April 2007

Moriarty Main Street Project

Table of Contents

F i g u r e s

INTRODUCTION

The City of Moriarty has the opportunity to create a town center focused on MainStreet (Route 66) and the cluster of local government functions along Broadway as the City grows over the next 10 to 20 years. The purpose of this Master Plan is to begin envisioning and planning the Mainstreet Town Center. This Town Center would become a recognizable center of community activity for the City of Moriarty and the surrounding Estancia Valley (the Valley) communities.

The proposed Mainstreet Town Center would build on existing public facility investments by the City and will propose additional governmental and commercial services, retail goods and entertainment opportunities. The proposed Mainstreet Town Center will be a pedestrian focused public place where the community can meet. It will have wide sidewalks with ample landscape, shade, places to sit, good nighttime lighting and easy access to adjacent stores that are found nowhere else in the Valley. It could have amenities that combine entertainment, businesses, and open spaces by including things like a movie theater, public plaza, restaurants and specialty shops that will appeal to locals as well as the traveling public. It will have an architectural character that builds on the traditions and nostalgia surrounding the historic "Mother Road," Route 66. It will become a destination and center for community life!

The City has a number of locations with concentrations of commercial uses: the highway oriented retail at the west interchange, the cluster of industrial properties and museums at the east interchange and the commercial activity along State Highway 41 north and south of the SR41/I-40 Interchange.

This plan focuses on the City's center, with recommendations for improving Main Street and the Town Center.

The Master Plan is designed to create excitement, community support and function as policy to guide the City's public facility development. It will also be an important tool to help secure the necessary public and private financial investments to make proposed public improvements and private development a reality.

1. Historic Route 66 is the "mainstreet" of Moriarty and will be the major transportation corridor through the future Mainstreet Town Center.

2. The concepts developed are consistent with the recently adopted Moriarty Comprehensive Land Use Plan.

3. The proposed location of the Mainstreet Town Center is in the general area surrounding the Route 66 and State Road 41 intersection However, this study also addresses the entire Route 66 corridor as it Extends through the City of Moriarty.

4. Public improvements are proposed to enhance the Town Center and Route 66 as business locations and to make vacant land within and adjacent to the center an attractive location for new housing.

I. EXISTING CONDITIONS/ DEFINING THE BOUNDARY

The purpose of this section of the Plan is to investigate the existing conditions in the vicinity of Moriarty's Main Streets, Route 66 and State Road 41 that can provide the basis upon which to build a more identifiable Mainstreet Town Center and surrounding commercial district along Route 66. The Town Center will provide a focus of civic, commercial, residential, recreational and entertainment activity that can serve both the City of Moriarty and the Estancia Valley. The Master Plan includes analysis of the land use pattern with emphasis on the existing location of important government buildings and community facilities as well as identification of adjacent lands offering the potential for development of future residential, retail and entertainment facilities. It also includes an analysis of accessibility and connectivity to and within the area to provide an optimum opportunity for residents to walk, bike or drive conveniently to the District. This section also evaluates the potential of utilizing the excess right of way of historic Route 66 as an amenity for the improvement of the quality of the District. Based on this analysis the last part of this section proposes an area that seems to have the greatest potential to become the focus of this mixed use District. This the area that will be the focus of more detailed planning in the development of the Mainstreet Town Center Master Plan.

Figure 01
Land-Use from 2003 Moriarty Comprehensive Land Use Plan

a.   Land   Use   Pattern

The area studied includes all of the properties that front on or are adjacent to Route 66 from the western I-40 interchange to the interchange with I-40 on the east end of the City as well as properties adjacent to State Road 41 both north and south of the I-40 and Route 66 intersections. Figure 01 shows the land uses proposed for Moriarty in the City's Comprehensive Plan. The pattern presented is basically commercial uses along the major corridors, i.e., Route 66 and State Road 41 that are surrounded by future residential land uses.

It is apparent that the land uses and activities that serve a primarily regional and highway oriented custom- er are located primarily at the eastern and western ends of the study area. These uses include.........(list what is there). The more local and community serving uses and activities, however, are located near the center of this area; closer to the intersection of Route 66 and State Road 41. Figure 02 shows the location of the major community serving buildings and facilities as well as the location of significant City landmarks. These uses include government services, parks and recreational opportunities, churches (check this one) convenience shopping as well as local restaurants (give examples). This area also has existing residential development both built and platted as well vacant land that provides the opportunity for future housing development that could be convenient and even walkable to these community services and public places.

Based on this information it would seem that the focus of most of Moriarty's community and civic activi- ties is in this area and that it is an appropriate location for Moriarty's Mainstreet Town Center.
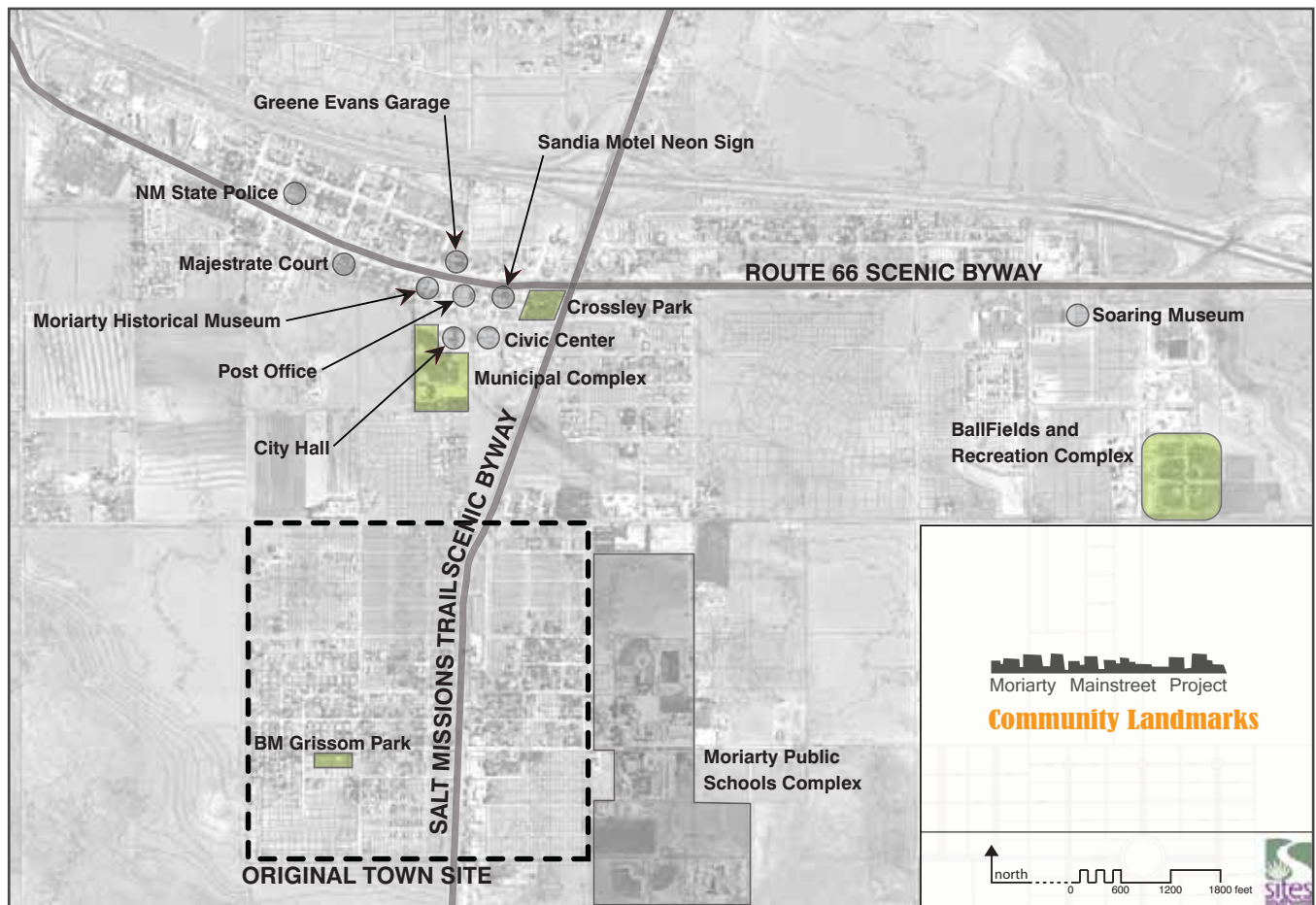
Figure 02
Public Buildings and Landmarks

b. Accessibility/ Connectivity

If the future Mainstreet Town Center is to be successful it must be accessible and connected to all areas of the City and the surrounding region. As can be seen on Figure 03 the future Mainstreet Town Center is well connected and very accessible from the surrounding region by both the automobile as well as limited inter-city transit service. This access is limited to these modes of travel at the current time. At the present time there is no bicycle or trail system in the surrounding region that would provide the potential for accessing the City's Town Center by using alternatives to the automobile. This is a limitation that should be addressed in the near future through the planning and implementation of a bikeway and trail system in the region.
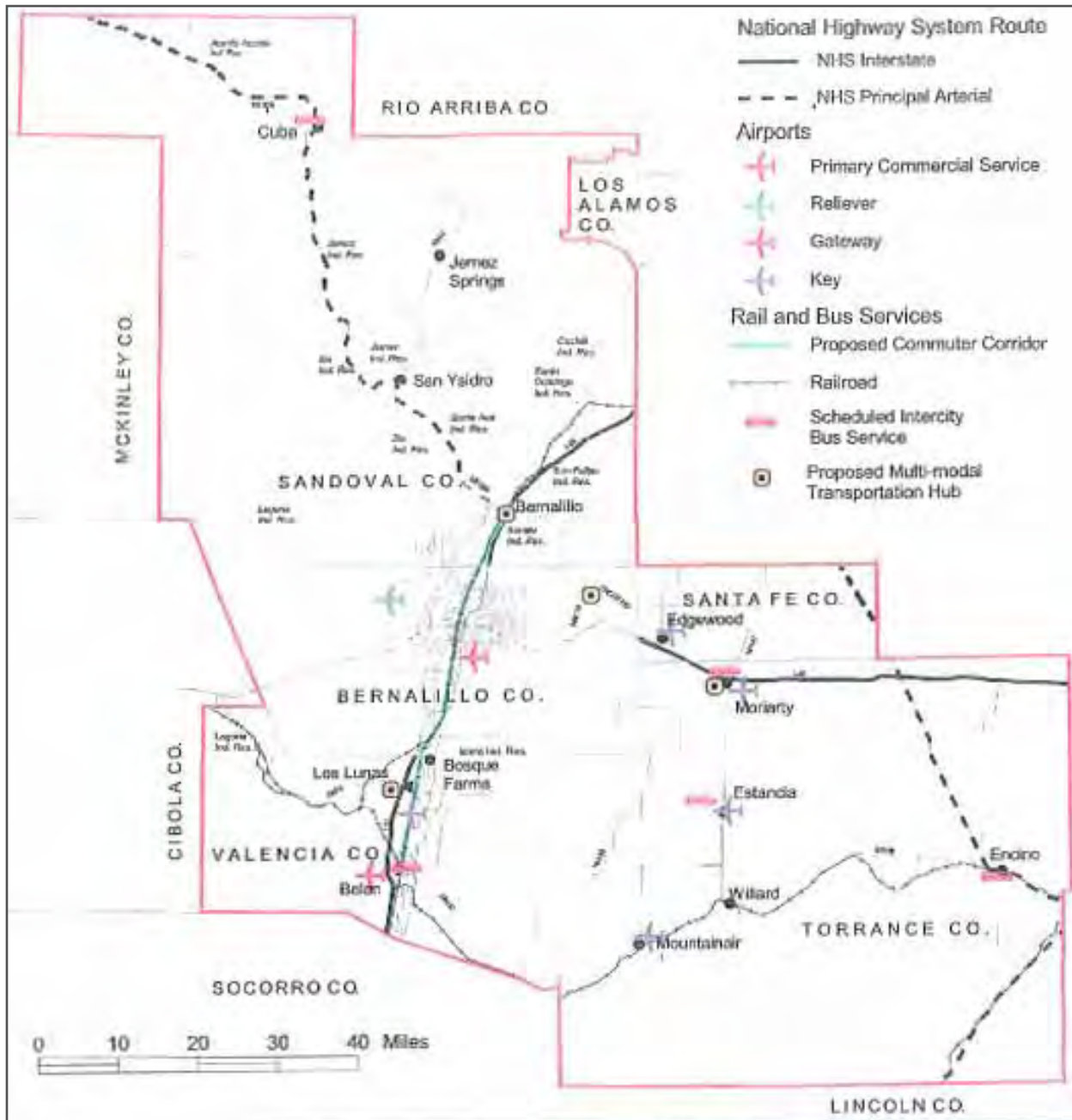
Figure 03
Regional Transportation Facilities from 2003 Moriarty Comprehensive Land Use Plan

While a future Town Center in the City of Moriarty would be very accessible from the surrounding region, particularly by automobile the accessibility and connectivity to the rest of the City is less developed. Figure 04 shows that while there are a lot of existing and platted streets in the center of Moriarty the connectivity and ability to move through the city on those existing and planned streets is very limited. The illustration shows that many streets have been cut off from connecting to other parts of the community by development and subdivision that did not look at impact on a future city circulation system. Also there needs to be a system of collector street rights of way developed to fill in the gaps and connect existing streets and rights of way to each other. Fortunately, this is a condition that can be remedied in the future with planning in more detail for a city wide street system that would connect all of the city and provide an opportunity to provide optimum access to the future Mainstreet Town Center. The Mid Region Council of Governments has made some recommendations for this in the 2003 Moriarty Comprehensive Land Use Plan.

Another strategy that should be employed to create a more connected City would be to make sure that all subdivisions that are approved provide for a system of collectors and local streets that connect to the overall network.

This overall transportation network that will connect all parts of the City to the Town Center should also provide for pedestrian ways and trails that will make the community and particularly the Mainstreet-Town Center walkable and lessen reliance on the automobile for local travel.

