP
 ARCHITECTS · PLANNERS · INTERIOR DESIGN
 202 CENTRAL AVENUE SE SUITE 200
 ALBUQUERQUE, NEW MEXICO 87102
 PHONE: 505.242.6880 FAX: 505.242.6881

Las Cruces Downtown Theater Block*
Mixed Use Commercial Development

Project Costs

Total Development Costs	5,067,073
Contribution of Land by City	(300,000)
Purchase of Theater Shell by Operator	(2,623,934)
A. Net Development Costs	2,143,139

Project Value

Project Net Operating Income	228,000
Market Capitalization Rate	10.0%
B. Project Capitalized Value	2,280,000

Economic Feasibility GAP	136,861
(B - A -- Positive Values Imply Feasibility)	

* More financial information on this project can be found in Section B. of the Appendix.

FINANCIAL SUMMARY



2. Catalytic Project #2 / Bank of the West Condominium

The City of Las Cruces, in conjunction with Las Cruces DOWNTOWN, is pleased to ask for requests for qualifications for the conversion of a 34,000 square foot office building into a mixed-use commercial/residential condominium at the southeast corner of Main Street and Las Cruces Street in the revitalizing downtown. This Las Cruces revitalization process has been underway for 3 years. The recently adopted Downtown Master Plan calls for:

- the reopening and new streetscape for Main Street,
- the development of a plaza, immediately adjacent to this project,
- building parking garages,
- converting a one-way couplet into two-way streets, among many other improvements.

The Master Plan is a comprehensive approach to insure that various projects, such as the bank conversion, are part of an integrated plan that re-enforces various pieces of the overall plan. The Master Plan has been developed following the principles outlined in the Brookings Institution paper entitled “Turning Around Downtown: Twelve Steps to Revitalization”, which is enclosed in the Appendix.

The Master Plan was based upon market research conducted by the nationally renown firm, Robert Charles Lesser & Co., and supplemented by consumer research by Research & Polling, the largest opinion research firm in the Southwest. The consumer research, based upon phone interviews of over 400 income-qualified households in Las Cruces, sought to determine the interest in living and owning a condominium in downtown. The reason consumer research was required is because there are no comparable projects in the market. The consumer research showed that 10% of those surveyed in a telephone poll in January of 2005 making over \$75,000 were likely or very likely to buy a condominium in the Bank of the West building today, if it was offered. That translates into 400 households that would be the target market.

The market study and Master Plan determined the best location for the new plaza, which will be the heart of the city. It was placed immediately adjacent to the Bank of the West Building, where the current drive-thru windows are, insuring a major amenity for the Bank building residents and commercial users for decades to come. In addition, there is a near-term concentration of urban entertainment, retail and restaurant venues on the north end of Main Street starting at the plaza. These include three live theaters, including the newly renovated Rio Grande Theater across the street from the bank building, two and potentially three city-owned museums, the finest and largest used bookstore in the Southwest, restaurants and other retail. The goal is to quickly create a critical mass of urban entertainment within walking distance.

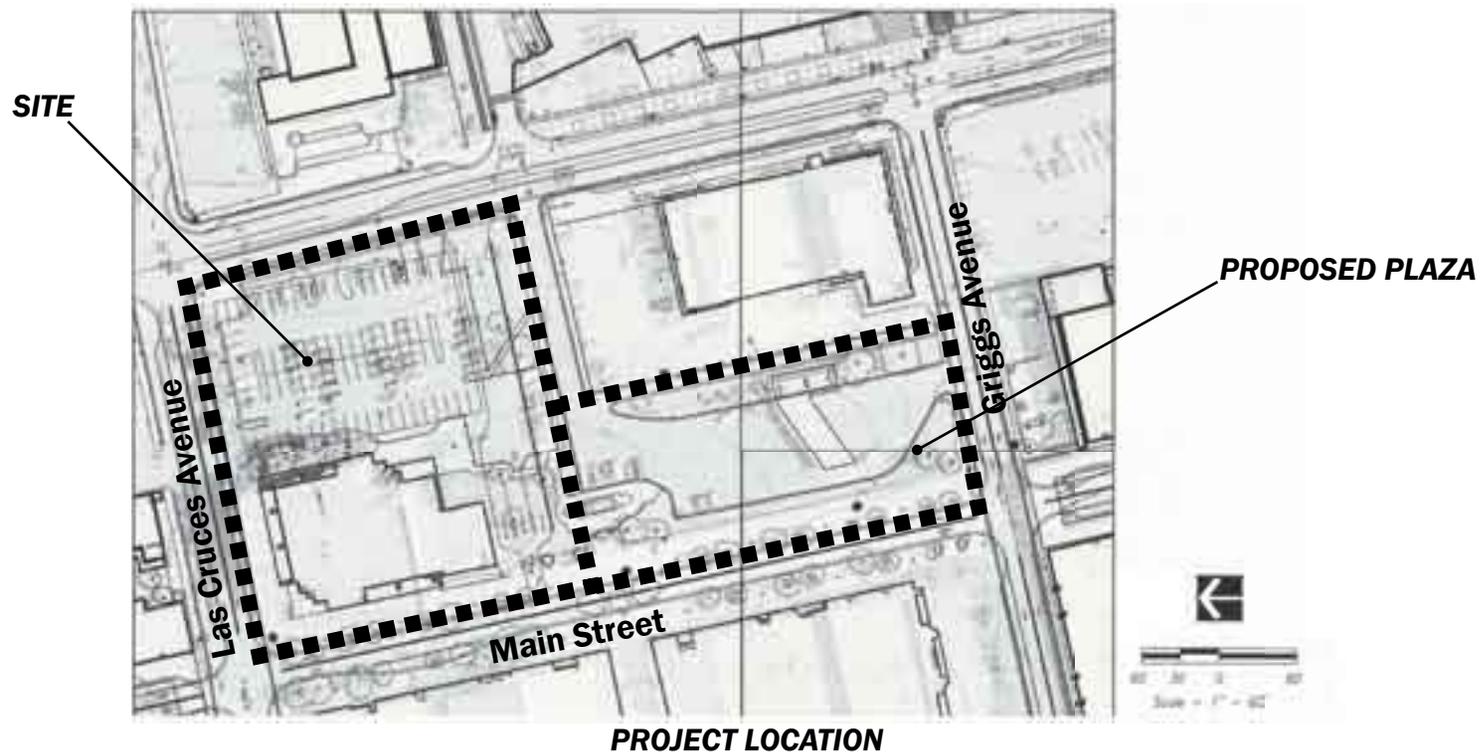
The deal structure that is being contemplated is for the developer to buy the building from the Bank of the West. At the closing, there will be simultaneous closings of the sale of a portion of the 1st floor *back* to the Bank of the West for their downtown branch, the commitment to build them a new drive-thru immediately adjacent to their branch and the sale to the City of the existing drive-thru for the new plaza. There will have to be an arrangement for the Bank to be able to use the existing drive-thru until the new facility is completed. After the closing, the developer will converted the rest of the building to condominiums (a commercial condominium on the balance of the first floor and residential on the second and third floor). The basement is proposed to be converted to underground parking for the residential owners. While there will be a need for limited surface parking for the bank customers, the rest of the parking for the project will be handled in City-owned lots or on the street.



A potential upside of the project is that the existing surface parking lot, totaling approximately 33,250 square feet, on Church Street will be available for a future development opportunity by the developer, taking advantage of the hoped-for success of the bank conversion.

The City is looking for a developer for this opportunity. The City will provide free parking for employees of the businesses on the first floor of the building off-site within no more than two blocks for the length of the project's life. The City will also commit to purchase the existing drive-thru, offering a \$1 per month leaseback to the Bank of the West while the developer builds the new drive-thru, which will then be converted into the plaza.

If you are interested, there is more detailed project related data toward the end of this package about how to get more information and to submit a qualifications response.



a. Project Description

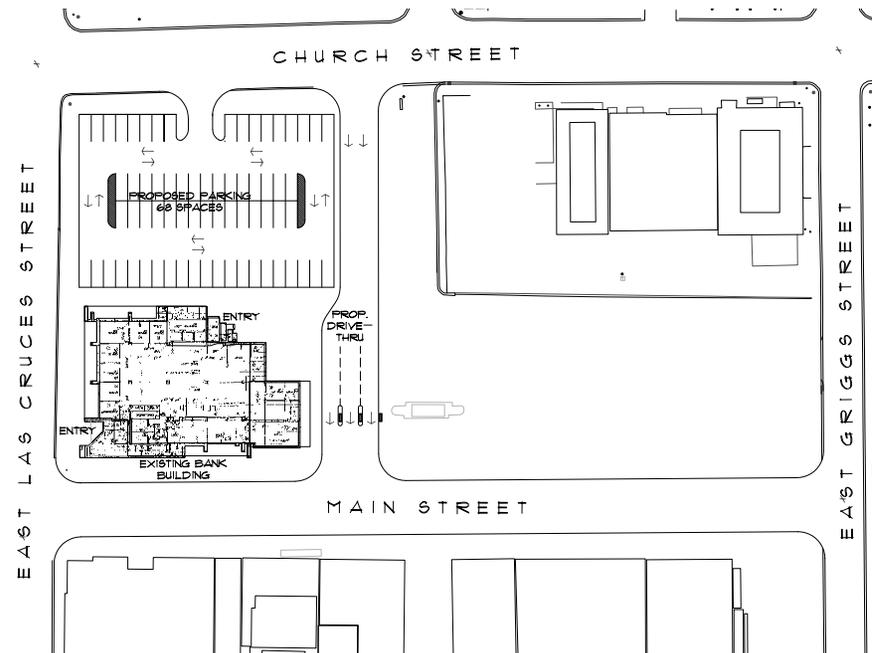
The existing Bank of the West building on Main Street offers a unique opportunity for transformation from its existing office and bank use to a mixed-use and residential conversion. This is due to the recent entrance into the Las Cruces market by the bank and their desire to not be in the real estate business. In addition, the City is planning to acquire the existing drive-up on Main Street the Bank of the West uses to develop into the new plaza.

The building could be turned into a condominium with the existing bank buying back half of the first floor and, if feasible, the construction of a new drive-through on the surface parking lot to the east, or on adjacent land to the north accessed from Church. The rest of the first floor could be sold to a restaurant that would have outdoor terraces on the north side of the building in the shade and the main entrance at the southeast corner of Main and Las Cruces Avenue. The top two floors would be converted into 10-12 spectacular for-sale residential units, all with terraces or balconies. Four of the corner units would have glass atrium rooms. The parking for the bank patrons could be surface parking near the entrance door while the bank employees would park in city garages or lots nearby. The parking for the restaurant could be on the street or in the nearby city garages or lots and would be validated. The parking for the residential units could be in the basement space of the Bank of the West Building

The building, existing parking and existing drive-through could be acquired by the developer from the bank. Simultaneously, the existing drive-through would be purchased by the City for the new plaza, though the bank would have a short-term lease for the next 4-6 months after closing. Also simultaneously the bank would buy back half of the first floor of the building for their retail banking needs and enter into a contract for the developer to build a drive-through to their specifications on Church Street, which should be ready within 4-6 months at the end of their lease with the city. The residential units would be pre-sold to the extent possible. The sales of these units would best be handled by a local developer, since many of the sales will be to current Las Cruces residents that the developer would presumably know.

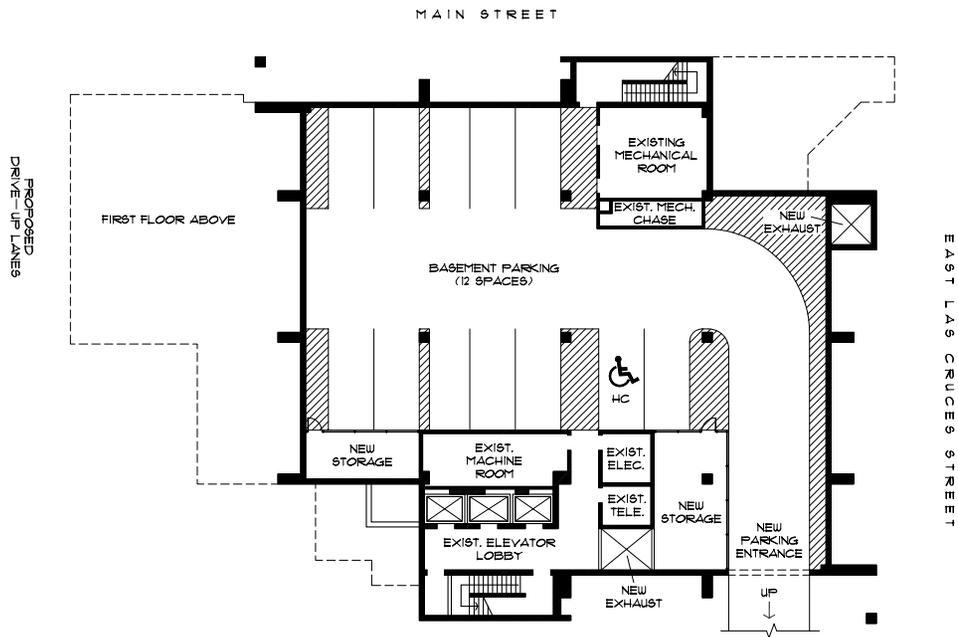


BANK OF THE WEST BUILDING

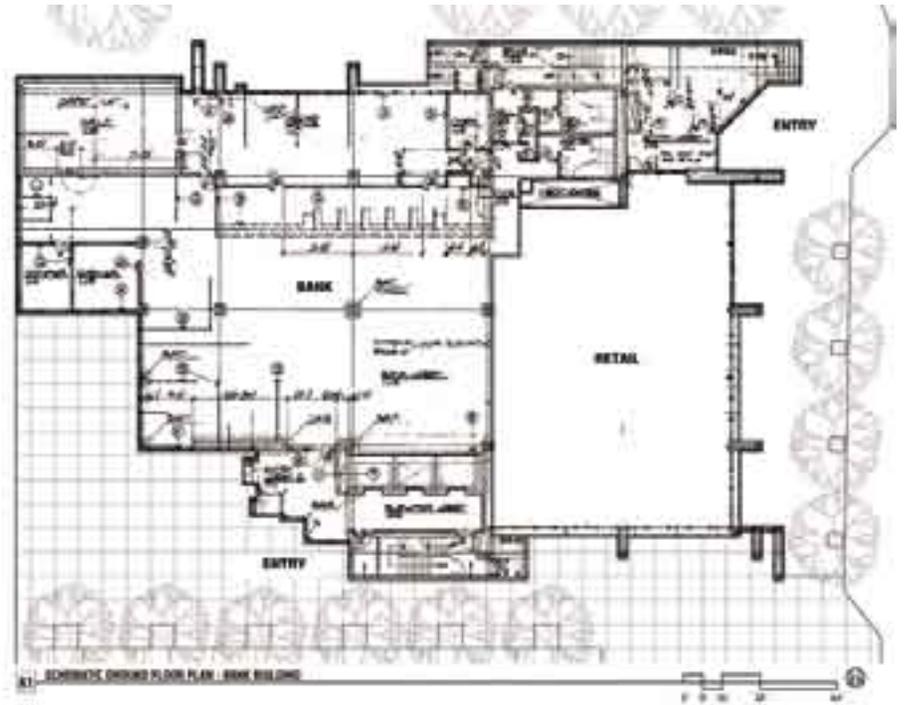


SITE PLAN





A1 PROPOSED BASEMENT PARKING
SCALE: 1/16"=1'-0"



FLOOR PLAN CONCEPTS

Las Cruces Bank Building Renovation*
Mixed Use Residential/Commercial Condominium Development

	construction period 2006	1 2007	2 2008
Development Cost	(4,854,273)		
Loan Proceeds	3,640,705		
Sale of Existing Drive-up & Land to City of Las Cruces	260,000		
Sale of new Drive-up to Bank		217,500	
Sale of 60% 1st Floor to Bank		1,106,350	
Sale of 40% 1st Floor to Restaurant			797,500
Residential Condominium Sales		1,500,000	1,870,000
Sales Commisions & Costs		(120,000)	(213,400)
	<u>(953,568)</u>	<u>2,703,850</u>	<u>2,454,100</u>
Cash Flow Before Debt			
Construction Loan Interest		(127,425)	(37,250)
Payoff Construction Loan (100% of Net Sale Proceeds in 2007)		(2,576,425)	(1,064,279)
	<u>(953,568)</u>	<u>0</u>	<u>1,352,571</u>
Internal Rate of Return:		19.1%	
NPV @ 10%:		149,326	

* More financial information on this project can be found in Section B. of the Appendix.

FINANCIAL SUMMARY



3. Catalytic Project #3 / Development of Rental Apartments

The City of Las Cruces, in conjunction with Las Cruces DOWNTOWN, is pleased to ask for requests for qualifications for the development of approximately 110 rental units of townhouse and flats on the east side of Water Street in the revitalizing downtown. The Las Cruces revitalization process has been underway for 3 years. The recently adopted Downtown Master Plan calls for:

- the reopening and new streetscape for Main Street,
- the development of a plaza,
- building parking garages,
- converting a one-way couplet into two-way streets, among many other improvements.

The Master Plan is a comprehensive approach to insure that various projects, such as the development of these rental apartments, are part of a integrated plan that re-enforces various pieces of the overall downtown revitalization strategy. The Master Plan has been developed following the principles outlined in the Brookings Institution paper entitled “Turning Around Downtown: Twelve Steps to Revitalization”, which is enclosed in the Appendix.

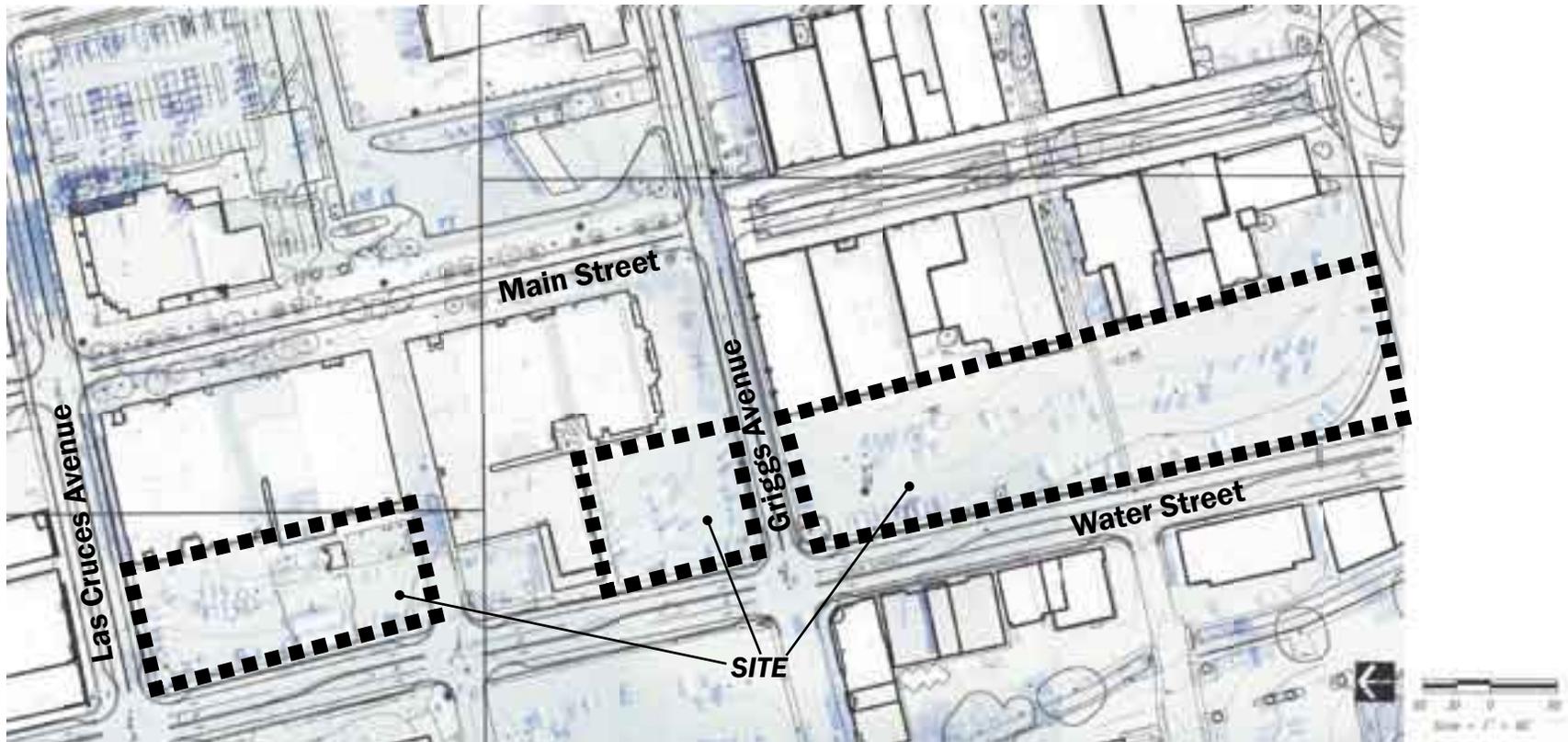
The Master Plan was based upon market research conducted by the nationally renowned firm, Robert Charles Lesser & Co., and supplemented by consumer research by Research & Polling, the largest opinion research firm in the Southwest. The consumer research, based upon phone interviews of over 400 income-qualified households in Las Cruces, sought to determine the interest in renting in downtown. The reason consumer research was required is because there are only a few comparable projects in downtown. The consumer research showed that 10% of those surveyed in a telephone poll in January of 2005 making over \$30,000 were likely or very likely to rent a luxury townhouse product in downtown today, if it was offered. That translates into 1700 households that would be the target market.

The market study and Master Plan determined that this location would be appropriate for rental housing since it is adjacent to the historic Alameda Depot housing district. In addition, the site is within walking of the concentration of urban entertainment, retail and restaurant venues on Main Street and the proposed new plaza. The urban entertainment district includes three live theaters, including the newly renovated Rio Grande Theater, two and potentially three city-owned museums, the finest and largest used bookstore in the Southwest, restaurants and other retail. The goal is to quickly create a critical mass of urban entertainment within walking distance.

The City is looking for a development partner for this project. The City is willing to invest the land into the deal and would like the developer to consider some form of back-end financial participation for the City. There will not be tax-abatement available due to the need for the use of tax-increment financing for the infrastructure improvements required to implement the Master Plan. More details about responding to this RFQ are enclosed at the end of this package.

