

Arrowhead Park Master Plan

*Vision: To be the Premier Regional Community
for Science and Technology*

Purpose of Master PlanA Foundation for “A Significant Place”

- ❖ Quality, competitive, sustainable real estate development....
- ❖ Ensure standards of NMSU and Arrowhead maintained, and enhance the community around the Park
- ❖ Development standard to assure tenants of value of their investment

Master Plan Development Process

- ❖ Input / Data Gathering – six month process
- ❖ 3 day charrette, dozens of interviews, data searching
 - NMSU Administration
 - NMSU Colleges
 - City / County Leaders
 - Local Developers
 - EDD / MVEDA
 - Community Representatives
 - State / Regional Leaders
 - Commercial Real Estate Brokers
- ❖ Gather Info Nationally on Peers / Best Practices
- ❖ Development of framework concepts and supporting details around existing assets and constraints

Identified Goals for Development Plan

- ❖ Become a “best-in-class” mixed-use development
 - 10-20 year plan for a true live-learn-work-play environment
- ❖ Class A office to attract high wage paying tenant companies
- ❖ Gateway to NMSU campus and to City of Las Cruces
- ❖ Flexible spaces to inspire innovation, entrepreneurship, and technology development
- ❖ Enable NMSU Research collaborations with corporate partners
- ❖ Target Sectors –
 - Life Sciences, Aerospace, AgriBiz, Water/Energy, Film / Creative Media

