

# City of Lovington Downtown Master Plan

A Metropolitan Redevelopment Area Plan



Prepared for:  
City of Lovington  
Lovington MainStreet

Prepared by:  
CommunityByDesign  
New Mexico MainStreet



Adopted March, 2010

## ACKNOWLEDGEMENTS

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The Downtown Lovington Metropolitan Redevelopment Area and Downtown Master Plan was jointly developed by the City of Lovington, Lovington MainStreet, New Mexico MainStreet, Friends of New Mexico MainStreet, UNM Design & Planning Assistance Center (DPAC), and UNM Bureau of Business and Economic Research (BBER)

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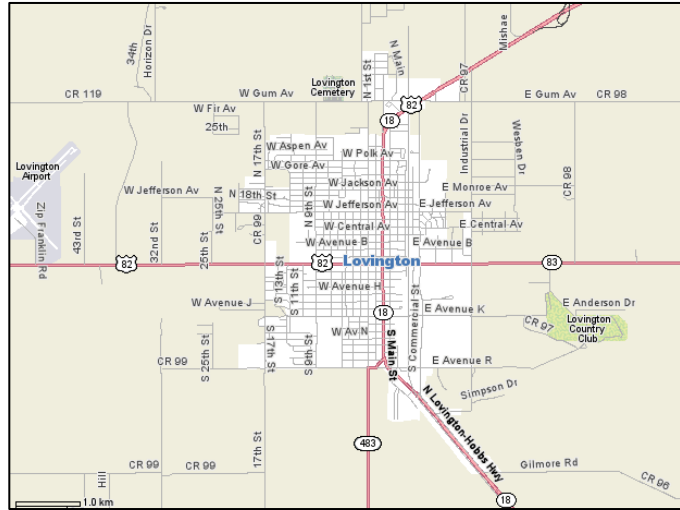
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## I. INTRODUCTION

Lovington MainStreet and the City of Lovington requested New Mexico MainStreet assistance to help make revitalization in the downtown stronger economically and more attractive. Through meetings with residents, town staff and officials, property owners, and Lovington MainStreet, a vision for the downtown district emerged. In particular, residents wanted to preserve and enhance Lovington's unique character and receive implementation steps toward their vision. Other key desires included:



- A diversified mix of businesses
- Flexible public gathering spaces for community events and activities
- Appropriate, attractive design for buildings and streets
- Housing that is affordable to people with mixed incomes
- Continues to be a place for Lovington's residents and provides for their needs

In response, a number of steps were identified that the town can take to transform the look and function of downtown, including:

- Establishing a distinct character for downtown through streetscape design, which also makes it more inviting and safer for pedestrians, bicyclists, and drivers;
- Creating an Metropolitan Redevelopment Area utilizing State legislation; and
- Making the Downtown a community center by mixing land uses, creating pleasant environments for gathering, stimulating a mix of businesses, and using building and site design that enhances the character of Lovington.

Specific steps were developed in regarding regulations and investments that will lead to changes in the built environment. The implementation steps focus on these opportunities:

The Lovington Master Plan seeks to enhance the unique visual quality of Lovington by helping business and building owners in addressing all design elements to create an appealing environment, thereby providing residents and visitors with an attractive and vibrant downtown Lovington and community. The purpose of this work is to reclaim our community culture and heritage by helping business and property owners to develop an economically active and energetic historic downtown,

## Lovington Downtown Master Plan

providing visitors and residents alike an attractive, clean, shaded, pedestrian-friendly, small-town atmosphere.

A Downtown Master Plan is a document that addresses issues and opportunities. Issues include the exodus of businesses from the downtown area to the highway commercial areas of town or to other communities, resulting in empty and boarded buildings. A number of vacant properties and underutilized buildings are contributing to the low economic activity in downtown. There are also opportunities to be explored in the plan, such as enhancing the streetscape and pedestrian environment, creating welcoming entry from the highway, to creating flexible gathering places in the heart of the City.

The New Mexico Metropolitan Redevelopment Code (3-60A-1 to 3-60A-48 NMSA 1978) provides cities in New Mexico with the powers to correct conditions in areas or neighborhoods within municipalities which “substantially inflict or arrest the sound and orderly development” within the city. These powers can help reverse an area’s decline and stagnation; however, the City may only use these powers within designated Metropolitan Redevelopment Areas (MRA). Designation of an MRA is based on findings of “slum or blight” conditions, as defined in the Metropolitan Redevelopment Code (3-60S-8). The criteria set by the Code for a “blighted” area include physical and economic conditions.

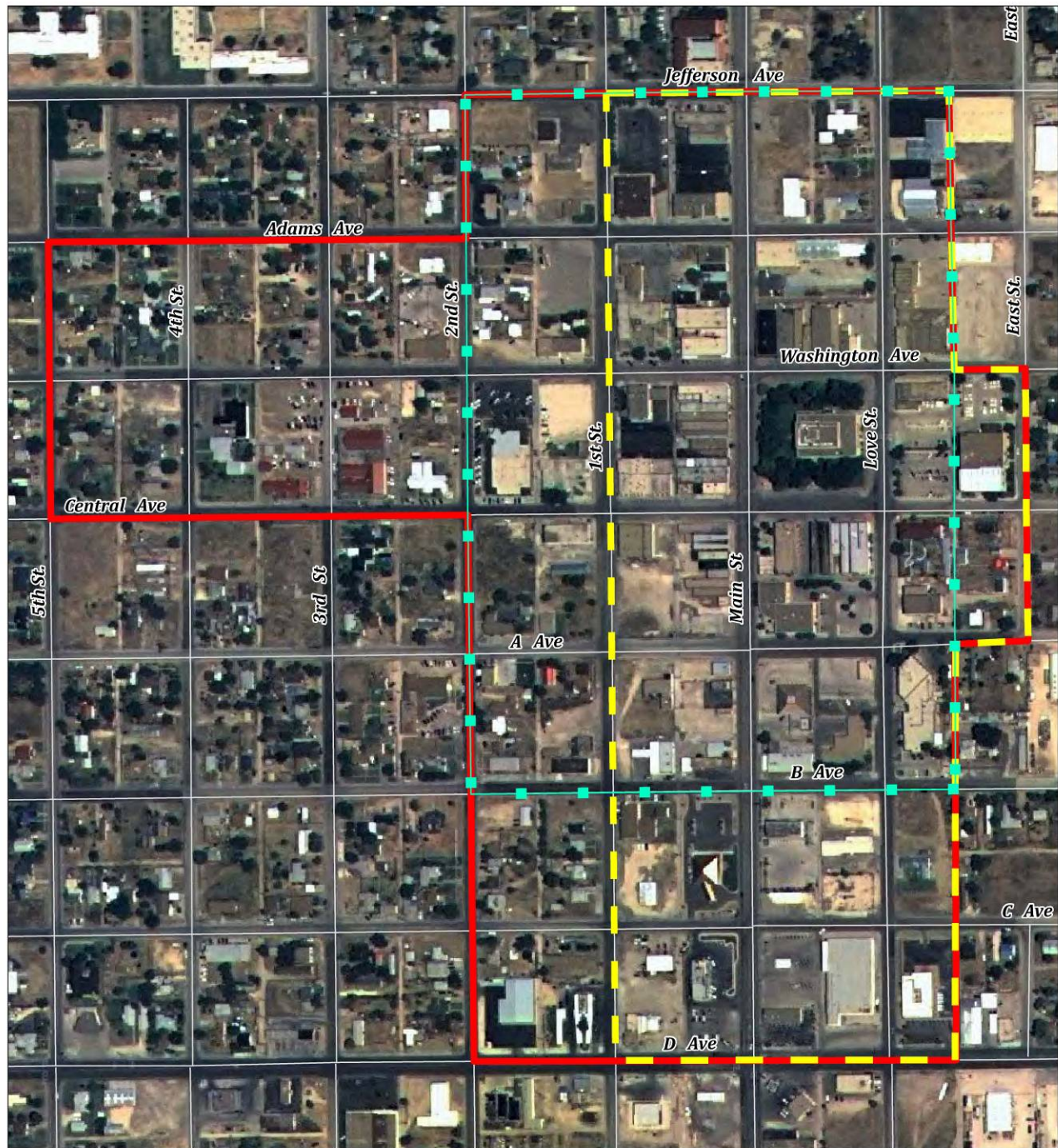
In November, 2009, CommunityByDesign completed, and the City Council subsequently approved, the Lovington Metropolitan Redevelopment Area Designation Report. This report concluded that this area clearly demonstrated existing conditions within the downtown Lovington area that met the criteria for the underutilized and low performing area designation as defined by the NM Metropolitan Redevelopment Code statute. The conditions existing in the neighborhood “substantially impair the sound growth and economic health and well being” of the downtown Lovington area.

The designation of the Lovington Metropolitan Redevelopment Area will assist the community in achieving the following goals:

- Elimination of detrimental public health and welfare conditions.
- Conservation, improvement and expansion of commercial building stock.
- Expansion of commercial activity
- Improvement and expansion of available housing.
- Improvement of economic conditions through coordinated public and private investments.



# Lovington Downtown Master Plan



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The majority of data displayed on this map was provided by the New Mexico Resource Geographic Information System Program website. All data is accepted with known and unknown inaccuracies.

## LOVINGTON DOWNTOWN MASTER PLAN



Downtown Master Plan Area

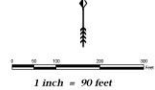


Lovington Main Street District



Metropolitan Redevelopment Area

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Map Date: October 29, 2009  
2005 RGIS Orthophotography

### II. HISTORY OF DOWNTOWN LOVINGTON

Essay taken from "*Commercial Hotel*", National Register of Historic Places, November 2004 and *City of Lovington Comprehensive Plan*, January, 2003.

Seventeen miles west of the Texas border, Lovington, the Queen City of the Plains, got its start and soul from the Lone Star state. Like many of his Texas compatriots, Robert Florence Love (1870-1942) first experienced the New Mexico territory during the waning years of open-range ranching, driving cattle onto the Llano Estacado.

Born 1870 in Palo Pinto County Texas, Florence and his brother Jim Love struck out for the New Mexico Territory in 1890, working at first for the INK-Bar Ranch and later for the Mallet Ranch. After meeting his future wife, Matilda Glasscock, at a dance in Stanton, Texas, Love left the Mallet operation in 1892 and returned to Texas, working at a ranch owned by the Connell & Pemberton Brothers. Love soon accumulated a small herd of his own. Remembering the lure of the Llano's rich grasslands, Love moved his herd to the New Mexico territory in 1900, filing a homestead claim in 1903 at the site of future Lovington.

In 1907, Love relocated to Knowles, a homestead town staked out by Ben L. Knowles, approximately 17 miles southwest of Lovington. There he established the Love Hotel, the Llano's first two-story building. For reasons unknown, Love sold his hotel and returned to his first homestead, which had been occupied by his brother and his family.

Intent on building a town, Florence Love deeded a portion of the homestead to Charles M. Burks to plat as a town site. Love later deeded another part of his section to Wesley McCallister, a U.S. land commissioner from nearby Seminole, Texas. McCallister furthered the goal of town development, mapping the original townsite and the East Addition in 1908. McCallister suggested naming the town Love, but Florence settled on the softer sounding Loving. Due to the fact that another Eddy County community had already claimed the name Loving, the name changed to Lovington. A post office under this name opened on September 12, 1908, with Robert Florence Love appointed postmaster.

Commerce commenced in Lovington in May 1908 when Jim Love opened a mercantile store on a site later occupied by the Lea County State Bank. The business, serving ranchers and homesteaders, changed hands in September when Florence Love purchased the store, moving it to the south side of the future courthouse square. Charles Burks opened a competing store, which Love quickly purchased, merging the two stores together.

With business underway, the small community turned its attention to building its first school. When opened in October 1908, the unfinished building housed 19 pupils, the youngest six, and the oldest 19. The single teacher, J.W. Conley, received script for his pay, redeemable only when Eddy County collected property taxes. Unable to live on this salary, Conley put up his homestead to anyone who could offer him a horse and saddle to leave town.

Unfazed by this setback, Lovington hired two teachers for the next year and built an additional room to the schoolhouse. Seeking to build the school's student body, Lovington offered free town lots to families with school-age children. This arrangement worked not only to stimulate population growth, but also justified school expansion through bond issues. By 1913, enrollment had grown to



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139 pupils, representing primary grade to high school. This expansion continued as ranchers in remote parts of the Llano built homes in town so that their children could attend school.

In 1916 Lovington had “grown from a mere little speck of a few ranch houses and two small stores on a great broad plain...” to a modern town boasting a public water works, local and long distance telephone service, a steam laundry, a post office, two churches, a movie house, a sundry of shops, a six-room grade school and a new high school constructed at a cost of \$5,500.

Despite this growth spurt, Lovington remained isolated, without connection to a railroad or highway. A mail route initiated in 1909 between Carlsbad and Midland, Texas, did much to open Lovington to the outside world. Yet the trip was often grueling, and described by one passenger as being stuck “in a cubicle completely surrounded by mail sacks.”

Lovington initially hoped to be a stop along a proposed branch of the Gulf, Texas and New Mexico Railway Co. between Seminole and Roswell. Seagraves, a neighboring town in Texas, had grown twice as fast as Lovington after the MK&T Railroad had pushed its tracks there in 1914, and the Lovington looked for a similar boost. The Queen City of the Prairie, however, would have to wait until 1930, before being connected to the railroad as the terminus of the Texas & Pacific Railroad.



In spite of its isolation, Lovington was selected in 1917 as the county seat for the newly organized Lea County, and officially incorporated as a town on May 15, 1918. With an imposing two-story courthouse, set off by castellated towers, new businesses, including a drugstore, a furniture store, a hardware store and a bank, massed up around the courthouse square.



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The new community of Lovington relied primarily on cattle ranching and farming to drive its economy. The area attracted new residents who enjoyed the independence and self-sufficiency that characterized the area. In 1918, with a population of 1,500, the future looked positive for Lovington. But by the end of 1918, the town's boom had ended, and ten years of bad luck, including a fire, a prolonged drought, and an economic recession, shuttering both of the town's banks, would follow.

In 1928, oil was discovered in the Permian basin and Llano Estacado, however, this discovery did not impact Lovington's economy immediately. Competition from Hobbs, an upstart oil-boom community to the south, would send Lovington into an economic backwater until the 1950s when the Denton Pool was discovered. This pool, located nine miles northeast of the city gave way to 92 flowing oil wells, which led to development and drilling. Though ranching remained strong in Lovington, oil drilling became the primary industry in Lea County. The discovery of oil tripled the city's population between 1950 and 1960. Today, Lovington remains deeply rooted in the ranching and oil/gas industries. The City has also seen economic diversification with the coming of the dairy industry to southern New Mexico.

Population changes in Lovington during the first half of the century reflected the steady growth in farming and ranching, while changes since 1950 have been related to the oil and gas industry. Only recently has the dairy industry begun to take part in our growth. The Census Bureau counted 411 people in the city in 1920. By 1940, the number had grown to 1,916 and between 1940 and 1960 Lovington experienced a 500 percent increase in population. Since that time the climb has leveled to the current population of 9,600.