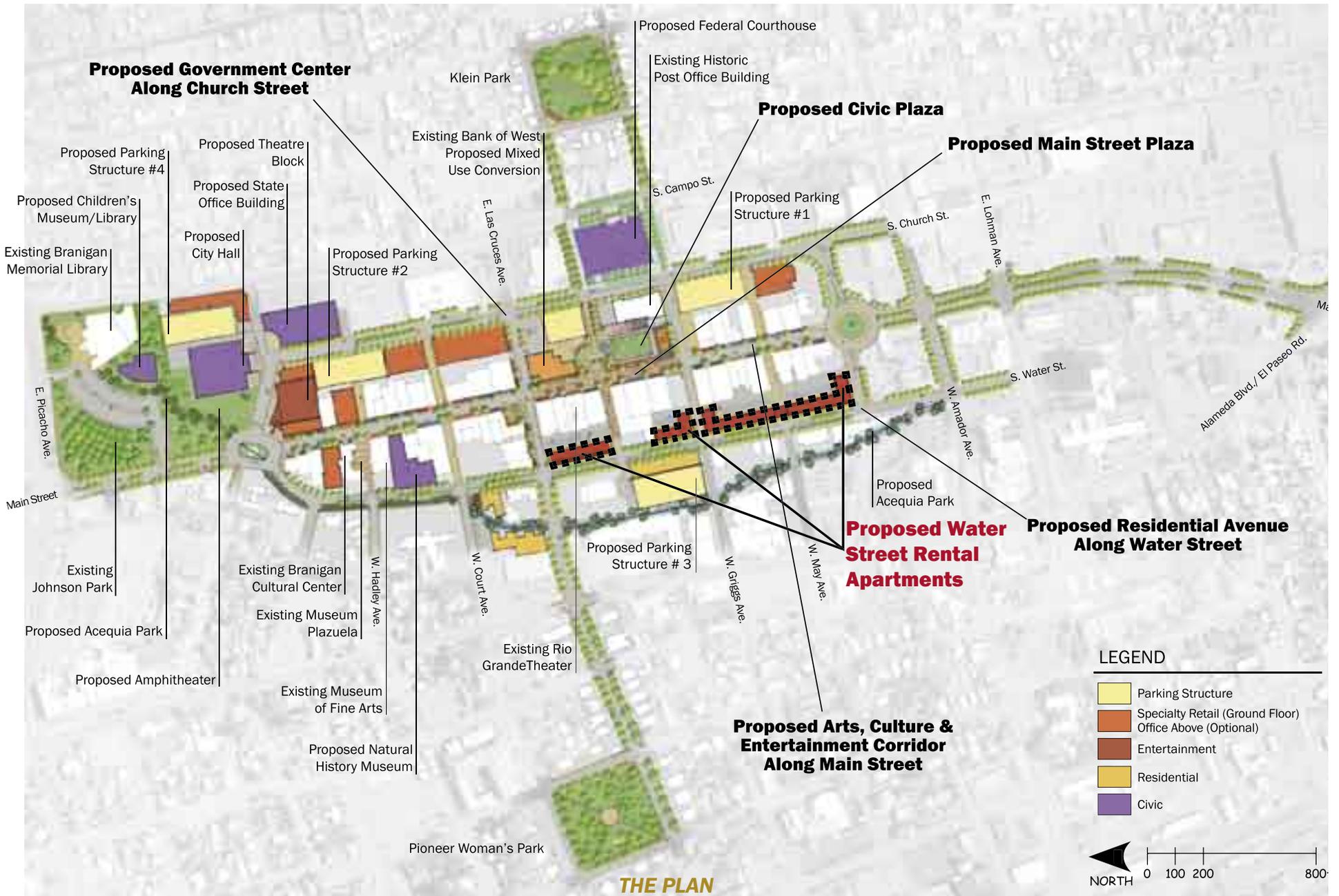


We welcome your partnering with the City in this development opportunity. We recognize that the successful developer needs to make a handsome financial return for undertaking such a project. Having the City as a partner in the project, regardless of when any financial participation is received, insures that our financial incentives are aligned. We hope you will consider taking advantage of this opportunity and participate in the revitalization of downtown Las Cruces.



PROJECT LOCATION





a. Project Description

The city-owned surface parking lots on the east side of Water Street toward the south of downtown could be developed into a combination of townhouses and “loft” flats facing Water and the side streets. There could be approximately 110 units if they were built in a three story configuration, using wood construction, on the city-owned lots. While this number of units would not be the most efficient to manage, they would probably be attractive to local and regional developers if the land was contributed at no initial cost and with back-end participation by the City. The parking could be off the alley to the east and would be a combination of tuck-under garages and secured surface parking. The streets the units face would be activated by this design and with the steps up to the apartments from the sidewalk; the efficiency would be maximized by using the sidewalk for circulation and not having to build non-rent paying hallways.



TOWNHOUSE PERSPECTIVE LOOKING SOUTH ON WATER STREET

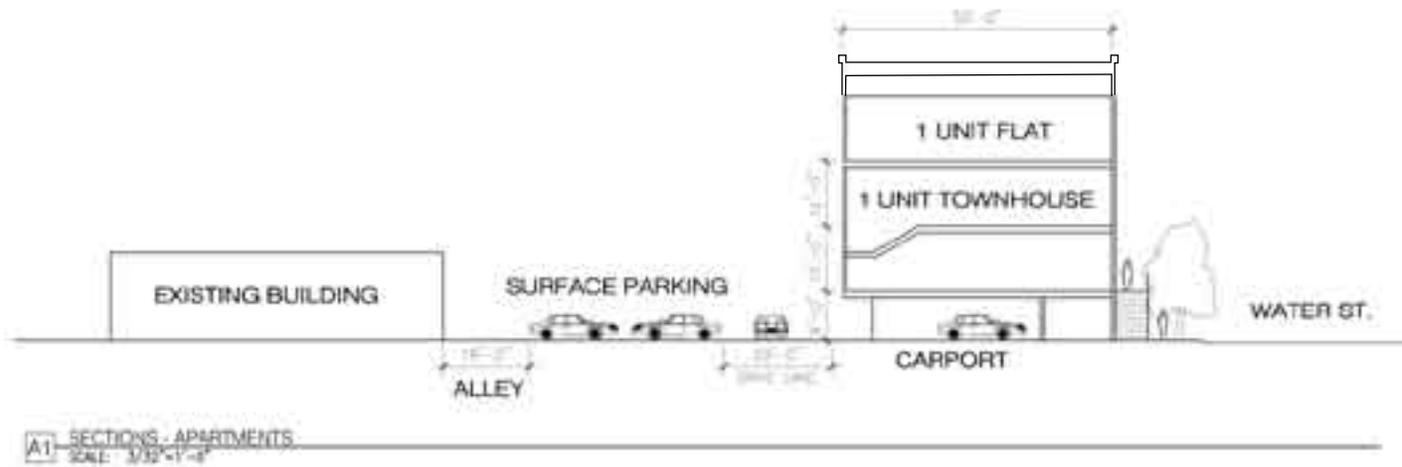




SITE PLANS



LAS CRUCES DOWNTOWN
NEW APARTMENTS



LAS CRUCES DOWNTOWN
6/22/2006

dg THE DESIGN GROUP
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS
202 CENTRAL AVENUE SUITE 200
ALBUQUERQUE, NEW MEXICO 87102
PHONE: 505.242.4980 FAX: 505.242.5187

APARTMENT BUILDING SECTION



Las Cruces Downtown Apartment Development *

Revenue increase factor: 2.0% 1st year (2007) Revenue as % of Stabilized Revenue: 70.0%
 Expense Inflation factor: 2.0% Terminal Cap Rate (yr 21): 8.0%

	construction period 2006	1 2007	2 2008	3 2009	4 2010	5 2011	6 2012	7 2013	8 2014	9 2015	10 2016
Development Cost	(9,141,628)										
Loan Proceeds	7,313,302										
City Land Contribution	800,000										
Apartment Rental Revenue		824,185	1,177,408	1,200,956	1,224,975	1,249,474	1,274,464	1,299,953	1,325,952	1,352,471	1,379,521
Other Income		17,549	17,900	18,258	18,623	18,996	19,376	19,763	20,158	20,561	20,973
Gross Revenue		841,734	1,195,308	1,219,214	1,243,598	1,268,470	1,293,839	1,319,716	1,346,110	1,373,033	1,400,493
Apartment Operating Expenses		(282,323)	(403,318)	(411,385)	(419,612)	(428,004)	(436,565)	(445,296)	(454,202)	(463,286)	(472,551)
Net Operating income	(1,028,326)	559,412	791,989	807,829	823,986	840,465	857,275	874,420	891,909	909,747	927,942
Permanent Loan Proceeds			7,313,302								
Permanent Loan Origination Fees			(73,133)								
Loan Principal & Interest (237K Const Int in Dev cost)		(475,365)	(7,850,322)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)
Cash Flow After Debt	(1,028,326)	84,047	181,836	209,154	225,310	241,790	258,599	275,745	293,233	311,071	329,266
Internal Rate of Return:		23.9%									
NPV @ 10%:		2,419,169									

	11 2017	12 2018	13 2019	14 2020	15 2021	16 2022	17 2023	18 2024	19 2025	20 2026	21 2027
Apartment Rental Revenue	1,407,111	1,435,253	1,463,958	1,493,237	1,523,102	1,553,564	1,584,636	1,616,328	1,648,655	1,681,628	1,715,260
Other Income	21,392	21,820	22,256	22,702	23,156	23,619	24,091	24,573	25,064	25,566	26,077
Gross Revenue	1,428,503	1,457,073	1,486,215	1,515,939	1,546,258	1,577,183	1,608,727	1,640,901	1,673,719	1,707,193	1,741,337
Apartment Operating Expenses	(482,003)	(491,643)	(501,475)	(511,505)	(521,735)	(532,170)	(542,813)	(553,669)	(564,743)	(576,038)	(587,558)
Net Operating income	946,501	965,431	984,739	1,004,434	1,024,523	1,045,013	1,065,913	1,087,232	1,108,976	1,131,156	1,153,779
Loan Principal & Interest	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)
Cash Flow After Debt	347,825	366,755	386,064	405,759	425,847	446,338	467,238	488,556	510,301	532,480	555,104

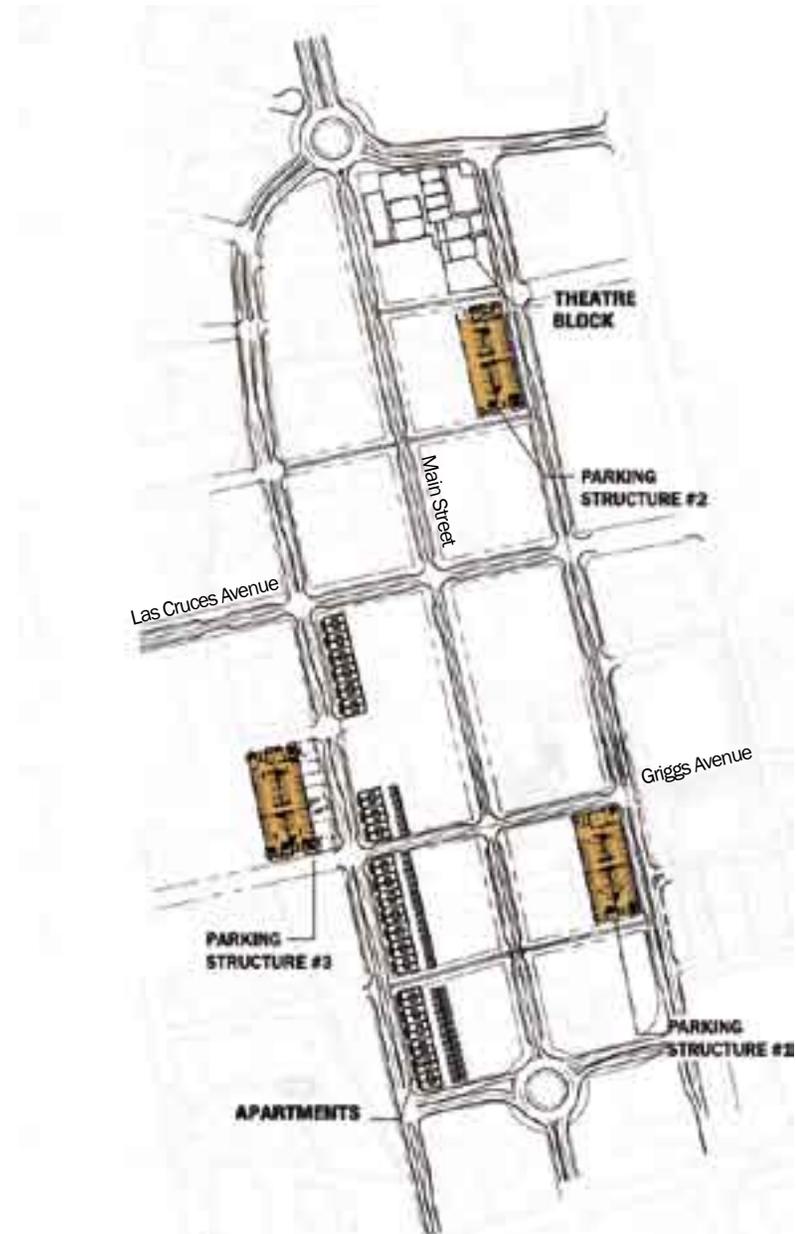
* More financial information on this project can be found in Section B. of the Appendix.

FINANCIAL SUMMARY



C. Parking Structures

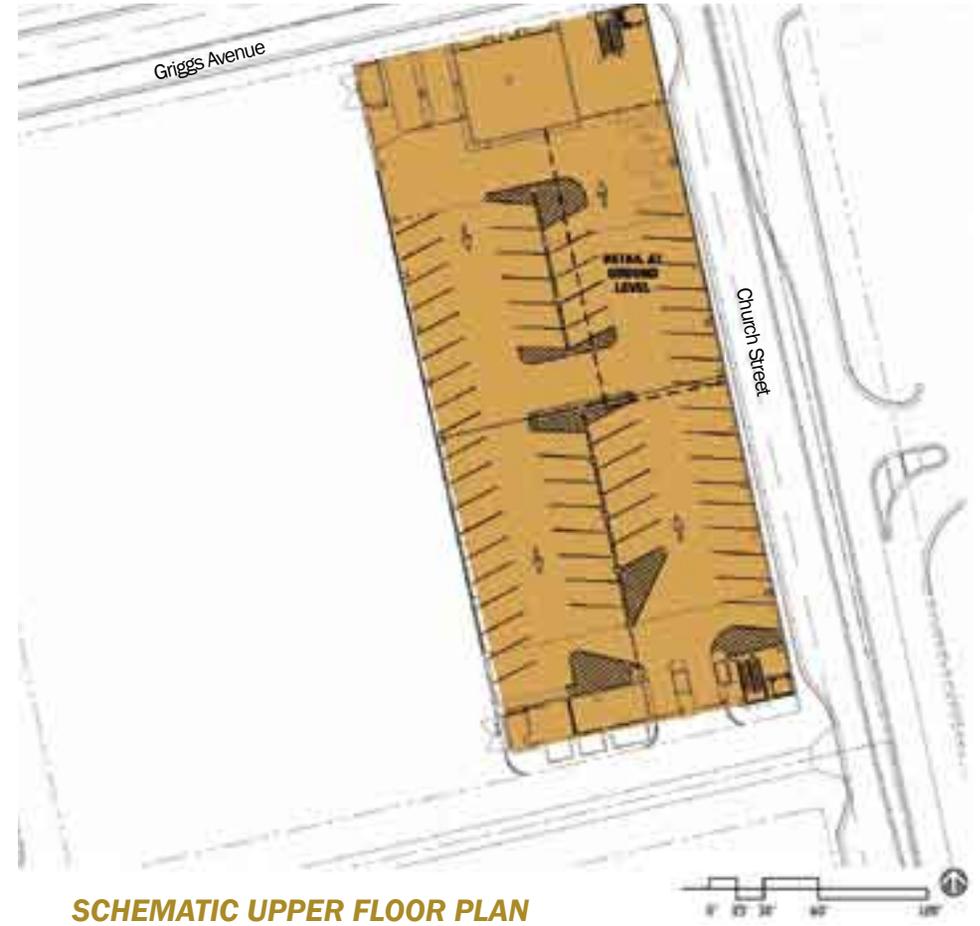
As part of the revitalization efforts for Downtown Las Cruces, three new parking structures are being proposed. All three garages contain street level retail space to energize sidewalk pedestrian activity. In addition, Parking Garage #3 contains luxury loft space on three levels above the street level retail spaces. In each case these garages are designed to incrementally replace existing surface parking lots so new infill catalytic projects can better utilize what will become precious real estate. Each new garage has been strategically located to minimize walking distances to shops, create a true “park once” urban village environment.



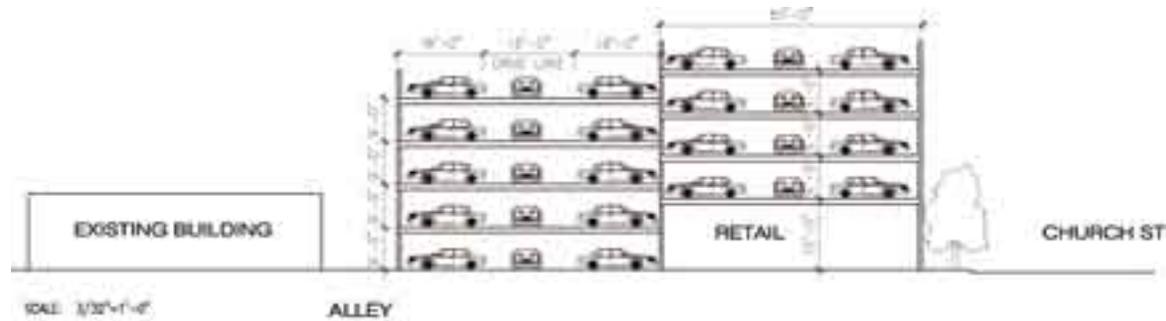
OVERALL PARKING STRUCTURE LOCATION PLAN

1. Parking Structure #1

At Church Street between Griggs and May: This garage will serve businesses on Church and Main Street between the Plaza and the new south round-about on Main. It will house approximately 325 cars and 8,000 sf of retail facing Church Street.



SCHEMATIC UPPER FLOOR PLAN



SECTION - PARKING STRUCTURE #1

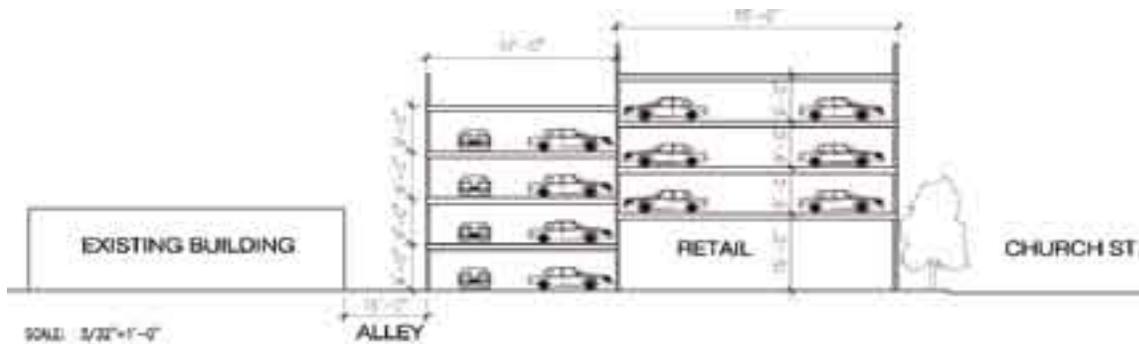


2. Parking Structure #2

At Church Street between Hadley and Court: Similar to Parking Garage no. 1, but narrower, this garage will serve businesses on Church and Main Street south to Las Cruces as well as the new multiplex movie theater on the north end of Main and Church. It will house approximately 200 cars and 8,000 sf of retail facing Church Street.



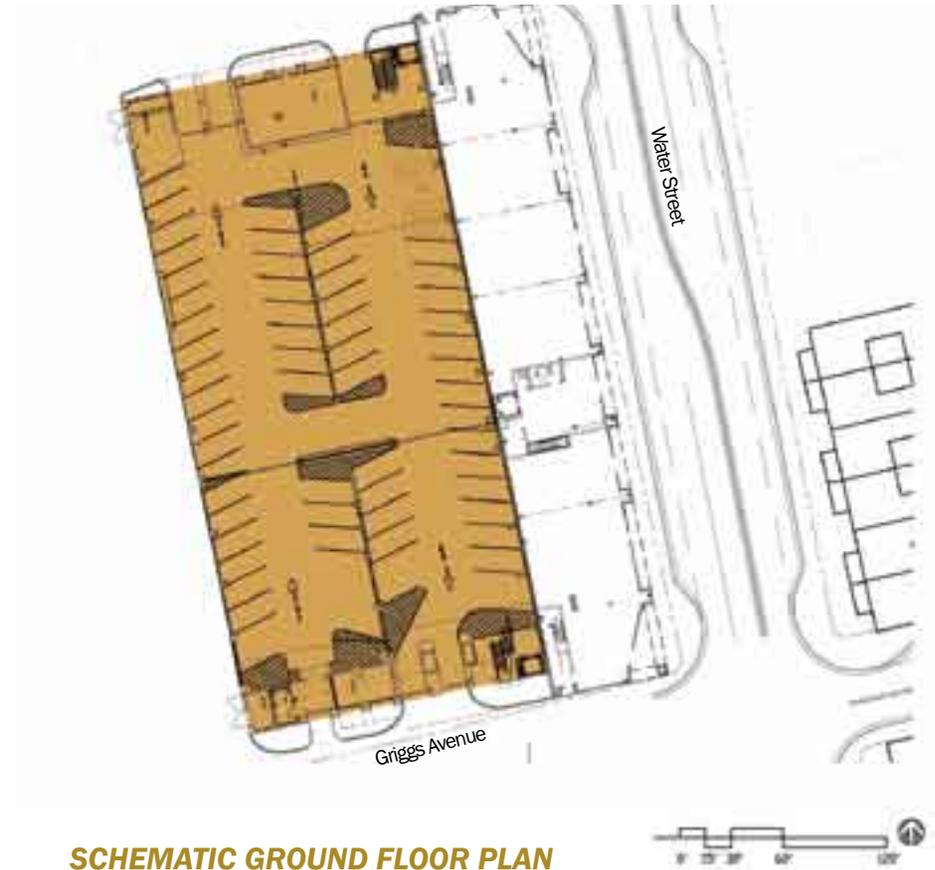
SCHEMATIC UPPER FLOOR PLAN



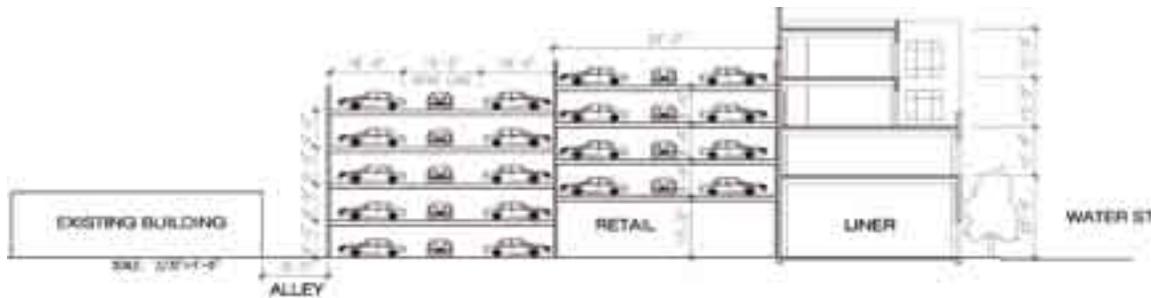
SECTION - PARKING STRUCTURE #2

3. Parking Structure #3

This parking structure is located on the northwest corner of Griggs Avenue and Water Street. This garage will serve the new attached liner building as well as the businesses near it on Water Street, Las Cruces and Griggs. It will house approximately 600 cars, 13,500 sf of retail and 40,500 sf of luxury lofts facing Church Street.



SCHMATIC GROUND FLOOR PLAN



SECTION - PARKING STRUCTURE #3







VI. Cost Estimates and Financial Options

A. Cost Estimates

Using the information developed in the schematic design process, an opinion of probable costs for this group of streetscape and plaza projects was created. For this portion of the report, costs have been organized into smaller block by block zones to facilitate flexibility in future planning efforts. Implementation scenarios with associated consolidated costs have been developed under the Phasing Strategies portion of this report, Section VII. Each zone has been organized into a matrix that includes a description of the specific type of project component and its estimated cost in both a low range and a high range. The difference between the two cost ranges estimated will provide planners additional flexibility in future project development decisions. Options for materials types and quality as well as quantities will drive the location of final costs within the ranges provided. Additionally, soft costs at 20% for design and construction phase services (design 8%, construction administration 8%, testing 2%, and survey 2%) for the project, have been included. Estimated operational and maintenance costs (parks management, public works, etc.) have also been included at 2% of construction costs for the first five years of the project. It is important that these operational and maintenance costs be considered and budgeted up front for the projects. For each year beyond the approval date of this report, it will be important to assume that costs estimates be adjusted for inflation by approximately 5% per year.

1. Downtown Utility Infrastructure

Required upgrades to the utility infrastructure are summarized below and costs associated with these work elements are included in the cost summaries except as noted below.

Dry Utilities – Electric, Telephone, Information systems: No major changes in dry utilities have been identified by the utility companies. Some infrastructure to support information functions is anticipated to be needed and relocation of some existing dry utilities is anticipated in order to accommodate the proposed improvements. Dry utilities are provided by private utility companies. As such, the cost of additions/changes to these facilities would be born by the individual

franchised utility. No costs for these features are included in the cost estimates. Coordination of the required changes will be done as part of the project design phase.

