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Santa Rosa Visioning Plan

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SANTA ROSA VISIONING PLAN
SANTA ROSA, NEW MEXICO

UNIVERSITY OF NEW MEXICO SCHOOL OF ARCHITECTURE & PLANNING
DESIGN PLANNING ASSISTANCE CENTER (DPAC)
HISTORIC PRESERVATION AND REGIONALISM PROGRAM
In northeast New Mexico, where the great plains rise to meet the Rockies, lies the oasis of Santa Rosa. Surrounded by artesian spring lakes, rolling foothills and mesas, the City of Santa Rosa is also the Guadalupe County seat.

114 miles east of Albuquerque and 170 miles west of Amarillo, Texas on Interstate 40, the city is located on the banks of the Pecos River. At 4599 feet above sea level, its land area is 4.2 square miles with a 2000 population of 2,744. Its average annual rainfall is 13.7 inches, average low temperature, 38.9 degrees F, and average high temperature, 77.2 degrees F.
Santa Rosa Visioning Plan

University of New Mexico
School of Architecture & Planning
Design Planning Assistance Center
Historic Preservation and Regionalism Program
2004
From Santa Rosa’s founding as a railroad center in 1901 and as a county seat two years later, to its position on Route 66 and its christening as The City of Natural Lakes, Santa Rosa prospered as a service and recreational center for Guadalupe County residents and tourists. Today east-west traffic on Interstate-40 and scuba divers practicing in Blue Hole tend to stay over only one night, which supports a stable, but not a growing economy.

In 2003, community leaders headed by Mayor José Campos (who is also a State Representative) invited the UNM School of Architecture and Planning to work with them on a community revitalization plan. In the spring of 2004, students and faculty held a series of public meetings attended by city councilors and staff, county commissioners and staff, and the local press and public. Based on their input, and student research on the city, the students developed a series of design options. Following community response at a final public meeting, these ideas were refined into the proposals set forth in this plan.

The guiding principal articulated by community leaders and made tangible in these options calls for the revitalization of Santa Rosa’s natural and historic amenities both for the use of residents and for economic development through increased recreational and heritage tourism.

This plan proposes:

- the re-establishment of the Courthouse Plaza
- the adaptive reuse of the historic courthouse as either a Judicial Complex or Museum and Visitors Center
- the redevelopment of the historic Ilfeld-Johnson Warehouse as a Farmers Market and Business Incubator Center
- the construction of a Blue Hole Conference Center including meeting rooms, a small state fishery museum, a dive shop, and a swimming pool to be shared by local residents and visiting scuba diving schools
- the coordination of the new Blue Hole Center with nearby Park Lake and a new Wetlands Park immediately to the south
- the designation of a Historic District and Design Guidelines to enhance the core area and balance pedestrian and vehicular uses especially along Historic Route 66

These steps will enhance community life while also providing attractions that will hold some visitors beyond the typical one night stay. This plan focuses on physical designs that government can undertake to catalyze revitalization. It will also require the initiative of individual entrepreneurs and benefit from community organizing on the model of the New Mexico Main Street program to coordinate infrastructure improvements, develop small business capacity, and the marketing of the city’s historical interest and recreational sites.

(Note: Comprehensive planning is adopted and re-visited periodically to ensure adequacy and relevance. The development plan provides a series of guidelines that serve as a roadmap.)
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Located at 4600 feet elevation, 115 miles east of Albuquerque, on the dry western edge of the Great Plains, Santa Rosa stands in the Pecos River Valley, made lush here by the presence of a dozen small spring-fed lakes. Abundant water attracted Hispano ranchers as they migrated south along the Pecos in the mid-1800s, and Anglo railroad builders at the beginning of the 1900s. As a result, Hispanic and Anglo cultural frontiers met and mingled in Santa Rosa.

While Mexican era land grants flank the community up and down river, the Santa Rosa area was homesteaded by Don Celso Baca, who established a ranch headquarters here in 1865. He also built an adobe chapel dedicated to Santa Rosa in memory of his mother Doña Rosa Baca. By the time the territorial legislature created Guadalupe County (in honor of Our Lady of Guadalupe, Mexico's patron) in 1891, Hispanic and Anglo ranching families had filled the surrounding countryside.

Although the railroad reached Santa Fe and Albuquerque in 1880, eastern New Mexico lacked rail service as late as 1897 when Charles Eddy founded the El Paso and Northeastern Railway and began building north from that city into the Tularosa basin, where he founded Alamogordo. In 1900 he persuaded the Chicago, Rock Island and Pacific Railway to build south from Kansas to meet his line at the Pecos River. Although the Baca family protested the location of this line one mile north of their home, the depot was diplomatically named Santa Rosa in an effort to quell their resistance. A temporary tent city of some 4,000 people sprang up during the construction boom, and when the two lines met at Santa Rosa on February 2, 1902, El Paso was linked directly to Chicago.

Even as the lines were being built toward Santa Rosa, Charles Eddy platted a classic railroad town on the east side of the river, laid out in a street grid with lots ready for sale. Eddy's Alamogordo Improvement Company (later superseded by the Santa Rosa Townsite Company) aligned their street grid with the northwest-to-southeast flowing Pecos River, and the perpendicular railroad alignment, thereby orienting the corners of each block to the points of the compass. To the northwest, on the other side of the tracks, a working class neighborhood of adobe vernacular and hip-roofed residences developed. Warehouses clustered along the southeast side of the tracks supporting a booming commercial district. Next to the southeast, churches and schools complimented the occasional American Colonial Revival house of a merchant, although hip-roofed workers cottages and duplexes, shotgun houses, and Hispanic vernacular adobe houses predominated.

In 1903, the New Mexico territorial legislature relocated the county seat from Puerto de Luna (nine miles down river) to Santa Rosa, and renamed the county in honor of Leonard Wood, the commander of the Rough Riders during the 1899 Spanish-American War. In this, the Anglo promoters overreached, as protests from the Hispanic population caused the name to be returned to Guadalupe County within two years. Eddy's town company, nevertheless, put their stamp on the town when it set aside a full city block as a courthouse square, which soon was surrounded by business blocks (see Courthouse Plaza section of this plan). The 1908 courthouse employs handsome local brown sandstone. Its California Mission style overtones acknowledged the city's Hispanic population, while its visual echoes of the Alamo simultaneously suggests cultural ties to Texas. Its sandstone construction and three part, ascending facade composition set the pattern for other prominent buildings from the Ilfeld-Johnson Warehouse, and Pecos Theater to the Santa Rosa Junior High School.

The railroad company at first erected a locomotive roundhouse at Santa Rosa, but the high concentrations of gypsum and alkali in local water, which soon fouled the pipes of steam engines, led them to dismantle and move the roundhouse to Tucumcari, 60 miles east. Following the railroad construction boom, Santa Rosa's population settled at 1031 in the 1910 census--27th highest in the New Mexico territory. As the county seat, and trade center for an area fifty miles in diameter, it boasted a full range of businesses and services from stables, blacksmiths, hotels and boarding houses to both
a Spanish- and an English-language weekly newspaper, two banks, churches, schools, and a full range of stores, most prominently the Marsh and Dubois, and Moise Brothers general merchandise stores.

The town’s population stayed level in the teens and twenties, then more than doubled to 2310 in 1940—22nd in the state. The out-migration from smaller villages caused by Great Depression of the 1930s, and the designation of U.S. Route 66 through Santa Rosa in 1926 likely account for this jump in population. New bungalows filled open lots in the residential area southeast of the courthouse, while many who moved in from surrounding Hispanic farm and ranch areas built their adobe homes on the hill above the courthouse, along the Pecos River, and northwest of the railroad tracks. The one Santa Rosa auto garage listed in the 1921 state business directory was joined ten years later by five garages, three service stations, and two auto camps. By 1940—after a direct east-west alignment of Route 66 through Albuquerque was completed—Santa Rosa’s economy rested increasingly on its position as a travel center offering four garages, eleven service stations, five auto/cabin courts (precursors of motels), and a car dealership. Federal WPA projects under the New Deal added further employment, notable in highway construction, the development of a federal fish hatchery, and the enhancement of recreation facilities such as the Blue Hole, an eighty-one-foot-deep, spring-fed lake.

Many residents who left to serve or work in the war effort returned to stay, but others returned for a visit and then were drawn to work in Albuquerque, Santa Fe and other growing southwest urban centers. This out-migration roughly offset the natural increase of population as Santa Rosa dipped to 2199 residents in 1950, then climbed modestly to 2485 in 1970. A static population meant little new residential construction. The core services and stores remained viable around the courthouse—including a title company, surveyors and attorneys clustered around the courthouse—joined by several large motels, located mostly east along Route 66. With improvements to Park Lake in the 1960s, and the rise of the Blue Hole as a scuba diving training center, Santa Rosa promoted itself as a regional recreation destination—The City of Natural Lakes.

Long eclipsed by auto travel, passenger rail service ceased at Santa Rosa in 1968, although a handful of daily freight trains pass through even today. During the 1960s, Interstate-40 was built to within two miles of Santa Rosa on both the east and west side of town, even as cross country traffic continued along Route 66 past the courthouse. The I-40 bypass of downtown completed in the early 1970s boasted three interchanges, two east and one west of town. The two-mile-long commercial strip that developed between the interchanges east of town attracted numerous national motel and restaurant chains. Employment here helped support a 2000 population of 2,744. But this automobile strip also has drawn other businesses out of the courthouse/downtown area, leading to its economic decline. Most travelers spend only one night as they move east or west across the country. The city’s leadership today hopes to increase the number of multi-night tourists by enhancing the facilities at the Blue Hole into a conference and scuba training center, and by revitalizing its historic courthouse area as a cultural tourism stop.
Hispanic Plazas

Villages laid out during the Spanish and Mexican eras began with a plaza and church at their centers. While plazas began as open, multi-purpose grounds, many such as Santa Fe and Las Vegas, developed as plaza parks in the mid-to-late-1800s. Each typically had a focal point at its center - be it a band stand or monument. Sidewalks radiating out from the center, and providing a promenade walk around the perimeter of the plaza, along with shade trees and benches made plazas a place to stroll and socialize. The largely Hispanic population of Santa Rosa knew nearby plaza-centered communities and even referred to their courthouse square as “la plaza”.

Anglo Courthouse Squares

The Courthouse Square emerged as a component of town design about 1805 in Shelbyville, Tennessee, and was carried by Anglo-American settlers across the South, Midwest and Great Plains. Around 1900, many eastern New Mexico county seats established with the arrival of the railroad also created courthouse squares, including, Lovington, Carlsbad, Roswell, Portales and Santa Rosa. The Shelbyville style square devotes an entire city block to the county courthouse and its grounds. Business blocks line the streets facing the square, thereby linking civic and commercial functions. Radial and perimeter sidewalks resemble the plaza park pattern, although squares often have more shade trees and a greater preponderance of grass over hard surfaces than the plazas.
Santa Rosa’s Courthouse Square

When the new railroad town of Santa Rosa rested the Guadalupe County seat from Puerto de Luna in 1903, a city block near the depot was quickly designated as the site for a courthouse. The new courthouse built near the center of this block in 1908 was soon joined by radial walkways, benches and shade trees. In 1940, Santa Fe architects Kruger and Clark designed new wings to be added to either side of the original building. The addition to the left was completed in 1946, but the mirror addition to the right was never undertaken. A city hall was instead added at the far eastern corner of the square, joined later by a jail and two small buildings behind the courthouse, which destroyed the symmetry and formality of the courthouse and its square. Then in the 1970s, fragments of the square in front of the original entrance were further whittled down to create additional parking spaces.

