CITY OF SAN BENITO

COMPREHENSIVE PLAN

DRAFT: APRIL 2025

Draft Goals, Objectives,
and Actions for Public Review

ACTION 1.1.1:

` Implement a focused commercial corridor revitalization program, including streetscape and facade improvements.

OBJECTIVE 1.1:

Revitalize Downtown

commercial corridors

COMMUNITY VOICES

“The lack of foot traffic…
eventually leads businesses to
go to a different city or to close
down completely”

1 GOAL 1:

Establish Downtown

San Benito as a vibrant,

cohesive, and pedestrian-friendly destination

Downtown Streetscape
CURRENT CONCEPT

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ACTION 1.1.2:

` Join the Texas Main Street Program to access resources and
technical assistance.

ACTION 1.1.3:

` Launch a facade improvement program targeting historic and blighted buildings.

ACTION 1.1.4:

` Advance the renovation of Stonewall Jackson building.

ACTION 1.1.5:

` Develop branding and signage for Downtown Arts District.

ACTION 1.2.1:

` Upon completion of a
comprehensive safety
action plan (funded by Safe
Streets and Roads for All
planning funds), apply for
Safe Streets and Roads for
All implementation funds
to improve pedestrian
infrastructure, including
sidewalks and crosswalks.

OBJECTIVE 1.2:

Make

Downtown

accessible

and safe for

pedestrians

COMMUNITY VOICES

“Incentives to building owners
to fix or sell rundown buildings
should be in place”

COMMUNITY VOICES

“Turn Stonewall Jackson
into a boutique hotel with

temporary art exhibits” COMMUNITY VOICES
“San Benito needs to be
rebranded as a cultural,
heritage and family
oriented place live with
many family oriented
activities. The downtown
district needs help!...I
envision complimentary
colored facades,
renovated buildings and
outdoor sitting cafes.”

of survey respondents
stated that they do not
feel safe walking or
biking in San Benito

51%

SURVEY SAYS... 1 72% of survey respondents identified “unsightly or abandoned

buildings” as a challenge that needs to be addressed, making it
the most frequently cited issue. The second most common concern
was “infrastructure issues,” listed by 63% of respondents.

SURVEY SAYS...

San Benito street mural

CURRENT CONCEPT

Stonewall Jackson building rehabilitation

SOURCE: homes.com

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OBJECTIVE 2.1:

Mitigate
flood risk

2 GOAL 2:

Future-proof San Benito against a range of hazards

ACTION 2.1.1:

` Implement drainage improvements in flood-prone neighborhoods.

ACTION 2.1.2:

` Construct pilot projects demonstrating the reduction of impervious
surfaces.

ACTION 2.1.3:

` Adopt higher base-flood elevation standards for new construction, possibly including land use regulations promoting permeable surfaces.

CURRENT CONCEPT

Reducing impervious surfaces

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ACTION 2.2.1:

` Expand and improve
pedestrian and bicycle
infrastructure with funding
from SS4A planning grants.

ACTION 2.2.2:

` Enhance street lighting
to increase visibility and
safety.

ACTION 2.2.3:

` Focus traffic calming
investments on high-risk
intersections and accident-
prone areas.

OBJECTIVE 2.2:

Improve roadway safety, especially for pedestrians and cyclists

ACTION 2.3.1:

` Prioritize proactive repairs and maintenance to reduce water
leaks and losses.

ACTION 2.3.2:
` Incentivize water conservation measures, such as:

• Rainwater harvesting for
home irrigation

• Grants for yard xeriscaping

ACTION 2.3.3:

` Identify and secure funding
to implement groundwater
supply improvement
project(s).

OBJECTIVE 2.3:

Secure the

sustainability
of the

freshwater

supply

COMMUNITY VOICES

“There should be
sidewalks added
and bike trails to the
streets off the
Main Street”

COMMUNITY VOICES

“Right of way for pedestrians at the traffic
lights, specifically the one at Sam Houston
and Stenger, as well as sidewalks on 77
after passing the HEB, heading to Harlingen
passing Oscar Williams and Paseo Real.”

When asked, “What would make you feel safer walking/biking in San Benito?” the most common response from respondents was “lighting.”

SURVEY SAYS...

COMMUNITY VOICES
“We need more hike and bike
trails, and a program for giving
free bikes to people, similar to
Bike Barn in Brownsville. Make
the streets more pedestrian
friendly and invest in bike lanes
on the roads down here.”

SOURCE: homes.com

San Benito Resaca

Highway in San Benito

SOURCE: homes.com

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ACTION 3.1.1:

` Focus affordable housing investments in areas of opportunity, in partnership with local and state housing development agencies.

ACTION 3.1.2:

` Update zoning regulations to enable and support the development high-quality multi-family housing

ACTION 3.1.3:

` Increase code enforcement to reduce property vacancies
and improve neighborhood conditions.

OBJECTIVE 3.1:

Increase housing options across all income levels

COMMUNITY VOICES

“More dense public & social housing…
It would be a worthwhile investment
for our community given the large
amount of people on our Section 8
waitlist and families that are
doubled up with relatives.”