## III. EXISTING CONDITIONS

### A. EXISTING PLANS AND STUDIES

#### City of Lovington Comprehensive Plan, adopted in 2003

Recognizing the need to plan for its future, the City of Lovington initiated a comprehensive planning process in 2002. Consensus Planning facilitated the process and prepared the final plan, which was adopted in 2003. Elements discussed were community character, land use, economic development, housing, community services, transportation and infrastructure. Highlights include:

COMMUNITY CHARACTER. Improving the physical character and the community image for both residents and visitors were identified as of prime importance to the citizens. The plan focuses on development of a common theme or image for the town, on attracting visitors and on encouraging residents to remain in Lovington. The Lovington Clean and Beautiful Policy addresses littering and junk accumulation. Another policy discourages dilapidated and abandoned buildings with implementation of tax/fee ordinances and condemnation and removal of properties detrimental to health, safety, and welfare.

LAND USE. The plan focuses on business and funding opportunities including Economic Development Act (EDA) projects to encourage the development of a vibrant and attractive downtown. Development of infill lots and the discouragement of abandoned and dilapidated properties in the Downtown Commercial District were other Land Use policies.

ECONOMIC DEVELOPMENT. Lovington's economy is strongly tied to fluctuations in the oil and gas industries. The aim of the Economic Development Section of the City of Lovington Comprehensive Plan is to help the city embark on a clear strategy designed to foster economic growth and stability. This in turn, creates jobs, raises income levels, and provides opportunities for all Lovington residents. Policies address economic expansion by encouraging cooperation with the Lovington Economic Development Corporation and the Chamber of Commerce to accomplish economic development goals by assisting in marketing the city's strengths, working with existing industries to identify the types of businesses needed, and identifying other areas for economic diversification. Benefiting the region and diversifying the economy of the city are Regional Economic Development Policies. Other policies support small business development by providing access to capital and other resources and encourage the expansion of workforce training through increased access to educational opportunities.

HOUSING. The majority of housing stock in Lovington was built before 1970. Few homes have been constructed since 1990. The majority of homes in Lovington are occupied, however vacant housing accounts for 13.8% of the total housing stock. It is important to note that some of the vacant units are used only seasonally or occasionally. Of the 3,297 homes that are occupied, 73.1% are occupied by owners and 26.9% are occupied by renters. The average household size in Lovington is 2.80 persons. Housing issues include lack of housing opportunities, dilapidated housing and the need for affordable housing. The intent of the Comprehensive Plan Housing goals, objectives and policies is to insure a range of housing opportunities exists in Lovington which will be safe, in good

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repair and affordable, and promote redevelopment or removal of dilapidated homes and abandoned properties.

**COMMUNITY SERVICES.** An important measurement of quality of life for Lovington lies in the quality of its community facilities and services; those public lands, buildings, and services which are provided to residents, including parks, community centers, police/fire, and libraries. The quality of community services may encourage economic development by influencing business and individual relocation decisions, property values and by attracting tourists. Social benefits attributable to recreational and cultural facilities include improved mental and physical health and a reduction in certain crimes.

The Comprehensive Plan outlines community goals of providing recreational, cultural and governmental facilities, enhancing outdoor recreational opportunities, providing programs for children and youth, and developing a trails system.

**TRANSPORTATION.** Lovington is influenced by two primary highways. U.S. 82, the southern boundary of the Master Plan area, is the major east-west corridor through the city and links Lovington to the rest of the State of New Mexico and to West Texas. New Mexico 18, which is Main Street cutting through the heart of downtown, provides a north south linkage and becomes a four-lane divided highway going south to Hobbs. Although highway design, maintenance, and traffic are the responsibility of the New Mexico State Highway and Transportation Department, the commercial traffic on these roads impacts the roadways and the residents of Lovington. Policies to improve traffic safety and street maintenance are included. A policy is to continue to identify City streets in need of maintenance and pavement rehabilitation, and program these streets within the Infrastructure Capital Improvements Plan (ICIP). Limited downtown parking is identified as a major concern of residents. A study of downtown parking conditions and parking needs is recommended by 2010.

**INFRASTRUCTURE.** City-owned infrastructure includes water, wastewater and drainage systems. Most of these were built over time and area aging. Plan policies support water and wastewater system improvements. To assure water quality and availability, there are policies for a creating a water master plan and for a regional water planning initiative.

### **Lovington Mainstreet: Community Economic Assessment, 2009, Mitchell and Bleecker, UNM Bureau of Business and Economic Research**

UNM Bureau of Business and Economic Research completed an economic assessment for Lovington MainStreet in February, 2009. Highlights of the study are noted below.

#### **DEMOGRAPHICS**

- Population (2006) about 9,500; growth has been positive but slow since at least 1990 and is projected to slow further.
- Demographic 'dependency ratio' higher than state - large share of < 18 y/o and > 65 y/o, and few 19-64 y/o.
- Large young population should ease labor shortage if youth stay; note low median age of Lovington population.
- Lower level of educational attainment - twice the state % without HS degree; half the state % with BA or higher.

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- Majority Hispanic (53%) and increasing faster than state.

## HOUSING

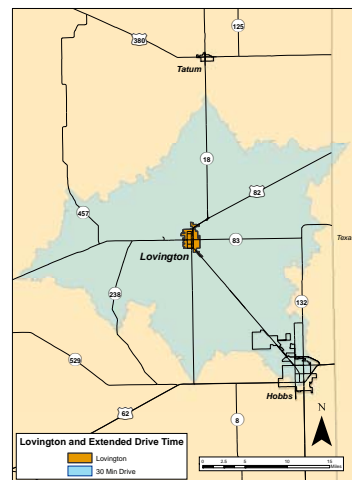
- Lovington has the opposite problem of US – inadequate supply of housing, but little threat of foreclosure & abandonment.
- Housing stock is old (>80% are more than 40 y/o vs. 50% for NM).
- Housing shortage will worsen because construction is inadequate to replace older homes (permits '01-'07 = 33/yr; 50/yr required to maintain present stock).
- Housing problem linked to local dependency on oil.
- Scarcity is greatest for rental and multifamily units, which is most important in light of booms & busts.

## INCOME AND EMPLOYMENT

- Low per capita income (\$15,782 vs. \$21,756 for state); higher poverty rate (22% vs. 18%) than state.
- Very low unemployment rate (2.7% in Dec. 2008), very low workforce participation rate (52% vs. 61% for NM).
- Employment concentrated in blue collar occupations (41% vs. 23%) and in petroleum & related industries (29%).
- Employment under represented in retail and services, in professional occupations and esp in 'pink' collar.

## LOVINGTON TRADE AREA

- Lovington is part of a regionally integrated energy industry – petroleum and nuclear – with businesses providing key services and many workers engaged as employees.
- Located < 30 minutes from Hobbs, with 1/3 its population, Lovington has a limited retail & service trade area.
- Town residents are principal market for lower order goods – inexpensive, bought frequently and readily available.
- Hobbs is market for middle order goods, Lubbock for higher order goods.



Source: ESRI® StreetMap™, UNM-BBER

## LOVINGTON ECONOMIC STRUCTURE

- Petroleum cluster is foundation of the local economy – businesses generate gross receipts taxes, and industry provides employment for residents.
- Pull factor slightly > 100%, mainly because of oil industry (pipeline operations, equipment & supplies) providing for public finances.
- Petroleum revenues fail to circulate within the local economy – lack of economic diversification. E.g., construction & manufacturing industries
- Small retail, personal & professional service industries because very small trade area.



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### MAINSTREET RESIDENTIAL COMMUNITY

- MainStreet district has a very small residential population with approximately 55 persons (about 6% of Lovington total), in about 23 households.
- Population tends to be young families, poor, and Hispanic, with low levels of education.
- Housing stock is limited, aging and in poor condition.

### MAINSTREET LOCAL ECONOMY

- MainStreet has 93 business establishments and 673 employees (each 18% of Lovington).
- MS employment is dominated by public administration (59%) and activities related to this (e.g., legal, banking and insurance).
- Public administration is stable, and ensures 9-to-5 presence in downtown.
- Activities common to vibrant downtowns are lacking – retail (7% of MS employment) and accommodations & food services (5%).

### CONSIDERATIONS FOR LOVINGTON AND THE REGION

- Over-dependence on petroleum industry subjects the economy to boom & bust, and makes it difficult to plan long term.
- Housing problem is a case in point – when market is there, resources for construction are not; when construction resources are present, market isn't.
- Economic diversification should move on many fronts – multi-family housing, alternative industry, retail & services for residential population, cultural center for regional market.
- Avoiding the 'high school football' mentality of regional competition.

### CONSIDERATIONS FOR LOVINGTON MAINSTREET

- MainStreet should play a central role in this diversification.
- Combining multi-family housing, specialized retail & personal services for local market, and cultural center for regional markets.
- What comes first – housing, retail or cultural amenities?
- Most pressing need is multi-family housing; a ready market in the 675 downtown employees.

**Lovington Main Street Downtown Resource Team Report** May, 2009 New Mexico MainStreet Program, Economic Development Department

A "Resource Team" of specialists selected by New Mexico MainStreet worked with the Lovington MainStreet organization for three days, looking closely at the needs and opportunities of the organization and of downtown. The resulting report recommends a series of activities and projects to the local MainStreet program that provides a "blueprint" to guide MainStreet's revitalization projects and activities for roughly a period of three to five years. Secondly, the team also recommended organizational improvements that will help the local MainStreet team accomplish its work. Short-term, mid-range and long-term recommendations were made in four categories: Promotion, Organization, Design and Economic Positioning.

**PROMOTION:** The goal of promoting and marketing the Main Street district is to attract customers, visitors, and investors and to present a positive public image of the Main Street area. Promotion Committees of MainStreet work to develop the following:

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- A defined strategy to market downtown to a variety of individuals, including residents and visitors;
- A variety of community special events and festivals, including those that highlight local history and culture;
- An appropriate mix of business promotions that highlight the variety of goods and services available in the downtown area;
- An active branding/image-building effort that works to improve public perception of the district.

**ORGANIZATION:** The Organization component of Main Street involves building a well-run, credible non-profit organization with which to operate Lovington MainStreet. The recommendations support creation of an effective Main Street organization, with a an active, broad-based board of directors that governs the overall organization (structured as a charitable nonprofit corporation), volunteer committees that work to achieve the recommendations, and paid, professional staff that manages the organization and works with Main Street volunteers to insure project implementation. Specifically, a successful Main Street organization must have sufficient human and financial resources (volunteers, staff, and money) to run the organization and implement its projects, as well as good communication and outreach to inform and engage the community in Main Street, and sound operational policies and practices that govern and sustain the organization.

**DESIGN:** The community has a great, rich heritage that should form the basis for a revitalization effort in Lovington. There's no need to create it as something else or to develop a "theme" that is contrived or not authentic to Lovington's history. The Design component of Main Street involves improving the physical environment of the downtown. The Main Street Design Committee works to make the downtown more vibrant and viable by

- encouraging building maintenance and improvements to building façades, signs, and storefront windows;
- establishing physical amenities in the downtown district, such as plantings, trees, benches, banners, trash receptacles, etc.;
- developing downtown design guidelines to encourage desired design practices;
- educating property owners about appropriate building maintenance and historic preservation;
- creating an enhanced walkable and pedestrian-friendly environment where streets are for people;
- improving downtown public spaces, including streets, sidewalks, parks, and green spaces; and
- documenting downtown physical improvements.

**ECONOMIC POSITIONING:** The Economic Positioning (or "economic development") observations of Main Street found:

- The district enjoys multiple key assets that will serve as revitalization building blocks. These include attractive and functional buildings in a range of sizes and types, catalytic projects such as the former detention center, anchors like the courthouse, museum and Lea Theater, and entrepreneurial business and property investment such as witnessed with the Quilt Shop and the new S. Paige – A Lifestyle Boutique.

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- Lovington possesses several solid market groups that can help support a vital MainStreet economy. These include local residents, regional residents, travelers, visitors, and local employment.
- Promising economic development partnerships are in place with the multiple groups.
- Much local retail and service demand “leaks” out of town. Substantial opportunities exist to capture that leakage through development of restaurants, retail, housing and personal services in the MainStreet district.

Economic Positioning activities include:

- Analyze the market to better understand how to position MainStreet to target customer groups and define opportunities to more effectively exploit existing and emerging markets.
- Work individually and collectively with existing businesses to help them enhance operating practices, strengthen their place in the local and regional economy, and retain jobs.
- Recruit new businesses and uses to the district through developing homegrown entrepreneurs and attracting new investors.
- Provide technical assistance and incentives to business and property owners to help them improve their businesses and capitalize on their building assets.
- Provide leadership in community planning processes to facilitate high-quality development in the downtown and throughout the city that promotes a strong center-focus for the community.

**Lovington Architectural Survey, 2008-2009** June, 2009, Heather Barrett, MainStreet Consultant

Roughly six months were devoted to conducting a reconnaissance-level architectural survey of historic resources in Lovington, New Mexico and generating recommendations for Lovington MainStreet. Lovington already has a few buildings listed in the State and National Registers, including the Lea County Courthouse (NR), the Pyburn House (NR), the Lea County Museum (SR), and the Lea Theater (NR).

The study resulted in a recommendation of the nomination of a Lovington Commercial Historic District to the State Register of Cultural Properties. The approximate boundary for the district includes Jefferson Avenue to the north, Love Street to the east, Avenue B to the south, and Second Street to the west. The proposed boundary is meant to serve as a base line which will adjust as the nomination is developed. However, contributing resources must be over 50% of the total resource count. Additionally, once a period of significance is established for the nomination, the status (contributing or non-contributing) of a few resources may change. The State Register does not adhere to the same fifty-year threshold as the National Register.

The commercial buildings within this area will benefit from the state tax credits and technical preservation assistance provided by the Historic Preservation Division (HPD). Contributing properties will also become eligible to receive low-interest preservation loan funds for brick and mortar projects. Tax incentives and loan funds provide important opportunities for reinvestment and rehabilitation of contributing resources. Listing is an honor and brings prestige to the community, and serves as an important planning and heritage tourism tool. A grant proposal to fund the district nomination is expected in fall of 2009. Funds for the preparation of nominations are available through the HPD Small Grant Program.

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## Zoning Ordinance

Title 17 of the City's Municipal Code comprises zoning regulations for the City of Lovington, designed to lessen hazards and ensure public safety, promote appropriate land use, conserve the value of land and buildings and facilitate adequate infrastructure. The majority of properties within the Downtown Master Plan are zoned Commercial (C), which allows all businesses except large manufacturers. The remaining parcels are Multiple Dwelling District (B), permitting single-family homes, apartments, professional offices, hospitals, and private clubs.

The purpose of the Commercial Business z

### *Zone A: Single-Family Dwelling District*

The Single-Family Dwelling District is the town's largest in terms of acreage. Zone A properties are primarily to the west of the Downtown Master Plan area. The Zone A district permits single-family homes greater than 800 square feet, churches, schools, home occupations, golf courses, and plant nurseries. Commercial businesses are restricted from this District.

### *Zone B: Multiple Dwelling District*

The Multiple Dwelling District is the smallest of the Districts. The district permits single-family homes, apartments, professional offices, hospitals, and private clubs.

