



**L<sup>20</sup><sub>20</sub>AREDO**  
CITY OF THE FUTURE

In many ways Laredo, Texas is a reflection of our Nation in the 21<sup>st</sup> century. A city of great challenges and greater opportunity. Located at the center of the Americas, Laredo is the fastest growing border city in the United States and our largest inland port. The 2010 Census confirms that the minority/majority population of Laredo is a signifier of the demographic shift in our country. . .

LAREDO, CITY OF THE FUTURE.

Laredo is the largest inland port in the US.

The 2010 census declared Laredo, the fastest growing border city in the United States.

In 2010 more than \$146 billion in trade entered through Laredo.

In 2010, the City of Laredo commissioned a Master Plan to focus development on critical areas of infrastructure for one of the nation’s fastest growing cities. Laredo requests federal assistance to meet strategic infrastructure, transportation, border security, economic stability and environmental health needs. This is the first step in creating a 21<sup>st</sup> century city of international culture, people and markets. The opportunities identified in the plan are:

D

DESTINATION CITY

Create an arts and entertainment district. Preserve Laredo’s historic downtown. Laredo is the heart of the the Pan American Corridor, and needs to capitalize on the benefits of international trade and tourism to reclaim it’s position as a destination city. This cross-border metropolis has a unique shared history, culture and trade.

S

SECURE BORDER

Build a state of the art convention center. The Rio Grande Riverfront is vital for national security and for Laredo’s economic development and cultural integrity. Increasing the downtown residential population and reoccupation of vacant buildings makes places more active and safe.

T

TRANSPORTATION

Laredo will improve access to downtown ports of entry, revitalizing urban corridors and streets through an integrated multimodal transportation network, and linking structured parking and activity with an urban street car system.

E

ENVIRONMENTAL SUSTAINABILITY

Implement a recycled water system and engineered stormwater wetlands to improve water quality and provide irrigation of public parks; reduce the urban heat island through a strategy of cool roofs, cool pavements and shade trees, and utilize parking structures for alternative energy production from solar and wind power.

I

INTERNATIONAL COMMERCE

Secure a federal anchor tenant. Laredo’s downtown can become an iconic, new center for international trade organizations and exhibition space. This trade center is a catalyst for downtown revitalization, will enhance the regional tax base and create new jobs and wealth.



Redevelopment of Laredo’s Rio Grande Riverfront is the best opportunity to combine new residential, retail, entertainment, leisure, and office uses with public urban and recreational space. Initiatives for redevelopment are ongoing and needs both public and private investment to succeed. A new convention center will be a critical anchor for international meetings and trade shows.

# CATALYTIC PROJECTS



- MASS TRANSIT ROUTES
- HIKE/BIKE TRAIL
- PARKS AND RECREATION
- ENGINEERED STORMWATER WETLANDS RESTORATION
- TUNNEL/UNDERPASS
- K.C.S. & U.P. RAIL LINES
- RECYCLED WATER LINE
- PARKING GARAGE/ALTERNATIVE ENERGY PRODUCTION

1. IH35 Bridge/Bypass Tunnel
2. Pan American Plaza
3. International Trade Center & Parking Structures
4. Port of Entry Bus Processing
5. Convention Center
6. Rio Grande Riverfront Development
7. Engineered Stormwater Wetlands
8. Wetlands Restoration
9. Zacate Creek Linear Park
10. West Switchyard, Open Space Recreation, and Linkage to Laredo Community College
11. Streetcar Corridors
12. Multi-Modal Center
13. Santa Maria Avenue Railroad Underpass
14. Convent Avenue Urban Mall
15. Upgrades to Waste Management Treatment Plant and Recycled Water System



# 2020 LAREDO

CITY OF THE FUTURE





# LA PORTADA

“Laredo should be more than a place where the United States secures its border, but also where the light of our Nation’s ideals can illuminate the rest of the Americas.”

-- The Hon. Henry Cuellar  
United States Congressman, District 28