This network should also include a bikeway plan that will provide for the option of traveling by bicycle to the important places in the community be they employment, parks or school. This bikeway plan should connect to the regional network to be developed to create a truly integrated multi-modal environment for the residents of the community and surrounding region.

Moriarty   Mainstreet   Project
Connectivity Study

▬▬	I - 40 Interstate
▬ ▬ ▬	4 Lane Local Streets
─ · ─ · ─	2 Lane Local Streets
◄──	Future/Improved Connections
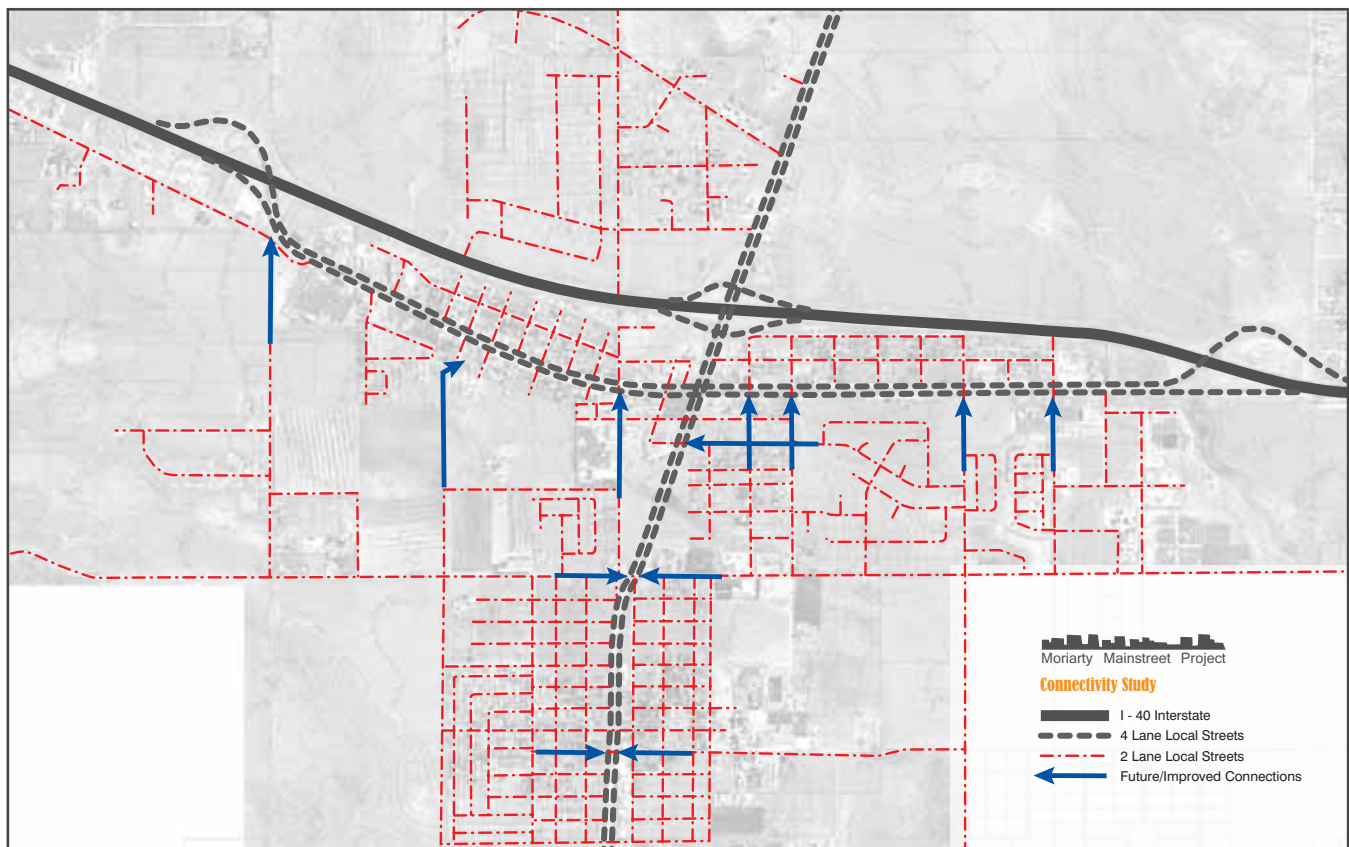
Figure 04
Center-line grid connectivity study

c. Route 66/ R.O.W. Analysis

The existing right of way (R.O.W.) of Route 66 through the City of Moriarty is approximately 190 to 200 feet. The typical roadway section as shown in Figure 05 is a four lane divided roadway with a typical overall curb to curb dimension of 80 to 82 feet. This improved roadway "meanders" within the R.O.W. as shown leaving substantial areas of land that are not utilized within the roadway. These lands have been used for various purposes including providing parking to adjacent businesses.

This land is a potential resource to the City and particularly to the development of the Moriarty Town Center. Conversations with the State Highway Department have indicated that the potential for the future use of this property could include landscaping and parking, as well as pedestrian amenities. Because the ROW is so wide, and permanent structures cannot be located within it, Route 66 will remain a transportation corridor and parking located, with limited potential as a comfortable pedestrian environment.

Route 66 Cross-Sections

section 01 – Historic Route 66 - Stanford St.

| 44 ft highway department ROW | 8 ft planter | 11 ft shoulder | 22 ft west-bound traffic | 16 ft median | 22 ft east-bound traffic | 11 ft shoulder | 8 ft planter | 50 ft highway department ROW |
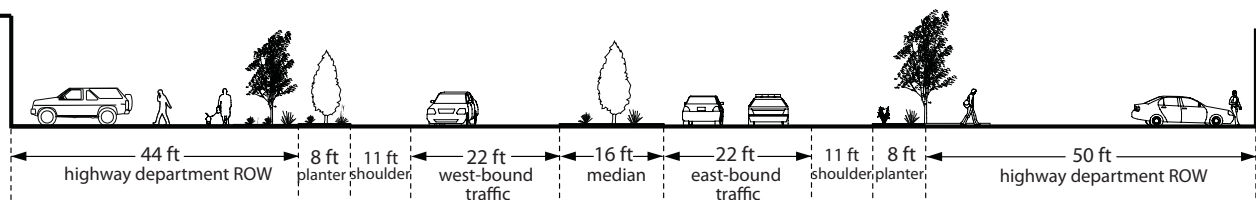
section 02 – Historic Route 66 - Eunice St.

| 50 ft highway department ROW | 10'-6" shoulder | 22 ft west-bound traffic | 11 ft turn lane | 5 ft median | 22 ft east-bound traffic | 10'-4" shoulder | 42 ft highway department ROW |
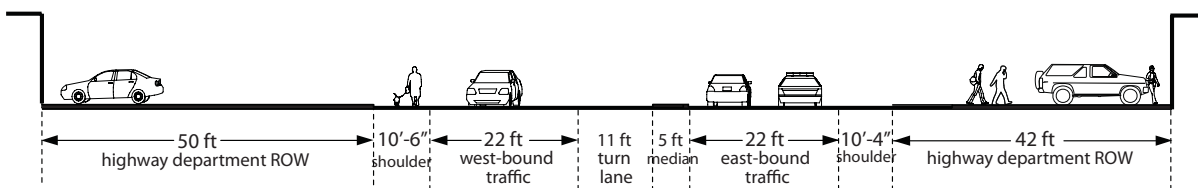
Figure 05
Route 66 Roadway Sections

d. Town Center Boundary

Alternative A

Alternative B (recommended)

In order to focus on more detailed plan development of the proposed Moriarty Town Center concept this section proposes a planning area boundary for that purpose. There were several boundary options evaluated and the rationale for each will be presented here along with a recommendation. This boundary designation can be modified and grow in the future but in order to establish the concept of a Town Center district in the minds of the community it is important to give it a geographic boundary that relates to the present size of the City of Moriarty.

Boundary Alternative "A" focuses on the area south of I-40 and along Route 66 and a portion of State Road 41. It includes the area in which the majority of government buildings, public parks, local restaurants and many historic buildings are located.

Boundary Alternative "B" expands the proposed Town Center to include lands north of Interstate 40 and within the City of Moriarty's city limits. This area has significant growth potential with the proposed development of the King properties and it is important that it be integrated into the future Town Center area and not separated from it and inadvertently forced to create its own community activity center.

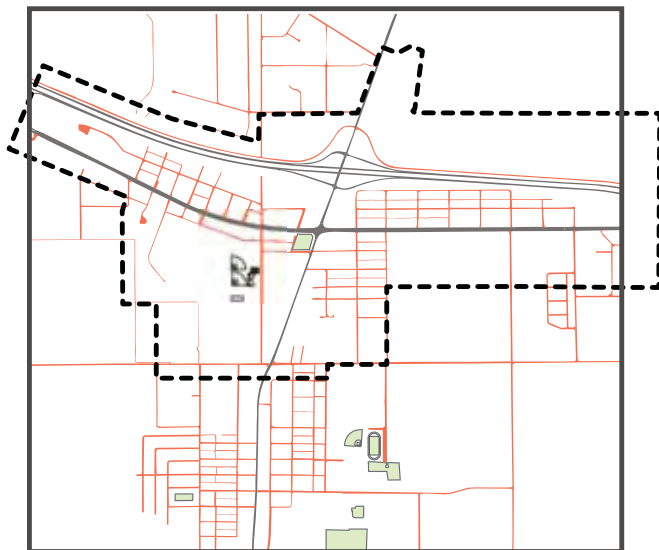The recommended option is to focus closely on streetscape enhancements and infill strategies for the immediate area surrounding the municipal complex - both sides of Route 66 east and west of Broadway. More general streetscape enhancements are suggested along Route 66, and potential land uses surrounding the center are identified.
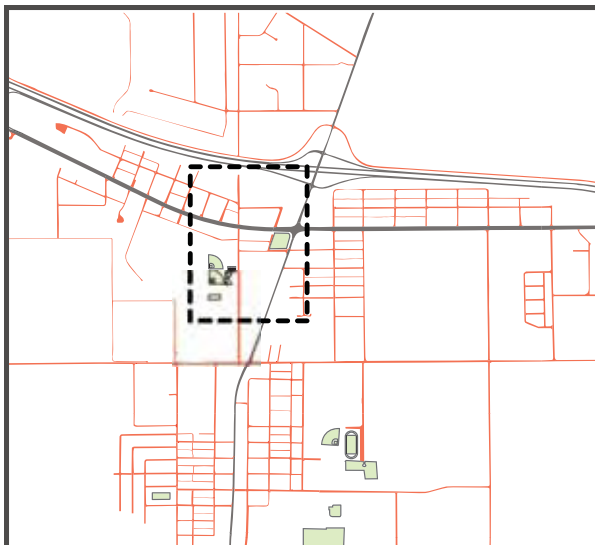
The alternative stresses the integration of the Town Center as the "Central Place" where the community meets with it elected officials, comes together for major civic events and has the opportunity to walk to a variety of commercial and entertainment opportunities. Route 66 continues to be the major transportation corridor with a focus on commerce and vehicular traffic. Its visual appeal is enhanced by continuation of streetscape improvements to the east. The intersection of Route 66 and Broadway becomes a focal point through enhanced streetscapes and I-40 interchanges reinforce the identity of Moriarty through signage and landscaping improvements. This planning concept should be a fundamental component in the planning for the future of Moriarty and the quality of life of its citizens.

II. TRADE AREA ANALYSIS

a. Trade Area Description

The City of Moriarty is located in Torrance County approximately 40 miles east of Albuquerque at the junction of I-40 and NM 41. Moriarty's main street and the City's primary business location is Historic Route 66. The presence of the "Mother Road" is important to the City's identity.

Proximity to I-40, including three exits from the interstate that provide direct access to the business district, has helped sustain the local economy. Many of the existing businesses along Route 66 are highway related services, including truck stops, restaurants, gas stations, and motels.

Trade Area Definition

The trade area served by businesses and public services located in Moriarty is shown in Figure 06. This area includes the City of Moriarty and surrounding communities in Torrance and southern Santa Fe Counties. The trade area is defined by proximity to goods and services available elsewhere in the region. Area residents will shop where it is most convenient, so the trade area boundary extends approximately half way to comparable shopping opportunities.

