



**TAKE NOTICE THAT A REGULAR MEETING
OF THE BOARD OF COMMISSIONERS
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 5:00 P.M. ON
MONDAY, APRIL 4, 2016**

The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance O-2015-28. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding city clerk prior to the scheduled meeting.

1. CALL TO ORDER:

- A) Roll call and possible action on the excusing of any absent member of the governing body.
- B) Pledge of Allegiance/Invocation.
- C) Public Comments. (Ordinance No. O-2015-28)
A registered speaker may speak on several items or topics of public concern; however, a speaker may not exceed three (3) minutes as a whole when addressing the board. A registered speaker may not donate time to another speaker. No more than five (5) registered persons may speak at a scheduled meeting. A sign-in form must be filled out prior to the meeting to allow the registered speaker to address the governing body.

2. CITY MANAGER'S REPORTS: *(City Manager's Administrative Reports and discussion, if any, with governing body. The City Manager may also assign a designated spokesperson for any particular listed topic)*

- A) City Engineer's Report
- B) City Events of Interest

3. CONSENT AGENDA: *(All items listed under consent Agenda are considered to be routine and non-controversial by the Governing Body and will be enacted by one motion. Any Commissioner may remove items from the consent agenda by making such request prior to a motion and vote on the Consent Agenda)*

- A) Approval of minutes for March 7, 2016 – Regular Called Meeting. (ADMINISTRATION)
- B) Consideration and action, if any, on Ordinance adopting the Comprehensive Plan "Pharr into the Future, Your Vision! Pharr 2025". (DEVELOPMENT SERVICES) – **3RD Reading and Final**

AGENDA REGULAR MEETING
APRIL 4, 2016

- C) Consideration and action, if any, on sponsorship in the amount of \$1,000 for the 29th Annual Maquiladora Spring Picnic on Saturday, April 30, 2016. (BRIDGE)
- D) Consideration and action, if any, on sponsorship in the amount of \$1,000 for the Copa Internacional Soccer Tournament on April 29th, 30th and May 1st, 2016 at Sports Plaza in Pharr. (PARKS & REC)
- E) Consideration and action, if any, on request from PSJA ISD for the use of the Tierra Del Sol Golf Club Banquet Room for their Advisory Council Meeting on Tuesday, April 5, 2016 from 5:00 p.m. to 9:00 p.m. (PEDC)
- F) Consideration and action, if any, on request from PSJA ISD for the use of the Boggus Ford Events Center for the College and Career Conference on Tuesday, April 19, 2016 from 8:00 a.m. to 3:00 p.m. (PEDC)
- G) Consideration and action, if any, rejecting all proposals for the Parks, Recreation and Open Space Master Plan and authorize staff to re-advertise. (ENGINEERING)
- H) Consideration and action, if any, authorizing City Manager to advertise for bids for 1st Year – Phase “B” Street Paving Program. (ENGINEERING)
- I) Consideration and action, if any, authorizing City Manager to advertise for bids for replacement and reconstruct curb and gutters for 1st Year – Phase “B” Street Paving Program. (ENGINEERING)
- J) Consideration and action on Planning & Zoning Cases:

PUBLIC HEARING:

1. Sebastian A. Sobczak, d/b/a La Ofrenda, LLC, is requesting renewal of the Conditional Use Permit and Late Hours Permit to allow the sale of alcoholic beverages for on-premise consumption in a Limited Industrial District (L-1). The property is legally described as Lot A, Re-Plat of Lots 9 and 10, Steel Horse Industrial Park Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 5704 North Gumwood. **CUP#130309**
2. Ricardo Garza, d/b/a The Fraternal Order of Eagles of Pharr, Texas, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Business District (C-2). The property is legally described as Lot 3, Block 58, Pharr Original Townsite Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 305 South Cage Boulevard. **CUP#060312**

PLATS

3. Nain Engineering, L.L.C., representing Javier Cantu Barragan, is requesting final plat approval of the proposed Replat Border Line Industrial Park Subdivision Phase I. The property is legally described as being a 10.28-acre tract of land being all of Lot 1, Border Line Industrial Park Subdivision Phase I and 5.24 acres out of Lots 357 and 358, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 400 West Anaya Road. **SUB#140925**

REGULAR AGENDA – OPEN SESSION:

4. ORDINANCES AND RESOLUTIONS:

- A) Consideration and action, if any, on Resolution designating Hidalgo County Metropolitan Planning Organization Members. (ADMINISTRATION)

5. ADMINISTRATIVE:

- A) Consideration and action, if any, awarding proposal for Capital Lease Financing for Fiscal Year 2015-2016. (FINANCE)
- B) Consideration and action, if any, on selection of a Construction Manager for construction project management services for the South Pharr Development and Research Center Building. (ENGINEERING)

6. CONTRACTS/AGREEMENTS:

- A) Consideration and action, if any, authorizing City Manager or his designee to negotiate and execute contract with SECOESC Consultores for bridge wait time/efficiency and origin/destination study. (BRIDGE)
- B) Consideration and action, if any, authorizing City Manager or his designee to negotiate and execute contract amendment with Hicks & Company for additional environmental services for the Pharr Bicycle Accessible Improvement Project. (ENGINEERING)
- C) Consideration and action, if any, authorizing City Manager or his designee to negotiate and execute contract amendment with R. Gutierrez Engineering for additional engineering services required to obtain an International Boundary Water Commission (IBWC) permit for the Pharr Bicycle Accessible Improvement Project. (ENGINEERING)
- D) Consideration and action, if any, authorizing City Manager or his designee to negotiate and execute contract amendment with SDI Engineering for additional engineering services required for detail construction and inspection for the Downtown Lighting Project. (ENGINEERING)
- E) Consideration and action, if any, authorizing City Manager or his designee to negotiate fee and execute contract with Aldana Engineering & Traffic Design, LLC for professional services for traffic signal at the intersection of Veterans Road and Kelly Avenue. (ENGINEERING)
- F) Consideration and action, if any, authorizing City Manager or his designee to negotiate and execute contract amendment with Aldana Engineering & Traffic Design, LLC for additional engineering services required to obtain an International Boundary Water Commission (IBWC) permit for the Pharr Bicycle Accessible Improvement Project. (ENGINEERING)

- G) Consideration and action, if any, on agreement with the State Energy Conservation Office (SECO) for preliminary energy assessment service of the water treatment plant and wastewater treatment plant. (UTILITIES)
- H) Consideration and action, if any, on Memorandum of Understanding between the City of Pharr and Pharr-San Juan- Alamo ISD for Collegiate Academy internship program. (PEDC)
- I) Consideration and action, if any, on 380 Comprehensive Economic Stimulus Agreement with Khan's Grill. (PEDC)

7. **CLOSED SESSION:** *In accordance with Chapter 551 of the Texas Gov't. Code, the Pharr Board of Commissioners hereby gives notice that it may meet in a closed (non-public) executive session to discuss the items listed on the public portion of the meeting agenda, including items 3 - 6 in accordance with the following below:*

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

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

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

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

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

AGENDA REGULAR MEETING
APRIL 4, 2016

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

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

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's Office at 956/402-4100 ext. 1003/1007 or FAX 956/702-5313 or E-mail hilda.pedraza@pharr-tx.gov or imelda.barrera@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Regular Meeting of the City Commission of the City of Pharr was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 1ST day of April, 2016, at 4:00 P.M. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).



WITNESS MY HAND AND SEAL, this 1st DAY OF APRIL 2016.

Hilda Pedraza

HILDA PEDRAZA, TRMC
CITY CLERK

I certify that the attached notice and agenda of items to be considered by the City Commission was removed from the bulletin board of City Hall on the _____ day of _____, 2016 by,

Title: _____

**City Engineer's Report
April 4, 2016**

Design Projects:

Cage Boulevard Traffic Signal Improvements – Polk Ave to Ridge Road

TxDOT has agreed to oversee this project with some city participation.

City of Pharr Bicycle Accessible Improvements

Consultant has completed plans and specifications for Bike Trail on Cage Blvd and submitted to TxDOT for review. Plans are currently being prepared to have the Bike Trail transverse the floodway.

Sugar & El Dora Traffic Signal Improvements

The project is currently being advertised to open bids on April 28, 2016.

Wastewater Treatment Plant – Secondary Clarifier No. 2 Replacement

Project is currently under design.

Lift Station No. 25 (Nolana Loop & Raiders Drive) – Lift Station Replacement

The project is currently being advertised to open bids on April 14, 2016.

Construction Projects:

Hi-Line Road

Public Works forces has begun to reconstruct road on December 1, 2015. Estimated completion date is April 2016.

Egly & Sugar Drainage Detention Pond

Contractor is 99% complete and a final walk thru was performed this week.

Contract Amount:	\$387,047.55
Current Expenditures:	\$367,695.20
Percent Completed:	99%

Single Machine Repaving Project – Year 1 – Phase A – Las Milpas

Contractor has begun construction on January 4, 2016.

Contract Amount:	\$1,377,768.35
Current Expenditures:	\$ 919,915.38
Percent Completed:	67%

Navarro Street Roadway & Drainage Improvements

Contractor has begun construction on the project.

Contract Amount:	\$ 817,648.70
Current Expenditures:	\$ 110,132.00
Percent Completed:	14%

Jones Box Bridge Crossing

Contractor placed the bridge and the project is ahead of schedule.

Contract Amount:	\$ 296,571.00
Current Expenditures:	\$ 29,447.53
Percent Completed:	6%

Ridge Road and Cage Blvd Sidewalk Improvements

Contractor has begun construction on the project.

Contract Amount: \$ 234,153.00

Current Expenditures: \$ 0.00

Percent Completed: 2%



Hi-Line Road Improvements



Hi-Line Road Improvements



Hi-Line Road Improvements



Hi-Line Road Improvements



Repaving Year 1 – Phase A Project



Repaving Year 1 – Phase A Project



Repaving Year 1 – Phase A Project



Repaving Year 1 – Phase A Project



Navarro Street Improvements – Drainage Ditch



Navarro Street Improvements – Drainage Ditch



Navarro Street Improvements – Drainage Ditch



Navarro Street Improvements



Navarro Street Improvements



Navarro Street Improvements



Egly & Sugar Drainage Detention Pond



Egly & Sugar Drainage Improvements – Pavement Replacement



Jones Box Pedestrian Bridge – Abutment



Jones Box Pedestrian Bridge – Abutment



Jones Box Pedestrian Bridge – Riprap Slope



Jones Box Pedestrian Bridge – Riprap Slope



Jones Box Pedestrian Bridge – Bridge Installation



Ridge Road and Cage Blvd Sidewalk Improvements



Ridge Road and Cage Blvd Sidewalk Improvements



Ridge Road and Cage Blvd Sidewalk Improvements

**MINUTES
BOARD OF COMMISSIONERS
REGULAR CALLED MEETING
MONDAY, MARCH 7, 2016 AT 5:00 P.M.
118 SOUTH CAGE 2ND FLOOR**

The Board of Commissioners of the City of Pharr, Texas, met in a Regular Called Meeting on Monday, March 7, 2016 and following is the record of attendance.

BOARD OF COMMISSIONERS PRESENT: Mayor Ambrosio Hernandez
Mayor Pro-Tem Oscar Elizondo, Jr.
Comm. Eleazar Guajardo
Comm. Roberto Carrillo
Comm. Edmund Maldonado
Comm. Ricardo Medina
Comm. Mario Bracamontes

BOARD OF COMMISSIONERS ABSENT: None

STAFF PRESENT: Juan G. Guerra, City Manager
Ed Wylie, Asst. City Manager
Hilda Pedraza, City Clerk
William Ueckert, City Engineer
Gary Rodriguez, Interim-Dir. Events Center
Karla Moya, Finance Director
Anali Cantu, HR Director
Ruben Villescas, Police Chief
Lenny Perez, Fire Chief
Roland Gomez, Development Services
Roy Garcia, Public Works Director
Roel Garza, Parks & Rec. Director
David Garza, Public Utilities Director
Raul Garza, CDBG Director
Adolfo Garcia, Library Director
Luis Bazan, Bridge Director
Sergio Contreras, PEDC Director

CITY ATTORNEY Patricia Rigney, Attorney

ITEM 1 CALL TO ORDER:

Mayor Pro-Tem Elizondo called the meeting to order at 5:05 p.m. Roll Call established a quorum.

**A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY
ABSENT MEMBER OF THE GOVERNING BODY**

Mayor Hernandez was not present at the time of roll call but arrived at 5:09 pm.

B) PLEDGE OF ALLEGIANCE / INVOCATION

Juan Guerra, City Manager, led in the pledge of allegiance and Pastor Magallan said the prayer.

C) PUBLIC COMMENTS (ORDINANCE NO. O-2015-28)

Kenneth C. Fletcher briefly discussed concerns regarding Item 3C and stated the item should be tabled for additional information. He also spoke about Item 4 in regards to future land use. Lastly, he thanked the Commission for his appointment to the Planning and Zoning Commission.

Mayor Hernandez arrived at this time being 5:09 p.m.

Lupe Chavez stated in May of 2010 he was arrested and there were claims that he hit a police officer. He also stated Pharr Police Department wrongly investigated and convicted two Las Milpas men of a double homicide. Additionally, he added his neighbor, Eloy Alcala, obtained a new trial for him and his son and Pharr Police investigator that conducted his interview did not provide him the miranda warnings and stated that officer provided false reports to the District Attorney's Office and worked in tandem with his administrators to hide evidence of a crime in a police officer's K9 personnel file. Lastly, he mentioned he was arrested on September 23rd when he was running for school board and several officers tried to frame him and were looking at his arrest video while he was in holding. He commented he was an educated person and the time was coming for those officers.

Priscilla Alvarez, Valley Initiative and Development Advancement (VIDA), stated they were proud recipients of a grant from the Pharr Economic Development Corporation and provided status on funding received. She stated the goal was to serve eighteen (18) Pharr residents with job training and skills development; however, that number increased to forty-three (43) due to a new veteran's grant and a Texas A's grant received. She further reported 74% of the residents served were between the ages of 25 to 50 years of age, 74% were female, 53% were single parents, 93% were unemployed, low-income and on public assistance, 75% of students were on allied health program studies and 16% were on educational program studies.

ITEM 2 CITY MANAGER'S REPORTS: *(City Manager's Administrative Reports and discussion, if any, with governing body. The City Manager may also assign a designated spokesperson for any particular listed topic)*

A) CITY ENGINEER'S REPORT

B) SUBMISSION OF JANUARY 2016 TAX COLLECTION REPORT

C) CITY EVENTS OF INTEREST

Juan Guerra, City Manager, introduced the item and stated questions on City Engineer's report could be entertained at this time.

Comm. Elizondo requested a status on the traffic lights at Sugar Road and Eldora Road and at Kelly Avenue and "I" Road. William Ueckert, City Engineer, stated staff would be going out for bids for the Sugar Road and Eldora Road and as per Capital Improvement Project meeting held earlier, the traffic light at Kelly and "I" Road will be considered as well.

Juan Guerra, City Manager, stated the City was in the exploratory phase for the Kelly and "I" Road project but needs to find out if we owe the corner clips. Currently, there is a priority for two traffic lights, those being Veterans ("I" Road) and Eldora Road and Veterans ("I" Road) and Kelly Avenue.

Comm. Elizondo stated he has received a lot of calls for a traffic light on Veterans ("I" Road) and Kelly Avenue due to Vanguard School and vehicle accidents and requested the project be expedited if possible.

Comm. Guajardo asked about the Bridge Expansion Joint Repair bids and amount difference between bids. He asked Mr. Ueckert if there were any concerns due to difference in amounts.

William Ueckert, City Engineer, stated there were no concerns and the lowest bidder bided on the project last time and their bid was \$350,000, but they were the only bidders at the time, therefore, the City re-bid project to see if we could get a minimal two (2) bidders and also to see if the City could get a lower cost. He further stated the project was re-bid and the lowest bidder was the same from last year at \$339,000, so the bid came in lower. He stated he knows there is a big difference in price but that is the way the unit prices came out for project. Mr. Ueckert stated he did not see any discrepancies whatsoever on bids.

Comm. Guajardo asked if we were exhausting every avenue for the advertisement of bids. William Ueckert, City Engineer, stated advertisements were placed twice in the Advance Newspaper within a four-week period. In addition, plan rooms were located in San Antonio, Houston, and Dallas and bid advertisements were sent to those agencies so the contractors are very aware of any bid projects. He further stated we do not just localize it, we also spread it out within the state as well.

Mayor Hernandez also asked Mr. Ueckert for clarification on the difference between units and asked if it was the same product. William Ueckert, City Engineer, stated it was the same product and same specifications and both contractors bid on the same plans.

There being no further questions, Juan Guerra, City Manager, introduced the January 2016 Tax Collection Report and stated current collections were up by 1.05% and delinquent taxes were down 1.26%. He further stated the City was doing fine as per the collection rates.

Juan Guerra, City Manager, introduced the City events of interest:

- Acknowledged the City of Pharr's Labor Market Information Report which is the unemployment rate for the City of Pharr and stated in January 2015 the unemployment rate was 7.7% and in January 2016 it was 6.8%. The current unemployment rate has gone down to 6.8%.
- City of Pharr has also reaffirmed their credit rating by SMP as A+. This affirmation of our credit rating should provide our citizens with confidence that the City of Pharr remains fiscally healthy with a vibrant economy, professional management, and great leadership by the Mayor and City Commission.
- Cavazos Boxing at the Boggus Ford Events Center on March 11, 2016.
- Comedian Raymond Orta at the Boggus Ford Events Center on March 12, 2016.
- Keep Pharr Beautiful: Scrap Tire Incentive Program at Pharr Public Works on March 12, 2016.
- Operation Clean Sweep at West Eldora Rd. to West Owassa Rd. from Cage Blvd. to Jackson Rd. (Zone 1) on March 19, 2016.
- Annual St. Patrick's Day 5K Run/Walk at PSJA Stadium on March 19, 2016.
- Arise Las Milpas Walk on March 8, 2016 and Pharr Fire Department to assist in the event.
- Career Day at Bertha Palacios Elementary on March 9, 2016.
- Fire Extinguisher Training at the Office of Attorney General on March 11, 2016.
- St. Patrick's Day Parade at Tip- O-Tex RV Park on March 17, 2016.

ITEM 3 **CONSENT AGENDA:** *(All items listed under consent Agenda are considered to be routine and non-controversial by the Governing Body and will be enacted by one motion. Any Commissioner may remove items from the consent agenda by making such request prior to a motion and vote on the Consent Agenda)*

A) APPROVAL OF MINUTES FOR FEBRUARY 15, 2016 – REGULAR MEETING.

B) CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE ADOPTING ARTICLE IV – COST RECOVERY TO CODE OF ORDINANCE, CHAPTER 54, FIRE PROTECTION AND FIRE PREVENTION (FIRE) – 3RD AND FINAL READING

C) CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE AMENDING ORDINANCE NO. O-82-13 AND CREATING APPENDIX A ZONING, SEC. 1.89 OF THE CITY OF PHARR CODE OF ORDINANCES, PLANNING AND ZONING COMMISSION BY-LAWS (ADMINISTRATION) – 3RD AND FINAL READING

D) CONSIDERATION AND ACTION, IF ANY, ON REQUEST FROM PSJA ISD FOR USE OF THE BOGGUS FORD EVENTS CENTER ON

WEDNESDAY, APRIL 27, 2016 FOR THEIR 8TH ANNUAL DUAL LANGUAGE BI-LITERACY CERTIFICATION CEREMONY (EVENTS CENTER)

- E) CONSIDERATION AND ACTION, IF ANY, ON REQUEST FROM PSJA ISD FOR USE OF THE BOGGUS FORD EVENTS CENTER ON THURSDAY, MAY 12, 2016 FOR THEIR 5TH GRADE DISTRICT-WIDE CAREER FAIR (EVENTS CENTER)**
- F) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING WAIVER OF FEES FOR POLICE SERVICES FOR BEHAVIORAL HEALTH SOLUTIONS OF SOUTH TEXAS DURING RENTAL OF THE TIERRA DEL SOL BANQUET ROOM ON APRIL 29, 2016 FOR THEIR 9TH ANNUAL NOCHE INOLVIDABLE "CASINO EXTRAVAGANZA" (POLICE)**
- G) CONSIDERATION AND ACTION, IF ANY, RATIFYING REQUEST FROM PSJA ISD FOR CLOSURE OF KELLY AVENUE FROM FIR AVENUE TO GUMWOOD AVENUE FOR THEIR MIDDLE SCHOOL TRACK MEET AT STADIUM ON THURSDAY, MARCH 3, 2016 FROM 3:00 P.M. TO 9:00 P.M. (POLICE)**
- H) CONSIDERATION AND ACTION, IF ANY, REJECTING BIDS FOR CLASSIFICATION AND COMPENSATION STUDY (HR)**
- I) CONSIDERATION AND ACTION, IF ANY, RATIFYING REQUEST FROM CITY OF HIDALGO FOR USE OF CITY OF PHARR'S MOBILE STAGE AND BLEACHERS FOR THEIR ANNUAL 2016 BORDER FEST EVENT (ADMINISTRATION)**
- J) CONSIDERATION AND ACTION ON PLANNING & ZONING CASES:**

PUBLIC HEARING:

- 1. Xoticas requested renewal of the Sexually Oriented Business License in a Limited Industrial District (L-I). The property is legally described as a 0.6081-acre tract of land out of a certain 0.88 acre out of Lot 100, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 4502 North Cage Boulevard. SOB#010105**
- 2. Fuera De Lugar, LLC, d/b/a Fuera De Lugar Restaurant, requested renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a General Business District (C). The property is legally described as .071 of an acre tract of land, more or less, out of Plaza Sports Center Phase 1 Lot 1 Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 1101 East Nolana Loop. CUP#150101**
- 3. Raul Fong, d/b/a D's Paradise Lounge, requested renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Business District (C-2). The property is legally described as Lot 14, Block 1, J. T.**

Doster Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 107 East Newcombe Avenue (Park). CUP#040213

4. Roberto Torres Jr. requested a Life-of-the-Use Conditional Use Permit to allow an Oversized Storage Unit in a Single-Family Residential District (R-1). The property is legally described as being all of Lot 40, Los Laureles Subdivision Phase 2, Pharr, Hidalgo County, Texas. The property's physical address is 907 West Denise Drive. CUP#160103
5. Lucina G. Gonzalez, representing Casa de Fe, requested a Life-of-the-Use Conditional Use Permit to allow a church in a General Business District (C). The property is legally described as being all of Lot 208, Valle de la Primavera Subdivision, Pharr, Hidalgo County, Texas. The property's physical address is 6703 South Jackson Road. CUP#160105

PLATS:

6. Sam Engineering & Surveying Inc., representing Cesar Garcia Vigil, requested preliminary and final plat approval of the proposed Amended Interenlace Subdivision. The property is legally described as being a 10.00-acre tract of land being the East 10.00 acres of the West 20.00 acres of Lot 358, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property is located between the 600 and 800 Block of West Anaya Road. SUB#160202
7. Sam Engineering & Surveying Inc., representing Adolfo Campero, Manager, requested preliminary plat approval of the proposed Campero Subdivision Master Plan. The property is legally described as being a 48.029-acre tract of land, being part or portion of Lot 358 and Lot 359, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas. The property is located between the 700 and 1200 Block of West Anaya Road. SUB#151229

Juan Guerra, City Manager, opened the public hearing.

Earl Anderson congratulated Mayor Hernandez on his election and stated he was doing a good job. He also commended the City Commissioners for working with Mayor Hernandez. Mr. Anderson further stated many people failed to vote in last election and spoke about the filing fee of \$1,000. He feels the increase was done to discourage people from running for office and suggested that City perhaps consider lowering the filing fee.

Kenneth Fletcher spoke about doing something about the noise from the truck related industry. He also stated the items at the Planning & Zoning meetings he would like to be taken into consideration are at the construction stage on the reuse of soil and use of native vegetation.

There being no further public comments, Juan Guerra, City Manager, introduced items 3A-J (1-7) and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Maldonado seconded the motion and when put to a vote, it carried unanimously.

Ordinance Nos.O-2016-04 and O-2016-05 are filed with the City Clerk's Office.

At this time, Mayor Hernandez, stated they would deviate from the agenda and go into closed session. There was no objection.

ITEM 9 CLOSED SESSION: IN ACCORDANCE WITH CHAPTER 551 OF THE TEXAS GOV'T. CODE, THE PHARR BOARD OF COMMISSIONERS HEREBY GIVES NOTICE THAT IT MAY MEET IN A CLOSED (NON-PUBLIC) EXECUTIVE SESSION TO DISCUSS THE ITEMS LISTED ON THE PUBLIC PORTION OF THE MEETING AGENDA, INCLUDING ITEMS 3-8

The time being 5:31 p.m., Mayor Hernandez stated the commission would be entering a closed session.

ITEM 10 RECONVENE INTO REGULAR SESSION, AND CONSIDER ACTION, IF NECESSARY ON ANY ITEM(S) DISCUSSED IN CLOSED SESSION

The time being 6:03 p.m., Mayor Hernandez stated the commission would be resuming the open meeting.

REGULAR AGENDA – OPEN SESSION:

ITEM 4 ORDINANCES AND RESOLUTIONS:

A) CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE AUTHORIZING AND ORDERING THE ISSUANCE OF CITY OF PHARR, TEXAS COMBINATION TAX AND REVENUE CERTIFICATES OF OBLIGATION, SERIES 2016 IN AN AGGREGATE PRINCIPAL AMOUNT OF \$14,415,000.00 FOR THE ACQUISITION, CONSTRUCTION AND IMPROVEMENTS OF CERTAIN PUBLIC WORKS; PRESCRIBING THE TERMS AND FORM THEREOF; PROVIDING FOR THE PAYMENT OF THE PRINCIPAL THEREOF AND INTEREST THEREON; AWARDED THE SALE THEREOF; AND MAKING OTHER PROVISIONS REGARDING SUCH CERTIFICATES, INCLUDING USE OF THE PROCEEDS THEREOF; AND MATTERS INCIDENT THERETO (FINANCE)

Juan Guerra, City Manager, introduced the item and noted a correction in the amount to \$14,290,000 and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

Ordinance No. O-2016-06 is filed with the City Clerk's Office.

B) CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE ADOPTING THE COMPREHENSIVE PLAN “PHARR INTO THE FUTURE, YOUR VISION! PHARR 2025” (DEVELOPMENT SERVICES) – 1ST READING

Juan Guerra, City Manager, introduced the item and stated this was the first reading of the ordinance and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

C) CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION FOR VOLUNTARY DRUG SCREENING (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item.

Mayor Hernandez stated they must lead by example and this is not in any way supposed to be confrontational or to disappoint or upset people. Mayor Hernandez stated he was only speaking for himself and he would be taking exam on a voluntary basis and each commissioner has their choice that is best fit for them. At this time, Mayor Hernandez allowed public comments for this agenda item.

Edward Chavez, Vice-President for Pharr Public Association, commended the commission for even considering the item. He stated they do lead by example and as far as transparency it would speak volumes from the commission.

George Martinez, Pastor from Outcry in the Barrio, briefly stated he was a former drug and alcohol addict and quoted a scripture to inspire rolls of leadership. He mentioned he had to be very transparent because he lives at the home with the men in the program and if anyone needs to be open is them as leaders.

Comm. Carrillo **moved** to deny. Comm. Bracamontes seconded the motion and when put to a vote, the motion carried by a majority vote of four (4) ayes and three (3) nays. Mayor Hernandez, Comm. Guajardo, and Comm. Medina voted against the motion.

D) CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION FOR DRAIN DITCH RIGHT-OF-WAY TEXAS DEPARTMENT OF TRANSPORTATION PURCHASED FROM CITY OF PHARR (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item and briefly stated the item was for the BSIF project and it had already been approved but TxDOT needed a Resolution and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

Resolution No. R-2016-15 is filed with the City Clerk's Office.

E) CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION ENTERING INTO AN AGREEMENT WITH TEXAS DEPARTMENT OF TRANSPORTATION FOR CLOSURE OF U.S. 281 (CAGE BLVD.) FROM U.S. BUSINESS 83 TO KELLY AVENUE FOR THE ANNUAL HUB PHEST EVENT FROM FRIDAY, APRIL 8, 2016 (12:00 A.M.) TO SUNDAY, APRIL 10, 2016 (12:00 P.M.) (PUBLIC WORKS)

Juan Guerra, City Manager, introduced the item and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

Resolution No. R-2016-16 is filed with the City Clerk's Office.

F) CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION APPOINTING TWO (2) MEMBERS AND APPOINTING/RE-APPOINTING SIX (6) MEMBERS TO THE COMMUNITY DEVELOPMENT COUNCIL (CDBG)

Juan Guerra, City Manager, introduced the item.

Comm. Medina **moved** to appoint Norma Trevino and Antonio Gonzalez and re-appoint Jose G. Rodriguez, Danny Smith, Ruben Solis, Hector Luna, Sally Saucedo, and Lucio Gaytan to the Community Development Council. Comm. Bracamontes seconded the motion and when put to a vote, it carried unanimously.

Resolution No. R-2016-17 is filed with the City Clerk's Office.

ITEM 5 ADMINISTRATIVE:

A) CONSIDERATION AND ACTION, IF ANY, AWARDED BID FOR WATER AND SANITARY SEWER IMPROVEMENTS ON US 281 (MILITARY HIGHWAY) PROJECT (ENGINEERING)

Juan Guerra, City Manager, introduced the item and stated the lowest bidder did not have the experience for a project this size and recommended the next lowest bidder being Garco Industries at \$404,245.

Comm. Maldonado **moved** to approve as recommended. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, AWARDED BID FOR PHARR-REYNOSA INTERNATIONAL BRIDGE SEALED EXPANSION JOINT REPAIR PROJECT (BRIDGE)

Juan Guerra, City Manager, introduced the item and recommended Restek, Inc.

Comm. Elizondo **moved** to approve as recommended. Comm. Bracamontes seconded the motion and when put to a vote, it carried unanimously.

C) CONSIDERATION AND ACTION, IF ANY, ON NOMINATION OF FIVE (5) HIGH SCHOOL MARCHING BANDS FOR THE 2017 NATIONAL MEMORIAL DAY PARADE IN WASHINGTON, DC (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item and stated he had spoken with Dr. King in regards to this item and recommended PSJA High School, PSJA North High School, PSJA Southwest High School, and PSJA Memorial High School.

Comm. Carrillo **moved** to approve as recommended to include Valley View High School. Comm. Elizondo seconded the motion and when put to a vote, it carried unanimously.

ITEM 6 PURCHASING:

A) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING PHARR POLICE DEPARTMENT TO PURCHASE THIRTY-SEVEN (37) TASERS IN THE AMOUNT OF \$53,371.76 (POLICE)

Juan Guerra, City Manager, introduced the item and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

ITEM 7 CONTRACTS/AGREEMENTS:

A) CONSIDERATION AND ACTION, IF ANY, ON SUPPLEMENT AGREEMENT WITH UNION PACIFIC RAILROAD FOR WATER TRANSMISSION LINE ON WEST BUSINESS 83 AND DAHLIA STREET (PUBLIC UTILITIES)

Juan Guerra, City Manager, introduced the item and briefly stated this was the waterline under the railroad track and the City was only buying some Right-of-Way. He further recommended approval.

Comm. Carrillo **moved** to approve. Comm. Elizondo seconded the motion and when put to a vote, it carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING PHARR POLICE DEPARTMENT TO ENTER INTO A CONTRACT WITH TYLER TECHNOLOGIES FOR ELECTRONIC CITATION SOLUTIONS (POLICE)

Juan Guerra, City Manager, introduced the item and recommended no action at this time.

C) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING CITY MANAGER TO NEGOTIATE ADDITIONAL ENGINEERING SERVICES WITH S&GE ENGINEERING FOR WASTE WATER TREATMENT SECONDARY CLARIFIER NO. 2 (ENGINEER)

Juan Guerra, City Manager, introduced the item and briefly stated a change was needed for electrical issues in the amount of \$14,446 and recommended approval.

Comm. Medina moved to approve. Comm. Carrillo seconded the motion and when put to a vote, it carried unanimously.

D) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING CITY MANAGER TO NEGOTIATE FEE FOR PROFESSIONAL ENGINEERING SERVICES WITH DANNENBAUM ENGINEERING FOR RELOCATION OF WATER AND SANITARY SEWER UTILITIES DUE TO THE CONSTRUCTION OF HCRMA (SH 365-SEGMENT 1 AND 2) (ENGINEER)

Juan Guerra, City Manager, introduced the item and stated this was in the amount of \$75,000 and recommended approval.

Comm. Medina moved to approve. Comm. Carrillo seconded the motion and when put to a vote, it carried unanimously.

E) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING CITY MANAGER TO NEGOTIATE FEE FOR PROFESSIONAL ENGINEERING SERVICES WITH TEDSI ENGINEERING FOR PHARR/REYNOSA INTERNATIONAL BRIDGE SECOND EXIT TO THE BSIF (ENGINEER)

Juan Guerra, City Manager, introduced the item and stated the project was to allow pre-certified trucks exit the Port of Entry (POE) without having to go to the inspection docs. He stated the estimated fee amount was \$45,000 and recommended approval.

Comm. Medina moved to approve. Comm. Guajardo seconded the motion and when put to a vote, it carried unanimously.

F) CONSIDERATION AND ACTION, IF ANY, ON CONTRACT FOR PROFESSIONAL ENGINEERING SERVICES WITH R. GUTIERREZ ENGINEERING FOR PHARR BICYCLE ACCESSIBLE IMPROVEMENT PROJECT (ENGINEERING)

Juan Guerra, City Manager, introduced the item and stated TxDOT was requesting the bicycle route not to go on the US 281 Floodway Bridge. He further stated the city would need to provide plans for a trail under the bridge and R. Gutierrez Engineering was familiar in preparation of the plans therefore he recommended approval.

Comm. Medina **moved** to approve. Comm. Guajardo seconded the motion and when put to a vote, it carried unanimously.

G) CONSIDERATION AND ACTION, IF ANY, ON RATIFICATION OF AGREEMENT WITH UTRGV FOR ATHLETICS SPONSORSHIP (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item and stated this was to support regional quality of life and recommended approval in the amount of \$7,000.

Comm. Carrillo **moved** to approve. Comm. Guajardo seconded the motion and when put to a vote, it carried unanimously.

H) CONSIDERATION AND ACTION, IF ANY, ON 380 COMPREHENSIVE ECONOMIC STIMULUS AGREEMENT WITH EVERGREEN COLD STORAGE, LLC (PEDC)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Carrillo **moved** to approve. Comm. Maldonado seconded the motion and when put to a vote, it carried unanimously.

I) CONSIDERATION AND ACTION, IF ANY, ON 380 COMPREHENSIVE ECONOMIC STIMULUS AGREEMENT WITH GRUPO INTERNELACE, INC. (PEDC)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Carrillo **moved** to approve. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

J) CONSIDERATION AND ACTION, IF ANY, ON 380 COMPREHENSIVE ECONOMIC STIMULUS AGREEMENT WITH SPRING VALLEY FRUITS, INC. (PEDC)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Elizondo **moved** to approve. Comm. Carrillo seconded the motion and when put to a vote, it carried unanimously.

K) CONSIDERATION AND ACTION, IF ANY, ON MEMORANDUM OF UNDERSTANDING BETWEEN HIDALGO COUNTY REGIONAL MOBILITY AUTHORITY (HCRMA) AND OTHER MUNICIPALITIES TO ESTABLISH A PARTNERSHIP IN AREAS OF BENEFIT TO ALL ENTITIES (PEDC)

Juan Guerra, City Manager, introduced the item and recommended approval.

Comm. Carrillo **moved** to approve. Comm. Guajardo seconded the motion and when put to a vote, it carried unanimously.

L) CONSIDERATION AND ACTION, IF ANY, ON BINDING MEMORANDUM OF UNDERSTANDING WITH DEVELOPMENT COMPANY (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Elizondo **moved** to approve. Comm. Guajardo seconded the motion and when put to a vote, it carried unanimously.

M) CONSIDERATION AND ACTION, IF ANY, ON MUTUAL SEPARATION AGREEMENT AND RELEASE BETWEEN ROGELIO S. GARCIA AND CITY OF PHARR (ADMINISTRATION)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Carrillo **moved** to approve. Comm. Maldonado seconded the motion and when put to a vote, it carried unanimously.

ITEM 8 LEGAL:

A) CONSIDERATION AND ACTION, IF ANY, ON AGREEMENT WITH BORDER ADS AND THE CITY OF PHARR (BRIDGE)

Juan Guerra, City Manager, introduced the item and recommended approval as discussed in executive session.

Comm. Carrillo **moved** to approve. Comm. Elizondo seconded the motion and when put to a vote, it carried unanimously.

ITEM 10 ADJOURNMENT

MINUTES: REGULAR CALLED MEETING
MARCH 7, 2016

There being no other business to come before the board, Comm. Carrillo **moved** to adjourn. Mayor Hernandez seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 6:21 p.m.

CITY OF PHARR

AMBROSIO HERNANDEZ
MAYOR

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR**

ON THIS THE 7th DAY OF MARCH, 2016 the Board of Commissioners of the City of Pharr, Texas convened in a **REGULAR CALLED MEETING** at the Commissioner's Room located at 118 S. Cage, 2nd Floor, Pharr, Texas. The meeting being open to the public and notice of said meeting, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, Texas Government Code (Open Meetings Act) and there being present a quorum, I, **HILDA PEDRAZA, CITY CLERK**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

ATTEST:

HILDA PEDRAZA, CITY CLERK

APPROVED:

MEMORANDUM

DATE: MARCH 07, 2016

TO: MAYOR AND CITY COMMISSION 

THROUGH: JUAN GUERRA, CITY MANAGER

FROM: MELANIE CANO, INTERIM DIRECTOR OF DEVELOPMENT SERVICES

SUBJECT: CITY OF PHARR COMPREHENSIVE PLAN UPDATE

ISSUE

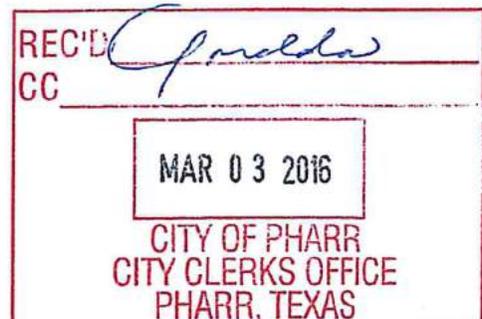
Consideration and action if any, to adopt the revised comprehensive plan "Pharr into the Future, Your Vision! Pharr 2025".

FINANCIAL CONSIDERATION

NONE

STAFF RECOMMENDATION

Staff recommends approval on adopting the revised comprehensive plan "Pharr into the Future, Your Vision! Pharr 2025".



O-2016-

AN ORDINANCE OF THE CITY OF PHARR, TEXAS, ADOPTING ALL ELEMENTS OF THE “PHARR INTO THE FUTURE, YOUR VISION! PHARR 2025”, AS THE COMPREHENSIVE MASTER PLAN OF THE CITY OF PHARR TO GUIDE THE GROWTH AND DEVELOPMENT OF THE CITY; PROVIDING MAPS DESCRIBING PROPOSED FUTURE LAND USES AND PROPOSED THOROUGHFARE PLAN; PROVIDING THAT THIS ORDINANCE SHALL BE CUMULATIVE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING AN EFFECTIVE DATE

WHEREAS, Appendix A, Zoning Ordinance No. 82-13 of the City of Pharr Code of Ordinances states that this section is enacted in accordance with the comprehensive master plan to promote the safety, health, and general welfare of the community; and

WHEREAS, the previous Land Use and Thoroughfare Plan prepared in 2000 is out of date due to changing conditions and does not address other elements of long-range planning detail such as land use, transportation, economic development and housing and

WHEREAS, On January 8, 2015, the City entered into a professional services contract with Texas A&M Engineering Extension Service of College Station, Texas for general oversight and preparation of the comprehensive plan; and

WHEREAS, the City Commission appointed a stakeholders group consisting of citizen volunteers representing various community interests; and

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

WHEREAS, with the input of the public and Stakeholders Group, the Comprehensive Plan has been drafted and reviewed by City staff, the Planning and Zoning Commission and City Commission; and

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

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

SECTION 1. The document entitled "Pharr Into the Future, Your Vision! Pharr 2025", (hereinafter referred to for purposes of this ordinance as the "Comprehensive Plan") is hereby adopted as the Comprehensive Master Plan for the City of Pharr to guide growth and development of the City. The Comprehensive Plan is attached hereto as Exhibit "A", and made a part hereof for all purposes. A complete copy of the Comprehensive Plan shall be kept on file in the offices of the City Clerk and the Director of Development Services.

SECTION 2. The City of Pharr, Pharr Into The Future, Your Vision! Pharr 2025 supersedes and replaces the 2000 Comprehensive Plan.

SECTION 3. As set forth in more detail in the Comprehensive Plan, the Comprehensive Plan shall serve as a guideline for the City's adoption of, or amendment(s) to the City's various development regulations. To the extent required by state law, zoning regulations and amendments thereto shall hereafter be adopted in accordance with the Comprehensive Plan, and any zoning regulation(s) or part thereof that may deviate in any way from or add to the Comprehensive Plan shall be deemed to automatically amend the Comprehensive Plan, whether or not reference be made to the Comprehensive Plan in the ordinance adopting or amending such zoning regulation(s). With respect to any such zoning regulation that automatically amends the Comprehensive Plan, any requirement under state law that a comprehensive plan be amended after public hearing and after review and recommendation procedures set forth in the City's zoning regulations, as amended, in accordance with Chapter 211 of the Texas Local Government Code, as amended. The Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.

SECTION 4 – SEVERABILITY

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

SECTION 5 – SAVINGS CLAUSE

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

SECTION 6 – EFFECTIVE DATE; PUBLICATION

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

Section 9 of the Pharr City Charter.

SECTION 7 – REPEALING CLAUSE

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

SECTION 8 – CUMULATIVE

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

SECTION 9 – PROPER NOTICE AND MEETING

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

PASSED AND APPROVED ON THE FIRST READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the _____ day of _____, 2016.

CITY OF PHARR

AMBROSIO HERNANDEZ
MAYOR

ATTEST:

HILDA PEDRAZA, CITY CLERK

PASSED AND APPROVED ON THE SECOND READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ___ day of _____, 2016.

CITY OF PHARR

AMBROSIO HERNANDEZ
MAYOR

ATTEST:

HILDA PEDRAZA, CITY CLERK

PASSED AND APPROVED ON THE THIRD AND FINAL READING BY THE BOARD OF CITY COMMISSIONERS OF THE CITY OF PHARR, TEXAS, on this the ____ day of _____, 2016.

CITY OF PHARR

AMBROSIO HERNANDEZ
MAYOR

ATTEST:

HILDA PEDRAZA, CITY CLERK



Into the Future



City of Pharr Comprehensive Plan Update

November 2015

Note: This report contains the most recent data, statistics, and source material available to the TEEX review team through November 2015. Maps were added from the existing plans and sources available from the City of Pharr.

Pharr Comprehensive Plan Update 2016 - 2025

November 2015

Prepared For:

City of Pharr Development Services
118 S. Cage Boulevard
Pharr, Texas 78577

Point of Contact:

Melanie Cano
Interim Director Development Services
Melanie.Cano@Pharr-TX.gov
956.402.4242

Prepared By:

Texas A&M Engineering Extension Service
Knowledge Engineering
200 Technology Way
College Station, Texas 77845

Point of Contact:

Lisa Mutchler
Program Director
Lisa.Mutchler@TEEX.TAMU.edu
979.458.6710

City Commissioners

Dr. Ambrosio Hernandez, Mayor

Eleazar Guajardo, Commissioner Place 1

Roberto "Bobby" Carrillo, Commissioner Place 2

Oscar Elizondo, Jr., Mayor Pro Tem, Commissioner Place 3

Edmund Maldonado, Jr., Commissioner Place 4

Ricardo Medina, Commissioner Place 5

Mario A. Bracamontes, Commissioner Place 6

Administration

Juan Guerra, City Manager

Edward M. Wylie, Assistant City Manager

Development Services

Melanie Cano, Interim Director

Roland Gomez, Senior Planner

City of Pharr Awards

2004 Preserve America City

2005, 2006, 2007 National Trust for Historic Preservation

2006 All- American City

**2006 Exemplary Service in Public Education Pharr-San Juan-Alamo ISD
and the City of Pharr**

2014 and 2015 HEB Community Challenge

Acknowledgements

We would like to acknowledge the following individuals for contributing their time and expertise to the development of this plan.

2025 Pharr Comprehensive Plan Steering Committee Members

Sergio Cortez

Alfredo Flores

Stanley Francis

Xavier Garcia

Flor Martinez

Raul Martinez

Rafael Munguia

Monica Pena

Joe Rodriguez

Robert Sanchez

Juan Serna

Jose Torres

Jaime Villarreal

Richard Villarreal

Rolando Vega

Juan Willingham

Danny Wylie

TEEX

John Adams

Cindy Barnett

Paul Guimaraes

Lisa Mutchler

SueAnn Palmore

Jennifer Prochazka

This Page Intentionally Left Blank

TABLE OF CONTENTS

EXECUTIVE SUMMARY	7
RECOMMENDATIONS	9
INTRODUCTION	11
PLANNING CONTEXT, LEGAL BASIS, PLANNING AREA	11
Location	11
Planning Area	11
Why Plan	16
Scope of the Comprehensive Plan	16
PLAN CREATION PROCESS	16
CITY VISION	17
IMAGE AND IDENTITY	19
Population	19
Cost of Living	21
Employment by Industry	22
Top Local Employers.....	23
Employment Growth	23
Unemployment Rate	24
Workforce Board Area.....	24
Primary Education	26
Secondary Education.....	28
Post-Secondary Education.....	29
Image Control and Public Relations Techniques	31
Recycling.....	31
Public Health and Medical Facilities.....	31
Healthy South Texas Initiative	32
Promise Zone.....	32
GOALS, OBJECTIVES, ACTIONS – IMAGE AND IDENTITY	33
LAND USE	35
PLANNING CONSIDERATIONS	35
EXISTING LAND USE	35
FUTURE LAND USE	40
ANNEXATION AND ETJ GROWTH	45
HOUSING	46

Master Planned Community	46
POLICY CONSIDERATIONS	47
GOALS, OBJECTIVES, ACTIONS – LAND USE	49
TRANSPORTATION	51
PLANNING CONSIDERATIONS	51
THOROUGHFARE PLAN.....	55
HIGHWAYS / ROADS.....	55
THE HIDALGO COUNTY LOOP	58
BICYCLE PAVEMENT MARKING IMPROVEMENT PLAN	59
AIRPORTS	60
McAllen International Airport.....	60
Valley International Airport.....	60
Brownsville South Padre International Airport	60
Weslaco/Mid Valley Airport	60
BUS STATIONS (INTER-CITY / INTRA-CITY).....	61
RAILROAD OPERATIONS	63
Commercial	63
GOALS, OBJECTIVES, ACTIONS - TRANSPORTATION.....	64
ECONOMIC DEVELOPMENT	65
PLANNING CONSIDERATIONS	65
E-GOVERNMENT	65
TOURISM / ECOTOURISM / SPORTS TOURISM.....	65
RESTAURANT ROW.....	65
CHAMBER OF COMMERCE	66
PHARR INTERNATIONAL BRIDGE	66
International Trade Numbers.....	69
TAX INCREMENT FINANCING ZONES (TIF)	70
TAX INCREMENT REINVESTMENT ZONE (TIRZ).....	70
PHARR CAPITAL PROJECTS FUNDS.....	72
ECONOMIC STABILITY	72
PROPERTY TAX RATES.....	74
SALES TAX	74
HOTEL/MOTEL TAX.....	75
OTHER FUNDING SOURCES.....	76

GOALS, OBJECTIVES, ACTIONS – ECONOMIC DEVELOPMENT	77
COMMUNITY FACILITIES AND SERVICES	79
PLANNING CONSIDERATIONS	79
RECREATIONAL ACTIVITIES.....	79
Boggus Ford Event Center	79
Pharr Aquatic Center	79
Tierra Del Sol Golf Club	80
Pharr Memorial Library	80
Boys & Girls Club of Pharr	80
Pharr Community Theater Company	80
PUBLIC SAFETY SERVICES.....	81
Law Enforcement	81
CAPE Program.....	81
Pharr PAL Program	82
Pharr Fire Department	82
WATER AND WASTEWATER	84
2016 Rio Grande Regional Water Plan Project Summary (as it applies to Pharr).....	84
Rio Grande Regional Water Authority Regional Brackish Desalination Plant	87
Expand Existing Groundwater Supply	88
Non-potable Reuse	88
GOALS, OBJECTIVES, ACTIONS – COMMUNITY FACILITIES AND SERVICES	89
PARKS AND OPEN SPACE	91
PLANNING CONSIDERATIONS	91
SUMMARY OF PARKS MASTER PLAN 2008	91
REGIONAL LINEAR PARK PROJECT	94
GOALS, OBJECTIVES, ACTIONS – PARKS AND OPEN SPACES.....	95
SWOT	97
IMPLEMENTATION & ADMINISTRATION	99
PLAN IMPLEMENTATION METHODS	99
DEVELOPMENT REGULATIONS	99
Action Plans.....	99
Zoning Regulation.....	99
Subdivision Regulation	100
CAPITAL IMPROVEMENTS PROGRAM (CIP).....	100

EXTRA-TERRITORIAL JURISDICTION (ETJ) AND ANNEXATION.....	100
ANNUAL PLAN REVIEW	100
FIVE-YEAR PLAN EVALUATION.....	100
APPENDIX.....	103
ATTACHMENTS	105
ATTACHMENT I - CITY OF PHARR BICYCLE ACCESSIBLE IMPROVEMENT PROJECT MAP	107
ATTACHMENT II - PHARR ECONOMIC DEVELOPMENT STRATEGIC PLAN ACTION PLAN, FEBRUARY 2015.....	109
ATTACHMENT III - REGIONAL LINEAR PARK PROJECT, OPTION 4	115
ATTACHMENT IV - COMPREHENSIVE PARKS MASTER PLAN UPDATE GOALS & OBJECTIVES 2008.....	117

EXECUTIVE SUMMARY

- The dynamic growth of the City of Pharr and the surrounding region is directly related to the strategic location on the Texas-Mexico border.
- The robust infrastructure planning and focus on the future development of all areas of the City allows for objective growth projections and enhancement of the current city.
- One of the most important strategic elements is the location of the City-owned Pharr International Bridge which links an enormous daily flow of trade goods and services between the US and Mexican markets.
- The development and enhancements to the commercial and industrial trade areas adjacent to the bridge will promote the attraction of business and jobs to the City.
- Progressive enhancement to the downtown area in terms of infrastructure improvements, new business attraction, and services for the community will be critical to the resilience and sustainability of the community.
- Continued cooperation with Texas Department of Transportation (TxDOT) and regional planning entities will be critical for the enhancement of traffic flow on the two primary arteries of the City – US 83 and US 281 (co-signed with I-69).
- Branding of the City of Pharr as a growing and diverse community, and center of trade and commercial activity will facilitate all planning to enhance the sustainability of the community.
- The City of Pharr's location among numerous communities will require continued ongoing efforts to ensure Pharr is a part of all aspects of regional planning and infrastructure enhancements connecting the City with its many neighbors.
- Leadership and governance is critical to developing long term plans, objectives, and programs to highlight the distinctive aspects of the community as well as ties with the region.
- The planning for the addition of the southern Pharr land development in the ETJ is a critical component of the City's growth. Land use consideration and the services to be offered will be key to the community's growth and branding.
- The Community Outreach Citizen Survey conducted with citizens across the City provided a quality means of feedback on the priorities and services to be considered in future City planning. Items that garnered the most attention were the need for parks, a pedestrian-walkable-friendly community, enhanced public transportation, and concerns about traffic congestion.
- Youth oriented programs in sports, education, and library services are critical to the young growing City. The robust sports program is in need of expanded facilities to address the demand. The library services and programs are extensive and expanding to address the demands of the increased number of local users.

