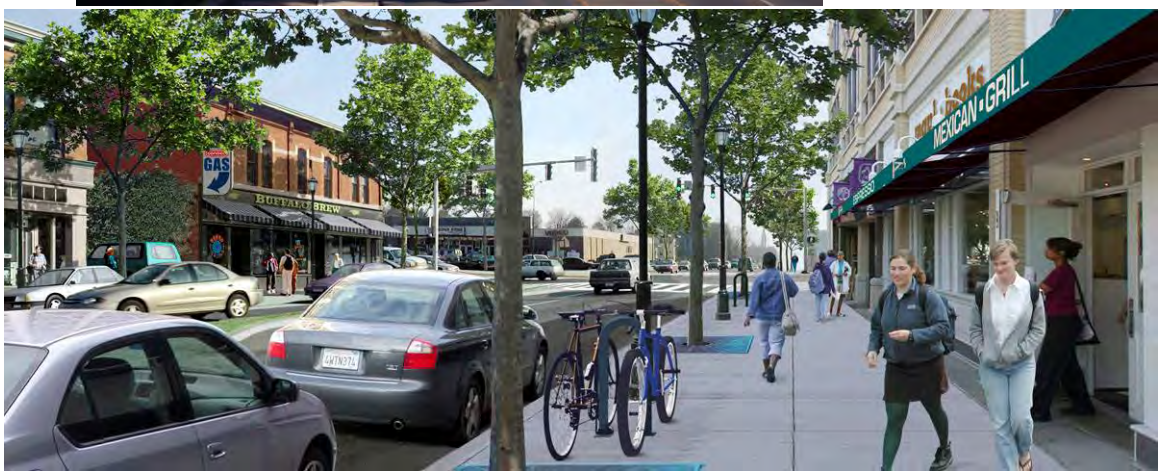
University District Plan 2010



City of Las Cruces

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EXECUTIVE SUMMARY

1. USER GUIDE

How the Plan is Organized

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

Building Blocks of the Plan

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

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

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

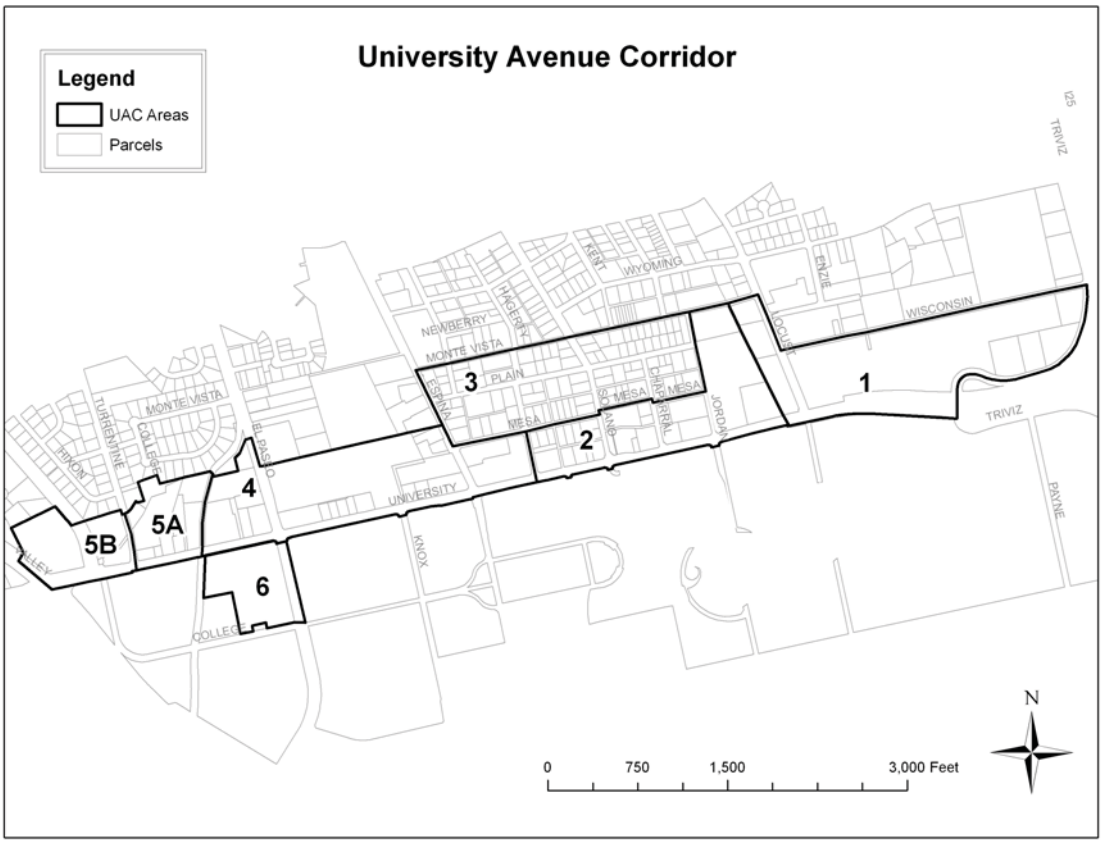
Sidebars: Sidebars have been included throughout the Plan to highlight related information.

2. BACKGROUND AND PLANNING PROCESS

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

Background and History

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



Current University Avenue Corridor Plan Overlay Zone District

Project Origins

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

Study Area

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

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

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

Planning and Public Involvement Process

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

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

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

3. SUMMARY OF EXISTING CONDITIONS

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

Plan and Overlay Amendments

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

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

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

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

NMSU Master Plan

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

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

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

Land Use

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

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

Zoning

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

Transportation

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

Salient facts about University Avenue:

- The corridor is approximately1.8 miles between I-25 and I-10.
- It is a Principal Arterial, one of five east/west thoroughfares in Las Cruces.
- It is 5-lanes carrying approximately 18,647 cars per day at 35 mph (2007).
- 7 of the 12 intersections have traffic signals.
- 36 points of access plus10 intersecting streets on the north, and 8 points of access plus 9 intersecting streets on the south (NMSU campus).
- Between 2003 and 2006 there were a total of 477 accidents along University Avenue between Valley Drive and Triviz Road.
- Although 94% of the crashes involved motor vehicles, 3% involved motorcyclists, 2% involved pedestrians and 1% involved bicyclists, making University Avenue one of the most dangerous areas for pedestrians and cyclists in the city.
- Levels of Service (LOS) is a measure of capacity and operating conditions for intersections along University Avenue and range from A (Locust Street) to C (Valley Drive, El Paseo Road, Espina Street and Triviz Road). A LOS of "D" is acceptable to the NM Department of Transportation (NMDOT) and the MPO; however, the City's Design Standards call for LOS "C".
- Transit movement along University Avenue accounts for less than 10% of the traffic activity.

Census and Demographics

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

Anticipated Changes: New Development and Capital Improvements

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

4. VISION, GOALS AND POLICIES

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

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

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

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

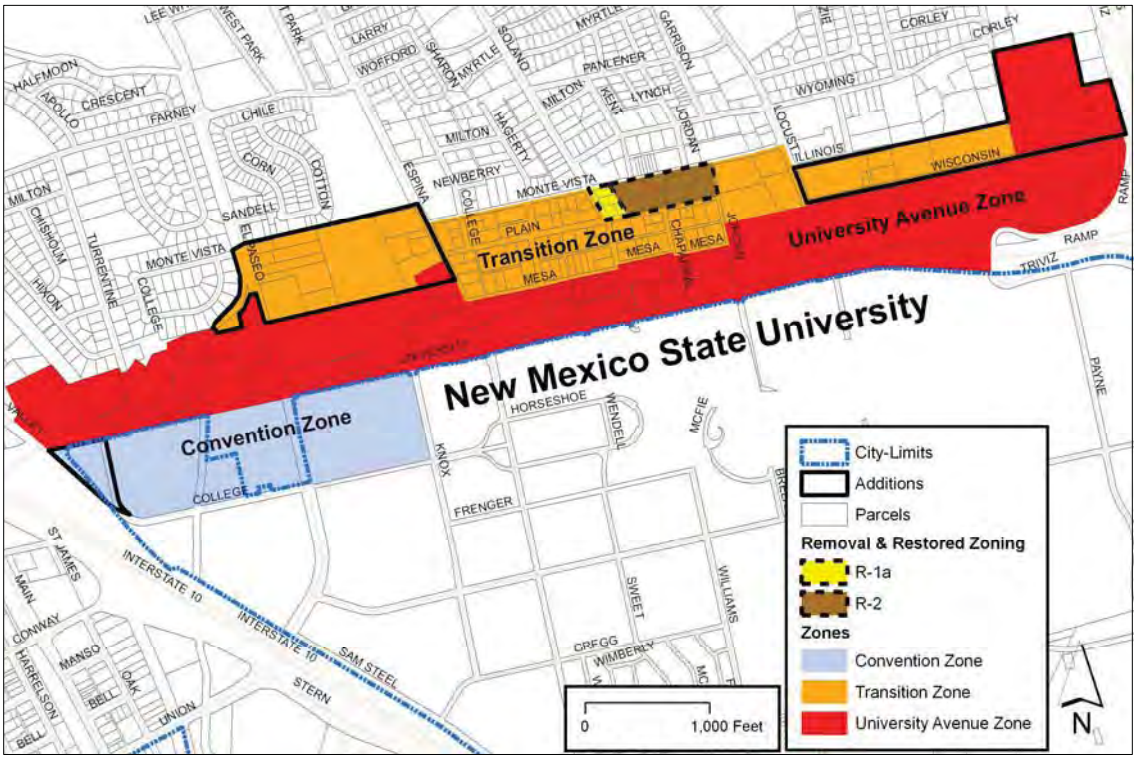


Figure 1: University District Planning Boundaries, Parcels Added and Removed from the former UAC

Whole District: General Goals & Policies

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

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

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

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

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

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

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

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

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

Whole District: Boundaries

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

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

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

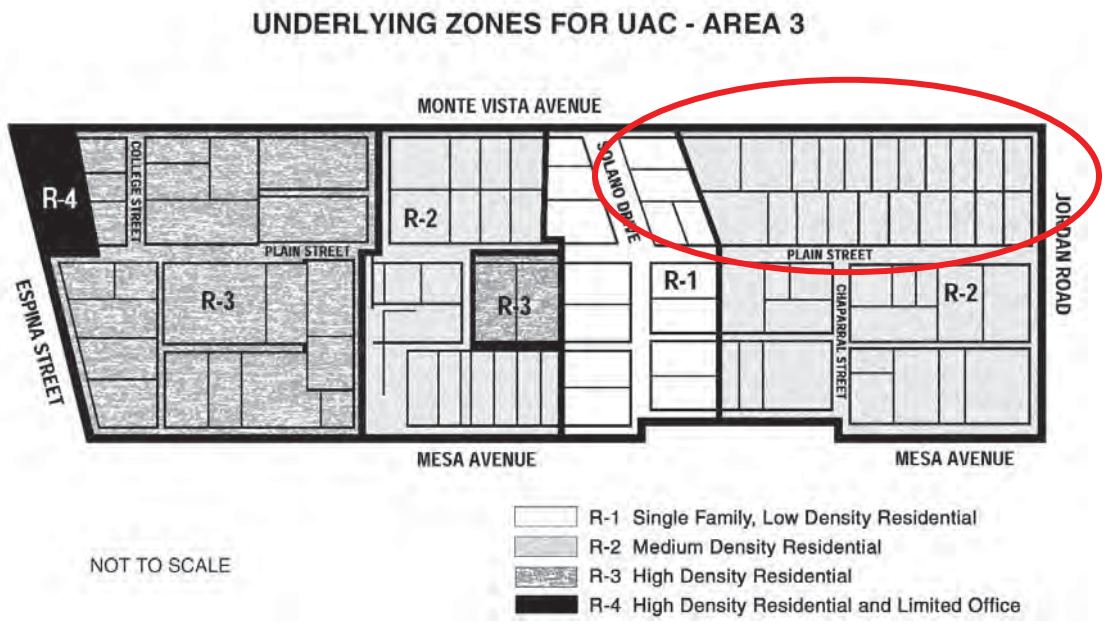


Figure 2: Underlying Zones for UAC Area 3, from the 1992 UAC Plan

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

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

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

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

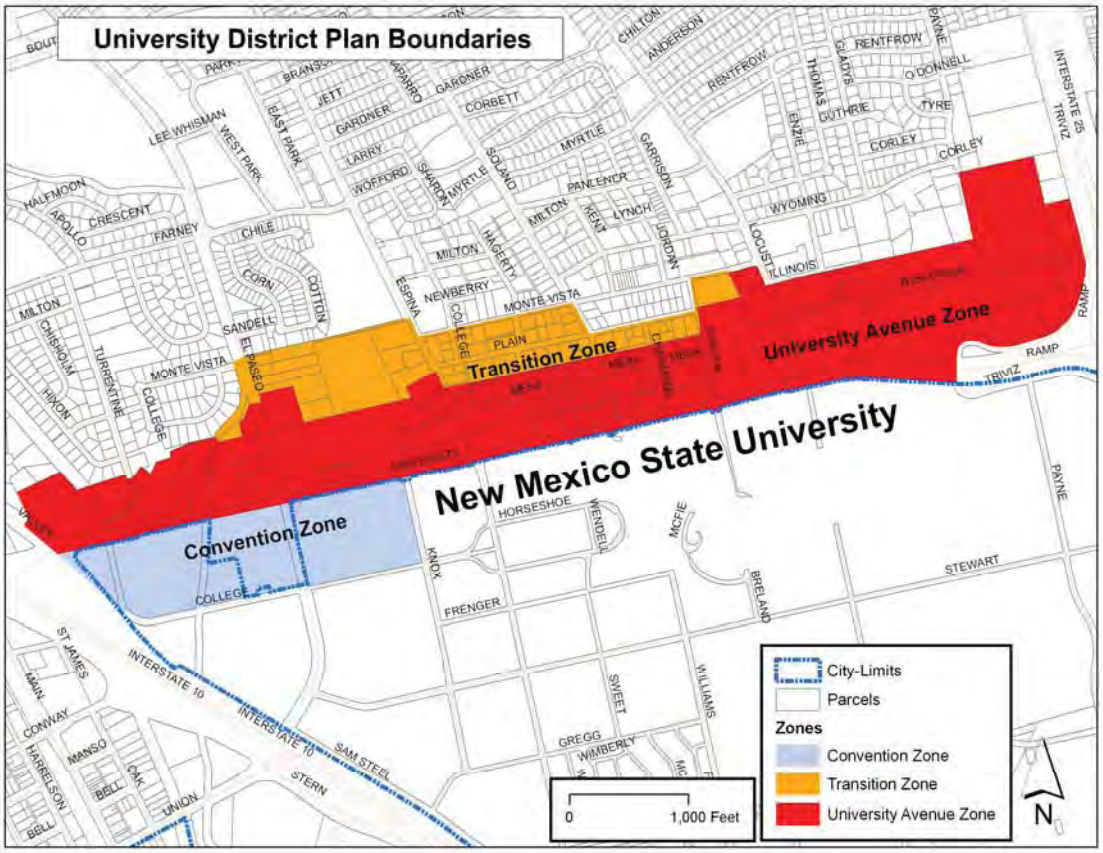


Figure 3: Planning Boundaries of the University District and the Zones within it

Whole District: Transportation

Goal 5: Create a pedestrian-friendly district that integrates all modes of transportation.

Policy 5.1. Design conflicts between vehicular and pedestrian movement generally should be resolved in favor of the pedestrian.

Policy 5.2. Where possible, parking, loading and other vehicular access should occur at alley or side street.

Policy 5.3. When passenger rail serves Las Cruces, include a rail stop close to the University District and campus or transport from the nearest stop to the district and campus.

Goal 6: Increase public safety for residents, visitors, merchants and customers.

Policy 6.1. Prioritize the University District for ADA compliance.

Policy 6.2. Coordinate with the Public Works Department to prioritize sidewalk maintenance and repair.

Policy 6.3. Improve pedestrian access and safety at controlled crossings and intersections with countdown signals and other safety improvements.

Policy 6.4. Improve pedestrian access and safety at uncontrolled crossings and intersections by providing crosswalks and median refuges at strategic locations.

Policy 6.5. Improve pedestrian access and safety at bus stops while maximizing

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

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

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

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

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

Table 1: Cross Section Design Parameters for Walkable Urban Thoroughfares

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

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

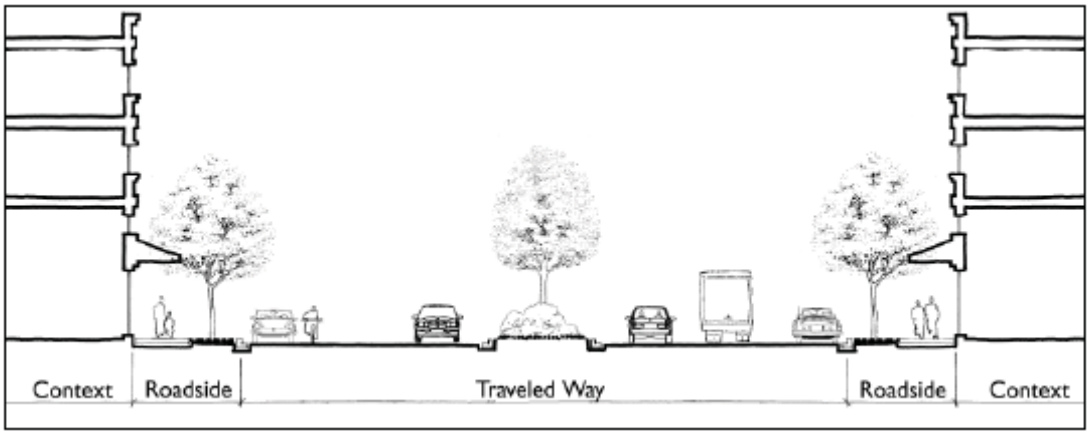
Auto Lane Width	Parallel Parking Width	Horizontal Radius	Vertical Alignment	Medians
10 to 11ft. Recommend providing 11ft lanes on outside and 10ft on inside in order to accommodate bus and truck traffic.	8ft. Consider parallel parking for certain sections of roadway or parking at non-peak hours.	see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

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

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

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

Figure 4: Components of a cross section.



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

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

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

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

b. It is acceptable for the Level of Service on University Avenue to be "D" or below to achieve walkability as measured by ITE standards for walkable urban thoroughfares.

c. It is acceptable for auto lane width to be 10 feet on inside lanes and 11 feet on outside lanes to accommodate bus and truck traffic.

d. The number of vehicle lanes should not exceed 4 lanes plus left turn lanes where needed.

e. Consider outside lanes for parallel parking during off-peak hours. Signage for the floating in-road bicycle lane is critical.

f. Where rights-of-way are sufficient, construct medians with strategic mid-block pedestrian crossings, and with landscaping and other barriers that prevent crossing elsewhere.

g. One or more bus pullouts should be located on each side of the street with enhanced bus stop amenities, including shelters, maps, and schedules. These should be located on the far side of an intersection, to be determined, to serve as present or future transfer points.

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

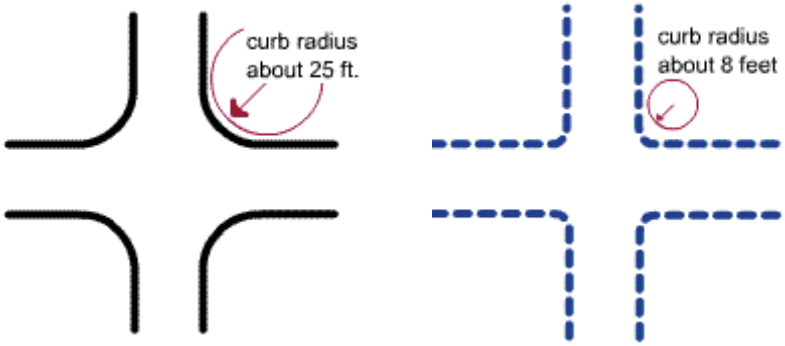
Policy 7.2. **ROADSIDE:** Establish design parameters for University Avenue roadside including, but not limited to:

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

Purpose

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

Considerations

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

Estimated cost (2008 dollars)

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

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

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

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

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

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

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

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

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

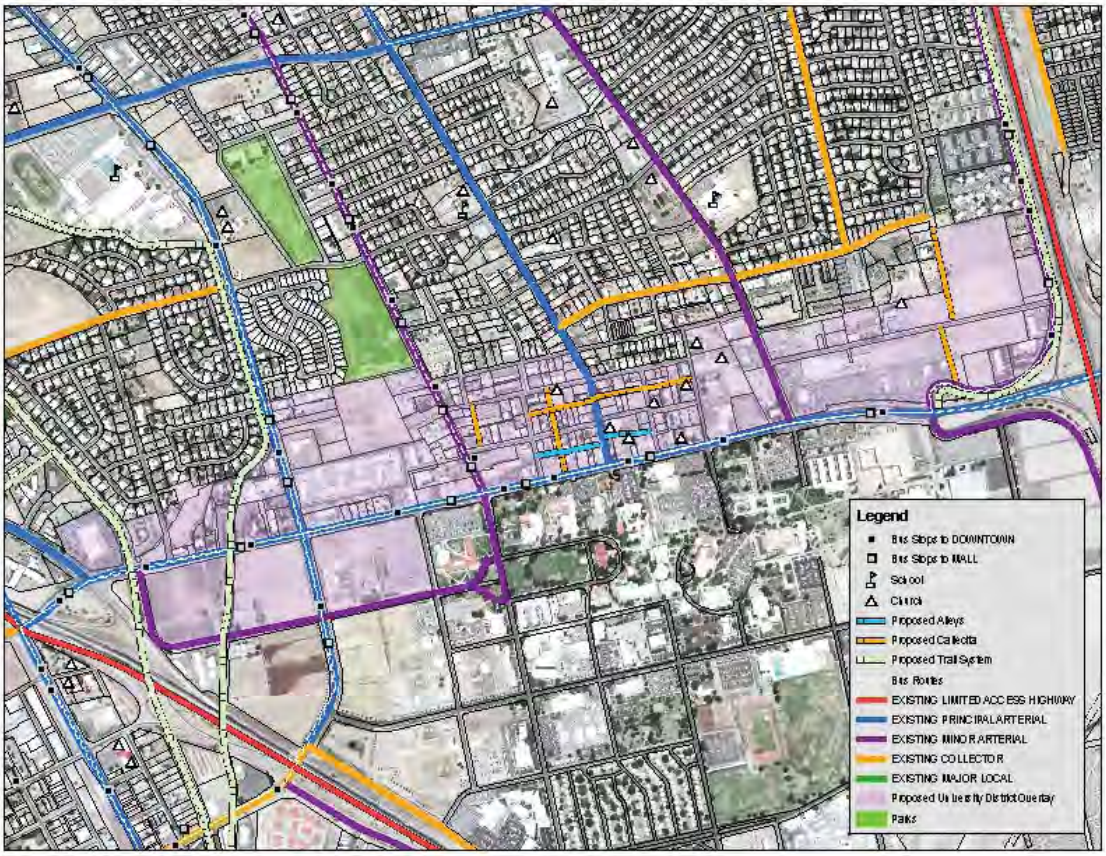


Figure 5: Proposed Alleys, Callecitas and Trails. Map created by Caeri Thomas, Las Cruces MPO.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Goal 11. Avoid conflicts between pedestrians and utility equipment.

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

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

Goal 12. Create flexible parking standards for the District.

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

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

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

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

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

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

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

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

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

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

Whole District: Land Use

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

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

Policy 13.2. Prohibit additional drive-through uses.

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

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

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

Whole District: Design

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

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

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

Policy14.3. Encourage development and building designs that promote Crime Prevention through Environmental Design (CPTED) principles to foster safety. For example, provide good lighting and clear lines of sight in public spaces and developments to promote pedestrian activity and "eyes on the street."

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

CPTED is based on four principles:

1. ***Natural Surveillance** – A design concept directed primarily at keeping intruders easily observable. Promoted by features that maximize visibility of people, parking areas and building entrances: doors and windows that look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; adequate nighttime lighting.*

2. ***Territorial Reinforcement** – Physical design can create or extend a sphere of influence. Users then develop a sense of territorial control while potential offenders, perceiving this control, are discouraged. Promoted by features that define property lines and distinguish private spaces from public spaces using landscape plantings, pavement designs, gateway treatments, and "CPTED" fences.*

3. ***Natural Access Control** – A design concept directed primarily at decreasing crime opportunity by denying access to crime targets and creating in offenders a perception of risk. Gained by designing streets, sidewalks, building entrances and neighborhood gateways to clearly indicate public routes and discouraging access to private areas with structural elements.*

4. ***Target Hardening** – Accomplished by features that prohibit entry or access: window locks, dead bolts for doors, interior door hinges.*

Goal 15. Establish minimum standards for landscaping.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Policy 17.4. Prohibit pole or pylon signs.

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

Whole District: Character

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

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

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

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

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

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

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

University Avenue Zone (UAZ)

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

UAZ: Land Use

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

UAZ: Design

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

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

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

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

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

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

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

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

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

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

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

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

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

Policy 22.9. Prohibit reflective, translucent or opaque glass.

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

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

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

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

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

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

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

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

Transition Zone (TZ)

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

TZ: Land Use

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

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

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

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

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

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

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

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

TZ: Design

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

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

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

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

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

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

The primary intent of this zone is as a regional destination for conventions and related special events. The Las Cruces Center is located on the southwest corner of University and Union. It is owned and operated by the City on land leased from NMSU. NMSU plans to construct a full-service hotel to complement it on the southeast corner of the same intersection.

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

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

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

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

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

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

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

5. ADMINISTRATION AND IMPLEMENTATION

ADMINISTRATION

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

Review

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

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

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

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

- Requests to vacate alleys
- Signs
- Minor Modifications

Code and Plan Amendments

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

Application and Permits

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

Citizen's Design Review Committee

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

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

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

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

IMPLEMENTATION PLAN

Introduction

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

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

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

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

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

Action Item	Who is Responsible	Time Frame	First Step	Rough Cost Estimate	Goal/Policy
CAPITAL IMPROVEMENTS					
Design and construct new cross sections for University Avenue and affiliated intersections between I-25 and I-10 including medians, lane restrictions, transit stops, wide sidewalks, landscaping,				2009 TIP = $9 million	Goal 5, 6, 7
• Initiate project planning, scoping, funding process	Long Range Planning (LRP), Public Works (PW), Utility staffs	Initiate immediately	Create City staff team: public works, traffic, facilities, utilities + MPO, NMDOT, NMSU		Policy 6.3
• Draw attention to greater enforcement need of traffic laws on University Avenue	LRP, Police Dept. staffs	Initiate immediately	Intra-Departmental communication (Planning & Police Department)		Policy 6.6
• Synchronize lights	Traffic Engineering staff	Completion by early 2010	Intra-Departmental communication (Planning with Public Works, Traffic Division)		Policy 6.3
• Install audible pedestrian countdowns @ all signalized intersections	Traffic Engineering staff	completion by 12/2010	Intra-Departmental communication (Planning with Public Works, Traffic Division)	State has secured ARRA funding	Policy 6.3
Design and construction Triviz/University underpass/intersection (NMDOT initiating review of the University/I-25 interchange)	NMDOT & city LRP, PW, Utility staffs, MPO	Initiate Fall 2009	• Create City staff team: public works, traffic, facilities, utilities + MPO for project planning, scoping • NMDOT initiating review of intersection	2008 CIP = $3.851 million	Policy 7.4
ROAD DIETS: • Complete road diet on Espina including coordination with NMSU to continue the road diet into	LRP, MPO, PW staffs	Completion 0-2 years	Intra-Departmental communication: MPO, Streets		Policy 10.5

campus. • Complete road diet El Paseo					
Construct Wisconsin Avenue from Locust to Triviz to meet Complete Streets Design Guidelines	LRP staff	Developme nt driven	Intra-Departmental communication: MPO, Streets		Policy 8.1
Design & Construction of Arrowhead Interchange on I-10	NMDOT, PW, MPO staffs	NMDOT + NMSU, LRP, MPO staff	Intra-Departmental/Agency communication: MPO, NMSU, NMDOT, City	2009 TIP = $20 million	Policy 8.2
Item	**Who is Responsible**	**Time Frame**	**First Step**	**Rough Cost Estimate**	**Policy**
ON-GOING PROJECTS & PROGRAMS					
Community Liaison Program: NMSU/CLC modeled after Ft. Collins			Councilor Connor/NMSU lead		
ADMINISTRATION & PLANNING POLICY					
All necessary amendments to the Zoning Code, Sign Code and 1992 UAC Plan will be done simultaneously as "Repeal and Replace"	LRP staff	immediate	Public review, committee, commission & council adoption: final drafts of *University District Plan* and *University District Overlay* to repeal/replace *University Avenue Corridor Plan* and *University Avenue Corridor Plan Overlay Zone District*		
Initiate Access Management Plan	LRP, MPO, PW and Fire Dept. staffs	April, 2010	• Request GIS support: inventory/map access points (this could be a layer on the pedestrian connectivity plan) • Request Land Management apprise LRP of requests to vacate alleys in the UD		Policy 8.3
Initiate Parking Management Plan	LRP, PW and police dept. staffs	April, 2010	• Request GIS support: inventory off-street parking stalls • Create checklist/tool to help develop plan		Policy 12.1
Initiate Pedestrian Connectivity Plan	LRP, MPO		• Identify layers for GIS mapping &		Goal 10

	staffs	June, 2010	complete connectivity map: bus rte, bicycle lane/trail, multi-use path, transit stops, bus shelters, land uses (comm., employment, church, attractions,) locate accessibility upgrades, sidewalks (& gaps), NMSU Historic Tour route, primary & secondary pedestrian corridors, attractions, employment, future mixed use development, lodging, parking, pedestrian node, • Create minimum connectivity standards based on maximum block length, block size, intersections per square mile, or a Connectivity Index.		
Item	**Who is Responsible**	**Time Frame**	**First Step**	**Rough Cost Estimate**	**Policy**
Periodic review and report of Plan/Ordinance successes and potential areas for adjustment	LRP staff and UD CDRC	Every 5 years from adoption			Policy 2.4

Funding Opportunities

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

Local Programs

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

State and Federal Programs

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

  Many types of transportation programs and projects for moving people and freight are funded through the STIP. Typical projects range from preserving pavements, to fixing bridges and culverts, to screening overpasses or rock-slide areas to protect travelers below, to installing remote video cameras that show traffic conditions, to funding public transportation for the elderly, disabled and on automobile dependent.
- New Mexico Comprehensive Transportation Safety Plan (CTSP) is a multi-modal strategic type plan and describes high priority countermeasures for commonly-occurring safety hazards. The proposed implementation of these countermeasures are meant to generate projects and programs that will reduce injuries and fatalities to transit riders, motorists, bicyclists, and pedestrians on New Mexico's surface transportation network.

