City of Las Cruces®
PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 19 **Ordinance/Resolution#** 16-044

For Meeting of _____ (Ordinance First Reading Date) **For Meeting of** August 17, 2015 (Adoption Date)

Please check box that applies to this item:
☐ QUASI JUDICIAL ☒ LEGISLATIVE ☐ ADMINISTRATIVE

TITLE: **A RESOLUTION ENDORSING THE VISION AND GOALS OF THE AMADOR PROXIMO BLUEPRINT.**

PURPOSE(S) OF ACTION:

Endorse blueprint.

COUNCIL DISTRICT: N/A		
Drafter/Staff Contact: Andy Hume	**Department/Section:** Community Development / Planning & Neighborhood Services	**Phone:** 528-3048
City Manager Signature:		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

A wide variety of area stakeholders, City staff, and interested citizens participated in the Amador Próximo charrette to offer ideas and strategies for planning and redevelopment. The charrette was held June 25-29, 2015. The project consultant, PlaceMakers, provided the attached draft blueprint that includes a vision, goals, and tasks to spearhead redevelopment. The draft report has been available in various formats for public and staff review since July 27, 2015.

The charrette was held to coalesce stakeholder, public and staff experience and build an integrated approach to planning and redevelopment for the area. The resulting goals are:

- Leverage industrial and agricultural heritage
- Pursue growth in bite-sized increments
- Build on what is already in place to achieve a more walkable/bikeable mix of commerce and housing
- Provide better connections between where people live and work
- Develop an expanded range of housing and job choices

The Amador Próximo planning area is as follows: Amador Avenue (south), Valley Drive (west), Hadley Avenue (north), and the railroad tracks (east). Generally, the planning area is made up of

underutilized parcels of industrial and commercial land uses. The entire planning area is within the Infill Overlay Zone defined by the Zoning Code.

Concurrent with this endorsement, staff is taking the blueprint to Planning and Zoning Commission on August 25, 2015, and requesting their recommendation to City Council. Staff anticipates bringing the final draft back to City Council for action at the meeting scheduled for September 21, 2015.

SUPPORT INFORMATION:

1. Resolution.
2. Exhibit "A", Amador Próximo Community Blueprint.

SOURCE OF FUNDING:

Is this action already budgeted?			
N/A	Yes	☐	See fund summary below
	No	☐	If No, then check one below:
	Budget Adjustment Attached	☐	Expense reallocated from: _____
		☐	Proposed funding is from a new revenue source (i.e. grant; see details below)
		☐	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue?			
N/A	Yes	☐	Funds will be deposited into this fund: ____in the amount of $_____for FY__.
	No	☐	There is no new revenue generated by this action.

BUDGET NARRATIVE

N/A

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this action will endorse the draft Amador Próximo Community Blueprint.
2. Vote "No"; this action will deny endorsement of the draft Community Blueprint. This action may also delay adoption.
3. Vote to "Amend"; this action could modify the Resolution and may also delay adoption.
4. Vote to "Table"; this action will delay endorsement of the draft Community Blueprint.

REFERENCE INFORMATION:

1. N/A

(14)

City of Las Cruces®
PEOPLE HELPING PEOPLE

COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____ (Ordinance First Reading Date)

For Meeting of August 17, 2015 (Adoption Date)

TITLE: A RESOLUTION ENDORSING THE VISION AND GOALS OF THE AMADOR PROXIMO BLUEPRINT.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes ☐ No ☒

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Community Development Staff Contact		528-3048	8/4/15
Department Director		528-3067	8-4-15
Other			
Assistant City Manager /CAO		541-2048	8/5/15
Management & Budget Manager	M. MacGregor for R. Lundien	2104	8/5/15
Assistant City Manager/COO			8/6/15
City Attorney		EXT 2128	6 August 2015
City Clerk - Interim		x2116	8-7-15

Rev. 8/2011

RESOLUTION NO. 16-044

A RESOLUTION ENDORSING THE VISION AND GOALS OF THE AMADOR PROXIMO BLUEPRINT.

The City Council is informed that:

WHEREAS, the planning area within the Amador Próximo Community Blueprint is bounded by Amador (south), Valley (west), Hadley (north), and the railroad tracks (east); and

WHEREAS, the planning area is generally made up of underutilized former industrial and commercial sites; and

WHEREAS, the planning area is within the City's Infill Overlay Zone; and

WHEREAS, area stakeholders, City staff, and many interested citizens participated in the Amador Próximo charrette held June 25-29, 2015; and

WHEREAS, the attached community blueprint includes goals and tasks to promote an integrated approach to area infill and redevelopment.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the Amador Próximo Community Blueprint, as shown in Exhibit "A," attached hereto and made part of this Resolution, is hereby accepted.

(II)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____20___.

APPROVED:

_____

Mayor

ATTEST:

_____
City Clerk

(SEAL)

Moved by: _____

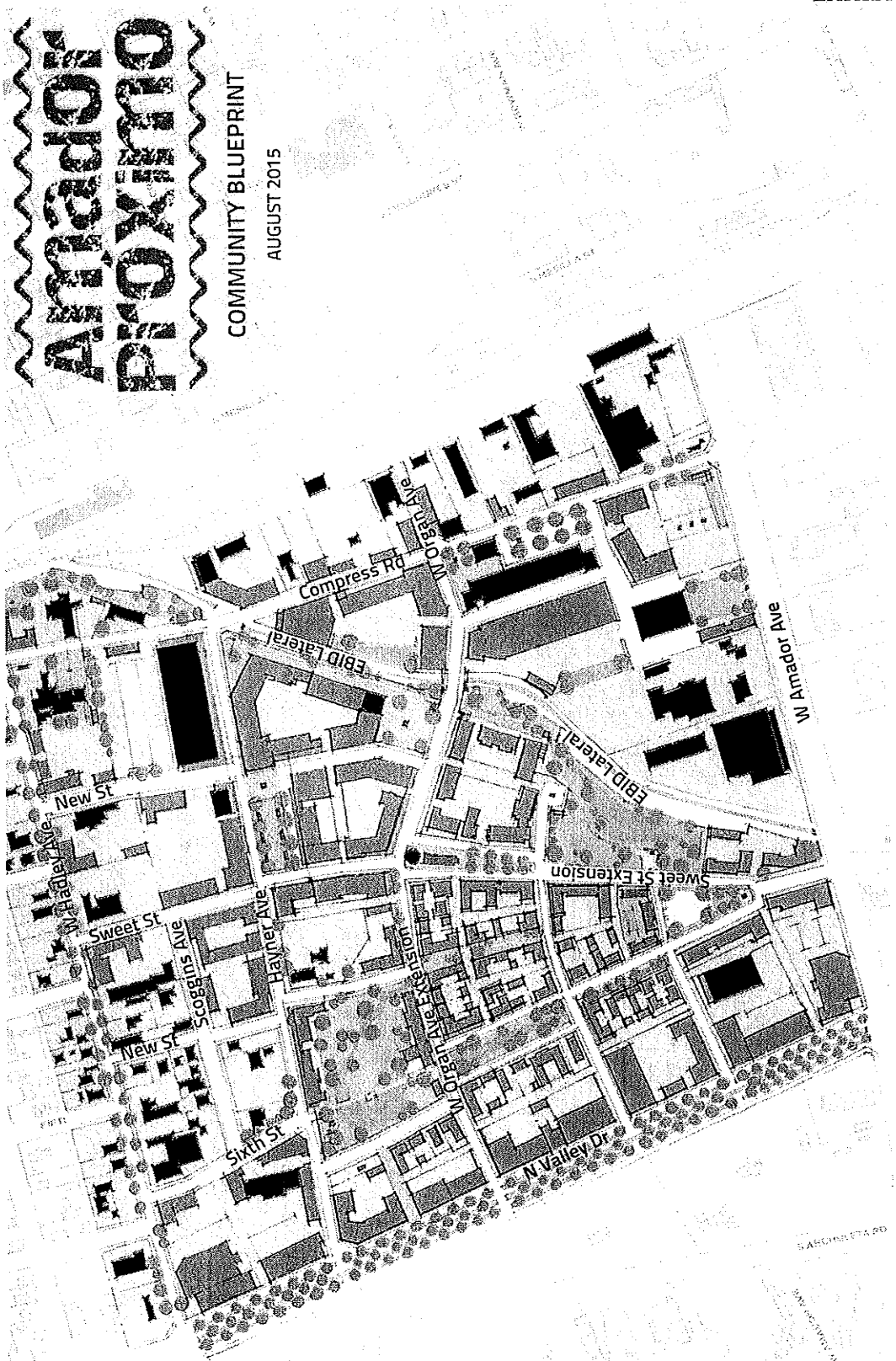
Seconded by: _____

APPROVED AS TO FORM:

_____
City Attorney

VOTE:
Mayor Miyagishima: _____
Councillor Silva: _____
Councillor Smith: _____
Councillor Pedroza: _____
Councillor Small: _____
Councillor Sorg: _____
Councillor Levatino: _____

EXHIBIT "A"


Amador Proximo
COMMUNITY BLUEPRINT
AUGUST 2015
Compress Rd
W Organ Ave
EBID Lateral
W Amador Ave
EBID Lateral
New St
W Hadley Ave
Sweet St
Scoggins Ave
Hayner Ave
Sweet St Extension
W Organ Ave Extension
New St
Sixth St
N Valley Dr

PLANNING TEAM

CITY OF LAS CRUCES

Mayor and Council

Ken Miyagishima, Mayor

Miguel Silva, City Councillor, District 1

Greg Smith, City Councillor, District 2

Olga Pedroza, City Councillor, District 3

Nathan Small, City Councillor, District 4

Gill Sorg, City Councillor, District 5

Ceil Levatino, City Councillor, District 6

Robert Garza, City Manager

Mark Winson, Assistant City Manager

Daniel Avila, Assistant City Manager

Community Development

David Wier, Community Development Director

Andrew Hume, Downtown Planning Coordinator

Planning and Zoning Commission

Mayor Ken Miyagishima

William Stowe, Vice Chair, District 1

Charles Beard, Secretary, District 2

Ruben Alvarado, District 3

Godfrey Crane, Chair, District 4

Joanne Ferrary, District 5

Kirk Clifton, District 6

PLACEMAKERS, LLC

Planning Consultant Team

Susan Henderson, Project Director

Hazel Borys, Performance + Coordination

Ben Brown, Communications + Facilitation

Scott Doyon, Communications

Andrew von Maur, Community Design + Illustration

R. John Anderson, Residential Design + Illustration

ICHARRETTE WEBSITE

Las Cruces Community Input

http://www.amadorproximo.org/

CONTENTS

PLANNING TEAM....2
EXISTING ZONING....4
DEVELOPMENT INTENSITIES....5
ENTITLEMENT STRATEGY....6
ILLUSTRATIVE SKETCH PLAN....7
CHALLENGES AND OPPORTUNITIES....10
SKETCH PLAN ILLUSTRATIONS....12
HOUSING TYPES....19
VALLEY DRIVE PROPOSED ACCESS LANES....26
VALLEY DRIVE PLAN....27
HADLEY AND HANER STREET SECTIONS....28

NEIGHBORHOOD CONTEXT

Historic Amador Neighborhood Re-imagined

A healthy, prosperous community does a lot of things at once. It provides housing choices for a broad range of ages and incomes. It has options for attending to most daily needs without relying exclusively on cars. It has jobs close to where people live to cut down on the time and expense of commuting and to assure employers access to potential employees.

The Amador neighborhood could be such a place — provided redevelopment is carefully planned to get the right mix of housing, workplace and services, and provided the new version of the neighborhood complements the aspirations of residents and businesses nearby.

The best way to do all that is to plan the redevelopment together. Amador Proximo leverages the experience and expertise of neighbors, property owners, City of Las Cruces staff, elected officials and community non-profits to shape the Blueprint.

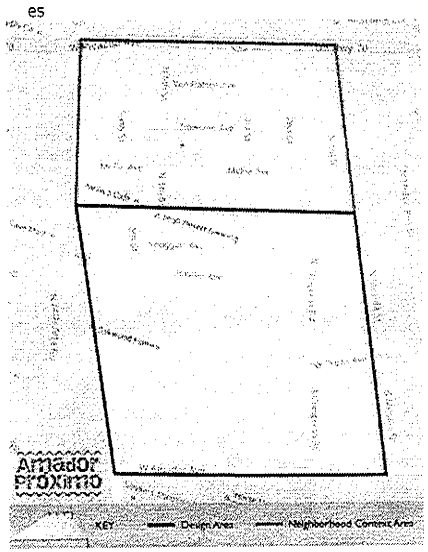
To do this, the City of Las Cruces planning staff and elected officials joined residents and business leaders June 25 - 29, 2015 to create a new neighborhood plan bounded by S Mesilla Street, W Hadley Avenue, Valley Drive and West Amador Avenue,.

It's an opportunity, says David Weir, City of Las Cruces Community Development Director, to 'build off previous planning efforts" to create 'a demonstration project." The idea, he says, is to not only suggest ways to redevelop this former industrial area but to also provide 'an example for other areas of the City."

While the neighborhood's assets have been underutilized in the recent past, a variety of residences and businesses have located here, with others suggesting they'd consider relocating if the mix of opportunities was right. That makes the area ideal for testing the City's strategies for encouraging more integrated approaches to infill and redevelopment.

