



AGGIE UP TOWN PLAN UPDATE



September 2020

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Introduction

The plan for Aggie Uptown will directly enhance the NMSU college experience by establishing a town center with amenities for all Aggies. Aggie Uptown will feature a walkable, mixed-use commercial center, public spaces, and a mix of academic, professional, and residential uses. The site will be developed east of Interstate 25 and south of University Avenue and build on University Avenue's energy as a dining, shopping, and entertainment venue extending the urban focus of University Avenue east of the interstate to Aggie Uptown.

Aggie Development is responsible for developing the site and bringing needed services and educational opportunities to the University through its affiliation with future tenants. Aggie Uptown will also provide a significant revenue stream for New Mexico State University.

The plan vision includes a block and street network to create building sites, public spaces, and protection of natural resources as shown in the illustrative plan and renderings to communicate to potential for the site. The plan depicts a new urban uptown area that is a walkable district. The district connects to the campus network and the greater Las Cruces area.

The first phase of the development project involves 36 acres of land east of I-25 near University Avenue and Telshor Boulevard and this area will serve as the primary mixed-use commercial and public space area. It will host restaurants, cafés, coffee shops, retail, and residential spaces.

Currently, the Aggie Uptown project is focused on installing infrastructure for the extension of Telshor Boulevard into the site to create development sites and negotiating with tenants. The long term vision will materialize one investment after another until it becomes the next great City center and neighborhood.

Illustrative Plan

The Illustrative Plan for Aggie Uptown depicts a series of lots and blocks for development to occur within. Commercial, restaurants, and active uses would develop along University Avenue to bring students and the community together. Health services and elder care could be located east of Terrace Drive and housing for students as well as senior living could be located elsewhere on the site.

1. Commercial Development faces the street along a Main Street in Aggie Uptown Plaza
2. Aggie Uptown Yard: Optional Storage Container Park
3. Multi-use Path
4. Improved pedestrian and bike access across I-25 making it easier to get to the main NMSU campus from Aggie Uptown
5. Parking is located in mid-block locations
6. Mixed-use buildings overlook the multi-use path and across the golf course that will later become a park.
7. A park preserves views of open space and provides a gathering space.
8. Doctor's offices, Continuum of Care Facility, and restaurants public fronts face the street to welcome visitors.
9. Assisted living and memory care facility
10. Senior apartment living
11. Community Facility and pool for senior living residents
12. A linear park provides an amenity for buildings to face, a space for residents to enjoy the outdoors, and an opportunity to absorb stormwater and water flows.
13. Senior living patio homes
14. Terrace Drive extends around the edge of the community and provides additional access to the golf clubhouse
15. Student living
16. Greens are located throughout Aggie Uptown
17. Telshor Boulevard connects through Aggie Uptown and connects to Geothermal Drive
18. Water Towers
19. University offices or other functions can develop along Geothermal Drive
20. Tortugas Arroyo
21. Existing Golf Course trees are preserved whenever possible

What Happened to the Golf Course?

Aggie Development has been working with the Golf Course and world renowned golf course designer Jim Engh to understand the options and possibilities for the golf course as Aggie Uptown development occurs. New Mexico State University will always have a world class golf course.

Development will occur over time and nothing will change on the golf course during the first phase of development.

First Phases: The first phases of development are located on approximately 32 acres of land between the existing golf course and University Avenue.

Second Phases: The second phases occur on land where four holes of the golf course are relocated to another area. This land can be occupied with senior living centered around a clubhouse and adjacent to other health facilities developed in the first phases.

Later Phases: There is a potential plan to relocate the entire golf course to the other side of the golf clubhouse. Relocating the golf course frees up the land to be developed for university uses that could include student housing or activities.

The New Golf Course

If the golf course is to be relocated to land more suitable for an interesting and unique golf course to open up prime land for development adjacent to Interstate 25, then the current thinking is to relocate the course to the east and south of the current clubhouse facility. The golf holes are to extend out from the clubhouse to create an 18 Hole Loop course that will have the most interesting and spectacular golf course possible.

In the words of the Jim Engh report, “the golf course will provide a world class facility to the university and to the City of Las Cruces. This will be a golf facility that, because of its spectacular nature, will bring local pride and national recognition to New Mexico State University.”



