

Butterfield Park development Stanley & Holman Road, Las Cruces NM 88012



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Information:

Seller Concession to Buyer: [NMAA Listing #2583](#)

**Development site in Las Cruces area
Adjacent to new subdivision**

**Potential 237 houses
of units: Or 474 units
In duplexes**

Land Size: 58.04 acres

Ask Price: \$3,499,999

\$/sf: \$1.38/sf

Zoning: D2

QCT: N

OZ Area: N

For Sale - Two Parcels near Butterfield Park - on Stanley & Holman Roads in Las Cruces, NM 88012

NM Apartment Advisors and Maestas Real Estate Services are proud to bring to 58.04 acre site in two parcels with D-2, Medium density zoning to market.

Located on the northwest part of Las Cruces, New Mexico, the site is just north of Highway 70, the main passage through the Organ mountains to White Sands Missile Range, Hollman Air Force Base and Alamogordo, NM.

The site is bounded on two sides by paved roads and is directly north of a newer single family subdivision.

Do not miss out on this rare opportunity to build into the #1 market in the country for rent growth.

Deliverables from the Owner/Developer:

- Conceptual Plan for 237 houses, or 474 units with one duplex per lot
- Site Assessment
- Feasibility Study

Development Highlights

Ask price : **\$3,4999,999**

Parcel 1

Parcel 2

Site Size Parcel 1: **58.04 acres**

UPC:

1-4-013-128-068-328

1-0413-128-068-321

Parcel account

R0309918

R0314398

Legal:

S7T22SR3E

S7T22SR3E

Density: Medium Density Residential (D2)

