DOWNTOWN MASTER PLAN

REQUEST FOR PROPOSALS: RFP 2026-01

Issued By	Edinburg Economic Development Corporation
RFP Release Date	October 19, 2026
Proposal Deadline	November 2, 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 2, 2026
Consultant Selection	November 10, 2026

Milestone	Target
Contract Approval / Notice to Proceed	November 16, 2026
Project Kickoff	November 23, 2026
Community Engagement & Analysis	November 30, 2026
Draft Plan	January 4, 2027
Final Plan / Presentations	January 18, 2027

Contact for Questions Regarding RFP

Primary Contact: Leticia Pantoja, Business Development Manager

Email: lpantoja@edinburgedc.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 2, 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

CITY OF EDINBURG

Downtown Master Plan

Final Report, June 2010

CITY OF EDINBURG

Downtown Master Plan

Final Report, June 2010

ACKNOWLEDGEMENTS

CITY OF EDINBURG

Council

Richard H. Garcia, Mayor
Noe Garza, P.E., Mayor Pro Tem
Agustin "Gus" Garcia, Councilmember
Gene Espinoza, Councilmember
Alma A. Garza, Councilmember

City Staff

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Frank Garza, Assistant City Manager
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Isidro Fernandez, Urban Planner II
Edward Kuprel, City Forester
Damaris Aguirre, Urban Planner I
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Jorge Gonzalez, E.I.T., C.F.M., Engineering Assistant
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Tomas Reyna, Assistant Director
Abel Beltran, Subdivision Coordinator
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Irma Garza, Director of Public Information
Nancy Martinez, Secretary I
Myra L. Ayala Garza, City Secretary
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Danny Vera, Webmaster
Hector Guzman, Computer Network Technician
Marco Martinez, Video Journalist
Miguel Gamboa, Video Journalist
Richard Hinojosa, Grant & Contracts Coordinator
Quirino Munoz, Police Chief
Ben Arjona, Information Technology
Pedro Salazar, GMA, Executive Director, EEDC

STEERING COMMITTEE

Mark Saenz, UTPA
Letty Gonzalez, Chamber
Dahlia Guerra, UTPA
Mark Pena, Environmental Committee
Byron Lewis, Business Owner
Shan Rankin, Museum of South Texas History
Markus Villareal, Business Owner
Alexis Sereni,, First National Bank
Gene Espinoza, Councilmember
Robert McGurk, Planning and Zoning
Felipe Garcia, Economic Development Corporation
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Omar Palacios, ECISD
Robert Gandy, First National Bank
Ericka Hesbrook Alvarez, Business Owner

OTHER ACKNOWLEDGEMENTS

Dr. Rene Gutierrez, ECISD Superintendent of Schools
Dr. Robert Nelson, UTPA President
Rene Ramirez, Hidalgo County Judge
Oscar Garza, Hidalgo County Pct. 4 Commissioner
Jared Janes, The Monitor
Joey Gomez, Edinburg Daily Review

PLANNING TEAM

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Albert Aldana, P.E.

LETTER FROM THE MAYOR

Dear Citizens,

Today the daily activity norm, for many valley cities whether it be residential, retail, government or corporate, has shifted from the historic downtown heart of their communities to remote retail developments. Fortunately, we here in the City of Edinburg continue to enjoy the hustle and bustle of mega-important government, legal, retail and tourist weekday activity from 8 to 5 p.m. in our vibrant downtown area.

Contributing to this phenomenon, are the County Courthouse, the University and the Museum of South Texas. Realizing the tremendous value these assets are to the City, we felt a responsibility to preserve, protect and expand on these benefits for the entire community.

Edinburg is poised to become the City for future development in Hidalgo County. So in keeping with the now accomplished plan to update the city's basic facilities, we realized that the trend of the future is for multi-use development that combines residential destination with retail destination. Therefore that should be the norm for our downtown area as it has been for the mentioned outlying developments.

In light of this realization, The City of Edinburg, Edinburg Economic Development Corporation, along with the Planning and Zoning Commission, entrusted a team of consultants headed by Broaddus and Associates to assist in structuring a Downtown revitalization effort in the form of a Master Plan that incorporated our ideas for the future.

The results of the Downtown Master Plan process is framework that will help make Downtown Edinburg a desirable destination for people from all walks of life at all hours. If the goals of this Master Plan are achieved, the downtown area will once again become, as it was in its earlier years, the true heart of the city. It will be a vibrant destination to all, making it a viable investment opportunity to a larger and more diverse group of developers. The impact these effects will have on the economy will justify this planning endeavor.

The process brought a lot of different groups and faces to the table to discuss ideas for revitalization through community forums, workshops, and city council meetings.

The success of the Downtown Master Plan was hinged upon, and directly correlated to the level of participation and input from the community. I would like to thank all those who participated in the process and contributed their thoughts and opinions to help make this plan stronger. We have worked hard thus far to help establish the common vision that this plan grew from, but now we must continue to work together to see the plan through and make sure we secure the future viability of our community for generations to come.

Respectfully,

Mayor Richard H. Garcia

Mayor Richard Garcia

I would like to thank all those who participated in the process and contributed their thoughts and opinions to help make this plan stronger.

PREFACE

Over the past several months the City of Edinburg and their consultant team, consisting of Broaddus Planning, Townscape, and Pegasus Planning, have orchestrated a series of community workshops, online surveys, and in-depth analysis in order to generate a plan for reinvigorating the Downtown both economically and aesthetically.

Drawing from the observations, analysis, and community input, twelve Guiding Principles were developed to direct the creation of the Downtown Master Plan. These principles serve as benchmarks for the plan, and encompass tested urban design philosophies, market-driven economic revitalization recommendations, current sociocultural trends, and community goals.

The implementation of the Downtown Master Plan will be realized through several Catalyst Projects. The Catalyst Projects will act as drivers for economic revitalization by incentivizing private investment either through public-private partnerships or simple public infrastructure improvements. These Catalyst Projects reflect the Guiding Principles and offer implementation strategies that can be started today.

The creation of a Downtown Master Plan is a key step in revitalizing the historic core of Edinburg, and it will guide City work, improvements, and investment in years to come.

The visions, plans, and projects expressed in this document incorporate the input of City leadership, key stakeholders, and concerned citizens; it represents the goals and ideals of Edinburg.

PREFACE

Key Terms

ED_1

ECONOMIC DEVELOPMENT:
The application of public resources to stimulate private-sector investment.

PM_2

PLACEMAKING:
The process of creating memorable places such as parks, plazas, & streetscapes where people like to gather. Placemaking helps to strengthen a city's "sense of place" or identity.

FBC_3

FORM-BASED CODE:
A type of development code that focuses primarily on controlling the physical form of buildings and secondarily on land-uses. Form-based codes are comparable to zoning ordinances but do not replace building safety codes such as the international building code.

W_3

WALKABILITY:
A measure of the pedestrian's experience or walking conditions.

SC_4

STREETSCAPES:
The public areas of the city; the parts of the city landscape that are visible from the street. A streetscape encompasses building facades, sidewalks, street furniture, tree canopy, paving, crosswalks, lighting, parking, and streets.

WF_5

WAYFINDING:
All the ways in which people orient themselves and navigate from place to place. Wayfinding features can include any parts of the streetscape such as lighting, street furniture, and landscaping as well as signage and branding.

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1 EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

Observations & Analysis - Physical Context

Like many Texas county-seats, Downtown Edinburg is designed around a Courthouse Square that is accessed off two, main thoroughfares. Surrounding the square are several historic buildings, retail spaces, and City offices, and a few blocks from the square is the University of Texas Pan-American campus.

Despite extensive population and job growth in recent years, the majority of investment has occurred outside Edinburg's Downtown area. Additionally, several infrastructure issues have negatively impacted the quality of the Downtown environment:

- The main north-south highway has divided the square, making it difficult to traverse on foot
- The grading of the highways causes occasional flooding, which impacts local businesses
- The streetscape offers few amenities and little shading, making it uncomfortable for pedestrians
- The Courthouse Square is filled with parking, which means there is no place for public gathering in Downtown except for the Museum of South Texas History and the recently completed Public Space on the west side of City Hall in front of the City Auditorium.

Despite extensive population and job growth in recent years, the majority of investment has occurred outside Edinburg's Downtown area.

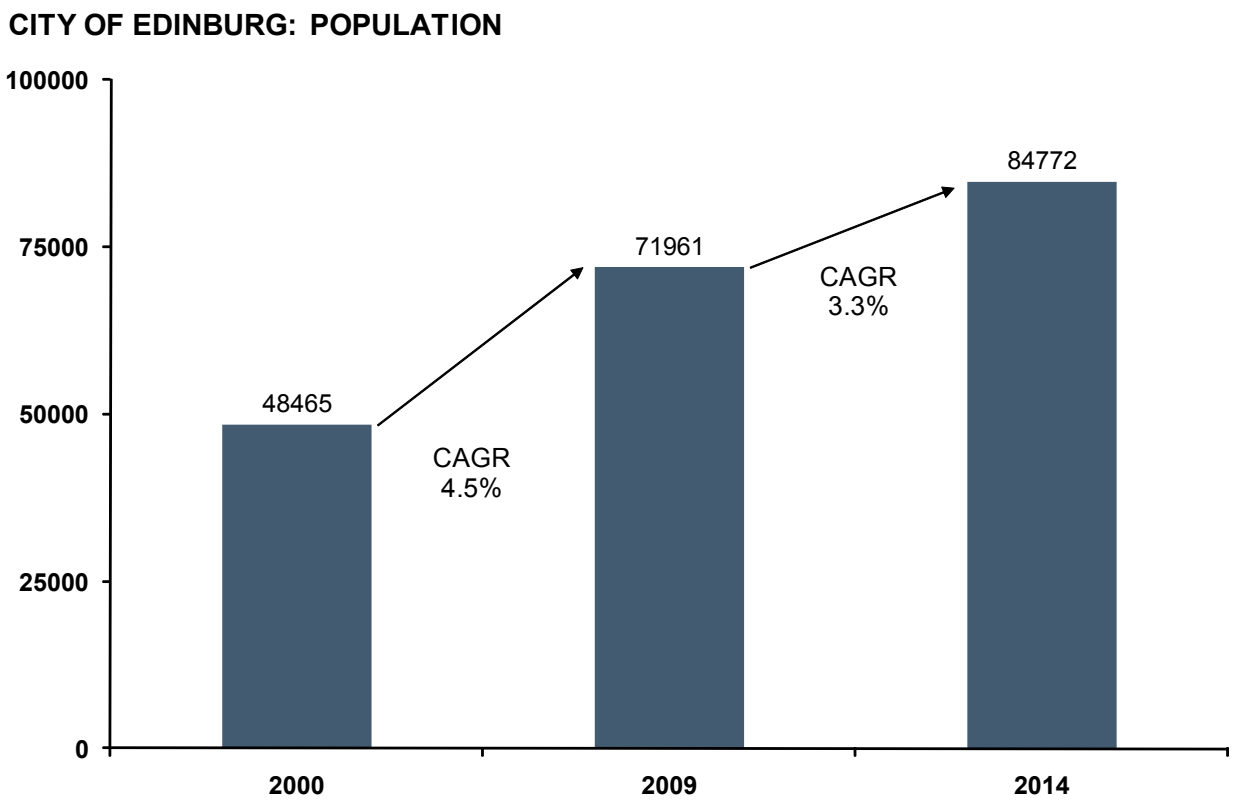
EXECUTIVE SUMMARY

Observations & Analysis - Market Context

The Edinburg market outlook is very good, and the downtown should benefit from the expected growth. In order to focus some of that growth downtown, public policy and infrastructure investments are necessary. In the implementation section of this plan possible ways to shape both public policy and the public realm, through infrastructure improvements to help direct that growth towards revitalizing downtown will be discussed. Along with the general recommendations, Catalyst Projects that the public sector can facilitate are discussed and will also spur private sector investment.

The McAllen-Edinburg-Mission MSA has weathered the economic downturn particularly well. As of July 2009, it was one of only 3 of the top 100 metro areas in the US that recorded a net gain of jobs over the previous 12 months. The MSA recently ranked #1 in terms of jobs forecast based on Moody's Analytics 3-year, and as the "Best Mid-Sized Cities list for Job Seekers" (Forbes.com September 2009). Over the next five years, Edinburg's population growth rate is expected to slow, but continue to outpace the region as a whole. Population growth is 2nd in Texas behind the Austin-San Marcos MSA.

The University of Texas Pan American ranked as one of the "Best Public Colleges in the Country" (Forbes September 2000). The projected growth of the university and the desire among university leaders to have the downtown serve as a magnet and attraction to potential students and faculty bodes well for the future of downtown.



Forbes.com

America's Best Bang-For-The-Buck Cities

Francesca Levy, 11.30.09, 06:00 PM EST

Solid housing markets, relatively stable employment, enviable cost of living and quick commutes make these metros among the country's most affordable to live.

Bang-for-The-Buck Rank	Metropolitan Statistical Area	Housing Affordability Rank	Travel Time Rank	Real Estate Taxes Rank	Unemployment Rank	Vacancies Rank	Job Forecast Rank	Home Price Forecast Rank	Foreclosures Rank
1	Omaha-Council Bluffs, NE-IA Metro Area	21	37	68	1	16	8	19	3
2	Little Rock-North Little Rock-Conway, AR Metro Area	40	27	8	4	17	11	29	42
3	Jackson, MS Metro Area	48	6	4	14	14	72	16	9
4	Des Moines-West Des Moines, IA Metro Area	31	11	60	6	4	9	57	13
5	Augusta-Richmond County, GA-SC Metro Area	24	2	5	56	30	16	42	19
6	Wichita, KS Metro Area	22	7	27	42	7	48	45	6
7	McAllen-Edinburg-Mission, TX Metro Area	19	5	18	82	43	1	27	25
8	Chattanooga, TN-GA Metro Area	37	9	12	50	19	41	33	26
9	Colorado Springs, CO Metro Area	64	23	11	18	27	14	11	64
10	Ogden-Clearfield, UT Metro Area	30	14	21	8	2	68	64	35

Edinburg's MSA was in the top five regions in the nation that gained jobs in the second quarter of 2009 (Brookings Institute September 2009). Government, healthcare, retail, and professional services led the growth in jobs. Nearly all of these industries can be located in downtown.

Downtown Edinburg can capture a modest 5% or less of the projected City growth. The more aggressive capture rate will depend largely on public sector decisions related to infrastructure investments and marketing support, as well as overall public policies of the City, County, School District, and University. Working cooperatively, their efforts can pay large dividends for the Downtown.

EXECUTIVE SUMMARY

Guiding Principles / Catalyst Projects

Edinburg is at a critical juncture for guiding future investment into its Downtown. The City will need to take a proactive role in the revitalization process in order to ensure that private investments and growth are directed Downtown. Initiating Catalyst Projects like public-private partnerships and infrastructure improvements will help the City to spur future development and make Downtown Edinburg an active and lively urban center.

In order to focus Downtown Plan recommendations, twelve Guiding Principles were developed during the planning process. The Guiding Principles encompass tested urban design philosophies, market-driven economic revitalization recommendations, current sociocultural trends, and community goals.

Also, in order to ensure the feasibility of its recommendations, the Downtown Master Plan outlines several Catalyst Projects that the City can implement beginning today.

The following lists the Guiding Principles and Catalyst projects for the Downtown Plan.

GUIDING PRINCIPLES

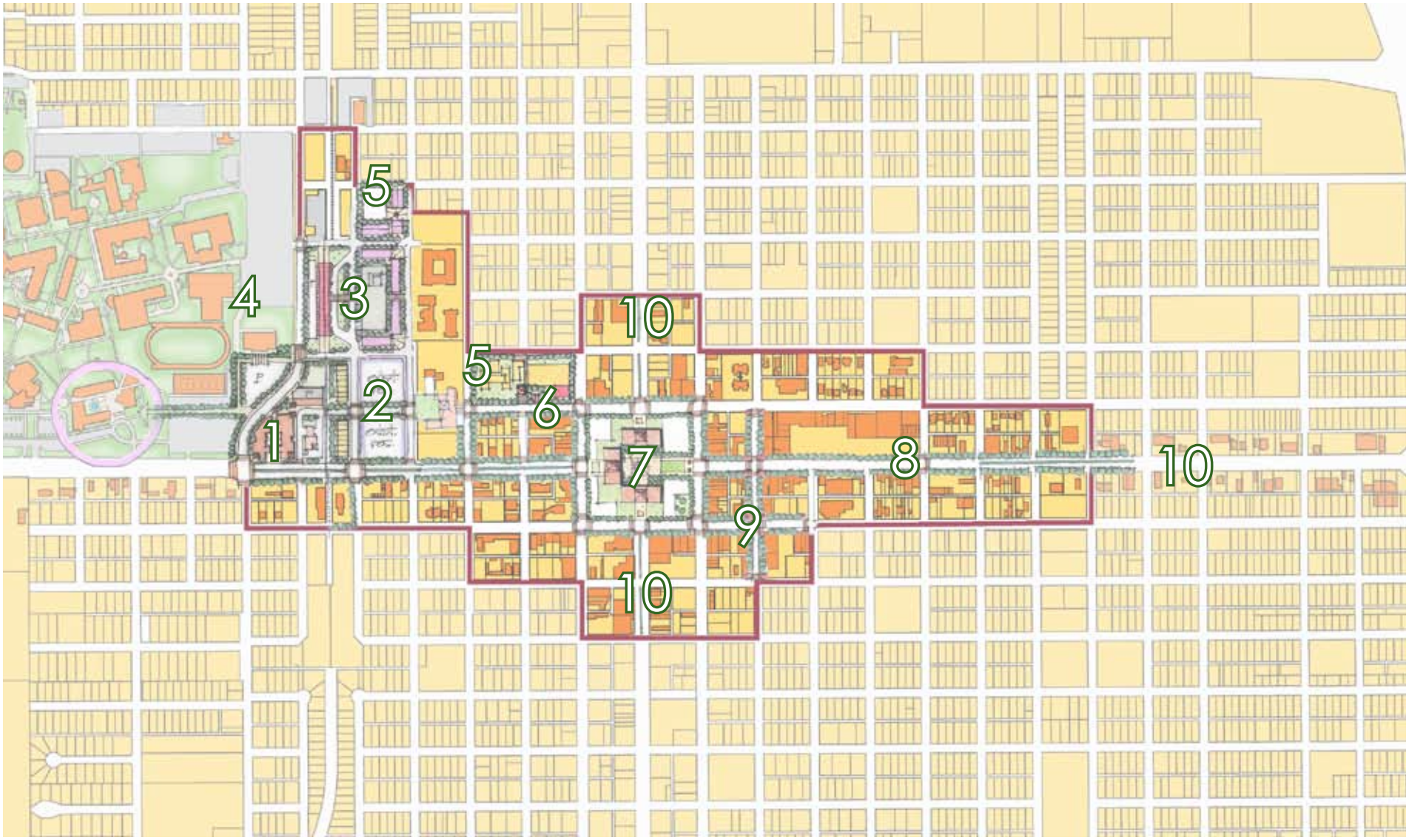
1. Create Distinctive Destination Districts
2. Create a Symbolic Heart
3. Create a Mixed-Use District
4. Design Complete Streets
5. Design Engaging Street Walls
6. Design Parking to Support Urban Design Goals
7. Build Upon Authenticity
8. Design for Visual Richness
9. Design for Sustainability
10. Focus on Downtown Economics
11. Leverage Downtown as a Magnet
12. Develop Niche Markets

CATALYST PROJECTS

1. Hotel / Bookstore
2. West McIntyre Promenade
3. TOD / ECISD Development
4. East Campus Edge
5. Arts Collaborative
6. East McIntyre Promenade
7. Town Square
8. East University Boulevard
9. South 13th District
10. North and South Closner

EXECUTIVE SUMMARY

Catalyst Projects



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2 INTRODUCTION

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INTRODUCTION

The City of Edinburg has just passed its centennial and its rapid growth in its suburban areas to the west and north has left the Downtown largely in the dust. Downtown Edinburg is no longer the vibrant marketplace of commerce and public activity it once was, and the City and its citizens wish to reverse that trend immediately. 2005's Gateway Plan, which is Edinburg's adopted comprehensive plan, recommended that the City develop a plan for investment Downtown, so this Downtown Master Plan project can be viewed as an extension of that earlier work.

In 2009, the Mayor and the City Council along with the Edinburg Economic Development Corporation hired a team led by Broaddus Planning to assist in developing an implementable Downtown Master Plan. The Plan will act as a big picture vision to direct City projects and involvement for the revitalization of Downtown Edinburg. It is a strategic implementation plan that is based on collaboratively-developed, Guiding Principles, and it establishes a framework of Catalyst Projects that will enable the City to realize the collective vision for Downtown.

McAllen-Edinburg-Mission Metropolitan Statistical Area (MSA) is the second-fastest growing MSA in Texas.

INTRODUCTION

Methods & Process

Picture from the Initiation Workshop

Picture from the Walking Tour

Picture from the Initiation Community Forum

The participants in this Master Plan were guided through a very "participatory" process developed to allow continual review and refinement throughout the entire development of the Master Plan. This process is based around five planning steps or phases that incrementally advance the decision-making of the planning while continually testing what has been developed prior.

Step 1 - Initiation

In this first step the project goals are established and expectations are aligned in order to chart the path for the planning project. Community Workshops and Forums are utilized to allow the community voice to be heard. Surveys are also administered to capture a broader audience and obtain support from the entire community.

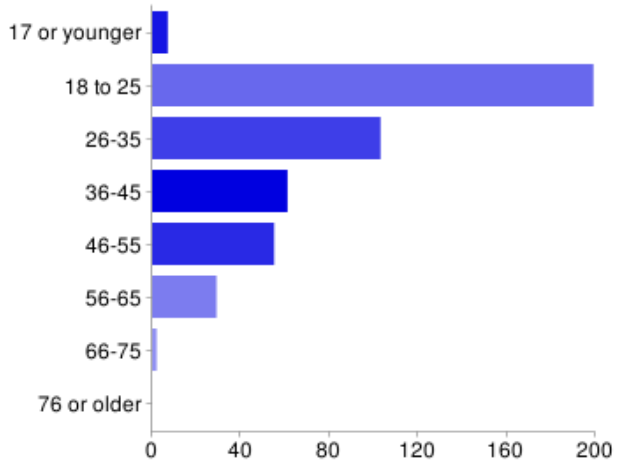
Step 2 - Analysis

This step involves the accumulation and analysis of quantitative and qualitative data necessary to generate a realistic portrait of the downtown area. Information obtained from workshops, surveys, independent research and best practices is gathered and analyzed to identify the strengths and weaknesses of the Downtown area. This information allows the planning team and the City's stakeholders to postulate possibilities for future revitalization. Additional workshops helped to provide feedback to ideas and to refine and improve the Guiding Principles.

