

LAREDO DOWNTOWN TIRZ NO.1
CONNECTING THE DOTS
PRESENTATION OF TIRZ PROJECTS - PHASE 1

September 29, 2021

IF THE PURSUIT OF HAPPINESS
IS AN INALIENABLE RIGHT, THEN
ACCESS TO A HAPPY LIFE
IS THE MAIN PURPOSE OF CITIES

DOWNTOWN TIRZ BOUNDARIES:

- CITY COUNCIL CREATED FEBRUARY 2017- 2047
- ORGANIZATIONAL MEETING OF THE BOARD NOV. 14, 2017
- CURRENT TIRZ BOARD MEMBERS:

HENRY SAUVIGNET, CHAIR
PATRICIA GOLDBERG
CAROLE ALEXANDER
JOSE CEBALLOS
RIAZUL MIA
JOSE CASTILLO
ORLANDO NAVARRO



DOWNTOWN TIRZ No.1, LAREDO, TX

City of Laredo Proposed TIRZ #1
Project Plan & Reinvestment Zone Financing Plan

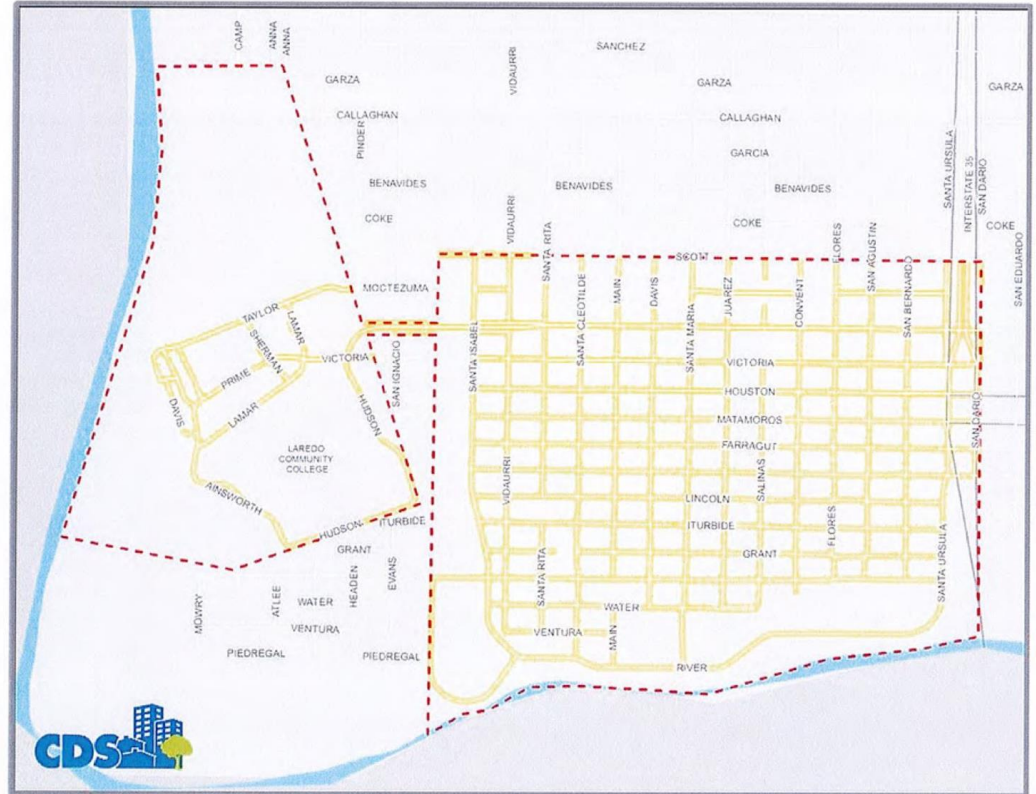


Figure 7 – Primary Impact Areas

TIRZ MASTER PLAN PROPOSED PROJECT SCOPE:

