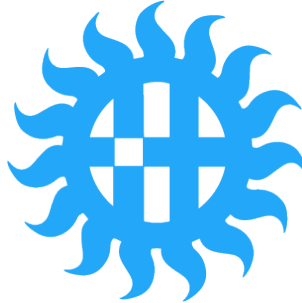


Planning & Zoning AGENDA

Tuesday, March 25, 2025 at 6:00 PM

Commissioners
Scott Kaiser
Joaquin Acosta
Janet Acosta
Enrico Smith
Vanessa Porter
Connor Murray
Kent Thurston



CITY OF LAS CRUCES

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

700 N. Main St.
PHONE (575) 541-2067

Meetings can be viewed live at
lascruces.civicweb.net

CONSENT AGENDA

Minutes and Items on the Consent Agenda Are Considered Routine Items and Will Be Voted on with One Motion Unless a Commissioner Requests That a Specific Item Be Removed. There Will Be No Discussion.

In an effort to seek public input, we ask that if you have comments/concerns/questions to please call or e-mail the Planners in advance of the meeting at 575-528-3043 or Development_Services@lascruces.gov.

The City of Las Cruces provides equal employment opportunities and does not discriminate based on race, sex, age, disability, or any other protected class in employment or the provision of services. Individuals may request reasonable accommodations and language accessibility services at (575) 528-3043/TTY 711.

Page

1. **CALL TO ORDER**
2. **CONFLICT OF INTEREST**
3. **PUBLIC PARTICIPATION**
4. **ACCEPTANCE OF AGENDA**
5. **PLANNING & ZONING MINUTES**

5.1. [02-25-25 PNZ Minutes](#)

3 - 8

6. **NEW BUSINESS**

- 6.1. A REQUEST FOR APPROVAL OF A PRELIMINARY PLAT KNOWN AS HEATHER HILLS SUBDIVISION LOCATED AT 5150 STERN DRIVE WHICH IS GENERALLY LOCATED WEST OF STERN DRIVE, SOUTH OF SILVERADO LOOP, AND NORTH OF ROCKY ROAD. THE PRELIMINARY PLAT PROPOSES A SINGLE-PHASE, 80

9 - 23

RESIDENTIAL LOT DEVELOPMENT ON APPROXIMATELY 22.10 ACRES ZONED R-1A (SINGLE-FAMILY MEDIUM DENSITY). SUBMITTED BY LIBBIN UNDERWOOD ENGINEERING AND SURVEYING ON BEHALF OF JOHN CURRY, PROPERTY OWNER. (CASE 24CS0500025)

[PZ #PZ 2025-009 - Pdf](#)

- 6.2. A REQUEST FOR APPROVAL TO VARY FROM THE REQUIRED FREESTANDING GROUND SIGN STANDARDS OF THE UNIVERSITY DISTRICT OVERLAY (UDO) FOR A PROPERTY ENCOMPASSING APPROXIMATELY 8.50 ACRES, ZONED UD-CZ (UNIVERSITY DISTRICT-CONVENTION CENTER) AND LOCATED AT 680 E. UNIVERSITY AVENUE WITHIN THE UNIVERSITY DISTRICT OVERLAY (UDO). SUBMITTED BY SIGN BROS ON BEHALF OF THE CITY OF LAS CRUCES. (CASE 25VO5000005).

24 - 42

[PZ #PZ 2025-008 - Pdf](#)

- 7. **ELECTION OF OFFICERS**
- 8. **DISCUSSION**
- 9. **STAFF ANNOUNCEMENTS**
- 10. **ADJOURNMENT**



PLANNING AND ZONING COMMISSION
FOR THE
CITY OF LAS CRUCES
City Council Chambers
February 25, 2025, at 6:00 p.m.

BOARD MEMBERS PRESENT:

- Scott Kaiser, Chair
- Enrico Smith, Vice-Chair
- Jeannette Acosta, Member
- Joaquin Acosta, Member
- Kent Thurston, Member

BOARD MEMBERS ABSENT:

- Connor Murray, Member
- Vanessa Porter, Member

STAFF PRESENT:

- Chris Faivre, Community Development
- Adam Ochoa, Senior Planner/Building Inspection Supervisor
- John Castillo, Planner

1. CALL TO ORDER (6:00)

Kaiser: Good evening. Welcome to the February 25th City of Las Cruces Planning and Zoning Meeting. This is the first meeting for us in 2025. We've got a couple, well one change already to the agenda this evening. The item number 6.2 will be postponed indefinitely. Okay. So calling this meeting to order, clearly a little rusty, haven't been here in two months, but call this meeting to order.

2. CONFLICT OF INTEREST

Kaiser: Any conflicts of interest this evening? Seeing none.

3. PUBLIC PARTICIPATION

Kaiser: We will then go to public participation. Is there anybody in the audience tonight who wishes to speak on an item that's not on tonight's agenda? Seeing none.

4. ACCEPTANCE OF THE AGENDA

Agenda Item #5.1.

1 Kaiser: We will then move into the acceptance of the agenda. And like I said there
2 is item 6.2 that will be postponed indefinitely. So looking for a motion. Do
3 we need a motion to pull it? Okay.
4
5 Je. Acosta: I make a motion to approve the agenda with pulling item number, excuse
6 me, case number 24CS0500136, 6.2 on the agenda.
7
8 Faivre: Is there a second?
9
10 Thurston: Second.
11
12 Faivre: Okay. Commissioner Acosta.
13
14 Jo. Acosta: Yes.
15
16 Faivre: Commissioner Thurston.
17
18 Thurston: Yes.
19
20 Faivre: Commissioner Acosta.
21
22 Je. Acosta: Yes.
23
24 Faivre: Commissioner Smith.
25
26 Smith: Yes.
27
28 Faivre: And Chair.
29
30 Kaiser: Yes.
31
32 Faivre: Thank you.
33
34 Kaiser: All right. And just want to back up a moment just to remind ourselves that
35 we started doing things a little differently to match City Council back in
36 December. So when we accept the agenda we're also approving the
37 minutes and the consent at the same time.
38

39 **5. APPROVAL OF MINUTES – December 17, 2024**

41 **6. NEW BUSINESS**

43 **6.1 Case 24VO0500125:** A request for approval of a non-administrative replat known
44 as Montoya Estates Subdivision. The subject property encompasses
45 approximately 0.500 acres, is zoned R-1aM (single-family medium density-
46 mobile), and is located at 6095 Lemo Road. The subdivision proposes to subdivide
47 one (1) existing lot into tow (2) new lots that are approximately 0.250 acres in size
48 each.

1
2 Kaiser: So we'll just move on into our new business. So this evening it will be 6.1.
3 But in the future if there are any comments on the previous meeting
4 minutes, and if anything wants to get pulled from the consent agenda, we
5 have to do it at the acceptance of the agenda stage. So a little bit different
6 than what we are used to.
7
8 Ochoa: Point of order, Chair.
9
10 Kaiser: Yes.
11
12 Ochoa: Staff will definitely try their best to make sure we remind you all before we
13 get to that acceptance of the agenda time, that way we're all on the same
14 page, we know what we're voting on if anybody wants to take anything off,
15 sir. Okay.
16
17 Kaiser: Appreciate it.
18
19 Ochoa: Thank you, sir.
20
21 Kaiser: And so with that, we will go on to item 6.1, and I'll turn it over to staff for a
22 presentation.
23
24 Castillo: Good evening, Commission. Today, tonight we have the Montoya Estates
25 Subdivision. It's a non-administrative replat. It's located at 1695 Lemo
26 Road. It currently encompasses half an acre. It's a vacant developed
27 residence.
28
29 Kaiser: Sorry to interrupt, John. Can you state your name for the record?
30
31 Castillo: Sorry. This is John Castillo for the record. So as I was saying, it's located
32 at 1695 Lemo Road. It's a vacant developed residential property that
33 currently has an accessory structure on it. The current zoning of the
34 property is R-1aM, which is our single-family medium-density mobile. It's
35 also located within the suburban place type and is predominantly
36 surrounded by single-family residential development. And the primary
37 access for each lot will be through a local roadway known as Lemo Road.
38
39 As we can see from the zoning map, the subject property is highlighted
40 here. Everything surrounding it is generally R-1a, with some commercial
41 zoning districts, but most of those have residential homes on them as well.
42 Right here, this is the subject property, and this is the existing accessory
43 structure. At one point there was a manufactured home on the property,
44 but they removed that.
45
46 So today the proposal for the non-administrative replat is to take the one
47 existing lot and create two new lots that are going to be 0.25 acres in size.
48 As I mentioned before both lots will have direct access via Lemo Road.

This is the submitted Montoya Estate Subdivision replat, taking the one lot and splitting them into two. Notice was sent to all relevant agencies and departments. All supported the proposed non-administrative replat. Notice was sent to all surrounding properties within 500 feet. Staff has not received any phone calls or e-mails regarding the proposed subdivision. This did go to the Development Review Committee or DRC, on January 22, 2025. There was some minor discussion. And the DRC unanimously recommended approval of the proposed replat. Today, staff recommends approval based on the following findings. Based upon review by relevant city staff the proposed replat complies with all requirements and standards of the City of Las Cruces Subdivision Code. The new lots that are created by the replat comply with all requirements of the 2001 Zoning Code. And the subject parcel is compatible with other residential properties along Lemo Road. It does meet the intent and fulfills the purpose of the Las Cruces Municipal Code Section 2-382. It does meet the intent and purpose of Elevate Las Cruces Comprehensive Plan, and the DRC did provide a recommendation of approval on January 22nd. Today, your options are to vote "yes" to approve, vote "no" to deny, vote to amend, or vote to table.

Kaiser: All right. Thank you very much. Is the applicant here, and do they wish to make any comments? None. You don't have to. Okay. Thank you. Any questions from the Commission? All right. Seeing none. Anybody in the audience who wishes to speak on this item? Seeing none. We'll go ahead and close public comment. And looking for a motion to approve.

Smith: I move that we approve motion 6.1, agenda.

Thurston: Second.

Faivre: Commissioner Acosta.

Jo. Acosta: Yes. I vote yes based on staff recommendation and DRC review.

Faivre: For the record you guys needn't state a reason anymore, you can just vote yes or no. Commissioner Thurston.

Thurston: Yes.

Faivre: Commissioner Acosta.

Je. Acosta: Yes.

Faivre: Commissioner Smith.

Smith: Yes.

Faivre: And Chair.

1
2 Kaiser: Yes.

3
4 Faivre: Thank you.

