

# LIVE WORK PLAY

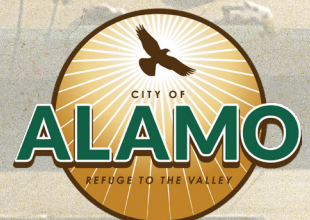
## VISION:

*The Best Place in the  
Rio Grande Valley to  
**Live, Work, and Play***

DRAFT: APRIL 2025

## CITY OF ALAMO **COMPREHENSIVE PLAN**

**DRAFT GOALS, OBJECTIVES, AND ACTIONS FOR PUBLIC REVIEW**





# ALIVE

Already a valued bedroom community, Alamo can leverage its undeveloped land and community amenities to attract new households and improve the quality of life for existing residents.

## GOAL 1

*Make Alamo the city of choice in the Rio Grande Valley (RGV) by investing in infrastructure, housing, resulting in a high quality of life that is vibrant and affordable.*



## OBJECTIVE 1.1:

### Increase housing quality, affordability, and improve neighborhood vitality and security

#### ACTION 1.1.1:

- ▶ Assist local housing agencies and other interested parties to invest in high-quality housing developments through co-investment in infrastructure improvements.

#### ACTION 1.1.2:

- ▶ Allow for multifamily and higher-density housing options in appropriate locations—such as near major corridors or existing mixed-use areas—by updating the zoning ordinance with standards that promote quality site design, long-term durability, and compatibility with surrounding development.

#### ACTION 1.1.3:

- ▶ Implement targeted improvements—such as enhanced street lighting, traffic calming measures, and beautification projects—to improve neighborhood safety and appearance.

#### ACTION 1.1.4:

- ▶ Increase code enforcement—within budget constraints—to address unsafe housing, unhealthy property conditions, illegal dumping, and other issues that negatively impact neighborhood appearance and property values.

#### ACTION 1.1.5:

- ▶ Explore the creation of a safe volunteer assistance program to help senior and disabled residents with basic yard maintenance, in partnership with local schools, civic groups, and faith-based organizations.

#### ACTION 1.1.6:

- ▶ Evaluate the feasibility of a City-County agreement to enhance animal control services within Alamo city limits, with a focus on improving public health, safety, and neighborhood livability.

#### COMMUNITY VOICES

How do you think quality of life could be improved in Alamo?

Good jobs  
Memorial bench opportunities in parks  
Health Dept in Alamo - commercial only  
(now has to come from County - long wait)  
Not more parks but improved parks  
SIDEWALKS  
Walking Trails  
Better drainage S. 12th street  
area around stage in City Park is uneven

more community engagement to keep Alamo beautiful & clean  
Bike trail  
Historic Neighborhoods



Please offer help to senior and disabled residents help with yard maintenance. Set up students and volunteers to help out.



COMMUNITY VOICES



# LIVE

## OBJECTIVE 1.2:

Expand and improve “green” amenities to support underserved areas and meet growing demand

### ACTION 1.2.1:

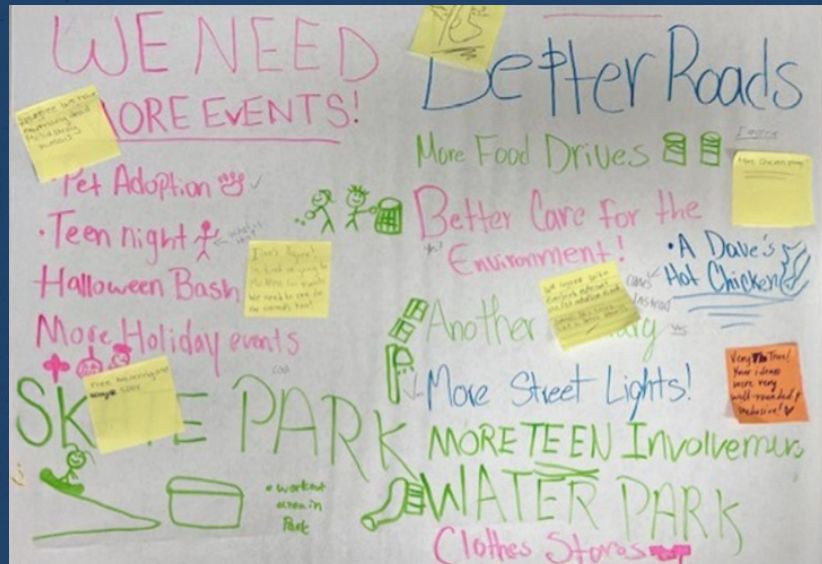
- ▶ Pursue opportunities to expand parks and recreation access in underserved and growing neighborhoods by identifying potential sites for new facilities and exploring shared-use agreements with schools and other institutions.

### ACTION 1.2.2:

- ▶ Establish a city-wide system of hiking and biking trails to create a network of city and parks while exploring potential state and federal funding sources.

**EXAMPLE PROJECT:** Retrofit the old sewer treatment plant’s lagoon system into an environmental amenity such as stormwater management, solar farm, greenspace, or similar uses.

