



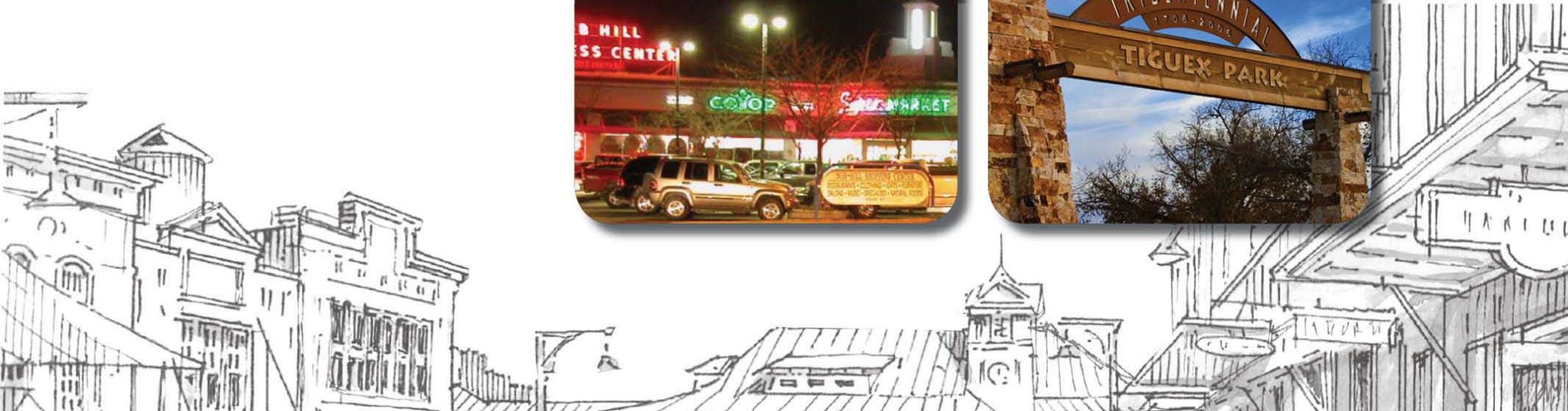
# GOALS OF REVITALIZATION PROJECT

- **Create a Framework for Economic Development**
- **Develop an Identity for Fourth Street**
- **Create a Safer Environment for All: Cars, Pedestrians, Bicyclists**
- **Keep and Attract Quality Businesses**
- **Review Re-Zoning Opportunities**
- **Attract Private Investment**



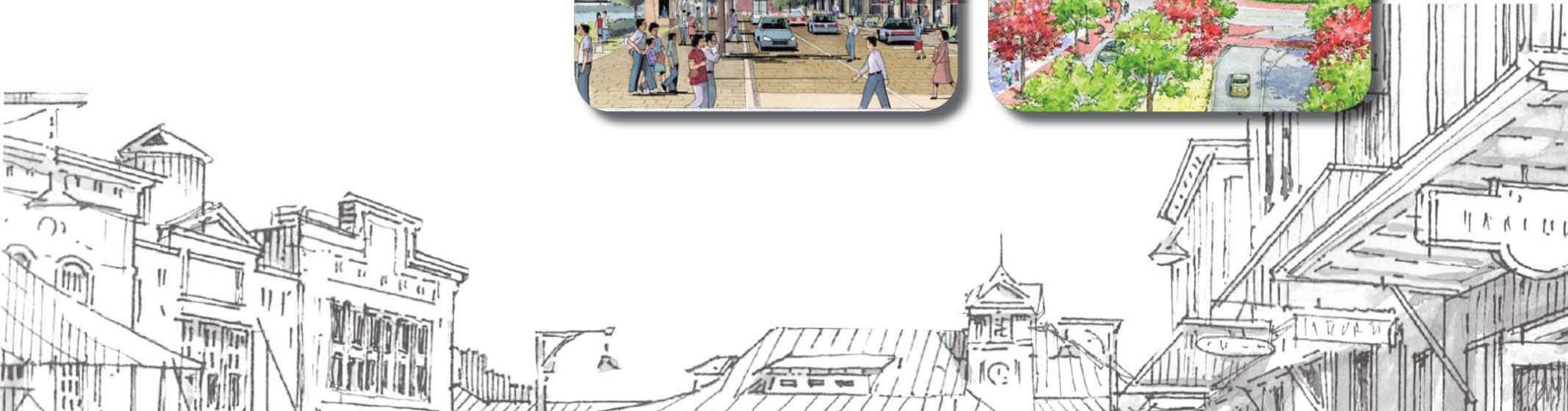
# SITES SOUTHWEST TEAM

Sites Southwest



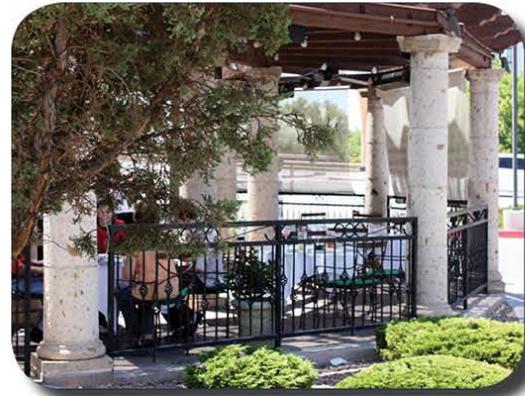
# SITES SOUTHWEST TEAM

Gateway Planning



# SITES SOUTHWEST TEAM

Tierra West LLC



# PROCESS

- **Investigations**
  - The Community Process
- **Planning**
  - The Community Process
- **Design**
  - The Community Process

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graph LR; A[INVESTIGATIONS] --> B[PLANNING]; B --> C[DESIGN]
```

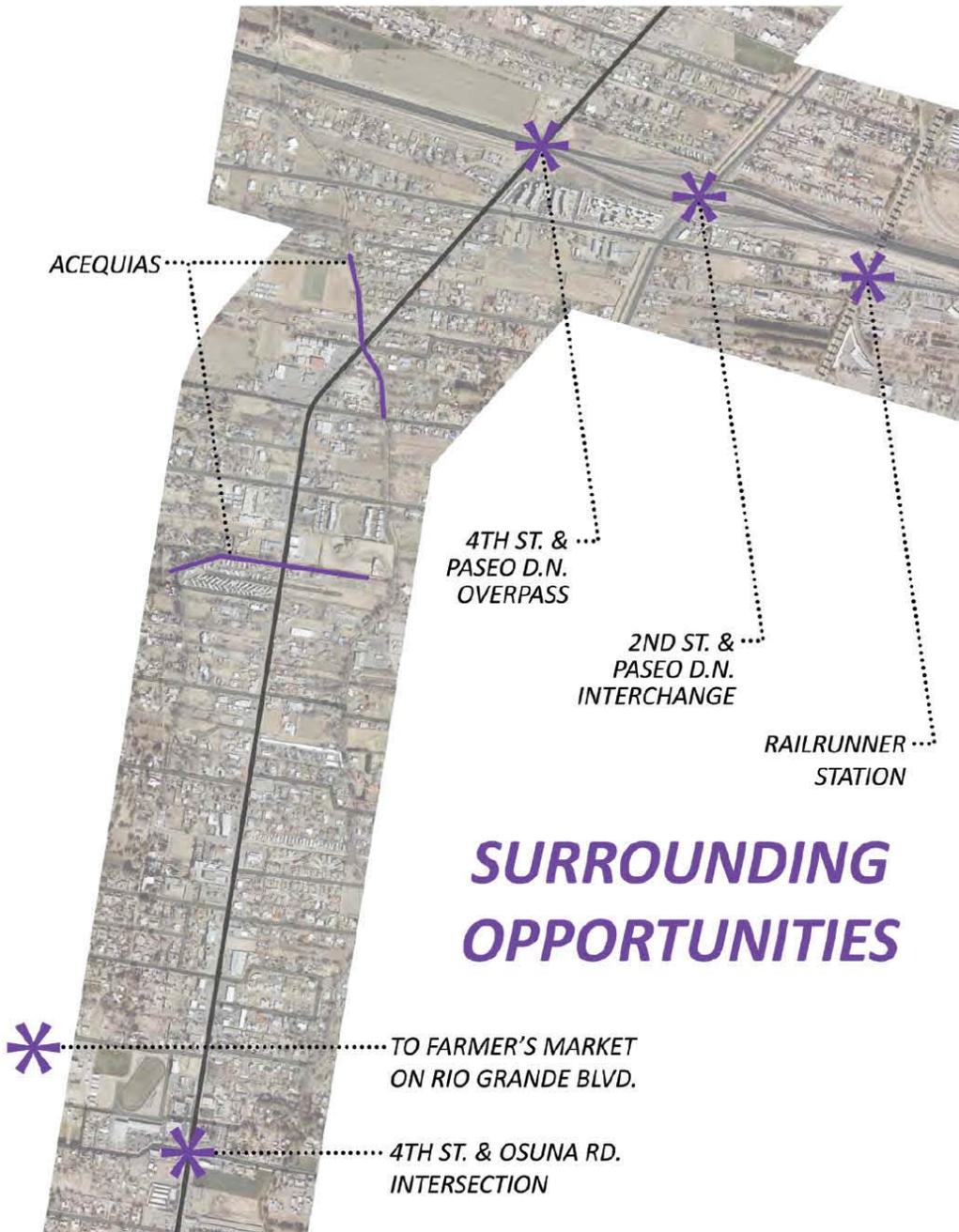
INVESTIGATIONS

PLANNING

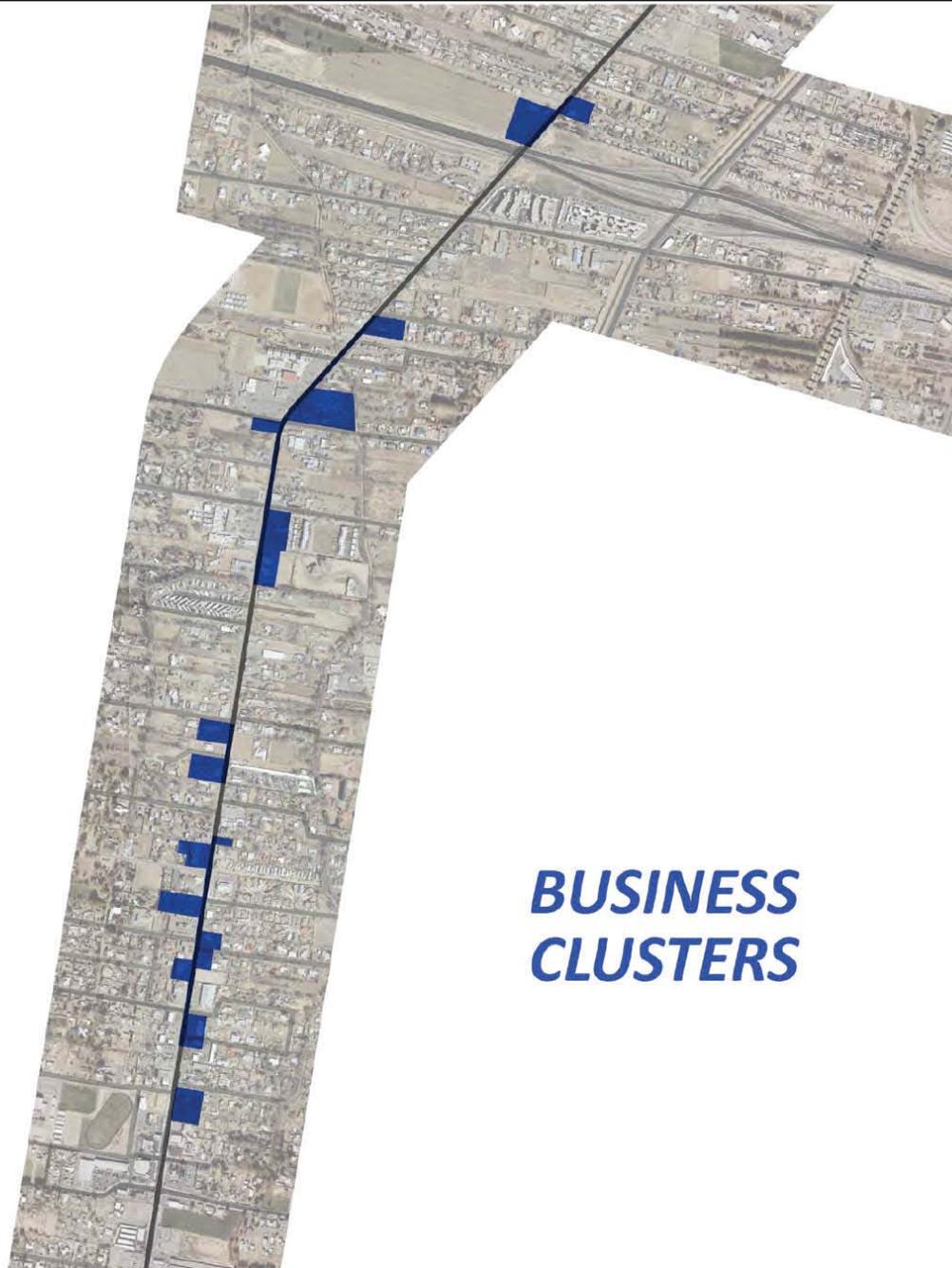
DESIGN

# PLANNING

- Review Surrounding Opportunities



# PLANNING



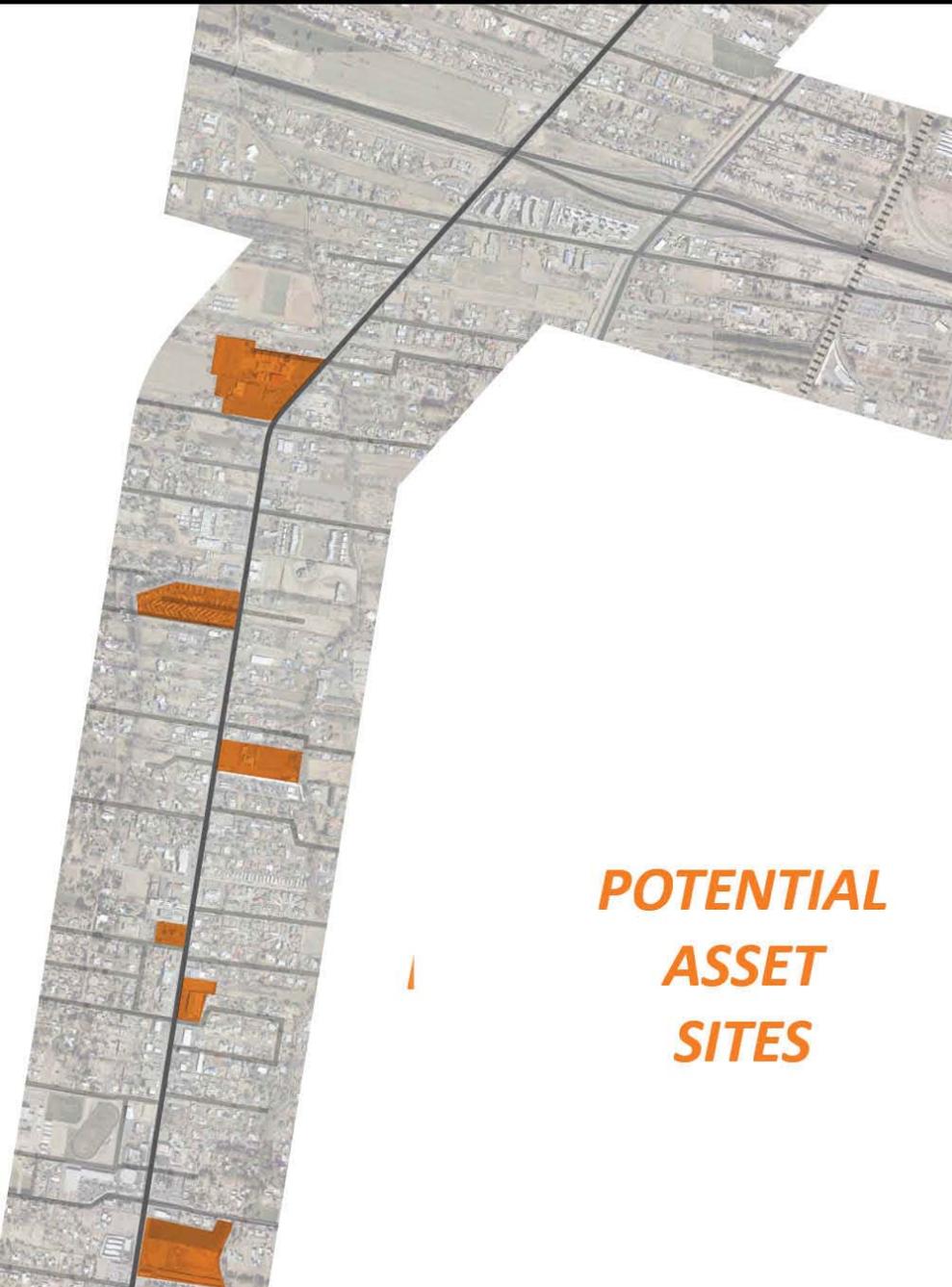
**BUSINESS  
CLUSTERS**

- **Assess Business Clusters**



# PLANNING

- **Assess Potential Re-Development Sites (catalytic projects)**



**POTENTIAL  
ASSET  
SITES**

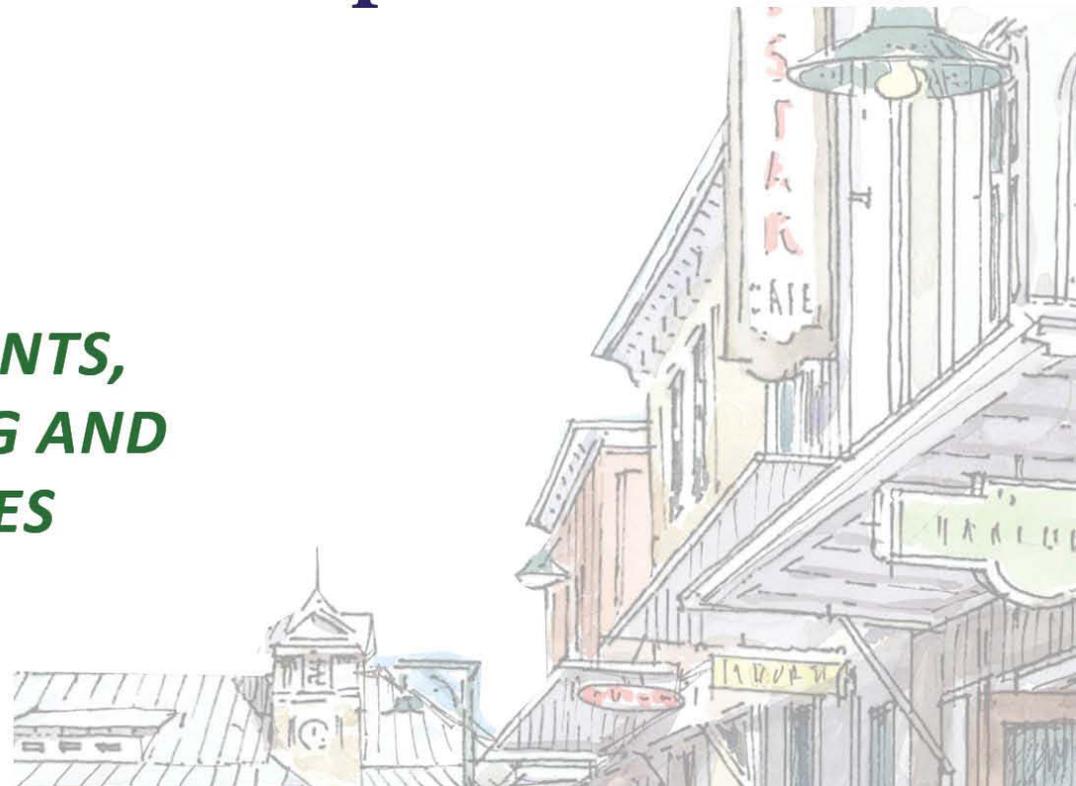


# PLANNING

- Investigate LID Opportunities
- Plan for Landscape and Urban Design Improvements



***STREET IMPROVEMENTS,  
LANDSCAPE, LIGHTING AND  
LID OPPORTUNITIES***





- **Connect the Opportunities**

# MARKET STUDY (PRELIMINARY)

## • **Potential Customers**

### – **Village Residents**

- 6,100 people
