TAKE NOTICE THAT A SPECIAL MEETING
OF THE BOARD OF COMMISSIONERS
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 4:00 PM ON
FRIDAY, DECEMBER 26, 2025

The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and city ordinances. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding city clerk prior to the scheduled meeting.

1. CALL TO ORDER:

A) Roll call and possible action on the excusing of any absent member of the governing board.

2. PUBLIC TESTIMONY: *(Ordinance No. O-2019-45). A person intending on addressing the governing body may speak at a scheduled meeting of the governing body following registration with the presiding clerk and prior to the scheduled meeting. A registered speaker may speak only on items on the agenda and may not exceed 1.5 minutes when addressing the board regarding an agenda item. A registered speaker may not donate time to another speaker. A sign-in form for public testimony shall be promulgated by the presiding clerk and be made available at the city clerk's office. A person may sign up for public testimony beginning at the time the agenda is posted for the meeting. A person may not sign up later than one hour before the posted meeting is scheduled to begin. No registered speaker may be allowed to speak regarding an item once the public testimony portion of the agenda has ended.*

REGULAR AGENDA - OPEN SESSION:

3. ORDINANCES AND RESOLUTIONS:

A) Consideration and action, if any, on Ordinance adopting the Our Pharr Our Future City of Pharr Comprehensive Plan. ***(2nd Reading)*** **This item supports EV - Economic Vitality.** (DEVELOPMENT SERVICES)

B) Consideration and action, if any, on Ordinance amending Zoning Ordinance No. O-2021-16 of the City of Pharr, Texas, by amending Sec. 1.14, R-MF (Residential Multi-Family District) and Sec. 1.15, R-MFHD (Residential Multi-Family High Density District). (***2nd Reading***) **This item supports EV - Economic Vitality.** (DEVELOPMENT SERVICES)

C) Consideration and action, if any, on a Resolution authorizing the City of Pharr to enter into an agreement with Texas Department of Transportation to close state roadways for public events. **This item supports QL - Quality of life** (SPECIAL EVENTS)

4. ADMINISTRATIVE:

A) PLATS:

1. SAMES Engineering & Surveying, Inc., representing Efrain Agustin, President for MECA Investments, Inc., is requesting final plat approval of the proposed ACME Square Subdivision. The property is legally described as being a 20.00 acre gross tract of land out of Lot 95, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property is located within the 1000 Block of East Minnesota Rd.**SUB#220618 This item supports EV - Economic Vitality.** (DEVELOPMENT SERVICES)

5. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the Pharr Board of Commissioners hereby gives notice that it may meet in a closed (non-public) executive session to discuss the items listed on the public portion of the meeting agenda.*

Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related **to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

6. RECONVENE: *into Regular Session and consider action, if necessary, on any item(s) discussed in closed session.*

7. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING
City Hall is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's Office at 956-402-4200 Ext 1201 or FAX 956-475-3442 or Email cityclerksoffice@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Special Meeting of the City Commission of the City of Pharr was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 18th day of December 2025 at 4:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 18th day of December 2025

IMELDA PEREZ, TRMC
CITY CLERK

I certify that the attached notice and agenda of items to be considered by the City Commission was removed from the bulletin board of City Hall on the _____ day of _____, 20___ by,

Name:_____ Title: _____

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #: 3.A.
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Alessandra Garcia, Assistant City Clerk

DEPARTMENT: Development Services

DIRECTOR: Roland Gomez

Agenda Item: Consideration and action, if any, on Ordinance adopting the Our Pharr Our Future City of Pharr Comprehensive Plan. ***(2nd Reading)*** **This item supports EV - Economic Vitality.**

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue: Consideration and action, if any, on Ordinance regarding the Our Pharr Our Future City of Pharr Comprehensive Plan

Fiscal Consideration: N/A

Staff Recommendation: Development Services recommends approval of the Our Pharr Our Future City of Pharr Comprehensive Plan

Planning and Zoning Commission Recommendation: At the Planning and Zoning Commission meeting of December 4, 2025, the Board voted unanimously to recommend approval of the Our Pharr Our Future City of Pharr Comprehensive Plan. There were 8 members present and voting.

Alternatives: N/A

Exclude Material from Public Packet? No
Reason: N/A

ROUTING:

Alessandra Garcia	Created/Initiated - 12/18/2025
Roland Gomez	Approved - 12/18/2025
Melanie Cano	Approved - 12/18/2025
Ricardo Rodriguez	Approved - 12/18/2025
Jamison Merrick	New -
City Management Office	-

ORDINANCE NO. O-2026 - _____

AN ORDINANCE OF THE CITY OF PHARR, TEXAS, ADOPTING THE "OUR PHARR OUR FUTURE 2035", AS THE COMPREHENSIVE MASTER PLAN OF THE CITY; PROVIDING MAPS, DESCRIBING PROPOSED FUTURE LAND USES AND PROPOSED THOROUGHFARE PLAN; PROVIDING THAT THIS ORDINANCE SHALL BE CUMULATIVE; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, Appendix A, Zoning Ordinance No. 83-13 of the City of Pharr Code of Ordinance states that this section is enacted in accordance with the comprehensive master plan to promote the safety, health, and general welfare of the community; and

WHEREAS, on March 25, 2025, the City of Pharr entered into a professional services contract with LOI Engineering of El Paso, Texas for general oversight and preparation of the comprehensive plan; and

WHEREAS, the City Commission appointed a stakeholders group consisting of citizen volunteers representing various community interests to guide the recommendations for the comprehensive plan; and

WHEREAS, the stakeholders group held five (5) meetings to review and provide feedback on the development of the plan; and

WHEREAS, community meetings and online tools were held throughout the planning process to allow for public engagement and feedback on the plan content; and

WHEREAS, the City of Pharr utilized an online survey from public comment from October 2024 to June 2025 to engage the community in the planning process and hosted four (4) community engagement events; and

WHEREAS, the Comprehensive Plan is comprised of the documents attached to this ordinance as Exhibit A and incorporated herein for all purposes as if fully set forth in full, including without limitation all exhibits and appendices to the Comprehensive Plan, all of which constitute an integral part of said Comprehensive Plan; and

WHEREAS, with the input of the public and stakeholders group, the comprehensive plan has been drafted and reviewed by City staff, the Planning and Zoning Commission and City Commission; and

WHEREAS, following such preparation and review of the Our Pharr Our Future Plan, the City Commission finds that it is in the best interest of the citizens of the city to approve and adopt the Comprehensive Plan as a general guide for growth and development of the City and its extraterritorial jurisdiction.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF PHARR, TEXAS, THAT:

SECTION 1: The document entitled “Our Pharr Our Future,” (hereinafter referred to for purposes of the ordinance as the “Comprehensive Plan”) is hereby adopted as the Comprehensive Master Plan for the City of Pharr to guide growth and development of the city. The Comprehensive Plan is attached hereto as Exhibit “A” and made a part hereof for all purposes. A complete copy of the Comprehensive Plan shall be kept on file in the offices of the City Clerk and the Director of Development Services.

SECTION 2: The City of Pharr, Our Pharr Our Future supersedes and replaces the 2015 Comprehensive Plan.

SECTION 3: As set forth in more detail in the Comprehensive Plan, the Comprehensive Plan shall serve as a guideline for the City's adoption of, or amendment(s) to the City's various development regulations. Zoning regulations and amendments shall be adopted in accordance with the Comprehensive Plan. Any zoning regulation that deviates from the Comprehensive Plan shall require a formal amendment to the Comprehensive Plan following the procedures in Chapter 213 of the Texas Local Government Code.

SECTION 4 – SEVERABILITY

The invalidity of any section, clause, sentence or provision of this ordinance shall not affect the validity of any other part thereof. The effects of this Ordinance shall at all times be in compliance with state, federal, local, and other guidelines as directed. If any part or parts of this Ordinance are found to be invalid or unconstitutional by a court having competent jurisdiction, then such invalidity or unconstitutionality shall not affect the remaining parts, hereof and such remaining parts shall remain in full force and effect, and to that extent this, ordinance is considered severable.

SECTION 5 - SAVINGS CLAUSE

Except as hereby amended, any provisions of the code of ordinances or directives of the City of Pharr, Texas, not in conflict with this Ordinance shall remain in full force and effect, unimpaired hereby.

SECTION 6 - EFFECTIVE DATE; PUBLICATION

The Ordinance shall take effect and be in force from and after its passage and approval on three (3) separate readings in accordance with Section 8, Article 3 of the Charter of the City of Pharr, Texas. Publication, if necessary, may also be in caption form as allowed under Section 9 of the Pharr City Charter.

SECTION 7 - REPEALING CLAUSE

All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 8 - CUMULATIVE

This ordinance shall be cumulative of all ordinances of the City of Pharr, Texas, and of all laws of the State of Texas.

SECTION 9 – PROPER NOTICE AND MEETING

It is hereby officially found and determined that the meeting at which this Ordinance was passed was open to the public and that public notice of the time, place and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551 of the Texas Government Code.

PASSED AND APPROVED ON THE FIRST READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ___day of ____, 2025.

CITY OF PHARR, TEXAS

_____
AMBROSIO "AMOS" HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

PASSED AND APPROVED ON THE SECOND READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ____ day of _____, 2026.

CITY OF PHARR, TEXAS

_____
AMBROSIO "AMOS" HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

PASSED AND APPROVED ON THE THIRD AND FINAL READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS on this the ____ day of _____, 2026.

CITY OF PHARR, TEXAS

_____
AMBROSIO “AMOS” HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

OUR PHARR OUR FUTURE

THE PHARR, TEXAS COMPREHENSIVE PLAN

Adopted by the Pharr City Commission

December 15, 2025

Intentionally blank to facilitate double-sided printing

ACKNOWLEDGMENTS

The Pharr Comprehensive Plan represents the collective effort of our entire community, including residents, businesses, organizations, City of Pharr staff, the Comprehensive Plan Steering Committee, Planning and Zoning Commission, and the City Commission. Your collective vision and dedication are the cornerstone of the Pharr Comprehensive Plan.

Pharr City Commission

Ambrosio "Amos" Hernandez, MD, Mayor

Michael Pacheco, Commissioner Place 1

Roberto "Bobby" Carrillo, Commissioner Place 2

Ramiro Caballero, MD, Commissioner Place 3

Daniel Chavez, Commissioner Place 4

Ricardo Medina, Commissioner Place 5

Itza Flores, Commissioner Place 6

Pharr Planning & Zoning

Danny Wylie, Seat 1

Romeo Cantu, Seat 2

Andy Castro, Seat 3

Rafael Munguia, Seat 4

Charlie Ramirez, Seat 5

Ruben Luna, Seat 6

Vacant, Seat 7

Javier Gutierrez, Alternate

Mercedes Guillen, Alternate

Alternate, Roberto Carrillo, Jr.

Vacant, Alternate

City of Pharr Team

Dr. Jonathan B. Flores, City Manager

Cynthia Garza-Reyes, Deputy City Manager

Hilda Pedraza, Assistant City Manager

Melanie Cano, Assistant City Manager

Roland Gomez, Director of Development Services

Joe Garza, Assistant Director of Development Services

Consultant Team

LOI

Fred Lopez, FAICP

Nate Baker, AICP

Marty Boyd

Sam Schulte

Calvin Fisk

Freese and Nichols

Chance Sparks, FAICP

Caitlin Admire, AICP

Caroline Stewart

Seth Pilger

Christopher Wesseln

TXP

Travis James

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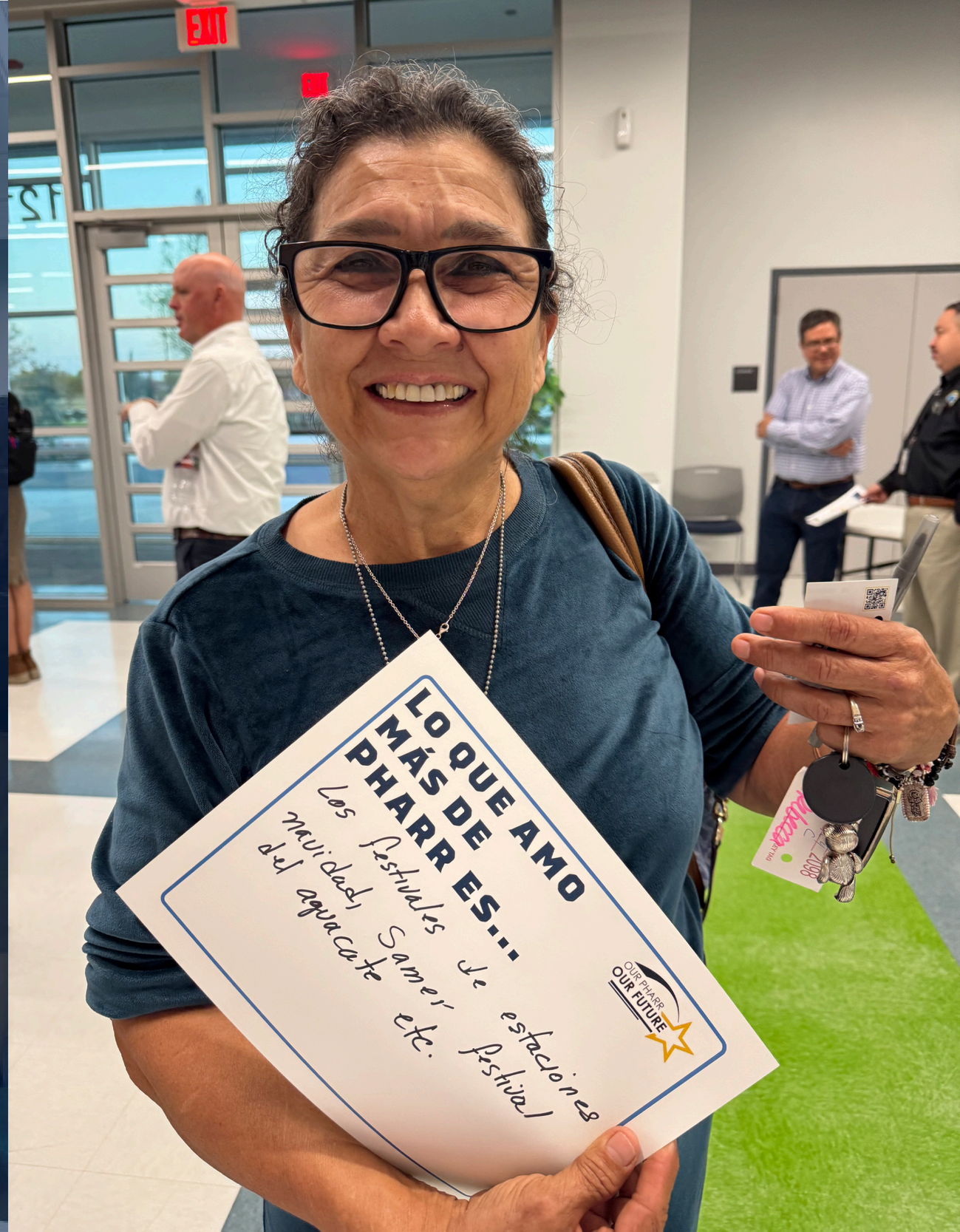
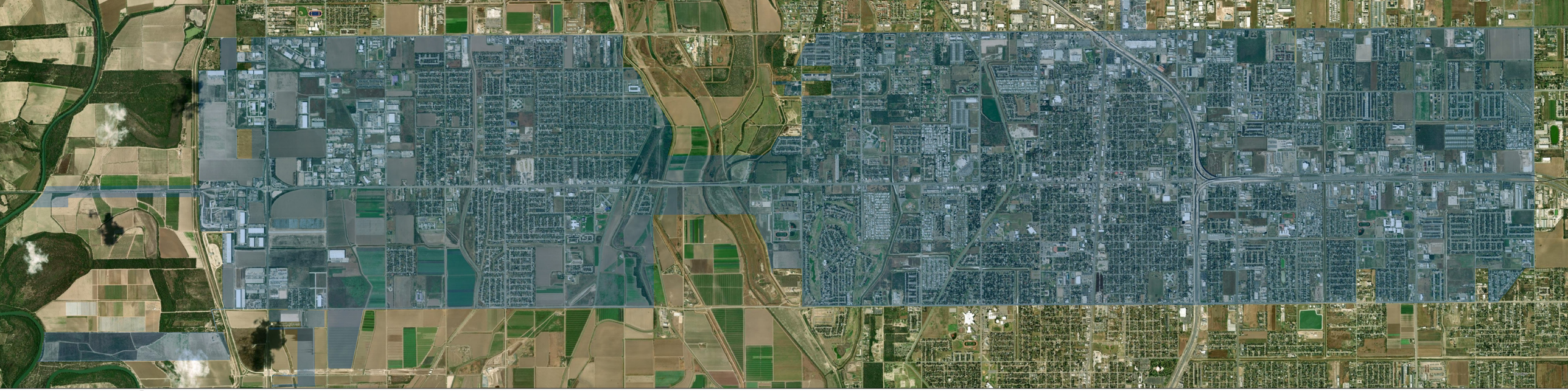
INTRODUCTION





PHARR'S PLANNING CONTEXT

Location

Pharr is at the geographic heart of the Rio Grande Valley, and is a central hub between the cities of McAllen to the West, Edinburg to the North, San Juan to the East, and Hidalgo to the Southwest. Connected to both neighboring cities and global trade, Pharr is linked to Reynosa, Tamaulipas and to east, central, and southern Mexico by the Pharr-Reynosa International Bridge, which facilitates more than $47 billion in commerce.

The City is intersected by the major transportation routes of I-2 (U.S. Route 83) running east-west 30 miles to Harlingen and U.S. Route 281 running north through Edinburg and east along the U.S-Mexico border to Brownsville. Southeast of Pharr lies the Santa Ana National Wildlife Refuge, a 2,000-acre protected area known for its rich biodiversity, migratory bird population that draws birdwatchers from around the US, and unique alluvial semi-arid, subtropical landscape. Despite the City of Pharr's role as a regional commercial hub, Pharr's history as a tightly connected community offers residents a safe, friendly, and welcoming hometown.

A History of Pharr

The Rio Grande River plays a major role in shaping South Texas, including the history of Pharr. The river serves as both a barrier and a pathway, constantly shifting and defying control. As the Rio Grande flows towards the Gulf of Mexico, it spreads out across the land, creating rich, fertile soil for communities such as Pharr. The Rio Grande's wide, unpredictable course has deeply influenced the origins and growth patterns for Pharr and other communities in the Rio Grande Valley. Because of its geography, the Rio Grande Valley was difficult to develop before the 20th century. Indigenous groups known collectively as the Coahuiltecan by outsiders lived here for centuries, using the land for hunting and gathering. Spanish explorers later built settlements in Laredo, Reynosa, and Matamoros, but the interior of the Valley, where Pharr is now, remained isolated from global trade. The river's shifting course and thick vegetation made large-scale commercial farming and trade difficult. When Mexico became independent in the 19th century, it encouraged settlers to move to Texas. However, most land grants to new European and American settlers were given further north where the land was easier to develop and closer to major trade routes into the United States.

In 1836, the Texas Revolution changed the river from a natural boundary into a political one. The new Republic of Texas claimed the Rio Grande as its southern border, even though the previous boundary had been the Nueces River. This claim stretched Texas all the way to Santa Fe. When the U.S. annexed Texas in 1845, war broke out between the U.S. and Mexico. After the Treaty of Guadalupe Hidalgo was signed in 1848, the U.S. officially took control of the Rio Grande Valley. However, land within the Rio Grande Valley remained difficult to farm on a large scale. Existing communities in the Rio Grande Valley developed as small farms, and the region's isolation and unpredictable flooding made it hard to transport goods to other markets in Texas and Mexico.

In 1904, the St. Louis, Brownsville, and Mexico Railway built a rail line connecting the Rio Grande Valley to other communities in Texas. This new railroad allowed large-scale agriculture to develop, as investors now had a way to transport crops across the country. Companies cleared land and built irrigation systems, transforming the Rio Grande Valley into a major farming region. The Rio Grande Valley had rich

HISTORY OF PHARR, TEXAS

PRE-18TH CENTURY

INDIGENOUS COAHUILTECAN GROUPS LIVED THROUGHOUT THE FERTILE RIO GRANDE FLOODPLAIN.

THEIR PRESENCE REFLECTS THE REGION'S ABILITY TO SUPPORT DIVERSE SOCIETIES EVEN BEFORE COLONIZATION.

1700S–EARLY 1800S

SPANISH AND MEXICAN SETTLEMENTS DEVELOPED ALONG THE RIVER, BUT THE DENSE VEGETATION AND SHIFTING WATERWAYS MADE THE INTERIOR, WHERE PHARR IS NOW LOCATED, DIFFICULT TO REACH.

EARLY 1900S

JOHN C. KELLY AND HENRY N. PHARR FOUNDED A SUGAR CANE OPERATION, SEEING OPPORTUNITY IN THE REGION'S FERTILE LAND AND LABOR AVAILABILITY.

THE SETTLEMENT THAT GREW AROUND IT BECAME **THE CITY OF PHARR.**

1972

A.C. JAIME WAS ELECTED PHARR'S **FIRST MEXICAN-AMERICAN MAYOR.**

HIS ADMINISTRATION **PROFESSIONALIZED CITY GOVERNMENT AND EXPANDED INFRASTRUCTURE** TO UNDERSERVED AREAS.

1930S–1960S

PHARR'S DEVELOPMENT WAS UNEVEN, SHAPED BY **ECONOMIC HARDSHIP AND SEGREGATION.**

NEIGHBORHOODS NORTH OF THE RAILROAD TRACKS WERE OFTEN **NEGLECTED AND LACKED BASIC SERVICES.**

1994

THE PHARR-REYNOSA INTERNATIONAL BRIDGE OFFICIALLY OPENED.

IT BECAME A CRITICAL PIECE OF CROSS-BORDER INFRASTRUCTURE, **CONNECTING PHARR TO MAJOR TRADE ROUTES AND STRENGTHENING THE CITY'S ECONOMIC ROLE IN THE REGION.**

CITY OF PHARR
EST. 1909
PRIDE • PROGRESS • COMMUNITY • LEARNING

1836–1848

AFTER THE **TEXAS REVOLUTION,** THE REPUBLIC OF TEXAS CLAIMED **THE RIO GRANDE** AS ITS SOUTHERN BORDER.

THE U.S. ANNEXED TEXAS IN 1845, AND **THE TREATY OF GUADALUPE HIDALGO** FORMALIZED THE NEW BOUNDARY IN THE YEAR OF 1848.

1904

THE ARRIVAL OF THE **ST. LOUIS, BROWNSVILLE & MEXICO RAILWAY** LINKED THE REGION TO NATIONAL MARKETS, TRANSFORMING THE RIO GRANDE VALLEY'S ECONOMIC POTENTIAL.

1916

PHARR INCORPORATED AS A CITY AND BEGAN TO ATTRACT RESIDENTS, BUSINESSES, AND SCHOOLS.

GROWING INTO A **LOCAL HUB OF AGRICULTURAL ACTIVITY.**

1971

PROTESTS AGAINST DISCRIMINATION AND POLICE BRUTALITY ERUPTED INTO WHAT BECAME KNOWN AS **THE PHARR RIOT.** THE **KILLING OF ALFONSO LOREDO FLORES** BROUGHT NATIONAL ATTENTION TO CIVIL RIGHTS ISSUES IN THE CITY.

1980S

PHARR EXPANDED SOUTHWARD TO INCORPORATE **SOUTH PHARR.**

FAITH GROUPS AND CITY LEADERS WORKED TO IMPROVE CONDITIONS IN THE COLONIA, BRINGING BASIC INFRASTRUCTURE AND SERVICES.

1990S–TODAY

PHARR HAS CONTINUED TO GROW, BUILDING OUT INFRASTRUCTURE AND GOVERNANCE CAPACITY.

TODAY IT STANDS OUT AS A REGIONAL HUB KNOWN FOR ITS **CROSS-BORDER COLLABORATION AND RESILIENT GROWTH.**

soil and available labor, making it an attractive place for agriculture. John C. Kelly and Henry N. Pharr saw this opportunity and established a sugarcane-growing operation, which led to the founding of the City of Pharr.

Pharr quickly grew as people arrived to farm and start businesses. By 1916, Pharr incorporated into a City. While the sugarcane industry eventually declined, other crops and businesses continued to thrive. The Great Depression and other economic hardships led to larger landowners buying out smaller farmers, but Pharr's population continued to rise. However, the City was not growing equally. Like many towns in the Rio Grande Valley, Pharr was divided by the railroad, with wealthier neighborhoods on one side and poorer, mostly Mexican-American communities on the other. Many of these areas lacked basic services and fair representation in City government.

During the 1960s and 1970s, frustration over discrimination and police brutality in Pharr led to protests by residents. On February 6, 1971, a demonstration outside the Pharr Police Department turned violent when officers clashed with protesters. A police officer shot and killed bystander Alfonso Loredo Flores. The incident, known as the Pharr Riot, brought national attention to discrimination within Pharr. In the aftermath, Pharr's mayor, City commissioners, and police chief resigned.

In 1972, the City elected its first Mexican-American mayor, A.C. Jaime. Residents in Pharr implemented change in the community that advanced the Texas' civil rights movement and political engagement in Texas.

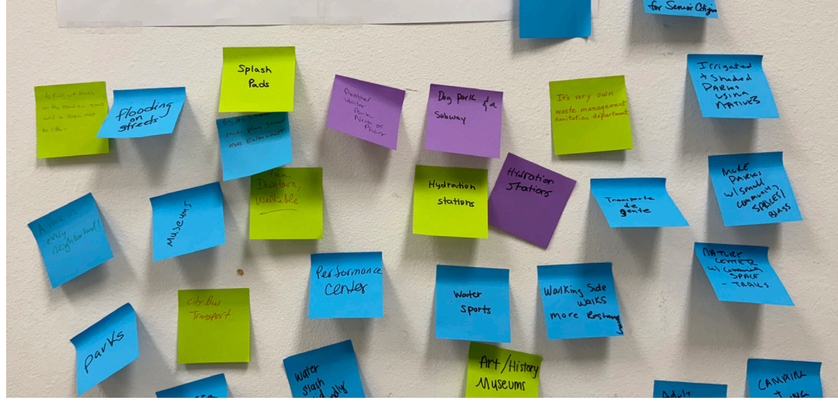
Under Mayor Jaime's leadership, Pharr made important changes to City policies and regulations. The City adopted a city-manager system, improving collaboration and efficiency in local government. Infrastructure in neglected neighborhoods improved, with key investments in roads, drainage, and public services. Mayor Jaime also helped secure approval for the Pharr-Reynosa International Bridge, a key economic link between the U.S. and Mexico. His administration worked closely with neighboring cities and federal governments on both sides of the border.

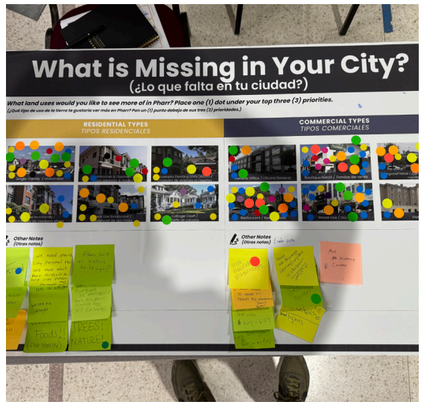
These changes set the stage for Pharr's continued growth. In the 1980s, the City expanded to South Pharr working with faith groups to improve living conditions there. Pharr built a professional government and strengthened its economy, making it one of the leading cities in the Rio Grande Valley.

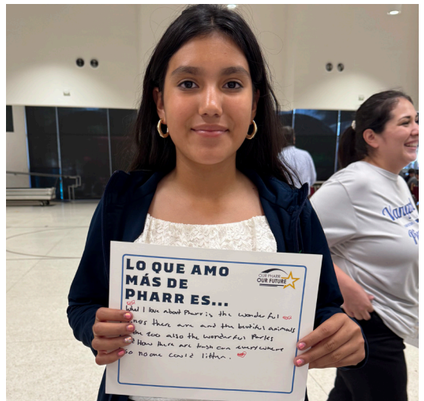
Pharr's history, like the Rio Grande itself, is one of change and resilience. The river has shaped the land, bringing both challenges and opportunities.

Just as the river serves as both a border and a connection, Pharr's history reflects struggles between division and unity, hardship and progress. From its early farming days to its key movements in civil rights and modern development, Pharr has constantly adapted. Like the Rio Grande, the City continues to move forward, shaped by its past but never limited by it.

Community Engagement







COMMUNITY ENGAGEMENT APPROACH

Community engagement for Our Pharr Our Future was designed to make participation accessible, transparent, and continuous. The process was structured to meet people where they already are at with community events, online, and in familiar city spaces to create multiple opportunities for community members to contribute to the plan's development.

Engagement activities were bilingual and interactive, ensuring that participants could share input regardless of planning experience or background. The process also provided the public with consistent feedback loops, allowing them to see how their involvement informed each phase of the plan.

More than 300 residents and stakeholders participated across surveys, public meetings, and pop-up events, helping shape the plan from beginning to end.

Project Launch and Initial Awareness (October 2024)

The engagement process began at the Pharr Avocado Festival, one of the City's largest annual events. The planning team hosted a booth with the Planning and Community Development Department, featuring branded displays, and bilingual outreach materials that introduced the comprehensive plan.

Residents were invited to complete short surveys on-site. The activity also served to build awareness of the planning process and introduce the project website and online survey.

- Engagement Format: Pop-up booth and short paper survey
- Location: Downtown Pharr
- Purpose: Introduce the project, collect initial input, and capture broad public awareness

Community Conversations and Direction Setting (March 2025)

Following the initial outreach, the team hosted a Community Meeting at PHARR ONE. This meeting served as the first in-depth conversation about Pharr's future, introducing baseline data and maps prepared by the consultant team and gathering focused feedback through engagement boards.

The event format included a brief presentation followed by open-house stations. Stations represented different aspects of the plan like Land Use, Transportation, Housing, Economic Development, or Public Services and invited participants to provide specific feedback through visual prompts and sticky-note activities.

- Engagement Format: Open house and presentation
- Location: PHARR ONE
- Purpose: Validate community priorities and build consensus around early planning direction

Plan Concepts and Refinement (May 2025)

The third major engagement focused on turning that shared vision into measurable goals. The event functioned as both a celebration and a validation step to offer residents, staff, and local leaders the chance to review maps, graphics, and draft recommendations in a casual and family-friendly setting.

To encourage attendance, the event was designed with giveaway items, refreshments, and interactive activities that made reviewing plan materials approachable.

- Engagement Format: Community fair-style open house with interactive displays and public presentations
- Location: Jose "Pepe" Salinas Memorial Recreation Center
- Purpose: Present plan elements for review and confirm priorities

Plan Presentation and Confirmation (July 2025)

The final engagement phase brought the process full circle. A community meeting in July presented the ideas of Our Pharr Our Future to the community. This meeting was designed as a confirmation step, giving residents, Steering Committee members, and community partners an opportunity to review the plan and see how their input shaped Our Pharr Our Future.

- Engagement Format: Presentation and open house review
- Location: Pharr Development and Research Center
- Purpose: Present the plan for community confirmation
- Outcome: Community feedback integrated into the final plan and implementation chapter

Online Engagement

Complementing these in-person events, the City maintained a project website throughout the planning process. The website provided bilingual project updates, meeting notices, and an online version of the community survey.

The online survey collected 166 responses, bringing the total number of participants across all formats to 298. This combination of online and in-person participation allowed residents to contribute on their own time while maintaining a consistent flow of community input throughout the year.

Steering Committee and Stakeholder Collaboration

The Comprehensive Plan Steering Committee guided the process from start to finish. The committee met to review materials, interpret community feedback, and ensure that the plan's goals aligned with both public priorities and city initiatives.

Targeted meetings with staff and partner organizations covering transportation, housing, parks, and utilities further connected community engagement to technical expertise and implementation readiness.

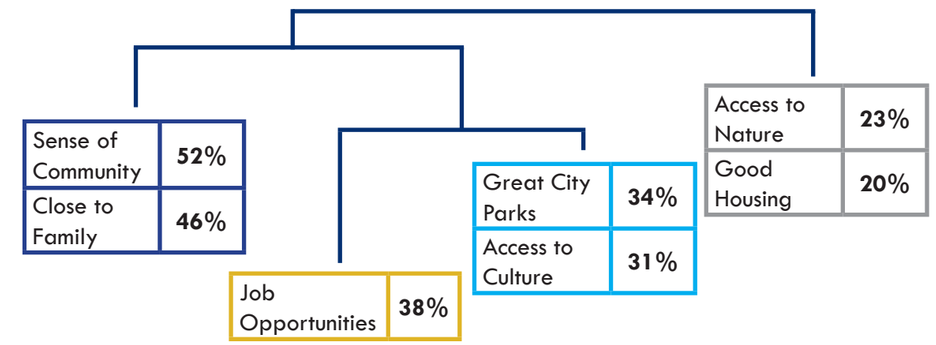
COMMUNITY SURVEY AND ANALYSIS

The community survey for the Pharr Comprehensive Plan took place in two sample periods: an in-person paper survey at the Pharr Avocado Festival and an online survey afterward. Across both periods, 298 people responded to the same questions, and the results were consistent, giving a clear early picture of what residents value and how they see Pharr's future.

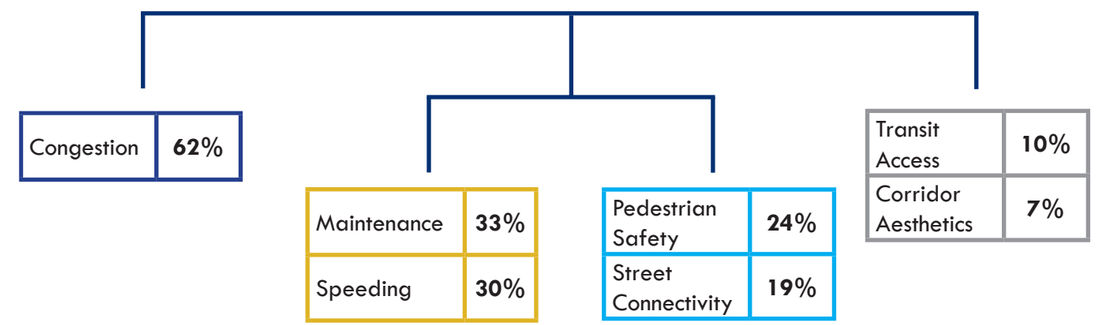
Across both samples, long-form responses repeated the same theme: residents feel strongly connected to Pharr and describe it as welcoming, family-oriented, and defined by its festivals, events, parks, and "home feeling." While participants offered practical ideas like more shade, better accessibility, added recreation features, and specific traffic fixes the overall tone was unusually positive for a comprehensive plan survey.

Ranked responses aligned with these themes. Residents value being close to family and the sense of community, use parks and trails for recreation, and identify congestion as a top concern. Priorities for the future include streets that work for all users, better walkability and bikeability, more parks, trails and open space, and more affordable housing. Overall, the findings describe Pharr as a "growing hometown," with residents wanting to strengthen what already makes the city feel like home.

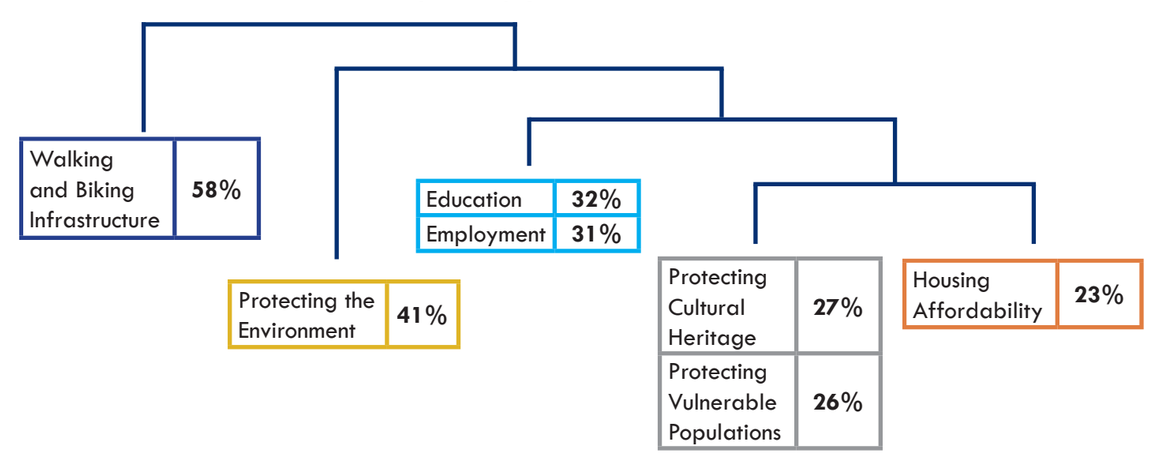
What do you value most about Pharr?



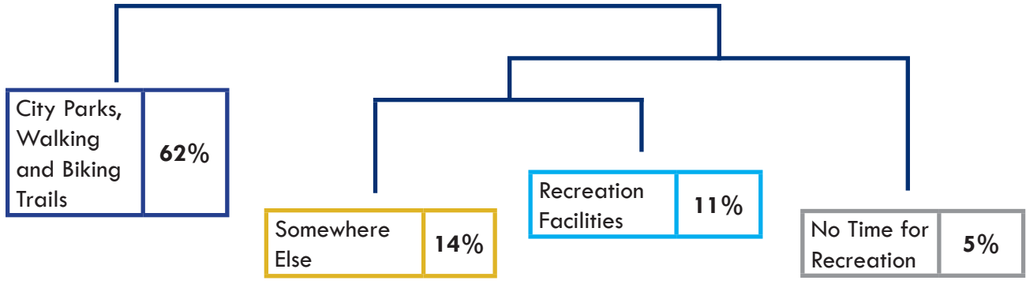
What roadway concerns are most important to you?



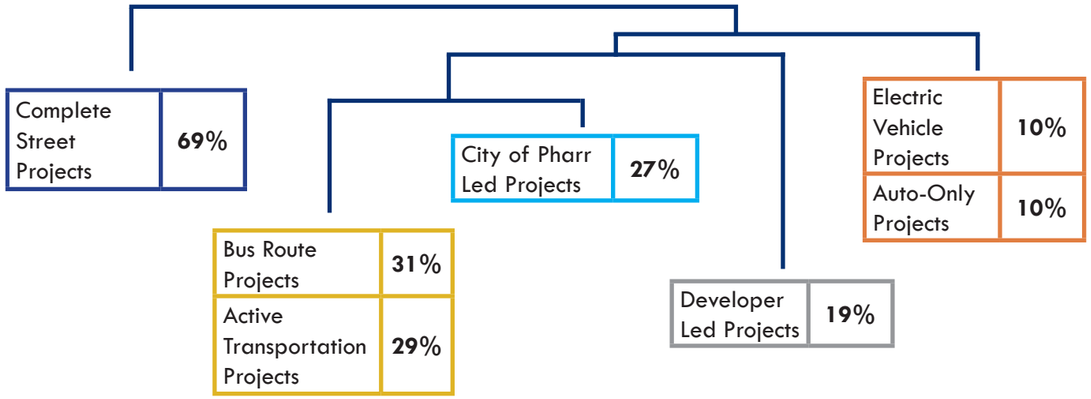
What are your top priorities for Pharr's future?



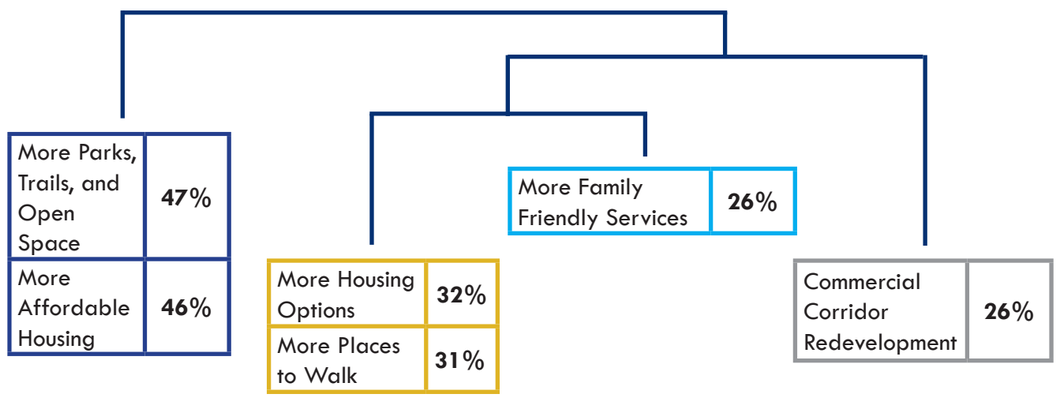
Where do you go for recreation?



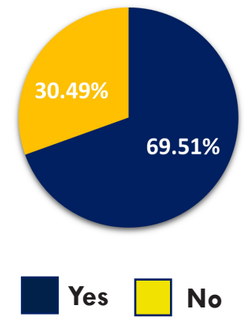
What kinds of roadway projects would you like to see in Pharr?



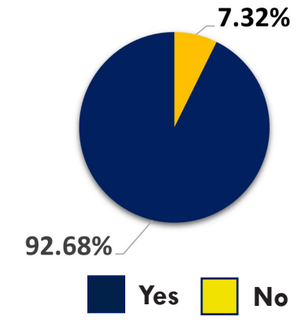
What changes would you like to see in Pharr?



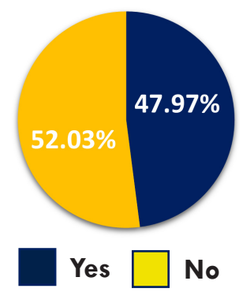
Do you live in Pharr?



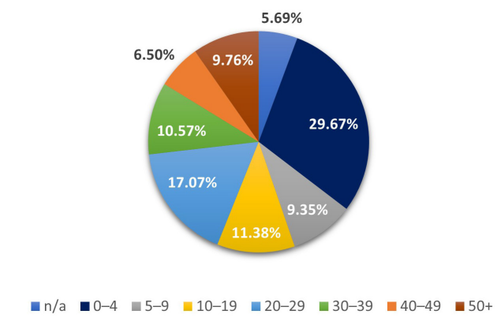
Do you own a business within the City of Pharr?



Do you work in Pharr?



How long have you lived in Pharr?



SUMMARY OF ENGAGEMENT

Over the course of four phases and nearly a year of outreach, the Our Pharr Our Future planning process:

- Reached residents in familiar and welcoming settings.
- Collected nearly 300 survey responses.
- Held four public meetings and events, each building toward plan adoption.
- Maintained Steering Committee involvement throughout.
- Created a foundation for continued dialogue as the plan is implemented.

4 KEY PLANNING TRENDS & CONDITIONS

Pharr is impacted by changing trends, conditions, and community preferences. Here is a snapshot of key trends:

1 New economic opportunities

The City has large manufacturers and warehouses, as well as education and health services industries. Pharr's geographic location within a growing region and ongoing improvements at the Pharr International Bridge create opportunities for business recruitment and retention.

2 A community of comparatively low income

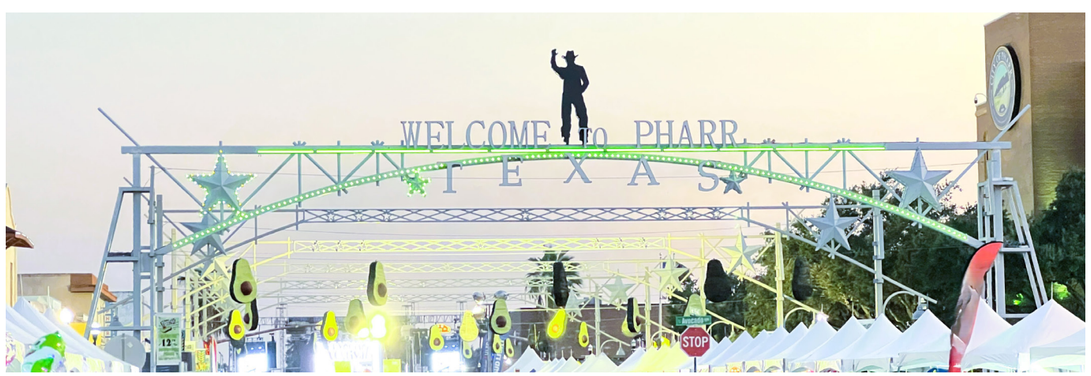
Pharr's median household income of $48,452 and per capita income of $20,823 as of 2024 highlight the economic challenges many residents face. Economic development which requires a comprehensive strategy is a critical issue to tackle in order to raise wages, and expand opportunity and quality of life for Pharr's residents.

3 Changing development best practices

Across the United States, the demand for and economic value of high quality pedestrian places has grown. In seeking to attract and retain businesses and meet resident demand, communities have modernized their zoning and development practices to better achieve outcomes that foster a sense of place.

4 Changing transportation preferences

Driving is the dominant mode of transportation across Pharr, but residents involved in the comprehensive plan process indicated they would like to have more choices for getting around, in addition to driving. Many residents currently drive to reach their daily needs but would prefer to have a wider variety of options available to them for getting around.



OUR PHARR: OUR FUTURE

Where are we? Where do we want to go? How do we get there? These are the key questions that this comprehensive plan, Our Pharr Our Future, seeks to answer. Our Pharr Our Future is both a publicly visible and participatory community conversation and a document that serves as the Comprehensive Plan for the City of Pharr, Texas.

The Comprehensive Plan is the City's highest policy document. As such, it lays out a vision for what people want Pharr to be in the future. To accomplish the vision, this document aims to:

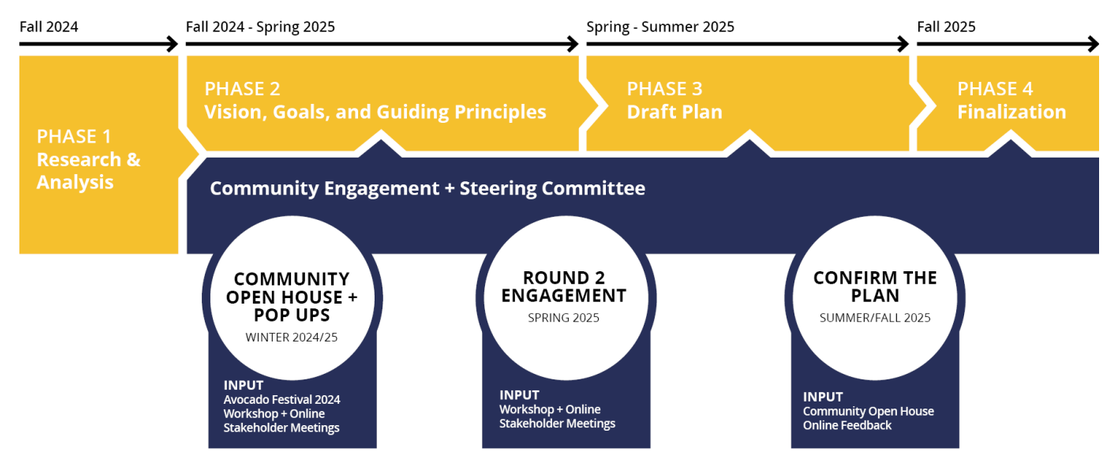
- Set clear priorities
- Balance direction with flexibility
- Identify implementation strategies
- Establish consistency in decision-making
- Create a readable document

WHY PLAN? WHY NOW?

Planning is an important way for the community to come together, establish a vision for the future, and set a course toward achieving it. As the community itself changes over time, new plans need to be developed that positively impact the community.

The motivations behind creating the Pharr Comprehensive Plan include:

- Assessing new economic development opportunities
- Convening both new and long-time community members
- Creating an aspirational plan with achievable and actionable steps



THE COMMUNITY VISION

The community vision was built through community input and confirmed through community engagement. It represents the highest-level policy statement in the plan and guides the goals, policies, and actions throughout the document. The Pharr community vision includes a high-level statement and six additional statements representing topic areas covered by the chapters of the plan.

HOW TO USE THIS PLAN

The Our Pharr Our Future plan provides a vision, goals, policies, actions, maps, community voices, and ideas, which all serve as input to help policymakers prioritize strategies and make decisions. The plan can be used by community stakeholders in the following ways:

Residents and Community Members

Pharr residents played a key role in shaping this plan. Residents and community groups should reference the goals, policies, and maps when seeking to understand and/or apply City policy and development related issues.

Government and Nonprofit Partners

Community partners should review the plan to understand the City's vision and carefully consider how their work will align with Our Pharr Our Future.

City Staff

City staff should consult and cite the plan when reviewing development proposals, making recommendations, and addressing zoning, development, utility, and capital investments. Staff should also introduce the plan to stakeholders so that they may be aware of the City's vision and goals.

Developers and Landowners

Developers, landowners, and design professionals should support Our Pharr Our Future goals when creating plans, in addition to complying with the City's development regulations.

Business Owners

Business owners should review the vision, goals, and policies of the plan when considering location, growth, economic opportunities, and the Pharr community's vision for the City's future.

Elected and Appointed Officials

Land use touches on many aspects of life in Pharr. City officials should be familiar with the plan as a way to carry out their work and mission. Some boards will regularly consult the plan for guidance on decision-making and policy formulation.

THE COMMUNITY VISION

Pharr, Texas will be a thriving Border community with rich culture, services, amenities, and opportunities that provide a high quality of life for all its residents.

LAND USE AND CHARACTER
The design and arrangement of Pharr's buildings, streets, civic spaces, and land uses build on its rich history to foster a livable and beautiful built pattern.

TRANSPORTATION
Residents and visitors can easily navigate the City and nearby region by walking, biking, driving, or riding transit. Transportation infrastructure supports Pharr's economic base.

ECONOMIC DEVELOPMENT
The Pharr economy offers a diversity of high-quality jobs, job training, and entrepreneurship while building a tax base that supports Pharr residents' quality of life.

PUBLIC SERVICES
Pharr is a community where well-maintained infrastructure, welcoming public spaces, and effective local government work together to support resident well-being.

HOUSING & NEIGHBORHOODS
Pharr is a community where affordable, diverse, and well-designed housing options support strong neighborhoods and give residents at every stage of life a place to call home.

DOWNTOWN
Downtown Pharr is the civic and cultural heart of the City of Pharr. Downtown is a place where local businesses thrive, public spaces welcome all, and community life is visible and active.

01

LAND USE AND CHARACTER

Land use shapes how a community grows, feels, and functions; it defines how land within a community is organized, developed, and conserved over time, and how different activities in a community come together to form a connected, livable whole. When managed well, effective land use balances the desire for progress with the need for preservation, ensuring that new growth enhances what already makes the community special and reflects the balance between residential, commercial, industrial, civic, and open space needs.

IN THIS CHAPTER:

The chapter serves as a policy guide for land use, zoning, and development. It aligns the community's vision with the Future Land Use Map, key planning areas, and strategic goals and policies.

This guidance should inform development-related decisions, prioritize planning efforts, and direct updates to the City's development regulations.

OVERVIEW OF INFLUENCES

The arrangement and intensity of land uses directly impact key aspects of City management, including infrastructure needs, traffic patterns, quality of life, and economic growth. Thoughtful land use planning allows for organized growth and provides predictability for both residents and decision-makers.

Our Pharr: Our Future aims to establish a well-balanced mix of land uses by assessing existing conditions and designating appropriate areas for future development. Achieving this balance is essential to meeting the community's needs and supporting high-quality development. However, ensuring compatibility between current and future land uses can be challenging. In some instances, redevelopment may be necessary to transition outdated or underutilized areas into more suitable and productive uses.

Redevelopment can greatly improve City function and appearance but is often limited by ownership, costs, and infrastructure constraints The City has the greatest influence over future development on vacant land, where new projects must adhere to current development regulations and policies.

The following sections detail key components of this chapter:

- Existing Land Use Analysis
- Population and Growth Projections
- Future Land Use Map

A clearly defined Future Land Use Map offers significant value to the community by:

- Guiding informed decisions in both public and private sectors
- Supporting related planning initiatives, including parks, transportation, and utilities
- Advancing economic development goals by attracting desirable businesses and industries
- Promoting compatible land use patterns and minimizing conflicts
- Encouraging fiscally responsible development
- Creating predictable development outcomes for stakeholders

Land development occurs incrementally as market conditions evolve, leading to varying development timelines for different properties. Meanwhile, the City must coordinate the provision of essential public services, such as water, wastewater, roads, and other infrastructure. One of the most important steps after adopting this Plan is ensuring alignment with local and regional policies, plans, and investment strategies.

By following the Future Land Use Map, Pharr can guide long-term development in a way that supports the community's vision. Additionally, aligning land use planning with capital improvements will help ensure that infrastructure is in place to support private-sector investment.

What We've Heard

"Proyectos de vivienda en el centro"

"Entretenimiento para los jovenes."

"Promote Development!"

"More mixed-use developments and less parking requirements."

"Restore the old buildings, they could make Pharr beautiful again."

"Más tiendas y lugares divertidos para las familias."

EXISTING LAND USE

Considering existing land use is important in comprehensive planning. It provides insight into a city's current distribution of residential, commercial, industrial, and green spaces. This understanding informs zoning regulations, resource allocation for infrastructure and efficient land utilization, all essential for creating a more effective plan.

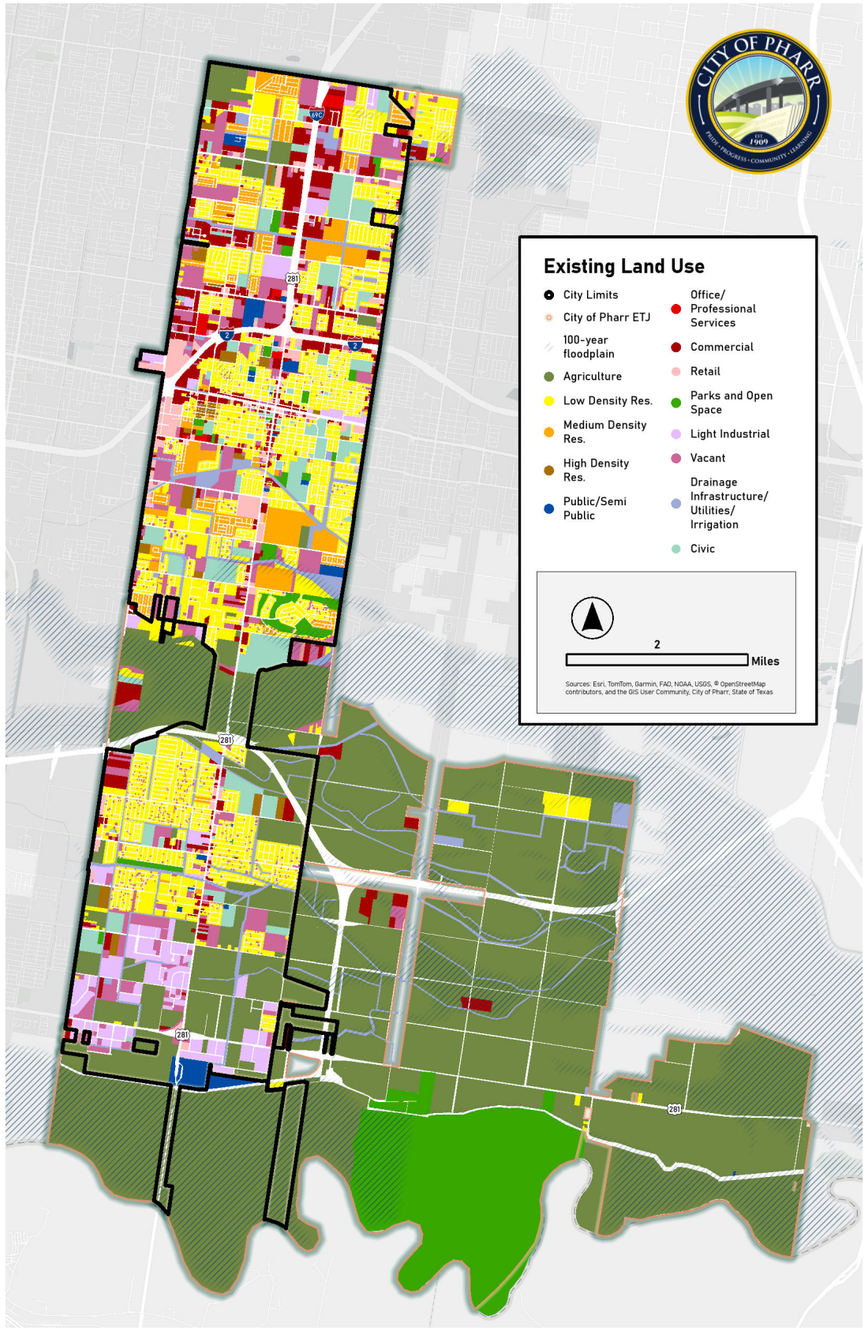
Understanding the type and location of existing land uses within the City is important. Carrying over uses that are not expected to change within the next 20 years provides a basis for the development of the Future Land Use Map.

It should be noted that existing land use is not the same as existing zoning classifications, which may not always reflect how properties are currently used."

EXISTING LAND USE BREAKDOWN

Land Use Category	City Limits		City Limits + ETJ	
	Acres	Percentage	Acres	Percentage
Agriculture	2,683	20.4%	15,921	52.8%
Low Density Residential	3,431	26.1%	3,785	12.5%
Medium Density Residential	854	6.5%	858	2.8%
High Density Residential	182	1.4%	182	0.6%
Commercial	1,047	8.0%	1,245	4.1%
Retail	422	3.2%	425	1.4%
Office	64	0.5%	64	0.2%
Light Industrial	745	5.7%	773	2.6%
Parks & Open Space	238	1.8%	2,742	9.1%
Public/Semi Public	186	1.4%	224	0.7%
Civic	975	7.4%	990	3.3%
Utilities	741	5.6%	1,207	4.0%
Vacant	1,568	11.9%	1,745	5.8%
Totals	13,137	100%	30,160	100%

City of Pharr Existing Land Use Map



OPPORTUNITIES & CONSTRAINTS

The City is comprised of a combination of existing residential, commercial, industrial, public, and semi-public developed land use areas. These areas are intermixed with and surrounded by vacant or undeveloped areas. One of the primary purposes of analyzing existing land use is to analyze the composition of the City. It is a high-level analysis that helps create the framework for development the Future Land Use Map. In this regard, it is of higher priority to understand the context of the City than to focus on each parcel. As part of this planning process, the analysis of existing land use shows opportunity for the following:

- Refining the non-residential categories of commercial and industrial by expanding both into two categories to allow for distinction between varying levels of scale and appropriateness.
- Addition of a Downtown overlay to reflect the unique character of that area.
- Removal of the standalone manufactured home category.
- Identifying more appropriate uses in along the northern portion of Cage Blvd.
- Refinement of the land uses in the extra-jurisdictional territory.
- Incorporation of parks and public uses into all categories.

Within the City limits, about 26% of land is low density residential. Agricultural uses occupy about 20%, and vacant land represents nearly 12%. Most development in the City has largely occurred north of IH-2 up to the northern City limits, while industrial activity continues to be concentrated in the southern portion of the City adjacent to the Pharr-Reynosa International Bridge.

The Extra-Territorial Jurisdiction extends primarily south of the City limits and defines Pharr's future growth and service area. About 53% of the extra-territorial jurisdiction remains agricultural, but proximity to the Pharr-Reynosa International Bridge is steadily converting farmland to logistics and light-industrial uses along the City's southern edge. In the northern portion of the extra-territorial jurisdiction, residential development is expected to grow, introducing more low density neighborhoods.

GROWTH PROJECTIONS

Current Population Estimates

The Texas State Demographer's latest data show the estimated population as of January 1, 2024 is 82,164 residents. For context, the population in 2020 was approximately 79,469, reflecting a steady increase over the past four years. This growth aligns with broader regional trends observed in Hidalgo County and South Texas as a whole.

Using the Texas State Demographer data and the Texas Water Development Board (TWDB) data, historical and recent population changes and be analyzed. From 2010 to 2020, the population increased by approximately 13%, averaging 1.3% per year. Note, these percentage increases may not be necessarily linear, as some years may have experience higher growth rates than others. However, averaging the growth over the decades provides a more clear picture of the City's steady and moderate growth.

From 2020 to 2024, the population increased by approximately 3.4%, indicating a continuation and probable expansion of the City's growth trend. This recent higher growth highlights the importance of monitoring growth patterns as the City continues to grow.

Population Projections

Understanding population projections helps anticipate future trends, guide resource allocation, and develop proactive strategies for housing, transportation, and infrastructure.

The state-wide projections from the Texas Water Development Board (TWDB) are considered the industry standard and serve as the baseline for the population projections used in this Comprehensive Plan. The TWDB anticipates that both Hidalgo County and the City of Pharr's populations will continually increase to 2080.

While these state wide projections allow for regional comparisons and provide a starting point for assessing future population growth, they may not fully capture local contextual knowledge or the potential for new growth within the City. The Growth Scenarios table below illustrates population estimates under three potential future scenarios: low growth, medium growth, and high growth.

Examining future population projections is crucial in land use planning, as it provides a forward-looking perspective essential for well-planned development. Anticipating population growth enables the City to allocate resources efficiently, ensuring that infrastructure, housing, and public services are adequately sized and distributed to meet Pharr's needs. It also allows for proactive solutions to challenges such as traffic congestion, housing shortages, and environmental impacts.

Growth Scenarios

Year	Growth Rate		
	Low Growth (1.5%)	Medium Growth (2%)	High Growth (2.5%)
2020	79,496	79,496	79,496
2030	92,258	96,905	101,762
2040	107,069	118,127	130,264
2050	124,258	143,996	166,749

Source: Texas Water Development Board, Freese & Nichols, Inc.

FUTURE LAND USE MAP

The Future Land Use Map will consider existing land use, neighborhood compatibility, current zoning regulations, economic development strategies, past development patterns, infill and redevelopment opportunities, and community perspectives.

The City of Pharr Future Land Use Map

The Future Land Use Map shows how Pharr plans to evolve. This map is not just about what the land will be used for; it is also about the character of development throughout the City. This includes things like the size and type of buildings, how they are placed on the streets, where and how people will park, and how you can get around.

It is important to note that this map doesn't show zoning districts, which have stricter rules and are linked to the City's zoning regulations.