Water – The revitalization effort assumes that all water lines will be replaced at their existing sizes. Some additional lines are included in order to complete loops that are not currently in place.

Natural Gas – The revitalization effort assumes that all gas lines will be replaced at their existing sizes. Some additional lines are included in order to complete loops that are not currently in place.

Sanitary Sewer – A field survey of the sanitary sewer lines in the downtown area was conducted to determine what improvements may be needed. Generally the system appeared to be in good condition and no lines were found to be under capacity. As such no improvements to the system are recommended at this time.

Storm Drain – A field survey of the storm drain lines in the downtown area was conducted to determine what improvements may be needed. Generally the system appeared to be in good condition and no lines were found to be under capacity. Improvements to the system at this time will be limited to the addition of drain inlets and connecting pipes to direct water from the new streetscapes.

For this portion of the report, assumptions for land acquisition etc. outside of the public right of way have not been considered for areas other than for the Phase 2 plaza. These type of costs associated with the catalytic projects have been considered under that portion of the report. Additional areas would need to be considered on a case by case basis. At that time, if final design indicates a need for additional public property, the city will need to appraise affected properties and follow its standard process for real property acquisitions. It is also assumed that the existing metal shade structures along Main Street will be removed and relocated by the City of Las Cruces prior to and separate from these projects.

A detailed breakdown of the cost estimate can be found in the Appendix, Section D.

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
I. Mainstreet			
1. Picacho Avenue to North Roundabout			
TOTAL	\$986,312.00	\$1,389,245.00	
2. North Roundabout			
TOTAL	\$434,005.00	\$644,215.00	
3. North Roundabout to Las Cruces Avenue			
TOTAL	\$1,150,435.00	\$1,605,890.00	
4. Plaza Phase 1 Las Cruces Avenue to Griggs Avenue			
TOTAL	\$1,677,325.65	\$2,280,707.00	
5. Griggs Avenue to South Roundabout			
TOTAL	\$712,140.00	\$1,116,401.00	
6. South Roundabout			
TOTAL	\$356,070.00	\$550,550.00	
7. South Roundabout to Lohman Avenue			
TOTAL	\$663,663.00	\$1,130,129.00	
II. Las Cruces Avenue			
8. Church Street to Water Street			
TOTAL	\$778,635.00	\$1,283,711.00	
9. Water Street to Alameda Blvd.			
TOTAL	\$615,615.00	\$934,505.00	
10. Alameda Blvd. to Pioneer Woman's Park			
TOTAL	\$483,340.00	\$611,325.00	
III. Organ Avenue			
11. Mesquite Street Campo Street			
TOTAL	\$ 418,275.00	\$561,275.00	
IV. Griggs Avenue			
12. Mesquite Street to Campo Street			
TOTAL	\$398,970.00	\$541,255.00	
13. Church Street to Main Street			
TOTAL	\$524,810.00	\$913,770.00	



PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
V. Civic Plaza - (Inc. Organ Ave. from Church Street to Main Street)			
14. Civic Plaza			
TOTAL	\$1,864,720.00	\$2,701,270.00	
VI. Church Street - Two Way Conversion			
15. Amador to North Roundabout			Costs estimated for Roadway and Utilities Only
TOTAL	\$1,770,340.00	\$2,392,390.00	
VII. Water Street - Two Way Conversion			
16. Amador to North Roundabout			Costs estimated for Roadway and Utilities Only
TOTAL	\$1,680,250.00	\$2,259,400.00	
VIII. Callecitas			
17. Hadley			
TOTAL	\$268,840.00	\$338,910.00	
18. Court			
TOTAL	\$490,490.00	\$609,180.00	
19. May			
TOTAL	\$517,660.00	\$642,070.00	
STREETSCAPE & PLAZA TOTAL	\$15,791,895.65	\$22,506,198.00	
IX. Parking Garages			
20. Church & East May (325 cars)	-	\$5,850,000.00	5 levels inc. roof deck @ \$18k/car
21. Church & East Hadley (200 cars)	-	\$3,600,000.00	4 & 5 levels split inc. roof deck @ \$18k/car
17. Water & West Griggs (600 cars)	-	\$10,800,000.00	5 levels inc. roof deck @ \$18k/car
A. Liner Bldg (57,000SF)	-	\$8,910,000.00	
SUBTOTAL		\$29,160,000.00	
CONTINGENCY 10%		\$2,916,000.00	
TOTAL (HARD COSTS)		\$32,076,000.00	
DESIGN AND CONSTRUCTION SOFT COSTS (20%)		\$6,415,200.00	
PARKING GARAGE TOTAL	\$ -	\$38,491,200.00	



B. Financial Options

1. Infrastructure Financing

The Financial Options section of the report describes potential funding sources for various parts of the revitalization effort. The strategy for improving downtown is multifaceted, and multiple funding sources will be packaged along with private investment to accomplish the goals of the City for downtown.

The sections below list potential Federal State and local funding sources for infrastructure, housing and other public improvements. The section on project financing suggests how various financing tools could be brought together to accomplish the catalytic projects.

a. Federal Sources

1) Community Development Block Grant (CDBG).

The City of Las Cruces receives CDBG funds. The City's block grant can be used for infrastructure and affordable housing in designated neighborhoods such as the Mesquite Neighborhood.

2) HOME Investment Partnership

HOME dollars are allocated to the City of Las Cruces, as a designated participating jurisdiction. Funds can be used for: a) Owner-occupied housing rehabilitation; b) Rental housing rehabilitation; c) Acquisition of real property or residential property for rental or homeownership; d) Tenant based rental assistance; e) First time homebuyers assistance, to include non-equity frontal cost of buying a home (e.g., down-payment and closing cost assistance) and mortgage financing; or f) New construction of affordable rental housing and first-time homebuyers principal residential units.

3) Low Income Housing Tax Credit (LIHTC)

The LIHTC Program is an indirect Federal subsidy used to finance the development of affordable rental housing for low-income households. Many local housing and community development agencies are

effectively using these tax credits to increase the supply of affordable housing in their communities.

4) Transportation Equity Act (TEA-21)

At the Federal level, funding for local transportation and enhancement projects has been provided through the Transportation Equity Act. The current TEA-21 funding has expired; however, the Federal program continues to be funded on an annual basis at the same levels identified in TEA-21 until a new act can be passed. There are funding categories within the Federal transportation program that could apply to the Downtown Las Cruces projects.

As private entities invest in downtown redevelopment, it is possible that private investment could supplement public transportation funding. This assumes a private/public partnership and a combination of several funding sources to accomplish infrastructure improvements.

5) HUD funds for local CDBG loans and "floats"

Community Development Block Grants are used to finance locally determined activities and can include coping with contamination and financing site preparation or infrastructure development. Eligible activities include planning for redevelopment, site acquisition, environmental site assessment, site clearance, demolition, rehabilitation, contamination removal and construction. Also, when a grant recipient can show that previously awarded CDBG funds will not be needed in the near term, it may tap its block grant account on an interim basis, using a "float" to obtain short-term, low interest financing for projects that create jobs. Money borrowed from grants in this way may pay for the purchase of land, buildings and equipment, site and structural rehabilitation (including environmental remediation) or new construction.



6) New Market Tax Credits (Federal)

The New Markets Tax Credits (NMTC) Program permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs). Substantially all of the qualified equity investment must in turn be used by the CDE to provide investments in low-income communities. The credit provided to the investor totals 39% of the cost of the investment and is claimed over a seven-year credit allowance period. In each of the first three years, the investor receives a credit equal to five percent of the total amount paid for the stock or capital interest at the time of purchase. For the final four years, the value of the credit is six percent annually. Investors may not redeem their investments in CDEs prior to the conclusion of the seven-year period.

b. State Sources

1) Public Project Revolving Loan Fund (PPRF).

The Public Project Revolving Loan Fund (PPRF) is a state loan fund administered by NMFA. Loans can be relatively large and may be used for municipal utility infrastructure facilities. To become eligible, applications for placement on a priority list may be made to NMFA. The list is then reviewed and passed to the state legislature for consideration. An approved list of eligible applicants and projects is subsequently generated by the legislature for consideration by the governor.

The NMFA borrows funds on the open market for distribution to applicants. Interest rates currently range from 2.763% for a three-year loan to 4.621% for a twenty-year loan. The interest rate may be reduced to as low as 0.0% for communities with median household incomes (MHI) that are substantially less than the statewide MHI. Loans are guaranteed to NMFA with a pledge of a portion of the utility revenue stream or a portion of gross receipts tax revenues.

The state legislature has provided significant grant assistance to many similar projects in recent years. State appropriations can be pursued on an annual basis for long-term project development. In a similar manner, large grants have been provided for major infrastructure projects in New Mexico through the assistance of our Congressional delegation. The grants are developed as special appropriations and are typically administered through the Environmental Protection Agency and NMED.

2) Legislative Appropriation

Specific projects that are not funded through other means could be funded through a special appropriation from the State legislature. Legislative appropriations can also fill gaps when other funding sources do not cover total public investment.

3) GRIP

The state provides funding for intrastate highway projects through Governor Richardson’s Investment Partnership (GRIP). There is the possibility of a similar program that will provide funding for local municipal projects.

4) Historic Tax Credits

The Historic Preservation Division through its state and federal partners offers financial incentives to survey, record and preserve historic and prehistoric resources throughout the state. Tax credits, historic preservation loans, Certified Local Government Funds and small grants programs are available to individuals, groups and communities.

Rehabilitation of historic structures and sites may qualify to participate in programs that credit a percentage of project costs against state and/or federal taxes. Using local lending institutions as a conduit, the Historic Preservation Revolving Loan fund lends money



to approved preservation projects below the prime rate. Certified Local Governments receive funds to help community preservation efforts, such as establishing ordinances or initiating surveys. Individuals and organizations have received funds to assist in a variety of projects, from a survey of an archaeological site to research for a publication to the creation of an exhibition.

5) New Mexico Community Development Loan Fund

The New Mexico Community Development Loan Fund is a private, non-profit organization that provides loans, training and technical assistance to business owners and non-profit organizations. Their services support the efforts of low-income individuals and communities to achieve self-reliance and control over their economic destinies. Loans to new and existing small businesses for such needs as equipment, inventory, building renovations, and operating capital. They provide loans to non-profits for such needs as bridge financing against awarded private and public contracts, capital improvements and equipment, and loans to non-profits that develop affordable housing.

c. Municipal

1) Bonding

The City funds capital improvements through its infrastructure bonds. Capital improvements that support projects can be included in the City's infrastructure bond program.

2) MRA/TIF

Tax increment financing, known as TIF, is a public financing mechanism used by most states in the country but not in place in New Mexico communities at this point. TIFs are a means to raise public money to pay for the required infrastructure necessary to support redevelopment. TIF has been enabled in Metropolitan Redevelopment Areas through the state's Metropolitan Redevelopment Act. Under this statute, communities can put in

place TIF districts in MRAs using the incremental increase in property tax revenues to fund projects allowed under the act.

A more comprehensive TIF program was proposed for the 2005 legislative session as part of a larger economic development package proposed by the New Mexico Finance Authority. It is also a major recommendation of the Governor's Task Force on Our Communities, Our Future to create or redevelop "walkable districts", such as downtowns, transit oriented development around commuter rail stations, plazas, village centers, pueblos, and other small and large places that are so close to the heart and soul of New Mexicans. The legislation did not pass in 2005, but it is anticipated that it will be passed in 2006. A key feature of the new legislation is a provision to use increased gross receipts revenues resulting from redevelopment as part of the increment available for projects.

In downtown Las Cruces, a special TIF authority will be created for each walkable district to plan and construct the required infrastructure, such as street, sidewalk, plaza, acequia, shade or water/sewer improvements, necessary to encourage redevelopment. The property and gross receipt taxes collected from the walkable district would be frozen at current levels so there would be no diminishment of tax revenues for state and local governments. Only the future *incremental* tax revenues collected within the walkable district created as a result of redevelopment would be pledged to repay the debt incurred to fund the new infrastructure.

The new state Economic Development Revolving Loan Fund would be pledged to guarantee repayment and to fund the expected shortfall in incremental tax revenues expected during the early years of the loan repayment period. During the later years of the loan repayment period, the tax increment is expected to both pay the debt service on the bonds and repay the Revolving Loan Fund the debt service it paid for in the early years.



Based upon a careful analysis of market and financial feasibility, the necessary prerequisites for the redevelopment of Downtown Las Cruces include street and sidewalk improvements, a new plaza and a parking structure, probably costing upwards of \$15 million. A special district will be established to float the bonds through the New Mexico Finance Authority that will be repaid from the incremental property and gross receipt taxes collected in the district, freezing the taxes the state and local governments currently collect so as not to affect existing revenue flows. The bond will be structured so that in approximately the first seven years, the incremental new taxes raised in the district, sparked by the redevelopment which the new infrastructure made possible, will not be sufficient to completely cover debt service. However, in each passing year through year seven, the debt service will increasingly be covered as redevelopment progresses. The difference during the first seven years will be made up by the Revolving Loan Fund. By approximately year seven and beyond, there will be more than sufficient new taxes raised to both cover the debt service and repay the Revolving Loan Fund for the advances it made in years one through seven. The Loan Fund can then make commitments to other TIF special districts in the future as its resources are replenished

2. Project Financing

Catalytic project will be funding through a combination of public commitments of land and infrastructure improvements and private investment. These projects will involve financing from multiple sources of public investment, private equity investment and private debt. A typical set of financing tools is listed below.

a. Municipal

- Project Land Contribution to Developer, up to 100% of the appraised land value.
- Payment of Project Specific Infrastructure Costs through the City's general fund, infrastructure bond funds CDBG funds, special legislative appropriations and other similar sources.

- City Investments in projects receiving 2nd or 3rd tranche returns. Source of funds same as above. In this case, the City would act as a "patient" investor, receiving return on its investment after other investors have been paid.
- City direct grants to projects to bridge economic feasibility gaps. These grants are, in effect, subsidies in the early phases of redevelopment.

b. Developer

- Equity investment in projects
- Providing financing guarantees
- Contribution of project related fees as project equity
- Funding of pre-start costs to be contributed or reimbursed at the start of construction
- Providing talent and experience to pull together project

c. Investors

- Equity investments in projects - returns after the payment of debt
- Returns to investors are generally not fixed; they depend on the project's success
- Deal structuring infinitely flexible. Investors may receive 2nd or 3rd tranche returns, allowing projects to become financially successful before investors receive returns.

d. Banks

- Provide debt financing for construction
- Provide take out financing for project operations
- Provide permanent financing for purchasers of for sale projects
- Deals generally formula driven (e.g. fixed loan to value, required debt coverages, fixed loan to cost)



C. Fiscal Impact

Part of Sites Southwest November 2004 Professional Services Agreement with the City of Las Cruces is the preparation of a Fiscal Impact Analysis. This analysis demonstrates how its proposed downtown redevelopment will financially benefit the City. It measures the increase in tax revenue that the City will be provided by the development of new downtown projects. Tax revenues for the City of Las Cruces are primarily derived from its share of NM Gross Receipts Tax and its share of property taxes. The analysis does not include benefits to other taxing authorities, including the State of New Mexico, Dona Ana County and Las Cruces Public Schools.

Sites Southwest planning work, solicitation of public input, and market analysis have identified three catalytic projects that should begin the process of downtown revitalization starting in 2006. Thereafter, the increased economic activity precipitated by these projects coupled with the public perception that the downtown is coming back should result in a series of follow on projects that will be fueled by market demand in 2007, 2008, 2009, and 2010. Since it is hard to predict how rapidly the downtown revitalization will occur, the follow on projects are conservatively modeled with only 145% of the square footage of the catalytic projects being developed in the four years after they are complete. All of these projects will result in increased assessed values of downtown property, Gross Receipts tax revenues from the construction of redevelopment projects, and ongoing increases in Gross Receipts revenues from the new business ventures that locate downtown.

The fiscal impact analysis provided herein measures the dollar amounts of increased tax revenue that will result from the downtown redevelopment. Offsetting this revenue the City may have to expend up front amounts for infrastructure or make strategic public contributions to projects to entice developers and/or investors to undertake redevelopment projects. The City in its efforts to enhance the community would make these investments at a level that is balanced against its anticipated future increases in tax revenue.

1. Catalytic Projects

The three catalytic projects that have been identified are, renovation of an existing bank building into residential and commercial space, construction of a mixed use movie theater and retail project, and the development of downtown residential apartments.

The **Bank Building Renovation** would sell off an existing detached drive up to the City for the creation of a downtown plaza, demise the ground floor space into continued bank and retail use, and convert the upper two floors into for sale residential condominiums. The existing land and building value is derived based on a City appraisal of the detached drive up and the bank's internal



appraisal of the building as is. This existing value is \$2,247,800. Construction and renovation costs of the project are based on development estimates of hard construction costs plus 50% of project soft costs. These costs are used to derive the construction gross receipts tax that will be paid to the City. Only half of the soft costs are included since several of these costs are not subject to gross receipts tax. The total of these hard and soft costs are \$2,716,936. To arrive at the finished value of the renovated project the projected sales prices for, the residential condominiums, the portion continued to be used by the bank, and space that will be converted to retail use are used. The entire project is assumed to be a condominium of the three proposed uses with each occupant ultimately purchasing the space they occupy. Based on the sale prices of each component the aggregate increase in taxable assessed value of the project is \$3,988,580. In order for the project to proceed the City will have to purchase the existing detached drive up from the bank for \$260,000.



The mixed use **Theater and Retail** project is a to be built project on land owned by the City. The existing value of the raw land is \$300,000 based on a City appraisal. It is assumed that the City will contribute the land to the project



developer. Construction and renovation costs of the project are based on development estimates of hard construction costs plus 50% of project soft costs as above. The total of these cost are \$4,311,037.

The finished value of the project

is derived by using the sales price of the theater portion to a theater operator and the capitalized value of the retail Net Operating Income using a capitalization rate of 9.5%. The resulting increase in the property's taxable assessed value is \$4,723,934. The City's contribution to the development of this project would be the contribution of its \$300,000 parcel of land.

The **Downtown Apartment** project is a 109 unit residential apartment project that also will be built on City owned land. The value of the raw land is also



based on a City appraisal of \$800,000. Renovation hard costs plus 50% of soft costs are estimated to be \$7,518,881. The finished value of the project is derived by capitalizing the stabilized Net Operating Income using a capitalization rate of 8.0%. The

resulting increase in assessed taxable value is \$8,876,117. The City's contribution to the development of this project would be the contribution of its \$800,000 parcel of land.

An appendix is part of this report. Appendix B summarizes the information above and extends it into projected tax revenues that the City can expect from the Downtown Redevelopment. Appendix B schedules the information above and includes the square footages of all of the catalytic projects. Appendix B extends the property value increases into the anticipated increases in property tax revenue. Appendix B takes redevelopment cost estimates and calculates the City portion of Construction Gross Receipts Tax revenue . Appendix B uses per square foot taxable revenue estimates to calculate the City portion of the ongoing Gross Receipts Tax revenue that the Catalytic Projects will generate. Annual taxable revenue estimates are based on, the Bank use generating \$50 per square foot, the Theater use \$80 per square foot, Retail uses \$250 per square foot, and residential uses \$0 per square foot. These per square foot revenue figures by use are consistent with mid range revenue figures that have occurred in the revitalization of Downtown Albuquerque over the last several years. Although some businesses in Albuquerque are grossing considerably more in the revitalized Downtown the more conservative mid-range figures were used to prepare this analysis for Las Cruces. When all items are included the City can expect an ongoing property tax increased revenue of \$36,818 per year, Construction Gross Receipts Tax revenue of \$227,295, and ongoing Gross Receipts Tax revenues of \$129,832 per year. These figures apply only to the three catalytic projects. All calculations are based on 2005 City tax rates.

2. Follow on Projects

Market studies of Las Cruces have indicated that demand exists for much more Downtown Commercial and Residential Development than the three catalytic projects will create. Assuming that the catalytic projects are pursued this demand would manifest itself in Retail, Office, and Residential projects that would become economically viable in 2007, 2008, 2009, and 2010.

Appendix B schedules to timing and square footage of anticipated Retail, Office, and Residential projects for each of these years. This schedule also goes on to estimate property assessed value increases based on the increases that were



calculated for the Catalytic Projects. When these assessed value increases are extended into anticipated increased City property tax revenue, after 2010 the City can expect \$70,174 annually.

Similar to the Catalytic Project schedules, the next schedule calculates the Construction Gross Receipts Tax Revenue that will be derived from Redevelopment Construction. Estimates for the taxable hard and soft costs are extrapolated from the hard and soft costs per square foot for comparable Catalytic Projects. Calculating the City tax revenue results in an anticipated \$347,645 that should be paid to the City during the four years after the Catalytic Projects are completed.

The final Follow on Project schedule estimates the annual increase in Gross Receipts Tax revenue the City can expect when all of the follow on projects are completed. The annual taxable revenue estimates are based on project square footages with, Retail Developments generating \$250 per foot, Office Developments generating \$100 per foot, and Residential Developments generating \$0 per foot. As with the catalytic projects these revenue figures are conservative estimates. Extending these revenue increases into increase City Gross Receipts Tax revenue results in annual tax revenue increases of \$453,125 after 2010.

3. Fiscal Impact Summary

The final Appendix schedule, contained in Appendix B, consolidates all of the preceding schedules into a 20 year estimate of the aggregate increased tax revenue that the City will experience as a result of the Downtown Redevelopment. The catalytic projects start the Redevelopment momentum. The follow on projects become economically viable because of this momentum. The total new increases of City Tax Revenue is \$12,610,761 in nominal dollars. This translates to \$8,273,405 if the City were to pledge increases in tax revenues to service debt on 20 year bond financing with a 4% interest rate.







VII. Phasing Strategies

A. Phasing Scenarios

There are many strategies for the implementation of the public and private sector development elements that have been presented in this document. This section presents three possible phasing scenarios for the purpose of describing the functional interrelationships between the various development choices and the implications both positive and negative related to certain choices. The success of the Las Cruces Downtown Revitalization is dependent on the leveraging of private investment through the strategic investment of public funds to create the public environment to support the market success of privately initiated projects. The challenge is to use early public investment to create the best chance for success of privately funded Catalytic Projects and other reinvestment. The phasing scenarios to be presented include assumptions about the sequence of market readiness for each of the three catalytic projects, the Bank of the West conversion, the Theater Block and the Apartment Project as well as the timing of the development of major public buildings in the downtown. These important public buildings include the Federal Courthouse and the proposed new City Hall. The purpose of this section is to provide the City of Las Cruces with useful information that will allow community leaders to arrive at an appropriate phasing strategy for the implementation of the revitalization of Downtown Las Cruces.