Among those goals:

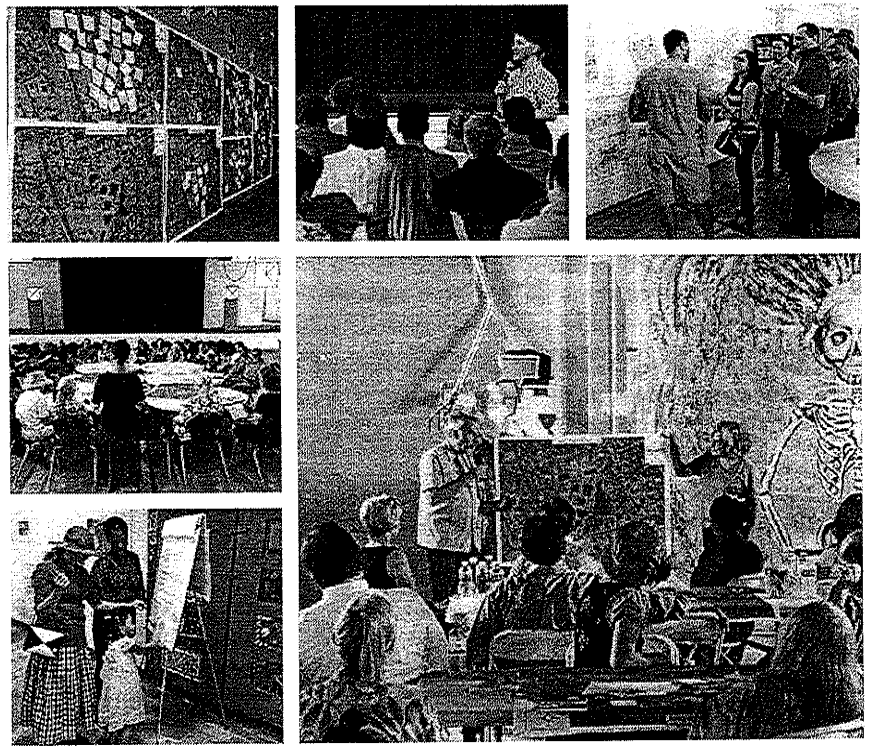
* Leverage industrial and agricultural heritage
* Pursue growth in bite-sized increments
* Build on what is already in place to achieve a more walkable/bikeable mix of commerce and housing
* Provide better connections between where people live and work
* Develop an expanded range of housing and job choices

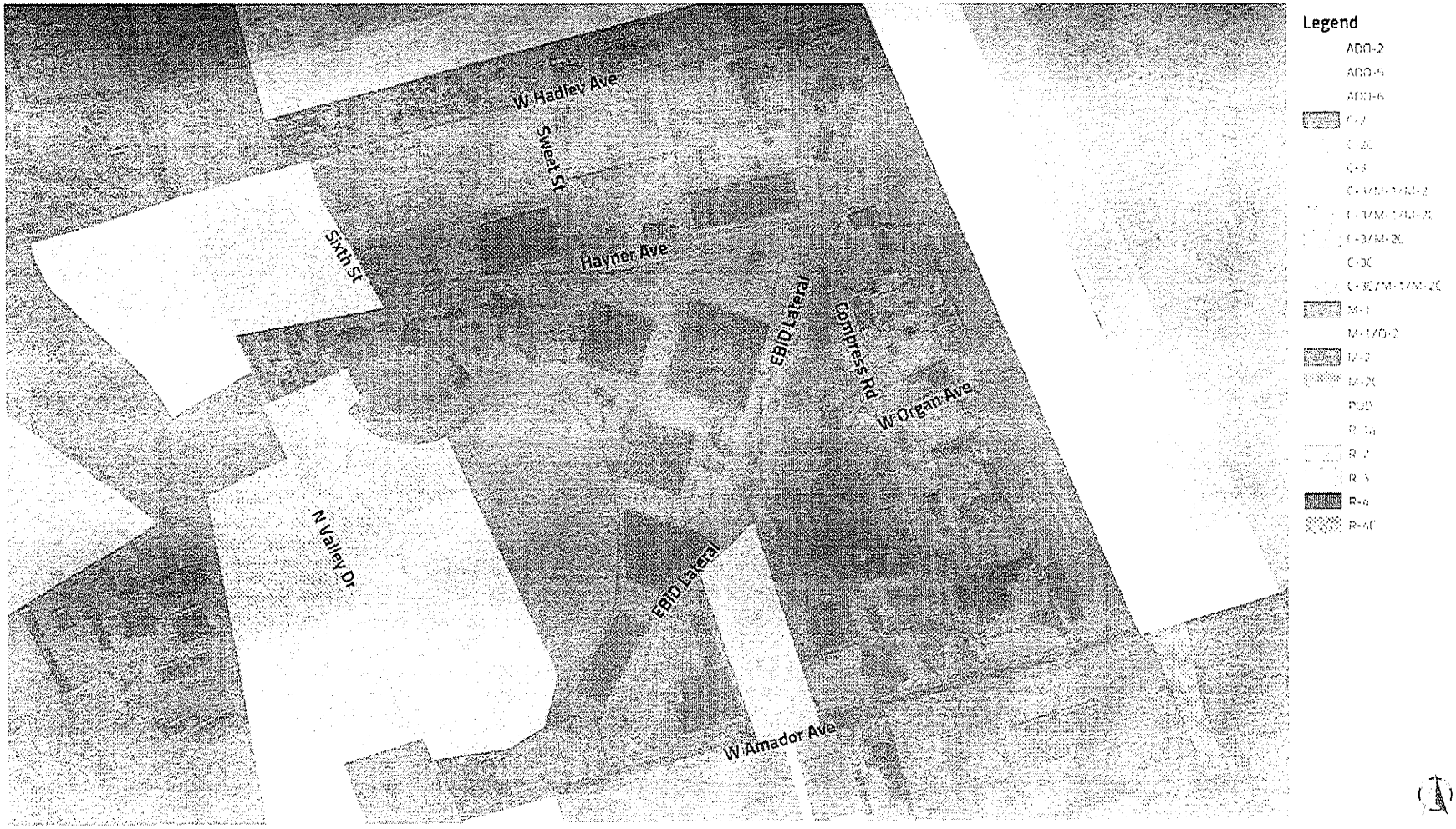


COMMUNITY PLANNING EFFORT

Amador Proximo is a Community-Driven Plan

Through a week-long community charrette and ongoing public input on the project iCharrette website, http://www.amadorproximo.org/, the neighborhood blueprint was developed in collaboration with local residents, businesses and non-profits. Landowners, developers and employers chimed in as a reality check, to make the plan responsive to real market pressures and near term buildable programs. The round-table collaboration also provided opportunities to build working relationships and connections. While there are many challenges and issues to address, sitting together with the City of Las Cruces Department Directors as well as New Mexico Department of Transportation helped test the waters for infrastructure constraints and requirements.

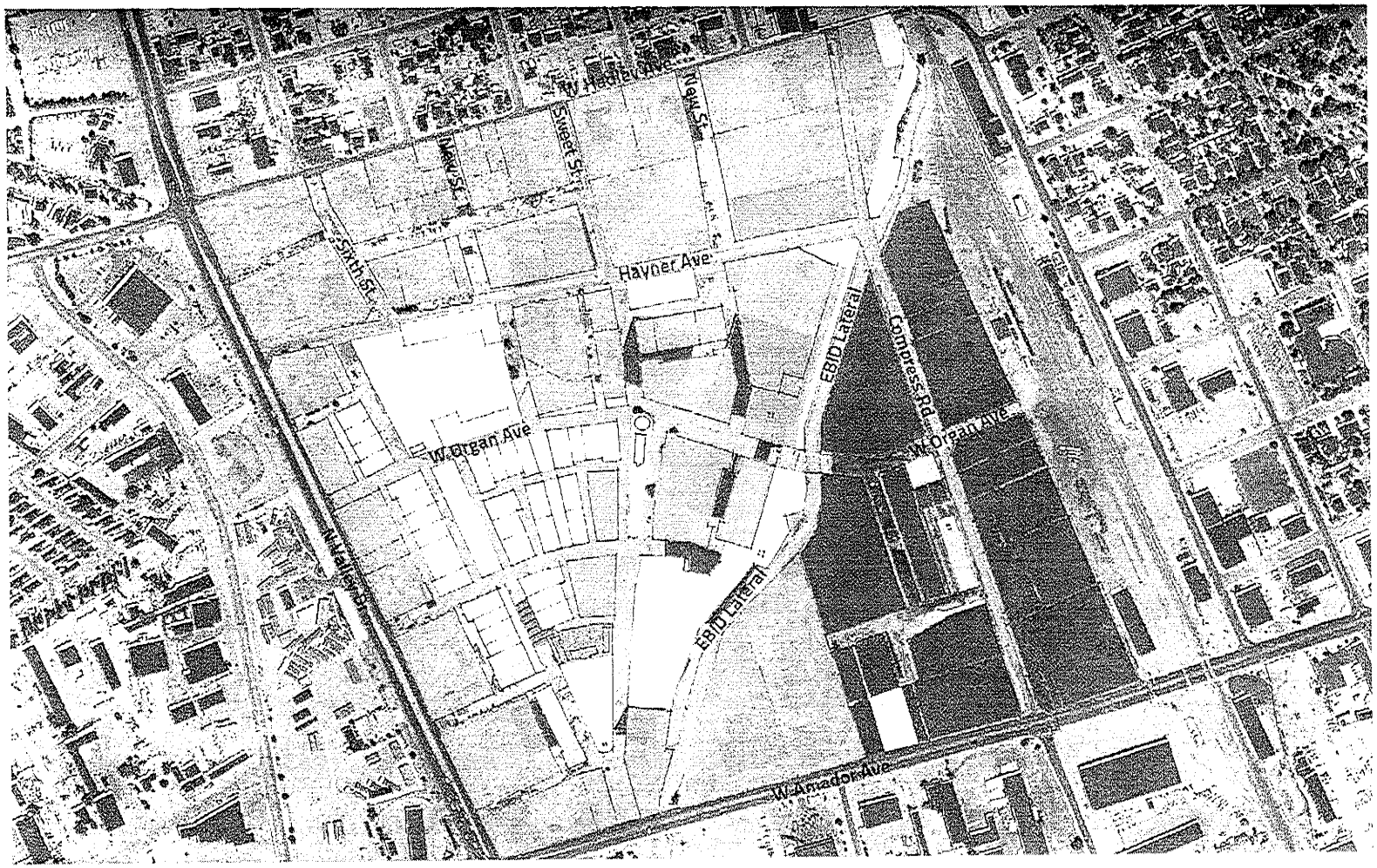




AMADOR COMMUNITY BLUEPRINT
LAS CRUCES, NM
AUGUST 2015

Amador Proximo

EXISTING ZONING
Current
4



INTENSITY KEY

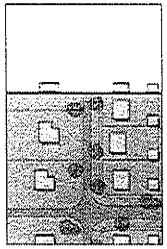
- Low
- Medium
- High
- Parks

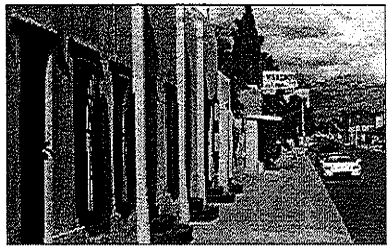
AMADOR COMMUNITY BLUEPRINT
LAS CRUCES, NM
AUGUST 2015

Amador Próximo

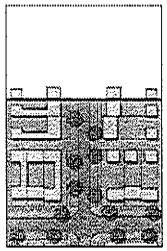
DEVELOPMENT INTENSITIES
Proposed

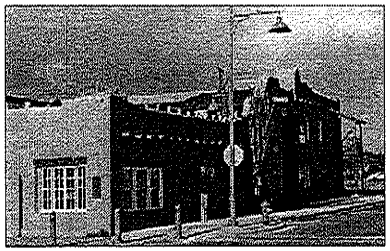
5



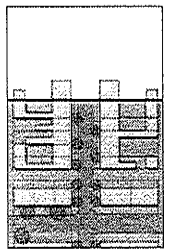


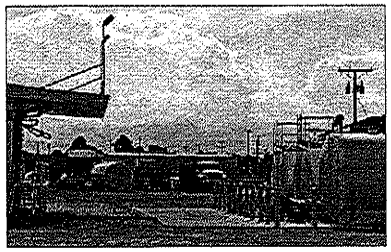
Low Intensity Amador Low Intensity development will be mostly single family and medium density multi-family residential, including townhouses and duplexes. The housing will be augmented with neighborhood-scaled services and retail, along with parks and trails that also serve as stormwater management.





Medium Intensity Medium to high density residential are buffered from major arterials by retail, office, restaurants, entertainment and employment centers. Artisanal manufacturing may occur in this area as well. This part of the neighborhood has parks and plazas that serves as gathering spaces and stormwater detention.





High Intensity This portion of the Amador neighborhood may have high density housing, but is largely employment and industrial uses along the tracks. Maker spaces work well as a buffer between the industrial uses and the other uses of the neighborhood.

ENTITLEMENT STRATEGY

The Amador neighborhood falls into the Infill Overlay District which permits flexibility in uses, infrastructure, and expedited permitting. This overlay with the intensities mapped on page 5 and described to the left shall provide the framework for development within the planning area.

Uses

Most areas within the neighborhood will develop as mixed use with higher intensities of retail along Valley Dr. and higher intensity of industrial east of Compress. The neighborhood-scale mixed use along Hadley Ave. is expected to intensity over time as the streetscape improvements are made.

Employment centers are desired within the neighborhood, and as they arrive, higher density residential should follow. However, the scale of the residential development should be within small block structure as is provided in the Illustrative plan on page 7.