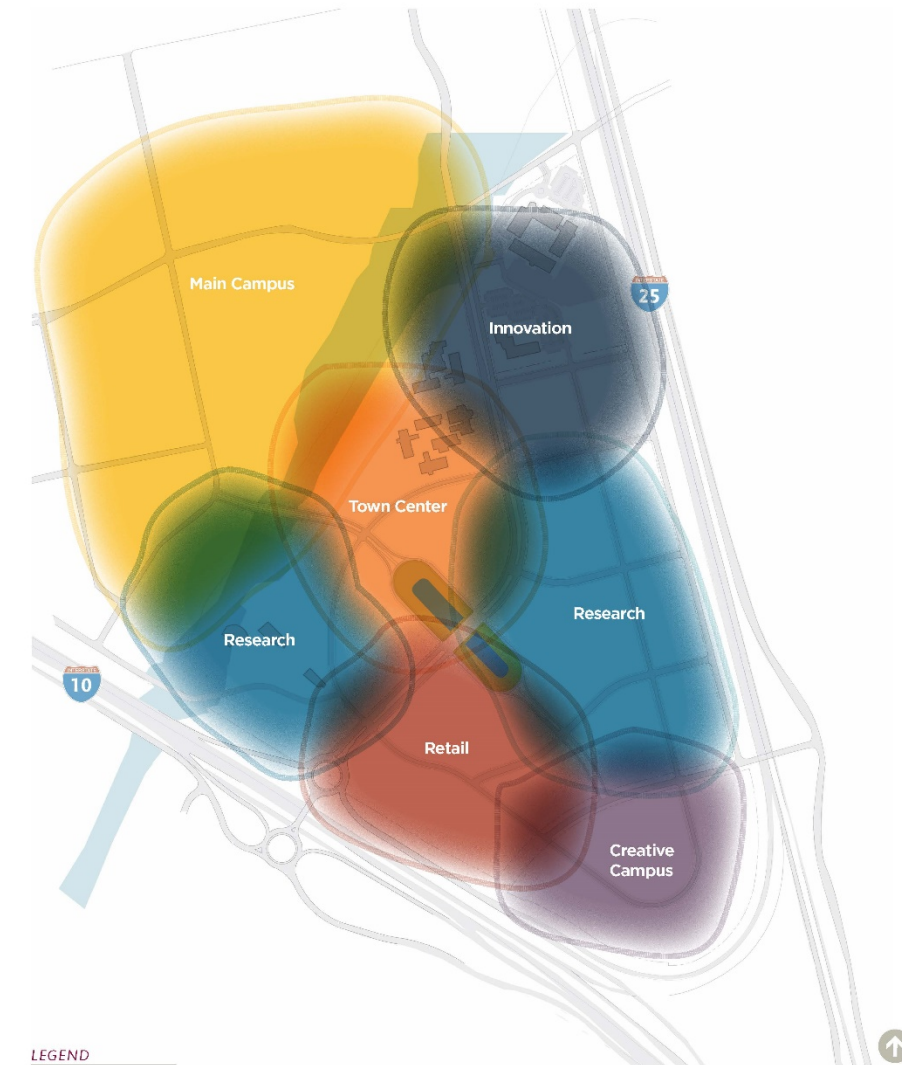


Development Framework

Key Districts for Development

- ❖ Innovation Education & Entrepreneurship
- ❖ Research NMSU, BCOM, Corporate
- ❖ Creative Campus Film, Technology, Arts
- ❖ Town Center Mixed Work/Live/Play Areas
- ❖ Retail Commercial Retail Centers

CONCEPTUAL FRAMEWORK



LEGEND

- NMSU Main Campus
- Innovation District
- Town Center District
- Research Districts
- Retail Districts
- Creative Campus Districts

Circulation

Enhancing Connection to NMSU & Community

- ❖ Opportunities for students, faculty, local residents
- ❖ New connector from Locust across arroyo to Town Center
- ❖ Tie to Sisbarro Park trail system and campus bike paths
- ❖ Integrate with MPO regional trail system
- ❖ Extension of Aggie and Roadrunner transit systems
- ❖ Future I-10 interchange and Arrowhead Drive

MULTI-MODAL CIRCULATION



LEGEND

- Campus Bike Network
- Proposed Bike Lanes
- Trail Portion Designated as part of the Activity Loop
- Formalized Arroyo Trail
- Primary Pedestrian Path
- Existing Transit Route
- Proposed Transit Route
- Connection to existing network

Vision for Park Life

“A Significant Place”, Enhancing Community

- ❖ Walkable urban design in core areas
- ❖ Shared community / gathering spaces
- ❖ Shared parking areas hidden by buildings
- ❖ Green spaces and water features
- ❖ Multi-modal roadways, paths, trails

ARROWHEAD PARK VISION



Town Center

The mixed-use Town Center District is intended to become the Park's premier destination with land uses that accommodate work, live, and play.



Tortugas Arroyo

The Tortugas Arroyo provides recreational opportunities that could connect NMSU with the surrounding community.



Gateways

Conceptual gateway feature and complementary landscaping intended to enhance the entry sequence and brand Arrowhead Park.

Park Architecture

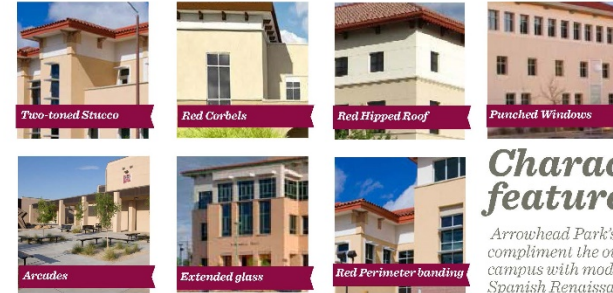
Holding True to our Historic NMSU Style

- ❖ Spanish Renaissance Revival
- ❖ Tile Roofs, Corbels / Red Trim
- ❖ Two-Toned Stucco, Punched Windows

Expanded Architectural Features

- ❖ Incorporate more Class A, tech office park features
- ❖ Expanded Glass Areas
- ❖ Greater Use of common spaces, plazas, patios

ARCHITECTURAL CHARACTER



Character defining features

Arrowhead Park's architectural character should compliment the overall design of the NMSU main campus with modern adaptations of the established Spanish Renaissance style and a broad material palette appropriate for a state-of-the-art innovation center. The Park's guidelines describe the distinguishing characteristics that define architectural features of the established style.

Hipped red clay tile roof with deep overhang and brackets.

Ornamented wooden corbels traditionally support roof overhangs.



OFFICE/ RESEARCH/ EDUCATIONAL BUILDINGS

Hipped red clay tile roof with deep overhang and brackets.

