

Camino Real Regional Plan *for* Sustainable Development



WELCOME

/// The Partnership for Sustainable Communities, which represents an association between the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT), and the U.S. Environmental Protection Agency (EPA), has awarded the Camino Real Consortium \$2 million to develop the Camino Real Regional Plan for Sustainable Development.

This project will support regional planning efforts for Doña Ana County that integrate housing, land use, economic and workforce development, transportation, and infrastructure developments in a manner that empowers the region to consider how all of these factors work together to create more jobs, economic opportunities, and increased quality of life for generations to come.

The Regional Sustainability Summit marks the official public kick-off and start of the community engagement initiative of the project. The award will be invested over the course of the next three (3) years in a coordinated effort to bring agencies, political entities, and the community together for shared planning initiatives and growth strategies. Take advantage of this opportunity to participate and join us!



Why is it Important?

/// Doña Ana County has experienced significant and continuing growth in recent years, with its population rising rapidly to its current 209,000. This growth has occurred on an environmentally fragile and culturally and historically significant landscape. With the recent increases in population have come significant impacts on agricultural lands, natural resources, public services, educational and economic opportunities, and transportation corridors. The benefits of growth have not been shared equally and the adverse impacts have fallen disproportionately upon underrepresented and less advantaged communities.

The goal of Regional Plan for Sustainable Development is scalable, replicable models of sustainable planning and the development of tools to implement those models across the intertwined valley settlements of Doña Ana County. The **regional plan will focus on seven (7) planning initiatives to accomplish this goal:**

- Engagement and Education
- Colonia (Community) Master Plan
- Border Economic Development Plan
- Corridor Management Plan
- Comprehensive Plan
- Unified Code
- Regional Capital Needs Plan

This planning project will focus on working with people, especially the underrepresented of this historically and culturally sensitive area. This project will support and preserve traditional communities while ensuring access to affordable housing, transportation, medical care, healthy foods, education and economic opportunity. This planning endeavor will be guided by the six (6) Livability Principles. Ultimately, the plan will provide a rationale for capital spending decisions that protect existing communities and agricultural lands while concurrently encouraging growth patterns that support thoughtful land use and transportation decisions. This project will build local capacity to plan, to promote community engagement and to make informed decisions for the future of Doña Ana County.

LET'S DO IT!

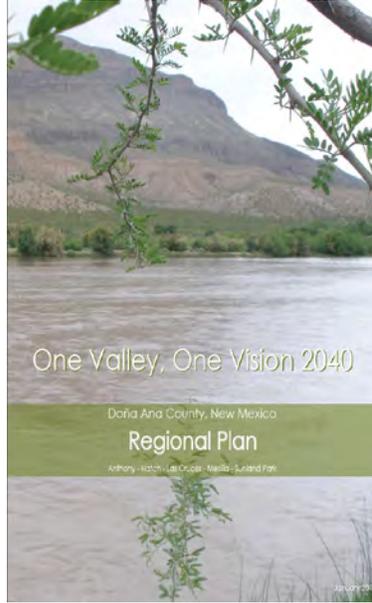
Who: YOU + Camino Real Consortium **Where:** YOUR Community
What: Regional Planning Together **Why:** Building the Best Future Together
When: Starting Now! ————— 3 Years —————> Making It Happen!

Resources Continued →



One Valley, One Vision 2040

/// Starting with public workshops in 2008, the residents of Doña Ana County have been engaged in a visioning process to help us better define future directions for this region. This effort resulted in One Valley, One Vision 2040 which has set the stage for successive planning endeavors by establishing a common vision and coordinated growth strategies. The Camino Real Regional Plan for Sustainable Development will build upon these prior efforts and begin to give form to the regional vision through the seven (7) focused planning initiatives as part of this project.



