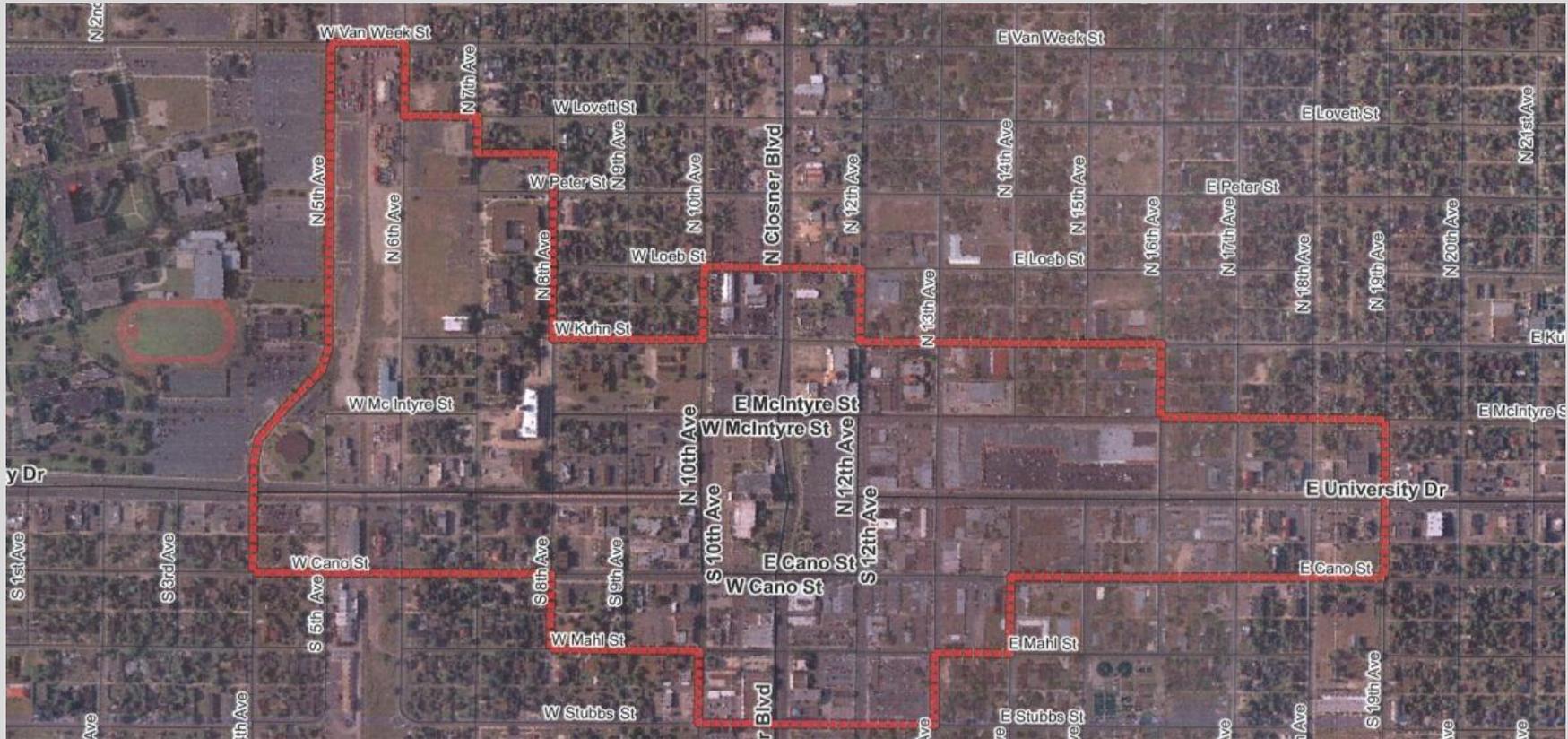


CITY OF EDINBURG DOWNTOWN MASTER PLAN

VISION WORKSHOP: JANUARY 19-20, 2010



MEETING AGENDA

Introductions

Project Process & Timeline

Observations & Analysis

- What We've Learned
- Analysis Diagrams
- Great Places: Case Study
- Market Analysis

Vision Plan

- Guiding Principals
- Concept Sketch

Listening Session:

Questions & Discussion



INTRODUCTIONS

INTRODUCTIONS



- Owner-oriented facilities program management and planning firm
- Firm employees average 23 years of experience

TOWNSCAPE, Inc.

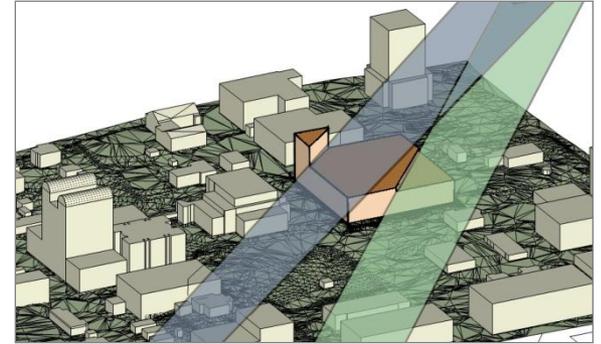
- National town planning and urban design firm
- Dedicated to improvement of cities and towns, and the lives of the people that live in them



- Market Analysis
- Downtown Revitalization
- Economic Development

Recognized by the American Planning Association's Central Texas Section for the 2008 Current Plan of the Year for the City of San Marcos/Texas State University Town Gown Compilation Plan.

THE BROADDUS PLANNING TEAM



BROADDUS & ASSOCIATES

- Texas-based Program Management & Planning Firm
- Over \$4 Billion in active projects in Texas
- 125+ full-time employees
- Owner-oriented project expertise with a specialized expertise in public and institutional projects
- Collaborative / interactive planning process
- Focus on creating implementable plans



U.T. M.D. Anderson Cancer Center
Mid-Campus Master Plan



Williamson County Events Complex
Master Plan



Texas State University-San Marcos
Master Plan

TOWNSCAPE, Inc.

- Award-winning national practice
- Town planning, urban design and growth management
- Focus on placemaking and special districts
- Town Centers
- Urban Villages
- Livable Neighborhoods
- Transit-Oriented Development



Little Elm Town Center Master Plan



Downtown Carrollton TOD plan



Rockwall Downtown Plan

URBAN & CAMPUS PLANNING

TOWN PLANNING

- Southlake TX Corridor Plan and Code
- Sachse TX Town Center Plan
- Carrollton By Design (Comprehensive Plan)
- Little Elm TX Town Center Plan
- San Marcos TX Downtown Plan
- University Park TX Master Plan
- Summerlin, NV, Master Plan
- Westlake TX Comp. Plan and Development Codes
- San Antonio Comprehensive Plan Policies
- Round Rock TX Comprehensive Plan
- Carrollton TX Downtown TOD Plan
- Johnson Creek Corridor Plan Arlington
- Lake Ray Hubbard Master Plan Dallas

URBAN PLANNING

- Arlington TX Downtown Streetscape
- Benbrook TX Freeway Corridor Plan
- Georgetown TX Urban Design Codes
- Irving TX Downtown Development & TOD Plan
- Rockwall TX Downtown Plan and Code
- Jefferson City, MO, Downtown Strategic Plan

URBAN PLANNING (CONT.)

- Southlake Corridor Study
- Marshall TX Downtown Plan
- Southlake TX Corridor Urban Design Plan
- Arlington Three Bridges Enhancement Design
- College Station TX University Drive Master Plan
- Little Elm TX Town Center Plan
- Fort Worth Stockyards
- San Marcos TX Downtown Plan
- Grand Prairie TX Entertainment District
- Plano TX Transit Village
- Downtown Carrollton TX DART Station Area Plan
- Trinity Mills DART Station Area Plan
- Frankford DART Station Area Plan
- Downtown Denton TX Transit Station
- San Antonio River Greenway Study
- Haltom City TX Corridor Plan
- Abilene Christian University Growth Plan
- Overton Park Master Plan, Lubbock, TX
- Johnson Creek Corridor Plan Arlington TX
- Las Vegas NV Zoning Code
- Reno NV Zoning Code
- Downtown Arlington TX Redevelopment Plan



URBAN & CAMPUS PLANNING

MASTER PLANNING

- City of San Marcos Downtown Master Plan
- Henderson County Long Range Facilities Master Plan
- Hays County Municipal Complex Master Plan
- Williamson County Events Complex Master Plan
- Alamo Community College District Palo Alto College Master Plan Austin Community College-Round Rock Campus Master Plan
- Dallas Baptist University East Campus Master Plan
- Loyola University-New Orleans Campus Master Plan
- Our Lady Of The Lake University Master Plan
- Texas A&M University Corpus Christi Campus Expansion Master Plan
- Texas A&M University Kingsville Master Plan
- Texas State University-San Marcos Campus Master Plan
- Texas State University-San Marcos Bobcat Stadium Master Plan & Programming

MASTER PLANNING (CONT.)

- Texas State Technical College- Harlingen Master Plan
- Trinity University Campus Master Plan
- University Health System Master Facilities Plan
- University of Southern Mississippi New Campus Site Selection
- U.T. Brownsville/Texas Southmost College Athletic Complex Master Plan
- U.T. Brownsville/Texas Southmost College Housing Master Plan & Programming
- U.T. M.D. Anderson Cancer Center Mid-Campus Master Plan
- U.T. M.D. Anderson Cancer Center University of Texas Research Park Master Plan Update
- U.T. M.D. Anderson Cancer Center Backfill/Redevelopment Plan
- University Of Texas Health Science Center At San Antonio Master Plan
- William Carey University Master Plan



TEAM ORGANIZATION



Local Leadership

Gilbert Gallegos, AIA
Area Manager
(Broaddus & Associates)

Rolando Garcia, FAIA
Project Manager
(Broaddus & Associates)

Planning Team

Stephen Coulston, AIA
Vice President, Planning
(Broaddus & Associates)

Christopher Rice, AIA
Lead Urban Planner
(Broaddus & Associates)

Jim Richards, ASLA
Senior Urban Planner
(Townscape, Inc.)

Catherine Sckerl, LEED AP
Urban Planner
(Broaddus & Associates)

Aaron Hanley
Urban Planner
(Broaddus & Associates)

Dennis Wilson, FAICP, MRAIC, CNU
Senior Urban Planner
(Townscape, Inc.)

Planning Support Team

Budget & Economic Strategists

Jacque Judy
Director of Preconstruction
(Broaddus & Associates)

Sean Garretson, AICP
Economic Development Strategist
(Pegasus Planning)

Local Engineering Support

Gilbert J. Guerra, P.E.
Civil Engineer
(Rio Delta Engineers)

Edelmiro Andy Rodriguez
Civil Engineer
(Rio Delta Engineers)

Albert Aldana, P.E., P.T.O.E.
Traffic Engineer
(Aldana Engineering)

PROCESS

AN INCLUSIVE PROCESS

is Critical for success, no matter how Visionary the Plan.



COMMUNITY OUTREACH – GETTING THE WORD OUT

BE IN THE KNOW – LOOK FOR:

Press Releases – Local Newspapers & Media

City Home Page – Announcements & Calendar

Stakeholder Invitations (e-mail, letters, phone calls)

Edinburg Economic Development Council,
Neighborhood Groups, Museum of South Texas
History, County Representatives, University
Representatives, Chamber of Commerce, etc.

Downtown Master Plan Webpage

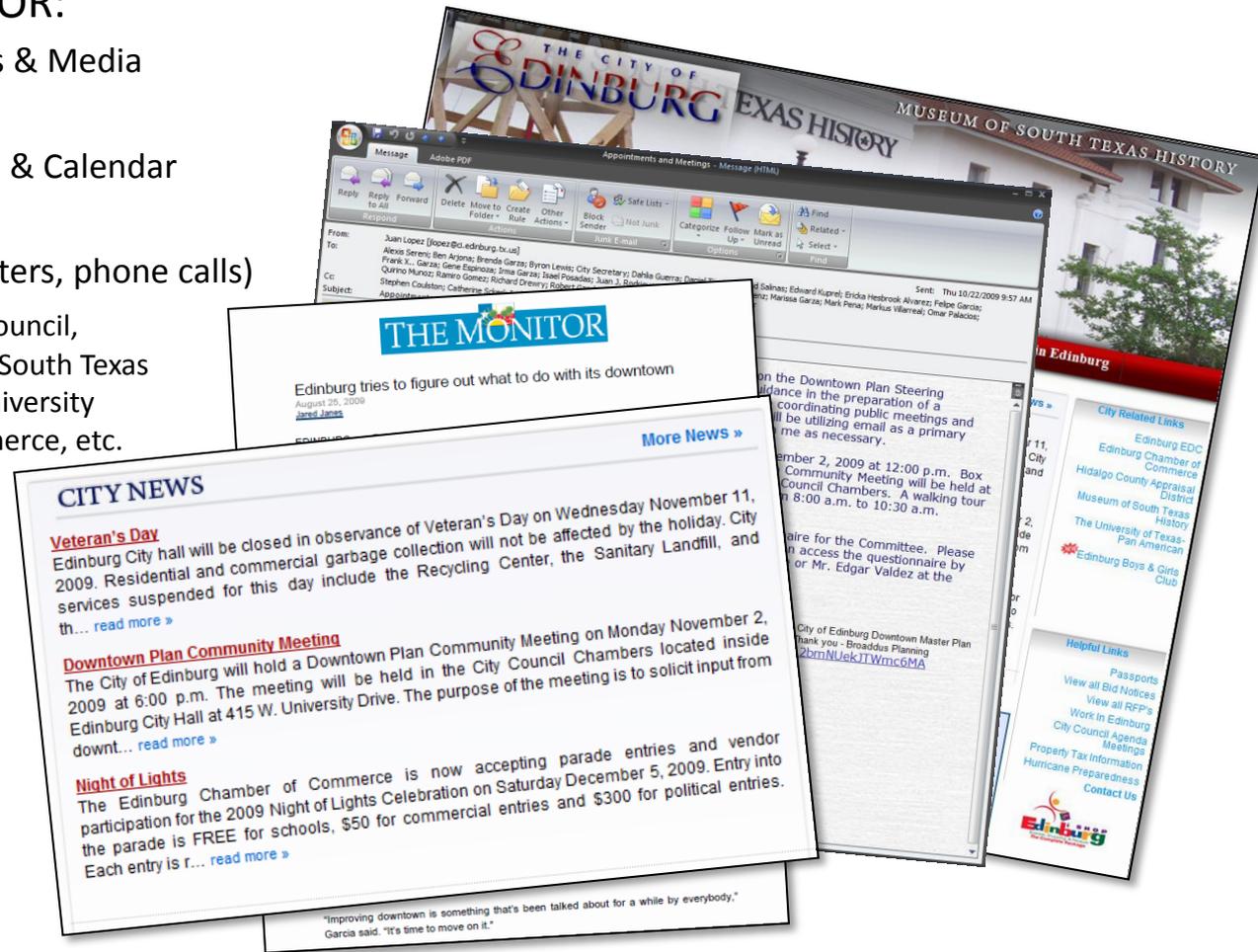
PowerPoint presentations

Public Meeting Times, Locations

Maps of Walking Tour

Draft Reports

Final Reports



COMMUNITY OUTREACH – BRINGING THE WORD IN

HAVE YOUR SAY – PARTICIPATE IN:

Community Meetings

- Steering Committee
- City Council
- Community Forums & Design Charrettes
- Walking Tours
- Interest Group/Neighborhood Group Meetings

Stakeholder Surveys

City of Edinburg Downtown Master Plan Questionnaire - City Council and Steering Committee

Before the end of this week, please take a few minutes to complete the following questionnaire as we kick-off the City of Edinburg Downtown Master Plan Project. As key stakeholders in this project, your responses will help to form the early Vision for the Master Plan. Thank you - Broadus Planning

* Required

Name: *

E-mail Address: *

What is your vision for Downtown Edinburg?
What kind of place would you like it to be in the future? How will that place differ from what Downtown is today?

What do you think are Downtown Edinburg's main assets (that draw people/businesses Downtown)? List three.

Address:

Events:

parades:

markets:

Enhanced Connection to University:

Enhanced Connection to City Hall:

Improved Traffic Flow

Improved Parking

Improved Walkability & Accessibility

Improved Signage

Wayfind

Improved Aesthetics (trees, turn of sidewalks)

Improved Infrastructure (not ut)

More Buses

More Restaurants

Entertainment

More Res

Improved P

List three words that you hope to see in the future

On a scale of 1-5, assess how successful you think the project will be

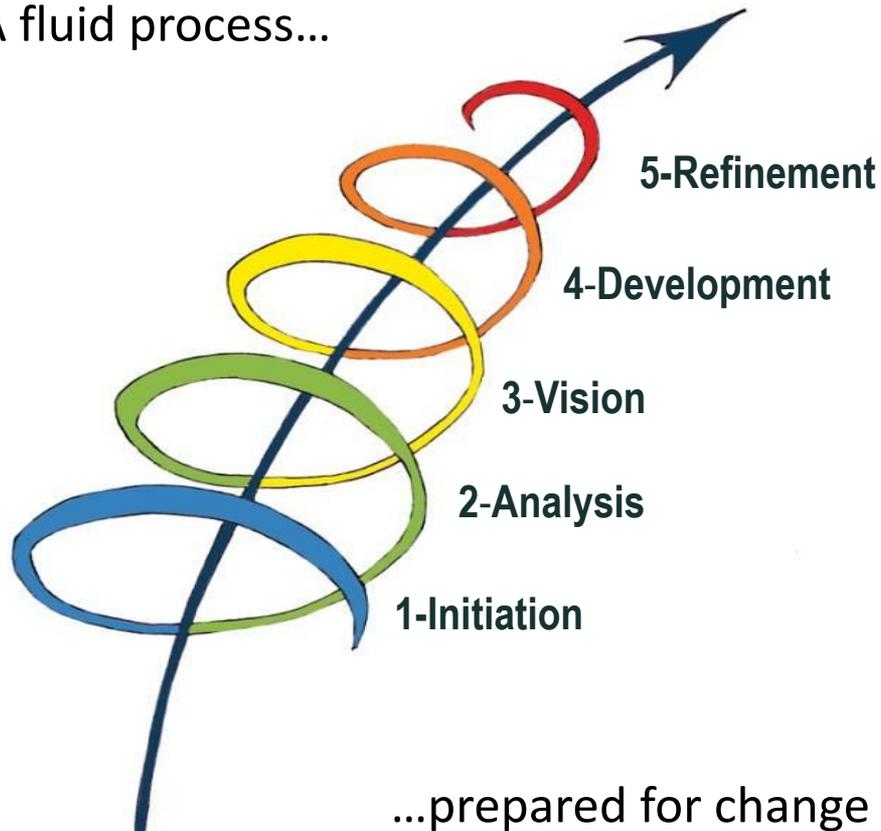


INITIATION WORKSHOP MEETINGS



PLANNING PROCESS

A fluid process...



1) Initiation:

Begins the projects by aligning expectations, establishing planning goals, and charting a path for the planning project.

2) Analysis:

Involves the accumulation and analysis of quantitative and qualitative data necessary to generate a realistic portrait of the service area.

3) Vision:

Focuses on early development of planning scenarios that holistically address the project's development.

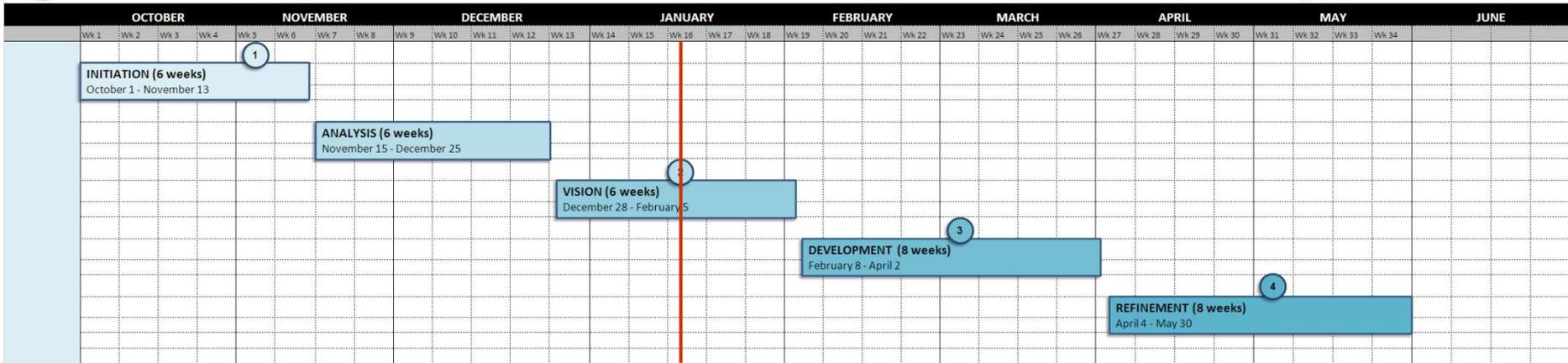
4) Development:

Involves further study of the preliminary concept plan, including evaluation in greater detail of discrete site areas, so that it may be used to describe innovative development ideas, to obtain input and build consensus from stakeholders.

5) Refinement:

Includes preparation of the final composite plan and relate supporting documents.

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, 2009
- 
 3 Development Workshop (2 day workshop)
 Early March, 2010
- 
 4 Refinement Workshop (1 day workshop)
 Early May, 2010

VISION WORKSHOP SCHEDULE

DAY ONE: January 19, 2010

- 8:00-9:00 Planning and Zoning
- 9:30-11:00 E.C.I.S.D.
- 12:00-1:30 Steering Committee
- 2:00-3:30 Hidalgo County Representatives
- 4:00-5:30 Economic Development
- 6:00-7:00 City Council Meeting



DAY TWO: January 20, 2010

- 8:00-9:45 University of Texas Pan American



Initiation Workshop Meetings– City of Edinburg

WHAT WE LEARNED – COMMUNITY SURVEY RESPONSES

COMMUNITY SURVEY– RESULTS

“Comparative” Questions

- Describe Downtown Today
- Describe what you hope for Downtown in 15 years

“Context” Questions

- Downtown’s Main Zones

“Priority” Questions

- Assess the Importance of Goals

City of Edinburg Downtown Master Plan Community Survey Open to Public

Before the end of this week, please take a few minutes to complete the following questionnaire as we kick-off the City of Edinburg Downtown Master Plan Project. As key stakeholders in this project, your responses will help to form the early Vision for the Master Plan. Thank you - Broaddus Planning

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What do you think are Downtown Edinburg’s main assets (that draw people/businesses Downtown)? List three.

COMMUNITY SURVEY— RESULTS

Polled Community

152 Responses Received and Analyzed

Survey Remains open through January 22nd

Final Results will be posted once Survey is closed

City of Edinburg Downtown Master Plan Community Survey Open to Public

The screenshot displays the 'DTMP Community Survey' website. On the left is a blue sidebar with a 'Side Menu' containing links: Downtown Master Plan Home, Planning & Zoning Home, About the Project, Project Team, Project Schedule, News, Downloads, Photo Gallery, Community Survey, General Comments, and Contact Us. Below the menu is an 'Information' section with contact details for the Planning & Zoning Department: 415 W. University Drive, Edinburg, TX 78541, Phone: 956-338-8202, Fax: 956-292-2080, and a 'Contact Us' link. The main content area features a map of downtown Edinburg with four survey zones labeled A, B, C, and D. Zone A is a small area in the northwest, B is a larger area in the center, C is a narrow strip in the east, and D is a small area in the southeast. A blue banner at the bottom of the map area reads 'City of Edinburg Downtown Master Plan - Public Survey' and includes a thank-you message: 'Thank you for taking a few minutes to complete this survey for the City of Edinburg Downtown Master'.

COMMUNITY SURVEY— RESULTS

List three words that you think describe Downtown today.

Dark **Dusty** Run-down Abandoned

Traffic **Old** inhospitable Empty **Political**

Unkempt Desolate **Out-dated** Messy

Empty stale **Uninviting** **Asphalt** dead

Quiet Vehicles **Depressing** Unfriendly

Ugly **Potential** Vacant Inactive Homey

drab **Boring** Unappealing **Unwelcoming**

Inaccessible **Family Atmosphere** Historic **Old**

COMMUNITY SURVEY— RESULTS

List three words that you
hope will describe
Downtown in the future.

Quaint **Lively** Developed **Exciting**
Green **Secure** Recreation Trendy
Upscale Interesting **Vibrant** Clean
Bustling **Art** Modern Diverse **Fulfilling**
Growing Family-oriented Skyscrapers
Fun **Attractive** Walkable Prosperous
Shopping Entertaining Appealing **Alive**
Classy Energetic Homey **Beautiful** Cultural

COMMUNITY SURVEY - RESULTS

“Priority” Questions

-Respondents asked to assign values to 14 key goals

-Values were weighted in order to assess the collective priorities of the respondents

Community Survey

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

	1 Not Important	2 Somewhat Important	3 Important	4 Very Important	5 Critically Important
Improved Traffic Flow	<input type="radio"/>				
Improved Parking	<input type="radio"/>				
Improved “Walkability” & Accessibility	<input type="radio"/>				
Improved Signage & Wayfinding	<input type="radio"/>				
Improved Aesthetics (trees, furniture, sidewalks)	<input type="radio"/>				
Improved Infrastructure (roads, drainage, utilities)	<input type="radio"/>				
More Retail Businesses	<input type="radio"/>				
More Restaurants & Entertainment Venues	<input type="radio"/>				
More Offices	<input type="radio"/>				

SURVEY Results: Public Opinion of Planning Goals

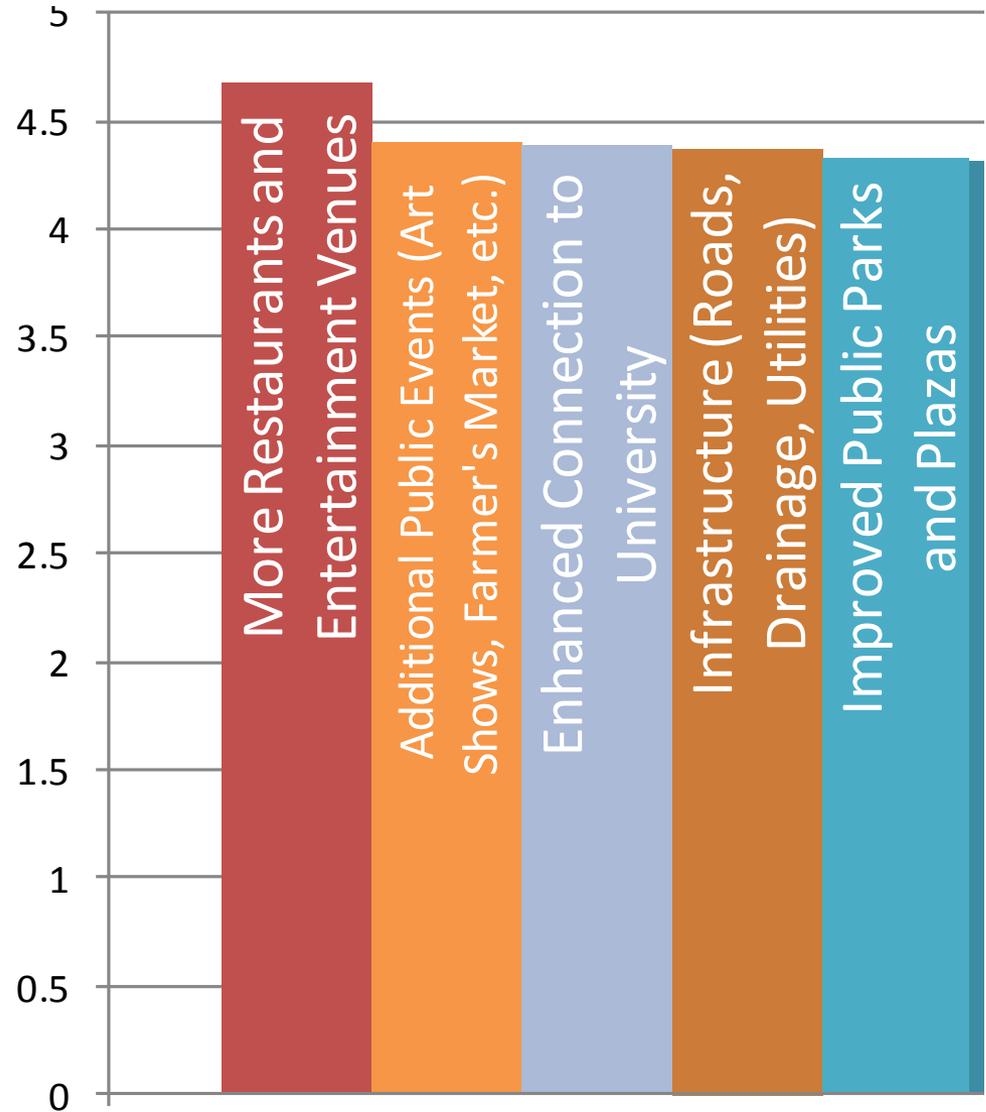
Level of Importance (1-5)



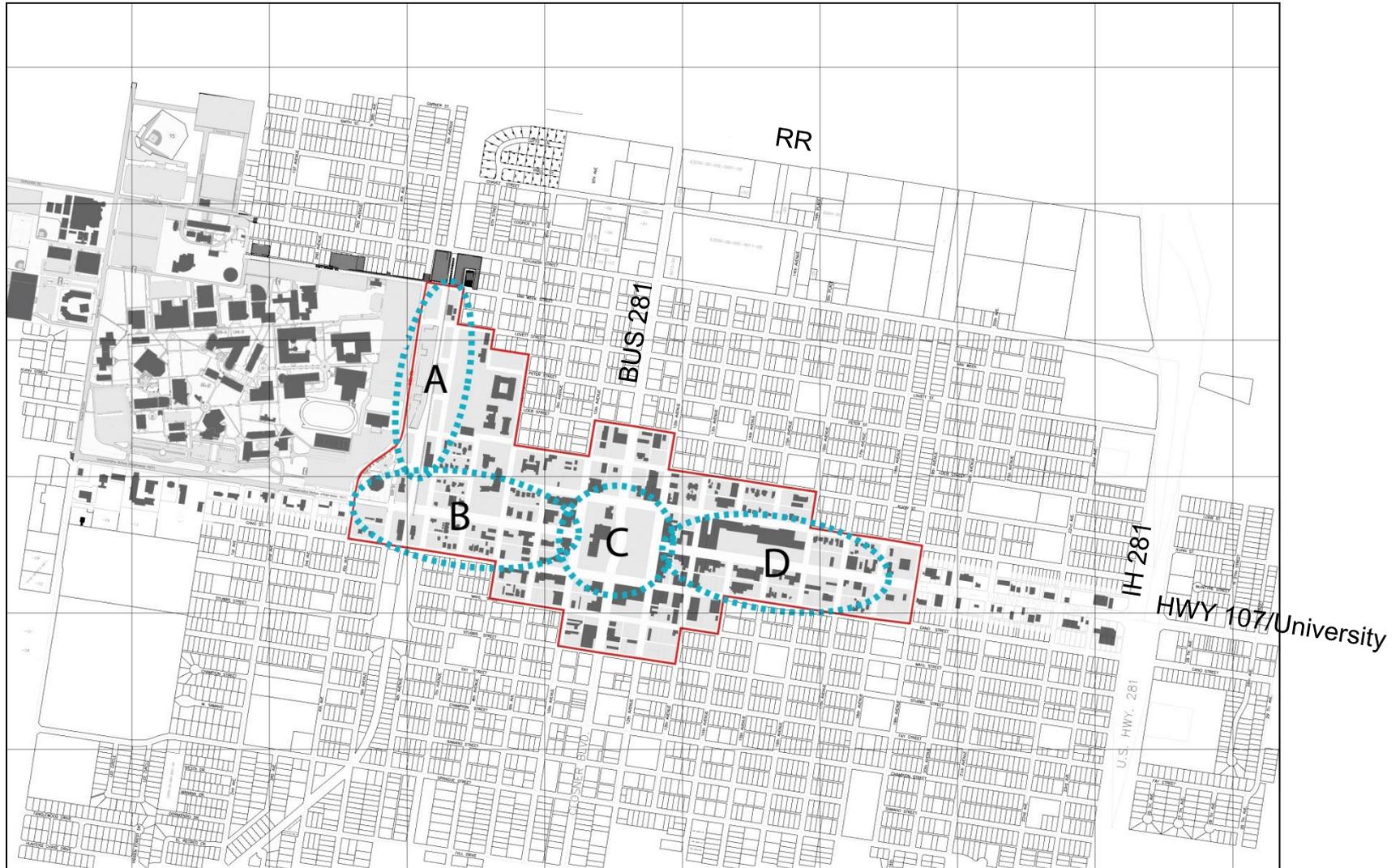
SURVEY Results: Public Opinion of Planning Goals

Most Important

1. More Restaurants and Entertainment Venues
2. Additional Public Events (Farmer's Market, etc.)
3. Enhanced Connection to University
4. Infrastructure (Roads, Drainage, Utilities)
5. Improved public parks and Plazas



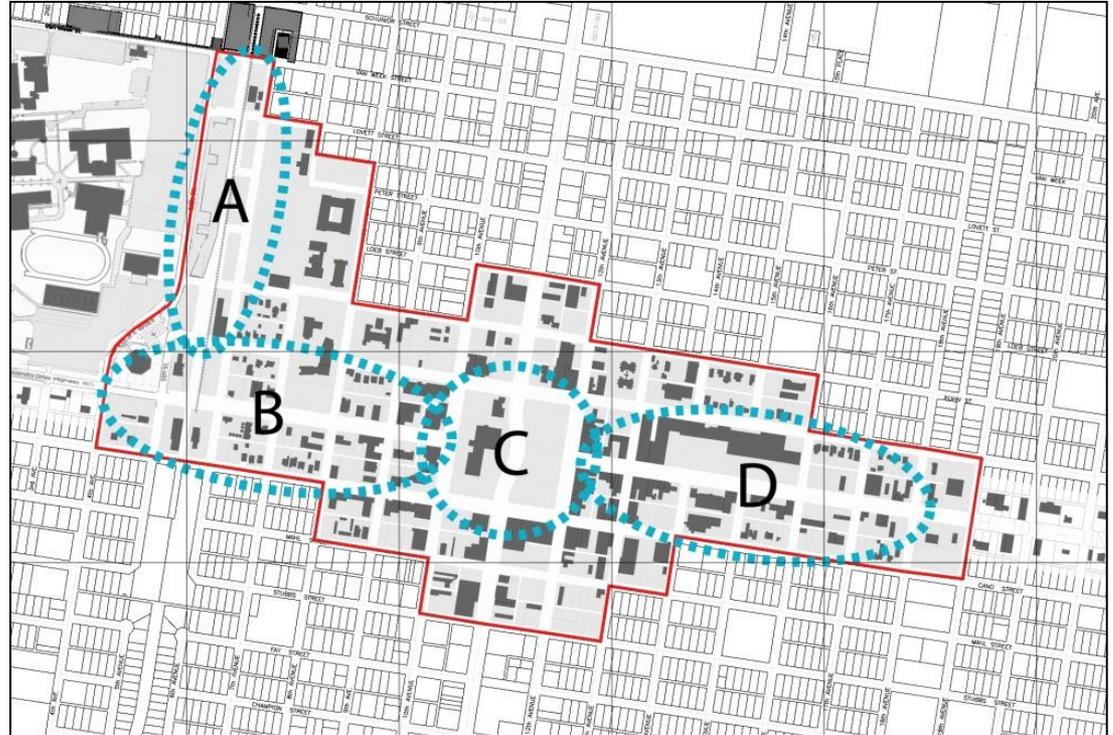
COMMUNITY SURVEY - Results: Zone Diagram



COMMUNITY SURVEY - Results: Public Opinions

Zone A –

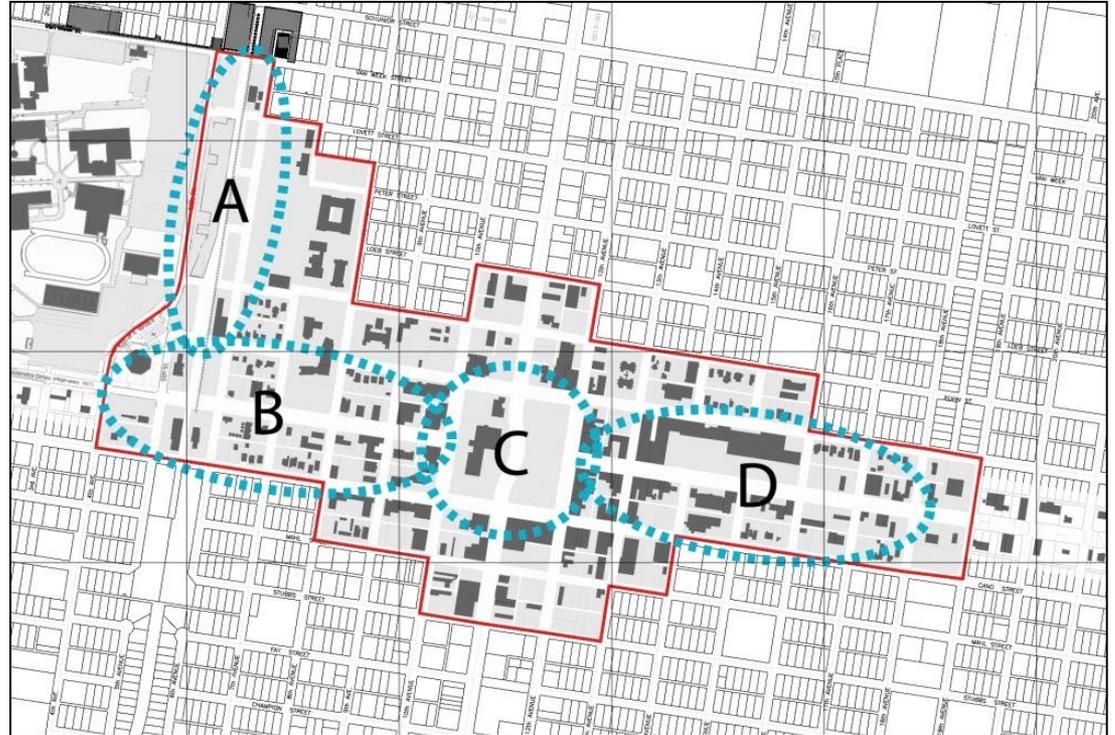
- Restaurants
- Retail Boutiques
- Mixed-Use Residential
- University Facilities
- Green Space
- Conference Center
- Artist's Studios
- Mid-Rise Housing



COMMUNITY SURVEY - Results: Public Opinions

Zone B –

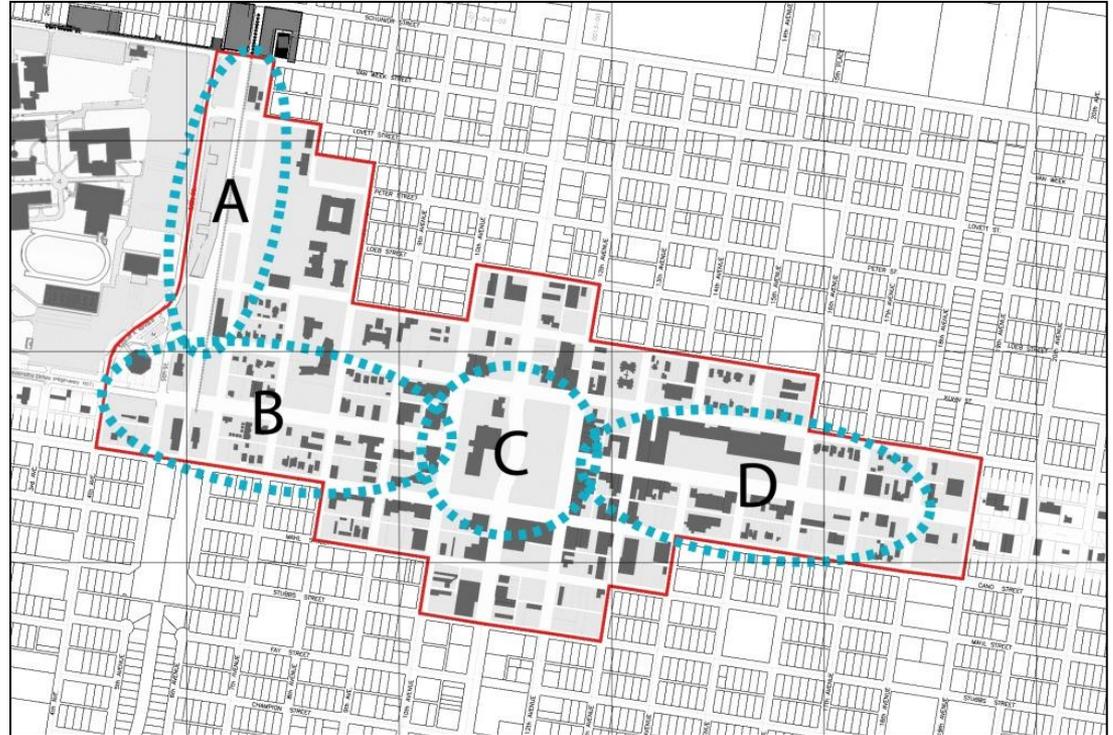
- Restaurants
- Retail Boutiques
- Conference Center
- Mixed-Use Residential
- Parking Structure
- Professional /
Municipal Offices



COMMUNITY SURVEY - Results: Public Opinions

Zone C –

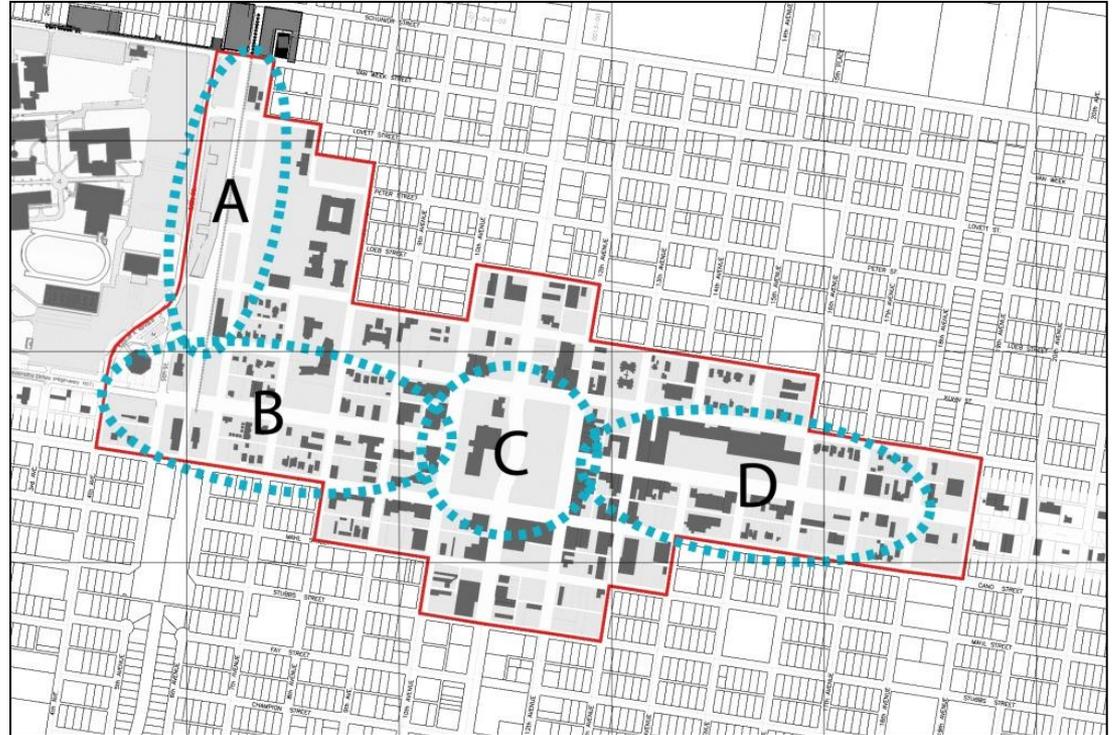
- Professional Offices
- Mid-Rise Housing
- Cinema / Theater
- Public Open Space
- Retail Boutiques
- Restaurants
- Parking Structures



COMMUNITY SURVEY - Results: Public Opinions

Zone D –

- Convenience Stores
- Low-Rise Housing
- Restaurants
- Retail Boutiques
- Hotel / Conference Center
- Mixed-Use Development
- Professional offices



OBSERVATION AND ANALYSIS

OBSERVATIONS:

- **Re-Establish Courthouse Square as Town Center**
- **Connect the University to Downtown with a pedestrian oriented corridor**
- **Create Hike and Bike trails, and possibly connect to McAllen**
- **Create a pedestrian friendly city filled with entertainment venues and restaurants**
- **Resolve Flooding**
- **Address Traffic Congestion**
- **Connect to other Edinburg Economic Centers**

INITIAL OBSERVATIONS: Planning Challenges

Flooding

Working with TXDOT

Large amount of
County and
E.C.I.S.D. property
downtown



INITIAL OBSERVATIONS: Downtown Flooding



INITIAL OBSERVATIONS: Planning Assumptions

- Courthouse will remain
Downtown
- Hidalgo County and
Edinburg will continue to
grow rapidly

INITIAL OBSERVATIONS: Critical Success Factors

- Participation from Community, University, County, and Private Business Owners
- A set of “Guiding Principals” will be developed from the Master Plan and adhered to
- The process shall require a cooperative attitude from the County, City, and all involved entities

INITIAL OBSERVATIONS: Courthouse Square

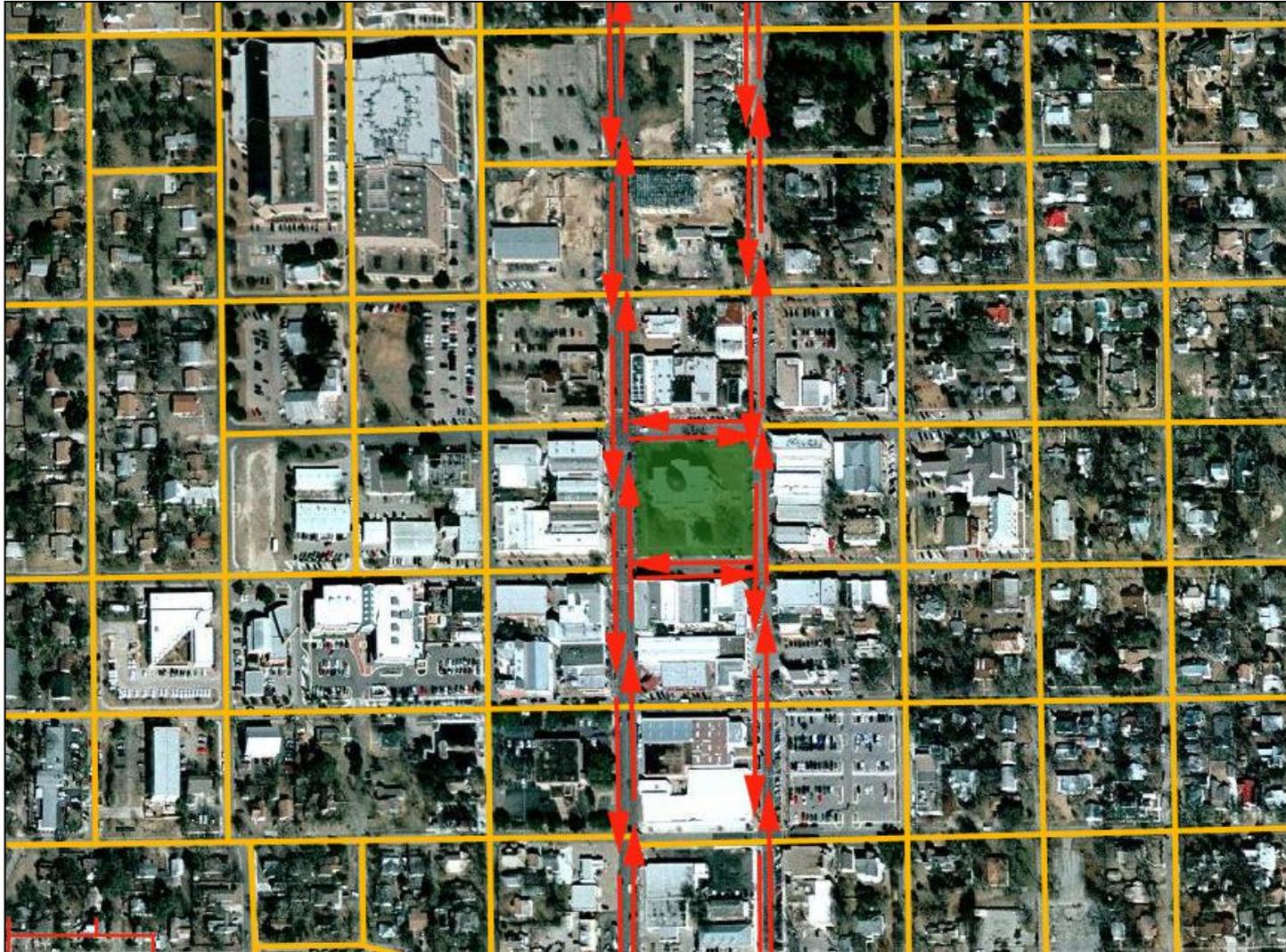
Goals

- Re-establish the Square as the town center
- Create a plaza for events
- Resolve traffic issues
- Create a pedestrian friendly square

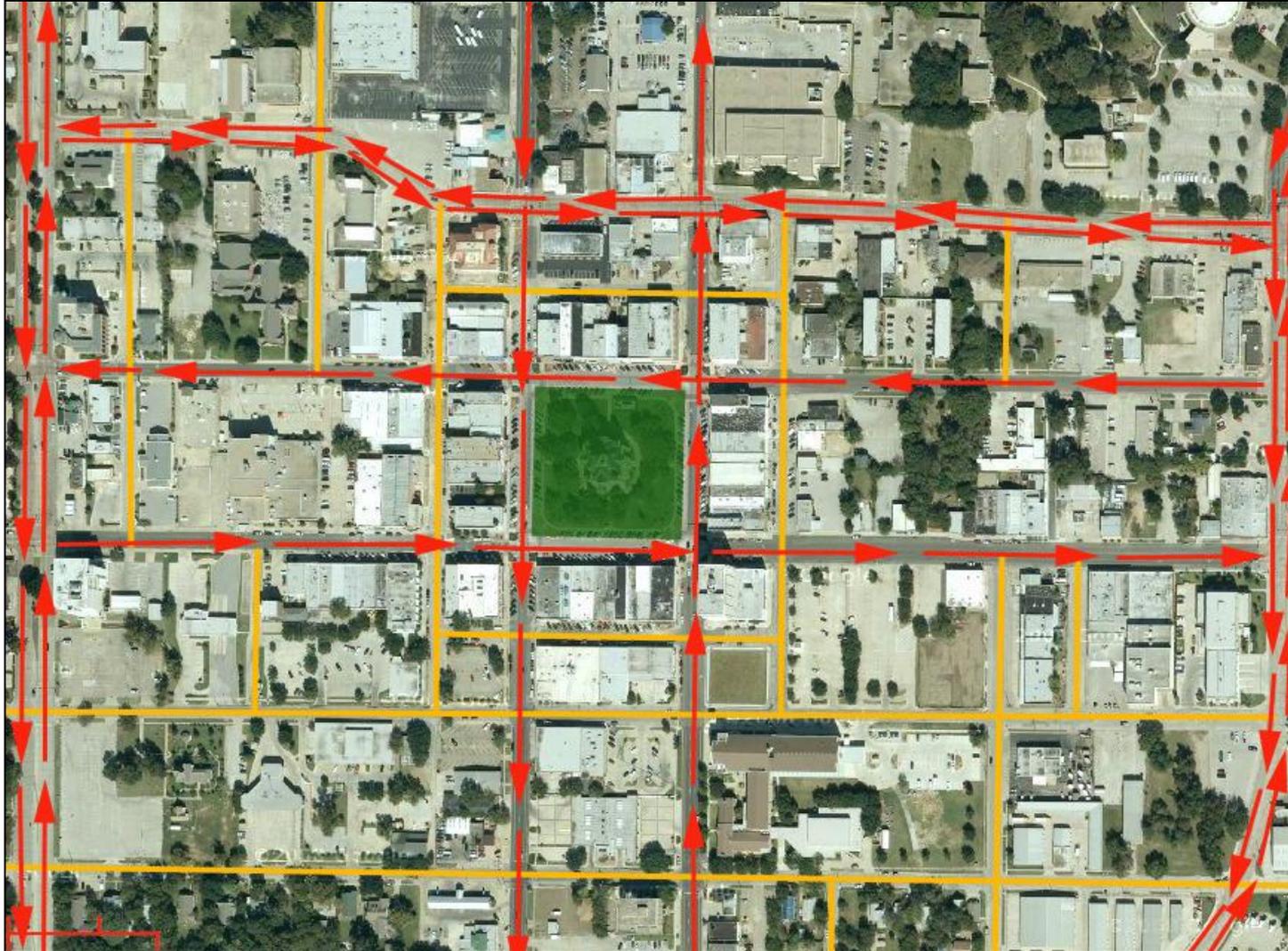


Hidalgo County Courthouse – 1910-1954

ANALYSIS: Georgetown Courthouse Square



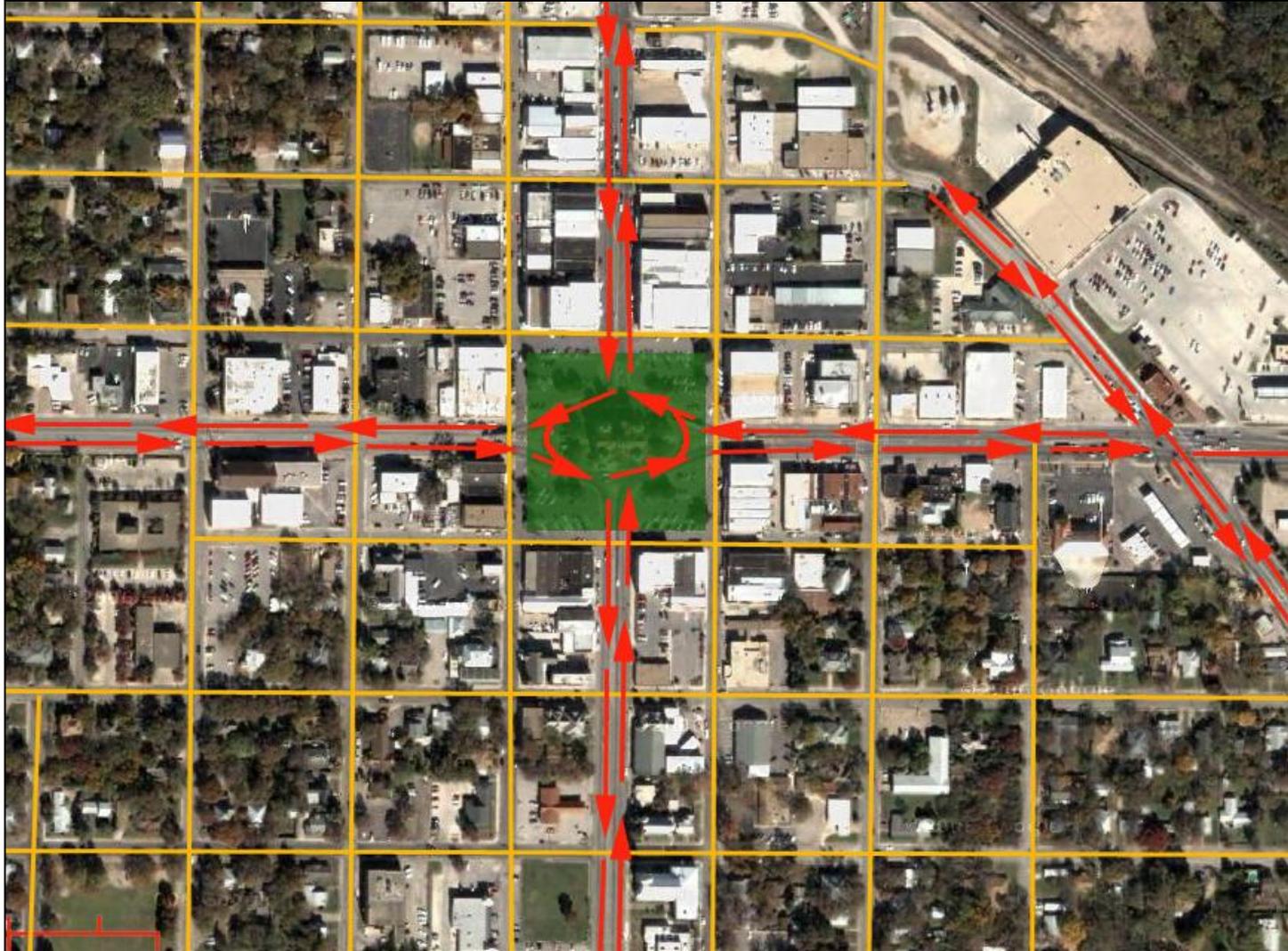
ANALYSIS: Denton Courthouse Square



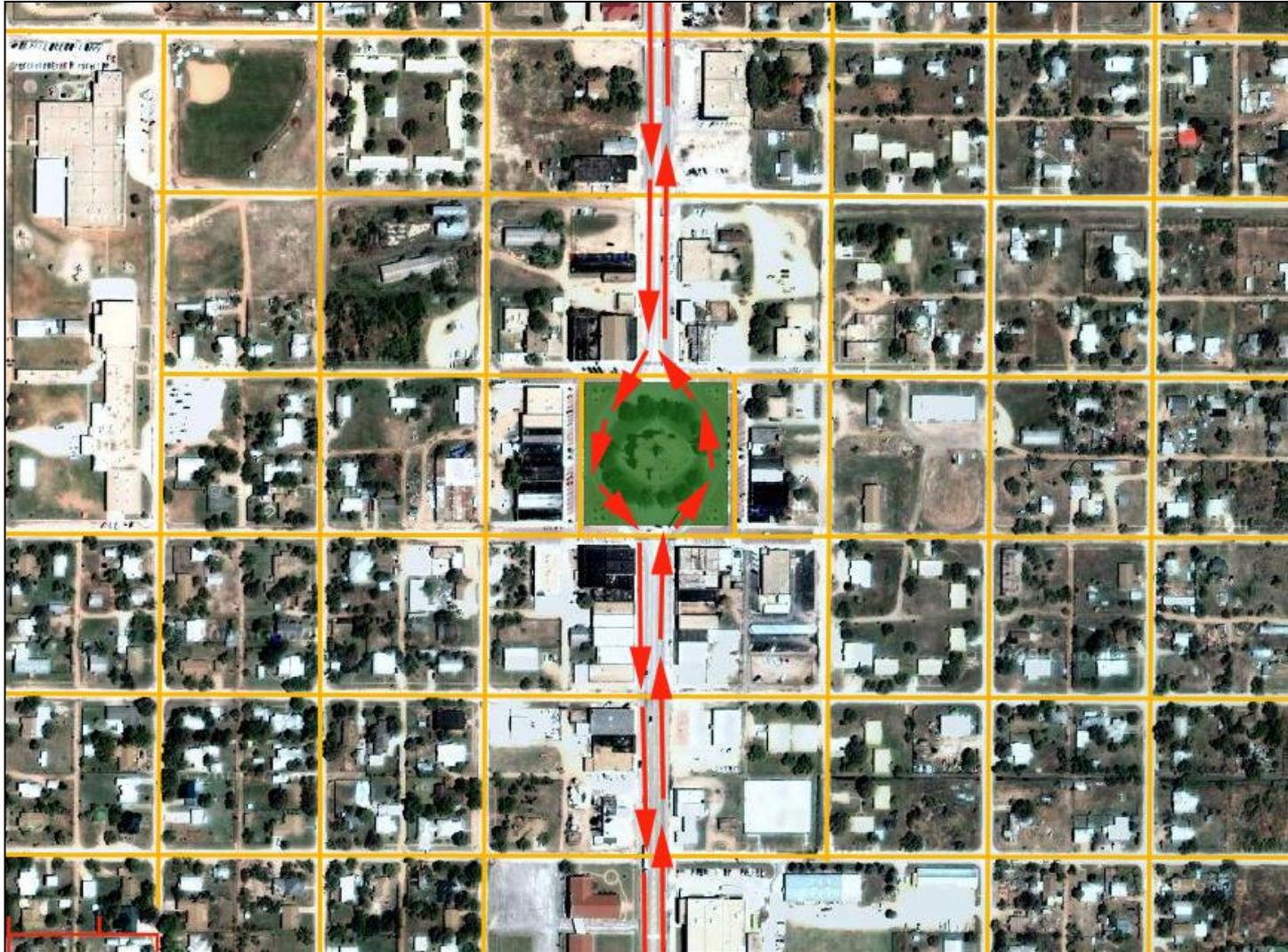
ANALYSIS: San Marcos Courthouse Square



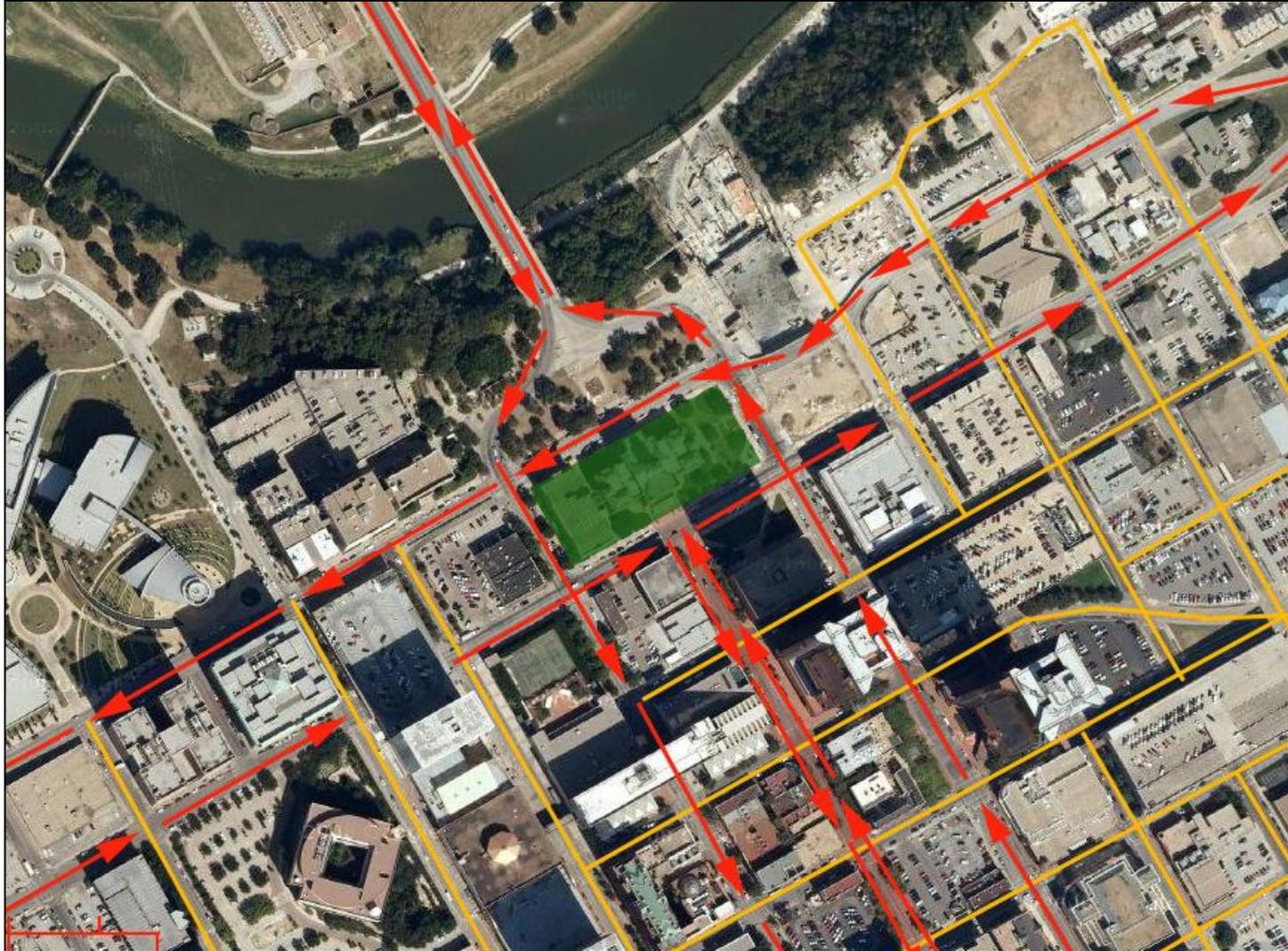
ANALYSIS: Weatherford Courthouse Square



ANALYSIS: Anson Courthouse Square



ANALYSIS: Ft. Worth Courthouse Square



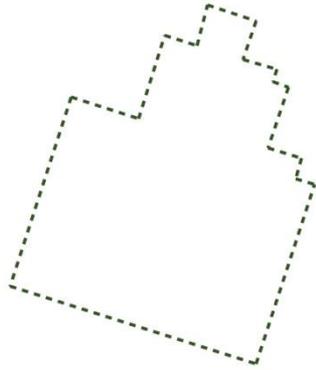
ANALYSIS: Edinburg Courthouse Square



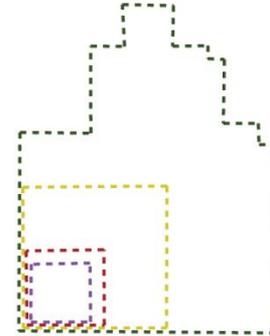
ANALYSIS: Texas State Capitol



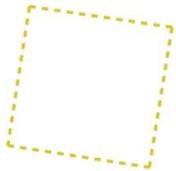
INITIAL OBSERVATIONS: Courthouse Square



Austin - State Capitol
Population (State) - 24.3 Million
Population (City) - 757,688



Edinburg - Hidalgo County Seat
Population (County) - 710,514
Population (City) - 71,520



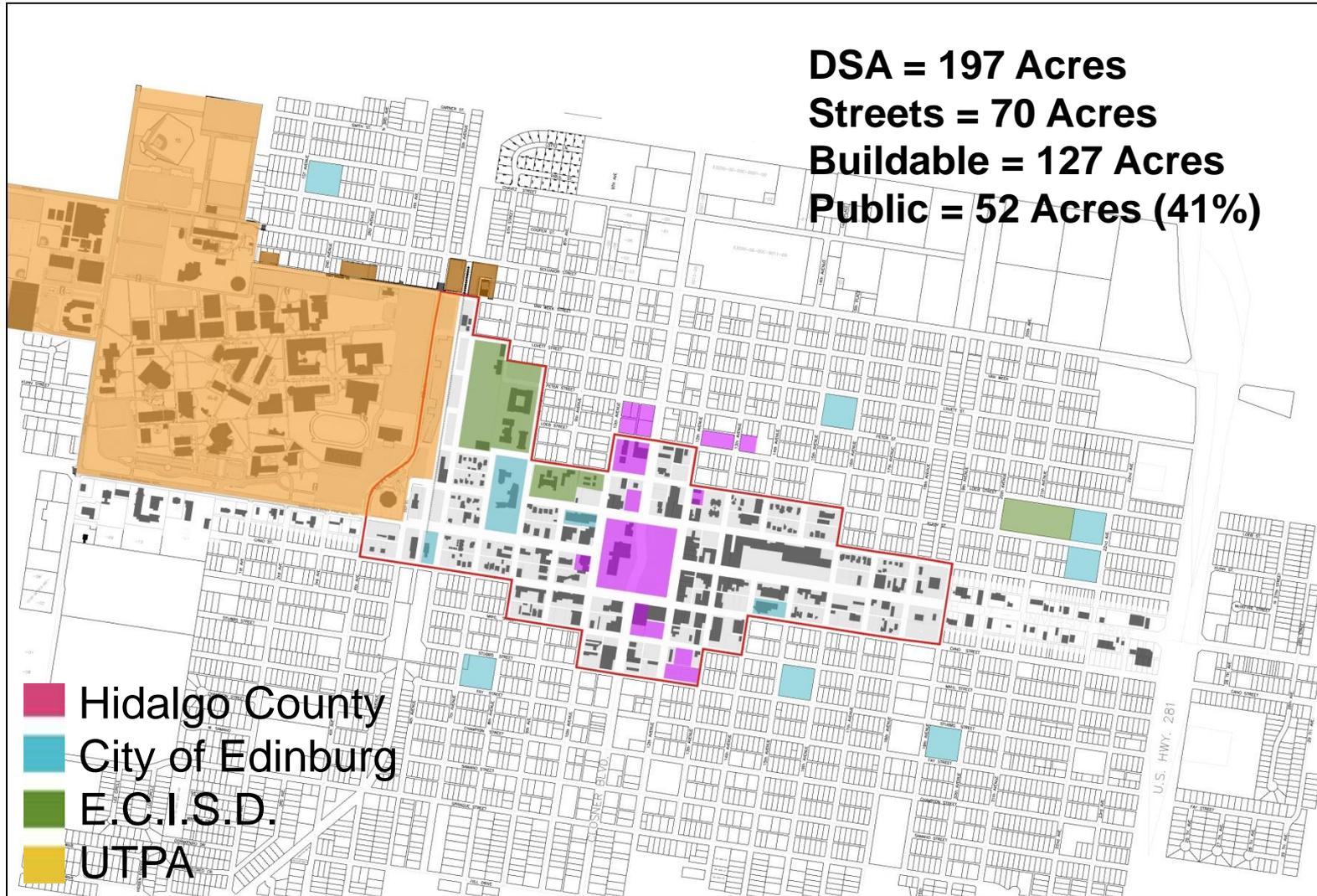
Denton - Denton County Seat
Population (County) - 636,557
Population (City) - 119,454



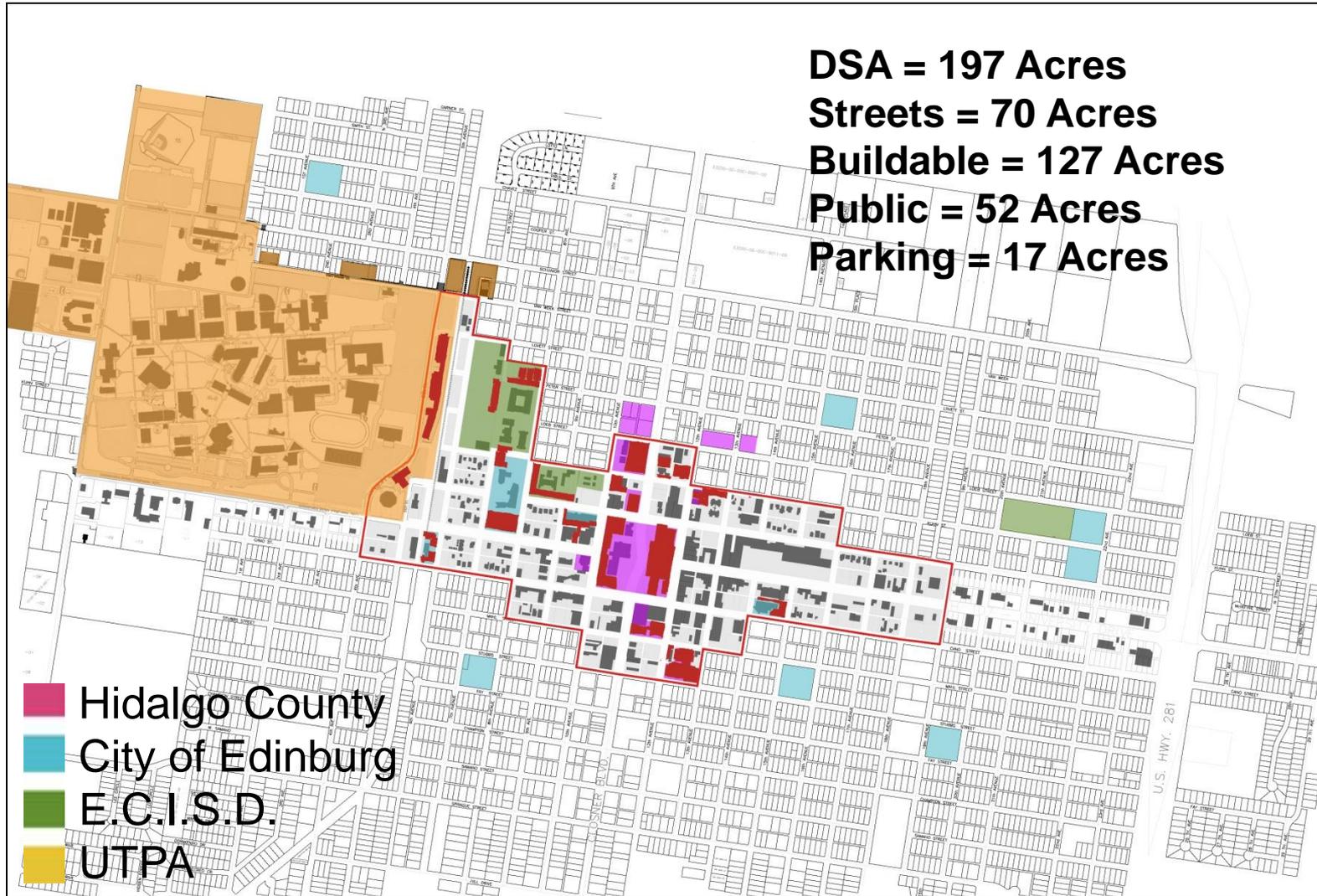
Georgetown - Williamson County Seat
Population (County) - 394,193
Population (City) - 49,618



ANALYSIS: Public Owned Property



ANALYSIS: Government Parking

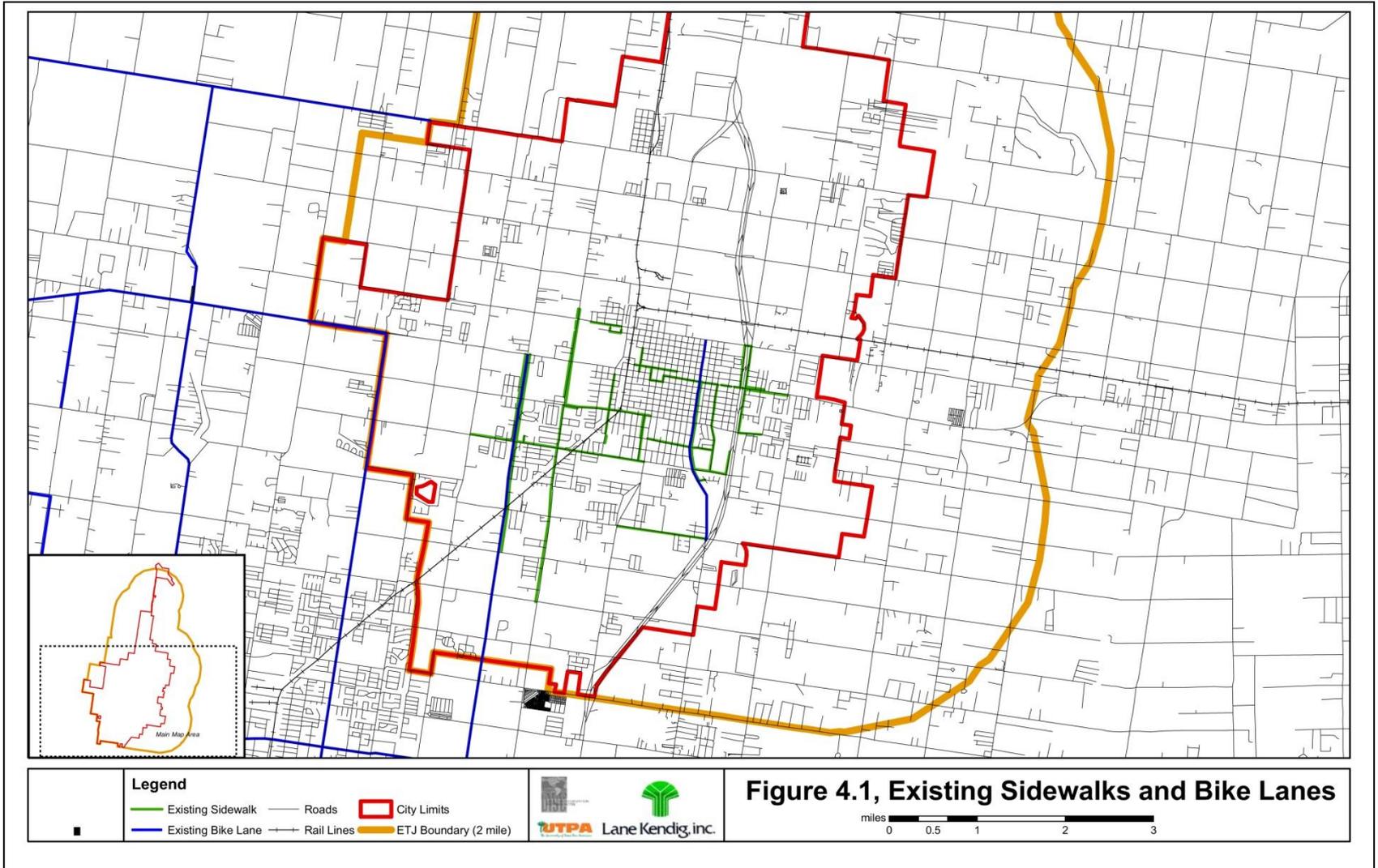


VISION: Metered Parking

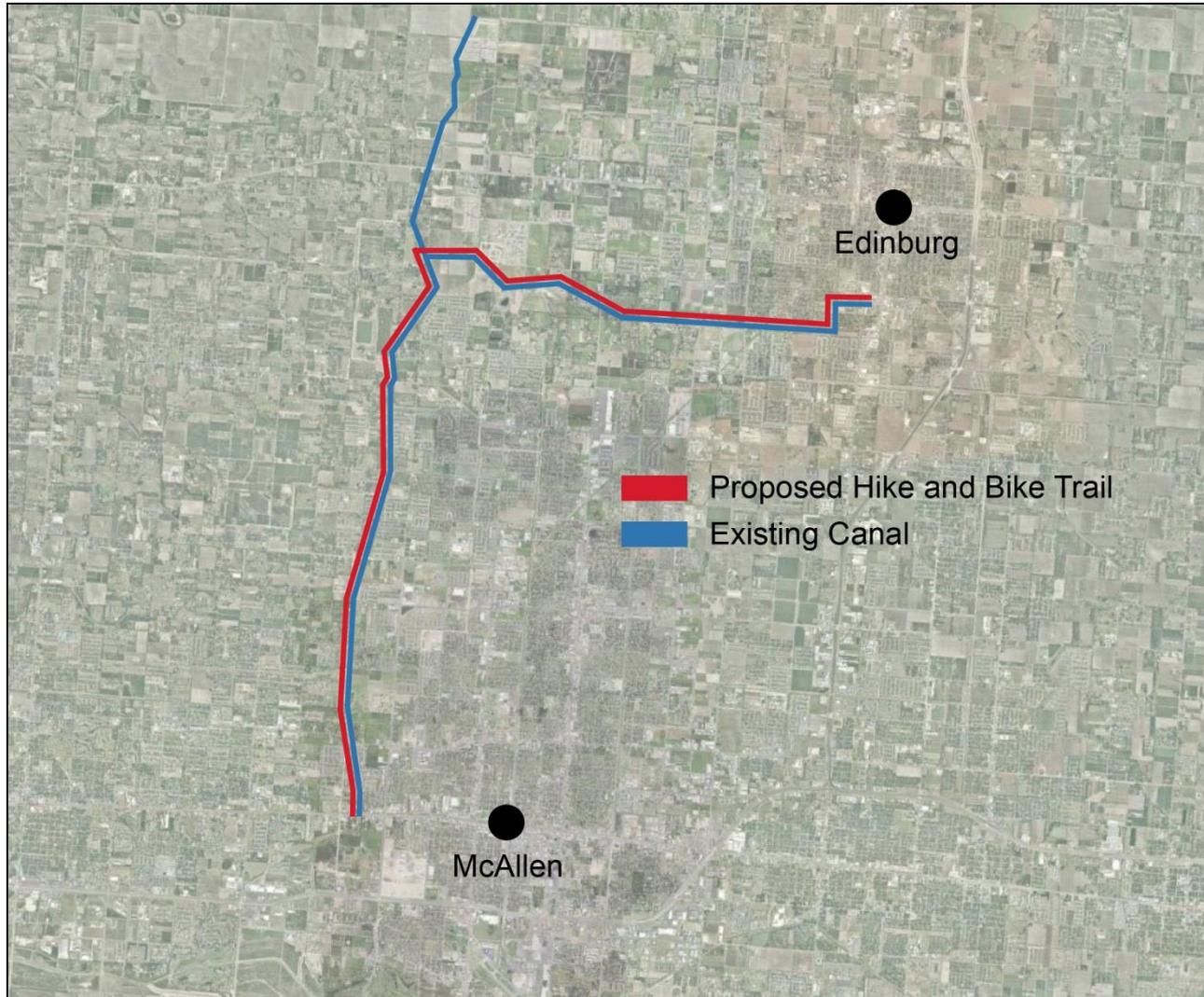


Downtown Study Area: Streets with Metered Parking

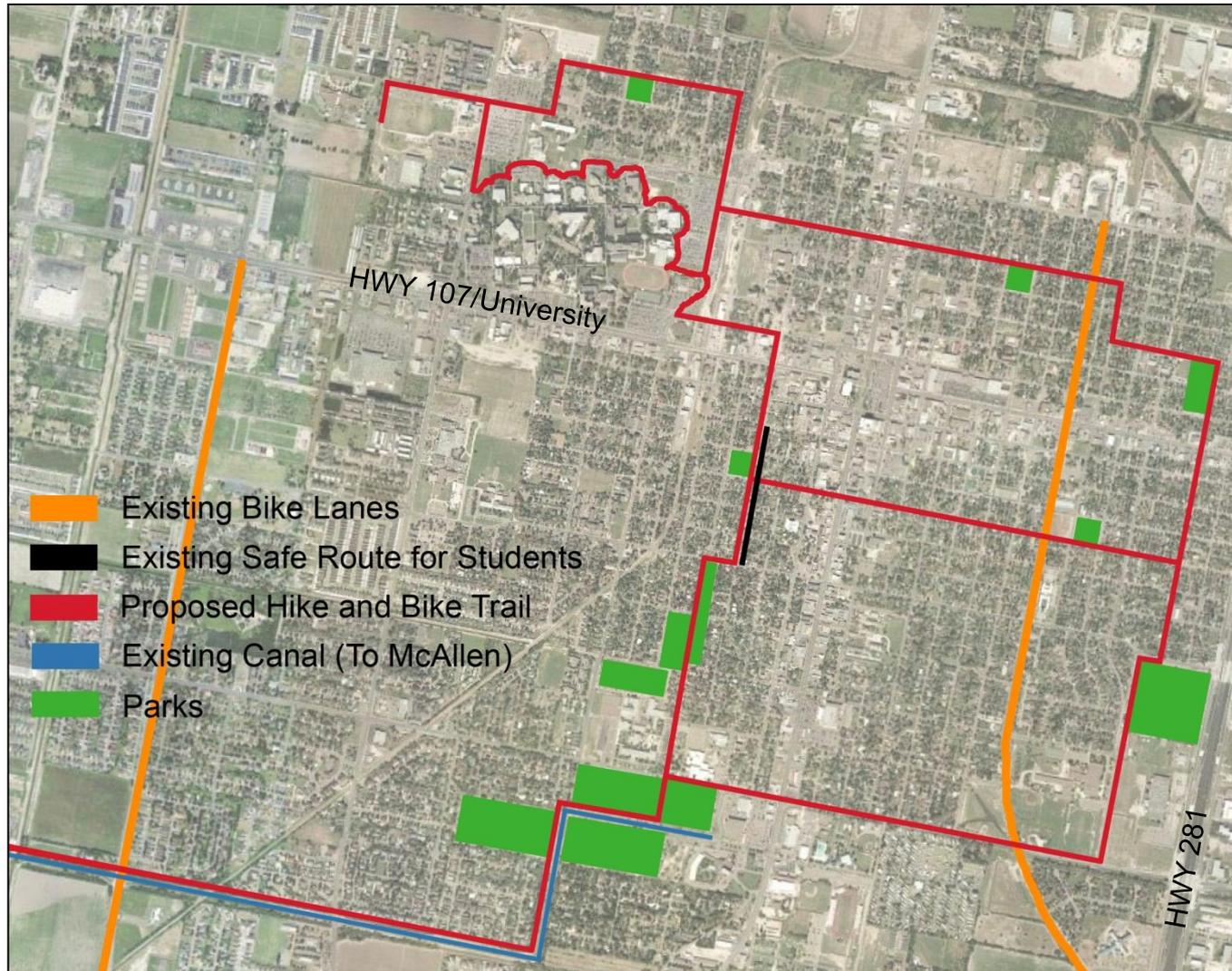
INITIAL OBSERVATIONS: Existing Bike Lanes



INITIAL OBSERVATIONS: Hike and Bike to McAllen



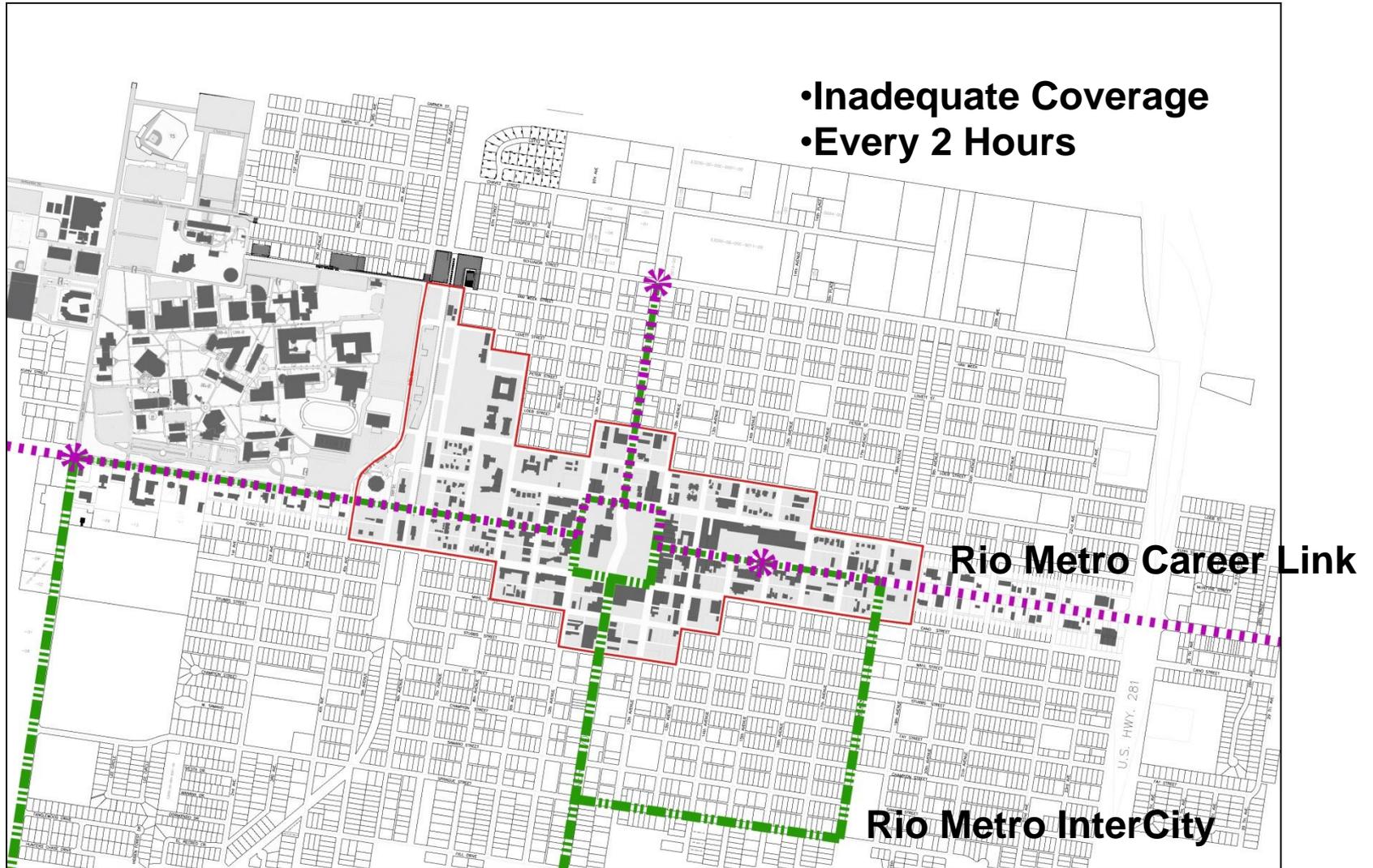
INITIAL OBSERVATIONS: Possible Hike and Bike



INITIAL OBSERVATIONS: Alternative Transportation

- The addition of bicycle lanes and hike and bike trails will create more sustainable forms of transportation for residents.
- System wide improvements should be considered for the metro system, and possible dual-use routes should be explored with the university shuttle.

INITIAL OBSERVATIONS: Bus Routes



INITIAL OBSERVATIONS: Traffic Signals



INITIAL OBSERVATIONS: Railroad Crossings

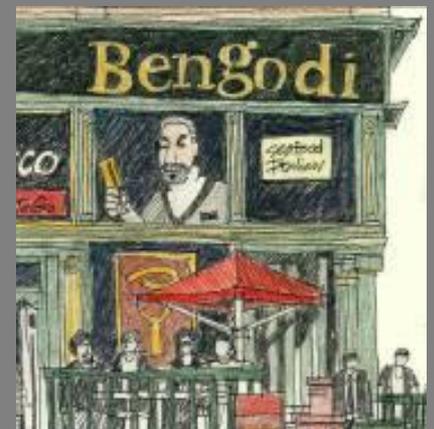
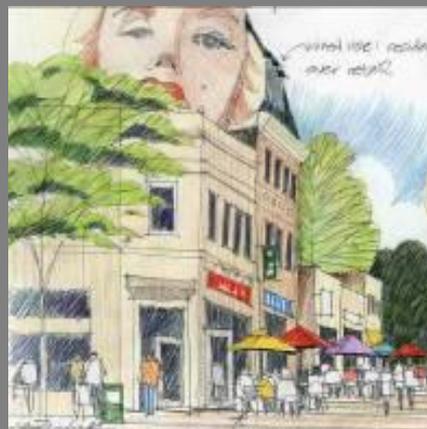


INITIAL OBSERVATIONS: Edinburg as a Destination

- Create Gateway at intersection of HWYs 107 and 281 with clear signage indicating Historic Downtown, Edinburg Art's District, and The University of Texas Pan American.
- Incorporate Artwork into Gateway and Courthouse Square as Place-marking and way-finding devices.
- Create Signage for Intersection of HWYs 83 and 281.

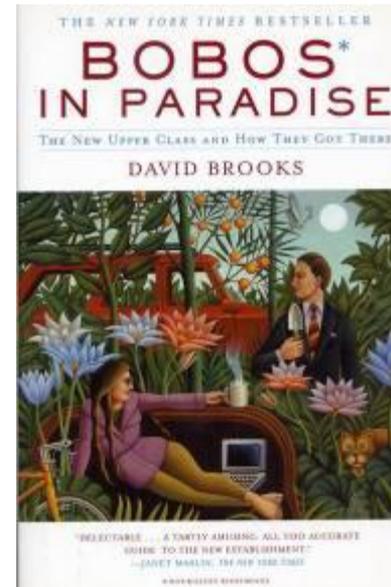
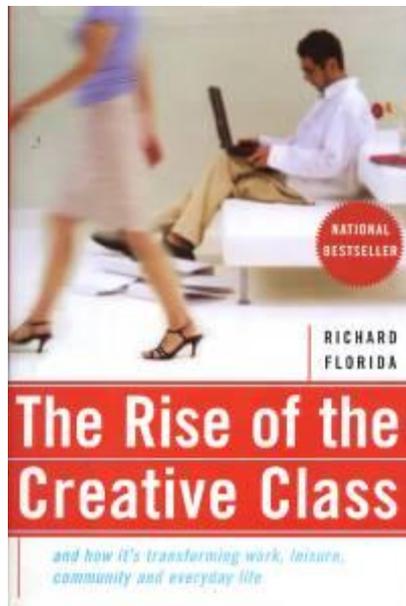
GREAT PLACES

PLACES TO FLOURISH: Placemaking and the Creative Class



Brief Presentation on Making Great Places

CULTURAL AND ECONOMIC SHIFTS:



CULTURAL AND ECONOMIC SHIFTS:

The Creative Class

Knowledge workers

Bobos

“Awesome Talent”

CULTURAL AND ECONOMIC SHIFTS:

“Awesome Talent has the freedom to roam the earth—to pick off the best gigs, to pocket the largest financial rewards. In that sense, organizations will increasingly take a back seat...On the other hand, though, enterprises that manage to master the market for talent will do better than ever...But to attract, retain, and obtain the most from Awesome Talent, organizations will need to offer up an Awesome Place to Work.” Tom Peters, *Re-Imagine*

CULTURAL AND ECONOMIC SHIFTS:

“Knowledge workers are free to roam the earth, to pick off the best gigs...”

- Technology has made the talent mobile
- Jobs are following the best talent (not the other way around)
- Talent attracted to *quality of place*

CULTURAL AND ECONOMIC SHIFTS:

Place is “becoming the central organizing unit of our economy and society, taking on the role that used to be played by the large corporation.” Richard Florida, *Rise of the Creative Class*.

CULTURAL AND ECONOMIC SHIFTS:

Who's benefiting? *Cool places.*

- San Francisco Bay area
- Seattle
- Washington, D.C.
- Austin
- Raleigh-Durham-Chapel Hill, among others

CULTURAL AND ECONOMIC SHIFTS:

Cities are responding:

- Mipact Memphis
- Live Baltimore
- Creative Baton Rouge
- Michigan's "Cool Commissions"



Cultural and Economic Shifts:

“**Enhancing livability**, therefore, should be a central objective in every city’s economic transition strategy, and the elements of livability should be employed as economic development tools.” Partners for Livable Communities, Urban Land, May 2006

CULTURAL AND ECONOMIC SHIFTS:

*Placemaking as Economic Development
Strategy*

CULTURAL AND ECONOMIC SHIFTS:

What types of places should we be making?

FIELDWORK

% of super creative jobs

Geographic dispersal

Mid-sized cities

- **Washington (18.4)**
- Raleigh-Durham (18)
- **Seattle (16.9)**
- San Francisco (16.4)
- **Austin-SM (16.1)**



FIELDWORK: SEATTLE



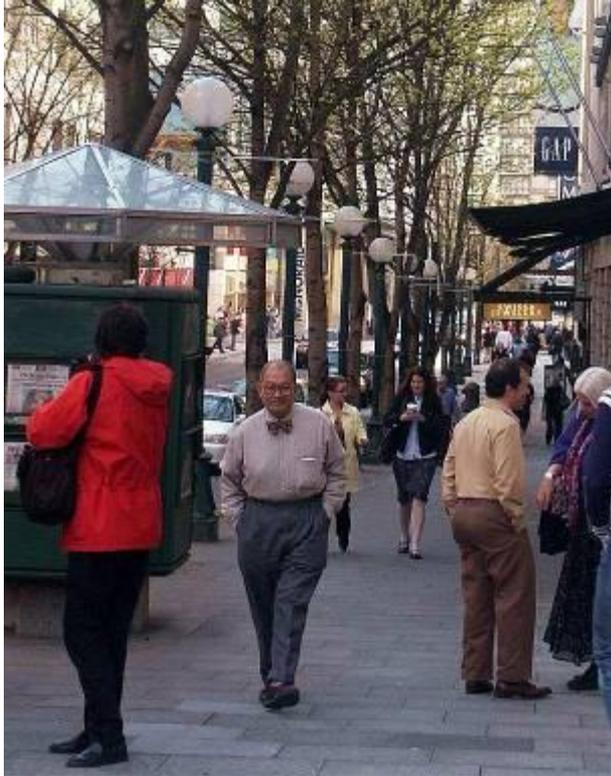
FIELDWORK: WASHINGTON, D.C.



FIELDWORK: AUSTIN



LOOKING FOR COMMON THREADS



PLANNING AND DESIGN IMPLICATIONS

Insights fall into two levels:

- **Core values**, rooted in values and attitudes of interview subjects
- **Planning and design strategies**—a *“toolbox of ideas”*—rooted in recurrent physical attributes

1. CREATE A GREEN FRAMEWORK



Green framework (cont'd)

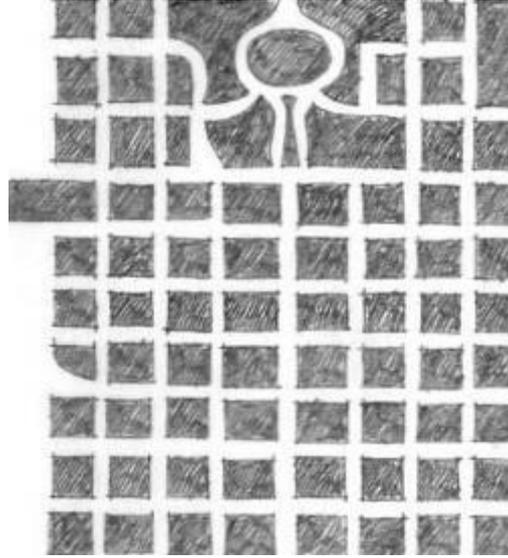


Choices of recreational outlets, variety of landscape experiences, and linkages to city-wide network and important destinations.

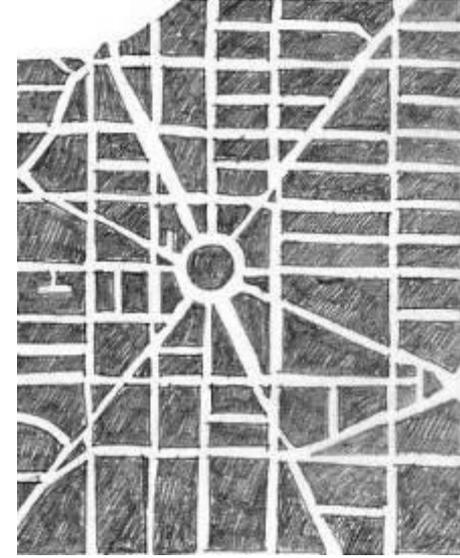
2. EMBRACE THE COMPACT GRID



Seattle



Austin



Washington

- Optimizes walkability
- Provides connectivity, flexibility, route choices, traffic dispersal, visibility and interaction
- Protect it, avoid superblocks, reestablish it.

Distinct, self-contained neighborhoods (cont'd)



Mixed-use: convenient retail and services within walking distance of housing and transit

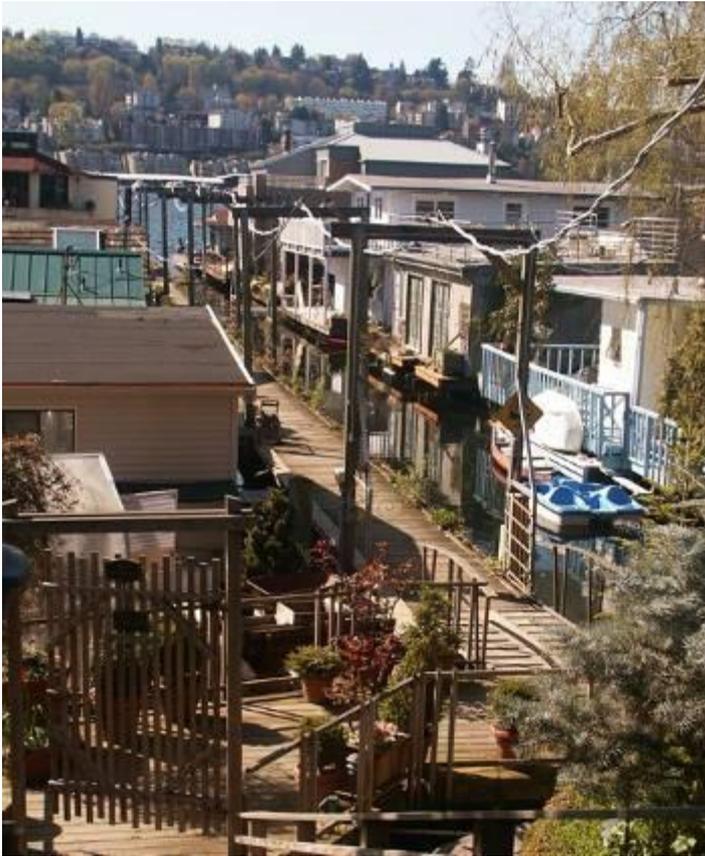
Distinct, self-contained neighborhoods (cont'd)



New mixed-use: Retail, restaurants and services at sidewalk level; residential above. Creates comfortable scale, density, patronage, sense of safety.



Distinct, self-contained neighborhoods (cont'd)



Variety of housing within compact, walkable neighborhoods. Dovetails with public life.



4. CREATE AN URBAN VILLAGE AT THE CENTER OF THE NEIGHBORHOOD



Create an urban village (cont'd)



buildings @ sidewalk
w/ retail continuity

cafe culture
of
"third places"

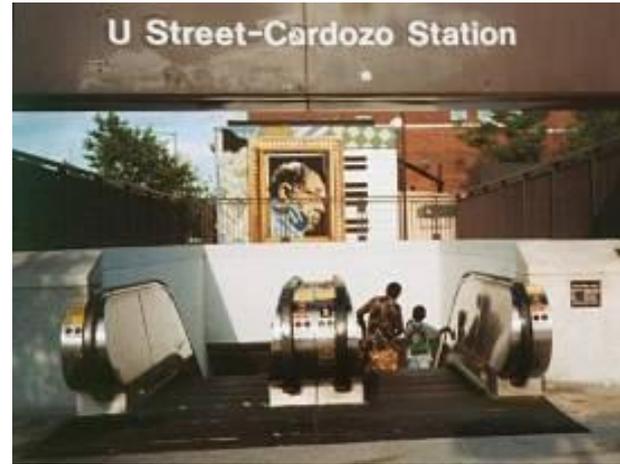
generous
sidewalk

on-street
parking

Create an urban village (cont'd)



5. PROVIDE A RANGE OF VIABLE TRANSPORTATION CHOICES



Transportation choices



Creating viable choices through balancing infrastructure needs

6. CREATE A VITAL PUBLIC REALM



Great streets designed for walking

A vital public realm (cont'd)



Walker-friendly connectivity

A vital public realm (cont'd)



A vital public realm (cont'd)

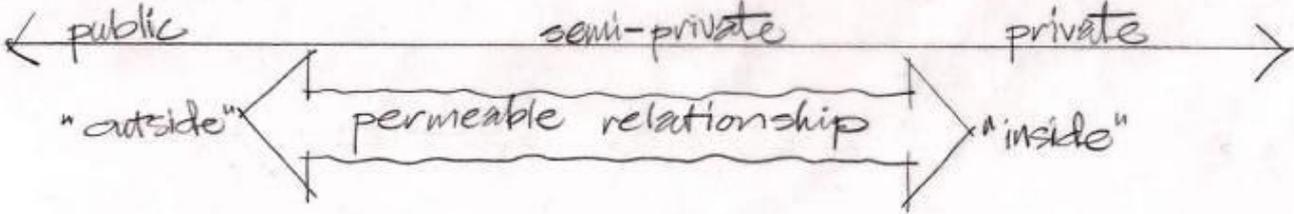


Public space is great, but **adjacencies** are everything

7. ENCOURAGE A WEALTH OF “THIRD PLACES”



Third Places (cont'd)



Third Places (cont'd)



8. PRESERVE VINTAGE LANDMARKS, BUILDINGS AND DISTRICTS

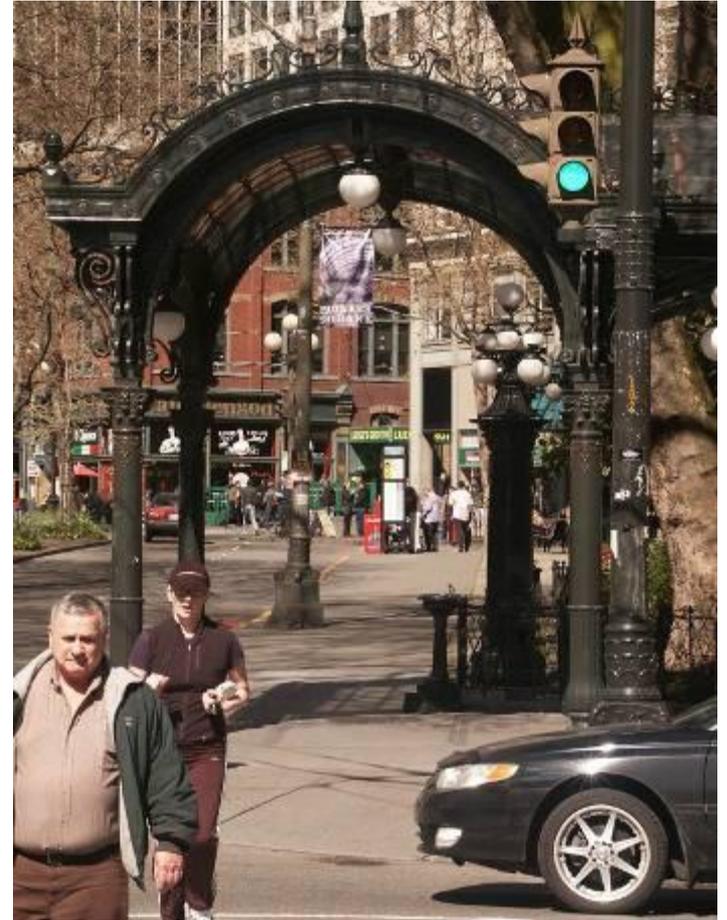


Age + grit = funky = low rents = local establishments = cool clientele



Preserve authenticity...no conflict here

Vintage Landmarks, Buildings, Districts (cont'd)



9. A RANGE OF CULTURAL OPPORTUNITIES



Cultural opportunities (cont'd)



10. CREATE A STIMULUS-RICH ENVIRONMENT



Stimulus-rich environment (cont'd)



Stimulus-rich environment (cont'd)



Stimulus-rich environment (cont'd)



CORE VALUES

Diversity

Flexibility

Choice

Authenticity

MARKET ANALYSIS

FINDINGS / PRELIMINARY RECOMMENDATIONS

McAllen/Edinburg MSA is a growth market

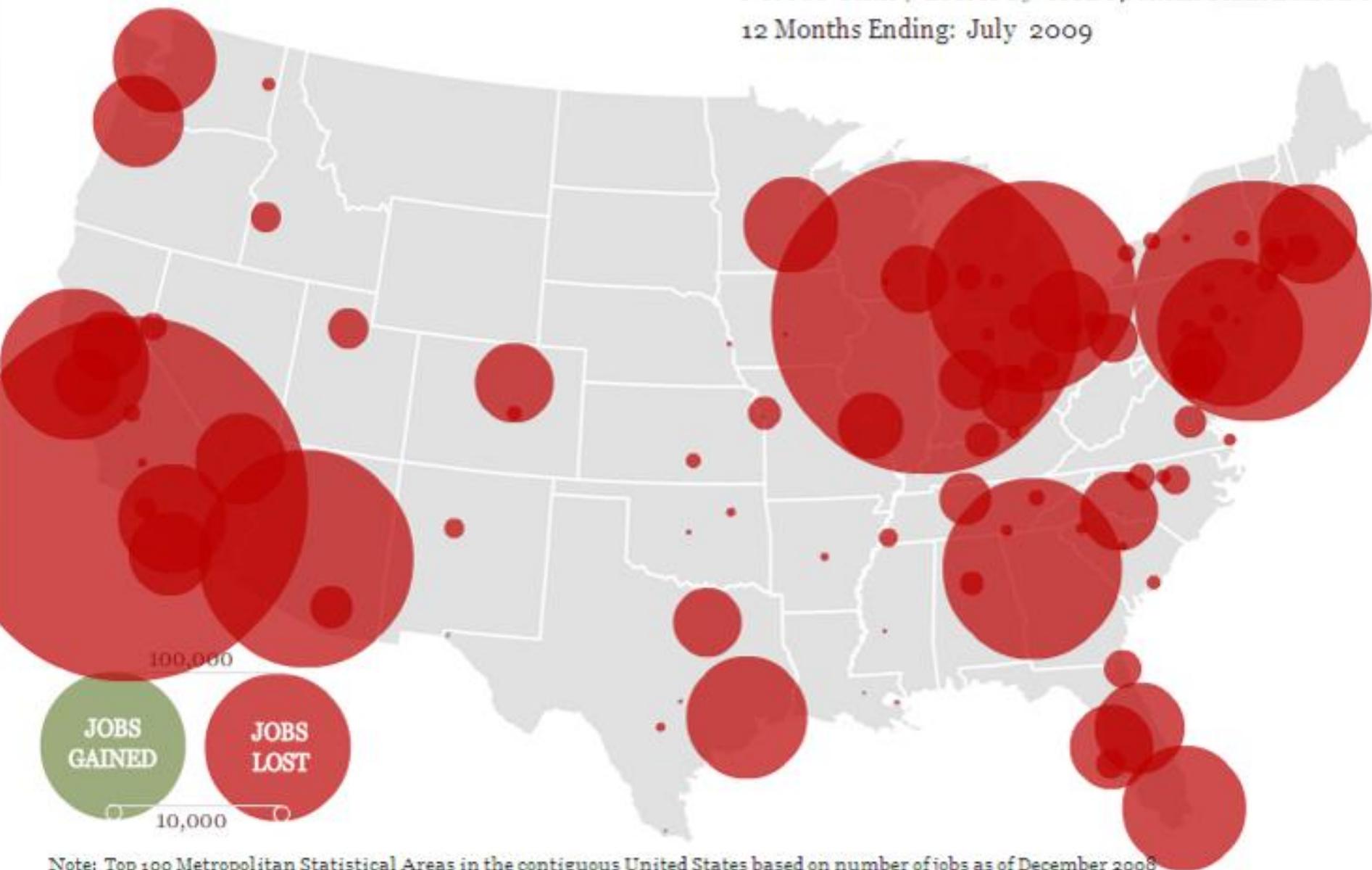
Retail sales still leaking

Downtown is competing with other local & regional markets

Public policy decisions related to downtown can change course of investment

Catalyst projects can jumpstart private sector investment in key downtown areas

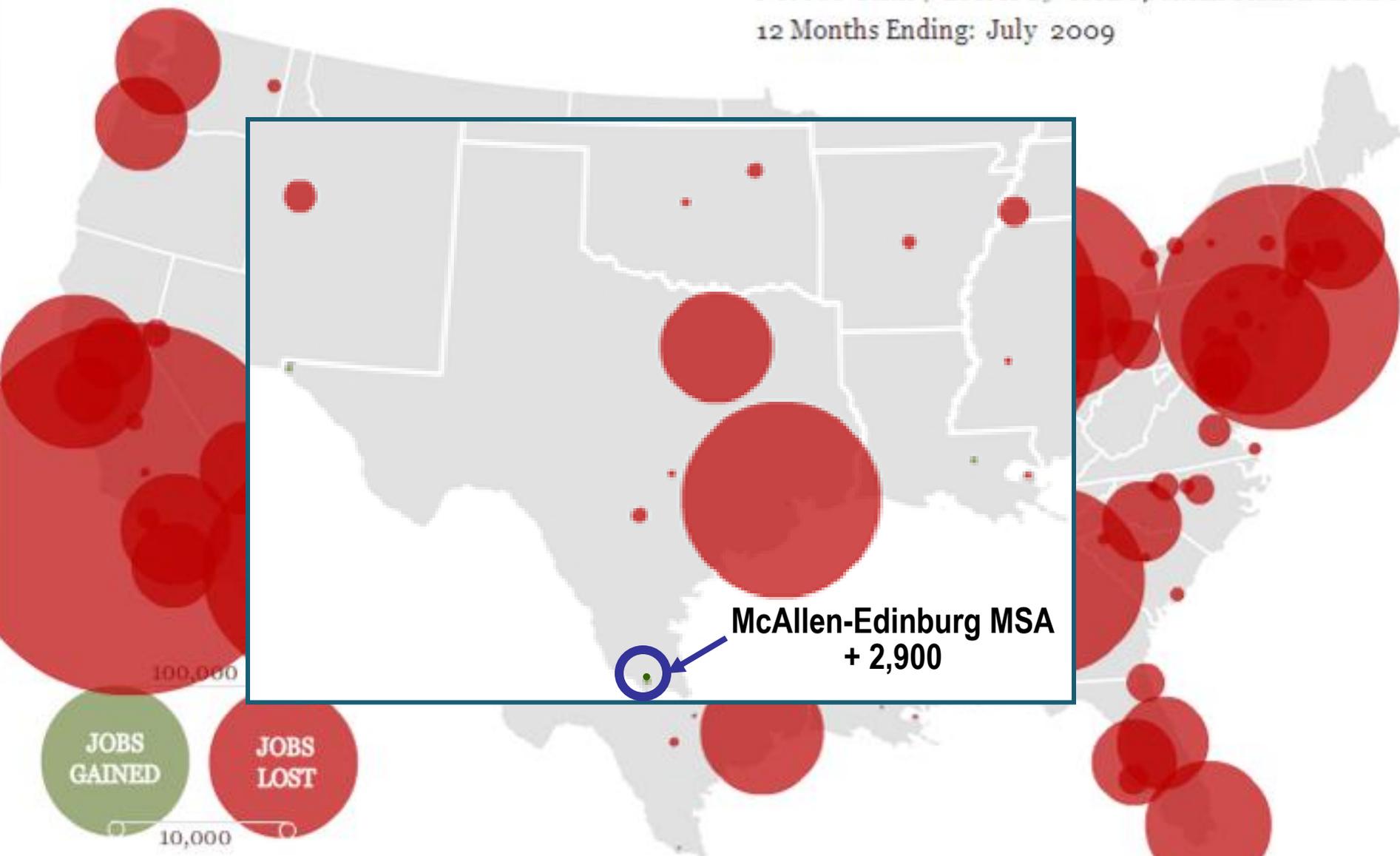
Net Job Gains / Losses by Metropolitan Statistical Area,
12 Months Ending: July 2009



Note: Top 100 Metropolitan Statistical Areas in the contiguous United States based on number of jobs as of December 2008

Source: BLS and state labor agencies (via Moody's Analytics), TIP Strategies

Net Job Gains / Losses by Metropolitan Statistical Area,
12 Months Ending: July 2009



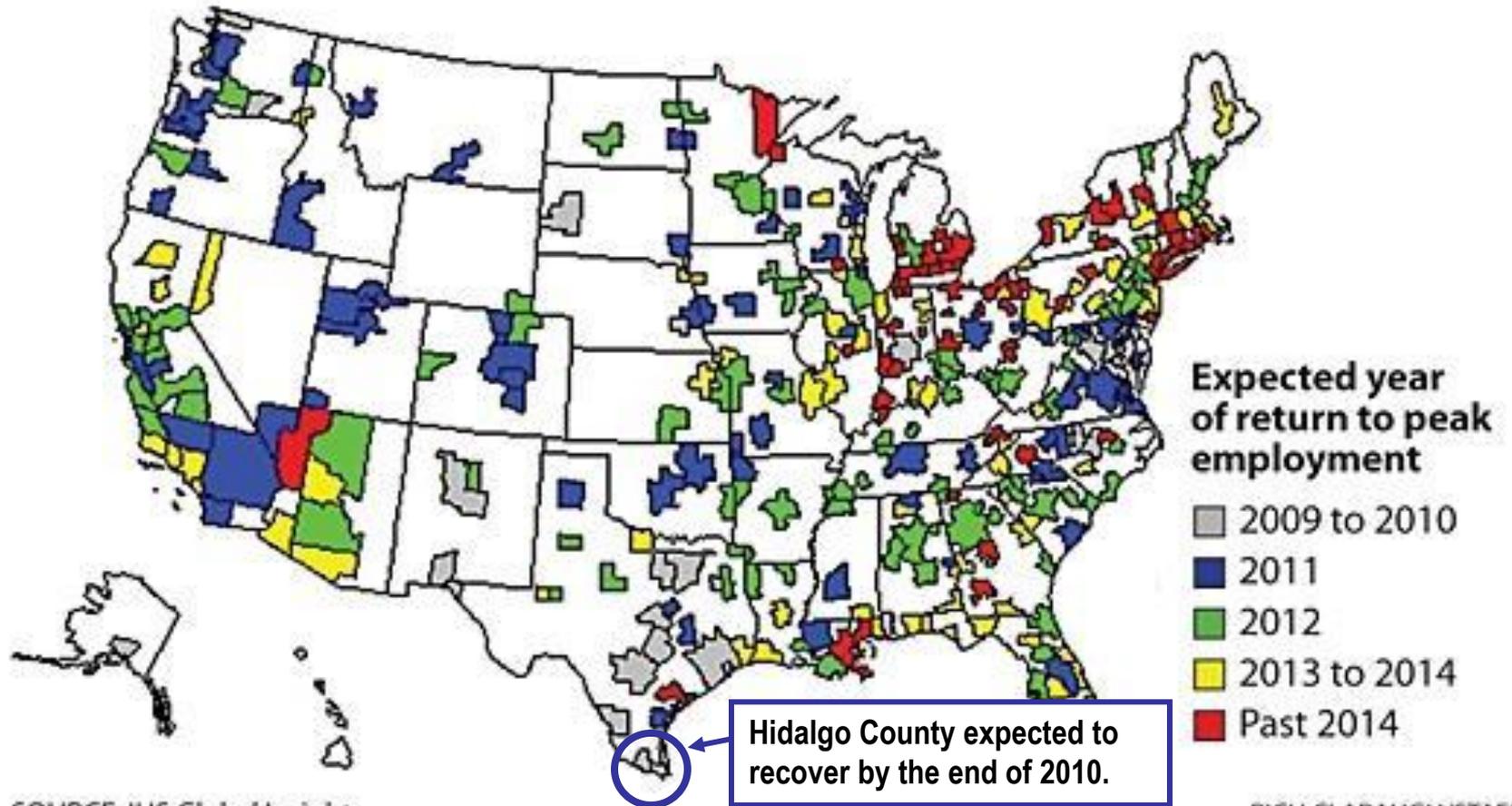
McAllen-Edinburg MSA
+ 2,900

Note: Top 100 Metropolitan Statistical Areas in the contiguous United States based on number of jobs as of December 2008

Source: BLS and state labor agencies (via Moody's Analytics), TIP Strategies

Staggered recovery for US metro areas

Some metro areas, including Washington, D.C., and several Texas cities, will get back to prerecession employment levels by the end of this year or next, according to one forecast. Others, like New York and cities in much of southern Michigan, won't fully recover before 2014.



SOURCE: IHS Global Insight

RICH CLABAUGH/STAFF

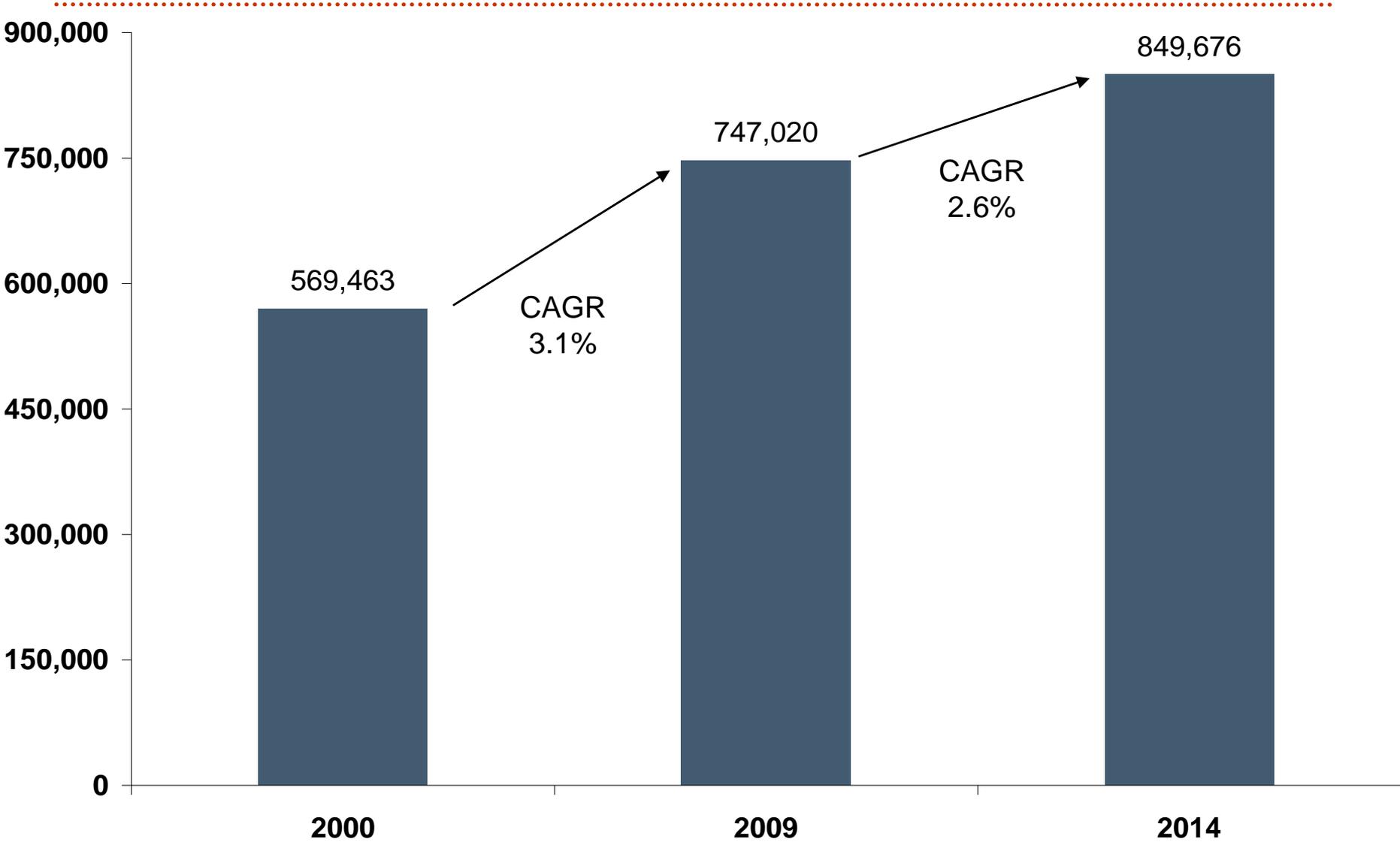
America's Best Bang-For-The-Buck Cities

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.