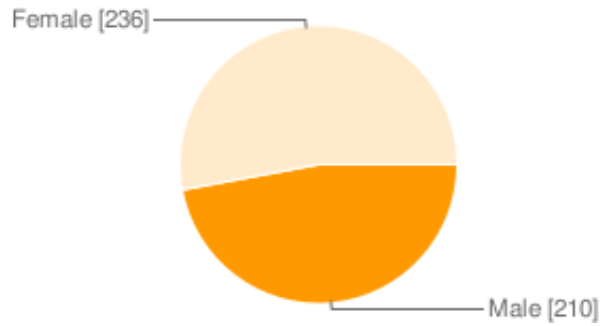
Step 3 - Vision

This step focused on the early development of planning scenarios that holistically addressed the Downtown's development. Urban design principles and identification of market driven catalyst projects as well as low-hanging fruit (projects which could be undertaken in the short term with minimal investment) are combined to create a possible scenario for the Master Plan.

Step 4 - Development and Step 5 - Refinement, take those agreed upon visions and further explore all implications, including evaluation in greater detail of discrete site areas and provide options and strategies in order to obtain further input and build consensus among stakeholders. Then those ideas are continually refined into the "Final Plan."

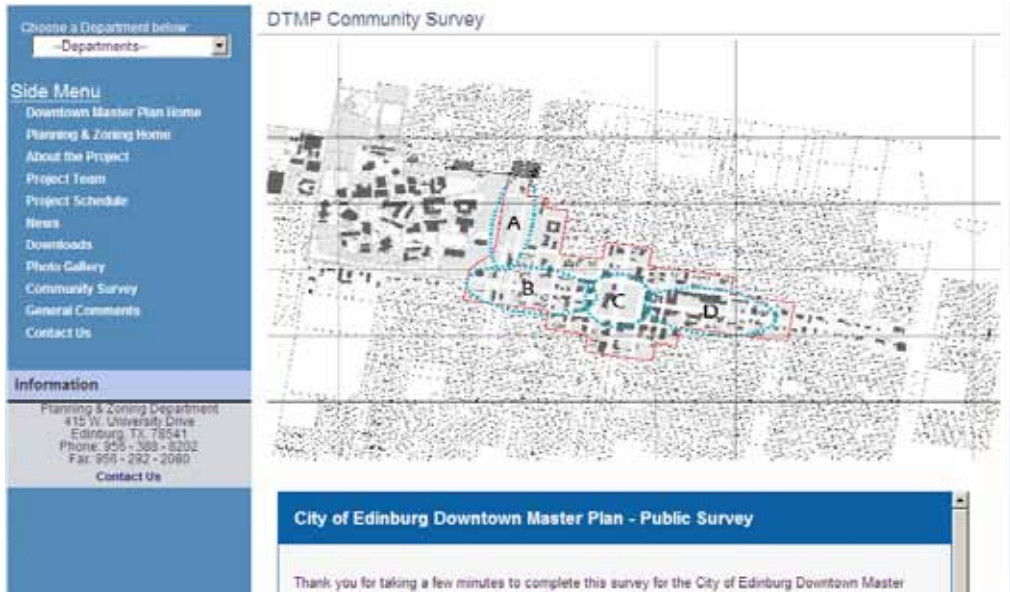


Average age of Survey Respondents



Total Number by Gender of Survey Respondents

Citizen input is key to our process. It helps build community support by creating a hands on planning environment where every stakeholder gets a chance to have their voice heard. In order to bring the community into the process we initiated a survey which was administered throughout the City's Downtown Master Plan Website, the University's Bronc Notes Newsletter, as well as in person at the City Hall and Public Library. The survey is structured to illicit responses that reflect the needs and desires of Edinburg for it's future development and revitalization. It is used to identify weaknesses and strengths and give the planning team important feedback to create a solid framework for the plan built from the aspirations of the community. A total of 459 responses have been tallied and the results are spelled out in this section of the document.

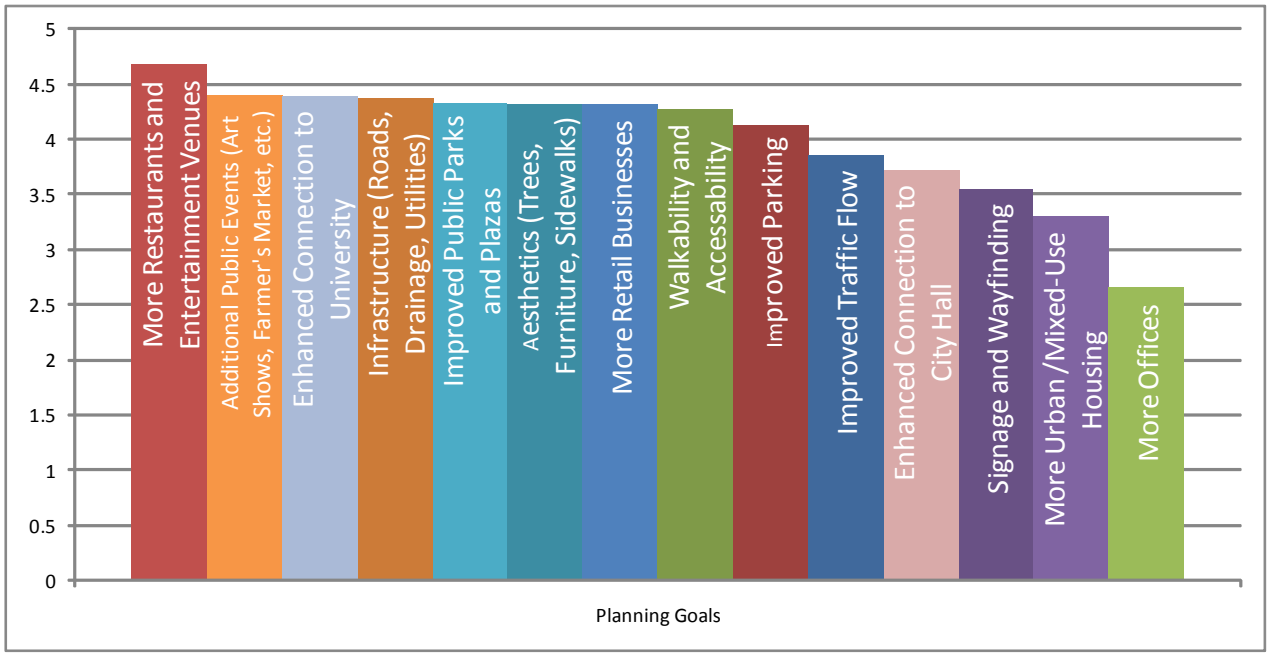


Example Screenshot of Online Survey

INTRODUCTION

Survey Results

The chart below represents the weighted average of the fourteen planning goals organized by the priority of the community. As you can see, all of these aspects of the community need improvement and are characterized as important or higher. The most important thing to the community is to secure more entertainment venues and eateries in the downtown area. This represents the perception and reality of Downtown Edinburg being a ghost town after 5 p.m. It also reflects the lack of lunch options for County, City, School District, and University employees as well as students and visitors.



Weighted Priority Average of the 14 Planning Goals

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GUIDING PRINCIPLES

GUIDING PRINCIPLES

In order to focus Downtown Plan recommendations, twelve Guiding Principles were developed during the planning process. The Guiding Principles encompass tested urban design philosophies, market-driven economic revitalization recommendations, current socio-cultural trends, and community goals.

It is understood that projects can change, land can shift hands, and market forces can be unpredictable, however, if a particular project changes it should still adhere to the visionary framework laid out in these principles, which reflect the desired outcomes of future development in the Downtown. The Guiding Principles act independently of the Master Plan and shall serve as a benchmark for future projects, either expressly recommended through this plan, or transpiring independently of its recommendations or timeframe.

These principles were collaboratively developed and agreed upon in the visioning phase of this process. They are uniquely catered to this community based on goals, needs, and community analysis.

These Twelve Guiding Principles will serve as a benchmark for future development in Downtown Edinburg.

GUIDING PRINCIPLES

Urban Design Principles

Seattle Neighborhood Map

Plaza Murillo La Paz

Mixed-Use District

1. Create Distinctive Destination Districts

The city benefits from distinct districts and neighborhoods that provide citizens and visitors with diversity, variety and choice. The Downtown core and the adjacent University district should be linked to but distinct from each other and from other districts and neighborhoods in the City. Each should be perceived as an engaging and distinctive place in its own right, complementing but not duplicating the character and offerings of the other.

2. Create a Symbolic Heart

Establish the Courthouse Square as the symbolic heart of the City and its primary public space—a focus for cultural activities, markets and celebrations. The square should be augmented with a diverse offering of secondary public spaces—small greens, plazas, pocket parks, and pedestrian ways that are linked by walkable streets and furnished with amenities that support and encourage activity in the public realm.

3. Create a Mixed-Use District

Downtown should be a mixture of land uses including retail, personal service, residential and office. This can provide activity during days, evenings and weekends that help energize and animate the district.

Retail space should be constructed along all primary pedestrian corridors in the Downtown, and should include windows and entries directly from the sidewalk. These spaces can be populated with stores, restaurants and "third places" such as coffee shops, internet cafes and bookstores that will provide an engaging walking environment.

A variety of housing types should be encouraged, in order to fill a variety of needs and markets.

- Lofts with or without retail at grade
- Live-work units
- Townhomes
- Condominiums

Complete Street

Engaging Street Wall

Picture from the Visioning Workshop

4. Design Complete Streets

Complete streets are those that comfortably accommodate multiple users—transit, cars, pedestrians and bicycles—and are designed to function as both vehicular ways and civic space. When streets are designed for traffic to move between 20 and 25 mph, all users can share the street. Drivers move slowly enough to watch for pedestrians and see signs and signals. Pedestrians feel safe crossing the roadway; and cyclists can blend in with vehicular movement. Downtown patrons happily "park once" and enjoy walking to multiple destinations. Other street improvements that help achieve this goal include:

- Bulb-outs at pedestrian crossings
- Minimam turn radius at corners
- Contrasting paving at pedestrian crosswalks
- On-street parking and street trees
- Street furniture such as pedestrian level lighting, seating and trash bins
- Pedestrian-oriented signage

5. Design Engaging Street Walls

New and redeveloped buildings in the Downtown should generally be placed at the sidewalk to give streets and blocks a comfortable "outdoor room" feeling. Continuity of windows and doors should create a permeable relationship between the buildings and the sidewalk, creating a flow between inside and outside. A consistent "visual texture," for the street wall, created by complementary arrangements of floor lines, window and door openings and other features are more important to a cohesive image than a consistent architectural period or style.

6. Design Parking to Support Urban Design Goals

Parking should be maximized on streets to provide easy customer access to businesses and to aid in traffic calming. Additional parking should be designed at the center of blocks and lined with buildings. When masking surface lot parking isn't possible, lots should be behind or to the side of buildings to minimize disruption of the street wall.

GUIDING PRINCIPLES

Urban Design Principles

Picture from the Initiation Workshop - Source: Townscape

South Austin - Source: Townscape

Green Roof

7. Build Upon Authenticity

Preserve and build upon the unique assets that differentiate Downtown Edinburg from other districts in the City and region. Retain older buildings and blocks that lend a sense of roots and character, and that provide lower rent options for creative entrepreneurs and new business startups. Recruit and retain locally-owned businesses when possible.

Respect and build upon historic and cultural precedents and traditions in site design and architecture. Solid, enduring materials should be used. Buildings should be articulated in a way that establishes a rhythm of bays, and windows should be "punched" and have shadow lines rather than be flush with the building wall surface.

8. Design for Visual Richness

Great streets have "a thousand points of detail," including diverse and detailed architectural facades, engaging signage, attractive furnishings, colorful plantings, sidewalk commerce and public art. The City's regulatory framework should be flexible enough to allow the unfolding of a diverse and stimulus-rich environment over time.

9. Design for Sustainability

New projects should reflect best practices for green urban design strategies and building techniques, "light imprint" site design and cleaner transportation. Design for new buildings and the public realm must respond to the Valley's climate extremes, especially in the provision of shade to enhance walkability.

Vibrant Downtown Commerce

Coffee Shop WiFi

Example of a Niche Market

10. Focus on Downtown Economics
Competing market forces exist within Edinburg and Hidalgo County that present opportunities and challenges to Downtown revitalization. While the Downtown Study Area shows investment and development activity, the south side of town is currently the major focus of development activity in Edinburg. Downtown won't revitalize on its own. The role of the public sector is to generate the demand for Downtown "products" through infrastructure investments, marketing, outreach, public relations, and incentives that support Downtown development.

11. Leverage Downtown as a Magnet
Economic development has changed over the last several decades from industry recruitment to talent attraction. A city's downtown can play a major role in talent attraction. Technology workers are mobile, jobs are following the talent, and talent is attracted to Quality of Place. Baby boomers will be retiring in droves over the next 5-10 years. The baby boomer demographic and the younger 25-35 year old demographic are clearly attracted to revitalizing downtowns. These two sectors will move to downtowns and can be major stimulants in your Downtown's revitalization. Attracting and retaining talent supports retail and entertainment. Retail and entertainment create a strong sense of place that attracts talent.

12. Develop Niche Markets
The public sector needs to serve as the catalyst to get the private sector interested in Downtown. Leveraging publicly-owned land and buildings are crucial to stimulating private investment in Downtown versus existing development centers in the region. Catalyst Projects can jump-start private sector investment in key downtown areas. Tourism through cultural arts programs is often a successful economic development initiative in downtowns, as is stimulating the housing and office sectors.

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4 DOWNTOWN PLAN

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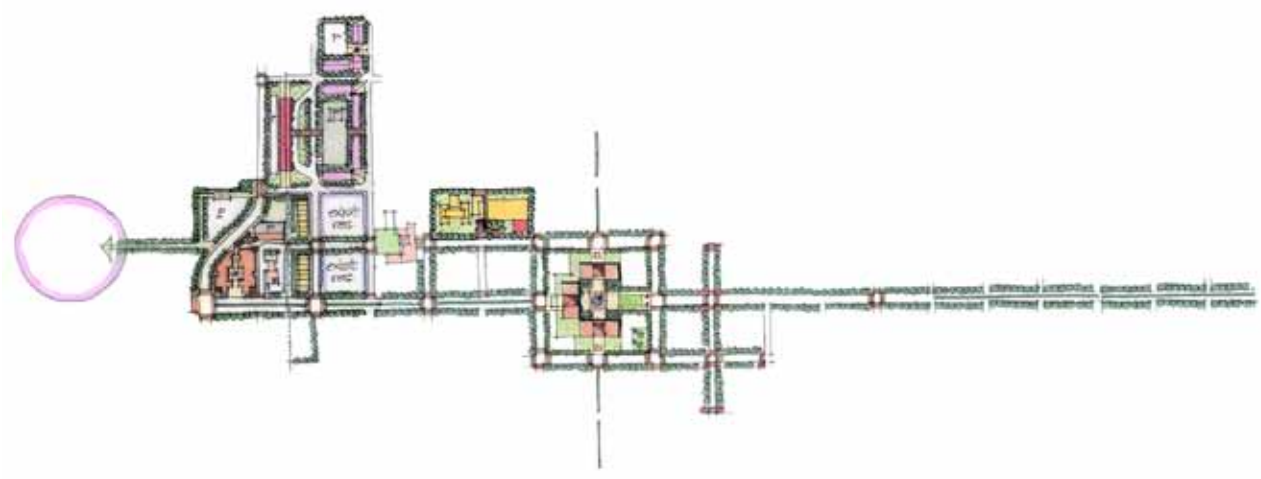
DOWNTOWN PLAN

Concept Sketch

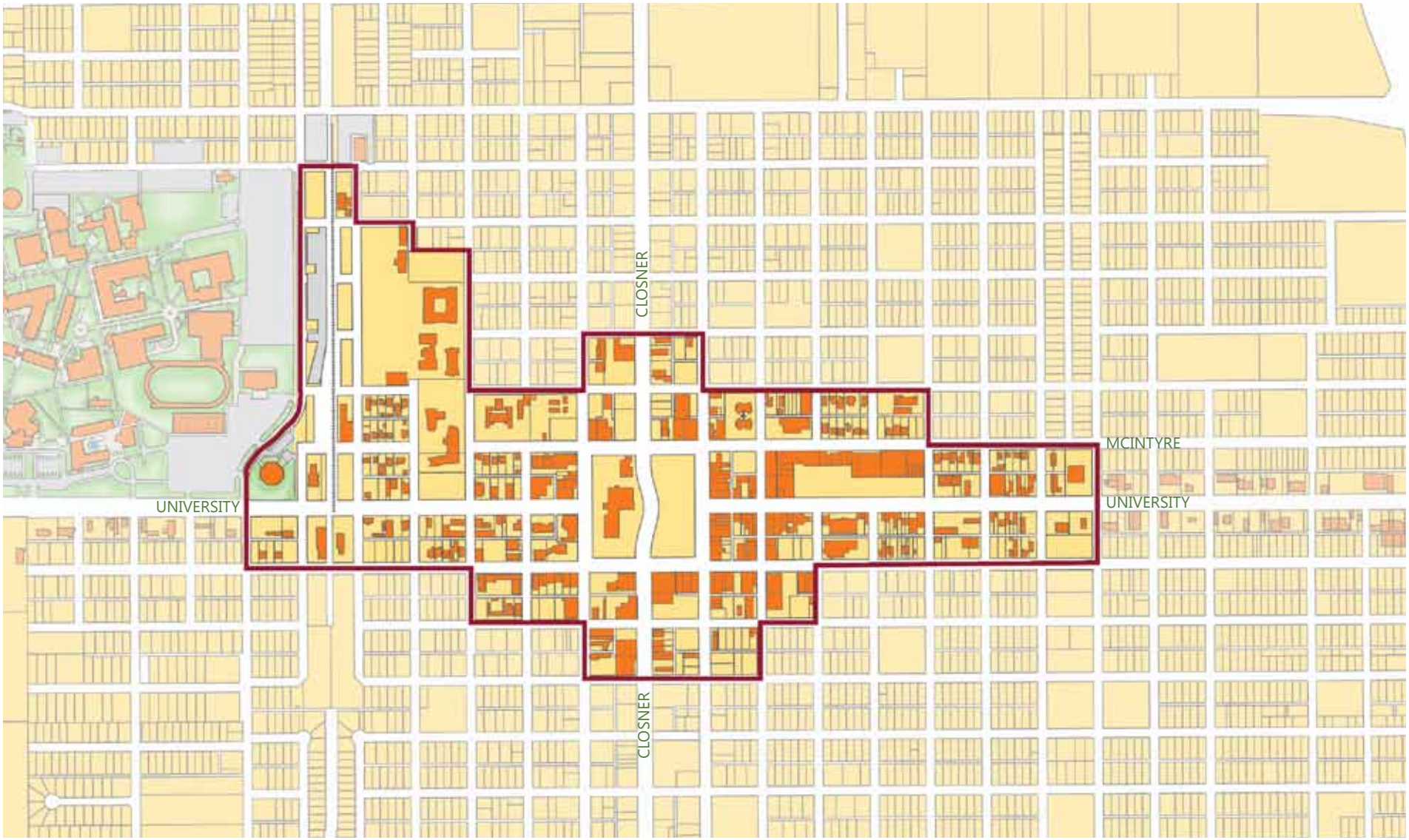


The Edinburg Downtown Plan represents a creative synthesis of community aspirations and ideas with identified market opportunities and attractive redevelopment sites. The overarching concept envisions ten strategically sited Catalyst Projects, each addressing a viable market niche or public opportunity and each a distinctive place in its own right, linked with a safe, comfortable and highly walkable public realm of great streets, tree-shaded sidewalks, pedestrian amenities, eye-catching detail and public art. Through these strategic initiatives, Downtown Edinburg will evolve into a distinctive and appealing destination district whose character and vitality make it more than the sum of the individual enterprises located there.

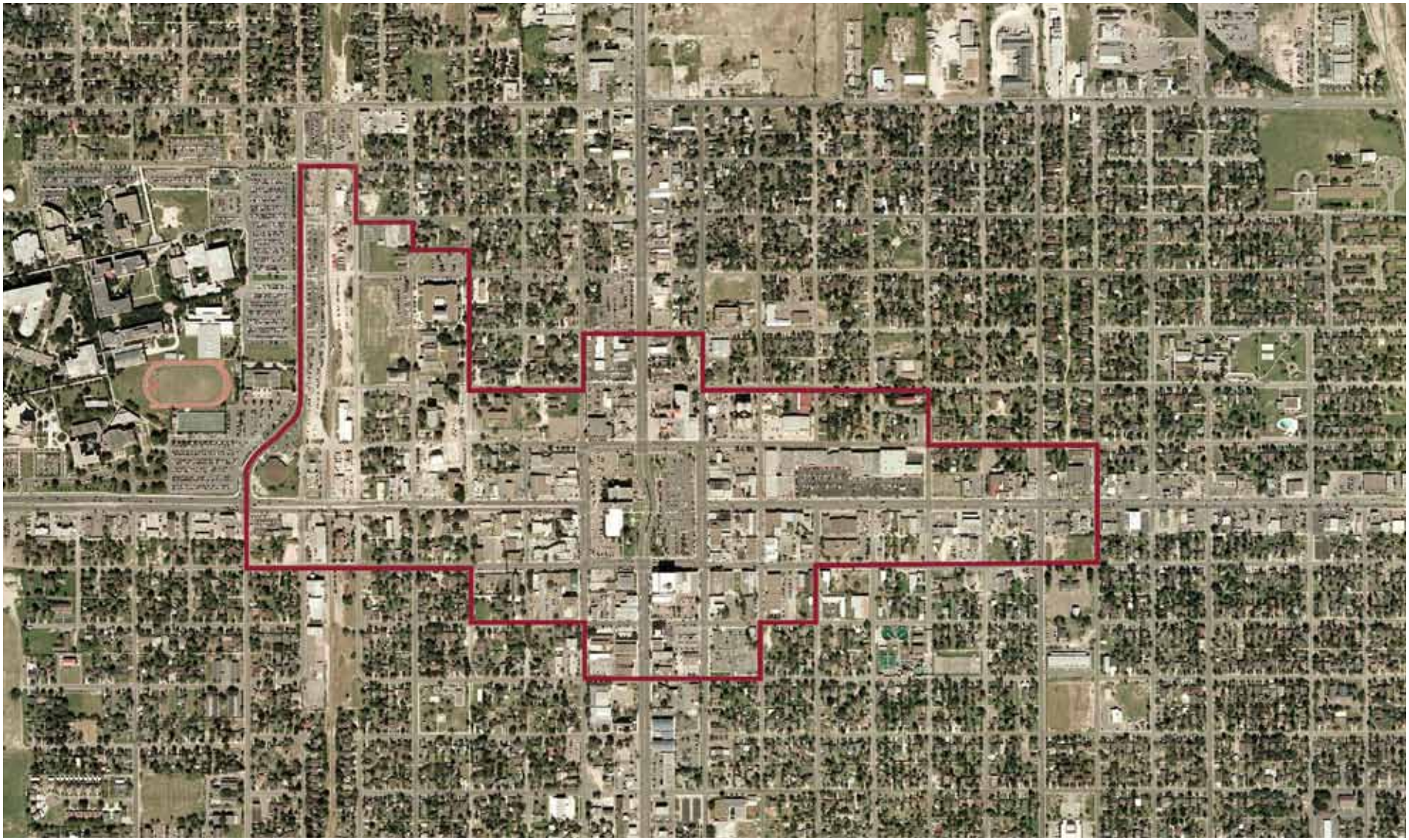
The concept for the City of Edinburg Downtown is to make it a distinctive and appealing destination district.

DOWNTOWN PLAN

Existing Downtown



Rendering of Existing Downtown Area (Outlined) and Overall Study Area



Aerial of Existing Downtown Area

DOWNTOWN PLAN

Catalyst Projects

1

HOTEL / BOOKSTORE

Concept: Foster the development of a hotel and meeting facility between City Hall and the University. This site is centrally located to the University, City Hall, Courthouse, and school administration buildings. If the project should happen on the current site of the University Bookstore, than the Bookstore should be reincorporated into the new facility possibly accessible to both students and the public.

2

WEST MCINTYRE PROMENADE

Concept: Provide a pedestrian oriented streetscape to illicit the perforation between the City and the University. A strong physical connection will create the necessary framework to enrich the social connection between UTPA and it's host city, Edinburg. The streetscape improvements should emphasize and promote heavy foot traffic through generously wide sidewalks, and thoughtfully designed medians and planters, as well as consistent street furniture and lighting.

3

TRANSIT ORIENTED DEVELOPMENT (TOD) / ECISD

Concept: Create a commuter rail station along existing rail line between University and Downtown. Only one block can accommodate a potential 500' station and that is between Peter and Kuhn Streets. The area to the east of the rail line at this location has potential to be the densest mixed-use area in all of Edinburg. Therefore, it is imperative to clean up this area and preserve the development potential.

4

UTPA - EAST CAMPUS EDGE

Concept: Promote connectivity across the campus edge by enhancing and maintaining pedestrian and vehicular linkages. Development in this district should be higher density with mixed uses to allow for the future possibility of a commuter rail stop

5

ARTS COLLABORATIVE

Concept: Use vacant building and land to create a synergistic arts and culture mixed-use campus between the University and County Courthouse. Two locations exist for this project and both are recommended to be developed in different yet complimentary ways.

6

EAST MCINTYRE PROMENADE

Concept: Enhance the connection between the Town Square and City Hall by introducing a pedestrian oriented streetscape with medians, shade trees, enhanced lighting, and thoughtful street furniture.

7

TOWN SQUARE

Concept: A unique "square within a square" development—a traditional open-air plaza in the center of the existing Courthouse Square, framed on three sides by future buildings, to once again serve as a venue of choice for community gatherings and the symbolic heart of the town. This new "Town Square" would be a unique signature element for Edinburg, providing a lively setting for public ceremonies, community gatherings, art showings, farmers' and artists' markets, performances, outdoor movies and fitness events.

8

EAST UNIVERSITY BLVD.

Concept: As the street section narrows at 17th there should be a change in paving pattern and signage to denote the entrance into the Downtown. The established pattern of street-lining palms will be continued as well as pedestrian scaled canopy trees to provide shade. More crosswalks, and Bulbouts will calm traffic further to promote a more intimate "park once" district lined with street front retail.

9

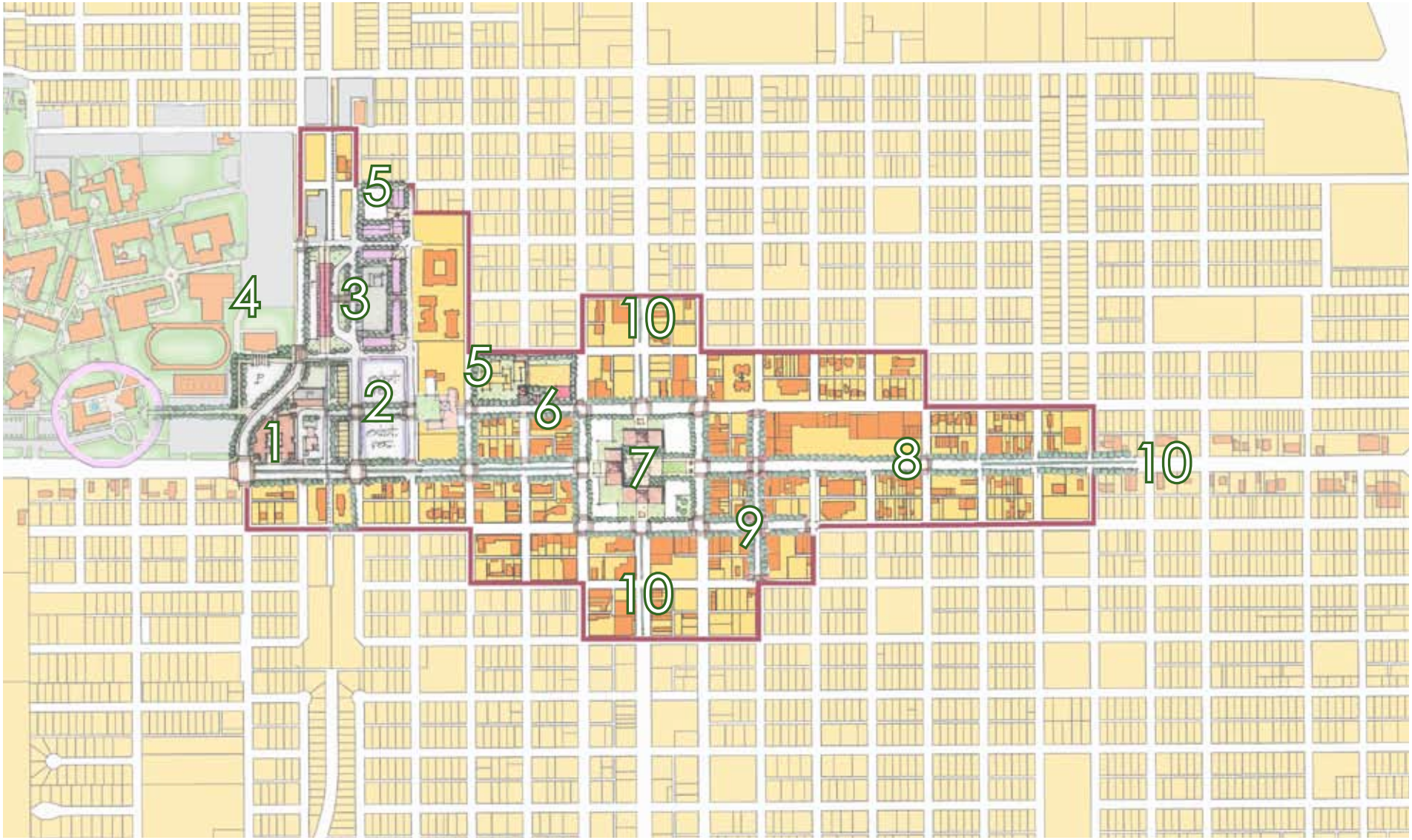
SOUTH 13TH DISTRICT

Concept: Create an entertainment district that will keep people Downtown after hours with upscale eateries, theaters, music venues, bars, as well as space for the arts. This district could host events for crafts or have farmer's markets.

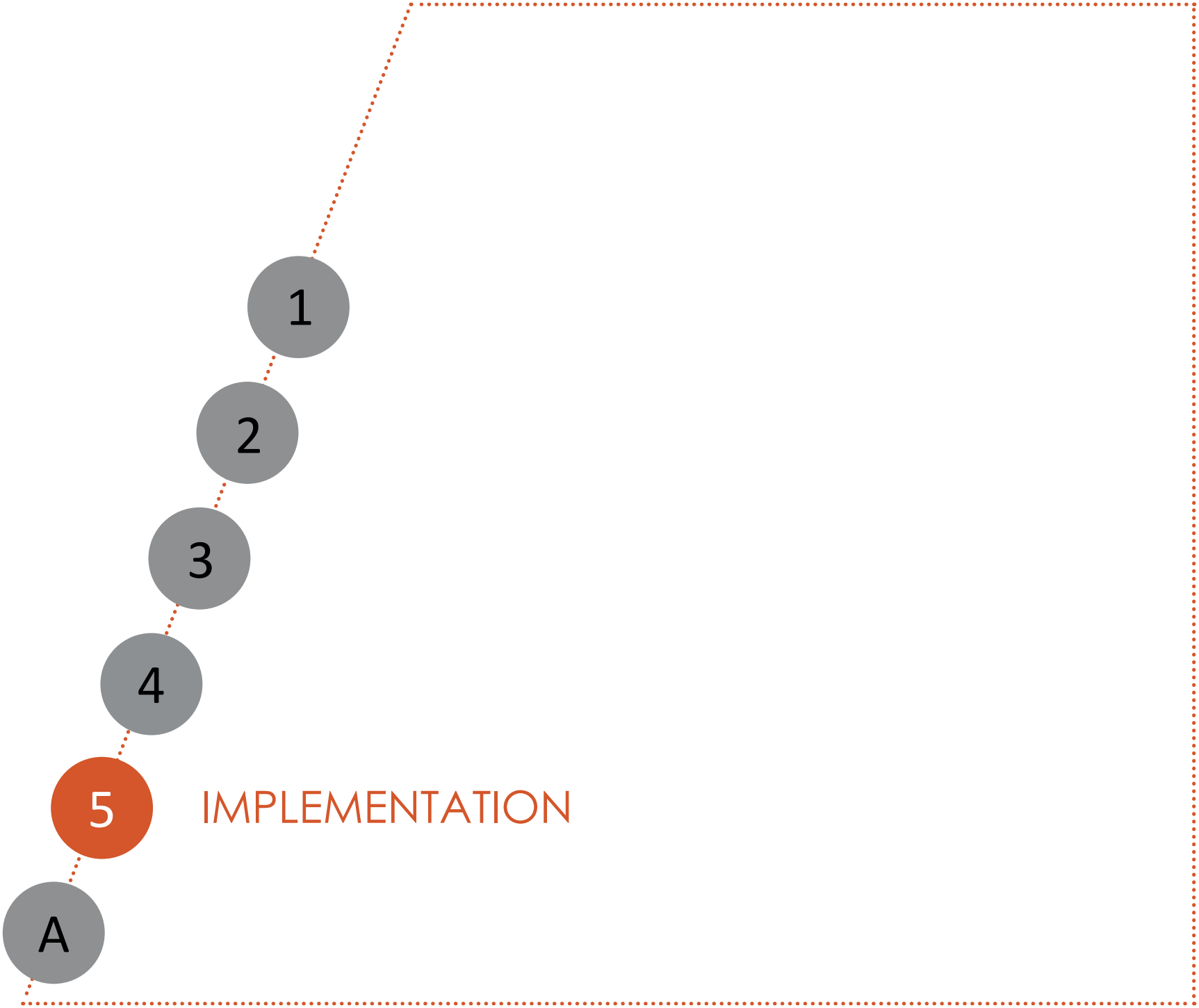
10

NORTH AND SOUTH CLOSNER

Concept: Re-Introduce medians to calm traffic approaching the Square. Define the corridor with palm trees to enhance the procession towards the heart of the City. Additional shade trees, street furniture, and lighting will create a comfortable walking environment.



Downtown Plan with Catalyst Projects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IMPLEMENTATION
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IMPLEMENTATION

General Recommendations

The following are specific recommendations that will assist the City and its partners in achieving the vision of the Downtown Master Plan.

- Develop public policies focusing on Downtown, such as Memorandums of Understanding between City, County, ECISD, and UTPA (and Commuter Rail District) discussing potential collaboration; or incentive policies that specifically address the Downtown as a local investment zone.
- For each of the Catalyst Projects described earlier, lease or sell property to developer through Request for Proposal (RFP) process:
    1. Clearly define the vision for the site/project (desired by public entities as well as other stakeholders)
    2. Do an appraisal and Phase I Environmental Assessment on property
    3. Draft an articulating vision, available funding, and legal issues in RFP process
    4. Solicit proposals from private developers for each project
- Create a SWAT team of "implementers", comprised of one primary staff person (plus alternates) from City, University, School District, County, Commuter Rail District, Casa Cultura, and others as appropriate. Meet weekly for first three months.
- Create a façade enhancement grant program
- Identify grants to assist existing businesses, as well as the City and its partners.
- Commission a Downtown Retail Leakage Analysis focused on business that could succeed in the Downtown.
- Create an Urban Workshop / Studios at UTPA and in conjunction with South Texas College to provide student assistance with the following expertise:
    1. Market Analysis
    2. Graphics / Marketing
    3. Architectural Rendering
    4. Ensure that building code, planning & development process, and incentives encourage development Downtown. Allow light commercial uses (artist, restaurant, office) in certain residential areas between UTPA and City Hall (along McIntyre), and modify zoning at all Catalyst Project sites.

A plan is only successful if implemented.

IMPLEMENTATION

General Recommendations

Facade Improvement Program - Before

Facade Improvement Program - After

Need for Public Improvement District (PID)

- Work to relocate existing industrial users along railroad tracks by finding space elsewhere that is sufficient for their growth needs.
- Aggressively market Downtown to raise awareness of the revitalization initiative and to generate demand for Downtown spaces. Target specific demographic groups, such as students at UTPA, and Tourists (domestic and Mexican)
- Focus on accommodating appropriate target industries in the Downtown.
- Use special events to showcase progress and build awareness of revitalization initiatives.

- Create Public Improvement district for funding and organization capacity (EDC to manage):
  1. Identify Capital Improvement Projects and cost estimates for Downtown (drainage, sidewalks, streets, parking garage)
  2. Designate area of focus for improvements (courthouse to rail)
  3. Hire an attorney & consultant to assist City in developing appropriate district & financing structure.

4. Create a Public Improvement District
   - Finalize District Boundaries
   - Analyze potential revenue generated in future development
   - Hold referendum (if necessary)
   - Obtain & incorporate private-sector input during process
   - Identify appropriate organization to spearhead implementation. Given the nature of the implementation, the Edinburg Economic Development Corporation should lead the implementation, convene the other stakeholders and facilitate the private-public partnerships for the Catalyst Projects. The EDC should budget for and maintain one full-time employee with experience in Downtown revitalization at a similar-sized city.

Streetscape Example

Raised Crosswalk

Street Lining Palm Trees

STREETSCAPE: GENERAL RECOMMENDATIONS

The Downtown Plan's recommended street improvements are intended to foster a healthy balance between efficiently moving vehicular traffic with the needs and safety of pedestrians and cyclists, ultimately resulting in a district that is perceived as safe, comfortable and pleasurable for all three modes. This is accomplished through traffic calming measures such as medians and plantings, enhancing the comfort and walkability of the sidewalk and crosswalk system, and creating a visual image that conveys a message that Downtown is a special, pedestrian-friendly district.

Crosswalks

Where shown on the concept plan, pedestrian crosswalks should be widened to 12 ft. minimum and enhanced with contrasting paving to better define their locations, to make them more visible to motorists and pedestrians, and to contribute to the perception of the Downtown as a special, pedestrian-friendly destination district. In most cases stamped asphalt paving would be most attractive and economical.

Street Trees

The defining attribute of a successful streetscape is the creation of a comfort zone—an "outdoor room"—between automobiles and the building wall. This is usually best accomplished with a formal row of tall street trees with spreading canopies planted in a 5-foot wide "furnishing zone" adjacent to the curb, and planted no more than 25 feet apart.

In this arrangement, the trunks of the trees act as architectural columns along the street, defining a comfortable space for the pedestrian as well as providing much-needed shade and visual relief from paving and building walls. This rhythm of large trees also contributes to traffic calming. Deciduous canopy trees make excellent streetscape trees, providing seasonal interest and summer shade, while allowing sunlight to penetrate to the sidewalk in winter months.

In most cases, ornamental trees such as yaupons and crepe myrtles will not reach the height necessary to spatially define the "outdoor room" successfully; in fact their lower canopies may block smooth pedestrian flow and conflict with higher profile vehicles. Their use should be reserved for plazas, small parks and other areas where more detailed planting design is appropriate.

IMPLEMENTATION

General Recommendations

Street Tree

Similarly, the use of Live Oaks should be avoided in future streetscape designs. Their low, spreading growth habit and opaque canopies block building fronts and attractive views as they grow, while their shallow root systems tend to damage sidewalks and curbs over time. Moreover, their attractiveness to flocks of grackles has become a growing problem for urban areas in recent years. These attributes make them a less desirable choice than many other available tree species.

Bike Racks

Street Furniture

Furnishings

Benches are recommended to provide resting areas for Downtown patrons. They should be of durable, low maintenance materials, preferably metal, and of a dark green or black color. Consistency should be strived for in color and material of all furnishings that occupy the Downtown, including but not limited to bike racks, trash cans, street lights, benches, etc. They are usually best located in the 5-foot "furnishing zone" adjacent to the curb as described previously, so that their placement doesn't impede pedestrian flow. Drinking fountains with dog dishes are also recommended in areas with the most pedestrian activity.

Pedestrian-scaled street lights should be included in future streetscape design and placed in the "furnishing zone." Pots for seasonal flowers are specifically recommended in the image sketch for the 13th Street redevelopment; in fact they can be used to add bright splashes of color to any of the streets recommended for enhancements. They are most effective when used as sculptural elements in clusters or in a row, lending the design elements of repetition and rhythm to the street.

Small Water Feature

Public Art

Commercial Signage

Small Water Features

Small, "low-key" water features should be a signature element of the Downtown District, enlivening small nooks, gathering spots and plazas with sound and sparkle. In the hot months of the Rio Grande Valley they provide pedestrians with both real and perceived relief from summer heat. They provide minor landmarks and an extra layer of richness to the experience of the town when they are "discovered" by visitors and adopted as cherished neighborhood symbols by locals.

Public Art

Aside from the specific arts-related facilities envisioned for the Downtown District, Edinburg's public realm includes several possible locations for public art, such as painted wall murals, sculptures and tile mural compositions. The key elements in the success of any public art installation are the level of quality of the art composition and the craftsmanship of its execution. Some of the most successful, such as the cattle drive mural in Fort Worth's Sundance Square or Seattle's sidewalk bronze of native son Jimi Hendrix, are specific to their context, and help to define, reveal and expand upon the citizens' collective and individual images of the town and region.

Commercial Signs and Symbols

While a city sign ordinance is beyond the scope of this study, it is recognized that commercial signage has a major impact on how a downtown district is perceived by visitors as well as local patrons. This plan's goals relative to walkability are best served by ensuring that signs on commercial streets are easily viewed by pedestrians through the use of hanging or blade signs, as well as by restaurant menu boards and standing "sandwich signs" on the sidewalk. Regulations should be flexible enough to allow for art that doubles as signage, such as the bicycle hanging above the door of the bike shop, the classic turning barber's pole or the hanging tuba or guitar case over the music store.

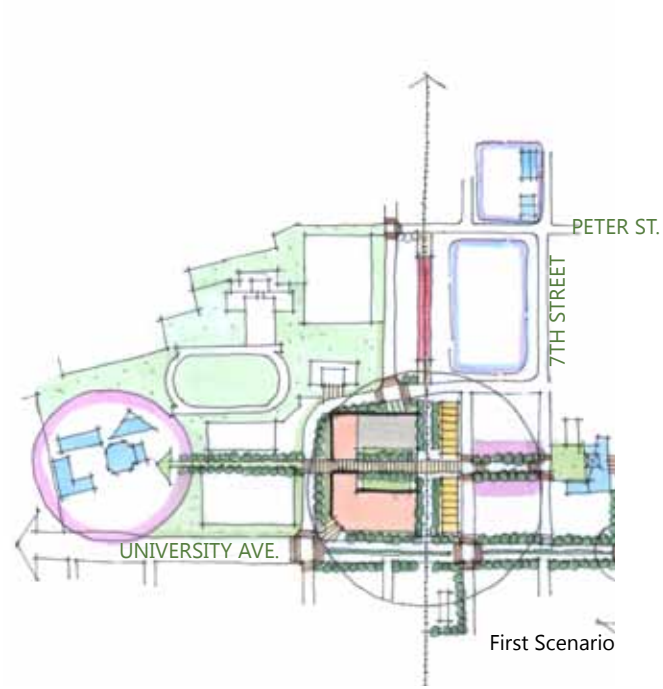
IMPLEMENTATION

Catalyst Projects

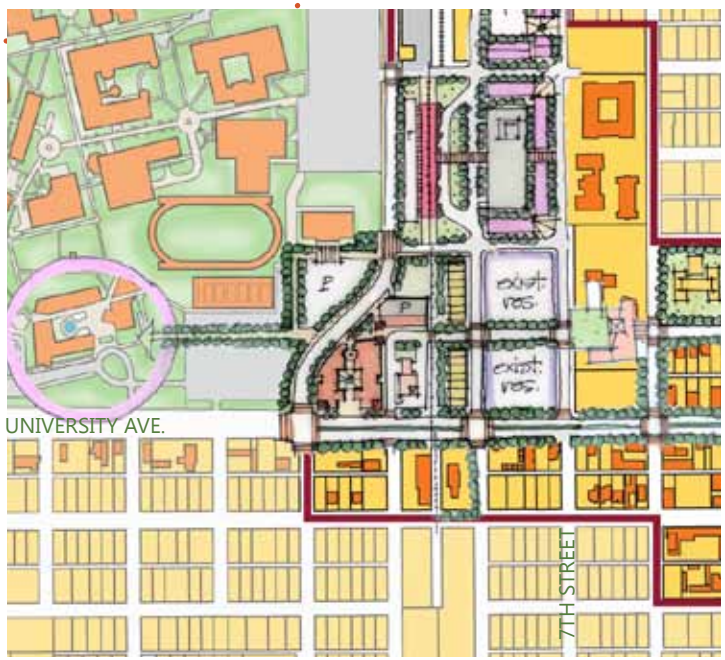
1

HOTEL / BOOKSTORE

Key



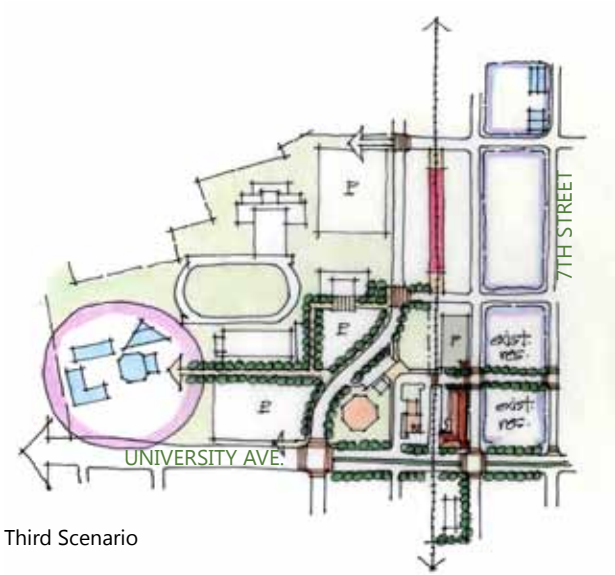
First Scenario



Close-Up (Second Scenario)

The site plan envisions this development as a signature element at the corner of N. 5th Avenue and W. University Drive, providing a strong architectural statement and gateway for both the campus and the Downtown District.

This plan offers three alternative scenarios for a hotel/bookstore site. The first arranges a larger hotel building and bookstore with a parking structure in a courtyard arrangement, allowing a strong pedestrian and visual connection from City Hall to the UTPA campus. This alternative would require a re-routing of N. 5th Avenue to accommodate the development site, providing an opportunity to redesign that street from a high-speed thoroughfare to a pedestrian-friendly campus street with a direct pedestrian link between the hotel and the evolving cluster of arts-related facilities on the UTPA campus. An opportunity for new residential units occurs just east of the hotel/bookstore courtyard development, between the rail tracks and N. 6th Ave.