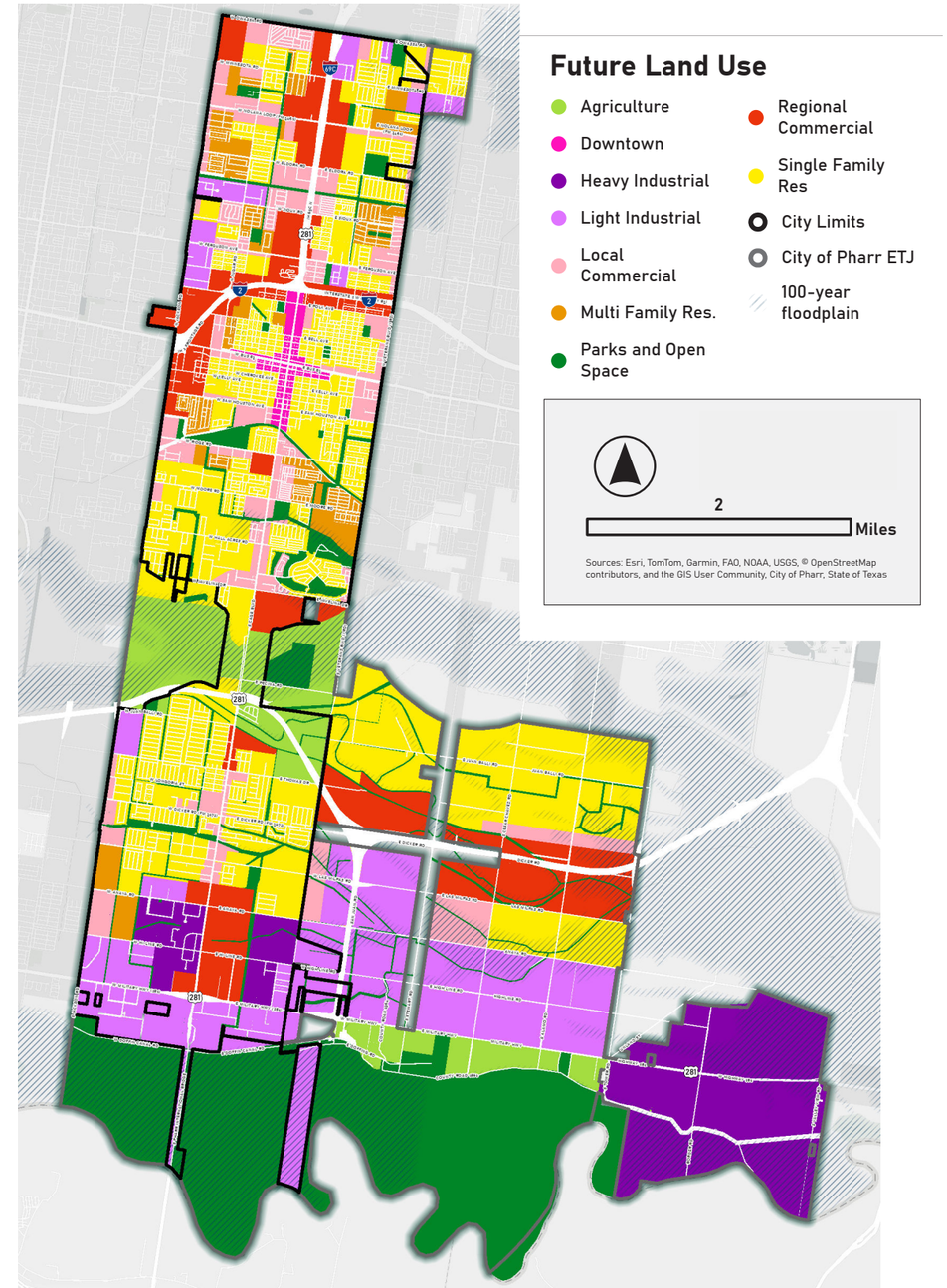
The Future Land Use categories are listed below and defined in greater depth on the following pages.

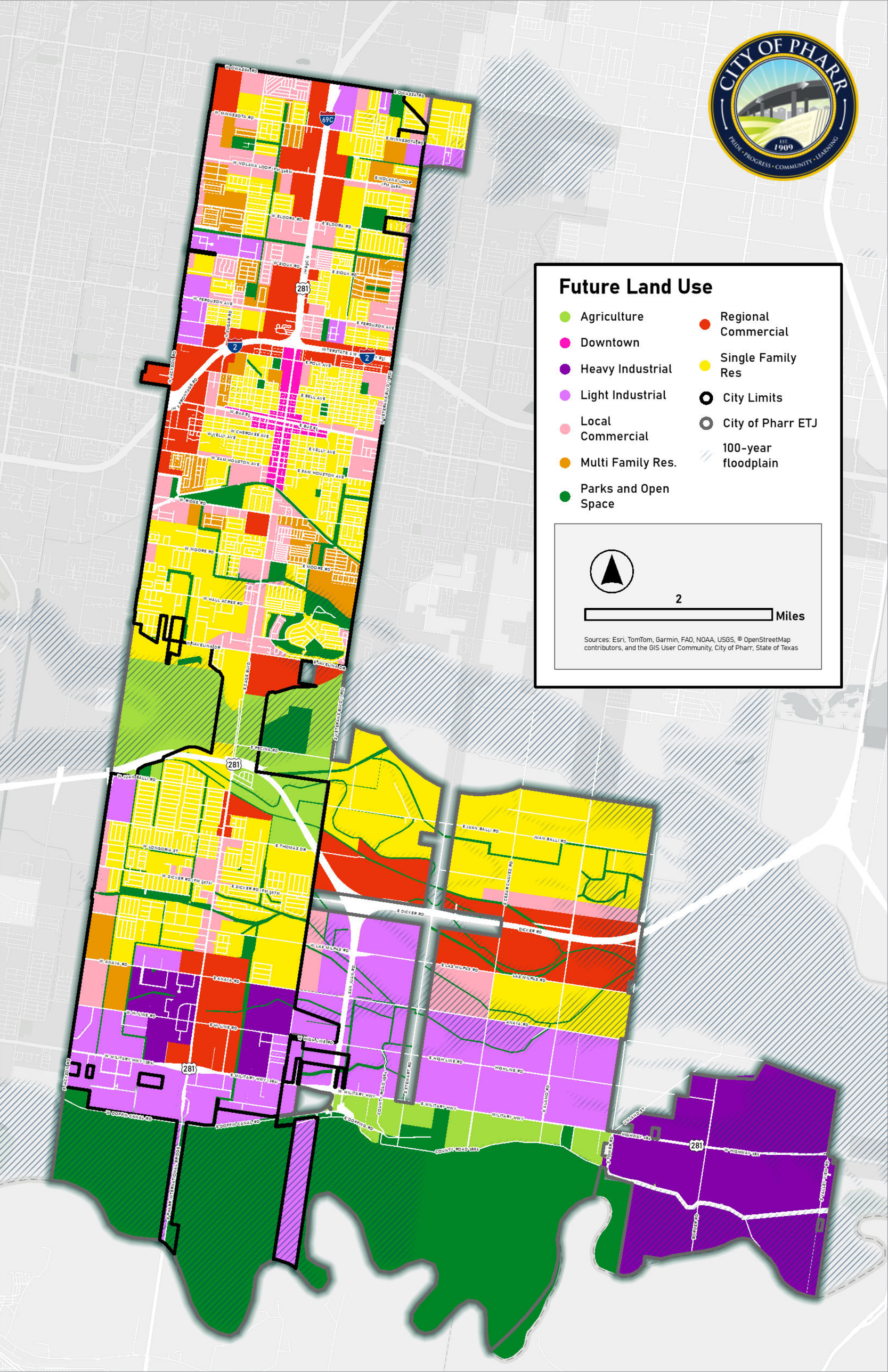
Future Land Use Categories

- Agriculture
- Parks and Open Space
- Local Commercial
- Regional Commercial
- Downtown
- Multi-Family Residential
- Single-Family Residential
- Heavy Industrial
- Light Industrial
- Municipal Limits

Note: Parks, open space, utility services and facilities, and other public facilities are allowable uses under any land use category.

City of Pharr Future Land Use Map




Future Land Use
Agriculture
Downtown
Heavy Industrial
Light Industrial
Local Commercial
Multi Family Res.
Parks and Open Space
Regional Commercial
Single Family Res
City Limits
City of Pharr ETJ
100-year floodplain
2
Miles
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, City of Pharr, State of Texas

FUTURE LAND USE DASHBOARDS

To support this Plan's implementation, a Future Land Use Dashboard has been created for each land use category. These dashboards provide clear guidance on the character, development expectations, and planning intent for each category, aligning with the Plan's overall goals. Each dashboard includes components that help decision-makers, developers, and the public understand appropriate future development patterns.

Descriptions

Each dashboard begins with a narrative overview of the land use category. This description outlines the general intent, development character, and typical land use composition. It serves as a framework for understanding how an area is expected to develop or redevelop over time. Descriptions are paired with images that capture the typical look and feel of development within each category. Variations in development type, mix, density, intensity, and scale are addressed in the sections that follow.

Opportunities

Opportunities highlight key considerations or strategies that should be explored when planning for development within each land use category. These may include ideas related to housing choice, economic development, open space integration or infrastructure coordination that align with the goals of the Plan.

Primary and Secondary Uses

Primary land uses are the preferred or most appropriate land use for a category. Secondary land uses are supportive or complementary land uses that may be permitted, provided they align with the primary purpose and overall character of the area.

Density

Each category includes an appropriate target density range. Density refers to the concentration of residential development in a given area, measured in dwelling units per acre (DUA).

A dwelling unit is defined as a complete living space that includes sleeping, living, kitchen and bathroom facilities - whether it is a four bedroom home or a studio apartment.

Intensity

Intensity refers to how much of a property or lot is built on, with either buildings or accompanying development elements such as driveways and parking areas. For the purpose of this Plan, Intensity is defined as:

- Low Intensity: 0-50% lot coverage
- Medium Intensity: 50-75% lot coverage
- High Intensity: 75-100% lot coverage

Scale

Scale refers to the height of the buildings on a property or lot. For the purpose of this Plan, Scale is defined as:

- Low-Rise Scale: 1 to 2 stories
- Mid-Rise Scale: 3 to 4 stories
- High-Rise Scale: 5+ stories

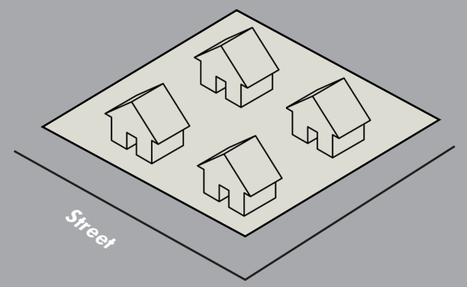
TOPIC OF NOTE: DENSITY, INTENSITY, AND SCALE

Density, intensity, and scale are key planning concepts used to describe and measure the amount of development on a site. Primarily governed by zoning and land use policies, these factors influence transportation, infrastructure maintenance, housing affordability, and the broader economy.

» Density refers to the number of dwelling units per acre (DUA)
» Intensity describes the portion of a lot covered by buildings or impervious surfaces (e.g., pavement) often expressed as a percentage - also called "lot coverage"
» Scale indicates building height, measured in stories

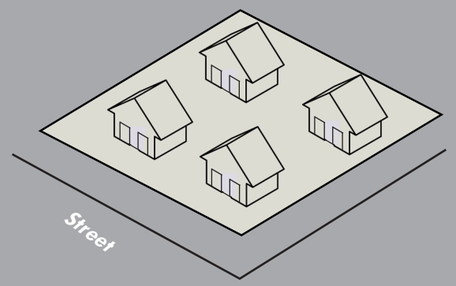
These elements are interrelated but can vary independently to meet specific goals. For example, allowing accessory dwelling units in a single-family neighborhood can increase density without increasing intensity or scale, preserving neighborhood character while expanding housing options.

Figure 1 illustrates how density, intensity, and scale interact. Note how changes in one element may or may not affect the others. Increasing scale, for instance, can accommodate more units with less lot coverage. Consider how different combinations might align with the community's goals across various parts of the City.



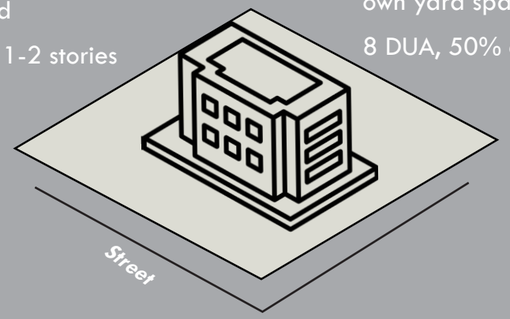
4 typical single-family lots on a block, each with their own yard

4 DUA, 50% coverage, 1-2 stories



4 duplexes on a block, each with their own yard space

8 DUA, 50% coverage, 1-2 stories



A multifamily building (4 units per floor) with a park space

12 DUA, 50% coverage, 3 stories

Agriculture

DESCRIPTION

Agriculture areas are intended to preserve and promote the continued use of land for agricultural production, ranching, and other rural activities. This designation supports the Rio Grande Valley's historic and economic reliance on farming, citrus production, and livestock operations, while helping to manage urban sprawl and protect open space. Transfer of development rights may be a tool that the City can use to preserve these lands while allowing landowners some economic benefit. Primary uses include crop cultivation, livestock grazing, irrigation and farm-related infrastructure as well as supporting uses such as agricultural processing, storage facilities, single-family farmsteads or ranch housing, agricultural support services (equipment storage, irrigation supply), limited rural commercial uses related to farming (e.g., produce stands, agri-tourism), open space conservation and wildlife management areas.

OPPORTUNITIES

- Protect open space and farmland
- Support agri-tourism and local food systems

PRIMARY USES

- Commercial agriculture, ranching and farming operations
- Open space and conservation lands
- Existing single-family

SECONDARY USES

- Rural economic uses (ie event venue, camp site, eco-tourism)
- Civic and institutional uses, such as churches and schools
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	Varies
Intensity	25% Lot Coverage Low Intensity
Scale	1 to 2 Stories Low-Rise*

*Note that scale may increase to accommodate agriculture production, such as barns, grain elevators and silos.

Parks and Open Space

DESCRIPTION

Parks and open space areas are intended for publicly owned and accessible land that preserves natural landscapes, provides recreational opportunities, protects environmentally sensitive areas, and enhances quality of life. This category can also support flood control, habitat preservation, and public health by offering green, accessible spaces within both urban and rural environments. Primary uses include public parks, open spaces and nature preserves, trails and greenways (e.g., hike-and-bike paths), wildlife corridors and wetland areas, floodplains and stormwater detention facilities integrated with public amenities as well as supporting uses such as recreation facilities (pavilions, playgrounds, sports fields), environmental education centers, passive recreation areas (picnic spaces, birdwatching areas), and ancillary structures (restrooms, parking lots, maintenance buildings).

OPPORTUNITIES

- Integrate open space with infrastructure for stormwater and flood management, creating multi-functional spaces
- Enhance connectivity through trail connections

PRIMARY USES

- Public parks and trails
- Publicly accessible open space
- Recreational facilities

SECONDARY USES

- Facilities and buildings that support parks & recreation uses
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	NA
Intensity	Varies, depending on facility
Scale	1 to 2 Stories Low-Rise

Single-Family Detached Residential

DESCRIPTION

Low-density residential areas primarily consist of detached dwelling units designed to house one family per unit. These areas reflect traditional suburban development patterns that are generally car-oriented, with consistent housing styles and greater distances to amenities. This category also includes large-lot residential developments, which provide greater separation between homes and a more open character, often at the edges of the community or in transition areas. Overall, these neighborhoods maintain a lower density, intensity, and scale, while allowing for some variety and individuality within established guidelines.

OPPORTUNITIES

- Protect existing and encourage new attainable single-family housing
- Allow for large lot, estate residential uses
- Provide sidewalks, bike facilities, and other pedestrian safety facilities where feasible
- Support infill residential development where infrastructure is already in place and there are underutilized lots

PRIMARY USES

- Detached single-family homes of varying types

SECONDARY USES

- Duplexes on contextually appropriate lots
- Accessory dwelling units when contextually appropriate
- Neighborhood-serving commercial in contextually appropriate locations, such as intersections of collector roadways
- Civic and institutional uses, such as churches and schools
- Parks and open spaces
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	4 to 8 DUA*
Intensity	50% Lot Coverage Medium Intensity
Scale	1 to 2 Stories Low-rise

*Density may be lower in large-lot subdivisions, with lots from half to 2 acres in size.

Multi-Family Residential

DESCRIPTION

Development features buildings that accommodate many residents within a single building structure. These may include lower-scale missing-middle type products or multi-story buildings, such as apartments or condos. Developments should reflect a distinct identity, thoughtful design, and attention to site aesthetics that enhance the visual quality of the area. Development design and uniqueness are key considerations, promoting the development not only serves residents but also contributes to a sense of place. These areas prioritize lower-maintenance lifestyles and convenience, with easy access to parks, jobs, retail and essential services through walking or bicycling. Connectivity to surrounding development is a feature of these residential areas.

OPPORTUNITIES

- Promote placemaking and building design that reflect local identity and character
- Expand sidewalk networks and pedestrian infrastructure
- Support development near transit routes, parks and retail to enhance access to amenities

PRIMARY USES

- Range of multi-family housing types, including apartments, condos, townhomes, and missing-middle housing

SECONDARY USES

- Variety of detached single-family homes with potential for integrated accessory dwelling units
- Neighborhood-serving commercial in contextually appropriate locations, such as intersections of collector roadways
- Civic and institutional uses
- Parks and open spaces
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	8 to 45 DUA
Intensity	70% Lot Coverage Medium Intensity
Scale	1 to 3 Stories* Low- to Mid-rise

*Note: Opportunities for increased building scale may be available when certain incentives are applied

Downtown

DESCRIPTION

The Downtown area aims to preserve and enhance the unique character of the downtown area by encouraging a mix of residential, commercial, and cultural uses. It seeks to create a vibrant, walkable district that serve as the hub for community interaction and economic activity. Ground floors should be reserved for activity generating uses such as retail, personal services, dining and drinking, while upper floors may accommodate professional service offices and residential units. A focus should also be placed on creating pleasant pedestrian experiences that are safe, comfortable, interesting and purposeful via generous sidewalks, outdoor dining and shade. Shared parking, urban parks or plazas, and buildings that engage the public realm are characteristic of the downtown. Downtown may also utilize specific policies to promote the desired development, such as flexible zoning regulations and incentive programs. Barrier to address may include aging/undersized infrastructure and balancing historic preservation with redevelopment and modern building standards.

OPPORTUNITIES

- Promote high-quality urban design
- Integrate a diverse mix of land uses and housing types
- Support urban parks and plazas
- Encourage context-sensitive infill development

PRIMARY USES

- Vertical mixed-use buildings, with ground-floor commercial and upper-story residential or office
- Urban pocket parks and plazas

SECONDARY USES

- Civic and institutional uses, such as museums
- Utility infrastructure, only as necessary to ensure system functionality, in order to maintain the highest and best use of these valuable properties

DESIRED CHARACTERISTICS

Density	8 to 24 DUA
Intensity	80-100% Lot Coverage High Intensity
Scale	1 to 5 Stories Low- to Mid-rise

Local Commercial

DESCRIPTION

Local commercial areas should consist of neighborhood-scale businesses like restaurants, retail shops, and personal services that cater to the daily needs of nearby residents. These zones should be appropriately scaled for the surrounding context and strategically located at key intersections for easy access from nearby residential. Development should mix uses horizontally and vertically, promoting connectivity and reducing vehicle trips. Landscaping and screening should buffer adjacent residential areas, ensuring a smooth transition between commercial and residential uses. Additional requirements such as noise and hour limitations may be appropriate given the adjacency to housing.

OPPORTUNITIES

- Encourage development that enhances residents' convenient access to goods and services
- Preserve and support attainable commercial spaces for small and local businesses
- Expand pedestrian infrastructure
- Promote small scale mixed-use developments
- Encourage transitions between commercial and residential areas through design and buffering

PRIMARY USES

- Neighborhood-scale retail, dining, personal services, and offices
- Mixed-use buildings

SECONDARY USES

- Civic and institutional uses
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	4 to 12 DUA*
Intensity	70% Lot Coverage Medium Intensity
Scale	1 to 3 Stories Low- to Mid-rise

*Note: Density considerations are relevant within mixed-use contexts

Regional Commercial

DESCRIPTION

Regional commercial areas should accommodate commercial uses that serve both local residents and the broader regional community, such as big box retailers and entertainment venues. Located along major thoroughfares, these areas may mix commercial and multi-family uses horizontally and vertically to enhance connectivity and reduce vehicle trips. Internal circulation should be facilitated by well-designed avenues and driveways, providing easy access to parking. Enhanced landscaping and facade treatments should be implemented to soften the impact between adjacent uses and large parking lots.

OPPORTUNITIES

- Encourage development that enhances the City's economic tax base and provides access to goods and services for residents
- Promote high-quality urban design and architectural standards
- Support public park spaces, plazas or green corridors
- Support a mix of land uses and housing types

PRIMARY USES

- Large-scale retail and commercial
- Vertical mixed-use development, with ground-floor commercial and upper-story residential or office
- Public parks, plazas and gathering spaces

SECONDARY USES

- Civic and institutional
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	12 to 60 DUA
Intensity	70% Lot Coverage Medium Intensity
Scale	1 to 5 Stories Low- to Mid-rise

*Note: Density considerations are relevant within mixed-use contexts

Light Industrial

DESCRIPTION

Light industrial areas accommodate a variety of activities, including light manufacturing, research and development (R&D), warehousing, and distribution, along with supportive retail and office spaces. These are industrial uses that are less nuisance-generating. These areas should focus on major employers and manufacturing operations, ensuring they are well-buffered from adjacent uses to minimize potential conflicts. Development should emphasize efficient use of space, with parking and infrastructure designed to maintain a clean and organized appearance. Landscaping and buffering techniques should be employed to create a seamless transition between industrial and neighboring areas, enhancing the overall aesthetic and functionality.

OPPORTUNITIES

- Encourage adaptive reuse of underutilized industrial buildings
- Improve connectivity to freight corridors
- Enhance visual appeal through landscaping, signage and facade design

PRIMARY USES

- Light manufacturing
- Warehousing and distribution
- R&D or flex industrial/office

SECONDARY USES

- Supporting retail uses
- Utility infrastructure

DESIRED CHARACTERISTICS

Density	0 DUA
Intensity	80% Lot Coverage High Intensity
Scale	1 to 4 stories Low- to Mid-rise

Heavy Industrial

DESCRIPTION

Heavy industrial areas allow for intensive industrial operations that involve manufacturing, processing, assembly, storage, and distribution of goods and materials. These uses may generate significant nuisances, such as noise, vibration, pollution emissions, or heavy truck traffic. They are typically located in areas with access to major transportation infrastructure such as highways, railroads, and international bridges that are located significantly away from residential areas.

OPPORTUNITIES

- Implement strategies to reduce nuisances
- Enhance natural buffers to separate industrial areas from other land uses
- Encourage compatible ancillary development, such as support offices

PRIMARY USES

- Heavy manufacturing and industrial operations
- Bulk material storage and large-scale distribution

SECONDARY USES

- Supporting office and retail uses
- Utility infrastructure
- Industrial uses with outdoor storage

DESIRED CHARACTERISTICS

Density	0 DUA
Intensity	80% Lot Coverage
	High Intensity
Scale	1 to 4 stories
	Low- to High-rise

DEVELOPMENT PATTERNS

The Future Land Use Map and land use dashboards establish a framework for the types and locations of development desired throughout the City. Building upon that foundation, the following development patterns are intended to reinforce and enhance the character of future development areas. These patterns demonstrate how different types of development including commercial, residential and industrial can be thoughtfully applied within the broader land use framework to support cohesive growth, aesthetics, connectivity and economic opportunity.

- **Corridor Development** is linear commercial or mixed-use developments located along major roadways, serving to connect different parts of the City.
- **Neighborhood Development** focuses on reinforcing the residential neighborhoods between corridors, through promoting a range of options, from context-sensitive missing-middle housing to estate home lots.
- **Industrial Development** is especially important in the southern portion of the City, near the international bridge. Future industrial areas should be thoughtfully integrated with the City's character, balancing economic development with higher-quality development standards and surrounding land uses.

Corridor Development

Corridor development focuses on commercial and mixed-use growth along major roadways and creating commercial nodes at key intersections, connecting

high-traffic areas and commercial hubs. These areas support economic activity and enhance mobility and access throughout the City. Development along corridors should encourage walkability where feasible and support a mix of uses, including commercial and residential uses, in appropriate locations.

Intensity should be highest along the primary corridor frontage, with uses gradually transitioning in scale and impact to adjacent areas within approximately one-quarter mile.

A connected network of local streets should link higher-intensity frontage development to nearby uses and surrounding neighborhoods, ensuring safe and efficient circulation. Multi-modal infrastructure, such as sidewalks, bike lanes, and transit facilities, should be incorporated into corridor design to support a range of transportation options.

Neighborhood Development

Neighborhood development focuses on preserving and enhancing existing residential areas while guiding new growth to support a wider range of housing options. A key goal is to encourage missing middle housing (such as townhomes, and cottage courts) that provide diverse, small-scale housing types compatible with the character of single-family neighborhoods. These housing types are especially suited for infill development on underutilized lots and can help meet demand for more attainable housing within established neighborhoods. Neighborhood development may also include small nodes of local commercial uses at key intersections.

Accessory Dwelling Units (ADUs)

To support incremental housing opportunities, the City may explore the establishment of an Accessory Dwelling Unit (ADU) Overlay in targeted areas. ADUs, including garage apartments, granny flats, or detached casitas, are smaller, secondary units located on the same lot as a primary residence and often share utility connections. The established neighborhoods north of Hall Acres Road may be especially well-suited for this overlay due to its existing infrastructure and stable residential fabric. ADUs can enable multi-generational living, offer rental flexibility, and support housing affordability while maintaining neighborhood character. Their presence near the City's core can also enhance downtown development by increasing the

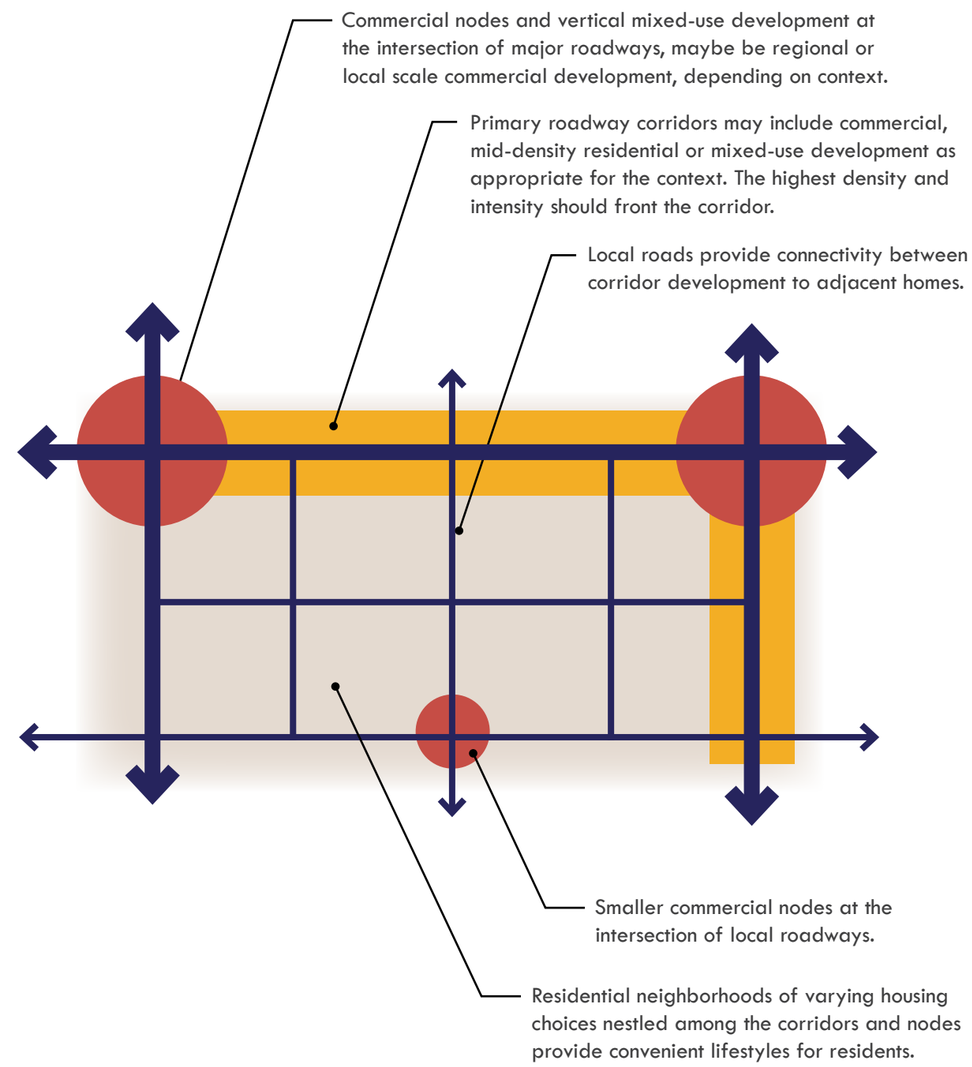
number of nearby residents, strengthening support for local businesses and services.

Estate Residential

In undeveloped portions of the City in the eastern ETJ, an Estate Residential Overlay could be helpful in guiding the development of large-lot housing. Estate neighborhoods often feature custom or semi-custom homes with open space, trail connections, or private amenities. This overlay supports the availability of executive-style housing within the City and helps diversify the housing market to meet a range of household preferences and workforce housing needs.

Corridor and Neighborhood Development Pattern Diagram

The previously described corridor and neighborhood development patterns may best be demonstrated by this simple diagram. This development pattern can be applied to all land use categories and neighborhood scales.



The design and arrangement of Pharr's buildings, streets, civic spaces and land uses build on its rich history to foster a livable and unique built pattern.

These goals and supporting policies translate the community's vision into clear, actionable guidance for land use decisions, zoning updates, capital improvements and partnership initiatives.

Goal 1.1

Guide growth to suitable locations and support harmonious transition between uses.

POLICIES

1.1.1 Use the Future Land Use Plan as the primary reference for rezoning, annexation, and capital investment decisions, allowing only minor deviations where supported by sound planning rationale.

1.1.2 Require context-sensitive transitions, including height step-downs, landscape buffers, and access management, where differing land use intensities abut.

1.1.3 Prioritize infill and redevelopment projects in areas with existing infrastructure and services.

Goal 1.2

Expand housing choice for all ages, incomes and life stages.

POLICIES

1.2.1 Pursue "missing middle" housing type initiatives in context-appropriate locations.

1.2.2 Establish an Accessory Dwelling Unit (ADU) Overlay to enable multi-generational living and affordable housing options while retaining neighborhood character.

1.2.3 Designate greenfield developments as areas for large-lot or estate housing to meet executive-level market demand and diversity the tax base. Consider an overlay to specifically identify desired areas.

1.2.4 Establish design standards to ensure multi-family developments are unique, functional, and well-integrated with parking, landscaping, and site layout.

Goal 1.3

Strengthen downtown, corridors and industrial districts as engines of economic vitality.

POLICIES

1.3.1 Support downtown revitalization through vertical mixed-use developments, facade improvement incentives and public-realm enhancements (lighting, shade, etc.).

1.3.2 Encourage walkable, mixed-use nodes at major corridor intersections to cluster neighborhood serving retail, services and, housing and to reduce vehicle trips.

1.3.3 Direct heavy and light industrial uses to planned districts south of IH-2/ US-83 and near the Pharr International Bridge, providing adequate buffers and freight access.

Goal 1.4

Safeguard agricultural lands, natural systems and the community's long-term resilience.

POLICIES

1.4.1 Implement conservation easements, transfer of development rights programs and right-to-farm provisions to maintain productive agricultural lands.

1.4.2 Integrate parks, greenways and multifunctional stormwater detention facilities to manage flooding, enhance habitat and provide recreation.

1.4.3 Promote low-impact development (LID), energy-efficient building practices and urban tree canopy expansion in both public and private projects.

Goal 1.5

Coordinate land use patterns with transportation investments to create accessible, multimodal places.

POLICIES

1.5.1 Focus higher-intensity and mixed-use development within walking distance of existing or planned transit routes and major roadway corridors.

1.5.2 Promote transit and pedestrian oriented site design standards, such as building orientation, reduced parking setbacks, and active ground floor uses.

Goal 1.6

Promote land use decisions that support long term municipal fiscal health.

POLICIES

1.6.1 Evaluate major land use or zoning changes using a fiscal-impact methodology that accounts for life-cycle infrastructure and service costs versus anticipated revenues.

1.6.2 Coordinate the City's Capital Improvement Plan (CIP) with the FLUM, timing infrastructure upgrades with growth areas and leveraging external funding where possible.

1.6.3 Review and update development regulations, design standards and fee schedules to align with these goals and policies.

02
TRANSPORTATION

Pharr's transportation corridors will provide accessibility to destinations throughout the city by complementing the built environment and offering well-connected, safe, ad attractive travel networks for bicyclists, pedestrian, drivers, and users of public transportation. Compact development and street designs that serve all types of users will reduce automobile collisions and improve travel safety throughout Pharr. The city will be regionally accessible with an airport, exceptional interstate roadways, a navigable and inspiring built environment for visitors, and future planning for regional rail service.

IN THIS CHAPTER:

This section provides an overview of Pharr's roadway network, road safety, travel patterns, and the multimodal network. The chapter summarizes projects in some phase of planning, and makes recommendations to improve the ways in which people in Pharr can travel from place to place.

OVERVIEW OF INFLUENCES

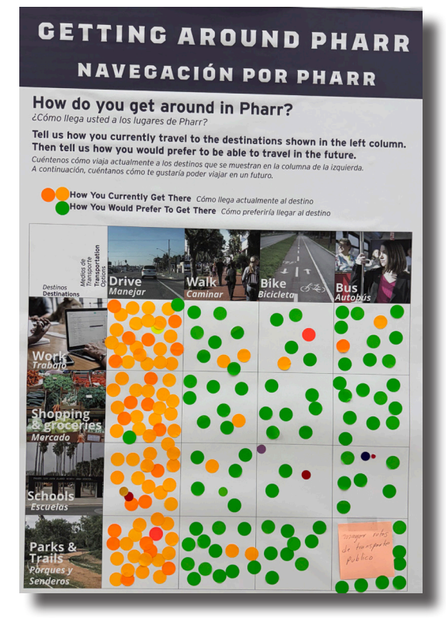
This chapter highlights opportunities to increase transportation options, improve traffic flow, expand access throughout the city, and create a healthy, safety, accessible, and fiscally-sound transportation network, for people and industry.

Efficient and affordable transportation is key to building a socially and economically vibrant city. Transportation networks have always been an important component of life in Pharr as the city flourished with its early access to the railroad. Increasingly, Pharr residents, visitors, and industries have access to local and regional roadway systems, transit service, air travel, and an expanding greenway system.

Now residents are demanding safer, more connected routes. People want more choices in how they get around. Nationwide market trends indicate that people want to live where they can reach places by bike or on foot. Demands are increasing for transportation infrastructure that supports safe and affordable mobility options.

How we travel today: % of trips by car, walking, biking, or transit

How we want to travel: % of trips by car, walking, biking, or transit



Pharr's Transportation Preference Mismatch: Pharr's residents were asked how they currently travel throughout the city and how they would prefer to travel. Individual inputs were gathered during in-person workshops and through online polling. Respondents indicated they most often drive to get places would but rather have a greater variety of viable transportation options.

What We've Heard

"Add more safety buffers between street pavement and sidewalks/bike lanes."

"More walkable streets with restaurants."

"We need to address flooding on Pharr's streets."

"Pharr needs more sidewalks and hike-bike trails to connect to schools."

"We need more walking trails on the north side so everyone can walk safely."

"We need better lighting and safer crosswalks so people can walk at night."

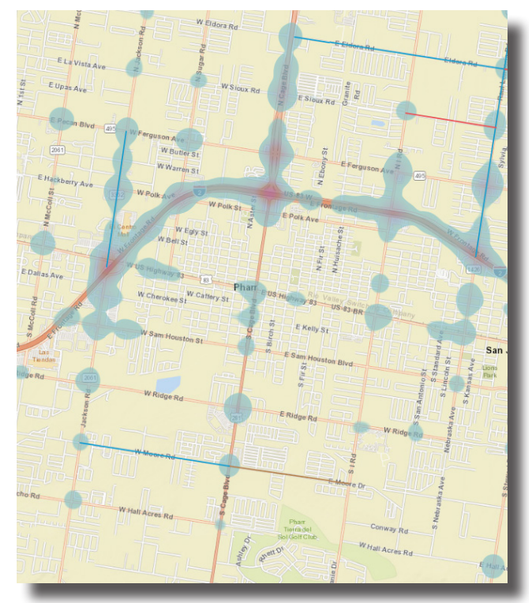
TRENDS AND CONDITIONS

Safety and Public Health

Health, transportation, and exercise are strongly correlated. Many communities along the U.S. - Mexico Border suffer from chronic diseases like heart disease and diabetes. These risk factors increase the likelihood of developing health problems, such as heart disease and stroke.

Studies show that better integrating pedestrian, bicycle, and mass transit facilities into roadway designs helps address public health in the community. Roadways with easily accessible and low stress pedestrian and bicycle facilities provide residents with options for safe utilitarian exercise that, along with other actions, can improve public health outcomes. Traffic collisions represent a common cause of death and injury in Pharr, with 61 people dying on the city's streets in 2023.

Roadway design standards that reduce vehicular speeds, provide buffers between vehicles and nonmotorized users, and separate pedestrian and bicycle facilities from travel lanes can promote a safe and comfortable environment for active transportation.



Collision Hot Spots: This heat map displays where collision resulting and death and injury occur in and around Pharr. Unsurprisingly, they occur most at intersections. However, collisions are more likely to result in serious injury or death at higher speeds.

61

Number of people who died in car crashes in Pharr in 2023 (50 people died in 2022)

Interjurisdictional Planning

Pharr is part of the Rio Grande Valley Metropolitan Planning Organization, a federally funded program that works with Rio Grande Valley communities and the Texas Department of transportation to plan for the region's transportation needs. The MPO also serves as a structure of committees and organizations that creates collaborative partnerships.

Street Design

The City of Pharr Subdivision Ordinance, Article 2 contains design guidelines for streets, including Section 118-44 for dimensional standards for street designs. These dimensional standards have served Pharr well. There are also opportunities to update existing standards and implement guidelines. In some cases dimensions can remain the same. In other cases designs should be updated and/or ROW or street widths can be reduced depending upon context and connectivity.

Street trees are a vital element of city infrastructure. They clean the air, filter stormwater, improve human physical and mental health, reduce impacts of heat island effect, and promote walkability by providing shade to pedestrians. Furthermore, when planted between the curb and the sidewalk, they provide a barrier between people and moving vehicles. Many studies measuring the net financial impact of trees show that despite maintenance costs, they can be fiscally and economically positive investments.

When planted appropriately, street trees reduce long term road maintenance infrastructure costs by providing shade that prolongs the life of the pavement. Shaded streets can save up to 60 percent of repaving costs.

Transit

The Lower Rio Grande Valley Development Council provides public transportation in the lower Rio Grande Valley through its transit department, Valley Metro. Valley Metro operates a route in Pharr. There is significant interest in Pharr to expand transit options throughout the City and region, requiring multijurisdictional coordination.

There is also growing interest across the region to explore bus rapid transit (BRT), which would include dedicated bus-only lanes to move transit-riders rapidly and directly to their destinations.

Freight

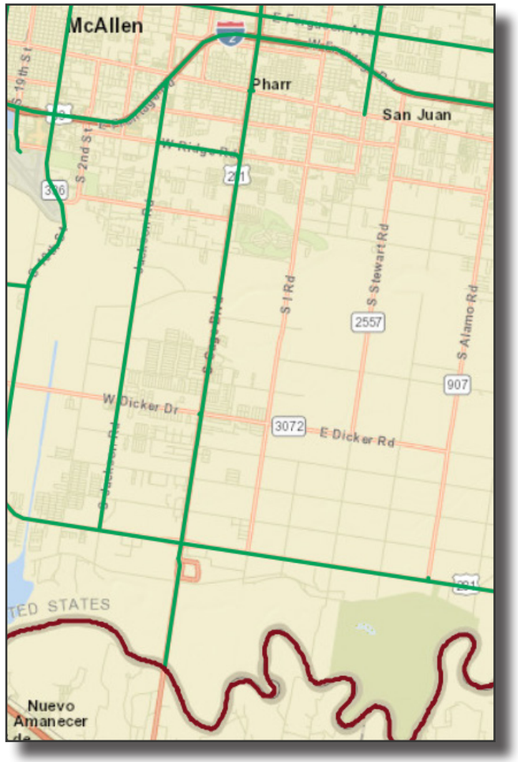
The RGV Freight and Trade Transportation Plan addresses the unique binational and multimodal freight and trade challenges and opportunities in the Rio Grande Valley. The RGV region incorporates truck, rail, maritime, air, and international bridges as well as space operations. Additionally, the plan was developed alongside TxDOT's concurrent Texas-Mexico Border Transportation Master Plan, which focuses on cross-border movement of people and goods at the statewide level.

<u>Major freight projects:</u>

International Bridge Trade Corridor (IBTC) –a nontolled 4 lane divided (at grade) highway (interim) from 365 Tollway & FM 493 to IH-2

East Loop – a four to six-lane roadway from I-69E (U.S. 77/83) to SH 4 – Construction Cost: $113,405,678

365 Tollway, Phase II – Currently under construction: a 4-lane controlled access toll facility



International Bridge

The Pharr-Reynosa International Bridge is a full-service commercial crossing located at the southern tip of the city and has been in existence since 1994. It is the third largest trade hub on the Texas- Mexico border. The International Bridge is the largest U.S. land port for processing fruits and vegetables. The Pharr Bridge handles both commercial and passenger operated vehicles.

The Bridge connects U.S. 281 to the City of Reynosa, Tamaulipas, and will soon be connected to the Industrial corridor that will lead straight to the San Fernando Blvd. and into Ciudad Victoria and San Luis Potosi. The Pharr International Bridge will become the starting point for the proposed I-69 Connector that will connect three countries, Canada, United States, and Mexico.

Costs of Infrastructure

Pharr should continue collaborating with regional communities, stakeholders, and TxDOT on capital plan strategies, including development and maintenance of a well connected network of sidewalks, bicycle lanes, and shared-use paths and trails that are accessible for all ages and abilities.

Development exactions and impact fees are among a variety of key strategies for construction of roadways that include pedestrian and bicycle options.

Additionally, the City of Pharr should collaborate with the RGVMPO and TxDOT in a strategic approach to leveraging federal funding for roadway enhancements, bicycle lane construction, and trail development.

Multimodal Infrastructure

Multimodal infrastructure includes the infrastructure for transit, pedestrians, and bicyclists, in addition to automobiles. This infrastructure includes public sidewalks, street trees, utility space and areas for seating, bike lanes, curb and gutter, on-street parking. The dimensions and design of streets have a major impact on the comfort and safety of traveling along Pharr's streets using multiple modes.

Pharr has several arterials and local streets with sidewalks. Still, most streets lack this basic amenity, making it difficult and sometimes dangerous for residents to walk places. The existence of physical barriers between people and vehicles significantly increases the safety and usability of streets.

Pharr has eight miles of on- and off-street bicycle facilities such as protected bike lanes and a hike and bike trail.

Cage Boulevard Bike Lanes: This dedicated bike lane runs along Cage Boulevard, one of Pharr's main thoroughfares. The lane is well-marked and provides a safe route for cyclists, connecting residential areas with commercial and recreational spots.

W. Ferguson Bike Lanes: A total of nine and half miles of dedicated bike lanes runs along this road, linking the communities of McAllen, Pharr, San Juan, and Alamo. This trail also connects to the 2nd Street Hike and Bike Trail through to Edinburg and Hidalgo, the airport, and the Military Highway bike lanes.

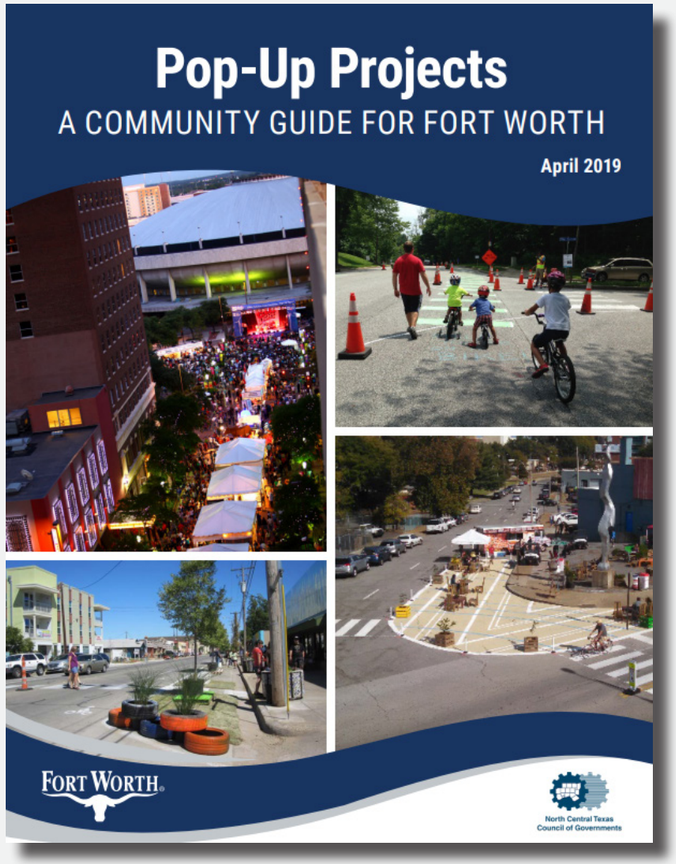
Precinct 2 Hike & Bike Trail: Over seven miles of trails are planned to connect four major areas, McAllen, Pharr, and San Juan.

Pharr District Bicycle Plan: This TxDOT plan provides recommendations for biking infrastructure across South Texas.

The Hidalgo County Active Transportation and Active Tourism Plan--the Active Plan--represents a collaborative regional initiative led by the Lower Rio Grande Valley Development Council (LRGVDC) with support from the RGVMPO.

Interim Design Strategies

Due to the high cost of infrastructure, many cities turn to temporary design solutions to test projects and consider alternative design approaches. Common strategies include neighborhood intersection bump-outs, mid-block chokers, parklets, and curb-extenders. Pharr could explore interim design strategies on local streets in neighborhoods throughout the city.



Below: This Pop-Up Projects guide provides examples of how to use low-budget, temporary design solutions as a tool to improve the design of streets and make them safer and more comfortable for multiple users.

Top Right: Parklets are common ways to add seating to streets, extend curbs, and enhance public space.

Middle Right: Low-cost intersection bulb-outs can be added to neighborhoods to enhance pedestrian safety.

Bottom Right: Low-cost materials can be used to demonstrate a potential long-term project.

FUTURE THOROUGHFARE MAP

The Pharr Future Thoroughfare Map shows where roadway extensions or new roadways are needed to accommodate the City's anticipated growth. The Map represents the thoroughfare network for the City of Pharr. The City should work with the RGVMPO to occasionally update the region's thoroughfare map for consistency with the City's principles.

Principles

The Future Thoroughfare Map should follow four key principles:

1. Street and road design elements encourage safe multimodal transportation options
2. Street Context Areas enhance the vital connection between land use and transportation
3. Small blocks and connected streets promotes safe and comfortable travel routes
4. Street rights of way should accommodate all road users, including drivers, bikes, pedestrians, and transit-riders

Using the Future Thoroughfare Map

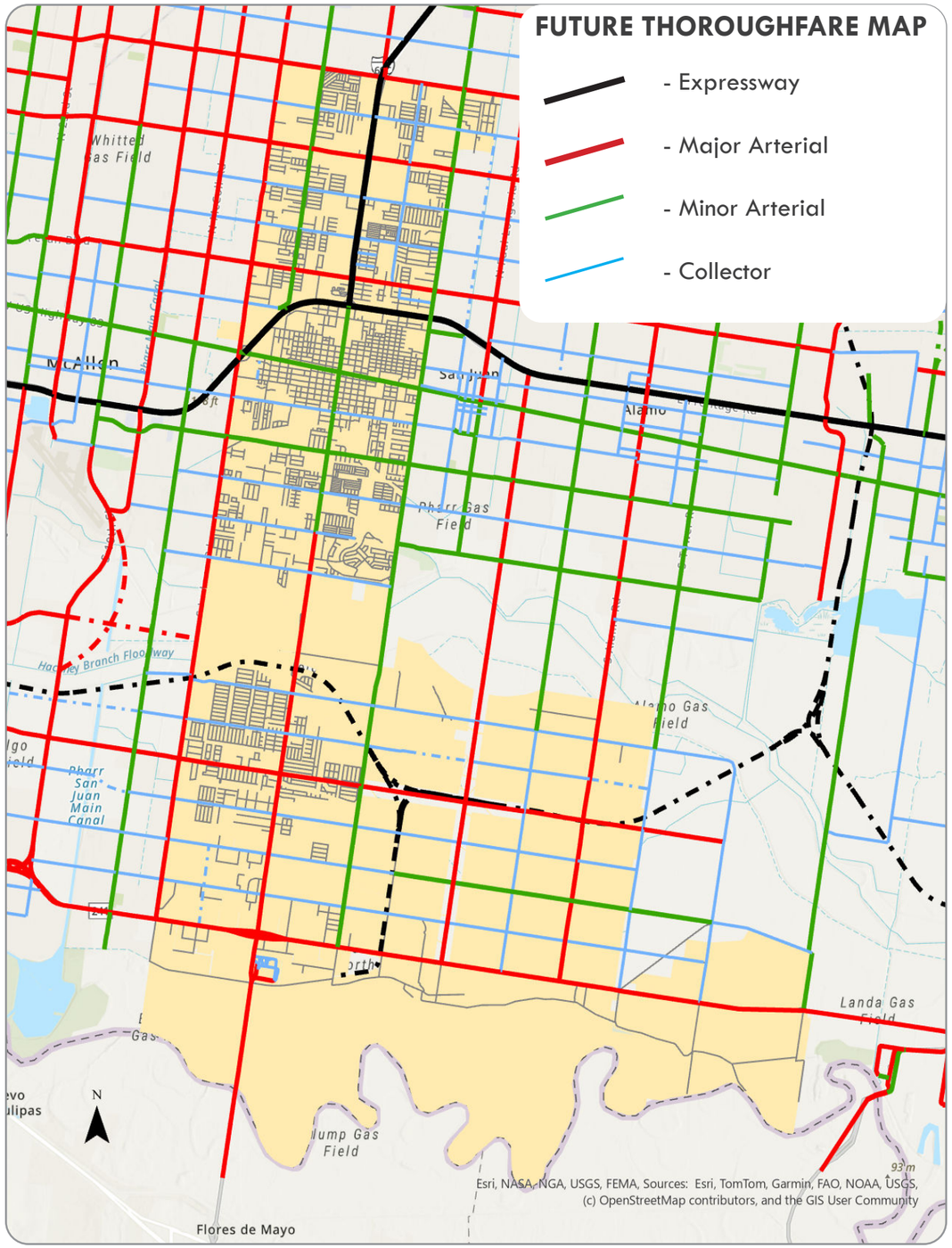
The placement of proposed thoroughfares on the map represents approximate location. As growth continues, new development may warrant the identification and development of thoroughfares that are not depicted on the Future Thoroughfare Map.

Where proposed as a thoroughfare, future development may need additional roadways not indicated in the map in accordance with the desired spacing.

Future local streets are not shown on the Future Thoroughfare Map. The City requires new local streets and street improvements in accordance with its zoning and subdivision regulations, manuals, plans, and any other standards and agreements.

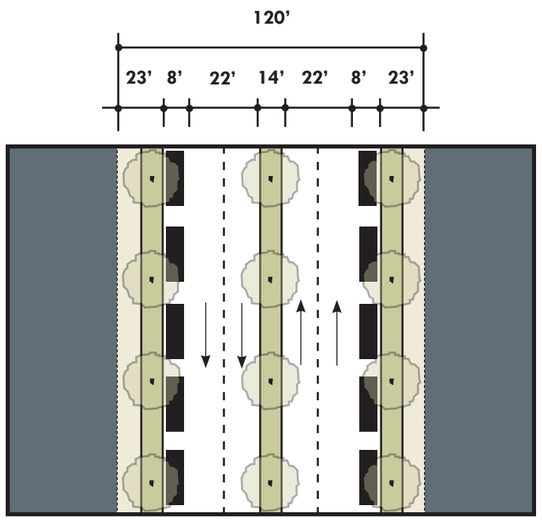
Changing and amending the map

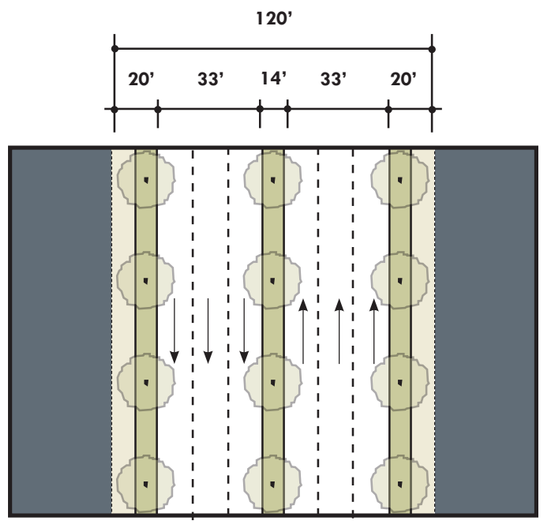
As circumstances change and development and redevelopment occurs, there may be instances where the City seeks to make an amendment to the Future Thoroughfare Map. Similar to amendments to the Future Land Use Map, proposed map amendments to the Future Thoroughfare Map should be approved by City Council subject to coordination with the Rio Grande Valley MPO.



Street Cross-Sections for New Streets

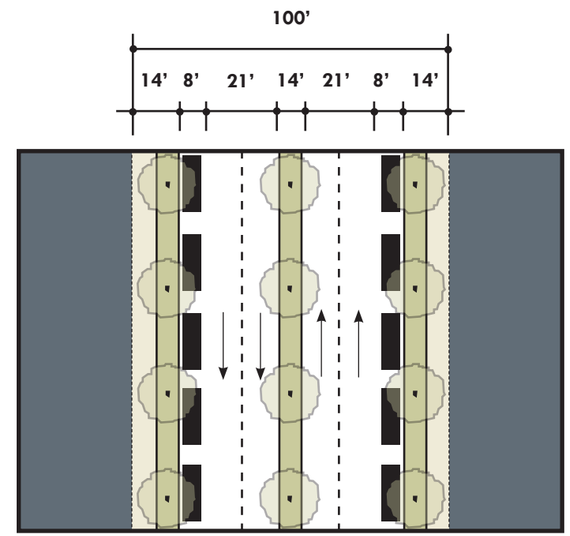
Major Arterial 120’





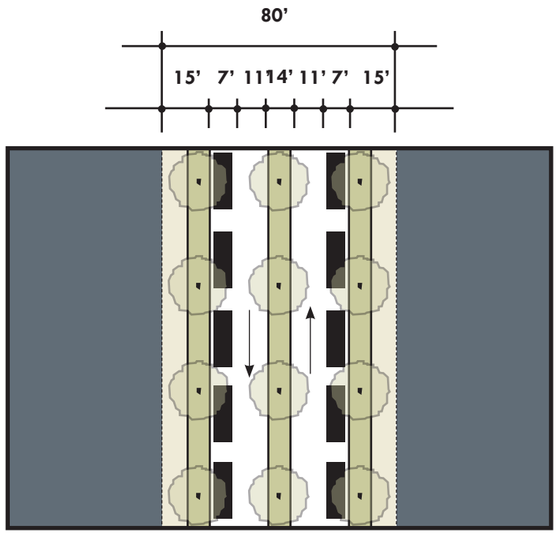
Road Type	Major Arterial 1	Major Arterial 2
Right-of-Way Width	120 feet	120 feet
Design Speed	35 MPH	35 MPH
Traffic Lanes	4 lanes	6 lanes
Lane Width	10.5-11 feet	10.5-11 feet
Parking Lanes	Parallel	None
Median / Turn lane	8-14 feet	8-14 feet
Curb Radius	15-25 feet	15-30 feet
Walkway Type	6-20 foot Sidewalk/Multi-use Path	6-15 foot Sidewalk/Multi-use Path
Planter Type	5-7 foot continuous Planter	5-7 foot continuous Planter
Curb & Gutter	Yes	Yes
Bike Facility	Physically protected / above curb	Physically protected / above curb
Street Trees	Tree well or parkway	Tree well or parkway

Minor Arterial 100’



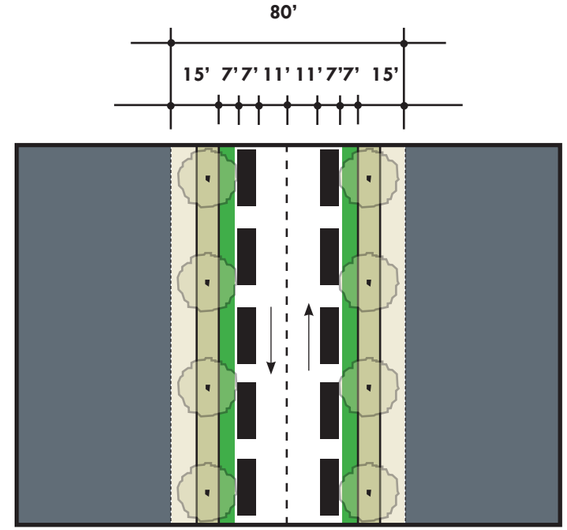
Right-of-Way Width	100 feet
Design Speed	35 MPH
Traffic Lanes	4 lanes
Lane Width	10-11 feet
Parking Lanes	Parallel
Median / Turn lane	8-14 feet
Curb Radius	10-20 feet
Walkway Type	6-14 foot Sidewalk
Planter Type	5-7 foot continuous Planter
Curb & Gutter	Yes
Bike Facility	Physically protected / above curb
Street Trees	Tree well or parkway

Collector 80’



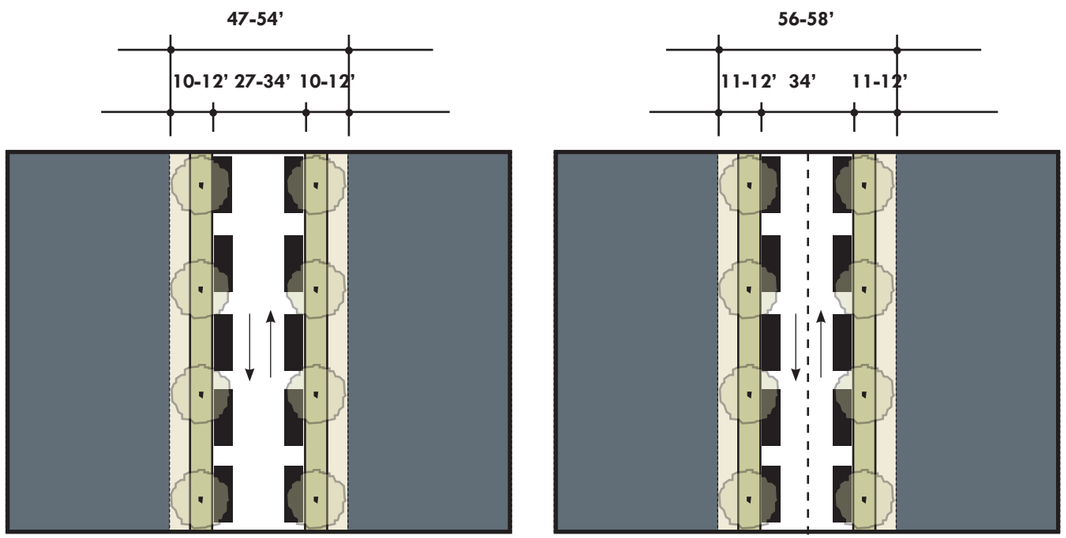
Right-of-Way Width	80 feet
Design Speed	30-35 MPH
Traffic Lanes	2 lanes
Lane Width	11 feet
Parking Lanes	Parallel
Median / Turn lane	8-14 feet
Curb Radius	10-20 feet
Walkway Type	6-15 foot Sidewalk
Planter Type	5-7 foot continuous Planter
Curb & Gutter	Yes
Bike Facility	Shared
Street Trees	Tree well or parkway

Collector - Multimodal 80’



Right-of-Way Width	80 feet
Design Speed	35 MPH
Traffic Lanes	2 lanes
Lane Width	11 feet
Parking Lanes	Parallel
Median / Turn lane	8-15 feet
Curb Radius	10-20 feet
Walkway Type	6-15 foot Sidewalk
Planter Type	5-7 foot continuous Planter
Curb & Gutter	Yes
Bike Facility	Physically protected / above curb
Street Trees	Tree well or parkway

Local 40'-56'



	Residential Local	Commercial Local
Right-of-Way Width	47-52 feet	56 feet
Design Speed	15 MPH	15 MPH
Traffic Lanes	n/a	n/a
Lane Width	n/a	n/a
Parking Lanes	Parallel	Parallel
Median / Turn lane	None	None
Curb Radius	5-15 feet	5-15 feet
Walkway Type	5-7 foot Sidewalk	6-8 foot Sidewalk
Planter Type	5-7 foot continuous Planter	4-5 foot continuous Planter
Curb & Gutter	Yes	Yes
Bike Facility	Shared	Shared
Street Trees	Parkway	Tree well or parkway

STREET DESIGN GUIDELINES

These Guidelines are intended to be used on existing thoroughfares that - due to existing conditions, right-of-way widths, or other factors - require more design flexibility than provided in the cross-sections.

Pharr's Thoroughfare Map determines the location and character of future thoroughfares. It also considers improvements or expansions to existing streets and the location of future roadways based on anticipated and planned growth patterns.

Traditionally, Thoroughfare Maps in many communities have classified different types of roadways based solely on function. The Pharr Thoroughfare Map emphasizes the design of streets based on the context of the intended surrounding built environment. Thus, this Plan emphasizes the integral connection between the public and private realms, improving the link between buildings and streets.

Street Context Areas

Street Context Areas distinguish different street designs applied based upon existing or planned transition to an intended development pattern. The Street Context Areas include:

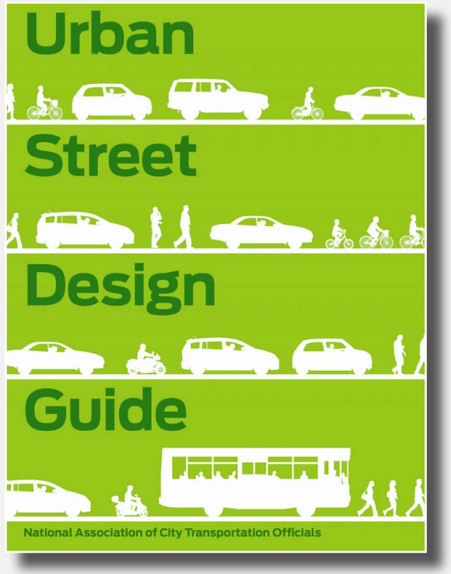
Context Area 1 - Urban

Context Area 2 - Suburban

Context Area 3 - Rural

NACTO Street Design Guidelines

Cities across the United States are adopting Street Design Guidelines from the National Association of City Transportation Officials (NACTO) into their street design policies and practices. These guidelines contain years of refined best practices in designing safer, multimodal streets and intersections. The City of Pharr should consider the NACTO street design guidelines, along with this chapter, when designing new and redeveloped streets.



Context Area 1 - Urban

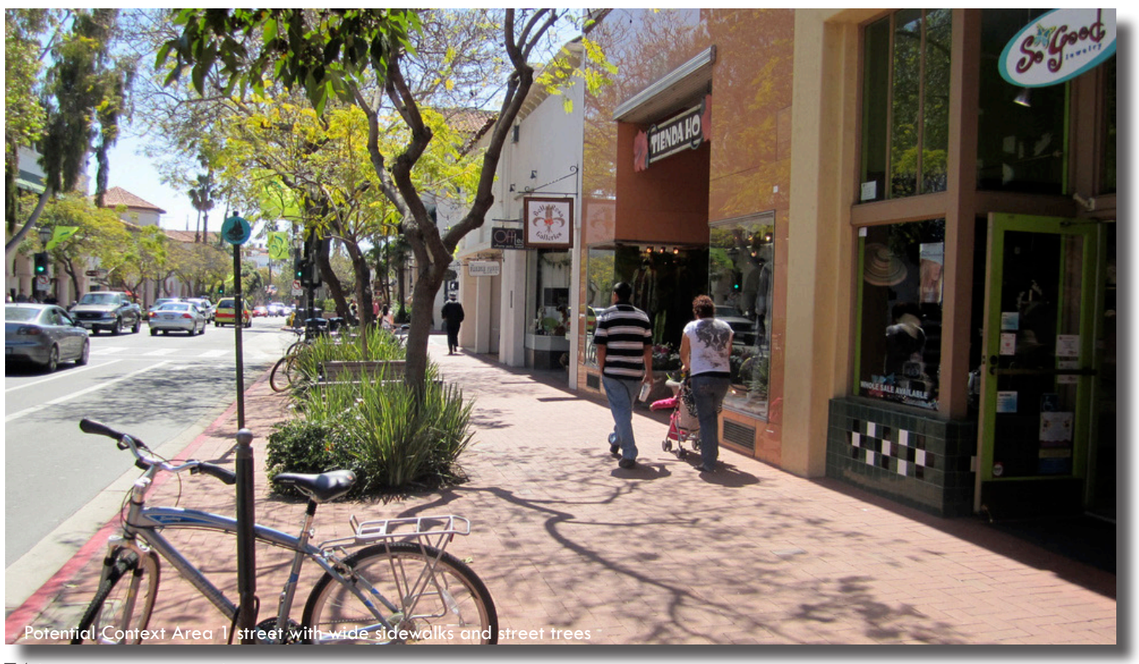
Streets in Context Area 1 should be designed to provide safe and comfortable transportation options to pedestrians, bicyclists, and transit-riders. The proportion of the public street rights-of-way width dedicated to non-vehicular transportation infrastructure should equal a minimum 50 percent of the total width.

