future land use implementation plan
Introduction

The Comprehensive Land Use Plan for Brownsville, Texas, identifies several key policy objectives that must be significantly implemented within the next five years. The five year threshold is a significant benchmark for the following reasons:

- Meaningful population growth will have occurred within that time frame.
- That increment of population growth will put increasing pressure on the financial capabilities of the City, necessitating increased ad valorem tax revenues to offset those pressures.
- Increasing competition for employment growth among the various cities of the Rio Grande Valley will require that Brownsville establish a more competitive position or run the risk of falling behind in this important area of economic development.

The following Action Agenda views the next five years in light of key accomplishments on numerous fronts that will (if accomplished) put in place a foundation for enhancing Brownsville’s future. The following identifies key actions for each spatial element of the Future Land Use Plan.

Initiative One: Downtown

The key short term needs of the downtown area must focus on creating an investment environment that is able to attract investment as Brownsville realizes greater growth. The Downtown Vision portrayed in the Comprehensive Plan anticipates significant residential and commercial development. Such levels of development are driven more than attracted. The short term objective is to put in place those initiatives that will begin to drive economic resurgence of the downtown core.

Location of the Downtown Core within the overall movement patterns of Brownsville and the Brownsville Region

At present, Downtown Brownsville struggles to resolve its place within the local and regional movement patterns of the City. On a macro level, regional traffic flowing to Brownsville encounters a significant impediment to flow when it enters the downtown area.

Key Public Improvements that define manageable areas of reinvestment

The downtown core as an area must have physical attributes that define it as an area and as a set of sub-areas. Therefore, the elements of cognitive recognition become essential to defining a framework for investment (both public and private). Creation of a legible framework would also facilitate resolution of region and local flow problems within the downtown area. Key Public Improvements that should be accomplished within the next five years are:

- Create a Primary Investment District: Often strategies for reinvestment and revitalization fail because the area identified for such activity are too large and the early phase investments brought to the downtown are lost in the overwhelming scale of the revitalization challenge. Therefore, a smaller area should be identified as a short term target and reinvestments should be focused on that area
to attain a critical mass of value significance. The improvements to the physical and local systems are intended to strengthen cognitive definition of an area which should be further defined as follows:

- Programmatic risk mitigations
- Stabilization initiatives

- Preserve the valuable resources that make downtown unique: Historic Preservation is a critical aspect of retaining the important built assets of the downtown core. Historic Preservation also establishes a public interest (generally acknowledged by State law) which empowers the City to take extra-ordinary measures such as:
  - Design regulation
  - Various forms of technical assistance
  - Incentivized compliance
  - Concentrated public investment

**Five Year Initiatives for the Downtown Core**

1. Create a Primary Investment District that allows the City of Brownsville to focus its capital investments related to downtown revitalization.

2. Establish a Historic Designation within that primary Investment District that defines a prevailing public interest and allows extra measures of protection/preservation. Establishing such a District will require that Brownsville adopt a Historic Preservation Program, such as the Program established for the City of Dallas.

3. Establish a Property Owners Association (POA) within the Primary Investment District.

4. Establish a Public Improvement District (PID) that coincides with the Primary Investment District.

5. Under the leadership of the PID Board and the POA, set up a plan of events and marketing initiatives that will bring destination attributes to the Primary Investment District.

6. Visually distinguish the Primary Investment District with select capital improvements of the streetscape and landmark monumentation.

7. When the above described actions have established stability and made a return comprehensible, apply initiatives intended to mitigate the current risk of inventing in the downtown area. Mitigation of risk initiatives include:
   a. Access to financing
   b. Defining predictable exposures (such as process and timing of improvements)
   c. Cost Participation (especially in the portions of the private project that engage the public domain)
**Initiative Two: Regional Corridors**

As Brownsville begins to complete a regional system, it will attract early stage development interest that may not fulfill the future investment potential of the completed system. Early stage “low end capture” can perpetuate the present Brownsville condition where early low end capture now creates conditions not attractive for a more desirable high end capture. To preserve the potential created by public investment in the Regional System, the following measures are required within the next five years:

- **Overlays:** Overlay Districts provide a means of imposing design controls over development without modifying the entitlements already given to parcels along regional corridors. In addition, Overlay Districts can implement some of the form based allocations described within the Comprehensive Plan immediately.