Golf Course Development Analysis
New Mexico State University



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February 22, 2016

*New Mexico State
University will always
have a world class
golf course.*



Community Diagrams

The building block of every city is the neighborhood. Aggie Uptown has the potential of being one of Las Cruces' great neighborhoods and extension of New Mexico State University. A genuine neighborhood is not the disconnected, single-use development. Complete neighborhoods - unlike the stand-alone apartment complex or the commercial pod - provide housing, workplaces, shopping, civic functions, and more. Pedestrian-friendly and mixed-use, these communities are designed to be compact, complete, connected, and ultimately more sustainable —although the parameters of an ideal neighborhood vary in terms of size, density, and mix of building types. There are five basic design conventions that provide a common thread linking great neighborhoods. The diagrams of a complete neighborhood that follow will be used to illustrate the five basic principles of a neighborhood.

Identifiable Center and Edge

One should be able to tell when one has arrived in the neighborhood and when one has reached its center. A proper center has places where the public feels welcome and encouraged to congregate. Typically, at least one outdoor public environment exists at the center that spatially acts as the most well-defined outdoor room in the neighborhood. While it most often takes the form of a square or plaza, it is also possible to give shape to the neighborhood center with just a special “four corners” intersection of important streets that include shade and other protection from the elements.

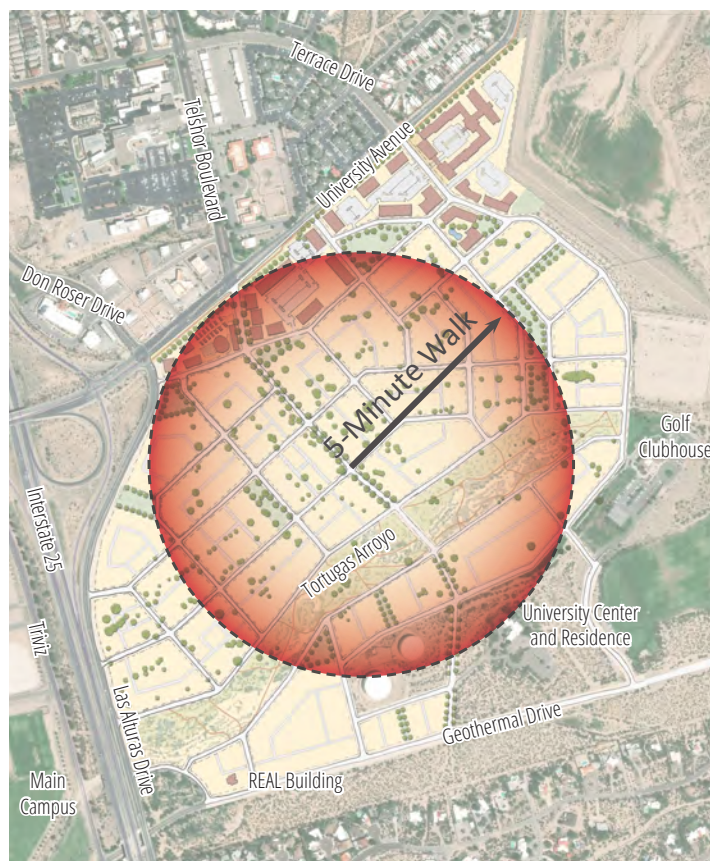
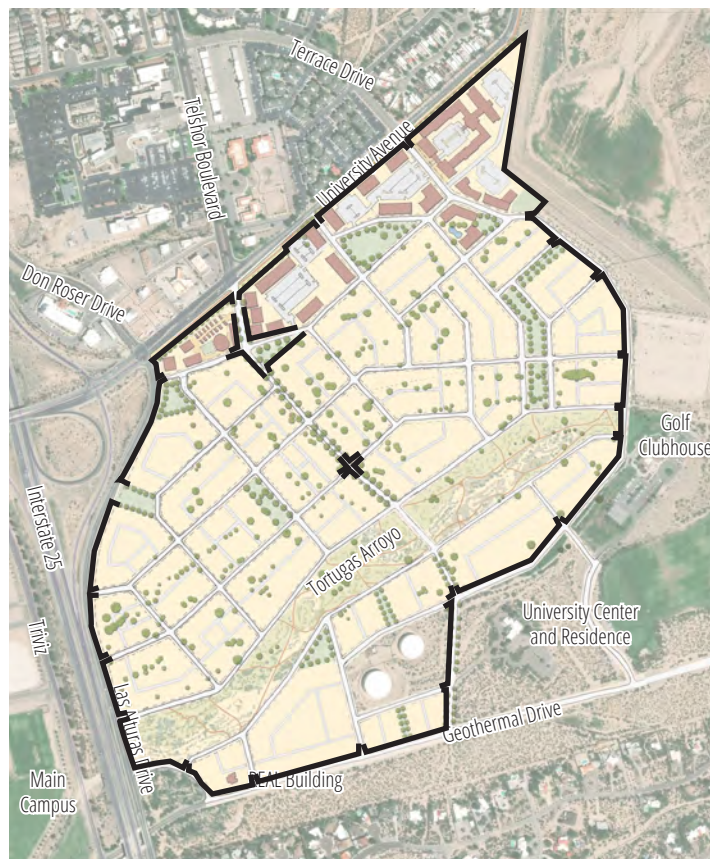
At Aggie Uptown the “Center is not physically at the center of the neighborhood, but rather at the edge where some of the first development will occur along the extension of Telshor Boulevard. This first street segment should be designed as a complete welcoming place for the rest of Aggie Uptown to develop around.

