

# CITY OF EDINBURG

## DOWNTOWN MASTER PLAN

INITIATION WORKSHOP: NOVEMBER 2-4, 2009



# MEETING AGENDA

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Introductions

Project Process & Timeline

Initial Observations & Analysis

Listening Session:  
Questions & Discussion



# INTRODUCTIONS

# INTRODUCTIONS

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- 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

*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

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# BROADDUS & ASSOCIATES

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- 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.

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- 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

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## 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

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## 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

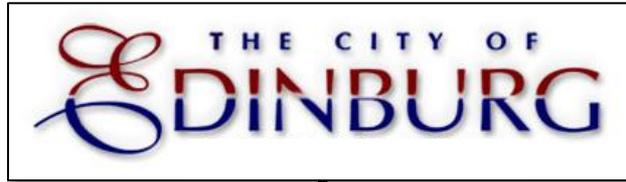
## MASTER PLANNING (CONT.)

- 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

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## 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

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



# COMMUNITY OUTREACH – GETTING THE WORD OUT

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## 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

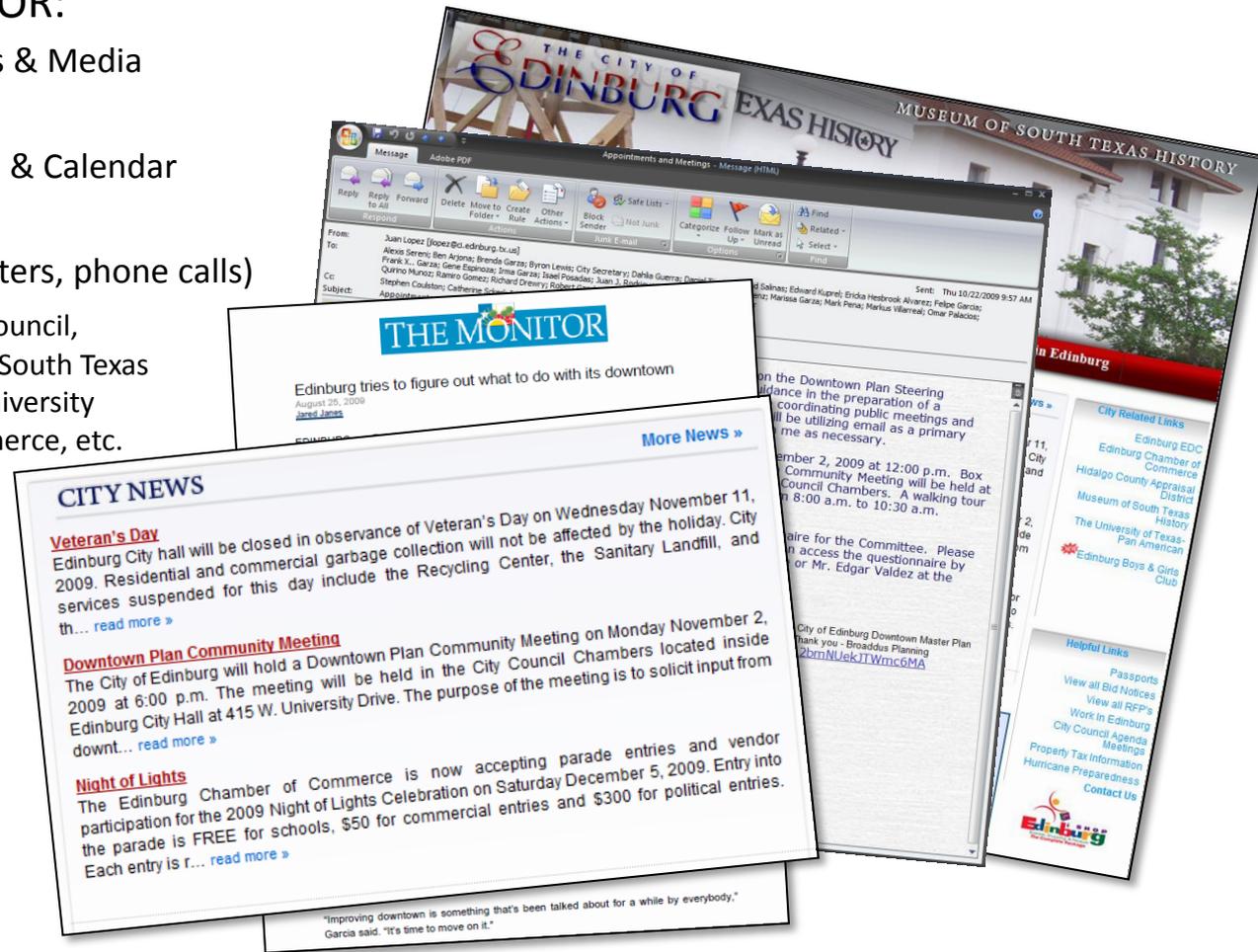
PowerPoint presentations

Public Meeting Times, Locations

Maps of Walking Tour

Draft Reports

Final Reports

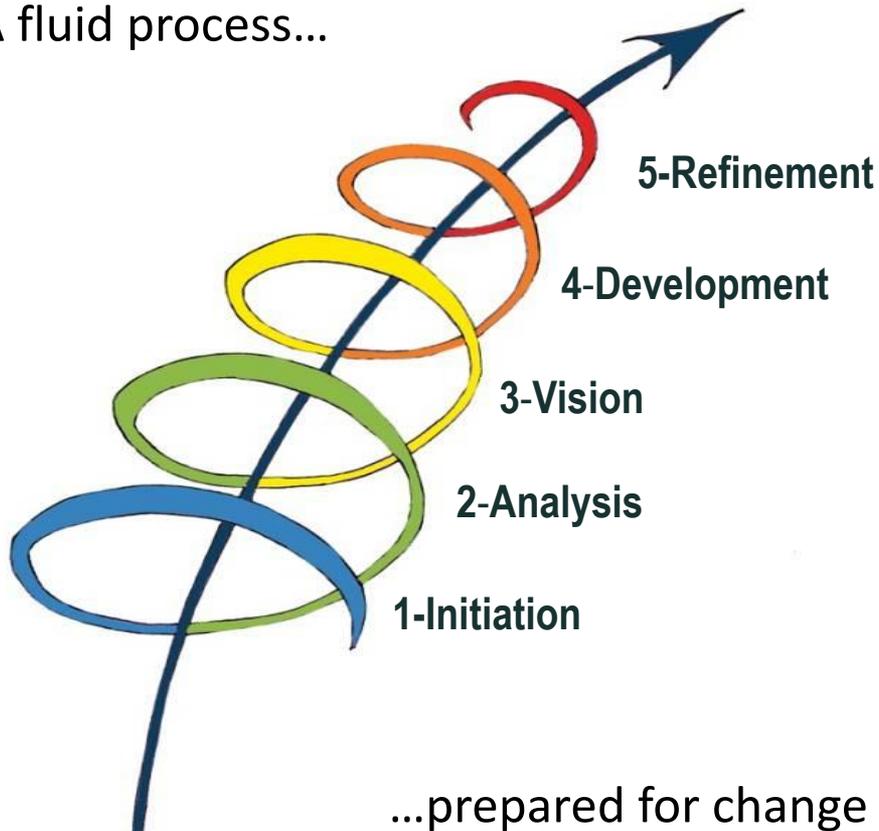




# PLANNING PROCESS

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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.*

