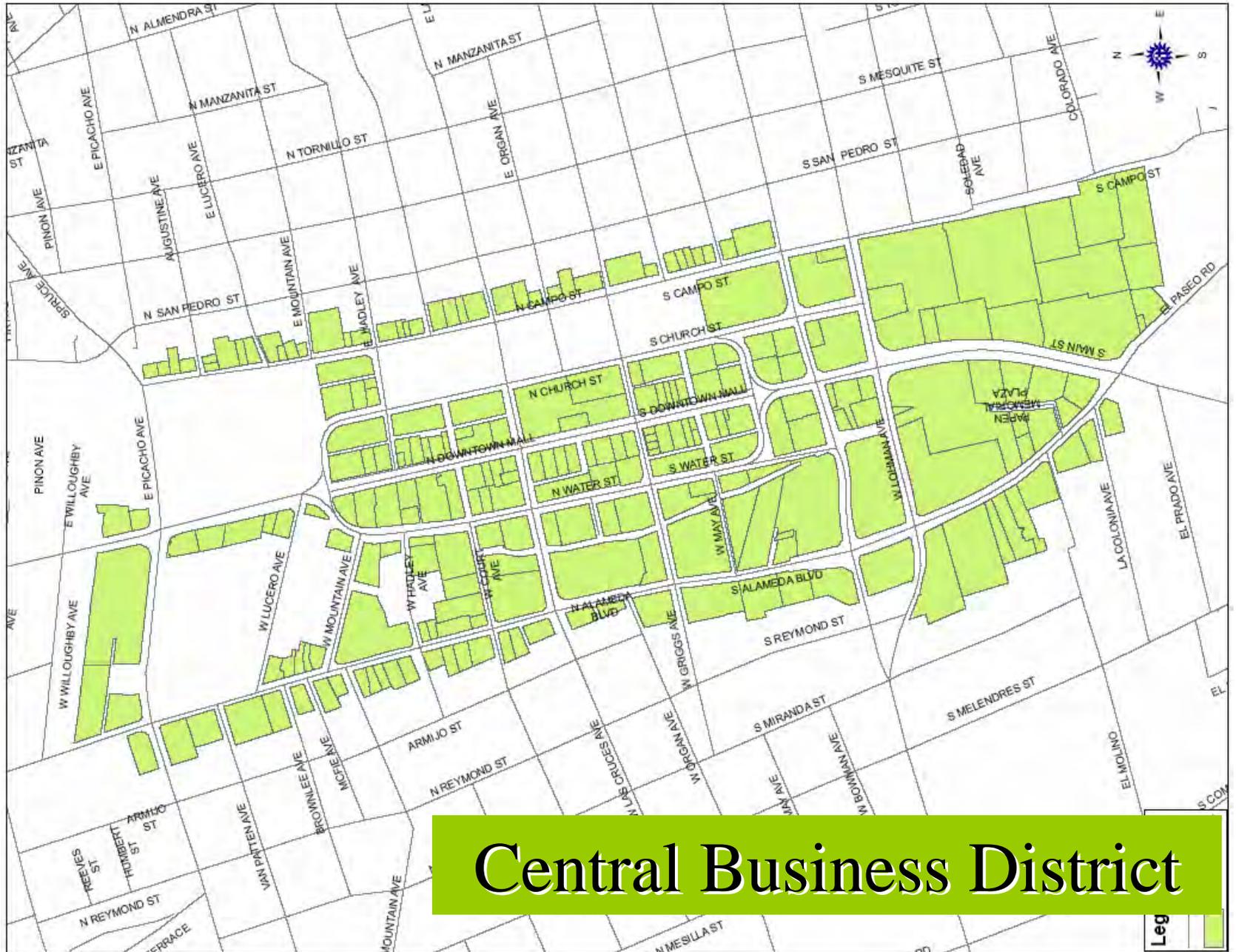




Las Cruces

DOWNTOWN

Alive!



Central Business District

Leg



Main Street Mall Today

Defining New Urbanism:

- Beginning in the 1980's
- Method of Urban Planning that Preserves Traditional Style Neighborhoods while incorporating modern amenities
- Commercial and civic center as the heart of residential community

Goal Of New Urbanism:

To *reverse* the trend of Urban Sprawl

New Urbanist Communities are:

- Walkable/ Pedestrian Friendly
- High Density
- Mixed-use
- Environmentally Conscience
- Public Transportation oriented

New Urbanism Employs Principals:

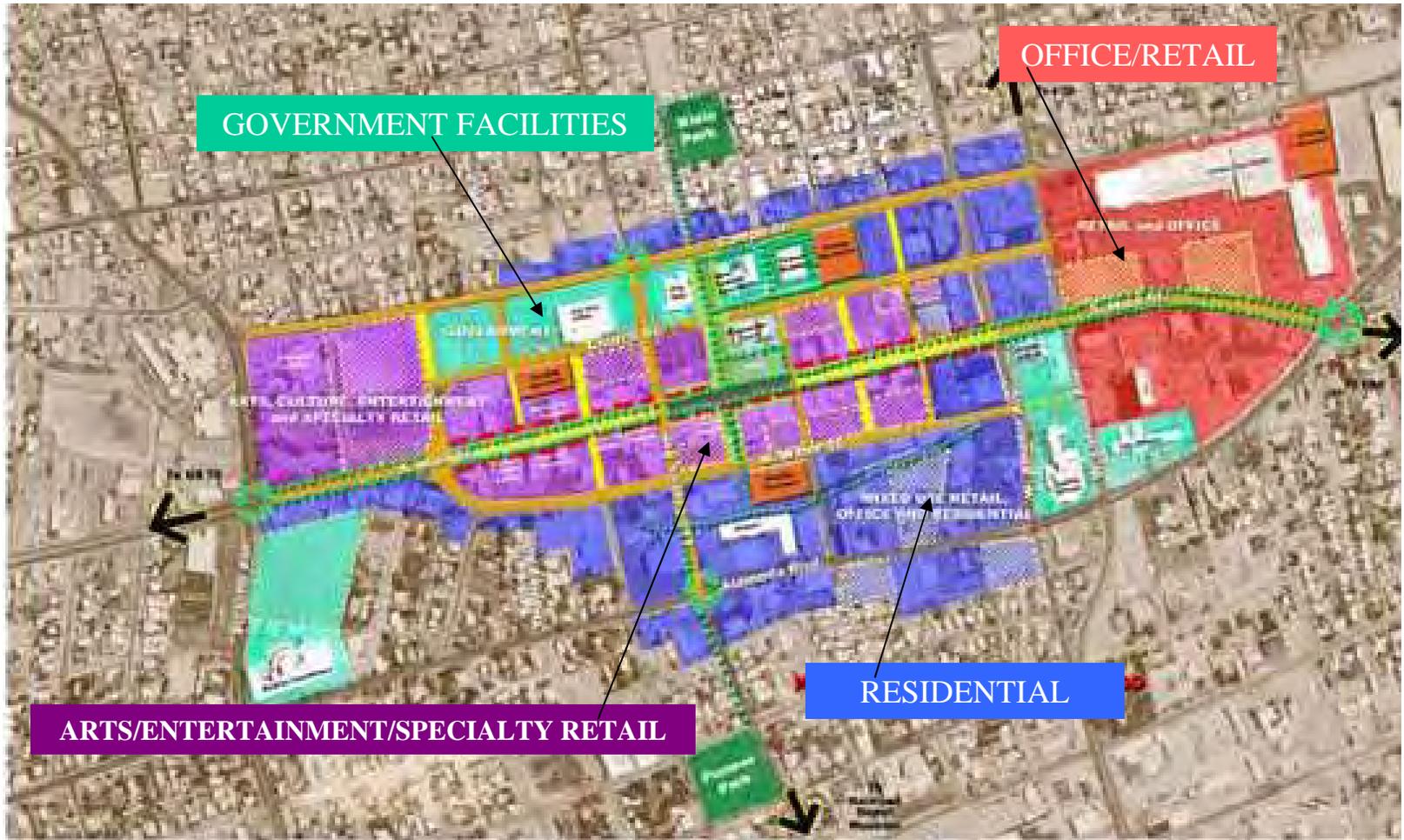
- Urban spaces must be clean, safe and attractive
- Architecture and Landscape design should grow from the local climate, topography, history and building practices and styles
- Preservation and renewal of historic buildings, districts, and landscapes affirm the continuity and evolution of society
- Neighborhoods should be self-sufficient
- Critical Mass sustains businesses

New Urbanism is People Friendly:

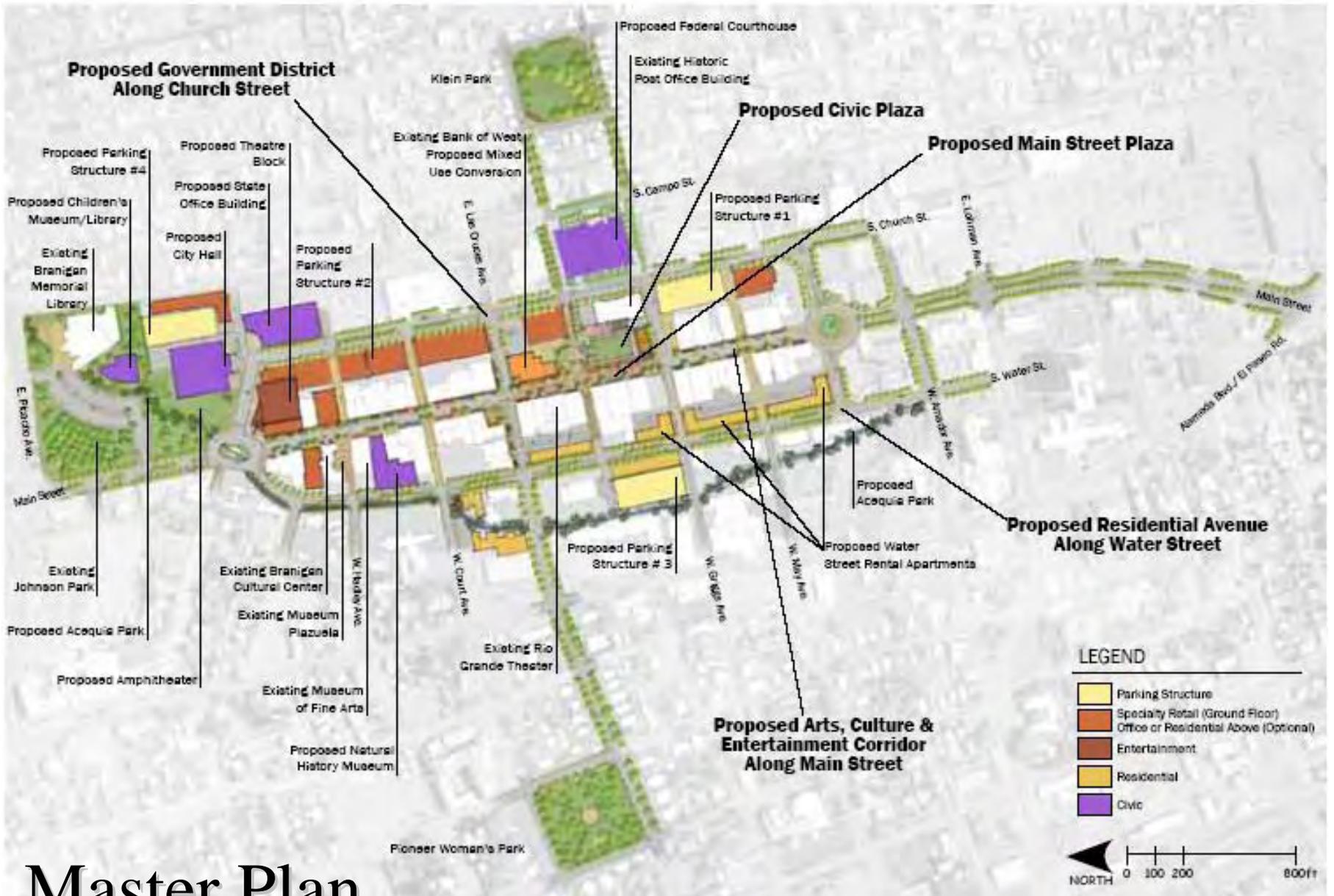
- Pedestrian Pathways
 - a) protected from automobiles
 - b) within 5 minute walking distance
 - c) leading to important destinations
- Community Centers/Public Spaces

New Urbanism is Green:

- Less Land Uses Higher Density
- Less collector road construction
- Energy efficient buildings
- Consumers are willing to pay



Downtown Districts



Master Plan



Plaza



Shade Structures



Pedestrian Plaza Construction

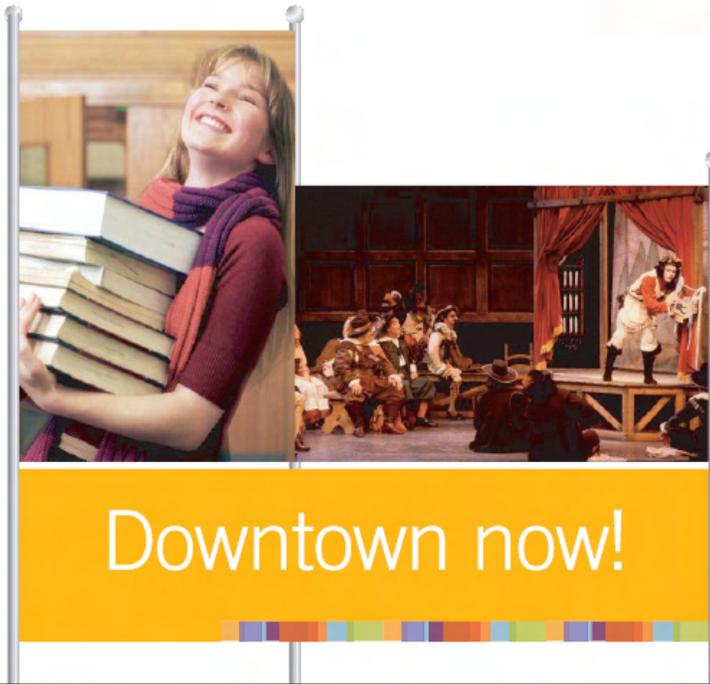




City Hall Site Preparation



LOGO



GRAPHICS



BANNERS

Branding