

Las Cruces Downtown



CLIENT: City of Las Cruces

Sites Southwest was commissioned by the City of Las Cruces and the Downtown Partnership to develop a vision and revitalization strategy for the downtown area. The redevelopment strategy included plans for a new civic plaza and government office buildings, as well as attracting specialty retailers and service providers and enhancing downtown's role as a cultural and arts center. According to the vision, capital improvements included a new city hall, a new Federal Courthouse, and a new main street. The new Main Street features special paving in areas that can be closed off for special events. Permanent shading elements adjacent to the new plaza will allow it to be easily transformed into a pedestrian-friendly environment for major public events.

Graphic visual simulations concepts were used as part of the design process to help community members and policymakers envision the downtown of the future. Sites Southwest also collaborated with LCDT and the City on legislative and other funding strategies.

