



DOWNTOWN MASTER PLAN
REQUEST FOR PROPOSALS: RFP 2026-01

Issued By	Edinburg Economic Development Corporation
RFP Release Date	October 19, 2026
Proposal Deadline	November 9, 2026 at 5:00 P.M.
Project Contact	Leticia Pantoja, Business Development Manager E: lpantoja@edinburgedc.com P: (956) 388-8914

1. Request for Proposals Overview

Introduction / Purpose

The Edinburg Economic Development Corporation (EEDC) is soliciting proposals from qualified planning, urban design, economic development, transportation, landscape architecture, and/or related consulting firms to prepare a comprehensive Downtown Master Plan for Edinburg. This project will build upon and update the previous City of Edinburg Downtown Master Plan adopted in June 2010.

The purpose of the update to the City of Edinburg's Downtown Master Plan is to establish a clear, community-supported vision and an actionable strategy for the continued revitalization of Downtown Edinburg. The plan should position downtown as a vibrant, walkable, accessible, mixed-use destination that supports local businesses, attracts private investment, strengthens connections to civic and cultural assets, improves the public realm, and creates a distinct identity for the heart of the community.

The selected consultant will evaluate existing conditions and previous planning efforts, including the City of Edinburg's June 2010 master plan; document current economic, market, land use, transportation, parking, infrastructure, and streetscape conditions; identify redevelopment and infill opportunities; and recommend short- and long-term strategies. Meaningful public and stakeholder engagement is expected throughout the planning process. The final plan should be practical, visually compelling, implementation-focused, and usable by the City, EEDC, property owners, businesses, developers, residents, and other downtown stakeholders.

Edinburg / Downtown Background

Edinburg is the county seat of Hidalgo County and a major center for government, education, healthcare, commerce, and culture in the Rio Grande Valley. Downtown Edinburg includes a mix of civic institutions, locally owned businesses, restaurants, offices, public spaces, historic properties, and redevelopment opportunities. The area is influenced by major transportation corridors, including University Drive, Closner Boulevard, and nearby regional connections.

The City and EEDC are pursuing initiatives intended to strengthen downtown walkability, appearance, parking, business activity, and redevelopment, building upon the foundations set in the June 2010 plan. Current priorities include potential streetscape improvements along East University Drive and expansion of public parking opportunities near East Cano Street. The Downtown Master Plan should evaluate these and other opportunities within a broader, coordinated vision to modernize and replace the 2010 Downtown Master Plan.

Geographic Boundary Assessment and Expansion

The selected consultant will re-evaluate and refine the geographic boundaries of the Downtown District established in the June 2010 plan. **As part of this scope, the consultant will analyze current growth trends, land use patterns, commercial corridors, and adjacent catalytic development sites to define an updated study area.** The revised boundary should ensure the Downtown Master Plan captures key expansion opportunities, addresses transitional edge conditions, and seamlessly connects core downtown blocks with neighboring civic, cultural, educational, and commercial nodes.

Existing Plans and Studies

The consultant shall review relevant City, EEDC, transportation, infrastructure, land use, economic development, downtown, parks, historic preservation, and other applicable plans or studies provided by the City. The consultant should identify recommendations that remain relevant, areas where conditions have changed, and opportunities to coordinate or consolidate prior recommendations into the Downtown Master Plan.

Steering Committee

The City has an established Downtown Steering Committee composed of downtown stakeholders and community representatives. In coordination with City and EEDC staff, the consultant should evaluate the existing committee structure and recommend an effective framework and engagement process to support the development of the Downtown Revitalization Plan.

Project Management Team

The project management team is anticipated to include City staff, with participation from relevant departments such as Development Services, Planning & Zoning, Engineering, Public Works, Utilities, Parks, Traffic, and other departments as appropriate. Staff will assist with local data, coordination, stakeholder access, and review of project deliverables.

Preliminary Project Schedule

The dates below are preliminary and may be modified by the City. The selected consultant will be expected to submit a detailed project schedule identifying tasks, milestones, engagement activities, deliverables, review periods, and final adoption/presentation activities.

