

WELCOME

THANK YOU FOR COMING TO THIS PUBLIC OPEN HOUSE FOR THE

LAS • CRUCES

PARKS AND RECREATION MASTER PLAN

Your feedback is very important to help City officials and staff determine how to best provide parks and recreation services to you, your family, and your friends as the City changes over time. The intent of tonight's meeting is to provide you with an overview of the planning process and get feedback on the community's parks and recreation preferences.

This is an open house format, so there is no "official" start or end (or presentation) for the meeting. Please provide your feedback as you walk around to each display. City staff and other project team members will be available to answer any questions and help facilitate the feedback process.



WHERE DO YOU LIVE?

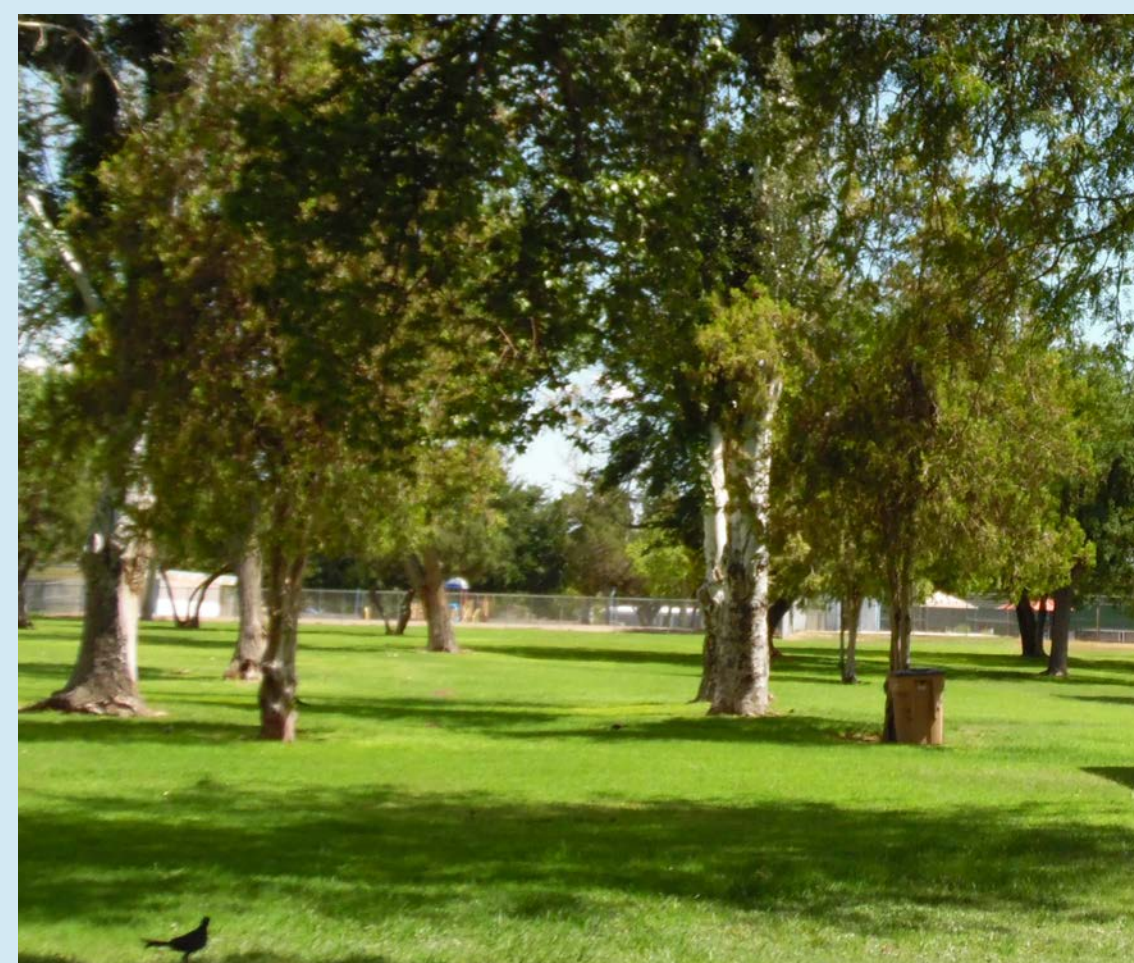
PLEASE PLACE A PIN WHERE YOU LIVE.



WHAT IS THE LAS CRUCES PARKS AND RECREATION MASTER PLAN?

WHAT?

- The City is currently undergoing a major update to its Parks and Recreation Master Plan.
- The Master Plan is a visionary policy document that guides long-term decision-making of staff and elected and appointed officials on such things as capital expenditures, operations, staffing, etc.



WHY?

- The Master Plan helps create a vision for the recreation and public space opportunities within a community.
- The Master Plan identifies “levels of service” for the amount and location of future park space and recreational facilities.
- The Master Plan provides the City with a prioritized list of implementation actions to be phased in over time, as funding becomes available.



WHO?

- Halff Associates, Inc. was selected by City Council to help facilitate the process and provide technical guidance.
- The community identifies park land and facility, and recreational programming issues and preferences.
- Following plan adoption, the City works with various partners to implement the plan.



WHY IS THE PLAN IMPORTANT?

This Master Plan will help identify community preferences for the future and identify recommendations and priorities for the next five- to 10-years.



WHY IS THIS IMPORTANT?

- The Master Plan creates a “snapshot” of where the park system is now.
- The Master Plan creates an opportunity to identify changing community preferences about what is important to the citizens of Las Cruces.
- The Master Plan creates a forum for citizens to express what types of parks, amenities, and other recreation facilities they want.
- The Master Plan sets goals for parks, trails, open space, and recreation.
- The Master Plan helps the City apply for grants for indoor and outdoor park facility development.

BENEFITS OF PARKS & RECREATION TO LAS CRUCES

The provision of a high-quality public parks and recreation system is an essential component of building a “livable” community – one where all residents have access to the amenities and services that enhance our daily experiences with our neighbors and surrounding environment. A well distributed and managed system of park land and recreational amenities provides six essential community benefits.

HEALTH AND WELL-BEING



- Place for rest, relaxation, and revitalization.
- Areas for recreation activities (both active and passive).
- Provide opportunities to improve both physical and mental health.

SAFE HAVEN FOR YOUTH



- Safe place for unstructured activities.
- Supervised environment for healthy socialization by youth.

CONTRIBUTE TO ECONOMY



- Contributes to both increased property value and attractiveness for new residents.
- Opportunities for public-private partnerships.

INVOLVEMENT & SOCIALIZE



- Create a place for socialization and fellowship among neighbors and community members.
- Provide opportunities for community involvement.
- Areas often provide popular locations for community events.

INCREASE TOURISM



- Venues to host tournaments live music, and other events.
- Area to showcase a community's offerings and unique heritage.

PROMOTE CONSERVATION



- Promotion of wise use and stewardship of land.
- Opportunities to protect environmentally sensitive areas.

LAS CRUCES DEMOGRAPHICS

Population by Age

Age Range	Las Cruces	Doña Ana County	New Mexico
Under 5 years	6.7%	6.4%	6.1%
5 to 9 years	7.5%	7.6%	6.5%
10 to 14 years	5.9%	6.7%	6.9%
15 to 19 years	7.0%	8.4%	7.0%
20 to 24 years	11.5%	10.9%	6.9%
25 to 34 years	6.9%	6.8%	6.6%
30 to 34 years	6.2%	5.0%	6.6%
35 to 39 years	5.7%	5.3%	6.4%
40 to 44 years	6.2%	5.2%	5.6%
45 to 49 years	5.8%	5.4%	5.6%
50 to 54 years	4.5%	5.3%	5.8%
55 to 59 years	6.2%	5.5%	6.8%
60 to 64 years	5.5%	5.4%	6.5%
65 to 69 years	4.9%	5.1%	5.7%
70 to 74 years	3.1%	3.8%	4.5%
75 to 79 years	2.4%	2.9%	2.9%
80 to 84 years	2.1%	2.0%	1.9%
85 years and over	1.8%	1.5%	1.8%
Total Population	101,706	215,579	2,088,070

Understanding age distribution helps the City determine the needs for appropriate recreational opportunities for different age groups. For example, a toddler has different recreational needs than a teenager and a teenager has different needs than a 45 year old.