Walkable Size

The overall size of the neighborhood, which typically ranges from 40 to 200 acres, should be suitable for walking. Most people will walk approximately one-quarter mile before turning back or opting to drive or ride a bike. Most neighborhoods built before World War II were approximately one-quarter mile from center to edge.

Neighborhoods of many shapes and sizes can satisfy the quarter-mile radius test. Civic spaces requiring a great deal of acreage, such as schools with play fields, can be situated where they are shared by more than one neighborhood. Larger planned communities can satisfy the quarter-mile radius test by establishing several distinct neighborhoods within the community, being sure to place different neighborhood centers one-half mile apart or less.

Aggie Uptown consists of 2 neighborhoods with the commercial areas along University Avenue serving as an edge to both neighborhoods.



Mix of Land Uses

Great neighborhoods have a fine-grained mix of land uses and housing types. This condition enables people to dwell, work, learn, socialize, exercise, shop, and find some daily needs and services within walking distance. Variety-rich neighborhoods, in comparison with the single-use, single “pod” developments, have multiple benefits. Mixing uses is a powerful way to alleviate traffic congestion as it reduces the number of car trips needed throughout the day.

Aggie Uptown is intended to be a mix of commercial, retail, active event space, senior living, student housing, senior living, university functions, open space, and office space - all connected to the main campus, Arrowhead Park, and the rest of the Las Cruces community.