In addition to the City of Moriarty, the trade area includes incorporated places of Edgewood, Estancia, Encino and Willard and a host of unincorporated communities.
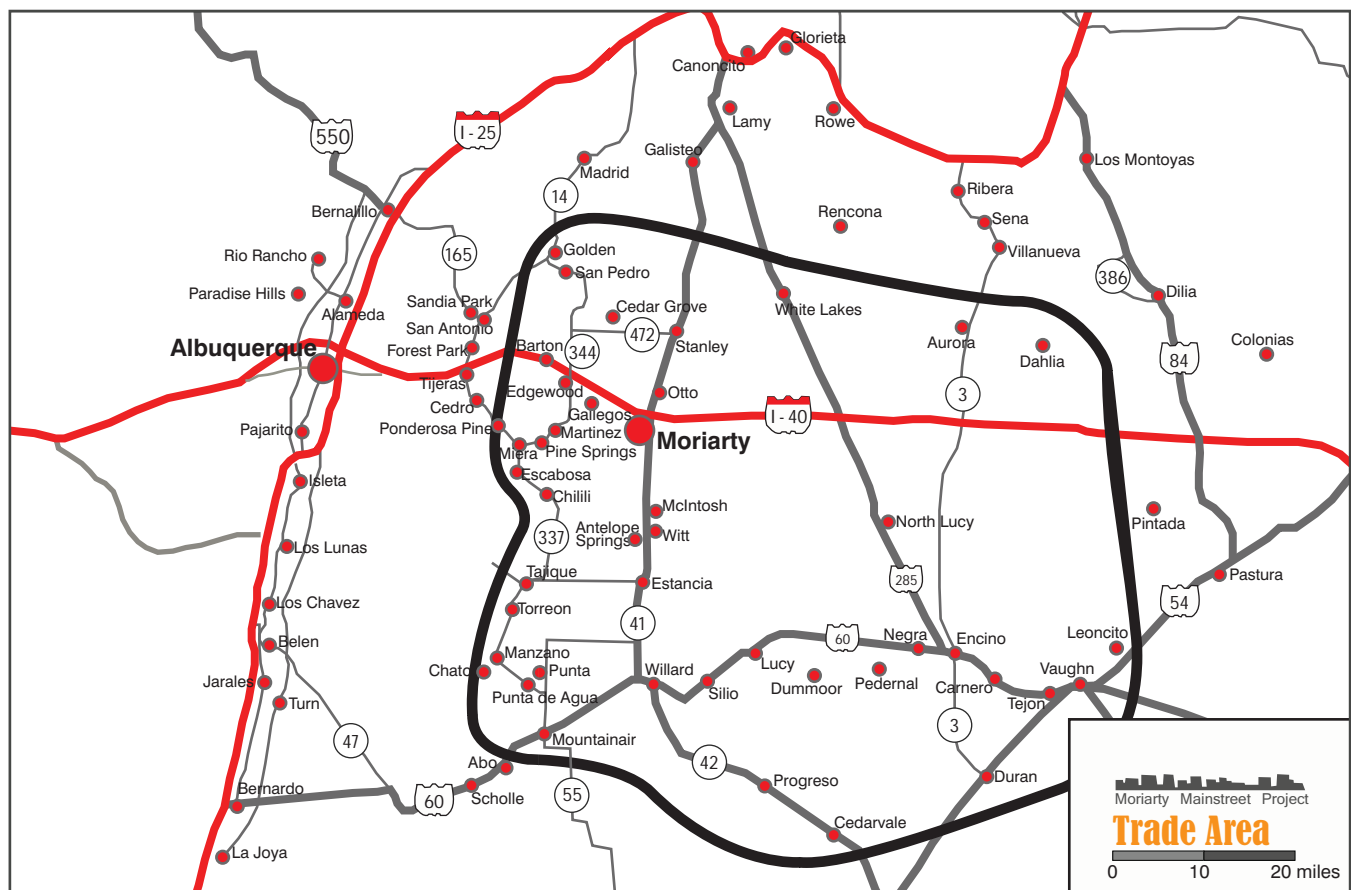
Figure 06
Trade Area Map

Demographics

Population and Household Characteristics

	Moriarty City	Trade Area
Population		
1990	1,414	12,105
2000	1,765	23,041
2005	1,825	28,268
2010	2,055	32,731
Growth Trend, 1990-2005 (avg annual growth rate	1.7%	5.8%
Projected Growth, 2005-2010 (avg annual growth rate	2.4%	3.0%
Households		
1990	518	4,239
2000	668	8,125
2005		9,996
2010		11,773
Population by Age		
0-4	7.5%	5.9%
5-17	24.2%	22.3%
18-64	57.3%	62.7%
65+	11.0%	9.1%
2005 Est. Median Age	32.6	36.6

Sources: Mid-Region Council of Governments, 2006; Claritas, Inc., 2006; Sites Southwest, 2006.

Median HH Income	$45,006
Average HH Income	$55,035
Per Capita Income	$19,813

Source: Claritas, Inc., 2006

Income and Spending Potential

The distribution of 2005 estimated household incomes in the trade area is shown in Figure 07. The median household income is $45,006.
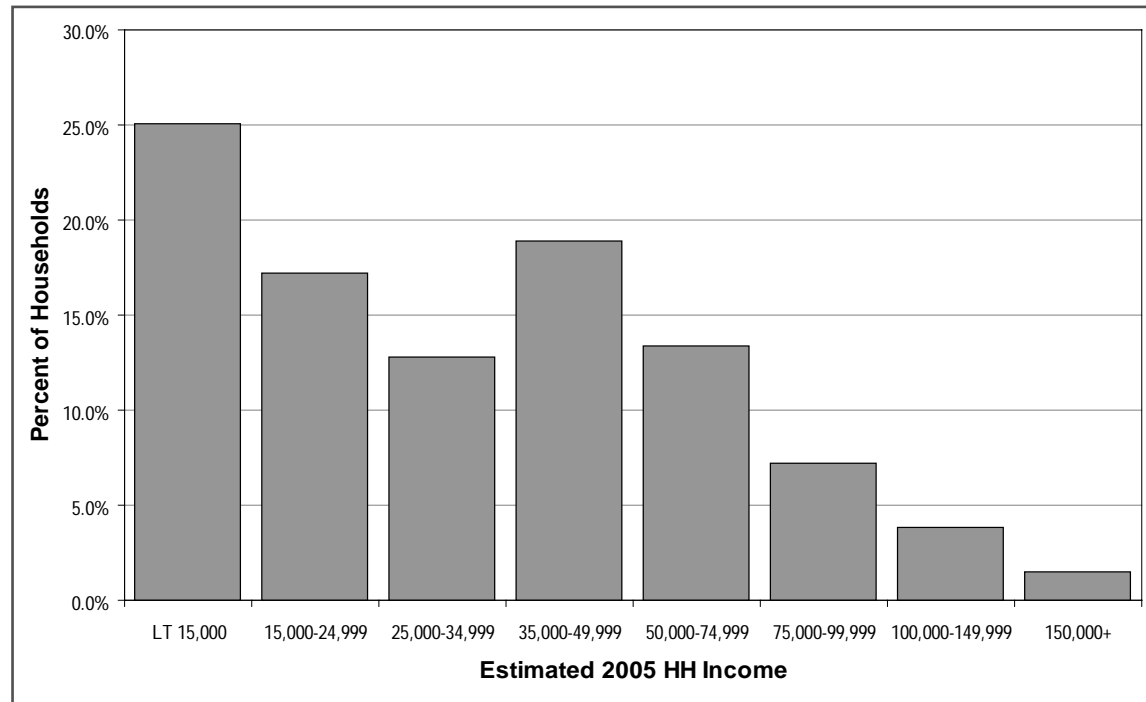
Figure 07
Household Income Distribution

The annual Consumer Expenditure Survey, conducted by the U.S. Department of Labor was used to estimate local and trade area expenditure potential for various categories of expenditures. In total, the estimated local expenditure potential in the City is $24 million, and the potential for the region is $495 million. Moriarty clearly draws consumers from outside the City, including travelers and the trade area, although commercial centers in Edgewood and Albuquerque compete for local, regional, and traveler dollars.

Expenditure Category	Expenditure Potential	
	Moriarty	Trade Area
Total	$24,043,814	$495,184,362
Food at home	$2,080,473	$37,520,801
Food away from home	$1,322,729	$27,224,355
Houehold furnishings and equipment	$829,984	$18,455,049
Apparel and Services	$943,270	$18,561,797
Vehicle purchases, gas and other vehicle expenses	$3,986,736	$82,474,844
Healthcare	$1,612,209	$28,966,925
Entertainment	$1,182,989	$24,356,951
Personal care products and services	$327,523	$6,425,522
Source: Sites Southwest, Bureau of Labor Statistics		

The major opportunities for business growth related to the local and regional population are groceries (food at home), restaurants, auto related expenditures (which include vehicle purchases, gas and other related expenses), healthcare and entertainment.

Restaurants and auto related retail and services serve visitors and travelers as well as local residents. Entertainment, healthcare and personal services can serve the entire trade area.

Traffic Counts

Traffic counts conducted by the New Mexico Department of Transportation in 2004 show that average daily traffic along Main Street ranges from 3,221 vehicles per day near the Moriarty East interchange to 11,644 vehicles per day between the Moriarty West interchange and NM 41.
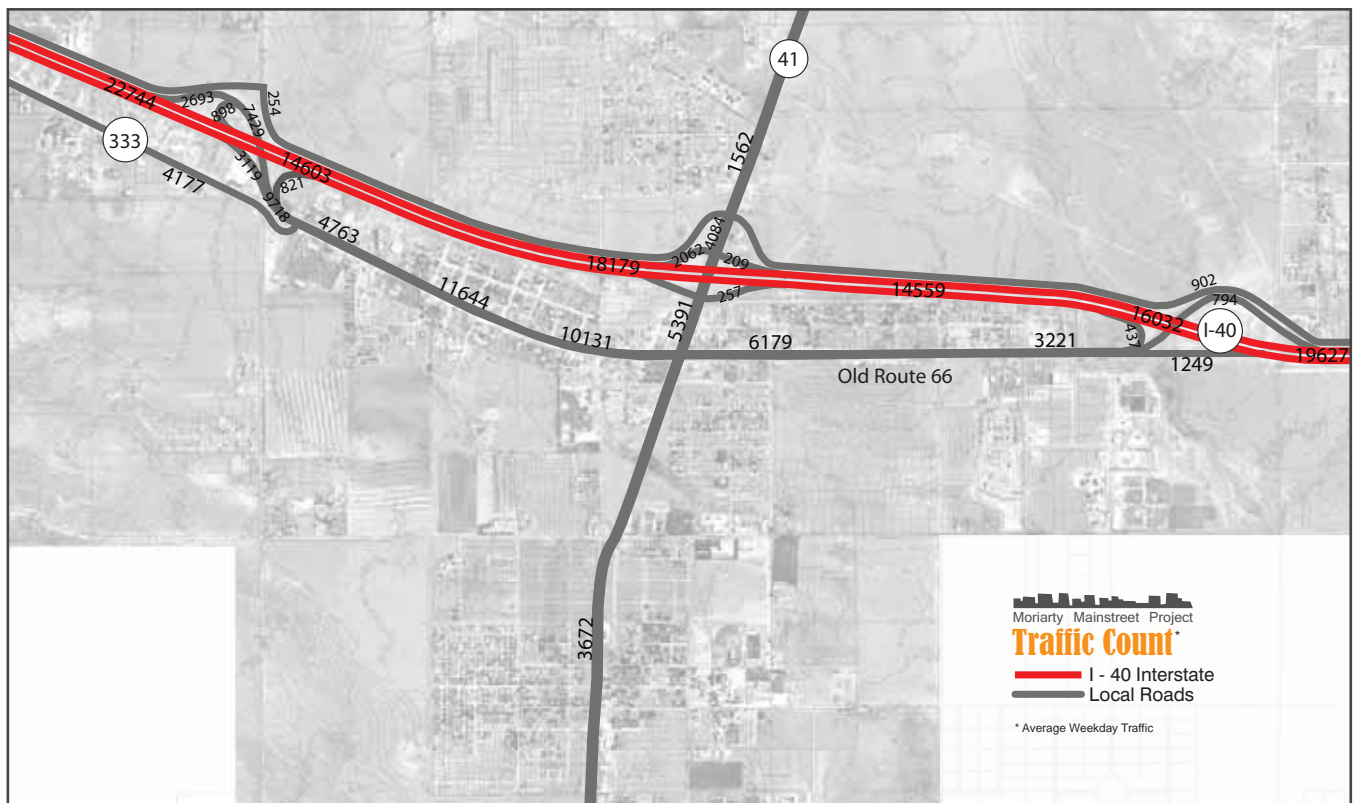
Figure 08
Traffic Counts

Visitor Potential

Visitor traffic resulting from Moriarty's proximity to I-40 is a significant part of the local economy. Over 18,000 vehicles per day pass by Moriarty on I-40, and several thousand exit the interstate at one of the three interchanges that serve the city.

Characteristics of Visitors on I-40

The closest Visitor Information Center (VIC) to Moriarty is located at Glenrio off of I-40 immediately west of the Texas border. The State of New Mexico Department of Tourism collects information at all of the VICs continuously and reports the data quarterly. From January 1 to March 31, 2006, the state collected over 300 surveys at the Glenrio VIC. The top state of residents for visitors on I-40 is Texas, followed by Michigan, Minnesota, Illinois, Arkansas, Florida, Wisconsin, Missouri, Oklahoma and Ohio. The top ten states accounted for approximately 60 percent of all visitors who filled out surveys.

Nearly 85% of visitors who pass through the Glenrio VIC are likely to stay in New Mexico for the night. Most (68%) plan to stay in a hotel or motel for the night, and 13% plan to camp at an RV park. Only 15% of visitors are day visitors or passing thought the state without stopping. The major final destinations are Santa Fe and Albuquerque, which together account for approximately 40% of visitor destinations. An additional 32% are passing through the state, with a final destination elsewhere.

Nearly ¾ of the travel parties are two adults, most with no children. The average age of survey respondents at Glenrio is 52.3, and median household income is $62,596.

Visitor Destinations

- **City of Moriarty Historical Society Museum -** The City museum, once housed in Moriarty's first fire station, is now housed in the Civic Center. The City attracts approximately 10,000 visitors per year to see its exhibits on local history and artifacts from the frontier era. The museum is open Monday-Saturday from 10 am – 2 pm and is free to visitors. A gift shop is available. The museum recently received grants to digitize its collection of local newspapers dating back to the late 1800s, including coverage of the Lincoln County War. At the time much of Torrance County was still a part of Lincoln. Since the fire at the University of New Mexico's Zimmerman Library in the summer of 2006, Moriarty's museum owns the last known copies of this important collection of papers. Eventually, a database of names and events will draw visitors to research this unique piece of history.

  The Civic Center also includes a library and visitor center. The library offers events for children, such as story time and crafts.

- **U.S. Southwest Soaring Museum** - Newly open to the public, the Soaring Museum has attracted 400 visitors in its first month, nearly all from out-of-state. The museum plans to attract much larger crowds in the future. It has recently printed a large number of brochures that will be distributed to visitor and welcome centers around the state.

  The museum aims to be a world-class institution in order to preserve and celebrate the history of soaring, promote scientific understanding, sponsor research on solar-powered flight, and inspire visitors about the wonder of flight.

  The museum is open to the public is open daily 9 a.m. to p.m. or by appointment.

  > U.S. Southwest Soaring Museum
  > P.O. Box 3626
  > Moriarty, NM 87035
  > gapplebay@aol.com

- **Parks -** Moriarty maintains three City parks and a rodeo arena. In past years, the City has hosted two events sponsored by the Chamber of Commerce – the Pinto Festival in October and the 4th of July celebration – at either Crossley or City Park.

  Crossley Park (2.57 acres) is the most visible, located at the crossroads of Main Street and the New Mexico Highway 41. With its gazebo, lighted marquee, and picnic tables, the park is used for official City events, community activities, as well as private events such as weddings and family reunions.