Third Scenario

First Scenario - Before

A second alternative leaves N. 5th Avenue in its current location and design, shifting the hotel/bookstore site to off-campus land and thus simplifying the land assembly and development process. This concept envisions the hotel/bookstore as two smaller buildings arranged to form a paved courtyard, with a smaller parking structure lined with retail immediately to the north. The existing drive-through bank facility remains in its current location, and the residential project opportunity between N. 6th and the tracks is shown occupied with townhome units.

A third alternative leaves N. 5th Avenue and the existing bookstore in place, and sites a much smaller hotel building between the tracks and N. 6th Avenue. This more modest concept would be appropriate if market opportunities called for a smaller boutique hotel in the short term; parking would need to be accommodated in a structure on the north side of W. McIntyre Street.

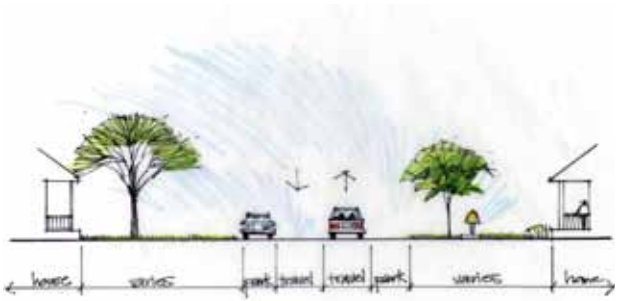
First Scenario - After

IMPLEMENTATION

Catalyst Projects

2

Key



Before Section

WEST MCINTYRE PROMENADE

Close-Up

Creating a strong pedestrian connection to the university from the Downtown is a key aspect to making the plan successful. In order to capitalize on the 18,000 students that currently attend the University of Texas Pan-American, their must be a comfortably walkable linkage. West McIntyre provides a perfect opportunity for this connection.

Currently the street is occupied by a handful of single family bungalows, which overtime, with a few key changes in the zoning to allow it, will evolve into a culture of their own through adaptive reuse. Cafes, antique shops, boutiques, and other entrepreneurial endeavors will line this pedestrian oriented streetscape.

After Section

Before - West McIntyre (From Bookstore)

Consistent sidewalks with attractive paving patterns lined with shade trees, planters, and thoughtful street furniture will create a comfortable environment for students and citizens alike to traverse the current gap between the City and the University. Street lights and signage will also be utilized to emphasize the uniqueness of the district and help with wayfinding for visitors that will be staying in close proximity at the new hotel proposed by this plan.

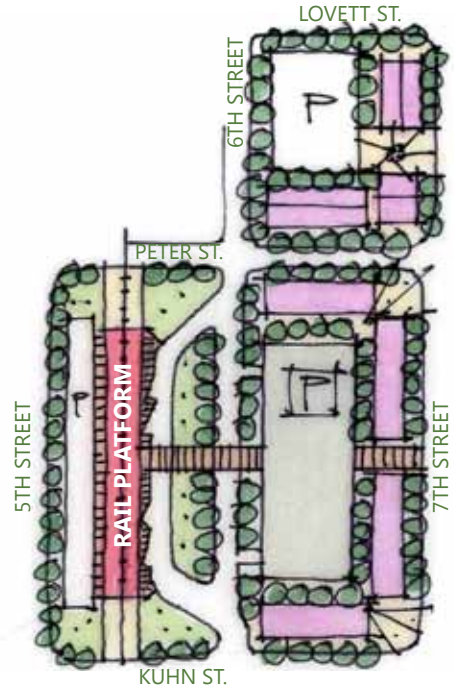
After - West McIntyre Promenade (From Hotel Courtyard)

IMPLEMENTATION

Catalyst Projects

3

Key



Concept

TRANSIT ORIENTED DEVELOPMENT / ECISD

Close-Up

The ten Catalyst Projects are sited and planned to be successful independent of future rail transit opportunities. Each, however, is designed "transit-ready" to preserve the best opportunities for commuter rail service and transit-oriented development should the opportunity present itself in the future.

The concept plan recognizes that the long block between N. 6th, N. 5th, W. Peter and W. Kuhn is of adequate length to accommodate a 500-ft. rail station platform, and so reserves space for a bus loop and commuter "kiss and ride" loop off N. 6th Avenue to serve the potential platform site. This proposed loop is adjacent to the potential parking structure site on the east side of N. 6th and accommodates a mid-block pedestrian crossing, providing future rail patrons with a full range of access possibilities.

TOD Development Example

Plaza Saltillo - East Austin

Plaza Saltillo Mixed-Use TOD

The ECISD currently owns the property to the east of the proposed rail platform, and although they currently have no plans for that land, the City should work together with the School District to ensure any interim development does not interfere with the vision for this area. This collaborative effort between the School District and the City should start with discussions about this property and its possibilities in the near future to ensure the preservation of this opportunity.

Plaza Saltillo Rail Station

IMPLEMENTATION

Catalyst Projects

4

UTPA - EAST CAMPUS EDGE

Key

Close-Up

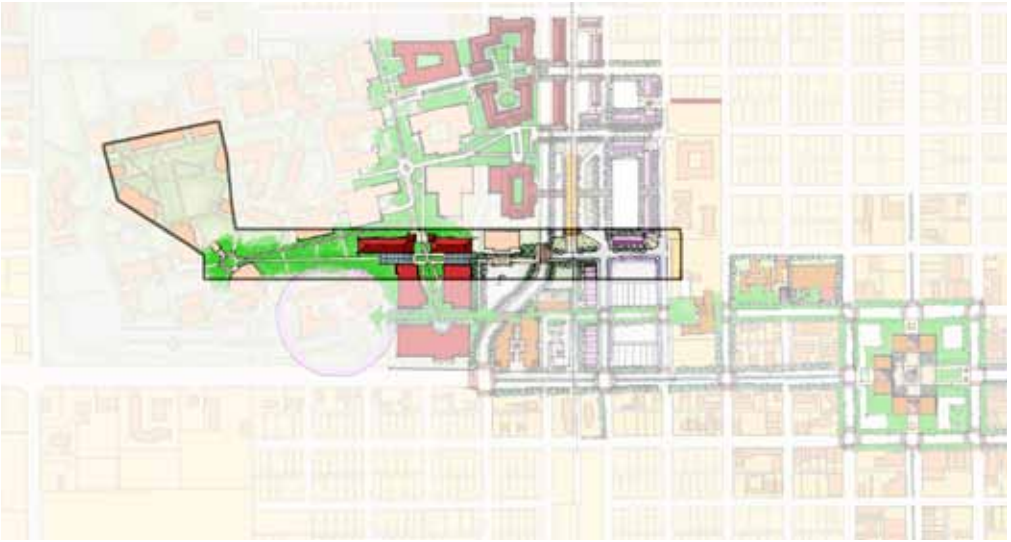
Located at the edge of the Downtown, the University of Texas Pan-American is one of Edinburg's greatest assets. However, few of the University's 18,000 students venture into Downtown Edinburg, and even fewer would consider walking there despite its proximity. The current edge condition between the University and the City is barren and is not pedestrian friendly. Abandoned warehouses and industrial sites line the City side of the tracks while vast surface parking lots lines the campus side of 5th street. The railway and lack of appropriate pedestrian infrastructure create a barriers to pedestrian linkages, and improvements in these areas will be necessary in order to enhance the Town-Gown relationship. Future developments in this area should be mindful of both entities' visionary plan in order to ensure that synergy and connectivity flourish without impedance from incompatible developments.

The City grid creates five opportunities for linking the University and Downtown:

- East McIntyre Street
- Kuhn Street
- Peter Street
- Lovett Street
- Loeb Street

Close-Up

McIntyre Corridor Connection



Kuhn Street Corridor Connection

Peter Street Corridor Connection

Lovett Street Corridor Connection

IMPLEMENTATION

Catalyst Projects

4

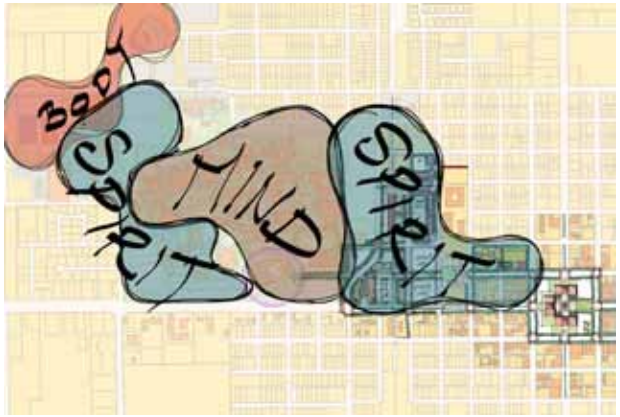
(UTPA CONT.)

Current Master Plan Building Use

These streets should remain open on both sides of the campus edge to promote the highest level of connectivity possible, and landmark gateways should be created at each corridor along the campus and City edges.

The current UTPA Master plan highlights several axes as important inner-campus corridors, however, the plan does not identify connections across the campus edge into the City. Instead the current UTPA Master Plan (as shown in the graphic to the left) calls for surface parking lots along the entire eastern perimeter of campus, which will act as deterrents to pedestrian movement from the campus to Downtown as well as Downtown to campus. In order to promote town-gown connectivity, the University should consider developing buildings to the east and south of campus, rather than the north and west as the Master Plan identifies. University growth in this zone will stimulate development of the East Campus Edge district, locating new campus activity nearest the newly invigorated Edinburg Downtown.

Current Master Plan Campus Organization



Proposed Campus Organization

The "Mind, Body, Spirit" diagrams below present current and proposed campus organization. "Mind" represents the academic center of campus; "Body" represents the athletic, recreational, or other ritualistic aspects of the University, and "Spirit" represents the student life and student housing areas of campus, where the true student activities occur. The proposed campus organization diagram illustrates an integration of Student Housing into the edges of the City, which would help to blur the line between Downtown and the campus. A simple reorganization of the campus plan will help fuse the University and Edinburg, creating a sense of pride, representing a vested interest in the Downtown's success.

There are many ways to create that type of perforation along the edge. These images represent some examples of mixed-use developments along campus edges that respond to the needs of the community and the respective universities.

With respect to the possibility and likelihood of Commuter Rail coming to Edinburg, and the probability of the Station being located in the site specified by this plan, it should be understood that the University will have a new 'front door' directly across from the rail platform. This would be an ideal location for a one-stop type building to hold some administrative functions such as admissions, bursars, advising, along with functions to serve the needs of the community such as ground floor retail and the possibility of shared parking facilities. The image in top right is a UT System precedent at UT-Arlington of a mixed-use town-gown partnership with student housing wrapped around a parking structure with ground floor retail.

Old Dominion Mixed-Use Development

U.T. Arlington Planned Mixed-Use Development

University of Chicago Mixed-Use Street Side Retail

University of Chicago Mixed-Use Campus Side Student Services

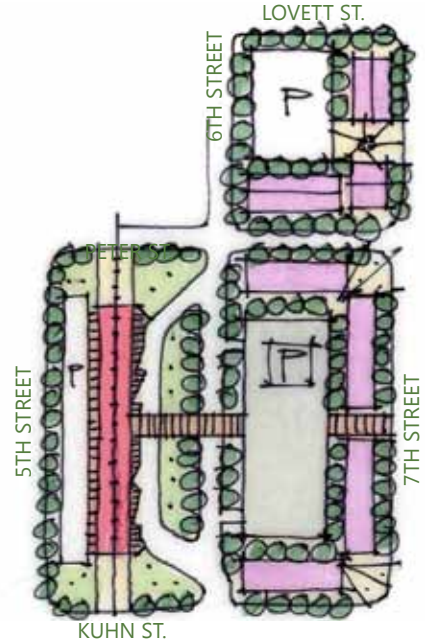
University of Chicago Mixed-Use Parking Structure

IMPLEMENTATION

Catalyst Projects

5

Key



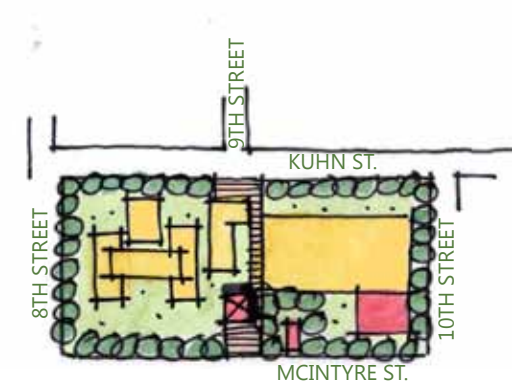
ECISD Building Adaptive Reuse

ARTS COLLABORATIVE

Close-Up

The Arts Collaborative project is recommended to be sited on key blocks fronting N. 7th Avenue between ECISD facilities and the UTPA campus. This location is an easy walk to the campus, several ECISD buildings and Downtown, encouraging a cross-pollination of arts programs and ideas between working artists and art students of all ages.

Two existing buildings on W. 7th Ave. have short-term potential for adaptive reuse as studios and galleries. Longer term, the site plan calls for additional buildings fronting W. 7th, W. Peter and W. Kuhn. These buildings might eventually house artists' workspaces, loft and studio apartments, galleries, design offices, and retail uses associated with the arts theme. Creative architecture, building placement at the sidewalks, small courtyards between buildings and creative streetscape design featuring public art by the working artists would contribute to creating an informal, funky sense of place that would complement but not compete with the other commercial and arts-related venues in the Downtown area.



Casa Cultural in Sam Houston School

Before - Sam Houston School

This site must be planned to accommodate parking for adjacent ECISD facilities and the Arts Collaborative uses with surface parking in the short term. These lots should be sited along W. 6th Ave. as shown on the site plan. Should rail transit become a reality in the longer term, the block between W. Peter and W. Kuhn could provide for additional parking for commuter rail patrons in the form of a multi-level parking structure on the interior of the block. The ground level of the structure should be designed to accommodate a central pedestrian pass-through, providing easy access between ECISD facilities, Arts Collaborative buildings, and the rail station platform.

To create a more interconnected street network, facilitating traffic dispersal and better walkability and creating more attractive development sites, it is recommended that W. Lovett, W. Peter and W. Kuhn all be made through streets that connect to W. 5th Avenue on the campus edge. The Sam Houston facility caddy corner from City Hall represents a second site to be a part of the arts collaborative project – Casa Cultura should be the main tenant in the main building; the adjacent facility should be used for museum and retail space; the grounds in front of the Sam Houston building should be used for an outdoor art exhibit, and the land to the east along McIntyre should be developed as a mixed-use project catering to a young professional market.

After - Casa Cultural (Adaptive Reuse of Sam Houston School)

IMPLEMENTATION

Catalyst Projects

6

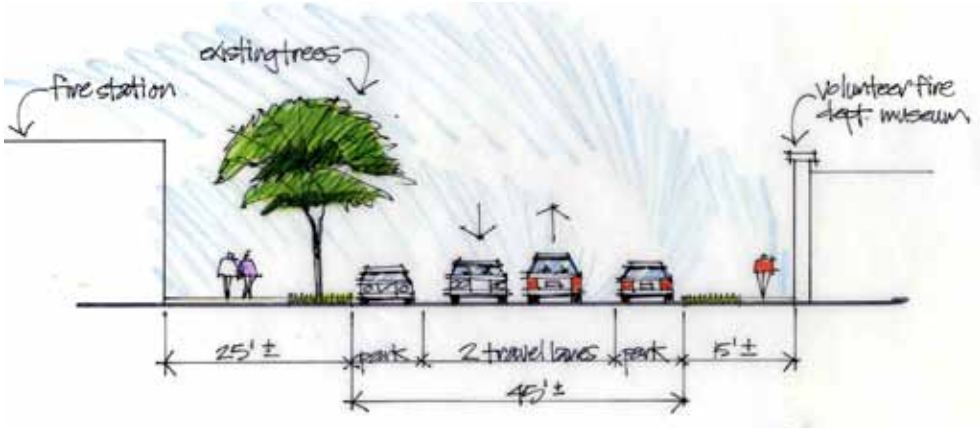
EAST MCINTYRE PROMENADE

Key

Close-Up

The possibility of attaining more Right of Way on the section of McIntyre between City Hall and the square is currently being explored. This proposed section expresses a possible scenario for what the streetscape could look like if that property is attained. The idea would be to utilize the street for farmer's market type activities with street vendors occupying a large center median dedicated to pedestrians. This would maintain one vehicular travel lane on either side of the median with on-street parking nestled in between bulb-outs on both sides of the street.

The same care and detailing would be taken with the enhancement of the sidewalks, street lighting, street furniture, signage, and paving patterns as seen elsewhere in the overall plan to ensure that the connectivity of the public realm network be maintained through a similar vernacular. This concept is part of the context of the larger district we have termed the Firehouse District, which includes the possible renovation of the Sam Houston school as Casa Cultural, and the introduction of a mixed-use development with housing for young professionals, and possible retail or third place.



Before Section

After Section

IMPLEMENTATION

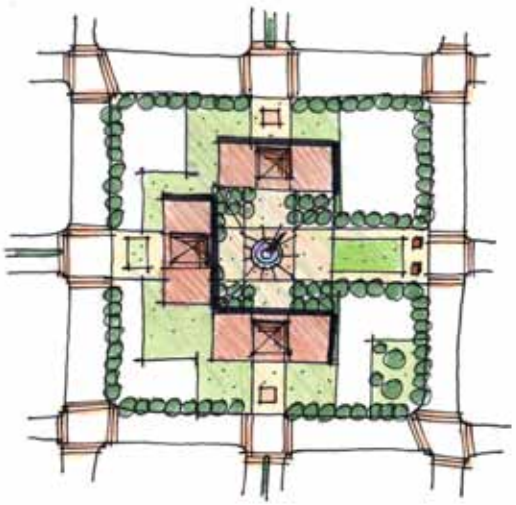
Catalyst Projects

7

TOWN SQUARE

Key

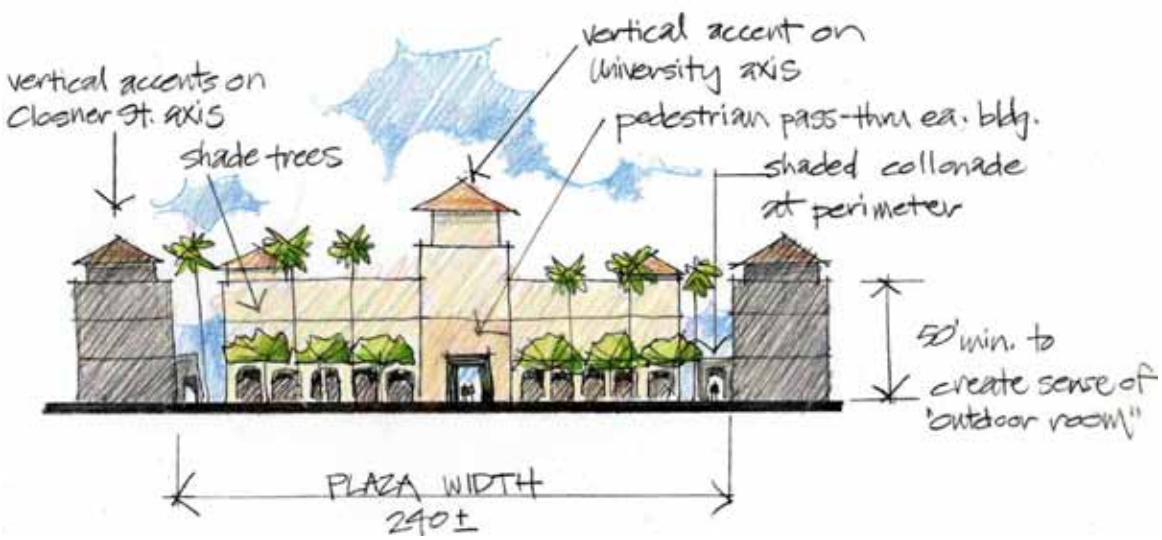
Close-Up



Concept Plan

Community memory and historic photos reveal the Hidalgo County courthouse square as the town's central heart and focal point, the site of community gatherings, ceremonies and celebrations. Subsequent evolution of the square and associated County functions have altered both the appearance and activities of this landmark. Yet its central location, high visibility, and importance as the seat of county government suggest that short-term enhancement and longer- term redevelopment of the courthouse square has dramatic potential to redefine the community's image for residents and visitors alike.

The recommended concept envisions a unique "square within a square" development—a traditional open-air plaza in the center of the existing courthouse square, framed on three sides by future buildings, to once again serve as a venue of choice for community gatherings and the symbolic heart of the town. This new "Town Square" would be a unique



Concept Section

signature element for Edinburg, providing a lively setting for public ceremonies, community gatherings, art showings, farmers' and artists' markets, performances, outdoor movies and fitness events. The design could also include ancillary elements such as a shaded promenade at the square's perimeter to encourage exercise and casual strolling, adding more life and activity to the heart of downtown. Attention to site design fundamentals and key elements, illustrated in the Concept Section above, will help ensure the success of the redevelopment as an iconic landmark and the town's premiere public space. In this sense the concept returns the square to the center of community life, building on the traditions of the past to inform a vision for the future.

The accompanying illustrations show how this redevelopment can be accomplished over time through a series of projects, including creation of a green forecourt, closure of Closner Street through the square, the strategic siting of new buildings as expansion and replacement needs dictate, and the creation of the public plaza at the heart of the redevelopment. This phasing strategy will allow short-term decisions to be guided by a long-term vision for redevelopment.

Existing

Step 3: 1st Additional Building

Step 1: Parking Reclamation

Step 4: 2nd Additional Building

Step 2: Close Closner

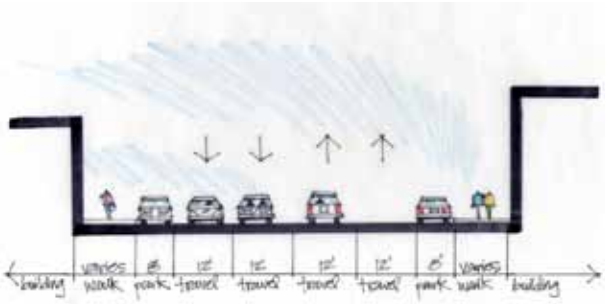
Step 5: Final Building & Plaza

IMPLEMENTATION

Catalyst Projects

8

Key

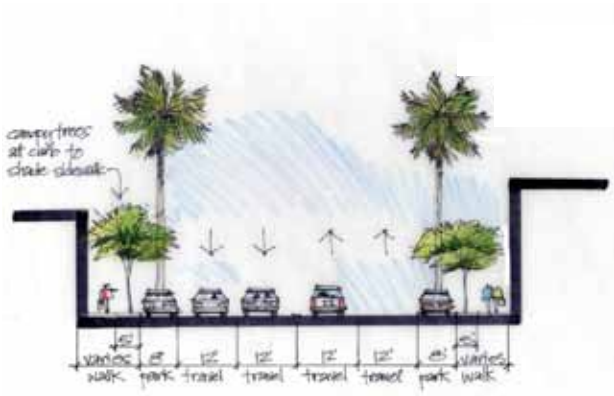


Before Section

EAST UNIVERSITY BOULEVARD

Close-Up

As the street section narrows at 17th there should be a change in paving pattern and signage to denote the entrance into the Downtown. The pattern of street lining palms established on the rest of the thoroughfare will continue as well as pedestrian scaled canopy trees to provide shade. More crosswalks and bulbouts will calm traffic further to promote a more intimate "park once" district lined with street front retail and comfortable sidewalks. Build-



After Section

Before, East University Boulevard

ing height restrictions could allow taller buildings along this section approaching the square to create a perceived gateway before you reach the square and open up into the town plaza. A key aspect to making this section of the street successful will be solving the flooding issue. Reducing the crown of the street, and ensuring drainage capacity will handle the amount of runoff created by the street and other impervious materials.