1. Scenario One: Open Main Street

This scenario assumes that the primary goal is to open all of Main Street as soon as possible to create the opportunity for new development anywhere on or near Main Street. This scenario assumes the following sequence of development of major public buildings and Catalytic Projects:

1. The Federal Courthouse
2. The City Hall
3. Bank of the West Conversion
4. The Theater Block
5. The Apartment Project

The diagram shows the sequence of development under this scenario. The very first development that occurs is the construction of the Federal Courthouse and both phases of the new downtown Plaza. The second phase of development

is the opening of Main Street from Lohman to Picacho, including all intersecting “Callecitas”, and the construction of the new Roundabouts as gateways to Downtown. This second phase also proposes that the Bank of the West is converted to condominium housing on the upper floors with the Bank remaining in a portion of the ground floor with a new retail tenant, possibly a new restaurant. The new City Hall would be constructed during this period at the north end of Main Street. Phase three would include the conversion of the one way streets on Church and Water Streets and the construction of a new parking structure at the northwest corner of Griggs Avenue and Water Street, leaving space for a privately funded mixed-use liner building on Water Street. During this same period it is proposed that the Theater Block project would be built initially utilizing the City owned surface parking lot to the south. The fourth phase of development would include the construction of the connecting streetscapes on Las Cruces, Organ and Griggs Avenues and the construction of the privately funded Apartment Project. The fifth and final phase of this scenario could be the construction of the proposed retail and parking structure building on the west side of Church Street at Griggs.

a. Estimated Cost Implications

The following are the estimated local public investment costs for the improvements included in the cost estimates found in Section VI for Scenario One:

Phase One	\$3,486,275.00
Phase Two	\$4,751,645.00
Phase Three	\$14,210,550.00
Phase Four	\$6,250,505.00
Phase Five	\$5,850,000.00

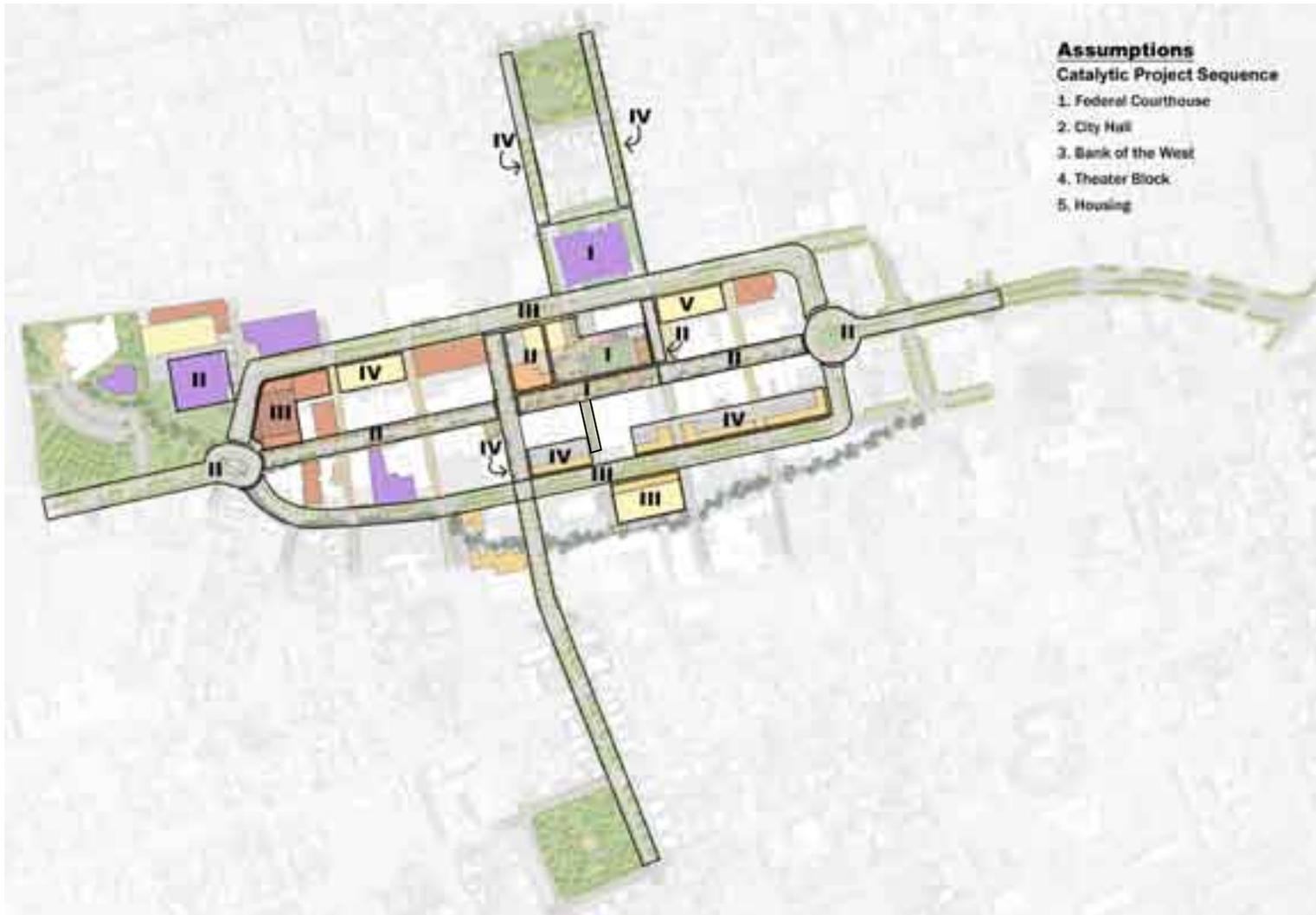
There are pros and cons related to each of these development phasing strategies the following is a list of some issues that need to be considered relative to Scenario One:

b. Pros

1. Demonstrates major commitment to Downtown revitalization
2. Creates significant new streetscape environment as a stimulus to private property rehabilitation
3. Takes advantage of recent renovation of the Rio Grande Theater

c. Cons

1. Significant upfront public investment
2. Opens up significant rehabilitation challenge for 8 blocks of Main Street all at one time.



PHASING SCENARIO ONE DIAGRAM (OPEN MAIN STREET)



2. Scenario Two: Main Street North Strategy

This scenario assumes that the primary goal is to open and improve the northern end of Main Street first to capitalize on the opportunities offered by the development of the Theater Block as a complement to the growing arts, culture and entertainment opportunities in this area. Scenario Two assumes the following sequence of development of major public buildings and Catalytic Projects:

1. The Federal Courthouse
2. The City Hall
3. The Theater Block
4. The Apartment Project
5. The Bank of the West Conversion

This development scheme begins with the simultaneous construction of the new \$50 million Federal Courthouse and both phases of the new Main Street and Civic Plazas. The second phase of this strategy focuses on the opening and construction of the new Main Street streetscape from Las Cruces to Picacho Avenue including the proposed roundabout at Mountain Avenue and the intersecting “Callecitas”. During this phase, it is proposed that, the new City Hall will be built on the Solo Site and the Theater Block will be developed. It is proposed that in Phase Three of this scenario that the necessary improvements will be constructed to create a supportive environment for the building of new apartment units in the downtown on Water Street. These phase three public improvements will include the opening and streetscape construction of Main Street from Griggs to West Lohman Avenue that would include the new roundabout at Bowman Avenue. Also to be constructed in this phase will be a new three story parking garage with a privately funded mixed use “liner building” at the northwest corner of Water Street and Griggs Avenue. Phase three will also include the conversion of Church Street and Water Street to two way traffic to create the necessary “traffic calming” to support residential development on Water Street.

This Scenario assumes that at this point a significant and highly visible downtown turnaround has occurred to support the phase four conversion of the Bank of the West building into 12 for sale condominium units. At the same time the connecting streetscapes on Las Cruces, Organ and Griggs Avenues would be constructed as would the parking structure and liner building south of the The-

ater Block on Church Street. At a point in the future when demand warranted it the third car parking structure on the west side of Church Street would be built as phase five.

a. Estimated Cost Implications

The following are the estimated public investment costs for the improvements included in the Cost Estimates found in Section VI for Scenario Two:

Phase One	\$3,991,065.00
Phase Two	\$2,549,302.00
Phase Three	\$15,908,103.00
Phase Four	\$6,250,505.00
Phase Five	\$5,850,000.00

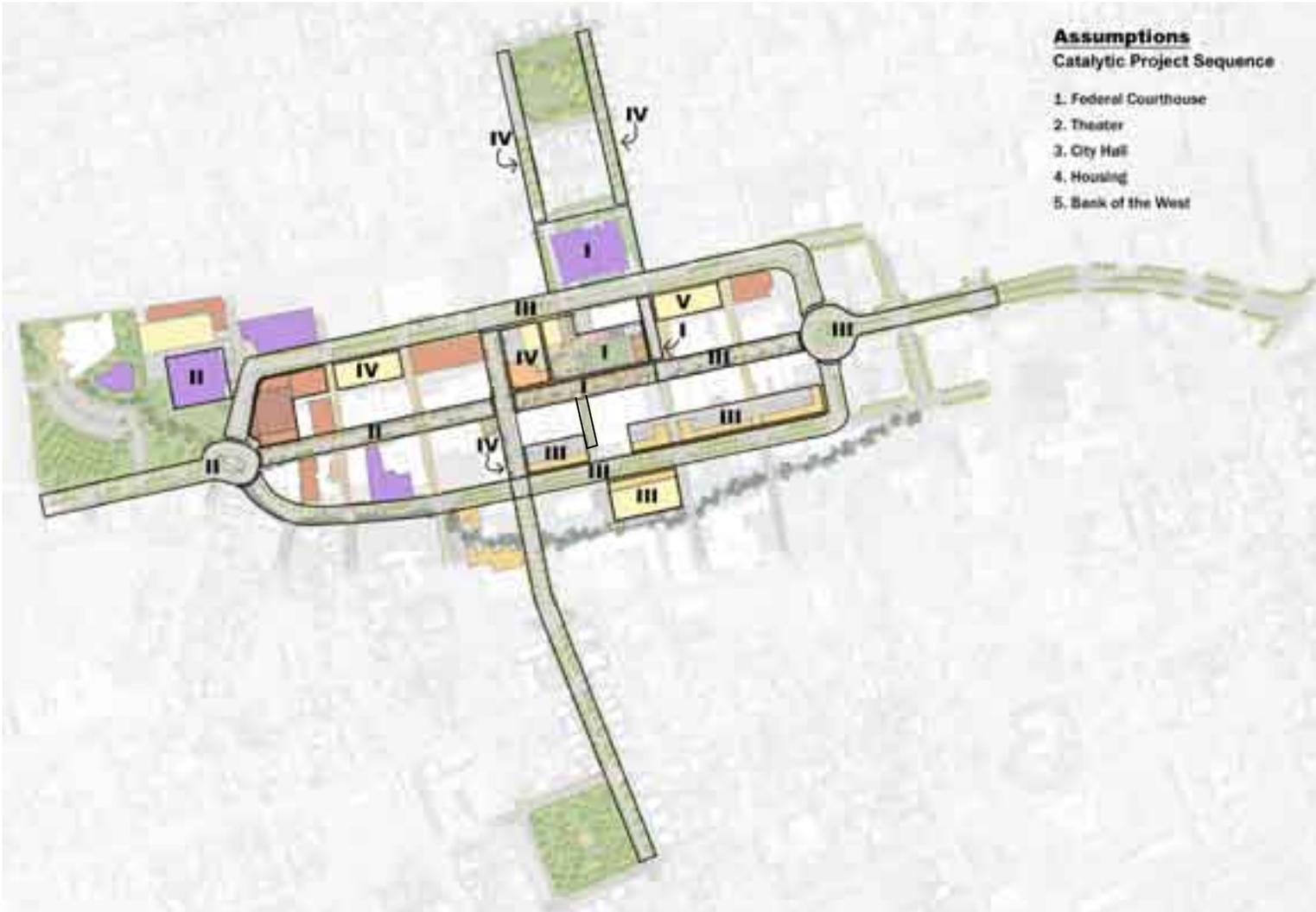
There are pros and cons related to each of these development phasing strategies the following is a list of issues that need to be considered relative to Scenario Two:

b. Pros

1. Focuses on supporting the most significant of the Catalytic Projects, the Theater Block.
2. Proposes the early enhancement of the area of Main Street that currently has the most art, cultural and entertainment activity
3. Has good potential for maximizing private investment response to public investment.
4. Takes advantage of recent renovation of the Rio Grande Theater

c. Cons

1. Streetscape improvements into the neighborhood are later in the sequence of development.
2. The property owners along the southern portion of Main Street must wait for improvements to reach their area.



PHASING SCENARIO TWO DIAGRAM (MAIN STREET NORTH STRATEGY)



3. Scenario Three: Main Street South Strategy

This scenario assumes that the primary goal is to open and improve the southern end of Main Street first to capitalize on the opportunities offered by the development of the Apartment Project and to create a strong initial connection to Las Cruces' major east/west transportation couplet, West Amador and West Lohman Avenues. Based on the Housing Preference Study conducted by Research & Polling it is clear that there is significant demand for rental housing in the downtown area and it appears that this project would be successful as the initial privately financed Catalytic Project for downtown. Scenario Three assumes the following sequence of development of major public buildings and Catalytic Projects:

1. The Federal Courthouse
2. The Apartment Project
3. The Bank of the West Conversion
4. The City Hall
5. The Theater Block

This development scheme also begins with the simultaneous construction of the new \$50 million Federal Courthouse and both phases of the new Main Street and Civic Plazas. The second phase of this strategy focuses on the opening and construction of the new Main Street streetscape from Griggs to Lohman Avenue including the proposed roundabout at Bowman Avenue and the intersecting "Callecitas". The Griggs Avenue streetscape and the parking structure and privately funded "liner building" at the northwest corner of Griggs and Water Streets would also be constructed as part of phase two. This would support the increased parking demand that will be created by the utilization of existing city surface parking lots for construction of the new Federal Courthouse and the proposed Apartment Project.

Phase three of this scenario would propose that two of the Catalytic Projects would come on line. These projects would be the 109 unit Apartment Project and the Bank of the West Conversion creating 12 for sale condominium units with the Bank occupying approximately 30% of the ground floor with the balance devoted to a restaurant or other retail use. To support the two privately funded Catalytic Projects this phase would also propose to convert Church and Water Streets from one way to two way and to complete the connecting streetscape

to the Alameda Depot Historic District on Las Cruces Avenue. The next phase, phase four, would complete the opening and streetscape construction on Main Street from Las Cruces to Picacho Avenue including the proposed roundabout at Mountain Avenue and the intersecting "Callecitas". During this phase the City would also build its new City Hall and the new privately financed Theater Block would be constructed.

Phases five and six would be the construction of two more parking structures, as demand would justify, with the first probably being the structure immediately south of the new Theater Block and the second being the proposed structure at the southwest corner of Church Street and Griggs Avenue.

a. Estimated Cost Implications

The following are the estimated public investment costs for the improvements included in the Cost Estimates found in Section VI for Scenario Three:

Phase One	\$3,486,275.00
Phase Two	\$13,002,343.00
Phase Three	\$5,253,820.00
Phase Four	\$3,356,537.00
Phase Five	\$9,450,000.00

There are pros and cons related to each of these development phasing strategies the following is a list of issues that need to be considered relative to Scenario Three:

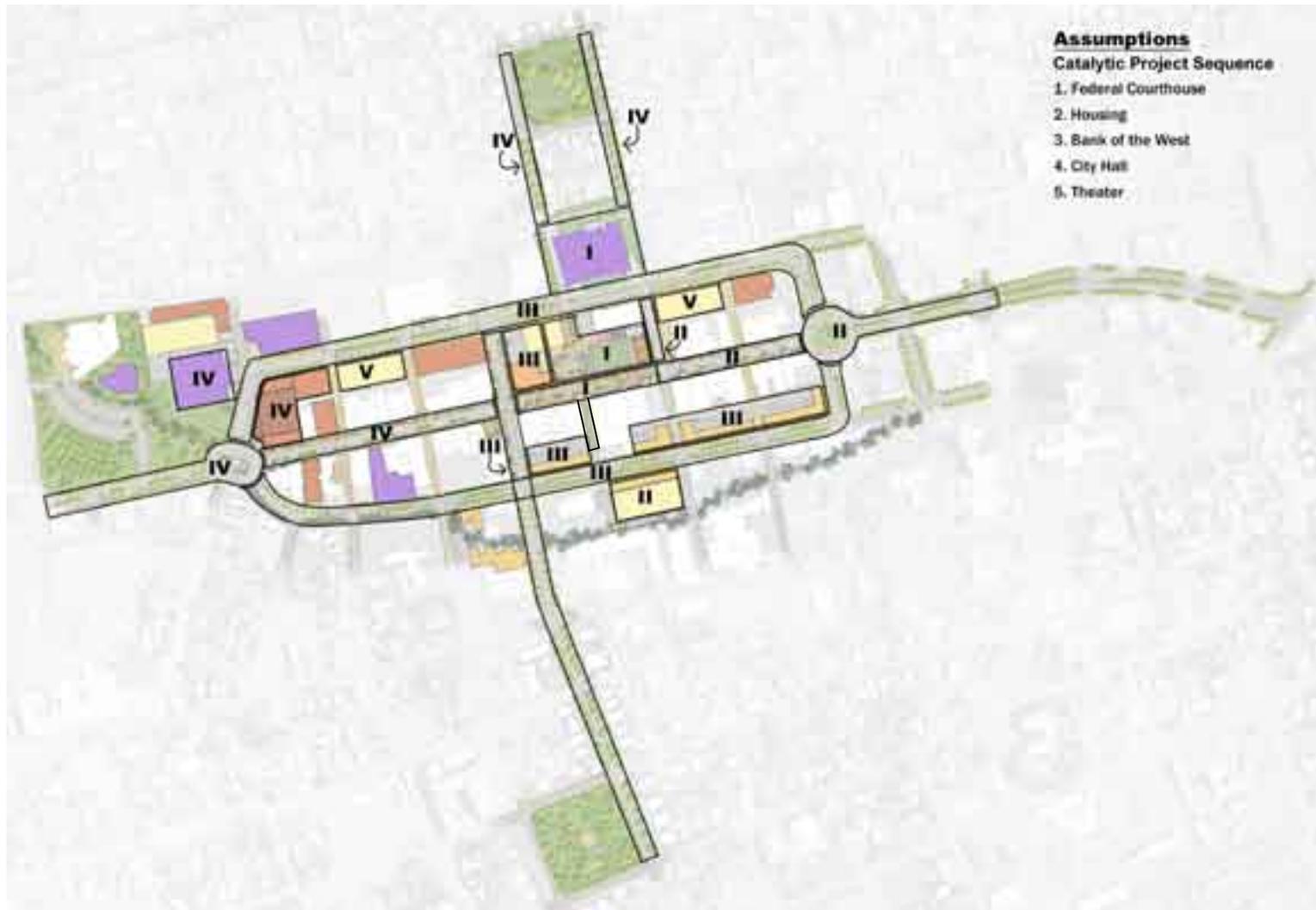
b. Pros

1. Emphasizes the addition of more people living downtown at an early phase of the revitalization.
2. Connects the early phase of streetscape development with the City's most heavily traveled east/west corridors at West Amador and West Lohman Avenues.
3. Has good potential for maximizing private investment response to public investment.
4. Takes advantage of recent renovation of the Rio Grande Theater



c. Cons

1. Streetscape improvements into the neighborhood are later in the sequence of development.
2. The property owners along the northern portion of Main Street must wait for improvements to reach their area.



PHASING SCENARIO THREE DIAGRAM (MAIN STREET SOUTH STRATEGY)



It is assumed that none of these scenarios will satisfy all stakeholders and interest groups involved in the revitalization of downtown Las Cruces. The intent of the Phasing Strategies section is to provide a useful tool for further analysis of an appropriate sequence of events to support the transformation of Las Cruces' long neglected downtown area. There are many variables that will inform the final decision on an appropriate sequence of construction projects including the availability and timing of funding, the market climate for specific Catalytic Projects, property owner, stakeholder and general public opinion and preferences of the community's elected officials. What is most important is not which of these proposed scenarios or their permutations are selected but that there is a clear plan coupled with a long term commitment on the part of the community and its elected leaders to invest in the future of downtown for the purpose of bringing back its vibrancy and role as the "heart of Las Cruces".





VIII. Appendix

Appendix A. Information Gathering and Analysis

This section presents the information gathered to date that provides the base upon which the detailed designs for public improvements and the catalytic private sector projects will be built. It is a combination of information that includes extensive public input from a multitude of stakeholder groups, engineering studies of infrastructure and streets and a description of the dynamic community design charrette that set the direction for the work presented in this report. We begin with a presentation of the results of an extensive community involvement phase.

1. Stakeholder Meetings

A critical part of the information gathering process was to seek input from the many stakeholders in Downtown Las Cruces. These individuals and groups represented a wide spectrum of feelings about the Downtown both past and future. For a revitalization plan for the future to be successful it must be driven by a consensus vision supported by the individuals that feel that they have a stake in that future. The stakeholder input meetings that were conducted prior to the Design Charrette are briefly described here with a list of important ideas and concepts expressed by the attendees. This represents the beginning of an on-going community dialogue regarding the revitalization of Las Cruces' Downtown

a. Farmer's and Crafts Market Vendors

- The future Market location needs enclosure, shade, wind protection and closeness of parking
- Area on Main Street between Griggs and Las Cruces should be location of a Plaza and the Market and be pedestrian with no traffic
- Need to reintroduce the "flow of life" to Main Street by opening it to traffic
- We need a traffic study first to better design flow of "destination" versus "through" traffic in the Downtown
- If having a "center" is important it must work for all
- The area near the Community First Bank should become the "Downtown Mall" and the streets be closed off at night
- The new Farmer's and Crafts Market location needs to be completed before they are required to move
- Utilize City owned land to stimulate downtown mixed use development
- Emphasize and honor existing art and landmarks

- Need to provide incentives to bring more retailers Downtown

b. Alameda Depot Historic Neighborhood

- The revitalization of Downtown should respect the privacy of the Alameda Depot Neighborhood and protect against demolition of historic structures
- Maintain or improve the current level of public safety
- Need to provide on-street "pepper" parking to enhance Downtown as a destination
- Develop cafes, seating, water fountains, restrooms and interactive fountains adjacent to the Plaza with trolley access to lessen increase of vehicular traffic
- Get rid of shade structures and provide landscape/trees for shade, open cross streets to traffic but do not open Main Street
- Build a glass dome over Main Street similar to downtown Las Vegas
- Need to open Main Street to traffic in a limited way to have a successful project
- Do not generate additional traffic into the neighborhoods
- Existing new street lights need to be spaced closer together to generate more light
- New housing Downtown is a good idea
- Create spaces and uses for children
- Work together with Las Esperanza
- Don't let existing schools leave the Downtown

c. Mesquite Neighborhood

- Griggs and Organ Streets streetscapes are of the highest priority to the neighborhood and should have their views to the Organ Mountains preserved
- Would like to see area have a "hometown feeling"
- "What killed Downtown was closing off streets"
- "Old Mesilla is a good example of on-street parking"
- Don't demolish residences to provide surface parking
- Make Central a "magnet" school
- Everyone in room agreed that Main Street should be opened
- Need to attract NMSU students to Downtown and possibly University facilities
- Include local businesses in future revitalization
- Would like to see two-way traffic rather than one-way
- Provide for bicycle accessibility
- Make sure that all Downtown traffic moves slow



- Smaller dispersed parking garages would be preferable
- Shade is critical part of design
- More or better lighting
- Downtown uses should serve Downtown, e.g., lacking mail annex services
- East and west gateways are a good idea

d. Las Cruces Downtown Board and Design Team

- There needs to be high quality public transportation service between NMSU and Downtown
- The Downtown needs to capitalize on the potential market represented by NMSU students
- A “transit hub” in the downtown area needs to include appropriate retail activities to create a positive place
- Arts, culture and entertainment activities are key to the future success of Downtown
- Phasing of new parking areas is critical during the revitalization process
- The new Downtown plaza should have an interactive fountain that would appeal to children and provide shade for the Farmer’s and Crafts Market
- Downtown should have activities and housing choices that appeal to a broad economic spectrum

e. Arts/ Cultural and Educational Organizations

- Downtown Las Cruces should have a special identity and maybe a new name like “Main Street Downtown”
- There should be more light, more color and effective shade everywhere
- Should be a place for all ages, particularly young people
- Downtown should emphasize the arts and culture and have an outdoor performance space

f. City of Las Cruces Administrative Staff

- Reopening streets will enhance fire fighting opportunities and public safety
- Downtown needs to be important part of transit system and possible hub
- Cultural museums should be downtown including the Natural History Museum
- Heavy truck traffic should be routed away from the existing historic neighborhoods
- Traffic study needs to be completed

- Water and sewer system needs to be upgraded along with new construction

g. Downtown Business and Property Owners

- Interested in being apprised of development and rehabilitation opportunities for their properties
- Majority of attendees support the opening of Main Street
- New survey indicates a market demand for specialty retail, an 8 screen movie theater and full service specialty restaurants
- To participate in the redevelopment of their property the owners must be prepared to subordinate their property as collateral for a construction loan

h. Las Cruces Downtown Design Team

- Landscape for Downtown should emphasize a water conservative Xeric design philosophy
- Adequate shade is a critical element for the future livability of Downtown
- Provide protection from strong southwest winds and the creation of “wind tunnels”
- Create a design themes scrapbook to guide building rehabilitation efforts
- Design themes should express an “honesty” with the history of Las Cruces
- Emphasize the creation of indoor/outdoor “transitional” space
- Be able to sit and watch the world go by

i. Alameda Depot Charrette Team Leaders

- Should have the ability to close off Downtown streets for special events
- Define Downtown through historical references to memorable elements of the past (i.e. St. Genevieve,
- Utilize transit stops as information kiosks
- Recreate an “old town” district with western themes possibly along one of the narrow east/west streets
- Build a mixed use development on the Solo site that would include City offices, a hotel and meeting rooms
- Create an enclosed public space that could be utilized at all times of the year
- Screen all parking structures from view



2. Design Charrette

In early December 2004 a 2 ½ day Design Charrette was held at the City of Las Cruces' Museum of Fine Arts in the Downtown. The purpose of the Charrette was to create a public design venue where the Sites Southwest team could merge the extensive stakeholder input, garnered in the previous month, with the conceptual framework established by the City Council approved Las Cruces Downtown Revitalization Plan to produce specific design recommendations for the revitalization of downtown Las Cruces.