### COMMUNITY VOICES



### CURRENT



### CONCEPT





## ACTION 1.2.3:

- ▶ Plant shade and decorative trees along key corridors and in parks. Create attractive, low-maintenance greenspaces and water features in high-visibility public areas to enhance comfort, beautify the city, and reduce localized heat.

## ACTION 1.2.4:

- ▶ Update the Parks and Recreation Master Plan to form a long-term capital plan and identify the associated funding sources.

“Planting trees for shade plus sidewalks will make the city looking fresh, welcoming and family oriented.”

“We need to plant more trees in our areas like parking lots and new homes and existing homes. Trees are a part of nature that can help with our brutal south Texas weather.”

COMMUNITY VOICES

## CURRENT

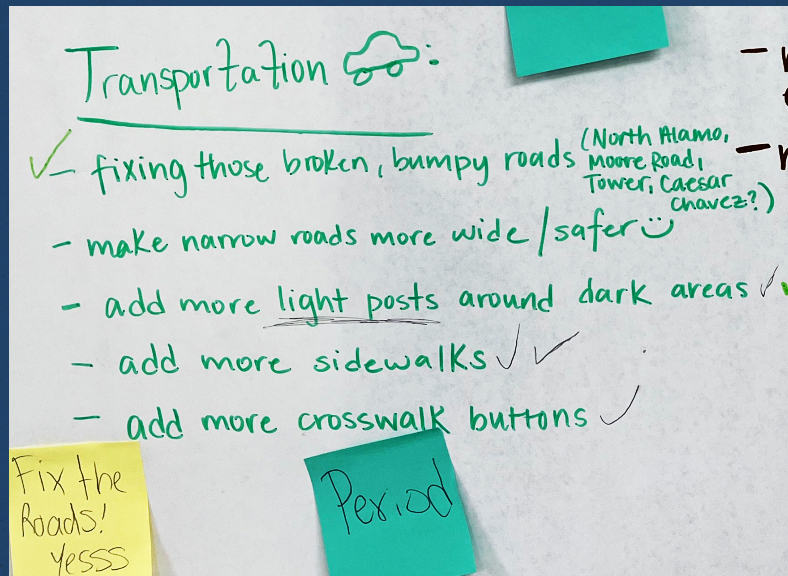


## CONCEPT





## COMMUNITY VOICES



### SURVEY SAYS...

**Infrastructure issues** were the most frequently cited challenge in the City of Alamo, with **71%** of survey respondents including it among their top five concerns that need to be addressed.

Second was **"recruiting new businesses"**, with **65%** of respondents including in their top five.

### SURVEY SAYS...

In a survey of a high school class of 25 students, the most desired improvement was **sidewalks and bike paths**



Create more infrastructure for bicycles and pedestrians, there are no sidewalks linking neighborhoods north of Expway 83 to city hall.



COMMUNITY VOICES

## OBJECTIVE 1.3:

### Upgrade streets and public services to enhance traffic/pedestrian safety, mobility, and accessibility

#### ACTION 1.3.1:

- ▶ Build and improve sidewalks and crosswalks in key areas such as routes to schools and public buildings and public parks.

#### ACTION 1.3.2:

- ▶ Add or enhance street lighting to improve safety and visibility at key intersections and along thoroughfares.

#### ACTION 1.3.3:

- ▶ Expand emergency services, with a special focus on underserved areas, to achieve ISO recommendations and standards, to help attract investment and manage insurance premiums.

#### ACTION 1.3.4:

- ▶ Invest in safety improvements in areas with the highest concentrations of roadway accidents; and seek federal and state project funding.



# WORK

The City of Alamo has substantial opportunities to attract new development, workers, and investors; to facilitate growth of local business, and better prepare its residents as a competitive workforce by investing in people and public services.

## GOAL 2

*Spark job growth and business development by investing in infrastructure, job seekers, and entrepreneurs—led in partnership with the Alamo Economic Development Corporation (AEDC)*





*Level the playing field for small businesses. We need to support our local entrepreneurs.*



COMMUNITY VOICES

## **OBJECTIVE 2.1:** Leverage available real estate for new development aligned with sectors poised for regional growth by investing in infrastructure, and incentives where needed

### **ACTION 2.1.1:**

- ▶ Strategically invest Tax Increment Reinvestment Zone (TIRZ) funds to attract new development along the interstate and service road.

### **ACTION 2.1.2:**

- ▶ Conduct a feasibility and market study on the establishment of a light industrial district along South Alamo Road to support cold storage, shipping, logistics and similar uses supported by trade growth.

### **ACTION 2.1.3:**

- ▶ Identify areas for new commercial development through an update to the future land use map.

## **OBJECTIVE 2.2:** Attract private sector investment through enhanced public services and incentives

### **ACTION 2.2.1:**

- ▶ Implement and continually update (min. 5 year intervals) the City's comprehensive roadway and drainage master plan targeted at reducing street flooding and improving neighborhood attractiveness.

