

# ENVISION McALLEN 2040 COMPREHENSIVE PLAN

ADOPTED MAY 2023



## The City of McAllen- Envision McAllen Comprehensive Plan:

APA – 2023 Texas Planning Awards Program

Submitted by:  
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682-386-1802



## TEXAS PLANNING AWARDS

### Award Category: Comprehensive Plan

#### Introduction – Project Overview

#### “Envision McAllen” – A Comprehensive Plan for the City of McAllen

The City of McAllen is a growing community, and the City's Comprehensive Plan no longer reflects the community's wants or needs. As a result, city staff engaged Freese and Nichols (FNI) to prepare a comprehensive plan and unified development code update concurrently.

Throughout the preparation of the comprehensive plan and unified development code update, FNI facilitated an intensive public outreach process. Public engagements involved an equity-centered, transparent approach to accessing the planning process, utilizing in-person and virtual engagement tools that function well in a multilingual environment. A vision and set of guiding principles were created from the community input and initial community analysis. Emphasis was put on regional coordination and the role of McAllen as a leader in the Rio Grande Valley, particularly in the international border context and economy.

#### The Plan's guiding principles are:

**Regionally Connected & Beyond** - McAllen residents should feel physically, socially, and digitally connected. The City should be walkable and designed with pedestrians, bicyclists, and vehicles in mind. People should be connected to economic, educational, and social well-being opportunities. Places, where people can connect, should be prioritized. Additionally, digital connectivity should not be a barrier for McAllen residents seeking opportunities.

**Regional & State Leader & Partner** - The close relationship with Mexico makes McAllen a beacon in the Rio Grande Valley and beyond. It is the destination within the region for medical services, tourism, and highly sought-after retail and shopping. By promoting and leveraging its bi-national heritage, the City can lead the way for future innovation.

**Welcoming, Safe & Equitable Community** - The City should create welcoming spaces and offer hospitality to new residents and visitors to help them embrace McAllen, generating pride and stewardship. In addition, ensuring that people feel safe and secure throughout the community with a welcoming atmosphere and equitable policies will ensure all people have an opportunity to survive and thrive here.

**Quality of Life** - McAllen desires to maintain its community-oriented environment while providing major cosmopolitan amenities and services. Many people and families are drawn to McAllen because of its high quality of life and affordability. Creating places for residents to gather for events, programs or to

2023 Texas Planning Awards Program  
Required Award Criteria Responses



spend time together is crucial to enhancing the quality of life. In addition, more entertainment options and amenities will make McAllen known as the city to visit and stay.

**Resilient & Innovative Economy** - The City should always strive to make sound decisions and prioritize budgets to prepare for the future. McAllen prioritizes supporting businesses already here, start-ups and local entrepreneurs, and new businesses seeking a skilled workforce that allows residents to work in addition to living here. McAllen should encourage the development of businesses and people through continuous workforce development to sustain the growth of businesses that represent our diverse community.

**Dynamic Built Environment** - McAllen's built environment should provide sustainable places for living, working, and recreation, creating an enviable quality of life. Efforts should be made to stabilize neighborhoods and encourage reinvestment without displacement to revitalize Downtown and fill the missing middle housing gap within neighborhoods. The City should prioritize maintaining and building quality infrastructure to attract and support existing and new development.

The land use element deploys a scenario-based approach, emphasizing outcome metrics, consequences of different approaches, and tradeoffs, including the fiscal impact of different development patterns. Urban form and character areas were analyzed, emphasizing approaches to mixed-use development in diverse contexts and intensities. Transportation and mobility, while addressing common transportation issues, highlight the role such facilities play in public health outcomes and accessing opportunities. This carries into economic resilience, as the plan looks towards McAllen's role in the regional, state, and national economy and identifies how best to bridge any gaps between the community vision and market direction. Finally, housing and neighborhoods were analyzed for their vitality and completeness in meeting residents' needs and quality-of-life desires. McAllen's heritage is celebrated within this element, laying out strategies for preservation and downtown revitalization.

The elements are distilled into an implementation plan, focused on outcome metrics, specific actions, and other measurable efforts to chart an effective course for McAllen's future. A diagnostic analysis of McAllen's regulatory environment is included. A second concurrent phase seeks to fast-track implementation by revising McAllen's Unified Development Code concurrent with the planning effort. This aims to operationalize the policies and actions in the plan into a format that supports private sector investment into the vision, guiding principles and goals. The Code emphasizes streamlined processes, plain language use, and thoughtful graphics to convey regulatory standards and incentives. The City Council unanimously approved the Comprehensive Plan with no public opposition in May 2023. The UDC update is expected to be approved later in 2023.



# Letters of Support

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JAVIER VILLALOBOS, Mayor  
JOAQUIN "J.J." ZAMORA, Mayor Pro Tem & Commissioner District 2  
TONY AGUIRRE, JR., Commissioner District 1  
J. OMAR QUINTANILLA, Commissioner District 3  
RODOLFO "RUDY" CASTILLO, Commissioner District 4  
VICTOR "SEBY" HADDAD, Commissioner District 5  
PEPE CABEZA DE VACA, Commissioner District 6

ROEL "ROY" RODRIGUEZ, P.E., City Manager

June 14, 2023

American Planning Association  
Texas Chapter

Comprehensive Planning Award Committee,


As a former City of McAllen Planning and Zoning Commission member and Chair, I understand the importance of proper planning and the impact a good comprehensive plan can have on a city. This why it is my pleasure to support *Envision McAllen's* nomination for a Comprehensive Planning Award.

*Envision McAllen* does a great job in not being overly technical. It simplifies concepts so that any McAllen resident can pick up and understand the ideas being discussed. This is a crucial aspect of planning that many times gets overlooked; I saw this firsthand during my time on the city's Planning and Zoning Commission.

Another aspect of *Envision McAllen* that will surely help revitalize our older neighborhoods is the proposed use of small area plans. I firmly believe that one size fits all mentalities rarely work and I think giving our planners the ability to analyze the specific needs of our neighborhoods so we can tailor our approach as needed based on the context of the area. I feel some of the older areas of McAllen will most definitely get the redevelopment they need without overburdening our residents.

It's easy sometimes for comprehensive plans to forget a city's common resident, but I truly feel *Envision McAllen* avoided this. From our great public outreach to its ease of use, *Envision McAllen* was always intended to serve all McAllen residents. As a citizen of McAllen, former Planning and Zoning Commission member, and now City Commissioner, I strongly support *Envision McAllen's* recognition through an APA Texas Planning Award!

Sincerely,



Jose R. "Pepe" Cabeza de Vaca  
City Commission District 6  
City of McAllen

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Required Award Criteria Responses



JAVIER VILLALOBOS  
MAYOR

June 14, 2023

American Planning Association  
Texas Chapter

Comprehensive Planning Award Committee,

I am writing in support of the City of McAllen's nomination for the Comprehensive Plan award. I strongly believe *Envision McAllen* is a bold plan that sets McAllen on a course to continue leading the Rio Grande Valley in quality of life for years to come.

From the selection of *Envision McAllen's* steering committee members to our public outreach events, our goal was to involve a broad cross-section of McAllen residents to ensure the plan would positively impact every resident of McAllen. This was accomplished by going where our residents already were, instead of making them come to us. Multiple events were hosted at our award-winning library making it an easy outlet to participate.

Community engagement was of the utmost importance to us. We made every effort to include our Spanish-speaking population throughout the whole process. Bilingual staff and bilingual materials were provided at every event and residents were informed through our Spanish-speaking media outlets. More importantly, *Envision McAllen's* website was completely bilingual for the exact purpose of allowing every resident to voice their concerns and opinions.

I truly feel *Envision McAllen* is a quality plan and an excellent path towards continued prosperity. Receiving a Planning Award would truly be an honor!

Sincerely,

A handwritten signature in black ink, appearing to read 'Javier Villalobos', is written over the typed name. The signature is fluid and cursive, with a large loop at the beginning and a long tail extending to the right.