- **Physical Projects:** Meaningful physical projects include road improvements that would establish the location of two of the Primary Regional Node modules established in the Land Use Plan. The first is the Node located at the intersection of Padre Island Highway and North Indiana Avenue (known as the Industrial Node), and the second is located at the intersection of Highways 77/83 with the new Regional Loop Road (known as the Regional Commercial Node). At present, the northern portion of the East Loop Road is under construction and may well be completed (or nearing completion) within 5 years. However, the improved northern section of the East Loop will sit isolated from other areas unless it can be connected to a system. Absent such a connection, there is a temptation to develop at a low level of capture and such development will negatively affect the economic power of the future completed Regional Loop Road.

**Five Year Initiatives for the Regional Corridors**

1. Initiate improvement of International/South Padre Island Highway so project completion will coincide with completion of the northern portion of the East Loop. Such improvements should clarify the Boulevard’s status as a Regional Connector and include operational improvements as well as visual enhancements that make the connection between the Industrial Node and the Downtown Core identifiable.

2. Initiate visual enhancements of Highways 77/83 that identify them as a system element of a completed sub-system that includes the northern portion of the East Loop, improved International/South Padre Island Highway, and enhanced Highways 77/83.

3. Create Overlay Districts along International/South Padre Island Highway, the northern portion of the East Loop, and Highways 77/83 so that development precipitated by the connection of the three roadways as a sub-system will compliment to the future potential of the Regional Loop.

4. Review and direct off-ramp design along the northern section of the East Loop, as well as the eastern section so the frontage and intersections created are supportive to node formation.

5. Increase intersection capacity within the node area where intersection levels of service are contributing to roadway congestion.

6. Provide opportunities for shared parking through the provision of public parking and/or creation of a parking district.
Initiative Three: Regional Nodes

Regional Nodes are the components of the Brownsville Comprehensive Plan most relevant to establishing an ad valorem tax base, allowing Brownsville to fund its services and provide debt financing for key capital improvements related to a better future. Therefore, Regional Nodes are in many ways special planning districts in terms of their importance and their impact on the form of Brownsville.

Special Districts

Special Districts (such as a Tax Increment Financing District) are a reliable means by which public improvements can be financed. The use of such districts can reimburse private investment (made at early stages of growth), be used as a source of debt funding (once the increment begins to create revenue), or used to supplement debt funds. Special Districts include:

1. Districts meant to establish regulatory control (such as Target Enforcement Districts, Overlay Districts, Historic Districts, etc.)
2. Districts meant to establish shared governance (such as Municipal Management Districts, etc.)
3. Districts meant to promote targeted public funding (including Tax Increment Financing District, etc.)
4. Districts meant to focus general public funding (such as a Capital Improvement District)
5. Districts meant to generate premium funding (such as a Public Improvement District, Business Improvement District, etc.)

Sub-Area Plans

Sub-Area Plans are a necessary progression of a City’s Comprehensive Plan, because the Sub-Area Plan allocates the larger Plan vision to a specific geographic area and quantifies its impacts. The Regional Nodes are particularly important candidates for Sub-Area Plans because of their collective importance to establishing an ad valorem tax base of sufficient magnitude and value to sustain Brownsville’s desired quality of life (as expressed by the provision of City services). Typically the Sub-Area Plan includes:

1. Detailed land use
2. Capital improvements
3. Design enhancements
4. Key sub zones within the area that are critical to nodal form
5. Transit coordination plan

Economic Development

The critical importance of the Regional Nodes to establishing a sustainable source of ad valorem revenue also makes them important subjects of Economic Development Initiatives aimed at attaining mature market capture. Economic Development initiatives appropriate to the Regional Nodes include:

1. Facilitation of land assembly
2. Tax credits
3. Access to financing
4. Defining predictable exposures (such as process and timing of improvements)
5. Cost participation (especially in the portions of the private project that engage the public domain)
6. Marketing assistance
7. Staged public improvements

Physical Projects

Physical projects aimed at defining the locational advantage and visual identities of the Regional Nodes are essential to economic success. Funded by one of the Special District methods described above, physical projects important to the Regional Nodes are:

1. Completion of the regional system
2. Design and provision of limited access connections
3. Provision of backer roads
Organizational Structures

Key to any economic development strategy is the establishment of organizational structures through which the private and public sectors can form partnerships. Organizational structures include:

1. Property owners associations
2. Inter-department and inter-jurisdictional committees/councils/boards
3. Public/private task forces
4. Special function corporations
5. Special interest associations