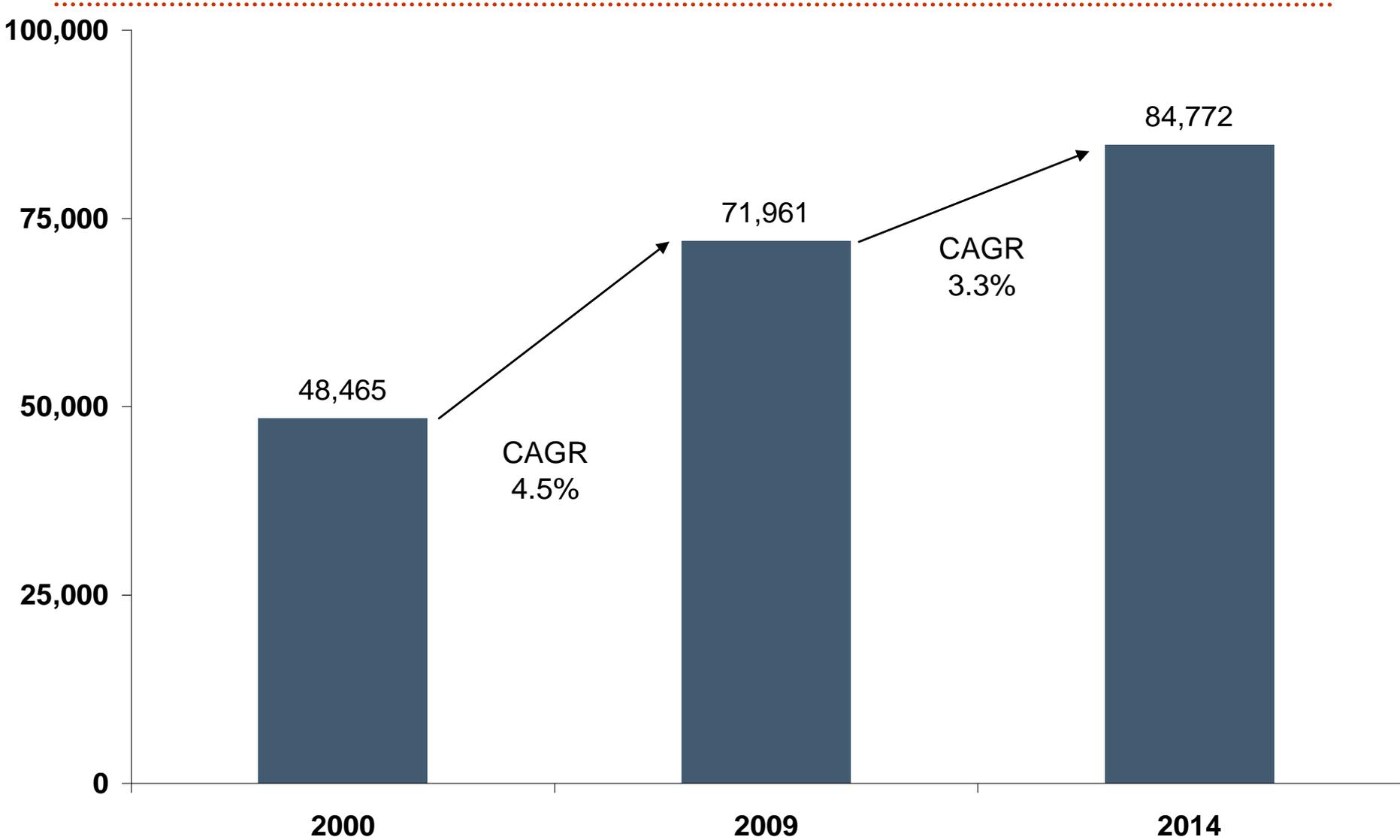
Bang-for-The-Buck Rank ▲	Metropolitan Statistical Area ⇅	Housing Affordability Rank ⇅	Travel Time Rank ⇅	Real Estate Taxes Rank ⇅	Unemployment Rank ⇅	Vacancies Rank ⇅	Job Forecast Rank ⇅	Home Price Forecast Rank ⇅	Foreclosures Rank ⇅
1	Omaha-Council Bluffs, NE-IA Metro Area	21	37	68	1	16	8	19	3
2	Little 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

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'S TOP TEN EMPLOYERS

Employer	Sector	Employees
McAllen ISD	Education	3,900
McAllen Medical Center	Health Care	2,500
Doctors Hospital at Renaissance	Health Care	2,400
City of McAllen	Government	1,800
South Texas College	Education	1,546
Rio Grande Regional Hospital	Health Care	1,100
Penncro & Associates	Financial Services	650
Walmart (East Jackson)	Retail	600
International Bank of Commerce	Banking Services	550
Texas State Bank	Banking Services	400

Source: McAllen Chamber of Commerce, Feb. 2008

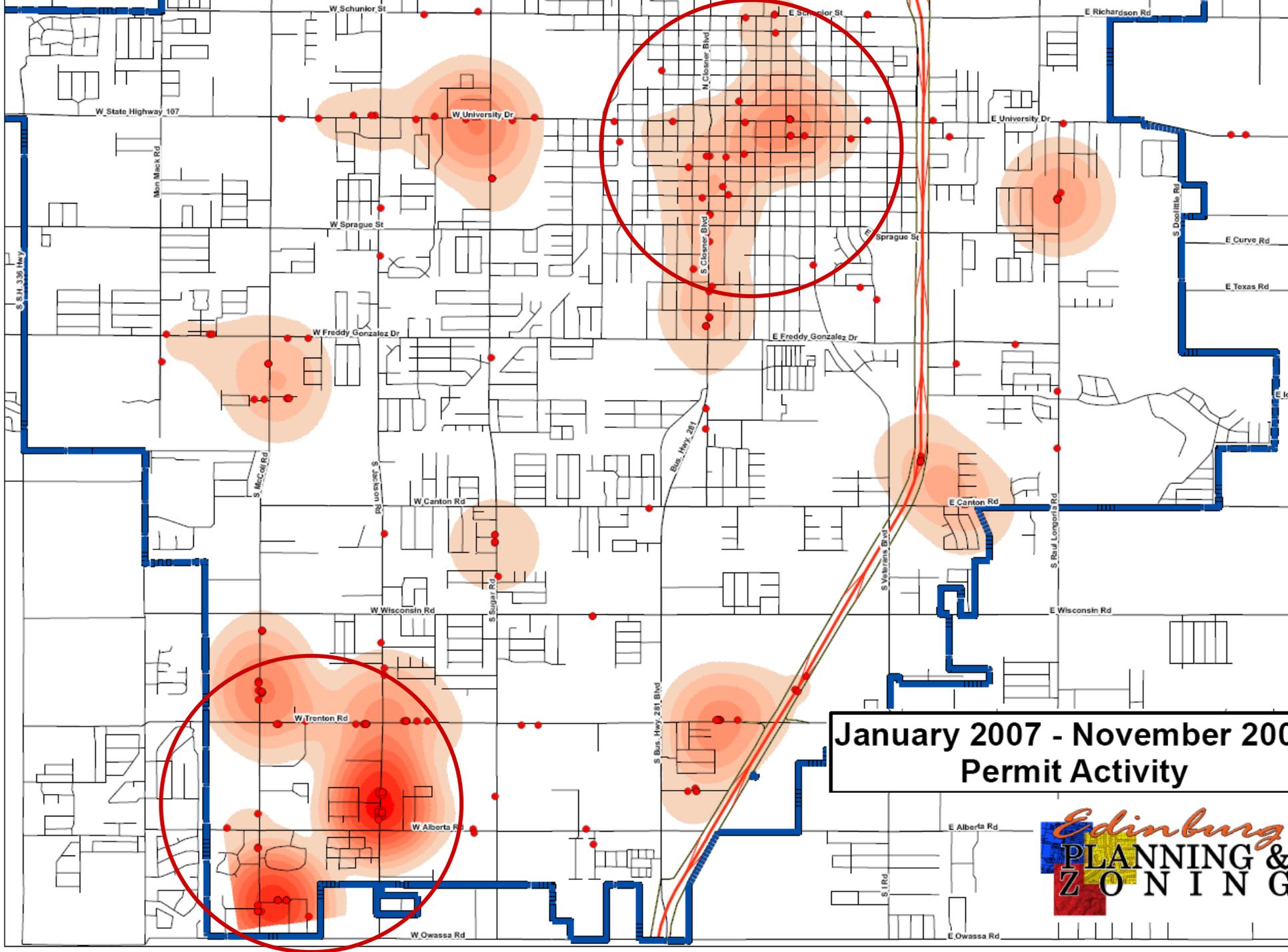
EDINBURG'S TOP TEN EMPLOYERS

Employer	Sector	Employees
Edinburg Consolidated ISD	Education	3,600
Edinburg Regional Medical Center	Health Care	3,000
University of Texas Pan American	Education	2,850
Hidalgo County	Government	2,211
Doctor's Hospital at Renaissance	Health Care	2,000
U.S. Customs & Border Patrol	Government	1,609
City of Edinburg	Government	505
Walmart (University Dr./Sugar)	Retail	480
Walmart (Trenton & McColl)	Retail	370
Teleperformance	Call Center	355

Source: Edinburg Economic Development, fall 2008

Guiding Principles: Focus on Downtown Economics

- A. Understand that competing market forces exist within Edinburg that present opportunities and challenges to downtown revitalization.
- B. Public policy and incentive decisions should focus on how can private sector investment in the downtown be stimulated.
- C. Commission a champion to focus on downtown revitalization.



January 2007 - November 2006
Permit Activity



REGIONAL OFFICE LEASE RATES

MCALLEN-EDINBURG-MISSION OFFICE LEASE RATES

Downtown Office

(Rent/space 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.

Prices range from \$8 - \$36 per sq. ft.

Regional market for Class A space is weak

Downtown McAllen is not demanding a premium

OFFICE DEMAND POTENTIAL

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

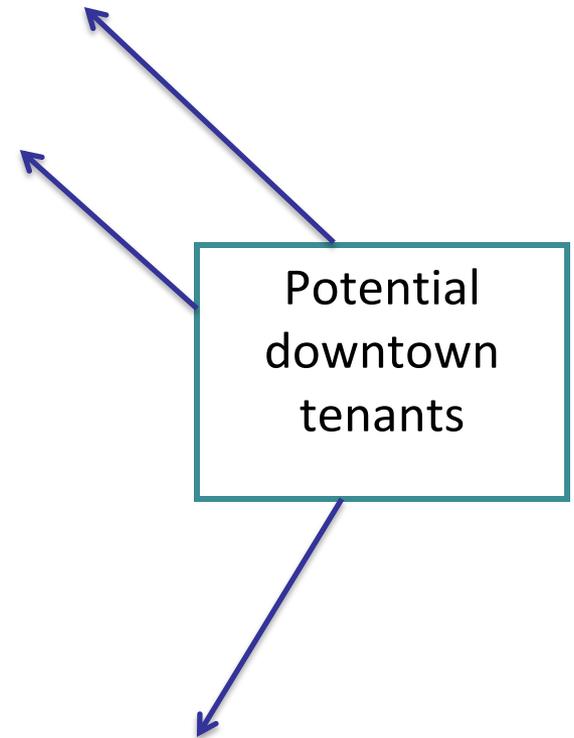
Downtown Edinburg Potential:

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.

EDINBURG TARGET INDUSTRIES

Retail/Entertainment/Tourism
Administration/Call Centers
Specialty Foods
Electronics
Automotive
Logistics/Distribution
Medical/Healthcare
Professional & Financial Services



REGIONAL MULTI-FAMILY LEASE RATES

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%

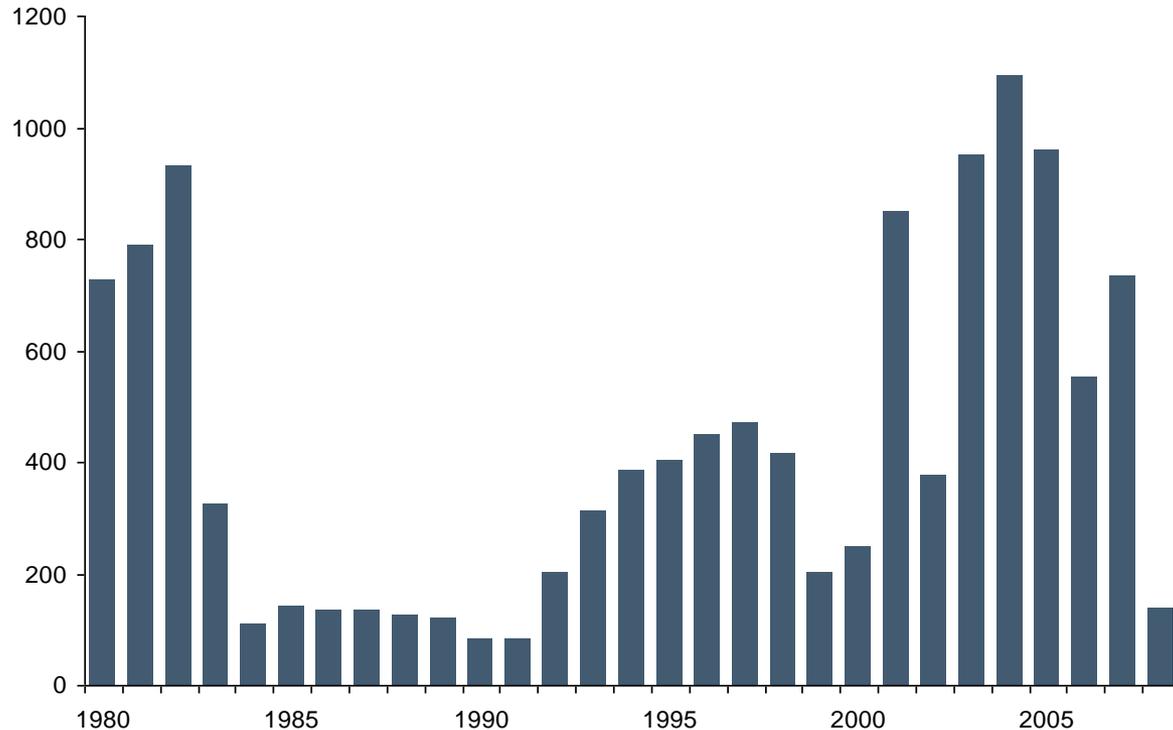
SOURCE: Apartment MarketData Research via TAMU-REC Market Report.

Rents are low compared to other metro areas

Vacancy rate is very low

REGIONAL BUILDING PERMIT ACTIVITY

MCALLEN-MISSION-EDINBURG 5+ FAMILY BUILDING PERMITS



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

Vacancy rates will likely continue to be low as very few projects are in the pipeline

RESIDENTIAL DEMAND POTENTIAL

PROJECTED GROWTH IN HOUSEHOLDS, 2000 - 2014

	Households			Change in HH	
	2000	2009	2014	2000-09	2009-14
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: 2000 Census, Claritas.

ESTIMATED POTENTIAL DEMAND OF 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

REGIONAL RETAIL LEASE RATES

MCALLEN-EDINBURG-MISSION RETAIL LEASE RATES

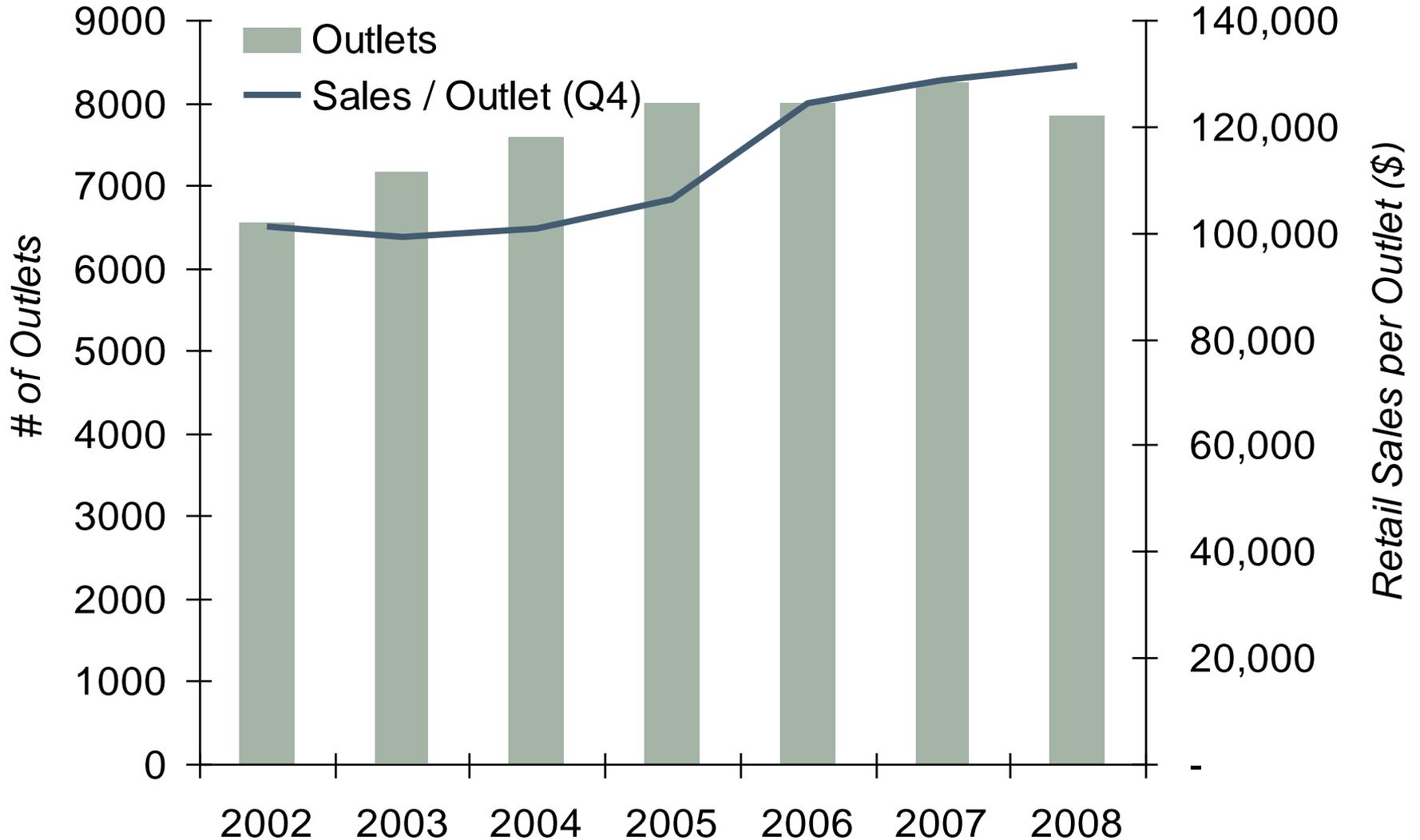
(Rent/space foot/year)	Low	High	Effective Average	Vacancy
Downtown	\$10.00	\$21.00	\$20.50	15.00%
Neighborhood Service Center	\$12.00	\$22.00	\$23.00	12.00%
Community Power Center	\$15.00	\$32.00	\$31.00	15.00%
Regional Malls	\$30.00	\$100.00	\$80.00	4.00%

SOURCE: NAI Rio Grande Valley.

Downtown lease rates have the lowest price and highest vacancy rate.

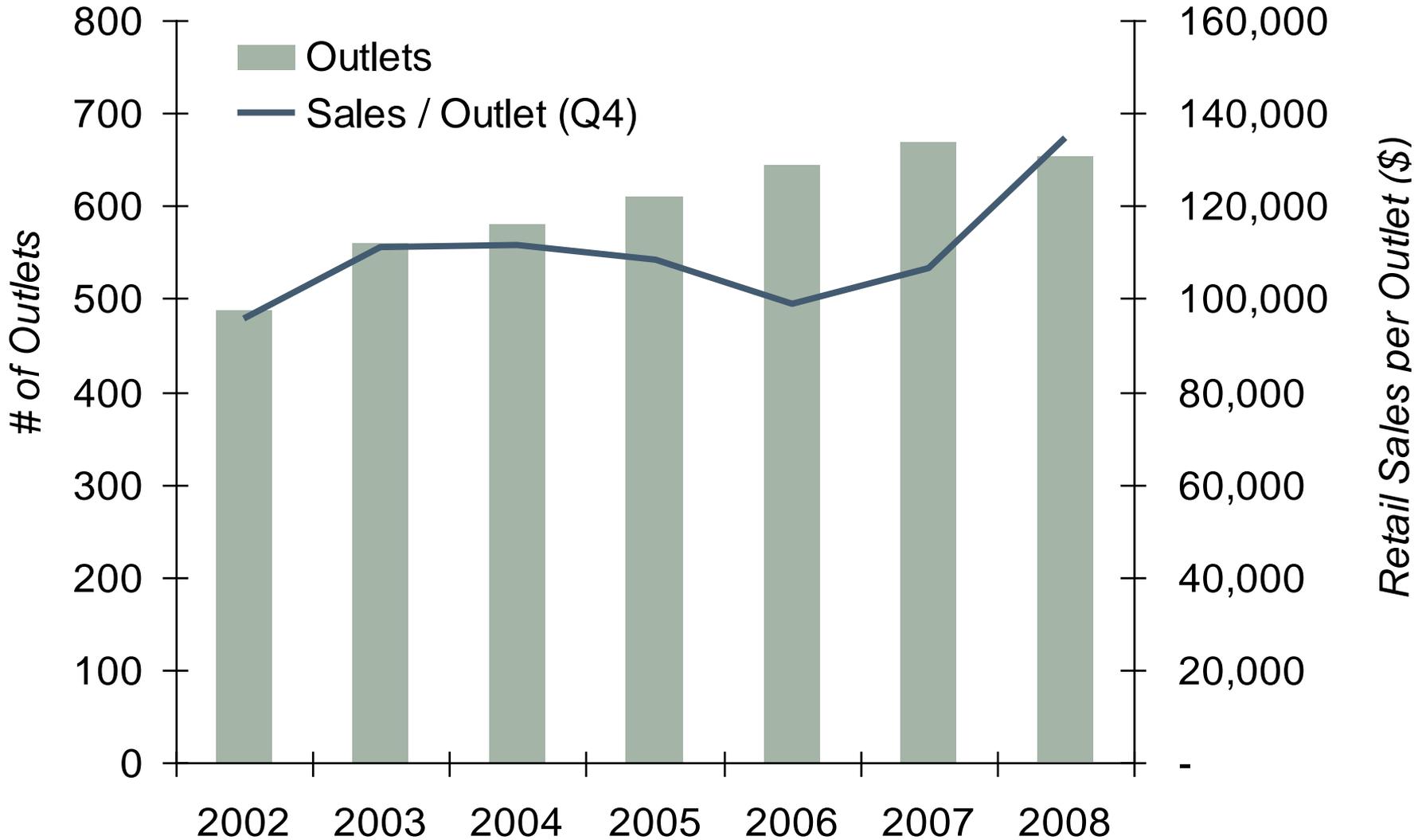
Regional malls demand 4x the price of downtown space and has a much lower vacancy rate.

HIDALGO COUNTY RETAIL SALES



SOURCE: Texas Comptroller of Public Accounts

CITY OF EDINBURG RETAIL SALES



SOURCE: Texas Comptroller of Public Accounts

RETAIL DEMAND POTENTIAL

	Hidalgo County		Downtown Edinburg					
	Incremental Spending	Additional Sq. Ft	Capture Rate			Retail Demand (Sq. Ft) 2014		
			Low	Medium	High	Low	Medium	High
Furniture and Home Furnishings Stores	19,792,600	107,815	5%	8%	10%	5,391	8,086	10,781
Electronics and Appliance Stores	23,237,405	86,195	0%	0%	0%	0	0	0
Food and Beverage Stores	168,951,727	498,868	1%	3%	5%	4,989	14,966	24,943
Health and Personal Care Stores	67,796,594	305,541	1%	3%	5%	3,055	9,166	15,277
Clothing and Clothing Accessories Stores	53,241,899	239,947	5%	8%	10%	11,997	17,996	23,995
Sporting Goods, Hobby, Book, Music Stores	18,989,320	78,546	5%	8%	10%	3,927	5,891	7,855
General Merchandise Stores	154,299,070	638,232	1%	3%	5%	6,382	19,147	31,912
Miscellaneous Store Retailers	21,307,553	88,135	1%	3%	5%	881	2,644	4,407
Foodservice and Drinking Places	113,687,454	375,578	10%	13%	15%	37,558	46,947	56,337
Total Retail Demand	527,616,169	2,043,281	3%	5%	7%	74,181	124,844	175,506

DOWNTOWN DEMAND POTENTIAL: SUMMARY

POTENTIAL DEMAND SUMMARY

Downtown Edinburg, 2009 - 2014

Low - High

OFFICE MARKET

Downtown Capture Rate	10% - 15%
Additional Office Workers	579 - 869
Additional Office Demand (Sq. Ft)	144,793 - 217,189

RESIDENTIAL (MULTIFAMILY) MARKET

Downtown Capture Rate	5% - 8%
Total New MF Units	221 - 331
Estimate Sq. Ft (@ 700 per Unit)	154,484 - 231,727

RETAIL MARKET

Downtown Capture Rate	3% - 7%
Retail Demand (Sq. Ft)	74,181 - 175,506

TOTAL ADDITIONAL SQUARE FEET	373,458 - 624,422
-------------------------------------	--------------------------

Guiding Principles: Leverage Downtown as Magnet

- A. Unique, Revitalized towns attract talent and business
- B. Baby boomers and young professionals will seek downtown living and urban retail and entertainment options
- C. Positioning Edinburg's downtown for talent attraction should become a main focus for economic development

TALENT

Technology workers are mobile

Jobs are following the talent

Talent is attracted to Quality of Place

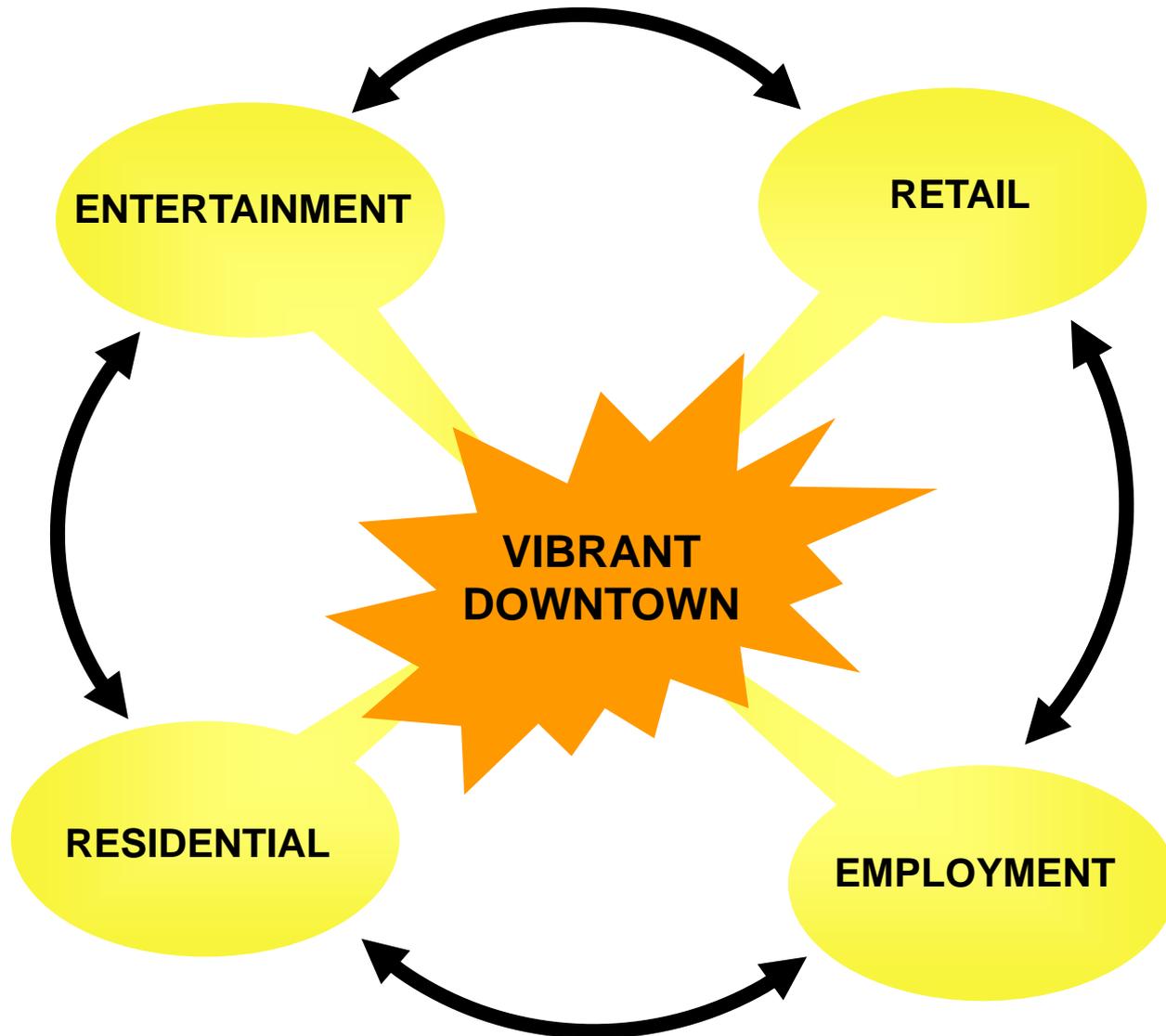
The Approaching Deficit of Workers in the U.S.



A comparison of annual average job creation with projections of the number of new workers that will enter the workforce each year reveals an impending shortage of workers at the national level that is expected to last for decades.

Sources: TIP Strategies. U.S. Bureau of Labor Statistics. U.S. Census Bureau

DOWNTOWN DEVELOPMENT MODEL



Guiding Principles: Develop Niche Markets

The downtown economic market will be a unique niche – focused on:

- **Conference center/hotel development**
- **Artist and artisan incubation**
- **Mixed-use and commuter rail development**

STRATEGIES

- Ensure that building code, planning & development process, and incentives encourage development downtown
- Market downtown aggressively to raise awareness of the revitalization initiative and to generate demand for downtown spaces
- Target specific demographic groups
 - Students at UTPA
 - Tourists (domestic and Mexican)
- Focus on accommodating appropriate regional target industries to become the business park for the region
- Carve out retail niche to become a shopping destination
- Use special events to showcase progress and build awareness of revitalization initiative

CONFERENCE/HOTEL CENTER

Concept → Create a strong anchor between City Hall and UT-PanAm by building a conference and hotel

Site → University Blvd, Railroad lines

Management Entity → Public/Private

Stakeholders → UT-PanAm, City of Edinburg, Private Entity

Next Steps → Feasibility Study

CONFERENCE/HOTEL CENTER

GEORGIA TECH



CONFERENCE/HOTEL CENTER

U PENN



ARTS COLLABORATION

Concept → use vacant building and land to create a synergistic arts and culture mixed-use campus between UTPanAm and downtown.

Site → school district

Management Entity → Casa Cultura

Stakeholders → UTPanAm, Casa Cultura, VIDA, South Texas College, City of Edinburg, Housing Organizations

ARTS COLLABORATIVE EXAMPLES

East Austin Studio Tour

- *Non profit collaborative highlighting the 100s of artist studios in East Austin*



Blue Star Arts Complex

<http://www.bluestarartscomplex.com/>

- *The Blue Star Arts Complex is an innovative adaptation of historic warehouse buildings into an arts-oriented mixed use development of loft/studio apartments, galleries, retail, performance spaces, artists' works spaces, and design offices.*



Southtown Arts District:

<http://www.southtown.net/about/index.html> - *good model of funding*



BUNGALOW CONVERSION TO OFFICE/RETAIL

Concept → Allow light commercial uses (artist, restaurant, office) in certain residential areas between UT-PanAm and City Hall.

The organic evolution of conversion of bungalows/residential to artist, office, and restaurants occurs naturally.

Some of the richest and most active urban districts are on the fringe of public/private partnership project areas.

