



# COMPREHENSIVE PLAN DRAFT ALTERNATIVES MEETING

January 10, 2024





# Welcome & Introductions

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# Plan Elements





## Community Survey

- A series of 38 questions – English and Spanish
- Asked about a wide range of community issues:
  - ✓ Connections to the community
  - ✓ Quality of life and community amenities
  - ✓ Employment and economic development
  - ✓ Growth and development
  - ✓ Housing availability
  - ✓ Transportation and infrastructure



## Community Survey: Profile

- 242 people took the survey; majority were female between the ages of 25 and 49
- Majority (47%) have attained some college, associate degree, or vocational certificate
- 61% had a household income of \$75,000 and over
- 53% have lived in Artesia for more than 20 years



## Key Takeaways: Quality of Life

- 83% said they are likely or very likely to live in Artesia for the next 2-5 years
- Of those who are considering moving, higher quality of life amenities elsewhere and high cost of living were the two most cited reasons
- 67% said quality of life in Artesia is good or excellent
- Favorite aspects include people/sense of community, close to family, and positive community atmosphere



## Key Takeaways: Quality of Life

- Top 3 recreational/entertainment facilities most used included City parks; Artesia Aquatic Center; Artesia Public Library
- Top 3 services/facilities that should be improved or expanded included Downtown Artesia amenities; City parks; Multi-use trails and Artesia Center (tied)
- 80% agreed or strongly agreed that the visual appearance of Artesia should be improved



## Key Takeaways: Employment

- 81% are employed; 51% of the unemployed are a stay-at-home parent or caretaker; of those unemployed, 2% said they need more job training
- Largest employment sectors are Oil and natural gas extraction; and Educational, health, and social services





## Key Takeaways: Growth & Development

- 74% disagree or strongly disagree that Artesia has adequate commercial retail and services
- If Artesia doesn't have what they need for shopping or commercial services, 82% go to Roswell and 78% go to Lubbock
- The 4 most common economic development areas the City should focus on include Restaurants & food service; Arts & entertainment; Outdoor recreation; Retail & commercial services



## Key Takeaways: Growth & Development

- 92% agreed or strongly agreed that Artesia should encourage the development of vacant or underutilized parcels in areas already largely developed
- 43% agreed or strongly agreed that Artesia should encourage development that allows people to live and work in the same building or site



## Key Takeaways: Growth & Development

- 48% disagreed or strongly disagreed that Downtown Artesia is a fun place to visit, shop, and walk around, while 46% agreed or strongly agreed
- Asked what Downtown Artesia needed, the top 3 included Entertainment venues; Sit down restaurants; and Retail stores



## Key Takeaways: Transportation & Infrastructure

- 100% drive a personal car or truck for transportation; 15% walk, and only 6% ride a bicycle
- 53% disagreed or strongly disagreed that Artesia has an adequate multi-modal transportation system
- The top 3 improvements cited that the City should focus on included Street maintenance; Sidewalk replacement or installation; and Streetscapes and landscaping



## Key Takeaways: Housing

- 82% own or are purchasing their home
- Of those that rent, the top reasons they haven't purchased a home included Cannot afford the mortgage and ongoing costs; Do not like the housing options available; and Cannot qualify for a mortgage
- 78% agreed or strongly agreed that Artesia should increase its supply of affordable housing



## Key Takeaways: Housing

- Asked what type of housing is most needed in Artesia, the top answers included Single-family detached; Townhouses; and Senior housing
- Asked what is the most important housing issue facing Artesia, 77% said housing affordability or rent is too expensive



## Goals & Objectives: Land Use

- Provide a sustainable and balanced mix of land uses to accommodate a diversity of housing and business/employment opportunities
- Promote infill and redevelopment within existing neighborhoods
- Grow Artesia through annexation
- Create an attractive built environment