  The City of Moriarty Park/Memorial Gardens Park (7.48 acres), referred to commonly as Civic Park, is located just south of the Municipal Offices. A full-service park, it offers three tennis courts, a basket ball court, playground equipment, picnic tables with canopies, restrooms, and a concession stand (used by the City for official events due to the food permit process).

  The Moriarty Sports Complex (19.17 acres), is located on Saiz Drive and offers six baseball fields with bleachers, an announcer's booth, concrete dugouts, public restrooms, fire hydrants, developed parking, landscaping, sidewalks, scoreboards, equipment building, effluent reuse facility, and utilities. The ADBC Baseball League uses these facilities during its season.

  B.M. Grissom Park (1.37 acres), commonly known as Parkwood Park, is located in the Parkwood subdivision. A small park, it offers playground equipment, a basketball court, and a small expanse of grass.

  Heritage Rodeo Arena (30.60 acres) offers bleachers, an announcer's booth, bucking bull and roping chutes, a holding pen, lighting, and portable concession. Rodeos take place weekly throughout the summer and can draw as many as 300 visitors.

Tourism Trends

Lodgers' Tax Receipts
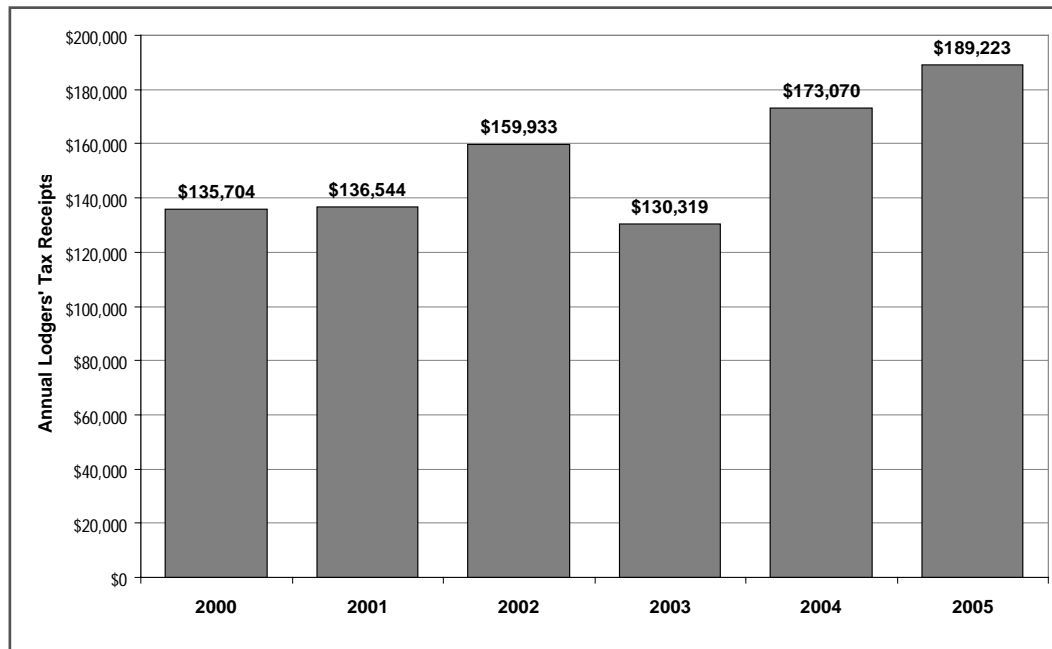
Figure 09
Ledgers' Tax Receipts, 2000 to 2005

Overnight visits to Moriarty have increased steadily since 2000, as indicated by Lodgers' Tax receipts reported by the state. With the exception of FY 2003, Lodgers' Tax receipts have increased each year.

b. Existing Goods and Services

Gross receipts data indicate the sales of all businesses subject to gross receipts tax. The State reports total gross receipts, which includes all sales, even those that are not taxable. Gross receipts data provide a picture of economic activity, including economic drivers and trends in economic activity.

Total gross receipts by major category and for the largest subcategories are shown in the table below. If there are too few businesses in any category, the data for that category are not reported, although sales are included in the total. These figures are for the City of Moriarty and do not include Moriarty Airport. Figures are for fiscal year 2005, from July 2004 through June 2005. Total gross receipts for Moriarty businesses totaled over $151 million in 2005. Over 42 percent of gross receipts are from retail trade, with gasoline stations and miscellaneous stores accounting for most retail sales.

As shown in Figure 10, total gross receipts in Moriarty were flat from 2000 to 2002, dropping in 2003 and then increasing dramatically in 2004 and 2005. Business activity is increasing, and the combination of new business with main street improvements indicates excellent potential for revitalization of downtown.

Businesses on Main Street are listed by business name and type of business in Figure 11. Businesses that are not on Main Street are also included to provide a complete picture of the goods and services available. Figure 11 also shows the locations of businesses by type along Main Street. The major concentration of businesses is west of NM

Gross Receipts, City of Moriarty		
Industry Type	FY 2005	%
Construction	**$20,983,565**	**13.9%**
Building, Developing and General Contracting	$12,911,064	
Specialty Trades	$7,840,856	
Manufacturing	**$2,446,323**	**1.6%**
Miscellaneous Manufacturing	$536,156	
Wholesale Trade	**$22,993,844**	**15.2%**
Miscellaneous Durable Goods Wholesalers	$17,480,871	
Petroleum & Petroleum Product Wholesalers	$4,733,433	
Retail Trade	**$63,966,643**	**42.4%**
Grocery Stores	$7,808,551	
Gasoline Stations	$21,396,872	
General Merchandise Stores	$2,893,648	
Miscellaneous Store Retailers	$22,766,457	
Transportation and Warehousing	**$1,558,555**	**1.0%**
Truck Transportation	$1,527,908	
Information and Cultural Industries	**$1,015,181**	**0.7%**
Telecommunications	$993,487	
Finance and Insurance	**$693,948**	**0.5%**
Finance and Insurance	$693,948	
Real Estate and Rentals	**$645,035**	**0.4%**
Real Estate and Rentals	$645,035	
Professional Services	**$2,154,561**	**1.4%**
Professional, Scientific, and Technological Services	$1,675,095	
Health Care and Social Assistance	**$966,192**	**0.6%**
Ambulatory Health Care Services	$318,899	
Accomodation and Food Services	**$6,700,899**	**4.4%**
Accommodations	$1,334,443	
Full-service Restaurants	$3,878,827	
Other Services	**$13,046,142**	**8.6%**
Other Services	$10,019,676	
Automotive Repair and Maintenance	$2,243,512	
Personal Services	$558,454	
Unclassified Establishments	**$9,083,031**	**6.0%**
Unclassified Establishments (Unable to classify)	$9,083,031	
Total Gross Receipts	**$151,019,132**	**100.0%**
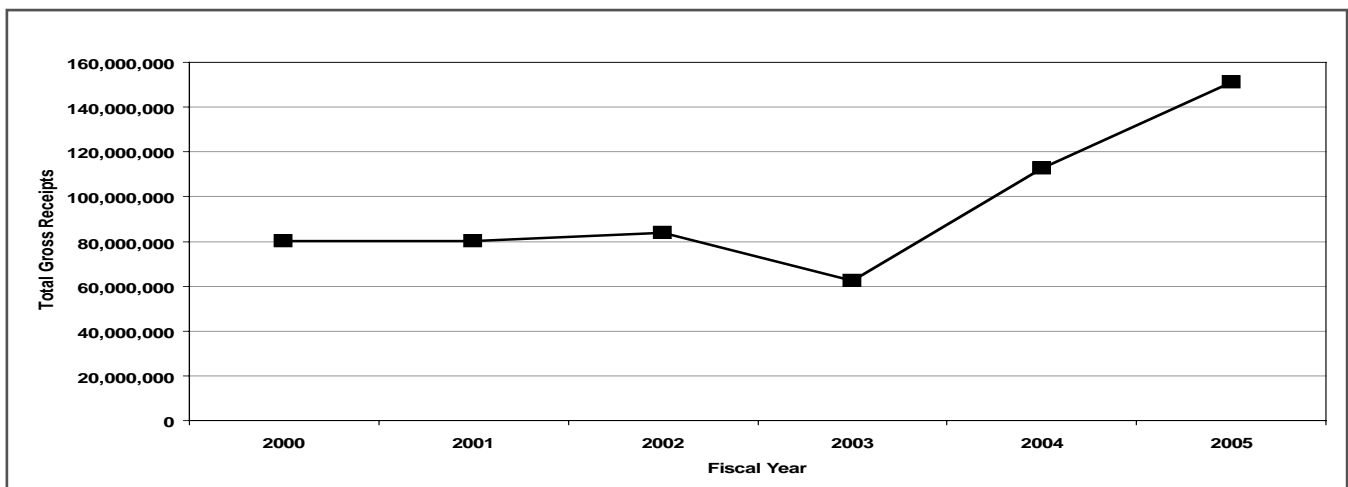
Figure 10

Total Gross Receipts, FY 2000 - FY 2005

Figure 11

Main Street Businesses

Main Street Businesses

Educational / Cultural | Civic Buildings / Post Office | Churches | Office / Local Service | Local Retail
Restaurant | Fast Food | Motels | Car Related (repair, gas stations) | Entertainment
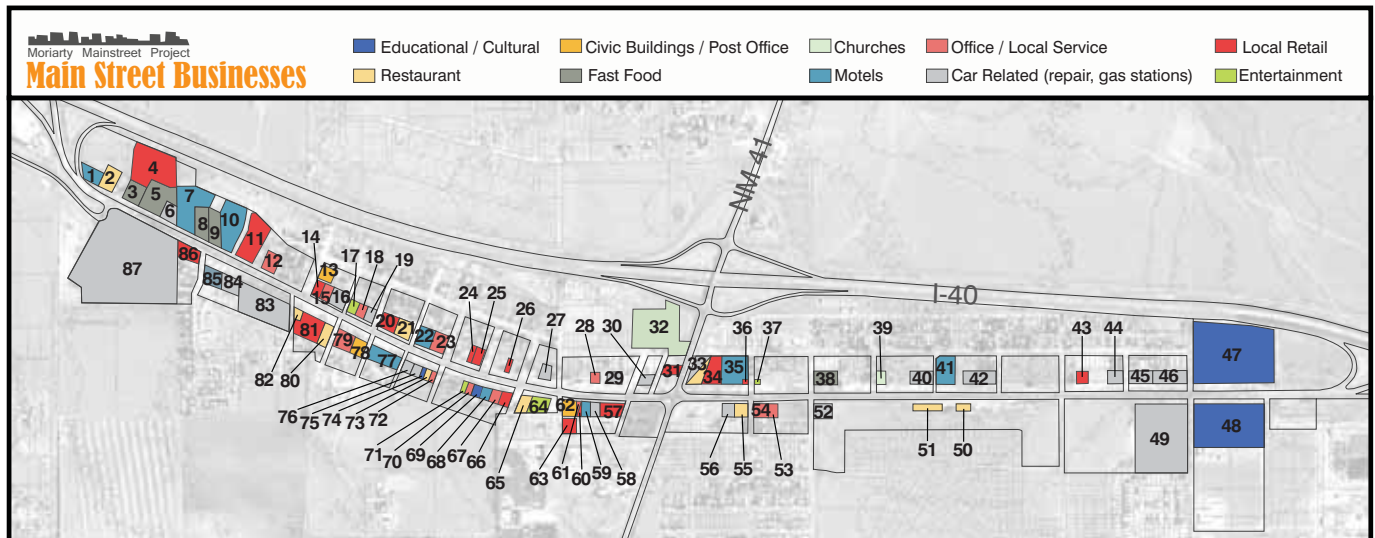
Educational / Cultural
47 Car Museum
48 Soaring Museum
69 Moriarty Historical Museum
74 Read "Write" Training Center and Bookstore

Civic Buildings / Post Office
13 NM State Police
62 Post Office
78 Magistrate Court

Churches
32 First Baptist Church
39 Gates of Paradise Church

Office / Local Service
12 Rancher's Bank
15 Wells Insurance
18 Bail Bonds
23 Wells Fargo
28 Coletti Reality
53 Tan / Salon
54 Oden Associates (office strip)
61 Computer Repair
67 Insurance / Finance
70 Chamber of Commerce
72 Francesca's Seamstress
79 Medical Center

Local Retail
4   Route 66 Shopping Center
11 Alco Discount Store
14 Route 66 Business Center
20 Mike's Friendly Store
24 Flowers

25 Strip Mall
26 Vacant
31 Sunrise Laundromat
34 Family Dollar
36 Trading Post
43 Moriarty Flea Market
57 Marez Barber Shop /
    A & J Kut & Kurl Salon /
    CJ's Smoke Shop
60 Rt. 66 Videos / Flea Market
63 Furniture
66 Cactus Mall
81 Home Center / Strip
86 Fireworks

Restaurants
2   Jenck's Cafe
21 El Comedor
33 Super China Buffet
50 Mac's High Valley Cafe
51 Aunt Yeya's Cafe
55 Village Grill
65 Blackie's Family Dining
73 Nacho's Restaurant
80 Shorty's
82 Restaurant

Fast Food
3   McDonald's
5   Subway / Pizza
8   KFC / Taco Bell
9   Arby's
38 Blake's Lotaburger

Motels
1   Day's Inn

7   Super 8 Motel
10 Holiday Inn
22 Lazy's Motel
35 Comfort Inn
41 Sunset Motel 59 Sands Motel
68 Lariat Motel
77 Ponderosa Motel
85 Econo Lodge

Car Related
6   Chevron
16 Unique Enterprises Auto / Truck
19 Car Repair
27 JR's Auto Parts and Service
29 Larry's Auto
30 Phillips 66
33 Shell
40 Whiting Bros. Tires
42 Napa Auto Parts
44 West Truck Service
45 Rt. 66 Auto Repair
46 Danny's Car Wash
49 Lisa's Truck Center
52 High Plains Collision
56 AV Tires / Laramie
58 CJ's Service Shop
75 Vehicle Lettering
76 3 C Tire and Repair
83 Car Sales Lot
84 Phillips
87 Truckstop / Shell

Entertainment
17 Flick's Video Rental
37 Frontier Bar
64 May Pharmacy / Liquor / Bar
71 Pete's Bar

Retail

Retail businesses in Moriarty are typically small-scale, locally-serving businesses. Most retail businesses are located immediately adjacent to Main Street with some along NM Highway 41 to the south. There are grocery stores, general stores, a pharmacy, a home and repair supply store, auto part stores, a laundry mat, and flower shop. Highway related retail, primarily gas stations, is an important component of retail trade. Retail trade is the largest component sales activity in Moriarty.