BUNGALOW CONVERSION TO OFFICE/RETAIL

Project Rowhouse

<http://projectrowhouses.org/>

- *Founded on the principle that art and the community that creates it can revitalize even the most depressed of inner-city neighborhoods, for the mutual good of existing and future residents changes lives.*



Paducah Arts

<http://www.paducaharts.com/>

- *Artist relocation program - about artist ownership, thus giving the artists a vested interest in our community. To date they relocated seventy artists who have utilized financial and cultural incentives.*



COMMUTER RAIL POTENTIAL

Concept → Create a commuter rail station along rail line and in between UT-PanAm and downtown

Site → 500' section between Peter and Kuhn Streets

Management Entity → TBD

Stakeholders → UT-PanAm, City of Edinburg, McAllen, Regional Entity, South Texas College

COMMUTER RAIL POTENTIAL PLAZA SALTILLO – EAST AUSTIN



GUIDING PRINCIPLES

Guiding Principles: Create Distinctive Destinations

- Distinct districts and neighborhoods provide citizens and visitors with diversity, variety and choice.
- The downtown core and the adjacent University district should be linked, but distinct from each other and from other districts and neighborhoods in the city



Guiding Principles: Create Distinctive Destinations

- Downtown should be a mixture of land uses including retail, personal service, residential and office
- Retail space should be constructed along all primary pedestrian corridors in the downtown
- “Third Places”
- A variety of housing types



Guiding Principles: Create Symbolic Heart

- Establish the Courthouse Square as the symbolic heart of the city
- Cultural Activities, Markets, and Celebrations
- Walkable Streets and Plazas



COURTESY: CITY OF DENTON

Guiding Principles: Design Integrated Streets

- Accommodate multiple users—transit, cars, pedestrians and bicycles
- Function as both vehicular ways and civic space
- Designed for traffic to move between 20 and 25 mph
- Pedestrians feel safe
- Cyclists can blend in with traffic
- Patrons happily “park once”



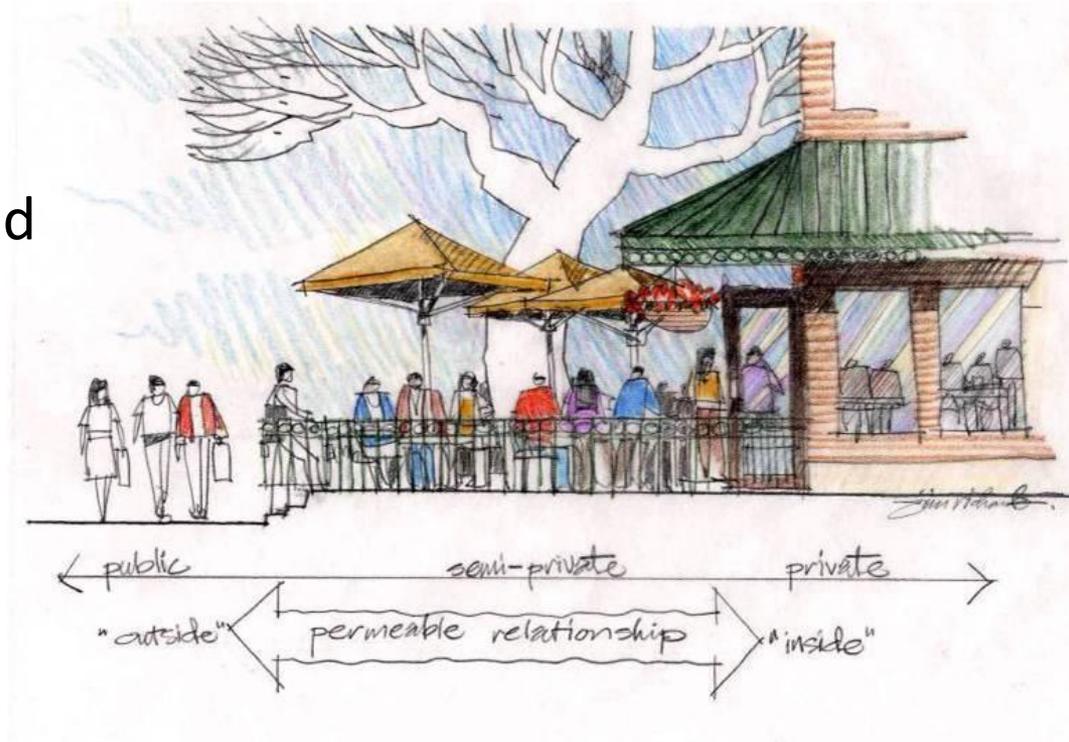
Guiding Principles: Design Integrated Streets

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



Guiding Principles: Design Integrated Streets

- “Outdoor Room”
- Permeable relationship between the buildings and the sidewalk
- Consistent “visual texture,” for the street wall



Guiding Principles: Parking to Support Urban Design

- Maximize On-Street parking
- Additional parking should be designed at the center of blocks and lined with buildings
- Minimize disruption of Street Wall and keep surface lots hidden where possible



Guiding Principles: Build Upon Authenticity

- Preserve and build upon the unique assets
- 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



Guiding Principles: Build Upon Authenticity

- Respect and build upon historic and cultural precedents and traditions
- Solid, enduring materials should be used
- Buildings should be articulated in a way that establishes a rhythm of bays, and windows



Guiding Principles: Design for Visual Richness

- Great streets have “a thousand points of detail
- Detailed architectural facades
- Engaging signage
- Attractive furnishings
- Colorful plantings
- Sidewalk commerce
- Public art



Guiding Principles: Design for Sustainability

- New projects should reflect best practices for green urban design strategies
- New buildings and the public realm must respond to the Valley's climate extremes, especially in the provision of shade to enhance walkability

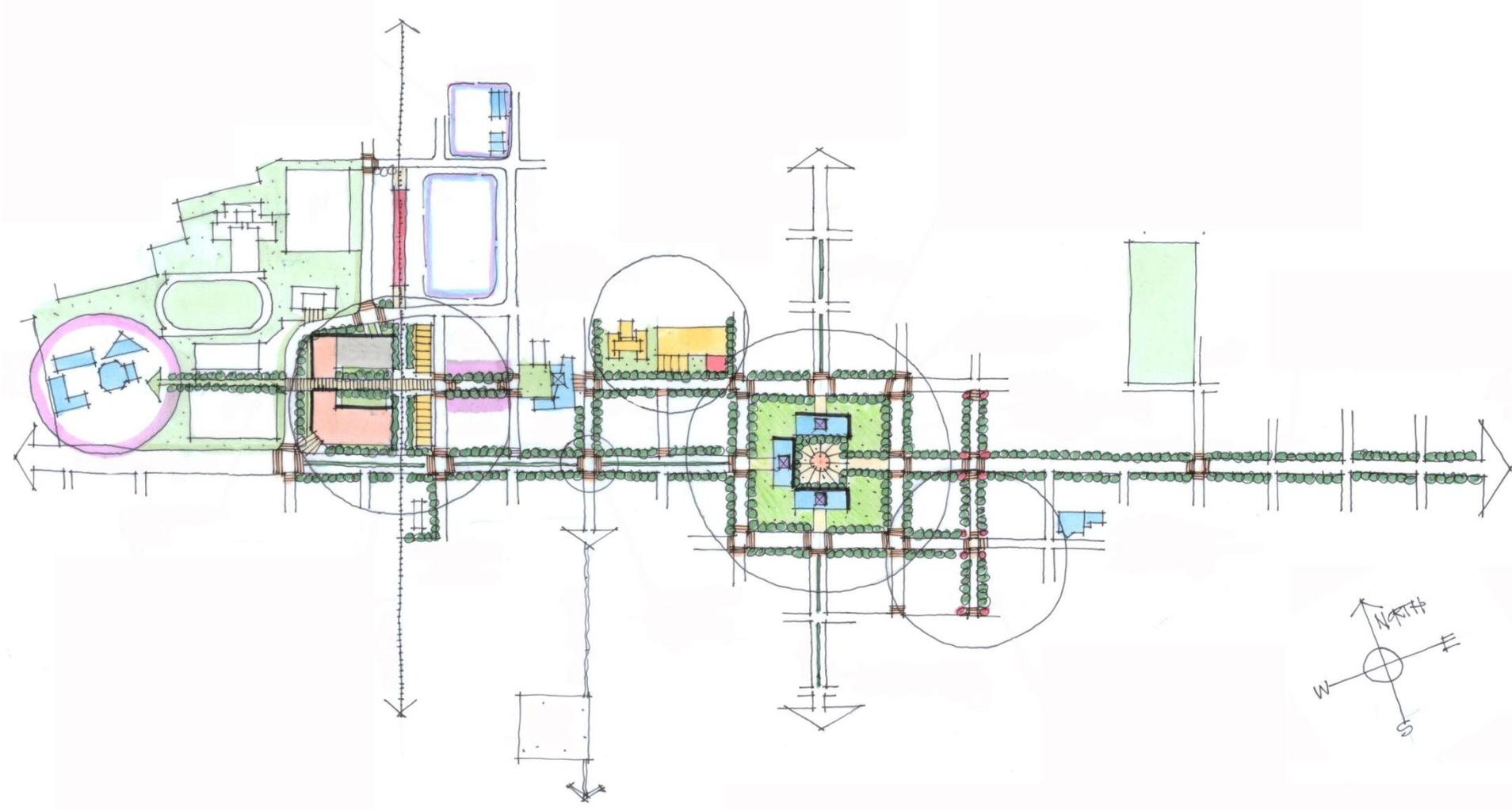


Guiding Principles:

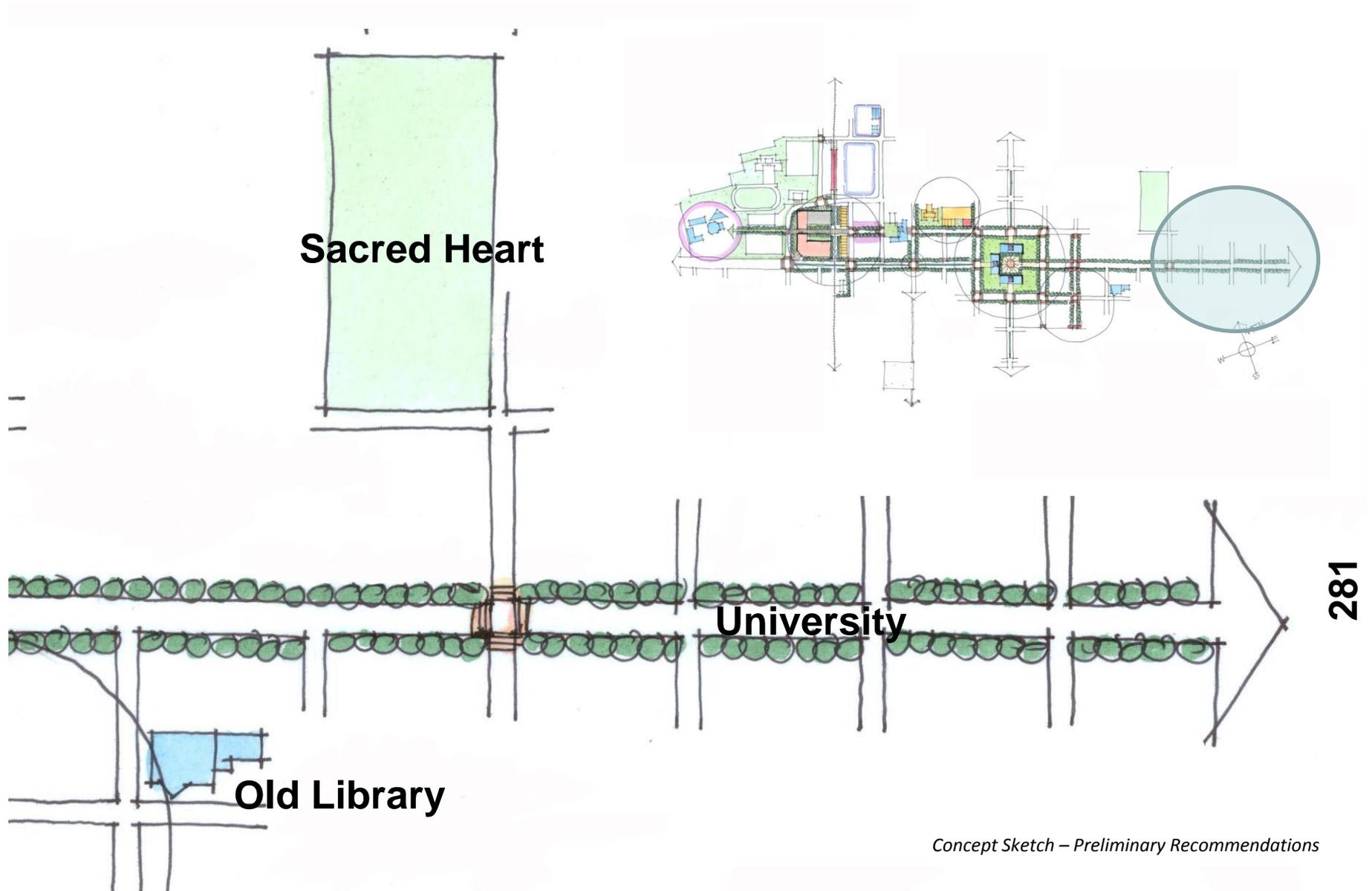
- 1. Create Distinctive Destination Districts**
- 2. Create a Symbolic Heart**
- 3. Design Integrated Streets**
- 4. Design Parking to Support Urban Design Goals**
- 5. Build Upon Authenticity**
- 6. Design for Visual Richness**
- 7. Design for Sustainability**
- 8. Focus on Downtown Economics**
- 9. Leverage Downtown as a Magnet**
- 10. Develop Niche Markets**

VISION PLAN

VISION PLAN: Concept Sketch



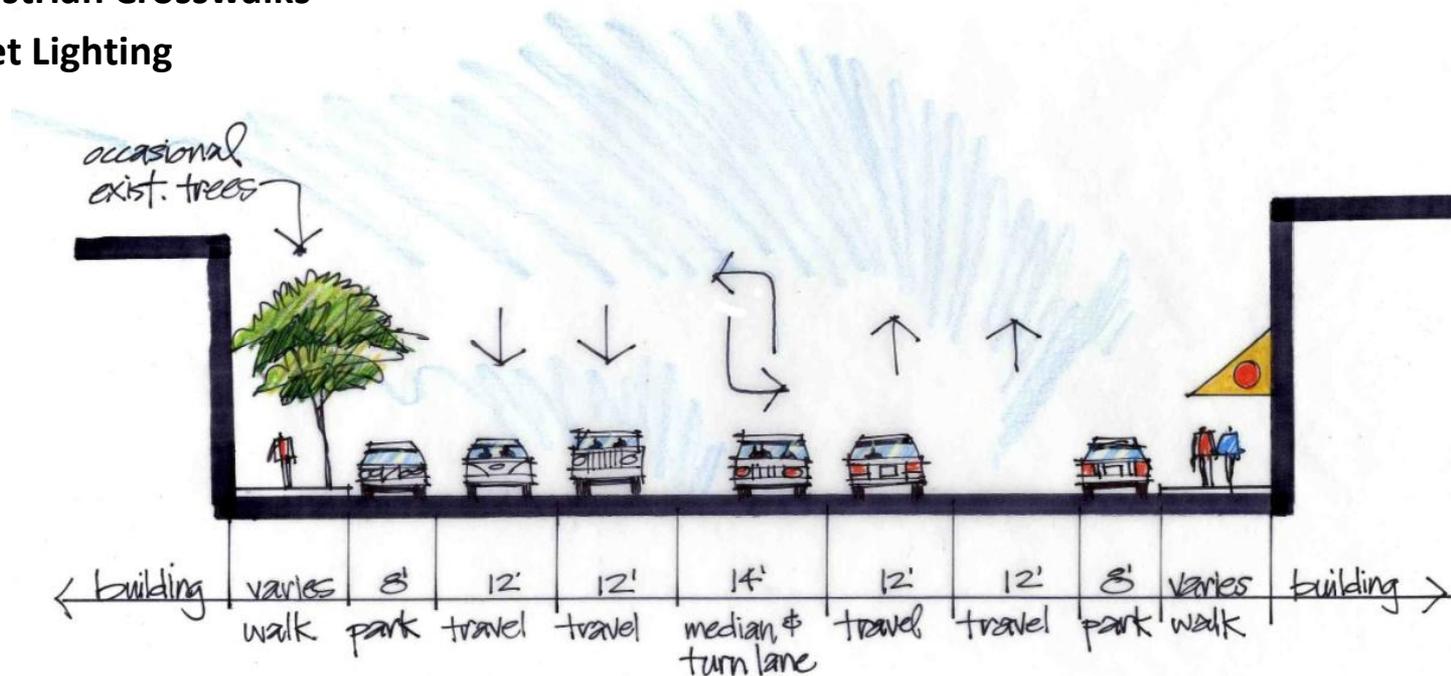
VISION PLAN: 281 GATEWAY (281 TO 17TH)



VISION PLAN: Street Sections

East University 281 to 17th (Existing)

- Limited Shade Trees
- Limited Traffic Calming Devices
- Left Turn Lane with no Median
- Limited Corridor Defining Street Trees
- Insufficient Pedestrian Crosswalks
- Insufficient Street Lighting

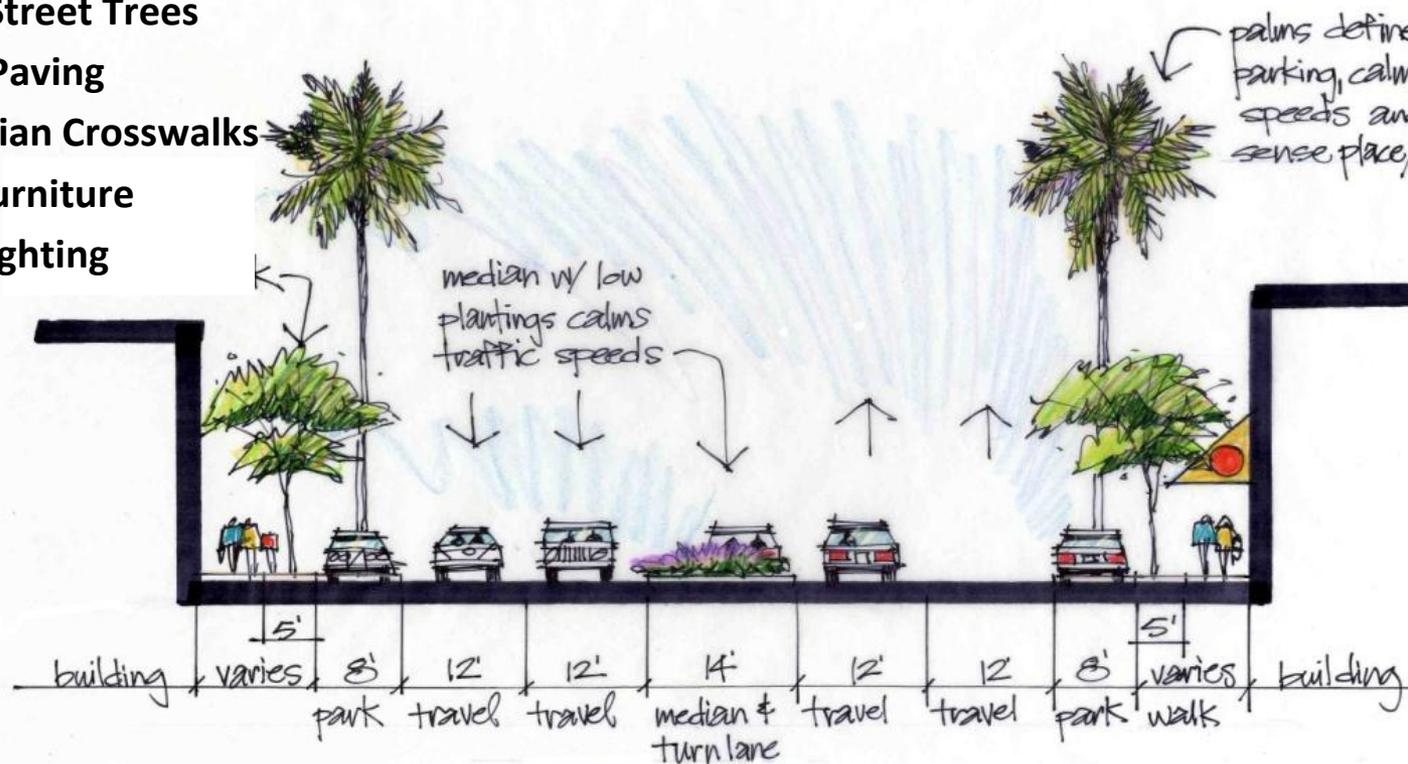


VISION PLAN: Street Sections

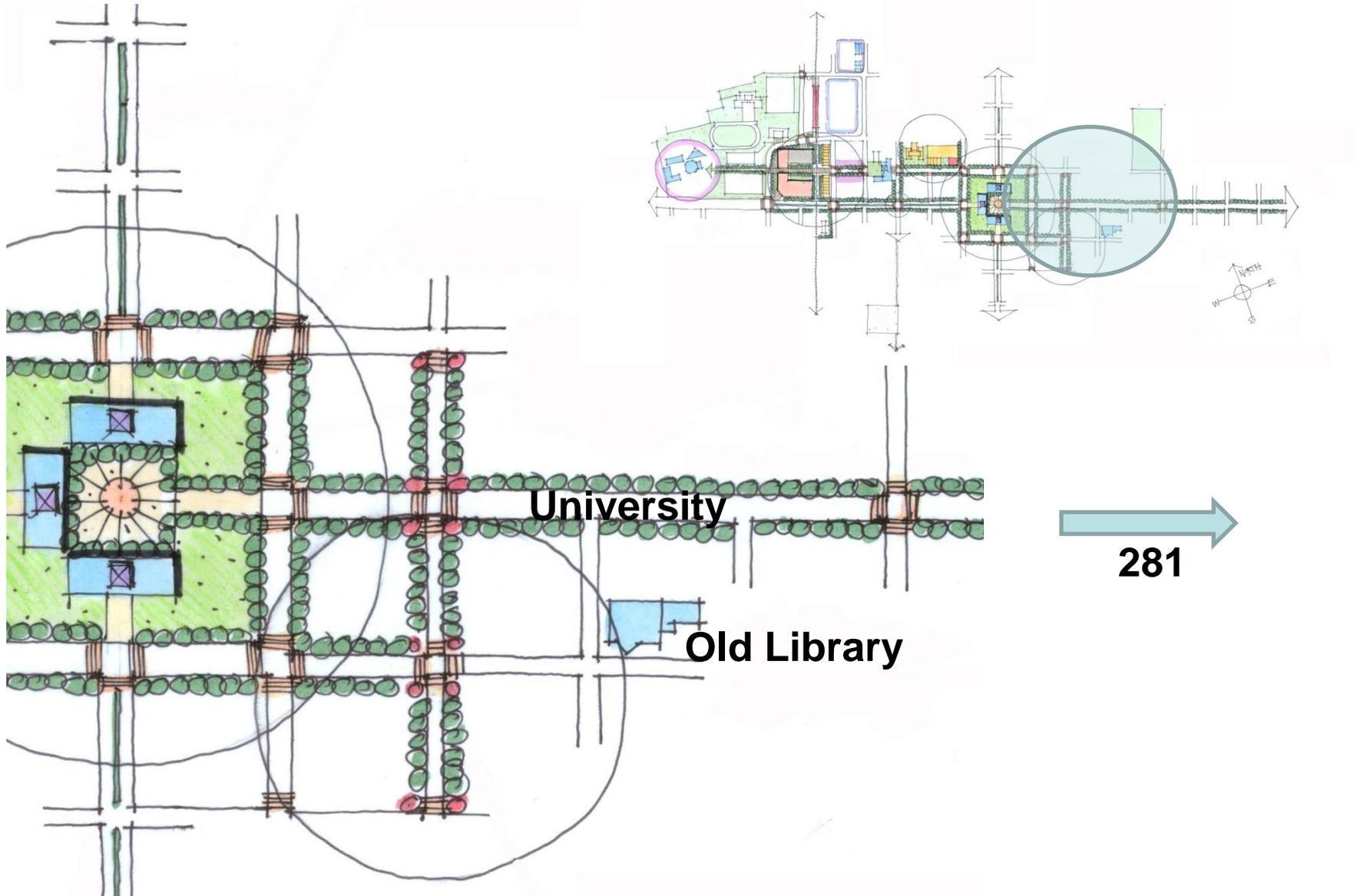
East University 281 to 17th

Concept

- Pedestrian Scaled Shade Trees
- New Median Provides Traffic Calming and Potential for Art and Floral Beautification
- Corridor Defining Street Trees
- Different Colored Paving
- Additional Pedestrian Crosswalks
- Enhanced Street Furniture
- Enhanced Street Lighting



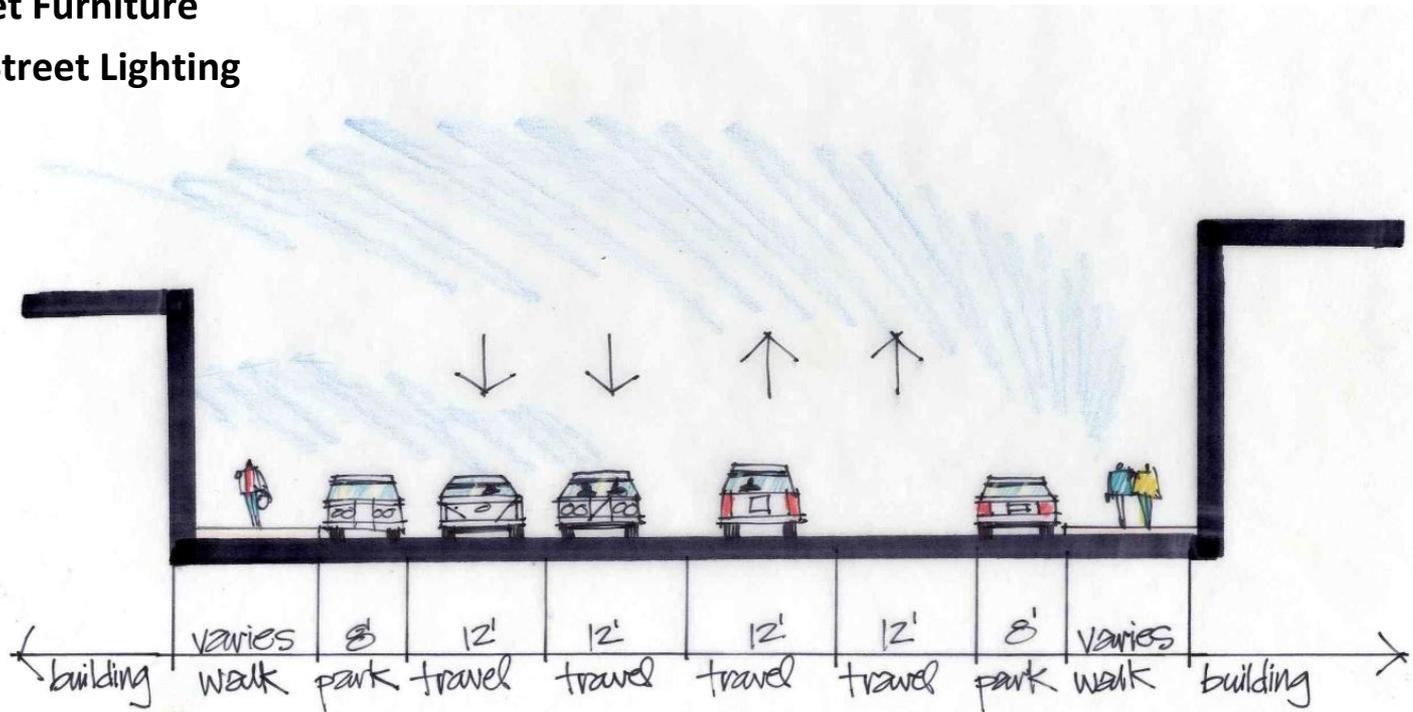
VISION PLAN: 281 GATEWAY (17TH TO SQUARE)



VISION PLAN: Street Sections

East University to 17th (Existing)

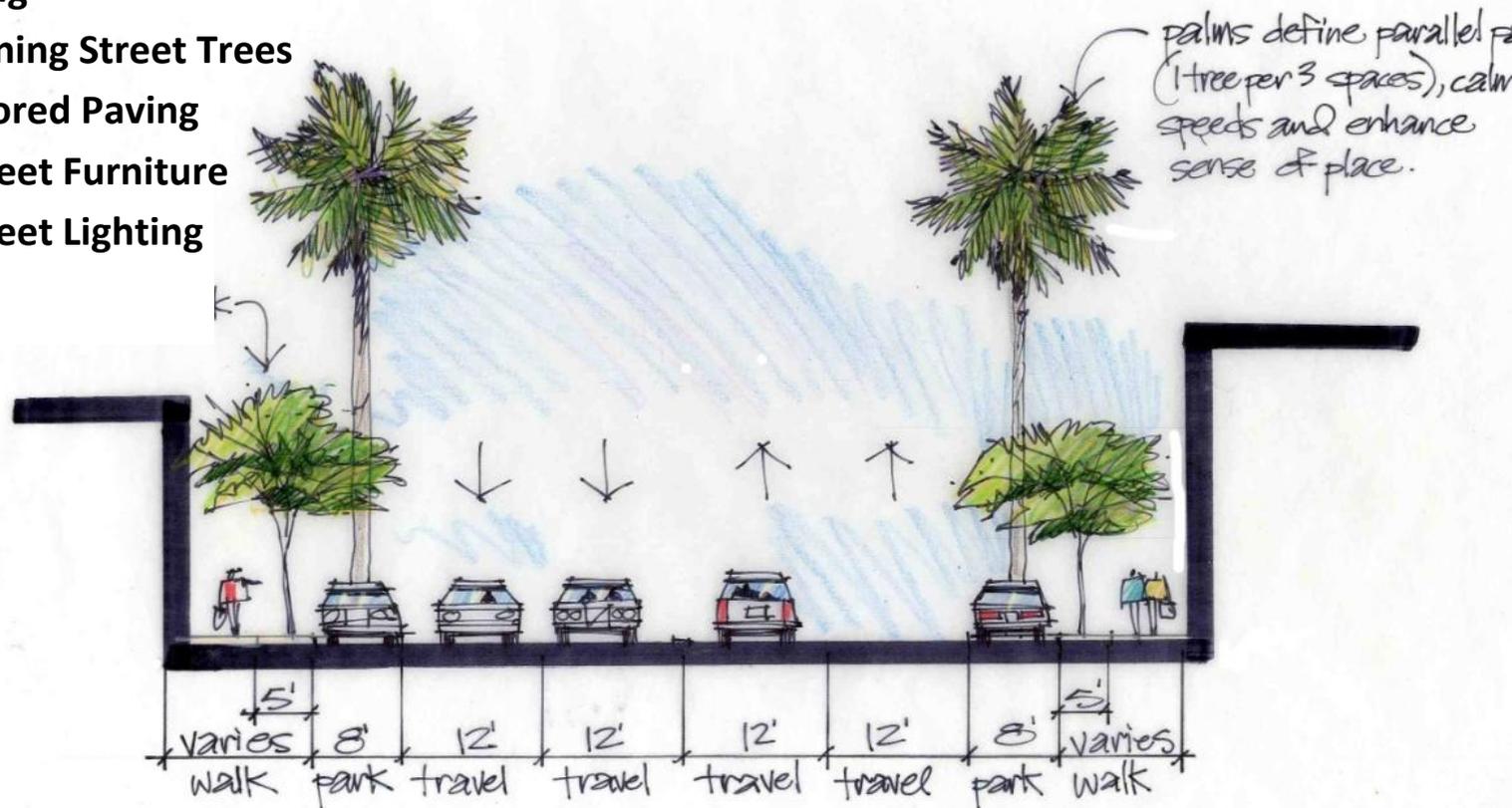
- Limited Pedestrian Scaling
- Limited Traffic Calming Devices
- Insufficient Pedestrian Crosswalks
- Limited Street Trees
- Limited Street Furniture
- Insufficient Street Lighting



VISION PLAN: Street Sections

East University to 17th Concept

- Pedestrian Scaled Shade Trees
- Bumpouts with Pedestrian Crosswalks for Traffic Calming
- Corridor Defining Street Trees
- Different Colored Paving
- Enhanced Street Furniture
- Enhanced Street Lighting



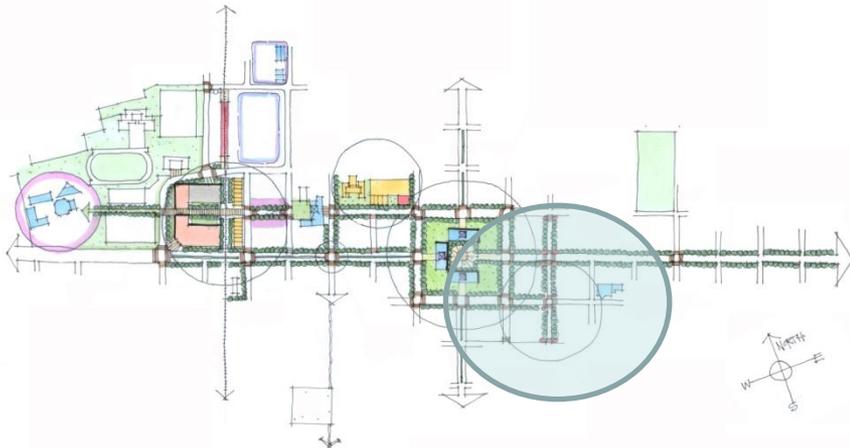
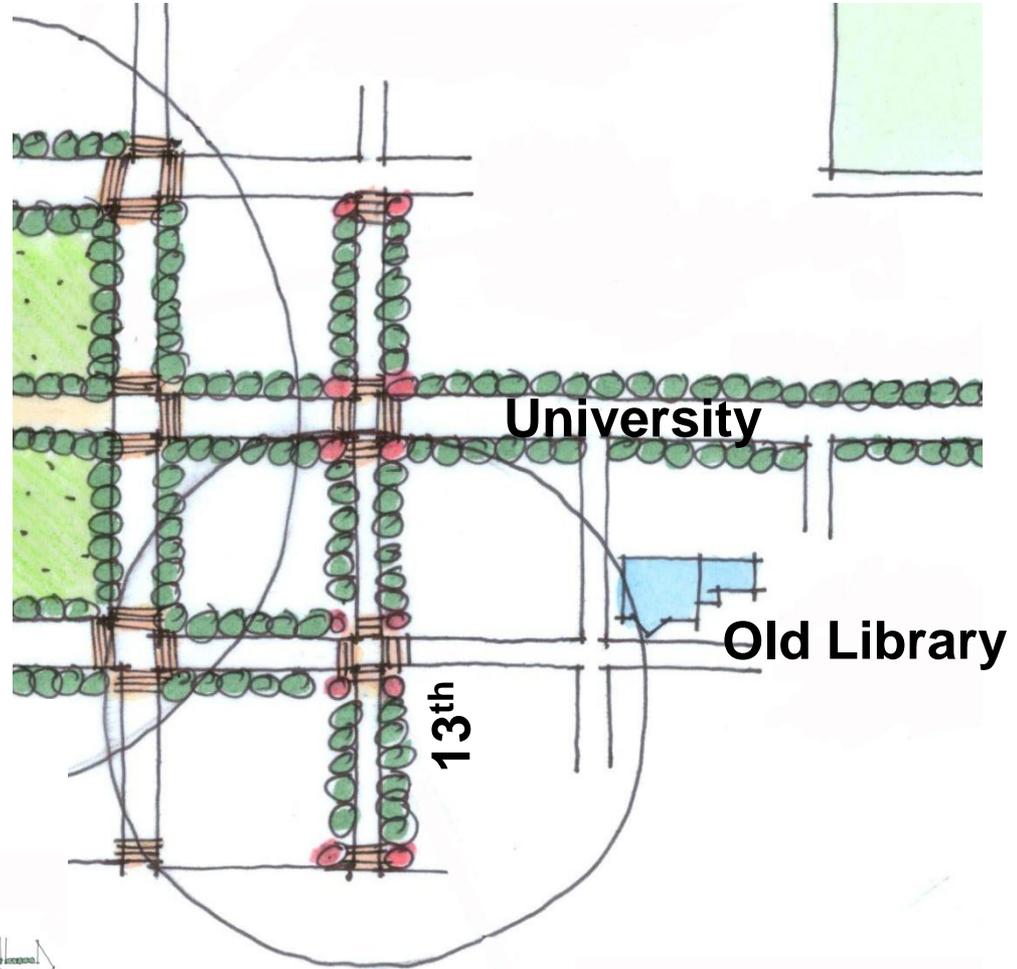
Concept Sketch – Preliminary Recommendations