5
6 Kaiser: Motion passes. That is the only item we have this evening.

7
8 **6.2 Case 24S90500136:** A variance request to allow one additional mobile home to
9 the one mobile home allowed on property zoned REM (single-family residential
10 estate mobile). The property is located at 1134 Kennedy Road and is
11 approximately 2.40 acres in size.

12
13 POSTPONED INDEFINTIELY.

14
15 **7. DISCUSSION**

16
17 **8. STAFF ANNOUNCEMENTS**

18
19 Kaiser: So looking for any discussion or staff announcements.

20
21 Ochoa: Adam Ochoa, Community Development for the record. Just a quick
22 announcement. We just got the news this afternoon. We unfortunately will
23 be short one Commissioner. Commissioner Porter went ahead and
24 resigned this afternoon, officially submitting her resignation to us. So thus
25 begins the journey for the Magnificent Seven again, I guess, unfortunately.
26 So we'll be down to six for a little bit. But you guys have been awesome at
27 coming up to meetings and everything like that, so I think we should be okay
28 for a little bit until we get Commissioner Porter replaced on our Commission.
29 But we're still up to six, so thankfully for that. But that's all for staff
30 announcements for now. Thank you.

31
32 Kaiser: It's an elusive number, seven Commissioners. But we're going to miss
33 Commissioner Porter and wish her all the best with whatever she's got going
34 on. Just out of curiosity, what district was she?

35
36 Ochoa: Mr. Chair. I believe she was District 5.

37
38 Kaiser: Thank you. Any other staff announcements? Okay.

39
40 **9. ADJOURNMENT (6:12)**

41
42 Kaiser: All right. Looking for a motion to adjourn.

43
44 Je. Acosta: I make a motion to adjourn.

45
46 Smith: I second.

47
48 Kaiser: All in favor.

Agenda Item #5.1.

1
2 MOTION PASSES UNANIMOUSLY.

3
4 Kaiser: That's it. Thanks a lot. We'll see everyone in March.

5
6
7
8
9
10 _____
Chairperson



Type of Action:
Planning & Zoning
Staff Report

Planning & Zoning Commission Staff Report

District:	☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ N/A					
Adopted:						
Drafter:	Adam Ochoa		Department:	Community Development		
Program:	Planning		Line of Business:	Planning		
Title:	A REQUEST FOR APPROVAL OF A PRELIMINARY PLAT KNOWN AS HEATHER HILLS SUBDIVISION LOCATED AT 5150 STERN DRIVE WHICH IS GENERALLY LOCATED WEST OF STERN DRIVE, SOUTH OF SILVERADO LOOP, AND NORTH OF ROCKY ROAD. THE PRELIMINARY PLAT PROPOSES A SINGLE-PHASE, 80 RESIDENTIAL LOT DEVELOPMENT ON APPROXIMATELY 22.10 ACRES ZONED R-1A (SINGLE-FAMILY MEDIUM DENSITY). SUBMITTED BY LIBBIN UNDERWOOD ENGINEERING AND SURVEYING ON BEHALF OF JOHN CURRY, PROPERTY OWNER. (CASE 24CS0500025)					

PURPOSE(S) OF ACTION:

To approve a preliminary plat.

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The purpose of the preliminary platting process is to establish quality site design that promotes the compatibility of development with physical and cultural issues within the city. The preliminary plat process is designed to achieve the following objectives:

- To provide for an efficient process for establishing streets that have the capacity to adequately handle anticipated traffic flow and that are in harmony with the MPO's transportation plan and the transportation element of the comprehensive plan.
- To promote site design that encourages sound, economical, and compatible development and that creates a healthy living environment in the city.
- To allow for design flexibility and imagination.
- To provide for subdivided lots with adequate configuration, area and appropriate design for the purpose for which they are to be used and to address housing, marketing and economic development trends that support the policies within the housing element of the comprehensive plan.
- To minimize traffic and drainage hazards through proper site design.
- To promote efficient design to mitigate impacts to community infrastructure.
- To assure that all adopted city plans, rules and regulations, and the development master plan, if applicable, are followed.

The proposed Heather Hills Subdivision Preliminary Plat encompasses approximately 22.10 acres and is zoned R-1a (Single-Family Medium Density). The plat proposes eighty (80) single-family residential lots and five (5) different tracts of land to be utilized for right-of-way dedication, right-of-way vacation and post-development drainage. All proposed internal roadways and adjacent roadways requiring improvements shall follow City standards. The proposed preliminary plat follows the Heather Hills Master Plan, which was

Agenda Item #6.1.

amended and approved in November 2023. The proposed preliminary plat follows all the requirements outlined in Section 37-81 of the City of Las Cruces Subdivision Code.

The property is located within an area designated as a Suburban Neighborhood Place Type as shown on the Future Development Map in the Elevate Las Cruces Comprehensive Plan. Suburban Neighborhood areas provide for low-to-moderate density residential land uses intermixed with areas of commercial development. The proposed preliminary plat is supported by different goals and policies as outlined within the Comprehensive Plan. The proposed development will allow the property owner to subdivide and develop vacant land that is compatible with the existing adjacent neighborhoods and continue to provide attainable housing opportunities for those desirous to live in the area. Please see Attachment "D" for the goals and policies from the Elevate Las Cruces Comprehensive Plan that support the Heather Hills Subdivision Preliminary Plat.

The proposed preliminary plat meets all requirements and objectives of the Subdivision Code, Design Standards and the Zoning Code.

On February 19, 2025, the Development Review Committee (DRC) reviewed the proposed preliminary plat. The DRC reviews subdivisions from an infrastructure, utilities and improvement standpoint. After some discussion took place regarding resolving plat notes and minor outstanding comments with the applicant, the DRC voted to recommend APPROVAL for the proposed preliminary plat. Please refer to Attachment "E" for minutes of the DRC meeting.

SUPPORT INFORMATION:

[Attachment "A" - Zoning Map](#)

[Attachment "B" - Aerial Map](#)

[Attachment "C" - Proposed Preliminary Plat](#)

[Attachment "D" - Elevate Las Cruces Comprehensive Plan](#)

[Attachment "E" - February 19, 2025 DRC Meeting Minutes](#)

[Attachment "F" - Findings](#)

COMMITTEE/BOARD REVIEW:

DRC

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve the proposed preliminary plat known as Heather Hills Subdivision as recommended by staff.
2. Vote "No"; this will deny the proposed preliminary plat.
3. Vote to "Amend"; this could modify approval of the proposed preliminary plat by adding conditions as the Planning and Zoning Commission deems appropriate.
4. Vote to "Table"; this will postpone consideration of the proposed preliminary plat pursuant to further direction from the Commission.

Attachment “A”
Zoning Map



Attachment “B”
Aerial Map



DEVELOPER:

DTJ DEVELOPMENT LLC.
c/o JOHN CURRY
8101 DRIPPING SPRINGS RD.
LAS CRUCES, NM 88011

OWNERS:

DTJ DEVELOPMENT LLC.
8101 DRIPPING SPRINGS RD.
LAS CRUCES, NM 88011
REC# 2009187
FILED APRIL 16, 2020
REC# 2318418
FILED SEPTEMBER 1, 2023

SHEET INDEX

PLAT MAP 1
PRELIMINARY UTILITY PLAN 2
LINE/CURVE TABLE 3

ZONE

R-1a: SINGLE-FAMILY
MEDIUM DENSITY

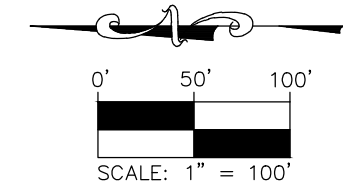
PRELIMINARY PLAT Attachment "C"

HEATHER HILLS SUBDIVISION

A 22.103± ACRE RESIDENTIAL SUBDIVISION CONSISTING OF 80 LOTS
SITUATED IN PROJECTED SECTIONS 33 & 34, T23S, R2E, NMPM, USRS;
WITHIN THE CITY OF LAS CRUCES, DOÑA ANA COUNTY, NEW MEXICO
SCALE: 1"=100' DECEMBER 16, 2024

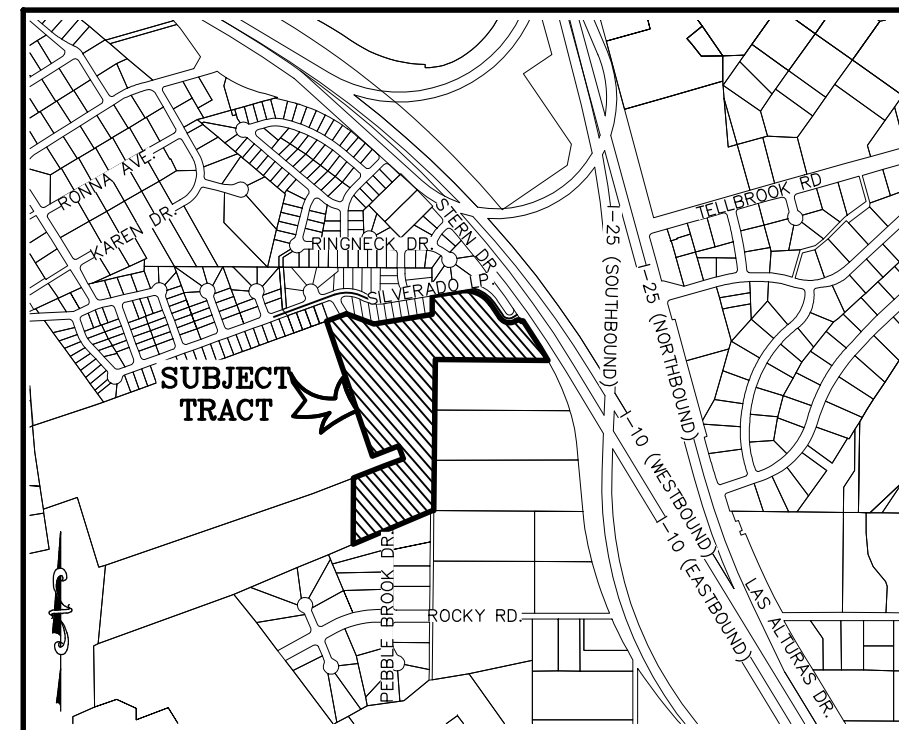
PLAT NOTES:

1. THE SUBDIVIDER IS RESPONSIBLE FOR PROVIDING MAIN LINE EXTENSIONS, SEPARATE UTILITY STUB-OUTS TO EACH LOT AND FOR PROVIDING ANY AND ALL EASEMENTS NECESSARY TO PROVIDE UTILITY SERVICE TO LOTS CONTAINED HEREIN.
2. THE STORM WATER DRAINAGE WILL BE GUIDED TO A REGIONAL DRAINAGE POND LOCATED WEST OF PEBBLE BROOK DRIVE (TRACT 'D') AS SHOWN. THIS PROPOSAL UTILIZES ON-LOT PONDING FOR LOTS INDICATED BY THE (P) ICON INDICATED IN THE LEGEND. THESE ON-LOT PONDS SHALL BE MAINTAINED BY THE DEVELOPER UNTIL THE LOT IS SOLD AND THEN THEREAFTER THEY SHALL BE MAINTAINED BY THE NEW LOT OWNER.
3. PEBBLE BROOK DRIVE IN ITS ENTIRETY SHALL BE CONSTRUCTED AS PART OF THE FIRST PHASE OF DEVELOPMENT.
4. ALL CORNERS ARE 5/8" IRON RODS SET W/CAP (LS 5983) EXCEPT AS OTHERWISE NOTED.
5. DRIVEWAY PLACEMENT TO BE IN CONFORMANCE WITH THE CITY OF LAS CRUCES DESIGN STANDARDS. THE STREET RIGHT-OF-WAYS (R/W) AS SHOWN HEREON WILL BE DEDICATED TO THE CITY OF LAS CRUCES BY THE FINAL PLAT. MAINTENANCE SHALL BE THE RESPONSIBILITY OF THE CITY OF LAS CRUCES.
6. THE DENSITY OF THIS SUBDIVISION IS 3.6 DU/ACRE.
7. SUBJECT PROPERTY IS LOCATED IN ZONE X (AREAS DETERMINED TO BE OUTSIDE THE 500 YEAR FLOODPLAIN) AS SHOWN ON THE FEMA FLOOD INSURANCE RATE MAP 55013C113G, EFFECTIVE 7/6/2016.
8. LOTS LOCATED AT STREET INTERSECTIONS SHOWN WITH A Δ ICON WILL BE SUBJECT TO CLEAR SITE TRIANGLE REGULATIONS.
9. TRACT 'A' TO BE DEDICATED BY THE FINAL PLAT TO NMDOT.
10. TRACT 'C' TO BE VACATED BY THE FINAL PLAT TO ADJOINERS.
11. TRACT 'E' TO BE DEDICATED BY THE FINAL PLAT TO THE CITY OF LAS CRUCES.
12. THE RETENTION POND LOCATED WITHIN TRACT 'B' AND TRACT 'D' TO BE DEDICATED BY THE FINAL PLAT TO THE CITY OF LAS CRUCES FOR CONTINUOUS MAINTENANCE.

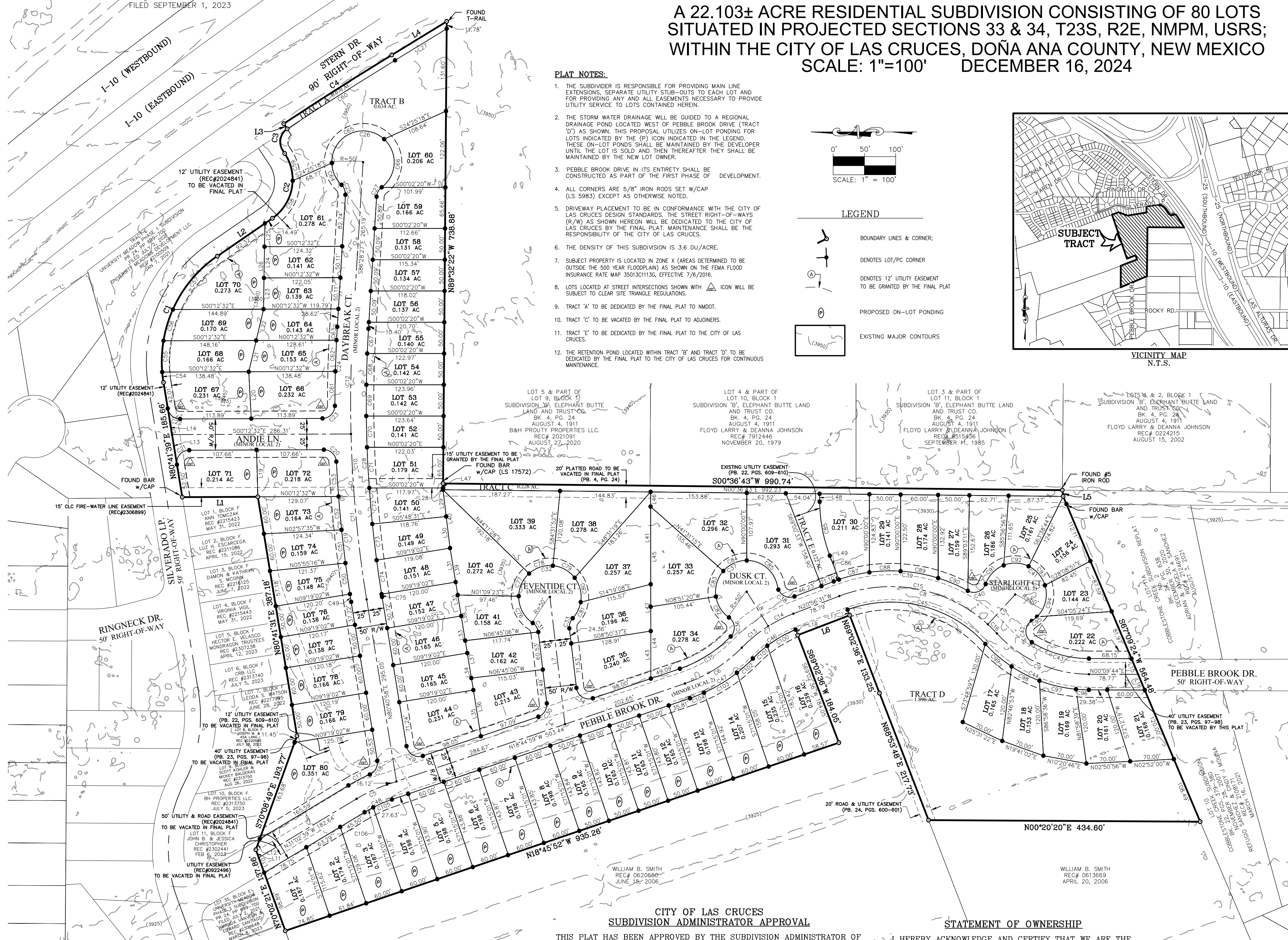


LEGEND

- BOUNDARY LINES & CORNER;
- DENOTES LOT/PC CORNER
- DENOTES 12' UTILITY EASEMENT TO BE GRANTED BY THE FINAL PLAT
- PROPOSED ON-LOT PONDING
- EXISTING MAJOR CONTOURS



VICINITY MAP
N.T.S.



TABLE

LOTS	ACREAGE	DENSITY
80	22.103	3.6 DU/AC

CITY OF LAS CRUCES
SUBDIVISION ADMINISTRATOR APPROVAL

THIS PLAT HAS BEEN APPROVED BY THE SUBDIVISION ADMINISTRATOR OF THE CITY OF LAS CRUCES, AND ALL THE REQUIREMENTS FOR APPROVAL IN THE ABOVE PLAT HAVE BEEN COMPLIED WITH TO THE SATISFACTION OF THE CITY OF LAS CRUCES SUBJECT TO ANY AND ALL CONDITIONS REQUIRED BY THE PLANNING AUTHORITY FOR APPROVAL OF THIS PLAT.

STATEMENT OF OWNERSHIP

I HEREBY ACKNOWLEDGE AND CERTIFY THAT WE ARE THE OWNERS OF THE PROPERTY REPRESENTED BY THIS PLAT.

DTJ DEVELOPMENT LLC.
JOHN CURRY, MANAGER
8101 DRIPPING SPRINGS RD.
LAS CRUCES, NM 88011

DATE

LIBBIN UNDERWOOD
ENGINEERING & SURVEYING
830 W. AMADOR AVE. LAS CRUCES, NM 88001
PROJECT: 2305 | DRAWN BY: PA | SHEET 1 OF 3