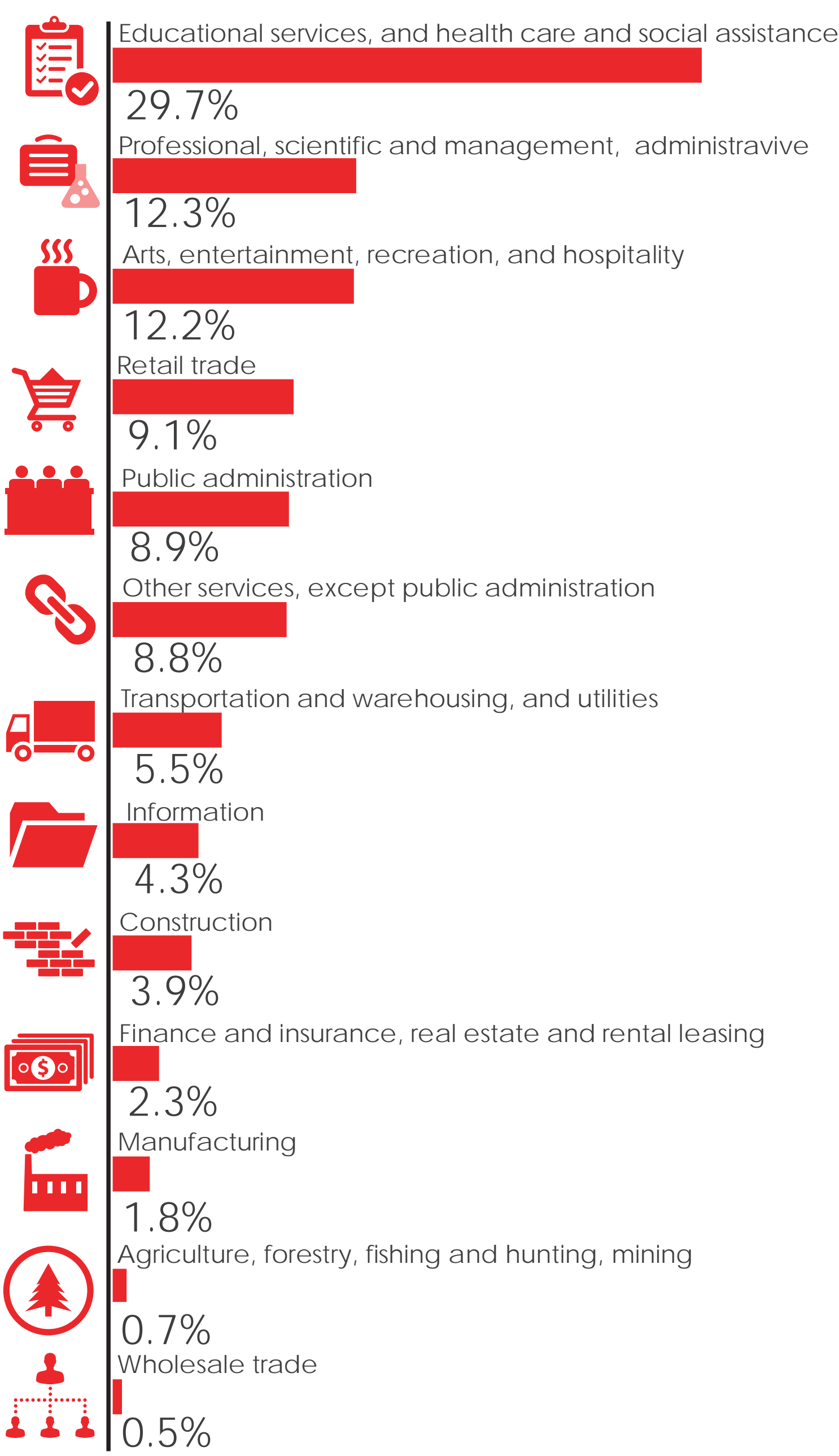
Analysis of the diversified age ranges found in Las Cruces illustrates the need to provide multi-generational parks and recreation which can adapt as the age of the population shifts.

Historical Population Growth

Year	City of Las Cruces (Persons)	Percent Change	City as Percent of County Population	Doña Ana County (Persons)	Percent Change
1980	43,377	N/A	45.02%	96,340	N/A
1990	57,866	25%	42.7%	135,510	29%
2000	74,267	22%	42.52%	174,682	22%
2010	97,618	24%	46.66%	209,233	17%
2017	101,706	4%	47.18%	215,579	3%

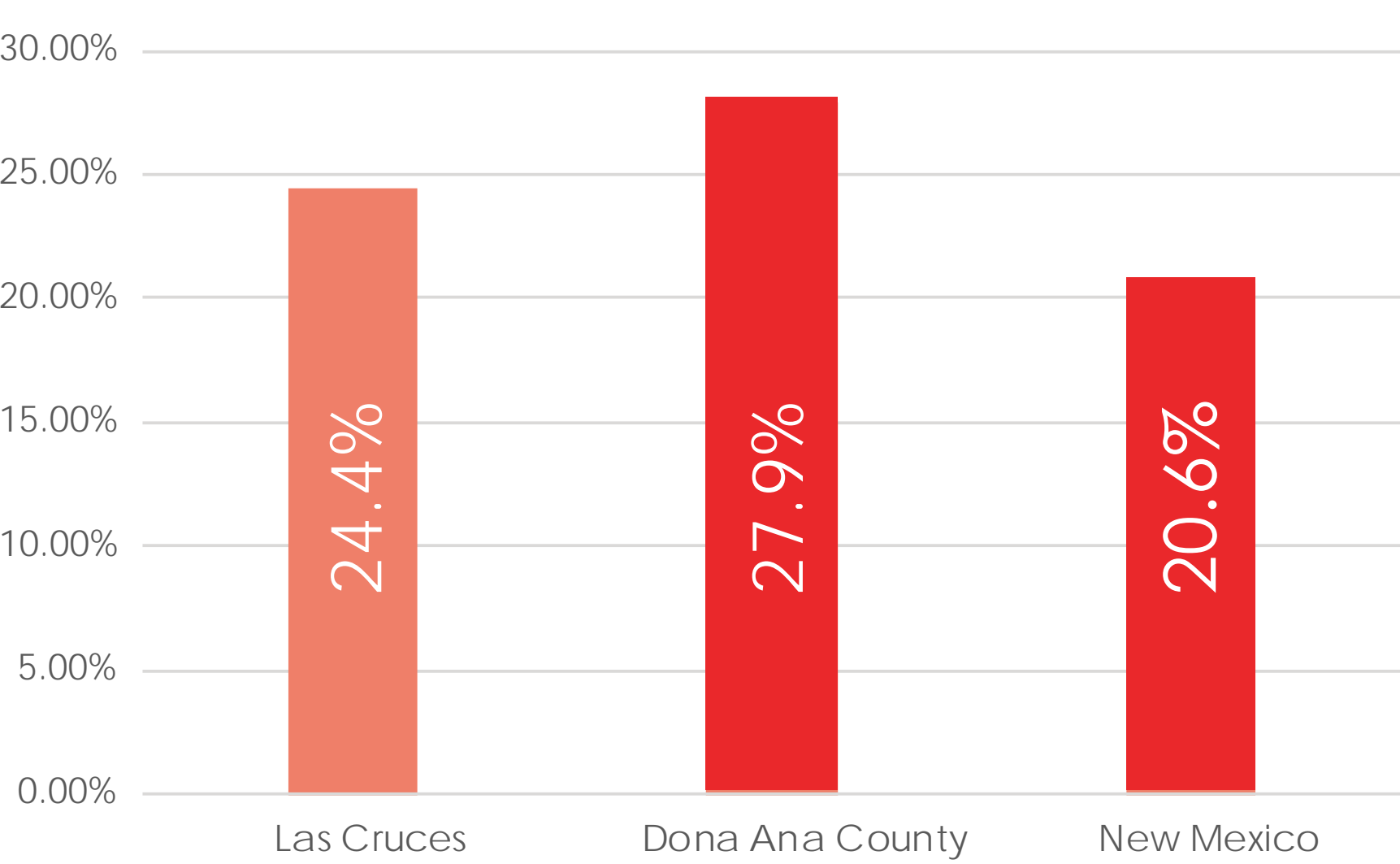
Las Cruces has grown significantly over the last 40 years. This growth has seen significant stagnation in recent years. As the population continues to grow, it is important to provide adequate parks and recreational opportunities for the larger community.

Employment by Industry



Las Cruces can partner with a number of organizations across industry sectors to provide enhanced recreational opportunities to residents.

Individual Poverty Level Comparison



Las Cruces has a higher poverty level than that of the State of New Mexico but a lower poverty level than Dona Ana County. An adequate parks system is crucial for the development of underprivileged kids that need a safe place to play.

Race & Ethnicity

Race & Ethnicity	Las Cruces	Doña Ana County	New Mexico
White	83.4%	81.0%	75.8%
Black or African American	3.3%	4.6%	2.1%
American Indian & Alaska Native	1.2%	1.9%	4.6%
Asian	1.4%	2.0%	1.4%
Native Hawaiian & Other Pacific Islander	7.3%	17.6%	7.7%
Other	0.0%	0.1%	0.1%
Two or More Races	3.3%	4.7%	3.3%
Hispanic or Latino Descent	58.6 %	67.7%	48.2%

Las Cruces is more racially diverse than New Mexico and has a much higher percentage of residents of Hispanic or Latino descent. There may be additional opportunities for recreational activities, programs, and festivals that celebrate the heritage of the City's residents.

Educational Attainment Comparison

Educational Attainment	Las Cruces	Doña Ana County	New Mexico
High School or Higher	87.5%	78.9%	86.0%
Bachelors Degree or Higher	28.6%	24.9%	27.0%

Residents in Las Cruces have higher education levels than that of Doña Ana County and the State of New Mexico. Providing the local workforce with additional learning and training opportunities can help equip them with higher level skill sets.