### *Zone C: Commercial District*

The Commercial District generally allows all businesses with the exception of those which are considered large manufacturers. Article 17.28.030 provides a list of prohibited uses within the Commercial District. In addition, this district permits any uses permitted in Zones A and B, including single-family homes.

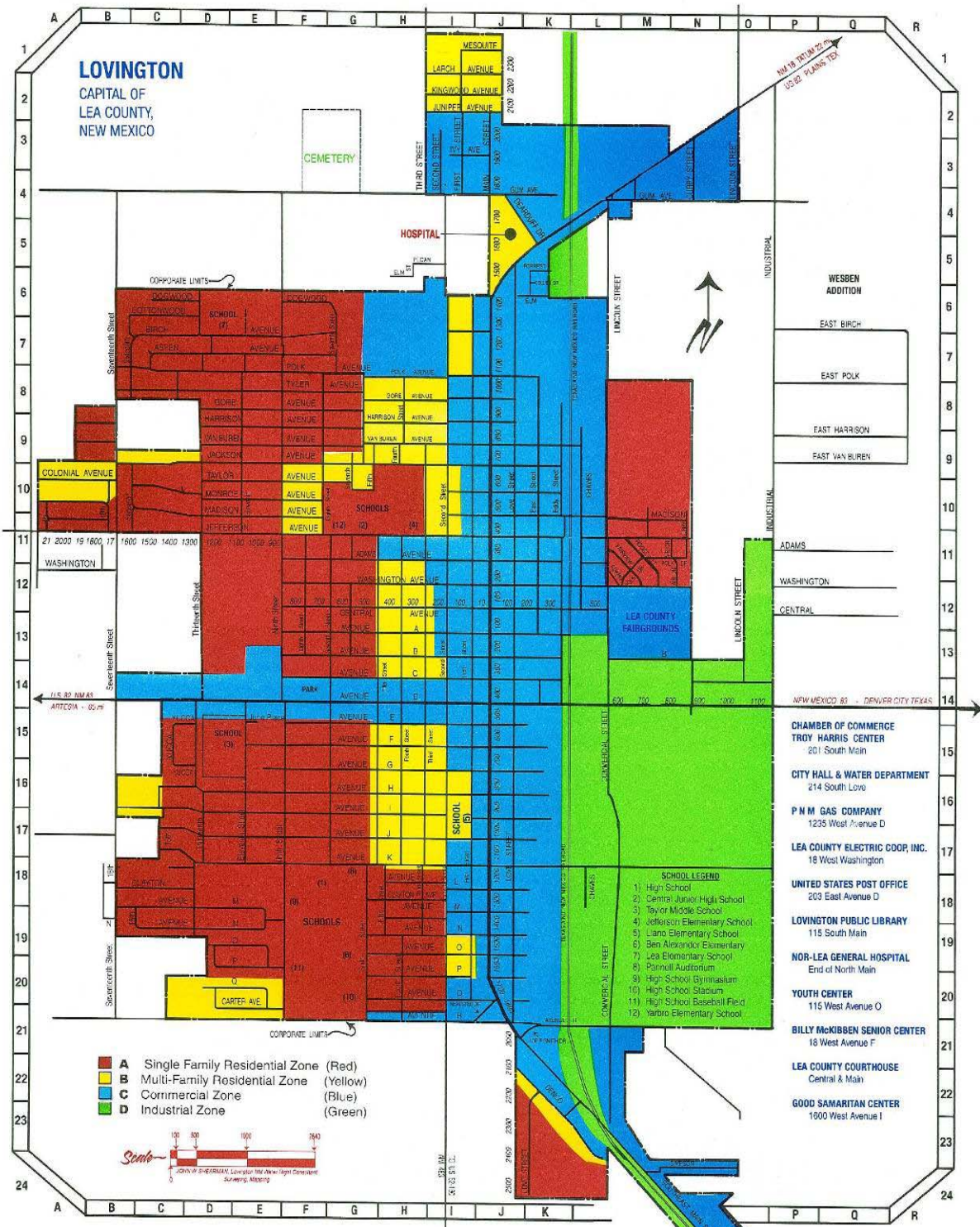
### *Zone D: Industrial District*

Land designated as being in Zone D is primarily located in the southeast part of the town. The district generally permits any use, as long as it conforms to regulations on nuisances. The district does prohibit certain heavy industrial uses.

Only Multiple Dwelling and Commercial Districts are found within the Master Plan area. The majority of the properties in the Plan area are zoned Commercial.



# Lovington Downtown Master Plan



LOVINGTON ZONING MAP

## B. EXISTING CONDITIONS AND ASSET INVENTORY

### Infrastructure

#### **Electricity/Natural Gas:**

Electrical Supply and distribution is provided by Lea County Electric Cooperative, Inc. Natural Gas Service is available from PNM.

#### **Water/Sewer:**

City of Lovington offers water and waste water service. The water source is the Ogallala Aquifer and is estimated to contain 14,000,000 acre-feet of recoverable water in Lea County.

#### **Telecommunications:**

Telecommunications providers for Lovington include Leaco Rural Telephone Cooperative, Windstream Communications, US Cable, and Southwest Wireless.

### Transportation

**Air Service:** The closest airport to Lovington is Lea County Airport, located in Hobbs, NM, serviced by New Mexico Airlines. The closest international airports are in the Midland/Odessa area, about 101 miles from Lovington, and Lubbock International Airport, 120 miles from Lovington.

**Highway Access:** Lea County is located on the four-lane U.S. Highway 62/180. As noted by the National Highway System, U.S. Highway 62/180 is designate as a primary feeder to the interstate system. Interstate access is within 90 miles and includes Interstate 10, 20, and 27.

**Rail Service:** Lea County is served by the Texas-New Mexico Railroad (TNMR), an operating division of Permian Basin Railways. The TNMR operates 104 miles of railroad extending from a Union Pacific connection at Monahans, Texas to Lovington, New Mexico. The railroad serves the oilfields of West Texas and Southeast New Mexico. The TNMR interchanges rail traffic at Monahans, Texas, with the Union Pacific Railroad providing service to the east. Atchison, Topeka, and Santa Fe Railroads, along with Southern Pacific Railroad, interchange with westbound Union Pacific Railroad in El Paso, Texas, providing service access to the Western United States.

### Community Resources

The City of Lovington has a broad array of facilities and resources which enrich the citizens and enhance the quality of life.

**Lovington Public Library:** The library, located on Main Street, houses over 50,000 items including books, periodicals, cassette tapes, videocassettes, CD's and DVD's. Computers with internet access are available for public use.

**Senior Citizens Center:** The Senior Center's assists Lovington's senior population to maintain an independent way of life. In addition to feeding programs, recreational activities and educational classes are available. Information and assistance is available for financial, social and government services.

**The Lovington Activity Center:** The Activity Center provides a safe and enjoyable environment for youth and families. A multi-purpose gym is among the facilities available.

## Lovington Downtown Master Plan

**Parks and Recreation:** Lovington has six public parks, the largest of which is the 80-acre Chaparral Park. It offers fishing at its eleven-acre lake as well as tennis courts, playground equipment, jogging and exercise trails, and picnic shelters. The Lovington Aquatic Facility is conveniently located north of Chaparral Park. Lovington Country Club has an 18-hole golf course open to the public.

**Lea Regional Medical Center:** Lea Regional Medical Center is a licensed 250-bed facility offering the following services: Adult Mental Health Program, Cardiac Services, Case Management, Emergency Department, Gastroenterology/Endoscopy Department, Inpatient Physical Rehabilitation Unit, Intensive Care Unit, Laboratory, Nursery, Obstetrics/Labor & Delivery, Outpatient Services, Pediatrics, Pharmacy, Rehabilitation Therapies, Respiratory Care Services, Sleep Study Center, Surgical/Orthopedics Unit, and Transitional Care Unit.

**Nor-Lea Medical Center:** Nor-Lea Medical Center is a 25-bed facility offering the following services: Emergency Department, Homecare, Hospice, imaging, Laboratory Services, Outpatient Surgery, Physical Therapy, and Podiatry.

**New Mexico Junior College (NMJC):** NMJC, enrollment 3,239, is a state supported regional, coeducational institution located in nearby Hobbs. They offer programs in vocational, liberal arts, and professional areas to meet the post-secondary educational needs of the community.

**University of the Southwest (USW):** Less than 20 miles south of Lovington, USW has 590 students enrolled in its Bachelor and Masters programs in Arts and Sciences, Business Administration, and Education.

### Major Regional Attractions

**Lea County Museum:** The Museum is housed in Lovington's old Plaza Hotel which was built in 1918. The upstairs rooms are designated for families and special exhibits. The downstairs area displays items of history and nostalgia. The Love family donated the original Love home, one of the first homes in Lovington. The McClish family donated the roof of a dugout of early Lea County origin. The first windmill was given by the late Phil Smith, and Hazel Berry donated an early day oil pump.

**Lea County Cowboy Hall of Fame and Western Heritage Center:** Located on the campus of New Mexico Junior College, The Western Heritage Museum Complex and Lea County Cowboy Hall of Fame is located on the Lovington Highway, less than 30 miles southeast of Lovington. Special displays, films and events are in addition to permanent exhibits such as Gus, the cowboy that answers your questions, and a walk through the past 12,000 years of life in Southeastern New Mexico. The Lea County Cowboy Hall of Fame honors our local rodeo and ranching leaders with displays on each of the inductees since 1978.

**Lea County Fairgrounds:** The Fairgrounds are located on S Commercial in Lovington. Annually the Fairgrounds plays host to the Lea County Fair and Rodeo, a multi-day event dating back to the 1930's.

## Lovington Downtown Master Plan

**Carlsbad Caverns National Parks:** Carlsbad Caverns National Park is located 100 miles southwest of Lovington.

### C. MARKET ANALYSIS

In 2009 the University of New Mexico Bureau of Business and Economic Research (BBER) conducted a community economic assessment with funding by the New Mexico Economic Development Department and New Mexico MainStreet. The report considered demographics, housing, income and Lovington's economy. Recommendations target housing and economic diversification.

Lovington combines characteristics seldom found in small towns today. It is at once a residential community, without many of the retail and service functions common to these towns and an industrial center providing services to the regionally dominant petroleum industry.

#### **Downtown in relation to the development of the entire community**

The National Main Street Center outlines the importance and integral nature of the relationship between downtown and the whole community.

- **Commercial districts are prominent employment centers.** Even the smallest commercial district employs hundreds of people, and often the district is collectively the community's largest employer.
- **The commercial district is a reflection of community** image, pride, prosperity, and level of investment – critical factors in business retention and recruitment efforts.
- **Main Street represents a significant portion of the community's tax base.** If the district declines, property values drop, placing more of a tax burden on other parts of town.
- **The traditional commercial district is an ideal location for independent businesses,** which in turn:
  - *Keep profits in town.* Chain businesses send profits out of town
  - *Support other local businesses and services*
  - *Supports local families with family-owned businesses*
  - *Supports local community projects, like teams and schools*
  - *Provide an extremely stable economic foundation, as opposed to a few large businesses and chains with no ties to stay in the community*
- **Main Street is the historic core of the community.** Its buildings embody the community's past and its visual identity.
- **A historic commercial district is often a major tourist attraction.** When people travel or shop, they want to see unique places – especially ones that offer a unique shopping "experience".
- **A vital Main Street area reduces sprawl** by concentrating retail in one area and uses community resources wisely, such as infrastructure, tax dollars, and land.
- **A healthy Main Street core protects property values** in surrounding residential neighborhoods.
- **The commercial district offers convenience.** Main Streets are often within walking distance of residential areas, providing easy accessibility for the community and reducing the reliance on auto-dependent shopping.



## Lovington Downtown Master Plan

- **The district is usually a government center** where city hall, municipal buildings, the courthouse, and/or post office are located. It often is an important service center as well for finding attorneys, physicians, insurance offices, and financial institutions.
- **Main Street provides an important civic forum, where members of the community can congregate.** Parades, special events, and celebrations held there reinforce intangible sense of community. Private developments like malls and strip centers can and do restrict free speech and access.
- **The commercial district represents a huge public and private investment.** Imagine how much it would cost to re-create all of the buildings and public infrastructure in your commercial district.

### IV. COMMUNITY PARTICIPATION PROCESS

The community participation process consisted of the following steps:

- Conduct regular meetings with a Steering Committee regarding the Master Plan.
- Conduct a community workshop to formulate the Master Plan.
- Prepare a draft Plan, and present that Plan to the participants in a public workshop.
- Present the Final Plan to the City of Lovington's officials for adoption.

#### **Community-based Planning Process**

From the outset, a comprehensive and community-based planning process was determined to be important in developing the Downtown Master Plan for Lovington. This approach resulted in a citizen driven process with three major components: a Master Plan Steering Committee; several interviews with community leadership and stakeholders; and two community workshops.

#### **The Master Plan Steering Committee**

A Citizen Steering Committee formed at the outset of the planning process. This committee of 25 citizens first started meeting in November 2008 for monthly meetings. The Committee was comprised of residents, agricultural interests, real estate interests, educators, and City and County representatives. The Committee met six times during the planning process, providing direction and establishing the initial values, goals and strategies prior to the community meetings with the public.

#### **Community Meetings**

There were three community meetings conducted during the planning process. In February 2009, sixteen DPAC graduate students joined Lovington MainStreet to host a two day community charrette/workshop at First United Methodist Church. The workshop focused on the economic needs, presented by Dr. Jeff Mitchell with BBER, as well as the vision and desires from the community members attending. The workshop first presented an overview of the elements that make great town centers as well as the draft vision statement, values and goals for the Master Plan that had been developed by the Steering Committee. An open house format then allowed participant to sit at one of four stations with oversized maps of the proposed downtown district. Each station was staffed by a Steering Committee member and a member of the consulting team. The attendees were encouraged to add their suggestions for downtown elements and activities to the maps. The UNM DPAC and NM MainStreet team integrated the comments, recommendations and concerns into elements of **"The Best of the Best" for Downtown Lovington**, which was presented for comments the evening of the second day. There is also a copy of the display ad that was published in the local newspaper, displayed in several public locations and used in public service announcements to advertise the workshops. Over 70 citizens of Lovington participated over the two days.

A second community meeting, held in May, 2009, allowed the graduate students to present the studio's proposed projects for Lovington's Downtown Master Plan.

In August 2009, another community workshop was facilitated by CommunityByDesign to present the revitalization projects that are included in the Master Plan. The community feedback was used to prioritize the projects from this plan.

## Lovington Downtown Master Plan



### V. DOWNTOWN MASTER PLAN

Through the community participation process, a vision for downtown Lovington reflects the opportunities and assets and provides an aspiration for the community's future.

#### A. DOWNTOWN LOVINGTON VISION

##### *“The Family Place”*

*Downtown Lovington is thriving and vibrant with activities for children, adults and senior citizens. It is a place where the community resides and gathers for arts and cultural events and shopping experiences in restored historic buildings. There are attractive outdoor gathering places, artwork and sculpture. A stroll through the downtown reveals inviting parks, diverse shops and entertainment venues and world-class museums.*

#### B. DOWNTOWN OPPORTUNITIES/ISSUES/DESIRES

The citizen Master Plan Steering Committee used their intimate knowledge of downtown Lovington to identify strengths and weaknesses of the area. Their consideration included the physical environment, the downtown experience and the social needs and assets of the community.