Infrastructure

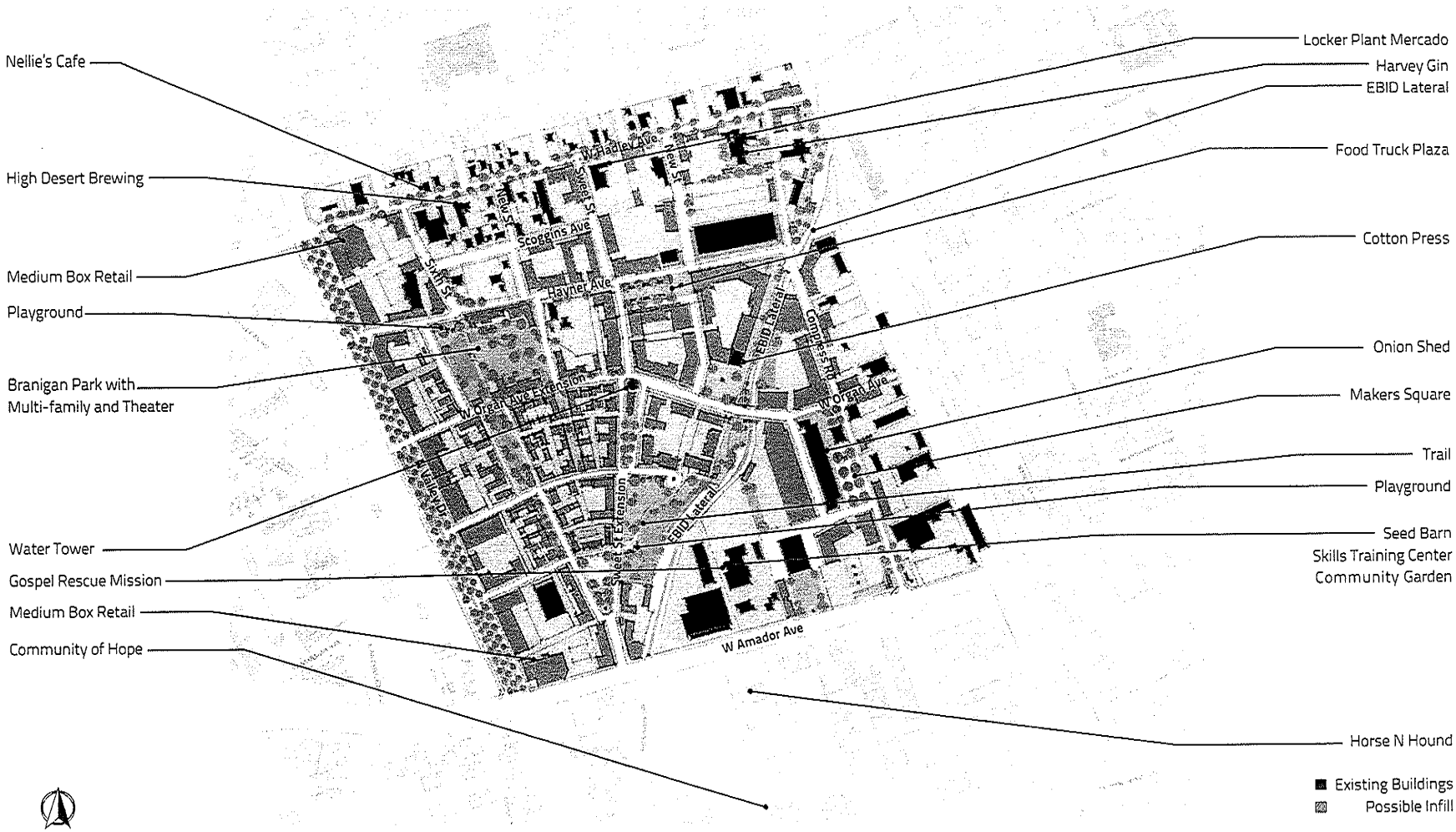
Hadley, Hayner, and eventually Compress must have streetscape improvements to incentivize new development. This should be a City of Las Cruces investment to leverage the potential employment base of the neighborhood. As development intensifies, landowners and developer groups will be responsible for the additional streets required to achieve the development capacity of the neighborhood. Two new streets are proposed east and west of Sweet. Organ should be extended through the neighborhood to Valley Drive over time, and Sweet St. should be extended south to Amador.

As final designs are made on the Valley Drive improvements with NM DOT, this process recommended an access lane that would permit businesses to continue to function during the construction process. This lane would be a slow speed urban section on either side of the higher speed main lanes. With on street parking and generous sidewalks, it would create a very urban edge along Valley Drive and build notable economic value on this corridor. See proposed schematic section and plan on pages 26 and 27.

This very flat site will have stormwater management issues as impervious surface is added. A strategy for local detention includes many public parks, playgrounds, trails, and community gardens throughout the neighborhood. While technically functional, these spaces provide a valuable amenity to the neighborhood.

Platting

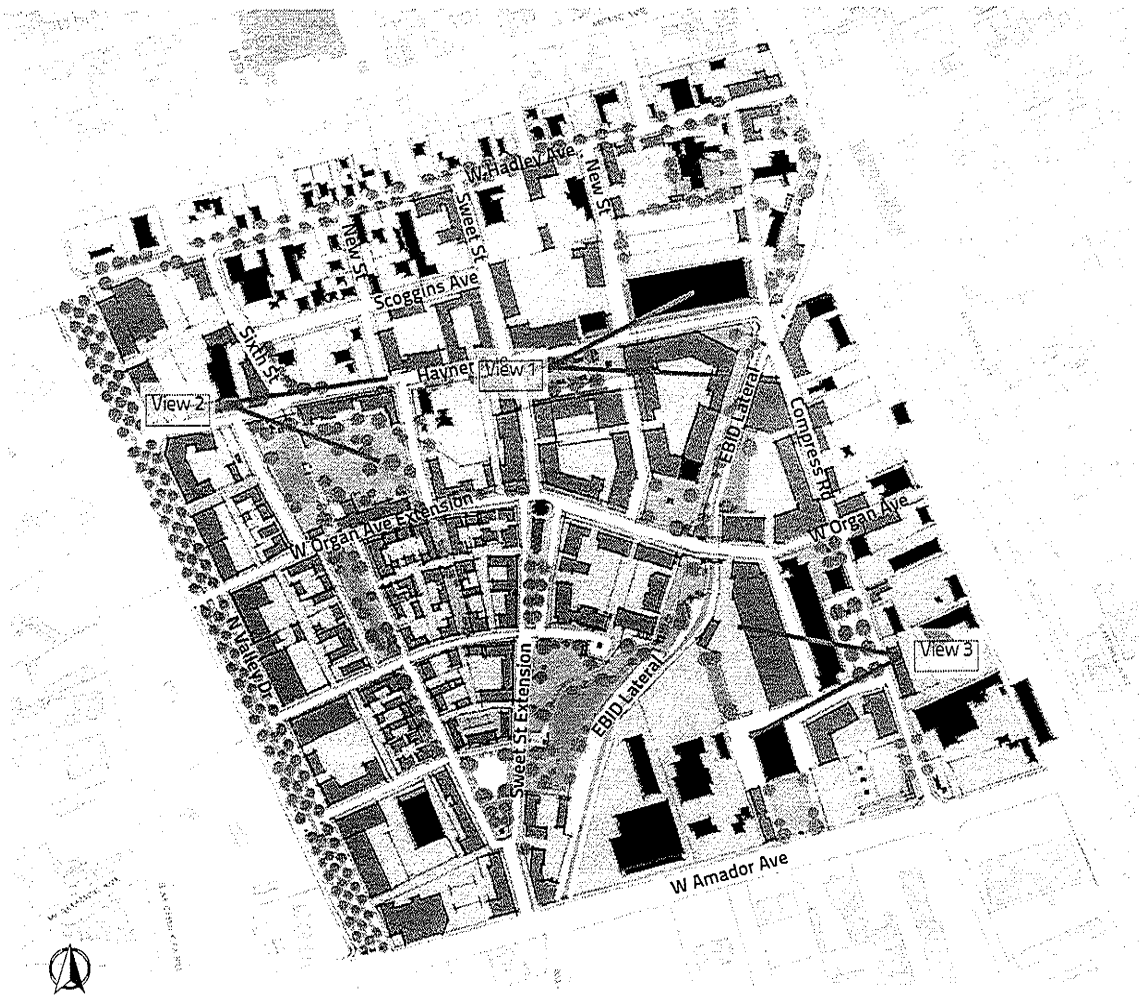
This Blueprint requires a significant degree of platting to achieve the goals of the community and landowners that participated in the process. This Blueprint shall be considered under the Infill Subdivision Process per the Las Cruces, New Mexico Land Development Code, Chapter 37, Article V. With the extensive charrette process conducted June 25 - 29, 2015, platting that conforms with the Blueprint Illustrative Plan should be approved ministerally by the Planning Commission.



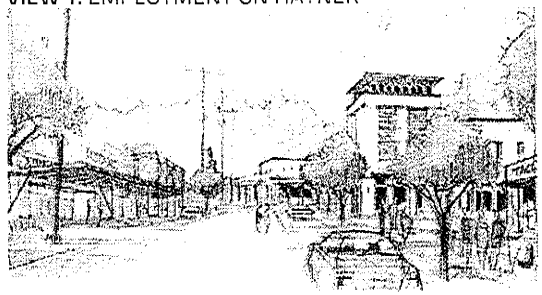
AMADOR COMMUNITY BLUEPRINT
LAS CRUCES, NM
AUGUST 2015