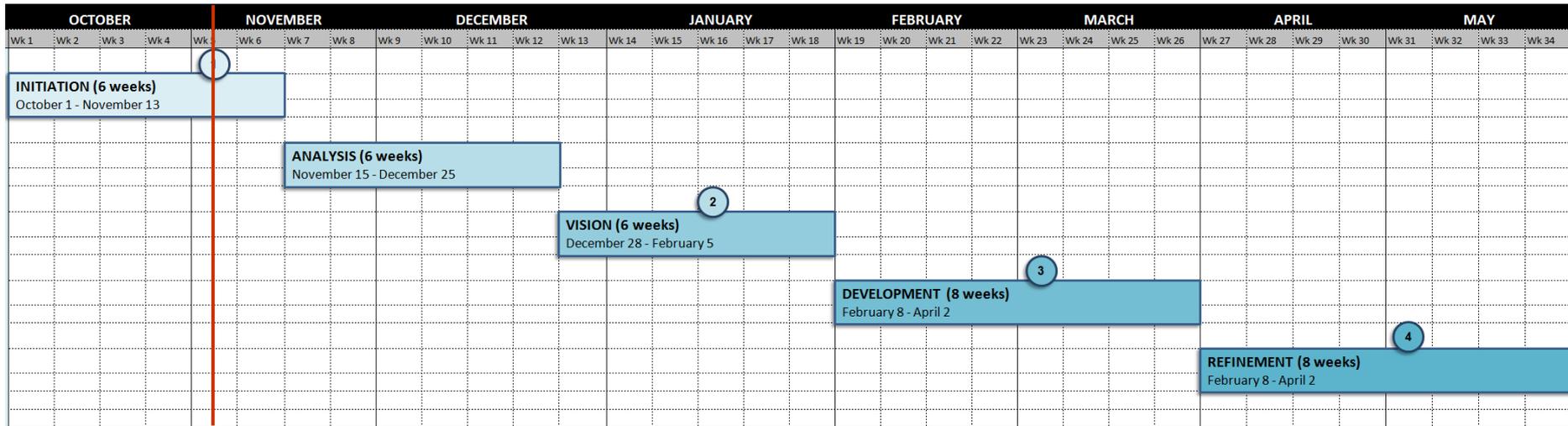
## 4) Development:

*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

# INITIATION WORKSHOP SCHEDULE

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## DAY ONE: November 2, 2009

8:00-9:00	City Manager, Department Directors
9:00-10:00	Mayor Garcia
12:00-1:30	Steering Committee
2:00-3:30	Edinburg Economic Development Corporation
3:45-4:45	Hidalgo County Leadership
6:00-7:30	Community Forum



## DAY TWO: November 3, 2009

8:00-10:30	Walking Tour w/Community Representatives
11:00-12:00	Museum of South Texas History
1:30-2:30	University of Texas – Pan American Leadership
2:45-3:45	Environmental Advisory Board
4:00-5:00	Chamber of Commerce
6:00-7:00	City Council Meeting



## DAY THREE: November 4, 2009

8:00-9:00	City Technical Staff & Others
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# INITIAL OBSERVATIONS

# EDINBURG HISTORY & GROWTH

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Edinburg established 1908

Hidalgo County Seat

University of Texas – Pan  
American



*Hidalgo County Courthouse – 1910-1954*

# EDINBURG EMPLOYMENT AREAS

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## Main Employment Areas:

- Education
- Government
- Healthcare
- Business
- Manufacturing

# ANALYSIS: Regional Context

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*Regional Context: Location of Hidalgo County and Edinburg*

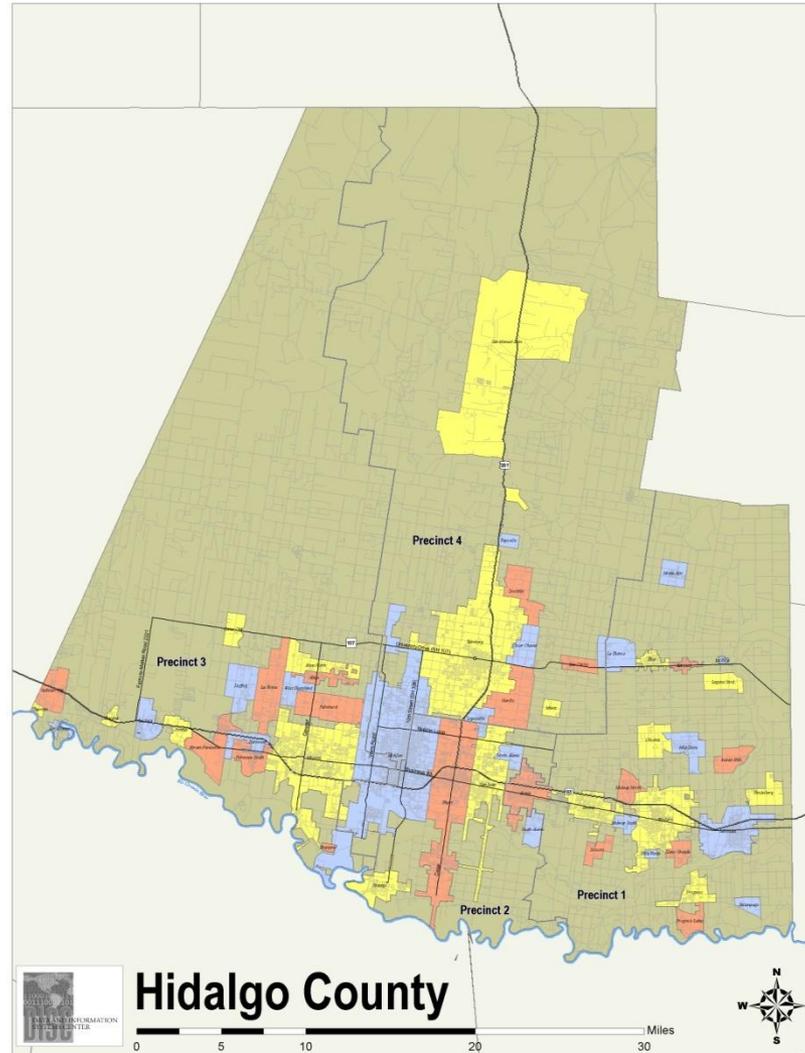
# ANALYSIS: Higher Education Centers

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# ANALYSIS: Hidalgo County

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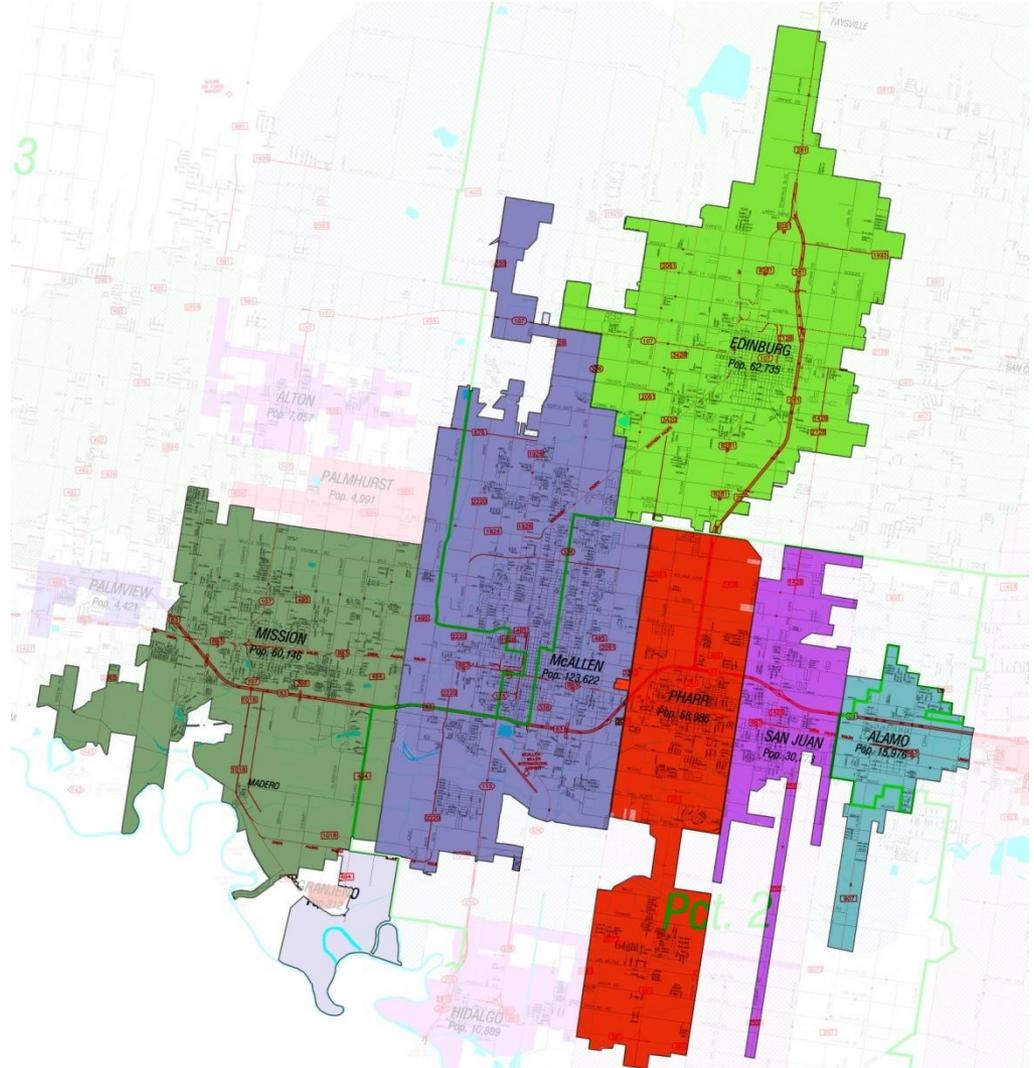


