



A. OVERVIEW

The City of Truth or Consequences Comprehensive Plan is a compilation of public input, socioeconomic data, current conditions analysis, and recommended policies and actions. The Plan is intended to preserve and enhance the quality-of-life for all residents. The policies are tied to a set of goals and objectives for the following elements: land use, housing, economic development, infrastructure/transportation, and community character. All action or “implementation” steps provide specific, tangible things that the City and its residents can do to achieve the future they have planned in this document.

This Comprehensive Plan is a long-range planning document that is intended to guide growth and development for 5-20+ years. However, it is also intended to be a “living” document that is flexible according to the community’s needs. As conditions in the area change, so too should the recommendations in this Plan. In order to achieve this flexibility the Plan is passed as a resolution rather than an ordinance. It is equally important, however, that the policies contained in the Plan become City policy, and that decisions made by the community are consistent with the intent of the Comprehensive Plan.



Ralph Edwards Park

In order to get the maximum benefit from the Plan, regular updates need to occur. The Plan should be reviewed and revised every five years, and/or as significant community changes occur, such as a large new industry locating in the area, a dramatic shift in demographics, or new regional issues and initiatives. The main objectives of this Plan include:

1. Prioritize the provision, maintenance and upgrade of City-wide infrastructure including water, wastewater, electricity and transportation systems.
2. Enhance the City’s ability to control aesthetics through the enforcement of nuisance ordinances, establishment of streetscaping initiatives, design guidelines for residential structures, and the creation of beautification programs.
3. Encourage economic development through marketing, the provision of incentives for infill development and the provision of adequate lands for light manufacturing industries.
4. Continue to welcome tourism and seasonal visits by Recreational Vehicle enthusiasts and others who appreciate Truth or Consequences’ natural beauty, hot springs, and affordable lifestyle.



1. Key Findings

The following is a summary of needs and key findings that guide the overall approach of this Plan:

Needs:

- A redevelopment program to revitalize and reuse existing properties;
- Design standards for residential properties;
- To raise awareness of existing nuisance abatement regulations;
- Protection and enhancement of the historic hot springs area;
- Masterplanning for the annexed areas;
- Community facilities such as a recreation center and a civic complex;
- Collaboration between Sierra County in planning for areas of City-County interface;
- Coordination of land use and infrastructure decisions with the Village of Williamsburg and Elephant Butte;
- Creation of a Broadway Avenue merchants association; and
- Celebration of the Arts community.

Findings:

- Recent drops in the water level of Elephant Butte Lake could threaten the long-term viability of area as a tourist draw unless Truth or Consequences and Sierra County seek ways to build upon other recreational attractions and amenities in the area.
- The City's infrastructure is antiquated and must be improved if the City is to be successful in economic development projects.
- The City has one of the top small airports in New Mexico, with room for expansion.
- If population increases as projected, there will be a need for additional housing units.

B. POLICIES AND IMPLEMENTATION ACTIONS

The following is a summary of the policies and implementation actions contained in this Plan. The implementation tables included in this section are summaries, further explanation of implementation actions are found within each plan section, i.e. Land Use, Housing. The policies and implementation actions were developed from a set of goals and objectives. The policies are flexible statements of intent which the City adopts and follows. Finally, implementation actions are the very specific details of how to reach the goals, achieve the objectives, and honor the policies.

1. Guiding Principles for Implementation

When implementing the Comprehensive Plan, several guiding principles should be followed. These principles for implementing the Plan include:

- The Plan should be reviewed annually and updated every five to ten years or



as needed as conditions in the community change. The City should establish a review schedule for reviewing the Plan annually;

- The City shall base future grant applications and funding requests upon recommendations made in the plan;
- The Comprehensive Plan should be linked to the City's ICIP and other budgetary decision making;
- The City of Truth or Consequences Comprehensive Plan shall be reviewed and revised as needed or every five to ten years;

2. Implementation Evaluation

Ultimately, the City Commissioners are responsible for overseeing implementation of the plan. Specific tasks in implementation include:

- Development of benchmark criteria to determine whether implementation strategies and recommendations are being met;
- Preparation of implementation progress reports made to the Commissioners and Mayor on how implementation is taking place including identification of milestones;
- Monitoring of funding sources and programs that could be utilized for implementation purposes;
- Monitoring of State legislation and plans in order to ensure consistency with State policy and programs;
- Representation of the City of Truth or Consequences in regional planning efforts;
- Monitoring of changed conditions in the community, which could impact the Plan and/or require revisions to the text and/or maps; and
- Recommendations for revisions and amendments to the Plan as needed.

