

Downtown Las Cruces Retail Market Analysis

Las Cruces, New Mexico



Prepared for:
City of Las Cruces

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INTRODUCTION



Figure 1: Aerial photo of the Las Cruces study area and surrounding neighborhoods. The downtown is well-connected and easily reached by many locally significant routes.

Executive Summary

This study finds that downtown Las Cruces can presently support up to 104,700 additional square feet (sf) of retail and restaurant development, generating over \$26.3 million in new sales. By 2021, residential development in the study area and household income growth in the primary trade area could increase the total additional supportable retail to 128,100 sf capturing up to \$35 million in potential sales. The demand could partially be absorbed by existing businesses and/or with the opening of 50 to 65 new restaurants and stores.

Filling existing vacancies and new development in the study area can provide needed goods and services for the existing surrounding consumer base of nearby residents, employees, college students and visitors. Furthermore, attracting a critical mass of retailers and restaurants downtown can reestablish the historic commercial, social and civic functions to the core of Las Cruces. Apart from conventionally suburban shopping near I-25 and the small village of Mesilla, the region is devoid of an urban shopping and dining experience. However, the demographics of the trade area represent a pent up market for downtown commerce furthering the potential for sustainable retail development. The leading categories of supportable retail growth are restaurants, general merchandise and pharmacy.

Dating back to the 1970s and earlier, downtown commerce has suffered in the name of suburban growth and regionally scaled shopping centers. In an effort to reverse this trend, Las Cruces, like many cities, converted Main Street into a pedestrian mall separating cars from people. Although

well intentioned, pedestrian malls have proved to be a failure in most cases, leaving many downtowns charged to reinvent the commercial core once again.

Main Street was recently reopened to traffic and a new public plaza is under construction. Momentum appears to be building downtown, however, only a few traditional retailers presently operate in the study area and the biggest draw, a successful Saturday market, is currently uncomplimentary to brick-and-mortar shops. A new master plan is being crafted for downtown and developers are showing renewed interest, creating the synergy to recruit new retailers and restaurants to deploy in the study area. With nearly 18,500 nearby students at New Mexico State University and a burgeoning retirement population, downtown Las Cruces is in position to cultivate a refined identity for the next generation and to revive commerce in the historic core.

Table 1: 2015 Supportable Retail*

Retail Category	Est. 2016 Supportable SF	Est. 2021 Supportable	Number of Stores
Retail			
Apparel & Shoes Stores	5,140 sf	6,150 sf	4 - 6
Book & Music Stores	2,480 sf	2,900 sf	1
Electronics & Appliance Stores	3,790 sf	4,720 sf	2 - 3
Florist	1,600 sf	1,750 sf	1
Furniture & Home Furnishings Stores	6,180 sf	7,350 sf	4 - 5
Garden Supply Stores	2,240 sf	2,430 sf	1
General Merchandise Stores	17,750 sf	21,110 sf	6 - 7
Grocery & Specialty Food Stores	10,180 sf	14,230 sf	1 - 2
Jewelry Stores	3,210 sf	3,430 sf	2 - 3
Miscellaneous Store Retailers	3,870 sf	4,900 sf	4 - 5
Office Supplies & Gift Stores	6,210 sf	6,630 sf	5 - 6
Pharmacy & Beauty Supply Stores	8,900 sf	12,910 sf	3 - 4
Sporting Goods & Hobby Stores	2,750 sf	3,380 sf	2 - 3
Retail Totals	74,300 sf	91,890 sf	36 - 47
Restaurants			
Bars, Breweries & Pubs	3,700 sf	3,860 sf	1 - 2
Full-Service Restaurants	10,140 sf	12,020 sf	4 - 5
Limited-Service Restaurants	12,130 sf	14,820 sf	5 - 6
Specialty Food Stores	4,430 sf	5,510 sf	4 - 5
Restaurant Totals	30,400 sf	36,210 sf	14 - 18
Retail & Restaurant Totals	104,700 sf	128,100 sf	50 - 65

This study further finds that the downtown Las Cruces primary trade area has a population of 54,800 persons, decreasing under current trends to 54,700 persons by 2021. Median household income in the primary trade area is \$27,400, which is lower than state and national averages due to the student population, and is expected to grow by 2.6 percent annually to \$31,200 by 2021. Housing favors renter-occupied units, which comprise 49.1 percent of all housing, compared to 42.5 percent owner-occupied households; the vacancy rate is 8.4 percent. The primary trade area has a labor base of 38,900 employees and a college student population of nearly 30,000.

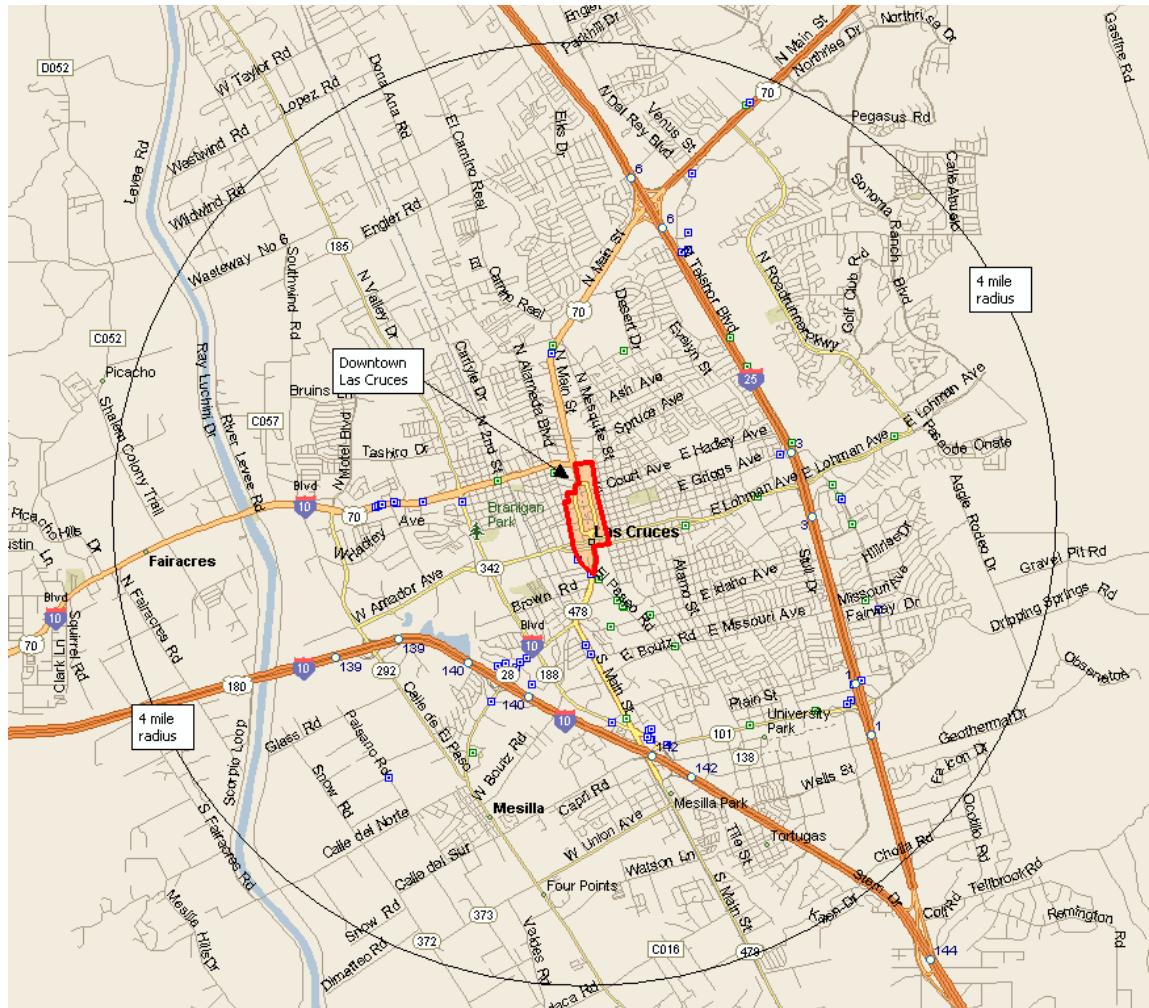


Figure 2: The majority of the Las Cruces regional population is within 4 miles of downtown.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the city of Las Cruces to conduct a retail feasibility analysis in advance of a master planning charrette for downtown Las Cruces, in Dona Ana County, New Mexico. The 125-acre study area is anchored by a municipal complex, post office and federal court. Main Street has been converted back to a two-way street and the same will occur on the ring-road that was constructed to circulate around the pedestrian mall. Few retailers have survived the pedestrian mall tenure and new tenants have deployed since the reopening. However, downtown commerce has yet to return to historic levels and many non-traditional uses consume large sections of the study area. A well-designed public plaza will open this summer and the forthcoming master plan will build upon the existing momentum to revive downtown Las Cruces.

GPG addressed the following issues in this study:

- What is the existing and planned retail market in the study and trade area?
- What is the primary trade area for downtown Las Cruces?

- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2021?
- What is the current and projected growth for retail expenditures in the primary trade area, now and for the next five years?
- How much additional retail square footage is supportable in the Las Cruces study area and what retail uses should be encouraged? What sales volumes can development achieve in or near the study area?