\$/unit: \$7,383 if duplexes
\$14,767 if BTR or single family homes

\$/sf: \$1.38/sf

Zoning: D2



Anita Maestas

Qualifying Broker

Maestas Real Estate Service

NMREC License #16029

505-463-3565

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Todd Clarke  **CIPS**

CEO

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NMREC License #13711

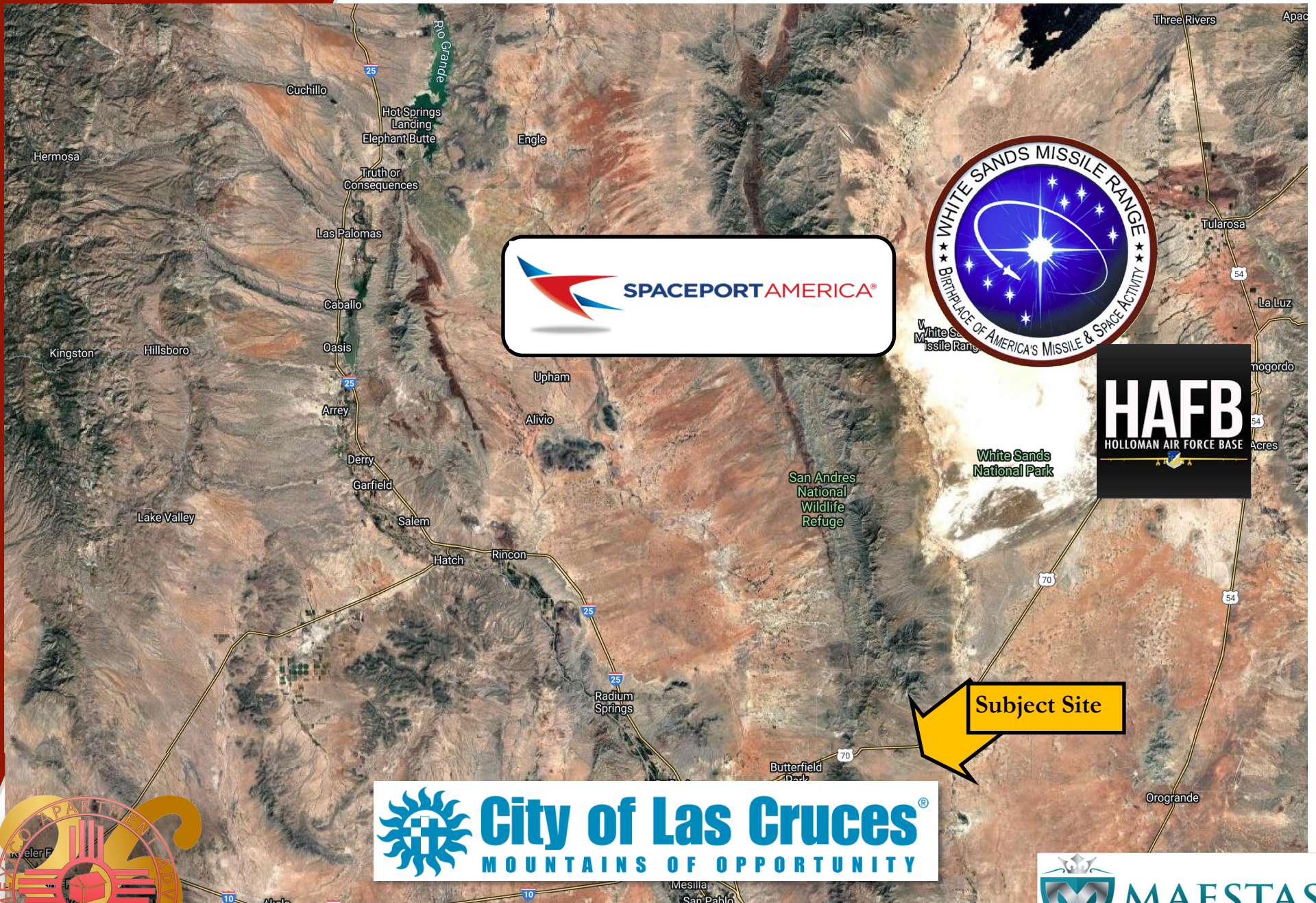
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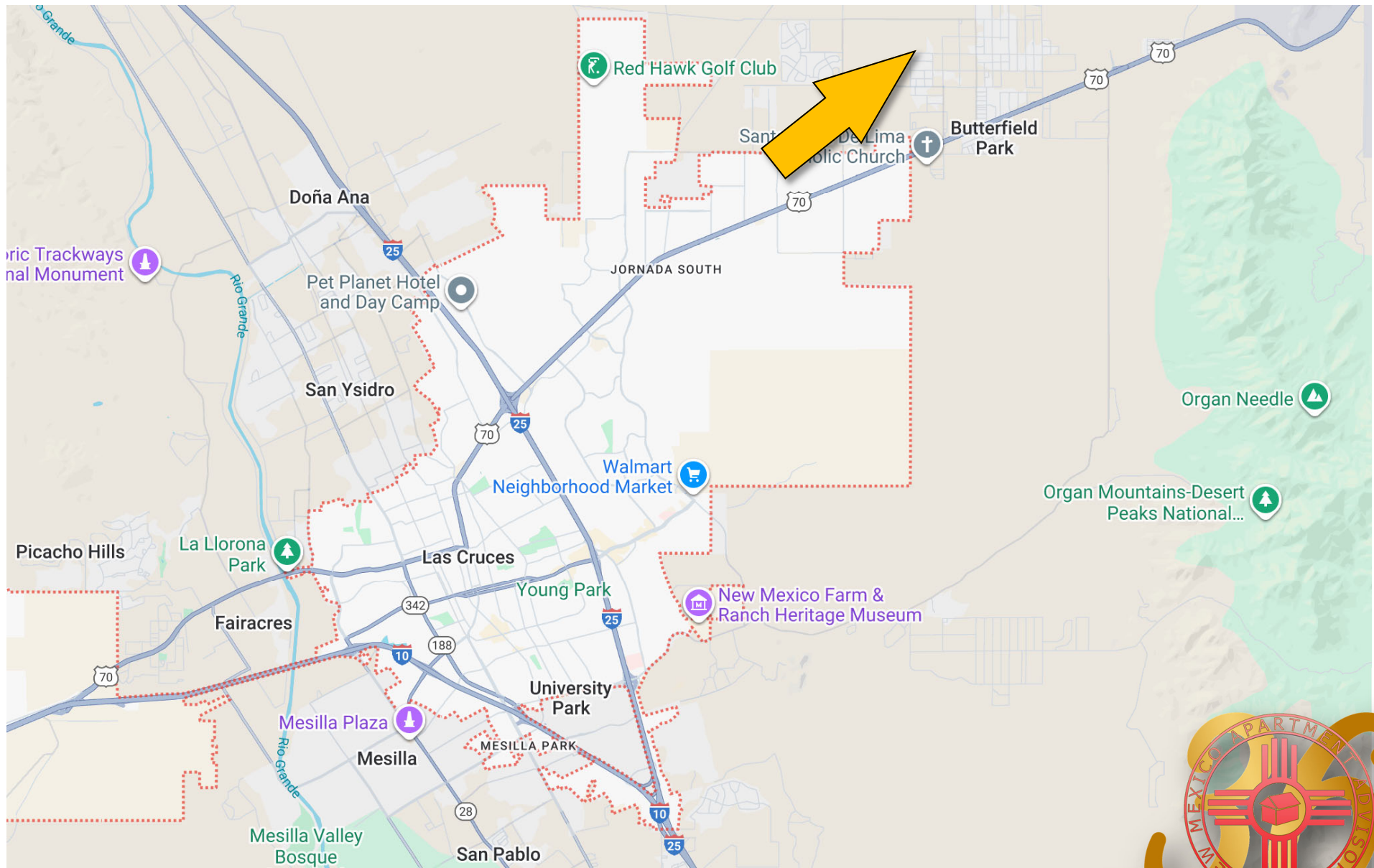
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Butterfield Park: Proximity Map to Military/Spaceports