3. Summary of Policies and Implementation Actions

This section contains a summary of the policies designed to implement the Plan, followed by a set of implementation actions within a defined timeframe. The summary is organized by planning element. For more detailed information and background, refer to the specific sections on these elements.

a. Land Use (Section 2)

Policy 2.1 It is the policy of the City of Truth or Consequences to market the economic benefits of infill development (i.e. a building permit fee waiver), as a mechanism to attract new business to the community.



Policy 2.2: It is the policy of the City of Truth or Consequences to facilitate the redevelopment of land that is underutilized or contains abandoned or dilapidated buildings through the establishment of overlay zones and redevelopment districts.

Policy 2.3: It is the policy of the City of Truth or Consequences to promote and protect the public health, safety and welfare of the general public through design standards and zoning practices.

Policy 2.4: It is the policy of the City of Truth or Consequences to provide adequate resources for the enforcement of nuisance, waste, and other ordinances that protect the public health, safety, and welfare of the community.

Policy 2.5: It is the policy of the City of Truth or Consequences to recognize the historic merits of the city through creation of a historic district overlay zone.

Policy 2.6: It is the policy of the City of Truth or Consequences to encourage masterplanning efforts for the recently-annexed area and/or the future business park, including the coordination of infrastructure extensions at the Municipal Airport.

Policy 2.7: It is the policy of the City of Truth or Consequences to make any and all necessary zone map amendments for the recently-annexed area and future Broadway Avenue business park.

Policy 2.8: It is the policy of the City of Truth or Consequences to provide adequate infrastructure for industrial development at the future business park, including water pressure and wastewater services that meet insurance requirements, and can accommodate the water flow necessary for fire protection.

Policy 2.9: It is the policy of the City of Truth or Consequences to utilize all available resources for providing upgraded municipal office facilities.

Policy 2.10: It is the policy of the City of Truth or Consequences to communicate and collaborate with the City police and fire departments towards the coordination of services, equipment, and training.

Policy 2.11: It is the policy of the City of Truth or Consequences to continue to provide a variety of community-wide services and to plan for the construction of new facilities as resources are available.

Policy 2.12: It is the policy of the City of Truth or Consequences to communicate and collaborate with the Village of Williamsburg regarding the Village's plans for growth.

Policy 2.13: It is the policy of the City of Truth or Consequences to work with Sierra County to ensure that county land uses adjacent to the municipal boundaries are compatible with uses in the City.



	Critical Need	2004-2009	2010-2015	2016-2025	On-going
Land Use Implementation Actions					
Adopt Infill Ordinance		x			
Designate Overlay Zones/ Redevelopment Districts		x			
Adopt Residential Design Standards		x			
Create Enforcement Handbook		x			
Designate Historic Overlay Zone	x				
Update Airport Infrastructure Plan	x				
Amend Zone Map	x				
Create Business Park Infrastructure List	x				
Study Upgrade of Municipal Office		x			
Conduct Annual Strategic Planning Meeting			x		
Conduct Feasibility Study for Upgrading the Pool to Utilize Geothermic Waters			x		
Plan Regional Coordination Meeting			x		
Conduct Extra-territorial Planning Effort			x		

b. Infrastructure (Section 3)

Policy 3.1: It is the policy of the City of Truth or Consequences to communicate and collaborate with the Village of Williamsburg and Elephant Butte regarding plans for growth, and future infrastructure needs.

Policy 3.2: It is the policy of the City of Truth or Consequences to evaluate proposed new development to insure adequate infrastructure capacity.

Policy 3.3: It is the policy of the City of Truth or Consequences to provide adequate infrastructure for industrial development at the future business park, including water pressure and wastewater services that meet insurance requirements, and can accommodate the water flow necessary for fire protection.

Policy 3.4: It is the policy of the City of Truth or Consequences to commit all available resources to upgrade electric circuits to ensure adequate supply for existing and future developments (residential, commercial, and light industrial).

Policy 3.5: It is the policy of the City of Truth or Consequences to work in collabo-



ration with Sierra County to update infrastructure maps and create growth scenarios using the County GIS system.

Policy 3.6: It is the policy of the City of Truth or Consequences to implement an annual infrastructure improvement program that details the routine replacement and upgrade of water and wastewater system components.

Policy 3.7: It is the policy of the City of Truth or Consequences to promote the preservation of water through the adoption of appropriate water conservation measures and techniques, in conjunction with the Village of Williamsburg.

Policy 3.8: It is the policy of the City of Truth or Consequences to participate in a region-wide drought management plan.

