

TOWN OF RED RIVER

ORDINANCE 2014-02

AN ORDINANCE AMENDING ARTICLE 13 (GENERAL BUSINESS ZONE) OF TOWN OF RED RIVER ORDINANCE NO. 2000-5, AS PREVIOUSLY AMENDED; RELATING TO PROPERTIES FRONTING ON MAIN STREET BETWEEN CARIBEL TRAIL ON THE WEST AND JAY HAWK TRAIL ON THE EAST; PROVIDING THAT ARCHITECTURE AND USES OF PROPERTIES FRONTING ON MAIN STREET SHALL NOT IMPAIR THE VISITOR EXPERIENCE OF RED RIVER AS A TOURIST ATTRACTION AND SKIING DESTINATION.

WHEREAS, the Town of Red River is recognized as a family-oriented vacation destination with activities ranging from mountain-based options such as skiing, hiking and biking to exploring creeks, the river, fishing, and various wilderness trails (Town of Red River Comprehensive Plan, adopted January 22, 2013, § B.2); and

WHEREAS, many tourist-related activities and services are concentrated along Main Street between Caribel Trail on the west and Jay Hawk Trail on the east; and

WHEREAS, the Comprehensive Plan suggests the use of special development standards to differentiate Main Street from the side streets and other areas that may not contribute as directly to the visitor experience as does Main Street; and

WHEREAS, a specific recommendation of the Comprehensive Plan is “the establishment of ‘character zones,’ particularly for Main Street, that would enhance Red River’s identity as a small, mountain town in New Mexico” (Comprehensive Plan, § 7, Land Use Goal 2, Strategy 2.3); and

WHEREAS, the Governing Body of the Town of Red River finds that it is important to preserve the character of Main Street, particularly in the core area between Caribel Trail and Jay Hawk Trail, so as to enhance the visitor experience and thus contribute to the economic base of the Town’s economy.

NOW, THEREFORE, BE IT ORDAINED BY THE GOVERNING BODY OF THE TOWN OF RED RIVER, NEW MEXICO THAT:

SECTION 1. AMENDMENT

A. Ordinance 2000-5, Article 13 (“General Business Zone”) is hereby amended by adding Subsection F, which shall read as follows:

F. PRESERVATION OF MAIN STREET CHARACTER – To preserve the character of Main Street as a destination for family-oriented tourism with the style and architecture of a New Mexico mountain community, the following

provisions shall apply to lots and parcels of land with frontage on Main Street between Caribel Trail on the west and Jay Hawk Trail on the east:

1. New construction and exterior modification of existing structures shall be consistent in external appearance with pre-existing architectural styles prevalent in a New Mexico mountain community and in Red River specifically, including but not necessarily limited to late nineteenth century mining-camp styles (log cabins; buildings with wood siding and pitched or gabled roofs) and Swiss chalet style with steeply pitched roofs. Architectural elements that should be considered include facades, doors and windows, roof treatments, awnings and setbacks.
2. Applicants for new construction or new uses must show how the proposed new construction or new uses will serve the hospitality and tourism goals described in the Town's Comprehensive Plan, as well as the needs of local residents and businesses. Uses serving primarily or entirely local residents rather than visitors (e.g., auto sales lots, commercial storage facilities) are not encouraged on Main Street and should be located in other parts of the General Business Zone to the extent practicable.

SECTION 2. SEVERABILITY

Should any section, subsection or clause of this Ordinance be found to be in violation of any State statute or another law or otherwise unenforceable, that section, subsection or clause shall be deemed severed and the remaining section(s) shall remain in full force and effect.

SECTION 3. EFFECTIVE DATE

This Ordinance shall become effective five (5) days after passage and publication as provided by law.

PASSED, APPROVED AND ADOPTED THIS 27th DAY OF JANUARY 2015.



Georgiana Rael

GEORGIANA RAE
CLERK/ADMINISTRATOR

TOWN OF RED RIVER

Linda Calhoun

LINDA CALHOUN
MAYOR