



Ilfeld Warehouse Project

MRA ❖ City of Santa Rosa

NM Metropolitan Redevelopment Code

- **NM State Statute (3-60A. 1-41, 1978)** that empowers municipalities with additional authorities to revitalize and redevelop areas that are deteriorated, blighted or underutilized in order to stimulate economic development and community well-being by establishing it as a Metropolitan Redevelopment Area (MRA).

History of Santa Rosa

Rural community : Pop ~ 3,000

City of Natural Lakes

Downtown revitalization efforts
with UNM DPAC Studio 2004

Frontier Community : February 24,
2015





Current
Conditions
2014

Ifeld Warehouse : Adaptive Reuse Plan



- Provide economic opportunities to support existing and new businesses
- Create gathering place for community events to draw residents and tourists
- Make streets safe for pedestrians, bicyclists and provide additional parking
- Promote Santa Rosa's history and heritage

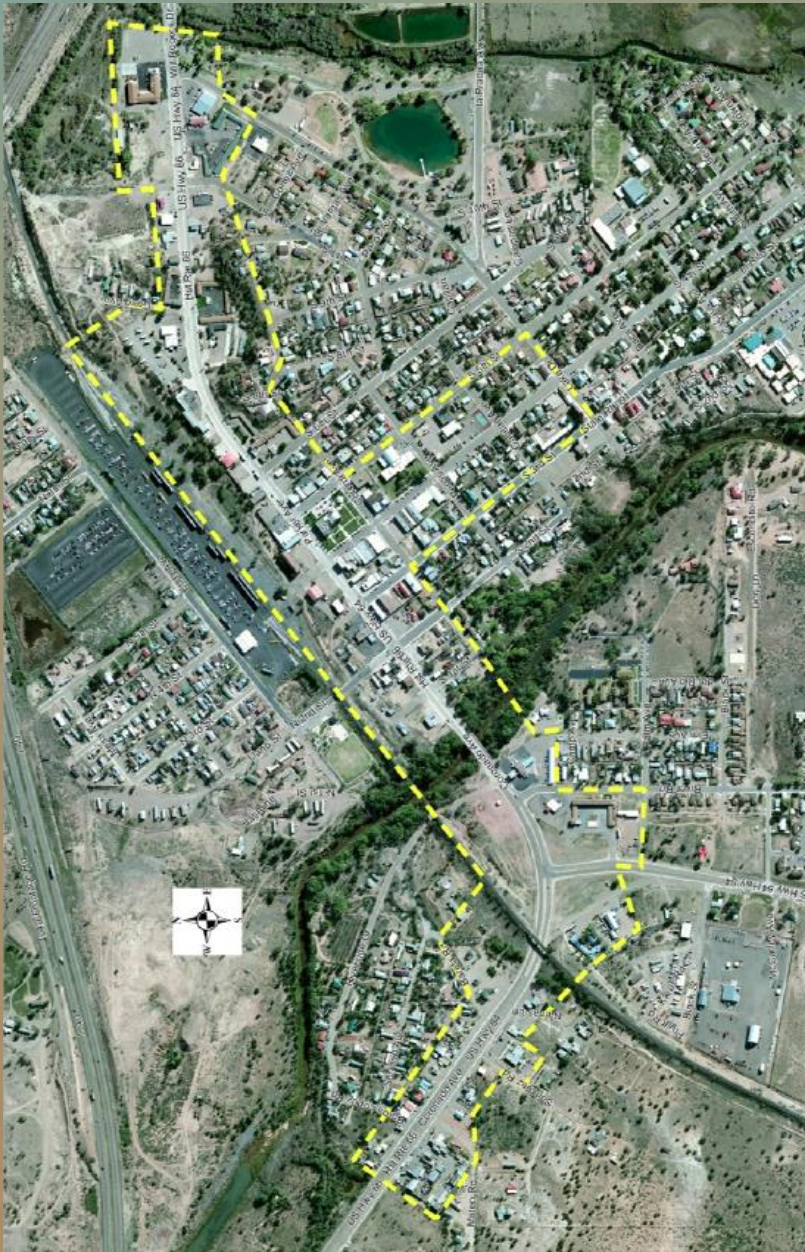
Ilfeld cont.

Repurposed to include uses such as:

- Santa Rosa Visitor Center
- Route 66 Museum
- Business Incubator

Uses may be accomplished through public/private partnership using a development agreement with private entities such as non-profit corporations, retail users, or developers. These types of agreements are one of the main implementation tools allowed under the NM Redevelopment Code





- 2016 NMMS Winter Quarterly, Santa Rosa met with New Mexico MainStreet Program Associates to discuss strategy: LEDA vs. MRA
- LEDA is so restrictive, also a retail shop was a questionable use
- We chose to use the Metropolitan Redevelopment Act as our tool to execute our project
- MRA Designation Report created in April, 2016, to identify the boundary (shown left) as “blight”
- We asked our Program Associate to create a “Mini” MRA Plan, specific for the Ilfeld Warehouse
- MRA Designation Report and MRA Plan underwent a series of local hearings and a presentation to the Governing Body
- ✓ Approved report and plan and now on to contract negotiations!

Lease Agreement with GCDC, 501(c)3

Agreed Upon Value vs. Fair Market Value

GCDC to provide \$\$ to employ an Economic Development Director/Coordinator to coordinate the following:

- Visitor Center/Business Incubator
- Implement Affordable Housing Plan Objectives
- Administer City's LEDA Ordinance, establish agreements to encourage use of LEDA to bolster new growth and create jobs, and provide technical assistance for any grant opportunities to start-up businesses
- Apply for, implement and administer a MainStreet program
- Sublease available space in the Ilfeld Warehouse to prospective businesses

In turn, the City will provide the Ilfeld Warehouse, and \$\$ annually to employ the Economic Development Director/Coordinator.

Sublease

Route 66 Museum

Johnnie Meier, of Embudo, NM

Johnnie is in need of space and the GCDC has agreed to sublease a portion of the Ilfeld Warehouse to him for Economic Development purposes (not to make money), redevelopment, rehabilitation, conservation, downtown revitalization and as a business incubator; and

The intent is to provide the building as a business incubator, taking in a tenant and subletting in accordance with the Metropolitan Redevelopment Act.



Sublease Agreement

Purpose: Since the GCDC goals and mission is to work with business and the community to improve economic development, rehabilitation, redevelopment, downtown revitalization and conservation purposes it seems suitable to lease this office space. The city agrees to allow the GCDC to sublease a portion of the Ilfeld Warehouse.

Rent

- GCDC agrees to accept (for the first twelve months only), a start up fee of zero (\$0) per month upon occupying the building. Prior to the twelfth month, both parties agree to meet to discuss the new rate fee with consideration of potential revenue sharing.

Utilities

- Jonnie and the GCDC agrees to prorate the utilities

The Main Street Four-Point Approach ®

Organization

Establishes and maintains a nonprofit corporation that works in partnership with the public and private sector to plan and implement a comprehensive downtown revitalization strategy.

Promotion

Promotion positions the Main Street district as the center of the community and the hub of economic activity.