The Charrette began with a kick-off meeting on Tuesday evening, December 7th, to present to the community the goals of the Charrette, a review of all of the stakeholder groups involved, a brief review of the approved Downtown Revitalization Plan and a presentation of the key elements involved in successful downtown turnarounds. The following day the design team began working on generating design ideas for revitalization elements that included a new plaza, connecting street, landscape and pedestrian designs, gateways and landmarks and three or more possible catalytic projects to initiate Downtown redevelopment. The event was an open house format and involved many conversations with individuals and groups to hear their ideas. That evening there was a public presentation of the design ideas that had been developed that day for public review and comment. After the public review and comment session the design team continued working late into the night incorporating the input from the session into the design concepts.

The design team reconvened early Thursday morning and continued working to develop a revised set of design concepts. In the afternoon the team focused on developing the final drawings for presentation. Thursday evening a second public review session was held to present the results of the Design Charrette. There was a spirited discussion concerning the ideas presented that seemed to result in a feeling of general support for the concepts and directions that had been established to that point. In the wrap up discussion it was made clear that there would be many other opportunities for public input as the process proceeded but that this was an important step in that process.

The results of the Design Charrette are further developed in this report and are presented for community review and comment.



3. Downtown Infrastructure

a. General

As a part of the downtown renewal effort, the Sites SW Team conducted an evaluation of the utility infrastructure in the downtown revitalization area to determine the available capacity of each of the major utilities (see Figure A-1). There are approximately 100 net acres designated as part of the downtown revitalization area. The full build out of the future Las Cruces Downtown is anticipated to have a peak daytime population between 5,000 to 7,500 persons.

This population estimate will be refined and used for utility system demand volumes in this study.

b. Dry Utilities

Dry utilities include electric power and communications. Figure A-2 shows the extent of both the El Paso Electric Company and the Qwest distribution systems in the downtown area. Comcast Cable utilities have yet to be defined. Both utilities appear to have sufficient primary systems to support the downtown renewal project. The notable exception would be for information functions (internet, etc) which would likely have to be built either as wire (fiber optic, cable) or wireless systems.

c. Water

While the population for the downtown area will affect the water demand to some extent, the largest demand on the water system will come from fire protection requirements mandated by the Uniform Fire Code. The exact requirements of the code will depend on what types of facilities get constructed. If one assumes that all buildings will require fire sprinkler systems then these coupled with the fire hydrant requirements will put the water demand at any point in the system at 2,500-3,000 gallons per minute.

The City of Las Cruces maintains a hydraulic model of their water system that can accurately predict the flow and pressure capacity at most points within the system. Initial modeling efforts done by the City show that the existing water system may be capable of delivering the fire hydrant requirements needed at most locations in the downtown area. The model will be updated to include the

forecasted demand and the downtown area water system capacity will be evaluated for this demand.

The existing water system configuration is shown in Figure A-3. Pipe sizes range from 4" to 14" in the area. Pipe materials and age are not yet known. Preliminary findings suggest that some improvements to the piping grid, additions in pipes to make a better grid and replacement of existing pipes with larger lines, will improve the reliability and longevity of the system.

d. Natural Gas

Demand for gas in the downtown area will be approximately 300,000Mcf/yr. The nearest high pressure regulator station that feeds the low pressure system in the downtown area is located at the intersection of El Paseo and south Main about ¼ mile south of the downtown area. As with water, the City maintains the gas system model and it will be updated to include the new downtown demands. The close proximity of this regulator station and the existing network of 4" gas mains in the downtown area suggest that the future gas demand for the downtown can be met with minor modifications to the distribution system. The existing gas system configuration is shown in Figure A-3.

e. Sanitary sewer

Sanitary sewer in the downtown area is provided through a network of gravity collection lines ranging in size from 6" to 15". Two primary lines bisect the downtown area (one under Hadley Ave and one under Amador) and convey wastewater from the smaller tributary lines west to the treatment facility. The existing sanitary sewer system configuration is shown in Figure A-4. Little information is available on the system to help determine what additional capacity the existing pipe network may have. It is likely that the tributary lines are adequate, but the two primary lines may be at capacity since they convey water from the area east of downtown as well. A field survey of these lines may be necessary to determine what additional capacity may be available and what improvements may be needed.

f. Storm Drain

Three primary storm drain lines bisect the downtown area – one at Mountain Ave, one at Las Cruces Ave and one at Amador Ave. Smaller tributary lines in



the downtown area serve to collect surface in some locations, but most run-off is conveyed through the street curb and gutters.

With respect to drainage, very little will change between the existing and proposed downtown. This is due to the fact that the majority of surface area in downtown is already and will remain essentially impervious. As such, the proj-

ect volumes of surface run-off will not change. The primary design consideration will be to insure that the existing flow paths are not substantially changed. The existing storm drain system configuration is shown in Figure A-4 .





FIGURE A-2. EXISTING ELECTRICAL / COMMUNICATION UTILITY LAYOUT





FIGURE A-3. EXISTING WATER / GAS UTILITY LAYOUT

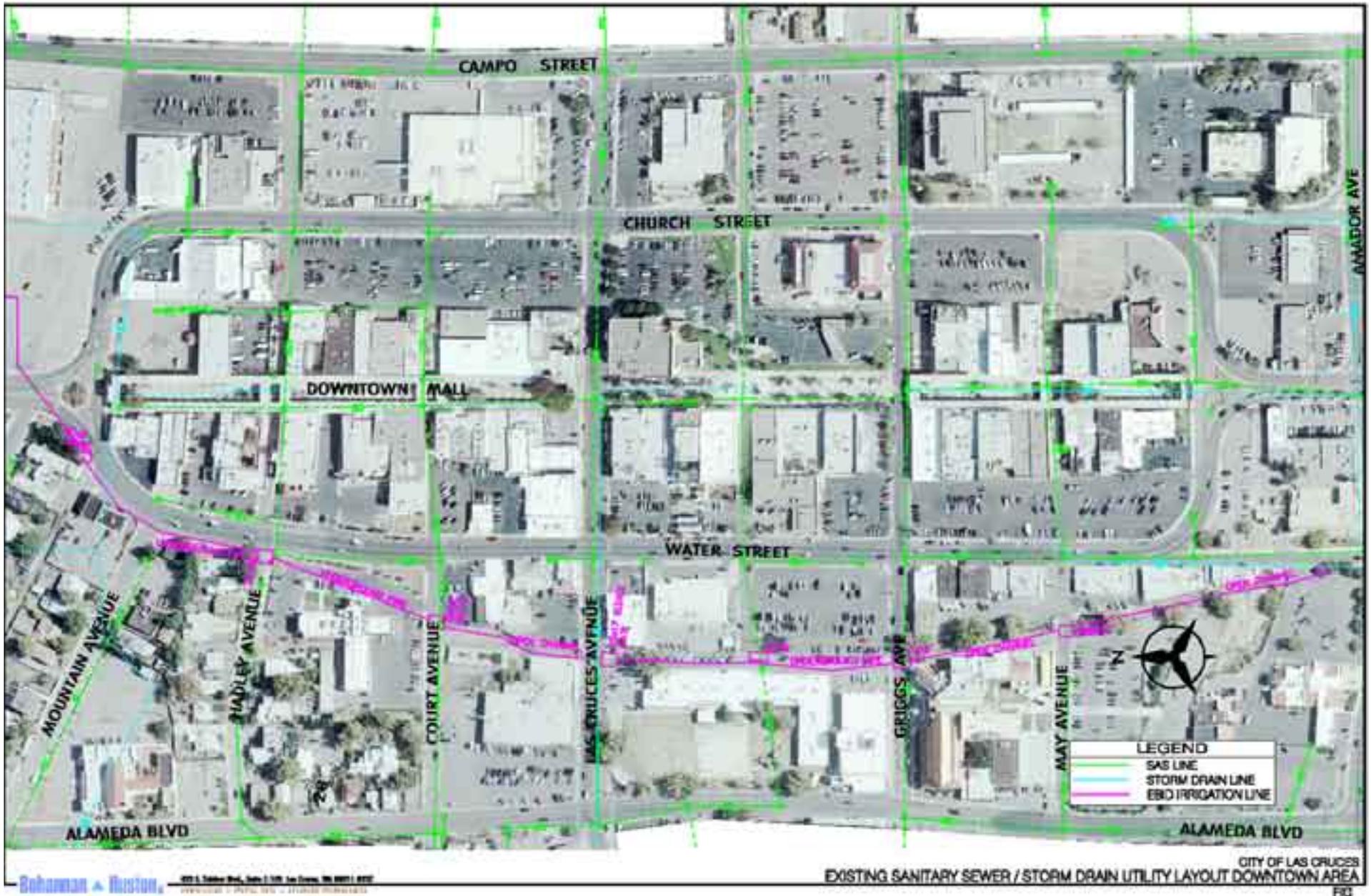


FIGURE A-4. EXISTING SANITARY SEWER / STORM DRAIN UTILITY LAYOUT

4. Street and Traffic Analysis

a. Existing Street Network

The existing street network consists of 4 north south routes and 2 primary east west links that connect through the downtown area:

1) Alameda Blvd

Alameda Blvd. is a minor arterial that runs north/south along the western boundary of downtown and adjacent to the Alameda Depot neighborhood. It consists of 2-lanes northbound and 2-lanes southbound with a raised median. Signalization exists at the intersections of Picacho, Las Cruces Avenue, Griggs Avenue, Amador Avenue, Lohman Avenue, and Main/El Paseo. Left turn lanes are provided at all those major intersections. Alameda carries approximately 10,000 vehicles per day based on the MPO 2004 traffic flow map.

2) Water Street

Water Street is a 2-lane one way minor arterial that provides a thoroughfare for southbound traffic. The one way roadway begins at the north end of downtown (just south of Amador). At each end Water Street ties into Main Street. Signalized intersections exist at Las Cruces Avenue, and Griggs Avenue. Water Street carries approximately 7,500 vehicles per day based on the MPO 2004 traffic flow map.

3) Church Street

Church Street is a 2-lane one way minor arterial that provides a thoroughfare for northbound traffic. The one way road begins at the south end of downtown (just north of Lohman) and ends at the north end (just south of Picacho). At each end Church Street ties into Main Street. Signalized intersections exist at Las Cruces Avenue and Griggs Avenue. Church Street carries approximately 7,000 vehicles per day based on the MPO 2004 traffic flow map.

4) Campo Street

Campo is a 2-lane minor arterial roadway that runs north/south along the eastern boundary at downtown and adjacent to the Mesquite neighborhood and historic district. It consists of 1-lane in each direction with room for on-street parking. There is no signalization on this road but there is 4-way stop control at Las Cruces Avenue and Griggs Avenue. Campo carries approximately 7,500 vehicles per day based on the MPO 2004 traffic flow map.

5) Main Street

North of the downtown area Main Street is a 6-lane principal arterial with a raised median and left turn lanes at major intersections and at designated locations. Just south of Picacho, Main Street carries approximately 12,000 vehicles per day based on the MPO 2004 traffic flow map and just north of Picacho it carries approximately 20,000 vehicles per day. South of the downtown area Main Street is a 4-lane major arterial with raised medians and left turn lanes at major intersections and at designated locations. Near Lohman and Amador, Main Street carries approximately 15,000 vehicles per day based on the MPO 2004 traffic flow map and just south of Lohman it carries approximately 16,000 vehicles per day.

6) Las Cruces Avenue

Las Cruces Avenue connects east west through the downtown area and is currently a 2-lane collector street. It consists of signalized intersections at Alameda, Water, and Church, and is controlled by a 4-way stop at the Campo intersection. Between Water and Church, Las Cruces Avenue carries approximately 3,300 vehicles per day based on the MPO 2004 traffic flow map.

7) Griggs Avenue

Griggs Avenue is a local roadway that provides an east west connection through the downtown area and provides access to the adjacent neighborhoods. It consists of 1-lane in each direction and

has signalized intersections at Alameda, Water, and Church. It is controlled by a 4-way stop at the Campo intersection. Between Water and Church, Griggs Avenue carries approximately 3,500 vehicles per day based on the MPO 2004 traffic flow map, and east and west of the downtown area, it carries approximately 1,700 vehicles per day.

8) Lohman/Amador Avenue

Just south of downtown there is a one-way pair (Amador and Lohman) that provide an east/west link across the City of Las Cruces. Amador Avenue is a 3-lane principal arterial that carries one way traffic westbound. Based on the MPO 2004 traffic flow map, Amador Avenue carries approximately 10,000 vehicles per day west of Main Street and 13,500 vehicles per day east of Main Street. Lohman Avenue is a 3-lane principal arterial that carries one way traffic eastbound. Based on the MPO 2004 traffic flow map, Lohman Avenue carries approximately 16,500 vehicles per day west of Main Street and 26,500 vehicles per day east of Main Street.

In addition to these major roadways there are several local roads within the downtown area that provide east/west connections to the existing adjacent neighborhoods.





FIGURE A-5. PHASE I LAYOUT



FIGURE A-6. PHASE 2 LAYOUT





FIGURE A-7. PHASE 1, 2, 3 SECTION LAYOUT

5. Market and Consumer Research Analysis

Market analysis for regional and specialty retail, restaurants and cinemas was conducted by Robert Charles Lesser & Co. (RCLCo) in December of 2004 to determine the potential demand in downtown Las Cruces. Consumer research was also conducted by Research & Polling, LLC, during January of 2005 to determine the interest in living in a walkable place, such as downtown, to estimate the likelihood of demand for rental and for-sale attached housing product. Preliminary conclusions from both the market and consumer research is summarized below. The final conclusions will be addressed in the final report.

Using the results of the market and consumer research, the preliminary product programs for three catalytic development projects, identified during the charrette held in December of 2004, are outlined in Section III.

a. Market Research Analysis

RCLCo used nationally accepted methodologies to estimate the demand for regional and specialty retail, restaurants and cinemas for the Las Cruces market based upon population, households, demographics and spending patterns. It compared these with the existing supply in the market place to determine if there was pent-up demand for any product categories. RCLCo also determined the estimated amount of any pent-up demand that could be captured by downtown Las Cruces. There were estimates made for 2005 and 2010 for all categories.

The study showed that there is pent-up demand for selected specialty retail categories, restaurants and for cinema in downtown Las Cruces. There is limited demand for regional retail (department stores, building material, discount stores, grocery stores, drug stores, etc.) in the downtown. The exhibits comprising the market analysis is summarized in the Appendix and the summary table Regional Demand and Downtown Development Opportunity, Downtown Las Cruces, New Mexico on this page.

In essence, the Las Cruces market is very well served by national retailers, who tend to focus in the suburbs, particularly adjacent to regional malls. However, specialty retail and unique ethnic and upscale restaurants is where local and regional chains predominate and where there is pent-up demand in Las Cruces.

National chains and restaurants are quite evident in Las Cruces but the pent-up demand is in unique restaurants and specialty retail, which prefers a downtown, walkable location. In addition, there is pent-up demand for 6-10 new, state-of-the-art, cinema screens, which could locate downtown.

The table on the following page indicates the demand opportunity for new retail development in the metropolitan area and in downtown Las Cruces. This amount of pent-up demand is more than sufficient to begin the downtown revitalization process. The strategy should be to concentrate the specialty retail, restaurants and cinemas as physically close together as possible, preferably within walking distance (2-3 blocks). This will eventually create a critical mass of urban entertainment, a typical approach for the initial phase of a downtown turn around in other cities nationally, that in turn will increase the demand for housing within downtown. Further information about how downtowns revive can be read in "Turning Around Downtown: Twelve Steps to Revitalization" which was published by the Brookings Institution in March, 2005. A complete copy of the RCL company report is available on the City of Las Cruces website, www.las-cruces.org.

b. Consumer Research Analysis

Research was conducted by the most respected survey research firm in New Mexico, Research & Polling, LLC from Albuquerque, to determine the underlying consumer support for downtown housing, both rental and for-sale, as well as the degree of support for the downtown revitalization process. The reason the housing preference study is required is that there is no new downtown housing on the market so it is necessary to go directly to consumer to judge interest in downtown housing. The survey instrument was similar to the survey used in various other cities in the region (Albuquerque and El Paso) and nationally (Atlanta, Detroit, Chattanooga, etc.) to determine the same issues.

The housing preference study indicates that there is a demand among a segment of residents in the City of Las Cruces for living in a community similar to that described in the Downtown Las Cruces Revitalization plans. These residents indicate they would prefer to live within walking distance of shopping, restaurants, work, and entertainment/cultural events, and they have a preference



for shopping at smaller stores where they are served by the owner. Furthermore, when given a description of the proposed housing to be built in the downtown area, one-in-ten residents indicate they would be likely to rent one of the new high-end town homes proposed to be built on Water Street and 10% of residents who earn \$75,000 or more say they would be likely to purchase one of the luxury condominiums proposed for the downtown area. This level of support may not appear to be very high but considering that (1) the consumer has no direct experience with the product types, it is only an abstraction, and (2) there is no competition for this kind of product, this support should prove compelling to prospective developers of these product types.

Regarding knowledge of and support of the downtown revitalization plans for Las Cruces, over three-fifths (62%) of City of Las Cruces residents are aware of the Downtown Revitalization Plan for Las Cruces and over two-thirds (69%) show support for the revitalization plans, while few (13%) say they are not supportive. In the experience of Research & Polling, this is felt to be overwhelming support for the revitalization effort when compared to other public issues that are on respondents' minds.

A full copy of the Research & Polling report can be found on the City of Las Cruces website, www.las-cruces.org.

**REGIONAL DEMAND AND DOWNTOWN DEVELOPMENT OPPORTUNITY
DOWNTOWN LAS CRUCES, NEW MEXICO
DECEMBER 2004**

RETAIL CATEGORY	UNMET DEMAND POTENTIAL, DONA ANA COUNTY (Cumulative)			
	2005	2010	2015	2020
Regional/Specialty Retail (SF)	270,000	381,000	512,000	682,000
Department Stores/General Merchandise	41,000	58,000	81,000	140,000
Furniture Stores	30,000	41,000	53,000	66,000
Electronics & Appliance	27,000	35,000	43,000	52,000
Building Materials	0	8,000	27,000	47,000
Lawn & Garden Supplies	12,000	17,000	22,000	27,000
Clothing & Clothing Accessories	92,000	130,000	169,000	208,000
Books & Music	28,000	36,000	43,000	51,000
Health & Personal Care	1,000	1,000	2,000	2,000
Miscellaneous Retail	39,000	55,000	72,000	89,000
Restaurants (SF)	176,000	261,000	351,000	441,000
Full-Service Restaurants	90,000	126,000	163,000	201,000
Limited-Service Eating Places	68,000	110,000	154,000	199,000
Special Food Services	3,000	4,000	6,000	7,000
Drinking Places (Alcoholic)	15,000	21,000	28,000	34,000
Total, Regional/Specialty Retail & Restaurant	446,000	642,000	863,000	1,123,000
Cinemas (Screens)	6-8	8-10	N/A	N/A

RETAIL CATEGORY	DOWNTOWN CAPTURE OF REGIONAL DEMAND 1/	DOWNTOWN LAS CRUCES DEVELOPMENT OPPORTUNITY (Cumulative)			
		2005	2010	2015	2020
Regional/Specialty Retail (SF)	36%	98,300	135,300	173,500	212,400
Department Stores/General Merchandise	0%	0	0	0	0
Furniture Stores	35%	10,500	14,350	18,550	23,100
Electronics & Appliance	35%	9,450	12,250	15,050	18,200
Building Materials	0%	0	0	0	0
Lawn & Garden Supplies	35%	4,200	5,950	7,700	9,450
Clothing & Clothing Accessories	50%	46,000	65,000	84,500	104,000
Books & Music	50%	14,000	18,000	21,500	25,500
Health & Personal Care	50%	500	500	1,000	1,000
Miscellaneous Retail	35%	13,650	19,250	25,200	31,150
Restaurants (SF)	35%	61,600	91,350	122,850	154,350
Full-Service Restaurants	35%	31,500	44,100	57,050	70,350
Limited-Service Eating Places	35%	23,800	38,500	53,900	69,650
Special Food Services	35%	1,050	1,400	2,100	2,450
Drinking Places (Alcoholic)	35%	5,250	7,350	9,800	11,900
Total, Regional/Specialty Retail & Restaurant	36%	159,900	226,650	296,350	366,750
Cinemas (Screens) 2/	100%	6-8	8-10	N/A	N/A

1/ Downtown capture of regional demand represents RCLCo estimate based upon anticipated competition from other locations (e.g., competition posed by regional mall location/node, suburbs, etc.) as well as appropriateness of retail category/tenant in downtown location. See below for further detail on capture assumptions:
 50% = Downtown primarily competing with regional retail concentration near mall (I-25 and Lohman).
 35% = Downtown likely to compete with regional retail concentration near mall as well as greater suburban locations.
 0% = Downtown not a strong location for retail category/tenant.

2/ Assumes Downtown Las Cruces captures 100% of unmet cinema demand.
 SOURCE: Robert Charles Lesser & Co., LLC



Appendix B. Fiscal Impact Analysis Financial Data



Las Cruces Downtown Revitalization Catalytic Project Summary

Project Description	Project Square Footage	Existing Land or Building Value	Construction or Renovation Cost	Project Value when complete	Property Value Increase	Required Subsidy
<u>Bank Building Renovation</u>		2,247,800	2,716,936		3,988,580	260,000
Residential Condominium Units	20,000			4,052,500		
Continued Bank Use	9,130			1,358,880		
Conversion to Retail Use	5,500			825,000		
<u>Theater Block Project</u>		300,000	4,311,037		4,723,934	300,000
Theater Portion	28,889			2,623,934		
Retail Portion	16,667			2,400,000		
<u>Downtown Apartments</u>		800,000	7,518,881		8,876,117	800,000
109 Apartment Units	113,609			9,676,117		
Catalytic Projects Totals	193,795	3,347,800	14,546,853	20,936,431	17,588,631	1,360,000

Note - All projects are assumed to be complete by yearend 2006 and fully sold out or leased by January 1, 2007.



Las Cruces Downtown Revitalization
Catalytic Projects Incremental City Tax Revenue

Project Description	<u>Annual Property Tax Increases</u>				<u>Construction GRT</u>			<u>Annual GRT Tax Increases</u>		
	Property Value Increase	Incremental Taxable Value Increase - 33.3%	City Property Tax Rate	Catalytic Projects Incremental Property Tax	Construction or Renovation Cost	City GRT Tax Rate	Catalytic Projects Construction GRT Tax	Catalytic Projects Incremental GRT Revenues	Catalytic Projects City GRT Tax Rate	Catalytic Projects Incremental GRT Tax
<u>Bank Building Renovation</u>	3,988,580	1,329,527	0.006327	8,412	2,716,936	0.015625	42,452			
Residential Condominium Units								0	0.015625	0
Continued Bank Use								456,500	0.015625	7,133
Conversion to Retail Use								1,375,000	0.015625	21,484
<u>Theater Block Project</u>	4,723,934	1,574,645	0.006794	10,698	4,311,037	0.015625	67,360			
Theater Portion								2,311,111	0.015625	36,111
Retail Portion								4,166,667	0.015625	65,104
<u>Downtown Apartments</u>	8,876,117	2,958,706	0.005985	17,708	7,518,881	0.015625	117,483			
109 Apartment Units								0	0.015625	0
Catalytic Projects Totals	17,588,631	5,862,877		36,818	14,546,853		227,295	8,309,278		129,832

Note - All projects are assumed to be complete by yearend 2006 and fully sold out or leased by January 1, 2007.