Camino Real Consortium

/// The Camino Real Consortium includes local governments, non-profits, and educational institutions. The consortium recognizes the value and importance of regional planning hinged on the Livability Principles. Key stakeholders in the coalition that collaborated in One Valley, One Vision 2040 now constitute the consortium whose members include **Doña Ana County**, **City of Las Cruces**, **New Mexico State University**, the **South Central Council of Governments**, the **Las Cruces and El Paso Metropolitan Planning Organizations**, **Tierra del Sol Housing Corporation**, **Colonias Development Council**, and the **South Central Regional Transit District**. The present consortium represents a broad range of groups and populations in the region and as the project progresses the consortium may grow as other entities join in the collaborative effort in developing the Camino Real Regional Plan for Sustainable Development.

DON'T FORGET

Take some time today to fill out the **INVITATION to PARTICIPATE** worksheet and **PROJECT INTEREST FORM**.

WE VALUE YOUR FEEDBACK

LIVABILITY PRINCIPLES

/// In 2009 the U.S. Department of Housing and Urban Development (HUD) joined with the Environmental Protection Agency (EPA) and the U.S. Department of Transportation (DOT) to form the Partnership for Sustainable Communities. The Partnership established six (6) Livability Principles that act as a foundation for interagency coordination and thereby form the framework of the Camino Real Regional Plan for Sustainable Development.



/// Provide more **TRANSPORTATION CHOICES**



/// Promote Equitable, **AFFORDABLE HOUSING**



/// Enhance **ECONOMIC COMPETITIVENESS**



/// Support **EXISTING COMMUNITIES**



/// **COORDINATE POLICIES & LEVERAGE INVESTMENT**



/// Value **COMMUNITIES & NEIGHBORHOODS**

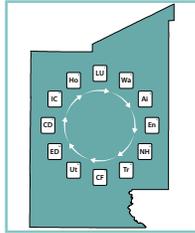


Engagement and Education

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The aim of the project is to engage the region's government entities, non-profit organizations and allied public and private sector partners throughout the Doña Ana County region in an unprecedented joint planning effort to craft a Regional Plan for Sustainable Development. This project will build local capacity to plan, promote community engagement through empowerment and make sustainable development choices in a collective effort for the region's future.

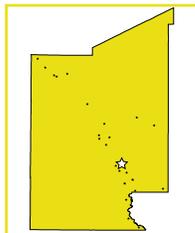


Comprehensive Plan for Sustainable Development

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The purpose of the Comprehensive Plan for Sustainable Development is a broad statement of community goals and policies that direct the orderly and coordinated physical, economic and social development of the County.

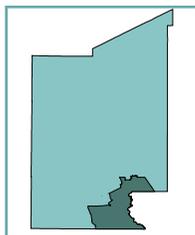


Colonia (Community) Master Plan

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Consultant: County Staff



The Colonia (Community) Master Plan is one of seven components that are a part of the Camino Real Regional Plan for Sustainable Development. The driving force of this Plan is integrating sustainability and livability principles. This involves creating strategies that look at employment, transportation, economic development and housing as one whole instead of solving problems for each individually. In this way, limited resources can have a greater impact.



Border Economic Development Plan

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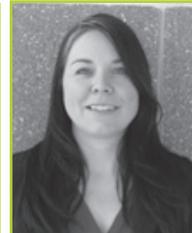


The Border Economic Development Plan will outline steps to kickstart the County's economy and capitalize on our strategic advantages. This plan aims to improve the quality of life in Doña Ana County through its efforts to encourage an increase in higher paying, higher skill jobs available to the residents of the Borderland.



Corridor Management Plan

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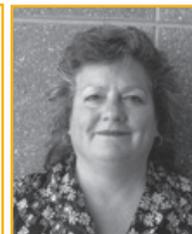


The El Camino Real Corridor Management Plan is being developed for the primary purpose of enhancing the quality of life and economic competitiveness along the corridor through a sustainable, smart growth planning approach while concurrently fostering the preservation and enhancement of the corridor's intrinsic qualities.

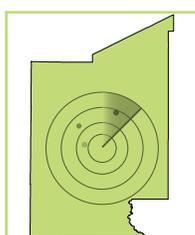


Unified Code for Sustainable Development

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The Unified Code for Sustainable Development will be a comprehensive and sustainable model document that will integrate all of the development codes including zoning, subdivision regulations, and development design standards into a single interrelated code that will be available for use by the six local governments within the county.

