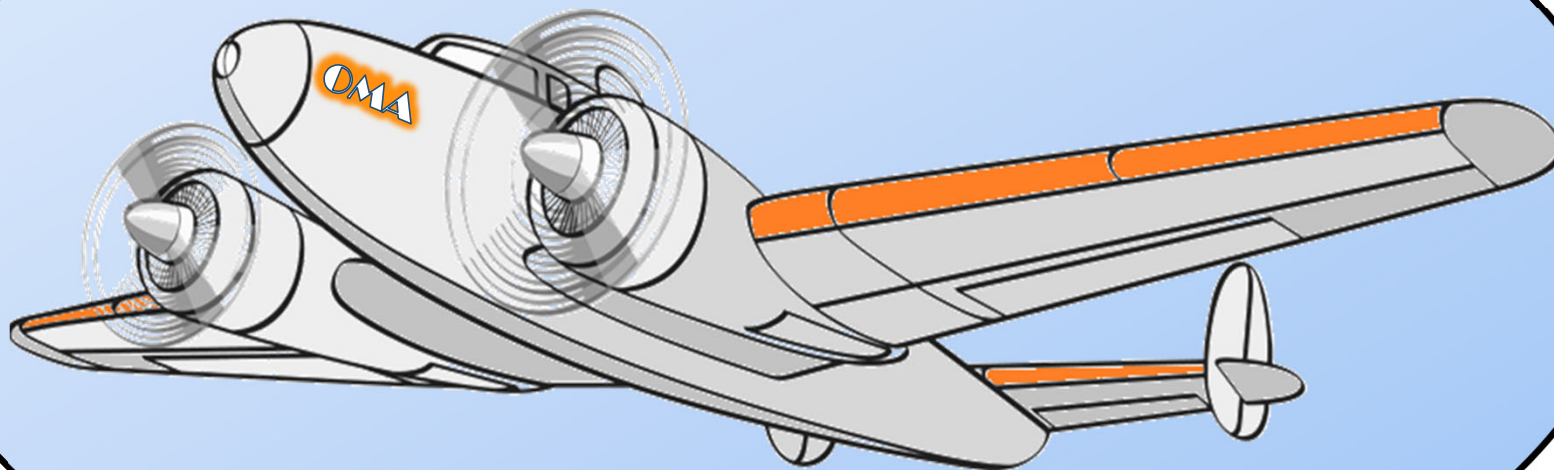
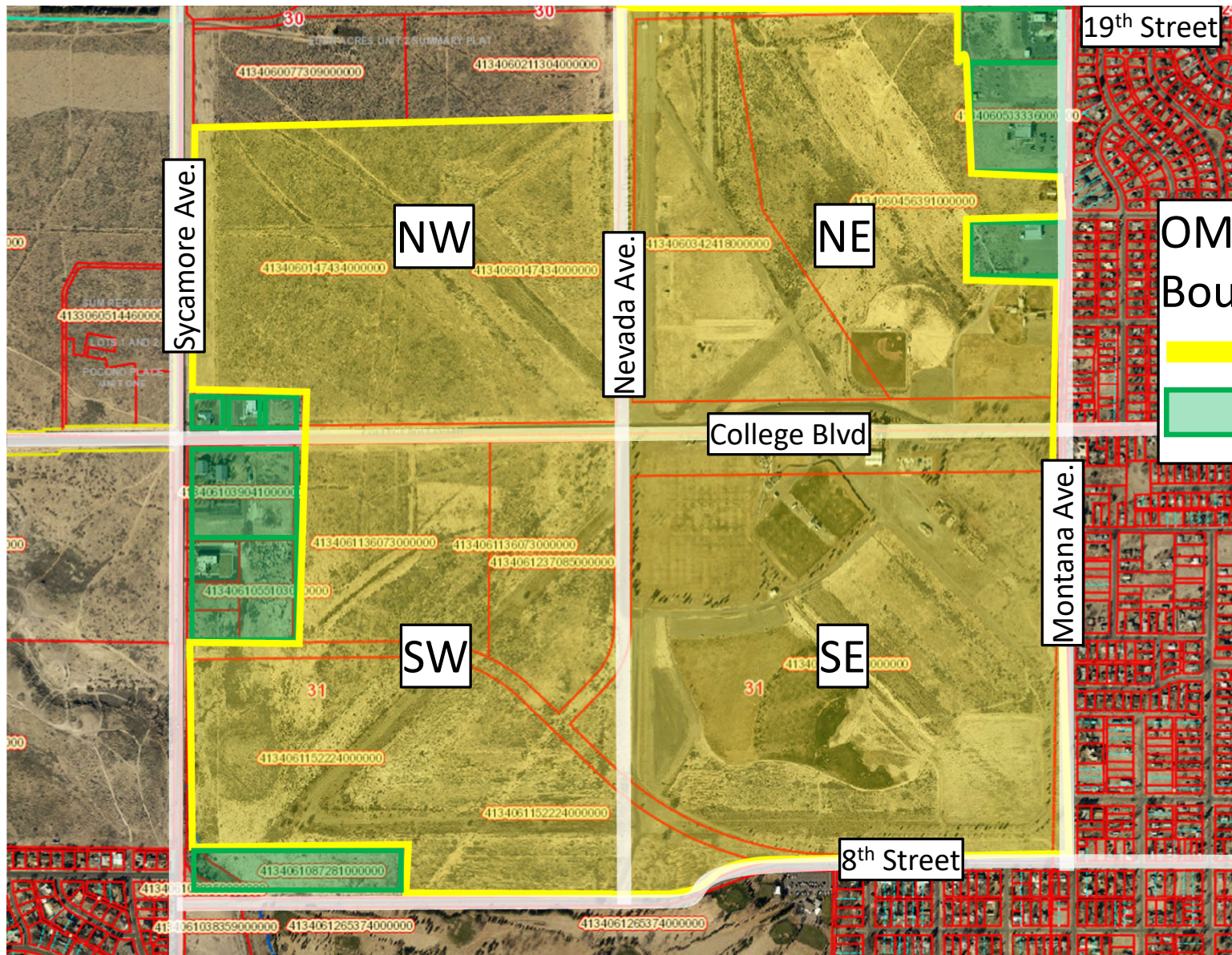


City of Roswell, New Mexico



Old Municipal Airport



OMA
Boundaries

= "In"

= "Out"



Old Municipal Airport (OMA)

Used As The Municipal Airport From Late 1920's Thru 1970 Before Air Operations were Relocated To The Roswell International Air Center (RIAC)

After Arriving Here As The City Planner, I Was Told That I Was To Create A Master Plan for a Mixed Use Project Out Of The Remaining 500 Acres Not Being Used By Cielo Grande (170 Acres).

A Master Plan is a Generalized Land Use Plan That Shows Major Development Areas, Roadways and Other Large Features. Subsequent Development of Each of the "Pods" Will Require Much More Detailed Site Plans.



Criteria for OMA:

1. Create a New Mixed-Use Community, Not Just a Series of Unrelated Subdivisions and Separated Commercial Parcels
2. Make it a Walk-able/Bike-able Community
3. Project Needs to Create a Sense of Place, With a Unique Theme, Look, and “Feel”
4. Incorporate Sustainability Concepts Where Possible
5. Incorporate Various Housing Types and Densities
6. Create a **Place** Worth Caring About...



Why the Need For OMA?:

1. Need to Provide for a Range of Housing Types That Do Not Exist in Quantities or Higher Level Qualities in Roswell
2. Maximize Economic Benefit of this City-Owned Property
3. Create a Unique Place That Will Assist in Economic Development Efforts at the RIAC, *OMA & RIAC Are Two Sides of the Same Coin*



With Respect to Creating a Theme For This Place, We Looked Back to the Origins and Users of the Old Municipal Airport



Amelia Earhart's Airplane, the Kind That Would Have Been Landing Here During the 1930's thru the 1950's



Iconic Shape
of the Tower

Local Air Service
Providers of the Past

Pioneer Airlines

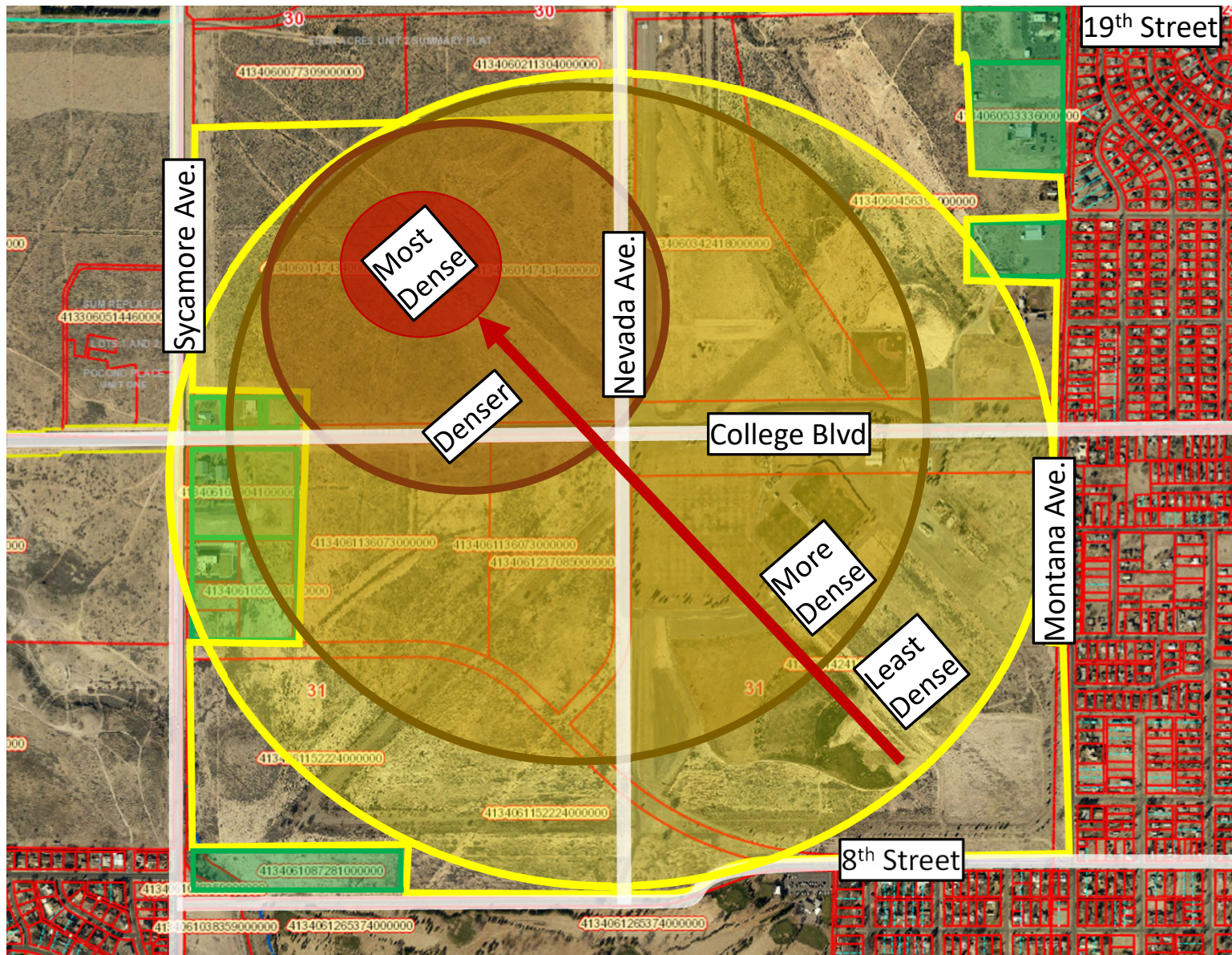
Trans-Texas Airways

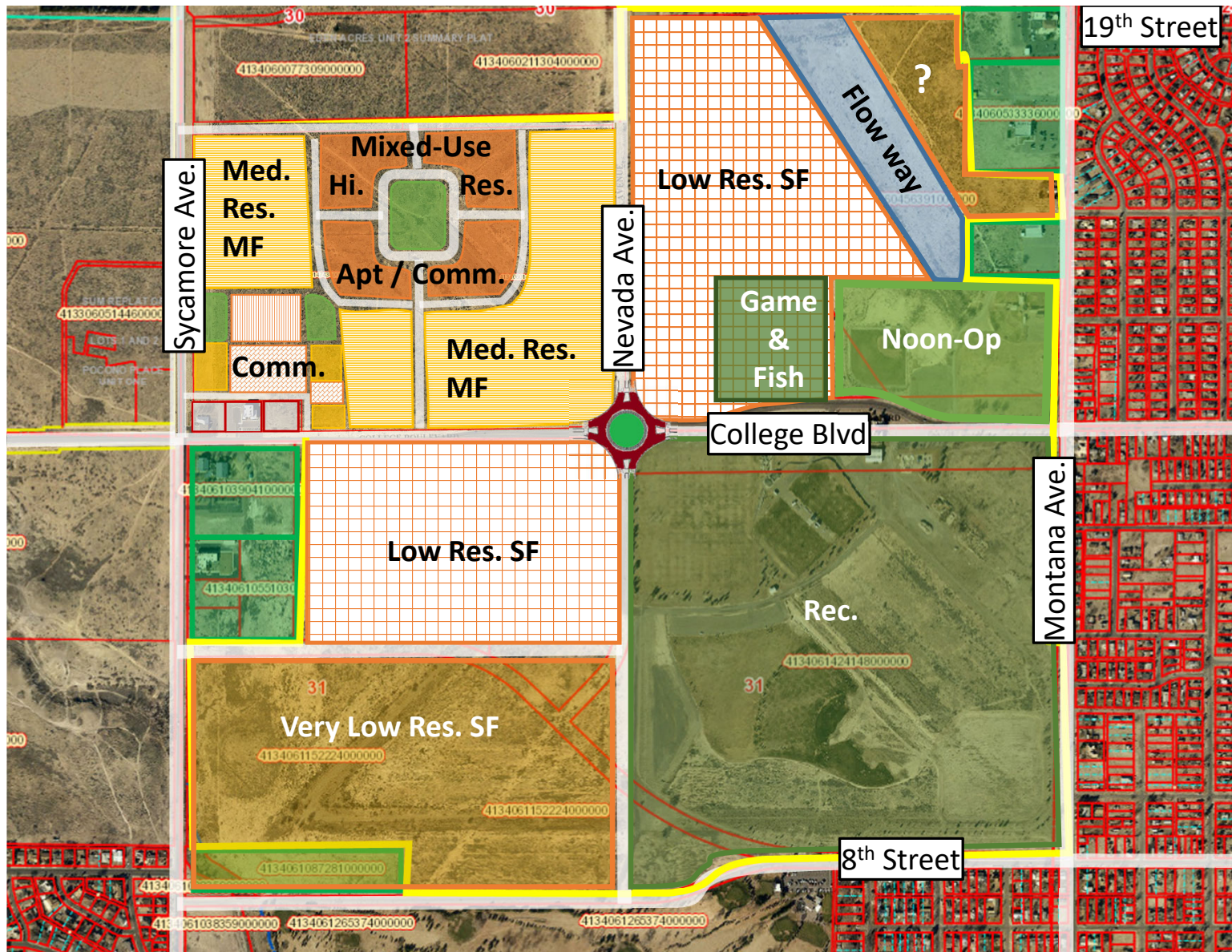
Bison Airlines

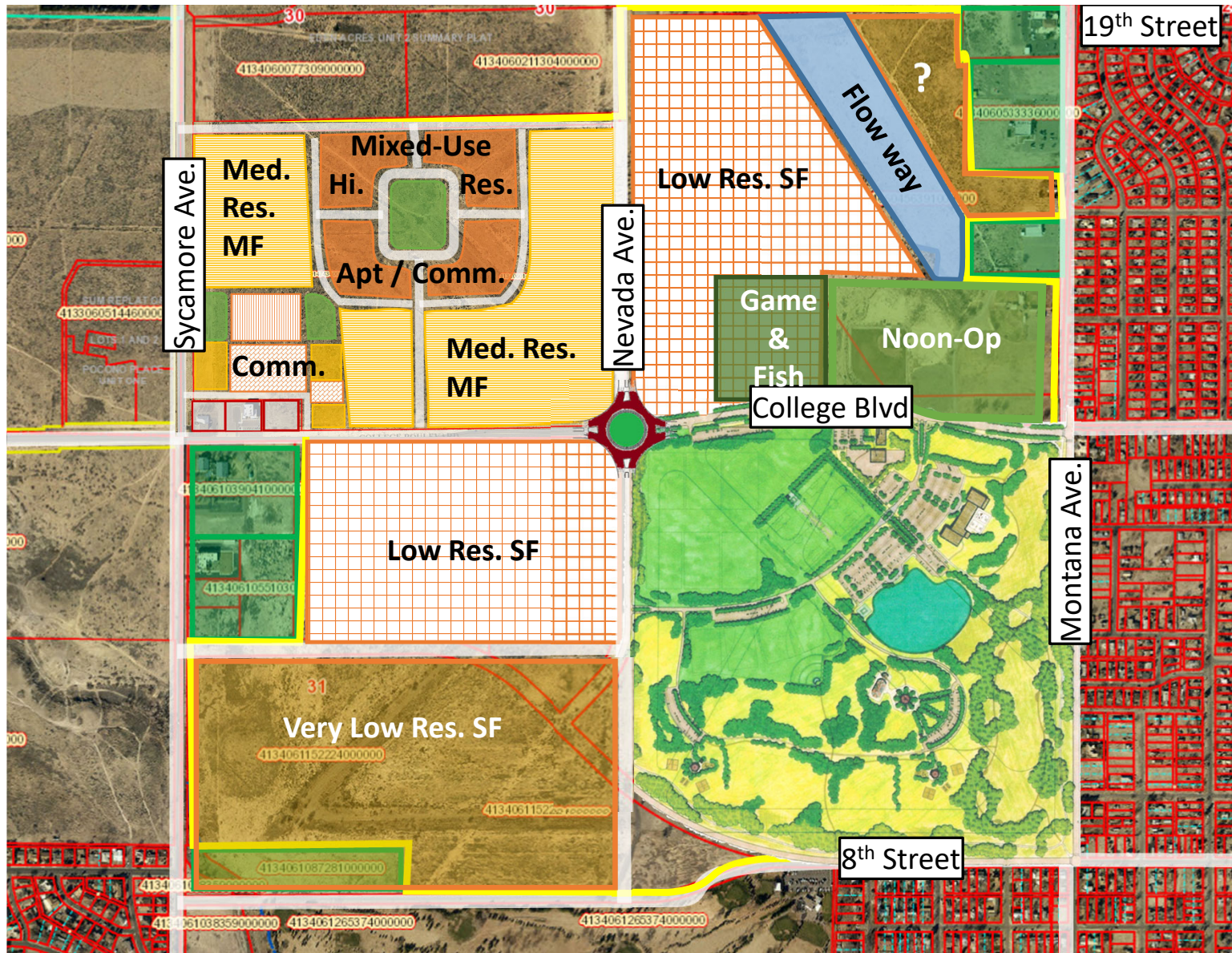


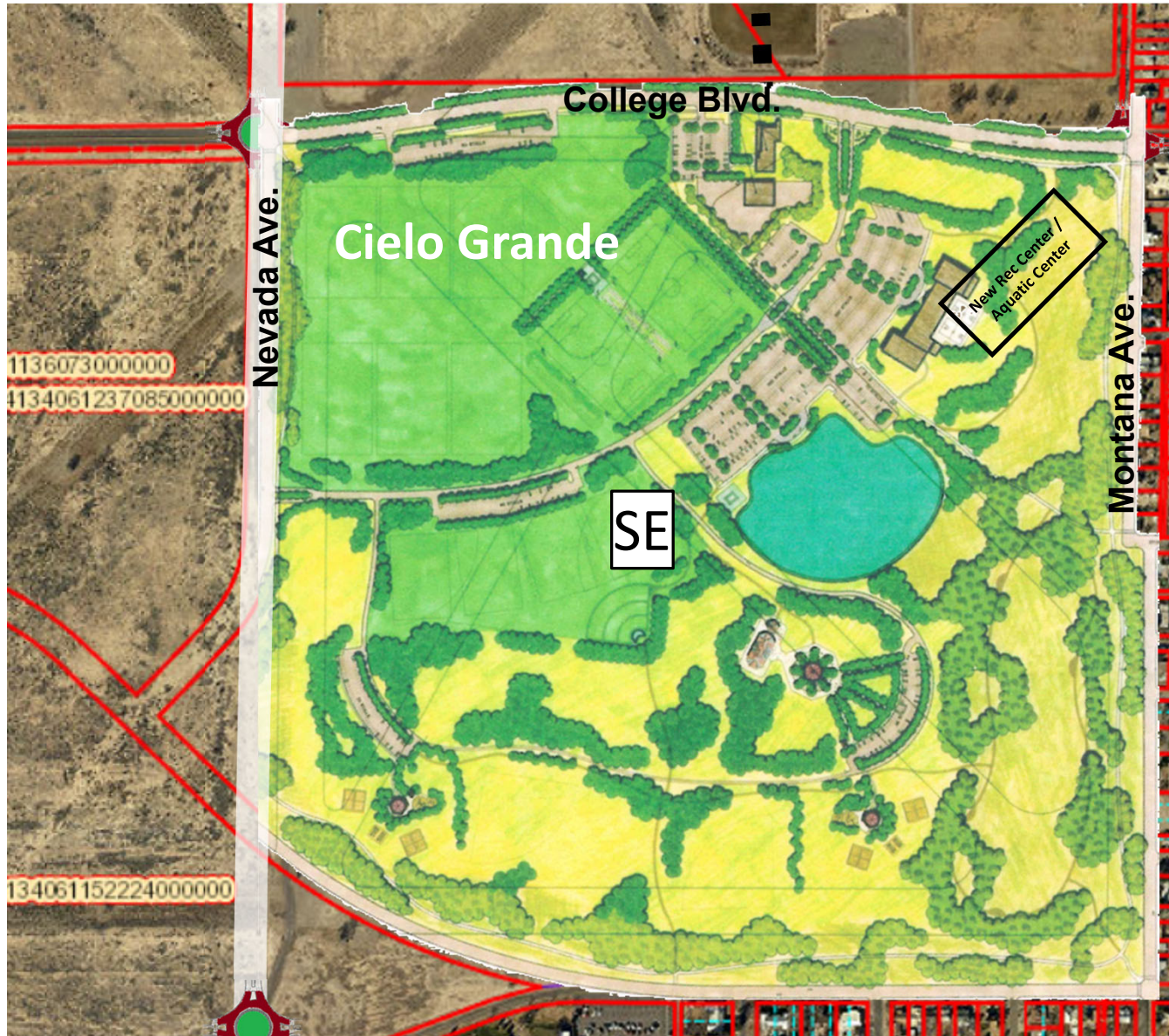
Use Elements
From OMA's Past
to Project into the
Future Design
Elements of the
New OMA Site

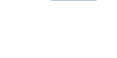










-  - Inst. (Existing)
-  - Comm. (Existing)
-  - Parks & Rec
-  - MXD
-  - Food Store Site
-  - Multi-Family
-  - Drainage/OS
-  - SF ¼ Ac.
-  - SF 1 Ac.
-  - Round-Abouts
-  - Entries
-  - Pavilion
-  - Water

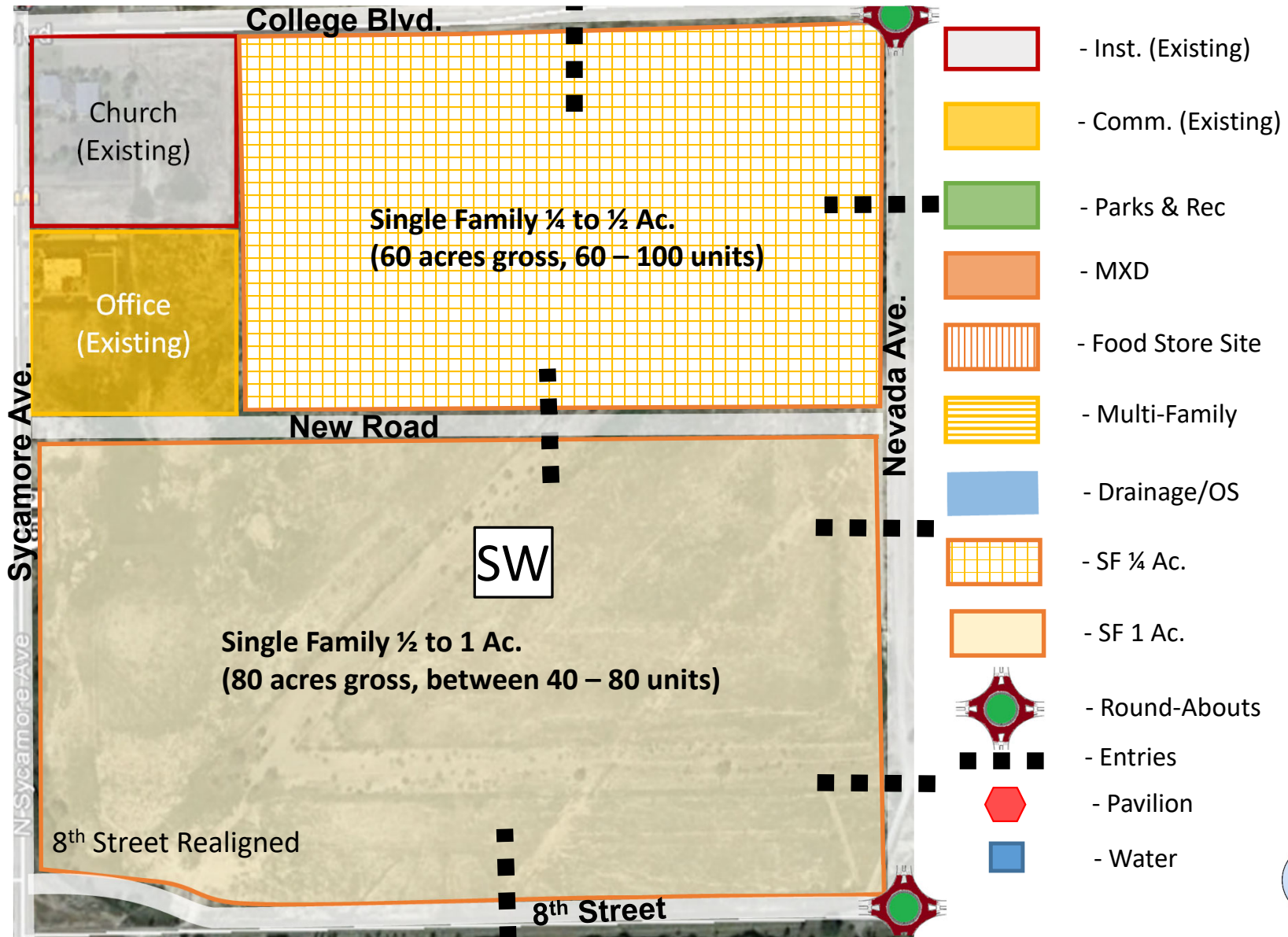


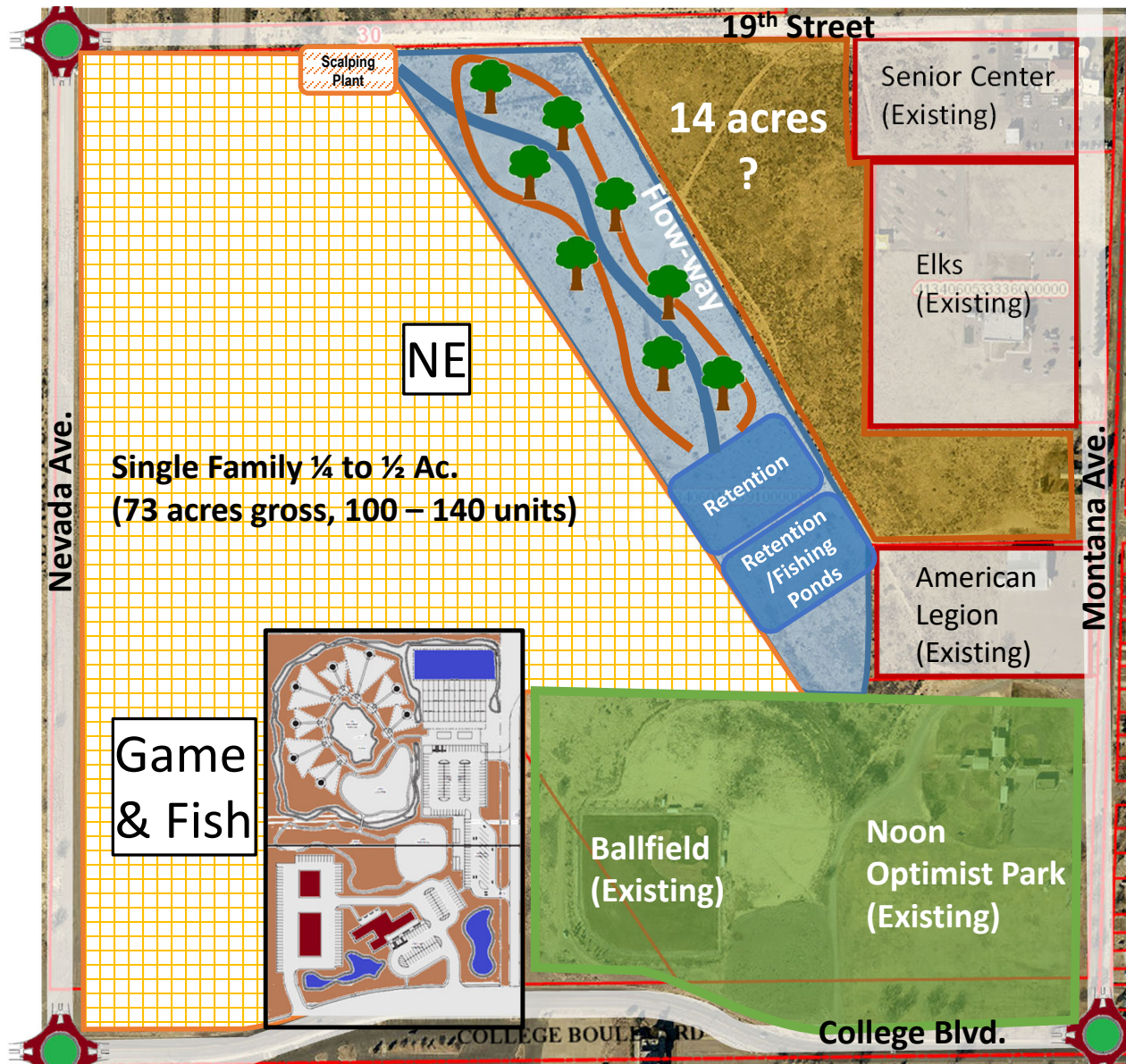


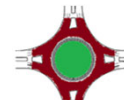
-  - Inst. (Existing)
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-  - SF ¼ Ac.
-  - SF 1 Ac.
-  - Round-Abouts
-  - Entries
-  - Pavilion
-  - Water





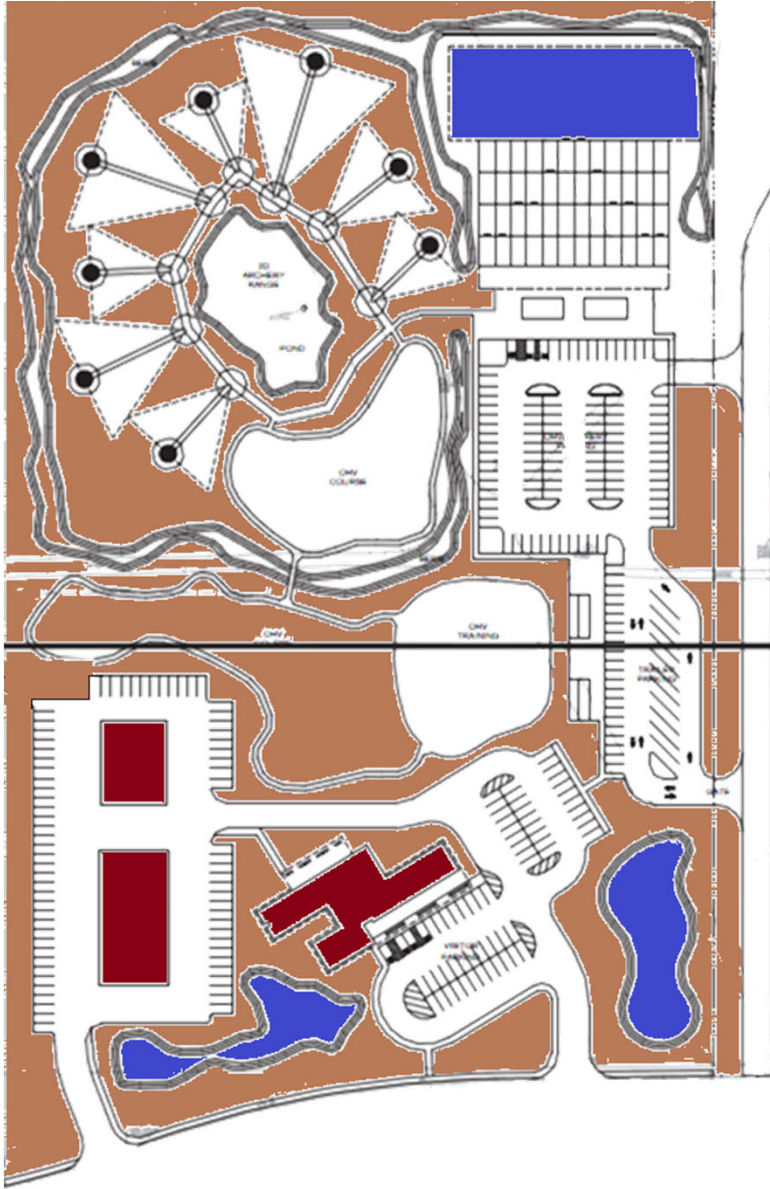


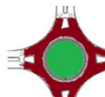


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-  - Comm. (Existing)
-  - Parks & Rec
-  - MXD
-  - Food Store Site
-  - Multi-Family
-  - Drainage/OS
-  - SF $\frac{1}{4}$ Ac.
-  - SF 1 Ac.
-  - Round-Abouts
-  - Entries
-  - Pavilion
-  - Water