When asked to “Pick five words to
describe San Benito in five years,”
the most commonly chosen word
was “clean,” selected by 41% of
survey respondents.

SURVEY SAYS...

3 GOAL 3:

Make San Benito the

most livable city in the Rio Grande Valley

SOURCE: National Association of Realtors Multi-family apartment building

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ACTION 3.2.1:

` Improve existing green spaces and establish new parks (in partnership with school board, utilizing school district land holdings).

ACTION 3.2.2:

` Invest in the renewal and programming of the library, community center, and other public facilities.

ACTION 3.2.3:

` Pursue funding to expand broadband access and improve digital connectivity citywide.

OBJECTIVE 3.2:

Enhance

public facilities

ACTION 3.3.1:

` Encourage walkable, mixed-use subdivision developments to support employees in regional growth industries.

ACTION 3.3.2:

` Launch workforce development initiatives focused on regional growth industries, in partnership with private sector employers.

ACTION 3.3.3:

` Support local businesses and entrepreneurs in launching or expanding ventures aligned with growing industries (e.g., restaurants, retail, guesthouses, engineering services).

ACTION 3.3.4:

` Explore strategies to increase revenue from Los Indios International Bridge.

OBJECTIVE 3.3:

Leverage regional job growth to enhance the local economy

COMMUNITY VOICES

“Free variety of classes
for residents like teaching
how to paint, cook or
garden. Community
gardens, centers for
people to get together
and get to know each
other or so that people
who live alone or seniors
can feel like they belong.”

COMMUNITY VOICES

“I think a community
swimming pool
would be great like
we had before.”

COMMUNITY VOICES

“San Benito could
focus more on making
their parks like
Kennedy park more
accommodating by
adding more benches
for people to rest and
Shade spots like the
parks in Mcallen”

COMMUNITY VOICES

“It is very difficult to
get a clear pathway
to starting a
business through the
various departments
in the city”

74% of respondents
identified retail as a type
of development the city
should encourage, making
it the most common
response. Sit-down
restaurants were the third

most common, with 68%
of respondents supporting
their development.

SURVEY SAYS...

71% of survey
respondents listed “parks
and recreation” as a type
of the development the
city should encourage.

SURVEY SAYS...

SOURCE: homes.com

Recreational trail and playground facilities at Heavin Park

SOURCE: homes.com

Blanquitas Taqueria

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ACTION 4.1.1:

` Launch the Amphitheatre as a public-private venture.

ACTION 4.1.2:

` Partner with School District to build a new performing arts center (explore
leveraging naming rights for the amphitheater to secure private donations).

ACTION 4.1.3:

` Support the development of hotels and hospitality infrastructure to accommodate visitors.

ACTION 4.1.4:
` Market San Benito’s Resaca festival and other cultural attractions to national audiences.

OBJECTIVE 4.1:

Position San Benito to be a

leading live music destination COMMUNITY VOICES

“Bring more activities
for families to do
together and have
those activities
better announced
and accessible to
everyone.”

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COMMUNITY VOICES

“Bring conjunto music
back to San Benito!”

Renderings of proposed Amphitheatre

GOAL 4:

Transform San Benito into
a cultural destination in

Texas and beyond

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ACTION 4.3.1:

` Renovate linear parks along Resacas to be more inviting and active spaces (including improved playgrounds and family-oriented facilities).

ACTION 4.3.2:

` Activate parks and open spaces with programming such as outdoor concerts, food trucks, and temporary art installations (e.g., fiberglass accordions painted by local and visiting artists).

ACTION 4.3.3:

` Improve communication and accessibility of community events by creating a clear, user-friendly, and widely promoted community calendar.

ACTION 4.3.4:

` Develop marketing and amenities that highlight San Benito’s potential for ecotourism, such as
birdwatching and kayak tours.

ACTION 4.3.5:

` Apply to join the Texas Commission on the Arts
Cultural Districts Program.

OBJECTIVE 4.3:

Invest in placemaking to create amenities for locals and visitors

COMMUNITY VOICES

“Need more family
oriented outings
indoors/outdoors”

COMMUNITY VOICES

“[Should have] food
trucks parked by resaca,
entertainment along
resaca, and more family
friendly events”

ACTION 4.2.1:

` Support the
establishment of a
recording studio for
local artists.

ACTION 4.2.2:
` Collaborate with
educational institutions
to create audio tech
training programs.

ACTION 4.2.3:

` Launch a micro-grants
($2,000–$5,000)
program targeted to
non-profits and cultural
organizations for youth-
focused programming.

OBJECTIVE 4.2:

Grow the

cultural

economy
for the next

generation

COMMUNITY VOICES

“More free, public spaces to congregate. Eventually, have so many that you have a walkable network of free, inexpensive things to do in the city
with local businesses nearby to serve these

potential patrons.” SOURCE: homes.com SOURCE: homes.com

San Benito water tower

CURRENT

CONCEPT

Resaca park

Resaca trail

CURRENT CONCEPT

Birdwatching

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