Restoring the Courthouse Plaza

This plan proposes to restore the original perimeter of the square. (The angled parking on surrounding and nearby streets is more than ample for current needs.) In the short to mid-term, the old city hall, jail and two small buildings will be removed, and their functions transferred to the nearby rehabilitated historic junior high. The return of radial and perimeter walkways, and a band of grass and shade trees around the edges, will visually unify the space, while making it available for community celebrations and everyday recreation. The addition of a bandstand to the right of the original building balances the 1940s addition (if and while it remains), and, with a large new dance surface, will resemble the plazas of New Mexico. Renaming this the Santa Rosa Courthouse Plaza honors the dual, Anglo and Hispanic contributions to the city’s history.
The first Courthouse Plaza (CHP) option creates an inviting pedestrian environment around a refurbished Guadalupe County Judicial Complex. The jail and two buildings located northeast of the courthouse are demolished. (Their placement in the square detracts from the courthouse, while the expense to update the non-code-compliant jail is prohibitive.) The city hall buildings at the southeast corner of the CHP are removed as well and their functions relocated to the historic junior high. The second floor of the old courthouse is restored into a functioning, grand courtroom. A new two–story connects the original courthouse and the annex to the north. A handicap accessible ramp and grand staircase serve as the main entrance, and the modern security and screening functions are housed inside. The reconfigured entry signals that these buildings are no longer separated, but instead are an integrated whole.

Recapturing the original square provides much needed space for civic gatherings. A Bosque of trees to the rear screens the back of the courthouse, providing a buffer from the parking, and creating a shady and semi-private area for employees and residents.

Along the west side of the CHP, the traffic median is removed, two-way traffic is re-introduced and the surface of the CHP is extended to its original boundary.

Two red oak trees flank a fountain in front of the old courthouse and Italian cypresses are planted along the annex building to provide an elegant softening of the dominant building. The blue tiled fountain evokes the unique springs and Blue Hole of Santa Rosa and is enclosed by a masonry bench of indigenous sandstone. Drivers along old Route 66 will notice a clock prominently placed on the northwest corner of the CHP.

A Veterans Memorial is sited at the southeast corner. A grove of trees creates an outdoor room surrounding the memorial, while also providing reading space for visitors to the adjacent library. A pedestrian Plaza in the Hispanic tradition opens around a central gazebo.

With the dramatic backdrop of the old courthouse, the gazebo can serve as a bandstand during festivals, as a stage for performances, a platform for civic assemblies, or even a place to take wedding photos. By providing a pedestrian plaza, local festivities, trade shows, public gatherings and fairs will be drawn to the historic downtown of Santa Rosa.

The judicial complex option creates a prominent civic gathering space and a centralized judicial system, while creating a clearly identifiable center for Santa Rosa and redefining the currently fragmented CHP as a source of pride and identity for the community’s residents.
This option removes all buildings except for the original courthouse. The original structure is converted into a visitor information center and museum.

As in the previous scheme, the traffic median to the west is removed and the CHP is restored to its original size. Perimeter trees define the edge, and a plaza and gazebo are located to the south. The fountain is located directly in front of the new, handicap accessible, entry to the courthouse. A grass lawn along the north captures the original pastoral landscape of the courthouse square tradition.

All parking is relegated to the perimeter, and the east side of the CHP becomes the focal point for a veteran’s memorial. Taking prominent position on the CHP, the veteran’s memorial is a component of civic pride and community identity.

The museum and visitor center creates usable civic spaces and reinvigorates the historic courthouse from a vacant building into a prominent symbol of local pride and identity. This reinvigoration, in both schemes, is the central, necessary component of the larger goal of community redevelopment. Redevelopment begins at the courthouse plaza square and the surrounding commercial district, and grows from there.
An impressive railroad-era warehouse is located directly north of the courthouse. The building is oriented east/west with historic Route 66 paralleling the site to the south.

The Ilfeld-Johnson Warehouse was built in 1902 at the time when Santa Rosa was emerging as an important railroad town. Commissioned by Charles Ilfeld, a wealthy merchant who built similar structures throughout New Mexico, the warehouse was constructed to store 750,000 pounds of wool. It functioned as a warehouse until 1957, but sits unoccupied today. This project envisions a rehabilitated Johnson Warehouse as an active, contributing element to Santa Rosa.

Rehabilitation

“Rehabilitation acknowledges that time moves forward and properties change, but some essential character remains. Deteriorated materials are repaired and some missing features may be replaced to try to recapture the overall feeling (some backward movement of the clock is acceptable). Of the four treatments, this is perhaps the most practical and realistic because it considers time present and time future, as well as time past. Contemporary or non-historic materials are used where the same materials would be impractical. Rehabilitation focuses more on how people continue to use and adapt properties according to changing needs than on historical interpretation.” - US Secretary of the Interior Standards for Historic Preservation Projects

This design envisions an extensive rehabilitation of the Johnson Warehouse from its original function into a modern, multiuse building. The building will house indoor market stalls, leasable office space, and business incubator spaces, one of which will be the anchor business, in this scheme a brew pub.