Most retail businesses are located between NM 41 and the western I-20 interchange.

Commercial Services

Much of Moriarty's commercial activity centers on services related to travel, due to the intersection of I-40 and NM Highway 41 and the presence of historic Route 66, which operates as Main Street through Moriarty. Highway related services (hotels and motels, restaurants, vehicle repair, etc.) make up a significant portion of the City's economic activity.

Several key businesses serve to anchor commercial activity, including the long-standing Horizon Pharmacy/Blackie's Restaurant (1937), Junior's Tire Shop/Green Evans' Whiteway Garage (1937), Mike's Friendly Store (1949), and El Comedor de Anayas Restaurant (1951).

While service businesses are located along the entire roadway, the largest cluster of highway oriented businesses is at the western I-40 interchange. Most service businesses that serve primarily local residents are located between NM 41 and the western interchange, although businesses are scattered along the length of Route 66.

Government Services

Local government

Moriarty Municipal Offices are all located on Broadway, just south of Main Street, including the City Hall, the City Clerk's office, and the Municipal Court. The main building houses the majority of the City's approximately 45 employees, as well as a State Police office and a Motor Vehicle Division office. Next door is the City Fire Department. Across the street is the City Museum and Visitor's Center, which includes the Library.

The State of New Mexico has several separate facilities in the area, including the Highway Department's Patrol Headquarters (9 employees daily, with a crew of 25 that uses the facility for one month once a year) on the frontage road just behind NM Highway 41 south of town, Human Service Department's Income Support Division on South Tulane (18 employees), and State Police (9 employees) at 1200 Old 66.

Public Schools

Moriarty Public Schools draw students from surrounding communities. Moriarty High School serves the larger trade area population, drawing families of its 1,300 students to the City for activities and events. Although the schools in Moriarty have experienced yearly fluctuations in enrollment, school enrollments at the elementary, middle and high schools have remained fairly stable over the past four years.

School Enrollments, Moriarty Municipal Schools

School	2002-03	2003-04	2004-05	2005-06
Moriarty Elementary School (K-6)	520	552	537	540
Moriarty Middle School (7-8)	356	346	306	313
Moriarty High School (9-12)	1,297	1,301	1,320	1,282

Source: NM Public Education Department, 2006

Moriarty Public Schools sponsors several events that bring families to the area after school, including Family Math Night, Spelling and Geography Bees, Book and Science Fairs, award ceremonies, as well as seasonal sports and performances of all kinds.

Sports include cross country, football (especially Homecoming), volleyball, basketball, wrestling, golf, track, softball, baseball, and soccer.

Performances include drama, choir, band, as well as school clubs such as FFA, JROTC, and TRES SADD.

Entertainment/Cultural Facilities

The Soaring Museum and antique car museum are located at the eastern I-40 interchange. The City museum is located in the government complex just south of Route 66 and west of NM 41. Other activities are located at the schools.

c. Economic Development

The Estancia Valley Economic Development Association (EVEDA) pursues industrial development opportunities for the communities in the Estancia Valley. Moriarty's assets include its access to I-40, business district, airport and industrial properties, which have zoning and infrastructure in place.

EVEDA focuses its marketing on manufacturing, aviation and high tech businesses in the Moriarty area. Of the 1,000 jobs that have been attracted to the Estancia Valley in the past three years, 49 percent have been in Moriarty.

The area is rich in agriculture, and some of the tourism related business opportunities, such as rodeo facilities, tie in with Moriarty's agricultural roots.

New businesses being recruited to the area, as well as expansion of existing local businesses, may be appropriately located along Route 66. Industrial development is appropriate to the properties near the eastern interchange. Depending upon size and building needs, high tech businesses may be appropriate within the business district.

The City's existing cluster of municipal offices provides a nucleus for a government complex that could include state and federal offices as well as local government.

d. Recommendations for New Business Recruitment and Business Expansion

In general, the gross receipts of existing businesses in Moriarty indicate that all industry types generate business greater than would be accounted for by the local population alone, but they capture a relatively small proportion of the trade area expenditure potential. However, a few businesses are underrepresented, even to serve the local population.

To determine what types of businesses are needed in Moriarty, the average gross receipts per capita in FY 2005 for all types of businesses were calculated, along with the average annual gross receipts per establishment. The total number of establishments was estimated by assuming that the counts for gross receipts filings represent businesses that filed tax forms for four quarters – i.e. a category with a count of 100 tax returns is assumed to represent 25 businesses. The potential for Moriarty is based on the total population times the average per capita. The actual FY 2005 gross receipts for establishments in Moriarty were then compared to the potential for the City. Any industry classification with current gross receipts less than an amount sufficient to sustain a single business was identified as a new business opportunity. Many classifications are not currently reported in Moriarty, either because there is no business of that type or the number of businesses reporting is too small to be reported for confidentiality reasons. Gaps identified in classifications where there are existing businesses provide opportunities for business expansion.

New business opportunities include:
- Wholesale machinery, equipment and supplies
- Furniture and home furnishings stores
- Clothing accessories stores
- Real estate businesses
- Professional services
- Legal services
- Architectural, engineering and related services
- Educational services
- Ambulatory health care services (clinic)
- Automotive repairs and maintenance
- Personal and household goods repair and maintenance

Each of these business types would serve the local and trade area population.

In addition to average household buying, Moriarty has a number of unique opportunities based on its location and local economy. Hotels and motels, restaurants and some retail and service businesses serve travelers on I-40 and other visitors from elsewhere in the trade area or from outside of the trade area. The microbreweries could establish retail outlets along Route 66 or in the town center.

III. STREETSCAPE ELEMENTS/ ALTERNATIVES

a. Landscape Concepts

Landscape concepts (see Figure 12) for Moriarty will work from the outside in so to speak to create an aesthetic that draws visitors in and one that residents can be proud of.

The landscape master plan consists of several elements, as shown in Figure 12. The Interstate, Route 66, NM 41 and Broadway within the Town Center are major transportation routes. Pedestrian and bicycle trail opportunities are along these roadways as well as the open space created by the City Drain Floodplain.

Moriarty Mainstreet Project
Landscape and Gateway Master Plan

Legend	
• • •	Trails
✱	Gateways
	Interstate Greenway
	Mainstreet/Route 66
	Broadway Alameda
	Rural Streetscapes (Route 66 and State Road 41)
	Bosque Open Space
	Existing Landscape to Remain
▨	Existing Streetscape Enhanced

north
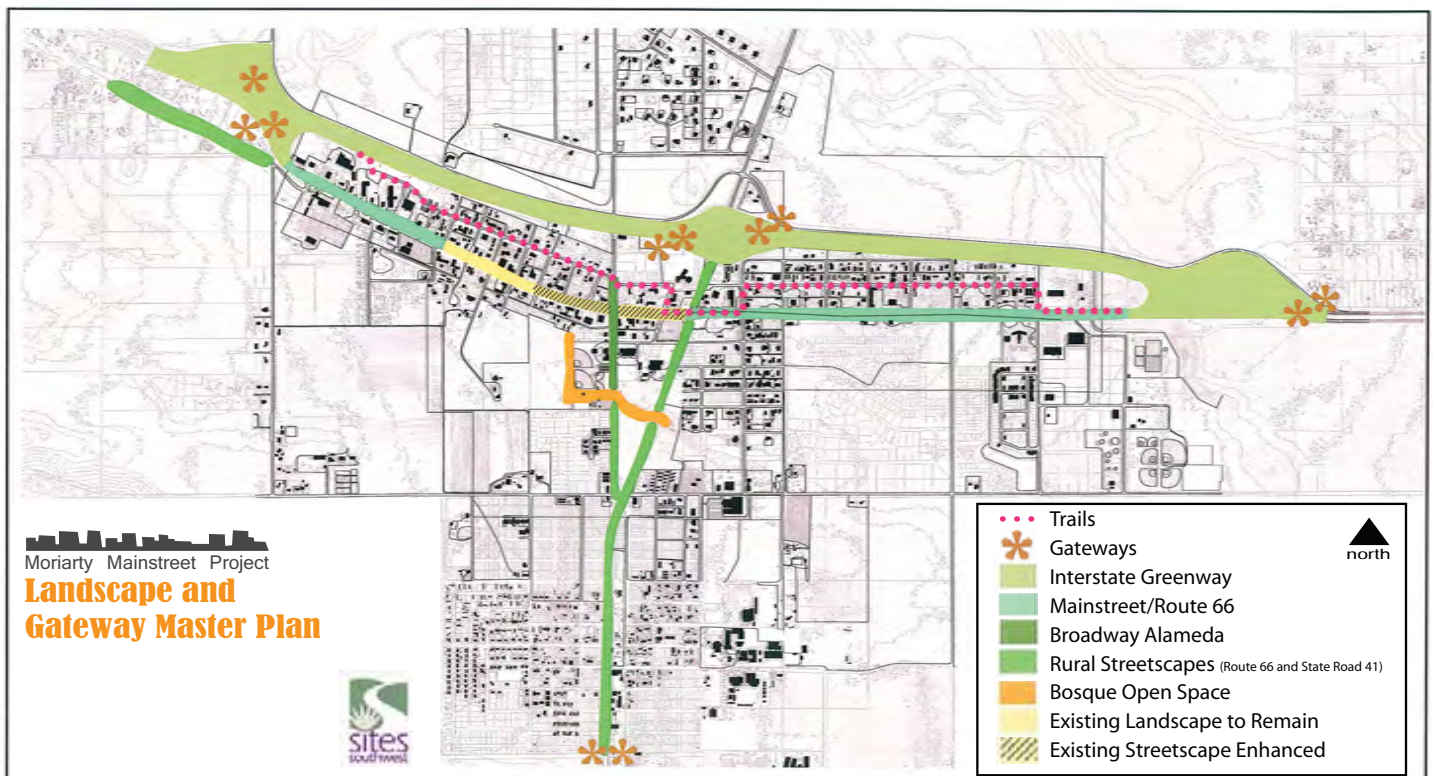
Figure 12
Landscape and Gateway Master Plan

Interstate Greenway

The Interstate Greenway (see Figure 13) is likely the first experience that the visitor to Moriarty will perceive however it is also an amenity that the residents of the city can greatly utilize to increase quality of life. The Interstate Greenway will be designed as a statement of regionalism for Moriarty using the long property lines and large parcels typical in the area to draw from. Trees will create this homage to the eastern plains of New Mexico by judicious placement of the vegetation in geometric patterns along the highway so as to buffer residential areas and allow viewsheds to businesses. The landscape will be primarily native to New Mexico's eastern plains and it will be a mix of evergreen and deciduous trees and large shrubs.
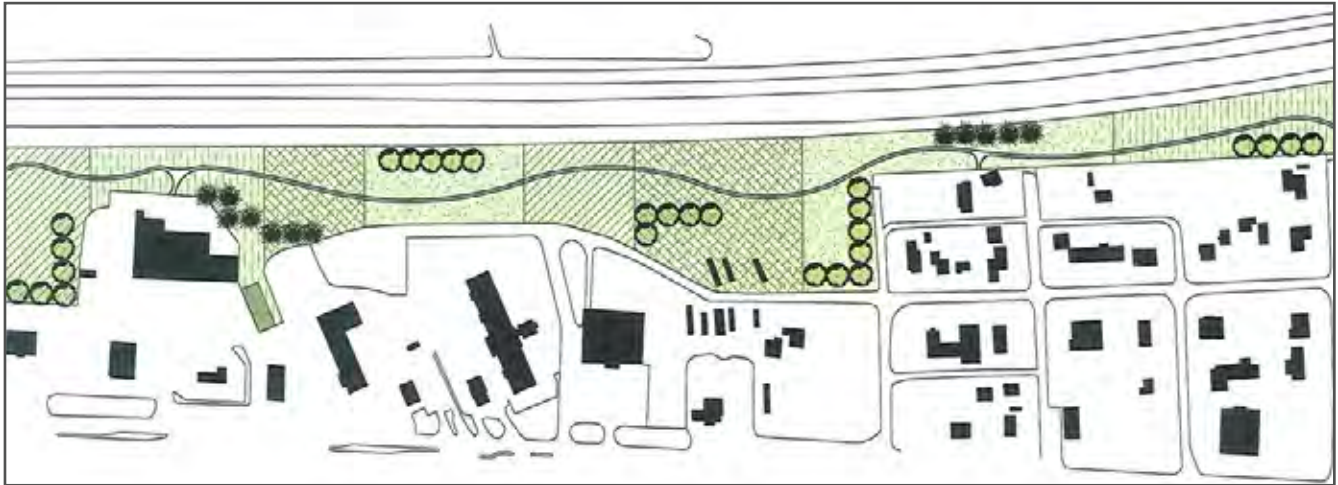
Figure 13
Interstate Landscape Enlargement

Trails – Along with the landscape, a trail will weave through the Open Space for the use of residents and the hospitality focused properties near the Interstate. If the trail cannot be located within the highway department right-of-way, Irene and Poplar Streets have adequate rights-of-way to provide an east/west trail parallel to I-40.