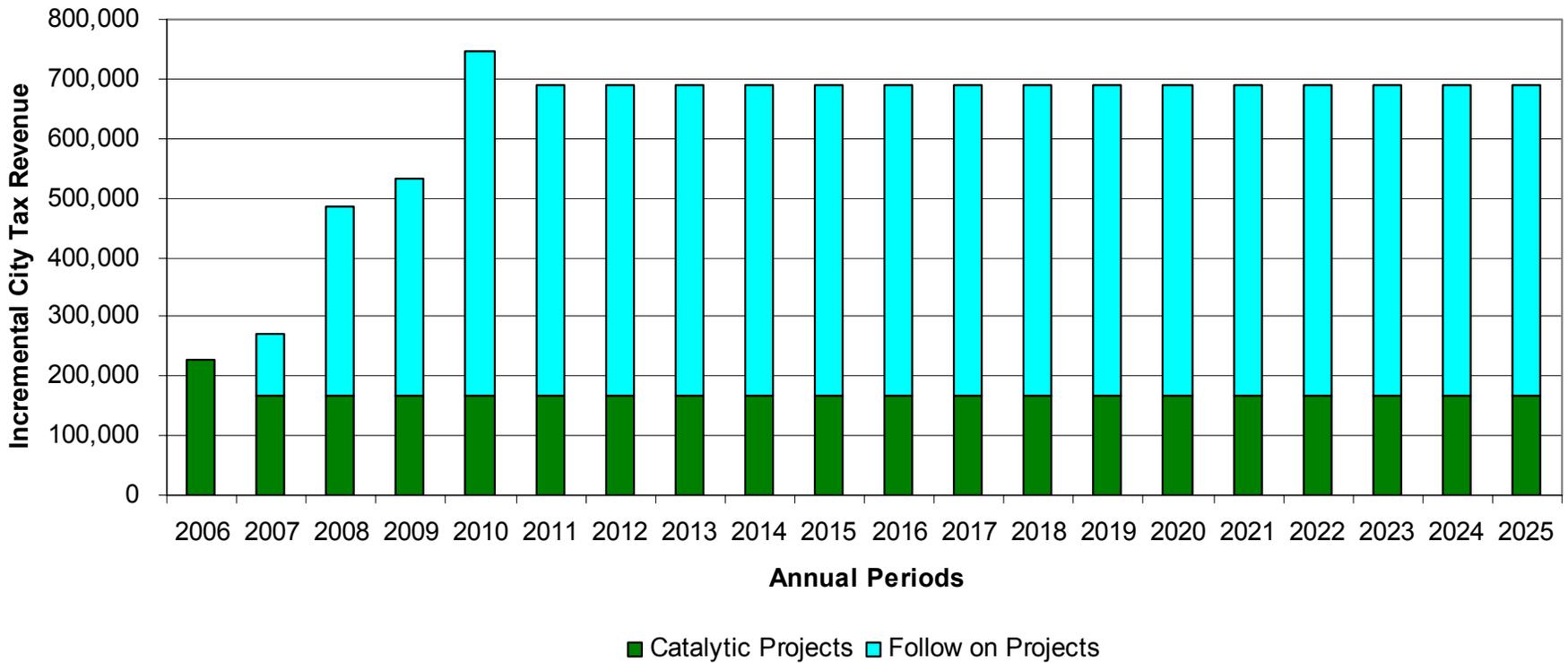
Las Cruces Downtown Revitalization
Follow on Projects Incremental City Tax Revenue

Project Description	Project Square Footage	Annual Property Tax Increases				Construction GRT			Annual GRT Tax Increases		
		Property Value Increase	Incremental Taxable Value Increase - 33.3%	City Property Tax Rate	Follow on Projects Incremental Property Tax	Construction or Renovation Cost	City GRT Tax Rate	Follow on Projects Construction GRT Tax	Follow on Projects Incremental GRT Revenues	City GRT Tax Rate	Follow on Projects Incremental GRT Tax
Follow on Projects 2007											
Residential Condominium Units	0	0	0	0.005985	0	0	0.015625	0	0	0.015625	0
Apartment Projects	0	0	0	0.005985	0	0	0.015625	0	0	0.015625	0
Retail Developments	50,000	6,870,732	2,290,244	0.006794	15,560	4,731,626	0.015625	73,932	12,500,000	0.015625	195,313
Office Developments	20,000	2,748,293	916,098	0.006794	6,224	1,892,650	0.015625	29,573	2,000,000	0.015625	31,250
Follow on Projects 2008											
Residential Condominium Units	18,000	2,754,319	918,106	0.005985	5,495	1,191,276	0.015625	18,614	0	0.015625	0
Apartment Projects	50,000	3,913,794	1,304,598	0.005985	7,808	3,309,100	0.015625	51,705	0	0.015625	0
Retail Developments	0	0	0	0.006794	0	0	0.015625	0	0	0.015625	0
Office Developments	0	0	0	0.006794	0	0	0.015625	0	0	0.015625	0
Follow on Projects 2009											
Residential Condominium Units	0	0	0	0.005985	0	0	0.015625	0	0	0.015625	0
Apartment Projects	0	0	0	0.005985	0	0	0.015625	0	0	0.015625	0
Retail Developments	50,000	6,870,732	2,290,244	0.006794	15,560	4,731,626	0.015625	73,932	12,500,000	0.015625	195,313
Office Developments	20,000	2,748,293	916,098	0.006794	6,224	1,892,650	0.015625	29,573	2,000,000	0.015625	31,250
Follow on Projects 2010											
Residential Condominium Units	18,000	2,754,319	918,106	0.005985	5,495	1,191,276	0.015625	18,614	0	0.015625	0
Apartment Projects	50,000	3,913,794	1,304,598	0.005985	7,808	3,309,100	0.015625	51,705	0	0.015625	0
Retail Developments	0	0	0	0.006794	0	0	0.015625	0	0	0.015625	0
Office Developments	0	0	0	0.006794	0	0	0.015625	0	0	0.015625	0
Follow on Projects Totals	276,000	32,574,275	10,858,092		70,174	22,249,305		347,645	29,000,000		453,125

Note - Follow on Projects are assumed to be started in the years indicated and fully sold or operational in the subsequent year. Property Taxes begin to be paid when projects are sold or are in operation.



Las Cruces Downtown Revitalization



Nominal Value of 20 Year NEW Tax Revenue 12,610,761

NPV of NEW Tax Revenue @ 4% 8,273,405



Las Cruces Downtown Revitalization
 Summary of Fiscal Impact of Revitalization on Downtown TIF District

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<u>Catalytic Projects</u>										
Construction GRT Tax	227,295									
Operating Period Property Tax		36,818	36,818	36,818	36,818	36,818	36,818	36,818	36,818	36,818
Operating Period GRT Tax		129,832	129,832	129,832	129,832	129,832	129,832	129,832	129,832	129,832
<u>Follow on Projects</u>										
Construction GRT Tax		103,504	70,318	103,504	70,318					
Operating Period Property Tax			21,784	35,087	56,871	70,174	70,174	70,174	70,174	70,174
Operating Period GRT Tax			226,563	226,563	453,125	453,125	453,125	453,125	453,125	453,125
Total NEW Tax Revenue	227,295	270,154	485,315	531,804	746,964	689,949	689,949	689,949	689,949	689,949
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<u>Catalytic Projects</u>										
Operating Period Property Tax	36,818	36,818	36,818	36,818	36,818	36,818	36,818	36,818	36,818	36,818
Operating Period GRT Tax	129,832	129,832	129,832	129,832	129,832	129,832	129,832	129,832	129,832	129,832
<u>Follow on Projects</u>										
Operating Period Property Tax	70,174	70,174	70,174	70,174	70,174	70,174	70,174	70,174	70,174	70,174
Operating Period GRT Tax	453,125	453,125	453,125	453,125	453,125	453,125	453,125	453,125	453,125	453,125
Total NEW Tax Revenue	689,949	689,949	689,949	689,949	689,949	689,949	689,949	689,949	689,949	689,949
Nominal Value of 20 Year NEW Tax Revenue	12,610,761									
NPV of NEW Tax Revenue @ 4%	8,273,405									



Appendix C. Catalytic Projects Financial Data





1. Theater Block

Las Cruces Downtown Theater Block Mixed Use Commercial Development

Financial Analysis

Prepared by

Sites Southwest

6/1/2005



Las Cruces Downtown Theater Block
Mixed Use Commercial Development

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Las Cruces Downtown Theater Block
Mixed Use Commercial Development

	COST	per sq. ft.	%	Total sq. ft.	sq. ft. %
City Land Contribution	300,000	6.59	5.92%		
Land Development	50,000	1.10	0.99%		
<u>Theater & Retail</u>					
Theater	1,872,000	72.00	36.94%	26,000	
Theater Common Areas	208,000	72.00	4.10%	2,889	
Ground Floor Retail -- Restaurants	1,080,000	72.00	21.31%	15,000	
Retail Common Areas	120,000	72.00	2.37%	1,667	
White Box Shell & Tenant Improvements	525,000	35.00	10.36%		
Theater & Retail Square Footage Subtotal				45,556	100.00%
Project Soft Cost (see schedule -- Page 2)	912,073	20.02	18.00%		
DEVELOPMENT TOTALS	5,067,073	111.23	100.00%	45,556	



Las Cruces Downtown Theater Block
Mixed Use Commercial Development

Itemized Soft Costs

	COST	per sq. ft.	%	Total sq. ft.
Architects, Engineers, Etc.	228,300	5.01	6.00%	1
Construction Management	76,100	1.67	2.00%	1
Development Fee	190,250	4.18	5.00%	1
Appraisals, Market Studies, Feasibility	25,000	0.55	0.49%	
Permits & Fees	25,000	0.55	0.49%	
Insurance, Title, Taxes, Etc.	30,000	0.66	0.59%	
Pre-opening & Marketing	30,000	0.66	0.59%	
Project Signage	20,000	0.44	0.39%	
Construction Loan Fee	48,160	1.06	0.95%	
Construction Loan Interest	115,584	2.54	2.28%	
Permanent Loan Fees	19,264	0.42	0.38%	
Leasing Commissions & Marketing Management	76,320	1.68	1.51%	
Misc. (Legal, Financial Modelling, Accounting, Etc.)	25,000	0.55	0.49%	
Contingency - Misc. Soft Costs	3,095	0.07	0.06%	
DEVELOPMENT TOTALS	912,073	20.02	18.00%	45,556

1 - Percentages shown are of **Hard Costs** ONLY



Las Cruces Downtown Theater Block

Mixed Use Commercial Development

	<u>Basis</u>	<u>Basis Amount</u>	<u>Square Footage</u>	<u>Lease Term</u>	<u>Gross Lease Amount</u>	<u>Commission Percentage</u>	<u>Commission</u>	<u>6.0% NM Sales Tax</u>	<u>TOTAL</u>
Theater	Base Rent	0.00	26,000	10 yrs	0	5.0%	0	0	0
Ground Floor Retail -- Restaurants	Base Rent	16.00	15,000	5 yrs	1,200,000	6.0%	72,000	4,320	76,320

Commercial Lease Rate Escalation Factor (applied to all commercial leases): **10.0%** every 5 years

Schedule of Annual Leasing Commissions

	1 2006	2 2007	3 2008	4 2009	5 2010	6 2011	7 2012	8 2013	9 2014	10 2015	11 2016
Theater	0										0
Ground Floor Retail -- Restaurants	76,320					83,952					92,347
TOTALS	76,320	0	0	0	0	83,952	0	0	0	0	92,347

	12 2017	13 2018	14 2019	15 2020	16 2021	17 2022	18 2023	19 2024	20 2025	21 2026	22 2027
Theater											0
Ground Floor Retail -- Restaurants					101,582					111,740	
TOTALS	0	0	0	0	101,582	0	0	0	0	111,740	0



Las Cruces Downtown Theater Block

Mixed Use Commercial Development

Loan Terms

Construction Loan Interest Rate	6.00%
Construction Loan Fee	1.25%
Permanent Loan Rate	7.00%
Permanent Loan Fee	1.00%
Amortization Term - years	25

		Loan % of Costs	Loan Amounts
Total Land, Hard Costs & Soft Costs less Retail TIs	4,542,073	75.0%	3,406,555
TI Costs -- Loan Originated when Leases are Signed	525,000	85.0%	446,250

Construction Loan (Interest Only -- taken out with permanent loan)

Development Phase	Hard & Soft Construction Cost	Land Value	Total Development Value
Construction Period	4,767,073	300,000	5,067,073

	Total Dev. Value Financed	City Equity Investment	1st Tranche Investor Equity	Total Equity Investment
Construction Period	5,067,073	600,000	614,268	1,214,268

	Loan Amount	Equity % of Dev. Costs	Loan to Cost	1st Year Debt Coverage Ratio
Construction Period	3,852,805	24.0%	76.0%	n/a

Permanent Loan (originated upon completion and lease up)

Development Phase	1st Year Retail Net Operating Income	NOI Capitalization Rate	Capitalized Project Value
Operating Period	228,000	10.0%	2,280,000

	Total Dev. Value Financed	City Permanent Investment	Investor Permanent Equity	Total Equity Investment
Operating Period	2,280,000	0	600,000	600,000

	Loan Amount	Equity % of Dev. Value	Loan to Value	1st Year Debt Coverage Ratio
Operating Period	1,680,000	26.3%	73.7%	1.600



Las Cruces Downtown Theater Block

Mixed Use Commercial Development

NOI AS % OF TOTAL DEV. COSTS: 4.5%

Description	Total Development Costs	Total Annual Rent	NOI % of Gross Revenue	Total Annual NOI
Mixed Use Development	5,067,073	296,400	76.9%	228,000
Totals	5,067,073	296,400	76.9%	228,000

DETAILED RENT SCHEDULE

Description	Total sq ft	Gross Rent per year per sf	Base Rent per year per sf	MIT Rent per year per sf	Total Annual Rent	% Vacancy
Theater	26,000	0.00	0.00	0.00	0	0%
Ground Floor Retail -- Restaurants	15,000	20.80	16.00	4.80	296,400	5%
Totals	41,000	7.23			296,400	



Las Cruces Downtown Theater Block
Mixed Use Commercial Development

Project Costs

Total Development Costs	5,067,073
Contribution of Land by City	(300,000)
Purchase of Theater Shell by Operator	(2,623,934)

A. Net Development Costs 2,143,139

Project Value

Project Net Operating Income	228,000
Market Capitalization Rate	10.0%

B. Project Capitalized Value 2,280,000

Economic Feasibility GAP 136,861
(B - A -- Positive Values Imply Feasibility)



Las Cruces Downtown Theater Block
Mixed Use Commercial Development

Annual Inflation Factor: 2.00%

	construction period 2006	1 2007	2 2008	3 2009	4 2010	5 2011	6 2012	7 2013	8 2014	9 2015	10 2016	Terminal Value
Development Cost	(5,067,073)											
City Land Contribution	300,000											
Loan Proceeds	3,852,805											
Sale of Theater Shell to Operator		2,623,934										
Construction Loan Interest (6 months 2007)		(115,584)										
Retail Permanent Financing Proceeds (July 2007)		1,680,000										
Payoff Construction Loan		(3,852,805)										
Retail Lease Revenue		148,200	296,400	302,328	308,375	314,542	320,833	327,250	333,795	340,470	347,280	
Retail MIT Expenses		(34,200)	(68,400)	(69,768)	(71,163)	(72,587)	(74,038)	(75,519)	(77,030)	(78,570)	(80,142)	
Retail Net Operating Income		114,000	228,000	232,560	237,211	241,955	246,795	251,730	256,765	261,900	267,138	
Retail Permanent Mortgage Payments (6 months 2007)		(71,243)	(142,487)	(142,487)	(142,487)	(142,487)	(142,487)	(142,487)	(142,487)	(142,487)	(142,487)	
Capitalized Terminal Value												2,671,383
Permanent Loan Payoff												(1,321,041)
Cash Flow After Debt	(914,268)	378,301	85,513	90,073	94,725	99,469	104,308	109,244	114,278	119,414	124,652	1,350,342
Internal Rate of Return:	17.7%											
NPV @ 10%:	395,170											
Debt Service Coverage:		1.60	1.60	1.63	1.66	1.70	1.73	1.77	1.80	1.84	1.87	





2. Bank of the West Conversion

Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

Financial Analysis

Prepared by

Sites Southwest

5/10/2005



Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

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Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

	COST	per sq. ft.	%	Total sq. ft.	sq. ft. %
Purchase of Bank Building & Parking	1,325,200	38.27	27.30%		
Purchase of Drive-up & Land (.68 acres)	260,000	7.51	5.36%		
Parking Renovation	150,000	4.33	3.09%		
<u>Residential Portion</u>					
Condominium Units Pre-sold	525,000	70.00	10.82%	7,500	
Condominium Units sold within 1 year	595,000	70.00	12.26%	8,500	
Residential Common Areas	280,000	70.00	5.77%	4,000	
Residential Square Footage Subtotal				20,000	57.75%
<u>Commercial Portion</u>					
60% of 1st Floor Sold to Bank upon Completion	381,500	50.00	7.86%	7,630	
Construction of Drive-up Sold to Bank upon completion	105,000	70.00	2.16%	1,500	
40% of 1st Floor Sold to Restaurant within 1 year	275,000	50.00	5.67%	5,500	
Commercial Square Footage Subtotal				14,630	42.25%
Construction Hard Cost Contingency 5%	108,075				
Project Soft Cost (see schedule -- Page 3)	849,498	24.53	17.50%		
DEVELOPMENT TOTALS	4,854,273	140.18	100.00%	34,630	



Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

Itemized Soft Costs

	COST	per sq. ft.	%	Total sq. ft.
Architects, Engineers, Etc.	135,094	3.90	6.25%	1
Construction Management	64,845	1.87	3.00%	1
Appraisals, Market Studies, Feasibility	40,000	1.16	0.82%	
Permits & Fees	30,000	0.87	0.62%	
Insurance, Title, Taxes, Etc.	40,000	1.16	0.82%	
Pre-opening & Marketing	100,000	2.89	2.06%	
Project Signage	20,000	0.58	0.41%	
Construction Loan Fee	45,509	1.31	0.94%	
Construction Loan Interest	127,425	3.68	2.63%	
Misc. (Legal, Financial Modeling, Accounting, Etc.)	50,000	1.44	1.03%	
Contingency - Misc. Soft Costs	1,791	0.05	0.04%	
Development Fee	194,835		5.00%	2
DEVELOPMENT TOTALS	849,498	24.53	17.50%	34,630

1 - Percentages shown are of **Hard Costs** ONLY

2 - Percentage of **Acquisition Costs & Hard Costs** ONLY



Las Cruces Bank Building Renovation

Mixed Use Residential/Commercial Condominium Development

Loan Terms all Commercial/Residential

Construction Loan Interest Rate	7.00%
Construction Loan Fee	1.25%

		Loan % of Costs	Loan Amounts
Total Land, Buildings, Hard Costs & Soft Costs	4,854,273	75.0%	3,640,705

Construction Loan (Interest Only -- taken out with sales proceeds & permanent loan)

Development Phase	Hard & Soft Construction Costs	Land & Building Cost	Total Development Costs	
Construction Period	3,269,073	1,585,200	4,854,273	
	Total Dev. Costs Financed	Equity Investment	Total Equity Investment	
Construction Period	4,854,273	1,213,568	1,213,568	
	Loan Amount	Equity % of Dev. Costs	Loan to Cost	1st Year Debt Coverage Ratio
Construction Period	3,640,705	25.0%	75.0%	n/a



Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

DETAILED SALES SCHEDULE

Description	Residential & Commercial Sales Without Commissions	Residential & Commercial Pre-Sales & Const. Sales	Residential & Commercial Sales within One Year	Totals
Sale of Existing Drive-up & Land to City of Las Cruces Sales price Based on Appraisal	260,000			
Sale of new Drive-up to Bank				
Square Footage	1,500			
Sales Price per Sq Ft	\$145.00			
Sale of 60% 1st Floor to Bank				
Square Footage	7,630			
Sales Price per Sq Ft	\$145.00			
Sale of 40% 1st Floor to Restaurant				
Square Footage			5,500	
Sales Price per Sq Ft			\$145.00	
Residential Condominium Sales				
Square Footage		7,500	8,500	
Sales Price per Sq Ft		\$200.00	\$220.00	
<hr/>				
Gross Sales Proceeds	1,583,850	1,500,000	2,667,500	
Less 8% Sales Commission & Costs	0	(120,000)	(213,400)	
Net Sales Proceeds	1,583,850	1,380,000	2,454,100	5,417,950



Las Cruces Bank Building Renovation
Mixed Use Residential/Commercial Condominium Development

	construction period 2006	1 2007	2 2008
Development Cost	(4,854,273)		
Loan Proceeds	3,640,705		
Sale of Existing Drive-up & Land to City of Las Cruces	260,000		
Sale of new Drive-up to Bank		217,500	
Sale of 60% 1st Floor to Bank		1,106,350	
Sale of 40% 1st Floor to Restaurant			797,500
Residential Condominium Sales		1,500,000	1,870,000
Sales Commisions & Costs		(120,000)	(213,400)
Cash Flow Before Debt	<u>(953,568)</u>	<u>2,703,850</u>	<u>2,454,100</u>
Construction Loan Interest		(127,425)	(37,250)
Payoff Construction Loan (100% of Net Sale Proceeds in 2007)		<u>(2,576,425)</u>	<u>(1,064,279)</u>
Cash Flow After Debt	<u>(953,568)</u>	<u>0</u>	<u>1,352,571</u>
Internal Rate of Return:	19.1%		
NPV @ 10%:	149,326		





3. Rental Apartments

Las Cruces Downtown Apartment Development
Hybrid Apartments (Brownstones & Conventional Units)

Financial Analysis

Prepared by

Sites Southwest

6/10/2005



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Las Cruces Downtown Apartment Development

	COST	per sq. ft.	%	Total sq. ft.	sq. ft. %
Project Land Cost	800,000	7.04	8.75%		
Land Development Costs	50,000	0.44	0.55%		
<u>Residential Apartment Portion</u>					
109 Units @ 912 Sq Ft	5,815,368	58.50	63.61%	99,408	
Apartment Common Areas	830,767	58.50	9.09%	14,201	
Residential Square Footage Subtotal				113,609	100.00%
Project Soft Cost (see schedule -- Page 2)	1,645,493	14.48	18.00%		
DEVELOPMENT TOTALS	9,141,628	80.47	100.00%	113,609	



Las Cruces Downtown Apartment Development

Itemized Soft Costs

	COST	per sq. ft.	%	Total sq. ft.
Architects, Engineers, Etc.	332,307	2.93	5.00%	1
Construction Management	132,923	1.17	2.00%	1
Appraisals, Market Studies, Feasibility	50,000	0.44	0.55%	
Permits & Fees	50,000	0.44	0.55%	
Insurance, Title, Taxes, Etc.	50,000	0.44	0.55%	
Pre-opening & Marketing	200,000	1.76	2.19%	
Project Signage	30,000	0.26	0.33%	
Construction Loan Fee	91,416	0.80	1.00%	
Construction Loan Interest	237,682	2.09	2.60%	
Misc. (Legal, Financial Modelling, Accounting, Etc.)	100,000	0.88	1.09%	
Contingency - Misc. Soft Costs	38,858	0.34	0.43%	
Development Fee	332,307		5.00%	1
DEVELOPMENT TOTALS	1,645,493	14.48	18.00%	113,609

1 - Percentages shown are of **Hard Costs** ONLY



Las Cruces Downtown Apartment Development

Loan Terms

Construction Loan Interest Rate	6.50%
Construction Loan Fee	1.25%
Permanent Loan Rate	7.25%
Permanent Loan Fee	1.00%
Amortization Term - years	30

		Loan % of Costs	Loan Amounts
Total Land, Hard Costs & Soft Costs	9,141,628	80.0%	7,313,302

Construction Loan (Interest Only -- taken out with permanent loan after 1 operational year)

Development Phase	Hard & Soft Construction Cost	Land Value	Total Dev. Costs
Construction Period	8,341,628	800,000	9,141,628

Development Phase	Total Dev. Costs Financed	Developer Equity Investment	City Land Contribution	Total Equity Investment
Construction Period	9,141,628	1,028,326	800,000	1,828,326

Development Phase	Loan Amount	Equity % of Dev. Costs	Loan to Cost	1st Year Debt Coverage Ratio
Construction Period	7,313,302	20.0%	80.0%	n/a

Permanent Loan (originated upon stabilized occupancy -- assumed to be 1yr after completion)

Development Phase	1st Year Residential Net Operating Income	NOI Capitalization Rate	Capitalized Project Value
Operating Period	774,089	8.0%	9,676,117

Development Phase	Total Dev. Value Financed	Developer Equity Value	City Land Contribution	Total Project Equity Value
Operating Period	9,676,117	1,562,815	800,000	2,362,815

Development Phase	Loan Amount	Equity % of Dev. Value	Loan to Value	1st Year Debt Coverage Ratio
Operating Period	7,313,302	24.4%	75.6%	1.349



Las Cruces Downtown Apartment Development

Las Cruces Apartment Rental Rates -- January 2005

Property	Studio Units			1 Bedroom Units			2 Bedroom Units			3 Bedroom Units		
	Mo. Rent	Avg. Sq Ft	Per Sq Ft	Mo. Rent	Avg. Sq Ft	Per Sq Ft	Mo. Rent	Avg. Sq Ft	Per Sq Ft	Mo. Rent	Avg. Sq Ft	Per Sq Ft
Desert Palms	\$ 250.00	390	\$ 0.64	\$ 327.00	410	\$ 0.80	\$ 380.00	611	\$ 0.62			
Woodcrest				\$ 529.00	700	\$ 0.76	\$ 595.00	895	\$ 0.66			
Cuestas Apartments				\$ 565.00	645	\$ 0.88	\$ 670.00	857	\$ 0.78	\$ 820.00	1,080	\$ 0.76
County Crest				\$ 552.00	685	\$ 0.81	\$ 615.00	960	\$ 0.64			
Puerta Villa at Sonoma Ranch				\$ 621.00	694	\$ 0.89	\$ 782.00	978	\$ 0.80	\$ 905.00	1,184	\$ 0.76
Willow Brook Apartments				\$ 445.00	540	\$ 0.82	\$ 545.00	795	\$ 0.69	\$ 735.00	1,300	\$ 0.57
Park Place Apartments				\$ 525.00	590	\$ 0.89	\$ 625.00	835	\$ 0.75	\$ 785.00	1,036	\$ 0.76
High Range Village Apartments				\$ 540.00	705	\$ 0.77	\$ 675.00	1,022	\$ 0.66			
Average Per Sq Ft			\$ 0.64			\$ 0.83			\$ 0.70			\$ 0.71
Maximum Per Sq Ft			\$ 0.64			\$ 0.89			\$ 0.80			\$ 0.76
Minimum Per Sq Ft			\$ 0.64			\$ 0.76			\$ 0.62			\$ 0.57



Las Cruces Downtown Apartment Development

Development Component	Total Annual Rent	Average per year per sf	NOI % of Gross Revenue	Total Annual NOI
Residential 109 Units @ 912 Sq Ft	1,152,338	11.59	65.0%	749,019
Other Income @ \$250 per Unit per Year	25,070	0.25	100.0%	25,070
Totals	1,177,408	11.84	65.7%	774,089

DETAILED RENT SCHEDULE

Description	Total sq ft	Gross Rent per year per sf	Rent per Sq Ft per Month	Operating Expense %	Total Annual Income	% Vacancy
Residential 109 Units @ 912 Sq Ft	99,408	12.60	\$1.15	35.0%	1,152,338	8%
Other Income @ \$250 per Unit per Year	n/a	0.25	n/a	n/a	25,070	8%
Totals	99,408	11.84			1,177,408	



Las Cruces Downtown Apartment Development

Revenue increase factor: 2.0% 1st year (2007) Revenue as % of Stabilized Revenue: 70.0%
 Expense Inflation factor: 2.0% Terminal Cap Rate (yr 21): 8.0%

	construction period 2006	1 2007	2 2008	3 2009	4 2010	5 2011	6 2012	7 2013	8 2014	9 2015	10 2016
Development Cost	(9,141,628)										
Loan Proceeds	7,313,302										
City Land Contribution	800,000										
Apartment Rental Revenue		824,185	1,177,408	1,200,956	1,224,975	1,249,474	1,274,464	1,299,953	1,325,952	1,352,471	1,379,521
Other Income		17,549	17,900	18,258	18,623	18,996	19,376	19,763	20,158	20,561	20,973
Gross Revenue		841,734	1,195,308	1,219,214	1,243,598	1,268,470	1,293,839	1,319,716	1,346,110	1,373,033	1,400,493
Apartment Operating Expenses		(282,323)	(403,318)	(411,385)	(419,612)	(428,004)	(436,565)	(445,296)	(454,202)	(463,286)	(472,551)
Net Operating income	(1,028,326)	559,412	791,989	807,829	823,986	840,465	857,275	874,420	891,909	909,747	927,942
Permanent Loan Proceeds			7,313,302								
Permanent Loan Origination Fees			(73,133)								
Loan Principal & Interest (237K Const Int in Dev cost)		(475,365)	(7,850,322)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)
Cash Flow After Debt	(1,028,326)	84,047	181,836	209,154	225,310	241,790	258,599	275,745	293,233	311,071	329,266

Internal Rate of Return: 23.9%
NPV @ 10%: 2,419,169

	11 2017	12 2018	13 2019	14 2020	15 2021	16 2022	17 2023	18 2024	19 2025	20 2026	21 2027
Apartment Rental Revenue	1,407,111	1,435,253	1,463,958	1,493,237	1,523,102	1,553,564	1,584,636	1,616,328	1,648,655	1,681,628	1,715,260
Other Income	21,392	21,820	22,256	22,702	23,156	23,619	24,091	24,573	25,064	25,566	26,077
Gross Revenue	1,428,503	1,457,073	1,486,215	1,515,939	1,546,258	1,577,183	1,608,727	1,640,901	1,673,719	1,707,193	1,741,337
Apartment Operating Expenses	(482,003)	(491,643)	(501,475)	(511,505)	(521,735)	(532,170)	(542,813)	(553,669)	(564,743)	(576,038)	(587,558)
Net Operating income	946,501	965,431	984,739	1,004,434	1,024,523	1,045,013	1,065,913	1,087,232	1,108,976	1,131,156	1,153,779
Loan Principal & Interest	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)	(598,675)
Cash Flow After Debt	347,825	366,755	386,064	405,759	425,847	446,338	467,238	488,556	510,301	532,480	555,104



Appendix D. Cost Estimates



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/1/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

I. Mainstreet

1. Picacho Avenue to North Roundabout

A. General	\$ 33,000.00	\$ 46,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 18,000.00	\$ 22,000.00	Not inc. Roadway and Utilities work
C. Roadway	\$ 406,000.00	\$ 585,000.00	
D. Utilities/Infrastructure	\$ 30,000.00	\$ 50,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting
E. Pedestrian Amenities & Street Aesthetics	\$ 37,000.00	\$ 45,000.00	
• Site Furnishings	\$ 18,000.00	\$ 22,000.00	
• Shade Elements	\$ 3,500.00	\$ 5,700.00	
F. Landscape and Irrigation	\$ 54,000.00	\$ 66,000.00	
G. Gateways/Landmark Features	\$ 7,100.00	\$ 9,800.00	
Subtotal	\$ 686,600.00	\$ 971,500.00	
Contingency 10%	\$ 68,660.00	\$ 97,150.00	
TOTAL (Hard Costs)	\$ 755,260.00	\$ 1,068,650.00	
Design and Construction Soft Costs (20%)	\$ 151,052.00	\$ 213,730.00	
Maintenance - 5 years (2% annual)	\$ 80,000.00	\$ 106,865.00	
GRAND TOTAL	\$ 986,312.00	\$ 1,389,245.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/1/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
2. North Roundabout			
A. General	\$ 14,500.00	\$ 21,500.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 11,000.00	\$ 13,000.00	Not inc. Roadway and Utilities work
C. Roadway	\$ 87,000.00	\$ 140,000.00	
D. Utilities/Infrastructure	\$ -	\$ -	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 19,000.00	\$ 23,000.00	
• Site Furnishings	\$ 9,000.00	\$ 11,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 63,000.00	\$ 77,000.00	
G. Gateways/Landmark Features	\$ 20,000.00	\$ 45,000.00	
Subtotal	\$ 303,500.00	\$ 450,500.00	
Contingency 10%	\$ 30,350.00	\$ 45,050.00	
TOTAL (Hard Costs)	\$ 333,850.00	\$ 495,550.00	
Design and Construction Soft Costs (20%)	\$ 66,770.00	\$ 99,110.00	
Maintenance - 5 years (2% annual)	\$ 33,385.00	\$ 49,555.00	
GRAND TOTAL	\$ 434,005.00	\$ 644,215.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
3. North Roundabout to Las Cruces Avenue			
A. General	\$ 37,500.00	\$ 51,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 61,000.00	\$ 75,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 242,000.00	\$ 355,000.00	
D. Utilities/Infrastructure	\$ 55,000.00	\$ 65,000.00	
• Power - Allowance	\$ 135,000.00	\$ 165,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 152,000.00	\$ 186,000.00	
• Site Furnishings	\$ 19,000.00	\$ 23,000.00	
• Shade Elements (20 Awnings)	\$ 30,000.00	\$ 114,000.00	
F. Landscape and Irrigation	\$ 73,000.00	\$ 89,000.00	
G. Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 804,500.00	\$ 1,123,000.00	
Contingency 10%	\$ 80,450.00	\$ 112,300.00	
TOTAL (Hard Costs)	\$ 884,950.00	\$ 1,235,300.00	
Design and Construction Soft Costs (20%)	\$ 176,990.00	\$ 247,060.00	
Maintenance - 5 years (2% annual)	\$ 88,495.00	\$ 123,530.00	
GRAND TOTAL	\$ 1,150,435.00	\$ 1,605,890.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
4. Plaza Phase 1 Las Cruces Avenue to Griggs Avenue			
A. General	\$ 54,355.00	\$ 65,900.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 35,000.00	\$ 43,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 57,600.00	\$ 76,000.00	
D. Utilities/Infrastructure	\$ 65,000.00	\$ 75,000.00	
• Power - Allowance	\$ 80,000.00	\$ 80,000.00	
E. Pedestrian Amenities & Street Aesthetics	\$ 559,000.00	\$ 682,000.00	
• Site Furnishings	\$ 73,000.00	\$ 89,000.00	
• Shade Elements (25 Awnings & 4 Structures)	\$ 181,500.00	\$ 394,000.00	
F. Landscape and Irrigation	\$ 47,500.00	\$ 58,000.00	
G. Gateways/Landmark Features	\$ 20,000.00	\$ 32,000.00	inc. 4 Ped. Pointer/Hist. Markers
Subtotal	\$ 1,172,955.00	\$ 1,594,900.00	
Contingency 10%	\$ 117,295.50	\$ 159,490.00	
TOTAL (Hard Costs)	\$ 1,290,250.50	\$ 1,754,390.00	
Design and Construction Soft Costs (20%)	\$ 258,050.10	\$ 350,878.00	
Maintenance - 5 years (2% annual)	\$ 129,025.05	\$ 175,439.00	
GRAND TOTAL	\$ 1,677,325.65	\$ 2,280,707.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
5. Griggs Avenue to South Roundabout			
A. General	\$ 21,500.00	\$ 35,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 32,000.00	\$ 40,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 171,000.00	\$ 265,000.00	
D. Utilities/Infrastructure	\$ 29,000.00	\$ 38,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 90,000.00	\$ 110,000.00	
• Site Furnishings	\$ 11,000.00	\$ 13,000.00	
• Shade Elements (21 Awnings)	\$ 31,500.00	\$ 119,700.00	
F. Landscape and Irrigation	\$ 32,000.00	\$ 40,000.00	
G. Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 498,000.00	\$ 780,700.00	
Contingency 10%	\$ 49,800.00	\$ 78,070.00	
TOTAL (Hard Costs)	\$ 547,800.00	\$ 858,770.00	
Design and Construction Soft Costs (20%)	\$ 109,560.00	\$ 171,754.00	
Maintenance - 5 years (2% annual)	\$ 54,780.00	\$ 85,877.00	
GRAND TOTAL	\$ 712,140.00	\$ 1,116,401.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/1/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
6. South Roundabout			
A. General	\$ 11,500.00	\$ 18,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 9,500.00	\$ 12,000.00	Not inc. Roadway and Utilities work
C. Roadway	\$ 12,000.00	\$ 20,000.00	
D. Utilities/Infrastructure	\$ 75,000.00	\$ 120,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 10,000.00	\$ 13,000.00	
• Site Furnishings	\$ 9,000.00	\$ 11,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 22,000.00	\$ 26,000.00	
G. Gateways/Landmark Features	\$ 20,000.00	\$ 45,000.00	
Subtotal	\$ 249,000.00	\$ 385,000.00	
Contingency 10%	\$ 24,900.00	\$ 38,500.00	
TOTAL (Hard Costs)	\$ 273,900.00	\$ 423,500.00	
Design and Construction Soft Costs (20%)	\$ 54,780.00	\$ 84,700.00	
Maintenance - 5 years (2% annual)	\$ 27,390.00	\$ 42,350.00	
GRAND TOTAL	\$ 356,070.00	\$ 550,550.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
7. South Roundabout to Lohman Avenue			
A. General	\$ 21,000.00	\$ 36,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 15,000.00	\$ 19,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 244,000.00	\$ 480,000.00	
D. Utilities/Infrastructure	\$ 26,000.00	\$ 36,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting
E. Pedestrian Amenities & Street Aesthetics	\$ 39,000.00	\$ 47,000.00	
• Site Furnishings	\$ -	\$ -	
• Shade Elements (2 Awnings)	\$ 7,000.00	\$ 11,500.00	
F. Landscape and Irrigation	\$ 25,000.00	\$ 31,000.00	
G. Gateways/Landmark Features	\$ 7,100.00	\$ 9,800.00	
Subtotal	\$ 464,100.00	\$ 790,300.00	
Contingency 10%	\$ 46,410.00	\$ 79,030.00	
TOTAL (Hard Costs)	\$ 510,510.00	\$ 869,330.00	
Design and Construction Soft Costs (20%)	\$ 102,102.00	\$ 173,866.00	
Maintenance - 5 years (2% annual)	\$ 51,051.00	\$ 86,933.00	
GRAND TOTAL	\$ 663,663.00	\$ 1,130,129.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

II. Las Cruces Avenue

8. Church Street to Water Street

A. General	\$ 25,000.00	\$ 42,000.00	Approximately 5% of Subtotal Not Including: Roadway & Utilities Work
B. Demolition and Grading	\$ 29,000.00	\$ 35,000.00	
C. Roadway	\$ 226,000.00	\$ 460,000.00	High Range assumes street relocation for north side widened pedestrian zone.
D. Utilities/Infrastructure	\$ 39,000.00	\$ 48,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 58,000.00	\$ 70,000.00	
• Site Furnishings	\$ 12,000.00	\$ 15,000.00	
• Shade Elements (11 Awnings)	\$ 38,500.00	\$ 62,700.00	
F. Landscape and Irrigation	\$ 37,000.00	\$ 45,000.00	
G. Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 544,500.00	\$ 897,700.00	
Contingency 10%	\$ 54,450.00	\$ 89,770.00	
TOTAL (Hard Costs)	\$ 598,950.00	\$ 987,470.00	
Design and Construction Soft Costs (20%)	\$ 119,790.00	\$ 197,494.00	
Maintenance - 5 years (2% annual)	\$ 59,895.00	\$ 98,747.00	
GRAND TOTAL	\$ 778,635.00	\$ 1,283,711.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
9. Water Street to Alameda Blvd.			
A. General	\$ 19,000.00	\$ 31,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 27,000.00	\$ 34,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 128,000.00	\$ 249,000.00	High Range assumes street relocation for north side widened pedestrian zone.
D. Utilities/Infrastructure	\$ 33,000.00	\$ 33,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting
E. Pedestrian Amenities & Street Aesthetics	\$ 59,000.00	\$ 71,000.00	
• Site Furnishings	\$ 12,000.00	\$ 15,000.00	
• Shade Elements (5 Awnings)	\$ 17,500.00	\$ 28,500.00	
F. Landscape and Irrigation	\$ 40,000.00	\$ 48,000.00	
G. Gateways/Landmark Features	\$ 15,000.00	\$ 24,000.00	
Subtotal	\$ 430,500.00	\$ 653,500.00	
Contingency 10%	\$ 43,050.00	\$ 65,350.00	
TOTAL (Hard Costs)	\$ 473,550.00	\$ 718,850.00	
Design and Construction Soft Costs (20%)	\$ 94,710.00	\$ 143,770.00	
Maintenance - 5 years (2% annual)	\$ 47,355.00	\$ 71,885.00	
GRAND TOTAL	\$ 615,615.00	\$ 934,505.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/1/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
10. Alameda Blvd. to Pioneer Woman's Park			
A. General	\$ 15,000.00	\$ 20,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 29,000.00	\$ 35,000.00	Not inc. Roadway and Utilities work
C. Roadway	\$ 78,000.00	\$ 99,000.00	
D. Utilities/Infrastructure	\$ 40,000.00	\$ 50,000.00	
• Power - Allowance	\$ -	\$ -	No lighting upgrades
E. Pedestrian Amenities & Street Aesthetics	\$ 62,000.00	\$ 78,000.00	
• Site Furnishings	\$ 16,000.00	\$ 20,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 83,000.00	\$ 101,000.00	
G. Gateways/Landmark Features	\$ 15,000.00	\$ 24,500.00	
Subtotal	\$ 338,000.00	\$ 427,500.00	
Contingency 10%	\$ 33,800.00	\$ 42,750.00	
TOTAL (Hard Costs)	\$ 371,800.00	\$ 470,250.00	
Design and Construction Soft Costs (20%)	\$ 74,360.00	\$ 94,050.00	
Maintenance - 5 years (2% annual)	\$ 37,180.00	\$ 47,025.00	
GRAND TOTAL	\$ 483,340.00	\$ 611,325.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

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7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

III. Organ Avenue

11. Mesquite Street Campo Street

A. General	\$ 13,500.00	\$ 18,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 20,000.00	\$ 24,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 29,000.00	\$ 40,000.00	
D. Utilities/Infrastructure	\$ 33,000.00	\$ 42,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 41,000.00	\$ 51,000.00	
• Site Furnishings	\$ 12,000.00	\$ 14,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 48,000.00	\$ 58,000.00	
G. Gateways/Landmark Features	\$ 16,000.00	\$ 25,500.00	
Subtotal	\$ 292,500.00	\$ 392,500.00	
Contingency 10%	\$ 29,250.00	\$ 39,250.00	
TOTAL (Hard Costs)	\$ 321,750.00	\$ 431,750.00	
Design and Construction Soft Costs (20%)	\$ 64,350.00	\$ 86,350.00	
Maintenance - 5 years (2% annual)	\$ 32,175.00	\$ 43,175.00	
GRAND TOTAL	\$ 418,275.00	\$ 561,275.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/1/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

IV. Griggs Avenue

12. Mesquite Street to Campo Street

A. General	\$ 13,000.00	\$ 18,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 18,000.00	\$ 22,000.00	Not inc. Roadway and Utilities work
C. Roadway	\$ 29,000.00	\$ 40,000.00	
D. Utilities/Infrastructure	\$ 26,000.00	\$ 35,000.00	
• Power - Allowance	\$ 80,000.00	\$ 120,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 41,000.00	\$ 50,000.00	
• Site Furnishings	\$ 7,000.00	\$ 9,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 49,000.00	\$ 59,000.00	
G. Gateways/Landmark Features	\$ 16,000.00	\$ 25,500.00	
Subtotal	\$ 279,000.00	\$ 378,500.00	
Contingency 10%	\$ 27,900.00	\$ 37,850.00	
TOTAL (Hard Costs)	\$ 306,900.00	\$ 416,350.00	
Design and Construction Soft Costs (20%)	\$ 61,380.00	\$ 83,270.00	
Maintenance - 5 years (2% annual)	\$ 30,690.00	\$ 41,635.00	
GRAND TOTAL	\$ 398,970.00	\$ 541,255.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
13. Church Street to Main Street			
A. General	\$ 17,000.00	\$ 30,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 14,000.00	\$ 17,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ 184,000.00	\$ 406,000.00	inc. signal modifications at Water St. intersection
D. Utilities/Infrastructure	\$ 40,000.00	\$ 49,000.00	inc. water, gas, SAS to Water St.
• Power - Allowance	\$ 45,000.00	\$ 55,000.00	Includes lighting
E. Pedestrian Amenities & Street Aesthetics	\$ 30,000.00	\$ 36,000.00	
• Site Furnishings	\$ 12,000.00	\$ 14,000.00	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ 20,000.00	\$ 24,000.00	
G. Gateways/Landmark Features	\$ 5,000.00	\$ 8,000.00	
Subtotal	\$ 367,000.00	\$ 639,000.00	
Contingency 10%	\$ 36,700.00	\$ 63,900.00	
TOTAL (Hard Costs)	\$ 403,700.00	\$ 702,900.00	
Design and Construction Soft Costs (20%)	\$ 80,740.00	\$ 140,580.00	
Maintenance - 5 years (2% annual)	\$ 40,370.00	\$ 70,290.00	
GRAND TOTAL	\$ 524,810.00	\$ 913,770.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

V. Civic Plaza - (Inc. Organ Ave. from Church Street to Main Street)

14. Civic Plaza			Does not inc. cost of new drive up bank constr.
A. General	\$ 61,000.00	\$ 89,000.00	Approximately 5% of Subtotal
B. Demolition and Grading - Allowance	\$ 100,000.00	\$ 120,000.00	Not Including: Roadway & Utilities Work
C. Roadway	\$ -	\$ -	
D. Utilities/Infrastructure	\$ 64,000.00	\$ 84,000.00	
• Power - Allowance (inc. lighting/bollards)	\$ 120,000.00	\$ 160,000.00	
E. Pedestrian Amenities & Street Aesthetics	\$ 223,000.00	\$ 273,000.00	
• Site Furnishings	\$ 49,000.00	\$ 60,000.00	
• Shade Elements - Pavillion Bldg.	\$ 120,000.00	\$ 260,000.00	
• Bell Tower/Cooling Tower	\$ 95,000.00	\$ 325,000.00	
• La Entrada Relocation	\$ 27,000.00	\$ 33,000.00	
• Water Garden/Fountain	\$ 36,000.00	\$ 44,000.00	
F. Landscape and Irrigation	\$ 129,000.00	\$ 158,000.00	
G. Gateways/Landmark Features	\$ 5,000.00	\$ 8,000.00	Also See Bell Tower/Cooling Tower Item
H. Land Acquisition	\$ 275,000.00	\$ 275,000.00	Based on most recent appraisal
Subtotal	\$ 1,304,000.00	\$ 1,889,000.00	
Contingency 10%	\$ 130,400.00	\$ 188,900.00	
TOTAL (Hard Costs)	\$ 1,434,400.00	\$ 2,077,900.00	
Design and Construction Soft Costs (20%)	\$ 286,880.00	\$ 415,580.00	
Maintenance - 5 years (2% annual)	\$ 143,440.00	\$ 207,790.00	
GRAND TOTAL	\$ 1,864,720.00	\$ 2,701,270.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

