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NEWS FROM LAS CRUCES

Residential Real Estate

Las Cruces snags 6.49 acres for senior housing as city faces rental shortage



Royal Crossing in Las Cruces.
CITY OF LAS CRUCES



By [Matthew Reichbach](#) – Reporter, Albuquerque Business First
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Story Highlights

- Las Cruces will purchase 6.49 acres in Royal Crossing for senior housing.
- The state provided \$2.84 million in funding for the project.

- Enriched Communities LLC will pursue Low-Income Housing Tax Credits for financing.

The city of Las Cruces will purchase 6.49 acres in the Royal Crossing subdivision for a future senior housing project, the city announced Sept. 8.

The agreement to purchase the land from LC Land LLC is for \$2.83 million, a city official told Business First. The deal should close by the end of the month.

The state provided the \$2.84 million to the city for the project. The funding came from the New Mexico Department of Workforce Solutions Office of Housing.

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Natalie Green, Las Cruces Housing and Neighborhood Revitalization administrator, told Business First the project is necessary because of a housing deficit for renters in the city. The need is there for [seniors](#) as well.

The city's Housing Needs Assessment found the city needs 4,500 rentals, down from 5,600 in the previous annual assessment.

"We actually just finished a senior complex not too long ago and it was leased up before it even opened," Green said. "We're seeing that seniors aged 55 and over are some of our fastest-growing populations that's facing housing insecurity and homelessness because they're on fixed incomes that aren't keeping up with the spike in rents."

The Royal Crossing project includes lots 23, 24 and 25 in the subdivision, which the city intends to use for housing targeted at those age 55 and older. The city did not say how many units would be on the land.

"This investment gives Las Cruces an opportunity to secure land today for the affordable housing our community will need tomorrow," said Las Cruces Mayor Eric Enriquez. "By working with the state and our development partners, we can

leverage public investment to bring additional resources into Las Cruces and create more housing options for our residents.”

The [Royal Crossing subdivision](#) will include an undisclosed national grocery chain and another larger senior development. The listing broker told Business First in July 2025 that it would be the “biggest infill project in city history.”

Enriched Communities LLC will serve as the development partner for three years after the purchase closes. In that time, Enriched Communities will pursue Low-Income Housing Tax Credits, which provide tax savings for housing developments for for low-income households,through Housing New Mexico as one of the tools to finance the development of the property.

If the company secures financing, then it will negotiate the agreements necessary to move the project forward.

“Las Cruces has led the state in articulating a vision for expanding affordable and attainable housing,” said Department of Workforce Solutions Cabinet Secretary Sarita Nair. “The Office of Housing is excited to see our investments in this vision come to life.”

THE LIST

Here are the biggest Commercial Real Estate Developers in New Mexico

Total local square footage developed, 2025

Rank	Prior Rank	Developer
1	1	Titan Development
2	2	Homewise Inc.
3	3	Mechenbeir Construction
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