Gateways – Each of the interchanges servicing the city will be used as gateways for the visitor and returning residents. These along with a gateway along Highway 41 as it enters the city from the south will act as the welcoming entry portals to Moriarty. Figure 14 illustrates Homesteading and Ranching Gateway themes. Route 66 themes shown in Figure 16 may also be appropriate.
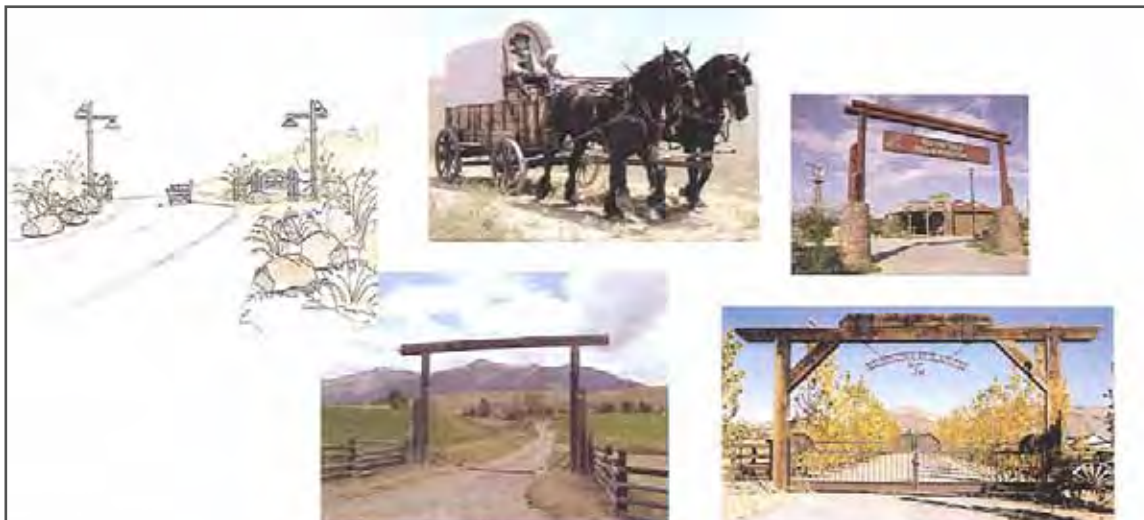
Figure 14
Homesteading and Ranching Gateway Themes

Mainstreet/Route 66

The Mainstreet of Moriarty should be welcoming and a beautiful line of green which visually binds the town together along this spine of transportation and commerce for the city. This major connector will be consistent in terms of landscape and other materials and it will provide shade for the pedestrians who might park or walk the street. Shade trees will line the streetscape in both the medians and the parkways and each shall use environmentally appropriate ideas in their execution like harvesting water from the streets and streetside. Materials and theme will draw off of the existing urban infrastructure using countrified woods, metals and brick pavers. The streetscape will increase in density as it gets closer to the City Center in the Broadway Alameda area. Signage and gateways reinforce identity along Route 66 as well as at interchanges. See Signage and Route 66 Gateway Themes below.

Figure 15
Signage - Creating a Community Identity

Figure 16
Route 66 Gateway Themes

Broadway Alameda

The cultural and civic City Center of Moriarty will be The Broadway Alameda. The Alameda is a park within a streetscape and it will provide a place for respite, a place for residents to enjoy while conducting town business, a place to buy a cup of coffee or coke and relax in the shade and eat lunch. This new city park will act as the focal point of downtown Moriarty and potentially provide a venue for civic events. On-Street parking adds to the activity of the area and further reinforces the use of the area – the Alameda is not just a pretty face but a center for many city activities.

Rural Streetscapes- Route 66 and State Road 41

The West Main Street area of Moriarty was cut off from the rest of town by the alignments created when the westernmost interchange of the city was built. The streetscape along this part of Mainstreet will therefore work to try to repair these past design decisions and utilize a similar palette of plants and materials. However the streetside landscaping will be less formal and protected because of the less urban street section with barrow ditches instead of curbs and greater distance between the building edge and the street. For this reason we suggest a more rural approach utilizing larger trees set in informal bosques using cottonwoods and other more space appropriate plantings.

Bosque Open Space

The large drainageway that flanks state highway 41 as it traverses southward is also a prime connector to the sports complex near the new Civic Center of the city for residents living in points south and east of downtown. This intersection of the natural and the vehicular is the perfect place for another gateway which will signal to the driver that "you have arrived" in Moriarty. The Open Space is also beautiful bosque, part of which already exists, and it is made up of informal trails and forest. This Bosque Open Space should remain and be reinforced through additional park like plantings and trails with amenities. The plantings again should be primarily native and the drainage flows that feed the plantings currently should be maintained no matter how the area developments to provide needed sustenance to the landscape.

Existing Landscape to Remain

Existing landscape/streetscape to remain as installed.

Existing Streetscape Enhanced

The existing streetscape and medians along Route 66 in Moriarty will be enhanced through the addition of more landscaping as a way of signaling to the driver and walker alike that you have reached the City Center and Broadway Alameda districts. This landscape will be similar to that already installed but will be denser and offer more shade and amenity (benches, etc.) than the current landscape.

IV.   TOWN   CENTER   ELEMENTS/ ALTERNATIVES

The purpose of this section is to look at a series of master planning options or alternatives to develop the concept for the Plan for Moriarty's Town Center. The first consideration is establishing a set of appropriate Land Uses to create an exciting, mixed use and community focused center of activity for the community. The second consideration is to propose a concept for improving the vehicular, pedestrian and bicycle Circulation to and through the Town Center to create a truly accessible and walkable environment. Thirdly this section proposes a concept for creating pedestrian friendly Streetscapes and Gateways to Moriarty and to the Town Center that will help establish its identity as a special place in the community and region. Lastly, this section will discuss the role of Parks, Plazas, Trails and Bikeways in making the Town Center a truly unique and inviting place in the region.

a.   Land   Use

Relative to establishing the appropriate land uses and types of activities in the Town Center the Plan should:

1. Enhance the role of this area as the center of government by building additional public buildings to make the Town Center a significant center for government and civic activities in the Estancia Valley. This should be the location of the majority of major public buildings in the region.
2. Create a significant focus on retail and service commercial development in the Town Center that serves the local community as well as the surrounding region.
3. Emphasize the location of entertainment facilities in the area including the possibility of additional restaurants, brew pubs reflecting the emerging brewing industry, a movie theater and other indoor recreational establishments.
4. Provide for public open space such as parks and plazas to enhance the opportunity for outdoor recreation and public gatherings. Great a central gathering place where major outdoor civic events can be held.
5. Encourage the development of apartments and town homes in and adjacent to the Town Center to provide the opportunity to live in and near this mixed use center.

Moriarty Mainstreet Project
Master Plan Concept

○ Gateways

☐ MainStreet District

north   0   600   1200   1800 feet
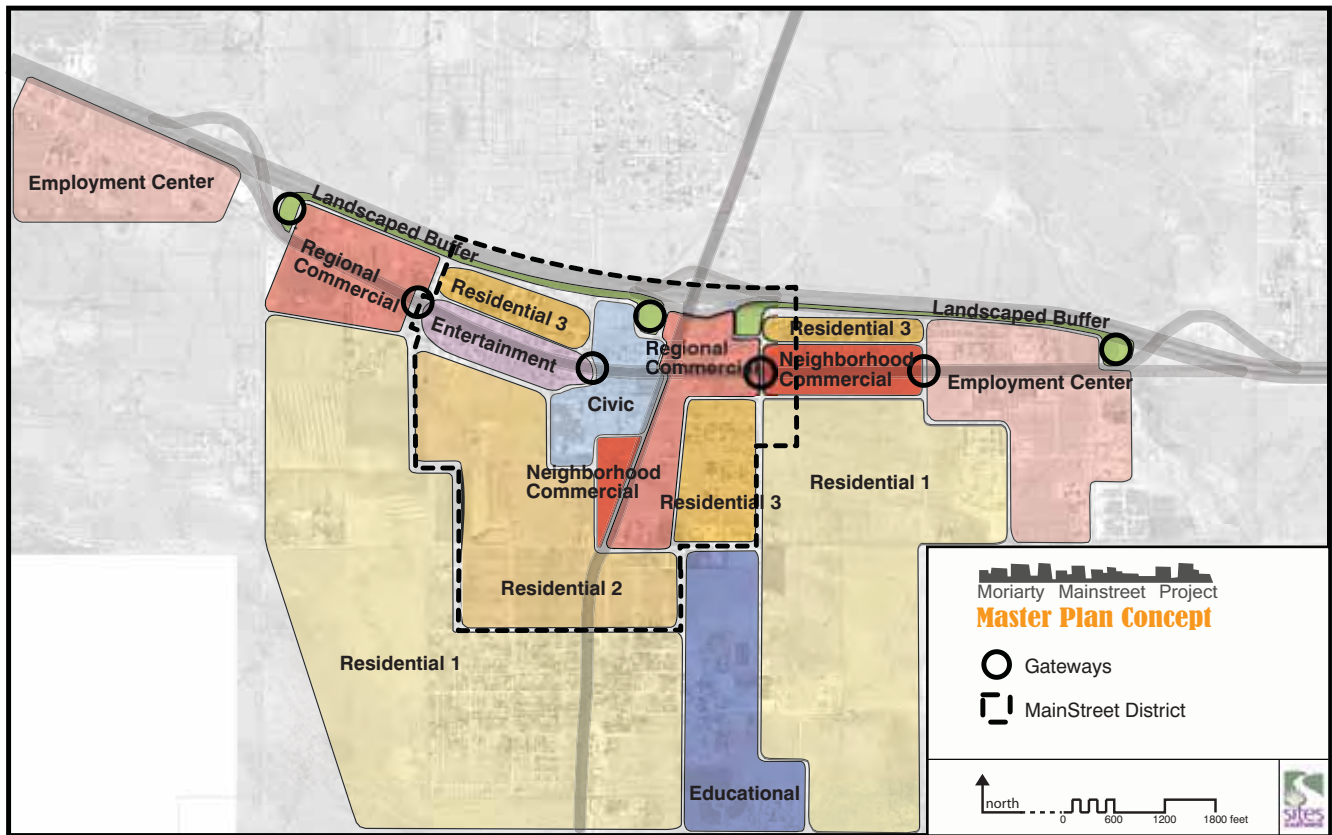
Option A - initial concept

Employment Center

Landscaped Buffer

Regional Commercial

Residential 3

Entertainment

Regional Commercial

Civic

Neighborhood Commercial

Residential 3

Residential 3

Neighborhood Commercial

Employment Center

Residential 1

Residential 2

Residential 1

Educational

Landscaped Buffer

Employment Center

Landscaped Buffer

Regional Commercial

Residential 3

Retail / Service

Regional Commercial

Civic/ Retail/ Office Park

Regional Commercial

Community Commercial

Employment Center

Residential 3

Residential 1

Residential 2

Residential 1

Residential 3

Educational

Landscaped Buffer

Moriarty Mainstreet Project
Master Plan Concept

○ Gateways

☐ MainStreet District

north   0   600   1200   1800 feet

Option B - revised, preferred concept

Figure 17
Land Use Concepts

b. Circulation

Figure 18 shows existing vehicular circulation and proposed extensions of roadways to improve intercity vehicular circulation.

Route 66 is and will continue to be the City's major east/west thoroughfare, serving both automobiles and the large trucks that contribute significantly to the local economy.

Parking will continue within the Route 66 right of way, in addition to parking accessed from alleys and side streets.

Moriarty Mainstreet Project
Vehicular Circulation

- I - 40 Interstate
- 4 Lane Local Streets
- 2 Lane Local Streets

north
0   600   1200   1800 feet
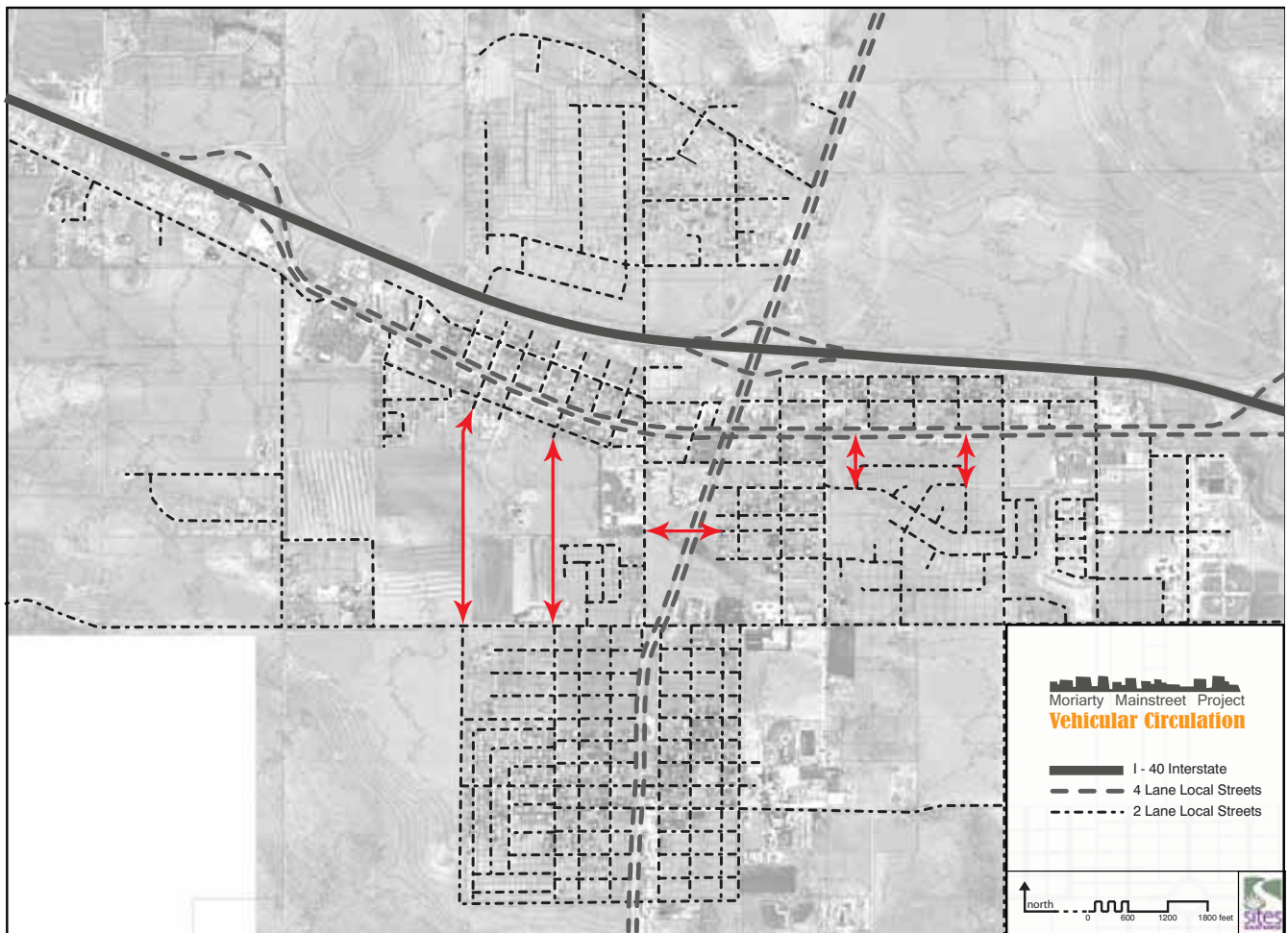
Figure 18
Vehicular Circulation

c.   S t r e e t s c a p e   a n d   G a t e w a y s

Because Route 66 is such a dominant physical feature, streetscape improvements and gateway signage are ways to create an attractive environment while preserving its function as a state highway. Improvements to Route 66 recognize its primary role as carrier of automobiles and trucks, while understanding the limitations of this thoroughfare as a pedestrian amenity. Recent landscaping additions to the west end of Route 66 have helped improve the appearance of this road west of NM 41. Future improvements should extend Route 66 landscaping to the east of NM 41. Figure 19 below illustrates a potential landscaping scheme for Route 66 east, including space for pedestrian movement along a trail that connects the east side to the Town Center.   It is also suggested that the medians along this stretch of Route 66 be landscaped.