LEGEND

- ZONE 1
- ZONE 2
- ZONE 3
- NODES OF CONNECTIVITY
- MONUMENT SIGNAGE
- WAYFINDING SIGNAGE
- ENTRANCE TO MALL

TO ST. PETER'S NEIGHBORHOOD



FROM LAREDO COLLEGE

WASHINGTON ST

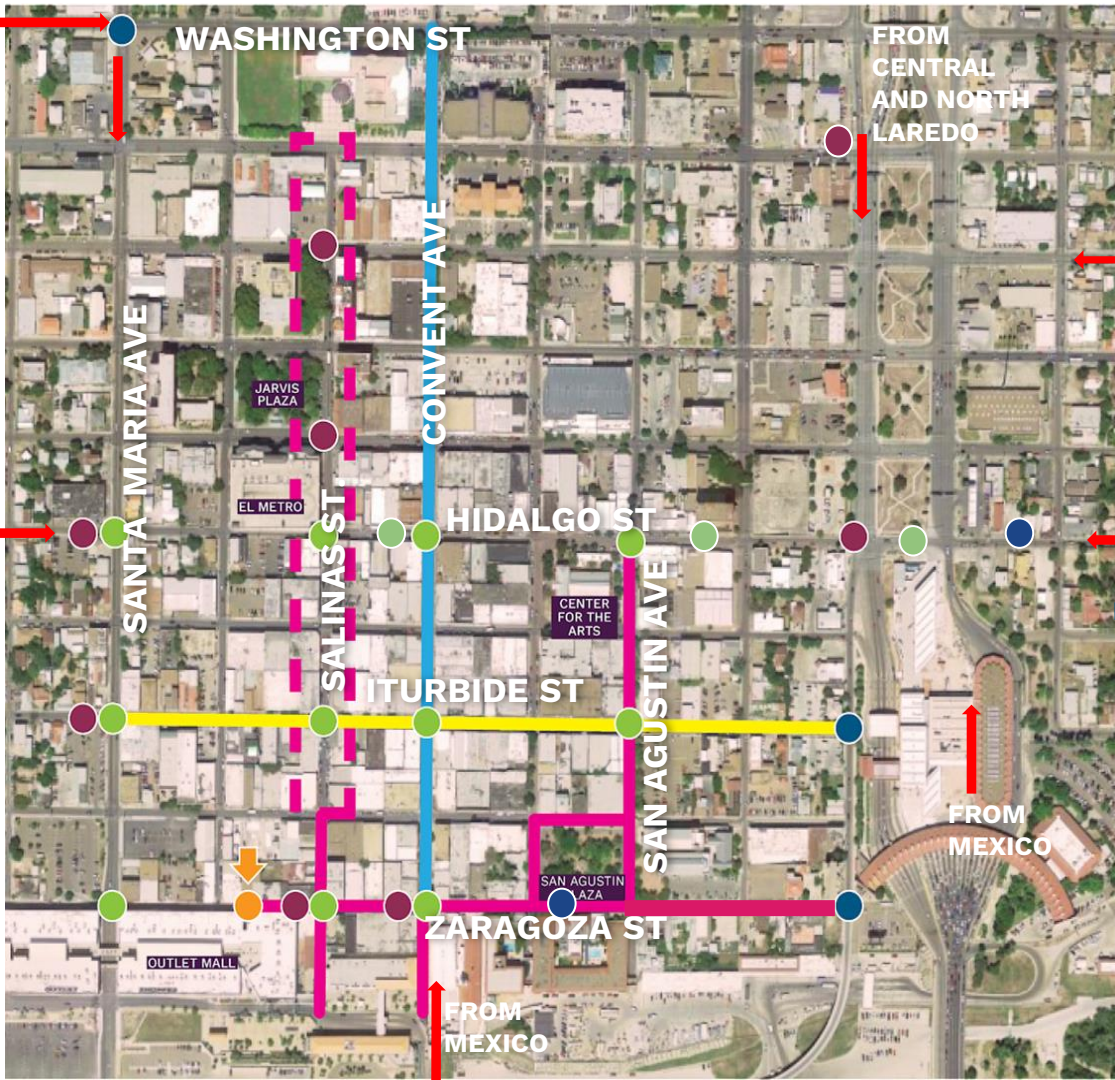
FROM CENTRAL AND NORTH LAREDO

FROM HEIGHTS & SOUTH LAREDO

FROM AZTECA NEIGHBORHOOD

FROM MEXICO

FROM MEXICO



DOWNTOWN TIRZ No.1 PHASE 1 PROJECT GOAL:



BORDER HERITAGE MUSEUM



SAN AGUSTIN CATHEDRAL



PLAZA THEATER



MAJOR HOTEL



BRIDGE OF THE AMERICAS PEDESTRIAN CROSSING



OUTLET MALL



IT STREET SIETE BANDERAS



CENTER FOR THE ARTS

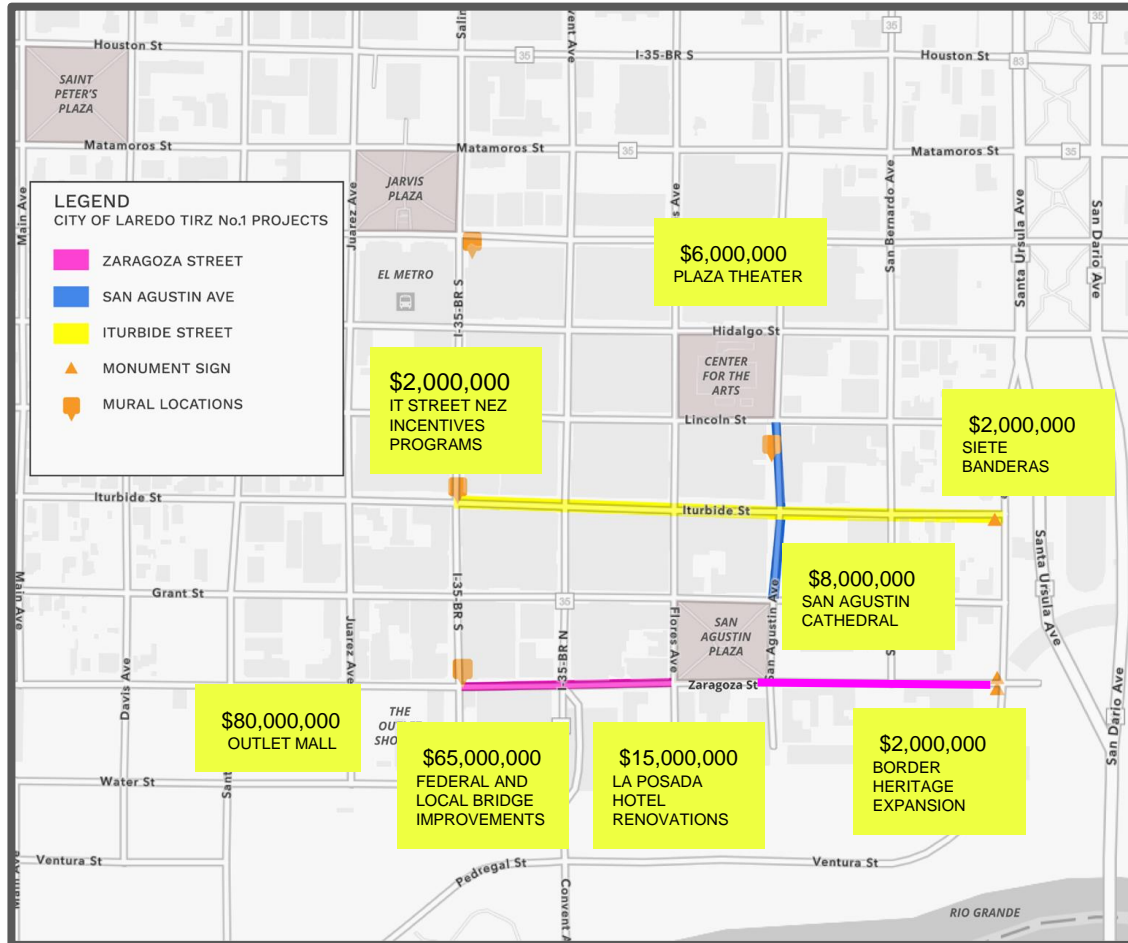
Economic Development Strategy:

Connect major public and private projects in the heart of the historic center.

Objective: Make sidewalks walkable & safe with lighting and trees for shade.