Amador Proximo

ILLUSTRATIVE SKETCH PLAN
Amador Neighborhood

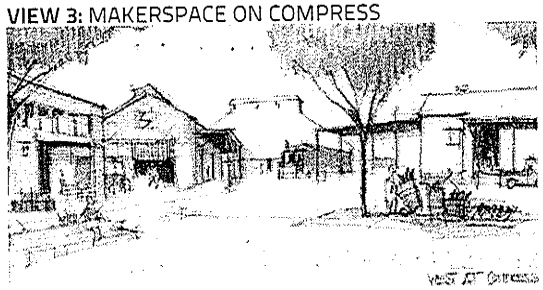


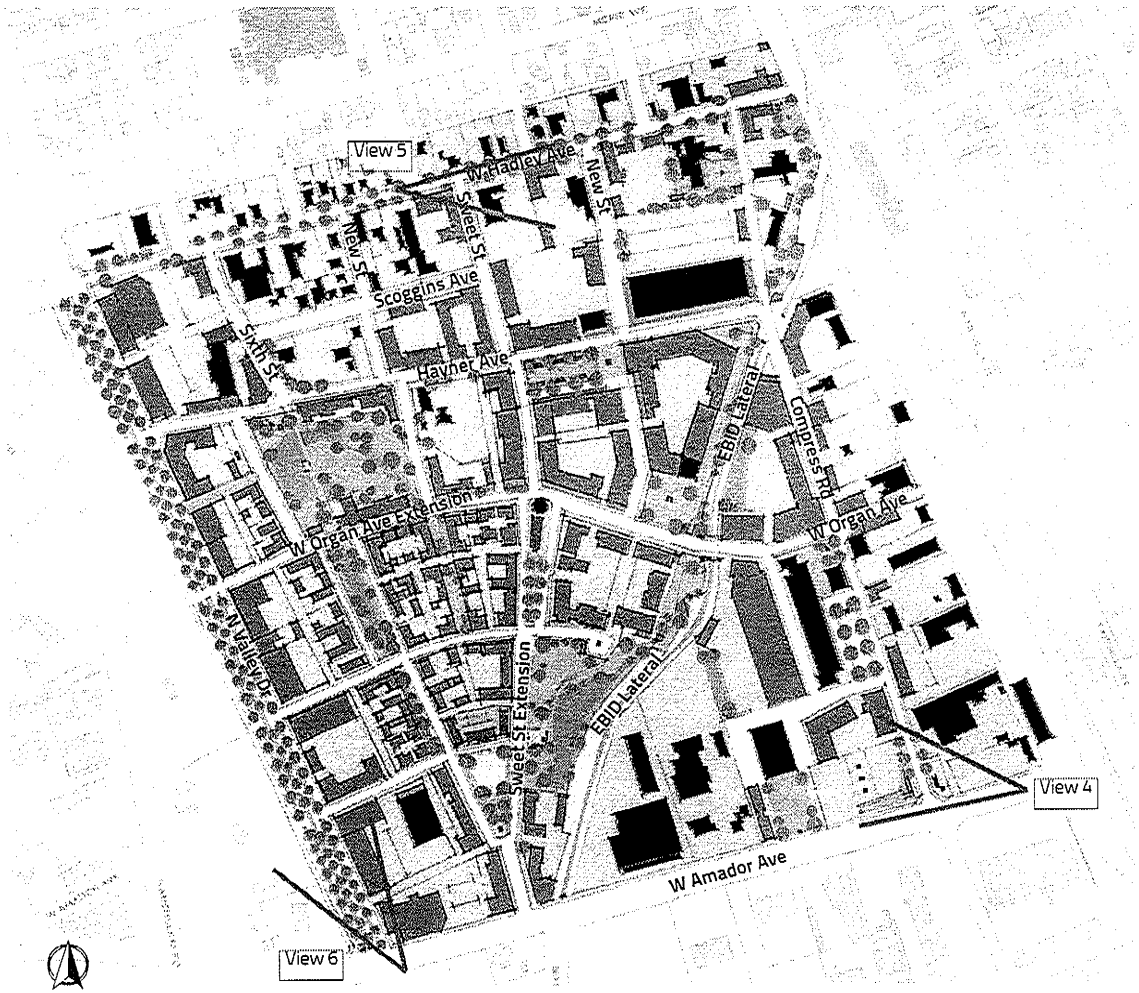
VIEW 1: EMPLOYMENT ON HAYNER



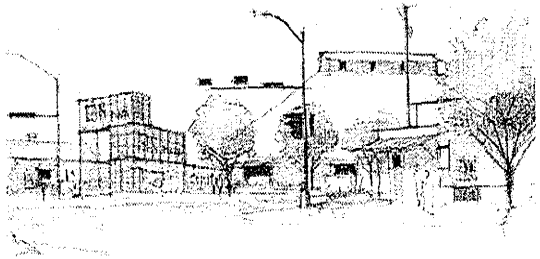
VIEW 2: HOUSING AT BRANIGAN PARK

VIEW 3: MAKERSPACE ON COMPRESS

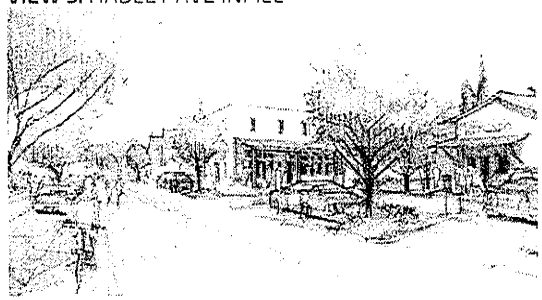




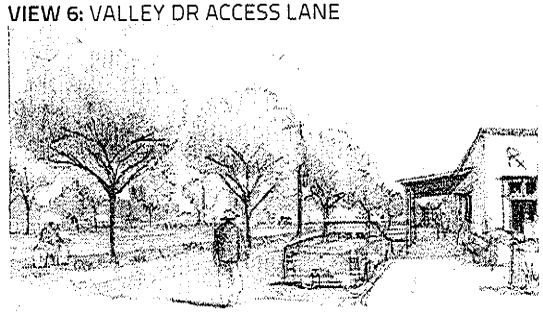
VIEW 4: GATEWAY ON AMADOR



VIEW 5: HADLEY AVE INFILL



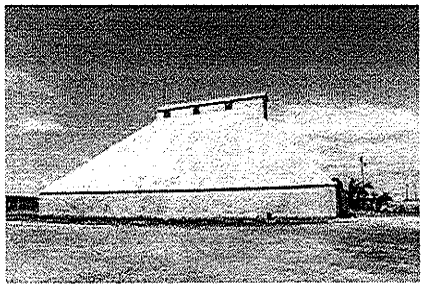
VIEW 6: VALLEY DR ACCESS LANE



CHALLENGES AND OPPORTUNITIES

Legacy of Agriculture and Industry

Amador Proximo's historic connection to the City's legacies of agriculture and industry gives it a special identity. And while its assets have been under utilized in the recent past, a variety of residences and businesses have located there, and others have indicated they would consider relocating if the mix of opportunities was right. That makes the area ideal for testing the City's strategies for encouraging more integrated approaches to redevelopment.



Complete Community

The Amador Proximo Community Blueprint uses approaches to future development and redevelopment that make it more likely to broaden opportunities for employment, expand the range of housing choices, and increase options for walking or biking to most daily needs, instead of relying only on cars.

Visual and Performing Arts

Community members support encouraging the arts and artists, many of whom are established in the neighborhood.

Safe Transportation Options

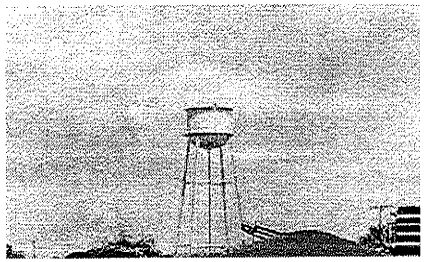
There was enthusiasm for expanding choices for safe walking and cycling, both within the interior of the neighborhood, and on the busy arterial roads on the periphery. One goal is to upgrade Valley Drive to include greater pedestrian and cycling facilities with on street parking — all without slowing down through traffic. This also allows existing business to continue to operate profitably during the road construction process because of phased access lanes.

Mixed-Use Development

Lots of participants had ideas for attracting the right mix of residential and commercial development appropriate for the neighborhood while maintaining its historic industrial uses. What might new choices in reasonably priced rental housing look like? How about converting some of the old industrial sites to 'maker spaces" or to new green industry uses such as 3D printing?

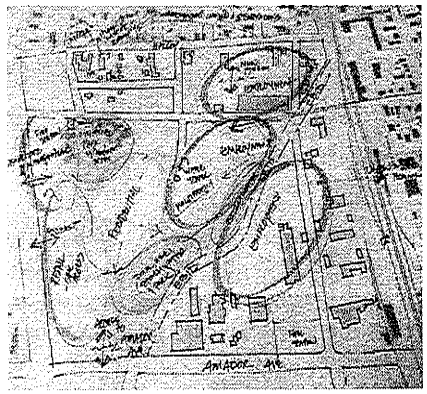
Preserve the Neighborhood's Iconic Characteristics

Neighbors identified with the water tower and the historic seed barn. Perhaps the tower could be painted in 'funky colors," to honor both the history and the offbeat artistic character now associated with the area.



Respect Homeless Population Challenges

Two non-profits provide services to the homeless, including transitional housing, food, counseling and childcare. These new planning strategies expand job opportunities and plan for a broader range of housing and transportation choices for everyone, including those at the lowest income levels.



Parks, Open Spaces, and Community Gardens

Participants favored creating a system of parks, trails and playgrounds to tie the neighborhood together, to nurture healthy, active lifestyles for kids and adults, and to deal with stormwater challenges. Development should build on the regional success of La Semilla community gardens, and consider a community kitchen to process and market some of the harvest as well as incubate small business and offer jobs training.

Water and Stormwater

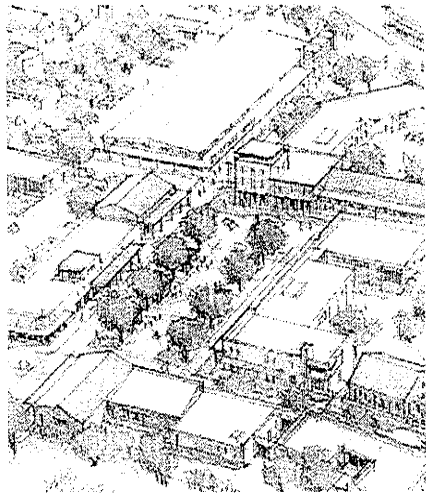
Encourage a greening of redevelopment with a minimum of impervious surfaces, neighborhood-scaled storm water management and a 'skipping stone" concept of parks, walking paths, and community gardens.

Jobs and Investment

New development should allocate and connect space in ways that attract new investment without trying to transform the area into something it's not. There should be opportunities for growing existing small businesses and for inventing new ones, and for buying or renting homes at prices affordable to a broad range of people.

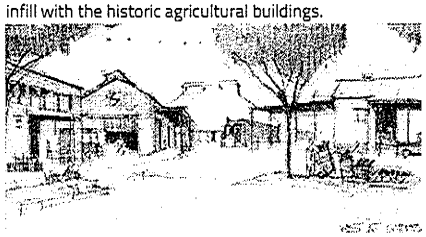
Food Truck Plaza

In the old industrial area off Hayner Avenue, where a new business might locate, a new plaza is proposed with food trucks supplying the casual dining experience and informal meeting opportunities.



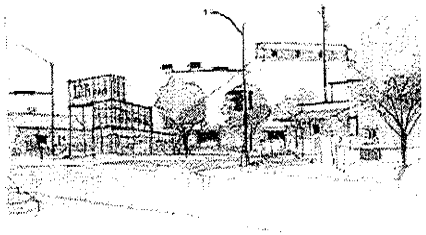
Makerspace

Makerspaces, or flexible facilities that provide an opportunity for start-up businesses (anything from a welder to a 3D printer or an artist) to rent small space to grow an idea into a viable livelihood, are appropriate at several locations throughout the Amador neighborhood. At Compress, designers tried out the idea of makerspace as infill with the historic agricultural buildings.



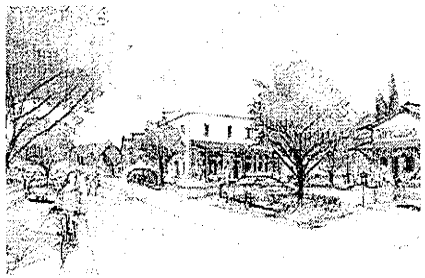
Gateway Identity

Development should look for places to signal gateways into the neighborhood. At Compress and West Amador, an entry feature could pay homage to the community's industrial and agricultural history as well as its new life, with stacked cotton trailers making for impressive gateway signage.



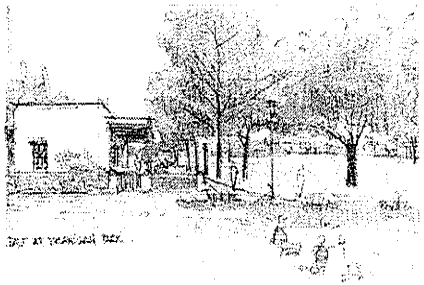
Complete Streets

On Hadley, where Nellie's Café and the High Desert Brewery are located, take the opportunity to "complete the street" with more mixed-use development connected with cycling and pedestrian facilities.



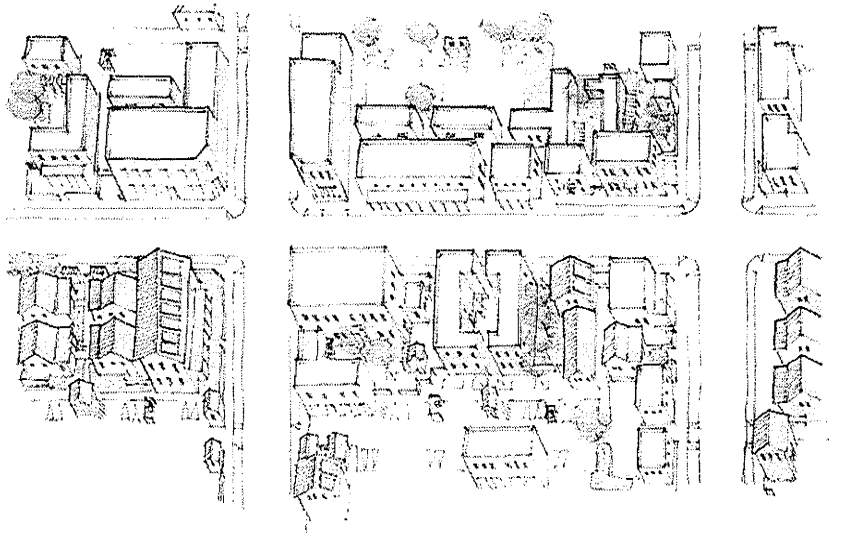
Infill Housing

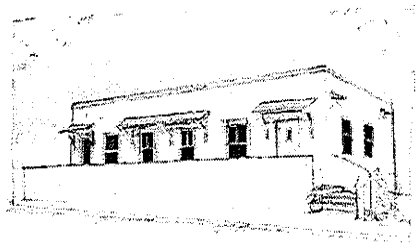
Along the edges of the popular Branigan Park there could be small-scale housing infill to take advantage of recreational access to the park. With the higher densities proposed for affordable housing options, these units could be duplexes and triplexes that are family-oriented with park frontage.