This Page Intentionally Left Blank

RECOMMENDATIONS

- Maintain open dialog with state, federal, and international agencies to insure smooth operations and expansion of trade via the Pharr International Bridge. The bridge is a critical strategic advantage to the community and region and bodes well for value-added commercial growth and revenue for the City of Pharr.
- Develop, craft and adopt an annexation plan and strategy to incorporate the pending Extra-Territorial Jurisdiction (ETJ) location and a diversified land use plan to maximize both the development of commercial services near the Pharr Bridge as well as mixed residential.
- Develop a robust 'branding' campaign to highlight the strategic location of Pharr both as a destination location for tourists and retail/hotel expansion as well as a leading international port-of-entry.
- Investment in major infrastructure to address current and future needs is paramount. Implementation of an aggressive Capital Improvement Plan (CIP) given the projected near and long term population growth will be imperative.
- Reignite interest in the enhanced revitalization of the downtown commercial and retail district with use. Continued programs such as the façade improvement program and the Pharr Downtown Living Initiative are items to consider.
- Maintain an active dialog with adjacent communities to insure and capitalize on the coordination to enhance infrastructure and transportation needs, medical and health care services, educational opportunities, international trade, and business attraction to the Rio Grande Valley Region.
- Ensure development related codes and ordinances are current and the local development review process is well defined and streamlined to facilitate the continued growth of the City's new investment and a wide-range of housing options.
- Ongoing engagement with community wide groups, retailers, education leaders, citizens, and clients is needed to assure the perspective of the community is addressed with the future location, for example, of new City parks, library facilities, and public transit options.
- Remain steadfast in developing and applying for a designated Foreign Trade Zone (FTZ) designation for the commercial area adjacent to the Pharr International Bridge.
- Work with local school districts and area community and technical colleges to expand technical, vocational, and specialized training.

This Page Intentionally Left Blank

INTRODUCTION

PLANNING CONTEXT, LEGAL BASIS, PLANNING AREA

The Comprehensive Plan is a statement of Pharr’s vision for its future and a guide to achieving its goals over the next decade. The plan includes responsive strategies for addressing issues identified through the public planning process that are both fiscally responsible and politically feasible. This plan aims to enhance the characteristics that shape Pharr – which, in turn, influences land use compatibility, economics, mobility, and quality of life. Pharr’s Comprehensive Plan provides the legal basis for City regulations and policies that guide the physical and economic growth of the City over time.

Location

The City of Pharr is located in the southern portion of Hidalgo County in South Texas. Approximately 23.72 square miles, Pharr is located between the cities of McAllen and San Juan, and is connected via bridge to the Mexican City of Reynosa, Tamaulipas. Pharr is part of the McAllen-Edinburg-Mission metropolitan statistical area – a rapidly growing part of both Texas and the United States. Pharr is served by U.S. 281 from north to south and U.S 83 from east to west, intersecting in the middle of the City.

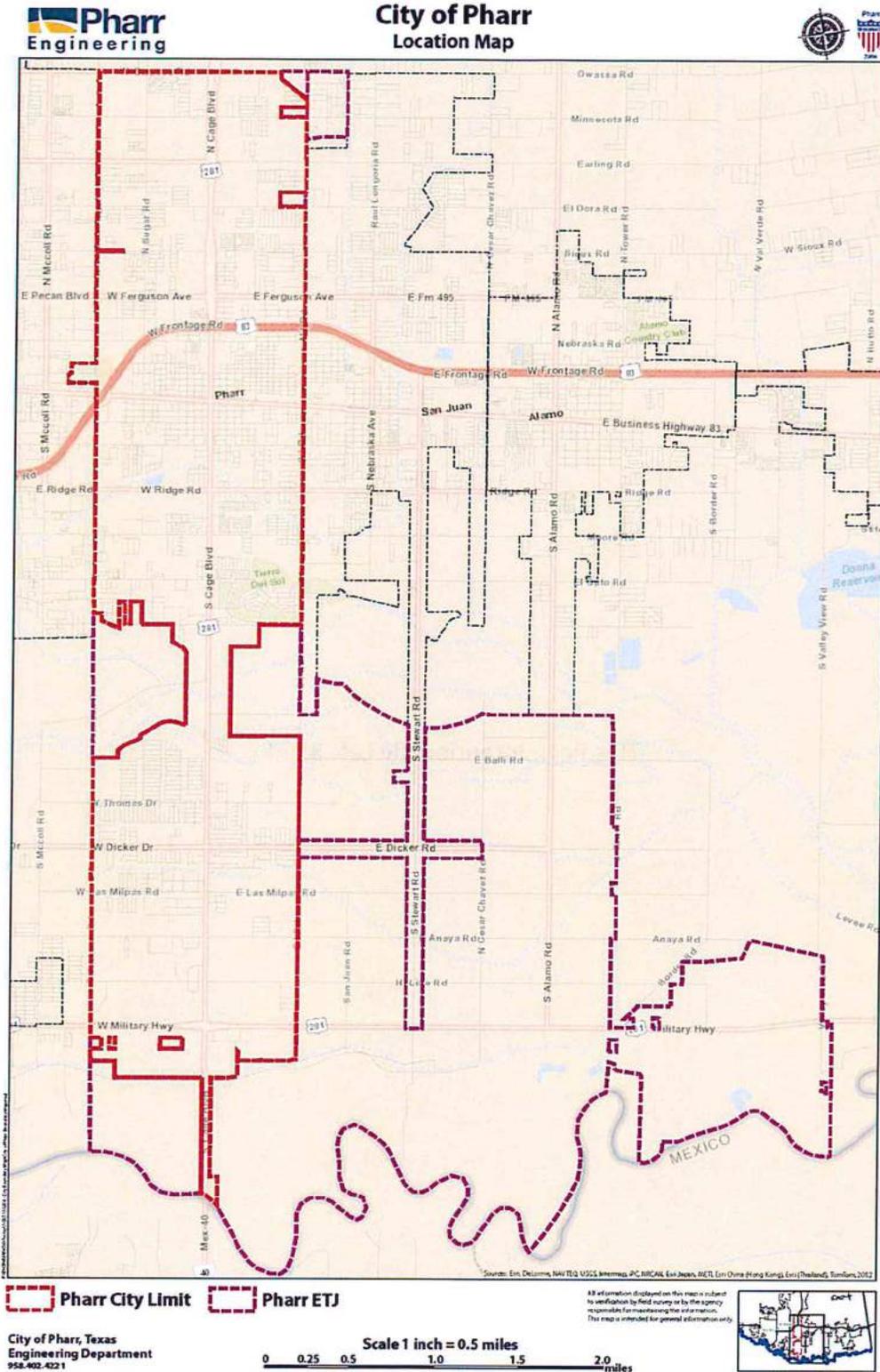
Planning Area

For the purposes of this plan, the planning area is described as the City limits of Pharr and its Extra-Territorial Jurisdiction (ETJ), encompassing a total of 33,007 acres or 51.5 square miles. Of this, approximately 15,179 acres or 23.7 square miles encompasses the current City limits. Figure 1 depicts Pharr’s current City boundary map with the ETJ area outlined in yellow. The ETJ is about 17,828 acres or 27.86 square miles.

Pharr is in the southern central part of Hidalgo County which is designated in Figure 2, Hidalgo County Boundary Map.

This Page Intentionally Left Blank

Figure 1: City of Pharr Boundary Map



Source: City of Pharr Development Services

This Page Intentionally Left Blank

Why Plan

The Texas Local Government Code grants municipalities the ability to adopt a comprehensive plan for the long-range development of a city. While cities may decide the content of their plan, comprehensive plans generally include guiding principles related to land use, transportation, utilities, and growth. This Comprehensive Plan assesses the growth and development of Pharr and provides legal basis to guide the creation and update of development regulations, including zoning ordinances and subdivision regulations.

Once adopted and established as the Comprehensive Plan guiding Pharr's physical and economic development, zoning changes should be considered and acted on in compliance with the adopted strategies of the Comprehensive Plan. This plan should be used to make decisions about private development applications, public utility extension and public infrastructure project's priorities.

Scope of the Comprehensive Plan

The scope of work includes the update of Pharr's Comprehensive Plan (2000), including the following existing sections: Image, Land Use, Economic Development, and Transportation. The plan elements have been renamed, combined, expanded upon and reordered with this update to reflect the most current data available.

A comprehensive plan does not constitute zoning regulations or establish zoning district boundaries, and is not a development regulation. It does, however, establish the vision for the City of Pharr that will be used to guide decisions made at all levels, from the Mayor and City Commission, to the City Manager and other City staff. The decisions made at all levels should support the vision established for the City of Pharr, making the process and outcomes more consistent and predictable for both the residents and the development community. The plan is intended to be flexible, as to respond to future uncertainty and opportunity, while specific enough to provide direction for consistent decision making at all levels.

The purpose of the Plan is to establish clear goals and policies that accommodate anticipated growth and guide future development. The Plan facilitates economic development, protects existing neighborhoods, enhances mobility, creates opportunity, and focuses on community.

PLAN CREATION PROCESS

In order to facilitate a thorough and comprehensive update to the City of Pharr's Comprehensive Plan, TEEX reviewed numerous City documents, the 2000 Comprehensive Plan, as well as conducted interviews with local, county, and state leaders.

TEEX's process to create the Plan update comprised the following:

1. TEEX collected data and input via public meetings, community outreach at City events, surveys, steering committee recommendations, and feedback from other relevant organizations.
2. TEEX reviewed this information and validated with other primary and secondary resources in order to prepare and rank for the document.
3. TEEX was then able to craft and document the plan update with the vision statement, strategies to achieve goals, and action needed to accomplish the objectives.
4. TEEX then provided a leadership review with designated City officials to preview the findings and recommendations.
5. The final step in the process is the City's adoption of the updated comprehensive plan, which TEEX will return to Pharr to present.

CITY VISION

Vision: Provide a sustainable mix of land uses that will maintain the quality of life elements that will enhance the livability of the City of Pharr and promote economic development and redevelopment at appropriate locations.

- I. Promote the City of Pharr as a community in which to live, work, and play;
- II. Protect existing residential uses from the impacts of new suburban developments;
- III. Manage growth to achieve an efficient and orderly community;
- IV. Provide a diversity of quality housing types for all ages and income levels;
- V. Promote commercial, retail, and employment land uses that are compatible with adjacent land uses and meet economic goals;
- VI. Direct development into identified growth areas;
- VII. Reduce automobile dependency in growth areas by efficient organization of land uses and other methods; and
- VIII. Promote cost efficient and logical expansion of infrastructure.

During the information gathering phase of the master planning process, City leaders were interviewed to ascertain their vision on future growth and development of Pharr. Insights were captured during one-on-one interviews and small group meetings.

Ideas the City leaders have for the next 10 years are very much in sync with Pharr's stated vision. In summary, City leaders believe:

Relationships are key to stronger communities. This includes building rapport and becoming more engaged with citizens by bringing services/activities to the citizens where they are; linking with partners from Mexico; connecting with all the school districts in Pharr; demonstrating a cooperative spirit with county cohorts and supporting the creation of a regional Metropolitan Planning Organization. Regionalism is also important in strengthening the image and perception of the Valley. City leaders want to strengthen relations with federal and state agencies who oversee International Bridge operations and assets so that further development of the bridge on both sides of the border is expedited as much as possible.

Attraction of new, and expansion of existing businesses are key to the prosperity of Pharr. By strengthening the role of the City of Pharr's Economic Development Corporation through its leadership and involvement with developers, and providing smart incentives for appropriate business attraction/expansion deals, Pharr can evolve into the place where businesses want to be. City leaders becoming involved in the beginning, when deals are being crafted (international, medical, bridge), will be in a position to have an impact on industry decisions. Reviving the Chamber of Commerce will give businesses a go-to place for networking and connecting to like-businesses. Consideration of additional big box retail stores while mindful and supportive of entrepreneurs/small business creates diversity in

the tax base. Along with increasing the tax base through business development, City leaders plan to continue the movement to have a Foreign Trade Zone in Pharr. Lastly, City leaders believe downtown revitalization will encourage more shopping and trading downtown along with business opportunities.

Accessibility to technology and information is critical to educating people out of poverty. This accessibility includes installing Wi-Fi in all schools in Pharr, having Wi-Fi accessible to all citizens in Pharr and building a research and library center in South Pharr.

Impacting Pharr's quality of life is a top priority. City leaders are focused on sponsoring festivals that are family oriented; increasing the number of parks and/or upgrading existing parks and green spaces throughout the City so that parks are easily accessible within neighborhoods; creating more of a family type community; having year-round youth programs; strengthening the community arts programs; and developing hiking, biking and walking trails. City leaders also want more fields built in order to sponsor and host outdoor sporting events. Improving roads throughout the City is also very important to the City leaders. Lastly, more affordable residential housing is a top concern.

The City should run as efficiently as possible to save tax payers money and time. Key to proficiency is consolidation of the City's grants department, reducing property taxes and water rates, beginning a water conservation program and developing leadership within the City departments (team building, establishment of an executive leadership program, leading by example). Regionalism throughout the Rio Grande Valley can maximize resources as well as present a larger force when applying for Federal and State dollars. Pharr will be known as the "Friendliest City in the Valley".

Ease of getting around in Pharr is vital to growth and development. A pledge by City leaders is the repair of all roads by 2019. Of equal importance is the building of the Congestion Relief Freight Corridor from the International Bridge to I-2, connecting the International Bridge to I69E (US77) and I69W (US281) and support of the loop tollway. Instituting a Valley-wide transportation system will aid residents and visitors and provide relief to congested areas. In order to grow both residentially and commercially, City leaders realize the importance of getting from point A to point B as quickly as possible.

Exemplary education should be accessible to all children and adults in the City. Partnering with local schools to establish noteworthy programs to engage children in learning and introduction to work skills is important to the City leaders. Increasing the number of higher education opportunities is also essential. For example promoting the recent merger to create the University of Texas – Rio Grande Valley; construction of and building of the Texas A&M Campus – South Texas; creation of a Public Safety Academy training center; creation of a diesel mechanic school in South Pharr and the extension of the medical school in order to have a hospital in Pharr, can lead to higher wages and more opportunities to live and work in Pharr.

Public safety is important as the City grows. With the increase in population and expansion of the City limits, City leaders envision an increased number of fire stations and police departments. They are also supportive of a Valley-wide Command Incident Center.

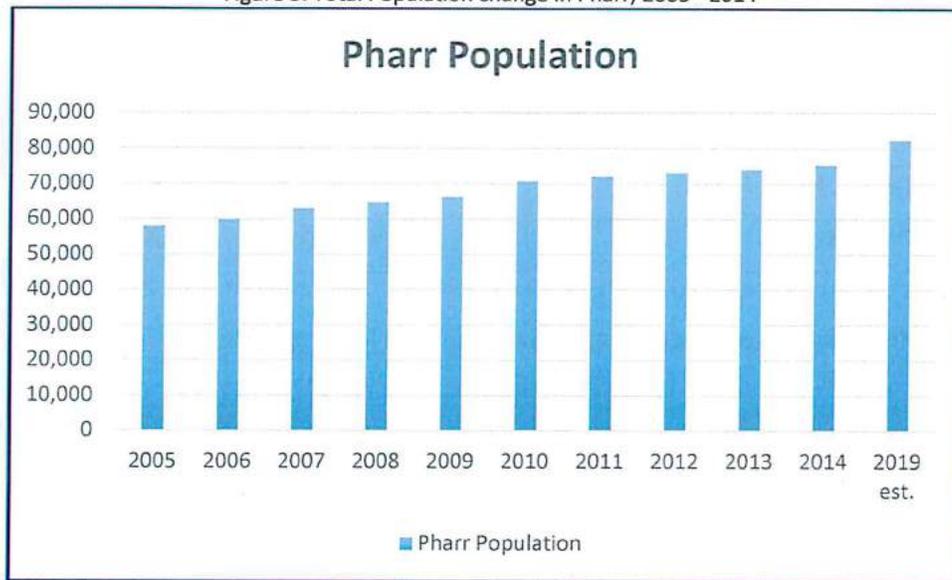
Targeted development to promote commercial, retail and land uses for economic development. City leaders realize the importance of developing available land for maximum City growth. Examples given include the land in the Extraterritorial Jurisdiction (ETJ) – master planned community, manufacturers/maquiladoras; development of South Pharr – roads, residential, parks, retail, and produce area; downtown; and El Centro Mall & Jackson Road redevelopment.

IMAGE AND IDENTITY

Population

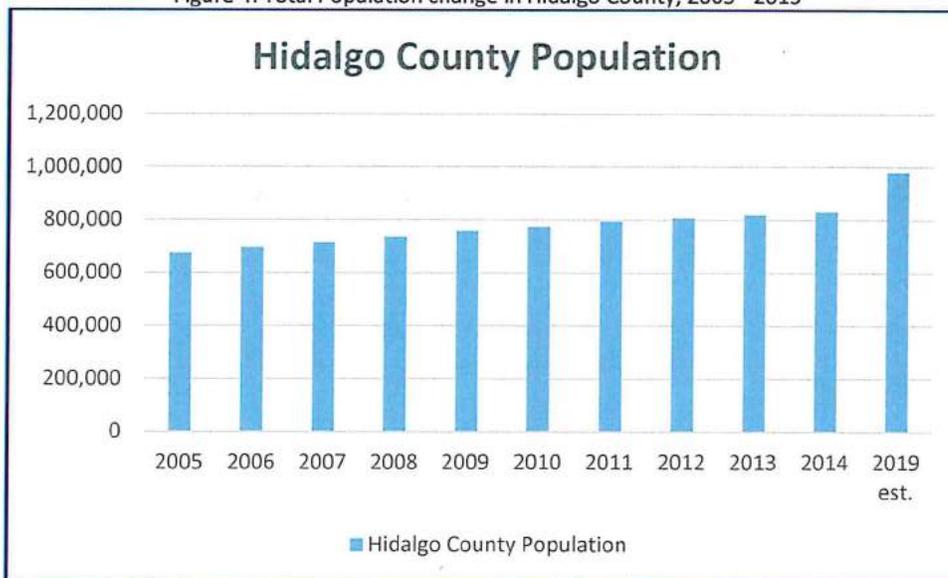
According to 2014 US Census Bureau data, Pharr's population grew from 57,926 in 2005 to 75,382 in 2014, an increase of 30.1%. The 2015 estimates place the current population of Pharr at 76,329, with an expected increase of 9.4% to 82,512 in 2019. During the same period, Hidalgo County had a 23.1% increase from 674,982 to 831,073.

Figure 3: Total Population change in Pharr, 2005 - 2014



Source: US Census Bureau, Pharr, 2015

Figure 4: Total Population change in Hidalgo County, 2005 - 2015



Source: US Census Bureau, Hidalgo County, 2015

Race and Ethnicity

The table below represents Pharr's estimated racial and ethnic distribution as of 2015. This breakdown is shown in comparison to that of Texas, which acts as a baseline measurement.

Table 1: Pharr Race and Ethnicity Demographics

2015 Data	Pharr	Texas
White	84.5%	70.4%
Black	0.9%	11.9%
Asian	0.7%	3.8%
Native American	0.5%	0.7%
Hawaiian/Pacific Islander	0.0%	0.1%
Two or More Races	1.7%	2.7%
Other Race	11.8%	10.5%

Source: Sites on Texas Report, Detailed Demographics for Texas and Pharr, 2015

The following table shows the demographic breakdown when looking at Hispanic population.

Table 2: Pharr Hispanic Demographics

2015 Data	Pharr	Texas
Hispanic	93.4%	38.5%
Not Hispanic	6.6%	61.5%

Source: Sites on Texas Report, Detailed Demographics for Texas and Pharr, 2015

Age Distribution

The distribution of ages in an area provides valuable insight into the region's economic composition and income potential. By national standards, Texas has a relatively young population. Pharr has more young people under the age of 19, indicating future income potential. This distribution is shown in the following table and chart.

Table 3: Age Distribution in Pharr

Age Group	Pharr	Texas
0-4	10.1%	7.7%
5-19	27.2%	22.1%
20-64	51.4%	59%
65 and older	11.1%	11.5%

Source: Sites on Texas Report, Detailed Demographics for Texas and Pharr, 2015

According to the 2010 Census Demographic Profile, the median age nationally is 36.8; the median age for Texas is 33.6 and the median age in Pharr is 28.

Based on different income measurements, Pharr is significantly below all Texas' averages. However, these lower income levels are offset by a lower cost of living as compared to both the surrounding area and the State of Texas.

According to WalletHub's latest 2015 study, Pharr is the 13th fastest growing economy in all of the United States. This study was done by comparing various metrics, such as population growth, job growth, median household income growth, poverty rate decrease, and unemployment rate decrease.

Table 4: Median Household Income

2015 Data	Pharr	Texas
Median Household Income	\$33,294	\$53,818
Average Household Income	\$44,166	\$73,670
Average Family Income	\$48,115	\$83,443
Per Capita Income	\$12,789	\$26,195

Source: Sites on Texas Report, Detailed Demographics for the State of Texas and City of Pharr, 2015

Cost of Living

The cost of living in Pharr is lower than the State average and lower than the surrounding communities. The cost of living index is based on the cost of food, housing, utilities, transportation, health, and other miscellaneous factors (clothing, restaurants, etc.).

Table 5: Cost of Living

Cost of Living Based on US Average of 100 Points	
Edinburg	78
McAllen	83
Mission	80
Pharr	75
San Juan	75.7
Texas	89

Source: Sperling's Best Place, 2015

Employment by Industry

As can be seen below, both the number of business establishments and the average employed numbers have increased in the past year, seeing an increase of 0.73% and 2.74% respectively. This too points to strong growth within Hidalgo County.

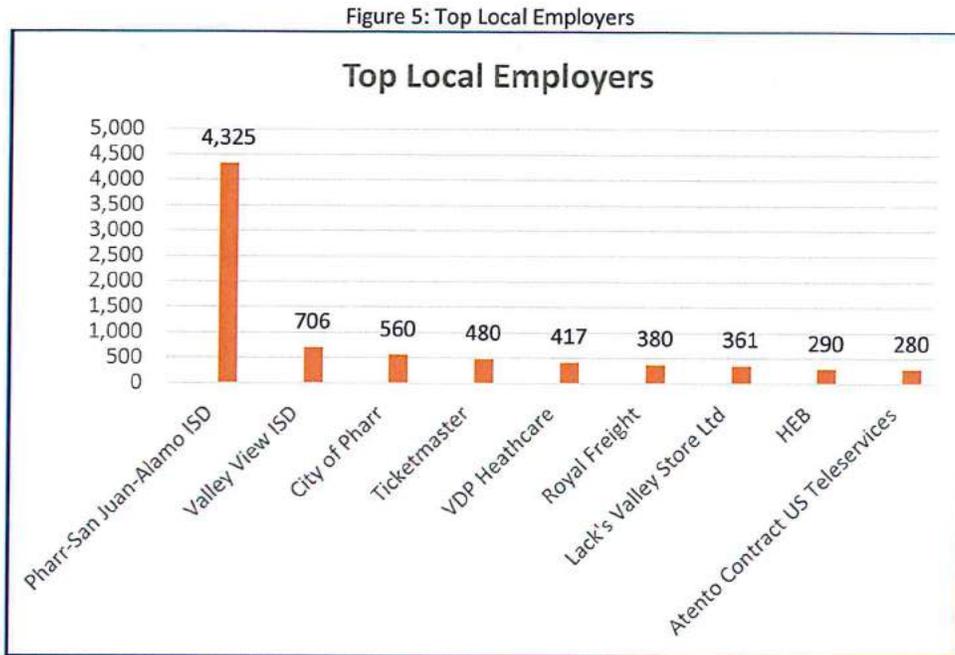
Table 6: Employees & Establishments of Hidalgo County

Hidalgo County – Employees & Establishments						
	Average Individuals Employed			Establishments		
	2014 1 st Qtr.	2015 1 st Qtr.	% Change	2014 1 st Qtr.	2015 1 st Qtr.	% Change
Total, All Industries	237,408	243,922	2.74%	11,836	11,924	0.73%
Construction	7,790	7,632	-2.03%	690	678	-1.74%
Education and Health Services	99,817	102,362	2.55%	2,211	2,200	-0.50%
Financial Activities	9,099	8,961	-1.52%	1,180	1,240	5.08%
Information	2,400	2,420	0.83%	131	120	-8.40%
Leisure and Hospitality	22,195	23,300	4.98%	1,087	1,110	2.12%
Manufacturing	6,342	6,681	5.35%	279	273	-2.15%
Natural Resources and Mining	6,448	6,474	0.40%	393	396	0.76%
Other Services	3,979	3,925	-1.36%	700	687	-1.86%
Professional and Business Services	15,490	15,898	2.63%	1,358	1,404	3.39%
Public Administration	11,588	12,110	4.50%	164	162	-1.22%
Trade, Transportation and Utilities	52,240	54,069	3.50%	3,617	3,608	-0.25%
Unclassified	20	90	350.00%	27	46	70.37%

Source: Texas Workforce Commission 2015, Tracer2

Top Local Employers

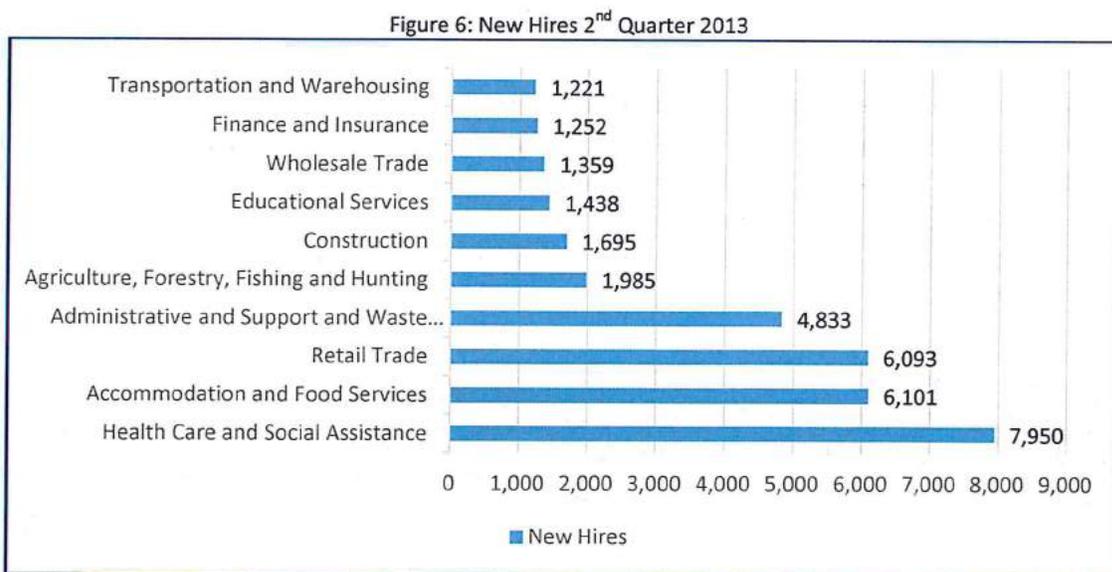
As is typical in Texas, the top employers in Pharr are the school districts and the local government as can be seen in the chart below.



Source: 2014 Pharr Comprehensive Annual Financial Report

Employment Growth

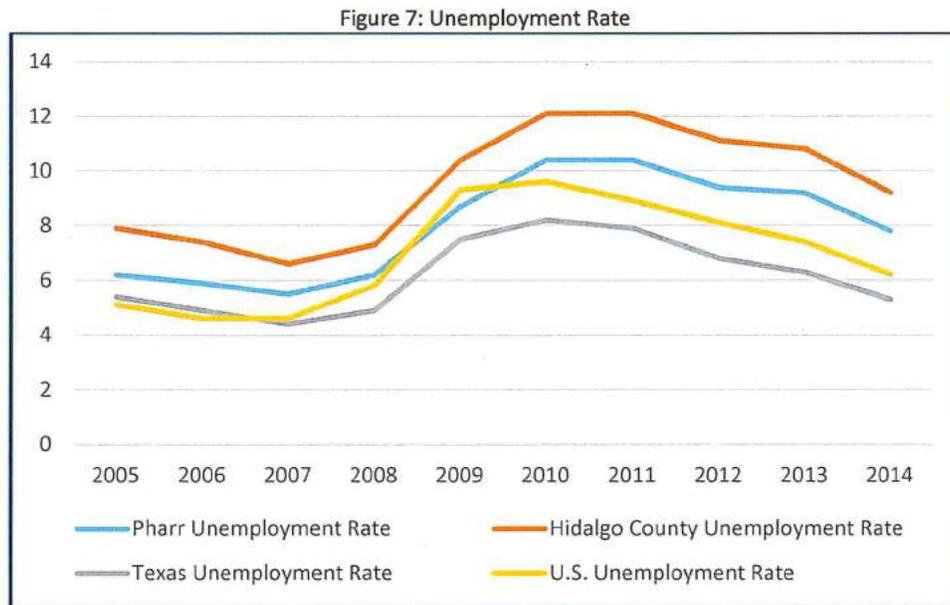
One resource to identify opportunities for growth is looking at the new hires in a region. New workers are defined as workers who were not working at the same business in the previous quarter. While the numbers do not indicate the quality of job or amount of pay, they do show which industries are hiring. Health Care and Social Assistance, Accommodation and Food Services, and Retail Trade indicate the most new hires in Hidalgo County; however, Food Services and Retail Trade are historically high turnover industries.



Source: Texas Workforce Commission, Socrates 2014, Hidalgo County Narrative Profile

Unemployment Rate

The unemployment rate is one of the most popular indicators for the economy's performance in a region. The unemployment in Hidalgo County has been above the National and State Averages for the past decade. Pharr's unemployment rate was lower than the National average in 2009 and higher the remaining years. The annual unemployment rates for Pharr, Hidalgo County, Texas and the Nation since 2005 can be seen in the table below.



Source: Texas Workforce Commission 2014

Workforce Board Area

Pharr, as a part of Hidalgo County, is included in the Workforce Solutions Lower Rio Grande Valley Board Area. The other two counties in this board area are Starr and Willacy. There are six workforce offices in the board area with the office in McAllen being the closest for Pharr residents. Services are targeted to job seekers and businesses in the community. Services offered are job search assistance, referrals and payment for child care, job fairs, job and skills training and assistance matching job seekers to employer openings.

Through various data sources, the local workforce board approves targeted and demand occupations they believe will have the most job openings in the workforce board area. Following is a table which depicts the Targeted Occupations as of March 2014 for the years 2011-2018. As can be seen in the table, school teachers and assistants, registered nurses, and customer service representatives are projected to have the most openings with registered nurses paying the highest entry wage.

Table 7: Targeted Occupations as of March 2014

2014 Approved Target Occupation List *Rev. Effective 3/1/14	Job Openings 2011-2018	Avg. Hourly Wage	Entry Hourly Wage
Medical and Health Services Managers	296	\$39.87	\$22.91
General and Operations Managers	590	\$41.82	\$15.76

2014 Approved Target Occupation List *Rev. Effective 3/1/14	Job Openings 2011-2018	Avg. Hourly Wage	Entry Hourly Wage
Training and Development Specialists	101	\$22.91	\$15.16
Accountants and Auditors	848	\$21.74	\$15.25
**Computer User/Network Support Specialists	242	\$18.91	\$11.75
Elementary, Middle, and Secondary School Teachers, Except Special Education and Career/Technical Education	3,076	\$25.85	\$19.50
Teacher Assistants	1,704	\$10.48	\$7.91
Registered Nurses	2,554	\$33.70	\$21.88
Respiratory Therapists	128	\$27.31	\$18.84
Radiologic Technologists and Technicians	136	\$27.84	\$18.67
Emergency Medical Technicians and Paramedics	318	\$13.31	\$9.73
Pharmacy Technicians	306	\$13.51	\$8.77
Licensed Practical and Licensed Vocational Nurses	1,319	\$21.36	\$15.29
Medical Records and Health Information Technicians	210	\$11.87	\$7.87
Physical Therapist Assistants	156	\$38.40	\$21.40
Correctional Officers and Jailers	370	\$17.87	\$12.80
Police and Sheriff's Patrol Officers	673	\$20.36	\$14.41
Billing and Posting Clerks	394	\$12.34	\$8.56
Bookkeeping, Accounting, Auditing Clerks	728	\$12.75	\$8.61
Customer Service Representatives	1,694	\$10.59	\$7.86
Shipping, Receiving, and Traffic Clerks	251	\$10.69	\$8.12
Executive Secretaries and Executive Administrative Assistants	373	\$19.30	\$13.16
Medical Secretaries	849	\$10.73	\$7.81
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	915	\$12.24	\$8.22
Carpenters	766	\$10.23	\$8.45
Operating Engineers & Construction Equipment Operators	213	\$12.84	\$9.37
Electricians	270	\$12.85	\$9.51
Plumbers, Pipefitters, and Steamfitters	263	\$14.38	\$10.62
Automotive Service Technicians and Mechanics	536	\$10.15	\$6.94
Bus and Truck Mechanics and Diesel Engine Specialists	110	\$13.16	\$8.92
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	240	\$12.95	\$9.15

2014 Approved Target Occupation List *Rev. Effective 3/1/14	Job Openings 2011-2018	Avg. Hourly Wage	Entry Hourly Wage
Industrial Machinery Mechanics	108	\$16.73	\$10.77
Maintenance and Repair Workers, General	582	\$11.87	\$8.32
Computer-Controlled Machine Tool Operators	196	\$12.00	\$7.55
Welders, Cutters, Solderers, and Brazers	420	\$12.89	\$9.49
Heavy & Tractor-Trailer Truck Drivers	1,573	\$13.92	\$9.55

Source: Workforce Solutions Lower Rio Grande Valley website, 2014

Primary Education

Pharr-San Juan-Alamo (PSJA) Independent School District (ISD), Valley View ISD, and Hidalgo ISD all provide primary and secondary education to the Pharr Area. There is also a private school system, The Pharr Oratory of St. Philip Neri, which provides education from primary through high school. There are two charter schools, Vanguard Academy which provides primary and secondary education, and Premier High School of Pharr, which provides only secondary education. PSJA ISD serves a majority of the City of Pharr, though Valley View and Hidalgo ISDs have schools that serve the community of Pharr.

Table 8: 2012-2013 Academic Excellence Indicators

Schools	PSJA ISD	Valley View ISD	Hidalgo ISD	Region 01	State
Attendance	32,051	4,760	3,306	*	5,058,939
Completion/Student Status:					
Annual Graduate Count	1,889	280	231	*	292,636
Longitudinal Graduation Rate	89.6%	92.8%	92.0%	86.1%	87.7%
TAKS Exit-Level Cumulative Pass Rate (2012)	84.0%	89.0%	89.0%	90.0%	93.0%
TAKS Exit-Level Cumulative Pass Rate (2013)	89.0%	98.0%	88.0%	91.0%	94.0%
Mean SAT Score (Class of 2012)	1301	1430	1262	1326	1422
Mean ACT Score (Class of 2012)	16.9	17.2	16.8	17.7	20.5
Economically Disadvantaged	89.0%	93.2%	88.6%	*	60.4%
English Language Learners	41.1%	55.5%	49.5%	*	17.1%
Average Years of Experience of Teachers	10.7	8.0	11.8	*	11.5
Average Actual Salaries (Teachers)	\$48,718	\$44,030	\$46,781	*	\$48,821

Source: Texas Education Agency 2013-2014, *Data unavailable

Pharr-San Juan-Alamo ISD

Pharr-San Juan-Alamo ISD's (PSJA) boundaries cover a majority of the City of Pharr. PSJA's most recent snapshot put the total number of students at 32,051 across 42 campuses, which includes 25 elementary schools, 8 middle schools, 5 high schools, 3 special purpose campuses and one early start program. Increased enrollment, improved graduation rates, and higher TAKS exit-level pass rate can be seen in the following table.

Table 9: PSJA ISD Enrollment

Year	Enrollment	Longitudinal Graduation Rate	TAKS Exit-Level Cumulative Pass Rate
2012-2013	32,025	*	89%
2011-2012	31,620	89.6%	84%
2010-2011	31,424	89.9%	84%
2009-2010	31,223	86.7%	82%
2008-2009	30,537	77.6%	74%

Source: Texas Education Agency 2013-2014, *Data unavailable

Valley View ISD (VVISD)

Valley View ISD is located in the Hidalgo/Pharr Texas area and serves a growing community of approximately 10 square miles. The district currently serves only a fraction of the students PSJA serves, but includes four elementary schools, one fifth grade campus, one early college school, one junior high and one high school. Increased enrollment, improved graduation rates, and higher TAKS exit-level pass rate can be seen in the following table.

Table 10: Valley View ISD Enrollment

Year	Enrollment	Longitudinal Graduation Rate	TAKS Exit-Level Cumulative Pass Rate
2012-2013	4,760	*	98%
2011-2012	4,760	92%	89%
2010-2011	4,701	92.2%	90%
2009-2010	4,626	88.9%	87%
2008-2009	4,484	77.9%	71%

Source: Texas Education Agency 2013-2014, *Data unavailable

Hidalgo ISD

Hidalgo ISD is located in Hidalgo, Texas and serves most of Hidalgo and the City of Granjeno as well as small portions of McAllen, Pharr, and San Juan. The district currently serves over 3,400 students through four elementary schools, one middle school, one alternative high school and one high school. Steady enrollment, graduation rates, and the TAKS exit-level pass rate can be seen in the following table.

Table 11: Hidalgo ISD Enrollment

Year	Enrollment	Longitudinal Graduation Rate	TAKS Exit-Level Cumulative Pass Rate
2012-2013	3,306	*	88%
2011-2012	3,289	92%	89%
2010-2011	3,435	90%	87%
2009-2010	3,495	92.9%	91%
2008-2009	3,519	87.2%	80%

Source: Texas Education Agency 2013-2014, *Data unavailable

Secondary Education

Early College High Schools

South Texas College supports eight Early College High Schools (ECHS) in the school districts covering Pharr. Each ECHS is an independent public high school designed to provide a smooth transition from high school to college allowing students to earn a high school diploma and two years of college credit including an Associate's Degree. The ECHS initiative has been very successful since its inauguration in 2002 with increases in enrollment, high school graduations and attainment of Associate's Degrees. As of November 2014, the following high schools were partnering with South Texas College:

- Hidalgo ECHS
- PSJA – High
- PSJA – Memorial
- PSJA – North
- PSJA – Sotomayor
- PSJA – Southwest
- PSJA – Thomas Jefferson-T-STEM
- Valley View

Educational Attainment

Data sources indicate the overall population in Pharr and Hidalgo County are lagging behind in educational attainment. There are more individuals than the State average over the age of 25 who stopped their education at or before grade 12. Additionally, fewer individuals in Pharr and Hidalgo County have their high school diploma, or college degrees - associates, bachelors or graduate - than in the State.

Table 12: Educational Attainment

Educational Attainment Age 25+ (2014)			
	Pharr	Hidalgo County	Texas
< Grade 9	31.5%	25.4%	9.6%
Grades 9-12	21.8%	13.6%	9.5%
High School	20.0%	24.3%	25.4%
Some College	12.4%	17.0%	22.8%
Associate Degree	2.4%	4.2%	6.4%
Bachelor's Degree	7.0%	11.1%	17.6%
Graduate Degree	4.9%	4.3%	8.7%

Source: Sites on Texas 2.0, Detailed Demographic Report on Texas, Hidalgo County and Pharr, 2014

Post-Secondary Education

University of Texas- Rio Grande Valley

The University of Texas-Rio Grande Valley (UT-RGV) was founded in 1927 in Edinburg, Texas. UT-RGV is a component institution of the University of Texas System as well as a Hispanic serving institution. UT-RGV currently offers a variety of 56 bachelors', 53 masters', three doctoral and two cooperative doctoral programs within the seven colleges shown in the following table. As of fall 2013, there were 17,602 undergraduates and 2,451 graduate students enrolled.

Table 13: Areas of Study at UT-RGV

Colleges:
Arts and Humanities
Business Administration
Education
Engineering and Computer Science
Health Sciences and Human Services
Science and Mathematics
Social and Behavioral Sciences

Source: The University of Texas-Rio Grande Valley

South Texas College

South Texas College (STC) is a community college located in McAllen, Texas accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. STC currently has an enrollment of over 31,000 across six campuses located in the cities of McAllen, Weslaco, and Rio Grande City. STC offers more than 100 degree and certificate programs across the areas of bachelors, associates and certificate programs.

Table 14: Areas of Study at STC

STC Areas of Study:
BACHELORS:
Applied Technology
Applied Science
ASSOCIATES
Business & Technology
Liberal Arts
Social & Behavioral Sciences
Nursing & Allied Health
Math & Science
Certificates:
Business & Technology
Liberal Arts
Nursing & Allied Health

Source: South Texas College

The Regional Center for Public Safety Excellence

In July of 2015, South Texas College submitted a proposal to the City of Pharr to develop, construct, operate and oversee the Regional Center for Public Safety Excellence on 50 – 60 acres in Pharr. After acquisition of the land from the City, construction of a 16,000 square foot training facility would begin in 2017. Initial development to Center completion would be done in three phases with Phase I being completed in 2022. Phase II involves an additional 16,000 square foot of space (years 2022 – 2027) and Phase III (years 2027 – 2037) calls for a 20,000 square foot expansion. The proposal indicates a total cost to construct the Center is projected to be \$14.5 million.

The purpose of the Regional Center for Public Safety Excellence is to provide facilities to support public safety and law enforcement training in Deep South Texas. Dual enrollment criminal justice and public safety academies in conjunction with Pharr San Juan Alamo Independent School District will be offered along with classes for credit (Pell Grant) and non-credit students (peace officers obtaining continuing education hours).

The Center will offer Associates Degrees initially and is one of only three community colleges in Texas authorized to offer the Bachelor of Applied Science Degree. Projections indicate that by Phase III

Summer 2037, over 19,300 full time equivalent students will have enrolled and attended the Regional Center for Public Safety Excellence. The Center is anticipated to have a huge economic impact in South Texas adding over \$9 million in annual economic activity, enhancing the tax base and creating more than 100 additional local permanent jobs at above average wages.

Texas A&M Campus – South Texas

In September 2015, the Texas A&M University System, in conjunction with elected leadership and education officials, announced the inauguration of a 100 acre campus in Hidalgo County, the Texas A&M South Texas Campus. The Campus will offer university level courses, and also plans to build facilities and undergraduate degrees in the following areas: engineering, engineering technology, biomedical sciences, and agriculture and life sciences. The campus facilities are expected to be open by 2017 with 100 students, then expand to 750 students over a five year period.

Image Control and Public Relations Techniques

Pharr has never had a formal image control or oversight policy. However, some of the City officials have begun attending training sessions on digital marketing, ethics and the public relations. Recently developed is the creation of the Marketing and Advertising Committee which will include an image control aspect. It will also direct priorities in marketing and content for the City. A future goal will be for the creation of formal policies to deal with any image control related activities.

Recycling

The Recycling Center is an integral part of the Pharr community. There are two permanent drop-off locations and a mobile recycling trailer. Not only does it collect over a million tons of recyclables (i.e. paper, newspaper, plastics, aluminum, tin, tires, electronic waste, batteries, glass, used oil and cardboard), but it also hosts environmental education programs, seminars, and workshops and speaker forums. The Recycling Center has also initiated a community-wide cleanup program, Operation Clean Sweep. For this the Recycling Center has received recognition from the Keep Texas Beautiful and the Texas Commission on Environmental Quality (TCEQ) for its excellence in environmental education programs. The Center is currently looking to expand its programs, initiatives and centers to further improve the area, with an initiative to add a third center in 2016.

Public Health and Medical Facilities

The number of acute and psychiatric care hospitals in the Hidalgo County Profile as of February 2013 was 17, with an average total beds capacity of approximately 143.5 compared to a statewide ratio of 122.2 beds per hospital according to statistical reports from the Texas Department of State Health Services. The Texas State Board of Pharmacy data for March 2013 shows there are 183 licensed pharmacies in Hidalgo County.

According to the Texas Department of State Health Services September 2011 report, there were 1,306 direct patient care and primary care physicians who practiced in Hidalgo County. The ratio of total persons to each physician in the area was 626.0 residents per each physician. This compares to a statewide ratio of 426.3 persons for each physician in Texas.

Hidalgo County had a total of 4,194 registered nurses (RN) working in the county, representing a ratio of 194.9 persons for each RN in the area. The statewide ratio was 140.3 persons for each RN in the State.

There were 177 dentists in the study area, with a ratio of 4,618.8 persons for each dentist in Hidalgo County. The ratio of dentists per 100,000 residents was 21.7. By comparison, there was a statewide ratio of 45.4 dentists per 100,000 residents.

There were 409 pharmacists in this area, which is a ratio of 1,998.9 persons for each pharmacist. Texas has 21,306 pharmacists statewide, or a ratio of 1,214.9 persons for each pharmacist in the area.

For Hidalgo County there were 228 occupational therapists; a ratio of 3,585.7 persons for each occupational therapist. The statewide ratio was 3,806.5 persons for each occupational therapist, with a total of 6,800 occupational therapists statewide.

In conclusion, in Hidalgo County, the average bed capacity of the hospitals, the number of physicians per resident and the number of pharmacists per resident were higher than the State averages. However, the averages were lower than the State averages for the number of dentists per resident and the number of occupational therapists per resident.

Healthy South Texas Initiative

In September 2015, the Healthy South Texas Initiative pilot project was launched with an announcement by Texas A&M University System Chancellor John Sharp and State Senator Juan Hinojosa, representing District 20. The initiative was first announced in 2014 as a means to reduce preventable diseases and their consequences by 25% in South Texas by the year 2025. This grassroots education and prevention based initiative will bring experts together from medicine, nursing, pharmacy, biomedical science, public health, architecture and agriculture extension.

The Healthy South Texas Initiative will be conducted in a 26-county region, from Cameron to Victoria which includes Hidalgo County. This initiative is modeled after the method used by the Texas A&M AgriLife Extension agents who advise farmers and ranchers on growing better crops and raising healthier animals; the Texas A&M Health Science staff will be advising parents on how to better nurture their children to prevent diabetes, asthma and infectious diseases. Other partners will be the A&M Schools of Dental, Medical, Pharmacy and Nursing along with expertise from the Medical Center in Houston.

This initiative has the potential to save families, taxpayers and medical personnel \$2.5 billion over a 10 year period according to Chancellor Sharp. The ultimate benefit, however will be healthier children.

Promise Zone

The City of Pharr is taking the lead to apply for and attain the region's first Promise Zone designation by the Federal government. Promise Zones are high poverty communities where the Federal government partners with local leaders to increase economic activity, improve educational opportunities, leverage private investment, reduce violent crime, enhance public health and address other priorities identified by the community.