Route 66 Improvement 01 - **East Moriarty (east of Highway 41)**

before

| 50 ft
highway department ROW | 10'-6"
shoulder | 22 ft
west-bound
traffic | 11 ft
turn
lane | 5 ft
median | 22 ft
east-bound
traffic | 10'-4"
shoulder | 42 ft
highway department ROW |

after

| 40 ft
highway department ROW | 10 ft
path,
landscaping | 10'-6"
shoulder | 22 ft
west-bound
traffic | 16 ft
median
landscaping | 22 ft
east-bound
traffic | 10'-4"
shoulder | 10 ft
path,
landscaping | 32 ft
highway department ROW |

Figure 19
Route 66 Improvement East Moriarty

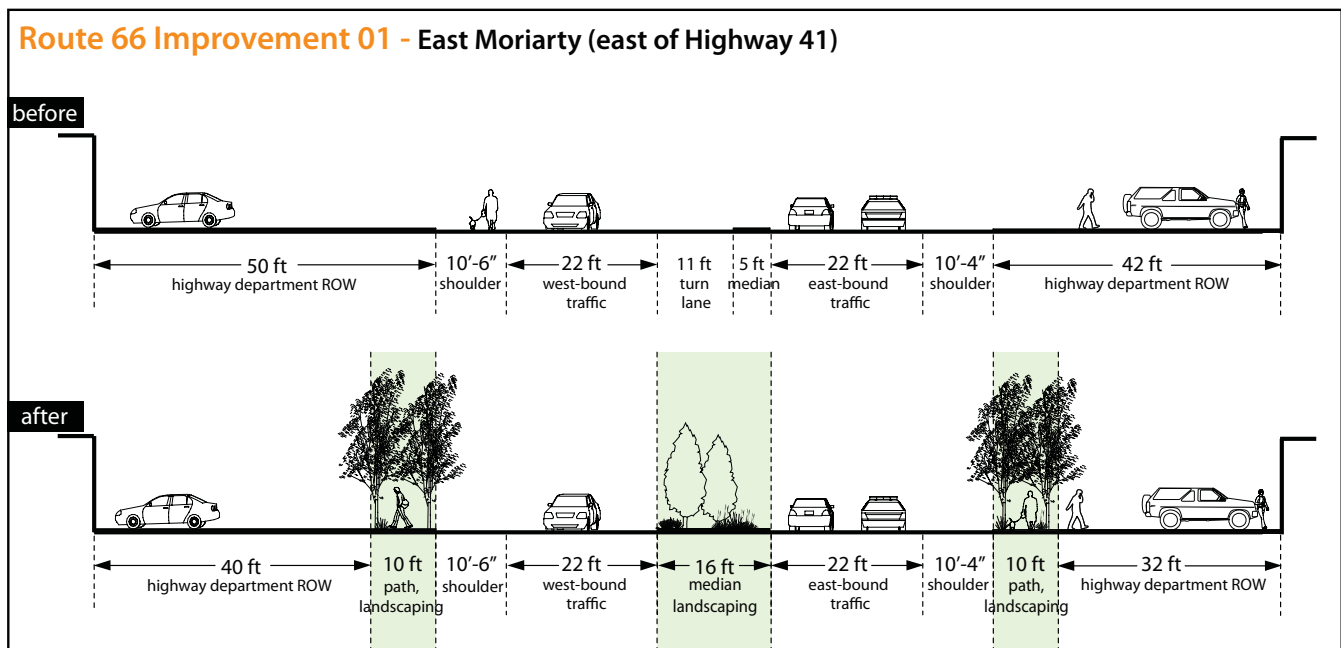A second grouping of improvements is proposed for the "Town Center" : a new pedestrian environment planned for Broadway Avenue both north and south of Route 66 and expansion of the existing planters along Route 66 in the blocks immediately east and west of Broadway.   Key to this "Town Center" vision is the widening of Broadway Avenue, with the construction of a wide landscaped median or "alameda" north and south of the intersection. By widening the street, the intersection of Broadway and Route 66 becomes a highly visible and important intersection in the community. The Broadway Avenue median provides shade and a pedestrian path, allowing it to function much like a town plaza. The enhanced Broadway Avenue street section also promotes widened sidewalks and parallel-parking to encourage infill development along this pedestrian corridor. Figure 20 illustrates the median concept for a first phase from Poplar to Roosevelt.

A second phase from Roosevelt south to the south edge of the City Park would complete this amenity through the government center.

Roosevelt Avenue provides an opportunity for streetscape and pedestrian improvements that link the government center and the existing park.

The expansion of the existing landscape is proposed between Harvard Avenue and Lindberg Street. For these two blocks, the enhanced landscape provides a visual gateway to compliment the proposed Broadway median. This design strategy also helps reduce the scale of Route 66. Figure 21 below depicts this concept. Landscaping is proposed to extend into the existing shoulder, allowing for additional planting on both sides of Route 66 near the Broadway intersection

Combined, the streetscape and gateway improvements provide a unique opportunity to create a pedestrian experience that links local businesses, the government center, and existing parks.

Figure 20
Streetscape and Gateways Sketch

Route 66 Improvement 02 - between Harvard Ave and Lindberg St

before

| 44 ft highway department ROW | 8 ft planter | 11 ft shoulder | 22 ft west-bound traffic | 16 ft median | 22 ft east-bound traffic | 11 ft shoulder | 8 ft planter | 50 ft highway department ROW |

after

| 44 ft highway department ROW | 16 ft extended planter | 22 ft west-bound traffic | 22 ft east-bound traffic | 16 ft extended planter | 50 ft highway department ROW |
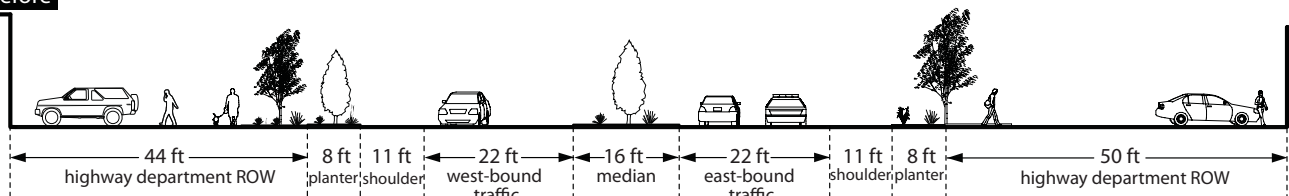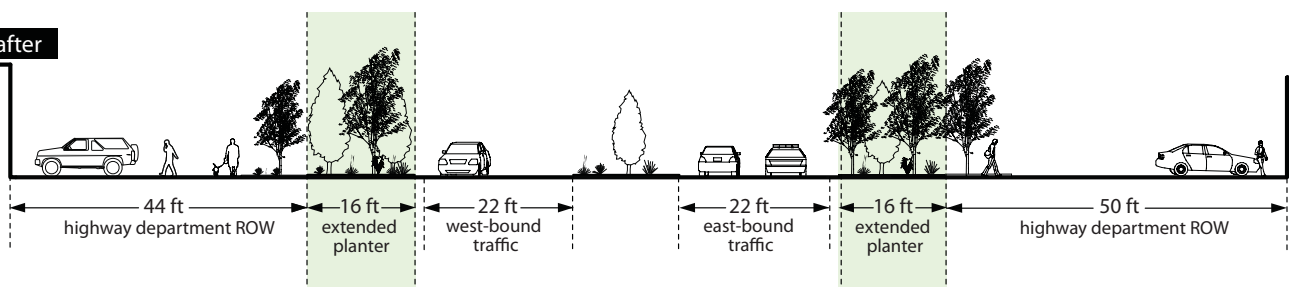
Figure 21
Route 66 Improvement between Harvard Ave and Lindberg St.

d. Parks, Plazas, Trails & Bikeways

Existing features, including Crossley Park, the City of Moriarty Park, and the drainageway that extends from Route 66 along the west and south sides of the City of Moriarty Park, are the beginnings of an integrated system of green spaces and trails within the Town Center. Figure 22 shows the proposed pedestrian and trail network that would link facilities and activities within the Town Center.

Existing drainageways are existing green space within the City. The character of these green spaces can be extended into streetscapes and trails.

Proposed Sidewalk & Trail System

- ┄┄ trail system
- ▢ usable green-space
- ▢ decorative planters

- sidewalk system
- ▢ existing buildings
- ▢ proposed infill buildings

- ▢ potential development sites
- ▢ parking courts

sites
southwest

north   0 50 100   200   300   400   500 ft

Potential
Housing

Poplar Ave

Yale Ave

Harvard Ave

Highway 41

Abandoned
Shop

Route 66 ROW

JR's Auto
Parts & Service

Coletti Reality

Larry's Auto

Route 66 ROW

Lariat Motel

Historic Route 66

Cactus Mall

May
Pharmacy

Blackie's
Family Dining,
Liquor, Bar

Post
Office

Sand's
Motel

CJ's Service
Shop

Lindberg St

Crossley
Park

Audbrey Ave

Potential
Civic | Commerical
Uses

Furniture

Roosevelt Ave Extension

Roosevelt Ave

Fire Station

Civic Center

Potential
Civic | Commerical
Uses

Town Hall

Potential
Housing

City of
Moriarty Park

Potential
Civic | Housing |
Commerical
Uses

Howard Cavasos Blvd

Rita St S

S. Broadway Ave

Figure 22

Proposed Sidewalk & Trail System

e. Community Character

Moriarty is a rural community with strong ranching roots. While the intent of the Master Plan is to encourage a denser concentration of activity in the Town Center than currently exists, the new development should be consistent with Moriarty's character as a rural ranching community.

Buildings within the Town Center are proposed to be at the property line with parking in the rear, accessed from existing alleys. Entrances and windows along the street are desirable, and secondary entrances may be provided from parking courts at the rear of the building.

Shared parking is desirable, especially when businesses and facilities are active at different times of the day or week. Building heights of one to two stories are appropriate.

Building styles vary, and no particular building style is proposed.

The character of the landscape within the Town Center is established by existing parks and drainage features, with a predominance of trees, shrubs and grasses native to Moriarty.

Along Route 66, parking will continue to be at the front of the buildings within the highway right of way. Over time, new development should be encouraged at the property line to create a consistent street wall. Over time, pedestrian improvements at the fronts of the buildings can be provided that serve pedestrians, protect pedestrians from vehicles in the parking areas and along the highway.

V.   THE   MORIARTY   MAINSTREET
TOWN   CENTER   MASTER   PLAN

a. The Vision for the Future

The Vision for the Town Center is of a relatively dense concentration of public facilities and private commercial development that is a desirable place to work, shop, and conduct day to day business. The Center would be surrounded by additional business activity along Route 66 and housing within walking distance.
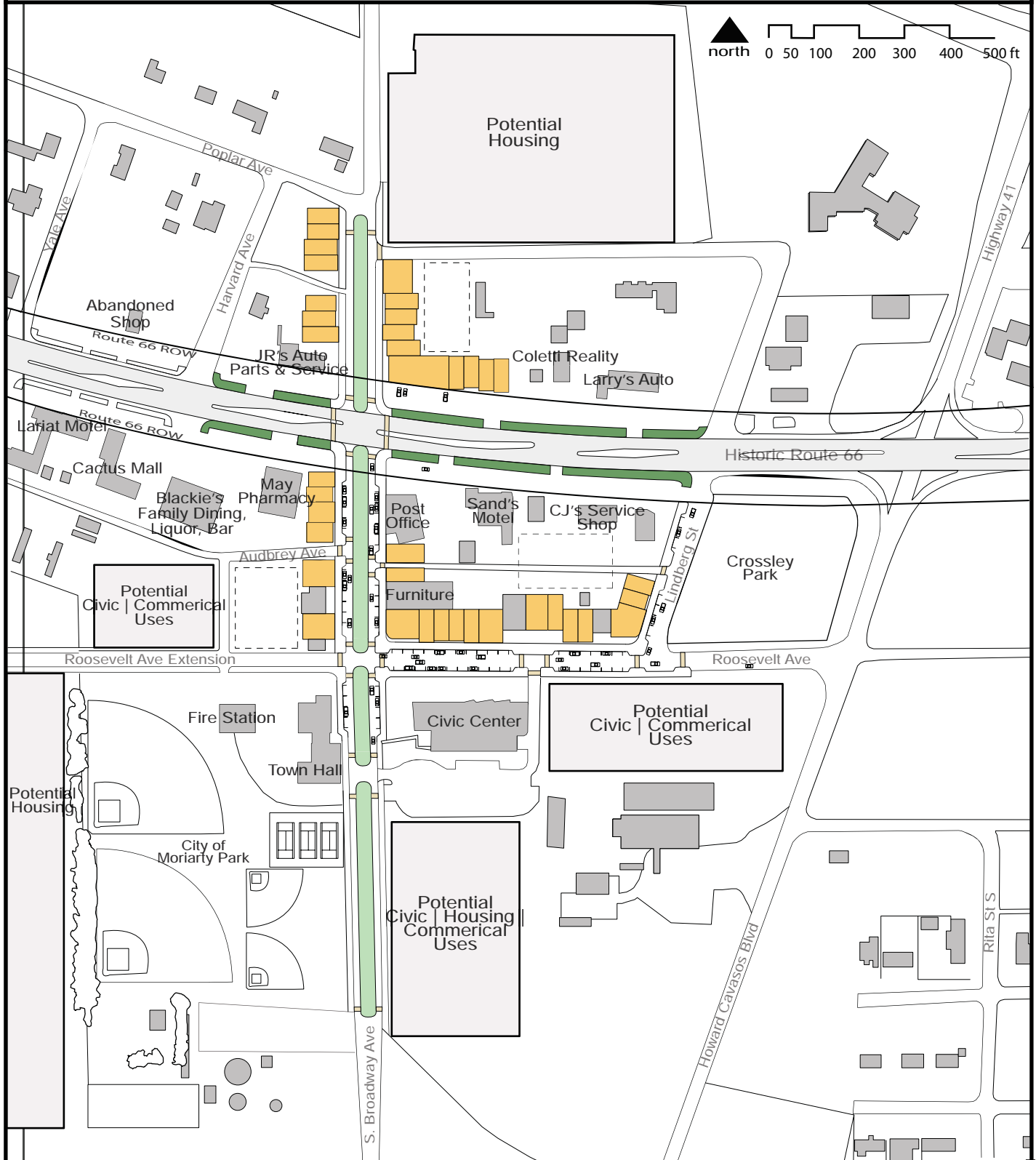
Figure 24 illustrates how the existing Town Center, with existing civic buildings and businesses, can include the streetscapes described in previous sections. The area can continue to develop with new government offices and businesses that fill the vacant properties around existing buildings. Large vacant tracts maybe suitable locations for future housing or commercial enterprises.