*Regional Context: Hidalgo County Cities*

# ANALYSIS: McAllen – Edinburg – Mission MSA

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Experienced extensive growth in last 20 years (280K – 720K – tripled!)  
High rate of growth anticipated to continue



Regional Context: Mission, McAllen, Edinburg Statistical Area



# ANALYSIS: Colonias

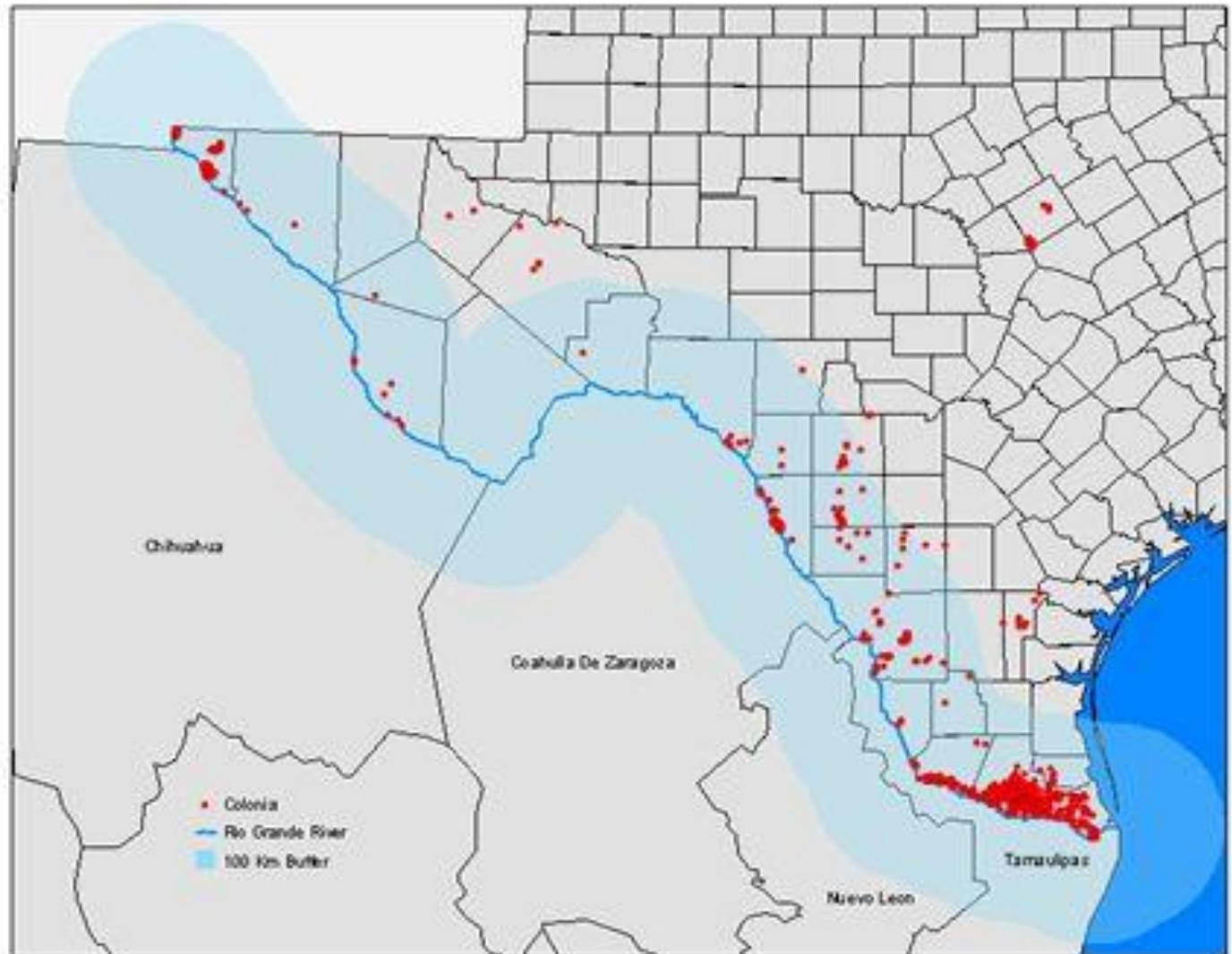
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*Regional Context: Colonias*

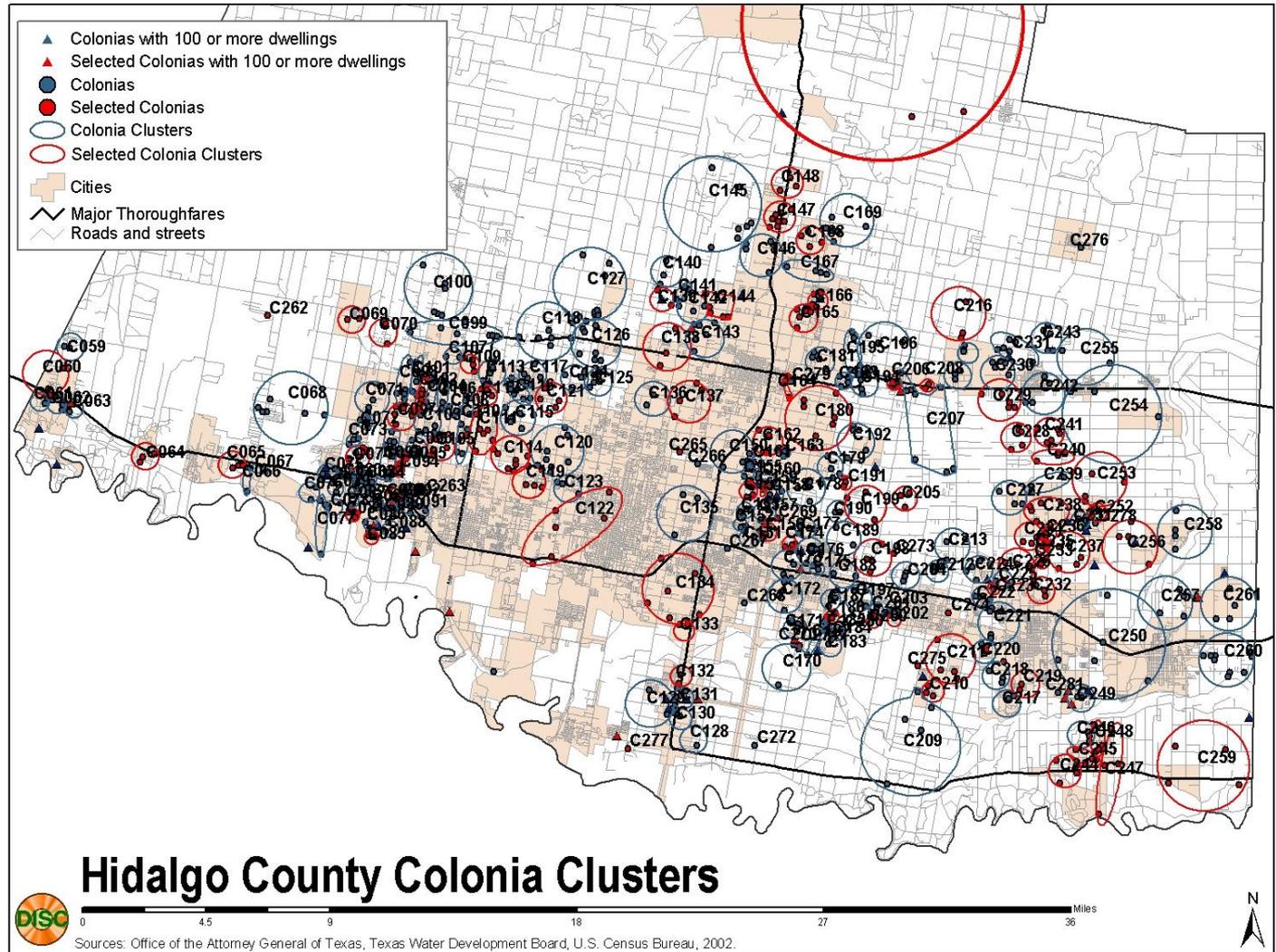
# ANALYSIS: Density of Colonias

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*Regional Context: Colonia Density along US / Mexico Border*

# ANALYSIS: Colonia Clusters in Hidalgo Co.

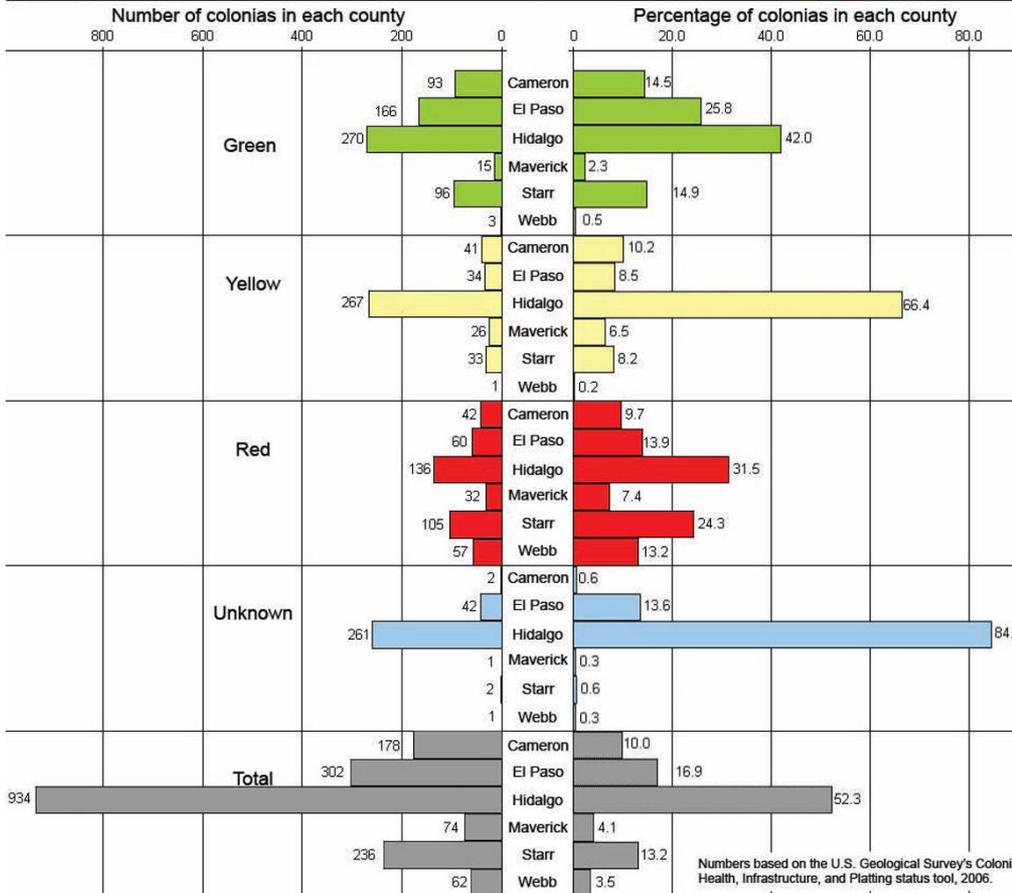
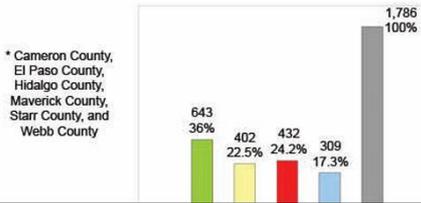


# ANALYSIS: Hidalgo County has most Colonias

## Explanation

- Green Colonias: Platted colonias with a potable water supply, adequate wastewater disposal, adequate trash collection, paved roads that are passable in all weather conditions, and adequate drainage
- Yellow Colonias: Platted colonias with a potable water supply and adequate wastewater disposal, but have inadequate trash collection, unpaved roads, or inadequate drainage
- Red Colonias: Colonias that are either unplatted, have an inadequate potable water supply, or inadequate wastewater disposal
- Unknown Colonias: Colonias lacking enough information to be classified
- Total Colonias: All colonias including Green, Yellow, Red, and Unknown types

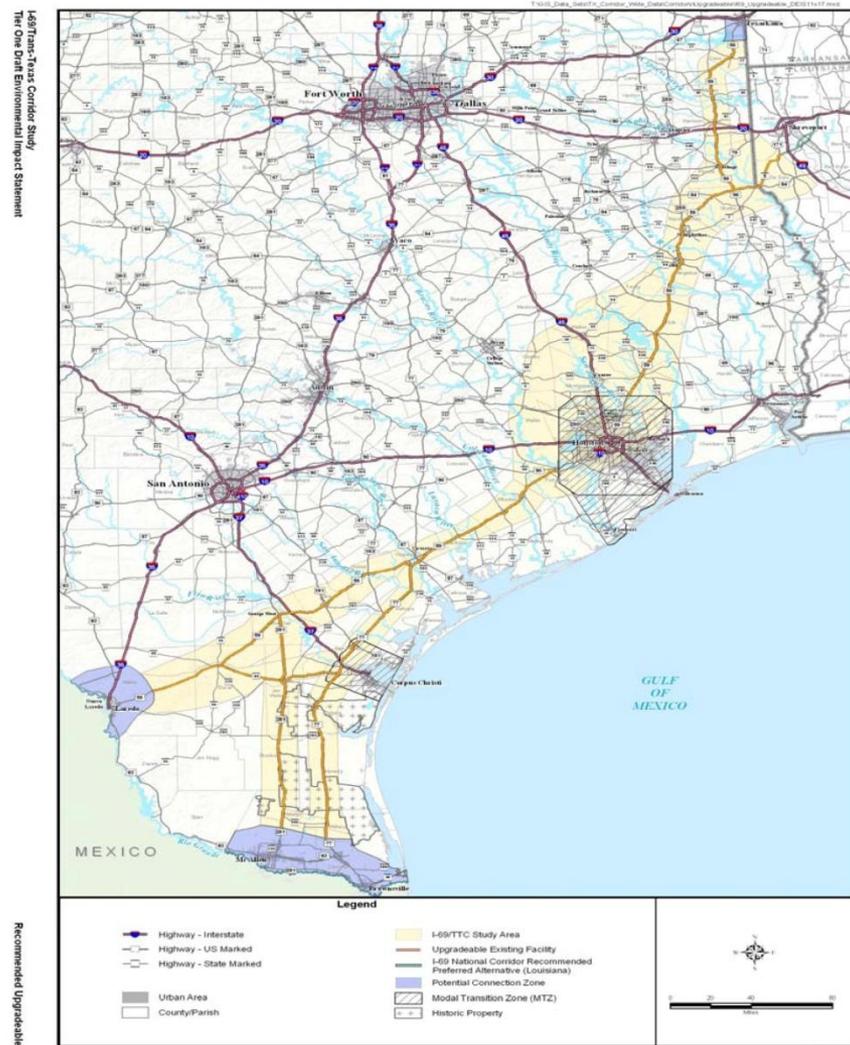
## Total Number of Colonias in Six Texas Counties\*



# ANALYSIS: NAFTA Trade Corridor

## NAFTA – 69

- North American Free Trade Agreement Proposed International Trade Corridor
- Edinburg in proposed corridor



# ANALYSIS: City of Edinburg

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# ANALYSIS: Elementary Schools

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# ANALYSIS: + Middle Schools

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# ANALYSIS: Parks & Open Space

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# ANALYSIS: Downtown Study Area

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# ANALYSIS: Major Roads, Rail, Parking Lots