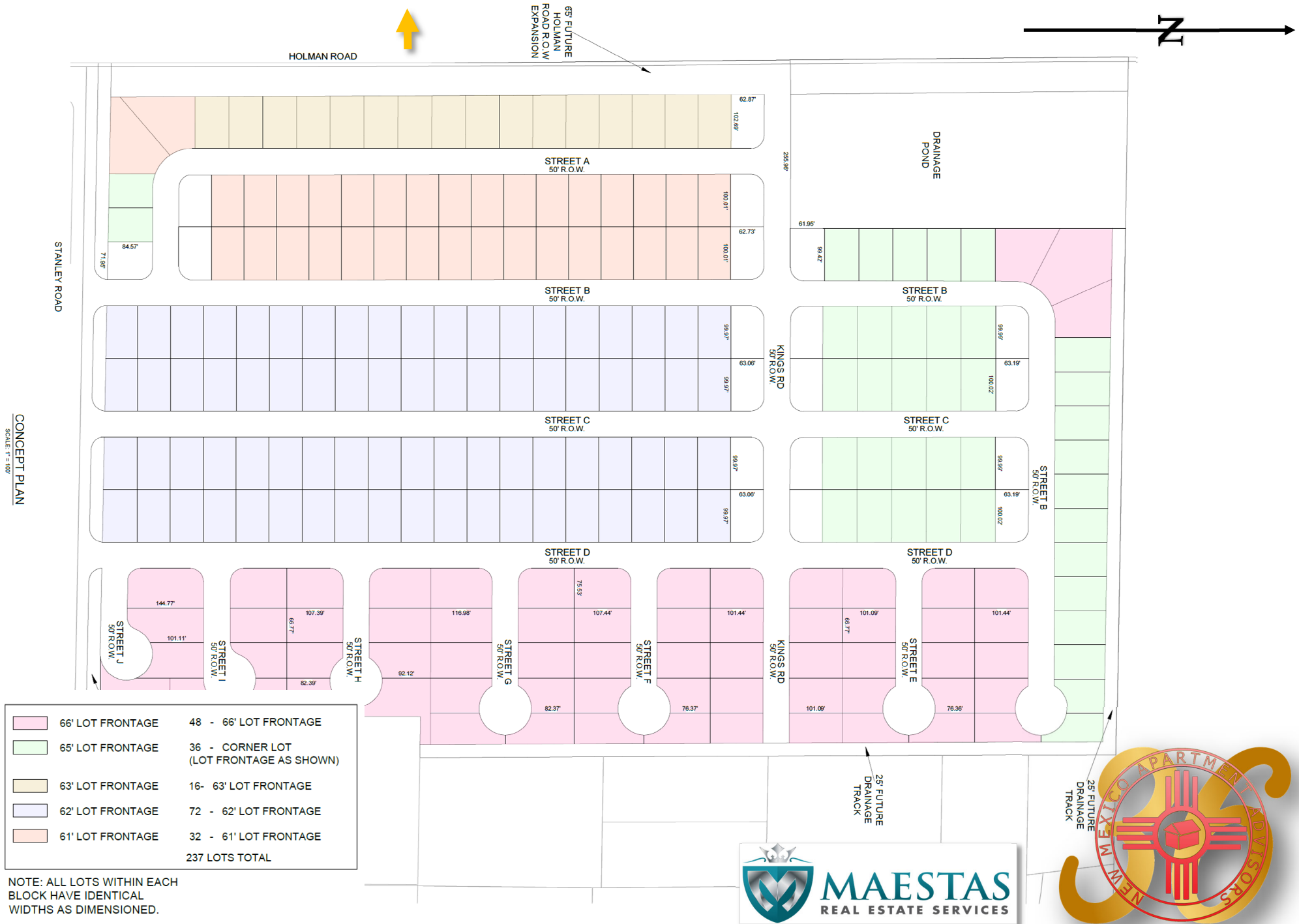
Butterfield Park: Location Map



The Butterfield Park development sites are located just northwest of New Mexico State University on the highway to Alamogordo, which is home to Holomon Airforce Base and White Sands missile range. The site is also due south of North America's largest no-fly zone and Space Port America.



Butterfield Park: Potential Site plan for subdivision



Butterfield Park: Highlight from Feasibility on Zoning and lot size

FEASIBILITY REPORT

Holman Road and Stanley Road Subdivision
Las Cruces, New Mexico
April 4, 2025

Any mixture of the above mentioned land uses shall be permitted either by right or with a special use permit. Based upon initial conversations with the developer, it may be most advantageous and cost effective to develop the subject properties as medium density single family residential homes. Medium density single family residential lot standards are as follows:

- Lot Size
 - Lot Width – 60 feet (min.)
 - Lot Depth – 70 feet (min.)
 - 6,000 sqft (min.)
- Building Height
 - Principal Building – 35 feet (max)
 - Accessory Building – 35 feet (max)
- Building Setbacks
 - Primary Building
 - Primary Frontage – 15 feet (min.)
 - Secondary Frontage – 7 feet (min.)
 - Side – 5 feet (min.)
 - Rear – 5 feet (min.)
 - Accessory Building
 - Primary Frontage – 25 feet (min.)
 - Secondary Frontage – 7 feet (min.)
 - Side Setback – 5 feet (min.)
 - Rear Setback – 5 feet (min.)

2.2 Easements

As shown on the most recent warranty deed filed on 08/20/2024 (Instrument Number: 2417591)

- Parcel two, while containing approximately 39.97-acres of land, +/- 1.5-acres is to be utilized as a road easement leaving approximately 38.5-acres of land available for development. No legal description for the specific location of the road easement was identified during the preparation of this report.

The above mentioned easements were the only easements identified with the available documentation at the time of report preparation. See the warranty deed provided in Appendix F.R.2.