Future Land Use Categories

- Downtown
- Local Commercial
- Single-Family Residential (near downtown)

Existing downtown street in Pharr

Potential Context Area 1 street with wide sidewalks and street trees



Potential Context Area 1 street with wide sidewalks and street trees

Context Area 1 - Street Design Guidelines

Street Component	Arterial	Collector	Local
Street Characteristics			
Desired Spacing	0.5 - 1 mile	660 - 2,000 feet	Up to 660 feet
Community Relationship	Defines neighborhood and district edges	Provides access across neighborhoods	Defines neighborhood experience
Design Speed	35 MPH	25-35 MPH	15-25 MPH
Traffic Volumes	7,000 - 27,000	1,100 - 6,300	80 - 700
Street Design Elements			
Number of Travel Lanes	4	2	1 - 2
Lane width	11 ft	10.5 - 11 ft	10 ft (na if "yield" street)
Medians	Where widths permit	Limited	Limited
On-Street Parking	Parallel	Parallel	Parallel
Curb & Gutter	Yes	Yes	Yes
Sidewalk	10 - 25 ft	8 - 15 ft	5-6 ft
Bike Facility	Physically protected	Protected or separated	On-street
Street Trees	Tree well	Parkway or tree well	Parkway
Medians	Optional	Minimally used	Discouraged
Rear alleys	Encouraged	Encouraged	Encouraged

Context Area 1 Street Retrofit Opportunities

- Widen existing sidewalks, fill gaps, and add sidewalks in priority locations
- Add shade trees abutting the curb
- Street right-of-way widths should be divided equally between roadside space and vehicular movement space with 50% of the width allocated for roadside space
- Consider space within the public right-of-way for public gathering and dining space in and around activity areas
- Frame walkable streets with buildings; first floors should have transparent windows and multiple entrances
- Convert diagonal parking to parallel parking
- Move solid waste and utilities underground and to rear alleys
- Consider above-curb improvements like bike lanes, restaurant seating, bicycle parking, and public art
- Enhance street connectivity with small block sizes
- Locate off-street parking behind buildings
- Make intersections safer for pedestrians

Context Area 2 - Suburban

Streets in Context Area 2 are generally designed primarily for automobile use. There are opportunities for short and long-term retrofits to enhance safety.

Future Land Use Categories

- Regional Commercial
- Multi-Family Residential
- Single-Family Residential (outside of downtown)
- Heavy Industrial
- Light Industrial

Existing street in Pharr with sidewalk

Potential redeveloped street with wide sidewalks and street trees

Existing street in Pharr with sidewalk + bike lane

Context Area 2 - Street Design Guidelines

Street Component	Arterial	Collector	Local
Street Characteristics			
Desired Spacing	One mile	800 - 3,000 feet	Up to 800 feet
Community Relationship	Defines neighborhood and district edges	Provides access across neighborhoods	Defines neighborhood experience
Design Speed	35 MPH	25-35 MPH	15-25 MPH
Traffic Volumes	10,000 - 50,000	1,000 - 15,000	80 - 700
Street Design Elements			
Number of Travel Lanes	4	2	1 - 2
Lane width	11 ft (12 ft outer lane)	11.5 ft	9 - 10 ft
Medians	Encouraged, With trees	Where widths permit	Limited
On-Street Parking	Parallel in retrofit	Parallel	Parallel
Curb & Gutter	Yes	Yes	Yes
Sidewalk	5 - 12 ft	5 - 12 ft	5 - 6 ft
Bike Facility	Multi-use path	Multi-use path	On-street, shared
Street Trees	Parkway or tree well	Parkway or tree well	Parkway
Medians	Optional	Minimally used	Discouraged
Rear alleys	Consider in retrofits	Consider in retrofits	Where feasible

Context Area 2 Street Retrofit Opportunities

- Enhance intersection designs and street crossings to improve bike, pedestrian, and driver safety
- Slow traffic, narrow lanes and street widths, and enhance off-street infrastructure like sidewalks and multi-use paths around schools and activity centers
- Add hike-bike trail connectivity where feasible
- Plant street trees adjacent to the curb in priority areas and along newly constructed streets
- Enhance street and trail connectivity
- Where intersections are newly constructed and redeveloped, aim to limit the curb radii to 5 - 25% unless other intersection treatments are used, like bulb-outs

Context Area 3 - Rural

Streets in Context Area 3 are located in rural areas with existing open space, farmland, and rural neighborhoods. Roads generally do not have curb and gutter. These represent areas that may eventually transition in the future, however minimal roadway improvements are expected. Where feasible, there may be opportunities for trails that can accommodate cyclists and joggers.

Future Land Use Categories

- Agriculture
- Open Space

Existing rural neighborhood street

Potential off-street trail in a rural context

Existing rural road with shoulders

Context Area 3 - Street Design Guidelines

Street Component	Arterial	Collector	Local
Street Characteristics			
Desired Spacing	One mile	660 - 2,000 feet	Up to 660 feet
Community Relationship	Defines edge of large land tracts	Defines edge of large land tracts	Provides residential access
Design Speed	35 - 55 MPH	25 - 45 MPH	15 - 25 MPH
Traffic Volumes	300 - 3,000	300 - 3,000	15 - 400
Street Design Elements			
Number of Travel Lanes	2	2	1 - 2
Lane width	12 ft	12 ft	9 - 11 ft
Medians	Where widths permit	Limited	Limited
On-Street Parking	None	None	Allowed
Curb & Gutter	None	None	None
Sidewalk	5 - 8 ft	5 - 8 ft	6 ft
Bike Facility	Trail, shoulder	Trail, shoulder	On-street
Street Trees	Gateways	Gateways	Where desired
Medians	None	None	None
Rear alleys	None	None	None

Type 3 Street Retrofit Opportunities

- Street rights of way should include shoulders and/or separate trails to accommodate multiple modes of travel
- Include stormwater swales where appropriate
- Plant trees and other types of landscaping in targeted locations and at key gateways

Residents and visitors have the freedom to safely and easily navigate the city - and nearby region - by walking, biking, driving, or riding transit.

"We need to make our neighborhood and commercial streets safer and more comfortable to use."

Goal 2.1

A safe and healthy transportation system

POLICIES

2.1.1 Enhance street intersection safety, pedestrian crossings, and other traffic-calming measures.

2.1.2 Prioritize physical barriers, such as curbs, on-street parking, trees, curbs, or bollards, between automobile lanes and non-automotive infrastructure.

2.1.3 Encourage alleys in new development and redevelopment to reduce conflicts between pedestrians and turning vehicles.

2.1.4 To handle high traffic flows, it is preferable to increase the number of parallel streets and connections, rather than making fewer roads wider.

Goal 2.2

Pharr residents have several easy options for getting around

POLICIES

2.2.1 Promote a connected network of local and regional protected bicycle lanes, paths, and greenways.

2.2.2 Expand the City's sidewalk and street tree network within both new and existing development. Enhance connectivity between denser neighborhoods and services.

2.2.3 Expand short term and long term bicycle parking in areas of activity.

2.2.4 Leverage federal and state funding to maximize capital spending impacts

Goal 2.3

Right-sized, well-located parking

POLICIES

2.3.1 Maximize use of current parking supply by promoting shared parking and way-finding for existing parking. Ensure connections between parking lots.

2.3.2 Conduct parking study, if necessary.

2.3.3 Reduce parking demand by encouraging land patterns that support and encourage non-auto modes of travel.

2.3.4 Wherever possible, locate surface and structured parking in the rear of buildings, with on-street parallel parking in the front.

Goal 2.4

More people are able to conveniently travel with transit

POLICIES

2.4.1 Provide safe, visible and accessible transit stops and transit lines.

2.4.2 Coordinate infrastructure and land use planning to facilitate future local and regional transit expansion.

2.4.3 Enhance and expand regional transit options in coordination with regional planning agencies, like the Rio Grande Valley Development Council and adjacent municipalities.

2.4.4 Plan for local and regional bus rapid transit systems, including dedicated bus lanes, high quality and visible elevated BRT stations, and coordinated traffic signalization at appropriate intersections.

Goal 2.5

Well-planned freight corridors

POLICIES

2.5.1 Continue to work with the RGVMPO to identify key freight corridors that best accommodate large vehicles and minimize safety and environmental justice issues.

2.5.2 Reduce freight conflicts with other modes of transportation modes. Reduce the need for freight trucks to travel through retail and residential areas.

2.5.3 Support access of industrial properties to regional roads through transportation and land use planning. Expand food options for freight and warehouse workers.

Economic development plays a central role in shaping Pharr's long-term growth, quality of life, and fiscal stability. As the City continues to evolve, it faces both opportunities and challenges in supporting local businesses, attracting new investment, and expanding access to good jobs. Understanding how the economy is changing, including who is working, where businesses are locating, and which sectors are growing, is essential to guiding future decisions.

This chapter provides an overview of the forces shaping Pharr's economy today. It explores trends in employment, income, industry mix, and workforce participation, along with patterns of business activity and commuting. It also considers the city's position within the broader regional economy and identifies structural factors that influence economic outcomes. Together, these insights offer a foundation for future policies and investments that can support a more resilient and accessible economy.

IN THIS CHAPTER:

This chapter provides guidance on issues of economic importance for the city, including goals and policies.

This policy direction should be used to guide decisions around public investments, city services, permits for private development, and planning initiatives.

03

ECONOMIC DEVELOPMENT

What We've Heard

"Más trabajos, más tiendas, más diversión."

"Mejorar los salarios para los empleados."

"More support for businesses."

"Invest in restaurant and modern businesses downtown to attract new customers and residents."

"Help new businesses learn how to grow and stay open in Pharr."

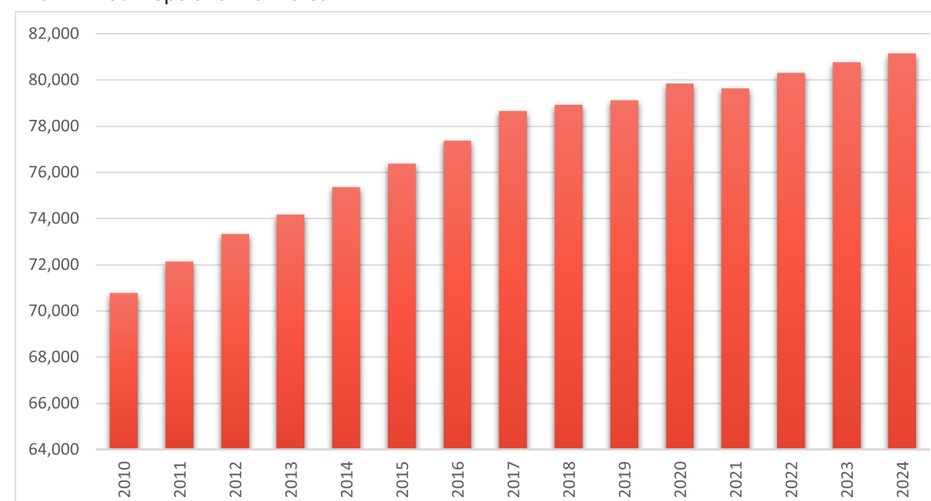
"Más empleos y más oportunidades para todos."

POPULATION

The City of Pharr is the fourth most populous city in Hidalgo County. Since 2010, Pharr's population has increased by 14.6 percent, adding more than 10,300 new residents. The 2024 population estimate for Pharr is 81,142 residents. Pharr has consistently represented roughly 10.0 percent of Hidalgo County's overall population. As a point of reference, Hidalgo County's population expanded by 17.4 percent over this period. Pharr's population growth is above the City of Mission but well behind the much faster growing City of Edinburg.

Over the next 30 years, the Texas Demographic Center projects that Hidalgo County will experience population growth of approximately 125,000 new residents. Based on historical growth patterns, this would result in an estimated increase of 12,500 residents in the City of Pharr by 2050. This equates to a projected compound annual growth rate of approximately 1.0 percent, or about 500 new residents per year. This level of growth will drive increased demand for local goods and services

Pharr Annual Population Estimates



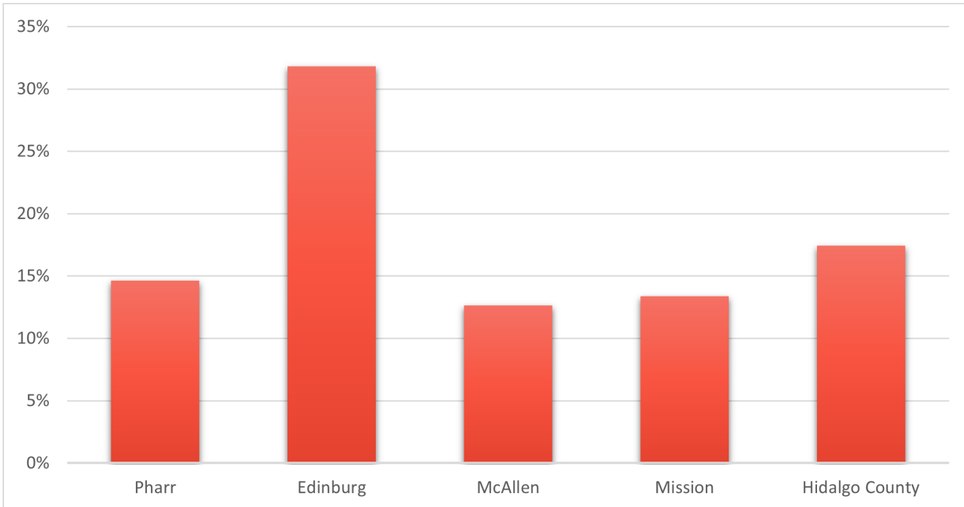
Source: U.S. Census Bureau

Population Diversity (2023)

Race	Pharr	Edinburg	McAllen	Mission	Hidalgo County
White	42.4%	39.9%	43.1%	37%	39.5%
Black	.06%	1.9%	0.9%	1.0%	0.7%
American Indian	0.2%	0.2%	0.3%	0.7%	0.4%
Asian	0.2%	2.5%	2.9%	1.8%	1.0%
Other	11.9%	7.3%	17.5%	10.0%	10.8%
Two or More Races	44.7%	48.2%	35.1%	49.0%	47.6%
Total	100%	100%	100%	100%	100%
Hispanic or Latino (of any race)	95.0%	85.8%	86.5%	88.2%	91.9%

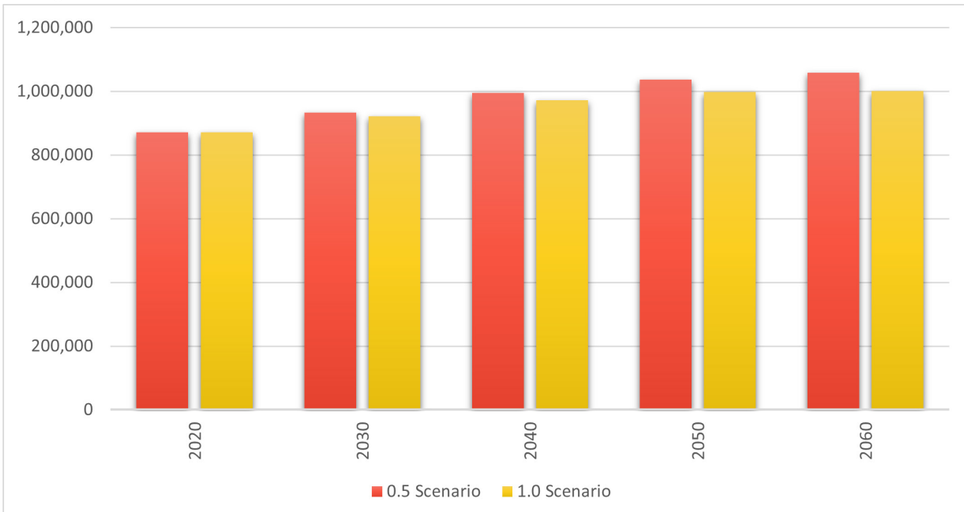
Source: U.S. Census Bureau - American Community Survey (ACS)

Population Growth Rates (2010 to 2024)



Source: U.S. Census Bureau

Hidalgo County Population Forecast

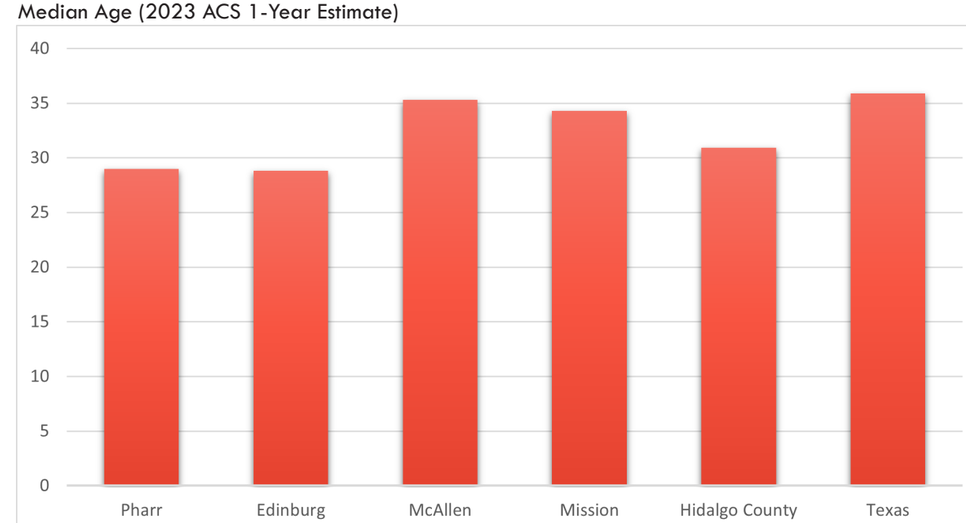


Source: Texas Demographic Center (2022)

AGE DISTRIBUTION

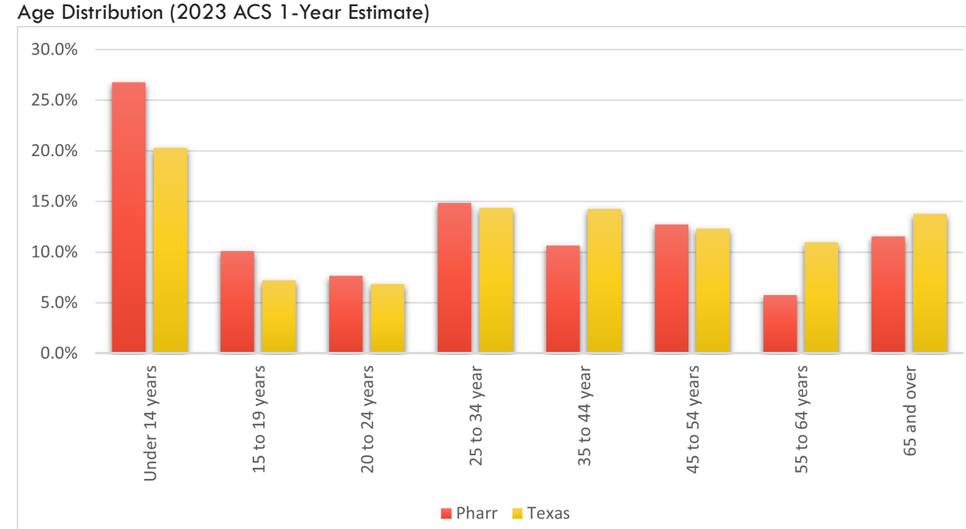
Pharr's age distribution closely mirrors that of the broader Rio Grande Valley; however, it has a slightly higher proportion of residents under the age of 14. As of the most recent data, individuals in this age group comprise approximately 26.8 percent of Pharr's population, compared to 20.3 percent statewide. The city's median age is 29.0 years, significantly younger than the Texas median of 35.9 years. The age distribution in Pharr has remained relatively stable over the past decade, suggesting sustained appeal as a location for young families.

Median Age (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - American Community Survey (ACS)

Age Distribution (2023 ACS 1-Year Estimate)

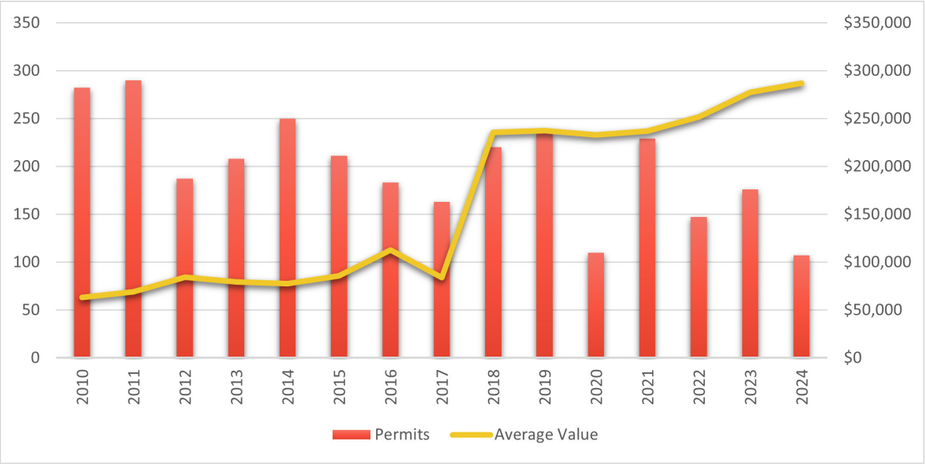


Source: U.S. Census Bureau - American Community Survey (ACS)

RESIDENTIAL REAL ESTATE

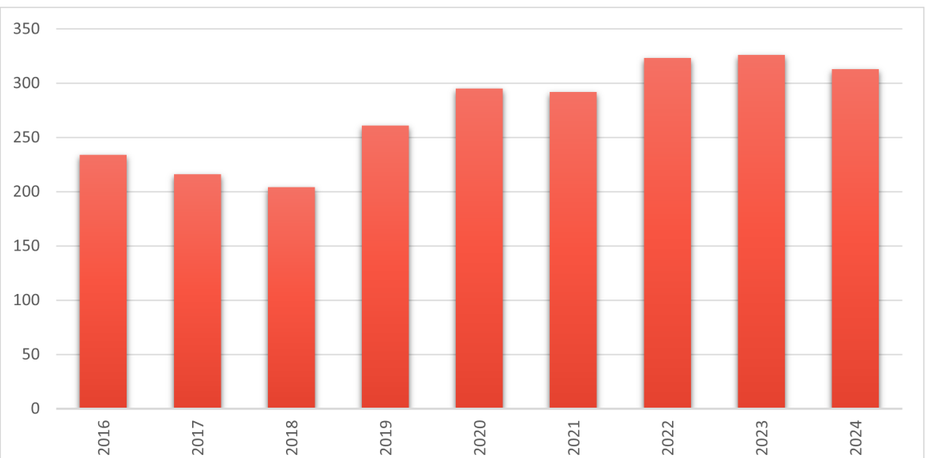
New single-family housing starts in Pharr have generally aligned with population growth. Since 2010, the City has issued building permits for approximately 200 new single-family units per year. Over the past five years, the average construction value for these homes has exceeded $225,000. Market data from Redfin indicates that the median home sales price in Pharr has increased significantly from $100,000 in 2016 to approximately $210,000 in 2025. Despite this appreciation, Pharr's housing remains relatively affordable compared to peer communities in the Rio Grande Valley. However, the City has a limited inventory of owner-occupied homes valued above $300,000. This lack of higher-end housing stock may constrain Pharr's ability to attract and retain higher-income households.

Pharr Single-Family Residential Units Permitted by Year



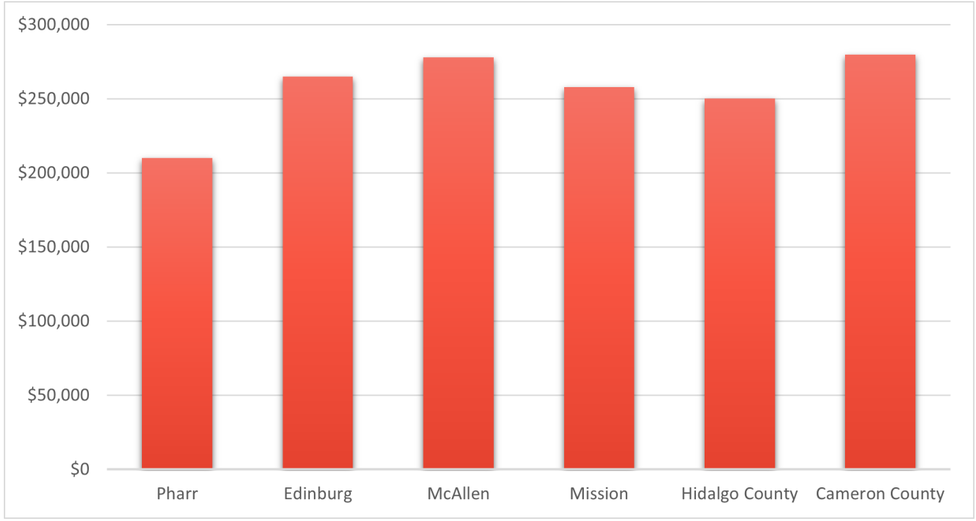
Source: U.S. Census Bureau Building Permits Survey

Pharr Annual Home Sales



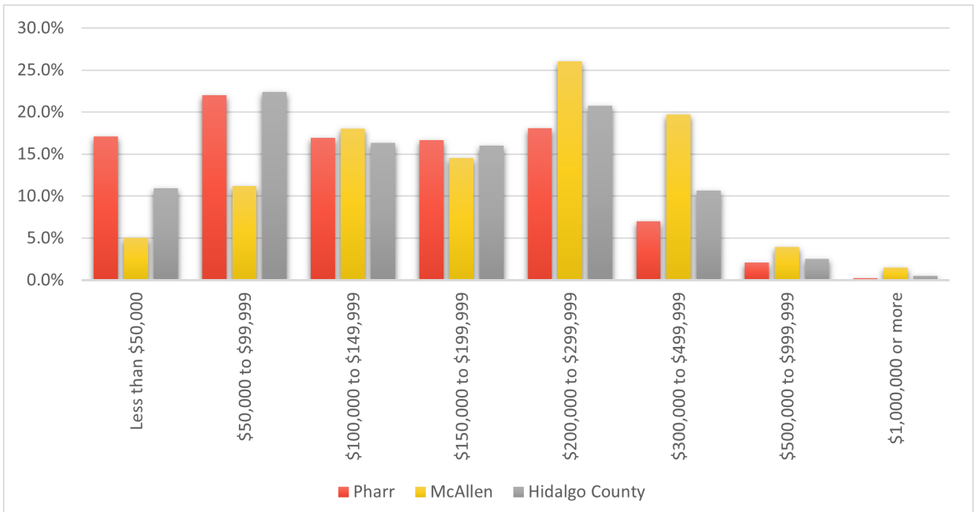
Source: TXP, Redfin

Regional Median Home Sale Price (May 2025)



Source: TXP, Redfin

Value of Owner-Occupied Housing Units (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - American Community Survey (ACS)

LABOR FORCE PARTICIPATION

The number of Pharr residents in the labor force has increased over the past decade at a faster pace than overall population growth. According to the Texas Workforce Commission, 36,438 Pharr residents were active in the labor force in 2024. The city's unemployment rate stood at 6.0 percent, well below the peak rate of 11.8 percent observed in 2020 during the pandemic. With a substantial portion of the population under the age of 14, Pharr possesses a sizable long-term labor pool. Realizing this potential, however, will depend on the availability of quality employment opportunities and targeted workforce development initiatives to equip future workers with the necessary skills.

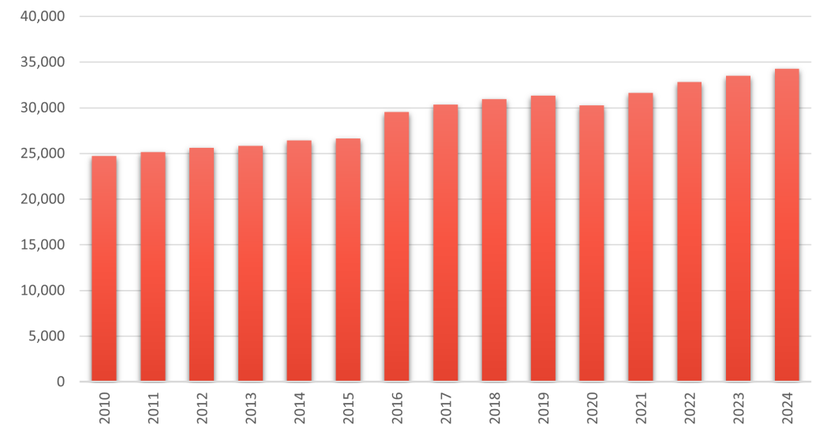
Another metric used to evaluate the health of a labor market is the share of local jobs held by residents. This can be evaluated using two statistics: 1) the % of Pharr residents who work in the city and 2) the % of overall jobs in the city held by Pharr residents. In 2023, 28.3 percent of Pharr residents indicated they worked at a job within their place of residence. This implies about 24,000 residents commute outside the city each day for work. Based on data from the US Census Bureau LEHD program, 75.0 percent of employees at Pharr-based businesses (or 25,000 workers) commute to the city each day for work. This indicates Pharr-based businesses can draw upon a regional labor market without overly relying on existing residents.

Full-time, Year-Round Civilian Employed Population 16 years and over by Industry

Industry	Pharr	Hidalgo County	Texas
Agriculture, forestry, fishing and hunting, and mining	4.7%	3.3%	2.5%
Construction	8.0%	9.3%	8.8%
Manufacturing	2.8%	5.8%	10.2%
Wholesale Trade	5.2%	3.6%	2.6%
Retail Trade	10.5%	10.7%	9.6%
Transportation and warehousing, and utilities	7.3%	8.2%	7.1%
Information	1.5%	1.3%	1.8%
Finance and insurance, and real estate and rental and leasing	3.7%	4.9%	8.1%
Professional, scientific, and management, and administrative and waste management services	11.0%	8.8%	13.6%
Educational services, and health care and social assistance	26.4%	26.6%	21.2%
Arts, entertainment, and recreation, and accommodation and food services	6.8%	6.2%	5.6%
Other services, except public administration	6.4%	5.5%	4.3%
Public administration	5.7%	6.0%	4.7%

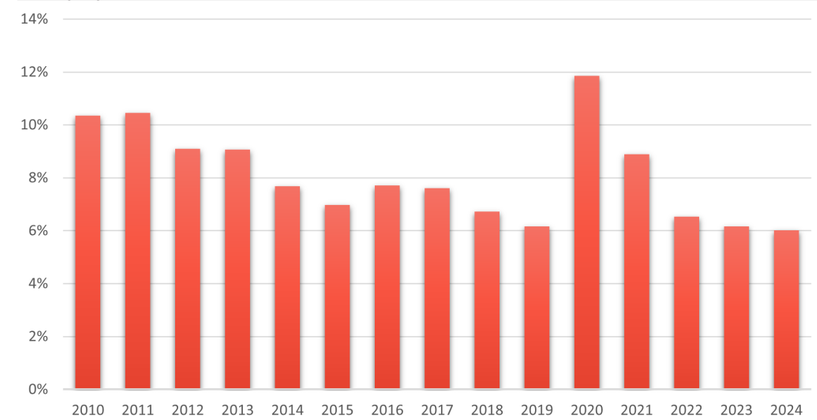
Source: U.S. Census Bureau - American Community Survey (ACS)

Employed Pharr Residents



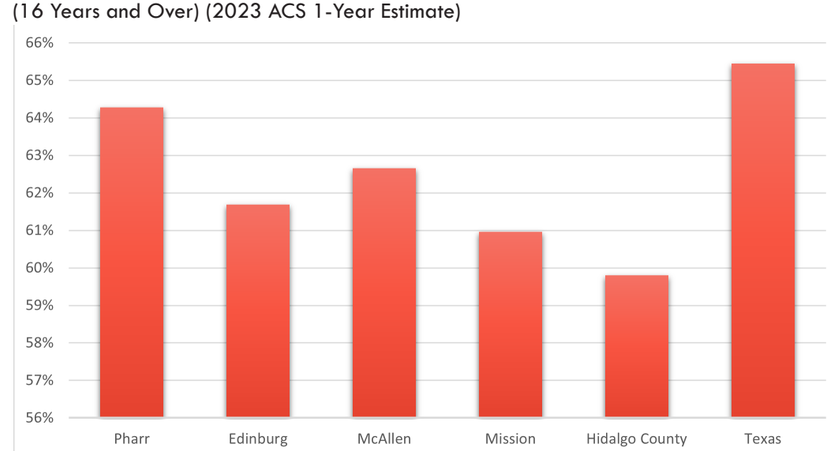
Source: Texas Workforce Commission

Unemployment Rate for Pharr Residents



Source: Texas Workforce Commission

Percentage of Working Age Residents in the Labor Force (16 Years and Over) (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - American Community Survey

PHARR-BASED EMPLOYMENT

Total employment at businesses located within Pharr has grown significantly over the past decade. As of 2022, Pharr-based employers supported approximately 33,000 jobs. Between 2010 and 2022, local businesses added an estimated 12,400 new jobs, representing a growth rate of 60.7 percent. This rate of job growth has outpaced the city's overall population growth during the same period, indicating a strengthening local employment base and increasing economic activity within city limits.

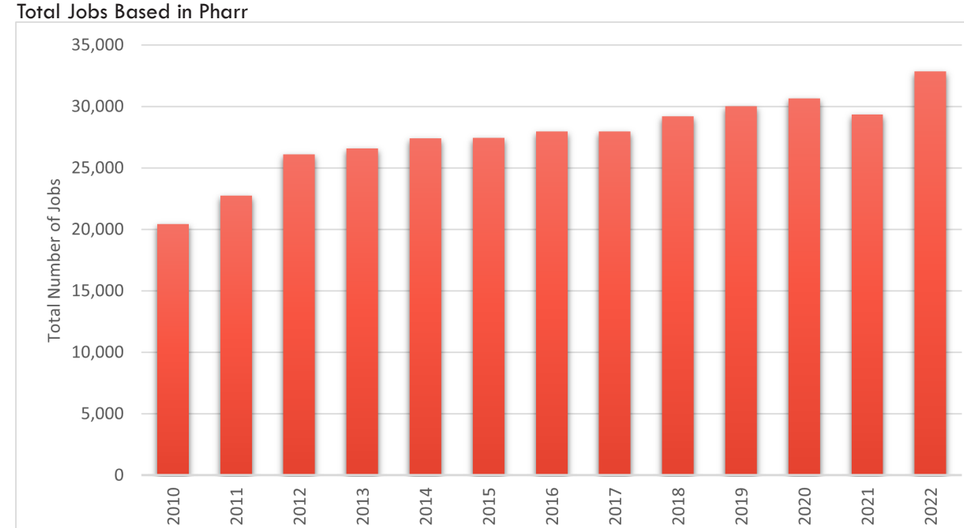
A location quotient (LQ) shows how concentrated an industry is in Pharr compared with the U.S. average. Higher LQs mean Pharr specializes in that sector." LQ is an analytical statistic that measures a region's industrial specialization relative to the United States. An LQ is computed as an industry's share of total regional employment divided by the industry's share of the national total employment. Using employment data from ESRI, it was possible to compute Pharr's LQ. Pharr has relatively strong concentrations in Retail Trade; Transportation & Warehousing; Educational Services; and Food Services & Drinking Places.

Pharr Industry Clusters
Location Quotient (2024)

Description	Location Quotient
Agriculture, Forestry, Fishing and Hunting	0.71
Mining	0.00
Utilities	0.31
Construction	0.45
Manufacturing	0.45
Wholesale Trade	1.14
Retail Trade	1.50
Transportation and Warehousing	1.46
Information	0.80
Finance and Insurance	0.83
Real Estate, Rental and Leasing	0.73
Professional, Scientific and Tech Services	0.54
Management of Companies and Enterprises	0.17
Administrative, Support and Waste Management Services	1.19
Educational Services	1.79
Health Care and Social Assistance	0.64
Arts, Entertainment and Recreation	1.75
Accommodation and Food Services	1.31
Accommodation	0.74
Food Services and Drinking Places	1.40
Other Services (except Public Administration)	0.68
Public Administration	1.15

Source: ESRI, TXP

Total Jobs Based in Pharr



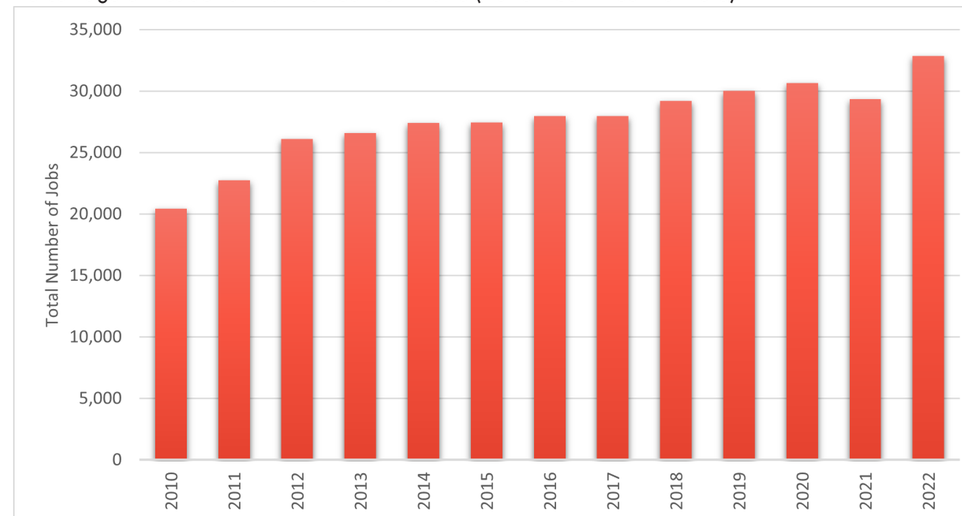
Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics

WHERE RESIDENTS WORK

Based on U.S. Census data for full-time workers aged 16 and over, approximately 25.0 percent of Pharr residents are employed in the Educational Services, Health Care and Social Assistance sector. This concentration is expected given the presence of the Pharr-San Juan-Alamo Independent School District. In contrast, the local workforce is underrepresented in higher-wage industries such as Professional, Scientific, and Technical Services; Finance and Insurance; and Manufacturing. Pharr employment in these sectors is below the statewide average. This imbalance may present challenges for increasing median household incomes.

In 2023, 4.5 percent of Pharr residents worked from home. This is a lower percentage than the averages for Hidalgo County and several peer cities. While the COVID-19 pandemic initially accelerated the shift toward remote work, benefiting many smaller and rural communities, this trend has shown signs of reversal, as a growing number of employers have begun mandating partial returns to the workplace. Pharr's relatively low share of remote workers may reflect its limited employment base in sectors that traditionally support telecommuting.

Percentage of Residents who Worked from Home (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics

Employment Levels by Business Establishment Location (2022)

NAICS	Description	Pharr	Hidalgo County	State of Texas
11	Agriculture, Forestry, Fishing and Hunting	110	2,724	58,872
21	Mining, Quarrying, and Oil and Gas Extraction	18	630	192,735
22	Utilities	242	1,963	85,217
23	Construction	1,070	8,270	808,876
31-33	Manufacturing	314	7,005	924,909
42	Wholesale Trade	1,580	9,304	629,103
44-45	Retail Trade	3,423	38,358	1,381,623
48-49	Transportation and Warehousing	2,264	8,665	634,074
51	Information	451	3,690	233,968
52	Finance and Insurance	524	6,367	608,776
53	Real Estate and Rental and Leasing	203	2,387	244,840
54	Professional, Scientific, and Technical Services	581	6,891	986,665
55	Management of Companies and Enterprises	291	1,321	171,279
56	Administrative and Support Services	1,575	15,588	902,896
61	Educational Services	8,078	45,748	1,283,229
62	Health Care and Social Assistance	7,061	77,362	1,737,154
71	Arts, Entertainment, and Recreation	972	4,123	167,005
72	Accommodation and Food Services	2,629	24,236	1,191,187
81	Other Services (except Public Administration)	558	4,910	353,921
92	Public Administration	891	10,632	395,704
	Total	32,835	280,174	12,992,033

Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics

Employment Levels By Business Establishment Location as a % of Total Location Employment

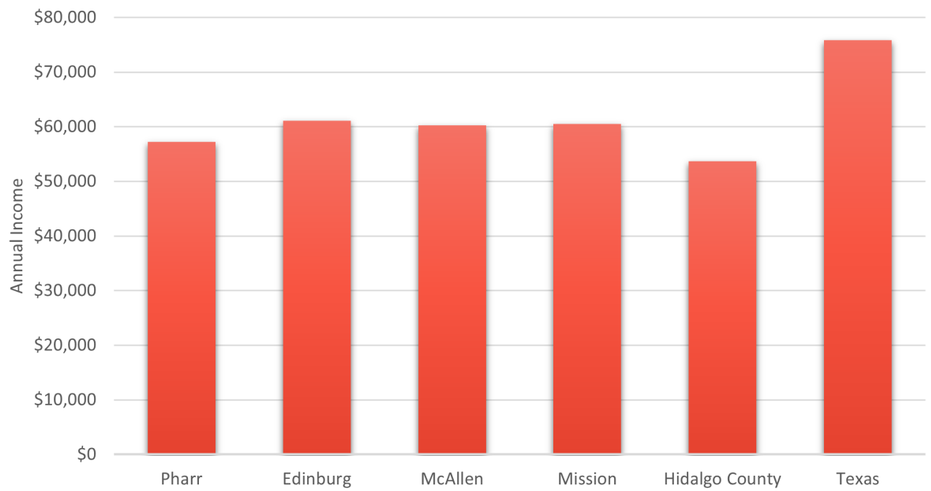
NAICS	Description	Pharr	Hidalgo County	State of Texas
11	Agriculture, Forestry, Fishing and Hunting	0.3%	1.0%	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	0.1%	0.2%	1.5%
22	Utilities	0.7%	0.7%	0.7%
23	Construction	3.3%	3.0%	6.2%
31-33	Manufacturing	1.0%	2.5%	7.1%
42	Wholesale Trade	4.8%	3.3%	4.8%
44-45	Retail Trade	10.4%	13.7%	10.6%
48-49	Transportation and Warehousing	6.9%	3.1%	4.9%
51	Information	1.4%	1.3%	1.8%
52	Finance and Insurance	1.6%	2.3%	4.1%
53	Real Estate and Rental and Leasing	0.6%	0.9%	1.9%
54	Professional, Scientific, and Technical Services	1.8%	2.5%	7.6%
55	Management of Companies and Enterprises	0.9%	0.5%	1.3%
56	Administrative and Support Services	4.8%	5.6%	6.9%
61	Educational Services	24.6%	16.3%	9.9%
62	Health Care and Social Assistance	21.5%	27.6%	13.4%
71	Arts, Entertainment, and Recreation	3.0%	1.5%	1.3%
72	Accommodation and Food Services	8.0%	8.7%	9.2%
81	Other Services (except Public Administration)	1.7%	1.8%	2.7%
92	Public Administration	2.7%	3.8%	3.0%

Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics

WAGES AND INCOME

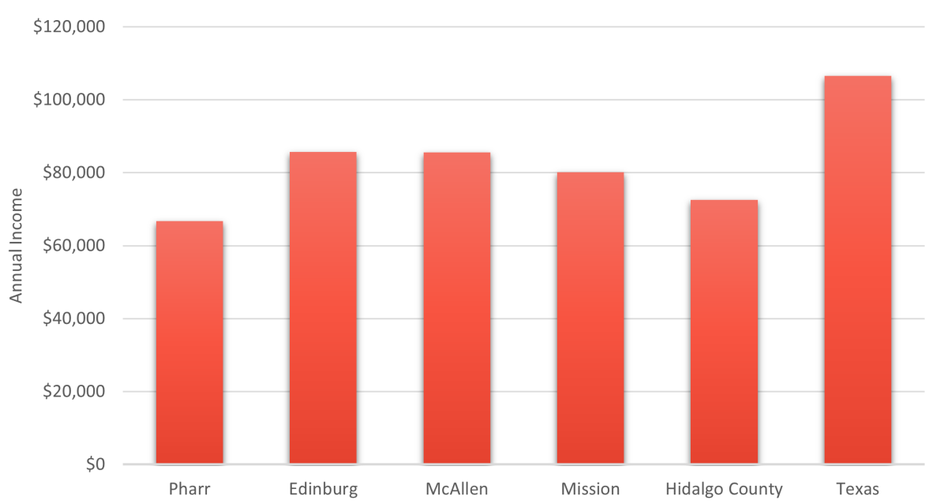
Similar to other communities along the Texas-Mexico border, Pharr's wage and income levels remain below statewide averages. Projections indicate that Pharr's wage and income levels are unlikely to achieve parity with Texas as a whole in the near future. In 2023, the city's median household income was approximately $57,171, compared to $75,780 for the State of Texas. Additionally, Pharr's per capita income was $19,748, significantly lower than the statewide average of $39,775 during the same period.

Median Household Income (2023 ACS 1-Year Estimate)



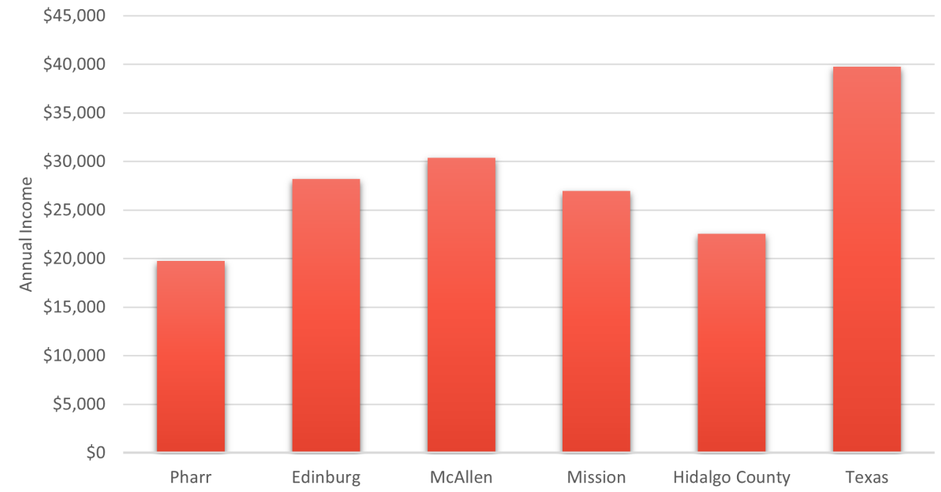
Source: U.S. Census Bureau - American Community Survey

Average Household Income (2023 ACS 1-Year Estimate)



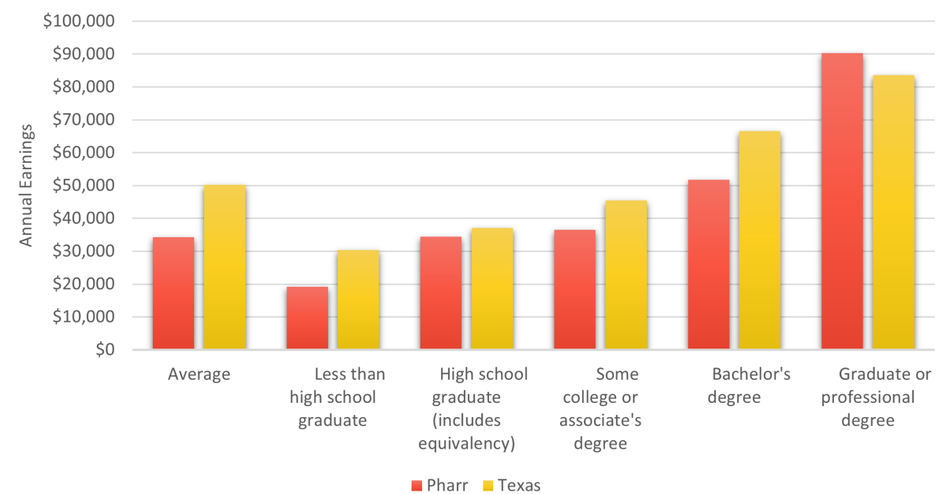
Source: U.S. Census Bureau - American Community Survey

Per Capita Income (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - American Community Survey

Pharr Median Earnings by Educational Attainment (2023 ACS 1-Year Estimate)



Source: U.S. Census Bureau - American Community Survey

VISITOR ACTIVITY

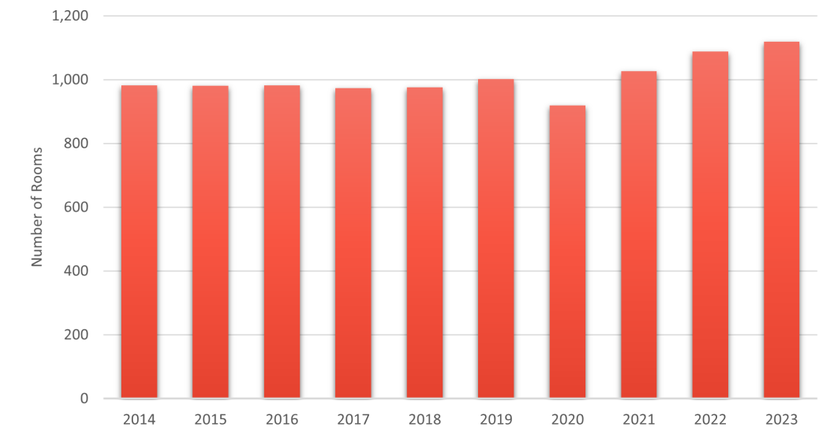
Visitor activity constitutes a meaningful sector of Pharr's local economy. According to the Governor's Economic Development & Tourism Office, tourism-related expenditures support approximately 1,670 local jobs, generate $53.2 million in direct earnings, and contribute $5.1 million in local tax revenues. Direct tourism spending accounts for an estimated 5.1 percent of total employment in the city. A substantial portion of this activity is driven by international trade and commercial travel associated with the Pharr International Bridge. To maximize the economic impact of tourism, Pharr should prioritize the development of regional retail and entertainment assets, as well as invest in enhancements to its historic downtown. These strategies would encourage longer visitor stays and increased local spending.

Tourism Activity in Pharr

Year	Total Direct Travel Spending	Total Direct Earnings	Total Direct Employment	Local Visitor Tax Receipts
2010	$117,997,781	$32,565,308	1,600	$3,149,742
2011	$121,851,610	$33,961,164	1,630	$3,124,659
2012	$128,139,672	$35,020,311	1,630	$3,273,396
2013	$129,078,052	$35,677,956	1,670	$3,341,884
2014	$139,414,013	$38,984,152	1,790	$3,705,958
2015	$135,348,887	$40,887,015	1,840	$3,783,895
2016	$132,220,913	$41,101,711	1,810	$3,799,113
2017	$123,855,739	$40,021,141	1,730	$3,733,700
2018	$124,058,331	$39,568,006	1,640	$3,763,956
2019	$134,212,210	$43,494,106	1,740	$4,184,523
2020	$125,994,141	$37,342,833	1,430	$3,864,523
2021	$149,748,675	$43,558,299	1,560	$4,690,284
2022	$167,825,674	$49,499,206	1,690	$5,133,868
2023	$169,372,579	$52,177,039	1,720	$5,092,882
2024	$171,210,996	$53,215,351	1,670	$5,147,161

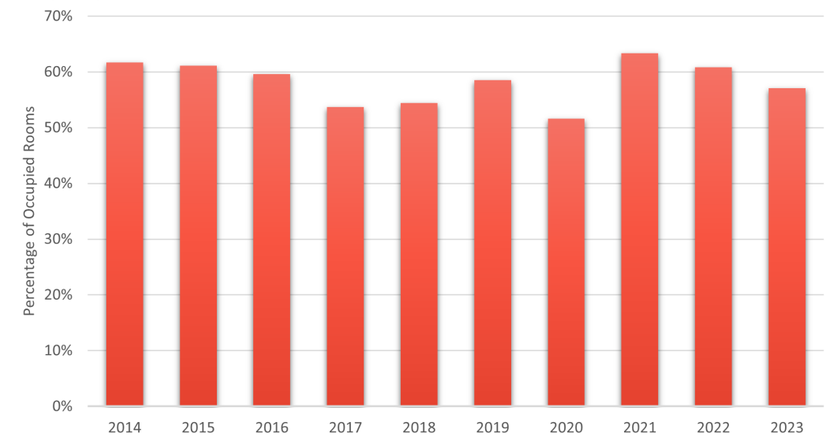
Source: State of Texas, Office of the Governor, Economic Development and Tourism

Number of Rooms Available in Pharr



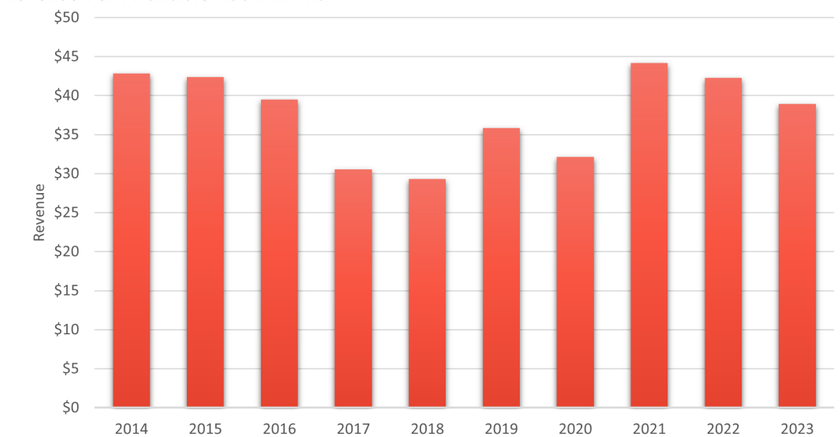
Source: Source Strategies

Occupancy Rate in Pharr



Source: Source Strategies

Revenue Per Available Room in Pharr



Source: Source Strategies

TAX REVENUE

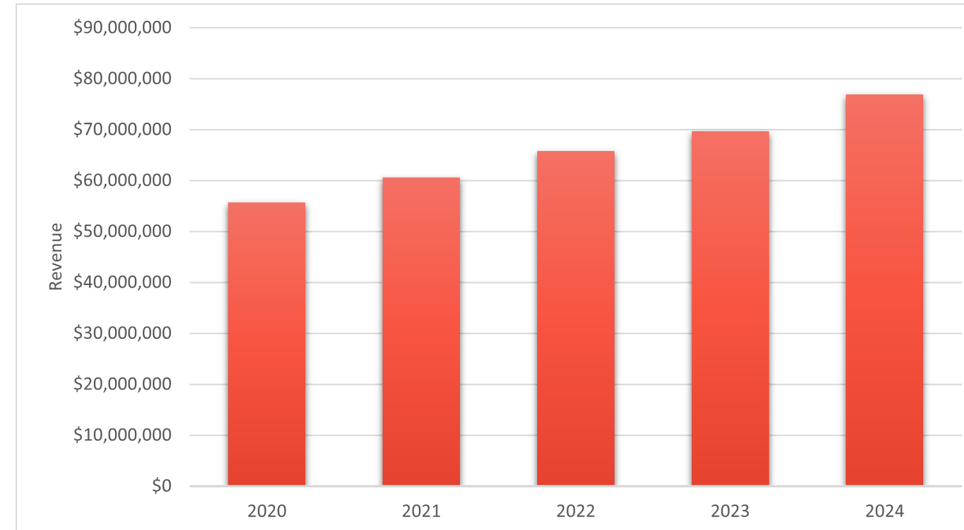
The General Fund serves as the primary operating fund for the City of Pharr, supporting essential municipal services and accounting for all financial resources not assigned to other specific funds. For Fiscal Year 2024, General Fund revenues totaled approximately $77.0 million, an increase of $20.0 million compared to Fiscal Year 2020. Property taxes represent approximately 33.1 percent of the General Fund's budgeted revenues.

Sales tax accounts for 28.8 percent of the General Fund, making it the second-largest revenue source. Pharr sales tax revenue remains sensitive to external factors such as statewide economic trends and fluctuations in the Mexican peso. Pharr will need to aggressively recruit new sales tax generators to expand General Fund resources.

Consistent with overall visitor trends, hotel occupancy tax (HOT) revenue has been relatively stable over the past 5 years. In Fiscal Year 2024, HOT revenue was projected to be $650,000. Many Texas communities rely on HOT revenue to fund convention centers, marketing efforts, historic preservation, and cultural arts programs.

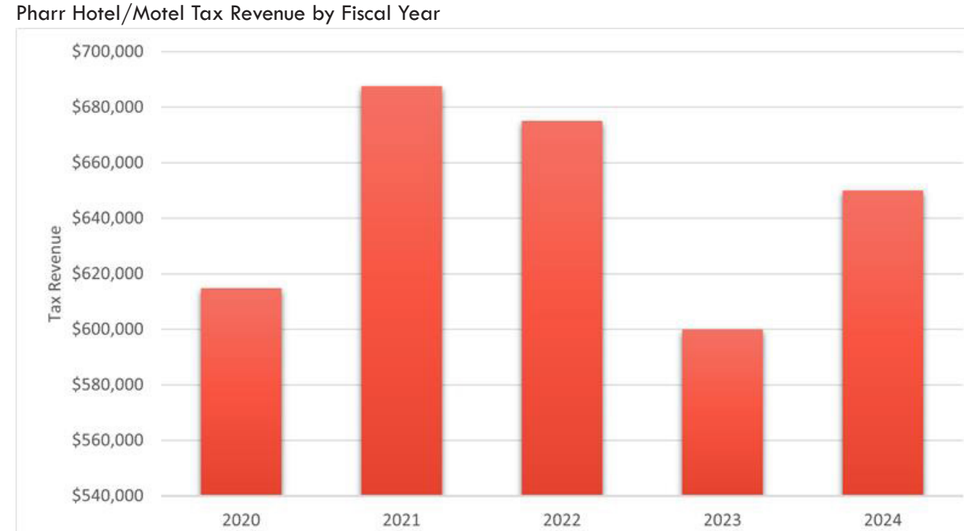
July 24th Pharr Development and Research Center Event

Pharr General Fund Revenue



Source: City of Pharr

Pharr Hotel/Motel Tax Revenue by Fiscal Year



Source: City of Pharr

FUTURE DEMAND

According to a forecast from Moody's Analytics, businesses in Hidalgo County are projected to add approximately 40,000 new jobs by 2034. Given Pharr's current share of regional employment, the city could reasonably capture 15 percent of this projected growth. Key sectors driving this expansion include Education & Health Services, which is expected to add over 18,400 jobs, followed by Professional & Business Services with 4,600 new positions, and Retail Trade with an estimated increase of 4,400 jobs. To secure its share of this growth, Pharr must proactively position itself through targeted infrastructure investments, workforce development strategies, and the preparation of development-ready sites. Coordinated efforts across economic development partners will be essential to aligning local assets with regional labor market trends and employer needs.

A retail demand forecast by ESRI projects strong future consumer demand in Pharr, particularly within the dining, entertainment, and general retail sectors. While Pharr's strategic location is a clear advantage, the ability to capture this demand will depend on the availability of suitable commercial sites. To fully leverage the projected growth, Pharr should prioritize the development of additional retail and commercial properties through infrastructure investment, incentives, and public-private partnerships. Expanding the inventory of market-ready sites will enhance the city's competitiveness in attracting new businesses.

May 13h Jose "Pepe" Salinas Memorial Recreation Center Event

Hidalgo County Employment Forecast

Description	2024	2034	Change	% Change
Natural Resources and Mining	1,110	990	-120	-10.8%
Construction	8,210	8,770	560	6.8%
Manufacturing	7,000	7,030	30	0.4%
Wholesale Trade	9,440	10,290	850	9.0%
Retail Trade	37,680	42,060	4,380	11.6%
Transportation, Warehousing, and Utilities	9,720	10,540	820	8.4%
Information	2,940	3,200	260	8.8%
Financial Activities	9,970	11,320	1,350	13.5%
Professional and Business Services	26,980	30,560	3,580	13.3%
Education and Health Services	90,350	108,780	18,430	20.4%
Leisure and Hospitality	29,770	32,420	2,650	8.9%
Other Services (Except Public Administration)	6,730	6,990	260	3.9%
Government	61,350	68,780	7,430	12.1%
Total	300,140	340,740	40,600	13.5%

Source: Moody's Analytics

Pharr Retail Demand Outlook for Key Sectors

Description	2024	2029	Projected Growth
Apparel and Services	$39,540,426	$48,694,640	$9,154,214
Entertainment and Recreation	$60,023,722	$74,019,756	$13,996,034
Food	$183,256,590	$225,672,441	$42,415,851
Food at Home	$115,348,592	$142,059,350	$26,710,758
Food Away from Home	$67,907,998	$83,613,091	$15,705,093
Health			
Nonprescription Drugs	$2,936,475	$3,617,271	$680,796
Prescription Drugs	$6,047,503	$7,442,662	$1,395,159
Eyeglasses and Contact Lenses	$1,699,190	$2,094,994	$395,804
Household Furnishings and Equipment			
Household Textiles	$2,236,756	$2,752,032	$515,276
Furniture	$14,798,058	$18,245,408	$3,447,350
Rugs	$536,876	$663,270	$126,394
Major Appliances	$9,827,754	$12,103,621	$2,275,867
Housewares	$1,692,632	$2,086,062	$393,430
Luggage	$1,468,217	$1,806,695	$338,478
Telephones and Accessories	$269,750	$333,041	$63,291

Source: ESRI

RECOMMENDATIONS

Prioritize critical infrastructure investments to stimulate growth throughout Pharr

Pharr stakeholders identified basic infrastructure as a major impediment to economic development. Water, sewer, transportation, and drainage issues were described throughout the City. The opportunity for Pharr is to use its financial resources and incentives to strategically guide growth geographically.

Improvements at the Pharr International Bridge were highlighted as a key opportunity, but South Pharr is not able to take full advantage of this activity. The majority of undeveloped land within Pharr's is also located in south Pharr. Infrastructure investments will be key to unlocking South Pharr's potential and supporting long-term growth.

Increase the concentration of retail, restaurant, and entertainment businesses in Downtown

Pharr's historic downtown is a valuable community asset with strong cultural significance. However, competing cities across the Rio Grande Valley are also investing in their downtown districts, creating vibrant destinations. To remain competitive, Pharr will need to make sustained, long-term capital investments in its downtown including sidewalk upgrades, street enhancements, and expanded parking facilities.

Beyond infrastructure, the City should evaluate catalytic land uses or anchor projects that could activate the downtown core, attract both residents and visitors, and stimulate private investment. Key performance metrics for these efforts should be measurable increases in downtown employment, business activity, and property and sales tax revenues.