Milestone	Target
Release of RFP	October 19, 2026
Proposal Submission Deadline	November 9, 2026
Consultant Selection	November 17, 2026

Milestone	Target
Contract Approval / Notice to Proceed	November 24, 2026
Project Kickoff	December 1, 2026
Community Engagement & Analysis	TBD
Draft Plan	TBD
Final Plan / Presentations	TBD

Contact for Questions Regarding RFP

Primary Contact: Leticia Pantoja, Business Development Manager

Email: lpantoja@edinburgcdc.com

Phone: (956) 388-8914

Project Budget

The available project budget is to be determined. Cost will be considered as part of the evaluation; however, the EEDC will also consider qualifications, approach, relevant experience, proposed scope, engagement strategy, schedule, and overall value. Respondents should clearly identify the total proposed fee and assumptions, optional services, reimbursable expenses, and any work that would require separate authorization.

2. Scope of Services

The objective of this process is to prepare a comprehensive Downtown Master Plan that establishes a vision for Downtown Edinburg and provides a detailed, prioritized implementation program. The plan should include short-term priorities (0-5 years) and long-term priorities (5-20 years). The scope below is intended as a framework; respondents are encouraged to recommend refinements or additional tasks that would strengthen the final plan.

Project Management

Lead consultant project management, including schedule, staff, resources, budget, coordination, progress meetings, meeting materials, quality control, and regular communication with City/EEDC staff.

Public & Stakeholder Participation

Develop and implement an inclusive public and stakeholder engagement strategy. Engagement should include downtown businesses, property owners, residents, developers, civic organizations, institutions, elected/appointed officials, City departments, and other community

partners. The strategy should build consensus around priorities and support implementation, not simply plan creation.

Existing Conditions, Market & Data Analysis

Evaluate demographic, economic, market, land use, building, infrastructure, transportation, parking, public realm, and development conditions. Identify market opportunities and constraints affecting retail, restaurant, office, residential, hospitality, civic, entertainment, and other appropriate downtown uses.

Vision & Goal Setting

Work with the City, EEDC, and stakeholders to establish a broadly supported and achievable downtown vision, guiding principles, goals, and measurable objectives.

Placemaking, Urban Design & Public Realm

Develop recommendations that strengthen downtown identity and sense of place through urban design, gateways, public art, public spaces, activation, wayfinding, landscaping, lighting, shade, furnishings, and other placemaking elements.

Business & Economic Development

Assess opportunities to support existing businesses, recruit new businesses, reduce vacancies, encourage entrepreneurship, attract private investment, strengthen downtown programming, and improve the effectiveness of applicable redevelopment and economic development tools.

Parking, Access & Mobility

Evaluate existing and future parking demand, public parking opportunities, on-street parking, shared parking, accessibility, loading, circulation, pedestrian and bicycle connectivity, transit connections, and other mobility options appropriate for a walkable downtown. The analysis should consider opportunities for additional public parking near East Cano Street and connections to key downtown destinations.

Infill, Redevelopment & Land Use

Identify priority redevelopment and infill sites, appropriate land-use mixes, development scenarios, catalyst sites, adaptive reuse opportunities, housing opportunities, and strategies for transitioning underutilized or blighted properties into productive uses while respecting surrounding neighborhoods and community character.

Streetscape & Infrastructure

Develop recommendations for a cohesive downtown streetscape, including sidewalks, ADA accessibility, crosswalks, pavers/hardscape, pedestrian lighting, benches, landscaping and irrigation, shade, trash receptacles, bike racks, utilities, drainage, and other infrastructure. The

plan should specifically evaluate opportunities along East University Drive and other priority downtown corridors.

Historic & Cultural Assets

Identify opportunities to preserve, interpret, reuse, and celebrate historic, civic, cultural, and architectural assets that contribute to Downtown Edinburg's identity.

Strategy Development & Analysis

Generate, test, and refine alternative strategies and concepts based on data, feasibility, stakeholder input, costs, implementation considerations, and alignment with the overall downtown vision.