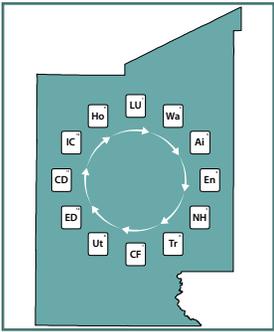


Regional Capital Needs Plan

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Camino Real Consortium



Doña Ana County is home to many organizations, each with different capital needs and plans. The Regional Capital Needs Plan will improve communication and collaboration between these organizations to provide a comprehensive inventory of existing infrastructure, identify gaps and needs, and coordinate implementation.



Comprehensive Plan *for* Sustainable Development

Project Description:

Based upon our regional priorities and building upon the One Valley, One Vision 2040 plan elements, our area-wide effort will integrate twelve resource areas: land use, water, air, critical and sensitive areas (environmental), natural hazards, transportation, community facilities, utilities, housing, economic development, community design and historic preservation, and intergovernmental cooperation. The purpose of the Comprehensive Plan for Sustainable Development is a broad statement of community goals and policies that direct the orderly and coordinated physical, economic and social development of the County. A Comprehensive Plan for Sustainable Development anticipates change and provides specific guidance for future legislative and administrative actions. The plan will reflect citizen involvement, technical analysis and the judgment of decision-makers.

A Comprehensive Plan for Sustainable Development is the necessary tool that takes into consideration future growth challenges faced by the County and the communities that lie within.

“Planning for “sustaining places” is a dynamic, democratic process through which communities plan to meet the needs of current and future generations without compromising the ecosystems upon which they depend by balancing social, economic, and environmental resources, incorporating resilience and linking local actions to regional and global concerns.” (Godschalk and Anderson, 2012)

Broken down, this definition can bring about the following characteristics typically found in sustainable plans:

- Plan dynamically and democratically. Constant updating based on evolving scientific knowledge and community issues ensures that citizens and decision-makers are in the loop. The process is ongoing and based on continuous evaluation and monitoring, vigorous public input and conflict resolution.
- Meeting the needs for future generations. Special care is needed to ensure that consideration for future generations are woven into goals and objectives and are not disregarded during the process of dealing with the needs of current generations giving consideration of long-range projections and growth scenarios.

At a Glance:

The purpose of the Comprehensive Plan for Sustainable Development is a broad statement of community goals and policies that direct the orderly and coordinated physical, economic and social development of the County.

Livability Principles:

1. Provide more transportation choices
2. Promote equitable, affordable housing
3. Enhance economic competitiveness
4. Support existing communities
5. Coordinate policies and leverage investment
6. Value communities and neighborhoods
7. Smart growth
8. Organize a multifaceted water management system
9. Improve air quality
10. Conserve natural resources
11. Natural hazard mitigation
12. Sustainable utilities
13. Quality building and quality community
14. Provide meaning to the livability principles

Camino Real Regional Plan *for* Sustainable Development

- Coordinate social, economic, and environmental systems. Planning for sustaining places shapes private and public projects to balance potentially competing social, economic, and environmental objectives.
- Incorporate resilience. Fostering resilient communities, economies, built environments and natural ecosystems so they are able to anticipate, adapt to, and recover from negative impacts from extreme weather events, energy shortages, natural and man-made disasters, and other destabilizing events.
- Link local, regional, and global concerns. Sustaining places acknowledges and accounts for shared influences between local actions, and larger issues of regional, national, and global environments, economies, and equity.

The Comprehensive Plan for Sustainable Development will focus less on the traditional “silo-type” comprehensive plan and more on the following characteristics of planning for sustaining places:

- Adopting sustainability principles to guide planning and decision making necessary to close gaps in sustainability.
- Coordination and integration of policies and actions from other functional plans (hazard mitigation, housing, environmental quality, and others) into the overall framework of the comprehensive plan.
- Influencing development decisions so as to improve and to sustain people’s livelihoods, their living and working places, and their environmental resources.
- Acting on scientific evidence regarding anticipated changes in global economic and environmental systems and their local consequences through mitigation and adaptation.
- Recognizing the need to address multiple sustainability demands with limited funds in times of fiscal stress.
- Implementing sustainability goals that extend beyond scope, format, and techniques of traditional comprehensive plans.
- Identify and monitor sustainability metrics in order to measure progress towards reaching plan goals and objectives.
- Make explicit linkages to regional plans (V2040) and actions in order to incorporate environmental and economic processes operating beyond the local scale.
- Promote collaborative, multi-stakeholder processes that engage the full range of community interests and leaders so as to ensure public involvement and education about sustainability issues and needs.