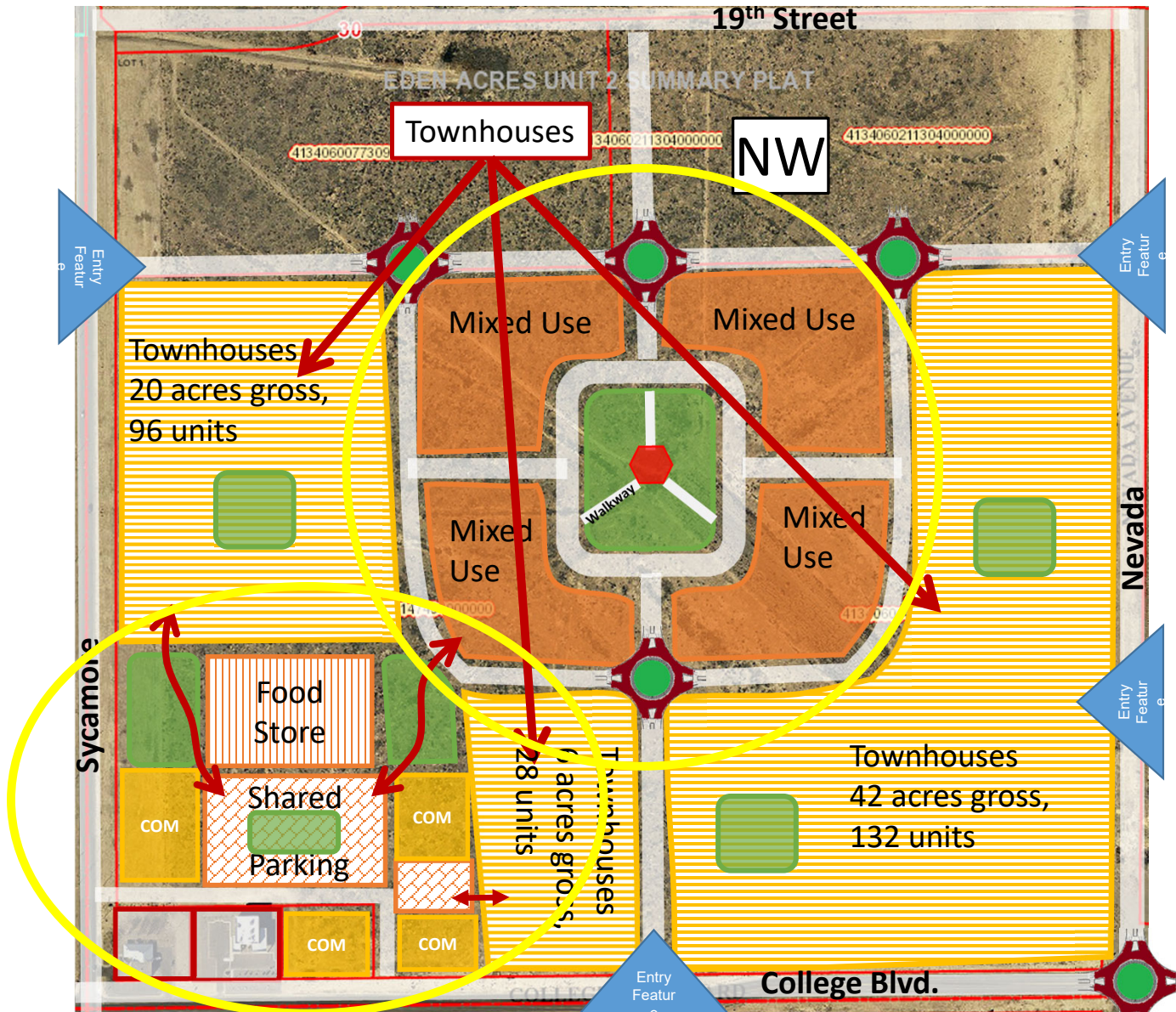


Game
& Fish



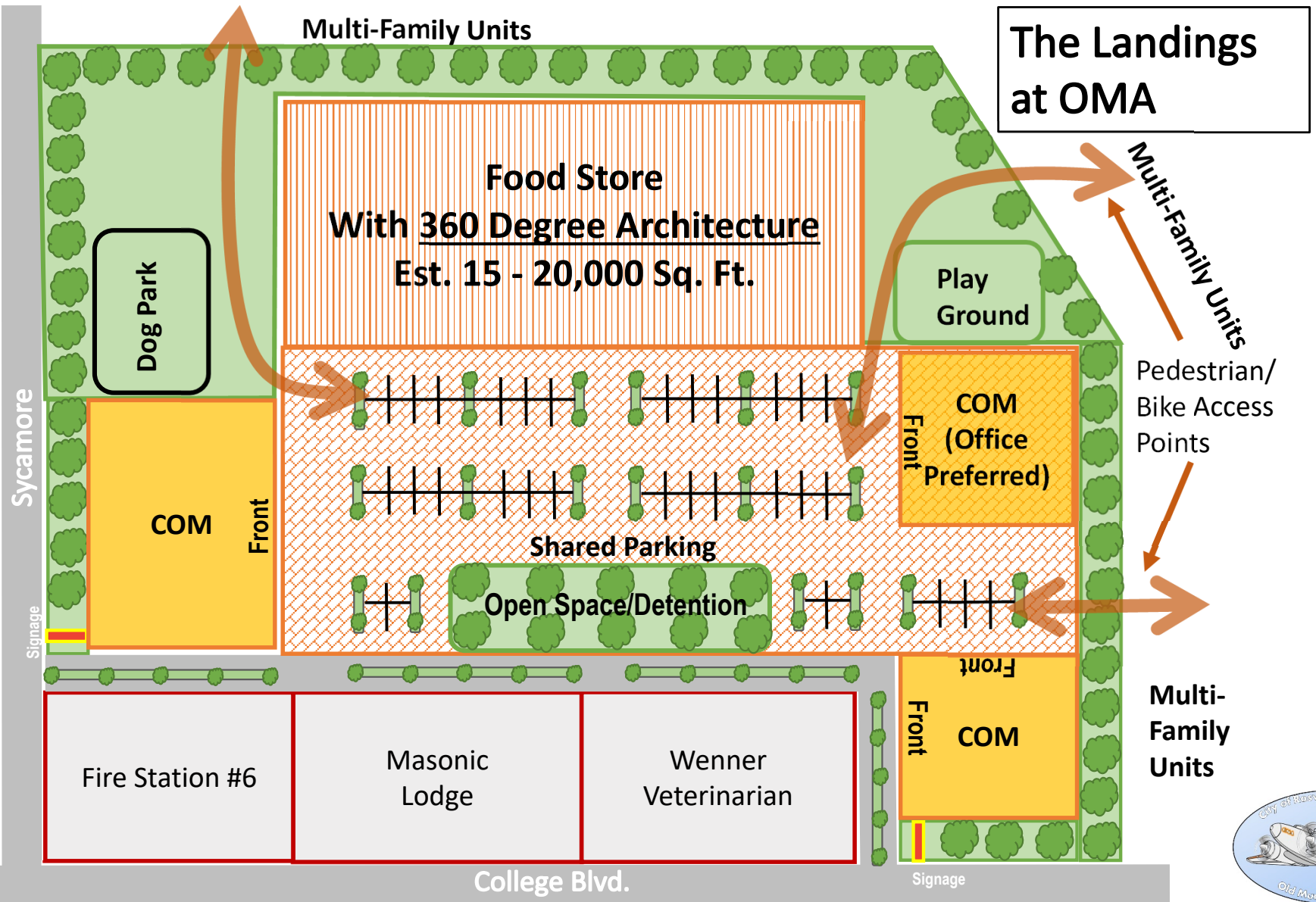
- | | |
|---|--------------------|
|  | - Inst. (Existing) |
|  | - Comm. (Existing) |
|  | - Parks & Rec |
|  | - MXD |
|  | - Food Store Site |
|  | - Multi-Family |
|  | - Drainage/OS |
|  | - SF ¼ Ac. |
|  | - SF 1 Ac. |
|  | - Round-Abouts |
|  | - Entries |
|  | - Pavilion |
|  | - Water |