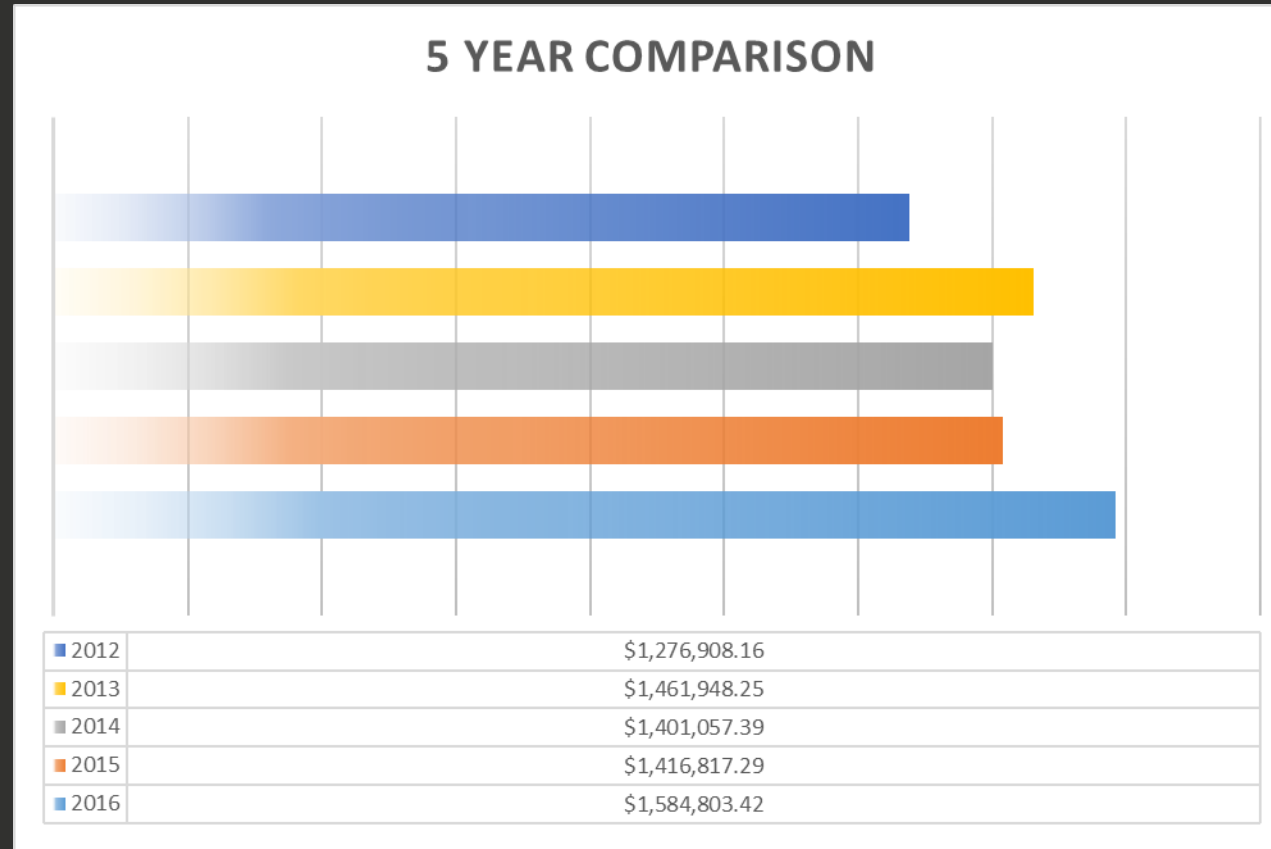
Design

Supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique historic assets that set the commercial district apart.

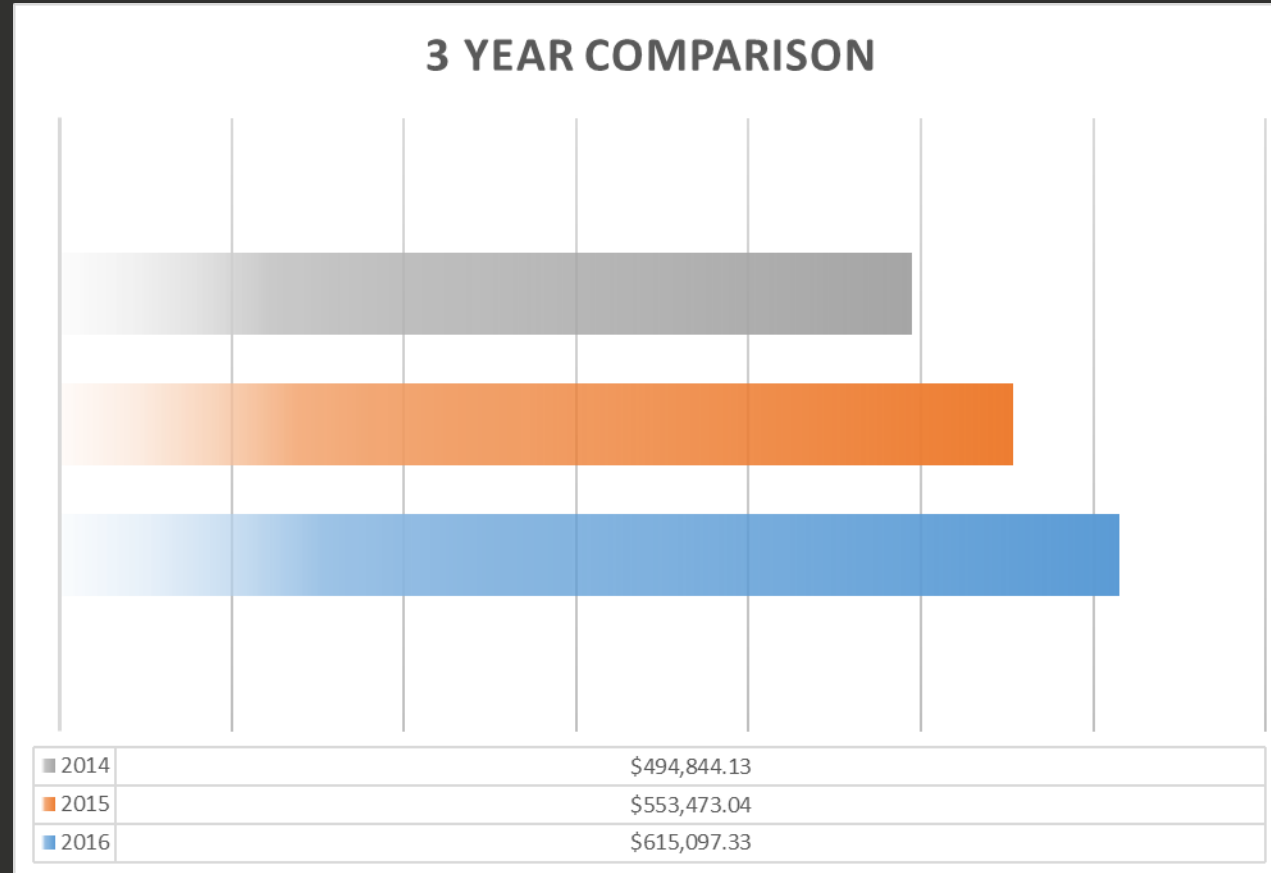
Economic Vitality

Leveraging historic assets, harnessing economic assets, and creating a supportive business environment

Gross Receipts Tax



Lodger's Tax



Questions?

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