Development Controls

In order to attain an appropriate level of mature market capture, it will be necessary to incentivize density and mixed land use development. This will require special development control measures that allow the shifting of density and land use flexibility in response to project capability to implement public development objectives. Also, development controls within the Regional Nodes must promote node legibility and identity through continuity and meaningful form. Development controls include:

1. Form based zoning
2. Design guidelines and standards that are both publicly imposed and privately imposed (through Overlay Districts, Zoning Suffixes, etc.)
3. Transfer of development rights
4. Incentive-based zoning districts

Five Year Initiatives for the Regional Nodes

1. Initiate improvement of International/South Padre Island Highway so project completion will coincide with completion of the northern portion of the East Loop. Such improvements should clarify the Boulevard’s status as a Regional Connector and include operational improvements as well as visual enhancements that make the connection between the Industrial Node and the Downtown Core identifiable.
2. Establish an interdepartmental coordination committee with focus on the Industrial and Regional Commercial Nodes.
3. Create a Regional Node zoning classification that incentivizes greater density and mixed use.
4. Establish an overlay district for the Industrial and Regional Commercial Nodes and create design guidelines and standards.
5. Establish a Tax Increment Financing (TIF) District for the Industrial and Regional Commercial Nodes.
6. Establish a Public Improvement District (PID) for the Industrial Node.
7. Create a detailed plan for the Industrial and Regional Commercial Nodes that identifies prioritized capital improvements.
8. Identify a key public project for the Industrial Node that will constitute a industry specific infrastructure (such as materials movement system) enhancement.
9. Review and direct off-ramp design along the northern section of the East Loop, as well as the eastern section, so the frontage and intersections created are supportive to node formation.
10. Eliminate frontage roads along the Regional Loop and create backer roads.
11. Establish bus service from Downtown to the Industrial Node.
12. Connect the Industrial Node to other areas of the integrated industrial fabric with bus service.
13. Link the Industrial Node to nearby City residential areas with bus service.
14. Perform land reclamation where possible to increase the opportunities for key green field projects. Relocate public rights of way and land uses that constrain development.
15. Construct freeway overpasses rather than roadway overpasses.
16. Install public improvements at overpass locations that replace the tendency for lower capture with assets that increase value of other adjacent parcels. Use overpass locations as opportunities for public enhancements that create value.
17. Create a public destination facility, feature,
amenity, event, or other public improvement that establishes a value reference for neighboring parcels and/or parcels within a geographic sphere around the improvement. Such destinations should extend the duration of stay within an area, district, or zone to precipitate spending and thereby indicate potential of return to private investment.

18. Acquire approvals to increase the airport runway to 12,800 feet.

19. Establish monumentation programs and initiatives that establish cognitive zones more suited in scale to comprehension of place and way-finding, as well as icons for areas, districts, and/or zones.

20. Create portals that signify entry into areas, districts, and/or zones.

21. Increase density and mixed use development to reduce vehicular trips.

22. Establish entitlement incentives for employment of development approaches that create commercial places not defined by the freeway front.

### Initiative Four: Local Corridors

Local Corridors comprise the everyday experience of most Brownsville residents. The City image communicated through this experience will allow Brownsville to compete for growth at the regional scale, because the local fabric is where residents associated with growth (e.g. corporate relocation) must live. Therefore, the primary issues associated with Local Corridors are continuity, enhancement, infill development, land assembly, and visual image.

#### Land Assembly

Years of lower end capture has created a condition along Local Corridors where the potential to attract a higher level of capture is restrained by the context associations established by previous development. Typically, this earlier development established a land parcel pattern that is too narrow and shallow for more current development forms. Therefore, land assembly becomes a key issue within the local system, enabling parcels to be brought to market that are of sufficient size to accommodate current patterns of growth. Land assembly mechanisms include:

1. City development authority (see San Antonio for a model)
2. Out-right purchase by the City
3. Purchase of key parcels that will facilitate private assembly
4. Facilitating the financing of key parcel purchase

#### Development Controls

In the Local Corridors, there is an overwhelming need for visual continuity and enhancement that will mitigate the extent to which previous development burdens the perceived value of the present condition. Therefore, important development controls for Local Corridors include:

1. Landscaping enhancement
2. Building interface with the public domain
3. Access management
4. Treatment of parking and services
5. Transition to other land use areas and adjacency
6. Mitigation of absolute capture pattern

**Physical Projects**

A reciprocal enhancement of the public domain through key public improvement projects should be performed in addition to enhancement of the private domain. Important public improvement projects include:

1. Thematic recognition
2. Beautification
3. Visual consolidation

**Economic Development**

Reversing blighting relationships is a critical issue confronting the Local Corridors in Brownsville. A blighting relationship is one where improvement value is not supported by land value. In these conditions, there is an economic disincentive to redevelopment and an incentive to allow property use to float toward ever lower tenancy or to abandon the property altogether. Therefore, economic development is a critical aspect of initiatives related to the Local Corridors. Economic Development in this context must address:

1. Stabilize the development site and its associated context (to stem the decline in use and condition)
2. Enhance the potential for return (to facilitate occupancy and/or value differentiation)
3. Mitigate risks (to place defined limits to risk associated with timing and uncertainty)

**Overlay Districts**

Sign clutter has become a major problem along the Local Corridors, and an initiative is needed that will begin to create visual structure and legibility within the “signscape” of Brownsville.

**Five Year Initiatives for the Local Corridors**

1. Create a development authority within the City Government of Brownsville (modeled after the San Antonio Development Authority) that can facilitate needed land assembly.
2. Establish an overlay district for key Local Corridors. Use the overlay district to impose development guidelines and standards, as well as sign controls.
3. Create a focused code enforcement initiative along key Local Corridors.
4. Initiate a program of financial assistance for fix up and repair within key Local Corridors.
5. Initiate a program to eliminate non-conformance within key Local Corridors.
6. Initiate a streetscape improvement program within key Local Corridors.
7. Identify infill projects that restore complete settings and eliminate the spatial disruptions associated with lack of order. Identification of infill projects needs to be further implemented through public initiatives (financial or cooperative development) to stimulate and/or assist infill construction.
**Initiative Five: Local Nodes**

Local Nodes begin to transform the local system because they impose differentiations on the current condition, which is lacking differentiation. As differentiations emerge, places of greater and lesser value will emerge and the system will be energized (and revitalized) by a structure of value that facilitates investment and transaction.

**Land Assembly**

The potential for Local Nodes to attain built mass sufficient to positively impact the need for ad valorem tax revenue is seriously limited by current spatial constraints that suppress nodal aggregation. Among these spatial constraints, the most significant is land availability and land assembly. Therefore, approaches similar to those described above (in Local Corridors) are needed to facilitate land availability for node formation/ aggregation.

**Economic Development**

Essential to creating significant differentiations within the Local Nodes is an economic development approach. Economic development within the local system is not like economic development within the regional system (discussed above). The local system is focused on the emergence of local tenants, while the regional system is focused on large plates. Economic development for Local Nodes includes initiatives that will attract:

1. Small scale local businesses
2. Neighborhood services
3. Local Property Owners Associations

To attract any of the above, it is essential that Local Node economic development work in conjunction with initiatives of the small business administration and facilitate use of these resources, as well as compliment such resources with additional aids.

**Development Controls**

Development controls within the Local Nodes must be focused on the form of development/ redevelopmen/ enhancement. It is necessary to visually define the Local Nodes so that a more pedestrian scale and neighborhood scale environment emerges. Key aspects of development control are:

1. Defining the street wall
2. Accommodating parking without creating a foreground parking lot
3. Providing pedestrian space and comfort
4. Improving density

Spatial outcomes (such as those listed above) can be accomplished through several regulatory tools that would impose standards and guidelines. These regulatory tools include:

1. Overlay districts
2. Special zoning suffix for Nodes
3. Third party deed restrictions in exchange for concessions on density, parking, and other current requirements

**Five Year Initiatives for the Local Nodes**

1. Create a development authority within the City Government of Brownsville (modeled after the San Antonio Development Authority) that can facilitate needed land assembly.
2. Create a Local Node zoning classification that incentivizes greater patterns of development to promote business clusters and compliment the adjacent neighborhoods.
3. Create an improved approval process for zoning and plating matters related to Local Nodes that has predictable time frames and clearly states what is expected in the development proposal.
4. Initiate a streetscape improvement program within key Local Nodes.
5. Create an economic development initiative that combines the services of the small business administration with locally based services and facilitates use of those services with technical assistance.
6. Create a parking district within Local Nodes that will allow shared parking.
7. Establish entitlement incentives for employment of development approaches that create commercial places not defined by the freeway front.

**Initiative Six: Districts**

Districts are critical to improving the everyday quality of life for most residents of Brownsville. Any five year initiative for the City should provide for making progress within the various Land Use Districts.