Javier Villalobos  
Mayor

2023 Texas Planning Awards Program  
Required Award Criteria Responses



**LAW OFFICE OF JAMES DARLING**  
**P.O. Box 5489**  
**McAllen, Texas 78502**  
**(956) 648-5143**

American Planning Association  
Texas Chapter  
Comprehensive Planning Award Committee

Re: City of McAllen, Texas - Envision McAllen

Dear Committee Members:

I respectfully recommend to the Committee that the City of McAllen's comprehensive plan entitled Envision McAllen be recognized for the top award in this year's planning completion. As a former Mayor of the City of McAllen (2013-2021) and former City Commissioner (2007-2013) and former City Attorney (1978-2006) I was proud to have been asked to serve of the 2023 Comprehensive Plan advisory committee. Based on my prior experience with my City of McAllen, I had extensive experience dealing with our zoning, building and various development codes and knew the importance of how the laws and regulations in these areas affected the developers, builders and most importantly the home owners and all the residents of our city.

I think the staff put together a cross section of interested citizens to serve on the committee that showed a genuine interest and across the board expertise and experience in what makes McAllen a great city and what we should do to make it even better and more responsive to future needs and changes. The staff didn't lecture but really listened and encouraged a wide variety of opinions to that was shared and discussed at the committee level. The end result is a document that meets present needs and is flexible for the future. I personally know how difficult it is to sit on the City Commission and Planning and Zoning Commission in deciding land and building use and land development matters that affect the growth of our city and day to day property us and conditions for our citizens. I also believe that the new Envision McAllen will make that process better for everyone involved from the residents, to the builder, to the developer, to the City Planning staffers and Administrators and to the appointed and elected officials.

For the above reasons, I hope that your committee awards our plan as the best for 2023!

Respectfully,

A handwritten signature in blue ink, appearing to read 'James E. Darling', is written over a horizontal line. The word 'for' is written in blue ink to the right of the signature.

James E. Darling

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Required Award Criteria Responses



McAllen Administration  
1420 Erie Ave. McAllen, TX 78501  
Ph: 956-687-6263 Fx: 956-682-9751  
NMLS# 346848

Weslaco • McAllen

June 15, 2023

American Planning Association  
Texas Chapter

Comprehensive Planning Award Committee,

Through this letter I would like to add my support to *Envision McAllen's* nomination for a Comprehensive Plan award. As a steering committee member I saw firsthand the productive discussions and concepts that helped craft *Envision McAllen*. I can confidently say this is a good plan that sets up McAllen for continued success.

First off, I would like to applaud McAllen's City Commission for appointing a steering committee comprised of stakeholders from a wide variety of fields to ensure *Envision McAllen* would truly be a **comprehensive** plan. Housing, education, development, and healthcare are all crucial to a city's growth and *Envision McAllen's* steering committee encompassed these fields. Including me, as the representative of a locally based non-profit single family affordable housing provider on the committee, speaks volumes of the inclusiveness intent of the City Commission. This led to a final product that takes a holistic view of what is needed for a growing city and lays out a framework to address these issues.

Working in the affordable housing sector, I understand the importance and impact that a home can have on a city's population. *Envision McAllen's* focus on "workforce housing" or the "missing middle housing" places affordable housing at the forefront of the City's plan. Allowing for a wider variety of housing types will have a direct impact on our City and allow a greater share of our population to increase their quality of life.

*Envision McAllen* is a document that was crafted to work for all McAllen residents. In its development there was continuous public outreach so everyone could keep up with the plan and give input as chapters were released. This led to a bold strategy to maintain and improve on McAllen's quality of life. Once again, I strongly support recognition of *Envision McAllen* through a Comprehensive Plan Award.

Sincerely,

Robert "Bobby" Calvillo  
Executive Director



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*"Transforming Families  
Strengthening Communities"*

**Board of  
Commissioners**

June 15<sup>th</sup>, 2023

**Ronnie Cruz**  
Board Chairman

American Planning Association  
Texas Chapter

**Elva M. Cerda**  
Vice-Chair

Comprehensive Planning Award Committee,

As you review the nominees for a Comprehensive Plan Award, I would like to urge you to strongly consider *Envision McAllen*. As a member of the plan's steering committee, I would like to add my support for *Envision McAllen's* consideration.

**Eliseo "Tito"  
Salinas**  
Commissioner

*Envision McAllen* was able to bring together a steering committee that brought together stakeholders from a variety of sectors. With our separate points of view, we came together and crafted a visionary strategy for the City's future. Throughout the process, we received positive feedback from the community which assured us we were on the right path.

**Marc David  
Garcia**  
Commissioner

As Executive Director for the McAllen Housing Authority I see the housing needs of McAllen residents every day. *Envision McAllen's* strong focus on housing and allowing for all types of housing will undoubtedly have a long lasting impact on McAllen. Likewise, its focus on improving park access through facility enhancements Citywide ensures all McAllen residents will have quality of life amenities near them.

**Kristel Garcia**  
Resident  
Commissioner

Lastly, I'd like to note that a good number of the Housing Authority's families are Spanish-speaking households. The City did a great job in reaching out to Spanish-speaking residents for input. More importantly, the drafting of an Executive Summary document in Spanish will go a long way in ensuring inclusivity.

**Rodolfo "Rudy"  
Ramirez**  
Executive Director

As a part of *Envision McAllen* from the beginning, I can honestly say that it is a plan that will leave a lasting impact on our residents. Furthermore, I am ecstatic that we received buy-in from residents, stakeholders, and elected officials throughout the whole process. So, with that in mind, I would like to once again reiterate my total support for *Envision McAllen* and its nomination for an APA Texas award!

Sincerely,

Rodolfo "Rudy" Ramirez

Rodolfo "Rudy" Ramirez, MPA  
Executive Director



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mcallenha.org



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@mcallenha





**Award Category:**  
**Comprehensive Plan - Criteria Section**

## TEXAS PLANNING AWARDS

### Award Category: Comprehensive Plan

1. Originality and innovation. Document how your entry presents a visionary approach or innovative concept to address needs. Explain how the use of the planning process in this context broadened accepted planning principles within the context of the situation.

As the Rio Grande Valley continues a trend of explosive population and economic growth, McAllen's Comprehensive Plan, "Envision McAllen," allows the city to remain flexible. The plan guides business, residential and economic development into 2040. As a leader in the region, McAllen has capitalized on opportunities from both sides of the border, and international trade and commerce will continue to play a significant role in the local economy.

The plan assists the City in making informed decisions related to economic development in a citywide, regional and binational context, versus individual target industries or project-specific site decisions. Economic resilience underpinned recommendations throughout the plan. It's a long-term look at transportation, land use, infrastructure, economic development, and neighborhoods.

Community input was vital to the plan's success, allowing the City to create a report highlighting citizens' top priorities as the city grows. Among them was a trend toward more mixed-used development, allowing residents to better access a variety of opportunities within their communities. The plan supports pedestrian-oriented, mixed-use urban environments at nodes throughout the City with convenient access to multi-modal corridors, shopping, employment, housing and neighborhood retail services.

The plan encourages missing middle housing and describes a range of multifamily housing, including low-rise, low-density residential duplexes to small apartment buildings that can complement single-family neighborhoods. Missing middle housing is more affordable and allows McAllen, which is primarily landlocked, to maximize its existing footprint.

The planning process sought to help community leaders and residents make the link from the Future Land Use Plan (FLUP) to the physical world using activities and visuals such as Lego activities during early engagement as tools for discussing density and scale. The plan also provides land use diagrams that supplement the FLUP and visually demonstrate what different land use mixes might look like in implementation.

2. Quality. Explain how your plan is state-of-the-art in terms of presentation and methodology. Identify what makes this plan exceptional or stand out compared to other comprehensive plans.

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This comprehensive plan proactively addresses the community's future growth and development. It's a connection between the community's vision and land use regulations. Without the foresight provided by this comprehensive plan, the development process would be reactive, resulting in uncoordinated, costly development that may not be in the best interest of the wider community.

This comprehensive plan provides vision, guidance, and recommendations on how land should be utilized to meet the needs and desires of the community, and, ideally, zoning regulates those land uses in accordance with the plan. The guiding principles are the building blocks for this, representing the community's goals and aspirations and providing direction across all Plan components. Guiding principles also provide a framework for future decision-making and evaluation of changes, challenges, opportunities, and issues that were not anticipated by this Plan, allowing it to function as a living document.

