Las Cruces Downtown Update

City of Las Cruces

Inter-Departmental Memorandum

To: Brian Denmark, Assistant City Manager/Chief Operating Officer BD

From: David Dollahon, Chief Planning Administrator DD

Subject: Work Session Agenda Item – Downtown Issues

Date: August 16, 2012 File No.: M-12-180

The purpose of this memo is to provide a brief overview of the information that will be provided to the City Council about Downtown issues at their August 27, 2012 work session. In brief, they are:

1) Parking Study – status update
2) Downtown Revitalization Ad Hoc Committee – preliminary recommendations
3) Farmers & Craft Market – status update
4) Marketing and branding strategy (specific to logo) & signage
5) Tax Increment Development District (TIDD) Issues, specifically:
    A) Funding Availability
    B) Street Layout options
    C) Plaza design options
    D) Smart Code

cc: David Weir, Community Development Director DW
Vincent Banegas, Deputy Director