The site is excavated along the south facade to expose the warehouse basement to street level, making it unusable. The adjacent lot functions as a periodic farmer’s market, a parking area on non-market days and a multi-use plaza during special events.

A framework of interconnected ecological and mechanical systems unite the various elements of the site to create an urban ecosystem. The most visible element is a forty-foot-tall cistern occupying the location of the original train depot. The cistern serves as a landmark to the downtown and is visible from anywhere in Santa Rosa, including from I-40.

Productive Landscape

In the Productive Landscape, all systems contribute to the whole. This productive landscape begins with natural rainfall, which is collected at various points on the site and then stored in cisterns for future use. The water is used to irrigate the on-site planting. This reduces the demand on municipal water supply and mitigates potentially harmful surface drainage.

The on-site plantings produce fruit, nuts, and herbs that contribute to the farmer’s market and the brew pub; the by-products of the brewing process can be used as compost. By providing a demonstration landscape and facility, the rehabilitated warehouse and site provide an educational destination. Perhaps more importantly, they provide the residents of Santa Rosa with a forward-looking example of resource management and environmental stewardship while promoting economic development and encouraging heritage tourism.
Located in eastern Santa Rosa, near Park Lake, the Blue Hole is an artesian well over 80' deep and 60' wide with a constant temperature of 64° Fahrenheit. Flowing at a rate of over 3,000 gallons a minute, the Blue Hole is a unique swimmers’ destination and boasts one of the few locations for divers certification in the Southwest. Over 5,000 divers visiting annually creating great economic potential that is currently unrealized.

The proposed improvements for the Blue Hole include a new dive facility and conference center, a wetland park preserve, and site improvements of the surrounding area. The design promotes both local and tourist visitation, protection of important natural resources, and the increase of local profits through diver permit fees, training, and recreation.

The proposed facility fulfills three identified needs: the need for a complete diver training and certification facility, a conference facility for Santa Rosa, and a state fishery museum and demonstration pond facility. Rather than create three separate structures, a greater economy of scale is realized in a single share facility: public restrooms, classrooms, and food services can be utilized by divers.
museum visitors and conference users alike, resulting in reduced construction and operational cost.

The new facility is sited at the existing dive shop location and has two entries -- one to the east and one to the south. An existing bridge spanning the Blue Hole run-off channel connects the facility to the parking area to the east.

The facility is oriented so that local users, divers, and conference users can utilize the facility simultaneously without interference. All functions are oriented around the central lobby and dive shop so that minimal personnel can monitor the museum, access to lockers, classrooms, the indoor pool and the conference room from a single, central location.

The Wetlands Park

The low-lying, 140-acre site immediately south of the Blue Hole is identified for acquisition by the city for the creation of a wetland park and open space preserve. This area will provide an interactive recreational and educational opportunity for residents and visitors that could eventually include: restored natural and seasonal wetlands, a wastewater recycling wetland for effluent water from Blue Hole conference facilities, and trail system with viewing platforms, bird blinds and interpretive signage.
Dive Facility

The dive facility includes a dive shop, lockers for individuals and trainers, changing rooms, a warm room (for divers to relax and warm up between dives), equipment wash tanks, classrooms for indoor training and an indoor pool (also for local use).

The indoor pool is located so that it may be added in a later phase. It is crucial for creating a comprehensive dive facility because it separates novice divers learning basic skills from advanced divers and swimmers in the Blue Hole and allows more divers to train simultaneously. It also allows trainers and nervous students to interact without unnecessary distractions.

Conference Facility

The main conference facility is a multi-use auditorium that seats 600 and can be divided into several smaller spaces as required. An outdoor gathering space to the east provides a private gathering area along the Blue Hole run-off channel with views to the proposed wetlands preserve. Bathrooms are located adjacent to the conference facility and the main lobby serves as overflow space from the conference room when necessary.