This Comprehensive Plan incorporated resilience frameworks into the conversation and was looked at holistically, including social, economic, and environmental impacts and responses. Specific recommendations for community resilience and physical utility resilience were provided. Most impactful, however, were the conversations that were started regarding resilience among community leaders as a result of this process.

The Plan incorporated a vibrant brand, which may seem like a small thing compared to the content of the plan, but this helped get residents more interested in the plan when it was fun, interesting to look at, and visually reflected their community and culture.

The plan does not include any areas of strictly single-family housing uses, instead, these housing types are intermingled with low to mid-density housing options and neighborhoods serving retail in complete and mixed-density communities. Additionally, a bold statement is made via the blanketing of the entire ETJ in conservation development, demonstrating the City's commitment to a progressive future.

3. Engagement. Explain how various stakeholder interests were involved and the extent of that involvement. Competitive entries demonstrate a strong effort to solicit input from those who historically have been left out of the planning process. Show how the nominated plan obtained public and private support.

It is important that quantitative analyses are supplemented by qualitative data of what the people in McAllen are feeling, seeing, and hearing in their community. To achieve that, the planning process was infused with community input. The project team and City staff held various meetings and engagement activities throughout the planning process. This included:

- Meetings with the Comprehensive Plan Advisory Committee, a group appointed by the City Commission to guide the process.
- A series of focus group meetings where the team convened experts and interested parties related to specific topics affecting the Plan.
- Online public surveys and tabling at community events to expand the reach of the Plan into the community.

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- Community meetings where the public was invited to influence the content of the Plan.
- Checkpoints with the City Commission at major milestones.

The process sought to be inclusive and transparent, keeping in mind the City's diverse population, ensuring an equitable outreach strategy was critical to those often left out of the planning process. A planning team can take on multiple roles, as a leader, a guide, or a facilitator, and the team for this process implemented those approaches as appropriate throughout the plan's development in an effort to generate a co-created plan with the community.

The City advertised input opportunities through social media, local media, and word of mouth. Community events, project open houses, online surveys, and formal public meetings were held throughout the process to inform and solicit direction from the community, residents, and the City's elected and appointed officials. Each engagement provided both verbal and written multilingual correspondence. Community engagements occurred both in-person and virtually, allowing greater accessibility, and meeting recordings were available on the project's website to allow greater transparency.

The project gained community support throughout the process and was unanimously approved with no opposition.

4. Implementation and Effectiveness. Address what steps have been taken to build momentum and public support for following and implementing the plan. State how your entry addressed the need or problem that prompted its initiation. Be explicit about how the results have made a difference in the lives of the people affected. Convey the level of effectiveness your entry can have over time. State the positive or unintended outcomes.

Implementation is an essential element of the comprehensive planning process that allows the City to take the recommendations from this Plan from vision to reality.

The future of McAllen will be shaped using the recommendations developed in this plan and the quality of life for residents will be substantially influenced by how the recommendations are implemented. Implementation should be a continuous process, with this plan being updated periodically to remain relevant. The plan recommendations may be implemented through adopted development regulations and capital improvement programs. Some actions will only require simple refinement of existing regulations or processes, while others may require establishing new regulations, programs, or processes. Some actions will involve additional community input and the continued support of local organizations and private partnerships.

Implementation oversight will be assigned to an individual or department within the City, such as the City Manager or Planning Department. The City may find it useful to conduct an alignment exercise - a process where applicable plans, policies, and projects are identified; their content, links to this comprehensive plan, and links to each other are mapped; and a

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comprehensive road map is developed so that the right actions are executed in the most efficient order.

A comprehensive plan is not regulatory and is used in conjunction with a zoning ordinance and other land use and development regulations. The comprehensive plan provides vision, guidance, and recommendations and, ideally, regulations are used in accordance with the plan. The City is already taking steps to also update its Unified Development Code to align with the newly adopted Comprehensive Plan, which is expected to be complete by the end of 2023. Actions will be implemented by city staff, the planning and zoning commission, the city commission, developers, property owners, businesses and residents.

5. Promotion of Planning. Clarify the role, significance and participation of planners. Demonstrate the connection between the effort's success and increased awareness in the community of planners and planning.

The City of McAllen's Comprehensive Plan will have wide-ranging impacts on residents' quality of life and methods that were used to ensure the City's future growth supports the vision the residents have created.

It was important for the community to understand how decisions made today would impact the future of their City. For more than 16 months, city officials, in partnership with an advisory committee of community leaders, worked to develop a tangible vision and goals for the City of McAllen. These were used to guide all recommendations and it was made clear how Plan recommendations were supportive of those goals and therefore residents could understand how the Plan would impact them.

At several points throughout the process, the city sought input from the public. Each Plan chapter begins with a "what we heard" section that demonstrates how that input shows up in the recommendations, allowing residents to see their thoughts and ideas being implemented. This led to the residents feeling heard and seeing that their participation was impactful, making them more invested in the process and in their community generally.

The Comprehensive Plan is a guiding document that tells everybody who lives here, who comes here, and who sees it that this is what McAllen wants to be as it grows into the future. It demonstrates that the City is thinking about its future. The City's forward-thinking began by creating a comprehensive plan embracing a changing community and recognizing that change will be inevitable and vital for sustaining growth. A new Unified Development Code is currently underway to align with the Comprehensive Plan so the residents will be able to see the realizations of the Plan quickly, continuing the momentum generated by the planning process and not allowing the community's interest to become stagnant.



# Supporting Documents

Media Links, Public Outreach and Photos

## **Envision McAllen Comprehensive Plan - Media Links**

### **Accessibility to the McAllen Comprehensive Plan**

**Envision McAllen Comprehensive Plan Website:** <https://www.mcallen.net/yearinreview/26.html>

### **Envision McAllen Comprehensive Plan Website by Section:**

<https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/home/>

**Get Involved:** [https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/get\\_involved/](https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/get_involved/)

**Meet the Team:** [https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/meet\\_the\\_team/](https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/meet_the_team/)

**Documents:** <https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/documents/>

**Draft Plan:** <https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/draftplan/>

**Contact Us:** [https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/contact\\_us/](https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/contact_us/)

### **In the News**

Rio Grande Guardian – **City of McAllen invites comments on comprehensive plan - April 13, 2023**

<https://riograndeguardian.com/city-of-mcallen-invites-comments-on-comprehensive-plan/>

KRGV.com - **City of McAllen seeking residents' input on 2040 comprehensive plan**

<https://www.krgv.com/news/city-of-mcallen-seeking-residents-input-on-2040-comprehensive-plan/>

Valley Central.com - **City of McAllen seeking residents' input on 2040 comprehensive plan**

<https://www.valleycentral.com/news/local-news/mcallen-officials-to-hear-residents-ideas-at-community-meeting/>

Rio Grande Guardian – **City of McAllen invites comments on comprehensive plan - April 23, 2023**

<https://riograndeguardian.com/city-of-mcallen-invites-comments-on-comprehensive-plan/>

Rio Grande Guardian – **Video: Today is the last day for public comment on City of McAllen's new comprehensive plan**