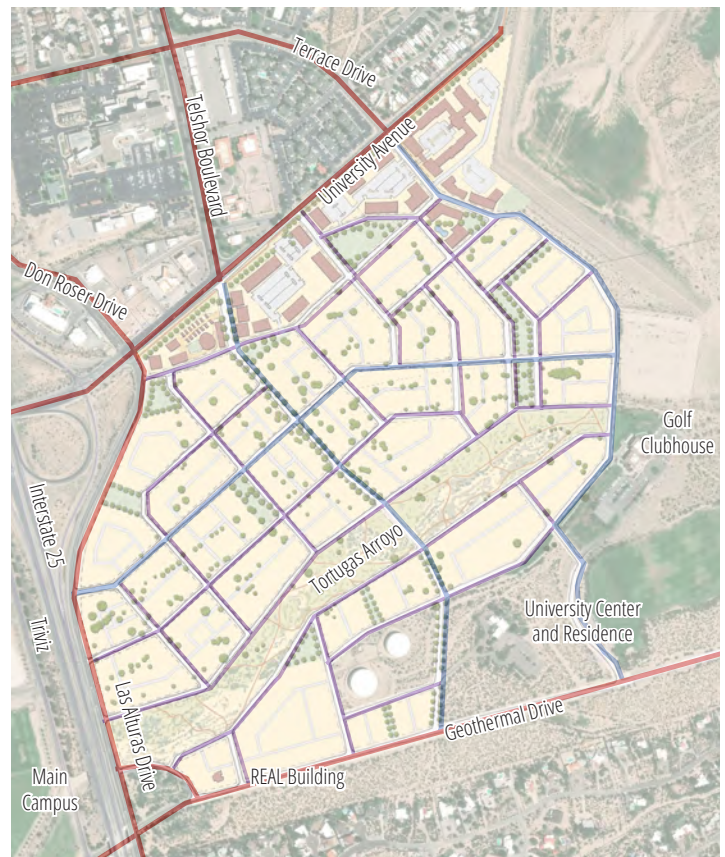
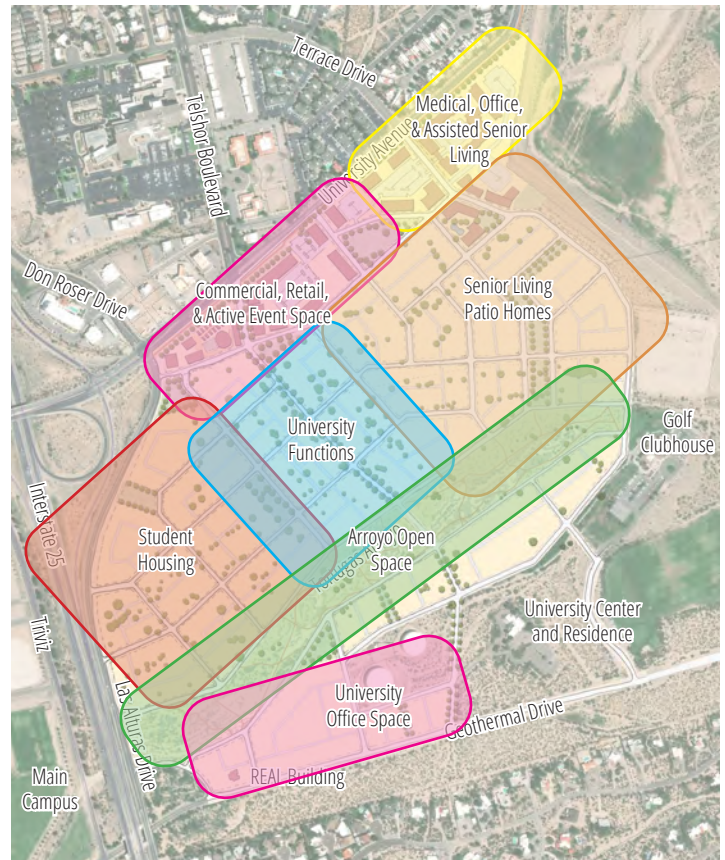
Integrated Network of Walkable Streets

A network of streets allows pedestrians, cyclists, and motorists to move safely and comfortably through a neighborhood. A street network forms blocks that set up logical sites for development, provide routes for multiple modes of transportation, and provides non-motorized alternatives to those under the driving age as well as for senior citizens. Streets should be designed to be walkable first while also serving cars and emergency vehicles. Slow traffic speeds, coupled with features such as narrow curb-to-curb cross sections, street trees, on-street parking, architecture close to the street edge, and tight radii at the street corners, work together to create highly walkable environments. A connected web of streets allows for numerous driving patterns and orderly management of traffic.

Existing Street Network: The existing street network is located around the edges of the site and include University Avenue, Las Alturas Drive, and Geothermal Drive. Telshor Boulevard also connects this site to the rest of the city. University Avenue, with its multiuse trail, and Geothermal Drive connect the site to the Main Campus and Arrowhead Park.

Primary Street Network: Telshor Boulevard extends through the neighborhood to Geothermal Drive. Terrace Drive extends around the edge of the community creating a new link to the Golf Clubhouse from University Avenue. These street extensions should be local streets and should be narrow and slow. These two streets are the only one in the plan to cross the Tortugas Arroyo that traverses the site. In Addition, there are three primary street connections that run throughout the development area from west to east.

Secondary Street Network: A connected network of local streets connect the community making it walkable and bikeable throughout.