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Fake Windows

Example: Backside of Costco, Royal Palm Beach, FL

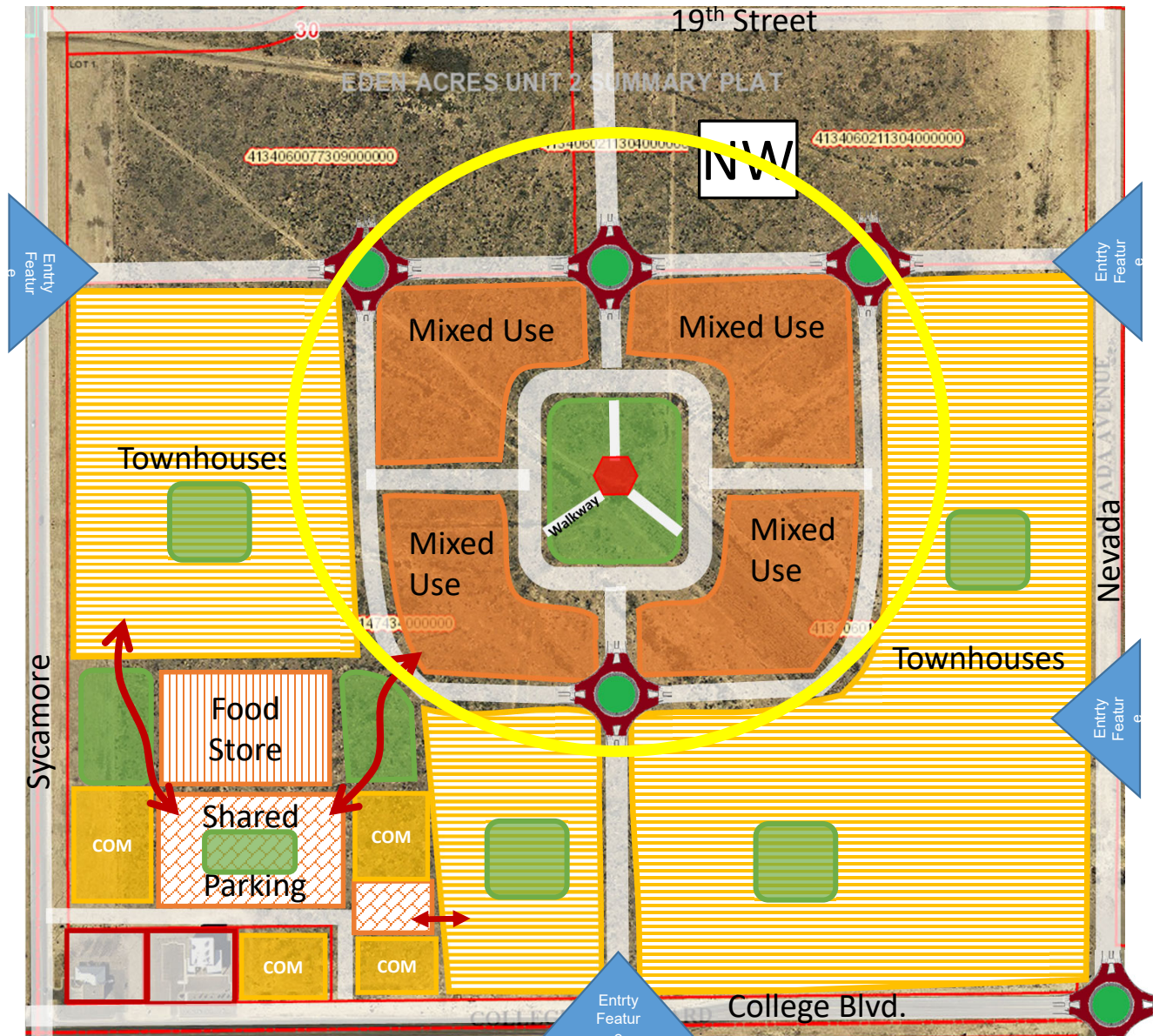
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© 2018 Google
© 2018 INEGI

Google Earth

26°41'02.13" N 80°13'17.38" W elev 17 ft eye alt 26 ft

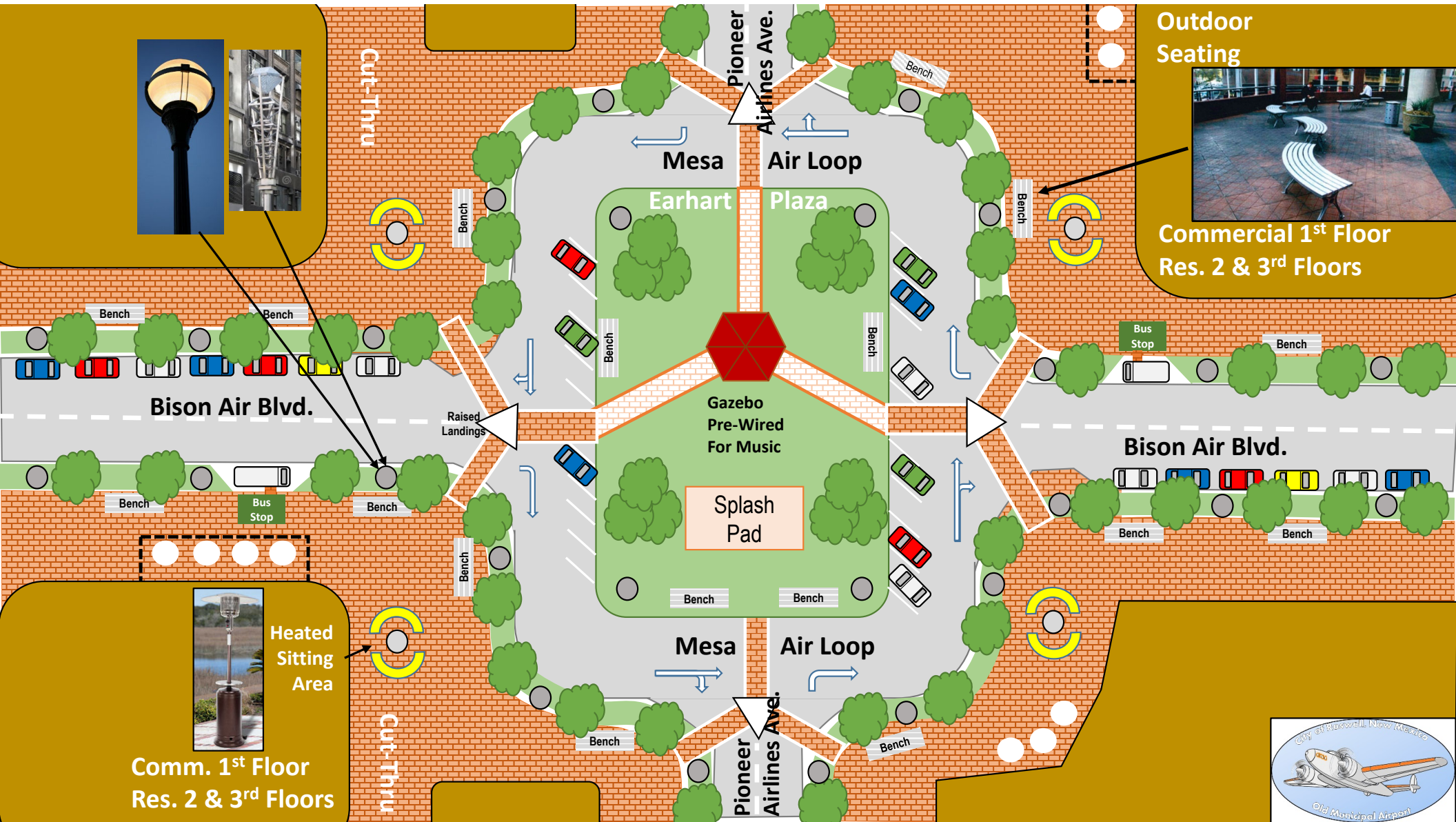
port's problem
Tour Guide





-  - Inst. (Existing)
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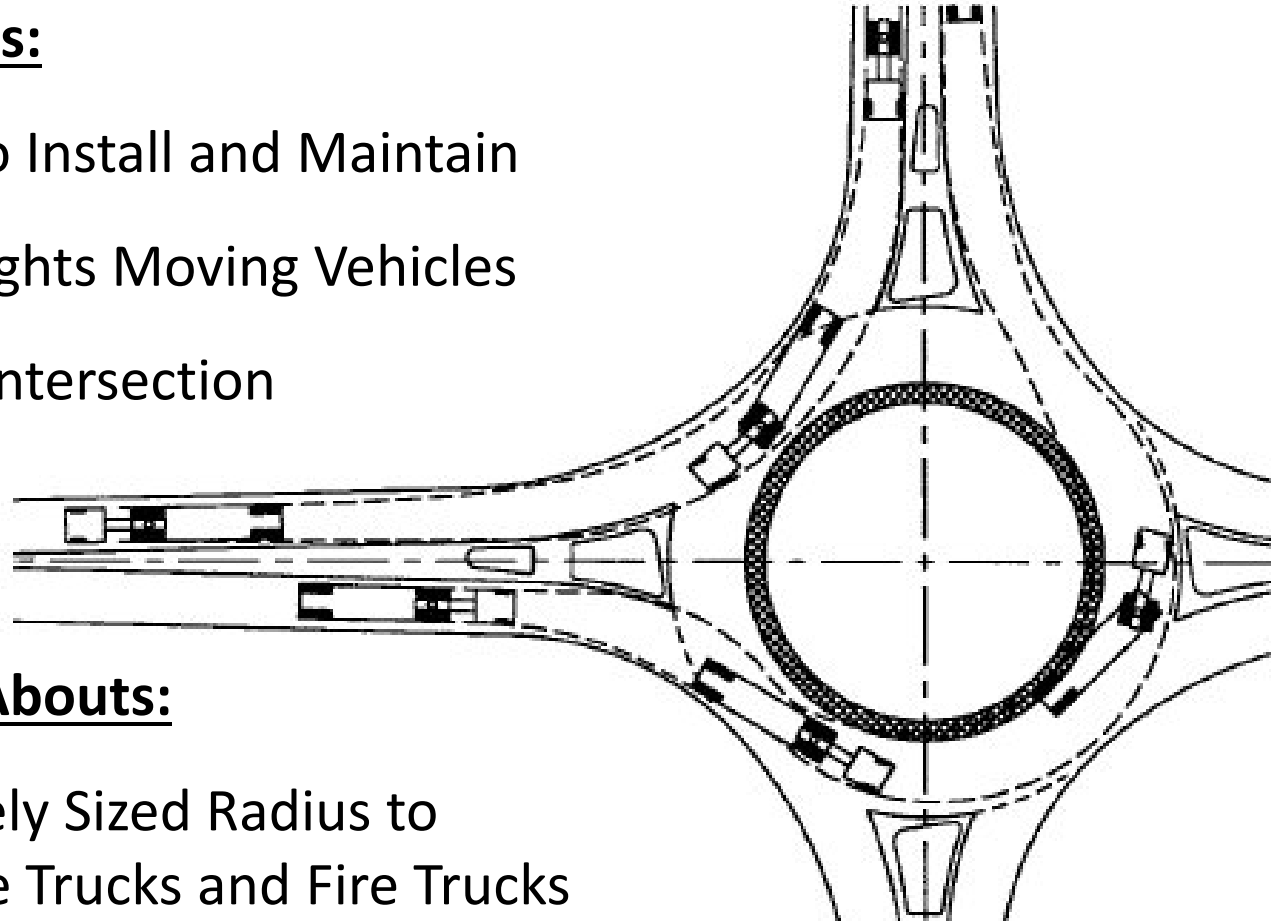