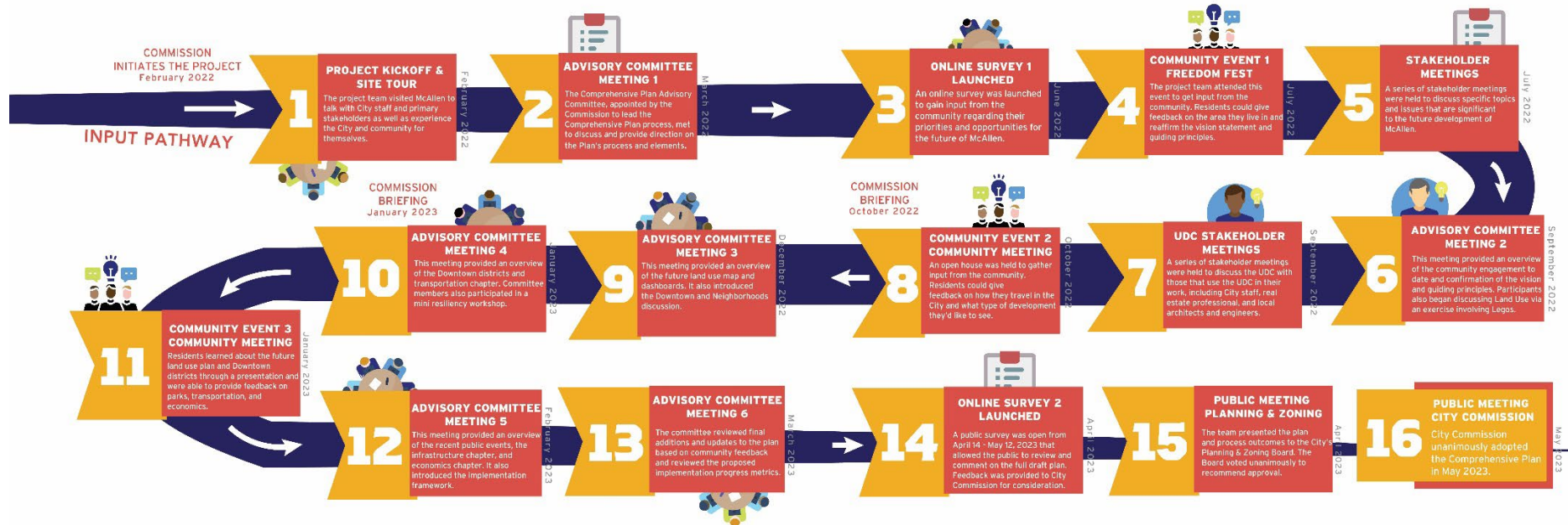
<https://riograndeguardian.com/video-today-is-the-last-day-for-public-comment-on-city-of-mcallens-new-comprehensive-plan/>

UTRGVTV – **Video: McAllen en proceso de Actualizacion de su Plan Comprensivo**

<https://utrgvtv.com/index.php/2022/09/30/mcallen-en-proceso-de-actualizacion-de-su-plan-comprensivo/>



# 2023 Texas Planning Awards Program Required Award Criteria Responses



*Proposed engagement pathway to a successful comprehensive plan.*

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Required Award Criteria Responses

**CITY OF McALLEN  
ENVISION 2040  
COMPREHENSIVE PLAN**

The City of McAllen is updating their Comprehensive Plan to help guide the City's future. The City leaders and staff will use this plan to make important land use, budgeting, and development decisions.



**YOUR INPUT  
MATTERS!**



**SAVE THE DATE**

**Community Meeting**

October 11th, 2022

5.30-7pm

McAllen Public Library  
Auditorium  
(4001 N 23rd)

Sign up for project updates and event notifications by visiting the project website.

[www.McAllen2040.com](http://www.McAllen2040.com)

Use the QR code to visit the project website



**LA CIUDAD DE McALLEN  
VISUALIZAR 2040  
PLAN INTEGRAL**

La Ciudad de McAllen está actualizando su Plan Integral para ayudar a guiar el futuro de la Ciudad. Los líderes y el personal de la ciudad utilizarán este plan para tomar decisiones importantes sobre el uso de la tierra, el presupuesto y el desarrollo.



**¡SU OPINIÓN ES  
IMPORTANTE!**



**RESERVA LA FECHA**

**Reunión de la comunidad**

11 de octubre de 2022

17:30-19:00

Auditorio de la Biblioteca  
Pública de McAllen  
(4001 N 23rd)

Regístrese para recibir actualizaciones del proyecto y notificaciones de eventos visitando el sitio web del proyecto.

[www.McAllen2040.com](http://www.McAllen2040.com)

Utilice el código QR para visitar el sitio web del proyecto



Flyers made available to the public for the Envision McAllen - 2040 Comprehensive Plan meeting.

**CITY OF McALLEN**  
**ENVISION 2040 COMPREHENSIVE PLAN**

**YOUR INPUT MATTERS!**

**SAVE THE DATE**  
**Community Meeting**  
October 11th, 2022  
5.30-7pm  
McAllen Public Library



Sign up for project updates and event notifications by visiting the project website.

[www.McAllen2040.com](http://www.McAllen2040.com)

*Social media announcement for the Envision McAllen - 2040 Comprehensive Plan meeting.*

**LA CIUDAD DE McALLEN**  
**VISUALIZAR 2040 PLAN INTEGRAL**

**¡SU OPINIÓN ES IMPORTANTE!**

**RESERVA LA FECHA**  
**Reunión de la comunidad**  
11 de octubre de 2022  
17:30-19:00  
Biblioteca Pública de McAllen



Regístrese para recibir actualizaciones del proyecto y notificaciones de eventos visitando el sitio web del proyecto.

[www.McAllen2040.com](http://www.McAllen2040.com)

# WELCOME!

Thank you for coming to the Comprehensive Plan Community Meeting!

# ¡BIENVENIDO!

*¡Gracias por venir a la Reunión Comunitaria del plan comprensivo!*

A Comprehensive Plan is a document created through a process of community engagement, which determines community goals and aspirations that are utilized by the City of McAllen to make decisions regarding land use, community identity, parks and recreation, neighborhoods, economic development, transportation, utilities, community facilities and public services.

The purpose of this event is to get feedback from residents on their desires for their community in the future. Take a look around to learn about the planning process and provide your input on the future of McAllen.

Let us know if you have any questions!

*Un plan comprensivo es un documento creado a través de un proceso de participación de la comunidad, la cual determina los objetivos y aspiraciones de la comunidad que serán utilizadas por la Ciudad de McAllen para tomar decisiones con respecto al uso del terreno, la identidad comunitaria, los parques y la recreación, los vecindarios, el desarrollo económico, el transporte, los servicios públicos, las instalaciones de la comunidad y los servicios públicos.*

*El propósito de este evento es obtener la opinión de los residentes sobre sus deseos para su comunidad en el futuro. Eche un vistazo para conocer el proceso de planificación y aporte su opinión sobre el futuro de McAllen.*

*¡Háganos saber si tiene alguna pregunta!*



Multilingual welcome board for the community meeting.

# WHAT'S MISSING IN MCALLEN? ¿QUÉ FALTA EN MCALLEN?

PLACE A STICKER ON YOUR TOP 3 CHOICES THAT BEST ANSWERS THE QUESTION  
COLOCA UNA PEGATINA EN LAS 3 PRIMERAS OPCIONES QUE MEJOR RESPONDAN A LA PREGUNTA

Office Space  
*Espacio de oficinas*

Entertainment Venues  
*Lugares de entretenimiento*

Local Boutiques and Retail  
*Tiendas y comercios locales*

Industrial Development  
*Desarrollo industrial*

Parks and Trails  
*Parques y senderos*

Restaurants  
*Restaurantes*

Housing Choices  
*Opciones de vivienda*

Local Employment Centers  
*Centros locales de empleo*



*Community meeting boards gather residents' input on what they want to be addressed in the comprehensive plan.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*The City's Freedom Festival was a great way to engage the community and share the plan's vision.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in input stations during the Freedom Festival.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the Freedom Festival held in the study area.*