Through collaboration and innovation, Pharr City leaders hope to improve the region's health and livability through this *Promesas del Valle* Initiative sponsored by the U.S. Housing Urban Development (HUD). Legislators, county and City elected officials, education and banking representatives, hospital officials, and workforce and training employees pledge to work together to improve the region's quality of life regardless of receiving the designation which is slated for the Spring of 2016.

A Promise Zone designation coupled with the Healthy South Texas Initiative strengthens the force behind the partnerships committed to impacting public health in the Valley.

GOALS, OBJECTIVES, ACTIONS – IMAGE AND IDENTITY

Goal – Image and Identity

The image of the City of Pharr shall be that of a thriving community that meets the needs of its citizens and businesses in positive ways and addresses problems in a cooperative manner.

Objective A: Promote positive community identity, pride, sense of well-being, and self-image for Pharr residents and businesses.

Action 1: Initiate a “Pharr Proud” program as a cooperative effort of the City, Pharr Economic Development Corporation, and Pharr San Juan Alamo Independent School District.

Action 2: Increase enforcement of municipal codes and regulations pertaining to property maintenance, upkeep and appearance (e.g., mowing high grass and weeds, removal of old tires, etc.).

Action 3: Investigate signage options to clearly and attractively designate City offices, Parks and buildings.

Objective B: Reinforce the City’s image and identity as a family friendly and safe community for residents and businesses.

Action 1: Accentuate Pharr as a “family friendly” community.

Action 2: Increase the number of festivals/events that offer activities for children and families to foster a stronger sense of community, bring residents together from different social and cultural groups and attract visitors from outside the community.

Action 3: Improve and build sidewalks to declare a pedestrian friendly community.

Action 4: Encourage growth of activities and opportunities for art, music, theater and literature.

Action 5: Maintain and enhance City-owned parks and create additional parks that contribute to quality of life in Pharr’s residential areas.

Objective C: Foster a positive interactive relationship with the public and encourage citizen involvement.

Action 1: Continue efforts to instill a stronger sense of civic pride by encouraging involvement in public decision-making and by soliciting citizen input.

Action 2: Encourage public/private participation and cooperation in beautification efforts. Explore assistance that may be available from private/volunteer/civic groups to contribute to maintaining public areas.

Action 3: Remain dedicated to ensuring transparency related to City operations including public finances and capital expenditures to deliver City services in the 21st century.

Objective D: Improve the health, education and livability of Pharr residents through partnerships with local school districts, higher education and health care facilities and government officials.

Action 1: Support the Interlocal Agreement to implement the Healthy South Texas and *Promesas del Valle* initiatives.

Action 2: Research and conduct a cost benefit analysis on the feasibility of building and operating a medical hospital in Pharr.

Action 3: Promote innovative and quality educational programs that the local school districts implement in order to provide a positive employment base for the citizenry on an on-going basis.

Action 4: Continue to foster a relationship and coordinate applicable City of Pharr activities with the local school districts.

LAND USE

PLANNING CONSIDERATIONS

The community is enhanced through the quality of its growth, development, and redevelopment over time. Planning for and accommodating the future growth of Pharr is essential to ensure that the needs of the community are met today and over the next 10 years.

This chapter provides guidance for the future physical development of the City of Pharr and its Extra-Territorial Jurisdiction (ETJ). The purpose is to provide policy direction for decisions related to the investment in public and private infrastructure and the compatibility and appropriateness of land uses, including rezoning of property and individual development decisions as they relate to the community as a whole. This chapter establishes strategies and actions that enable effective planning for future growth, including the creation of opportunities to accommodate needed development.

Land use planning appropriately considers the placement of land uses and provides predictable outcomes. Planning helps to ensure quality neighborhoods, efficient infrastructure, and the creation of economic development opportunities.

Planning considerations should include:

Accommodating projected population growth – capturing growth coming to the Rio Grande Valley and encouraging quality development by residential and commercial developers.

Supporting economic development through attraction of new and expansion of existing businesses and quality of life – social, cultural, capital – a place where not just businesses want to locate, but families of their employees want to call home. Pharr can be the place businesses want to be. Pharr's economy may also be spurred by downtown revitalization – bringing people back to downtown and encouraging shopping and business opportunities.

Quality of life – festivals, parks, youth programs, school districts, arts, walking and biking trails, outdoor sporting events, pedestrian friendly, and safe.

Infrastructure improvements in the City and the future annexed ETJ area is vital for growth. Road improvements is a top priority currently for elected officials. As decisions are made for future land use, concurrent decisions must be made for infrastructure development and improvements.

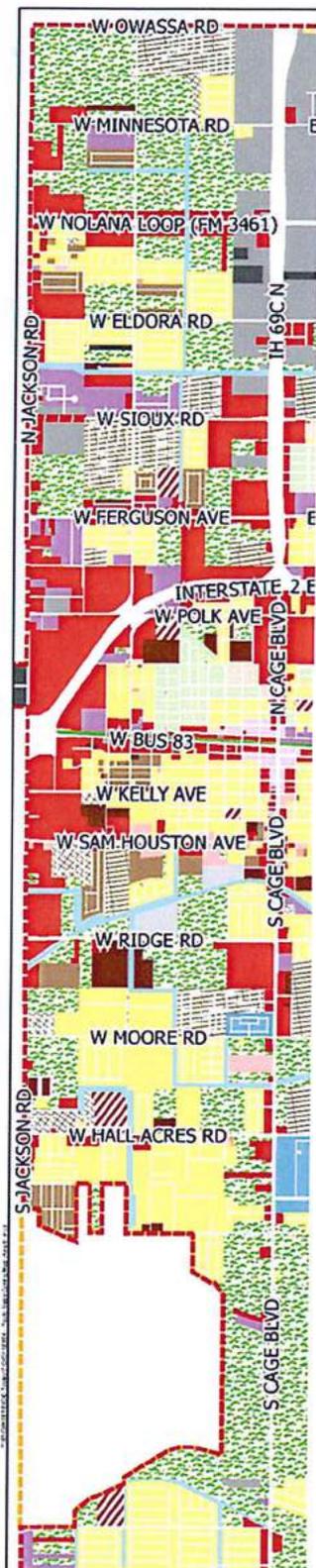
EXISTING LAND USE

Land use refers to how land is being used and how it should be used in the future in the City of Pharr.

Existing land uses in the City of Pharr include residential, commercial, industrial, parks and open space, agricultural, government owned and vacant land as recorded on the following City's Existing Land Use Map:

This Page Intentionally Left Blank

Figure 8: Existing Land Use Map, Pharr 2015



Source: City of Pharr Engineering Department

This Page Intentionally Left Blank

- **Single-Family Residential** (yellow and light green) – conventional, detached single-family structures on individually platted lots;
- **Multi-Family Residential** (brown) – Includes apartment complexes, apartment buildings, triplexes and four-plexes, duplexes, and attached townhome structures;
- **Mobile Homes** (brown grid) – includes mobile homes and manufactured homes;
- **Commercial** (red and purple) – general commercial, general retail and restaurant, office buildings, and wholesales;
- **Industrial** (black and grey) – manufacturing, warehousing, assembly and distribution, light industrial office;
- **Agricultural/Parks & Open Spaces** (green dots) – active agriculture, including rangeland with livestock, cultivated cropland, orchards, vineyards, etc.; and public parks, golf courses, and other public open space.
- **Public / Semi-Public** (light grey, red stripes, blue stripes, yellow stripes) – utilities, hospitals, schools, libraries, etc.

The 2000 Comprehensive Plan noted the following:

Table 15: Existing Land Use Inside the City Limits, 2015

Land Use	Acres	Percent Total	Square Miles
Single-Family Residential	2,478.46	16.41%	3.87
Multi-Family Residential	455.75	3.02%	0.71
Manufactured Home	559.22	3.70%	0.87
Agriculture	3,816.85	25.27%	5.96
Commercial	1,441.51	9.54%	2.25
Industrial	1,081.83	7.16%	1.69
Public/Semi-Public	614.05	4.07%	0.96
Parks & Open Spaces	177.00	1.17%	0.28
Irrigation	486.83	3.22%	0.76
Vacant	1,459.40	9.66%	2.28
Streets/Right of Way	2,291.10	15.17%	3.58
PUD	240.39	1.59%	0.38
Total	15,102.39	100%	23.60

Source: City of Pharr GIS Manager

The Existing Land Use Map is not a zoning map, but a snapshot of the uses as they exist. Because of changes over time, the existing land use may not be consistent with the existing zoning of the properties or the future desired future land use of the area.

FUTURE LAND USE

The future land use plan guides land use decisions to ensure opportunities for economic development, neighborhood compatibility, a variety of housing options, adequate open space, and area for needed public facilities. As the City of Pharr's population grows over the next two decades, Pharr will need additional acreage for development.

Assuming a population of greater than 90,000 in 2035, consistent development rates and current land use patterns, land use needs will be a major consideration for attaining desired growth. Within the past 10 years, there has been continuous growth, particularly in the South Pharr area and it is the area where growth is expected to increase over the next 10 year period and beyond.

The Extra-Territorial Jurisdiction (ETJ) in the City of Pharr encompasses approximately 17,828 acres (27.86 sq. miles) and is located near the US/Mexico Border. The creation of the Future Land Use Plan for the City's ETJ, is intended to manage and facilitate annexation to make certain that the City of Pharr benefits from development in the ETJ. The ETJ is the City's future tax base and can support the City's ability to promote economic growth and develop a skilled workforce.

The Future Land Use Map, Pharr, 2015 which includes the ETJ area can be seen in Figure 9 with the acreage broken out as per Table 16. The future planned land use encompasses more industrial and residential areas and parks and open spaces. The Santa Ana Wildlife Refuge and another 130 acres in the Fair Grounds are in the ETJ. The Refuge is over 2000 acres and known to be the most popular and best known Wildlife Refuge in the Valley. Bird watchers come from all over the world to visit the Refuge in hopes of seeing some of the 400 species of birds. Additionally, there are numerous butterfly species and some rare snakes and other animals. It is estimated over 160,000 people visit the Refuge annually. This additional parkland space will improve the acre of parkland per population ratio much needed by the City.

Figure 9 shows the Future Land Use Map including the ETJ with the following description of types of land uses:

- **Single-Family Residential** (yellow) – conventional, detached single-family structures on individually platted lots;
- **Multi-Family Residential** (orange) – Includes apartment complexes, apartment buildings, triplexes and four-plexes, duplexes, and attached townhome structures;
- **Mobile Homes** (brown) – includes mobile homes and manufactured homes;
- **Commercial** (red) – general commercial, general retail and restaurant, office buildings, and wholesales;
- **Industrial** (purple) – manufacturing, warehousing, assembly and distribution, light industrial office;
- **Parks & Open Spaces** (green) – public parks, golf courses, and other public open space.
- **Agricultural** (lime green) – active agriculture, including ranchland with livestock, cultivated cropland, orchards, vineyards, etc.;
- **Public / Semi-Public** (light blue) – utilities, hospitals, schools, libraries, etc.

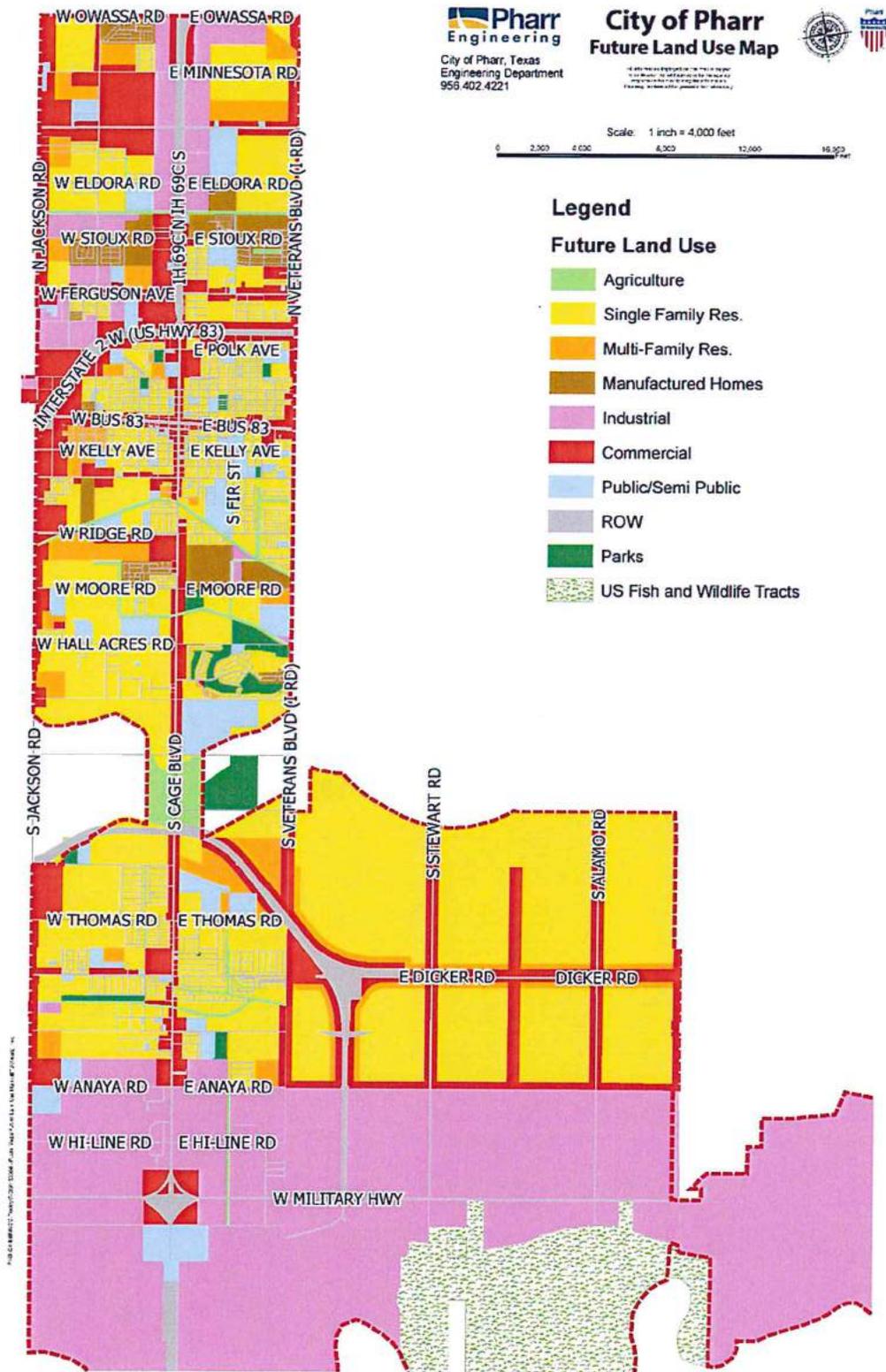
Table 16: Future Land Use Inside the City Limits, 2015

Land Use	Acres	Percent Total	Square Miles
Single-Family Residential	8,970.66	28%	14.02
Multi-Family Residential	1,104.27	3%	1.73
Manufactured Home	641.80	2%	1.00
Agriculture	185.58	1%	0.29
Commercial	3,289.16	10%	5.14
Industrial	11,105.29	34%	17.35
Public/Semi-Public	1,224.85	4%	1.91
Parks & Open Spaces	2,805.13	9%	4.38
Irrigation	875.57	3%	1.37
Streets/Right of Way	2,270.85	7%	3.55
Total	32,473.15	100%	50.74

Source: City of Pharr Development Services

This Page Intentionally Left Blank

Figure 9: Future Land Use Map, Pharr 2015



Source: City of Pharr Engineering Department
A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

This Page Intentionally Left Blank

This Comprehensive Plan is not a zoning ordinance and does not establish the zoning districts or zoning district boundaries for the City of Pharr. Rather, zoning is a primary implementation tool of the Comprehensive Plan. Zoning in compliance with the Plan promotes the health, safety, and general welfare of Pharr's neighborhoods and the overall community by insuring compatible land uses, protection of existing neighborhoods and opportunities for economic growth. Currently, Pharr has 17 zoning districts, including agricultural, residential, commercial, and industrial districts.

The City of Pharr has limited control over the growth and development of land beyond its incorporated boundaries. While the City does not have the authority to control the land use or density of development beyond its boundaries, the City can promote and protect the general health, safety, and welfare of persons residing in and adjacent to the municipality known as the Extra-Territorial Jurisdiction (ETJ), the unincorporated area that is contiguous to the corporate boundaries of the City.

Pharr has the authority and responsibility to ensure that minimum subdivision standards are met in areas within Pharr's ETJ through the review and approval of subdivision plats. The City of Pharr can also control and prevent the creation of substandard development in areas intended to become a part of the City of Pharr in the future – ensuring that these areas do not become liabilities upon future annexation. The City also has to ensure adequate water, wastewater, and street infrastructure exists to serve developments.

ANNEXATION AND ETJ GROWTH

Pharr is limited in where and how it can physically grow to capture and accommodate anticipated population growth in the area. Annexation allows, and may even require, Pharr to extend City services, regulations, and taxing authority into areas contiguous to the City limits. Benefits of annexation may include enhancement and protection of gateways, maintaining the ability to annex additional land over time, extension of development regulations and life-safety codes, and increased tax base. A cost-benefit analysis should be completed for each area anticipated for annexation. Growth of the region should be continually monitored, as it may be advantageous to annex areas prior to development.

In Texas, there are three primary ways that cities can annex contiguous property in their ETJ, as stated below. In all cases, annexed land must be in the City's ETJ, must be contiguous to the current City limits, and is limited to no more than 10 percent of its incorporated area each year (with 'carryover' permitted up to 30 percent). For agricultural properties, a non-annexation agreement must first be offered to property owners that would allow them to remain in the City's ETJ for a period of 10 years if the property is not developed.

Three-Year Annexation Plan - Since 1999, the Texas Local Government Code requires cities to adopt a three-year annexation plan. This plan must address timing of areas for annexation, requires an inventory of services and facilities, and requires a municipal service plan identifying services that will be provided to the proposed annexation areas. Annexation of areas included in the City's annexation plan may not be annexed sooner than three years after inclusion in the plan, and such annexation must be completed within 31 days after the third year of the date the area was included. Areas included in the annexation plan, but not ultimately annexed, will not be eligible for annexation for another five years.

Exempt Annexation Process – Texas cities may annex areas without including them in the three-year annexation plan if they contain fewer than one hundred separate tracts of land on which one or more residential dwellings are located on each tract.

Property Owner Petition – Owners of land contiguous to the City limits may request to be annexed into the City limits through a petition, which must be acted on by the City Commission.

HOUSING

Master Planned Community

The City of Pharr's strategic location and potential annexed area makes it a prime location to plan, develop and build a master planned community. There is ample room for a large scale development featuring a wide range of housing prices and styles, an array of amenities with multiple non-residential land uses. Having the time to plan in advance and getting community input, the master planned community could offer amenities that would attract active families and businesses seeking quality neighborhoods.

Pharr Housing

In the heart of the Rio Grande Valley (RGV) with an estimated population of 75,382, Pharr is strategically located to continue being a vital housing area for the region. Pharr has over an estimated 20,000 households, with 65% of homes owner-occupied and 33% renter occupied, with a very low vacancy rate of some 2%. Like many growing areas across Texas, and especially in the RGV, one of the prime aspects impacting the local market is affordability and availability. Pharr has a healthy mix of older established neighborhoods along with an expanding new residential construction. Quality, location and age of the housing stock is and will continue to be critical to the underlying tax base of the City.

A significant factor that influences the housing and rental market in Pharr is its proximity to and investment from citizens in Mexico into the region. This in-bound investment has a significant impact on economic contribution to the sales tax base of Pharr as well as an enhancement of international commercial activities that produce new capital investment and jobs. Estimated median home value as of 2013 U.S. Census data was \$71,100 (vs. \$39,000 in 2000). However, local real estate data indicated the average 2014-2015 selling price of a home was \$98,245.

The international dynamic as well as the internal growth of Pharr and the surrounding region will require an ongoing expansion of a broad cross-section of housing ranging from owner-occupied single to multi-family (i.e. duplex) as well as rental and housing for segments of the population with the greatest need for very affordable housing. New housing and revitalization of existing housing is paramount to the image and family friendly features of all communities.

Factors that influence the revitalization and expansion of housing include availability, cost of land, community support, financing programs, infrastructure, and the desire and capacity of developers to build affordable housing – to include the management of and reduction of restrictions or barriers for developer-investors to enter the market.

Pharr Housing Authority

Pharr Housing Authority operates and manages eight projects with some 235 affordable units in its public housing portfolio, with near 100% occupancy providing homes for 801 citizens as of June 2015. The average household size is 3.4 persons per household, 68% of households include children. Residents in public housing pay rent, termed the Total Tenant Payment (TTP), based on household income and is generally 30% of the resident's income with a \$25-50 minimum rent assessment. The average tenant rent contribution of the Pharr Housing Authority is \$229.

According to the U.S. Department of Housing and Urban Development (HUD), comparing the housing assistance distribution of the Pharr Housing Authority between public housing units (22%) and Section 8 Housing vouchers (78%) to that of all housing authorities in Texas, Pharr has a smaller proportion of public housing units than the average housing authority. The housing proportion of Section 8 vouchers under management is larger than the average housing authority in Texas. The City as of June 2015 administers 828 Section 8 vouchers. The average annual income of public housing residents is \$10,968.

In the most recent annual housing performance assessment, based on overall fiscal and property management, Pharr has scored above averages across Texas.

Community Development Block Grants (CDBG)

For the past three decades the City of Pharr has used CDBG grants to enhance housing programs, streets, parks and public services to low and moderate income residents. The U.S. Census Bureau determines funding on statistical tracts within a community. The City of Pharr is divided into seven tracts and further sub-divided into block groups. Projects that stimulate economic development and neighborhood revitalization are an additional focus of this program. Oversight of the City's \$1.2 million CDBG grant is managed by the Community Development Division, which provides planning, oversight, and technical assistance.

POLICY CONSIDERATIONS

Land use policies are intended to guide land use decisions and were developed based on input from the Stakeholder Committee. These over-arching policies ensure that decisions made by the City Commission, Planning and Zoning Commission, and City Staff further the vision of Pharr established through this planning process.

When considering amendments to the City's Future Land Use Plan or rezoning of land, the following policies should be considered:

- The City will use the Comprehensive Plan to guide decisions on applications for development when facilities and services are not readily available or where capacity is limited.
- The City will rezone property in compliance with the City's Future Land Use Plan, when requested and appropriate.
- The City will encourage and/or direct development to areas that maximize existing water, wastewater, street, and drainage infrastructure to avoid costly infrastructure improvements and long-term operations and maintenance costs.
- The City will, overtime, improve public facilities and services to ensure that they are adequate so that appropriate development opportunities are created and encouraged.
- The City will provide opportunities for and encourage a variety of housing types to adequately house all of Pharr's residents.
- The City will encourage an economically viable and compatible pattern of future land use and development, maximizing the market value.
- The City will ensure, through land use decisions, a fiscally responsible and well-managed land development pattern, including the provision of adequate public facilities and services (streets, drainage, water and wastewater infrastructure), including both availability and capacity.
- The City will amend its development regulations to manage and provide for growth opportunities, including the creation of new zoning districts that provide market flexibility.

- The City will convene an Annexation Task Force comprised of a sub-committee of the City Commission, Planning & Zoning Commission and City Staff to determine the most feasible and politically soluble way to expand Pharr's physical size through Annexation.
- The City will plan for future annexation areas. A mix of uses will be encouraged and permitted to be flexible to more easily respond to market demands. These areas are intended to allow for new neighborhoods, office parks, and retail and restaurants nearby creating the character of a neighborhood center or village.

GOALS, OBJECTIVES, ACTIONS – LAND USE

Goal – Land Use

There will be a balanced and diverse use of land within the City to provide for a wide range of residential opportunities, commercial activities, recreation and agriculture.

Objective A: Encourage growth, quality development and redevelopment in downtown Pharr in order to utilize existing infrastructure.

Action 1: Consider use of Tax Increment Refinance Zones (TIRZ) to fund infrastructure improvement projects.

Action 2: Promote the Pharr Downtown Living Initiative, Neighborhood Enterprise Zone #1, and Empowerment Zone to encourage commercial development in the downtown district.

Action 3: Encourage commercial development in the downtown district – ice cream shop, designated shopping area, bookstore, and other family oriented places.

Action 4: Maintain and enhance the City’s local character in aesthetic value and land use planning through more lighting and green spaces.

Action 5: Encourage the most desirable and efficient use of land and buildings while enhancing the physical and economic environment of downtown Pharr.

Objective B: Ensure orderly and timely City expansion through targeted annexation, efficient utility provision and consistent development policies.

Action 1: Identify areas in the ETJ that are feasible for annexation, based on the City’s ability to provide services.

Action 2: Develop and adopt an Annexation Plan.

Action 3: Secure and provide local infrastructure so that existing and future development can be served.

Action 4: Work with major landowners, developers and builders to support developments in Pharr.

Action 5: Regulate development within the Extra-Territorial Jurisdiction in a manner consistent with the City’s objectives for future City expansion and managed growth.

Objective C: Ensure land use planning and development regulations provide adequate opportunities to respond to market opportunities.

Action 1: Conduct annual reviews of the City’s land use planning and development regulations and standards.

Action 2: Develop/Renew the master plans for the City’s various departments, remove barriers to their successful development and increase marketing and promotion efforts.

- Objective D: Provide for housing diversity throughout Pharr and future annexed areas.
- Action 1: Ensure there is adequate variety in terms of housing types within the City that will meet the affordable housing needs of all income and age levels.
- Action 2: Establish areas within Pharr and as the City limit expands that would be appropriate for higher end homes and/or master planned communities.
- Action 3: Certify that new residential areas are developed to a high standard by reviewing and revising if necessary, the existing standards for residential development.

TRANSPORTATION

PLANNING CONSIDERATIONS

Adequate transportation facilities are vital to economic growth and quality of life in a community. The expansion of transportation infrastructure has the ability to both create opportunities and improve conditions in Pharr. Transportation planning addresses all modes of travel, including pedestrians, bicycles, automobiles, transit, rail, and air. Pharr boasts a well-connected street system; however, stakeholders have voiced a desire to make the community more walkable and bicycle friendly.

This chapter describes the City's existing transportation network and future plans for the transportation infrastructure in Pharr and beyond. Included is the City's Thoroughfare Plan, identifying future locations and classifications of streets to support Pharr's growth into the future as seen in the following Thoroughfare Activity Map, Pharr. The purpose of this chapter is to ensure that Pharr's multi-modal transportation network is enhanced through both public and private investment.

Infrastructure importance in the Rio Grande Valley region gained a significant endorsement when Governor Greg Abbott signed a bilateral collaboration agreement with Mexico in early September 2015. In so doing the governor further recognized the importance of a long term partnership with Mexico to enhance the flow of international trade. The agreement to foster economic development was drafted to insure there would be continued dialogue on issues such as border security, transportation infrastructure, and energy issues.

This Page Intentionally Left Blank

This Page Intentionally Left Blank

THOROUGHFARE PLAN

The Pharr Thoroughfare Plan consists of an inventory of the existing and proposed thoroughfares and proposed road system needs in the community and linking with the communities in the region. Any planning in Pharr is connected, due to the geographical location, to any and all roadway planning and improvements in Hidalgo County. Furthermore, the Hidalgo County Metropolitan Planning Organization (HCMPO), the Hidalgo County Regional Mobility Authority (HCRMA), and Pharr Bridge Connector Assessment (PBCA) greatly impact all traffic assessments in the City. The charge of these organizations is to determine the status and needs of the existing and future needs for new roadways.

As travel demands in the region increase with both public and commercial traffic volume, roadway improvement decisions includes assessment and planning for new right-of-ways, wider streets, crossing sections, access issues, general alignments as well as impacting zoning considerations and designations. Such planning is essential not only to the timely expansion of the local road system but also to allow the region to insure a smooth and safe flow of traffic.

Determination and forecast of future roadways is based on the assessment of both current roadways and demand/traffic flow studies. The following guidelines are generally applied in the assessment of roadway planning, studies, and implementation:

- Minimize land and right-of-way required for expanded and new streets to include effective use of resources in the planning process to designate where higher design requirement may be needed
- Maintain positive contact with the neighborhoods and citizens impacted by any planned development to include minimizing negative impacts of construction phases
- Clearly identify and categorize the usage of proposed streets, to include traffic flow, safety, and land use patterns; based on the appropriate functional right-of-way classification and forecast, to include the following:
 - Expressway -- 350 feet
 - High speed principal arterial – 150 feet
 - Principal arterial – 120 feet
 - Minor arterial – 100 feet
 - Local collector road – 80 feet
 - Frontage roads and ramps – as needed
- Determine capital budgeting requirements as well as priorities and schedules for the City's comprehensive planning process and capital improvements program (CIP)
- Reserve adequate right-of-ways for future long-range transportation and growth improvements

Note: The Texas Department of Transportation has classification types, "facility type code": 1-22 for each of the above six roadway designations and for use in determining eligibility for Federal highway funding.

HIGHWAYS / ROADS

US highway 83 is the most traveled road in Pharr. This roadway is one of the longest north-south highways in the United States, running from Westhope, North Dakota to Brownsville, Texas through concurrent US 77. Within the State of Texas, US 83 serves as a main east-west artery connecting cities like Mission, McAllen, Pharr, San Juan, Alamo, Harlingen, and Brownsville. It allows more than 140,000 vehicles per day to pass through Pharr.

US Highway 281 has the second highest traffic count within the City, carrying more than 20,000 cars per day. This is another major north-south highway in the US, stretching from Dunseith, North Dakota to the Mexican border. US 281 virtually divides the City of Pharr in half, and acts as a main artery to Mexico via the Pharr International Bridge, which is a very important trade route.

A map of the proposed major projects in the Pharr district can be seen on the following page.

THE HIDALGO COUNTY LOOP

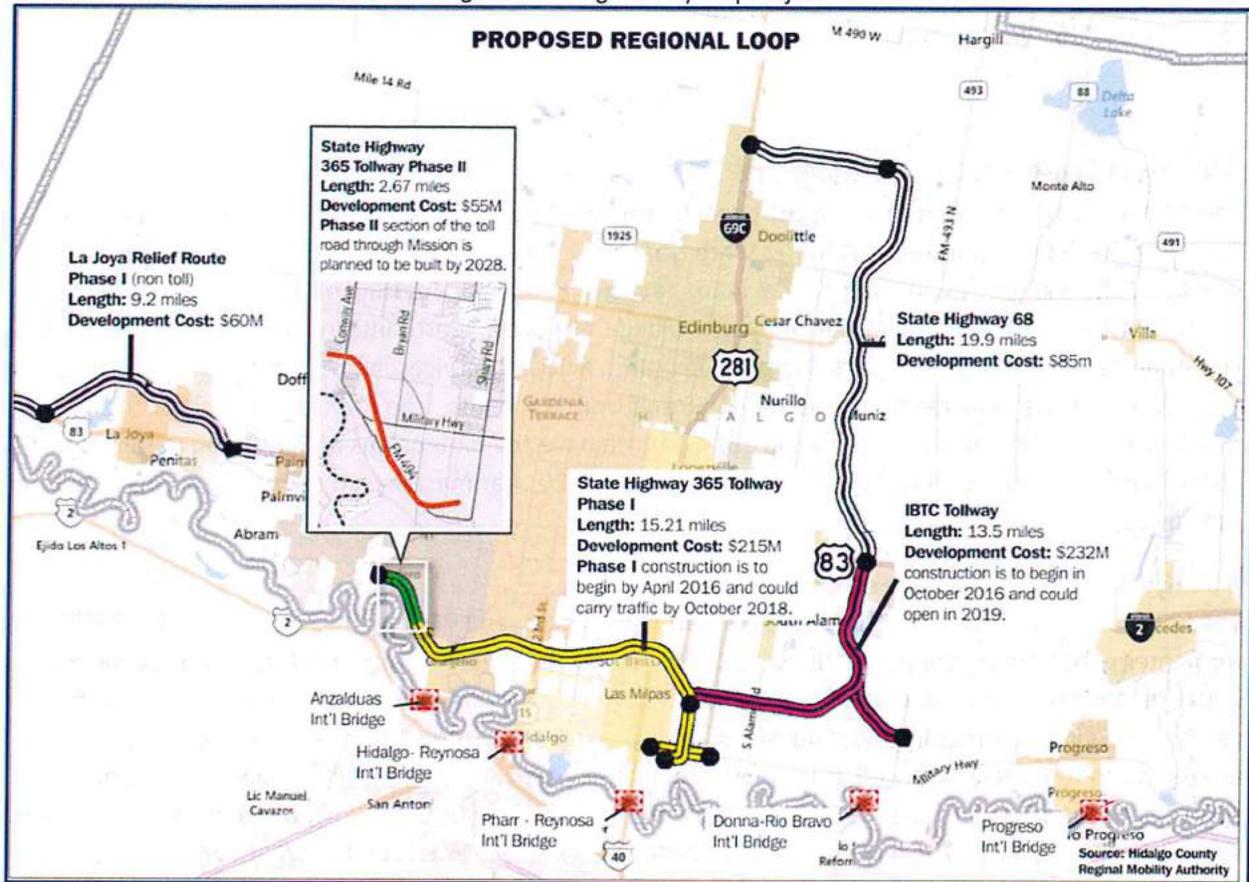
Since 2005 the Hidalgo County Regional Mobility Authority and the Hidalgo County Metropolitan Planning Organization have been working in conjunction on the Hidalgo County Loop project. Because of the impact of increased NAFTA traffic the Hidalgo County Loop is the top priority for construction and funding. It is designed to expedite the flow of traffic into and out of the county, and is expected to reduce congestion on the local thoroughfares, lower exhaust emission, improve safety and expand economic development in the urban core of the county.

The Hidalgo County Loop is planned as a tolled facility and will connect the international bridges to Interstate 2 and then turn north to connect to Interstate 69 Central. Ultimately, the Loop will consist of 2 to 3 tolled main lanes with 2-lane frontage roads in each direction.

Transportation projects in Texas have normally been funded through the use of both local and State funds. Local governments have contributed money to cover a percentage of the right-of-way or design costs and the State has provided the remaining funds. State funding for transportation projects has not kept pace with demand because of reluctance over the last decade to raise the gas tax, which is the typical source of State transportation dollars.

Local sources of revenue are required to fund construction because the Texas Department of Transportation has informed communities around the State that there will be dramatically less money for road projects in coming years. The Hidalgo County Loop, which is using a number of innovative financing mechanisms, will include tolls for tractor trailers and heavy trucks moving freights through the county. While freight traffic is expected to be the main source of revenue, tolls will also be charged for passenger vehicles.

Figure 12: Hidalgo County Loop Project



Source: Hidalgo County Regional Mobility Authority

Two portions of the Hidalgo County Loop are relevant to Pharr, the State Highway 365 Tollway and the International Bridge Trade Corridor (IBTC) Tollway. Both will cost more than \$200 million. State Highway 365 Tollway construction will begin by April 2016 and could open by 2018 and IBTC Tollway construction will begin by October 2016 and could open in 2019.

State Highway 365 consists of two phases to construct toll and non-toll improvements from FM 1016 to U.S. 281. Phase 1 of construction consists of toll road improvements from FM 396 to U.S. 281, and also consists of non-toll improvements east of Spur 600 (Cage Blvd.) to FM 2557 and from Spur 29 (South Veterans Drive) to U.S. 281. Phase 2 consists of additional toll road improvements from FM 1016 to FM 396.

The IBTC consists of two phases of construction of toll improvements from Interchange with SH 365 near FM 3072 to I-2 and from the Valley View Interchange to FM 493. Phase 1 construction will consist of building two segments initially as a 4-lane toll road (two lanes each way) and building the 3rd segment as a 2-lane connector road. Phase 2 of construction will consist of toll road main lanes and an additional frontage road from the Valley View Interchange to FM 493.

BICYCLE PAVEMENT MARKING IMPROVEMENT PLAN

The City of Pharr received approval and funding from the Texas Department of Transportation (TxDOT) to improve bicycle mobility in Pharr. The \$805,000 project will fund the striping or restriping of bike lanes on streets from the north end of Pharr to Military, which is Pharr's City limits. The project also

includes signage that designates bike lanes and redoing bike lane markings on City maps. The project is to begin in 2016. See Attachment I, City of Pharr Bicycle Accessible Improvement Project Map.

AIRPORTS

McAllen International Airport

The McAllen-Miller International Airport began in the 1940's with general aviation services in McAllen, Texas. By the 1960's, commercial airlines were transporting passengers. In 1993, the current terminal was built. The airport's main passenger aviation focuses on flights departing or arriving to or from George Bush Intercontinental Airport in Houston and Dallas-Fort Worth International Airport via United and American Airlines. The airport also provides cargo aviation services in the forms of maintenance and delivery/forwarding for companies like UPS and United Airlines. The airport is owned by the City of McAllen and has two runways 13/31 and 18/36, which have the dimensions of 2,170 x 46 meters and 804 x 18 meters, respectively. Furthermore, the airport's 20 year master plan states intentions to extend runway 13/31 to a length of 3,048 meters.

Valley International Airport

The Valley International Airport is located in Harlingen, Texas, and was originally used by the US Military for fighter pilot training during WWII. In 1967, the City of Harlingen's airport moved into the airfield and it was remodeled as recent as 1991. The airport is currently the largest airport in South Texas and is served by the four airlines United, Southwest, Delta, and Sun Country. These airlines offer destinations across the continental US as well as international flights, particularly to Mexico. Valley International also serves as the cargo hub of the Rio Grande Valley through the NAFTA CargoPort, which is used by carriers such as FedEx and DHL. The airport has three runways, 17R/35L, 13/31, and 17L/35R, which have the dimensions of 2,530 x 46 meters, 2,212 x 46 meters, and 1,813 x 46 meters, respectively.

Brownsville South Padre International Airport

The Brownsville South Padre International Airport is a City owned airfield located within an hour driving distance of the City of Pharr. The airport is served by the three airlines - United, US Airways and American. The airport also provides cargo aviation services such as "Midnight Express" in which they promise to ship packages delivered before midnight to their final destination before the sun rises. Common destinations include Detroit USA, Monterrey Mexico, and Calgary Canada. The airport currently operates on three runways, 13R/31L, 17/35, and 13L/31R which have dimensions of 2255 x 46 meters, 1829 x 46 meters, and 914 x 23 meters, respectively. The airport celebrated their 85th anniversary in 2014 and boasts future plans to build a new terminal, be serviced by more airlines and cargo services, and to extend their runway capacity to 3,048 meters to accommodate larger aircraft and heavier cargo loads.

Weslaco/Mid Valley Airport

The Weslaco Airport, FBO, is centrally located in the Rio Grande Valley and is approximately 15 miles from the City of Pharr and five minutes from Mexico. The airport is located near the Weslaco Industrial Park and land within the airport is designated as a Foreign Trade Zone. The airport currently operates one lighted runway, 5,000 x 75 foot. In addition to cargo and business services, the airport has limousine services, a fuel station, a maintenance facility on site, a customer and pilot lounge and boasts of day recreational activities close by. There are over 18 current corporate customers that rely on the Weslaco Airport for cargo/business transport logistics.

BUS STATIONS (INTER-CITY / INTRA-CITY)

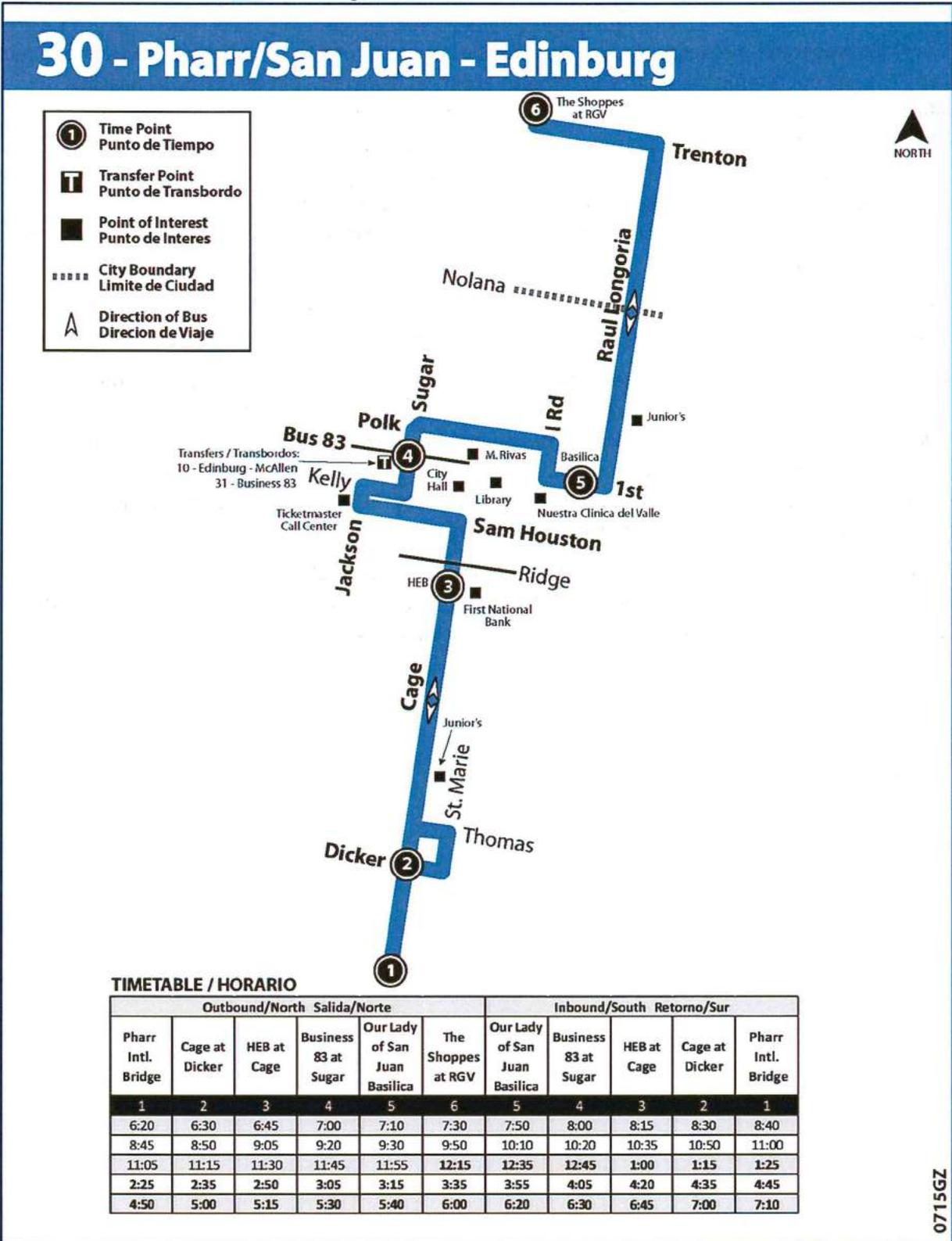
Valley Metro operates a Monday through Saturday bus line, with one bus and five bus stops, throughout Pharr. The line operates in the south and the central part of town only, but does stop by heavily-trafficked and important locations such as the Pharr International Bridge, Las Milpas, Dollar General, HEB, First National Bank, Pharr City Library, Pharr City Offices, Best Buy and Nuestra Clinica del Valle. The service even offers a flexible system which allows passengers to be picked up curbside as long as they request a pickup one day in advance and it is within half a mile of the bus route. At any time, passengers may request to stop the bus and be dropped off anywhere along the route. Figure 13 depicts the current bus route and times.

City leaders and citizens have expressed strong interest in increasing bus transportation. They feel it would decrease congestion, but also increase the number of people who might shop and eat in Pharr.

Riding the bus is a very inexpensive service as the most expensive ticket is \$1 per ride, and the price is dropped to \$0.50 per ride when buying a 20 – ride pass ticket. Seniors (60+), disabled individuals, veterans, students, and Medicare recipients have even cheaper rates, each pass is only \$0.25 per ride. Children under the age of seven ride for free. A downside to the service is there is a long wait time in between buses at each stop (2+ hours). Only one bus services the Pharr route, so the addition of a second bus would further improve the service for the residents of Pharr.

Valley Metro also operates regionally throughout the Valley, from Sullivan City to Port Isabel, and Raymondville to Brownsville. These services run more frequently than the services within Pharr and allow the Pharr residents to easily travel throughout the Valley.

Figure 13: Bus Route 30, Pharr Route



Source: Lower Rio Grande Valley Development Council, Valley Metro

RAILROAD OPERATIONS

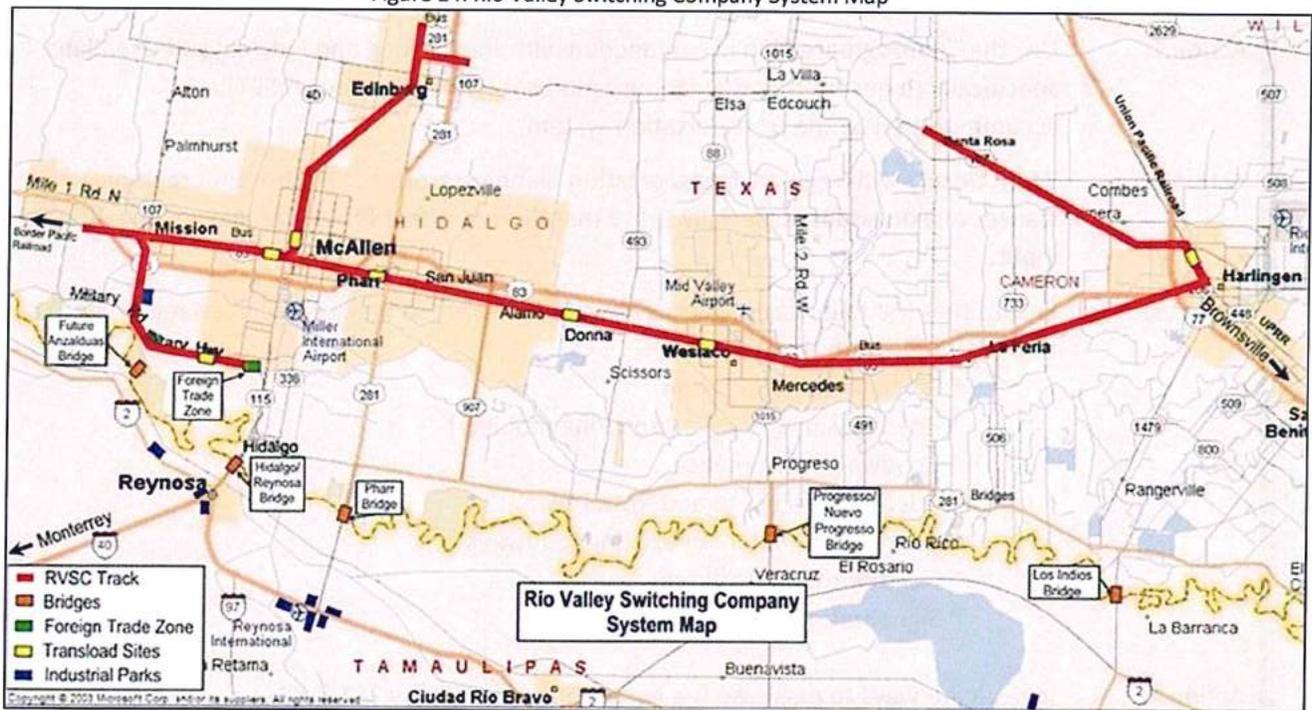
As with most areas in history, railroads played a huge part in attracting businesses and settlers to Hidalgo County. The area saw its first railroad with the arrival of the St. Louis, Brownsville and Mexico Railway in 1904. This affected the county in two ways; land prices increased and the local economic base switched to farming. This drew an influx of settlers from across the country. As time progressed and advances in technology were made, dependency on rail for transport of both people and goods decreased. However, the area still holds a demand for rail services in the transport of commercial goods. There is also potential for the resurgence of passenger rail transport, however, Pharr is not currently provided with passenger rail service.

Commercial

Pharr's current commercial rail needs are serviced by the Rio Valley Switching Company (RVSC). Also known as the "Valley Railroad", the RVSC begins at an interchange with the Union Pacific Railroad in Harlingen, Texas and then extends 55 miles west to Mission, Edinburg, and the McAllen Foreign Trade Zone. The railway also extends 11 miles northwest to Santa Rosa. RVSC provides reliable, economical shipping by expanding the services offered by Class I Railroads.

At this time, studies are underway by the Hidalgo County Regional Mobility Authority to review congestion issues and future use of rail capacity to facilitate expansion and attraction of business.

Figure 14: Rio Valley Switching Company System Map



Source: Rio Valley Switching Company, 2014

GOALS, OBJECTIVES, ACTIONS - TRANSPORTATION

Goal – Transportation

The transportation network of the City of Pharr shall provide access to neighborhoods and businesses while serving mobility needs of international, interstate and intrastate trade.

Objective A: Support and improve alternative transportation modes within the City, including pedestrians and bicycles.

Action 1: Provide sidewalks and crosswalks on all arterial and collector streets.

Action 2: Develop a bikeway system of safe and efficient on-street bikeways and off-street paths to meet the recreational and alternative transportation needs of residents.

Action 3: Strengthen coordination efforts with Valley Metro to increase the number of buses, bus stops and frequency of services for residents and visitors to easily travel through Pharr and neighboring cities.

Action 4: Implement plans to mark bike lanes on designated streets.

Objective B: Provide an efficient, safe and connective transportation system that is coordinated with existing needs and with plans for future growth.

Action 1: Use the Thoroughfare Plan in conjunction with the Existing and Future Land Use Plans specifically to ensure that the various land uses within the City and ETJ are accommodated by the transportation system.

Action 2: Work closely with regional transportation planning groups to ensure that regional transportation issues, especially those that directly affect Pharr, are addressed with City input.

Action 3: Ensure that the following concerns are addressed when making decisions regarding transportation with the City:

- * Regional transportation
- * Roadway integrity (i.e., ensuring mobility)
- * Roadway maintenance
- * Adequate access to and from Pharr
- * Connections between existing roadways
- * Neighborhood traffic concerns
- * Signalization

Action 4: Investigate ways to decrease the congestion on Highway 281 (I-69C).

Action 5: Coordinate and collaborate with regional mobility planning groups to promote and support the Hidalgo County Loop, specifically the State Highway 365 Tollway and the International Bridge Trade Corridor (IBTC) portions.

ECONOMIC DEVELOPMENT

PLANNING CONSIDERATIONS

Business attraction and retention, job creation, income growth, and an increasing tax base are paramount to the economic well-being and quality of life for a community. Pharr is home to a growing number of businesses and industries and is well positioned for continued economic growth. Proximity to the Mexican border and a central location in the Rio Grande Valley provides a consumer base of over 10 million people within 200 miles.

This chapter provides a brief overview of the economic conditions in Pharr and establishes strategies to enable continued opportunity and growth.

E-GOVERNMENT

Pharr's e-government has seen extensive improvements in the last few years. Citizens can currently pay their utility bill and municipal citations online. The City is in the process of updating the system to create a one-stop portal for citizens and developers which will allow them to file complaints, request permits, pay fees and much more.

PharrNOW was a real-time information and event publishing system created in 2013. Since then the system has been overhauled for a next generation government output called Pharr.LIFE. The goal is to standardize all the information coming out of the City to make it easier and more accessible. Pharr is also beginning to hire marketing companies and bring on consultants to help advise the City on other possibilities and help bring them to life.

TOURISM / ECOTOURISM / SPORTS TOURISM

Located in the heart of the Rio Grande Valley, Pharr is well positioned to take advantage of the growing tourism sector across the region. Visitors – Winter Texans – from across the nation inject considerable investment in Pharr and its retail businesses. Pharr additionally has a brisk business in thousands of Mexican tourists visiting to shop, dine, and take advantage of medical services. The year-round tropical season combined with recreational facilities, libraries, and historical sites has expanded to capture inbound visitors.

One very popular sector is the growing interest in the border's wildlife sanctuaries which annually attracts many naturist and bird watchers. The City has additionally targeted the revitalization of the downtown area to expand and enhance a cross-section of new retail and dining establishments.

RESTAURANT ROW

There has been a growing focus in Pharr to develop and enhance the downtown area, to include encouragement and incentives to brand Cage Street between Sam Houston and Business 83 as "Restaurant Row." Investors and developers who create new restaurants have the opportunity to be awarded property tax reimbursements. One requirement is that each new establishment include outdoor signage that brands the location as part of 'Restaurant Row.'

Additional incentives are planned for new establishments that add increased value to the downtown district that includes added improvements such as outdoor lighting, decorative pavers, outdoor eating locations, and decorative facades. One prime qualifier to receive incentives consideration is that the

eateries established must have at least 65 percent of its gross revenue from sit-down food and non-beverage sales.

The goals are part of the overall revitalization of downtown Pharr and to add increased value to the citizens and City. Funding for such projects are through either Neighborhood Empowerment Zone or a Chapter 380 agreement.

CHAMBER OF COMMERCE

In 2014, the Chamber of Commerce was dissolved and incorporated into the Pharr Economic Development Corporation (EDC) as Pharr.BIZ. Businesses that joined Pharr.BIZ were invited to attend special events, participate in specialized training, have access to the online business directory, receive newsletters and were a part of the advocacy campaign initiated by the Pharr EDC. In 2015, Pharr.BIZ disbanded and there is discussion of reviving the Chamber of Commerce.

PHARR INTERNATIONAL BRIDGE

The Pharr International Bridge is a key port of entry on the United States-Mexico border. The bridge connects US Highway 281 to the City of Reynosa, Tamaulipas, an essential industrial City in Mexico. The bridge handles both commercial and personal traffic and plays a key role in the economy of Pharr.

Opened in late 1994, the Pharr International Bridge is the prime economic driver in the community. The bridge and related activities accounts for a large portion of both local and regional jobs and tax revenue for the City. Considered the prime United States-Mexico port of entry for produce, trade over the bridge in 2014 accounted for over \$30 billion, an increase of nearly 8% over 2013.

In addition to the movement of produce, there has been an increase in imported capital goods to include automotive parts, electronic components, computers and crude petroleum products. Pharr's largest export at the bridge is petroleum gases totaling some \$1.08 billion annually. The Pharr Bridge is the second largest port in the nation for the export of natural gas and import of fruits and vegetables.

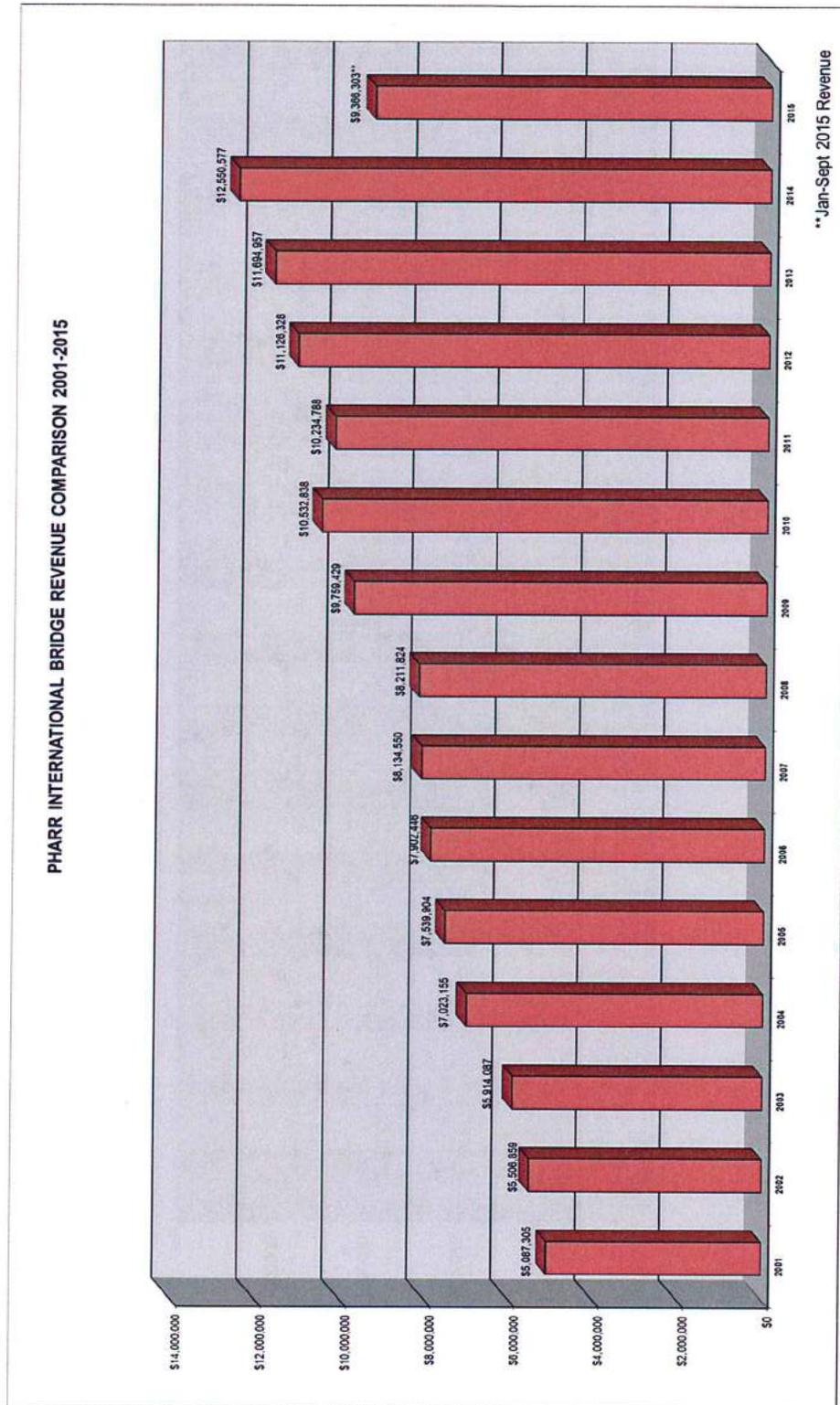
Pharr has benefited from the fact that Texas, according to an October 2015 study by the Dallas Federal Reserve Bank, is the top exporting state given the geographic proximity to Mexico and the increased trade of intermediate goods. Staging of such goods and services in the southern Pharr commercial area adjacent to the bridge is expected to grow yearly.

A key component to the increased activity in cross-border commerce is the location of and linkage of Pharr to the north-bound 'Texas Trade Corridor' which is part of the Interstate 69 expansion into the mid-west market of the country. For south-bound trade, the Pharr Bridge is on the Mexican trade route, the '*Supervia*' highway, which connects west-bound traffic through the City of Monterrey to the Pacific port of Mazatlan and east bound shipment to the port of Matamoros on the Gulf of Mexico just south of Boca Chica at the mouth of the Rio Grande River. These expanded infrastructure corridors are vital to the future enhancement and increased volume of two-way trade through the Pharr Bridge port.

Following are charts for both bridge revenue and crossings from 2001-2015. The number of annual crossings has steadily declined since 2008, yet annual revenue has steadily increased over the same time period. Bridge managers believe the decline in crossings is largely due to violence in Mexico and security issues. Other factors are recent blockades in Mexico (protestors against the Mexican Government), prolonged construction on the bridge due to inclement weather and slowing of business production during peak seasons, as well as system failures and shutdowns.

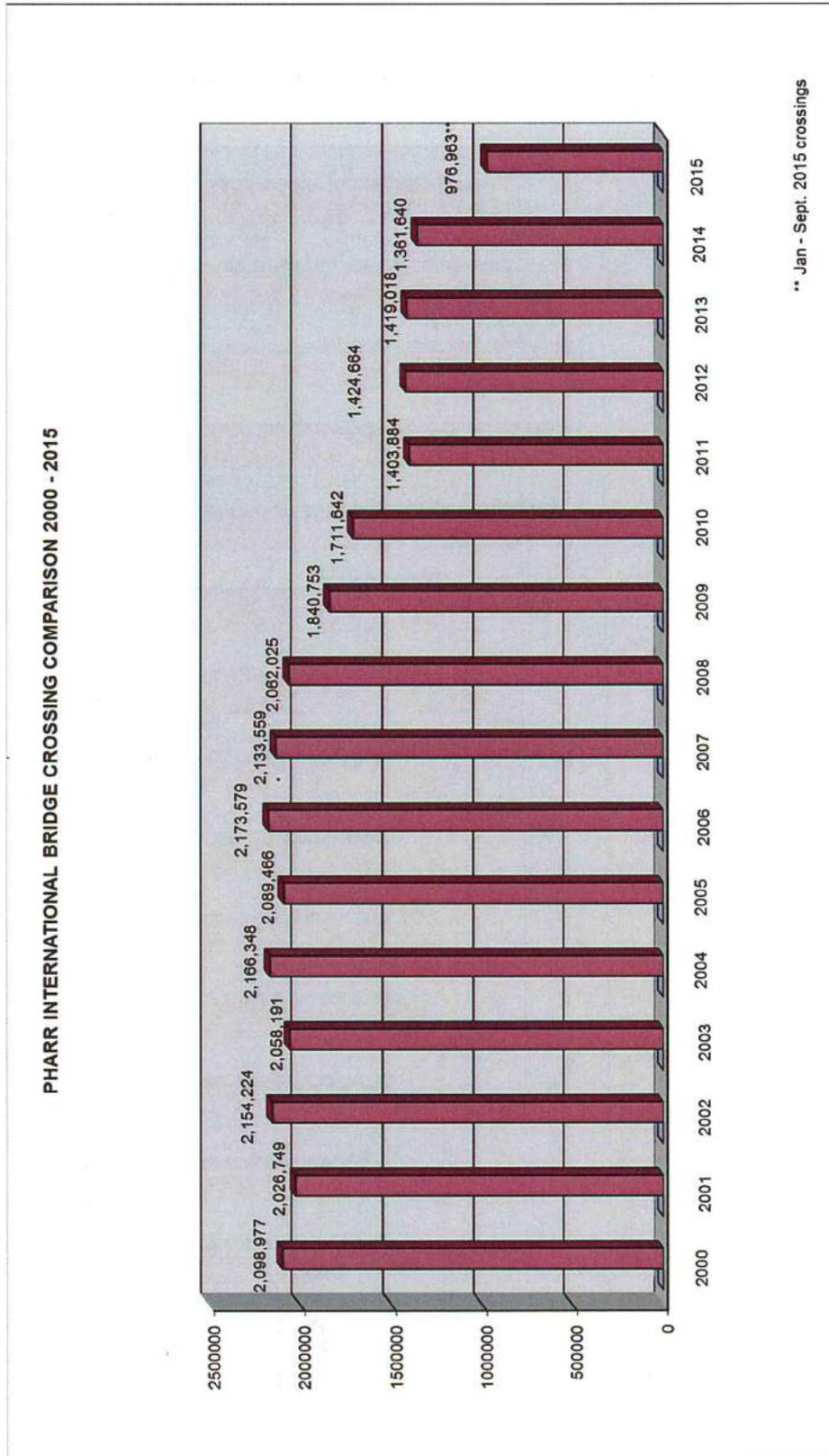
Increased revenue can be accounted for by raised toll crossing fees, charges for oversized cargo, monthly peso exchange and various rental fees to agencies who rent facilities owned by the City of Pharr.

Figure 15: Pharr International Bridge Revenue Comparison 2001-2015



Source: Pharr International Bridge Department

Figure 16: Pharr International Bridge Crossing Comparison 2000-2015



Source: Pharr International Bridge Department

International Trade Numbers

Being a key port of entry on the U.S – Mexico border, Pharr’s imports and exports have increased substantially from 2004 to 2014 due to the Pharr International Bridge. Information from the bridge indicates imports increased 81% in this 10 year period whereas exports increased 71%. According to WorldCity magazine, in the first half of 2015, Mexico was Pharr’s number one trade partner followed by China, Japan, Vietnam, and South Korea. These five trading partners account for 99.28% of trade with the world. Through the first half of 2015 Pharr’s trade with the world totaled \$15 billion.

For exports, Pharr ranked No. 31 amid the nation’s 450 “ports of entry” – airports, seaports and border crossings. Through the first six months of 2015 Pharr exported \$5.44 billion worth of goods, the following are the top 10 exports:

- Petroleum gases, other gaseous hydrocarbons
- TVs, computer monitors
- Motor vehicle parts
- Computer chips
- Insulated wire, cable
- Electrical supplies, apparatus, less than 1000V
- Gasoline, other fuels
- Computers
- Compressors and pumps
- Cotton

The import piece of the business has also seen vast increase. Pharr imported goods totaling \$9.55 billion for the first six months of 2015. Topping the list of imports by dollar value:

- TVs, computer monitors
- Motor vehicle parts
- Dates, figs, pineapples and other fruit
- Insulated wire, cable
- Electrical boards, panels and switches
- Other fresh fruit
- Reception apparatus for cellular phones
- Electrical motors, generators, not sets
- Radar and remote control equipment
- Landline, cellular phone equipment

With new bridges opening, maintaining the ease in crossing the Pharr International Bridge will play a crucial role in the border crossings and revenue Pharr will experience.

Bridge Capital Projects

The bridge project revenues are budgeted at \$17,251,400. The expenditures are budgeted at \$19,120,600. The difference to cover the expenditures will be covered by cash on hand of \$1,869,200.

The following are the main five bridge capital projects budgeted for Fiscal Year 2015-2016:

- Truck Staging Area Inside the Port of Entry
- Entrance Booth and Road Expansion
- Exit Booth Expansion

- International Trade Center Building
- BSIF Connector and Fast Lane

TAX INCREMENT FINANCING ZONES (TIF)

Tax Increment Financing Zones (TIF) allow cities and towns to borrow against an area's future tax revenues in order to invest in immediate projects or encourage present development. TIF also allows municipalities to create reinvestment zones by which various public works and improvements can be undertaken. Essentially, the property tax increases resulting from development are targeted to repay the public infrastructure investment required by a project.

TAX INCREMENT REINVESTMENT ZONE (TIRZ)

The City of Pharr Tax Increment Reinvestment Zone (TIRZ) Number One represents an important opportunity for the City of Pharr in partnership with Hidalgo County to develop a viable long-range plan for an area of the City, which has lacked a wide range of commercial, warehouse and industrial opportunities. New commercial, office/warehouse, industrial, and logistics/distribution construction are the key components of the development program. Increased employment opportunities for Pharr and surrounding county and community residents will be enhanced through the development activity within the TIRZ.

Large tracts of land in the southern sector of the City have remained vacant due to inadequate City street infrastructure, inadequately sized or no utility lines, drainage issues, water and sewer availability, and lack of adequate fire flow. The City of Pharr TIRZ Number One - City of Pharr International Logistics Development Program represents an important opportunity for the City of Pharr in partnership with Hidalgo County to promote and encourage construction of produce warehouse facilities, industrial, commercial, office warehouse, and logistical facilities in an area of the City that has significant and varied impediments to development.

The Reinvestment Zone Financing Plan developed by the City provides that potentially \$38,616,817 of public improvements will be paid for with TIF funds.

The City of Pharr established TIRZ number one in 2011 and started implementing in 2012 for 20 years on a 2,137-acre tract of commercial land. The proposed projects include roadwork, water, sewer and drainage. This area can be seen on the map on the following page.

PHARR CAPITAL PROJECTS FUNDS

The Capital Project Fund is used to account for financial resources used for the acquisition or construction of major capital facilities and infrastructure. Depending on the project, they are financed by general and proprietary resources.

ECONOMIC STABILITY

The City of Pharr has maintained a robust financial policy and prudence while addressing the challenges of growth and redevelopment in the City. Sales tax revenue makes up one fifth of general fund sources and have, according to the rating agencies, outperformed the budget in recent years due to conservative assumptions and solid economic conditions.

The general fund is also reliant on bridge toll revenues; toll receipts increasing by almost 50% since 2007. The fiscal 2015 budget is balanced and is based on conservative growth assumptions and sales tax receipts are budgeted for a moderate 5% increase in fiscal 2015. The City has solid reserve levels and strives to maintain an unrestricted general fund balance of 90 days of the current year's budget appropriation less capital outlay and transfers out of the general fund.

The City of Pharr's credit ratings have remained constant per the following:

Table 17: City of Pharr Credit Rating

S&P	Moody's	Fitch
A	A2	AA

Source: Comprehensive Annual Financial Report, Fiscal Year ended 9/30/14

Credit ratings are important since they effect the cost of borrowing; high credit ratings translate into lower costs for taxpayers. The City uses a mixture of debt obligations to address both the short and long term funding as well as the City's operation, infrastructure improvements, and risk management.

GENERAL CAPITAL PROJECTS

The City's capital projects, once put on hold for several years in order to correct their fiscal situation, has been restarted. The City's current plans range in purpose from public service to cultural to street. Total budgeted expenditures are \$23,663,200. Funding for these projects will come from different sources including unrestricted fund balances, grants, and bond proceeds.

The following is a brief description of the capital projects budgeted for Fiscal Year 2015-2016:

- **Southside Recreational Center** - This project is to be a full service technology center with multi-purpose community training meeting rooms and a gymnasium. This will revitalize the immediate neighborhoods and promote educational progress within the community.
- **Trans-maritime-Participation** with private development on building the extension of Juniper Street for improving Industrial Freight Mobility. Extended from HiLine Road to Military Highway.
- **Traffic Signal Sioux Rd** - Design and installation of a traffic control signal for the traffic safety and traffic flow of the intersection. Improvements to include pedestrian signals and street lighting.
- **Downtown Lighting** - Revitalization downtown street lighting from Business 83 to Polk Avenue on Business 281 (Cage Boulevard) with new decorative light pole pedestals to increase both visibility and mobility safety.
- **Park Water Features** - Beautify parks with water features in three main City Parks.

- **Downtown Traffic Light Sequencing** - Downtown signalization improvement from Ridge Road to Polk Avenue consists of installing new traffic signal equipment for synchronization improvement and efficiency mobility.
- **Navarro Street** - Reconstruction of a residential roadway adding drainage, sidewalks, and lighting for improving mobility safety.
- **Hi-Line Road** - Reconstruction of a residential roadway adding drainage, sidewalks, and lighting for improving mobility safety.
- **Egly/Sugar Road** - Drainage Improvement project to alleviate the flooding occurring at the intersection. Improvement consists of building a regional detention facility in conjunction with the Pharr Housing Authority and diverting the storm water into a pond for detaining and then releasing.
- **1st Year Paving** - Improvements consist of rehabilitating asphalt in the transportation system to maximize customer satisfaction and increase mobility safety.
- **Hike and Bike Trail** - Regional linear park facility to enhance connectivity for pedestrian traffic between the cities of San Juan, Pharr and McAllen. The trail will connect the hike and bike trail system.
- **East and West Eldora Street Improvements** - Hidalgo County and City of Pharr cooperative partnership project to improve a major collector by adding capacity from a two lane roadway to a four (4) lane with a continuous left turn facility to improve mobility safety and efficiency.
- **Pharr/McAllen Lateral Drain Improvements** - Hidalgo County Drainage District No. 1 and City of Pharr cooperative partnership to develop a drainage/flood control improvement to provide flood relief within the Northwest Central areas nested between US 83, BS 83, and US 281 of the City of Pharr.
- **Anaya and Veterans Widening Projects** - Projects are to improve a major collector from a two lane facility to a four lane with continuous left turn facility to improve mobility safety, efficiency, and economic development.

The total capital funding for the 5-10 year Capital Improvement Project in the community is \$164,180,100 as outlined in the following table:

Table 18: Capital Improvement Projects

Department	5-10 Year CIP Project Cost
Utilities	\$106,464,300
Bridge	\$17,927,600
Parks	\$8,981,000
PAL	\$2,000,000
Streets	\$20,582,200
Library	\$4,425,000
Admin	\$2,500,000
Fire	\$1,300,000
TOTAL	\$164,180,100

Source: City of Pharr Finance Department

Funding options available to cities and ones that Pharr are utilizing to fund various projects include:

A Certificate of Obligation is a streamlined method of financing. A City may use to pay a contractual obligation incurred in: (1) a construction contract; (2) the purchase of materials, supplies, equipment, machinery, buildings, land, and rights-of-way for authorized needs and purposes; or (3) the payment of professional services, including services provided by tax appraisers, engineers, architects, attorneys, map makers, auditors, financial advisors, and fiscal agents.

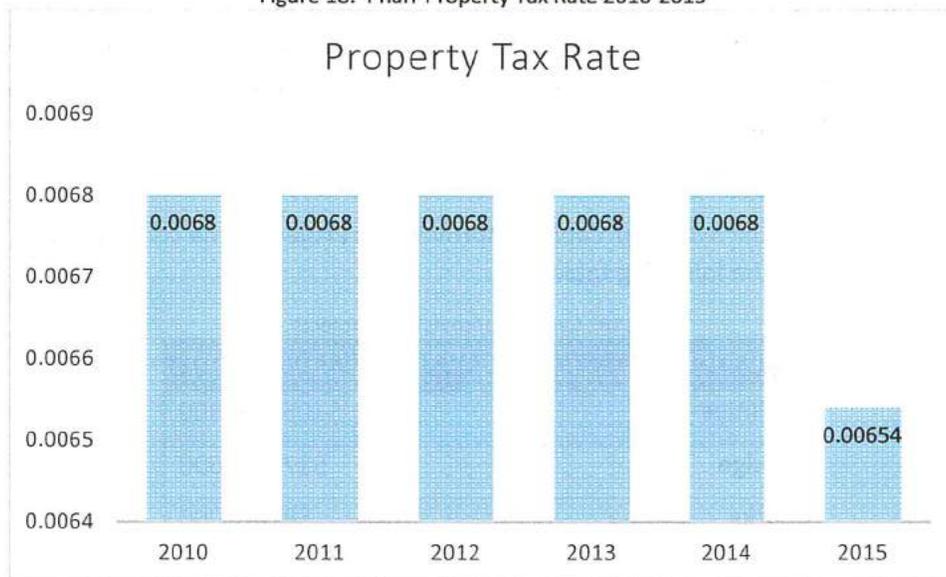
General Obligation Bonds (G.O. Bonds) are best suited for major capital projects where the commissioner's court believes that it is important to have the voters have the opportunity to pass upon the project. These bonds are issued after approval at a bond election.

Revenue Bonds are secured by the pledge of revenues of a project and are special obligations of the issuer (as opposed to general obligations) that are payable solely from the revenues derived from an income-producing facility. These bonds are not subject to a demand for payment from taxes. No election is required under state law to issue revenue bonds.

PROPERTY TAX RATES

For the past six years Pharr's property tax has been steady at 68 cents per \$100. Starting on October 1, 2015 the City will reduce its current property tax rate to 65.4 cents per \$100. This decrease represents the largest property tax reduction in 14 years. This could not come at a better time for residents who recently saw an increase on their appraised property value. The City of Pharr does not increase appraised value, instead the Hidalgo County Appraisal District appraises the property.

Figure 18: Pharr Property Tax Rate 2010-2015

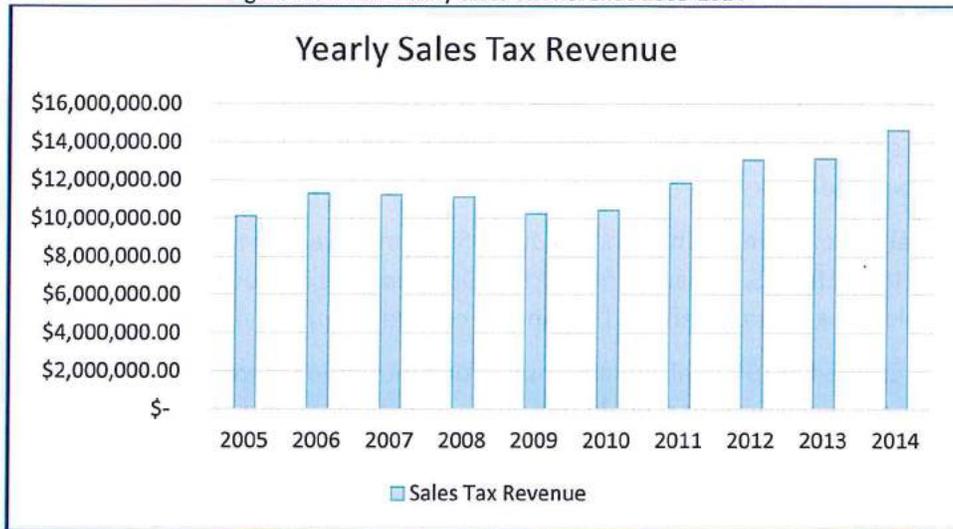


Source: Pharr website, Tax Rate History, 2015

SALES TAX

According to the State of Texas Comptroller of Public Accounts, Pharr's retail economy generated an increase of 14% of local sales tax revenue from September 2014 to September 2015. At the same time, the total sales tax revenue increased 10%. Both of these increases are the largest year-over-year increase in sales tax collection in the Rio Grande Valley.

Figure 19: Pharr Yearly Sales Tax Revenue 2005-2014

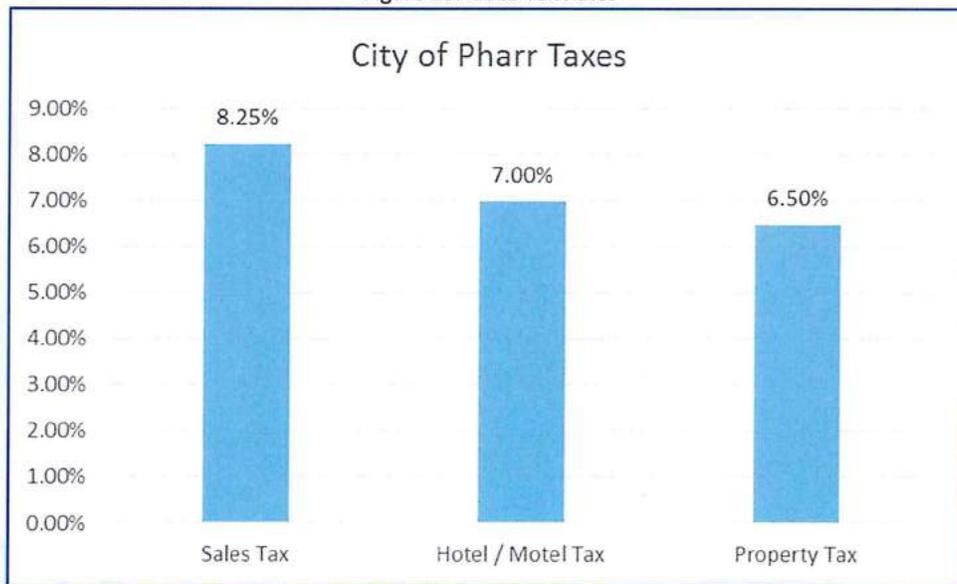


Source: City of Pharr Sales Tax Revenue Analysis, 2015

HOTEL/MOTEL TAX

The City of Pharr currently has 19 hotels and motels, and accommodates a total of 981 rooms. Pharr has a relatively low hotel/motel tax rate of 7% of which only 1% is levied by the City. According to state civil statutes, this tax revenue can be used to promote tourism, maintain and repair convention facilities, promote the arts and humanities, or any other purpose directly related to these activities. For 2014 the Hotel/Motel Tax brought in just under one million dollars to the fund.

Figure 20: 2015 Tax Rates



Source: City of Pharr website, 2015

OTHER FUNDING SOURCES

Pharr utilizes many different resources to fund itself. They include:

Utility Fund – this fund accounts for fees assessed to both water & sewer and garbage & brush. The balance of the fund is restricted for utility construction, rate stabilization, and required debt service reserves.

Bridge Fund – this fund accounts for the toll fee assessed in the crossing of the Pharr International Bridge for both cars and trucks.

Community Development Fund – This fund accounts for grant revenues that meet the program objectives set forth by the U.S. Department & Urban Development in providing affordable housing, a suitable and viable living environment and expanding economic opportunities.

Parkland Fund – Created in 1999, this fund accounts for contributions that developers are required to make when creating subdivisions to provide recreational areas in the form of neighborhood and community parks.

Asset Sharing – This fund accounts for forfeitures awarded to the City by the federal and state courts and drug enforcement agencies. Revenues are restricted for police supplies and only to be used if general funding is not available.

Paving and Drainage – This fund accounts for fees added to utility bills and restricted for the purpose of street improvements.

GOALS, OBJECTIVES, ACTIONS – ECONOMIC DEVELOPMENT

Goal – Economic Development

Cooperative efforts by the City, Pharr Economic Development Corporation and citizens will support retention and expansion of existing businesses and attract new businesses in targeted economic sectors.

Objective A: Attract desirable businesses and industries.

Action 1: Aggressively market the location advantages of the City of Pharr for business and industry.

Action 2: Improve and expand industrial sites in Pharr.

Action 3: Attract retail, restaurants, motels, manufacturing and warehouse industries.

Action 4: Continue advocating for a designated Foreign Trade Zone (FTZ).

Objective B: Retain and expand existing businesses and industries.

Action 1: Support growth of existing local businesses.

Action 2: Consider establishing a Pharr Chamber of Commerce and/or being active members of the Rio Grande Valley Partnership.

Objective C: Reduce unemployment to single digit level.

Action 1: Work with local school districts to expand technical, vocational and specialized training programs.

See Attachment II: Pharr Economic Development Strategic Plan Action Plan for more goals, objectives and action items.

This Page Intentionally Left Blank

COMMUNITY FACILITIES AND SERVICES

PLANNING CONSIDERATIONS

Planning for adequate facilities and services ensures that a City can meet the demands of its growing population. Existing residents and businesses rely on a basic level of services that should be maintained and enhanced as Pharr grows both geographically and in population.

The City of Pharr provides a large range of services to its residents and businesses, including emergency services, utilities, and public facilities. This chapter identifies existing community facilities and services and provides strategies to ensure that levels of service are maintained as the City grows over the next 10 years.

RECREATIONAL ACTIVITIES

Boggus Ford Event Center

The Boggus Ford Events Center is a City owned events center which hosts a wide range of entertainment events for citizens and visitors to the Rio Grande Valley. Over 17,000 square feet is available for use for ticketed and non-ticketed events. Five full time employees and numerous part time employees work at the center providing high quality customer service so that customers have a positive experience while at the center. In fiscal year 2013-2014, 71 events were held at the center with 66% of the events being ticketed. Types of events held were boxing, music and various expo fairs.

The Boggus Ford Events Center is funded through the Hotel/Motel Tax dollars. The Events Center director meets monthly with the Hotel/Motel Association where they brainstorm ideas on bringing events to the City; the who, when, what. Currently, they are working on linking hotel/motel websites with the events center so that when purchasing tickets for an event, one can also research lodging options. Additionally, posters and banners are displayed at hotels advertising upcoming events and sponsors. Lastly, they are developing a master events calendar to list upcoming events occurring at the Boggus Event Center, Pharr Library, Pharr Aquatic Center and at the Tierra Del Sol Golf Club which will be printed and posted online.

Pharr Aquatic Center

In 2008, the Pharr Parks and Recreation Department updated their long-term parks plan and found that there was a high priority demand for a community swimming pool. The existing facilities were outdated and required constant repairs, which drained resources. Through community surveys, the department discovered a desire throughout the community for a local facility. Furthermore, they discovered that members were going to other cities like San Antonio for these experiences. The initial endeavor was to be a \$3.5 million project to update and construct new facilities. Throughout the process, the department decided to exchange properties with Pharr-San Juan-Alamo ISD through a mutually beneficial, legal agreement. Through this cooperation came the decision to change the plans from an outdoor competition pool to a Natatorium that would benefit the community and schools who would use it to bring swim teams back. This changed the overall project to a \$10 million endeavor to be funded equally between the school district and City.

The Pharr Aquatic Center opened in the summer of 2013. Most recent projections put revenue for the summer season, their busiest time, at close to \$300,000. The facility sits on two acres and includes the following amenities:

- 6,800 square foot leisure pool
- Water play structure
- 150' body slide
- 150' tube slide
- Lazy river
- 200' raft slide 360 linear foot, 8' wide meandering river with children and adult slides
- 30' diameter children's pool
- Natatorium with a 25 meter x 25 meter, 10 lane competition pool

Tierra Del Sol Golf Club

Tierra Del Sol Golf Club is owned and operated by the City of Pharr. It is known to be amongst the best golf courses in the region and accessible to players of all levels. Tierra Del Sol offers an 18-hole course and driving range and is affordable to those wanting to play. Due to the mild climate in Pharr, the course is open year round.

Pharr Memorial Library

Located downtown, Pharr Memorial Library is a large 30,000 square foot structure. The library operates with 25 employees (75% which are full time) and a host of volunteers and college students. The library partners with higher education institutions to sponsor college students desiring a work study program.

Educational programs are offered along with community activities, art shows, book signings, and thousands of books for research and pleasure reading. Plans are underway to expand services in both north and south Pharr and offer downloadable e-books, remote access services and homebound services.

Summer reading programs include crafts, reading, movie nights, and cooking workshops, free of charge for local children. Also available to the public are fully equipped computer labs designed specifically to aid younger students with school projects, and allow adults to catch up on research, job hunting, or other productive endeavors. The library and computer lab are open each day of the week excluding major holidays.

Plans are underway to open another library, closer to South Pharr. This new center is planned to offer an array of services and be of the highest technology available. This public service will be of great value to citizens with easier access to information and resources.

Boys & Girls Club of Pharr

Boys & Girls Club of Pharr opened in 1983 and has been a valuable resource for youth from Pharr, South Pharr and surrounding communities. The Club's goals are to help children stay out of trouble, stay in school and succeed in life. As of 2014, Boys & Girls Club of Pharr had grown from a single standing unit to 12 school sites and two neighborhood sites with seven full-time staff and a host of volunteers.

Programs that are offered at all the sites include: gang-violence prevention, art, drug prevention, homework help, recognition, and athletic and other life enrichment programs.

According to the 2013 annual report, the Boys & Girls Club of Pharr served more than 8,000 kids, ages 5 to 18 from the City of Pharr and surrounding communities. Most of the kids served come to the clubs several times each week and participate in a variety of activities.

Pharr Community Theater Company

The Pharr Community Theater Company provides opportunities for adults and children to experience performing arts, educational programs and the integration of cultural heritage through main stage plays,

English Immersion Theater and summer acting camps. It also provides English Language Learners with the chance to use their skills in conversational settings.

PUBLIC SAFETY SERVICES

Law Enforcement

The Pharr Police Department provides the local law enforcement. The police department employs 181 people with 127 of them being police officers. According to the Pharr Police Chief, the department receives between 55,000 and 60,000 calls per year. Along with the headquarters office, the department has one substation in South Pharr. Police are at the International Bridge, but this is not considered a substation. Pharr has 1.7 police officers per 1000 population. The department is funded by the City, Federal and State grants, and various fees associated with vehicles and seized assets. The Pharr Police Department has implemented the Smart Policing Initiative which raises the standards for operations.

In comparison to the State averages in crimes, Pharr compared fairly well. The rate of crimes per 100,000 people was higher than the State averages in the number of rapes and assaults, but the rates were lower for robbery, murder, larceny, and auto theft.

Compared to Hidalgo County, Pharr fared well in comparison to average number of crimes. The rates of crime per 100,000 people were higher for assault and burglary while the rates per 100,000 people in Pharr were lower than the County for murder, robbery, larceny, and auto theft.

Table 19: 2014 Crime Rates of Pharr vs. Hidalgo County

Agency	Population	Murder	Robbery	Assault	Burglary	Larceny	Auto Theft
PHARR PD	74,555						
Number of Offenses		1	37	221	494	1785	106
Rate Per 100,000		1.3	49.6	296.4	662.6	2394.2	142.2
County Totals - HIDALGO COUNTY	831,477						
Number Offenses		26	442	1906	5123	21,538	1278
Rate Per 100,000		3.1	53.2	229.2	616.1	2,590.3	153.7

Source: Texas Department of Public Safety, 2014

As the City increases in population and geography, careful consideration needs to be given to increasing the number of substations and personnel in order to provide public safety. The number of officers will be critical in being able to respond timely to emergency calls, whether residential, business or on the roadways.

CAPE Program

In 2013, the Pharr police department implemented a program called "Community Awareness Police Enforcement" (CAPE). The CAPE program is a community based initiative in which the police department works with the citizens to better the lives within the community. This provides a way for citizens to become more involved in the community as they are more aware of what is occurring in the community.

This gives the Pharr Police Department better information and helps them to solve problems more effectively. Citizens can call in to give information such as descriptions of suspects or vehicles.

Pharr PAL Program

The Pharr Police Athletic League (PAL) is a very active youth crime prevention program that promotes athletics and other recreational activities to encourage youth to make positive and healthy choices about their life. PAL brings youth together with police officers and other responsible adults with the purpose of creating a bond between the youth and law enforcement. The PAL program operates with seven full time employees, over 600 volunteers and within a \$700,000 budget. The four cornerstones of PAL are:

- Academic achievement
- Cultural awareness
- Artistic appreciation
- Athletic activities

Events are planned year round for children ages 3 to 18 with the majority being from low income families. Types of athletic activities offered are baseball, fishing tournaments, football, flag football, volleyball, basketball, soccer, rugby, wrestling, boxing and softball. In 2014, over 5,700 children participated in the 16 different programs allowing them many choices to be involved, stimulated and connected to positive role models.

Pharr Fire Department

The Pharr Fire Department was first established in 1922 as the Pharr Volunteer Fire Department. Today, it has 62 paid certified firefighters, 4 inspectors, and 4 fire marshals along with 10 volunteer firefighters. There are three fire stations in the City (see Figure 21: Pharr Fire Stations) fully equipped to fight fires and provide rescue operations. Besides fighting fires, the department has a multitude of community based programs, such as prevention block parties, which are held in the north, south and central parts of Pharr. They also have fire extinguisher classes for the elderly and have fire safety programs and presentations in which they send personnel, throughout the year, to all schools located in Pharr. In addition, the Pharr Fire Department is fully associated with a private ambulance service on a contract basis.

As the City increases in population and geography, the need for new fire stations and personnel will be paramount to providing quick and effective response to calls.

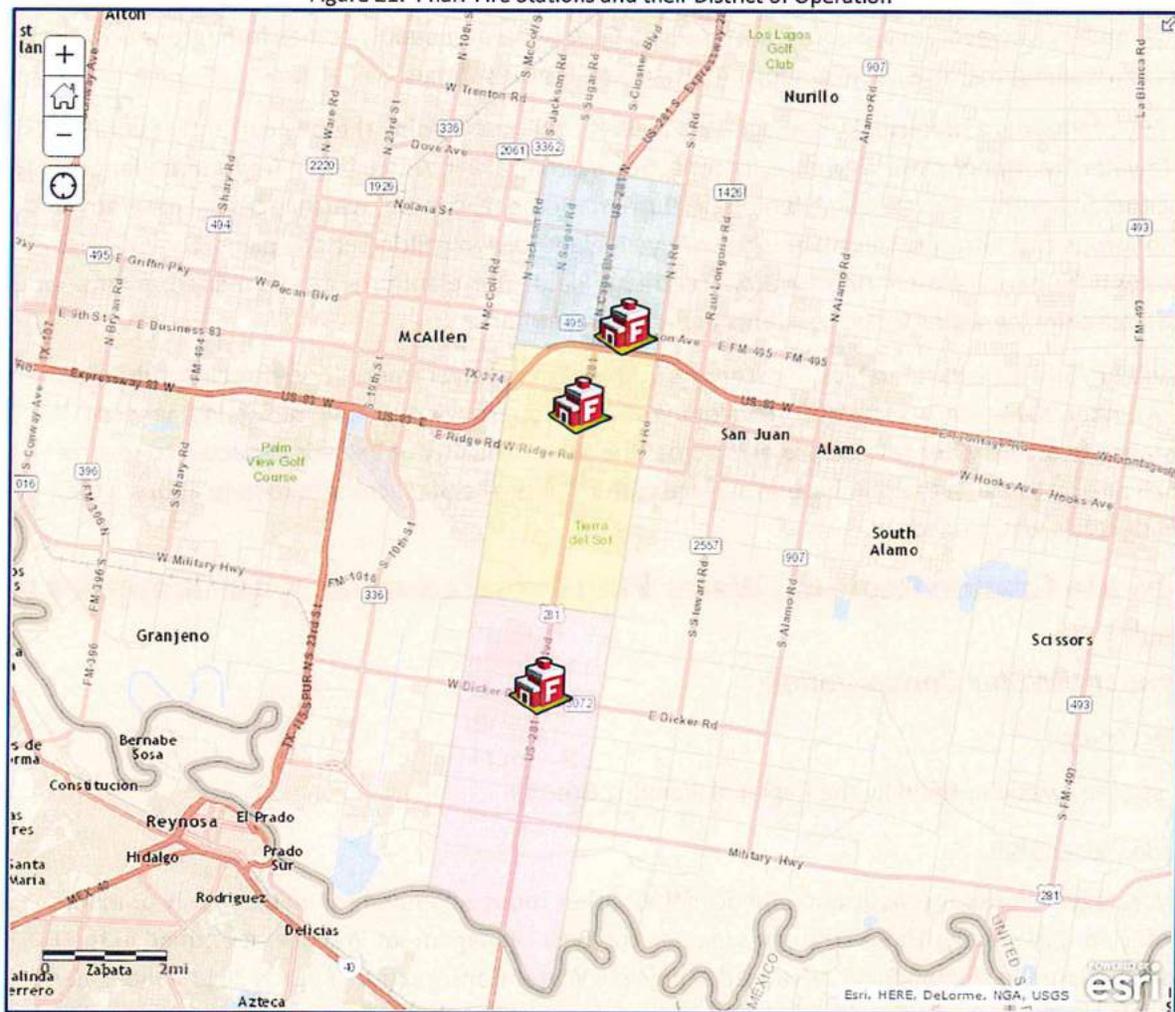
The Pharr Fire Department expanded its fire communications center through Firecomm. Firecomm's purpose is to reflect that of a regional communications center with the primary discipline of fire communications. While providing funding relief to the City of Pharr which already had an established fire communications center, Firecomm provides the City of McAllen Fire Department with its first truly dedicated fire communications center. This means the fire departments have their own high priority communications center like law enforcement communications.

Firecomm went live in June of 2012 making it the first and still currently the only operational regional communications center in the Rio Grande Valley (RGV) area. Firecomm is staffed with five communications officers and one communications supervisor covering 365/24/7 a year. Firecomm operates under a national certification from the National Academy of Emergency Dispatch (NAED) as Emergency Telecommunicators which are disciplined in three public safety fields of law enforcement, fire, and Emergency Medical Services. Firecomm also utilizes the NAED's Emergency Fire Dispatch protocols to ensure the highest level of customer service is being provided to the citizens it serves.

In January of 2014, Firecomm took on the small population but large geographical community of Linn San Manuel as its third community in which it serves. Firecomm is also the only Secondary Public Safety Answering Point (PSAP) in the Lower Rio Grande Valley Development Council's (LRGVDC) coverage area, allowing all 9-1-1 calls for fire to transfer seamlessly without compromising crucial data such as location and number information provided during 9-1-1 calls.

Since Firecomm's inception, faster dispatch times for fire related calls have been noticed, decreased transfer errors from primary PSAPS, faster transfers from primary PSAPS, and an increase in firefighter safety have been established. Firecomm's communications officers are trained in all disciplines of public safety communications. Because of this training and status of regional communications, Firecomm was chosen as the beta site for texting to 9-1-1 in the LRGVDC coverage area which encompasses Hidalgo and Willacy Counties. Firecomm's goals are to continue to be the first in the communications profession to push the bar and lead the Rio Grande Valley into the Next Generation of 9-1-1 and dispatching.

Figure 21: Pharr Fire Stations and their District of Operation



Source: City of Pharr Fire Department

WATER AND WASTEWATER

The availability of water has long been an issue to several geographic regions across the country, and the densely populated area of South Texas is no stranger to this. Water plays a vital role in the operation of every aspect of daily life from transport to the production of agricultural goods.

Over a decade ago, the leaders of Pharr sought to be preemptive in their stewardship of this resource and developed a master wastewater plan to identify, anticipate and overcome deficiencies in the current system. The sections of this plan focused on several factors with the most important being the change in population, which is projected to increase to 134,000 by the year 2050. This puts more strain on the land by increasing the use of land for all aspects including commercial, residential and agricultural. It is also important to consider the growth of the surrounding cities like McAllen, Edinburg, San Juan, and Alamo.

Pharr is located within Hidalgo County, which obtains water from both the Rio Grande River and the Gulf Coast Aquifer. However, only about 2% of Hidalgo County's water supply comes from ground water sources, meaning the other 98% is supplied by surface water sources.

The City of Pharr is a municipally managed wastewater utility, meaning the City currently operates its wastewater treatment plant as well as its collection system. Their Wastewater Treatment Plant (WWTP) is the first in South Texas to have a Biological Nutrient Removal system, which is critical in removing phosphorous and nitrates. This plant is currently an eight million gallon per day plant. The City also operates a "Superior Water" rated Water Treatment Plant. This plant provides 19 million gallons per day of potable drinking water to the residents and visitors of Pharr.

In addition, Strategic Partnerships, Inc. reports in their Texas Government Insider online publication that in November 2014, the Texas Water Development Board approved over \$98 million in financial assistance to aid in water related projects across the State. The City of Pharr is expected to receive \$3.525 million to aid in the purchase of surface water rights of 1,500 acre feet to help address the growing City's water needs.

2016 Rio Grande Regional Water Plan Project Summary (as it applies to Pharr)

Advanced Water Conservation

Project Source

This strategy was identified by the Regional Planning Group.

Project Description

This strategy includes methods and practices that either reduce demand for water supply or increase the efficiency of supply. These strategies include the Best Management Practices identified in the BMP Guide discussed in section 5.2.5 Advanced Municipal Water Conservation. Pharr's 2011 gallons per capita daily (GPCD) was estimated at 108, and therefore the conservation water management strategy (WMS) includes a 0.5% annual reduction in municipal use through the planning horizon.

Available Supply

The amount of water conserved with this strategy was calculated using the Unified Costing Model and is based on the conservation goal, rate to achieve that goal, and population and water demand projections.

Environmental Issues

There are no known environmental issues associated with this strategy, only benefits due to water and energy savings from conservation.

Engineering and Costing

Costs for this strategy were calculated using the gallons per capita per day (GPCD) estimated for each municipality. Because the base year GPCD was below 140, the rate was set to 0.5% reduction per year, with a minimum value of 60 GPCD. The Unified Cost Model (UCM) Advanced Water Conservation tool was used to estimate the annual costs and savings. A more detailed explanation of the methodology can be found in Section 2.5.5 Advanced Water Conservation.

Table 20: Pharr Advanced Water Conservation Cost and Yield Project

Year	2020	2030	2040	2050	2060	2070
Yield (acre-ft./year)	0	0	167	848	1,777	2,884
Total Annual Cost	0	0	\$113,704	\$577,394	\$1,209,863	\$1,963,795
Unit Cost (\$/1,000 gallons)	0	0	\$2.00	\$2.00	\$2.00	\$2.00

Source: Rio Grande Water Plan Project Summary

Implementation Issues

No major implementation issues are anticipated for this strategy; however, this strategy is largely dependent on public knowledge and participation.

Raw Water Reservoir Augmentation (Potable Reuse)

Project Source

This strategy was submitted by the City of Pharr to the Regional Planning Group.

Description

This water management strategy is to augment the City of Pharr's raw water supply with reuse water. A portion of the wastewater treatment plant effluent would be treated to near drinking water standards, stored in a buffering pond, and then pumped to a raw water storage pond where it would mix with raw Rio Grande water supplied by Hidalgo County Irrigation District No. 2.

This strategy was presented to and approved by Texas Water Development Board (TWDB) in a Water Reuse Priority and Implementation Plan Report, prepared in September 2011.

Available Supply

The current plant flow of the City of Pharr wastewater treatment plant is 6 millions of gallons per day (MGD). This project would use 4 MGD of that flow initially and an additional 2 MGD is anticipated to be available in the near future. The total available supply for this strategy is 6 MGD, or 6,721 acre-ft./year.

Environmental Issues

Potential environment impacts may be seen due to lower effluent flows to the discharge streams. These impacts could include:

- Decreases to the stream flow/level
- Change in the water quality by reducing the organic levels

- Effects to fish and wildlife that inhabit the streams

Additionally, temporary environmental impacts may be seen during construction activities, such as increased air and noise pollution. However, these effects are typical of any construction project.

Engineering and Costing

The components of this project include an advanced reclaimed water treatment plant, storage pond, and pump station to be construction next to the existing wastewater treatment plant on City owned land. A pipeline is also required to convey the reclaimed water to the raw water storage pond near the water treatment plant. The advanced treatment plant will consist of membrane filtration, reverse osmosis, and UV disinfection. Concentrate disposal from the treatment processes would be discharged to the Arroyo Colorado, with the traditional wastewater treatment plant (WWTP) discharge. It is assumed that the construction period would be 2.5 years.

Table 22 outlines the estimated project requirements used to develop the cost estimate. Treatment Level 3 (new) was used on the Unified Costing Model spreadsheet to estimate the costs for addition of the advanced treatment facilities. The total costs for this option are presented in Table 23.

Table 21: Pharr Raw Water Augmentation Project Requirements

Facility	Description
Available Project Yield	6 MGD
Pump Station	244 HP
Pipeline	20-inch; 13,200 LF
Storage	14 MG
Treatment Upgrade	Level 3

Source: Rio Grande Water Plan Project Summary

Table 22: Total Costs for Projects

Year	2020	2030	2040	2050	2060	2070
Yield (acre-ft./year)	6,721	6,721	6,721	6,721	6,721	6,721
Capital Cost	\$38,422,000	0	0	0	0	0
O&M Cost	\$2,287,000	\$2,287,000	\$2,287,000	\$2,287,000	\$2,287,000	\$2,287,000
Total Annual Cost\$	\$5,425,000	\$5,425,000	\$2,287,000	\$2,287,000	\$2,287,000	\$2,287,000
Unit Cost (\$/1,000 gallons)	\$2.48	\$2.48	\$1.04	\$1.04	\$1.04	\$1.04

Source: Rio Grande Water Plan Project Summary

Implementation Issues

Final design of the indirect potable reuse project would require approval by Texas Commission on Environmental Quality (TCEQ). Any requirements developed by TCEQ for potable reuse by the time this project is constructed would need to be met. Construction of the new pipeline may also include any of the following permits: U.S. Army Corps of Engineers Section 404 permit, Texas Parks and Wildlife Department (TPWD) Sand, Shell, Gravel and Marl permit, Texas Pollutant Discharge Elimination Systems (TPDES) Storm Water Pollution Prevention Plan, TXDOT right-of-way permit. Additionally, local public opinion of potable reuse would have to be taken into account and a public relations campaign may be required.

Rio Grande Regional Water Authority Regional Brackish Desalination Plant

Project Source

This strategy was submitted to the Regional Planning Group by the Consultant working on the Rio Grande Regional Water Authority (RGRWA) Lower Rio Grande Valley Regional Water Supply Project.

Project Description

The RGRWA Lower Rio Grande Valley Regional Water Supply Project is looking at options for regional solutions to supply additional water to the Lower Rio Grande Valley. Although this project is not complete, preliminary investigations and previous studies performed for the region indicate that a Regional Brackish Desalination Project is a viable solution. The project would consist of three brackish groundwater desalination facilities that would each serve a different group of municipalities within the region. Pharr is located within Group 1 for this project.

Available Supply

The first phase of the Regional Brackish Desalination Project would provide Pharr with 6,700 acre-ft./year in 2020 and Phase II would provide 9,000 acre-ft./year in 2040, based on the recommendations of the Bureau of Reclamation Lower Rio Grande Basin Study.

Environmental Issues

The primary environmental issue associated with brackish groundwater supply is the disposal of concentrate. It is assumed that the concentrate will be disposed of via surface water discharge, however a specific location and total dissolved solids (TDS) limits will need to be determined during preliminary design.

Engineering and Costing

Preliminary engineering and costs for this strategy are based on the recommendations of the Bureau of Reclamation Lower Rio Grande Basin Study, which is one of the studies that the RGRWA Lower Rio Grande Valley Regional Water Supply Project is building from.

Table 24 presents the cost and yield projections for Group 1 of this project. It is important to note that the Capital Cost, Operating & Maintenance (O&M) Cost, and Total Annual Cost are for the entire Group and the Yield is only the amount supplied to Pharr.

Table 23: Pharr RGRWA Regional Brackish Desalination Project – Group 1 Cost and Yield Projections

Year	2020	2030	2040	2050	2060	2070
Yield (acre-ft./year)	6,700	6,700	9,000	9,000	9,000	9,000
Capital Cost	\$358,614,000	0	\$100,295,000	0	0	0
O&M Cost	\$25,394,000	\$25,394,000	\$34,169,000	\$34,169,000	\$34,169,000	\$34,169,000
Total Annual Cost\$	\$55,403,000	\$55,403,000	\$42,562,000	\$42,562,000	\$34,169,000	\$34,169,000
Unit Cost (\$/1,000 gallons)	\$3.30	\$3.30	\$1.86	\$1.86	\$1.49	\$1.49

Source: Rio Grande Water Plan Project Summary

Implementation Issues

No major implementation issues are expected for this strategy. Approval for additional concentrate disposal will be needed from TCEQ. Construction of the new facility and piping may also include purchase of land and a TXDOT right-of-way permit.

Expand Existing Groundwater Supply

Project Source

This strategy was recommended in the 2011 Regional Water Plan.

Description

This strategy is to provide additional supply to Pharr with the installation of additional groundwater wells, however the City does not currently have any groundwater wells.

Non-potable Reuse

Project Source

This strategy was recommended in the 2011 Regional Water Plan.

Description

This strategy is to use treated wastewater effluent for non-potable reuse. Pharr currently uses 5.0 MGD of non-potable reuse and they have submitted a strategy for additional wastewater treatment plant effluent to be used to potable reuse.

GOALS, OBJECTIVES, ACTIONS – COMMUNITY FACILITIES AND SERVICES

Goal – Community Facilities and Services

To provide a broad range of community services, safety initiatives, and recreational facilities for the residents and visitors of the City of Pharr.

Objective A: Maintain and enhance sports facilities, community event centers, and library facilities.

Action 1: Encourage community support and feedback on use and expansion of services and facilities.

Action 2: Address the growing youth sector with sports programs and value-added educational services at the community's library.

Action 3: Continue and consider increasing the number of swim meets/competitions hosted at the Pharr Aquatic Center to capitalize on mounting interest by all ages.

Action 4: Maintain a strong maintenance and upgrade of all community-wide service facilities.

Action 5: Support the plans to increase events at the Boggus Ford Event Center.

Objective B: Continue provision of public safety services to ensure an efficient and safe community.

Action 1: Maintain high standards and ongoing training in all sectors of the community's law enforcement and first responders.

Action 2: Continue active crime prevention programs, such as CAPE, PAL and community based programs.

Action 3: Inform and educate the community on the role and dedication of law enforcement, fire, and EMS services.

Action 4: Begin evaluation to locate new fire stations, police substations, libraries and other community facilities in the proposed Extra-Territorial Jurisdiction annexation area.

Objective C: Efficient and effective delivery of water and wastewater infrastructure to facilitate continued growth.

Action 1: Review and update all plans for expansion of water and wastewater services.

Action 2: Upgrade and actively maintain existing water system infrastructure.

Action 3: Review all options to expand and ensure adequate freshwater supply and infrastructure needs to address the future growth of the City.

This Page Intentionally Left Blank

PARKS AND OPEN SPACE

PLANNING CONSIDERATIONS

Parks and open space improve the livability of a community and contribute to the quality of life for residents. Careful attention should be paid to the expansion of the park system as the population increases. Open space is a defining characteristic of a desirable community and can promote economic growth and increase the attractiveness of a community for existing and future residents.

The purpose of this chapter is to assess park and open space needs over the next 10 years and identify strategic ways to protect and enhance the existing and future parkland with limited land remaining.

SUMMARY OF PARKS MASTER PLAN 2008

Parks and open space are an important aspect of the quality of life in Pharr. The City has several parks and more are being considered to ensure that new growth also brings new parks. The Comprehensive Parks Master Plan Update of 2008 adopted the same goals as the Comprehensive Parks Master Plan of 2000.

Pharr contains 10 parks and recreation complexes, including the Victor Garcia Municipal Park featuring a walking trail, multi-purpose gazebo, playground equipment and barbeque facilities. This park is over seven acres in size and has many trees and tropical landscaping. The Memorial Park pays tribute to the many war veterans. The City also maintains a sports complex and a tennis complex. In addition, the Parks Department offers numerous summer, fall and holiday activities.

Pharr has 57 acres of parks, and based upon current standards it would require over 300 acres of parks and recreation. However, the City is already developed and has little room for park expansion within its current City limits.

Land under City ownership could be used for parks, but the City will have to be more proactive in addressing park needs and acquiring more park sites. Purchase or donation of land should be actively pursued.

Projects and Prioritization

2009 – 2013

1. Develop land for and develop citywide park for Park Zone 1 to include baseball fields, soccer fields, and trails.
2. Develop a neighborhood park in Park Zone 1 with area appropriate improvements (swings, benches, pavilion, sidewalks, etc.)
3. Work with a consultant to determine type and size of swimming pool that would best suit community.
4. Coordinate and create partnerships with the Boys' and Girls' Club for additional parks and recreation facilities in South Pharr.

2014 – 2018

1. Acquire and develop additional land adjacent to or near parks and schools when available.
2. Acquire land for neighborhood parks and / or pocket parks in appropriate areas when available and where development is occurring.

3. Develop relationships with commercial land owners to establish partnerships
4. Plan for a central open-air amphitheater that will host citywide cultural events and festivals.

2019 – 2023

1. Plan for a multi-use indoor facility that can also serve as a youth community.

Figure 22 shows a map of the existing parks and recreation facilities located in Pharr as per the Master Park Plan of 2008.

Parks and open space provide a place for relaxation, escape, and exercise. They also help build a sense of community and are a key to making places to live, visit, and work more attractive. They serve as places to improve health and well-being and prevent disease through physical activity, relaxation, and contemplation. The development of new and the protection of existing parks and open spaces offers lasting social, cultural, and environmental benefits for the people of Pharr.

The City will expand its acreage of parks and open spaces with the annexation of the 130 acres associated with the Fair Grounds and the 2,066 acres in the Santa Ana Wildlife Refuge. Both of these areas will provide much more space for exercise, relaxation and family time. Currently, the parkland and open space ratio is 11.8 acres per 1,000 population. This additional parkland acreage will bring the City to 37.4 acres of parkland and open spaces per 1,000 population which exceeds the national average of 12.9.

Figure 22: Existing Pharr Parks and Recreation Facilities



Source: City of Pharr Comprehensive Parks Master Plan 2008

REGIONAL LINEAR PARK PROJECT

The Regional Linear Park Project will provide enhanced connectivity for pedestrian traffic between the cities of San Juan, Pharr and McAllen, making it one of the biggest regional projects in the history of the Rio Grande Valley. When completed, the trail will connect the hike and bike trail system from San Juan all the way to the University of Texas Rio Grande Valley site in McAllen. The trail will be between 7.5 and 8.8 miles long with over 70% of it being in Pharr as per Proposed Option 4, Attachment III, Regional Linear Park Project. Final determination of the exact route will be determined upon completion of an assessment required by the National Environmental Policy Act.

The Regional Linear Park Project is possible due to an Interlocal Cooperative Agreement between the Hidalgo County Metropolitan Planning Organization, Hidalgo County, and the cities of Pharr, San Juan and McAllen. These entities, in addition to funds from the Texas Department of Transportation, will pay for the project which is divided into three phases and set to begin development when all assessments and public involvement have been completed in Phase I. Complementing the trail, there will be landscaping, parking lots, lighting, security cameras, call boxes, wireless internet, water fountains and outdoor exercise equipment.

GOALS, OBJECTIVES, ACTIONS – PARKS AND OPEN SPACES

Goal – Parks and Open Spaces

Enhance and expand parks, recreation facilities and open spaces to meet the needs of Pharr residents for opportunities to experience the outdoors and to enhance the overall image and character of the community.

Objective A: Improve and expand the Pharr Parks System.

Action 1: Improve existing or create new playing fields/sports complex which would better serve the needs of the local and regional recreational organizations and use as a revenue source for the City.

Action 2: Implement the terms of the Interlocal Agreement between the Hidalgo County Metropolitan Planning Organization, Hidalgo County and Cities of Pharr, San Juan and McAllen concerning the Regional Linear Park Project.

Action 3: Renovate and expand recreation facilities and programming to better meet the needs of the community, including services for Pharr's youth and seniors.

Please see Attachment IV: Comprehensive Parks Master Plan Update Goals & Objectives 2008 for more goals and objectives directly related to parks and open spaces.

This Page Intentionally Left Blank

SWOT

A Strengths, Weaknesses, Opportunities, and Threats analysis (SWOT) of the City of Pharr was conducted in November and included representatives from a cross section of local business, civic, and elected officials. The SWOT assessment serves as a vital indicator and baseline for developing a strategic plan for the future and gauge to focus on the challenges and opportunities facing the community and region. This was done at a stakeholder meeting with a free flowing discussion session focusing on key issues, areas for growth, and job creation.

This activity is divided into four sectors to assess the Strengths, Opportunities, Weaknesses, and Threats facing both the public and private sectors. Much of the concerns are based on the impact of the dynamic growth across the region. High on the list are concerns for water availability as the City continues to grow, border regulations on trade and crossings, the need for infrastructure to handle the growing congestion, non-competitive wages, and a lack of regionalism.

Maintaining an active dialog with the adjacent communities is of paramount importance to ensure and capitalize on the coordination of infrastructure and transportation enhancement while the entire region is experiencing rapid growth. Additionally, working with local school districts and area community and technical colleges to expand technical, vocational, and specialized training will close the non-competitive wage gap and provide a more robust workforce in the community.

The geographic location of Pharr is on one hand a boon to the City and region with the strategic advantage of the Pharr International Bridge. However, The City has limited room for growth and expansion. Development and adoption of an annexation plan and strategy to incorporate the pending Extra-Territorial Jurisdiction (ETJ) area and a diversified land use plan will maximize both the development of commercial services near the Pharr Bridge as well as a wide-range of housing options to facilitate the continued growth.

The Opportunities and Strengths of the community far outweigh the challenges. The City should develop a robust branding campaign to highlight the strategic location of Pharr as both a destination for tourists, retail and hotel expansion, as well as a leading international port-of-entry. The Pharr International Bridge is a critical strategic advantage to the community and region.

The Pharr International Bridge is a critical strategic advantage to the community and region.

Continued dialog with state, federal, and international agencies will insure smooth operations and expansion of trade via the bridge and bodes well for value-added commercial growth and revenue for the City of Pharr. An opportunity arising from the international bridge is the continued development and application for a designated Foreign Trade Zone (FTZ) for the commercial area adjacent to the Pharr International Bridge.

This SWOT finds Pharr well positioned to benefit as the economic climate continues to improve. Pharr is a family-friendly, welcoming community with a strong sense of pride, whose recent and future growth will catapult them to meet their full potential making them “the” community of choice to raise a family and build a full life.

SWOT ANALYSIS FOR PHARR, TEXAS

NOVEMBER 2015



IMPLEMENTATION & ADMINISTRATION

The City of Pharr's Comprehensive Plan is a long-range policy document intended to guide the decisions of the City's leadership, including the Mayor and City Commission, the Planning and Zoning Commission, and department representatives from across the City of Pharr. The Comprehensive Plan is the guiding policy document for the decisions made on behalf of the community over time. The planning horizon is approximately 10 years, and so community leaders must remain committed over the long term with decisions that further the goals and vision of the residents of the City of Pharr.

The purpose of this chapter is to lay out a framework for implementation. This chapter includes a description of the roles and responsibilities of implementation of the Plan and establishes a process for annual review and periodic evaluation of the Plan. Key stakeholders, including Pharr residents and business owners, landowners and developers, and other influential civic groups or organizations must be re-engaged throughout the implementation of the City's Comprehensive Plan. Public involvement may include advisory committees, public community meetings, open houses, and other public forums.

The Plan's recommendations must be integrated into City policies, programs, and daily operations, including development, project management and administration, regulation and enforcement, and provision of utilities, facilities, and/or services. The Plan must also be used in conjunction with the plans and programs of the Lower Rio Grande Valley, Hidalgo County, and the surrounding municipalities and school districts.

PLAN IMPLEMENTATION METHODS

The Comprehensive Plan should be continually consulted to ensure that decisions that are made further the goals and strategies of the Plan. There are several specific ways in which the Comprehensive plan should be implemented, including the creation of small area action plans, zoning regulation, subdivision regulation, Capital Improvements Programming (CIP), Extra-Territorial Jurisdiction (ETJ) and annexation.

DEVELOPMENT REGULATIONS

Action Plans

The Comprehensive Plan is a bird's eye view of the City of Pharr. Engaging residents and stakeholders at this level is often difficult. Through a separate small area action planning process, residents can more directly affect the future of the area where they live and work. Small area action plans are focused action plans for targeted areas of the community and may include neighborhood, corridor, district, or downtown plans. These plans build on the vision and strategies adopted during the comprehensive planning process, putting them into action on a smaller scale. Small area action plans are adopted as amendments to the City's Comprehensive Plan and are an implementation tool of the Plan.

Zoning Regulation

If done in compliance with the Comprehensive Plan, zoning can be one of the most effective implementation tools. Zoning most directly affects the built environment and physical form of the City and can create or alleviate compatibility issues between uses. Existing zoning districts should be evaluated to ensure that they are consistent with the goals and strategies of the Comprehensive Plan. Individual rezoning applications should be reviewed for consistency with the Future Land Use Map and the strategies contained in the Comprehensive Plan before land is rezoned.

Subdivision Regulation

The purpose of subdivision regulations is to ensure that land being prepared for sale or development has adequate streets, utilities, and drainage. Subdivision regulations protect the public from purchasing properties with inadequate provision of utilities or without emergency access. The subdivision review process also ensures that public improvements meet the City of Pharr's standards prior to being dedicated to the public. In Texas, cities have the authority to extend subdivision standards into their ETJ to ensure that as areas are annexed, they do not become a liability to the City.

CAPITAL IMPROVEMENTS PROGRAM (CIP)

A capital improvements program is used to allocate money for major city expenditures and prioritize public investments needed to accommodate new growth, redevelopment, and ensure continued success of existing neighborhoods and commercial/business corridors. A CIP is generally a five year plan for infrastructure improvements that is reevaluated and reviewed each year to ensure money is allocated in priority areas and for priority projects. Through the CIP, Pharr can ensure a more efficient provision of services. Projects included in the City's CIP should be consistent with the goals and strategies of the Comprehensive Plan and should strategically guide growth and development. CIP is the primary funding tool of the Comprehensive Plan.

EXTRA-TERRITORIAL JURISDICTION (ETJ) AND ANNEXATION

The City should exercise its limited development controls in the ETJ to ensure adequate infrastructure in developed areas as they are annexed in the future. Requiring adequate fire flows, potable water and wastewater infrastructure may help Pharr influence the timing, pattern, and quality of development in the ETJ – the gateway to the City. Through annexation, the City is also able to control land use and site development standards. Benefits of annexation may include land use controls, additional area for future growth, alleviate health or life safety concerns through application of building and fire codes, and increased property/sales tax. A careful cost-benefit analysis should be done when considering annexation.

ANNUAL PLAN REVIEW

Pharr's Comprehensive Plan should be monitored to ensure that the goals of the Comprehensive Plan are relevant over time. The Plan is a living document that should be consistently reviewed and potentially amended to reflect changing desires of stakeholders and changing conditions of the community.

City staff should prepare an annual evaluation of the effectiveness of the Plan, including implementation efforts over the previous year, consistency of decisions made, needed amendments to City ordinances and regulations, challenges in Plan implementation, and recommended amendments to the City's Comprehensive Plan. This annual evaluation should be presented to the Planning and Zoning Commission and City Commission in a public forum for their review and acceptance. During this annual evaluation, an action plan should be established for Plan implementation over the upcoming year.

FIVE-YEAR PLAN EVALUATION

Upon the five-year anniversary of the adoption of the City's Comprehensive Plan, Pharr's leadership should re-engage the stakeholders to assess the City's progress in the implementation of the Plan. At this time, demographic shifts and trends, original assumptions, current state of the economy, and

changes in City circumstances should be evaluated and needed Comprehensive Plan amendments should be recommended to the Planning and Zoning Commission and the City Commission.

Keeping the Plan current and responsive to current needs of the City of Pharr and its residents is crucial to the long-term success and implementation of the Pharr Comprehensive Plan.

This Page Intentionally Left Blank

APPENDIX

<http://quickfacts.census.gov/qfd/states/48/4857200.html>

<http://www.sitesontexas.com>

<http://www.twc.state.tx.us>

<http://www.wfsolutions.org>

Pharr Comprehensive Annual Financial Report 2014

<http://www.utpa.edu/about/overview/>

http://www.bls.gov/emp/ep_table_301.htm

<http://www.nerdwallet.com/blog/cities/economics/best-cities-women-workforce-2/>

<http://www.legis.state.tx.us/tlodocs/83R/billtext/html/HB00474F.htm>

<http://www.mcallenairport.com/>

<http://www.flythevalley.com/>

<http://www.flybrownsville.com/index.php>

<http://pharr-tx.gov/bridge/parques-industriales/>

<http://pharr-tx.gov/bridge/parques-industriales/>

http://www.capotecrossing.com/about_us.html

<http://www.loopnet.com/Listing/15219726/Jackson-Las-Milpas-Pharr-TX/>

<http://pharr-tx.gov/bridge/parques-industriales/>

<http://www.tshaonline.org/handbook/online/articles/hch14>

<http://www.riovalleyswitching.com/index.php?page=main>

City of Pharr Wastewater Master Plan

<http://pharr-tx.gov/departments/public-utilities/wastewater/>

<http://pharr-tx.gov/departments/public-utilities/water/>

<http://pharr-tx.gov/2012/08/15/pharr-memorial-library/>

<http://pharrkids.org/About-Us>

<http://pharrcommunitytheater.weebly.com/history.html>

<http://www.txcip.org/>

<http://pharr-tx.gov/2012/08/15/pharr-memorial-library/>

<https://www.dshs.state.tx.us/>

<http://www.bestplaces.net/housing/City/Texas/pharr>

Texas Department of Housing and Community Affairs

<http://www.homesandland.com?for-Sale/Pharr,TX/housing-market/>

http://affordablehousingonline.com/housing-authority/Texas/Pharr-Housing_authority/TX

<http://pharr-tx.gov/departments/community-development-division/>

<http://www.lrgvdc.org/valleymetro>

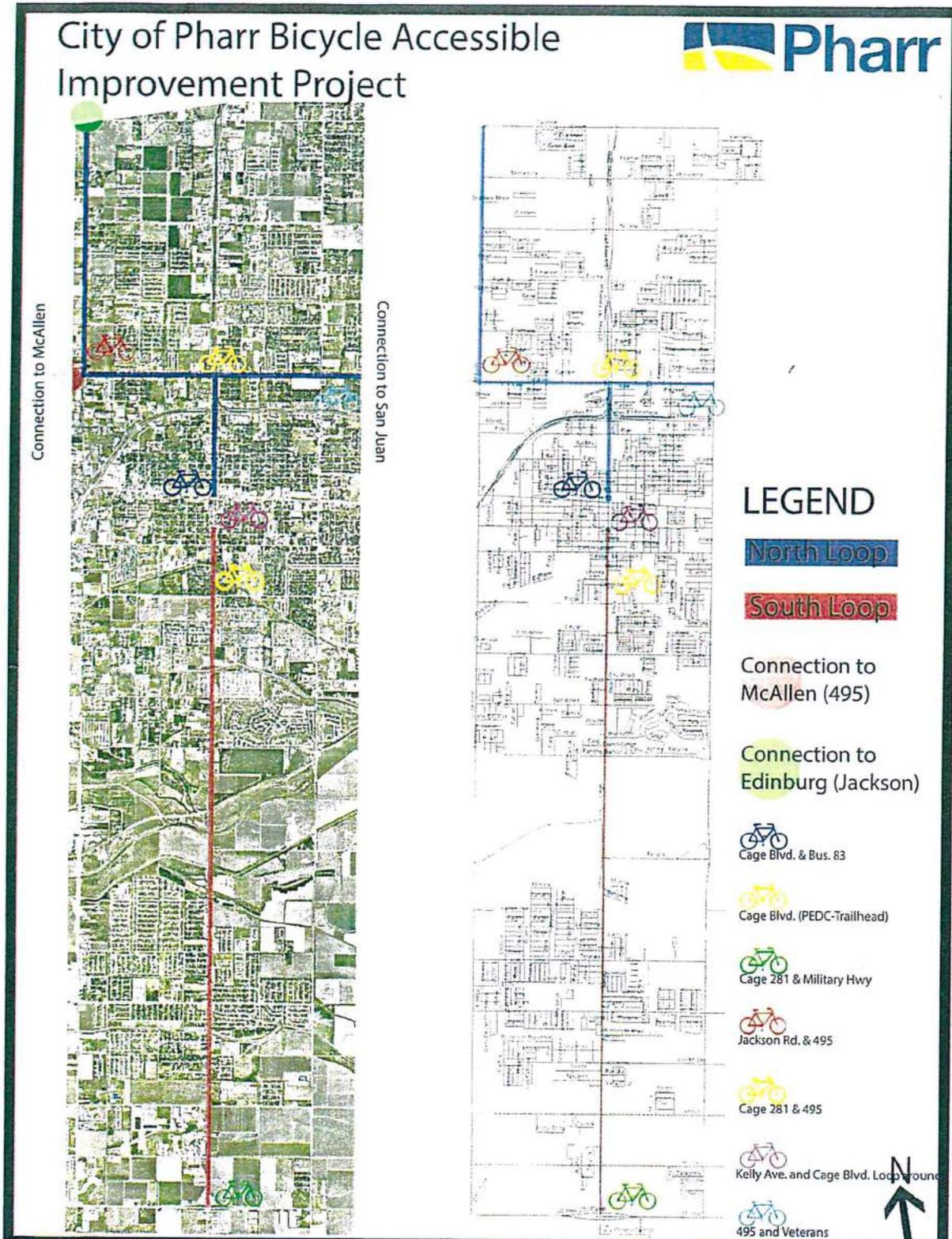
<http://www.hcrma.net>

ATTACHMENTS

Attachment I	City of Pharr Bicycle Accessible Improvement Project Map
Attachment II	Pharr Economic Development Strategic Plan Action Plan, February 2015
Attachment III	Regional Linear Park Project, Option 4
Attachment IV	Comprehensive Parks Master Plan Update Goals & Objectives 2008

This Page Intentionally Left Blank

ATTACHMENT I - CITY OF PHARR BICYCLE ACCESSIBLE IMPROVEMENT PROJECT MAP



This Page Intentionally Left Blank

ATTACHMENT II - PHARR ECONOMIC DEVELOPMENT STRATEGIC PLAN ACTION PLAN, FEBRUARY 2015

Attachment V: Pharr Economic Development Strategic Plan Action Plan

Pharr's Economic Development Action Plan

It is clear from workshops and feedback that Pharr has the leadership, vision and will to promote itself, leverage its many strengths and create a more prosperous economy while preserving its core values. As a result, maintaining open communication and transparent governance are of paramount importance in order for the community to progress.

The Pharr Economic Development Strategic Plan culminates with this Action Plan that is developed to lead, excite and unite residents, leaders and businesses to aggressively promote and build upon the many natural and acquired assets present in Pharr.

- I. ***Guiding Principle: Pharr leaders are the catalysts that create regional unity and prosperity.***

GOAL: A. Attainment and execution of a unified regional perspective and an international vision.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Responses are timely to requests for information	Pharr EDC	Some response is initiated within 2 days of receipt	2 nd quarter 2015
A2. Conduct regular meetings with sister cities	City of Pharr Pharr EDC	<ul style="list-style-type: none"> Schedule of regular meetings developed Meetings held 	4 th quarter 2015
A3. Build and extend collaborations within the region; preparing for a metroplex	City of Pharr Pharr EDC	Collaborations with sister cities established	2 nd quarter 2016
A4. Increase communication with citizens to keep them informed of city/county/regional activities	City of Pharr Pharr EDC	Communications online and/or published include citizens of sister cities	4 th quarter 2016
A5. Establish a Leadership Lower Rio Grande Valley program, including a youth component	City of Pharr Pharr EDC	Program established for adults and youth	1 st quarter 2017

II. Guiding Principle: A comprehensive and proactive quality of life program strengthens the health, comfort and happiness experienced by citizens, visitors and businesses in Pharr.

GOAL: A. Enhance the livability in Pharr in ways that make the community more attractive to citizens and families of all ages.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Involve young adults in Pharr development plans to foster a connection with the community	City of Pharr ISDs in Pharr	Young adults are on committees and involved in planning	4 th quarter 2015
A2. Develop a master plan for residential areas in efforts to attract families, safe and secure neighborhoods	City of Pharr	Master Plan developed and adopted	1 st quarter 2017
A3. Create a data base to identify and match volunteer opportunities for volunteers of all ages	Silver Ribbon Organization	<ul style="list-style-type: none"> • Data base established • Citizens are aware it exists 	1 st quarter 2018
A4. Plan for an Elder Ready Community - sidewalks for motorized chairs, walking to stores; health services, benches to rest	City of Pharr	<ul style="list-style-type: none"> • Plan created • Plan executed 	1 st quarter 2018
A5. Promote a philanthropic support system (businesses and old families) that build/maintain parks, museum, memorials throughout the city	City of Pharr	Proposal developed and shared with community	2 nd quarter 2019
A6. Design and construct a pedestrian friendly downtown/retail area	Main Street Program	Plan is designed and adopted	2 nd quarter 2019

GOAL: B. Elevate Pharr's tourism opportunities to become the region's destination of choice for sports, outdoor and winter entertainment.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
B1. Increase hosting sports camps including ProSports camps	City of Pharr	Camps increase by 5% each year	2 nd quarter 2016
B2. Host events such as craft nights, square dancing, bingo, country dancing to engage visitors	City of Pharr	Events marketed and held	3 rd quarter 2016
B3. Build outside venue for entertainment - outdoor amphitheater playgrounds	City of Pharr	<ul style="list-style-type: none"> Plan developed and adopted Venue built 	3 rd quarter 2019
B4. Increase parks & recreational areas throughout the city with hike & bike trails; bird & butterfly watching	City of Pharr	<ul style="list-style-type: none"> Park space is increased Parks are accessible to citizens 	3 rd quarter 2020
B5. Continue development of a multi-sports complex	City of Pharr	Multi-sports complex is built	4 th quarter 2020

GOAL: C. Enhance Pharr transportation and infrastructure to meet the needs of citizens and employers.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C1. Increase code enforcement (enforcement and/or revisions to strengthen codes) so that unsightly businesses are cleaned up including their yards, no matter who owns it	City of Pharr	Decrease in unsightly businesses	4 th quarter 2015
C2. Repair streets in prime business areas	City of Pharr	Streets repaired	3 rd quarter 2016
C3. Enforce codes regarding signage along road ways and highway intersections	City of Pharr	Signage is attractive and organized	3 rd quarter 2016
C4. Improve the regional transportation system - interconnectivity with cities on both sides	Hidalgo County Regional Mobility Authority	<ul style="list-style-type: none"> Less congestion Decrease in accidents along highways 	2 nd quarter 2020

III. Guiding Principle: Employers are able to hire highly trained and productive employees.

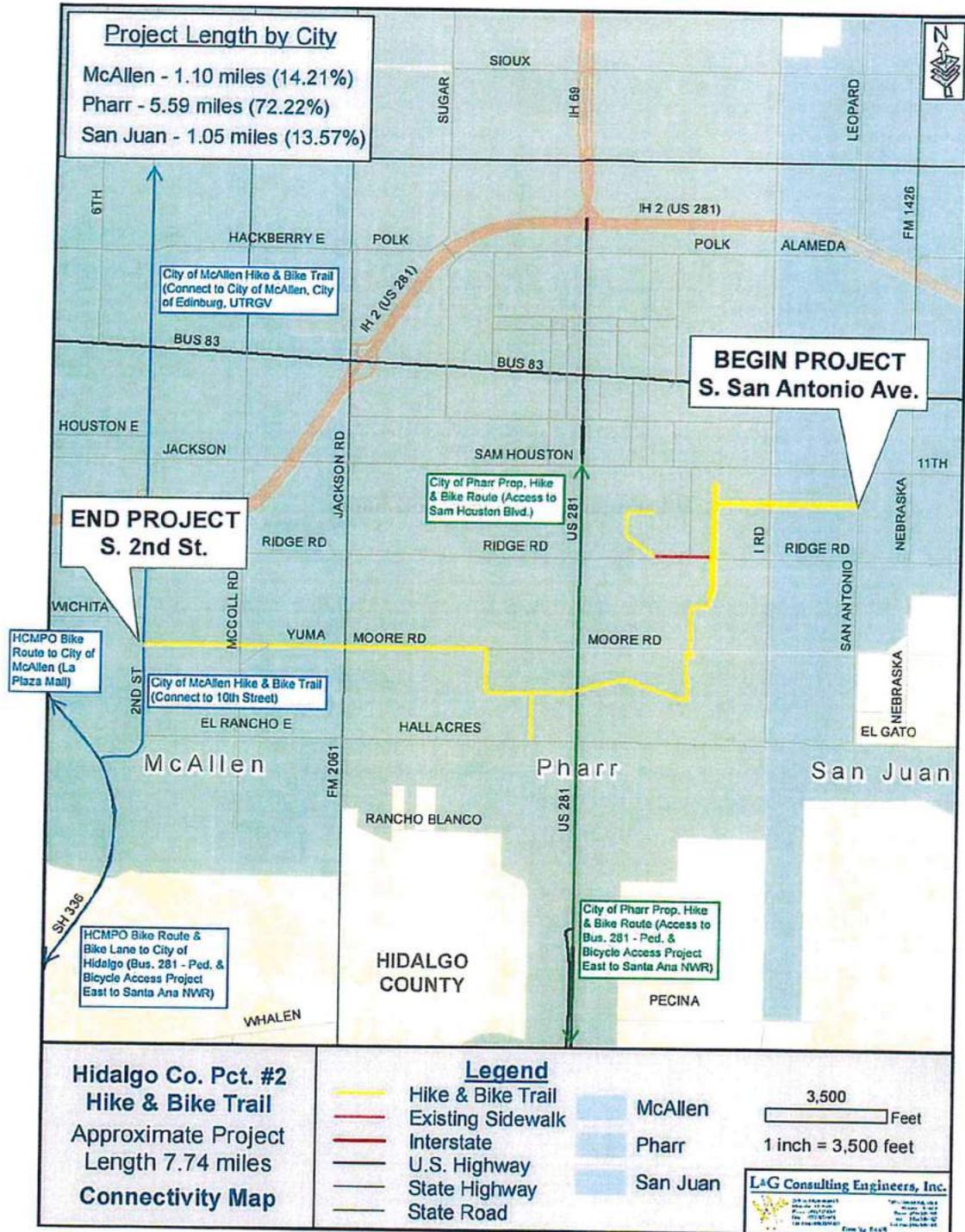
GOAL: A. Ensure that Pharr offers employers a qualified workforce well prepared to meet the needs of existing and future industry within the region.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
A1. Unify goals between workforce and economic development	Pharr EDC Lower Rio Grande Valley Workforce Solutions	<ul style="list-style-type: none"> Goals are established Regular meetings held 	1 st quarter 2016
A2. Promote programs that aim to increase attainment of degrees - high school, certificates, associates, bachelor's, graduate	Pharr EDC PSJA ISD Valley View ISD Hidalgo ISD	Increase in attainment of degrees	3 rd quarter 2016
A3. Establish a partnership with PSJA, Valley View and Hidalgo ISDs to help shape the future bond improvements and educational needs of Pharr	City of Pharr PSJA ISD Valley View ISD Hidalgo ISD	Bonds passed to improve school facilities	3 rd quarter 2017
A4. Support efforts to open a university in Pharr	City of Pharr Pharr EDC Lower Rio Grande Valley Workforce Solutions PSJA ISD Valley View ISD Hidalgo ISD	Plans underway for opening a university in Pharr	3 rd quarter 2018
A5. Sponsor workforce development activities for youth and adults including workforce training facility	Pharr EDC Lower Rio Grande Valley Workforce Solutions	<ul style="list-style-type: none"> Workforce training facility is accessible to adults and youth Adults and youth are attending training programs 	2 nd quarter 2019
A6. Restore/repurpose empty buildings as substations for innovation of learning/incubators	Pharr EDC	<ul style="list-style-type: none"> Empty building are identified and mapped Needs assessment done on buildings Restoration plan developed as occupants are found 	4 th quarter 2020

GOAL: B. Expand and diversify the economic base through targeted industrial development.			
LEAD ENTITY	LEAD ENTITY	MEASURE OF SUCCESS	START
B1. Review ETJ and current annexing strategy (options & opportunities)	City of Pharr	ETJ areas reviewed and considered for annexation	1 st quarter 2016
B2. Encourage attraction of light manufacturing and assembly to the region	Pharr EDC City of Pharr	<ul style="list-style-type: none"> Recruitment strategy developed Increase in manufacturing facilities 	3 rd quarter 2016
B3. Evaluate opportunities for development north of Nolana/Jackson Corridor - homes, stores, restaurants	City of Pharr	Plan documented to develop area	1 st quarter 2018
B4. Consider and improve coordination with the railroad to enhance logistics of commercial business	City of Pharr Hidalgo County Regional Mobility Authority	<ul style="list-style-type: none"> Meetings with railroad conducted Businesses feel logistics are improved 	1 st quarter 2019
B5. Creation of a Maintenance, Repair and Overhaul (MRO) Airport (like Alliance)	City of Pharr	Feasibility Study conducted to assess cost/benefit of MRO	4 th quarter 2020

GOAL: C. Engage and support Pharr's existing businesses through programs and services that foster healthy businesses and encourage growth.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
C1. Complete rollout of Pharr.Biz - businesses feel more united and involved, help each other, and plan to expand	Pharr EDC	<ul style="list-style-type: none"> Annual evaluation of Pharr.Biz completed Increase over the year in number of members 	4 th quarter 2015
C2. Support expansion/attraction of more restaurants including those that are open late at night	Pharr EDC	Business recruitment strategy developed	3 rd quarter 2016
C3. Downtown niche is identified and cultivated	Pharr EDC City of Pharr Main Street Program	Business strategy developed to market niche	4 th quarter 2018
C4. Continue downtown revitalization - more shops, bookstore, empty spaces filled	Main Street Program City of Pharr	Master Plan developed and adopted	2 nd quarter 2020

GOAL: D. Create the path of least resistance in bridge crossings to enhance cross border trade.			
ACTION STEPS	LEAD ENTITY	MEASURE OF SUCCESS	START
D1. Support plans that keep bridge congestion minimal so that a high level of efficiency in bridge crossing remains the goal	City of Pharr	Bridge crossing data reviewed and adjustments made to decrease congestion	3 rd quarter 2015
D2. Discuss joint economic development opportunities with neighboring city officials on both sides of the border	City of Pharr Pharr EDC	Meetings held and discussions documented	1 st quarter 2016
D3. Assist in expansion/attraction of stores that attract children - like FAO Swartz, children's bookstore, clothing, games - attracting Mexican families who visit	Pharr EDC	Business recruitment strategy developed	3 rd quarter 2016
D4. Explore opportunities for Foreign Direct Investment	City of Pharr	Cost/benefit analysis completed for FDI	1 st quarter 2018
D5. Establish of a stand-alone Foreign Trade Zone (FTZ)	City of Pharr	Cost/benefit analysis completed for FTZ	2 nd quarter 2019
D6. Co-sponsor a bi-national conference to focus on innovation-driven economic development and regional collaboration	Pharr EDC	Bi-national conference held	3 rd quarter 2019

ATTACHMENT III - REGIONAL LINEAR PARK PROJECT, OPTION 4



This Page Intentionally Left Blank

ATTACHMENT IV - COMPREHENSIVE PARKS MASTER PLAN UPDATE GOALS & OBJECTIVES 2008

Attachment VI: Goals & Objectives, Comprehensive Parks Master Plan Update, 2008



Goals and Objectives

Goals and objectives are the basis of the Pharr Comprehensive Parks Master Plan. They express the needs and desires of the community and reflect what the plan is intended to accomplish. They provide direction for future decisions for the park and recreation system for the entire jurisdiction of the City of Pharr.

Goals are broad statements of policy, which express the needs and priorities of the citizens. Goals allow a community with diverse backgrounds and interests to collectively agree on a common direction to achieve a desirable park, recreation and open space system. An important reason for establishing goals is to increase the awareness of citizens to the interests of the whole and to encourage communication and collaboration for future implementation.

Objectives are strategies used to accomplish the community's desires envisioned by the statement of goals. They are not actions or policies, but are means to achieve the goals. Objectives answer the question of "how" the goals are achieved.

The following are the goals and objectives for the Comprehensive Parks Master Plan for the City of Pharr developed by the Park and Recreation Committee. These are based on sound planning principles, and although developed for the 2000 Parks Master Plan, are still relevant today in planning for Pharr's future. Input from the Steering Committee as well as feedback from parks survey.

GOAL 1 *Provide a diverse blend of parks and recreation opportunities including neighborhood parks, community parks and trails, to adequately accommodate the current and future needs of the City's residents and visitors.*

Objective A Develop an even geographic distribution of parks and recreation facilities that will provide equitable opportunity activities and access for all citizens.

Objective B Assure equitable parks and recreation opportunities for all persons, especially low income, elderly and youth-at-risk citizens, recognizing the importance of accessible public facilities.

Objective C Meet the requirement for park acreage for the current and projected population in ten (10) years. Provide adequate areas for a wide range of active and passive recreation activities including baseball, softball, soccer, football, basketball, tennis, swimming, biking, bicycle motor-cross, in-line skating, shuffleboard, horseshoes, fishing, archery, picnicking, birding hiking and other popular activities.

Objective D Acquire or reserve land in identified future growth areas well in advance of ensuing development to ensure availability, protection and reasonable acquisition costs. Use, to a greater extent, the dedication of land and money in lieu of land option.

Objective E Establish policies and regulations regarding use and development of floodways, drainage ways, abandoned railroad corridors, abandoned power line easements, vacated alleys and other rights-of-way and easements.

GOAL 2 *Upgrade and expand existing active and passive recreation facilities without adversely affecting the quality of the adjacent residential neighborhoods and the park aesthetics.*

Objective A Assure that there are appropriate active and passive recreation facility needs within each of the City's parks. Identify existing opportunities and constraints to development within each of the neighborhood and community parks.

Objective B Develop an implementation program with a list of priority improvements for each of the current and future city facilities.

GOAL 3 *Maintain and operate the parks, recreation and open space system in a cost-effective manner.*

Objective A In yearly budgets, adequately fund the operations, facilities and programs provided by the Parks and Recreation Department

Objective B Establish a "Friends of the Park" program to solicit neighborhood involvement in maintaining and policing the public parks.

Objective C Provide a safe, clean and orderly environment for parks and recreation users, including a parks and recreation facility inspection program to identify improvement and maintenance needs.

Objective D Improve the maintenance of all parks and recreation areas and facilities by initiating preventative maintenance schedules and securing increased funding as necessary. Continue to utilize city crews for park maintenance and turf management services by increasing the manpower and equipment as additional facilities are developed.

Objective E Pursue Texas Recreation and Parks Account (TRPA) program funding administered by the Texas Parks and Wildlife Department as well as other grant and private funding.

Objective F Implement action items determined in the Pharr Comprehensive Trails Master Plan

GOAL 5 *Support and encourage the continuance of and development of recreation activities for youth and senior citizens.*

Objective A Continue to provide City-sponsored activities that provide opportunities for recreation and educational activities at city owned community centers. These programs should be encouraged and expanded.

GOAL 6 *Promote the conservation of natural resources through park and recreation land acquisition, open space preservation and environmentally sensitive planning. Preserve unique natural open spaces and important*

habitats for endangered species of plants and wildlife.

Objective A Identify and acquire existing natural resources which warrant protection, conservation and/or enhancement: provides habitats for endangered species or provides natural open spaces suitable for parks, recreation and both environmental and historical preservation of sites.

Objective B Encourage the preservation of open space by individuals, corporations, non-profits and public agencies to enhance the livability, aesthetic value and natural beauty of the City. Provide development incentives, regulations and policies.

Objective C Identify historical sites and places that could be the focal point of park development. Consider the historical significance of the area or persons in the naming of parks and facilities.

GOAL 7 *Establish cooperative agreements and coordinated efforts with other governmental jurisdictions, educational bodies and private sector entities.*

Objective A Continue and expand the mutually beneficial relationship with the School District to include not only joint acquisition of land, but joint and effective use of both school and municipal buildings and facilities, which will result in higher quality recreation opportunities at a more reasonable cost to the taxpayer.

Objective B Develop an expanded cooperative partnership with the Boys and Girls Club and similar organizations to further meet the needs of young citizens.

Objective C Establish a partnership with the County Precincts to jointly acquire, develop, operate and manage regional park and recreation facilities, activities, programs and conservation areas.

Objective D Encourage private sector participation in the provision of park and recreation opportunities by permitting innovative land development practices and creating incentives that will result in an efficient utilization of land and provide opportunities for the enjoyment of open space and preservation of the natural environment.

Objective E Enhance maintenance of the athletic facilities through an education program of seminars and in-house training with user groups and interested citizens.

Objective F Increase police surveillance of park facilities to ensure user safety and prevent vandalism.

GOAL 8 *Look for innovative ways to finance park facilities and improvements to supplement the Parks and Recreation Department Budget.*

Objective A Develop corporate, memorial and individual sponsorships with naming privileges for facilities, trails and gardens.

Objective B Develop a program in which personalized brick or concrete pavers could be sold and installed in parks and entrances to trails.

These goals and objectives will be used in conjunction with other sections of the Comprehensive Parks Master Plan Update to develop the priorities for implementation for the next five to ten years.

This Page Intentionally Left Blank

TEXAS A&M ENGINEERING



EXTENSION SERVICE

P.O. Box 40006
College Station, TX 77842-4006
877.833.9638
teex.org



BUSINESS
Solutions



ECONOMIC
Development



WORKFORCE
Solutions



SOFTWARE
Solutions



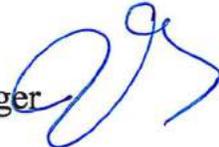
CYBERSECURITY

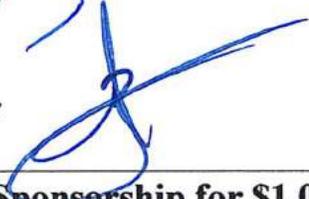


© 15,806T.01

MEMORANDUM

DATE: March 23, 2016

TO: Juan G Guerra, City Manager 

FROM: Luis Bazan, Interim Bridge Director 

SUBJECT: 29th Annual Maquiladora Picnic Sponsorship for \$1,000.

ISSUE

On March 23, 2016, the Bridge Board approved the 29th Annual Maquiladora Picnic Sponsorship for \$1,000.

FINANCIAL CONSIDERATION

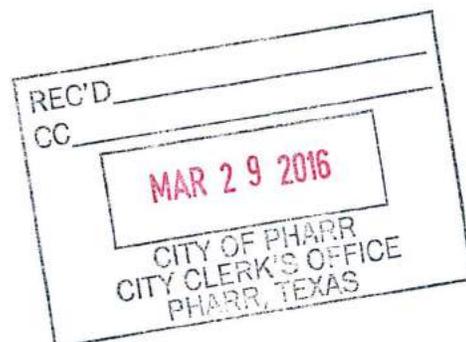
Total cost is \$1,000.

STAFF RECOMMENDATION

I recommend that the Pharr International Bridge department be authorized to sponsor the 29th Annual Maquiladora Picnic with the Gold Level Sponsorship. The Pharr international Bridge has participated in this event since 2013.

Please feel free to contact me should the need arise, I am at extension 6116.

THANK YOU





Reynosa Asociación
de Maquiladoras y
Manufactureras, A.C.



March 7, 2016

**Re: 29th Annual Maquiladora Spring Picnic
Sponsorship Request**

Dear Friends,

We are excited to announce the new location of our **29th Annual Maquiladora Spring Picnic**; the McAllen Municipal Park/Pool! This new location allows the kids to escape the heat and take a dive into the sparkling blue pool while the adults enjoy food, drinks and music at the park right next door!

This joint partnership between the McAllen Economic Development Corporation and INDEX Reynosa to be held on Saturday, **April 30, 2016** allows our sponsors, manufacturing plant managers and their immediate family (spouse and children) to meet, and enjoy the food, drinks, rides, and giveaways.

Because this event is funded entirely through donations, **we would like to invite you to promote your business and products by selecting a sponsorship package enclosed and/or door prize (s)**. Our 2015 event drew over 1,800 guests and because of our economic growth, we expect to host more this year.

The Maquiladora Spring Picnic also gives us the opportunity to introduce the new, and growing companies to our community and show our appreciation to our companies and business partners' commitment to our area. With your support, McAllen EDC, INDEX Reynosa and both Board of Directors look forward to a successful 2016 event.

Please contact Susie Flores or Esther Martinez at (956) 682-2875 if you have any questions or concerns. We thank you in advance for your continued support and look forward to seeing you and your family on Saturday, April 30th.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith Patridge".

Keith Patridge
President & CEO

A handwritten signature in black ink, appearing to read "Mike Myers".

Mike Myers
INDEX Board of Directors



29th Annual

MEDC & INDEX REYNOSA
SPRING MAQUILA PICNIC



SATURDAY, APRIL 30, 2016
3:00 P.M. – 6:00 P.M.
MCALLEN MUNICIPAL PARK/POOL
1921 NORTH BICENTENNIAL BLVD.
MCALLEN, TEXAS 78501

SPONSORSHIP OPPORTUNITIES

- _____ CORPORATE \$3,000
 - **CATERING SPONSOR** LOGO ON ONSITE BANNER AND INVITATIONS. SPONSOR RECOGNITION ON LOCAL MEDIA OUTLETS, PRE AND POST-EVENT PSA'S, SOCIAL MEDIA BLASTS AND MEDC NEWSLETTER.

- _____ PLATINUM \$2,000
 - **TENTS, TABLE & CHAIRS SPONSOR** LOGO ON ONSITE BANNER AND INVITATIONS. SPONSOR RECOGNITION ON LOCAL MEDIA OUTLETS, PRE AND POST-EVENT PSA'S, SOCIAL MEDIA BLASTS AND MEDC NEWSLETTER.

- _____ GOLD \$1,000
 - **DRINKS & DESSERTS SPONSOR** LOGO ON ONSITE BANNER AND INVITATIONS. SPONSOR RECOGNITION ON LOCAL MEDIA OUTLETS, PRE AND POST-EVENT PSA'S, SOCIAL MEDIA BLASTS AND MEDC NEWSLETTER.

- _____ SILVER \$500
 - **CARNIVAL RIDES SPONSOR** LOGO ON ONSITE BANNER AND INVITATIONS. SPONSOR RECOGNITION ON LOCAL MEDIA OUTLETS, PRE AND POST-EVENT PSA'S, SOCIAL MEDIA BLASTS AND MEDC NEWSLETTER.

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX _____

SPONSOR SIGNATURE: _____

*E-MAIL FORM TO: SUSIE@MCALLENECDC.ORG OR FAX TO 956-682-3077

*ALL CHECKS PAYABLE TO MCALLEN ECONOMIC DEVELOPMENT CORPORATION

*SPONSORSHIP FORM AND LOGO MUST BE RECEIVED BY MEDC NO LATER THAN MARCH 20TH.

29th Annual Spring Picnic

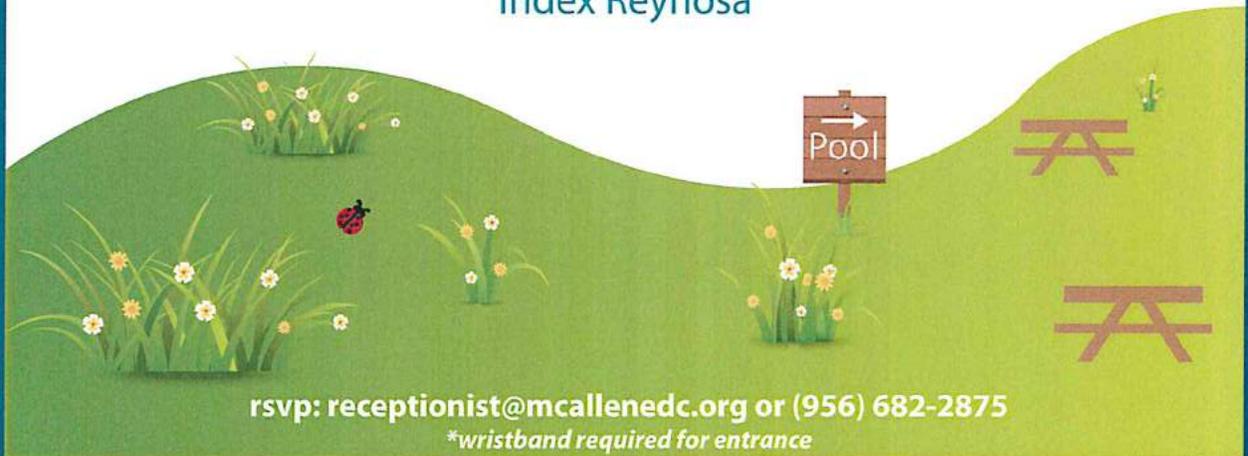
Join us for
Food, Fun, and a Swim

Saturday, April 30th, 2016
3:00 PM to 6:00 PM
McAllen Municipal Park & Pool
1921 N. Bicentennial Blvd



Hosted by:

McAllen Economic Development Corporation
Index Reynosa



rsvp: receptionist@mcallenedc.org or (956) 682-2875

*wristband required for entrance

MEMORANDUM

DATE: April 4, 2006
TO: Juan G Guerra, City Manager
FROM: Gary Rodriguez, Director Community Events

COPA INTERNACIONAL SOCCER TOURNAMENT

ISSUE

The City of Pharr would like to support the youth enrichment and community promotion offered by the upcoming Copa Internacional Soccer Tournament, to be held at the Sports Plaza in Pharr on April 29, 30 and May 1, 2016. This tournament has the potential to attract teams from Laredo, Austin, San Antonio and Corpus Christi, Texas as well as Monterey, Reynosa, Rio Bravo and Mexico City, Mexico. In addition to serving as a vehicle for economic success, the tournament is working with Mr. Joe Munoz of the Pharr Hotel / Motel Association to encourage players, coaches, families and sponsors to stay in Pharr Hotels.

FINANCIAL CONSIDERATION

The City of Pharr would like to sponsor this event in the amount of \$1000.00, which also provides for the display of promotional banners, half-page ad in tournament magazine with 6000 copies distributed, social media promotion and an opportunity to set up an information booth to promote the Pharr Police Athletic League as well as our community.

STAFF RECOMMENDATION

Staff recommends approval of supporting this tournament for the benefit our community.

ALTERNATIVES

No viable alternative as of now with respect to receiving this amount of benefit for this nominal investment.

REC'D _____
CC _____
MAR 31 2016
CITY OF PHARR CITY CLERK'S OFFICE PHARR, TEXAS



“Copa Internacional”

Sponsorship Packages

\$3,500

Main Tournament Sponsorship:

- Banner at entrance during the tournament. Cost of banner included= “Copa Internacional Official Sponsor”.
- Two additional banners throughout the complex. Cost included.
- Exposure on our May/June magazine where main article will be a report on the tournament and main sponsor will be advertised.
- Full page ad in the May/June magazine in addition to the article. (More than 6,000 copies printed; distributed in 2,500 homes, over 900 businesses and in our own complex)
- Social media exposure and coverage during the entire event (more than 7,000 followers)
- Banner on our website (more than 11,000 monthly visitors)
- Sponsor company is invited to promote its business in any way during the event, including setting up booths, passing out flyers/promotions, setting up sales tents, etc.

\$1,000

Gold Sponsorship:

- 2 banners during the tournament plus one additional month. Cost of banners included.
- Half page ad in the May/June magazine plus a mention on our Tournament article report in the same magazine. (More than 6,000 copies printed; distributed in 2,500 homes, over 900 businesses and in our own complex)
- Social media exposure and coverage during the entire event (more than 7,000 followers)
- Sponsor company is invited to promote its business during the event such as passing out flyers, setting up booths, etc.



“Copa Internacional”

Sponsorship Packages

\$3,500

Main Tournament Sponsorship:

- Banner at entrance during the tournament. Cost of banner included= “Copa Internacional Official Sponsor”.
- Two additional banners throughout the complex. Cost included.
- Exposure on our May/June magazine where main article will be a report on the tournament and main sponsor will be advertised.
- Full page ad in the May/June magazine in addition to the article. (More than 6,000 copies printed; distributed in 2,500 homes, over 900 businesses and in our own complex)
- Social media exposure and coverage during the entire event (more than 7,000 followers)
- Banner on our website (more than 11,000 monthly visitors)
- Sponsor company is invited to promote its business in any way during the event, including setting up booths, passing out flyers/promotions, setting up sales tents, etc.

\$1,000

Gold Sponsorship:

- 2 banners during the tournament plus one additional month. Cost of banners included.
- Half page ad in the May/June magazine plus a mention on our Tournament article report in the same magazine. (More than 6,000 copies printed; distributed in 2,500 homes, over 900 businesses and in our own complex)
- Social media exposure and coverage during the entire event (more than 7,000 followers)
- Sponsor company is invited to promote its business during the event such as passing out flyers, setting up booths, etc.

MEMORANDUM

DATE: March 29, 2016

TO: Juan Guerra, City Manager

FROM: Sergio Contreras, Executive Director





SUBJECT: PSJA - Tierra Del Sol Golf Club Banquet Room Request 04-05-2016

ISSUE

Mr. Rene Campos, PSJA Assistant Superintendent for Support Services, has submitted a request to the City of Pharr for the utilization of the Tierra Del Sol Golf Club Banquet Room free of charge on Tuesday, April 5, 2016. The room is being requested to host the Advisory Council Meeting, which consists of business and community members as well as the PSJA ISD staff.

FINANCIAL CONSIDERATION

The venue has no paid events scheduled for the date mentioned and is currently available. At the moment, there are no financial considerations.

STAFF RECOMMENDATION

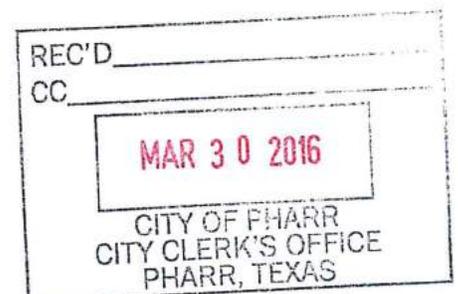
Staff recommends approval of waiving all fees associated with the use of the Tierra Del Sol Golf Club Banquet Room.

ALTERNATIVES

There are currently no alternatives at this moment.

If you have any questions or need additional information, please advise.

Thank you.





March 23, 2016

Juan Guerra, City Manager
City of Pharr
118 S. Cage
Pharr, Texas 78577

Re: Use of Facilities

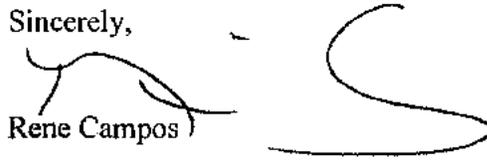
Dear Mr. Guerra:

The Pharr-San Juan-Alamo ISD, Career and Technical Education Department, is hosting an Advisory Council Meeting that is made up of business and community members as well as PSJA ISD staff. In addition, the Career and Technical Education Department is hosting a College and Career Ready Conference for our high school students. We are requesting the use of the Tierra Del Sol Banquet Hall for the Advisory Council meeting on Tuesday, April 5, 2016 from 5:00 PM to 9:00 PM and the Boggus Ford Events Center for the College and Career Conference on Tuesday April 19, 2016 from 8:00 AM to 3:00 PM.

We greatly appreciate your help in making a difference in PSJA ISD. Your facilities will be the perfect environment and a great fit to host our meeting and conference. We remain hopeful that PSJA ISD will be able to use the facilities for these events.

If you have any questions or need additional information, please call me at (956) 354-2053. I am looking forward to hearing from you soon.

Sincerely,



Rene Campos

Asst. Superintendent for Support Services

START COLLEGE NOW! COMPLETE EARLY! GO FAR!

601 E. Kelly St., Pharr, TX 78577 P: (956) 354-3001 F: (956) 354-3001 www.psjaisd.us

It is the policy of Pharr-San Juan-Alamo ISD not to discriminate on the basis of sex, disability, race, color, religion, national origin or age.

**City of Pharr
Public Facility Rental Agreement
Tierra Del Sol Golf Club
Banquet Room**

Today's Date:	Monday March 21, 2016
Reserved Date:	Tuesday April 5, 2016
Balance Due Date:	N/A
Event Time:	6:00 pm
Decoration Time:	3:00 pm

1. **Payment of Rental:** The full rental amount and security fee must be received **30 days** prior to reserved date. If the rental fee is not paid 30 days prior to the reserved date, the reservation will be canceled and any amount previously paid will not be refunded to lessee. Transfers of rental dates are not permitted.

2. **Non-Refundable Deposit:** A non-refundable deposit of \$200.00 is required to reserve the banquet room and is applied to the full rental amount.

3. **Cancellation Refunds:** Should cancellations be requested no amount will be refunded to the lessee.

4. **Security Personnel:** Activities involving dancing, amplified music, selling or serving of alcoholic beverages, or the consumption of alcoholic beverages, will require a minimum of two qualified security personnel. The city will determine the number of qualified security to secure the premises during all functions. The city reserves the right to require City of Pharr Police Officers at any time.

5. **Decorations:** The lessee shall not post, or permit to be posted, any signs or anything upon the premises which may tend to injure or in any manner deface the premises. The lessee shall not permit nails, hooks, adhesive fasteners, tape, staples, tacks, or screws, to be inserted or installed on any part of the building or premises. Motor vehicles, livestock, and equipment which may damage the integrity of the convention center floor, walls, ceiling, or any other surface or structure is prohibited.

6. **Ice and Beverages:** Catering services which include food, punch or ice tea will be permitted by the lessee through 8 p.m. Alcoholic beverages such as beer and wine-coolers, and soft-drinks of any kind such as coca cola, sprite, etc., are not allowed to be taken by guests into the Tierra Del Sol Golf Club Banquet Room. The City of Pharr provides a concessionaire who is responsible for this service. Should the caterer continue serving after 8:00 p.m., the city concessionaire will have the option of discontinuing their services and no other food or beverages will be allowed to be taken by guests into the Pharr Tierra Del Sol Golf Club Banquet Room.

7. **Rental Hours:** Rental hours from Sunday through Friday consist of 8 a.m. to 1 p.m., 8 a.m. to 7 p.m. and 1 p.m. to 12 midnight, and 8 a.m. to 1 p.m., 8 a.m. to 7 p.m. and 1 p.m. to 1 a.m. on Saturdays.

8. **Table and Chair Arrangements:** The City of Pharr will provide lessee with a standard table and chair arrangement. A deviation from the original table and chair design may only be requested a minimum of one month prior to the rental date. The Tierra Del Sol Golf Club Banquet Room may accommodate up to 180 people.

9. **No Smoking Facility:** As per Article VI, section 62-181 and 62-182, of the City of Pharr's Code of Ordinances, smoking is not permitted in any indoor or enclosed city-owned facility.

X _____
Signature

Date 3/23/2016

In the event of an emergency, please feel free to call the office at 402-4550 (Monday through Friday - 8:00 a.m. to 5:00 p.m.) or contact:

MEMORANDUM

DATE: March 29, 2016
TO: Juan Guerra, City Manager 
FROM: Sergio Contreras, Executive Director 

SUBJECT: PSJA – Boggus Ford Events Center Request 04-19-2016

ISSUE

Mr. Rene Campos, PSJA Assistant Superintendent for Support Services, has submitted a request to the City of Pharr for the utilization of the Boggus Ford Events Center free of charge on Tuesday, April 19, 2016. The room is being requested for the College and Career Conference, which targets PSJA high school students to assist in college and career readiness.

FINANCIAL CONSIDERATION

The venue has no paid events scheduled for the date mentioned and is currently available. At the moment, there are no financial considerations.

STAFF RECOMMENDATION

Staff recommends approval of waiving all fees associated with the use of the Boggus Ford Events Center.

ALTERNATIVES

There are currently no alternatives at this moment.

If you have any questions or need additional information, please advise.

Thank you.

REC'D _____
CC _____
MAR 30 2016
CITY OF PHARR CITY CLERK'S OFFICE PHARR, TEXAS



March 23, 2016

Juan Guerra, City Manager
City of Pharr
118 S. Cage
Pharr, Texas 78577

Re: Use of Facilities

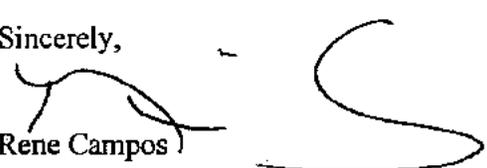
Dear Mr. Guerra:

The Pharr-San Juan-Alamo ISD, Career and Technical Education Department, is hosting an Advisory Council Meeting that is made up of business and community members as well as PSJA ISD staff. In addition, the Career and Technical Education Department is hosting a College and Career Ready Conference for our high school students. We are requesting the use of the Tierra Del Sol Banquet Hall for the Advisory Council meeting on Tuesday, April 5, 2016 from 5:00 PM to 9:00 PM and the Boggus Ford Events Center for the College and Career Conference on Tuesday April 19, 2016 from 8:00 AM to 3:00 PM.

We greatly appreciate your help in making a difference in PSJA ISD. Your facilities will be the perfect environment and a great fit to host our meeting and conference. We remain hopeful that PSJA ISD will be able to use the facilities for these events.

If you have any questions or need additional information, please call me at (956) 354-2053. I am looking forward to hearing from you soon.

Sincerely,



Rene Campos

Asst. Superintendent for Support Services

START COLLEGE NOW! COMPLETE EARLY! GO FAR!

601 E. Kelly St., Pharr, TX 78577 P: (956) 354-3001 F: (956) 354-3001 www.psjaisd.us

It is the policy of Pharr-San Juan-Alamo ISD not to discriminate on the basis of sex, disability, race, color, religion, national origin or age.

City of Pharr Rental Agreement

PHARR EVENTS CENTER

Today's Date:	Wednesday, March 23, 2016
Reserved Date:	Tuesday, April 19, 2016
Balance Due Date:	N/A
Event Time:	9:00 am - 2:30 pm
Decoration Time:	7:00 am - 9:00 am

- 1. Payment of Rental:** The full rental amount and security fee must be paid at least 30 days prior to reserve date. Failure to pay as required may result in immediate cancellation. Transfers of rental dates are not permitted.
- 2. Deposit:** A deposit of 25% is required to reserve the Pharr Events Center and is applied to the full rental amount.
- 3. Cancellation Refunds:** Deposit refunds are allowed only if cancellation occurs no later than thirty (30) days prior to event.
- 4. Security Personnel:** Activities involving dancing, amplified music, selling or serving of alcoholic beverages, or the consumption of alcoholic beverages, will require a minimum of three qualified Pharr police officers. The city will determine the number of City of Pharr Police Officers required to secure the premises during all functions. For security information, please contact Lieutenant Gilberto Guerrero at 784-7700. The office is located on 1900 S. Cage. The city reserves the right to require City of Pharr Police Officers at any time.
- 5. Decorations:** The lessee shall not post, or permit to be posted, any signs or anything upon the premises which may tend to injure or in any manner deface the premises. The lessee shall not permit nails, hooks, adhesive fasteners, tape, staples, tacks, or screws, to be inserted or installed on any part of the building or premises. Motor vehicles, livestock, and equipment which may damage the integrity of the convention center floor, walls, ceiling, or any other surface or structure is prohibited.
- 6. Ice and Beverages:** Catering services which include food, punch or ice tea will be permitted by the lessee through 8 p.m. Alcoholic beverages such as beer and wine-coolers, and soft-drinks of any kind such as coca cola, sprite, etc., are not allowed to be taken by guests into the Pharr Events Center. The City of Pharr provides a concessionaire who is responsible for this service. Should the caterer continue serving after 8:00 p.m., the city concessionaire will have the option of discontinuing their services and no other food or beverages will be allowed to be taken by guests into the Pharr Events Center.
- 7. Rental Hours:** Rental hours from Sunday through Friday consist of 8 a.m. to 1 p.m., 8 a.m. to 7 p.m. and 1 p.m. to 12 midnight, and 8 a.m. to 1 p.m., 8 a.m. to 7 p.m. and 1 p.m. to 1 a.m. on Saturdays.
- 8. Table and Chair Arrangements:** The City of Pharr will provide lessee with a standard table and chair arrangement. A deviation from the original table and chair design must be prepared and submitted by the lessee one month prior to event.
- 9. Non Smoking Facility:** As per Article VI, section 62-181 and 62-182, of the City of Pharr's Code of Ordinances, smoking is not permitted in any indoor or enclosed city-owned facility.
- 10. Termination.** Either party may terminate this agreement upon thirty (30) days written notice prior to the scheduled and reserved event. If either party should default (the "Defaulting Party"), the non-defaulting party may be awarded its damages and/or specific performance for such default including attorney's fees as may be allowed pursuant to Section 271.159 of the Texas Local Government Code. A subsequent determination by a court of law of this State that any substantive portion of this Agreement is illegal or unenforceable shall not affect the remaining portions of this agreement. Venue shall be agreed to in Hidalgo County, Texas.
- 11. Indemnification.** It is agreed that the party reserving the facility shall agree to protect, defend, hold harmless and indemnify the City, any member of its departments, Board of Commissioners, its officers, employees and agents, and its insurers, from and against any and all claims, actions, liabilities, costs, attorneys' fees, judgment, liens, court orders, and damages brought by third parties, invitees, vendors, and any person related to the event or transactions arising from the event.

12. Legal compliance. It is agreed that the party reserving the facility shall use the facility only for the intended purpose and shall comply at all times with local ordinance and state laws. It is the lessee's responsibility to become familiar with concessions and booking information prior to scheduling the event.

In the event of an emergency, please feel free to call the office at 457-3434 (Monday through Friday - 8:00 a.m. to 5:00 p.m.) or contact Roy Garcia. (M) 402-8395

AGREED:

Printed Name:

Rene Campes

Signature:



"Lessee"

Printed Name: City of Pharr

Signature: _____

"Lessor"



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Consideration and action, if any, on rejecting all Requests for Proposals for the Parks, Recreation and Open Space Master Plan and re-advertise.

ISSUE

There was a typo within the advertisement of the Request for Proposal for the submittal time and a consultant contested the submittals.

FINANCIAL CONSIDERATION

Estimated Fee Amount: \$70,000.00

STAFF RECOMMENDATION

Staff recommends to reject RFQ's and re-advertise.

ALTERNATIVES



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

OK
WU

SUBJECT: Agenda Request: Consideration and action, if any, on request to advertise for 1st Year – Phase “B” Street Paving Program.

ISSUE

The City Commission approve a four (4) year city wide paving program during the budget presentation. This request is to advertise for bids for the 1st Year of the paving program. The 1st Year is divided into Phases based on available budget amount. Phase “B” will be streets in the central and north section of Pharr.

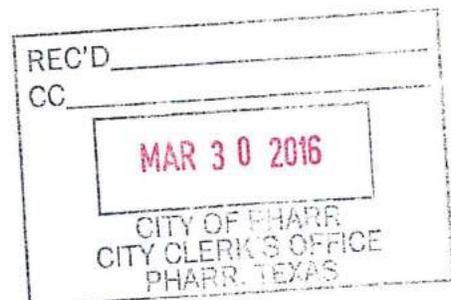
FINANCIAL CONSIDERATION

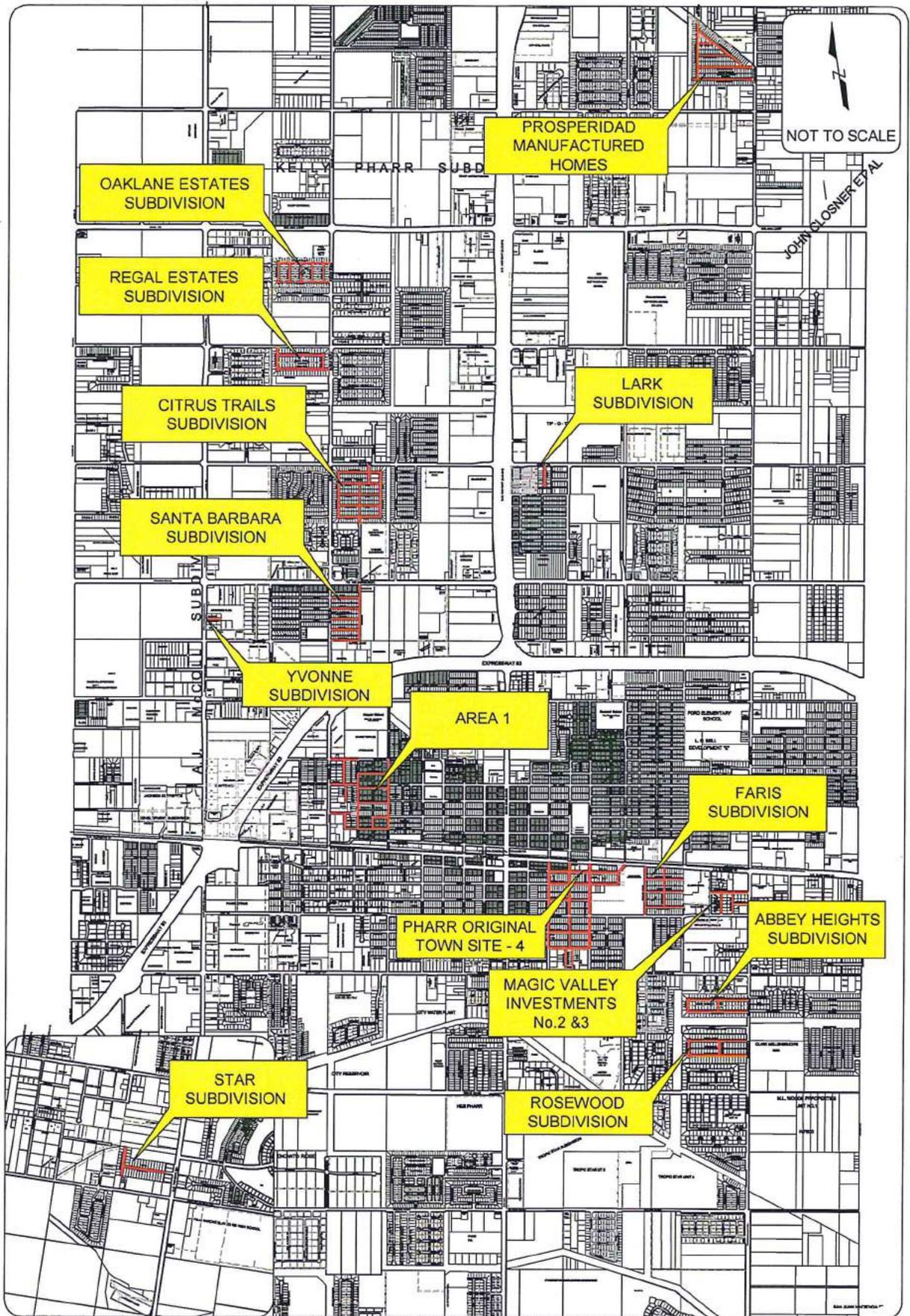
Estimated total construction cost for Phase “B” is \$4,000,000.

STAFF RECOMMENDATION

Staff recommends to advertise for bids. Construction should begin sometime in June 2016.

ALTERNATIVES





P:\ENGINEERING\Yearly Paving Program\Year 1 - Phase B (2018-2017)\Drafting Folders\DWG\Year 1 - Phase B - Street Improvements Location Map.dwg

STREET IMPROVEMENTS PLAN YEAR 1 - PHASE B <small>LOCATION MAP</small>	DESIGNED BY:		Pharr Engineering 118 S Cage Blvd. Pharr, TX 78577 956-402-4221	
	DRAWN BY:	DRAWN_BY		
	CHECKED BY:	CKD_BY		
	DATE:	11-Mar-16		



MEMORANDUM

DATE: March 29, 2016
 TO: Juan G Guerra, City Manager
 FROM: William F. Ueckert Jr., P.E. - City Engineer

OK
WU

SUBJECT: Agenda Request: Consideration and action, if any, on request to advertise for Replacement and Reconstruct Curb and Gutters for 1st Year – Phase “B” Street Paving Program.

ISSUE

The City Commission approve a four (4) year city wide paving program during the budget presentation. This request is to advertise for bids for the 1st Year of the paving program. The 1st Year is divided into Phases based on available budget amount. Phase “B” will be streets in the central and north section of Pharr. Many of the streets in Phase “B” have curb and gutters that are in condition of being replaced or reconstructed, therefore prior to paving, staff is recommending this work be performed.

FINANCIAL CONSIDERATION

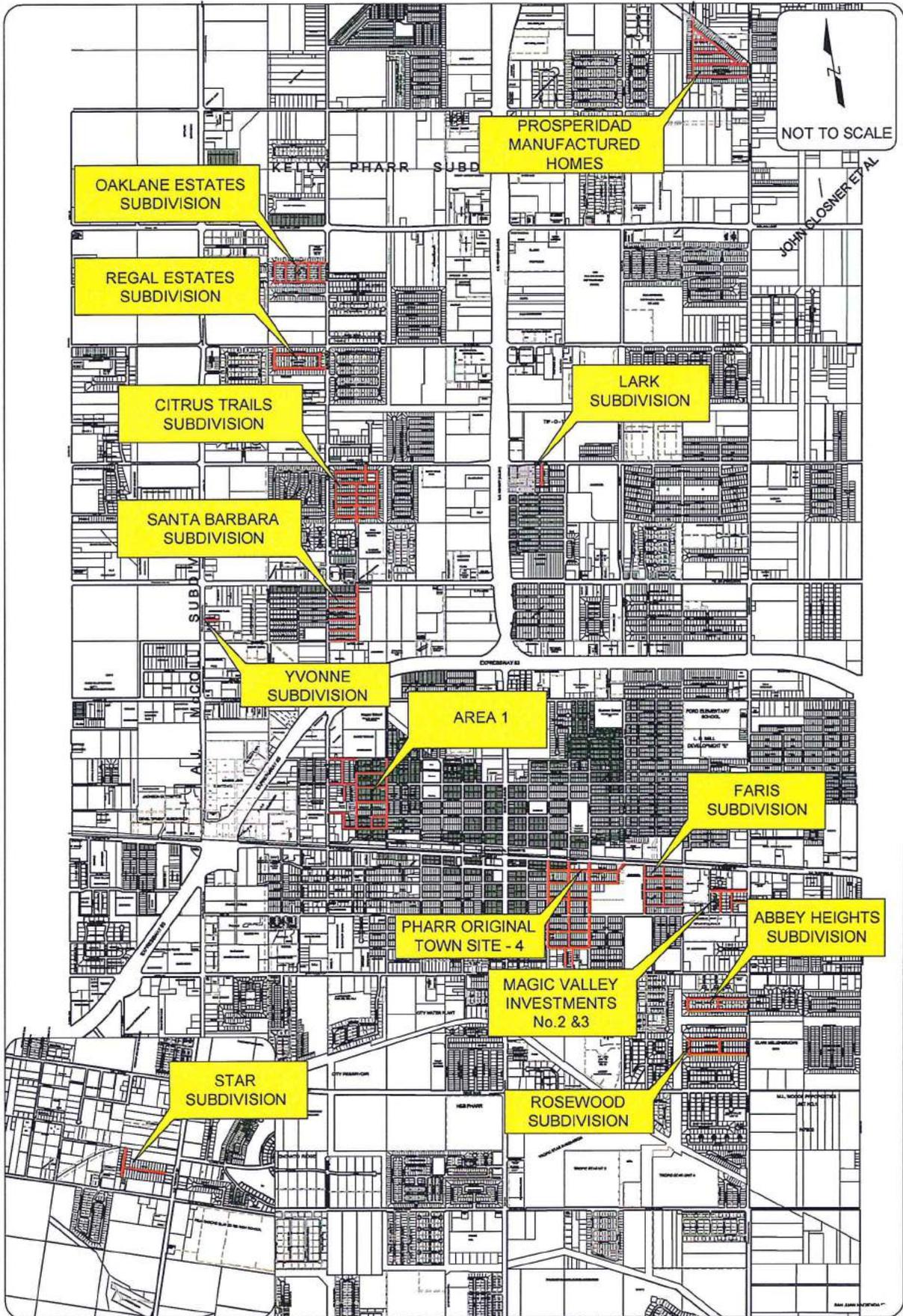
Estimated total construction cost is \$50,000.

STAFF RECOMMENDATION

Staff recommends to advertise for bids. Construction should begin sometime in late April 2016.

ALTERNATIVES

REC'D _____
CC _____
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> MAR 30 2016 </div>
CITY OF PHARR CITY CLERK'S OFFICE PHARR, TEXAS



P:\ENGINEERING\Yearly Paving Program\Year 1 - Phase B (2016-2017)\Drawing Folders\DWG\Year 1 - Phase B - Street Improvements Location Map.dwg

STREET IMPROVEMENTS PLAN YEAR 1 - PHASE B <small>LOCATION MAP</small>	DESIGNED BY:		Pharr Engineering 118 S Cage Blvd. Pharr, TX 78577 956-402-4221	
	DRAWN BY:	DRAWN_BY		
	CHECKED BY:	CKD_BY		
	DATE:	11-Mar-16		



“Triple Crown City”



MAYOR
Ambrosio “Amos” Hernández

COMMISSIONERS
Eleazar Guajardo
Roberto “Bobby” Carrillo
Oscar Elizondo, Jr.
Edmund Maldonado, Jr.
Ricardo Medina
Mario Bracamontes
CITY MANAGER
Juan G. Guerra, CPA

Executive Summary Letter

April 04, 2016

Conditional Use Permit for ABC –

Golazo’s Stadium

Background:

Sebastian A. Sobczak dba La Ofrenda LLC, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption. This request constitutes the 3rd renewal for Golazo’s Stadium.

The property is located at 5704 North Gumwood. It is zoned Limited Industrial District (L-I) and is in conformance with the Future Land Use Plan. All required inspections have been conducted and have passed.

Recommendations:

Staff recommends **approval** of the renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption.

P:\Admin\MY FILES\CUPS\ABC\ABC_S SOBZAK rep LA OFRENDA LLC dba GOLAZO LP_2013



MEMORANDUM

DATE: MONDAY, APRIL 04, 2016
TO: MAYOR AND CITY COMMISSION
FROM: MELANIE CANO, INTERIM DIRECTOR OF DEVELOPMENT SERVICES
THROUGH: JUAN GUERRA, CITY MANAGER

SUBJECT: CONDITIONAL USE PERMIT **RENEWAL** FOR ABC –
FILE NO. **CUP#130109** (GOLAZO)

GENERAL INFORMATION:

APPLICANT: Sebastian A. Sobczak, dba La Ofrenda, LLC, is requesting renewal of the Conditional Use Permit and Late Hours Permit to allow the sale of alcoholic beverages for on-premise consumption in a Limited Industrial District (L-I).

LEGAL DESCRIPTION: The property is legally described as Lot A, Re-Plat of Lots 9 & 10, Steel Horse Industrial Park Subdivision, Pharr, Hidalgo County, Texas.

LOCATION: The property's physical address is 5704 North Gumwood.

ZONING: The property is currently zoned Limited Industrial District (L-I). The surrounding area is zoned Limited Industrial District (L-I) to the north, Single-Family Residential District (R-1) to the south, Agricultural Open Space District (A-O) to the east and Limited Industrial District (L-I) to the west. The area is generally designated for manufactured home use in the Land Use Plan.

COMMENTS:

CODE ENFORCEMENT	Recommends approval of the Conditional Use Permit. (See attached memo)
-------------------------	--

FIRE MARSHAL:	Recommends approval of the Conditional Use Permit. (See attached memo)
----------------------	--

POLICE CHIEF:

Recommends approval of the Conditional Use Permit.
(See attached memo)

PLANNING DEPT.:

Recommends approval of the Conditional Use Permit.
(See attached memo)

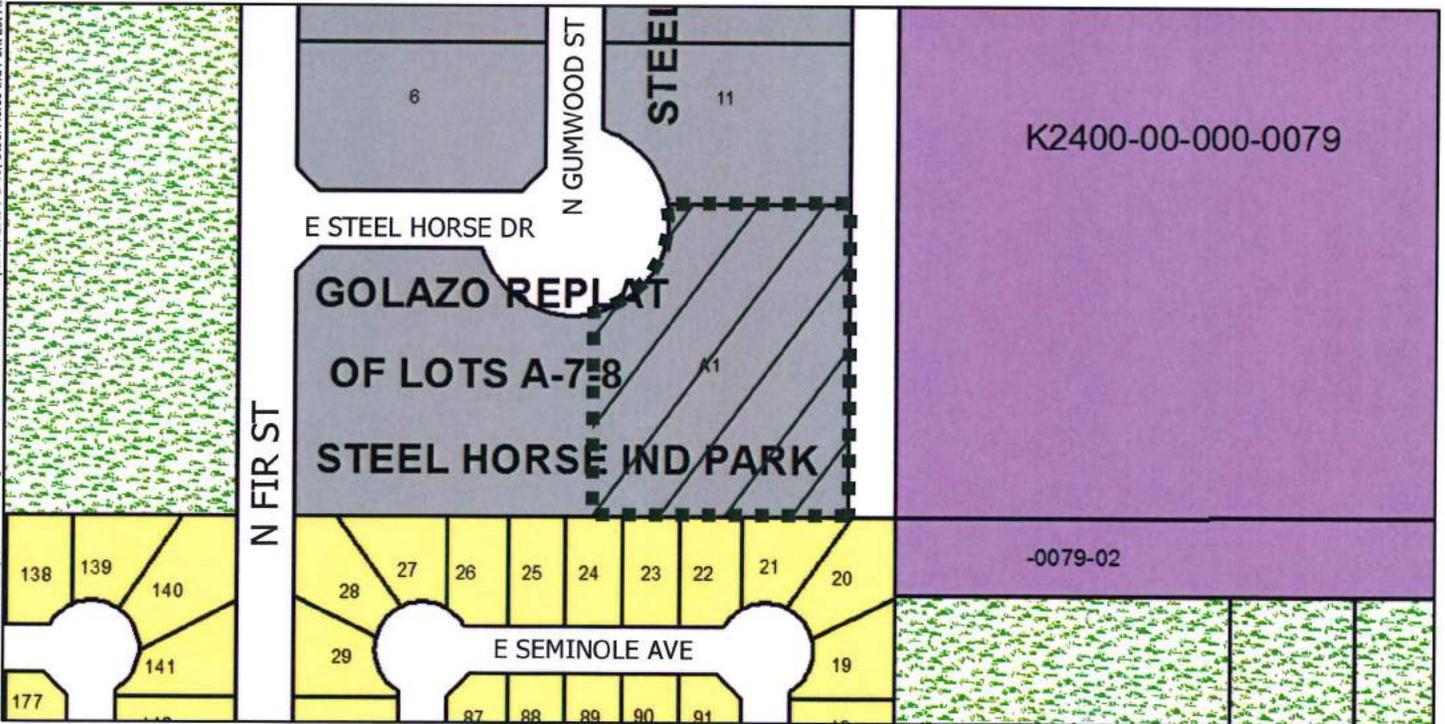
**DEVELOPMENT
SERVICES STAFF
RECOMMENDATIONS:**

Development Services Staff is recommending **approval** of the renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Limited Industrial District (L-I) provided the applicant and site being in compliance with all City Ordinances and City Department requirements.

Conditional Use Permit Renewal
 Replat of Lots 9 & 10, Steel Horse Ind Park Lot A
 Golazo/ Sobczak



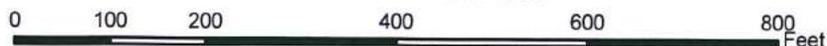
G:\City of Pharr\GIS\Projects\1-Planning\CUP Renewal\CUP Renewal Replat of Lots 9 & 10, Steel Horse Ind Park Lot A.mxd



- | | | | | |
|-----------------------------|---------------------------|-------------------|-------------------------|--------------------------|
| Agricultural Open Space | High Density Multi-Family | Government Owned | Heavy Industrial | Hidalgo ISD |
| Single Family | Mobile Home | General Business | Limited Industrial | Valley View ISD |
| Single Family Small Lot | Townhouse | Business District | Neighborhood Commercial | Planned Unit Development |
| Two Family | HUD Code | Drainage Easement | Office Professional | |
| Medium Density Multi-Family | Rail Road R.O.W. | Heavy Commercial | PSJA ISD | |

City of Pharr, Texas
 Engineering Department
 956.702.5355

Scale: 1 inch = 200 feet



Date: 3/8/2016

**CITY OF PHARR
COMMUNITY PLANNING & DEVELOPMENT
CERTIFICATE OF OCCUPANCY & CONDITIONAL USE PERMIT
INSPECTION FORM**

3428

OWNER/APPLICANT: Sebastian Sabezak PHONE: 787-1533
 ADDRESS: 5704 N. Lumwood
 TYPE OF BUSINESS: Sports Events NAME OF BUSINESS: Enlora L.P
 LEGAL: _____ SUBD.: _____

EXISTING BUILDING YES NO
 IF YES, PREVIOUS TYPE OF OCCUPANCY(S) _____
 MIXED OCCUPANCY YES NO
 IF YES, TYPE OF ADJACENT OCCUPANCY(S) _____
 CHANGE OF OCCUPANCY FROM PREVIOUS? YES NO
 IS CHANGE OF WALL ASSEMBLY REQUIRED? YES NO
 IS FIRE PROTECTION REQUIRED? YES NO
 IF SO, WHAT TYPE? _____

BUILDING STATUS/STRUCTURAL:
 1. FLOOR _____ SUBSTANDARD
 2. WALLS: _____ SUBSTANDARD
 - EXTERIOR _____
 - INTERIOR _____
 3. CEILING _____ SUBSTANDARD
 4. ROOF _____ SUBSTANDARD

MEANS OF EGRESS:
 1. OCCUPANT LOAD (IF APPLICABLE) _____ SUBSTANDARD
 2. NUMBER OF EXITS _____ SUBSTANDARD
 3. MEANS OF EGRESS LIGHTING _____ SUBSTANDARD
 4. EXIT SIGNS _____ SUBSTANDARD
 5. DOOR HARDWARE _____ SUBSTANDARD

ACCESSIBILITY:
 1. RESTROOMS _____ SUBSTANDARD
 2. PATH OF EGRESS _____ SUBSTANDARD
 3. RAMPS (HANDRAILS/GUARDS) _____ SUBSTANDARD
 4. DOORS _____ SUBSTANDARD

ELECTRICAL:
 1. SERVICE ENTRANCE _____ SUBSTANDARD
 2. SERVICE EQUIPMENT _____ SUBSTANDARD
 3. WIRING SYSTEM _____ SUBSTANDARD
 4. LIGHT FIXTURE _____ SUBSTANDARD
 5. RECEPTACLE OUTLETS (G.F.C.I. WHERE REQUIRED) _____ SUBSTANDARD

MECHANICAL:
 1. REGISTERS _____ SUBSTANDARD
 2. GRILL _____ SUBSTANDARD
 3. DRAIN _____ SUBSTANDARD
 4. EQUIPMENT _____ SUBSTANDARD

PLUMBING:
 1. P. TRAPS _____ SUBSTANDARD
 2. VENTS _____ SUBSTANDARD
 3. DRAINS _____ SUBSTANDARD
 4. PLUMBING FIXTURES _____ SUBSTANDARD
 5. WATER SERVICE LINE _____ SUBSTANDARD
 6. DISTRIBUTION LINES _____ SUBSTANDARD
 7. GREASE TRAP (INTERCEPTOR/SEPARATOR) _____ SUBSTANDARD
 8. BACKFLOW PREVENTION _____ SUBSTANDARD

WATER HEATER:
 1. LOCATION Storage Room SUBSTANDARD
 2. T.P. VALVE & DRAIN _____ SUBSTANDARD
 3. SHUT-OFF VALVE _____ SUBSTANDARD
 4. VENT _____ SUBSTANDARD

GAS SYSTEM _____ SUBSTANDARD
PREMISE _____ SUBSTANDARD
GARBAGE CONTAINER _____ SUBSTANDARD

BUILDING/SITE NEEDS IMPROVEMENT TO MEET THE FOLLOWING CONDITIONS:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

PREPARED BY: [Signature] DATE: 3/21/16
 RECEIVED BY: [Signature] DATE: 3/21/2016

Please note: Owner/Applicant is responsible to contact the City of Pharr Community Planning & Development Dept. at 702-5399 when improvements have been completed. Any permits with regard to this location will remain on hold until full compliance is met.

PASSED

FAILED: _____

PASSED WITH CONDITIONS: _____

RE-INSPECT DATE: _____

MAR 22 2016
 PHARR DEVELOPMENT SERVICES DEPT.



Prevention Division
118 S. Cage Blvd., 3rd Fl
Pharr, Texas 78577
Ph: 956-402-4400
Fax: 956-475-3433
fireprevention@pharrfd.net

March 17, 2016

GOLAZO
5704 N GUMWOOD
PHARR, TX 78577

INSPECTION STATUS - PASSED

An inspection of your facility on Mar 17, 2016 revealed no violations.

2960 EDUARDO LUGO
Inspector

RECEIVED
PHARR DEVELOPMENT
SERVICES DEPT.

MAR 21 2016

BY: _____

To: Melanie Cano, Interim Director City Planning
From: Joel Robles, Asst. Chief of Police
Date: 03/24/2016
Re: Conditional use Permit Renewal for ABC – File No. CUP#130109 (Golazo)

Sebastian A. Sobczak representing La Ofrenda LLC d/b/a Golazo, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on premise consumption in a Limited Industrial District (L-1). The property is more fully described as follows:

- **Legal Description:** Lot A, Re-Plat of Lots 9 & 10, Steel Horse Industrial Park Subdivision, Pharr, Hidalgo County, Texas
- **Physical Address:** 5704 N. Gumwood
- **Contact Number:** 650-996-6339

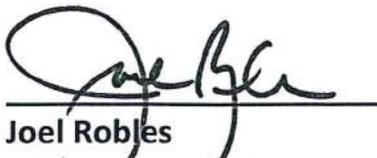
In keeping with the requirements of ordinance # 0-84-44, I am providing you with the following comments:

REPLY

Ms. Cano, I have reviewed the proposed application. Based on the information we have on file for this establishment at this time, I recommend approval subject to the following documented requirements.

1. All state and local ordinances that currently exist or that may be enacted in the future that affect this business must be strictly adhered to. Personnel such as bartenders, waitresses and hostesses must be required to wear identifying insignia such as, name tags and or uniforms that clearly identify them as employees.
2. The owners, managers and or operators must agree not to use any advertisement on the property that is offensive, distasteful and or creates a visual impairment to traffic.
3. In the event that the manner the applicant conducts its business, endangers the general welfare, health, peace, morals, or safety of the community, the Chief of Police will exercise his authority under Section 11.612 of the Texas Alcoholic Beverage Code to recommend the cancellation of any and all permits for the same premises for up to one year after the date of cancellation.
4. The sale of alcoholic beverages to a minor inside the premises or on any area controlled by the aforementioned business will be considered an act that endangers the general welfare, health, peace, morals and or safety of the community.

Asst. Chief of Police



Joel Robles
Office: 956-402-4739
Mobile: 956-878-3233
joel.robles@pd.pharr-tx.gov

RECEIVED
PHARR DEVELOPMENT
SERVICES DEPT.

MAR 24 2016



MEMORANDUM

DATE: MONDAY, APRIL 04, 2016

TO: MAYOR AND CITY COMMISSION

FROM: MELANIE CANO, INTERIM DIRECTOR OF DEVELOPMENT SERVICES

THROUGH: JUAN GUERRA, CITY MANAGER

SUBJECT: CONDITIONAL USE PERMIT RENEWAL FOR ABC –
FILE NO. **CUP#130109** (GOLAZO)

Sebastian A. Sobczak, dba La Ofrenda, LLC, is requesting renewal of the Conditional Use Permit and Late Hours Permit to allow the sale of alcoholic beverages for on-premise consumption in a Limited Industrial District (L-I). The property is more fully described as follows:

Legal Description: Lot A, Re-Plat of Lots 9 & 10, Steel Horse Industrial Park Subdivision, Pharr, Hidalgo County, Texas.

Physical Address: 5704 North Gumwood.

Planning staff is recommending approval of the renewal of the Conditional Use Permit provided the applicant and site being in compliance with all City Ordinances and City Department requirements.

"Triple Crown City"



MAYOR
Ambrosio "Amos" Hernández

COMMISSIONERS
Eleazar Guajardo
Roberto "Bobby" Carrillo
Oscar Elizondo, Jr.
Edmund Maldonado, Jr.
Ricardo Medina
Mario Bracamontes

CITY MANAGER
Juan G. Guerra, CPA

April 04, 2016

Executive Summary Letter

Conditional Use Permit **Renewal** for ABC – The Fraternal Order of Eagles of Pharr, Texas.

Background:

Ricardo Garza, d/b/a The Fraternal Order of Eagles of Pharr, Texas, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption. This request constitutes the 10th renewal for The Fraternal Order of Eagles.

The property is located at 305 South Cage Boulevard. It is zoned Business District (C-2) and is in conformance with the Future Land Use Plan. All required inspections have been conducted and have passed.

Recommendations:

Staff recommends **approval** of the renewal of the Conditional Use Permit to allow the sale of alcoholic beverage for on-premise consumption.

P:\Admin\MY FILES\CUPs\ABC\ABC_THE FRATERNAL ORDER OF EAGLES OF PHARR_4.18.2006



MEMORANDUM

DATE: MONDAY, APRIL 04, 2016
TO: MAYOR AND CITY COMMISSION
FROM: MELANIE CANO, INTERIM DIRECTOR OF DEVELOPMENT SERVICES
THROUGH: JUAN GUERRA, CITY MANAGER

SUBJECT: CONDITIONAL USE PERMIT **RENEWAL** FOR ABC –
FILE NO. **CUP#060312** (THE FRATERNAL ORDER OF EAGLES-PHARR)

GENERAL INFORMATION:

APPLICANT: Ricardo Garza, d/b/a The Fraternal Order of Eagles of Pharr, Texas, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Business District (C-2).

LEGAL DESCRIPTION: The property is legally described as Lot 3, Block 58, Pharr Original Townsite Subdivision, Pharr, Hidalgo County, Texas.

LOCATION: The property's physical address is 305 South Cage Boulevard.

ZONING: The property is currently zoned Business District (C-2). The property to the north, south, and west is also zoned Business District (C-2). The property to the east is zoned General Business District (C). The area is generally designated for commercial use in the Land Use Plan.

COMMENTS:

CODE ENFORCEMENT	Recommends approval of the Conditional Use Permit. (See attached memo)
-------------------------	--

FIRE MARSHAL:	Recommends approval of the Conditional Use Permit. (See attached memo)
----------------------	--

POLICE CHIEF:

Recommends approval of the Conditional Use Permit.
(See attached memo)

PLANNING DEPT.:

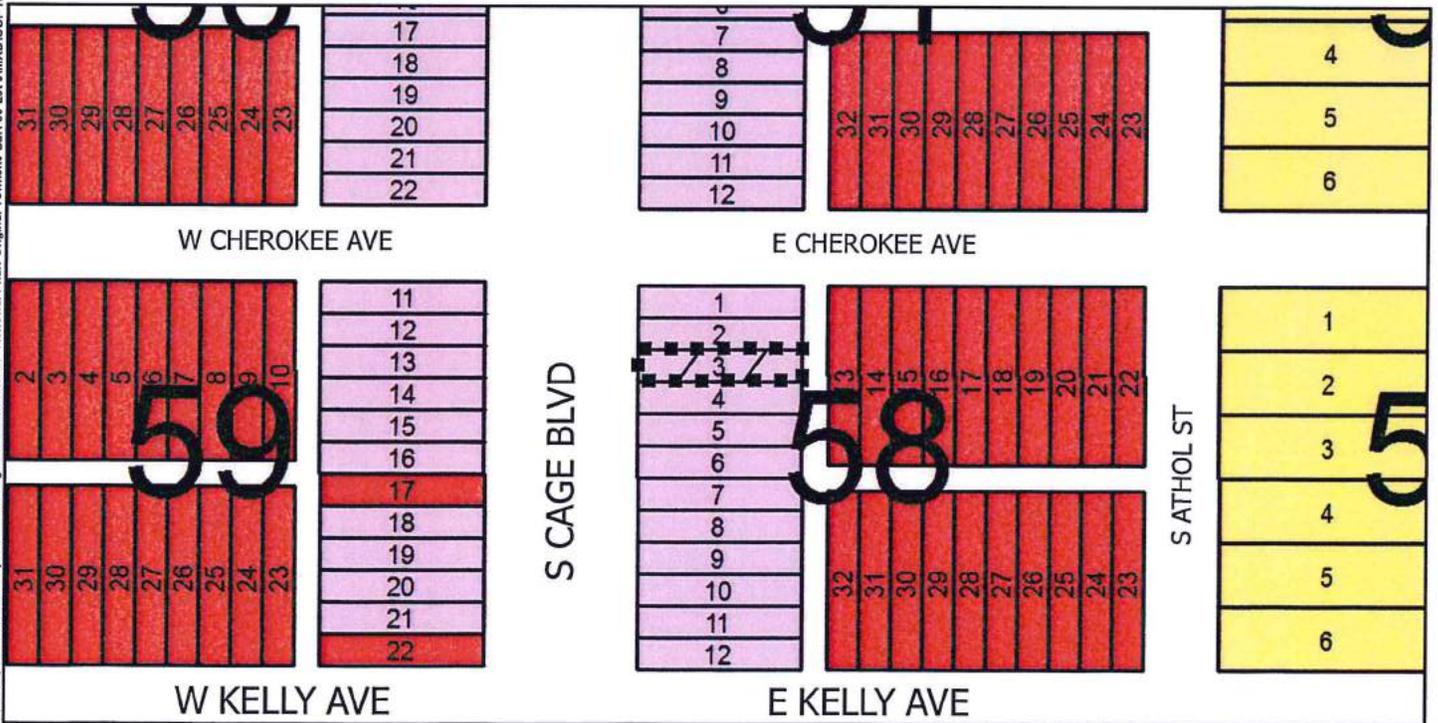
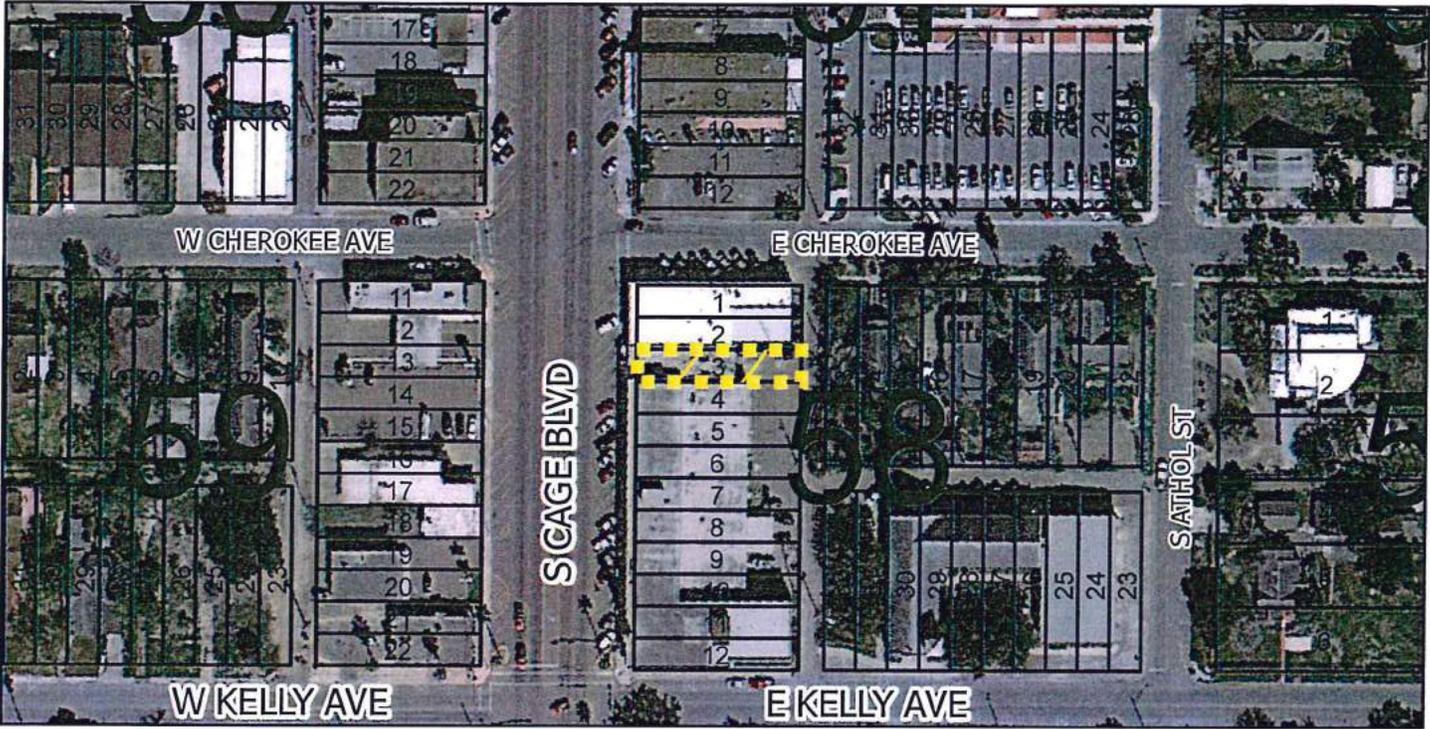
Recommends approval of the Conditional Use Permit.
(See attached memo)

**DEVELOPMENT
SERVICES STAFF
RECOMMENDATIONS:**

Development Services Staff is recommending **approval** of the renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Business District (C-2) provided the applicant and site being in compliance with all City Ordinances and City Department requirements.



G:\City of Pharr\GIS\Projects\1-Planning\CUP Renewal\CUP Renewal Pharr Original Townsite BLK 58 Lot 3\3MXDCUP Renewal Pharr Original Townsite BLK 58 Lot 3.mxd



- | | | | | |
|-----------------------------|---------------------------|-------------------|-------------------------|--------------------------|
| Agricultural Open Space | High Density Multi-Family | Government Owned | Heavy Industrial | Hidalgo ISD |
| Single Family | Mobile Home | General Business | Limited Industrial | Valley View ISD |
| Single Family Small Lot | Townhouse | Business District | Neighborhood Commercial | Planned Unit Development |
| Two Family | HUD Code | Drainage Easement | Office Professional | |
| Medium Density Multi-Family | Rail Road R.O.W. | Heavy Commercial | PSJA ISD | |



**CITY OF PHARR
COMMUNITY PLANNING & DEVELOPMENT
CERTIFICATE OF OCCUPANCY & CONDITIONAL USE PERMIT
INSPECTION FORM**

3431

OWNER/APPLICANT: REY GARCIA PHONE: 515-9928
 ADDRESS: 3055 CAGE
 TYPE OF BUSINESS: BAR NAME OF BUSINESS: FRATERNAL ORDER OF EAGLES
 LEGAL: _____ SUBD.: _____

EXISTING BUILDING YES NO
 IF YES, PREVIOUS TYPE OF OCCUPANCY(S) _____
 MIXED OCCUPANCY YES NO
 IF YES, TYPE OF ADJACENT OCCUPANCY(S) _____
 CHANGE OF OCCUPANCY FROM PREVIOUS? YES NO
 IS CHANGE OF WALL ASSEMBLY REQUIRED? YES NO
 IS FIRE PROTECTION REQUIRED? YES NO
 IF SO, WHAT TYPE? _____

BUILDING STATUS/STRUCTURAL:
 1. FLOOR _____ OK _____ SUBSTANDARD
 2. WALLS: - EXTERIOR _____ OK _____ SUBSTANDARD
 - INTERIOR _____ OK _____ SUBSTANDARD
 3. CEILING _____ OK _____ SUBSTANDARD
 4. ROOF _____ OK _____ SUBSTANDARD

MEANS OF EGRESS:
 1. OCCUPANT LOAD (IF APPLICABLE) _____ OK _____ SUBSTANDARD
 2. NUMBER OF EXITS _____ 2 OK _____ SUBSTANDARD
 3. MEANS OF EGRESS LIGHTING _____ OK _____ SUBSTANDARD
 4. EXIT SIGNS _____ OK _____ SUBSTANDARD
 5. DOOR HARDWARE _____ OK _____ SUBSTANDARD

ACCESSIBILITY:
 1. RESTROOMS _____ OK _____ SUBSTANDARD
 2. PATH OF EGRESS _____ OK _____ SUBSTANDARD
 3. RAMPS (HANDRAILS/GUARDS) _____ OK _____ SUBSTANDARD
 4. DOORS _____ OK _____ SUBSTANDARD

ELECTRICAL:
 1. SERVICE ENTRANCE _____ OK _____ SUBSTANDARD
 2. SERVICE EQUIPMENT _____ OK _____ SUBSTANDARD
 3. WIRING SYSTEM _____ OK _____ SUBSTANDARD
 4. LIGHT FIXTURE _____ OK _____ SUBSTANDARD
 5. RECEPTACLE OUTLETS (G.F.C.I. WHERE REQUIRED) _____ OK _____ SUBSTANDARD

MECHANICAL:
 1. REGISTERS _____ OK _____ SUBSTANDARD
 2. GRILL _____ OK _____ SUBSTANDARD
 3. DRAIN _____ OK _____ SUBSTANDARD
 4. EQUIPMENT _____ OK _____ SUBSTANDARD

PLUMBING:
 1. P. TRAPS _____ OK _____ SUBSTANDARD
 2. VENTS _____ OK _____ SUBSTANDARD
 3. DRAINS _____ OK _____ SUBSTANDARD
 4. PLUMBING FIXTURES _____ OK _____ SUBSTANDARD
 5. WATER SERVICE LINE _____ OK _____ SUBSTANDARD
 6. DISTRIBUTION LINES _____ OK _____ SUBSTANDARD
 7. GREASE TRAP (INTERCEPTOR/SEPARATOR) _____ OK _____ SUBSTANDARD
 8. BACKFLOW PREVENTION _____ OK _____ SUBSTANDARD

WATER HEATER:
 1. LOCATION STORAGE OK _____ SUBSTANDARD
 2. T.P. VALVE & DRAIN _____ OK _____ SUBSTANDARD
 3. SHUT-OFF VALVE _____ OK _____ SUBSTANDARD
 4. VENT ELEC OK _____ SUBSTANDARD

GAS SYSTEM _____ OK _____ SUBSTANDARD
PREMISE N/A OK _____ SUBSTANDARD
GARBAGE CONTAINER CLEAN OK _____ SUBSTANDARD

PASSED
FAILED: _____
PASSED WITH CONDITIONS: _____
RE-INSPECT DATE: _____

BUILDING/SITE NEEDS IMPROVEMENT TO MEET THE FOLLOWING CONDITIONS:
 1 PREMISE WAS FOUND TO BE IN REASONABLE
 2 CONDITION AT TIME OF INSPECTION COMPLIES
 3 _____
 4 _____
 5 _____

PREPARED BY: [Signature] DATE: 3-22-16
 RECEIVED BY: [Signature] DATE: 3-22-16

Please note: Owner/Applicant is responsible to contact the City of Pharr Community Planning & Development Dept. at 702-5399 when improvements have been completed. Any permits with regard to this location will remain on hold until full compliance is met.



Prevention Division
118 S. Cage Blvd., 3rd Fl
Pharr, Texas 78577
Ph: 956-402-4400
Fax: 956-475-3433
fireprevention@pharrfd.net

March 30, 2016

THE FRATERNAL ORDER OF EAGLES OF PHARR,
305 S CAGE BLVD
PHARR, TX 78577

INSPECTION STATUS - PASSED

An inspection of your facility on Mar 30, 2016 revealed no violations.

- Inspection Note
1. AT TIME OF RE-INSPECTION BUILDING WAS FOUND TO BE IN REASONABLE COMPLIANCE.
 2. SHALL NOT COOK WITHOUT THE PROPER FIRE PROTECTION. WARMERS AND MICROWAVES ARE ALLOWED.
 3. SHALL MOVE BBQ PIT 10FT AWAY FROM ANY BUILDING. WILL BE GIVING THE OCCUPANT 3 WEEKS TO RELOCATE THE BBQ PIT.

8108 MARTIN TORRES
Inspector

RAY GARZA

To: Melanie Cano, Interim Director City Planning
From: Joel Robles, Asst. Chief of Police
Date: 03/03/2016
Re: Conditional use Permit Renewal for ABC – File No. CUP#060312 (The Fraternal Order of Eagles - Pharr)

Raul Martinez d/b/a The Fraternal Order of Eagles of Pharr, Texas is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on premise consumption in a Business District (C-2). The property is more fully described as follows:

- **Legal Description:** Lot 3, Block 58, Pharr Original Townsite Subdivision, Pharr, Hidalgo County, Texas
- **Physical Address:** 305 S. Cage Blvd.
- **Contact Number:** 956-266-0270

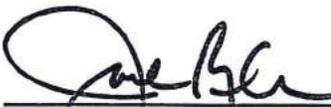
In keeping with the requirements of ordinance # 0-84-44, I am providing you with the following comments:

REPLY

Ms. Cano, I have reviewed the proposed application. Based on the information we have on file for this establishment at this time, I recommend approval subject to the following documented requirements.

1. All state and local ordinances that currently exist or that may be enacted in the future that affect this business must be strictly adhered to. Personnel such as bartenders, waitresses and hostesses must be required to wear identifying insignia such as, name tags and or uniforms that clearly identify them as employees.
2. The owners, managers and or operators must agree not to use any advertisement on the property that is offensive, distasteful and or creates a visual impairment to traffic.
3. In the event that the manner the applicant conducts its business, endangers the general welfare, health, peace, morals, or safety of the community, the Chief of Police will exercise his authority under Section 11.612 of the Texas Alcoholic Beverage Code to recommend the cancellation of any and all permits for the same premises for up to one year after the date of cancellation.
4. The sale of alcoholic beverages to a minor inside the premises or on any area controlled by the aforementioned business will be considered an act that endangers the general welfare, health, peace, morals and or safety of the community.

Asst. Chief of Police



Joel Robles
Office: 956-402-4739
Mobile: 956-878-3233
joel.robles@pd.pharr-tx.gov


RECEIVED
PHARR DEVELOPMENT
SERVICES DEPT.

MAR 03 2016



MEMORANDUM

DATE: MONDAY, APRIL 04, 2016
TO: MAYOR AND CITY COMMISSION
FROM: MELANIE CANO, INTERIM DIRECTOR OF DEVELOPMENT SERVICES
THROUGH: JUAN GUERRA, CITY MANAGER

SUBJECT: CONDITIONAL USE PERMIT **RENEWAL** FOR ABC –
FILE NO. **CUP#060312** (THE FRATERNAL ORDER OF EAGLES-PHARR)

Ricardo Garza, d/b/a The Fraternal Order of Eagles of Pharr, Texas, is requesting renewal of the Conditional Use Permit to allow the sale of alcoholic beverages for on-premise consumption in a Business District (C-2). The property is more fully described as follows:

Legal description: Lot 3, Block 58, Pharr Original Townsite Subdivision, Pharr, Hidalgo County, Texas.

Physical address: 305 South Cage Boulevard.

Planning staff is recommending **approval** of the renewal of the Conditional Use Permit provided the site and applicant being in compliance with all City Ordinances and City Department requirements.



MEMORANDUM

DATE: MONDAY, APRIL 04, 2016
TO: MAYOR AND CITY COMMISSION
FROM: PLANNING STAFF

SUBJECT: REPLAT BORDER LINE INDUSTRIAL PARK SUBDIVISION PHASE I
FILE NO. SUB#140925

GENERAL INFORMATION:

APPLICANT: Nain Engineering, L.L.C., representing Javier Cantu Barragan, is requesting final plat approval of the proposed Re-Plat of Border Line Industrial Park Subdivision Phase I.

LEGAL DESCRIPTION: The property is legally described as being a 10.28 acre tract of land, being all of Lot 1, Border Line Industrial Park Subdivision Phase I and 5.24 acres out of Lots 357 & 358, Kelly-Pharr Subdivision, Pharr, Hidalgo County, Texas.

LOCATION: The property's physical address is 400 West Anaya Road.

ZONING: The property is zoned Limited-Industrial District (L-I). The adjacent zones are Limited-Industrial District (L-I) to the North, East and West and Planned Unit Development District (PUD) to the South. The property is designated for industrial use in the Land Use Plan.

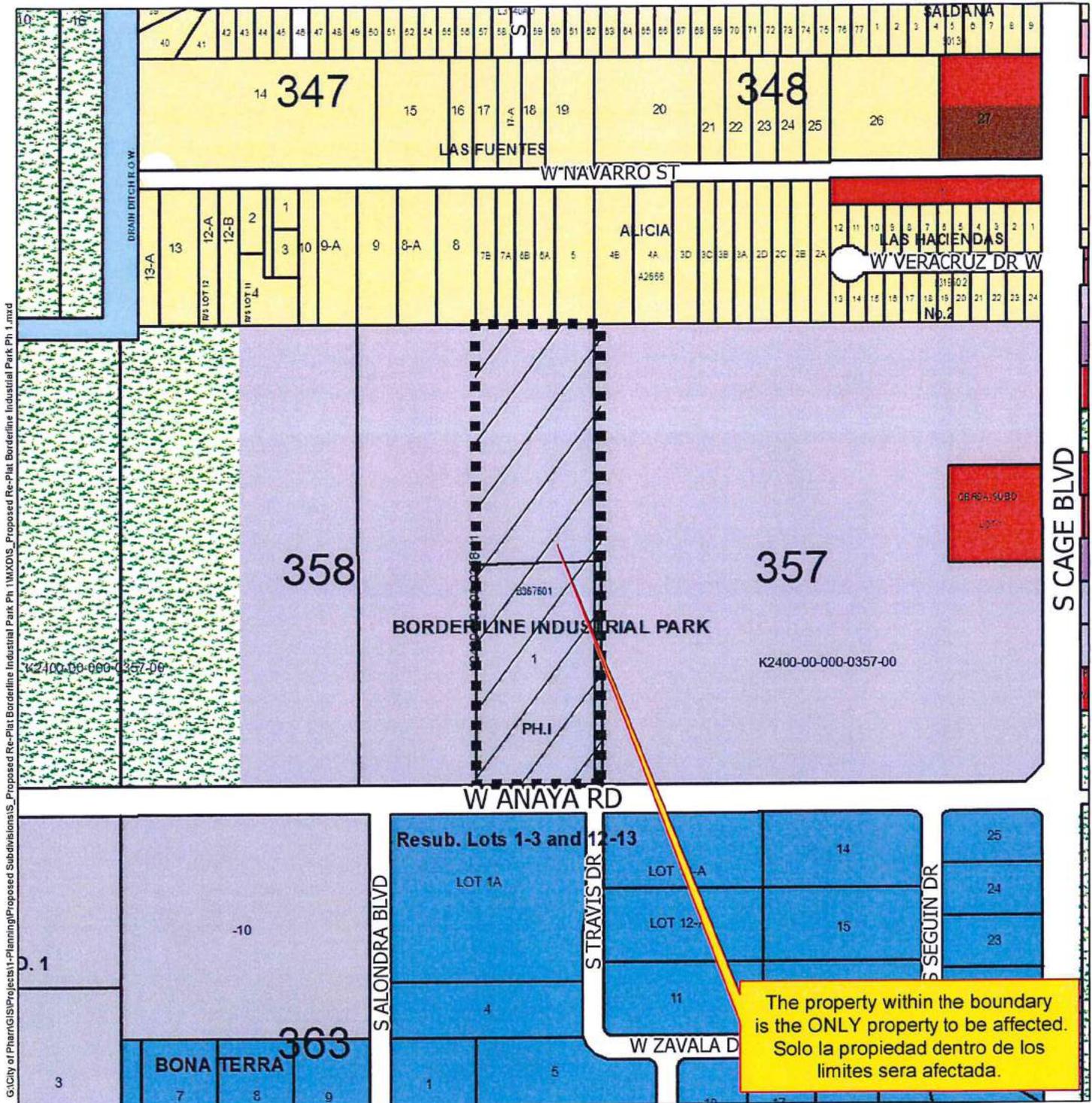
PROPERTY PROPOSED USE: Tractor trailer parking.

VARIANCES: None requested.

RECOMMENDATIONS: Planning staff recommends final plat approval of the proposed Re-Plat of Border Line Industrial Park Subdivision Phase I subject to the following conditions:

- STREETS, PAVING AND R.O.W.:** 1) No Comments.
- EASEMENTS:** 1) No Comments.
- SIDEWALK:
ADA:** 1) No Comments.
- FIRE PROTECTION:** 1) See attach comments.
- WATER:** 1) No comments.
- SEWER:** 1) No Comments.
- DRAINAGE:** 1) No Comments.
- OTHER:** 1) No Comments.

PLANNING AND ZONING COMMISSION: The Planning and Zoning Commission voted unanimously to approve the final plat approval of the proposed Re-Plat of Border Line Industrial Park Subdivision Phase I without the variance.

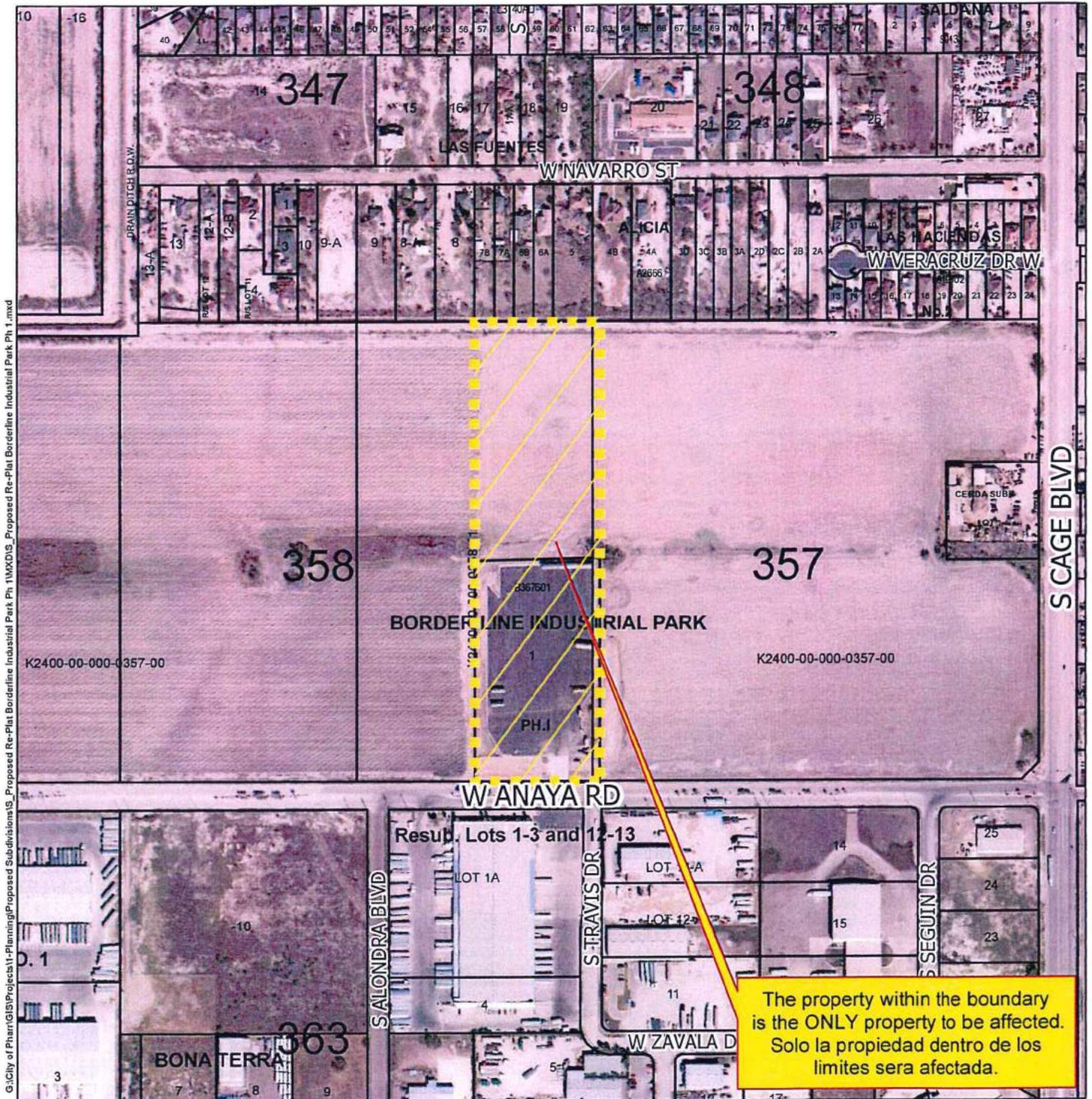


G:\City of Pharr\GIS\Projects\11-Planning\Proposed Subdivisions\11-Proposed Re-Plat Borderline Industrial Park Ph 1.mxd

- | | | | | |
|-----------------------------|---------------------------|-------------------|-------------------------|--------------------------|
| Agricultural Open Space | High Density Multi-Family | Government Owned | Heavy Industrial | Hidalgo ISD |
| Single Family | Mobile Home | General Business | Limited Industrial | Valley View ISD |
| Single Family Small Lot | Townhouse | Business District | Neighborhood Commercial | Planned Unit Development |
| Two Family | HUD Code | Drainage Easement | Office Professional | |
| Medium Density Multi-Family | Rail Road R.O.W. | Heavy Commercial | PSJA ISD | |

Scale: 1 inch = 400 feet





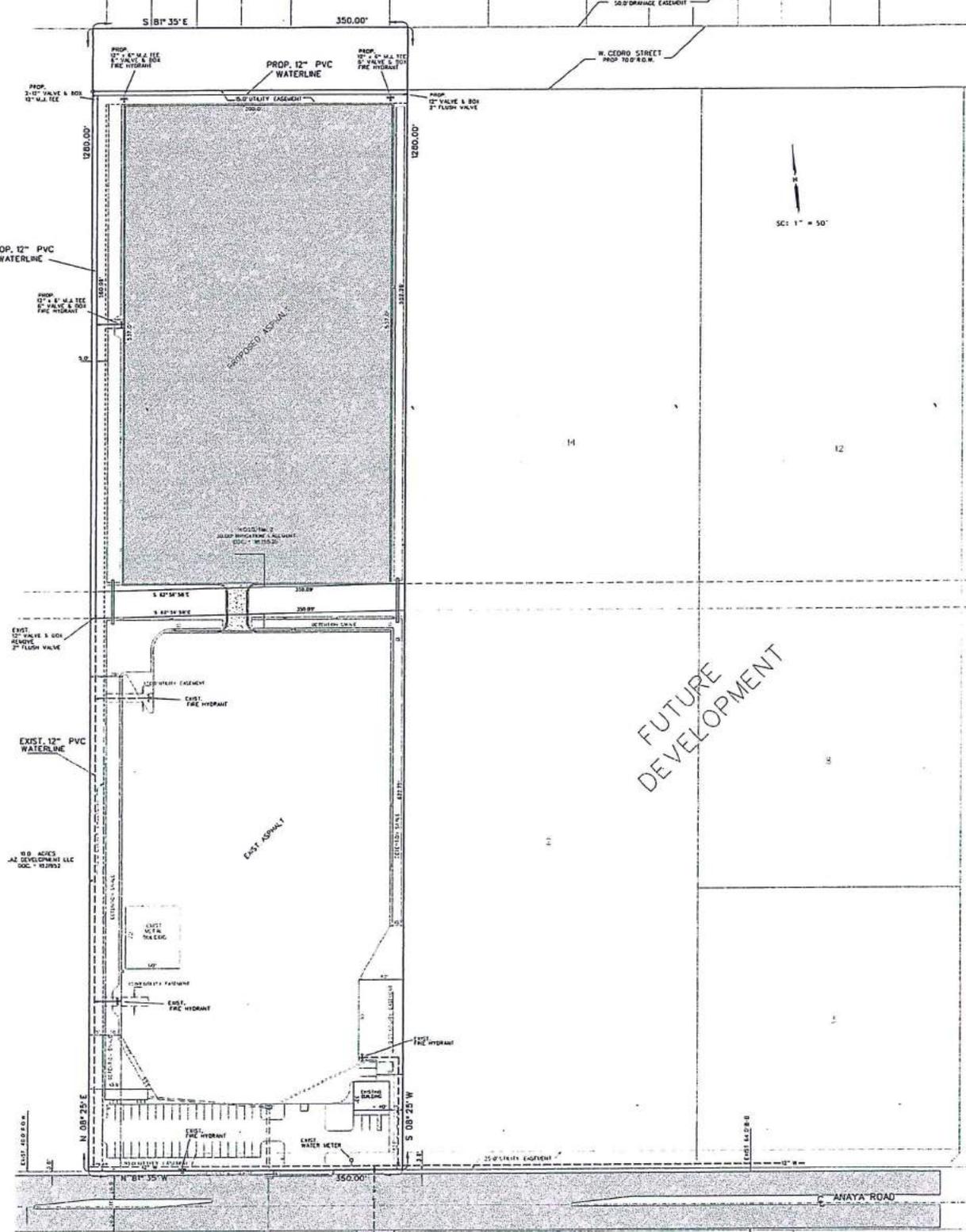
G:\City of Pharr\GIS\Projects\Planning\Proposed Subdivisions\B_Proposed Re-Plat Borderline Industrial Park Ph 1.mxd

- | | | | | |
|-----------------------------|---------------------------|-------------------|-------------------------|--------------------------|
| Agricultural Open Space | High Density Multi-Family | Government Owned | Heavy Industrial | Hidalgo ISD |
| Single Family | Mobile Home | General Business | Limited Industrial | Valley View ISD |
| Single Family Small Lot | Townhouse | Business District | Neighborhood Commercial | Planned Unit Development |
| Two Family | HUD Code | Drainage Easement | Office Professional | |
| Medium Density Multi-Family | Rail Road R.O.W. | Heavy Commercial | PSJA ISD | |



7B	7A	6B	6A	5	4B	4A	3D	3C	ME	3A	2C	2C	2B
----	----	----	----	---	----	----	----	----	----	----	----	----	----

ALICIA SUBDIVISION
RECORDED IN VOLUME 33, PAGE 914, MAP RECORDS,
HIDALGO COUNTY, TEXAS



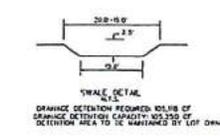
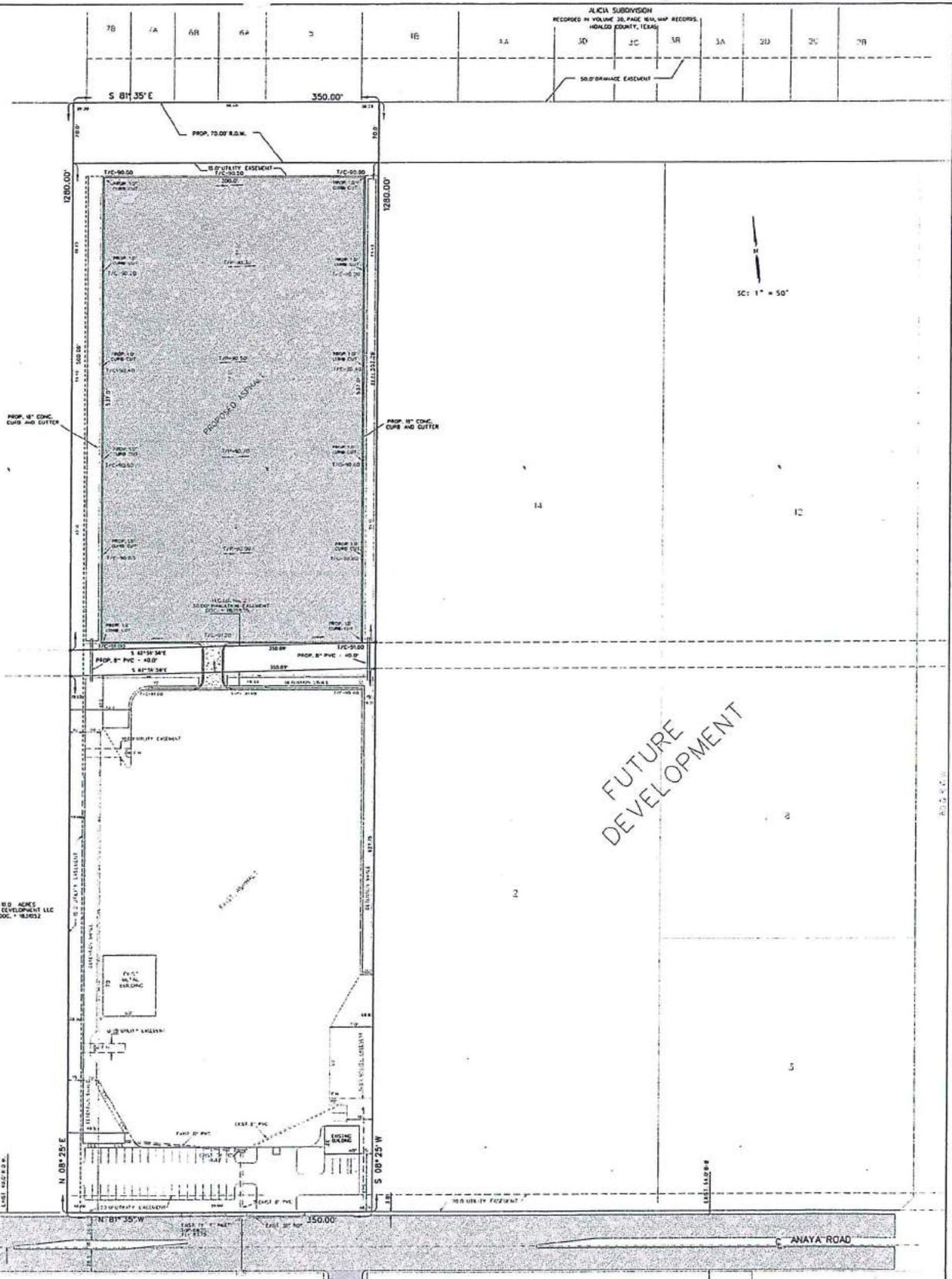
FUTURE
DEVELOPMENT



NAIN ENGINEERING, L.L.C.
CONSULTING ENGINEER
526 N. 5TH STREET
DORNA, TEXAS 78537
PH: (956) 784-0218
E-MAIL: NAINENGINEERING@YAHOO.COM

WATERLINE LAYOUT

**RE-PLAT
BORDER LINE INDUSTRIAL
PARK SUBDIVISION
PHASE I**



NAIN ENGINEERING, L.L.C.
 CONSULTING ENGINEER
 326 N. 51H STREET
 DORNA, TEXAS. 78537
 FIRM NO. F-2050 PH. (936) 784-0218
 E-MAIL: NAINENGINEERING@YAHOO.COM

DRAINAGE LAYOUT

**RE-PLAT
 BORDER LINE INDUSTRIAL
 PARK SUBDIVISION
 PHASE I**



MEMORANDUM

DATE: March 30, 2016
TO: Mayor and Commissioners
THRU: Juan G. Guerra, City Manager
FROM: Hilda Pedraza, City Clerk

OK
ew

Resolution designating HCMPO Members

ISSUE

The HCMPO Bylaws and operating procedures stipulate that the Mayor of the City of Pharr serves as the official member of the MPO Policy Board and one (1) elected official may be appointed to serve as alternate member. Furthermore, two (2) individuals may be appointed as designated proxies with all appropriate privileges assigned.

STAFF RECOMMENDATION

Staff is recommending the following individuals to serve on the MPO Policy Board.

Mayor Ambrosio "Amos" Hernandez – Primary Member
Commissioner Eleazar Guajardo - Alternate Member
Juan G. Guerra, City Manager – Designated Proxy
Joe Torres, Independent Contractor – Designated Proxy

RESOLUTION NO. R-2016 _____

A RESOLUTION DESIGNATING HIDALGO COUNTY METROPOLITAN PLANNING ORGANIZATION MEMBERS

WHEREAS, in accordance with the HCMPO Bylaws and Operating Procedures; in fact, the Mayor of the City of Pharr serves as the official member of the MPO Policy Board; and

WHEREAS, the HCMPO Bylaws and Operating Procedures; further stipulate that one (1) City of Pharr elected official may be appointed to serve as alternate member of the MPO Board of Directors.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF PHARR, that MAYOR Ambrosio "Amos" Hernandez be appointed as the primary alternate member of the HCMPO Policy Board.

BE FURTHER RESOLVED that Commissioner Eleazar Guajardo be appointed as the secondary alternate member of the HCMPO Policy Board; and that the following two individuals be appointed designate proxies with all appropriate privileges assigned, to included Juan G. Guerra, City Manager, and Joe Torres, Independent Contractor, and copy of this Resolution shall be delivered to the HCMPO Office to evidence these appointments.

PASSED AND APPROVED this 4th day of April, 2016.

CITY OF PHARR

AMBROSIO "AMOS" HERNANDEZ, MAYOR

ATTEST:

HILDA PEDRAZA, CITY CLERK

MEMORANDUM

DATE: March 28, 2016
TO: Juan G Guerra, City Manager
FROM: Karla Moya, Finance Director

OK
CMB

SUBJECT: REQUEST FOR PROPOSAL – CAPITAL LEASE FINANCING

ISSUE

The City of Pharr received bids for capital lease financing for Fiscal Year 2015-2016 on March 11, 2016 and needs to select Financial Institution.

For detail listing of equipment needed please see “CITY OF PHARR CAPITAL ASSET LEASE NEEDS FY15/16”.

FINANCIAL CONSIDERATION

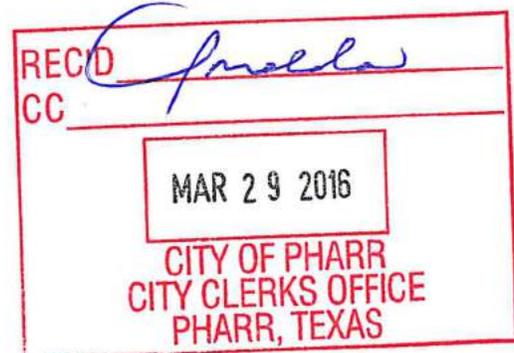
Refer to Bid Tabulation Detail.

STAFF RECOMMENDATION

Staff recommends selecting Signature Public Funding

Please feel free to contact me should the need arise, I am at extension 1907.

THANK YOU



**City of Pharr
 Bid Detail
 Finance Bids - MARCH 2016**

#	Bidding Company	Date of Bid	Time Received	Bid On All Items	Term of Lease	Interest Rate	Interest Cost to City	Annual Payment (P&I)	Meets Budget		
1	NBH BANK	3/10/2016	12:34 PM	\$ 960,250.00	10 YEARS	2.44%	\$ 123,724.80	\$ 108,397.48	YES		
				249,700.00	7 YEARS	2.31%	21,191.32	38,698.76	YES		
				255,700.00	5 YEARS	2.24%	15,049.40	54,149.88	YES		
				420,000.00	3 YEARS	2.16%	14,498.28	144,832.76	YES		
				TOTALS	\$ 1,885,650.00			\$ 174,463.80	\$ 346,078.88		
2	FIRST SECURITY FINANCE INC	3/8/2016	2:10 PM	\$ 885,000.00	10 YEARS	3.49%	\$ 178,599.81	\$ 106,359.98	YES		
				\$ 580,650.00	7 YEARS	3.35%	\$ 80,368.61	\$ 94,431.23	YES		
				\$ 420,000.00	3 YEARS	2.99%	\$ 25,362.62	\$ 148,454.21	YES		
				TOTALS	\$ 1,885,650.00			\$ 284,331.04	\$ 349,245.42		
				3	SIGNATURE PUBLIC FUNDING	3/11/2016	12:31 PM	\$ 960,250.00	10 YEARS	2.28%	\$ 119,064.40
249,700.00	7 YEARS	2.05%	19,619.68					38,474.24	YES		
255,700.00	5 YEARS	1.83%	13,043.90					53,748.78	YES		
420,000.00	3 YEARS	1.68%	12,434.10					144,144.70	YES		
TOTALS	\$ 1,885,650.00							\$ 164,162.08	\$ 344,299.16		

Finance Director Recommendation:

SIGNATURE PUBLIC FUNDING

Signature



Date

3/23/16

City of Pharr
 Fiscal Year 15/16
 Capital Asset Lease Needs

Capital Asset Purchases

<u>Fund</u>	<u>Department</u>	<u>Account</u>	<u>Amount</u>	<u>Purpose/Description</u>	<u>Useful Life</u> <u>Years</u>	
General	Police	01-51200-8803	\$ 420,000.00	15 2015 Chevrolet Caproce Classic	3	
General	Fire	01-51500-8804	\$ 850,000.00	2016 Quint Ladder	10	
General	Fire	01-51500-8804	\$ 35,000.00	2016 Ford 4 x 4	5	
General	Public Works	01-51700-8803	\$ 89,700.00	3 Animal Control Unit Truck	5	
General	Public Works	01-51700-8803	\$ 131,000.00	5 Drainage Divison Unit Truck	5	
General	Public Works	01-51700-8803	\$ 103,500.00	3 Street Division Unit Truck	7	
General	Public Works	01-51700-8803	\$ 26,200.00	1 Animal Control Unit Truck	7	
General	Public Works	01-51700-8803	\$ 120,000.00	Dump Truck	7	
General	Public Works	01-51700-8804	\$ 110,250.00	Utility Tractor	10	<---Not in Original Budget
			<u>\$ 1,885,650.00</u>			



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Consideration and action, if any, selection of a construction manager for the South Pharr Development and Research Center Building.

ISSUE

The design phase of the South Pharr Development and Research Center Building will begin soon and in order to assure that the project is within the project budget the construction manager consultant will review plans and specifications to provide recommendations to save costs. Also, the consultant will be involved in the construction phase to assure that the project remain within budget. Three (3) consultants (Broaddus & Associates - McAllen, Texas, Prodigy Construction Management – McAllen, Texas and *SpireConsultantingGroup* – Austin, Texas) submitted qualifications for staff to review. Staff (Ed Wylie, Adolfo Garcia and Bill Ueckert) reviewed the qualifications.

FINANCIAL CONSIDERATION

The fee for construction management thru-out the duration of the project will be \$100,000. See attached proposal.

STAFF RECOMMENDATION

Staff recommends to negotiate contract and fee with Broaddus & Associates. This is based on their experience and currently they are the construction management consultant for South Texas College (STC) building projects.

ALTERNATIVES

None



March 17, 2016

Mr. William F. Ueckert Jr., P.E.
City Engineer
City of Pharr
118 South Cage Blvd.
Edinburg, TX 78577

Re: Construction Project Management Services – Fee Proposal

Subj: City of Pharr Development and Research Center

Dear Mr. Ueckert:

Broaddus & Associates is pleased submit this proposal for Construction Project Management Services for the City of Pharr Development and Research Center. In our role as the City of Pharr’s trusted advisors and project managers, we will work together to address your strategic issues and goals to bring this project to fruition. Broaddus & Associates has over fifteen years in the business of providing project oversight with the sole goal of protecting the owner’s interest. Delivering high quality projects on time and within budget has gained Broaddus and Associates many repeat clients in both the public and private sector, including many municipal clients. Implementing cost control strategies and constructability reviews have saved our clients millions and in all cases covered the cost of our project fee and more.

Based on our understanding, this proposal reflects Scope of Services for this project as defined on attached exhibit “Statement of Work” which more clearly delineates the services we propose. Our proposed total fee is \$100,000 which includes reasonable reimbursable expenses and equates to 2.5% of estimated construction cost budget. We will collaborate with project team to expedite the project duration to meet the Owner’s expectations. The following is proposed percentage fee breakdown;

Pre-Construction Phase Services (Design)

1. Cost Confirmation/Goals/Schedule/Kick-off	05%
2. Schematic Design Phase	10%
3. Design Development Phase	15%
4. Construction Documents Phase	30%
Subtotal	60%

Construction Phase Services

5. Bidding Phase	05%
6. Construction Phase	30%
7. Commissioning/Turnover & Warranty/Occupancy	05%
Subtotal	40%

Total - Basic Services 100%

Total Fee Amount = Construction Cost (\$4,000,000) x 2.5% = \$100,000

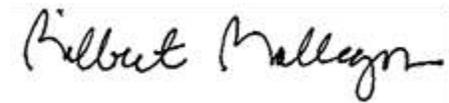
**BROADDUS
& ASSOCIATES**
INNOVATIVE PROJECT MANAGEMENT AND PLANNING

We feel that we can provide a highly experienced team to meet your goals and in closing, our firm is committed to the success of your project. Experience and qualifications are nothing without commitment from the top of the company. Our clients are our first priority and we are personally available at all times and especially when needed most. We look forward to the opportunity of being part of your team on this important project.

I hope this meets your approval and please let me know if you have any questions or require additional information.

Sincerely,

BROADDUS & ASSOCIATES, INC.



Gilbert Gallegos, AIA



MEMORANDUM

DATE: March 23, 2016



TO: Juan G Guerra, City Manager

FROM: Luis Bazan, Bridge Director

SUBJECT: Contracting SECOESC Consultores for Wait Time/Efficiency and Origin/Destination Study

ISSUE

On March 23, 2016, the Bridge Board approved contracting SECOESC Consultores for bridge wait time/efficiency and origin/destination study.

FINANCIAL CONSIDERATION

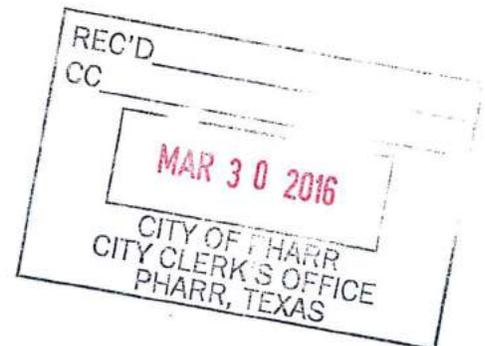
Total is \$ 55,000.

STAFF RECOMMENDATION

I recommend that the Pharr International Bridge department be authorized to negotiate price and final approval to contract SECOESC Consultores for bridge wait time/efficiency and origin/destination study.