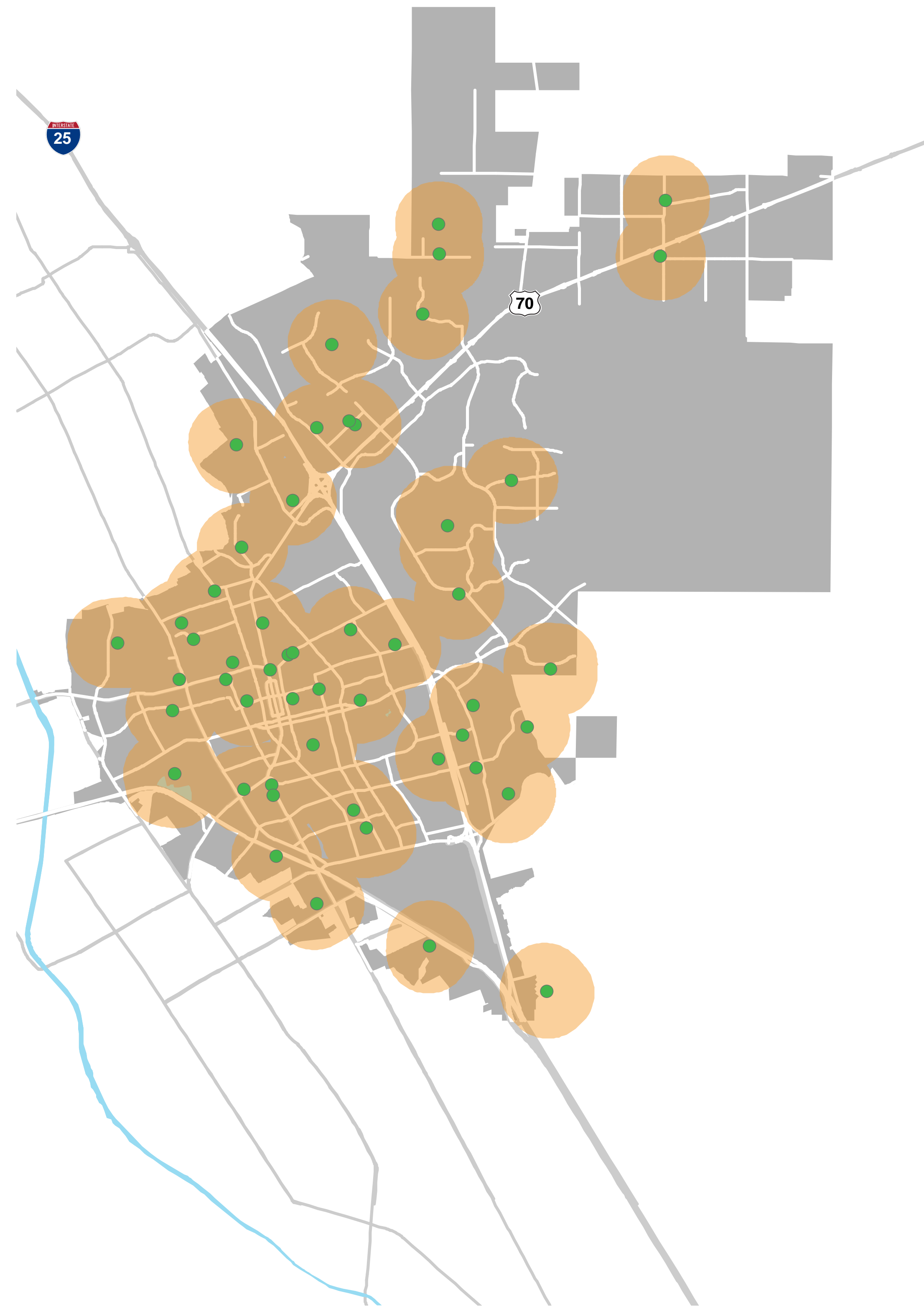
PARK

SERVICE AREAS

Quality provision of parks and recreation resources involves many components. One component is to ensure there is sufficient land dedicated to parks and recreation to meet the existing and future demands of the community. Another important component is to ensure there is sufficient distribution and access to parks and recreation facilities, amenities, and services throughout the City.

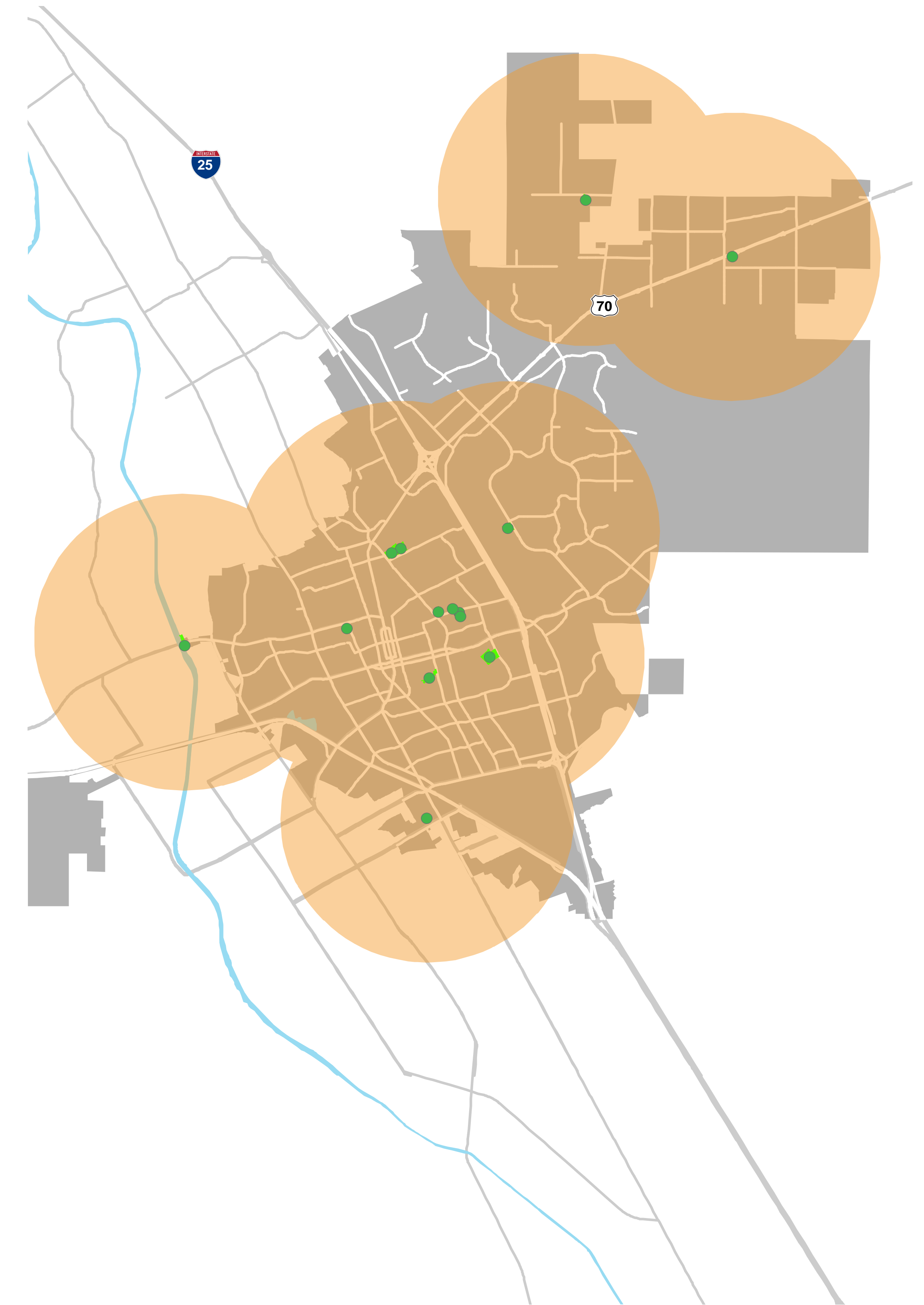
In this regard, parks systems are often analyzed to determine if there is sufficient “**service area**” coverage in all parts of the community. These analyses oftentimes identify both gaps and overlaps in the system. Different types of parks and recreation amenities serve different functions and consequently have different service areas.

Service Area of Neighborhood Parks



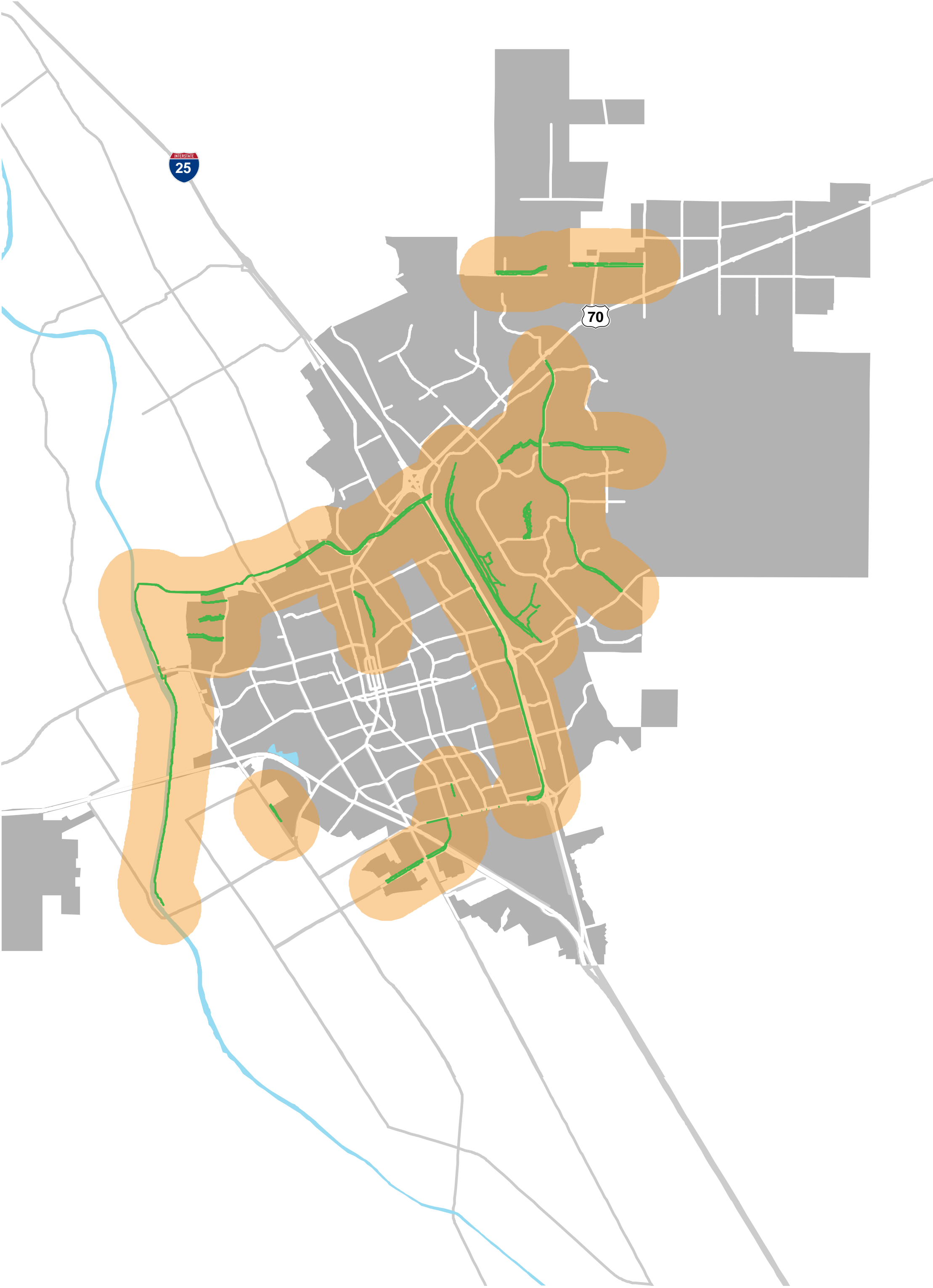
Neighborhood parks typically serve a single neighborhood and are intended to serve residents within a 1/2-mile service area.