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Benefits of Round-Abouts:

1. Cheaper than Lights to Install and Maintain
2. More Efficient Than Lights Moving Vehicles
3. Far Safer Than Other Intersection



Concerns About Round-Abouts:

Need to Ensure Adequately Sized Radius to Accommodate Both Large Trucks and Fire Trucks

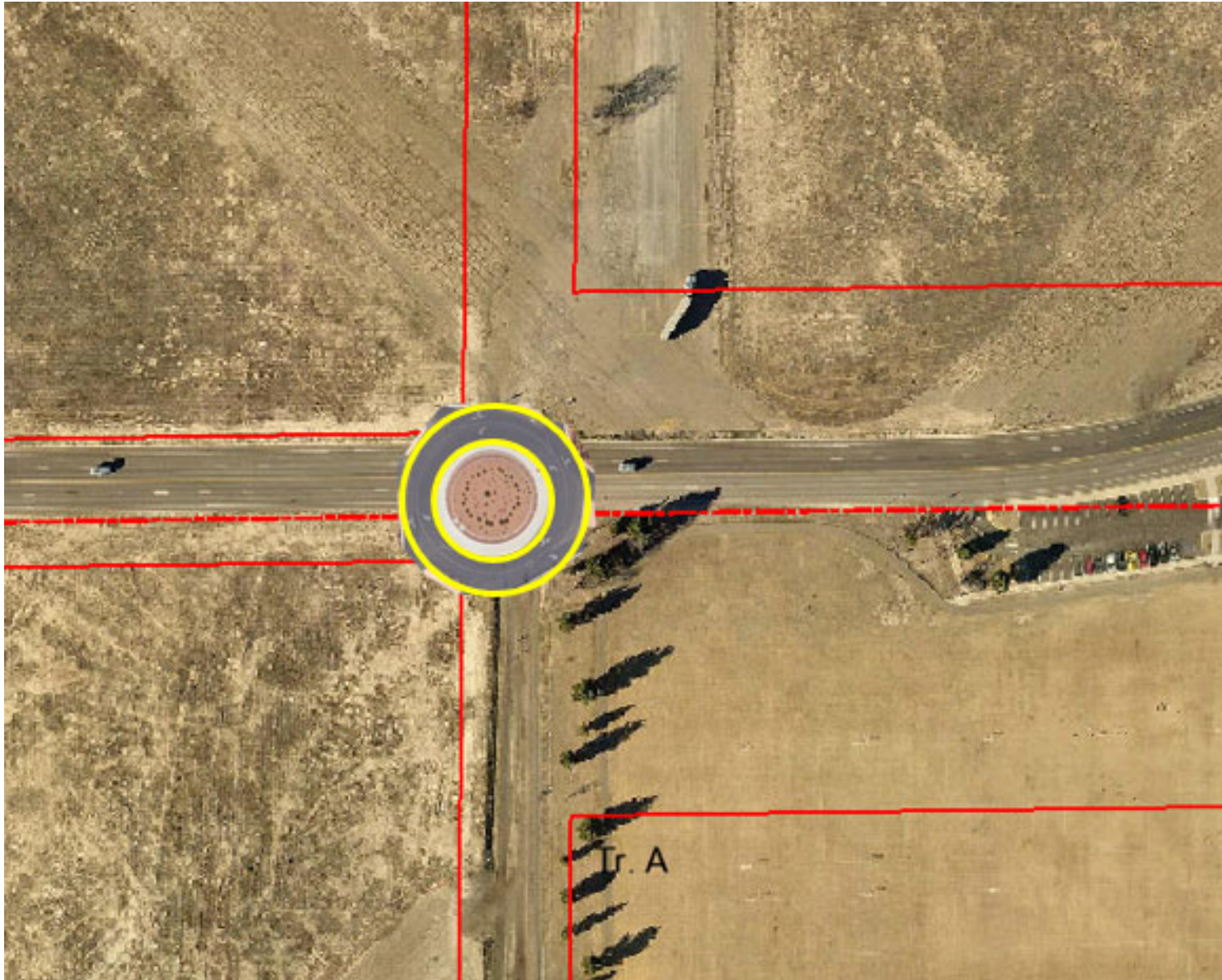
Like other things in Life, size matters, Bigger is Better...



Traffic Circle – Nevada Avenue and College Blvd. ?