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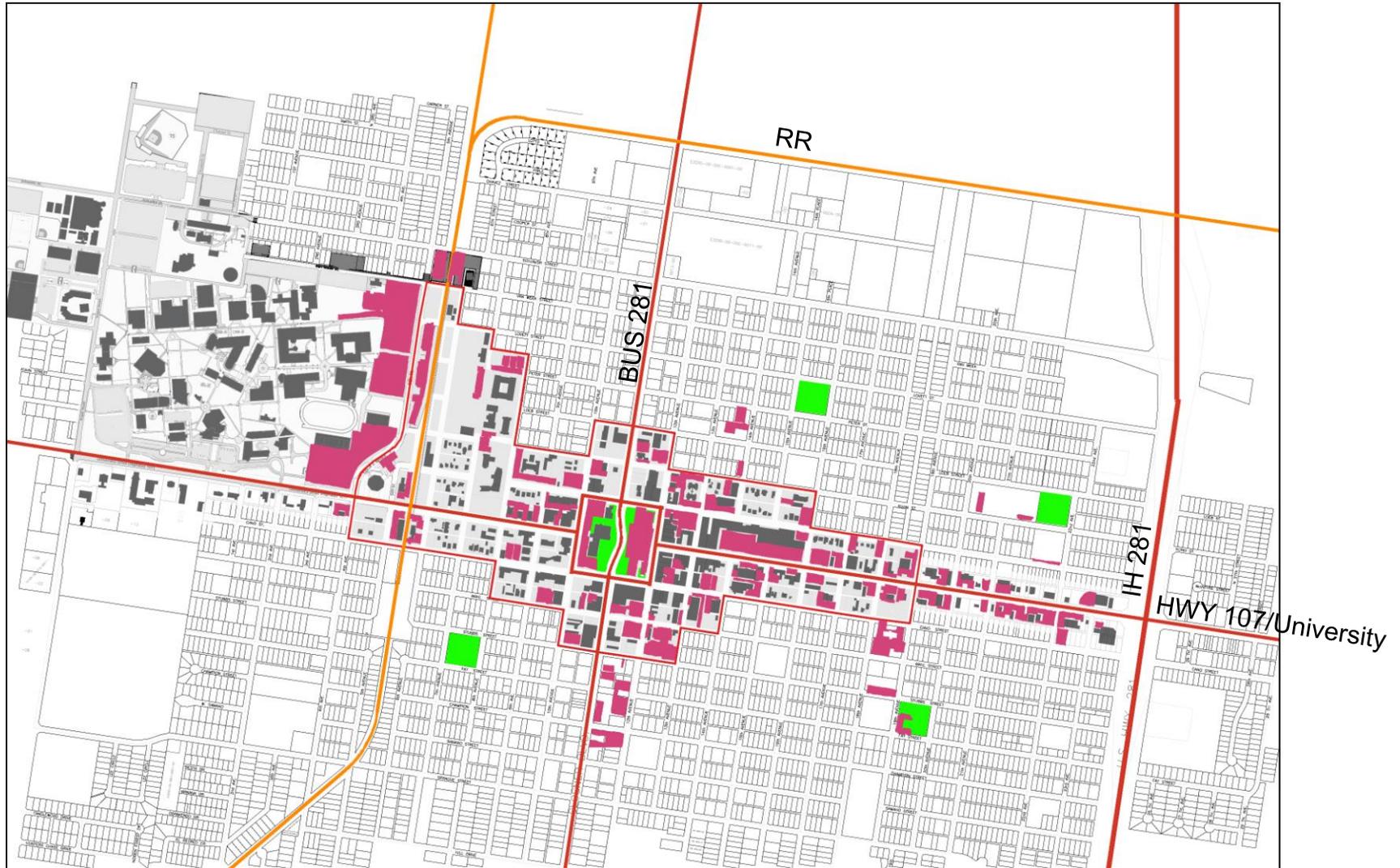
# ANALYSIS: Rail Corridor

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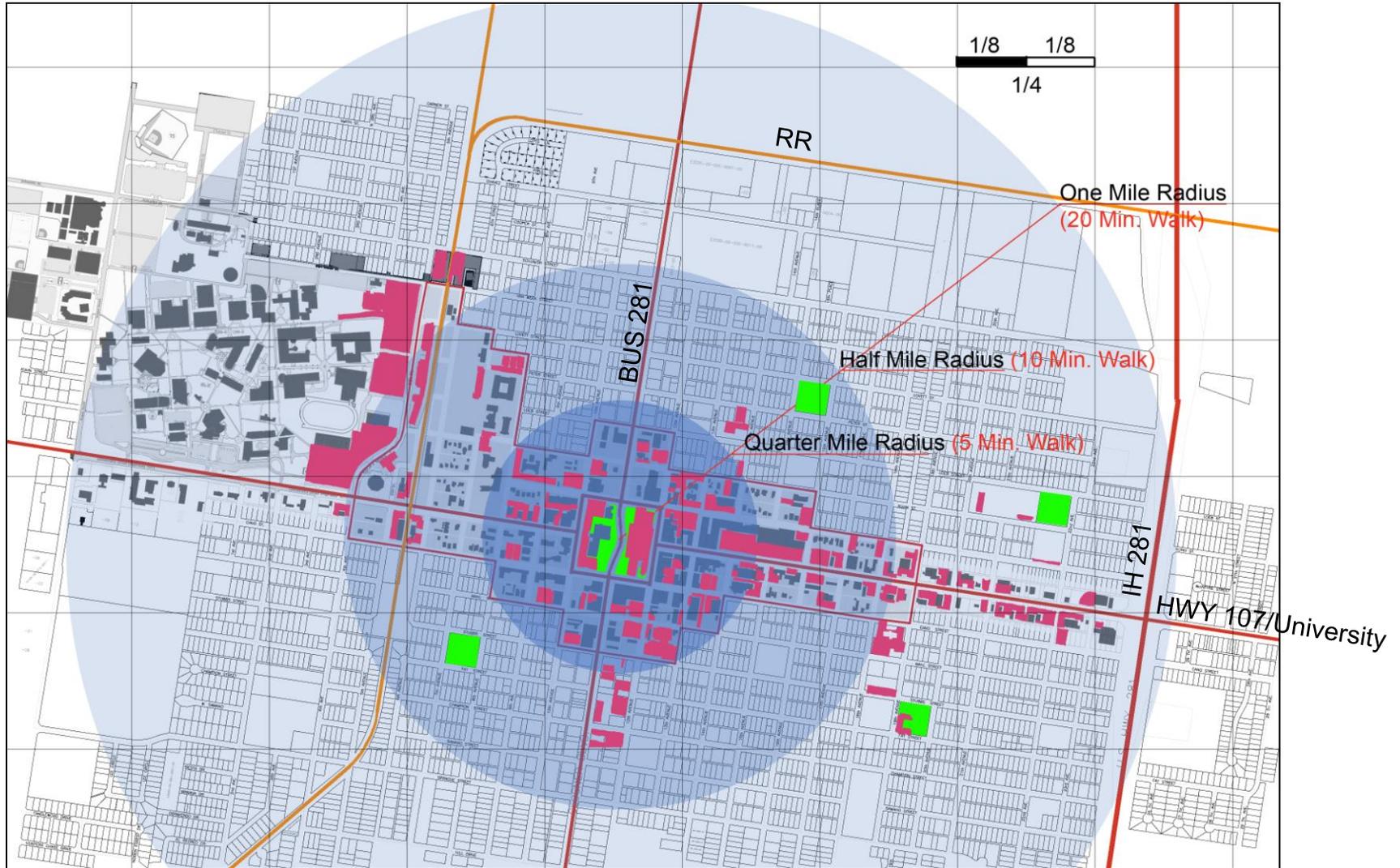