After, East University Boulevard

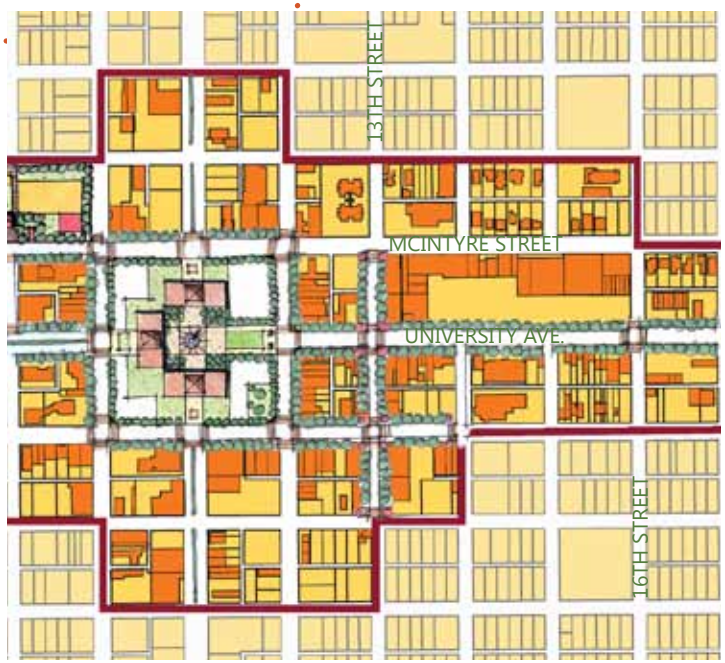
IMPLEMENTATION

Catalyst Projects

9

SOUTH 13TH DISTRICT

Key



Close-Up

This concept envisions a combination of public streetscape enhancements with adaptive reuse of existing buildings to create a lively district that can capture a fair share of the dining and entertainment market that currently travels out of Edinburg to experience a choice of restaurants, clubs, pubs and music venues in a funky, walkable district. Thirteenth Avenue was chosen as the heart of this concept because its relatively narrow width and good stock of existing buildings already project a comfortable image that can be readily enhanced with upgraded crosswalks, pedestrian-scaled street lighting, festive over-the-street lighting, street trees, pots and furnishings, and signage oriented to sidewalk patrons.

It is recommended that these enhancements be initiated and centered on 13th Avenue between McIntyre and E. Cano, but ultimately be extended south to East Mahl and along E. Cano from S. 12th Avenue to the old library.

Before - 13th Street (From University)

After - South 13th District (Proposed)

IMPLEMENTATION

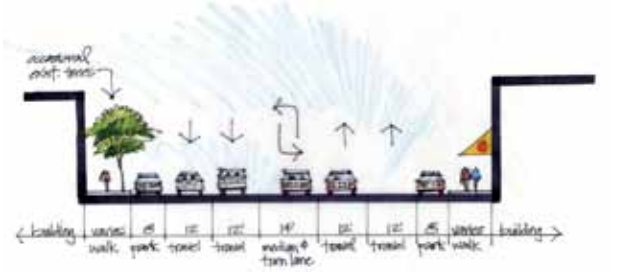
Catalyst Projects

10

Key

NORTH & SOUTH CLOSNER

Close-Up



Before Section

After Section

Once again, flooding will need to be resolved in order to allow for the success of the proposed streetscape improvements. The median could possibly create opportunities for decreasing imperviousness and possible stormwater holding or diversion. The auto-oriented strip that is Business 281 will be slowed as it approaches the square, signage and paving patterns will change to denote entering the downtown district, and the introduction of the median along with streetscape improvements will also signify this gateway to the district. Buildings should front the streets with generous sidewalks to create a more urban atmosphere.

GENERAL RECOMMENDATIONS

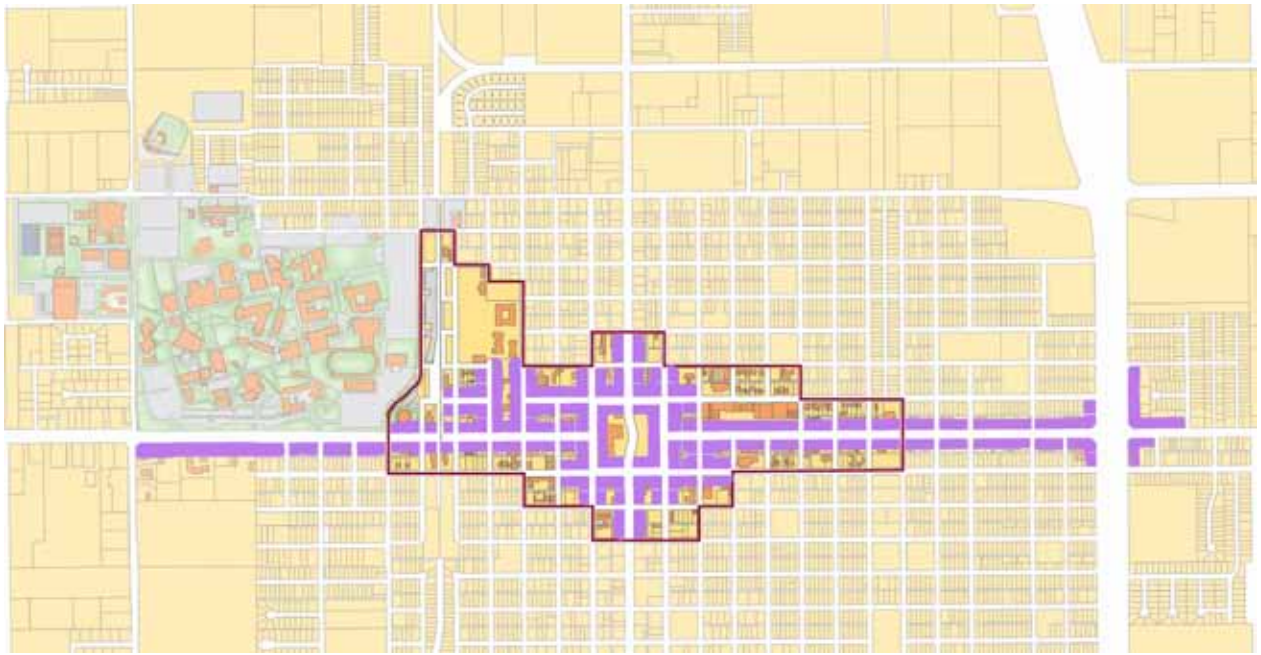
Standards and procedures for development have a direct impact on the amount, type and quality of development in the Downtown. They can also have the effect of attracting quality developers and investors through:

1. Providing greater certainty of the quality of development by requiring enhanced minimum standards for only elements that are key to creating a great pedestrian district and to durability over time.
2. Creating a quality building infrastructure that will attract re-investment over time.
3. Addressing how buildings address the street (public realm) and create "great places".
4. Providing for flexibility in land use over time to meet changing markets and reduce the tendency to tear-down and rebuild for successive uses.
5. Reducing the amount of land given over to surface parking, but providing suitable parking accessibility for this type of district.
6. Accelerating the Development Review process by minimizing public hearings and political review, and by relying on administrative and professional decision-making as an incentive for developers to meet strong development standards.
7. Encouraging infill development (thus taking advantage of existing infrastructure).
8. Encouraging the creation of a stronger Downtown mixed use Neighborhood.

Form based codes (FBCs) are an effective tool to achieve these objectives. They are different from regular zoning and subdivision ordinances (but can be easily nestled within them). FBCs focus on creating "great public spaces" and encourage a mix of uses. They address only those key elements of site layout, building form and development standards that have a direct impact on the public realm.

They are a particularly appropriate way to implement and build upon a Plan like this one, that evolves from public engagement and support.

As part of the Downtown Planning exercise, the current Unified Development Code (UDC) and Design Guidelines were reviewed.



Areas (marked in purple) to be considered for Form-Based Code

IMPLEMENTATION

UDC Recommendations

Street Fronting Buildings

UDC RECOMMENDATIONS

This Review relates to standards and procedures for the Downtown Study Area only. It addresses primarily the UC (Urban Center) zoning district, but could have implications for the UR (Urban Residential) district adjacent to UC-zoned areas.

General

The current UDC is well thought out, laid out, and includes good standards. However, the town center is unique compared to other types of development. It generally has tighter block sizes, smaller lots and a mixture of retail, entertainment, office and residential land uses in close proximity. "Form-Based Codes" (FBCs) are considered to provide cities with a powerful tool to both encourage development, and to shape it in a way that reinforces a "sense of place". An FBC would address this unique development condition within the City, and should be considered for the Downtown area.

Article 3 District and Bulk Standards

If the objective is to encourage infill and reinvestment that will result in an attractive pedestrian-friendly environment, then the focus of regulation should be on the site layout, building massing and how facades address the street. Actual density and setbacks will be a result of these standards.

1. Simplify Bulk Standards to achieve a more consistent pedestrian-friendly form. If height and setbacks are established, then density does not need to be regulated. In addition, beyond the occasional pocket park and dining plaza setback, there is generally no need to require open space. A focus on streetscaping with trees and pedestrian lighting creates a great public outdoor room and effectively ties the district together. This will ensure a high density, relatively low rise pedestrian-friendly environment. Minimum site area standards should be avoided since they can prevent compatible infill development. However, there should be a parking program that encourages such infill. (Discussed later under "Parking".)
   - Consider removing all requirements for Open Space, Density, Minimum Site Area and Building Height; and replacing with the following:
     a. Height: Minimum 2 stories, Maximum 4 stories
     b. Encourage and allow greater height at landmark locations like block corners and termini of view corridors
     c. Provide for special landmark buildings such as churches, government and other civic buildings with a special approval process.
   - Ensure buildings have "build-to lines" generally within 5 feet of the property line in the Downtown, with exceptions for civic landmark buildings. However, provide the ability to setback further for the purposes of providing public plazas, dining areas or entries, not to exceed 75 % of the site frontage.
2. Limit residential unit types to multiplex and multifamily (condos and flats) and traditional townhouses (prohibit "weak-link" townhouses), and ensure that residential unit types meet height and setback requirements for other buildings within the district, with the exception that the "build-to line is increased to up to 10 feet to provide for private patios/yards, stairs and stoops. Access to onsite townhouse parking should only be from an alley.

Article 5 Housing Bonus

With the standards above, smaller units will be encouraged and will likely yield more affordable housing, especially for young professionals and service-sector workers. Special housing incentives could be provided for affordable family sized units, SRO (single room occupancy) or other types by allowing an additional floor or two, provided that at least 75% of the additional units are deed restricted to the affordability program.

Where affordable units are to be sold, they should be deed restricted to between 60%-75% of the market rate, and sold to qualifying buyers only, to ensure a long term supply of units for this important demographic, and still allow owners to benefit from increasing property values.

Article 8 Streets, Utilities and Drainage

Site distance requirements should be modified for the urban environment since streets are generally narrower, and the arrangement of buildings at property lines combined with street trees and pedestrians ensure that traffic is slower.

The minimum corner clip at intersections should be reduced from 25 feet to 0 feet or no more than 5 feet along the property lines. (5 feet would allow for a front entry to be placed on the diagonal facing the intersection.)

Article 9 Parking, Loading, Access and Lighting

1. Parking, General. Typically, cities and towns utilize at least 60-80% of the total surface area for parking and circulation, with a large majority of parking spaces being vacant at any one time throughout the day and week.

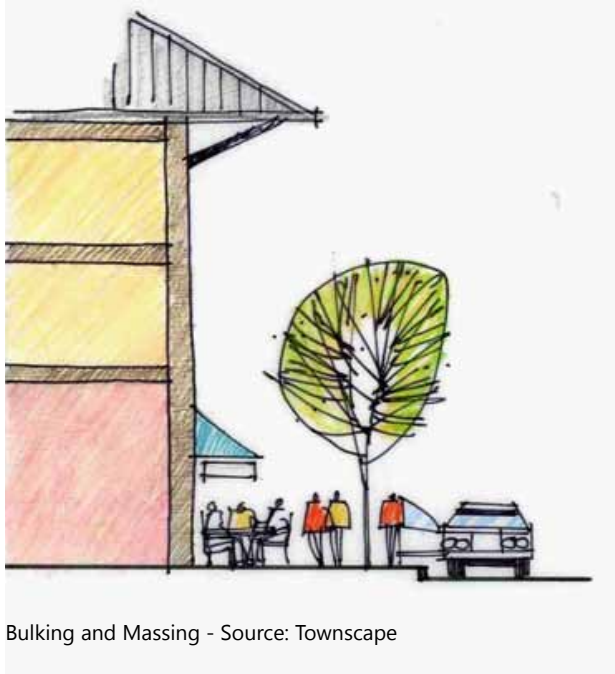
In addition, applying suburban parking standards to smaller downtown sites often prevents flexibility of use of buildings. For example, if a building that was built originally for office use was to be occupied by retail or a restaurant, such a change in use would likely be prevented because of a shortage in parking; yet this is just the kind of flexibility that buildings in any downtown area should have in order to avoid the "single purpose building syndrome we find in the suburbs."

By maximizing on-street and shared-use parking (i.e. not reserved for a specific tenant or use), the total amount of parking can be reduced by more than 50%. One way this can be accomplished is by establishing a public parking system that is supported by "cash-in-lieu" of providing on-site parking. Shared parking would then be consolidated in a few strategically located public lots or garages.

In any event, in downtown areas where there is on-street parking and a pedestrian-oriented environment, the required number of off-street spaces should be reduced to avoid unnecessary, unsightly and expensive paved areas that contribute to heat gain in the summer.

Consider the following, to be reflected in the City's parking policies and standards:

- Support the creation of Shared Parking in order to enable visitors to park once at a convenient location and to access a variety of commercial enterprises in a pedestrian and bicycle-friendly environment.
- Manage parking so that it is convenient and efficient, and supports an active and vibrant mixed use environment.



Bulking and Massing - Source: Townscape

Hidden parking Structure

IMPLEMENTATION

UDC Recommendations

Off-Street Loading Dock

On-Street Parking

- Ensure ease of access to parking.
- Provide flexibility for changes in land uses which have different parking requirements within the District.
- Provide flexibility for the redevelopment of small sites.
- Avoid diffused, inefficient single-purpose reserved parking.
- Avoid adverse parking impacts on residential neighborhoods.
- Ensure that any parking structures do not dominate the public environment by lining the edge of structures with residential or commercial uses where visible from public roads and open space.

2. Loading Docks. On-street loading docks should be avoided. Loading should be provided directly from alleys, and where necessary, the street during off-peak hours.

Land Use

The Downtown should generally allow office, residential, retail and entertainment uses throughout.

Office uses will tend to focus on the area of the Courthouse, and residential will gravitate to areas a block or more off the Square and University Ave. Entertainment uses will likely center around the Square and the 13th Street area. City and Arts groups could create a focus for the Arts north and west of City Hall.

Retail construction for the ground floor should be required in the commercial core adjacent and east of the Square. This will allow a range of retail, restaurant and entertainment uses as the market matures and develops. However, any allowed use may occupy the space. Market forces will ensure that the highest and best use will prevail. More importantly, the early construction of a development will not preclude such uses.

Building Form and Design

Architectural standards are included in the Architectural Design Review Handbook. Some of those standards should be required of all developments within the Downtown area such as a limited range of exterior materials, site configurations and establishing how buildings address the sidewalk to create a pedestrian-friendly environment. They should be codified in an ordinance. These types of standards will benefit both the particular building and the entire district. There should also be flexibility in creating "landmark" structures that frame an intersection or view corridor. Many of these conditions are very site specific and require a level of professional review to ensure consistency with the Downtown Vision and Plan

The following recommendations build upon the standards for the "Original Townsite" area.

Walls

1. Exterior Materials. Consider allowing only Brick, limestone and stucco as a predominant exterior building material for new buildings and major renovations .
2. Exterior Wall Colors. Consider allowing only white, off-white, earth tones, creams and pastels of earth tone Hues including but not necessarily limited to, rose, peach and terra cotta colors.

3. Roof Form. Consider allowing only
   - Flat roofs entirely hidden from public view by parapets.
   - Sloping roofs with slopes between 5:12 and 12:12 having a height less than the height of the supporting walls.
4. Roof Materials. Consider allowing only barrel tiles of concrete or clay which are earth tone shades of reds and browns on roofs visible from public view.
5. Doors and Windows. Consider requiring the following:
   - Main entry doors be inset from the front façade by a minimum of 4 feet.
   - Non-residential uses at grade shall have glazing which comprises between 60% and 80% of the ground floor façade.
   - All glazing shall appear to be clear with no coloration.
   - Windows, except retail at grade, shall be vertical in proportion. A series of vertical window separated by a mullion shall meet this requirement.
6. Fences. Consider allowing only brick, limestone, ICUM, stucco and wrought- iron style metal fences. Prohibit wood fences and chain link.

Signs

Consider sign regulations for the Downtown that focus more specifically on the unique condition of an urban pedestrian-friendly district.

Street Design Concepts

A key ingredient to successful pedestrian-oriented districts is a street section that ensures that pedestrians, cars and bicycles can safely share the right-of-way. On-street parking, skinny travel lanes and abundant shade for pedestrians and paved areas are very important.

Street sections are often included in form based codes because they complement and furnish the public space created by buildings.

Procedures

The type of development in Downtown is very specialized in terms of standards and site layouts. It is a type of development that, for the past 60 years, has been largely ignored in favor of "suburban" auto-oriented style development standards. Because of this, many cities across the country identify an Urban Design Officer (UDO) to assist in reviewing and negotiating development in this special district.

The UDO would be a design professional who has a demonstrated experience with pedestrian-oriented mixed use district development. They will be able to work with both the developer and the City to achieve a high quality development. The cost of these services would be borne by the developers in the Downtown District. This third-party review is often embraced by both cities and developers.

Other Recommendations

In order to ensure that new development which is contrary to the vision of the Downtown Plan is not allowed, the City should adopt a requirement for all new development in the Downtown area to require a Specific Use Permit until existing zoning is updated. Projects which apply for an SUP can be reviewed in light of the adopted Downtown Plan. Once a Form Based Code which reflects that Plan is adopted, then its standards and flexibility will replace the requirement for an SUP.

Areas to be considered for Form-Based Code

Areas to be considered for Form-Based Code

1

2

3

4

5

A

APPENDICES

APPENDIX 1

Analysis Diagrams - Regional

The Rio Grande Valley is located in the southernmost tip of Texas. Containing the four counties of Cameron, Hidalgo, Starr, and Willacy the region is known as "The Valley" to the local community. The three major cities in The Valley are Brownsville, Edinburg and McAllen. Together with smaller cities such as Alamo, Mission, Pharr, Weslaco, Harlingen, Port Isabel, Raymondville and many others, the region supports approximately 1.25 million people on the United States side of the boarder and approximately 2 million people overall including the Mexican side. The Valley is one of the fastest growing areas of the nation having grown from approximately 250,000 people in the early 1970's to growth projections of 1.5 million people in 2020.

Traditionally, the economy of The Valley has been agricultural, benefiting from its location on the Rio Grande River Delta. Crops grown in the area are primarily cotton, citrus fruits, grain sorghum, sugar cane, vegetables and melons. Over the years though, the economy of The Valley has diversified greatly. Still the "staple" of the area's economy, agriculture now shares the stage with manufacturing, tourism, health care, retail as well as oil drilling and aquaculture. In the center of The Valley is the McAllen-Edinburg-Mission Metropolitan Area, located at the junction of US Highways 281 & 83 in the center of Hidalgo County.

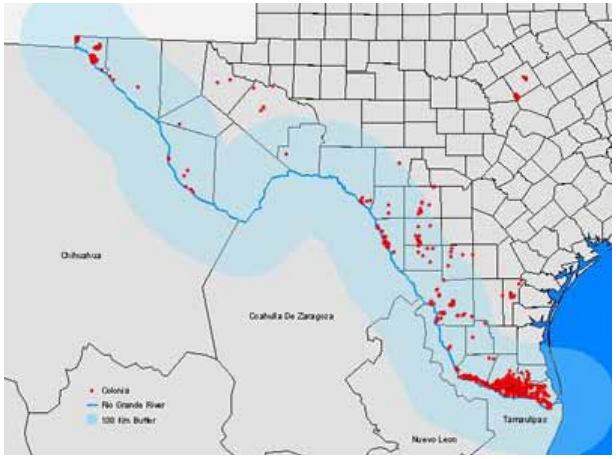
Edinburg is home to a semi-professional baseball team, The University of Texas Pan American, The Museum of South Texas History, and the Hidalgo County Courthouse. Approximately 72,000 people reside in Edinburg, and it is one of the main cities which form the larger McAllen-Edinburg-Mission Metropolitan Statistical Area. Its main business sectors are Health Care, Government, Retail, and Business Services. The City is rich with Hispanic heritage and culture, and boasts an 88 percent Hispanic population.

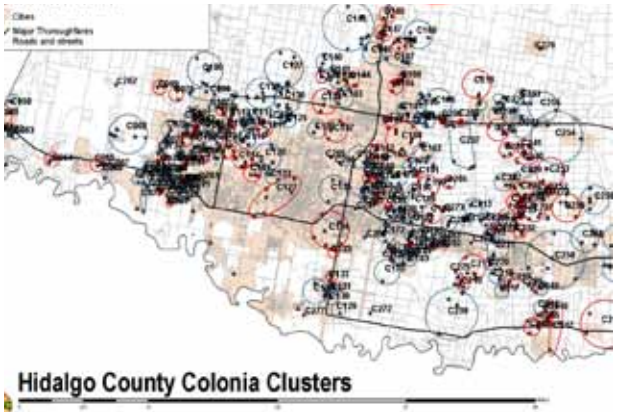
The Valley is a region that is going to continue to be influenced by international trade due to its location within the proposed North American Free Trade Association (NAFTA) corridor, as well as proximity to Mexican ports of entry and the Intercoastal Waterway in the nearby Gulf of Mexico. These influences will help the region continue to grow.

Traditionally, the economy of The Valley has been agricultural, benefiting from its location on the Rio Grande River Delta.

APPENDIX 1

Analysis Diagrams - Regional





Locations and Example Images of Colonias

Colonias are communities of self-help housing along the Mexican Border. They lack the adequate infrastructure, and are largely undocumented. Colonias represent a large population of the Rio Grande Valley, and Hidalgo County more specifically. Hidalgo County has the most Colonias of all Texas border counties. These communities place a burden on local government by using services without paying taxes, as well as the federal government because they usually go uncounted in the census, which affects districting, tax boundaries, and funding allocations. Edinburg is impacted by this phenomenon because there is currently an effort to get the appropriate infrastructure to these communities which uses community tax dollars that could be invested within their own community.