Shared Resources

Shared resources include the food services, training rooms and the centralized lobby. The food service is oriented so that local users, divers and conference goers have access even if another part of the facility (museum, conference, pool and lockers) is closed. The same is true of the classrooms, which are located near the indoor-training-pool. Six rooms, (three large and three small) can be used for training seminars, classroom instruction or community meetings.
With the creation of a conference center with a new dive facility, and a fishery museum, the currently under-utilized Blue Hole can be transformed into more of an economic generator for Santa Rosa. Divers will spend days in Santa Rosa, instead of hours, as they undergo complete diver certification in this unique desert setting. Local residents can swim as they always have while dropping into the new facility for an ice cream on hot summer days. Conference attendees can wander the wetlands trails between seminars along with birdwatchers and outdoor enthusiasts.

**Fishery Museum**

The fishery museum is the most prominent component of the facility from the exterior. Visitors enter the main lobby from the south, passing the large, blue-colored fishing museum. Once inside, views into the dramatic museum space invite visitors to learn more. Nearby demonstration ponds complete the experience.
The Guadalupe County Courthouse
(currently on state and national registers)

Pecos Theater
(National Register eligible)

Johnson Warehouse
(National Register eligible)

National Register of Historic Places

A preliminary survey of downtown Santa Rosa and surrounding neighborhood identified a significant number of buildings eligible for nomination to the National Historic Register. The neighborhood south of the historic courthouse square has a significant enough concentration of buildings to be eligible for nomination as an historic district. The nominations could aid revitalization efforts for Santa Rosa. In addition to the multiple benefits listed below, the recognition brought by historic registration plays a key role in heritage tourism and economic development.

Benefits of Registration

Consideration in the planning for federal or federally-assisted projects.

Free technical assistance from state preservation architects.

Recognition of historic significance; plaques available.

State income tax credits (50% of costs, up to $25,000).

Federal income tax credits (20% of costs on major investment projects).

Registration required for most government and foundation grants.

Registration Limitations

Registration does not affect private property owners unless they choose to utilize income tax credits or funding, regulation, or licensing by the federal government. In this case, the Secretary of the Interior’s Standards for Preservation Projects apply. If a property owner does not use any of these benefits, they are free to alter or demolish their buildings. The documentation process has begun for nomination of several significant structures and the proposed historic district to the National Registry of Historic Places.
Introduction

These non-binding design guidelines suggest how new construction in the historic core can best contribute to the distinctive character of that area. Largely developed before the rise of the automobile, the organization of historic buildings here creates compact walkable areas. Around the courthouse, for instance, business blocks built up to the sidewalk’s edge define the square and nearby streets as pedestrian-friendly out-door rooms.

Use of the Guidelines

The suggestions in these guidelines apply to all new construction, renovations and building additions within the identified districts. The guidelines are advisory only and are provided to encourage the highest level of design quality - they do not supersede current zoning or development plans. The Architectural Design Guidelines are intended to aid the city in the review of new development.

Design Guideline Definitions

Build-to line – The requirement that a structure be built up to (in other words, not be set back from) a specific line on the property. For instance, in the Downtown District, structures should be built up to the sidewalk’s edge.

Setbacks - Minimum setbacks from property lines and, where noted, maximum setbacks allowed.

Encroachments - The extent to which building elements may extend over a sidewalk or into a required front or street side setback. These include, but are not limited to awnings, balconies, terraces and porches.

Parking Placement - The allowed location of parking on a site and the allowable access routes to the parking areas. Generally encourages parking and access at the rear and sides of buildings.

Height Limit - Maximum allowable height of structures. Height is measured as the number of stories but for residences, it doesn’t include basements extending up to 4’ above grade or inhabited attics contained within the roof form.

Right of Way (R.O.W) - Streets and adjoining sidewalks owned by the city or state.