Please feel free to contact me should the need arise, I am at extension 6116.

THANK YOU



Pharr International Bridge

PROPUESTA DE ESTUDIO

Puente Internacional Reynosa-Pharr, Análisis del potencial para el tráfico de exportación en dirección Sur-Norte, situación actual y proyecciones al año 2030.

La siguiente es una propuesta técnica-económica para la elaboración del estudio que tiene como finalidad analizar las características del movimiento de carga comercial de exportación por la frontera noreste de México, tanto en su situación actual como proyecciones para el año 2030, con miras a evaluar el potencial de desarrollo del Puente Internacional Reynosa-Pharr y las acciones recomendadas para mejorar su competitividad en el contexto del tráfico de carga transfronterizo con dirección Sur-Norte.

Antecedentes.

A dos décadas del inicio de operaciones del Puente Internacional Reynosa-Pharr, este se ha colocado dentro de los cinco primeros cruces fronterizos con mayor tráfico en la frontera norte de México, siendo además un importante puerto internacional para Estados Unidos por su movimiento entre los puertos internacionales de ese país vecino.

En virtud de lo anterior, es de gran importancia proceder a la realización de estudios que faciliten al Puente Internacional Reynosa-Pharr tomar las decisiones apropiadas para mantener y mejorar su oferta entre las diversas opciones de cruce para el creciente tráfico comercial de la región.

Aquí se presentan a la consideración del Pharr International Bridge, los términos de referencia que definen el alcance propuesto del estudio a realizar, tendiente a la caracterización del tráfico comercial internacional en sentido Sur-Norte y la participación actual y potencial que tiene el Puente Internacional Reynosa-Pharr en el movimiento de carga de México con destino a Estados Unidos.

Este estudio cumplirá con los elementos necesarios que permitan promocionar la utilización del Puente Reynosa-Pharr como una buena opción de cruce para el tráfico de carga en la frontera norte de México, además de proporcionar información clave para mejorar la cantidad y calidad de los elementos de atención que son requeridos en este importante cruce internacional.

Objetivos.

1. Caracterizar el movimiento actual de carga comercial que se origina en México con destino a Norteamérica y su proyección al año 2030, estableciendo los parámetros de origen, destino, tipo de productos, costos y rutas de transporte.



SERVICIOS ESPECIALIZADOS DE CONSULTORIA
ESTUDIOS Y CONSTRUCCION
Libramiento Naciones Unidas 2538, Col. Luis Donaldo Colosío
Cd. Victoria, Tamaulipas. Tel. (+52)834 3133128

Hoja 1 de 6

secoesc@yahoo.com

Pharr International Bridge

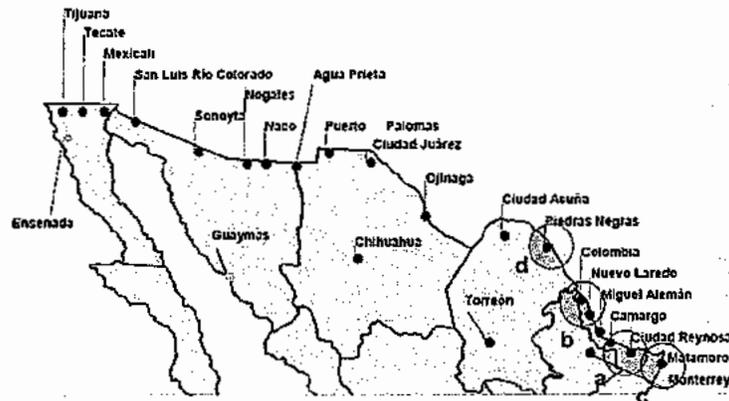
PROPUESTA DE ESTUDIO

2. Determinar objetivamente las características tanto de infraestructura física como de sistemas de operación, del sistema de puentes internacionales que atienden el tráfico comercial de carga con dirección Sur-Norte en la frontera noreste de México.
3. Establecer parámetros de comparación que permitan evaluar ventajas y desventajas entre las opciones de cruce en la frontera noreste de México para la carga con destino a los Estados Unidos y Canadá.

Metodología.

Tomando en cuenta los objetivos particulares de promoción del Puente Pharr, localizado en la frontera noreste de la República Mexicana, el área de estudio se limitará geográficamente a los cruces fronterizos localizados en los estados de Coahuila, Nuevo León y Tamaulipas, con especial atención a los siguientes cruces que, en conjunto, acaparan más del 90% del tráfico de carga de la región:

- a. *Puente Internacional Reynosa – Pharr* (Pharr-Reynosa International Bridge)
- b. *Puente Internacional del Comercio Mundial / Nuevo Laredo III* (Laredo-Nuevo Laredo World Trade Bridge)
- c. *Puente Internacional Ignacio Zaragoza / Matamoros III* (Veterans International Bridge)
- d. *Puente Internacional Piedras Negras II* (Camino Real International Bridge, Eagle Pass)



Con la finalidad de afinar contenidos conforme se avance en la investigación, el estudio se dividirá en dos etapas secuenciales. De esta manera, los resultados de una primera etapa servirán para establecer los contenidos y alcances pertinentes para la conclusión del estudio en su segunda etapa.



Pharr International Bridge

PROPUESTA DE ESTUDIO

En la primera etapa se tendrán dos enfoques para la investigación:

- a) Por un lado se buscará caracterizar la situación actual del tráfico comercial de exportación en el área de estudio y la participación histórica del Puente Internacional Reynosa-Pharr en estos movimientos.
- b) Paralelo a la investigación relativa al tráfico, se recopilará información disponible del estado actual de la infraestructura y equipamiento de las instalaciones portuarias y sistemas operativos que atienden el tráfico de carga en dirección Sur-Norte para cada una de las opciones de cruce seleccionadas.

En el transcurso de esta primera etapa, se recopilará y clasificará la información estadística y documental disponible, tanto del sector oficial como de los registros de usuarios y/o unidades de servicio. La recopilación de información abarcará registros estadísticos disponibles y estudios previos relacionados con el tema, buscando en todo momento obtener datos históricos confiables que permitan hacer inferencias sobre el comportamiento de las cifras en el futuro inmediato. Como fuentes de información, se acudirá principalmente a las instituciones gubernamentales, organizaciones privadas de transporte y datos pertinentes que puedan ser registrados mediante levantamientos preliminares de campo y/o entrevistas directas con los actores en ambos lados de la frontera.

Con la información recopilada en la primera etapa se elaborarán los siguientes productos:

- i. Estudio de origen y destino del movimiento comercial en sentido Sur-Norte, definiendo geográficamente los puntos de origen de la carga en México y sus destinos en Estados Unidos, así como la especificación de volúmenes y sectores económicos al que pertenecen las mercancías transportadas. Se proyectarán datos pertinentes al año 2030 con objeto de tener una visión de la dinámica esperada en este sector de la economía a corto y mediano plazo.
- ii. Informe síntesis del estado actual de las instalaciones portuarias y sistemas operativos vigentes que atienden el tráfico de carga en el sentido Sur-Norte en ambos lados de la frontera. En este documento se incluirá información de todos los cruces involucrados pero se prestará especial atención al Puente Reynosa-Pharr.

La segunda etapa del estudio, una vez revisados y analizados los resultados previos, será dedicada a la profundización de la investigación en los aspectos que, de común acuerdo entre contratante y consultor, ameriten una mayor atención con miras a la definición de estrategias de desarrollo que atraigan el movimiento comercial de carga que cruza de México a Estados Unidos.

Seguramente en esta etapa se requerirá de mayor trabajo de campo para generar la información con el detalle y precisión necesarios para el cumplimiento de los objetivos planteados.



Pharr International Bridge

PROPUESTA DE ESTUDIO

El diseño detallado de encuestas y trabajos de levantamiento de información en campo podrán definirse con mayor pertinencia atendiendo a los resultados previos obtenidos en la primera etapa del estudio.

Como producto de la segunda etapa se tendrá un informe con los resultados del análisis de la participación regional del Puente Pharr en el contexto de tráfico internacional de carga que cruza de México a Estados Unidos. Se establecerán parámetros para la comparación objetiva del movimiento de carga entre los distintos cruces internacionales, y se buscarán los elementos distintivos que caracterizan particularmente las fortalezas y debilidades del Puente Internacional Reynosa-Pharr.

Finalmente, el resultado al concluir este estudio será un informe final que integre la información del estudio en sus dos etapas. Con la información resultante se tendrán los elementos necesarios para establecer un Plan Estratégico tendiente a la promoción del Puente Pharr como una buena opción de cruce para el tráfico de carga de México a Estados Unidos.

El contenido propuesto para el informe final es el siguiente:

I Resumen Ejecutivo

II Análisis del potencial del Puente Internacional Reynosa-Pharr para el tráfico de exportación en dirección Sur-Norte, situación actual y proyecciones al año 2030.

1. Metodología

- 1.1 Clasificación de procesos y productos de potencial para el transporte de exportación México-Estados Unidos.
- 1.2 Factores relacionados con el tráfico de carga comercial.
- 1.3 Definición de los criterios y modelos considerados.
- 1.4 Construcción de las matrices origen – destino.
- 1.5 Proyecciones a los años 2020, 2025 y 2030.

2. Regiones geográficas con mayores oportunidades para la generación de transporte de exportación, a través de la frontera noreste de México.

- 2.1 Identificación de regiones geográficas.
- 2.2 Clasificación de regiones conforme al potencial para la generación de tráfico en el año 2015.
- 2.3 Proyecciones a los años 2020, 2025 y 2030.



Pharr International Bridge

PROPUESTA DE ESTUDIO

3. **Rutas de transporte con mayores oportunidades para la generación de cruces fronterizos Sur-Norte, a través de los puertos seleccionados.**
 - 3.1 Identificación de los estados que, dada la situación actual, tienen mayores oportunidades de generar transporte de carga en los cruces fronterizos seleccionados.
 - 3.2 Proyecciones a los años 2020, 2025 y 2030.

4. **Tráfico de carga en dirección Sur-Norte por el área de estudio.**
 - 4.1 Toneladas y toneladas-km de carga movidas durante 2015.
 - 4.2 Valor de la carga movida durante 2015.
 - 4.3 Participación de las diferentes configuraciones en el transporte de las distintas mercancías para algunas de las principales carreteras.
 - 4.4 Principales mercancías transportadas.
 - 4.5 Principales pares origen-destino por número de viajes.
 - 4.6 Mercancías para las que se registró un mayor número de viajes en los principales pares origen-destino.
 - 4.7 Corredores principales por tonelaje diario transportado de carga.
 - 4.8 Corredores principales por valor transportado diario de carga.
 - 4.9 Principales mercancías que cruzan la frontera por los puertos seleccionados.

5. **Análisis comparativo de la oferta para el cruce fronterizo de vehículos de carga con dirección Sur-Norte en el área de estudio.**
 - 5.1 Identificación de los puertos fronterizos con mayor potencial en relación al área de influencia del Puente Internacional Reynosa-Pharr.
 - 5.2 Estado actual de las instalaciones portuarias y sistemas operativos vigentes que atienden el tráfico de carga en el sentido Sur-Norte en los puertos seleccionados.
 - 5.3 Estudio comparativo entre las opciones de cruce. Análisis basado en distancias de recorrido, tiempo promedio de cruce, facilidades urbanas y portuarias.

III Conclusiones y recomendaciones.

IV Anexos y Bibliografía



Pharr International Bridge

PROPUESTA DE ESTUDIO

Tiempo de ejecución.

Para la realización del estudio arriba descrito, se requerirán 12 semanas de acuerdo con el siguiente cronograma:

Programa de trabajo

ACTIVIDAD	SEMANA											
	1	2	3	4	5	6	7	8	9	10	11	12
1 RECOLECCION DE INFORMACION DOCUMENTAL												
2 CLASIFICACION Y REGISTRO DE DATOS ESTADISTICOS												
3 MAPEO DE REGIONES Y RUTAS DE TRANSPORTE												
4 IDENTIFICACION DE ENTIDADES ECONOMICAS RELACIONADAS CON EL TRANSPORTE DE EXPORTACION												
5 APLICACION DE ENCUESTAS Y LEVANTAMIENTO DE DATOS EN CAMPO												
6 FORMULACION Y DESARROLLO DE MODELOS DESCRIPTIVOS Y PREDICTIVOS												
7 ANALISIS ESTADISTICO Y DOCUMENTAL												
8 ELABORACION DE CUADROS SINTESIS												
9 INTEGRACION DEL INFORME PRELIMINAR												
10 INVESTIGACION DE CAMPO EN PUERTOS SELECCIONADOS (INSTALACIONES, RECORRIDOS, TIEMPOS DE CRUCE, ETC)												
11 DEFINICION DE CRITERIOS DE EVALUACION												
12 ELABORACION DE SINTESIS COMPARATIVA DE LAS OPCIONES DE CRUCE FRONTERIZO EN DIRECCION SUR-NORTE												
13 PRESENTACION DE RESULTADOS												
14 ELABORACION E INTEGRACION DEL INFORME FINAL												

Para el inicio de los trabajos se requerirá de la aceptación de la presente propuesta y del pago de anticipo correspondiente.



SERVICIOS ESPECIALIZADOS DE CONSULTORIA
ESTUDIOS Y CONSTRUCCION
Libramiento Naciones Unidas 2538, Col. Luis Donaldo Colosio
Cd. Victoria, Tamaulipas. Tel. (+52)834 3133128

Hoja 6 de 6

secoesc@yahoo.com



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Discussion and possible action, if any, on authorizing City Manager to negotiate and execute additional environmental services with Hicks & Company for Pharr Bicycle Accessible Improvement Project.

ISSUE

Additional environmental services are required in order to obtain an International Boundary Water Commission (IBWC) permit for the installation of the Bicycle Accessible Trial Project. This item is not in Hicks & Company scope of work.

FINANCIAL CONSIDERATION

Additional Services amount \$4,090.48.

STAFF RECOMMENDATION

Staff recommends approval of additional services. See attached cost breakdown from consultant.

ALTERNATIVES

Current Contract Amount: \$25,000.00

Hicks & Company (the Consultant)
Supplemental Scope of Work: City of Pharr Bicycle Accessible Improvements Project
Project Scoping and Preparation of a Categorical Exclusion Determination Checklist
for the City of Pharr
(TxDOT Pharr District)
CSJ: 0921-02-324
February 2016

Project Understanding

This supplemental scope of work includes two separate tasks to complete the environmental documentation required for the City of Pharr's Bicycle Accessible Improvements Project (CSJ: 0921-02-324):

Task A – Conduct coordination with the International Boundary and Water Commission (IBWC); and

Task B – Revise environmental documentation to incorporate changes to the project design.

The proposed project is the striping and signage of 22 miles of bicycle accessible lanes within existing TxDOT right of way in the city of Pharr. The project will include striping of bicycle lanes and improving signage, safety railings, bike racks, and landscaping. These bicycle accessible lanes will generally follow US 281 and span from the northern city limits of Pharr to the southernmost area of the city. The improvements will tie into existing and future bike lanes and trails and will connect the communities of Pharr, Edinburg, McAllen, Hidalgo, and Alamo.

The City of Pharr was awarded federal Transportation Enhancement Program funds for the project and entered into an Advance Funding Agreement with TxDOT in December 2013.

Scope of Work

Task A

Assist the City of Pharr in coordination with the IBWC, including preparation of coordination letters required under Item 7 of the IBWC's Permits and License Checklist (see **Attachment 1**).

Task B

Revise environmental documentation previously submitted to TxDOT to include changes to the project design (e.g., TxDOT's Biological Evaluation Form) and coordinate with TxDOT to update project documentation in the Environmental Compliance Oversight System (ECOS).

Deliverables

1. IBWC coordination letters
2. Revised Biological Evaluation Form
3. Revised Categorical Exclusion Determination Form

Assumptions

Additional tasks beyond those described above, including coordination with the U.S. Army Corps of Engineers, are not included in this scope of work and accompanying fee estimate. If these or other similar tasks are deemed necessary, a separate scope of work and fee estimate can be provided.

Attachments

Attachment 1: **Permit and License Checklist**

Attachment 2: **Fee Estimate**

**ATTACHMENT 1
PERMIT AND LICENSE CHECKLIST**

PERMITS AND LICENSE CHECKLIST

1. LETTER OF APPLICATION - 3 copies

- a. Identify your organization and state what is requested: Permit or License.
- b. List the type of structure, improvement, or work that is to be constructed.
- c. Statement of reason for said work, i.e., commercial, public, or private venture.

2. MAPS AND DRAWINGS - General

- a. Letter-size drawings are the minimum acceptable.
- b. Meridian or north arrow shown.
- c. Drawn to scale with scale stated and shown graphically.

3. VICINITY MAP – 3 copies

- a. Show a town, highway, bridge, or major identifiable feature.
- b. General location of work outlined should be circled in red.

4. LOCATION MAP – 3 copies

- a. Area where facilities are to be constructed should be outlined in red.
- b. Show property lines (metes and bounds, if possible) and/or location of property line markers, such as steel pipes driven into the ground with permanent identification data.

5. PLANS AND SPECIFICATION – 3 copies

- a. Drawings of sufficient details to determine exactly what is proposed, how it is to be constructed, and by whom.
- b. In any operation involving earthwork, such as an excavation, drilling or boring, a cross sections and profile of the proposed works must be furnished. See examples in Attachments I-IV at http://www.ibwc.state.gov/Files/construction_criteria.pdf

6. If the construction is also on land owned by personnel other than the government, the applicant must include a statement in triplicate from the owners giving permission for such construction on their property and access thereto.

7. If the proposed work requires clearing, excavation, or dredging on government property, you must first contact the following agencies:

- a. Appropriate Historic Preservation Officer(s), to find out if you need a cultural resources survey of the area.
- b. U.S. Department of Interior, Fish and Wildlife Service, to determine the impact of the project on threatened and endangered species, both animal and plant life.
- c. U.S. Army Corps of Engineers, to determine the effects of the proposed project on the waters of the U.S., (wetlands, streams, and rivers) in the area.
- d. The Texas Parks & Wildlife and TCEQ, if applicable, for projects along the Rio Grande.

8. The letters from these various state and federal agencies, concurring with the proposed work, must be obtained by the requestor before the International Boundary and Water Commission will issue the requested permit.

9. A permit from the State Water Commissions, to divert waters from rivers or reservoirs, is necessary before a permit for pumps and water lines can be issued.

10. LICENSE FEES, (EFFECTIVE JANUARY 1, 1977) ARE AS FOLLOWS:

- a. Commercial License - \$150 per year plus \$28 per year per acre or part thereof.
- b. Permanent Commercial Utilities - \$115 per year

INTERNATIONAL BOUNDARY AND WATER COMMISSION
UNITED STATES AND MEXICO
UNITED STATES SECTION

INSTRUCTIONS ON REQUESTS FOR LICENSES
TO CONSTRUCT FACILITIES ON
INTERNATIONAL BOUNDARY AND WATER COMMISSION
RIGHTS-OF-WAY

INSTRUCTIONS

The purpose of this pamphlet is to help you in applying for authority to perform work or place structures on or across rights-of-way of projects under the jurisdiction of the United States Section, International Boundary and Water Commission (USIBWC), and to describe briefly such jurisdiction and your responsibility under the Federal laws and the method of compliance therewith. The United States Section is responsible for the construction, operation and maintenance of all United States properties under its jurisdiction and, the administration of laws for the protection and preservation of these properties. Licenses for all work to be performed on rights-of-way must be approved by the Commissioner for the United States Section before such work is begun. The authorization is ordinarily granted in the form of a revocable license. The license does not authorize any trespassing upon or injury to private property, or the invasion of private rights, nor does it affect water rights or concede that the licensee has any water rights.

FEE - Generally, in the Upper Rio Grande Canalization Project, an administrative fee of \$150.00 is charged for each license issued. No fee will be charged to Cities, States or political subdivisions thereto, or to owners of lands over which the Government has an easement only, and to others where the purpose of the license is for the direct benefit of such landowners.

If licensed works will cause additional cost to the United States a special fee for such license will be assessed in an amount determined appropriate in the circumstances by the United States Commissioner.

HOW TO APPLY FOR A LICENSE - An application for a license shall consist of a letter, in duplicate, requesting the license and accompanied by four copies each of a location map, vicinity map, and plan of the proposed work. The letter of application will be addressed to the Engineer in Charge of the Commission activities of the locality in which the proposed work lies. The letter will bear the date, the applicant's address and telephone number and, the location and description of work. It will give an explanation of the plans in sufficient details to enable the Commission to determine exactly what work is proposed and, to show that the structure or other works will not create a hazard or interfere with any project operations. The letter will be signed by the owner or proprietor of the proposed work, or his duly authorized agent, but not by the contractor who it is proposed to be employed to do the work. In case the application is from a corporation, the letter will give the name and location of principal office, telephone number, State in which incorporated and, title and name of official who will sign the license.

If the proposed work requires clearing, excavation or any other form of ground disturbance on government property, the applicant must first contact the following agencies for the state where the works will be performed:

- a. The Historical Preservation Commission
- b. The U. S. Fish and Wildlife Service
- c. The U. S. Army Corps of Engineers

Letters from these state and federal agencies, concurring with the proposed work, must be obtained and provided with the application, as required under the National Environmental Policy Act of 1969, as amended, (42 U.S.C. 4321 et. seq.). Where a major adverse impact will result, the applicant may also be required to furnish a detailed Environmental Impact Statement (EIS) as is further required by said National Environmental Policy Act.

Since all of the lands administered by the United States Section are within floodplain areas, no permanent improvements will be licensed except those that are not subject to flood damages and are floodproofed in accordance with the Unified National Program for Flood Plain Management of the Water Resources Council.

In the event a license is requested for the purpose of constructing facilities to convey water diverted from the Rio Grande, independent of, or in connection with any project works of the United States Section of the International Boundary and Water Commission, or for the purpose of enlarging or expanding facilities to increase the conveyance of such diversions, the applicant must submit a copy of his Water Rights Certificate with his application or, if he has a riparian right, state by affidavit under what authority or law the water has been, or is to be diverted.

The vicinity map will show the location of the proposed work with reference to a town, highway, or some major topographical feature. The location map will show the specific location of the proposed work with reference to some established monument on the Commission's project. Ideally, each map will be on an 8-1/2" x 11" sheet, or if practical, the vicinity map may be shown as an inset on the location map.

The location of the work will be outlined in red on each map. All drawings and maps should be drawn to scale and the scale shown graphically. Maps must have the usual meridian arrow. In general, the meridian arrow should be parallel with the 10-1/2" dimension of the drawing.

If, upon examination of the application, it is found that the proposed work or its operation and maintenance will not interfere with the operation and maintenance of any project works of the United States Section, and is consistent with permissible flood plain uses defined in the Unified National Program for Flood Plain Management of the United States Water Resources Council, a license will be prepared by the Commission and transmitted to the applicant, in duplicate, for his signature and return to the office from which it was received. The applicant shall send, if applicable, a postal money order or certified check, made out to the International Boundary and Water Commission, United States Section, in the amount of the appropriate fee for each license. Upon final execution of the license, a duplicate-original copy will be sent to the licensee for his files.

Applicants desiring to make application for authority to perform work or plan structures on or across right-of-way of projects under the jurisdiction of the United States Section of the Commission will often find it in the interest of economy and convenience to write or visit the nearest office of the Commission relative to their desires before incurring any expense in connection with the preparation of maps and plans.

GENERAL CONDITIONS - For the information of the applicant, the general conditions established by this Commission, relative to licensing, are given below. Special conditions may be added if it is determined that the interests of the United States so require:

1. The work shall be subject to the inspection and approval of the Engineer in Charge of the area in which the proposed work is to be done, to determine if the work is being performed in conformance with the plans, as approved. The Engineer in Charge may temporarily suspend the work at any time if, in his judgment, the interests of the Commission so require.
2. The United States will not be held liable for any damage or injury to the structure or work herein authorized which may be caused by, or result from, the future operations of Government-operated and maintained properties under the jurisdiction of the Commission, and no claim or right to compensation shall accrue from any such damage.
3. The licensee is required to operate and maintain the facilities for which the license is requested and such operation and maintenance shall be performed in such manner as not to interfere with the construction or operation of project works. The license granted is personal and shall not be assigned without the written permission of the Commissioner of the United States Section or his duly authorized representative.
4. The license will continue so long as, in the opinion of the Commissioner, it is considered to be expedient and not detrimental to the public interests, and shall be revocable by said Commissioner upon 90 days written notice to the licensee. Upon such revocation, or if the project is abandoned, the structure or other works shall be removed by licensee without delay and at his sole expense.

**ATTACHMENT 2
FEE ESTIMATE**

Hicks and Company Supplemental Fee Estimate
 Categorical Exclusion (CE) - City of Pharr Bicycle Accessible Improvements
 City of Pharr, Texas
 TxDOT Pharr District

LABOR COSTS															
TASK NO.	TASK DESCRIPTION	Project Manager	Sr. Environmental Scientist II	Environmental Scientist II	Environmental Scientist I	Environmental Prof. II	Environmental Prof. I	Environmental Staff III	Environmental Staff II	Environmental Staff I	Environmental Tech III	Environmental Tech II	Environmental Tech I	TOTAL HOURS BY TASK	TOTAL \$ BY TASK
	Environmental - Categorical Exclusion														
A	IBWC coordination	2					18	4						24	\$ 2,150.64
B	Revision of environmental documentation	2					12	8						22	\$ 1,939.84
	TOTAL HOURS:	4	0	0	0	0	30	12	0	0	0	0	0	46	\$ 4,090.48
	BURDENED LABOR RATE:	\$ 148.72	\$ 141.43	\$ 127.18	\$ 106.22	\$ 100.30	\$ 86.00	\$ 76.30	\$ 72.00	\$ 69.97	\$ 62.43	\$ 59.20	\$ 54.63		
	LABOR COST:	\$ 594.88	\$ -	\$ -	\$ -	\$ -	\$ 2,580.00	\$ 915.60	\$ -	\$ -	\$ -	\$ -	\$ -		
	TOTAL LABOR COST:	\$ -	\$ 4,090.48												

DIRECT COSTS	ESTIMATED UNITS	UNIT	RATE	ESTIMATED COST
Reproductions (public meeting displays)		cost		\$ -
Hazardous Materials Database Search	1	Search		\$ -
Courier Fees (Lone Star Overnight)	4	Packages		\$ -
Travel - air fare	3	rd trip		\$ -
Travel - rental car	4	days		\$ -
Lodging	4	Nights		\$ -
Meals	4	Days		\$ -
Mileage	1300	Mile		\$ -
TOTAL DIRIECT COSTS:				\$ -

TOTAL LABOR COSTS:	\$	4,090.48
TOTAL DIRECT COSTS:	\$	-
TOTAL LABOR & NON-LABOR COST:	\$	4,090.48



MEMORANDUM

DATE: February 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Discussion and possible action, if any, on authorizing City Manager to negotiate and execute additional engineering services with R. Gutierrez Inc. for Pharr Bicycle Accessible Improvement Project.

ISSUE

Additional engineering services are required in order to obtain an International Boundary Water Commission (IBWC) permit for the installation of the Bicycle Accessible Trial Project. This item is not in R. Gutierrez Inc. scope of work.

FINANCIAL CONSIDERATION

Additional Services amount \$11,100.00.

STAFF RECOMMENDATION

Staff recommends approval of additional services. See attached cost breakdown from consultant.

ALTERNATIVES

Current Contract Amount: \$28,000.00

Attachment No. 1 Scope of Services

The following provides an outline of the services to be provided by the Engineer in the development of the Project.

The Engineer shall provide engineering services for preparing the necessary detailed information required by the various review federal and state agencies in order to obtain clearance letters that will subsequently be included as part of the IBWC License (permit) request. The preparing of the letters to be sent to each individual federal and state agency will be performed by others. The work does include the preparation of a letter requesting the a license for the proposed work from the US IBWC. This project is scheduled for an August 2016 letting, however, the IBWC License will most likely not be available until close to the end 2016 or early 2017.

Task A – Project Coordination and Preparation of Exhibits

The Engineer will perform the following tasks:

- Prepare for and conduct an informational gathering meeting with IBWC
- Obtain additional field data for use in preparing exhibits to be submitted to the various federal and state agencies as part of the request for clearance letters
- Prepare detailed exhibits clearly delineating the projects impacts on the IBWC levees and project vicinity
- Coordinate meetings with the consultants, TxDOT, IBWC and the City as may be necessary
- Prepare meeting minutes and status reports
- Perform QC/QA for preparation of exhibits

Task B – Prepare and Submit Federal & State Agency Coordination Letters

Engineer will perform the following tasks:

- This work to be done by Others

Task C – Prepare and Submit IBWC Permit Application

The Engineer will perform the following tasks:

- Prepare one package with clearance letters from all the various agencies and with project specific exhibits and letter signed by City of Pharr official requesting a license for the project

Task D – Follow up on IBWC Permit Application

The Engineer will develop the following:

- Respond to any comments or requests for clarification or additional information from the IBWC
- Follow up with IBWC personnel regarding review of license application
- Notify City and TxDOT officials once license is approved

**Attachment No. 3
Fee Schedule**

Payment shall be based on each task completed:

Task A – Project Coordination & Preparation of Exhibits – \$ 7,830.00

Task B – Prepare and Submit Federal & State Agency Coordination Letters (by Others)

Task C – Prepare and Submit IBWC Permit Application – \$ 1,280.00

Task D – Follow up on IBWC Permit Application – \$ 1,990.00

Total Lump Sum Amount – \$ 11,100.00



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Discussion and possible action, if any, on authorizing City Manager to negotiate and execute additional engineering services with SDI Engineering for Downtown Lighting Project.

ISSUE

Additional engineering services are required for detail construction inspection for the installation of the Downtown Lights – Polk to Business 83. This item is not in SDI Engineering scope of work.

FINANCIAL CONSIDERATION

Additional Services amount \$8,700.00.

STAFF RECOMMENDATION

Staff recommends approval of additional services. See attached cost breakdown from consultant.

ALTERNATIVES

Current Contract Amount: \$25,000.00

March 28, 2016

William F. Ueckert Jr., P.E.
City Engineer
City of Pharr
118 South Cage
Pharr, Texas 78572

RE: S. Cage Lighting Improvements - Professional Engineering Services Proposal – **Amendment No. 1**

Dear Mr. Ueckert,

Pursuant to our conversation on March 24, 2016, I respectfully submit for your consideration a proposal for Amendment No. 1 for the above-referenced project. The following summary is for the additional project coordination and project management.

BASIC SCOPE OF SERVICES:

TASK B - ENGINEERING AND SCHEMATIC DEVELOPMENT:

- Coordinate design meetings with City of Pharr staff
- Coordinate engineering activities with design professionals from other entities
- Prepare Alternative Preliminary Schematic and Prepare presentations to all entities as required
- Review/Coordinate Cost Changes with Contractor
- Prepare Final Schematic in accordance with City approved alignments and Design Criteria
- Prepare/Coordinate TxDOT Right-of-Way Permit

TASK C - BIDDING AND CONSTRUCTION PHASE SERVICES

- Review Pay Requests provided by the Contractor
- Provide responses to Contractor's Request for Information / Review Submittal Data
- Utility Conflict Resolution
- Provide periodic construction site observations
- Prepare Construction Progress Reports as required
- Provide As-Built Plans
- Review Construction Materials Testing results by the City's testing laboratory

ENGINEERING FEE:

BASIC SCOPE OF SERVICES

• TASK B - Additional Engineering and Schematic Development	\$	5,200.00
• TASK C - Construction Phase Services	\$	3,500.00
		<hr/>
	\$	8,700.00

The Owner shall be responsible for the following, not included in the Services Fee:

- Document filing, Permitting Fees, Inspection Fees by Others (As Required)
- MEP Design Fee (if required)

INVOICES AND PAYMENTS:

SDI Engineering will submit invoices for partial payments for our services based on completion of work performed and shall be on a monthly basis.

Once again, I thank you for your consideration of this proposal and should you have any questions, or require additional information, please contact me at (956) 287-1818 or (956) 607-9081.

Sincerely,



Israel Posadas, P.E.
President



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

SUBJECT: Agenda Request: Discussion and possible action, if any, on authorizing City Manager to negotiate a fee and execute a contract for professional engineering services with Aldana Engineering & Traffic Design (AETD) for Traffic Signal at the intersection of Veterans and Kelly.

ISSUE

Traffic engineering services are required to prepare plans and specifications for a traffic signal at the intersection of Veterans and Kelly. AETD has provide plans and specifications for three other city traffic signals.

FINANCIAL CONSIDERATION

Estimated fee amount \$17,000.00.

STAFF RECOMMENDATION

Staff recommends approval to negotiation and execute contract.

ALTERNATIVES



ALDANA ENGINEERING & TRAFFIC DESIGN, LLC

ENGINEERING CONSULTANTS

March 23, 2016

Mr. William F. Ueckert, P.E.
City Engineer
City of Pharr
118 S. Cage Blvd
Pharr, Texas 78577

**RE: Traffic Engineering Services Proposal
Veterans Rd @ Kelly Ave**

Dear Mr. Ueckert:

ALDANA ENGINEERING & TRAFFIC DESIGN (AETD) is pleased to submit this proposal for traffic engineering services relating to the preparation of Plans, Specifications and Estimate for the design of traffic signal improvements at the intersection of Veterans Rd and Kelly Ave in the City of Pharr, Texas.

AETD will perform Traffic Engineering Services as detailed in Attachment No. 1 - **Scope of Services**.

SCHEDULE

It is estimated that this project can be completed within four weeks from the date a written notice to proceed is received and a surveying file is provided. A more detailed schedule is included in Attachment No. 2.

COMPENSATION

The total lump sum fees for this traffic engineering study are detailed in Attachment No. 3.

I would like to thank you for the opportunity to provide this proposal. If you have any questions or require additional information, please do not hesitate to call us.

Sincerely,

ALDANA ENGINEERING & TRAFFIC DESIGN, LLC

Albert J. Aldana, P.E.
Project Manager

ATTACHMENTS: Attachments 1-3

ATTACHMENT NO. 1

Scope of Services

The following provides an outline of the services to be provided by the ENGINEER (Aldana Engineering & Traffic Design) in developing Plans, Specifications and Estimate (PS&E) for the proposed construction of traffic signal improvements at the intersection of Veterans Rd and E. Kelly Ave in the City of Pharr, Texas.

The Engineer will prepare Plans, Specifications and Estimate for the design of signal improvements.

The Engineer shall perform several engineering tasks necessary to complete this PS&E Project. The Engineer will perform the following tasks:

Task A – Traffic Data Collection

The Engineer will perform traffic movement counts during the AM and PM peak hours for the following intersection:

- Veterans Rd at Kelly Ave

The data will be presented in a table form, tabulated in 15-minute intervals, indicating all the turning movements during the AM and PM peak periods. Counts will be performed during typical weekday peak hours.

The Engineer will also collect existing lane geometry and other roadway information. This information will be used for development of initial traffic signal phasing and timing plans.

Task B – Preliminary Engineering

The City of Pharr will provide the Engineer with a CADD File containing the intersection topography. The CADD file will include the following items:

- Topography
- Existing Drainage Structures
- Existing Utilities (Under and Above Ground)
- Existing Driveways
- Existing Lighting
- Existing ROW

The Engineer will utilize the CADD file in the development of existing condition diagrams. This will enable the Engineer to assess any potential conflicts that may exist with proposed traffic signal improvements. The Engineer will use the existing conditions layout as a base for the development of a preliminary improvement layout for review and approval.

Task C – Traffic Signal Design PS&E

The Engineer shall prepare plans and detailed drawings for traffic signal improvements at the intersection of Veterans Rd and E. Kelly Ave.

This existing intersection is presently un-signalized. The proposed traffic signal will include traffic signal poles and arms, traffic signal controller & cabinet, foundations,

the use of VIVDS for vehicle detection, LED lenses for all vehicular and pedestrian signal heads, countdown type pedestrian signal indications, and any required access sidewalks that adhere ADA requirements.

Traffic Signalization plans shall be designed in conformance with City requirements, including any appropriate Americans with Disabilities Act (ADA) design considerations. The Engineer's plan layouts shall be prepared in English units on 1"= 50' half scale single-banked drawings for traffic signals. Traffic signal plans shall generally consist of the following drawings:

- **Plan Layouts** (to specify proposed signal improvements, including signal heads, detection and electrical schedules, phasing diagram, etc.)
- **Traffic Signal General Notes** (to provide guidance in constructing the proposed traffic signal).
- **Traffic Signal Basis of Estimate** (for all materials required at each intersection).
- **Standard Detail Drawings** (for traffic signal installation).
- **Cost Estimate** (provide preliminary construction cost estimate).
- **Electrical Service Data & Summary** (for electrical service pole and disconnect information).

The Engineer will also include drawings depicting all existing and proposed permanent pavement markings. Engineer shall design permanent signing and marking in accordance with the *Latest Edition* of the *Texas Manual on Uniform Traffic Control Devices (MUTCD) for Streets and Highways*. Pavement marking plan layouts shall be prepared in English units on 1" = 50' half scale double-banked drawings. All striping material shall be specified as thermoplastic, and buttons graphically depicted independent of thermoplastic stripe. Permanent signing and striping design shall consist of the following drawings:

- **Signing and Marking Layouts** (to identify all existing signs to remain, signs to be removed or relocated, all proposed signs and all proposed marking).
- **Intersection Marking Details** (for all special marking as required at the intersections in the project).
- **Pavement Marking Basis of Estimate** (for all marking devices and materials).
- **Small Sign Summary** (to identify all proposed small signs and mounting materials).
- **Small Signs to be Removed Summary** (to identify all small signs to be removed and/or relocated).
- **Standard Detail Drawings** (for permanent signing and marking).
- **Specification Data & Cost Estimate** (provide preliminary and Engineer's Probable construction cost estimate)

The Engineer will make the following project submittals for this Traffic Signal PS&E Project:

1. **60% Review Plan Submittal** – Engineer will provide two (2) copies of the following components that will comprise a 60% completion level:
 - a. Title Sheet with project location map, all standards and plan sheets identified on Index of Sheets.

- b. Consolidated Summary showing bid items. This sheet will indicate Electrical Service Data Table with applicable information filled in.
 - c. Plan layouts will contain estimated quantity boxes with appropriate bid item descriptions, conduit runs clearly labeled, and filled-in conduit run tables.
 - d. A preliminary construction cost estimate will be provided.
 - e. First draft of technical specifications will be provided.
 - f. First draft of general notes.
2. **90% Review Submittal** – Engineer will provide two (2) copies of the following components that will comprise a 90% completion level:
- a. Plans will be mostly completed including quantities. All data tables, consolidated summaries and plan sheet estimated quantities will be complete and filled in.
 - b. *General Notes, Technical Specifications* and *construction cost estimate* will be provided for review.
3. **100% Submittal**
- a) Engineer will provide three (3) copies of final 11”x17” set of plans.
 - b) Engineer will provide three (3) copies of bidding documents and technical specifications.
 - c) Engineer will provide one (1) CD containing an electronic copy of plans.

Task D - Bidding Services

The Engineer will assist the City of Pharr with all requirements to request bids from potential traffic signal construction contractors. AETD will provide the City of Pharr copies of the bid documents, plans, and technical specifications required for bidding of project.

Engineer will conduct a pre-bid meeting as may be required. The Engineer will also assist with tabulation of bids and will provide a bid acceptance recommendation.

Task E - Construction Support Services

The Engineer will provide construction support services to ensure the project is constructed in accordance to plans and specifications. The services will consist of conducting a pre-construction meeting, providing reviews of all shop drawings, provide periodic construction monitoring of project site, respond to contractor inquiries, and verify contractor payment requests/estimates.

ATTACHMENT NO. 2
Time Schedule

Task A – Traffic Data Collection– 3 Business Days

Task B – Preliminary Engineering – 5 Business Days

Task C – Traffic Signal Design PS&E – 15 Business Days

Task D - Bidding Services - 10 Business Days

Task E - Construction Support Services - 20 Business Days

ATTACHMENT NO. 3
Fee Schedule

Payment shall be based on each task completed:

Task A – Traffic Data Collection – \$500.00

Task B – Preliminary Engineering – \$1,500.00

Task C – Traffic Signal Design PS&E – \$10,000.00

Task D – Bidding Services – \$3,000.00

Task E - Construction Support Services - \$2,000.00

Total Fees: \$17,000.00



MEMORANDUM

DATE: March 29, 2016
TO: Juan G Guerra, City Manager
FROM: William F. Ueckert Jr., P.E. - City Engineer

OK
WJ

SUBJECT: Agenda Request: Discussion and possible action, if any, on authorizing City Manager to negotiate and execute additional traffic engineering services with Aldana Engineering & Traffic Design, LLC for Pharr Bicycle Accessible Improvement Project.

ISSUE

Additional traffic engineering services are required in order to obtain an International Boundary Water Commission (IBWC) permit for the installation of the Bicycle Accessible Trial Project. This item is not in AETD scope of work.

FINANCIAL CONSIDERATION

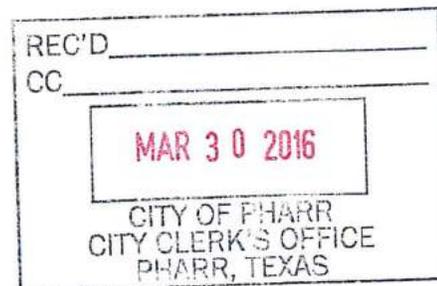
Additional Services amount \$13,500.00.

STAFF RECOMMENDATION

Staff recommends approval of additional services. See attached cost breakdown from consultant.

ALTERNATIVES

Current Contract Amount: \$45,000.00



ATTACHMENT NO. 1

Scope of Services Change Order #1

The engineering services described herein and to be provided by ALDANA ENGINEERING & TRAFFIC DESIGN (AETD) include modifications to existing Plans, Specifications, and Estimate (PS&E) for the Pharr Bicycle Accessible Project. The **ENGINEER** shall prepare the following modifications to project plans:

- Prepare signing and pavement marking layouts for bike trail at floodway (designed by others)
- Revise project stationing to accommodate proposed EB & WB bike trail at the floodway.
- Remove bike lanes from the Floodway Bridge Crossing
- Remove handrail retrofit from Bridge
- Update proposed project typical sections
- Insert proposed plan sheets for proposed bike lane detour (By others)
- Revise Project Layout Sheet
- Update Bile Lane Improvements Layouts
- Update Project General Notes
- Update Project Specifications
- Update applicable, current TxDOT Standards
- Update TxDOT Submittal Forms (1002, & Certifications)
- Update bid item Quantities
- Update Project Cost Estimate
- Prepare 100% Submittal to TxDOT

100% Submittal will include the following items:

- a. AETD will provide five (5) copies of final 11"x17" set of plans.
- b. AETD will provide one (1) copy of general notes.
- c. AETD will provide one (1) copy of Special Specs and marked-up copy of changes of any Special Specs that have been modified.
- d. AETD will provide two (2) copies of certification sheets (Utilities, ROW etc).
- e. TxDOT PS&E Submittal Form 1002
- f. AETD will provide one (1) set of 11"x17" mylar plan drawings.
- g. AETD will provide one (1) CD containing an electronic copy of all files.

Additional services will be provided upon request.

ATTACHMENT NO. 2
Time Schedule

60% Submittal – April 15, 2016

90% Submittal – April 22, 2016

100% Complete Submittal Package – April 29, 2016



MEMORANDUM

DATE: March 28, 2016

TO: Mayor and City Commissioners

CC: Juan Guerra, City Manager; Ed Wylie, Asst City Manager

A blue circular stamp containing the handwritten letters "OK" and "EW" in a cursive script.

FROM: David Garza, Utilities Director

SUBJECT: SECO Preliminary Energy Assessment Service Agreement

ISSUE: State Energy Conservation Office (SECO) will do a preliminary energy assessment service agreement of the water treatment plant and wastewater treatment plant which will in turn give recommendations on saving energy cost

FINANCIAL CONSIDERATION: NA

STAFF RECOMMENDATION: Staff is recommending approval

ALTERNATIVES: na

THANK YOU

REC'D CC	A blue handwritten signature, likely of the City Clerk, is written over the stamp.
MAR 29 2016	
CITY OF PHARR CITY CLERKS OFFICE PHARR, TEXAS	

Preliminary Energy Assessment Service Agreement



Investing in our communities through improved energy efficiency in public buildings is a win-win opportunity for our communities and the state. Energy-efficient buildings reduce energy costs, increase available capital, spur economic growth, and improve working and living environments. The Preliminary Energy Assessment Service provides a viable strategy to achieve these goals.

Description of the Service

The State Energy Conservation Office (SECO) will analyze electric, gas and other utility data and work with _____, hereinafter referred to as Partner, to identify energy cost-savings potential. To achieve this potential, SECO and Partner have agreed to work together to complete an energy assessment of mutually selected facilities.

SECO agrees to provide this service at no cost to the Partner with the understanding that the Partner is ready and willing to consider implementing the energy savings recommendations.

Principles of the Agreement

Specific responsibilities of the Partner and SECO in this agreement are listed below.

- ✓ Partner will select a contact person to work with SECO and its designated contractor to establish an Energy Policy and set realistic energy efficiency goals.
- ✓ SECO's contractor will go on site to provide walk through assessments of selected facilities. SECO will provide a report which identifies no cost/low cost recommendations, Capital Retrofit Projects, and potential sources of funding. Portions of this report may be posted on the SECO website.
- ✓ Partner will schedule a time for SECO's contractor to make a presentation of the assessment findings key decision makers.

Acceptance of Agreement

This agreement should be signed by your organization's chief executive officer or other upper management staff.

Signature: _____ Date: _____

Name: _____ Title: _____

Contact Person

Name: _____ Title: _____

Organization: _____ Phone: _____

Street Address: _____ County: _____

Mailing Address: _____

Email Address: _____

Please sign and mail or email to: Stephen Ross, PEA Program Administrator, State Energy Conservation Office, 111 E. 17th Street, Austin, Texas 78774. Email: Stephen.Ross@cpa.state.tx.us

MEMORANDUM

DATE: March 31, 2016
TO: Juan Guerra, City Manager
FROM: Sergio Contreras, PEDC II Executive Director

SUBJECT: MOU with PSJA ISD

ISSUE

Memorandum of Understanding with PSJA ISD in support of internship program with the PSJA Collegiate Academy. "Consideration and action, if any, on Memorandum of Understanding between PSJA ISD and the City of Pharr for PSJA ISD's Collegiate Academy"

FINANCIAL CONSIDERATION

MOU is a non-monetary commitment.

STAFF RECOMMENDATION

To place item on City Commission agenda for official consideration by Mayor and City Commissioners.

ALTERNATIVES

N/A

Please feel free to contact me should the need arise, I am at extension 1304.

THANK YOU

REC'D _____
CC _____
MAR 31 2016
CITY OF PHARR CITY CLERK'S OFFICE PHARR, TEXAS

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) is entered into by and between Pharr-San Juan-Alamo Independent School District and the City of Pharr, TX (to include all departments and component units of the City of Pharr).

PURPOSE AND SCOPE OF MOU

In support of PSJA ISD's Collegiate Academy, the City of Pharr, TX has agreed to support all current and future academies created at PSJA ISD by providing support through all departments and component units of the City of Pharr, in identifying and creating non-paid student internships, job shadowing and mentoring opportunities within the community to better prepare PSJA ISD Collegiate Academy students for both college and career. PSJA ISD's Collegiate Academy has been developed to align with the five (5) endorsements stipulated in House Bill 5, endorsements which include: 1.) Business and Industry, 2.) Public Services, 3.) Arts and Humanities, 4.) STEM and 5.) Multidisciplinary Studies.

Through this partnership, a newly created Mayor's Youth Advisory Council will be implemented through the city in order to foster the students of PSJA ISD in developing and strengthening interpersonal soft skills for any future endeavor. This program will enhance knowledge of local government, leadership training, and community involvement through volunteer hours.

The main focus of this partnership is to identify and develop experiences that will be provided for PSJA ISD Collegiate Academy students participating in a coherent sequence of career and technical education courses. These experiences will serve as supplemental educational learning for PSJA ISD students.

This strategic partnership between PSJA ISD and the City of Pharr, TX is key in the development of the PSJA ISD student population, with a long-term goal of impacting the communities where these students will work and live. These experiences will allow PSJA ISD students to make a successful transition to the workforce and/or post-secondary education.

AUTHORIZING SIGNATURES

The signatories below certify that they have the authority to enter into this agreement.

PSJA SCHOOL DISTRICT

CITY

By: _____
Dr. Daniel P. King, Superintendent of Schools
Pharr-San Juan-Alamo ISD
601 East Kelly
Pharr, Texas 78577
Office: (956) 354-2000
Fax: (956) 702-5648

By: _____
Dr. Ambrosio "Amos" Hernandez, Mayor
City of Pharr, Texas
P.O. Box 1729
Pharr, Texas 78577
Office: (956) 402-4100
Fax: (956) 702-5313

Date: _____

Date: _____

MEMORANDUM

DATE: March 30, 2016
TO: Juan Guerra, City Manager
FROM: Sergio Contreras, PEDC II Executive Director



SUBJECT: Khan's Grill 380 Agreement

ISSUE

380 agreement package for development of 1.0025 acres +/-

FINANCIAL CONSIDERATION

Please see 380 agreement

STAFF RECOMMENDATION

To place item on City Commission agenda for official consideration by Mayor and City Commissioners.

ALTERNATIVES

N/A

Please feel free to contact me should the need arise, I am at extension 1304.

THANK YOU