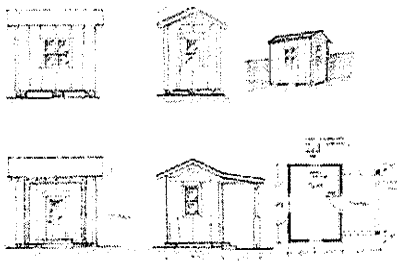


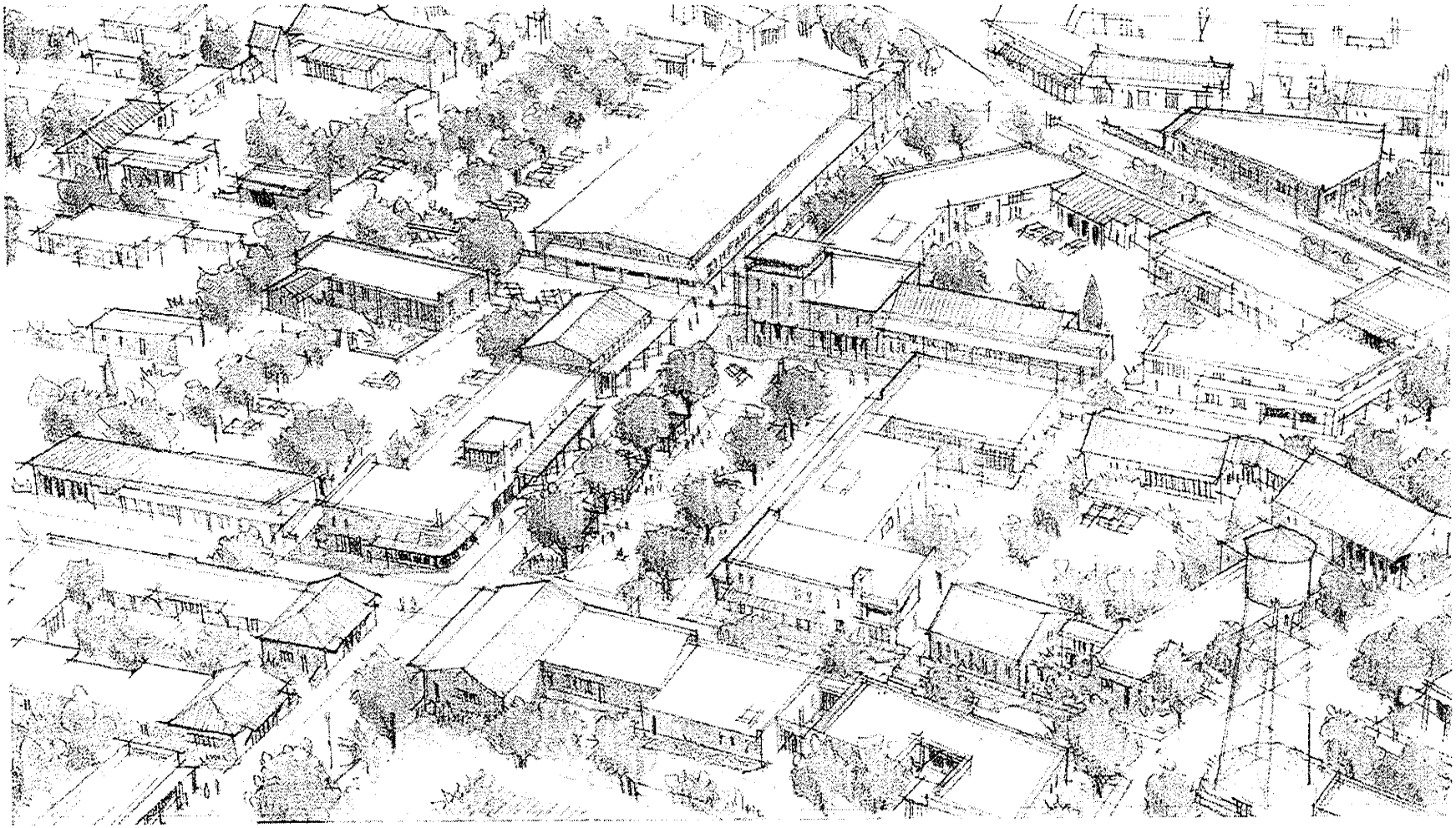
Expand Housing Options

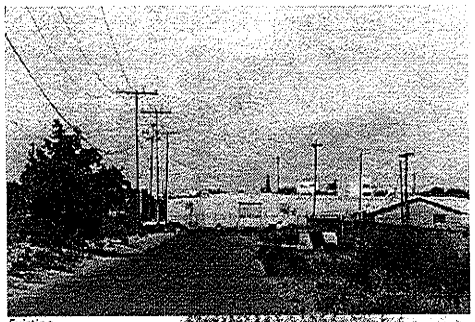
Housing type and scale should feel appropriate in the West Amador neighborhood. The large illustration below shows a range of single family homes, duplexes, 4-plexes, 6 to 8-unit walk-up apartment buildings and cottage courts mixed in with retail and commercial uses. This sort of live-work-play structure contributes to an affordable lifestyle as well as encouraging active transportation options for commutes and school.