# ANALYSIS: City / Public Parks

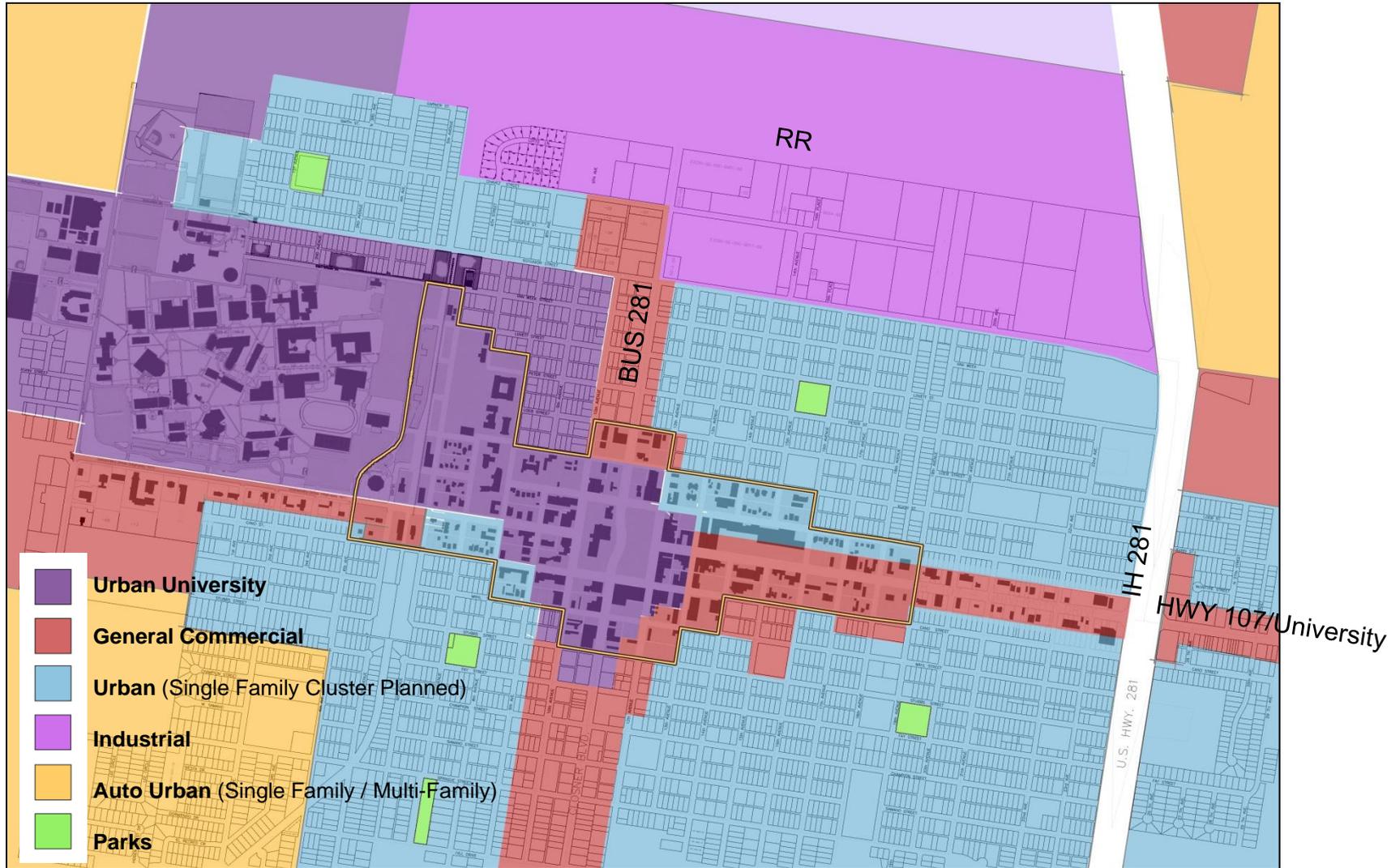
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# ANALYSIS: Walking Distances



# ANALYSIS: Future Land Use - 2025



# ANALYSIS: Connections to UTPA

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# ANALYSIS: Connections to UTPA

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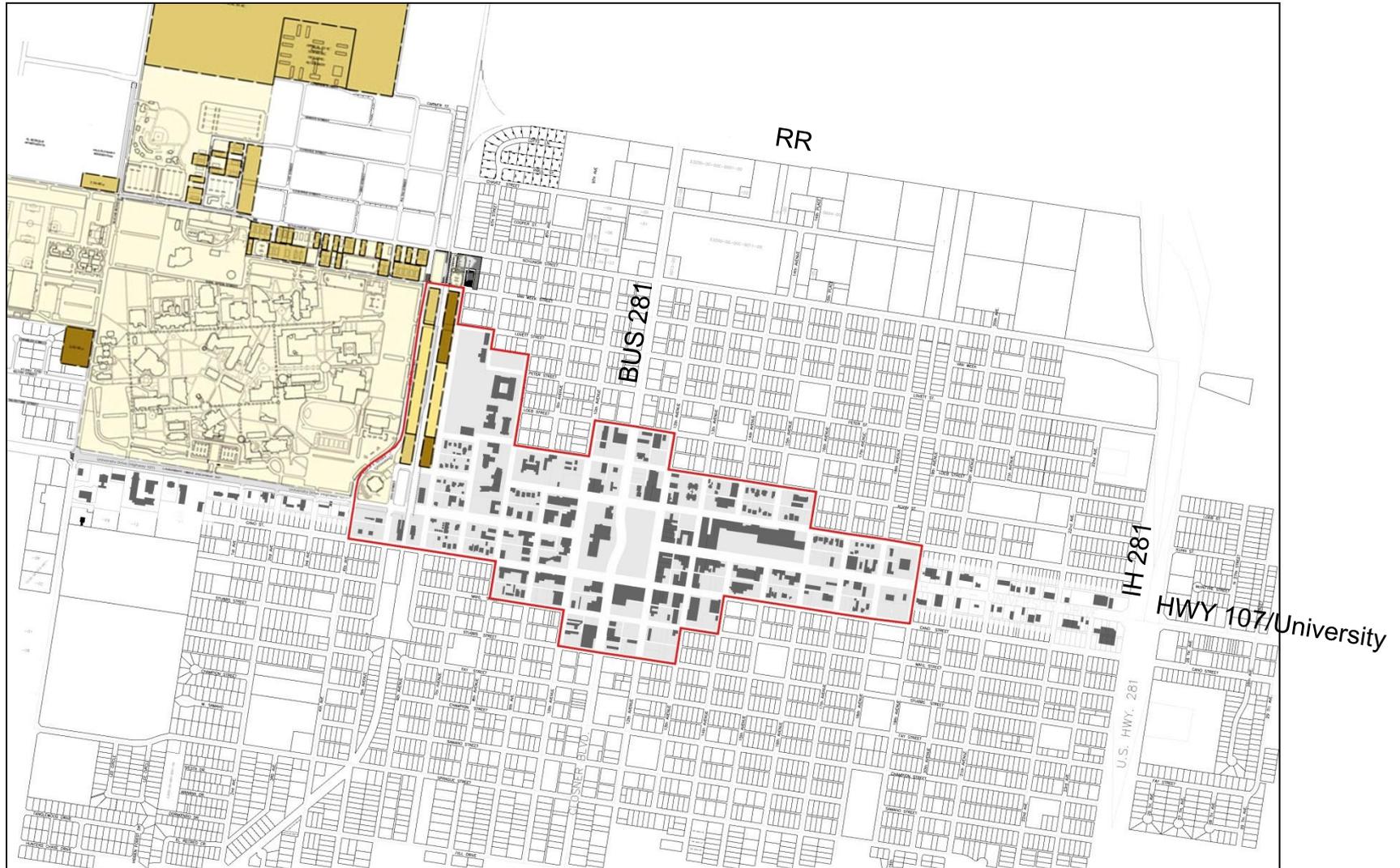
# ANALYSIS: Connections to UTPA

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# ANALYSIS: UTPA – Future Land Acquisition

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# ANALYSIS: UTPA – Open Spaces & Expansion



# ANALYSIS: “Potential Campus Gateway” - Connection to Downtown

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# ANALYSIS: “Potential Campus Gateway” - Connection to Downtown

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# ANALYSIS: UTPA – Final Master Plan

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# GATEWAY PLAN MISSION STATEMENTS (2005)

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## 1. Economic Development

Goals: Help businesses grow. Foster partnerships between existing businesses & institutions. Adapt to new economies.

## 2. Housing

Goals: Develop a more extensive range of housing choices. Encourage infill development.

## 3. Transportation

Goals: Support local transportation needs. Connect neighborhoods with both vehicle & pedestrian routes.

## 4. Livability

Goals: Enhance community places (squares, plazas, parks, Downtown, open spaces). Expand community-supported programs & event offerings. Protect natural resources.

## 5. Infrastructure

Goals: Invest in infrastructure to ensure adequate provision of utilities in the long-term. Conduct public outreach campaigns to educate citizens about demand reduction & costs.

## 6. Community Character

Goals: Improve aesthetic quality of the community (with development ordinances, codes, & enforcement). Create unique districts (and destinations) within the City.