## Goals & Objectives: Economic Development

- Create a diversified and resilient economy
- Support small business retention, expansion, and development
- Establish Downtown Artesia as the retail and arts and cultural hub of the Pecos Valley
- Develop and maintain a well-trained and educated workforce





## Goals & Objectives: Housing & Neighborhoods

- Increase the supply, type, and diversity of housing
- Strengthen and revitalize existing residential neighborhoods
- Support the development of new residential neighborhoods



## Goals & Objectives: Transportation

- Create and administer an efficient and integrated multi-modal transportation system
- Maintain safe street conditions
- Expand air travel services at Artesia Municipal Airport
- Provide safe freight and rail movement through Artesia



## Goals & Objectives: Community Services & Facilities

- Deliver and operate a high level of public safety facilities and services
- Maintain a comprehensive system of parks and recreation facilities
- Provide and maintain a full spectrum of community facilities and programming



## Goals & Objectives: Community Services & Facilities

- Foster a high level of community health outcomes
- Support equal access to quality public education and life-long learning



## Goals & Objectives: Infrastructure

- Maintain a sustainable and reliable water supply
- Provide and maintain an efficient and optimized water distribution system
- Promote sustainable and efficient management of existing water resources through conservation



## Goals & Objectives: Infrastructure











- Maintain a safe and efficient wastewater collection treatment system
- Minimize impacts and losses to public and private property through stormwater management
- Promote waste reduction, reuse, and recycling activities



## Goals & Objectives: Hazard Mitigation

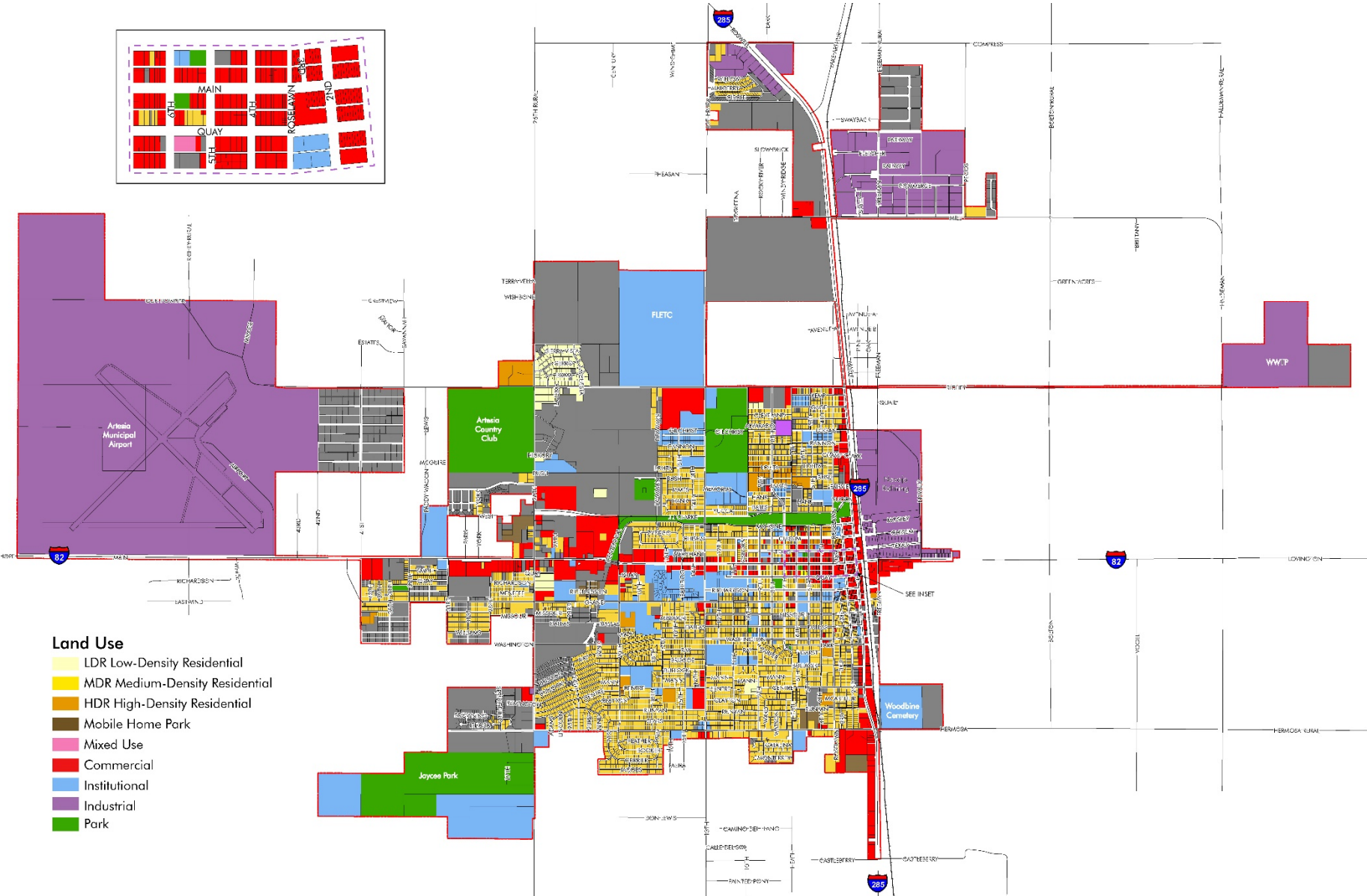
- Reduce risk and vulnerability from natural and man-made hazard events
- Reduce the vulnerability to and impact from dam failures and flooding
- Improve capacity to provide a rapid response to hazardous material spills and releases