E. University Dr. from Square to N. 17th

VISION PLAN: SOUTH 13TH DISTRICT

South 13th District

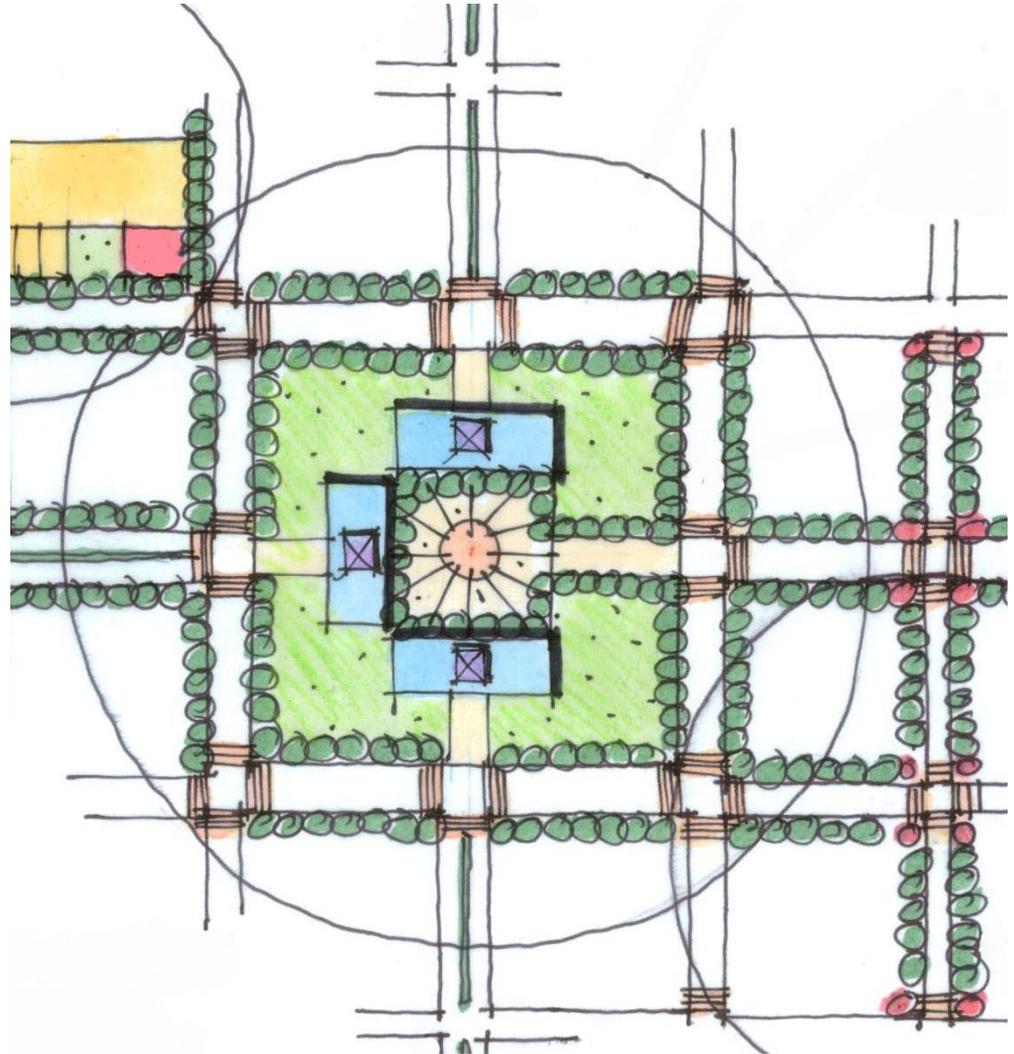
- Entertainment Venues
- Restaurants
- Clubs / Bars
- Music



VISION PLAN: COURTHOUSE SQUARE

Courthouse Square

- New Courthouse (Long Term)
- Green Space
 - Farmer's/Artist's Market*
 - Music*
 - Outdoor Movies*
 - Fitness Events*
- Art Showings
- Shaded Promenade / Exercise Path @ Perimeter



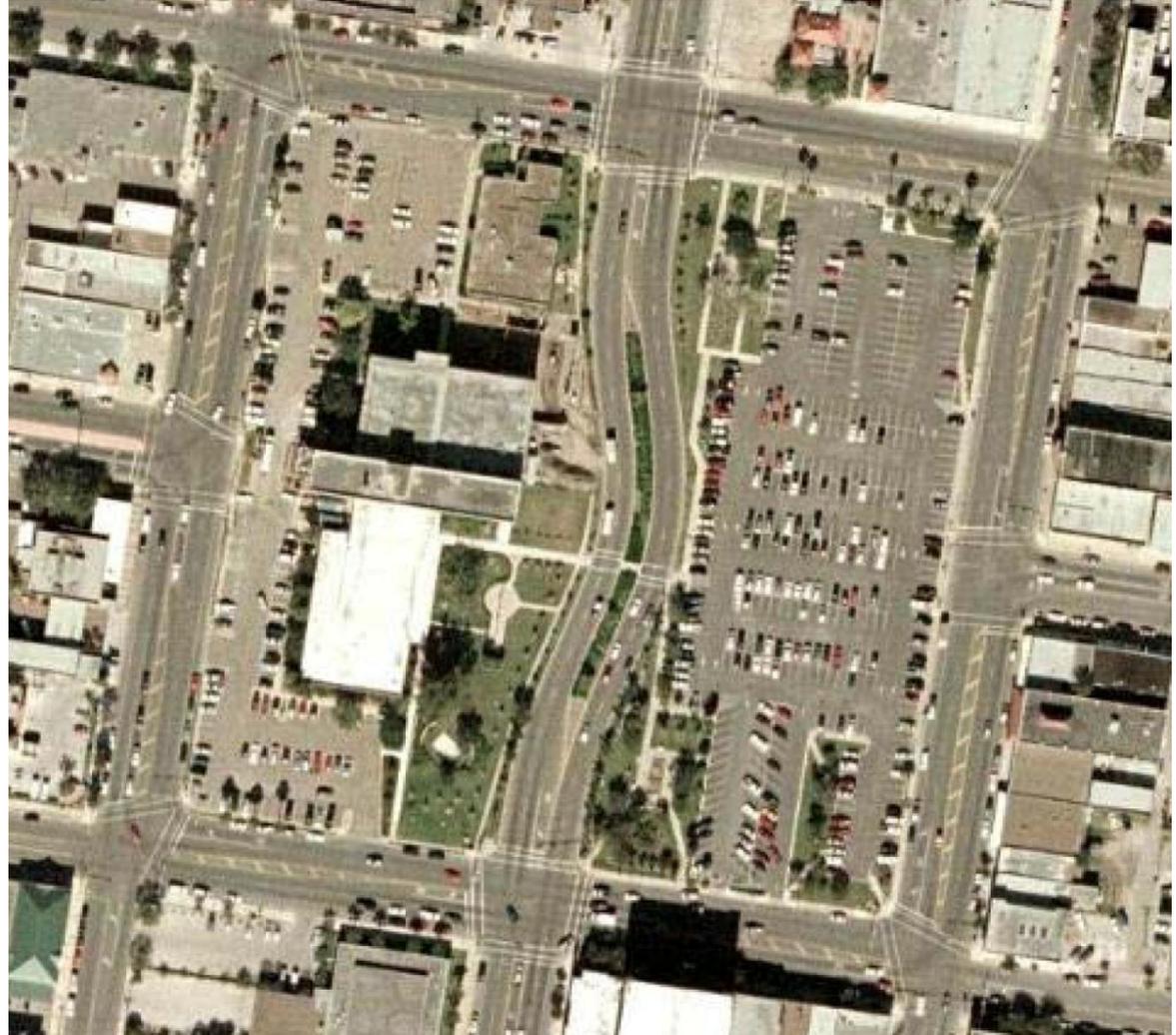
Concept Sketch – Preliminary Recommendations

COURTHOUSE PLAZA



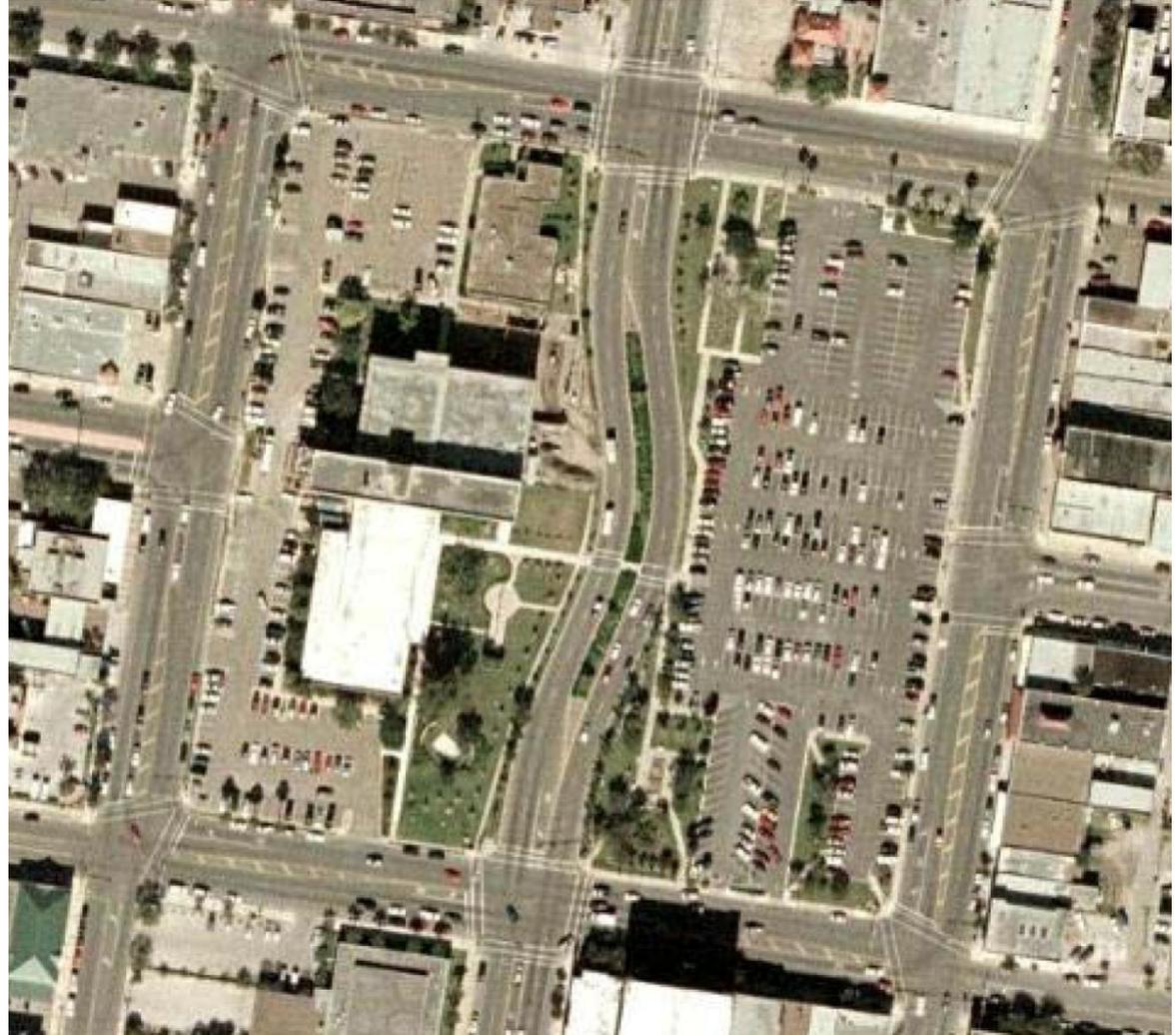
Weaknesses – Too Much Parking

COURTHOUSE PLAZA



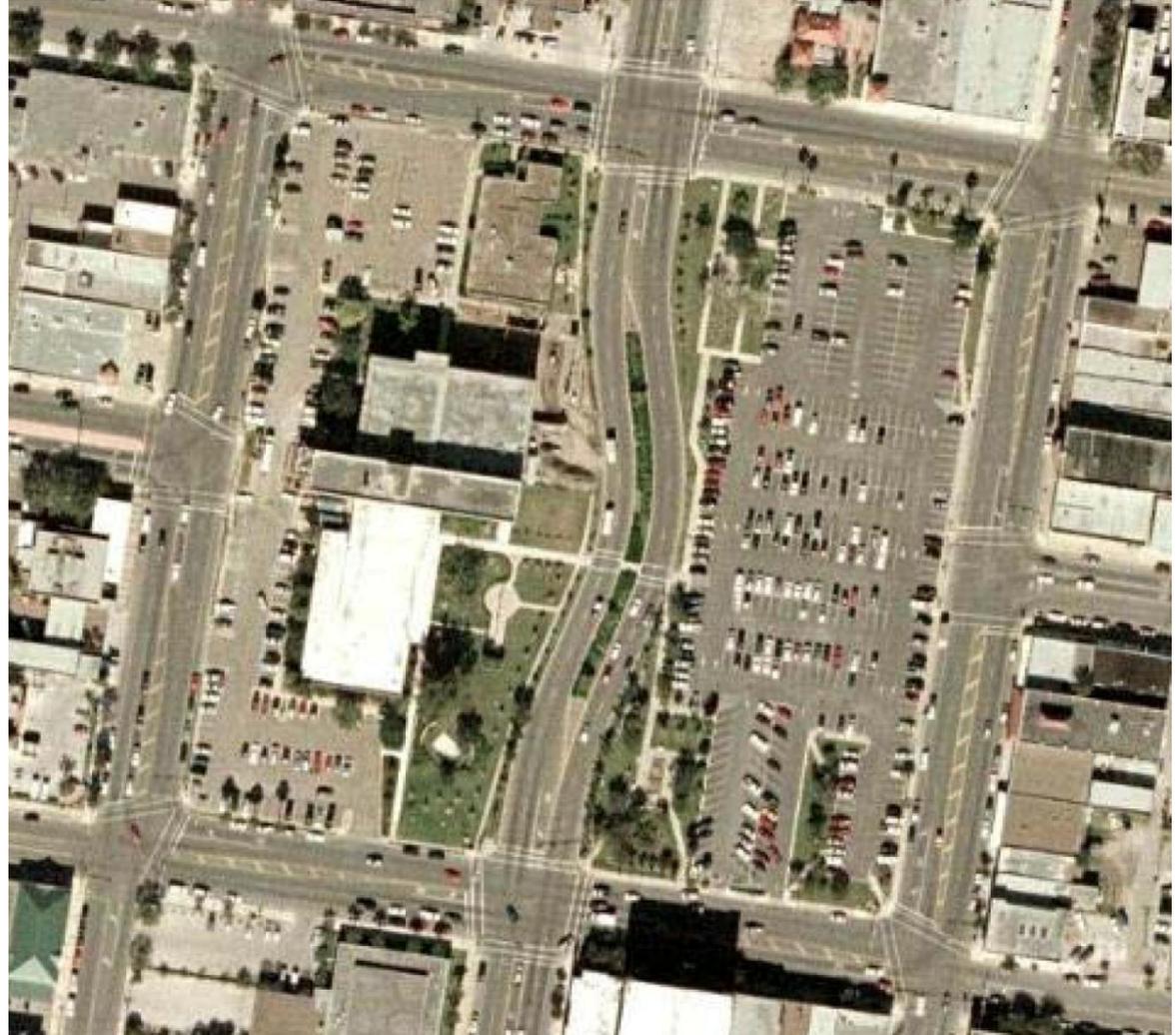
Weaknesses – Too Much Parking

COURTHOUSE PLAZA



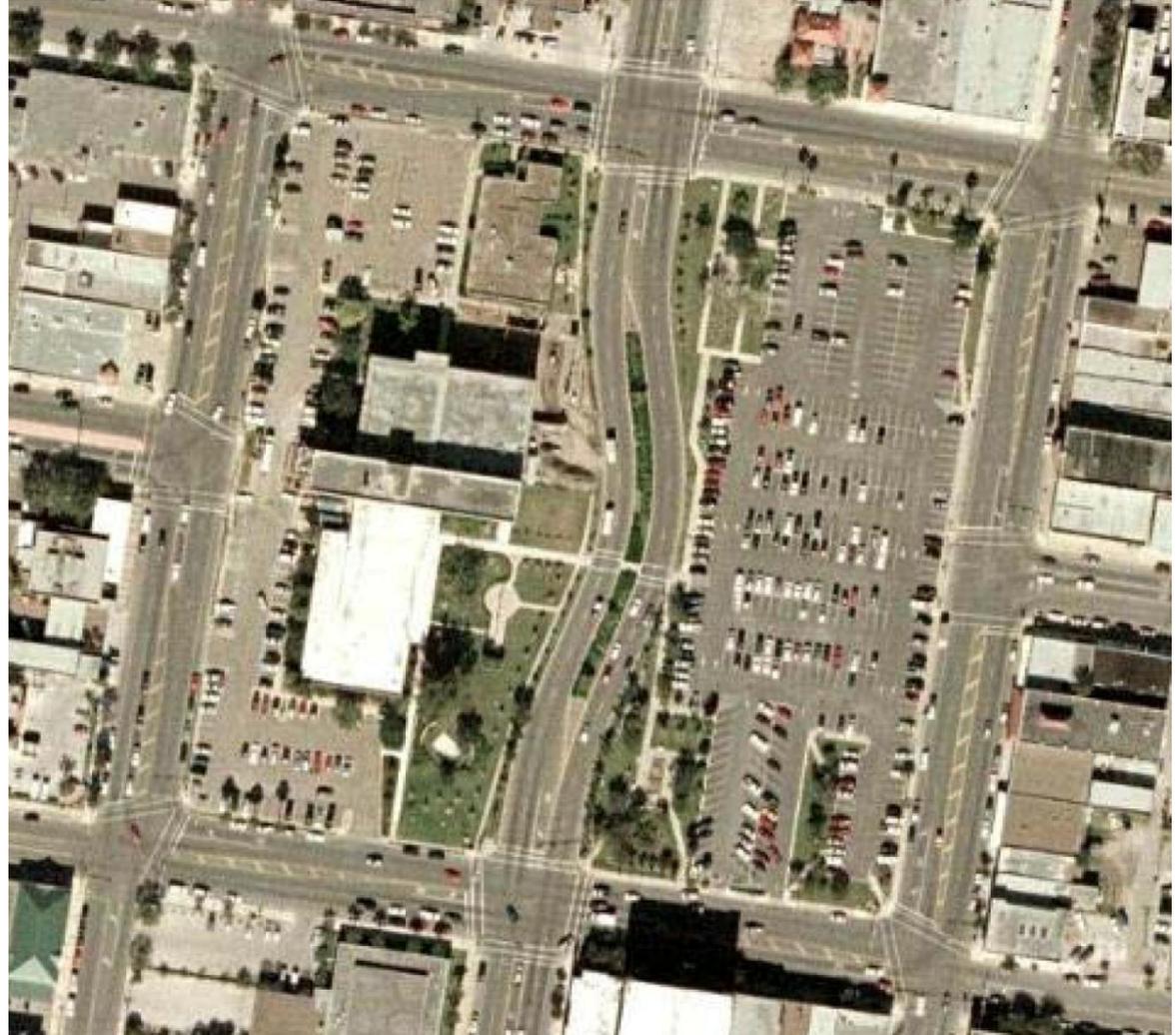
Weaknesses – Too Much Parking

COURTHOUSE PLAZA



Weaknesses – Too Much Parking

COURTHOUSE PLAZA



Weaknesses – Too Much Parking

COURTHOUSE PLAZA



Weaknesses – Too Much Parking

COURTHOUSE PLAZA

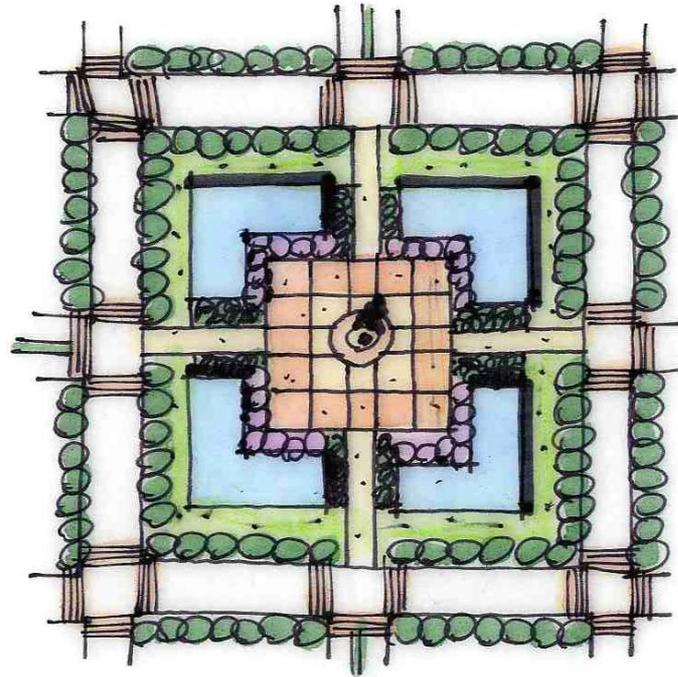


Weaknesses – Too Much Parking

VISION PLAN: COURTHOUSE SQUARE

Courthouse Square (Alternative Option)

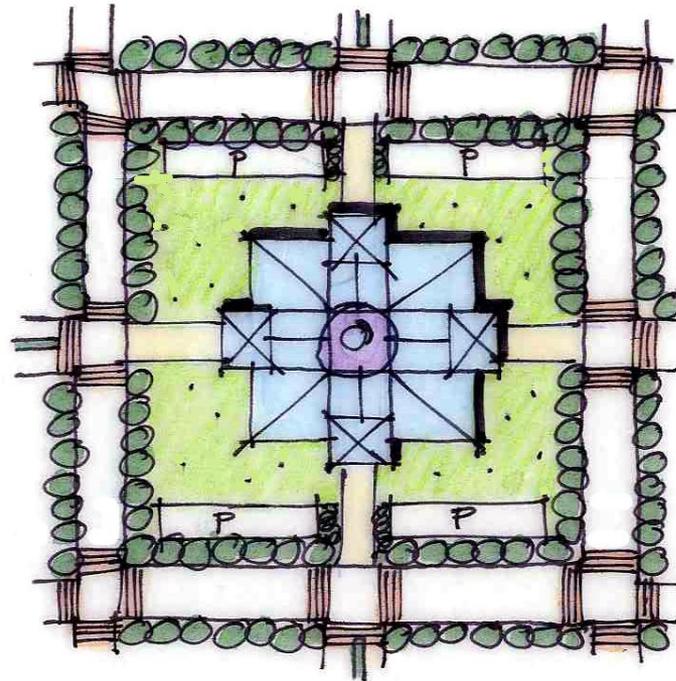
- Municipal Campus with Multiple Buildings
- Interior Courtyard for Events
- Shaded Promenade / Exercise Path @ Perimeter
- Artwork / Sculpture at Center
- Symmetrical Organization



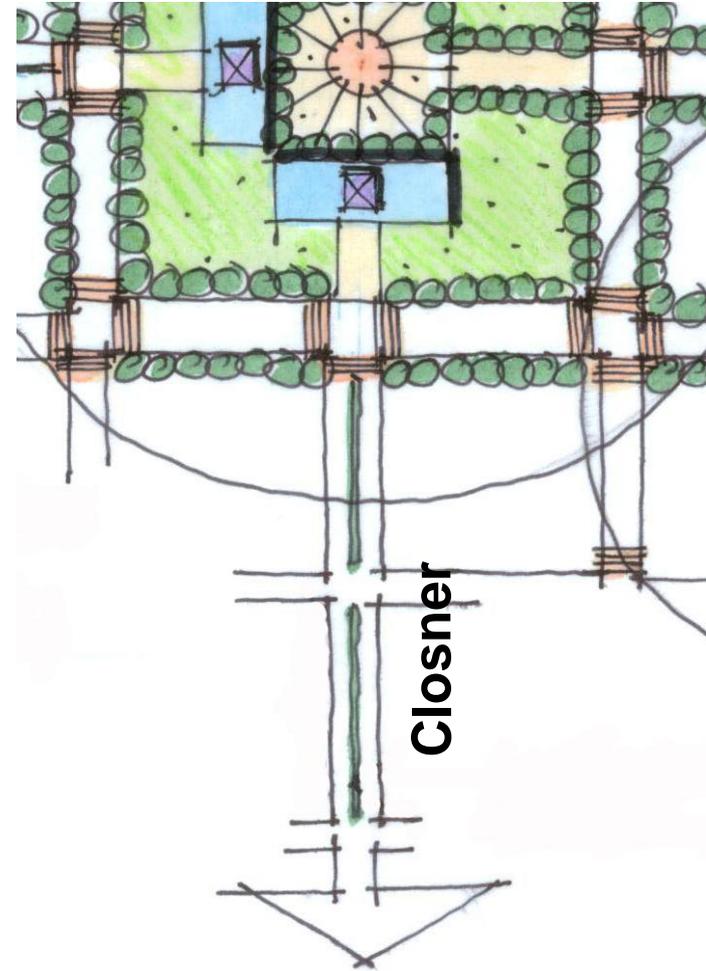
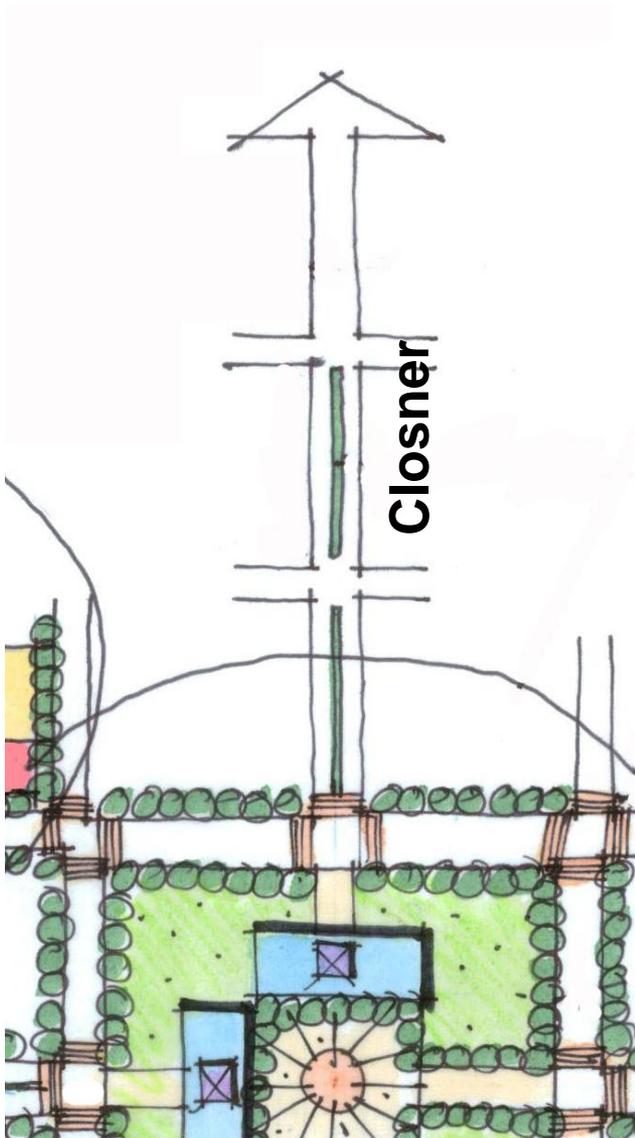
VISION PLAN: COURTHOUSE SQUARE

Courthouse Square (Alternative Option)

- Centrally Located Symmetrical Building
- Procession / Entrance from all four Sides
- Shaded Promenade / Exercise Path @ Perimeter
- Green Space for Events around Building



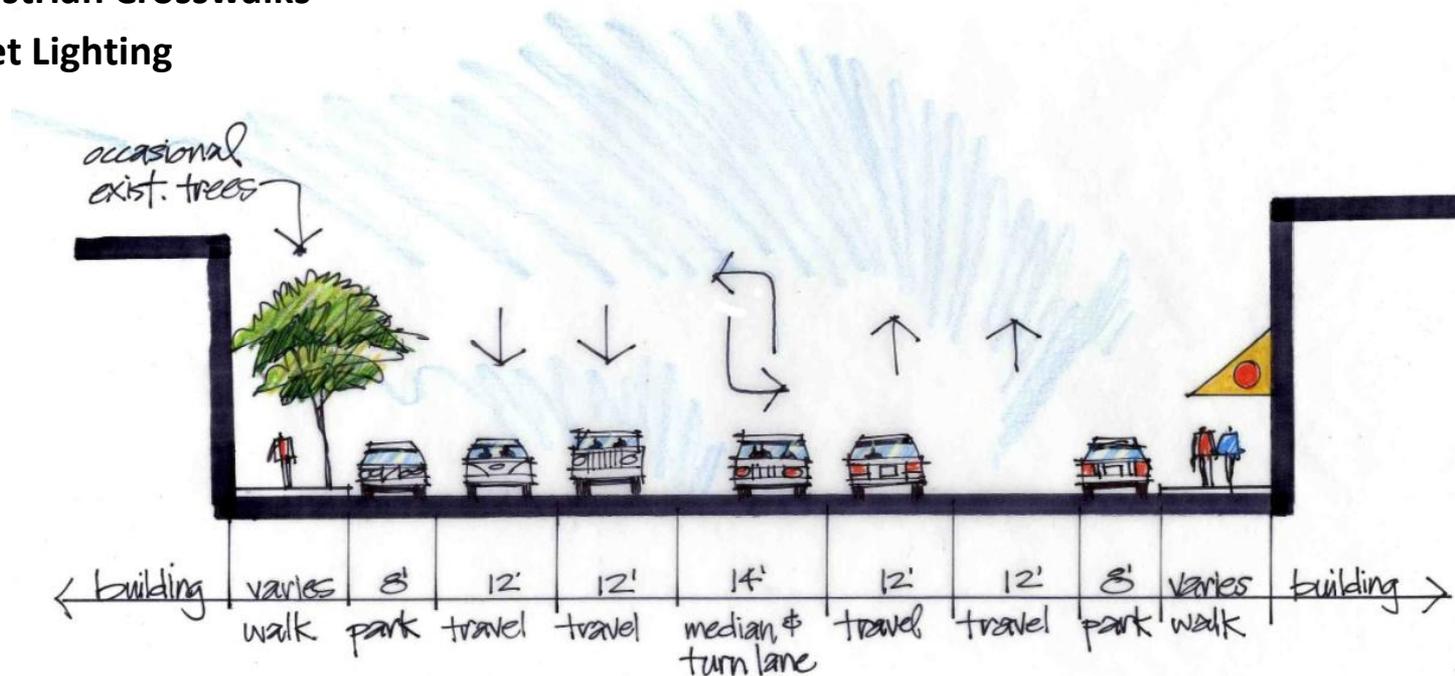
VISION PLAN: NORTH AND SOUTH CLOSER



VISION PLAN: Street Sections

North and South Closer (Existing)