APPENDIX 1

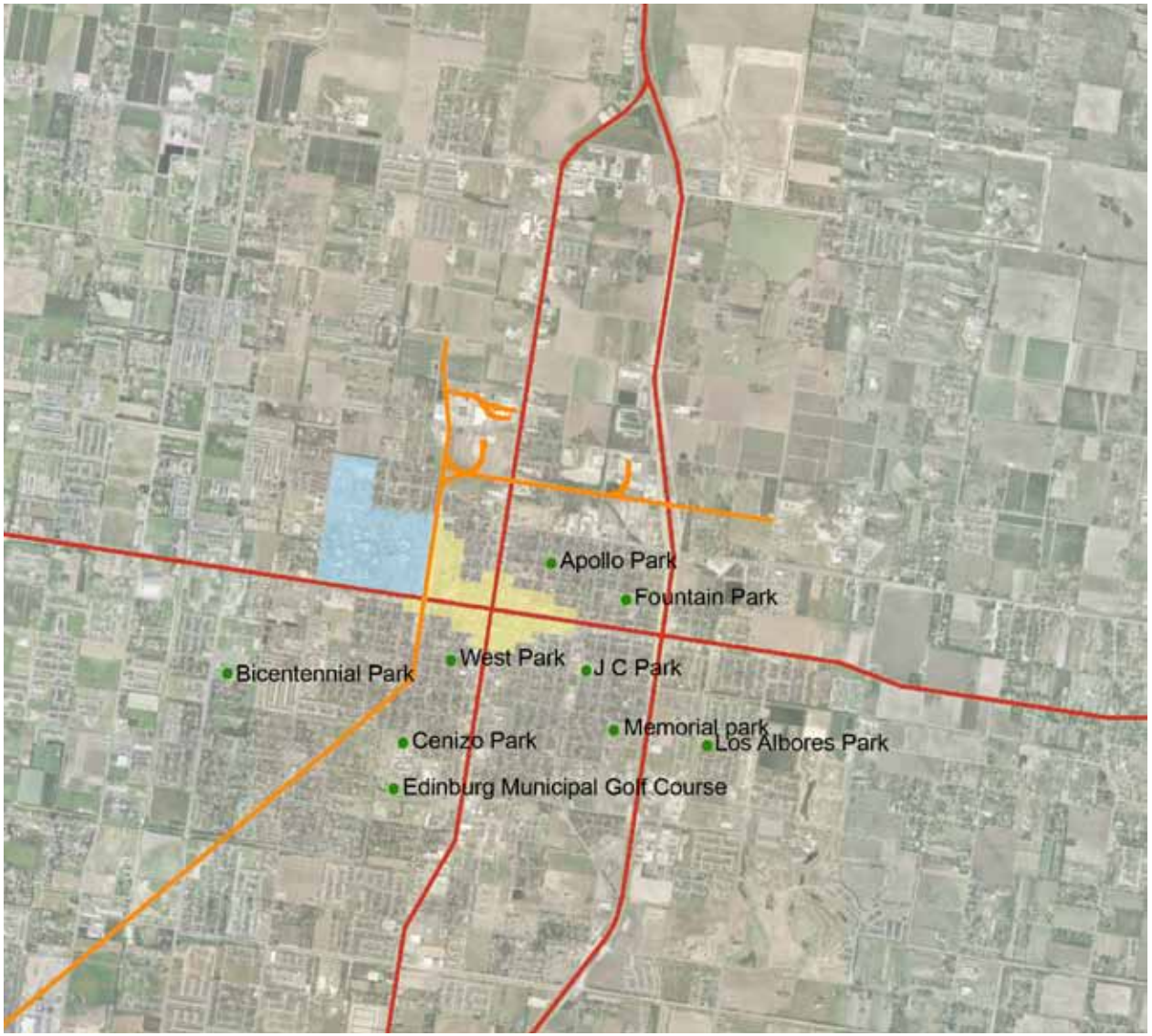
Analysis Diagrams - Regional

This diagram shows the elementary schools, middle schools, and high schools that make up the Edinburg Consolidated Independent School District. Edinburg Consolidated Independent School District has a good reputation, and parents see Edinburg as a quiet community to raise their children. The School District also plays a big role in Downtown Edinburg, because their Administrative offices represent a large piece of the land within the Downtown.

ECISD Schools - Source: Broaddus Planning

APPENDIX 1

Analysis Diagrams - Regional



Edinburg Parks - Source: Broaddus Planning

Edinburg has a good number of existing parks that fit quite well into the fabric of the city and the grid system. However, as you can see there are no parks, or even any decent amount of usable green space in the Downtown. The Town Square project that is proposed with this plan will bring some much needed green space to the Downtown, however, any new park, as well as, all existing parks need to be connected with a walkable and bikable network of green streets, trails, and paths in order to promote the use of these parks. Along that network the creation of new small pocket parks should be explored along with small water features and the consistent addressing of streetscape improvements to link all the parks together with green. Everything from air quality, sound pollution, perception of place, thermal quality, drainage, wind, and many other aspects of the community will be greatly improved by creating this additional green space and landscaping.

APPENDIX 1

Analysis Diagrams - Regional

As a part of the Initiation and Analysis Phases all existing and current plans that impact Edinburg were analyzed to get a better understanding of the existing conditions and any other factors which could have an effect on the outcomes of this plan. One of those plans was the 2005 Comprehensive plan. The image below shows the future land use map from that plan transposed over the Downtown Study Area that is the focus of this plan. From this juxtaposition we were able to recognize areas of the plan that may need to have zoning issues re-addressed. It also establishes an intent for different areas of the Downtown, which helped influence decisions made in our planning process.

Legend

Agricultural
Farmstead
Residential (Septic/Well)
Residential (Septic/Rural Water)

Suburban
Single Family
Cluster Large
Cluster Medium
Planned

Auto-Urban
Single Family
Multiple Family

Urban
Single Family
Cluster
Planned

Urban University
Mixed (1st Floor Retail/Upper Residential)
Commercial

Neighborhood Commercial

General Commercial

Office Business Park

Industrial

Water Bodies

Schools

Parks

Major Roads

Rail Lines

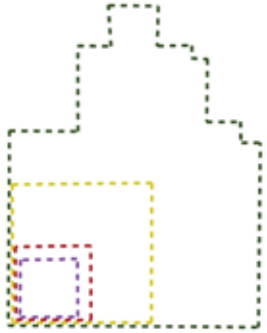
Edinburg Future Land Use

APPENDIX 1

Analysis Diagrams

COURTHOUSE SQUARE COMPARISON ANALYSIS

On the following pages there is a series of diagrams representing historic Texas Courthouse Squares. Each diagrams analyzes the main thoroughfares from which the square is accesses, as well as the city street network which surrounds the square. All diagrams are to the same scale to allow for the comparison in sizes. From these diagrams it is apparent that most Texas Courthouse Squares consume one block of city fabric, and have an assortment of different street organizations and hierarchies. However, Edinburg is the exception. Hidalgo County Courthouse Square consists of four city blocks. The next closest town square in size is the Texas Capitol complex. This enormous size provides a unique opportunity for the community. As a public gathering space it would provide an incredible asset to community and assist in bringing residents and visitors back downtown. However, if the square continues to be consumed by surface parking, and bisected by a high speed thoroughfare, then Downtown Edinburg will continue to lack that symbolic heart which could pump life back into Edinburg's core. Instead it will remain empty and dead. This is why this aspect of the plan is essential to the revitalization of Downtown Edinburg.



AUSTIN-STATE CAPITAL
Pop. (State) = 24.3 M
Pop. (City) = 757,688

EDINBURG-HIDALGO COUNTY
Pop. (County) = 710,514
Pop. (City) = 71,520

DENTON-DENTON COUNTY
Pop. (County) = 636,557
Pop. (City) = 119,454

GEORGETOWN-WILLIAMSON COUNTY
Pop. (County) = 394,193
Pop. (City) = 49,618

Anson Courthouse Square

San Marcos Courthouse Square

APPENDIX 1

Analysis Diagrams

Georgetown Courthouse Square

Denton Courthouse Square

Austin Courthouse Square

Ft. Worth Courthouse Square

Weatherford Courthouse Square

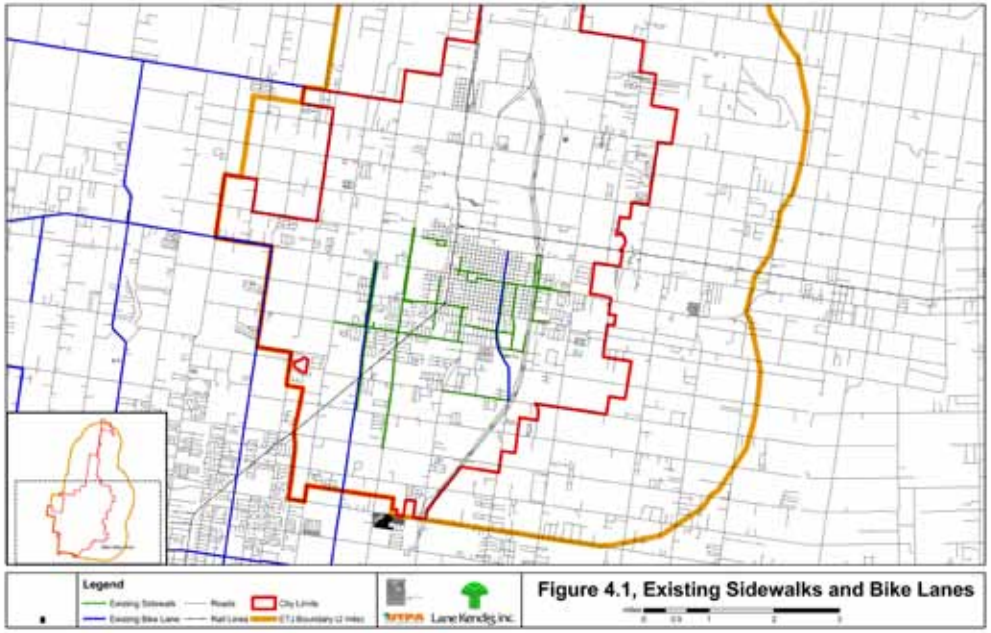
Edinburg Courthouse Square

APPENDIX 1

Analysis Diagrams

Possible Regional Hike and Bike

Possible Edinburg Hike and Bike



Edinburg's Existing Sidewalks and Bike Lanes

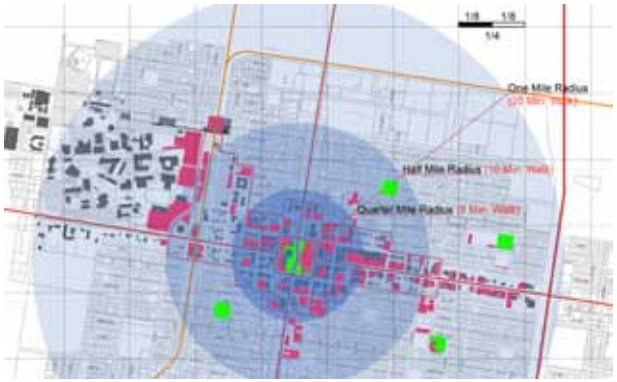
As discussed elsewhere in this document it is an aspiration of this community to promote the use of alternative transportation such as bicycles. Currently there are only two dedicated bike lanes in Edinburg, and only one that enters the Downtown. The current network is not efficient, and as a part of this plan we have created a suggestion of a possible dedicated hike and bike trail separate from traffic to create the level of connectivity required to efficiently move patrons, either walking or biking, from one place to another. This proposed trail would connect into the hike and bike trail proposed by the University to promote its use by students and bring them Downtown rather than getting in their car and going home to McAllen. As a part of this proposed hike and bike trail, there could also be a connection to McAllen using right of way along the irrigation canals as you can see in the diagram to the right.

APPENDIX 1

Analysis Diagrams

Downtown Surface Parking and Green Space

This diagram shows that of the existing parks in Edinburg none are within the Downtown, however there are several within a short walking or biking distance. These existing parks should be connected with hike and bike trails and lanes to promote accessibility. The goal of this plan is to create a pedestrian and bike friendly city with destinations for physical activities. It is also an emphasis of this plan to reduce the dependence on automobiles by creating an efficient network of bike lanes.



Walking Distances

This diagram is showing the radius of a five, ten, and twenty minute walk from the center of Downtown, the County Courthouse. As you can see a person can walk from the courthouse to the University in ten minutes or the other way to the edge of the Downtown District.

UTPA Master Plan and Downtown Figure Ground (Existing)

It is important to recognize the future plans of the University to coordinate the efforts of this plan with their future development. It is an important aspect of this plan to create connectivity between the University and the City, therefore the campus Master Plan may need to be further studied and explored to align its goals with the City's plans.

APPENDIX 1

Analysis Diagrams

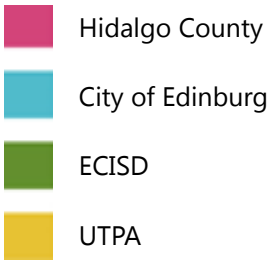


Diagram Legend

Public Owned Property

Public Owned Property Parking

One of the interesting challenges of this project is the coexistence of four major public entities which own a large amount of the property within the Downtown area. Those entities are the City of Edinburg, Hidalgo County, Edinburg Consolidated Independent School District, and the University of Texas Pan American. Together they own 41% of the buildable land within the Downtown (52 Acres).

Those entities are called out in the diagram above. Some of that land is unused, and is not being used for it's highest and best use. Therefore, this plan suggests leveraging some of that unused land to create private sector investments through public-private partnerships or land-leases. Of that 52 acres of publicly owned property, 17 acres is surface parking lots (1/3 of the public land); shown in the second diagram. Most of this parking is visible from the street and has minimal landscaping and shade. These giant surface lots are eye sores to the community and are designed for peak demand on jury days.

However, if the on-street parking system were improved, along with a more efficient public transit system, the number of spaces needed could be decreased. Also, a shift in procedures from the county side could be administered to reduce the demand even further. They could spread the jury days out to three days, which would reduce the number of people coming on any one day. This plan suggests future surface parking should be hidden or screened from view with street trees or thoughtful streetwalls. The county may also want to consider structured parking eventually.

APPENDIX 1

Analysis Diagrams

Downtown Flooding

The crown of the TxDOT highways that run through town have been resurfaced too many times without scraping the crown. The buildup over the years has created a crown that now stands taller than the curb. When it rains the water quickly collects along the curb eventually overtaking them and flooding peoples' shops and places of business. Downtown flooding has acted as a deterrent to investors because of the additional costs required to raise the front stoop or raise the floor inside. It is imperative that this issue be solved in order to assure prospective investors that it is once again safe to invest Downtown without the fear of damages or the up front cost to prevent those damages.

Traffic Signals and Railroad Crossings

This diagram shows in blue all the railroad crossings impacting the Downtown area, as well as all the traffic signals impacting the Downtown area. It shows that there are plenty of railroad crossings, and along with the current improvements made to those crossings, and the infrequent schedule of the freight trains, the rail currently does not create that much of a barrier. Also, from the diagram you can see that there is currently a high density of traffic signals around the square which is causing the perception of traffic congestion. If traffic were slowed prior to arriving at the square by either the addition of a signal or the streetscape improvements suggested in other areas of this document, such as raised crosswalks with different paving patterns, bulbouts, on-street parking, and other pedestrian-oriented improvements, then the perception of the vehicular traffic would not be that there was congestion, but that the downtown was lively. They would then appreciate traveling slowly, because they could see the activities taking place.

Bus Routes and Bus Stops

The current bus system is inadequate and does not serve the needs of the community. Currently, buses run every two hours, and there are only a few stops in the Downtown area, represented by the purple asterisks in the diagram. In order to reduce the dependence on the automobile it is imperative that there be other modes of transportation available to the public. Buses can be very effective in that cause, however, there needs to be a certain frequency in order to serve the needs of the community, such as those who may not own a car, or the handicapped and elderly. There also needs to be a greater number of stops to create more accessibility throughout the City.

APPENDIX 1

Observations & Analysis

WEAKNESSES & CONSTRAINTS

Unfriendly Pedestrian Infrastructure

There currently exists no buffer between traffic and sidewalks on most streets in the downtown. Limited on-street trees, awnings, and shading devices create an uncomfortable pedestrian experience with no refuge from the extreme summer climate. Insufficient number of crosswalks along university, insufficient street lighting, and inconsistent building fabric along retail corridors create an unsafe environment for evening pedestrians.

Through Traffic

Fast moving vehicles create a dangerous environment for pedestrians. Thoroughfare reduces opportunities for 'chance' consumers.

Vacant Storefronts and Lots

Inconsistent building fabric creates an unfriendly pedestrian environment while vacant buildings dilapidate rapidly and decrease property value, which turns away investors and discourage revitalization.

Auto-Oriented Buildings and Developments

Parking in the front of a lot creates a disruption in the visual alignment of the building facades, which in turn decreases the definition of enclosure. The level of enclosure of a corridor greatly impacts the comfort of pedestrians, and can increase directional orientation, which allows for destinations to develop. Increased vehicular access points, which creates a dangerous interaction between automobiles and pedestrians.

Too Much Surface parking

Public entities within the Downtown, namely Hidalgo County, require a large amount of parking both for their employees, and for patrons, such as jurors on jury day for the county. These large surface lots are not thoughtfully designed, nor are they the highest and best use for the land. On-street parking should be more efficiently marketed and monitored to reduce the peak demand for surface lots.

Lack of Green Space Downtown

Limited gathering space and pocket parks reduces the desire to walk or bike around town. A balance between urban fabric and green space can reduce pollution, increase moral, decrease noise pollution, create shaded stopping points, allow for gatherings or assemblies, increase air quality, and decrease imperviousness,

Inadequate Metro System

Reliable public transit can improve political efficacy, increase community involvement, bring more people downtown to shop, reduce emissions by relieving the dependence on automobiles, as well as offer means of transportation for the handicapped or any individual that does not own an automobile.

Inconsistent Character of Street-fronting Buildings

The various slipcovers that have been retroactively applied to historic buildings in the downtown have no contiguous features. Fenestration patterns, floor heights, awnings, and entry conditions should be collaboratively designed to create a consistent character of building facades. A urban design tool used to ensure this kind of consistency is a form-based code, which this plan is proposing be applied to a large amount of the downtown area.

Lack of Entertainment Venues Downtown

Destinations create traffic, which increase the opportunities for 'chance' consumption and boost the economy. Events, exhibits, plays, and concerts all bring people downtown to experience what Edinburg has to offer.

Lack of Hotels

People will always tend to eat and shop near their hotels. They might also decide against attendance based on hotels in the proximity. People like convenience, and want to stay close to where they're going. If they're going to Edinburg they don't have enough options.

Limited Connectivity to University (Physical and Social)

Attracting students to the downtown area is a must for this plan to be successful. It should also be attempted to create more opportunities for the public to go on campus for sporting events, exhibits, plays, speakers, etc.

Flooding

The flooding downtown is keeping investors away. Business owners must either raise the floor level in the building or create a raised entry point to prevent damage which is added expense that may make an investment not worth the while.

APPENDIX 1

Observations & Analysis

STRENGTHS & OPPORTUNITIES

Large Student Population (18,000)

It should be a goal of this plan and the vision for this community to engage the student population and harness their exuberant youthfulness and entrepreneurial ambitions. If Edinburg is to once again be a lively center of commerce and activity it will depend on getting the students actively involved in the downtown.

Influx of County Residents for County Business

Jury days bring a lot of out-of-towners to the core of downtown Edinburg. Lawsuits bring consultants, lawyers, and family from out of town. This creates a great opportunity for sales tax revenue and hotel tax revenue, however, currently these patrons are staying in McAllen, shopping in McAllen, and only stay in downtown Edinburg as long as they need to.

Large Central Square

The Courthouse square offers a visual focus of concentricity and acts as a monumental magnet, drawing businesses, residents, and visitors to its lawn to gather, rally, assemble, party, legislate, and any other functions which may transpire within its square. It is because of these different meanings and uses that the courthouse square has become so appealing. The square creates accessibility to a variety of functions, businesses, and retailers.

Existing parks

It should be a goal of this plan to preserve all existing green space and create some sort of connectivity in the form of hike and bike trails. New pocket parks can then be added to the trail creating a network of green space that will promote the shift from automobile dependency, and bring people back outdoors.

Strong City Grid

Repetition and redundancy emphasize anything that breaks the pattern. Therefore the grid creates an opportunity to draw attention to any park, church, university, or townsquare that disturbs the grid. These will then become destination points, and wayfinding mechanisms.

Existing Rail Corridor

Creates an opportunity to create a commuter line which could connect Edinburg to McAllen or even San Antonio.

Possible NAFTA Corridor

This could be huge for Edinburg and the entire region. Commerce would sky rocket and the amount of outside revenue would increase dramatically.

High Growth Rate

With a high rate of growth expected to continue in the region, it should be Edinburg's goal to allow for most of that growth to happen there, and should focus on ways to attract both migratory growth, and retain its newly educated.

Museum of South Texas History

The Museum adds to the cultural heritage of Edinburg, and draws 'Winter Texans' and other visitors to Downtown Edinburg to learn about Texas History.

County Courthouse

The American County Courthouse square has become an Archetype for urban development. Usually the most ornate building in the county, and centrally located. It acts as a monumental magnet and can be used to draw people to Edinburg.

Community Advocate (EDC, Chamber, etc.)

Already have passionately concerned advocacy groups working to improve Edinburg's quality of life and economic success. The plan should utilize their influence, and encourage other groups to contribute to Edinburg's future.

ECISD

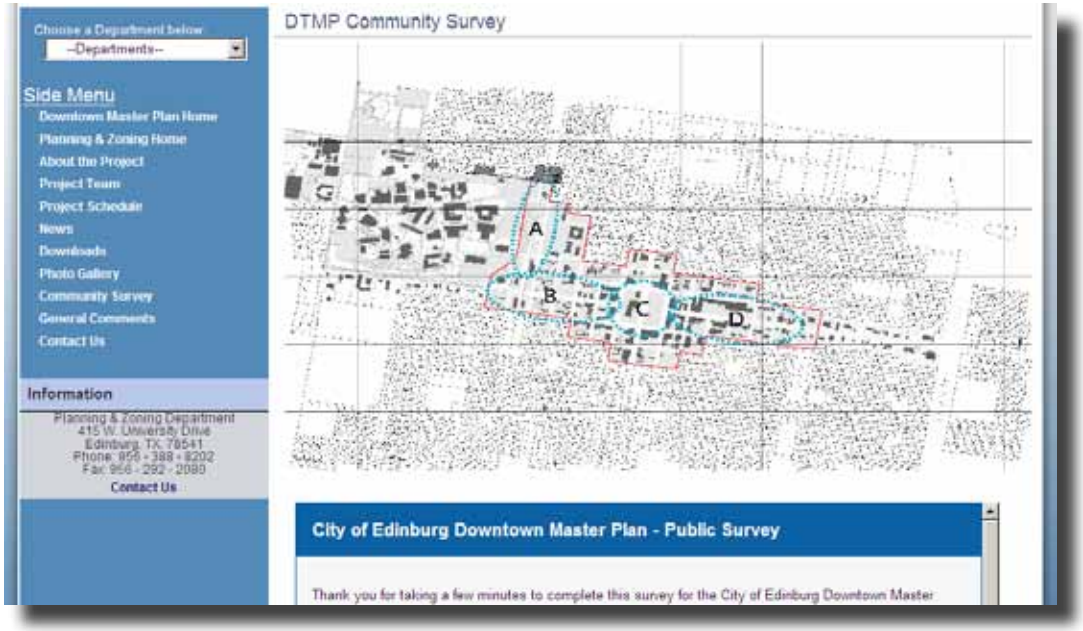
The Edinburg Consolidated School District is known as the best school district in the county, and should try to capitalize on that reputation by advertising in nearby cities. The School District also has political influence and should participate in this planning process to create a synergy between the city and the school district.