Punched windows

Arcades



COMMERCIAL/ RETAIL BUILDINGS

Landscape Development

A Welcoming Environment

- ❖ Extensive landscaping to green and soften the environment
- ❖ Water features to cool the surroundings, attract wildlife
- ❖ Shading through trees and structures
- ❖ Plants and groundcovers consistent with native landscape
- ❖ Multi-Use trails and paths, arroyo upgrades

LANDSCAPE ZONES



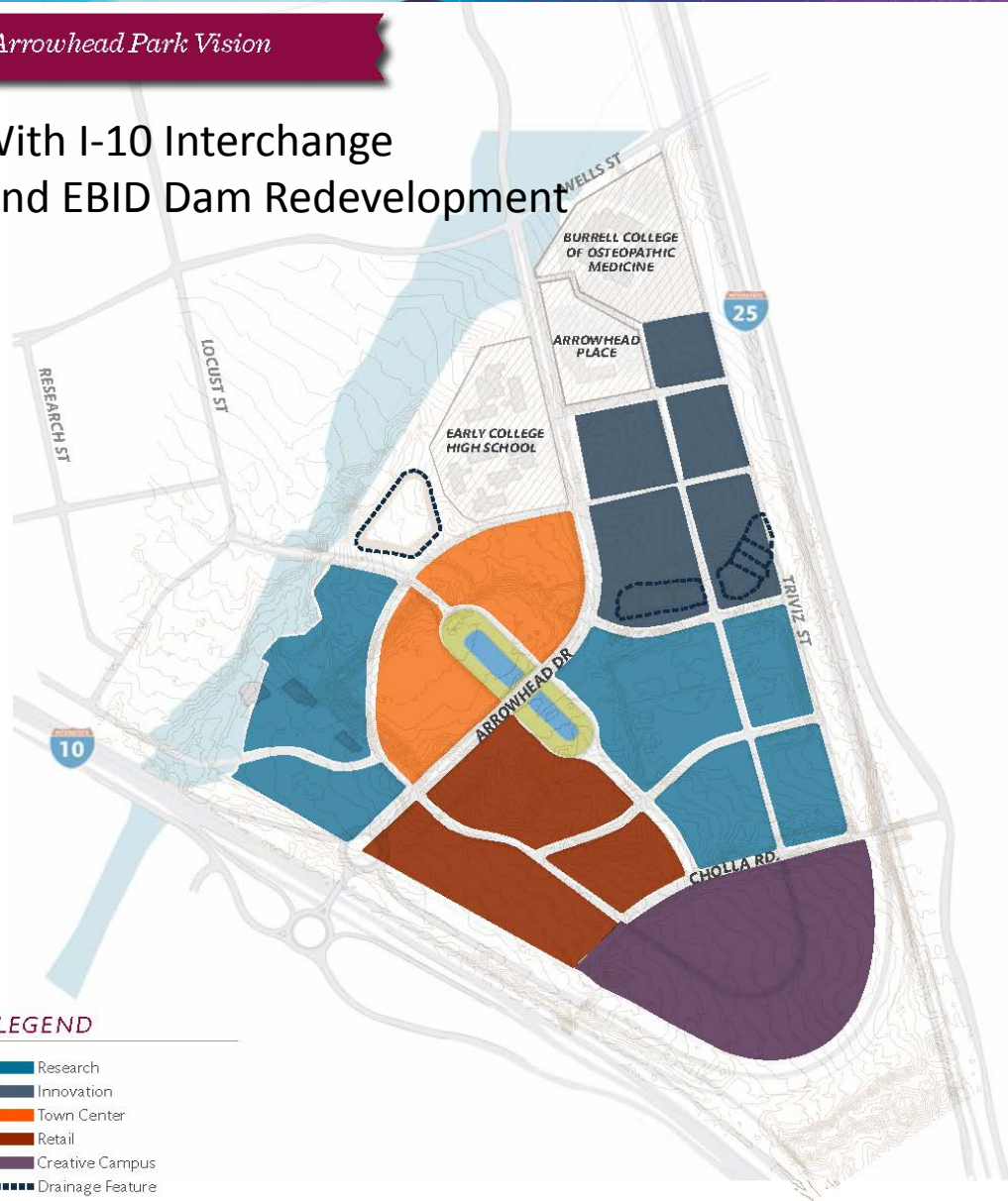
LEGEND

- Valley Landscape Zone
- Potential Valley Landscape Zone
- Transition Zone
- Desert Mesa Zone
- Arroyo Zone