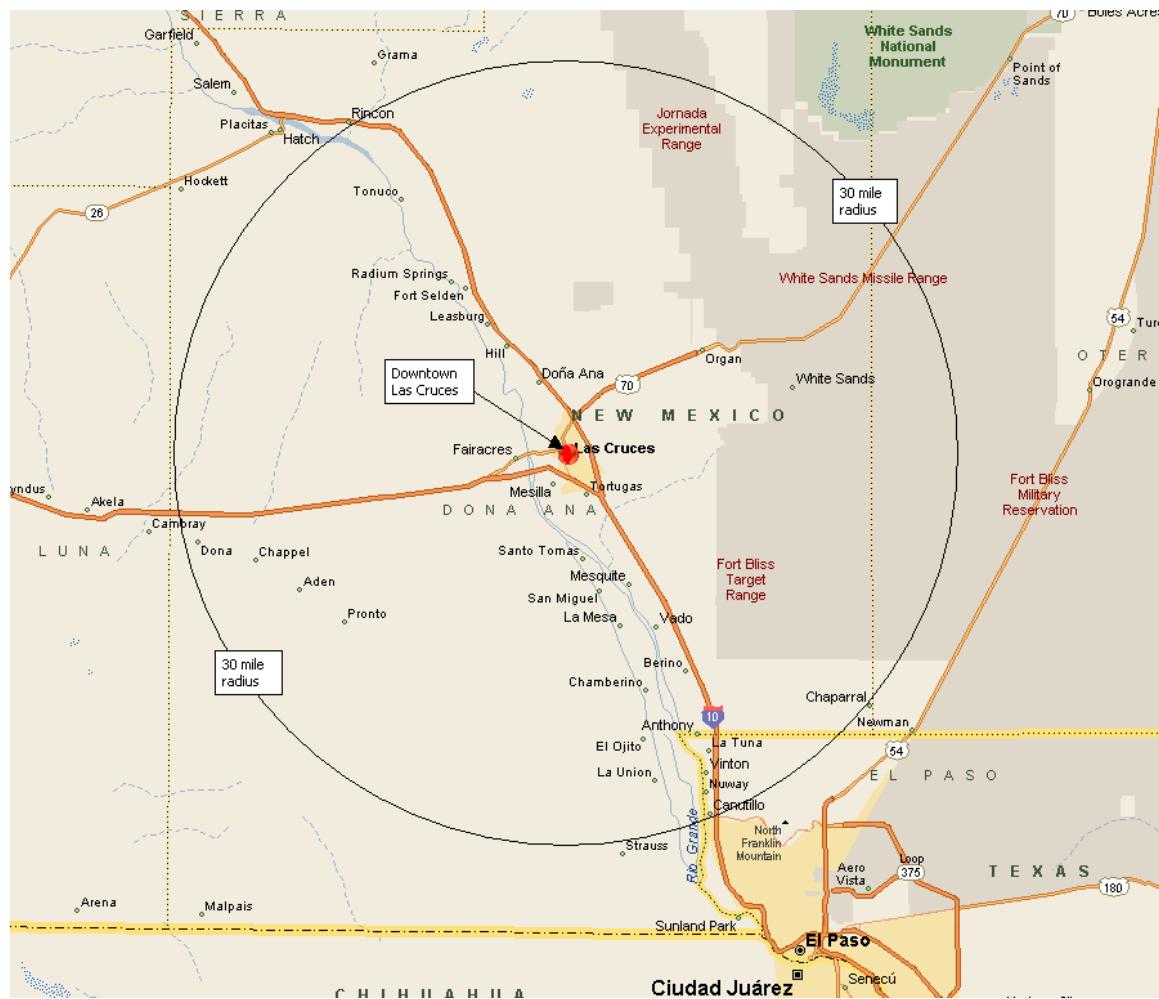


Figure 3: Las Cruces, New Mexico's second largest city, is located in the southern part of the state, west of the White Sands Missile Range and 40 miles north of El Paso, Texas.

Methodology

To address the above issues, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Las Cruces study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2021 for the purposes of this study.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The subject site is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be -0.03 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed the industry standards.
- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.

- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Trade Area

Based on GPG's site evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar communities throughout the United States, it was determined that consumers in the primary trade area generate demand to support a variety of retailers. This potential will continue to increase over the next five years, sustained by anticipated development projects and household income growth of 2.6 percent.

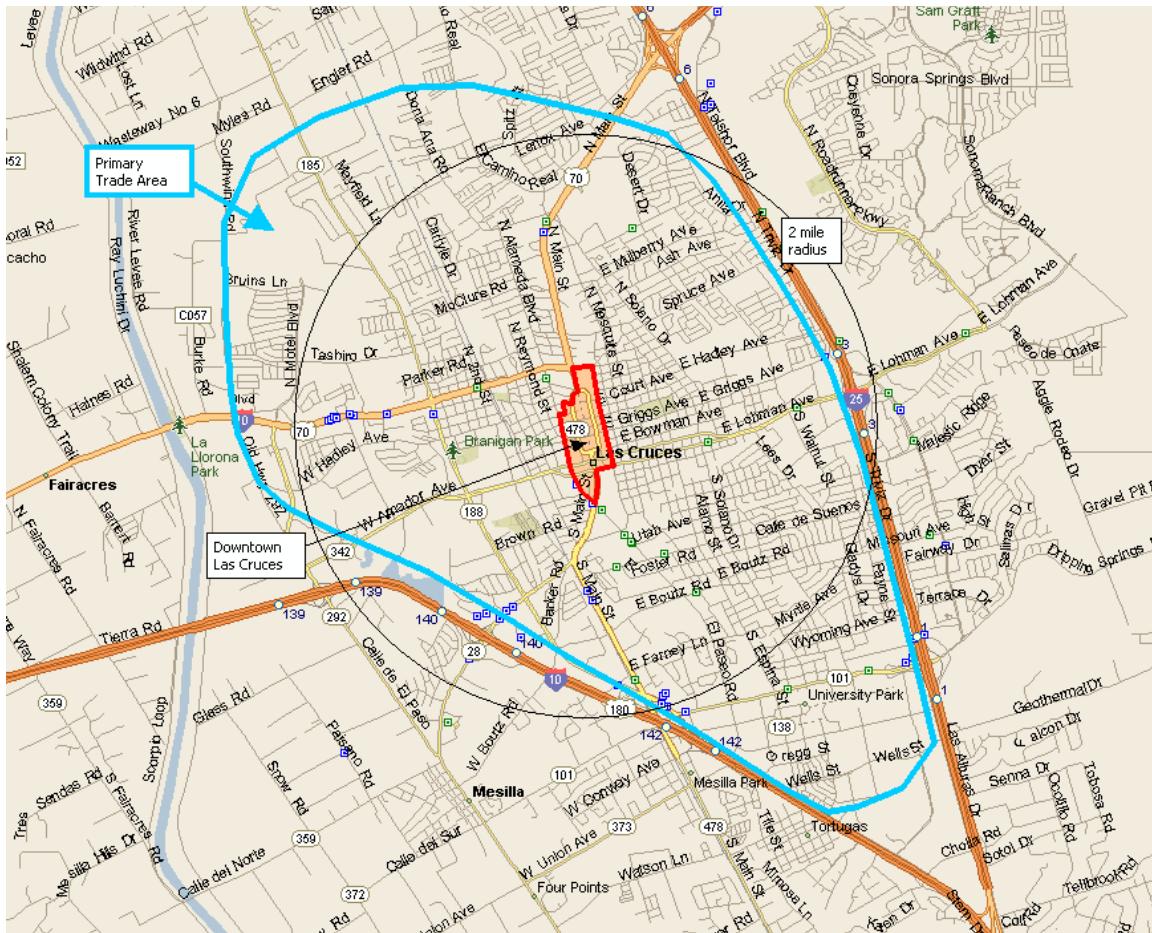


Figure 4: The downtown Las Cruces primary trade area is shown above outlined in blue. The trade area includes many nearby neighborhoods and New Mexico State University.

The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential windfall in the capture of consumer expenditure by the retailers in the study area.

GPG defined a primary trade area by topography, vehicular access, strength of retail competition and residential growth patterns instead of standardized "drive-times." Consumers inside the primary trade area will account for up to 60 to 70 percent of the total sales captured by retailers in

downtown Las Cruces. Due to the strong retail gravitational pull of Mesilla Valley Mall, Telshor Boulevard and Old Mesilla, GPG finds that the primary trade area accounts for an area roughly defined by a two to three-mile radius and inclusive of many established neighborhoods and New Mexico State University. Residents of the primary trade area desire a convenient urban shopping experience in contrast to the common suburban shopping center, creating a captive audience of nearby consumers.



Figure 5: The downtown total trade area is shown above outlined in purple. Total trade area residents can conveniently reach the downtown, but it is not their preferred shopping destination.

The following borders approximately delineate the primary trade area:

- North - Engler Road
- South - I-10
- East - I-25
- West - Old Highway 292

The total of community-oriented trade area extends nearly 7 miles in all directions to include most of the developed neighborhoods in the Las Cruces region. Residents, who live in the total, but not within the primary trade area, will shop downtown frequently, but the area will not be their primary shopping destination. Residents in the total trade area will likely account for 10 to 20 percent of the total sales captured by retailers in the study area.

Demographic Characteristics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2016), and those projected for 2021 for the defined trade area, as well as regional and statewide statistics.

Table 2: Demographic Comparisons

Characteristics	Primary Trade Area	Total Trade Area	New Mexico	USA
2016 Population	54,800	128,300	2,105,300	316,296,900
2021 Population	54,700	130,700	2,154,100	327,981,300
2016-21 Projected Annual Growth Rate	-0.03%	0.37%	0.46%	0.73%
2016 Households	21,500	51,700	815,300	119,862,900
2021 Households	21,500	52,800	836,000	124,446,500
2016-21 Projected Annual HH Growth Rate	0.0%	0.40%	0.50%	0.75%
Persons Per Household 2016	2.4	2.41	2.53	2.57
Median Age	29.6	34.0	37.3	37.7
2016 Median Household Income	\$27,400	\$38,900	\$43,800	\$52,000
2016 Average Household Income	\$39,300	\$53,700	\$61,500	\$72,800
2021 Median Household Income	\$31,200	\$43,800	\$49,800	\$59,600
2021 Average Household Income	\$43,300	\$59,900	\$68,500	\$83,900
% Households w. incomes \$75,000+	13.7%	23.6%	28.2%	34.0%
% Bachelor's Degree or higher	25.1%	34.8%	26.7%	28.7%

Table 2: This side-by-side table compares and contrasts the primary trade area demographic statistics with those of the total trade area, New Mexico and the USA.

The primary trade area has an estimated 2016 population of 54,800 persons, which will marginally decrease at an annual rate of -0.03 percent to 54,700 by 2021. This annual population loss is in contrast to modest growth rates projected for the state and US. The number of households in the primary trade area will remain constant at 21,500, holding 2.4 persons per household. Median household income is \$27,400 and is expected to increase to \$31,200 in 2021 at an annual rate of 2.60 percent. Average income in the trade area is \$39,300, while 13.7 percent of households earn over \$75,000 per year - notably lower than state and national figures. Displaying similar levels of education than the state, 25.1 percent of residents over the age of 25 have earned a bachelor's degree or higher. The median age is young at 29.6. Most demographic indicators are characteristic of college markets where young residents skew age, household size and income figures.

The total trade area demonstrates more favorable demographics indicative of newer suburban neighborhoods outside of the historic core. There are 128,300 residents increasing by 0.37 percent annually to 130,700 by 2021. This growth rate is similar noticeably lower than the state level. The number of households is 51,700 increasing to 52,800 by 2021. Median household income in the area is \$38,900 and the average household income is \$53,700, both of which are notably higher than the primary trade area. Median incomes are expected to increase to \$43,800 by 2021, when the average income will have grown by 11.5 percent to \$59,900. Educational attainment is the highest of the comparison geographies at 34.8 percent and 23.6 percent of households earn more than \$75,000 annually. The median age is 34.0.