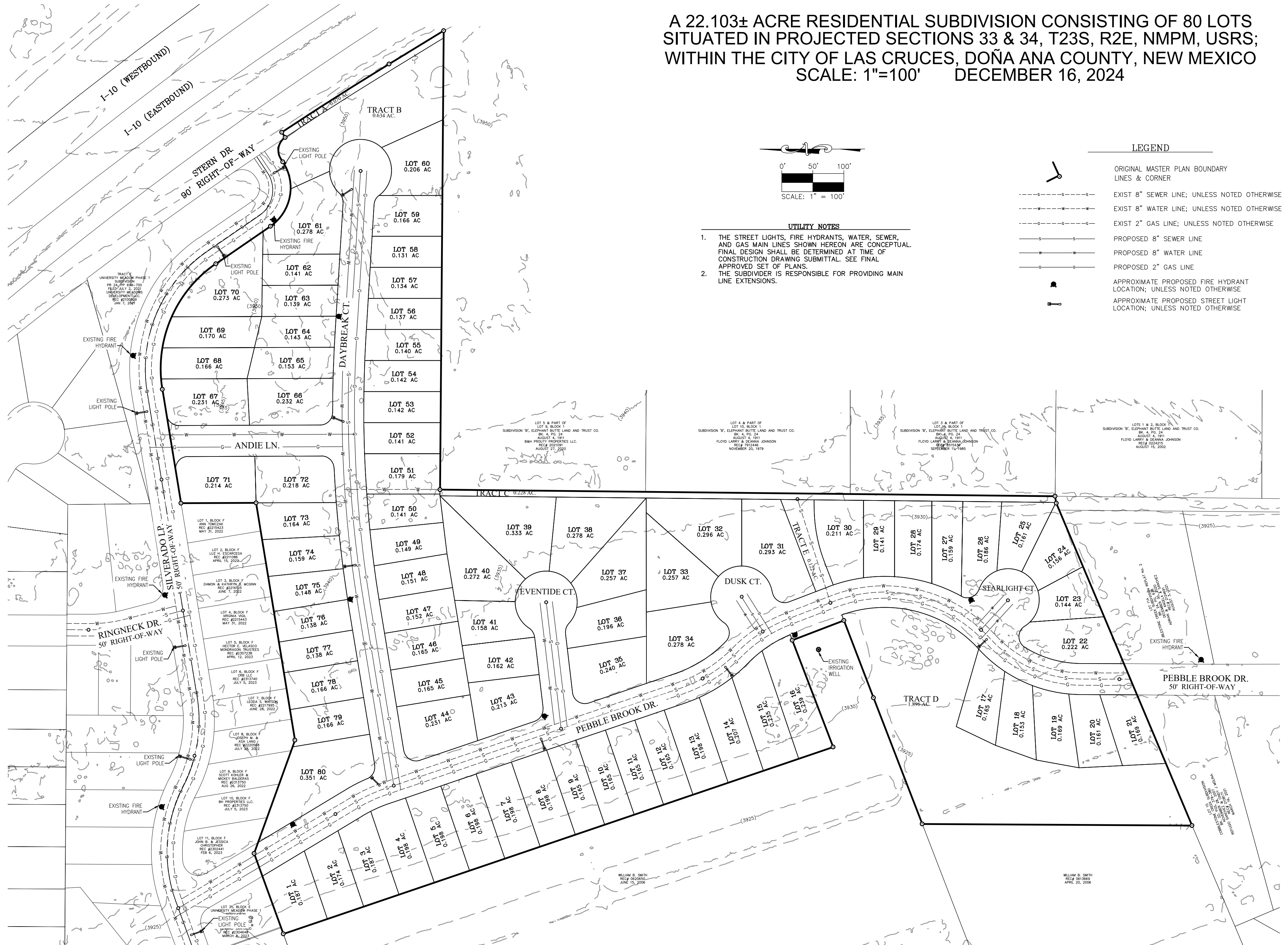
SUBDIVISION ADMINISTRATOR

DATE

PRELIMINARY PLAT

HEATHER HILLS SUBDIVISION

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SCALE: 1"=100' DECEMBER 16, 2024



PRELIMINARY PLAT

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A 22.103± ACRE RESIDENTIAL SUBDIVISION CONSISTING OF 80 LOTS
SITUATED IN PROJECTED SECTIONS 33 & 34, T23S, R2E, NMPM, USRS;
WITHIN THE CITY OF LAS CRUCES, DOÑA ANA COUNTY, NEW MEXICO
SCALE: 1"=100' DECEMBER 16, 2024

LINE TABLE		
LINE	BEARING	DIST
L1	N00°12'32"W	120.96'
L2	S34°30'16"E	106.81'
L3	N56°30'18"E	10.00'
L4	S31°24'44"E	102.97'
L5	S81°59'11"W	10.11'
L6	N20°57'37"W	89.11'
L7	N83°14'54"E	205.08'
L8	S57°54'11"W	64.90'
L9	N47°30'50"W	64.62'
L10	N70°02'21"E	25.48'
L11	N70°02'21"E	13.50'
L12	S70°08'49"E	18.64'
L13	N80°41'39"E	48.78'
L14	N80°41'39"E	42.37'
L15	S67°09'24"W	27.16'
L16	S67°09'24"W	27.16'
L17	S69°02'36"W	9.52'
L18	N69°02'36"E	9.52'
L19	S88°22'41"W	75.02'
L20	S86°54'40"W	75.09'
L21	N76°45'31"W	51.41'
L22	N76°45'31"W	51.41'
L23	S89°03'33"E	50.01'
L24	S89°03'33"E	50.01'
L25	N89°03'33"W	37.12'

LINE TABLE		
LINE	BEARING	DIST
L26	N89°03'33"W	50.01'
L27	S31°24'44"E	96.75'
L28	N89°32'22"W	2.78'
L29	S83°05'01"W	43.07'
L30	S83°05'01"W	50.94'
L31	S80°40'58"W	55.00'
L32	S80°40'58"W	55.00'
L33	S80°40'58"W	60.00'
L34	S80°40'58"W	60.00'
L35	S80°40'58"W	74.90'
L36	N80°40'58"E	94.33'
L37	N80°40'58"E	60.59'
L38	N80°40'58"E	73.98'
L39	N80°40'58"E	76.00'
L40	N83°05'01"E	94.01'
L41	S89°54'42"W	147.67'
L42	S89°54'42"W	74.77'
L43	S89°54'42"W	75.94'
L44	N89°54'42"E	114.83'
L45	N89°54'42"E	160.13'
L46	N89°54'42"E	23.42'
L47	N89°32'22"W	10.00'
L48	S89°37'50"W	12.90'
L49	S69°00'33"W	40.82'

CURVE TABLE						
CURVE	DELTA	RADIUS	TANGENT	LENGTH	CHORD	DIST
C1	64°48'13"	205.00'	130.11'	231.86'	S66°54'22"E	219.70'
C2	89°22'36"	75.00'	74.19'	116.99'	S79°11'34"E	105.49'
C3	90°23'40"	25.00'	25.17'	39.44'	S78°41'02"E	35.48'
C4	2°05'55"	5593.58'	102.45'	204.87'	S32°26'45"E	204.86'
C5	12°17'40"	250.00'	26.93'	53.64'	N24°53'49"W	53.54'
C6	27°00'13"	230.00'	55.23'	108.40'	N32°15'06"W	107.40'
C7	24°48'41"	230.00'	50.59'	99.60'	N33°20'52"W	98.82'
C8	68°33'42"	230.00'	156.78'	275.22'	N13°20'19"E	259.09'
C9	47°27'27"	200.00'	87.91'	165.66'	N23°53'27"E	160.96'
C10	12°50'34"	1944.19'	218.81'	435.79'	N87°06'16"E	434.88'
C11	7°50'09"	1944.19'	133.15'	265.89'	N84°36'03"E	265.68'
C12	5°00'26"	1944.19'	85.01'	169.91'	S88°58'40"E	169.85'
C13	13°39'24"	230.00'	27.54'	54.82'	S38°55'30"E	54.69'
C14	11°09'17"	230.00'	22.46'	44.78'	S26°31'10"E	44.71'
C15	63°25'41"	230.00'	142.13'	254.62'	S10°46'19"W	241.81'
C16	5°08'01"	230.00'	10.31'	20.61'	S45°03'10"W	20.60'
C17	7°59'13"	275.00'	19.20'	38.33'	S27°03'02"E	38.30'
C18	76°15'36"	20.00'	15.70'	26.62'	S61°11'14"E	24.70'
C19	6°34'03"	1969.19'	112.98'	225.72'	N83°58'00"E	225.60'
C20	87°27'34"	20.00'	19.13'	30.53'	N43°31'15"E	27.65'
C21	99°05'49"	20.00'	23.46'	34.59'	N49°45'26"W	30.44'
C22	80°54'11"	20.00'	17.05'	28.24'	S40°14'34"W	25.95'
C23	89°56'51"	20.00'	19.98'	31.40'	S45°10'58"E	28.27'
C24	3°40'56"	1969.19'	63.30'	126.55'	S88°18'55"E	126.53'
C25	49°59'41"	20.00'	9.33'	17.45'	N68°31'42"E	16.90'
C26	27°59'23"	50.00'	41.96'	244.34'	S3°31'33"W	64.29'
C27	49°59'41"	20.00'	9.33'	17.45'	N61°28'37"W	16.90'
C28	12°50'34"	1919.19'	216.00'	430.19'	S87°06'16"W	429.29'
C29	99°25'58"	20.00'	23.60'	34.71'	S30°57'59"W	30.51'
C30	78°00'07"	20.00'	16.20'	27.23'	S57°45'03"E	25.17'
C31	49°59'41"	20.00'	9.33'	17.45'	N58°15'03"E	16.90'
C32	27°59'23"	50.00'	41.96'	244.34'	S6°45'06"E	64.29'
C33	49°59'41"	20.00'	9.33'	17.45'	N71°45'16"W	16.90'
C34	101°59'53"	20.00'	24.70'	35.60'	S32°14'57"W	31.09'
C35	27°11'09"	205.00'	49.57'	97.27'	S32°20'34"E	96.36'
C36	99°19'20"	20.00'	23.55'	34.67'	N84°24'12"E	30.49'

CURVE TABLE						
CURVE	DELTA	RADIUS	TANGENT	LENGTH	CHORD	DIST
C37	226°07'58"	50.00'	117.41'	197.34'	S32°11'46"E	92.01'
C38	101°48'45"	20.00'	24.62'	35.54'	S29°57'51"W	31.04'
C39	49°52'15"	255.00'	118.56'	221.95'	S3°59'36"W	215.01'
C40	99°22'52"	20.00'	23.58'	34.69'	S20°45'43"E	30.50'
C41	218°21'11"	50.00'	143.77'	190.55'	S38°43'26"W	94.45'
C42	116°12'01"	20.00'	32.13'	40.56'	S89°48'01"W	33.96'
C43	31°32'17"	175.00'	49.42'	96.33'	S15°55'52"W	95.12'
C44	47°27'27"	225.00'	98.90'	186.36'	N23°53'27"E	181.08'
C45	67°16'42"	205.00'	136.40'	240.72'	N13°58'49"E	227.12'
C46	23°12'39"	205.00'	42.10'	83.05'	N34°08'53"W	82.48'
C47	27°00'13"	255.00'	61.23'	120.18'	N32°15'06"W	119.07'
C48	12°17'40"	225.00'	24.23'	48.28'	N24°53'49"W	48.19'
C49	0°22'19"	1969.19'	6.39'	12.78'	S80°52'08"W	12.78'
C50	1°27'17"	1969.19'	25.00'	50.00'	S81°46'56"W	50.00'
C51	1°33'22"	1969.19'	26.74'	53.48'	S83°17'15"W	53.48'
C52	1°33'22"	1969.19'	26.74'	53.48'	S84°50'37"W	53.48'
C53	1°37'44"	1969.19'	27.99'	55.98'	S86°26'10"W	55.98'
C54	4°41'43"	205.00'	8.40'	16.80'	N83°02'23"E	16.79'
C55	14°01'27"	205.00'	25.21'	50.18'	S87°36'02"E	50.05'
C56	14°38'55"	205.00'	26.35'	52.41'	S73°15'51"E	52.27'
C57	31°26'08"	205.00'	57.69'	112.47'	S50°13'19"E	111.07'
C58	54°10'38"	75.00'	38.36'	70.92'	S61°35'35"E	68.31'
C59	35°11'58"	75.00'	23.79'	46.08'	N73°43'07"E	45.35'
C60	2°05'55"	5583.58'	102.26'	204.50'	S32°26'45"E	204.49'
C61	1°36'04"	1969.19'	27.51'	55.03'	N89°21'21"W	55.02'
C62	1°27'22"	1969.19'	25.02'	50.04'	N87°49'38"W	50.04'
C63	0°37'30"	1969.19'	10.74'	21.48'	N86°47'12"W	21.48'
C65	133°50'35"	50.00'	117.35'	116.80'	N24°25'18"W	92.00'
C66	101°01'14"	50.00'	60.68'	88.16'	S86°59'23"E	77.17'
C67	1°11'04"	1919.19'	19.84'	39.67'	S87°03'59"E	39.67'
C68	1°29'36"	1919.19'	25.01'	50.02'	S88°24'19"E	50.02'
C69	1°29'34"	1919.19'	25.00'	50.00'	S89°53'54"E	50.00'
C70	1°29'36"	1919.19'	25.01'	50.02'	N88°36'32"E	50.02'
C71	1°56'37"	1919.19'	32.55'	65.10'	N86°53'25"E	65.10'
C72	1°43'38"	1919.19'	28.93'	57.86'	N85°03'18"E	57.85'
C73	1°44'18"	1919.19'	29.12'	58.23'	N83°19'20"E	58.23'

