

AMENDED WORK SESSION AGENDA

Mayor
Eric Enriquez

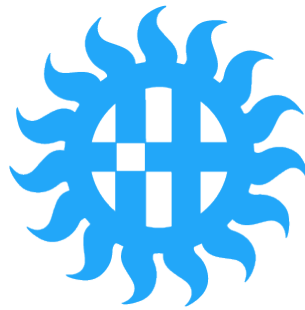
Monday, November 10, 2025 at 1:00 PM

Mayor Pro Tem
Johana Bencomo

Council Chambers

**CITY HALL
P.O. BOX 20000
LAS CRUCES, NM
88004**

Councilors
Cassie McClure
William Mattiace
Becki Graham
Becky Corran
Yvonne Flores



CITY OF LAS CRUCES

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4.2. PUBLIC INPUT NEEDED: METROPOLITAN REDEVELOPMENT AREA PLAN OVERVIEW FOR WEST PICACHO AND MOTEL BOULEVARD. WS #25-041 - Pdf	3 - 129
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Council Work Session Summary

Meeting: Work Session - Nov 10 2025

TITLE: 2026 STATE AND FEDERAL LEGISLATIVE PRIORITIES.

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☒ Direction/Guidance ☐ Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

City staff has reviewed departmental priorities and the Capital Improvements Plan to develop a list of projects that align with our state and federal delegation. Consideration was given to Gross Receipts Tax (GRT) priorities and potential upcoming General Obligation (GO) Bond projects. The adoption of these priorities will occur at a future City Council meeting.

PLAN(S):

Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

None



Council Work Session Summary

Meeting: Work Session - Nov 10 2025

TITLE: PUBLIC INPUT NEEDED: METROPOLITAN REDEVELOPMENT AREA PLAN OVERVIEW FOR WEST PICACHO AND MOTEL BOULEVARD.

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☐ Direction/Guidance ☐ Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

A Metropolitan Redevelopment Area (MRA) is a designated district within a city identified as physically or economically blighted and in need of revitalization. Established under the New Mexico Metropolitan Redevelopment Code, MRAs allow municipalities to focus planning efforts and resources to stimulate economic growth, attract private investment, improve infrastructure, and enhance the quality of life for residents. Once an area is officially designated as an MRA by the City Council, a redevelopment plan is created to guide improvements and outline key catalytic projects. These plans are developed with community input and often aim to support small businesses, encourage mixed-use development, and promote equitable, long-term growth.

The West Picacho and Motel Boulevard area was identified as a potential MRA in the Metropolitan Redevelopment Designation Report completed by Groundwork Studio in March 2023. Stantec was selected as the planning consultant for the project in September 2024.

From the start of the planning process, public engagement has been a top priority to ensure the plan reflects the community’s vision—particularly the perspectives of those who live, work, and visit the area regularly. Beginning in February 2024, Stantec and the City connected with the public through community meetings, pop-up events, surveys, and school visits. In addition, City departments and staff from across the organization have dedicated their time and expertise to help shape the plan.

SUPPORT INFORMATION:

[EXHIBIT A West Picacho MRA Draft](#)

PLAN(S):

Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

None

**WEST PICACHO AND MOTEL
METROPOLITAN
REDEVELOPMENT PLAN**

CITY OF LAS CRUCES, NEW MEXICO • ECONOMIC DEVELOPMENT DEPARTMENT

Acknowledgments

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 Bill Mattiace, Council District 2
 Becki Graham, Council District 3
 Joana Bencomo, Council District 4 Mayor Pro Tem
 Becky Corran Council District 5
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INTRODUCTION

CHAPTER 1: INTRODUCTION CONTENTS

MRA Designation

Project Overview

RESOLUTION 23-109

A RESOLUTION MAKING CERTAIN FINDINGS AND DETERMINATIONS PURSUANT TO THE METROPOLITAN REDEVELOPMENT CODE, AND DESIGNATING THE EL PASEO & SOUTH SOLANO, AND WEST PICACHO METROPOLITAN REDEVELOPMENT AREAS.

The City Council is informed that:

WHEREAS, Section 3-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code (Sections 3-60A-1 through 3-60A-48 NMSA 1978) states: "A municipality shall not prepare a metropolitan redevelopment plan for an area unless the governing body by resolution determine the area to be a blighted area and designated the area as appropriate for a metropolitan redevelopment project."; and

WHEREAS, the City of Las Cruces, has for some time, engaged in a study of blighted areas within the Infill Development Overlay District (IDO), and have submitted their findings and recommendations concerning the areas detailed in the Designation Report, which is included in packets for the March 20, 2023 City Council meeting, a copy of which is attached hereto as Exhibit "A" The Las Cruces Metropolitan Redevelopment Area Boundary Designation Report; and

WHEREAS, pursuant to Section 30-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code, City of Las Cruces caused to be published in the Las Cruces Sun News, a newspaper of general circulation, a notice containing a general description of the proposed Metropolitan Redevelopment Areas and the date, time, and place where City of Las Cruces will hold a public hearing to consider the adoption of this resolution; and

WHEREAS, the boundaries of the El Paseo & South Solano and West Picacho Metropolitan Redevelopment Areas are explicitly delineated on Exhibit "A" The Las Cruces Metropolitan Redevelopment Area Boundary Designation Report; and

WHEREAS, the City Council has considered the findings and determinations of the Designation Report and all comments made at the public hearing concerning the conditions that exist in the proposed Metropolitan Redevelopment Areas.

NOW, THEREFORE, Be it Resolved by the Governing Body of the City of Las Cruces:

(I)

THAT The City Council finds and determines that within El Paseo & South Solano and West Picacho there are many deteriorated structures, sites and other declining improvements, unsafe conditions, and low levels of commercial activity that substantially impair and arrest the sound growth and economic well-being of the area and the City.

(II)

THAT The City Council finds and determines that these blighted areas would benefit from a metropolitan redevelopment project or projects, that the designation of a metropolitan redevelopment areas are appropriate in the interests of public health, safety, and welfare, and it hereby designates a El Paseo & South Solano Metropolitan Redevelopment Area and a West Picacho Metropolitan Redevelopment Area.

(III)

THAT The City Council designates the boundaries of the Metropolitan Redevelopment Areas to be as delineated on Exhibit "A" The Las Cruces Metropolitan Redevelopment Area Boundary Designation Report.

(IV)

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

DONE AND APPROVED this 20 day of March 2023



Christine Rivera
City Clerk

APPROVED

[Signature]
Mayor

Moved by: Tessa Abeyta

Seconded by: Johana Bencomo

AYES Kasandra Gandara, Johana Bencomo, Becki Graham, Becky Corran, Tessa Abeyta

NAYS

Project Overview

In March 2023, the Las Cruces City Council unanimously approved the creation of two Metropolitan Redevelopment Areas (MRAs), an important step in supporting continued residential and economic growth across the City. The West Picacho Avenue and El Paseo Boulevard corridors were selected as focus areas for two separate MRA plans. This plan centers on the West Picacho and Motel MRA.

What is a Metropolitan Redevelopment Area?

A Metropolitan Redevelopment Area (MRA) is a designated zone within a New Mexico municipality where conditions of blight, vacancy, or underutilization have been identified. Through this designation, cities gain access to tools and resources to spur reinvestment, encourage redevelopment, and revitalize these areas into vibrant, livable neighborhoods.

Why West Picacho?

Once the primary western gateway into Las Cruces, the West Picacho Avenue corridor was a lively hub of commercial activity. It was dotted with roadside motels, shops, and eateries reminiscent of the towns along Route 66. Over time, the area shifted toward industrial uses, and many of the corridor's buildings fell into disrepair or stood vacant. Large-scale residential growth has stalled, and several infill lots remain unused, reinforcing the area's underutilized character.

Despite these challenges, West Picacho retains strong architectural and cultural elements that reflect its past identity. Historic motels, roadside buildings, and long-standing businesses still anchor the corridor, offering a foundation on which to build. West Picacho and Motel was selected as one of the City's first MRAs because of its potential. It presents an opportunity for economic development and housing, and for restoring a sense of place and pride rooted in the community's history.

Study Area and Boundaries

The West Picacho and Motel Metropolitan Redevelopment Area is located just west of Downtown Las Cruces and includes a mix of industrial, commercial, and residential uses. The study area was defined in the original MRA recommendation brought to Council, and is generally bounded by the Santa Fe Railroad line to the east, Hadley Avenue to the south, Motel Boulevard to the west, and Tashiro Drive to the north.

Within these boundaries, the corridor contains a range of land uses and conditions, including legacy businesses, aging infrastructure, single-family homes, and numerous vacant or underutilized parcels. This mix of uses, along with its proximity to key transportation corridors and downtown, positions West Picacho as a prime candidate for reinvestment and revitalization.

At the initiation of this plan, it was noted that similar land uses—particularly a number of older motels—and similar redevelopment challenges existed on properties west of Motel Boulevard. For this reason, **it is recommended that the original MRA boundary be expanded to include a small number of properties abutting West Picacho Boulevard** (as shown on the map on the facing page); this expansion would extend this portion of the boundary to the Rio Grande River.

The Vision for West Picacho

This revitalization effort is deeply rooted in community engagement. Through interviews, focus groups, public events, and interactive online tools, residents, business owners, and stakeholders shared their aspirations for the corridor's future. They voiced a desire for a cleaner, safer, and more vibrant neighborhood. One that supports local businesses, offers diverse housing opportunities, and celebrates the area's cultural and historic identity.

The West Picacho and Motel MRA Plan is not about erasing the past. It is about building on it. The vision is to breathe new life into the corridor, creating a place that is:

- Safe and connected for all who walk, bike, drive, and live there
- Economically vibrant, with opportunities for local businesses and new investment
- Inclusive and equitable, offering housing choices for current and future residents
- Culturally rich, with preserved landmarks and a strong sense of identity
- Green and beautiful, with welcoming streetscapes and sustainable design

This plan lays out a roadmap for how to get there. It focuses on revitalization over transformation, and equity over displacement. It identifies opportunities to repurpose vacant buildings, strengthen pedestrian infrastructure, celebrate the area's heritage, and implement catalytic projects that unlock long-term value for the community.

West Picacho and Motel MRA Plan Boundary



The MRA boundary as established in 2023 by City Council, including a recommended extension to the west along West Picacho Boulevard.

02

COMMUNITY PROFILE

CHAPTER 2: COMMUNITY PROFILE CONTENTS

History

Demographics

Land Use and Character

Zoning

Transportation

Prior Planning

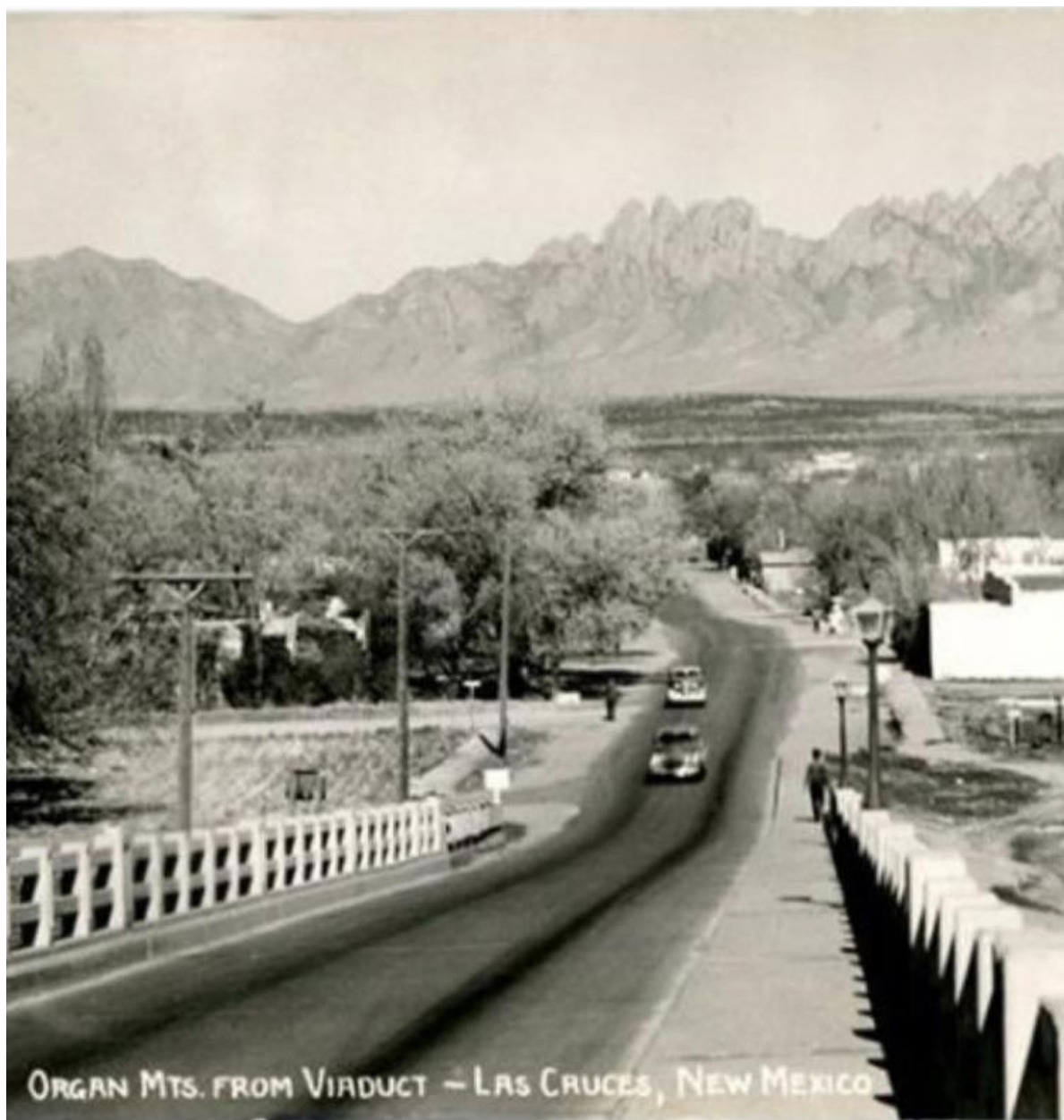
History

The history of the City of Las Cruces includes settlements by several Native American groups and the Spanish, along with ties to Wild West icons such as Billy the Kid and Pat Garrett (Pat Garrett is buried at the Masonic Cemetery on S. Compress Road, just a mile south of the West Picacho and Motel MRA). The City was officially founded in 1849 and derived its name from a landmark of crosses, marking the grave sites left behind by the Spanish during their time in the area from the 1500s to the 1800s. The area that eventually became Las Cruces rests along the fertile banks of the Rio Grande, which made it perfect for agricultural living and to this day, agriculture is the heart of the economy for Las Cruces and the surrounding areas.

Growth came to Las Cruces in the 1880s when the Atchison, Topeka and Santa Fe Railroad built tracks and a depot in the City. The historic train depot still stands on North Mesilla Street, just outside the western boundary of the MRA.

Today, the City continues its tradition of growth, development and redevelopment. It is the second largest city in New Mexico, with a population of 115,347, and is the seat of Dona Ana County as well as home to New Mexico State University. Las Cruces is situated where I-10, I-25, and US HWY-70 meet, a vital crossroads that fuels economic growth by enabling movement of goods and services between the US and Mexico in all directions.

Historically, West Picacho Avenue was the key gateway welcoming visitors into the City, leading to the development of numerous roadside motels and gas stations. Many of these motels remain, offering potential to be redeveloped into new affordable housing options, as has been successfully done in cities such as Sacramento, Phoenix, Houston, Colorado Springs, and Salt Lake City.



ORGAN MTS. FROM VIADUCT - LAS CRUCES, NEW MEXICO

Demographics

A critical step in developing and implementing any plan is understanding local demographics, which enables the plan to be tailored specifically to the planning area. The following section provides a summary of the West Picacho and Motel area.

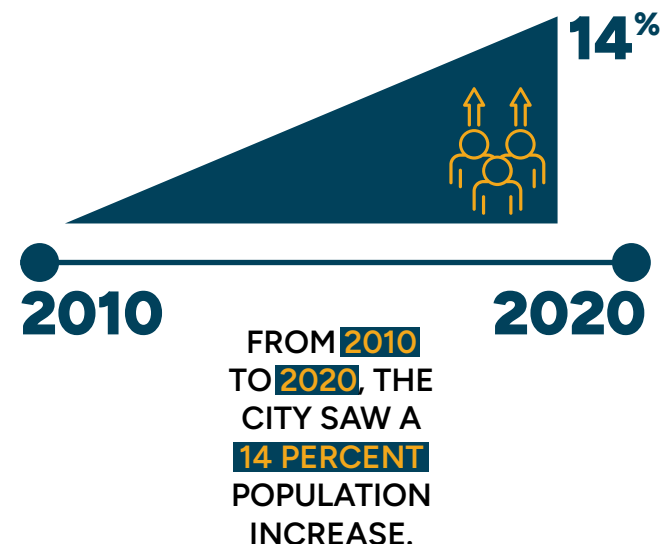
Population

Since 1910, the City of Las Cruces has experienced consistent population growth, with no recorded declines in any Census year. On average, the city's population has increased by 42 percent every decade. Between the 2010 and 2020 decennial counts, Las Cruces saw a 14 percent rise in population—outpacing both the State of New Mexico's growth rate of 2.8 percent and the national rate of 7.3 percent. These trends suggest continued growth for Las Cruces and underscore the importance of identifying strategies to effectively accommodate future expansion.

Within the West Picacho and Motel MRA study area, the current population stands at 4,136 residents, accounting for 3.6 percent of Las Cruces' total population of 115,347. Based on historical residential development data, the West Picacho area has been recognized as one of the city's fastest-growing neighborhoods. This supports the city's objective to evaluate the area for redevelopment opportunities, particularly through denser mixed-use and infill development.

Median Age

The median age within the MRA is 34.5 years, which is younger than both the City's median of 36.4 years and the State's median of 39.2 years. This relatively young demographic reflects a broader trend among younger generations who increasingly prefer walkable, urban environments—more so than older cohorts and even younger generations of the past. This data point supports the vision outlined in the Comprehensive Plan, which emphasizes the creation of communities that offer a mix of uses within walking distance, including opportunities for shopping, dining, entertainment, education, and employment.



CURRENT POPULATION = 4,136 PEOPLE

The figure shows the text 'CURRENT POPULATION' in dark blue, followed by an equals sign, then three stylized human figures in dark blue, and finally the number '4,136' in large dark blue font with the word 'PEOPLE' in smaller dark blue font below it.

34.5

THE MEDIAN AGE WAS FOUND TO BE 34.5 YEARS.

The figure shows five stylized human figures in dark blue. The third figure from the left has a white box with the number '34.5' in dark blue text overlaid on its chest. Below the figures, the text 'THE MEDIAN AGE WAS FOUND TO BE' is in dark blue, followed by '34.5 YEARS.' in a dark blue box.

Median Home Values

The MRA is one of the older areas in the City, and median home values are significantly lower than values in the City as a whole: \$95,709 for the West Picacho and Motel MRA compared to \$229,348 for the City, a difference of 41.7 percent. Even though the western portion of the City is showing an increase in residential development, most is occurring outside of the MRA study area. Home values tend to be impacted by adjacent uses, and the MRA's proximity to industrially zoned areas can have negative impacts to both values and on-the-ground conditions.

High School or Higher Education

When comparing the West Picacho and Motel MRA study area to the City's education level, it was found that the 64 percent of the study area's population has a high school education or higher. This number is 12 percent lower than the City's 76 percent and is 23.5 percent lower than the state's 87.5 percent.

Median Household Income

The MRA's median household income of \$26,139 was found to be nearly half (48.4 percent) of the overall City's median household income of \$53,987. This gap increases further when compared to the overall state median household income of \$58,722. It is notable that the MRA's median income approaches the Federal Poverty Level (FPL) of \$20,440 for a family of two and is at the FPL for a family of three (\$25,820), suggesting a need for higher paying jobs in and around the MRA study area.

Unemployment Rate

The MRA's unemployment rate is 20.7 percent of the population, equating to 856 residents—a significant difference from the City's overall 6.2 percent and the state's 3.9 percent. This finding links directly to the low-income levels in the area, further emphasizing the need for the West Picacho and Motel MRA to establish a strategic framework to bring quality jobs and careers to local residents.

MEDIAN HOME VALUES

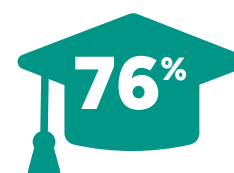
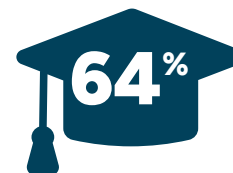


CITY OF LAS CRUCES



EDUCATION LEVEL

high school or higher



MEDIAN HOUSEHOLD INCOME



UNEMPLOYMENT RATE



Land Use and Character

Land Use and Architectural Character

The West Picacho and Motel MRA is primarily composed of commercial, manufacturing, and industrial uses. Between Motel Boulevard, West Hadley Avenue, West Picacho Avenue, and North Valley Drive, the area features offices, warehouses, contractor yards, and self-storage units. Many structures are prefabricated metal buildings, adaptable to various uses. Some warehouses are subdivided to accommodate multiple businesses. Residential pockets, such as Holiday Avenue and the area near West Hadley and North Valley Drive, consist mostly of manufactured homes. This mix of industrial and manufactured housing continues south of West Hadley Avenue, beyond the MRA boundary.

South of West Picacho Avenue and east of North Valley Drive is a single-family neighborhood anchored by MacArthur Elementary School. Homes range from low- to medium-density and showcase New Mexico's adobe and southwestern architectural styles. The grid-patterned streets include sidewalks, promoting walkability. However, the active railroad along First Street lacks buffers or fencing, posing health and safety concerns.

West Picacho Avenue, from the railroad tracks to Motel Boulevard, is lined with older commercial and industrial buildings. Some structures front the sidewalk with rear parking, while others are set back with parking in front. There is also a significant number of vacant parcels, offering opportunities for infill development. The corridor's eclectic character is enhanced by local art adorning building facades, especially between 4th and North 5th Streets. Many buildings retain southwestern adobe elements, with newer ones echoing this style.

Beyond North Seventeenth Street, the corridor transitions to mid-century architecture, dominated by motels, inns, auto shops, and parts stores. Notably, scenes from Clint Eastwood's 2018 film *The Mule* were shot here, including at a local mechanic's garage.

The northern portion of the MRA includes residential and agricultural areas. Between North Motel Boulevard and North Valley Drive are two manufactured home parks and a small single-family neighborhood, tucked behind commercial development. East of North Valley Drive and north of West Picacho Avenue is another single-family neighborhood with varied architectural styles, including adobe. Its grid layout and remaining vacant lots offer infill potential, supported by the City's Infill Overlay incentives. Like its southern counterpart, this neighborhood borders the active railroad without protective buffers.



Local architecture and amenities: W Picacho businesses at 4th Street (top); and motel east of Seventeenth Street (bottom).

Zoning

In February 2025, Las Cruces City Council approved a series of zoning changes intended to streamline and simplify local zoning. Changes included increased housing densities, flexibility in building heights and specific encouragement in the designated MRA areas.

Commercial

Much of West Picacho Avenue between the railroad tracks and Motel Boulevard is zoned for medium and high intensity commercial uses (red on the facing map). Medium intensity commercial provides retail services convenient to the adjacent residential neighborhoods, while the high intensity commercial is geared more toward retail for the City and regional markets. Existing land uses range from small retail businesses, offices, and restaurants to mechanic garages, auto sales and self-storage units. These land uses and zoning classifications are consistent with the City's Future Land Use Map, which classifies West Picacho Avenue as a commercial corridor.

Industrial

Moving south from Picacho-abutting commercial, large portions of the MRA are zoned industrial (purple), a zone that continues beyond the southern MRA boundary. This area of the MRA and of Las Cruces in general features a large amount of warehouses, storage facilities, and (sometimes vacant) industrial/commercial structures.

Residential

There are pockets of residential zoning (yellow) both north and south of West Picacho Ave, and these areas are generally characterized by medium-density multi-family buildings and manufactured homes. Residential zoning is the dominant classification east of Valley Drive, where most homes are characterized by lower-density single family.

Agriculture

The northern portion of the MRA is zoned agriculture (light green), now developed into the Field of Dreams recreation complex.

According to the Future Land Use map contained in the City's Comprehensive Plan, the City plans to maintain this general mix of zones in the area, including industrial.



Transportation

Circulation Patterns

Due to the large number of industrial, agricultural, and large parcel uses, as well as the north-south railroad corridor, the MRA has a limited number of roadways that connect into the City's larger street grid. West Picacho and Hadley Avenues represent the main east-west corridors, while Motel Boulevard and Valley Drive are the main north-south corridors. It is notable that McClure and Parker Roads, both north of Picacho Avenue, are the only additional east-west roadways that provide connectivity across the railroad tracks. Tashiro Drive provides limited through-connectivity to residential development west of the MRA.

All seven of these roadways are classified as Principal Arterials or Major Collectors in the City's Comprehensive Plan and the Mesilla Valley Metropolitan Planning Organization's (MPO) *Mobility 2045 Future Thoroughfare Plans*.

Street Name	Functional Classification
W Picacho Avenue	Principal Arterial
S Valley Drive	Principal Arterial
N Motel Boulevard	Minor Arterial
Tashiro Drive	Major Collector
W Hadley Avenue	Major Collector
N Seventeenth Street	Major Collector
McClure Road	Major Collector

West Picacho Avenue

West Picacho Avenue is the primary roadway through the MRA. It is a four-lane principal arterial with a divided median and attached, approximately five-foot sidewalks on both sides. Striped bike lanes abut the curb on both sides of

the roadway from the western City boundary to Valley Drive. East of Valley Drive, the roadway offers on-street parking and bike route designation, but no dedicated cycle facilities. The designated bike route turns north up Valley Drive for two blocks, then continues east (unmarked) on Parker Road.

Pedestrian crossing is limited to crosswalks at major intersections, plus a new pedestrian-activated crossing at 4th Street, the primary north-south connection to MacArthur Elementary School. Distances between intersections can span up to half a mile, prompting many pedestrians to cross at unmarked mid-block locations.

Valley Drive

Valley Drive is a four-lane principal arterial with a center left turn lane. Outside lanes have painted sharrows for bike travel, but no dedicated bicycle infrastructure. Attached sidewalks are present on both sides of the roadway, with marked pedestrian crossings at every 1/4 to 1/3 mile at McClure Road, Tashiro Drive, West Picacho Avenue and Hadley Avenue. There is no on-street parking.

Bicycle Facilities and Trails

Painted bike lanes are present on West Picacho Avenue (as described in the preceding section) and Tashiro Drive. Two north-south trails are also present: the Dona Ana Ditchbank Route at the MRA's eastern boundary and the unnamed ditchbank trail east of Seventeenth Street.

Transit

Roadrunner Transit runs fare-free bus service throughout Las Cruces, with three routes serving the MRA. Route 5 runs east-west along West Picacho Avenue, with a loop down Motel Boulevard / Seventeenth Street / Hadley Avenue. This route runs every 30 minutes and connects with Route 2, providing more frequent service than most other routes in the City, which run every 60 minutes. Route 7 runs north along Valley Drive, and Route 6 runs south along a small segment of Valley Drive, turning around just north of the Picacho intersection.

Prior Planning

The City has authored and adopted a number of recent policies impacting the MRA, including area plans, neighborhood blueprints, transportation plans, metropolitan redevelopment plans and updates to the City's Comprehensive Plan and Development Code. This section provides a brief overview of these plans and the guidance they offer for shaping the future of the MRA.

Realize Las Cruces Development Code (2024)

This updated code modernizes zoning regulations, subdivision rules, and design standards, and introduces character-based zoning districts designed to support context-sensitive development. For the West Picacho area, the Suburban Character Area is particularly appropriate, enabling a balanced mix of residential, retail, office, and industrial uses, while promoting multimodal street design, urban heat mitigation, and green infrastructure.

Elevate Las Cruces Comprehensive Plan (2020)

This plan envisions the MRA as a hub for business park industrial and regional commercial growth and outlines policies to encourage infill, economic development, community identity, and mixed-use development.

Las Cruces Parks and Recreation Master Plan (2019)

This plan emphasizes the City's commitment to enhancing public health, community identity, and environmental sustainability through parks and recreation investments. It notes the changing role of parks, as well as the importance of trails, themes picked up by trail recommendations and the Camunez Park catalyst site in this MRA.

Las Cruces Active Transportation Plan (2018)

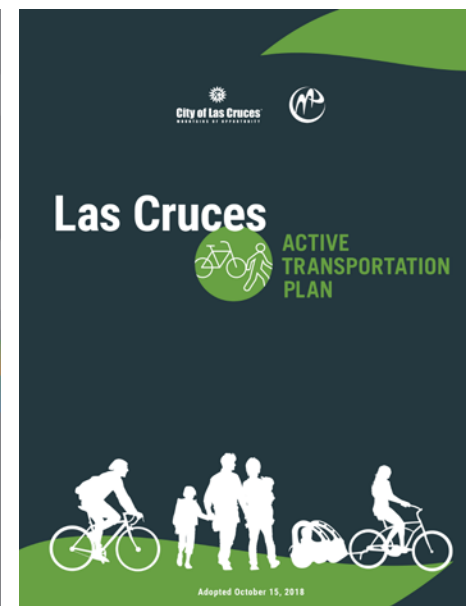
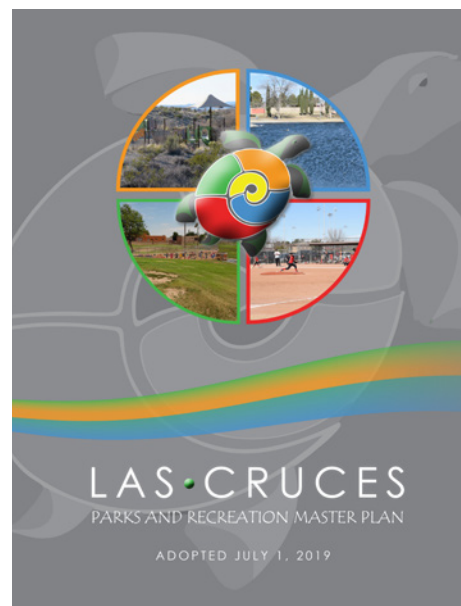
The Active Transportation Plan prioritizes bike and pedestrian infrastructure improvements, including enhanced safety measures and sidepaths on key streets.

Alameda Depot Neighborhood Plan (2009)

Immediately adjacent to the MRA boundary, the area addressed in this plan emphasizes the importance of coordinated planning, historic preservation, and pedestrian-friendly design along West Picacho Avenue.

Infill Policy Plan (1998)

This policy encourages development of vacant and underutilized parcels within the city's core, particularly in areas like the MRA. The policy emphasizes infill as a strategy for promoting physical, social, and economic stabilization, aiming to strengthen the urban fabric and reduce community fragmentation. Specific tools and mechanisms outlined in the policy include guidelines and incentives for developers, streamlined approval processes, and targeted support for redevelopment in designated zones.



03

PUBLIC ENGAGEMENT

CHAPTER 3: PUBLIC ENGAGEMENT CONTENTS

Public Engagement Process

What We Heard

Key Themes



Public Engagement Process

The West Picacho and Motel MRA Plan was developed with a core focus on public engagement, ensuring that the voices and concerns of the residents directly shaped the vision for their community. This plan was created by and for the residents of West Picacho. The process was designed to foster an inclusive, transparent approach through three active feedback loops, emphasizing transparency and inclusion through three engagement phases:

1. **Visioning:** Residents shared their ideas, concerns, and hopes.
2. **Plan Development:** Community input directly shaped the draft plan.
3. **Celebration:** The final plan was presented as a shared roadmap for revitalization.

The public engagement process for the West Picacho and Motel MRA Plan provided valuable insights into the community's needs, hopes, and aspirations. By centering the plan around the voices of residents, business owners, and community advocates, the plan reflects a shared vision for a vibrant, safe, and inclusive West Picacho that honors its history while embracing a future of growth and revitalization. The active participation throughout all phases of engagement has resulted in a plan that is truly shaped by the people it is meant to serve.

Engagement Groups

The engagement process involved diverse stakeholders, each contributing unique perspectives to the development of the plan:



MRA Technical Working Group

This multi-departmental steering committee, established by the City of Las Cruces, focused on a comprehensive redevelopment approach that included infrastructure, housing, amenities, and public engagement. The group worked to ensure that the MRA plan addressed key community needs, challenges, and opportunities.



Ambassador Committee

Comprised of community-based organizations and advocates who support the West Picacho neighborhood, the committee provided grassroots perspectives on the area's history, challenges, and future opportunities. The committee also played a vital role in raising awareness and encouraging participation in public engagement events.



Public

Residents, business owners, and operators from within the study area were invited to participate in various engagement activities, including public meetings and surveys. Their input was critical in identifying key issues and priorities for the redevelopment of West Picacho.



Staff Interviews

City staff and local leaders participated in interviews to provide insights into the technical and operational aspects of redevelopment, helping to align the plan with existing resources, policies, and future city goals.

Engagement Methods

To ensure a diverse and inclusive engagement process, a variety of methods were used to connect with community members, stakeholders, and organizations. These methods were designed to meet people where they are and encourage active participation.



Small Group Meetings

These targeted conversations involved participants already engaged in the study area and were selected for their subject matter knowledge or existing involvement in community initiatives. This included the Technical Working Group, Ambassador Committees, Focus Groups and Working Groups.



Public Meetings

Open to all, these meetings provided updates on the planning process and invited feedback from the broader community.



Committees

Advisory and technical committees helped guide the project's direction, offering insight, reviewing materials, and ensuring alignment with local goals.



Pop-ups

Informal, on-the-ground engagement at community events, parks, and gathering places offered opportunities to gather quick input from residents in a casual setting.



Community open house.



Youth engagement.

What We Heard

Public meetings and workshops featured a variety of interactive and creative activities designed to actively engage community members and capture valuable feedback.

One Word

Residents were invited to respond to four prompts with just one word. Each prompt encouraged them to reflect on their impressions, aspirations, and personal experiences in West Picacho. Some of the most common responses (below) offer insight into how residents perceive their community today and their hopes for the future.

How West Picacho Feels Today

Common themes:

- Neglected, Disconnected—Described as forgotten or faded
- Undervalued—"Just a place to drive through"
- Hopeful—A few saw "potential" and opportunities

What West Picacho Needs More Of

Key priorities:

- Safety—Lighting, patrols, traffic calming
- Vibrancy—Local restaurants, small businesses, walkability
- Livability—Housing options and green space

How West Picacho Should Feel

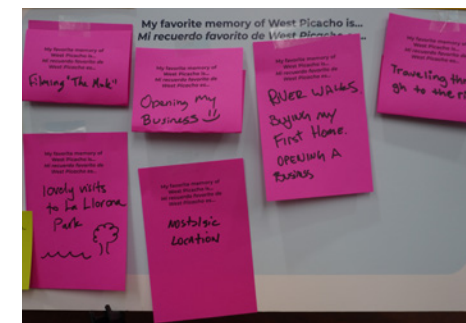
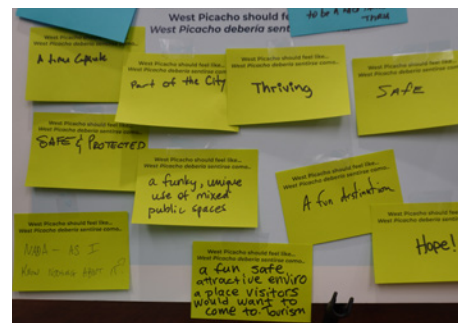
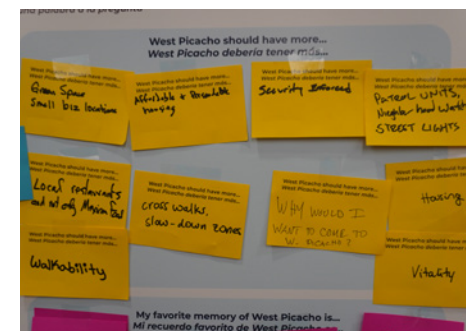
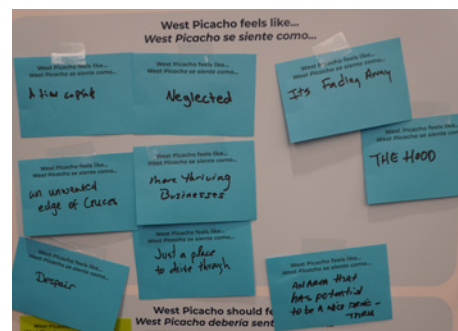
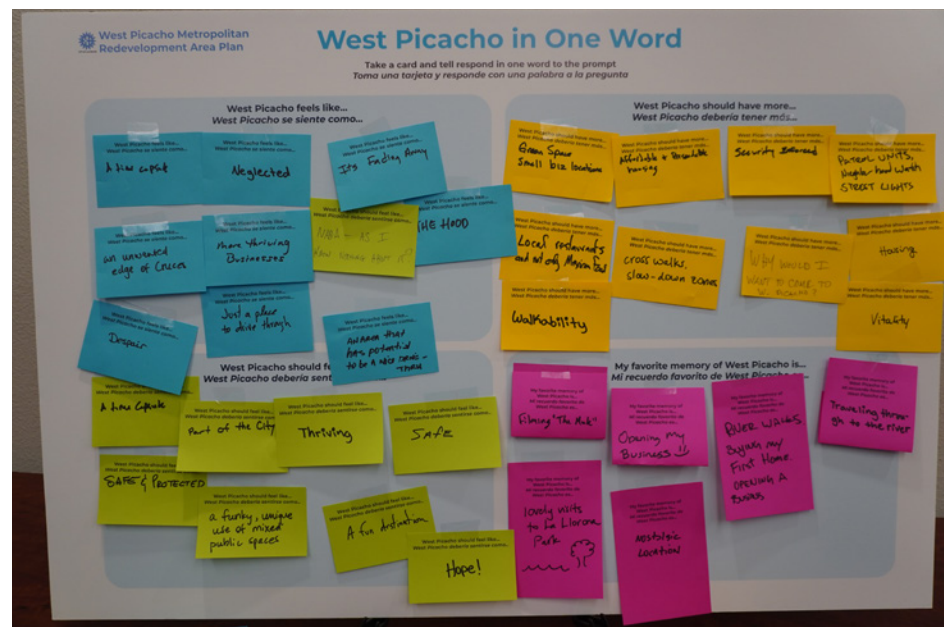
Vision elements:

- Welcoming, Safe—A secure, family-friendly area
- Creative, Unique—A "funky," vibrant destination
- Connected—Seen as part of Las Cruces, not separate from it

Favorite Memories of West Picacho

Meaningful reflections:

- Life Milestones—Opening businesses, buying homes
- Nature, Community—River walks, La Llorona Park
- History, Culture—Nostalgia and local identity



Written impressions of the neighborhood from the community open house.

Funding Priority

One of the key facilitation activities invited attendees to provide input on how funding should be prioritized in the area. The activity presented eight categories: Expand housing options; Improve property conditions; Support small and local businesses; Beautify streets and local businesses; Beautify streets and sidewalks; Address safety and crime; Enhance public spaces and parks; Address homelessness; and Expand cultural and entertainment options.

Participants were asked to rank these categories based on what they felt was most important to the community. The top five priorities were:

1. Support small and local businesses
2. Improve property conditions
3. Address safety and crime
4. Beautify streets and sidewalks
5. Address homelessness

Visual Preference Survey

As part of the public meeting, attendees participated in a visual preference survey. Each participant received three green dots to indicate what they would like to see more of in the West Picacho area, and three red dots to indicate what they would like to see less of or felt was not compatible with the community's vision.

The display images presented included a range of options related to housing, recreation, public spaces, and amenities.

Top "More of" Preferences (Green Dots):

Safe Pedestrian Crossings

Commercial & Retail Spaces

Improved Lighting & Shaded Areas

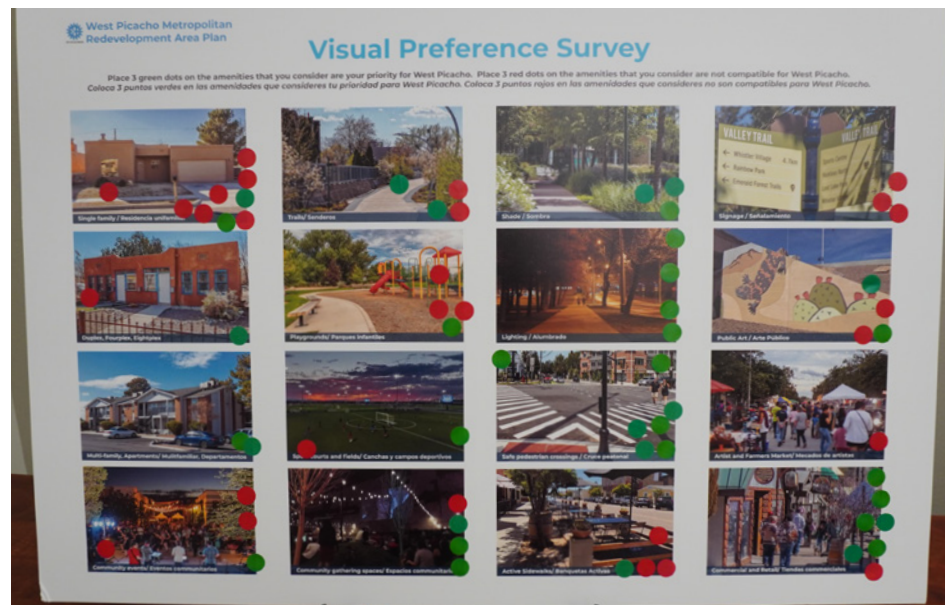
Top "Less Of" Preferences (Red Dots):

Single-Family Detached Housing

These results highlight a community desire for a more walkable, vibrant, and amenity-rich corridor, with a shift away from low-density residential development.



Funding priority jars asked participants to 'spend' coins on the items they felt were most important to them.



The visual preference survey asked participants to mark elements they liked (green dots) and did not like (red dots).

Map It

A large map of the West Picacho and Motel MRA boundary was displayed at the public meeting, allowing attendees to provide place-based feedback and identify key focus areas. Participants used markers and notes to highlight opportunities and needs across the study area.



Mobility and Infrastructure

Attendees emphasized the need for safe pedestrian crossings, particularly at key corridors including:

- West Picacho Avenue
- Motel Boulevard
- Valley Drive



Commercial and Retail Opportunities

Participants identified several priority nodes for increased commercial and retail activity:

- Intersection of Motel Boulevard and West Picacho Avenue
- Seventeenth Street and West Picacho Avenue
- Intersection of Valley Drive and West Picacho Avenue

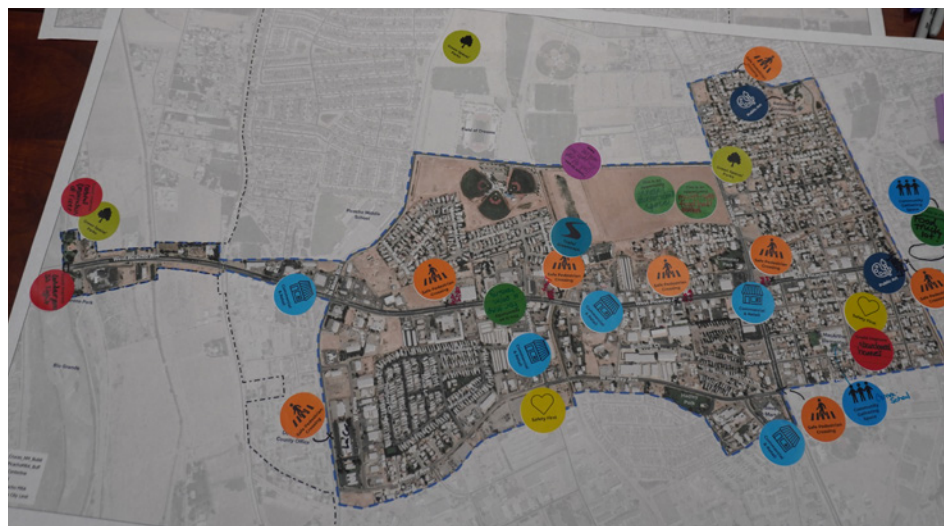


Big Ideas:

Attendees also shared bold, transformative ideas for redevelopment, including:

- Converting existing motels into temporary or permanent housing
- Activating the vacant parcel on Tashiro Drive as a recreation or multi-use space, potentially including:
 - » Housing
 - » Restaurants
 - » A food hall
 - » Amenities to support users of nearby sports facilities before and after games

These ideas reflect a community interest in revitalizing underutilized properties, enhancing mobility, and creating vibrant mixed-use spaces.



(Left and right) The community left notes on geographic-specific items they want to preserve and fix.

Six Word Story

As a creative exercise, attendees were invited to describe their vision for the future of West Picacho using just six words. These short statements offered powerful insights into the community's hopes, priorities, and values for the area's redevelopment.

Common themes that emerged from the six-word stories included:

-  A desire for safety and pedestrian-friendly streets.
-  The importance of community, family, and belonging.
-  A vision for economic activity, thriving parks, and schools.

-  Support for transformation and new beginnings, especially for vulnerable populations.
-  The aspiration for a vibrant, welcoming, and inclusive neighborhood.

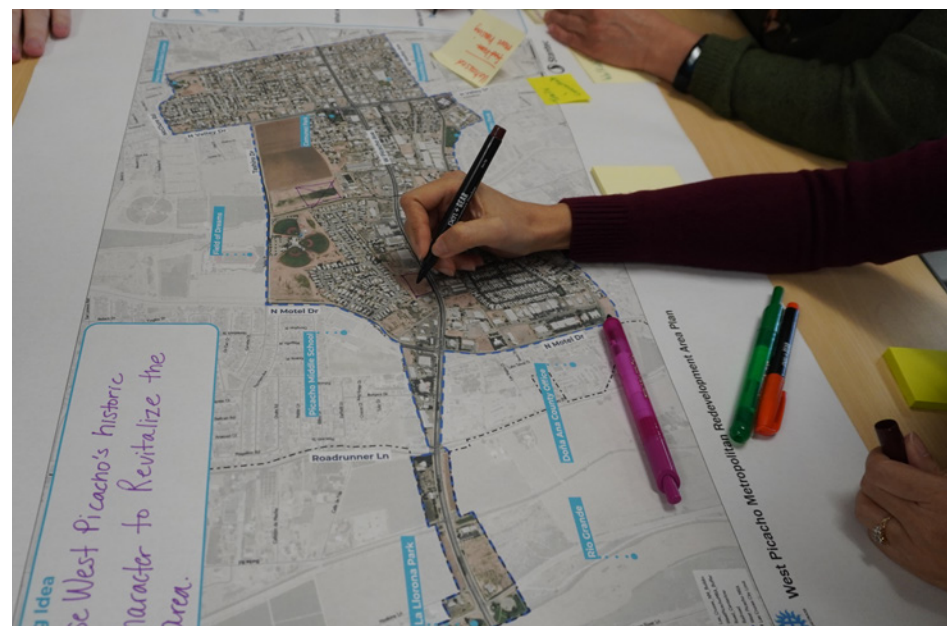
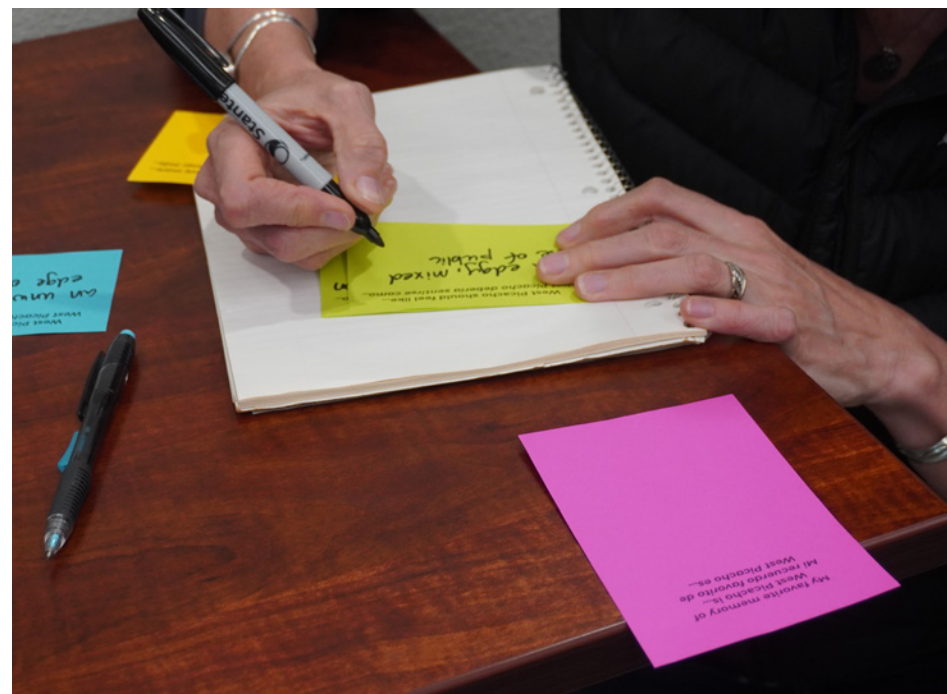
Big Ideas

Bold suggestions from the community included converting existing motels into housing and creating a vibrant multi-use space on Tashiro Drive, which could include housing, restaurants, and amenities to support nearby sports facilities.

Members of the Ambassador and Technical Committees identified ideas and themes such as:

- Celebrating the area's historic character
- Improving walkability and connectivity
- Repurposing motels into housing
- Supporting small businesses with pop-ups and retail
- Converting city land (e.g. Tashiro Drive) into parks or mixed-use spaces
- Developing youth-oriented and community-serving facilities
- Encouraging multifamily housing on vacant lots
- Promoting a walkable commercial corridor and centralized lifestyle amenities

This input outlines a comprehensive, inclusive, and community-rooted vision for the area's future.



Six Word Stories (above) showcased participants views of the area. Big Idea Maps (below) recorded community aspirations.

Survey

Total respondents: 703

The West Picacho and Motel MRA Community Survey gathered insights from 703 respondents, primarily those who live or work near the study area. The majority of participants rely on driving (98%) for transportation, while walking, biking, and transit use remain minimal. When it comes to housing, respondents identified affordable housing (28.69%) and multi-family options (18.36%) as key priorities, though single-family homes (25.39%) also received notable support. Most residents (54.65%) believe that the area should strike a balance between resident needs and visitor attraction, while 34.19% prioritize residents over economic tourism.

Access to essential businesses and services emerged as a concern, with nearly 60% of respondents frequently traveling outside the area for shopping and amenities. The most needed businesses include grocery stores (61.02%), restaurants (51.21%), and retail stores (31.29%), alongside medical services, entertainment, and coffee shops. To improve engagement in the area, residents highlighted safety and security (63.38%) as the top priority, followed by enhanced public spaces (34.85%) and more diverse amenities (16.88%). Similarly, quality of life improvements such as affordable housing, small business support, and workforce training were widely endorsed.

When asked about community investments, respondents emphasized the need for parks, trails, and recreation (52.63%), economic incentives to attract businesses (50.78%), and infrastructure improvements (46.51%), alongside art, beautification, and affordable housing development. However, concerns about redevelopment remain significant, with 62.16% worried about affordability and displacement, followed by fears of losing neighborhood character (29.58%) and increased traffic congestion (24.92%).

Demographically, the largest respondent group was 65+ (27.53%), with a strong representation from those aged 55–64 (25.39%) and 35–44 (18.12%). Additionally, nearly 28% have lived or worked in the area for over 20 years, indicating a deeply rooted community. Overall, the survey underscores the community's desire for thoughtful, balanced growth that prioritizes affordability, public safety, infrastructure, and local business development while preserving the area's character.

Key priorities include safety, affordable housing, infrastructure improvements, and increasing local business offerings. Concerns center around gentrification, displacement, and traffic congestion.

Key findings include:

Mobility & Access



Driving dominates (98%), with limited walking, biking, or transit



60% leave the area for shopping and services

Housing Needs



Affordable housing



Single-family homes



Multi-family housing

Community Priorities

1

Grocery stores

2

Restaurants

3

Retail, Healthcare, and Entertainment

Top Amenities Needed

Quality-of-Life Improvements



Safety & Inclusion



Safety and security is the #1 engagement priority (63%)



Residents want more public spaces and a broader mix of amenities

Concerns About Redevelopment



Affordability and displacement (62%) lead concerns



Loss of neighborhood character (30%) concerns



Traffic (25%) concerns

Key Themes

Public Engagement

The public engagement process highlighted several important themes for the future of the West Picacho and Motel MRA:



Revitalization & Safety

Residents expressed a strong desire for a safer, cleaner, and more vibrant neighborhood, emphasizing the need for improved infrastructure and safety measures, such as patrol units and better lighting.



Community Identity & History

There was a shared vision for West Picacho Avenue as a historically significant, welcoming gateway to Las Cruces, with a focus on preserving the area's character while embracing revitalization.



Economic Development & Local Business Support

The community highlighted the importance of supporting small businesses and creating a thriving, mixed-use corridor that attracts residents and visitors alike.



Equity & Inclusion

The desire for affordable housing, pedestrian-friendly streets, and spaces that are accessible to all residents was a recurring theme, alongside concerns about displacement and maintaining the neighborhood's identity.



Environmental & Aesthetic Improvements

Many participants expressed a desire for green spaces, enhanced public parks, and beautification efforts, alongside a preference for mixed-use developments over single-family housing.





04

MARKET STUDY



CHAPTER 4: MARKET STUDY CONTENTS

Market Drivers and Opportunities

Market Segments

Market Drivers and Opportunities

The West Picacho area presents a diverse mix of residential housing, retail establishments, hospitality services, and industrial uses. However, this distribution is uneven, with industrial development dominating the landscape and constraining the area's broader economic potential. Despite this, the West Picacho area holds significant opportunities to strengthen its role as a key economic driver for the City of Las Cruces. This chapter explores the existing economic characteristics of the MRA study area in detail and identifies potential opportunities for revitalization and growth.

Socioeconomic Characteristics

Unemployment in the Las Cruces region is slightly higher (7%) than the national average; however, the City is closely aligned with the state average of 6%. The West Picacho area has an unemployment rate of 18%, nearly 2.5 times the metro average of 6% as of 2022. Despite this, workforce participation for the study area (58%) remains consistent with the rest of Las Cruces (59%) and New Mexico (58%). The area's job market is dominated by industrial uses (warehousing, auto repair shops, and construction yards) with some retail, public administration, and budget hotels and motels along West Picacho Avenue. Picacho Middle School is a key employer for those in the area.

Economic Drivers

Las Cruces' Growth Domestic Product (GDP) growth is driven by both higher end professional services and medical services, with a fast-growing retail segment. Manufacturing, on the other hand, witnessed several years of decline before recently rebounding in the post-COVID era with the support of industries such as defense and aeronautics. Continued investment from these sectors may further strengthen manufacturing recovery.

The professional, scientific, and technical services sector, which includes many workers in the public sector and aeronautics, is still the largest group in the workforce for the City and earns solid upper-middle-class wages. However, the number of workers in this field has dropped by almost 15% between 2019 and 2024. Meanwhile, jobs in company management have grown rapidly, fueled by the growth of healthcare technology companies like Electronic Caregiver and aerospace leaders like Virgin Galactic.

Retail services in the region are experiencing steady growth, accompanied by strong wage increases. The Las Cruces area has an above-average concentration of retailers, underscoring the strength of this sector. Although

high demand for labor has driven wages upward, overall pay in retail positions remains relatively low, with exceptions in higher-paying fields like wholesaling and administrative roles.

Healthcare is another key driver of the local economy, continuing to expand as Las Cruces grows in popularity as a retirement destination. The West Picacho neighborhood has seen a notable increase in healthcare jobs since 2000, far outpacing growth in other employment sectors.

Public sector jobs, particularly in the federal sector, are a cornerstone of the region's economy. Major employers like the White Sands Missile Range and NASA drive growth, provide high-quality jobs in research, science, and engineering. Together, White Sands and NASA employ over 5,800 workers, making them the largest contributors to the region's economic expansion.

In addition to federal jobs, New Mexico State University serves as another key economic driver, fostering demand for a wide range of supporting services and industries. These institutions collectively create a strong foundation for sustained economic growth in the area.

Growth is also strong in lower wage service sector jobs. In terms of residents that live in the community, residents work in a diverse array of sectors, although most lean towards more middle-income occupations.

Market Opportunities

In reviewing where the residents of the West Picacho area work, it was found that the majority (2,598 residents) work elsewhere while only 391 residents live and work in the area. The market study conducted found that as the employment base doubles, the number who work and live in the area has remained relatively consistent.

Residents who commute from their homes in West Picacho to jobs outside of the neighborhood are employed elsewhere in the City of Las Cruces and Dona Ana County (346 commuters); some residents even commute as far as Albuquerque for employment (120 commuters). Conversely, many individuals commuting into the West Picacho area come from surrounding communities, with the largest group arriving from elsewhere within the City of Las Cruces (3,410 commuters), followed by Dona Ana County (1,179 commuters).

These findings indicate that there are opportunities for local residents of West Picacho to fill local jobs. However, realizing this opportunity will require a shift in hiring practices, with employers actively prioritizing local talent.

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Market Segments

Industrial

Industrial activity remains concentrated in the industrial park south of the West Picacho area, hosting a diverse range of users. Common industries include auto repair, distribution, warehousing, and storage. Vacancy rates are low in both the study area and the broader metro region, reflecting strong demand for new industrial development. While there is some competition from industrial parks northeast of the City along Route 25, the West Picacho-adjacent park remains highly competitive, attracting recent investments in distribution and warehousing.

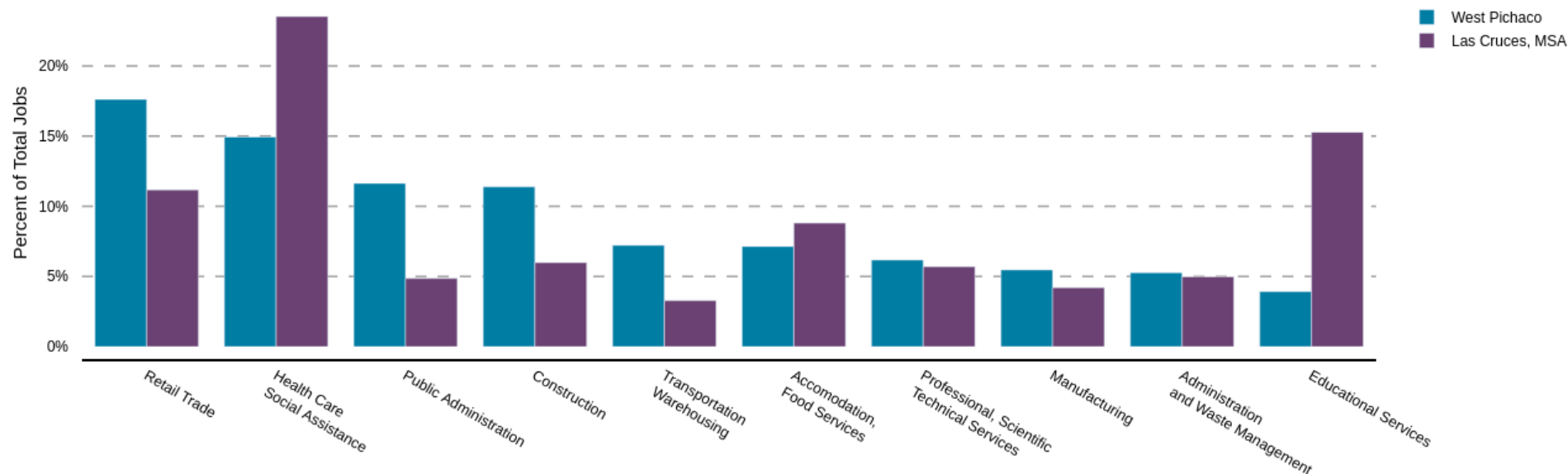
The study area features a mix of auto repair, auto-focused retail, self-storage, and general industrial uses, with many businesses reflecting the area's historic ties to the auto and motel industries. This diverse industrial base also includes recycling, light manufacturing, and agricultural processing, which are typical for metro areas. Notably, recent development highlights include a regional Amazon distribution center.

Office

While the West Picacho corridor contains approximately 120,000 square feet of office space, it is not considered a strong office market. Since 2007, only about 1,000 square feet, or 0.8% of existing office space has been added, and that space was originally developed for a bank that has since vacated. Given capital availability and high perceived market risk, office development is unlikely to drive reinvestment in this area. Without a build-to-spec project backed by a committed tenant, speculative office is unlikely to serve as a major anchor.

Overall, the office market within the corridor serves medical, banking, and back-office locations, often at a discount to the metro. Vacancy rates jumped at the tail end of the 2010s, but the market has since recovered. Medical and general office vacancy rates are low, both in the submarket and in the broader region, bucking the overall trend towards higher office vacancy rates. Rent remains discounted.

Industry Employment Comparison: West Picacho to Las Cruces, MSA



MRA employment contains a higher proportion of retail, public administration, construction and warehousing jobs than the broader City.

Retail

Retail along the West Picacho corridor maintains a historical legacy with Route 66. Road-based tourism drove initial investment into kitschy diners, motels, gas-station and auto-repair. Although interstate diversion dampened road traffic, recent housing development in subdivisions west of the study area have led to increased overall traffic. The study area now serves as a key corridor, connecting western suburbs and nearby housing development to employment centers located in the eastern and northeastern parts of town.

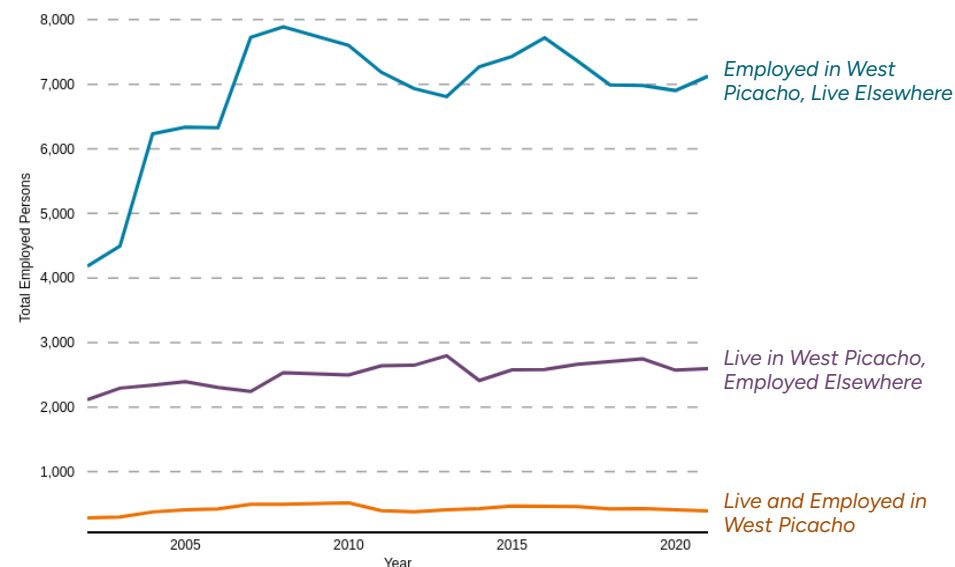
Retail absorption has had some ups and downs, in particular in the past six to seven years. Strength at the tail end of the 2000s and into the 2010s drove new development, with the study area adding more than 40,000 square feet of space. New retail demand corresponded with growth to the west, with the corridor emerging as a key corridor connecting the western part of Las Cruces metro to major employment sectors. Vacancies increased during COVID-19, but also rebounded thereafter. No new square footage has been added since 2012.

Vacancy rates city-wide have hovered around 3–5%. The retail real estate market has been on hold since the ramp up of e-commerce business models—models which made retail investment a riskier proposition. However, as e-commerce stabilizes, low vacancy rates across the board signify stabilization in the market, and recently new development has started to occur. In the study area, demand has not been strong enough to induce new development on existing vacant land despite low vacancy rates of existing retail properties.

Housing

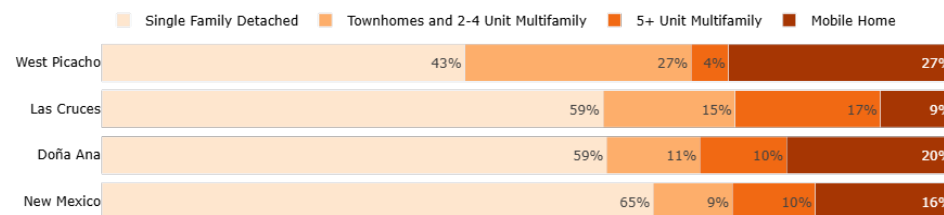
The City of Las Cruces offers a variety of housing options, with notable differences across neighborhoods. The West Picacho area stands out for its diversity, featuring a higher proportion of mobile homes and fewer single-family homes compared to the rest of the City, along with a smaller share of multi-family units due to limited new development during the most recent housing cycle. Despite strong demand, the pace of new development remains slow, though vacant lots within single-family neighborhoods present excellent opportunities for infill development. A recent Housing Market Study highlighted that GDP growth drives household and population expansion, increasing housing demand. After robust economic growth in the early 2000s and a slowdown during the Great Recession, Las Cruces has experienced a

Commuting Patterns Over Time in West Picacho



A small proportion of residents live and work in the MRA.

Housing Unit By Type



Source: ACS, 5-year estimate, 2022

The MRA has a larger diversity of housing types than the City as a whole.

resurgence in economic activity since 2018, fueling population growth and a rising need for housing.

When comparing development and the age of the housing stock in the West Picacho area to the rest of the City, the West Picacho area housing stock shows a greater proportion of older units than the broader city. Newer multi-family is being developed in the northeast portion of the City and downtown, whereas more affordable single-family options built in the 2000–2008 wave are closer to the corridor.

A major area of focus for the City of Las Cruces for the West Picacho and Motel MRA is to increase the housing stock in the area in addition to expanding the availability of affordable housing. Adding a greater mix of affordable housing types can make it more attractive for first-time homebuyers and younger households. It may also attract a higher proportion of college students than other neighborhoods in the City. In the West Picacho area, it was found that higher proportion of people live alone or live in households with other family types (typically single-parent households). This further suggests that the MRA may be attractive as a starter neighborhood.

The City of Las Cruces has access to various housing programs, funding sources, and plans that could be leveraged to increase affordable housing within the West Picacho and Motel MRA. These include the HOME Investment Partnership Program, Veterans Assistance Supportive Housing Program, and Housing for the Homeless Program. Each program offers different levels of funding and targets specific populations.

For example, the HOME Investment Partnership Program supports a wide range of activities to advance the City’s housing goals. Funds can be used to incentivize new home construction, support homebuyers, and provide direct rental assistance to low-income individuals and families. Additionally, programs like Tenant-Based Rental Assistance (TBRA) are designed to address homelessness by providing essential housing and support services.

These programs enable partnerships between the City, property owners, and non-profit organizations to help individuals transition from shelters to stable, affordable housing. Such initiatives could play a pivotal role in the redevelopment or adaptive reuse of older motels along West Picacho Avenue, further contributing to the area’s revitalization and meeting critical housing needs.

The City of Las Cruces should actively seek partnerships to encourage new development, redevelopment, infill, and adaptive reuse projects in the West Picacho area. Organizations like the Mesilla Valley Public Housing Authority and Mesilla Valley Community of Hope, which focus on assisting homeless populations, can be valuable partners for motel owners in the area. By collaborating, these non-profits, the City, and property owners can develop plans to repurpose motels into transitional housing and secure funding for such projects.

Other potential partners include the New Mexico Mortgage Finance Authority, Tierra Del Sol Housing Corporation, and Mesilla Valley Habitat for Humanity. These groups can help incentivize development by providing funding or assisting developers in accessing resources through their connections with state and federal housing agencies. For example, Tierra Del Sol Housing Corporation specializes in affordable housing, supportive housing for the elderly and disabled, and self-help housing. Partnering with them on a catalytic project within the MRA could spur interest from other developers, both residential and commercial, encouraging further investment in the area.

By leveraging these partnerships, the City can advance its goals for revitalizing West Picacho while addressing critical housing needs. The West Picacho area is an area that has great potential in the residential housing market. Not only does it have areas around it that are gradually being developed for single-family homes, but the MRA itself has a number of vacant and underutilized lots that can be turned into homes as well as the potential adaptive reuse of motels into affordable housing units. As more homes are built and occupied, there is a higher chance that this will trigger a resurgence in job creation and stimulate the growth of commercial, retail, and professional services in the area.

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05

RECOMMENDATIONS

CHAPTER 5: RECOMMENDATIONS CONTENTS:

Vision and Priorities

Strategic Recommendations

Catalyst Sites

Vision and Recommendations

Chapter 5 turns community priorities into a clear direction for the West Picacho and Motel MRA. It draws on public workshops and surveys, Ambassador and Technical Committee meetings, staff interviews, youth input, and the technical analyses in this plan (mobility, housing, market, and infrastructure). The intent is practical: establish what the community wants to achieve and how improvements can build on one another over time. The vision statement below expresses that direction in plain terms and sets the bar for the strategies that follow.

As part of this vision, the City affirms its commitment to full compliance with the Americans with Disabilities Act (ADA) and to advancing accessibility across all aspects of the plan. This includes ensuring that physical improvements—such as sidewalks, crossings, and public spaces—as well as programmatic elements like housing, mobility, and community engagement, are designed to be inclusive and usable by people of all abilities. Accessibility is not a separate goal but a core principle that informs every recommendation and implementation strategy in this plan.

Priorities

Priorities and strategic recommendations translate the vision into focused actions the City and its partners can take now and scale over time. Recommendations are organized into the six priority areas below; each element begins with a short purpose statement and is followed by key strategic actions. Quick-build steps (e.g., lighting, crossings, activation of vacant parcels) are paired with longer-term capital and policy changes to ensure both long- and

short-term results. Partners and potential funding tools for each recommended action can be found in Chapter 6: Implementation.

The section also references three catalyst areas—Tashiro Multi-Use Hub, Camunez Park, and the Blue Apartments (motel conversion)—to show how site-specific projects can advance multiple strategies at once and serve as models for other blocks in the MRA.

Priority 1: Safety and Security

Establish a safe and secure environment for residents and business owner

Priority 2: Mobility

Increase connectivity and access within the MRA and to the broader community and region

Priority 3: Economic and Workforce Development

Support the growth of and access to local businesses and business opportunities

Priority 4: Housing

Establish a clear path to increasing housing options, emphasizing the inclusion of affordable units in diverse housing formats

Priority 5: Beautification

Focus on the beautification of the corridor and establish Picacho Avenue as a key gateway to downtown

Priority 6: Community Character

Recognize, support, and integrate cultural identity and preservation into future development opportunities in the MRA

West Picacho and motel MRA Vision

“West Picacho is a vibrant, inclusive, and welcoming gateway to Las Cruces—rooted in its cultural heritage, revitalized through community-driven investment, and thriving as a safe, walkable corridor that connects people, supports local businesses, and enhances quality of life for all.”

Priority 1: Safety and Security

Establish a Safe and Secure Environment for Residents and Business Owners



Physical design elements like regular street trees can create visual friction and promote traffic calming.

This strategy establishes a coordinated safety platform that pairs increased law enforcement with environmental design with visible stewardship so the corridor feels protected, cared for, and open for everyday life. Early actions should focus on locations identified by residents and incident data, address lighting and speeding, and expand community presence around vacant sites. Implementation should combine quick-build fixes and long-term capital improvements coordinated by a cross-department team. Potential funding includes Community Development Block Grant (CDBG) for small-scale improvements and outreach, Edward Byrne Memorial Justice Assistance Grant (JAG) for enforcement technology, and local Capital Improvement Program allocations for permanent work.

Strategy 1.1: Increase Lighting and Smart Infrastructure

The City should identify opportunities for modern, energy-efficient lighting at intersections, mid-block crossings, bus stops, alleys, and trailheads to improve visibility after dark and deter crime. Where appropriate, incorporation of smart poles and community-monitored cameras—introduced with clear privacy and data policies—can further advance this effort. Implementation should start with a lighting audit, move to a quick-build rollout at hot spots, and culminate in permanent upgrades integrated with streetscape projects. Utility incentives can offset fixture costs, the Capital Improvement Program and Community Development Block Grant (CDBG) can fund priority segments, and Safe

Streets for All (SS4A) can support safety-critical locations. Additional lighting recommendations specific to West Picacho Avenue are noted in Strategy 2.4.

Key Action

- Identify locations and required infrastructure for funding (primarily public realm; rights-of-way, parks)

Strategy 1.2: Increase Police Visibility and Enforcement Along West Picacho Avenue

The Las Cruces Police Department (LCPD) should work with the community to increase their visibility and activities along West Picacho Avenue, particularly the portion between the Rio Grande River and Valley Drive.

Key Actions

- Increase regular, ongoing enforcement of safety-related infractions along the corridor, specifically speeding
- Increase regular, ongoing enforcement of security-related infractions along the corridor, including drug activity and solicitation

Strategy 1.3: Integrate CPTED Principles in Policies and Regulations

Crime Prevention Through Environmental Design (CPTED) principles should be embedded into development review and capital projects so that both private and public investment promote safety by design. A brief CPTED guide can help communicate development requirements, and staff can evaluate public spaces for safety elements, such as pocket parks and bus stops for clear sight lines. Adoption of CPTED checklists in pre-application meetings and façade grants will help make security an integral component of every project.

Key Action

- Develop formal policies and regulations to allow the consistent application of CPTED principles, including timely code enforcement responses

Strategy 1.4: Expand Safety-Related Community Programs and Partnerships

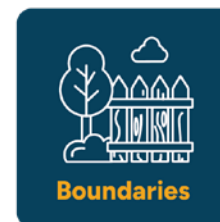
Safety programs build local trust by expanding community policing, establishing a corridor Neighborhood Watch, and partnering with schools and nonprofits on youth mentoring and after-school activities. The approach should evaluate which programs will work best for the local community, potentially including foot and bike patrols at peak times, 'safe haven' businesses, and regular problem-solving walks with residents. The Henry Benavidez Community Center is located in the northeastern portion of the MRA and could play an anchor role in programs of this type.

Key Actions

- Develop a neighborhood safety action plan with key actions to address community and business concerns
- Host bike rodeos and bike safety outreach
- Create a citywide business watch program
- Create slow zones around schools

Crime Prevention Through Environmental Design (CPTED) promotes a multi-prong approach to safety, including:

- **Sight Lines**—transparency and unblocked visibility so that people notice what happens outdoors
- **Boundaries**—fences, planting and other site elements that let people know what is public and what is private space
- **Activity**—extended hours of people being out and about socializing, doing errands, moving from place to place
- **Maintenance**—making a place look clearly well-cared for



Priority 2: Mobility

Increase Connectivity and Access within the MRA and to the Broader Community and Region



Mobility for all modes—people walking, biking, taking transit, driving—ties the community together.

This strategy seeks to reframe West Picacho from a pass-through highway into a connected main street and to ensure that the MRA as a whole is a place where people can walk, bike, take transit, and reach daily needs safely. Recommended actions include adopting corridor-specific design standards, closing gaps in sidewalks and bikeways, and pairing quick-build treatments with long-term reconstruction. These actions should specifically seek to advance the overarching recommendations and specific priorities identified in the City's 2019 *Active Transportation Plan*. Funding can blend Safe Streets for All (SS4A) for systemic safety projects, Transportation Alternatives Program (TAP) for active transportation, and Rebuilding American Infrastructure with Sustainability and Equity (RAISE) or Reconnecting Communities & Neighborhoods for complex multimodal nodes.

Strategy 2.1: Establish Policies that Promote Safe and Complete Pedestrian and Bike Networks within the MRA and to the Broader Community

The City should adopt corridor standards that set lower design speeds, widen sidewalks, require shade, and formalize safe bike facilities appropriate to a mixed-use main street. Standards will apply to both capital projects and private frontage improvements so each reinvestment incrementally completes the network. This policy has minimal direct cost and can be paired with future capital budgets and developer contributions.

Key Actions

- Support implementation of the proposed bicycle and pedestrian improvements identified in the Active Transportation Plan (ATP)
 - » **West Picacho Boulevard**—ATP identifies as location for more study; allocate funding to identify appropriate facility type; an urbanized sidepath or sidepath/sidewalk hybrid on one side should be evaluated
 - » **Motel Blvd, Valley Drive**—ATP identifies as location for trail/sidepath; Valley Dr is identified as a Top 10 Priority Capital Bikeway Project
 - » **Parker Rd, Second Street**—ATP identifies as location for bike boulevard/shared road marking
 - » ATP recommends a standard sidewalk width of at least 6 feet wide, with sidewalk buffer of at least 6 feet wide
- Dedicate funding, leverage development and pursue grant funding to implement key segments of the plan

Strategy 2.2: Install Traffic Calming and Crosswalk Improvements

Traffic calming should seek context-specific enhancements, using elements appropriate to the roadway type and neighborhood fabric. Short-term priority should be placed on West Picacho Ave, a high crash corridor for both cyclists and pedestrians, and Valley Dr, a high crash corridor for pedestrians (both per the ATP). Quick-build materials will test and refine geometry before permanent construction. Short-term delivery can leverage Safe Streets for All (SS4A) planning or implementation funds, while permanent work can be included in capital schedules and eligible segments can seek Transportation Alternatives Program (TAP) funding.

Key Actions

- Identify an appropriate location for a new crossing of West Picacho Avenue; not noted in ATP but mentioned by community as a need
- Evaluate the potential for a pedestrian crossing at the intersection of Valley Drive and Parker Road; new signal would be consistent with ATP's designation of Parker as a Bike Boulevard/Shared Marking route
- Monitor traffic volumes and speed on Tashiro Drive to determine the (future) need for upgrades to the two, existing mid-block crossings; these crossings are marked but unsignalized; increase in either vehicular or pedestrian volumes may warrant the introduction of a pedestrian-activated signal such as a Rectangular Rapid Flashing Beacon (RRFB) or High Intensity Activated Crosswalk (HAWK) signal



West Picacho's nearly 3/4 mile between signalized intersections tempts pedestrians to cross at irregular locations.

Strategy 2.3: Expand Multimodal Options

The City should evaluate multimodal and shared mobility options that broaden the neighborhood's access to options beyond privately owned vehicles and traditional transit. The City's EV carshare pilot, launched Fall 2025, is an example; additional examples could include bikeshare (e-bikes or traditional); scooter share, and expansion of South Central Regional Transit District (SCRTD's) vanpool programs.

Key Actions

- Evaluate and potentially expand EV carshare program
- Seek partners / prepare RFP for micromobility programs (bikeshare, scootershare)
- Prepare micromobility standards in advance of launch.
- Coordinate with regional agencies to evaluate and potential expand vanpool options

Strategy 2.4: Enhance Pedestrian and Bicycle Infrastructure

Pedestrian and bicycle enhancements should focus on closing sidewalk gaps, adding safe bike facilities on key segments, and enhancing connections to trailheads, schools, parks, and retail nodes. Comfort features such as street trees/shade, seating, water access, and lighting will be prioritized to support all ages and abilities. Projects in flood zones should include curb cuts that allow for green infrastructure.

Key Actions

- Perform a sidewalk gap analysis to identify missing segments and to guide the development of a complete network
- Prioritize closure of sidewalk gaps on significant through-streets, specifically streets that cross the railroad tracks and provide connections to the larger city
 - » **Parker Road:** add sidewalk on the south side to stress this corridor as a pedestrian route; existing sidewalk is present only on north side
 - » **Hadley Avenue:** close existing sidewalk gaps; require additional streetscape enhancements as abutting properties redevelop; consolidate and appropriately size curb cuts / driveways to minimize pedestrian conflicts with vehicles

- Strengthen bike designation/facilities along West Picacho Avenue
 - » Consider the removal of on-street parking east of Valley Drive
 - » Evaluate the feasibility of a sidepath along the length of Picacho Avenue

Strategy 2.5: Work with NMDOT and FHWA to Align West Picacho Avenue with City Design Standards

West Picacho Avenue currently serves as both a federal and state highway and must meet the design standards and approval processes of those agencies. The City handles select responsibilities—such as signal timing and median landscaping—through intergovernmental agreements. As a result, the corridor reflects highway-oriented standards despite its more urban setting

To shift toward a pedestrian-friendly, community-oriented design, the City should collaborate with the New Mexico Department of Transportation (NMDOT) and the Federal Highway Administration (FHWA) to adopt urban arterial standards. A key early step is implementing City lighting standards, which call for closer fixture spacing and signal the transition from rural to urban conditions. Lower target speeds, tighter curb radii, and more pedestrian-controlled crossings will enhance safety and support local businesses.

Over time, a redesigned public realm—with wider sidewalks and street trees—will reinforce this shift and introduce visual friction to slow traffic. Establishing a future roadway cross-section now will guide incremental implementation as parcels redevelop. Many existing buildings sit close to the roadway, so sidewalk and planting improvements may depend on redevelopment or funding availability. Phased capital improvements may be supported by municipal bonds and bundled with federal safety grants.

Key Actions

- Apply City lighting requirements along the corridor
- Establish a desired public realm cross-section to be applied as properties develop and redevelop
- Monitor traffic volume and land uses that could create a future need for additional signalization
- Consider transitioning ownership and control of West Picacho Avenue to the City in the future

Strategy 2.6: Create a Comprehensive Wayfinding Program

A bilingual, district-branded wayfinding system is a valuable tool to guide people to parks, community centers, schools, trails, local shops, and cultural assets while reinforcing the corridor's identity. The system should be coordinated with the branding effort and designed with input from youth and local artists. Fabrication and installation can be paired with streetscape budgets, while New Mexico Main Street (NMM) and NEA Our Town grants may be sources to support design and pilot installations.

Key Action

- Pursue grant funding to support a wayfinding program that highlights key neighborhood amenities and that reflects the character of the community



A comprehensive wayfinding program should calibrate signs to different modes of travel and different contexts, like streetsides or trailheads.

Priority 3: Economic and Workforce Development

Support the Growth of and Access to Local Businesses and Business Opportunities



Local businesses come in all sizes, and can start small and grow larger.

This strategy grows local enterprise by pairing site readiness, storefront upgrades, incubation, and skills development so residents can start and sustain businesses along the corridor. The City should work with property owners and local organizations to package priority sites, expand façade grants, promote pop-ups and incubators, and align workforce training to employer needs, creating a pipeline from idea to stable storefront.

Strategy 3.1: Market and Promote Catalyst and Priority Redevelopment Parcels

The City and partners should explore opportunities to market priority parcels with concise prospectuses that outline zoning, utilities, incentives, preferred uses, and design expectations. Developer roundtables and walking tours can showcase opportunities and synchronize public improvements with private timelines. Site preparation can be supported by a variety of tools that could include utility coordination budgets, and state economic development tools.

Key Actions

- Create an MRA webpage to showcase key information, incentives, opportunity sites
- Create a vacant property task force
- Draft a vacant property ordinance that assesses fees for extended vacancy
- Create a design assistance program to create concept plans for key sites
- Pursue brownfield grants for property assessment and planning

Strategy 3.2: Create a Land Bank of Vacant and Underutilized Parcels

A land bank or land-trust partnership is a valuable tool to assemble vacant and under-used parcels, clear title, and package sites for mission-aligned infill and mixed-use projects. Policies should prioritize affordable commercial space for local entrepreneurs and activate long-quiet frontages. Acquisition and holding costs can be financed through sources like philanthropic program-related investments, and state redevelopment funds.

Key Actions

- Identify funding to acquire and hold vacant and underutilized properties
- Draft procedures for the City to sell or donate properties for development

Strategy 3.3: Launch or Leverage a Storefront Improvement Program to Provide Grant Funding for Local Businesses

A tailored Façade Improvement Grant Program can offer matching grants for signage, windows, lighting, accessibility, and storefront transparency, with design assistance to ensure cohesive results. Coordinated block-front rounds can maximize visual impact and support evening activity.

Key Actions

- Leverage Small Business Storefront Repair funds for eligible properties
- Seek non-traditional uses for vacant storefronts, such as museum or short-term community offices for special City projects
- Explore temporary installations to make vacant properties look less 'empty'



Temporary storefront installations can add vibrancy.

Strategy 3.4: Cultivate New Entrepreneurship

The City should cultivate new entrepreneurs by expanding pop-up retail, shared maker spaces, and mentorship so low-cost trials can mature into permanent businesses. Programming could include marketing and bookkeeping workshops, access to micro-loans, and short-term leases in vacant stores. Operations can be supported through partnerships with Cruces Creatives, SBDC, and DACC, with seed funding from local economic development funds and philanthropy.

Key Actions

- Establish retail incubators and pop-up shops; prefer location along West Picacho Avenue to increase activity and reduce vacancy; consider partnership with indoor flea market west of Seventeenth Street to expand hours/partition and keep portion of building open full time
- Provide business training and mentorship; could take place in flex space such as schools or community centers, or in dedicated facility
- Promote cultural and food-based retail clusters
- Work with owner/developer to create an 'eatertainment' district in the northwest corner of the Tashiro catalyst site (see *Catalyst Site #1*)
 - » Investigate potential for a commercial kitchen in the eatertainment district to complement small-scale start-ups/food trucks
- Promote environmentally conscious businesses and practices based in circular economy principles, including practices that reduce waste, encourage responsible consumption, and focus on repair and reuse.

Strategy 3.5: Introduce Workforce Training Programs and Services

Workforce training should align with corridor opportunities such as food service, retail management, building trades, and film support services so residents can secure quality jobs nearby. Short-term certificates, paid internships, and apprenticeships with bilingual instruction and family-friendly schedules are examples of some offerings that may be appropriate, with the City and local partners working to connect graduates to local placements. Funding could draw on Workforce Innovation and Opportunity Act programs, employer contributions, and targeted City allocations for tuition assistance and stipends.

Key Actions

- Identify location for permanent workforce training center
- Identify existing programming or funding for workforce training



A shared commercial kitchen can help launch home businesses to food trucks to restaurants or catering.

Priority 4: Housing

Establish a Clear Path to Increasing Housing Options, Emphasizing the Inclusion of Affordable Units in Diverse Housing Formats



Desert Palms apartments offer an example of a motel conversion that includes a variety of housing types, including apartments and new-build patio homes.

This strategy increases housing choice and affordability through adaptive reuse, clearer guidance, targeted incentives, streamlined approvals, and anti-displacement tools so current and future residents can remain in West Picacho. Pairing regulatory certainty with public investment enhances opportunities to deliver context-sensitive, equitable growth.

Strategy 4.1: Facilitate the Transformation of Motels into Diverse Housing Options

Underperforming motels represent a largely untapped opportunity to convert aging hospitality buildings into safe, code-compliant transitional and permanent housing. These new housing options can be paired with on-site services tailored to target populations such as seniors, artists, or the workforce. Funding for project improvements may draw upon financing sources such as Low-Income Housing Tax Credits (LIHTC), HOME Investment Partnerships Program, Community Development Block Grant (CDBG), MRA bonds, grant and funding programs specifically aimed at concentrations of poverty, and Housing New Mexico | New Mexico Mortgage Finance Authority (MFA) programs. Transformative developments should commit to long-term affordability and supportive management. See Catalyst Project #3 Blues Apartments for key considerations in these types of conversions.

Key Action

- Create city guidelines/resources noting key features (calibrate to intended residents).



Strategy 4.2: Create a Housing Resource Guide for Developers

Creating a concise Housing Resource Guide can clarify zoning pathways, submittal checklists, infrastructure coordination, design expectations, and available incentives so small and mid-size developers can move projects with confidence. The guide should include pre-approved missing-middle typologies to shorten design time and reduce soft costs, and list staff contacts to improve predictability.

Key Action

- Citywide—develop a marketing book identifying available sites, available development tools and funding

Strategy 4.3: Prevent Displacement through Renter Assistance and Protections

Renter assistance, legal support, and homeowner stabilization (so long-time residents can remain in place as investment arrives) are important tools to avoid displacement. The City should administer emergency rental aid and Tenant-Based Rental Assistance (TBRA) through the federal HOME program, designate local funds for eviction prevention and counseling through local and legal aid partners, and offer rehab grants for income-qualified owner-occupants. The City should ensure right-to-return and relocation assistance is available when public actions trigger displacement, and outcomes should be monitored to adjust programs.

Key Actions

- Leverage NM Eviction Prevention and Diversion to advance housing stability
- Explore the opportunity to provide additional assistance through local, County, State or Federal funding or programs

Strategy 4.4: Offer Incentives for Multifamily and Affordable Housing

A menu of incentives—impact fee reductions, density bonuses tied to income-restricted units, parking reductions near transit, and expedited review—can improve project feasibility for affordable and mixed-income housing. The City should coordinate with Housing New Mexico | New Mexico Mortgage Finance Authority (MFA) programs and explore MRA bond support for site infrastructure, while developers pursue Low-Income Housing Tax Credits (LIHTC) and private equity.

Key Actions

- Incentivize affordable units by encouraging higher multifamily densities
- Support Low-Income Housing Tax Credits (LIHTC) through letters of priority, land donations and monetary contributions (loans, gap funding, fee waivers)
- Consider Tax Increment Financing with a focus on affordable housing units
- Expand City's waiver program that reduces or waives impact fees for projects that increase affordable housing
- Consider design standards and incentives such as accelerated permitting for developments that include rooftop solar or are pre-wired for photovoltaic systems, to reduce long-term costs for residents



The introduction of additional multi-family housing can contribute to affordability while increasing options for residents.

Priority 5: Beautification

Focus on the Beautification of the Corridor and Establish Picacho Boulevard as a Key Gateway to Downtown



Murals reflecting local flora, art salvaged from prior (gas station) uses and special streetscape elements like paving and plantings all contribute to a more interesting, human-scaled neighborhood.

This strategy uses visible beautification and branding to change perceptions, invite walking and gathering, and signal that West Picacho Avenue is a distinct and welcoming district. Early work should target gateways, key intersections, and blocks with clusters of small businesses to maximize impact. The City's Quality of Life Department Public Art section could be a particularly valuable partner in these efforts.

Strategy 5.1: Develop and Implement a Street Beautification Plan with Trees and Shaded Seating Areas

A corridor streetscape plan should emphasize heat-tolerant street trees, drought-resistant planting, and shaded seating at bus stops and gathering spots so the public realm is comfortable year-round. It should also consider additional design features that promote airflow and reduce heat accumulation. The plan will require coordination with utilities for placement and maintenance, and phased implementation should start at gateways and school routes. Urban forestry grants and sponsorships can finance installation and upkeep.

Key Actions

- Prepare a corridor streetscape plan that sets shade targets, species palettes (heat/drought tolerant), planter/soil volumes, and seating standards; prioritize gateways, school routes, bus stops, and blocks with multiple small businesses
- Design, fund, and develop a “model block” (trees, understory planting, shade structures, benches, litter and recycling, bike racks) and deliver it as an early demonstration project
- Sequence buildout from the model block to other priority segments; bundle tree procurement and furnishings for volume pricing.
- Integrate key actions from Strategy 6: Community Character to enhance the corridor with public art / placemaking element

Strategy 5.2: Create District Gateways and Edge Markers

District gateways and edge markers establish a clear sense of arrival and unify the neighborhood. The City should work with the community to create a local ‘brand’ that includes a name, logo, and visual palette. Primary markers are recommended at West Picacho Avenue at Valley and at Motel Boulevard, with secondary and tertiary elements at neighborhood entries, trailheads, banners, benches, and bike racks. Design could be supported by NEA Our Town and New Mexico Main Street (NMM), with fabrication bundled into streetscape contracts.

Key Actions

- Create/Reinforce a district brand and identity
- Engage a branding firm to create a logo and tagline

- Primary gateways (see map for locations)

- 1 W Picacho / Old Number 292
- 2 W Picacho / Railroad tracks
- 3 Valley Dr / McClure Rd
- 4 Valley Dr / Hadley Ave

- Secondary gateways (see map for locations)

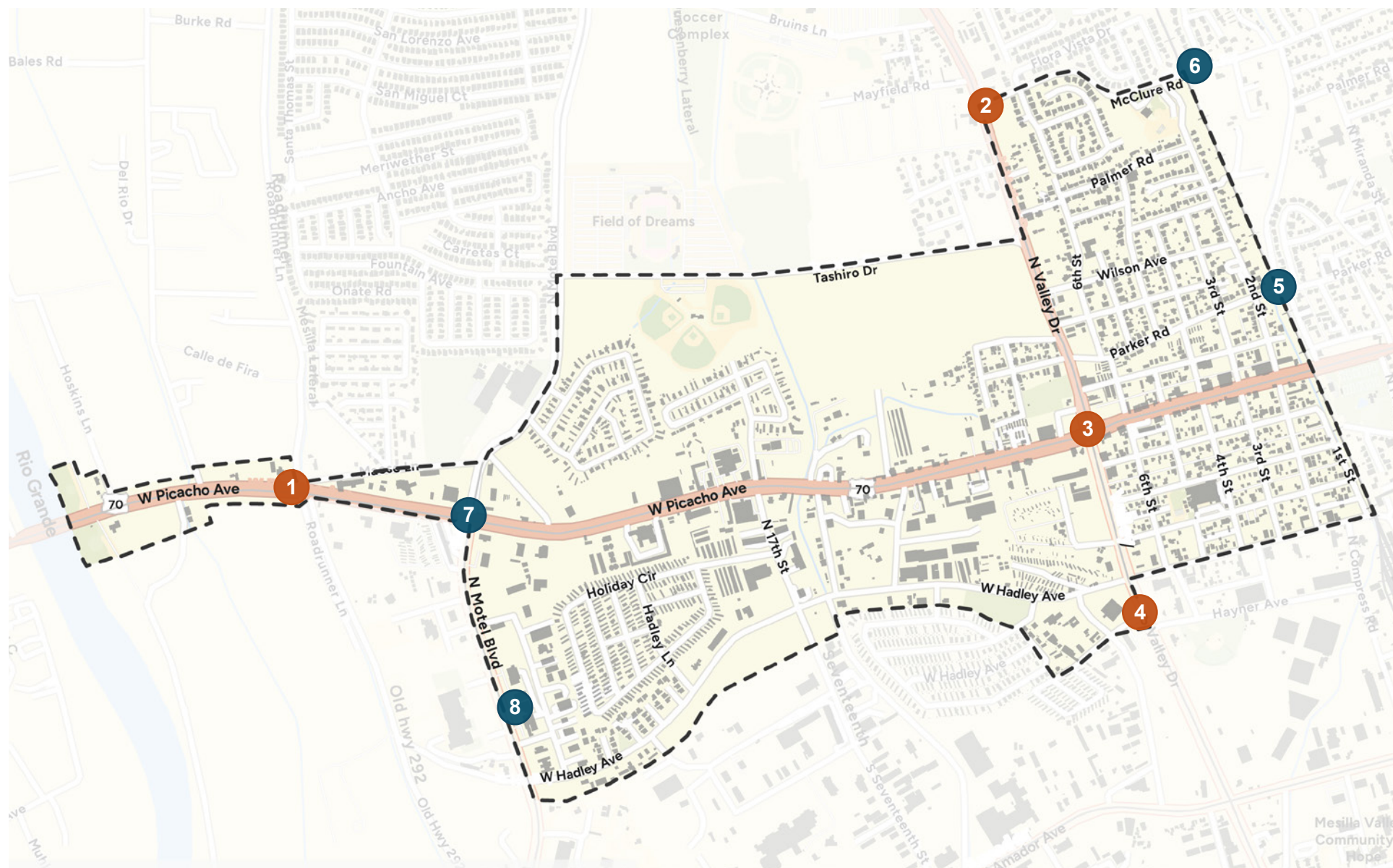
- 5 Parker Rd / Railroad tracks
- 6 McClure Rd / Railroad tracks
- 7 Motel Blvd / Tashiro Dr
- 8 Motel Blvd / Hadley Ave

- Tertiary branding: furnishings, street signs, bike racks, similar elements



District gateways come in various forms.

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Strategy 5.3: Integrate Improvements with Support from the Public Arts Community

The City should partner with the public arts community to identify opportunities to integrate murals, utility box art, and small installations that celebrate local heritage and contemporary culture, with youth involvement to build stewardship. Project delivery may leverage New Mexico Arts' Art in Public Places (AIPP) grants (locally managed by the City's Quality of Life Department) and local MRA funds, and it could be synchronized with façade improvements to concentrate impact along active frontages.

Key Actions

- Host a local event aimed at developing a presence and support for a public art program in the neighborhood
- Coordinate public art activities with K-12 art programs and students

Strategy 5.4: Allow for and Promote the Activation of Vacant Parcels with Short- or Medium-Term Temporary Uses

City and property owners should explore short- and medium-term uses to activate vacant parcels while long-term projects are prepared; examples might include as markets, food trucks, pop-up nurseries, temporary skate features, and raised-bed gardens. To support these efforts, the City should streamline temporary use permits, offer small activation grants, and provide model license agreements for private lots. Seed funding can come from local economic development budgets and sponsorships, with infrastructure (power, water) bundled into capital projects at priority sites such as Tashiro Drive.

Key Actions

- Retail examples: markets, fairs, food truck court, pop-up nursery
- Community examples: temporary skate park, community gardens (raised beds)

Strategy 5.5: Pursue Sustainable Development

Sustainable development practices should be embedded in public and private projects through green infrastructure for stormwater, drought-tolerant landscaping, cool roofs, and solar-ready design so the corridor is resilient and cost-effective to maintain. Additional examples include permeable paving that not only reduce heat but also manage stormwater runoff in flood-prone areas, and coll pavement materials for sidewalks, crosswalks, and parking areas. Implementation should align with the Las Cruces Climate Action Plan and pursue incentives such as expedited review or reduced parking for high-performance buildings. Capital and program funding can include Energy Efficiency and Conservation Block Grant (EECBG), state resilience grants, and utility rebates.

Key Actions

- Integrate green infrastructure into new streetscapes
- Implement the strategies of the Las Cruces Climate Action Plan in public and private development and redevelopment
- Create incentive programs for energy efficient development
- Prioritize areas with high pedestrian traffic and limited tree canopy



Long-term temporary uses like a pop-up skate park can activate vacant lots.

Priority 6: Community Character

Recognize, Support, and Integrate Cultural Identity and Preservation into Future Development Opportunities in the MRA



Enhancing what makes the West Picacho and Motel MRA unique.



This strategy elevates West Picacho's cultural identity by investing in public art, historic rehabilitation, and community storytelling so the corridor's past and present shape its future. These actions build belonging, attract visitors, and differentiate the district within the City and region.

Strategy 6.1: Support Public Art that Reflects Local Heritage

Prominent walls, utility boxes, and gathering spaces offer an excellent opportunity to showcase local heritage, pride and history through public art. Artist selection should integrate community juries, youth collaboration, and maintenance plans so installations endure. Funding can blend New Mexico Arts' Art in Public Places (AIPP), NEA Our Town, private sponsorships, and coordinated streetscape budgets.

Key Actions

- Combine with a façade improvement initiative to enhance the visual quality while providing local artists the opportunity to shape the identity of the MRA
- Promote the inclusion of public art in public spaces, including key opportunities along West Picacho Avenue



Bridge mural at the Rio Grande.

Strategy 6.2: Rehabilitate Key Historic Assets

Key historic assets should be rehabilitated and interpreted to strengthen identity and attract visitors, with enhanced pedestrian connections and signage to the 1910 Railroad Depot and context buildings within the MRA (not within the study area, but a key contributing resource). The City should specifically promote adaptive reuse so historic structures host active ground-floor uses. Historic preservation grants, tax credits, and MRA funds can be combined with private investment to deliver these projects.

Key Actions

- Although not located within the MRA, consider enhancements, including access, to the Railroad Depot as a key adjacent asset
- Prioritize façade enhancement or the improvement of key historic assets in the MRA

Strategy 6.3: Integrate Youth Storytelling or Oral Histories into Placemaking

Youth storytelling and oral histories should be integrated into placemaking through murals, plaques, digital archives, and public events so intergenerational voices animate the corridor. Partnerships with schools, museums, and cultural nonprofits are an opportunity to guide content development and ensure authenticity. Small grants, arts education funds, and sponsorships will support ongoing programming.

Key Actions

- Identify priority locations for interpretation (murals, plaques, sculptural markers, and QR-enabled signs) and link each site to a specific story or theme. Expand City's existing Audio Stories program
- Program an annual "Stories of West Picacho" event (student exhibits, performances, pop-ups) to unveil new pieces and refresh interest in the archive
- Prepare a short "Story Collection Guide" (topics, consent, translation, audio/photo standards) so teachers, students, and volunteers collect content consistently

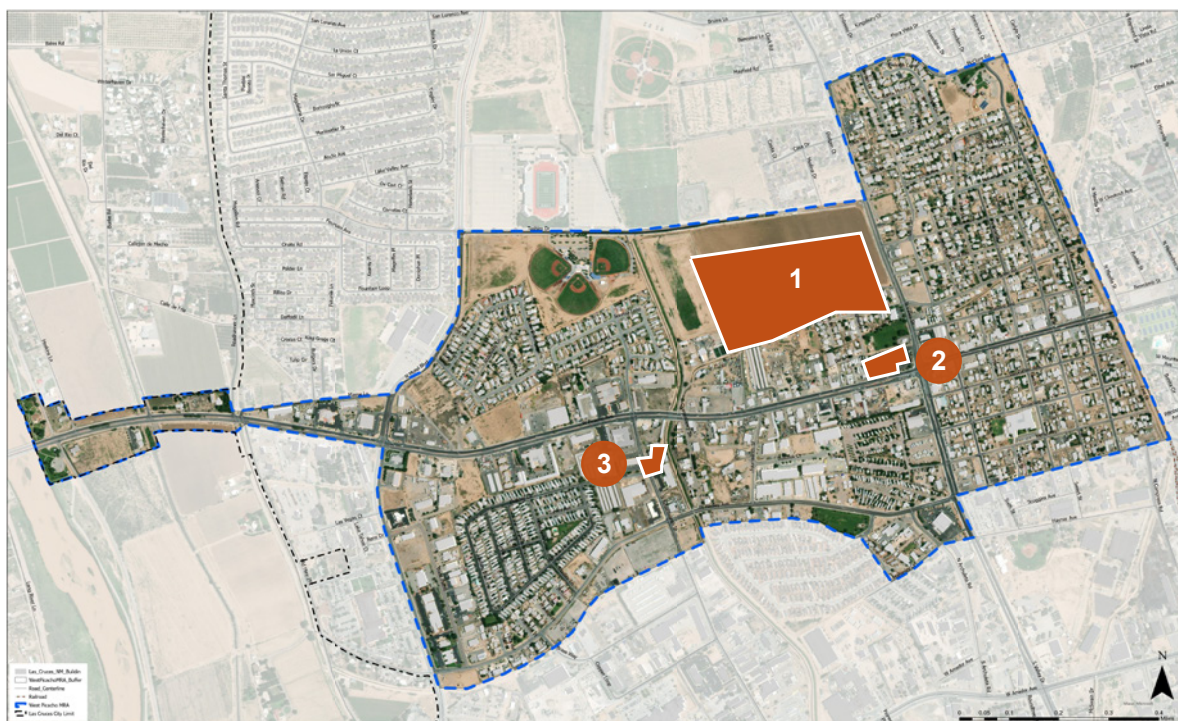
Catalyst Sites Overview

Three catalyst sites were selected to demonstrate how the plan’s vision and strategies can take shape on the ground. Each site translates community input and technical findings into a clear concept that can begin now, progress in phases, and produce early, visible benefits. These locations were selected because they can advance multiple strategy areas at once—safety, mobility, local business vitality, housing options, beautification, and community character—while building confidence for broader reinvestment across West Picacho.

Each overview follows a common structure to support action. It defines the site’s role in the corridor, identifies the key physical moves that unlock value (for example, new path or street connections, lighting and shade, or activation of vacant space), and outlines a practical program mix that fits surrounding uses. Phasing emphasizes quick, high-impact steps that set up longer-term outcomes, so improvements feel continuous rather than one-off.

The three catalyst areas—Tashiro Multi-Use Hub, Camunez Park, and Blue Apartments (motel conversion)—are illustrative rather than exhaustive. Together, they show how near-term upgrades (crossings, trees, lighting, temporary activations) prepare the ground for larger changes (mixed-use activity, missing-middle housing, and a stronger public realm). As these projects move forward, they create model protocol, such as design details, approvals, and partnership roles, that can be adapted to other blocks and parcels across the MRA.

The overviews provide both a concept and a playbook for action. They show where to start, how to phase work, and how one improvement supports the next. Together, early actions and continued progress towards the strategic recommendations, provide a clear, step-by-step path toward a safer, more connected, and welcoming West Picacho.



Legend

Catalyst Sites

- 1 Tashiro Multi-Use Hub
- 2 Camunez Park
- 3 Blues Apartment

Catalyst Site 1:

Tashiro Mixed-Use Hub

Size: ~42 acres

Location: Southeast corner of Tashiro and Valley Drives

Owner: Private

Goals:
Expand housing options.
Create synergy with Field of Dreams

Why this Site Could be a Catalyst

This single-owner property is the largest undeveloped area in the MRA. It represents an opportunity to capture new commercial and retail uses that require a larger amount of land, or a critical mass of similar uses. It also offers a clean slate to introduce different types of housing that may not existing in the area, and/or require a larger number of units to be financially feasible.

Concept

The concept level diagram envisions low to medium-density housing development adjacent to the existing single-family blocks south of the site, with commercial and retail uses located along Valley Drive to take advantage of the visibility provided along this major transportation corridor. An additional small retail/dining node at the site's northwestern corner is envisioned as an 'eatertainment' area; this area is intended to capitalize on proximity to the Field of Dreams by offering permanent and food-truck type options within walking distance of that facility. The site ties into existing street grid, with north south connection aligned with Eighth Street and a central spine extending Wilson Avenue across Valley. The northern edge of Wilson Avenue features a green spine that doubles as open space for new residents

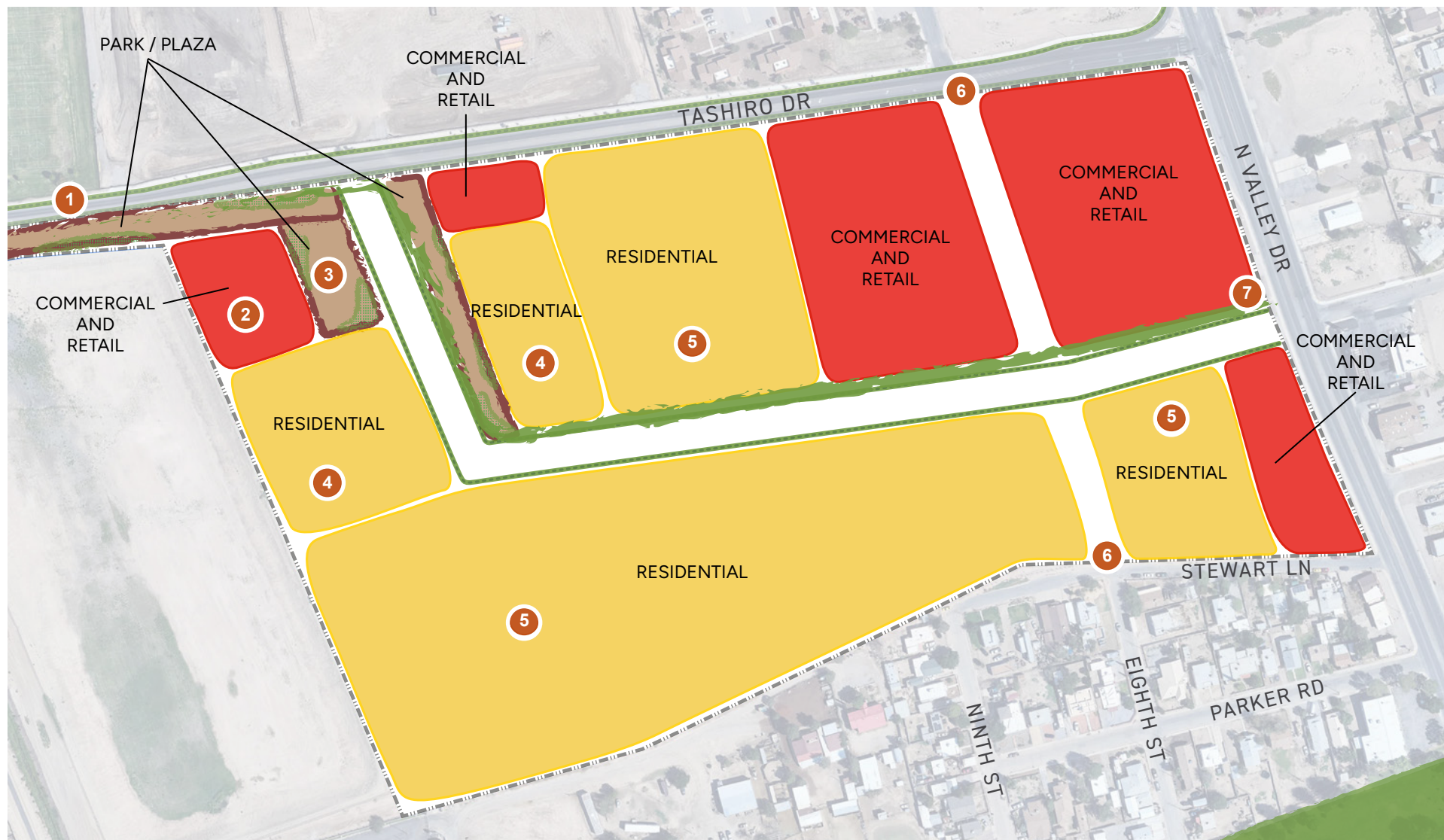
Considerations

This site is very market-dependent and likely to be built in phases. The ultimate mix of uses will depend not only on demand within the MRA, but also within the City at large. This project may require active recruitment of desirable uses as well as development incentives.



Examples of an Eatertainment/Food Truck Court (top) and a plaza and promenade (bottom).

Tashiro Mixed-Use Site



Legend:

- 1** Connection to sports fields and multi-use path
- 2** Entertainment/food truck court provides synergy with field of dreams
- 3** Plaza and promenade
- 4** Mixed multi-family residential (rowhouses / townhomes)
- 5** Single-family residential
- 6** Integrate roadways with existing
- 7** Commercial development

Catalyst Site 2:

Camunez Park

Size: 2.6 acres

Location: West side of Valley Drive at Madero Avenue

Owner: City of Las Cruces

Goals:

Increase park usage

Customize park to community needs / desires

Provide space for a variety of active and passive uses

Provide space for programming

Why this Site Could be a Catalyst

This existing City-owned park occupies a central location within the MRA and is within easy walking or biking distance of a significant portion of the neighborhood population. It has not, however, been refreshed in many years and a redesign could both expand the recreational opportunities it offers and bring the park into line with today's park trends and preferences.

Existing Description

The park is roughly rectangular, with a gentle diagonal northern boundary and a separate commercial property in the southeast corner; this parcel is privately owned and is not part of the park. A large, unprogrammed grassy area dominates the core of the park, with mature trees planted informally around the edges. A basketball court, picnic shelter and children's play equipment is clustered toward the west side of the park. Informal parking is available along Eighth Street in an unpaved, unstriped area. The park is fenced with chain link on 3 sides, excluding Eighth Street.

Design Features

Community input identified safety, shade, and multi-use design as the top priorities. Specifically requested facilities and amenities included a soccer field, a shade structure, more and better parking, additional lighting and signage, basketball court, playground and restrooms.

The new design features a central spine that guides users from east to west, welcoming visitors to enter from both Valley Drive and Eight Street. A



Bird's eye view looking toward Valley Drive (top) and interior park (bottom).

Camunez Park Plan



variety of programmed and informal spaces are arranged along this double spine, including an entry plaza with a bosque of trees, a water play area with restrooms, and an open plaza with a large shade structure for hosting events. On the west side of the park, two age-specific playground areas are located next to each other; a half basketball court and full U8 soccer field are also in this area. A new sidewalk between the sidewalk's central plaza and the adjacent retail business (currently Tractor Supply) provides convenient connection between the many events hosted by that business and the park itself. New trees border all of the park's sidewalks, increasing tree canopy and shade. A formalized parking lot provides approximately 25 off-street parking spaces.

Considerations

The park design can be phased, and should start with new tree plantings, sidewalk and plazas, the central shade structure, and parking. Playground and sports fields can be added at a later time if desired. In addition, if the parcel at the southeastern corner of the park becomes available for sale, the City should consider buying it to increase the size of the park and create a more consistent visual character.



Views of the central plaza.



Views of the Valley Drive entrance (top) and the water play area (bottom).

Catalyst Site 3:

Blue Apartments

Size:	1.3 acres
Location:	Southeast Corner of Picacho Avenue and Seventeenth Street
Owner:	Private
Goals:	- Use as a template for other motel conversions - Provide aesthetic enhancement - Increase safety and security - Expand housing options

Why this Site Could be a Catalyst

This site offers an opportunity to examine how the many existing mid-century motel properties along the West Picacho corridor can evolve into permanent housing. This 'new life' for existing motel properties is valuable because it can expand the type and price points of housing in the neighborhood and better respond to the community's current need.

Existing Description

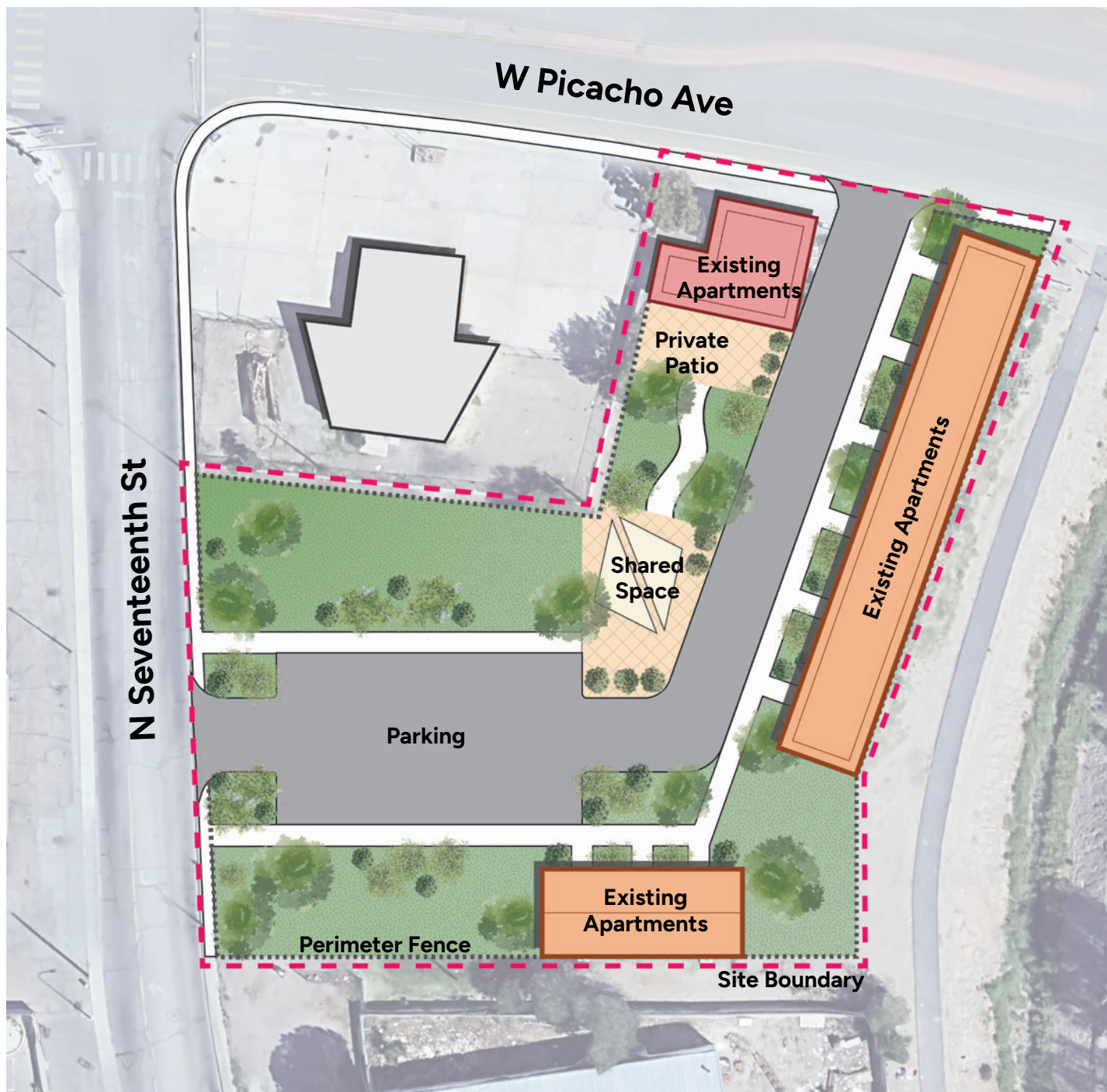
Motels of this type are often built in an 'L' or a 'U' configuration, where one- or two-story buildings are built at the edge of the property surrounding a central parking area. It is not uncommon for sites to be nearly entirely impervious (covered by buildings or paved parking areas), a condition that raises the ambient temperature and provides little in the way of human scale or visual relief. These buildings are often converted into weekly, monthly or other variations of semi-permanent housing, but remain almost entirely auto-focused.

Thoughtful Conversion

The first step in creating a more homelike atmosphere is to evaluate and provide for circulation and parking needs, based on City requirements and expected resident demographics. Given the compact size of the units in a typical motel room conversion, it may be acceptable to drop below a one space/dwelling unit (DU) ratio, if not all residents are anticipated to own their own vehicles. Individual parking spaces should be sized to city code, and



Adding artistic details (left) and courtyards (left) add character to motel conversions.



Alternative 1: Renovation

This low-touch approach focuses on enhancing the interiors of existing apartments and upgrading building facades, while also reorganizing site parking to create clearer circulation patterns for both vehicles and pedestrians. It includes opportunities to develop shared outdoor areas, with potential for semi-private spaces adjacent to individual units as well as communal gathering spaces for residents.

Vehicular access will be maintained from both West Picacho Avenue and Seventeenth Street. Additionally, a perimeter fence will be introduced around the entire site to better define property boundaries, enhance resident privacy, and help deter illegal drug activity and related foot traffic through the property.

This alternative maintains the opportunity for future residential expansion, as shown on the next pages.

arranged in as efficient an arrangement as possible in order to free space for new resident amenities or additional housing units. Areas that are no longer needed for right-sized, more efficient parking and circulation can be used to provide resident amenities such as children's play areas, resident gathering areas, dog runs and communal or individual planting areas.

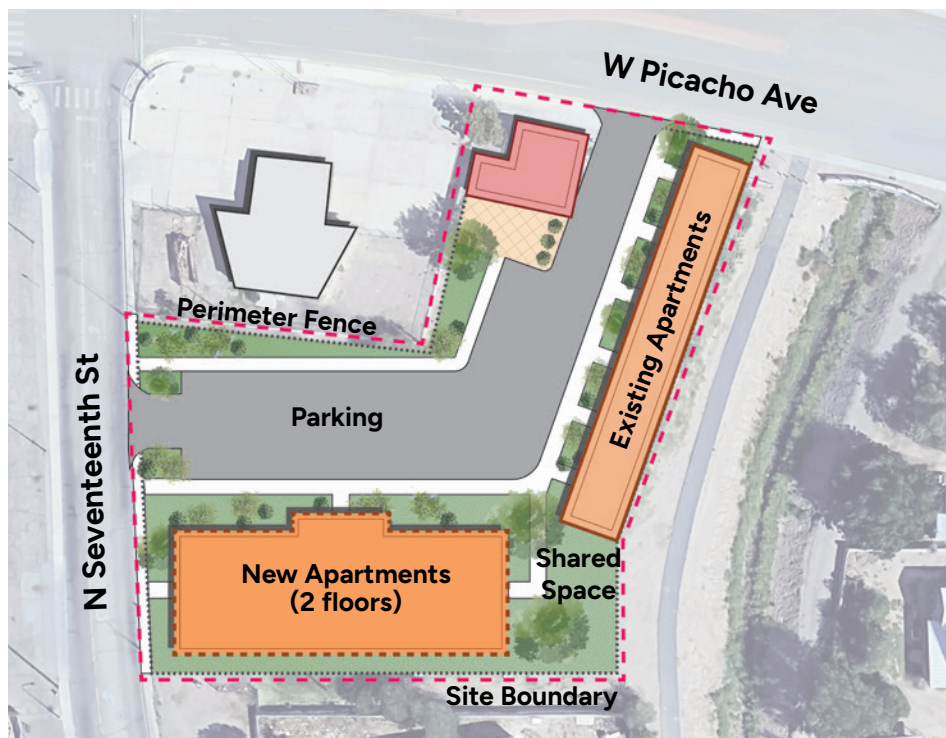
It is also important to enhance existing buildings with an eye to creating a home-like atmosphere. Simple enhancements can bridge the divide between 'motel' and 'apartment'. Aesthetics starts at the property entrance, and creating an attractive entry sequence sets the tone. If a building has more than one level, upgrading stairways can mark the 'front' entry and aid in wayfinding. At the individual unit level, simple changes like upgrading front doors and adding exterior lights at each entry can make a big difference.

Considerations

Amenities and communal spaces should be aligned with the intended resident population. If the property is targeting families, a play area may be appropriate; if it is intended to be transitional housing, wrap-around social services such as workforce training or substance counseling may be a valuable use of communal spaces. For senior apartments, spaces for a variety of activities and socialization are critical; a communal kitchen or full-service dining room could also be considered.



Adding true front doors to motel conversions can go a long way in creating a residential character.



Alternative 2: Infill

These variations on residential expansion illustrate two different locations for a new 2-story apartment building. Like Alternative 1, these options look to upgrade the interior rooms and exterior façade of the existing building(s) and organize site circulation and parking to allow space for a new residential building that could be stacked flats (with multiple entrances) or apartments, with two communal entrances and a central hallway in traditional apartment style (as shown). Given the increased residents and parking need, more space is needed for parking, and communal outdoor space is located in the lower corner of the site. These

alternatives also maintain two access points from West Picacho Avenue and Seventeenth Street, with a new fence around the entire property.

As noted in the text, the character of the shared outdoor space should be designed with intended residents in mind - whether families or seniors or transitional housing. The existing smaller apartment buildings along West Picacho and at the rear of the property could be converted to community or multi-purpose space, or dedicated services such as workforce training—again dependent upon residents' needs.

06

IMPLEMENTATION



CHAPTER 6: IMPLEMENTATION CONTENTS

Lead, Timing and Resources
Funding Matrix

Leads, Timing, and Resources

Implementation is about more than what to do and when to do it; it is also about building support, ensuring community equity, and cultivating flexibility to capitalize on opportunities. The matrix on the next pages lists all the recommendations and key actions described in the preceding chapter, along with the primary City department that will take ownership and champion that element, whether it is an early-phase or long-term (or ongoing) effort, and the type of resources needed for its implementation.

It is important to note that no recommendation takes place in a vacuum, and most if not all activities will require collaboration not only between multiple City departments, but also with public and private partners like the community itself, private developers and local community organizations and non-profits. The City department marked in the matrix will lead the effort, but will not be solely responsible for that effort.

Timing is a nuanced assessment. The earliest activities should be those that create visible change in the community and begin to build community support for this plan and its recommendations. Safety is absolutely top of mind for local residents and businesses, a message that came through loud and clear in public engagement, and activities related to this concern should begin immediately. Other activities marked as near-term may be what is often called ‘low hanging fruit’—they may not be the most critical, but they offer a low-effort, low-cost way to create early wins that also build support. Other near-term activities are categorized as such to ensure that early benefits are spread throughout the entire MRA—something for everyone. Finally, it is important to stay nimble and watch for new funding opportunities where long-term project could be moved forward—either because a new funding source has become available, context has changed making it more urgent, or even because another project makes it possible for that recommendation to be bundled with it, such as adding bike lanes when a road is slated for restriping.

Resources are a high-level assessment to assist staff in sorting through activities that are limited to the City itself, and which may need outside design services or significant funding that exceed what can be planned for in City budgets.

Strategies and Recommendations

Strategy	Recommendations	City Lead						Timeframe		Resources		
		Econ Dev	Public Works	Quality of Life	Community Dev	Parks	Police	Near-Term (0-5 yrs)	Long-Term (5+ years)	Staff Time	Design & Eng Svcs Consultant	Funding
1	SAFETY AND SECURITY: Establish a safe and secure environment for residents and business-owners											
1.1	Increase lighting and smart infrastructure (locations, program)											
	Identify locations and required infrastructure for funding (primarily public realm; rights-of-way, parks)		•					•		•		•
1.2	Increase police enforcement along the W Picacho Boulevard corridor between the river and Valley Drive											
	Evaluate feasibility of locating a LCPD Real Time Crime Center along W Picacho Boulevard						•	•		•	•	•
	Establish regular enforcement of safety-related infractions along the corridor, specifically speeding						•	•		•		
	Establish regular enforcement of security-related activities along the corridor, including drugs and solicitations						•	•		•		
1.3	Integrate CPTED (Crime Prevention Through Environmental Design) principles in policies and regulations											
	Develop formal policies and regulations to allow the consistent application of CPTED principles, including timely code enforcement responses				•				•	•		
	Ensure that CPTED principles are followed in future public and private development and redevelopment in the plan review process				•				•	•		
1.4	Expand safety-related community programs and partnerships											
	Develop a neighborhood safety action plan with key actions to address community and business concerns				•			•		•		
	Host bike rodeos and bike safety outreach					•			•	•		•
	Create a citywide business watch program			•					•	•		
	Create slow zones around schools		•					•		•		
2	MOBILITY: Increase connectivity and access within the MRA and to the broader community and region (mobility)											
2.1	Establish a policies that enhance safe and complete pedestrian and bike networks within the MRA and to the broader community											
	Support implementation of the proposed trails/sidepaths in the Active Transportation Plan (reflecting the Mesilla Valley MPO Trail System Priority Plan Tier 1 trails)					•		•		•	•	•
	Dedicate funding, leverage development, and pursue grant funding to implement key segments of the plan					•			•	•	•	•
2.2	Install traffic calming and crosswalk improvements											
	Identify an appropriate location for a new crossing of W Picacho Boulevard re: NMDOT discussion		•					•		•	•	•
	Evaluate the potential for a pedestrian crossing at the intersection of Valley Drive at Ethel Ave		•					•		•		
	Monitor traffic volumes and speed on Tashiro Avenue to determine the need for upgrades to mid-block crossings		•						•	•		

Strategy	Recommendations	City Lead						Timeframe		Resources		
		Econ Dev	Public Works	Quality of Life	Community Dev	Parks	Police	Near-Term (0-5 yrs)	Long-Term (5+ years)	Staff Time	Design & Eng Svcs Consultant	Funding
2.3	Enhance pedestrian and bicycle infrastructure											
	Ensure all pedestrian crosswalk and bike lanes are legible; provide new markings per appropriate roadway standards where necessary		●					●		●		
	Require sidewalk with all new developments and redevelopment				●				●	●		
	Perform a sidewalk gap analysis to identify missing segments and to serve as a guide the development of a complete network		●					●		●		
	Prioritize closure of sidewalk gaps on significant through-streets		●					●		●		●
	Parker Rd—add sidewalk on south side to stress this as a pedestrian route		●					●		●		
	Ethel Ave—watch for opportunity for property acquisition or easement for pedestrian/ bike connection to signal at Tashiro Boulevard		●					●		●		●
	Strengthen bike designation/facilities along W Picacho Avenue		●					●		●		
	Consider the removal of on-street parking east of Valley Drive		●						●	●		
	Evaluate the feasibility of a back-of-curb multi-use path along the length of Picacho Avenue		●						●	●		●
2.4	Work with NMDOT and FHWA to align Picacho Boulevard with City design standards											
	Apply City lighting requirements along the corridor		●					●		●		●
	Establish a desired public realm cross-section to be applied as properties develop and redevelop—consider sidewalk width, location, street trees		●						●	●	●	●
	Monitor traffic volume and land uses relative to need for additional signalization in future		●						●	●		
	Consider transitioning ownership and control of W Picacho the City in the future		●						●	●		
2.5	Create comprehensive wayfinding program											
	Pursue grant funding to support a wayfinding program that highlights key neighborhood amenities and that reflects the character of the community				●			●		●		●
3	ECONOMIC AND WORKFORCE DEVELOPMENT: Support the growth of and access to local businesses and business opportunities											
3.1	Market and promote catalyst and priority redevelopment parcels											
	Create an MRA board to oversee and champion plan actions	●						●		●		
	Create an MRA webpage to showcase key information, incentives, opportunity sites	●						●		●		
	Create a vacant property task force	●						●		●		
	Draft a vacant property ordinance that assesses fees for extended vacancy	●						●		●		
	Create a design assistance program to create concept plans for key sites				●			●		●	●	●
	Pursue brownfield grants for property assessment and planning	●						●		●		
3.2	Create a land bank of vacant and underutilized parcels											
	Identify funding for city to acquire and hold vacant and underutilized properties	●							●	●		●
	Draft procedures for city to sell or donate properties for development	●							●	●		
3.3	Launch or leverage a storefront improvement program to provide grant funding for local businesses											

Strategy	Recommendations	City Lead						Timeframe		Resources		
		Econ Dev	Public Works	Quality of Life	Community Dev	Parks	Police	Near-Term (0-5 yrs)	Long-Term (5+ years)	Staff Time	Design & Eng Svcs Consultant	Funding
	Leverage Small Business Storefront Repair funds for eligible properties	●						●		●		●
3.4	Cultivate new entrepreneurship											
	Establish retail incubators and pop-up shops	●							●	●		●
	Provide business training and mentorship	●							●	●		●
	Promote cultural and food-based retail clusters			●					●	●		
	Work with owner/developer to create an 'entertainment' district in the northwest corner of the Tashiro catalyst site				●			●		●		
	Investigate potential for a commercial kitchen in the entertainment district to complement small-scale start-ups/food trucks	●							●	●		●
3.5	Introduce Workforce Training programs and services											
	Identify location for permanent workforce training center	●						●		●	●	●
	Identify existing programming or funding for workforce training	●						●		●		●
4	HOUSING: Establish a clear path to increasing housing options, emphasizing the inclusion of affordable units in diverse housing formats											
4.1	Facilitate the transformation of motels into diverse housing options (transitional, senior, artists, etc.)											
	Create city guidelines/resources noting key features (calibrate to intended residents)				●			●		●	●	
4.2	Create a Housing Resource Guide for developers											
	Citywide—develop a marketing book identifying available sites, available development tools and funding	●						●		●		
4.3	Prevent displacement through renter assistance and protections											
	Leverage NM Eviction Prevention and Diversion to advance housing stability	●						●		●		
	Explore the opportunity to provide additional assistance through local, county, or state funding or programs	●						●		●		●
4.4	Evaluate opportunities within the development and permitting approval process to streamline the approval process for affordable and housing infill projects											
	Explore mechanisms to allow for a reduction in impact fees and TIA requirements				●			●		●		
4.5	Offer incentives for multifamily and affordable housing (tax, development review, density)											
	Incentivize affordable units by encouraging and allowing higher multifamily densities in City policies and regulations				●			●		●		
	Support Low-Income Housing Tax Credits (LIHTC) through letters of priority or land donations	●						●		●		
	Consider Tax Increment Financing within the MRA to support catalytic projects, with a focus on affordable housing units	●						●		●		
	Reduce or waive impact fees in the MRA for projects that increase affordable housing				●			●		●		
5	BEAUTIFICATION: Focus on the beautification of the corridor and establish Picacho Boulevard as a key gateway to downtown											
5.1	Develop and Implement a street beautification plan with trees and shaded seating areas											

Strategy	Recommendations	City Lead						Timeframe		Resources		
		Econ Dev	Public Works	Quality of Life	Community Dev	Parks	Police	Near-Term (0-5 yrs)	Long-Term (5+ years)	Staff Time	Design & Eng Svcs Consultant	Funding
	Prepare a corridor streetscape plan that sets shade targets, species palettes (heat/drought tolerant), planter/soil volumes, and seating standards; prioritize gateways, school routes, bus stops, and blocks with multiple small businesses					●		●		●	●	●
	Design, fund, and develop a "model block" (trees, understory planting, shade structures, benches, litter and recycling, bike racks) and deliver it as an early demonstration project					●			●	●	●	●
	Sequence buildout from the model block to other priority segments; bundle tree procurement and furnishings for volume pricing					●			●	●	●	●
	Integrate key actions from Strategy 6: Community Character to enhance the corridor with public art / placemaking elements			●					●	●	●	●
5.2	Create district gateways and edge markers											
	Create/reinforce a district brand and identity				●			●		●	●	●
	Engage a branding firm to create a logo and tagline				●			●		●	●	●
	Primary gateways / markers				●			●		●	●	●
	Secondary markers				●				●	●	●	●
	Tertiary branding: furnishings, street signs, bike racks, etc				●				●	●	●	●
5.3	Integrate improvements with support from the public arts community											
	Host a local event aimed at developing a presence and support for a public art program in the neighborhood			●				●		●		
	Coordinate public art activities with K-12 art programs and students			●				●		●		●
5.4	Allow for and promote the activation of vacant parcels with short- or medium-term temporary uses											
	Retail examples: markets, fairs, food truck court, pop-up nursery				●					●		●
	Community examples: temporary skate park, community gardens (raised beds)				●					●		●
5.5	Pursue sustainable development											
	Integrate green infrastructure into new streetscapes					●		●		●	●	
	Implement the strategies of the Las Cruces Climate Action Plan in public and private development and redevelopment				●				●	●		
	Create incentive programs for energy efficient development	●							●	●		●
6	COMMUNITY CHARACTER: Recognize, support, and integrate cultural identity and preservation into future development opportunities in the MRA											
6.1	Support public art that reflects local heritage											
	Combine with a façade improvement initiative to enhance the visual quality while providing local artists the opportunity to shape the identity of the MRA			●					●	●		●
	Promote the inclusion of public art in public spaces, including key opportunities along Picacho Boulevard			●				●		●		●
6.2	Rehabilitate key historic assets to strengthen neighborhood identity and attract new visitors											

Strategy	Recommendations	City Lead						Timeframe		Resources		
		Econ Dev	Public Works	Quality of Life	Community Dev	Parks	Police	Near-Term (0-5 yrs)	Long-Term (5+ years)	Staff Time	Design & Eng Svcs Consultant	Funding
	Although not located within the MRA, consider enhancements, including access, to the Railroad Depot as a key adjacent asset			●					●	●	●	●
	Prioritize façade enhancement or the improvement of key historic assets in the MRA				●				●	●	●	●
6.3	Integrate youth storytelling or oral histories into placemaking; where possible, tie it to an existing entity and/or program)											
	Identify priority locations for interpretation (murals, plaques, sculptural markers, and QR-enabled signs) and link each site to a specific story or theme			●				●		●	●	●
	Program an annual “Stories of West Picacho” event (student exhibits, performances, pop-ups) to unveil new pieces and refresh interest in the archive			●				●		●		●
	Prepare a short “Story Collection Guide” (topics, consent, translation, audio/photo standards) so teachers, students, and volunteers collect content consistently			●					●	●		●

Funding Matrix

Funding needs for the West Picacho and Motel MRA recommendations will vary, and there is a wide range of potential sources to draw from. By understanding these options, the City can craft a funding strategy that taps into multiple streams—both for immediate needs and long-term goals.

Securing funding is about finding the right fit between project needs and available programs. Key factors to consider include project readiness, grant size, program priorities, and community needs. Some guiding questions to ask are:

- Do the project and funding program aim for the same specific outcomes?
- If the funding program supports a broad range of project types, which one is the best match? Can it meet readiness requirements?
- Are the timelines for the project and funding program aligned?
- Does the potential award justify the administrative effort required to manage the grant?

The funding roadmap on the following pages outlines a comprehensive list of opportunities matched to specific MRA recommendations. It includes details such as the agency or organization offering the funds, eligibility criteria, acceptable uses, application timelines, and other relevant information.

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Priority 1: Safety and Security

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Public Project Revolving Fund	NM Finance Authority	Public infrastructure & capital financing	Local Governments	Infrastructure, building and capital equipment projects
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governments, state agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Prioritize projects that aim to achieve the following outcomes: * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.
Asphalt Art Initiative	Bloomberg Philanthropies	Proposed projects should be ambitious arts-driven street designs with the goal of catalytic improvements to a key location in the city. Improving road safety, especially for pedestrians and cyclists, must be a component of all proposals.	The Project Team must include a Lead City Agency which is the primary government agency with oversight of the project. This agency should be the one with jurisdiction over city streets.	Critical Intersections: Enhancing safety, mobility, and access in crossings with concentrated pedestrian, bicycle, and/or vehicular traffic Major Corridors: Transforming one or more important streets to enhance the walking or cycling network, including significant reallocation of space for non-motorized transportation Signature Destinations: Improving access to culturally, historically, or otherwise significant locations at the neighborhood or civic scale Large New Public Spaces: Creating or activating plazas or other pedestrian space with amenities such as seating, greenery or space for cultural programming Catalysts for Future Projects: Launching or expanding ongoing programs or policies (g., Vision Zero safety program, plaza program, etc.) in the city or the region.
Community Traffic Safety Grants	National Highway Traffic Safety Administration	An annual opportunity to put the Road to Zero pillars into practice by supporting promising projects and programs that can help us achieve our mission of zero traffic fatalities.	Applicants must be a Road to Zero Coalition Member Applicant must be a non-profit organization or other entity. Government Entities (cities, states, counties, governors' safety offices, etc.) also qualify. Proposed programs must operate within the United States. Federally-recognized Indian Tribes, Tribal Organizations, and Urban Indian Organizations are also eligible.	To address this devastating trend, the Road to Zero Coalition, made up of over 1,800 member organizations, brings together a cross-sector approach to implementing proven techniques, sharing important research and information, and advancing the conversation around transportation safety through its three pillar, multi-modal framework focused on: Doubling down on what works through proven, evidence-based strategies Advancing life-saving technology in vehicles and infrastructure Prioritizing safety by adopting a Safe System approach and creating a positive safety culture

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
Loans of up to 30 years, based upon the useful life of the project, offered at low, fixed interest rates	Entities in communities whose median household income is less than the state's median household income are eligible to receive 0% or 2% interest rates for up to \$500,000 per entity per fiscal year, subject to availability of funds.	PPRF applications are due two weeks prior to the day after an NMFA board meeting in order to be reviewed at the NMFA board meeting held the following month	John Brooks; (505) 231-1540; pprf@nmfa.net	Public Project Revolving Fund New Mexico Finance Authority
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
Grants can range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects.	Planning activities not eligible.	Rolling pre-application.	See website for details.	Grant Opportunities From AARP Foundation
\$25,000	The Lead City Agency is encouraged to select a Fiscal Sponsor to receive the funds directly. The Fiscal Sponsor should be a charitable organization that is a 501(c)3 Public Charity.	January 31, 2026	aerts@bloomberg.org	Grants Asphalt Art
Grant amounts range from \$50,000-\$200,000	Applicants must be a Road to Zero Coalition Member	TBD	roadtozero@nsc.org	Community Traffic Safety Grants - National Safety Council

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Safe Streets for All (SS4A)	USDOT	The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries. Over \$3 billion is still available for future funding rounds.	Metropolitan planning organizations; Political subdivisions of a State or territory (e.g., cities, towns, counties); Federally recognized Tribal governments; and a multijurisdictional group of entities described in any of the aforementioned three types of entities.	Develop a comprehensive safety action plan (Action Plan). Conduct supplemental safety planning to enhance an Action Plan. Carry out demonstration activities to inform the development of, or an update to, an Action Plan. Perform planning, design, and development activities for projects and strategies identified in an Action Plan. Implement projects and strategies identified in an Action Plan that address roadway safety problems.
Congestion Mitigation and Air Quality Program (CMAQ)	Federal Highway Administration	To provide a flexible funding source to State and local governments for transportation projects and programs to help meet the requirements of the Clean Air Act.	The FAST Act directs FHWA to apportion funding as a lump sum for each State then divide that total among apportioned programs. Once each State's combined total apportionment is calculated, funding is set-aside for the State's CMAQ Program.	A transportation project or program that is likely to contribute to the attainment or maintenance of a national ambient air quality standard, with a high level of effectiveness in reducing air pollution, and that is included in the metropolitan planning organization's (MPO's) current transportation plan and transportation improvement program (TIP) or the current state transportation improvement program (STIP) in areas without an MPO.
Highway Safety Improvement Program (HSIP)	USDOT FHWA	The HSIP includes the Strategic Highway Safety Plan (SHSP), Railway-Highway Crossing Program, and the resulting program of highway safety improvement projects. Successful implementation of these principles will contribute to a reduction in fatalities and serious injuries consistent with the purpose of the HSIP and the new performance-based program requirements. Successful implementation of these principles will contribute to a reduction in fatalities and serious injuries consistent with the purpose of the HSIP and the new performance-based program requirements.	The BIL allows a State to use up to 10% of its HSIP funding for specified safety projects. This ("specified safety projects") includes a project that— promotes public awareness and informs the public regarding highway safety matters; facilitates enforcement of traffic safety laws; provides infrastructure and infrastructure-related equipment to support emergency services; conducts safety-related research to evaluate experimental safety countermeasures or equipment; or supports safe routes to school non-infrastructure-related activities. (§ 11111(a)(4); 23 U.S.C. 148(e)(3)) After apportionment, 2% of the State's HSIP apportionment is set aside for State Planning and Research. [23 U.S.C. 505]	23 U.S.C. 133(h)(7)(B)(i) allows HSIP funds to be credited toward the non-Federal share of the costs of a TA Set-Aside project if the project is an eligible HSIP project as described in 23 U.S.C. 148(e)(1) https://highways.dot.gov/safety/highway-safety-improvement-program-questions-answers

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
This Notice makes available up to \$1,256,687,000 for FY 2024 grants under the SS4A program. Of the funding made available, up to \$580 million is available to implement projects and strategies. The remainder, \$656,687,000, must be awarded for developing Action Plans; conducting supplemental planning to update existing Action Plans; or carrying out demonstration activities to inform the development of, or updates to, Action Plans.	For Planning and Demonstration Grants, award amounts will be based on total estimated project costs, with an expected minimum of \$100,000 in SS4A funding and an expected maximum of \$10,000,000 in SS4A funding for all applicants. For Implementation Grants, DOT expects the minimum award will be \$2,500,000 in SS4A funding and the maximum award will be \$25,000,000 in SS4A funding.	Annual -The FY26 NOFO is expected to be released in Spring 2026	Please contact the SS4A grant program staff via email at SS4A@dot.gov or call Paul Teicher at 202-366-4114.	Safe Streets and Roads for All (SS4A) Grant Program US Department of Transportation
Formula Fund	The FAST Act directs FHWA to apportion funding as a lump sum for each State then divide that total among apportioned programs. Once each State's combined total apportionment is calculated, funding is set-aside for the State's CMAQ Program. The FAST Act directs FHWA to apportion funding as a lump sum for each State then divide that total among apportioned programs. Once each State's combined total apportionment is calculated, funding is set-aside for the State's CMAQ Program.	The FAST Act directs FHWA to apportion funding as a lump sum for each State then divide that total among apportioned programs. Once each State's combined total apportionment is calculated, funding is set-aside for the State's CMAQ Program.	For more information, please contact: Mark Glaze, (202-366-4053). Karen Perritt, (202-366-9066). Edward Dancausse, (919-747-7026).	CMAQ - Air Quality - Environment - FHWA
Formula Fund	The BIL maintains the definition of highway safety improvement project and adds under that definition several additional types of projects [§ 11111(a)(1)(A)]: intersection safety improvements that provide for the safety of all road users, as appropriate, including multimodal roundabouts; [23 U.S.C. 148 (a)(4)(B)(i)] construction and improvement of a railway-highway grade crossing safety feature, including installation of protective devices [NEW] or a grade separation project; [23 U.S.C. 148(a)(4)(B)(vi)] construction or installation of features, measures, and road designs to calm traffic and reduce vehicle speeds; [23 U.S.C. 148(a)(4)(B)(viii)] installation or upgrades of traffic control devices for pedestrians and bicyclists including pedestrian hybrid beacons and the addition of bicycle movement phases to traffic signals; [23 U.S.C. 148(a)(4)(B)(xxvi)] roadway improvements that provide separation between motor vehicles and bicyclists, including medians, pedestrian crossing islands, protected bike lanes, and protected intersection features; and [23 U.S.C. 148(a)(4)(B)(xxvii)] pedestrian security features designed to slow or stop a motor vehicle. [23 U.S.C. 148(a)(4)(B)(xxviii)]	Annual	Karen Scurry, HSIP FHWA Highway Safety karen.scurry@dot.gov 202-897-7168	Highway Safety Improvement Program (HSIP) FHWA

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Public Works & Economic Adjustment Assistance (EAA) Programs	US Economic Development Administration	Provides grants to economically distressed areas for public works projects that: promote economic development; create long-term jobs; and/or benefit low-income persons or the long-term unemployed.	States, cities, counties; Indian tribes; the Federated States of Micronesia; the Republic of the Marshall Islands; commonwealths and territories of the United States; and private or public nonprofits representing a redevelopment area or a designated economic development center.	Public Works: Construction and/or infrastructure projects that meet the needs of communities to enable them to become more economically competitive. Examples include projects supporting water and sewer system improvements, industrial parks, high-tech shipping and logistics facilities, workforce training facilities, business incubators and accelerators, brownfield redevelopment, technology-based facilities, wet labs, multi-tenant manufacturing facilities, science and research parks, and telecommunications infrastructure and development facilities. EAA: supports a wide range of construction and non-construction activities including infrastructure, design and engineering, technical assistance, economic recovery strategies, and capitalization or re-capitalization of Revolving Loan Funds (RLF).
Better Utilizing Investments to Leverage Development (BUILD)	USDOT	Invest in surface transportation that will have a significant local or regional impact; and Support projects that are consistent with the Department's strategic goals: improve safety, economic strength and global competitiveness, equity, and climate and sustainability.	State, local and tribal governments, including U.S. territories, transit agencies, port authorities, metropolitan planning organizations (MPOs), and other political subdivisions of State or local governments.	1. Capital Projects. Eligible projects for RAISE grants are surface transportation capital projects within the United States or any territory or possession of the United States that include, but are not limited to: a. highway, bridge, or other road projects eligible under title 23, United States Code; b. public transportation projects eligible under chapter 53 of title 49, United States Code; c. 11 passenger and freight rail transportation projects; d. port infrastructure investments (including inland port infrastructure and land ports of entry); e. intermodal projects; f. projects investing in surface transportation facilities that are located on Tribal land and for which title or maintenance responsibility is vested in the Federal Government.; g. Research, demonstration, or pilot projects are eligible only if they will result in long-term, permanent surface transportation infrastructure that has independent utility. 2. Planning Projects. Eligible projects include: a. Planning, preparation, or design— for example environmental analysis, feasibility studies, and other pre-construction activities—of eligible surface transportation capital projects.; b. In addition, eligible activities related to multidisciplinary projects or regional planning may include: i. Development of master plans, comprehensive plans, or corridor plans; ii. Planning activities related to the development of a multimodal freight corridor, including those that seek to reduce conflicts with residential areas and with passenger and non-motorized traffic; iii. Development of port and regional port planning grants, including State-wide or multi-port planning within a single jurisdiction or region; iv. Risk assessments and planning to identify vulnerabilities and address the transportation system's ability to withstand probable occurrence or recurrence of an emergency or major disaster.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
50% of total project costs, up to \$3,000,000	Must align with regional Comprehensive Economic Development	Year-round	Ali DeMersseman Economic Development Representative Phone:(720) 237-6079 ademersseman@eda.gov	Economic Adjustment Assistance U.S. Economic Development Administration
Grants not less than \$5 million and not greater than \$25 million, except that for projects located in rural areas (as defined in Section C.4.(a)) the minimum award size is \$1 million. Must provide 20% non-federal match. There is no minimum award size, regardless of location, for RAISE planning grants. Total available is \$1 Billion.	The primary selection criteria are Safety, Environmental Sustainability, Quality of Life, Economic Competitiveness, and State of Good Repair. The secondary selection criteria are Partnership and Innovation.	Annual program, FY 2026 anticipated to open on January of 2026	Email: BUILDgrants@dot.gov Phone: 202-366-0301	https://www.transportation.gov/ BUILDgrants

Priority 2: Mobility

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
The Outdoor Equity Fund	NM Outdoor Recreation Division	To support transformative outdoor experiences that foster stewardship and respect for lands, waters, and cultural heritage.	Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.	For any outdoor recreation project
Public Project Revolving Fund	NM Finance Authority	Public infrastructure & capital financing	Local Governments	Infrastructure, building and capital equipment projects
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governmentsstate agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
Land and Water Conservation Fund	National Park Service	As designed, the purpose of the ORLP Program is to provide new or significantly improved recreation opportunities in economically-disadvantaged communities, consistent with the purposes and requirements of the LWCF Act and LWCF Manual, and that: •meet recreation goals as identified in, and align with, at least one priority of, the State's Comprehensive Outdoor Recreation Plan •are located within or abutting an incorporated city (or town) having a population of 30,000 or more, and •serve the specific needs of a community(ies) that is (are) severely lacking in walkable, publicly accessible, outdoor recreation ("park deserts"), and that has a poverty rate of at least 20% or that is at least 10% higher than that of the project city, county, and state rates).	Only state lead agencies are eligible to submit applications for ORLP grants, although they may do so on behalf of themselves or another entity via a sub-grant. The State Lead Agency in Florida is the Florida Department of Environmental Protection. Eligible applicants include county governments and incorporated municipalities of the state of Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the general public.	Acquisition or development of lands for public outdoor recreation
National Parks Service Rivers, Trails and Conservation Assistance (RTCA)	National Park Service	The main focus areas of this program are building healthy communities, conservation, engaging youth in outdoor recreation, and facilitating support between NPS and communities to achieve shared goals.	State and local governments, tribes, nonprofits, or citizen organizations.	This program provides technical assistance to community led conservation and outdoor recreation projects throughout the country. The types of assistance NPS provides includes: community outreach strategies, developing concept plans for trails and parks, creating project management and action plans, engaging collaborative partners and stakeholders, and other consulting services that can be tailored towards the needs of the project.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$5,000-\$40,000; No Match for rural communities	Applicant must have a well-developed written plan to engage low-income youth in nature-based outdoor recreation activities.	Next funding cycle will open Spring 2026	AJ Jones; aj.jones@edd.nm.gov	https://nmoutside.com/grants/outdoor-equity-fund/
Loans of up to 30 years, based upon the useful life of the project, offered at low, fixed interest rates	Entities in communities whose median household income is less than the state's median household income are eligible to receive 0% or 2% interest rates for up to \$500,000 per entity per fiscal year, subject to availability of funds.	PPRF applications are due two weeks prior to the day after an NMFA board meeting in order to be reviewed at the NMFA board meeting held the following month	John Brooks; (505) 231-1540; pprf@nmfa.net	Public Project Revolving Fund New Mexico Finance Authority
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
The maximum grant request may not exceed \$1.5 million. The Department may revise an applicant's requested grant amount based on availability of program funds. Grants must be for the sole purpose of providing outdoor recreation opportunities to the public. Grant awards are contingent upon an annual apportionment from the National Park Service and expenditure authorization by the Florida Legislature. The LWCF grant is provided on a 50%/50% (Program/Grantee) matching basis. Matching Ratio: 50:50	Award recipients cannot have received a LWCF grant in the past 7 years	Annual Program, State Applications are typically due in November and January	Antoinette Norfleet - (404) 463-8629; antoinette.norfleet@dnr.ga.gov	State and Local Grant Funding - Land and Water Conservation Fund (U.S. National Park Service)
This is a nonmonetary grant program. NPS assists communities by providing a broad range of services and support. They are also helpful in bringing funding partners to the table.	NPS recommends applicants consult with a staff member at least 30 days prior to the application deadline.	This program is offered on an annual basis. Applications are due on March 1, 2024.	Ericka Pilcher, RTCA_Apps_IMR@nps.gov	Apply for Conservation or Outdoor Recreation Community Assistance - Rivers, Trails, and Conservation Assistance Program (U.S. National Park Service)

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Prioritize projects that aim to achieve the following outcomes: * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.
Asphalt Art Initiative	Bloomberg Philanthropies	Proposed projects should be ambitious arts-driven street designs with the goal of catalytic improvements to a key location in the city. Improving road safety, especially for pedestrians and cyclists, must be a component of all proposals.	The Project Team must include a Lead City Agency which is the primary government agency with oversight of the project. This agency should be the one with jurisdiction over city streets.	Critical Intersections: Enhancing safety, mobility, and access in crossings with concentrated pedestrian, bicycle, and/or vehicular traffic Major Corridors: Transforming one or more important streets to enhance the walking or cycling network, including significant reallocation of space for non-motorized transportation Signature Destinations: Improving access to culturally, historically, or otherwise significant locations at the neighborhood or civic scale Large New Public Spaces: Creating or activating plazas or other pedestrian space with amenities such as seating, greenery or space for cultural programming Catalysts for Future Projects: Launching or expanding ongoing programs or policies (g., Vision Zero safety program, plaza program, etc.) in the city or the region.
Destination Forward	New Mexico Tourism Department	To support the development and implementation of tourism infrastructure projects throughout New Mexico.	Local governments including Special Districts and Political Subdivisions; Tribal governments; Municipalities	Development of outdoor recreation infrastructure Recreational improvements Signage and wayfinding that align with community branding and marketing Tourism related parking and transportation Tourism attraction facilities Dark skies viewing area Re-development of historic assets Rehabilitation, maintenance, and conservation of cultural sites/indigenous sites/archeological sites Bike, pedestrian, and equestrian transportation and other related developments Camping and RV related accommodations Beautification and conservation for tourism purposes Fairgrounds, convention center/facilities, performance venues, and other event spaces Public art on tourism infrastructure Agritourism farms, food trails or other related facilities Innovative redevelopments leveraging technology to showcase authentic New Mexican culture and nature if applicable Visitor information centers and their improvements
Outdoor Recreation Trails+ Grant	New Mexico Outdoor Recreation Division	Statewide initiative by the New Mexico Outdoor Recreation Division that invests in trails and outdoor infrastructure to support healthy communities, local economies, and long-term access to nature.	Trails+ Grant is open to a wide range of public and nonprofit entities in New Mexico, including: Tribes, Pueblos, and Nations Municipalities and Counties Nonprofits (Tier 1 and Tier 2 only) Public schools, preschools, and districts Public colleges and universities Soil and Water Conservation Districts Acequia and Land Grant Associations	Planning, development, and improvement of outdoor spaces—including trails, river parks, wildlife viewing areas, trailheads, signage, and more.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
Grants can range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects.	Planning activities not eligible.	Rolling pre-application.	See website for details.	Grant Opportunities From AARP Foundation
\$25,000	The Lead City Agency is encouraged to select a Fiscal Sponsor to receive the funds directly. The Fiscal Sponsor should be a charitable organization that is a 501(c)3 Public Charity.	January 31, 2026	aerts@bloomberg.org	Grants Asphalt Art
Two-tiered system for applying: Tier I A: Planning and Design - up to \$100,000 Tier I B: Programming - up to \$50,000 (requires no match) Tier II A: Construct and Equip – up to \$500,000 Tier II B: Renovate and Modernize - up to \$500,000 Projects should be able to match up to 5% of eligible expenditures for Capital Outlay Projects. Applicants must include a “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the 5% match. Applicants that provide a greater match than 5% may be given preference. If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship (match waiver) in their application Projects should also: generate value over a long period of time (10 years at least) provide long-term financial benefit and public access to the community. include long-term intangible and tangible assets and investments.	ELIGIBLE PROJECTS must be: Be “shovel ready” – have completed the planning and design phase of the project and can begin construction in the near future. If not “shovel-ready,” projects must be “shovel-worthy” meaning they have begun the planning and design phase of the project and have demonstrated the support from the local government to begin construction the moment the planning and design phase of the project is complete. Align with fund goals and objectives. Align with region’s economic/comprehensive or other regional development plan. Aim at funding destination development where greatest needs exists.	FY2027 will open in the spring of 2026	Andria Montoya; Grants Coordinator; route66@td.nm.gov	Destination Forward Grant Program
A total of \$7.2 million in Trails+ Grant funding is available in Fiscal Year 2026, split across two application rounds.	The program prioritizes equitable outdoor access, especially in rural, Tribal, and historically underserved areas, while promoting stewardship of New Mexico’s diverse landscapes.	Round 1: July 1 – September 30, 2025 Round 2: November 1, 2025 – January 31, 2026	Carl Colonius at carl.colonius@edd.nm.gov	https://nmoutside.com/grants/trails-plus/

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Community Change Grants	America Walks	Innovative, engaging, and inclusive programs and projects that create change and opportunity for walking and movement at the community level	Cities and nonprofits	Projects will create healthy, active, and engaged communities that support walking as transportation, health, and recreation. Projects must show a strong and intentional foundation of equity and authentic engagement of the whole community.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$1,500	Will award 10 grants to communities for projects related to creating healthy, active, and engaged places to live, work and play. We have also expanded the program to include 15 grants for similar projects that are funded by General Motors.	-	Nicole Smith, Operations and Program Manager, nsmith@americawalks.org	Community Change Grants - America Walks

Priority 3: Economic and Workforce Development

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
The Outdoor Equity Fund	NM Outdoor Recreation Division	To support transformative outdoor experiences that foster stewardship and respect for lands, waters, and cultural heritage.	Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.	For any outdoor recreation project
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governmentsstate agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
Clean Up Grants	U.S EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	To carry out cleanup activities at brownfield sites owned by the applicant. Funds may be used to address sites contaminated by petroleum and/or hazardous substances, pollutants, or contaminants (including hazardous substances comingled with petroleum). Can address either a single brownfield site or multiple brownfield sites within the same application.
Community-wide Assessment Grant	U.S. EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	Provides funding to inventory, characterize, assess, conduct a range of planning activities, develop site-specific cleanup plans, and conduct community involvement related to brownfield sites.
Destination Forward	New Mexico Tourism Department	To support the development and implementation of tourism infrastructure projects throughout New Mexico.	Local governments including Special Districts and Political Subdivisions; Tribal governments; Municipalities	- Development of outdoor recreation infrastructure - Recreational improvements - Signage and wayfinding that align with community branding and marketing - Tourism related parking and transportation - Tourism attraction facilities - Dark skies viewing area - Re-development of historic assets - Rehabilitation, maintenance, and conservation of cultural sites/indigenous sites/archeological sites - Bike, pedestrian, and equestrian transportation and other related developments - Camping and RV related accommodations - Beautification and conservation for tourism purposes - Fairgrounds, convention center/facilities, performance venues, and other event spaces - Public art on tourism infrastructure - Agritourism farms, food trails or other related facilities - Innovative redevelopments leveraging technology to showcase authentic New Mexican culture and nature if applicable - Visitor information centers and their improvements

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$5,000-\$40,000; No Match for rural communities	Applicant must have a well-developed written plan to engage low-income youth in nature-based outdoor recreation activities.	Next funding cycle will open Spring 2026	AJ Jones; aj.jones@edd.nm.gov	https://nmoutside.com/grants/outdoor-equity-fund/
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
\$500,000-\$4 Million; No Match Required	An applicant must own the site for which it is requesting funding. The performance period for these grants is three years.	Annual program; current cycle is closed and will open for FY2026 in the fall of 2025.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA
\$500,000; No Match Required	Must address eligible contamination: hazardous substances, pollutants, contaminants (including hazardous substances comingled with petroleum), and/or petroleum.	Annual program; current cycle is closed and will open for FY2026 in the fall of 2025.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA
Two-tiered system for applying: Tier I A: Planning and Design - up to \$100,000 Tier I B: Programming - up to \$50,000 (requires no match) Tier II A: Construct and Equip – up to \$500,000 Tier II B: Renovate and Modernize - up to \$500,000 Projects should be able to match up to 5% of eligible expenditures for Capital Outlay Projects. Applicants must include a “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the 5% match. Applicants that provide a greater match than 5% may be given preference. If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship (match waiver) in their application Projects should also: generate value over a long period of time (10 years at least) provide long-term financial benefit and public access to the community. include long-term intangible and tangible assets and investments.	ELIGIBLE PROJECTS must be: Be “shovel ready” – have completed the planning and design phase of the project and can begin construction in the near future. If not “shovel-ready,” projects must be “shovel-worthy” meaning they have begun the planning and design phase of the project and have demonstrated the support from the local government to begin construction the moment the planning and design phase of the project is complete. Align with fund goals and objectives. Align with region’s economic/comprehensive or other regional development plan. Aim at funding destination development where greatest needs exists.	FY2027 will open in the spring of 2026	Andria Montoya; Grants Coordinator; route66@td.nm.gov	Destination Forward Grant Program

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Economic Development Retention & Revitalization Grant	Community Foundation of Southern New Mexico	To support private businesses, projects and organizations that make or will make a measurable difference in achieving economic growth and development, expanding and diversifying the tax base, and creating new quality jobs	New businesses, the expansion of existing businesses, and individual entrepreneurs.	Fund small businesses and entrepreneurs that would like to open a business but were unable to over the past two and half years due to the pandemic. Fund small businesses and entrepreneurs that have been negatively impacted by the pandemic and have lost staff, market share and had to close pieces of their businesses. Fund small businesses and entrepreneurs that would like to expand staff and focus on getting individuals back to work. Fund nonprofit organizations that assist with entrepreneurial education, business development and developing thriving families in southern New Mexico.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
Contact for more information	The project MUST: Show a clear demonstration of public purpose and economic benefit through advancement of the region's economic goals which include. expanding the tax base, creating quality economic-based jobs, increasing private capital investment in the community, and spurring development. Include solid evidence provided by the business that demonstrates the business's financial stability and capacity to complete the project Be in compliance with all local, state and federal laws.	Rolling	(575) 521-4794 or email info@cfsnm.org	https://www.communityfoundationofsouthernnewmexico.org/application-for-a-grant/

Priority 4: Housing

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governmentsstate agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Prioritize projects that aim to achieve the following outcomes: * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.
Clean Up Grants	U.S. EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	To carry out cleanup activities at brownfield sites owned by the applicant. Funds may be used to address sites contaminated by petroleum and/or hazardous substances, pollutants, or contaminants (including hazardous substances comingled with petroleum). Can address either a single brownfield site or multiple brownfield sites within the same application.
Community-wide Assessment Grant	U.S. EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	Provides funding to inventory, characterize, assess, conduct a range of planning activities, develop site-specific cleanup plans, and conduct community involvement related to brownfield sites.
Revolving Loan Fund	U.S. EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	Provide funding for a grant recipient to capitalize a revolving loan fund and to provide loans and subgrants to carry out cleanup activities at brownfield sites.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
Grants can range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects.	Planning activities not eligible.	Rolling pre-application.	See website for details.	Grant Opportunities From AARP Foundation
\$500,000-\$4 Million; No Match Required	An applicant must own the site for which it is requesting funding. The performance period for these grants is three years.	Annual program; current cycle is closed and will open for FY2026 in the fall of 2025.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA
\$500,000; No Match Required	Must address eligible contamination: hazardous substances, pollutants, contaminants (including hazardous substances comingled with petroleum), and/or petroleum.	Annual program; current cycle is closed and will open for FY2026 in the fall of 2025.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA
\$1 Million	Must address eligible contamination: hazardous substances, pollutants, contaminants (including hazardous substances comingled with petroleum), and/or petroleum.	Every other year rotation; current cycle is closed and will open for FY2027 in the fall of 2026.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Multipurpose Grant	U.S. EPA	To empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.	County, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments (whether or not incorporated as a nonprofit corporation under state law), any other regional or interstate government entity, or any agency or instrumentality of a local government.	Phase II environmental site assessment Site cleanup Overall revitalization that includes a feasible reuse plan for one site

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$1 Million	Must address eligible contamination: hazardous substances, pollutants, contaminants (including hazardous substances comingled with petroleum), and/or petroleum.	Every other year rotation;current cycle is closed and will open for FY2026 in the fall of 2025.	Althea Foster, (214) 665-2268 Foster.Althea@epa.gov (EPA Region 6)	Multipurpose, Assessment, RLF, and Cleanup (MARC) Grant Application Resources US EPA

Priority 5: Beautification

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
The Outdoor Equity Fund	NM Outdoor Recreation Division	To support transformative outdoor experiences that foster stewardship and respect for lands, waters, and cultural heritage.	Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.	For any outdoor recreation project
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governmentsstate agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
Land and Water Conservation Fund	National Park Service	As designed, the purpose of the ORLP Program is to provide new or significantly improved recreation opportunities in economically-disadvantaged communities, consistent with the purposes and requirements of the LWCF Act and LWCF Manual, and that: •meet recreation goals as identified in, and align with, at least one priority of, the State's Comprehensive Outdoor Recreation Plan •are located within or abutting an incorporated city (or town) having a population of 30,000 or more, and •serve the specific needs of a community(ies) that is (are) severely lacking in walkable, publicly accessible, outdoor recreation ("park deserts"), and that has a poverty rate of at least 20% or that is at least 10% higher than that of the project city, county, and state rates).	Only state lead agencies are eligible to submit applications for ORLP grants, although they may do so on behalf of themselves or another entity via a sub-grant. The State Lead Agency in Florida is the Florida Department of Environmental Protection. Eligible applicants include county governments and incorporated municipalities of the state of Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the general public.	Acquisition or development of lands for public outdoor recreation
National Parks Service Rivers, Trails and Conservation Assistance (RTCA)	National Park Service	The main focus areas of this program are building healthy communities, conservation, engaging youth in outdoor recreation, and facilitating support between NPS and communities to achieve shared goals.	State and local governments, tribes, nonprofits, or citizen organizations.	This program provides technical assistance to community led conservation and outdoor recreation projects throughout the country. The types of assistance NPS provides includes: community outreach strategies, developing concept plans for trails and parks, creating project management and action plans, engaging collaborative partners and stakeholders, and other consulting services that can be tailored towards the needs of the project.
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Prioritize projects that aim to achieve the following outcomes: * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$5,000-\$40,000; No Match for rural communities	Applicant must have a well-developed written plan to engage low-income youth in nature-based outdoor recreation activities.	Next funding cycle will open Spring 2026	AJ Jones; aj.jones@edd.nm.gov	https://nmoutside.com/grants/outdoor-equity-fund/
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
The maximum grant request may not exceed \$1.5 million. The Department may revise an applicant's requested grant amount based on availability of program funds. Grants must be for the sole purpose of providing outdoor recreation opportunities to the public. Grant awards are contingent upon an annual apportionment from the National Park Service and expenditure authorization by the Florida Legislature. The LWCF grant is provided on a 50%/50% (Program/Grantee) matching basis. Matching Ratio: 50:50	Award recipients cannot have received a LWCF grant in the past 7 years	Annual Program, State Applications are typically due in November and January	Antoinette Norfleet - (404) 463-8629; antoinette.norfleet@dnr.ga.gov	State and Local Grant Funding - Land and Water Conservation Fund (U.S. National Park Service)
This is a nonmonetary grant program. NPS assists communities by providing a broad range of services and support. They are also helpful in bringing funding partners to the table.	NPS recommends applicants consult with a staff member at least 30 days prior to the application deadline.	This program is offered on an annual basis. Applications are due on March 1, 2024.	Ericka Pilcher, RTCA_Apps_IMR@nps.gov	Apply for Conservation or Outdoor Recreation Community Assistance - Rivers, Trails, and Conservation Assistance Program (U.S. National Park Service)
Grants can range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects.	Planning activities not eligible.	Rolling pre-application.	See website for details.	Grant Opportunities From AARP Foundation

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Destination Forward	New Mexico Tourism Department	To support the development and implementation of tourism infrastructure projects throughout New Mexico.	Local governments including Special Districts and Political Subdivisions; Tribal governments; Municipalities	- Development of outdoor recreation infrastructure - Recreational improvements - Signage and wayfinding that align with community branding and marketing - Tourism related parking and transportation - Tourism attraction facilities - Dark skies viewing area - Re-development of historic assets - Rehabilitation, maintenance, and conservation of cultural sites/indigenous sites/archeological sites - Bike, pedestrian, and equestrian transportation and other related developments - Camping and RV related accommodations - Beautification and conservation for tourism purposes - Fairgrounds, convention center/facilities, performance venues, and other event spaces - Public art on tourism infrastructure - Agritourism farms, food trails or other related facilities - Innovative redevelopments leveraging technology to showcase authentic New Mexican culture and nature if applicable - Visitor information centers and their improvements
Outdoor Recreation Trails+ Grant	New Mexico Outdoor Recreation Division	Statewide initiative by the New Mexico Outdoor Recreation Division that invests in trails and outdoor infrastructure to support healthy communities, local economies, and long-term access to nature.	Trails+ Grant is open to a wide range of public and nonprofit entities in New Mexico, including: - Tribes, Pueblos, and Nations - Municipalities and Counties - Nonprofits (Tier 1 and Tier 2 only) - Public schools, preschools, and districts - Public colleges and universities - Soil and Water Conservation Districts - Acequia and Land Grant Associations	Planning, development, and improvement of outdoor spaces—including trails, river parks, wildlife viewing areas, trailheads, signage, and more.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
Two-tiered system for applying: Tier I A: Planning and Design - up to \$100,000 Tier I B: Programming - up to \$50,000 (requires no match) Tier II A: Construct and Equip – up to \$500,000 Tier II B: Renovate and Modernize - up to \$500,000 Projects should be able to match up to 5% of eligible expenditures for Capital Outlay Projects. Applicants must include a “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the 5% match. Applicants that provide a greater match than 5% may be given preference. If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship (match waiver) in their application Projects should also: generate value over a long period of time (10 years at least) provide long-term financial benefit and public access to the community. include long-term intangible and tangible assets and investments.	ELIGIBLE PROJECTS must be: Be “shovel ready” – have completed the planning and design phase of the project and can begin construction in the near future. If not “shovel-ready,” projects must be “shovel-worthy” meaning they have begun the planning and design phase of the project and have demonstrated the support from the local government to begin construction the moment the planning and design phase of the project is complete. Align with fund goals and objectives. Align with region’s economic/comprehensive or other regional development plan. Aim at funding destination development where greatest needs exists.	FY2027 will open in the spring of 2026	Andria Montoya; Grants Coordinator; route66@td.nm.gov	Destination Forward Grant Program
A total of \$7.2 million in Trails+ Grant funding is available in Fiscal Year 2026, split across two application rounds.	The program prioritizes equitable outdoor access, especially in rural, Tribal, and historically underserved areas, while promoting stewardship of New Mexico’s diverse landscapes.	Round 1: July 1 – September 30, 2025 Round 2: November 1, 2025 – January 31, 2026	Carl Colonius at carl.colonius@edd.nm.gov	https://nmoutside.com/grants/trails-plus/

Priority 6: Community Character

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
The Outdoor Equity Fund	NM Outdoor Recreation Division	To support transformative outdoor experiences that foster stewardship and respect for lands, waters, and cultural heritage.	Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.	For any outdoor recreation project
New Mexico Match Fund	NM Department of Finance	Opportunity to leverage once-in-a-generation federal funding for infrastructure, research, economic development, the energy transition, and other critical projects that will benefit New Mexico.	Local Governmentsstate agencies, tribal governments, counties, municipalities, and political subdivisions	To meet matching requirements for federal grants
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	Prioritize projects that aim to achieve the following outcomes: * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.
Our Town	National Endowment for the Arts	Our Town is the NEA's creative placemaking grants program. Through project-based funding, the program supports activities that integrate arts, culture, and design into local efforts that strengthen communities. Our Town projects advance local economic, physical, or social outcomes in communities, ultimately laying the groundwork for systems change and centering equity.	These projects require a partnership between a local government entity and non-profit organization, one of which must be a cultural organization; and should engage in partnership with other sectors (e.g., agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, workforce development). The highest ranking official of the local government is required to submit a formal statement of support.	<u>Arts Engagement</u>: Artist residency; Arts festivals; Community co-creation of art Performances; Public art <u>Cultural Planning</u>: Cultural Planning; Cultural District Planning; Creative Asset Mapping; Public art planning <u>Design</u>: Artist-designer-facilitated community planning; Design of artist space Design of cultural facilities; Public space design <u>Artist and Creative Industry Support</u>: Creative business development; Professional artist development
Southwest Intervention Fund	National Trust for Historic Preservation	to further preservation efforts of the traditional cultures of the Southwest region, exclusively in Arizona, Colorado, New Mexico, West Texas* and Utah	Local partners, nonprofit organizations and government agencies	Grants from the Southwest Intervention Fund are awarded to preservation efforts of the traditional cultures in the Southwest region. Grant funds can be used to launch new initiatives or to provide additional support to on-going efforts. Grants awards may be made for activities and projects such as: - Strategic opportunities to save sites or help jump start preservation projects - Legal resources required to prepare research and/or briefs, and to travel to/from Southwest states for direct legal intervention - Advance the protection of important archaeological sites - Communications expertise to develop compelling information for press and other public forums in the region

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$5,000-\$40,000; No Match for rural communities	Applicant must have a well-developed written plan to engage low-income youth in nature-based outdoor recreation activities.	Next funding cycle will open Spring 2026	AJ Jones; aj.jones@edd.nm.gov	https://nmoutside.com/grants/outdoor-equity-fund/
\$50 M for Matching Grants \$4M for Project Implementation \$17.5M for Federal Compliance Offset	Applicants seeking funding must demonstrate that they have submitted a federal grant application and that matching funds are required. They must show that 100% of total project costs will be secured with the addition of the matching funds.	Rolling.	Shanna Sassar; (505) 470-2750; matching.grant@dfa.nm.gov	New Mexico Match Fund New Mexico Department of Finance and Administration
Grants can range from several hundred dollars for smaller, short-term activities to several thousand or tens of thousands of dollars for larger projects.	Planning activities not eligible.	Rolling pre-application.	See website for details.	Grant Opportunities From AARP Foundation
Grants range from \$25,000 to \$150,000, with a minimum cost share/match equal to the grant amount.	We encourage applications for projects that integrate arts, culture and design into strategies for strengthening communities. Arts, culture, and design may uniquely: Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure. Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy. Envision new possibilities for a community or place—a new future, a way of overcoming a challenge, or approaching problem-solving. Connect communities, people, places, and economic opportunity via physical spaces or new relationships. The NEA is committed to diversity, equity, inclusion, and accessibility, and fostering mutual respect for the diverse beliefs and values of all individuals and groups. Our Town supports a variety of projects across the country in urban, suburban, rural, and tribal communities of all sizes.	Annual Program. Summer application deadline.	See website for additional details.	GRANTS FOR ARTS PROJECTS National Endowment for the Arts
\$2,500-\$10,000	The decision to pursue project funding through the Southwest Intervention Fund must be made in consultation with the National Trust grants office. Please contact us if you would like to discuss your project.	Application deadlines are February 1, June 1 and October 1	grants@savingplaces.org	https://savingplaces.org/southwest-fund

Grant Program	Funding Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Asphalt Art Initiative	Bloomberg Philanthropies	Proposed projects should be ambitious arts-driven street designs with the goal of catalytic improvements to a key location in the city. Improving road safety, especially for pedestrians and cyclists, must be a component of all proposals.	The Project Team must include a Lead City Agency which is the primary government agency with oversight of the project. This agency should be the one with jurisdiction over city streets.	Critical Intersections: Enhancing safety, mobility, and access in crossings with concentrated pedestrian, bicycle, and/or vehicular traffic Major Corridors: Transforming one or more important streets to enhance the walking or cycling network, including significant reallocation of space for non-motorized transportation Signature Destinations: Improving access to culturally, historically, or otherwise significant locations at the neighborhood or civic scale Large New Public Spaces: Creating or activating plazas or other pedestrian space with amenities such as seating, greenery or space for cultural programming Catalysts for Future Projects: Launching or expanding ongoing programs or policies (g., Vision Zero safety program, plaza program, etc.) in the city or the region
Destination Forward	New Mexico Tourism Department	To support the development and implementation of tourism infrastructure projects throughout New Mexico.	Local governments including Special Districts and Political Subdivisions; Tribal governments; Municipalities	Development of outdoor recreation infrastructure Recreational improvements Signage and wayfinding that align with community branding and marketing Tourism related parking and transportation Tourism attraction facilities Dark skies viewing area Re-development of historic assets Rehabilitation, maintenance, and conservation of cultural sites/indigenous sites/archeological sites Bike, pedestrian, and equestrian transportation and other related developments Camping and RV related accommodations Beautification and conservation for tourism purposes Fairgrounds, convention center/facilities, performance venues, and other event spaces Public art on tourism infrastructure Agritourism farms, food trails or other related facilities Innovative redevelopments leveraging technology to showcase authentic New Mexican culture and nature if applicable Visitor information centers and their improvements
Outdoor Recreation Trails+ Grant	New Mexico Outdoor Recreation Division	Statewide initiative by the New Mexico Outdoor Recreation Division that invests in trails and outdoor infrastructure to support healthy communities, local economies, and long-term access to nature.	Trails+ Grant is open to a wide range of public and nonprofit entities in New Mexico, including: Tribes, Pueblos, and Nations Municipalities and Counties Nonprofits (Tier 1 and Tier 2 only) Public schools, preschools, and districts Public colleges and universities Soil and Water Conservation Districts Acequia and Land Grant Associations	Planning, development, and improvement of outdoor spaces—including trails, river parks, wildlife viewing areas, trailheads, signage, and more.

Loan or Grant Maximum	Additional Considerations	Funding Cycle	Contact	Website
\$25,000	The Lead City Agency is encouraged to select a Fiscal Sponsor to receive the funds directly. The Fiscal Sponsor should be a charitable organization that is a 501(c)3 Public Charity.	January 31, 2026	aerts@bloomberg.org	Grants Asphalt Art
Two-tiered system for applying: Tier I A: Planning and Design - up to \$100,000 Tier I B: Programming - up to \$50,000 (requires no match) Tier II A: Construct and Equip – up to \$500,000 Tier II B: Renovate and Modernize - up to \$500,000 Projects should be able to match up to 5% of eligible expenditures for Capital Outlay Projects. Applicants must include a “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the 5% match. Applicants that provide a greater match than 5% may be given preference. If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship (match waiver) in their application Projects should also: generate value over a long period of time (10 years at least) provide long-term financial benefit and public access to the community. include long-term intangible and tangible assets and investments.	ELIGIBLE PROJECTS must be: Be “shovel ready” – have completed the planning and design phase of the project and can begin construction in the near future. If not “shovel-ready,” projects must be “shovel-worthy” meaning they have begun the planning and design phase of the project and have demonstrated the support from the local government to begin construction the moment the planning and design phase of the project is complete. Align with fund goals and objectives. Align with region’s economic/comprehensive or other regional development plan. Aim at funding destination development where greatest needs exists.	FY2027 will open in the spring of 2026	Andria Montoya; Grants Coordinator; route66@td.nm.gov	Destination Forward Grant Program
A total of \$7.2 million in Trails+ Grant funding is available in Fiscal Year 2026, split across two application rounds.	The program prioritizes equitable outdoor access, especially in rural, Tribal, and historically underserved areas, while promoting stewardship of New Mexico’s diverse landscapes.	Round 1: July 1 – September 30, 2025 Round 2: November 1, 2025 – January 31, 2026	Carl Colonius at carl.colonius@edd.nm.gov	https://nmoutside.com/grants/trails-plus/



APPENDICES

APPENDICES CONTENTS

Appendix A: Community Survey

Appendix B: Business Owners
Survey

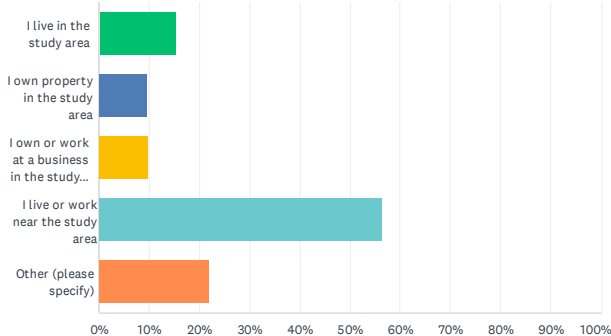


Appendix A: Community Survey Results

West Picacho MRA Community Survey

Q1 Which of the following apply to you? (Select all that apply)

Answered: 694 Skipped: 9



ANSWER CHOICES	RESPONSES	
I live in the study area	15.27%	106
I own property in the study area	9.65%	67
I own or work at a business in the study area	9.80%	68
I live or work near the study area	56.48%	392
Other (please specify)	21.90%	152
Total Respondents: 694		

West Picacho MRA Community Survey

Q2 In one word how would you describe the West Picacho MRA area?

Answered: 684 Skipped: 19

West Picacho MRA Community Survey

Q3 What do you value most about the West Picacho MRA area?

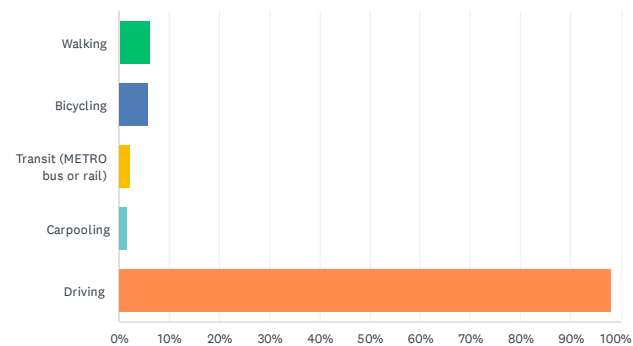
Answered: 629 Skipped: 74

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West Picacho MRA Community Survey

Q4 On an average week, what modes of transportation do you use to travel thru and to West Picacho? (Select all that apply)

Answered: 699 Skipped: 4



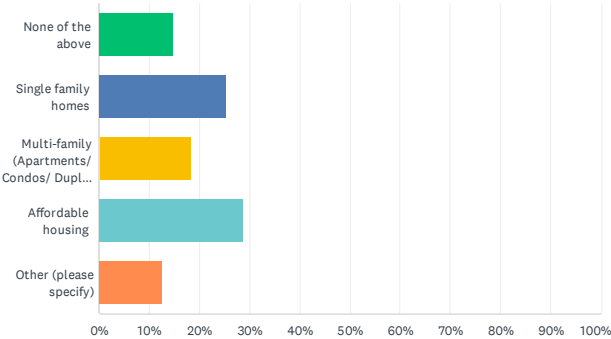
ANSWER CHOICES	RESPONSES	
Walking	6.15%	43
Bicycling	5.87%	41
Transit (METRO bus or rail)	2.43%	17
Carpooling	1.72%	12
Driving	98.00%	685
Total Respondents: 699		

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West Picacho MRA Community Survey

Q5 What housing options are most needed in the area and most important to you?

Answered: 697 Skipped: 6

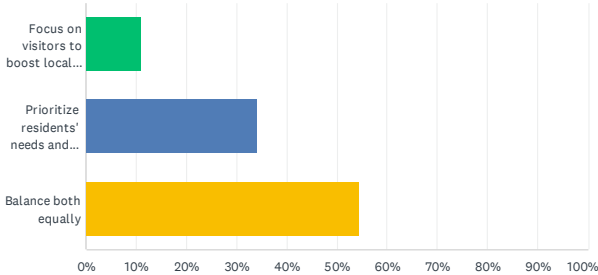


ANSWER CHOICES	RESPONSES	
None of the above	14.92%	104
Single family homes	25.39%	177
Multi-family (Apartments/ Condos/ Duplex/ Fourplex)	18.36%	128
Affordable housing	28.69%	200
Other (please specify)	12.63%	88
TOTAL		697

West Picacho MRA Community Survey

Q6 Do you think the West Picacho MRA area should focus on attracting more visitors or prioritizing residents' needs?

Answered: 699 Skipped: 4

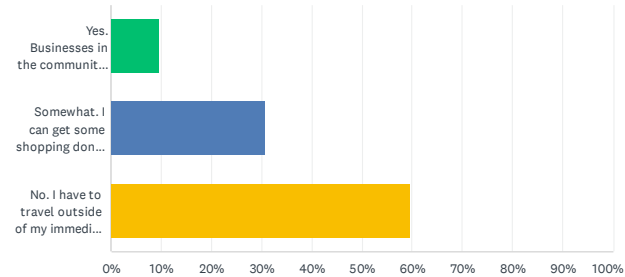


ANSWER CHOICES	RESPONSES	
Focus on visitors to boost local business	11.16%	78
Prioritize residents' needs and quality of life	34.19%	239
Balance both equally	54.65%	382
TOTAL		699

West Picacho MRA Community Survey

Q7 Do you feel the community has a good mix of businesses and stores that cater to your needs?

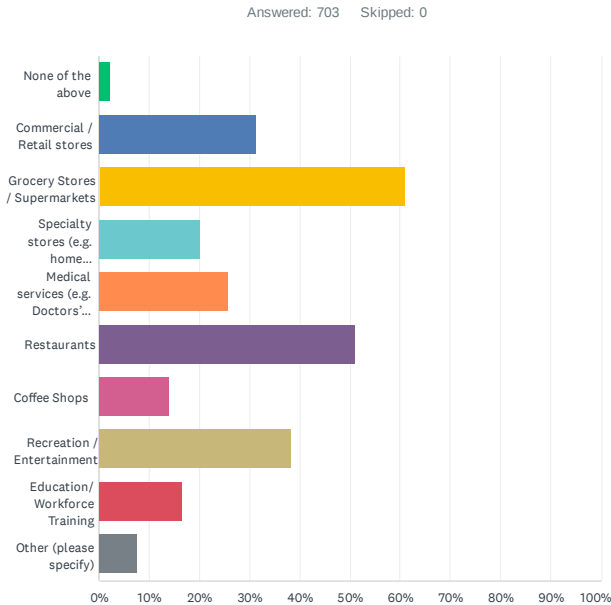
Answered: 698 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes. Businesses in the community cater to most of my daily needs. I don't need to travel far often to shop and access services.	9.60%	67
Somewhat. I can get some shopping done and access some services in my community without having to travel far.	30.66%	214
No. I have to travel outside of my immediate area frequently to shop and access services	59.74%	417
TOTAL		698

West Picacho MRA Community Survey

Q8 What types of businesses and services do you believe are most needed for the community, and which would you prioritize as your top THREE?



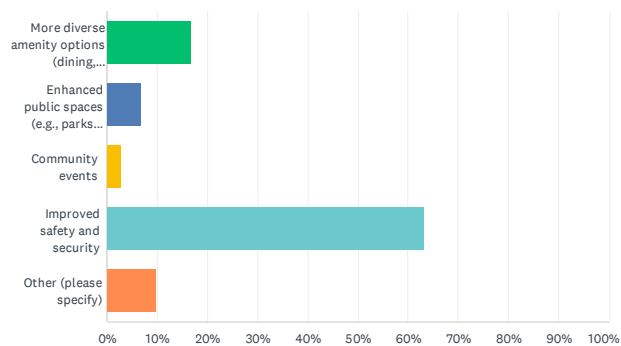
West Picacho MRA Community Survey

ANSWER CHOICES	RESPONSES	
None of the above	2.42%	17
Commercial / Retail stores	31.29%	220
Grocery Stores / Supermarkets	61.02%	429
Specialty stores (e.g. home improvement stores, arts and crafts)	20.20%	142
Medical services (e.g. Doctors' office, dentist, pharmacies)	25.89%	182
Restaurants	51.21%	360
Coffee Shops	14.08%	99
Recreation / Entertainment	38.41%	270
Education/ Workforce Training	16.64%	117
Other (please specify)	7.68%	54
Total Respondents: 703		

West Picacho MRA Community Survey

Q9 What specific improvements would encourage you to spend more time in the West Picacho MRA area?

Answered: 699 Skipped: 4

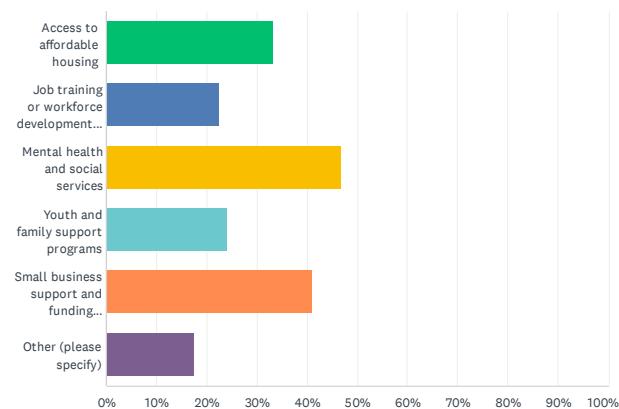


ANSWER CHOICES	RESPONSES
More diverse amenity options (dining, retail, etc.)	16.88% 118
Enhanced public spaces (e.g., parks, plazas)	6.87% 48
Community events	3.00% 21
Improved safety and security	63.38% 443
Other (please specify)	9.87% 69
TOTAL	699

West Picacho MRA Community Survey

Q10 Which of the following resources or services do you believe would most improve the quality of life for residents in the area?

Answered: 691 Skipped: 12

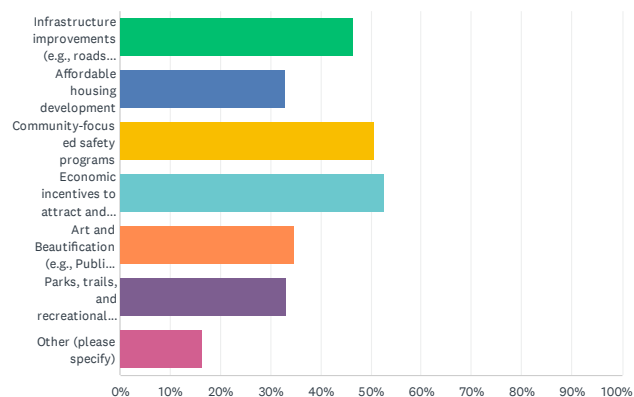


ANSWER CHOICES	RESPONSES
Access to affordable housing	33.29% 230
Job training or workforce development programs	22.43% 155
Mental health and social services	46.60% 322
Youth and family support programs	24.17% 167
Small business support and funding opportunities	40.96% 283
Other (please specify)	17.51% 121
Total Respondents: 691	

West Picacho MRA Community Survey

Q11 What investments would make the biggest difference in creating a stable and vibrant community? Select your top THREE

Answered: 703 Skipped: 0



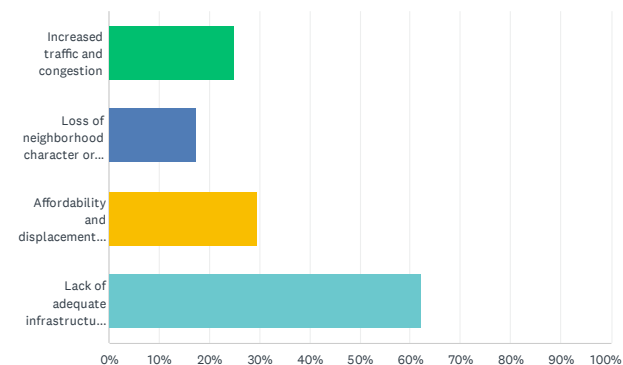
ANSWER CHOICES	RESPONSES	
Infrastructure improvements (e.g., roads, sidewalks, pedestrian crossings, drainage)	46.51%	327
Affordable housing development	33.14%	233
Community-focused safety programs	50.78%	357
Economic incentives to attract and retain businesses	52.63%	370
Art and Beautification (e.g., Public art, murals street lighting, street trees)	34.85%	245
Parks, trails, and recreational facilities	33.29%	234
Other (please specify)	16.36%	115
Total Respondents: 703		

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West Picacho MRA Community Survey

Q12 What concerns do you have about the potential for new development or redevelopment in the area?

Answered: 666 Skipped: 37



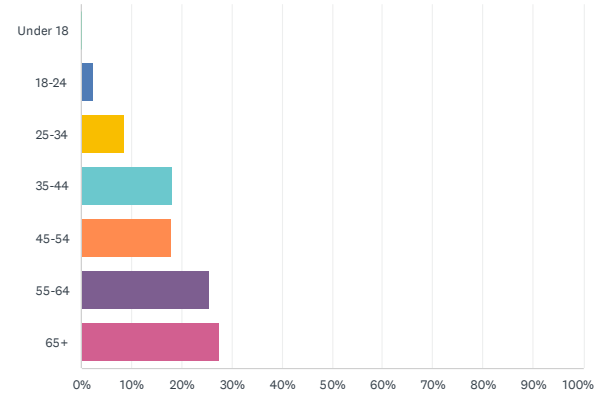
ANSWER CHOICES	RESPONSES	
Increased traffic and congestion	24.92%	166
Loss of neighborhood character or historical significance	17.57%	117
Affordability and displacement of current residents	29.58%	197
Lack of adequate infrastructure to support new development	62.16%	414
Total Respondents: 666		

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West Picacho MRA Community Survey

Q13 What is your age group?

Answered: 701 Skipped: 2

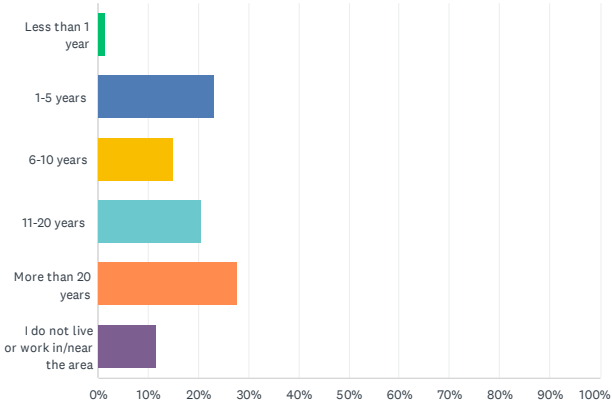


ANSWER CHOICES	RESPONSES
Under 18	0.14%1
18-24	2.43%17
25-34	8.56%60
35-44	18.12%127
45-54	17.83%125
55-64	25.39%178
65+	27.53%193
TOTAL	701

West Picacho MRA Community Survey

Q14 How long have you lived or worked in or near the West Picacho MRA area?

Answered: 703 Skipped: 0



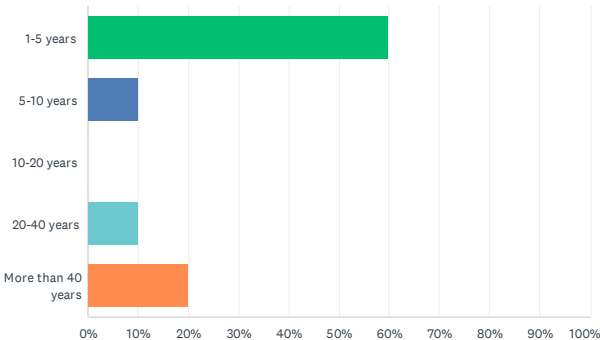
ANSWER CHOICES	RESPONSES
Less than 1 year	1.56%11
1-5 years	23.19%163
6-10 years	15.22%107
11-20 years	20.63%145
More than 20 years	27.74%195
I do not live or work in/near the area	11.66%82
TOTAL	703

Appendix B: Business Owners Survey Results

West Picacho MRA Business Owners Survey

Q1 How long has your business been operating in the West Picacho area?

Answered: 10 Skipped: 2

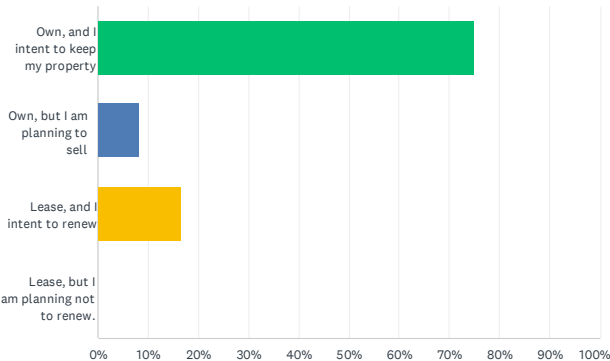


ANSWER CHOICES	RESPONSES	
1-5 years	60.00%	6
5-10 years	10.00%	1
10-20 years	0.00%	0
20-40 years	10.00%	1
More than 40 years	20.00%	2
TOTAL		10

West Picacho MRA Business Owners Survey

Q2 Do you own or lease your business property?

Answered: 12 Skipped: 0

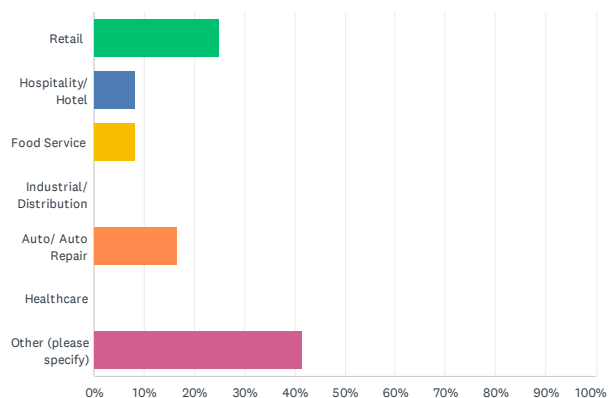


ANSWER CHOICES	RESPONSES	
Own, and I intent to keep my property	75.00%	9
Own, but I am planning to sell	8.33%	1
Lease, and I intent to renew	16.67%	2
Lease, but I am planning not to renew.	0.00%	0
TOTAL		12

West Picacho MRA Business Owners Survey

Q3 What type of business do you operate?

Answered: 12 Skipped: 0



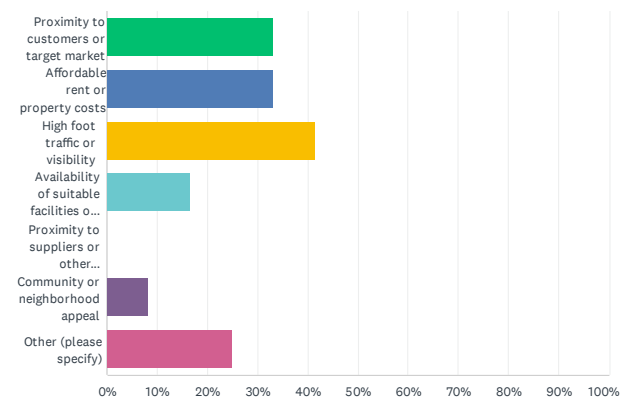
ANSWER CHOICES	RESPONSES	
Retail	25.00%	3
Hospitality/ Hotel	8.33%	1
Food Service	8.33%	1
Industrial/ Distribution	0.00%	0
Auto/ Auto Repair	16.67%	2
Healthcare	0.00%	0
Other (please specify)	41.67%	5
TOTAL		12

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West Picacho MRA Business Owners Survey

Q4 What factors influenced your decision to locate your business in the West Picacho area?

Answered: 12 Skipped: 0



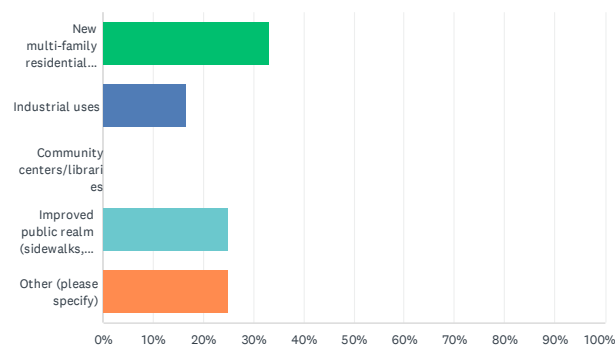
ANSWER CHOICES	RESPONSES	
Proximity to customers or target market	33.33%	4
Affordable rent or property costs	33.33%	4
High foot traffic or visibility	41.67%	5
Availability of suitable facilities or space	16.67%	2
Proximity to suppliers or other businesses	0.00%	0
Community or neighborhood appeal	8.33%	1
Other (please specify)	25.00%	3
Total Respondents: 12		

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West Picacho MRA Business Owners Survey

Q5 What type of development would help your business thrive?

Answered: 12 Skipped: 0



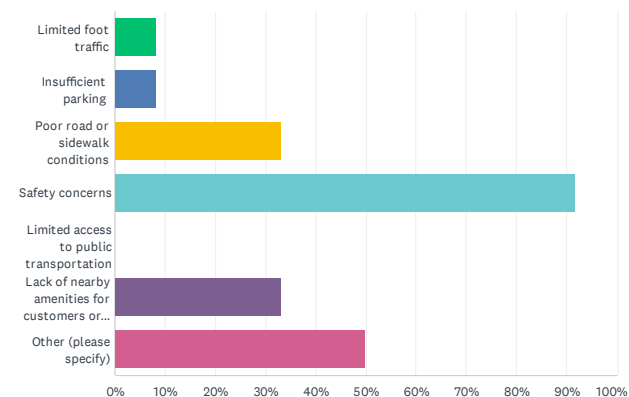
ANSWER CHOICES	RESPONSES
New multi-family residential development	33.33% 4
Industrial uses	16.67% 2
Community centers/libraries	0.00% 0
Improved public realm (sidewalks, shade, alternative modes of transportation)	25.00% 3
Other (please specify)	25.00% 3
TOTAL	12

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West Picacho MRA Business Owners Survey

Q6 Of the options below, select the three challenges you face when operating a business in the West Picacho area.

Answered: 12 Skipped: 0



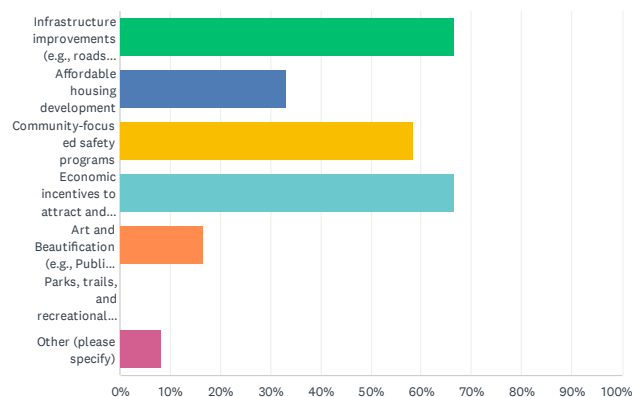
ANSWER CHOICES	RESPONSES
Limited foot traffic	8.33% 1
Insufficient parking	8.33% 1
Poor road or sidewalk conditions	33.33% 4
Safety concerns	91.67% 11
Limited access to public transportation	0.00% 0
Lack of nearby amenities for customers or employees	33.33% 4
Other (please specify)	50.00% 6
Total Respondents: 12	

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West Picacho MRA Business Owners Survey

Q7 What investments would make the biggest difference in creating a stable and vibrant community? Select your top THREE

Answered: 12 Skipped: 0

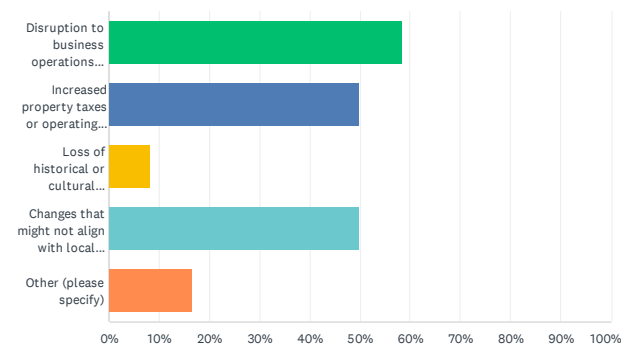


ANSWER CHOICES	RESPONSES	
Infrastructure improvements (e.g., roads, sidewalks, pedestrian crossings, drainage)	66.67%	8
Affordable housing development	33.33%	4
Community-focused safety programs	58.33%	7
Economic incentives to attract and retain businesses	66.67%	8
Art and Beautification (e.g., Public art, murals street lighting, street trees)	16.67%	2
Parks, trails, and recreational facilities	0.00%	0
Other (please specify)	8.33%	1
Total Respondents: 12		

West Picacho MRA Business Owners Survey

Q8 What are your top two concerns about potential redevelopment in the area?

Answered: 12 Skipped: 0

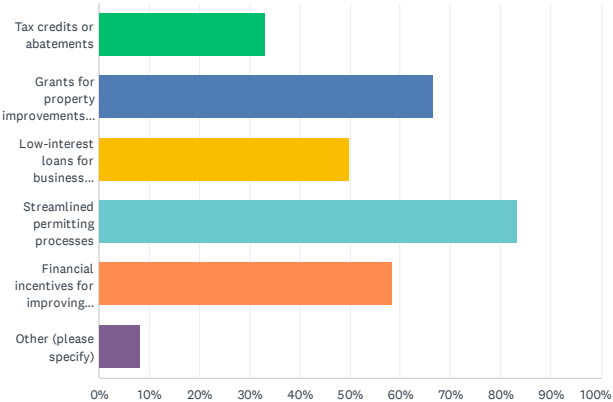


ANSWER CHOICES	RESPONSES	
Disruption to business operations during construction	58.33%	7
Increased property taxes or operating costs	50.00%	6
Loss of historical or cultural identity	8.33%	1
Changes that might not align with local business needs	50.00%	6
Other (please specify)	16.67%	2
Total Respondents: 12		

West Picacho MRA Business Owners Survey

Q9 What type of incentives would encourage you or other business owners to reinvest in or improve properties in the West Picacho area?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Tax credits or abatements	33.33%	4
Grants for property improvements or renovations	66.67%	8
Low-interest loans for business upgrades	50.00%	6
Streamlined permitting processes	83.33%	10
Financial incentives for improving storefronts or signage	58.33%	7
Other (please specify)	8.33%	1
Total Respondents: 12		

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WEST PICACHO AND MOTEL METROPOLITAN REDEVELOPMENT PLAN



Council Work Session Summary

Meeting: Work Session - Nov 10 2025

TITLE: AN UPDATE ON THE PLASTIC BAG FEE

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☐ Direction/Guidance ☐ Legislative
Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Sustainability Office would like to present an update on the plastic bag (environmental remittance) fee as we close out the last quarter. Discuss a proposal to update the ordinance to modify the language to use the funds to support better alignment with the Climate Action Plan.

PLAN(S):

City Council Strategic Plan, Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

None