- 2,670 households
- \$112 million in total household income
- \$52+ million in annual buying power

### – **Travelers on Fourth St.**

- 16,900 cars per day at Osuna
- 8,000 cars per day at Ortega



# MARKET STUDY

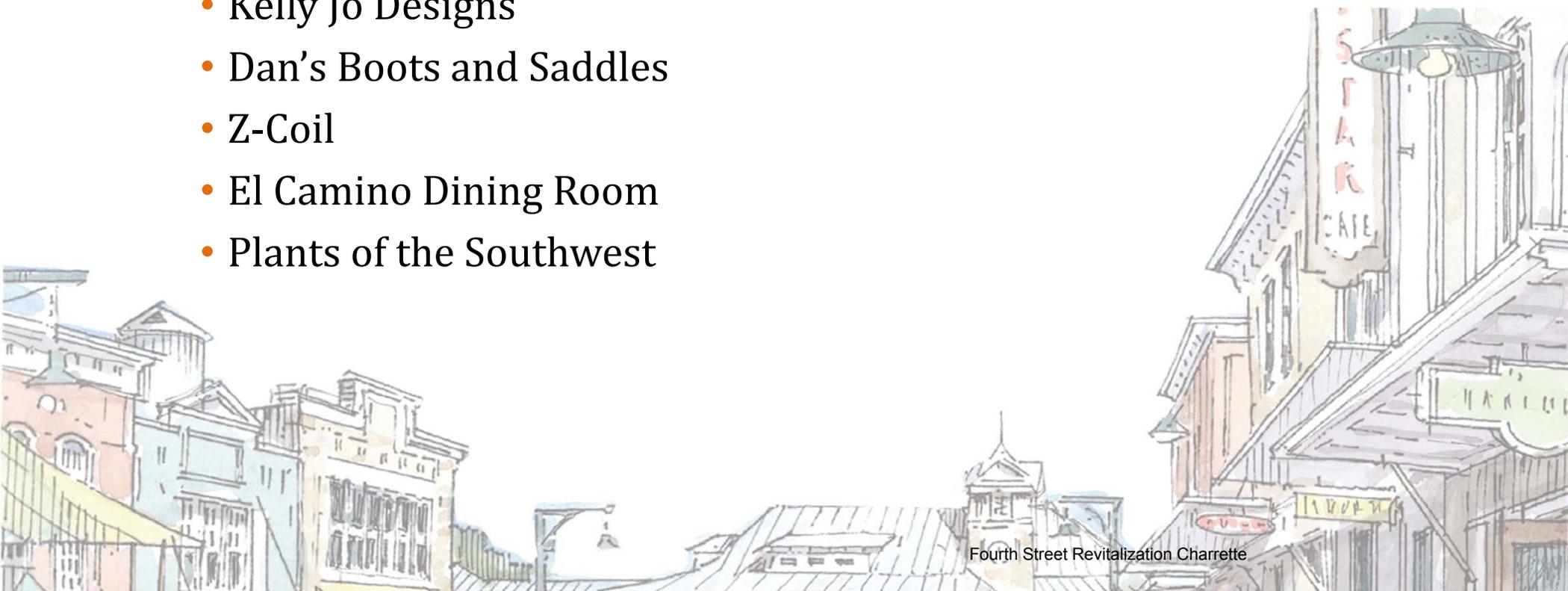
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- **Businesses**

- **Nearly 300 businesses on Fourth Street**

- **A number of regional destinations (many others):**

- Vernon's
    - Kelly Jo Designs
    - Dan's Boots and Saddles
    - Z-Coil
    - El Camino Dining Room
    - Plants of the Southwest



# MARKET STUDY

---

- **Gross Receipts**

- **Of \$125 million in annual gross receipts (2012), over half is attributable to three categories:**

- Retail trade (\$33.6 million)
    - Accommodations and food service (\$15 million)