  The purpose of the NMCTSP is to provide all of the traffic safety agency stakeholders in New Mexico with a new planning and coordination tool to allow better collaboration between various agencies. It is required by the federal Surface Transportation Program.
- Surface Transportation Program is a federal transportation enhancement program (SAFETEA-LU) that provides flexible funding on any Federal-aid highway including bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities.
- State & Federal Tax Credits for rehabilitating/restoring historic properties.

Development Incentives

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

Fee Incentive

- Waiver of Plan Review and Building Permit Fees

- Rebate or Waiver of Water and Sewer Impact Fees

Financing Incentive

- Tax Increment Financing (TIF)

Regulatory Reduction or Exemption

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

Tax Incentive

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

6. DEFINITIONS

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

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

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

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

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

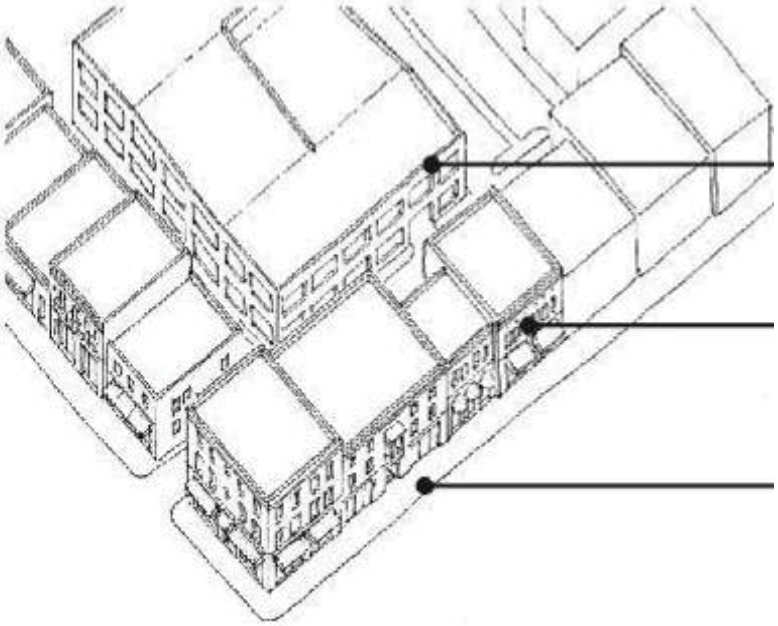
- pedestrian-oriented open space such as a courtyard, garden, patio, or other unified landscaped areas
- bay windows extending out from the building face that reflect an internal space such as a room or alcove

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

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

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

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



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

7. APPENDICES

1) EXISTING CONDITIONS

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

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

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

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

ii) **NMSU Master Plan**

The approved NMSU Master Plan is available on line: http://masterplan.NMSU approved Master Plan.edu/master.html

iii) **Land Use**

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

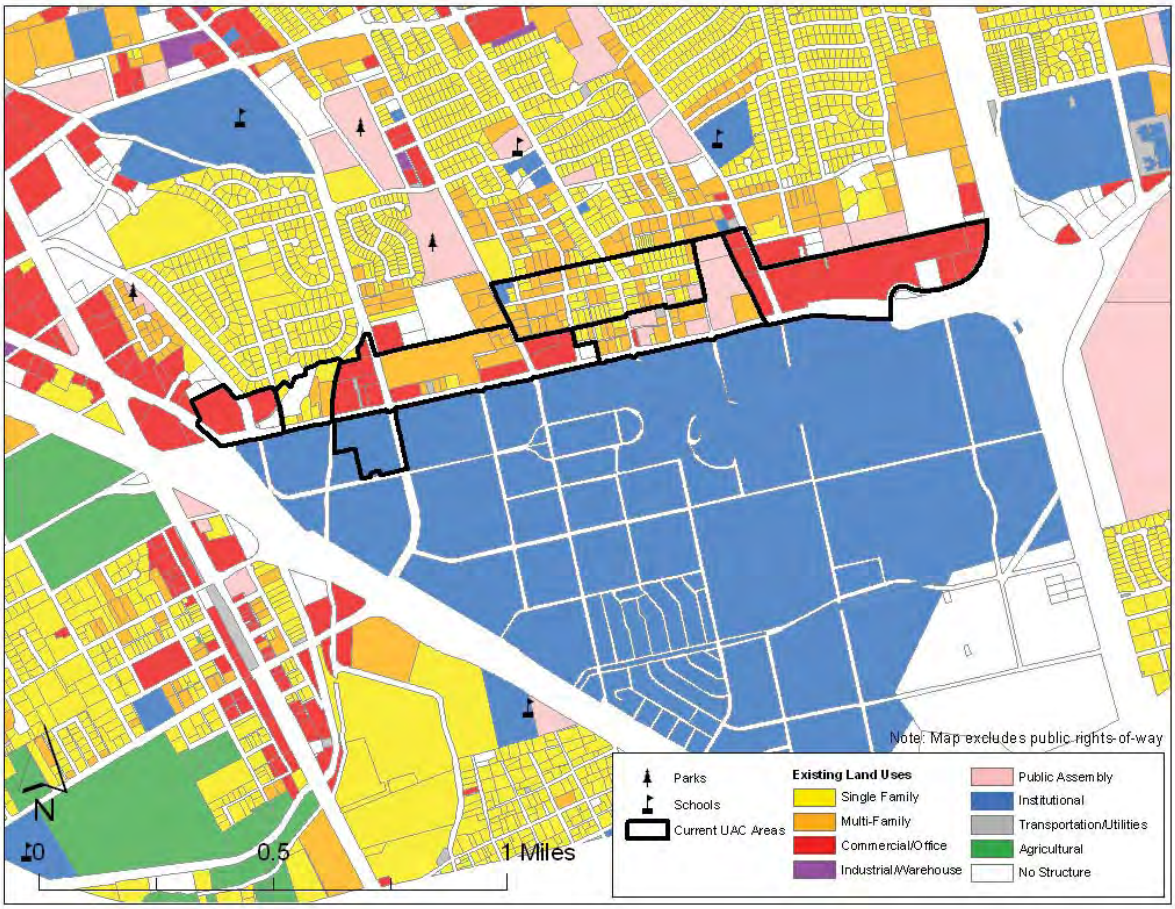
If the City annexes NMSU lands for the purpose of developing the NMSU hotel and to expand the Las Cruces Center (identified as Plan Areas 6 and 7), the district would be approximately 165 acres.

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

Table 4: **Land Use Inventory**

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

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



iv) **Zoning**

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

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

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

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

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

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

v) **Transportation**

(a) Vehicle Classification/ Traffic Types

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

(b) Traffic Volumes

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

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

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

University Avenue Traffic Counts from prior to 1994 to 2007

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

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

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

(c) Traffic Speeds

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

(d) Crashes and Pedestrian Conflicts

Crashes.

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

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

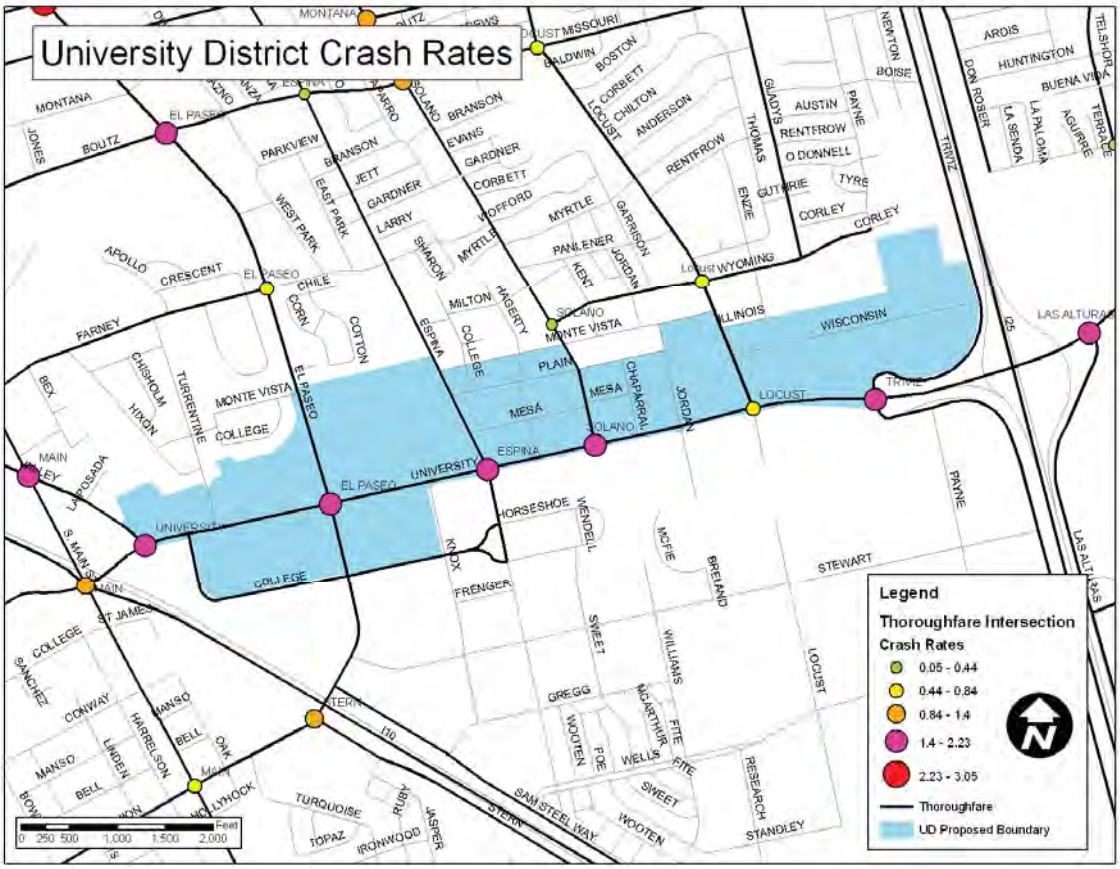


Figure 5: University District Crash Rates

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

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

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

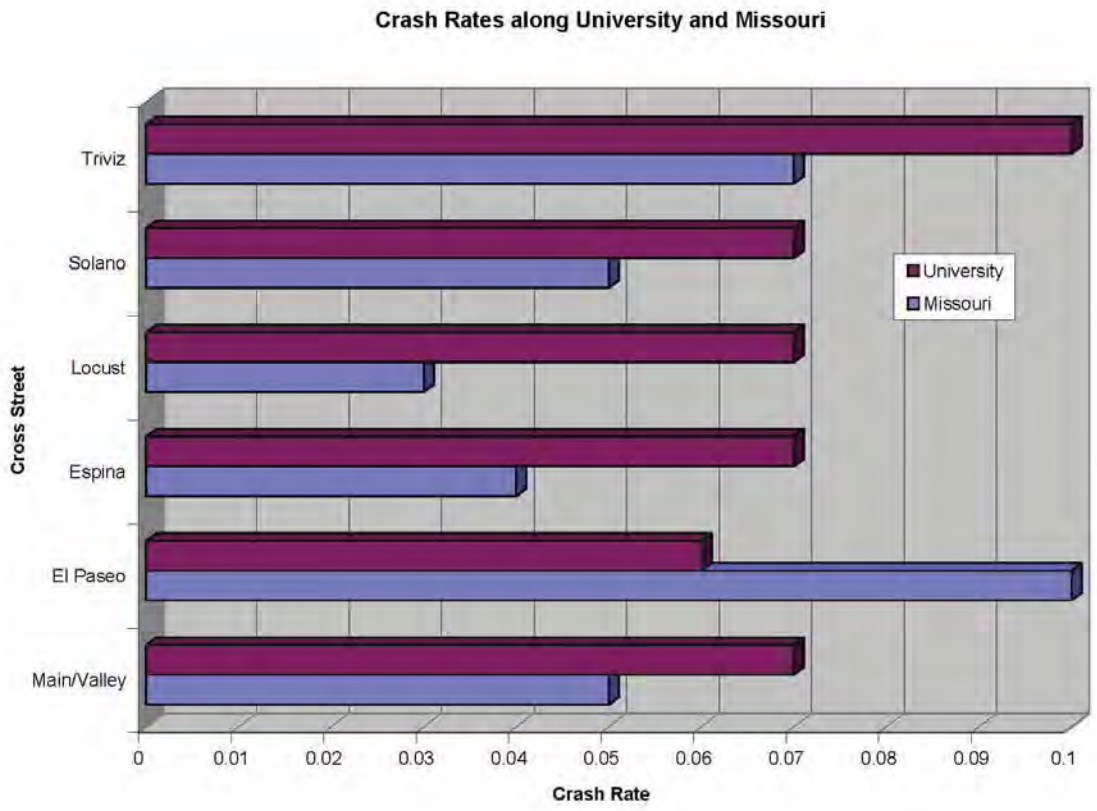
Espina Street		x			
Knox Street					x
El Paseo Road		x			
Turrentine Drive					
College Avenue					
Valley Drive				x	

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

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

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

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



Pedestrian Conflicts

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

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

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

(e) Functional Classification

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

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

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

Federal Functional Classification System Guidelines for Thoroughfare Network

Principal Arterial Characteristics

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

Rural Classification Specific

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

Minor Arterial Characteristics

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

Rural Classification Specific

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

Collector Characteristics

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

Rural Classification Specific

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

Local Roads

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

(f) Level-of-Service

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

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

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

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

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

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

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

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

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

(F) Congestion. Unstable speed with the formation of waiting lines at several points. Cycles of stop and departure with no apparent logic because created by the behavior of drivers. High level of vigilance is required for the user with practically no comfort.
Source: Hofstra University, the Department of Global Studies & Geography

(g) Other Transportation Studies

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

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

(h) Parking

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

(i) Transit

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

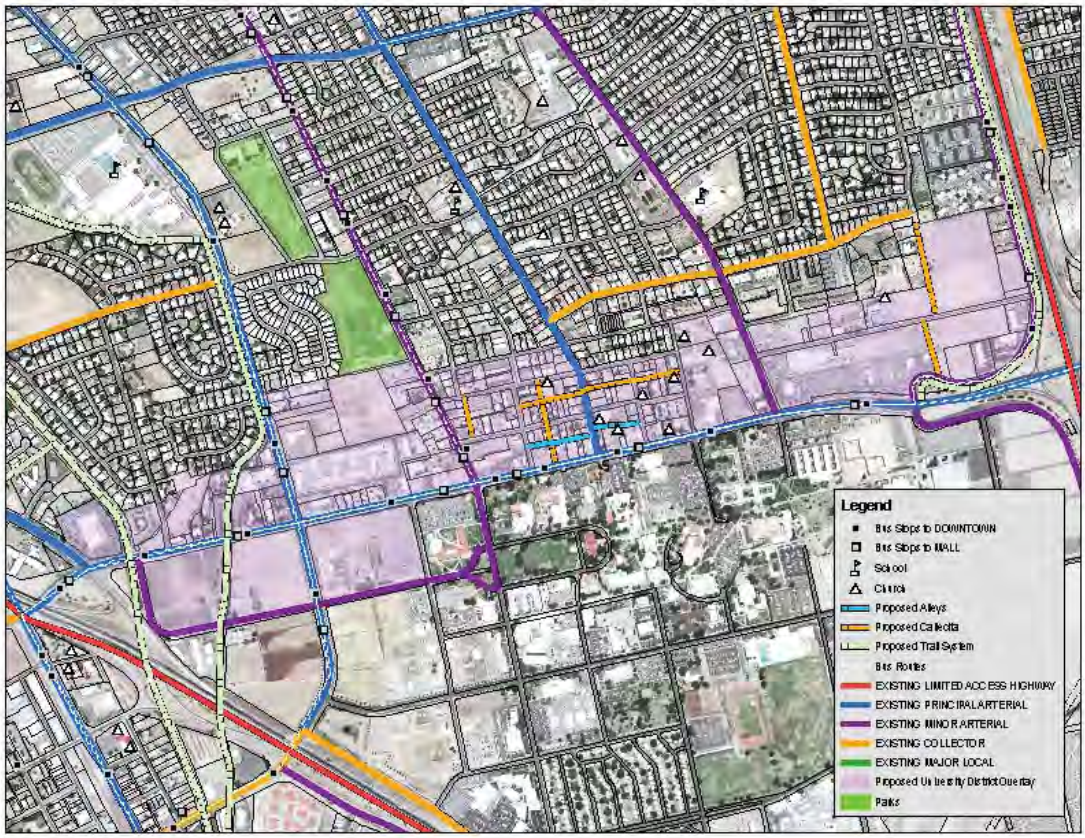


Figure 7: Pedestrian facilities including bus stops, alleys, callecitas, trails

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

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

Table 8: **Bicycling Facilities near University Avenue**

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

vi) Census and Demographics (Social Elements)

(a) Population

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

Table 9: **Population**

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

**Boundaries for Census Tracts were modified between 1990 and 2000.*
***Block level census data is unavailable for 1990 census and is closer to describing the UAC district. The UAC district is reported in 14 complete and 5 partial block level datasets.*

(b) Housing

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

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

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

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

Table 11: **Housing & Ownership by Census Blocks, 2000**

Location	Total Hsg Units	Occup'd	Owner Occupied	Renter Occupied	Population in Household	Families	Avg Household Size
Tract 8, BG 4, Block 4002	0	--	--	--	--	--	--
Tract 9, BG 4,							
• Block4004	60	55	17	38	116	22	2.11
• Block 4005	3	3	2	1	4	1	1.33
• Block 4006	39	38	25	13	78	19	2.05
• Block 4011	1	1		1	2	1	2.00
Tract 9, BG 5							
• Blocks 5000	22	22	2	20	55	12	2.50
• 5001	50	44	2	42	82	13	1.86
• 5002	4	2	1	1	6	1	3.00
• 5003	263	241	15	226	409	43	1.70
• 5006	110	102	2	100	158	19	1.55
• 5007	30	28	6	22	52	8	1.86
• 5008	35	30	2	28	63	9	2.10
• 5009	7	6	1	5	9	3	1.50
Tract 9, BG 6							
• Blocks 6009	46	43	0	43	162	5	3.77

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

Findings for 2000 include:
8% vacancy rate (775-710=65/775=8%).
86% of the houses were occupied by renters (610/710=8.59%)
1.94 average household size

(c) General Characteristics & Employment

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

Table 12: **General Characteristics and Employment by Census Tract**

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

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

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

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

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

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

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

Table 14: **NMSU On-Campus Housing 2004-2008**

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

Source: NMSU Auxiliary Services

vii) <u>Anticipated Changes: New Development and Capital Improvements</u>

(a) <u>Transportation: Road Improvement Projects Planned</u>

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

(b) <u>Land Use</u>

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

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

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

PUBLIC COMMENTS RECEIVED

Round One (November 2008)
Round Two (April 2009)
Round Three, Staff Reviews Plan (October 2009)
Staff Reviews Overlay (December 2009)
Public Comments (January 2010)

Sec. 38-44. - UD—University District Overlay.

A. *Intent and purpose.* The University District Overlay intends to allow greater flexibility to developers and land owners while encouraging the development of a vibrant, mixed-use University District. The purpose of this document is to implement transportation, land use and urban design policies as established in the University District plan. Specifically, the purpose of this overlay is to stipulate provisions which will:

1. Promote a pedestrian-oriented urban form in the University District. The focus on form promotes buildings that conform to tested urban design principles, and that adapt to changing conditions over time.
2. Establish an area with a rich mix of uses: Commercial, cultural resources, residential and transportation choices.
3. Maximize connectivity and access in a multimodal circulation network in which residents, workers, and visitors may conveniently walk, drive, bike, or ride public transportation to destinations within and outside of the district.
4. Support existing University District businesses.
5. Promote sustainable development that minimizes negative impacts on natural resources. A walkable, mixed-use, higher density University District supports sustainable development by providing an alternative to low-density development in peripheral areas. University District's buildings, transportation systems and public spaces should be designed to minimize negative impacts on air and water quality and promote innovation in environmental design.
6. Create a seamless destination where the City of Las Cruces and New Mexico State University meet.

B. *Applicability.*

1. *Introduction.* This overlay applies to all properties that have been rezoned within the University District overlay zone. It shall be used to regulate the design of new streets, new buildings, and new public spaces.
2. *Terms.* The provisions of this overlay are activated by "shall" when required; "should" when recommended; and "may" when optional. Technical terms used throughout this Code may be defined in Subsection F. Definitions. Those terms not defined in article 6 shall be accorded their commonly accepted meanings. In the event of conflicts between these definitions and the provisions herein stated, the Community Development Director shall have the authority pursuant to Subsection 38-4 B. to determine which will be imposed.

C. *Diagrams and illustrations.* Diagrams and illustrations are an integral part of this overlay and are used to help explain standards and guidelines. The diagrams and illustrations are for illustrative purposes only. When in conflict, written text shall take precedence over diagrams and

illustrations.

D. *Delineation of overlay district.*

1. The University District Overlay applies to all properties within the boundaries noted on the associated map. Please refer to Figure 1.

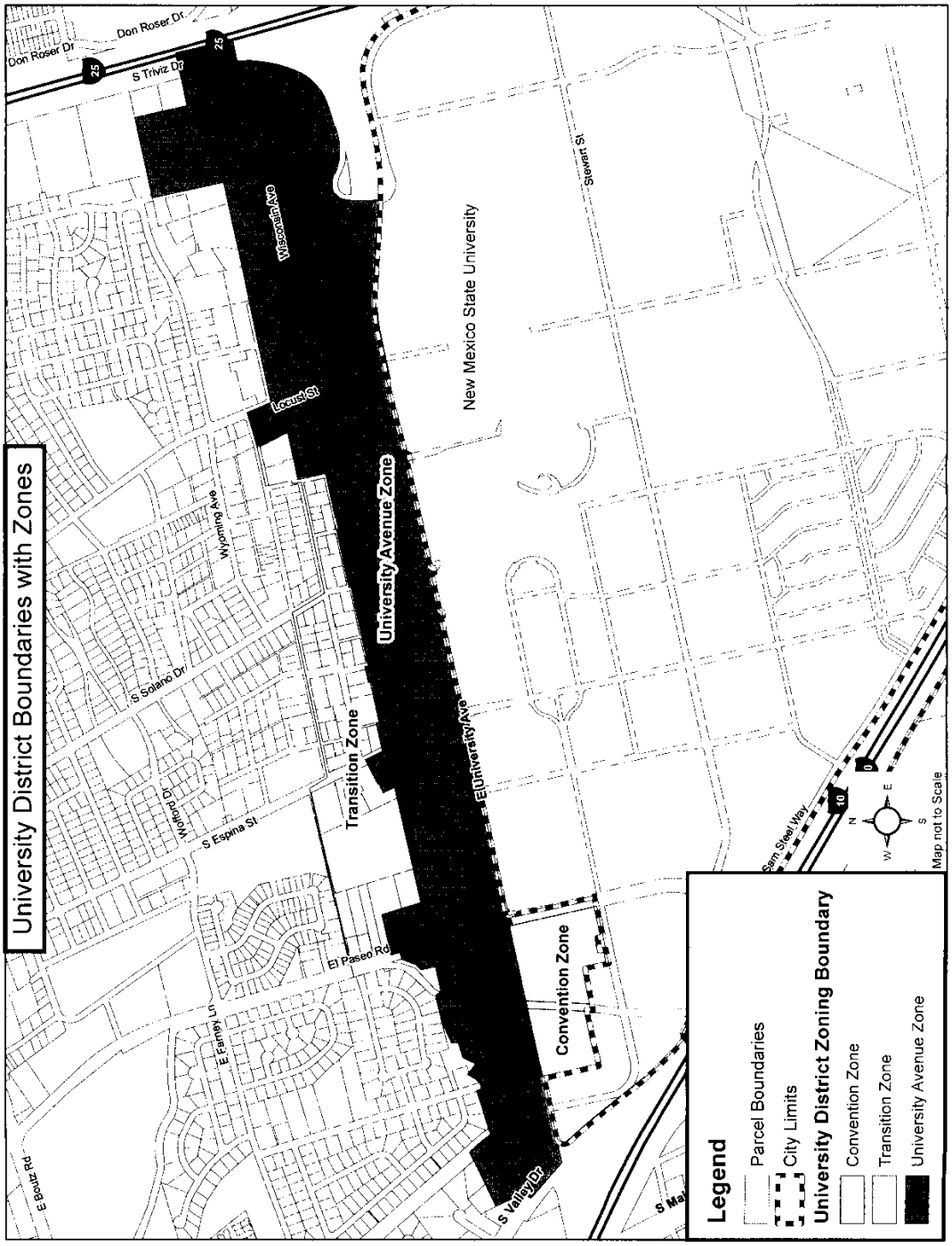


Figure 1: University District Overlay

2. Within the boundary of this overlay, three distinct zones shall be established: University Avenue Zone (UD-UAZ), Transition Zone (UD-TZ), and Convention Zone (UD-CZ). The locations of these zones are on the associated map.

E.

The vision for the zones.

1. *University Avenue Zone (UD-UAZ):* The UD-UAZ is assigned to land appropriate for an urban neighborhood center with a mix of building types and uses. These lands are generally occupied by attached residential houses, apartment buildings, and commercial or mixed-use buildings. Civic and religious use buildings may also be present. Lands may also be used for playgrounds, squares, and plazas. Two- to five-story buildings are encouraged. Block sizes are limited to create a walkable and well connected network of streets. Streets are designed to encourage pedestrian activity by generally including on-street parking, curbs and gutters, parkways with street trees, and wide sidewalks. University Avenue shall be the primary frontage for properties on University Avenue.
2. *Transition Zone (UD-TZ):* The UD-TZ is assigned to land appropriate for neighborhoods with a mix of building types and uses. These lands are generally occupied by detached and attached residential houses, small apartment buildings, and small commercial or mixed-use buildings. Civic and religious use buildings may also be present. Lands may also be used for playgrounds, passive and active neighborhood parks and squares. The buildings may be one- to three-stories high with shallow front setbacks and small or no side and rear yards. Block sizes are limited to create a walkable and well connected network of streets. Streets are designed to encourage pedestrian activity by generally including on-street parking, curbs and gutters, parkways with street trees, and wide sidewalks.
3. *Convention Zone (UD-CZ):* The UD-CZ is assigned to land suitable for development that, by its intrinsic size, function, or configuration, may not conform to the descriptions and standards for one of the other zones. The development types include convention and exhibition hall, hotel, and ancillary uses such as restaurant and specialty retail.

F. *Definitions.* Definitions are in addition to those noted in chapter 38, section 38-20 of the 2001 Las Cruces Zoning Code, as amended unless otherwise noted here:

Brew-pub: A brew-pub is a microbrewery which serves food or is combined with a pub. A microbrewery, or craft brewery, is a brewery which produces a limited amount of beer. The maximum amount of beer a brewery may produce and still be classed as a microbrewery in New Mexico is less than or equal to 200,000 barrels a year, according to the New Mexico Alcohol and Gaming Division.

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

Dwelling, above ground floor: Dwelling unit(s) located above ground floor office or commercial uses.

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

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

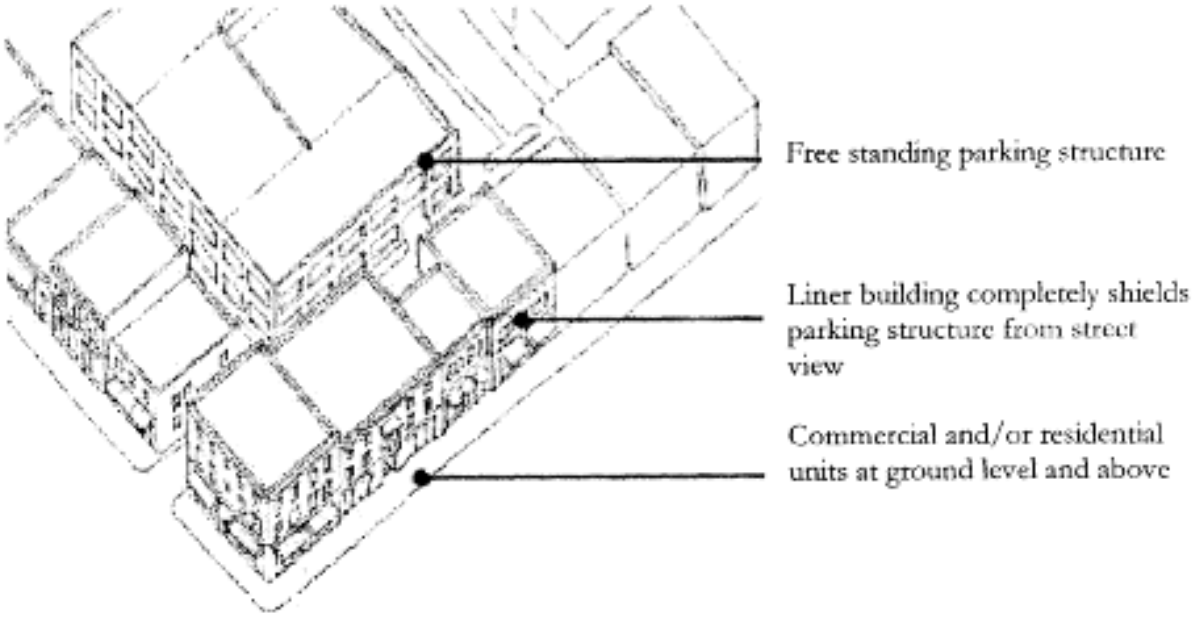
Guest dwelling: A dwelling to be used for temporary occupancy only and is not to be rented or leased. A guest dwelling shall be no more than 50 percent of the main dwelling's heated/cooled square footage and shall not contain a kitchen. (See also chapter 38-53 of the 2001 Las Cruces Zoning Code, as amended.)

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

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

Outdoor plaza or space: A generally open area that may be used for active or passive purposes by one or more businesses and the public visiting the location. An example may include an outdoor seating area for a cafe or restaurant serving as an extension of one or more business, a landscaped plaza serving as open space for patrons and visitors alike, etc.

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



Pedestrian scale lighting: Lighting that shall be a maximum of 16 feet in height and shall contribute to the overall character of the surrounding community, site architecture or other site features.

Performing arts center: A multi-use performance space that is intended for use by various types of the performing arts, including dance, music and theatre.

Secondary residence: A dwelling unit that is subordinate in size and location to the main dwelling on a single property, and may be rented or leased as an independent dwelling unit. A secondary residence is different from a guest dwelling or accessory structure in that it is a distinct dwelling unit containing a kitchen. Examples include an apartment or cottage.

Single use: For the purposes of this overlay, the term refers to either one or multiple component parts of a single land use category such as residential, office or commercial. Multiple office related businesses on a single parcel or tract shall be considered a single use. For the purpose of this overlay there shall be a limit to a concentration of single land uses in favor of a mix of uses.

G. *Permitted uses.*

1. *General provisions.*

   a) Mixed-use development is permitted throughout the University District. Mixed-use is defined as the practice of allowing more than one type of use, including residential, in a building or set of buildings.

   b) The University District Overlay is not within the Infill Overlay District; however, specific provisions of the Infill Overlay that pertain to the University District Overlay shall include streamline review, subdivision processing and waiver of permit and application fees as

applicable. Use of these provisions shall be allowed regardless of a parcel's status (vacant, underutilized, etc.)

c) There shall be no development or alteration of the lands, uses, or structures within this overlay except as provided for by this section of the 2001 Las Cruces Zoning Code, as amended from the date of its enactment and other sections of the 2001 Las Cruces Zoning Code, as amended and other codes where applicable. For example, under no circumstances shall development violate the city's traffic standards for maintaining clear sight triangle (chapter 32, article VI, section 32-405).

d) Commercial (retail and service) and office drive-thru windows/drive-up windows are discouraged in the University District. Drive-through uses do not support a pedestrian-oriented environment and are inconsistent with the goals for the University District. Although drive-through facilities are discouraged, the following standards shall apply to facilities approval by the UD-CDRC.

i. *Windows and stacking lanes.* Drive-through windows and stacking lanes shall not be located within the front yard setback or along facades that face a street. Drive-through windows shall be located to the rear of buildings.

ii. *Circulation.* The design and location of the facility shall not impede vehicular traffic flow and shall not impede pedestrian movement and safety. Shared driveways and/or driveways located off of non-arterial streets should be used, where possible.

iii. *Screening.* Architectural elements, landscaping, and/or other screening elements shall be used to minimize the visual impacts of the drive-through facility.

e) Developments having frontage on University Avenue greater than 400 linear feet shall be mixed-use.

f) Land uses that do not appear on this list shall be reviewed by the Community Development Director or designee and a determination will be made as to whether said use is consistent and/or congruous with others listed or whether or not it requires a special use permit by its intended omission.

2. *University Avenue Zone (UD-UAZ), Transition Zone (UD-TZ) and Convention Zone (UD-CZ).* Please refer to Table 1 for uses that are allowed (A), conditional (C) and not permitted (NP). Please refer to section 38-33 in the 2001 Las Cruces Zoning Code, as amended, for the number of auto parking stalls required per land use.

Table 1: Permitted Uses

A = Approved by Right, **C** = Conditions apply to more than one zone unless otherwise noted, **NP** = Not Permitted

	UD-UAZ	UD-TZ	UD-CZ	CONDITIONS	BICYCLE PARKING
AGRICULTURE & EQUESTRIAN USES					
Veterinary Facility	A	C	NP	Close 10 PM	1 BPS/20 employees on maximum shift
INDUSTRIAL LAND USES					

Light Manufacturing *(Cabinetry and Woodworking; Cottage Industry Retail or Service, Jewelry, Silverware & Plated Ware; Musical Instrument Fabrication/Manufacture; Printing and Publishing; Signs & Advertising) Fabrication/Manufacture*	C	C	NP	NEW: Light manufacturing uses permitted shall be an accessory use to a retail business in the UD. A maximum of 49 percent (same as CBD) of the square footage of the buildings may be used for light manufacturing uses. The use shall meet all requirements for the district including the intent and purpose. CONDITIONS: 1. No activity producing noise, glare or heat observable or measurable outside the building is allowed. 2. No emission of objectionable dust, fumes, odors, vapors, gases, smoke or other forms of air pollution shall be permitted. 3. No vibration shall be permitted which is discernible beyond the property lines to the human sense of	1 BPS/20 employees on maximum shift

				feeling for three minutes or more duration in any one hour of a day. 4. No outside storage.	
Communication/Vertical Structures	C	C	C	See Section 38-59 and Section 38-54	
Face Mount (attached to primary use)	C	C	C	See Section 38-59 and Section 38-54	na
Laboratories (Medical/Dental/R & D)	NP	NP	NP		
Manufacturing, General	NP	NP	NP		
Ministorage Units	NP	NP	NP		
Parking Lots (Private or Public)	NP	NP	NP		
Parking Garage with Liner Building, Commercial or Public	A	C	A	CONDITIONS: Not to exceed maximum height (45 feet).	
Storage/Display of Merchandise for Sale (exc. Manufactured buildings, mobile homes & operable cars, trucks, motorcycles & RVs)	NP	NP	NP		

Storage outside of buildings of materials, equipment and supplies not for sale	NP	NP	NP		
Storage, warehousing accessory to Office, Retail, Service or Industry	NP	NP	NP		
Recycling Centers	NP	NP	NP		
Water Purification, Commercial	NP	NP	NP		
Wholesale Trade, any product	NP	NP	NP		
INSTITUTIONAL RELATED USES					
Child Care or Preschool (13 or more children)	C	C	NP	See Section 38-52D; Section 38-53; and Section 38-54	1 BPS/7000 GFA
Community Buildings - Uses (includes Community Recreation Facility, etc.)	A	C	C	See Section 38-53 and individual listings in this table (Museum, etc.)	1 BPS/5000 GFA
Convention Center/Exhibition Hall	NP	NP	A		1 BPS/75 Maximum occupancy
Family Child Care Home (5-6 children)	C	C	NP	See Section 38-52D; Section 38-53; and Section 38-54	1 BPS/7000 GFA

Group Child Care Home (7-12 children)	C	C	NP	See Section 38-52D; Section 38-53; and Section 38-54	1 BPS/7000 GFA
Institutional Office (i.e., Convention & Visitors Bureau, etc)	A	A	C	Accessory to Convention Center/Exhibition Hall	1 BPS/8000 GFA
Religious Institution w/Columbarium	C	C	NP	See Section 38-53	1 BPS/40 seats in primary assembly
Library/Museum	A	C	A	Building and site design requires pedestrian orientation and compliance with Building and Site Standards in UD Overlay [b) Placement of Primary Building; d) Frontage Elements, Primary Building]	1 BPS/1000 GFA
Performing Arts Center	A	C	A	Close 10 PM	1 BPS/50 Maximum occupancy
School (K-8) Public, Private, Parochial	C	C	NP	See Section 38-53	6 BPS/classroom
School (9-12) Public, Private, Parochial	C	C	NP	See Section 38-53	4 BPS/classroom

School, College or University	C	C	C	See Section 38-53	1 BPS/20 Employees + 1 BPS/4 Students
School, Commercial, Trade or Technical	C	C	C	See Section 38-53	1 BPS/20 Employees + 1 BPS/4 Students
OFFICE & COMMERCIAL LAND USES					
Adult Amusement Establishment	NP	NP	NP		
Adult Bookstore/Video Store	NP	NP	NP		
Art or Photography Studio	A	A	NP		1 BPS/8000 GFA
Auto/Truck/Trailer Rental	NP	NP	C	Auto rental only when accessory use to Hotel, Convention Center, Exhibition Hall. Not to exceed 10 parked cars.	1 BPS/6000 GFA
Cab Stand	NP	NP	NP		

Eating & Drinking Establishments *(Bar, Pub, Tavern (Dancing & No Dancing); Cafe, Cafeteria, Coffee Shop, Convenience Store; Deli with eating facilities; Restaurant, etc.; Brew-Pub)*	A	A	C	New use category that contains both uses in current zoning code and a new one for Brew-Pub.) CONDITIONS: Ancillary to primary Hotel use, Convention Center, & Exhibition Hall.	1 BPS/1000 GFA
Equipment (Large) Repair & Service (Non-Vehicular)	NP	NP	NP		
Equipment Rental	C	C	NP	Outside storage prohibited.	1 BPS/20 employees
Gas Station with Convenience Store	C	NP	NP	Prohibit mid-block locations and at intersections on University Avenue between Turrentine Drive and Locust Street. Repair facilities prohibited.	1 BPS/2000 GFA

General Commercial & Retail *(Bicycle Sales, Service & Repair; Building Material (no outdoor sales or storage); Carpet/Window Treatments; Clothing Store; Department Store; Furniture Store; Garden Supply; Grocery Store; Hardware Store w/out outdoor sales or storage; Specialty Store such as books, music, toys, etc.; Pawn Shop; Plant Nursery; Small Item Repair Shop; Telephone & Communication Center; Upholstery Shop, no outdoor storage; Variety Store; Video Tape/DVD/Rental/Sales; and other typical small-scale Commercial establishments)*	A	A	C	Ancillary to primary Hotel or Convention Center use.	1 BPS/2000 GFA

General Office & Service *(Accounting, Auditing & Bookkeeping; Architectural, Engineering, Planning & Surveying; Bank, Bonding & Financial Institution (No Drive-Thru); Barber/Beauty/Hair Salon & Related Personal Care; Cleaning & Maid Services; Consulting Services; Counseling Services; Credit Reporting & Collection; Desktop Publishing & Graphic Design; Funeral Home; Health Care Clinic (non-hospital); Insurance; Laboratory; Legal Services; Lessons (Art, Dance, Music, etc.); Mailing & Records Management Services; Medical/Dental Office; Motion Picture Production; Pharmacy; Radio/TV Studio/Station; Real Estate; Research Organization, Noncommercial; Tax Preparation;*	A	C	C	TZ: Close 10 PM. CZ: Ancillary to primary Hotel or Convention Center use.	1 BPS/8000 GFA. Medical Office add 1 BPS/2 Doctors

Telemarketing/Mail Order/Call Center; and other similar Business Offices.)					
Health Care Clinic (Non-Hospital)	A	C	NP	Close 10 PM, location on Collector or higher.	1 BPS/10000 GFA
Hospital	NP	NP	NP		
Hotel/Motel	A	NP	A		1 BPS/20 employees on maximum shift. For additional onsite uses (offices, meeting rooms, ...) see req'ts in Section 38-33F.
Kennel/Cattery, Commercial	NP	NP	NP		
Newspaper Distribution	NP	NP	NP		
Petroleum/Propane Sales	C	C	NP	Ancillary to retail use.	na
Private Club or Lodge	A	C	NP	Close 10 PM	1 BPS/2000 GFA
Temporary (Non-seasonal)	C	C	C	See section 38-50	1 BPS/2000 GFA

Theater, Movie (Commercial)	A	C	NP	Building and site design requires pedestrian orientation and compliance with Building and Site Standards in UDOverlay [b) Placement of Primary Building; d) Frontage Elements of the Primary Building].	1 BPS/60 seats
Mobile Home, Auto, Motorcycle & Manufactured Home Sales, Service & Repair *(Auto Body Shop; Auto/Truck Parts Store; Auto/Truck Repair & Service; Auto/Truck Wash/Wax/Detailing; Self-Service/Automated or Full Service; Auto/Truck/Motorcycle Dealers; Truck/Trailer Rental (separated Auto Rental conditioned in CZ as an accessory to hotel use); Automobile, Truck and Camper Sales, Service and Repair); Tire Sales/Repair*	NP	NP	NP		

RECREATIONAL USES					
Arcade/Game Room	A	C	NP	Hours of operation: Close 10 PM	1 BPS/1000 sq.ft. GFA
Billiard/Pool hall	A	C	C	TZ: Hours of operation: Close 10 PM; CZ: Ancillary to primary hotel use and subject to NMSU lease agreement.	1 BPS/4000 sq.ft. GFA
Golf Course, Miniature	A	C	NP	Hours of operation: Close 10PM	1 BPS/6 tees + 1/1500 sq.ft. GFA
Health/Exercise Club/Gymnasium/Sports Instruction	A	A	C	Ancillary to primary hotel use.	1 BPS/1500 sq.ft. GFA
Park	A	A	NP		per Director
Recreational Court, Tennis, etc., Public/Private	A	A	NP*		1 BPS/5 courts

Swimming Pool, Commercial or Public/Private	C	C	C	UAZ + TZ: if the pool is part of a MU development & meets the conditions of the code for placement, utilities, walls & fences, stormwater retention. CZ: When ancillary to primary hotel use. See Section 38-51, 38-53, 38-33E.	1 BPS/1250 sq.ft. of pool surface
Botanical Park	C	C	NP	Building and site design requires pedestrian orientation and compliance with Building and Site Standards in UD Overlay [b) Placement of Primary Building and d) Frontage Elements of Primary Building]	2 BPS/acre
Apartments (including Condominiums)	C	C	NP	Achieve minimum density: 10 DU/ac in TZ and 15 DU/ac in UAZ	1 BPS/4 DU

Assisted Living or Retirement Facility	C	C	NP	Building and site design requires pedestrian orientation and compliance with Building and Site Standards in UD Overlay (B: Placement of Primary Building; F: Frontage Elements (Primary Building)	1 BPS/20 Employees on maximum shift
Bed and Breakfast	C	C	NP	UAZ: Maximum 15 rooms; TZ: maximum 8 rooms. Consistent with design guidelines in this overlay.	1 BPS/4 rooms our code does not req bike racks
Boarding House	A	A	A		1 BPS/4 rooms
Detached Site Built Single Family DU	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	na
Duplex (including Condominiums)	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	1 BPS/Unit our code no BPS

Dwelling, Live-Work	C	C	NP	Dwelling unit is attached to the rear of a shop front or detached and located in the rear or side yard or located above the ground floor and that work is of a commercial nature subject to business registration requirements and not a home occupation.	2 BPS/Unit
Dwelling, Located Above Ground Floor	C	C	NP	Achieve minimum density: 15 DU/ac UAZ and 10 DU/ac TZ.	1 BPS/Unit
Fraternity/Sorority House	A	A	NP		1 BPS/2 Bdrms
Guest Dwelling	C	C	NP	See Section 38.53	1 BPS/Unit
Halfway House	A	A	NP		1 BPS/4 Bdrms
Home for Disabled	A	C	NP	See Section 38-21. Ten or fewer persons served allowed in TZ. More than 10 persons served, allowed in UAZ only.	1 BPS/20 Employees on maximum shift
Manufactured Dwelling Unit	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	na

Nursing Home	C	C	NP	Building and site design requires pedestrian orientation and compliance with Building and Site Standards in UD Overlay [b) Placement of Primary Building and d) Frontage Elements of Primary Building].	1 BPS/80 Beds
Patio Home	C	C	NP	Sec. 38-62 Setback Exceptions, Achieve minimum density: 15 DU/ac in UAZ, 10 DO/ac in TZ	1 BPS/Unit our code no BPS
Quadplex (including Condominiums)	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	1 BPS/4 DU
Secondary Residences	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ.	1 BPS/Unit
Townhouse (Attached Single Family DU)	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	1 BPS/Unit
Triplex (including Condos)	C	C	NP	Achieve minimum density: 15 DU/ac in UAZ, 10 DU/ac in TZ	1 BPS/Unit

Youth Hostel	A	A	NP		1 BPS/10 Beds
RESIDENTIAL RELATED USES					
Accessory Dwelling Unit	A	A	NP		na
Accessory Uses & Structures	C	C	NP	Section 38-51	na
Greenhouse (Non-commercial), Garden Shed, Tool Shed	C	C	NP	Section 38-51 (Accessory Uses and Structures)	na
Home Occupation	C	C	NP	Section 38-52 (Home Occupation Business Registration)	na
Kennel/Cattery (Private Residential)	C	C	NP	In accordance with Chapter 7 of the 2001 Las Cruces Zoning Code, as amended.	na
Storage of recreational vehicles and motor vehicle appurtenances	C	C	NP	See Section 38-58D.6 and Section 38-57C	na

H. *Property alteration, remodel or renovation.*

1. *Purpose.* Property alterations, remodels or renovation standards are established for this district to maintain consistent quality standards for all development and may be for the purpose of adaptive re-use of the structure. For the purposes of this section, exterior remodel, renovation, or alteration shall be defined as: Any change or rearrangement in the supporting members of an existing building, such as bearing walls, columns, beams, girders, as well as any change in rooflines, or any enlargement to or diminution of a building or structure, whether horizontally or vertically. Normal maintenance activities as verified by the city's building official or designee are exempt from this provision.

2. *Minor modifications.* Changes to a property may be made without requiring compliance with the University District Overlay Urban Design Standards (architecture, landscaping, signage, and utilities). The expansion and/or modification must comply with the urban design standards of the University District Overlay unless through the determination of the Community Development Director or designee, said compliance would substantially create an undue burden to the property owner or create a condition whereby the expansion and compliance measure, partially applied, would be substantially out of character with the existing development. In no case shall a minor modification/expansion equal or exceed a cumulative total of 15 percent of the gross floor area, nor shall an expansion or modification equal or exceed a cumulative total of $25,000.00 in valuation. A proposal equal to or exceeding these values or one that impacts parking and landscaping shall not be considered as a minor addition and/or modification. It shall, therefore, be subject to normal review and consideration afforded development in the overlay and may be subject to nonconforming provisions that follow. The applicant must provide estimates for the cost of labor as a means of ensuring compliance with the valuation criteria.
   a) Once permission to proceed has been granted by the Community Development Director or designee, the applicant may apply for the permit. Work shall not commence until permit approval is granted.
   b) Should an applicant or aggrieved party not agree with the interpretation by the planning director or designee, the interpretation may be appealed to the University District Citizens Design Review Committee for their recommendation to the Planning and Zoning Commission. All other nonconforming use requirements are subject to article XII (Nonconforming Use Provisions) of the 2001 Las Cruces Zoning Code, as amended, and the city's design standards.

I. *Nonconforming uses.* Nonconforming uses within the University District Overlay shall be subject to the following provisions.

1. *Permitted uses—Nonconforming.*
   a) When nonconforming site/urban design features regarding access from the right-of-way or lighting are involved, these features shall be brought into compliance with current standards when:
      i. The property remains vacant for a period of one continuous year or greater; or
      ii. Any one-time or cumulative increase of 15 percent or greater to the gross square footage of building area occurs; or
      iii. Any interior/exterior remodel, renovation, or alteration occurs to the building in the amount of $25,000.00 or greater; or
      iv.

A change in use occurs on the property which results in the alteration of the use intensity (for example, low volume retail to high volume retail), use orientation (for example, service to retail), or density (for example, eight dwelling units to 15 dwelling units) or change in occupancy type from the building code perspective.

b) When nonconforming site/urban design features regarding signage, landscaping, walls or parking are involved, these features shall be brought into compliance with current standards when:

i. The property remains vacant for a period of one continuous year or greater; or

ii. Any one-time or cumulative increase of 50 percent or greater to the gross square footage of building area occurs; or

iii. Any interior/exterior remodel, renovation, or alteration occurs to the building in the amount of $75,000.00 or greater; or

iv. A change in use occurs on the property which results in the alteration of the use intensity (for example, low volume retail to high volume retail), use orientation (for example, service to retail), or density (for example, eight dwelling units to 15 dwelling units) or change in occupancy type from the building code perspective.

c) When nonconforming site/urban design features regarding architecture/building elements associated with window fenestrations/glazing requirements are involved, these features shall be brought into compliance with current standards when:

i. The property remains vacant for a period of one continuous year or greater; or

ii. Any one-time or cumulative increase greater than 75 percent or greater to the gross square footage of building area occurs; or

iii. Any interior/exterior remodel, renovation, or alteration occurs to the building in the amount of $200,000.00 or greater; or

iv. A change in use occurs on the property which results in the alteration of the use intensity (for example, low volume retail to high volume retail), use orientation (for example, service to retail), or density (for example, eight dwelling units to 15 dwelling units) or change in occupancy type from the building code perspective.

2. *Prohibited uses—Nonconforming.*

a) Uses that existed within the overlay prior to plan/ordinance adoption (2010) that are deemed a prohibited use may be allowed to continue to exist and expand or enlarge (either one-time or cumulative increase) provided that:

i. The property has not remained vacant for a period of one continuous year or greater; or

ii.

A change in use has not occurred on the property which results in the alteration of the use intensity (for example, low volume retail to high volume retail), or use orientation (for example, service to retail).

b) If the above two criteria are confirmed not to have existed, the use may:

i. Increase or expand in area (lot or building) not more than 50 percent in gross square footage of lot or building area; and

ii. Any noncompliant site/urban design standards existing shall be brought into compliance with overlay standards to the extent possible. Determination of the extent of compliance shall rest with the Community Development Director or designee.

J. *Development and urban design standards.*

1. *Building and site development standards for the UD-UAZ: University District, University Avenue Zone.*

a) *UAZ: Block, lot and density standards.*

1	Maximum Block Size (For new subdivisions and/or resubdivided parcels or tracts)	All new subdivisions shall require the construction of new streets that create blocks with a maximum perimeter of 2,000 linear feet. When a full block cannot be constructed, street stubs-outs to adjacent properties shall be provided to allow for the future connection and completion of the block by subsequent development.
2	Density	Up to 36 units per acre by right and up to 54 units per acre provided that outdoor space is appropriately designed into the project as defined herein and deemed acceptable by the city. Accessory units and guest dwellings are excluded from this calculation.
3	Lot Width	No minimum except as needed to meet other requirements in this section.
4	Lot Depth	No minimum except as needed to meet other requirements in this section.
5	Impervious Surfaces	No more than 90 percent of the site shall consist of impervious surfaces.

b) *UAZ: Setbacks—Primary building.*

1	Front Setback—Arterials	A minimum five foot setback is required. Within the setback, awnings, porches, window shades, bay windows among other architectural features shall be incorporated into facade design. Buildings that require a setback greater than five feet shall use that setback frontage for active or passive open space as defined herein.
2	Front Setback—Non-Arterials	A minimum five foot setback is required. No specific architectural features are necessary in the facade design.
3	Secondary Front Setback	Five foot minimum
4	Side Setback	Ten foot minimum
5	Rear Setback	Ten foot minimum

c) *UAZ: Building design (primary building).*

1	Number of Floors	3 floors maximum if single use plus an optional basement by right. BONUS: Up to four floors maximum with either open space as defined herein or mixed land use considerations incorporated into the development. Up to five floors maximum with open space and mixed land use considerations incorporated into the development.
2	Architectural Definition	Buildings over two stories shall have a well-defined base, middle and top such that architectural details articulate the different uses at lower building levels.

3	Ground Floor Elevation	The elevation of the ground floor may be elevated a maximum of five feet above the average grade of the site along the front facade of the building. If it can be demonstrated that elevation above five feet is necessary due to floodplain or similar site issues, consideration of said elevation may be considered. If the ground floor is designed to accommodate nonresidential uses, the elevation of the ground floor should be placed near the elevation of the sidewalk to minimize the need for stairs and ADA ramps.
4	Ground Floor Height	If the ground floor is designed to accommodate nonresidential space, the height of the ceiling (as measured from floor plate to floor plate) shall be at least 12 feet for buildings less than three floors and at least 16 feet for buildings with three or more floors.
5	Maximum Height	Seventy-five foot maximum as measured from the average grade of the site along the front facade of the building. For buildings greater than 30 feet or two stories, the upper stories shall be stepped back from the line of the front facade to provide areas for outdoor terraces, rooftop patios, etc.
6	Maximum GFA per single use	A single use shall not exceed 15,000 square feet of GFA per building.

d) *UAZ: Frontage elements (primary building).*

1	Entrance and Frontage	The primary entrance shall be located on the facade along the primary front setback. The entrance shall be located within a stoop, storefront, terrace/lightwell, gallery, or forecourt frontage.

2	Rear Access	The appearance of rear entrances should orient customers and provide a safe and convenient access to the building without sacrificing the primary entrance purpose.
3	Windows, All Floors	At least 50 percent of the surface area of ground floor primary front and secondary front setback facades with storefronts shall be occupied by windows with glazing of no less than 60 percent transparency. At least 20 percent of the surface area of all other facades shall be occupied by windows. Numerous smaller openings rather than a few large ones shall be provided along these facades in the accomplishment of this provision. Reflective, translucent or opaque glass is prohibited.

e) *UAZ: Placement of surface parking and accessory buildings.*

1	Front Setback	No closer than the rear facade of the primary building(s), 40 feet, or at least 50 percent of the lot depth, whichever is less.
2	Secondary Front Setback	Eight foot minimum—Parking lot Ten foot minimum—Accessory building
3	Side Setback	A setback is not required. No encroachment into ROW permitted. Stormwater required to be contained on subject parcel.
4	Rear Setback	A setback is not required. No encroachment into ROW permitted. Stormwater required to be contained on subject parcel.

f) *UAZ: Placement of parking structures.*

1	Front Setback	A setback is not required if liner building is designed into and a component part of the parking structure (Please refer to definitions—Parking garage with liner building). If the design involves a separate parking structure from a liner building, the structure may be placed no closer than the depth of the liner building across the entire lot. Building code separation shall be required when applicable.
2	Secondary Front Setback	Five foot minimum
3	Side Setback	Ten foot minimum.
4	Rear Setback	Ten foot minimum.

g) *UAZ: Building design (accessory buildings).*

1	Number of Floros	One to two floors, not to exceed number of floors of the primary building.
2	Maximum Height	24 foot maximum as measured from the average grade of the site along the rear facade of the building.

h) *UAZ: Outdoor lighting.*

1	Yard or Outdoor Lighting	Ensure that any outdoor lighting follows chapter 39 - Outdoor Lighting of the Las Cruces Municipal Code.
		For nonresidential uses, it is recommended that the UAZ should have a lighting curfew of 12:00 a.m. or close of business, whichever is later. Appropriate security lighting is hereby authorized.

2	Public Spaces	Pedestrian scale lighting shall be installed throughout the University District. Please refer to definitions in this overlay.

i) *UAZ: Garbage, recycle, mechanical equipment, loading areas and compost storage.*

1	Allowed Locations	Garbage, recycle, and compost receptacles shall be stored within a garage, an outbuilding, or a rear or side yard that is enclosed by a wall or fence that meets section 38-61 of the 2001 Zoning Code. Mechanical equipment and loading areas shall be located away from the street edge and screened from any right-of-way vantage point as applicable.

2. *Building and site development standards for the UD-TZ: University District Transition Zone.*

a) *TZ: Block, lot and density standards.*

1	Maximum Block Size (For new subdivisions and/or resubdivided parcels or tracts)	All new subdivisions shall require the construction of new streets that create blocks with a maximum perimeter of 2,000 linear feet. When a full block cannot be constructed, street stubs-outs to adjacent properties shall be provided to allow for the future connection and completion of the block by subsequent development.
2	Density	Ten minimum to 24 maximum units per acre by right. Accessory units and guest dwellings are excluded from this calculation.
3	Maximum Lot Width	One hundred foot maximum (as measured along the front property line)
4	Lot Depth	No minimum except as needed to meet other requirements in this section.

5	Impervious Surfaces	No more than 80 percent of the site shall consist of impervious surfaces.

b) *TZ: Setbacks—Primary building.*

1	Front Setback—Arterials	A minimum five foot setback is required. Within the setback, awnings, porches, window shades, bay windows among other architectural features shall be incorporated into facade design. Buildings that require a setback greater than five feet shall use that setback frontage for active or passive open space as defined herein.
2	Front Setback—Non-Arterials	A minimum five foot setback is required. No specific architectural features are necessary in the facade design.
3	Secondary Front Setback	Five foot minimum
4	Side Setback	Ten foot minimum
5	Rear Setback	Ten foot minimum

c) *TZ: Building design (primary building).*

1	Number of Floors	Three floors maximum if single use plus an optional basement by right. BONUS: Up to four floors maximum with either open space as defined herein or mixed land use considerations incorporated into the development.
2	Architectural Definition	Buildings over two stories shall have a well-defined base, middle and top such that architectural details articulate the different uses at lower building levels.

3	Ground Floor Elevation	The elevation of the ground floor may be elevated a maximum of five feet above the average grade of the site along the front facade of the building. If it can be demonstrated that elevation above five feet is necessary due to floodplain or similar site issues, consideration of said elevation may be considered. If the ground floor is designed to accommodate nonresidential uses, the elevation of the ground floor should be placed near the elevation of the sidewalk to minimize the need for stairs and ADA ramps.
4	Ground Floor Height	If the ground floor is designed to accommodate nonresidential space, the height of the ceiling (as measured from floor plate to floor plate) shall be at least 12 feet for buildings less than three floors and at least 16 feet for buildings with three or more floors.
5	Maximum Height	Thirty-five foot maximum as measured from the average grade of the site along the front facade of the building. For buildings greater than 30 feet or two stories, the upper stories shall be stepped back from the line of the front facade to provide areas for outdoor terraces, rooftop patios, etc.
6	Maximum GFA per single use	A single use shall not exceed 10,000 square feet of GFA.

d) *TZ: Frontage elements (primary building).*

1	Entrance and Frontage	The primary entrance shall be located on the facade along the primary front setback. The entrance shall be located within a stoop, storefront, terrace/lightwell, gallery, or forecourt frontage. (Buildings on corner lots: Primary frontage is the facade that faces the street that corresponds to the property address.)
2	Windows, All Floors	At least 50 percent of the surface area of ground floor front and external side facades with storefronts shall be occupied by windows. At least 20 percent of the surface area of all other facades shall be occupied by windows. Numerous smaller openings rather than a few large ones shall be provided along these facades in the accomplishment of this provision. Reflective, translucent or opaque glass is prohibited.

e) *TZ: Placement of surface parking and accessory buildings.*

1	Front Setback	No closer than the rear facade of the primary building(s), 40 feet, or at least 50 percent of the lot depth, whichever is less.
2	Secondary Front Setback	Eight foot minimum—Parking lot Ten foot minimum—Accessory building
3	Side Setback	A setback is not required. No encroachment into ROW permitted. Stormwater required to be contained on subject parcel. One hour fire-rated wall required pursuant to the building code.

4	Rear Setback	A setback is not required. No encroachment into ROW permitted. Stormwater required to be contained on subject parcel. One hour fire-rated wall required pursuant to the building code.

f) *TZ: Placement of parking structures.*

1	Front Setback	A setback is not required if liner building is designed into and a component part of the parking structure (please refer to definitions - Parking garage with liner building). If the design involves a separate parking structure from a liner building, the structure may be placed no closer than the depth of the liner building across the entire lot. Building code separation shall be required when applicable.
2	Secondary Front Setback	Five foot minimum
3	Side Setback	Ten foot minimum.
4	Rear Setback	Ten foot minimum.
5	Exceptions	Setbacks for podium and underground parking levels may have the same setbacks as the building. Section 38-32.D.9. (buffer requirements) applies to structures proposed in the Transition Zone (TZ) adjacent to single-family residential uses located outside the UD Overlay. For purposes of buffer requirements, the use on parcels shall be the primary determining factor in buffer requirements.

g) *TZ: Building design (accessory buildings).*

1	Number of Floors	One to two floors, not to exceed number of floors of the primary building.

2	Maximum Height	Twenty-four foot maximum as measured from the average grade of the site along the rear facade of the building.

h) *TZ: Outdoor lighting.*

1	Yard or Outdoor Lighting	Ensure that any outdoor lighting follows chapter 39 - Outdoor Lighting of the Las Cruces Municipal Code.
		For nonresidential uses, it is recommended that the TZ should have a lighting curfew of 10:00 p.m. or close of business, whichever is later. Appropriate security lighting is hereby authorized.
2	Public Spaces	Pedestrian scale lighting shall be installed throughout the University District.

i) *TZ: Garbage, recycle, mechanical equipment, loading areas and compost storage.*

1	Allowed Locations	Garbage, recycle, and compost receptacles shall be stored within a garage, an outbuilding, or a rear or side yard that is enclosed by a wall or fence that meets section 38-61 of the 2001 Zoning Code as amended. Mechanical equipment and loading areas shall be located away from the street edge and screened from any right-of-way vantage point as applicable.