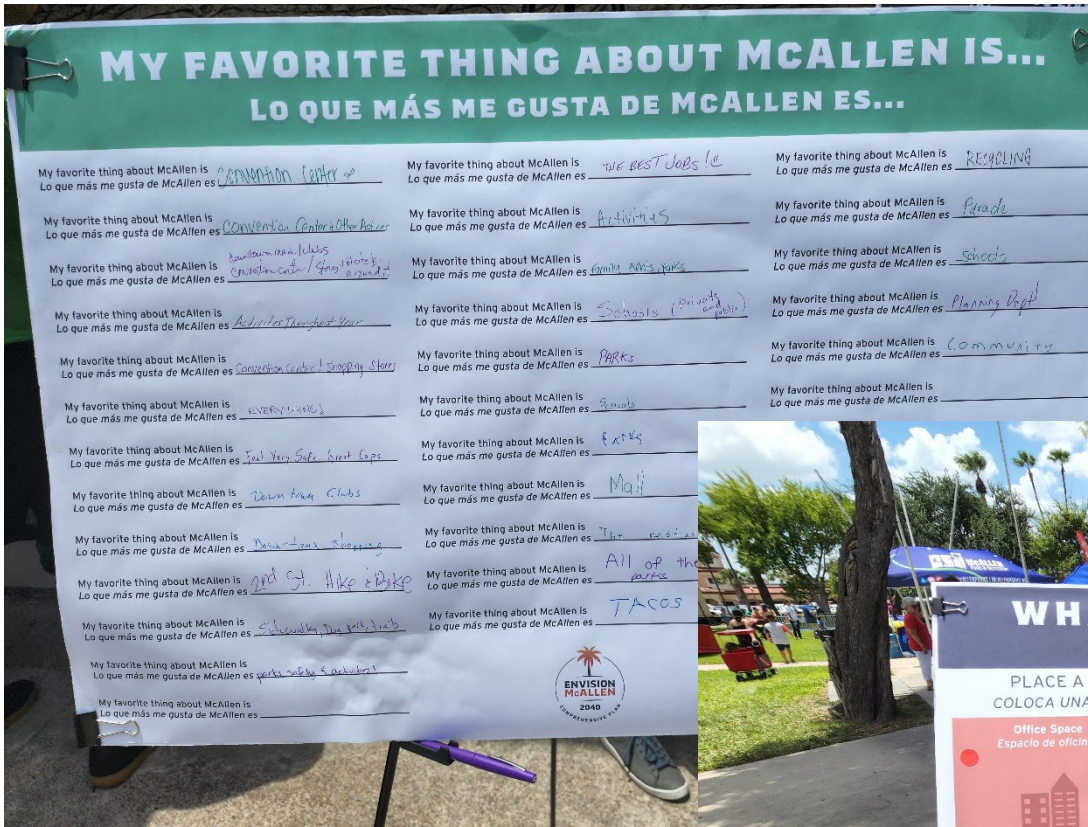


2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the Freedom Festival held in the study area.*

## 2023 Texas Planning Awards Program Required Award Criteria Responses



Input from McAllen residents collected during the Freedom Festival.



2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the first community workshop.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the first community workshop.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the first community workshop.*

2023 Texas Planning Awards Program  
 Required Award Criteria Responses



Community meeting boards during the first community workshop.

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the second community workshop.*



*McAllen residents participate in the input stations during the second community workshop.*



2023 Texas Planning Awards Program  
Required Award Criteria Responses



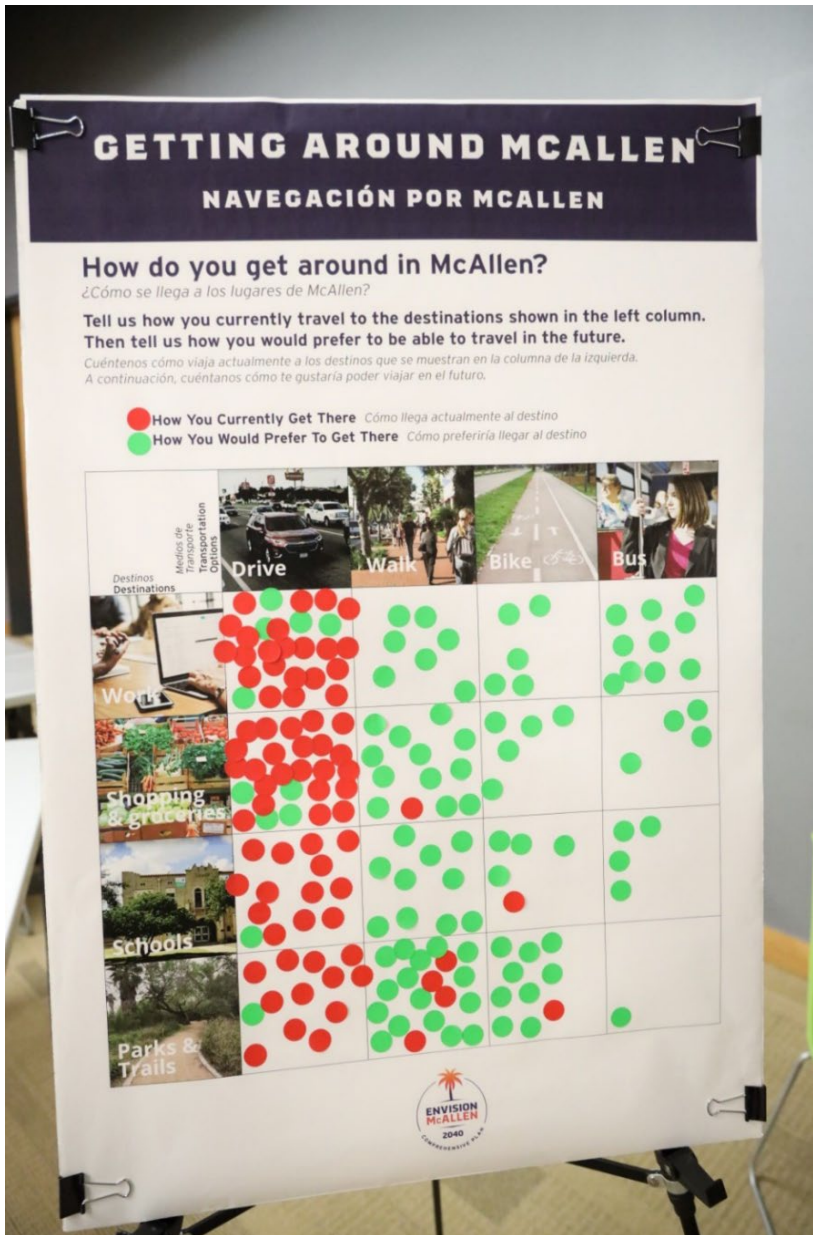
*McAllen residents participate in the input stations during the second community workshop.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen residents participate in the input stations during the second community workshop.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



Input from McAllen residents collected during the second community workshop.

2023 Texas Planning Awards Program  
Required Award Criteria Responses



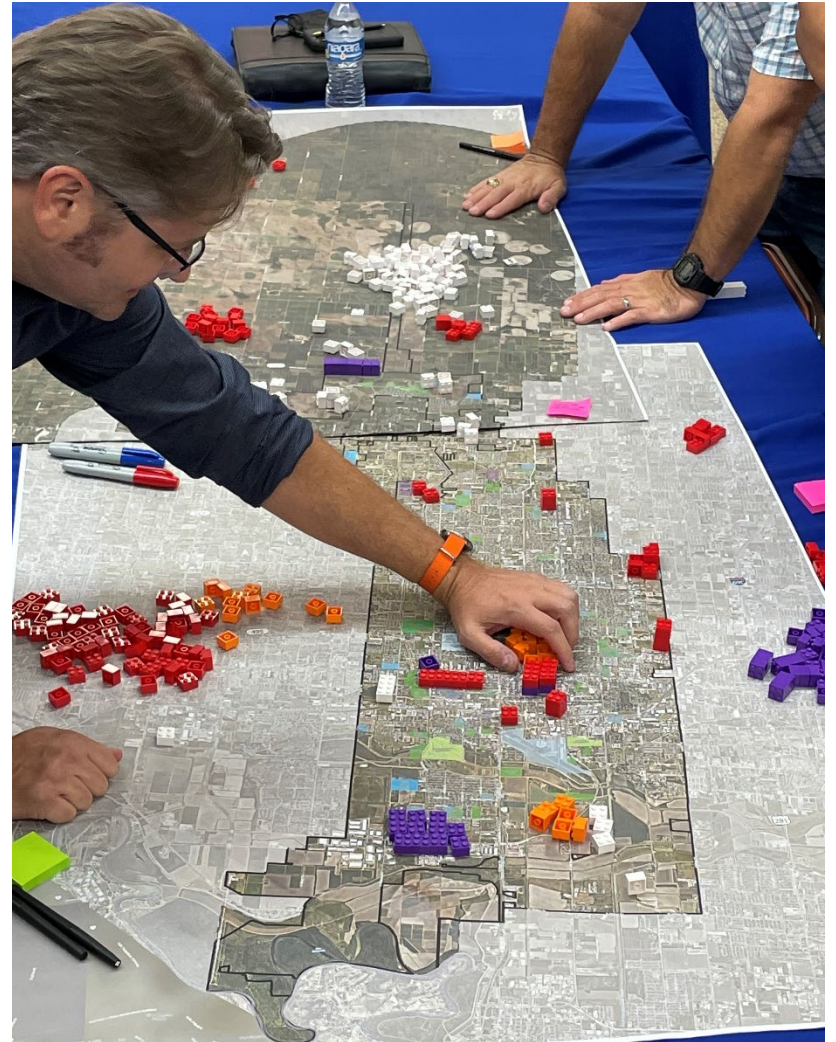
*McAllen community leaders participate in a resilience workshop during CPAC meetings.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen community leaders participate in a resilience workshop during CPAC meetings.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen community leaders participate in a resilience workshop during CPAC meetings.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



*McAllen community leaders participate in a resilience workshop during CPAC meetings.*

## 2023 Texas Planning Awards Program Required Award Criteria Responses

Welcome! | ¡Bienvenido!

Land Use & Development | Uso y desarrollo del suelo

Economic Resiliency | Resiliencia Económica

Neighborhoods & Downtown | Vecindarios y el Centro de la ciudad

Services, Facilities, Parks, & Infrastructure | Servicios públicos, Instalaciones, Parques e Infraestructura

Transportation & Mobility | Transporte y Movilidad

socialpinpoint

### Welcome! | ¡Bienvenido!

The City of McAllen is beginning a year-long planning process to develop the City's comprehensive plan. This plan will capture the community's vision and will be used daily by City Council and other decision-makers to inform decisions on growth, development, and preservation.

Please share your input on land use, housing, and other important topics using the buttons to the right.

*La ciudad de McAllen está comenzando un proceso de planificación para desarrollar el plan comprensivo de la ciudad. Este plan captará la visión de la comunidad y será utilizado diariamente por el Concejo Municipal y otros funcionarios para informar decisiones sobre crecimiento, desarrollo y preservación.*

*Comparta su opinión sobre el uso de suelo, la vivienda y otros temas importantes usando los botones a la derecha.*

... here. And more public

... & Infrastructure | Servicios públicos, Infraestructura | 9 months ago

... areas they study. We cannot rely only on food and medical services, and retail down here. Also, McA needs to have more cultural venues or work with the ones we have (for ex., IMAS) to attract people who have lived in other cities outside of the valley.

... Economic Resiliency | Resiliencia Económica | 9 months ago  
Like 👍+9 Dislike 👎

... en la zona centro que no s. No nos costaría ni un pennie lugar de "repavimentar" calles mento perfecto, que falta de pavimentar. se ciudad,

... town | Vecindarios y el Centro de la

... Para los que les gusta andar en bicicleta o caminar faltan banquetas en las principales calles por ejemplo en la trenton y en la 10th.

... Transportation & Mobility | Transporte y Movilidad | 9 months ago  
Like 👍+4 Dislike 👎

... hat makes landlords behavior of their tenants, e already been informed by (ors) about they not following ont yards clean, no dumping et.

... town | Vecindarios y el Centro de la

... Mi sugerencia es que no sigan construyendo apartamentos, porque el trafico de la ciudad se va a congestionar mas.

... Land Use & Development | Uso y desarrollo del suelo | 9 months ago  
Like 👍+1 Dislike 👎-1

... I believe that there needs be a city ordinance requiring all new developments to landscape with native plants. On city owned land, the City of McAllen should replace all non-native plants with native plants.

... I would like to see incentives to revitalize areas in McAllen that are already developed. It seems that the town keeps moving north and I am concerned that areas that already have services and roads and are within a short distance to many people will fall into economic depression which will cause property values (commerce and homes) fall. As new areas in town are developed, land needs to be set aside to make new parks- there really aren't a lot of parks in McAllen, compared to other cities.

... Land Use & Development | Uso y desarrollo del suelo | 9 months ago  
Like 👍+11 Dislike 👎

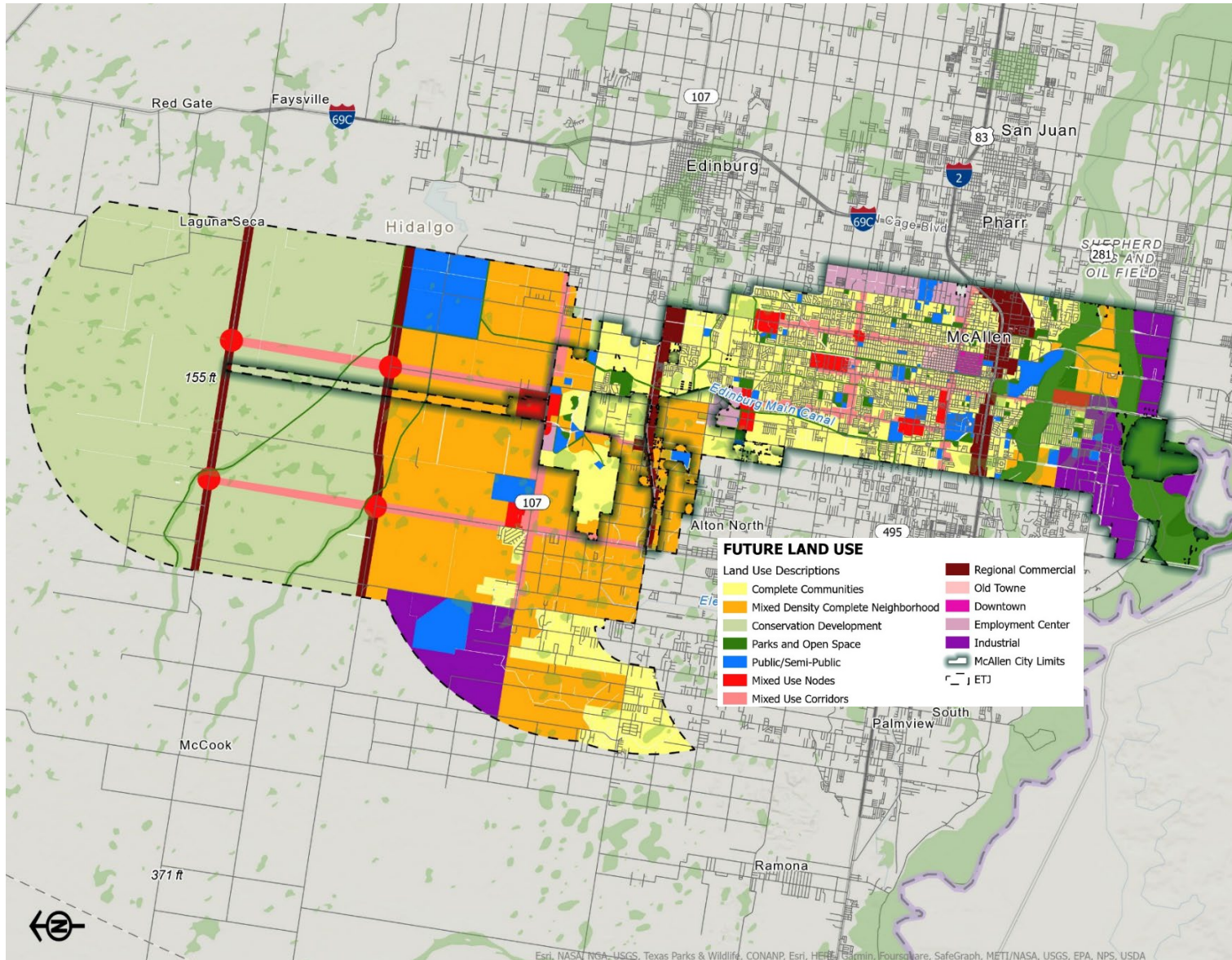
... The fundamental issue in a city is its livability. This includes good public transportation, that every body respects the rules (so pedestrians need not risk their lives crossing busy streets), and that neighbors respect each other, in particular respect for the ordinances concerning noise, cleanliness, parking. Huge parking lots with only asphalt on them don't help livability. Have business & the city plant trees!

... Land Use & Development | Uso y desarrollo del suelo | 9 months ago

*Get Engaged website page encouraging residents to get engaged by taking the online survey or placing their thoughts on the ideas wall.*

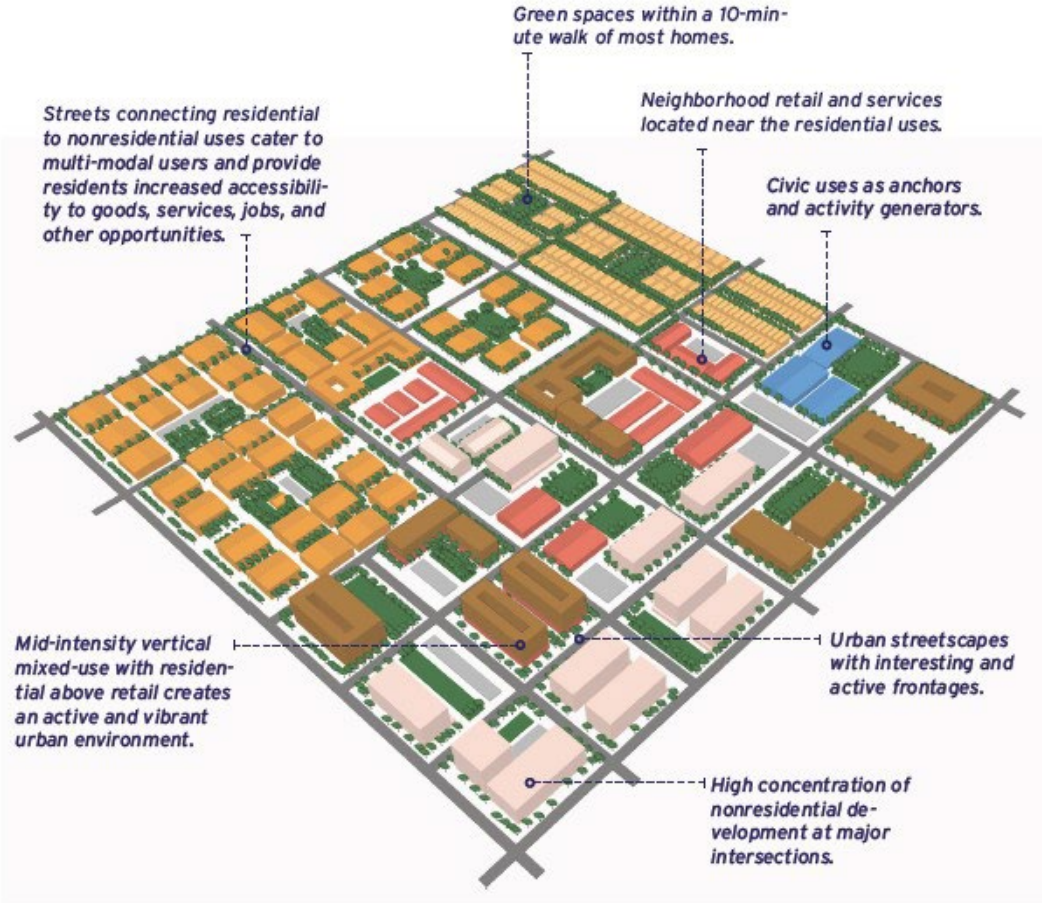


## 2023 Texas Planning Awards Program Required Award Criteria Responses



*Future Land Use Maps guide the development of the community to ensure an orderly and sustainable development pattern.*

2023 Texas Planning Awards Program  
Required Award Criteria Responses



Typical Node development patterns.

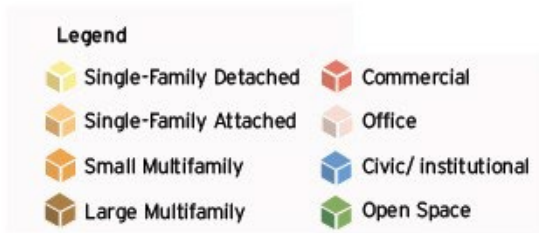


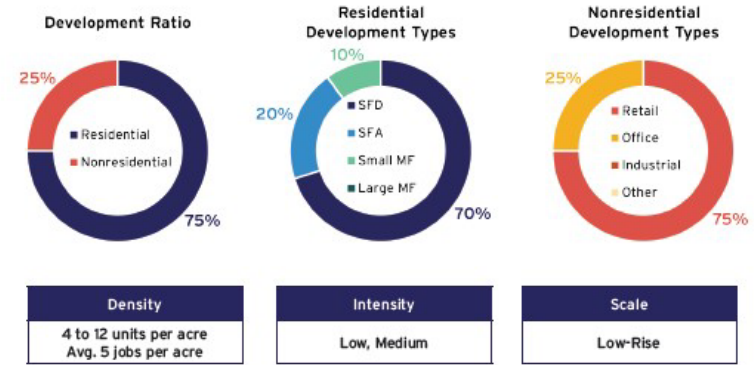
FIGURE 2.7 - TYPICAL NODE DEVELOPMENT PATTERNS

## 2023 Texas Planning Awards Program Required Award Criteria Responses

### COMPLETE COMMUNITY

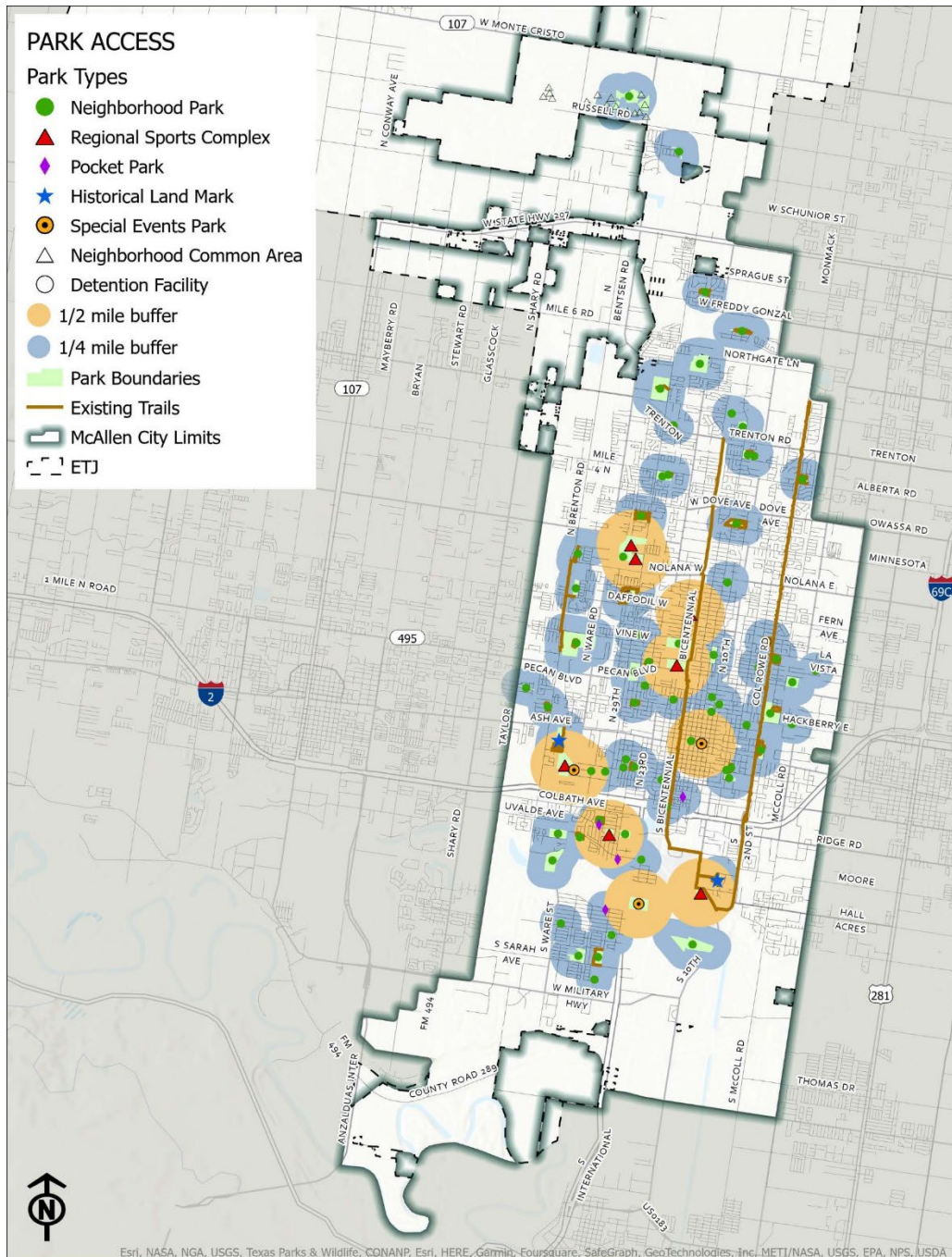
Complete Communities allow for established low-density neighborhoods to welcome compatible density and commercial uses into their neighborhoods via incremental infill. Most of the close-in existing neighborhoods in McAllen have been included under this future land use. These areas are majority residential, with some office, retail, and other nonresidential uses that serve residents. These uses are more likely to be horizontally mixed as opposed to vertically. The density, intensity and scale are lower and more in line with existing single-family residential neighborhoods.

Single-family detached homes make up the majority of this land use category, although some townhomes, duplexes, missing middle, and small multifamily should be encouraged to create diversity in housing choices. A mixture of housing types allows people to stay in the neighborhood even as their housing needs change, promoting long-term stability. Nonresidential uses in this category primarily include neighborhood serving retail, services, and offices.



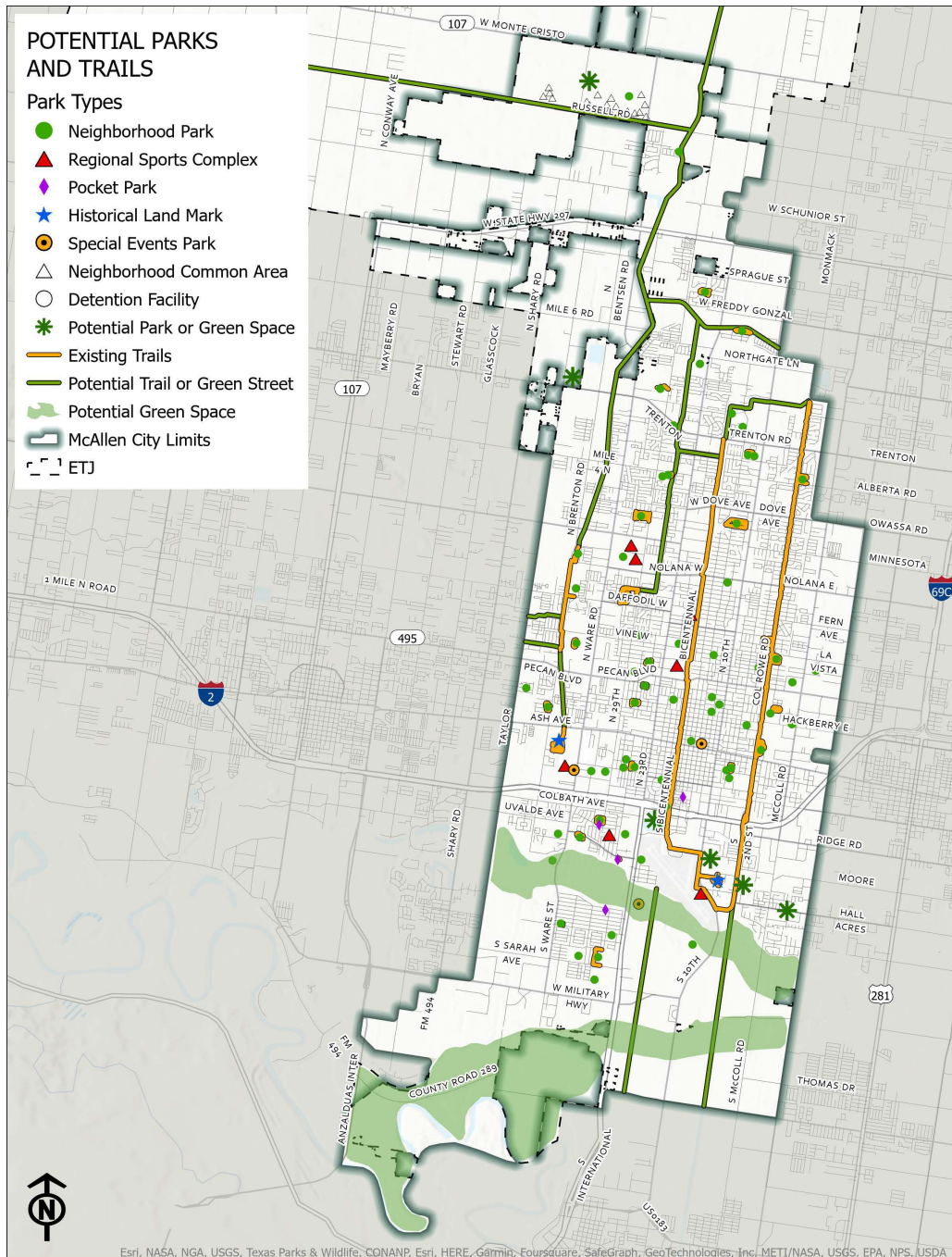
| Development Type                           | Appropriateness | Conditions   |
|--|-----------------|--|
| Single-Family Detached (SFD)               | ●●●●●           | Appropriate overall.   |
| SFD + ADU                                  | ●●●●●           | Lot and site design should accommodate an ADU to the side or rear; ADU should be clearly secondary to the primary residence.   |
| SFA, Duplex                                | ●●●●●           | Similar in character and lot standards to single-family detached; Joint/shared driveways encouraged, as well as alleys and rear parking; ADUs can be included consistent with the above.   |
| SFA, Townhomes and Detached Missing Middle | ●●●●○           | Townhouses and Bungalow Courts should include at least 4 units, Pocket Neighborhoods 8-12 units. Functions best at corner properties (excluding townhomes). Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking. |
| Triplex/Quadplex (3-4 units)               | ●●●●○           | Similar in character and lot standards to SFD; functions best at corner properties. Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking.   |
| Small Multifamily (8-12 units)             | ●●●○            | Can be appropriate with neighborhood-scale when adjacent to Mixed-use Nodes. May be appropriate as a transitional use from land use categories containing nonresidential uses.   |
| Large Multifamily (12+ units)              | ●○○○            | Not considered appropriate, but may occur adjacent in other appropriate future land use categories.  |
| Mixed-use Urban, Neighborhood Scale        | ●●●●●           | Appropriate in that it provides for retail, office, and diverse housing options at a scale compatible with and supportive of surrounding neighborhoods. Promotes walkability and 10-minute neighborhoods.  |
| Mixed-use Urban, Community Scale           | ●○○○            | Not considered appropriate, but may occur in other adjacent future land use categories.  |
| Shopping Center, Neighborhood Scale        | ●●●○            | While less preferable than mixed-use, this can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.  |
| Shopping Center, Community Scale           | ●○○○            | Not considered appropriate.  |
| Light Industrial Flex Space                | ●○○○            |  |
| Manufacturing                              | ●○○○            |  |
| Civic                                      | ●●●●●           | Considered supportive to the function and livability of this future land use category; government buildings, schools and community facilities can serve as activity hubs within neighborhoods.   |
| Parks and Open Space                       | ●●●●●           | Generally considered appropriate or compatible within all land use categories.   |

## 2023 Texas Planning Awards Program Required Award Criteria Responses



*An assessment of existing park access informed the plan's proposed park locations.*

## 2023 Texas Planning Awards Program Required Award Criteria Responses



*The Future Land Use Map identified new green spaces in areas to add green space and potentially park facilities.*