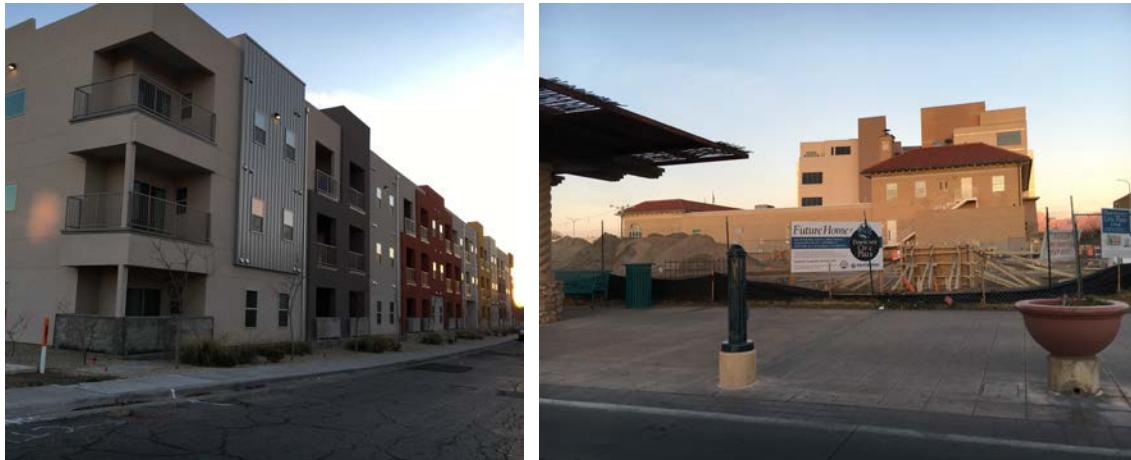


Figure 6: Momentum is building in downtown with the construction of market rate housing and a public plaza.

Approximately 91.6 percent of primary trade area homes are occupied and the median home value is estimated to be \$133,400. Of all households, 42.5 percent are owner-occupied, a number that has decreased 1.7 percent since 2010 and is expected to continue downward to 41.5 percent by 2021. Renter-occupied households have decreased from 49.5 percent in 2010 to 49.1 percent in 2015; this statistic is projected to continue to decline to 48.1 percent by 2021. The vacancy rate has increased from 6.3 percent in 2010 to 8.4 percent in 2015, and is expected to trend towards 10.4 percent through 2021. Of the nearly 2,000 vacant housing units, 66.7 percent are actively for sale or rent while 6.3 percent are used seasonally. The percentage of housing units valued at over \$200,000 is expected to increase from 17.1 percent to 27.9 percent - coinciding with an increase in the median home value to \$145,500 by 2021.

Tapestry Lifestyles

Esri has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level and used by many national retailers to help determine future potential locations. The following Table 3 details the top Tapestry Lifestyles found in the primary trade area.

Table 3: Tapestry Lifestyles

Lifestyle	Trade Area Statistics	Short Description
 Set to Impress	Population 6,600 Households 3,100 Median HH Income \$29,000 14.2% Primary Trade Area Households Market Share 1.4% National Households Market Share	<p><i>Set to Impress</i> is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion.</p> <p><i>Set to Impress</i> residents are tapped into popular music and the local music scene. They enjoy leisure activities including going to rock concerts, night clubs, and the zoo. They always have an eye out for a sale and will stock up when the price is right. They prefer name brands, but will buy generic when it is a better deal.</p>
 College Towns	Population 4,600 Households 2,200 Median HH Income \$28,000 10.0% Primary Trade Area Household Market Share 0.9% National Market Share	<p>About half the residents of <i>College Towns</i> are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment.</p> <p><i>College Towns</i> are all about new experiences, and residents seek out variety and adventure in their lives. For fun, they go out to the movies and out for drinks. Their limited incomes result in thrifty purchases, however They prefer environmentally friendly products and vehicles that get good gas mileage.</p>
 American Dreamers	Population 5,200 Households 1,800 Median HH Income \$48,000 8.4% Primary Trade Area Households Market Share 1.5% National Households Market Share	<p>Located throughout the South and West, most <i>American Dreamers</i> residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family.</p> <p>Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.</p>

Lifestyle	Trade Area Statistics	Short Description
  Rustbelt Traditions	Population 4,300 Households 1,600 Median HH Income \$49,000 7.4% Primary Trade Area Households Market Share 2.2% National Market Share	<p>The backbone of older industrial cities in states surrounding the Great Lakes, <i>Rustbelt Traditions</i> residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. <i>Rustbelt Traditions</i> represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.</p> <p>Residents take advantage of convenience stores for fueling up and picking up incidentals. Watching television is a common pastime; many households have more than four TVs. <i>Rustbelt Traditions</i> are connected to electronics. Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.</p>
  Small Town Simplicity	Population 3,400 Households 1,300 Median HH Income \$27,000 6.2% Primary Trade Area Households Market Share 1.9% National Households Market Share	<p><i>Small Town Simplicity</i> includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.</p> <p><i>Small Town Simplicity</i> features a semirural lifestyle, complete with trucks (domestic, of course), ATVs, and vegetable gardens. They are price-conscious consumers that shop accordingly, with coupons at discount centers. Hunting, fishing, and target shooting are favorite pastimes. Home improvement is not a priority, but vehicle maintenance is.</p>

Table 3: The top five Tapestry Lifestyle groups profiled above portray a mix of urban household typologies with varying ages and a range of income levels.

The trade area's most prominent lifestyle group is "*Set to Impress*," which represents 14.2 percent of households. This group is comprised of an educated and mobile populous living in apartments nestled into neighborhoods. Young and family oriented, these households are found in urban areas where it is easy enough to walk or bike to work. Nearly a third of residents are aged 20 to 34 and many live alone. Correspondingly, the average household size is 2.10 persons and the median age is 33.1.

Renters make up nearly three quarters of all *Set to Impress* households and 40 percent at single-person households. The average rent is \$750, which is \$240 less than the US average. Drawn to mixed-use neighborhoods, multi-unit apartment buildings and converted single-family homes are commonly located near neighborhood business and owner-occupied households. In addition to walking and biking, residents are likely to own used, imported vehicles.

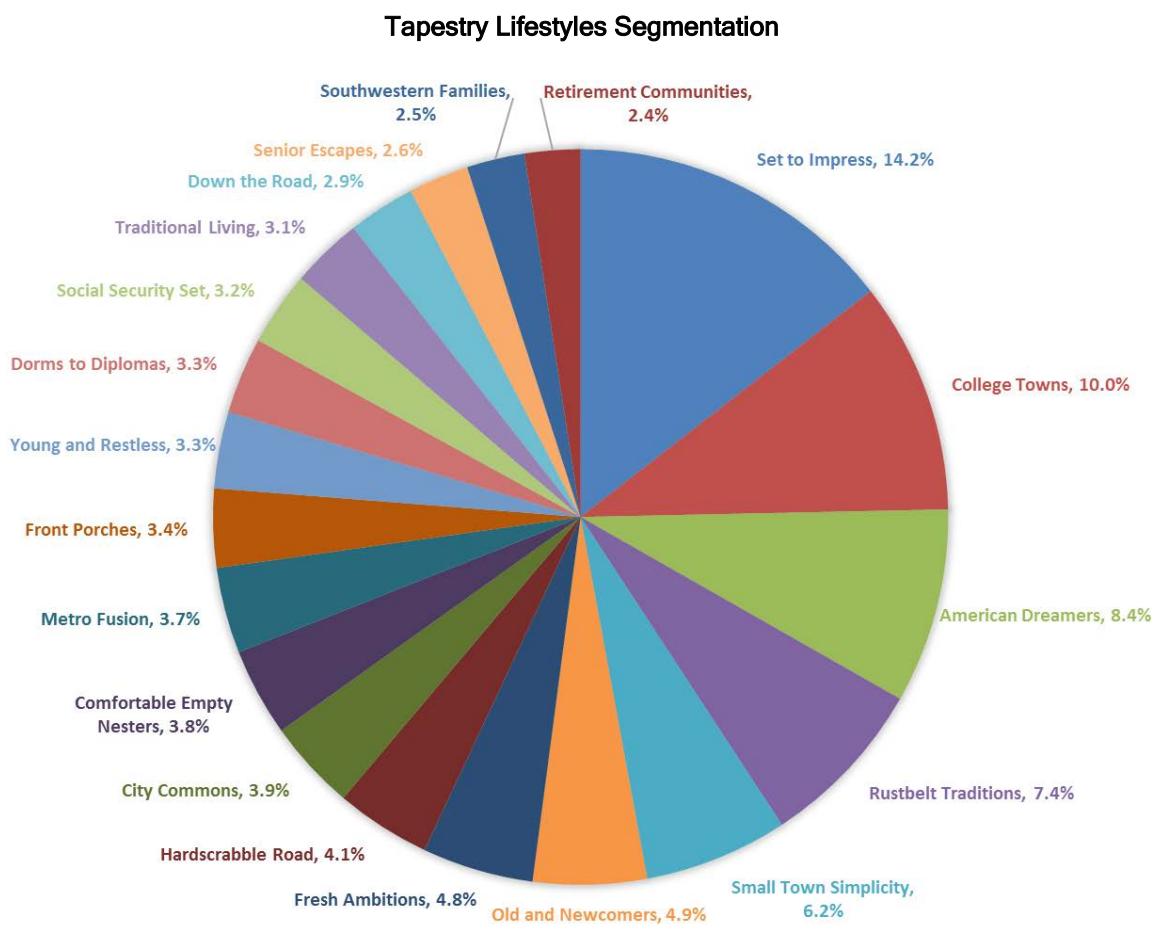


Figure 7: The relative proportions of the top twenty Tapestry Lifestyle segments found in the primary trade area.

Set to Impress residents are better educated than other lifestyle groups although many are still enrolled in college. As a result, unemployment is higher and part-time employment is the main form of income. The median household income (\$29,000) is a little more than half the US median income. Without many assets, median net worth is \$12,000 and is just 17 percent of the US median. Office and administrative support is the leading employment category followed by sales and food preparation and serving. *Set to Impress* neighborhoods are younger and more diverse than the US.

Consumers in this lifestyle group always have their eye out for a sale and will stock up when the price is right. They prefer name brands, but will buy generic when it is a better deal. They're image-conscious consumers that dress to impress and often make impulse buys. Quick meals are a reality of life. Similarly, Walgreens tends to be a frequent shopping destination because of convenience and variety of offerings.