CURVE TABLE						
CURVE	DELTA	RADIUS	TANGENT	LENGTH	CHORD	DIST
C74	1°38'32"	1919.19'	27.51'	55.01'	N81°37'55"E	55.01'
C75	0°07'40"	1919.19'	2.14'	4.28'	N80°44'48"E	4.28'
C76	57°54'10"	50.00'	27.66'	50.53'	S62°12'17"W	48.41'
C77	47°09'23"	50.00'	21.82'	41.15'	N65°15'56"W	40.00'
C78	47°09'23"	50.00'	21.82'	41.15'	N18°06'33"W	40.00'
C79	47°00'11"	50.00'	21.74'	41.02'	N28°58'14"E	39.88'
C80	47°18'34"	50.00'	21.90'	41.29'	N76°07'37"E	40.12'
C81	33°27'41"	50.00'	15.03'	29.20'	S63°29'16"E	28.79'
C82	46°24'24"	50.00'	21.43'	40.50'	S57°56'28"W	39.40'
C83	50°22'35"	50.00'	23.52'	43.96'	N73°40'03"W	42.56'
C84	48°28'45"	50.00'	22.51'	42.31'	N24°14'23"W	41.06'
C85	80°52'13"	50.00'	42.61'	70.57'	N40°26'07"E	64.86'
C85	20°37'17"	245.00'	44.57'	88.18'	S79°19'11"W	87.70'
C86	2°00'01"	255.00'	4.45'	8.90'	N19°56'31"W	8.90'
C87	11°15'09"	255.00'	25.12'	50.08'	N13°18'56"W	50.00'
C88	11°15'33"	255.00'	25.14'	50.11'	N2°03'35"W	50.03'
C89	13°44'26"	255.00'	30.72'	61.15'	N10°26'25"E	61.01'
C90	11°37'06"	255.00'	25.94'	51.71'	N23°07'10"E	51.62'
C91	48°59'00"	50.00'	22.78'	42.75'	N45°57'39"W	41.46'
C92	46°59'36"	50.00'	21.74'	41.01'	N2°01'39"E	39.87'
C93	47°19'10"	50.00'	21.91'	41.29'	N49°11'02"E	40.13'
C94	62°34'27"	50.00'	30.39'	54.61'	S75°52'09"E	51.93'
C95	12°28'58"	50.00'	5.47'	10.89'	S38°20'27"E	10.87'
C96	5°15'21"	225.00'	10.33'	20.64'	S2°47'24"W	20.63'
C97	15°19'28"	225.00'	30.27'	60.18'	S13°04'49"W	60.00'
C98	12°45'31"	225.00'	25.16'	50.10'	S27°07'18"W	50.00'
C99	14°07'06"	225.00'	27.86'	55.44'	S40°33'37"W	55.30'
C100	14°35'52"	205.00'	26.26'	52.23'	S29°50'29"E	52.09'
C101	8°36'47"	205.00'	15.44'	30.82'	S41°26'49"E	30.79'
C102	7°43'35"	255.00'	17.22'	34.39'	S41°53'25"E	34.36'
C103	13°50'05"	255.00'	30.94'	61.57'	S31°06'35"E	61.42'
C104	5°26'33"	255.00'	12.12'	24.22'	S21°28'16"E	24.21'
C105	8°16'19"	225.00'	16.27'	32.48'	S22°53'09"E	32.46'
C106	4°01'21"	225.00'	7.90'	15.80'	S29°01'59"E	15.79'

Attachment “D”

Elevate Las Cruces Comprehensive Plan

The following goals, policies, and actions from Elevate Las Cruces are relevant to the proposed preliminary plat:

- Community Environment:
 - Goal CE-3: Centers and Corridors – Support community growth through concentrated development at activity centers and along key corridors.
 - Policy CE-3.2 – Allow for a mix of development type and intensity along major thoroughfares that reflects surrounding urban, suburban, and rural contexts.
 - Goal CE-4: Complete neighborhoods - develop mixed-use neighborhoods that incorporate a wide range of recreational, commercial, employment, and civic uses.
 - Goal CP-7: Attainable Housing – Provide affordable, clean, and safe housing options for all residents regardless of income.
 - Goal CP-9: Housing Diversity – Provide a range of housing options to accommodate residents at all stages in life.
- Community Prosperity
 - Goal CP-2: Economic Equity – Generate employment opportunities that create economic security for all residents.
 - Policy CP-2.2 – Support efforts to connect vulnerable populations to job opportunities.
 - Action CP -2.2.2 – Identify and promote places of employment to minimize commutes and increase accessibility to other transportation modes to create a job-housing balance.

Attachment "E"
February 19, 2025 DRC Meeting Minutes
DEVELOPMENT REVIEW COMMITTEE (DRC)

Following are the minutes from the City of Las Cruces Development Review Committee Meeting held Wednesday, February 19, 2025, at 9:00 a.m. in Room 1158.

DRC PRESENT: Rocio Nasir, Senior Engineer, Utilities
Mike Kinney, Plan Review Engineer, Com. Dev.
Kyle Metzgar, MPO
Susan Reeder, Community Development

STAFF PRESENT: Adam Ochoa, Senior Planner
Jorge Avita, CLC
Vincent Banegas, CLC
Chris Faivre, Deputy Director Community Development

OTHER PRESENT: Zach Libbin

1. CALL TO ORDER (9:00 a.m.)

Ochoa: We'll go ahead and get this started. Go ahead and call to order the February 19, 2025, Development Review Committee meeting to order at 9:03 a.m.

2. APPROVAL OF MINUTES -

2.1 January 22, 2025

Ochoa: First item we have here is the approval of minutes for the January 22, 2025, DRC meeting. Do we have any changes on this? Seeing none. Can I have a motion to approve please?

Nasir: So moved.

Ochoa: A second please.

Kinney: Second.

Ochoa: Awesome. All in favor signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: All opposed. It passes three/zero.

3. OLD BUSINESS

Ochoa: We have no old business.

4. NEW BUSINESS

4.1 Case No. 24CS0500025: Heather Hills Preliminary Plat

- A request to approve a preliminary plat known as Heather Hills Subdivision.
- The proposed subdivision is located at 5150 Stern Drive and west of Stern Drive, south of Silverado Loop, and north of Rocky Road.
- The preliminary plat proposes a single-phase, 80 residential lot development on ± 22.10 acres, zoned R-1a.
- Submitted by Libbin Underwood Engineering and Surveying on behalf of John Curry, property owner.

Ochoa: So we'll get right into new business. This is Case 24CS0500025 which is the Heather Hills Preliminary Plat. Staff will you please give us a rundown on this, please.

Banegas: Sure. This is actually part of an older development that was, or parcel property that was annexed back in the day. There was a master plan that was made part of the annexation request and some initial zoning. That was then. Since that time there was a need to go through an amendment to the master plan. That was amendment number three. That was the latest one taking place in late 2023, along with some slight zone changes that accompanied that master plan. And the zone changes ultimately got approved by City Council back in February 2024. So here we are with the first, well with the only preliminary plat that will accompany this development proposal as part of the master plan. It is the preliminary plat called Heather Hills. It is proposed 80 lot subdivision that sits immediately south of University Meadows which sits along the north side.

Heather Hills will basically have key frontage from, or access to most of the lots from Pebble Brook Drive which is boarded by Silverado Loop on the north. Ultimately tying into what is Rocky Road on the south. All the roads meet City standards. All the lengths of cul-de-sacs of course due to ending lane bisecting the Dust Court which was an issue at the last master plan review, if you recall, but because that break is in place it now meets the length for a cul-de-sac. All the reviewing parties have either approved is or conditionally approved the preliminary plat. NMDOT is satisfied with the proposal in that they are seeking a decel lane at Rocky Road, most likely to facilitate any traffic that will come from either the south or north, bypassing this entry point. So they're happy with what is being proposed. I know

Agenda Item #6.1.

engineering had some comments regarding drainage. I think there was discussion made and we'll have to defer to Zach and/or Susan I believe you had made some comments regarding that. Give us an update. See if that's been resolved. And then planning had some conditional comments or conditional approval comments, very minor in nature, some of them tied to ponding icons which Susan and I discussed. There was a need to get property owner signatures regarding an easement that was going away as part of the final plat ultimately after the preliminary plat process. And I've communicated all that to Zach. And so those are minor issues that can be dealt with as we proceed forward. So given that, all reviewers again have either approved it without conditions or approved with conditions. And here we are. It's basically a 22.10 acre chunk of land that is being parceled out. It's all zoned R-1a under the 2001 Zoning regime and all lots meet those standards. That's all staff has.

Ochoa: Thank you so much. That being said, so the conditions from a planning standpoint, if they could get resolved before P&Z, is it possible that the issue could move this forward without conditions on the preliminary plat.

Banegas: Yes, I think so. Correct.

Libbin: Yes, sir. I think the biggest one was getting the signatures, and I've got one of the two, I just need the other signature and I get that real soon. And just to explain that, Vince and I know who it is, but there's an old platted Elephant Butte Land and Trust road that runs along the property line, right there. And it's 20 feet wide. Never dedicated. Never accepted by anybody. Just vacating that, half and half, and the other half is going to those adjacent property owners. That does seem fair, the right thing to do, splitting that half and half. And so we're going to get their signature because their property is sort of affected.

Ochoa: That was Zach Libbin right with Libbin Underwood Engineering.