# Draft Goals & Objectives Exercise

- Review each goal and indicate your support by using a sticky dot:
  -  Green dot - I like this, good to go
  -  Yellow dot - I like this, but should be reworded
  -  Red dot - I don't like this
- Review each objective and put a blue dot on the objectives most important to you according to the following number of dots:
  -  Land Use – 3 blue dots
  -  Economic Development – 4 blue dots
  -  Transportation – 4 blue dots
  -  Infrastructure – 6 blue dots
  -  Housing and Neighborhoods – 3 blue dots
  -  Community Services and Facilities – 5 blue dots
  -  Hazard Mitigation – 3 blue dots

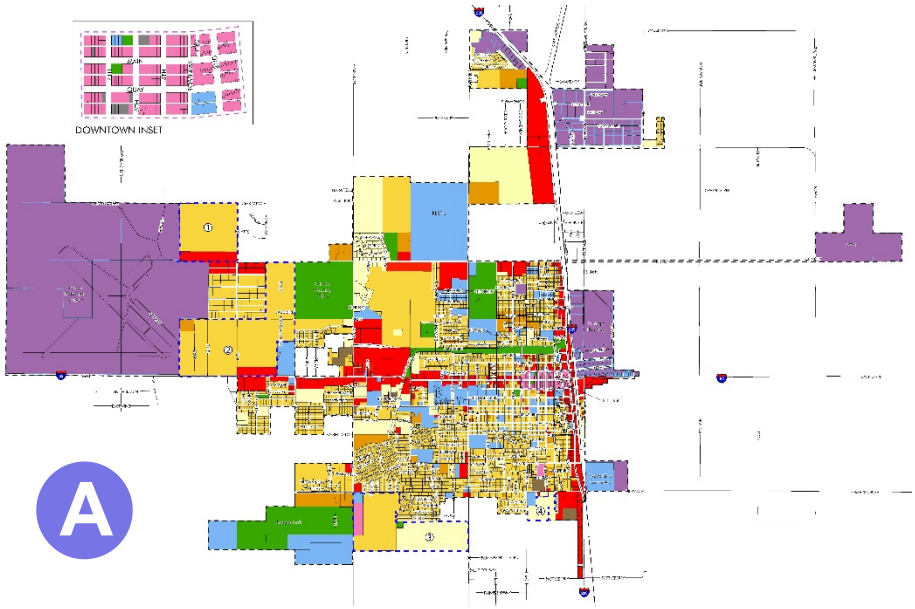


# Existing Land Use

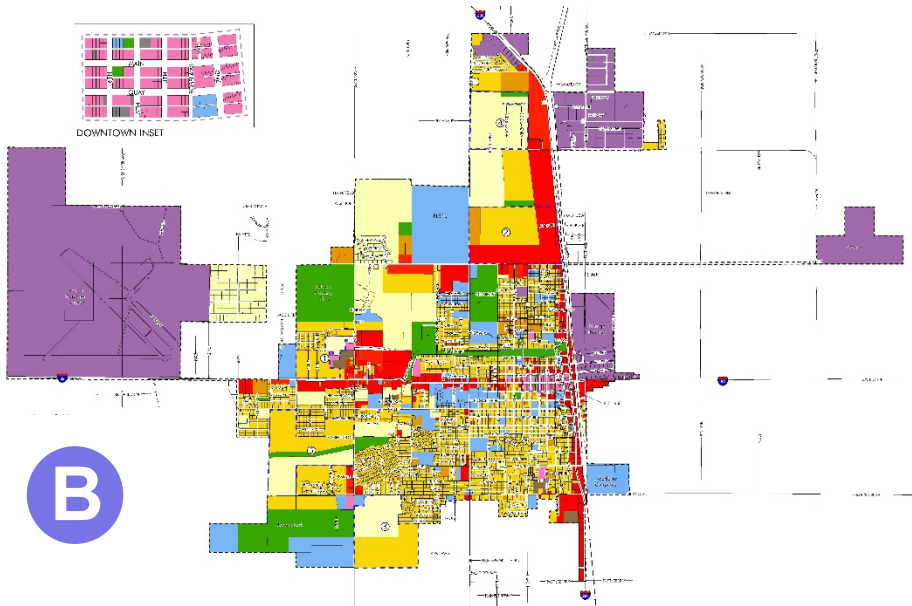


- Land Use**
- LDR Low-Density Residential
  - MDR Medium-Density Residential
  - HDR High-Density Residential
  - Mobile Home Park
  - Mixed Use
  - Commercial
  - Institutional
  - Industrial
  - Park