Service Area of Community Parks



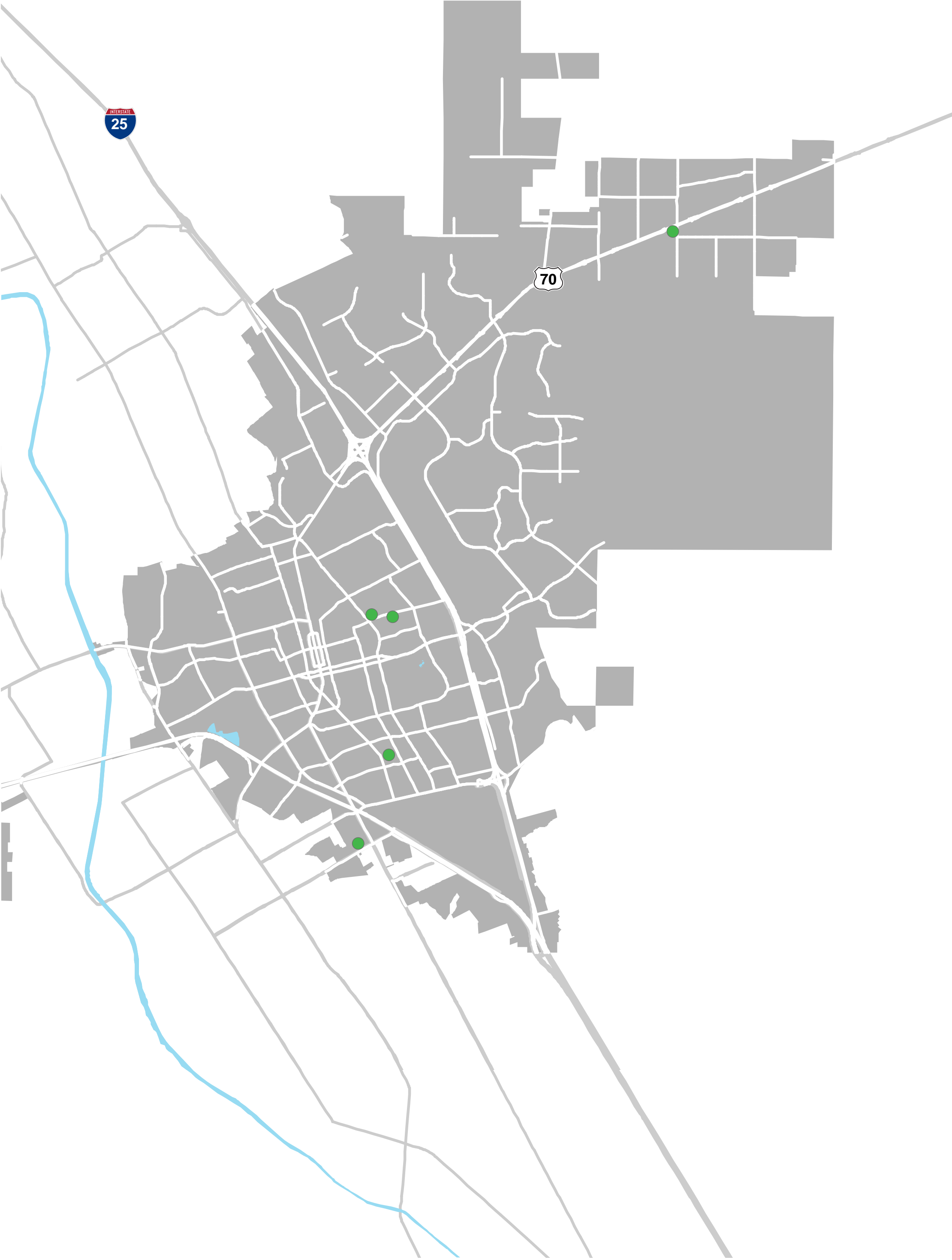
Community parks typically serve multiple neighborhoods and are intended to serve users who may drive to the park within a 2-mile service area.

Service Area of Trails



Trails are intended to serve residents within a 1/2 mile service area, or within a 10-minute walk.

Service Area of Indoor Facilities



Indoor recreation facilities are typically accessed by car and are intended for use by the entire community.

PARK

SERVICE AREAS

During the master planning process the service areas of existing and planned city parks will be compared more closely to neighborhoods, subdivisions, and multi-family housing developments. This comparison will result in a much closer examination of the accessibility of the city parks to residents.

Service area and proximity of parks to homes is only one measure park land and facility “level of service.” The master planning process will also consider the amount of park land per capita in Las Cruces, community preferences in recreational facility type, and special features in the community that may present a site-specific park or open space opportunity.

GOALS

OF THE LAS CRUCES PARKS & RECREATION MASTER PLAN



The following preliminary goals have been identified in the 2012 Las Cruces Parks & Recreation Master Plan to guide the planning process and potential near- and long-term implementation actions. The goals are important because they provide the underlying philosophical framework for decisions that the City may make when evaluating need and potential next steps for the Las Cruces parks and recreation system. The goals are not listed in any particular order.

Please place a sticky dot next to the top three (3) preliminary plan goals that you believe are the most important, and in the column of your council district of residence.

Plan Goal	DISTRICT 1	DISTRICT 2	DISTRICT 3	DISTRICT 4	DISTRICT 5	DISTRICT 6
Goal 1: Develop future parkland and add improvements to the existing park system to meet the needs of the residents and visitors to Las Cruces.						
Goal 2: Provide a well-connected parks system that creates offerings and accommodations for persons of all ages and abilities.						
Goal 3: Provide a comprehensive network of bicycle facilities throughout Las Cruces including multi-modal transportation and recreation opportunities.						
Goal 4: Ensure that residents have access to recreational opportunities through the equitable distribution of park land and open space.						
Goal 5: Protect and enhance Las Cruces's natural resources including plants, wildlife, and other ecologically sensitive areas.						
Goal 6: Strive for the efficient use of City resources while promoting aesthetically pleasing and functional parks and park facilities.						
Goal 7: Ensure parks are safe and comfortable environments for all park users.						
Goal 8: Provide a variety of multi-generational recreational experiences that appeal to all segments of the population of Las Cruces.						
Goal 9: Increase private sector involvement in developing and maintaining parks and open spaces throughout Las Cruces.						
Goal 10: Update codes and ordinances to ensure that a wide variety of parks, public gathering spaces, and connectivity options are integrated with neighborhoods and accessible to all citizens.						

WHAT

TYPES OF PARKS ARE MOST NEEDED?

Different types of parks provide different recreational opportunities. **Place a dot next to the three (3) park types that you think are most needed and in the appropriate row of the council district where the park is needed in Las Cruces.**



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Mini Park

Two acres or less intended to serve the immediate neighborhood; often has a playground.



Council Districts (Place sticky dot below)
1
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6

Neighborhood Park

Two to 15 acres intended to serve a full neighborhood; often has a playground, picnic areas, small number of sports amenities.



Council Districts (Place sticky dot below)
1
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4
5
6

Community Park

15 to 99 acres intended to serve people within two to five miles; includes numerous active (e.g., sports facilities, water recreation, etc.) and passive (e.g., picnic areas, trails, etc.) Recreation options.



Council Districts (Place sticky dot below)
1
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6

Regional / Metropolitan Park

100 or more acres intended to serve multiple communities; includes activities which attract users from a wide area (e.g., large number of athletics, large natural areas, camping, etc.).



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Greenbelt / Conservation Area

Preserved natural areas often available for passive recreation (e.g. trails, nature observation).



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Social Spaces

Outdoor gathering areas such as plazas or open greens (e.g., Plaza de Las Cruces).



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Special Park Uses

Parks developed to accommodate specialized recreation activities (e.g., aquatic facilities, golf course, skate park)



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Linear Parks / Greenways

Parkland which generally follow a natural (e.g., creek) or man-made (e.g., utility easement) linear feature; often includes trails and public areas.



Council Districts (Place sticky dot below)
1
2
3
4
5
6

Indoor Facilities

E.g., gymnasium, pool, community center

SOCIAL SPACES

Park spaces in typical traditional town and neighborhood design incorporated prominent social spaces such as plazas, paseos, squares and greens.

CIVIC SPACES

Should any of the formal civic spaces displayed below be incorporated into future development?

Please place a sticky dot (1) on those civic spaces that you prefer.