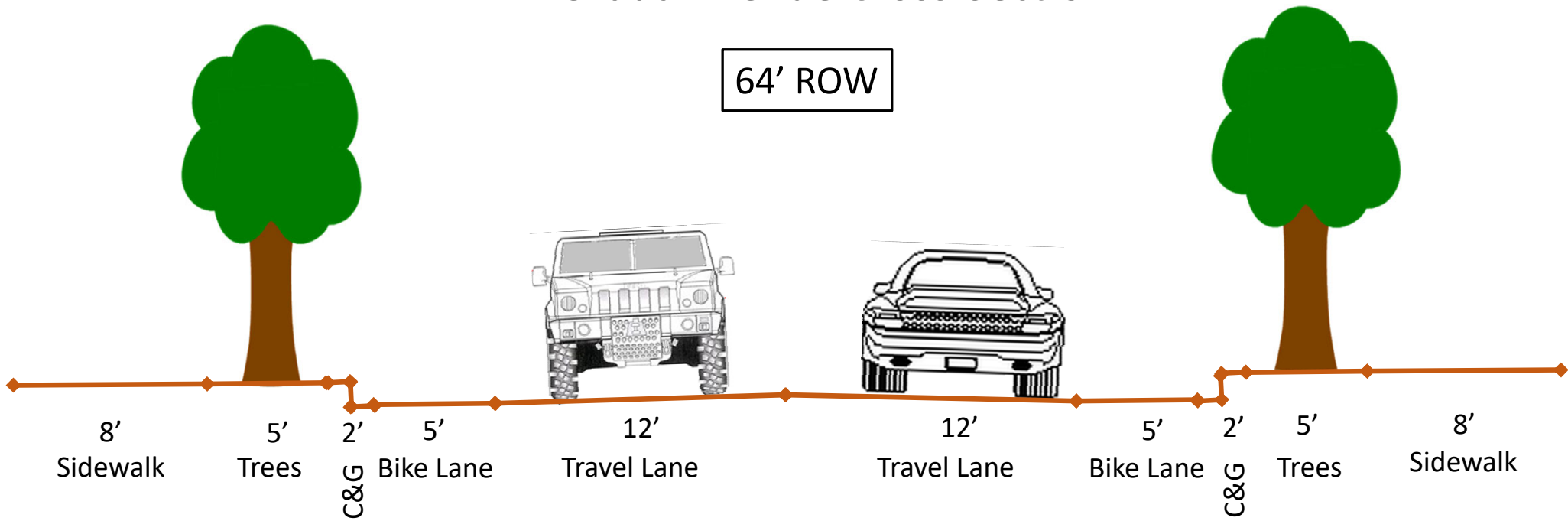






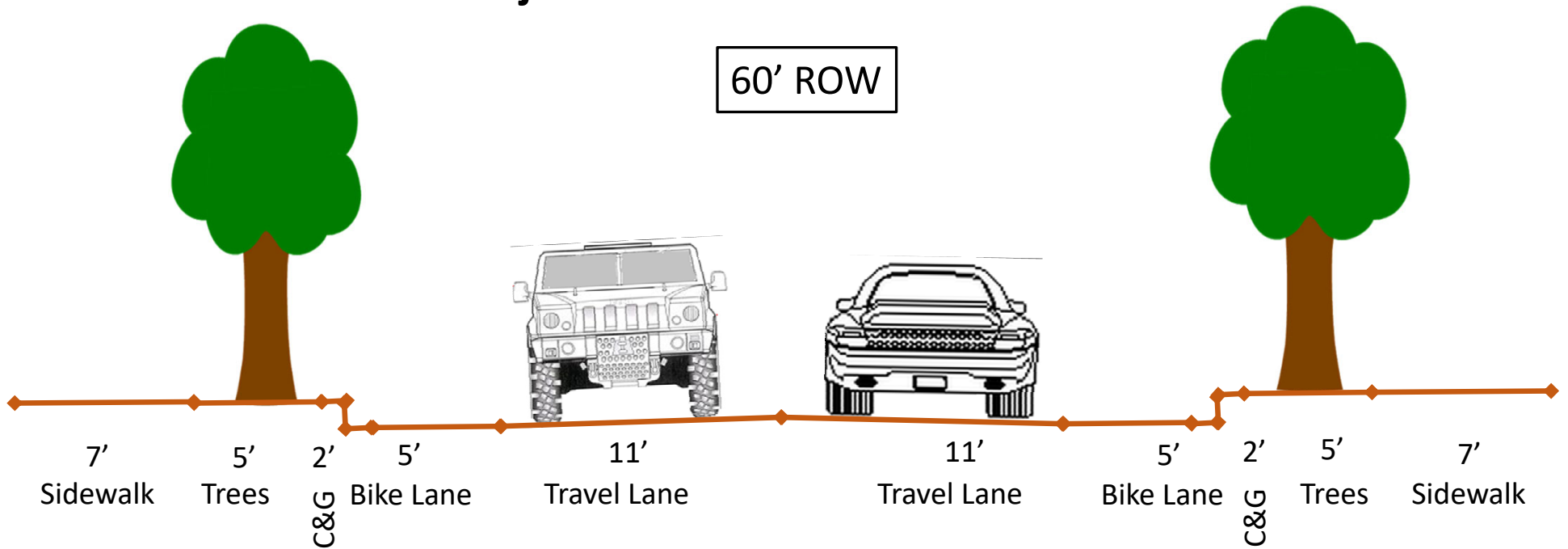
Nevada Avenue Cross-Section

64' ROW



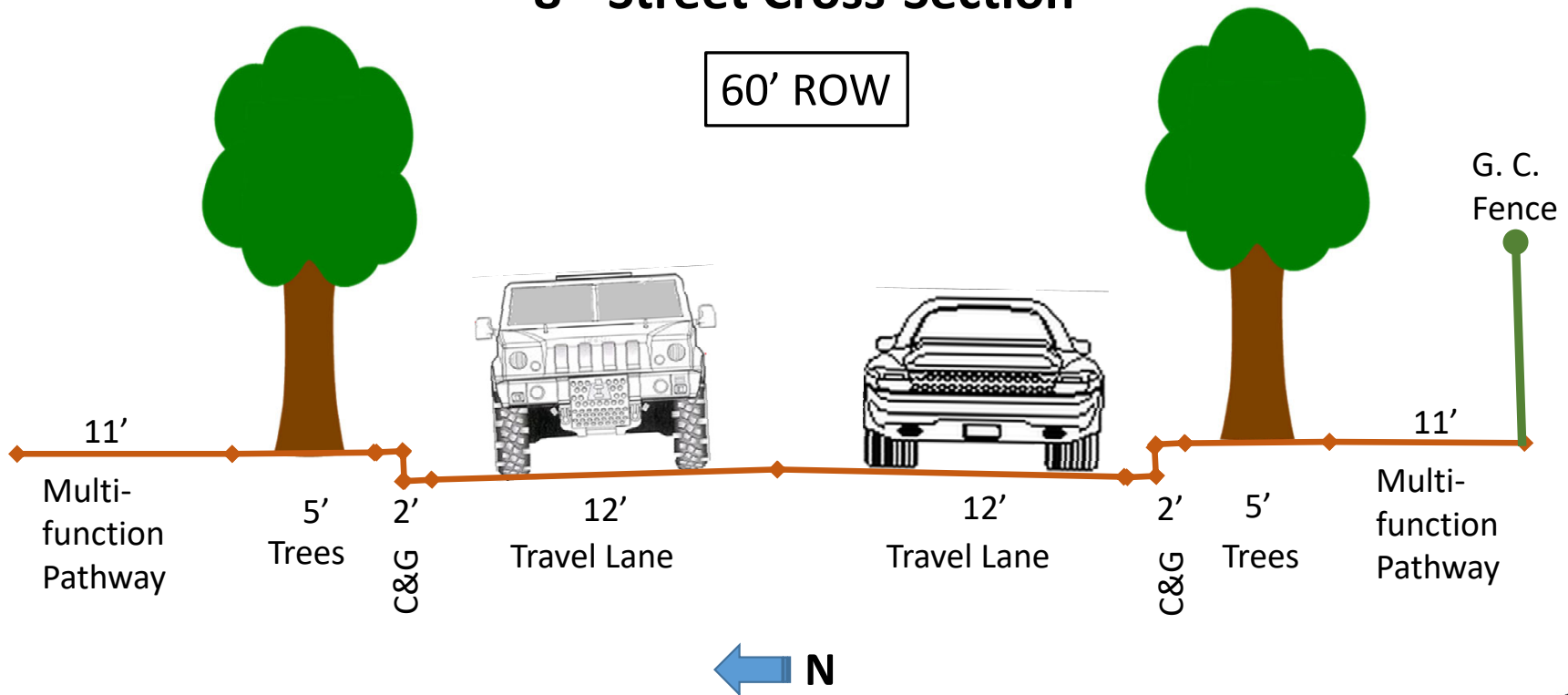
Major Internal Road Cross-Section

60' ROW



8th Street Cross-Section

60' ROW



Results of the OMA Economic Development Study?

Taking into consideration the comprehensive evaluation of prevailing site conditions, Roswell business climate, demographic analysis, and real estate market economics, the OMA Site redevelopment will require a phased approach over a 10- to 20-year period. **The first phase should focus on creating an urban infill core and community anchor.**

This Means Concentrating on the NW Quadrant

Based on interviews with developers, it is recommended that Phase 1 focus on developing rental apartments in a mixed- or multi-use setting, with ancillary pad retail and community amenities supported by public/private investment. Developers indicated that a typical **Phase 1 investment would yield approximately 250 rental units and 75,000 square feet of retail, dining and neighborhood service uses.** However, based on current market conditions, it is recommended that the City or Roswell target a more modest development program as a catalyst for longer-term, large scale development at the OMA Site.

This Means Emphasizing “Place-Making” and Being Patient



Results of the Study?

Development Program	Land Plan Designation	Units	Gross SF/ Unit	Construction Cost / Sq Ft	Construction Cost / Unit
Residential Development					
Multi-Family Apartments	Phase 1/2	250	1,000	\$ 125	\$ 125,000
Single Family Attached Townhome:	Phase 2	75	1,500	\$ 125	\$ 187,500
Single Family Homes	Phase 3	75	2,400	\$ 150	\$ 360,000

400

		Est. Sales		Construction	
		Productivity / Sq			
Commercial Development		Square Feet		Ft	Cost/ Sq Ft
Office	Phase 1/2	20,000	\$	300	\$ 200
Neighborhood Services	Phase 1/2	12,000	\$	300	\$ 200
Specialty/Anchor Grocery	Phase 1/2	15,000	\$	400	\$ 200
Restaurants	Phase 1/2	25,000	\$	500	\$ 250
Corner Store	Phase 1/2	3,000	\$	300	\$ 200

Total

75,000

Other Public Amenities	Square Feet
Open Air Farmers' Market	5,000
Community Meeting Building/Public Square Anchor	5,000
American Legion, Aquatic Center, Noon Optimist Park, Ballfield, Tot-Lots	Existing
Multi-Use Trail, Pedestrian Sidewalks and Open Spaces	Existing
Commercial Parking Spaces /1	150

1/ Parking requirement assumes: **2** spaces per 1,000 square feet of commercial uses.

Source: City of Roswell; ULI-the Urban Land Institute; U.S. Census; Willdan, 2017.



Draft Recommendations - Develop Framework For Future Growth:

1. Finalize Draft Master Plan **(Done)** and Implementing Text Amendments **(To Council in June)**
2. Replat Site To Maintain Integrity of Site, and Starts “Place-Making” by Establishing a Primary Road Grid in the NW Quadrant **(In Process, to Council in June)**
3. Establishing “Commercial Reserve” Areas Allows for Other Potential Commercial Uses at Certain Intersections if Adequate Pressure Develops. These Areas Would Only be Released if Other Commercial Areas Have Already Been Developed **(Incorporated Into Draft Master Plan)**
4. Development of Engineering Plans and Installation of Utilities **(In Progress)**



Draft Recommendations - Develop Framework For Future Growth:

5. Determine Project Costs and Financing Options (BID, TIFF, etc.)
6. Issue RFP's for Sale of Properties With Any Attached Design Criteria **(FY 2019-20)**
7. Develop Plaza **(To Be Determined)**
8. Owners Will Go Thru Final Subdivision Platting **(As Developed)**
9. Revise Cielo Grande Master Plan **(To Be Determined)**
10. Finalize Master Plan for Noon Op Fields **(To Be Determined)**



City of Roswell, New Mexico



Questions?

Old Municipal Airport