

Main Street Milestones

Since the early 1990s community leaders have pursued efforts to revitalize Main Street Downtown, the heart of Las Cruces. Beginning in 2004, the City and our partners and stakeholders have implemented adopted plans and studies focused on revitalizing Downtown.

- 2004 - Rio Grande Theatre renovated and reopened. 2010 attendance over 30,000.
- 2005 - Construction on Main Street Phase 1 begins.
- 2006 - Two blocks of Main Street between Las Cruces Avenue and Griggs Street opened.
- 2007 - Tax Increment for Development District (TIDD) formed.
- 2008 - Construction on the Federal Court and City Hall begins.
- 2009 - Planning and design of Main Street Phase 2 North underway.
- 2010 - City Hall and Federal Court open. La Placita constructed. Main Street Phase 2 North construction begins.
- 2012 - Main Street construction completed and street is fully open. Everyone can now drive, bike, or walk through the historic center of Las Cruces!
- 2013 - Downtown Charrette is successfully held October 7-11
- 2015 - Construction of the Downtown Plaza on Main Street begins.
- 2016 – Downtown Master Plan Charrette was held February 16-19.