Proposed Smart Growth
Moriarty Town Center

- ■ existing buildings
- ■ proposed infill buildings
- ☐ potential development sites
- ⬚ parking courts
- ■ proposed alameda
- ■ enhanced landscaping

sites southwest

north

0 50 100 200 300 400 500 ft

Poplar Ave

Yale Ave

Harvard Ave

Highway 41

Potential Housing

Abandoned Shop

Route 66 ROW

JR's Auto Parts & Service

Coletti Reality

Larry's Auto

Lariat Motel

Route 66 ROW

Cactus Mall

May Pharmacy

Blackie's Family Dining, Liquor, Bar

Audbrey Ave

Post Office

Sand's Motel

CJ's Service Shop

Historic Route 66

Lindberg St

Crossley Park

Potential Civic | Commerical Uses

Furniture

Roosevelt Ave Extension

Roosevelt Ave

Fire Station

Civic Center

Potential Civic | Commerical Uses

Town Hall

Potential Housing

City of Moriarty Park

Potential Civic | Housing | Commerical Uses

Howard Cavasos Blvd

Rita St S

S. Broadway Ave

Figure 24
Proposed Smart Growth

VI. IMPLEMENTATION

a. Proposed Capital Improvements

The Capital Improvements Table lists potential projects that will be the responsibility of local government. These capital improvements can be funded through a combination of local capital funding, state legislative appropriations and other public loans and grants. Streetscape improvements adjacent to private properties may also be constructed by the landowner as property is upgraded or developed.

The table below lists projects, including the project description, responsible agency, potential funding sources, and priority.

Project Type and Name	Description	Responsible Entity	Potential Funding Sources	Priority	Estimated Cost
Streetscape Enhancements					
Route 66 Streetscape, East	Median improvements east of Eunice; streetscape guidelines for private landowners	Property Owners, City of Moriarty, NMDOT	Property owners, as part of property development; City of Moriarty general fund or capital project; state legislative appropriation; City incentives for private landowners (i.e. water bill rebate, property tax rebate); Private maintenance	Medium Streetscape would be installed as properties develop	Median - $135,000 Streetscape - $135,000 (part will be done by property owners
Town Center Area Streetscape Enhancements	Streetscape enhancements east and west of Broadway on Route 66 – widen existing streetscape into shoulder	City of Moriarty, NMDOT	Legislative appropriation Maintenance – City	Low – timing to coincide with development and/or construction of Broadway alameda	$60,000
West Route 66 Streetscape Guidelines, west interchange to Tulane St. (+/-)	Guidelines for private landscape improvements west of the existing streetscape	City of Moriarty, NMDOT, property owners	Incentives for private property owners (i.e. rebate)	High – individual parcels would be landscaped per guidelines	Median - $50,000 Streetscape - $50,000 (part exists and part will be done by property owners
West Route 66 streetscape improvements, west of interchange	Guidelines for private landscape improvements west of the west interchange	Property owners	Incentives for private property owners (i.e. water bill rebate, property tax rebate)	Medium – to be installed as properties develop	Primarily paid for by property owners w/ incentive

Project Type and Name	Description	Responsible Entity	Potential Funding Sources	Priority	Estimated Cost
Howard Cavasos Streetscape	Streetscape improvements on Howard Cavasos south of I-40	City of Moriarty, NMDOT	Legislative appropriation Maintenance – City	Medium	$250,000
Gateways					
East I-40 Interchange	Gateway feature/ landscaping at the east interchange	City of Moriarty, NMDOT	Legislative appropriation Maintenance – City	High	Gateway feature $60,000; Landscape $600,000
NM 41 / I-40 Interchange	Gateway feature/ landscaping at the NM 41 interchange; would require extension of water lines to landscaping	City of Moriarty, NMDOT	Legislative appropriation Maintenance – City	High	Gateway feature $60,000; Landscape $600,000
West Interchange	Gateway feature/ landscaping at the west interchange	City of Moriarty, NMDOT	Legislative appropriation Maintenance – City	High	Gateway feature $60,000; Landscape $600,000
Howard Cavasos south gateway	Gateway at southern entrance to the City	City of Moriarty	Legislative appropriation Maintenance – City	High	Gateway feature - $60,000
Interstate Landscape					
East of NM 41	Provide landscaping and walking and biking trails to link gateways along I-40	City of Moriarty, NMDOT	Legislative appropriation; NMDOT trails funding; TEA-21 Enhancements Maintenance – City	Medium	$360,000
West of NM 41	Provide landscaping and walking and biking trails to link gateways along I-40	City of Moriarty, NMDOT	Legislative appropriation; NMDOT trails funding; TEA-21 Enhancements Maintenance – City	Medium	$340,000
Town Center Streetscapes					
Broadway alameda, Route 66 to Roosevelt Avenue	Design, right of way acquisition and construction of median and landscape improvements	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$100,000 + ROW acquisition

Project Type and Name	Description	Responsible Entity	Potential Funding Sources	Priority	Estimated Cost
Broadway alameda, Roosevelt Avenue to Municipal Complex	Design, right of way acquisition and construction of median and landscape improvements	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$150,000 + ROW acquisition
Broadway alameda north of Route 66	Design, right of way acquisition and construction of median and landscape improvements	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$75,000 + ROW acquisition
Roosevelt Avenue, Howard Cavasos Blvd. to Broadway	Design and construction of sidewalk or walking trail and streetscape improvements	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$75,000
Roosevelt Avenue Extension, Broadway to west edge of City of Moriarty Park	Design and construction of sidewalk or walking trail and streetscape improvements	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	To be installed with roadway improvements
Broadway streetscape City Park south to Martinez Road	Design and construction of streetscape improvements along Broadway south of the municipal complex to Martinez Road	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$50,000
Other Trails					
Bosque Open Space	Trail improvements along the drainageway that borders the western and southern edges of the Town Center with connection to walking path along Howard Cavasos	City of Moriarty	Legislative appropriation; TEA-21 Enhancements; Maintenance – City	Low – to be constructed as town center develops	$205,000
New Public Facilities					
Public Safety Complex	Construction of new public safety complex within the town center	City of Moriarty	Legislative appropriation	High	

Project Type and Name	Description	Responsible Entity	Potential Funding Sources	Priority	Estimated Cost
Roadways					
Local streets	Local street connections as proposed in the master plan	City of Moriarty	ROW acquisition as part of subdivision or other development process; paving through subdivision and City ICIP	Low – to be constructed as adjacent properties develop	To be constructed as part of new subdivisions
Regulatory Changes and Guidelines					
Amend zoning code	Specify design criteria for buildings along Route 66, including materials, parking, landscaping, entrances and orientation, and signage (encourage neon)	City of Moriarty; Mid-Region Council of Governments	Could be completed by MRCOG as expansion of zoning code amendments	High	NA
Route 66 Landscape Guidelines	Guidelines, including planting locations and plant list for private landscaping within the Route 66 ROW	City of Moriarty	Basic ideas are in the Master Plan. Could be completed by MRCOG as expansion of zoning code amendments	High	NA
Landscaping incentives	Ordinance that establishes incentives for private landscape improvements along Route 66. Might include property tax, water bill or other rebate. Amount based on linear feet of frontage landscaped.	City of Moriarty	Adoption would reduce City revenues slightly; Lodgers Tax	High	Estimate maximum of $500 per property based on lf landscaped

b.   New   Mexico   MainStreet   Program

One resource available to New Mexico communities seeking to revitalize their Main Streets is the New Mexico Economic Development Department (NMEDD). Through NMEDD the City of Moriarty can pursue professional services and community leadership training that comes with membership in the New Mexico MainStreet Organization. As a member of the New Mexico Certified Communities Initiative, and through adoption of the Local Economic Development Act, Moriarty is uniquely poised to become the newest satellite community. The following information on services and membership come directly from the New Mexico Economic Development Department's website - (http://ww1.edd.state.nm.us/index.php?/community/category/Join%20New%20Mexico%20MainStreet/).

New Mexico MainStreet restores economic vitality to our state's downtowns through city design, promotion, economic restructuring, and organization. From July 2005 to June 2006, MainStreet spawned 126 new businesses, fostered 171 building rehabilitations, generated $12,438,638 in public reinvestment, and gave rise to 446 new jobs.

Currently, 20 communities are members of New Mexico MainStreet. They are: Artesia, Bernalillo, Carlsbad, Chama, Clayton, Clovis, Corrales, Farmington, Gallup, Grants, Hobbs, Las Cruces, Las Vegas, Los Alamos, Portales, Raton, Roswell, Santa Rosa, Silver City, and Tucumcari. MainStreet's six satellite communities are Bayard, Dona Ana, Espanola, Eunice, Harding County, and Reserve.

MainStreet's program associates provide free training sessions on town design, promotion and publicity, organization, and economic restructuring. MainStreet also sponsors architecture projects through the University of New Mexico Design Planning and Assistance Center (DPAC). Member communities provide the organizational structure and financial base from which to implement the local MainStreet Program.

Getting Started

Four-Point Approach:
New Mexico MainStreet member communities focus their efforts on these areas, known as the Four-Point Approach:

- Organization—establishing consensus and cooperation by building effective relationships among the community's downtown stakeholders
- Economic Positioning—strengthening downtown's existing economic assets and fulfilling its broadest market potential
- Design—enhancing the unique visual quality of downtown to create an appealing environment
- Promotion—creating and marketing a positive image based on the unique attributes of the downtown district

How to Become a New Mexico MainStreet Start-Up Community

Based on the annual allocation from the New Mexico Legislature and the Governor, MainStreet opens enrollment each summer. Cities and towns wishing to become MainStreet Start-Up Communities throw their hats into the ring via an official Letter of Interest (LOI). The letter must include a resolution by the city council indicating financial support for the local MainStreet affiliate. In addition, this letter must be accompanied by a list of names and addresses of downtown stakeholders who, if selected, will become the local MainStreet affiliate's steering committee. An LOI can be found on the NMEDD website: http://ww1.edd.state.nm.us/index.php?/community/category/Inside%20Track/

How to Receive Services from New Mexico MainStreet
Once a Start-Up Community has been selected, it must complete a Memorandum of Understanding (MOU) with New Mexico MainStreet and its parent organization, the New Mexico Economic Develop-

ment Department. This is a formal agreement outlining mutual expectations, roles, and responsibilities between the local nonprofit organization representing downtown stakeholders, the municipality, and New Mexico MainStreet. MOUs are developed according to the needs of individual communities. A MOU can be found on the NMEDD website:
http://ww1.edd.state.nm.us/index.php?/community/category/Inside%20Track/

c. Façade Improvement Programs

Developing a façade improvement program in New Mexico is no easy task. Grant money is nearly impossible to acquire for this purpose. The best conceptual strategy for developing a local façade improvement program is to simultaneously develop a revolving loan fund in concert with free design services.

Revolving Loan Fund

1. To initiate a revolving loan Fund, funds need to be secured as seed money. A creative example of funding comes from Gallup, where a Community Development Block Grant (CDBG) was leveraged at a local bank in the form of a revolving loan program. This money was then offered to business owners in the form of low-interest loans for façade improvements. The key to developing a revolving loan program depends on the commitment of local businesses along with a very supportive local banking community.

2. A second strategy is currently being explored in Artesia and Portales. Local Economic Development funds (LEDA) are being used to support local improvements. In the past, an anti-donation clause inhibited direct assistance to local business owners. Strategies are being developed to redefine the allocation of these funds for local businesses, subverting the anti-donation clause and providing businesses with renovation resources.

Free Design Services

1. The second important component of a well conceived façade improvement program entails the provision of free design services. The city could create a design services fund, under the rubrick of economic development, to further encourage local business owners to participate in the façade improvement program. Sources have listed $50,000-$100,000 as an ideal funding base for such a program. A second strategy would be to solicit the New Mexico MainStreet Program for free design assistance, either through its contracted designers or with the DPAC program at the University of New Mexico. This option is certainly limited in its immediate effects or scope, as much of the New Mexico MainStreet Community is waiting in line for these under-funded services.