Special Sites & Green Network

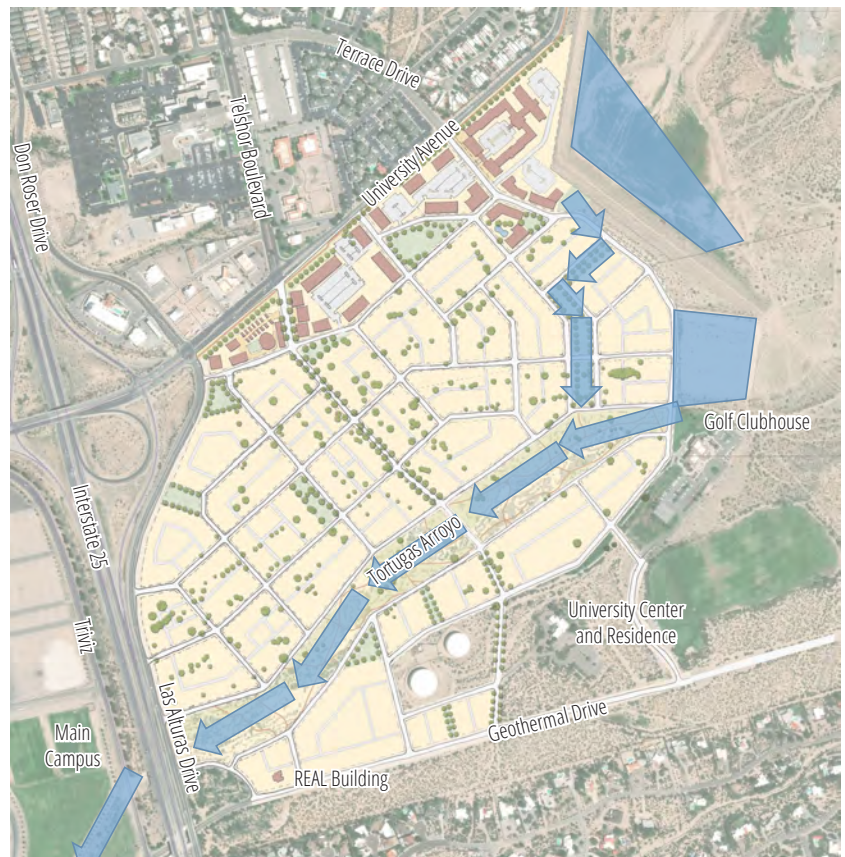
In complete neighborhoods, some of the best real estate is set aside for community purposes. These locations are made significant by the geometry of the town plan. Unique settings such as terminated vistas or locations with greater activity should be reserved for landmark buildings that will act as permanent anchors for community pride. Similarly, special sites should be set aside for parks, greens, squares, plazas, and playgrounds (each of which has its own distinct character). Neighborhoods should have one special gathering place at its center, such as a village green.

A network of green spaces provide places for people to meet outdoors as well as allow water to continue to flow through the Tortugas Arroyo that crosses the site. A multi-use path along University Avenue can be incorporated with a linear green that provides a direct link to the NMSU Main Campus. Smaller greens within the neighborhood provide local destinations and places to rest and meet people.



Water Flow

A water detention area is located along the northeast portion of the site and a second area north of the clubhouse hold water when there are storm events. Water flows from these areas over the existing golf course and through the Tortugas Arroyo. The plan allows this flow of water to continue across the site and through the arroyo as well as through a series of green spaces.