In-tune with music on a national and local scale, concerts and night clubs are popular entertainment options. No one music category dominates and online downloads or streaming services supply the majority of content. Cell phones and social media are virtually ubiquitous.

Employment Base

The employment picture found in the primary trade area reflects a concentrated services and retail sector foundation, comprising 68.7 percent of total employment. While not more than the total trade area proportion, service employment in the primary trade area is more broad than in the state or nation. Other categories representing higher than average employment include government and utility. Overall, the primary trade area economy is 56.1 percent white-collar, 16.1 percent blue-collar and 27.4 percent services.

Table 4: Employment Comparison by Sector (SIC)

Sector	Primary Trade Area	Total Trade Area	New Mexico	USA
Agriculture and Mining	0.9%	1.0%	3.4%	2.2%
Construction	4.9%	4.8%	5.3%	5.3%
Manufacturing	2.6%	2.4%	3.9%	9.6%
Transportation	0.8%	1.2%	2.5%	3.4%
Communication	0.8%	0.6%	0.8%	1.1%
Utility	1.1%	0.8%	0.9%	0.7%
Wholesale Trade	2.0%	1.8%	2.9%	4.2%
Retail Trade	19.7%	22.6%	20.1%	16.7%
Finance, Insurance & Real Estate	3.8%	4.4%	4.9%	6.4%
Services	49.0%	49.9%	43.1%	41.8%
Government	14.0%	10.1%	11.6%	8.7%
Unclassified	0.4%	0.4%	0.7%	0.0%

Table 4: Services and Retail Trade comprise the bulk of primary trade area employment.

As shown in Table 4 above, the services sector accounts for the majority of employment (49.0 percent) in the primary trade area. This proportion is similar to the total trade area and notably higher than the state. Explaining this peculiarity, educational institutions and libraries are included in the leading subcategory comprising 22.8 percent of total employment, followed by other services (13.7 percent) and health services (6.0 percent). Health services and education employees are likely candidates to leave the workplace for lunch and support downtown restaurants, as well as shop in the evening on the way home from work.

As the second leading category of employment, retail workers account for 19.7 percent of employment within the primary trade area, with three percent higher participation than the nation. However, this is similar to estimated employment figures in the total trade area and state. Within this category, eating and drinking places are the leading subcategories of employment comprising 6.9 percent of total employment, followed by general merchandise stores (2.9 percent) and auto dealers, gas stations and auto aftermarket (2.9 percent). Dominance of this category should not be confused with an oversupply of retail in the area; the size and scale of retailers may require a significant number of workers but this is not indicative of how well these retailers are supplying goods and services to the surrounding community.

One area of employment that could be improved to better support downtown retail is finance, insurance and real estate (FIRE). Workers in this sector prefer downtown locations and generate daytime demand for restaurants and other retail. Furthermore, this sector expands the consumer base by drawing clients to their office throughout the day.

Table 5: Drive Time and Trade Area Employment by Industry Sector

Employment Sector	5-Minute Drive Time	10-Minute Drive Time	Primary Trade Area
Agriculture & Mining	230	400	370
Construction	850	2,160	1,900
Manufacturing	490	1,130	1,000
Transportation	210	390	310
Communication	180	270	320
Utility	320	460	430
Wholesale Trade	480	850	790
Retail Trade	3,970	8,780	7,660
Home Improvement	160	550	350
General Merchandise Stores	530	1,380	1,110
Food Stores	470	860	890
Auto Dealers, Gas Stations, Auto Aftermarket	740	1,240	1,140
Apparel & Accessory Stores	120	200	180
Furniture & Home Furnishings	170	410	390
Eating & Drinking Places	1,280	3,090	2,680
Miscellaneous Retail	500	1,050	920
Finance, Insurance & Real Estate	970	1,730	1,480
Banks, Savings, & Lending Institutions	450	700	620
Securities Brokers	40	90	70
Insurance Carriers & Agents	200	320	260
Real Estate, Holding, Other Investment	280	620	530
Services	6,500	14,660	19,050
Hotels & Lodging	70	490	620
Automotive Services	330	620	570
Motion Pictures & Amusements	260	840	960
Health Services	1,480	2,540	2,350
Legal Services	230	380	360
Education Institutions & Libraries	980	4,290	8,860
Other Services	3,150	5,500	5,330
Government	3,010	5,770	5,460
Unclassified Establishments	80	160	140
Total Employment	17,290	36,760	38,910

Table 5: Downtown Las Cruces can capture daytime expenditure from workers within a ten-minute drive time by offering a convenient collection of restaurants and shops.

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have over 38,900 employees; an estimated 13,600 of them are office employees who are known to expend at much higher rates, often eating out for lunch and shopping on the way to and from work. The mix of employees throughout the ten-minute drive time varies from the primary trade area due to the inclusion of the Telshor shopping area and partial inclusion of New Mexico State University, however services, retail and government maintain the majority of employment with 14,660, 8,780 and 5,770 jobs, respectively. Furthermore, there are approximately 17,290 workers within a five-minute drive time, providing a considerable supply of captive consumers nearest the study site. GPG estimates downtown merchants could regularly capture expenditure from workers within five minutes of the study site should a critical mass of desirable restaurants and shops deploy in the study area with the potential to increase sales to the 10-minute drive time with improved visibility, signage and convenient parking.

Table 6: Ten Minute Drive-Time Worker Expenditure

Category	Weekly Expenditure	Annual Expenditure	Office Worker Expenditure	Non-Office Worker Expenditure	Total Expenditure
			12,860	23,890	
Prepared Food & Beverage					
Limited & Full Service Restaurants	\$44	\$2,288	\$29,423,680	\$20,224,318	\$49,647,998
Drinking Places	\$17	\$884	\$11,368,240	\$7,813,941	\$19,182,181
Retail Goods					
General Merchandise, Apparel, Home Furnishings, Electronics	\$70	\$3,640	\$46,810,400	\$32,175,052	\$78,985,452
Grocery	\$30	\$1,560	\$20,061,600	\$13,789,308	\$33,850,908
Convenience Items	\$20	\$1,040	\$13,374,400	\$9,192,872	\$22,567,272
Total	\$181	\$9,412	\$121,038,320	\$83,195,492	\$204,233,812

Table 6: Employees within ten minutes of the study site expend over \$204.2 million dollars annually.

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. “*Office Worker Retail Spending in a Digital Age*”, published by the International Council of Shopping Centers in 2012, provides insight into the impact of office worker employment. Weekly office worker expenditure, adjusted for 2015 dollars, is estimated at \$181. Weekly non-office worker expenditure is estimated at 37 percent of office workers. Non-office workers are estimated to have slightly less disposable income, to have multiple work locations including at home, and typically are on the road more during their workweek. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery and convenience items) make up the majority of the office worker dollars, at \$120 per week. Restaurant expenditures (full service, limited service and drinking places) account for the balance at \$61 per week. Annualized, each office worker expends \$9,412 before, during and after work.

The annual impact of over 36,700 workers within ten minutes of downtown is \$204.2 million. This expenditure breaks down to include \$68.8 million in prepared food and beverage establishments, \$33.8 million in grocery purchases, \$78.9 million in retail sales and \$22.5 million in convenience items. Catering to the daytime worker crowd with fast-casual restaurants, convenient on-street parking and extended evening hours may increase the worker expenditure captured by study area retailers.

TRADE AREA CHARACTERISTICS

Location

The primary trade area is located in southern New Mexico approximately 35 miles north of El Paso, Texas. Surrounded by the natural beauty and graced with agreeable weather, Las Cruces is a compelling place to live, especially for retirees, when combined with the modern convenience of highway connectivity. To the east, the continuous Fort Bliss, White Sand Missile Range and Jornada Experimental Range serve as an employment center. In the same region, the White Sands National Monument is a popular tourist destination that attracted 497,500 visitors in 2015. Furthermore, Spaceport America is the world’s first purpose-built commercial spaceport. Home to Virgin Galactic, Space X and other private spaceflight corporations, Las Cruces has the potential to become a world-renowned destination for commercial space travel. The Las Cruces region is

also a fertile agricultural hub responsible for the Las Cruces Farmers' and Craft Market being regarded as one of the country's best farmers' markets.



Figure 8: The Farmers' and Crafts Market of Las Cruces draws many people to downtown Las Cruces, however the current operating procedures negatively impact existing retailers and will likely be a concern for future retailers.

Another advantage of Las Cruces' location is the nearby student populations of New Mexico State University and Dona Ana Community College. Supporting enrollments of 18,500 and 9,900 respectively, college students crave downtown living, shopping and entertainment and will be a captive audience of future consumers as downtown matures.

Table 8: Traffic Counts

Location	Traffic Count
Lohman Avenue & I-25	34,400
Main Street & Spitz Avenue	32,500
University Avenue & Solano Drive	28,300
Amador Avenue & Campo Street	25,600
Picacho Avenue & Main Street	22,800
Telshor Boulevard & Lohman Avenue	20,300
Lohman Avenue & Main Street	14,500
Main Street & Las Cruces Avenue	12,000
Water Street & Las Cruces Avenue	7,800
Church Street & Las Cruces Avenue	7,400

Table 8: The traffic chart shows heavy traffic along Lohman Avenue by I-25 and Main Street north of downtown. Though Main Street was only recently reopened, traffic levels have reached 12,000 cars per day. (Source: Las Cruces Metropolitan Planning Organization)

Access

Regional linkage is strong in the primary trade area; Main Street and Amador/Loham (one-way couplet), which connect I-25 to the north and I-10 to the south runs through much of the trade area including downtown Las Cruces. This makes most destinations within the Las Cruces region

reachable within 15-minutes. This translates to most trade area residents traveling by or through downtown daily and excellent visibility for retailers.

Traffic volumes seen in Table 8 confirm the routes with the best regional and local access: Lohman Avenue, Main Street and Picacho Avenue, the primary means of getting into and out of downtown Las Cruces. Since opening Main Street to automobile traffic, 12,000 daily motorists have preferred this route over using the ring roads, Water Street and Church Street, which carry 7,800 and 7,400 cars per day. Combining major employment centers with convenient road capacity, existing and future retailers will be exposed to a significant number of consumers, however appropriate signage is necessary to guide patrons to convenient parking and their ultimate shopping destination.