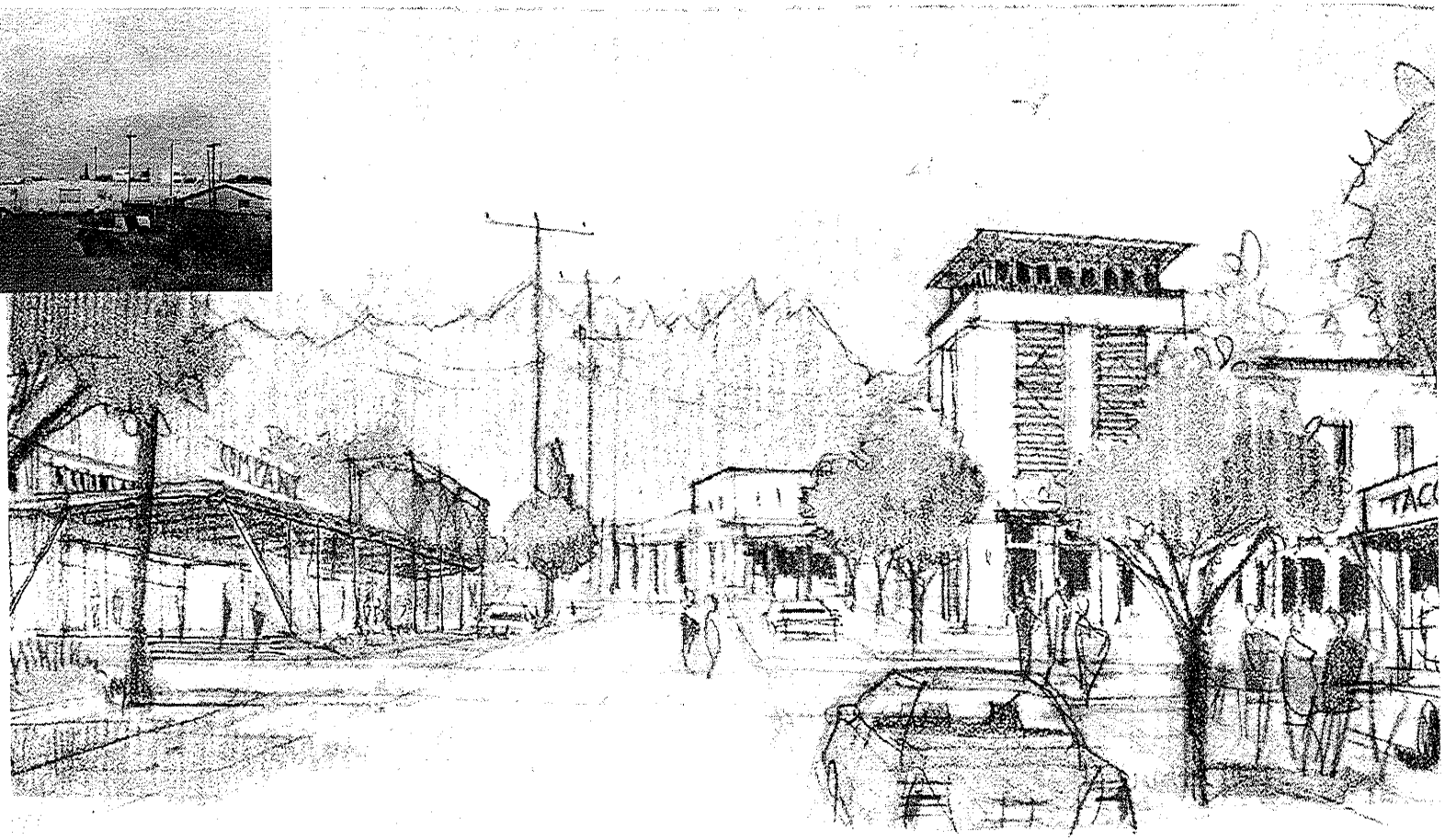








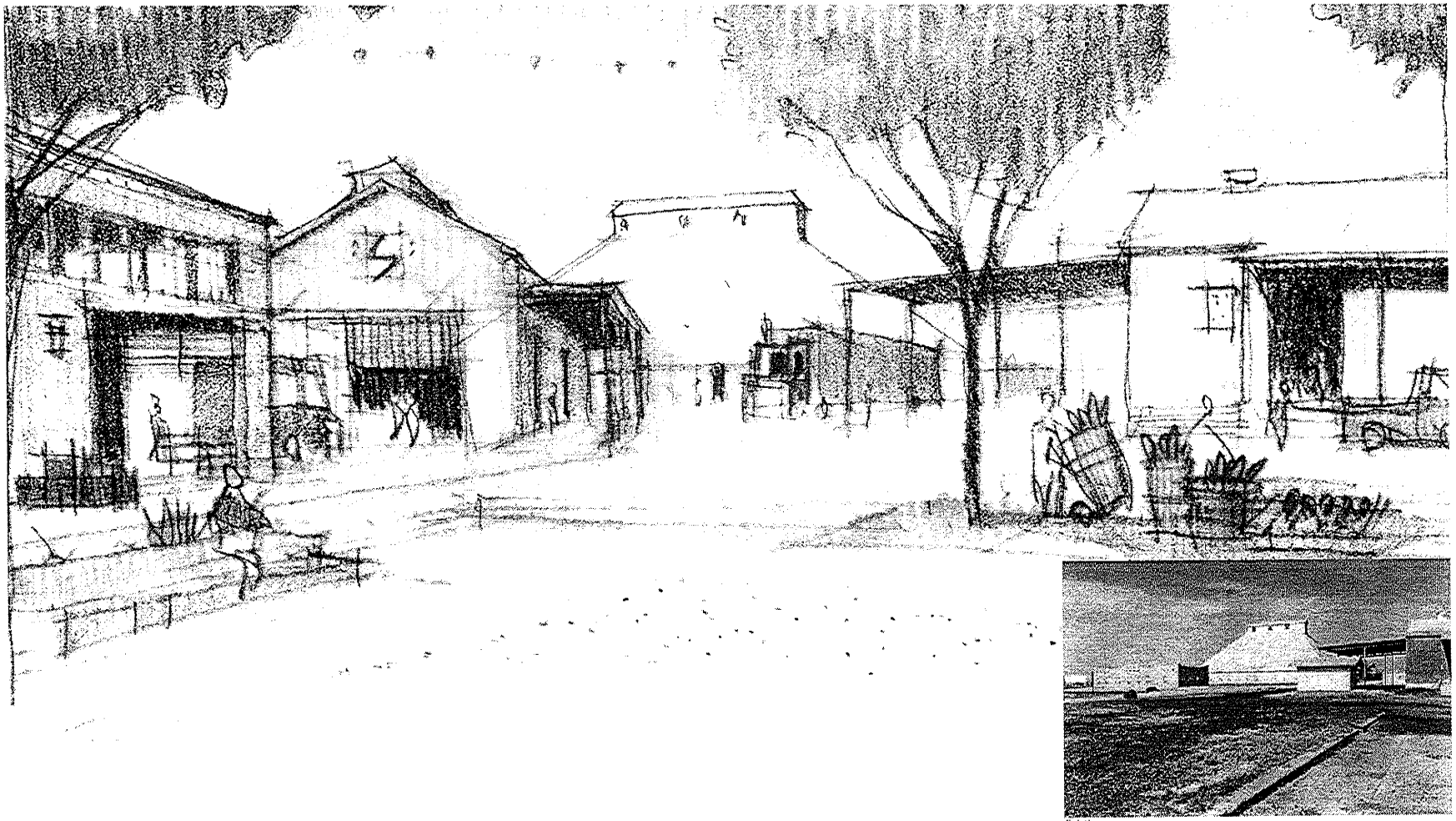
Existing



Proposed Redevelopment

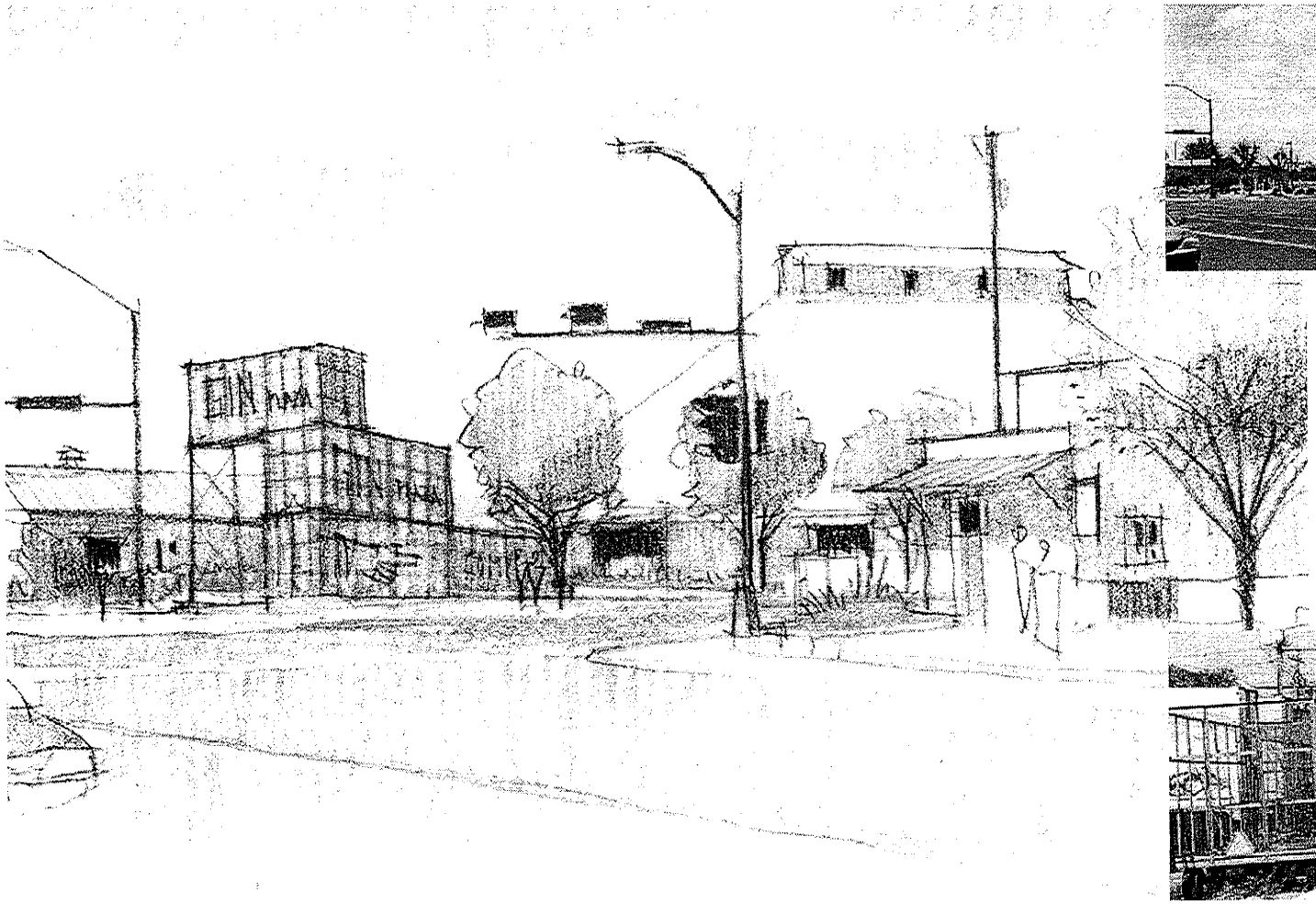
Existing

Infill Housing Proposed

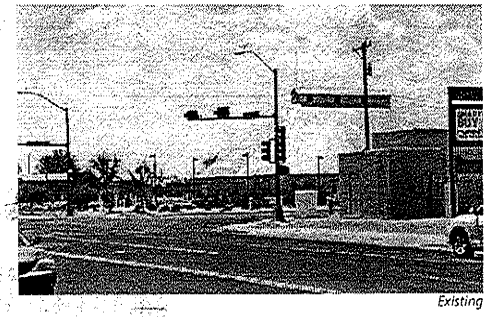


Proposed Infill

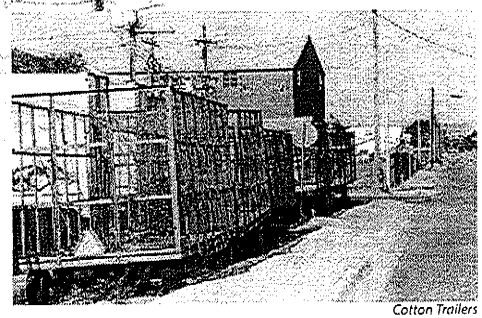
Existing



Proposed Gateway



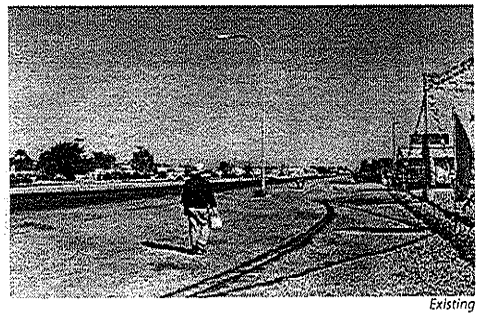
Existing



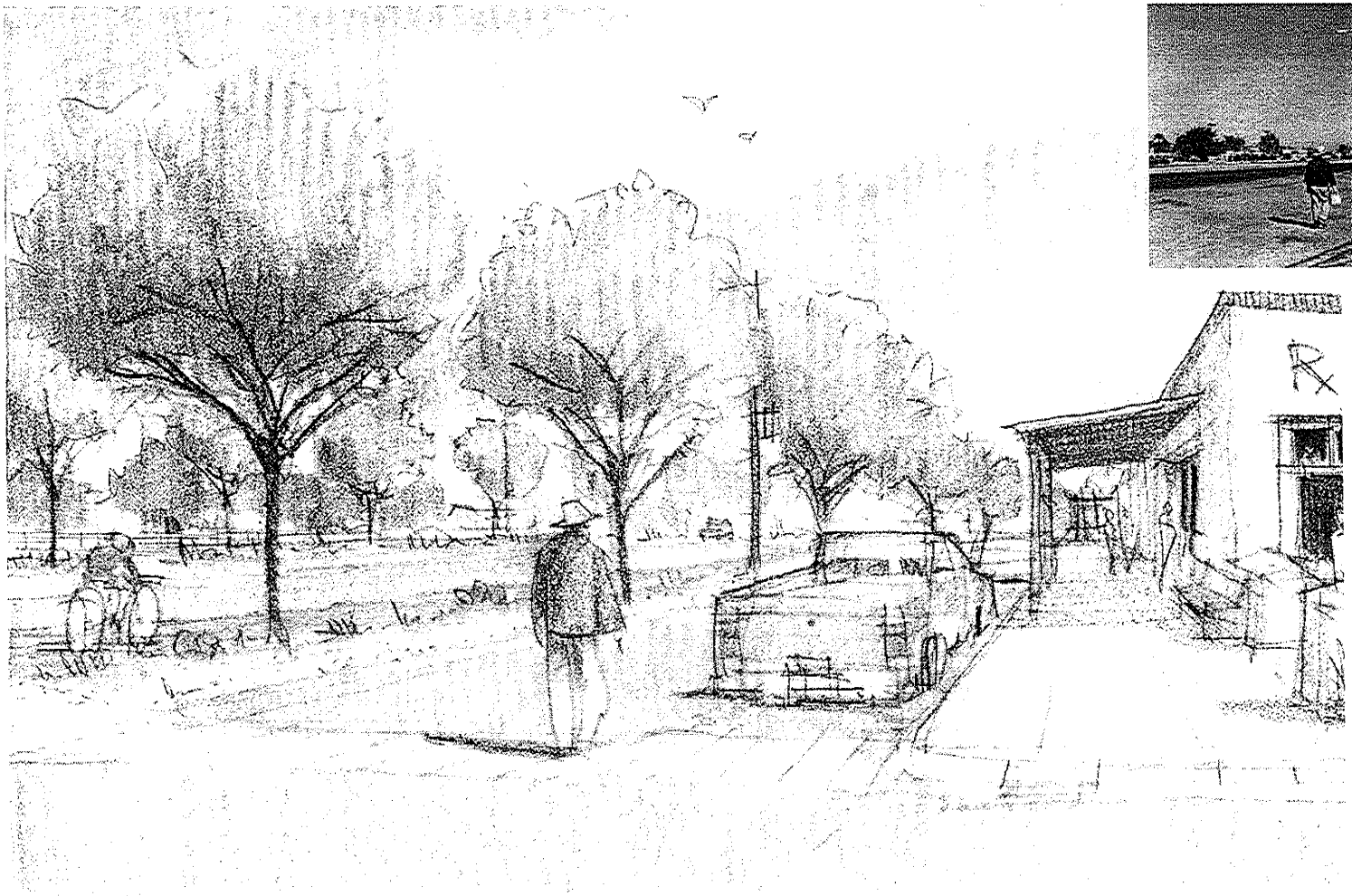
Cotton Trailers

Existing

Proposed Redevelopment



Existing



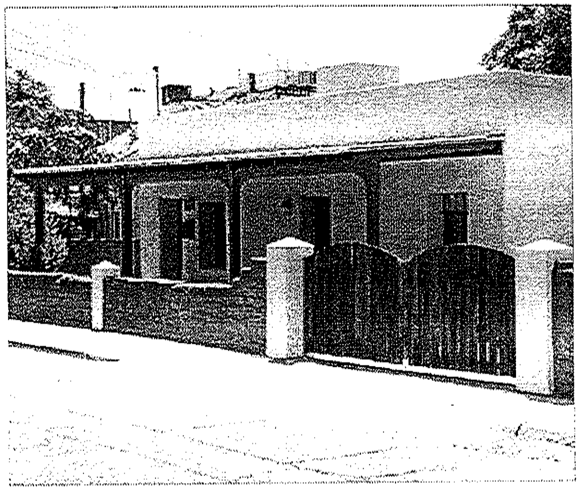
Proposed Access Lane and Redevelopment

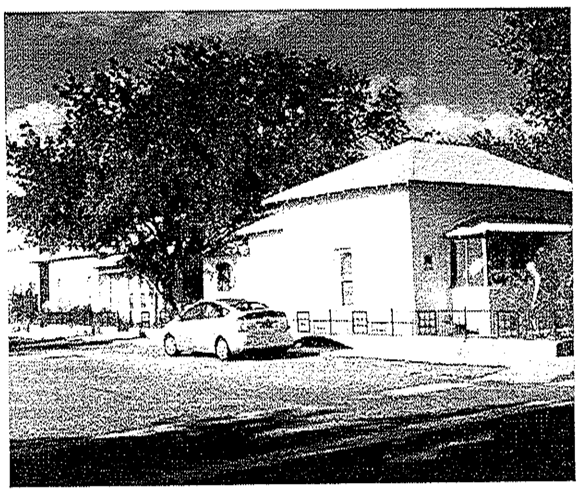
LOW INTENSITY>>> MEDIUM INTENSITY >> HIGH INTENSITY