Support the development of master-planned neighborhoods

A limited range of housing options has been identified as a barrier to attracting and retaining residents. While housing affordability remains a critical concern, long-term fiscal sustainability depends on a balanced mix of employment opportunities, housing types, and overall quality of life.

To address this gap, Pharr should actively promote the development of master-planned residential communities by leveraging public-private partnerships, offering targeted development incentives, and investing in supporting infrastructure. While these neighborhoods may command higher price points, their inclusion of enhanced amenities such as parks, trails, and community facilities can meet unmet demand, attract new residents, and strengthen the City's long-term economic competitiveness.

Coordinate incentives to maximize the impact

Pharr has already adopted several key economic development tools, including a dedicated economic development sales tax and the establishment of two Tax Increment Reinvestment Zones (TIRZs). The designation of a Foreign Trade Zone (FTZ) has been considered but has not been implemented. Under Texas law, municipalities also have the authority to allocate Hotel Occupancy Tax (HOT) revenues to promote tourism-related initiatives, including cultural arts programming and convention center development.

While Texas offers a wide array of incentive options, each tool comes with specific legal and financial constraints that limit its application. To maximize the effectiveness of these incentives and ensure a coordinated approach, Pharr's economic development partners should align their strategies and collaborate on project-specific incentive packages. This coordination will help stretch limited public resources and increase the overall impact of the city's economic development initiatives.

The Pharr economy offers a diversity of high-quality jobs, job training, and entrepreneurship while building a tax base that supports Pharr residents' quality of life.

To achieve the vision of a thriving local and regional economy, Pharr needs to work collaboratively on a comprehensive approach that builds on existing assets to address housing, education, job training, and placemaking.

"Invirtamos más en nuestros vecindarios, en nuestros negocios y en nuestra ciudad"

-Community Survey Response

Goal 3.1

Jobs are accessible locally and residents can afford to commute

POLICIES

- **3.1.1** Coordinate with regional partners such as Hidalgo County, the Rio Grande Valley MPO, and adjacent municipalities to recruit and retain quality local jobs that reduce the need for long commutes.
- **3.1.2** Support home offices as a workspace for small businesses and start up firms.
- **3.1.3** Promote local hiring practices from Pharr employers and encourage employer-provided workforce training, including the use of development agreements when appropriate.
- **3.1.4** Evaluate major employment expansions using fiscal-impact analysis to ensure new jobs are paired with infrastructure and services that are financially sustainable for the City

Goal 3.2

A diverse, modern local economy that offers a variety of job opportunities

POLICIES

- **3.2.1** Support Pharr's independent businesses by ensuring that incentive programs, training opportunities, and technical resources are widely publicized and accessible.
- **3.2.2** Provide training and resource-sharing that help residents build new businesses, expand collaboration, and strengthen local entrepreneurial networks.
- **3.2.3** Encourage the development of master-planned neighborhoods that combine housing, retail, parks, trails, and community facilities.
- **3.2.4** Leverage public-private partnerships and targeted incentives to deliver these communities, ensuring they include amenities that diversify Pharr's housing and employment base while maintaining affordability.
- **3.2.5** Grow Pharr's tourism economy to create economic diversification.

Goal 3.3

A local economy that meets the needs of Pharr residents

POLICIES

- **3.3.1** Recruit and retain businesses that offer living wages,quality worker benefits, and community contributions,ensuring that economic growth directly improves residents' quality of life.
- **3.3.2** Expand access to health care through new facilities, improved transit connections, and multipurpose program spaces.
- **3.3.3** Promote energy-efficient design and construction in commercial and industrial development, reducing long-term operating costs and improving resilience.
- **3.3.4** Expand childcare and in-home care services across the City to reduce barriers to workforce participation, especially for working families.
- **3.3.5** In new master-planned communities, prioritize neighborhood-serving retail and services so that residents can access daily needs locally, reducing household transportation costs and commute burdens.

Goal 3.4

A city where workers receive the training they need for high quality jobs

POLICIES

- **3.4.1** Partner with local institutions, industries, and incubators to deliver workforce training, support new businesses, and foster entrepreneurship.
- **3.4.2** Expand workforce training programs with an emphasis on living-wage careers, technical certifications, and upward mobility.
- **3.4.3** Collaborate with local employers to expand recruitment,retain local talent, and increase the scale of employer-provided training opportunities.
- **3.4.4** Tie business incentive agreements directly to commitments for local hiring, job quality, and workforce development so that public resources produce measurable community benefits.

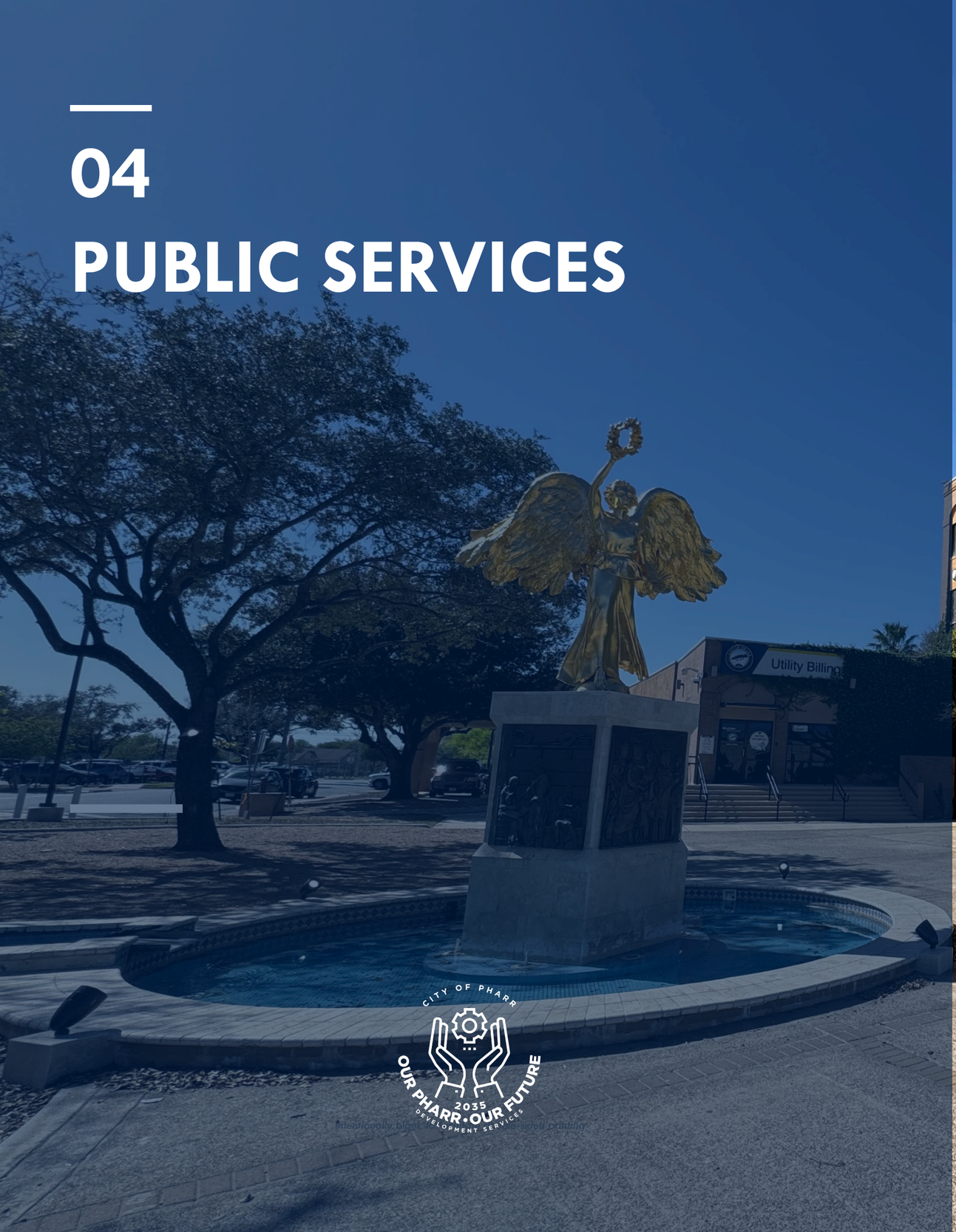
Goal 3.5

Coordinated incentives that maximize economic impact

POLICIES

- **3.5.1** Align existing incentive tools such as the economic development sales tax, TIRZs, and Hotel Occupancy Tax (HOT) revenues so they are used strategically.
- **3.5.2** Work with regional and state partners to evaluate new tools, including the potential for a Foreign Trade Zone (FTZ), and apply them where they advance Pharr's long-term competitiveness.
- **3.5.3** Develop coordinated, project-specific incentive packages that pool resources from multiple agencies, stretching limited public funds further
- **3.5.4** Tie incentive agreements to measurable community benefits such as job creation, workforce training, and fiscal sustainability.

04
PUBLIC SERVICES



Pharr's infrastructure and public facilities form the backbone of daily life; supporting homes, businesses, and the overall quality of life. They provide the fundamental services that households and businesses rely on, while also playing a vital role in enhancing residents' overall quality of life.

The goals of this Plan, such as achieving a shared community vision, shaping development patterns, fostering economic growth, and strengthening community identity and connectivity, are only achievable through thoughtful planning and investment in infrastructure and facilities.

IN THIS CHAPTER:

This chapter offers a framework for ensuring the City of Pharr continues to provide high-quality municipal services, public facilities, parks, and utility infrastructure.

The policy recommendations included here should guide the City's approach to strategic planning, resource allocation, and capital improvement decisions.

CHAPTER OVERVIEW

The land use patterns presented in the Land Use and Character chapter emphasize smart growth strategies that preserve resources while optimizing infrastructure use. This chapter builds on that foundation by exploring how to align infrastructure and facility planning with projected growth.

A city's infrastructure is composed of multiple systems, including transportation, utilities, communications, electrical services, drainage, and more. While transportation systems are covered in the Transportation chapter, this section centers on water and wastewater systems. Communications and electrical services are typically addressed outside of the comprehensive planning process, though it is worth noting that the City has made significant strides in expanding internet access as part of its broader infrastructure vision.

This chapter details:

» Utility Infrastructure
» Public and community Facilities
» Parks and Recreation

Pharr City Hall

CITY OF PHARR SERVICES

The City of Pharr provides a range of public services that support daily operations and long-term community needs. Core infrastructure services include water, wastewater, drainage, and solid waste, supported by routine maintenance and capital improvement planning. The City continues to address aging infrastructure while preparing for growth through Strategic Plan initiatives focused on system upgrades, resiliency, and service expansion.

In addition to utilities, Pharr offers a network of public facilities - such as parks, recreation centers, the Memorial Library, and the Pharr ONE center - that provide access to recreation, education, and community programming. The City is also advancing digital infrastructure by expanding Internet access and improving online service delivery to meet evolving residents and business needs.

What We've Heard

"Mejorar la infrastructura."

"More public works funding."

"More neighborhood parks."

"Mejorar el drenaje pluvial para tener seguras nuestras casas en temporada de lluvias."

"Que haya más difusión de los eventos para que todos puedan participar."

"Más clases, más talleres, más oportunidades para aprender dentro de la comunidad."

PUBLIC FACILITIES

Public facilities are essential to how a city functions and supports its residents. As Pharr continues to grow, these spaces, ranging from public safety buildings to civic and recreational centers, must keep pace with changing service demands and evolving community expectations.

These facilities form the backbone of many City services, enabling everything from emergency response to access to education and recreation. Effective facility planning ensures that residents not only receive core services but also benefit from spaces that contribute to quality of life and social connection.

As development increases across Pharr, the City must remain proactive in identifying the land and resources needed for future facilities before available sites become limited or less suitable. This includes coordinating closely with other agencies, such as the Pharr-San Juan-Alamo Independent School District, whose facilities play a role in shaping neighborhood growth and citywide infrastructure needs.

Facilities Planning Best Practices

To prepare for the future, Pharr should use a citywide facility master plan that reflects long-term goals for services and programs. A coordinated planning approach, one that considers all departments, helps identify shared needs, improve resource efficiency, and support smart site selection for new facilities.

Rather than relying exclusively on population-based formulas, planning should prioritize space needs tied to actual programming and operational requirements. This results in more responsive, user-focused facilities that can scale to meet anticipated demand, ideally looking out 20 years or more.

In addition, staffing capacity must be factored into all new facility planning. If current staffing cannot support new operations or maintenance needs, plans should address this through phased growth or dedicated hiring strategies.

Regulatory, financial, and governance structures typically lead to each infrastructure system and each public facility being placed into separately managed silos. However, solving many of today's challenges often requires breaking down barriers between these silos. Embracing a holistic perspective not only reveals opportunities for innovation but also enables cities to pursue multiple objectives more efficiently, cost-effectively and with greater speed. For communities operating under constrained resources, this system-level view is important to building the momentum and partnerships necessary to realize a shared vision for the future.

Existing Facilities

City Hall

Located in Downtown Pharr, City Hall houses the City Commission Chambers and many of the administrative offices. It also features the public-accessible Pharr Park Bench Deli.

Pharr ONE

Located in northern Pharr, this multi-purpose facility hosts community events, public meetings, and recreational programs. It also includes the public health department offices.

Pharr Aquatic Center

Centrally located, the Aquatic Center offers public swimming and a range of water-based programs for all ages.

Pharr Natatorium

Situated in northern Pharr, the Natatorium provides indoor swimming facilities for competitive training, fitness programs, and community swim lessons.

Development & Research Center

Located in southern Pharr, this center supports city development, research, and strategic planning initiatives for municipal services.

Jose "Pepe" Salinas Recreation Center

This centrally located facility offers sports and community programs and is home to the Parks and Recreation Department.

Public Works

Located in northern Pharr, the Public Works facility includes the recycling center, street and drainage services, traffic operations, fleet services, storm water management and environmental education.

Memorial Library

Downtown Pharr's library offers study and conference rooms, local archives, Cafe 121, an art gallery, public computers, printing services, free Wi-Fi, and access to books and digital resources.

Public Utilities

This centrally located facility manages water distribution, meter reading, backflow prevention, and related administrative services.

Public Safety

Located in the south-central area, this facility houses the Police Department and Municipal Court.

International Bridge

The Pharr-Reynosa International Bridge, a major U.S.–Mexico port of entry, accommodates both commercial and passenger vehicle traffic.

Innovation & Technology

Located south of I-2, this department focuses on developing and implementing technology solutions that support both residents and City staff, including management of the Pharr Connect fiber internet service.

Office of City Communications

A few blocks west of City Hall, this office handles media outreach and operates PharrLIFE, a hub for City events and resident information.

Public Safety Communications

Located just north of I-2, this facility houses emergency dispatch and 911 services.

Tierra Del Sol Golf Course

An 18-hole City-owned course and driving range located in south-central Pharr.

EMS

Operating in northern Pharr, the EMS Department delivers rapid, high-quality emergency medical care.

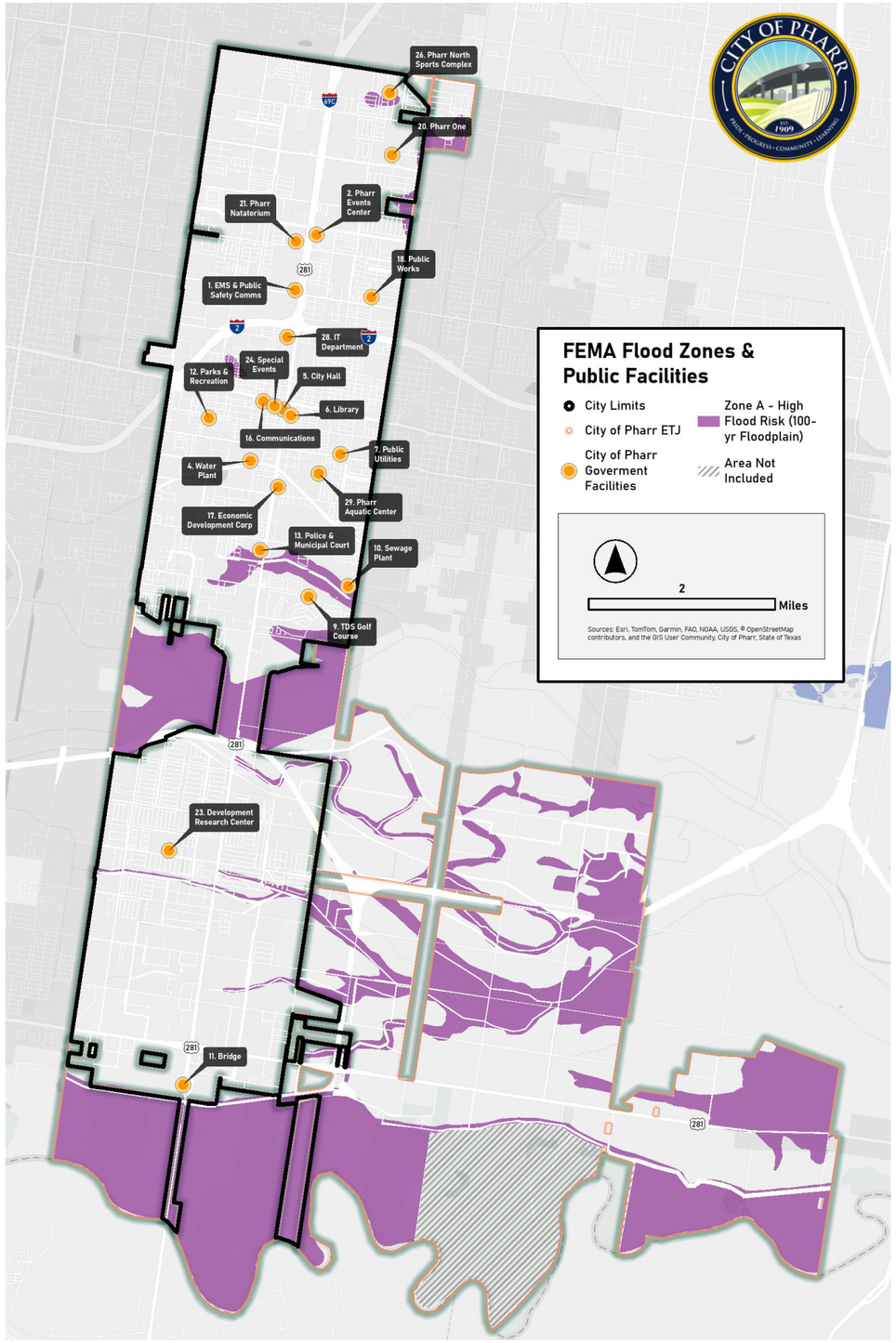
Special Events

One block west of City Hall, this department plans festivals, gatherings, and official City events.

Fire Department

There are 4 fire stations in the City. The department focuses on training and education, response times and community risk reduction.

Existing Facilities & Flood Zones Map



FACILITY AND COMMUNITY RESILIENCE

As Pharr continues to grow and invest in new public facilities, integrating resilience and hazard mitigation into planning and design is essential. Facilities must remain functional and safe during natural and human-caused disruptions common to South Texas, including hurricanes, localized flooding, extreme heat, drought, and transportation-related emergencies.

Flooding remains one of the most significant and recurring threats. Heavy rainfall can overwhelm drainage systems, leading to localized inundation and community-wide disruption. While FEMA flood zone maps provide a useful baseline, the City of Pharr's adopted FEMA-based maps are outdated and should be considered general reference only. The adjacent map depicts the 100-year floodplain, but it does not fully capture current conditions. Developing localized, high-resolution flood models—incorporating recent development, drainage changes, and climate trends—would improve the City's understanding of flood zones and risks.

To strengthen Pharr's ability to maintain critical services and safeguard residents during disasters, the following strategies are recommended:

- **Reliable Backup Power:** Determine the critical power requirements for each facility and choose dependable backup energy sources which are less vulnerable to supply interruptions, such as natural gas.
- **Flood Risk Mitigation:** Perform a detailed flood assessment using, FEMA maps, historical data, local topography, drainage infrastructure, and climate trends. Design facilities with flood risk in mind, and consider elevating structures above the 500-year flood level, with an added safety margin of two feet.
- **Storm-Resistant Design:** Design facilities to withstand ultimate wind speeds for coastal Texas, protect openings with impact-rated glazing or shutters, and secure rooftop equipment.
- **Continuity of Operations:** Build in redundancy for critical systems, especially IT and communications, to ensure government services can continue without disruption during emergencies.
- **Site Selection and Safety Buffers:** Avoid locating critical infrastructure and facilities in the 500-year floodplain, near railroads or other high-risk corridors. Establish safe buffer zones to reduce the risk of damage from derailments or hazardous spills.
- **Extreme-Temperature Readiness:** Incorporate robust insulation, weather-sealed construction, and energy-efficient heating to withstand the Valley's extreme heat and occasional cold snaps. These facilities can operate as cooling centers during heatwaves, providing air-conditioned refuge, drinking water, and support services for vulnerable residents.
- **Resilience Hubs:** Designate and equip key facilities throughout the community to serve as resilience hubs, locations the community can depend on during emergencies. These hubs should be physically hardened against disasters and act as central points for communication, shelter, material distribution and essential services.
- **Regular Risk Review:** Every five years, update hazard assessments with new climate data, population growth, and infrastructure changes, then integrate the findings into the City's Capital Improvement Plan to keep projects aligned with the latest risks.

PUBLIC SAFETY

Insurance Services Office (ISO) Rating

Public facility design and city planning directly influence the ISO rating that insurers use to gauge fire-protection quality. A community's ISO ratings depends on where fire stations are located, the level of equipment and staffing, response time and whether hydrants and water mains deliver adequate flow and pressure.

Strategic fire station placement is important in facility and urban planning, because the street network that surrounds a station ultimately governs how fast crews can reach an emergency. Compact, mixed-use development patterns shorten travel distances and help meet ISO's preferred response window, while sprawling, low-density neighborhoods lengthen routes and stretch resources.

The City of Pharr does not publicly disclose its current ISO rating, but in addition to integrating smart land use planning with the following strategies, the City can seek to improve its ISO rating. Communities with ISO ratings benefit from several advantages, including improved emergency response times, reduced property damage from fires and lower insurance premiums for residents and businesses.

» **Fire Department Enhancements (50% of the score):**

- Increase staffing levels and ensure adequate training for firefighters.
- Maintain and upgrade firefighting equipment and apparatus.
- Ensure optimal distribution of fire stations to reduce response times.

» **Water Supply Improvements (40% of the score):**

- Enhance the water distribution system to ensure adequate flow and pressure.
- Increase the number and maintenance of fire hydrants throughout the City.

» **Emergency Communications (10% of the score):**

- Upgrade dispatch systems to ensure rapid and efficient communication during emergencies.
- Ensure redundancy and reliability in communication infrastructure.

» **Community Risk Reduction (up to 5.5% bonus):**

- Implement public fire safety education programs.
- Conduct regular fire code inspections and enforcement.
- Engage in fire prevention activities and community outreach.

National Flood Insurance Program (NFIP) and Community Rating System (CRS)

The NFIP was created under the 1968 National Flood Insurance Act to stem the rising cost of flood losses nationwide. Communities that join the NFIP agree to enforce flood-resistant building standards, especially within mapped Special Flood Hazard Areas, in return for the availability of federally backed flood-insurance policies. Pharr has been an NFIP participant since 1979 (regular program entry), flowing initial Flood Hazard Boundary Maps issued in 1974 and an effective Flood Insurance Rate Map dated 1982.

FEMA's CRS rewards jurisdictions that go beyond NFIP minimums by offering premium discounts to property owners. Cities earn CRS points for activities such as advanced flood-hazard mapping, open space preservation, storm water projects and public outreach; the more points, the larger the insurance discount. Pharr is not currently enrolled in CRS. Adopting CRS-aligned practices - elevating new critical facilities at least two feet above the 500 year flood elevation, preserving additional floodplain open space along major drainage ways, and expanding education on elevation certificates - would both lower local flood risk and position the City to secure insurance savings for residents if it chooses to apply.

Going forward, all new or renovated public facilities should meet NFIP requirements, and where feasible, the recommendations of CRS guidance to strengthen community safety, protect public investments and keep the path open for future CRS participation.

IRRIGATION CANALS

A wide network of irrigation canals, some traced to the late 1800s, threads across the Lower Rio Grande Valley's 23 irrigation districts, including Hidalgo County Irrigation District No.2, which serves Pharr. Main canals divert water from the Rio Grande, while laterals distribute it to farms and groves. Depending on age and location, these channels may be earthen, concrete-lined, or converted to buried pipe, yet all remain important to the region's crop production.

Much of the infrastructure appears as broad easements skirting neighborhoods, while tall standpipes mark canal junctions. Elsewhere in the Valley, cities have turned these standpipes into community assets, wrapping them in mosaics and adding pervious trails along the canal banks. Pharr is also taking part in these initiatives and can build on these best practices by lining canal corridors with bioswale plantings, pocket wetlands, and shaded paths that double as stormwater filters and active-transportation links.

The irrigation system is managed by quasi-governmental irrigation or water-improvement districts, stand-alone public entities distinct from City or county government. Their water rights are granted by the Texas Commission on Environmental Quality (TCEQ), and because the Rio Grande is an international river, canal operations must also comply with the 1944 Water Treaty and the rules of the International Boundary and Water Commission. As Pharr grows, these districts will be key partners in trail conversions and stormwater retrofits; cultivating strong relationships now will streamline future coordination and help City projects respect both agricultural supply and treaty obligations.

WATER QUALITY & INNOVATIVE STORMWATER MANAGEMENT

Water quality in Pharr is shaped by both point source and nonpoint source pollutants. Point source pollution refers to identifiable discharges, such as outfalls from the City's wastewater-reclamation plant or certain industrial facilities. These discharges are regulated under the Texas Pollutant Discharge Elimination System (TPDES), which implements the National Pollutant Discharge Elimination System (NPDES) permit program and is supplemented locally by stormwater ordinances.

By contrast, nonpoint source pollution, typically the greater challenge, comes from rainfall moving across rooftops, streets, parking lots, and landscapes, picking up oil, fertilizers, pesticides, pet waste, and sediments before being carried into drainage systems and ultimately into canals, rivers, wetlands, or coastal waters. The "first inch" of stormwater runoff often carries the heaviest pollutant load, making on-site capture and treatment especially important.

Stormwater Design Principles

To build long-term resilience, Pharr should pursue strategies that reduce flooding, improve water quality, and ensure systems can handle storm events.

- **Volume Management:** Pharr's stormwater system must handle increasing rainfall volumes while limiting flood risk. Traditional gray infrastructure (pipes, inlets, and detention ponds) can be complemented with sustainable practices such as permeable pavements, green roofs, and rain gardens. These features slow and store runoff, reduce strain on drainage systems, and minimize localized flooding.
- **Water Quality Improvement:** Nonpoint source pollutants degrade water quality and make canals and drainage corridors less safe or appealing for recreation. Incorporating bioswales, bioretention basins, and constructed wetlands help filter pollutants from the first inch of stormwater before reaching water bodies.
- **Peak Flow Reduction:** Heavy rainfall events in the Rio Grande Valley can overwhelm systems if not properly managed. Designing critical infrastructure to accommodate flows from at least 10- to 25-year storms, while expanding green infrastructure to reduce average system volumes, improves resiliency and reduces flood risks.

Green Infrastructure

Using natural systems such as wetlands, native planting zones, and bioswales to slow, cleanse, and infiltrate runoff is known as green infrastructure. These elements can be applied at regional, neighborhood, and site scale and can double as trails, open spaces, or habitat corridors. In Pharr, green infrastructure could:

- Support water conservation in a semi-arid climate.
- Reduce nutrient runoff into irrigation canals and drainage ditches.
- Enhance connectivity between parks, neighborhoods, and natural areas.
- Improve aesthetics and placemaking, making public spaces more appealing.

Examples applicable to Pharr include permeable pavements in parking lots, curb bioretention along streetscapes, bioswales integrated into drainage corridors, and rain gardens in civic or school campuses.

PARKS, RECREATION AND OPEN SPACE

A common theme from community members in the engagement process was the desire for more parks within easy walking distance of their neighborhoods. The City and its Parks and Recreation staff have long supported improving the park system, but turning the commitment into action will require a clear roadmap. The City should position itself to pursue a future Texas Parks and Wildlife (TPWD) compliant Parks Master Plan that can pinpoint targets, funding strategies and project lists.

Resilient Landscapes

Pharr is taking proactive steps toward building landscaping in the community through the recently awarded Community Greening Transformation Grant from the Texas A&M Forest Service. This reforestation initiative will expand the City's tree canopy, improve urban shade, and enhance park aesthetics, while also supporting air quality and stormwater benefits.

As part of this effort, the City should prioritize the use of native and drought-tolerant plant species, applying sustainable landscape design principles that reduce water demand and improve habitat value. Establishing a palette of recommended plant species and best practices for urban forestry can position Pharr to not only maximize the impact of the grant but also create the framework needed for a TPWD-compliant master plan in the future.

Green Link

Running through the middle of Pharr is the main floodway that is more than a drainage channel, it can anchor the City's park and open-space network. By focusing future investment along this corridor, Pharr can grow the regional linear park that can draw residents from every neighborhood. A paved multi-use trail would let people walk, run, or cycle across town, while new amenities can provide inclusive playgrounds, shaded lawns, restrooms, splash features, multi-use fields, and gathering plazas - giving families a reason to linger, meet friends, and attend community events. Because the floodway sits at the geographic center of the City, each added amenity feels convenient and unifying, turning what could be considered as a barrier into a daily gathering place.

Equally important is integrating resilient landscaping and connectivity into the floodway corridor. Native plantings and tree canopy expansion can stabilize soils, improve stormwater management, and reduce urban heat, while also enhancing the trail user experience with shade and greenery. Tying the corridor to surrounding neighborhoods, schools, and employment centers can create recreational destination and a connected City corridor.

Partnerships and Capacity Building

A successful parks and open-space system will require more than City resources alone. Regional entities - Pharr-San Juan-Alamo Independent School District, Hidalgo County Irrigation District No. 2, Hidalgo County, Texas Parks & Wildlife, and others - should be approached as long-term partners for sharing land, coordinating trail corridors, and aligning projects with flood-control needs.

Additionally, continued leverage of grants and outside resources to expand reach is important. To maximize opportunities like the Texas A&M Forest Service grant, the City should pursue strengthening relationship and research to avenues of opportunity.

Equally important is an open channel with the public to keep resident priorities front-and-center and guide decisions as Pharr grows. Exploring a blend of funding tools would also position the City to act when opportunities arise, ensuring that recommended projects remain both visionary and attainable.

Next Steps

Pursuing a Parks, Recreation & Open-Space Master Plan would give Pharr a clear inventory of its existing assets, pinpoint where new parks and amenities are most needed, and establish phased priorities. Earning formal recognition from TPWD through that process would also position the City to compete for state and federal funding that can turn plan recommendations into built projects.

THE "ONE WATER" APPROACH

The idea of an integrated systems approach to water is not new. Its full-scale implementation, however, has yet to be realized. All around the country, and particularly within areas that frequently encounter drought and flood risks, there are increasing examples of integrated and inclusive approaches to water resource management. These approaches exemplify the view that all water has value and should be managed in a sustainable, inclusive, integrated way. From nature to tap, from farms to food, from toilet back to river, there is just one water cycle. While nature provides water, it takes pipes, pumps, reservoirs, treatment plants, and people working around the clock to deliver clean water to homes and businesses, and to remove and treat wastewater so it can safely be reused or returned to the environment. Public facilities serve as opportunities to demonstrate design that recognizes One Water as well as providing opportunity for community education. A One Water approach can take many different forms, but has some unifying characteristics as shown in the graphic on the next page, which are applied to Pharr's context in this chapter.

Elements of a One Water Approach

All Water Has Value

All water can and must be managed carefully to maximize its benefit.

Achieving Multiple Benefits

Often, resources available do not match the level of investment needed to achieve a sustainable water future. Projects should seek to optimize costs, benefits and priorities across economic, social and ecosystem needs, bringing the maximum benefits to a community for the lowest investment.

Systems Approach

Water is complex and interdependent. Tackling problems based on the complete life cycle of water, rather than limited to one piece of the equation, allows identification and advancement of more effective and lasting solutions.

Watershed-scale Thinking and Action

It is within the context of a natural watershed that communities have either too much water, too little water or poor quality water. Watershed-level management brings together regional partners for collaborative action.

Right-Sized Solutions

The scale of interventions should be proportional to achieving the desired outcome. For example, water quality can be addressed at a hyperlocal scale based on particular issues, but the root of the problem may require watershed-wide action.

Partnerships are Essential for Progress

All sectors are part of the solution, not just public entities and utility providers. No single stakeholder has the control, responsibility, expertise, political support or legal authority to manage issues like pollution, climate impacts or water consumption rates.

Inclusion and Engagement of All

When all people have a voice in ensuring a water-secure future, best results are achieved. Low-income people and communities of color are often disproportionately impacted by environmental justice and equity issues, including clean, safe, and reliable water.

WATER SYSTEM

The success of a municipal water system is measured in terms of supply volume, service pressure and water quality. A water system must be available to provide daily service during the summer drought season and retain excess system capacity for emergencies, such as a major fire event or power outage. Reliable source water and a well-functioning water treatment facility is paramount to supply the water needs of a city for commerce, home and recreation. Consistent system pressure ensures that water is supplied dependably for the daily household needs of residents and reduces the potential for contamination.

The City of Pharr provides water service to nearly 24,000 connections with forecasts to add nearly 6,000 connections over the next 10 years and over 15,000 connections by 2050. To provide continued service to existing customers and accommodate projected water customers, strategic and well-timed capital improvements along with proactive maintenance of existing water system assets will be needed. A water master plan was completed for the City in 2019, and revised in 2020, that provides the City with a prioritized list of recommended projects to increase distribution capacity, and rehabilitate or replace aging infrastructure. Regular master plan updates are important to inform the City as a baseline for what projects should be prioritized amid varied growth and the continual aging of infrastructure.

Foundational for updating any capital improvement plan is to revisit growth projections and update projected demands from more recent water usage. Using the medium growth rate of 2% annual growth forecasted by Texas Water Development Board, and accounting for recent water usage trends since the previous master plan was completed, projected connection growth and water demands have been updated and summarized in the Table below.

Projected Connections and Water Demands

Year	Connections Served	Average Day Demand (MGD)*	Maximum Day Demand (MGD)†	Peak Hour Demand (MGD) ‡
2025	23,962	7.91	11.07	23.73
2030	26,456	8.73	12.22	26.19
2035	29,210	9.64	13.49	28.92
2040	32,250	10.64	17.90	31.92
2045	35,606	11.75	16.45	35.25
2050	39,312	12.97	18.16	38.91

*Average Demand per Connection per Day: 330

†Average Day-Maximum Day Peaking Factor: 1.40 from 2019 Master Plan

‡ Average Day-Peak Hour Peaking Factor: 3.0 from 2019 Master Plan

The projected number of customers and demands are critical for the anticipated timeline and sizing of water facilities to provide reliable service as well as TCEQ minimum requirements. The City of Pharr owns and operates its distribution system on a single pressure plane due to the relatively flat terrain in the Pharr water service area. The City of Pharr operates one treatment plant, the Bluebonnet Water Treatment Plant (WTP), from which all of the City's water is sourced, treated, and distributed to customers. Raw water pumps transfer water from the City's reservoir to the WTP for treatment prior to distribution. The City has a total raw water pumping capacity of 26 million gallons per day (MGD) and a firm capacity, total capacity with the largest pump out of service, of 22.75 MGD. For minimum standards, the City currently has an alternative capacity requirement (ACR) for raw water pumping of 0.44 gpm/connection. Based on the connection projections and a continued ACR renewal, an expansion to the raw water pumping capacity would be needed by 2045.

Treated water is distributed throughout the system via the high service pump station located onsite at the Bluebonnet WTP. The pump station has a total capacity of 43.2 MGD and a firm capacity of 36 MGD. With the existing firm pumping capacity, the City has the capability to meet projected peak hour demands through 2029. For compliance, public water systems must satisfy a combination of pumping and storage requirements. Given the ability to meet peak hour demands through pumping, the City is required to provide 100 gallons of elevated storage per connection. There are currently four elevated storage tanks ranging in size from 0.5 to 1.0 million gallons of storage each, totaling 3.25 million gallons. This amount of storage provides a total of 135 gallons per connection for the existing system and is adequate for compliance until 2040.

Source: https://www.spartnerships.com/twdb-approves-37m-for-pharr-water-wastewater-infrastructure/

WASTEWATER SYSTEM

Once discharged from a household or business, wastewater is most commonly transported to wastewater treatment plants (WWTP) to process and sanitize the wastewater so it can be discharged safely back into the environment or reused for specific uses. Wastewater is transported through the collection system, a network of pipes conveying wastewater via gravity to the treatment plant. Lift stations are commonly used to pump wastewater to other parts of the collection system in cases where wastewater service is provided to remote customers, or when wastewater pipes would need to be constructed deeper than desired. A well-functioning collection system is necessary to maintain the health and wellness of a population by transporting waste away from the public. Collection systems are sized to not only convey discharged waste from residences and businesses, but also to convey rainfall derived inflow and infiltration that seeps into the collection system during rain events. Ensuring the collection system has adequate capacity to convey excess runoff and groundwater that makes its way into the collection system further protects the public from potential sanitary sewer overflows caused by insufficient capacity in the collection system pipe network.

The City of Pharr currently provides wastewater service to 22,849 connections. Assuming all projected water customers will be wastewater customers, the City can anticipate serving 28,097 connections in the next 10 years and 38,199 connections by 2050. Like the water system, a thoughtful approach to capital investments is essential to accommodate this growth and ensure the wastewater system assets meet the needs of people already in Pharr. The conveyance capacity of the collection system should routinely be monitored and assessed during recurring master plans. Constant monitoring of WWTP influent data and inspection of treatment process units will inform the City as to when expansions or investment to rehabilitate components of the WWTP facility will be needed.

The City of Pharr currently operates one wastewater treatment plant (WWTP) that is permitted to treat up to an annual average flow rate of 8 million gallons per day (MGD) and a peak 2-hour flow rate of 21 MGD. TCEQ requires that whenever a wastewater plant reaches 75% of the permitted daily average flow for three consecutive months, the permittee is required to initiate engineering and financial planning for expansion of said treatment plant. When flows reach 90% of the average daily flow for the permittee should be in construction for expansion. Based on the historical WWTP flow data and connection projections, the Pharr WWTP is expected to reach 75% of the average daily flows as early as 2027, and 90% in 2036. Based on the peak wet weather peaking factor of 3.0 used in the 2019 sewer master plan, and consistent with historical peak wet weather flows observed at the WWTP, the projected peak wet weather flow rate at the WWTP is projected to exceed the peak 2-hour WWTP effluent permit allowance by 2035. Peak wet weather responses are dependent upon the amount of rain received as well as maintenance of the collection system. Like the water system, routine studies are recommended to assess its operation and capacity.

INFRASTRUCTURE PLANNING AND COORDINATION

Active infrastructure planning

Pharr continues to grow which places steady pressure on the water and wastewater utility networks. Keeping comprehensive Water and Wastewater Master Plans up to date allows the City to test growth scenarios, schedule plant expansions and renew aging mains before they become bottlenecks. Beginning design well before the TCEQ's 75 percent "planning" trigger helps Pharr avoid permitting delays and supply-chain headaches as new subdivisions or industries come on-line.

Integration of Utility Master Plans

All utility systems - water, sewer, electric and telecommunications - function best when they are managed under a single framework. Assigning infrastructure a condition-and-criticality score allows money to go first to assets whose failure would carry the greatest public-health or service risk. Annual model updates, coupled with "what if" scenarios during subdivision review, give staff the tools to negotiate cost participation and growth phasing before development agreements are signed.

Coordination with the Future Land Use Plan (FLUP)

Utility plans must track the City's FLUP. Whenever the FLUP adjusts densities or designates new mixed-use or industrial districts, those shifts should feed back into models and, if needed, advance the construction schedule.

Compact Development and Fiscal Health

Land use choices shape utility costs for decades. Encouraging infill, mixed-use developments and connected street grids increases the number of customer connections, lowers unit maintenance costs and boosts fee revenues. Compact, fiscally responsible growth keeps rates affordable for residents, supports reliable service and supports the City's investment in water and wastewater infrastructure to remain sustainable over the long term.

Pharr is a community where well-maintained infrastructure, welcoming public spaces, and effective local government work together to support resident well-being.

The goals and policies that follow turn ideas into clear guidance for infrastructure, public services and open space. They are meant to steer everyday decisions, shape budgets and position Pharr to leverage partnerships.

Goal 4.1

Pharr will maintain resilient, high-performance utility systems that stay ahead of demand.

POLICIES

- 4.1.1 Maintain live water and wastewater system models and refresh them yearly.
- 4.1.2 Use condition and criticality scoring to direct capital budgets to the highest-risk assets first.
- 4.1.3 Update and coordinate all utility master plans under one framework so extensions and upgrades are sequenced, co-located and fiscally sustainable.
- 4.1.4 Monitor water and wastewater treatment facilities against regulatory thresholds and expand capacity as needed to meet future demand.
- 4.1.5 Implement inflow and infiltration reduction programs to protect collection system capacity.

Goal 4.2

Pharr will provide equitable, well-located public facilities and services for all residents.

POLICIES

- 4.2.1 Prepare a city-wide facility master plan every five years.
- 4.2.2 Site new facilities to eliminate service deserts, using walk and drive time analyses.
- 4.2.3 Design critical buildings to meet or exceed NFIP standards and pursue CRS credit when feasible.

Goal 4.3

Provide walkable access to parks, recreation and open space.

POLICIES

- 4.3.1 Aim for short walk sheds around every park, playground, plaza or greenway.
- 4.3.2 Develop the floodway corridor with trails, shade, inclusive play areas and gathering spaces.
- 4.3.3 Launch a TPWD - compliance Parks, Recreation and Open Space Master Plan.

Goal 4.4

Cultivate strong partnerships with regional agencies and the public to deliver shared facilities and funding.

POLICIES

- 4.4.1 Formalize joint-use agreements with the school district for after-hours field and gym access.
- 4.4.2 Work with Hidalgo County Irrigation District No. 2 on canal side trails and easements.
- 4.4.3 Pursue co-funding with neighboring cities, state and federal agencies for multi-jurisdictional projects.

Goal 4.5

Engage residents transparently and inclusively in all public service decisions.

POLICIES

- 4.5.1 Conduct an annual Parks and Public Services survey
- 4.5.2 Host neighborhood workshops pop-ups before capital projects.
- 4.5.3 Public an online dashboard tracking project schedules, budgets and progress.

Goal 4.6

Public safety and emergency preparedness will keep pace with growth and changing risks.

POLICIES

- 4.6.1 Locate future fire stations, hydrant loops and main upgrades to maintain or improve the ISO rating.
- 4.6.2 Designate resilience hubs with backup power, satellite communications and potable waste hookups.
- 4.6.3 Use crash and crime mapping data to target enforcement and apply Crime Prevention Through Environmental Design (CPTED) principles at parks, transit stops and schools.

05

HOUSING AND NEIGHBORHOODS

A healthy housing market is fundamental to Pharr's quality of life and long-term economic strength. The types, prices, and conditions of the City's homes influence whether young families can put down roots, whether older residents can age in place, and how well workers of every income level can live near jobs, schools, parks, and daily services. Equally important is the fabric of the neighborhoods themselves—safe streets, nearby grocery stores, connected sidewalks and trails, and access to health care and fresh food. Together, housing and neighborhood form the physical environment that shapes social ties, household wealth, and overall well-being.

IN THIS CHAPTER:

The discussion begins with a qualitative snapshot of Pharr's current housing supply and the condition of its neighborhoods, studying how easily residents can reach everyday destinations without relying on a car. It then outlines emerging needs for additional housing types and highlights programs the City could expand or introduce to meet those needs and strengthen community resilience. Finally, the chapter reviews health and wellness indicators to show where improvements in housing and neighborhood design can raise Pharr's overall health profile.

HOUSING AND STABILITY

Pharr's neighborhoods are anchored by owner-occupied single-family homes, reflecting a community profile heavy on young families and mid-career adults. Nearly half of all residences, however, are renter-occupied, and most fall at the extremes of the housing spectrum - either detached houses or apartment complexes. The "missing-middle" formats that sit between those poles are present only in modest numbers and are in typically higher in demand among first-time buyers, seasonal retirees and households seeking lower-maintenance living. Although the majority of the housing stock has been built in the last three decades and is comparatively modern, scattered older pockets still need reinvestment.

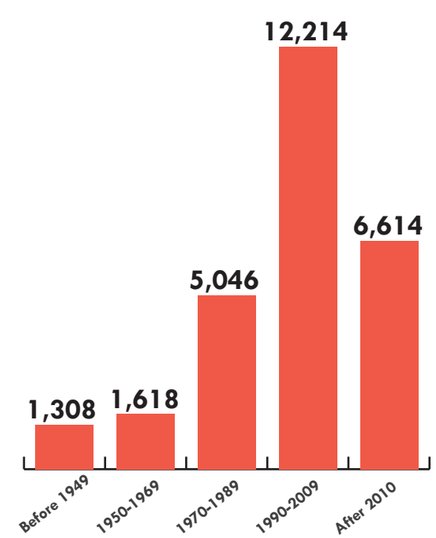
Looking ahead, growth increases pressure for both larger and traditional lots and a broader mix of compact, attainable options. Encouraging builders to provide a wider range of lot sizes and to introduce true missing-middle products - paired with strong sidewalk and trail connections to schools, parks, and daily services - will let the market respond to evolving preferences while bolstering neighborhood stability. At the same time, targeted facade grants, rehab programs, and code-compliance support can help legacy neighborhoods hold their value without displacing long-time residents.

$126,700

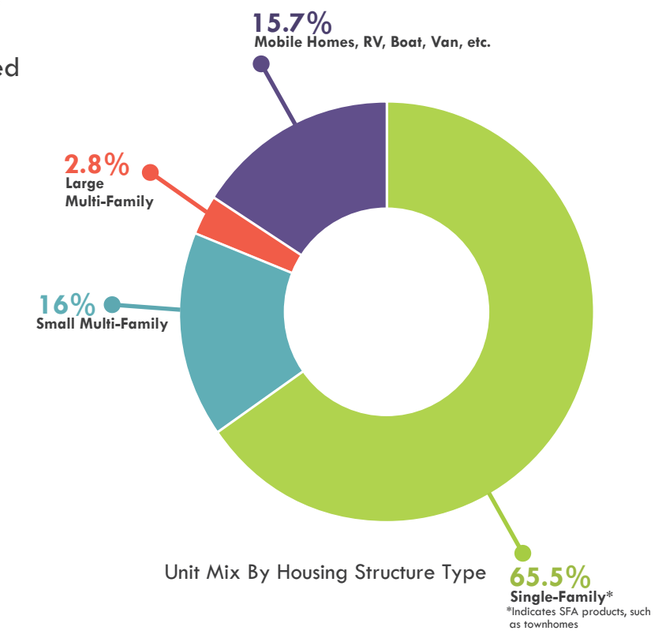
Median home value

$1,042

Median gross rent



Housing Units Built By Year



Unit Mix By Housing Structure Type

56.6%

Owner-Occupied

43.4%

Renter-Occupied

Source: U.S. Census 2023: ACS 1-Year Estimates

What We've Heard

"Make neighborhoods walking distance to grocery stores."

"Sidewalks in neighborhoods."

"More housing."

"Incentives for upgrading homes and adding curb appeal."

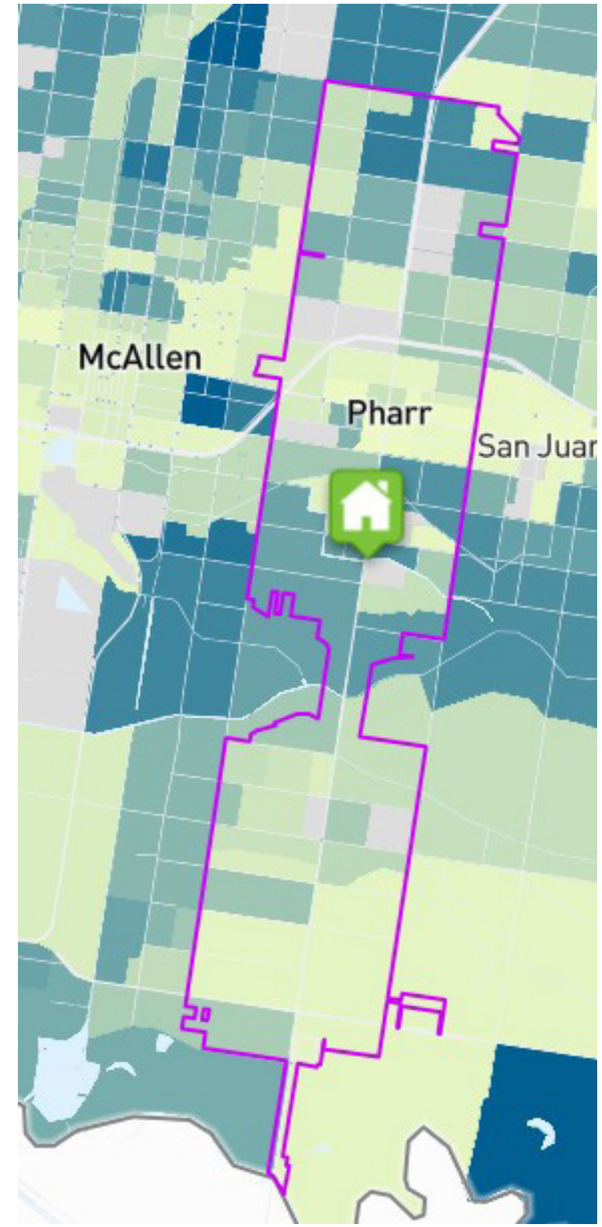
"We need more creative places for families to live and spend time together."

"Affordable homes will help young families stay in Pharr."

HOUSING AFFORDABILITY

The Housing Cost as % of Income map to the right shows how much of a household's earnings go to rent or mortgage in different parts of Pharr. Lighter shades in the neighborhoods near US-83 show that many households still devote less than 30 percent of their earnings to housing, a level generally viewed as manageable. Darker blocks begin to appear near the northern city limits and centrally, signaling pockets where mortgages or rents are beginning to stretch budgets.

Understanding these patterns matter because they hint at where cost burdens could erode neighborhood stability next. As land prices climb in growth areas and renovation costs rise in aging rental stock, more households, especially renters, may be pushed past the 30-percent threshold. Tracking these shifts will help the City decide where down payment assistance, rental rehab incentives or zoning adjustments that allow smaller, more attainable homes could make the greatest impact.



Housing Affordability - Housing Costs as % of Income

< 16% | 16-24% | 24-30% | 30-36% | 36-44% | 44-52% | 52-58% | 58%+

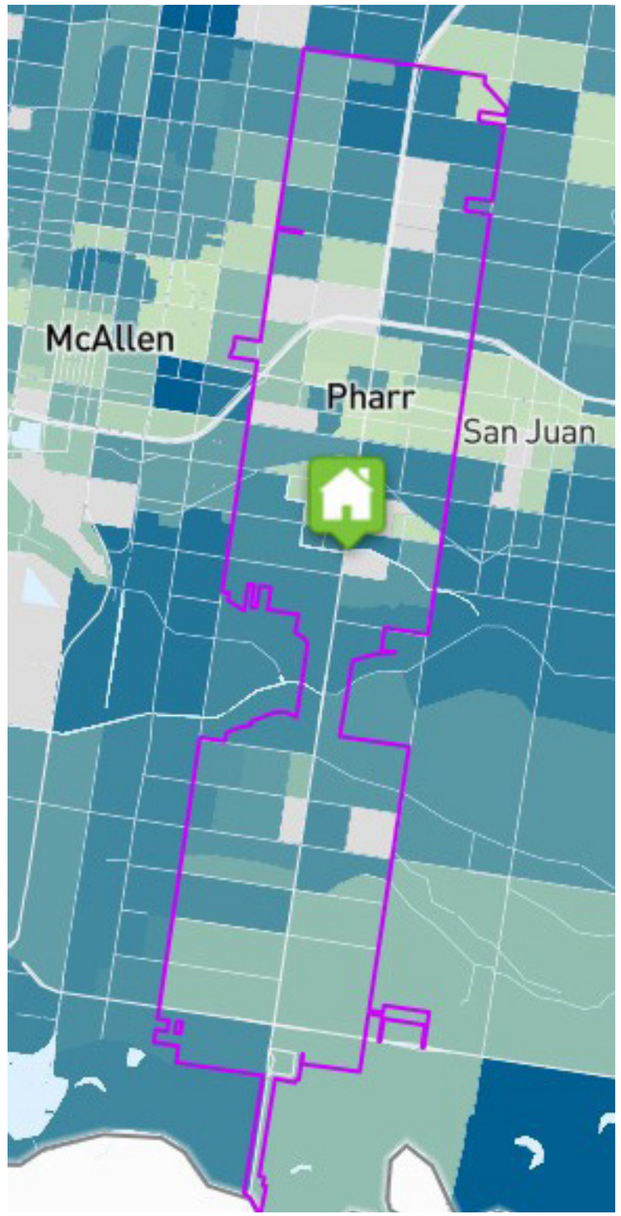
Source: Center for Neighborhood Technology, https://htaindex.cnt.org

THE H+T AFFORDABILITY INDEX

The Housing + Transportation affordability index (H+T Index) addresses affordability with the costs of commuting and car ownership added. The H+T Index Map overlays average transportation expenses - fuel, insurance, maintenance and vehicle payments - onto housing costs. In several census tracts at Pharr's edges, the combined burden approaches or exceeds the Center for Neighborhood Technology's 45-percent benchmark, even where the housing slice alone appears affordable.

Households in these auto-oriented areas often own two vehicles and drive longer distances to jobs in adjacent cities, adding thousands in annual costs. By contrast, tracts nearer the City core, along Cage Boulevard, fall below the benchmark, thanks to shorter trips and the option to chain errands without highway travel.

To keep Pharr affordable, the City should focus on two fronts: sustaining a supply of attainable homes and lowering the day-to-day transportation costs households face. The H + T data make clear that affordability is strongest where diverse housing options sit alongside mixed-use centers, continuous sidewalks and trails, and reliable transit connections - features that let residents shorten trips or leave the car at home rather than depending solely on cheaper home prices at the edge of town.



H+T Index Map - Housing + Transportation Costs as % of Income

< 24% | 24-36% | 36-45% | 45-54% | 54-66% | 66-78% | 78-87% | 87%+

Source: Center for Neighborhood Technology, https://htaindex.cnt.org

NEIGHBORHOOD & HOUSING ASSESSMENT

Substandard housing conditions can undermine community health, safety, and household wealth. The most recent American Community Survey data, summarized in the countywide "Selected Housing Conditions" map, classifies a dwelling as substandard if it:

1. Lacks complete plumbing
2. Lacks a full kitchen
3. Houses more than one person per room
4. Charges an owner more than 30% of income for housing
5. Charges a renter more than 30% of income

County-wide, About 37% of occupied homes meet at least one of those criteria, signaling affordability stress and deferred maintenance that can translate into structural decline. While the map aggregates data at the county level, the same patterns surface in Pharr's older neighborhoods where smaller lots, modest house sizes and aging infrastructure converge.

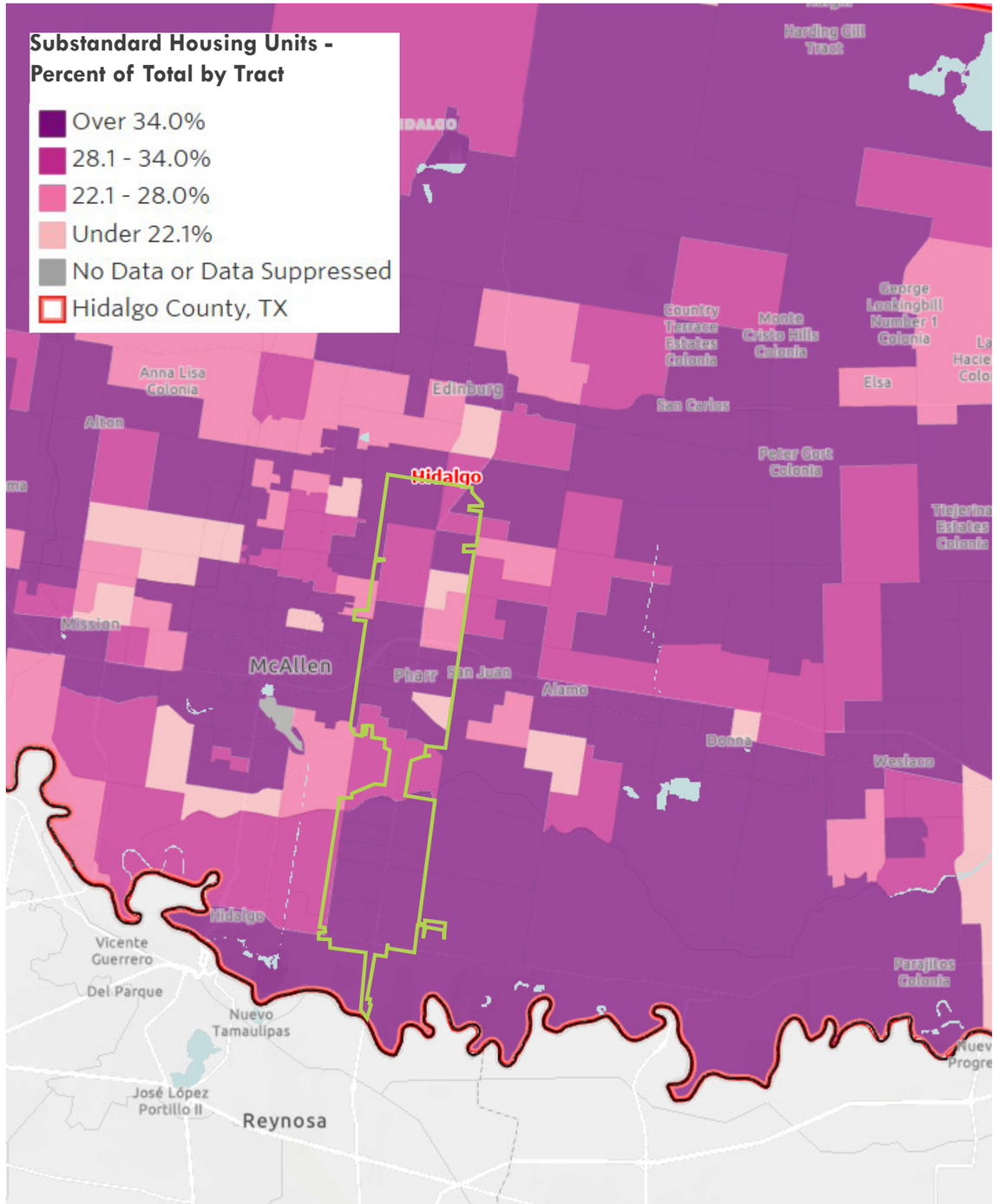
Age is a key driver of condition. As noted earlier, most of Pharr's housing was built after 1990, yet several pockets of pre-1970 construction remain. These older homes often need roof repairs, modernized electrical service, and energy-efficiency upgrades.

Mapping these indicators - housing age, substandard condition flags, and visual field ratings - gives the City a clear picture of where reinvestment will make the greatest impact. Targeted tools could include facade-improvement grants, low-interest rehab loans, stricter code-compliance sweeps, and partnerships with nonprofit builders to replace dilapidated units with energy-efficient homes. By focusing resources on the blocks that combine older structures with multiple substandard indicators, Pharr can extend the life of its housing stock, support neighborhood pride, and ensure that rising property values do not come at the expense of safe, healthy living conditions.

TOPIC OF INTEREST: RANGE OF HOUSING CHOICES

A balanced housing market offers multiple choices in type, size and price so residents can find a home that matches their life stage and budget - whether that is a detached house on a larger lot, a compact townhouse, or a modest apartment. True diversity goes beyond affordability alone; it reflects the changing needs of households as they move from first job to family-raising years, then into empty-nest or retirement living. By encouraging a wider mix of formats - estate residential, accessory dwelling units, and senior-friendly designs - Pharr can give all residents the ability to remain in the community even as their housing preferences evolve. A broad range of options also helps close the gap between incomes and housing costs, promoting inclusive neighborhoods and economic opportunity for all.

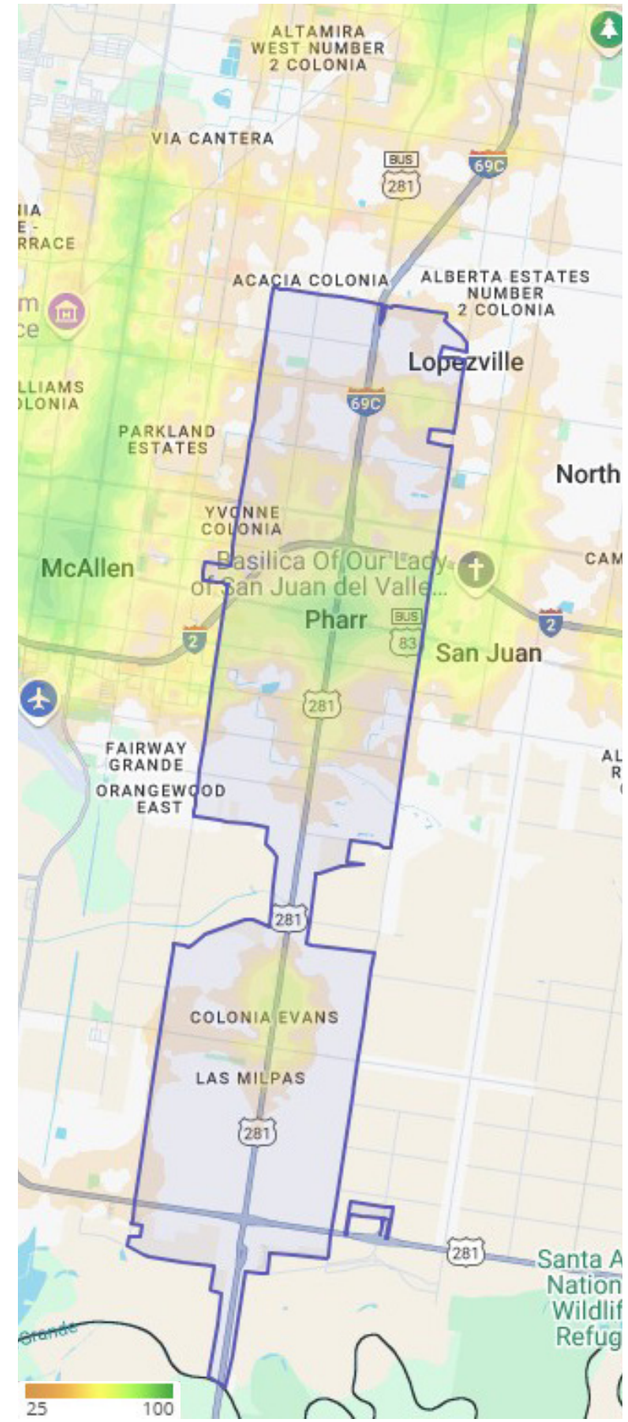
Hidalgo County Substandard Housing Units Map



Source: SparkMap, https://sparkmap.org

ACCESS TO GOODS AND SERVICES

Accessibility to goods and services is an important aspect of any neighborhood, impacting the residents' ability to go about their daily lives with the most convenience. Access to jobs, healthcare and food specifically are basic needs that make the difference in the quality of life for residents. Not surprisingly, the neighborhoods with the most current accessibility to goods and services are those near the Downtown and along the major thoroughfares through the City. Attracting more businesses as well as distributing them more equitably around town will help increase access for a greater number of Pharr residents.