Libbin: Yes, that's right.

Ochoa: For the record.

Libbin: Sorry.

Ochoa: No worries. Thank you, Zach. Something else Vince.

Banegas: Yes. One of the other things, Zach, that we talked about is just a need to simply put on the master plan the purpose for the tracts. Some of them are identified as easements, etc. but under I believe it's nine, 10, 11, and 12, some of the, I think 12 illustrates exactly what they're to be used for but if we can just clarify the purpose for nine, 10, and 11 on the notes.

Agenda Item #6.1.

Libbin: You got that. I've got that updated. I just wanted to ask you a question about that.

Banegas: Okay.

Libbin: I've got that.

Banegas: Okay.

Libbin: That's easy.

Ochoa: Okay, so that should be taken care of. So that can move forward with that, no requiring conditions on there. We'll go ahead and go onto engineering.

Reeder: My comments have been addressed just from looking at the plat that we have here. When it comes in for final plat we'll get that drainage report so I'll be able to make sure that all of my comments of drainage are addressed. So engineering is good.

Ochoa: Engineering's good. Awesome. Thanks so much. MPO.

Metzgar: No comments.

Ochoa: All righty. Traffic, public works.

Kinney: Sitting here for Gary Skelton. So Zach for the final plat and stuff if we haven't already asked for it, we'll probably want some AASHTO intersection site distance analysis, particularly for like at Andy Lane and Silverado, particularly for, because there's some skew and there's a horizontal curve. And then if you could, in the, for the cul-de-sacs, like Dust Court, the smaller one, are they going to have, is there going to be a stop sign for those?

Libbin: I'd only planned on one for Eventide.

Kinney: Eventide. Okay, that's actually, yes, okay, so we would need an ISD there and also at the, is it Daybreak Court.

Banegas: Yes.

Kinney: Daybreak Court. Yes.

Libbin: Oh yes, certainly there.

Agenda Item #6.1.

Kinney: Yes. And that's primarily because of the skew. And the other, like Dust Court and Starlight I don't, probably not. Chances are they probably should, probably not going to want a stop sign there.

Ochoa: So those should be shallow enough ...

Kinney: Because they're so wide, yes. That's good. That's what, a 50 foot radius.

Libbin: Yes, sir.

Kinney: Yes, a hundred foot wide. And then that's it, the skew. And then any, if the ISD if they encroach across any of the properties then that would have to be noted on the final plat as an intersection site distance easement.

Libbin: Encumbrance. Yes.

Kinney: Yes. That's what we're going up at Metro Verde. But hopefully you shouldn't have problems, you have a full 50 foot right-of-ways and stuff. And your skews don't look that bad.

Ochoa: That'd be for final plat, correct.

Kinney: Final plat.

Ochoa: Okay. Thank you. So that wouldn't be affecting the preliminary plat, so just making notes for that for the final plat. All right. Thank you. All righty. Is that it from traffic?

Kinney: No, sir.

Ochoa: Okay. Thank you. Utilities.

Nasir: I don't believe that we have anything pending. I believe that everything that we have discussed you have corrected, so there's no issues with utilities.

Ochoa: Very good. All righty, other than that it looks like we just have some minor corrections we need to do from a planning standpoint. And since the applicant I believe will be able to take care of that before P&Z, I believe this is something can move forward without having to do conditions and get those off the plate of P&Z and just take it as a clean approval. So that being said, can I have a recommendation to recommend approval for Case 24CS0500025?

Agenda Item #6.1.

Kinney: Motion to approve.

Ochoa: Thank you. Can I have a second, please?

Reeder: Second.

Ochoa: Thank you very much. All in favor please signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: All opposed, "nay." And this will move forward to the March 25, Planning and Zoning Commission meeting with recommendation of approval. All righty folks.

5. ADJOURNMENT (09:13 a.m.)

Ochoa: Since we don't have anything else, can I have a motion to adjourn, please.

Nasir: So moved.

Ochoa: Second, please.

Kinney: Second.

Ochoa: All righty. All in favor signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: All opposed. And we are adjourned at 9:13.

Attachment “F”

Findings

- The proposed preliminary plat follows the approved Heather Hills Master Plan.
- The proposed preliminary plat meets the requirements of a preliminary plat as required by the Subdivision Code, Section 37-76.
- Based upon review by relevant City staff, the proposed preliminary plat complies with all requirements of the 2001 Zoning Code, as amended, the City of Las Cruces Subdivision Code and the City of Las Cruces Design Standards.
- The proposed preliminary plat fulfills the intent and purpose of the Elevate Las Cruces Comprehensive Plan.
- The Development Review Committee (DRC) recommended approval for the proposed preliminary plat during a public meeting on February 19, 2025.



Type of Action:
Planning & Zoning
Staff Report

Planning & Zoning Commission Staff Report

District:	☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ N/A					
Adopted:						
Drafter:	Adam Ochoa		Department:	Community Development		
Program:	Planning		Line of Business:	Planning		
Title:	A REQUEST FOR APPROVAL TO VARY FROM THE REQUIRED FREESTANDING GROUND SIGN STANDARDS OF THE UNIVERSITY DISTRICT OVERLAY (UDO) FOR A PROPERTY ENCOMPASSING APPROXIMATELY 8.50 ACRES, ZONED UD-CZ (UNIVERSITY DISTRICT-CONVENTION CENTER) AND LOCATED AT 680 E. UNIVERSITY AVENUE WITHIN THE UNIVERSITY DISTRICT OVERLAY (UDO). SUBMITTED BY SIGN BROS ON BEHALF OF THE CITY OF LAS CRUCES. (CASE 25VO5000005).					

PURPOSE(S) OF ACTION:

To approve a variance.

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

Per Section 38-10.B, 38-10.J and 38-10.K: The Planning and Zoning Commission (P&Z) has the authority to grant variances to the numerical standards of the 2001 Zoning Code, as amended. Granting the variance shall not merely serve as a convenience to the applicant, but the variance shall be the minimum necessary for relief to accomplish the stated objective(s) of the applicant's request or demonstrable hardship. Hardships are not considered personal or monetary except as stated below. The P&Z shall review each request in relation to the goals, objectives and policies of the comprehensive plan, plan elements, other applicable plans, and the purpose and intent of this Code, section 38-2 and 36-1 of the sign code, when appropriate, and determine whether the request is consistent or inconsistent with stated criteria. Additionally, decisions for granting a variance shall be based on:

- A physical hardship relative to the property (i.e., topographic constraints or right-of-way takes resulting in reduced development flexibility, etc.) in question; and/or
- The potential for spurring economic development at a neighborhood or city-wide level if requested allowances are granted; and/or
- Monetary considerations, not as a whole, but relative to options available to meet the applicant's stated objectives when such options cause considerable monetary hardship under strict application of code provisions.

The University District Overlay (UDO) allows for a maximum of one (1) freestanding ground sign per property with a maximum height of three (3) feet and a maximum size of twenty-four (24) square feet. The applicant is seeking variances to these standards to allow for a new freestanding ground sign. The variances are as follows:

- 1.A variance to allow for a total of two (2) freestanding grounds signs on the subject property. The existing freestanding sign also received variances to allow its construction.
- 2.A variance of three (3) feet and four (4) inches to the maximum permitted freestanding ground sign height.

Agenda Item #6.2.

3.A variance of two hundred sixty-one (261) square feet to the maximum permitted freestanding ground sign size.

Per the justification letter included in the packet, provided by the applicant, the sign will benefit the area by helping increase community and travel visitation. The applicant continues by stating that the tourism, travel and hospitality industry has suffered due to COVID-19 and resulted in economic harms of lost wages and earning capacity. Furthermore, the unique attraction that is the proposed sign will drive both local and visitor spending at multiple establishments located along the University Avenue corridor.

During the staff's analysis, no public safety, health, or welfare issues were identified. Staff believes that the proposed new sign can potentially be a destination spot. It can potentially draw more attention and spur economic development by increasing pedestrian traffic to the convention center, the University Avenue corridor and the surrounding area. It is a good photo opportunity for the public such as the murals found in Downtown Las Cruces that continue to promote arts and culture in the city. Staff believes the proposed variance meets the decision criteria as outlined in Code and is in support of the proposed new sign.

On March 3, 2025, the University District Citizen's Design Review Committee (UDCDRC) reviewed the proposed variance request. The UDCDRC is a recommending body to the Planning and Zoning Commission. After some very minor discussion the UDCDRC voted to recommend APPROVAL for the proposed variance. The Planning and Zoning Commission makes final decisions on numerical variance requests unless appealed to City Council. Public input on this case, if any, will be summarized at the meeting during staff's presentation.

SUPPORT INFORMATION:

[Attachment "A" - Zoning Map.](#)

[Attachment "B" - Aerial Map.](#)

[Attachment "C" - Site Plan & Proposal.](#)

[Attachment "D" - Variance Request Letter.](#)

[Attachment "E" - Findings.](#)

[Attachment "F" - UDCDRC March 3, 2025 Meeting Minutes](#)

PLAN(S):

Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

University District DRC

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve the requested variance, and the proposed new freestanding sign will be permitted at 680 E. University Avenue.
2. Vote "No"; this will deny the requested variance and the proposed new freestanding sign will not be permitted.
3. Vote to "Amend"; this could modify approval of the requested variance by adding conditions as the Planning and Zoning Commission deems appropriate.
4. Vote to "Table"; this will postpone consideration of the requested variance pursuant to further direction from the Commission.