##### Opportunities/Assets

- sound historic foundation
- many old buildings with great potential
- Courthouse square/city Hall/ Police/ Fire
- Museum building and block.
- Lea Theater (film, events, concessions)
- outdoor pavilion
- vacant lots for recreation/ Public places
- Fran Atchley plaza
- city library
- really cool buildings with great potential
- State highways through town
- People in the community are assets!

##### Issues/Weaknesses

- dead
- absentee land lords
- lack of parking
- buildings used for storage
- nothing to do

## Lovington Downtown Master Plan

- inadequate public gathering places
- poor maintenance
- lack of way finding sign age
- no greenery or landscape
- short open business hours
- lack of retail
- lack of residential and residences

### Downtown Lovington is a place...

- where the buildings are occupied and restored to their original architecture
- inviting
- vibrant with activity
- hometown where the community can come together
- where everyone want to go and live
- to raise your kids
- where kids have something to do
- active with thriving businesses
- the center of arts and cultural events and activities
- outdoor artwork and sculpture

## C. HISTORIC DESIGN GUIDELINES

Petra Morris, UNM DPAC participant developed historic design guidelines with these preservation goals in mind:

- To enhance the quality of the existing urban fabric.
- To preserve the buildings and properties of historical or cultural significance, therefore demolition of significant structures is strongly discouraged, particularly those located on Washington Ave, Central Main Street and Love Street that face the courthouse square.
- To protect the buildings and context of the properties in Lovington that are on the State and National Historic Register

### THREE LAND USE FORMS:

In the Historic District and Main Street there are three basic forms of land use: commercial, residential and institutional. Each area has its own characteristics. These characteristics create a general form for the area. Infill development and rehabilitation within the historic district boundaries should reflect the form and context of the area in which it is located. The following characteristics and guidelines are designed to encourage development that respects the built character and history of Lovington's Main Street and historic district.



## COMMERCIAL

### Commercial Characteristics:

- Building located at the edge of the pedestrian realm (sidewalk)
- Wide sidewalks
- Large display windows with awning or overhang above, smaller windows at the second floor level
- One or two story with a flat roof. Some with a façade that projects above the parapet, e.g. the Lister Building
- Parking on street, alley access to rear
- Continuous street-wall

### Commercial Design Guidelines:

Commercial sites are those zoned commercial and are in use or are to be used retail, service or office uses. New residential sites located in currently commercially zoned areas should follow a similar built form as the commercial properties, and develop at a higher density than in residentially zoned areas, this is an appropriate location for higher density residential than the residential areas surrounding the historic downtown. Residential uses above commercial on the ground floor in existing or new buildings are an appropriate form of land use for a Main Street. However, any future residential developments or uses in the commercial zone would require a change in the zoning in Lovington as currently residential uses are not permitted within the commercial zone. Therefore change in zoning is recommended.

### Commercial only:

- Setback- Front: 0', set at the edge of the sidewalk. Sidewalks should be a minimum of 14' wide. Side setback: 0'. Rear setback: minimum of 15'.
- Street wall- The buildings should be continuous along the street, with no spaces between each building. Buildings setback from the sidewalk and located within an area of parking and landscaping are strongly discouraged.
- Windows- Windows are often the first to be altered or replaced, however they are character-defining features for most buildings and should be retained or replaced in-kind when possible. For new construction the windows should reflect the scale and hierarchy of those on surrounding buildings, with larger windows on the ground floor and smaller windows on the second floor and above.
- Awning- awnings or overhangs above display windows are encouraged. Such structures should be retractable or able to withstand the high winds experienced in Lovington.
- Signage- Building mounted signs: one per premise, sign area limited to 25sqft. One projecting sign or pole signs per premise.
- Landscaping- Street trees along the sidewalk are encouraged.

### **SIGNIFICANT HISTORICAL STRUCTURES IN LOVINGTON:**

- Lea County Courthouse- 1936, O.R. Walker, State and National Registers
- Commercial Hotel (Lea County Museum, 1969) 1918, State Register of Cultural Properties
- Lister Building- started 1931 and completed in the mid 1930s
- Lea Theatre- 1948, State and National Registers
- Lea County State Bank and the continuous street front on Main Street between Central and Washington
- Pyburn House- 1935, State and National Registers
- First church built- Presbyterian Church, 1909
- Fire station- 1941, built by the Works Progress Administration
- Hospital- 1930s
- Sewalt, Mathew Elmore House- 1916, State and National Registers
- Beverly Building- circa 1929

## Lovington Downtown Master Plan

- Parking- 1 space per 1000 square feet of retail space and 1 space per 500 square feet of office space. Shared parking is strongly encouraged. Located on-street or to the rear of the property with access from an alley. Use of the alleys for delivery and parking is strongly encouraged.

- Materials- Brick, stone or stucco.

- Height- maximum of three story- 40' maximum.

### New residential within the commercially zoned area:

- Density- 32 dwelling units per acre maximum.

- Landscaping- Street trees are encouraged.

Open space should be located to the rear. Each unit should have 100 square feet of private usable open space.

- Height- three story, 40' maximum

- Setback- Front: 0' set at the edge of the sidewalk, access from a front porch or up a short set of stairs can provide a sense of privacy to the front door. Side: 0', residential properties in the commercial zone are encouraged to follow the development form of the commercial properties and therefore maintain a continuous street wall with no or few spaces between buildings or groups of buildings.

- Parking: 1 space per dwelling unit. Located to the rear, or on street. Use and maintenance of alleys for access is strongly encouraged.

- Windows- If the residential use is in an existing building then the windows should be retained or replaced in-kind when possible, because they are character-defining features for most buildings. However if the development is new construction then the windows should reflect the scale and hierarchy of those on surrounding buildings, with larger windows on the ground floor and smaller windows on the second floor and above.



## RESIDENTIAL

### Residential Characteristics:

- Front, side and rear setbacks, few fences at the front of the property
- Single story, some two stories with the second story often located within the roof space
- Alley to the rear, detached garage
- House plan types: predominantly Center-passage plan, Cross-wing, Bungalow or Ranch with side gable, hipped or cross gable roofs
- Oriented to the street
- Front porch

### Residential Design Guidelines:

Residential sites are those zoned residential. For residential uses within the commercially zoned area, see the Commercial Guidelines.

- Density- Approximately 8 dwelling units per acre.
- Setback- Front setbacks vary from block to block in this area; therefore the front setback should reflect that of other properties on the block, particularly those that face the same section of road. 10' setback at the side and a minimum of 15' setback from the rear. The setbacks should reflect the pattern of setbacks of other properties on each block.
- Parking- to the side or rear, no front parking areas. Garages are detached and set back from the front of the house.

- Materials- Brick or stone facing, stucco, shingle roofs
- Windows- Windows are often the first to be altered or replaced, however they are character-defining features for most buildings and should be retained or replaced in-kind when possible.
- Landscaping- Landscaped front, side and rear yards
- Building type- One story or two stories with the second story located within the roof space or setback from the front of the building by 10' and from the side by 5'
- Height- 26' maximum.



## INSTITUTIONAL

### Institutional Characteristics:

- One building only, located centrally on the block or site
- Ranges from one story to three or four stories
- On street parking around the site
- Park and landscaping around the building

### Institutional Design Guidelines:

Institutional sites are those zoned commercial or residential but in use or to be used as a courthouse, government building, library, museum, school, church or hotel.

- Setback- The institutional building should be located centrally on the block or site
- Height- Four story maximum, 50'
- Windows- Windows are often the first to be altered or replaced, however they are character-defining features for most buildings and should be retained or replaced in-kind when possible.
- Parking- On-street or to the rear of the site.
- Landscaping- Landscaping on all sides of the building or at a minimum along the sides that face a public right of way.





## VI. IMPLEMENTATION STRATEGIES/PROJECTS

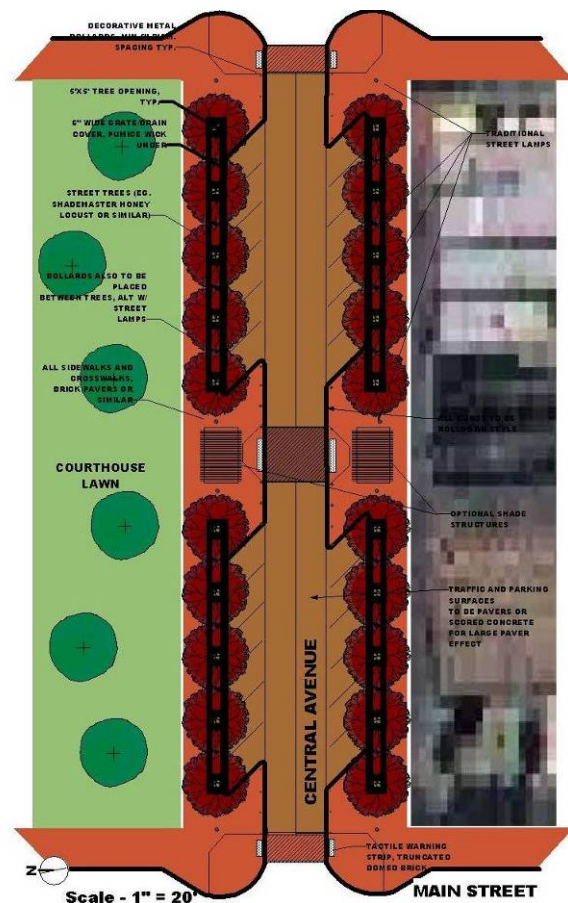
The outcome from the community planning process which began with the master planning charrette in February, the DPAC project presentations in April and the community meeting in August 2009 is a list of projects and strategies that Lovington MainStreet and the City of Lovington can follow for the successful implementation of the Plan. During the August community workshop, participants were presented with the revitalization projects that are included in this Master Plan and the projects were prioritized based on the community's input. As a result of this workshop, four of the proposed projects were identified as top priorities. These projects are catalytic, designed to stimulate revitalization efforts and attract private sector reinvestment into the downtown.

### PRIORITY PROJECTS

#### **Central Avenue Plaza – 1<sup>st</sup> Priority**

The project identified as the highest priority and having the most benefit to the community and downtown revitalization effort was the Central Avenue Plaza conceptual design. This one block segment of Central Avenue is located on the south side of the Lea County Courthouse square and north of the historic Lea Theater, the Atchley park, and the Lister Building, Lea County Museum's recent acquisition for expansion. This outdoor event plaza project will serve as a catalyst to an emerging arts and cultural district in downtown Lovington.

The conceptual design of the Central Avenue Plaza is to redesign the street so that it still serves as a roadway with parking during normal operations, but also serves as an outdoor plaza to host special events. This would be accomplished by incorporating a number of design elements such as specialty paving

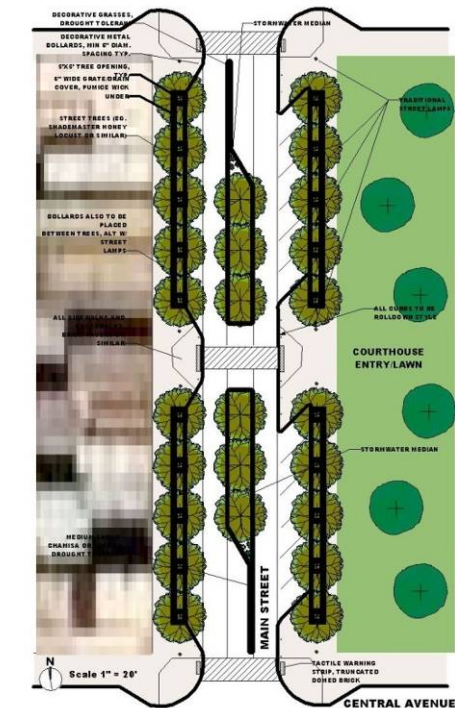


materials in the street and sidewalks, rolled curbs, bollard placements, lighting, seating and covered arcades in a manner that allows a number of events such as markets, dances, outdoor performances, and festivals to occur with the street closed with well-designed removable bollards.

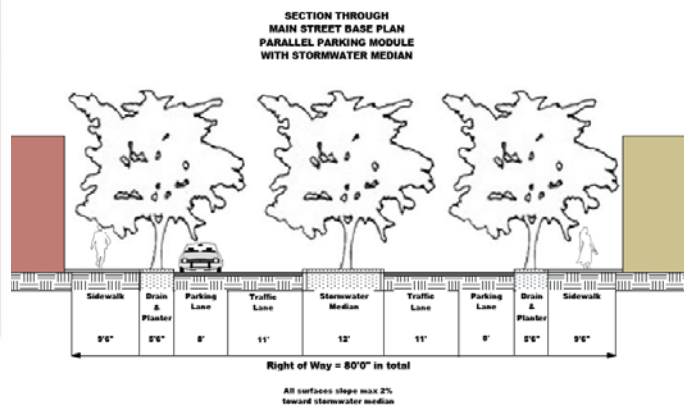
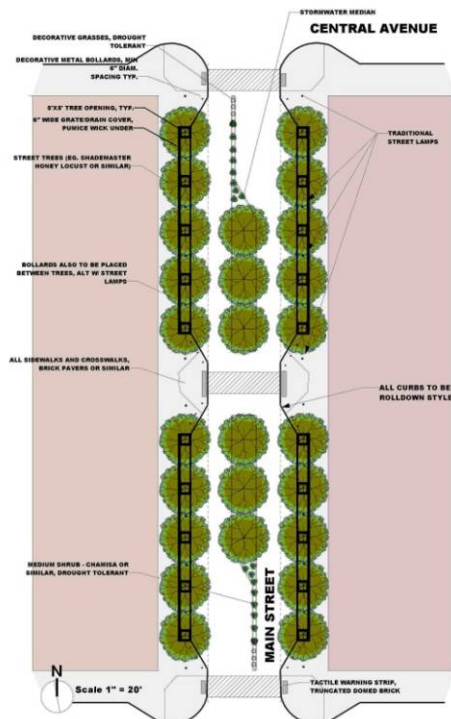


# Lovington Downtown Master Plan

## Main Street Streetscape – 2<sup>nd</sup> Priority



The second priority project was the roadway and streetscape improvements along Main Street. This is proposed as a streetscape concept of layering trees and plants irrigated with rainwater to create a unique Main Street district identity; calming traffic with elements such as bulb-outs at intersections, raised crosswalks, tree-lined medians, mid-block crossings and specialty crosswalk paving to encourage greater pedestrian activity. Travel lane widths need to vary with bulb-outs extending the sidewalk width and creating on-street parking bays. Intersections may be defined with different pavement treatments and pedestrian crosswalks. Drawing inspiration from the history of the regions landscape as playas, the project gathers surface water runoff for irrigation use through cisterns, grading and landscaped basins.

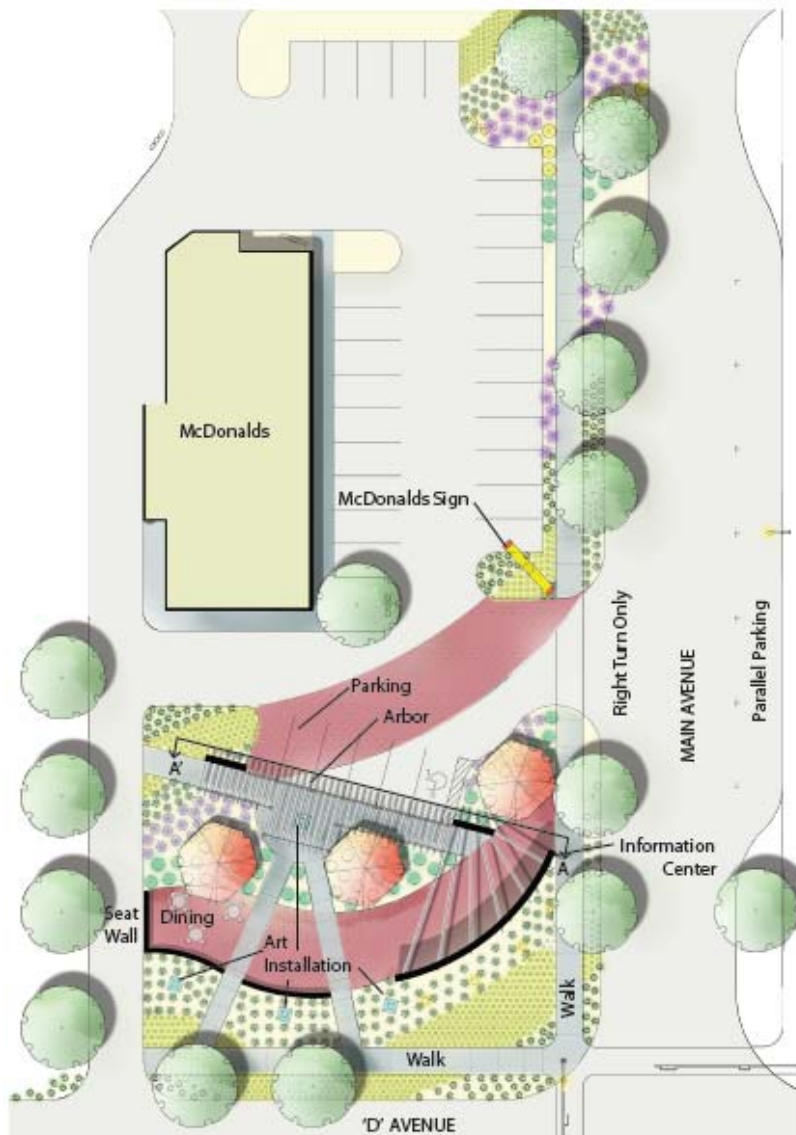
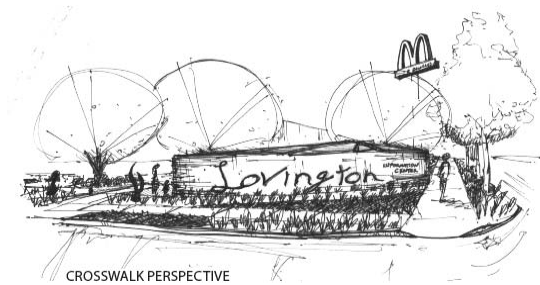


# Lovington Downtown Master Plan

## Main Street Gateway – 3<sup>rd</sup> Priority

Creating an entry statement for downtown Lovington at the northwest corner of Avenue D (Highway 82), and Main Street is the objective of Chance Munns' UNM DPAC project. A gateway monument and information center framed with lush native plantings, artwork and pedestrian friendly amenities will introduce visitors to Lovington downtown. Integrating parking and seating makes the space welcoming to McDonalds customers and for visitors. Landscaping extending from the corner along Main Street adds to the sense of arrival. A curved monument wall holds the

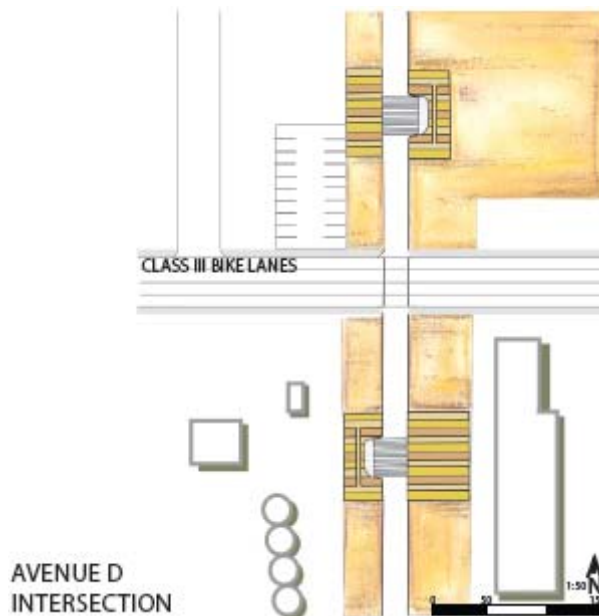
arbor beams that help shade the interior of the monument wall. The McDonalds sign is still visible to drivers from both directions of traffic but is no longer the first visual into Lovington's downtown district.



# Lovington Downtown Master Plan

## Shortgrass Spur – 4<sup>th</sup> Priority

The Shortgrass Spur, a design project by UNM DPAC student Jess Dunn, proposes a linkage between the Main Street district and other town amenities and new recreational opportunities to the east. Development of a pedestrian/bicycle pathway along the abandoned railroad spur extends south from Jefferson Ave. to connect with Chaparral Park. Reflecting the local habitat, native shortgrass prairie restoration will aid in erosion prevention, water retention, watershed health, and habitat potential. A large scale grassland revegetation site will be included to the north of Chaparral Park, which will provide substantial erosion control, soil water retention, and will mitigate the quality of the soil on site for use in potential future agriculture.



# Lovington Downtown Master Plan



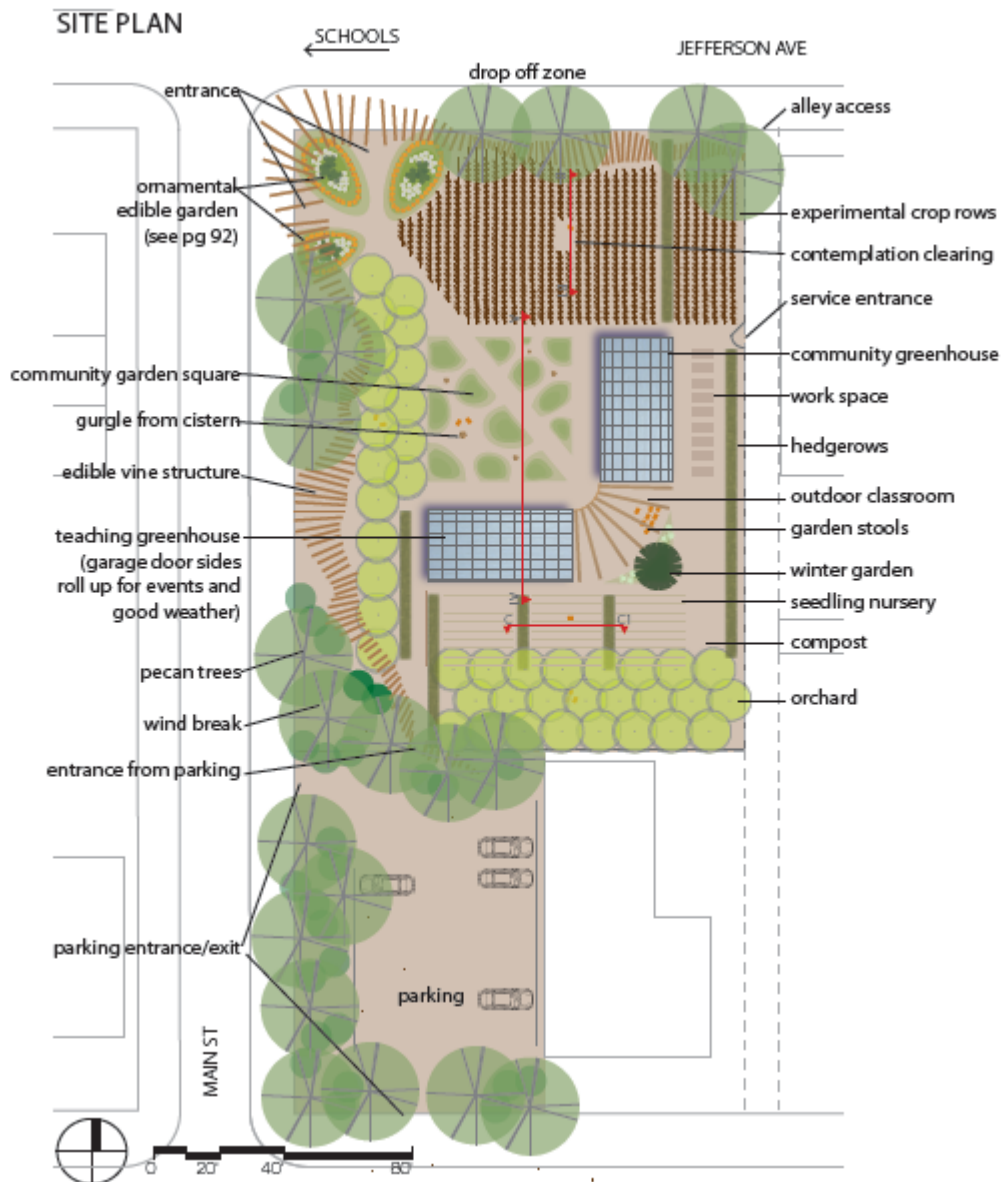


# Lovington Downtown Master Plan

## OTHER PROJECTS (not listed in priority)

### **Growers Corner/Community Garden**

Honoring Lovington's agricultural heritage while promoting local foods, sustainable agriculture, and community education are the goals of Kristina Guist's UNM DPAC project. Grower's Corner utilizes a vacant space at Jefferson and Main to offer Lovington a place for community members, students and the city to grow produce, learn about farming and agriculture and experiment with native plants for future streetscape planting. The project proposes a community garden incorporating edibles, orchards and an outdoor classroom. Greenhouses incorporate rainwater harvesting from their roofs to satisfy their water demand. The site serves as an informal northern gateway to downtown Lovington.





# Lovington Downtown Master Plan

## Children's Garden

Great possibilities exist for the land between the Lea Theater and the Lister Building on Central Avenue to the land on Avenue A and Love Street behind the Lovington Public Library according to UNM DPAC's Ron Gustinella, who developed a concept for a children's garden. Responding to the need for public outdoor space within the downtown main street district, the Lovington children's garden is a place for exploration and adventure inspired by the library. It is also a learning environment to be enhanced by events and activities through the public library, located on the southwest corner of the block.

To foster further economic development downtown, a cafe space is proposed on the southeast corner of the site with a large outdoor patio. An amphitheater serves as both an outdoor classroom and a place for all types of performances. The site is enhanced with a fountain and themed pocket gardens.



# Lovington Downtown Master Plan

## Market Square

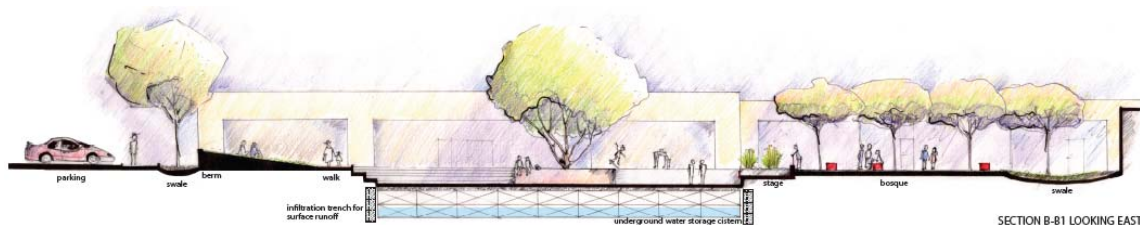
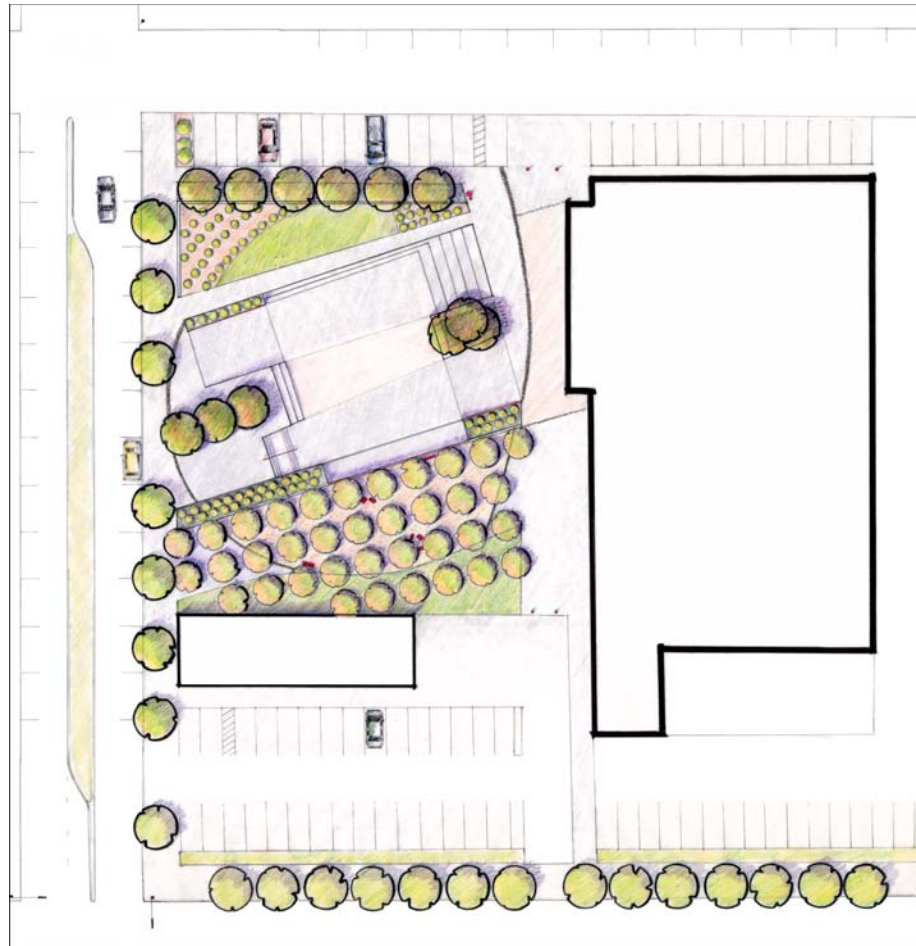
A parking lot expands to offer entrepreneurial opportunities to Lovington youth in Sam George's UNM DPAC project. A youth center with outdoor performance space may offer resources for Lovington youth to become entrepreneurs. The parking lot transforms into a shaded parking haven with rows of trees irrigated with harvested rainwater. The parking stalls can transform into open market stalls for entrepreneurial activities by the youth from the center and by others at periodic markets.



# Lovington Downtown Master Plan

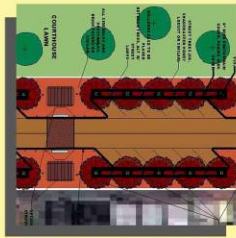
## Multi-Use Plaza

The unused parking lot on the East side of Main St. between Avenues C and D provided the inspiration for UNM DPAC student Yekaterina Yushmanova. The site is adjacent to a vacant storefront, which is suggested to be used as a bowling alley and a youth center. The spatial organization of the plaza is geared towards accommodating a variety of activities: performances, events and skateboarding in the central sunken area, recreation, gatherings and people watching in the bosque. The central area of the plaza will also house an underground cistern for roof runoff harvesting. The collected water will be used for landscape irrigation.





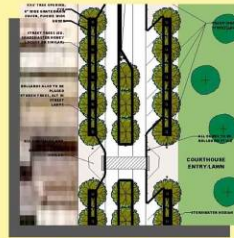
# Lovington Downtown Master Plan



**D - Central Street Plaza**



**C - Children's Garden**



**B - Main Street Streetscape**



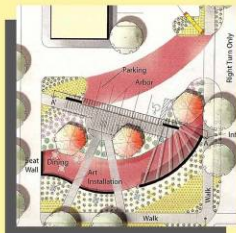
**A - Grower's Corner/  
Community Garden**



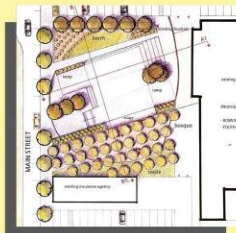
**E - Market Square**



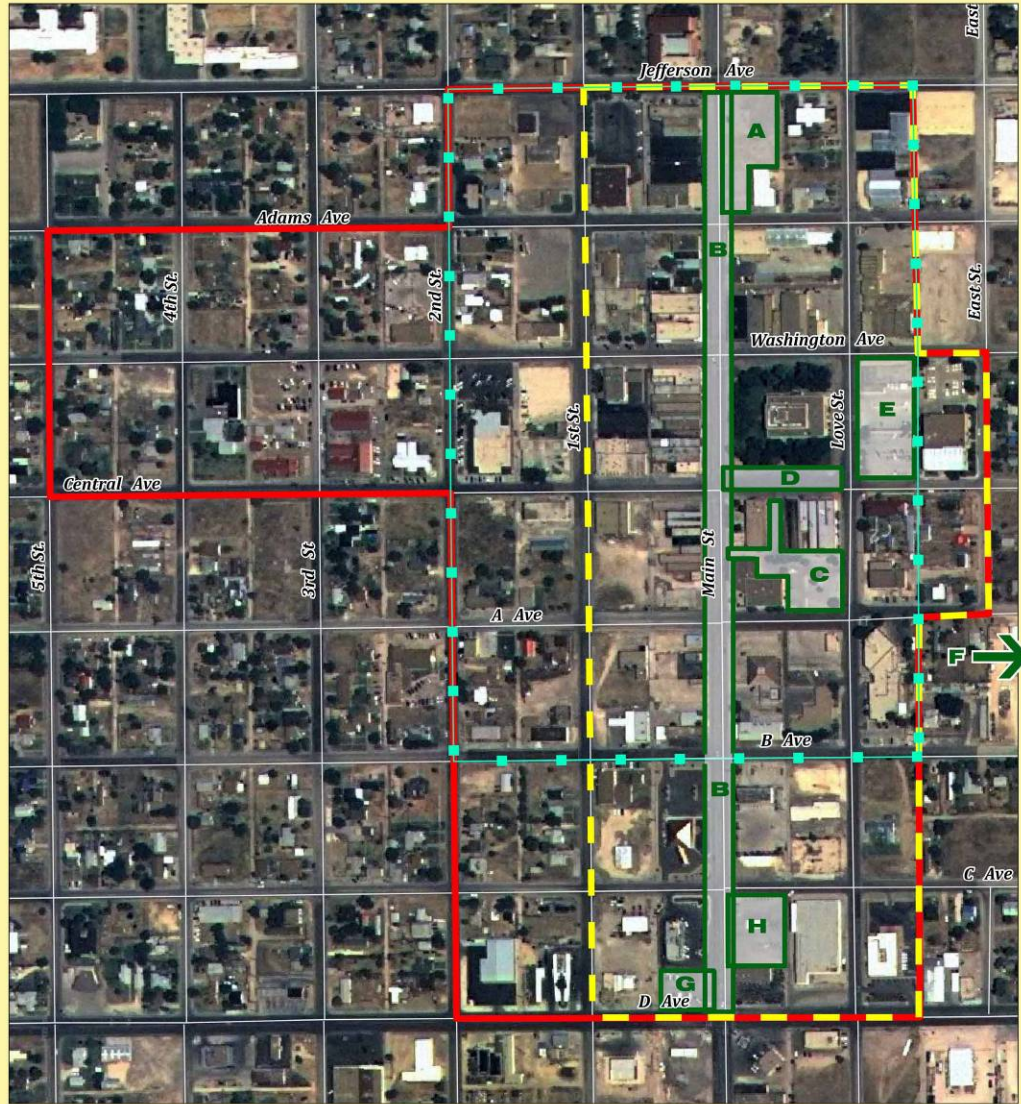
**F - Shortgrass Spur**



**G - Main Street Gateway**



**H - Multi-Use Plaza**



## LOVINGTON DOWNTOWN MASTER PLAN



Downtown Master Plan Area



Lovington Main Street District



Metropolitan Redevelopment Area



The majority of data displayed on this map was provided by the New Mexico Resource Geographic Information System Program website. All data is accepted with known and unknown inaccuracies.

Map Date: October 29, 2009  
2005 RGIS Orthophotography

## FUNDING SOURCES

A number of funding sources from local, State and Federal agencies have been identified as potential opportunities to finance the implementation of the Downtown Lovington Master Plan. These funding sources have been matched to the Master Plan priorities established by the community in 2009.

### **1. Public/Non-profit/Private Partnerships**

There are a number of opportunities for partnerships to occur between various entities. Partnerships hold the highest potential for redevelopment opportunities to occur in the Downtown Lovington area. The City can provide incentives through public financing, land holdings, or eminent domain authority, to serve as incentive/collateral for groups such as the NM Community Development Loan Fund, Accion; Wesstcorp, Small Business Association, and private developers.

### **2. NM MainStreet Capital Outlay Fund**

The NM State legislature has allocated between \$1.5 and \$2 million the two past years for MainStreet communities in NM. These funds can be used for master planning, design, engineering and construction purposes for projects that have been identified in a community-based downtown master planning process. These are competitive grants awarded in October.

### **3. New Mexico Community Development Loan Fund**

The New Mexico Community Development Loan Fund is a private, non-profit organization that provides loans, training and technical assistance to business owners and non-profit organizations. Their services support the efforts of low-income individuals and communities to achieve self-reliance and control over their economic destinies. Loans to new and existing small businesses for such needs as equipment, inventory, building renovations and operating capital. They provide loans to non-profits for such needs as bridge financing against awarded private and public contracts, capital improvements and equipment, and loans to non-profits that develop affordable housing.

### **4. Tax Increment Financing (TIF) Districts**

Tax increment financing is created through a local government's property tax assessments. The incremental difference in tax is used to finance the improvement within the district. In New Mexico, tax increment financing is enabled in forms through the Metropolitan Redevelopment Code, Enterprise Zone Act and the Urban Development Law. The City of Lovington has not yet used tax increment financing. A Downtown Metropolitan Redevelopment Area (MRA), Lovington's first MRA, is scheduled to be designated in November, 2009. Creating a TIF District of the entire Downtown Lovington MRA could be beneficial, although additional research and analysis is needed. However, given the low tax base in the area, it would be advantageous if both City and County would participate with their mil levies.

### **5. Infrastructure Capital Improvement Plan**

The City of Lovington's Infrastructure Capital Improvement Program (ICIP) is to enhance the physical and cultural development of the City by implementing the Lovington Comprehensive Plan and other adopted plans and policies. Through a multi-year schedule of public physical improvements, ICIP administers approved Capital Expenditures for systematically acquiring, constructing, replacing, upgrading and rehabilitating Lovington's built environment. In practice, the ICIP develops, and sometimes directly implements, diverse projects and improvements to public safety and rehabilitation of aging infrastructure such as roads, drainage systems and the



water and wastewater network, public art projects, libraries, museums, athletic facilities, parks and trails, and Senior, Community and Multi-service Centers.

### **6. Industrial Revenue Bonds (IRB)**

An IRB is a form of tax-exempt municipal bond issued by a state or local government entity to finance the acquisition, construction or equipping of a facility. IRB tax-exempt financing for manufacturing projects has been restored under the federal Revenue Reconciliation Act of 1993 on a permanent basis. Today, IRBs continue to provide companies with an important alternative to conventional financing of manufacturing projects. Cities, public agencies, development authorities, and similar entities can issue tax-exempt, private-activity, industrial revenue bonds for manufacturing projects. All issuances are subject to state-wide volume caps. Some states offer umbrella programs to finance several smaller projects from a single issue; where revenue bonds could promote local economic development through encouraging local businesses and hiring a higher wage local work force as a priority.

### **7. Safe, Accountable, Flexible, and Efficient Transportation Equity Act (SAFETEA)**

Federal SAFETEA Enhancement funds, in excess of \$200 billion, have been allocated to integrate transportation projects with environmental and community revitalization goals over a period of six years ending in October, 2009. The Act is up for renewal in the FY 2010 Federal budget. Should SAFETEA funds be available, they will be applicable beyond highways, road and transit maintenance and may also be used for relevant environmental restoration, pollution abatement, historic preservation, trails, bike paths and pedestrian infrastructure including aesthetic enhancements, if legislation similar to the previous act is approved.

### **8. Equity Capital**

SBA's Small Business Investment Companies (SBIC) licensed and regulated by the SBA, SBIC's are privately owned and managed investment firms that make capital available to small businesses through investments or loans. They use their own funds plus funds obtained at favorable rates with SBA guarantees and/or by selling their preferred stock to the SBA.

### **9. Tax incentives and tax-exempt financing**

#### **a. Historic Rehabilitation Tax Credits**

Investors can receive a credit against their total income taken for the year in which a rehabilitated building is put into service. Rehabilitation of certified historic structures qualifies for a credit equal to 20 percent of the cost of the work; rehabilitation work on non-historic structures built before 1936 qualifies for ten percent.

#### **b. New Markets Tax Credits (NMTC)**

The NMTC Program permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs). Substantially all of the qualified equity investment must in turn be used by the CDE to provide investments in low-income communities. The credit provided to the investor totals 39 percent of the cost of the investment and is claimed over a seven-year credit allowance period. In each of the first three years, the investor receives a credit equal to five percent of the total amount paid for the stock or capital interest at the time of purchase. For the final four years, the value of the credit is six percent annually. Investors may not redeem their investments in CDEs prior to the conclusion of the seven-year period.

### c. Low-income Housing Tax Credits (LIHTC)

Ten year credit for owners of newly constructed or renovated rental housing that sets aside a percentage for low-income individuals for a minimum of 15 years. The amount of the credit varies for new construction and renovation. The project must receive allocation of New Mexico State's annual credit ceiling or use multifamily housing tax-exempt bonds that receive allocation of New Mexico State's bond volume cap. Allocations are made on the basis of the New Mexico State Qualified Allocation Plan.

### 10. **Local Economic Development Act (LEDA)**

The Local Option Gross Receipts Tax (LOGRT) of the Local Economic Development Act (LEDA) provides a means of financing improvements in the downtown.

### 11. **Main Street Hope VI Housing Grant**

The U.S. Department of Housing and Urban Development offers grants to qualifying Main Street organizations to rehabilitate older commercial buildings for affordable housing uses. There is a significant need for housing in Lovington's downtown area; this program makes grants specifically to support the creation of affordable housing in Main Street settings. Learn more about this program at <http://www.hud.gov/offices/pih/programs/ph/hope6/grants/mainstreet/>

### 12. **Housing Maintenance Assistance Program**

Funds from the Low Income Home Energy Assistance Program and Community Development Block Grants (CDBG) can be used to establish a revolving loan fund that can be used for home maintenance for low income residents.

### 13. **Low Income Housing Initiative**

As demand warrants, the City should purchase or dedicate existing land to providing additional units of Section 8 housing and shall apply for the necessary funding to promote its development.

### 15. **Community Development Block Grants (CDBG)**

HUD funds may be available for local Community Development Block Grants (CDBG) loans and "floats." CDBGs are used to finance locally determined activities and can include coping with contamination and financing site preparation or infrastructure development. Eligible activities include planning for redevelopment, site acquisition, environmental site assessment, site clearance, demolition, rehabilitation, contamination removal and construction. Also, when a grant recipient can show that previously awarded CDBG funds will not be needed in the near term, it may tap its block grant account on an interim basis, using a "float" to obtain short-term, low interest financing for projects that create jobs. Money borrowed from grants in this way may pay for the purchase of land, buildings and equipment, site and structural rehabilitation (including environmental remediation) or new construction.

### 16. **Business Improvement District (BID)**

Consider establishing a Business Improvement District (BID) as a means to improve the safety and maintenance of the downtown

## XI. APPENDICES



**The City of Lovington & Lovington MainStreet**

invite you to a



**Food & Refreshments**

**This is your opportunity to make Downtown Lovington what you always wanted it to be!**

**Music by The Curmudgeons**

## Community Workshop on Revitalizing Downtown Lovington



**Friday, February 27**  
**6 - 8 p.m.**

**Saturday, February 28**  
**10 am - 5 p.m.**

**First United Methodist Church**  
**407 North Main**



Presentations by Dr. Jeff Mitchell, UNM RPH, on the Downtown Market Analysis, UNM School of Architecture Studio, and CommunityByDesign, the NM MainStreet Urban Design consultant.

*For additional information or special needs, contact Vicki Griffin, Lovington MainStreet @ 206-7770 or Charlie Leans @ charlie@communitydesign.biz*

*Funding for the Downtown Master Plan provided by the Friends of NM MainStreet and the NM MainStreet program.*

# Lovington Downtown Master Plan

## Lovington Downtown Master Plan Workshop Schedule

A partnership between the City of Lovington, Lovington MainStreet, NM MainStreet, UNM Design Planning Assistance Center (DPAC) and UNM Bureau of Business and Economic Research (BBER)

### Friday, February 27

- 6:00 pm      **Welcome and Introductions-** Lovington Mayor Dixie Drummond
- 6:15 pm      **Presentations on:**
- What's a "Downtown Master Plan?" -Charlie Deans, CBD
  - Lovington Demographics and Market Analysis- Jeff Mitchell, BBER
  - Downtown overview: history, impressions, assets, etc- DPAC Studio
- 8:15 pm      Q&A and next steps...

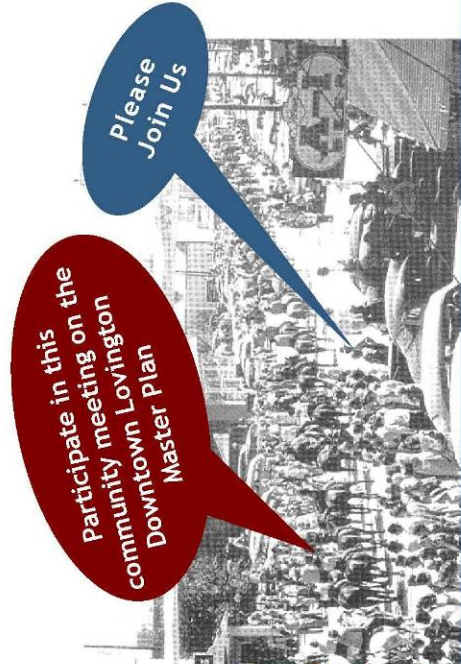
### Saturday, February 28

- 10:00 am      **Welcome back-** Lovington MainStreet President Michael Raburn
- 10:15 am-  
11:15 am      **Lovington Downtown Vision: What Makes Great Town Centers**  
Presentation of inspirational ideas/designs of other places.
- *Streets as Places: Livable Downtowns*      Charlie Deans, CBD
- 11:15 am-  
2:00 pm      **Community Planning Groups** with CBD/DPAC as facilitators.  
Topics to consider in the downtown include:
- Attracting new businesses and keeping existing ones
  - Building style and preservation/restoration
  - Adaptive reuse of buildings for civic/retail/office/residential uses
  - Gateways and entries
  - Squares, Plazas and public spaces
  - Pedestrian-friendly streets, pathways and connections
  - Arts, entertainment, heritage tourism
  - Streets and parking
  - Landscaping and Greenways
- Lunch and entertainment is on-going during this time.**
- 2:00 pm-  
3:00 pm      **Community Planning Group presentations** on their plan/ideas/projects-  
each group selects their **best** three ideas to present.
- 3:00 pm-  
5:00 pm      CBD/DPAC close room and prepare community presentation.
- 5:00 pm      Presentation on **"The Best of the Best" for Downtown Lovington-**  
DPAC/CBD





The City of Lovington &  
Lovington MainStreet  
invite you to a

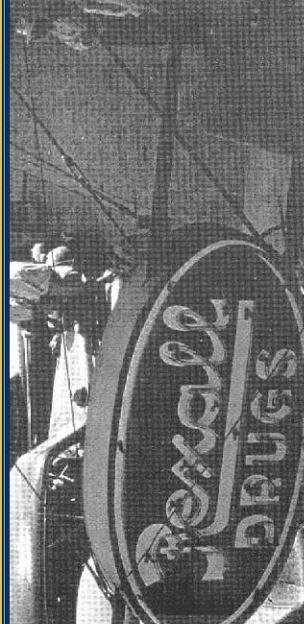


## Community Meeting on the draft Downtown Lovington Master Plan



Monday  
August 10  
7 p.m.

First United Methodist Church  
407 North Main



Come and pick the  
revitalization projects most  
important to you!

For additional information or special needs, contact Becky Griffin, Lovington MainStreet @ 396-1418 or Charlie Deans @ [charlie@communitybydesign.biz](mailto:charlie@communitybydesign.biz)  
Funding for the Downtown Master Plan provided by the Friends of NW MainStreet and the NW MainStreet program.

City of Lovington, New Mexico

Downtown Metropolitan Redevelopment Area (MRA)  
Designation Report



Prepared for:  
City of Lovington  
Lovington MainStreet

Prepared by:  
CommunityByDesign  
New Mexico MainStreet

October 15, 2009

City of Lovington, New Mexico  
**Downtown M.R.A. Designation Report**

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Economic data provided from UNM Bureau of Business and Economic Research (BBER)  
*Lovington MainStreet Community Economic Assessment (2009.)*

City of Lovington, New Mexico  
**Downtown M.R.A. Designation Report**

## **Introduction**

The New Mexico Metropolitan Redevelopment Code (3-60A-1 to 3-60A-48 NMSA 1978) provides cities in New Mexico with the powers to correct conditions in areas or neighborhoods within municipalities which “substantially inflict or arrest the sound and orderly development” within the city. These powers can help reverse an area’s decline and stagnation; however, the City may only use these powers within designated Metropolitan Redevelopment Areas.

Designation of an MRA is based on findings of “slum or blight” conditions, as defined in the Metropolitan Redevelopment Code (3-60S-8). The criteria set by the Code for a “blighted” area include physical conditions and economic conditions. As defined in the Code, *"Blighted area" means an area within the area of operation other than a slum area that, because of the presence of a substantial number of deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, improper subdivision or lack of adequate housing facilities in the area or obsolete or impractical planning and platting or an area where a significant number of commercial or mercantile businesses have closed or significantly reduced their operations due to the economic losses or loss of profit due to operating in the area, low levels of commercial or industrial activity or redevelopment or any combination of such factors, substantially impairs or arrests the sound growth and economic health and well-being of a municipality or locale within a municipality or an area that retards the provisions of housing accommodations or constitutes an economic or social burden and is a menace to the public health, safety, morals or welfare in its present condition and use;*

This report proposes that Downtown Lovington be designated a Metropolitan Redevelopment Area (MRA). The MRA boundaries include Downtown and the majority of the Lovington MainStreet District.

The following analysis demonstrates that Lovington’s downtown neighborhood exhibits a combination of factors that contribute to blight in an area that, according to the goals of the Lovington Comprehensive Plan, should “...infill on vacant lots and/or through redevelopment of abandoned or dilapidated properties whenever possible.” Physical conditions of the downtown and economic conditions expressed by business activity and the demographics of the population in downtown all point to the need for the City to pursue alleviating the conditions of blight and implement revitalization efforts in these neighborhoods.



City of Lovington, New Mexico  
**Downtown M.R.A. Designation Report**

## **MRA Plan Boundary**

The boundary of the proposed Lovington MRA from the intersection of Avenue D and 1<sup>st</sup> Street is:

- North on 1<sup>st</sup> Street to Jefferson Avenue
- East on Jefferson Avenue to the mid-block alley between Love Street and East Street.
- South along the alley alignment to Washington Avenue
- East on Washington Avenue to East Street
- South on East Street two blocks to A Avenue
- West one-half block to the mid-block alley alignment
- South along the alley alignment to D Avenue
- West on D Avenue back to 1<sup>st</sup> Street.

See boundary map.



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## **Existing Conditions Assessment**

Land uses within the MRA are mostly commercial. Public and institutional uses are also found inside the boundary, as are a very few residential uses. The following sections identify the physical conditions and the economic conditions of the area that warrant establishment of this neighborhood as a Metropolitan Redevelopment Area.

### ***Building Conditions***

Some of the buildings in downtown MRA date to the early part of the 20<sup>th</sup> century when the city was incorporated while many date to the oil boom period of the early 1950's. The structures act as important reminders of Lovington's history. Older buildings range from good condition to deteriorating and dilapidated. The presence of many dilapidated buildings and properties is noted in the Comprehensive Plan and in a visual survey of the downtown neighborhood. The need for the City to ensure that dilapidated properties and structures do not create nuisances was also identified in the Comprehensive Plan. Poor building maintenance, vacant structures, accumulation of weeds and litter, abandoned cars, lack of landscaping, unmaintained lots, broken and non-existent sidewalks and boarded facades are examples of the general deteriorated conditions.

Commercial land uses are concentrated along Main Street. These land uses vary, with public sector uses predominating, supplemented by support industries such as banking and insurance. Deteriorating structures are located throughout the downtown neighborhood. Most are vacant, but some occupied buildings are in need of maintenance and minor repairs. The combination of poor structural conditions, poor pedestrian circulation and poor visual appearance are factors affecting the decline of the entire downtown area.



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Vacant and deteriorating storefront with its weed and trash filled parking lot contribute to the decline of downtown Lovington.

Many older buildings are in need of maintenance.



Boarded up storefront adds to the deterioration of the MRA area.

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City of Lovington, New Mexico  
Downtown M.R.A. Designation Report



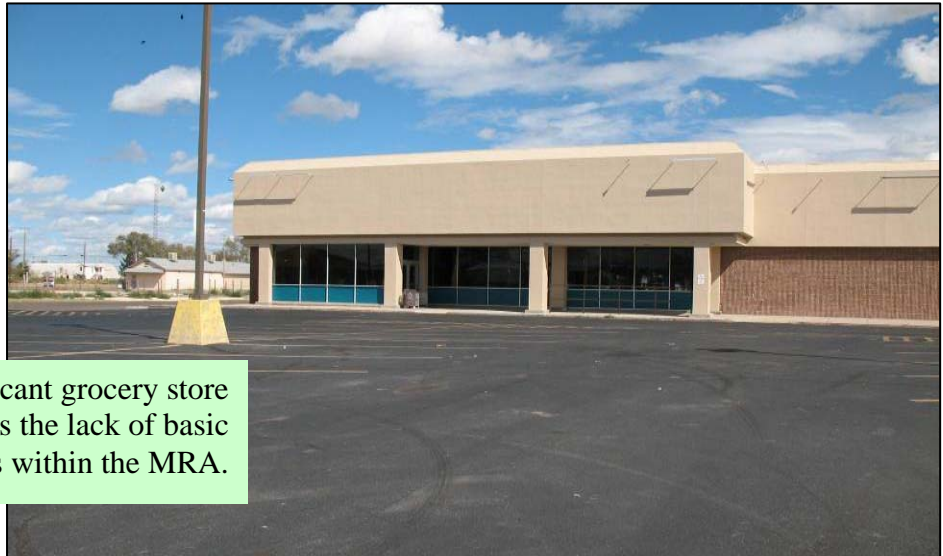
Dilapidated structures in need of maintenance or repair are located throughout the MRA area.



City of Lovington, New Mexico  
**Downtown M.R.A. Designation Report**

***Vacant and Underutilized Properties***

A significant number of commercial businesses have closed or significantly reduced their operations in the downtown. This has resulted in vacant commercial structures that contribute to the deteriorated appearance of parts of downtown Lovington. The old Sheriff's building at East and Central and the empty former Grocery on Main are significant unused structures. Multiple vacant storefronts are scattered throughout the MRA. In addition to vacant buildings are a number of underutilized properties that are vacant or used for storage. Vacant or underutilized parcels are especially prominent on 1st Street. Trash, weeds, litter and abandoned vehicles clog this vacant land, creating a general sense of neglect to the neighborhood.



This vacant grocery store emphasizes the lack of basic services within the MRA.

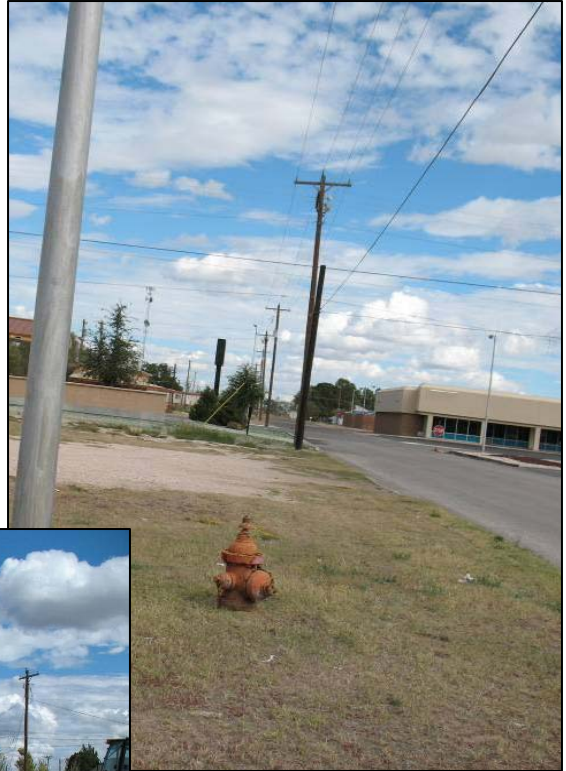


Deteriorating and vacant storefronts face the Courthouse Square.



City of Lovington, New Mexico  
Downtown M.R.A. Designation Report

Multiple vacant and weed filled properties are found on 1<sup>st</sup> Street.



A vandalized vehicle abandoned in a weed filled lot on 1<sup>st</sup> Street.



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*Sidewalks*

Sections of sidewalk along Main Street are broken, weed infested and deteriorating. Other areas within the MRA, especially areas along 1<sup>st</sup> Street and along portions of the cross-streets between Main and 1<sup>st</sup> are without sidewalks at all, creating dangerous pedestrian conditions.



Broken and deteriorating  
sidewalks are found on  
Main Street.



Weeds, litter, a dirt stockpile, and deteriorating concrete fill this vacant lot. The new curb-cut and ramp has no sidewalk connection on 1<sup>st</sup> Street.



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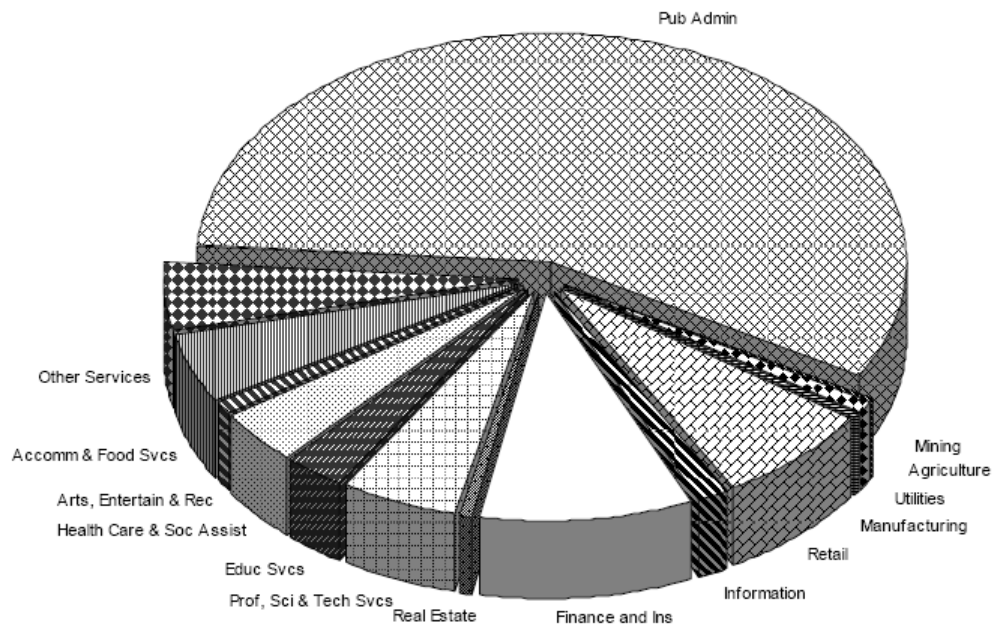
### ***Economic Conditions***

Lovington's population growth has been essentially flat since the 1990 census. With a large percentage of the town's population being young, there is hope for future labor market relief.

Lovington has a large number of working poor, with low average incomes and high poverty. The area's economic condition is very volatile, dependant in large part on extractive industries. Oil prices correlate strongly with unemployment in the region. High oil prices drive up demand for labor, reducing unemployment. The University of New Mexico Bureau of Business and Economic Research's February, 2009 study, ***Lovington Mainstreet: Community Economic Assessment*** reached the conclusion that the higher oil prices do not benefit the majority of the local population. The jobs and wages in the petroleum and mining-related industries do not appear to generate well-paying jobs in other sectors of the economy. The Assessment also concludes that higher oil prices may drive up the costs of essential goods and services, worsening the situation for many low-income families.

The Lovington Mainstreet economy is based primarily on public administration, with little activity in other sectors such as retail, personal services, restaurants and accommodations. Retail makes up only seven percent of the district's employment. The Downtown MRA area has a shortage of basic retail and service functions for residents and employees. Weekend and evening oriented businesses, such as entertainment, accommodations, restaurants and retail are lacking in the area.

Employment In Mainstreet Area By Industry, 2006.



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**City of Lovington, New Mexico  
Downtown M.R.A. Designation Report**

Selected Demographic, Housing and Economic Characteristics

	MAINSTREET <sup>1</sup>	LOVINGTON
<b>DEMOGRAPHICS</b>		
Total Population (2000)	55 <sup>2</sup>	9,471
Population (2006)	NA	9,474
2000-2006 Annual Growth Rate	NA	0.01%
2006-2011 Annual Growth Rate	NA	-0.09%
Total Households (2000)	23	3,291
Households (2006):	NA	3,376
2000-2006 Annual Growth Rate	NA	0.43%
2006-2011 Annual Growth Rate	NA	0.12%
Average Household Size (2000 for MS, 2006 for remainder)	2.4	2.75
<b>Race and Ethnicity (2000 for MS, 2006 for remainder)</b>		
White	22%	60%
Black	0%	3%
American Indian, Eskimo, Aleut	0%	1%
Asian or Pacific Islander	0%	0%
Other	76%	33%
Two or More Races	2%	3%
Hispanic Origin	80%	53%
<b>Age Distribution (2000 for MS, 2006 for remainder)</b>		
Under 19 y/o	38%	32%
20-39 y/o	29%	28%
40-64 y/o	20%	28%
65 y/o and Over	13%	13%
Median Age (2000 for MS, 2006 for remainder)	between 25 and 29 y/o	31.3
<b>INCOME</b>		
Per Capita Income (2006)	NA	\$15,782
Household Income (2006)		
<\$15,000	29%	23%
\$15,000-\$29,999	43%	23%
\$30,000-\$49,999	14%	25%
\$50,000-\$99,999	14%	22%
\$100,000 or more	0%	7%
Poverty Rate (2000)	NA	22%
Median Household Income (2006)	\$22,183	\$37,579
Average Household Income (2006)	\$42,939	\$50,159
Households by Net Worth (2006)		
<\$15,000	38%	38%
\$15,000-\$49,999	25%	15%
\$50,000-\$249,999	25%	30%
\$500,000 or more	13%	17%
Median Net Worth	\$35,000	\$39,508

<sup>1</sup> The shaded cells in the MainStreet column of this table come from the U.S. Census Bureau's 2000 census (SF1 tables). The remaining cells are from EGRI Business Analyst data. See text for details.



**City of Lovington, New Mexico**  
**Downtown M.R.A. Designation Report**

The residential population of the downtown district is exceptionally small and predominantly young, poor, and Hispanic. 23 households totaling 55 individuals were noted in the 2000 census. Low income and high unemployment characterize downtown residents, with most of those employed in service and blue collar jobs. A severe housing shortage exists in Lovington. Trends indicate that the 2010 census will show a worsening of the shortage over the year 2000. In addition, the existing housing stock is badly aging. Affordable, quality housing for rent is especially problematic.

	MAINSTREET <sup>1</sup>	LOVINGTON
<b>LABOR FORCE CHARACTERISTICS</b>		
<b>Educational Attainment (2000, 25 y/o and over)</b>	<b>32</b>	<b>5,492</b>
No HS Diploma	46%	42%
High School Degree	21%	23%
Some College or Associate Degree	31%	25%
Bachelors Degree or Higher	2%	11%
<b>Employment Status (2000, 16 y/o and over)</b>	<b>41</b>	<b>6,859</b>
Civilian Employed	40%	47%
Civilian Unemployed	6%	5%
In Armed Forces	0%	0%
Not In Labor Force	54%	48%
<b>Employment by Industry (2006)</b>	<b>16</b>	<b>3,858</b>
Agriculture/Mining	37%	29%
Construction	3%	5%
Manufacturing	4%	2%
Wholesale Trade	4%	3%
Retail Trade	10%	9%
Transportation/Utilities	1%	4%
Information	3%	1%
Finance/Insurance/Real Estate	3%	2%
Services	32%	39%
Public Administration	5%	6%
<b>Employment by Occupation (2006)</b>	<b>16</b>	<b>3,857</b>
White Collar	26%	40%
Management/Business/Financial	4%	7%
Professional	8%	14%
Sales	9%	8%
Administrative Support	6%	12%
Services	25%	19%
Blue Collar	49%	41%
Farming/Forestry/Fishing	0%	2%
Construction/Extraction	11%	17%
Installation/Maintenance/Repair	19%	6%
Production	5%	4%
Transportation/Material Moving	14%	13%
<b>Travel Time to Work (2000)</b>	<b>41</b>	<b>3,147</b>
Worked at Home	6%	3%
0-19 minutes	53%	58%
20 minutes or more	40%	39%

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City of Lovington, New Mexico  
**Downtown M.R.A. Designation Report**

## **Conclusions**

This report demonstrates the existing conditions within Lovington which meet the criteria for “blighted” area designation as defined by the Metropolitan Redevelopment Code (3-60A-8). The conditions described in this report detail a combination of factors which *“..substantially impairs or arrests the sound growth and economic health and well-being of a municipality or locale within a municipality or an area that retards the provisions of housing accommodations or constitutes an economic or social burden and is a menace to the public health, safety, morals or welfare in its present condition and use;”*

The designation of the Lovington Metropolitan Redevelopment Area will assist the community in achieving the following goals:

- Elimination of detrimental public health and welfare conditions.
- Conservation, improvement and expansion of commercial building stock.
- Expansion of commercial activity
- Improvement and expansion of available housing.
- Improvement of economic conditions through coordinated public and private investments.

With the powers made available to municipalities by the NM Metropolitan Redevelopment Code, the City of Lovington will be working with the private sector to create opportunities for new housing, assist in preserving existing businesses in the area, expand the business community and implement public improvements and investments in the downtown Lovington area.

CITY OF LOVINGTON  
METROPOLITAN REDEVELOPMENT AREA DESIGNATION  
Resolution No. 020810-2

**MAKING CERTAIN FINDINGS AND DETERMINATIONS PURSUANT  
TO THE METROPOLITAN REDEVELOPMENT CODE, AND  
DESIGNATING THE DOWNTOWN METROPOLITAN  
REDEVELOPMENT AREA.**

**WHEREAS**, Section 3-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code (Sections 3-60A-1 through 3-60A-48 NMSA 1978) states: “A municipality shall not prepare a metropolitan redevelopment plan for an area unless the governing body by resolution determine the area to be a slum or a blighted area, or a combination thereof, and designated the area as appropriate for a metropolitan redevelopment project.”, and

**WHEREAS**, the City of Lovington (“City”) and Lovington MainStreet, and New Mexico MainStreet and their employees, have for some time engaged in a study of blighted areas within the MainStreet District, and have submitted their findings and recommendations concerning the area detailed in the Designation Report which was included in packets at the December 14, 2009 commission meeting, a copy of which is attached hereto as Exhibit A; and

**WHEREAS**, pursuant to Section 30-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code, the Commission caused to be published in the Lovington Leader, a newspaper of general circulation, a notice containing a general description of the proposed Downtown Metropolitan Redevelopment Area and the date, time and place where the Commission will hold a public hearing to consider the adoption of this resolution and announcing that any interested party may appear and speak to the issue of the adoption of this resolution; and

**WHEREAS**, The area boundaries of the Downtown Metropolitan Redevelopment Area begin at the northeast corner of Jefferson Avenue and the alley between Love Street and East Street, southerly along the alley between Love Street and East Street to Avenue D, westerly along Avenue D to the east side of 1<sup>st</sup> Street, northerly along 1<sup>st</sup> Street to Jefferson Avenue, easterly to the alley between Love Street and East Street, being the points of beginning.

**WHEREAS**, the Commission has considered the findings and determinations of the Designation Report and all comments made at the public hearing concerning the conditions which exist in the proposed Metropolitan Redevelopment Area.

**BE IT RESOLVED BY THE COMMISSION,**

1. The Commission finds and determines that the boundaries of the Downtown Metropolitan Redevelopment Area begin at the northeast corner of Jefferson Avenue and the alley between Love Street and East Street, southerly along the alley between Love Street and East Street to Avenue D, westerly along Avenue D to the east side of 1<sup>st</sup> Street, northerly along 1<sup>st</sup> Street to Jefferson Avenue, easterly to the alley between Love Street and East Street, being

the point of beginning. The Downtown Metropolitan Redevelopment Area is by reason of the presence of a substantial number of deteriorated structures, unsafe conditions, deterioration of site and other improvements, obsolete and impractical planning and platting and low levels of commercial activity and redevelopment which substantially impair and arrest the sound growth and economic well being of the City and the Downtown Metropolitan Redevelopment Area, constitute an economic and social burden and a menace to the public health, safety, and welfare in its present condition and use, the blighted areas that are appropriate for a metropolitan redevelopment project or projects and are hereby designated the Downtown Metropolitan Redevelopment Area.

2. The Commission finds that the rehabilitation, conservation, development and redevelopment of and in the Downtown Metropolitan Redevelopment Area are necessary in the interests of the public health, safety, morals and welfare of the residents of the City.

3. If any section paragraph, sentence, clause, word or phrase of this resolution is for any reason held to be invalid or unenforceable by any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this resolution. The Commission hereby declares that it would have passed this resolution and each section, paragraph, sentence, word or phrase thereof irrespective of any provisions being declared unconstitutional or otherwise invalid.

ADOPTED, PASSED, AND APPROVED, this \_\_\_\_\_ day of February, 2010.

---

DIXIE DRUMMOND, Mayor

ATTEST:

---

Rhonda Jones-Clerk



CITY OF LOVINGTON  
DOWNTOWN MASTER PLAN/METROPOLITAN REDEVELOPMENT AREA PLAN  
Ordinance No. \_\_\_\_\_

MAKING CERTAIN FINDINGS AND DETERMINATIONS PURSUANT TO THE METROPOLITAN REDEVELOPMENT CODE, AND APPROVING THE DOWNTOWN LOVINGTON MASTER PLAN/METROPOLITAN REDEVELOPMENT AREA PLAN AND ESTABLISHING A TAX INCREMENT FINANCING DISTRICT.

WHEREAS, Section 3-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code (Sections 3-60A-1 through 3-60A-48 NMSA 1978) states: “A municipality shall not prepare a metropolitan redevelopment plan for an area unless the governing body by resolution determine the area to be a slum or a blighted area, or a combination thereof, and designated the area as appropriate for a metropolitan redevelopment plan.”, and

WHEREAS, the City of Lovington (“City”) and Lovington MainStreet, and New Mexico MainStreet and their employees, have for some time engaged in a study of blighted areas within the MainStreet District, and have submitted their findings and recommendations concerning the area detailed in the Designation Report which was approved by the City Commission at the December 14, 2009 Commission meeting as Resolution No. 020810-2; and

WHEREAS, pursuant to Section 30-60A-8 NMSA 1978 of the Metropolitan Redevelopment Code, the Commission caused to be published in the Lovington Leader, a newspaper of general circulation, and a first class mailing to property owners within the MRA, a notice containing a general description of the proposed Downtown Metropolitan Redevelopment Area Plan and the date, time and place where the Commission will hold a public hearing to consider the adoption of this ordinance and announcing that any interested party may appear and speak to the issue of the adoption of this ordinance; and

WHEREAS, The area boundaries of the Downtown Metropolitan Redevelopment Area Plan begin at the northeast corner of Jefferson Avenue and the alley between Love Street and East Street, southerly along the alley between Love Street and East Street to Avenue D, westerly along Avenue D to the east side of 1<sup>st</sup> Street, northerly along 1<sup>st</sup> Street to Jefferson Avenue, easterly to the alley between Love Street and East Street, being the points of beginning.

WHEREAS, the Commission has considered the findings and determinations of the Downtown Lovington Master Plan/Metropolitan Redevelopment Area Plan and all comments made at the public hearing concerning the redevelopment projects which exist in the proposed Metropolitan Redevelopment Area Plan.

BE IT RESOLVED BY THE COMMISSION,

1. The City Commission, after having conducted a public hearing pursuant to the Code, adopts the Downtown Lovington Master Plan/Metropolitan Redevelopment Area Plan, as attached hereto and incorporated herein.

2: The Lovington Metropolitan Redevelopment Area is specifically included for purposes of Tax Increment Financing. This area encompasses 84 acres and is bounded by the northeast corner of Jefferson Avenue and the alley between Love Street and East Street, southerly along the alley between Love Street and East Street to Avenue D, westerly along Avenue D to the east side of 1<sup>st</sup> Street, northerly along 1<sup>st</sup> Street to Jefferson Avenue, easterly to the alley between Love Street and East Street, being the points of beginning.

3: The City Commission, after having conducted a public hearing pursuant to the Code, finds that:

- A. The Plan proposes activities for the redevelopment of the Downtown Lovington Master Plan/Metropolitan Redevelopment Area Plan that will aid in the elimination and prevention of slum and blight; and
- B. The Plan does not require the relocation of any families and individuals from their dwellings and a method for providing relocation assistance is not needed; and
- C. The Plan conforms to and complements the Lovington Comprehensive Plan; and
- D. The Plan affords maximum opportunity consistent with the needs of the community for the rehabilitation for redevelopment of the Downtown Lovington Master Plan/Metropolitan Redevelopment Area by private enterprise or persons, and the objectives of the Plan justify the proposed activities as public purposes and needs.

4: The City shall support efforts to establish development projects intended to make the area more pedestrian friendly and mixed in income and use, thus affording the opportunity for locally-owned small businesses to establish themselves; the City shall also support community education activities that broaden the local knowledge base and invite members from outside the immediate area to take part in these community education activities.

5: The City shall support these programs: in providing technical assistance to local committees interested in developing mixed-use, mixed-income housing programs, and by providing technical assistance to businesses within the Downtown Lovington Master Plan/Metropolitan Redevelopment Area Plan for the purpose of obtaining funding for redevelopment activities, and

providing guidance and technical assistance to businesses wishing to open, operate and/or expand within the Downtown Lovington Master Plan/Metropolitan Redevelopment Area Plan.

6: All ordinances, or parts thereof, in conflict with this Ordinance are hereby repealed; this repealer shall not be construed to revive any resolution, or part thereof, heretofore repealed.

7: If any section paragraph, sentence, clause, word or phrase of this ordinance is for any reason held to be invalid or unenforceable by any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this resolution. The Commission hereby declares that it would have passed this ordinance and each section, paragraph, sentence, word or phrase thereof irrespective of any provisions being declared unconstitutional or otherwise invalid.

ADOPTED, PASSED, AND APPROVED, this \_\_\_\_\_ day of March, 2010.

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DIXIE DRUMMOND, Mayor

ATTEST:

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Rhonda Jones-Clerk