The CPSD will provide the following:

- It will provide opportunities to broaden and to reformulate the County’s missions in order to lead Doña Ana County and it’s communities toward a sustainable future.
- Integrate long- and short-range perspectives and to coordinate other policies, plans and programs into a single accessible document.
- Provide social and economic benefits through its role as the repository of the community consensus about its desired future and how to achieve it.
- It informs stakeholders (Government, developers, business owners and the public) and serves as the public statement of community growth priorities, facilitates collaboration among public and no-governmental agencies and increases the ability to contribute to the overall public welfare.

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Camino Real Regional Plan for Sustainable Development

Led by the Consortium, a three-year \$2 million Sustainable Communities Regional Planning Grant (SCRPG) from the U.S. Department of Housing and Urban Development (HUD) for the Camino Real Regional Plan for Sustainable Development Project (Project) was secured. The Project will promote regional collaboration and sustainable communities through a range of planning activities including seven components: Comprehensive Plan for Sustainable Development, Border Economic Development Plan, Colonia (Community) Master Plan, Regional Capital Needs Plan, Corridor Management Plan, Unified Code for Sustainable Development, and Engagement and Education. The scope of work as presented within this document addresses the Model Community (colonia) Master Plan.

The definition of what a “colonia” is has been specified by several distinct state and federal agencies. According to New Mexico State Statute (NMSA § 6-30-3) defines a colonia as a rural community with a population of 25,000 or less, located within 150 miles of the United States-Mexico border, that lacks a potable water supply, adequate sewage systems, or decent, safe, sanitary housing. To fit this definition, the community must have existed as a colonia prior to November 1990 and submitted appropriate documentation to substantiate designation as a colonia. Many of the local agencies within Doña Ana County defer to the U.S. Department of Housing and Urban Development (HUD) definition of “colonia.” HUD’s definition is, “rural communities and neighborhoods located within 150 miles of the U.S.-Mexican border that lack adequate infrastructure and frequently also lack other basic services.” Other specific definitions of a colonia have also been provided by the U.S. Department of Agriculture (USDA) and the U.S. Environmental Protection Agency (EPA).

It has been determined by the Board of County Commissioners (BOCC) that there are 37 colonias within Doña Ana County. It is estimated that there are a total of 138 colonias within the State of New Mexico. The colonias within Doña Ana County include Anthony, Berino, Brazito, Butterfield Park, Cattleland, Chamberino, Chaparral, Del Cerro, Doña Ana, El Milagro, Fair Acres, Fort Selden, Garfield, Hill, Joy Drive, La Mesa, La Union, Las Palmeras, Leasburg, Mesquite, Montana Vista, Moongate, Mountain View, Old Picacho, Organ, Placitas, Radium Springs, Rincon, Rodey, Salem, San Isidro, San Miguel, San Pablo, Sunland Park, Tortugas, Vado, and Winterhaven. Of these, Anthony and Sunland Park are the only two communities that are incorporated as municipalities, all others remain unincorporated. The community of Berino will serve as the basis of study and implementation for the initial creation of the Colonia Master Plan.

The creation of the Colonia Master Plan will be done to a large extent by in-house staff of the Community Development Department of Doña Ana County, in cooperation with members of the Colonia Master Plan Committee Work Group. The use of an outside paid consultant will not be required. Input and services of outside entities with ties to the local communities within DAC will be considered. It is also desired that the citizens of DAC, and particularly Berino, will assist and provide input for the master planning process so that it is a product both of and for the community.