# VISION QUESTIONNAIRE – RESULTS

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Polled Steering Committee &  
Dept. Heads

13 Responses Received

## City of Edinburg Downtown Master Plan Questionnaire Steering Committee & City Department Heads

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

*\* 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.**

# VISION QUESTIONNAIRE – RESULTS

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## “Vision” Questions

- Vision for Downtown

## “Context” Questions

- Downtown’s Main Assets/Strengths
- Downtown’s Weaknesses
- Missed Opportunities

## “Comparative” Questions

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

## “Priority” Questions

- Assess the Importance of Goals

### City of Edinburg Downtown Master Plan Questionnaire Steering Committee & City Department Heads

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# VISION QUESTIONNAIRE – RESULTS

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What is your Vision for  
Downtown Edinburg?

- Downtown a Destination
- Shopping, Restaurants, Coffee Shops, Bookstores, & Bars
- Public Square/Plaza gathering spaces
- After-hours use; not just 9-5
- Live, vibrant, arts district, market district
- A place for family activities – recreation, shopping, socializing



# VISION QUESTIONNAIRE – RESULTS

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What do you think are  
Downtown's main assets?

- City Hall
- County Courthouse
- Museum of South Texas History
- Location @ a cross-roads
- UT-Pan American
- Shopping Center
- Local stores w/personal customer service



*Assets – Museum of South Texas History*

# VISION QUESTIONNAIRE – RESULTS

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What do you think are  
Downtown's key  
weaknesses?

- Appearance – it's ugly
- Old buildings
- Not conducive to walking – too much vehicle-traffic
- No evening businesses/activity
- No night-time entertainment venues (It's a ghost town on Saturday night)
- Not many reasons to visit
- Shortage of new retail stores
- No cultural events – social events



*Weaknesses – Empty after 5pm*

# VISION QUESTIONNAIRE – RESULTS

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What do you think are  
Downtown's key  
weaknesses?

- Too much parking





## Hidalgo County Property

*Weaknesses – Too Much Parking*





Weaknesses – Too Much Parking

# CIVIC CENTER PLAZA, NASHVILLE, TN

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# CIVIC CENTER PLAZA, NASHVILLE, TN

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# CIVIC CENTER PLAZA, NASHVILLE, TN

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# CIVIC CENTER PLAZA, NASHVILLE, TN

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# COURTHOUSE PLAZA

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*Weaknesses – Too Much Parking*

# VISION QUESTIONNAIRE – RESULTS

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List three words that you think describe Downtown today.

Dark **Dusty** Run-down Abandoned

Dirty **Old** Potential Empty Government

Unkempt Desolate **Improving** Messy

Empty Old Uninviting **Asphalt** Poor

**Paving** Vehicles Depressing Unfriendly

Ugly **Potential** Vacant Inactive Dormant

Cute Old Unappealing **Uncoordinated**

# VISION QUESTIONNAIRE – RESULTS

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

Design **Lively** Developed **Exciting**

Green **Youthful** Recreation Clean

Beautiful Interesting **Vibrant** Epicenter

People **Art** Revitalized **Fulfilling**

**Growing** Family-oriented Well-kept

Fun **Attractive** Welcoming Prosperous

Shopping Entertaining Appealing **Alive**

# VISION QUESTIONNAIRE – 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

**On a scale of 1-5, assess the importance of the following goals for making Downtown more 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, utilities)	<input type="radio"/>				
More Retail Businesses	<input type="radio"/>				
More Restaurants & Entertainment Venues	<input type="radio"/>				
More Offices	<input type="radio"/>				
More Residences & Housing	<input type="radio"/>				
Improved Public Parks & Plazas	<input type="radio"/>				
Additional Public Events (art shows, parades, farmer's markets)	<input type="radio"/>				
Enhanced Connection to University	<input type="radio"/>				
Enhanced Connection to City Hall	<input type="radio"/>				

# TOP PRIORITIES

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## 1. Improved Aesthetics

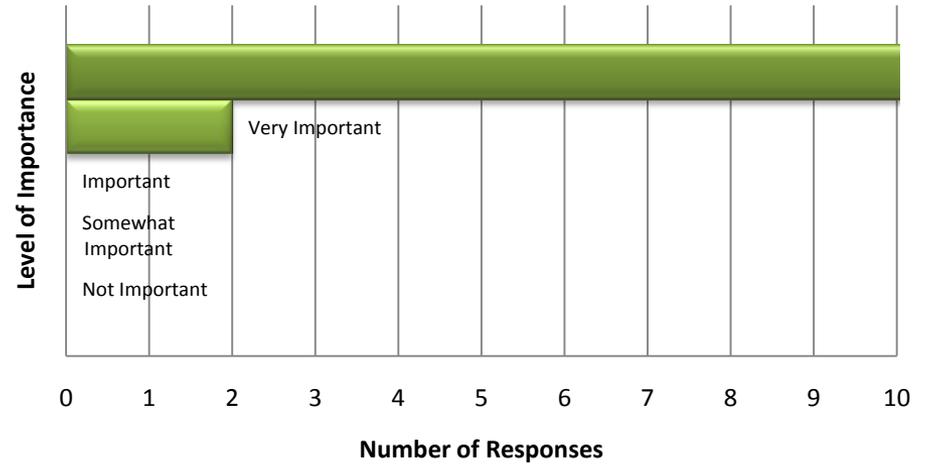
(trees, furniture, sidewalks)

## 2. Improved "Walkability" & Accessibility

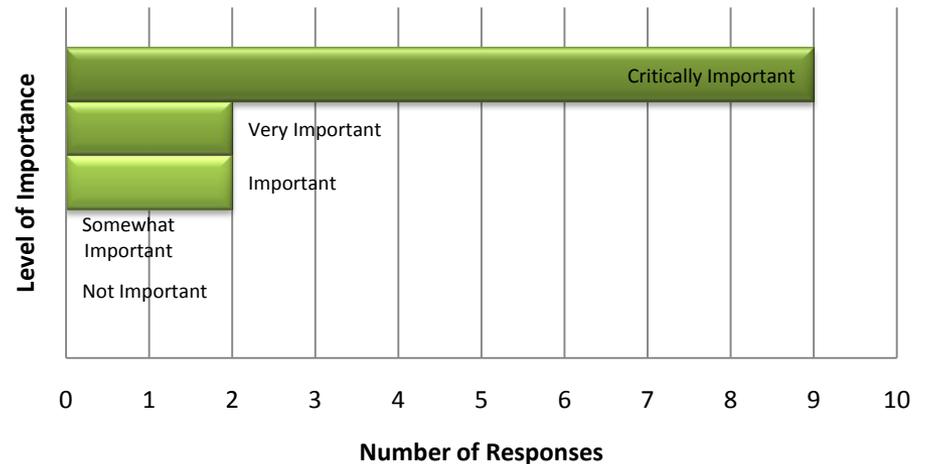
## 3. Additional Public Events

(art shows, farmer's markets, parades)

### Goal: Improved Aesthetics



### Goal: Improved "Walkability" & Accessibility

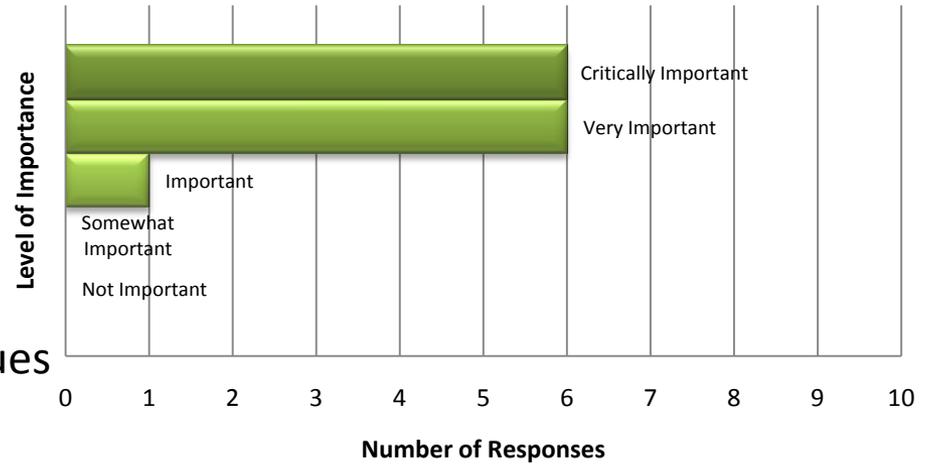


# TOP PRIORITIES

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4. Improved Public Parks & Plazas

