The Comprehensive Plan is broad by definition, aiming to achieve a common vision of what the community should be-physically, socially, and economically. The vision is an important guide for the Comprehensive Plan because it represents an overall consensus for what the community would like to become in the future based on the community's core values. While the vision is intended to be idealistic, it is achievable when broken into more digestible "goal" statements that address specific elements of the Comprehensive Plan.

The Vision and Goals for the City of Weslaco stated below are the result of numerous stakeholder, key person, and focus group interviews conducted by members of the Steering Committee, city staff and by the consultant team. They reflect the desires and aspirations of citizens, community and civic groups, and business communities to name a few. Groups interviewed included: Lions and Elks Clubs, WISD, Museum and Historic preservation groups, various community developers, the Chamber of Commerce, the Economic Development Corporation, medical facility, college and research communities and City Staff. The Vision and Goals are therefore a compilation of these interview results along with input from the Steering Committee and the consultant team.

Vision

In planning for and encouraging growth and investment, in enacting, amending and implementing land use and development regulations, and in considering and making public investments, the City of Weslaco is guided by this vision:

1. Weslaco is a vibrant, economically and culturally diverse, business friendly, technologically advanced center for the Lower Rio Grande Valley.

2. Weslaco celebrates and preserves its rich heritage and natural resources.

3. Weslaco is a safe, attractive, desirable, and clean place for all segments of the population to live in, conduct business, as well as to visit.

4. Weslaco's transportation network and development patterns are efficient. Weslaco is a memorable community with walkable, quality places.

5. Weslaco is a sustainable, eco-friendly, healthy, and marketable city and environment

6. Weslaco's city government is responsive to its citizens. Weslaco's City Commission and staff are committed to realizing the common vision announced in these guiding principles.

The Comprehensive Plan is designed to reach a common vision through a system of goals, actions and policy statements that relate to specific plans elements. Each has a different role when it comes to achieving the community vision.

Goals serve as the general ends toward which planning efforts are directed. Goals are broad and begin to answer the question, "how will the vision be implemented" Goals challenge the community to reach its full potential while remaining realistic and achievable.

Actions are specific tasks that must be completed to achieve goals. Action statements help transform goals into results. Because actions often require some resources such as staff time or budget allocations, they must be prioritized and evaluated according to available City resources for successful implementation.

Policies provide guidance for ongoing decisions, describing how the City "should" act so that each decision works to reinforce and achieve the community's vision.

Goals for each element are found below. Actions and policy statements are found in each of the respective chapters.

Goals

Land Use *(Neighborhoods & Housing, Community Facilities, Parks & Recreation) – Fostering a balance for growth and development that promotes community values and building on what makes Weslaco attractive to residents, workers, and visitors*

- Coordination with surrounding governmental entities to ensure the future land use plan is realized.
- An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development
- Neighborhoods that offer residents a variety of housing options, and are well connected to other neighborhoods, commercial uses, employment centers and community facilities
- Protecting and enhancing the value of local flood plains, natural areas and habitats
- A community of diverse compatible coexisting uses with stable neighborhoods, viable commercial centers, and a healthy industrial economy
- Parks and recreational facilities that promote neighborhood stability, public health, and enhance economic growth
- Community facilities that adequately support Weslaco's existing and projected population.
- Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.

Annexation *– Expand the corporate limits of the City of Weslaco responsibly to ensure appropriate growth, quality residential and commercial development and equitable distribution of the cost of municipal services.*

- Ensure community expansion that protects public health and safety and promotes sustainable growth and development.
- Promote co-operation with surrounding government entities in the delivery of efficient and timely services and in promoting regionally shared facilities.

***Transportation** – A transportation system that ensures safety and is easy to navigate.*

- A thoroughfare network that is consistent with the Future Land Use Plan, that enhances community-wide mobility and ensures neighborhood access
- A local road network that emphasizes safety and convenience for drivers and pedestrians
- A Plan that fosters a spirit of cooperation with surrounding communities and regional agencies for transportation improvements
- Expand opportunities for public transportation
- Roadway maintenance program to ensure driver and pedestrian safety
- A system that encourages and provides for walking and biking
- Greater opportunities realized from the Weslaco Progreso International Bridge

***Urban Design/Historic Preservation** – Further the community's image by expanding on its architectural, historical, and natural qualities.*

- Facilitate local investments to further the community image
- Build on existing community assets
- Promote aesthetically pleasing community image expressed along major corridors
- Foster the community's image to augment eco-tourism and heritage-tourism
- Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc)
- Improvements to code enforcement
- Ensure municipal regulations support desired community character
- Protect, preserve and promote Weslaco's historic structures and places.