Walkability

Increasingly, communities across the country are re-examining the appropriate role of the pedestrian after decades of development focused on accommodating the automobile. The average US household makes 12 auto trips a day but the Centers for Disease Control suggest “Changes in the community environment to promote physical activity may offer the most practical approach to prevent obesity.” A 2000 US Department of Transportation policy statement, states “Bicycle and pedestrian ways shall be established in new construction and reconstruction projects in all urbanized areas.” Transportation design manuals are currently being revised to better integrate safe and convenient facilities for bicyclists and pedestrians into all highway construction projects.

Additionally, walkability increases property values and tourism as exemplified in New Mexican communities like Santa Fe and Taos. According to the Real Estate Research Corporation, real estate values over the next 25 years will rise fastest in communities that incorporate traditional characteristics of successful cities including “pedestrian-friendly configuration”.

With the recognition of the social, economic, and public-safety benefits of promoting walkability, these architectural design guidelines promote pedestrian friendly development with urban planning concepts, such as “put the pedestrian first,” “park once and walk,” providing shade trees, and traffic calming methods.
These guidelines foster a visual aesthetic of continuity within the district. The guidelines do not dictate an architectural style, but instead outline principles of building location, frontage, parking patterns and building heights. Clearly, a contemporary suburban model of the single family home dominated by an enclosed garage to the front of the house does not fit this historic neighborhood and would not be permitted within the guidelines of the district. However, a home can be a contemporary expression of an historic style and share a common language in the massing of elements (porches, low-walls, detached garages to the rear), materials, position on the site, and relation to the street and adjacent properties.

**Setback:** Buildings shall be placed within the shaded area shown in the diagram above.
**Front Setback:** Align with closest adjacent buildings to either side.
**Side Setback:** 10’ min
**Rear Setback:** 20’ min

**Porch Placement:**
Porches, terraces and balconies are encouraged along front of buildings.
Low walls are permitted along property lines with max. height of 3’ for 80% of front wall. Side walls are allowed 3’ max. height until parallel with facade of building and a max. height of 6’ behind front facade.

**Parking Placement:**
On-site parking is encouraged in shaded areas. Major parking should occur off alleys with on-street parking allowed along the main and side streets.

**Maximum Height:** 2 stories. Inhabited attics with dormers and gable-end windows shall not be considered as a story.
Historic Route 66 with design and street guidelines implemented.
The downtown commercial district is at the heart of Santa Rosa’s commercial, civic and social history. The primary goal of the design guidelines for this district is the creation of an inviting pedestrian environment and welcoming public spaces that foster retail development and a sense of community pride. This formerly-bustling commercial district can once again serve as a destination for the social and commercial traffic of the community.

The nose-in street parking and minimal building setbacks define a protected pedestrian space while the continuous building facades contribute to a varied walking experience.

Benefits of the architectural design guidelines and courthouse redevelopment plan include eyes-on-the-street for public safety, an imageable center for Santa Rosa, public gathering spaces, and revitalized retail activity.

Build To Line: Buildings are to be placed at the sidewalk edge at the main frontage, and are also encouraged up to this public right-of-way on side streets.

Encroachments are allowed in shaded areas. Awnings, sunshades and terraces may encroach 5’ into public R.O.W.

On-site parking is encouraged in shaded areas. Major parking should occur off-alley to the rear of lot, supplemented by on-street parking along the main and side streets. Parking on the lot is limited to 35% of overall lot size.
The long-term goals for the downtown and historic Route 66 districts include improvements to the streetscape. The most significant differences between the two districts is a greater emphasis on the pedestrian in the downtown district.

Along Route 66, beside the historic courthouse plaza, the two traffic lanes in each direction are converted to single lanes with parallel parking bump outs, a bicycle lane and planted median.

**Type** Boulevard

**Design Speed** 30 MPH

**Lane Widths** 11'-0"

**Median Type** 11'-0" width - raised, planted medians with pedestrian crosswalks (min. 2 per block)

**Curb Type** Raised

**Curb Radius** 20'-0" to 28'-0"

**Sidewalk Width** 8'-0"

**Bike Lane** 4'-0" each side of street

**Planting** 2'-6" behind face of curb on both sides of street and along center of median
Away from downtown, the street retains two traffic lanes and a bicycle lane in each direction. The Route 66 District focuses on the creation of a seamless streetscape to unite the architectural elements along historic Route 66 with street trees and bike lanes. The architectural guidelines promote infill development that reinforces the streetscape.