Aggie Uptown

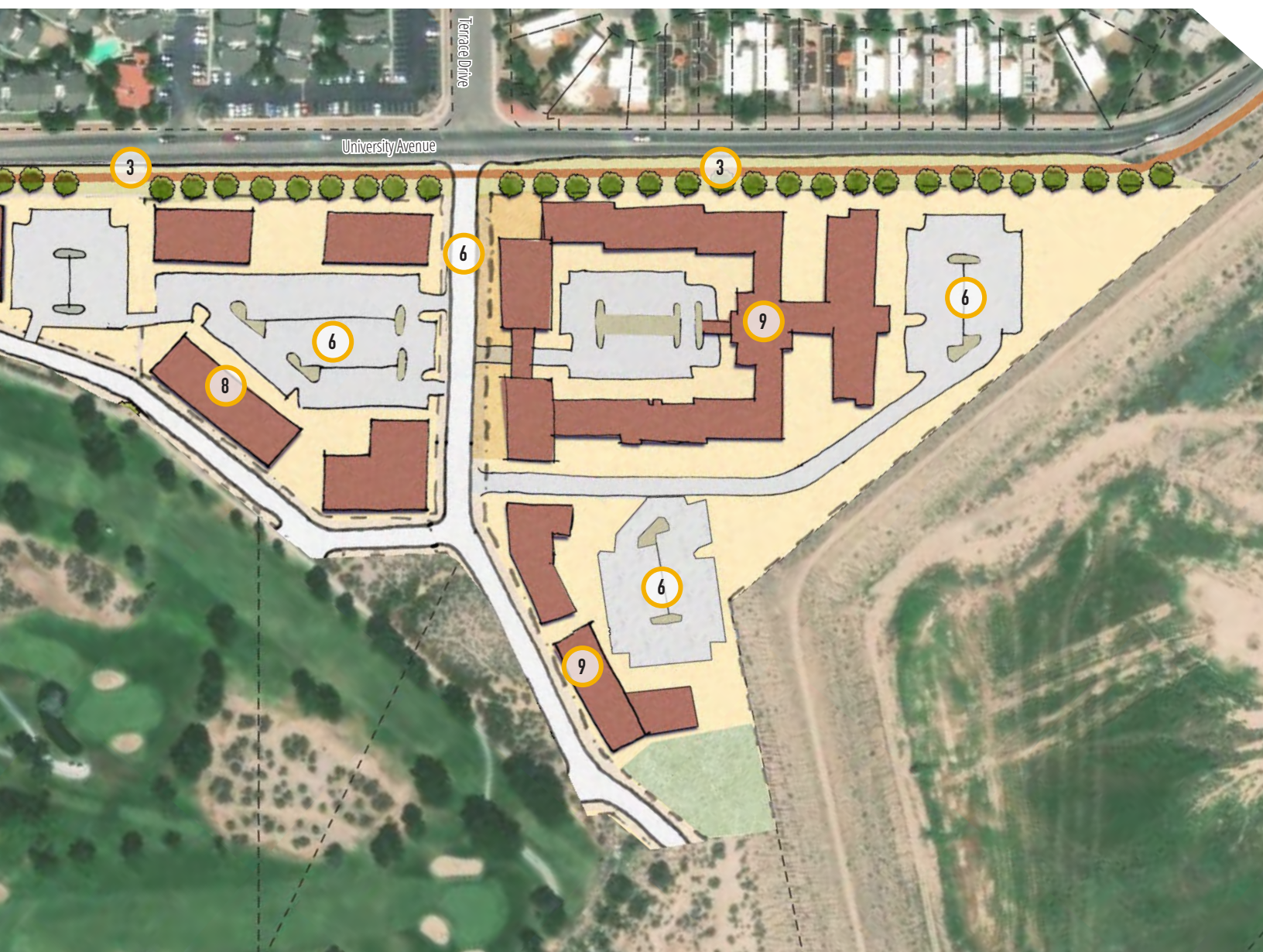
First Phases

The first phases of development will set the stage for the rest of Aggie Uptown. Even the first phase of development should be considered carefully to create the smallest complete increment of urbanism to identify Aggie Uptown as a place and not just a single business or more of the same type of development that exists across University Avenue. A single complete increment of urbanism can be as simple as buildings fronting each other across a street or a small plaza with buildings facing two of its sides.

- 1 Telshor Boulevard Extension:** Infrastructure for Telshor Boulevard extending into Aggie Uptown is already being put in place.
- 2 Aggie Uptown Plaza:** Buildings face Telshor Boulevard which is designed as a narrow street with parking on both sides of the street. One building is set back to create a plaza with additional dining.
- 3 Multi-Use Path:** Development is to be set back approximately 90' from University Avenue to create a multi-use path and linear park.



- 4 Aggie Uptown Yard:** Aggie Uptown Yard is a unique opportunity to create activity at the corner of Aggie Uptown with entertainment, food, drink, and shopping that is unique to NMSU in the area. It can begin with temporary uses and structures and grow to have more permanent buildings.
- 5 Access:** Right-in, Right-out only.
- 6 Parking:** Parking is located on-street and in mid-block locations.
- 7 Drainage:** Existing drainage areas by the golf course remain.
- 8 Mixed-Use Buildings:** Mixed-use buildings can provide views across the golf course.
- 9 Healthcare Facilities:** Memory care, assisted living, and skilled nursing can create an edge to Aggie Uptown and create an active place for people to call home. In addition, apartment buildings can cater to the 55+ community for active living and being in proximity to the golf course, restaurants, doctor's offices, and aging facilities.



