

CITY OF PALMVIEW

COMPREHENSIVE PLAN

September 2025

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TABLE OF CONTENTS

COMMUNITY SNAPSHOT.....2
VISION & GUIDING PRINCIPLES.....34
LAND USE AND DEVELOPMENT.....50
HOUSING & NEIGHBORHOODS.....68
INFRASTRUCTURE, PUBLIC FACILITIES, AND SERVICES.....86
IMPLEMENTATION.....106


PALMVIEW
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1 COMMUNITY SNAPSHOT

Context

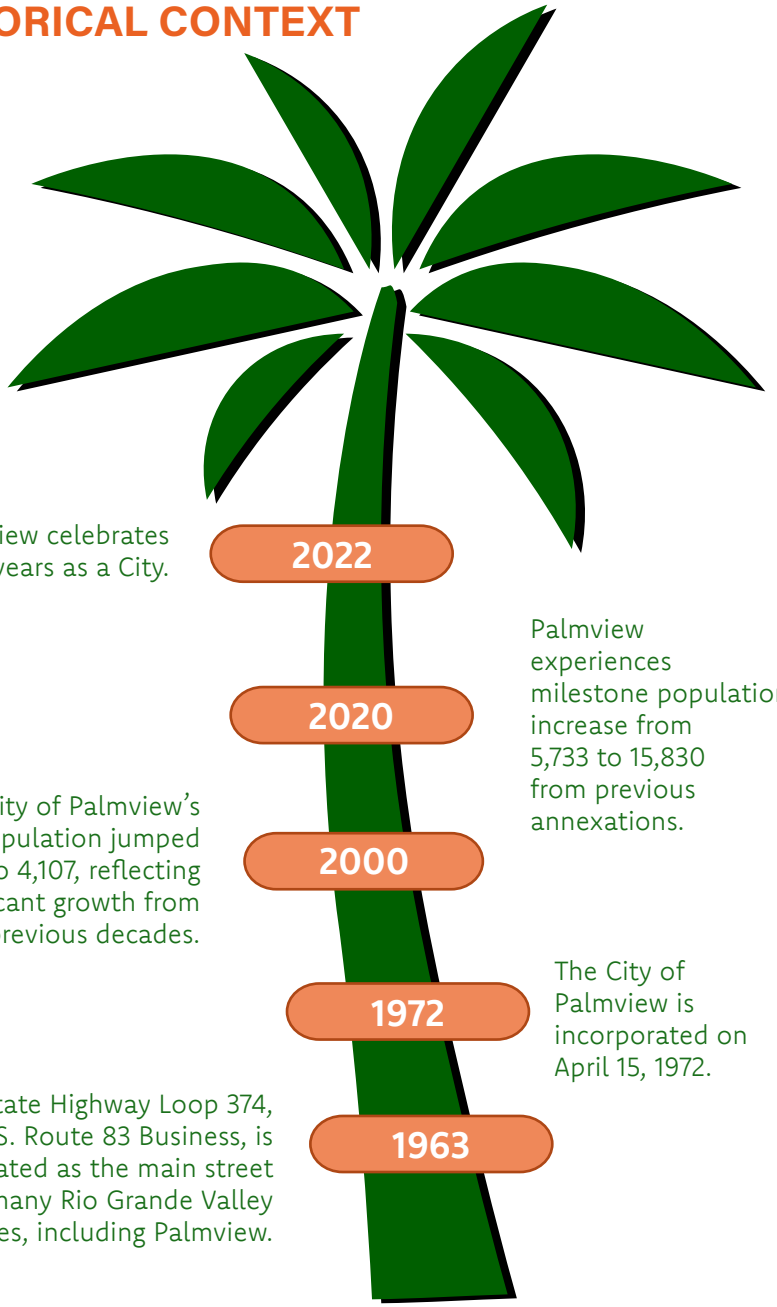
INTRODUCTION

This Comprehensive Plan serves as the first formal, Comprehensive Plan for the City of Palmview. This chapter sets the foundation for Palmview's Comprehensive Plan by providing a detailed analysis of the City's current and historical context. It explores key demographic characteristics, development trends past and ongoing planning initiatives that have shaped Palmview's growth and development trajectory. Additionally, this chapter examines the City's resilience to hazards and identifies existing vulnerabilities which will be addressed in greater detail throughout the subsequent chapters of this Plan. This information serves as a basis for the recommendations included in this Plan.

This chapter provides:

- Past and Ongoing Planning Efforts
- Demographics and Growth Trends
- Assessment
- Natural Features
- Natural Assets and Hazards
- Opportunities and Constraints

HISTORICAL CONTEXT

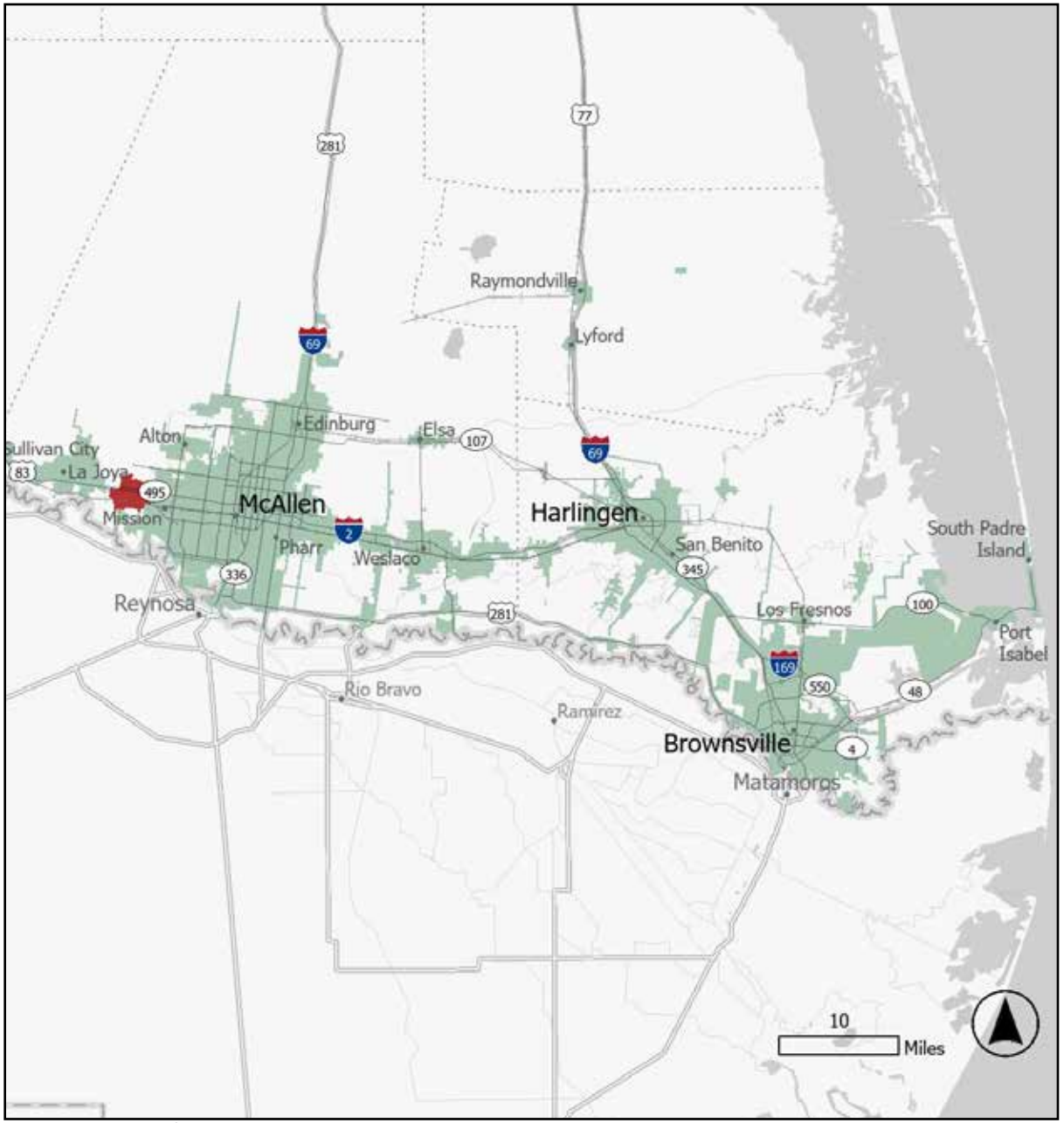


REGIONAL CONTEXT

The City of Palmview is located in the Rio Grande Valley in Hidalgo County, Texas. It is located 10 miles west of McAllen and part of the McAllen–Edinburg–Mission Metropolitan Area. The City is situated on a flat terrain with a semi-arid climate typical of South Texas.

Surrounding communities include Penitas to the west and Mission to the east, while the U.S. Route 83/Interstate Highway 2 (Business) serves as the primary east-west corridor for commercial and local traffic. Palmview is approximately 20 miles north of the U.S.-Mexico border, providing a strategic location for cross-border trade and travel.

Palmview is also connected to other major cities in the region, such as Brownsville (75 miles east) and Laredo (120 miles northwest). The City is accessible via the nearby McAllen International Airport (15 miles east), which offers national and some international flights, supporting regional connectivity for residents and businesses.



Map 1. Regional Context

Past and Ongoing Planning Efforts

Palmview's existing planning framework is shaped by plans and policies that establish a foundation for its growth, safety, and long-term development. The Metropolitan Transportation Plan (MTP) sets the vision for the City's transportation network, ensuring that future infrastructure investments support mobility, connectivity, and economic vitality. The Hidalgo County Hazard Mitigation Plan (2021) and Hidalgo County Hazard Mitigation Plan Update (2024) addresses the community's vulnerabilities to natural hazards such as flooding, hurricanes, and severe storms, providing strategies to reduce risks and enhance resilience in municipalities of Hidalgo County, and surrounding jurisdictions.

This Comprehensive Plan is informed by past and ongoing planning efforts in the City. The Future Land Use Map (FLUM), developed as part of this Comprehensive Plan, complements the planning efforts undertaken by the City and County so far. The FLUM outlines the vision for land development, guiding where residential, commercial, industrial, and other uses should be located in the future.



PALMVIEW FUTURE LAND USE MAP (2016)

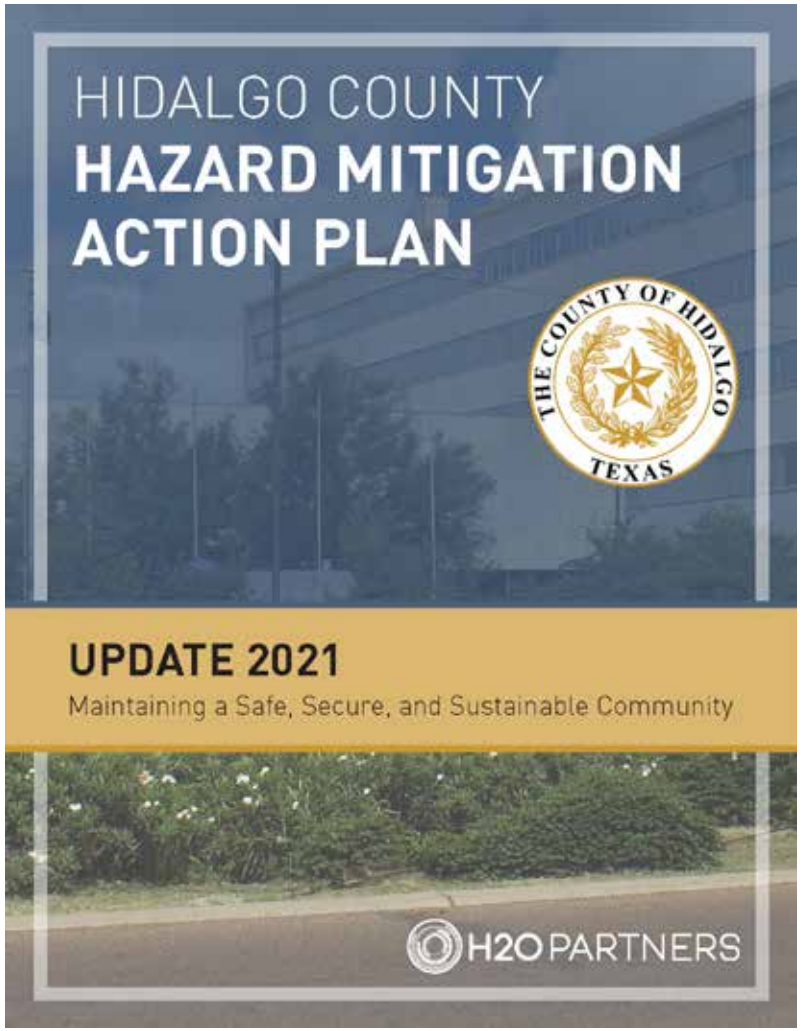
Palmview's current Future Land Use Map is a vital tool for guiding the City's growth and development over the long term. The current map serves as guidance prior to the adoption of the new map in this update. This map outlines the envisioned uses for land across Palmview, helping city planners, developers, policymakers, and residents understand how land should be utilized to meet the community's evolving needs and goals. It serves as a critical reference for the City Council and Planning and Zoning Commission when addressing land use issues, such as zoning cases, and when engaging in broader planning efforts, like Capital Improvement Plans (CIP) or Economic Development Strategies.

PALMVIEW MASTER THOROUGHFARE MAP (2018)

The Palmview Master Thoroughfare Map (MTP) is a policy guidance document that aids in managing Palmview's road network, ensuring it supports the community's current and future transportation needs. Specifically, it guides the design, alignment, and classification of streets and roadways within the City of Palmview and is generally implemented when determining right-of-way dedication throughout the platting process. The current MTP shows a number of roadway improvements and extensions, including new collector routes along Tordillo Road and Silver Spur Lane and roadway expansions along several of the other collectors that service neighborhoods south of Business 83. Principal arterials such as Abram Road and Roque Salinas Road were also designated for roadway expansions.

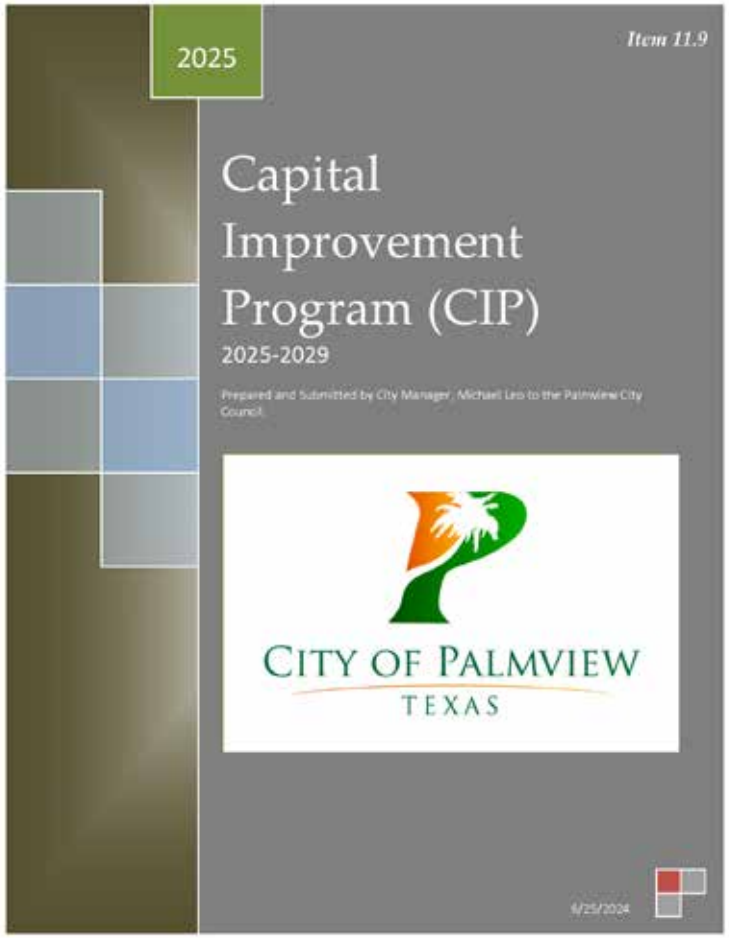
HIDALGO COUNTY HAZARD MITIGATION ACTION PLAN (2021)

The "Hidalgo County Hazard Mitigation Action Plan Update 2021" (HMAP) is an important resource for the City of Palmview, Texas, as it integrates disaster resilience into the City's Comprehensive Plan, supporting sustainable development and protecting community assets. The HMAP recommends various actions, including enhancing flood mitigation through improved drainage systems and maintaining participation in the National Flood Insurance Program (NFIP). These efforts align with Palmview's goals of safe growth and effective land use. Strengthening building codes against extreme winds and installing backup generators at critical facilities are key strategies for enhancing resilience to hurricanes, directly supporting public safety objectives. Additionally, the Plan emphasizes the importance of water conservation practices and infrastructure improvements to address drought and extreme heat, ensuring resource sustainability.



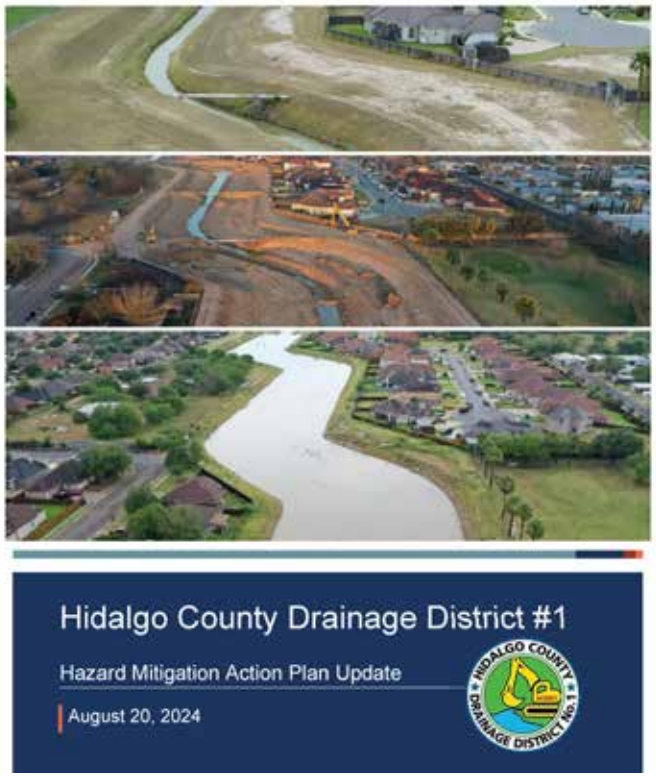
CAPITAL IMPROVEMENT PROGRAM 2025

The Capital Improvement Plan (CIP) lays out a long-term roadmap for Palmview's infrastructure and public facility investments between FY 2025-2029. Capital assets include equipment and facilities, not limited to street and drainage improvements or capital assets. The CIP addresses upcoming financial assumptions and previous budget audits conducted in the City. The Plan highlights increased property and sales taxes to finance significant capital improvements.



HIDALGO COUNTY DRAINAGE DISTRICT NO. 1 HAZARD MITIGATION ACTION PLAN UPDATE (2024)

The HMAP Update, reviews the progress and goals of both the Hidalgo County HMAP (2021) and the Texas State Hazard Mitigation Plan (2023). Hidalgo County Drainage District No. 1's mitigation goals align with the County's overall mitigation goals to improve water drainage efficiency and protect the overall life and property of residents, businesses and surrounding jurisdictions of Hidalgo County. The Hidalgo County Drainage District #1 HMAP encourages engaging the community in preparedness activities, fostering a culture of safety and awareness. Incorporating recommendations from this Plan allows the City of Palmview to fund mitigation studies/projects, collaborate regionally, and promote resiliency.



Demographics and Growth Trends

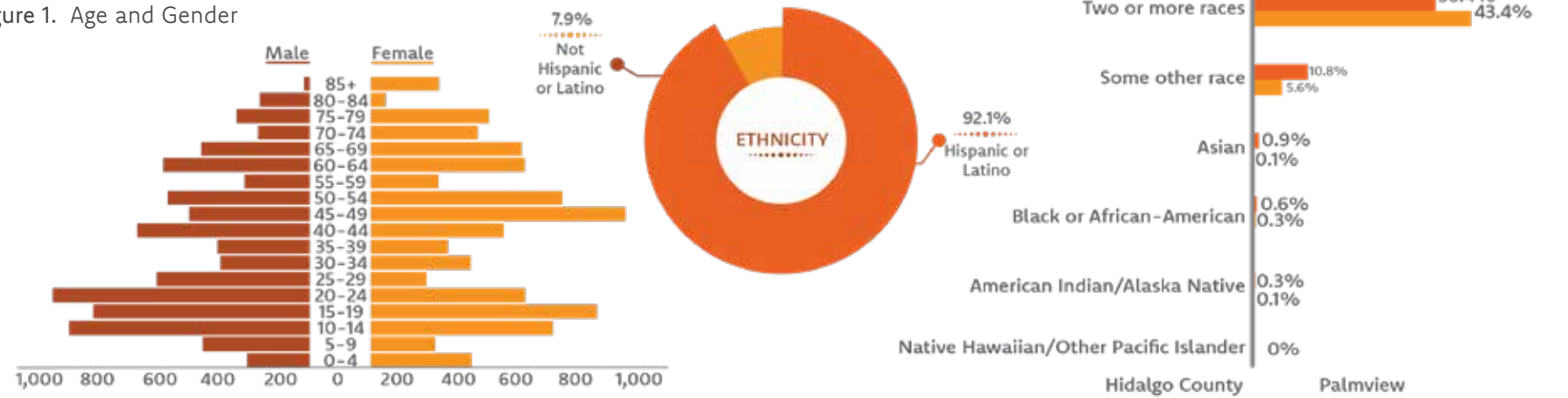
POPULATION

Since 2015, Palmview's population has grown by 209.5%. In addition to the City experiencing an annexation, the massive increase in residents that happened during the COVID-19 Pandemic could have influenced "Snowbirds" to purchase property in Palmview. From 2020 to 2022 alone, the City experienced a slight 11.8% decrease in population. As of 2024, Palmview's estimated population is 16,293.

RACE AND ETHNICITY

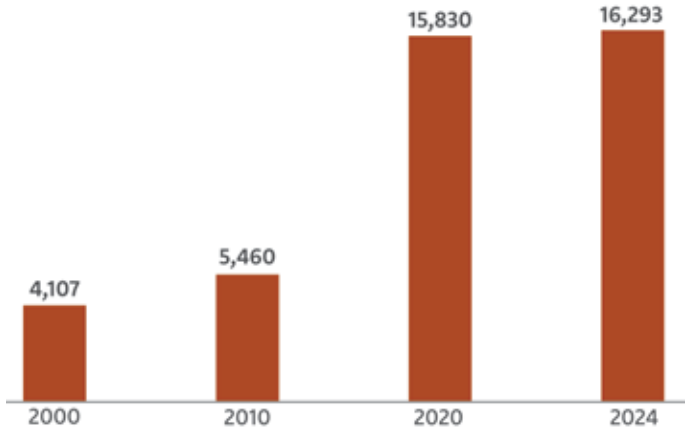
Race and ethnicity are distinct aspects that make individuals unique, each representing different aspects of one's identity. Race typically refers to physical traits, such as skin color or facial features, while ethnicity references cultural factors, such as language or traditions. Palmview's largest racial group is "White," representing 50.5% of the population. Additionally, 92.1% of the population identifies as Hispanic or Latino, making it the largest ethnic group in the City. The state of Texas is home to a vast percentage of the Hispanic or Latino population; thus, the Hispanic or Latino population does uphold a significant amount in the Rio Grande Valley.