    - Other services (\$14.6 million)

- **The Largest Retail Categories (70% of retail)**

- Pharmacies
    - Miscellaneous Stores
    - Clothing and Accessories
    - Groceries



# Market Study

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- **Where Residents Shop**

- Hardware store
- Restaurants/Bars
- Pharmacies
- Gas Stations

- **What Residents Want More Of**

- Restaurants
- Bakeries
- Health Food Store



# MARKET STUDY

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- **Opportunities for Business Clusters**

- **Build on specialty retail with regional draw**

- Health and wellness
    - Agricultural retail and services
    - Art and antiques
    - Specialty Restaurants



# FRAMEWORK FOR REVITALIZATION

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- **Fourth Street Districts**

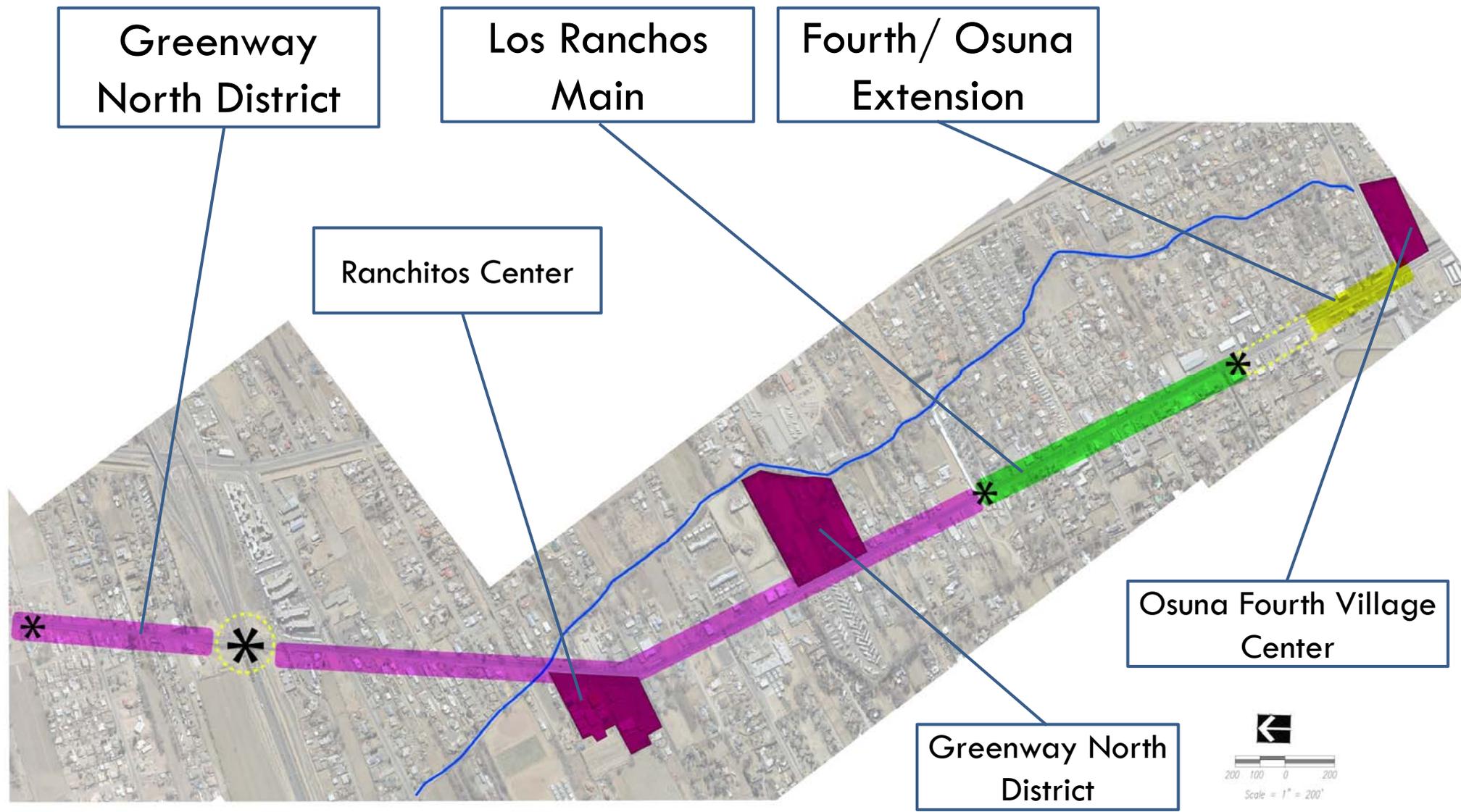
- Fourth / Osuna Extension
- Los Ranchos Main District
- Greenway North District

- **Catalytic Projects**

- Osuna Fourth Village Center
- Greenway North District
- Ranchitos Center



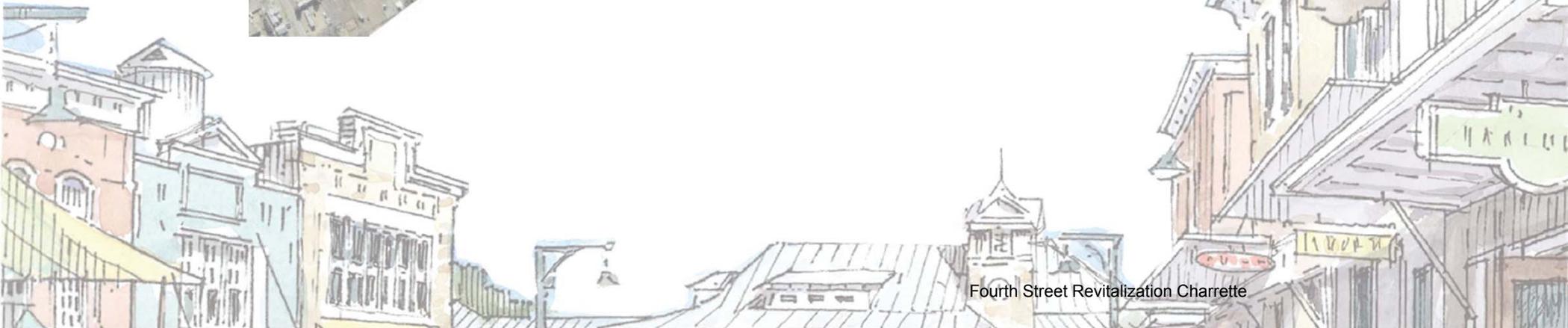
# FRAMEWORK FOR REVITALIZATION



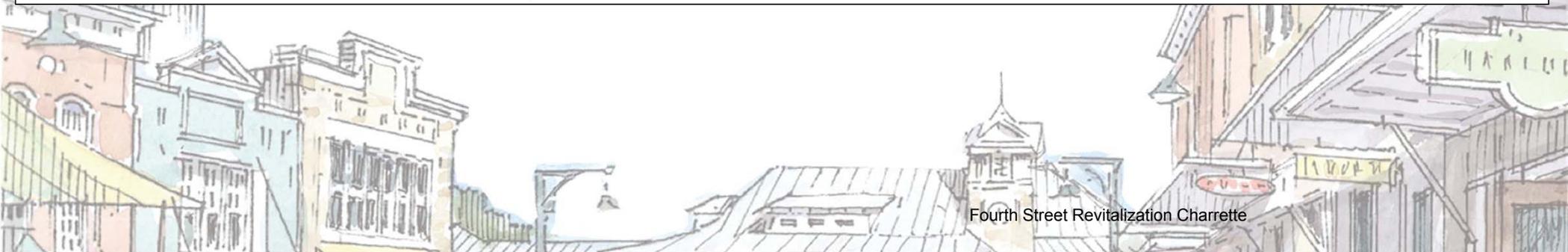
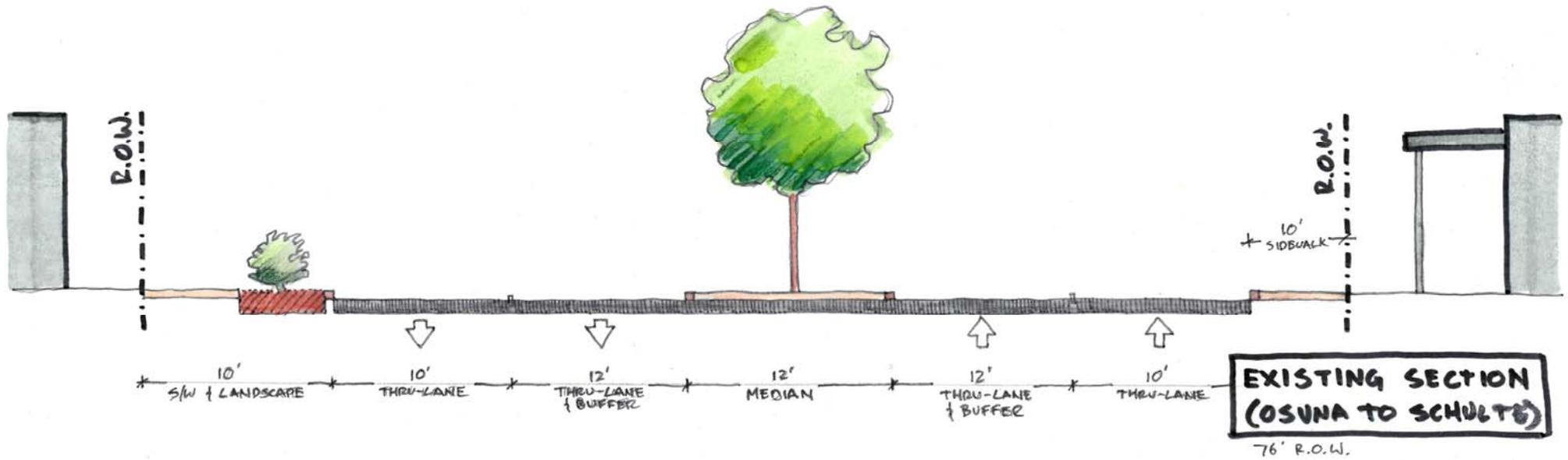
# FOURTH/OSUNA EXTENSION



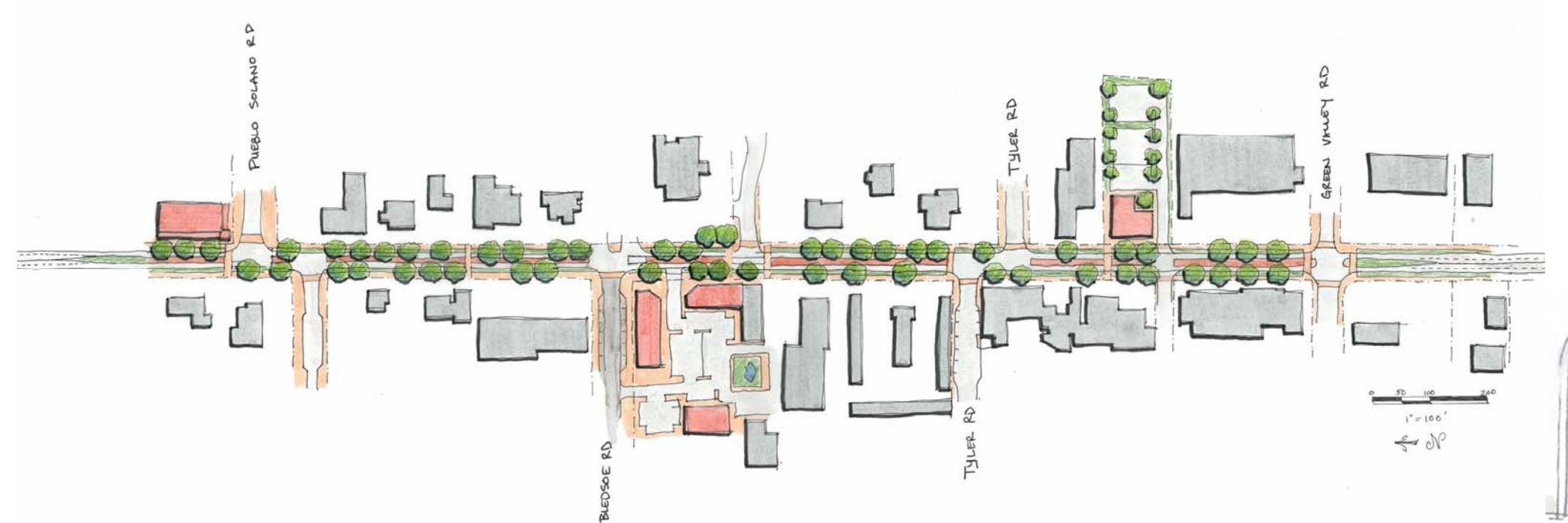
- **Substantially reconstructed**
- **Transition to Los Ranchos Main**
- **Gateway announcing arrival into business center**



# FOURTH/OSUNA – EXISTING CHARACTER



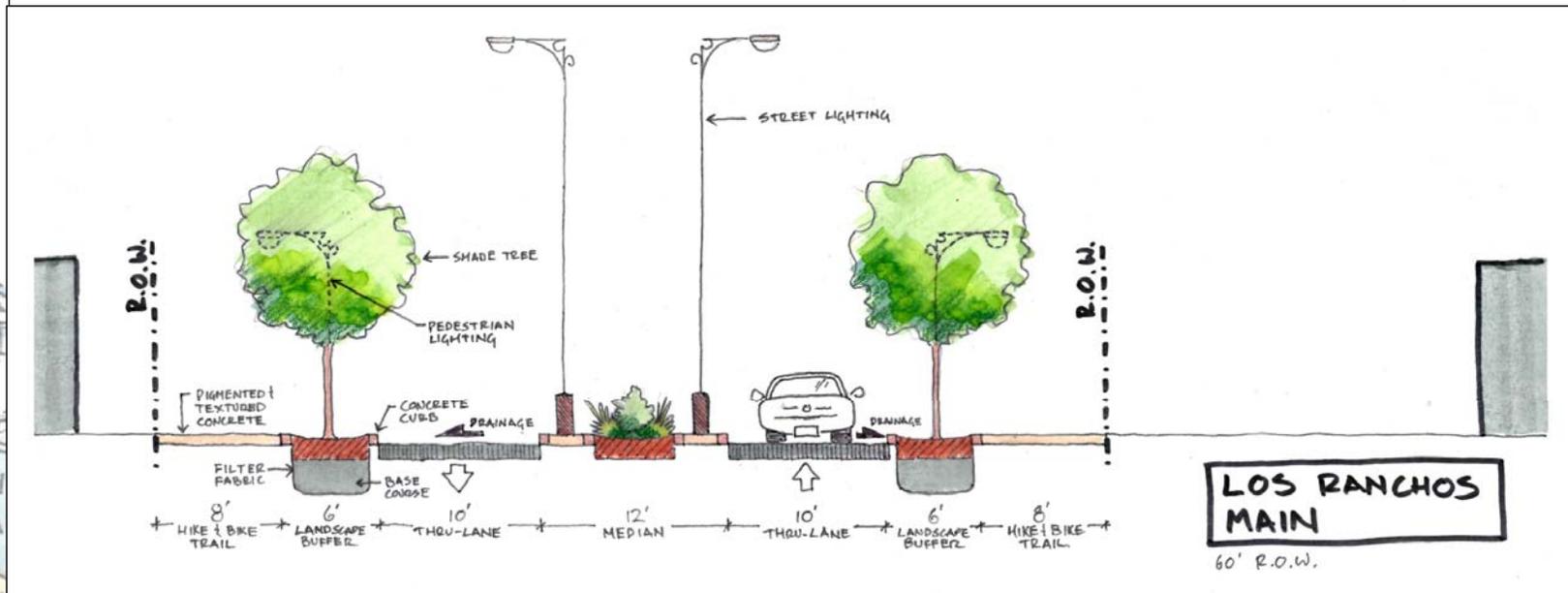
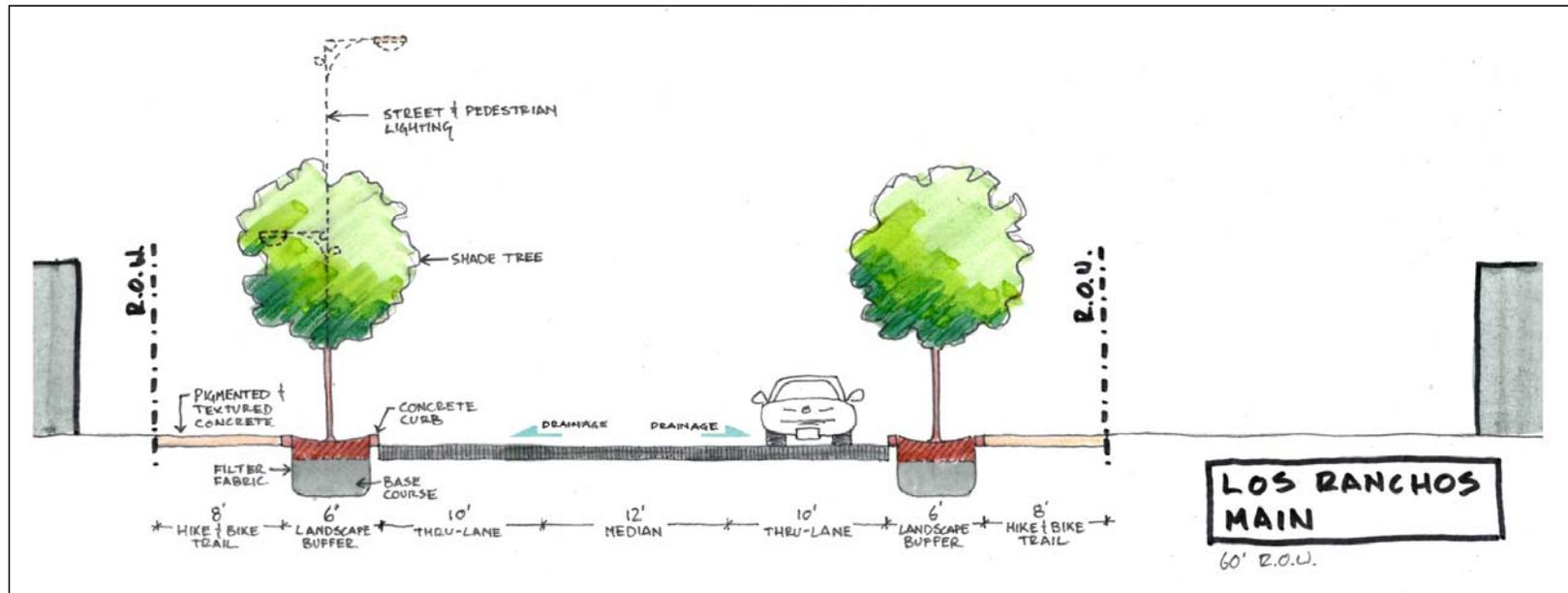
# LOS RANCHOS MAIN DISTRICT



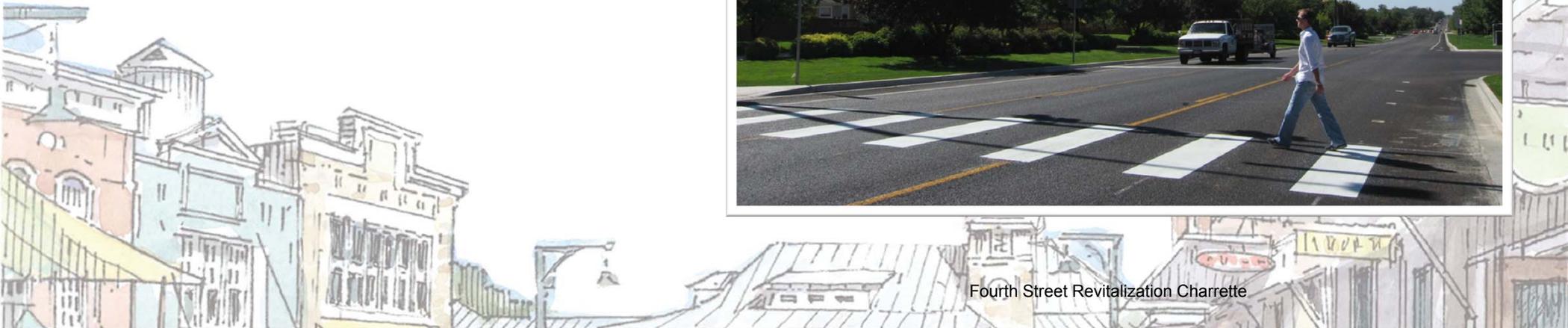