VII. Water Street - Two Way Conversion

16. Amador to North Roundabout

Costs estimated for Roadway and Utilities Only

A. General				
B. Demolition and Grading				
C. Roadway				
Removals	\$ 95,000.00		\$ 155,000.00	
Roadway Improvements	\$ 470,000.00		\$ 545,000.00	
Signal at Water/South Street	\$ 120,000.00		\$ 180,000.00	
Signal at Water/Griggs	\$ 120,000.00		\$ 180,000.00	
Signal at Water/Las Cruces	\$ 120,000.00		\$ 180,000.00	
Signal at Water/North Street	\$ 120,000.00		\$ 180,000.00	
D. Utilities/8" water; 4" gas, SAS	\$ 130,000.00		\$ 160,000.00	
• Power - Allowance				
E. Pedestrian Amenities & Street Aesthetics				
• Site Furnishings				
• Shade Elements				
F. Landscape and Irrigation				
G. Gateways/Landmark Features				
Subtotal	\$ 1,175,000.00		\$ 1,580,000.00	
Contingency 10%	\$ 117,500.00		\$ 158,000.00	
TOTAL (Hard Costs)	\$ 1,292,500.00		\$ 1,738,000.00	
Design and Construction Soft Costs (20%)	\$ 258,500.00		\$ 347,600.00	
Maintenance - 5 years (2% annual)	\$ 129,250.00		\$ 173,800.00	
GRAND TOTAL	\$ 1,680,250.00		\$ 2,259,400.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

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7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	

VIII. Callecitas

17. Hadley

A. General	\$ 8,000.00	\$ 10,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 16,000.00	\$ 20,000.00	Not Including: Roadway & Utilities Work
C. Roadway			
Removals	\$ 6,000.00	\$ 10,000.00	
Roadway Improvements	\$ 12,000.00	\$ 15,000.00	
D. Utilities/6" water; 4" gas, SAS	\$ 27,000.00	\$ 37,000.00	
● Power - Allowance	\$ 45,000.00	\$ 55,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 74,000.00	\$ 90,000.00	
● Site Furnishings	\$ -	\$ -	
● Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ -	\$ -	
Hadley Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 188,000.00	\$ 237,000.00	
Contingency 10%	\$ 18,800.00	\$ 23,700.00	
TOTAL (Hard Costs)	\$ 206,800.00	\$ 260,700.00	
Design and Construction Soft Costs (20%)	\$ 41,360.00	\$ 52,140.00	
Maintenance - 5 years (2% annual)	\$ 20,680.00	\$ 26,070.00	
GRAND TOTAL	\$ 268,840.00	\$ 338,910.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
18. Court			
A. General	\$ 14,000.00	\$ 18,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 32,000.00	\$ 40,000.00	Not Including: Roadway & Utilities Work
C. Roadway			
Removals	\$ 12,000.00	\$ 20,000.00	
Roadway Improvements	\$ 24,000.00	\$ 30,000.00	
D. Utilities/6" water, 8" SAS	\$ 23,000.00	\$ 28,000.00	
• Power - Allowance	\$ 90,000.00	\$ 110,000.00	Includes lighting/bollards
E. Pedestrian Amenities & Street Aesthetics	\$ 148,000.00	\$ 180,000.00	
• Site Furnishings	\$ -	\$ -	
• Shade Elements	\$ -	\$ -	
F. Landscape and Irrigation	\$ -	\$ -	
G. Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 343,000.00	\$ 426,000.00	
Contingency 10%	\$ 34,300.00	\$ 42,600.00	
TOTAL (Hard Costs)	\$ 377,300.00	\$ 468,600.00	
Design and Construction Soft Costs (20%)	\$ 75,460.00	\$ 93,720.00	
Maintenance - 5 years (2% annual)	\$ 37,730.00	\$ 46,860.00	
GRAND TOTAL	\$ 490,490.00	\$ 609,180.00	



Las Cruces Downtown Revitalization
Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/21/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
19. May			
A. General	\$ 15,000.00	\$ 19,000.00	Approximately 5% of Subtotal
B. Demolition and Grading	\$ 35,000.00	\$ 44,000.00	Not Including: Roadway & Utilities Work
C. Roadway			
D. Removals	\$ 12,000.00	\$ 20,000.00	
Roadway Improvements	\$ 24,000.00	\$ 30,000.00	
E. Utilities/6" water, 8" SAS	\$ 23,000.00	\$ 28,000.00	
• Power - Allowance	\$ 90,000.00	\$ 110,000.00	Includes lighting/bollards
F. Pedestrian Amenities & Street Aesthetics	\$ 163,000.00	\$ 198,000.00	
• Site Furnishings	\$ -	\$ -	
• Shade Elements	\$ -	\$ -	
G. Landscape and Irrigation	\$ -	\$ -	
H. Gateways/Landmark Features	\$ -	\$ -	
Subtotal	\$ 362,000.00	\$ 449,000.00	
Contingency 10%	\$ 36,200.00	\$ 44,900.00	
TOTAL (Hard Costs)	\$ 398,200.00	\$ 493,900.00	
Design and Construction Soft Costs (20%)	\$ 79,640.00	\$ 98,780.00	
Maintenance - 5 years (2% annual)	\$ 39,820.00	\$ 49,390.00	
GRAND TOTAL	\$ 517,660.00	\$ 642,070.00	
Streetscape & Plaza Total	\$ 15,791,895.65	\$ 22,506,198.00	



Las Cruces Downtown Revitalization Opinion of Probable Costs - Final Schematic Design

Prepared by: Sites Southwest LLC

7/5/2005

PROJECT DESCRIPTION	Estimated Costs		Assumptions
	Low Range	High Range	
IX. Parking Garages			
20. Church & East May (325 cars)		\$ 5,850,000.00	5 levels inc. roof deck @ \$18K/car
21. Church & East Hadley (200 cars)		\$ 3,600,000.00	4 & 5 levels split inc. roof deck @ \$18K/car
22. Water & West Griggs (600 cars)		\$ 10,800,000.00	5 levels inc. roof deck @ \$18K/car
A. Liner Bldg (57,000SF)		\$ 8,910,000.00	
Subtotal	\$ -	\$ 29,160,000.00	
Contingency 10%	\$ -	\$ 2,916,000.00	
TOTAL (Hard Costs)	\$ -	\$ 32,076,000.00	
Design and Construction Soft Costs (20%)	\$ -	\$ 6,415,200.00	
GRAND TOTAL	\$ -	\$ 38,491,200.00	





Appendix E. Landmarks and Entries Specifications





Proposed Specifications

A. Downtown Gateway ID Monument

Style 1-Versions 1, 2, 3

Size: 7' w x 7' h x 2' d

Description:

Located at the north Main St. and south Main St. entrances to the downtown area, proposed identity entry monuments will direct residents, as well as visitors, to downtown Las Cruces. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Gateway ID Monuments. The monuments help to identify the downtown area and are part of a new “branding and marketing” effort for downtown Las Cruces.

Materials & Fabrication

Bases:

Stone -

Cast in place concrete

Stained finish

Integral color

True stone

Feaux stone

Stucco -

Cast in place concrete

Stained finish

Integral color

Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface

Integral color

Stained finish

Beams:

Cast in place concrete - textured wood-like surface

Integral color

Stained finish

Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

Painted metal

Internally lighted fabricated metal

Cut metal or acrylic letters and shapes

Acrylic lightbox

External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces

Cast in place concrete

Integral color

Stained finish

Carved or routed wood

Painted

Stained finish

Cast aluminum or bronze

Painted

Patina finish

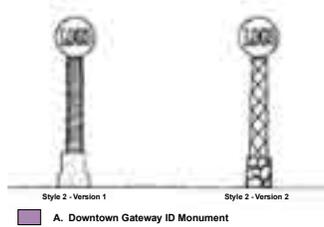
Ornamentation & Attachment Details:

Wrought iron

Natural Finish

Painted

Patina finish



Proposed Specifications

A. Downtown Gateway ID Monument

Style 2-Versions 1, 2

Size: 2.5' w x 10' h x 2' d

Description:

Located at the north Main St. and south Main St. entrances to the downtown area, proposed identity entry monuments will direct residents, as well as visitors, to downtown Las Cruces. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Gateway ID Monuments. The monuments help to identify the downtown area and are part of a new “branding and marketing” effort for downtown Las Cruces.

Materials & Fabrication

Bases:

Stone -

Cast in place concrete

Stained finish

Integral color

True stone

Feaux stone

Stucco -

Cast in place concrete

Stained finish

Integral color

Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface

Integral color

Stained finish

Beams:

Cast in place concrete - textured wood-like surface

Integral color

Stained finish

Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

Painted metal

Internally lighted fabricated metal

Cut metal or acrylic letters and shapes

Acrylic lightbox

External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces

Cast in place concrete

Integral color

Stained finish

Carved or routed wood

Painted

Stained finish

Cast aluminum or bronze

Painted

Patina finish

Ornamentation & Attachment Details:

Wrought iron

Natural Finish

Painted

Patina finish





Proposed Specifications

A. Downtown Gateway ID Monument

Style 1-Versions 1, 2, 3

Size: 7' w x 7' h x 2' d

Description:

Located at the north Main St. and south Main St. entrances to the downtown area, proposed identity entry monuments will direct residents, as well as visitors, to downtown Las Cruces. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Gateway ID Monuments. The monuments help to identify the downtown area and are part of a new “branding and marketing” effort for downtown Las Cruces.

Materials & Fabrication

Bases:

Stone -

Cast in place concrete

Stained finish

Integral color

True stone

Feaux stone

Stucco -

Cast in place concrete

Stained finish

Integral color

Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface

Integral color

Stained finish

Beams:

Cast in place concrete - textured wood-like surface

Integral color

Stained finish

Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

Painted metal

Internally lighted fabricated metal

Cut metal or acrylic letters and shapes

Acrylic lightbox

External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces

Cast in place concrete

Integral color

Stained finish

Carved or routed wood

Painted

Stained finish

Cast aluminum or bronze

Painted

Patina finish

Ornamentation & Attachment Details:

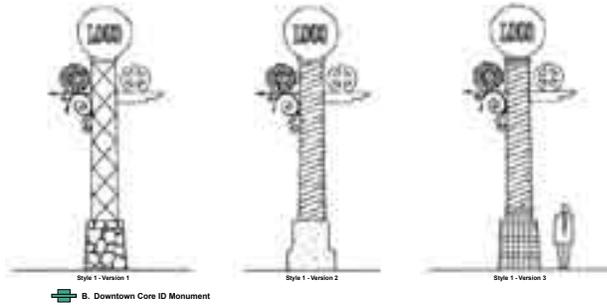
Wrought iron

Natural Finish

Painted

Patina finish





Proposed Specifications

B. Downtown Core ID Monument

Style 1-Versions 1, 2, 3
Size: 11' w x 25' h x 4' d

Description:

Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is also applied to the signage surface of the Downtown Core ID Monuments.

Materials & Fabrication

Bases:

- Stone -
- Cast in place concrete
- Stained finish
- Integral color
- True stone
- Feaux stone

- Stucco -
- Cast in place concrete
- Stained finish
- Integral color
- Stucco-like finish

- Tile -
- Ceramic or clay tile

- Posts:**
- Cast in place concrete - carved or scored surface
- Integral color
- Stained finish

- Beams:**
- Cast in place concrete - textured wood-like surface
- Integral color
- Stained finish
- Rough hewn, carved and stained or painted wood

- Signs:**
- Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

 - Painted metal
 - Internally lighted fabricated metal
 - Cut metal or acrylic letters and shapes
 - Acrylic lightbox
 - External sign or ground mounted lighting

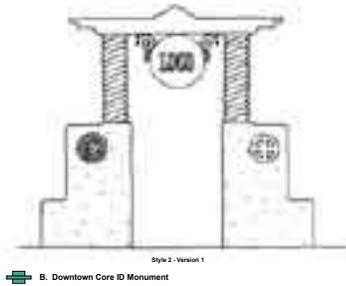
- Neighborhood Icons:**
- Inset or applied to surfaces

 - Cast in place concrete
 - Integral color
 - Stained finish
 - Carved or routed wood
 - Painted
 - Stained finish
 - Cast aluminum or bronze
 - Painted
 - Patina finish

- Ornamentation & Attachment Details:**

 - Wrought iron
 - Natural Finish
 - Painted
 - Patina finish





Proposed Specifications

B. Downtown Core ID Monument

Style 2-Version 1

Size: 25' w x 23' h x 4' d

Description:

Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Core ID Monuments.

Materials & Fabrication

Bases:

Stone -

- Cast in place concrete
- Stained finish
- Integral color
- True stone
- Feaux stone

Stucco -

- Cast in place concrete
- Stained finish
- Integral color
- Stucco-like finish

Tile -

- Ceramic or clay tile

Posts:

- Cast in place concrete - carved or scored surface
- Integral color
- Stained finish

Beams:

- Cast in place concrete - textured wood-like surface
- Integral color
- Stained finish
- Rough hewn, carved and stained or painted wood

Signs:

- Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:
 - Painted metal
 - Internally lighted fabricated metal
 - Cut metal or acrylic letters and shapes
 - Acrylic lightbox
 - External sign or ground mounted lighting

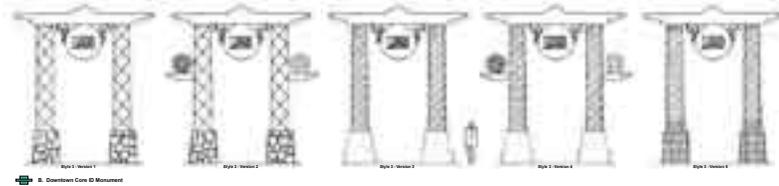
Neighborhood Icons:

- Inset or applied to surfaces
 - Cast in place concrete
 - Integral color
 - Stained finish
 - Carved or routed wood
 - Painted
 - Stained finish
 - Cast aluminum or bronze
 - Painted
 - Patina finish

Ornamentation & Attachment Details:

- Wrought iron
 - Natural Finish
 - Painted
 - Patina finish





Proposed Specifications

B. Downtown Core ID Monument

Style 3-Versions 1, 3, 5
Size: 22' w x 22' h x 4' d

Style 3-Versions 2, 4
Size: 19' w x 22' h x 4' d

Description:

Located at the north Main St. and south Main St. roundabout entrances to the downtown core, proposed identity monuments identify, extend the “brand”, serve as landmarks and direct residents as well as visitors. Two proposed graphic icons, stylized representations of an historic element with specific architectural materials from two historic downtown neighborhoods, are affixed to the monuments. The Alameda Depot Neighborhood icon is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot. The Mesquite Neighborhood icon is a traditional Hispanic “rosette” design. The monuments bring the two different neighborhoods together as one universal symbol...the Hispanic culture and the American railroad culture. A graphic logo application of a new name/identity for downtown Las Cruces, is applied to the signage surface of the Downtown Core ID Monuments.

Materials & Fabrication

Bases:

- Stone -
 - Cast in place concrete
 - Stained finish
 - Integral color
- True stone
- Feaux stone

Stucco -

- Cast in place concrete
- Stained finish
- Integral color
- Stucco-like finish

Tile -

- Ceramic or clay tile

Posts:

- Cast in place concrete - carved or scored surface
- Integral color
- Stained finish

Beams:

- Cast in place concrete - textured wood-like surface
- Integral color
- Stained finish
- Rough hewn, carved and stained or painted wood

Signs:

- Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:
 - Painted metal
 - Internally lighted fabricated metal
 - Cut metal or acrylic letters and shapes
 - Acrylic lightbox
 - External sign or ground mounted lighting

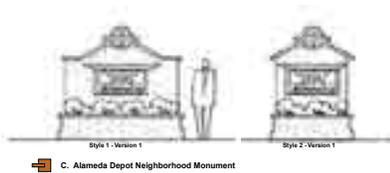
Neighborhood Icons:

- Inset or applied to surfaces
 - Cast in place concrete
 - Integral color
 - Stained finish
- Carved or routed wood
 - Painted
 - Stained finish
- Cast aluminum or bronze
 - Painted
 - Patina finish

Ornamentation & Attachment Details:

- Wrought iron
 - Natural Finish
 - Painted
 - Patina finish





Proposed Specifications

C. Alameda Depot Neighborhood ID Monument

Style 1-Version 1

Size: 9' w x 8' h x 3' d

Style 2-Version 1

Size: 6' w x 8' h x 3' d

Description:

Located at strategic entrances to the Alameda Depot Neighborhood, proposed gateway identity monuments inform pedestrians and vehicular traffic about the Alameda Depot Neighborhood. The monuments include hanging signage surface panels indicating neighborhood names, history and information specific to each of the neighborhoods, and a new name/identity for downtown Las Cruces is also included. The graphic icon affixed to the monuments is a stylized representation of an historic element with specific architectural materials from the neighborhood. The Alameda Depot Neighborhood icon, representing the American railroad culture, is a cross symbol from the old Atchinson, Topeka and Santa Fe Railroad depot.

Materials & Fabrication

Bases:

Stone -

Cast in place concrete

Stained finish

Integral color

True stone

Feaux stone

Stucco -

Cast in place concrete

Stained finish

Integral color

Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface

Integral color

Stained finish

Beams:

Cast in place concrete - textured wood-like surface

Integral color

Stained finish

Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

Painted metal

Internally lighted fabricated metal

Cut metal or acrylic letters and shapes

Acrylic lightbox

External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces

Cast in place concrete

Integral color

Stained finish

Carved or routed wood

Painted

Stained finish

Cast aluminum or bronze

Painted

Patina finish

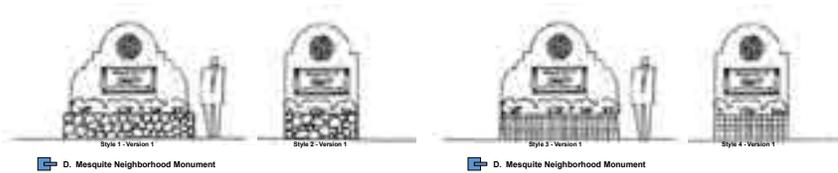
Ornamentation & Attachment Details:

Wrought iron

Natural Finish

Painted

Patina finish



Proposed Specifications

D. Mesquite Neighborhood ID Monument

Style 1-Version 1	Style 2-Version 1
Size: 9.5' w x 8' h x 3' d	Size: 5' w x 8' h x 3' d
Style 3-Version 1	Style 4-Version 1
Size: 8.5' w x 8' h x 3' d	Size: 5' w x 8' h x 3' d

Description:

Located at strategic entrances to the Mesquite Neighborhood, proposed gateway identity monuments inform pedestrians and vehicular traffic about the Mesquite Neighborhood. The monuments include hanging signage surface panels indicating neighborhood names, history and information specific to each of the neighborhoods. A new name/identity for downtown Las Cruces is also included. The graphic icon affixed to the monuments is a stylized representation of an historic element with specific architectural materials from the neighborhood. The Mesquite Neighborhood icon, representing the Hispanic culture, is a traditional Hispanic "rosette" design.

Materials & Fabrication

Bases:

Stone -
 Cast in place concrete
 Stained finish
 Integral color
 True stone
 Feaux stone

Stucco -

Cast in place concrete
 Stained finish
 Integral color
 Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface
 Integral color
 Stained finish

Beams:

Cast in place concrete - textured wood-like surface
 Integral color
 Stained finish
 Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:
 Painted metal
 Internally lighted fabricated metal
 Cut metal or acrylic letters and shapes
 Acrylic lightbox
 External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces
 Cast in place concrete
 Integral color
 Stained finish
 Carved or routed wood
 Painted
 Stained finish
 Cast aluminum or bronze
 Painted
 Patina finish

Ornamentation & Attachment Details:

Wrought iron
 Natural Finish
 Painted
 Patina finish



Proposed Specifications

E. Downtown Plaza Bell Tower Monument

Style 1-Version 1
Size: 12' w x 35'-40' h x 12' d

Description:

Located on the southwest corner of the new Civic Plaza, at the corner of Main St. and East Griggs Ave., the proposed bell tower is a cooling tower with a unique water feature and has a 2-3 foot high cast iron bell. The bell tower and a new name/identity for downtown Las Cruces identifies and serves as a landmark for the downtown area. A bell has always been a signal for people to gather round. The bell tower will attract people to the “heart” of Las Cruces, in an area that will soon become the gathering place for residents and visitors alike: a place to relax, a place for children to play and a place to bring people together.

Materials & Fabrication

Bases:

- Stone -
 - Cast in place concrete
 - Stained finish
 - Integral color
 - True stone
 - Feaux stone

Stucco -

- Cast in place concrete
- Stained finish
- Integral color
- Stucco-like finish

Tile -

- Ceramic or clay tile

Posts:

- Cast in place concrete - carved or scored surface
- Integral color
- Stained finish

Beams:

- Cast in place concrete - textured wood-like surface
- Integral color
- Stained finish
- Rough hewn, carved and stained or painted wood

Signs:

- Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:
 - Painted metal
 - Internally lighted fabricated metal
 - Cut metal or acrylic letters and shapes
 - Acrylic lightbox
 - External sign or ground mounted lighting

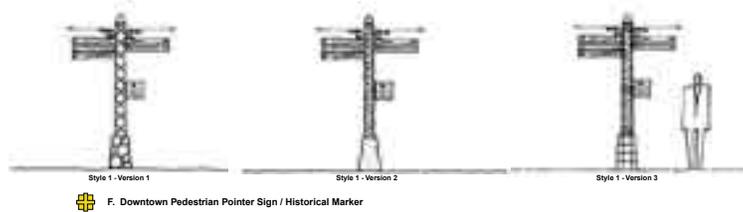
Nieghborhood Icons:

- Inset or applied to surfaces
 - Cast in place concrete
 - Integral color
 - Stained finish
 - Carved or routed wood
 - Painted
 - Stained finish
 - Cast aluminum or bronze
 - Painted
 - Patina finish

Ornamentation & Attachment Details:

- Wrought iron
 - Natural Finish
 - Painted
 - Patina finish





Proposed Specifications

F. Downtown Pedestrian Pointer Sign/Historical Marker

Style 1-Versions 1, 2, 3,

Size: 6' w x 9.5' h x 6' d

Description:

Located along “pedestrian walkways”, landscaped pedestrian corridors connecting the historic Mesquite Neighborhood (and Klein Park), the historic Alameda Depot Neighborhood (and Pioneer Park), and the downtown core, proposed Pedestrian Pointer Signs/Historical Markers inform and direct residents as well as visitors of historical information and destinations of interest. A new name/identity for downtown Las Cruces is also included. Hanging sign panels include directional sign blades indicating destinations of interest and historical marker sign panels indicate historic information about downtown Las Cruces and the surrounding neighborhoods.

Materials & Fabrication

Bases:

Stone -

Cast in place concrete

Stained finish

Integral color

True stone

Feaux stone

Stucco -

Cast in place concrete

Stained finish

Integral color

Stucco-like finish

Tile -

Ceramic or clay tile

Posts:

Cast in place concrete - carved or scored surface

Integral color

Stained finish

Beams:

Cast in place concrete - textured wood-like surface

Integral color

Stained finish

Rough hewn, carved and stained or painted wood

Signs:

Depending on final graphic logo/identity, various fabrication methods may be used including but not limited to:

Painted metal

Internally lighted fabricated metal

Cut metal or acrylic letters and shapes

Acrylic lightbox

External sign or ground mounted lighting

Neighborhood Icons:

Inset or applied to surfaces

Cast in place concrete

Integral color

Stained finish

Carved or routed wood

Painted

Stained finish

Cast aluminum or bronze

Painted

Patina finish

Ornamentation & Attachment Details:

Wrought iron

Natural Finish

Painted

Patina finish



Proposed Specifications

G. Downtown Vehicular Directional Sign

Style 1-Version 1

Size: 7' w x 1.5' h

Description:

Located at the intersections of Main St. & Picacho Ave., Main St. & E. Amador Ave. and Main St. & E. Lohman Ave. , proposed directional signs, hanging from traffic light armatures (like street signs), direct vehicular traffic to the downtown core. A new name/identity for downtown Las Cruces is also included.

Materials & Fabrication

.020" Painted aluminum with vinyl lettering and graphics or
Internally lighted fabricated box with acrylic faces and vinyl lettering/graphics