Policy 3.9: It is the policy of the City of Truth or Consequences to consider restricting water use for construction activities to the use of recycled water. Recycled water should be metered and sold to contractors.

Policy 3.10: It is the policy of the City of Truth or Consequences to work with area providers that supply the City with high speed telecommunications technology to ensure that this infrastructure is available to all City residents.

Policy 3.11: It is the policy of the City of Truth or Consequences to work with area service providers to plan for future growth and to ensure that the communication needs of commercial and industrial customers are included in their planned system upgrades and expansions.

Policy 3.12: It is the policy of the City of Truth or Consequences to pursue improvements to the streetscape along major and minor arterials.

Policy 3.13: It is the policy of the City of Truth or Consequences to comply with all State and Federal safety, visibility, and ADA requirements when designing and installing streetscape improvements.

Policy 3.14: It is the policy of the City of Truth or Consequences to maintain and upgrade arterials throughout the City in a phased, scheduled manner.

Policy 3.15: It is the policy of the City of Truth or Consequences to participate in, and facilitate, all regional transportation planning efforts.

Policy 3.16: It is the policy of the City of Truth or Consequences to install bike paths wherever feasible, and desired by the community.

Policy 3.17: It is the policy of the City of Truth or Consequences to provide opportunities for alternative transportation near the river frontage within the city limits.

Policy 3.18: It is the policy of the City of Truth or Consequences to coordinate with neighboring jurisdictions such as the Village of Williamsburg, City of Elephant Butte, and Sierra County to develop hiking/biking/walking trails that support the entire region.



Policy 3.19: It is the policy of the City of Truth or Consequences to begin a program of right-of-way acquisition for any areas where bike/walk routes have been designated.

	Critical Need	2004-2009	2010-2015	2016-2025	On-going
Infrastructure Implementation Actions					
Infrastructure Coordination	x				
Create Airport Infrastructure Plan		x			
Create Business Park Infrastructure List	x				
Conduct Drainage Master Plan		x			
Improve Electrical Distribution System	x				
Coordinate County-wide GIS Planning			x		
Conduct Infrastructure Improvement Plan	x				
Conduct Drought Management Plan	x				
Prepare Public Education Campaign for Water Efficiency		x			
Organize Construction Industry and Hospitality Industry Water Conservation Program		x			
Nominate Telecommunications Planning Committee		x			
Create Street Improvements Task Force					x
Adopt City-wide Paving Plan	x				
Conduct Northside Traffic/Transportation Study			x		
Conduct Regional Transportation Plan			x		
Initiate Bike Route Planning Initiative		x			
Conduct Regional Plan for Alternative Transportation				x	
Create Right-of Way Acquisition Protocol	x				



c. Community Character (Section 4)

Policy 4.1: It is the policy of the City of Truth or Consequences to encourage the preservation, protection, and promotion of the Hot Springs Historic area.

Policy 4.2: It is the policy of the City of Truth or Consequences to recognize the historic merits of the city through the creation of a historic district overlay zone.

Policy 4.3: It is the policy of the City of Truth or Consequences to help form, and to participate in, a marketing committee dedicated to marketing the Historic Hot Springs area.

Policy 4.4: It is the policy of the City of Truth or Consequences to identify and utilize all available funding sources, such as the Lodger’s Tax, to conduct marketing efforts for the Historic Hot Springs area.

Policy 4.5: It is the policy of the City of Truth or Consequences to have landscaping requirements for all commercial corridors.

Policy 4.6: It is the policy of the City of Truth or Consequences to collaborate with community groups such as business owners associations, neighborhood associations, arts groups, etc. in order to implement and maintain beautification treatments such as landscaping, streetscaping, facade improvements, and public art.

Policy 4.7: It is the policy of the City of Truth or Consequences to identify gateway areas and facilitate beautification efforts such as landscaping and public art for those gateways.

Policy 4.8: It is the policy of the City of Truth or Consequences to support public art programs and projects.

	Critical Need	2004-2009	2010-2015	2016-2025	On-going
Community Character Implementation Actions					
Establish Historic Preservation Committee	x				
Designate Historic Overlay Zone	x				
Establish Marketing Committee		x			
Create Marketing Campaign		x			
Adopt Landscaping Ordinance	x				
Form Business Partnerships			x		
Designate Gateways	x				
Adopt Public Art Program		x			



d. Economic Development (Section 5)

Policy 5.1: It is the policy of the City of Truth or Consequences to provide appropriate sites for target industries in order to create and retain desirable jobs for the community.

Policy 5.2: It is the policy of the City of Truth or Consequences to work with other area jurisdictions in efforts to create and retain area jobs.