South Texas BETA Campus

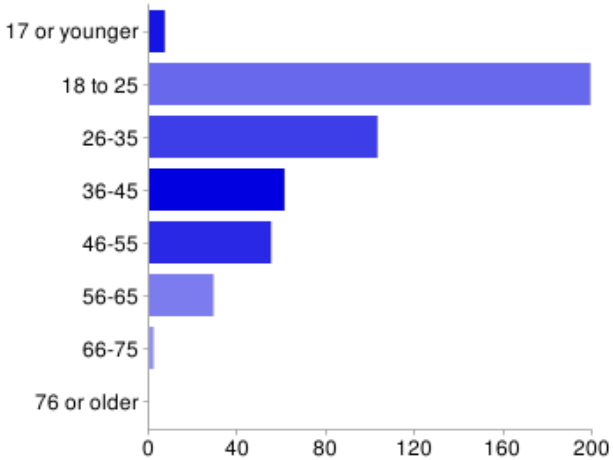
The only one of its kind in the area, and can help draw more young residents with advertising, and help create a successful workforce or college bound graduate.

APPENDIX 2

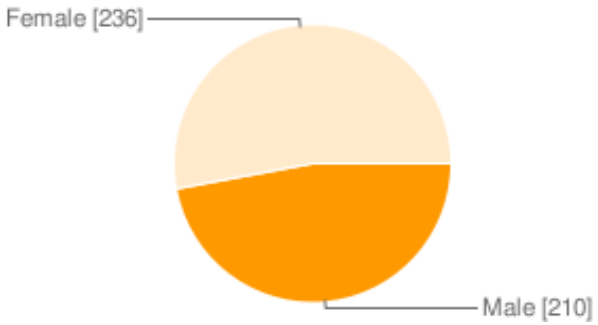
Survey Results



Citizen input is key to our process. It helps build community support by creating a hands on planning environment where every stakeholder gets a chance to have their voice heard. In order to bring the community into the process we initiated a survey which was administered throughout the City's Downtown Master Plan Website, the University's Bronc Notes Newsletter, as well as in person at the City Hall and Public Library. The survey is structured to illicit responses that reflect the needs and desires of Edinburg for it's future development and revitalization. It is used to identify weaknesses and strengths and give the planning team important feedback to create a solid framework for the plan built from the aspirations of the community. A total of 459 responses have been tallied and the results are spelled out in this section of the document.



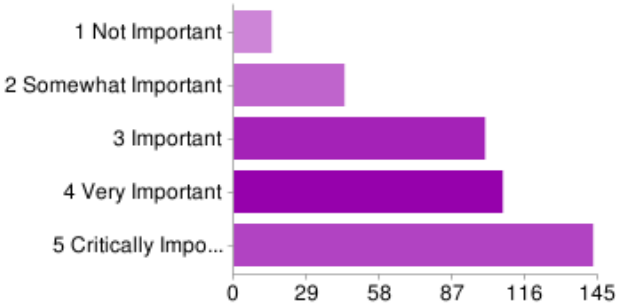
17 or younger	7	2%
18 to 25	199	44%
26-35	103	23%
36-45	61	13%
46-55	55	12%
56-65	29	6%
66-75	2	0%
76 or older	0	0%



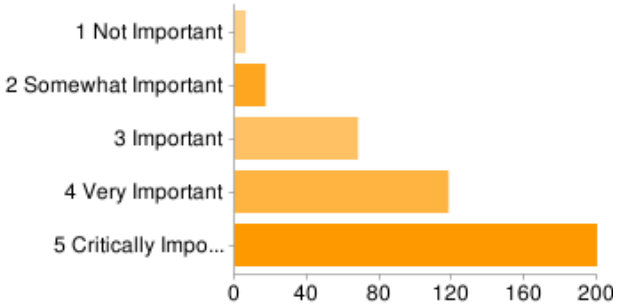
APPENDIX 2

Survey Results

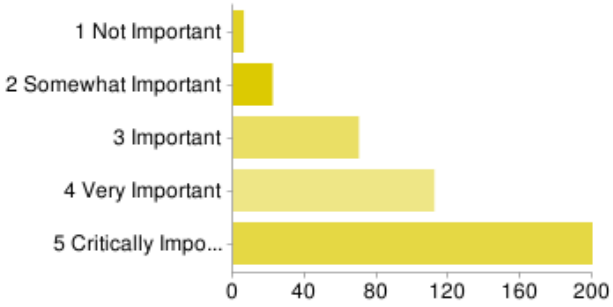
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Traffic Flow



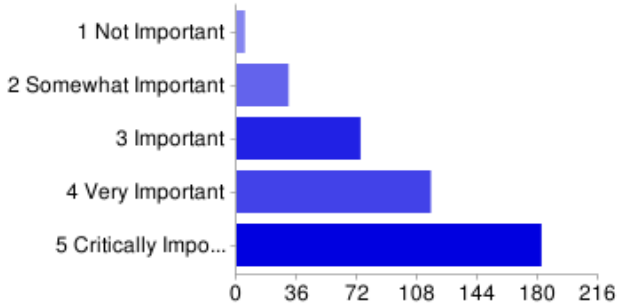
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved "Walkability" & Accessibility



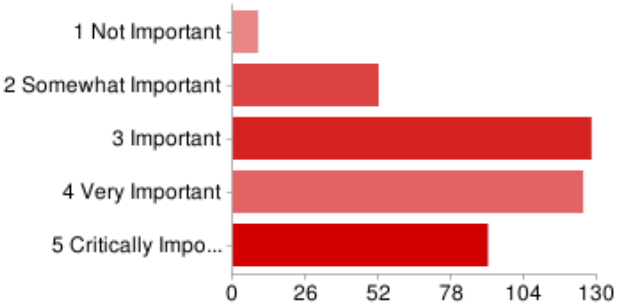
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Aesthetics (trees, furniture, sidewalks)



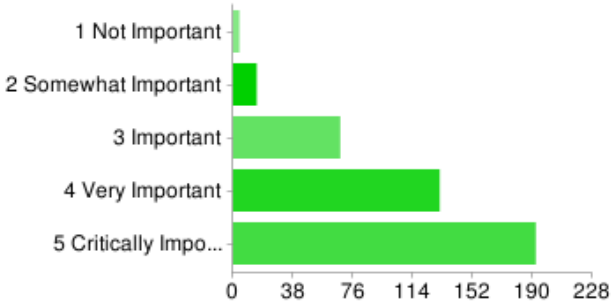
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Parking



On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Signage & Wayfinding



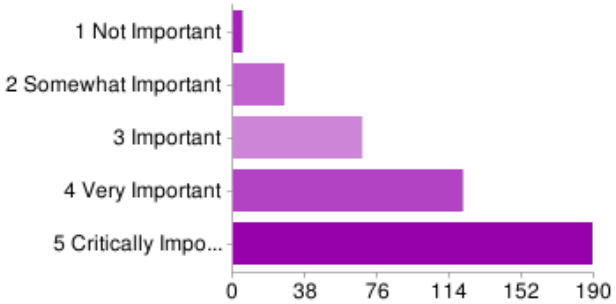
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Infrastructure (roads, drainage, utilities)



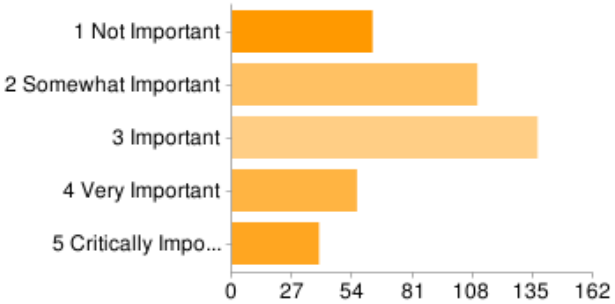
APPENDIX 2

Survey Results

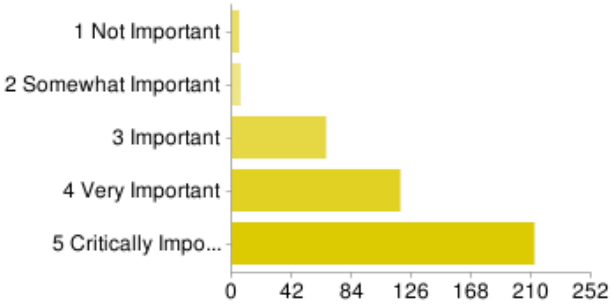
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - More Retail Businesses



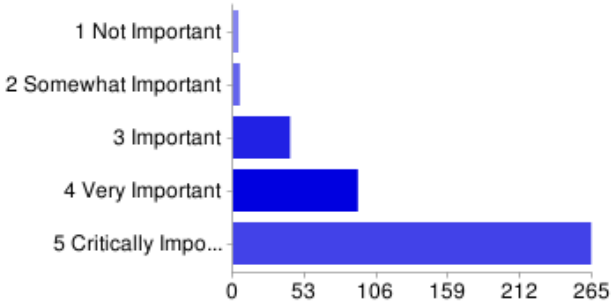
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - More Offices



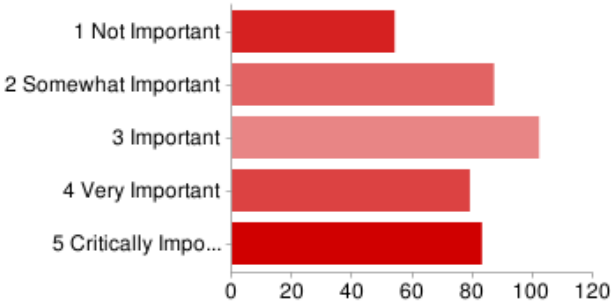
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Improved Public Parks & Plazas



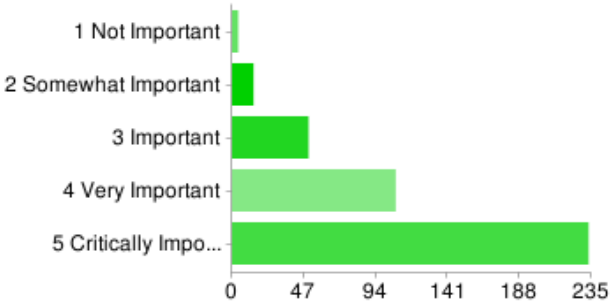
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - More Restaurants & Entertainment Venues



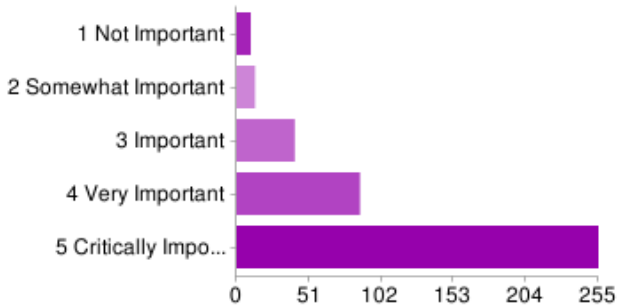
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - More Urban/Mixed-use Housing (1st floor retail with housing above)



On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Additional Public Events (art shows, parades, farmer's markets)

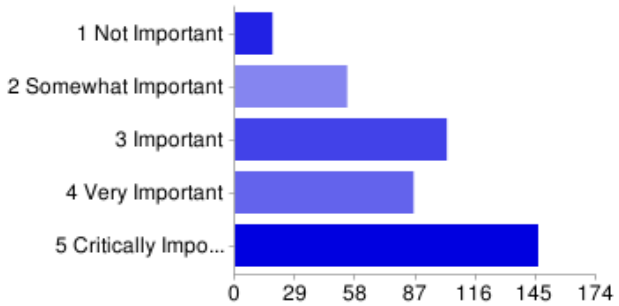


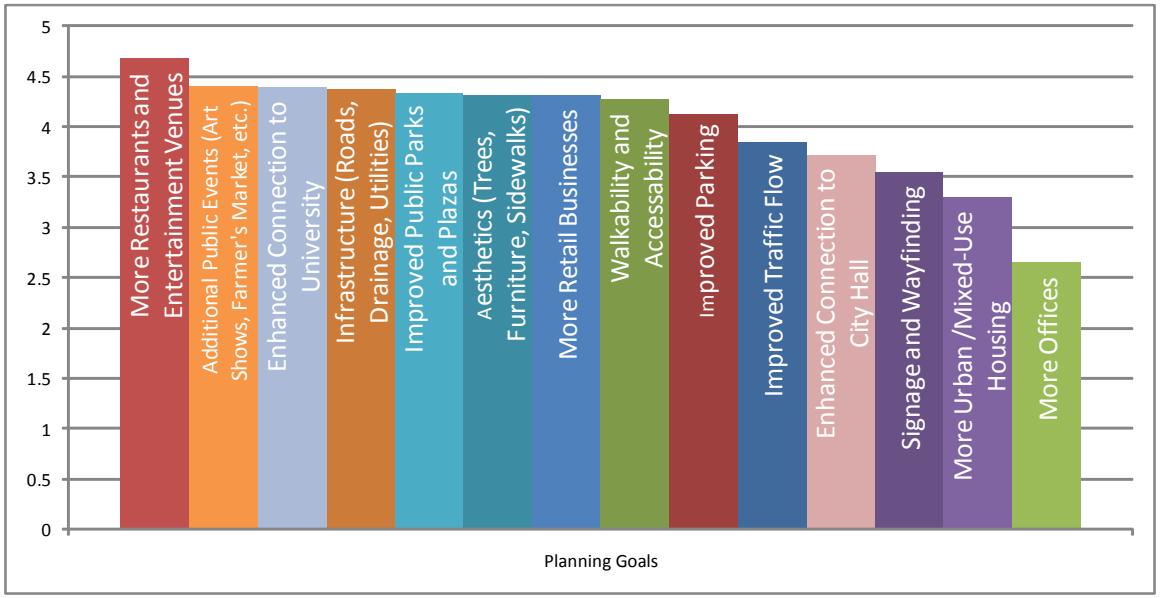
On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Enhanced Connection to University



The chart below represents the weighted average of the fourteen planning goals organized by the priority of the community. As you can see, all of these aspects of the community need improvement and are characterized as important or higher. The most important thing to the community is to secure more entertainment venues and eateries in the downtown area. This represents the perception and reality of Downtown Edinburg being a ghost town after p.m. It also reflects the lack of lunch options for County, City, School District, and University employees as well as students and visitors.

On a scale of 1-5, assess the importance of the following goals for making Downtown successful. - Enhanced Connection to City Hall

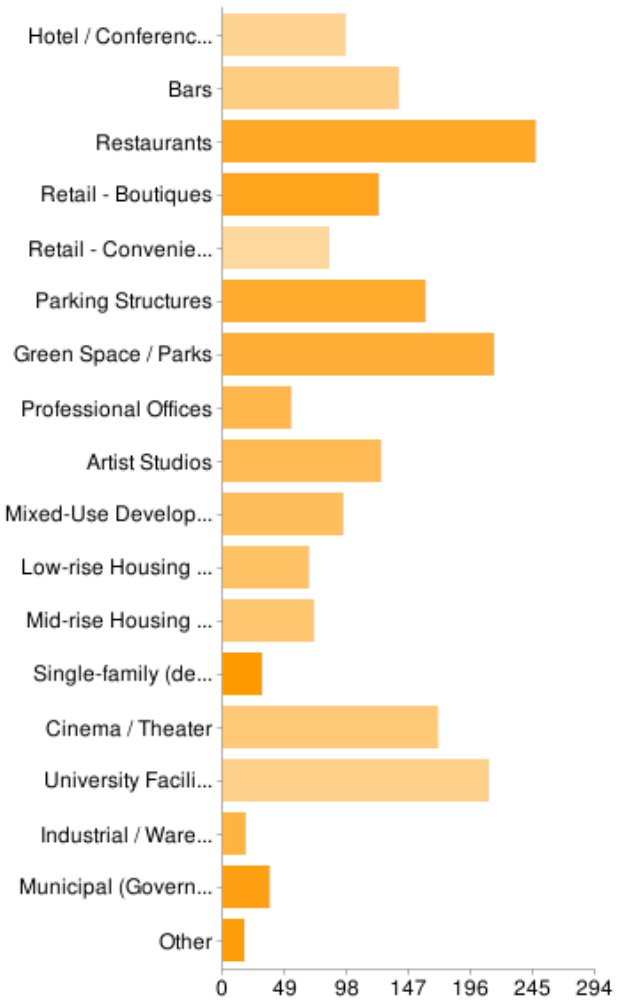




APPENDIX 2

Survey Results

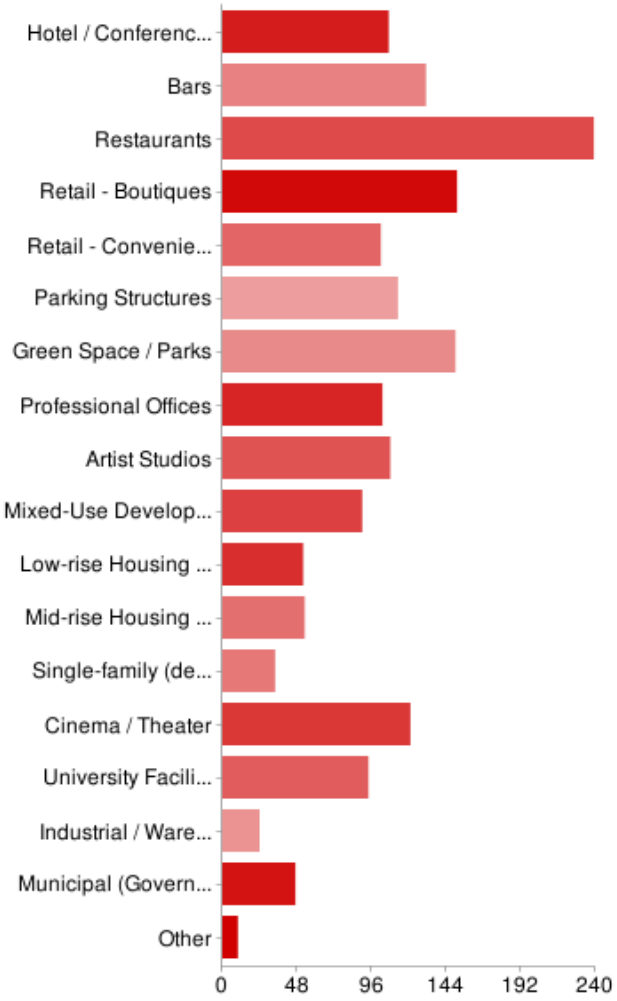
Which types of amenities would you like to see in Zone A?



APPENDIX 2

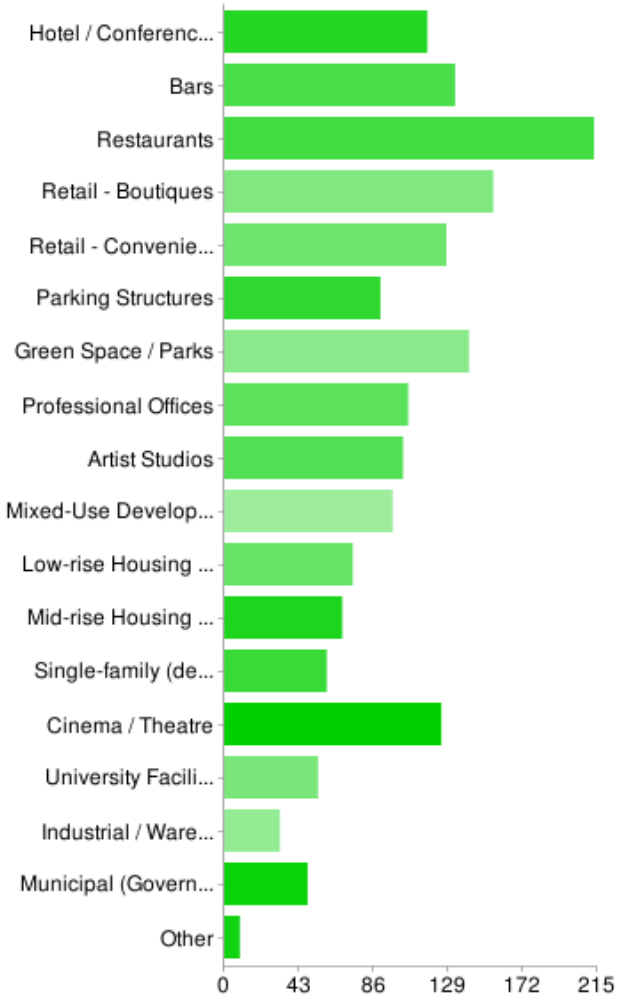
Survey Results

Which types of amenities would you like to see in Zone B?



Which types of amenities would you like to see in Zone C?

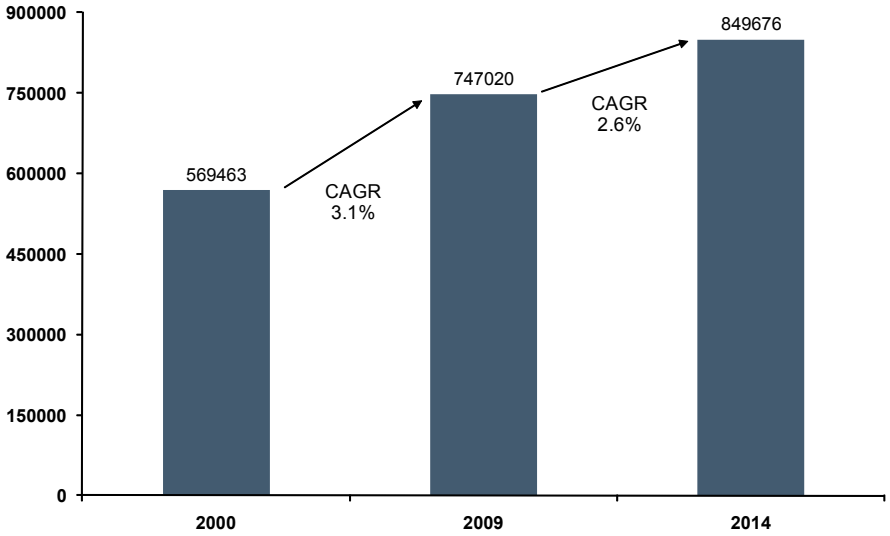
Which types of amenities would you like to see in Zone D?