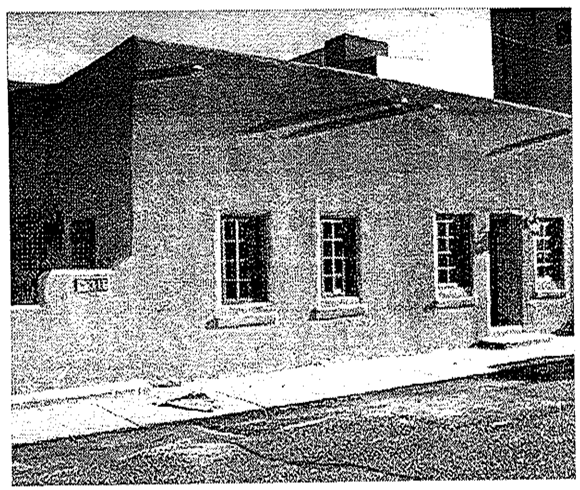
COTTAGES

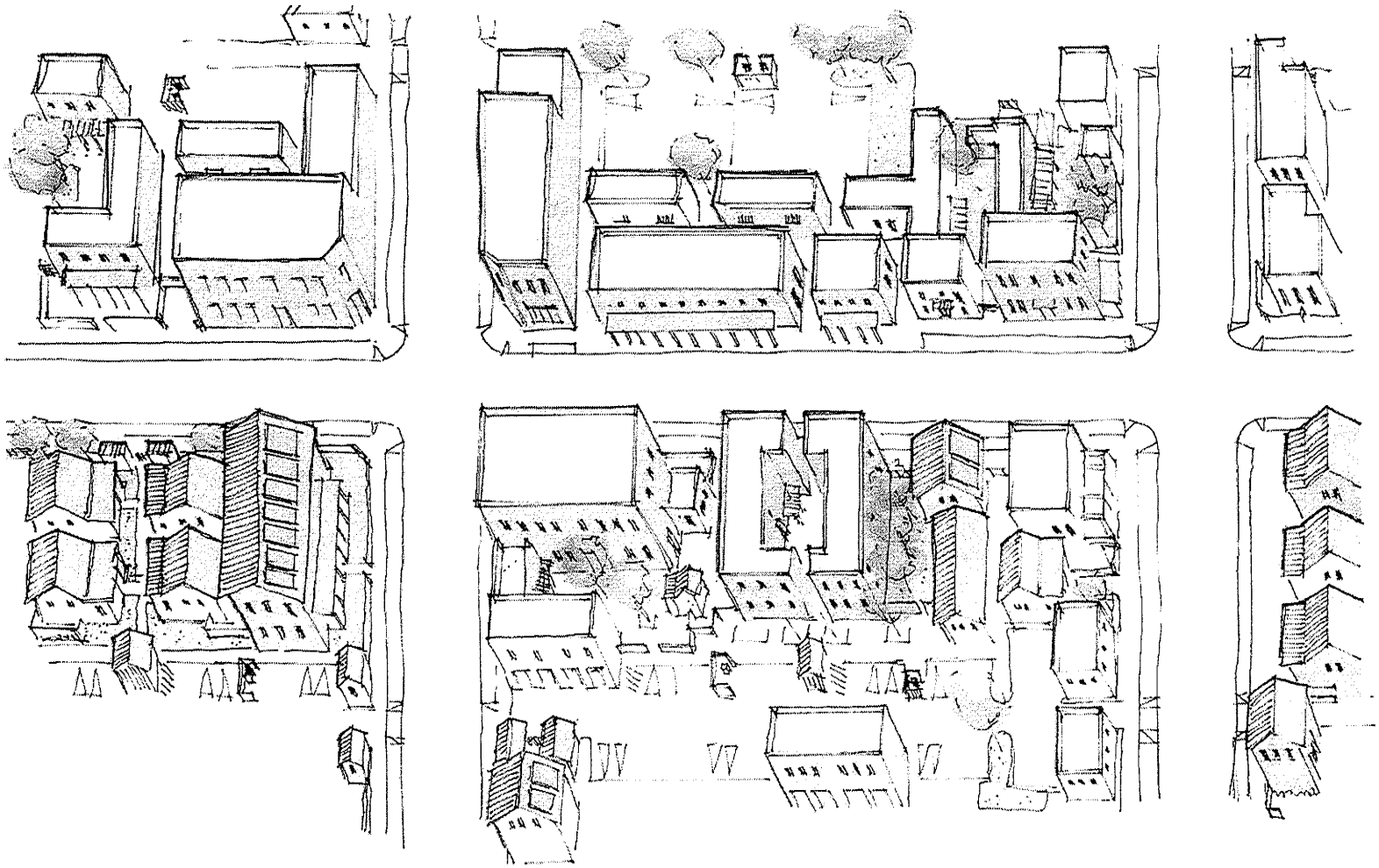
DUPLEX/TRIPLEX/QUADPLEX

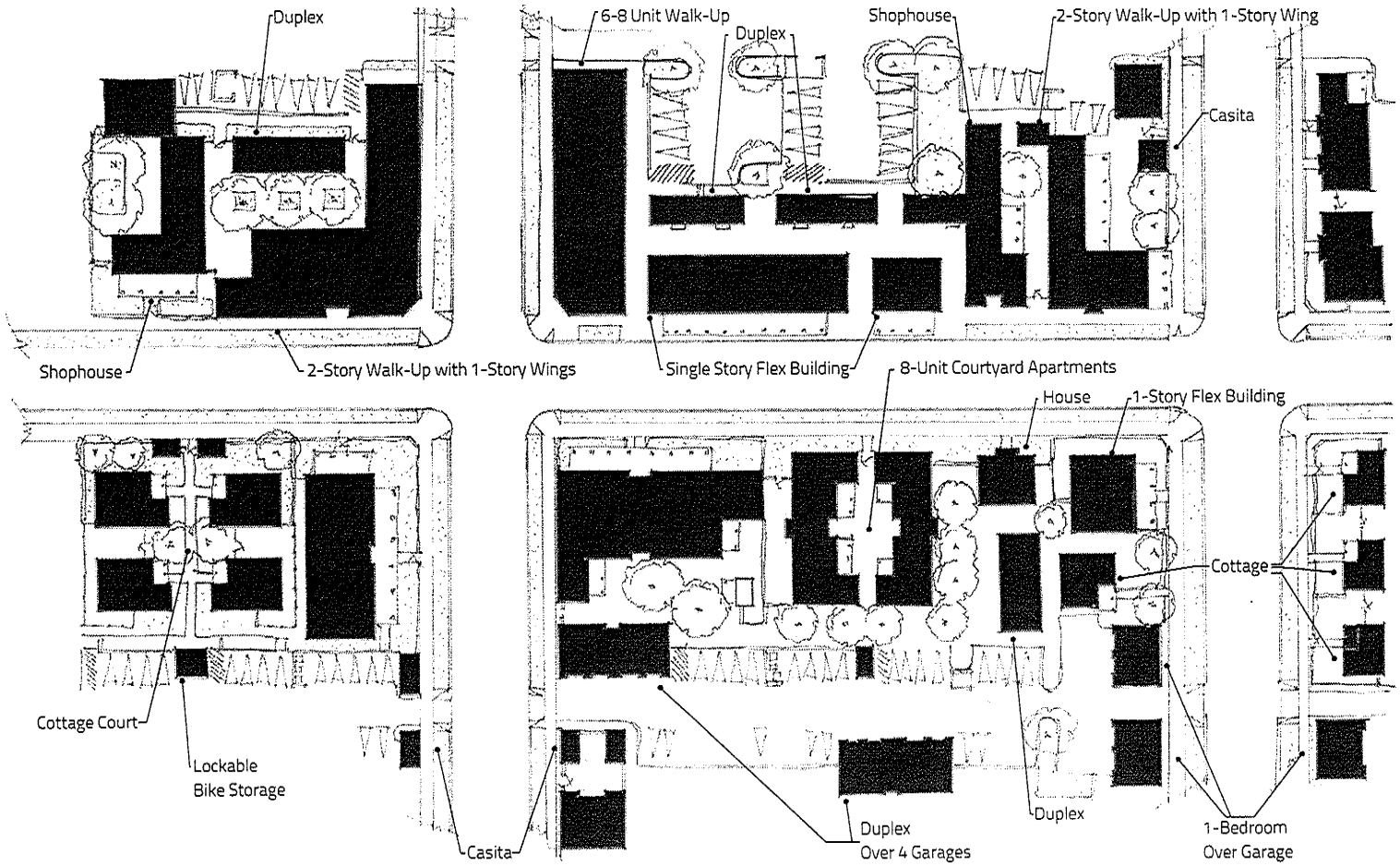
WALKUP APARTMENTS

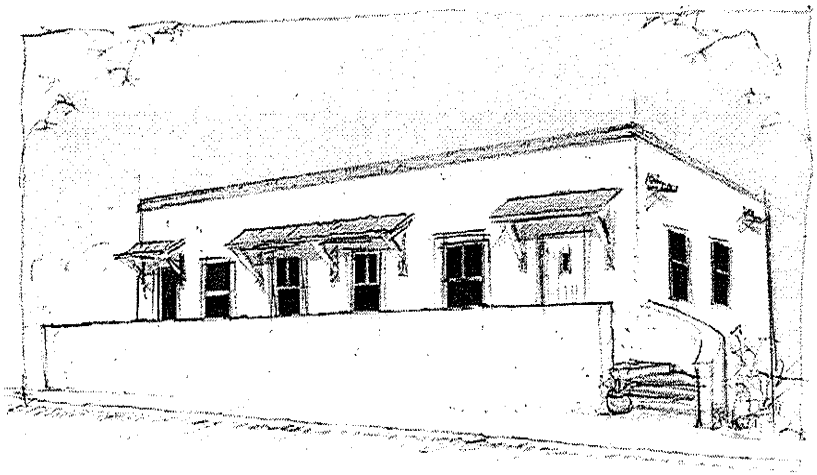


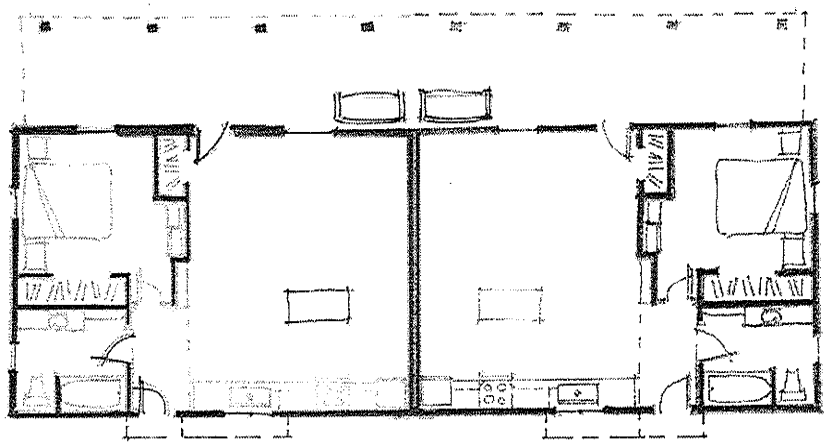


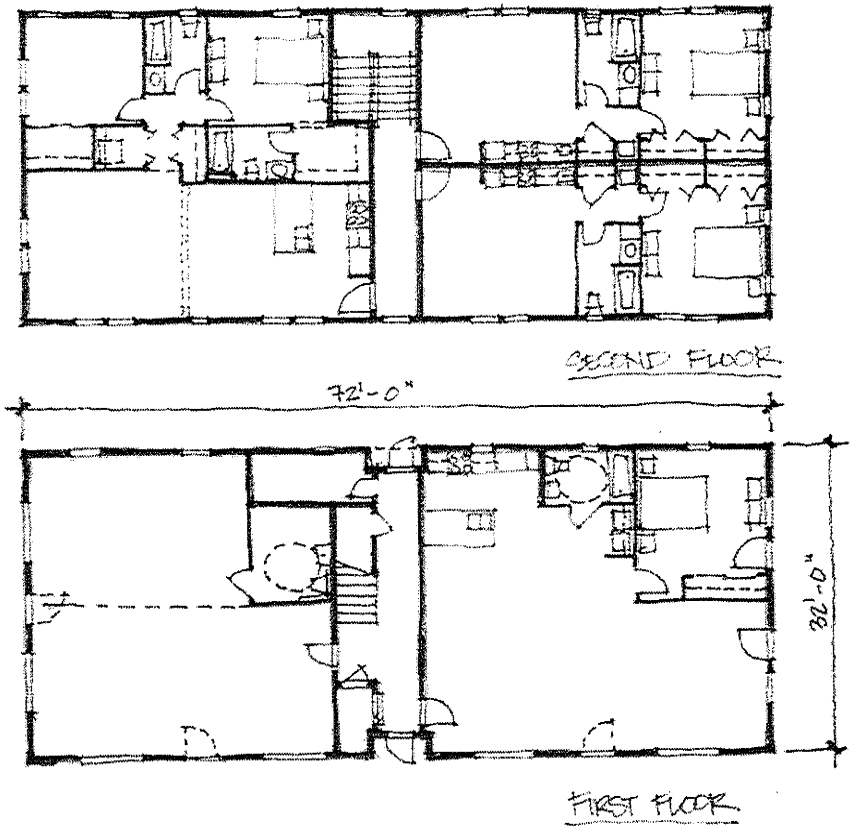


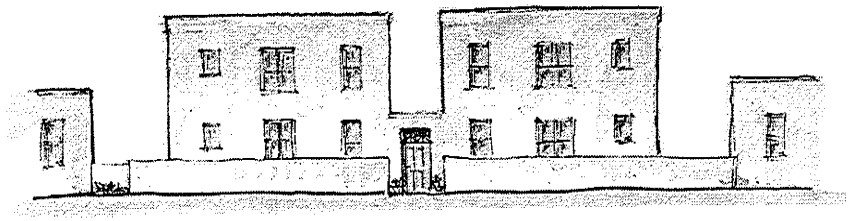


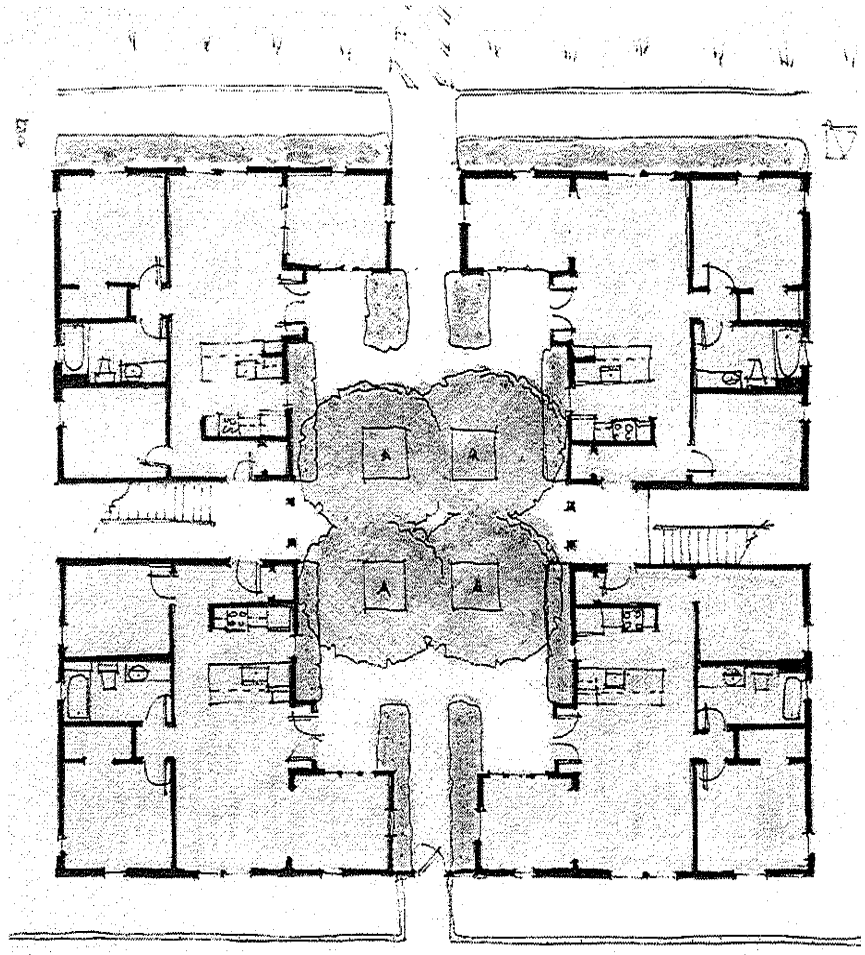

Duplex
Shophouse
2-Story Walk-Up with 1-Story Wings
6-8 Unit Walk-Up
Duplex
Shophouse
2-Story Walk-Up with 1-Story Wing
Casita
Single Story Flex Building
8-Unit Courtyard Apartments
House
1-Story Flex Building
Cottage
Cottage Court
Lockable
Bike Storage
Casita
Duplex
Over 4 Garages
Duplex
1-Bedroom
Over Garage