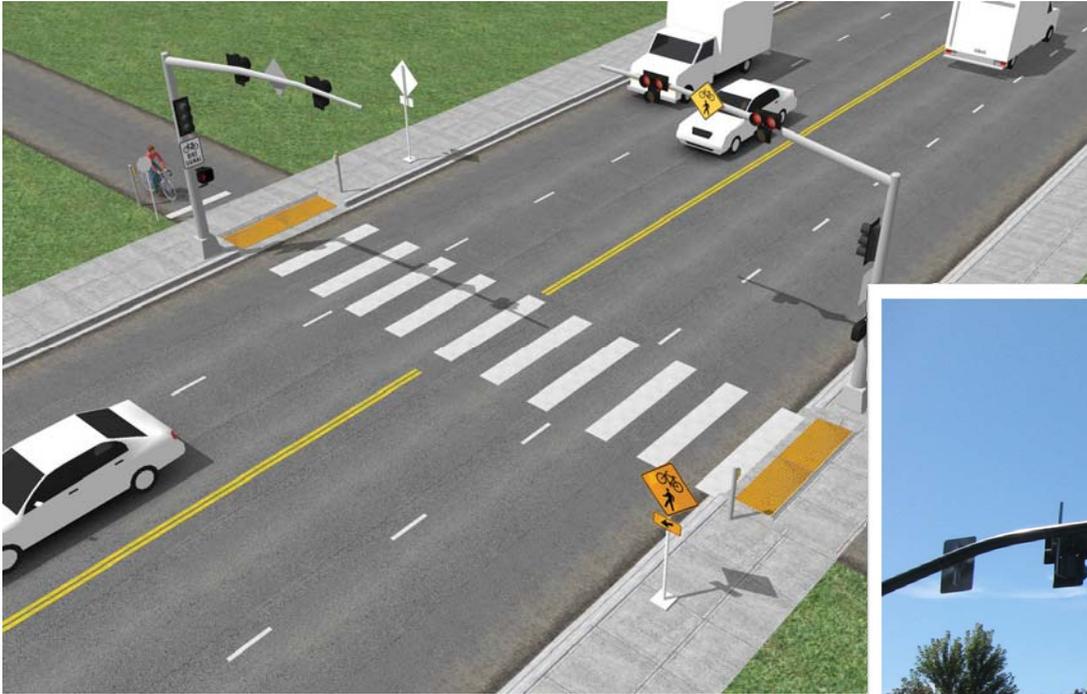
- Build on authentic regional destinations
- Create long-term reinvestment



# MAIN DISTRICT – STREET CHARACTER

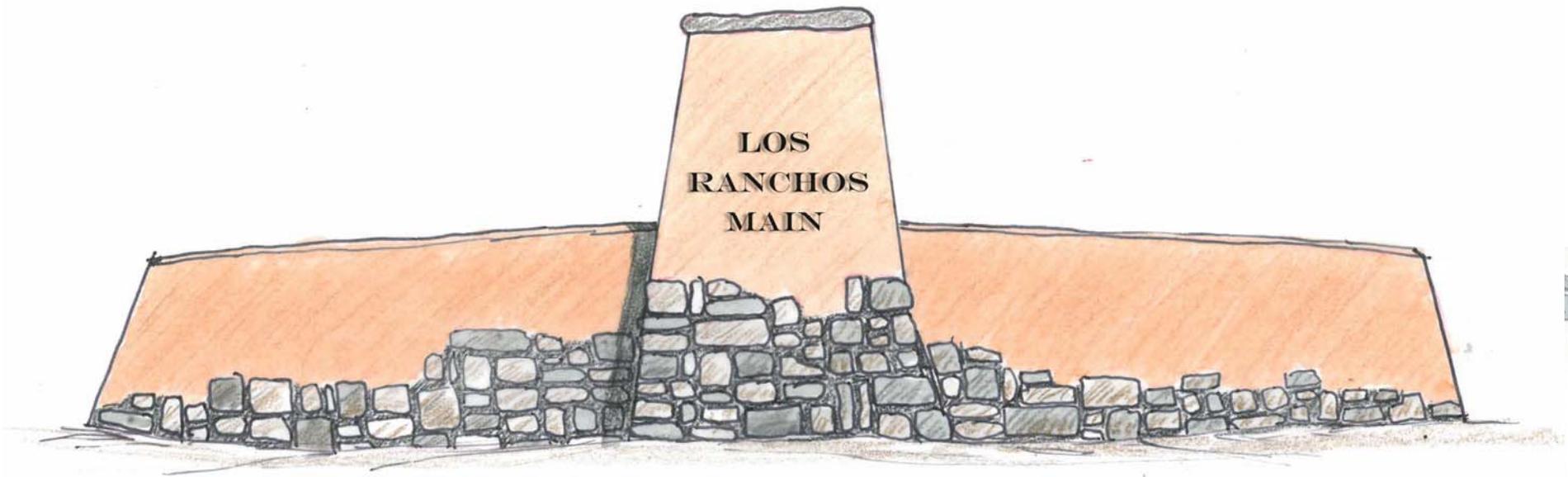


# PEDESTRIAN SAFETY – HAWK BEACONS



# LOS RANCHOS MAIN - GATEWAYS

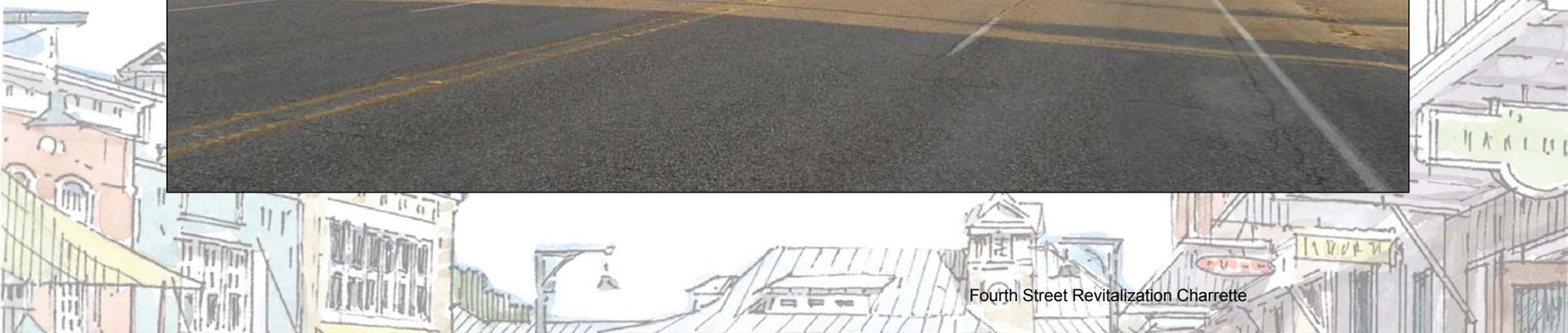
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- **Announce authentic village character**
- **Demarcate entry into walkable destination**



# LOS RANCHOS MAIN - BEFORE



# LOS RANCHOS MAIN - AFTER

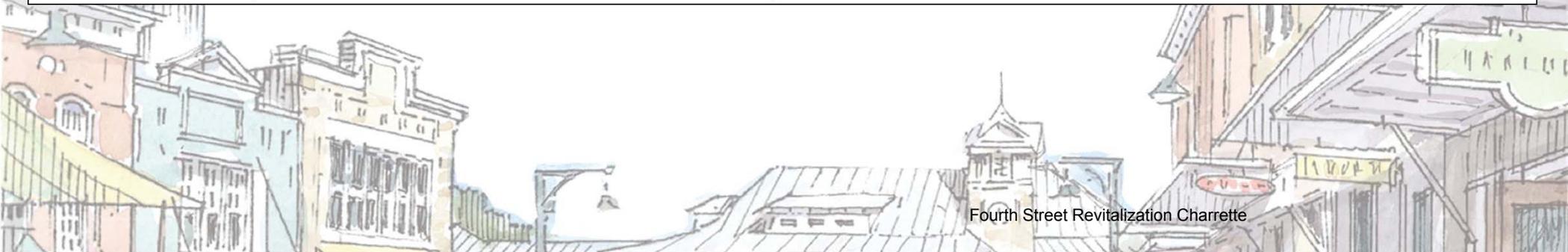
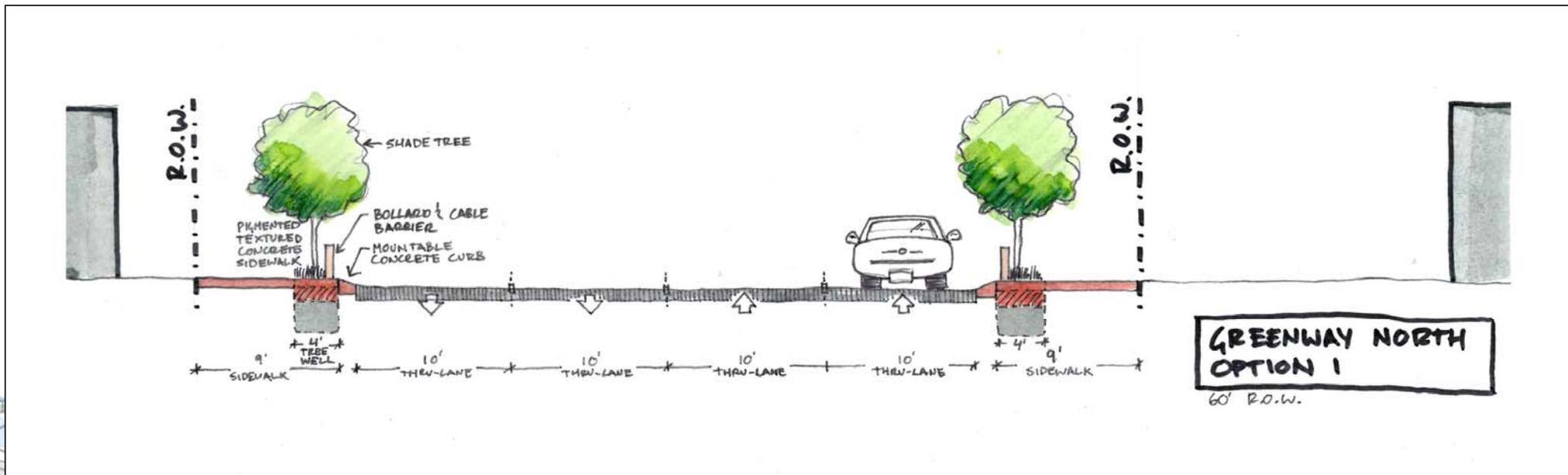


# GREENWAY NORTH DISTRICT

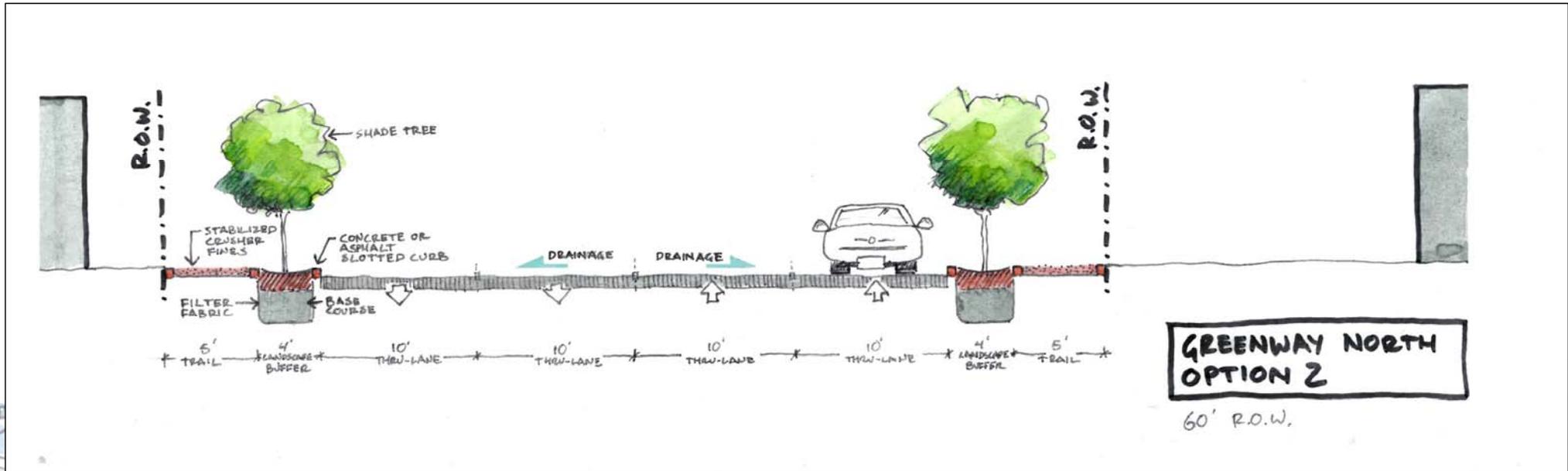


- **Marry lower density commercial and residential development pattern with an environmentally- and pedestrian-sensitive context.**