# Alternative Land Use Scenarios



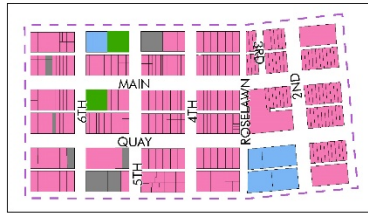
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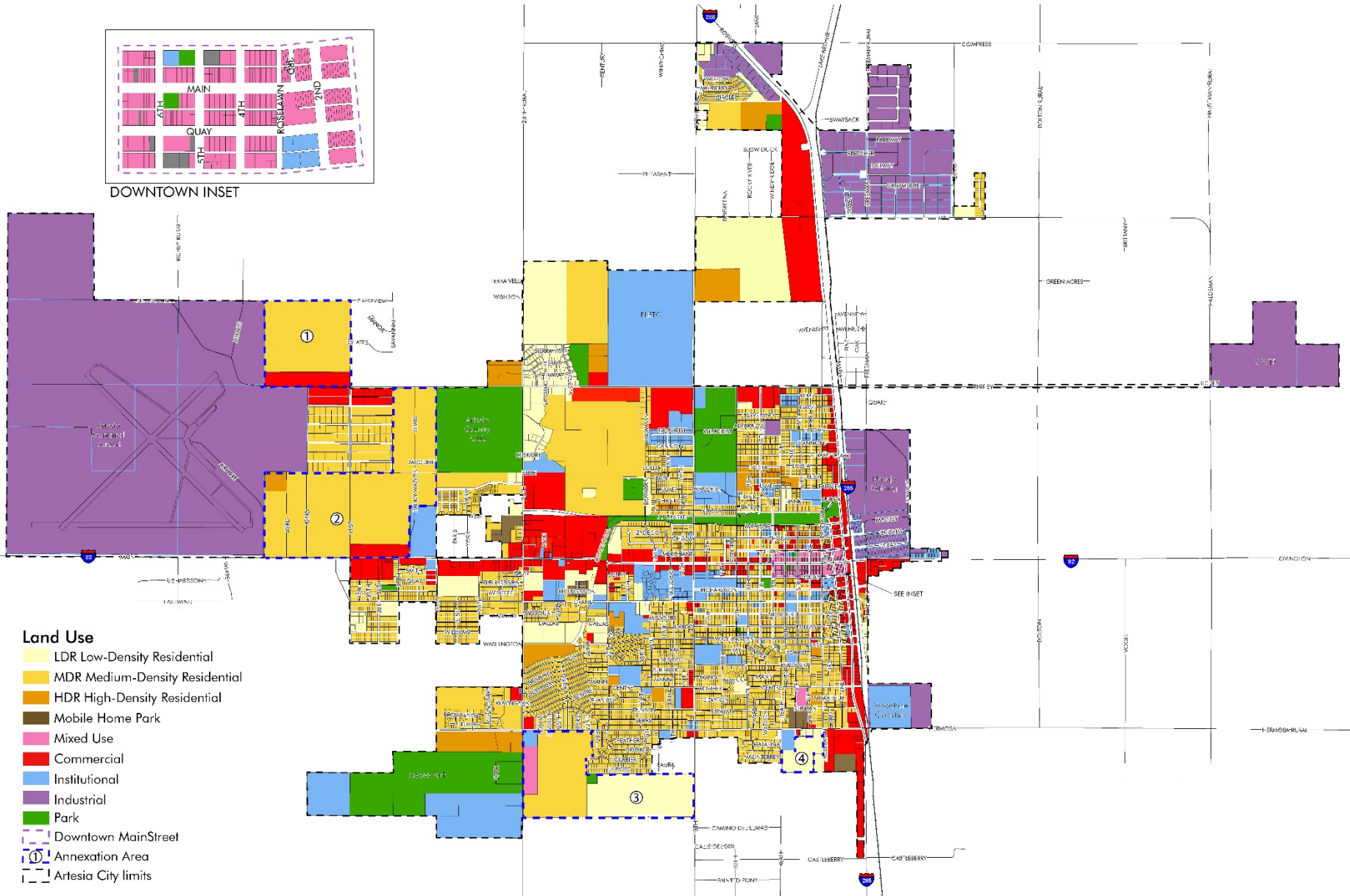
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- Land Use**
- LDR Low-Density Residential
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  - HDR High-Density Residential
  - Mobile Home Park
  - Mixed Use
  - Commercial
  - Institutional
  - Industrial
  - Park
  - Downtown MainStreet
  - ① Annexation Area
  - Artesia City limits