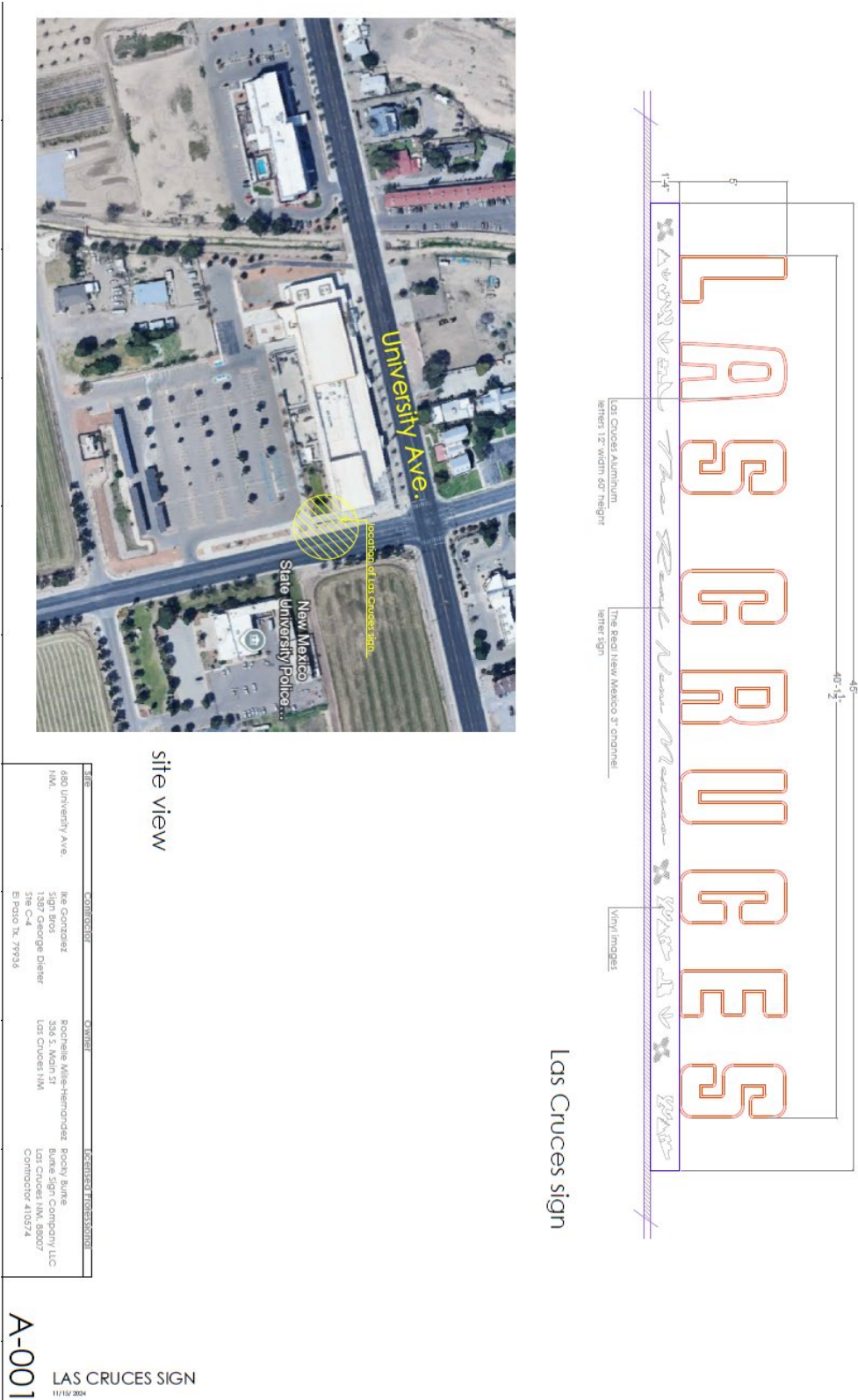
Attachment “A”
Zoning Map

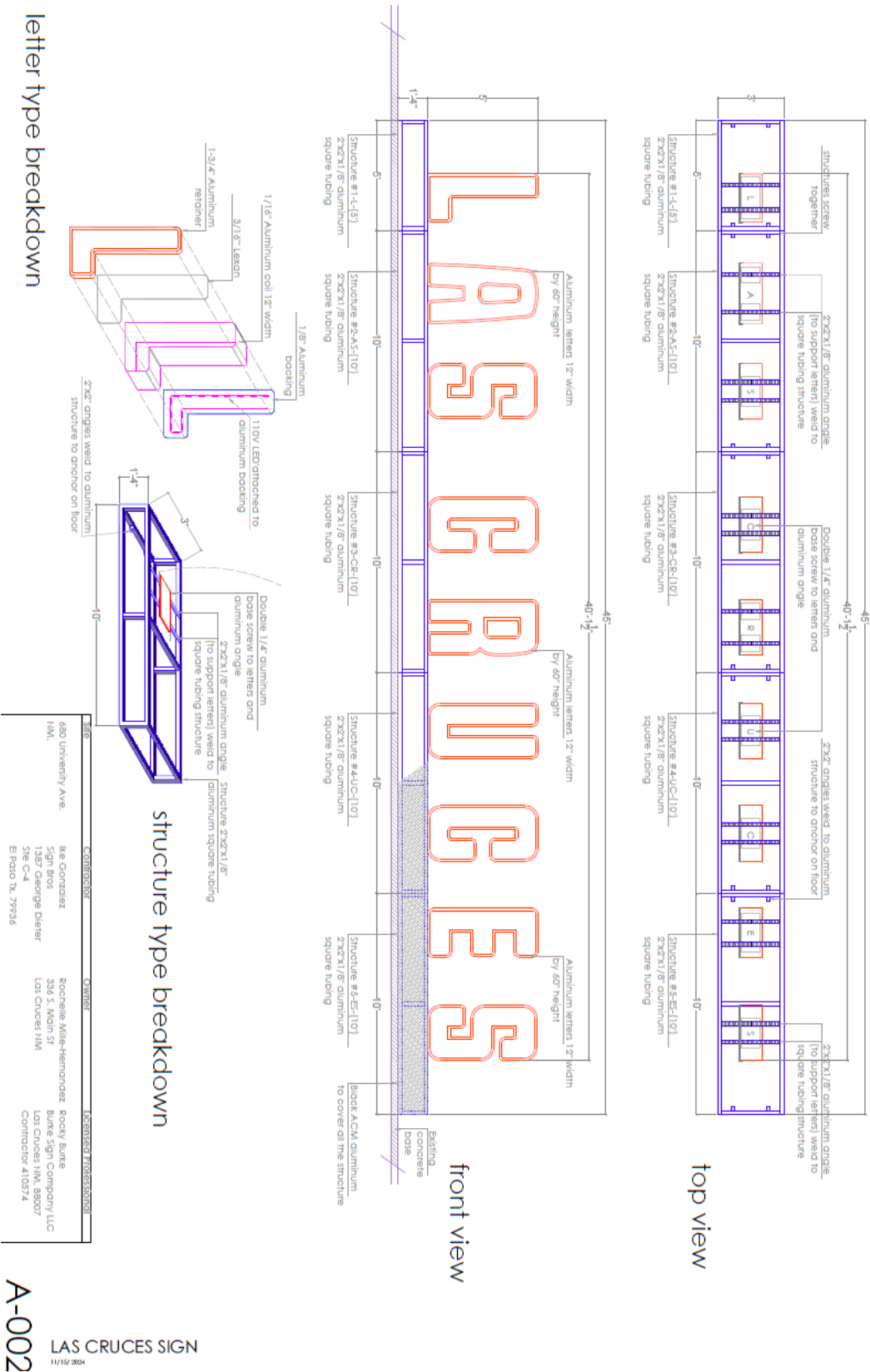


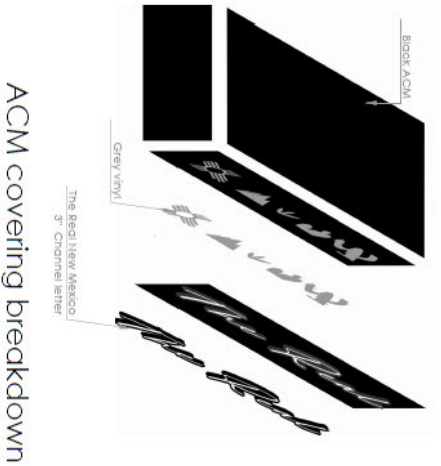
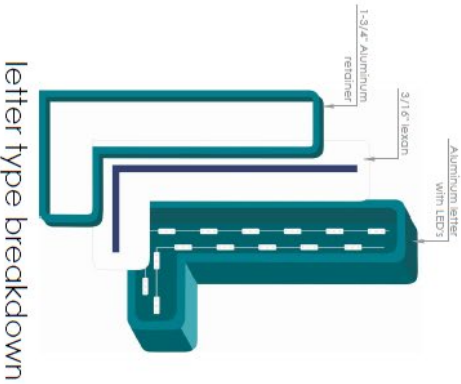
Attachment “B”
Aerial Map



Attachment “C”
Site Plan/Proposal







3D renders

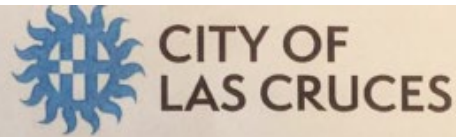


Site	Contractor	Owner	Approved Professional
650 University Ave. NM, Las Cruces	Ike Gonzalez Sign Bros 3828 George Dieter Las Cruces El Paso TX 79936	Rochelle Mills-Hernandez 356 S. Main St Las Cruces NM Corridor 410374	Rocky Burke Burke Sign Company LLC Las Cruces NM 88007 Corridor 410374





Attachment "D"
Request Letter



January 2, 2025

City of Las Cruces
Community Development
700 N. Main Street
Las Cruces, NM 88001

RE: Sign Variance Justification Letter

Dear Ms. Jackie Baylon or Designee,

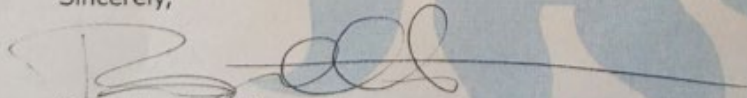
I am writing this variance justification letter on the behalf of Sign Bros., the vendor contracted by the City of Las Cruces through Visit Las Cruces to design, build and install a sign to be located at the Las Cruces Convention Center.

The sign will be approximately 270 square feet in total size and will be comprised of letters that spell "Las Cruces" standing on a base. Each letter will be individually lit, and the sign will face east towards Union Street. It will be the second free standing sign located at the convention center. The sign will be approximately six (6) feet in height.

The sign will benefit the area by increasing community and traveler visitation. The tourism, travel and hospitality industry suffered astronomical negative economic impacts due the Covid-19 pandemic due to public health orders that halted most travel across the world. This resulted in economic harms of lost wages and earning capacity. Many local businesses are still working to recover from these losses. Unique attractions like a lit "Las Cruces" sign will drive both local and visitor spending at multiple establishments in the vicinity including the University corridor.

If you need additional information, please contact me at rhernandez@lascruces.gov or 575-541-2169.

Sincerely,



Rochelle Miller-Hernandez
Visit Las Cruces Executive Director

Cc: Ike Gonzales, Co-Owner Sign Bros.