**Infill Development**

Many Districts suffer from vacant lots and/or vacant buildings which add a visible instability to the current condition and facilitate general fabric decline. Therefore, it is necessary that various initiatives be set in motion to promote, facilitate, and/or precipitate redevelopment/development within Land Use Districts. Initiatives for Districts include:

1. Key improvements and available capitalization programs that will encourage/facilitate revitalization
2. Loan, technical assistance, and physical services that will stimulate/facilitate fabric fix up
3. Public domain repairs and enhancements
4. Public safety
5. Code enforcement

**Resaca**

Resacas are one of the primary form elements of the City of Brownsville that have become major elements of District definition. Initiatives and programs that will facilitate greater visibility, use, and city fabric integration of the resacas will give greater meaning to the form of the City and bring these important historic natural areas into the everyday experience of Brownsville residents. Key initiatives and programs related to resacas include:

1. Drainage improvements
2. Public use of the resacas
3. Formulation of standards and guidelines for improvement of resacas that have been encroached upon and resacas that have not been encroached upon
4. Designation of the resacas as distinct natural areas and creation of an overlay district ordinance for them

**Five Year Initiatives for Districts**

1. Create a resaca natural area overlay designation that imposes guidelines and standards on both the encroached resaca and the un-encroached Resaca.
2. Create code enforcement districts in areas where absentee ownership is high.
3. Amend current zoning within the various Districts with a mixed use category that seeks to establish greater compatibility between land uses within any District.
4. Initiate a program of small area plans for the Districts that will identify key land use conflicts and recommend initiatives to resolve them. Such plans should establish a prioritized list of capital improvements for each District.
5. Initiate a program of street repair for older Districts.
6. Facilitate equity retention through the promotion of neighborhood organizations and home owners groups, the formulation of small area plans that identify capital improvements, and signage (or other visible externalizations) that displays plans in process/capital improvements pending/other city initiatives. Such signage will indicate stabilization and a return of energy.

**Initiative Seven: Applicable To All Modules In The Future Land Use Plan**

Within the five year time frame referenced herein, the following initiatives should be undertaken related to all land use modules:

1. Establish equivalent relationships between existing zoning categories and the form based language of the Future Land Use Plan.
2. Create a land use suffix that will accompany existing entitlements (granted under the existing zoning ordinance) and indicate which form based standards from the Future Land Use Plan will be applicable.
3. Promote nodal aggregation within the present broad zoning categories.
4. Create incentives for development patterns that implement the vision of the Land Use Plan.
5. Impose guidelines that protect public investments (described above under public improvements) and foster desired patterns of development that benefit from such improvements.
6. Establish code enforcement, conservation, revitalization, and/or redevelopment programs in the area of the context (such as Historic Preservation, Conservation, or Code Enforcement Districts).
7. Replace the existing Zoning Code with a performance based Land Development Code, or employ overlay district design standards that will establish orderly relationships as an area undergoes redevelopment.
8. Foster improvements and intensive repairs within the public domain that visually overcome evidences of instability and provide a basis for reinvestment.
## Phased Implementation Strategy

### Initiative One: Downtown

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create a Primary Investment District (ID)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>2. Historic Designation within Primary Investment District</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Property Owner’s Association</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Public Improvement District</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Initiate Programmed Events and Marketing Initiatives</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>6. Initiate public domain capital improvements within the ID</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>7. Facilitate a program of access to financing within the ID</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>8. Define predictable procedures and facilitate review/approval</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>9. Establish a program of project cost participation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Initiative Two: Regional Corridors

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Improvements to International/South Padre Island Highway</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>2. Visual enhancements of Highway 77</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. International/South Padre Island Highway Overlay District</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>4. Review ramp design to improve node formation</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Increase intersection capacity at nodes</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Initiate bus service between downtown and the Industrial Node, along International/South Padre Island Highway</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