The Yard

Entry





Aggie Uptown Yard is a concept to join entertainment, shopping, dining, and getting a coffee or beer together in an active venue for the students and teachers of NMSU as well as the rest of the Las Cruces community. It can begin by being modelled after other entertainment Yards like Miami's Wynwood Yard or McAllen's The Yard. Yards are common in many European countries and the design team used Stockholm's Östermalm Saluhall and Mexico City's Mercado Roma for inspiration. Yards offer Market Halls and Food Halls, both indoor and outdoor spaces where food and other articles are sold from stalls by independent vendors. They can begin with non-permanent structures like shipping containers, simple wooden structures, and food trucks that can later be replaced with more permanent buildings and materials.

Food Hall & Brewery

A Food Hall and a Brewery can be two of the first buildings and bring a feeling of stability and permanence to the Yard. Brick and mortar buildings can have upper levels that provide views of the mountains and landscape. These structures can also have architecture that connects them to NMSU.

Food Halls are different from Food Courts. A Food Court means a place where the fast food chain outlets are located in a shopping mall. Unlike food courts made up of fast food chains, Food Halls typically mix local artisan restaurants, butcher shops and other food-oriented boutiques under one roof or around one outdoor space.



An on site brewery can provide an amenity at the yard to provide some sales of alcohol without every venue needing to have a liquor licence and being able to focus on their other offerings.



Rooftop view of the mountains overlooking golf course



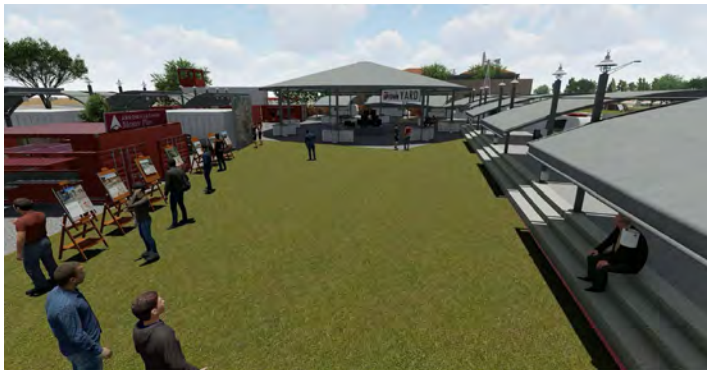
The Brewery

Entrepreneurs & Entertainment

Yards foster entrepreneurial incubation by hosting pop-ups: some for a few hours, and others for years. Month-long residences are managed by companies with expertise in dynamic environments. In time, the businesses and restaurants “grow up” and open in more permanent locations.

Yards model sustainability by using local food (sometimes growing food on site in urban organic edible gardens), exhibiting drought-tolerant local plants in their landscape, recycling and reducing single-use plastic use. Through partnerships with local foundations the gardens of Yards host school field trips and host hands-on learning experiences in their gardens and cooking areas.

Yards provide events featuring live music, DJs, artistic performances, release shows, discount food and drink nights, fitness events like yoga, classes and workshops like cooking classes, charity drives, fund-raisers, and cultural activations like holiday events. Yards are one of the few spots in cities to offer live music five or more nights every week with something for everyone, from folk, rock, R&B, Soul, Jazz, Hip-Hop, Funk, Reggae, World Beat and so on.



Green Space



Coffee



Plaza



Shopping



Food Trucks

Renderings

Aggie Uptown Plaza

A mid-block plaza created by setting back a single building from the street creates an outdoor dining room for everyone to gather. As more dining space is needed, on-street parking spaces can be converted to parklets with more seating and planters.

- 1 Outdoor Dining Room:** With surrounding buildings and overhead string lights, an outdoor dining room is created by the sense of enclosure. This is a space for the community to celebrate what makes it unique and share a meal together.
- 2 Parklet:** As the need for outdoor seating surpasses the need for parking, parking spaces can be converted into raised dining terraces with landscaped buffers from traffic.



- 3 **Mixed Use Buildings:** Medium density buildings with a mix of office and commercial uses creates a more economically resilient town center. The second floor can be offices or apartments depending on the market.
- 4 **Street Art:** Through street art, there is an opportunity to showcase local artists and culture.
- 5 **Street Furnishings:** In addition to the architecture of the building, street furnishings like the lampposts and branded banners will make Aggie Uptown feel more connected to the University.
- 6 **Protected Bike Lane:** A protected bike lane connects to the multi-use trail along University Avenue.
- 7 **On-Street Parking:** Parking should be provided both on the street and in mid-block locations creating an inviting environments along the street.
- 8 **Golf Course Views:** The first phase of development will have spectacular views of the golf course, which will extend to become the Telshor connector to Geothermal Drive in later phases.