Paved Plaza
(e.g., Plaza de Las Cruces)



(Place sticky dot below)

Green Plaza
(e.g., large open lawn areas)



(Place sticky dot below)

Paseo/Promenade
(v, large public walking areas)



(Place sticky dot below)

PRIVATELY MAINTAINED SOCIAL SPACES

Should any of the formal social spaces displayed below be incorporated into future development?

Please place a sticky dot (1) on those social spaces that you prefer.

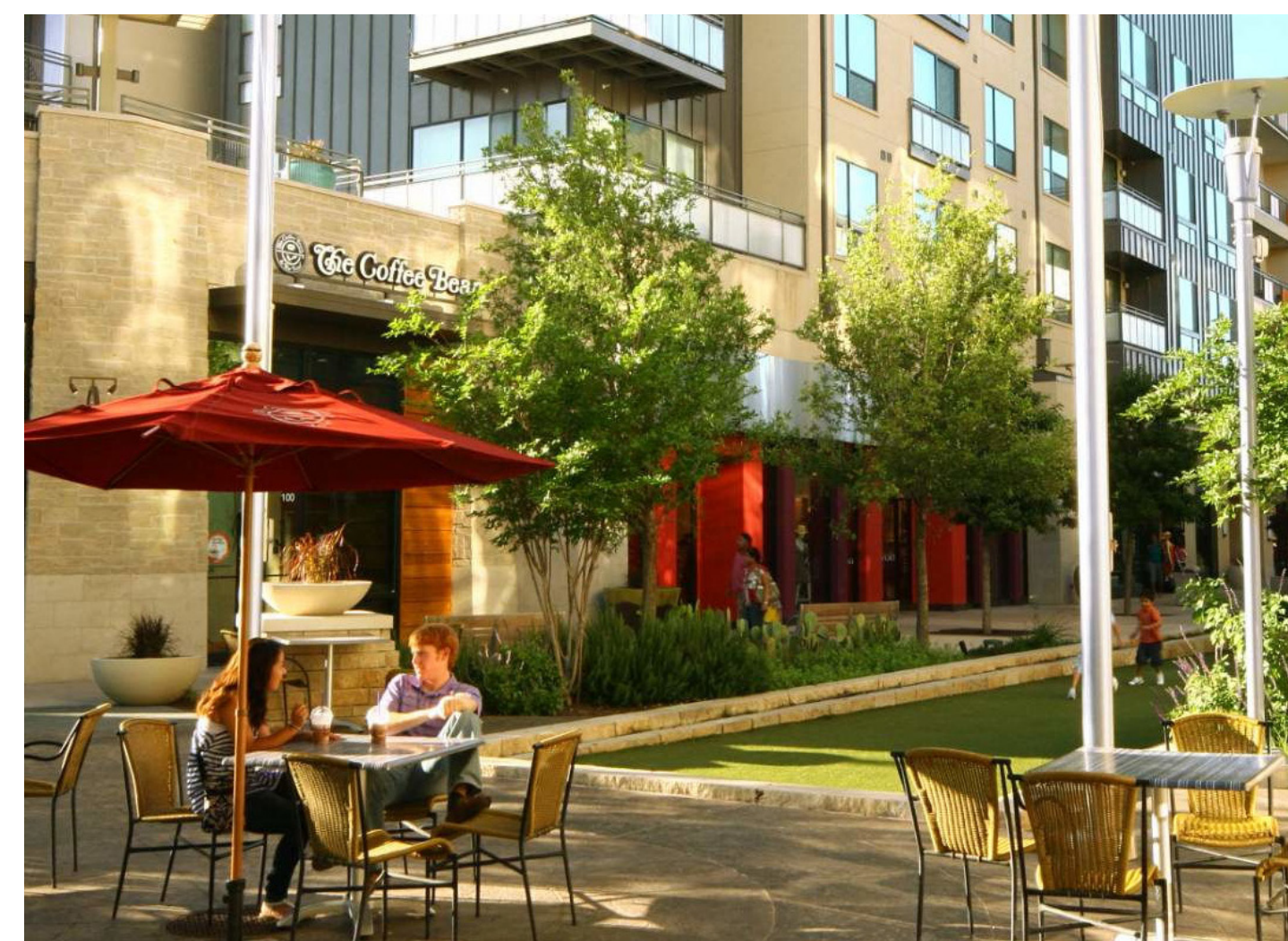


Courtyard / Amenity Area
(e.g., apartment amenity area)



(Place sticky dot below)

Outdoor Seating
(e.g., seating areas in commercial/retail areas)



(Place sticky dot below)

Visual Extension of Public Right of Way
(e.g., Historic Las Cruces National Bank Plaza)



(Place sticky dot below)

WALKING & BIKING FACILITIES

Help the City identify the design and construction preferences that should be considered when planning for future walking and biking facility projects.

Place sticky dots next to the two facility types and materials you think the City should prioritize.

Do you have additional input?
Please let us know by using a comment card.

FACILITY TYPES

Place up to two (2) sticky dots in this column.

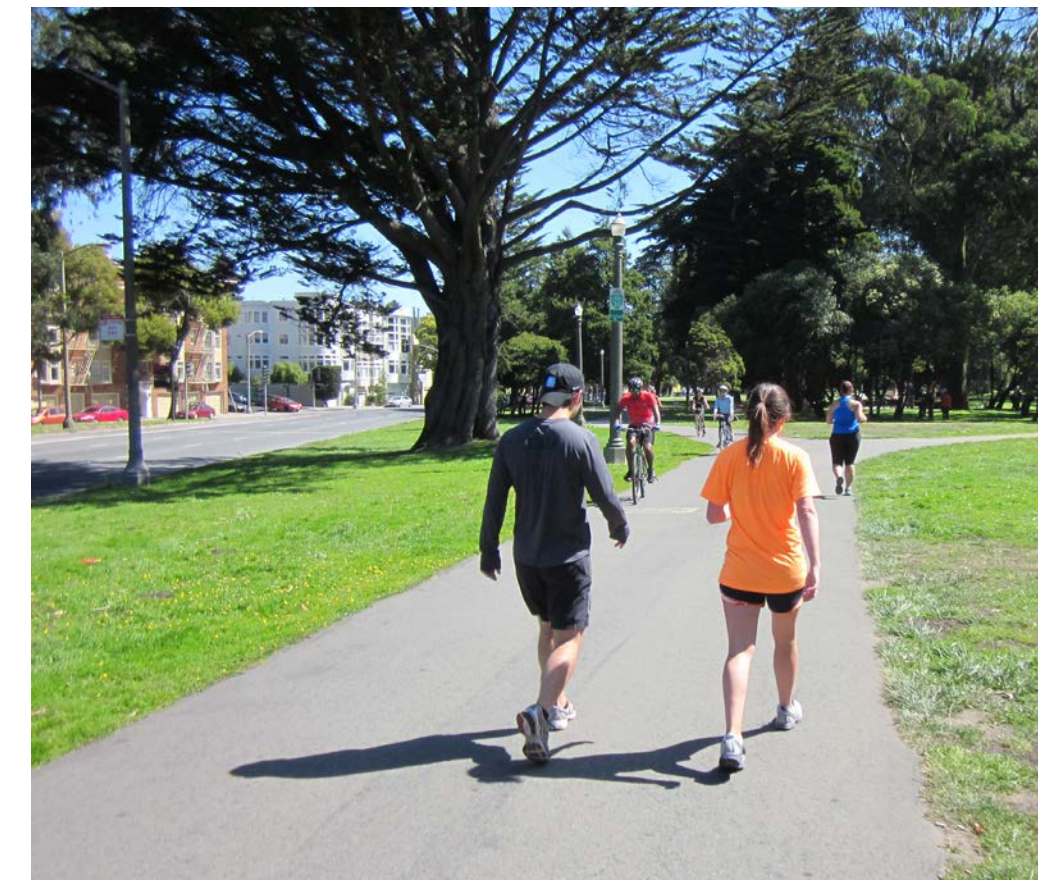


Sidepaths / Sidewalks
(i.e., trails or wide sidewalks along roadways)



(Place sticky dot below)

Shared-Use Paths
(i.e., off-street multi-use paths)



(Place sticky dot below)

Walkway Connections (short distance off-street
pathways connecting neighborhoods & parks)



(Place sticky dot below)

Off-Road Trails (dirt trails such as mountain bike trails)