# Alternative Land Use Scenario A

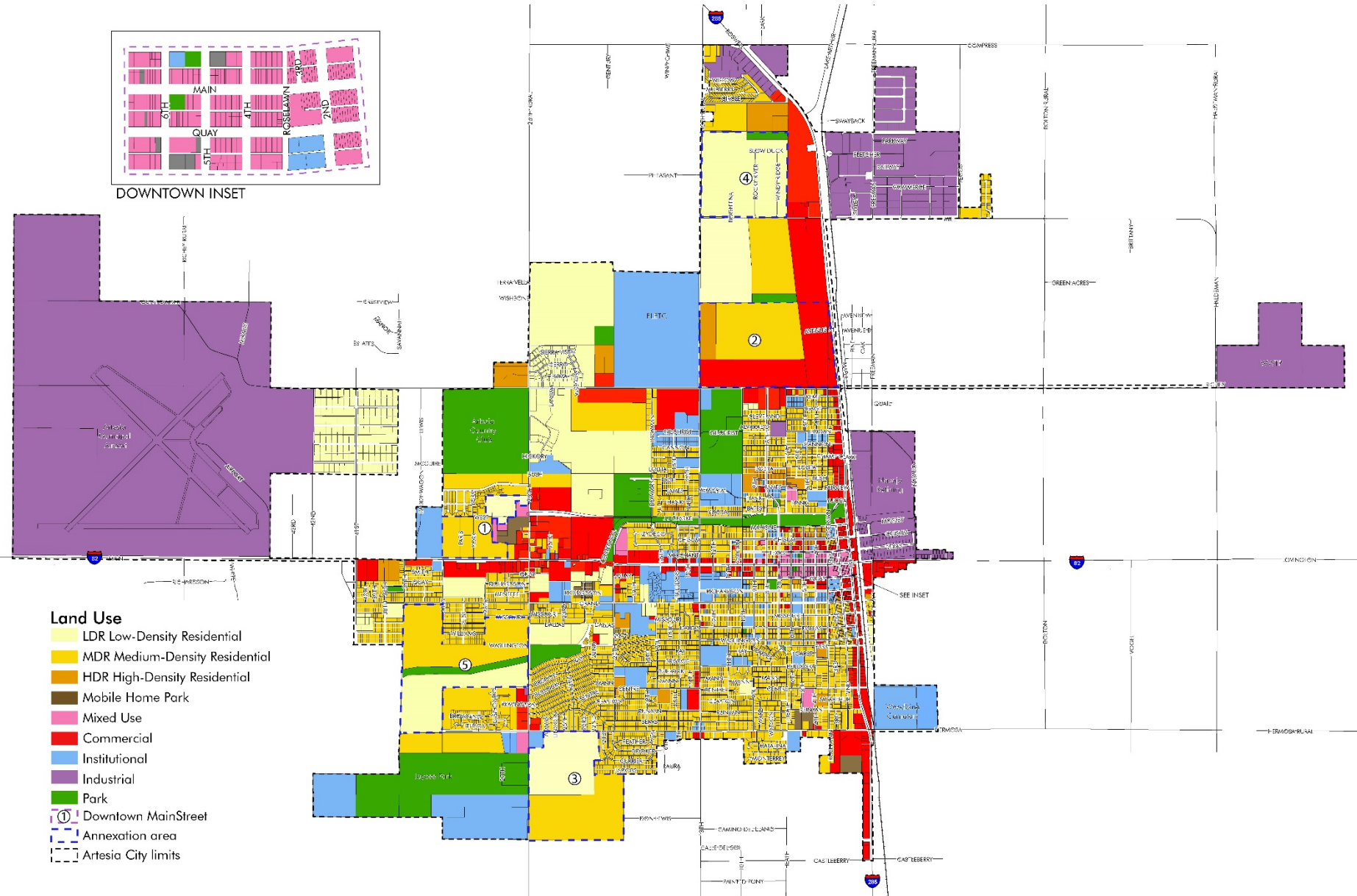


DOWNTOWN INSET

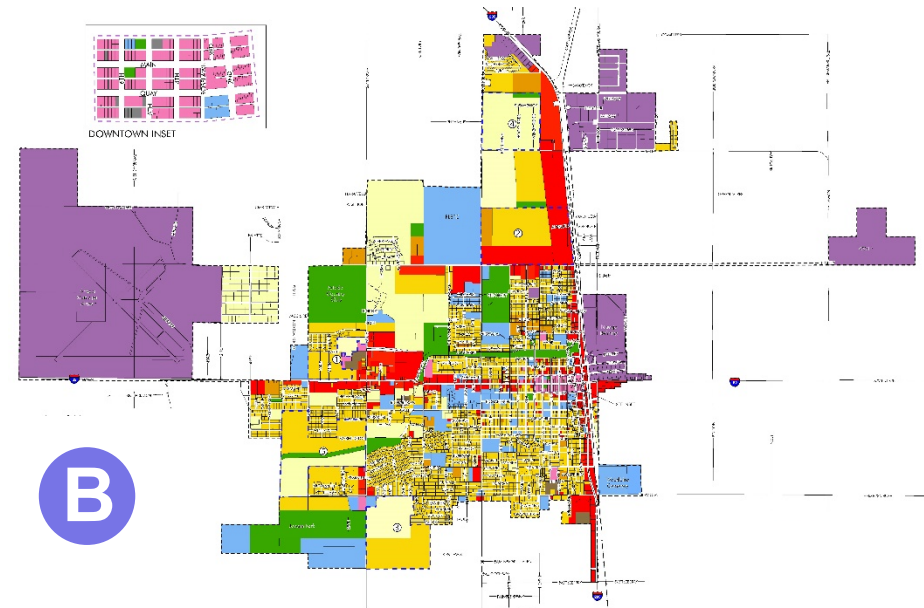
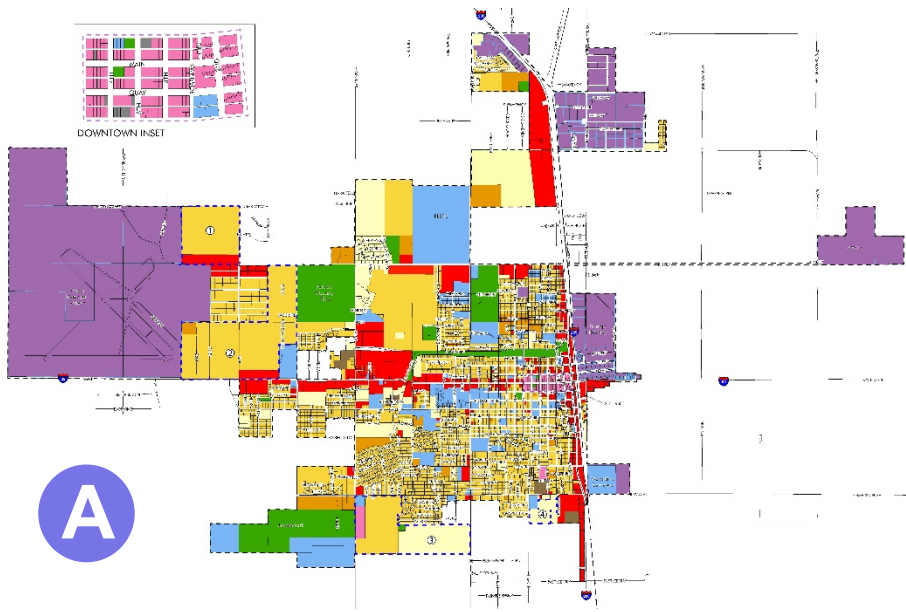


- Land Use**
- LDR Low-Density Residential
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  - Mobile Home Park
  - Mixed Use
  - Commercial
  - Institutional
  - Industrial
  - Park
  - Downtown MainStreet
  - ① Annexation Area
  - Artesia City Limits

# Alternative Land Use Scenario B



# Which Scenario Do You Prefer and Why?



## Land Use

-  LDR Low-Density Residential
-  MDR Medium-Density Residential
-  HDR High-Density Residential
-  Mobile Home Park
-  Mixed Use
-  Commercial
-  Institutional
-  Industrial
-  Park
-  Downtown MainStreet
-  Annexation Area
-  Artesia City limits



## Next Steps:

- Write strategies to implement the goals and objectives
- Complete Draft Comprehensive Plan
- Schedule third Community Meeting
- Receive comments and make revisions
- Adoption by City Council

# Let's Stay Connected!

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**PROJECT WEBSITE**

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