Arrowhead Park - Two Frameworks, One Future

Arrowhead Park Vision

With I-10 Interchange
And EBID Dam Redevelopment

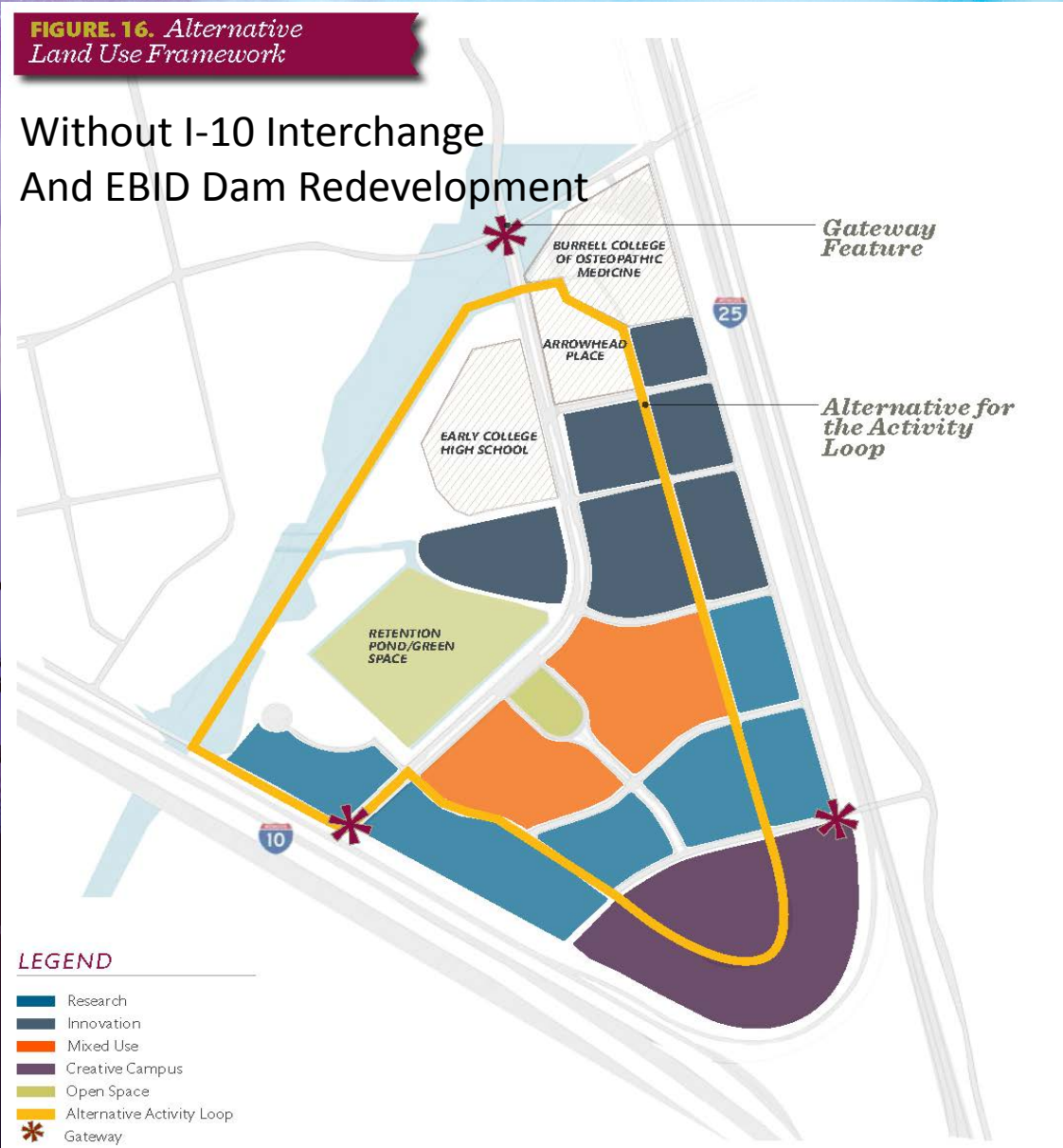


LEGEND

- Research
- Innovation
- Town Center
- Retail
- Creative Campus
- Drainage Feature

FIGURE 16. Alternative Land Use Framework

Without I-10 Interchange
And EBID Dam Redevelopment



LEGEND

- Research
- Innovation
- Mixed Use
- Creative Campus
- Open Space
- Alternative Activity Loop
- ✱ Gateway

Thank You

From the Staff at Arrowhead Center



*Arrowhead Place -
Coming in April 2018*