Bike lanes become part of a larger connective system that links natural amenities like the Blue Hole and Pecos River with cultural amenities like the historic downtown and residential district.
The Historic Route 66 District has great potential to be transformed into a focal point that slows traffic and announces the entering of a special area. The guidelines promote infill development that reinforces the Route 66 era and contributes to a cohesive experience. The architectural design guidelines for this area emphasize development that promotes a pedestrian friendly scale of buildings, setbacks, and lot density. When combined with the street guidelines for this district, the result can be a commercial boulevard that encourages walkability and economic development.

**Setback:** Buildings shall be placed within the shaded area shown in the diagram above. Front Setback: Build to public R.O.W. for min. 25% of frontage. Alternately, 100% of front facade max. 46' from public R.O.W.

**Encroachments are allowed in shaded areas. Awnings, sunshades, porches, terraces and balconies may encroach 5' into public R.O.W.**

**On-site parking is encouraged in shaded areas. Major parking should occur to side and rear of lot with on-street parking allowed along side streets. Parking on the lot is limited to 50% of overall lot size.**

**Maximum height - 3 stories. Setback min. 20' from public R.O.W. after 2nd story.**

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**Historic Route 66 District - existing Southwest Vernacular building type**

**Historic Route 66 District plan - not to scale**
Recommended Trees

Trees For Public Squares And Parks

2-1/2—3” caliper
Fraxinus Pennsylvanica  Green Ash
Platanus Wrightii  Arizona Sycamore
Quercus Burleyi  Red Oak
Quercus Virginiana  Live Oak
Robinia Neomexicana  New Mexico Locust
Ulmus Parvifolia  Lacebark Elm

Trees For Historic Route 66

Larger Trees: 20-24’ o.c.  2-1/2—3” Caliper
Gleditsia Triacanthus  Honey Locust
Pistache Chinensis  Chinese Pistache
Pyrus Calleryana  Ornamental Pear
Quercus Virginiana  Live Oak
Ulmus Parvifolia  Lacebark Elm

Smaller Trees: 15-18’ o.c.  1-1/2—2” Caliper
Albizia Julibrissin  Mimosa
Chilopsis Linearis  Desert Willow

Trees For Residential Streets

15-20’ o.c.  1-1/2—3” Caliper
Albizia Julibrissin  Mimosa
Chilopsis Linearis  Desert Willow
Pistache Chinensis  Chinese Pistache
Robinia Neomexicana  New Mexico Locust
Ulmus Parvifolia  Lacebark Elm

General note: Interplant larger, slower growing trees with smaller, faster growing ones. For example, plant oaks between lacebark elms, 20’ on center (o.c.).
This plan is based on work performed by the Spring 2004 DPAC group - a collaboration of Architecture and Landscape Architecture graduate students and faculty, led by José Zelaya, architecture and Joni Palmer and Alf Simon, landscape architecture. (DPAC is the Design Planning Assistance Center at the School of Architecture and Planning, University of New Mexico) Working in conjunction with county and city officials, and residents of Santa Rosa, the group created a plan for the revitalization of Santa Rosa.

DPAC provides architectural and planning services to organizations and groups throughout the state who cannot afford traditional professional services. Established at the University of New Mexico in 1969, DPAC is built on a foundation of community involvement in planning and architectural design projects. The program thrives because of sustained participation from community members in projects affecting neighborhoods and communities.

DPAC has worked on projects throughout New Mexico for low-income families, disadvantaged groups, neighborhood associations, Native American communities, social service organizations and others. It also provides a unique opportunity for architecture, landscape architecture, and planning students to work and learn together while benefiting their community.

Photos courtesy of Mark Childs, the students of DPAC and the City of Santa Rosa.
We would like to thank the residents of Santa Rosa and the following city and county officials for their participation:

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Tim Dodge, City Administrator-Community Development

Andy Madrid, County Manager

John Serrano, County Assessor / City Councilor

Steve Moise, Community Leader

Rudy J. Sanchez, City Councilor

Santa Rosa City Council and Staff

Guadalupe County Building Committee

Richard R. Delgado, City Director of Tourism

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