### **ACTION 2.2.2:**

- ▶ Continue to provide small business grants, loans, and technical assistance to local entrepreneurs for relocation and/or expansion in the City of Alamo—with program administration led by the Alamo EDC, and a focus on entities that may face language, economic, or other barriers.

### **ACTION 2.2.3:**

- ▶ Improve broadband access and speed to attract residents and businesses.

### **ACTION 2.2.4:**

- ▶ Explore alternative infrastructure funding through the establishment of additional TIRZ districts and similar financing vehicles.



# WORK

## **OBJECTIVE 2.3:**

**Invest in workforce development to help current job seekers improve their skills and prepare the next generation of Alamo residents for viable career opportunities**

### **ACTION 2.3.1:**

- ▶ Leverage the Alamo public library's reach and programs to expand the offerings of technical and digital skills training, English as a second language, and other learning needs.

### **ACTION 2.3.2:**

- ▶ Forge partnerships between the high school vocational programs and regional businesses to provide apprenticeship and on-the-job training.

### **ACTION 2.3.3:**

- ▶ Identify underserved or growing industries in the region and connect job seekers to their employment and training programs.



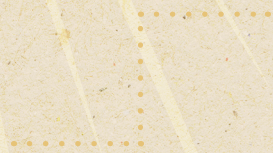


# PLAY

Build awareness  
of Alamo's assets  
and identity as a  
safe destination  
for leisure and  
recreation.

## GOAL 3

*Transform Alamo  
into a Renowned  
Destination for  
Visitors and Locals*





# PLAY

## OBJECTIVE 3.1:

### Revitalize Alamo's central square to be the focal point of the community; creating a sense of place and spurring reinvestment

#### ACTION 3.1.1:

- ▶ Reconfigure Central Park and the adjacent parking lot into a dynamic outdoor space that functions as a public square for public events, commerce, and community-building.

#### ACTION 3.1.2:

- ▶ Incentivize reinvestment in the private retail spaces that front along the square, focused on leisure and dining establishments, through direct city investment in redevelopment projects or through small business grants administered by the EDC.

#### ACTION 3.1.3:

- ▶ Upgrade the surrounding streets with pedestrian infrastructure, plantings, signage, and street furniture to inspire reinvestment in the adjacent private establishments.

#### POTENTIAL REGULATORY

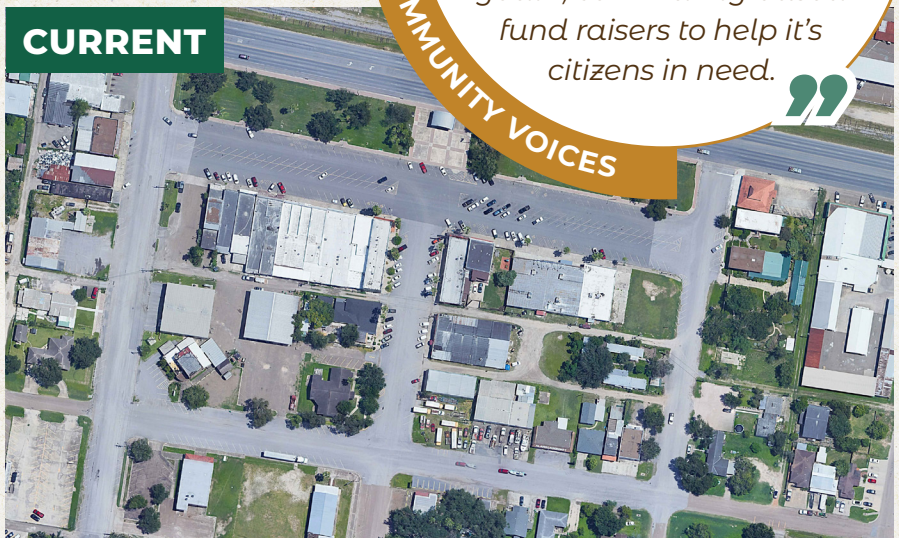
#### ACTION 3.1.4:

- ▶ Consider enacting an overlay district to establish fencing and screening requirements and/or other façade or property conditions requirements in this district.

“ I would love to see a community area/park/gazebo area for us to host events ”

“ Create more community based activities for families, such as having more festivals, bake offs, cook offs, community park clean up activities for the youth, community based fund raisers to help it's citizens in need. ”

COMMUNITY VOICES



“ Please beautify our town square. Add flowers, trees, benches and picnic areas. ”

COMMUNITY VOICES



# PLAY

## **OBJECTIVE 3.2:**

### **Launch a coordinated campaign of events and communications to market Alamo**

#### **ACTION 3.2.1:**

- ▶ Increase investment in annual festivals and events including the marketing of these events to a wider audience.

#### **ACTION 3.2.2:**

- ▶ Launch a branding and marketing campaign for Alamo to foster a unique and compelling city identity which could include a slogan, signage, and social media presence.

#### **ACTION 3.2.3:**

- ▶ Develop targeted messaging for eco-tourism visitors drawn by the Santa Ana National Wildlife Refuge and other natural areas.



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