Policy 5.3: It is the policy of the City of Truth or Consequences to develop programs and materials which promote local businesses in order to retain jobs.

Policy 5.4: It is the policy of the City of Truth or Consequences to collaborate with other jurisdictions such as Sierra County and SCEDO in identifying and utilizing a variety of area assets and economic resources.

Policy 5.5: It is the policy of the City of Truth or Consequences to promote community assets and businesses in order to create a diverse local economy.

	Critical Need	2004-2009	2010-2015	2016-2025	On-going
Economic Development Implementation Actions					
Improve Airport Facilities	x		x		
Collaborate with SCEDO					x
Create Local Business Program		x			
Develop Business Recruitment Marketing Materials	x				x
Create Job Training Program		x			
Create Local Marketing Plan	x				
Establish Broadway Avenue Merchant's Association	x				

e. Housing (Section 6)

Policy 6.1: It is the policy of the City of Truth or Consequences to provide incentives for the development of affordable housing, senior housing, and group housing.

Policy 6.2: It is the policy of the City of Truth or Consequences to market the City to housing developers/builders.

Policy 6.3: It is the policy of the City of Truth or Consequences to work with housing organizations throughout the state and region to ensure that housing is available for all segments of the population regardless of race, income, or gender.



Policy 6.4: It is the policy of the City of Truth or Consequences to promote and protect the public health, safety and welfare of the general public through design standards and zoning practices.

Policy 6.5: It is the policy of the City of Truth or Consequences to provide adequate resources for the enforcement of nuisance, waste, and other ordinances that protect the public health, safety, and welfare of the community.

Policy 6.6: It is the policy of the City of Truth or Consequences to facilitate the identification and abatement of deteriorated, substandard and unsanitary residential properties.

	Critical Need	2004-2009	2010-2015	2016-2025	On-going
Housing Implementation Actions					
Amend Zone Code	x				
Amend Subdivision Code	x				
Create Housing Incentive Program		x			
Create and Adopt Residential Design Standards	x				
Enhance Design Standards for RV Parks and Mobile Home Parks		x			
Initiate Rehabilitation of Residential Properties Program	x				
Prepare Code Enforcement Handbook		x			

C. PLAN UPDATES AND REVISIONS

As with the implementation strategies, this implementation section contains action strategies designed to help the City accomplish the recommendations of the Plan.

1. Updating and Revising the Comprehensive Plan

This section provides an overview of what types of items to review and/or revise in the comprehensive plan.

- A Plan should be reviewed and/or updated every 5 years over the life of the Plan.
- Goals/Objectives, policies shall not be revised without a public hearing process.



- Changes and revisions should be made by passing addenda to the Plan document. The addenda can be collated into the plan at the beginning of the document.

a. Changes to Demographics/Existing Conditions

The existing conditions section or the part of the plan containing demographics is one of the areas where change always occurs. New census figures come out every ten years and estimates are prepared regularly. Plans that get adopted prior to the release of new Census data should be reviewed after the data gets released in order to contain the most current and accurate data. Typically, plans that get prepared prior to new Census data, have to rely on the previous census or on estimates. The community may want to consult the Bureau of Business and Economic Research for estimates of demographics and use those in the plan, however, sometimes those estimates can be off. A plan that is prepared in the year 2008, for example, will have to rely on 2000 US Census data or estimates that are prepared. For a rapidly changing community, the 2000 data may be outdated. Data that should be reviewed and revised includes:

- Population data;
- Unemployment data;
- Large employer data; and
- Housing data (i.e. number of units).

b. Review of Implementation

Another area for review and update is the action agenda/implementation strategies. As items are implemented, it is good to note those by providing some way to note what has occurred or what is planned. A regular report on implementation is a good way to discuss what has been implemented and the community should also keep a record of implementation actions that are completed.

The review should also focus on those items that have not been implemented, especially those whose time frames are close to being due per the action agenda.

c. Review of What is Working/What is Not Working

It is also important to review what is working in the plan and what is not. A plan should not hold a community back. When implemented, if the goals, objectives, and policies are having the opposite effect, they should be reviewed and modified. Another aspect of this is if the goals, objectives, and policies need to be revised or rewritten in order to make them stronger, this should also be done at review.

d. Review of Maps

The maps within the Comprehensive Plan should also be reviewed and revised if necessary, particularly the preferred land use scenario. The community is strongly encouraged to follow the map as much as possible but there could be instances when the community needs to evaluate the map. For example, if a large employer has come in and established itself on an area of vacant land, that area should be evaluated in order to avoid land use conflicts with the new use. Perhaps the area should be redesignated as commercial or industrial if possible.