Parking in the study area appears to be adequate, however retail expansion will likely create demand for additional capacity and comprehensive parking management. On-street parking, a vital resource for Main Street retailers is in short supply and currently unmanaged. If possible, additional on-street parking stalls should be integrated into any future capital investment projects. Furthermore, future retail deployments will necessitate parking management, including on-street meters, to ensure that parking spaces regularly turnover and are not occupied by business owners or employees. In today's busy world, a perceived lack of convenient parking is often reason enough for consumers to find alternative shopping destinations.



Figure 9: Mesilla Valley Mall (left) and Old Mesilla (right) are popular shopping destinations in the Las Cruces region.

Other Shopping Areas

As part of GPG's evaluation, neighborhood, community and regional shopping centers near Las Cruces were identified, visited and studied to assess their retail appeal, strength of tenant mix, general maintenance and accessibility. In addition to on-site assessment, GPG used information from the International Council of Shopping Centers' Global Shopping Center Directory.

For trade area residents, the most frequent and convenient shopping destination is Walmart. Given income levels, this may be as much financial necessity as consumer preference. As such, the region has three Walmart stores occupying prime retail locations along well-traveled traffic routes. While the availability of affordable goods is needed within the community, Walmart can be

a formidable competitor to Main Street retailers. However, a quality urban experience and good customer service can overcome the perception of more expensive goods in the downtown.

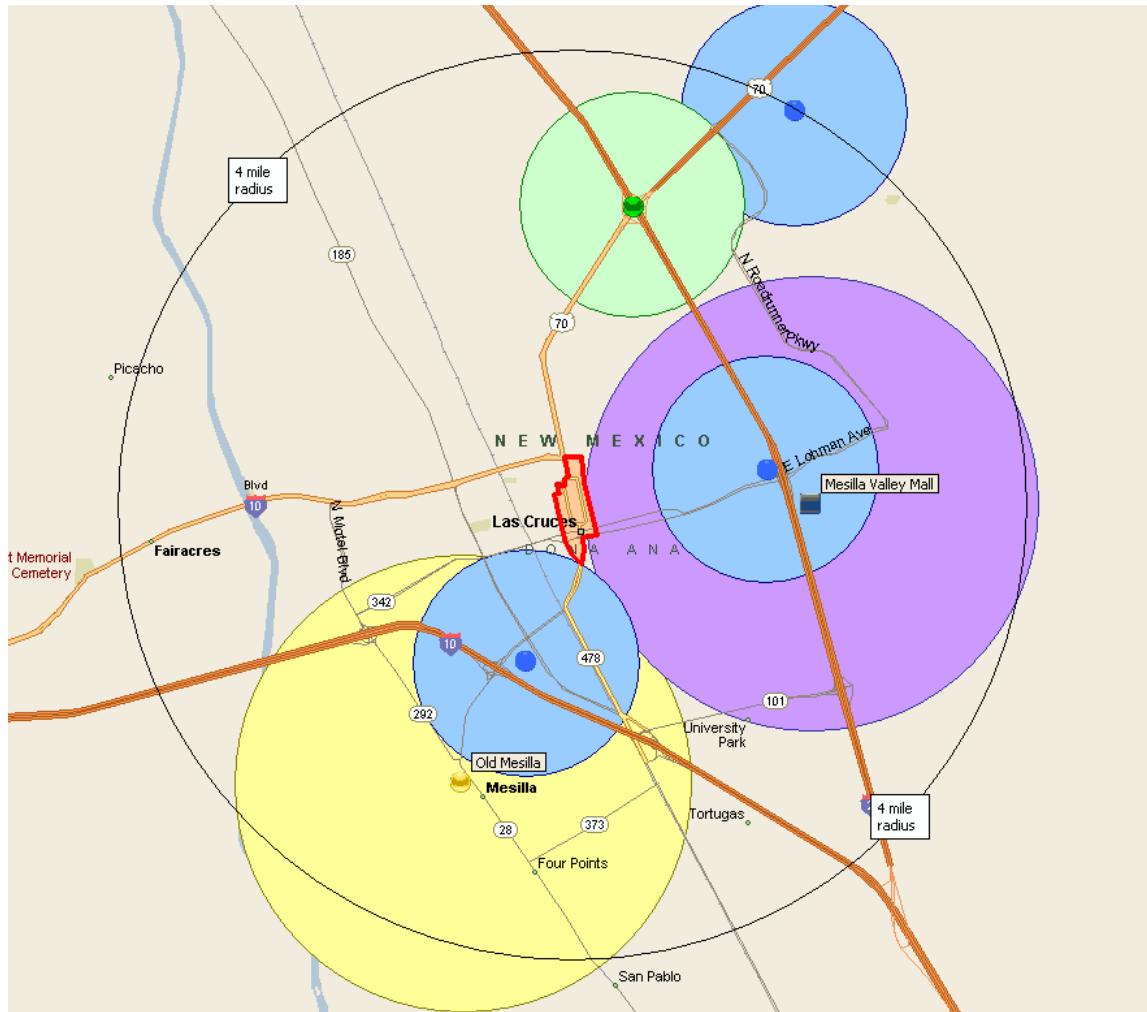


Figure 10: In addition to a regional mall, Walmart (shown in blue) is a popular shopping destination for area residents.

Just two miles east of downtown, at the intersection of Lohman and Telshor, Mesilla Valley Mall is the only regional shopping center in southern New Mexico. Consequently, the mall is reported to have an expansive trade area encompassing 66 zip codes. Built in 1981, the 602,150 sf center is home to 85 stores. This is the main shopping destination for the primary trade area, however with such a large trade area, downtown can actually benefit from its proximity to the mall. Appropriate highway signage and advertising could equate to mall shoppers also visiting downtown during an extended shopping trip.

In the immediate vicinity of Mesilla Valley Mall, a number of national brands are represented in power centers or stand-alone locations. These retailers include, Target, Albertson's, Dick's Sporting Goods, Best Buy, Old Navy, Home Depot, Office Max, Staples, Hobby Lobby and Bed, Bath and Beyond. These retailers further reinforce the expansive trade area of the mall.

Another popular shopping destination with national retailers is found at the intersection of Main Street and I-25, approximately 2.5 miles north of downtown. This area is home to Sam's Club,

Kohl's, Kmart, Lowe's Home Improvement, Ashley Home Furniture and several restaurants. However, access to these retailers is confusing and likely results in a number of unhappy shoppers and missed sales opportunities.

Last, the only walkable shopping destination in the area is found in Old Mesilla, 2.5 miles southwest of downtown. With history dating to the 1800s, the Mesilla Plaza and surrounding shops are designated as a historic district. Representing New Mexican culture, the charming district contains a number of boutique shops and restaurants. However, the district is small in size and parking can be a challenge, especially on busy weekend nights.

In total, downtown has a number of competing retailers and destinations that are vying for the limited expendable income of primary trade area residents. Nevertheless, trade area demographics and national retail trends suggest there is a strong demand for walkable, urban shopping. With the right mix of retailers and restaurants, downtown Las Cruces can be revived as a desirable and sustainable retail destination.



Figure 11: Las Cruces has a diverse arts and culture community, including a number of art galleries and theaters.

SUMMARY of FINDINGS

This study finds that the downtown Las Cruces study area is presently supportable with up to 104,700 sf of additional retail space with the potential for up to 128,100 sf of total retail growth by 2021. This new retail can potentially capture \$26.3 million of expenditures in 2016, growing to \$35.0 million in expenditures by 2021. This retail development could include:

- **Corner Stores:** One to two corner stores at 1,500 to 2,500 sf, located on the periphery of downtown or along streets that connect to surrounding neighborhoods.

-
- **Convenience Centers:** One to two 15,000 to 20,000 sf convenience centers located along Church or Water Street. These centers can include a wide range of retailers such as apparel, bakeries or butchers, electronics, florists, financial services, pharmacy, a full-service restaurant and office supplies.
 - **Neighborhood Center:** One 75,000 to 100,000 sf neighborhood center anchored by grocery and general merchandise with direct views from Amador Avenue & Lohman Avenue. The remainder of the gross leasable area would include apparel, gifts, jewelry, shoes, sporting goods, furniture and home furnishings, electronics and a number of full- and limited-service restaurants.

These retail centers could be developed as conventional shopping centers or most likely as filled vacancies, infill or mixed-use redevelopment into the current walkable downtown.

The demographics of the primary trade area show a population base of 54,800, which will decrease to 54,700 by 2021, at an annual growth rate of -0.03 percent. The persons per household is 2.4, and median age is 29.6 years old. Median household income of \$27,400 in the primary trade area is lower than state and national averages, however, this number is characteristic of areas with high student populations with lower work force participation due to ongoing academic study. The average household income is \$39,300 demonstrating a positive effect on spending potential from the top wage earners in the area. Educational attainment is slightly lower than state and national levels as 25.1 percent of residents over the age of 25 have earned a bachelor's degree or higher.

Employment in the primary trade area favors the services sector (49.0 percent), while other strong sectors include retail (19.7 percent) and government (14.0 percent). There are over 36,700 employees within a 10-minute drive of the study site and 17,200 employees within a five-minute drive. These daytime consumers expend over \$204.2 million annually before, after or during the workday, a small portion of which is currently being captured by existing retailers. Markedly more expenditure from the ten-minute drive time employees may be captured by new and existing retailers with a critical mass of desirable retailers, convenient lunch-time restaurants, extended and consistent evening hours and appropriately managed parking optimized for quick turnover.

The most prevalent tapestry lifestyle in the market is *Set to Impress* households, representing 14.2 percent of all households. *Set to Impress* is depicted by young professionals and students living in medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene. They enjoy leisure activities including going to rock concerts, night clubs, and the zoo. They always have an eye out for a sale and will stock up when the price is right. They prefer name brands, but will buy generic when it is a better deal.

A detailed examination of the supportable sf of retail uses and potential tenants is found in the following Table 9:

Potential Retail & Restaurant Tenants

Apparel & Shoes

Flip Flop Shop
511 Tactical
Boot Barn
Champs Sports
Sunglass Hut
Destination XL
Forever 21 Red
Old Navy
Cycle Gear
Off Broadway Shoes
Shoe Show
Big 5 Sporting Goods
Gander Mountain
Jax Outdoor Gear

Electronics

Simply Mac

Entertainment

Canvas & Cocktails
Color Me Mine
Local Bowling

Fitness

Orange Theory
Pure Barre
Local Yoga or Pilates
Studio

Furniture & Home

Furnishings
Ashley Furniture
Home Spaces Furniture &
Décor
Home Goods
Lamps Plus
Pier 1 Imports
Sleep Number
Mattress Firm
Denver Mattress

Grocery

Aldi
Sprouts

Health & Beauty

Local Nail Salon
Local Spa/Salon/

Pets

Local Pet Day Care
Local Pet Supply Store

Restaurants & Specialty

Food
California Pizza Kitchen
Mad Greens
Cup Café

Continued....