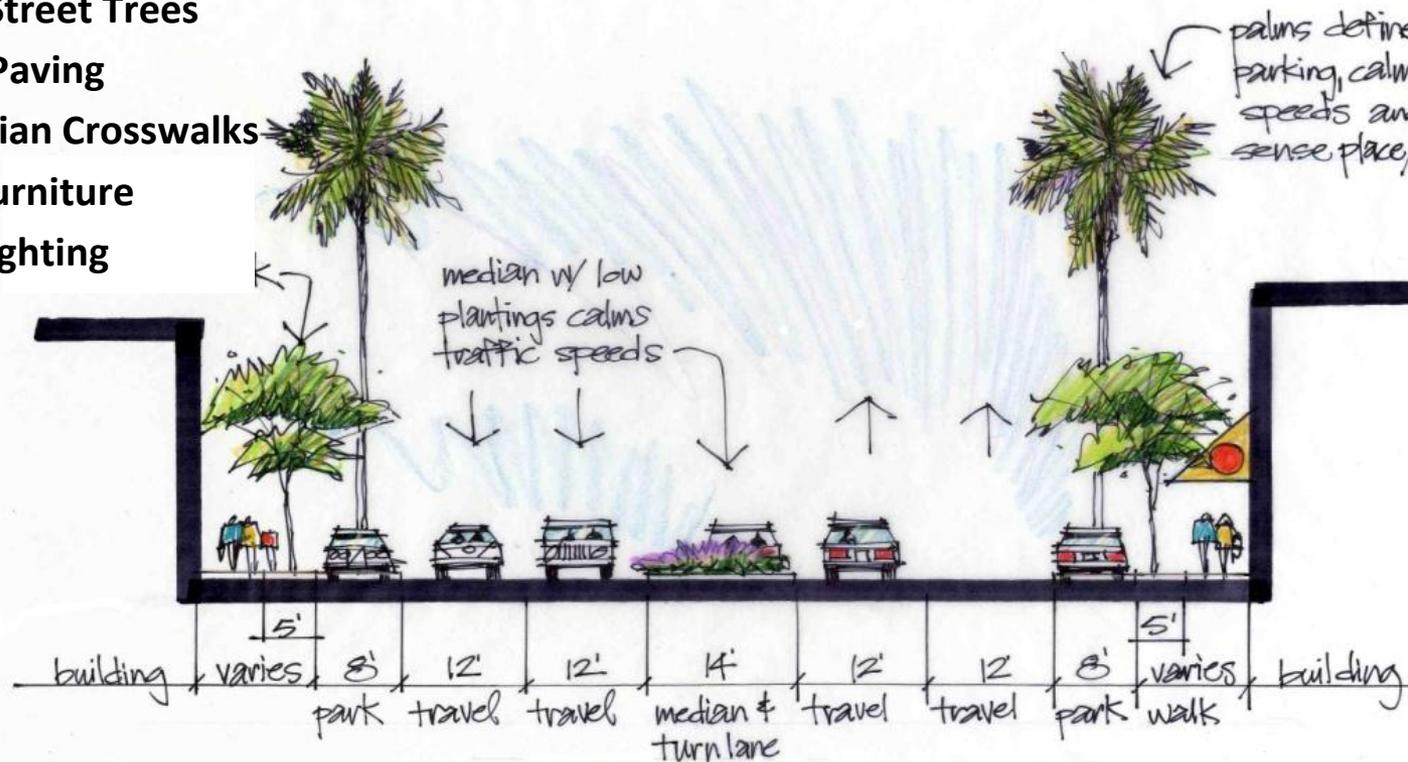
- Limited Shade Trees
- Limited Traffic Calming Devices
- Left Turn Lane with no Median
- Limited Corridor Defining Street Trees
- Insufficient Pedestrian Crosswalks
- Insufficient Street Lighting



VISION PLAN: Street Sections

North and South Closer Concept

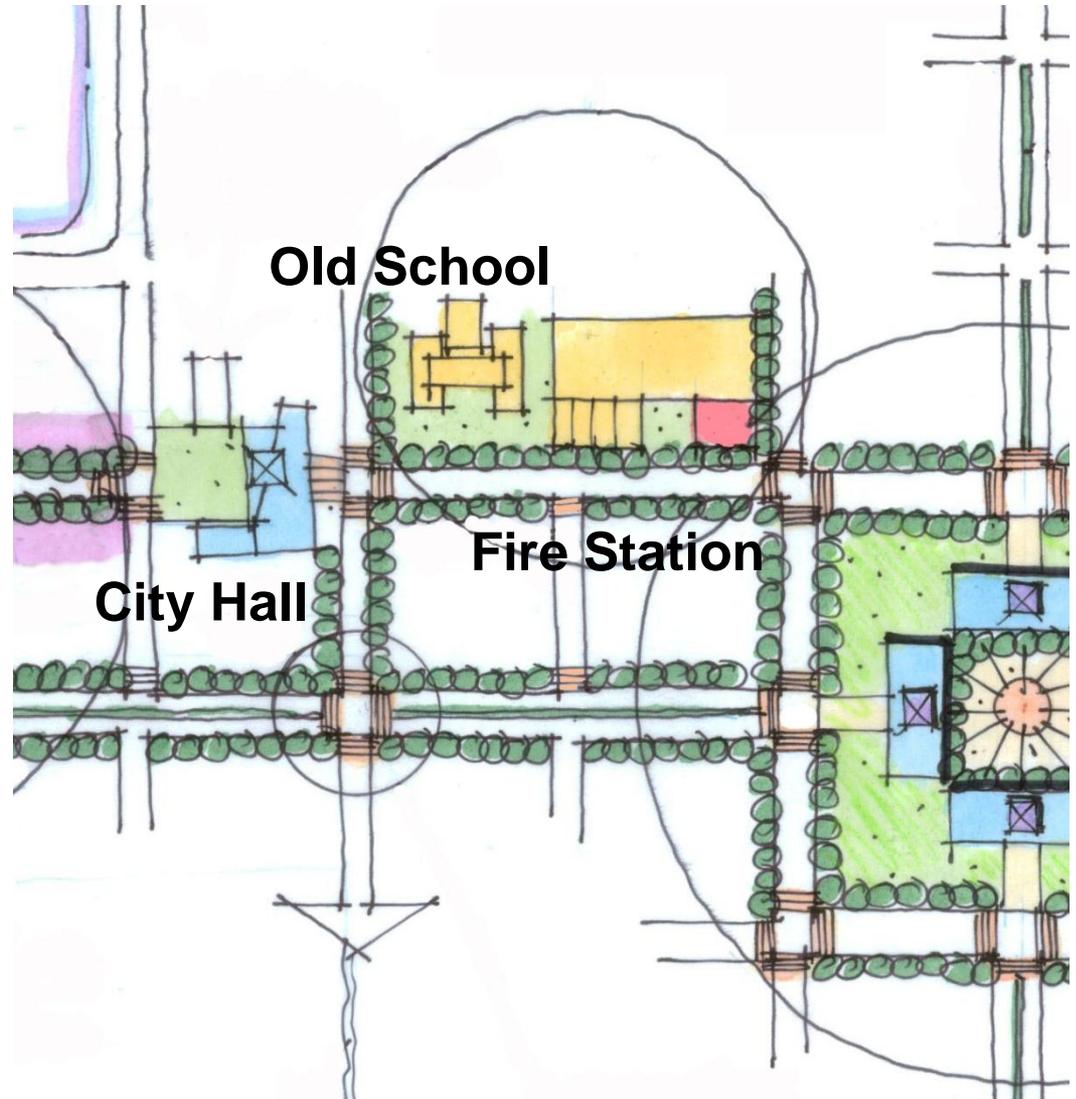
- Pedestrian Scaled Shade Trees
- New Median Provides Traffic Calming and Potential for Art and Floral Beautification
- Corridor Defining Street Trees
- Different Colored Paving
- Additional Pedestrian Crosswalks
- Enhanced Street Furniture
- Enhanced Street Lighting



VISION PLAN: FIREHOUSE DISTRICT

Firehouse District

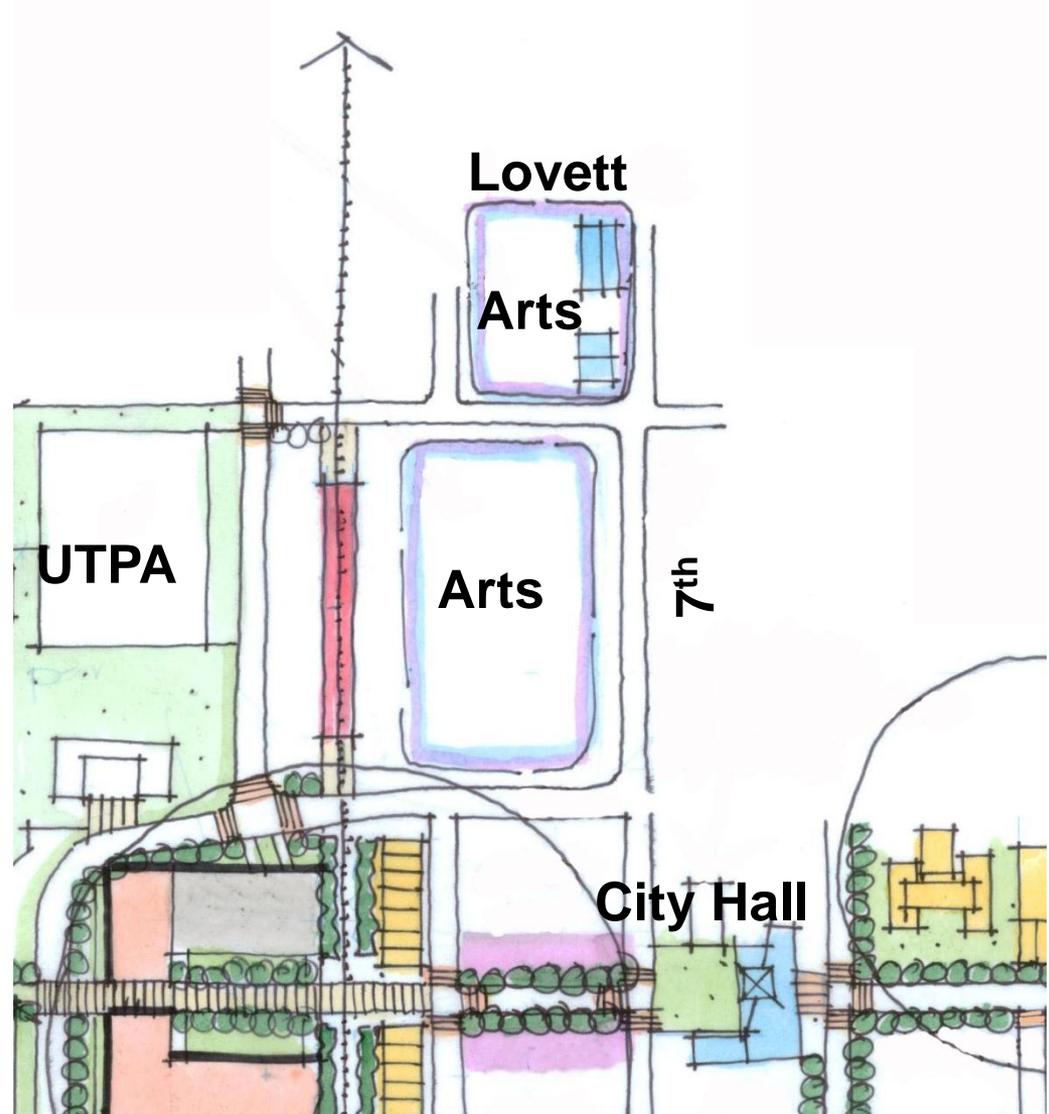
- Adaptive Reuse of Sam Houston School as Residential
- Additional Residential Development, Mixed Unit Types
- Coffee Shops/WiFi Hotspots
- Young Professionals



VISION PLAN: ARTS COLLABORATIVE

Arts Collaborative

- Arts and Culture Mixed-Use Campus
- Easy Walk to Campus and Downtown
- Potential Adaptive Reuse of Existing Buildings
- Long-term Potential for Artist's Workspaces, Loft/Studio Apartments, Galleries, Design Offices, Retail

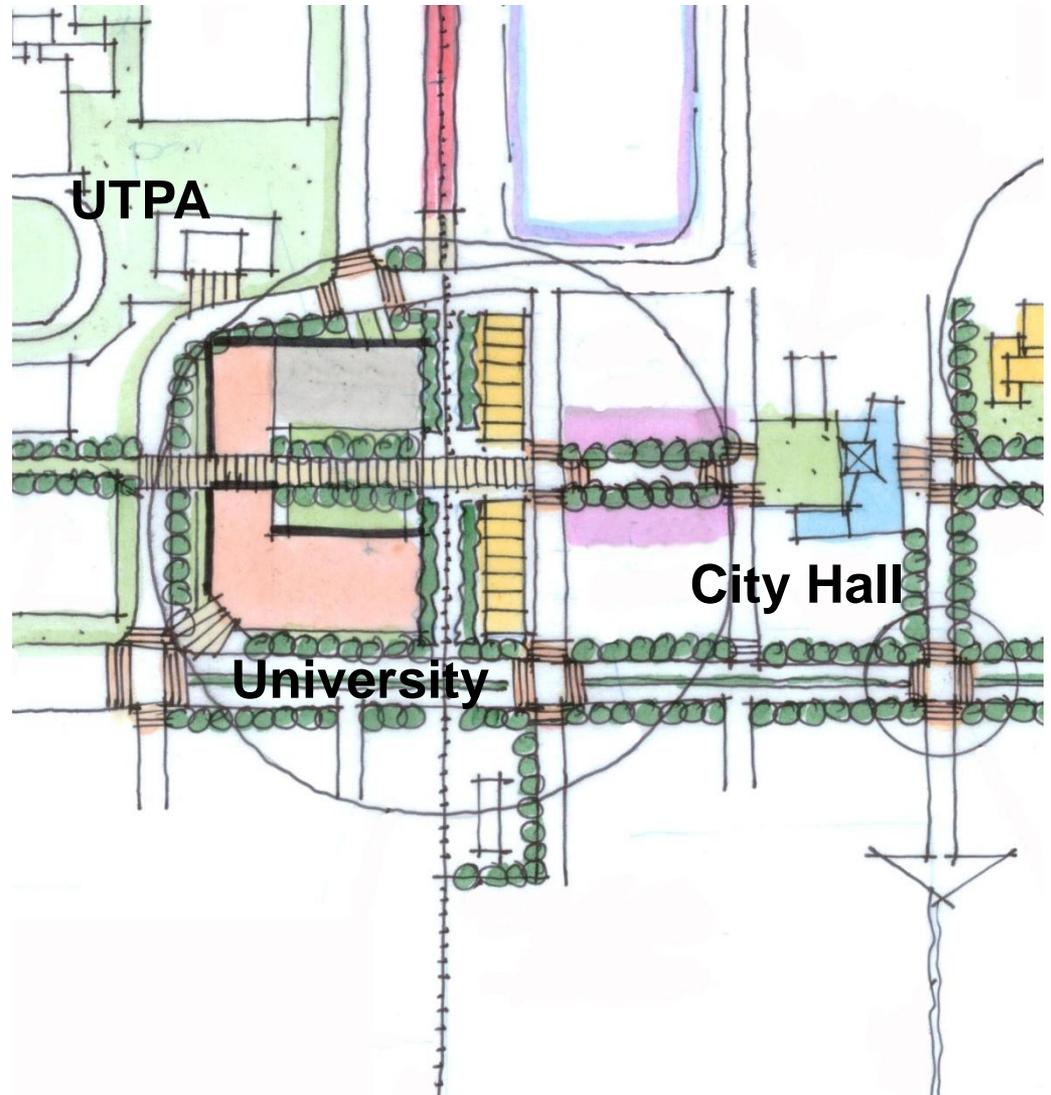


Concept Sketch – Preliminary Recommendations

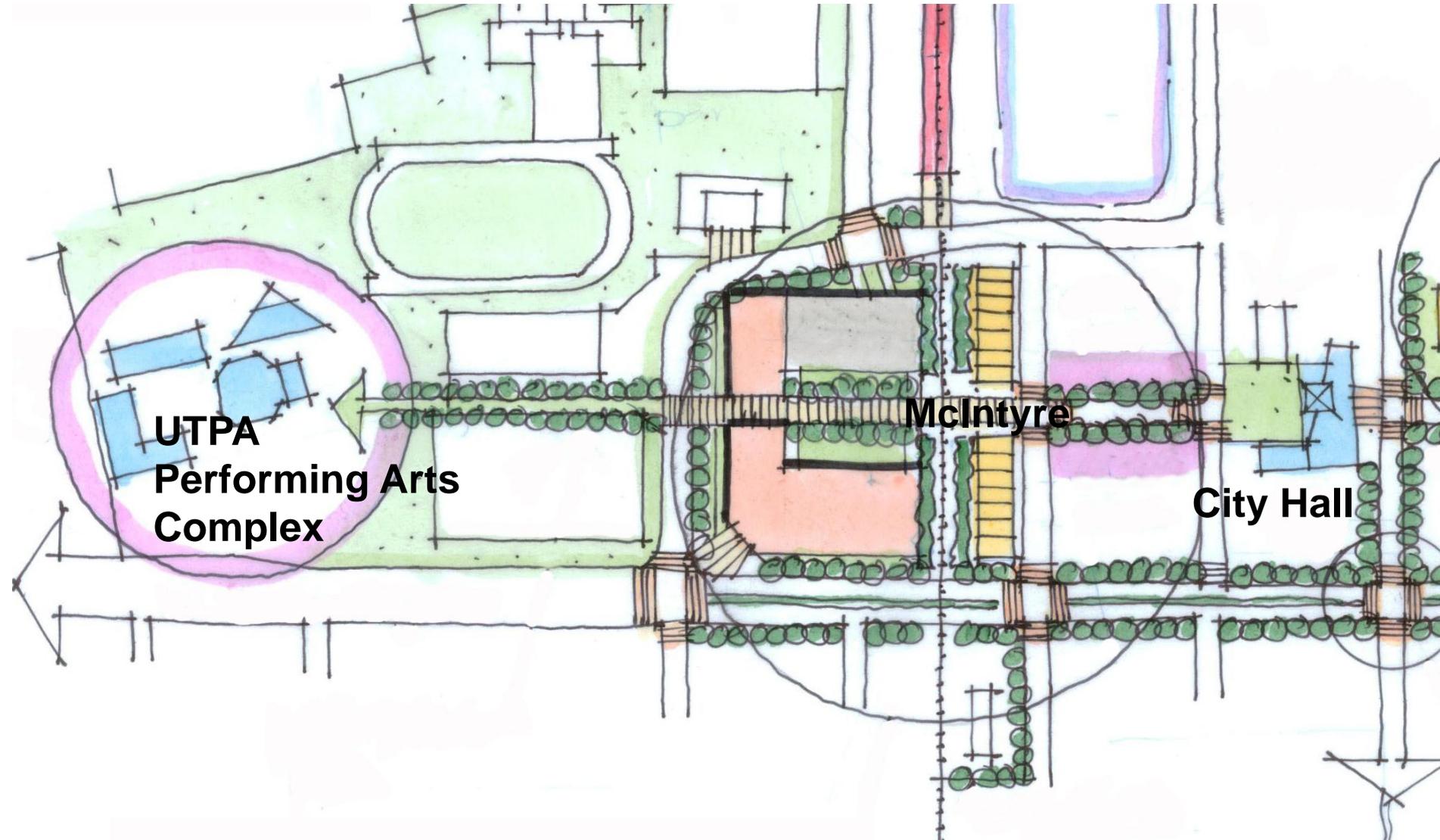
VISION PLAN: CONFERENCE CENTER / HOTEL

Conference / Hotel

- May Include Bookstore
- Designed TOD Ready to Preserve Future Rail Opportunities
- Potential Conversion of Existing Residential on McIntyre to Office / Retail
- Parking Structure Opportunity



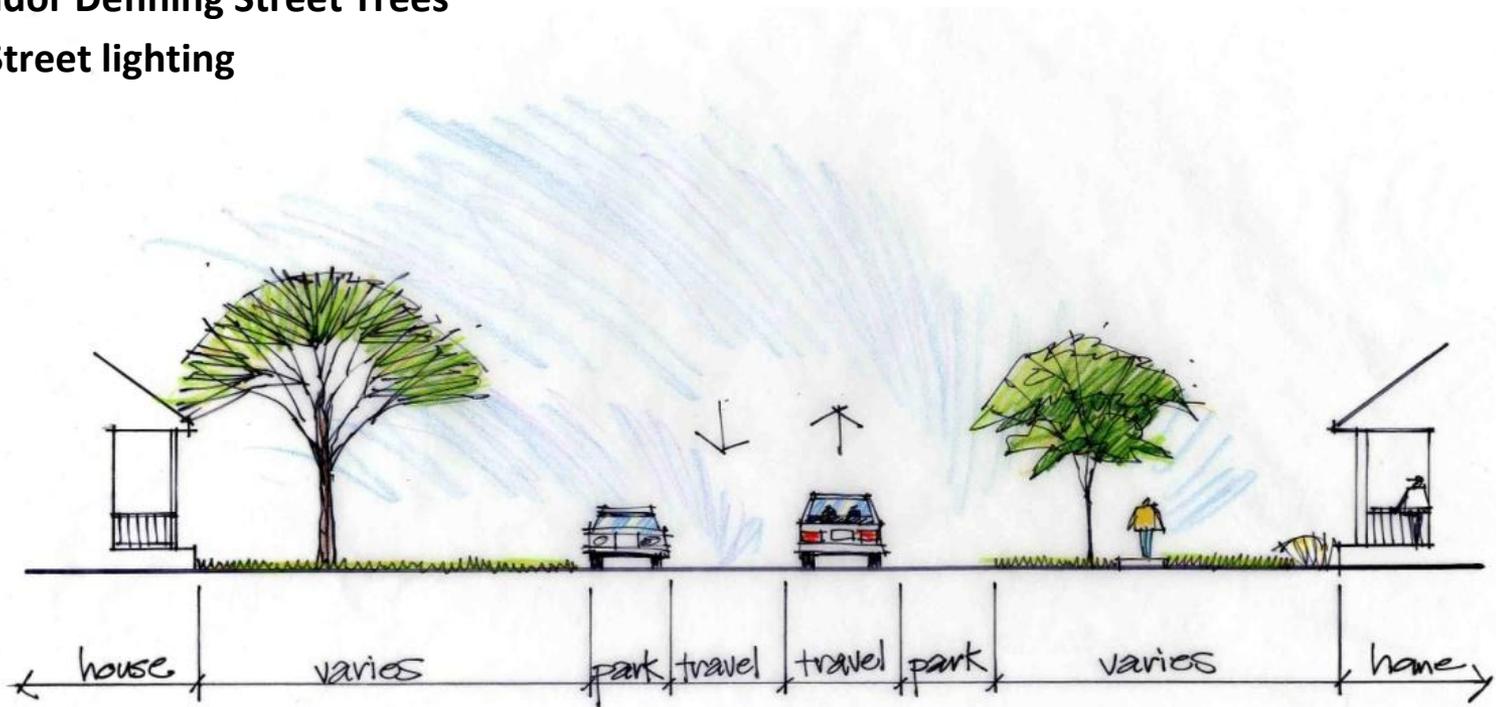
VISION PLAN: WEST MCINTYRE PROMENADE



VISION PLAN: Street Sections

West McIntyre (Existing)

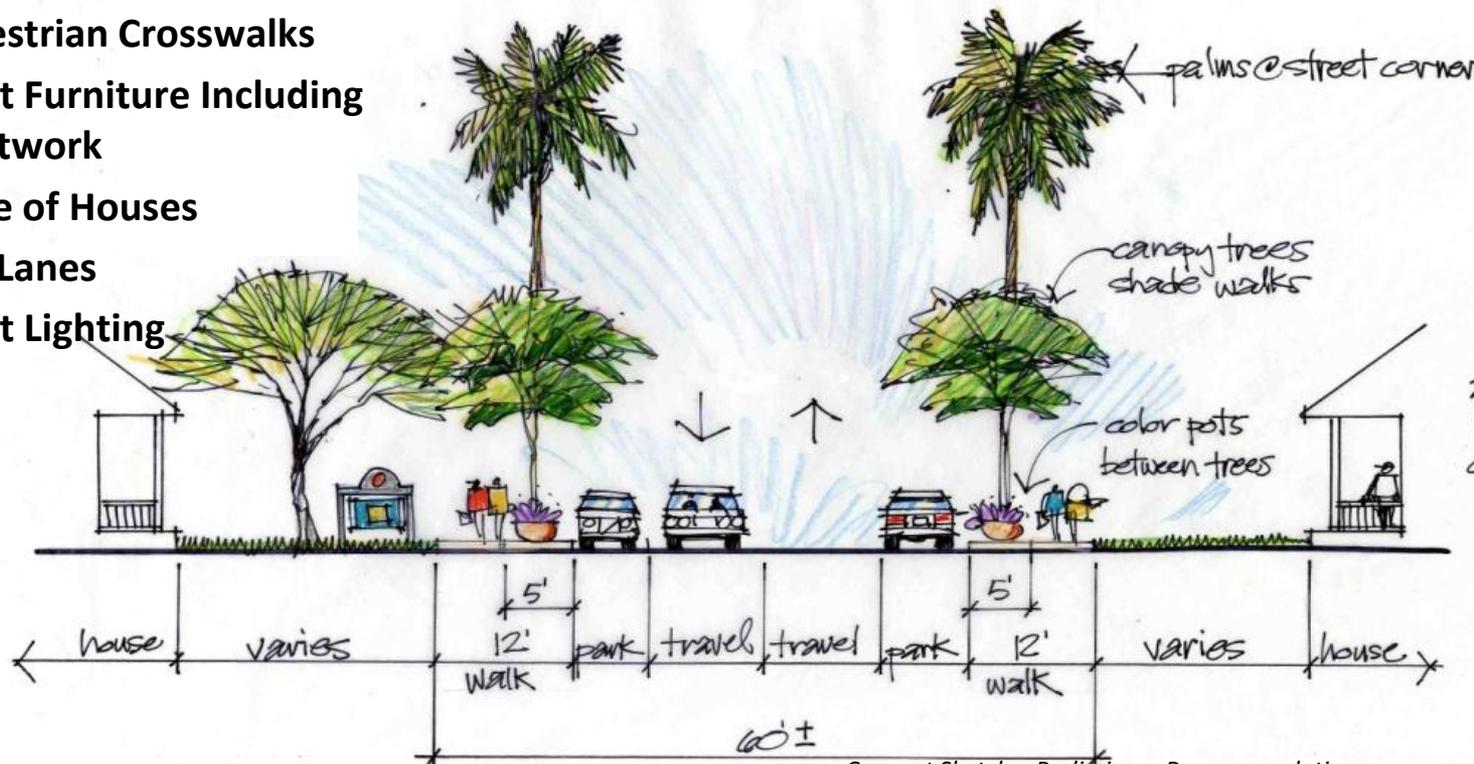
- Inconsistent Sidewalk
- No Traffic Lines
- Inconsistent Fence Setback for Houses
- Limited Corridor Defining Street Trees
- Insufficient Street lighting



VISION PLAN: Street Sections

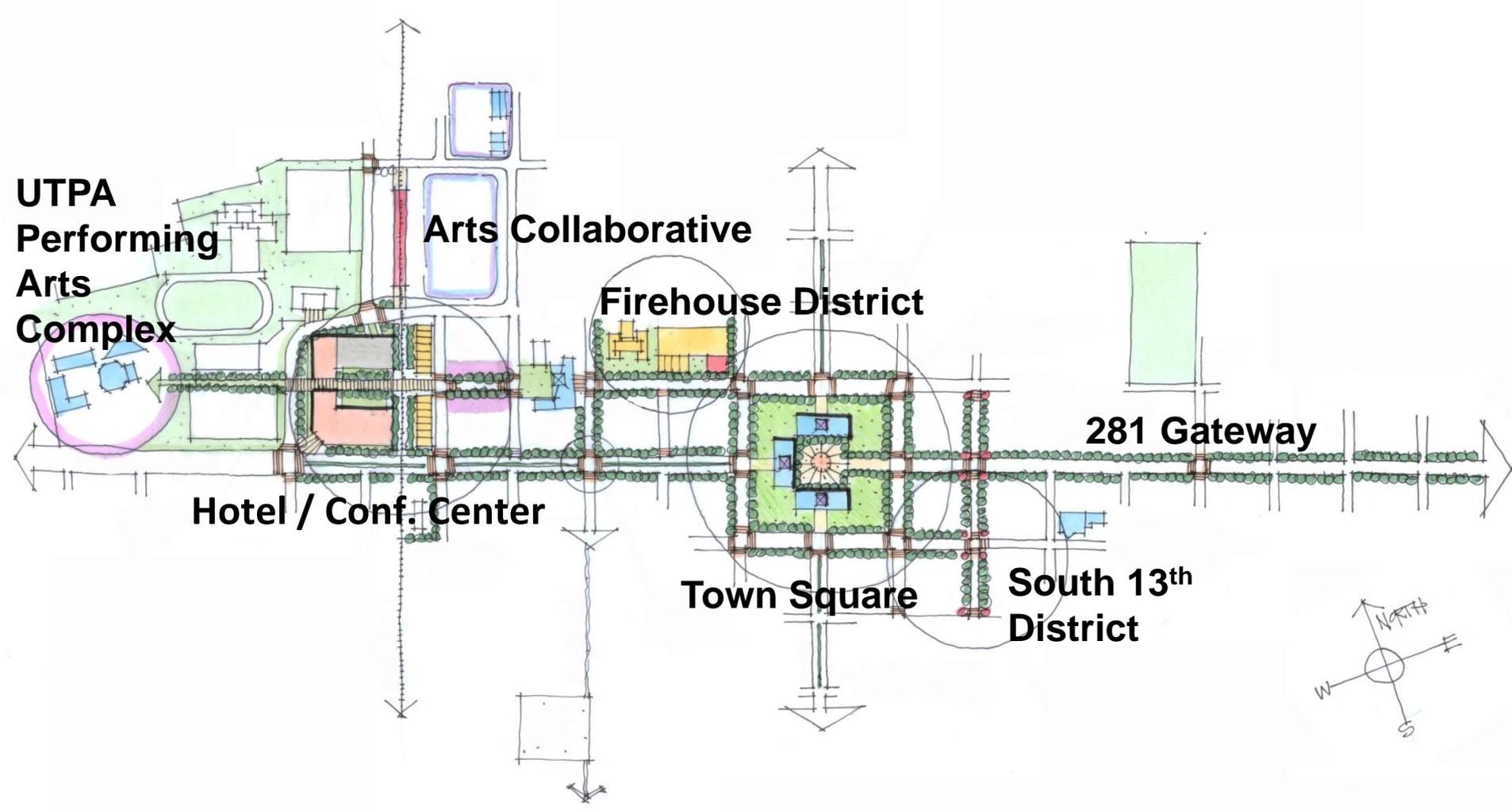
West McIntyre Concept

- Pedestrian Scaled Shade Trees
- Enhanced Pedestrian Infrastructure
- Corridor Defining Street Trees
- Different Colored Paving
- Additional Pedestrian Crosswalks
- Enhanced Street Furniture Including Planters and Artwork
- Adaptive Re-use of Houses
- Defined Traffic Lanes
- Enhanced Street Lighting



Concept Sketch – Preliminary Recommendations

VISION PLAN: Concept Sketch



ANALYSIS: Walking Distances



LISTENING SESSION: QUESTIONS & DISCUSSION



CLOSING COMMENTS

CONTACT:

JUAN LOPEZ

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CITY OF EDINBURG

956-388-8202

WEBSITE:

[HTTP://WWW.CI.EDINBURG.TX.US/DTMP.PHP](http://www.ci.edinburg.tx.us/dtmp.php)

(OR GOOGLE “EDINBURG DOWNTOWN MASTER PLAN”)

(COMMUNITY SURVEY CLOSSES JANUARY 22ND)