Figure 1. Age and Gender



Source: US Census ACS 5-YR 2022

Figure 2. Population Projection



Source: Texas State Demographer

Figure 3. Racial and Ethnic Distribution

Source: US Census ACS 5-YR 2022

Physical Framework

EXISTING LAND USE

The existing land use provides context for identifying key issues and opportunities within the City and serves as the basis for developing the Future Land Use Map. Map 2 illustrates the existing land uses in Palmview.

DEVELOPMENT TRENDS

The majority of Palmview's developed land is single-family residential, accounting for 36% of the total land area within the City limits. Multifamily residential areas account for 1%, while manufactured homes account for 3% of total land.

Currently, over a quarter (32%) of Palmview's land is constituted as vacant. With such a large portion of the City's land being vacant or underutilized, there are a number of challenges and opportunities that arise. Generally, the perception of neighborhoods may suffer when there are many neglected or blighted vacant parcels as it may lead to reductions in property values, which can have further negative impacts on the property tax revenues that can be collected by the City and ultimately the level of service that can be provided by the municipality. Strategically developing this vacant land can facilitate balanced growth, enhance the City's infrastructure and economic base, and ensure that future residential and commercial needs are met.

Additionally, there is a strong legacy of incorporating neighborhood-serving commercial land uses within residential areas. This development pattern helps improve walkability of the City's neighborhoods by reducing the distance to daily needs and necessities. Many of the newer neighborhoods closer to the edge of the City limits have relatively homogeneous residential land uses with less of the legacy commercial developments interspersed throughout. Modern zoning codes that segregate land uses are often the reason for homogenous development patterns like those seen in Palmview.

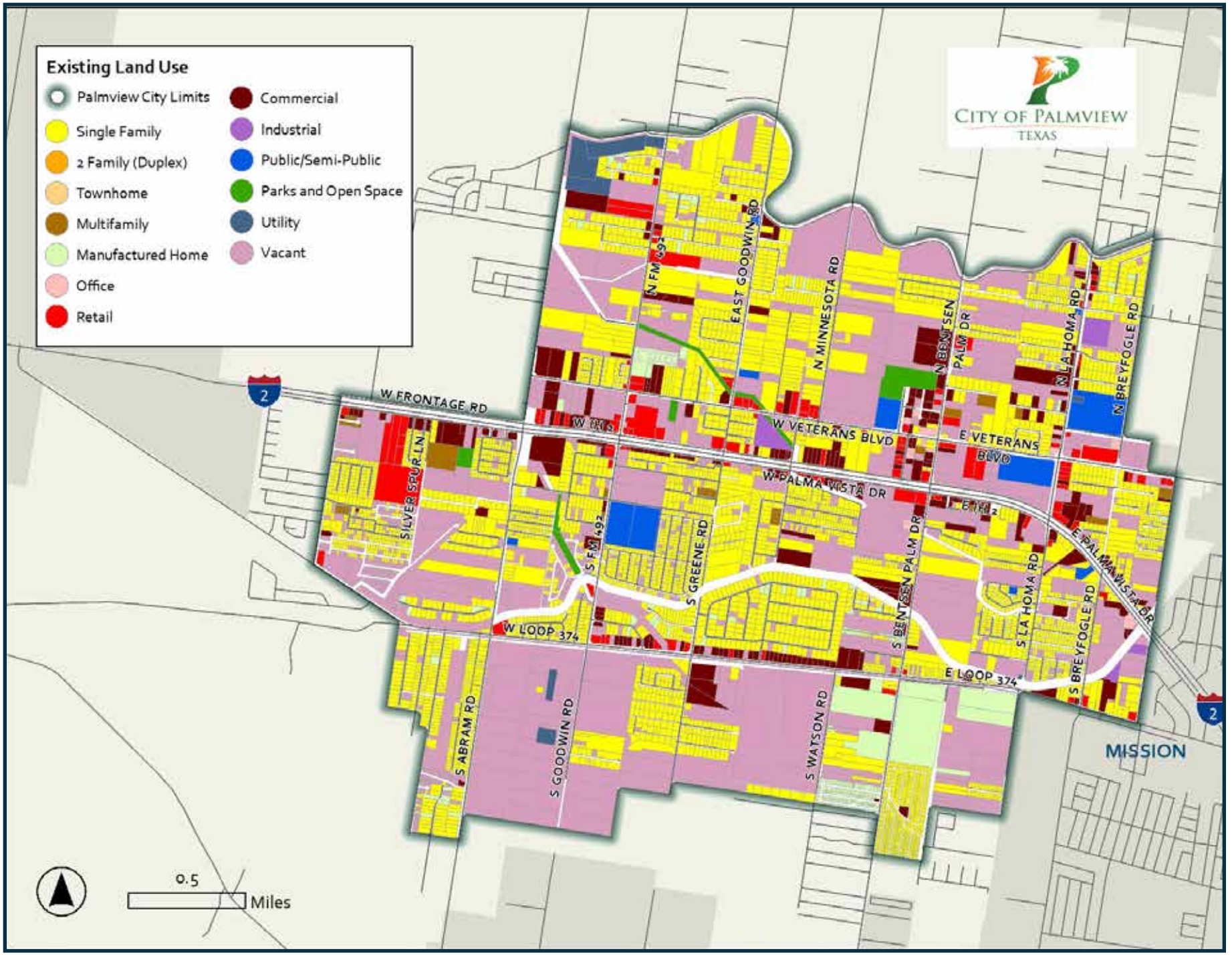
COLONIAS AND INFORMAL DEVELOPMENT

Colonias are unincorporated, low-income settlements typically found along the U.S.-Mexico border, including in Palmview, Texas, where there is currently 67 identified colonia developments according to the Department of Housing and Urban Development (HUD). These communities often lack essential infrastructure such as paved roads, reliable water and sewer systems, storm drainage, and electricity. The development of colonias in Palmview has resulted from informal or poorly regulated land subdivision practices, where land was sold cheaply to low-income buyers without basic public services.

A major issue is the absence of proper sewage systems, including septic tanks with leach fields. Many homes in Palmview either lack septic systems or use substandard setups that fail to safely process and dispose of wastewater. This leads to contamination of groundwater, posing serious public health risks and contributing to environmental degradation. From a development perspective, colonias in Palmview have strained municipal services and planning efforts. The lack of proper sewage systems and other infrastructure, like drainage, exacerbates flooding during heavy rain events, increases public health risks, and disrupts emergency response. This also adds financial burdens on local governments to retrofit basic infrastructure after homes have been built, as untreated wastewater infiltrates soil and water systems, affecting both residents and surrounding areas.



Colonia Development Pattern



Map 2. Existing Land Use

DEVELOPED/UNDEVELOPED LAND

Of the total 7.7 square miles that comprise the City boundary, the majority of the land is developed, with only around 33% being vacant or undeveloped land. Due to the limited availability of land within the City limits, the community needs to strategically consider how it uses its remaining land, especially parcels that are located along key highways and arterials. Making sure that key parcels are shovel ready by aligning development regulations and infrastructure investments is a key step in attracting businesses or developments that the community desires. Businesses can help reduce property tax burden off of residents by generating sales tax revenue to help provide city services. Additionally, when considering the future use of undeveloped land it is important to consider the newest possible flood hazard information that is available to Palmview. The current Base Level Engineering (BLE) study for the South Laguna Madre Watershed is the most recent flood study conducted within the City. Much of the land that is currently vacant or undeveloped is within the preliminary area of inundation during$ a 500-year flood event, which further constrains the supply of land within the City and may deter investment if the hazard is not mitigated.



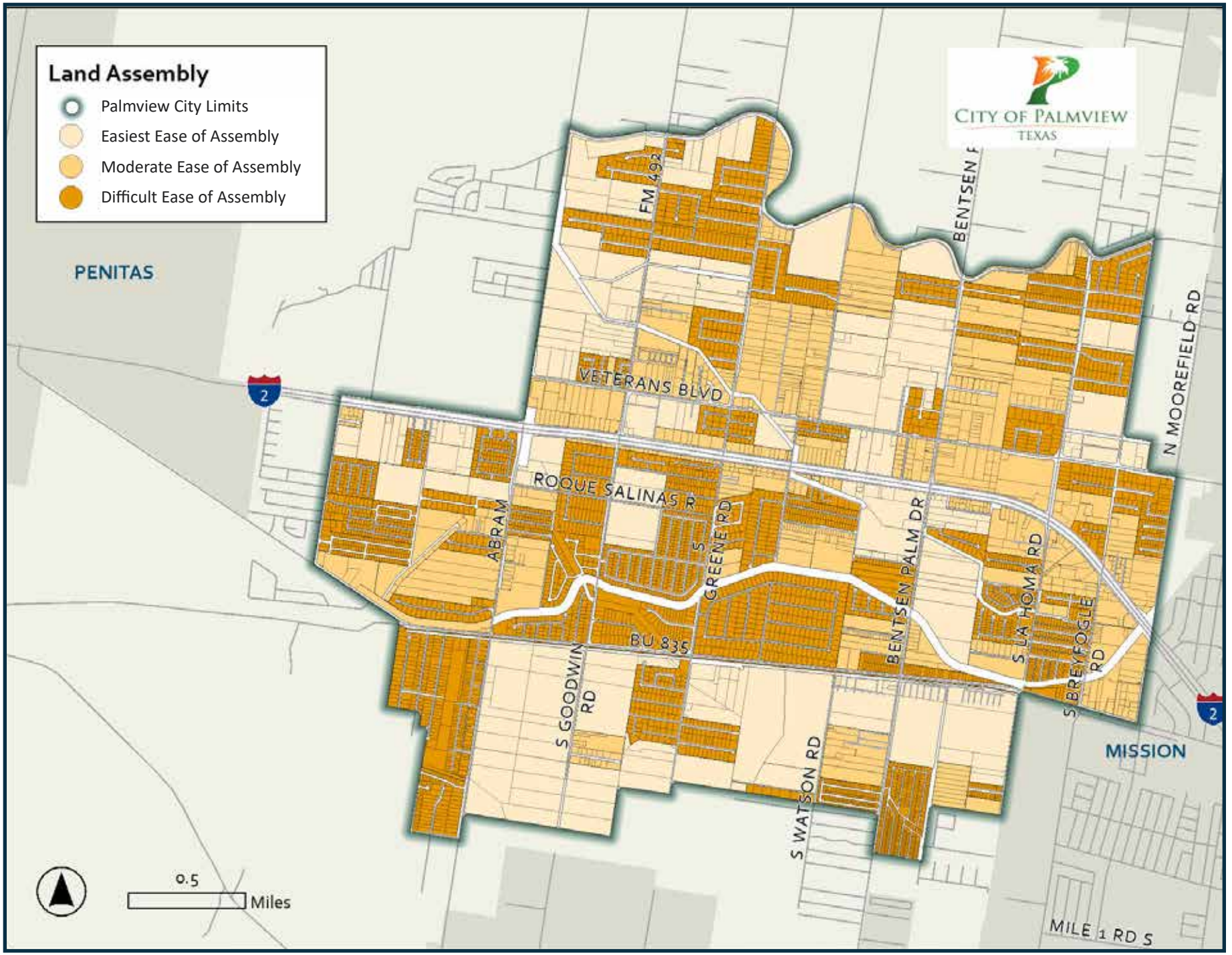
Undeveloped Land

LAND ASSEMBLY

Land assembly refers to the process of consolidating smaller parcels of land into a larger, more cohesive piece for development or redevelopment. Being able to easily assemble large pieces of vacant or undeveloped land can be advantageous when trying to incentivize larger commercial retailers or residential developers to do business in Palmview. On the flip side, having many smaller parcels with multiple owners can be a good thing in certain contexts such as a downtown main street or an eclectic residential neighborhood as it can lead to the creation of a wide diversity of architectural styles, land uses, and business types.

Illustrated in Map 3 is a land assembly analysis that was conducted for the City of Palmview. All parcels within the City limits have been categorized into three categories based on their ease of assembly. Parcels within the “minimum ease of assembly” category are larger in size, under single ownership, or located in areas with fewer landowners involved. These properties pose the greatest opportunity for near-term development since fewer legal and transactional barriers exist. Much of the large vacant and undeveloped parcels south of US-83 BUS and north of Veterans Blvd falls into this category. Key considerations for these areas could include aligning zoning and land use policies with community development priorities and prioritizing infrastructure investments to support growth in these locations.

Conversely, parcels within the “difficult ease of assembly” category have more complex ownership structures and are therefore less easy to develop relative to the “minimum ease of assembly” category. Within the context of Palmview, areas that are harder to assemble are largely established residential neighborhoods and some commercial centers. Special care should be taken when considering new development near these legacy neighborhoods with many owners, as the risk of gentrification is present. Redevelopment in these areas could drive up property values, leading to displacement of long-standing residents who may be economically vulnerable. Additionally, the complexity of ownership and potential legal disputes may delay projects and increase costs. Ensuring that the community is engaged in the process and that development plans include protections to mitigate displacement and preserve neighborhood character is crucial.



Map 3. Land Assembly

Natural Features

Balancing development with the preservation of natural resources is essential for maintaining Palmview's well-being. Palmview is located north of the Rio Grande River and has the Mission Branch Pilot Channel just south of the City. The Edinburg Main Canal stretches from east to west of the entire City and eventually settles into the Edinburg Basin.

The City is heavily influenced by its proximity to the Gulf of Mexico and its location within the coastal plain region. Palmview generally experiences higher humidity levels, which affects the area's agriculture and natural vegetation. Palmview has several wetlands that help mitigate challenges experienced with flooding and protect wildlife habitats.

Pockets of green space throughout the City offer recreational opportunities and scenic landscapes. The Palmview Municipal Park is the largest park recognized by the Parks and Recreation Department; however, surrounding parks are also found in the adjacent city of Mission.

TOPOGRAPHY

Palmview's topography consists of flat coastal plains, with minor elevation points north of the City. The flat terrain results from sediment accumulation from both river and oceanic processes over time, creating a smooth and level landscape. The lack of natural elevation poses challenges with water accumulation and makes the area more susceptible to flooding. The flat landscape contributes to challenges in controlling runoff, in which wetlands could serve as support during periods of high runoff. Implementing effective drainage systems is essential for managing water flow and reducing the risk of flooding. While the City's topography supports productive land use, it also necessitates careful management to address potential flooding and water management concerns.

FLOODPLAINS

A floodplain is an area adjacent to a river, creek, or lake that becomes inundated during a flood. Floodplains can support ecosystems that are rich in plant and animal species. These areas are susceptible to flooding during heavy rainfall or storms, which presents important considerations for future development. The local waterways from the Mission Branch Pilot Channel and Edinburg Main Canal influence the floodplains in Palmview. The Rio Grande River also contributes to the inundation of flooding in the current flood zones.

Flooding is identified as one of the most severe hazards threatening the City of Palmview. The region's flat terrain and suboptimal drainage infrastructure exacerbates the City's vulnerability to flooding, particularly during heavy rainfall events associated with hurricanes, tropical storms, and even severe thunderstorms. Palmview has several critical areas prone to flooding, such as Bentsen Palm Drive, FM 495, and Pammy Circle, where water accumulates due to inadequate drainage capacity. These flood-prone areas pose significant risks to residential, commercial, and critical infrastructure, disrupting daily life, damaging property, and posing safety risks to residents. Additionally, the region's history of repetitive flood loss points to the necessity for urgent and comprehensive flood mitigation efforts, such as installing improved drainage systems, regularly maintaining existing infrastructure, and implementing floodplain management practices.

Residential and higher-density developments should be directed away from high-risk floodplain zones to reduce potential damage and ensure residents' safety. Situating more low-density uses, such as parks, green spaces, or recreational facilities that might benefit from the floodplain's natural features, may be more appropriate. Planning efforts should also consider proper stormwater management and conservation protection techniques to protect areas susceptible to flooding.

It should be noted that the flood zones that are depicted in Map 3 are the result of the South Laguna Madre Watershed 2D BLE that was produced in October, 2021. A BLE study is a more general, large-scale flood risk assessment that uses automated modeling and less detailed data (like LIDAR and digital elevation models) to map flood hazards over larger areas. They can help identify the initial flood risk for communities before a detailed flood risk study can be completed. A BLE study is not the same as an effective floodplain study that results in Flood Insurance Rate Maps (FIRMs) that are used for regulatory purposes. An effective floodplain study will incorporate detailed hydrologic modeling techniques and utilize higher resolution data relating to topography, streamflow, and historic flood events. At the time of writing, an effective floodplain study has not been completed for Palmview, and therefore the 2D BLE study should be used as the best available information pertaining to flood risk.

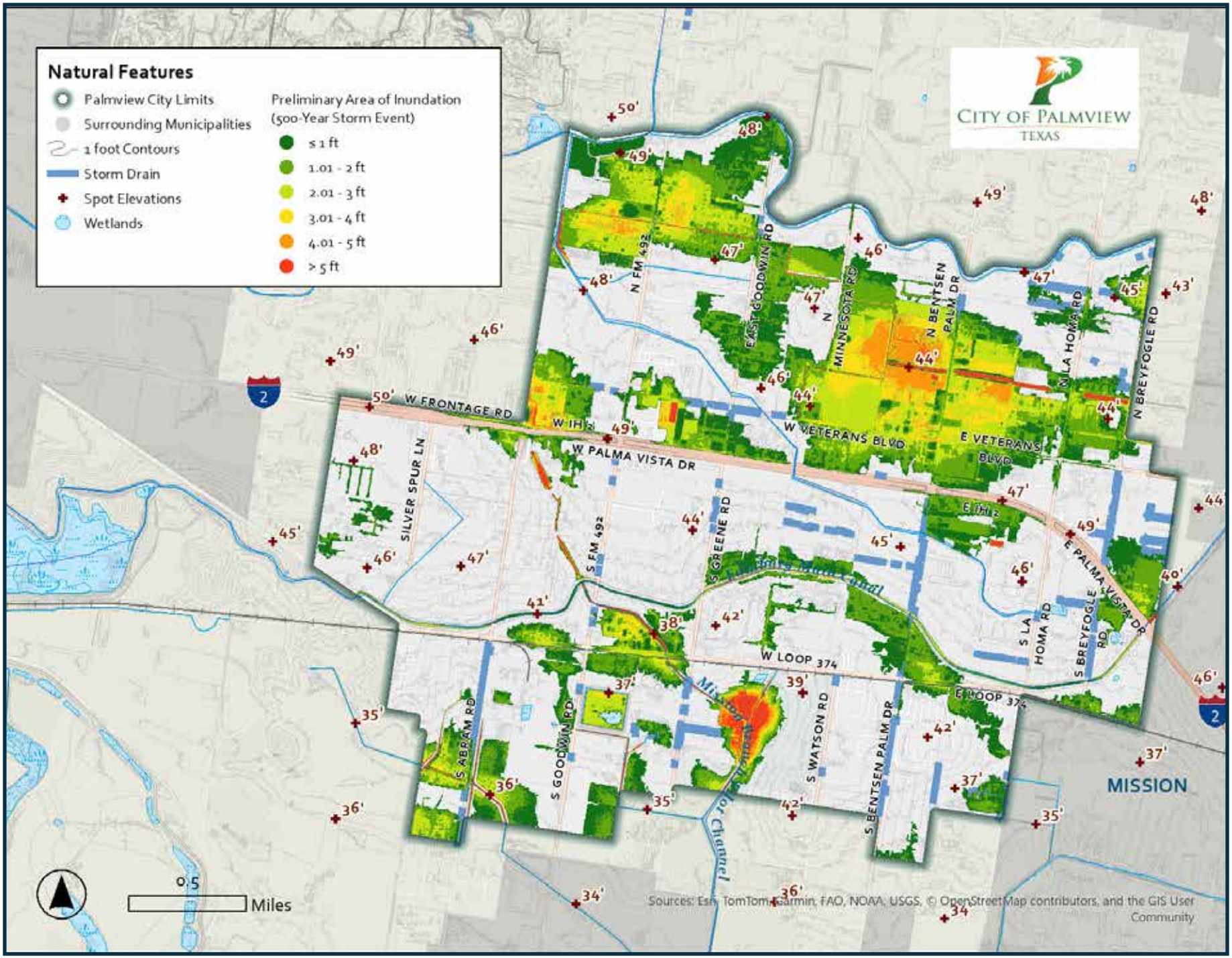
GROUNDWATER

Groundwater is water that exists beneath Earth's surface in the spaces between soil particles and within cracks in rock formations. This underground water is stored in geological formations called aquifers. In the context of Palmview, groundwater is extracted primarily from the Gulf Coast Aquifer, which supplies water for both municipal and agricultural needs for much of the Rio Grande Valley. The extraction of this groundwater from the aquifer must be carefully managed to prevent over-exploitation, as the flat terrain around Palmview allows for relatively low recharge rates.

The overuse of groundwater resources may pose significant challenges as demand increases in the growing Rio Grande Valley. Beyond water scarcity, key issues such as land subsidence become more prominent if extraction is not managed correctly. Subsidence occurs when the land sinks due to the removal of water from underground reservoirs. This can cause significant damage to infrastructure, such as roads, buildings, and pipelines.



Drainage Example



Map 4. Natural Features & Green Infrastructure

Natural Assets & Hazards

SOIL

Soil is an important natural resource as it can determine conditions for crop and livestock production. Soil also impacts building foundations, septic system drain fields, the design of drainage systems and the ability to install low impact design features. The United States Environmental Protection Agency has identified a wide variety of ecoregions across the country. Palmview falls into ecoregion 34e, the Lower Rio Grande Valley. The soils of this ecoregion are primarily made up of clay and clay loam soils that are relatively suitable for crop cultivation.

FLOOD RISK REDUCTION

Palmview has a total of 2,274 acres within the City's floodplain. These flood-prone areas pose significant risks to residential, commercial, and critical infrastructure, disrupting daily life, damaging property, and posing safety risks to residents. Additionally, the region's history of repetitive flood loss points to the necessity for urgent and comprehensive flood mitigation efforts, such as installing improved drainage systems, regularly maintaining existing infrastructure, and implementing floodplain management practices.

NATURAL PROTECTION FEATURES

Palmview does contain wetlands, serving as a barrier against high stormwater runoff and maintaining surface water fluctuation. The Hidalgo County HMAP currently classifies the City of Palmview as having a 'Limited' impact from a flooding event. This indicates that less than 10 percent of the population is capable of being destroyed or damaged, and critical facilities may be non-accessible for a minimum of 24 hours or less.

WILDFIRE AND EXTREME HEAT

Wildfire risk poses a significant concern for Palmview, particularly due to the City's location within the Wildland Urban Interface (WUI), where urban development meets undeveloped wildland. Approximately 29.9% of Palmview's population resides within this interface, making them particularly vulnerable to wildfires. The combination of dry conditions, high temperatures, and strong winds common in South Texas can create an environment highly susceptible to wildfires, which can spread rapidly and cause extensive damage to homes, infrastructure, and natural resources. The threat of wildfire is compounded by the fact that many of the areas within the WUI may have limited access to emergency services, making timely evacuation and fire suppression efforts more challenging. Mitigation strategies in Palmview include creating defensible spaces around properties, enforcing strict building codes for fire resistance, and conducting regular community outreach to educate residents on wildfire preparedness and evacuation plans.

SENSITIVE ENVIRONMENTAL AREAS

Palmview is rich in natural assets but faces significant environmental threats that, if left unmanaged could severely impact the community. Due to the Rio Grande Valley's rainy, subtropical climate, it is home to a wide array of native plants and animal species that cannot be found anywhere else in Texas. The wetlands and riparian zones near the Rio Grande River and Edinburg Main Canal are key habitats for many species and also key pieces of green infrastructure that can be leveraged to improve the resiliency and quality of life within the City of Palmview. These, and other sensitive environmental areas such as aquifer recharge zones, coastal plains, and nearby Bentsen-Rio Grande Valley State Park are all environmentally-sensitive areas that may be threatened by urban growth and development within the region. Proper planning and management can help preserve these key environmental assets and improve Palmview's ability to respond to hazards.

Opportunities and Constraints

OPPORTUNITIES

Green Infrastructure

Incorporating green infrastructure is an essential strategy for cities looking to create more resilient and livable environments. Unlike traditional gray infrastructure—such as pipes, drains, and concrete channels—green infrastructure mimics natural processes to manage stormwater, reduce flooding, and improve water quality.

In addition to enhancing water security and ecological health, increasing infiltration and reducing stormwater runoff through green infrastructure plays a key role in improving a City's resilience during storm events. In the Rio Grande Valley, where extreme weather patterns include both droughts and sudden, intense storms, the ability to manage stormwater on-site is important for mitigating the impacts of these events.

Green infrastructure elements like rain gardens, permeable pavements, detention basins, and bioswales slow down the flow of water, allowing it to gradually infiltrate into the soil, which reduces peak runoff during heavy rains and helps naturally filter water as it flows into the ground. This not only prevents localized flooding but also lessens the burden on stormwater systems that might otherwise be overwhelmed. By providing natural buffers to absorb and manage excess water, cities are better equipped to handle large storm events without significant damage to infrastructure or disruption to daily life. On-site infiltration also helps to reduce environmental contamination that occurs when runoff slides across impermeable surfaces picking up contaminants such as oils, fertilizers, sediment, and other chemicals. These features can help improve the community's quality of life and ensure that essential services can continue operating, ultimately reducing long-term recovery costs and supporting faster recovery after storms.



Permeable Pavement



Bio-retention Basin

External Investment to Improve Legacy Infrastructure Systems

To address the issue of failing or absent septic leach fields in Palmview, connecting homes to a proper sewer system would be an effective long-term solution. Several funding sources are available that could help finance the installation of such a system. The Clean Water State Revolving Fund (CWSRF) program is a key option, as it provides low-interest loans and grants for wastewater infrastructure projects. In Palmview, Agua Special Utility District could use this fund to connect homes with failing septic systems to a centralized sewer system. Given the public health risks and environmental impacts, the project would likely qualify for a grant as well as a low-interest loan.

Additionally, the North American Development Bank (NADB) may offer grants specifically targeted at infrastructure improvements along the U.S.-Mexico border, including water and wastewater systems. Checking for available grants through NADB could provide supplementary funding. Another potential source is the Texas Department of Agriculture's Community Development Block Grant (CDBG) program, although it typically provides smaller amounts of funding, it can still contribute to addressing septic issues in underserved communities such as Palmview.

Lastly, the Texas Water Development Board's (TWDB) D Fund could finance the project, providing additional funding for large-scale infrastructure upgrades.

Sustainable Land Use Practices

Historically, the Palmview community has been open to development patterns that include a variety of different uses and housing typologies, including commercial, mixed-use, and a variety of residential housing types such as manufactured housing, townhomes, apartments, and single-family homes. Continuing to embrace a wider variety of housing typologies not only helps increase housing affordability but can also help reduce urban sprawl by utilizing higher-density developments. Encouraging mixed-use developments further enhances walkability and reduces reliance on car-based transportation, leading to lower emissions and more efficient land use.

Another important sustainable land use strategy may include a focus on compact and infill developments to help address the patchwork of vacant or blighted properties that are present throughout many of the Palmview's neighborhoods.

In addition, integrating green infrastructure into development regulations and standards can improve stormwater management, improve community aesthetics, and enhance resilience to many of the hazards that face the community. Palmview can also balance growth with the preservation of natural resources and open spaces by concentrating development in specific areas while conserving floodplains, wetlands, and agricultural land. To do this, conservation land use strategies can be codified within the Unified Development Code (UDC) by designating specific areas for protection through tools such as cluster development or conservation easements. Cluster development allows for higher density in one part of a development while preserving natural resources on the remainder of the land, which can be used for open space, agriculture, or ecological protection. The UDC can also establish overlay districts that protect sensitive environmental areas like floodplains and wetlands from excessive development, ensuring that growth happens in less vulnerable areas.



Neighborhood Serving Commercial

CONSTRAINTS

Blight, Vacancy, and Uneven Development

In communities with many colonia developments like Palmview, the cycle of poverty and disinvestment is often rooted in the lack of basic infrastructure and public services, which limits economic growth and opportunities for residents. The cycle begins with the initial lack of investment in infrastructure, which discourages private development and reduces the ability of residents to build wealth through homeownership or local businesses. This leads to disinvestment, as businesses and developers avoid these areas due to poor living conditions, lack of utilities, and low economic returns. As a result, local governments also struggle to justify significant public investment in these areas, often due to limited tax revenue or the high costs associated with retrofitting basic infrastructure after development has already occurred.

To help break the cycle of blight and disinvestment in a City, often a significant infrastructure investment is needed to help incentivize additional investment from individual homeowners and other private interests. As noted previously, there are many external sources of investment that may be pursued instead of increasing the burden on existing residents. Additionally local and regional economic development partners can help provide resources and incentives to businesses of all sizes who are looking to invest in Palmview.



Uneven development

Environmental Challenges

Palmview, like much of the Rio Grande Valley, faces a dual challenge of water scarcity and flooding, which are intricately linked to the region's unique environmental conditions. The City relies heavily on the Rio Grande River for its water supply, but over-extraction, prolonged droughts, and growing demand from both Texas and Mexico have strained this vital resource. As Palmview's population grows, competition for water resources intensifies, impacting not only residential needs but also agricultural and commercial productivity. Compounding this issue, the region is prone to flash flooding, particularly during tropical storms or heavy rain events. Palmview's topography and lack of adequate drainage infrastructure, often results in significant water pooling and property damage.

Land Availability

Palmview faces a significant challenge in its lack of undeveloped land within its City limits and extraterritorial jurisdiction (ETJ), which limits opportunities for future growth and development. As the City continues to expand, much of the available land has already been built out or subdivided, leaving little room for new housing, commercial developments, or industrial projects. This scarcity of open land can constrain economic growth, reduce the City's ability to attract new businesses, and limit the potential for public infrastructure expansion, such as parks, schools, and community facilities. Additionally, the presence of unregulated developments, like colonias, in the ETJ further complicates land-use planning, as retrofitting these areas with necessary infrastructure becomes increasingly costly. To address these challenges, Palmview must focus on strategies such as infill development, redevelopment of underutilized spaces, and leveraging its existing land base more efficiently to meet the needs of a growing population.



Tulipan St. Flooding





2 VISION & GUIDING PRINCIPLES

Public Engagement Process

Gathering public input is a critical step in developing the Comprehensive Plan. The community's shared values identified in the public engagement process were used to establish the City of Palmview's priorities, which are outlined in the Plan's guiding principles and serve as the foundation for the vision statement. The City staff and consultant team incorporated several strategies to inform and engage the community during the 18-month planning process, including stakeholder interviews, community events, online surveys, and check-ins with City Staff and elected officials.

This chapter provides:

- Public Engagement Process
- Vision
- Guiding Principles



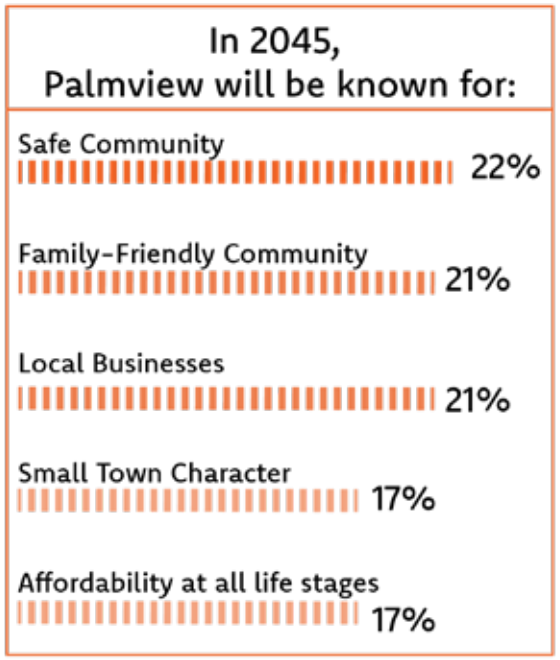
Community Open House

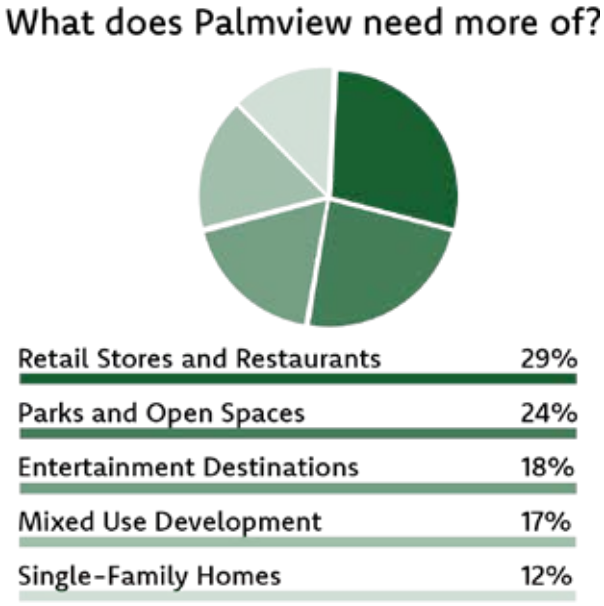
ONLINE SURVEY

An online survey was utilized during the initial stages of the planning process to gather input on the community's aspirations, needs, and vision for the City. The online survey was conducted to measure the local perception of emerging trends, issues and opportunities in the community. Throughout the planning process, the online survey remained open to gather feedback. The survey results are incorporated in each chapter of the Plan and inform the recommendations and action items presented as part of the implementation plan.

Key Takeaways

- Add more parks, trails, and open spaces to support new development
- Create opportunities for commercial activity all day (daytime and nightime)
- Incorporate public art and beautification throughout the City
- Improve drainage and maintain existing roads to address traffic
- Provide affordable single-family residential options





What is your vision for the future of Palmview?



PUBLIC OUTREACH EVENTS

The Consultant team, along with City Staff, organized three major community outreach events. The City hosted a Christmas Tree lighting, rescheduled on December 9, 2024. Community members who attended learned about the ongoing Comprehensive Plan process and what to expect for future events. Residents were able to view current information about the population and demographic information. In addition, they were also able to provide input on what they love about the City and what should change for the future.

A Town Hall meeting was conducted in May 2025, midway through the planning process. City staff, members from the City Council, and the Consultant team held a stakeholder meeting before the Town Hall meeting. Meeting with stakeholders builds trust and transparency, while understanding common viewpoints and possible challenges. The Town Hall meeting was open to members of the public, and feedback was received on preferred neighborhood amenities and shocks and stressors faced throughout the community.

Key Takeaways

- Add variety of retail, restaurants, and entertainment
- Explore ways to expand economic development opportunities
- Increase parks and outdoor spaces
- Expand housing typologies to provide more housing alternatives for all residents
- Incorporate more wayfinding signage



Town Hall Meeting



Community Open House



Mayor Villarreal at the Town Hall Meeting

STAKEHOLDER ENGAGEMENT

Stakeholders possess a unique perspective based on their experience living and working in Palmview. Stakeholders participated in discussions related to land use, mobility, and economic development. Participants included City staff from various departments to guide consultants on specific needs and viewpoints of residents.

Key Takeaways

- Address sewage challenges from wastewater facilities to reduce strain on residents and attract more businesses
- Increase beautification efforts throughout the City to enhance aesthetics
- Incorporate preservation efforts on streets
- Reduce heavy trucks in residential neighborhoods



Stakeholder Meeting



Stakeholder Meeting

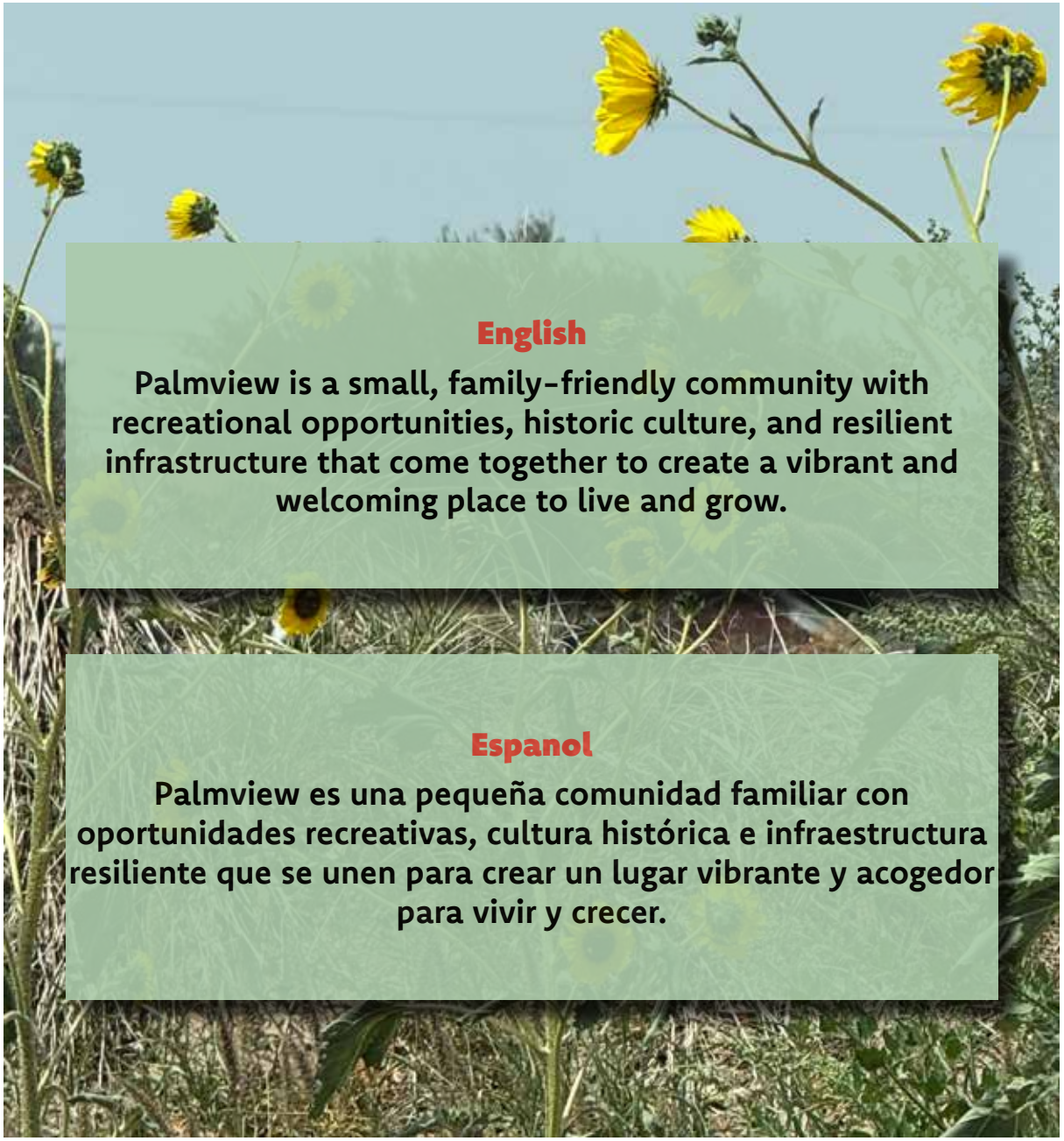
Vision

VISION

The vision statement describes the future of Palmview's desires in terms of its physical, social, and economic conditions. It was created after gathering feedback from the public and developed primarily based on the input received from residents and the wishes of the City. General themes were identified from feedback received in surveys, meetings, and the website. The themes below helped influence how the vision statement was created.

Key Themes:

- Family Friendly
- Retail and Entertainment
- Recreation Opportunities
- Infrastructure and Roadway Improvements
- Community Pride
- Economic Development



Guiding Principles

The following guiding principles provide overall direction for Palmview to achieve the community's direction, vision, and aspirations. The goals serve as the ultimate basis for the Plan's recommendations and implementation. They also provide a framework to evaluate changes, challenges, opportunities, and issues that were not anticipated by this Plan, allowing it to function as a living document responsive to future needs.



Strengthen infrastructure for sustainable growth.

- Invest and maintain high-traffic roads and sidewalks to improve connectivity and ensure safety by adding lighting fixtures for efficient transportation.
- Prioritize beautification efforts across the community by planting trees, landscaping, and improving entry gateways with signage.
- Address drainage issues by upgrading aging infrastructure and expanding stormwater capacity.
- Incorporate hazard mitigation strategies into infrastructure planning, such as enhancing storm resilience, flood prevention, and emergency preparedness systems.



Enhance small-town character.

- Preserve the local pride and traditions that make Palmview a unique place to live by supporting cultural events and community gatherings.
- Beautify the community by incorporating a Downtown that includes public arts, streetscapes, and landscaping.
- Strengthen community ties by partnering with local organizations to create opportunities to further celebrate local culture, engage residents, and contribute to meaningful community initiatives.



Expand family-friendly and entertainment options.

- Attract diverse family-friendly entertainment options for younger adult populations, such as movie theaters, dining, and shopping centers.
- Develop more multi-use recreational spaces and destinations, incorporating features such as splash parks, updated playgrounds, walking trails, and community centers for outdoor events and festivals.
- Increase unique and diverse dining options, including a mix of local eateries and well-known franchises to cater to all preferences.



Expand the variety of housing options.

- Encourage the development of affordable and varied housing types that will appeal to people at all stages of life.
- Improve the quality and condition of existing housing to enhance livability.
- Foster redevelopment of underutilized commercial properties and vacant lots into mixed-use developments or residential neighborhoods.



Diversify economic and commercial opportunities.

- Promote commercial growth while supporting local businesses to create a balanced shopping environment.
- Prioritize and attract development to strengthen and diversify Palmview's economy.
- Partner with educational institutions and workforce programs to create training opportunities that prepare residents for emerging job markets.


PALMVIEW MU



3 LAND USE AND DEVELOPMENT

Introduction

The purpose of this chapter is to plan for the future land use of Palmview. Building on the Existing Land Use Analysis conducted in the Community Snapshot, future land use categories address new development and anticipated redevelopment within the scope of the community's goals. As Palmview continues to grow, thoughtful planning is key to ensuring the city remains a great place to live, work, and raise a family. This chapter introduces the FLUM, a tool designed to guide land use decisions, budget priorities, and development patterns.

Grounded in the analysis of existing conditions in Chapter 1 and shaped by the community's vision and goals from Chapter 2, the FLUM sets a framework for strategic and responsible growth. It plays an essential role in determining how neighborhoods develop and how public spaces and services are distributed.By promoting a balanced approach to growth, the FLUM helps Palmview protect its character, support quality of life, and create opportunities for residents of all ages. This chapter outlines the future land use categories and how they contribute to achieving these goals.

This chapter provides:

- Future Land Use Dashboard
- Growth Projection
- Land Use ans Resilience

WHAT WE HEARD

Most Desired Land Uses

1. PARKS AND OPEN SPACE
2. ENTERTAINMENT
3. LOCAL BUSINESS

Favorite Developments in Palmview

- Parks/ Baseball Field
- Palmview Municipal Library
- HEB

Future Land Use Priorities

01 Greater diversity of businesses

02 Improve pedestrian safety and connectivity

03 Improve the appearance of the City

Other Comments

- Increased mixed-use development and more efficient use of the limited vacant land within the City limits.
- Code enforcement is important.

WHAT IS A FUTURE LAND USE MAP?

The FLUM is an essential tool for planning Palmview's future development decisions and character. The community's vision and goals drive this Plan's land use descriptions and recommendations, remaining mindful of market data and best practices. Many factors influence the trajectory of a city's growth. Available land, economic investment, and population projections impact the community's ability to address housing, employment, and recreation issues. A FLUM is a guide for policy decisions regarding housing density, land use separation or integration, and future development.

FUTURE LAND USE MAP

The FLUM included in this Plan illustrates the desired growth pattern expressed by Palmview's residents, business owners, civic organizations and stakeholders. The FLUM, land use descriptions and strategies included in this chapter will guide the decision-making process regarding development, land use and growth.

It is important to note that the FLUM is not a regulatory document but rather an additional guide when facing site-specific development inquiries. The official Zoning Map of the City governs the land uses on a parcel-by-parcel basis, not the FLUM. The map is a long-range vision and may not reflect today's land uses.

FUTURE LAND USE CATEGORIES

The Future Land Use Plan identifies 8 land use categories ranging from low-intensity single-family to high-intensity industrial uses. The following chapter describes each land use, the corresponding FLUM color and the intent for each type listed below in a dashboard format.

Figure 4. Future Land Use Categories

Land Uses	
	Low-Density Residential
	Medium-Density Residential
	High-Density Residential
	Neighborhood Commercial
	Downtown
	General Commercial
	Light Industrial
	Public and Semi-Public



Future Land Use Dashboard

WHAT ARE LAND USE DASHBOARDS?

Land Use Dashboards provide staff, appointed officials, and elected representatives with a one-stop location for information related to the future land use categories established in the FLUM. The components of each dashboard are described below. Numbers assigned to each component may be referenced with the corresponding dashboard example.

1

DASHBOARD EXAMPLE

Purpose and Character

2





3

Density	Intensity	Scale

5

Development Types
Single-Family Homes
Duplex Homes
Multifamily Homes
Neighborhood Commercial
Light Industrial
Open Space

4

Appropriateness	Considerations
○○○○○	
○○○○○	
●●○○○	
●○○○○	
○○○○○	
○○○○○	

1 Land Use Description

Each dashboard includes the land use title, corresponding FLUM color, and description that addresses the category's primary purpose and character. Purpose statements should be used when considering land use decisions, such as the appropriateness of a rezoning case. Character statements should be used when evaluating the building form of a proposal or development code requirements

2 Visual Representation

Each dashboard includes images depicting the primary development type within the land use. These photos are not comprehensive and may not illustrate all appropriate uses. However, these representations should be referenced when considering the built form of development inquiries.

3 Density, Intensity, and Scale

The recommended density, intensity (i.e., lot coverage), and scale for development in each land use category are located beneath the visual representations. Density is represented as dwelling units per acre (DUA) and should be referenced when considering land use decisions with new or redeveloped housing components. Intensity and scale should be considered based on a proposal's relationship to nearby residences and structures. For example, if immediately adjacent to a neighborhood, consideration may be given to limiting the scale of nonresidential structures. Scale is referenced in stories, with one story being approximately 12 to 14 feet in height.

4 Appropriateness Table

Appropriateness ranges on a scale of one to five markers, where no marker means a use should likely be prohibited, and four markers mean a use should likely be allowed by right. Where appropriateness is contingent on specific considerations, these are provided to clarify when the use is more or less favorable.

5 Development Types

The appropriateness table analysis is conducted for eight core development types: single-family homes, duplex homes, multifamily homes, neighborhood commercial, general commercial, light industrial, and open space. The following are descriptions for each development type.

Single-Family Homes

Traditional, detached dwelling units on separate lots. These homes are typically individually owned and may be built singularly or within larger neighborhoods.

Duplex Homes and Townhomes

No more than two attached dwelling units connected by at least one shared wall. Units may be on an individual or shared lot and are typically higher in density than detached single-family homes.

Multifamily Homes

Buildings that exceed two individual dwelling units, such as townhomes, condominiums, and multifamily complexes. Multifamily development is the densest type of residential development and may include ancillary uses like parking structures and leasing offices.

Neighborhood Commercial

Commercial development intended to serve nearby residents. Neighborhood Commercial uses are located close to existing and anticipated residential subdivisions and offer residents the opportunity to buy goods and services.

General Commercial

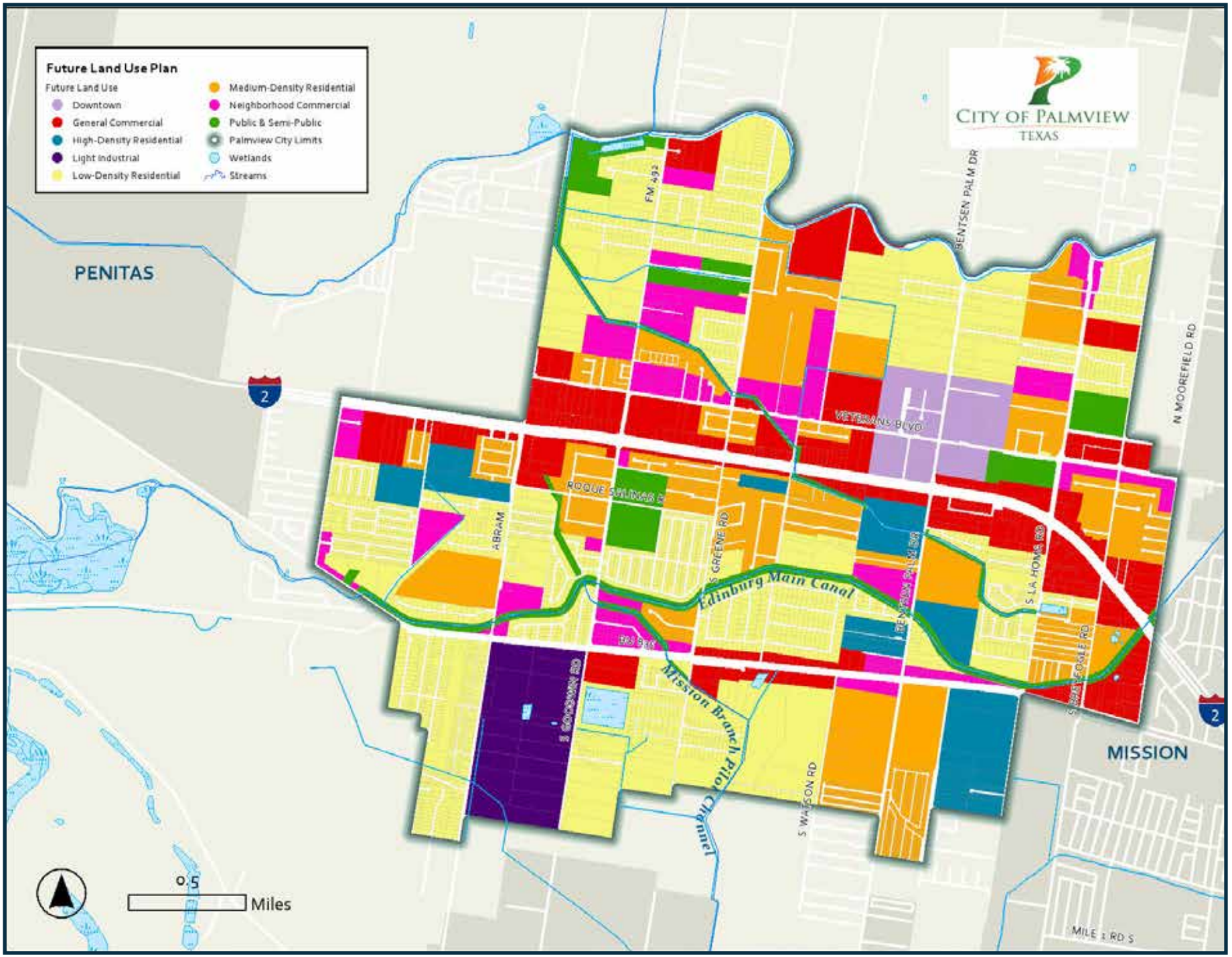
Development that includes more intense, large scale commercial development such as big box stores, chain restaurants, offices and hotels. General Commercial uses need to be buffered from single-family residential development to prevent any nuisances caused by them.

Light Industrial

Development offering commercial services, offices and business parks, light industrial uses, indoor manufacturing, warehousing, and ancillary uses. Commercial services range in form and scale and may be compatible with retail and industrial uses depending on the context.

Open Space

Property serving as a conservatory, passive, or active recreational space. Open Spaces range from parks to riparian buffers and encourage social gathering and environmental protection.



Map 5. Future Land Use Map

LOW-DENSITY RESIDENTIAL

Purpose and Character

The Low-Density Residential classification is for single-family detached homes in a traditional neighborhood pattern where each dwelling unit is located on an individual lot. Some additional residential development types such as duplexes and townhomes may be allowed based on compatibility with adjacent uses. The level of density may vary between neighborhoods or within the same neighborhood to encourage diverse housing types. Agricultural, residential, and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area. Large multifamily is not appropriate in this district.

Density
0.5-8 DUA

Scale
1 to 2 Stories

Intensity
25% Lot Coverage





Dev. Type & Appropriateness		Compatibility Considerations
SFD	●●●●	
SFD + ADU	●●●●	
Duplex and Townhomes	●●●○	Compatible if in scale with adjacent single-family product.
Small Multi-Family	●●○○	Smaller scale multifamily such as side-by-side or stack triplexes and fourplexes may be appropriate.
Large Multi-Family	○○○○	
Retail/Entertainment	●○○○	May be appropriate if serving residents and is a low nuisance generator.
Office	○○○○	
Light Industrial	○○○○	
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all land use categories.

MEDIUM-DENSITY RESIDENTIAL

Purpose and Character

The Medium-Density Residential classification is for attached and detached single-family residential developments such as duplexes and townhomes. The purpose of this land use is to support a variety of housing options (such as missing middle) in a traditional neighborhood pattern that provides easy walking or bicycling access to small-scale, complementary commercial uses in select locations. Residential and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area

Density
8 to 20 DUA

Scale
1 to 3 Stories

Intensity
80 to 100% Lot Coverage





Dev. Type & Appropriateness		Compatibility Considerations
SFD	●●●●	
SFD + ADU	●●●●	
Duplex and Townhomes	●●●●	
Small Multi-Family	●●●●	
Large Multi-Family	●●●○	Considered appropriate if the product is compatible with the average 1-3 story townhouse scale.
Retail/Entertainment	●●○○	May be appropriate if serving residents and is a low nuisance generator.
Office	●●○○	Neighborhood serving professional offices are most ideal.
Light Industrial	○○○○	
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all land use categories.

HIGH-DENSITY RESIDENTIAL

Purpose and Character

The High-Density Residential classification is primarily intended to provide multifamily housing with higher density, such as apartments and condominiums. The density range for this use may vary significantly based on the location of the development. Residential and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area.





Density
12 to 20 DUA (Garden Style Apartments) 20 to 30 units per acre (Modern/ Mixed use style apartments)

Scale
1 to 4 Stories

Intensity
80 to 100% Lot Coverage

Dev. Type & Appropriateness		Compatibility Considerations
SFD	●●●●	
SFD + ADU	●●●●	
Duplex and Townhomes	●●●●	
Small Multi-Family	●●●●	
Large Multi-Family	●●●●	
Retail/Entertainment	●●●○	Should be placed to support walkability, convenience, and designed to cohesively integrate with the surrounding neighborhood.
Office	●●●○	Should be placed to support walkability, convenience, and designed to cohesively integrate with the surrounding neighborhood.
Light Industrial	○○○○	
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all land use categories.

NEIGHBORHOOD COMMERCIAL

Purpose and Character

The Neighborhood Commercial classification includes a variety of lower-intensity commercial uses at the community level that can be appropriately located adjacent to residential uses with limited negative impacts on those uses. This category is intended to serve as a transition zone between lower-intensity residential uses and General Commercial uses





Density
12 to 25 DUA 5 to 10 Jobs Per Acre

Scale
1 to 3 Stories

Intensity
70% Lot Coverage

Dev. Type & Appropriateness		Compatibility Considerations
SFD	●○○○	May be appropriate if higher-density, small-lot product incorporated into a larger, walkable neighborhood.
SFD + ADU	●○○○	May be appropriate if higher-density, small-lot product incorporated into a larger, walkable neighborhood.
Duplex and Townhomes	●●○○	Most appropriate as a transition into other uses.
Small Multi-Family	●●●○	Most appropriate if in a vertical mixed-use building with commercial space on the ground floor.
Large Multi-Family	●●○○	Most appropriate if in a vertical mixed-use building with commercial space on the ground floor.
Retail/Entertainment	●●●●	
Office	●●●●	Neighborhood serving professional offices that are generally considered appropriate.
Light Industrial	○○○○	
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all land use categories.

DOWNTOWN

Purpose and Character

The Downtown classification is intended to promote a mix of commercial and residential uses while creating a distinct character for downtown Palmview. Development in this area should support a higher-density pattern that encourages walkable, lively commercial activity. Commercial projects with reduced parking and zero-lot-line designs are more conducive to a thriving downtown than larger auto-oriented developments that hinder walkability. Mixed-use and medium- to high-density residential development are most appropriate to support and sustain commercial uses.

Density
20 to 50 DUA 30+ Jobs Per Acre

Scale
1 to 3 Stories

Intensity
50 to 100% Lot Coverage





Dev. Type & Appropriateness		Compatibility Considerations
SFD	●●●●	
SFD + ADU	●●●●	
Duplex and Townhomes	●●●●	
Small Multi-Family	●●●●	
Large Multi-Family	●●●●	
Retail/Entertainment	●●●●	
Office	●●●○	Office uses are most appropriate on secondary corridors and frontages.
Light Industrial	●○○○	Light industrial uses that are most appropriate are those that generate significant foot traffic, such as artesian studios.
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all land use categories.

GENERAL COMMERCIAL

Purpose and Character

The General Commercial classification represents a wide variety of goods and services at the regional level. The scale of the commercial development may vary significantly based on the location of the development. Where the General Commercial classification is located adjacent to existing or proposed residential development, buffering and screening should be in place to reduce the negative impacts on the residential development





Dev. Type & Appropriateness		Compatibility Considerations
SFD	○○○○	
SFD + ADU	○○○○	
Duplex and Townhomes	○○○○	
Small Multi-Family	●●●○	Multi-family uses in close proximity to retail uses are most appropriate and should include integrated multi-modal design features that connect residential to commercial uses.
Large Multi-Family	●●●○	Multi-family uses in close proximity to retail uses are most appropriate and should include integrated multi-modal design features that connect residential to commercial uses.
Retail/Entertainment	●●●●	
Office	●●●●	
Light Industrial	●●○○	Light industrial uses that do not causes nuisances to commercial uses and adjacent residential areas are ideal.
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all Land Use Categories.

Density
25 Jobs Per Acre

Scale
1 to 3 Stories

Intensity
60 to 80% Lot Coverage

LIGHT INDUSTRIAL

Purpose and Character

The Light Industrial classification is for a variety of manufacturing and storage uses without outdoor operations. These areas should be located along major thoroughfares for easy transportation access and be screened and buffered from adjacent residential areas. Office and commercial development may be appropriate within this designation to support the industrial development.





Dev. Type & Appropriateness		Compatibility Considerations
SFD	○○○○	
SFD + ADU	○○○○	
Duplex and Townhomes	○○○○	
Small Multi-Family	○○○○	
Large Multi-Family	○○○○	
Retail/Entertainment	●○○○	More appropriate if serving surrounding industrial uses.
Office	●●●○	Most ideal, if serving surrounding uses and impacted minimally from industrial nuisances.
Light Industrial	●●●●	Light industrial uses that do not causes nuisances to commercial uses and adjacent residential areas are ideal.
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all Land Use Categories.

Density
5 to 20 Jobs Per Acre
Scale
1 to 4 Stories
Intensity
40 to 60% Lot Coverage

PUBLIC & SEMI-PUBLIC

Purpose and Character

The Public & Semi-Public classification is for uses that serve a public purpose or public entity, such as government buildings, schools, libraries, and utilities. This category includes existing public parks and recreation areas, open spaces, natural habitat areas, and areas within the floodplain.





Dev. Type & Appropriateness		Compatibility Considerations
SFD	○○○○	
SFD + ADU	○○○○	
Duplex and Townhomes	○○○○	
Small Multi-Family	○○○○	
Large Multi-Family	○○○○	
Retail/Entertainment	○○○○	
Office	●●●●	Public serving office spaces such as City hall, administration, etc...
Light Industrial	○○○○	
Parks & Open Space	●●●●	Generally considered appropriate or compatible within all Land Use Categories.

Density
30 Jobs Per Acre

Scale
N/A

Intensity
N/A

Growth Projection

POPULATION PROJECTIONS

Population projections are based on past population growth rates, anticipated future development, and future land use recommendations. Figure 2 shows several scenarios highlighting Palmview's population projections at various growth rates to 2045, which may include optimistic projections, conservative estimates, and historical trends. According to Figure 2, Palmview will gain 3,920 residents if it continues to grow at the current rate of 1%. It is vital to consider projected population capacity so the City may plan appropriately for infrastructure, housing, and public facilities.

The projected growth rates (1.0, 1.5, and 2.0 percent) are estimates of Palmview's potential future population. Compound Annual Growth Rate (CAGR) is calculated by applying a steady annual percentage increase to the base population, which creates a consistent way to measure long-term growth. Multiple projections are included to capture different growth paths—1% as a conservative scenario, 1.5% as a moderate scenario, and 2% as an optimistic scenario—so the plan remains flexible under varying conditions. Historically, Palmview has seen a relatively high annual growth rate of more than two percent (primarily due to annexation); however, in recent years, the CAGR has declined to 1.85 percent. Because of this recent trend and projections from multiple data sources (including the Texas Water Development Board), a conservative 1.0% CAGR is predicted to yield the most likely future population scenario.

Growth Scenario

Evaluating projected growth against the future land use map is an important step in zoning and land use decisions. At the conservative 1% rate, Palmview would add about 3,920 residents, or roughly 1,452 homes based on Texas's 2023 average household size of 2.7 people. With limited vacant land, the City must use its sites strategically to balance housing and commercial needs. Lower-density development is possible, but it carries tradeoffs such as higher service costs and less appeal for certain commercial investment.

Figure 5. Population Projections

Year	Growth Rate		
	1.0%	1.5%	2%
2022	15,245	15,245	15,245
2023	15,397	15,474	15,550
2024	15,551	15,706	15,861
2025	15,707	15,941	16,178
2026	15,864	16,180	16,502
2027	16,023	16,423	16,832
2028	16,183	16,670	17,168
2029	16,345	16,920	17,512
2030	16,508	17,173	17,862
2031	16,673	17,431	18,219
2032	16,840	17,692	18,584
2033	17,008	17,958	18,955
2034	17,178	18,227	19,334
2035	17,350	18,501	19,721
2036	17,524	18,778	20,115
2037	17,699	19,060	20,518
2038	17,876	19,346	20,928
2039	18,055	19,636	21,347
2040	18,235	19,930	21,774
2041	18,418	20,229	22,209
2042	18,602	20,533	22,653
2043	18,788	20,841	23,106
2044	18,976	21,153	23,568
2045	19,165	21,471	24,040
Population Difference	**3,920**	**6,226**	**8,795**

Source: 2022 U.S. Census Bureau American Community Survey, Texas State Demographer

Land Use & Resilience

Hazard mitigation and resilience are crucial concepts in urban planning and disaster management. Hazard mitigation is any sustainable action that reduces or eliminates long-term risk to people and property from future disasters. Resilience, on the other hand, is the ability to prepare for, adapt to, withstand, and recover rapidly from disruptions. By reducing risks, communities can minimize damage and recover more quickly from disasters, leading to greater resilience.

Land use decisions incorporating strict building codes and zoning laws can minimize the risk of damage to building structures and even loss of life in hazard-prone areas. Resilient land use planning involving the community ensures the decision-making process includes residents' knowledge and needs to be met. Sustainable land use practices and green infrastructure mitigate climate change impacts, and can create aesthetics, like green roofs or vibrant rain gardens, for Palmview through resiliency. To continue establishing resilience initiatives in land use development practices, the City should conduct a land use study on development affected by flooding, extreme heat, and drought to address underlining circumstances that some resilient measures may not be addressed in this Plan. Integrating the Hazard Mitigation components into the Plan significantly enhances the ability to address hazards and achieve resilience.

The Hildago County HMAP identifies natural hazards that impact the City and Hidalgo County and outlines actions to reduce losses from these hazards. Most of the goals that were implemented from the mitigation strategy developed in 2016 are used to amplify the full potential of land use within the planning area and decrease long-term vulnerabilities—the objectives outlined in "Figure 6. Hidalgo County HMAP Applicable Objectives" on page 67 are established to support the goals that maximize land use potential within Hidalgo County and Palmview. The table lists goals distinctive to Palmview with objectives similar to goals and objectives reflected for Hidalgo County

The Hidalgo County HMAP provides objectives and goals resulting from the previous 2016 plan.

Goal 1: Protect public health and safety.

Goal 2: Build and support local capacity and commitment to continuosly become less vulnerable to hazards.

Goal 3: Increase public understanding, support, and demand for hazard mitgiation.

Goal 4: Protect new and existing properties.

Goal 5: Maximize the resources for investment in hazard mitgation.

Figure 6. Hidalgo County HMAP Applicable Objectives

City of Palmview		Hidalgo County	
Objectives		**Objectives**	
Ensure all City of Palmview jurisdiction critical facilities have access to alternate power sources	Provide power for new sub-station	Protect public health and safety	Protect critical facilities and services
Utilize federal flood prevention programs to ensure reduced vulnerability to flooding	Review and remove repetitive loss properties	Protect new and existing properties.	Reduce repetitive losses to the National Flood Insurance Program (NFIP)
Enhance water drainage systems to provide the capacity for floodwaters	Assess the current drainage system in the City of Palmview and conduct projects as necessary	Build and support local capacity and commitment to continuously become less vulnerable to hazards	Use the most effective approach to protect existing buildings and public infrastructure from hazards
Mitigate expansive soils by educating the public about and enforcing building codes that aim to reduce their effects	Mitigate against expansive soils.	Increase public understanding, support, and demand for hazard mitigation	Educate the public on actions they can take to prevent or reduce the loss of life or property from all hazards and increase individual efforts to respond to potential hazards
Provide the public with emergency management contact information and implement a public awareness campaign	Implement public awareness programs to assist the public with mitigation strategies	Protect public health and safety	Maximize utilization of the latest technology to provide adequate warning, communication, and mitigation of hazard events
Harden critical facilities against tornadoes, severe thunderstorms / high winds, hurricanes/tropical storms, severe winter storms, and hailstorms	Evaluate the jurisdictions critical facilities and implement a hardening program	Protect public health and safety	Protect critical facilities and services
Implement procedures for emergency communications using a notification system in the City of Palmview	To provide a means of disseminating emergency information to the citizens of Palmview	Increase public understanding, support, and demand for hazard mitigation	Heighten public awareness regarding the full range of natural and man-made hazards the public may face
Develop a system to maintain records for all weather related incidents	Over the next five years, record the extent and impact of all natural hazards related incidents within the jurisdiction	Protect public health and safety	Maximize utilization of the latest technology to provide adequate warning, communication, and mitigation of hazard events

Source: Hidalgo County Hazard Mitgiation Plan (2019)



4 HOUSING & NEIGHBORHOODS

Introduction

The adequate supply of affordable and diverse housing options plays a crucial role in shaping the quality of life for residents in a community. This chapter evaluates the current housing stock in Palmview and explores the unique characteristics of its neighborhoods. It also outlines various strategies and programs that the City can utilize to meet both current and future housing needs, as well as highlighting strategies to enhance existing neighborhoods.

This chapter provides:

- Neighborhood & Housing Assessment
- Projected Housing Population
- Neighborhood and Housing Programs
- Community Amenities
- Housing and Resilience Connection
- Preservation, Character, and Design

WHAT WE HEARD

Desired Housing Types

01 Single-Family Homes

02 Apartments

03 Affordable Housing Units

Other Comments

Mixed-Use Development is the most effective use of land, especially for a small city like Palmview.

There are some residents of Palmview who live significantly below the poverty line, and with a lack of affordable housing, many are left to live in homes/trailers dangerous to their well-being.

Rather than using free land to build more single-family housing, Palmview should be proactive and build more multi-family structures.



Source: Freese and Nichols, Inc.

Neighborhood & Housing Assessment

EXISTING HOUSING CONDITIONS

A preliminary housing assessment highlights the need for land use policies that address Palmview's diverse housing needs, expand affordable housing options, and create long-term community neccessities for both new and existing homes. Inadequate living space, extreme indoor temperatures, and injury hazards within homes can significantly impact the quality of life. Addressing these issues can enhance residents' quality of life and improve housing conditions that contribute to poverty reduction, mitigate climate change, and support the vision and goals of Palmview to achieve a healthy and sustainable City. Improving housing conditions is key to promoting a stable economy and resilient community.

Occupancy Rates

According to the 2023 US Census American Community Survey 5-Year Estimates, there are 5,943 housing units in Palmview, 82.6% of which are occupied. About 76.7% of occupied units are owner-occupied, and 23.3% are renter-occupied. Due to land constraints, additional housing units, both rented and owner-occupied, will be necessary to accommodate anticipated population growth.

Figure 8. Housing Occupancy

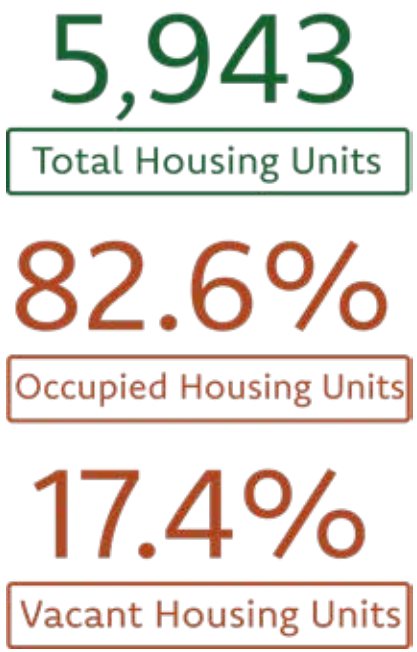
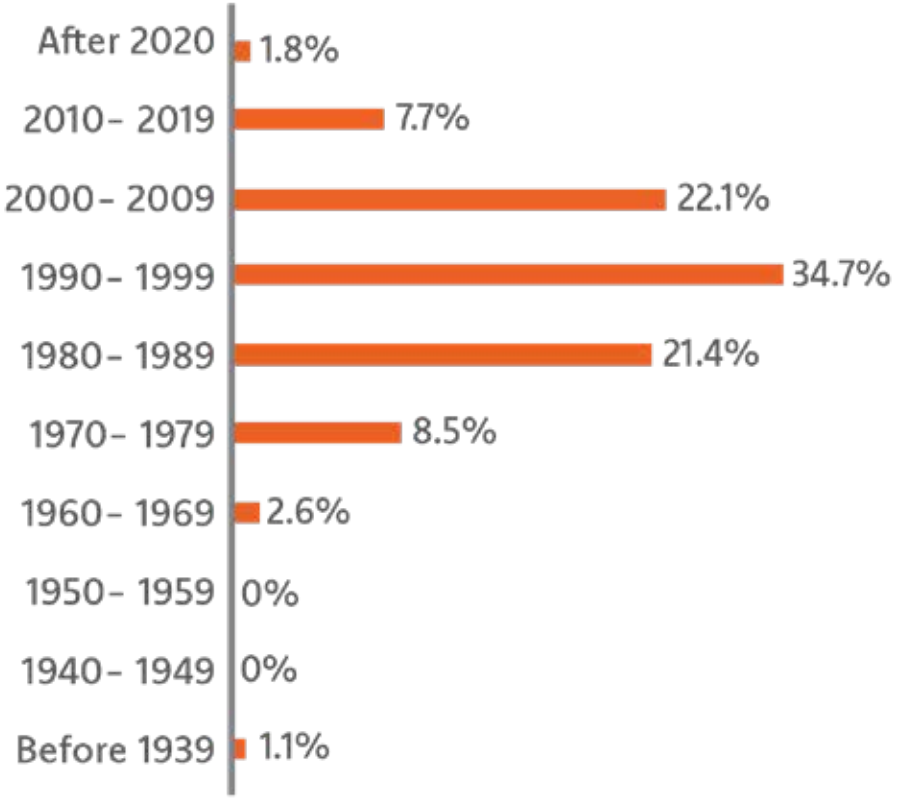


Figure 7. Housing Structure Built



Source: US Census ACS 5-YR 2023

Residential Real Estate

Between 2021 and 2025, the City of Palmview issued 192 residential permits (City of Palmview Permit Data). The average home value increased by 29% from 2021 to 2023 (2021 and 2023 ACS 5-Year Estimates), while the median household income increased by 11% (2021 and 2023 ACS 5-Year Estimates). The percentage increase in home values compared to Hidalgo County accounts for a rise of 31% between 2021 and 2023 (2021 and 2023 ACS 5-Year Estimates).



Source: Freese and Nichols, Inc.

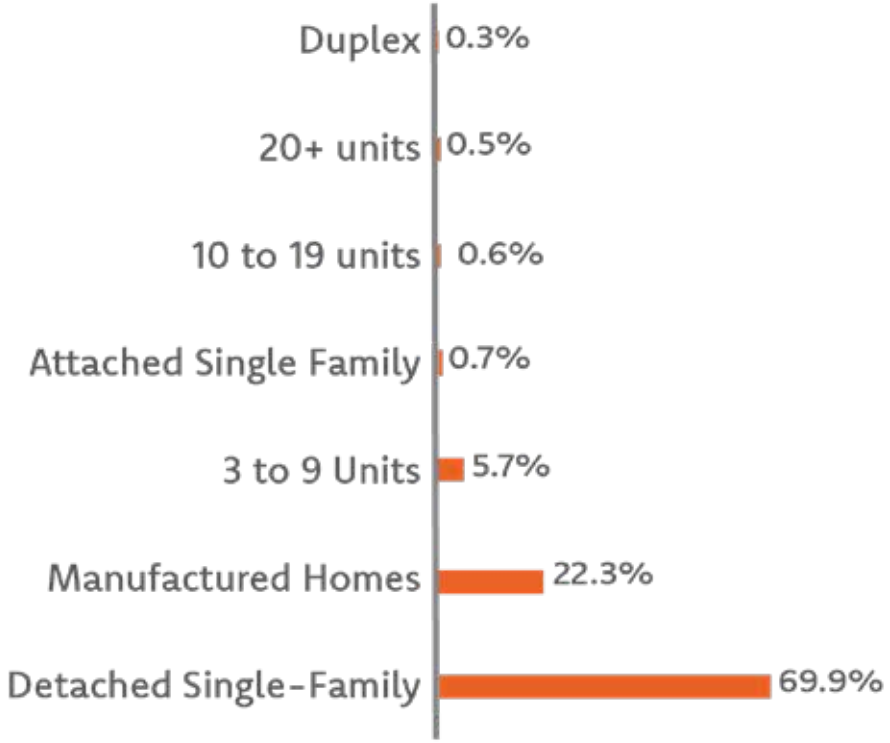


Source: Freese and Nichols, Inc.

Housing Typology

Evaluating the availability, condition, and affordability of housing can guide the development of land use policies and help Palmview address current gaps in its housing market while planning for future growth. Palmview's housing stock is overwhelmingly made up of single-family detached homes, limiting options for those seeking different housing types. Through the online survey, community members have expressed that they would like to see more affordable multi-family housing. Engaging in other types of housing, such as duplexes, townhomes, or multi-family housing, can diversify the housing stock within the City and also meet the needs of future residents.

Figure 9. Housing Typology



Source: US Census ACS 5-YR 2023

Projected Housing Population

Housing projections play an important role in cities, helping to meet future demands for the local economy and residents and supporting sustainable development. Accurate projections should promote the future development of streets, parks, schools, and public facilities that enhance the quality of life for the overall community. Considering the realities of the real estate market due to fluctuations in trends, the City should strive to address challenges faced in housing, such as housing affordability, effective housing regulations, and implementing housing program social services.

Housing development in Palmview is growing at a rate of 0.89%. As this rate continues over the next ten years, the City will add 6,609 residential developments by 2035. If the City experiences another huge boost in community members over the next ten years, adjacent to 2.0%, the City has the potential to develop 7,791 additional housing units.

METHODOLOGY

Projecting housing is calculated per module using the following metrics:

- Identifying the initial and final values
- Calculating the year span difference
- Assess the Annual Growth Rate

In completing projections, the initial value, the number of housing units in 2020, was subtracted from the final value, 2023, and then divided by the initial value. Once the result is obtained, it will be multiplied by 100 to convert it to a percentage. The initial and final values were then continuously multiplied by the actual growth percentage, 0.89%, and a higher potential percentage, 2.0%, over the span of 10 years to deliver projection amounts. This growth rate of projections can inform the City on what to expect and prepare for to fulfill the needs of community residents, while not overwhelming public service infrastructure systems that are used daily.

$$\text{ANNUAL GROWTH RATE} = \left(\frac{\text{Final Value - Intial Value}}{\text{Intial Value}}\right) \times \frac{100}{\text{Number of Years}}$$

Figure 13. Housing Projections by 2035

Year	Growth Rate	
	0.89%	2.0%
2020	5,789	5,789
2021	5,840	5,905
2022	5,892	6,023
2023	5,943	6,143
2024	5,997	6,266
2025	6,050	6,392
2026	6,104	6,519
2027	6,158	6,650
2028	6,213	6,783
2029	6,268	6,918
2030	6,323	7,057
2031	6,379	7,198
2032	6,436	7,342
2033	6,493	7,489
2034	6,551	7,638
2035	6,609	7,791

Source: 2020 U.S. Census Bureau ACS 5 Year, 2023 U.S. Census Bureau ACS 5 Year

HOUSING ATTAINABILITY AND AFFORDABILITY

Housing affordability in Texas has eroded significantly over the last half-decade. Although price escalations accelerated during and after COVID, along with mortgage interest rates, these escalations began in the late 2010s as demand for housing in the state exceeded supply.

The Texas Real Estate Research Center at Texas A&M University tracks the ability of individuals in a given location to afford a home purchase through the Texas Housing Affordability Index. The (THAI) reflects the relationship between the median family income in a locale and the computed amount required to purchase a median-priced home. The required income is derived from the current mortgage interest rate, the down payment, and the lender's required mortgage debt-to-income ratio, or qualifying ratio. The qualifying ratio is a measure of the monthly mortgage payment to the borrower's gross monthly income. For example, a qualifying ratio of 25% means the monthly mortgage payment (principal and interest) cannot exceed 25% of the borrower's gross monthly income. A higher THAI indicates relatively greater affordability. A ratio of 1.00 means that the median family income (MFI) is exactly sufficient to purchase the median-priced home. A THAI above 1.00 means the MFI exceeds the required income to purchase a median-priced home. Conversely, a THAI below 1.00 indicates the MFI is not sufficient to purchase the median-priced home.

Source: Texas A&M University Real Estate Center)

The THAI shows that affordability in Texas dipped briefly from early 2018 to early 2019, rebounded in late 2019 and peaked around 1.8 THAI in late 2020 during the heart of the COVID period. Beginning in 2021, housing affordability plummeted to almost 1.0 due to a combination of low interest rates and demand far exceeding supply.

Providing adequate and affordable housing requires an understanding of the types of housing people need, how much they need, and what they can afford to purchase, maintain or rent based on their income and household expenses. The American Planning Association, in collaboration with the National Association of Home Builders, Mortgage Bankers Association and National Association of Realtors, developed the following general approach to ensuring housing supply matches current and future community demand. The first and second steps (to create a plan and vision, analyze housing and engage the community to identify housing goals) are addressed through this chapter of the Comprehensive Plan; the remaining seven steps involve a continuing process to identify areas of improvement in the City's development ordinances and building codes, to streamline processes to permit housing, to measure the effects of these changes, and to repeat the process. This can be done through a focused housing study, updates to this Comprehensive Plan, an ongoing stakeholder committee or task force devoted to studying housing, or any combination.



Source: Housing Supply Accelerator Playbook (American Planning Association)

Neighborhood and Housing Programs

Successful housing strategies involve a variety of techniques, both public and private, and require cooperative actions by property owners, tenants, the City, local organizations, and volunteer groups. While personal investment in property is a key component for attractive neighborhoods, the City may also positively impact and encourage private investment by creating and maintaining livable neighborhoods. Additional recommended housing and neighborhood improvement programs are described below:

HOME IMPROVEMENT PROGRAMS

The City can leverage funds to provide financial assistance to homeowners for home repairs and modifications. The funds can be provided as a grant for home improvements or as a partial grant where the homeowner will match funds granted by the City.

FAITH-BASED PARTNERSHIPS

The City could collaborate with local civic and faith-based organizations to offer more substantial support to residents in the community. Involving a City building official and a builder would ensure technical expertise and coordination. While the City might seek some financial contributions for repairs, it is expected that most of the materials, labor, and effort will be donated and volunteered.

HOUSING TAX CREDIT PROGRAM

The Texas Department of Housing and Community Affairs Housing Tax Credit (HTC) Program is a key tool for channeling private investment into the creation and maintenance of affordable rental housing for low-income families. Eligible participants receive tax credits to reduce their federal tax burden in return for developing or preserving affordable rental units.

PROACTIVE CODE ENFORCEMENT PROGRAM

Palmview can take a proactive approach to code enforcement by setting funds aside to assist in resolving code issues. The major focus of efforts to make necessary improvements based on code enforcement should be providing education and compliance efforts to property owners.

PUBLIC IMPROVEMENT DISTRICT (PID)

A PID is a special district created by a city or county to fund improvements and services that benefit a specific area. These improvements can include landscaping, street lighting, sidewalks, parks, and other infrastructure projects. Property owners within the PID pay assessments to fund these enhancements, which are designed to improve the quality of life and property values in the area.

NEW MARKET TAX CREDITS

The New Market Tax Credit (NMTC) program is a U.S. federal initiative aimed at encouraging private investment in economically distressed communities. Established by the Community Renewal Tax Relief Act of 2000, the program is designed to stimulate economic and community development by providing tax incentives to investors who support projects in low-income areas.

COMMUNITY DEVELOPMENT CORPORATIONS

Community Development Corporations (CDCs) play a significant role in financing and supporting community development initiatives in Texas, as well as throughout the United States. CDC financing in Texas involves various programs and initiatives aimed at revitalizing neighborhoods, creating affordable housing, promoting economic development, and addressing community needs.

NEIGHBORHOOD EMPOWERMENT ZONE

Municipal property tax abatements, fee waivers and release of city liens are available to property owners who build or rehabilitate property within a NEZ. These incentives are designed to promote affordable housing, economic development and expanded services. Chapter 378 of the Texas Local Government Code allows a municipality to create a Neighborhood Empowerment Zone when a "...municipality determines that the creation of the zone would promote:

- The creation of affordable housing, including manufactured housing, in the zone;
- An increase in economic development in the zone;
- An increase in the quality of social services, education, or public safety provided to residents of the zone; or
- The rehabilitation of affordable housing in the zone."
- The City, by adopting an Incentives and Tax Abatement Policy with a NEZ, will promote affordable housing and economic development in Neighborhood Empowerment Zones.

In addition to other powers that a municipality may exercise, a municipality may:

- Waive or adopt fees related to the construction of buildings in the zone, including fees related to the inspection of buildings and impact fees;
- Enter into agreements, for a period of not more than 10 years, for the purpose of benefiting the zone, for refunds of municipal sales tax on sales made in the zone;
- Enter into agreements abating municipal property taxes on property in the zone subject to the duration limits of Section 312.204, Tax Code; and
- Set baseline performance standards, such as the Energy Star Program as developed by the Department of Energy, to encourage the use of alternative building materials that address concerns relating to the environment or to the building costs, maintenance, or energy consumption.

ENCOURAGE HOUSING DIVERSITY

Encouraging housing diversity can help the community's older residents age in place. Missing middle housing, such as duplexes, triplexes, and townhomes, offers more affordable options compared to single-family homes.

Missing Middle Housing

"Missing Middle Housing" is a term that describes a range of housing types, including small single-family residential, duplexes, and small-scale multi-unit buildings that complement single-family neighborhoods. These housing types help provide more affordable housing options for people in different phases of the housing cycle, including young families, young professionals, empty-nesters, and the elderly. Meeting the housing needs for residents in Palmview allows the City to achieve new growth efforts by enforcing Missing Middle Housing types. Each of these housing types can vary in price point and model. It is possible to have a mixture of affordable and premium price points for each type and they can be for rent or sale.



Source: Freese and Nichols, Inc.



Source: Freese and Nichols, Inc.



Source: Freese and Nichols, Inc.

INCORPORATE FOOD SYSTEMS

Food deserts are residential areas with limited access to nutritious and affordable foods, with characteristics that may include a lack of grocery stores or non-fresh food options available to residents. Census qualifies communities as a food desert using both low-income and low-access variables within a formula to calculate the level of risk a community has within a food desert. According to the U.S. Department of Agriculture (USDA), Palmview is considered a food desert, with parts of the community having to travel more than a mile to the nearest supermarket or grocery store. The following strategies serve as opportunities to provide access to fresh foods and empower communities:

Farmers Markets

Farmers markets provide access to fresh and nutritious produce in the local community and a gathering space for residents to meet and socialize with one another. Sustainable initiatives are promoted by reducing transportation and packaging and encouraging local businesses to adopt organic farming practices. Direct-to-consumer sales allow farmers to generate more profit, eliminating the middleman of distributors and packaging. The City can also reach out to surrounding farms, incorporating Community Supported Agriculture (CSA) as vendors to distribute fresh weekly produce boxes in efforts to address food security for households.

Community Garden

Converting vacant lots into community gardens provides fresh produce and allows residents to engage. Partnering with non-profit organizations, schools, community groups, or faith-based organizations with support from the City can create an organized structure of maintenance roles and responsibilities. With help from school districts, community gardens can provide hands-on learning opportunities for students, staff, or parents.

Housing and Resilience Connection

Incorporating housing resilience into planning can create accessible and attainable housing, empowering longevity of community recovery during a natural disaster. Fostering resilience initiatives in housing development practices can reduce cost-saving burdens and protect property ownership, which is imperative for vulnerable low-income communities.



Policy/Finance

Establishing policy and financial structures that support housing development and maintenance contributes to community resilience by promoting stability and adaptability in response to challenges.

Neighborhood Infrastructure

The Infrastructure of a community, including utilities, transportation, and public spaces, enhances resilience providing essential services during a disruption.

Housing Stock

The physical condition and design of housing units directly impact resilience by determining their ability to withstand environmental stressors and meet evolving resident needs.

People and Social Capital

Strong social networks and community relationships enhance resilience through support, information sharing, and coordinated responses, fostering community cohesion and reducing vulnerability.

Environmental Resilience

Integrating design principles into housing development minimizes environmental impact, conserves resources, and enhances the long-term ecological resilience of communities, promoting adaptability to environmental changes.

Community Amenities

The proximity to amenities and services significantly influences both the quality of neighborhoods and the residents' overall quality of life. Map 6 shows the distribution of community amenities within Palmview's city limits. A study or analysis should be conducted that cross-collaborates City departments to understand potential amenities and building structures affected by hazards to improve safety and achieve resilient initiatives. Generally, Palmview neighborhoods benefit from convenient access to amenities such as grocery stores, convenience stores, healthcare facilities, schools, medical facilities and libraries. The FLUM should be used to identify appropriate areas for these future services. The following is a broad overview of the available amenities within the community.

HEALTHCARE

The City does have healthcare facilities, in addition to facilities located in the eastern surrounding cities like Mission, Pharr, and McAllen. The majority of healthcare facilities in Palmview are considered medical clinics/ offices, which may limit hours of operation and services, whereas the medical center in Mission, Texas, offers a broad range of services that may have longer wait times and higher costs. The few healthcare services available within City limits include an optometrist, a dentist's office, and several home healthcare providers.

SCHOOLS

The City of Palmview is primarily serviced by La Joya Independent School District, which operates 37 schools in Hildago County, including Palmview High School, Memorial Middle School, and E.B. Reyna Elementary School. Additionally, there are two public charter schools: IDEA Palmview, which teaches kindergarten through 8th grade, and Premier High School. The City can work with the school district to leverage the Safe Routes to School Program to provide and enhance pedestrian and bike infrastructure around the schools.

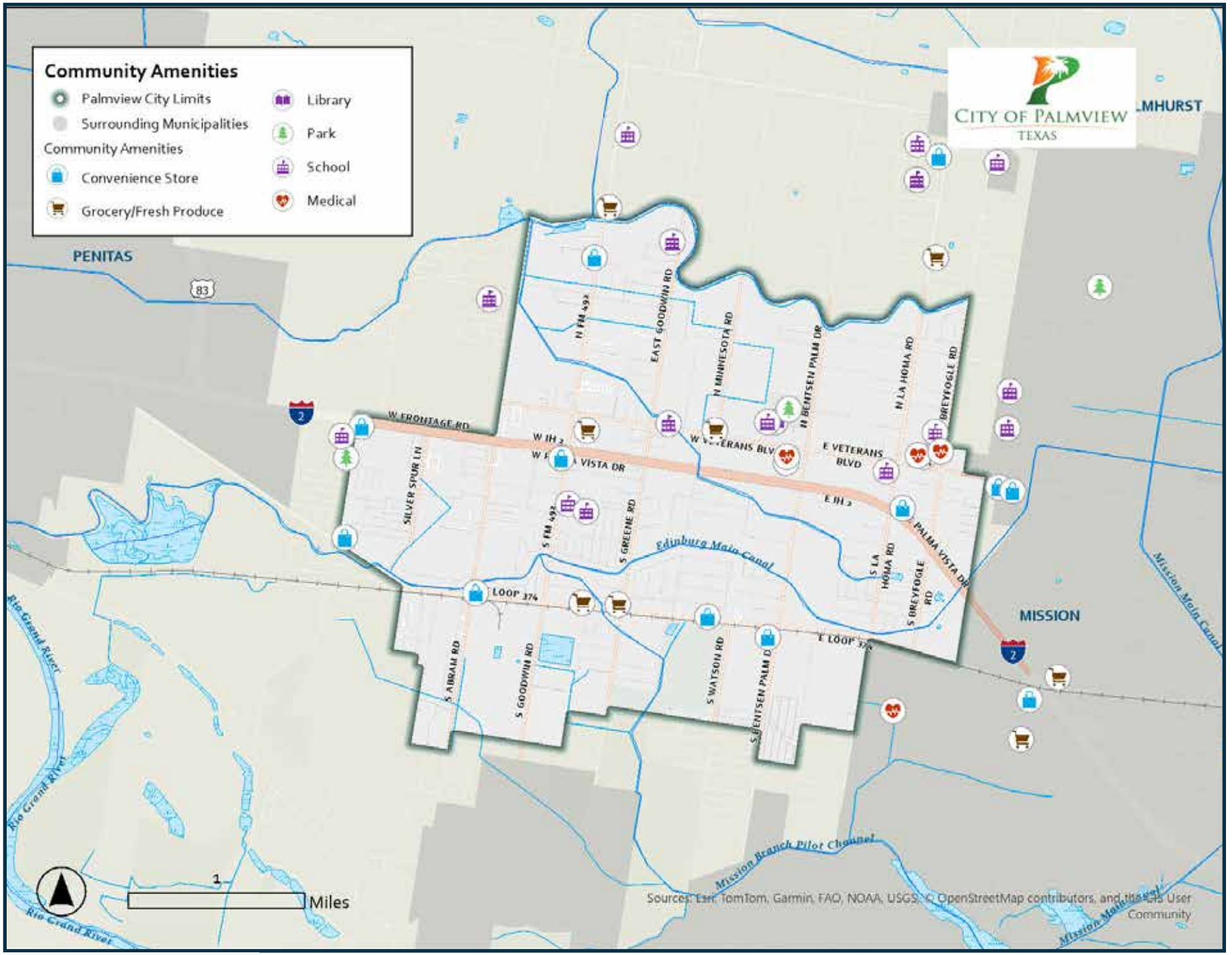
FRESH PRODUCE AND CONVENIENCE STORES

H-E-B stands as the only chain supermarket in Palmview, as residents do have access to meat markets, or "carnicerias", however, there are smaller grocery stores dispersed throughout the city and its ETJ. Siempre Grocery Store provides healthy options to residents who meet requirements for WIC.

The majority of Palmview is contained in a food desert. The USDA identifies areas with limited access to supermarkets, grocery stores, or other healthy and affordable food sources as a challenge for civilians to achieve a healthy diet. Low-income neighborhoods, communities with a poverty rate above 20 % and/or median family income less than 80 % of the state-wide median family income, are within the criteria to qualify as a food desert. In addition to low-income neighborhoods, low access to healthy food is also considered. Low access factors include 33 % of the population (or at least 500 people) greater than one-half a mile and/ or 1 mile from the nearest supermarket or large grocery store for an urban area or 10 miles for a rural area.

PUBLIC PARKS AND RECREATION

The City of Palmview has two public parks. Palmview Municipal Park is nearly 18 acres and features a picnic area, four baseball diamonds, a basketball court, and two playground sets. Showers Park, located next to Cesar Chavez Middle School, is much smaller at approximately 4 acres and includes a playground and a splash pad.



Map 6. Community Amenities

Preservation, Character, and Design

NEIGHBORHOOD CHARACTER

Neighborhood character refers to a place's unique and distinct identity or quality. It is how individuals experience a space. Natural, visual, cultural, economic, and social characteristics all imbue character to a place. Planning strategies can reinforce and enhance neighborhood identity by creating memorable public spaces, supporting local businesses, and preserving cultural heritage.

While the term "character" can be expansive and encompassing, within the context of the built environment, it refers to a range of design suggestions and standards that can be adopted to ensure the City leaves a lasting impression on residents and visitors. These recommendations and guidelines aimed at fostering community character include, but are not limited to:

- Urban design guidelines and streetscape enhancement programs
- Gateway installations
- Landscape enhancements
- Development standards
- Corridor aesthetic standards

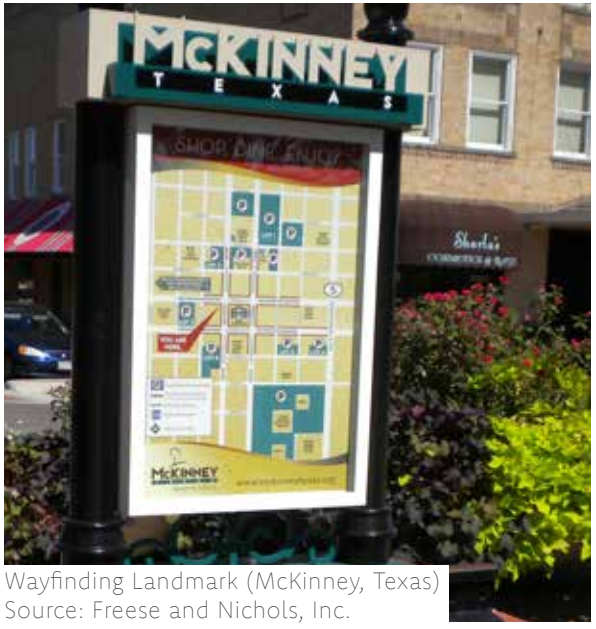
COMMUNITY BRANDING & URBAN DESIGN

Community branding plays a crucial role in conveying a community's goals and vision. It should not only celebrate the community's rich history but also communicate its current values and future aspirations. Effective branding can significantly support community planning efforts, attract visitors, and strengthen community cohesion. Elements of branding may encompass consistent use of unique materials or colors, a unified signage system, and the establishment of distinctive landmarks throughout the City. Downtown areas, as the focal point of many communities, are typically the initial focus for community branding efforts, setting the tone for the entire area.

Integrating urban design elements into community and neighborhood planning can enhance existing spaces, creating urban environments that are more comfortable, visually appealing, and inclusive. This integration of design elements yields various benefits for the community, including improvements in health, social engagement, economic vitality, and environmental sustainability. For instance, enhancements to streetscapes, such as Interstate 2 (I-2), can promote better health outcomes, encourage physical activity, create safer environments, and more.



Major Gateway (Tulsa, Oklahoma)
Source: Freese and Nichols, Inc.



Wayfinding Landmark (McKinney, Texas)
Source: Freese and Nichols, Inc.

NEIGHBORHOOD ENHANCEMENTS

The following are basic urban design elements that can be incorporated into the City's zoning ordinance to create cohesive, well-designed places.

Streetscapes

An important part of the visual makeup of a neighborhood involves the streetscape and the degree to which it provides access to all its users. Streets should enhance, rather than detract from, the surrounding urban environment. It is crucial to create streets that are easily accessible to all ages, abilities, and modes of transportation. Some strategies to create more pedestrian-friendly streets include:

- Design streets in a grid pattern to increase pedestrian connectivity
- Ensure sidewalks are wide and that canopy trees line the streets for enhanced shade and safety
- Maximize the visibility of architecturally distinctive cultural facilities, civil facilities, and open space corridors
- When possible require utilities to be placed underground to minimize visual clutter
- Limit the length of the street blocks, generally less than 1,000 feet

Parks and Open Space

Parks, open spaces, and recreational facilities can enhance the visual appearance of a community and contribute to its character. Recreational facilities and activities are positive and attractive features that often serve to sustain neighborhoods, and strengthen the community's sense of pride and identity. As Palmview grows, the City may consider adopting a Parks, Recreation, and Open Space Master Plan for future amenity improvements and considerations for the City.

Placemaking and Design

Placemaking is the action of creating spaces that encourage public interaction and foster a sense of community. Through design, location, or amenities, these spaces serve as focal points that contribute to community identity and pride. Examples of placemaking include neighborhood parks, public pavilions, lifestyle centers, town squares, and shopping centers. It is also reflected in building design to create a distinctive look and feel for an area.

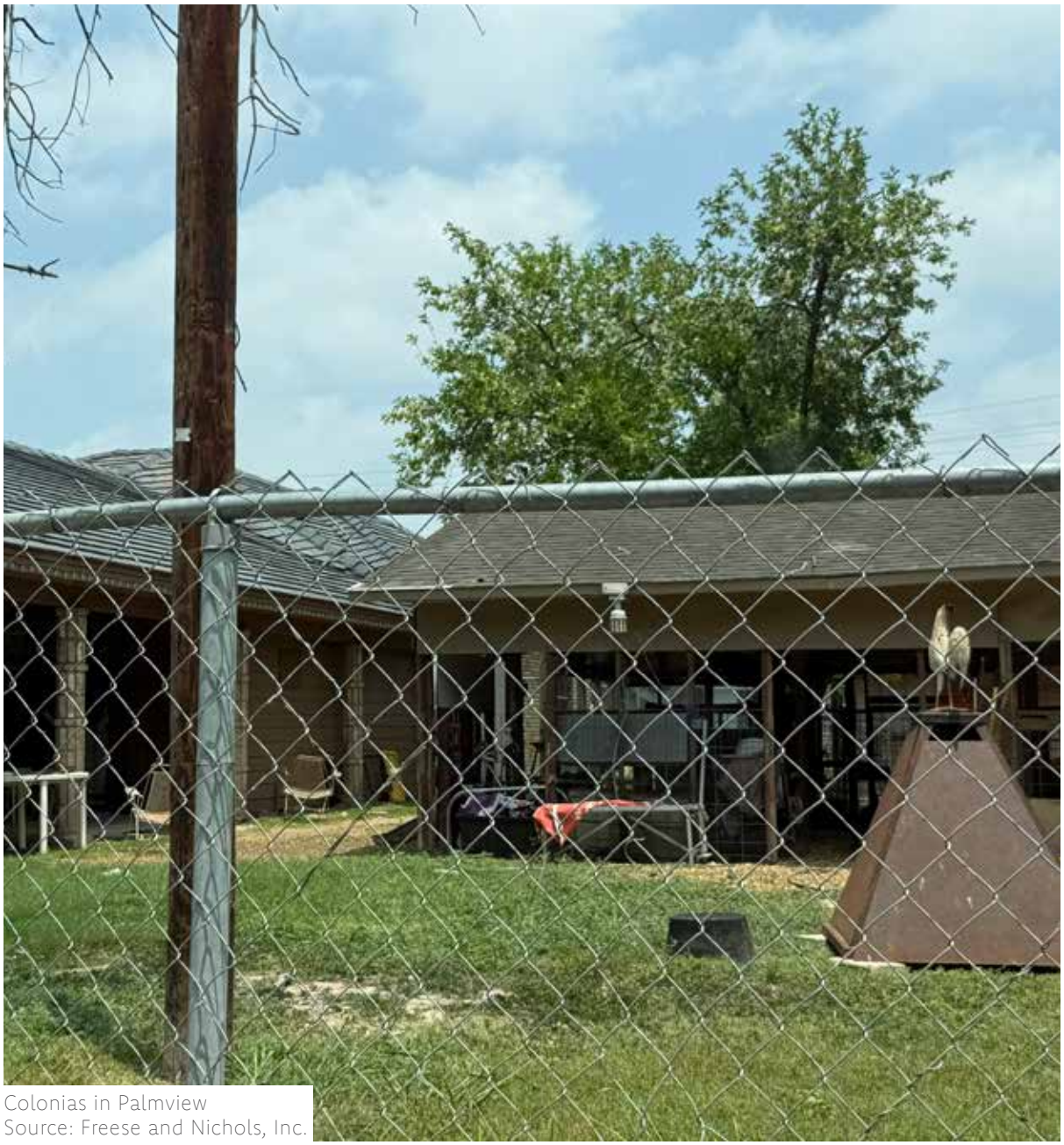
Wayfinding and Branding

Wayfinding signage in a city includes a mix of images, physical signs, and monuments that tell people where they are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of directional, roadway, and gateway signage should be consistent throughout the City.

Branding is a city symbol and slogan located on city-sponsored signage and public spaces to create a sense of place. The City of Palmview's branding includes its logo, the colors orange and green, and palm tree motifs. These can be incorporated into gateway signage, street signs, district flags, and other public fixtures.

Gateways

The City can leverage corridors through pedestrian connections, landscaping, and unified urban design requirements in the zoning ordinance. Design features like gateway signage and monuments in these areas can enhance the sense of arrival for both residents and visitors, while also establishing a unique brand and identity for the City.



Colonias in Palmview
Source: Freese and Nichols, Inc.

THE COLONIAS

The Department of Housing and Urban Development (HUD) estimates that there are 67 Colonias located in the City of Palmview with many more scattered throughout its ETJ. These developments emerged as informal settlements comprised primarily of single-family homes and manufactured homes. Because of Colinas' unplanned nature, many of these communities lack basic infrastructure and city services like paved roads, potable water, trash collection, and adequate wastewater disposal. Due to their low socio-economic status, these communities tend to be the most vulnerable to natural disasters, particularly flooding.

Several actions have been taken to improve conditions in the Colonias, such as their annexation into the City's jurisdiction. Hildalgo County operates a Colonia Self-Help Center in collaboration with the Texas Department of Housing and Community Affairs; the program established a Colonia Resident Advisory Committee to represent the needs of those living in the participating Colonias. When government assistance falls short, community organizations like La Union de Pueblo Entero (LUPE) step in to advocate for the people living in Colonias. In 2023, thanks to LUPE's efforts, the City of Palmview received a grant of over $600,000 from the Texas General Land Office to improve stormwater drainage infrastructure in the City's colonias.











5 INFRASTRUCTURE, PUBLIC FACILITIES, AND SERVICES

Introduction

Infrastructure, public facilities, and services provided by City staff are essential elements that contribute to a functional City for residents and visitors. As Palmview evolves, it is crucial for local authorities to assess the shifting needs of the population and allocate land accordingly to accommodate anticipated facility requirements. Investing in reliable and modern infrastructure allows Palmview to achieve support for the quality of life amongst citizens and improve economic growth. Residents use utility systems and public facilities daily, while the City plays a significant role in providing certain public services, it is important to recognize the contributions of other entities. Palmview can continue to thrive as a vibrant and resilient city, meeting the needs of its residents both now and in the future.

This chapter provides:

- Sustainability & Resilient Infrastructure
- Critical Facilities
- Existing Water Infrastructure
- Local Hazards and Infrastructure
- Utilities
- Transportation and Mobility
- Crime Prevention and Safety
- Best Practices

WHAT WE HEARD

Infrastructure, Public Facilities, and Service Priorities

01 Improve Drainage

02 Improve Road and Conditions

03 More Parks and Green Space

Other Comments

Adding lights to streets, the streets are too dark.

Roads, sidewalks and improve road flooding during storms.

I have an issue with the upkeep of our roads, which have rocks and gravel piled up at major intersections.

Sustainable & Resilient Infrastructure

Enhancing resilience in public facilities and infrastructure planning involves aligning development to strengthen essential services and infrastructure resilience. A study or project that observes current infrastructure and potential future risks associated with updated infrastructure or hazard challenges should be considered for Palmview's future. To support resilient initiatives, public facilities and infrastructure capabilities that meet the community's evolving needs should also be analyzed.



Source: Freese and Nichols, Inc.

REDUNDANCY

Palmview's infrastructure network should maintain redundancy in critical facilities to ensure that natural or man-made shocks and stressors do not hinder essential services.

FLEXIBILITY

Public facilities in Palmview should be designed to adapt to a variety of community functions, enabling easy repurposing for future needs.

RISK MITIGATION

Palmview's public facilities and infrastructure should be designed to withstand major hazards while providing relief from community stressors.

GREEN INFRASTRUCTURE

Green infrastructure enhances resilience by managing stormwater, reducing heat, and supporting sustainable urban development.

MAINTENANCE

A plan for continuous and proactive maintenance of public facilities and infrastructure should be included in all development decisions.

PUBLIC INVOLVEMENT

A resilient Palmview requires active engagement with educated and prepared residents to foster a robust community partnership.

Critical Facilities

Critical facilities provide vital services to the community to support the well-being and safety of the population. They are important in remaining operational during emergencies to support disaster relief and recovery efforts. As critical facilities are fundamental to the resilience and stability of communities, their functionality directly impacts the local economy. Proper planning and management of essential facilities can reduce risks associated with natural disasters. The City should conduct a study focused on analyzing the facilities in Map 7 based on potential effects from hazards prone in Palmview, which can help mitigate future measures associated with risks and resilience.

GOVERNMENT FACILITIES

The main City facilities are located in the center of Palmview, along Veterans Boulevard, and house multiple departments, including police and administrative offices. The police and fire departments serve as community and public safety emergency response hubs. Protecting the City Hall in Palmview is imperative for the functionality of the local economy and in coordinating emergency responses throughout the City. Damages to this facility, in the event of a hazard, can restrict operations and communications.

EDUCATIONAL FACILITIES

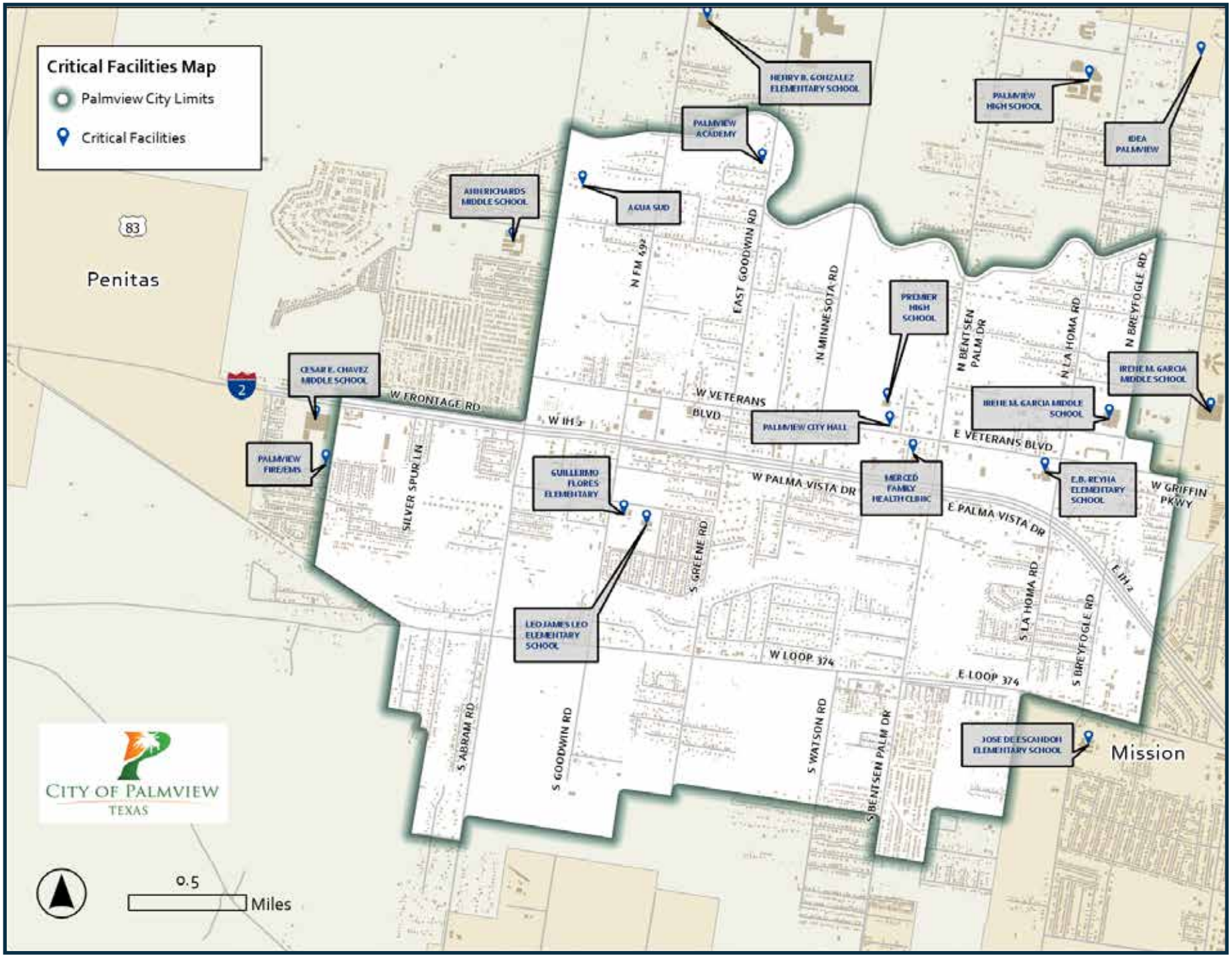
Educational facilities are often considered emergency response centers. Several schools are located throughout the City, and ETJ could be beneficial depending on the City's geographic location during an emergency event. These facilities usually offer space and resources, in addition to location familiarity from residents, that can cause anxiety during the duration of an event. Proper planning and preparation is critical to navigating challenges effectively.

AGUA SUD

Agua SUD facilitates the integration of essential services like water and wastewater management. Maintaining this facility supports the local economy with successful operations, assists local businesses, and contributes to community members' quality of life by supporting residential properties that attract investors and buyers into the community. Damage from flooding has the potential to disrupt the local economy and significantly damage aging infrastructure. Impacts to this facility can lead to contamination and harm the environment. Regular maintenance and inspections can lower the prevention of system failures and risks in the City.



Source: Freese and Nichols, Inc.



Map 7. Critical Facilities

Existing Water Infrastructure

Palmview, like many communities in the Rio Grande Valley, faces significant challenges in providing reliable water, sewer, and drainage services due to rapid growth, aging or inadequate infrastructure.

WATER SERVICE

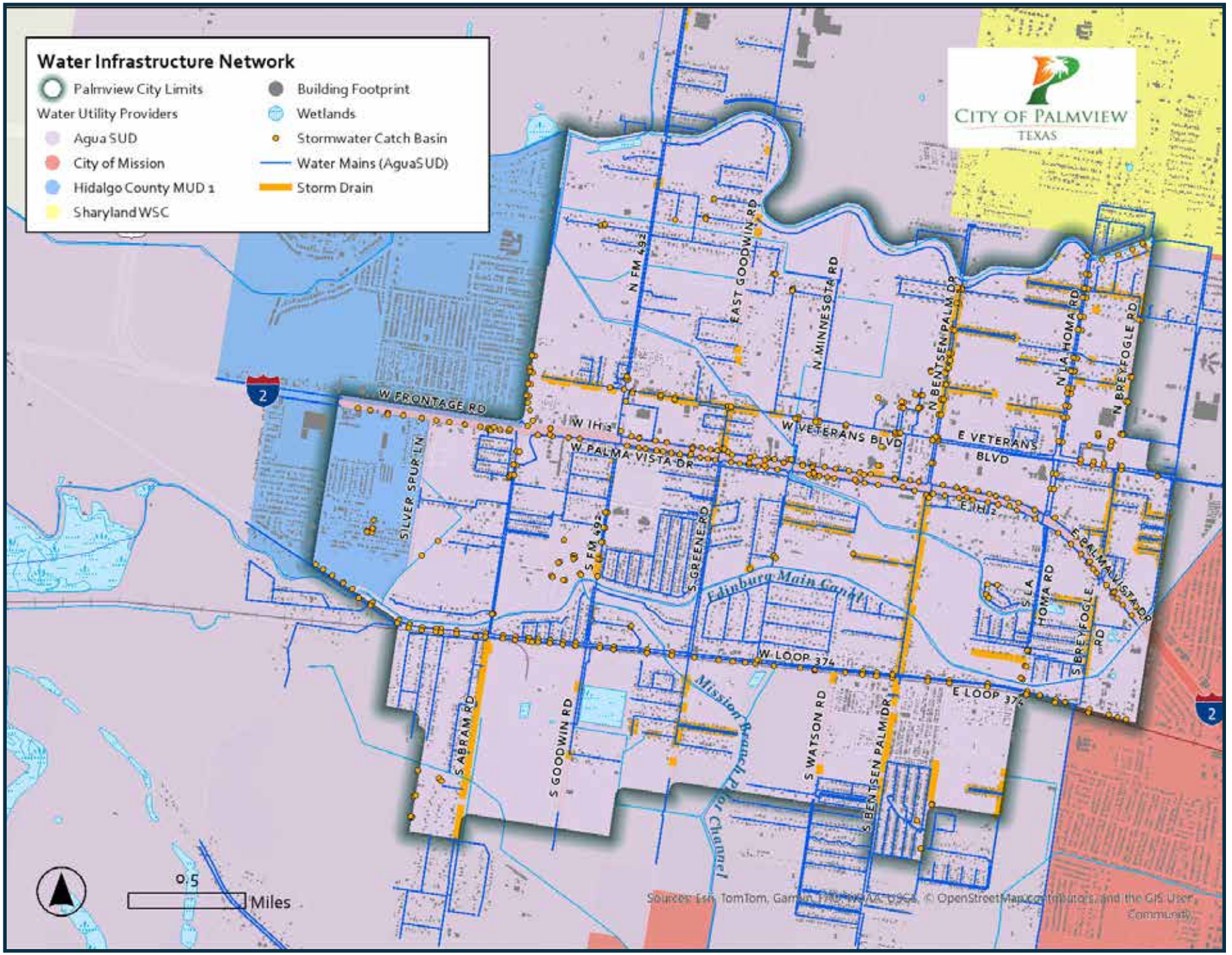
Palmview's water infrastructure is primarily managed through Certificates of Convenience and Necessity (CCNs), which define the areas where specific utility providers have the exclusive right to supply water. The Agua SUD serves as the main provider, overseeing the distribution of potable water to households and businesses. Since the City of Palmview does not own and operate the water system expanding water infrastructure requires negotiation and funding agreements, which may have impacts on service extension. Though the majority of the City is served by Agua SUD, there is a western portion of Palmview that is served by the Hidalgo County Municipal Utility District (MUD), which is a special purpose district that finances and constructs utility services for areas not served by a municipality or other provider.

SEWER SERVICE

Sewer service in Palmview is primarily provided by Agua SUD, though portions of the city limits are also served by the City of Mission and Hidalgo County MUD. While several providers hold CCNs for sewer service in Palmview, this does not mean that all properties within these CCN areas are connected to a centralized sewer system. In fact, a large percentage of properties still rely on septic systems, which can pose health risks and environmental concerns as the city continues to grow. Colonia communities like Colonia Ramirez Number 4 have relied on private septic systems and are not connected to the city's sewage system. Recent efforts have secured funding to address drainage issues in these areas, including adding storm inlets and underground drain pipe systems.

STORMWATER

Due to Palmview's flat topography and limited natural drainage, a comprehensive network of stormwater catch basins, storm drains, and culverts is essential to managing rainwater and preventing flooding. Much of Palmview's stormwater infrastructure is located along TxDOT rights-of-way, particularly near Interstate 2, as stormwater systems are often built in conjunction with roadway projects—especially highways, which are designed to higher drainage standards than many municipal streets. However, many areas outside of these corridors still experience localized flooding, which emphasizes the need for expanded stormwater infrastructure. Investing in additional drainage capacity, improved conveyance, and potential green infrastructure solutions will be critical to strengthening Palmview's overall hazard resilience and reducing flood risks.



Map 8. Water Infrastructure Network

Local Hazards and Infrastructure

Incorporating resilient infrastructure that addresses the impact of hazards in Palmview can minimize the impact of vulnerable and aged infrastructure. Effective mitigation and preparation from outreach programs allow the local government and community organizations to prioritize future events and maximize goals and initiatives from previous conditions. Failure in one infrastructure system can cascade to others because these systems are interdependent. For example, a power outage can disrupt water or transportation infrastructure. According to the National Risk Index, a comprehensive assessment incorporating expected annual losses due to natural hazards, social vulnerability factors, and community resilience measures, Hidalgo County (which includes Palmview) has a "Relatively High" risk rating compared to the rest of the United States.

As mentioned, the Hidalgo County HMAP includes risks and mitigation strategies in the City of Palmview. Figure 15 on page 96 explains how vital hazards could affect the various infrastructure systems in Palmview. The following hazards are called out in the Hidalgo County HMAP as priorities for the City of Palmview to strengthen critical facilities and infrastructure in the City:

- Flooding
- Drought and extreme heat
- Tropical weather systems

FLOODING

Based on the geographic location in Hidalgo County, Palmview is prone to flooding and has a history of significant flooding events. The Hidalgo County emergency management team is available as a resource to help Palmview in the event of high rainfall from severe thunderstorms, hurricanes, or tropical storms. The City contains wetlands that can serve as a green infrastructure system; however, overwhelming the drainage systems in the City and the Rio Grande can increase the risks of flash floods and riverine flooding in heavy precipitation events. The high impacts of flooding threaten the inundation of public service infrastructure, like water and wastewater infrastructure,in addition to residential neighborhoods, and commercial entities, eventually interrupting the local economy. In March 2025, the Rio Grande Valley experienced severe flooding that forced water rescues and cities in Hidalgo County to declare a state of disaster.

DROUGHT & EXTREME HEAT

Like other areas of South Texas, Palmview faces drought and extreme heat periods. Texas has experienced significant drought conditions in recent years, with climate change strengthening and encouraging heat waves throughout the state. Rising temperatures increasingly intensify droughts and increase the number of dangerously hot days, escalating the heat risk affecting residents' quality of life in Palmview and throughout Hidalgo County. Drought conditions can have cascading effects, such as drying out vegetation, increasing effects of wildfire, and accelerating deterioration in transportation infrastructure. Water conservation and water supply efforts can be a challenge for residents in the City during this time.

TROPICAL WEATHER SYSTEMS

Given the inland location of the Rio Grande Valley, tropical weather systems are prone to Palmview, with secondary impacts from coastal storms. Impacts can range from minor inconveniences to devastating challenges for the City of Palmview. Tropical weather systems can include, but are not limited to, tropical depressions, tropical storms, and hurricanes. Tropical weather systems that affect Texas typically include massive rainfall, contributing to flooding, power outages, and infrastructure disruption. Wind damage can destroy and damage water and wastewater facilities, transportation infrastructure, and utilities. Critical facilities, including emergency operation centers, may be restricted and receive damage based on the extremity of the multi-hazard event.

[1] National Risk Index. https://hazards.fema.gov/nri/map

HAZARD IMPACT ASSESSMENT

The Hidalgo County HMAP of 2019 created a hazard profile for each hazard identified. The methodology developed by stakeholders are based off the following objectives:

- Severity of impact
- Frequency of impact
- Warning time
- Damaging vulnerability
- Affected area potential

Parameters were scaled from input of stakeholders ranking from 0 to 5. The sum of weighted scores are based off the objectives of specified hazard.

Severity of Impact

The severity of impact is measured by the extent and scale that is caused by the hazard. Understanding the impact allows organizations to provide resources effectively and efficiently in the time of need.

Frequency of Impact

The frequency of impact characterizes the event history of each hazard and how common it is in the area. Frequent hazards identify disaster trends and indicate the needs of affected areas in future events.

Potential Affected Area

The potential affected area is determined by reviewing an inventory of assets regarding specified hazards. The analysis informs mitigation decision-making and provides risk-reduction initiatives.

Damaging Vulnerability

Damaging vulnerability explains the "worst-case scenario" caused by the hazard. Identifying vulnerable areas has the potential to reduce overall risks from hazards.

Warning Time

The warning time explains the time between the City, or County becoming aware of the hazard and the hazard's arrival. Effective communication allows residents to take appropriate action and minimize potential economic losses or assets.



Source: City of Palmview

Figure 14. Hidalgo County Community Hazard Scores

Hazard	Drought	Flooding	Hurricanes & Tropical Storms	Extreme Heat	Severe Thunderstorms & High Winds
Severity of Impact	3	4	5	4	5
Frequency of Impact	4	5	2	5	4
Warning Time	1	4	3	3	2
Damage Vulnerability	2	4	5	4	2
Potential Affected Area	5	5	5	5	5
Hazard Score	2.9	4.3	4.1	4.2	3.7

Source: Hidalgo County HMAP Update (2024)

Figure 15. Potential Impacts of Identified Hazards on Palmview's Infrastructure Systems

Infrastructure Systems	Flood Impacts	Drought & Extreme Heat	Wildfire	Tropical Weather System
Water and Wastewater	▪ Inundation of wastewater facilities ▪ Infiltration overload in expanding system ▪ Contamination of groundwater from septic system failures	▪ Water supply stress ▪ Underground pipe damage from soil shrinkage ▪ Water quality challenges from higher temperatures	▪ Reduced water pressure due to firefighting demands ▪ Direct damage to above-ground infrastructure ▪ Post-fire contamination of water sources	▪ Drinking water contamination ▪ Treatment system failures during power outages ▪ Wind damage to infrastructure components
Transportation	▪ Submersion of major evacuation routes (US-83) ▪ Structural damage to roads and bridges ▪ Clogging of storm drainage systems	▪ Pavement softening and buckling ▪ Delays in maintenance and construction ▪ Accelerated deterioration which can increasing costs	▪ Closure of critical transportation corridors ▪ Damage to traffic management systems ▪ Extreme demand during evacuations	▪ Widespread debris obstruction ▪ Structural damage to bridges and culverts ▪ Traffic signal failures during power outages
Electricity	▪ Substation flooding and damage ▪ Instability of utility poles in saturated ground ▪ Safety-related power shutoffs in flooded areas	▪ Demand surges during cooling needs ▪ Reduced transmission efficiency ▪ Potential for rolling blackouts during peak demand	▪ Damage to transmission lines ▪ Preventative power disconnections ▪ Substation vulnerability to direct fire damage	▪ Widespread outages from wind damage ▪ Extended recovery timeframes ▪ Cascading failures affecting other systems
Emergency Services	▪ Limited vehicle access to affected areas ▪ Strain on personnel and equipment ▪ Disruption of emergency communications	▪ Increase in heat-related emergency calls ▪ Health risks to emergency personnel ▪ Equipment failures due to overheating	▪ Resource depletion during extended operations ▪ Communications system damage ▪ Vulnerability of emergency facilities themselves	▪ Simultaneous multi-hazard response demands ▪ Damage to emergency operations centers ▪ Severe restrictions on emergency vehicle movement

Comparative Risk Assessment

Highest Probability: Hurricanes, Flooding and Extreme Heat

Moderate Probability: Drought Conditions

Variable Probability: Wildfire Risk

Lower Probability: Earthquakes

Utilities

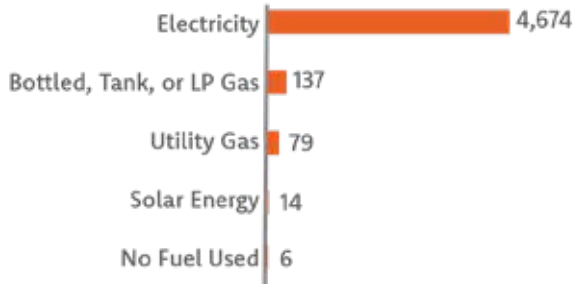


Source: Freese and Nichols, Inc.

ENERGY

Energy is the backbone of the City. Supplying energy ensures that facilities function, but the interdependence of energy fulfills the purpose of services. Throughout time, the consumption and source of energy have continued to evolve. Understanding energy supply allows for regulations to be implemented, which may be sustainable, to promote heating/cooling options in buildings.

According to the 2023 US Census American Community Survey 5-Year Estimates, 4,764 households in Palmview consume electricity as their primary energy source to help insulate homes for cooling and/or heat. Liquid Petroleum Gas (LP) and Utility Gas combined supply 216 homes. Most homes use electricity, so this energy source can be unreliable from strong winds, heavy rainfall, or extreme heat during hazards. A clean energy alternative, like solar energy, has the potential to continuously operate in the event of a hazard from solar energy stored. Palmview has a total of 14 houses that operate off of solar energy.

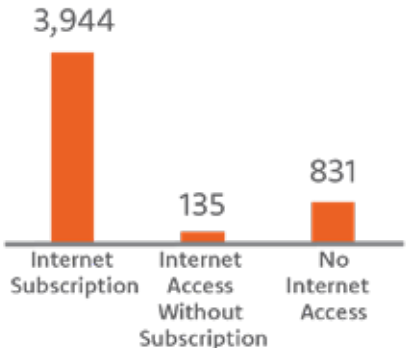


Source: US Census ACS 5-YR 2023

INTERNET

Access to the Internet enables education, communication, access to information, and connection to essential services. It is also a necessary component of contributing to the digital economy. Roughly 10% of Americans do not have access to the Internet, leading into a digital divide that affects the overall economy.

About 80% of residents in Palmview have internet access, including cable access, via subscription. In addition, 20% of the population are restricted and may resort to public wi-fi networks. Internet access should be investigated to review accessibility metrics and compare performance gaps. The overview of information can allow the City of Palmview to develop strategies to address internet access challenges. One example that may address the internet challenge is wi-fi parks or collaborating with internet service providers to expand infrastructure in rural or low-income areas.



Transportation and Mobility

An efficient transportation network is crucial to the day-to-day functioning of a city. It plays an important role in ensuring access to healthcare, services, education, and employment. The roadways that connect a community impact whether people can easily bike, walk, or drive to their destinations. Design decisions have the ability to isolate or further connect the community by influencing the way in which residents interact with one another.

Complete streets, designed to accommodate various modes of transportation, inherently offer more room for residents to participate in physical activities such as walking and cycling. This not only enhances public health by encouraging exercise but also fosters a sense of community as people interact more frequently in these spaces. The transportation network also impacts the labor market within reasonable commuting distance for residents, improving economic mobility. How roads are designed also affects how adjacent land is utilized. The size, capacity, and flow of traffic can heavily influence the "highest and best use" of land within the City, as certain development patterns may lend themselves to increased pedestrian or vehicular traffic.

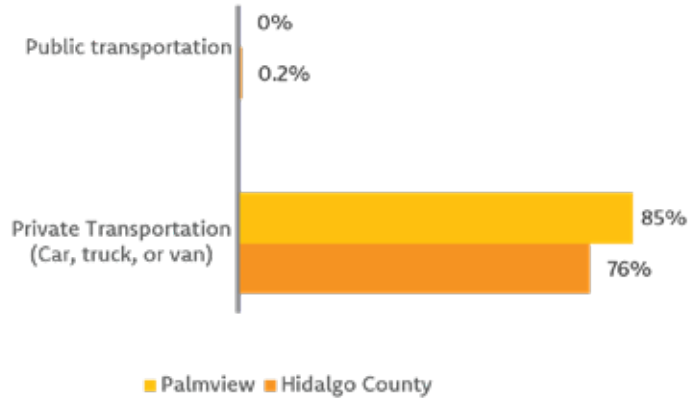


I-2 Frontage Road
Source: City of Palmview

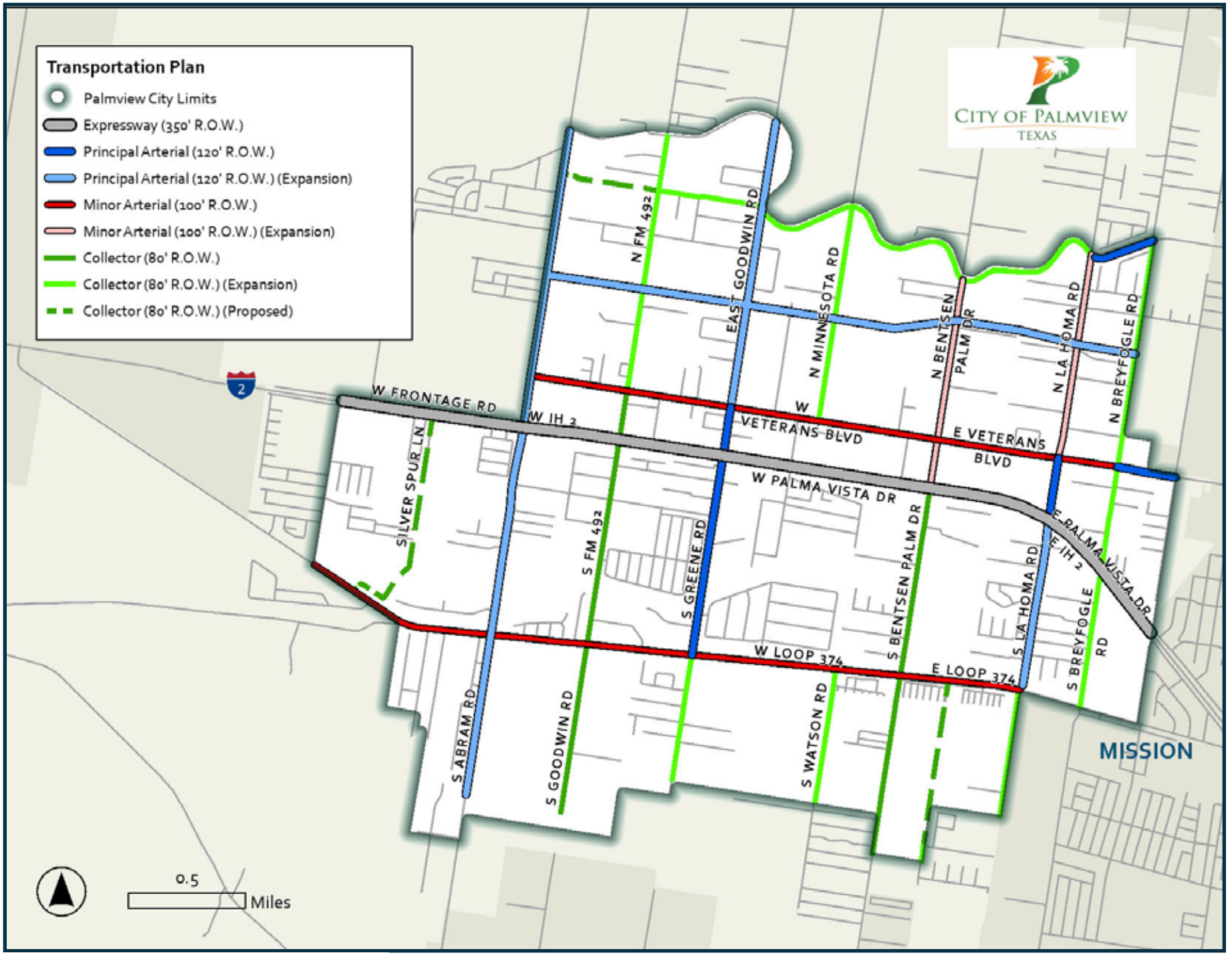
CURRENT THOROUGHFARE MAP

The Thoroughfare Map comprises a thoroughfare classification system describing functions and where they should be located. Palmview's dominant mode of transportation is personal automobiles, which is consistent throughout the neighboring cities and Rio Grande Valley Area. Palmview is situated along I-2, a heavily traveled roadway connecting cities like McAllen, Mission, and Harlingen. Business U.S. 83 is parallel to I-2, another important link for Palmview residents, and eventually intersects with I-2. A gap analysis conducted by the City can address the existing transportation infrastructure that is overwhelmed by hazards that affect the safety of residents and visitors.

Public and private transportation provide multiple opportunities to navigate to neighborhoods, commercial districts, and community events throughout the City. As Palmview does not have a current public transportation system, providing this mode of transportation in the future can decrease traffic congestion and provide cost-effective accessibility efforts to residents unable to drive. Most community members in Palmview use private transportation to get to work, replicating the majority of the population of residents in Hidalgo County who use a similar mode of transportation to access their job.



Source: US Census ACS 5-YR 2023



Map 9. Current Palmview Thoroughfare Plan (2018)

RESILIENT TRANSPORTATION INFRASTRUCTURE

Due to Hidalgo County's proximity to the coast, evacuation routes are necessary to transport people and goods through Palmview during a disaster. Dam failure creates the most significant risk to the evacuation routes in Palmview and throughout the county. Improved dam failure mitigation efforts are essential to reduce this risk for residents. Additionally, evacuation alternatives and awareness efforts can reduce damage and risk. The Hidalgo County Drainage District #1 HMAP from 2024 identifies dam and levee failure as the most significant threat to evacuation routes in the area. Floodwaters associated with a dam or levee failure would also limit the ability to assess shelters associated with evacuations.

Emergency Routes

Emergency routes serve as a primary evacuation route during extreme weather and/or natural disaster preparation. These routes include clear signage and reliable connectivity that provide functional routes for emergency responders to report and access critical facilities like hospitals, shelters, and other classified structures. Resilient highways and roads support emergency routes by including innovative features like high-performance pavement material, solar-powered warning systems, or enhanced drainage systems.

Shelters and Infrastructure

The proximity, maintenance, and long-term stability between shelters and infrastructure allow for communities to mitigate pre- and post-disaster responses quickly. The availability of updated utilities and transportation infrastructure influences performance in everyday life and crises, to fulfill the population. Thorough infrastructure planning can relieve stress on transportation networks, in addition to accounting for accessibility and redundancy to serve community members. Identifying future shelters in the City can alleviate challenges of accessibility and overcrowding to support residents in need of assistance.



Palmview Recreation Center
Source: City of Palmview

FUTURE PROJECTS AND NEEDED TRANSPORTATION IMPROVEMENTS

The City of Palmview, in partnership with the Rio Grande Valley Metropolitan Planning Organization (RGVMPO), developed various plans that outline future projects or needed transportation improvements. Adopted in 2024, the RGVMPO Transportation Improvement Plan (TIP) for fiscal years 2025-2028 outlines specific projects to be completed within the city limits.

During the fiscal year of 2020, traffic signal hardware improvements were completed throughout Hidalgo County. While that was a completed project, there are future projects identified in the TIP that are necessary transportation improvements. Between fiscal years 2034 and 2041, a project is scheduled along Abram Road for the construction of a four-lane divided section to be completed from Bus 83 to US Expressway 83. Three widening projects within Palmview are currently unfunded but are needed according to the RGVMPO TIP. The following routes require being divided into four lanes: from FM 492 to 3-Mile Road, along Abram Road to US 83, and from Bentsen Palm Drive to the 1-Mile Line Road.

In December of 2020, the RGVMPO Transit Development Plan was approved. This plan outlined the goals and visioning completed with stakeholders and the public. The results of the online visioning process showed repeated concerns that transit routes were fragmented, and many participants expressed a desire for a regional transit connection that travels the length of the Rio Grande Valley area. Participants in the visioning process voiced interest in significant investment in feasible and relevant projects that support the long-term resilient growth of the region. Other than improved regional connections via bus routes, regional light rail transit was another common aspiration mentioned. The needs identified in this regional plan provide insight into the transportation improvements needed in the City of Palmview, since the process incorporated residents throughout the region to better understand everyday needs.

The plan identified the following priorities based on these needs:

- Improve connectivity and transfer opportunities at the Regional Transit Centers
- Preserve productive route segments
- Improve service in areas with high transit market scores driven by transit need, propensity, and key destinations
- Eliminate “loop riding” and out-of-direction travel
- Provide bi-directional service where possible and simplify route configurations to make navigating the transit system more intuitive
- Provide transit that saves passengers time through increased frequency, direct routing, and reliable schedules
- Design, deliver, and promote transit that is easy to find and use

The Five-Year Regional Public Transportation Coordination Plan, developed by the Lower Rio Grande Valley Development Council in December of 2021, also has five goals identified for the region. The goals include:

- Goal 1: Improve the quality of the customer’s transit experience
- Goal 2: Provide increased transit alternatives to people in the region
- Goal 3: Coordinate transit agency functions
- Goal 4: Improve the image of transit across the region
- Goal 5: Develop a sustainable fiscal system for transit in the region

Developed with public input, these goals also help identify residents’ transportation needs and aim to guide transportation agencies in their decision-making. No transportation system can be perfect, but the public input provided in these plans can lead to the needed improvements.

Crime Prevention and Safety

Safety initiatives in neighborhoods build community trust and encourage residents to look out for one another. While safety protective measures can secure a comfortable high quality of life, enhancing emergency response timing throughout the City improves the overall property value, attracts investors, and boosts the economy. Residents' physical, mental, and social qualities are transformed in a less dangerous area, allowing the focus to be on family, work, and personal growth.

The Texas Department of Public Safety (DPS) publishes crime analysis data every year, detailed by every jurisdiction throughout the state. The report includes data callouts from the following offenses: Murder, Rape, Robbery, Aggravated Assault, Burglary, Larceny, Auto Theft, Arson, and Human Trafficking. According to the 2023 Texas Crime Report, the total number of offenses in Palmview, based on the previous categories mentioned, totals 293 offenses (reported by the Palmview Police Department). The top three offenses are Larceny, Burglary, and Aggravated Assault. Offenses reported by the Hidalgo County Sheriff's Department resulted in 3,572, with the top three offenses being Larceny, Burglary and Aggravated Assault. Palmview has more arrests in Aggravated Assault and Larceny, reflecting similar higher amounts in Hidalgo County.

Public Safety ISO Rating

Public facility planning and urban planning intersect significantly with the Insurance Services Office (ISO) ratings for public services. ISO provides a globally recognized framework for evaluating the quality, effectiveness, and safety of various processes and systems. Achieving higher ISO ratings involves consideration of a number of factors, including the location of fire stations, the availability of firefighting equipment, emergency response times, and water supply infrastructure.

In the realm of facility planning, strategic placement of fire stations is essential. Compact, mixed-use development patterns typically result in shorter travel distances for fire engines, facilitating quicker response times. Conversely, sprawling, low-density areas may present challenges for fire departments, necessitating longer travel times and potentially hindering their ability to respond effectively.

Integrating considerations of development patterns into facility and urban planning processes can help Palmview improve its ISO rating. Communities with higher ISO ratings benefit from several advantages, including improved emergency response times, reduced property damage from fires, and lower insurance premiums.

	Hidalgo County Sheriff's Office		Palmview Police Department	
Offense	# of Offenses	# of Arrests	# of Offenses	# of Arrests
Murder	8	0	0	0
Rape	124	2	2	2
Aggravated Assault	94	1	5	1
Burglary	374	19	47	19
Larceny	603	6	55	6
Auto Theft	1,882	12	130	12
Arson	477	6	33	6
Human Trafficking	10	0	1	0

Source: Texas Department of Public Safety Crime Report (2023)



Source: City of Palmview

Best Practices

Planning Facilities for the Future

Facility master plans are the best means of addressing what Palmview needs, taking into consideration the City's long-term goals for programming and services. The City should consider conducting a more detailed assessment to evaluate and identify:

- Maintenance and upkeep needs for existing needs for existing facilities/services
- Expansion of existing facilities/services needed to keep up with growth
- Evaluate whether new types of facilities/services will be needed to serve the growing community

Improve Park Access and Quality

Parks and open spaces can provide multiple benefits, especially if intertwined within one another, like promoting community health and wellness or connected to places of major investment. In addition to supporting economical goals with placemaking opportunities, high-quality development and well-designed parks can offer valuable collaborative interaction amongst all ages.

Enhance Utility Resilience

Expanding the capacity of existing utility systems to support additional development should practice resilience strategies to mitigate flood risk, hazards, and climate shocks. Facilities' infrastructure is critical for providing safety, continuing economic activity, and overall community recovery.

Conduct Wastewater Feasibility Study

Assessing current conditions and capacity of the sewer collection system and wastewater treatment operations allows the City to forecast future activity based on population growth, land use, and economic trends. Municipalities exceeding compliance standards can receive state or federal funding for facility upgrades based on conditions. Agua SUD is the primary entity providing sewer (wastewater) services for Hidalgo County and Starr County residents. Cross-collaborative efforts between the City and Agua SUD can support the following practices:

- Land Use and Development
- Capacity and Conditions
- Data and Asset Sharing
- Risk Mitigation and Emergency Planning
- Unified Public Outreach
- Capital Improvement Plan (CIP)
- Funding and Implementation

Establish the Transportation and Mobility Plan

A critical need identified throughout this comprehensive plan process is a significant update to the thoroughfare plan and a new Transportation and Mobility Master Plan. The current Thoroughfare Plan was last updated in 2018, allowing for more safety and innovative initiatives to be created for Palmview since COVID-19. Mobility and transportation plans should be updated every 5-10 years. Developing multi-modal components into future plans should accommodate alternative modes of travel, like walking, biking, and public transportation.

As Palmview improves its street network over time, the City should focus on providing safe, direct, and interconnected routes. The choice to bike or walk is often influenced by the presence of sidewalks, trails, and bikeways and how well facilities are connected. The City can improve accessibility and connectivity by converting vacant lots into linear parks or greenways to transform underutilized spaces into community assets connecting neighborhoods throughout Palmview. Addressing the following elements in a transportation and mobility plan will equip the City with a safe, efficient, and equitable system:



Vision, Goals, and Objectives

Vision, goals, and objectives should reflect aspirational desires of what the community hopes to accomplish in its future transportation network.



Public Engagement

Involving the community fosters trust and allows residents to lead decision outcomes among the general public.



Resilient Infrastructure

Maintaining mobility, safety, and economic activity during disruptions creates a sustainable and robust transportation system to withstand future challenges.



Complete Streets

Prioritizing safe and accessible streets provide for comfort for everyone and promote a more equitable transportation system.

Active Transportation

Active transportation refers to any mode of transportation that involves physical activity as the primary means of travel. Incorporating active transportation elements creates a more livable community, reducing traffic congestion and supporting overall healthier lifestyles for residents. The following strategies are components of active transportation that can enhance the transportation network in Palmview:



Pedestrian-Oriented Infrastructure
Source: Freese and Nichols, Inc.

Pedestrian-Oriented

Pedestrian-oriented infrastructure like wider sidewalks, ADA-compliant sidewalks, and curb bump outs support can support alternative safe routes for community residents. Safety components like well-designed sidewalks or bike paths can increase property values, making adjacent real estate more desirable for residential and commercial purposes. Incorporating tree canopies can facilitate walking surfaces while also meeting aesthetic standards for the City.



Bicycle Lane
Source: Freese and Nichols, Inc.

Bicycle Infrastructure

Bicycle infrastructure fosters active, healthy lifestyles and reduces pollutants caused by automobiles. Incorporating green infrastructure can enhance the bicycling transportation network, as provided in Chapter 1 of this Plan. Integrating more lighting structures improves lighting in poorly lit areas and can offer a safer feeling during a commute for transportation network users. Some best practice examples of lighting structures include overhead lighting and handrail lighting.





6 IMPLEMENTATION

Introduction

Implementation is an essential element of the comprehensive planning process. An implementation plan serves as a detailed roadmap, outlining action items, responsible entities, and timelines. A well-crafted implementation plan is key to the success of the comprehensive plan, ensuring accountability and efficient use of city resources for priority actions. The impact of a comprehensive plan is measured by the effectiveness of the recommendations and policies in the plan. Recommendations can be implemented through amendments to development regulations like zoning and subdivision ordinances or physical improvements such as the construction of roadways and trails. Many recommendations can be achieved by refining existing regulations or processes, while others may require additional community input and support from local organizations and private partnerships.

This chapter provides:

- Implementation Best Practices
- Implementation Action Plan

IMPLEMENTATION EDUCATION

An essential part of implementation is education about the role and significance of the Comprehensive Plan. Public education about the Comprehensive Plan builds consensus on initiatives in the plan and gains buy-in from the community. When the community supports the plan for the future development of Palmview, the plan receives the consensus it needs to successfully implement the initiatives of the Plan.

Regular education and training should be offered to City Council. Planning and Zoning Commission, City Staff, and other individuals with a direct role in the implementation of the plan. Training is intended to update or educate participants so that those involved with the plan are always informed about the current status of the Comprehensive Plan. Training initiatives should include:

- A review of the goals and guiding principles that guide the plan's recommendations
- An overview of segments of the plan that most directly relate to their responsibilities and purposes
- Discussion of the roles and responsibilities of each individual entity and its function regarding plan implementation
- Implementation tasking and priority setting that allows each group to establish their own short and long-term agendas
- A review of current plan initiatives and status updates on the progress of recommended implementation strategies

Implementation Best Practices

PROACTIVE AND REACTIVE STRATEGIES

Plan implementation is often achieved through one of two methods: proactive and reactive implementation strategies. While both are effective inputting the recommendations of this Plan into action, using a balance of both approaches will better set the City up for success in this goal. Examples of proactive and reactive strategies are provided below.

Proactive Strategies

Proactive strategies are those that the City leads in seeking implementation of the Plan's recommendations and actions. City-initiated efforts are effective because they may occur immediately but may prove costly regarding staff time and City resources. Examples include:

- Updating policies, such as CIPs, thoroughfare plans, and development codes to achieve the recommendations identified within this Plan
- Initiating zoning changes within target areas to encourage development that is compatible with the land use designations within this Plan
- Acquiring property from private individuals and entities in strategic locations to ensure responsible development and engineering practices

Reactive Strategies

Reactive strategies involve opportunities brought to the City on a case-by-case basis rather than those the City seeks out independently. The strategies rely on elected and appointed officials to act with the recommendations of this Plan in mind, placing further emphasis on the continuing updates and communication of the Plan suggested in this chapter. Examples include:

- Assessing rezoning requests against the intent and purpose of the future land use categories established in this Plan
- Reviewing development applications for compliance with the adopted development standards and the intent of this Plan
- Updating the recommendations and actions of this Plan based on public feedback and initiatives

UPDATING THE PLAN

The Plan is intended to serve as a guide for policy decisions and to reflect the community's vision for the future of Palmview. As such, the Plan is not a rigid document but a living tool that should be revisited and revised, if necessary, depending on the City's changing economic, physical, and social composition. The Plan must be reviewed for accuracy as the City grows to ensure continued alignment with Palmview's vision and guiding principles.

ANNUAL PROGRESS REPORTING

Following adoption, the City should assign a responsible body, such as the Planning and Zoning Board or another committee, to provide an annual progress report on the status of the Comprehensive Plan to City leadership. This annual review will ensure that the Plan is reviewed critically every year for the relevance of content and the appropriateness of the Plan's recommendations and actions. With assistance from staff, the responsible body may present a report card on the City's implementation from the year prior. This report should be used as an opportunity to celebrate the City's achievements and reflect on what can be improved in the coming year.

FIVE-YEAR AUDIT DIAGNOSTIC

In addition to the annual reviews discussed above, the City should conduct a thorough audit of the Plan's outcomes and content every five years following the Plan's adoption. Such review should be a joint effort between all involved departments and officials and should include a review of the Plan's successes and shortcomings as it relates to implementing the community's vision for the City. During this process, staff should work to identify any necessary revisions, either mundane or comprehensive, to organize potential revisions to the document. Topics of interest should include any shifts in demographic composition, economic factors, and societal factors that may impact the trajectory of the City.

10-YEAR UPDATE

The Plan sets the stage for all subsequent implementation actions in the 10-year planning horizon. Environmental conditions, population composition and City trends and concerns change over time. To ensure that the Plan continues to provide the best and most appropriate direction possible, it should be taken through a full update process every 10 years.



Palmview Town Hall Meeting
Source: Freese and Nichols, Inc.

ROLES AND RESPONSIBILITIES

No single individual or entity is responsible for the implementation of the Comprehensive Plan. There are multiple aspects of the plan that require participation by various parties, such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in the implementation of the plan based on their authority or expense.

City Council

The key responsibilities of the City Council are to establish priorities, set time frames for when actions should be initiated and completed, and determine the financial resources to be made available for implementation efforts. The City Council works with outside entities or provides direction for City Staff and Planning and Zoning Board to implement the initiatives of the Plan.

Planning and Zoning Board

The Planning and Zoning Board is charged with making recommendations to the City Council regarding zoning and the Comprehensive Plan. In this role, the Planning and Zoning Board acts as the connection between City Staff and City Council. It is important for the commission to remain knowledgeable about the Comprehensive Plan and to make sound recommendations in the best interest of the City.

City Staff

City Staff is involved in the most direct application of the Comprehensive Plan. They are responsible for administrating the plan through the zoning ordinance, subdivision codes, and other regulations influenced by the Comprehensive Plan for the built environment through the administration of these ordinances.

Palmview Municipal Development District (PMDD)

The PMDD is a special-purpose district responsible for growth opportunities and creating economic development within the boundaries of the district.



Palmview Town Hall Meeting
Source: Freese and Nichols, Inc.

Implementation Action Plan

This section of the Plan describes the implementation plan necessary to realize the recommended actions identified as part of the Comprehensive Plan. Implementation is an important part of the comprehensive planning process and can prove to be a challenge without the correct tools and resources in place. The implementation plan must be prioritized to guide short-term, mid-term, and long-term strategies in order to balance timing, funding, resources, and capacity.

The continued participation of all responsible entities will be crucial in implementing the recommended actions. There are multiple aspects of the plan that require participation by various parties, such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in the implementation of the plan based on their authority or expertise.

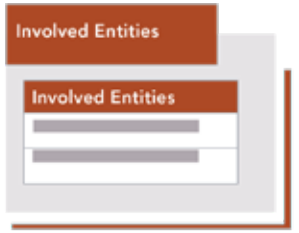
ACTION RECOMMENDATIONS

The action key provides the reader with a simplified reference number for the specific action item. The reference numbers are based on the topic of the recommended action and contain a two-letter abbreviation and an associated reference number. The number is accompanied by a short description of the action, which is further detailed in the previous chapter.



INVOLVED ENTITIES

Assigning the key entities responsible for following through on an action is essential to implementing the suggested recommendation. This portion of the table identifies the departments, groups within the City, and potential partnerships that may assist with completing the action. Communication with these individuals and groups is essential to explain their roles and expectations when implementing this Plan.



ACTION TYPE(S)



Successful implementation of the Comprehensive Plan will take coordination on the part of the City and area partners. The various actions in the table have been identified by one of five action types: Project/Action, Program, Policy/Regulatory, Partnership, or Plan/Study. This distinction assists the City in identifying the individuals or groups responsible for carrying out the action and plan for proper resources and staffing. The categories of tools are further detailed as listed below:

- **Project/Action**: A projected or capital improvement to be completed.
- **Program**: Development of new program or enhancement of an existing program.
- **Policy/Regulatory**: Development of a new policy or an update to an existing regulation or City policy.
- **Partnership**: Partner with outside organizations or agencies to coordinate on an initiative or complete an action.
- **Plan/Study**: A plan or study to be completed

IMPLEMENTATION TIME FRAME

This Plan provides a phased approach to implementation to help the City identify achievable actions in the new future and distinguish them from long-term actions that might need extensive studies and preparation. The recommended actions are categorized into the following time frames.

Short-Term (1-2 years)

Actions that are typically "low-hanging fruit" or easier to achieve because they do not require a large amount of capital.

Mid-Term (3-10 years)

Actions that may require more planning and capital than the short-term 3-year horizon.

Long-Term (10+ years)

Actions that generally need a large amount of capital, require significant planning and coordination for completion or other steps must take place before implementation. In some cases, there may be opportunities to make some initial progress in the short- or mid-term.

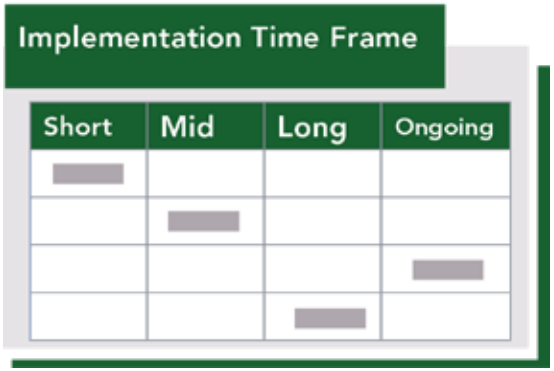
Ongoing

Recommendations that do not have a specific timeframe for implementation, are continuously being implemented, or should be revisited regularly throughout the life of the recommendation or implementation of the Plan.

POTENTIAL FUNDING SOURCES

Leveraging available grants and funding opportunities will be crucial in realizing the recommendations proposed in this Plan. The implementation table lists some potential funding sources that can help provide full or partial funding for each action item. These funding sources can be updated as additional funds/grants become available in the future.







Palmview City Hall
Source: City of Palmview

Goal #1: Strengthen Infrastructure								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 1.1	**Prepare a diagnostic report of development regulations** Conduct a thorough review of the existing zoning and subdivision ordinances to identify necessary changes and courses of action to implement Plan recommendations.	●				City Planning/ City Engineering	Policy/Regulatory	City Budget
G - 1.2	**Invest in the long-term holistically** When undertaking major infrastructure investments, consider long-term goals, including those beyond infrastructure that may be accomplished by infrastructure projects, when undertaking major infrastructure investments.			●		City Engineering	Plan/Study	N/A
G - 1.3	**Exceed ADA requirements** Installing ADA-compliant sidewalks and other facilities will improve access for mobility-impaired patrons. This should go beyond minimums to ensure such facilities are affirming and welcoming.		●			City Planning/ City Engineering	Policy/Regulatory	Federal Highway Administration (FHA)
G - 1.4	**Review ordinances and establish a UDC to create design standards along waterways** Establish design standards for buildings and infrastructure improvements along with identified waterways to protect natural topography and tree stands, and to mitigate impacts on the floodplain and ecology of nearby water bodies.	●				City Planning/ City Engineering	Plan/Study	City Budget
G - 1.5	**Promote green infrastructure solutions** Promote triple bottom line evaluation of green infrastructure (GI) actions that can bring multibenefits to neighborhoods and public facilities; such as rain gardens, bioswales, green roofs, community gardens and permeable pavers.	●				City Planning/ City Engineering	Plan/Study	N/A

Goal #1: Strengthen Infrastructure								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 1.6	**Update the Thoroughfare Plan** Prepare an update to the City's current thoroughfare plan.		●			City Planning/ City Engineering	Plan/Study	CIP
G - 1.7	**Collaborate with Agua SUD to create a Wastewater Feasibility Study** Analyze the compliance and effectiveness of the current wastewater treatment to optimize efficiency. Prioritize recommendations from the assessment to fulfill maintenance improvements.		●			City Planning/ City Engineering	Plan/Study	N/A
G - 1.8	**Assess facilities for future conditions** Create a facility and staffing needs assessment for public facilities, incorporating analysis of population growth, to support discussion on expansion and staffing additions.		●			City Management	Plan/Study	City Budget
Goal #2: Enhance Small-Town Character								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 2.1	**Develop Wayfinding Signage Plan** Develop and implement a wayfinding signage program in Palmview.	●				Public Works/ Marketing	Study/Regulation	City Budget TxDOT
G - 2.2	**Amplify food system network** Explore alternatives for fresh food to expand access to nutritious meals for all residents, addressing food deserts and food insecurity.		●			City Planning/ Community Development	Project/Action/ Partnership	Healthy Food Financing Initiative

Goal #2: Enhance Small-Town Character								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 2.3	**Enhance public landscaping** Enhance public landscaping using native foliage and drought-tolerant species along prominent corridors to reduce maintenance costs and conserve water usage to support local biodiversity.				●	City Engineering	Policy/Regulatory	City Budget
G - 2.4	**Participate in Commercial Programs** Explore and Implement Commercial Programs to support commercial areas. Examples Include: ▪ Neighborhood Enterprise Zone ▪ Public Improvement District (PID) ▪ Façade and Site Improvement Grant				●	City Planning/ City Engineering	Plan/Study/ Partnership	NEZ Façade and Site Improvement Grant
G - 2.5	**Approach code enforcement proactively** Proactive approach to code enforcement, setting aside funds to assist with resolving code issues. This could have income qualification criteria, though it may be better to allow broad use. Establish a funding program in the annual budget.				●	City Planning / City Engineering	Plan/Study	City Budget
G - 2.6	**Develop a Lighting Plan** This can include upgrades to lighting that enhance safety, reduce maintenance, and increase fixtures' aesthetics and efficiency. Conduct an assessment along roadways to improve visibility amongst pedestrian and vehicular traffic.				●	City Engineering	Policy/Regulatory	N/A

Goal #2: Enhance Small-Town Character								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 2.7	**Continue participation with Hidalgo County** The City of Palmview should continue to actively participate in the County hazard mitigation planning process and continue to implement identified actions within the existing 2024 HMAP.				●	City Management/ City Planning	Plan/Study	N/A
Goal #3: Expand Family-Friendly and Entertainment Options								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 3.1	**Boost community pride** Support regular events, activities, and celebrations and develop/expand venues to host them.				●	Marketing	Program/ Partnership	City Budget
G - 3.2	**Community Program Initiative** Establish a program to fund community image enhancement projects in Palmview.	●				City Management/ Community Development	Plan/Study	City Budget
G - 3.3	**Develop Wayfinding Signage Plan** Develop and implement a wayfinding signage program in Palmview.	●				City Management/ City Planning	Plan/Study	City Budget TxDOT
G - 3.4	**Establish Downtown Overlay District** Create a new zoning district for the downtown area outlined in the FLUM.			●		City Management/ City Planning	Project/Action	N/A
G - 3.5	**Kickstart redevelopment** Consider acquisition or optioning of under-performing properties to support redevelopment, using a public-private partnership model.				●	City Planning	Policy/Regulatory	City Budget

Goal #3: Expand Family-Friendly and Entertainment Options								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 3.6	**Create Parks, Recreation, and Open Space Masterplan** Generate long-term framework with strategies for recreational facilities and systems throughout the City.		●			City Management/ City Planning	Plan/Study	City Parks and Recreation Department
Goal #4: Expand the Variety of Housing Options								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 4.1	**Kickstart redevelopment** Explore the acquisition or optioning of properties with tax delinquencies or violations of property maintenance codes, aiming to facilitate their redevelopment and restoration to enhance neighborhood stability and fiscal performance.		●			City Planning	Plan/Study	N/A
G - 4.2	**Pair code enforcement with funding for redevelopment** Proactive approach to code enforcement, setting aside funds to assist with resolving code issues.		●			City Planning/ City Parks & Recreation/ Public Works Department	Plan/Study	N/A
G - 4.3	**Encourage Infill Program** Encourage infill and redevelopment within the City limits wherever appropriate to utilize existing infrastructure and promote revitalization.			●		City Management/ City Planning	Program	City Budget

Goal #4: Expand the Variety of Housing Options								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 4.4	**Create Neighborhood Empowerment Zones (NEZs)** Evaluate the feasibility of establishing NEZs as a community-driven strategy to preserve neighborhoods, promote reinvestment, and prevent displacement.		●			City Economic Development/ Administration	Policy/Regulation	City Budget
G - 4.5	**Encourage a variety of housing types and densities to diversify housing choices for a variety of income levels and lifestyles** Evaluate the current zoning ordinance to meet the demand for missing middle housing in the City and address the needs of future Palmview residents.			●		City Management/ City Planning	Project/Action	City Budget
G - 4.6	**Leverage housing and neighborhood programs** Housing and neighborhood funding sources can help create and maintain livable neighborhoods in Palmiew. Sources include: ▪ Collaborate with Hidalgo Housing Finance Corporation (HCHFC) to create a plan on achieving Low-Income Housing Tax Credits (LIHTC)			●		City Planning	Program/ Partnership	Hidalgo Housing Finance Corporation

Goal #5: Diversify Economic and Commercial Opportunities								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 5.1	**Encourage Infill Program** Encourage infill and redevelopment within the City limits wherever appropriate to utilize existing infrastructure and promote revitalization.			●		City Management/ City Planning	Project/Action	City Budget
G - 5.2	**Develop revitalization programs for aging commercial spaces** Explore and implement commercial programs to support aging commercial areas. Example programs include: ▪ New Market Tax Credit ▪ Community Development Block Grant ▪ Public Improvement District (PID)				●	City Administration, Palmview Chamber of Commerce	Plan/Study/ Parnership	
G - 5.3	**Evaluate pathways for enhanced municipal oversight of drainage assets.** Collaborate with Lower Rio Grande Valley Stormwater Task Force to foster alignment and efficiency of the drainage system in Palmview.				●	City Administration, Local Business Stakeholders	Policy/Regulatory	N/A
G - 5.4	**Use infrastructure investments to guide growth** Use CIP, bonds and grants as an economic development tool, taking into account the short and long-term economic development impact of traditional infrastructure investments. Add "economic development" as a scoring criteria when ranking/prioritizing these investments.		●			City Management	Project/Action	City Budget

Goal #5: Diversify Economic and Commercial Opportunities								
Action #	Action Description	Implementation Time Frame (Years)				Involved Entities	Action Types(s)	Potential Funding Source(s)
		Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going			
G - 5.5	**Establish Downtown Overlay District** Create a new zoning district for the downtown area outlined in the Future Land Use Map.			●		City Management/ City Planning	Project/Action	N/A