

Introduction

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1.1 MASTER PLAN OVERVIEW

The City of Truth or Consequences initiated a year long planning process for the Downtown area in July 2013. This planning process culminated in the adoption of the Downtown Master Plan / Metropolitan Redevelopment Area Plan by the City Commission in September 2014. The Downtown Master Plan is a multi-faceted document that analyzes existing physical conditions and market conditions and realities; considers public input; and provides a broad and robust range of strategic implementation actions designed to revitalize and bring greater prosperity to Downtown Truth or Consequences. The City, Truth or Consequences MainStreet, business owners, and the general public worked with the consultants to capture and express into words and images the community's vision and desires for the future.

The Downtown Master Plan is designed to create a more welcoming, charming, and attractive destination for visitors and residents alike, while at the same time, preserving and celebrating the one-of-a-kind and never to be duplicated, character of Truth or Consequences. The Master Plan identifies opportunities for physical improvements to streetscapes, intersections, and other public spaces; creation of a comprehensive wayfinding system; preservation of historic properties and key elements of the Hot Springs Bathhouse and Commercial Historic District (see page 35 for the *Historic District boundary*); identification of catalytic building projects; increased parking opportunities; solutions for drainage challenges; etc. These strategies have been vetted through the planning process and are identified in the Master Plan according to community priorities and potential funding resources.

The true strength of Truth or Consequences lies in the people that make up the community. Every member of the community has an important role to play in making sure the vision for Downtown is achieved, but the Master Plan and its associated projects and efforts will be successful only when there is mutual respect and cooperation. The people are fiercely proud of being a part of Truth or Consequences, and everyone has a key role in revitalizing Downtown.



Aerial showing the existing MainStreet District and Metropolitan Redevelopment Plan boundary.