3. *Building and site design standards for the UD-CZ: University District Convention Zone.*

a) *Civic standards.*

i. *Introduction.* Civic buildings are buildings operated by not-for-profit organizations (including governmental organizations) that are dedicated to arts, culture, education, recreation, government, transit, and or for use approved by the legislative body. The above uses with a religious foundation are not considered civic buildings.

b) *Standards.* The following standards apply to civic buildings:

i. Civic buildings should be architecturally distinctive, designed appropriately for their function, and designed with an outdoor gathering spaces.

ii. Civic buildings may be located within civic spaces.

iii. Civic buildings shall not be subject to the standards of this article (Building Standards). The particulars of their design shall be determined by the University District Citizens Design Review Committee (UD-CDRC) and as required by the director.

c) *Historic building standards.*

i. *Introduction.* Historic buildings are structures that are listed on the National and/or New Mexico Registers of Historic Places.

ii. *Standards.* The following standards apply to historic buildings:

1) Uses for historic buildings and properties shall comply with Table 1, Permitted Land Uses.

2) Alterations and additions to historic buildings shall comply with the Secretary of the Interior's Standards for Rehabilitation.

4. *Landscaping—All zones.* All landscape planting should serve to enhance the architectural value of the building, ground the building in the site, create a pleasant and attractive environment for pedestrians, and mitigate environmental conditions such as excess heat, strong winds and air pollution.

a) *Purpose.* Landscaping standards are established for this district to create a more comfortable environment for pedestrians and transit users; to achieve the intended character of a walkable district that meets the desires of the community; and provide stormwater management by reducing runoff and improving water quality by filtering runoff before it enters the collection system. Where city uses of easement area or right-of-way requires displacement of landscaping or damage to drainage ponds, the city shall replace or repair those pond and landscaping elements to the extent possible as determined by the city.

b) *Applicability.* The provisions of this section shall supersede other landscaping requirements within the Municipal Code, where conflict in regulation exists, as it applies to the landscaping of the University District only.

c) *Landscaping standards* apply to all development in the University District with the exception of properties that are occupied by single-family residences. Landscape consists of native or drought-tolerant species of both overstory (shade and coniferous trees) and

understory plantings of ornamental trees, shrubs, cacti and perennial grasses, groundcovers, and flowers, the standards for which apply to the entire site and parking lot area, excluding building area.

Landscaping for new development within the University District shall comply with principles of water conservation that address:

1. Planning and design;
2. Soil improvements;
3. Efficient irrigation;
4. Zoning of plants;
5. Mulches;
6. Turf alternatives; and
7. Appropriate maintenance. (Please refer to: Curtis Smitb's article, Principles of Xeriscape.)

d) *Area to be Landscaped.* The required area to be landscaped is equal to a minimum of 20 percent of the total parking area. For the purposes of this article, the parking area shall be defined as the surface area of the entire tract of land excluding the building pad.

i. Parking bays in excess of ten spaces in length should be divided by intermittent landscape islands. Landscape islands shall be no less than six feet by six feet for each tree and accompanying groundcovers.

ii. One tree shall be planted in the parking lot area for every five parking spaces. Each tree shall be planted in an area that is no less than six feet by six feet.

iii. A landscape buffer no less than eight feet wide should be provided between all parking areas and the sidewlak or street, the purpose of which is to screen parked vehicles from view from the street. The buffer strip should contain a mix of shade trees, low shrubs or perennial flowers, boulders and may include a decorative fence that ensures visibility. (Please refer to fencing in section J. Development and urban design standards.) If a solid wall or dense hedge is used it should be no less than 18 inches and no more than four feet (48 inches) in height to allow views into and out of parking areas. If a berm is used, the slope should not exceed 20 percent (5:1).

iv. In parking lots larger than one acre or 200 feet or more wide, walkways are required that link perimeter sidewalks to primary building entrances.

v. Green roofs (please refer to section F. Definitions) may be used to meet minimum landscape requirements at a 1:1 ratio excluding the above listed requirements for landscaping parking lots.

e)

Installation. The irrigation system and landscaping shall be installed before the completion of building construction and prior to the issuance of a certificate of occupancy unless a temporary certificate of occupancy or other written agreement has been arranged with the city. Such agreements extending the time of installation will be for a maximum period of nine months. (Ord. No. 978, § 4.6, 6-20-88)

f) The total required landscape area shall be evenly distributed throughout the site. Businesses offering outdoor seating within their front setbacks may reduce the required landscaping, subject to review by the city and the citizen's design review committee (to be discussed later in this Code).

g) Plants at the time of installation shall be sized and quantities shall be defined according to the following: Two - 2¼-inch caliper tree, five - 15-gallon shrubs, and a choice of either five - one-gallon shrubs or 50 square feet of groundcover, for every 500 square feet of lot area excluding building area and parking lot area.

h) Trees shall include shade producing trees which achieve a mature size of at least 25 feet high and 25 feet spread and ornamental trees which have particular features such as spring blooms, fall foliage color or bark characteristics. Evergreen trees such as pines, junipers, and cypress are also allowed. Shrubs shall include a mix of deciduous and evergreen plants including plants native to the Chihuahuan Desert and others adapted to our climate. Groundcovers shall serve to prevent soil erosion, provide color, and create an oasis feeling.

5. *Fencing, walls and retaining walls—General all zones.*

a) Existing noncompliant fences and walls within the district may remain in place so long as they conform to existing city ordinances regarding permitting, height and placement. Increases in structure height or length shall require full compliance with fencing/wall requirements.

b) New fences/walls shall be of a generally "open" design to maintain visibility from the street. As an example, an open fence including gates has for each one-foot wide segment 60 percent of the surface area in open spaces which afford a direct view through the fence. Picket, post and rail, tubular steel and wrought iron are examples of acceptable open fencing. A base not greater than three feet in height may be used in combination with the "open" design. Chain link fencing is prohibited. All fences/walls in front yards must be "open" by design. A "closed" fence/wall is defined as a structure, including gates, which conceals from view from adjoining properties, streets, or alleys, activities conducted behind it. "Closed" fences/walls may only be constructed in side and rear yards. They are not allowed in front yards.

c)

Fences, walls and hedges within the primary front yard (where primary front yard setback is determined) shall be limited to a height of four feet. The design of manmade structures shall conform to the provisions found in section (2) above.

d) Fences, walls and hedges that are within five feet of the secondary front property line (side where secondary front yard setback is determined) shall be limited to a height of four feet. If the fence, wall or hedge is setback at least eight feet from the property line, the maximum height shall be limited to height of eight feet. The design of man-made structures shall conform to the provisions found in section (2) above.

e) Fences, walls and hedges that are within the rear and side yards shall be limited to a height of eight feet.

f) Retaining walls used within the various districts shall be designed in a manner limiting their height to what is absolutely necessary for the retaining purpose intended.

6. *Signage—All zones.*

a) *Purpose.* The University District Overlay Sign Code shall be established for aesthetics, height, overall size, type, and lighting considerations for signage consistent with district urban design standards.

b) *Attached signage.* Only window, wall, awning signs and multi-use development directory signs are allowed. Awnings and the attached signs are subject to the design standards of all applicable codes.

Wall signs: Flush-mount:

1. *Commercial/nonresidential development.*

a) No wall sign shall project beyond the ends of the wall or beyond the top of the building to which it is affixed.

b) Walls signs shall be affixed flat against the building wall. Any necessary frame mounting shall not extend more than six inches from the wall.

c) Wall signs shall be placed on the ground floor of the structure in which the use takes place.

d) No more than three wall signs shall be allowed per building facade in buildings with more than one business or use.

e) No more than one wall sign shall be allowed per business or use per building facade. When there are more than three business occupants per building refer to the multi-use development directory sign standards of this sevtion.

f) One square foot of signage for each linear foot of exterior wall space, not to exceed 50 square feet per wall. The sign(s) shall be placed on the side of the building used to calculate the square footage of the sign. For buildings that are set

back 100 or more feet from the sidewalk, signage may exceed the 50-foot maximum as determined by the Community Development Director or designee.

2. *Multitamily residential development.*
   a) Up to two wall signs, not to exceed 32 square feet each, with the name, logo, and associated graphics on a building containing eight or more residential units.
   b) Only one sign is allowed per wall. These attached signs are subject to the design standards of all applicable codes.

Wall signs: Projecting:

1. Projecting signs shall be considered double-faced signs with each sign face of equal size.
2. Projecting signs shall not exceed 12 square feet in sign face area (six square feet per sign face).
3. Only one projecting sign shall be allowed per business per street frontage.
4. Only ground floor commercial businesses shall be permitted to utilize projecting signs.
5. Projecting signs must maintain at least eight feet of clearance as measured from the bottom of the sign to grade and may project no more than four feet from the building or closer than two feet to the edge of the sidewalk, whichever is less.
6. Projecting signs shall be installed at right angles to a building front.

Window signs:

1. There shall be no more than one permanent window sign per window.
2. Neon signs displayed indoors constitute permanent window signs. Only one neon sign shall be permitted per business facade.
3. The total coverage of all permanent, neon and temporary window signs shall not exceed 25 percent of the total glass area of the window.

Awnings and canopies:

1. Awnings and canopies shall be supported solely by the building to which they are attached and no columns or posts shall be permitted as supports.
2. No portion of an awning or canopy shall be less than eight feet above grade. However, if the awning and canopy extends beyond four feet between the building and curb, it must be 12 feet above grade.
3. The roofs of all awnings and canopies shall be used for no other purpose than to form and constitute a roof. The roofs of all awnings and canopies shall not drain directly or into the public right-of-way. The roofs of all awnings and canopies shall be constructed in accordance with the building code.

4. Awnings and canopies shall be designed to withstand a wind speed of not less than 90 miles per hour.
5. Awnings and canopies shall not interfere with street trees or traffic signs.
6. No advertising shall be placed on the awning or canopy except the name or logo of the owner, business or industry conducted within the premises, address of the building, or the building name.
7. Lettering or logos shall be painted or otherwise permanently affixed in letters not exceeding 20 inches in height on the front and side portions thereof.
8. Translucent awnings and canopies are not permitted.
9. Any awning or canopy that encroaches into the public right-of-way shall obtain an approved encroachment agreement from the city's land management department prior to placement and use of the awning or canopy and comply with chapter 32 of the International Building Code.

Multi-use development directory sign. Exterior directory signs, with the name and location of all businesses within a multi-use development, shall be wall-mounted as specified above. One square foot of signage is allowed for each linear foot of exterior wall space, not to exceed 50 square feet per wall. The sign(s) shall be placed on the side of the building used to calculate the square footage of the sign.

c) *Freestanding ground signage—All development.*

i. Ground signs shall be the only freestanding signage permitted within the district.
ii. One ground sign is allowed per lot. The ground sign shall identify the primary tenant, the name of the business center or the name of the residential units.
iii. Individual ground signs shall be limited to properties which own direct, unobstructed (on-site) access to a public street.
iv. Ground signs shall not exceed 24 square feet in area, and shall not exceed three feet in height. Signs shall be placed at least five feet from the outside edge of the right-of-way, and at least five feet from adjacent property lines and not within the clear sight triangle as defined by the City of Las Cruces Design Standards. Please refer to section 32-405.

d) *Design standards.*

i. The silhouette, shape, and materials of signs in the University District Overlay shall be simple and compatible with the building or facade to which they relate.
ii. Freestanding signs shall not be placed so they obscure important architectural features such as entrances, display windows, or decorative cornices when viewed from the right-of-way.

iii. Attached signs shall not disrupt the architectural composition of the building facade. No part of any attached sign shall overlap or cover architectural features of the building such as cornices, eaves, window and door frames, columns, vigas and other decorative elements.

iv. Signs within a business center shall be compatible with the architectural character of the center.

v. The number of different lettering styles or fonts on a sign shall be kept to a minimum, and shall relate to the architectural character of the property. Lettering and copy shall not be crowded onto a sign and shall leave ample space around the copy to preserve legibility.

vi. The visual appearance of signs shall reinforce the architectural character of the site.

vii. Illumination:

a) Signs that are illuminated shall have concealed lighting fixtures with the exception of LED and neon.

b) No reflectors, arms, fixtures or wires shall be visible from the street.

c) Internally illuminated signs shall not be permitted.

d) No sign shall be illuminated to create a nuisance, traffic hazard or excessive glare to adjacent property and shall comply with the City of Las Cruces Street Lighting Ordinance to prevent illumination of the night sky so as to lessen light pollution. Please refer to section 32-409 (Street lighting) and chapter 39, Outdoor Lighting.

e) Freestanding signs shall be landscaped at their base in a manner that is compatible with the character of the site. Landscaping shall form an attractive cluster at the base of the sign.

f) The top of any sign shall not exceed 20 feet above grade.

e) *Temporary promotional banners and pole banners.*

i. *Building-mounted banner displays:* In addition to permitted permanent signage, businesses and organizations in the University District Overlay are allowed temporary, promotional displays in the form of a banner for promotional purposes that are subject to the following conditions:

a) Each business and organization, with the exception of those within the convention zone, shall be permitted one banner three times during each calendar year for a maximum of ten consecutive days each or for a maximum of 30 consecutive days. Due to the nature of the convention zone and the number of special events, banners are expected to change more frequently than three times during each calendar year.

b) Only one banner per business or organization may be displayed at a time.

c) Banners shall be made of a durable material that may include 12 to 16-ounce weight materials, such as, nylon or vinyl reinforced canvas. Banners must have hemmed and reinforced edges. Grommets should be located on the banner's edge to allow it to be securely fastened to its supporting structure. If grommets are not used, some other mechanism such as rope shall be placed within the hem to allow for its attachment.

d) Banners may not exceed 25 square feet in area.

e) Banners shall be securely attached to a permanent building.

f) The applicant shall provide to the sign administrator the name and address of the business/organization where the banner is to be placed, the first day the banner is to be displayed, the date it is to be removed, the size of the proposed banner, and its design.

g) Banners may be erected only when a sign permit has been issued. All banners shall be removed not later than the permissible time limit stated above. Failure to do so may forfeit the ability to use these provisions in the future. A permit will be issued to the applicant and will remain in effect for the duration of that event.

ii. *Pole banners:* Banners may be placed on city-owned utility and light poles promoting city-sponsored events and/or messages with approval by the city manager or his/her designee. (For the purposes of pole banners, a city-sponsored event shall be defined as an event for which the City of Las Cruces donates money and/or services/personnel.) Examples of these types of messages include: "Las Cruces Sparkles on the 4th of July" and "Happy Holidays". Other governmental entities, such as New Mexico State University, may also place banners on city-owned utility and light poles that display a community-wide message and are approved by the city manager or his/her designee. Examples of these types of messages include: "Go Aggies!" and "Welcome Back to School!" Approval with New Mexico State Highway Department will also be required when appropriate. To place banners on city-owned utility and light poles, arrangements shall be made through the traffic engineering section of the public works department. Fees may be imposed to offset expenses.

f) *Prohibited signs:* The following signs are prohibited in the University District Overlay:

i. Portable and pole signs, whether temporary or permanent.

ii. Permanent banners.

iii. Pennants, streamers, and other fluttering devices, whether temporary or permanent.

iv. Real estate, construction, contractor and "coming soon" signs over 12 square feet in area or over five feet tall.

v. Political signs over 12 square feet in area or over five feet tall.

vi. Billboards and all other off-premises signs.

vii. All other signs as prohibited in section H of the Las Cruces Sign Code.

g) *Applicability:* Where there are areas concerning signage not addressed by the University District Sign Code, chapter 36 of the Municipal Code, Signs, shall apply.