APPENDIX 3

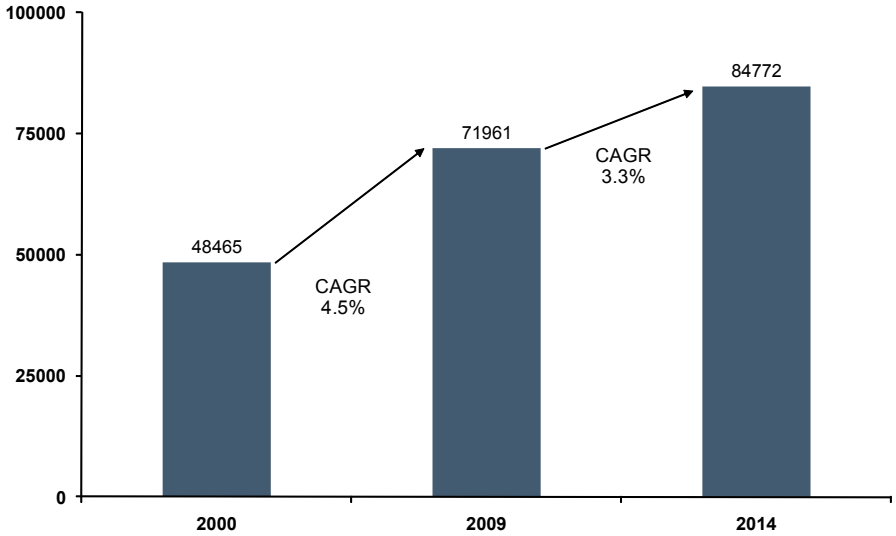
Economic Analysis

HIDALGO COUNTY: POPULATION



SOURCE: US Census Bureau, Claritas.

CITY OF EDINBURG: POPULATION



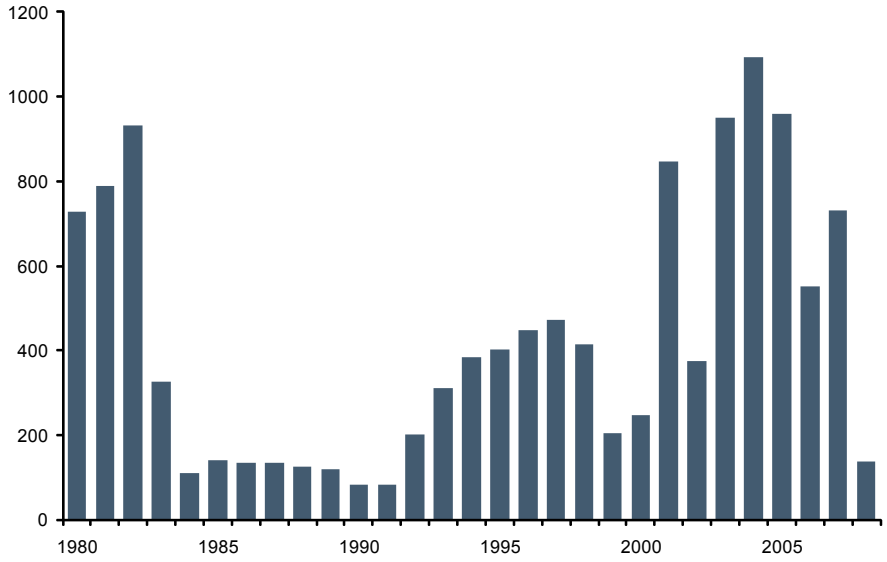
SOURCE: US Census Bureau, Claritas.

HIDALGO COUNTY: EMPLOYMENT BY SECTOR

NAICS Code	Description	2009 Jobs	2014 Jobs	Change
62	Health care and social assistance	56,909	71,714	14,805
90	Government	54,798	65,235	10,437
44-45	Retail trade	40,633	46,654	6,021
56	Administrative and waste services	18,271	23,131	4,860
72	Accommodation and food services	21,134	25,505	4,371
23	Construction	19,048	21,543	2,495
48-49	Transportation and warehousing	11,866	14,184	2,318
53	Real estate and rental and leasing	7,178	9,085	1,907
81	Other services, except public administration	12,032	13,453	1,421
52	Finance and insurance	9,388	10,797	1,409
54	Professional and technical services	7,820	9,220	1,400
42	Wholesale trade	8,612	9,534	922
31-33	Manufacturing	8,088	8,895	807
21	Mining	2,937	3,516	579
71	Arts, entertainment, and recreation	2,609	3,143	534
51	Information	2,643	2,988	345
61	Educational services	2,722	3,061	339
22	Utilities	898	966	68
55	Management of companies and enterprises	442	497	55
11	Agriculture, forestry, fishing and hunting	6,741	6,607	(134)
TOTAL		**294,769**	**349,728**	**54,959**

SOURCE: EMSI.

MCALLEN-MISSION-EDINBURG 5+ FAMILY BUILDING PERMITS



SOURCE: U.S. Bureau of Census and Real Estate Center at Texas A&M University

APPENDIX 3

Economic Analysis

APARTMENT STATISTICS 2008

Rio Grande Valley

	Rio Grande Valley	Texas Metro Average
Average rent per square foot	$0.63	$0.83
Average occupancy	96.20%	93.90%
Average rent for units built since 2000	$0.62	$0.90
Average occupancy for units built since 2000	97.40%	94.90%

SOURCE: Apartment MarketData Research via TAMU-REC Market Report.

ESTIMATED POTENTIAL DEMAND FOR HOUSING UNITS

Downtown Edinburg

	Change 2009-14
Hidalgo County:	
Change in Households	31,214
Change in Total Housing Units	38,346
Change in Multifamily Units	4,414
Downtown Edinburg Potential:	
Capture Rate	
Scenario 1: Low	5.0%
Scenario 2: Medium	6.3%
Scenario 3: High	7.5%
Total New MF Units	
Scenario 1: Low	221
Scenario 2: Medium	276
Scenario 3: High	331

GROWTH IN HOUSEHOLDS, 2000 - 2014

	Households			Change in HH	
	2000	2009	2014	2000-09	2009-2014
City of Edinburg	14,183	22,101	26,540	7,918	4,439
Hidalgo County	156,824	211,123	242,337	54,299	31,214

Source: Census & Claritas.

ESTIMATED POTENTIAL DEMAND FOR OFFICE DEVELOPMENT

Downtown Edinburg	2009-2014
Employment Growth (jobs):	
Change in Total Employment, Hidalgo County	54,961
Change in Office Employment	5,792
Office Demand Growth (sq.ft):	
Square feet per new employee*	250
Office Demand Growth, Hidalgo County	1,447,925
Downtown Edinburg Potential:	
Capture Rate	
Scenario 1: Low	10.0%
Scenario 2: Medium	12.5%
Scenario 3: High	15.0%
Additional Office Workers	
Scenario 1: Low	579
Scenario 2: Medium	724
Scenario 3: High	869
Additional Office Demand	
Scenario 1: Low	144,793
Scenario 2: Medium	180,991
Scenario 3: High	217,189

* Office Development Handbook (ULI 1998) estimates 1,000 per 4 workers.

Source: Pegasus Planning.

MCALLEN-EDINBURG-MISSION OFFICE LEASE RATES

Downtown Office (Rent/square foot/year)	Low	High	Effective Average	Vacancy
Class A	$12.00	$25.00	$24.50	70.00%
Class B	$8.00	$15.00	$15.50	20.00%
Suburban Office				
New Construction	$12.00	$36.00	$30.00	15.00%
Class A	$10.00	$21.00	$20.50	25.00%
Class B	$8.00	$16.00	$16.00	12.00%

SOURCE: NAI Rio Grande Valley.

APPENDIX 3

Economic Analysis

MCALLEN-EDINBURG-MISSION RETAIL LEASE RATES

(Rent/square foot/year)	Low	High	Effective Average	Vacancy
Downtown	$10.00	$21.00	$20.50	15.00%
Neighborhood Service Center	$12.00	$22.00	$23.00	12.00%
Community Power Center	$15.00	$32.00	$31.00	15.00%
Regional Malls	$30.00	$100.00	$80.00	4.00%

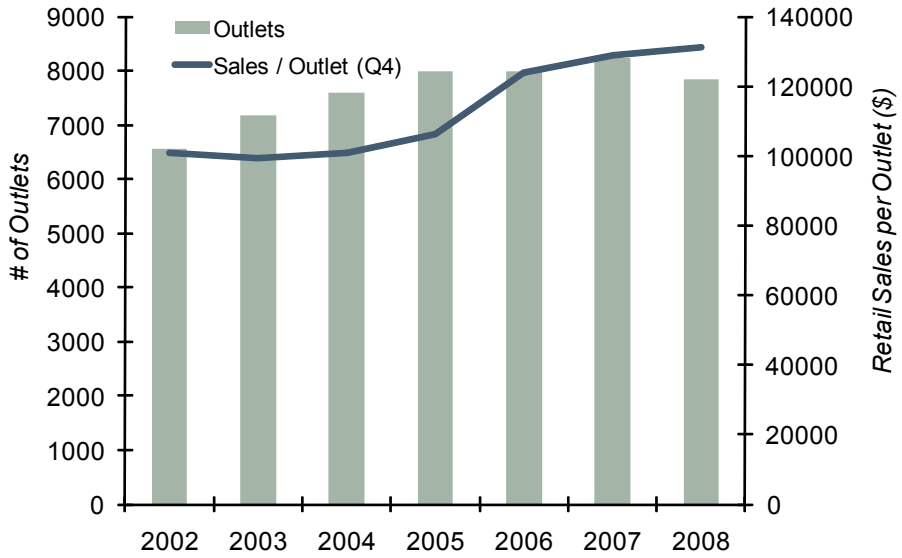
SOURCE: NAI Rio Grande Valley.

ESTIMATED DEMAND POTENTIAL FOR RETAIL

	Hidalgo County		Capture Rate		
	Incremental Spending 2009-14	Additional Sq. Ft	Low	Medium	High
Furniture and Home Furnishings Stores	$19,792,600	107,815	5%	8%	10%
Electronics and Appliance Stores	$23,237,405	86,195	0%	0%	0%
Food and Beverage Stores	$168,951,727	498,868	1%	3%	5%
Health and Personal Care Stores	$67,796,594	305,541	1%	3%	5%
Clothing and Clothing Accessories Stores	$53,241,899	239,947	5%	8%	10%
Sporting Goods, Hobby, Book, Music Stores	$18,989,320	78,546	5%	8%	10%
General Merchandise Stores	$154,299,070	638,232	1%	3%	5%
Miscellaneous Store Retailers	$21,307,553	88,135	1%	3%	5%
Foodservice and Drinking Places	$113,687,454	375,578	10%	13%	15%
Total Retail Demand	**$527,616,169**	**2,043,281**	**3%**	**5%**	**7%**

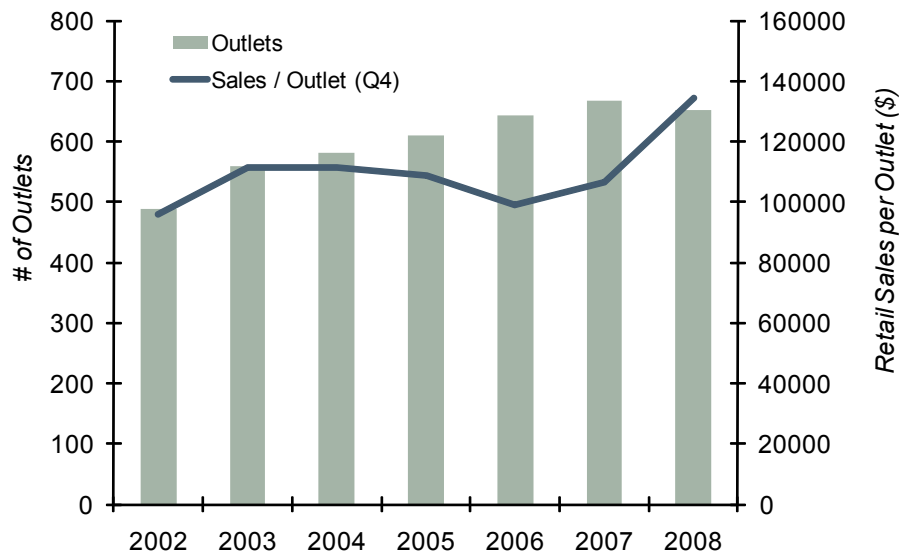
Source: Pegasus Planning.

HIDALGO COUNTY RETAIL SALES



SOURCE: Texas Comptroller of Public Accounts

CITY OF EDINBURG RETAIL SALES



SOURCE: Texas Comptroller of Public Accounts

APPENDIX 4

Stakeholder Resolutions - ECISD

STATE OF TEXAS }
COUNTY OF HIDALGO }

RESOLUTION ENDORSING THE CITY OF EDINBURG DOWNTOWN MASTER PLAN

Whereas, the City of Edinburg desires to improve the Town Square, (a.k.a. Courthouse Square) specific districts between the Town Square, City Hall and the University of Texas- Pan American; and

Whereas, the City of Edinburg has engaged the professional planning services of Broaddus and Associates to prepare a downtown master plan; and

Whereas, the City of Edinburg has created a steering committee consisting of stakeholders from Hidalgo County, Edinburg Consolidated Independent School District, the University of Texas-Pan American, the Edinburg Chamber of Commerce, the Museum of South Texas History and business owners with the Town Square; and

Whereas, the City of Edinburg has conducted community surveys, held community forums and met with representatives of each stakeholder to inform and to gather input for the downtown master plan; and

Whereas, the results of the community survey and forums indicate the community's desire for Arts, Cultural, and Entertainment Districts within the Downtown Master Plan study area; and

Whereas, the Downtown Master Plan provides for some innovative ideas and activities for future redevelopment of the districts proposed in the Downtown Master Plan study area; and

Whereas, the Edinburg City Council has expressed a desire to undertake the recommendations of the Downtown Master Plan; and

Whereas, the Board of Trustees of the Edinburg Consolidated Independent School District considers the Edinburg Downtown Master Plan to be a very important document for future redevelopment of the proposed districts Downtown Master Plan study area; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE EDINBURG CONSOLIDATED INDEPENDENT SCHOOL DISTRICT THAT:

The Board of Trustees of the Edinburg Consolidated Independent School District whole-heartily endorses the City of Edinburg's Downtown Master Plan and its efforts to improve the City's Town Square, (a.k.a. Courthouse Square) specific districts between the Town Square, City Hall and the University of Texas-Pan American.

PASSED AND ADOPTED, witness our hands this 28th day of April, 2010.

EDINBURG CONSOLIDATED INDPENDENT SCHOOL DISTRICT

BY: _____
Omar Palacios, President
Board of Trustees

ATTEST:

BY: _____
Ciro Trevino, Secretary
Board of Trustees

APPENDIX 4

Stakeholder Resolutions - Hidalgo County

County of Hidalgo

State of Texas

Resolution

Whereas, the City of Edinburg desires to improve the Town Square, (a.k.a. Courthouse Square) specific districts between the Town Square, City Hall and the University of Texas-Pan American; and

Whereas, the City of Edinburg has engaged the professional planning services of Broaddus Planning Associates to prepare a downtown master plan; and

Whereas, the City of Edinburg has created a steering committee consisting of stakeholders from Hidalgo County, Edinburg Consolidated Independent School District, the University of Texas-Pan American, the Edinburg Chamber of Commerce, the Museum of South Texas History and business owners within the Town Square; and

Whereas, the City of Edinburg has conducted community surveys, held community forums and met with representatives of each stakeholder to inform and to gather input for the downtown master plan; and

Whereas, the results of the community survey and forums indicate the community's desire for Arts, Cultural, and Entertainment Districts within the Downtown Master Plan study area; and

Whereas, the Downtown Master Plan provides for some innovative ideas and activities for future redevelopment of the districts proposed in the Downtown Master Plan study area; and

Whereas, the Edinburg City Council has expressed a desire to undertake the recommendations of the Downtown Master Plan; and

Whereas, the Hidalgo County Commissioners Court considers the Edinburg Downtown Master Plan to be a very important document for future redevelopment of the proposed districts Downtown Master Plan study area; and

NOW THEREFORE: The Hidalgo County Commissioners Court endorses the City of Edinburg's Downtown Master Plan and its efforts to improve the City's Town Square, (a.k.a. Courthouse Square) specific districts between the Town Square, City Hall and the University of Texas-Pan American.

ADOPTED THE 20th DAY OF APRIL 2010.

SIGNED AND ENTERED ON THE ABOVE DATE BY THE FOLLOWING MEMBERS OF THE HIDALGO COUNTY COMMISSIONERS COURT

RENE A. RAMIREZ
County Judge

A.C. CUELLAR, JR.
County Commissioner, Pct. 1

HECTOR "TITO" PALACIOS
County Commissioner, Pct. 2

JOE M. FLORES
County Commissioner, Pct.3

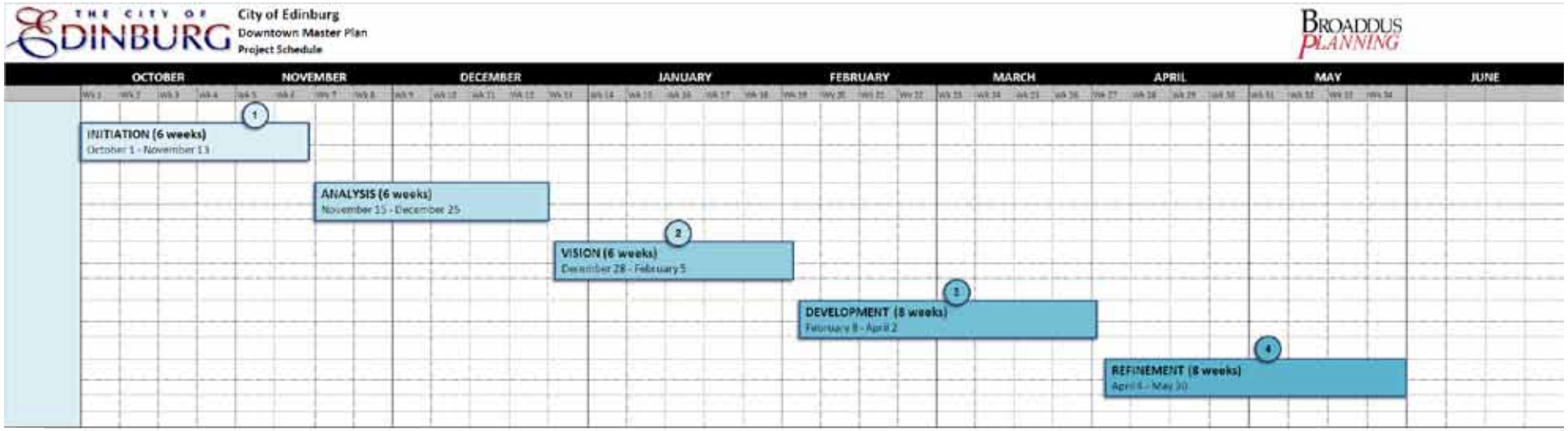
OSCAR L. GARZA, JR.
County Commissioner, Pct. 4

Attested to:

ARTURO GUAJARDO, JR.
County Clerk

APPENDIX 5

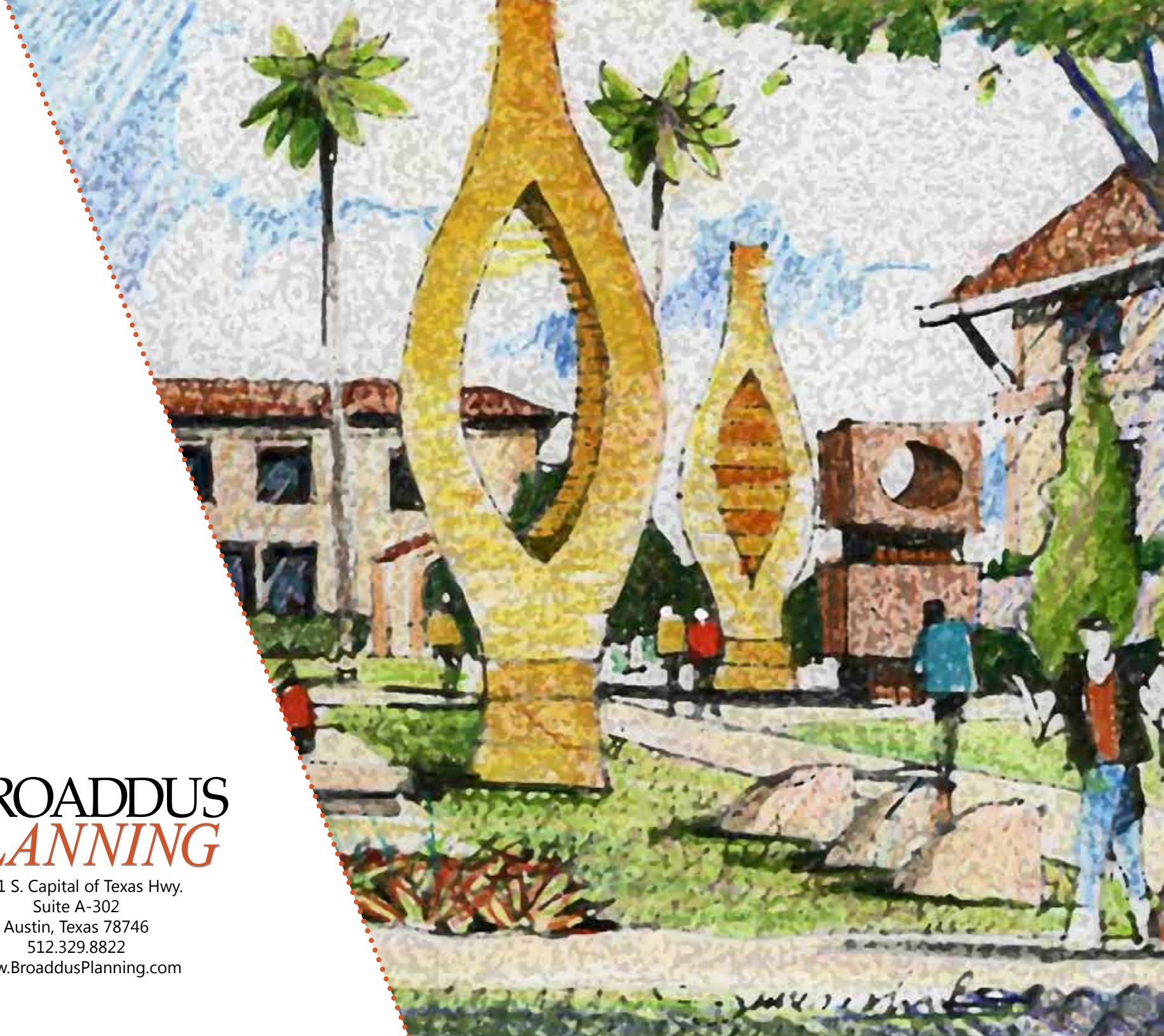
Project Schedule



LEGEND

Stakeholder Workshops

1. Initiation Workshop (2-1/2 day workshop)
   November 2, 3 & 4, 2009
2. Vision Workshop (1-1/2 day workshop)
   January 19-20, 2010
3. Development Workshop (2 day workshop)
   March 1-2, 2010
4. Refinement Workshop (1 day workshop)
   Early May, 2010



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www.BroaddusPlanning.com

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