3.0 Zoning Analysis

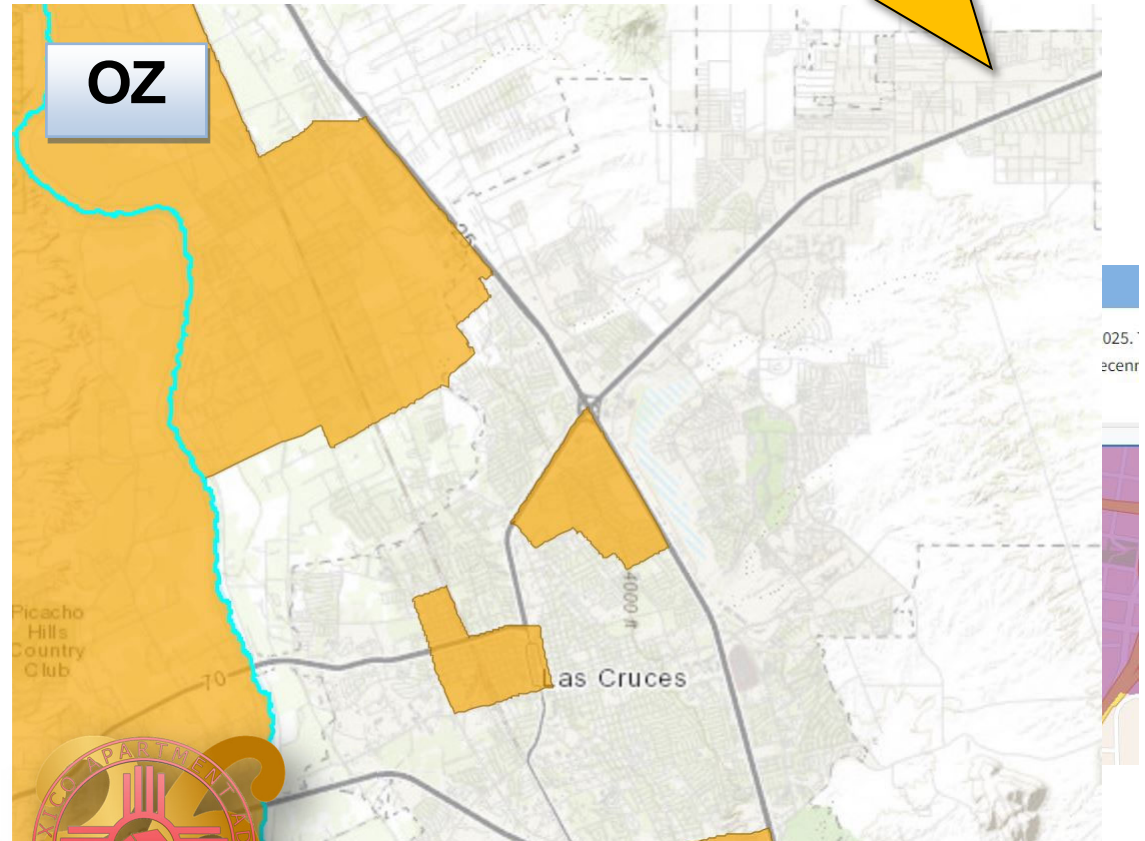
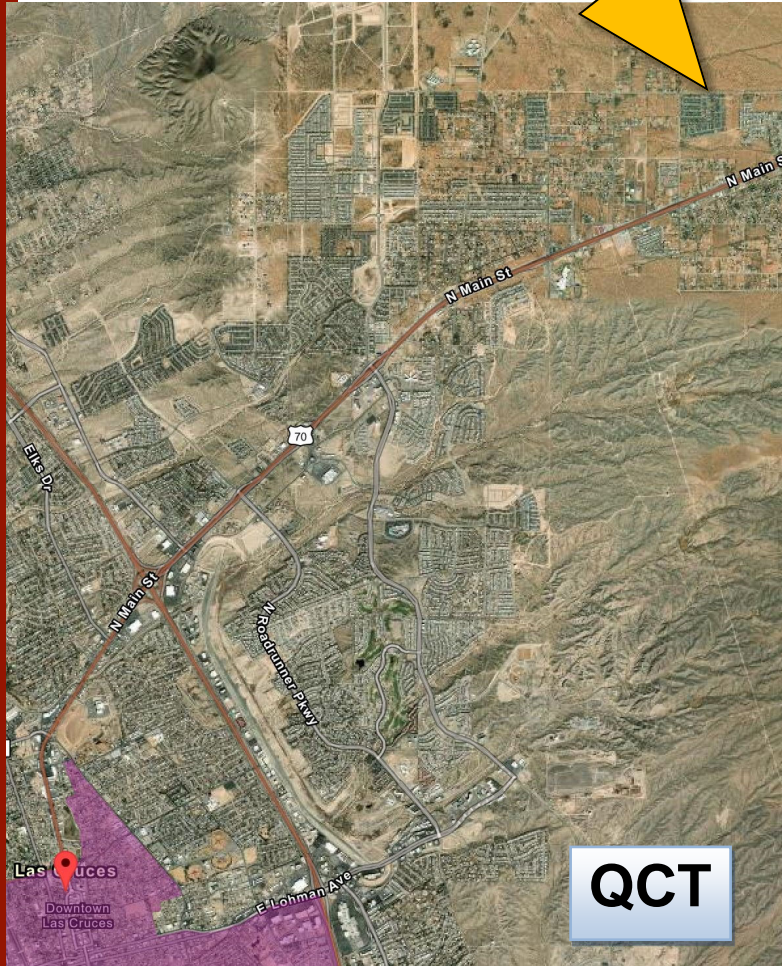
3.1 Existing Zoning Information

See Appendix F.R.3. for the current Doña Ana County Zoning Map. The zoning information for the property is as follows:

- Current zoning information: Medium Density Residential (D2).
- Zoning classification of adjacent properties:
 - North – FED, BLM property
 - South – D3, High Density Residential
 - East – D2, Medium Density Residential
 - West – FED, BLM property

Butterfield Park: 2025 QC and OZ (2024) Map location

The property is not located in a qualified census tract or the current Opportunity zones, but stay tuned as the One Big Beautiful Bill Act has expanded Opportunity Zoned and those geographies could be updated later in 2025.





The Market—Las Cruces, NM

Las Cruces, nestled in the heart of southern New Mexico, captivates residents and newcomers alike with its unique blend of natural beauty, cultural richness, and a welcoming spirit. This charming city boasts a picturesque backdrop of the Organ Mountains, providing outdoor enthusiasts with countless hiking and recreational opportunities. It's vibrant arts scene, exemplified by the Mesilla Valley, beckons those seeking cultural immersion, while the annual Renaissance Arts Faire, downtown Farmers Market, freshly revitalized downtown scene, and the Dia de los Muertos celebrations add to its cultural charm.

Moreover, the cost of living in Las Cruces remains reasonable, and the city's commitment to education, anchored by New Mexico State University (NMSU), appeals to families and academics alike. With its sunny climate and strong sense of community, it's no wonder that people and Las Cruces an inviting and fulfilling place to call home.

The city is strategically positioned in southern New Mexico, offers residents an array of remarkable advantages due to its proximity to various significant destinations. Just a short drive away, the bustling city of El Paso, Texas, boasted with its diverse cultural and urban amenities, making it an accessible hub for entertainment and other employment opportunities. Meanwhile, Las Cruces stands as a gateway to scientific exploration, with NASA's White Sand Test Facility nearby, contributing to the city's appeal for science enthusiasts and professionals. The vast White Sands National Park, just a 45-minute drive away, renowned for its surreal gypsum dunes, provides residents with unique natural playground for hiking, photography, learning, and entertainment.

For those intrigued by military history and technology, the nearby White Sands Missile Range offers an unparalleled glimpse into cutting-edge research and testing. Additionally, Las Cruces finds itself at the forefront of space exploration, thanks to nearby Spaceport America, making it an exciting hub for commercial spaceflight ventures.

Boasting a diverse and resilient economy that draws strengths from various sectors, Las Cruces serves as a conduit for multiple job opportunities. Agriculture remains a significant contributor, with chile and pecan farming being notable staples. The presence of NMSU nurtures education and research related industries, fostering a skilled workforce. The city's proximity to the U.S.-Mexico border supports trade and commerce, with logistics and transportation playing a vital role. Healthcare and government sectors are also prominent employers, with institutions like Memorial Medical Center & Mountain View Hospital and government agencies providing stable jobs.

Being the 2nd largest city in the state, Las Cruces Public Schools provides close to 4,000 jobs to a wide array of individuals. Las Cruces' economic diversity and growth in sectors like education and healthcare have spurred job opportunities, increasing the demand for housing. NMSU plays a significant role in the need for off campus housing, both near and far from the main campus. Investing in multi-family properties in Las Cruces has proven to be a highly advantageous endeavor.

The city's steady population growth and economic diversification have led to a consistent demand for rental housing, ensuring a relatively stable rental income stream.

Las Cruces' affordable cost of living and lower property acquisition costs compared to larger metropolitan areas can make entry into the multi-family real estate market more accessible. Additionally, the city's pleasant climate, low crime rate, and proximity to various attractions make it an appealing location for tenants, further enhancing the market's potential for long term success.



Las Cruces, New Mexico in the news

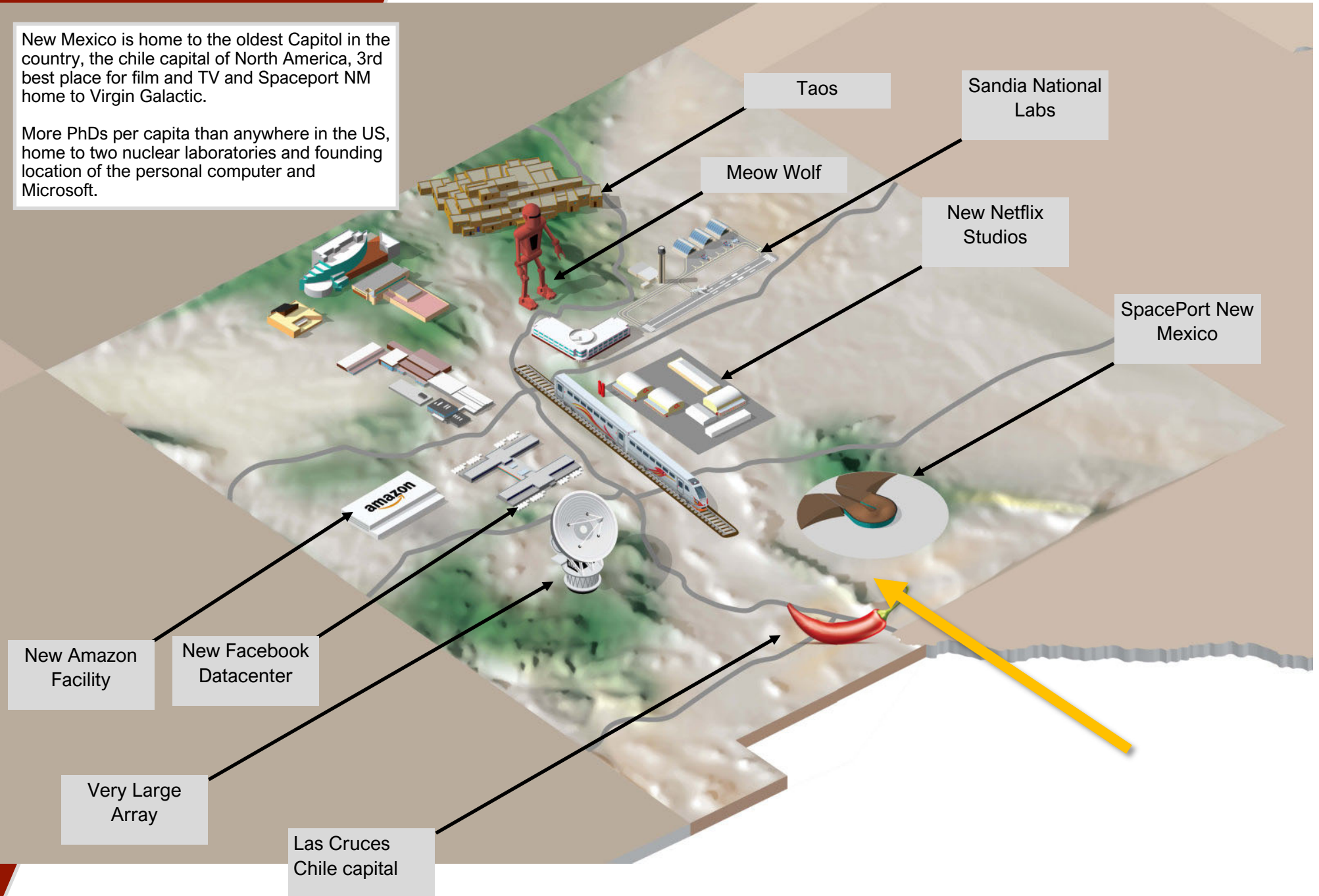
- ☑ 34th safest city in the U.S.-Wallet Hub: Oct 2022
- ☑ 4th Best Run City in the U.S., 2020, WalletHub
- ☑ 2019 APA-NM Planning Award for Innovation for the Las Cruces Arts and Cultural District
- ☑ 2019 Creative Tourism Award for "Best Strategy for Creative Tourism Development" from the Barcelona-based Creative Tourism Network
- ☑ #15 in nation as best place to retire 2018, TopRetirements.com
- ☑ 131 best cities in America to raise a family in 2023, Niche
- ☑ US News & World Report-10 cites for Real Estate Steals-Las Cruces
- ☑ Forbes/Milken Report-Best Small Metro Area for Business & Careers
- ☑ Forbes 4-#39 Best Small Places for Business and Careers
- ☑ CNN/Money-Top 25 Cities for Jobs