Attachment "E"

Findings

1. The proposed new sign is aesthetically pleasing for the subject property and the surrounding area and can potentially spur additional economic development at a neighborhood and city-wide level.
2. The variance request meets the criteria for decisions as outlined in Article 2, Section 38-10 (K) of the 2001 Zoning Code, as amended.
3. During staff's analysis, no public safety, health, or welfare issues were identified.
4. On March 3, 2025 the University District Citizen's Design Review Committee voted to recommend APPROVAL for the proposed variance.

Attachment "F"

March 3, 2025, University District Citizen's Design Review Committee Meeting Minutes

**UNIVERSITY DISTRICT
CITIZEN'S DESIGN REVIEW COMMITTEE
March 3, 2025**

MEMBERS PRESENT: Susan Landin
Scott Eschenbrenner
William Mattiace

STAFF PRESENT: Adam Ochoa, Senior Urban Planner

OTHERS PRESENT:

1. CALL TO ORDER (10:00)

Ochoa: All righty folks, we're going to call this meeting of the December 4th University District Citizens Design and Review Committee to order. My name is Adam Ochoa, Community Development for the record.

2. APPROVAL OF MINUTES - December 4, 2023

Ochoa: First item we have is the approval of the minutes of the last meeting, which is December 4, 2023. I believe there are three members who weren't members at that time, but if you didn't see any issues with it, or do you have any changes, by all means if you could say that now. Okay, can I motion to approve those minutes?

Landin: A motion to approve.

Ochoa: Susan Landin approved. Can I have a second please?

Eschenbrenner: Second.

Ochoa: Second, Scott Eschenbrenner. Thank you. All in favor signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: Opposed. They are passed.

3. PUBLIC PARTICIPATION

Ochoa: Let's see here. Up next we have public participation. Anybody here to speak about something else that's not part of the case that we'll be hearing today? Seeing none. Okay.

4. ACTION ITEMS

4.1 Case 25VO5000005: request for approval to vary from the required freestanding ground sign standards of the University District Overlay (UDO) for a property encompassing approximately 8.50 acres, zoned UD-CZ (University District-Convention Zone) and located at 680 E. University Avenue within the University District Overlay (UDO). Submitted by Sign Bros on behalf of the City of Las Cruces.

Ochoa: So we'll go right into our cases here. We have case 25VO5000005. This is a proposed variance to the required sign requirements of the University District. So I'll go ahead and start my presentation here.

It is a proposed sign variance for the property located at 680 East University, which is well known as the Las Cruces Convention Center. It is located on the southwest corner of East University and East Union Avenue. The total property encompasses a little over eight and a half acres in size. And of course, like I said, it is the Las Cruces Convention Center. It is zoned UD-CZ, which stands for University District-Convention Zone. It is located with what is the University District Overlay, or the UDO. Shown here the subject property shown the zoning of the UD-CZ, UD-AZ to the north here on the north side of the University. The area we're looking at, we'll go to the aerial map, is right around here we're looking at where we'll be placing the proposed sign. But what we're looking at essentially is code requirements of the University District Overlay sign standards, which is actually section 38-44 J6. There are three different variances that's involved with this. One is to the number of actual free standing signs allowed. The University District allows a maximum of one ground sign per lot. Two is the ground signs are limited to 24 square feet in size, relatively small, trying to keep it kind of pedestrian style, if you will. And third, and definitely not least, is a ground sign should not exceed three feet in height. So those are the three proposed variances that we're looking at today.

So here's that one variance. So there's a variance of one freestanding ground sign to allow for a total of two freestanding ground signs. There is already an existing sign on there, that also received variance because it did not meet standards when it comes to height and size and so forth like that. Second variance is a three foot, four inch variance to the maximum sign height. The total sign with its platform is about six feet four inches tall, so about three to four inches than what's allowed by code. And last but not least is a variance of 261 square feet to the 24 square foot sign size allowance. Showing here rendition of what that sign will look like, it's just a nice big Las Cruces sign with the real New Mexico on the platform down

here. They are looking at placing that kind of at the elevated spot on this property, so out of the way of the sidewalk, but still nice and profound where it's located I guess is a good way to put it. Here is that sign about six feet four inches tall, 45 feet long. Here are some artist renditions of what that sign will look like. Like I said before, it's up top of the platform out of the sidewalk here. This is it during the day and illuminated during the night as well. It will say Las Cruces on top of the platform that says the Real New Mexico.

The applicant justification has basically stated that the sign will benefit the area by helping increase the community and travel visitation to this area. Brought up a fact of tourism and travel, hospitality, industry suffered during COVID-19 and we're still trying to really get out of that. Hopefully those will kind of give them an economic boost for the area by helping increase earning capacity. It's also a unique attraction that will drive both local and visitor spending at multiple establishments found around the University area corridor.

Then when staff did their analysis we really saw no real public safety, health, or welfare issue with the sign. The new sign can potentially be a destination spot, can draw more attention to the Convention Center and the University area as a whole and that surrounding area, and potentially spur an economic development which is something our code, is something the way our code can allow staff to recommend approval for something if it spurs some type of economic development for the area or the City as a whole which staff believes this can. This will provide more attraction to the area and boost surrounding commerce. And the proposed variance does meet the criteria for approval for a variance as outlined in the 2001 Zoning Code. Notice was sent out for the proposed variance to people within 500 feet of the proposed variance. Staff received no input for the proposed variance. So with that, committee I will leave you with a staff recommendation of approval based on the following findings. Proposed sign is aesthetically pleasing, a variance request meets the criteria decision as outlined in Article 2, Section 38-10K of the 2001 Zoning Code. And also during staff analysis no public safety, health, or welfare issues were identified. Your options one to vote "yes" and approve as recommended by staff, two to deny, three vote to amend, or four to table and postpone. You are a recommending body to the Planning and Zoning Commission. So after you all's decision today they'll be going before the Planning and Zoning Commission meeting of March 25th.

Landin: Can I ask a question?

Ochoa: Sure.

Landin: So this is going to be along, on University Avenue, right.

Ochoa: No ma'am, I believe this is going to be actually fronting Union.

Agenda Item #6.2.

Landin: Union.

Ochoa: That is correct.

Landin: Okay, so like that's what - I drive by there every single day. So that's like where those plants, planter things are.

Ochoa: That's correct.

Landin: Kind of like where people are entering.

Ochoa: Correct. It's one of the main entrance points.

Landin: And all it's going to say is Las Cruces, not Las Cruces Convention Center.

Ochoa: No ma'am, just Las Cruces.

Landin: Okay. And so that will be lit up.

Ochoa: Yes. During the night it'll be illuminated and during the day.

Landin: Well that's good. That's good. Yes.

Ochoa: Any other questions?

Mattiace: Looks good.

Eschenbrenner: I think the only question I have is how does the new Realize Las Cruces plan will impact something like this? Because I noticed you're kind of using some old zoning codes there, but.

Ochoa: Right.

Mattiace: What does that look like in the future going forward?

Ochoa: So under Realize this actually stayed as a legacy district. So the University District stayed there just because the hours, not only NMSU but that the City has put in to make that area what it is now. It's working out pretty awesome with the Locust developments, the Chick-fil-A, everything that's a little more new urban-esque, pedestrian style. So that's why we push for that to stay. So this will not be affected by Realize. It will still remain as is for the University District. All righty, well the applicant ...

Agenda Item #6.2.

Landin: There isn't anybody here who represents the Convention Center is there?

UNKNOWN: Yes, right here.

Landin: Okay. Well I'm always complaining about the sign. I live right on El Paso Street and I have property on the other end of Union so I drive by there twice, three, four times a day. And I can be stopped at the stop sign which is pretty long, and I'm looking up at the sign and there's a whole bunch of cars in the parking lot yet I have no idea why they're in there. I mean off and all you see is we have a new chef, here's a picture of the food that he cooks ...

Mattiace And you get hungry.

Landin: So I think you should try to make some effort to what's ever really happening in there at the time ...

UNKNOWN MALE: We do.

Landin: Highlight it somehow.

UNKNOWN MALE: We do. Constant light.

UNKNOWN FEMALE: It's a rotating message so I guess it would depend on when you happen to be.

Landin: I know the pecan thing is in there now.

UNKNOWN MALE: Right.

UNKNOWN FEMALE: Right.

Landin: And I will say it's better.

UNKNOWN FEMALE: Okay.

Landin: Since you guys got that new sign.

UNKNOWN FEMALE: Yes.

Landin: Rather than the little tiny one that you used to have.

Agenda Item #6.2.

UNKNOWN FEMALE: Exactly.

Landin: And the good thing is there's a lot going on at the Convention Center.

UNKNOWN MALE: Right, and that's why we're constantly trying to freshen it up and put anything that's new and current.

Landin: I'd like to see the City do an article, the newspaper do an article about how profitable it is or isn't. But you probably notice the newspaper doesn't do many local articles anymore unless it's about a murder or something.

UNKNOWN MALE: True.

Landin: Okay.

Ochoa: All righty. Any other comments on this?

Landin: Vote to approve, I guess.

Ochoa: So I have a motion to ...

Landin: Motion to approve.

Ochoa: Motion to approve. Can I have a second, please?

Eschenbrenner: Second.

Ochoa: All in favor signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: All opposed. All righty. This will move forward to the March Planning and Zoning Commission meeting for their consideration. Thank you, folks. Let's see.

5. STAFF AND COMMITTEE COMMENTS

Ochoa: There are no real staff announcements. Just wanted to let you all know we might have additional items coming before you all. I'll probably be in contact with you, Councilor Mattiace about possibly recruiting more people to our committee here because

Agenda Item #6.2.

we're down to three right now. We need five. So if you know anybody who's interested, by all means, have them submit the application to city clerk please.

Mattiace: I have a question. In other words, the end of that university, that's part of the redevelopment, right. It goes from, down El Paseo.

Ochoa: Yes, sir.

Mattiace: To university, so.

Ochoa: That is correct.

Mattiace: And so that sign is actually highlighting and facing the university, or is it...

Ochoa: It's facing towards the university.

Mattiace: Yes, toward the redevelopment.

Ochoa: That's correct.

Mattiace: Down here. That's excellent.

Ochoa: That's like the entry point of that redevelopment for El Paseo. So it's definitely a really cool entry point, not only for the university, but for El Paseo as well. So I think it makes real good sense.

6. ADJOURNMENT (10:55)

Ochoa: All righty. Well, I guess all that being said, can I have a motion to adjourn?

Landin: I'll make a motion to adjourn.

Eschenbrenner: Second the motion.

Ochoa: Thank you all. All in favor signify by saying "aye."

MOTION PASSES UNANIMOUSLY.

Ochoa: Opposed.

Chairperson