**Goal: Improved Public Parks & Plazas**

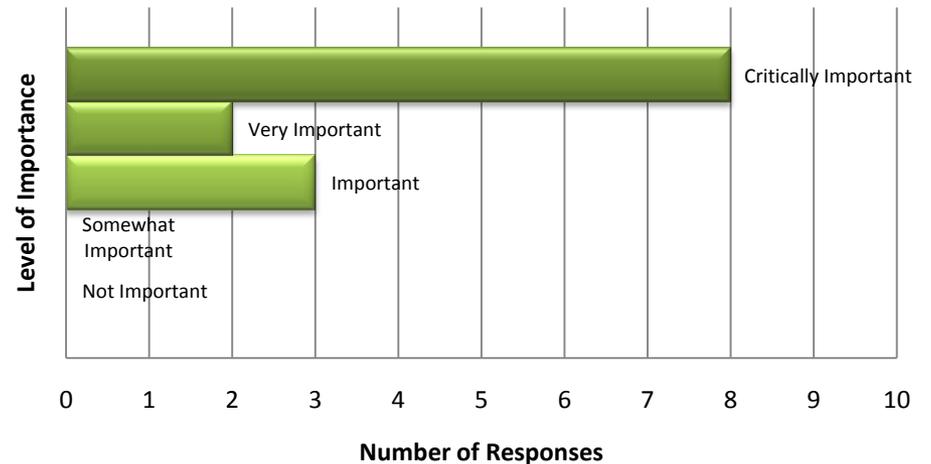


4. Enhanced Connection to University

4. More Restaurant & Entertainment Venues

5. Enhanced Connection to City Hall

**Goal: Enhanced Connection to University**



6. More Retail Venues

# LOWER PRIORITIES

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7. Improved Parking

8. Improved Infrastructure

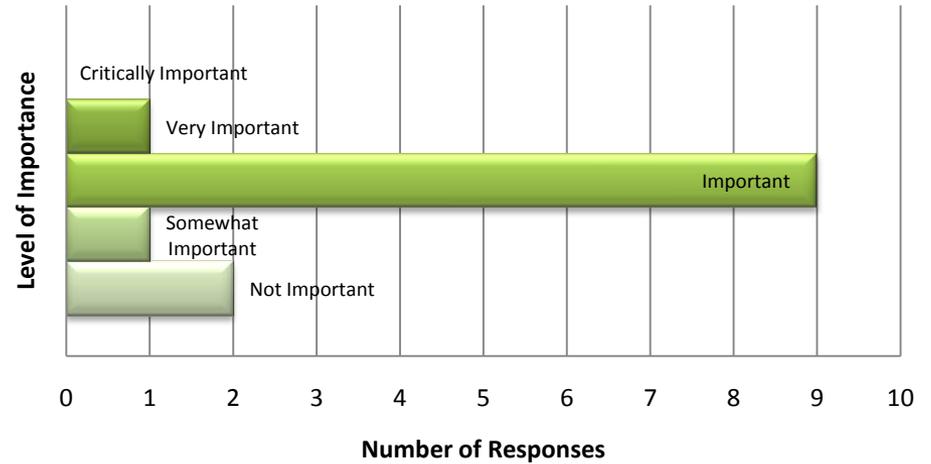
9. Improved Traffic Flow

10. Improved Signage & Wayfinding

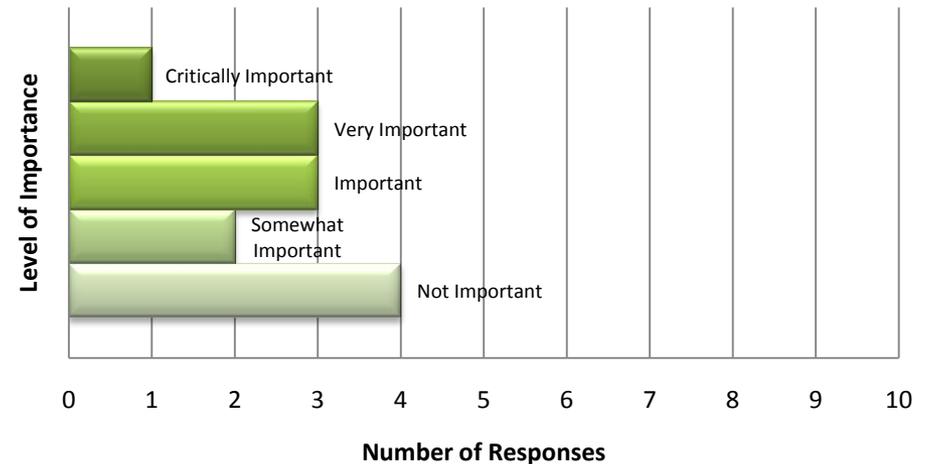
11. More Offices

12. More Residential/Housing

**Goal: More Offices**



**Goal: More Residential / Housing**



# LISTENING SESSION: QUESTIONS & DISCUSSION



## HOW DO YOU THINK RESIDENTS OF THE RIO GRAND VALLEY PERCEIVE EDINBURG?

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- They are really doing things in Edinburg!
- We're a bedroom community of McAllen with a major university in it.
- It's a major legal community
- We're known as a 9 – 5 town – we know as owners that restaurants are difficult to keep open at night. Open for only breakfast and lunch
- Can't walk from Univ to Town because there are no sidewalks.
- Bike routes would really help connection to Campus
- Reason for City Hall here is to save County Courthouse Square to re-build downtown. Previous president of Univ discussed pedestrian connection to campus.

## THOUGHTS FROM COMMUNITY?

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- City needs to give us a reason to walk – create destinations and in between there needs to be mail boxes
- Real issue with flooding
- Local Artists are here to support city in cultural arts.
- City has really grown, but infrastructure has not kept up.
- Artists help to bring in after-hours activities but we need to have spaces that support: exhibition space, studio space, performance space
- City needs to help provide these and artists will bring in the night life.
- Need more and better public transportation system.
- Old Auditorium should operate as an 1927 auditorium. Right now seats have been removed and a flat floor was put in and is used for dances and weddings.

## THOUGHTS FROM COMMUNITY?

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- Its extremely hot and makes walking difficult.
  - can be mitigated by trees, overhangs, shade devices to protect pedestrians from sun / heat
- City needs to work w/ County on changing the plaza to make it a green area based around the County Seat.
- People go to certain areas for multiple reasons. There needs to be more than one draw to make it a successful “destination”
- We may want to consider a Trolley system

## THOUGHTS FROM COMMUNITY?

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- In negotiations now w/ School District to purchase land as a portion of pedestrian connection
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# HOW DO YOU PERCEIVE EDINBURG?

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- Notes

# HOW DO YOU PERCEIVE EDINBURG?

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- Notes

# WHAT MAKES EDINBURG UNIQUE?

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- Edinburg is Family Friendly
- Need more student housing on or off campus yet.
- University is still a major commuter campus
- Hidalgo County seat may be the only “County Square” in the Valley.
- West side of Edinburg is the area that is growing much more than the east side.
- Traffic – too much going thru and not stopping. Why would I walk downtown? There is too much traffic and it’s too dangerous. People are not stopping
- Edinburg is the only COOL CITY in the Valley.
- East side is primarily the “Old Family – Mom and Pop Stores” Section of Edinburg. West side is becoming the area of Franchises.

# WHAT MAKES EDINBURG UNIQUE?

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- There a lot of “Family” Businesses that give a personal touch to this community
- Somehow we need to make Edinburg stand out from McAllen.
- McAllen 17<sup>th</sup> street – includes public art but we need to be careful that we don’t just copy the great urban art from other cities, due to copyright issues.
- From McAllen – issue w/ Edinburg, driving around the courthouse takes too long. But courthouse is too well known so that we need to keep, but use / capitalize it.
- Before we can attract outsiders we need to change the nature / mentality of the people who live here.

# HOW DO YOU IMAGINE EDINBURG IN 2020?

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- A major art and film festival
- Want to keep people downtown 24 / 7
- Major Conference Center Destination in conjunction with the University.
-

# HOW DO LOCALS USE THE CITY VS. HOW VISITORS USE THE CITY?

---

- Notes

# WHAT ARE THE STRENGTHS WEAKNESSES OF EDINBURG?

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# REGIONAL CONTEXT

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Why do people come to Edinburg?

What are the “Hot Spots”?

## CLOSING COMMENTS

CONTACT:

JUAN LOPEZ

DIRECTOR OF PLANNING & ZONING

CITY OF EDINBURG

956-388-8202