Mile Stones

Formation of a standing community organization (board of trustees, civic or community organization, etc.), bylaws and elected leadership that can represent all community residents before the BOCC

Preparation and adoption of site/sketch plans and other sub-area plans (Berino- plaza plan, temporary ball field, housing plan, economic development plan, etc.)

Rezoning of all land within the planning area with a direct nexus to the adopted 2040 land use plan (adoption by the Planning and Zoning commission and the BOCC)

Capital Needs Plan (30 year) and Capital Improvement Plan (5 year), Program and grant applications with a direct nexus to the adopted community plan (adoption by the Planning and Zoning Commission and BOCC)

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Camino Real Regional Plan *for* Sustainable Development

The Border Economic Development Plan will emphasize measurable steps toward the following desired outcomes:

- Sustain and attract economic activities that play a vital role to the region in providing jobs, services, and add to quality of life
- Diversify business communities to enhance economic vitality and workforce opportunities
- Support communities that attract and retain a well-trained workforce
- Enhance the economic potential of the region in a way that protects its environmental and agricultural functions
- Prescribe sustainable and efficient infrastructure to advance economic growth and revitalization

The Border Economic Development Plan hopes to address the following major issues facing our region:

- Labor force training/education that is insufficient for most industries interested in locating in the region;
- Strategic advantages which are not wholly utilized or do not feed off of one another as they could. I.e., proximity to the US-Mexico border, the County's Foreign Trade Zones, the County's International Airport, our region's location along I-10, and our position along major rail freight corridors
- Low County-wide employment numbers and low wages
- Poor inter-governmental coordination, lack of project coordination from different entities, and an absence of advance planning

The proposed results of this study include:

- Data analysis, compilation, and reporting
- Coordination with other entities
- Public engagement and education
- Serving the purpose of supplementing the Economic Development, Housing, and Land Use components in the *Comprehensive Plan for Sustainable Development*
- Prioritize and propose a timeline for attaining measurable objectives
- Propose Short-term, Mid-Term, and Long-Term Development Strategies
- Professional documentation detailing the above tools and results

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Unified Code *for* Sustainable Development

Project Description:

The UCSD will incorporate HUD's three recognized dimensions of sustainability, the Comprehensive Plan for Sustainable Development (CPSD), and the Federal Partnership's Livability Principles. It will be consistent with and provide a nexus to the CPSD to achieve a single, replicable development code that can be used as a model for other municipalities. The UCSD will combine all of the land use codes to create one interrelated document and will be focused on smart growth and sustainable development principles.

The UCSD will reflect the different characteristics and priorities found throughout the region e.g. rural, colonias, suburban, compact, and central city, including infill and redevelopment. While incorporating smart growth and sustainable principles, the UCSD can be a hybrid incorporating elements of traditional Euclidian zoning, performance-based zoning, context-based zoning, and other land use codes.

The UCSD will streamline the overall development approval and permitting process and will further protect and promote the public health, safety, comfort, convenience, prosperity and general welfare of residents and businesses throughout the region. The UCSD will connect with the livability principles of the CPSD by establishing sustainable standards of design for subdivision, classification, and regulation of the uses of land and structures within the region consistent with the CPSD Future Land Use Plan Map. The consultant will propose and detail a transition plan for use of the UCSD by all six local governments.

The transition plan will address such actions as:

- Presentation of the proposed UCSD to all six governmental entities
- Training for all local government staff, planning and zoning commissions, and the development community in the use of the UCSD
- Preparation of a Regional Zoning Plan Map consistent with the classification of land within the UCSD and a potentially more general CPSD Future Land Use Plan Map
- Description of the processes by which each of the six local governments may consider adoption and implementation of the proposed UCSD including rezoning of individual lots

At a Glance:

What Will the UCSD Do?

- Provide a consistent frame of reference for development in all jurisdictions within the County
- Be mindful of local conditions affecting enforcement of development regulations
- Promote consideration of Livability Principles to development activity in Doña Ana County
- Optimize the probability of its successful adoption and implementation by all applicable jurisdictions in Doña Ana County

Which Entities Are Involved?

- Village of Hatch
- City of Las Cruces
- Doña Ana County
- Town of Mesilla
- City of Anthony
- City of Sunland Park

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