Plan Development

Prepare a user-friendly final Downtown Master Plan documenting the process, findings, concepts, recommendations, and implementation strategy. The plan should make effective use of maps, diagrams, renderings, precedent imagery, charts, and other visual communication tools.

Action Plan / Implementation Strategy

Develop a practical implementation program identifying priority actions, responsible parties, estimated timing, potential costs, funding mechanisms, partnerships, policy or regulatory actions, and measurable benchmarks.

Presentations & Communications

Present key findings, concepts, draft recommendations, and the final plan to applicable boards, committees, stakeholders, and governing bodies. The consultant should also provide presentation-ready graphics and materials that City/EEDC staff can use after plan completion.

3. Project Deliverables

At a minimum, the project is anticipated to include the following deliverables. Respondents may recommend additional deliverables that improve usability or implementation.

- A comprehensive Downtown Master Plan documenting the planning process, inputs, findings, concepts, conclusions, geographic boundary, and recommendations.
- A concise executive summary suitable for public distribution and decision-maker review.
- A summary of public and stakeholder engagement activities, findings, and how input influenced the plan.
- Existing conditions and data analysis, including market and economic findings and comparison with relevant peer communities.
- A downtown market analysis addressing opportunities to retain, expand, and attract businesses and appropriate residential or mixed-use development.
- Priority redevelopment/catalyst site concepts, including visual concept plans or renderings where appropriate.

- A downtown parking, access, circulation, pedestrian, bicycle, and mobility assessment with short- and long-term recommendations.
- Streetscape and public realm recommendations, including conceptual designs for priority corridors and locations.
- Maps, graphics, charts, photos, diagrams, and other visual materials communicating the unified downtown vision.
- A detailed implementation plan/capital improvement plan (CIP) for the newly established downtown area with measurable benchmarks, responsible parties, anticipated resources, potential funding mechanisms, and short-term (0-5 year) and long-term (5-20 year) actions.
- Editable Project Deliverables: Final reports, presentations, maps, graphics, and associated materials in editable digital formats, as well as final PDFs.
- GIS Data & Mapping: File geodatabase and complete map package compatible with ArcGIS Pro 3.7 or higher, ensuring all spatial data and symbology are fully preserved.
- Presentations to applicable City/EEDC board, committees, City Council, and stakeholder groups as defined in the final scope.

4. Proposal Requirements

Proposals should be concise, well organized, and demonstrate the respondent's understanding of Downtown Edinburg and the project objectives. At a minimum, proposals should include:

- Cover letter identifying the firm, primary contact, and commitment to the project.
- Firm profile, ownership structure, year established, office locations, and relevant planning/development experience.
- Identification of the project manager, key personnel, subconsultants, roles, responsibilities, and resumes.
- Description of the consultant team's understanding of the project, Downtown Edinburg's opportunities and challenges, and the proposed planning approach.
- Detailed scope of work and work plan by task or phase, including engagement activities and deliverables.
- Proposed project schedule identifying key milestones and completion date.
- Description of the public and stakeholder engagement approach.
- Examples of no more than three relevant downtown master plans or comparable projects, preferably for communities with similar characteristics or redevelopment objectives.
- At least five professional client references for comparable work, including contact information.
- Description of experience in market analysis, economic development, redevelopment, land use, urban design, parking/mobility, streetscape, landscape architecture, historic preservation, public engagement, implementation, and funding strategies.
- Proposed total fee and detailed fee structure by task, including staff hours/rates, subconsultant costs, reimbursables, optional services, and assumptions.
- Identification of any services or information expected to be provided separately by the City/EEDC.
- Disclosure of any actual or potential conflicts of interest, including work for property owners, developers, or other parties whose interests may intersect with the study area.

- Any additional information the respondent believes demonstrates unique value, innovation, or qualifications for this assignment.