First Watch
Baja Bistro
Bahama Bucks Shaved Ice
Bar Louie
Sushi-Rama
Yogurtland
Jamba Juice
Illegal Petes
Brothers Bar & Grill
Cantina Laredo
Dunkin Donuts
Garbanzos
Juice It Up
Café Istanbul
Cheddars
Delectable Egg

Wine & Spirits

Local Brewery
Local Wine Bar

Table 9: 2016 & 2021 Supportable Retail Table
Downtown Las Cruces Primary Trade Area

Retail Category	2016 Estimated Retail Sales	2016 Sales/SF	2016 Estimated Supportable SF	2021 Estimated Retail Sales	2021 Sales/SF	2021 Estimated Supportable SF	No. of Stores
Retailers							
Apparel Stores	\$616,000	\$220	2,800	\$841,300	\$235	3,580	3 - 4
Beer, Wine & Liquor Stores	\$372,300	\$255	1,460	\$418,000	\$275	1,520	1
Book & Music Stores	\$446,400	\$180	2,480	\$565,500	\$195	2,900	1
Electronics & Appliance Stores	\$852,750	\$225	3,790	\$1,156,400	\$245	4,720	2 - 3
Florists	\$256,000	\$160	1,600	\$306,250	\$175	1,750	1
Furniture Stores	\$394,800	\$210	1,880	\$535,500	\$225	2,380	1 - 2
General Merchandise Stores	\$4,171,250	\$235	17,750	\$5,383,050	\$255	21,110	6 - 7
Grocery Stores	\$2,575,200	\$290	8,880	\$3,912,300	\$315	12,420	1
Home Furnishings Stores	\$860,000	\$200	4,300	\$1,068,550	\$215	4,970	3 - 4
Jewelry Stores	\$1,059,300	\$330	3,210	\$1,217,650	\$355	3,430	2 - 3
Lawn & Garden Supply Stores	\$369,600	\$165	2,240	\$437,400	\$180	2,430	1
Miscellaneous Store Retailers	\$518,150	\$215	2,410	\$777,400	\$230	3,380	2 - 3
Office Supplies & Gift Stores	\$1,304,100	\$210	6,210	\$1,491,750	\$225	6,630	5 - 6
Pharmacy & Beauty Supply Stores	\$2,848,000	\$320	8,900	\$4,453,950	\$345	12,910	3 - 4
Shoe Stores	\$514,800	\$220	2,340	\$603,950	\$235	2,570	1 - 2
Specialty Food Stores	\$292,500	\$225	1,300	\$443,450	\$245	1,810	1
Sporting Goods & Hobby Stores	\$522,500	\$190	2,750	\$692,900	\$205	3,380	2 - 3
Retailer Totals	\$17,973,650	\$226	74,300	\$24,305,300	\$244	91,890	36 - 47
Restaurants							
Bars, Breweries & Pubs	\$1,036,000	\$280	3,700	\$1,177,300	\$305	3,860	1 - 2
Full-Service Restaurants	\$3,042,000	\$300	10,140	\$3,906,500	\$325	12,020	4 - 5
Limited-Service Eating Places	\$3,214,450	\$265	12,130	\$4,223,700	\$285	14,820	5 - 6
Special Food Services	\$1,041,050	\$235	4,430	\$1,405,050	\$255	5,510	4 - 5
Restaurant Totals	\$8,333,500	\$270	30,400	\$10,712,550	\$293	36,210	14 - 18
Retailer & Restaurant Totals	\$26,307,150	\$235	104,700	\$35,017,850	\$254	128,100	50 - 65

Table 9: Sales stated in constant 2016 dollars.

Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

Retail

Auto Supply Stores (4411): establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new

and/or used tires and tubes or retailing new tires in combination with automotive repair services.

Furniture Stores (4421): establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

Home Furnishings Stores (4422): establishments primarily engaged in retailing new home furnishings (except furniture).

Electronics and Appliance Stores (4431): establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

Hardware Stores (4441): establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

Lawn and Garden Supply Stores (4442): establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

Grocery Stores (4451): establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

Specialty Food Stores (4452): establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

Beer, Wine, and Liquor Stores (4453): establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

Health & Personal Care Stores (4461): establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

Clothing stores (4481): men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

Shoe Stores (4482): Shoes (men's, women's, child/infant, athletic).

Jewelry Stores (4483): Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

Sporting Goods Stores (4511): establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

Book & Music Stores (4512): establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

Department Stores (4521): establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

General Merchandise Stores (4529): establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supercenters, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

Florists (4531): establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

Office Supplies & Gift Stores (4532): establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

Miscellaneous Retailers (4539): establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

Restaurants

Full-Service Restaurants (7221): establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

Limited-Service Restaurants (7222): establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or

providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

Special Food Services (7223): establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- Food Service Contractors: Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
- Caterers: providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.
- Mobile Food Services: establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

Drinking Places (Alcoholic Beverages) (7224): establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).

Shopping Center Definitions

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.
- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.

- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’
- **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion.



Figure 12: Since the reopening of Main Street a number of new tenants have opened in downtown.

Rationale

The rationale for the findings in this study follows:

- **Captive consumer market:** Primary trade area residents likely pass by the study site daily due to the proximity to I-25 and I-10. The demands of daily life suggest many consumer purchases are made at some point during the daily commute. Should a desirable selection of retailers carrying a variety of goods at competitive prices deploy in the study site, a significant percentage of trade area residents may find downtown to be the most convenient destination for shopping and dining. Furthermore, there are limited options for walkable retail in the region; a captive market downtown can exploit
- **Favorable trade area density:** Due to the mature nature of Las Cruces, most surrounding neighborhoods are organized in a conventional grid with higher density than more contemporary neighborhoods. This translates to more rooftops per square mile and consequentially more retail demand per square mile - highly desirable for many retailers.
- **Underserving retail:** Despite a regional mall and a number of conventional shopping centers along Telshor Boulevard, the existing retail within the trade area is underserving the current population represented by \$26.3 million in sales that could be captured by

new or existing retailers. Furthermore, with no other nearby downtowns, there is a pent up demand for walkable, urban shopping and dining.

- **Regional destinations:** Las Cruces is located near the White Sand National Monument and is home to a nationally recognized farmers' market. With nearly 500,000 annual visitors to the national monument, and twice-weekly market days, these destinations act as a catalyst and traffic generator for the region and will certainly help future retailers downtown if a complementary relationship can be established.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of February 15, 2016 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and non-market variables including the type, design and quality of the new development. It is plausible that a walkable town center, with well-designed buildings and public realm, could draw visitors from beyond this study's estimated trade area boundaries and considerably outperform the site's location and limited market potential. This would require an extraordinary development team and retailer mix unique to the market, including anchor retailers. On the other hand, a poorly implemented commercial center or badly managed businesses could underperform the location.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of ***The City of Las Cruces*** for general planning purposes only, and is void for other site locations or developers.

-- END OF ANALYSIS -

Data for all businesses in area			
	Number	Percent	Employees
Total Businesses:	2,878	2.9%	38,910
Total Employees:	38,910	0.9%	54,802
Total Residential Population:	54,802	0.71:1	
Employee/Residential Population Ratio:			
by SIC Codes			
Agriculture & Mining	83	2.9%	369
Construction	197	6.8%	1,901
Manufacturing	71	2.5%	1,000
Transportation	54	1.9%	312
Communication	35	1.2%	315
Utility	10	0.3%	432
Wholesale Trade	89	3.1%	793
Retail Trade Summary	592	20.6%	7,664
Home Improvement	40	1.4%	345
General Merchandise Stores	18	0.6%	1,112
Food Stores	56	1.9%	891
Auto Dealers, Gas Stations, Auto Aftermarket	78	2.7%	1,139
Apparel & Accessory Stores	22	0.8%	182
Furniture & Home Furnishings	55	1.9%	385
Eating & Drinking Places	177	6.2%	2,684
Miscellaneous Retail	147	5.1%	925
Finance, Insurance, Real Estate Summary	374	13.0%	1,479
Banks, Savings & Lending Institutions	146	5.1%	623
Securities Brokers	22	0.8%	65
Insurance Carriers & Agents	86	3.0%	264
Real Estate, Holding, Other Investment Offices	119	4.1%	527
Services Summary	1,106	38.4%	19,049
Hotels & Lodging	31	1.1%	618
Automotive Services	94	3.3%	565
Motion Pictures & Amusements	68	2.4%	964
Health Services	126	4.4%	2,349
Legal Services	63	2.2%	362
Education Institutions & Libraries	43	1.5%	8,858
Other Services	682	23.7%	5,334
Government	196	6.8%	5,457
Unclassified Establishments	70	2.4%	139
Totals	2,878	100.0%	38,910
Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.			

Las Cruces Primary Trade Area
Area: 15.09 square miles

Appendix A2: Primary Trade Area Business Summary

by NAICS Codes	Businesses Number	Employees Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	8	0.3%	39	0.1%
Mining	1	0.0%	2	0.0%
Utilities	7	0.2%	409	1.1%
Construction	215	7.5%	1,998	5.1%
Manufacturing	81	2.8%	949	2.4%
Wholesale Trade	87	3.0%	782	2.0%
Retail Trade	395	13.7%	4,849	12.5%
Motor Vehicle & Parts Dealers	60	2.1%	940	2.4%
Furniture & Home Furnishings Stores	20	0.7%	112	0.3%
Electronics & Appliance Stores	30	1.0%	256	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	35	1.2%	321	0.8%
Food & Beverage Stores	40	1.4%	750	1.9%
Health & Personal Care Stores	29	1.0%	268	0.7%
Gasoline Stations	18	0.6%	198	0.5%
Clothing & Clothing Accessories Stores	26	0.9%	203	0.5%
Sport Goods, Hobby, Book, & Music Stores	33	1.1%	230	0.6%
General Merchandise Stores	18	0.6%	1,112	2.9%
Miscellaneous Store Retailers	74	2.6%	381	1.0%
Nonstore Retailers	14	0.5%	77	0.2%
Transportation & Warehousing	28	1.0%	265	0.7%
Information	56	1.9%	620	1.6%
Finance & Insurance	258	9.0%	967	2.5%
Central Bank/Credit Intermediation & Related Activities	149	5.2%	633	1.6%
Securities, Commodity Contracts & Other Financial	23	0.8%	70	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	86	3.0%	264	0.7%
Real Estate, Rental & Leasing	173	6.0%	614	1.6%
Professional, Scientific & Tech Services	248	8.6%	2,163	5.6%
Legal Services	69	2.4%	407	1.0%
Management of Companies & Enterprises	1	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation	121	4.2%	902	2.3%
Educational Services	58	2.0%	8,844	22.7%
Health Care & Social Assistance	206	7.2%	3,353	8.6%
Arts, Entertainment & Recreation	46	1.6%	725	1.9%
Accommodation & Food Services	212	7.4%	3,340	8.6%
Food Services & Drinking Places	31	1.1%	618	1.6%
Accommodation	181	6.3%	2,722	7.0%
Other Services (except Public Administration)	402	14.0%	2,392	6.1%
Automotive Repair & Maintenance	77	2.7%	509	1.3%
Public Administration	201	7.0%	5,551	14.3%
Unclassified Establishments	72	2.5%	145	0.4%
Total	2,878	100.0%	38,910	100.0%