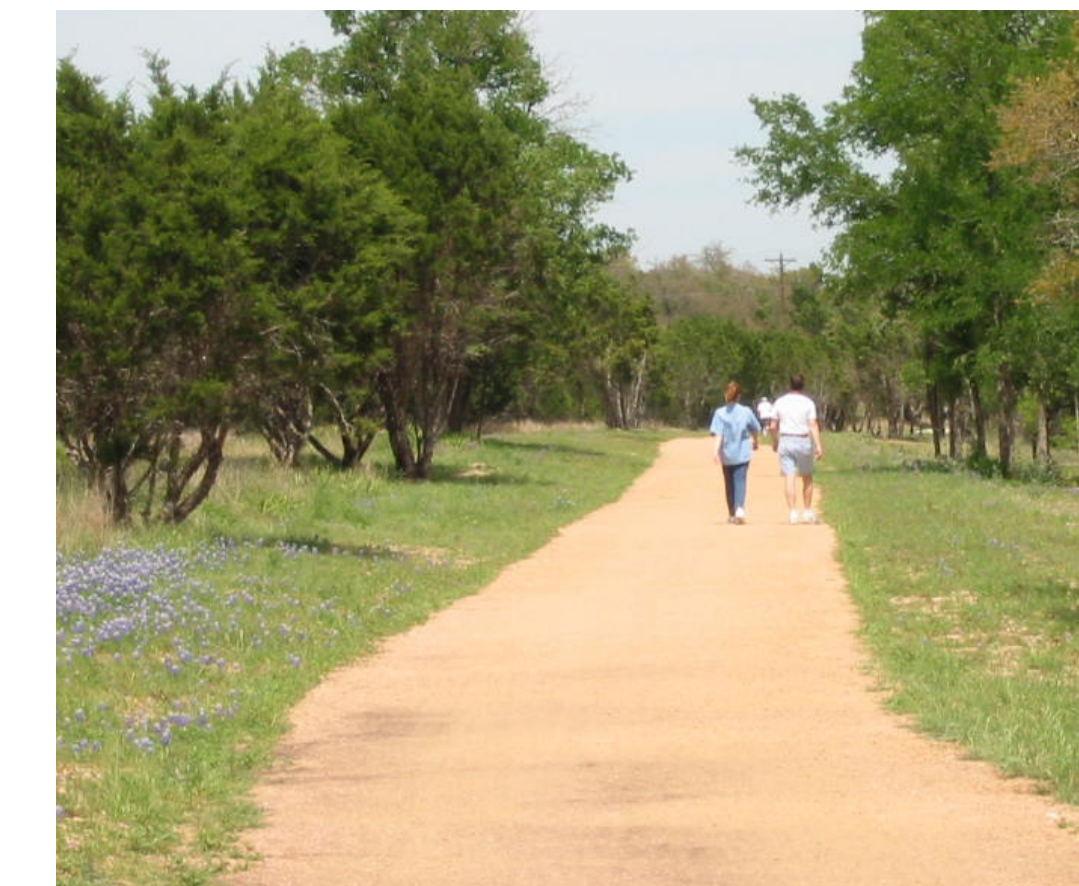
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FACILITY MATERIALS

Place up to two (2) sticky dots in this column.



Crushed Granite Trails
(Preferred by joggers and pedestrians due to its softer surfacing)



(Place sticky dot below)

Concrete Trails / Sidewalks
(Preferred for durability and low maintenance costs)



(Place sticky dot below)

Asphalt Trails
(Preferred for durability and low maintenance costs)



(Place sticky dot below)

Natural Surface (Minimal change to the landscape)



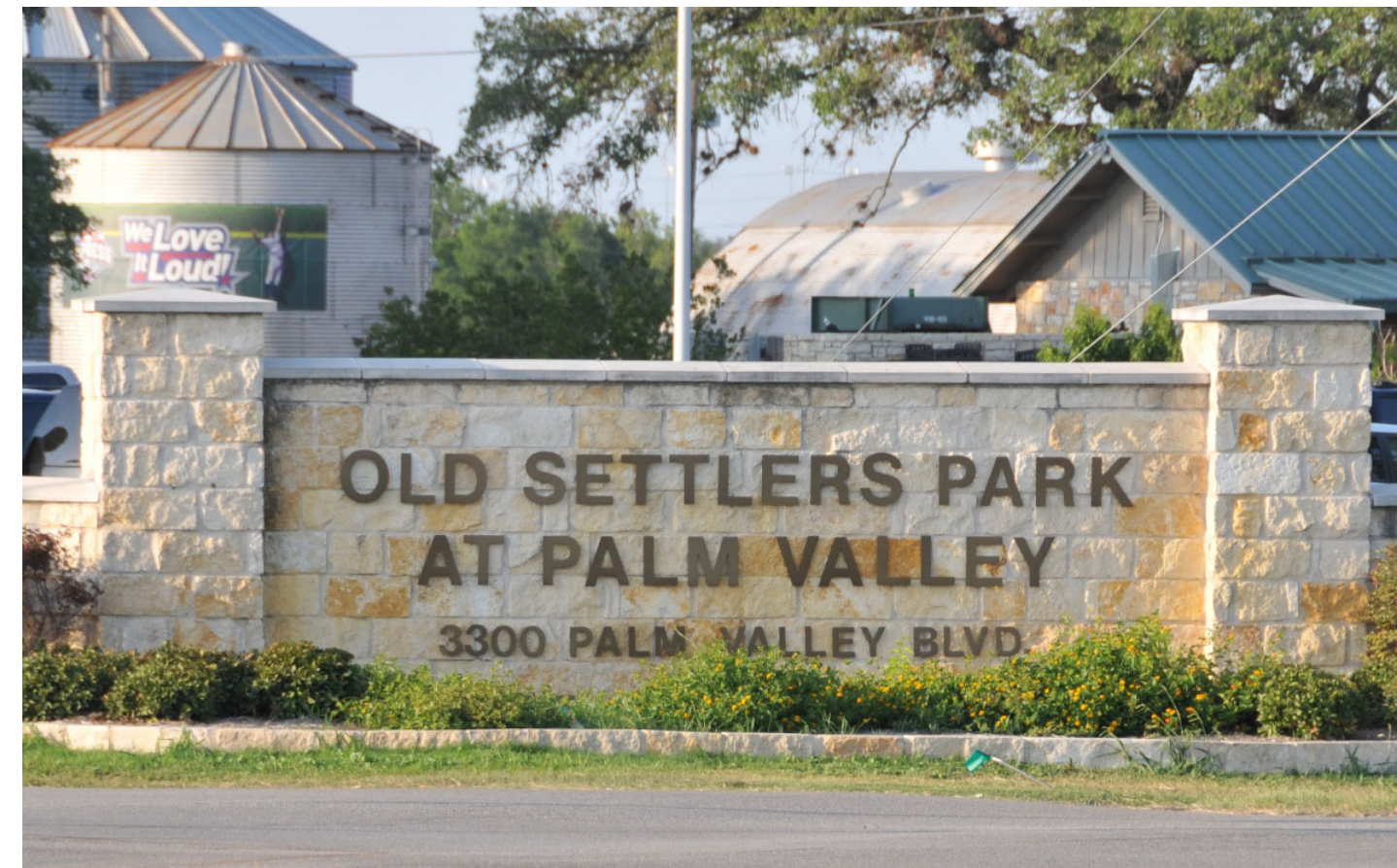
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PARK BEAUTIFICATION



In order to improve the overall beautification of Las Cruces's parks, which elements do you think are most important?

Place up to three (3) sticky dots on the elements you think are the highest priority.



(Place sticky dot below)



(Place sticky dot below)



(Place sticky dot below)

High Quality Signage

High Quality Landscaping

Repair and/or Replace Amenities as Needed



(Place sticky dot below)



(Place sticky dot below)



(Place sticky dot below)

Add Shade Structure Over Playground

Irrigate the Active Zones Within the Parks

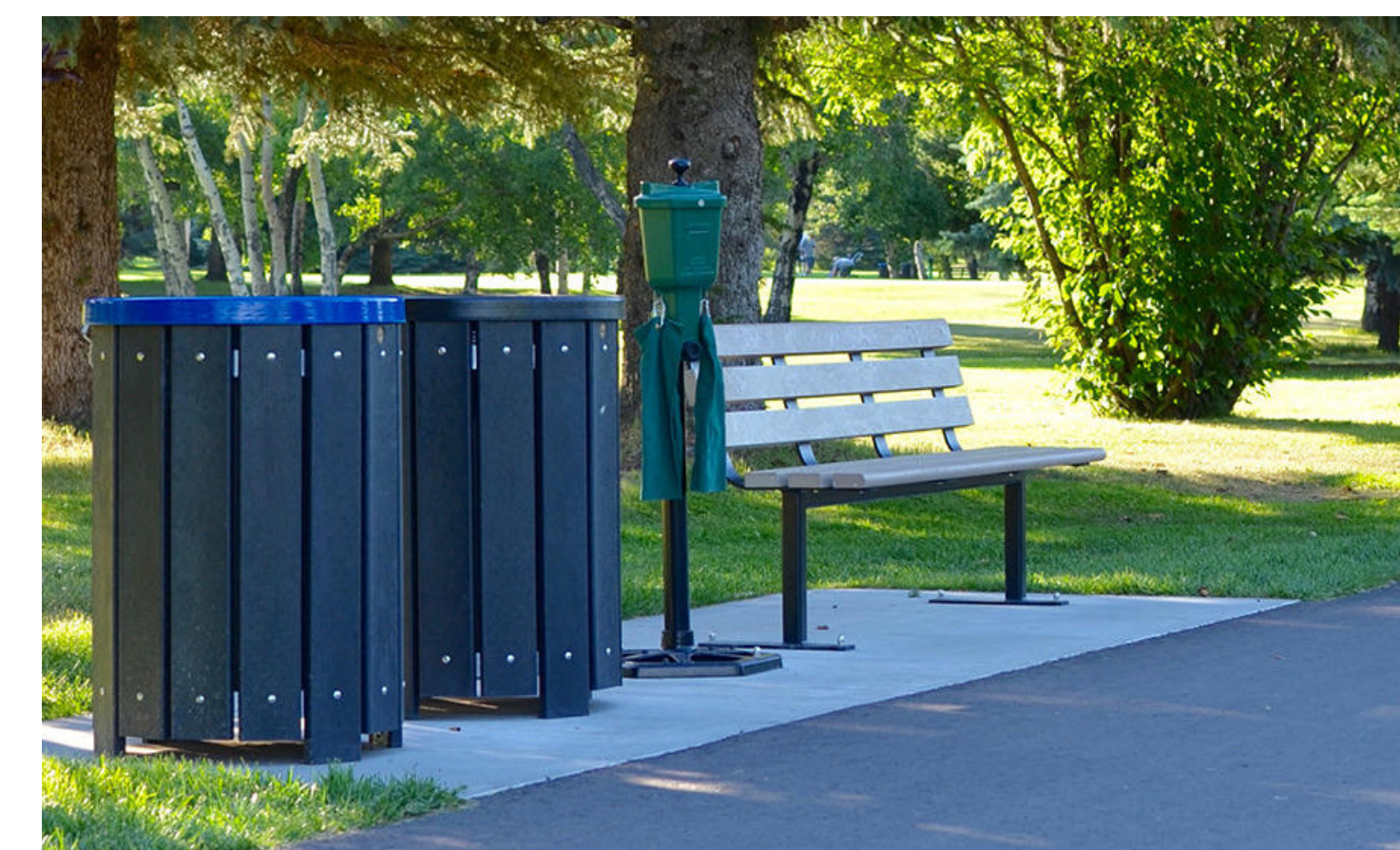
Plant Native Grasses and Trees to Remove Areas from Perpetual Maintenance



(Place sticky dot below)



(Place sticky dot below)



(Place sticky dot below)

Xeriscaping/Minimizing Turf Areas

Maximize Preservation of Existing Trees

Additional Waste Receptacles

PARK DESIGN ELEMENTS



What essential park design elements do you think make for an excellent neighborhood or community park?

Place up to three (3) sticky dots on the elements you think are the most important.



(Place sticky dot below)

Internal Park Loop Trail



(Place sticky dot below)

Trail Connections to Pedestrian Routes
Outside of Parks



(Place sticky dot below)

Restrooms



(Place sticky dot below)

Athletic Fields



(Place sticky dot below)

Picnic Facilities



(Place sticky dot below)

Sport Courts



(Place sticky dot below)

Open Play Areas



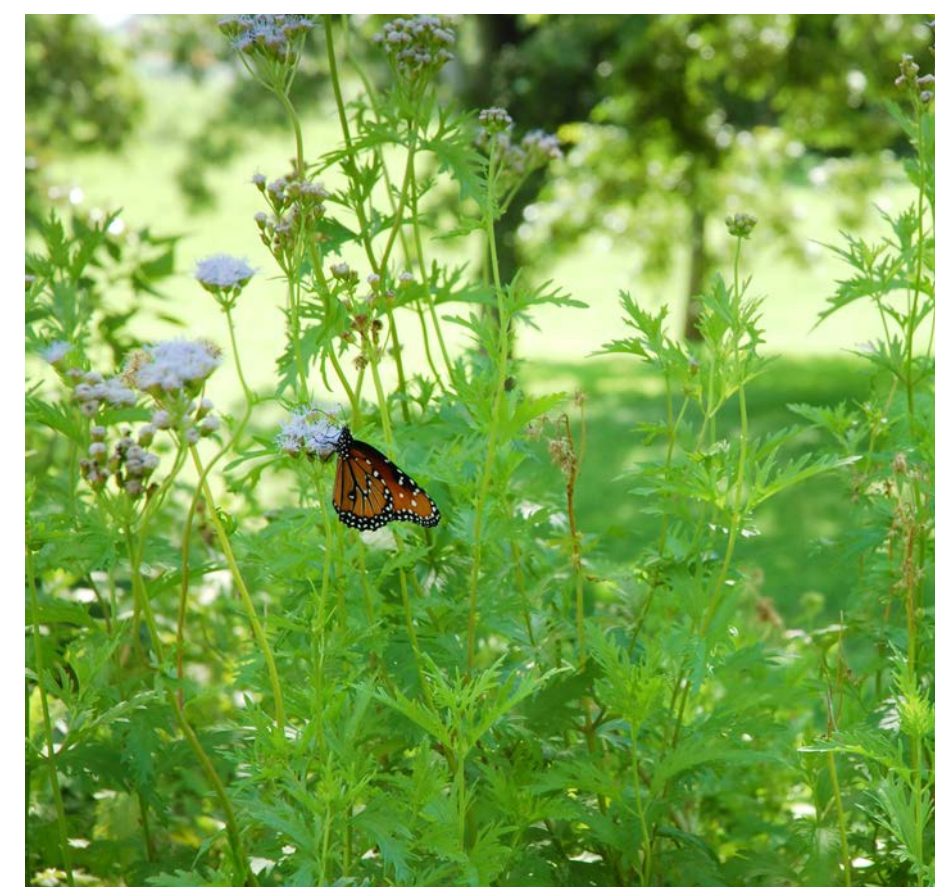
(Place sticky dot below)

Natural Areas



(Place sticky dot below)

Lighting



(Place sticky dot below)

Gardens



(Place sticky dot below)

Separated Play Areas for
Different Age Groups

SPECIAL PARK AMENITIES



What types of special amenities should be provided in select parks in the City?
Place up to three (3) sticky dots on the amenities you are most interested in.



(Place sticky dot below)



(Place sticky dot below)



(Place sticky dot below)

Another Skate Park

Community Garden

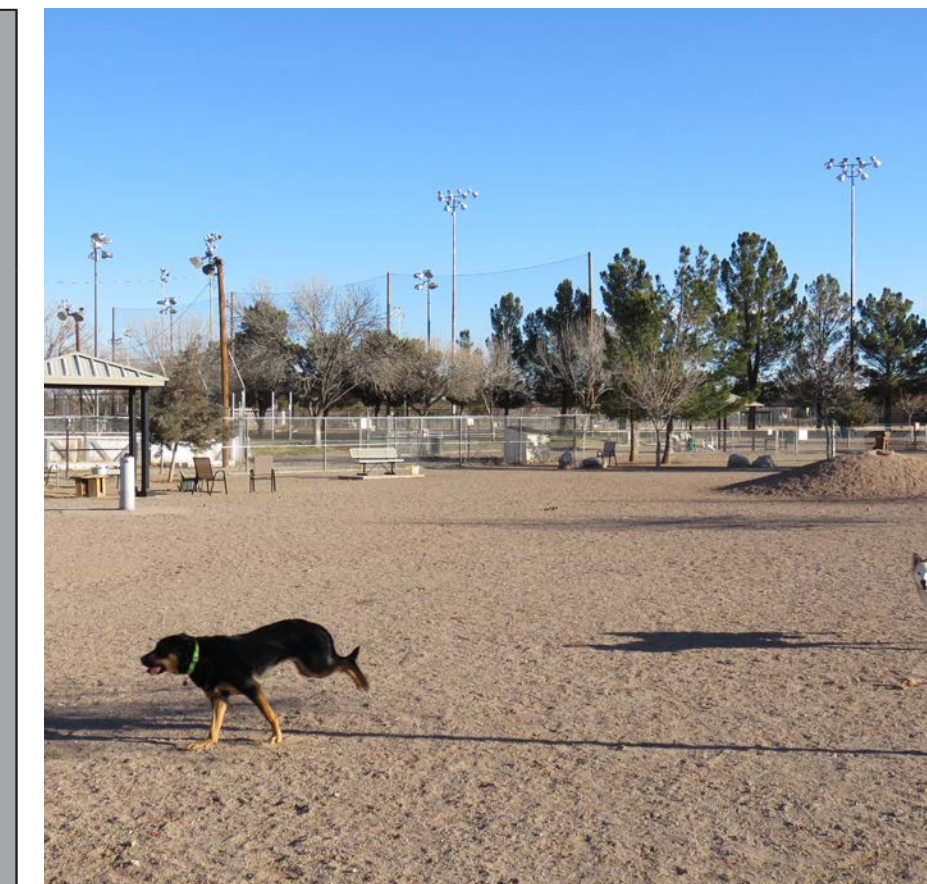
All Abilities Playground



(Place sticky dot below)



(Place sticky dot below)



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Food Trucks/Concessions

Mountain Bike Trails

Another Dog Park



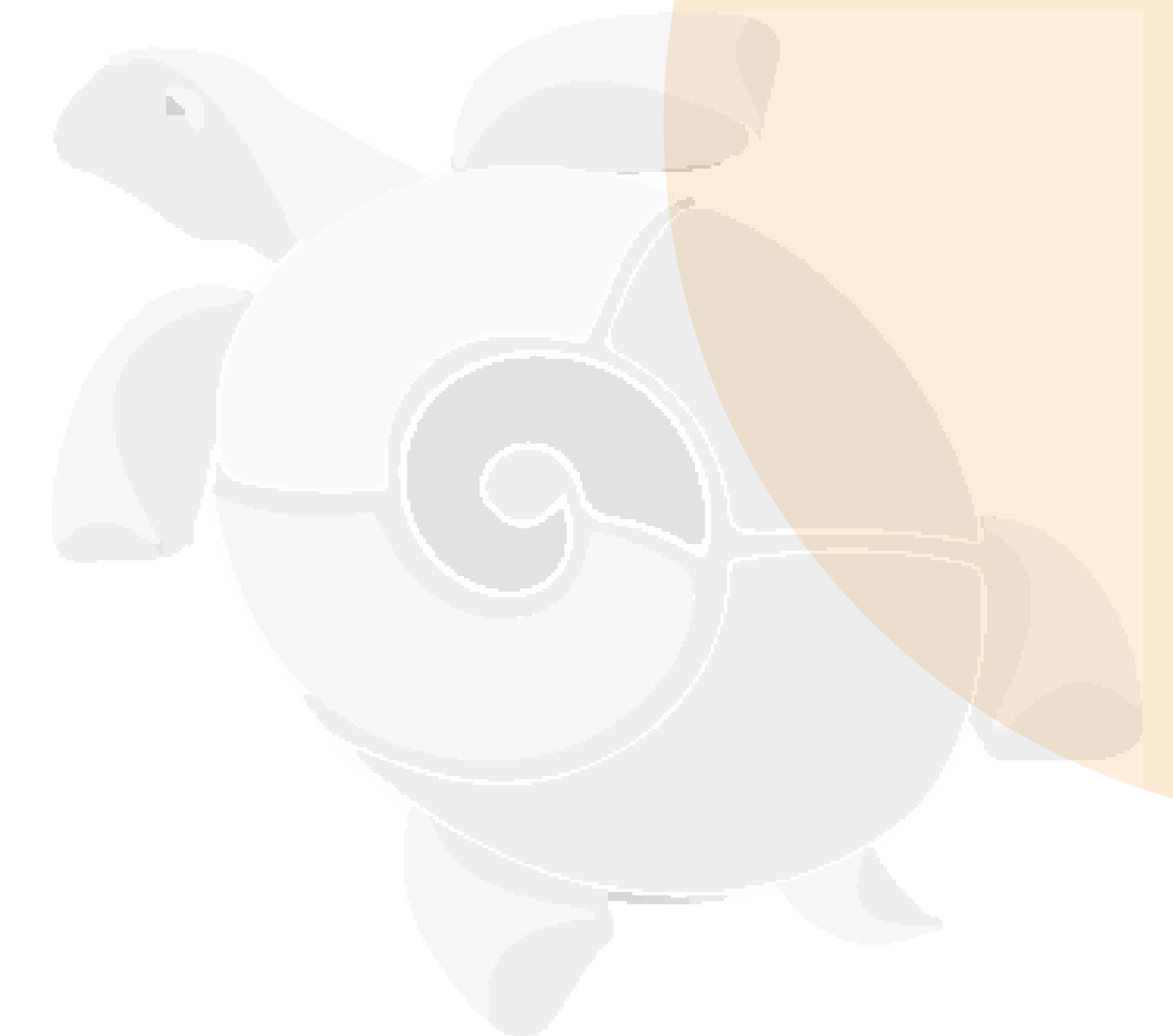
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(Place sticky dot below)