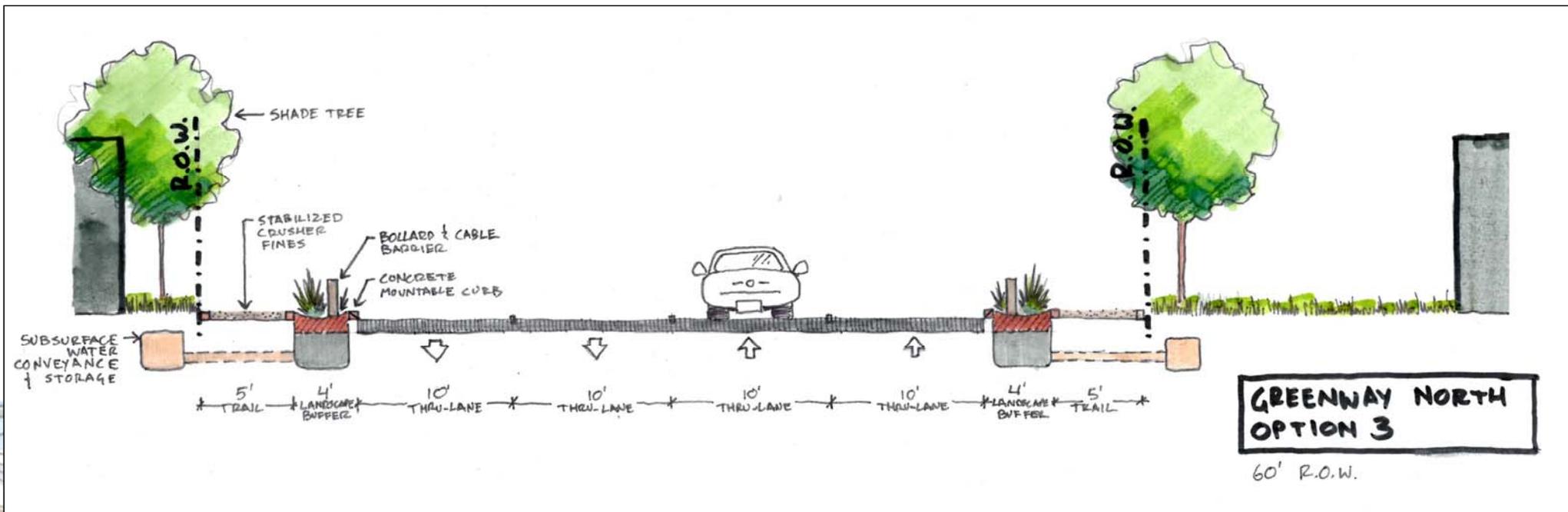
# GREENWAY NORTH – CHARACTER



# GREENWAY NORTH – CHARACTER

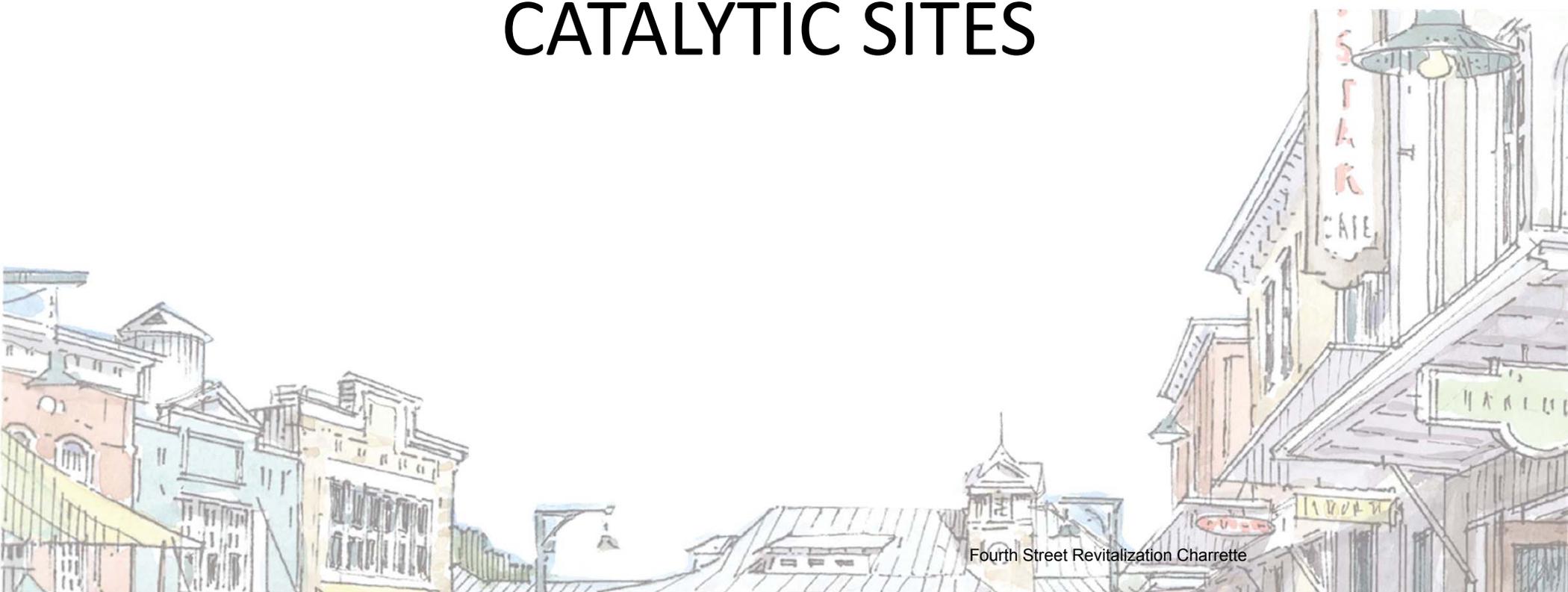


# GREENWAY NORTH – CHARACTER



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# CATALYTIC SITES

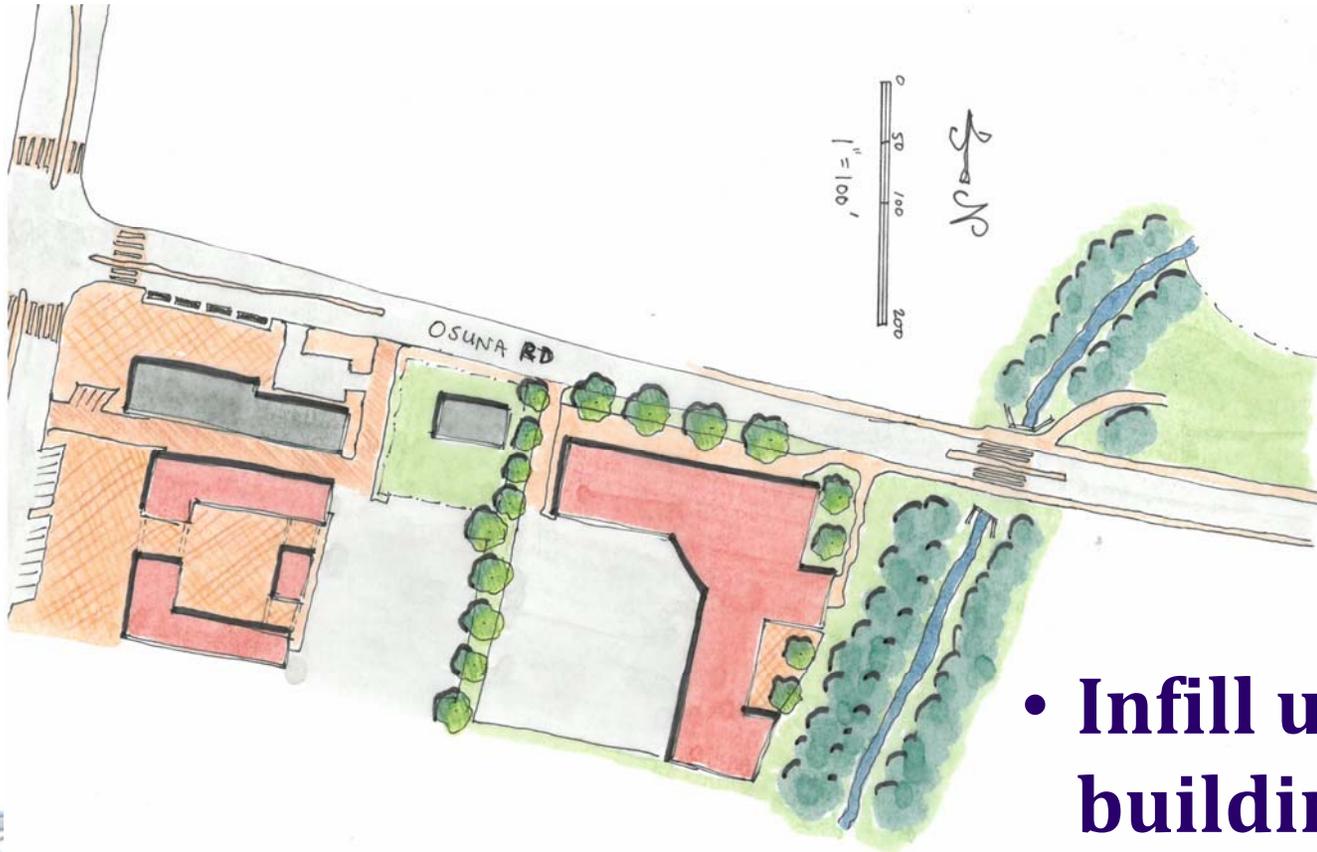


# OSUNA FOURTH VILLAGE CENTER - OPTION



- **Public-Private Partnership opportunity**
- **Potential Village Civic Center**

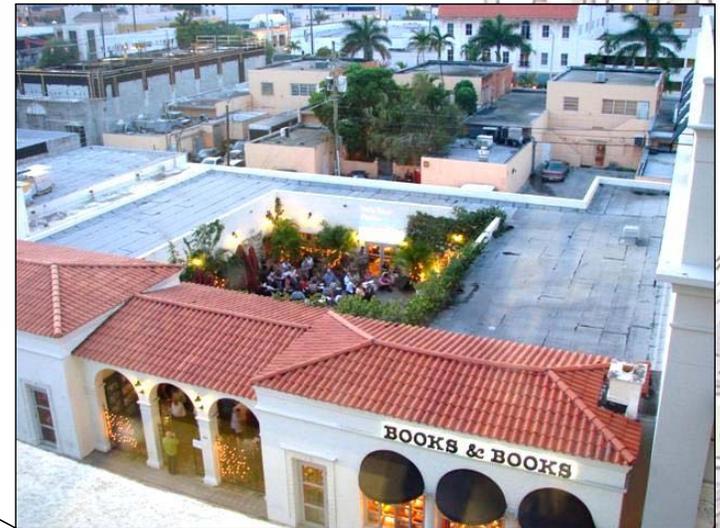
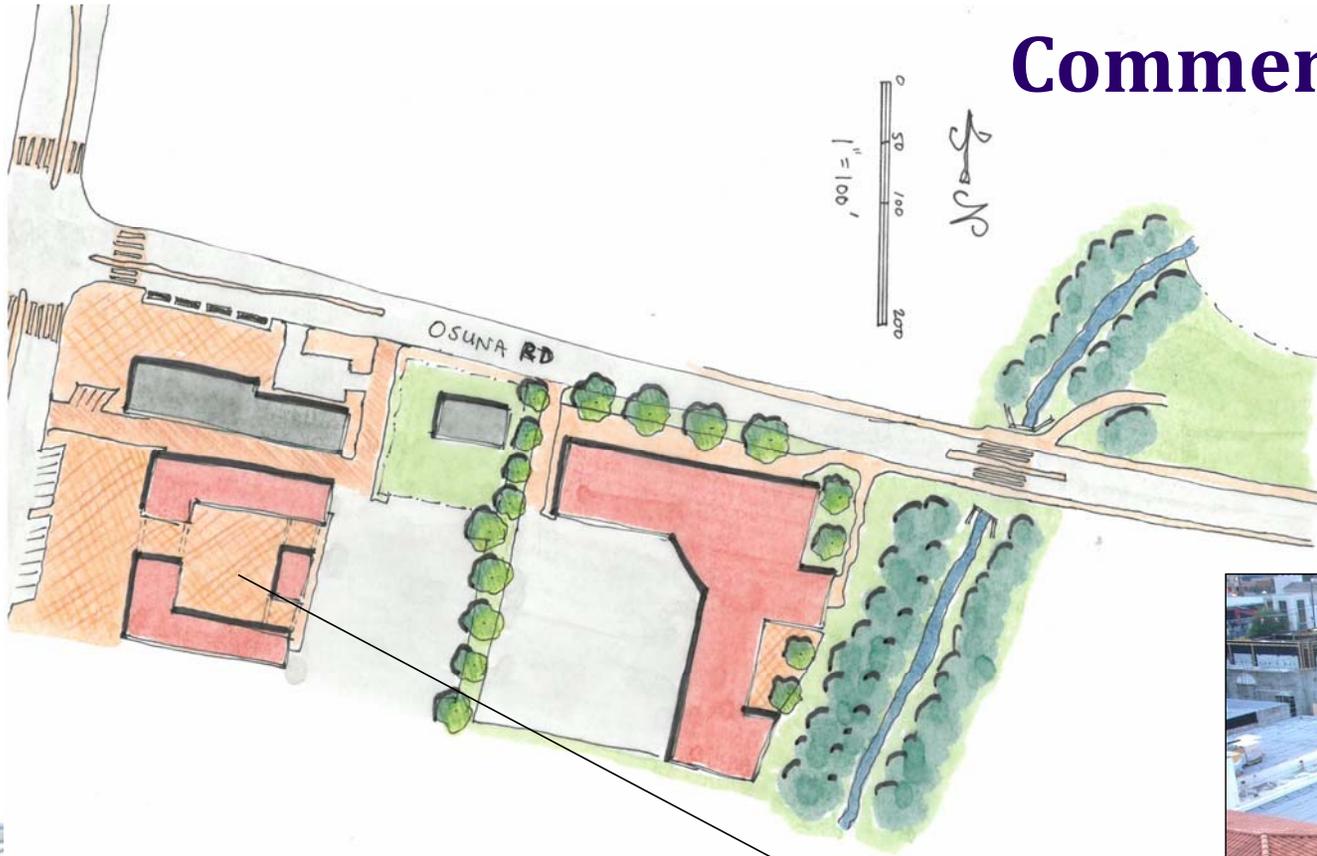
# OSUNA FOURTH VILLAGE CENTER - OPTION



- Infill utilizing existing building
- Potential Village Civic Center

# OSUNA FOURTH VILLAGE CENTER - OPTION

## Commercial Courtyard



# VILLAGE CENTER – PARK CONNECTION



# OSUNA FOURTH VILLAGE CENTER - BEFORE



# OSUNA FOURTH VILLAGE CENTER - AFTER



# GREENWAY NORTH DISTRICT CATALYTIC PROJECT

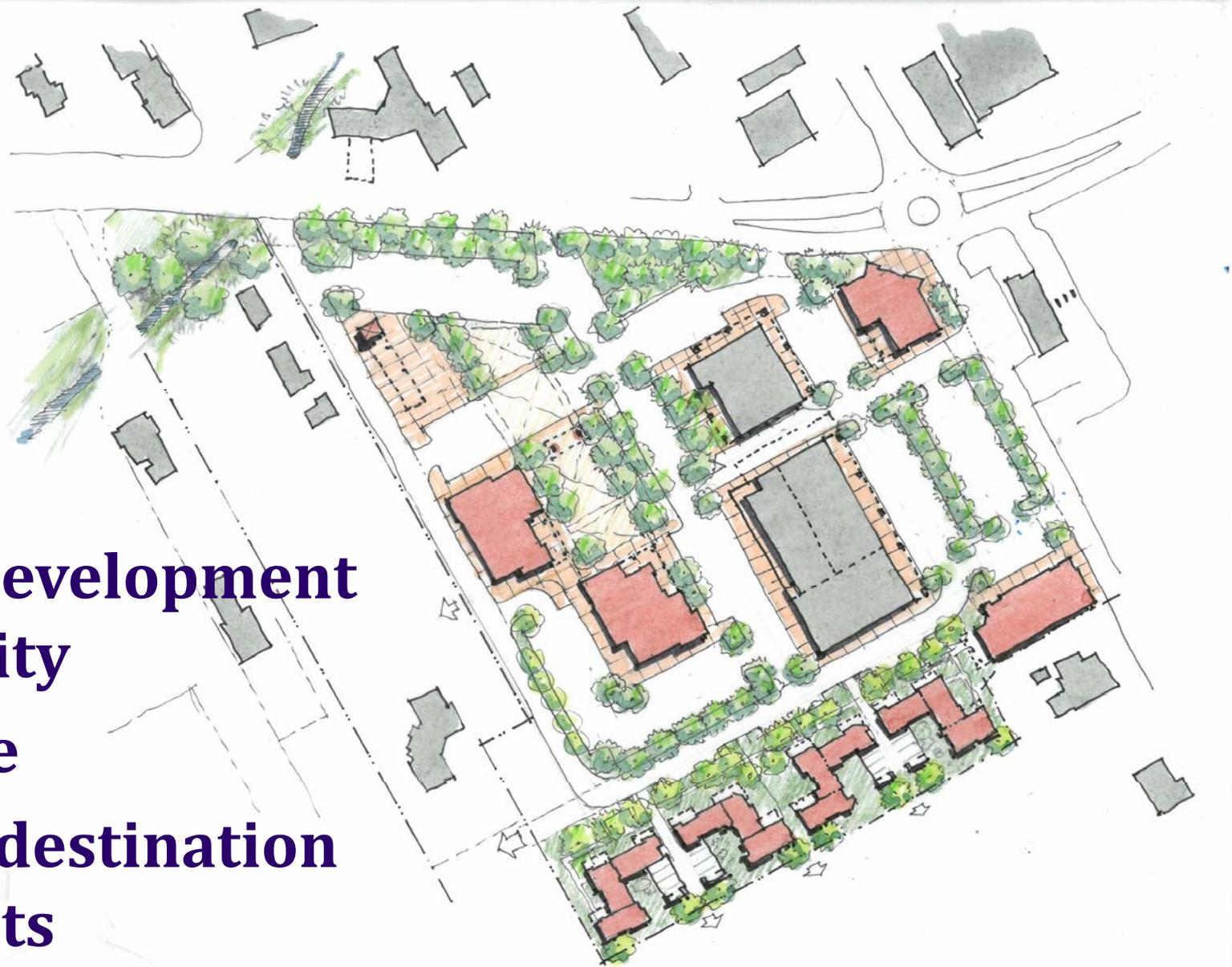


- Relating adjacent parcels for synergistic redevelopment
- Housing variety
- Respects existing building fabric

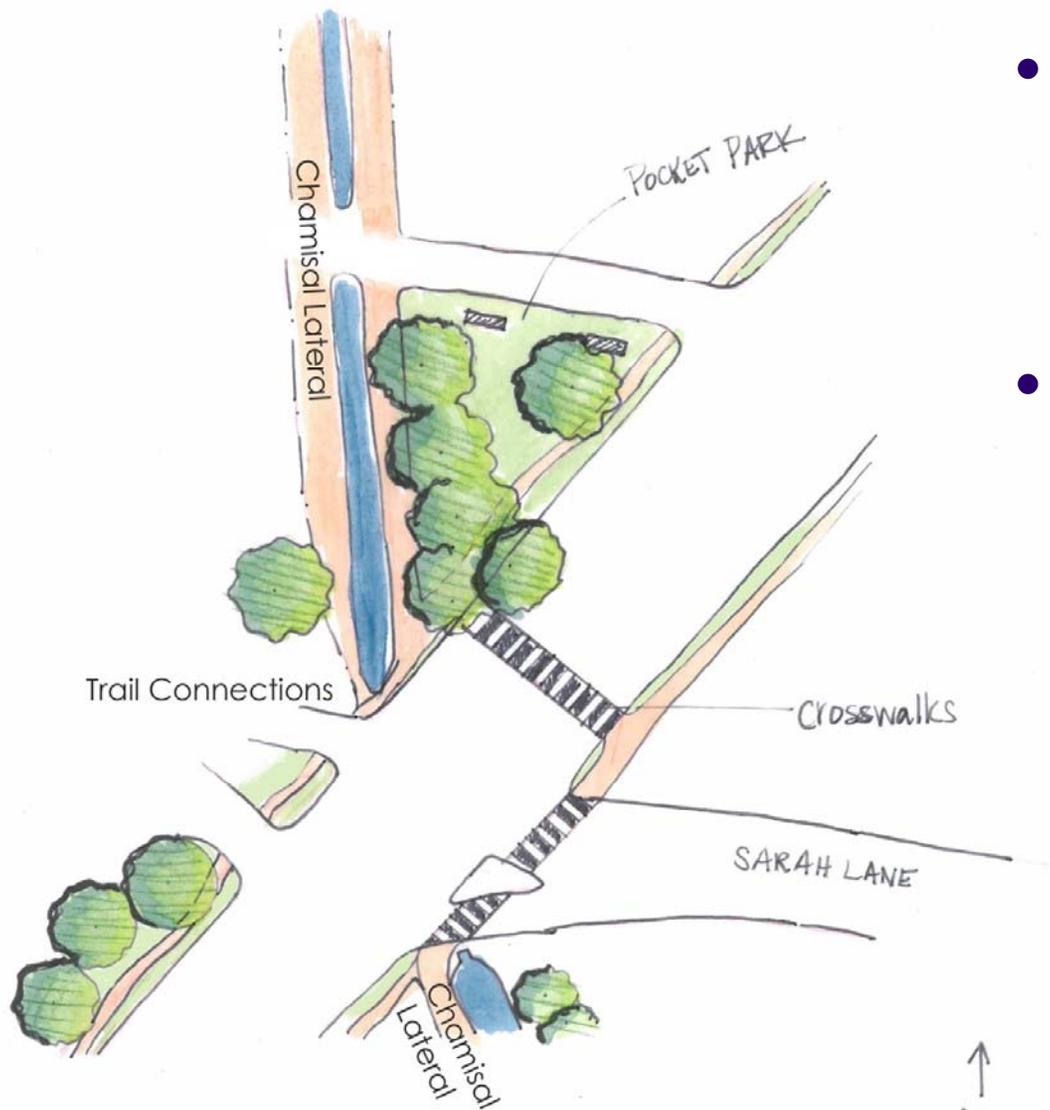


# RANCHITOS CENTER

- Major redevelopment opportunity
- Mixed-Use
- Potential destination restaurants



# RANCHITOS CENTER POCKET PARK



- Opportunity to improve existing public space
- Trailhead for regional connections



# RANCHITOS CENTER - BEFORE



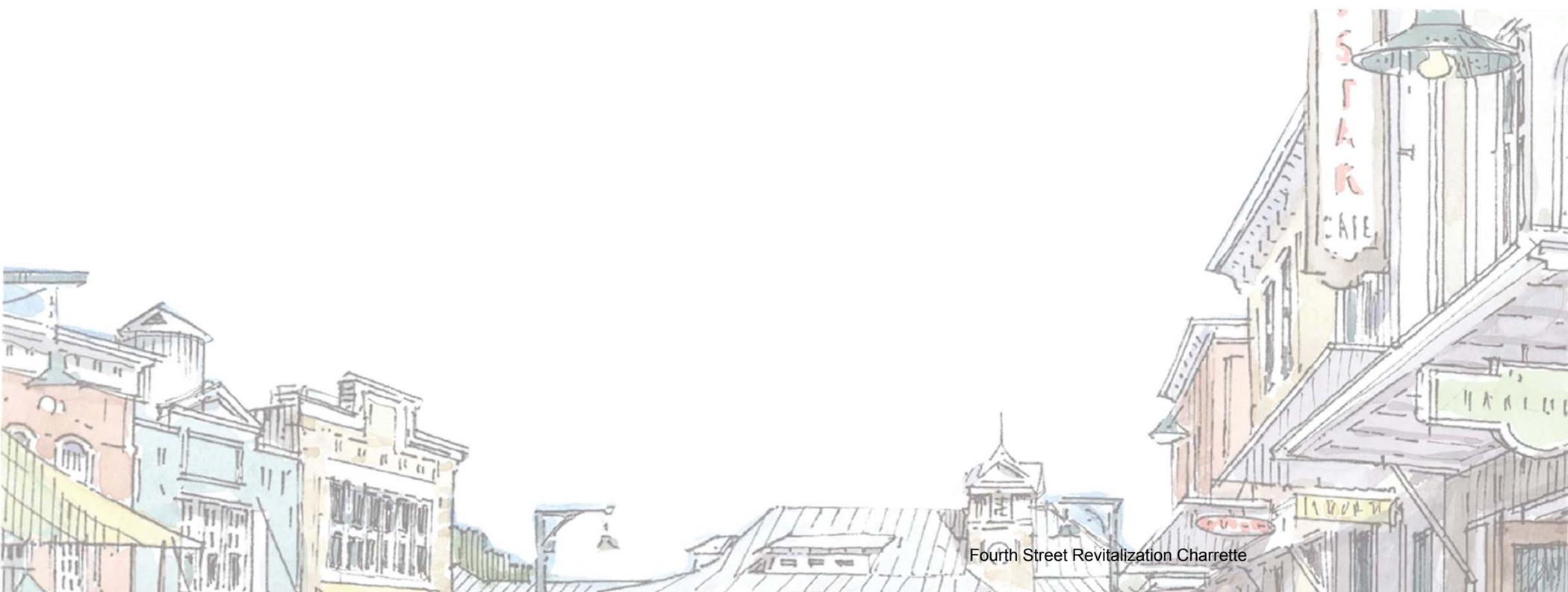
# RANCHITOS CENTER - AFTER



# THANK YOU

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- **Questions and Answers?**



# RANCHITOS ROADWAY IMPROVEMENT



# EL PUEBLO ROADWAY IMPROVEMENTS