Appendix B1: Primary Trade Area Community Profile

Gibbs Planning Group		Community Profile
		Las Cruces Primary Trade Area Area: 15.09 square miles
Population Summary		
2000 Total Population		50,308
2010 Total Population		55,204
2015 Total Population		54,802
2015 Group Quarters		3,125
2020 Total Population		54,718
2015-2020 Annual Rate		-0.03%
Household Summary		
2000 Households		18,537
2000 Average Household Size		2.52
2010 Households		21,380
2010 Average Household Size		2.44
2015 Households		21,537
2015 Average Household Size		2.40
2020 Households		21,510
2020 Average Household Size		2.40
2015-2020 Annual Rate		-0.03%
2010 Families		12,263
2010 Average Family Size		3.11
2015 Families		12,080
2015 Average Family Size		3.09
2020 Families		11,896
2020 Average Family Size		3.10
2015-2020 Annual Rate		-0.31%
Housing Unit Summary		
2000 Housing Units		20,325
Owner Occupied Housing Units		47.8%
Renter Occupied Housing Units		43.4%
Vacant Housing Units		8.8%
2010 Housing Units		22,818
Owner Occupied Housing Units		44.2%
Renter Occupied Housing Units		49.5%
Vacant Housing Units		6.3%
2015 Housing Units		23,524
Owner Occupied Housing Units		42.5%
Renter Occupied Housing Units		49.1%
Vacant Housing Units		8.4%
2020 Housing Units		24,019
Owner Occupied Housing Units		41.5%
Renter Occupied Housing Units		48.1%
Vacant Housing Units		10.4%
Median Household Income		
2015		\$27,433
2020		\$31,183
Median Home Value		
2015		\$133,423
2020		\$145,461
Per Capita Income		
2015		\$15,950
2020		\$17,593
Median Age		
2010		28.9
2015		29.6
2020		30.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix B2: Primary Trade Area Community Profile

Gibbs Planning Group	Community Profile	
Las Cruces Primary Trade Area		Prepared by Esri
2015 Households by Income		
Household Income Base		21,534
<\$15,000		27.1%
\$15,000 - \$24,999		19.0%
\$25,000 - \$34,999		13.0%
\$35,000 - \$49,999		13.4%
\$50,000 - \$74,999		13.9%
\$75,000 - \$99,999		7.6%
\$100,000 - \$149,999		4.8%
\$150,000 - \$199,999		0.9%
\$200,000+		0.4%
Average Household Income		\$39,251
2020 Households by Income		
Household Income Base		21,507
<\$15,000		26.5%
\$15,000 - \$24,999		14.6%
\$25,000 - \$34,999		12.9%
\$35,000 - \$49,999		14.9%
\$50,000 - \$74,999		14.9%
\$75,000 - \$99,999		8.8%
\$100,000 - \$149,999		5.7%
\$150,000 - \$199,999		1.1%
\$200,000+		0.5%
Average Household Income		\$43,341
2015 Owner Occupied Housing Units by Value		
Total		9,980
<\$50,000		2.5%
\$50,000 - \$99,999		20.6%
\$100,000 - \$149,999		40.2%
\$150,000 - \$199,999		19.6%
\$200,000 - \$249,999		7.3%
\$250,000 - \$299,999		2.8%
\$300,000 - \$399,999		2.6%
\$400,000 - \$499,999		1.1%
\$500,000 - \$749,999		1.9%
\$750,000 - \$999,999		0.2%
\$1,000,000 +		1.2%
Average Home Value		\$167,098
2020 Owner Occupied Housing Units by Value		
Total		9,951
<\$50,000		2.9%
\$50,000 - \$99,999		21.0%
\$100,000 - \$149,999		28.7%
\$150,000 - \$199,999		19.5%
\$200,000 - \$249,999		9.8%
\$250,000 - \$299,999		5.0%
\$300,000 - \$399,999		4.3%
\$400,000 - \$499,999		2.6%
\$500,000 - \$749,999		4.2%
\$750,000 - \$999,999		0.4%
\$1,000,000 +		1.7%
Average Home Value		\$199,312

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix B3: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

2010 Population by Age	
Total	55,203
0 - 4	7.3%
5 - 9	6.5%
10 - 14	6.0%
15 - 24	23.2%
25 - 34	15.2%
35 - 44	10.2%
45 - 54	11.1%
55 - 64	8.8%
65 - 74	6.0%
75 - 84	4.2%
85 +	1.4%
18 +	76.0%
2015 Population by Age	
Total	54,801
0 - 4	7.1%
5 - 9	6.4%
10 - 14	5.7%
15 - 24	21.6%
25 - 34	17.1%
35 - 44	10.0%
45 - 54	10.1%
55 - 64	9.5%
65 - 74	6.7%
75 - 84	4.2%
85 +	1.6%
18 +	77.3%
2020 Population by Age	
Total	54,718
0 - 4	7.1%
5 - 9	6.3%
10 - 14	5.8%
15 - 24	19.9%
25 - 34	17.8%
35 - 44	11.0%
45 - 54	9.0%
55 - 64	9.8%
65 - 74	7.5%
75 - 84	4.4%
85 +	1.6%
18 +	77.4%
2010 Population by Sex	
Males	27,155
Females	28,049
2015 Population by Sex	
Males	27,049
Females	27,752
2020 Population by Sex	
Males	27,084
Females	27,635

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix B4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	55,204
White Alone	71.5%
Black Alone	2.6%
American Indian Alone	2.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	18.3%
Two or More Races	3.6%
Hispanic Origin	64.1%
Diversity Index	72.4
2015 Population by Race/Ethnicity	
Total	54,802
White Alone	69.9%
Black Alone	2.8%
American Indian Alone	2.7%
Asian Alone	1.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	18.8%
Two or More Races	3.8%
Hispanic Origin	65.3%
Diversity Index	73.2
2020 Population by Race/Ethnicity	
Total	54,719
White Alone	69.3%
Black Alone	3.0%
American Indian Alone	2.9%
Asian Alone	2.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	18.6%
Two or More Races	3.9%
Hispanic Origin	66.5%
Diversity Index	73.2
2010 Population by Relationship and Household Type	
Total	55,204
In Households	94.3%
In Family Households	72.2%
Householder	22.3%
Spouse	12.4%
Child	30.2%
Other relative	4.3%
Nonrelative	3.0%
In Nonfamily Households	22.2%
In Group Quarters	5.7%
Institutionalized Population	1.6%
Noninstitutionalized Population	4.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix B5: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

2015 Population 25+ by Educational Attainment

Total	32,394
Less than 9th Grade	10.9%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	18.4%
GED/Alternative Credential	4.3%
Some College, No Degree	24.3%
Associate Degree	7.7%
Bachelor's Degree	15.5%
Graduate/Professional Degree	9.6%

2015 Population 15+ by Marital Status

Total	44,256
Never Married	49.7%
Married	31.2%
Widowed	6.3%
Divorced	12.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	82.9%
Civilian Unemployed	17.1%

2015 Employed Population 16+ by Industry

Total	21,495
Agriculture/Mining	1.1%
Construction	5.5%
Manufacturing	3.6%
Wholesale Trade	1.0%
Retail Trade	12.3%
Transportation/Utilities	2.9%
Information	0.9%
Finance/Insurance/Real Estate	2.9%
Services	61.7%
Public Administration	8.2%

2015 Employed Population 16+ by Occupation

Total	21,497
White Collar	56.6%
Management/Business/Financial	7.9%
Professional	23.9%
Sales	8.9%
Administrative Support	15.9%
Services	27.4%
Blue Collar	16.1%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	3.5%
Production	2.8%
Transportation/Material Moving	4.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix B6: Primary Trade Area Community Profile

Gibbs Planning Group		Community Profile
		Prepared by Esri
	Las Cruces Primary Trade Area Area: 15.09 square miles	
2010 Households by Type		
Total	21,379	
Households with 1 Person	32.0%	
Households with 2+ People	68.0%	
Family Households	57.4%	
Husband-wife Families	31.8%	
With Related Children	14.5%	
Other Family (No Spouse Present)	25.6%	
Other Family with Male Householder	6.4%	
With Related Children	3.8%	
Other Family with Female Householder	19.2%	
With Related Children	13.4%	
Nonfamily Households	10.6%	
All Households with Children	32.1%	
Multigenerational Households	4.3%	
Unmarried Partner Households	9.2%	
Male-female	8.3%	
Same-sex	0.9%	
2010 Households by Size		
Total	21,378	
1 Person Household	32.0%	
2 Person Household	30.4%	
3 Person Household	16.3%	
4 Person Household	11.5%	
5 Person Household	6.0%	
6 Person Household	2.3%	
7 + Person Household	1.4%	
2010 Households by Tenure and Mortgage Status		
Total	21,380	
Owner Occupied	47.1%	
Owned with a Mortgage/Loan	29.4%	
Owned Free and Clear	17.7%	
Renter Occupied	52.9%	

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Appendix C1: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

