City of Palmview

December 2025

2nd Town Hall Meeting Summary

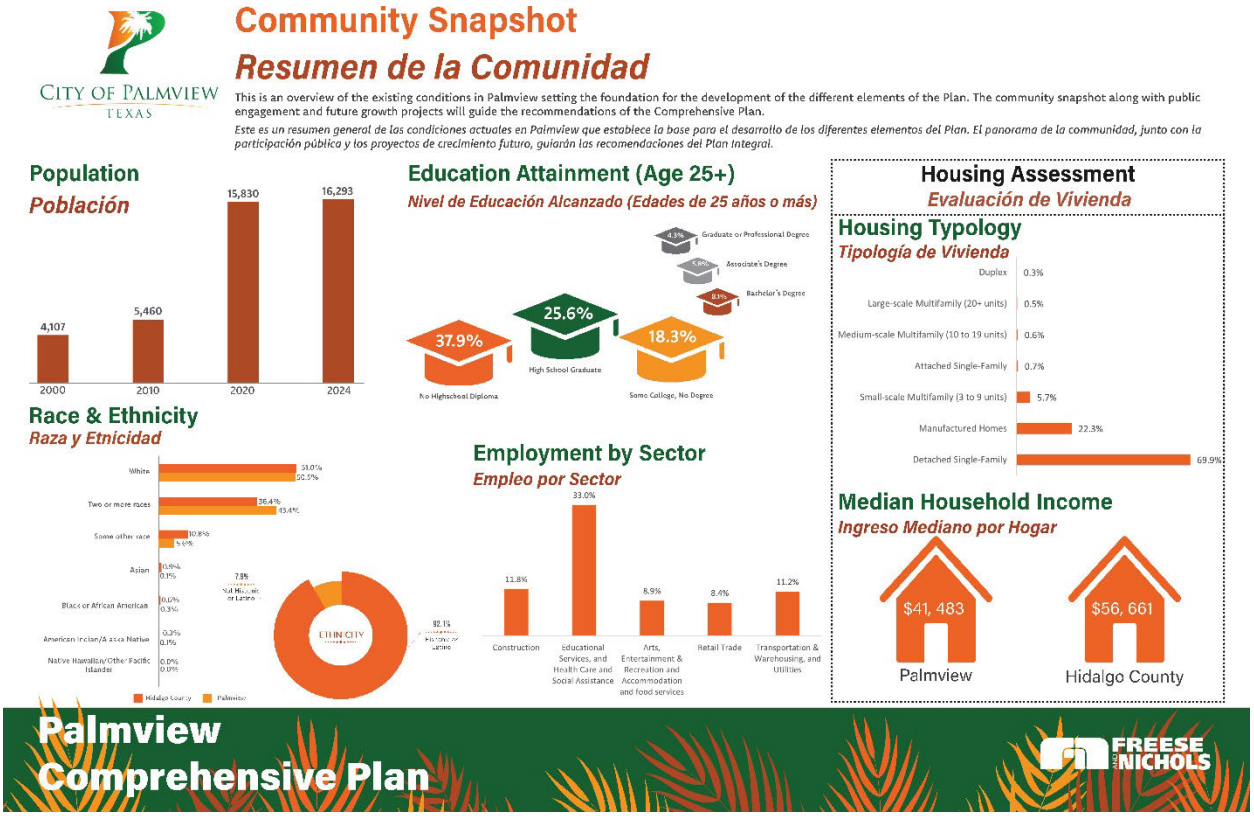
About the Site Visit

On December 16, the consultant team conducted a virtual Town Hall meeting with the City of Palmview. The meeting aimed to present an overview of the draft Comprehensive Plan and gather public feedback prior to moving to the adoption stage. The event was advertised on social media and posted throughout City Hall. The meeting began with a formal presentation including a brief overview of all the chapters of the Comprehensive Plan. During the meeting, attendees could review interactive presentation boards placed around the room and provide feedback using sticky notes attached to the boards. Materials were provided in both English and Spanish, and city staff assisted with translating questions. Members of the project team from the City of Palmview and the consultant team, Freese and Nichols, were available to answer questions during the meeting and collect additional input through conversations with attendees. According to the sign-in sheet, approximately 6 community members attended the event.

This summary includes all the input received during the open house, a copy of all boards presented, the meeting agenda, a list of attendees, and other media related to the event.

Town Hall Interactive Boards

Interactive input boards were displayed during the event to inform and gather feedback from the community regarding various topics for the Palmview Comprehensive Plan.



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Vision and Guiding Principles
Visión y Principios Rectores

The vision statement describes the future the people of Palmview desire in terms of its physical, social and economic conditions. It is supported by guiding principles representing the different aspects of the vision.

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.

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.

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.

English

Palmview is a small, family-friendly community with recreational opportunities, historic culture, and resilient infrastructure that come together to create a vibrant and welcoming place to live and grow.

Spanish

Palmview es una pequeña comunidad familiar con oportunidades recreativas, cultura histórica e infraestructura resiliente que se unen para crear un lugar vibrante y acogedor para vivir y crecer.



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Future Land Use Map Descriptions

Descripciones del Mapa de Futuro Uso de Terrenos

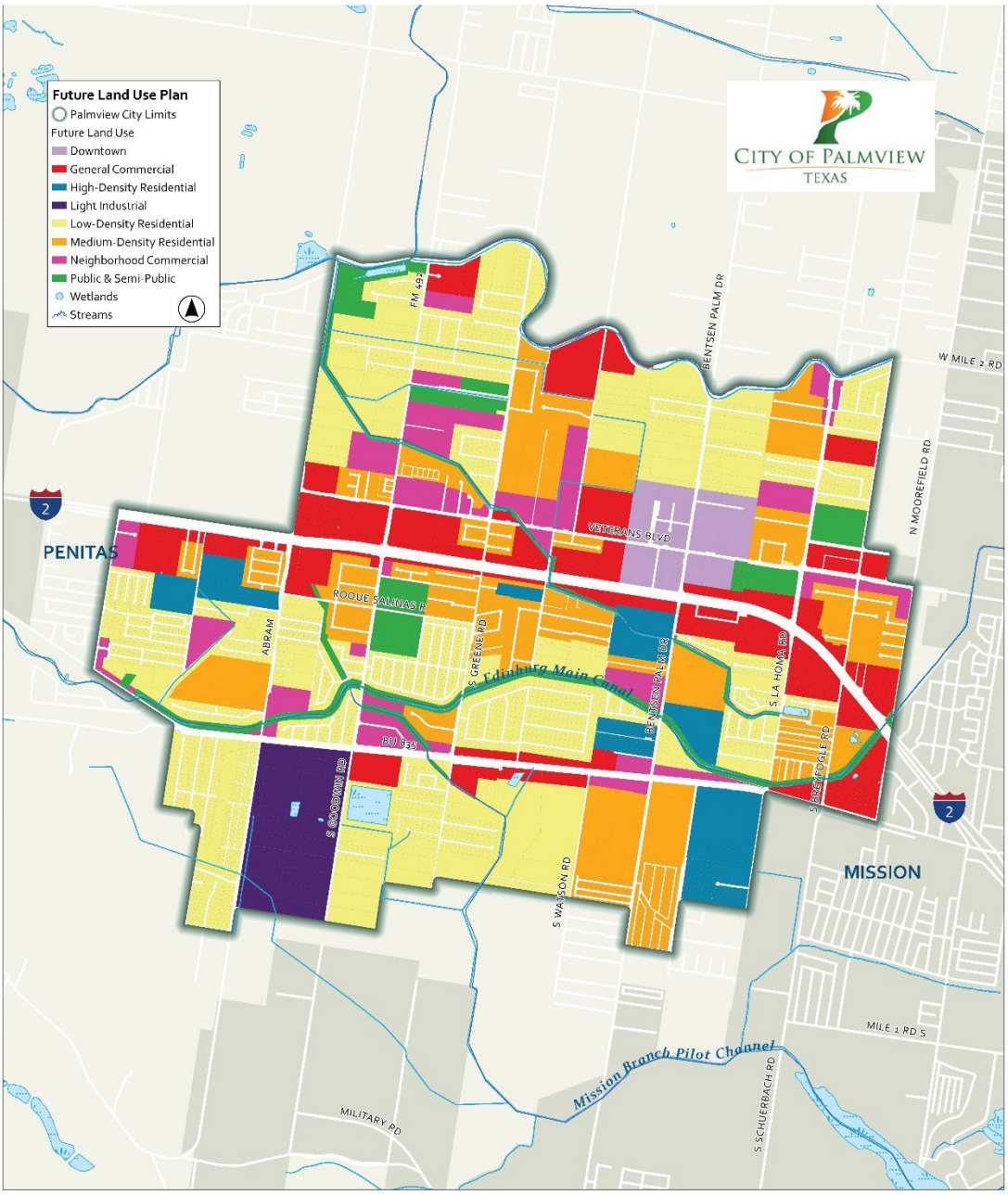
The proposed FLUM contains 8 land use categories within the city limits. Below are the descriptions of the intent and chacter of each land use category, compatible zoning district, and the recommended levels of density, intensity, and scale of development associated with each category. Review Chapter 3 Future Land Use for more detailed information about the land use categories.

Future Land Use Category	Intent and Character	Considerations	
LOW-DENSITY RESIDENTIAL	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. Multifamily development is not appropriate.	Density	0.5-8 DUA
		Intensity	Low
		Scale	1-2 Stories
MEDIUM-DENSITY RESIDENTIAL	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	8-20 DUA
		Intensity	Medium - High
		Scale	1-3 Stories
HIGH-DENSITY RESIDENTIAL	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	12-20 DUA (Garden Style Apartments); 20-30 DUA (Modern/ Mixed Use Style Apartments)
		Intensity	High
		Scale	1-4 Stories
NEIGHBORHOOD COMMERCIAL	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	12-25 DUA 5 - 10 Jobs Per Acre
		Intensity	Medium
		Scale	1-3 Stories
DOWNTOWN	The Downtown classification is intended to promote a mix of commercial and residential uses and provide a distinct character for downtown Palmview. Development in this area supports a higher-density development pattern to encourage more walkable and lively commercial development. Small-scale local commercials are more conducive to this development type than larger auto-centric commercials. Limited mixed-use multifamily residential and medium-density single-family homes are more appropriate to support commercial uses.	Density	20 to 50 DUA 30+ Jobs Per Acre
		Intensity	Medium
		Scale	1-3 Stories
GENERAL COMMERCIAL	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	Density	25 Jobs Per Acre
		Intensity	High
		Scale	1-3 Stories
LIGHT INDUSTRIAL	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.	Density	5 - 20 Jobs Per Acre
		Intensity	Low
		Scale	1-4 Stories
PUBLIC & SEMI-PUBLIC	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.	Density	30 Jobs Per Acre
		Intensity	N/A
		Scale	N/A



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Future Land Use Map
Mapa de Futuro Uso de Terrenos



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Neighborhood and Housing

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A neighborhood is more than just homes and infrastructure—it's the character and quality of development that shape its identity. Strong neighborhoods depend on sustainable investment in schools, parks, greenbelts, and safe, accessible streets. They also thrive on opportunities for social interaction and the unique features that give each area its own sense of place.

HOUSING AND NEIGHBORHOOD INITIATIVES









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" refers to small-scale homes like duplexes and multi-unit buildings that fit within traditional single-family neighborhoods. These options offer more affordable and flexible choices for people at different life stages, helping Palmview support future growth. They can vary in price and design, with both rental and for sale options.

Farmers Markets

Farmers markets offer fresh, local produce while creating a community gathering space. They support sustainability by reducing transportation and packaging and helping farmers earn more through direct sales. The City can also partner with nearby farms and CSAs to provide weekly produce boxes that improve food security for residents.

Community Garden

Turning vacant lots into community gardens provides fresh produce and gives residents a place to connect and participate. Partnerships with nonprofits, schools, community groups, or faith based organizations help create a clear structure for maintenance and support. With involvement from local schools, these gardens can also offer hands-on learning opportunities for students, staff, and parents.



Public Gathering Place (FTW, Texas)



Street Furniture (Rockwall, Texas)



Gateway (Desoto, Texas)



Wayfinding Landmark (McKinney, Texas)

PLACEMAKING AND DESIGN

Placemaking is the action of creating a space that helps facilitate public interaction. Through design, location, or amenities, these places serve as focal points within a community and often help facilitate community identity and price. Examples of placemaking areas include, but are not limited to, neighborhood parks, public pavilions, lifestyle centers, town centers, and shopping centers. It is also reflected in building design to create a distinctive look and feel for an area. Parks in Palmview, or Veterans Blvd, are some areas that offer opportunities for placemaking.

PARKS AND OPEN SPACE

Parks, open spaces, and recreational facilities are tangible ways to enhance the visual appearance of a community and increase its character. Recreational facilities and activities are positive and attractive features that often serve to sustain neighborhoods, enhance community perception, and heighten the sense of pride and identity associated with the community.

GATEWAYS

Gateways are features or streetscape elements that help orient visitors to the area and help signify an entrance to the City. There are two primary classes of gateways – major and minor gateways.

Major Gateways

Major gateway features or elements are typically located on major thoroughfares such as highways. Due to the high speeds at which vehicles are traveling, major gateways are generally larger in scale and contain designs that allow travelers to understand they are entering Palmview. These entryways serve as great locations for gateway signage and monuments, inviting people into the community. An example of major gateway scale signage in Palmview is located North of Interstate 2 and South of Interstate 2. The proposed gateways will create a sense of arrival for residents and visitors.

Minor Gateways

Minor gateways are meant to help create an identity for a community on the street level. These features should be designed in a unified manner to enhance continuity and link elements to major gateway features.

WAYFINDING AND BRANDING

Wayfinding signage in a city involves a mix of images, monuments, and physical signs to establish where you are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of signage throughout the city should maintain consistency and may include directional signage, roadway and gateway signage.

Branding is typically a city symbol and slogan located on city-sponsored signage and public spaces to enhance a brand. It can be incorporated in gateway signage, street signs, district flags and other features.

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Infrastructure, Public Facilities, and Resiliency

Infraestructura, Instalaciones Públicas y Resiliencia

Infrastructure, public facilities, and city services are key to keeping the community functioning well for residents and visitors. Aligning development with resilient planning helps strengthen these essential systems. Regularly evaluating facilities and infrastructure ensures they continue to meet the community's changing needs.

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.

LOCAL HAZARD AFFECTS ON PUBLIC ASSETS

Water & Wastewater

Flooding: Inundation of the facility and contamination of groundwater are potential challenges faced with flooding in Palmview.	Wildfire: Damage to above-ground infrastructure can reduce water pressure capacity for firefighters.
Drought & Extreme Heat: Water supply and water quality can be affected from extreme/high temperatures.	Tropical Weather System: Treatment facilities are prone to wind damage, in addition to water contamination, based on intensity of storm.

Transportation

Flooding: Flooding on roads from can cause structural damage to evacuation routes, one major route being US-83.	Wildfire: Critical corridors could be affected due to closures for safety and extreme demand for evacuation.
Drought & Extreme Heat: Pavement softening and buckling due to exceptional temperatures can quickly accelerate the deterioration of roads, increasing construction and maintenance costs.	Tropical Weather System: Failure of traffic signals due to power and damage to bridges and culverts are prone to occur during tropical weather events.

Electricity

Flooding: The destabilization of utility infrastructure can further cause the inundation of structures, affecting the safety and health of residents.	Wildfire: Damage to transmission lines and distribution grids can disrupt the supply of power to residents.
Drought & Extreme Heat: During peak demand, rolling blackouts may occur to address cooling needs.	Tropical Weather System: Wind damage can cause widespread destruction and lead to cascading failures across other systems.

Emergency Services

Flooding: Disruption of emergency communications can strain personnel and limit access to affected areas by vehicles.	Wildfire: Resource depletion may occur during operational hours and introduce additional challenges to emergency facilities.
Drought & Extreme Heat: Equipment failures due to overheating can affect operational responsibilities and pose more health risks.	Tropical Weather System: Damage to emergency facilities may restrict emergency vehicular systems.

Palmview Comprehensive Plan

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Implementation Table
Tabla de Implementación

The table is organized by the goals identified in the Plan and includes several action items related to the goal. For each action, an associated timeframe for implementation, involved entities, action type, and potential funding source are identified to assist with planning and completing the action.

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
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



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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
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								
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 #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



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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 - 4.2	**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
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
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



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