More Disc Golf

Archery/Shooting Sports



PARK DESIGN POLICIES



Consider the following guiding policies used in the design of parks. **Place up to three (3) sticky dots next to the policies that you support most for parks in Las Cruces.**



Design park facilities using sustainable, efficient “green” design solutions.



Design park landscapes using water-efficient and native landscaping.



Design and construct parks and facilities with durable, long-lasting materials.



Design parks and facilities to require minimal maintenance.

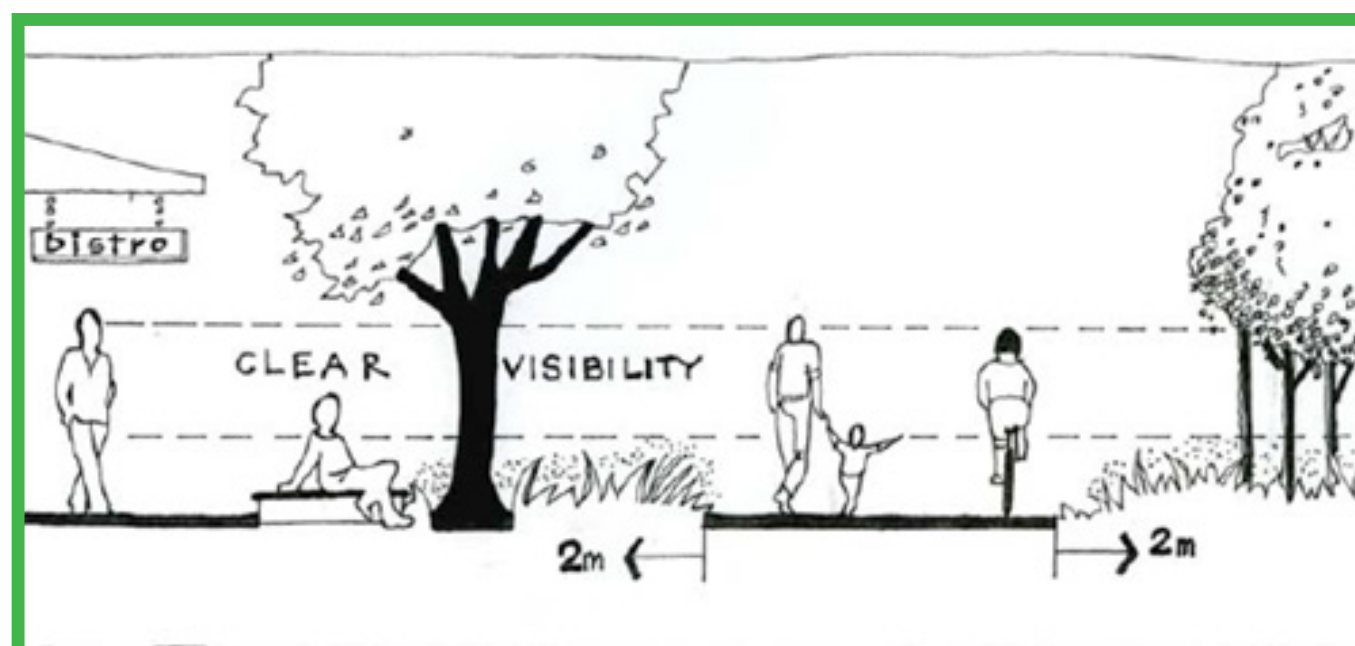


Figure 3. Vegetation should not obscure sight lines and movement

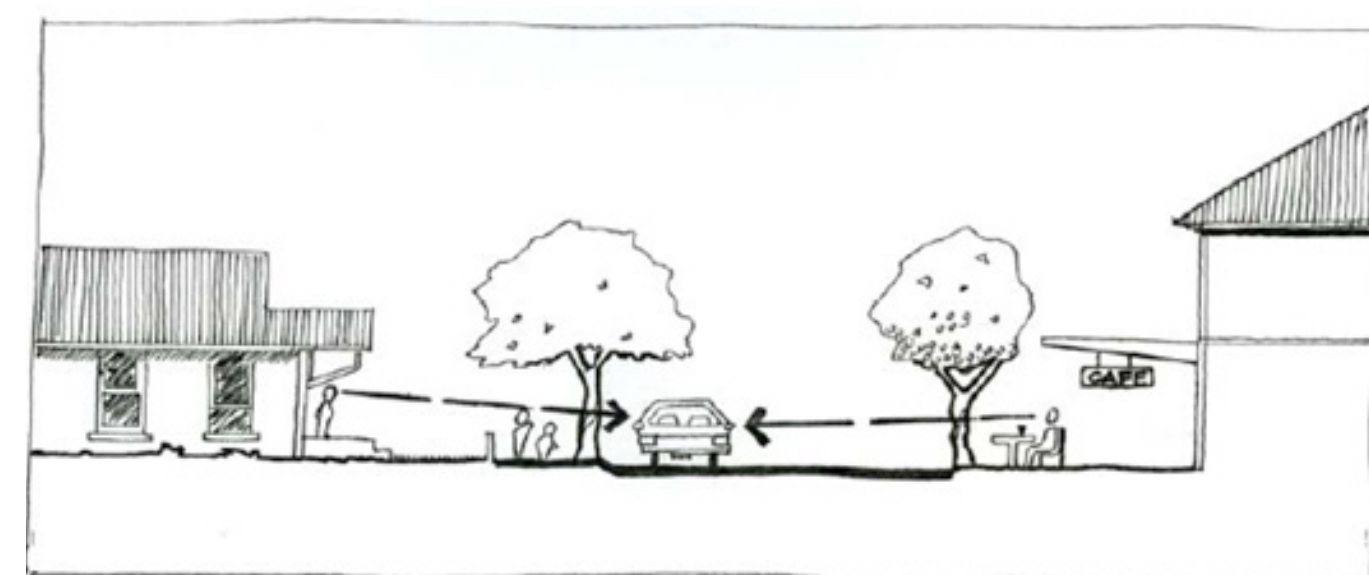


Figure 1. A number of observers have clear sight lines to the streetscape allowing for natural surveillance

Use Crime Prevention Through Environmental Design (CPTED) techniques (e.g., increase natural surveillance, control access, management and maintenance) to increase safety of parks and recreation facilities.

RECREATION PROGRAMS



Place up to five (5) sticky dots on the types of recreation programming you are most interested in.

<u>Athletics</u>	<u>Health & Fitness</u>	<u>Creative</u>	<u>Nature</u>	<u>Culture</u>	<u>Miscellaneous</u>
Adult Sports (e.g., softball, basketball)	Exercise classes (e.g., Zumba, dance, spinning, CrossFit, boot camp)	Art classes (e.g., drawing, painting, ceramics, quilting)	Guided excursions (e.g., paddling trips, day hikes)	Entertainment (e.g., social dancing, game nights)	Educational workshops (e.g., learn a language or new craft)
Youth Sports (e.g., swimming, soccer)	Social exercise clubs (e.g., cycling, running, walk-n-talk)	Technology-based classes (e.g., digital photography)	Nature education (e.g., guided bird-watching, native plant scavenger hunts)	Food & beverage-related events (e.g., restaurant week, food trucks)	Family oriented events (e.g., kids days, holiday events)
Races (e.g., mud run, obstacle course, 5ks)	Outdoor fitness classes (e.g., yoga, tai chi)	Writing and music workshops (e.g., creative writing, guitar lessons)	Nature recreation clinics (e.g., fishing)	Music-related events (e.g., festivals, concerts in the park)	Inclusive recreation (e.g., classes and camps for people with disabilities)



THANK YOU!

THANK YOU FOR HELPING THE CITY DETERMINE THE FUTURE OF THE

LAS CRUCES PARKS & RECREATION MASTER PLAN

Your feedback is very important! If you have any additional comments, please write them on a sticky note and place it in the comment box to the right. Also, please take a few minutes to complete our Online community survey by February 28.

English: <https://www.surveymonkey.com/r/LasCrucesParks>

Español: <https://www.surveymonkey.com/r/LasCrucesParksEspanol>

Thanks again!