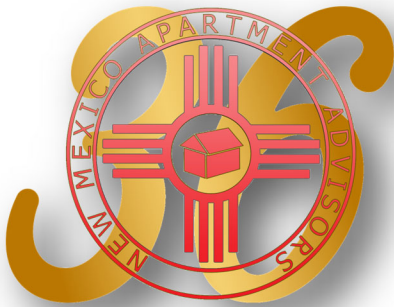
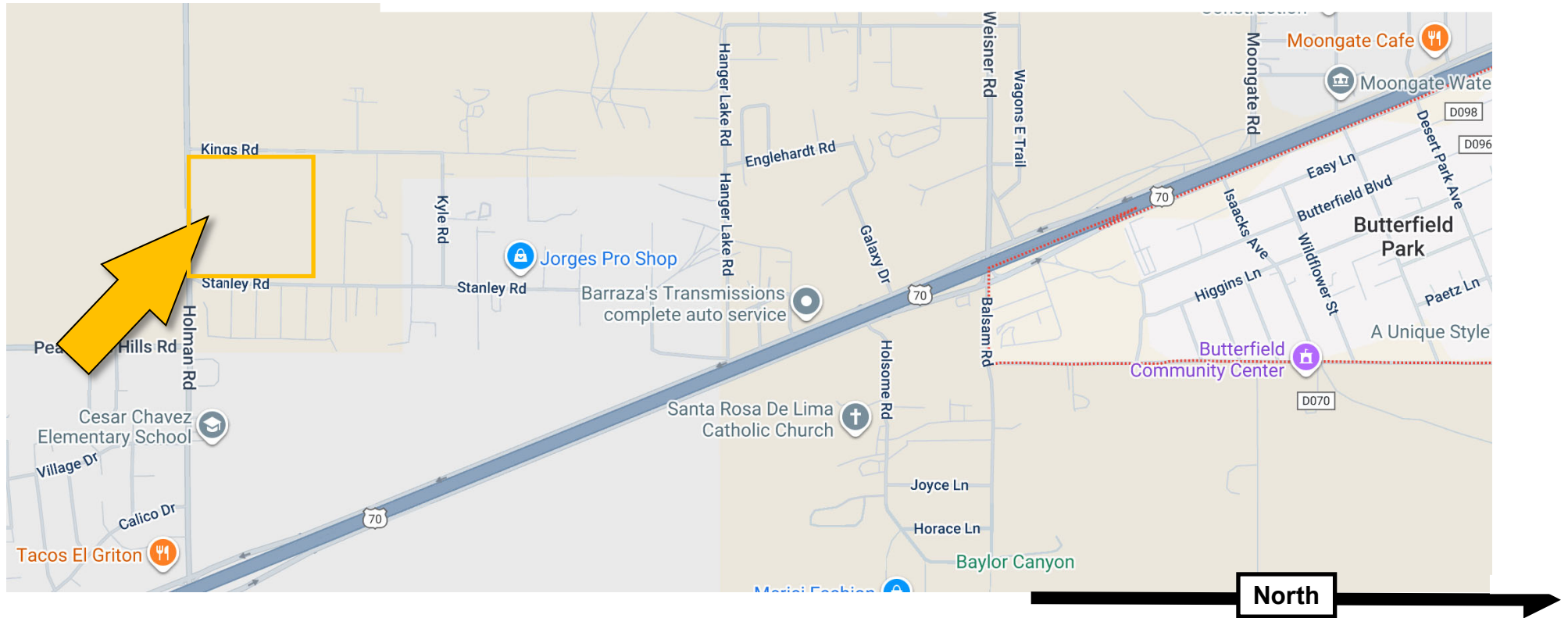
New Mexico is on the international map

New Mexico is home to the oldest Capitol in the country, the Chile capital of North America, 3rd best place for film and TV and Spaceport NM home to Virgin Galactic.

More PhDs per capita than anywhere in the US, home to two nuclear laboratories and founding location of the personal computer and Microsoft.



Butterfield Park: Map / Brokerage Info



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