### Initiative Three: Regional Nodes

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Stage International/South Padre Island Highway improvements to sequence with completion of the northern portion of the East Loop</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2. Establish Interdepartmental Coordination Committee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>3. Create a Regional Node Zoning Classification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>4. Establish Overlay District for the Industrial and Regional Commercial Nodes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>5. Establish a TIF District for the Industrial and Regional Commercial Nodes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>6. Establish a PID for the Industrial Node</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>7. Create a Detailed Plan for the Industrial and Regional Commercial Nodes</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Identify key public projects for the Industrial Node</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Review ramp design to improve node formation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Eliminate frontage roads and develop backer roads</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Establish bus service from downtown to the Industrial Node</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>12. Establish road, bus, and rail connections between the Industrial Node and other parts of the industrial fabric</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Establish bus links between the Industrial Node and City residential areas</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Initiate land reclamation to facilitate nodal development</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Confirm Regional Loop overpass rather than underpass at the Industrial and Regional Commercial Nodes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>16. Enhance Node locations with key public improvements and monument identification</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Commit to creation of a public destination facility at the Industrial and/or Regional Commercial Nodes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>18. Acquire approvals to increase airport runway to 12,800 feet</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>19. Initiate monument program and way-finding program</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>20. Create nodal portals at the Industrial and Regional Commercial Nodes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>21. Establish procedures that incentivize density and mixed land use to reduce vehicular trips</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. Establish procedures that incentivize nodal development forms</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Initiative Four: Local Corridors

<table>
<thead>
<tr>
<th>Task</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create a Brownsville Development Authority</td>
<td>X</td>
</tr>
<tr>
<td>2. Establish Local Corridor Overlay Districts for key corridors</td>
<td></td>
</tr>
<tr>
<td>3. Focused code enforcement along key corridors</td>
<td>X</td>
</tr>
<tr>
<td>4. Program of financial assistance for fix up/repair within key corridors</td>
<td>X</td>
</tr>
<tr>
<td>5. Initiate program to eliminate non-conformance within key corridors</td>
<td>X</td>
</tr>
<tr>
<td>6. Initiate streetscape improvement program within key corridors</td>
<td>X</td>
</tr>
<tr>
<td>7. Identify infill development projects that will impose visual order</td>
<td></td>
</tr>
</tbody>
</table>

## Initiative Five: Local Nodes

<table>
<thead>
<tr>
<th>Task</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create a Brownsville Development Authority</td>
<td>X</td>
</tr>
<tr>
<td>2. Create a Local Node zoning classification</td>
<td></td>
</tr>
<tr>
<td>3. Create an improved approval process with predictable time frames and greater certainty as to outcome</td>
<td>X</td>
</tr>
<tr>
<td>4. Initiate streetscape improvement within key Local Nodes</td>
<td>X</td>
</tr>
<tr>
<td>5. Create an Economic Development Initiative that combines cooperation of Small Business Administration</td>
<td>X</td>
</tr>
<tr>
<td>6. Create a shared parking district within Local Nodes</td>
<td>X</td>
</tr>
<tr>
<td>7. Establish procedures that incentivize nodal development forms and commercial places</td>
<td>X</td>
</tr>
</tbody>
</table>

## Initiative Six: Districts

<table>
<thead>
<tr>
<th>Task</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create a resaca natural area overlay district</td>
<td>X</td>
</tr>
<tr>
<td>2. Code Enforcement Districts in areas where absentee ownership is high</td>
<td>X</td>
</tr>
<tr>
<td>3. Replace current district zoning with a mixed use neighbor classification</td>
<td>X</td>
</tr>
<tr>
<td>4. Initiate program of small area plans for Districts and neighborhoods</td>
<td>X</td>
</tr>
<tr>
<td>5. Initiate an on-going program of street repair in older districts</td>
<td>X</td>
</tr>
</tbody>
</table>

## Initiative Seven: Applicable to all Land Use Modules

<table>
<thead>
<tr>
<th>Task</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Establish equivalent relationships between existing zoning categories and transect language of the Future Land Use Plan</td>
<td>X</td>
</tr>
<tr>
<td>2. Create land use suffix that will link existing zoning and the Land Use Plan</td>
<td>X</td>
</tr>
<tr>
<td>3. Promote nodal aggregation as a first order objective</td>
<td>X</td>
</tr>
<tr>
<td>4. Create incentives for promotion of development patterns as prescribed by the Land Use Plan</td>
<td>X</td>
</tr>
<tr>
<td>5. Impose guidelines that protect public investment and leverage such investment for plan implementation</td>
<td>X</td>
</tr>
<tr>
<td>6. Code enforcement/conservation/revitalization/redevelopment programs in appropriate areas</td>
<td>X</td>
</tr>
<tr>
<td>7. Replace existing Zoning Code with a performance based Land Development Code</td>
<td>X</td>
</tr>
<tr>
<td>8. Program of improvement and repair within the public domain to overcome evidence of instability</td>
<td>X</td>
</tr>
</tbody>
</table>