Minimum Qualifications

1. Significant experience preparing comprehensive downtown master plans or comparable small-area plans.
2. Demonstrated experience facilitating public meetings, stakeholder interviews, workshops, surveys, and other community engagement techniques.
3. Expertise in downtown market analysis, economic development, redevelopment, housing/mixed-use feasibility, and implementation strategies.
4. Knowledge of public and private funding strategies, incentives, grants, partnerships, and redevelopment tools.
5. Experience with historic preservation, adaptive reuse, and context-sensitive redevelopment.
6. Experience developing downtown design themes, placemaking strategies, streetscape concepts, and public realm improvements.
7. Knowledge of land-use planning, zoning, development standards, and related legal/planning considerations.
8. Experience in landscape architecture, pedestrian-oriented design, accessibility, and urban design.
9. Experience evaluating traffic, circulation, parking, transit, pedestrian, and bicycle issues in a downtown environment.
10. Demonstrated ability to develop implementable recommendations, phasing strategies, cost considerations, and measurable action plans.

6. Submission of Proposals

Proposals must be received no later than November 9, 2026 at 5:00 P.M. Submission requirements are as follows:

- Submit **one** electronic PDF copy to: lpantoja@edinburgedc.com.
- Submit **one** hard copy to the EEDC office at: 617 W. University Dr. Suite R, Edinburg, TX 78539.
- Clearly identify the proposal as “Edinburg, TX Downtown Master Plan RFP.”
- Late proposals may not be accepted. Respondents are responsible for ensuring timely delivery.
- All costs associated with preparing and submitting a proposal are the responsibility of the respondent.
- Submitted materials may become public records subject to applicable Texas law. Respondents should clearly identify any information claimed to be confidential, subject to applicable law.

7. Evaluation of Proposals

An evaluation team composed of City/EEDC staff and, if applicable, downtown stakeholders will review proposals. The EEDC may invite a shortlist of firms to participate in interviews. Evaluation may consider the following factors:

- Qualifications and experience of the firm and key team members
- Understanding of the project and Downtown Edinburg
- Quality, completeness, and creativity of proposed approach
- Public and stakeholder engagement strategy
- Relevant project examples and references
- Project schedule and capacity to perform the work
- Implementation focus and added value
- Proposed fee / overall value

The EEDC reserves the right to request clarification, conduct interviews, negotiate scope and fee, verify references, and select the proposal determined to provide the best overall value and fit for the project, subject to applicable procurement requirements and approvals.

8. Insurance, Contracting & General Conditions

Insurance

The selected consultant shall maintain insurance coverage meeting City of Edinburg/EEDC requirements. Specific coverage limits and certificate requirements will be confirmed by the City's Risk Management, Purchasing, and/or Legal departments and incorporated into the final solicitation or contract documents.

Indemnification / Hold Harmless

The City of Edinburg, EEDC, its Council, Mayor, City Officials and Agents shall be held free and harmless against any and all losses, penalties, damages, settlements, costs, charges or other expenses and liabilities resulting from the errors, omissions, or negligent acts by the employees, agents or representatives of the firm selected to provide these services.

Terms and Conditions

- The EEDC reserves the right to reject any or all proposals, waive informalities or irregularities where permitted, request additional information, and cancel or modify the solicitation as allowed by law and City policy.
- This RFP does not commit the City or EEDC to award a contract or reimburse any costs incurred in preparing a proposal, participating in interviews, or negotiating a contract.
- Any contract resulting from this solicitation will be subject to applicable City/EEDC approvals, funding availability, and execution of mutually acceptable contract documents.

- Respondents must disclose actual or potential conflicts of interest and comply with applicable Texas conflict-of-interest, ethics, procurement, and public-information requirements.
- The final scope, schedule, deliverables, fee, insurance, indemnification, and other contractual terms will be negotiated with the selected consultant and reviewed by appropriate City representatives.

9. Anticipated Exhibits / Reference Materials

The final RFP package may include the following exhibits or reference materials.

- Exhibit A – June 2010 City of Edinburg Downtown Master Plan
- Exhibit B - Downtown Property / Land Use or Existing Conditions Information, if available

Exhibit A – June 2010 City of Edinburg Downtown Master Plan

Exhibit B - Downtown Property / Land Use

The link to the GIS map is provided below. The map includes the City's zoning districts, allowing the consultant to identify and review the Downtown Zoning District.

[City of Edinburg GIS Map](#)