K. *Transportation (streets and public spaces).*

1. Right-of-way improvements (traveled way, roadside and intersections) throughout the district shall be in accordance with the city's complete streets policy. (Please refer to city council Resolution No. 09-301, June 15, 2009.)
2. Project initiation and preliminary engineering shall be initiated at the earliest opportunity for right-of-way improvements to the traveled way, roadside and intersections of University Avenue between Interstate 25 and Interstate 10.
3. Future amendments to this section are anticipated and shall convey design parameters for University Avenue as a walkable thoroughfare.
4. Callecitas shall be considered and alleys shall be preserved, whenever possible for improving pedestrian connectivity and providing vehicular access to properties. (Please refer to section F. Definitions.)

L. *Parking, general—All zones.*

1. *Parking requirements.*

Requirements:

1. Parking ranges are set for land uses in each zone, as noted in article IV, section 38-33 of the 2001 Zoning Code, as amended. Requests to reduce parking requirements shall be evaluated on a case-by-case basis by the Community Development Director or designee. Requests to exceed maximum parking requirements shall be granted for parking structures that meet the development and urban design standards set forth in this Code.
2. Shared parking and access agreements among neighboring properties are encouraged and will count toward off-street parking requirements. Section 38-58 (Off-street parking) dictates the requirements for this application.
3. Off-street parking requirements can be met by entering into a shared parking agreement within one-fourth mile, as measured along the street network and pedestrian right-of-way, that shall be used to identify how parking demand will be met and which properties are involved.
4. All standards for parking dimensional and ADA requirements for all development within the district shall be consistent with section 38-58, Off-street parking, of the City Zoning Code.

5. All vehicles are to be parked along designated streets, in designated driveway or parking areas only. Parking on front lawns and/or landscaped areas shall be prohibited.

2. *Parking options:* (Please refer to section G. Permitted uses for allowed parking locations.)

   To reduce development costs, parking garages are not required. Parking may be provided within an attached garage, detached garage, parking structure with or without liner building, or surface parking lot. Parking for nonresidential uses may also be provided off-site in a public parking lot or structure if a parking management district is formed for the area. Dedicated surface parking areas shall meet the landscape requirements of section J. Development and urban design standards of this overlay.

3. *Parking access:*

   Alleys. Alleys are required for projects that create new blocks to provide access to parking areas and to minimize driveway curb cuts along streets. Alleys are encouraged (but not required) for projects on existing blocks to provide access to parking areas. Driveway access from the street is only allowed on lots where an alley cannot be provided.

   Driveways. Driveway width shall comply with city design standards.

   Pedestrian connectivity. In parking lots larger than one acre or equal to or greater than 200 feet wide, walkways shall link perimeter sidewalks to primary building entrances.

   Parking prohibition. A parking management plan would improve mobility and access to shops and business centers as well as controlling the amount of land dedicated to surface parking lots and parking structures. Until a parking management plan is adopted, parking shall be prohibited from 8:00 a.m. to 5:00 p.m., Monday through Friday, on the following streets:

   Chaparral St. between University Ave. and Plain St. (east side only);

   Hagarty Ave. between University Ave. and Plain St. (west side only);

   Mesa St. between Jordan St. and Espina St. (south side only).

M. *Demolition.* To preserve any contributing structure listed on the historic register (state or national) in the University District Overlay; this section creates a 60-day demolition permit review process that allows time for interested parties to explore alternatives to the demolition of historic structures. Demolition for all other structures shall follow chapters 30-491 and 38-63 of the 2001 Las Cruces Zoning Code, as amended.

1. *Demolition permit.* Demolition permit applications shall be submitted to the community development department prior to any demolition activity taking place. Community development department staff will review the application for compliance with the 2001 Las

Cruces Zoning Code, as amended. A proposal for redevelopment of the property must accompany the permit application.

2. *Posting.* At the beginning of the 60-day demolition permit review process, the community development department will issue a sign that is to be posted in a conspicuous place on the property. The applicant is responsible for posting the sign and ensuring that it is in place for the entire 60-day period.
3. At the beginning of the 60-day demolition permit review process, the community development department will inform the neighborhood associations, the New Mexico Historic Preservation Division and the Dona Ana Historic Society that a demolition permit has been applied for.
4. A demolition permit shall be issued upon the completion of the following items: 1) the completion of the 60-day period; and 2) the application meets all City Code requirements and has been approved by the community development department staff. (The applicant may use the 60-day time period to resolve any necessary code compliance comments.) The permit application may be withdrawn by the applicant at anytime without charge.
5. Prior to the demolition of a historic structure, the applicant shall be responsible for fully documenting the structure, both interior and exterior, to provide a permanent record, in accordance with documentation procedures as follows. The demolition permit will not be approved without submittal and approval of this documentation by community development staff.
   a) Complete the Historic Cultural Property Inventory (HCPI) forms 1 and 2;
   b) Photograph the property:
      i. Photo processing, printing and labeling shall follow the protocol established by the National Parks Service; please refer to the National Register Photo Policy Fact Sheet.
      ii. Using a 35mm camera with black-and-white print film (or digital camera described in photo documentation policy), take several exterior photos of the primary structure (front, rear, sides, close-up views, details, setting, etc.) and exterior photos of each historic secondary structure, such as a garage, sheds, etc. (Accessory buildings that are not listed on the historic register should not be included.) For assistance in taking quality photographs, please refer to NPS Bulletin #23 at the link listed above.
      iii. Include several interior photos of the primary structure, with attention to any distinctive architectural or historic features (vigas, carvings, coping, special flooring, bullet holes, etc.)
      iv. Staff strongly suggests that wide-angle camera lenses not be used for exterior photographs since these lenses tend to distort vertical dimensions of buildings. A perspective-correction lens is highly recommended for best results.

v. The submitted photo packet must include one set of black and white (B&W) photographs, the negative strips, and a photo CD-R or DVD-R from the developer. Photographs, whether 35mm or digital, must be printed in B&W. Printed size may be 3½ × 5; 4 × 6; or 5 × 7.

vi. Include a continuation sheet that provides information common to all photographs, followed by a list providing information pertinent to each photograph.

vii. Digital images: When using digital images, the file name for each electronic image on the CD-R or DVD-R must correspond with the photo log included on the continuation sheet and the information labeled on the back of each photograph, and it should reference the county and state in which the property is located.

viii. All photographs and negatives must be put into archival photo or negative sleeves. Label the top of each protective negative sheet with: the property name, location, and the date the photographs were taken.

c) If measured drawings done by the Historic American Building Survey exist, the owner should annotate the drawings, showing changes to the property, interior and exterior, that have occurred up to the current date.

d) If known, a short history of the property should be included, in order to document how that property fits within the historic district or community.

e) The demolition permit will not be approved without submittal and approval of this documentation by community development staff.

6. Compliance with the procedure set out in this section is not required if it is determined by the City of Las Cruces that the immediate demolition of a historic structure is in the best interest of public health, safety, and welfare. The applicant shall be responsible for documenting the structure in accordance with the procedure above to fully demonstrate the need for demolition and to provide a record of the structure. In the event that entering the structure would pose a threat to the health, safety and welfare of the documenter, interior photos are not required. This documentation must accompany the memo of determination for demolition by the building official prior to the issuance of a demolition permit.

N. *Administration.*

Submittal and review process.

1. *Purpose.* Submittal and review procedures are established for all new development to protect persons and property in the University District Overlay as directed in the University District Plan.

2. *Subject to review by the citizens' design review committee (UD-CDRC).*

a)

Subdivisions. For submittal and review of subdivisions within the district, refer to article V, of chapter 37 pertaining to infill subdivision procedure.

b) *Buildings.*

i. *Pre-application conference:* Prior to filing an application for development of new buildings in the district, the applicant is encouraged to meet with staff of the city community development department to review the proposed project. At this conference, staff shall review the development proposal and advise the applicant concerning the compatibility of the proposal with the intent and standards of the University District Plan and all other applicable city codes.

ii. *Application procedure:* Upon completion of the pre-application conference, the applicant shall submit at minimum, one copy of all application materials for new development to the community development department for review. Upon submittal, staff shall review the submittal for completeness. If all the required items have been submitted, the community development department shall issue a receipt for submittal.

iii. *University District Citizens' Design Review Committee (UD-CDRC):* Applicants shall meet with the UD-CDRC and city staff at a public hearing for a formal recommendation by the UD-CDRC regarding the proposed project.

iv. *Final approval:* An application shall be effective for no more than one year from the date of approval. If development proposed by the application has not been initiated within the one year stipulated, the application must be resubmitted for approval as established in this section. The applicant may submit a request for extension of approval prior to the expiration date, if desired. The request will be reviewed by the community development department.

c) *Variances.* Variances in the numerical requirements for development within the district will be considered in accordance to fulfilling the policies of the University District Plan and not contradictory to the policies therein. Variances may be granted by the Planning and Zoning Commission at a public hearing in accordance with section 38-10.

i. An application for a numerical variance will be processed to applicable city departments and the citizen's design review committee.

ii. Applicants must present their request to the citizen's design review committee for their recommendation to the Planning and Zoning Commission. Recommendations from the UD-CDRC shall be delivered to the Planning and Zoning Commission prior to the public hearing.

iii. Decisions of the Planning and Zoning Commission may be appealed to city council, in accordance with provisions of section 38-13.

d) *Special use permit (SUP).* The Community Development Director or designee determines SUP needed for uses not listed in this overlay.

e) *Zone change.* Applicants must present requests for zone change to the citizen's design review committee for the committee's recommendation to the Planning and Zoning Commission. Recommendations from the design review committee shall be delivered to the Planning and Zoning Commission prior to the public hearing. Decisions of the Planning and Zoning Commission may be appealed to city council in accordance with section 38-13.

f) *Plan amendments, code amendments.* Applicants must present requests for plan amendments and code amendments to the University District Citizen's Design Review Committee (UD-CDRC) for the committee's recommendation to the Planning and Zoning Commission. Such requests will be considered once a year at the January meeting of the UD-CDRC. An exception to the once-a-year rule and expedited review applies to cases deemed necessary by the city in order to ensure successful implementation of the goals and objectives of the plan and ordinance where there is direct conflict between the plan and overlay. The UD-CDRC will determine which amendments may be processed gratis; all others incur a fee established by Resolution No. 00-360, July 3, 2000. Recommendations from the UD-CDRC shall be delivered to the Planning and Zoning Commission prior to the public hearing. Recommendation of the Planning and Zoning Commission are made to city council which makes the final decision.

g) *Property alteration, remodel or renovation.* Any related activities to existing buildings within the district shall require review by the community development department and the citizen's design review committee to insure that the building and the property of the site will be brought into conformance with all applicable urban design standards of the University District Plan and this section.

A portion of the submittal requirements may not be required in all renovation cases. Upon receipt of a written request justifying the deletion of required information, the community development department may waive any submittal requirement.

3. *Courtesy review of NMSU projects.* Although NMSU is neither within the city limits, nor subject to its jurisdiction, the campus and city share a stake in development along University Avenue and in the region as a whole. As such, the UD-CDRC respectfully requests "courtesy design review" of the university's projects, particularly those planned for and close to University Avenue.

4. *Subject to administrative review by community development department staff.*

a) Request to vacate alley;

b) Signs;

c)

Minor modifications. A modification or change to a property that is less than a cumulative total of 15 percent of gross floor area, nor exceeds a cumulative total of $25,000.00 in valuation.

5. *Application materials and fees.* Applications for development in the University District Overlay shall be obtained from the community development department. All applicants with submittals requiring public notice, such as new development and/or property renovation, shall be required to submit a development statement with their application. Development statement forms may be obtained from the community development department. Application and permitting fees are waived for development in the University District. Requirements for applications for all types of development shall include the following:

   a) *A letter of intent* stating the following:

      i. A statement of the purpose and use of the property.

      ii. All property improvements to be made.

      iii. A statement of the sustainable building practices to be employed.

      iv. A development schedule indicating the approximate dates at which construction or phases of construction will begin and end.

   b) *A boundary survey* as prepared by the appropriate licensed professional that is accurate and complete shall be made of the land to be developed. Property lines shall be shown giving the bearings in degrees, minutes and seconds. Distances shall be shown in feet and hundredths. Curved boundaries or lines on the survey shall provide sufficient data to enable the re-establishment of curves on the property. The location and description of all monuments set or found shall be included when applicable.

   c) *Site plan.* The site plan shall be at a scale that adequately represents the information. Copies provided shall be legible and of a good quality, with no limit to the number of sheets used. The plans shall indicate the following:

      i. Title of site plan.

      ii. Total acreage of site.

      iii. Date of preparation, north arrow, written and graphic scale.

      iv. Identification of district planning area.

      v. Identification of site by lot, block, subdivision, if applicable.

      vi. A statement of ownership, signed by the property owner.

      vii. Name and address of property owner.

      viii. Name and address of applicant, if applicable.

      ix. Name and address of consulting firm or representative, if applicable.

      x. Location and type of all land uses.

xi. All site improvements with all setbacks indicated.

xii. Dimensions of all buildings.

xiii. Existing and proposed vehicular circulation systems, including parking areas, storage areas, service areas, loading areas, and major points of access, including street pavement width and right-of-way.

xiv. A landscaping plan, to include the location, size, common name, and biological name of all landscaping materials.

xv. Where applicable, pedestrian and bicycle circulation system, and its relation to surrounding circulation.

xvi. Where applicable, location and arrangement of all open space, common recreational space, and private open space.

xvii. Architectural renderings or artistic drawings. Copies provided shall be legible and of a good quality, with no limit to the number of sheets used. The drawings shall illustrate the following:

a) All new development illustrating all exterior building design, materials and colors.

b) All new development illustrating relationships to neighboring uses, including site lighting.

c) Sign location, materials, color, size, shape and lighting.

d) Quality of materials: Application materials which are illegible and/or otherwise of a low quality will not be accepted.

e) *Three-dimensional model.* For projects proposed in the convention zone (CZ), provide computer-generated or physical modeling to enhance public understanding and review of the buildings within the context of the district as a whole.

f) *Waivers.* A portion of the submittal requirements may not be required in all development cases. Upon receipt of a written request justifying the deletion of required information, the community development department may waive any submittal requirement.

O. *Enforcement of overlay zone district.* Provisions to enforce this section shall be consistent with the enforcement provisions of article II of the Municipal Code.

(Ord. No. 2571, § I)exh. A), 4-5-10; Ord. No. 2775, § I(Exh. A), 2-16-16; Ord. No. 2799 , § III(Exh. B), 11-7-16)

Editor's note— Ord. No. 2571, § I(exh. A), adopted Apr. 5, 2010, repealed the former § 38-44, which was entitled "UAC—University Avenue Corridor plan overlay zone district" and enacted a new § 38-44 as set out herein. Former § 38-44 derived from: Ord. No. 2354, § I, adopted Jan. 22, 2007; Ord. No. 2432, § I, adopted Feb. 25, 2008; Ord. No. 2433, § I, adopted Feb. 25, 2008; and Ord. No. 2496, § I, adopted Jan. 26, 2009.