Healthcare

One of the potential users for the site are health care facilities — from doctors offices and specialists, to memory care facilities, to assisted living facilities, to individual senior living. The eastern portion of the site, at the intersection of University Avenue and Terrace Drive, is an excellent location for some of these facilities. It is located along the bike path and is a short walk from the other commercial and retail opportunities closer to I-25 and the main NMSU campus.

A new facility could be a large single building or multiple buildings that create a campus of facilities. It can include a memory care facility, independent living, intermediate care, and skilled nursing functions.

- 1 Park Space:** A small green space can create a special place for residents or visitors to congregate during the day.
- 2 Residential Views:** Independent living can have good views out to University Drive or over the park.
- 3 Parking:** Parking is provided on-street on Terrace Drive and behind the facility away from the street. Parking can also be provided on University Avenue.
- 4 Facilities:** Memory care, intermediate car, skilled nursing functions, or 55+ community.
- 5 Drop-off Location:** A courtyard with a protected drop-off area is created to access the different facilities in the complex.
- 6 Access:** A small driveway can access the drop-off courtyard while a second driveway around the edge of the facility is used to access parking behind the building.





Neighborhoods

Aggie Uptown could include a great many privately-financed residential units in the form of multistory, apartments, townhouses, and duplexes which would be rented instead of sold. These residential districts could provide homes to NMSU students, staff, and even people without an association with the University. The area's most desirable neighborhoods could border tree-lined open spaces with playground equipment and places for people to gather. All the new neighborhoods should have broad tree-lined avenues, public parks and gardens, and community facilities like meetings halls and swimming pools to the maximum extent practicable. The design of the residential units could reflect the American Southwest styles that are present on the University in order to provide an architectural link to the NMSU campus. It is essential that the units in the immediate vicinity of Aggie Uptown's mixed use core be provided with sidewalks and cycling facilities so that the core would have a built-in population of customers who could arrive without needing a parking space. A network of connected blocks allows the area to grow its population density and diffuse its traffic, without needing expensive major arterials and highways.

Today, Universities must function as miniature cities with all variety of uses and they must connect physically and socially to the larger city around them. For instance, most students study the applied sciences and campuses increasingly host private firms and industries in order to provide hands-on apprenticeships. This wasn't always the case. The world's first universities offered few subjects relevant to commerce and industry. The curriculum typically involved theology, jurisprudence, law, grammar, and rhetoric. The first campuses turned their back on the city and provided cloistered, protected environments, modelled after monastic traditions. Today's universities are modelled after Stanford, the first University to offer land at cheap rates for rental to technology companies who would help teach students real world skills in exchange for a young, inexpensive secondary workforce. In order to compete for firms specializing in technology, creative fields, or industry in a global economy a University must provide a high quality of life overall. The same city planning principles used in the design of cities and city neighborhoods is employed in campus design.





The Golf Course Trail at Aggie Uptown





A Golf Course Trail opens up the green space for more recreation. As part of the campus trail system, it will provide students with a place for outdoor exercise with wide open mountain views and fresh air. As part of Aggie Uptown, it's an opportunity for local residents to connect to nature and to walk their dogs, take the family for a bike ride, learn about local ecology, train for their next marathon, or read a good book while listening to native birds. The trail is located along the Arroyo so even if the golf course is relocated, this access to nature remains.

- 1 **Wayfinding:** As part of the larger campus, wayfinding can draw attention to other destinations as well as providing cohesive placemaking through branding
- 2 **Mountain Views:** The trail is an opportunity to show off the Tortugas Mountains, natural landscape and more outdoor recreation opportunities.
- 3 **Native Plants:** Use of native plants can be more water conscious, provide shelter for native wildlife, and showcase local ecology.
- 4 **Space for All:** With a wide enough trail, there is space for all - runners, cyclists, dog walkers, elderly, and families.
- 5 **Seating:** There will be places to rest and enjoy the views along the trail.
- 6 **Shade:** Trees placed strategically along the trail can provide respite from summer sun while still maintaining a water conscious landscape plan.