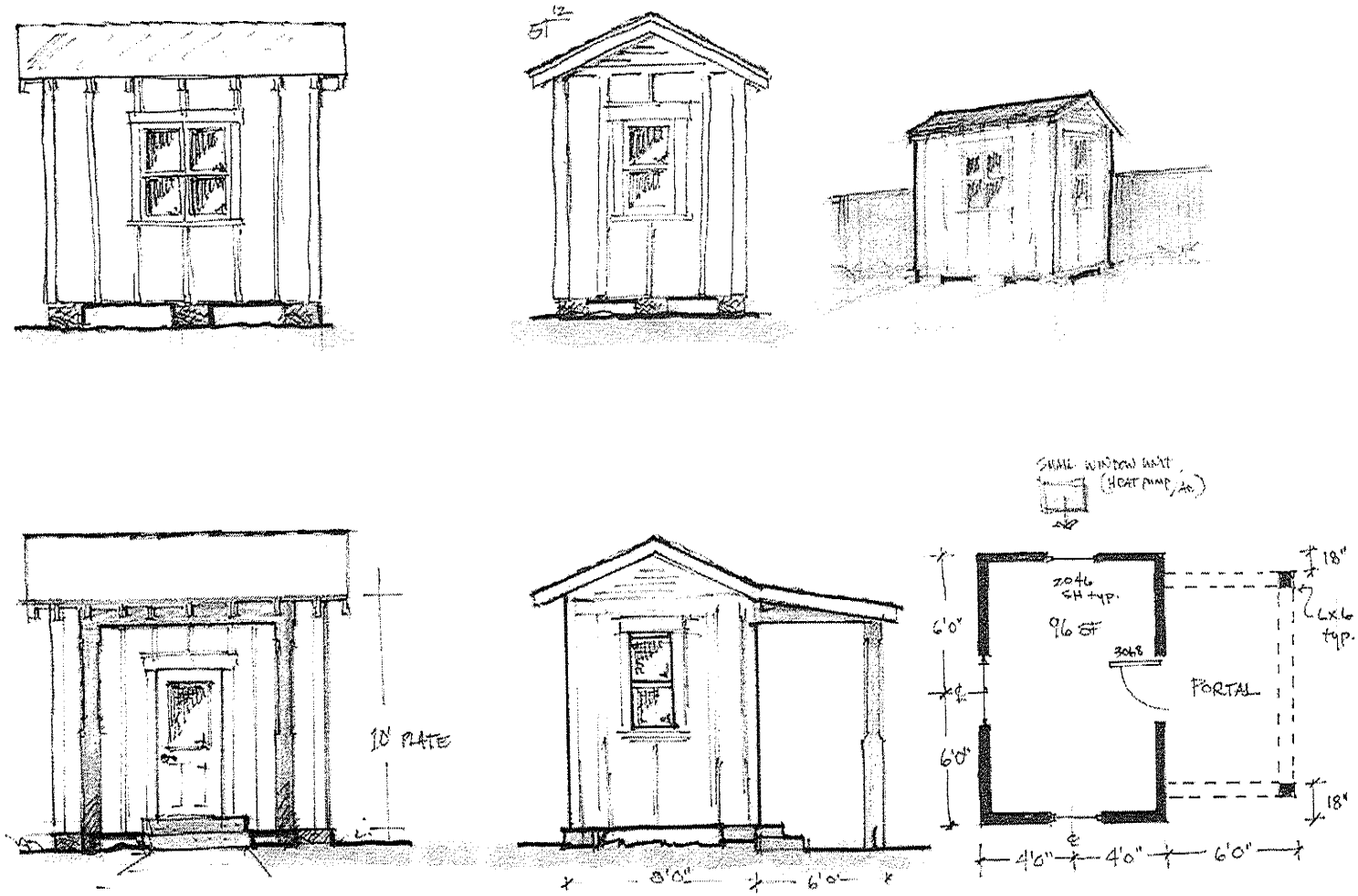


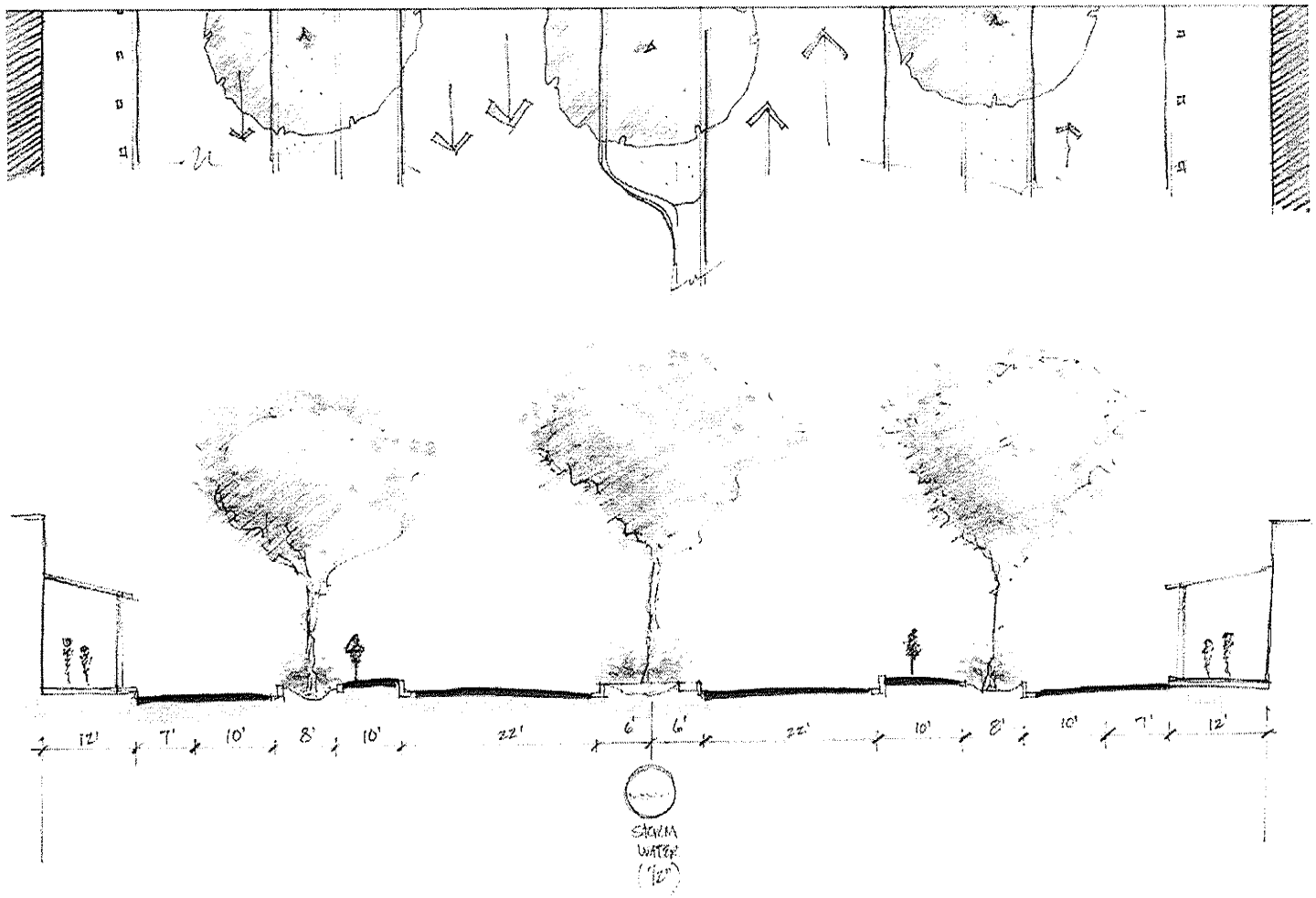


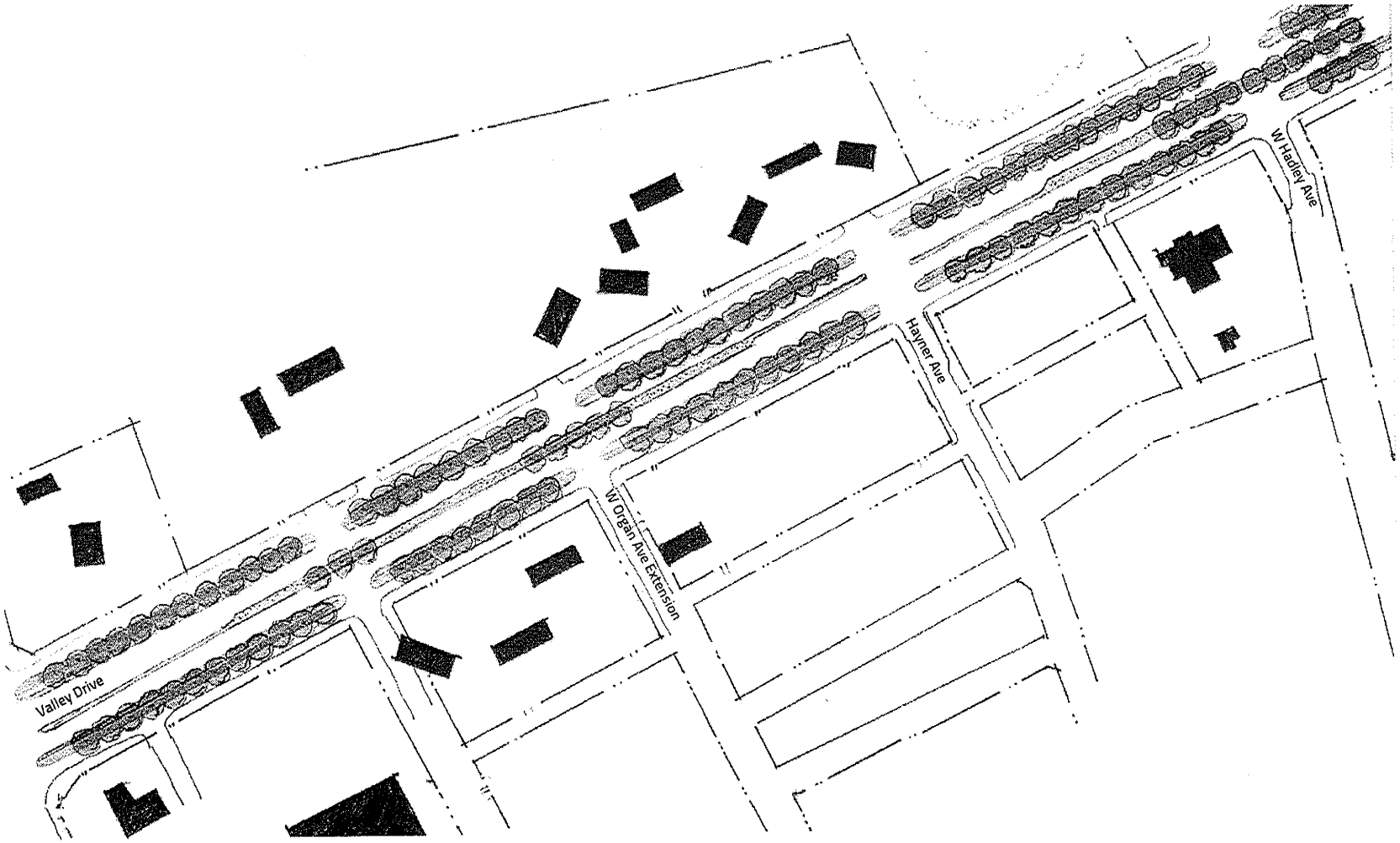

SECOND FLOOR
72'-0"
32'-0"
FIRST FLOOR

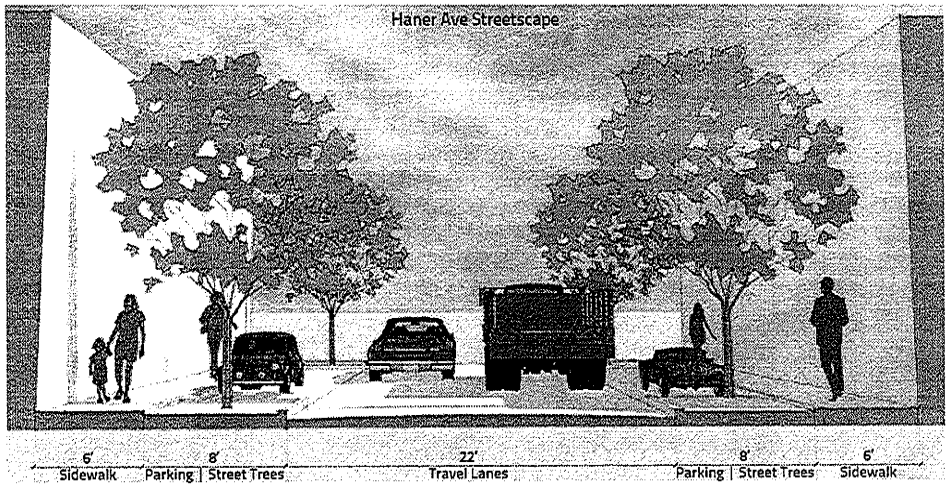


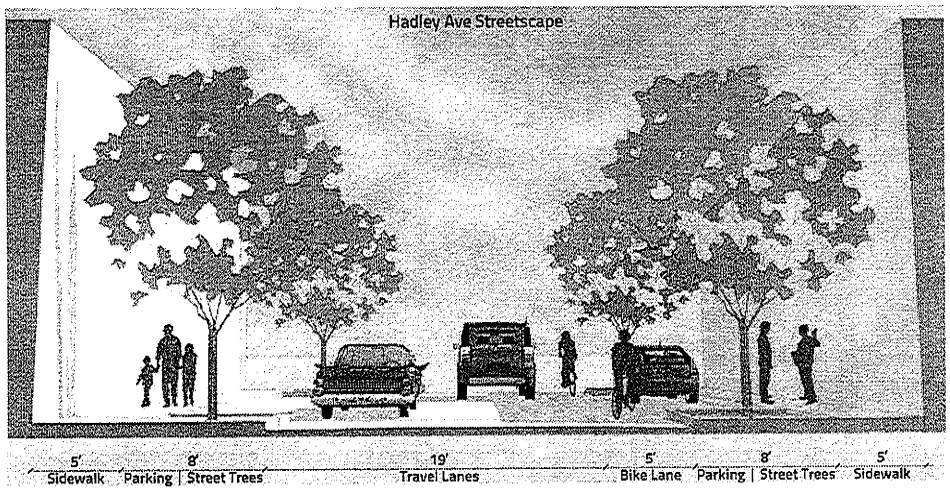



12
5
10' PLATE
8'0"
6'0"
SMALL WINDOW UNIT
(HEAT PUMP, etc)
2046
SH typ.
96 SF
3068
PORTAL
6'0"
6'0"
18"
LX6
typ.
18"
4'6"
4'0"
6'0"


12'
7'
10'
8'
10'
22'
6'
6'
22'
10'
8'
10'
7'
12'
STORM WATER


Valley Drive
W Organ Ave Extension
Hayner Ave
W Hadley Ave





Streetscape Improvements

Streetscape improvements are necessary on Hadley, Haner, and eventually Compress to incentivize redevelopment. These streets are configured for the historic industrial uses, with minimal facilities for pedestrians and none for cyclists. On street parking is needed everywhere development is expected. To support active transportation modes, street trees should be provided at 40 feet on center, and sidewalks should be a minimum of five feet wide, and wider where possible.

Haner Avenue Recommendations

Travel lane width between curbs should be 22 feet. Planters and parking occur within an eight foot zone between travel lanes and the sidewalk. Tree planters should be eight feet square to allow for adequate soil volume. Two parallel spaces should be provided between trees. Within a 50 foot right-of-way, this leaves room for six foot sidewalks on both sides of the street. Adjacent landowners may extend the sidewalks onto private property to provide for dining areas or public space.

Hadley Avenue Recommendations

The Hadley Avenue streetscape provides 24 feet of pavement between curbs. This accommodates two travel lanes and a five foot bike lane. The shared parking and street tree bay is the same as that recommended for Haner Ave. In a 50 foot right-of-way, this only leaves five feet for sidewalks on each side. As mentioned above, the sidewalk could be enlarged by landowners, such as the example at Nellie's Cafe.