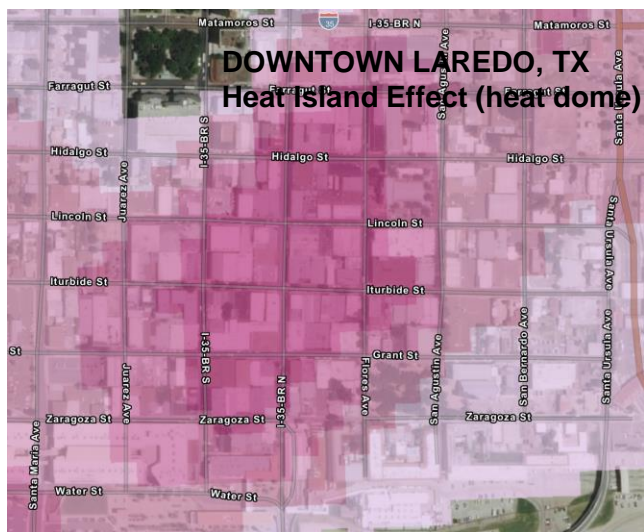
Walkability and comfort CONNECTS and ACTIVATES downtown, visitors get to experience more of Laredo.

TIRZ NO. 1 PHASE ONE PROJECT: CONNECT MAJOR INVESTMENT PROJECTS

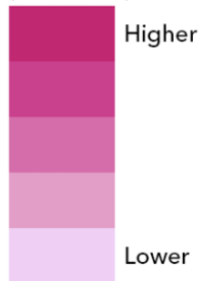


Phase One of this TIRZ project will connect approximately \$180 million invested in the Laredo's downtown over the last 10 years.

THE IMPORTANCE OF TREES TO THE DOWNTOWN ECONOMY



ESRI - DATA summer 2019 and 2020 (for U.S. cities)

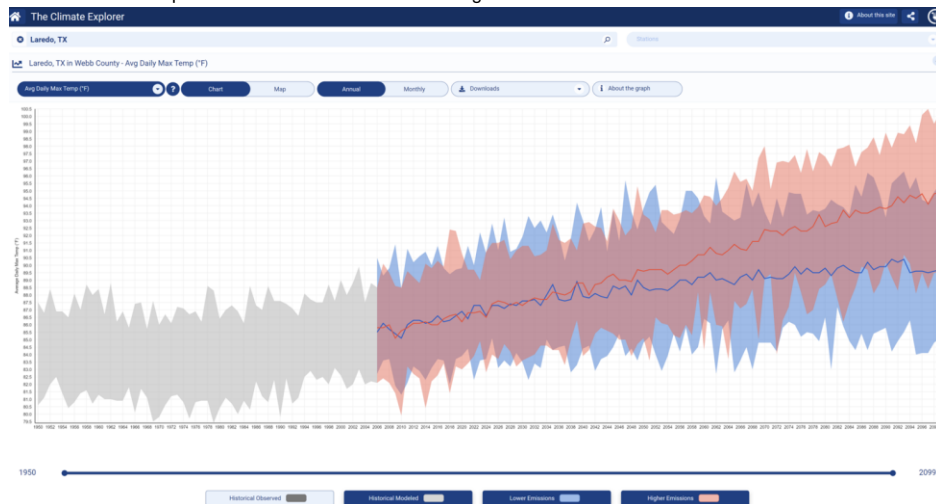


Shaded surfaces, for example, may be 20–45°F (11–25°C) cooler than the peak temperatures of unshaded materials. Evapotranspiration, alone or in combination with shading, can help reduce peak summer temperatures by 2–9°F (1–5°C).

<https://www.arcgis.com/apps/webappviewer/index.html?id=1b6cad6d5854d2aa3d215a39a4d372d>



Las Cruces, NM, July 12, 2020- Temperature 108°F, an 11* difference. Apparent air temperature, with mild wind, temperature difference would **feel** even greater.



US cities are spending millions on trees to fight heat - but are their plans equitable?

As US cities cope with rising temperatures, some are investing in planting and maintaining trees - but experts warn the coverage might benefit wealthy neighborhoods more

NEWS

Find out how 12,000-pound trees are planted as part of Richardson's downtown redevelopment project

Once the project is finished, there will be more than 100 trees along Main Street.

EXAMPLES OF ECONOMIC IMPROVEMENTS AROUND THE STATE

DOWNTOWN SAN MARCOS



MARKET SQ., DOWNTOWN BROWNSVILLE



DOWNTOWN PLANO



CORPUS CHRISTI



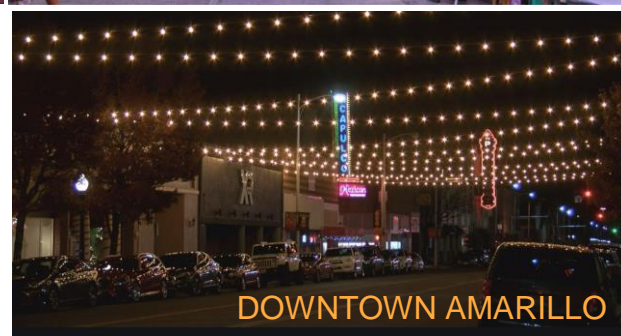
DOWNTOWN EL PASO



DOWNTOWN WACO



DOWNTOWN AMARILLO

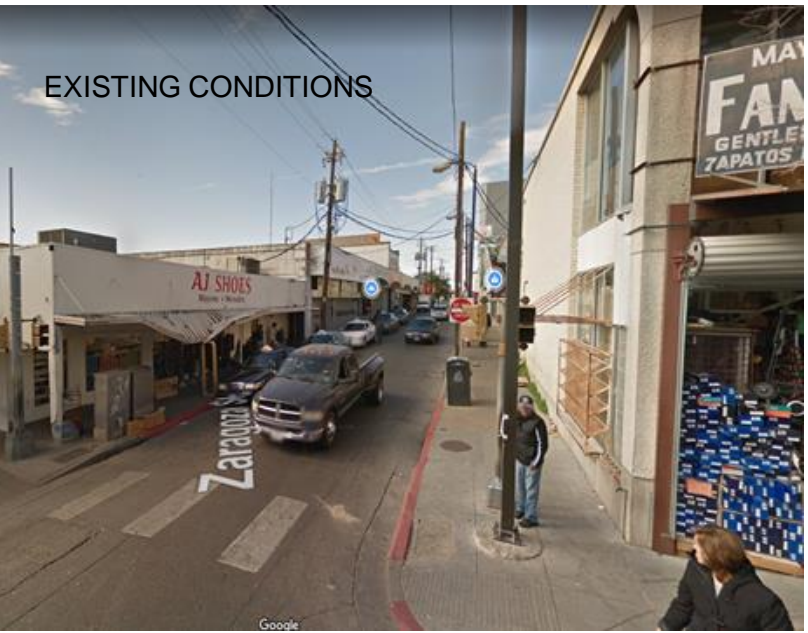


INSPIRATION



DOWNTOWN TIRZ #1
LAREDO, TX

ZARAGOZA ST/ SALINAS-FLORES SIDEWALK/ LIGHTING/ AND TREE IMPROVEMENTS



TREES, SIDEWALK, AND LIGHTING

ADDITIONAL TREES AND LIGHTING



ZARAGOZA ST

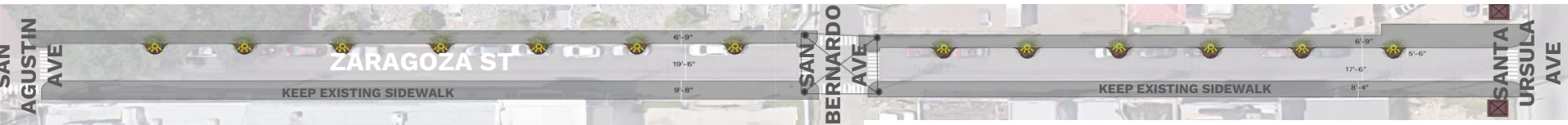


ZARAGOZA ST-SANTA URSULA AVE MONUMENT ENTRY



MONUMENT SIGN, TREES, AND LIGHTS

EXISTING CONDITIONS

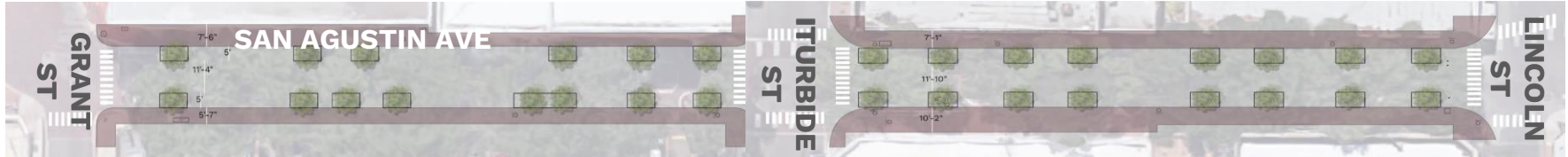




TATANGELO PARKWAY STREET/ SIDEWALK/ LIGHTING/ IMPROVEMENTS



EXISTING CONDITIONS

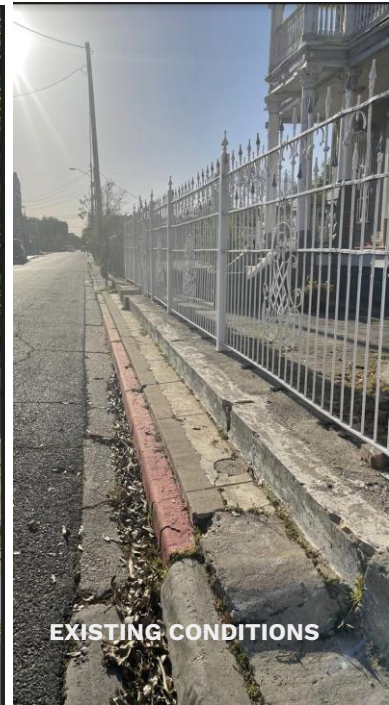




ITURBIDE STREET SIDEWALK/ TREES/ LIGHTING IMPROVEMENTS



EXISTING CONDITIONS



EXISTING CONDITIONS





ITURBIDE STREET LIGHTING/ TREE IMPROVEMENTS



KEEP EXISTING SIDEWALKS

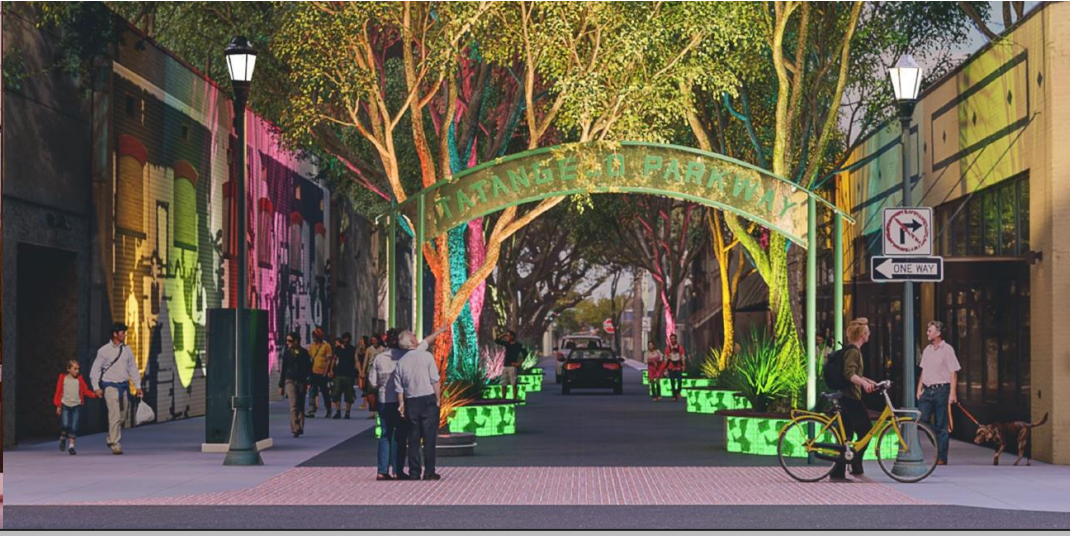


DOWNTOWN TIRZ No.1, LAREDO, TX



TIMELINE

DOWNTOWN TIRZ No.1, LAREDO, TX



CONNECTING THE DOTS

