

Mesilla Valley Economic Development Alliance

Dona Ana Comprehensive Plan & El Camino Real Corridor Management Plan Update



VIVA DOÑA ANA

BUILDING A SUSTAINABLE FUTURE | CONSTRUYENDO UN FUTURO SOSTENIBLE



Project Overview

- **Good Jobs**
- **Healthy Environment**
- **Strong Communities**

Viva Doña Ana Initiatives

- Doña Ana Comprehensive Plan
- El Camino Real Corridor Management Plan
- Border Economic Development Plan
- Colonias Master Plan
- Unified Development Code
- Capital Needs Plan





Camino Real Consortium

- Doña Ana County
- City of Las Cruces
- New Mexico State University
- South Central Council of Governments
- Las Cruces Metropolitan Planning Organization
- El Paso Metropolitan Planning Organization
- South Central Regional Transit District
- Colonias Development Council
- Tierra del Sol Housing Corporation



Timeline

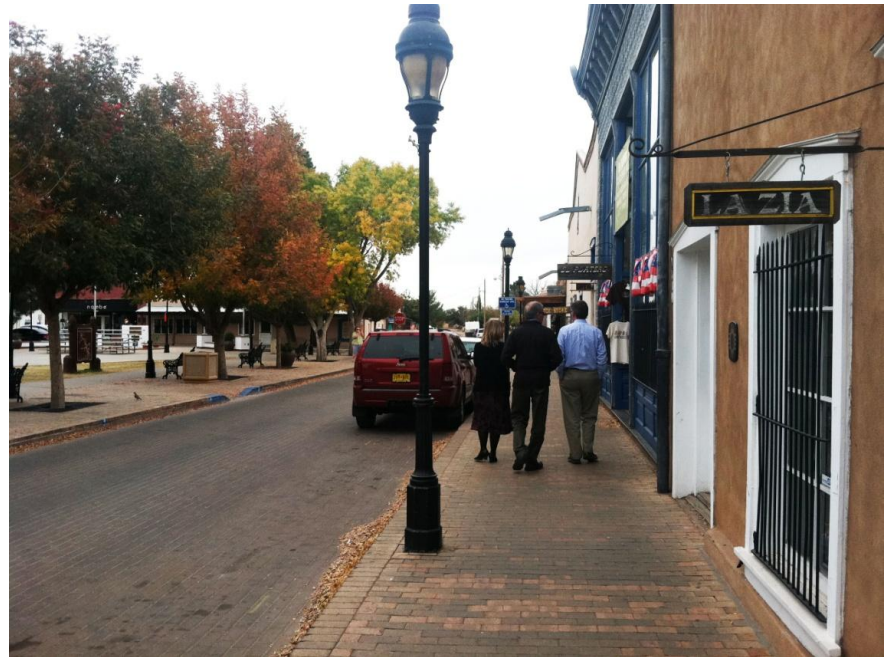
Doña Ana Comprehensive Plan





Livability Principles

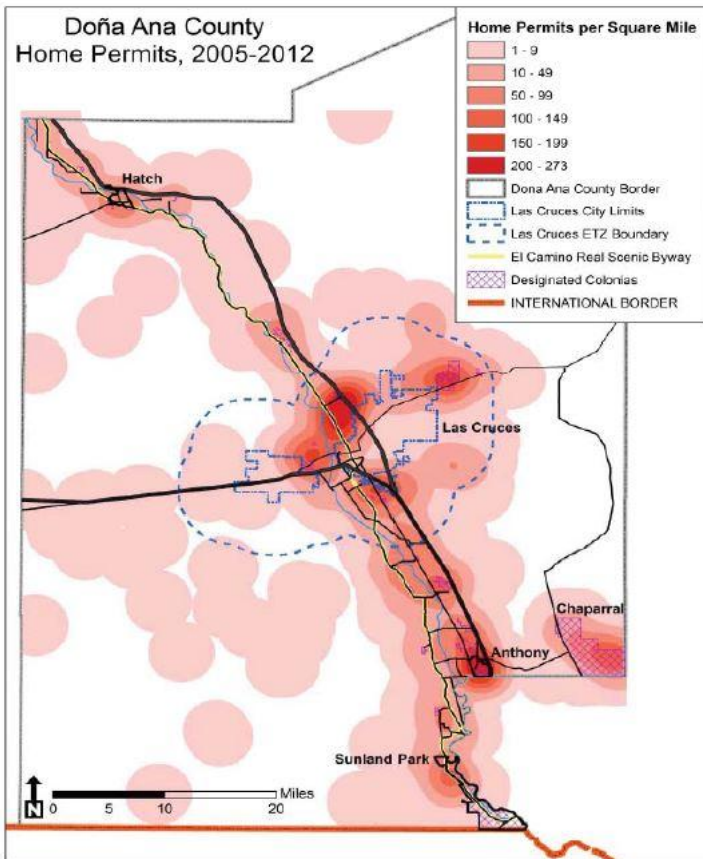
- Provide More Transportation Choices
- Promote Affordable Housing
- Enhance Economic Competitiveness
- Strengthen Existing Communities
- Align Policies and Investment
- Invest in Healthy Neighborhoods



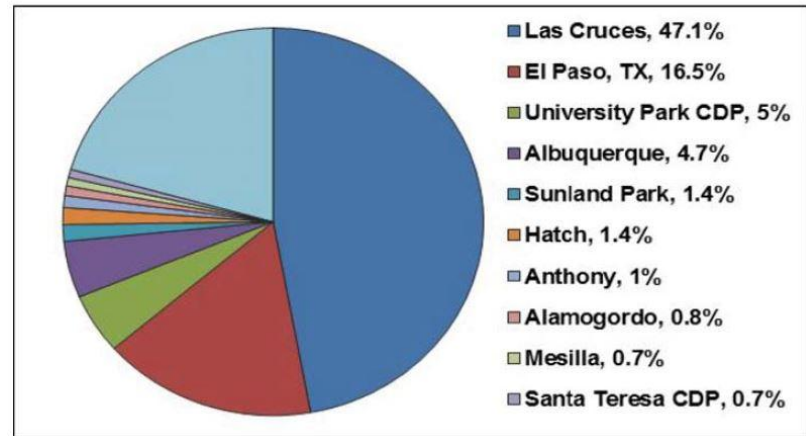


Snapshot Report

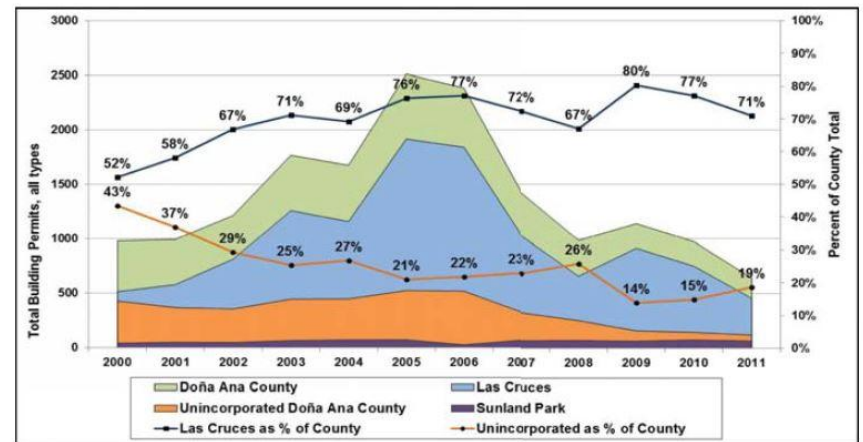
DEVELOPMENT PATTERNS



EMPLOYMENT DESTINATIONS



RESIDENTIAL AND BUILDING PERMITS ACTIVITY (2000-2011)





VIVA DOÑA ANA

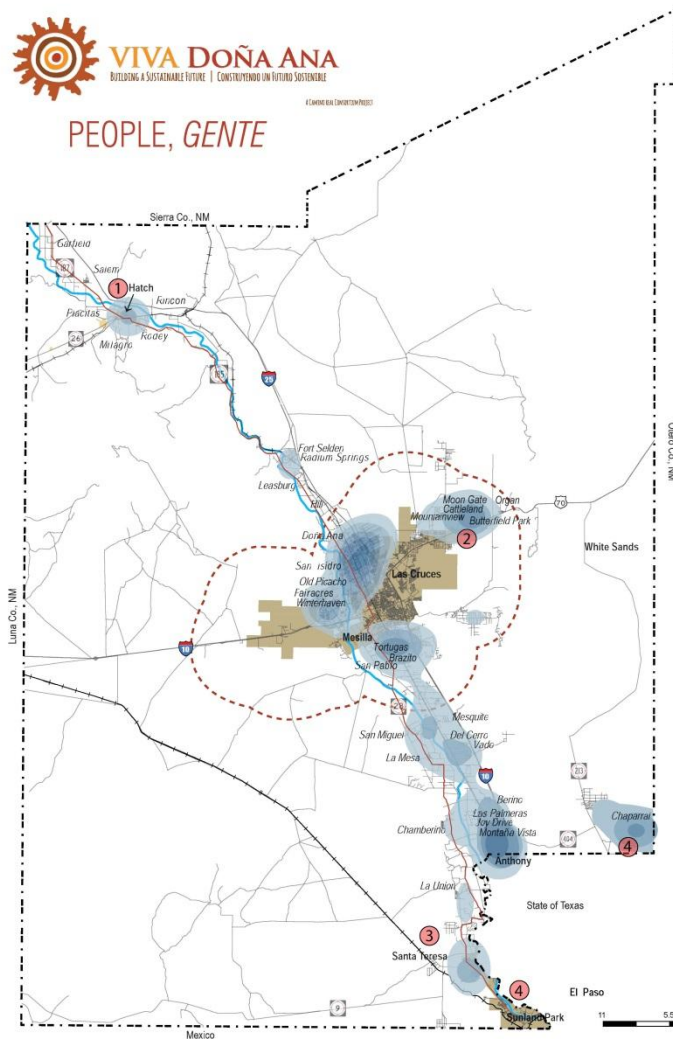
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PEOPLE, GENTE



Vision & Opportunities

- Hatch area – Need for additional housing
- Las Cruces residential growth into extraterritorial zone
- Santa Teresa – employment and residential development
- El Paso/Fort Bliss growth pressure
- Promote healthy and active communities
- Multimodal transportation infrastructure
- Civic engagement and recreation



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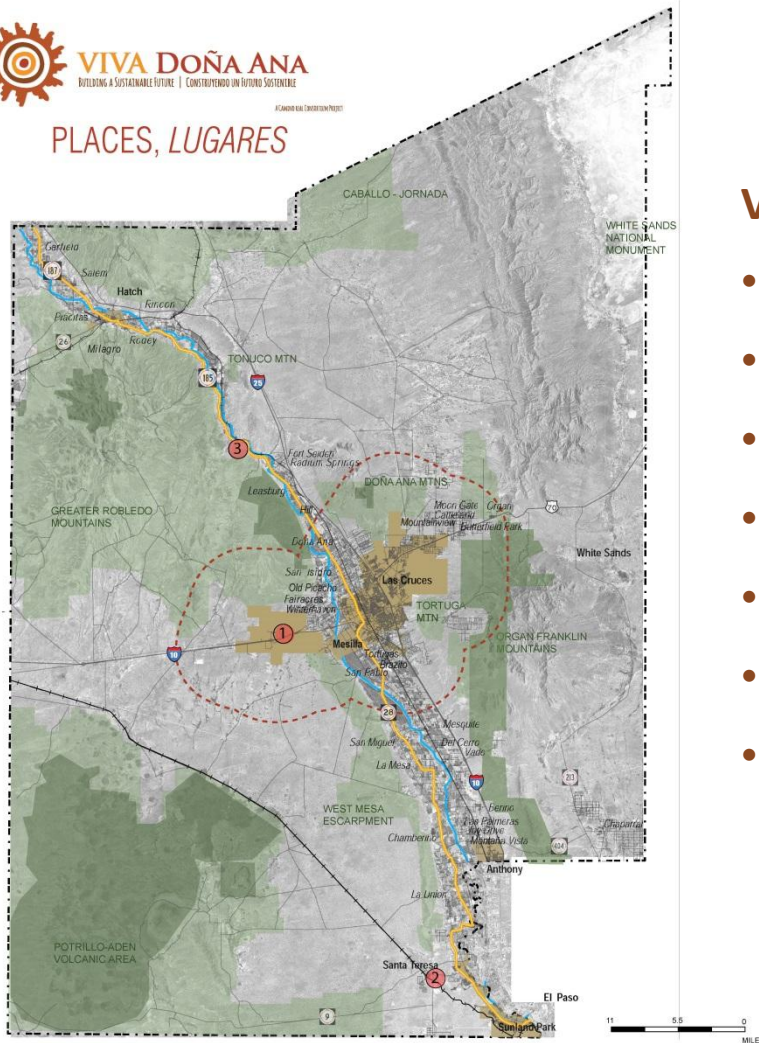


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PLACES, LUGARES



Vision & Opportunities

- West Mesa Industrial Park
- Border development area
- El Camino Real scenic corridor
- Historic preservation
- Village/town/mainstreet revitalization
- Way-finding to areas of interest
- County branding



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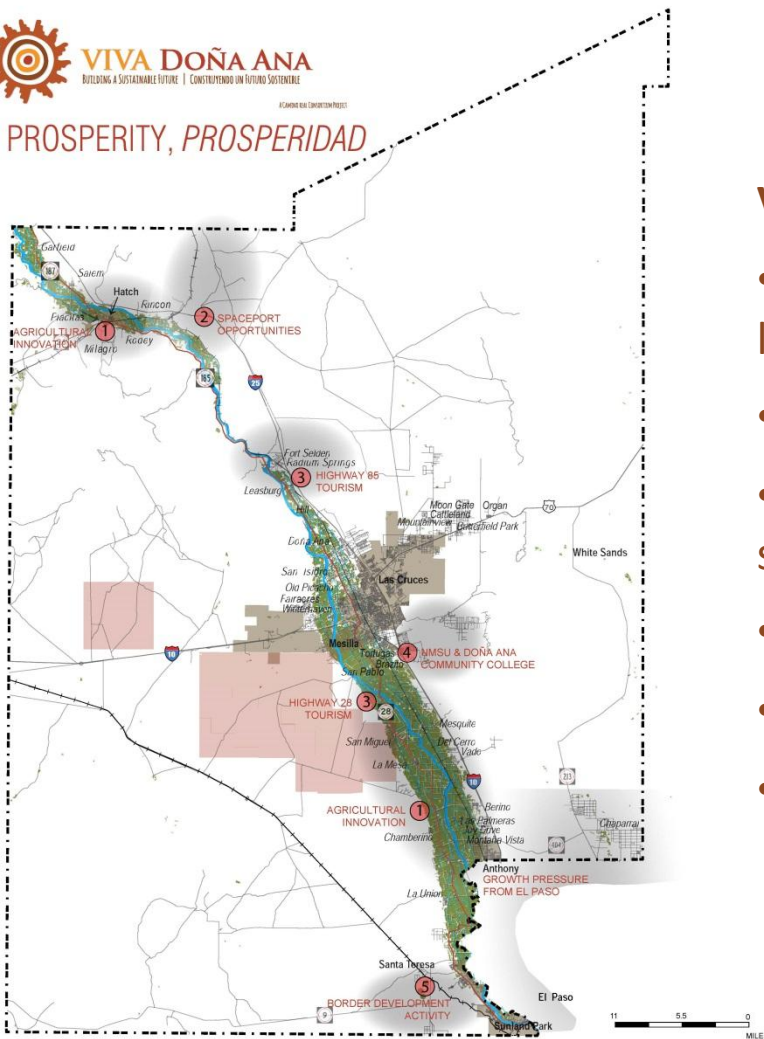


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ACADEMY FOR QUALITY PROJECTS

PROSPERITY, *PROSPERIDAD*



Vision & Opportunities

- Local production: expand promotion and local processing and distribution capacity
- Space industry: R&D, hospitality, services
- Tourism – historic sites, agriculture, hot springs, art galleries, wineries
- Specialized training programs and R&D
- Union Pacific multimodal facility growth
- Rural and home healthcare



Process

Mobile Workshops
Public Meetings
Keypad Polling





Community Character Survey

Development Pattern
Roadway Design
Landscaping
Water Use
Open Space

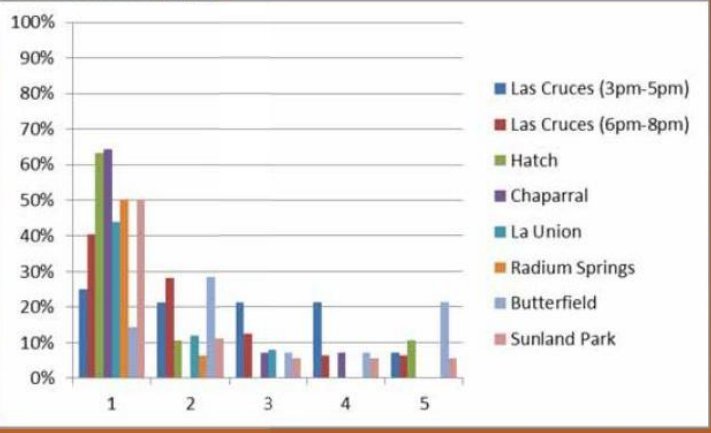
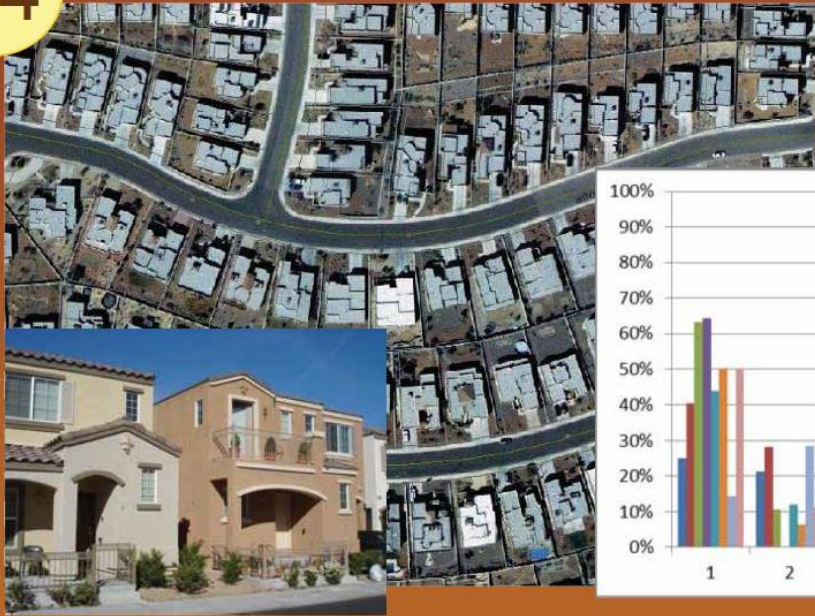




Community Character Survey

Development Pattern *Tipo de desarrollo*

D4



How well does it fit? ¿Cuán bien funciona?

Single family homes on small lots *Hogar unifamiliar en lotes pequeños*

1 2 3 4 5

El Camino Real Corridor Management Plan





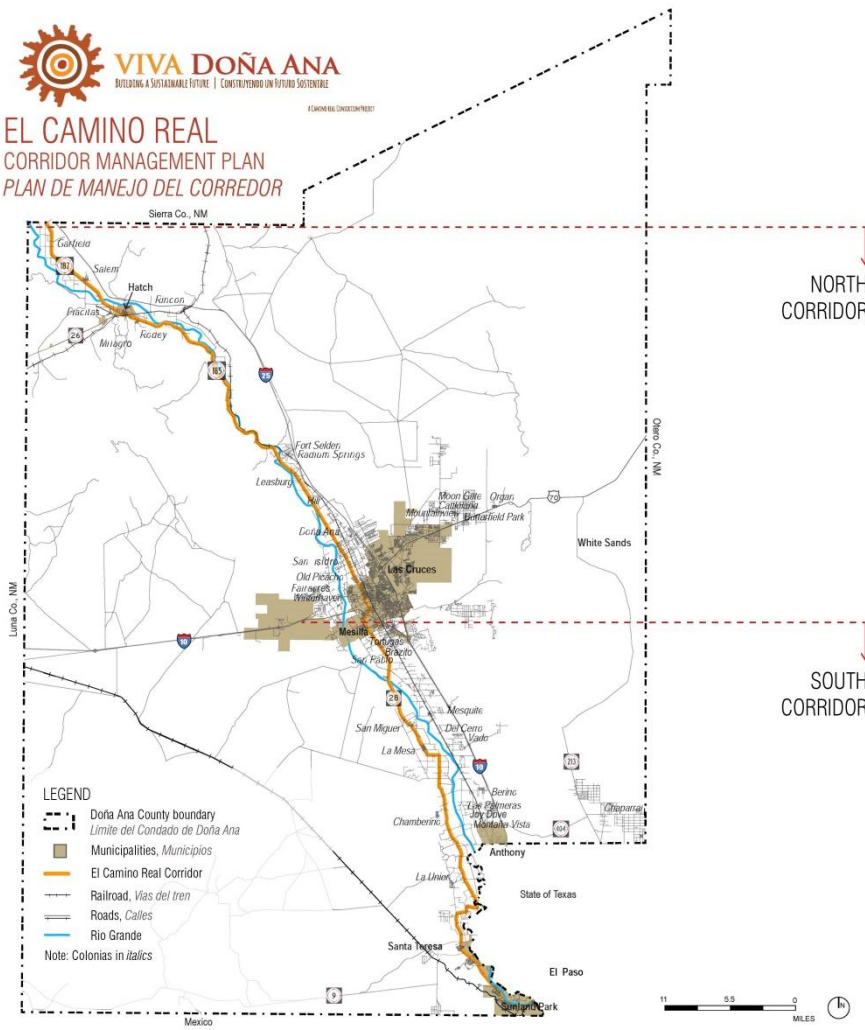
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EL CAMINO REAL CORRIDOR MANAGEMENT PLAN PLAN DE MANEJO DEL CORREDOR



Vision & Opportunities

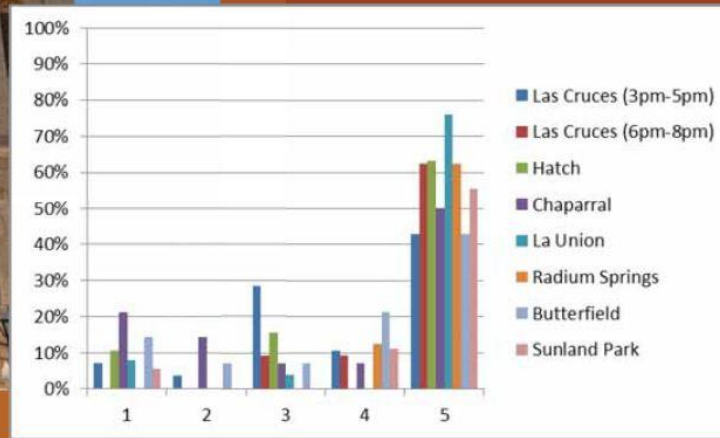
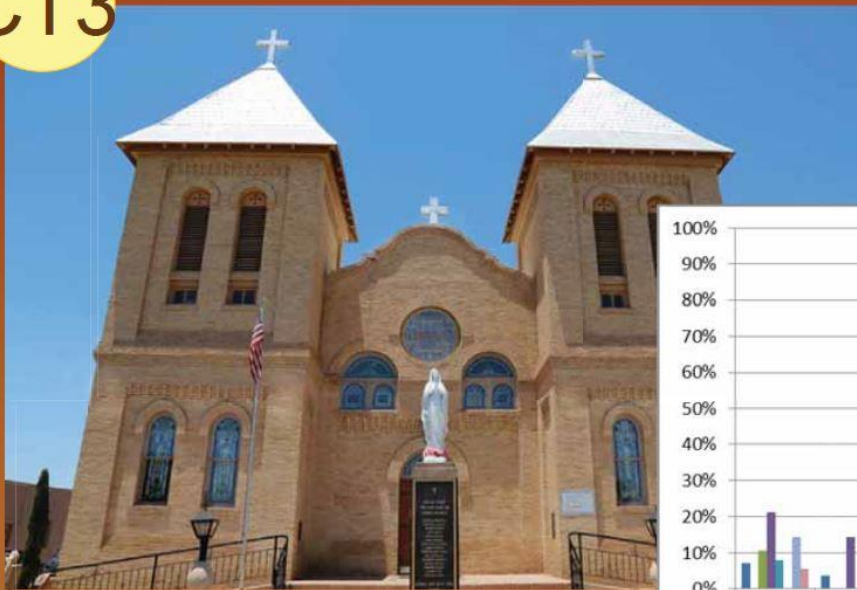
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- Rural and home healthcare



Community Character Survey

Corridor Character *Carácter del Corredor*

CT3



Is this an appropriate theme for the corridor? *¿Cree usted que es un tema apropiado para el corredor?* 1 2 3 4 5

Corridor Themes Historic Churches and Plazas



Implications/Potential Impacts

- Updated County zoning code
- Identification of priority projects
- Coherent economic strategy
- Catalytic Projects
- Better coordination among agencies
- More resilient community





Next Steps

Growth Scenarios

Coordination with Zoning Code Update

Draft Plan – last quarter 2013

Adoption of Comprehensive Plan – 2014

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