Walk Score Heat Map
Source: Walk Score, https://www.walkscore.com

PLANNING FRAMEWORK FOR HOUSING DIVERSITY

Areas within the City provide an opportunity to focus on strategic efforts to create a meaningful impact or transformation based on the identified vision and goals within this Plan. Some areas are currently vacant and are a blank slate for new development. Other areas could benefit from focused planning to revitalize existing neighborhoods. Key strategies identified for addressing City issues and aspirations include mixed-use developments and infill projects.

Mixed-Use

Mixed-use developments offer more than just aesthetic improvements; they also mitigate market risk by not relying solely on the demand for a single use. In well-designed mixed-use developments, the loss of one component does not jeopardize the entire project. These centers generate long-term value, appreciating over time as different activities reinforce each other, leading to increased pedestrian traffic and improved amenities. With a focus on mixed-use corridors along major thoroughfares, careful consideration is important.

A mixed-use development enhances a city by integrating urban design elements, combining residential and commercial spaces to create a vibrant, pedestrian-friendly environment. This approach fosters economic diversity, supports local businesses and reduces dependence on vehicles to get around. Efficient land use also check outward sprawl, preserving Pharr's neighborhood character and agricultural edges.

Finally, the synergy of storefronts, offices and homes generates enduring value. Research shows mixed-use projects appreciate faster than single-use retail strips. For Pharr, that translates to a more resilient tax base - and to walkable, amenity rich places residents can claim as their own.

Example of mixed-use development

Infill

Infill development involves constructing on vacant or underutilized land between existing developments, resulting in smaller, incremental projects that gradually increase area density. Infill development presents opportunities for businesses and unique housing options. Leveraging vacant land and underused parking lots in central locations provides a chance to create desirable spaces while preserving the character of existing districts.

Throughout the core of Pharr, numerous vacant lots stand as opportunities for prime development. These opportunities could either bring in residential spaces within convenient walking distances to the City's main retail areas or introduce local business establishments, addressing essential needs that currently lie beyond the reach of pedestrians in the area.

TOPIC OF NOTE: AGING IN PLACE

Aging in place refers to staying in one's familiar home and community as one ages, with changing needs. Here we are focused on the individual house or unit but more on the community wide efforts that support aging in place. Incorporating housing like accessory dwelling units into neighborhoods allow for downsizing while maintaining proximity to family and familiar surroundings. These housing options, referred to as granny flats or casitas, offer independent living. Condoized single-family homes and setups like bungalow courts also provide independence with less upkeep, fostering social connections among residents. Yet, holistic quality of life for seniors necessitates mixed-use neighborhoods with daily amenities and services easily accessible without relying on cars. Keeping seniors in communities benefits everyone, as they contribute through volunteering, support the local economy and help with childcare. Prioritizing features like ADA accessibility and public transit access is essential in senior-friendly housing.

Examples of missing middle housing (ADUs, cottage courts, and townhomes)

HEALTH OUTCOMES

The Pharr community faces health-related concerns, influenced by high poverty rates, limited access to healthcare, and prevalent chronic conditions including high rates of obesity and diabetes.

Access to Healthcare

Pharr's healthcare infrastructure includes local clinics and hospitals; however, the area faces challenges common to many parts of Texas, such as a shortage of healthcare providers and a high uninsured population.

About 31% of Hidalgo County residents are uninsured, significantly higher than the state average of 17%. The region also has a lower ratio of primary care physicians per 100,000 residents compared to the state average, indicating potential challenges in accessing timely medical care.[1]

The Pharr Public Health Department currently promotes community health and wellness through programs and initiatives that encourage healthy lifestyles, disease prevention, and overall well-being for Pharr residents.

Availability of Healthy Foods

Access to nutritious foods in Pharr is limited, particularly in low-income neighborhoods. Over 54% of census tracts in Hidalgo County are considered food deserts[2], areas with limited availability of affordable and nutritious food. The prevalence of food deserts contributes to related health issues like obesity and diabetes.

1 https://www.texascommunityhealthnews.org/counties/hidalgo

2 Data Source: US Department of Agriculture, Economic Research Service, USDA - Food Access Research Atlas. 2019.

Planning for Health

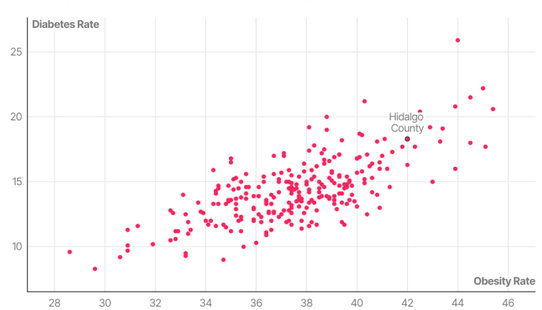
These health indicators can be the result of a variety of things, including individual behaviors, clinical care, and living environment, and most often a combination of all three to some extent. However, the conditions in which people live, work, and age have a greater role in a community's health than individual behaviors and clinical care.[3]

Planning efforts can support community health and well being, including physical, mental and social health, through a variety of policies and actions, including:

- Land use patterns that promote access to healthy foods.
- Development practices that allow for clean air, water and access to nature.
- Transportation systems that support active transportation, such as walking and bicycling.
- Public spaces that provide places for social interaction and connection.
- Built environments that don't contribute to undue stress on residents.

3 American Planning Association, Healthy Communities Policy Guide, 2017.

Obesity and diabetes rates in Hidalgo County



Dots represent Texas counties. Rates are taken from PLACES, a collaboration between the CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. Data last updated in 2020. Source: Centers for Disease Control and Prevention. Graphic created by Texas Community Health News, a program of Texas State University's School of Journalism and Mass Communication.

Community Needs

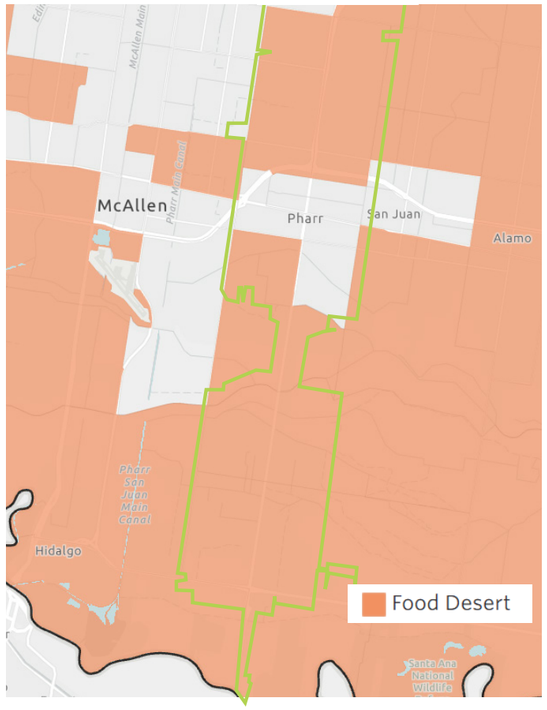
The Hidalgo County Community Service Agency (CSA) conducted a Community Needs Assessment in 2024 to identify the most pressing needs affecting low-income individuals in Hidalgo County. The top five community needs identified in that assessment include

- Access to Affordable Healthcare
- Crisis and Emergency Assistance
- Employment, Living Wages, and Job Skills Training
- Reliable Transportation
- Affordable, Safe Housing

Additionally, community and stakeholder engagement done during the CSA's process resulted in the following community recommendations:

- Public transportation expansion (especially for rural areas)
- More health fairs and mobile clinics
- Affordable housing development and weatherization programs
- Job training and education initiatives
- Improved outreach and communication about available services
- Enhance inter-agency collaboration
- Streamline referrals and intake
- Provide co-located service points and shared digital infrastructure
- Secure more funding (grants, partnerships)
- Increase CSA visibility and outreach
- Build precinct-level coordination for resource delivery

Addressing these needs through collaborative efforts between local government, healthcare providers, and community organizations could help improve health outcomes in Pharr.



Food Desert Census Tracts, 1 Mi. / 10 Mi. by Tract; Source - USDA - FARA 2019

Pharr is a community where affordable, diverse, and well-designed housing options support strong neighborhoods and give residents at every stage of life a place to call home.

These goals and policies steer zoning, incentives and reinvestment to widen housing choice, focus growth in mixed-use and infill areas, and keep living costs affordable for all.

Goal 5.1

Broaden the mix of housing types so every life stage can stay in Pharr

POLICIES

- **5.1.1** Review the zoning ordinance to confirm allowance for "missing middle" housing by right in appropriate districts.
- **5.1.2** Offer density bonuses or reduced impact fees when at least 20% of a project consists of desired housing types.
- **5.1.3** Publish design guidelines that ensure new small-lot or attached housing complements adjacent single-family neighborhoods.

Goal 5.2

Keep housing and transportation costs affordable

POLICIES

- **5.2.1** Track the combined H+T Index annually and target assistance to tracts that exceed the 45% affordability benchmark.
- **5.2.2** Allow smaller minimum lot sizes and flexible parking ratios in walkable areas to lower per-unit costs.
- **5.2.3** Expand down-payment assistance and rental rehab grants for households spending more than 40% of income on housing.

Goal 5.3

Reinvest in aging and substandard housing so neighborhoods remain safe, healthy and valued

POLICIES

- **5.3.1** Launch a targeted facade improvement and energy retrofit program in blocks where multiple substandard indicators overlap.
- **5.3.2** Partner with nonprofits to replace substandard units with high efficiency homes while preserving affordability
- **5.3.3** Combine code compliance sweeps with technical assistance workshops for owners.

Goal 5.4

Concentrate new growth in mixed-use and infill areas along key corridors

POLICIES

- **5.4.1** Adopt mixed-use standards that offer height bonuses, shared parking reductions and expedited reviews.
- **5.4.2** Create a Citywide infill toolkit.
- **5.4.3** Invest in streetscape, lighting and first-/last-mile transit improvements to underpin private development.

Goal 5.5

Support walkable access to daily goods, services and green space

POLICIES

- **5.5.1** Use existing data, such as the Walk Score, to prioritize retail recruitment and park acquisition in low-access areas.
- **5.5.2** Reduce minimum storefront sizes in mixed-use districts to attract desired commercial uses.
- **5.5.3** Connect new and existing neighborhoods with continuous sidewalks, trails and native shade trees

06
DOWNTOWN

This chapter sets a framework for the growth and evolution of downtown Pharr. As the civic and cultural heart of the city, downtown Pharr is an important place to foster an exciting hub that brings everyone together and instills a sense of pride in all Pharr residents. The city will work proactively to stimulate walkable and sustainable growth by protecting the things that already make downtown great, like its local businesses and public spaces, and catalyzing new growth and development of inspiring public and private spaces.

IN THIS CHAPTER:

This chapter provides guidance on downtown growth for city residents and visitors, including goals and policies. This policy direction should be used to guide decisions around public investments, incentives, city services, permits for private development, and planning initiatives.

OVERVIEW OF INFLUENCES

Pharr's Downtown stands at the heart of its identity and future growth serving as both a historic core and a dynamic hub for commerce, culture, and community. Through the Our Pharr Our Future process, residents, business owners, and stakeholders provided input toward a long-range vision for Downtown that enhances its role as a vibrant, walkable, and economically resilient center.

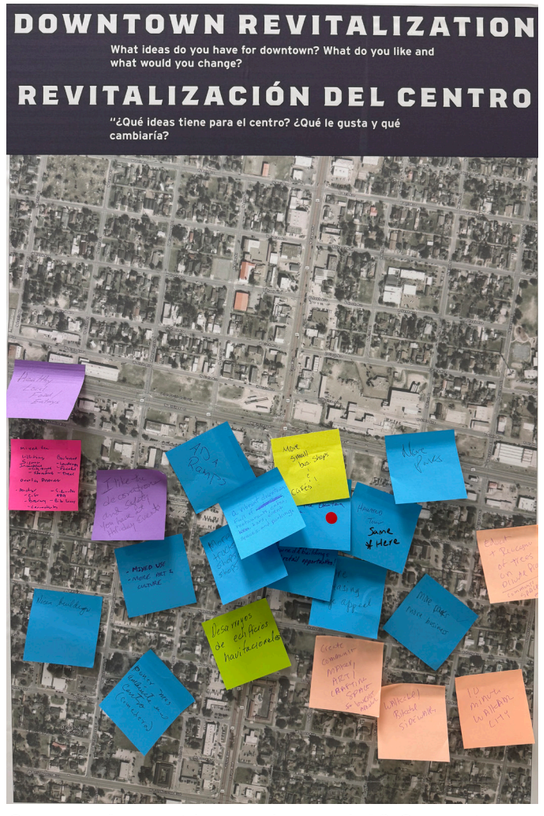
Downtown Pharr is a place to invest in mixed-use development, infill opportunities, improved streetscapes, and public amenities reinforcing Pharr's strategic location, recent revitalization successes, and unique cultural identity as foundational assets to build upon.

To realize this vision, this chapter outlines clear goals and recommendations in key areas: enhancing connectivity through pedestrian-friendly streetscape improvements; fostering local economic activity via targeted zoning, small-business support, and adaptive reuse of character-rich buildings; and promoting community gathering through expanded civic spaces, events, and the arts.

Community Input Residents and stakeholders had discussions about downtown Pharr, as well as land use, transportation, and other issues across the city, and provided input during in-person events and online surveys.

This input was used toward analysis of the existing conditions of downtown, the vision, and recommendations for the area.

The chapter emphasizes the importance of aligning public infrastructure investments with community-driven input gathered from open houses, surveys, and stakeholder workshops. By establishing goals and recommendations, Pharr has a blueprint for a resilient and inclusive center that anchors the city's growth over the next decade.



Comments from residents at the March 13 Community Engagement Event

What We've Heard

"Downtown needs more mixed use buildings, art, and culture."

"Desarroyos de edificios habitacionales."

"More parks and businesses; nicer buildings."

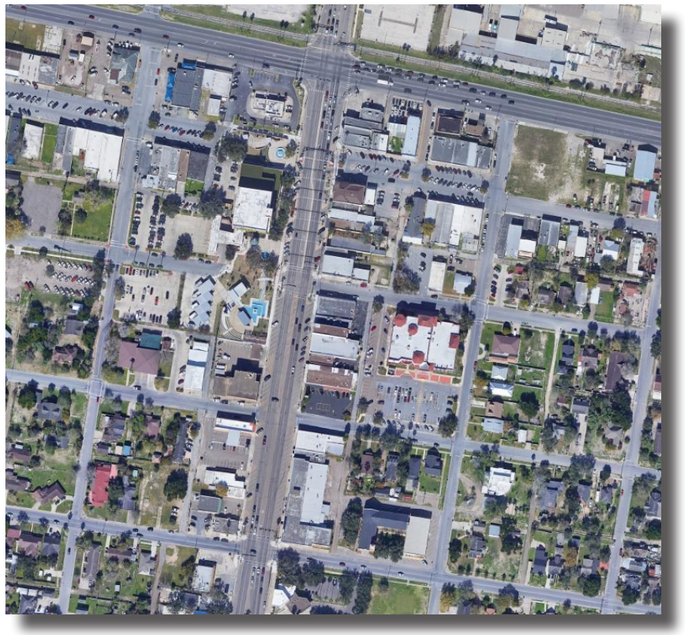
"A vibrant downtown full of restaurants, cafes, bars, event spaces, and parking."

"Having more events at the library and around downtown would bring life back."

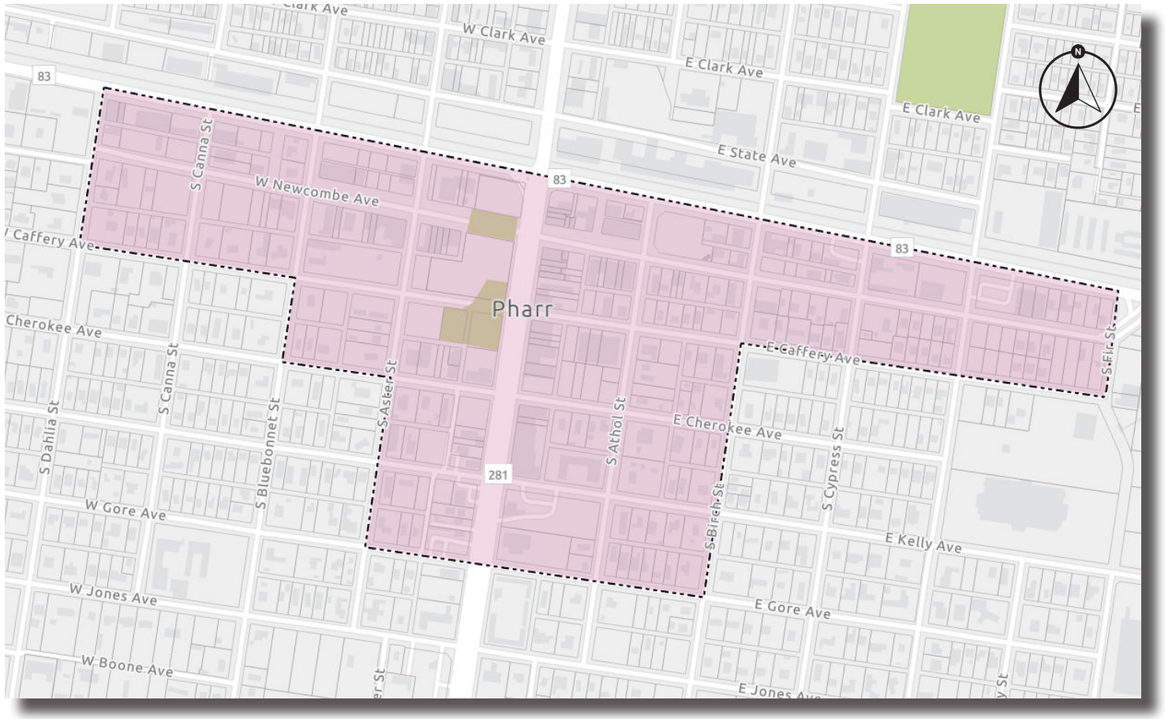
"Más negocios viables en el centro, no solo restaurantes."

public infrastructure investments with community-driven input gathered from open houses, surveys, and stakeholder workshops. Goals, policies, and recommendations provide the blueprint for a resilient and inclusive center that anchors the city's growth over the next decade.

Planning Area The planning area for downtown Pharr is displayed below. This area includes the central portion of the downtown future land use category and represents the walkable core of Pharr where the city should focus its revitalization efforts over the next decade.



DOWNTOWN PHARR PLANNING AREA



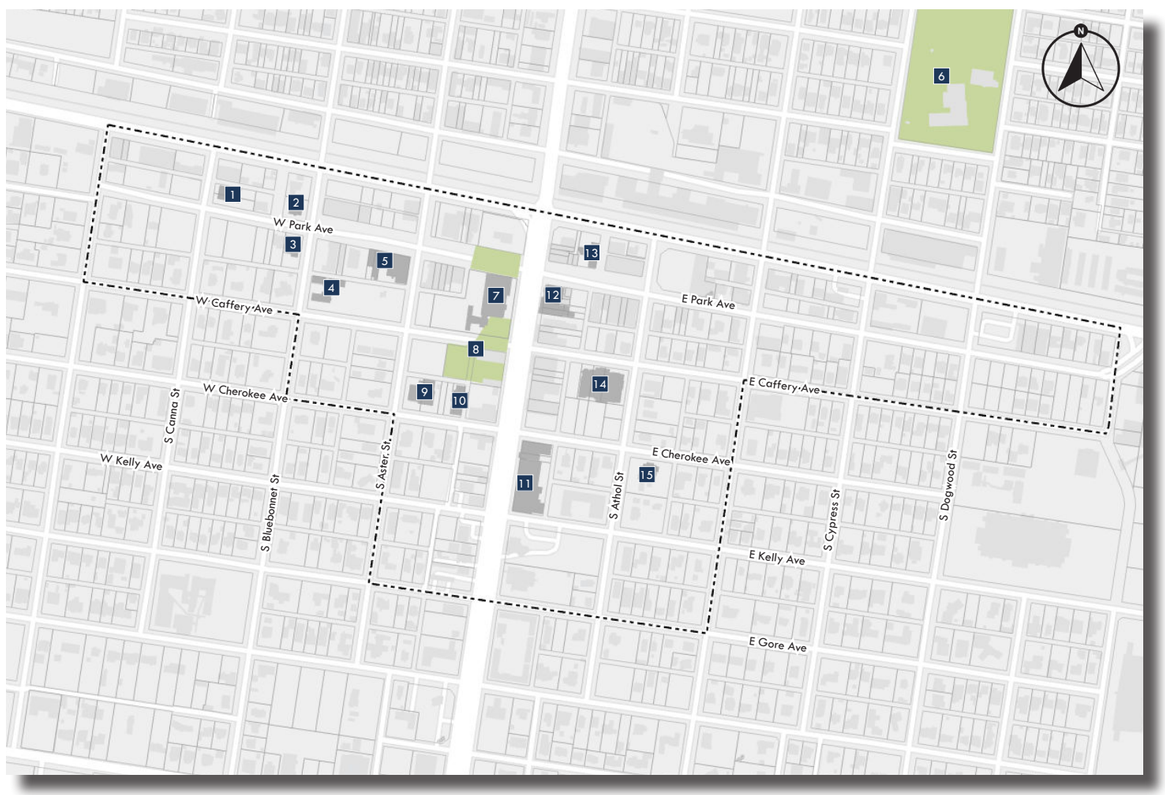
KEY SITES

Downtown Pharr already has numerous assets and opportunity sites within walking distance. The sites identified below are notable for their use, ownership, historical, or architectural contribution to the city. Their clustering along S Cage Blvd and Park Ave demonstrate the opportunity and advantage of revitalizing those streets, redesigning street infrastructure, protecting existing businesses and uses, investing in catalyst projects, and fostering well-designed mixed-use development.

Pharr Economic Development Corporation

The City of Pharr and Pharr Economic Development Corporation (Pharr EDC) owns several properties in downtown Pharr. Their properties include the Texan Hotel and the Pharr Global Business Hub at 301 S Cage Blvd and properties on the 200 block of W Park Ave. With ownership over these buildings, Pharr EDC holds leverage in recruiting the kinds of businesses, developers, and activating property uses that the city wants to see and could catalyze additional investment.

KEY SITES IN DOWNTOWN PHARR



1 Former Pharr Innovation & Technology Center

2 Historic Kiwanis Club Bldg

3 U.S. Post Office

4 Trinity Episcopal Church

5 Pharr Community Theater

6 Lore Garcia Park

7 Pharr City Hall

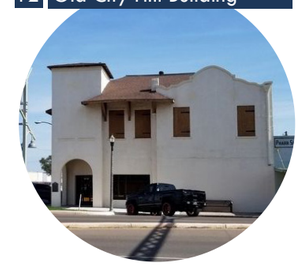
8 City Hall Park

9 Pharr Central Fire Station

10 City of Pharr Building

11 Texan Hotel + Pharr Global Business Hub

12 Old City Hill Building



13 Lone Star Theater

14 Pharr Memorial Library

15 First Pharr School

CURRENT ZONING

The map below displays current zoning in downtown Pharr. Most of downtown Pharr is currently zoned General Commercial and Business District. The Business District was established "to accommodate the existing development in the central area of the city, and to protect the character of this area. It recognizes the unique characteristics of the downtown and its space limitations."

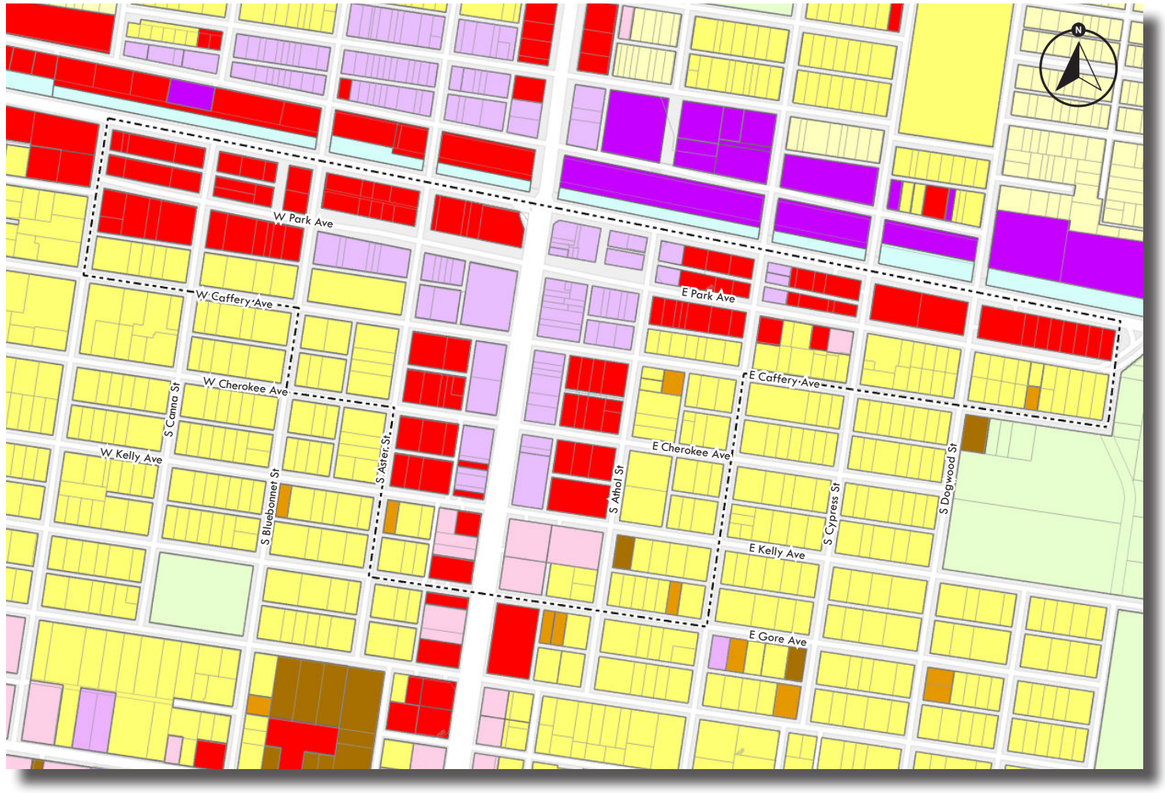
Pharr should rewrite its zoning and subdivision regulations and strategically rezone certain areas, including creating new zoning districts and updating/refining existing districts to better reflect the development vision and goals of downtown.

There may be opportunities to expand the Business District and use it to enhance design and encourage a mix of uses while discouraging auto-oriented designs and uses.

Zoning Districts

- General Business
- Business District
- Heavy Commercial
- Multifamily
- High Density Multifamily
- Office Professional

CURRENT ZONING IN DOWNTOWN PHARR



APPRAISED TAX VALUES

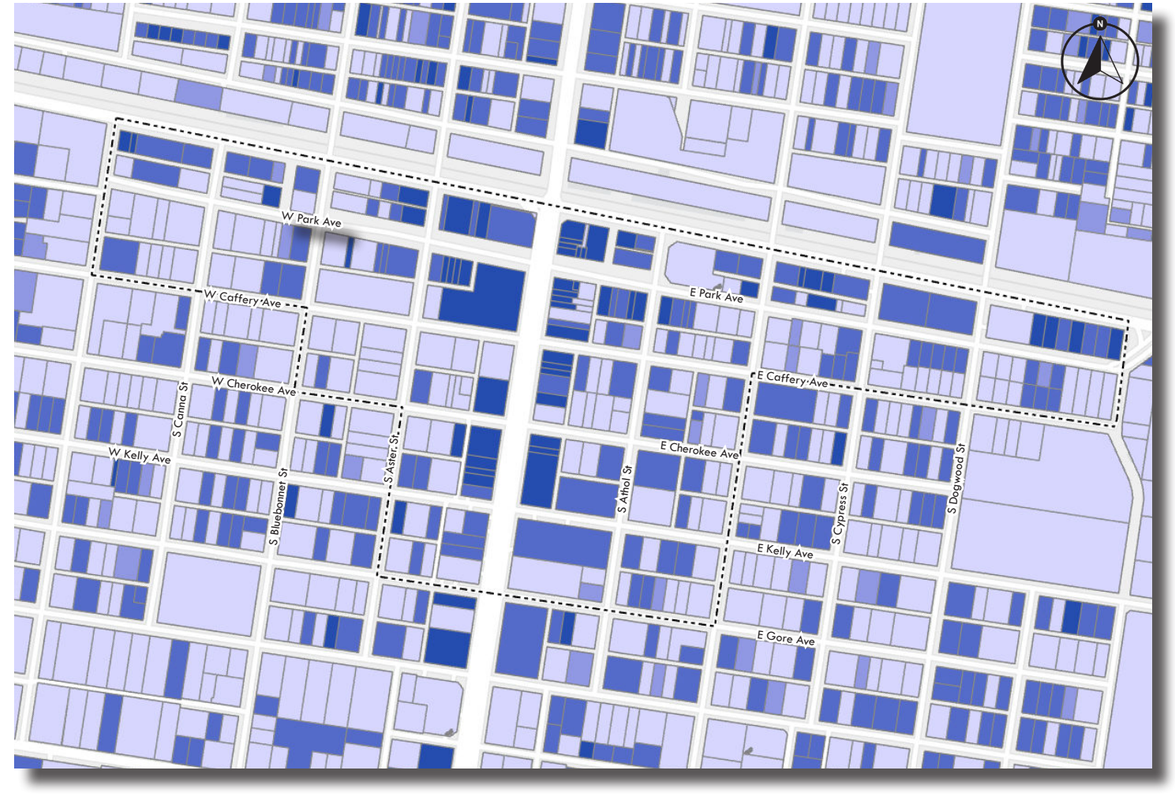
The map below illustrates the tax values of downtown Pharr properties per acre. The map shows some clusters of higher per-acre values on properties that abut major corridors, where there is high traffic visibility.

Property values should not be the primary goal of redevelopment, but it is one important metric to track as downtown evolves. Vacant properties are opportunities for infill and their development holds the potential to contribute to Pharr's fiscal balance.

Property Value per Acre

- $0 - $685,000
- $685,000 - $725,000
- $725,000 - $1,400,000
- $1,400,000 - $14,000,000

PROPERTY VALUE IN DOWNTOWN PHARR



EXISTING CONDITIONS

Downtown Pharr's built environment has many assets and is well-positioned to evolve into a thriving hub of activity with strategic investments toward revitalization.

Assets

Small blocks: Downtown Pharr benefits from a tight street grid network that many cities across the United States lack. Downtown's short block lengths and perimeters and strong connectivity enhance navigability for all modes.

Alleys: Alleys are key assets because they place solid waste, parking, and utilities in the rear of buildings, optimizing the front for people. They also offer opportunities for revitalization efforts and creating greener urban infrastructure.

Existing buildings: Pharr has several cool, unique buildings that it should protect and revitalize for their unique character and history.

Public spaces: Pharr has spaces downtown that are free and accessible to the public, including plazas on both sides of City Hall, streets and sidewalks, and Lore Garcia Park. As the downtown evolves, the city should continue to look for opportunities to enhance its existing public assets and expand its variety of public spaces downtown.

Events: Downtown Pharr is host to beloved events, notably the popular and successful avocado festival. Pharr should prioritize the support of this and other downtown festivals, concerts, exhibits, and other events.

Challenges

Pharr also has opportunities to change elements of its downtown in order to create a more vibrant built environment that generates economic activity and investment.

Street design: Pharr's downtown streets curb-to-curb are too wide and auto-oriented, without truly safe, high quality, and comfortable pedestrian spaces. Shade is lacking and crossings do not feel safe. This presents opportunities to redesign, modify, and reconstruct key streets in downtown.

Lack of residential: Downtown Pharr is very accessible to surrounding single-family neighborhoods but is in need of multifamily housing directly in downtown, especially multifamily units located above ground floor retail and other active uses.

Urban form: In general, downtown Pharr's urban design has great bones that serve as a foundation from which to build. There are several character-rich buildings, including pedestrian-oriented buildings that abut the sidewalk. However, there are large gaps between buildings or buildings set far back from the sidewalk with vehicular parking in front as their predominant feature. There is a significant amount of underutilized land, such as surface parking or grass and dirt lots.

Ultimately, all of these assets and challenges present opportunities for new growth and investment in downtown Pharr.

DOWNTOWN STREETS

Great streets are key to a successful downtown. They serve both as travel corridors and destinations. The Downtown Streets Framework Map below identifies "A" Streets and "B" Streets in downtown Pharr.

"A" Streets should prioritize placemaking and pedestrian comfort. Over time, through the process of redevelopment, "A" streets should include expanded sidewalks, buried power lines, shade street trees adjacent to the curb, on-street parallel parking, narrower vehicular lanes and pavement widths, and outdoor restaurant seating, where appropriate. Additionally, building frontages along "A" streets should include translucent windows and doors, frequent changes in texture such as pillars, and high quality first-floor design features.

"B" streets should be walkable and include sidewalks, but may not always include amenities like street trees, wide sidewalks, outdoor seating, or buried power lines.

Gateways are indicators, like a sign, archway, or change in the built environment, to a traveler that they have entered into a new place. The map shows two key gateways into downtown Pharr. Gateways help signify to drivers that they need to slow down for other types of road users. Additionally, different surface types and street and building designs can complement gateways.

DOWNTOWN STREETS FRAMEWORK MAP

Creating Green "A" Streets

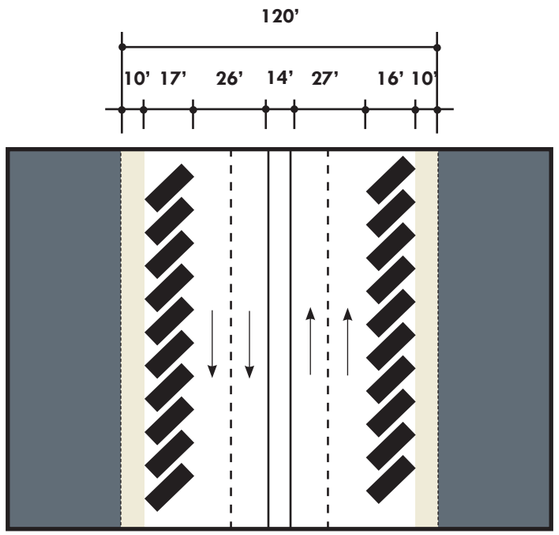
"A" streets should be great streets that visitors want to return to. They generate foot traffic and stimulate investment from nearby and abutting businesses. "A" streets can also showcase Pharr's values, such as designing green streets that incorporate best practices in stormwater management and infiltration, and offer ample shade to pedestrians.

In addition to providing corridors for movement, "A" streets also act as linear plazas, where people feel comfortable sitting or places where restaurants can use for outdoor seating, stimulating activity on the street.

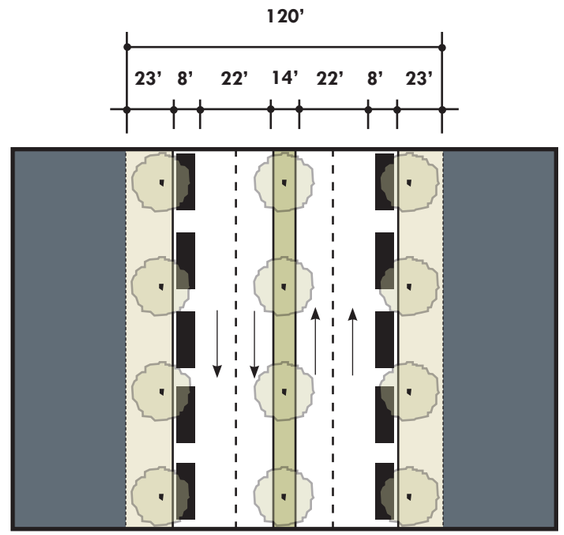
The images below display elements of green streets, such as street trees between the sidewalk and curb with places for people to sit and amenitized stormwater infiltration devices including educational signage.

PLACEMAKING STREET CROSS-SECTIONS

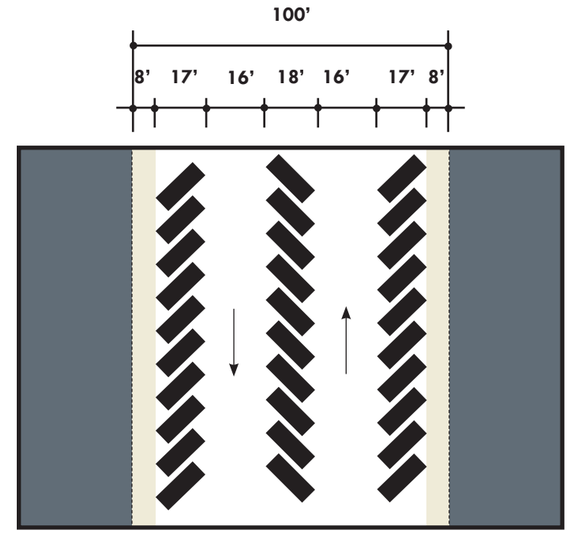
S Cage Blvd Current



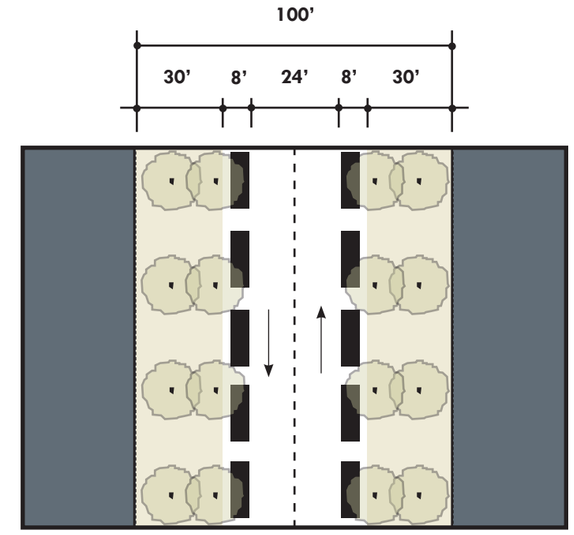
S Cage Blvd Future



Park Ave Current

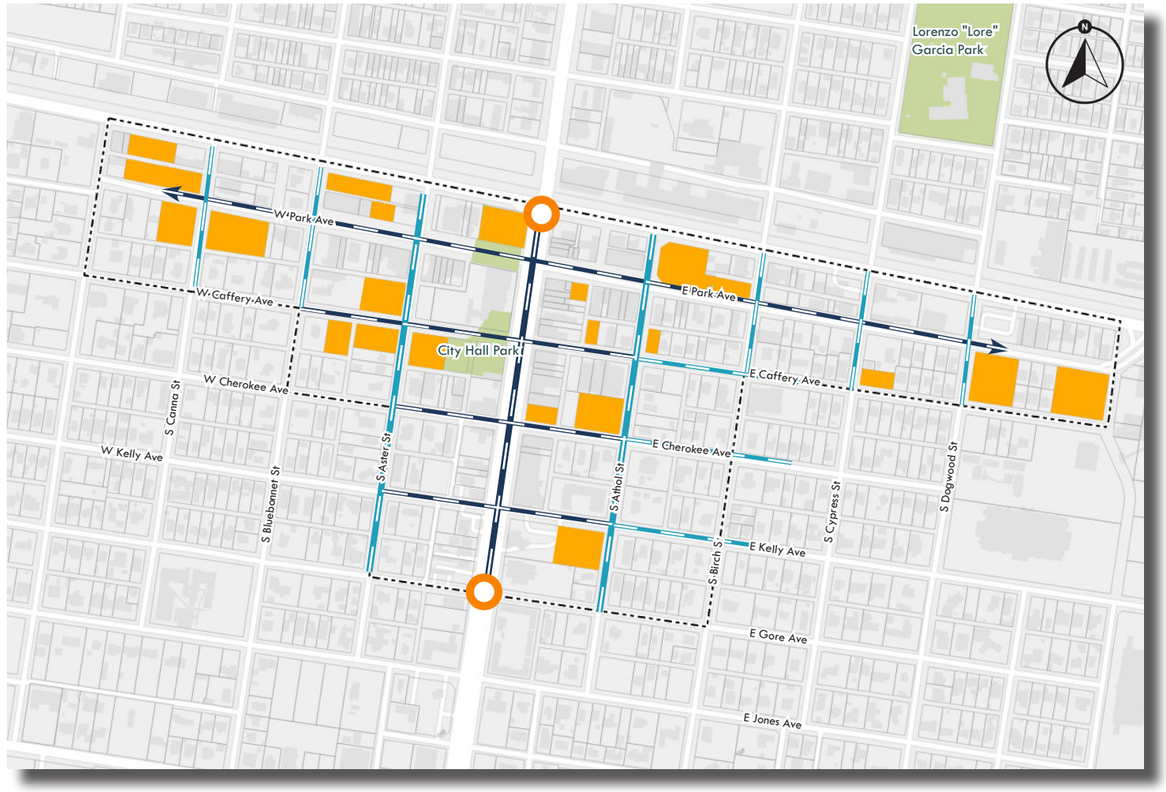


Park Ave Future



CONCEPTUAL DOWNTOWN PLAN

Downtown Pharr's future planning is guided by the Conceptual Downtown Plan and Recommendations. The plan identifies key opportunity sites, "A" and "B" streets, and gateways on South Cage Boulevard.



"A" Streets

"B" Streets

Gateway

Priority Opportunity Sites

Public Park

Priority Opportunity Sites

Priority Opportunity Sites are underdeveloped or vacant sites that should be explored for catalyst projects that attract visitors and spur investment.

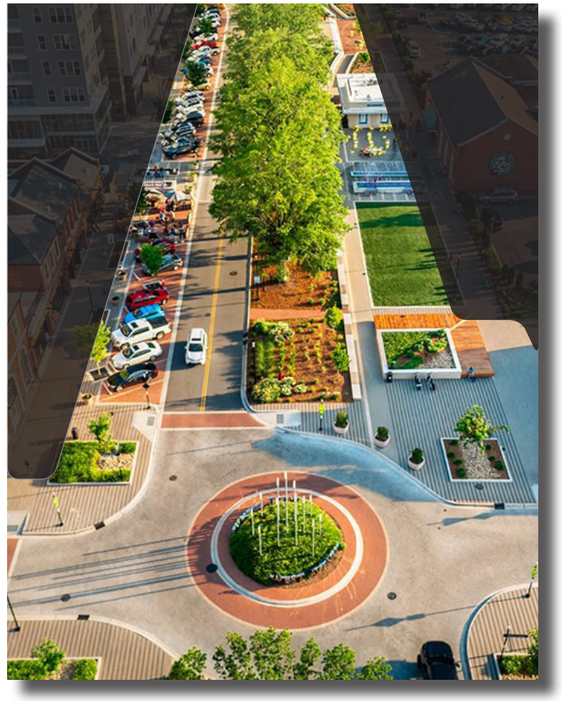
DOWNTOWN RECOMMENDATIONS

Recommendation 1: Redesign key downtown streets

Redesign and reconstruct Pharr's downtown streets to enhance pedestrian access and the public realm, prioritizing "A" streets first before modifying "B" streets.

Park Avenue holds enormous potential for serving as Pharr's primary pedestrian-oriented street, with numerous destinations, ample street right-of-way width, and opportunity sites for new development. Therefore, Park Avenue should be the priority for redevelopment.

Redevelopment of S Cage for downtown's central five blocks will require coordination with TxDOT. It should signal to drivers to slow down and prioritize pedestrians, transit, and bicyclists.



Recommendation 2: Revitalize character-rich buildings

Pharr has great buildings with unique character. To capitalize on these buildings and enhance the city's downtown placemaking and visitor experience, the city should invest in revitalization, either directly or through private sector collaboration or incentives. The primary example is the Texan Hotel building, which is owned by Pharr Economic Development and anchors the southern end of downtown.

The City should also support facade and building improvements through grants and no-interest loans to downtown businesses and property owners.

Recommendation 3: Make full use of alleys

Downtown Pharr and its surrounding neighborhoods contain mid-block alleys that criss-cross its block network. Alleys are valuable and hold many opportunities. Their primary purpose is to provide space for utility lines, solid waste, and vehicular access so that these less desirable uses do not encumber the street and sidewalk, thus enhancing the public realm for people. Based upon existing conditions of alleys, each may contain its own unique opportunity.

Alleys that are currently being used for their original intent should be maintained. Some alleys may intersect with streets and contain opportunities for pedestrian-oriented revitalization. Some alleys may be overgrown and underutilized, presenting opportunities for innovative uses, like bicycle trails, urban agriculture, playground areas, and other recreational uses. Finally, some alleys may exist only on paper. In these cases the City should engage with adjacent property owners to determine the neighbors' preferences for what to do with the public right-of-way.

CASE STUDY: REVITALIZING A DOWNTOWN STREET

Kannapolis, North Carolina, determined downtown revitalization to be critical to community cohesion, quality of life, and economic growth. As part of a comprehensive downtown redevelopment process, they redesigned and redeveloped the main thoroughfare running through their downtown, activating the space for pedestrians.

Recommendation 4: Build dense, mixed-use buildings true to Pharr's vision on opportunity sites

Downtown Pharr has numerous infill opportunities throughout its downtown, especially where there are vacant sites and surface parking that can be relocated or reused.

Downtown Pharr would also benefit from an increase in multifamily units, especially located above first floor retail. Incorporating more residential units into downtown will help meet the demand for downtown housing, bring more residents into downtown to support current and future businesses, and expand Pharr's offering of housing and neighborhood options to potential buyers and renters.

Recommendation 5: Infuse downtown with public art and signage

Incorporating public art into Pharr's downtown core enhances the cultural vibrancy, visual identity, and economic vitality of the city. By integrating murals, sculptures, interactive installations, and other forms of art into key public areas—such as plazas, streetscapes, transit hubs, and building facades—the city can create an engaging and inviting urban environment that reflects the Pharr community. Public art not only enriches daily experiences for residents and visitors, but also encourages foot traffic, supports local artists, and contributes to a sense of place that distinguishes downtown as a unique and memorable destination.

To implement this vision, the comprehensive plan should establish funding mechanisms, partnerships with local arts organizations, incorporate art into new public and private construction, and consider a public art advisory committee. Consider community involvement in the selection and design process of major art installations. Private developers should incorporate art into new developments and prioritize underutilized spaces for artistic transformation. By embedding public art into downtown planning, the city can foster a dynamic cultural landscape that supports creative expression and long-term urban revitalization.

The images below display subtle ways that public art can be incorporated into everyday urban infrastructure. Examples include building facades (top left), utilities like utility boxes (top right), sidewalk tiling (bottom left) and simple prints on concrete surfaces (bottom right). These kinds of simple and low-cost art investments can complement larger programs supporting murals, sculptures, and accessible art studios.

To capitalize on public art, some communities have worked with community partners to establish arts corridors where a series of art exhibits as well as artist spaces encourage investment and tourism.

Recommendation 6: Conduct a parking plan

As part of the revitalization efforts outlined in this chapter, it is recommended that the City initiate a comprehensive parking plan to assess future needs. A parking study will help evaluate parking availability, usage patterns, turnover rates, and peak demand times in the downtown area. The plan should identify opportunities for shared parking strategies, and analyze the potential opportunities to accommodate parking after revitalization actions. This will provide a clearer picture of how to manage parking needs as the downtown evolves.

The parking plan should consider the integration of technology and user-friendly systems to enhance the downtown experience for visitors, business owners, and residents. Strategies may include wayfinding signage.

The study may recommend that parking be consolidated into a vertical deck. If that option is explored, the City should ensure high quality design of the parking deck if it is adjacent to one of downtown's "A" streets. If so, the structure should include first-floor retail and other creative design.

By proactively addressing parking, the City can better support its economic development goals and create a more accessible, vibrant downtown environment.

The images to the right illustrate parking deck designs that enhance the public realm with first floor retail or other features that line the outside of the structure.

Mixed-use parking facility in Miami Beach

Vertical Garden in Jackson, WY

Parking Garage with first floor retail

Belmar Parking Garage

Recommendation 7: Support small businesses and promote innovation and entrepreneurship

The City should use creativity and flexibility to support existing and future downtown businesses. Consider offering incubator spaces in underutilized downtown buildings to help downtown become a launchpad for new businesses and ideas.

Downtown Pharr already has many thriving locally-owned businesses and should avoid and minimize displacement of existing businesses. Even as downtown planning efforts are implemented to evolve Pharr into a stronger civic, retail, and cultural hub, existing businesses should be engaged and supported.

Recommendation 8: Support and encourage events

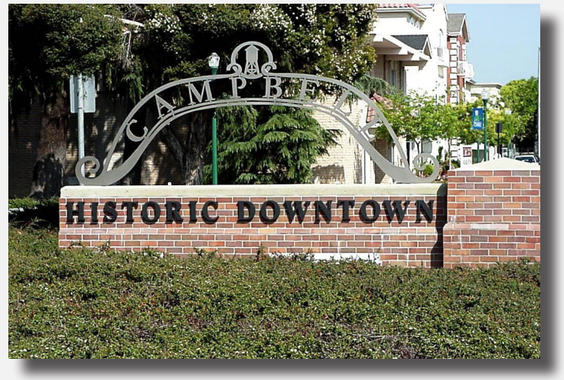
Support existing and future major events, like the Avocado Festival, in downtown Pharr to support local food, art, and music and provide community activities. Activating downtown through recurring events and markets helps reintroduce the area as a lively, safe, and fun destination.

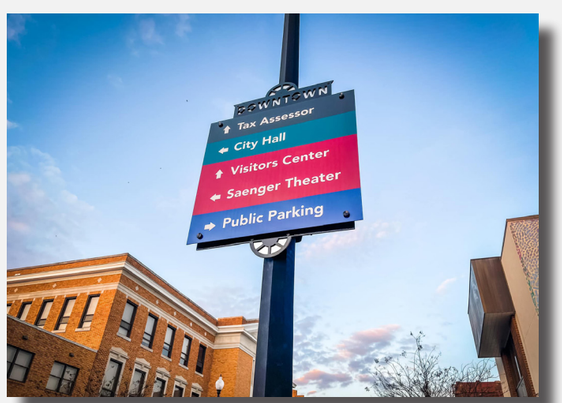
By showcasing regional culture the City reinforces our unique identity and draws diverse crowds downtown. These relatively, low-cost, high-impact interventions stimulate economic activity, foster community cohesion, and give small vendors an entry point, all while improving perceptions of the downtown.

GATEWAYS AND WAYFINDING SIGNAGE

Gateways help visitors understand when they are entering and leaving a place, like downtown. While gateways are often signs, they can also be changes in the built environment, such as the width of roads, texture of pavement, dimensions of buildings. The Gateways into downtown Pharr should signal to drivers that they have entered a pedestrian-friendly area and need to slow down.

Wayfinding signage in downtown Pharr can help visitors find their way to interesting parts of downtown, as well as parking or other sites of importance.





Recommendation 9: Address gaps and need for increased variety of businesses through strategic tenant recruitment

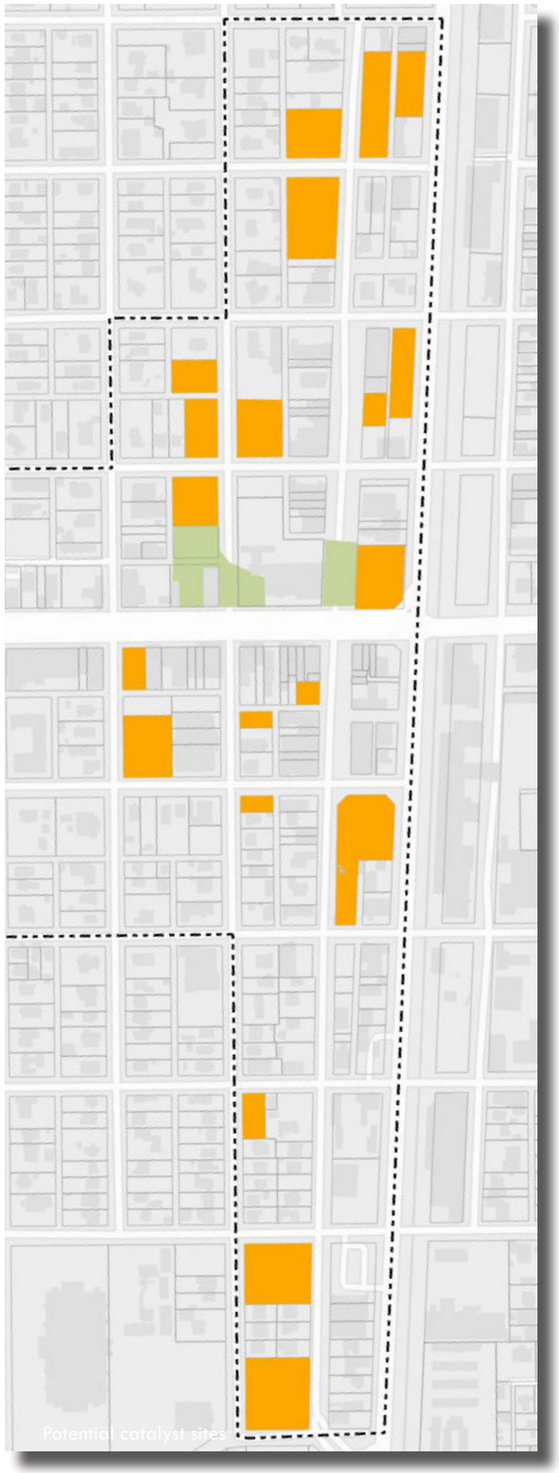
Pharr should be proactive in recruiting the kinds of businesses and developers it wants to collaborate with in shaping a thriving downtown. This could include recruitment of grocery options, retailers, UTRGV, or development teams with proven track records in successful revitalization projects.

Park Ave offers an opportunity to foster a main street atmosphere with a combination of local, regional, and national tenants that further activate the street.

Recommendation 10: Explore potential catalyst projects

While street redesign and redevelopment and building renovation and revitalization projects are themselves catalyst projects, the city could explore other types of projects that add attractions and amenities to downtown Pharr.

Catalyst projects could include things like major park investments, museum, architecturally significant mixed use development, innovation hub, farmers' market, or other type of project. The city should engage residents and small businesses and should be careful to avoid significant and unnecessary displacement of existing residents and businesses, which has been an avoidable mistake of other cities around the country.



POLICY AND REGULATORY TOOLS

Tools are available to guide Downtown Pharr's development and shape a vibrant, safe, and accessible hub for businesses, residents, and visitors.

Building Codes

Pharr follows the International Building Code (IBC) and International Fire Code (IFC) to ensure all construction and renovations meet modern safety standards. These codes support adaptive reuse while preserving historic structures and enhancing resilience.

Development Regulations

The city's zoning supports orderly development across the city. Updated regulations with new zoning districts can better support downtown. The Subdivision Ordinance promotes orderly development, while the Planning & Zoning Commission helps ensure growth aligns with the area's character. Zoning regulations can also apply design standards, incentives, and guidance to new development in downtown Pharr.

Tax Increment Reinvestment Zone (TIRZ) and Incentives

A Downtown Tax Increment Reinvestment Zone (TIRZ) could fund key improvements—such as utility upgrades and building façade improvements—to attract private investment. Other grants can further support property owners committed to revitalization.

Economic Development

The city could use Public Improvement Districts (PIDs) and grants to support downtown infrastructure, business recruitment, and beautification. The Pharr Economic Development Corporation (Pharr EDC) works to attract and retain investment in the area.

Community Planning

Pharr's long range planning initiatives, such as the Comprehensive Plan, prioritize downtown revitalization. Through public input and long-term strategies, the Comprehensive Plan focuses on improving land use, transportation, housing, and public amenities to strengthen downtown's role as a regional hub. Additional long range planning initiatives could include small area and corridor planning and implementation initiatives as well as the rewrite of the zoning regulations.

Parking Policies

Special downtown regulations could modify or remove off-street parking requirements for reuse of existing buildings or similarly sized new ones. This encourages adaptive reuse and supports a pedestrian-friendly environment.

DOWNTOWN FUTURE LAND USE

The Downtown Future Land Use area is described within the land use chapter of this comprehensive plan. The area is intended to promote high-quality urban design, integrate a diverse mix of land uses and housing types, support urban parks and plazas, and encourage context-sensitive infill development.

Future Land Use (See Land Use Chapter)

- Downtown
- Single-Family Residential
- Local Commercial
- Parks and Open Space

Downtown Pharr Future Land Use

Downtown Pharr is the civic and cultural heart of the City of Pharr—a place where local businesses thrive, public spaces welcome all, and community life is visible and active.

Goal 6.1

A thriving district with great living, shopping, dining, and civic life.

POLICIES

6.1.1 Promote mixed use development through zoning, incentives, and city leadership.

6.1.2 Prioritize conversion of vacant properties to new infill development.

6.1.3 Encourage, incentivize, and require high-quality pedestrian-oriented building designs.

Goal 6.2

A walkable district where everyone regardless of age and ability can get around safely and comfortably.

POLICIES

6.2.1 Redevelop downtown streets to catalyze revitalization, with priorities on "A" streets identified in this plan.

6.2.2 Promote wide sidewalks, shade trees located at 30' intervals adjacent to the curb, buried power lines, and parking and utilities in rear alleys.

6.2.3 Enhance street intersection comfort and safety using tools in the transportation chapter of this plan.

6.2.4 Prioritize pedestrian connections between public places and projects.

Goal 6.3

A district where public art and events unleash Pharr's creativity and community spirit.

POLICIES

6.3.1 Add public art throughout downtown, including incorporating art into infrastructure, like sidewalks, utility boxes and poles, building facades, manhole covers, and more.

6.3.2 Support events, festivals, concerts, and markets downtown. Make downtown a desirable place to hold events.

6.3.3 Where practical, activate underused alleys, spaces between buildings, and other underutilized spaces throughout downtown.

Goal 6.4

A safe, clean, resiliency district.

POLICIES

6.4.1 Promote green streets and well-designed stormwater best practices that turn infrastructure into amenities.

6.4.2 While supporting unhoused populations, consider unarmed street ambassador programs with mental health skillsets who can help de-escalate situations and assist with finding appropriate services.

6.4.3 Ensure cleanliness, maintenance, and adequate lighting throughout downtown. Ensure there is adequate solid waste provision in new development.

Goal 6.5

An economic hub that stimulates entrepreneurship and supports thriving local businesses.

POLICIES

6.5.1 Support existing small businesses. Reduce unnecessary red tape. Promote facade improvement programs for existing small businesses.

6.5.2 Attract developers, and businesses, and catalyst projects that meet the wants and needs of Pharr residents and fill gaps in downtown's offerings.

6.5.3 Support and promote entrepreneurship in downtown Pharr.

6.5.4 Encourage upper story residential construction downtown.

APPENDIX

CITY OF PHARR
OUR PHARR • OUR FUTURE
2035
DEVELOPMENT SERVICES

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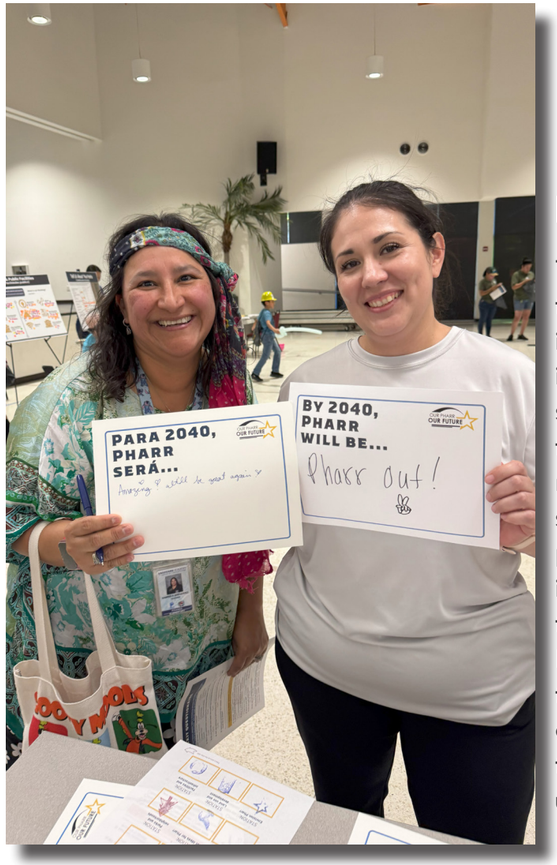
IMPLEMENTATION

The effectiveness of the Comprehensive Plan will ultimately be determined by the City of Pharr's commitment to implementation. A plan is framework whose value is demonstrated through measurable outcomes and the degree to which its recommendations guide decision-making. Implementation transforms broad policy direction into coordinated actions, regulations, and investments that shape the physical, social, and economic future of the community. Because conditions in Pharr will continue to evolve, implementation must be understood as a continuous process of monitoring, evaluation, and adjustment. This ongoing approach ensures that the Plan remains a relevant and practical tool for managing growth, allocating resources, and improving quality of life.

The policies and recommendations of this Comprehensive Plan will play a central role in shaping Pharr's long-term trajectory. Decisions guided by the Plan will influence the City's physical development, social dynamics, and environmental quality, and the resulting impacts will be most evident in the lived experience of residents. For this reason, the administration of the Plan must be treated as an ongoing responsibility, requiring periodic updates to reflect changing conditions, community priorities, and emerging challenges. Implementation will occur through multiple avenues, including updates to zoning and subdivision ordinances, alignment of capital improvement programming, and refinement of existing municipal processes. In some cases, new regulations, programs, or initiatives will be necessary to achieve desired outcomes, while other actions will depend on expanded community engagement and collaboration with local institutions, businesses, and regional partners. To ensure effective execution, oversight should be clearly assigned within City leadership whether to the City Manager's Office, the Planning Department, or another responsible entity. A critical step in this effort will be the alignment of policies and projects across City departments, producing a coordinated roadmap that allows actions to be prioritized and sequenced in the most efficient order. Through this approach, Pharr can ensure that the Comprehensive Plan remains both actionable and adaptable over time.

This chapter summarizes the actions identified throughout the Comprehensive Plan and identifies applicable metrics that the City can track in order to measure progress and ensure accountability.



IMPLEMENTATION MATRIX

The following Implementation Matrix brings together the Plan's vision, goals, and policies into an organized framework for action. It is intended to be a practical reference for City staff, elected officials, and community partners as they make decisions, set priorities, and allocate resources. Each topic area begins with a vision statement, followed by goals and supporting policies that guide daily actions and long-term investments. While not a step-by-step checklist, the matrix provides a clear structure to help Pharr coordinate efforts across departments, track progress, and connect actions to measurable outcomes. This transition from broad direction to specific guidance ensures the Plan remains a usable tool for implementation.

SUGGESTED METRICS

The indicators presented in this section are suggested tools the City may use to evaluate progress on implementing the Comprehensive Plan. Each one is tied to a plan goal and includes a measure, data source, and description of how trends could be interpreted. Taken together, they provide a framework for monitoring outcomes and understanding whether plan strategies are producing the intended results.

These indicators are not meant to be exhaustive or mandatory. They represent a recommended starting point based on data availability, ease of tracking, and their ability to highlight issues across multiple topics of interest. The City may find that some can be tracked immediately with existing information, while others may be added over time as resources or new datasets become available.

IMPLEMENTATION MATRIX

1.1 The design and arrangement of Pharr's buildings, streets, civic spaces and land uses build on its rich history to foster a livable and unique built pattern.

Goal 1.1 *Guide growth to suitable locations and support harmonious transition between uses.*

Pharr will focus new growth in places that already have roads and utilities, while making sure different land uses fit together smoothly. This means encouraging infill and redevelopment and using buffers where needed. Progress can be seen in the share of permits going to areas already served by infrastructure.

PRIMARY: Planning & Zoning

SUPPORT: Engineering (for infrastructure review), City Manager's Office (for interdepartmental alignment)

1.1.1 Use the Future Land Use Map as the primary reference for rezoning, annexation, and capital investment decisions, allowing only minor deviations where supported by sound planning rationale.

1.1.2 Require context-sensitive transitions, including height step-downs, landscape buffers, and access management, where different land use intensities abut.

1.1.3 Prioritize infill and redevelopment projects in areas with existing infrastructure and services

INDICATOR: Infill and redevelopment share

This metric shows whether all development activity citywide is being directed to areas with existing utilities and roads. GIS can map permits against service area boundaries to calculate the share of activity occurring in already-serviced areas.

MEASURE: % of new building permits issued in areas already served by infrastructure

DATA: City GIS service area layers; building permit records

TREND:

Desired = *Share of new permits in serviced areas increases or remains stable relative to total permits issued.*
Undesired = *Share of new permits in serviced areas decreases relative to total permits issued.*

1.2

Goal 1.2 *Expand housing choice for all ages, incomes, and life stages.*

Pharr will broaden its housing options by supporting "missing middle" housing, allowing accessory dwelling units, and setting aside areas for larger homes where appropriate. This mix will give residents more choices at different life stages and incomes. Progress can be measured by the share of housing units that are attached, multifamily, or ADUs.

PRIMARY: Planning & Zoning

SUPPORT: Legal (for ADU overlay ordinance), Building Permits & Inspections (for design compliance)

1.2.1 Pursue "missing middle housing type initiatives in context-appropriate locations

1.2.2 Establish and Accessory Dwelling Unit (ADU) Overlay to enable multi-generational living and affordable housing options while retaining neighborhood character

1.2.3 Designate greenfield developments as areas for large-lot or estate housing to meet executive-level market demand and diversify the tax base. Consider an overlay to specifically identify desired areas.

1.2.4 Establish design standards to ensure multi-family developments are unique, functional, and well-integrated with parking, landscaping and site layout

INDICATOR: Housing diversity

This metric shows whether Pharr's overall housing stock is diversified beyond single-family detached units. Census data combined with ADU permits gives a full picture of existing conditions across the city.

MEASURE: % of housing units that are attached, multifamily, or ADUs

DATA: U.S. Census / ACS housing unit data; City permit data for ADUs

TREND:

Desired = *Share of attached, multifamily, or ADU units increases within the overall housing stock.*
Undesired = *Share of attached, multifamily, or ADU units decreases within the overall housing stock.*

1.3

Goal 1.3 *Strengthen downtown corridors and industrial districts as engines of economic vitality.*

Pharr will invest in downtown and key corridors through mixed-use projects, façade improvements, and public-realm upgrades, while directing industrial growth to planned districts with proper access and buffers. These efforts aim to boost business activity and strengthen the tax base. Progress can be measured by the occupancy rate of ground-floor commercial space in downtown corridors.

PRIMARY: Planning & Zoning, Economic Development Corporation

SUPPORT: Public Works (public realm enhancements), Code Enforcement (façade improvements),Engineering (corridor planning)

1.3.1 Support downtown revitalization through vertical mixed-use developments, façade improvement incentives, and public-realm enhancements (lighting, shade, etc).

1.3.2 Encourage walkable, mixed-use nodes at major corridor intersections to cluster neighborhood service retail, services, and housing to reduce vehicle trips

1.3.3 Direct heavy and light industrial uses to planned districts south of the IH-2/US-83 and near the Pharr International Bridge, providing adequate buffers and freight access.

INDICATOR: Corridor occupancy

This metric reflects reinvestment and business activity in key corridors. A simple yearly inventory of occupied versus vacant storefronts can generate the percentage.

MEASURE: % of ground-floor commercial space occupied in downtown corridors

DATA: Annual vacancy survey by City staff or Economic Development Corporation

TREND:

Desired = *Occupancy rates for corridor storefronts increase or remain stable over time.*
Undesired = *Occupancy rates for corridor storefronts decline over time.*

1.4

Goal 1.4 *Safeguard agricultural lands, natural systems, and the community's long-term resilience.*

Pharr will protect farmland and open spaces while integrating parks, stormwater facilities, and greenways into new development. Low-impact design, energy efficiency, and tree planting will support resilience and quality of life. Progress can be measured by the acres of agricultural or natural land preserved each year.

PRIMARY: Planning & Zoning

SUPPORT: Utilities (stormwater detention), Parks & Recreation (greenways and canopy expansion), Public Works (LID practices)

1.4.1 Implement conservation easements, transfer of development rights programs, and right-to-farm provisions to maintain productive agricultural lands.

1.4.2 Integrate parks, greenways, and multifunctional stormwater detention facilities to manage flooding, enhance habitat and provide recreation.

1.4.3 Promote low-impact development (LID), energy-efficient building practices, and urban tree canopy expansion in both public and private projects.

INDICATOR: Land preserved

This metric indicates whether farmland and open space are being retained alongside development. Acreage can be tracked through annual updates to property and open space records.

MEASURE: Acres of agricultural or natural land formally protected each year

DATA: County property records; conservation agreements; City open space inventory

TREND:

Desired = *Total acres of preserved land increase or remain stable year to year.*
Undesired = *Total acres of preserved land decrease year to year.*

1.5

Goal 1.5 *Coordinate land use patterns with transportation investments to create accessible, multimodal places.*

Pharr will focus higher-density and mixed-use development near transit routes and major corridors, using design standards that support walking and transit use. This approach links growth with mobility and reduces reliance on cars. Progress can be measured by the share of new development permits located within a quarter mile of transit routes.

PRIMARY: Planning & Zoning

SUPPORT: Engineering (site design standards), Transit Liaison/City Manager's Office (coordination with Valley Metro, MPO, TxDOT)

1.5.1 Focus higher-intensity and mixed-use development within walking distance of existing or planned transit routes and major roadway corridors

1.5.2 Promote transit and pedestrian oriented site design standards, such as building orientation, reduced parking setbacks, and active ground floor uses.

INDICATOR: Development near transit

This metric shows how closely growth is aligned with transit access. GIS analysis of permit locations within route buffers provides the calculation.

MEASURE: % of new development permits within ¼ mile of transit routes

DATA: City GIS permit data; MPO or transit agency route maps

TREND:

Desired *= Share of new permits near transit increases or remains stable relative to overall growth*

Undesired *= Share of new permits near transit decreases relative to overall growth.*

1.6

Goal 1.6 *Promote land use decisions that support long term municipal fiscal health.*

Pharr will evaluate major zoning and land use changes with fiscal-impact analysis to ensure new growth pays for itself over time. Aligning the Capital Improvement Plan with growth areas and updating development regulations will help keep the city financially sustainable. Progress can be measured by the share of rezoning cases reviewed with a fiscal-impact analysis.

PRIMARY: Finance Department, Planning & Zoning Department

SUPPORT: City Manager's Office (CIP alignment), Engineering (infrastructure cost review)

1.6.1 Evaluate major land use or zoning changes using a fiscal-impact methodology that accounts for life-cycle infrastructure and service costs versus anticipated revenues

1.6.2 Coordinate the City's Capital Improvement Plan (CIP) with the FLUM, timing infrastructure upgrades with growth areas and leveraging external funding where possible.

1.6.3 Review and update development regulations, design standards, and fee schedules to align with these goals and policies.

INDICATOR: Fiscal review of rezonings

This metric tracks how consistently financial sustainability is considered in land use decisions. Comparing the number of rezonings with completed fiscal analyses against the total provides the percentage.

MEASURE: % of rezoning cases evaluated using fiscal-impact analysis

DATA: Planning Department rezoning records; fiscal analysis reports

TREND:

Desired *= Share of rezonings evaluated with fiscal impact analysis increases or remains stable over time.*

Undesired *= Share of rezonings evaluated with fiscal impact analysis decreases over time.*

2.1

Residents and visitors can easily navigate the City and nearby region by walking, biking, driving, or riding transit. Transportation infrastructure supports Pharr's economic base.

Goal 2.1 *A safe and healthy transportation system.*

Pharr will make streets safer with better crosswalks, traffic calming, and protective barriers between cars and people walking or biking. More connected streets will handle traffic without relying on wider roads. Progress can be measured by the number of incidents involving pedestrians or bicyclists each year.

PRIMARY: Engineering (street design, traffic calming)

SUPPORT: Public Works (street maintenance), Police (enforcement of safety), Planning & Zoning (site plan standards)

2.1.1 Enhance street intersection safety, pedestrian crossings, and other traffic-calming measures.

2.1.2 Prioritize physical barriers, such as curbs, on-street parking, trees, or bollards, between automobile lanes and non-automotive infrastructure.

2.1.3 Encourage alleys in new development and redevelopment to reduce conflicts between pedestrians and turning vehicles.

2.1.4 To handle high traffic flows, it is preferable to increase the number of parallel streets and connections, rather than making fewer roads wider.

INDICATOR: Pedestrian and bicyclist safety

This metric shows whether street design and safety measures are reducing conflicts. Annual crash data is already collected by TxDOT and can be filtered for pedestrian and bicycle incidents within Pharr.

MEASURE: Number of incidents involving pedestrians or bicyclists per year

DATA: TxDOT crash database; Pharr Police Department crash reports

TREND:

Desired *= Annual crashes involving pedestrians and bicyclists decline relative to population and travel activity.*

Undesired *= Annual crashes involving pedestrians and bicyclists increase relative to population and travel activity.*

2.2

Goal 2.2 *Pharr residents have several easy options for getting around.*

Pharr will expand sidewalks, bikeways, and greenways to give residents safe, connected ways to walk, bike, and reach services. More bike parking and street trees will make active travel easier and more comfortable. Progress can be measured by the share of street miles with sidewalks or designated bikeways.

PRIMARY: Engineering Department (bicycle and pedestrian infrastructure, connectivity improvements)

SUPPORT: Parks & Recreation (greenways, trail connections), Public Works (tree planting, sidewalks), Planning & Zoning, City Manager's Office (federal/state funding coordination)

2.2.1 Promote a connected network of local and regional protected bicycle lanes, paths, and greenways.

2.2.2 Expand the City's sidewalk and street tree network within both new and existing development. Enhance connectivity between denser neighborhoods and services.

2.2.3 Expand short term and long-term bicycle parking in areas of activity.

2.2.4 Leverage federal and state funding to maximize capital spending impacts.

INDICATOR: Sidewalk and bikeway coverage

This metric evaluates the citywide extent of pedestrian and bicycle facilities. It measures the overall reach of the non-auto network across all neighborhoods. GIS can calculate the share of total street mileage that includes sidewalks or bikeway facilities.

MEASURE: % of street miles with sidewalks or designated bikeways

DATA: City GIS street inventory; MPO bikeway database

TREND:

Desired *= Share of streets with sidewalks and bikeways increases or remains stable as the street network expands.*

Undesired *= Share of streets with sidewalks and bikeways decreases or fails to keep pace with street network expansion.*

2.3

Goal 2.3 *Right-sized, well-located parking.*

Pharr can make better use of its parking supply through shared parking, wayfinding, and locating lots behind buildings. Reducing demand with walkable land patterns will keep parking balanced and efficient. Progress can be measured by the average occupancy rate of public and shared parking lots in study areas.

PRIMARY: Planning & Zoning (parking standards, shared parking policies)

SUPPORT: Engineering (site design review), Public Works (signage/wayfinding, maintenance), Economic Development Corporation

2.3.1 Maximize use of current parking supply by promoting shared parking and way-finding for existing parking. Ensure connections between parking lots.

2.3.2 Conduct parking study, if necessary.

2.3.3 Reduce parking demand by encouraging land patterns that support and encourage non-auto modes of travel.

2.3.4 Whenever possible, locate surface and structure parking in the rear of buildings, with on-street parallel parking in the front.

INDICATOR: Parking utilization

This metric identifies whether parking supply aligns with demand. Surveys of occupancy during peak periods provide a representative utilization rate.

MEASURE: Average occupancy rate of public and shared parking lots in study areas

DATA: City or consultant-conducted parking utilization surveys

TREND:

Desired *= Occupancy rates remain within a balanced range that indicates efficient use (neither consistently underutilized nor overstrained).*
Undesired *= Occupancy rates consistently fall outside a balanced range, signaling mismatch between supply and demand.*

2.4

Goal 2.4 *More people are able to conveniently travel with transit.*

Pharr will improve bus stops, plan for future transit expansion, and work with regional partners to bring better service options. Coordinated land use and infrastructure will make transit a reliable choice for more residents. Progress can be measured by the share of households within a quarter mile of a transit stop.

PRIMARY: City Manager's Office (transit coordination and funding negotiations)

SUPPORT: Planning & Zoning Department (land use coordination around stops and stations), Engineering (bus lanes, signalization), Public Works (bus stop maintenance), Regional Partners.

2.4.1 Provide safe, visible, and accessible transit stops and transit lines.

2.4.2 Coordinate infrastructure and land use planning to facilitate future local and regional transit expansion.

2.4.3 Enhance and expand regional transit options in coordination with regional planning agencies, like the Rio Grande Valley Development Council and adjacent municipalities.

2.4.4 Plan for local and regional bus rapid transit systems, including dedicated bus lanes, high quality and visible elevated BRT stations, and coordinated traffic signalization at appropriate intersections.

INDICATOR: Transit access

This metric indicates how many residents have practical access to transit. GIS can overlay stop locations with household data to calculate coverage.

MEASURE: % of households within ¼ mile of a transit stop

DATA: MPO or Valley Metro transit stop data; U.S. Census household counts; City GIS

TREND:

Desired *= Share of households within walking distance of transit stops increases or remains stable as population grows.*
Undesired *= Share of households within walking distance of transit stops decreases relative to population growth.*

2.5

Goal 2.5 *Well-planned freight corridors.*

Pharr will work with regional partners to direct freight traffic to designated corridors, reducing conflicts with neighborhoods and retail areas. Industrial districts will have strong connections to regional roads to support business growth and safety. Progress can be measured by the number of freight-related incidents on non-designated corridors.

PRIMARY: Planning & Zoning (parking standards, shared parking policies)

SUPPORT: Engineering (site design review), Public Works (signage/wayfinding, maintenance), Economic Development Corporation

2.5.1 Continue to work the RGVMPO to identify key freight corridors that best accommodate large vehicles and minimize safety and environmental justice issues.

2.5.2 Reduce freight conflicts with other modes of transportation. Reduce the need for freight trucks to travel through retail and residential areas.

2.6.3 Support access of industrial properties to regional roads through transportation and land use planning. Expand food options for freight and warehouse workers.

INDICATOR: Parking utilization

This metric identifies whether parking supply aligns with demand. Surveys of occupancy during peak periods provide a representative utilization rate.

MEASURE: Average occupancy rate of public and shared parking lots in study areas

DATA: City or consultant-conducted parking utilization surveys

TREND:

Desired *= Occupancy rates remain within a balanced range that indicates efficient use (neither consistently underutilized nor overstrained).*
Undesired *= Occupancy rates consistently fall outside a balanced range, signaling mismatch between supply and demand.*

3.1

The Pharr economy offers a diversity of high-quality jobs, job training, and entrepreneurship while building a tax base that supports Pharr residents quality of life.

Goal 3.1 *Jobs are accessible locally where residents can afford to commute.*

Pharr will work with regional partners to attract quality jobs, support home-based businesses, and encourage local hiring. Major job expansions will be reviewed to ensure infrastructure and services can support them sustainably. Progress can be measured by the ratio of residents working in Pharr compared to those commuting elsewhere.

PRIMARY: Economic Development Corporation (job recruitment, support for small businesses, local hiring initiatives)

SUPPORT: Planning & Zoning Department (employment land use), City Manager's Office (regional coordination), Finance Department (fiscal-impact analysis)

3.1.1 Coordinate with regional partners such as Hidalgo County, the Rio Grande Valley MPO, and adjacent municipalities to recruit and retain quality local jobs that reduce the need for long commutes.

3.1.2 Support home offices as a workspace for small businesses and start up firms.

3.1.3 Promote local hiring practices by Pharr employers and encourage employer-provided workforce training, including the use of development agreements when appropriate.

3.1.4 Evaluate major employment expansions using fiscal-impact analysis to ensure new jobs are paired with infrastructure and services that are financially sustainable for the City.

INDICATOR: Local employment availability

This metric shows the balance between local jobs and commuting patterns. LEHD data can generate inflow/outflow reports to calculate the ratio.

MEASURE: Ratio of employed residents working in Pharr to those commuting outside the city

DATA: U.S. Census Longitudinal Employer-Household Dynamics (LEHD) OnTheMap tool

TREND:

Desired *= Ratio of residents employed locally increases or remains stable as total employment grows.*
Undesired *= Ratio of residents employed locally decreases as total employment grows.*

Goal 3.2 *A diverse, modern local economy that offers a variety of job opportunities.*

Pharr will support independent businesses with incentives and training, promote entrepreneurship, and encourage mixed-use neighborhoods that attract employers and residents. Tourism will also be strengthened through parks, trails, art, and local food initiatives. Progress can be measured by how evenly jobs are distributed across different industry sectors.

PRIMARY: Economic Development Corporation (business support, incentives,promotion)

SUPPORT: Planning & Zoning, Parks & Recreation (placemaking, community amenities)

3.2.1 Support Pharr's independent businesses by ensuring that incentive programs, training opportunities, and technical resources are widely publicized and accessible.

3.2.2 Provide training and resource-sharing that help residents build new businesses, expand collaboration, and strengthen local entrepreneurial networks.

3.2.3 Encourage the development of master-planned neighborhoods that combine housing, retail, parks, trails, and community facilities.

3.2.4 Leverage public-private partnerships and targeted incentives to deliver these communities, ensuring they include amenities that diversify Pharr's housing and employment base while maintaining affordability.

3.2.5 Grow Pharr's tourism economy to create economic diversification.

INDICATOR: Employment diversity

This metric shows how balanced the local job base is across industries. Public data sources provide annual job counts by sector.

MEASURE: Share of jobs by industry sector (no single sector exceeding a set percentage of total jobs)

DATA: U.S. Census Quarterly Workforce Indicators (QWI); Bureau of Labor Statistics

TREND:

Desired *= Distribution of jobs across sectors becomes more balanced over time.*
Undesired *= Jobs become more concentrated in fewer sectors over time.*

Goal 3.3 *A local economy that meets the needs of Pharr's residents.*

Pharr will recruit businesses that provide living wages, expand healthcare and childcare options, and promote energy-efficient development. New communities will include neighborhood-serving retail and services that reduce household costs. Progress can be measured by the number of new healthcare, childcare, or grocery facilities added each year.

PRIMARY: Economic Development Corporation (recruitment of businesses offering living wages, workforce support, retail and services expansion)

SUPPORT: Planning & Zoning (energy-efficient design review), City Manager's Office (healthcare partnerships), Finance Department.

3.3.1 Recruit and retain businesses that offer living wages, quality worker benefits, and community contributions, ensuring that economic growth directly improves residents' quality of life.

3.3.2 Expand access to health care through new facilities, improved transit connections, and multipurpose program spaces.

3.3.3 Promote energy-efficient design and construction in commercial and industrial development, reducing long-term operating costs and improving resilience.

3.3.4 Expand childcare and in-home care services across the city to reduce barriers to workforce participation, especially for working families.

3.3.5 In new master-planned communities, prioritize neighborhood-serving retail and services so that residents can access daily needs locally, reducing household transportation costs and commute burdens.

INDICATOR: Access to essential services

This metric tracks the addition of facilities that directly meet resident needs. Permit and occupancy data identify new facilities each year.

MEASURE: Number of new healthcare, childcare, or grocery facilities opened annually

DATA: City permit and certificate of occupancy records

TREND:

Desired *= Number of new essential service facilities increases or remains stable year to year.*
Undesired *= Number of new essential service facilities decreases year to year.*

Goal 3.4 *A city where workers receive the training they need for high-quality jobs.*

Pharr will partner with local employers, schools, and incubators to expand training programs that lead to living-wage careers and upward mobility. Incentives will be tied to commitments for local hiring and workforce development. Progress can be measured by the number of participants in workforce training programs each year.

PRIMARY: Economic Development Corporation (training programs, partnerships with institutions and employers)

SUPPORT: City Manager's Office (employer agreements, coordination with incubators), Community Development (support for small businesses)

3.4.1 Partner with local institutions, industries, and incubators to deliver workforce training, support new businesses, and foster entrepreneurship.

3.4.2 Expand workforce training programs with an emphasis on living-wage careers, technical certifications, and upward mobility.

3.4.3 Collaborate with local employers to expand recruitment, retain local talent, and increase the scale of employer-provided training opportunities.

3.4.4 Tie business incentive agreements directly to commitments for local hiring, job quality, and workforce development so that public resources produce measurable community benefits.

INDICATOR: Workforce training participation

This metric shows how many residents are gaining skills for upward mobility. Participation counts are tracked by training providers and can be aggregated yearly.

MEASURE: Number of participants in local workforce training programs annually

DATA: Workforce Solutions / regional training provider reports; City program data

TREND:

Desired *= Number of training program participants increases or remains stable year to year*
Undesired *= Number of training program participants decreases year to year.*

Goal 3.5 *Coordinated incentives that maximize economic impact.*

Pharr will align existing incentive tools, explore new ones like a Foreign Trade Zone, and design project-specific packages with regional partners. All incentives will be tied to measurable community benefits such as job creation and fiscal sustainability. Progress can be measured by the share of incentive agreements that include these performance commitments.

PRIMARY: **Finance Department (incentive alignment, fiscal tools)**

SUPPORT: Economic Development Corporation (project-specific incentive packages, evaluation of tools like FTZ), City Manager's Office (regional/state partner coordination), Planning & Zoning Department

3.5.1 Align existing incentive tools such as the economic development sales tax, TIRZs, and Hotel Occupancy Tax (HOT) revenues so they are used strategically.

3.5.2 Work with regional and state partners to evaluate new tools, including the potential for a Foreign Trade Zone (FTZ), and apply them where they advance Pharr's long-term competitiveness.

3.5.3 Develop coordinated, project-specific incentive packages that pool resources from multiple agencies, stretching limited public funds further.

3.5.4 Tie incentive agreements to measurable community benefits such as job creation, workforce training, and fiscal sustainability.

INDICATOR: Incentive agreements with community benefits

This metric tracks the addition of facilities that directly meet resident needs. Permit and occupancy data identify new facilities each year

MEASURE: Percentage of incentive agreements tied to job creation, training, or fiscal sustainability metrics

DATA: City Economic Development Corporation records; incentive agreement files

TREND:

Desired *= Share of incentive agreements with measurable community benefits increases or remains stable over time.*
Undesired *= Lower share of incentive agreements that include measurable benefits*

4.1

Pharr is a community where well-maintained infrastructure, welcoming public spaces, and effective local government work together to support resident well-being.

Goal 4.1 *Pharr with maintain resilient, high-performance utility systems that stay ahead of demand.*

Pharr will keep water and wastewater systems reliable by using live models, tracking conditions, and focusing budgets on the riskiest assets first. All utility master plans will be coordinated so upgrades are sequenced and fiscally sustainable. Progress can be measured by the share of utility lines in good or very good condition.

PRIMARY: Utilities Department (water, wastewater system models, criticality scoring, master planning)

SUPPORT: Engineering Department (capital upgrades sequencing), Finance Department (budget prioritization), City Manager's Office (coordination across utilities)

4.1.1 Maintain live water and wastewater system models and refresh them yearly.

4.1.2 Use condition and criticality scoring to direct capital budgets to the highest-risk assets first.

4.1.3 Update and coordinate all utility master plans under one framework so extensions and upgrades are sequenced, co-located and fiscally sustainable.

4.1.4 Monitor Water and wastewater treatment facilities against regulatory thresholds and expand capacity as needed to meet future demand.

4.1.5 Implement inflow and infiltration reduction programs to protect collection system capacity.

INDICATOR: Utility system condition

This metric shows whether utility infrastructure is being maintained to reduce risk of failure. The City's asset management database already tracks condition scores that can be summarized into percentages.

MEASURE: % of water and wastewater lines rated in good or very good condition

DATA: City utility asset management system; condition scoring reports

TREND:

Desired *= Share of lines in good or very good condition increases or remains stable as the system ages.*
Undesired *= Share of lines in good or very good condition decreases as the system ages.*

4.2

Goal 4.2 *Pharr will provide equitable, well-located public facilities and services for all residents.*

Pharr will keep water and wastewater systems reliable by using live models, tracking conditions, and focusing budgets on the riskiest assets first. All utility master plans will be coordinated so upgrades are sequenced and fiscally sustainable. Progress can be measured by the share of utility lines in good or very good condition.

PRIMARY: Planning & Zoning (facility siting, master planning)

SUPPORT: Engineering (facility design standards), Utilities (service capacity), City Manager's Office (multi-department coordination)

4.2.1 Prepare a city-wide facility master plan every five years.

4.2.2 Site new facilities to eliminate service deserts, using walk and dive time analyses.

4.2.3 Design critical buildings to meet or exceed NFIP standards and pursue CRS credit when feasible.

INDICATOR: Service accessibility

This metric evaluates whether facilities are geographically distributed to serve residents. GIS drive-time analysis can determine household coverage by service area.

MEASURE: % of households within a 10-minute drive of a major public facility (library, recreation center, police/fire station)

DATA: City GIS facility locations; Census household data

TREND:

Desired *= Share of households within service range increases or remains stable as population grows*
Undesired *= Share of households within service range decreases relative to population growth.*

4.3

Goal 4.3 *Provide walkable access to parks, recreation, and open space.*

Pharr will add trails, shade, and inclusive play areas, especially along the floodway, and launch a new parks and open space master plan. These steps will make parks more accessible and better connected. Progress can be measured by the share of residents within a 15-minute walk of a park.

PRIMARY: Parks & Recreation (park access, trail development, master plan)

SUPPORT: Engineering (trails, floodway development), Planning & Zoning (open space integration in development), Public Works (maintenance of facilities)

4.3.1 Aim for short walk sheds around every park, playground, plaza or greenway.

4.3.2 Develop the floodway corridor with trails, shade, inclusive play areas and gathering spaces.

4.3.3 Launce a TPWD compliant Parks, Recreation, and Open Space Master plan.

INDICATOR: Park proximity

This metric measures how well parks alone are distributed citywide, using a 10-minute walk standard. It provides a focused view on open space accessibility. GIS walk-shed buffers around parks can be compared to population data to calculate coverage.

MEASURE: % of residents within a 15-minute walk of a park

DATA: City GIS park locations; Trust for Public Land methodology or equivalent

TREND:

Desired *= Share of residents within a 15-minute walk of a park increases or remains stable as population grows.*
Undesired *= Share of residents within a 15-minute walk of a park decreases relative to population growth.*

4.4

Goal 4.4 *Cultivate strong partnerships with regional agencies and the public to deliver shared facilities and funding.*

Pharr will formalize joint-use agreements with schools, coordinate canal-side trails with the irrigation district, and co-fund projects with regional partners. These collaborations will stretch resources and expand access. Progress can be measured by the number of active joint-use agreements in place.

PRIMARY: City Manager's Office (formal agreements, intergovernmental coordination)

SUPPORT: Parks & Recreation Department (joint-use with schools, trails with irrigation district), Finance Department (co-funding strategies), Economic Development Corporation (multi-jurisdictional projects)

4.4.1 Formalize joint-use agreements with the school district for after-hours field and gym access.

4.4.2 Work with Hidalgo County Irrigation District no. 2 on canal side trails and easements.

4.4.3 Pursue co-funding with neighboring cities, state and federal agencies for multi-jurisdictional projects.

INDICATOR: Land preserved

This metric indicates whether farmland and open space are being retained alongside development. Acreage can be tracked through annual updates to property and open space records.

MEASURE: Acres of agricultural or natural land formally protected each year

DATA: County property records; conservation agreements; City open space inventory

TREND:

Desired *= Total acres of preserved land increase or remain stable year to year.*
Undesired *= Total acres of preserved land decrease year to year.*

4.5

Goal 4.5 *Engage residents transparently and inclusively in all public service decisions.*

Pharr will conduct annual surveys, host neighborhood pop-ups, and maintain an online project dashboard so residents can help shape services and track results. Progress can be measured by the number of participants in the annual parks and public services survey.

PRIMARY: City Manager's Office (public engagement, dashboard oversight)

SUPPORT: Parks & Recreation Department (surveys, workshops for park projects), Public Information Office (communications), IT Department (online dashboards)

4.5.1 Conduction an annual parks and public services survey.

4.5.2 Host neighborhood workshop pop-ups before capital projects.

4.5.3 Publish and online dashboard tracking project schedules, budgets, and progress.

INDICATOR: Public engagement reach

This metric reflects how broadly residents are engaged in service planning. Annual survey response counts provide the measure.

MEASURE: Number of participants in annual parks and public services survey

DATA: City survey results; participation records

TREND:

Desired *= Number of survey participants increases or remains stable year to year.*
Undesired *= Number of survey participants decreases year to year.*

4.6

Goal 4.6 *Public safety and emergency preparedness will keep pace with growth and changing risks.*

Pharr will add fire stations, hydrant loops, and resilience hubs while using data to target crash and crime hot spots. CPTED principles will guide design of public places to improve safety. Progress can be measured by average fire department response times within city limits.

PRIMARY: Fire Department (stations, hydrant loops, resilience hubs), Police Department (crime mapping, CPTED), Emergency Management (preparedness)

SUPPORT: Utilities Department (backup systems, water supply), Engineering Department (resilient infrastructure), Planning & Zoning Department (site planning with safety standards)

4.6.1 Locate future fire stations, hydrant loops and water main upgrades to maintain or improve the ISO rating.

4.6.2 Designate resilience hubs with backup power, satellite communications and potable water hookups.

4.6.3 Use crash and crime mapping data to target enforcement and apply Crime Prevention Through Environmental Design (CPTED) principles at parks, transit stops and schools.

INDICATOR: Fire and emergency response times

This metric tracks whether fire and emergency services are maintaining effective response times as the city grows. Dispatch logs provide call and response time stamps for calculation.

MEASURE: Average fire department response time to calls within city limits

DATA: Fire Department dispatch records

TREND:

Desired *= Response times remain stable or improve relative to population growth and service demand.*
Undesired *= Response times lengthen relative to population growth and service demand.*

5.1

Pharr is a community where affordable, diverse, and well-designed housing options support strong neighborhoods and give residents at every stage of life a place to call home.

Goal 5.1 *Broaden the mix of housing types so every life stage can stay in Pharr.*

Pharr will update zoning to allow more "missing middle" housing, support density bonuses for projects that include these types, and publish design guidelines to keep new homes compatible with existing neighborhoods. Progress can be measured by the share of new housing units that are missing middle.

PRIMARY: Planning & Zoning (zoning ordinance review, design guidelines)

SUPPORT: Building Permits & Inspections (compliance with new housing standards), City Manager's Office (policy alignment)

5.1.1 Review the zoning ordinance to confirm allowance for "missing middle" housing by right in appropriate districts.

5.1.2 Offer density bonuses or reduced impact fees when at least 20% of a project consists of desired housing types.

5.1.3 Publish design guidelines that ensure new small-lot or attached housing complements adjacent single-family neighborhoods.

INDICATOR: Housing variety

This metric focuses on new construction only, showing whether current development trends are adding to housing diversity. Permit records provide the data on newly built units.

MEASURE: % of new housing units that are missing middle

DATA: City building permit records categorized by housing type

TREND:

Desired *= Share of new units that are missing middle remains stable over time.*
Undesired *= Share of new units that are missing middle or multifamily decreases over time.*

5.2

Goal 5.2 *Keep housing and transportation costs affordable.*

Pharr will track the combined housing and transportation index to identify areas where costs are too high. The City will expand down-payment assistance and rental rehab grants for households facing heavy cost burdens. Progress can be measured by the share of households spending more than 45% of income on housing and transportation.

PRIMARY: Planning & Zoning (tracking affordability index, policy integration)

SUPPORT: Finance (incentives, fee structures), City Manager's Office (funding programs), Housing Programs Office / Community Development (down payment assistance, rental rehab)

5.2.1 Track the combined H+T Index annually to tracts that exceed the 45% affordability benchmark.

5.2.2 Expand down-payment assistance and rental rehab grants for households spending more than 40% or income on housing and transportation.

5.2.3 Expand down-payment assistance and rental rehab grants for households spending more than 40% of income on housing.

INDICATOR: Combined housing and transportation costs

This metric tracks overall cost burden more holistically than housing alone. Publicly available H+T Index data provides the percentage by census tract.

MEASURE: % of households exceeding 45% of income spent on housing + transportation

DATA: Center for Neighborhood Technology H+T Index; U.S. Census / ACS data

TREND:

Desired *= Share of households above the 45% threshold decreases or remains stable over time*
Undesired *= Share of households above the 45% threshold increases over time.*

5.3

Goal 5.3 *Reinvest in aging and substandard housing so neighborhoods remain safe, healthy, and valued.*

Pharr will target reinvestment through façade improvements, energy retrofits, and code compliance sweeps paired with workshops for owners. The City will also partner with nonprofits to replace substandard homes while keeping them affordable. Progress can be measured by the number of homes rehabilitated or replaced each year.

PRIMARY: Code Enforcement (compliance sweeps, neighborhood standards)

SUPPORT: Community Development (technical assistance, grants), Planning & Zoning (target area identification), Building Permits & Inspections (retrofit approvals), Nonprofit Partners (replacement housing)

5.3.1 Launch a targeted façade improvement and energy retrofit program in blocks where multiple substandard indicators overlap.

5.3.2 Partner with nonprofits to replace substandard units with high efficiency homes while preserving affordability.

5.3.3 Combine code compliance sweets with technical assistance workshops for owners.

INDICATOR: Substandard housing reinvestment

This metric tracks the pace of reinvestment in older housing stock. Records of completed rehab or replacement projects provide the count.

MEASURE: Number of homes rehabilitated or replaced annually

DATA: City housing and code enforcement program records; nonprofit housing partners

TREND:

Desired *= Number of homes rehabilitated or replaced increases or remains stable year to year.*
Undesired *= Number of homes rehabilitated or replaced decreases year to year.*

5.4

Goal 5.4 *Concentrate new growth in mixed-use and infill areas along key corridors.*

Pharr will adopt mixed-use standards with height and parking incentives, create an infill toolkit, and invest in streetscape and transit improvements to support private development. Progress can be measured by the share of new permits issued in designated mixed-use or infill areas.

PRIMARY: Planning & Zoning Department (mixed-use standards, infill toolkit)

SUPPORT: Engineering Department (corridor infrastructure), Economic Development Corporation (private investment recruitment), Public Works (streetscape improvements), Transit Liaison/City Manager's Office (first/last mile transit coordination)

5.4.1 Adopt mixed-use standards that offer height bonuses, shared parking reductions and expedited reviews

5.4.2 Create a citywide infill toolkit.

5.4.3 Invest in streetscape, lighting and first-/last-mile transit improvements to underpin private development.

INDICATOR: Mixed-use and infill permitting

This metric tracks whether growth is being directed to designated mixed-use corridors and infill zones, which are smaller priority areas within the broader city context. GIS overlays of permits with the FLUM provide the measure.

MEASURE: % of new building permits issued within designated mixed-use or infill areas

DATA: City building permit records; Future Land Use Map overlays

TREND:

Desired *= Share of permits in mixed-use or infill areas increases or remains stable relative to total permits.*
Undesired *= Share of permits in mixed-use or infill areas decreases relative to total permits.*

5.5

Goal 5.5 *Support walkable access to daily goods, services, and green space.*

Pharr will use tools like Walk Score to guide retail recruitment and park acquisition in underserved areas. Smaller storefronts, continuous sidewalks, and new trails with shade trees will connect neighborhoods to everyday needs. Progress can be measured by the share of households within a 20-minute walk of a grocery store, park, and public school.

PRIMARY: Planning & Zoning Department (retail recruitment, zoning for smaller storefronts)

SUPPORT: Parks & Recreation Department (park acquisition, shade trees), Engineering Department (sidewalk/trail connectivity), Public Works (maintenance of sidewalks and trees)

5.5.1 Use existing data, such as the Walk Score, to prioritize retail recruitment and park acquisition in low-access areas.

5.5.2 Reduce minimum storefront sizes in mixed-use districts to attract desired commercial uses.

5.5.3 Connect new and existing neighborhoods with continuous sidewalks, trails, and native shade trees.

INDICATOR: Neighborhood completeness

This metric provides a broader view of neighborhood completeness by evaluating whether residents can reach essential services, education, and recreation on foot within a reasonable distance. GIS walk-shed buffers around these facilities can be used to calculate the percentage of households served.

MEASURE: % of households within a 20-minute walk of at least three key amenities: a grocery store, a park, and a public school

DATA: City GIS household data; commercial business license or EDC records for grocery stores; City park inventory; school district facility locations; walk-shed analysis

TREND:

Desired *= Share of households with walkable access to all three amenities increases or remains stable over time.*
Undesired *= Share of households with walkable access to all three amenities decreases over time.*

6.1

Downtown Pharr is the civic and cultural heart of the City of Pharr. Downtown is a place where local businesses thrive, public spaces welcome all, and community life is visible and active.

Goal 6.1 *A thriving district with great living, shopping, dining, and civic life.*

Pharr will promote mixed-use development, convert vacant sites into infill projects, and require pedestrian-friendly building design. These steps will bring more housing, retail, and activity into downtown. Progress can be measured by the number of new residential or commercial units permitted within the downtown boundary each year.

PRIMARY: Planning & Zoning Department (zoning updates, development standards)

SUPPORT: Economic Development Corporation (incentives, business recruitment), Code Enforcement (façade compliance), City Manager's Office (policy coordination)

6.1.1 Promote mixed use development through zoning, incentives, and City leadership.

6.1.2 Prioritize conversion of vacant properties to new infill development.

6.1.3 Encourage, incentivize, and require high-quality pedestrian-oriented building designs.

INDICATOR: Downtown development activity

This metric isolates development activity within the downtown boundary. It complements the citywide and corridor measures by focusing on growth in Pharr's civic and cultural center. Permits can be filtered spatially within the designated downtown boundary.

MEASURE: Number of new residential or commercial units permitted annually within the downtown boundary

DATA: City building permit records; downtown boundary GIS layer

TREND:

Desired *= Number of new units permitted downtown increases or remains stable year to year.*
Undesired *= Number of new units permitted downtown decreases year to year time.*

6.2

Goal 6.2 *A walkable district where everyone regardless of age and ability can get around safely and comfortably.*

Pharr will redevelop key downtown streets, add wide sidewalks with shade trees, and move utilities to alleys. Safer intersections and stronger pedestrian connections will make downtown more inviting. Progress can be measured by the share of downtown blocks with continuous sidewalks on both sides.

PRIMARY: Engineering Department (street design, utilities in alleys, pedestrian improvements)

SUPPORT: Public Works (sidewalks, tree planting, power line burial coordination), Planning & Zoning (redevelopment guidance), Police (pedestrian safety enforcement)

6.2.1 Redevelop downtown streets to catalyze revitalization, with priorities on "A" streets identified in the plan.

6.2.2 Promote wide sidewalks, shade trees located at 30' intervals adjacent to the curb, buried powerlines, and parking and utilities in rear alleys.

6.2.3 Enhance street intersection comfort and safety using tools in the transportation chapter of this plan.

6.2.4 Prioritize pedestrian connections between public places and projects.

INDICATOR: Sidewalk completeness

This metric evaluates pedestrian access block by block within downtown. It complements the citywide measure by capturing the level of walkability in Pharr's most active district. Sidewalk coverage can be mapped and updated through GIS and visual field checks.

MEASURE: % of downtown blocks with continuous sidewalks on both sides

DATA: City GIS sidewalk inventory; field surveys

TREND:

Desired *= Share of downtown blocks with continuous sidewalks increases or remains stable over time.*
Undesired *= Share of downtown blocks with continuous sidewalks decreases over time.*

6.3

Goal 6.3 *A district where public art and events unleash Pharr's creativity and community spirit.*

Pharr will add public art to buildings, sidewalks, and infrastructure, and support concerts, festivals, and markets downtown. Underused spaces like alleys will also be activated. Progress can be measured by the number of public art installations and cultural events held downtown each year.

PRIMARY: Parks & Recreation Department (public art program coordination, event support)

SUPPORT: Economic Development Corporation (event promotion, business partnerships), City Manager's Office (permitting and interdepartmental support), Public Information Office (marketing and communications)

6.3.1 Add public art throughout downtown, including incorporating art into standard infrastructure like sidewalks, utility boxes and poles, building facades, manhole covers, and more.

6.3.2 Support events, festivals, concerts, and markets downtown. Make downtown a desirable place to hold events.

6.3.3 Where practical, activate underused alleys, spaces between buildings, and other underutilized spaces throughout downtown.

INDICATOR: Downtown cultural activity

This metric captures investment in cultural life downtown. Event and project permits provide annual counts.

MEASURE: Number of public art installations or cultural events held downtown annually

DATA: City records of public art projects; event permits from City/EDC

TREND:

Desired *= Number of art installations and cultural events increases or remains stable year to year.*
Undesired *= Number of art installations and cultural events decreases year to year.*

6.4

Goal 6.4 *A safe, clean, resilient district.*

Pharr will promote green streets, add stormwater features that double as amenities, and strengthen lighting, cleanliness, and waste services. Ambassador programs can also support safety and connect residents to resources. Progress can be measured by the number of service requests related to litter, lighting, or maintenance downtown each year.

PRIMARY: Public Works (maintenance, lighting, waste management)

SUPPORT: Police (safety, ambassador programs), Fire (resilience and emergency readiness), Planning & Zoning (green street standards), Parks & Recreation (stormwater amenities integration)

6.4.1 Promote green streets and well-designed stormwater best practices that turn infrastructure into amenities.

6.4.2 Without harassing unhoused populations, consider unarmed street ambassador programs with mental health skillsets who can help de-escalate situations and assist with finding appropriate services.

6.4.3 Ensure cleanliness, maintenance, and adequate lighting throughout downtown. Ensure there is adequate solid waste management in new development.

INDICATOR: Downtown cleanliness and safety

EXPLANATION: This metric tracks how often residents report maintenance and safety issues downtown. Service request data can be filtered by geography to show trends.

MEASURE: Number of code or service requests related to litter, lighting, or maintenance in downtown per year

DATA: City 311/service request system; code enforcement records

TREND:

Desired *= Number of service requests decreases or remains stable over time.*
Undesired *= Number of service requests increases over time.*

6.5

Goal 6.5 *An economic hub that stimulates entrepreneurship and supports thriving local businesses.*

Pharr will reduce red tape for small businesses, fund façade improvements, and recruit developers and entrepreneurs who fill gaps in the local market. Upper-story housing will also add more life downtown. Progress can be measured by the number of active business licenses Downtown each year.

PRIMARY: Economic Development Corporation (business support, incentives, recruitment)

SUPPORT: Planning & Zoning Department (upper story residential standards), Finance Department (façade program funding), City Manager's Office (interdepartmental coordination)

6.5.1 Support existing small businesses. Reduce unnecessary red tape. Promote façade improvement programs for existing small businesses.

6.5.2 Attract developers, and businesses, and catalyst projects that meet the wants and needs of Pharr residents and fill gaps in downtown's offerings.

6.5.3 Support and promote entrepreneurship in Downtown Pharr.

6.5.4 Encourage upper story residential construction Downtown.

INDICATOR: Downtown business vitality

This metric reflects the strength of the downtown economy. License data can be mapped to the downtown boundary and counted annually.

MEASURE: Number of active business licenses in Downtown

DATA: City business license or certificate of occupancy records

TREND:

Desired *= Number of active business licenses downtown increases or remains stable year to year.*
Undesired *= Number of active business licenses downtown decreases year to year*

PRIORITY ACTIONS

The Comprehensive Plan identifies a wide range of actions linked to each goal, and this section elevates a smaller set that merit immediate focus. These priority actions respond directly to the most pressing challenges identified by the community and represent opportunities where the City can make meaningful progress with available resources and established partnerships. They are designed to deliver visible results, address multiple vision areas at once, and build the foundation for long-term implementation.

Each priority action is presented in a detailed format that expands on the standard structure used elsewhere in the Plan. Descriptions highlight the importance of the action for Pharr today, show how it connects across multiple vision areas, and outline the results expected for the community. The format also identifies the primary and supporting entities responsible for carrying the work forward and establishes measurable indicators that allow progress to be tracked.

The section serves to demonstrate how broad policy direction translates into immediate and visible outcomes. Priority actions create momentum, reinforce public trust in the planning process, and establish a precedent for follow-through on the remaining recommendations.

March 10th *Our Pharr: Our Future* Community Fair

01 *Integrate parks, greenways, and multifunctional stormwater detention facilities to manage flooding, enhance habitat and provide recreation. (Land Use 1.4.2)*

Pharr residents consistently identify flooding, particularly in South Pharr, as one of the city's greatest challenges. Traditional drainage projects are costly and provide limited community benefit. By designing detention facilities that also function as parks and greenways, the City can address multiple needs at once. These projects reduce flood risk, expand access to recreation, improve neighborhood character, and restore natural vegetation. When enhanced with shade, trails, and gathering areas, they support healthier lifestyles and raise property values. This action connects land use, public services, transportation, and economic development by combining infrastructure, recreation, mobility, and environmental stewardship in a single strategy.

RESPONSIBLE ENTITIES

PRIMARY: Public Works Department (design and construction of detention facilities, stormwater management, long-term maintenance)

SUPPORT: Parks & Recreation Department (integration of recreation facilities, shade, and trails), Planning & Community Development Department (land use and zoning alignment), Hidalgo County Drainage District (regional drainage coordination), U.S. Army Corps of Engineers (regulatory review and permitting)

INDICATOR: Dual-purpose stormwater facilities

Tracking the acres of detention facilities that also include recreation or greenway features shows whether Pharr is investing in projects that deliver both flood protection and community benefits. The measure reflects how effectively new facilities are combining infrastructure with parks, trails, and vegetation. This framing allows the City to see whether multi-use facilities are expanding, holding steady, or being replaced by single-purpose drainage projects.

MEASURE: Acres of detention facilities designed with public recreation or greenway amenities

DATA SOURCE: City of Pharr Public Works Department; Parks & Recreation Department project records

TREND:

Desired = *The ratio of detention facility acres with recreation or greenway amenities to total detention facility acres stays the same or increases over time.*
Undesired = *The ratio of detention facility acres with recreation or greenway amenities to total detention facility acres decreases over time.*

02 *Evaluate major land use or zoning changes using a fiscal-impact methodology that accounts for life-cycle infrastructure and service costs versus anticipated revenues. (Land Use 1.6.1)*

Residents in Pharr want new development to bring clear benefits without placing an added burden on taxpayers. Reviewing zoning and land use changes with a clear picture of their long-term financial impact allows the City to make informed choices. This action ensures the City can evaluate whether new projects generate enough revenue to cover the cost of infrastructure and public services they require. Using fiscal-impact analysis helps protect the City's budget, prevent future deficits, and promote responsible growth. It also supports transportation, housing, and economic development goals by encouraging projects that improve quality of life while sustaining City finances.

RESPONSIBLE ENTITIES

PRIMARY: Planning & Community Development Department (application of fiscal-impact analysis to zoning and land use changes)

SUPPORT: Department (review of long-term revenue and cost assumptions), City Manager's Office (policy oversight and integration with budget priorities), Development Services (technical analysis support as needed)

INDICATOR: Fiscal sustainability of land use decisions

Tracking the ratio of approved developments that demonstrate a positive fiscal balance shows whether land use and zoning changes are strengthening the City's long-term budget. The measure directly supports the action's intent by connecting development approvals to their impact on revenues and service costs. This framing allows the City to see if new growth is consistently supporting financial stability or creating added burdens.

MEASURE: Ratio of approved developments with a positive net fiscal impact to total developments reviewed with fiscal-impact analysis

DATA SOURCE: City of Pharr Planning & Community Development Department; Finance Department analysis reports

TREND:

Desired = *The ratio of approved developments with a positive net fiscal impact to total developments reviewed stays the same or increases over time.*
Undesired = *The ratio of approved developments with a positive net fiscal impact to total developments reviewed decreases over time.*

03

Enhance street intersection safety, pedestrian crossings, and other traffic-calming measures. (Transportation 2.1.1)

Traffic safety is an important priority for Pharr residents, especially at intersections and along corridors where many people cross on foot. This action strengthens community safety by improving pedestrian crossings, adding traffic-calming features, and redesigning intersections to reduce crash risks. Safer streets benefit children walking to school, make seniors more comfortable moving through their neighborhoods, and encourage more residents to walk or bike for short trips. These improvements also support economic development by making commercial areas more accessible and welcoming. By reducing injuries, expanding mobility choices, and creating safer streets for all users, this action advances transportation, public services, and land use goals.

RESPONSIBLE ENTITIES

PRIMARY: Public Works Department (design and implementation of intersection improvements, crossings, and traffic-calming features)

SUPPORT: Department (traffic enforcement and safety coordination), Planning & Community Development Department (integration with l and use and mobility planning), Parks & Recreation Department (connections to trails and recreation areas), Texas Department of Transportation(coordination on state roads)

INDICATOR: Intersection safety for pedestrians

Tracking the ratio of intersections with enhanced pedestrian safety features shows whether investments are reducing risks where residents cross most frequently. The measure ties directly to the action's goal of creating safer streets for children, seniors, and other pedestrians. This framing allows the City to see if intersection improvements are keeping pace with community needs and lowering exposure to crashes.

MEASURE: Ratio of intersections with enhanced pedestrian safety features (crosswalks, signals, or traffic-calming devices) to total high-volume intersections

DATA SOURCE: City of Pharr Public Works Department; Police Department crash data; TxDOT roadway inventory

TREND:

Desired = *The ratio of intersections with enhanced pedestrian safety features to total high-volume intersections stays the same or increases over time.*
Undesired = *The ratio of intersections with enhanced pedestrian safety features to total high-volume intersections decreases over time.*

04

Expand the City's sidewalk and street tree network within both new and existing development. Enhance connectivity between denser neighborhoods and services. (Transportation 2.2.2)

Sidewalk gaps and limited shade make it difficult for many areas of Pharr to feel connected by foot. Expanding the sidewalk network and adding street trees provides shade, reduces heat, and creates a more inviting walking environment. This action improves safety and accessibility for children, seniors, and residents without cars while also encouraging healthier lifestyles. Better connectivity also supports local businesses by making commercial areas easier to reach on foot. By improving public health, reducing transportation barriers, and enhancing neighborhood character, this action advances the City's visions for transportation, land use, public services, and economic development together.

RESPONSIBLE ENTITIES

PRIMARY: Public Works Department (sidewalk construction, tree planting, and maintenance in public rights-of-way)

SUPPORT: Planning & Community Development Department (ensuring connectivity through development review and subdivision standards), Parks & Recreation Department (linking sidewalks and trees to parks and greenways), Keep Pharr Beautiful Commission (community tree planting initiatives), Texas Department of Transportation – TxDOT (sidewalk and tree improvements on state-controlled corridors)

INDICATOR: Sidewalk and tree network expansion

Tracking the ratio of streets citywide that include both sidewalks and street trees shows whether the City is addressing connectivity and shade at the same time. The measure connects directly to the action's goal of creating safer, more comfortable walking environments and linking residents to destinations. This framing allows the City to see if walkability improvements are keeping pace with overall street mileage across Pharr.

MEASURE: Ratio of linear feet of streets with both sidewalks and street trees to total linear feet of streets citywide

DATA SOURCE: City of Pharr Public Works Department; Planning & Community Development Department subdivision and street records; Keep Pharr Beautiful tree planting data

TREND:

Desired = *The ratio of linear feet of streets with both sidewalks and street trees to total linear feet of streets citywide stays the same or increases over time.*
Undesired = *The ratio of linear feet of streets with both sidewalks and street trees to total linear feet of streets citywide decreases over time.*

05

Partner with local institutions, industries, and incubators to deliver workforce training, support new businesses, and foster entrepreneurship. (Economic Development 3.4.1)

Pharr's economy depends on a strong workforce and a climate where small businesses can succeed. By partnering with local schools, South Texas College, industries, and business incubators, the City can expand training opportunities and give entrepreneurs the tools they need to grow. This action strengthens career pathways for residents, supports employers with skilled workers, and creates a pipeline for new business development. Stronger partnerships also encourage innovation and keep young talent in the community. By linking education, workforce preparation, and business support, this action advances Pharr's economic development, housing, and public services visions together.

RESPONSIBLE ENTITIES

PRIMARY: Economic Development Corporation (coordination of partnerships, business support programs, and entrepreneurship initiatives)

SUPPORT: Planning & Community Development Department (alignment with land use and housing needs), South Texas College and local ISDs (workforce training programs), Local industries and business incubators (training and mentorship), Workforce Solutions (employment services), City Manager's Office (policy oversight and regional coordination)

INDICATOR: Workforce and entrepreneurship outcomes

Tracking the number of residents completing workforce or entrepreneurship programs shows whether local partnerships are producing measurable outcomes. The measure supports the action's intent by connecting City-led collaborations to stronger career pathways and entrepreneurial activity. This framing allows the City to see if annual program completions are expanding, holding steady, or declining over time.

MEASURE: Number of Pharr residents completing locally offered workforce training or entrepreneurship programs per year

DATA SOURCE: Pharr EDC program records; South Texas College; Workforce Solutions; business incubator reports

TREND:

Desired = *The number of Pharr residents completing locally offered workforce training or entrepreneurship programs per year stays the same or increases over time.*
Undesired = *The number of Pharr residents completing locally offered workforce training or entrepreneurship programs per year decreases over time.*

06

Work with regional and state partners to evaluate new tools, including the potential for a Foreign Trade Zone (FTZ), and apply them where they advance Pharr's long-term competitiveness. (Economic Development 3.5.1)

Pharr's location on the international border and its strong trade connections make it a key player in the regional economy. By exploring tools such as a Foreign Trade Zone in partnership with regional and state agencies, the City can attract new investment and strengthen its role in international commerce. This action opens opportunities for businesses to reduce costs, expand operations, and create local jobs. It also reinforces Pharr's position as a logistics hub, building on the success of its international bridge and surrounding industrial areas. By connecting trade, job growth, and local economic resilience, this action advances the City's economic development, land use, and transportation visions together.

RESPONSIBLE ENTITIES

PRIMARY: Economic Development Corporation (evaluation of trade tools, pursuit of FTZ designation, coordination with businesses and logistics partners)

SUPPORT: City Manager's Office (policy alignment and intergovernmental coordination), Planning & Community Development Department (land use and zoning implications), Finance Department (evaluation of fiscal impacts), Regional economic development organizations (cross-jurisdictional coordination), State and federal agencies (FTZ designation and compliance)

INDICATOR: Business use of economic development tools

Tracking the number of businesses using economic development tools shows whether partnerships with state and regional entities are creating real opportunities for local firms. The measure supports the action's intent by linking tools like FTZ designation or incentive programs to measurable business participation. This framing allows the City to see if adoption of new programs is translating into expanded economic activity or remaining unused.

MEASURE: Number of businesses in Pharr actively using economic development tools such as incentive programs, trade designations, or state/federal partnerships per year

DATA SOURCE: Pharr EDC program reports; City Manager's Office intergovernmental agreements; state and federal designation records

TREND:

Desired = *The number of businesses in Pharr actively using economic development tools per year stays the same or increases over time.*
Undesired = *The number of businesses in Pharr actively using economic development tools per year decreases over time.*

07

Develop the floodway corridor with trails, shade, inclusive play areas and gathering spaces. (Public Services 4.3.2)

The floodway corridor is one of Pharr's most underutilized assets, yet it has the potential to become a major community destination. By adding trails, shaded areas, play spaces, and gathering spots, the corridor can provide recreation and social opportunities while maintaining its essential drainage function. This action creates new connections between neighborhoods, offers residents of all ages more options for active living, and makes use of land that cannot otherwise be developed. Improvements to the corridor also contribute to economic development by attracting activity and investment to nearby areas. By combining flood management, recreation, mobility, and community gathering, this action advances the visions for public services, land use, transportation, and economic development at once.

RESPONSIBLE ENTITIES

PRIMARY: Parks & Recreation Department (planning, design, and programming of recreational and community spaces within the floodway)

SUPPORT: Public Works Department (engineering and drainage coordination), Planning & Community Development Department (land use integration and connectivity), Hidalgo County Drainage District (floodway operations and approvals), community organizations (partnerships for programming and maintenance)

INDICATOR: Public amenities in the floodway corridor

Tracking the share of floodway corridor acres improved with recreational and community features shows whether Pharr is turning underutilized land into a public amenity while maintaining drainage functions. The measure connects directly to the action's intent by combining flood protection with recreation, mobility, and gathering spaces. This framing allows the City to see if more of the corridor is becoming usable and welcoming for residents or if progress stalls.

MEASURE: Acres of floodway corridor improved with trails, shaded areas, play spaces, or gathering spaces as a share of total floodway corridor acres

DATA SOURCE: City of Pharr Parks & Recreation Department; Public Works Department; Hidalgo County Drainage District records

TREND:

Desired = *The ratio of detention facility acres with recreation or greenway amenities to total detention facility acres stays the same or increases over time.*
Undesired = *The share of floodway corridor acres improved with trails, shaded areas, play spaces, or gathering spaces decreases over time.*

08

Use condition and criticality scoring to direct capital budgets to the highest-risk assets first. (Public Services 4.1.2)

Pharr's growing infrastructure network requires careful management to keep essential services reliable and affordable. This action introduces a systematic way to evaluate infrastructure by scoring each asset on its condition and importance to the community. Directing capital budgets to the highest-risk assets ensures that limited resources are spent where they prevent the most disruption, such as in water, drainage, or roadway systems. This approach increases efficiency, reduces emergency repair costs, and improves long-term service reliability. By protecting residents from service interruptions and aligning spending with clear priorities, the action strengthens public services while also supporting land use, housing, and economic development goals.

RESPONSIBLE ENTITIES

PRIMARY: Public Works Department (infrastructure condition assessments, prioritization of projects, and integration with capital planning)

SUPPORT: Finance Department (alignment with capital budget and funding strategies), City Manager's Office (oversight and coordination across departments), Planning & Community Development Department (integration with land use priorities and growth areas)

INDICATOR: Alignment of capital spending with asset risk

Tracking the ratio of capital dollars directed to high-risk assets shows whether the City is prioritizing infrastructure spending based on condition and importance. The measure connects directly to the action's intent by ensuring limited funds reduce the likelihood of service failures and costly emergency repairs. This framing allows the City to see if capital budgets are consistently aligned with asset risk or drifting toward lower-priority projects.

MEASURE: Ratio of capital budget dollars allocated to high-risk assets to total capital budget dollars for infrastructure

DATA SOURCE: City of Pharr Public Works Department asset management records; Finance Department capital budget reports

TREND:

Desired = *The ratio of capital budget dollars allocated to high-risk assets to total capital budget dollars for infrastructure stays the same or increases over time.*
Undesired = *The ratio of capital budget dollars allocated to high-risk assets to total capital budget dollars for infrastructure decreases over time.*

09

Review the zoning ordinance to confirm allowance for "missing middle" housing by right in appropriate districts. (Housing 5.1.1)

Pharr would benefit from more housing choices between single-family homes and larger multifamily buildings. "Missing middle" housing, such as townhomes, and small courtyard apartments, offer attainable options for families, seniors, and young adults. This action confirms where these types are allowed by right in appropriate districts and aligns standards so small projects fit neighborhood character. A broader mix supports workforce needs, lets residents stay in Pharr through different life stages, and can use infrastructure efficiently at moderate densities. By improving affordability, expanding choice, and strengthening neighborhood stability, this action advances housing, land use, economic development, and public services together.

RESPONSIBLE ENTITIES

PRIMARY: Planning & Community Development Department (zoning ordinance review, updates to permitted uses, and ensuring compatibility with neighborhood character)

SUPPORT: City Council (ordinance adoption and policy direction), Planning & Zoning Commission (review and recommendations), Economic Development Corporation (supporting workforce housing options), Public Works Department (infrastructure capacity review for moderate-density housing)

INDICATOR: Zoning support for housing diversity

Tracking the ratio of residential zoning districts that allow missing middle housing by right shows whether Pharr is expanding opportunities for housing types between single-family and large multifamily. The measure supports the action's intent by aligning zoning with workforce and life-stage housing needs. This framing allows the City to see if zoning updates are broadening options, remaining static, or narrowing choice.

MEASURE: Ratio of zoning districts that allow missing middle housing types by right to total residential zoning districts

DATA SOURCE: City of Pharr Planning & Community Development Department zoning ordinance and GIS zoning map

TREND:

Desired = *The ratio of zoned parcels that allow missing middle housing types by right to total residential zoned parcels stays the same or increases over time.*
Undesired = *The ratio of zone parcels that allow missing middle housing types by right to total residential zoned parcels decreases over time.*

10

Launch a targeted façade improvement and energy retrofit program in blocks where multiple substandard indicators overlap. (Housing 5.3.1)

Some older neighborhoods in Pharr face challenges with housing quality, high utility costs, and declining curb appeal. This action focuses on the blocks where these issues overlap by supporting property owners with façade upgrades and energy-efficiency improvements. Small investments in exterior repairs, lighting, and landscaping can boost neighborhood pride and property values, while energy retrofits lower monthly costs for residents. Concentrating resources in targeted areas ensures visible change and builds momentum for reinvestment. By improving affordability, strengthening housing conditions, and enhancing the appearance of key corridors and neighborhoods, this action ties together housing, economic development, and public services goals.

RESPONSIBLE ENTITIES

PRIMARY: Community Development Department (program design, administration of grants or incentives, and coordination with property owners)

SUPPORT: Planning & Community Development Department (identification of priority blocks and zoning alignment), Finance Department (funding strategies and budget oversight), Economic Development Corporation (coordination with business corridors), Utilities Department (coordination on energy-efficiency improvements), Neighborhood associations (resident outreach and participation)

INDICATOR: Targeted housing quality improvements

Tracking the share of identified blocks that receive at least one improvement project shows whether the program is reaching priority areas across the city. The measure ties directly to the action's focus on visible, block-level reinvestment rather than scattered improvements. This framing allows the City to see if resources are being spread to multiple neighborhoods or concentrated too narrowly.

MEASURE: Ratio of blocks with overlapping substandard indicators that receive at least one façade or energy retrofit project to total blocks identified with overlapping substandard indicators

DATA SOURCE: City of Pharr Planning Community Development Department program records; Utilities Department energy retrofit data

TREND:

Desired = *The ratio of identified blocks receiving at least one façade or energy retrofit project to total blocks identified with overlapping substandard indicators stays the same or increases over time.*
Undesired =*The ratio of identified blocks receiving at least one façade or energy retrofit project to total blocks identified with overlapping substandard indicators decreases over time.*

11

Redevelop downtown streets to catalyze revitalization, with priorities on "A" streets identified in the plan. (Downtown 6.2.1)

Downtown Pharr's streets shape the first impression of the area and play a central role in attracting new activity. By prioritizing improvements on the "A" streets identified in the plan, the City can create a stronger sense of place and encourage reinvestment. Upgraded sidewalks, lighting, landscaping, and street design make downtown safer and more inviting for residents and visitors. These enhancements help draw businesses, expand dining and retail options, and increase opportunities for community gatherings. By combining transportation upgrades with economic development and placemaking, this action advances the visions for downtown, land use, and public services together.

RESPONSIBLE ENTITIES

PRIMARY: Public Works Department (street design, reconstruction, and infrastructure upgrades on priority streets)

SUPPORT: Planning & Community Development Department (downtown design standards and land use coordination), Economic Development Corporation (business recruitment and investment support), Parks & Recreation Department (integration of public spaces and landscaping), City Council (policy direction and funding approval), TxDOT (coordination where state routes intersect downtown)

INDICATOR: Streetscape investment on priority corridors

Tracking the ratio of "A" street segments with upgraded streetscapes shows whether public investment is focusing on downtown's most important corridors. The measure ties directly to the action's intent by connecting street design with safety, aesthetics, and economic revitalization. This framing allows the City to see if revitalization efforts are expanding across downtown or concentrated in only a few locations.

MEASURE: Ratio of linear feet of "A" streets improved with upgraded sidewalks, lighting, landscaping, or street design to total linear feet of designated "A" streets downtown

DATA SOURCE: City of Pharr Public Works Department project records; Planning & Community Development Department downtown design standards; Economic Development Corporation reports

TREND:

Desired = *The ratio of linear feet of "A" streets improved with upgraded sidewalks, lighting, landscaping, or street design to total linear feet of designated "A" streets stays the same or increases over time.*

Undesired = *The ratio of linear feet of "A" streets improved with upgraded sidewalks, lighting, landscaping, or street design to total linear feet of designated "A" streets decreases over time.*

12

Support events, festivals, concerts, and markets downtown. Make downtown a desirable place to hold events. (Downtown 6.3.2)

Events already play an important role in downtown Pharr, with the Avocado Festival showing how celebrations can bring residents and visitors together. Building on this strength, the City can further support festivals, concerts, and markets to make downtown the region's gathering place. Regular programming increases foot traffic, strengthens small businesses, and builds momentum for broader revitalization. These activities also provide affordable entertainment and highlight the community's culture and diversity. By expanding on what already works and tying cultural programming to economic development and placemaking, this action advances the visions for downtown, economic development, and public services together.

RESPONSIBLE ENTITIES

PRIMARY: Parks & Recreation Department (event programming, permitting, and coordination of public spaces)

SUPPORT: Economic Development Corporation (business partnerships and sponsorships), Planning & Community Development Department (event logistics and integration with downtown design), City Manager's Office (interdepartmental coordination), Police and Fire Departments (public safety and event support), Local community organizations (cultural programming and volunteer support)

INDICATOR: Activation of downtown public space

Tracking the number of days downtown public spaces are formally programmed for organized events shows whether the district is becoming a consistent hub for activity. The measure connects directly to the action's intent by capturing both City-led events and those organized by community partners or private groups. This framing allows the City to see if downtown activation is broadening, holding steady, or declining over time.

MEASURE: Number of days per year that downtown public spaces are permitted, reserved, or scheduled for organized events (including City, community, and private activities)

DATA SOURCE: City of Pharr Parks & Recreation Department event permits; City Manager's Office event calendar; special event applications

TREND:

Desired = *The number of days per year that downtown public spaces are programmed for organized events stays the same or increases over time.*

Undesired = *The number of days per year that downtown public spaces are programmed for organized events decreases over time.*

OUR PHARR OUR FUTURE

THE PHARR, TEXAS COMPREHENSIVE PLAN

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #: 3.B.
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Alessandra Garcia, Assistant City Clerk

DEPARTMENT: Development Services

DIRECTOR: Roland Gomez

Agenda Item: Consideration and action, if any, on Ordinance amending Zoning Ordinance No. O-2021-16 of the City of Pharr, Texas, by amending Sec. 1.14, R-MF (Residential Multi-Family District) and Sec. 1.15, R-MFHD (Residential Multi-Family High Density District). (***2nd Reading***) **This item supports EV - Economic Vitality.**

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue: Consideration and action, if any, on amending The Zoning Ordinance (O-2021-16) of the City of Pharr, Texas, by amending sec. 1.14, R-MF (Residential Multi-Family District) and sec. 1.15, R-MFHD (Residential Multi-Family High Density District)

Fiscal Consideration: N/A

Staff Recommendation: Development Services recommends approval

Alternatives: N/A

Exclude Material from Public Packet? No
Reason: N/A

ROUTING:

Alessandra Garcia	Created/Initiated - 12/18/2025
Roland Gomez	Approved - 12/18/2025
Melanie Cano	Approved - 12/18/2025
Ricardo Rodriguez	Approved - 12/18/2025
City Management Office	New -

ORDINANCE NO. O-2026-___

AN ORDINANCE AMENDING THE ZONING ORDINANCE (O-2021-16) OF THE CITY OF PHARR, TEXAS, BY AMENDING SEC. 1.14, R-MF (RESIDENTIAL MULTI-FAMILY DISTRICT) AND SEC. 1.15, R-MFHD (RESIDENTIAL MULTI-FAMILY HIGH DENSITY DISTRICT); PROVIDING FOR A SAVING CLAUSE, A SEVERABILITY CLAUSE; AN ORDER OF PUBLICATION, AND AN EFFECTIVE DATE.

WHEREAS, the community has over the years urged that the image of the City of Pharr and its citizenry be improved by focusing on problem solving and the diverse exchange of ideas; and

WHEREAS, in accordance with Article I, Section 3 of the Pharr City Charter, the enumeration of powers granted and authorized by the charter shall not be held or deemed exclusive, but shall be in addition to the powers appropriate for the exercise necessary of local self-government, and shall all powers granted by law, constitution and ordinance; and

WHEREAS, pursuant to Texas Local Government Code, Section 51.001, the City has authority to adopt ordinances that are for the good government, peace, or order of the municipality or for the trade and commerce of the municipality and that are necessary to carry out powers granted to the City; and

WHEREAS, pursuant to the Texas Constitution, Article XI, Section 5, and Texas Local Government Code, Section 51.072, the City, as a home -rule municipality, has full power of local self-government; and

WHEREAS, the City seeks to ensure that all development, regardless of its base zoning classification, is built to high standards for health, safety, comfort, livability, energy efficiency, and long- term durability; and

WHEREAS, updating multi-family residential standards will improve the appearance and functionality of development in both residential and non-residential zoning districts, recognizing the importance to design in the economic success of urban areas, the need to be more efficient in the use of land, and the need to ensure the adequate protection of the surrounding area; and

WHEREAS, these standards are intended to improve the quality of life of residents of multi-family residential dwellings; promote sensitive design and planning of housing units that preserves or improves the characteristics of surrounding development; provide a distinctive architectural character in new multi-family residential developments that avoids featureless design, large building masses, and repetition of facades within a single development; and promote building design, placement, and orientation that contributes to a sense of neighborhood and community; and

WHEREAS, certain parking regulations should be reconsidered to ensure that all available parking on a site is of the proper size and location to adequately serve the residents of the property; and

WHEREAS, after notice and public hearing, the City Commission has determined that it is in accordance with the comprehensive plan, complies with all legal requirements, is in the best interest of the public, and is for the purpose of promoting the health, safety, morals, and general welfare of the citizens and protecting and preserving places and areas of historical, cultural, or architectural importance and significance that the zoning ordinance be amended.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, THAT:

SECTION 1: That the Zoning Ordinance of the City of Pharr, Texas as enacted on the 5th day of April, 2021, be amended, and the zoning map of the City of Pharr, Texas, be amended and they are hereby amended, all to conform with the comprehensive zoning designation(s).

SECTION 2: The Code of Ordinances, City of Pharr, Appendix A, Zoning, Article II., Use Districts and Conditional Uses Sec. 1.14 and Sec. 1.15 will be amended as follows:

Section 1.14. – Residential Multi-Family District (R-MF)

A. ***Purpose:*** The Residential Multi-Family District is established for the following purposes:

1. To provide adequate space and site diversification for low to medium-density residential development where adequate streets and other community facilities are available for present and future needs.

2. To establish duplex-fourplex development as low-to medium-density use, and additional requirements for streets, water and fire protection, wastewater, drainage and adequate open space shall be met before zoning to such use.

3. To protect residential areas against pollution, environmental hazards, and other objectionable influences.

4. To protect residential areas, as far as possible, against heavy traffic.

5. To manage the density of population and protect against congestion by providing for off-street parking spaces and by requiring the provision of open space in residential areas in order to open areas for rest and recreation and to break the monotony of continuous building bulk, thus providing a more desirable environment for urban living.

6. To provide for privacy and access of light and air to windows, as far as possible, through controls over the spacing and height of buildings and other structures.

7. To promote the most desirable use of land and direction of building development not in conflict with the City's comprehensive plan; to promote stability of residential

development; to protect the character of the district; to conserve the value of land and buildings; and to protect the city's tax base.

B. Access, Circulation and Parking:

1. Pedestrian connections should be provided throughout the development based on logical pedestrian desire lines and connect to adjacent pedestrian walkways, bike paths, open space systems, and community facilities and services.

2. Interior pedestrian connections should be connected to public sidewalks adjacent to multifamily and mixed-use residential developments.

3. Vehicular circulation throughout the development should be designed to be easily understandable in terms of its function, e.g., major access, front door, parking access, direction.

4. Surface parking between buildings and streets is discouraged.

C. Building locations and Orientation:

1. Buildings should be arranged so as to enhance the "public realm".

2. Buildings should be arranged to take advantage of topography and other natural features of the site.

3. If possible, buildings should be arranged to provide views of and access to open space, public areas and natural features.

4. Buildings should be arranged to respect the privacy from other units and adjacent properties.

5. Buildings should be arranged to create courtyards and public spaces.

6. Common facilities, i.e., clubhouse and leasing office, should be easily identifiable and accessible.

7. Buildings and windows should be located to maximize the possibility of surveillance of entryways, pathways, parking lots, bike paths, recreation and laundry areas. Children's play areas should be sited to allow for clear parental monitoring.

8. Landscaping should not block surveillance abilities.

D. Open Space:

1. Open space should be created within a development that is usable and desirable by the residents, continuous, and provides connection to a larger community open space system, if any.

2. The open space system should include recreational facilities and amenities to help reduce the need for public open space and recreational facilities.

E. Concept Plan Required with Zoning Application:

A. Applicability:

1. Unless otherwise prohibited by State law, a concept plan must be approved in conjunction with a zoning application requesting multi-family residential developments. No building permit shall be issued for construction of multi-family residential buildings until such concept plan has been approved pursuant to this section.

2. A concept plan is intended to provide a community framework showing the context of the proposed development within the area regarding the site location, site characteristics, and size of a proposed development to assist the planning and zoning commission in making its recommendations and to assist the city commission in determining whether zoning should be amended to permit multi-family residential dwelling units on the site. The plan shall include the locations and availability of commercial service, public and private amenities, and city facilities.

B. *Concept plan approval procedure:* A multifamily concept plan shall be processed through the zoning process.

C. *Concept plan contents:* A concept plan required by this section shall include, at a minimum, the following elements:

1. A vicinity map at a scale of not less than one (1) inch equals two thousand (2,000) feet

2. The location of public parks, trails and open space within the surrounding area to serve the development, and how the plan for this project will fit into an overall open space framework for this area.

3. The proximity of the development site to convenient shopping, recreation facilities, public facilities and services.

4. Identification of surrounding zoning districts and use and an analysis of compatibility with the uses in the area.

5. Identify the housing market to be served by proposed multi-family residential development.

6. A conceptual land use plan at a scale of one (1) inch equals one hundred (100) feet or such a scale as deemed appropriate by city staff for legibility, a map exhibit of the property that includes the following data:

A. Metes and bounds of all property lines;

B. Total area of property;

C. Scale and north arrow;

D. Names of boundary streets and the width of existing rights-of-way;

E. Existing topography with a maximum contour interval of two (2) feet, except where existing ground is on a slope of less than two (2) percent, then either one- foot contours or spot elevations shall be provided where necessary;

F. Preliminary building footprints, height, and number of floors of all buildings, both above and below or partially below finished grade with minimum and maximum ranges;

G. Access points into the multifamily or mixed-use residential development;

H. Pedestrian connections within the development and connections to off-site pedestrian-ways;

I. Indication of areas proposed for preservation of existing trees;

J. Location, type and size of all easements with the volume and page number where the easement is recorded with Hidalgo County Deed Records;

K. Total number of dwelling units and residential density in units per acre;

L. The approximate gross floor area for each type of use, including dwelling units, by type and size;

M. Site coverage by building, parking and drives, open space, and usable open space.

7. If the development is to be constructed in phases, a proposed development schedule showing the order of construction of such phases and the installation of public infrastructure improvements to serve each phase.

8. A note that this plan is to provide a conceptual framework for the proposed development and that the regulations of **(F.) Requirements for Issuance of Building Permit** shall be followed at the time of building permitting.

F. Requirements for Issuance of Building Permit:

A. *Applicability:* Except where pre-empted by State law, any development authorizing new construction of multi-family residential units, conversion of a building from non-residential occupancy to multi-family residential occupancy, or substantial re-construction of existing multi-family residential developments shall comply with the development standards outlined in this section. Any application for a building permit shall include a detailed site plan which incorporates the following development requirements.

B. *Detailed site plan contents*: The detailed site plan submitted in conjunction with

the building permit plans shall contain, at a minimum, the following elements:

1. A vicinity map at a scale of not less than one (1) inch equals two thousand (2,000) feet which demonstrates the location of the project within the city limits.

2. A detailed site plan of the development that includes the following data at a scale of I"=100' (one inch equals one hundred feet) or such a scale as deemed appropriate by city staff, and a font style and size to ensure that the notes and detail on the site plan are legible on an 8" x 11" page.

   A. Metes and bounds of all property lines

   B. Total area of property

   C. Scale and north arrow

   D. Names of boundary streets and the width of existing rights-of-way

   E. Existing topography with a maximum contour interval of two (2) feet to include one-foot contours or spot elevations where necessary

   F. Location, type and size of all easements shall be indicated along with the volume and page number where the easement is recorded with Hidalgo County Deed Records

   G. Number of floors of all buildings, both above and below or partially below finished grade

   H. The traffic circulation system including the location and width of all streets, driveways, entrances to parking areas and parking structures

   I. The pedestrian circulation system including pedestrian connections within the development and connections to off-site pedestrian ways and bicycle paths

   J. The off-street parking and loading areas and structures

   K. Usable open space areas, together with proposed private recreational areas, specifying the proposed improvement of all such areas

3. Final architectural elevations of typical proposed structures, including lighting system, intended signage system, and landscaping

4. Information contained on a plan or statement showing the location and design of all screening measures and indicating the type and height of such screening

5. When the development is to be constructed in phases, a proposed

development schedule showing the order of construction of such phases

6. A copy of any covenants, bylaws, restrictions, maintenance plans, and conditions, if they exist, pertaining to the use, maintenance and operation of private open space area

7. A table on the site plan which provides the following information:

   A. Site coverage and area by building, parking and drives, open space, and usable open space

   B. Total number of dwelling units

   C. Total gross floor area for each type of use, including dwelling units by type and size

   D. Total number of off-street parking and loading spaces within surface or structured parking as provided

8. Landscape plan showing trees, shrubs, ground cover, and turf areas including plant species and sizes prepared by a registered landscape architect

9. Final engineering grading plans.

C. *Compliance with Concept Plan (if applicable):* Any detailed site plan submitted in conjunction with the building permit shall conform with the approved Concept Plan for the development; provided, however, that the director of Development Services or designee may approve minor variations from the concept plan, provided such variations do not change the character or configuration of the development and do not increase the total number of units or density.

D. *Development Standards:* The detailed site plan shall comply with the development standards contained in this section:

1. Adequate Public Facilities:

   A. All land proposed for development, redevelopment, or use conversions in the City of Pharr must be adequately served by essential public facilities and services. Property shall not be approved for development unless and until adequate public facilities necessary to serve the development exist or until provision has been made for the facilities in accordance with Development Standards.

2. Landscaping and Buffers:

   A. *Intent:* The landscaping and tree planting requirements of this section are established in order to provide a high-quality environment that contributes to the cooling of the site, shade, and

comfort. Plantings shall be installed based on the standards of this section or in alternate locations that meet the intent of the regulation with approval by the city.

B. *Buffer to Certain Residentially Zoned properties:*

1. A minimum 25 ft. perimeter landscape buffer area shall be provided contiguous to all side and rear property lines when adjacent to an R-1, R-1A, R-1E and R-TH zoning district. The buffer area may be less than 25 feet in the situation where the required setback of the district is less than 25 feet.

2. Minimum three-inch (3") caliper large trees dbh (diameter at breast height) shall be planted within this buffer every 25 feet on center along the entirety of the property line. Two (2) medium trees may replace one (1) large tree up to a maximum of twenty-five (25) percent of the large tree requirement. Alternate spacing may be approved by the Development Services Director if unique conditions warrant.

3. No parking, driveways, loading areas, dumpsters or other paved or solid surfaces shall be installed in the buffer area.

C. *Perimeter landscaping: to other multifamily and non-residentially zoned land:*

1. A minimum eight-foot-wide perimeter landscape area shall be contiguous to all side and rear property lines adjacent to other multi-family or non-residentially zoned land and private access drives.

2. Within the eight-foot-wide perimeter landscape area there shall be at least one (1) three-inch caliper large tree per three hundred twenty (320) square feet in the perimeter landscape area. Two (2) medium trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement.

D. *Perimeter landscaping: abutting streets:*

1. A minimum twenty-five-foot-wide landscape area adjacent to abutting streets shall be maintained (except for driveways and pedestrian walkways).

2. Within the twenty-five-foot-wide landscape area adjacent to abutting streets there shall be at least one (1) three-inch caliper large tree dbh every 40 feet on center, ideally within 10 feet of the public sidewalk. Two (2) medium trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement, or as determined by

the city forester, provided that the selected tree will provide an adequate canopy and shade to the public sidewalk.

E. *Landscaping adjacent to buildings:*

1. A minimum twelve-foot-wide landscape area adjacent to principal buildings shall be maintained (except for garage access riverways and pedestrian walkways).

2. Within the twelve-foot-wide landscape area adjacent to principal buildings there shall be at least one (1) three-inch caliper large tree per four hundred eighty (480) square feet in the landscape area. Two (2) ornamental trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement.

F. *Tree planting in other areas*: There shall be at least one (1) three-inch caliper large tree per one thousand five hundred (1,500) square feet in open spaces. Two (2) ornamental trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement. Large or medium trees of a species compatible with the location as determined by the city forester shall be planted every 40 feet on center adjacent to the street right-of-way nearest to the sidewalk where possible.

G. *Shrub plantings*: There shall be a minimum of fourteen (14) shrubs planted per first floor unit.

H. *Tree preservation and credit:* In areas where existing three-inch caliper or greater or protected trees have been preserved, tree credit will be given in accordance with most current landscaping ordinance. Replacement of three-inch caliper trees shall be in accordance with Section 131-610 (E) (Replacement Trees) and the tree list most recently adopted by the city commission.

I. *Tree planting in or near easements*: If a utility easement conflicts with this section, trees should be planted in the nearest location to the easement in order to meet the intent of the section. Trees may be selected that are more compatible with the function of the utility.

J. *Heavily landscaped courtyard*: Courtyard landscaping shall include at least one (1) three-inch caliper large tree and three (3) five-foot to six-foot-high small ornamental trees per one thousand three hundred (1,300) square feet.

K. *Irrigation*: An automatic underground sprinkling system shall be provided for all planted areas. Drip irrigation is suitable as appropriate.

L. *Xeriscaping*: Utilization of native plants and other low water plants is encouraged. Plantings may be clustered which shall include a

variety of textures and height with complimentary hardscape.

M. *Wheel stops*: Curbs or wheel-stops shall be installed between parking and landscape areas.

N. *Replacements:* Dead plants and trees shall be promptly removed and replaced with plants of similar size and caliper at the time of removal.

3. *Open space and Recreational Amenities*:

A. *Overall Open Space:* A minimum of twenty (20) percent of the gross area of the property must be provided as open space. Open space shall be areas "open to the sky" and does not include buildings, driveways, parking areas, or other surfaces designed or intended for vehicular travel.

1. All open space areas shall be covered with grass, ground cover, shrubs, flowers, hardscape construction (i.e., stamped pavers, brick, exposed aggregate, paving, etc.) or consist of recreational facilities (i.e., swimming pool, ball court, trail, etc.).

2. Areas with pavers designated as only a fire lane may be included in the calculation, provided they are not a primary vehicular drive and are intended to be usable for recreation.

3. Pool and deck areas on the top of the roof of a multi-family residential structure shall not be calculated toward Overall Open Space.

B. Usable/Improved Open Space. A minimum of forty (40) percent of the required open space must be provided as usable or improved open space including required amenities.

1. *Function*: Usable open space includes areas that are developed and maintained as natural or passive greenspace as well as improved areas where recreational facilities are designed, constructed and intended to be used for outdoor living, recreation or amenity for children and adults. The improved spaces should be centrally located and connected by internal sidewalks so as to be easily accessible by all residents of the complex.

2. *Dimensions of Usable Open Space*: Usable open space should have a minimum area of nine hundred (900) square feet with a minimum dimension of thirty (30) feet in any direction; however, it is recognized that usable open space can be of a smaller minimum dimension or area provided it meets the intent of this section. Property within required

front building setbacks and street frontage setbacks shall not be included in calculating usable open space. Distances between buildings that can be used by the residents as passive open space may be included provided that minimum dimensions are adhered to.

3. *Ground cover and paving:* Passive Usable open space shall be fully accessible for passive recreational activities.

4. *Required amenities:* Required recreational amenities within the improved open space include one swimming pool and deck area, an adequately sized and functional fenced dog park, a walking/jogging trail within or around the site, and a playground including a minimum of three (3) pieces of equipment.

5. *Elective amenities*: One (1) additional amenity is required and may include additional swimming pool(s), ball courts, outdoor kitchen and grill area, fire pit lounge area, or public art and fountains. Other types of amenities not listed may be considered and approved by the Director or Development Services that meets the intent of this section.

C. Usage of Floodplain. While floodplain and required detention/drainage areas may be developed for open space if preferred, these areas shall not be included in the calculation for Overall or Usable Open Space.

D. Shade and Furnishings. Open space shall include shaded spaces through the proper placement and planting of large canopy trees and/or shade structures especially where adjacent to recreational facilities, trails, seating areas, dog park(s), etc. One large shade tree shall be provided per each 3,000 sq. ft. of usable open space. Site furnishings including seating, waste receptacles including within the dog park, and pedestrian scaled lighting shall also be installed and maintained in these areas for use by the residents of the development.

4. *Private Outdoor Space:*

A. Balconies. Balconies shall be provided for each residential unit. Balconies shall be a minimum of 60 square feet and minimum 6 feet in depth. All open balconies must remain open and not be enclosed after occupancies.

B. Ground Floor Units. Ground floor units shall have a minimum of 120 square feet of outdoor patio space accessible directly from the unit. The outdoor spaces shall be encompassed by maximum four (4) foot tall, 50% open wrought iron fencing. Patios fronting on a public

street shall be screened with material compatible with the project or with shrubs.

C. Patios and balconies shall not be calculated in the minimum twenty (20) percent open space requirement

5. *Parking:*

A. *Site Plan*. The detailed site plan shall identify the unit count and provided parking count and location, including any parking spaces dedicated for recreation facilities, amenities, leasing office, etc.

B. *Parking Between Residential Building and Street*. No parking shall be allowed in the front yard nor between a residential building and a public or private street except for a limited number of spaces provided for a leasing office. If the front yard abuts a freeway or expressway, parking is allowed beyond a fifty-foot-wide buffer from the freeway or expressway. Where this occurs, parking shall be screened from the freeway or expressway per Sect c. below.

C. *Screening of Parking Lot*. A continuous solid visual screen shall be provided between parked cars and any adjacent public or private street by a hedge of shrubbery and/or a landscaped berm with a minimum combined height of thirty- six (36) inches at the time of planting, not to exceed 48 inches for visibility. Shrubs shall be planted a maximum of thirty-six (36) inches apart.

D. *Landscaped Parking Lot Islands*. Landscaped islands a minimum width of eight (8) square feet shall be provided between no more than every ten (10) covered or uncovered parking spaces and planted with a minimum of one (1) three-inch caliper dbh large tree or five-to six- foot-high small ornamental tree. Low Impact Design (LID) concepts for storm water collection and runoff should be used within these landscaped areas in conjunction the engineering of the parking lot, including the grading and plant selection that support LID.

E. *Covered Parking*. A minimum of fifty percent (50%) of surface parking spaces shall be covered. Where provided, carports shall not be located closer to an abutting street than the closest principal use structure.

F. *Compact Spaces*. No compact spaces shall be permitted.

G. *Tandem Spaces*. Tandem parking spaces may not be located in front of a parking space under a carport. Tandem parking spaces meeting the minimum dimensional requirements for a parking space may be located in front of an attached enclosed garage and credited toward the minimum parking requirements. Such tandem

spaces shall not extend into any fire lanes, drive aisles or other parking spaces.

H. *Oversized Item Parking*. Boats, campers, trailers and other recreational vehicles shall be prohibited unless oversize parking areas are provided and designated. These areas should be screened from adjacent streets and residences. Special vehicular parking may not be used to meet the standard parking requirements.

I. *Bicycle Storage*. Minimum of one fully enclosed (all sides and top) and secure bicycle storage room or locker shall be provided to accommodate one (1) bicycle space per five (5) units (20%). One room shall be provided for each four (4) buildings and conveniently located for access by the residents of the buildings. Individual living units may be designed to provide interior space for bicycle storage.

J. *Structured Parking Screening*. If structured parking is provided, the garage should be located as to minimize the frontage of the garage onto a public or private street and not face single family residential zoned or used property. The garage fa9ade shall be screened from public view with architectural or vegetated screening.

6. *Access:* Internal Driveways. Internal circulation drives shall be clearly defined either by curbs and landscaped islands, or where parking is adjacent to an interior circulation-way, the travel-way shall be articulated by the required landscape islands and tree plantings. Driveways within the development that allow two-way directional flow shall be a minimum of 24 feet or as required by the Fire Code, if serving as a fire access road.

7. Pedestrian Connections:

A. *Public Sidewalks*. Sidewalks are required adjacent to all streets and shall be coordinated with the Engineering department.

B. *Internal Sidewalks*. Private sidewalks internal to the development a minimum of 5 feet in width shall be provided from principal use structures to the public street and transit connections, amenities, office, laundry facilities, etc. Internal pedestrian connections shall be constructed of stone, slate, exposed aggregate concrete, plain concrete, or concrete pavers, in compliance with ADA requirements.

8. *Perimeter Wall, Fences and Screening:*

A. *Screening Wall to Single Family*. A minimum eight foot high solid screening masonry wall shall be constructed adjacent to any property line which abuts to an R-1, R-1A, R-1E and R-TH zoning district. The fence shall be constructed of masonry materials which are compatible with the color and texture of the nearest main

building of the multifamily or mixed-use residential development. Articulation is required for walls seventy (70) feet or longer which abut fronting streets, i.e. plane change, height variation, open fence, etc.

B. Heights:

1. Perimeter wall used for security and/or sound barrier: 8 feet

2. Interior fence used for screening: 6-8 feet

3. Other perimeter or interior fence: 4 feet

4. Fences for individual unit spaces shall not exceed 4 feet in height and no less than 50% open

C. *Fences Interior to the Development*. Interior fences should be limited to those only necessary for security, sound barriers, and screening purposes, and therefore encouraging open areas. Open fencing is preferred over solid fencing and landscaping is preferred for screening over fencing.

D. *Within Front Yard*. Solid walls or fences are not permitted in the front yard between the street and the required perimeter landscape areas. Fences in these areas shall not exceed six feet (6 ft.) in height and be constructed of wrought iron and a minimum of 50% open.

E. *Dumpster Screening*. Screening enclosures shall be provided for refuse and recycling dumpsters, mechanical equipment, and maintenance yards in accordance with Section 33-8.1 (Location and screening of commercial containers) of the Irving Code of Civil and Criminal Ordinances.

F. *Screening of Facilities*. Maintenance storage areas, air conditioning compressors, loading areas, and roof mounted equipment which rises above the roof line or parapet, trash and recycling containers, utility boxes, and maintenance facilities shall either be housed in closed buildings or otherwise screened from public view. Such screening shall be provided by a solid fence or wall.

9. *Amenities*.

A. *Required Amenities*. A multi-family residential development shall provide laundry connections within each unit, gym/fitness center(s), club house, and business/remote work center(s).

B. *Elective Amenities*. A minimum of two (2) additional amenities are required so as to increase the resident experience and may include a yoga room, media room, pet washing station, car wash area, bicycle repair center within a storage room, package lockers,

private garages, and private storage units. Other types of amenities not listed may be considered and approved by the Director of Development Services.

C. *Recycling Center*. Developments of two hundred fifty (250) units or greater shall have a minimum area of one nine (9) feet by twenty (20) feet designated for an on-site recycling center. Recycling centers shall not encumber access to required parking spaces.

10. *Signage.*

A. *Entry Signage*. A directory shall be provided at or near the entrance identifying buildings and access throughout the development.

B. *Sign Code*. All signs including building identification signs and directional signs shall be in accordance with the City of Pharr sign ordinance.

11. *Lighting.*

A. *Lighting Plan*. A lighting plan describing exterior illumination layout and fixture selection must be approved by the building official prior to construction.

B. *Shielded*. All outdoor lighting shall be directed and shielded as necessary so as to avoid glare and excessive light spillage on adjacent property and streets.

C. *Concealed Sources*. Exterior building lighting shall have concealed sources of illumination and maintain lighting levels consistent with the recognized standards of the lighting industry.

D. *Illumination*. Provide lighting with a minimum one-half (½) footcandle and average one (1) footcandle in all parking areas and drives. Lighting fixtures in parking areas and drives shall not exceed thirty (30) feet in height.

E. *Fixtures*. Lighting fixtures along sidewalks and pedestrian connections are recommended and shall not exceed fifteen (15) feet in height. Lighting shall not exceed an average one-half(½) footcandle except as necessary for recreation facilities, i.e., for tennis courts, lighted play fields, etc.

12. *Accessory Structures.*

A. *Locations*. Accessory structures may be located between an adjacent street and a main building, or between a property line abutting single-family zoning and a main building. Such structures and uses shall be located within the interior of the site, screened from view by main buildings, unless adjacent to other multi-family or non-residentially zoned land.

13. *Architecture.*

A. *Exterior Veneer*. The exposed exterior wall area, exclusive of doors, windows, and covered porch, breezeways and corridors shall be a minimum of seventy-five (75) percent masonry veneer, stucco, or other similar low maintenance cementious material as permitted by the International Building Code. The remaining twenty-five (25) percent of exterior wall area should be of an alternate color, texture or material excluding wood siding or fiber board.

B. *Elements*. Buildings containing three (3) or more attached dwellings in a row shall incorporate one (1) or more architectural elements such as gables, chimneys, balconies, changes in wall plane, or other architectural elements.

C. *Ground Floor Unit Entry Features*. Multifamily and mixed-use residential units with ground floor entry shall include functional exterior features such as stoops, covered porches, and enclosed front patios to engage the building to the public street and sidewalk.

D. *Garages and Carport Treatments*. Garages and perimeter carports shall be constructed with compatible architectural treatment with other site elements, including pitched roofs, enclosed gables and roof materials which match the main buildings.

G. Permitted Uses:

1. One single-family dwelling and accessory uses, except guesthouses on a lot. Structures must meet the requirements of the R-1 district.

2. One duplex, tri-plex or four-plex on a lot.

3. Two to four attached units (townhouses) each on an individual lot and which meet the requirements of the R-TH district.

4. One duplex, tri-plex or four-plex (two, three or four attached units) condominium on a lot.

5. Parking lots for multi-family residential use.

6. Public and private directional signs, official signs, political signs, nameplates or real estate signs.

7. Portable buildings or storage buildings used as an accessory to the residential use and not for living quarters.

8. Church and other permitted institutions may display signs showing names, activities and services therein provided.

9. During construction of a building, one unilluminated sign advertising contractors or architects on such buildings, provided such sign is less than eight square feet in

area, provided that signs shall recognize customary setback lines and be removed immediately after completion of such building.

10. Temporary real estate sales offices located on property being sold, or temporary on-site construction offices limited to the period of sale, construction or two years, whichever is less.

11. Nurseries, greenhouses and gardens where the products are not to be sold.

12. Day care centers with less than six full-time children enrolled at any one time, except in townhouses.

13. Paved automobile parking areas which are necessary to the uses permitted in this district.

H. *Conditional uses* (require use permits, see article III):

1. Institutional, including day care centers with six children or more enrolled, or in townhouses.

2. Home occupations as defined in this ordinance.

3. Associated recreation or community clubs.

4. Guesthouses, garage apartments, or separate servant's quarters.

5. A mobile home on an unsubdivided tract of five acres or more.

6. Facilities for railroads or those utilities holding a franchise under the city.

7. Paved parking facilities for non-residential uses that are not allowed in this district if properly screened, buffered and landscaped.

8. Real estate sales offices or on-site construction offices for more than two years or occupying mobile homes.

I. *Prohibited uses:*

1. Any building erected or land used for other than one or more of the preceding specified uses.

2. The storage of equipment, material or vehicles, including abandoned vehicles, which are not necessary to the uses permitted in this district.

3. On- and off-premises signs, portable signs, animated or illuminated signs.

4. A driveway or crosswalk way, as distinct from a dedicated street, to provide access to premises in a commercial or industrial district.

5. Any use of property that does not meet the required minimum lot size; front, side and rear yard dimension; and/or lot width; or exceeds the maximum height, building coverage or density per gross acre as required.

J. ***Area requirements:***

1. Single-family detached units shall meet the area requirements of the R-1 district.

2. Townhouses shall meet the area requirements of the R-TH district.

3. Minimum lot area:

   Duplex and Triplex Usage: 7,500 square feet

   Fourplex Usage: 8,000 square feet

4. Maximum number of multi-family residential structures per lot:

   Duplex and Triplex Usage: One (1)

   Fourplex Usage: Two (2)

5. Minimum lot frontage on a public street: 60 feet

6. Minimum lot depth: ~~100~~ 130 feet.

7. Minimum depth of front setback: ~~20 feet~~ 25 feet

8. Minimum depth of rear setback: 10 feet or size of easement, whichever is greater.

9. Minimum width of side setback:

   A. Internal lot: five feet or size of easement, whichever is greater, but not to exceed 15 feet.

   B. Corner lot or abutting a street: ten feet or size of easement, whichever is greater.

*Townhouses separated by firewalls meeting the requirements of the building code may build to the property line where such structures abut.

10. Minimum distance between buildings on the same lot or parcel of land: 10 feet

11. Minimum distance from the public right-of-way to the entrance to a garage or enclosed carport, unless otherwise specified by the planning and zoning commission: 18 feet.

12. Maximum building coverage as a percentage of lot area: 50 percent of lot area.

13. Minimum amount of permanent landscaped open space: ~~10 percent of lot area~~ as per the most recent landscape ordinance.

14. Maximum height of structures: 36 feet or 2 ½ stories

*Where a structure exceeds 25 feet in height, each unit without firewall shall be setback one additional foot for each foot above 25 feet.

15. Minimum number of paved parking spaces required for:

    A. Each residential dwelling unit: ~~two~~ three spaces.

    B. All other uses: see off-street parking, Article IV.

16. See article VII, sections 1.70 through 1.73, for further clarification, and exceptions and modifications.

SECTION 3:

1.15. – Residential Multi-Family High Density District (R-MFHD)

A. *Purpose:*

1. The R-MFHD multifamily district is established to provide adequate space and site diversification for medium to high density areas.

2. To manage the density of population and protect against congestion by providing for off-street parking spaces and by requiring the provision of open space in residential areas in order to open areas for rest and recreation and to break the monotony of continuous building bulk, thus providing a more desirable environment for urban living.

3. This may be a zone for transitional areas developed for single-family usage, but because of the need for rehabilitation, or changes in the character of the neighborhood, are now deemed suitable for some multifamily development.

4. This zone allows medium to high density developments, and should be located where additional requirements for streets, water and fire protection, wastewater, drainage, and adequate open space are met. R-MFHD uses should not run traffic over long distances of single-family residential-sized streets, or through single-family neighborhoods, and should be located close to arterials or collectors capable of carrying the additional traffic.

5. Multifamily developments are not a buffer between single-family and commercial uses and should be properly buffered from nonresidential land uses and traffic, or from pollution and/or environmental hazards.

B. Access, Circulation and Parking:

1. Pedestrian connections should be provided throughout the development based on logical pedestrian desire lines and connect to adjacent pedestrian walkways, bike paths, open space systems, and community facilities and services.

2. Interior pedestrian connections should be connected to public sidewalks adjacent to multifamily and mixed-use residential developments.

3. Vehicular circulation throughout the development should be designed to be easily

understandable in terms of its function, e.g., major access, front door, parking access, direction.

4. Surface parking between buildings and streets is discouraged.

C. Building locations and Orientation:

1. Buildings should be arranged so as to enhance the "public realm".

2. Buildings should be arranged to take advantage of topography and other natural features of the site.

3. If possible, buildings should be arranged to provide views of and access to open space, public areas and natural features.

4. Buildings should be arranged to respect the privacy from other units and adjacent properties.

5. Buildings should be arranged to create courtyards and public spaces.

6. Common facilities, i.e., clubhouse and leasing office, should be easily identifiable and accessible.

7. Buildings and windows should be located to max1m1ze the possibility of surveillance of entryways, pathways, parking lots, bike paths, recreation and laundry areas. Children's play areas should be sited to allow for clear parental monitoring.

8. Landscaping should not block surveillance abilities.

D. Open Space:

1. Open space should be created within a development that is usable and desirable by the residents, continuous, and provides connection to a larger community open space system, if any.

2. The open space system should include recreational facilities and amenities to help reduce the need for public open space and recreational facilities.

E. Concept Plan Required with Zoning Application:

A. Applicability:

1. Unless otherwise prohibited by State law, a concept plan must be approved in conjunction with a zoning application requesting multi-family residential developments. No building permit shall be issued for construction of multi-family residential buildings until such concept plan has been approved pursuant to this section.

2. A concept plan is intended to provide a community framework showing the context of the proposed development within the area regarding the site

location, site characteristics, and size of a proposed development to assist the planning and zoning commission in making its recommendations and to assist the city commission in determining whether zoning should be amended to permit multi-family residential dwelling units on the site. The plan shall include the locations and availability of commercial service, public and private amenities, and city facilities.

B. *Concept plan approval procedure:* A multi-family concept plan shall be processed through the zoning process.

C. *Concept plan contents:* A concept plan required by this section shall include, at a minimum, the following elements:

1. A vicinity map at a scale of not less than one (1) inch equals two thousand (2,000) feet

2. The location of public parks, trails and open space within the surrounding area to serve the development, and how the plan for this project will fit into an overall open space framework for this area.

3. The proximity of the development site to convenient shopping, recreation facilities, public facilities and services.

4. Identification of surrounding zoning districts and use and an analysis of compatibility with the uses in the area.

5. Identify the housing market to be served by proposed multi-family residential development.

6. A conceptual land use plan at a scale of one (1) inch equals one hundred (100) feet or such a scale as deemed appropriate by city staff for legibility, a map exhibit of the property that includes the following data:

   A. Metes and bounds of all property lines;

   B. Total area of property;

   C. Scale and north arrow;

   D. Names of boundary streets and the width of existing rights-of-way;

   E. Existing topography with a maximum contour interval of two (2) feet, except where existing ground is on a slope of less than two (2) percent, then either one- foot contours or spot elevations shall be provided where necessary;

   F. Preliminary building footprints, height, and number of floors of all buildings, both above and below or partially below finished grade with minimum and maximum ranges;

G. Access points into the multifamily or mixed-use residential development;

H. Pedestrian connections within the development and connections to off-site pedestrian-ways;

I. Indication of areas proposed for preservation of existing trees;

J. Location, type and size of all easements with the volume and page number where the easement is recorded with Hidalgo County Deed Records;

K. Total number of dwelling units and residential density in units per acre;

L. The approximate gross floor area for each type of use, including dwelling units, by type and size;

M. Site coverage by building, parking and drives, open space, and usable open space.

7. If the development is to be constructed in phases, a proposed development schedule showing the order of construction of such phases and the installation of public infrastructure improvements to serve each phase.

8. A note that this plan is to provide a conceptual framework for the proposed development and that the regulations of **(F.) Requirements for Issuance of Building Permit** shall be followed at the time of building permitting.

F. Requirements for Issuance of Building Permit:

A. *Applicability:* Except where pre-empted by State law, any development authorizing new construction of multi-family residential units, conversion of a building from non-residential occupancy to multi-family residential occupancy, or substantial re-construction of existing multi-family residential developments shall comply with the development standards outlined in this section. Any application for a building permit shall include a detailed site plan which incorporates the following development requirements.

B. *Detailed site plan contents*: The detailed site plan submitted in conjunction with the building permit plans shall contain, at a minimum, the following elements:

1. A vicinity map at a scale of not less than one (1) inch equals two thousand (2,000) feet which demonstrates the location of the project within the city limits.

2. A detailed site plan of the development that includes the following data at a scale of I"=100' (one inch equals one hundred feet) or such a scale as deemed appropriate by city staff, and a font style and size to ensure that the notes and detail on the site plan are legible on an 8" x 11" page.

A. Metes and bounds of all property lines

B. Total area of property

C. Scale and north arrow

D. Names of boundary streets and the width of existing rights-of-way

E. Existing topography with a maximum contour interval of two (2) feet to include one-foot contours or spot elevations where necessary

F. Location, type and size of all easements shall be indicated along with the volume and page number where the easement is recorded with Hidalgo County Deed Records

G. Number of floors of all buildings, both above and below or partially below finished grade

H. The traffic circulation system including the location and width of all streets, driveways, entrances to parking areas and parking structures

I. The pedestrian circulation system including pedestrian connections within the development and connections to off-site pedestrian ways and bicycle paths

J. The off-street parking and loading areas and structures

K. Usable open space areas, together with proposed private recreational areas, specifying the proposed improvement of all such areas

3. Final architectural elevations of typical proposed structures, including lighting system, intended signage system, and landscaping

4. Information contained on a plan or statement showing the location and design of all screening measures and indicating the type and height of such screening

5. When the development is to be constructed in phases, a proposed development schedule showing the order of construction of such phases

6. A copy of any covenants, bylaws, restrictions, maintenance plans, and conditions, if they exist, pertaining to the use, maintenance and operation of private open space area

7. A table on the site plan which provides the following information:

A. Site coverage and area by building, parking and drives, open space, and usable open space

B. Total number of dwelling units

C. Total gross floor area for each type of use, including dwelling units by type and size

D. Total number of off-street parking and loading spaces within surface or structured parking as provided

8. Landscape plan showing trees, shrubs, ground cover, and turf areas including plant species and sizes prepared by a registered landscape architect

9. Final engineering grading plans.

C. *Compliance with Concept Plan (if applicable):* Any detailed site plan submitted in conjunction with the building permit shall conform with the approved Concept Plan for the development; provided, however, that the Director of Development Services or designee may approve minor variations from the concept plan, provided such variations do not change the character or configuration of the development and do not increase the total number of units or density.

D. *Development Standards:* The detailed site plan shall comply with the development standards contained in this section:

1. Adequate Public Facilities:

A. All land proposed for development, redevelopment, or use conversions in the City of Pharr must be adequately served by essential public facilities and services. Property shall not be approved for development unless and until adequate public facilities necessary to serve the development exist or until provision has been made for the facilities in accordance with Development Standards.

2. Landscaping and Buffers:

A. *Intent:* The landscaping and tree planting requirements of this section are established in order to provide a high-quality environment that contributes to the cooling of the site, shade, and comfort. Plantings shall be installed based on the standards of this section or in alternate locations that meet the intent of the regulation with approval by the city.

B. *Buffer to Certain Residentially Zoned properties:*

1. A minimum 25 ft. perimeter landscape buffer area shall be provided contiguous to all side and rear property lines when adjacent to an R-1, R-1A, R-1E and R-TH zoning district. The buffer area may be less than 25 feet in the situation where the required setback of the district is less than 25 feet.

2. Minimum three-inch (3") caliper large trees dbh (diameter at breast height) shall be planted within this buffer every 25 feet on center along the entirety of the property line. Two (2) medium trees may replace one (1) large tree up to a maximum of twenty-five (25) percent of the large tree requirement. Alternate spacing may be approved by the Development Services Director if unique conditions warrant.

3. No parking, driveways, loading areas, dumpsters or other paved or solid surfaces shall be installed in the buffer area.

C. *Perimeter landscaping: to other multifamily and non-residentially zoned land:*

1. A minimum eight-foot-wide perimeter landscape area shall be contiguous to all side and rear property lines adjacent to other multi-family or non-residentially zoned land and private access drives.

2. Within the eight-foot-wide perimeter landscape area there shall be at least one (1) three-inch caliper large tree per three hundred twenty (320) square feet in the perimeter landscape area. Two (2) medium trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement.

D. *Perimeter landscaping: abutting streets:*

1. A minimum twenty-five-foot-wide landscape area adjacent to abutting streets shall be maintained (except for driveways and pedestrian walkways).

2. Within the twenty-five-foot-wide landscape area adjacent to abutting streets there shall be at least one (1) three-inch caliper large tree dbh every 40 feet on center, ideally within 10 feet of the public sidewalk. Two (2) medium trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement, or as determined by the city forester, provided that the selected tree will provide an adequate canopy and shade to the public sidewalk.

E. *Landscaping adjacent to buildings:*

1. A minimum twelve-foot-wide landscape area adjacent to principal buildings shall be maintained (except for garage access riverways and pedestrian walkways).

2. Within the twelve-foot-wide landscape area adjacent to principal buildings there shall be at least one (1) three-inch caliper large tree per four hundred eighty (480) square feet

in the landscape area. Two (2) ornamental trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement.

F. *Tree planting in other areas*: There shall be at least one (1) three-inch caliper large tree per one thousand five hundred (1,500) square feet in open spaces. Two (2) ornamental trees may replace one (1) large tree up to a maximum thirty-three (33) percent of the large tree requirement. Large or medium trees of a species compatible with the location as determined by the city forester shall be planted every 40 feet on center adjacent to the street right-of-way nearest to the sidewalk where possible.

G. *Shrub plantings*: There shall be a minimum of fourteen (14) shrubs planted per first floor unit.

H. *Tree preservation and credit:* In areas where existing three-inch caliper or greater or protected trees have been preserved, tree credit will be given in accordance with most current landscaping ordinance. Replacement of three-inch caliper trees shall be in accordance with Section 131-610 (E) (Replacement Trees) and the tree list most recently adopted by the city commission.

I. *Tree planting in or near easements*: If a utility easement conflicts with this section, trees should be planted in the nearest location to the easement in order to meet the intent of the section. Trees may be selected that are more compatible with the function of the utility.

J. *Heavily landscaped courtyard*: Courtyard landscaping shall include at least one (1) three-inch caliper large tree and three (3) five-foot to six-foot-high small ornamental trees per one thousand three hundred (1,300) square feet.

K. *Irrigation*: An automatic underground sprinkling system shall be provided for all planted areas. Drip irrigation is suitable as appropriate.

L. *Xeriscaping*: Utilization of native plants and other low water plants is encouraged. Plantings may be clustered which shall include a variety of textures and height with complimentary hardscape.

M. *Wheel stops*: Curbs or wheel-stops shall be installed between parking and landscape areas.

N. *Replacements:* Dead plants and trees shall be promptly removed and replaced with plants of similar size and caliper at the time of removal.

3. *Open space and Recreational Amenities*:

A. *Overall Open Space:* A minimum of twenty (20) percent of the gross

area of the property must be provided as open space. Open space shall be areas "open to the sky" and does not include buildings, driveways, parking areas, or other surfaces designed or intended for vehicular travel.

1. All open space areas shall be covered with grass, ground cover, shrubs, flowers, hardscape construction (i.e., stamped pavers, brick, exposed aggregate, paving, etc.) or consist of recreational facilities (i.e., swimming pool, ball court, trail, etc.).

2. Areas with pavers designated as only a fire lane may be included in the calculation, provided they are not a primary vehicular drive and are intended to be usable for recreation.

3. Pool and deck areas on the top of the roof of a multi-family residential structure shall not be calculated toward Overall Open Space.

B. *Usable/Improved Open Space*. A minimum of forty (40) percent of the required open space must be provided as usable or improved open space including required amenities.

1. *Function*: Usable open space includes areas that are developed and maintained as natural or passive greenspace as well as improved areas where recreational facilities are designed, constructed and intended to be used for outdoor living, recreation or amenity for children and adults. The improved spaces should be centrally located and connected by internal sidewalks so as to be easily accessible by all residents of the complex.

2. *Dimensions of Usable Open Space*: Usable open space should have a minimum area of nine hundred (900) square feet with a minimum dimension of thirty (30) feet in any direction; however, it is recognized that usable open space can be of a smaller minimum dimension or area provided it meets the intent of this section. Property within required front building setbacks and street frontage setbacks shall not be included in calculating usable open space. Distances between buildings that can be used by the residents as passive open space may be included provided that minimum dimensions are adhered to.

3. *Ground cover and paving:* Passive Usable open space shall be fully accessible for passive recreational activities.

4. *Required amenities:* Required recreational amenities within the improved open space include one swimming pool and deck area, an adequately sized and functional fenced dog park, a walking/jogging trail within or around the site, and a

playground including a minimum of three (3) pieces of equipment.

5. *Elective amenities*: One (1) additional amenity is required and may include additional swimming pool(s), ball courts, outdoor kitchen and grill area, fire pit lounge area, or public art and fountains. Other types of amenities not listed may be considered and approved by the Director of Development Services that meets the intent of this section.

C. *Usage of Floodplain*. While floodplain and required detention/drainage areas may be developed for open space if preferred, these areas shall not be included in the calculation for Overall or Usable Open Space.

D. *Shade and Furnishings*. Open space shall include shaded spaces through the proper placement and planting of large canopy trees and/or shade structures especially where adjacent to recreational facilities, trails, seating areas, dog park(s), etc. One large shade tree shall be provided per each 3,000 sq. ft. of usable open space. Site furnishings including seating, waste receptacles including within the dog park, and pedestrian scaled lighting shall also be installed and maintained in these areas for use by the residents of the development.

4. *Private Outdoor Space:*

A. Balconies. Balconies shall be provided for each residential unit. Balconies shall be a minimum of 60 square feet and minimum 6 feet in depth. All open balconies must remain open and not be enclosed after occupancies.

B. Ground Floor Units. Ground floor units shall have a minimum of 120 square feet of outdoor patio space accessible directly from the unit. The outdoor spaces shall be encompassed by maximum four (4) foot tall, 50% open wrought iron fencing. Patios fronting on a public street shall be screened with material compatible with the project or with shrubs.

C. Patios and balconies shall not be calculated in the minimum twenty (20) percent open space requirement

5. *Parking:*

A. *Site Plan*. The detailed site plan shall identify the unit count and provided parking count and location, including any parking spaces dedicated for recreation facilities, amenities, leasing office, etc.

B. *Parking Between Residential Building and Street*. No parking shall be allowed in the front yard nor between a residential building and

a public or private street except for a limited number of spaces provided for a leasing office. If the front yard abuts a freeway or expressway, parking is allowed beyond a fifty-foot-wide buffer from the freeway or expressway. Where this occurs, parking shall be screened from the freeway or expressway per Sect c. below.

C. *Screening of Parking Lot*. A continuous solid visual screen shall be provided between parked cars and any adjacent public or private street by a hedge of shrubbery and/or a landscaped berm with a minimum combined height of thirty- six (36) inches at the time of planting, not to exceed 48 inches for visibility. Shrubs shall be planted a maximum of thirty-six (36) inches apart.

D. *Landscaped Parking Lot Islands*. Landscaped islands a minimum width of eight (8) square feet shall be provided between no more than every ten (10) covered or uncovered parking spaces and planted with a minimum of one (1) three-inch caliper dbh large tree or five-to six- foot-high small ornamental tree. Low Impact Design (LID) concepts for storm water collection and runoff should be used within these landscaped areas in conjunction the engineering of the parking lot, including the grading and plant selection that support LID.

E. *Covered Parking*. A minimum of fifty percent (50%) of surface parking spaces shall be covered. Where provided, carports shall not be located closer to an abutting street than the closest principal use structure.

F. *Compact Spaces*. No compact spaces shall be permitted.

G. *Tandem Spaces*. Tandem parking spaces may not be located in front of a parking space under a carport. Tandem parking spaces meeting the minimum dimensional requirements for a parking space may be located in front of an attached enclosed garage and credited toward the minimum parking requirements. Such tandem spaces shall not extend into any fire lanes, drive aisles or other parking spaces.

H. *Oversized Item Parking*. Boats, campers, trailers and other recreational vehicles shall be prohibited unless oversize parking areas are provided and designated. These areas should be screened from adjacent streets and residences. Special vehicular parking may not be used to meet the standard parking requirements.

I. *Bicycle Storage*. Minimum of one fully enclosed (all sides and top) and secure bicycle storage room or locker shall be provided to accommodate one (1) bicycle space per five (5) units (20%). One room shall be provided for each four (4) buildings and conveniently located for access by the residents of the buildings. Individual living units may be designed to provide interior space for bicycle storage.

J. *Structured Parking Screening*. If structured parking is provided, the garage should be located as to minimize the frontage of the garage onto a public or private street and not face single family residential zoned or used property. The garage fa9ade shall be screened from public view with architectural or vegetated screening.

6. *Access:* Internal Driveways. Internal circulation drives shall be clearly defined either by curbs and landscaped islands, or where parking is adjacent to an interior circulation-way, the travel-way shall be articulated by the required landscape islands and tree plantings. Driveways within the development that allow two-way directional flow shall be a minimum of 24 feet or as required by the Fire Code, if serving as a fire access road.

7. Pedestrian Connections:

A. *Public Sidewalks*. Sidewalks are required adjacent to all streets and shall be coordinated with the Engineering department.

B. *Internal Sidewalks*. Private sidewalks internal to the development a minimum of 5 feet in width shall be provided from principal use structures to the public street and transit connections, amenities, office, laundry facilities, etc. Internal pedestrian connections shall be constructed of stone, slate, exposed aggregate concrete, plain concrete, or concrete pavers, in compliance with ADA requirements.

8. *Perimeter Wall, Fences and Screening:*

A. *Screening Wall to Single Family*. A minimum eight foot high solid screening masonry wall shall be constructed adjacent to any property line which abuts to an R-1, R-1A, R-1E and R-TH zoning district. The fence shall be constructed of masonry materials which are compatible with the color and texture of the nearest main building of the multifamily or mixed-use residential development. Articulation is required for walls seventy (70) feet or longer which abut fronting streets, i.e. plane change, height variation, open fence, etc.

B. *Heights*:

1. Perimeter wall used for security and/or sound barrier: 8 feet

2. Interior fence used for screening: 6-8 feet

3. Other perimeter or interior fence: 4 feet

4. Fences for individual unit spaces shall not exceed 4 feet in height and no less than 50% open

C. *Fences Interior to the Development*. Interior fences should be limited to those only necessary for security, sound barriers, and screening purposes, and therefore encouraging open areas. Open fencing is preferred over solid fencing and landscaping is preferred for screening over fencing.

D. *Within Front Yard*. Solid walls or fences are not permitted in the front yard between the street and the required perimeter landscape areas. Fences in these areas shall not exceed six feet (6 ft.) in height and be constructed of wrought iron and a minimum of 50% open.

E. *Dumpster Screening*. Screening enclosures shall be provided for refuse and recycling dumpsters, mechanical equipment, and maintenance yards in accordance with Section 33-8.1 (Location and screening of commercial containers) of the Irving Code of Civil and Criminal Ordinances.

F. *Screening of Facilities*. Maintenance storage areas, air conditioning compressors, loading areas, and roof mounted equipment which rises above the roof line or parapet, trash and recycling containers, utility boxes, and maintenance facilities shall either be housed in closed buildings or otherwise screened from public view. Such screening shall be provided by a solid fence or wall.

10. *Amenities*.

A. *Required Amenities*. A multi-family residential development shall provide laundry connections within each unit, gym/fitness center(s), club house, and business/remote work center(s).

B. *Elective Amenities*. A minimum of two (2) additional amenities are required so as to increase the resident experience and may include a yoga room, media room, pet washing station, car wash area, bicycle repair center within a storage room, package lockers, private garages, and private storage units. Other types of amenities not listed may be considered and approved by the Director of Development Services.

C. *Recycling Center*. Developments of two hundred fifty (250) units or greater shall have a minimum area of one nine (9) feet by twenty (20) feet designated for an on-site recycling center. Recycling centers shall not encumber access to required parking spaces.

11. *Signage.*

A. *Entry Signage*. A directory shall be provided at or near the entrance identifying buildings and access throughout the development.

B. *Sign Code*. All signs including building identification signs and directional signs shall be in accordance with the City of Pharr sign

ordinance.

12. *Lighting.*

A. *Lighting Plan*. A lighting plan describing exterior illumination layout and fixture selection must be approved by the building official prior to construction.

B. *Shielded*. All outdoor lighting shall be directed and shielded as necessary so as to avoid glare and excessive light spillage on adjacent property and streets.

C. *Concealed Sources*. Exterior building lighting shall have concealed sources of illumination and maintain lighting levels consistent with the recognized standards of the lighting industry.

D. *Illumination*. Provide lighting with a minimum one-half (½) footcandle and average one (1) footcandle in all parking areas and drives. Lighting fixtures in parking areas and drives shall not exceed thirty (30) feet in height.

E. *Fixtures*. Lighting fixtures along sidewalks and pedestrian connections are recommended and shall not exceed fifteen (15) feet in height. Lighting shall not exceed an average one-half(½) footcandle except as necessary for recreation facilities, i.e., for tennis courts, lighted play fields, etc.

13. *Accessory Structures.*

A. *Locations*. Accessory structures may be located between an adjacent street and a main building, or between a property line abutting single-family zoning and a main building. Such structures and uses shall be located within the interior of the site, screened from view by main buildings, unless adjacent to other multi-family or non-residentially zoned land.

14. *Architecture.*

A. *Exterior Veneer*. The exposed exterior wall area, exclusive of doors, windows, and covered porch, breezeways and corridors shall be a minimum of seventy-five (75) percent masonry veneer, stucco, or other similar low maintenance cementious material as permitted by the International Building Code. The remaining twenty-five (25) percent of exterior wall area should be of an alternate color, texture or material excluding wood siding or fiber board.

B. *Elements*. Buildings containing three (3) or more attached dwellings in a row shall incorporate one (1) or more architectural elements such as gables, chimneys, balconies, changes in wall plane, or other architectural elements.

C. *Ground Floor Unit Entry Features*. Multifamily and mixed-use residential units with ground floor entry shall include functional exterior features such as stoops, covered porches, and enclosed front patios to engage the building to the public street and sidewalk.

D. *Garages and Carport Treatments*. Garages and perimeter carports shall be constructed with compatible architectural treatment with other site elements, including pitched roofs, enclosed gables and roof materials which match the main buildings.

B. *Permitted uses:*

1. One single-family dwelling per lot. Structures must meet the requirements of the R-1 district.

2. One duplex, tri-plex or four-plex per lot. Structures must meet requirements of the R-MF district.

3. Apartments.

4. Condominiums.

5. One townhouse per lot. Structures must meet the area requirements of R-TH district.

6. Paved parking lots for multifamily residential use.

7. Public and private directional signs, official signs, political signs, nameplates or real estate signs.

8. Church and other permitted institutions' signs showing names, activities, and service therein provided.

9. During construction of a building, one unilluminated sign advertising contractors or architects on such buildings, provided such sign is less than eight square feet in area, provided that signs shall recognize customary setback lines and be removed immediately after completion of such building.

10. Portable buildings or storage buildings used as an accessory to the residential use and not for living quarters.

11. Temporary real estate sales offices located on property being sold, or temporary on-site construction offices, limited to the period of sale, construction, or two years, whichever is less.

12. Nurseries, greenhouses, and gardens where the products are not to be sold.

13. Day care centers with less than six children enrolled at any one time, except in townhouses.

14. Paved automobile parking areas which are necessary to the uses permitted in this district.

15. An accessory use customarily related to a principal use authorized in this district.

C. *Conditional uses* (require use permits, see article III):

1. Institutional, including day care centers with six children or more enrolled, or in townhouses.

2. Home occupations as defined in this ordinance.

3. Associated recreation.

4. Guesthouses.

5. A mobile home on an unsubdivided tract five acres or more.

6. Boardinghouses.

7. Facilities for railroads or those utilities holding a franchise under the City of Pharr.

8. Pave parking facilities for non-residential uses.

9. Real estate sales offices or on-site construction offices for more than two years or occupying mobile homes.

C. *Prohibited uses:*

1. Any building erected or land used for other than one or more of the preceding specified uses.

2. The storage of equipment, material or vehicles, including abandoned vehicles, which are not necessary to the uses permitted in this district.

3. On- and off-premises signs, portable signs, animated or illuminated signs.

4. Any use of property that does not meet the required minimum lot size; front, side and rear yard dimension; and/or lot width; or exceeds the maximum height, building coverage or density per gross acre as required.

E. *Area requirements:*

1. Single-family dwelling units shall meet the requirements of the R-1 district. Only one single-family residential building will be allowed per lot.

2. Townhouses shall meet the requirements of the R-TH district. Only one townhouse will be allowed per lot.

3. Duplex, Tri-Plex or Four-Plex shall meet the requirements of the R-MF district

4. Minimum lot area:

A. 5 or more residential dwelling units: 9,000 square feet

5. Maximum number of dwelling units per lot:

   A. Zero-bedroom or efficiency dwelling units: 1,000 square feet of lot area per unit.

   B. One-bedroom dwelling units: 1,250 square feet of lot area per unit.

   C. Two-bedroom dwelling units: 1,500 square feet of lot area per unit.

   D. Three- or more bedroom dwelling units: 1,750 square feet of lot area per unit.

   To determine the permitted number of dwelling units in the R-3 district, divide the area of the parcel in question by the "minimum lot area per dwelling unit." The resulting quotient is the maximum number of dwelling units permitted.

   i.e.: 90 feet × 100 feet lot = 9,000 feet.

   9,000 square feet of lot area ÷ 1,000 square feet = 9 efficiency apartments. The maximum number on 9,000 square foot lot = 9 efficiencies.

   9,000 square feet of lot area ÷ 1,250 square feet = 7 one-bedroom apartments.

   9,000 square feet of lot area ÷ 1,500 square feet = 6 two-bedroom apartments.

   9,000 square feet of lot area ÷ 1,750 square feet = 5 three-bedroom apartments.

6. Minimum lot frontage on a public street: 70 feet.

7. Minimum lot depth: 100 feet.

8. Minimum depth of front setback: 20 feet.

9. Minimum depth of rear setback*: 15 feet or easement whichever is greater.

*Unenclosed carports may be built up to within five feet of any property line that abuts an alley.

10. Minimum width of side setback:

    A. Internal lot: 7 feet or 10% of lot width, but not to exceed 15 feet, unless voluntarily by owner

    B. Side yard setback abutting street, 15 feet

11. Distance between buildings on same lot: 12 feet and an additional one foot for every 2 feet in height above 36 feet of either structure.

12. Minimum distance from the public right-of-way to the entrance to a garage or enclosed carport, unless otherwise approved by the zoning board of adjustments: 18 feet.

13. Maximum building coverage as a percentage of lot area: 50 percent.

14. Minimum amount of permanent, landscaped open space: ~~10 percent~~ as per the most recent landscape ordinance.

15. Maximum height of structures: Where a structure exceeds 36 feet in height, it shall be set back one additional foot for every two feet above 36 feet.

16. Minimum number of paved parking spaces required for:

    A. Each residential dwelling unit: ~~two~~ three spaces.

    B. All other uses: see off-street parking, Article IV

17. See article VII, sections 1.70 through 1.73, for further clarification, and exceptions and modifications.

~~**F. *Required conditions:***~~

~~A. Any owner, builder, or developer of a multiple-family, condominium or townhouse dwelling complex of five units or more on a single lot or parcel, or five or more single-family townhouse attached units, shall submit to the planning and zoning commission for a review, the site and building plan for the proposed development. The contents of this site plan shall contain drawings to scale to indicate as needed:~~

~~1. Location of all structures proposed and existing on the subject property and within 20 feet on adjoining property;~~

~~2. Landscaping and/or fencing of yards and setback areas and proposed changes;~~

~~3. Design of ingress and egress;~~

~~4. Off-street parking and loading facilities;~~

~~5. Height of all structures;~~

~~6. Proposed uses; and~~

~~7. Location and types of all signs, including lighting and heights.~~

~~B. The purpose of the site plan review is:~~

~~1. To ensure compliance with the zoning ordinance, while allowing for design flexibility;~~

~~2. To assist in the orderly and harmonious development of the city;~~

~~3. To protect adjacent uses from obstructions to light, air, and visibility;~~

~~4. To provide protection from fire;~~

~~5. To avoid undue concentrations of population and overcrowding of land; and~~

~~6. To facilitate the adequate provision of transportation, water, sewage, drainage and other public requirements.~~

~~C. The planning and zoning commission shall approve an application for a multiple-family dwelling complex if the proposed development meets all the minimum standards established in this ordinance and other applicable ordinances, and if the commission finds that the proposed development will not be detrimental to the health, safety, or welfare of the surrounding neighborhood or its occupants, or be substantially or permanently injurious to neighboring property. It shall disapprove or conditionally approve any application which fails to meet the above criteria or is in conflict with the comprehensive plan or the adopted growth policies of the city.~~

~~D. The site plan shall be submitted to the city manager or his duly authorized representative ten working days prior to the submission to the planning and zoning commission for review. The city manager or his designee shall review these plans as quickly as possible, but in no case shall he delay submission beyond one planning and zoning commission meeting.~~

~~E. Appeals of the decision of the planning and zoning commission shall be in accordance with section 1.24 of article V.~~

Sec. 1.16-1.17 [Reserved]

SECTION 6 – SEVERABILITY

If any part or parts of this Ordinance are found to be invalid or unconstitutional by a court having competent jurisdiction, then such invalidity or unconstitutionality shall not affect the remaining parts hereof and such remaining parts shall remain in full force and effect, and to that extent this Ordinance is considered severable.

SECTION 7 – SAVINGS CLAUSE

Except as hereby amended, any provisions of the code of ordinances or directives of the City of Pharr, Texas, not in conflict with this Ordinance shall remain in full force and effect, unimpaired hereby.

SECTION 8 – EFFECTIVE DATE; PUBLICATION

The Ordinance shall take effect 10 days and after its passage and approval on three (3) separate readings in accordance with Section 8, Article 3 of the Charter of the City of Pharr, Texas. Publication, if necessary, may also be in caption form as allowed under Section 9 of the Pharr City Charter.

SECTION 9 – REPEALING CLAUSE

All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 10 – CUMULATIVE

This ordinance shall be cumulative of all ordinances of the City of Pharr, Texas, and of all laws of the State of Texas.

SECTION 11 – PROPER NOTICE AND MEETING

It is hereby officially found and determined that the meeting at which this Ordinance was passed was open to the public and that public notice of the time, place and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551 of the Texas Government Code.

PASSED AND APPROVED ON THE FIRST READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ____ day of _____, 2025.

CITY OF PHARR

_____
AMBROSIO HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

PASSED AND APPROVED ON THE SECOND READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ___ day of _____, 2026.

CITY OF PHARR

_____
AMBROSIO HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

PASSED AND APPROVED ON THE THIRD READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ___ day of _____, 2026.

CITY OF PHARR

_____
AMBROSIO HERNANDEZ
MAYOR

ATTEST:

_____
IMELDA PEREZ, CITY CLERK

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #: 3.C.
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Alessandra Garcia, Assistant City Clerk

DEPARTMENT: Special Events

DIRECTOR: Abel Molina

Agenda Item: Consideration and action, if any, on a Resolution authorizing the City of Pharr to enter into an agreement with Texas Department of Transportation to close state roadways for public events. **This item supports QL - Quality of life**

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue: That the City of Pharr wishes to enter into an agreement with the State of Texas, acting by and through the Texas Department of Transportation for temporary closure of a street for a public event. That the closure of US 281 (Cage Boulevard) from Old Business 83 to Kelly Avenue for the New Year's Eve Ball Drop from Tuesday, December 30, 2025, at 7:00 a.m. until Thursday, January 1, 2026, at 11:00 a.m.

Fiscal Consideration: n/a

Staff Recommendation: Staff recommends the city commission to approve of this item.

Alternatives: n/a

Exclude Material from Public Packet? No
Reason: n/a

ROUTING:

Alessandra Garcia	Created/Initiated - 12/18/2025
Abel Molina	Approved - 12/18/2025
Hilda Pedraza	Approved - 12/18/2025
Ricardo Rodriguez	Approved - 12/18/2025
City Management Office	Final Approval - 12/18/2025

RESOLUTION R-2025-65

A RESOLUTION OF THE CITY OF PHARR TEXAS, AUTHORIZING THE CITY TO ENTER INTO AN AGREEMENT WITH THE TEXAS DEPARTMENT OF PUBLIC TRANSPORTATION FOR PUBLIC EVENT IN THE CITY LIMITS OF PHARR

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF PHARR, TEXAS:

That the City of Pharr wishes to enter into an agreement with the State of Texas, acting by and through the Texas Department of Transportation for temporary closure of a street for a public event.

That the closure of US 281 (Cage Boulevard) from Old Business 83 to Kelly Avenue for the New Year's Eve Ball Drop from Tuesday, December 30, 2025, at 7:00 a.m. until Thursday, January 1, 2026, at 11:00 a.m.

That all rules and procedures of 43 Tex., Adm. Code, Section 22.12 have been established for the temporary closure of a segment of the State highway system and this agreement has been developed in accordance with the rules and procedures.

This resolution shall take effect immediately from and after its passage.

PASSED AND APPROVED this 16 day of DECEMBER, 2025, by the Board of Commissioners of the City of Pharr, Texas.

CITY OF PHARR

AMBROSIO HERNANDEZ, MAYOR

ATTEST:

IMELDA PEREZ, CITY CLERK

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #: 4.A.
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Alessandra Garcia, Assistant City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: PLATS:

Classification: Consent
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Alessandra Garcia Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #: 4.A.1.
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Alessandra Garcia, Assistant City Clerk

DEPARTMENT: Development Services

DIRECTOR: Roland Gomez

Agenda Item: SAMES Engineering & Surveying, Inc., representing Efrain Agustin, President for MECA Investments, Inc., is requesting final plat approval of the proposed ACME Square Subdivision. The property is legally described as being a 20.00 acre gross tract of land out of Lot 95, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property is located within the 1000 Block of East Minnesota Rd.**SUB#220618 This item supports EV - Economic Vitality.**

Classification: Consent
(* If closed session, City Attorney must review and approve.)

Issue: SAMES Engineering & Surveying, Inc., representing Efrain Agustin, President for MECA Investments, Inc., is requesting final plat approval of the proposed ACME Square Subdivision

Fiscal Consideration: N/A

Staff Recommendation: Development Services recommends final plat approval of the proposed ACME Square Subdivision

Planning and Zoning Commission Recommendation: At the Planning and Zoning Commission meeting of December 4, 2025, the Board voted unanimously to recommend approval of the final plat of the ACME Square Subdivision. There were 8 members present and voting.

Alternatives: N/A

Exclude Material from Public Packet? No
Reason: N/A

ROUTING:

Alessandra Garcia	Created/Initiated - 12/18/2025
Roland Gomez	Approved - 12/18/2025
Melanie Cano	Approved - 12/18/2025
Ricardo Rodriguez	Approved - 12/18/2025
City Management Office	New -

Pharr
Development Services

MEMORANDUM

DATE: MONDAY, DECEMBER 15, 2025

TO: MAYOR AND CITY COMMISSION

FROM: ROLAND GOMEZ, DIREICTOR OF DEVELOPMENT SERVICES

THROUGH: JONATHAN B. FLORES, CITY MANAGER

SUBJECT: ACME SQUARE SUBDIVISION
FILE NO. **SUB#220618**

GENERAL INFORMATION:

APPLICANT: SAM Engineering & Surveying, Inc., representing Efrain Agustin, President for MECA Investments, Inc., is requesting final plat approval of the proposed ACME Square Subdivision.

LEGAL DESCRIPTION: The property is legally described as being a 20.00 acre gross tract of land out of Lot 95, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas.

LOCATION: The property is located within the 1000 Block of East Minnesota Rd.

ZONING: The property is currently zoned Residential Multi-family District (R-MF). The adjacent zones are Agricultural Open/Space District (A-O) and Single Family Residential District (R-1) to the north, Single Family Residential District (R-1) to the east and west and General Business District (C) and Agricultural Open/Space District (A-O) to the south. The property is designated for single family residential use in the Land Use Plan.

PROPERTY PROPOSED USE: Apartment complex.

VARIANCES: None requested.

RECOMMENDATIONS: Development Services recommends final plat approval of the proposed ACME Square Subdivision subject to the following conditions:

STREETS, PAVING AND R.O.W.: 1. In compliance.

EASEMENTS: 1. In compliance.

SIDEWALK: 1. In compliance.
ADA:

FIRE PROTECTION: 1. In compliance.

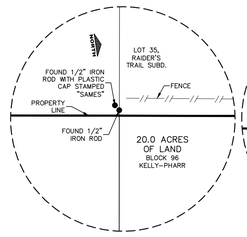
WATER: 1. North Alamo Water Supply Corporation. In compliance.

SEWER: 1. In compliance.

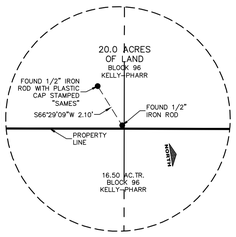
DRAINAGE: 1. In compliance.

OTHER: 1. In compliance.

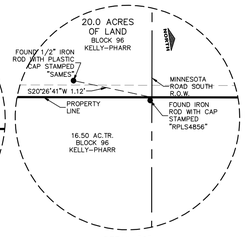
PLANNING AND ZONING COMMISSION:
The Planning and Zoning Commission voted unanimously to approve final plat approval of the proposed ACME Square Subdivision at their meeting on December 04, 2025.



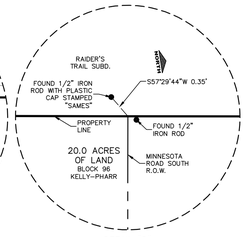
DETAIL "A"
(SCALE 1"=1')



DETAIL "B"
(SCALE 1"=3')



DETAIL "C"
(SCALE 1"=1')



DETAIL "D"
(SCALE 1"=1')

SCALE: 1" = 60'

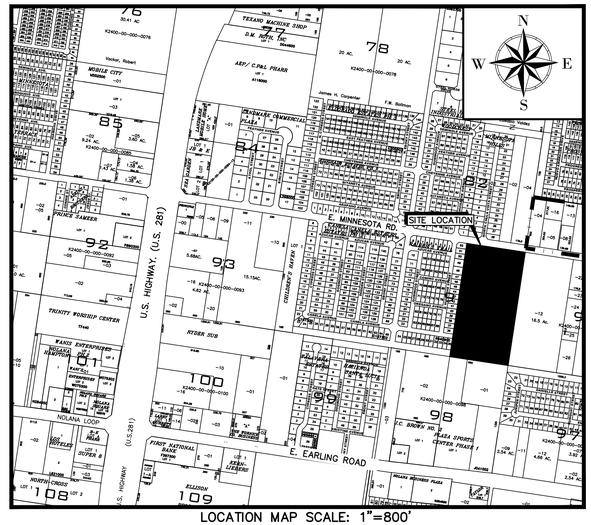
LEGEND

●	– FND. 1/2" IRON ROD W/ NO CAP.
○	– SET 1/2" IRON ROD W/CAP STAMPED "SAMES"
	– SET PK. NAIL
	– FND. 5/8" IRON ROD
▲	– FND. COTTON PICKER SPINDLE
△	– SET COTTON PICKER SPINDLE
	– ON–SITE BENCHMARK
R.O.W.	– RIGHT OF WAY
FND.	– FOUND
M.R.H.C.	– MAP RECORDS OF HIDALGO COUNTY
H.C.O.R.	– HIDALGO COUNTY OFFICIAL RECORDS
H.C.I.D.	– HIDALGO COUNTY IRRIGATION DISTRICT
N.A.W.S.C.	– NORTH ALAMO WATER SUPPLY CORPORATION
C.O.P.	– CITY OF PHARR
P.O.C.	– POINT OF COMMENCEMENT
P.O.B.	– POINT OF BEGINNING
D.E.	– DRAINAGE EASEMENT
E.E.	– ELECTRICAL EASEMENT
U.E.	– UTILITY EASEMENT
P.E.	– PERPETUAL EASEMENT
X.E.	– EXCLUSIVE EASEMENT
X.P.E.	– EXCLUSIVE PERPETUAL EASEMENT
EXIST.	– EXISTING
PROP.	– PROPOSED

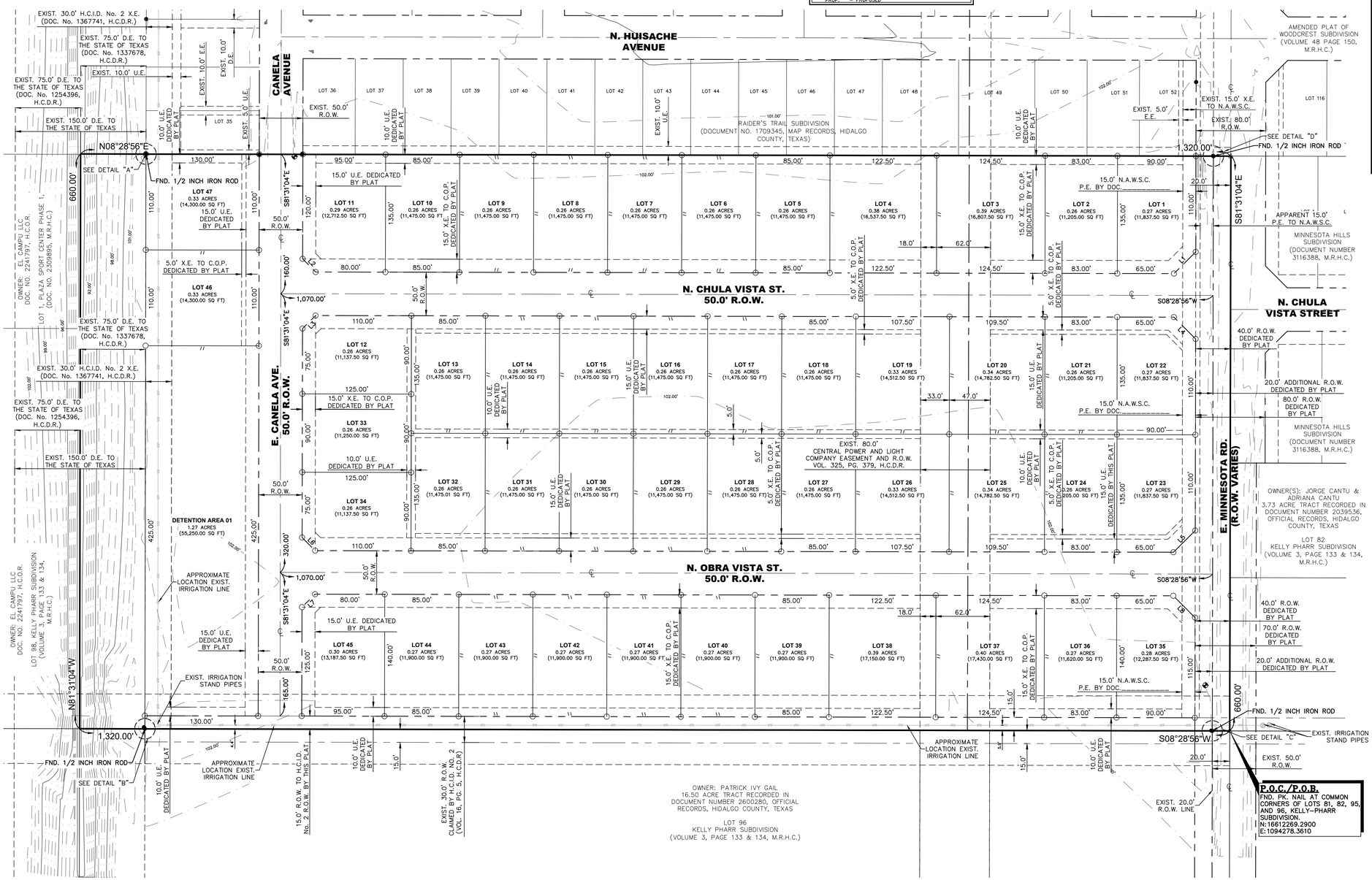
SURVEY NOTES:

1. BASIS OF BEARING AS PER THE CENTERLINE OF MINNESOTA ROAD, KELLY PHARR SUBDIVISION, AS PER THE MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134 MAP RECORDS OF HIDALGO COUNTY, TEXAS.
2. ALL COORDINATES, BEARINGS, AND DISTANCES, ARE BASED ON THE TEXAS COORDINATE SYSTEM, (NAD 83), TEXAS STATE PLANES, SOUTH ZONE (4205) ADJUSTMENT OF 2011, US SURVEY FEET, GRID BEARINGS AND DISTANCES SHOWN IN PARENTHESIS ARE BASED ON RECORDED DOCUMENT.
3. ALL HORIZONTAL CONTROL ON THIS PROJECT WAS ESTABLISHED UTILIZING RTK GPS METHODS.
4. THE SURVEY WAS COMPLETED WITHOUT THE BENEFIT OF AN ABSTRACT OF TITLE. THERE MAY BE EASEMENTS OR OTHER MATTERS THAT ARE NOT SHOWN.
5. SUBJECT TO THE SUBDIVISION RULES AND REGULATIONS OF THE COUNTY OF HIDALGO AND/OR ORDINANCES OR GOVERNMENTAL REGULATIONS OF THE CITY IN WHICH THE PROPERTY MAY BE LOCATED OR HOLDING EXTRA TERRITORIAL JURISDICTION OF SAID PROPERTY.

Parcel Line Table		
Line #	Length	Direction
L1	35.36'	N36°31'04"W
L2	21.21'	N53°28'56"E
L3	21.21'	N36°31'04"W
L4	35.36'	N53°28'56"E
L5	35.36'	S36°31'04"E
L6	21.21'	S53°28'56"W
L7	21.21'	N36°31'04"W
L8	35.36'	N53°28'56"E



LOCATION MAP SCALE: 1"=800'



ACME SQUARE SUBDIVISION

BEING 20.00 ACRE (871,200.00 SQ. FT.) GROSS, 18.56 ACRE (808,500.00 SQ. FT.) NET. TRACT OF LAND OUT OF LOT 95, KELLY PHARR SUBDIVISION, AN ADDITION TO THE CITY OF PHARR, HIDALGO COUNTY, TEXAS, AS PER MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134, MAP RECORDS, HIDALGO COUNTY, TEXAS, THEREOF CONVEYED TO MECA INVESTMENT INC., AS PER GENERAL WARRANTY DEED THEREOF RECORDED IN DOCUMENT NUMBER 3546073, DEED RECORDS, HIDALGO COUNTY, TEXAS.

METES AND BOUNDS

BEING 20.00 ACRES OF LAND (871,200.00 SQUARE FEET) CONVEYED TO MECA INVESTMENT INC, RECORDED IN DOCUMENT NUMBER 3546073, OFFICIAL RECORDS, HIDALGO COUNTY TEXAS, OUT OF LOT 95, KELLY PHARR SUBDIVISION, AS PER MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134, MAP RECORDS OF HIDALGO COUNTY, TEXAS; SAID 20.00 ACRES OF LAND (871,200.00 SQUARE FEET), BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS;

COMMENCING AT A FOUND PK NAIL FOR THE COMMON CORNER OF LOTS 81, 82, 95, AND 96, OF SAID KELLY PHARR SUBDIVISION, AND FOR THE COMMON CORNER OF SAID 20.0 ACRE TRACT CONVEYED TO MECA INVESTMENT INC., AND A 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, RECORDED IN DOCUMENT NUMBER 2600280, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, BEING THE CENTERLINE OF E. MINNESOTA ROAD (RIGHT OF WAY VARIES), FOR THE SOUTHEAST CORNER AND **POINT OF BEGINNING** OF THE TRACT HEREIN DESCRIBED; (HAVING A STATE PLANE COORDINATE OF X = 1094278.3610 Y = 16612269.2900)

THENCE; SOUTH 08 DEG. 28 MIN. 56 SEC. WEST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, AND THE COMMON LINE FOR LOT 95 AND 96, OF SAID KELLY PHARR SUBDIVISION, AT A DISTANCE OF 20.00 FEET PASSING A FOUND 1/2 INCH IRON ROD WITH CAP STAMPED "RPLS 4856" FROM WHICH A FOUND 1/2 INCH IRON ROD WITH PLASTIC CAP STAMPED "SAMES" WHICH BEARS SOUTH 20 DEG. 26 MIN. 41 SEC. WEST, A DISTANCE OF 1.12 FEET, CONTINUING TO A DISTANCE OF 1245.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FROM WHICH A FOUND 1/2 INCH IRON ROD WITH PLASTIC CAP STAMPED "SAMES" WHICH BEARS SOUTH 66 DEG. 29 MIN. 09 SEC. WEST A DISTANCE OF 2.10 FEET, PASSING THE NORTH LINE OF A 75.00 FEET DRAINAGE EASEMENT CONVEYED TO STATE OF TEXAS, RECORDED IN DOCUMENT NUMBER 1337678, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL OF DISTANCE OF 1320.00 FEET TO A POINT FOR THE COMMON CORNER OF LOTS 95, 96, 97, AND 98, OF SAID KELLY PHARR SUBDIVISION, AND THE COMMON CORNER OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, AND THE NORTHEAST CORNER OF LOT 98, OF SAID KELLY PHARR SUBDIVISION, CONVEYED TO EL CAMPU LLC. RECORDED IN DOCUMENT NUMBER 2241797, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, FOR THE SOUTHEAST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE; NORTH 81 DEG. 31 MIN. 04 SEC. WEST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND THE NORTH LINE LOT 98, OF SAID KELLY PHARR SUBDIVISION, CONVEYED TO EL CAMPU LLC. AT A DISTANCE OF 459.55 FEET PASS THE EAST LINE OF LOT 1, PLAZA SPORT CENTER PHASE 1, RECORDED IN DOCUMENT NUMBER 2309895, MAP RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL DISTANCE OF 660.00 FEET TO A POINT FOR THE COMMON CORNER OF SAID LOT 1, OF SAID PLAZA SPORT CENTER PHASE 1, AND THE EAST LINE OF RAIDER'S TRAIL SUBDIVISION, RECORDED IN DOCUMENT NUMBER 1709345, MAP RECORDS, HIDALGO COUNTY, TEXAS FOR THE SOUTHWEST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE, NORTH 08 DEG. 28 MIN. 56 SEC. EAST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND THE EAST LINE OF SAID RAIDER'S TRAIL SUBDIVISION; AT A DISTANCE OF 75.00 FEET PASSING A FOUND IRON ROD FOR THE NORTH LINE OF SAID DRAINAGE EASEMENT CONVEYED TO STATE OF TEXAS, CONTINUING TO A DISTANCE OF 205.00 FEET PASSING THE NORTHEAST CORNER OF LOT 35, OF SAID RAIDER'S TRAIL SUBDIVISION, AND SOUTH RIGHT OF WAY LINE OF E. CANELA AVENUE (HAVING A 50.0 FEET OF RIGHT OF WAY), CONTINUING TO A DISTANCE OF 255.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FOR THE SOUTHEAST CORNER OF LOT 36 OF SAID OF SAID RAIDER'S TRAIL SUBDIVISION AND THE NORTH RIGHT OF WAY LINE OF SAID CANELA AVENUE, CONTINUING TO A DISTANCE OF 1300.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FOR THE SOUTH RIGHT OF WAY LINE SAID MINNESOTA ROAD, CONTINUING TO A TOTAL DISTANCE OF 1320.00 FEET TO A FOUND PK NAIL, FOR THE COMMON CORNER SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID RAIDER'S TRAIL SUBDIVISION, AND THE SOUTH LINE OF MINNESOTA HILLS SUBDIVISION RECORDED IN DOCUMENT NUMBER 3116388, MAP RECORDS, HIDALGO COUNTY, TEXAS, AND THE CENTERLINE OF SAID E. MINNESOTA ROAD, FOR THE NORTHWEST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE, SOUTH 81 DEG. 31 MIN. 04 SEC. EAST, ALONG THE COMMON LINE SAID 20.0 ACRE TRACT CONVEYED TO MECA INVESTMENT INC., AND THE SOUTH LINE OF SAID MINNESOTA HILLS SUBDIVISION, AT A DISTANCE OF 352.60 FEET PASSING THE SOUTHWEST CORNER OF A 3.73 ACRE TRACT CONVEYED TO CANTU JORGE AND ADRIANAM RECORDED IN DOCUMENT NUMBER 2039536, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A DISTANCE OF 484.00 FEET PASSING THE SOUTHWEST CORNER OF A 5.0 ACRE TRACT CONVEYED TO ALANIS ESTANISLADO AND DIVINA RECORDED IN DOCUMENT NUMBER 3250075, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL DISTANCE OF 660.00 FEET TO THE POINT OF BEGINNING, CONTAINING 20.00 ACRES OF LAND (871,200.00 SQUARE FEET) WITHIN THIS METES AND BOUNDS DESCRIPTION.

SHEET: 01 OF 02
DATE OF PREPARATION: November 2025
REGISTRATION # F–10602

PRINCIPAL CONTACTS:

	NAME	ADDRESS	CITY & ZIP	PHONE	FAX
OWNER:	MECA INVESTMENT INC. EFRAIN AGUSTIN – PRESIDENT	5009 N. CYPRESS STREET	PHARR, TEXAS 78516	(956) 404–5818	
ENGINEER:	SAUL D. MALDONADO P.E.	200 S. 10TH ST., SUITE 1500	McALLEN, TX 78501	(956) 702–8880	(956) 702–8883
SURVEYOR:	SAMUEL DAVID MALDONADO, R.P.L.S.	200 S. 10TH ST., SUITE 1500	McALLEN, TX 78501	(956) 702–8880	(956) 702–8883

SAMES
200 S. 10TH ST. SUITE 1500. TEL. (956) 702–8880
McALLEN, TEXAS 78501 FAX: (956) 702–8883
TEX. REG. ENGINEERING FIRM F–10602
TEX. REG. SURVEYING FIRM No. 101416–00

GENERAL NOTES:

1. FLOOD ZONE CLASSIFICATION: "B" – AREAS BETWEEN LIMITS OF THE 100–YEAR AND 500–YEAR FLOOD; OR CERTAIN AREAS SUBJECT TO 100–YEAR FLOODING WITH AVERAGE DEPTHS LESS THAN ONE (1) FOOT OR WHERE THE CONTRIBUTING DRAINAGE AREA IS LESS THAN ONE SQUARE MILE; OR AREA PROTECTED BY LEVEES FROM THE BASE FLOOD.
COMMUNITY–PANEL NUMBER: 480334 0425 C
MAP REVISED: DATE: NOVEMBER 16, 1982

2. BENCHMARK: CITY OF PHARR BM#61, A FOUND ALUMINUM DISK MONUMENT, LOCATED APPROXIMATELY 1,341 FEET EAST FROM THE NORTHEAST CORNER OF ACME SQUARE SUBDIVISION. LYING ON THE NORTH R.O.W. OF E. MINNESOTA ROAD. HAVING A COORDINATE OF N:16612085.5830 E:1095606.3830 AND A ELEVATION OF 102.293'

3. MINIMUM SETBACKS PER CITY ORDINANCE.

4. ALL INTERIOR LOT CORNERS WILL BE MARKED BY A SET 1/2 INCH IRON ROD WITH PLASTIC CAP STAMPED SAMES.

5. MINIMUM FINISH FLOOR NOTE:
MINIMUM FINISH FLOOR ELEVATION SHALL BE 18 INCHES ABOVE ADJACENT TOP OF CURB OR CROWN OF ROAD, WHICHEVER IS GREATER.

6. NO STRUCTURE SHALL BE PERMITTED OVER ANY EASEMENT. EASEMENTS SHALL BE KEPT CLEAR OF BUILDINGS, SHEDS, SHRUBS, TREES, AND OTHER PLANTINGS (EXCEPT LOW, LESS THAN 18 INCHES MATURE HEIGHT, GROUND COVER, GRASS, OR FLOWERS) AND OTHER OBSTRUCTIONS THAT WOULD INTERFERE WITH THE OPERATIONS AND MAINTENANCE OF THE EASEMENT.

7. STORM WATER DETENTION IS REQUIRED FOR THIS PROPERTY. THE ENGINEER OF RECORD FOR THIS SUBDIVISION PLAT HAS ESTIMATED THAT AN AREA OF APPROXIMATELY 0.77–ACRES AND A VOLUME OF 4.67–ACRE FEET (203,676 CUBIC FEET) WILL BE REQUIRED FOR THIS USE. THIS IS AN ESTIMATE ONLY AND DETAILED ANALYSIS MAY BE REVEAL DIFFERENT REQUIREMENTS. NO BUILDING PERMIT SHALL BE ISSUED FOR THIS PLATTED PROPERTY UNTIL A STORM WATER DETENTION SYSTEM HAS BEEN APPROVED BY THE CITY OF PHARR FOR THIS COMMERCIAL DEVELOPMENT.

8. EROSION AND SEDIMENT CONTROL DURING CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE TEXAS POLLUTION DISCHARGE ELIMINATION SYSTEM (TPDES).

9. A 5' SIDEWALK WITH ADA RAMPS AND LANDING SHALL BE CONSTRUCTED ALONG THE FRONT OF RESIDENTIAL LOTS AT THE ISSUANCE OF A BUILDING PERMIT.

10. A 5' WITH ADA RAMPS AND LANDING ALONG W. MINNESOTA RD. WILL BE CONSTRUCTED BY DEVELOPER AT SUBDIVISION CONSTRUCTION STAGE.

11. NO DRIVEWAYS SHALL BE PERMITTED FOR LOTS ALONG E. MINNESOTA RD.

12. ENFORCEMENT OF ALL PLAT NOTES AND DEDICATIONS SHALL BE THE RESPONSIBILITY OF THE AGENCY OR ENTITY TO WHOM THE DEDICATION IS GRANTED.

13. LANDSCAPING AS PER CITY OF PHARR ORDINANCE.

14. ADDITIONAL FIRE PROTECTION MAY BE REQUIRED DURING THE BUILDING PERMIT PHASE IN ORDER TO PROVIDE ANY ADDITIONAL FIRE PROTECTION REQUIREMENTS.

15. OWNER(S) AND/OR HOA TO MAINTAIN R.O.W. AND PERIMETER OF ENTIRE SUBDIVISION. PEDESTRIAN GATE MAY BE ALLOWED FOR MAINTENANCE OF PERIMETER.

16. OWNER(S) AND/OR HOA TO MAINTAIN DETENTION AREA.

17. CROSSINGS WITH HIDALGO COUNTY IRRIGATION DISTRICT No. 2' 30–FOOT EASEMENTS HAVE BEEN PERMITTED FOR WATER, STREET, AND STORM DRAIN. CROSSING PERMIT NUMBERS FOR EACH UTILITY ARE AS FOLLOWS: WATER (25–0421–002), STREET (25–0421–001), AND STORM DRAIN (22–1227–001).

SURVEY NOTES:

1. BASIS OF BEARING AS PER THE CENTERLINE OF MINNESOTA ROAD, KELLY PHARR SUBDIVISION, AS PER THE MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134 MAP RECORDS OF HIDALGO COUNTY, TEXAS.

2. ALL COORDINATES, BEARINGS, AND DISTANCES, ARE BASED ON THE TEXAS COORDINATE SYSTEM, (NAD 83), TEXAS STATE PLANES, SOUTH ZONE (4205) ADJUSTMENT OF 2011, US SURVEY FEET, GRID. BEARINGS AND DISTANCES SHOWN IN PARENTHESIS ARE BASED ON RECORDED DOCUMENT.

3. ALL HORIZONTAL CONTROL ON THIS PROJECT WAS ESTABLISHED UTILIZING RTK GPS METHODS.

4. THE SURVEY WAS COMPLETED WITHOUT THE BENEFIT OF AN ABSTRACT OF TITLE. THERE MAY BE EASEMENTS OR OTHER MATTERS THAT ARE NOT SHOWN.

5. SUBJECT TO THE SUBDIVISION RULES AND REGULATIONS OF THE COUNTY OF HIDALGO AND/OR ORDINANCES OR GOVERNMENTAL REGULATIONS OF THE CITY IN WHICH THE PROPERTY MAY BE LOCATED OR HOLDING EXTRA TERRITORIAL JURISDICTION OF SAID PROPERTY.

RIGHT OF WAY EASEMENT

KNOW ALL MEN BY THESE PRESENTS, THAT THE UNDERSIGNED OWNERS SHOWN ON THIS PLAT, THEIR SUCCESSORS, ASSIGNS, AND TRANSFEREES (HEREIN CALLED "GRANTOR" WHETHER ON ONE OR MORE PERSONS ARE NAMED), IN CONSIDERATION OF ONE DOLLAR ($1.00) AND OTHER GOOD AND VALUABLE CONSIDERATION PAID BY NORTH ALAMO WATER SUPPLY CORPORATION, (HEREINAFTER CALLED "GRANTEE", THE RECEIPT AND SUFFICIENCY OF WHICH IS HEREBY ACKNOWLEDGED, DOES HEREBY GRANT, BARGAIN, SELL, TRANSFER AND CONVEY TO SAID GRANTEE, ITS SUCCESSORS, AND ASSIGNS, AN EXCLUSIVE PERPETUAL EASEMENT WITH THE RIGHT TO ERECT, CONSTRUCT INSTALL AND THEREAFTER USE, OPERATE, INSPECT, REPAIR MAINTAIN, REPLACE, AND REMOVE WATER DISTRIBUTION LINES AND APPURTENANCES OVER AND ACROSS THE LANDS SHOWN ON THIS PLAT TOGETHER WITH THE RIGHT OF INGRESS AND EGRESS OVER GRANTOR'S ADJACENT LANDS OF THE PURPOSE FOR WHICH THE ABOVE MENTIONED RIGHTS ARE GRANTED. THE EASEMENT HEREBY GRANTED SHALL NOT EXCEED 15' WIDTH, AND GRANTEE IS HEREBY AUTHORIZED TO DESIGNATE THE COURSE OF THE EASEMENT HEREIN CONVEYED EXCEPT THAT WHEN THE PIPELINE(S) IS INSTALLED, THE EASEMENT HEREIN GRANTED SHALL BE LIMITED TO A STRIP OF LAND 15' IN WIDTH , THE CENTER LINE THEREOF BEING THE PIPELINE INSTALLED.

IN THE EVENT THE EASEMENT HEREBY GRANTED ABUTS ON A PUBLIC ROAD AND THE CITY, COUNTY OR STATE HEREAFTER WIDENS OR RELOCATED THE PUBLIC ROAD SO AS TO REQUIRE THE RELOCATION OF THIS WATER LINE AS INSTALLED, GRANTOR FURTHER GRANTS TO GRANTEE AN ADDITIONAL EASEMENT OVER AND ACROSS THE LAND SHOWN ON THIS PLAT FOR THE PURPOSE OF LATERALLY RELOCATED SAID WATER LINE AS MAY BE NECESSARY TO CLEAR THE ROAD IMPROVEMENTS, WHICH EASEMENT HEREBY GRANTED SHALL BE LIMITED TO A STRIP OF LAND 15' IN WIDTH, THE CENTER LINE THEREOF BEING THE PIPELINE AS RELOCATED.

THE CONSIDERATION RECITED HEREIN SHALL CONSTITUTE PAYMENT IN FULL FOR ALL DAMAGES SUSTAINED BY GRANTOR IN THE INSTALLATION, MAINTENANCE, REPAIR, REPLACEMENT AND RELOCATION OF THE STRUCTURES REFERRED TO HEREIN. THUS AGREEMENT TOGETHER WITH OTHER PROVISIONS OF THIS GRANT SHALL CONSTITUTE AN EASEMENT FOR THE BENEFIT OF THE GRANTEE, ITS SUCCESSORS AND ASSIGNS. THE GRANTOR COVENANTS THAT IS THE OWNER OF THE ABOVE–DESCRIBED LANDS AND THAT SAID LANDS ARE FREE AND CLEAR OF ALL ENCUMBRANCES AND LIENS EXCEPT THE FOLLOWING:

THE EASEMENT CONVEYED HEREIN WAS OBTAINED OR IMPROVED THROUGH FEDERAL FINANCIAL ASSISTANCE. THIS EASEMENT IS SUBJECT TO THE PROVISIONS OF TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 AND THE REGULATIONS ISSUED PURSUANT THEREOF FOR DO LONG AS THE EASEMENT CONTINUED TO BE USED FOR THE SAME OR SIMILAR PURPOSE FOR WHICH FINANCIAL ASSISTANCE WAS EXTENDED OR FOR SO LONG AS TEH GRANTEE OWNS IT, WHICHEVER IS LONGER.

IN WITNESS WHEREOF THE SAID GRANTOR EXECUTED THIS INSTRUMENT THIS ___ DAY OF _____ 20__.

MECA INVESTMENTS, INC. DATE
EFRAIN AGUSTIN – PRESIDENT
5009 N. CYPRESS STREET
PHARR, TEXAS 78516
HIDALGO COUNTY, TEXAS

STATE OF TEXAS
COUNTY OF HIDALGO

BEFORE ME, THE UNDERSIGNED NOTARY PUBLIC, ON THIS DAY PERSONALLY APPEARED, MECA INVESTMENT INC., EFRAIN AGUSTIN – PRESIDENT, PROVED TO ME THROUGH THEIR TEXAS DEPARTMENT OF PUBLIC SAFETY DRIVER LICENSE TO BE THE PERSONS WHOSE NAMES ARE SUBSCRIBED TO THE FOREGOING INSTRUMENT, WHO, BEING BY ME FIRST DULY SWORN, DECLARED THAT THE STATEMENTS THEREIN ARE TRUE AND CORRECT AND ACKNOWLEDGED THAT THEY EXECUTED THE SAME FOR THE PURPOSE AND CONSIDERATION THEREBY EXPRESSED.

GIVEN UNDER MY HAND AND SEAL OF OFFICE THIS ___ DAY OF _____, 20__.

NOTARY PUBLIC, HIDALGO COUNTY, TEXAS

MAYOR'S CERTIFICATION

I, THE UNDERSIGNED, MAYOR OF THE CITY OF PHARR, HEREBY CERTIFY THAT THIS SUBDIVISION PLAT CONFORMS TO ALL REQUIREMENTS OF THE SUBDIVISION REGULATIONS OF THIS CITY WHEREIN MY APPROVAL IS REQUIRED.

ATTEST:

DR. AMBROSIO HERNANDEZ DATE — CITY CLERK DATE
MAYOR, CITY OF PHARR

STATE OF TEXAS
COUNTY OF HIDALGO

WE, THE UNDERSIGNED, OWNERS OF THE LAND SHOWN ON THIS PLAT, AND DESIGNATED HEREIN AS "ACME SQUARE SUBDIVISION" TO THE CITY OF PHARR, TEXAS, AND THOSE NAMES ARE SUBSCRIBED HERETO, HEREBY DEDICATE TO THE USE OF THE PUBLIC ALL STREETS, ALLEYS, PARKS, WATER COURSES, DRAINS, EASEMENTS, AND PUBLIC PLACES THEREON SHOWN FOR THE PURPOSES AND CONSIDERATIONS THEREIN EXPRESSED.

MECA INVESTMENTS, INC. DATE
EFRAIN AGUSTIN – PRESIDENT
5009 N. CYPRESS STREET
PHARR, TEXAS 78516
HIDALGO COUNTY, TEXAS

STATE OF TEXAS
COUNTY OF HIDALGO

BEFORE ME, THE UNDERSIGNED NOTARY PUBLIC, ON THIS DAY PERSONALLY APPEARED, MECA INVESTMENT INC., EFRAIN AGUSTIN – PRESIDENT, PROVED TO ME THROUGH THEIR TEXAS DEPARTMENT OF PUBLIC SAFETY DRIVER LICENSE TO BE THE PERSONS WHOSE NAMES ARE SUBSCRIBED TO THE FOREGOING INSTRUMENT, WHO, BEING BY ME FIRST DULY SWORN, DECLARED THAT THE STATEMENTS THEREIN ARE TRUE AND CORRECT AND ACKNOWLEDGED THAT THEY EXECUTED THE SAME FOR THE PURPOSE AND CONSIDERATION THEREBY EXPRESSED.

GIVEN UNDER MY HAND AND SEAL OF OFFICE THIS ___ DAY OF _____, 20__.

NOTARY PUBLIC, HIDALGO COUNTY, TEXAS

HIDALGO COUNTY IRRIGATION DISTRICT No. 2

THIS PLAT IS HEREBY APPROVED BY THE HIDALGO COUNTY IRRIGATION DISTRICT No. 2 ON THIS THE ___ DAY OF _____, 20__.

NO IMPROVEMENTS OF ANY KIND (INCLUDING WITHOUT LIMITATION, TREES, FENCES AND BUILDINGS) SHALL BE PLACED UPON HIDALGO COUNTY IRRIGATION DISTRICT No. 2 RIGHTS OF WAY OR EASEMENTS.

ATTEST:

PRESIDENT — SECRETARY

APPROVED BY HIDALGO COUNTY DRAINAGE DISTRICT NO. 1:

HIDALGO COUNTY DRAINAGE DISTRICT No. 1 HEREBY CERTIFIES THAT THE DRAINAGE PLANS FOR THIS SUBDIVISION COMPLY WITH THE MINIMUM STANDARDS OF THE DISTRICT ADOPTED UNDER THE TEXAS WATER CODE 49.211(C). THE DISTRICT HAS NOT REVIEWED AND DOES NOT CERTIFY THAT THE DRAINAGE STRUCTURES DESCRIBED ARE APPROPRIATE FOR THE SPECIFIC SUBDIVISION BASED ON GENERALLY ACCEPTED ENGINEERING CRITERIA. IT IS THE RESPONSIBILITY OF THE DEVELOPER AND HIS ENGINEER TO MAKE THEIR DETERMINATIONS.

HIDALGO COUNTY DRAINAGE DISTRICT No. 1

RAUL E. SESIN, P.E. DATE
GENERAL MANAGER

PLANNING & ZONING COMMISSION CERTIFICATION

I, THE UNDERSIGNED, CHAIRMAN OF THE PLANNING AND ZONING COMMISSION OF THE CITY OF PHARR, HEREBY CERTIFY THAT THIS SUBDIVISION PLAT CONFORMS TO ALL REQUIREMENTS OF THE SUBDIVISION REGULATIONS OF THIS CITY WHEREIN MY APPROVAL IS REQUIRED.

APPROVED THIS THE _____ DAY OF _____, 20_____.

DANNY WYLIE
CHAIRMAN–PLANNING AND ZONING COMMISSION

STATE OF TEXAS
COUNTY OF HIDALGO

I, THE UNDERSIGNED, A REGISTERED PROFESSIONAL ENGINEER IN THE STATE OF TEXAS, DO HEREBY CERTIFY THAT PROPER ENGINEERING CONSIDERATION HAVE BEEN GIVEN TO THIS PLAT.

SAUL D. MALDONADO NO. 100320 DATE

STATE OF TEXAS
COUNTY OF HIDALGO

I, THE UNDERSIGNED, A REGISTERED PROFESSIONAL LAND SURVEYOR IN THE STATE OF TEXAS, DO HEREBY CERTIFY THAT THIS PLAT IS TRUE AND CORRECT, AND WAS MADE AND PREPARED FROM AN ACTUAL SURVEY OF THE PROPERTY DONE ON THE GROUND UNDER MY SUPERVISION.

STATE OF TEXAS REGISTERED SAMUEL D. MALDONADO 6027 PROFESSIONAL LAND SURVEYOR

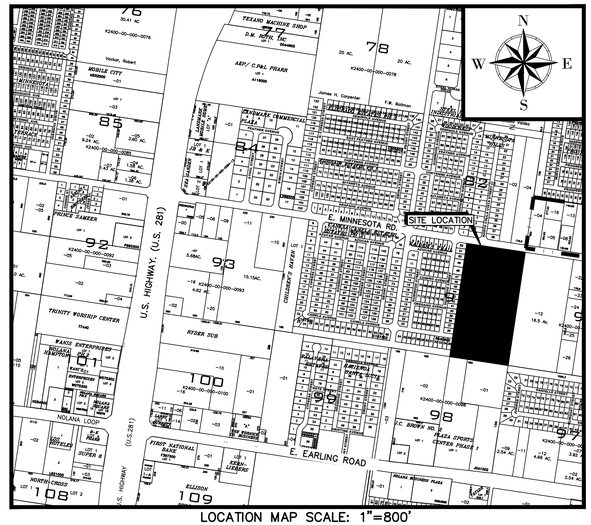
SAMUEL DAVID MALDONADO, R.P.L.S. NO. 6027 DATE

FILED FOR RECORD IN HIDALGO COUNTY
ARTURO GUAJARDO JR.
HIDALGO COUNTY CLERK

ON: _____ AT _____ AM/PM.

INSTRUMENT NUMBER_____
OF MAP RECORD OF HIDALGO COUNTY TEXAS.

BY: _____ DEPUTY.



LOCATION MAP SCALE: 1"=800'

ACME SQUARE SUBDIVISION

BEING 20.00 ACRE (871,200.00 SQ. FT.) GROSS, 18.56 ACRE (808,500.00 SQ. FT.) NET. TRACT OF LAND OUT OF LOT 95, KELLY PHARR SUBDIVISION, AN ADDITION TO THE CITY OF PHARR, HIDALGO COUNTY, TEXAS, AS PER MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134, MAP RECORDS, HIDALGO COUNTY, TEXAS, THEREOF CONVEYED TO MECA INVESTMENT INC., AS PER GENERAL WARRANTY DEED THEREOF RECORDED IN DOCUMENT NUMBER 3546073, DEED RECORDS, HIDALGO COUNTY, TEXAS.

METES AND BOUNDS

BEING 20.00 ACRES OF LAND (871,200.00 SQUARE FEET) CONVEYED TO MECA INVESTMENT INC, RECORDED IN DOCUMENT NUMBER 3546073, OFFICIAL RECORDS, HIDALGO COUNTY TEXAS, OUT OF LOT 95, KELLY PHARR SUBDIVISION, AS PER MAP OR PLAT THEREOF RECORDED IN VOLUME 3, PAGE 133–134, MAP RECORDS OF HIDALGO COUNTY, TEXAS; SAID 20.00 ACRES OF LAND (871,200.00 SQUARE FEET), BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS;

COMMENCING AT A FOUND PK NAIL FOR THE COMMON CORNER OF LOTS 81, 82, 95, AND 96, OF SAID KELLY PHARR SUBDIVISION, AND FOR THE COMMON CORNER OF SAID 20.0 ACRE TRACT CONVEYED TO MECA INVESTMENT INC., AND A 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, RECORDED IN DOCUMENT NUMBER 2600280, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, BEING THE CENTERLINE OF E. MINNESOTA ROAD (RIGHT OF WAY VARIES), FOR THE SOUTHEAST CORNER AND **POINT OF BEGINNING** OF THE TRACT HEREIN DESCRIBED; (HAVING A STATE PLANE COORDINATE OF X = 1094278.3610 Y = 16612269.2900)

THENCE; SOUTH 08 DEG. 28 MIN. 56 SEC. WEST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, AND THE COMMON LINE FOR LOT 95 AND 96, OF SAID KELLY PHARR SUBDIVISION, AT A DISTANCE OF 20.00 FEET PASSING A FOUND 1/2 INCH IRON ROD WITH CAP STAMPED "RPLS 4856" FROM WHICH A FOUND 1/2 INCH IRON ROD WITH PLASTIC CAP STAMPED "SAMES" WHICH BEARS SOUTH 20 DEG. 26 MIN. 41 SEC. WEST, A DISTANCE OF 1.12 FEET, CONTINUING TO A DISTANCE OF 1245.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FROM WHICH A FOUND 1/2 INCH IRON ROD WITH PLASTIC CAP STAMPED "SAMES" WHICH BEARS SOUTH 66 DEG. 29 MIN. 09 SEC. WEST A DISTANCE OF 2.10 FEET, PASSING THE NORTH LINE OF A 75.00 FEET DRAINAGE EASEMENT CONVEYED TO STATE OF TEXAS, RECORDED IN DOCUMENT NUMBER 1337878, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL OF DISTANCE OF 1320.00 FEET TO A POINT FOR THE COMMON CORNER OF LOTS 95, 96, 97, AND 98, OF SAID KELLY PHARR SUBDIVISION, AND THE COMMON CORNER OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID 16.50 ACRE TRACT CONVEYED TO PATRICK IVY GAIL, AND THE NORTHEAST CORNER OF LOT 98, OF SAID KELLY PHARR SUBDIVISION, CONVEYED TO EL CAMPU LLC. RECORDED IN DOCUMENT NUMBER 2241797, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, FOR THE SOUTHEAST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE; NORTH 81 DEG. 31 MIN. 04 SEC. WEST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND THE NORTH LINE LOT 98, OF SAID KELLY PHARR SUBDIVISION, CONVEYED TO EL CAMPU LLC. AT A DISTANCE OF 459.55 FEET PASS THE EAST LINE OF LOT 1, PLAZA SPORT CENTER PHASE 1, RECORDED IN DOCUMENT NUMBER 2309895, MAP RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL DISTANCE OF 660.00 FEET TO A POINT FOR THE COMMON CORNER OF SAID LOT 1, OF SAID PLAZA SPORT CENTER PHASE 1, AND THE EAST LINE OF RAIDER'S TRAIL SUBDIVISION, RECORDED IN DOCUMENT NUMBER 1709345, MAP RECORDS, HIDALGO COUNTY, TEXAS FOR THE SOUTHWEST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE, NORTH 08 DEG. 28 MIN. 56 SEC. EAST, ALONG THE COMMON LINE OF SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND THE EAST LINE OF SAID RAIDER'S TRAIL SUBDIVISION, AT A DISTANCE OF 75.00 FEET PASSING A FOUND IRON ROD FOR THE NORTH LINE OF SAID DRAINAGE EASEMENT CONVEYED TO STATE OF TEXAS, CONTINUING TO A DISTANCE OF 205.00 FEET PASSING THE NORTHEAST CORNER OF LOT 35, OF SAID RAIDER'S TRAIL SUBDIVISION, AND SOUTH RIGHT OF WAY LINE OF E. CANELA AVENUE (HAVING A 50.0 FEET OF RIGHT OF WAY), CONTINUING TO A DISTANCE OF 255.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FOR THE SOUTHEAST CORNER OF LOT 36 OF SAID OF SAID RAIDER'S TRAIL SUBDIVISION AND THE NORTH RIGHT OF WAY LINE OF SAID CANELA AVENUE, CONTINUING TO A DISTANCE OF 1300.00 FEET PASSING A FOUND 1/2 INCH IRON ROD FOR THE SOUTH RIGHT OF WAY LINE SAID MINNESOTA ROAD, CONTINUING TO A TOTAL DISTANCE OF 1320.00 FEET TO A FOUND PK NAIL, FOR THE COMMON CORNER SAID 20.0 ACRE TRACT CONVEYED TO EFRAIN AGUSTIN AND MARTHA YESENIA MALDONADO, AND OF SAID RAIDER'S TRAIL SUBDIVISION, AND THE SOUTH LINE OF MINNESOTA HILLS SUBDIVISION RECORDED IN DOCUMENT NUMBER 3116388, MAP RECORDS, HIDALGO COUNTY, TEXAS, AND THE CENTERLINE OF SAID E. MINNESOTA ROAD, FOR THE NORTHWEST CORNER OF THE TRACT HEREIN DESCRIBED;

THENCE, SOUTH 81 DEG. 31 MIN. 04 SEC. EAST, ALONG THE COMMON LINE SAID 20.0 ACRE TRACT CONVEYED TO MECA INVESTMENT INC., AND THE SOUTH LINE OF SAID MINNESOTA HILLS SUBDIVISION, AT A DISTANCE OF 352.60 FEET PASSING THE SOUTHWEST CORNER OF A 3.73 ACRE TRACT CONVEYED TO CANTU JORGE AND ADRIANAM RECORDED IN DOCUMENT NUMBER 2039536, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A DISTANCE OF 484.00 FEET PASSING THE SOUTHWEST CORNER OF A 5.0 ACRE TRACT CONVEYED TO ALANIS ESTANISLADO AND DIVINA RECORDED IN DOCUMENT NUMBER 3250075, OFFICIAL RECORDS, HIDALGO COUNTY, TEXAS, CONTINUING TO A TOTAL DISTANCE OF 660.00 FEET TO THE POINT OF BEGINNING, CONTAINING 20.00 ACRES OF LAND (871,200.00 SQUARE FEET) WITHIN THIS METES AND BOUNDS DESCRIPTION.

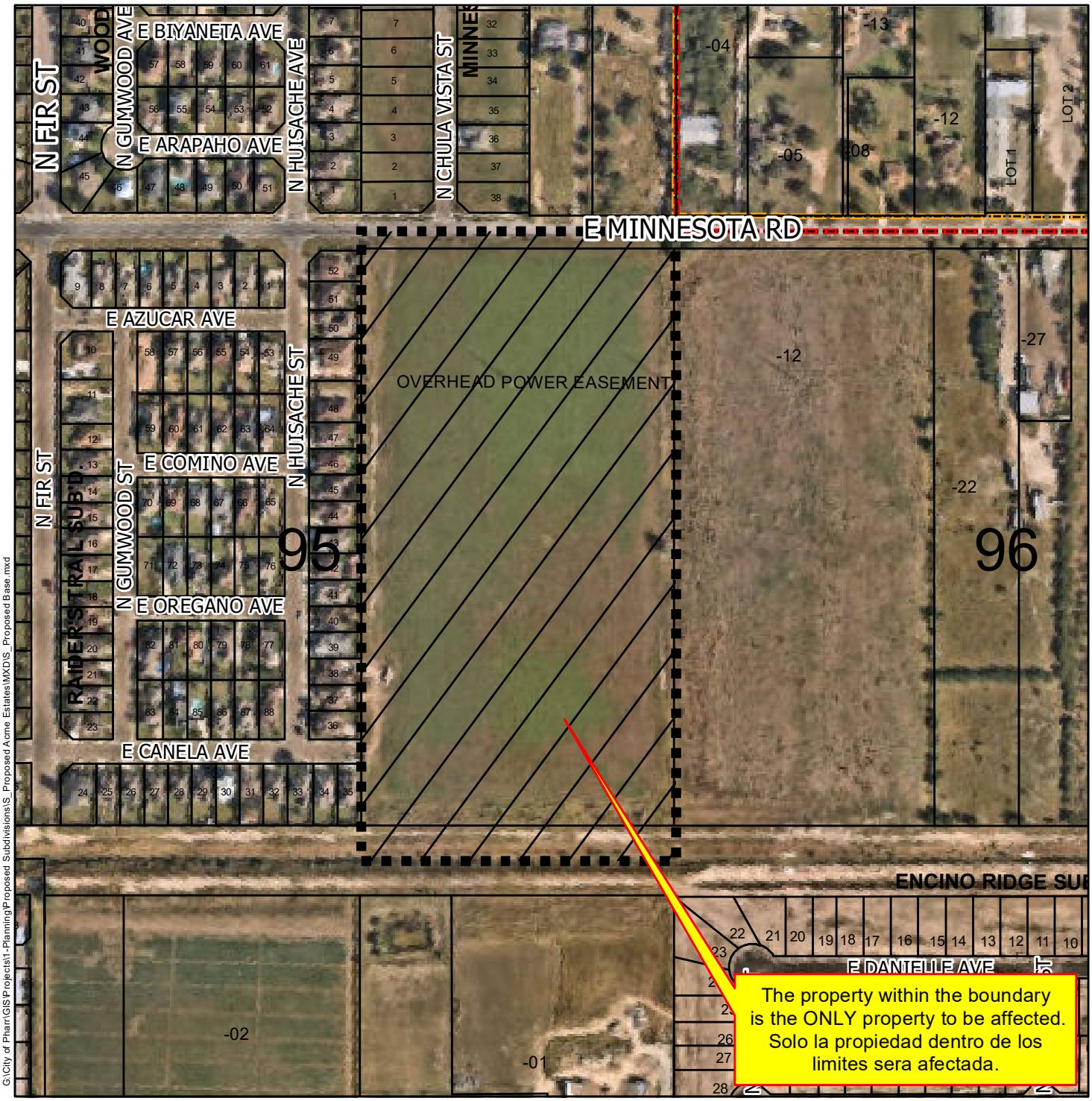
SHEET: 02 OF 02
DATE OF PREPARATION: November 2025
REGISTRATION # F–10602

PRINCIPAL CONTACTS:

	NAME	ADDRESS	CITY & ZIP	PHONE	FAX
OWNER:	MECA INVESTMENT INC. EFRAIN AGUSTIN – PRESIDENT	5009 N. CYPRESS STREET	PHARR, TEXAS 78516	(956) 404–5818	
ENGINEER:	SAUL D. MALDONADO P.E.	200 S. 10TH ST., SUITE 1500	McALLEN, TX 78501	(956) 702–8880	(956) 702–8883
SURVEYOR:	SAMUEL DAVID MALDONADO, R.P.L.S.	200 S. 10TH ST., SUITE 1500	McALLEN, TX 78501	(956) 702–8880	(956) 702–8883

SAMES
200 S. 10TH ST. SUITE 1500. TEL. (956) 702–8880
McALLEN, TEXAS 78501 FAX: (956) 702–8883
TEX. REG. ENGINEERING FIRM F–10602
TEX. REG. SURVEYING FIRM No. 101416–00

Proposed Subdivision
Acme Estates Subdivision
SAMES Engineering



G:\City of Pharr\GIS\Projects\1-Planning\Proposed Subdivisions\S_Proposed Acme Estates\MXD\S_Proposed Base.mxd

- Agricultural Open Space
- Single Family
- Single Family Small Lot
- Residential Multi-Family
- Residential Multi-Family High Density
- Mobile Home
- Townhouse
- HUD Code
- Rail Road R.O.W
- Government Owned
- General Business
- Business District
- Drainage Easement
- Heavy Commercial
- Heavy Industrial
- Limited Industrial
- Neighborhood Commercial
- Office Professional
- PSJA ISD
- Hidalgo ISD
- Valley View ISD
- Planned Unit Development

Scale: 1 inch = 300 feet

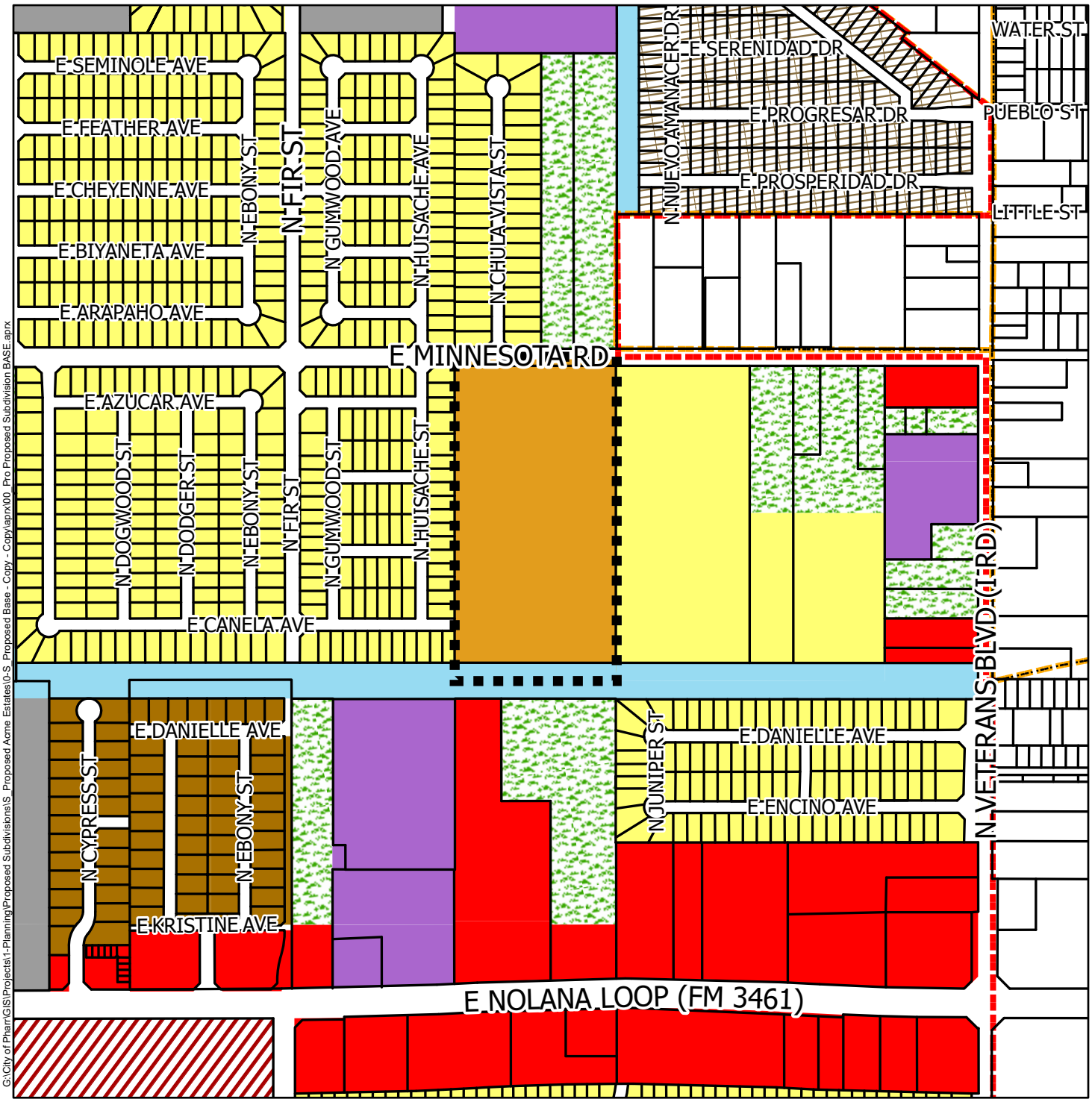
0 150 300 600 900 1,200 Feet

City of Pharr, Texas
Engineering Department
956.702.5355

N W E S

Date: 7/21/2022

Proposed Subdivision
Acme Estates Subdivision
AERIAL



Subject Property
Pharr City Limit
Agricultural Open Space
Single Family
Single Family Small Lot
Residential Multi-Family
Residential Multi-Family High Density
Mobile Home
Townhouse
HUD Code
Rail Road R.O.W
Government Owned
General Business
Business District
Drainage Easement
Heavy Commercial
Heavy Industrial
Limited Industrial
Neighborhood Commercial
Office Professional
PSJA ISD
Hidalgo ISD
Valley View ISD
Planned Unit Development

City of Pharr, Texas
Engineering Department
956.702.5355

Scale: 1:7,000

0 290 580 1,160 1,740 2,320 Feet

N W E S

Date: 11/19/2025

Pharr
Development Services

Site Photo

1000 Block of East Minnesota Road.

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related **to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025

AGENDA MEMORANDUM

BOARD: BOARD OF COMMISSIONERS

AGENDA ITEM #:
DATE SUBMITTED: December 18, 2025
MEETING DATE: December 26, 2025

FROM: Imelda Perez, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular
(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Imelda Perez Created/Initiated - 12/18/2025