Population		Households					
2010 Total Population		2015 Median Household Income		\$27,433			
2015 Total Population		2020 Median Household Income		\$31,183			
2020 Total Population		2015-2020 Annual Rate		2.60%			
2015-2020 Annual Rate							
Housing Units by Occupancy Status and Tenure							
		Census 2010	2015	2020			
		Number	Percent	Number	Percent		
Total Housing Units		22,818	100.0%	23,524	100.0%		
Occupied		21,380	93.7%	21,537	91.6%		
Owner		10,078	44.2%	9,988	42.5%		
Renter		11,302	49.5%	11,549	49.1%		
Vacant		1,438	6.3%	1,987	8.4%		
Owner Occupied Housing Units by Value							
		2015	2020				
		Number	Percent	Number	Percent		
Total		9,979	100.0%	9,950	100.0%		
<\$50,000		247	2.5%	293	2.9%		
\$50,000-\$99,999		2,060	20.6%	2,088	21.0%		
\$100,000-\$149,999		4,013	40.2%	2,853	28.7%		
\$150,000-\$199,999		1,958	19.6%	1,936	19.5%		
\$200,000-\$249,999		725	7.3%	973	9.8%		
\$250,000-\$299,999		275	2.8%	499	5.0%		
\$300,000-\$399,999		261	2.6%	431	4.3%		
\$400,000-\$499,999		114	1.1%	254	2.6%		
\$500,000-\$749,999		189	1.9%	418	4.2%		
\$750,000-\$999,999		22	0.2%	40	0.4%		
\$1,000,000+		115	1.2%	165	1.7%		
Median Value		\$133,423		\$145,461			
Average Value		\$167,098		\$199,312			

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Appendix C2: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		10,078	100.0%
Owned with a Mortgage/Loan		6,294	62.5%
Owned Free and Clear		3,784	37.5%

Census 2010 Vacant Housing Units by Status		Number	Percent
Total		1,438	100.0%
For Rent		784	54.5%
Rented- Not Occupied		23	1.6%
For Sale Only		175	12.2%
Sold - Not Occupied		29	2.0%
Seasonal/Recreational/Occasional Use		90	6.3%
For Migrant Workers		1	0.1%
Other Vacant		349	24.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
		Occupied Units	Number
			% of Occupied
Total		21,379	10,078
15-24		3,044	292
25-34		4,179	1,115
35-44		3,150	1,455
45-54		3,548	1,980
55-64		3,030	2,005
65-74		2,208	1,562
75-84		1,633	1,239
85+		587	430

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
		Occupied Units	Number
			% of Occupied
Total		21,379	10,077
White Alone		16,021	7,985
Black/African American		501	134
American Indian/Alaska		478	152
Asian Alone		353	55
Pacific Islander Alone		25	8
Other Race Alone		3,327	1,478
Two or More Races		674	265
Hispanic Origin		12,126	5,696

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
		Occupied Units	Number
			% of Occupied
Total		21,378	10,077
1-Person		6,845	2,693
2-Person		6,498	3,430
3-Person		3,484	1,581
4-Person		2,465	1,268
5-Person		1,291	704
6-Person		491	257
7+ Person		304	144

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

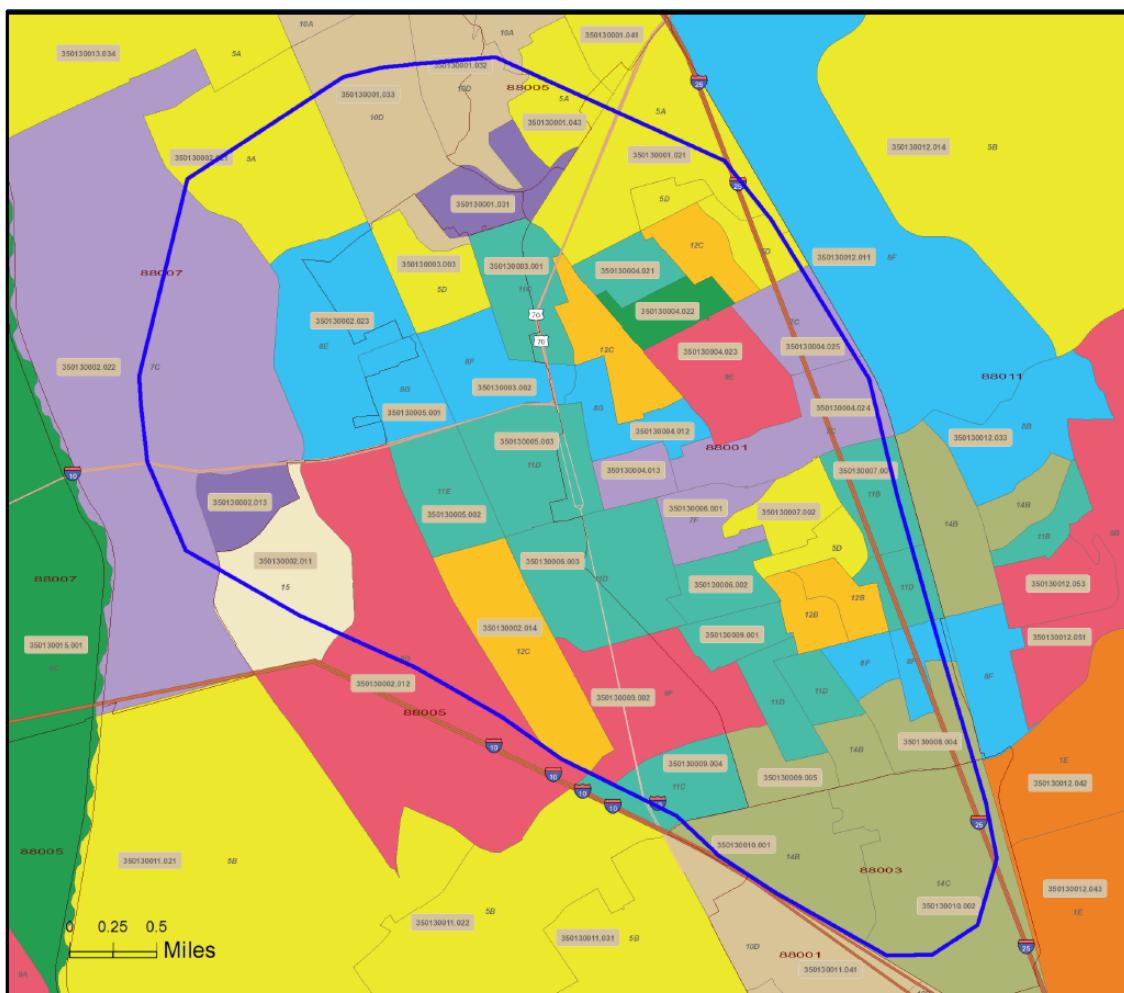
Appendix D1: Primary Trade Area Tapestry Segmentation

Gibbs Planning Group

Dominant Tapestry Map

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri



Tapestry LifeMode

- L1: Affluent Estates
 - L2: Upscale Avenues
 - L3: Uptown Individuals
 - L4: Family Landscapes
 - L5: GenKurban
 - L6: Cozy Country
 - L7: Ethnic Enclaves
 - L8: Middle Ground
 - L9: Senior Styles
 - L10: Rustic Outposts
 - L11: Midtown Singles
 - L12: Hometown
 - L13: Next Wave
 - L14: Schools and Parks



Source: Esri

Appendix D2: Primary Trade Area Tapestry Segmentation

Gibbs Planning Group

Dominant Tapestry Map

Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- | | |
|---|---|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hardscrabble Road) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Soccer Moms) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Diners & Miners) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Simplicity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families) | Segment 13B (Las Casas) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (American Dreamers) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Barrios Urbanos) | Segment 13E (High Rise Renters) |
| Segment 7E (Valley Growers) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |

Source: Esri

Appendix D3: Primary Trade Area Tapestry Segmentation

Gibbs Planning Group

Tapestry Segmentation Area Profile

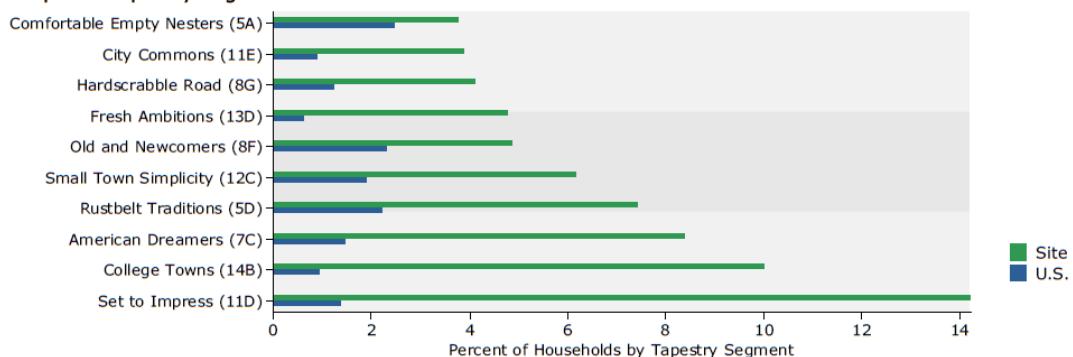
Las Cruces Primary Trade Area
Area: 15.09 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Set to Impress (11D)	14.2%	14.2%	1.4%	1.4%	1024
2	College Towns (14B)	10.0%	24.2%	0.9%	2.3%	1,062
3	American Dreamers (7C)	8.4%	32.6%	1.5%	3.8%	573
4	Rustbelt Traditions (5D)	7.4%	40.0%	2.2%	6.0%	333
5	Small Town Simplicity (12C)	6.2%	46.2%	1.9%	7.9%	324
Subtotal		46.2%	7.9%			
6	Old and Newcomers (8F)	4.9%	51.1%	2.3%	10.2%	210
7	Fresh Ambitions (13D)	4.8%	55.9%	0.6%	10.8%	741
8	Hardscrabble Road (8G)	4.1%	60.0%	1.2%	12.0%	333
9	City Commons (11E)	3.9%	63.9%	0.9%	12.9%	431
10	Comfortable Empty Nesters (5A)	3.8%	67.7%	2.5%	15.4%	152
Subtotal		21.5%	7.5%			
11	Metro Fusion (11C)	3.7%	71.4%	1.4%	16.8%	263
12	Front Porches (8E)	3.4%	74.8%	1.6%	18.4%	212
13	Young and Restless (11B)	3.3%	78.1%	1.7%	20.1%	194
14	Dorms to Diplomas (14C)	3.3%	81.4%	0.5%	20.6%	640
15	Social Security Set (9F)	3.2%	84.6%	0.8%	21.4%	396
Subtotal		16.9%	6.0%			
16	Traditional Living (12B)	3.1%	87.7%	2.0%	23.4%	156
17	Down the Road (10D)	2.9%	90.6%	1.1%	24.5%	258
18	Senior Escapes (9D)	2.6%	93.2%	0.9%	25.4%	282
19	Southwestern Families (7F)	2.5%	95.7%	0.8%	26.2%	301
20	Retirement Communities (9E)	2.4%	98.1%	1.2%	27.4%	199
Subtotal		13.5%	6.0%			
Total		98.1%	27.6%			355

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri