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Largest Mural in Deep South Texas “Soaring Through McAllen” is Unveiled in Downtown McAllen

Nature comes to life through art in 14,000-square-foot installation

The City of McAllen and Keep McAllen Beautiful (KMB) unveiled *Soaring Through McAllen*, a 14,000-square-foot mural created by local artist Oneida Treviño. Recognized as the largest mural in Deep South Texas, the installation transforms the Downtown Parking Garage into a striking public art destination. The display celebrates the wildlife and natural beauty of the region.

The unveiling brought together community partners and local leaders, including State Senator Jesús “Chuy” Hinojosa; Mayor Pro Tem Pepe Cabeza de Vaca and members of the McAllen City Commission; City Manager Isaac J. Tawil and City leadership; Public Works and METRO leadership; Keep McAllen Beautiful Board President Mike McClure and board members; mural artist Oneida Treviño; and representatives from the offices of U.S. Senators John Cornyn and Ted Cruz. During the ceremony, representatives from both senators’ offices presented certificates of recognition to KMB to honor their 50-year legacy and today’s special event.

The mural reflects community interest in public art that highlights McAllen’s natural surroundings and local history. In 2024, approximately 1,000 residents participated in a City public art survey, expressing strong interest in murals featuring nature, wildlife and the region’s heritage. *Soaring Through McAllen* brings that vision to life in a prominent downtown location.

“Every city is remembered for something. McAllen has the opportunity to be recognized for its architecture, history, culture and public art,” said Mayor Pro Tem Pepe Cabeza de Vaca.

“Today’s mural reflects our residents’ vision, bringing the natural beauty of our region into a public space where residents and visitors can experience it in a new way.”

Beyond its visual impact, the mural adds a distinctive destination to downtown McAllen, inviting residents and visitors to stop, take photographs, explore nearby businesses and restaurants, and experience more of what the city has to offer.

“Murals can become destinations. They encourage people to stop, take photographs, explore nearby businesses, visit local restaurants, and discover more of what a community has to offer,” said City Manager Isaac J. Tawil. “This is just one way public art contributes to economic development: creating memorable experiences that encourage people to explore McAllen and come back again.”

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The project builds on KMB's longstanding commitment to beautification, environmental stewardship and public art. Over the past decade, the organization's public art initiatives have helped create an outdoor gallery of more than 200 painted standpipes throughout McAllen, turning everyday infrastructure into colorful displays of creativity and community identity.

"We are proud to add this incredible piece to McAllen's public art collection and look forward to seeing residents and visitors enjoy it for years to come," said Mike McClure, Keep McAllen Beautiful Board President.

Treviño has contributed to McAllen's public art collection through murals across the city, including painted standpipes and *Animals of the RGV*, located at Houston Avenue and Bicentennial Boulevard. Her latest work brings the region's wildlife and natural character to life on a much larger scale. A native of south Texas, Trevino grew up in Harlingen, Texas and studies art at then UT Pan Am. Amongst her supporters in the audience today, were her family members and high school art teacher, Olga Sanchez, who taught for 25 years.

"Deep South Texas is full of natural beauty, unique wildlife and character, and I wanted to capture that in a way people could experience every day," said mural artist Oneida Treviño. "As a local artist, it's rewarding to contribute to McAllen's public art and create something that reflects the place we call home. I hope this mural brings people a sense of pride and gives them a new way to appreciate the beauty of our region."

With *Soaring Through McAllen*, the City and KMB continue to expand McAllen's public art collection and create spaces that reflect the character of the community. Residents and visitors are encouraged to experience the mural and discover this new downtown landmark.

For more information about public art and beautification initiatives, visit the City of McAllen and Keep McAllen Beautiful online.

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About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the "City of Palms," McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen