PLAN ALVARADO MASTER PLAN SET

DOWNTOWN STAKEHOLDERS WORKSHOP:
EVENT RECAP







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MAY 15, 2025
ALVARADO PUBLIC LIBRARY
6:00 PM - 8:00 PM

Visit www.PlanAlvarado.com for more info on the Master Plan Set!



INTRODUCTION

The Downtown Stakeholders Workshop was held on May 15, 2025, from 6:00pm to 8:00pm. Stakeholders in attendance included Downtown businesses owners, property owners, city staff, and others. The purpose of this Workshop was to:

- Inform Downtown stakeholders about the ongoing Master Plan Set, especially the Downtown Master Plan
- Discuss existing conditions Downtown
- Discuss relevant feedback collected from the public prior to the workshop
- Determine the boundary for the Downtown Master Plan, as well as identifiable success indicators of the Downtown Master Plan

Members of the Planning Team presented key topics and facilitated group discussions. **Highlights of the discussion are provided in this Recap!**



A SUCCESSFUL PLAN

Participants were asked to define their interpretation of success in Downtown and discuss ideas that could be implemented into the Downtown Master Plan. Key ideas include:

- Sufficient parking to support patronage
- Community support
- Destination/draw/reason to visit
- Development of the south side of the Square consistent with vision
- Improved infrastructure (sidewalks, etc.)
- Historic preservation
- Diverse dining options
- More retail stores and boutiques
- 7-day activity and nightlife
- Utilization of existing buildings and new buildings
- Downtown Merchants Association
- Reduce sales tax and activity leakage
- Incorporate nature and recreation
- Financial support of Downtown businesses (Ex. grants)
- Beautification and cleanliness
- New businesses with complementary architecture and uses
- Events led by Downtown businesses
- Share what's in Downtown
- Easier to do the right thing and improve
- Action!

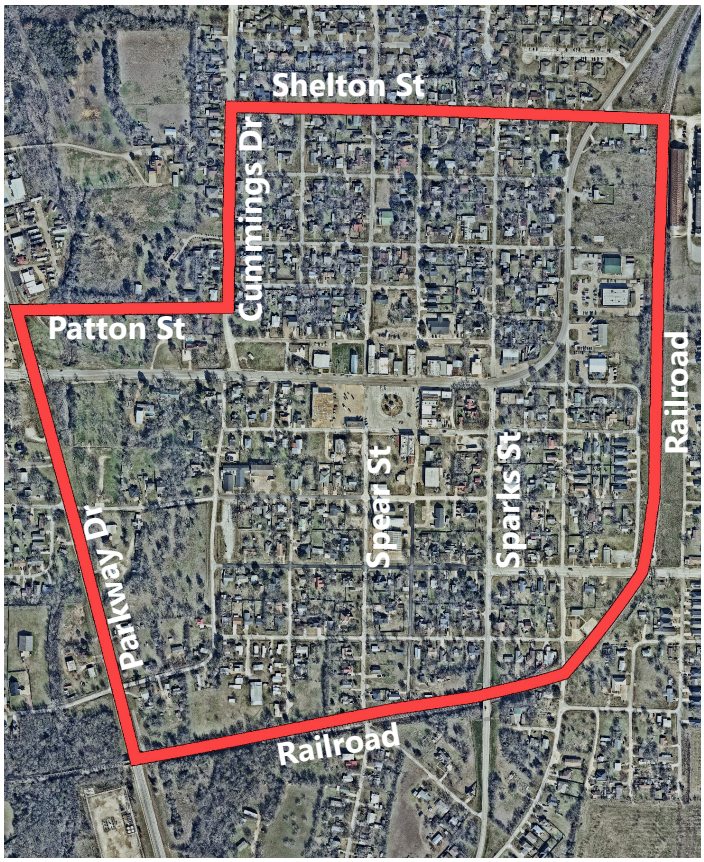






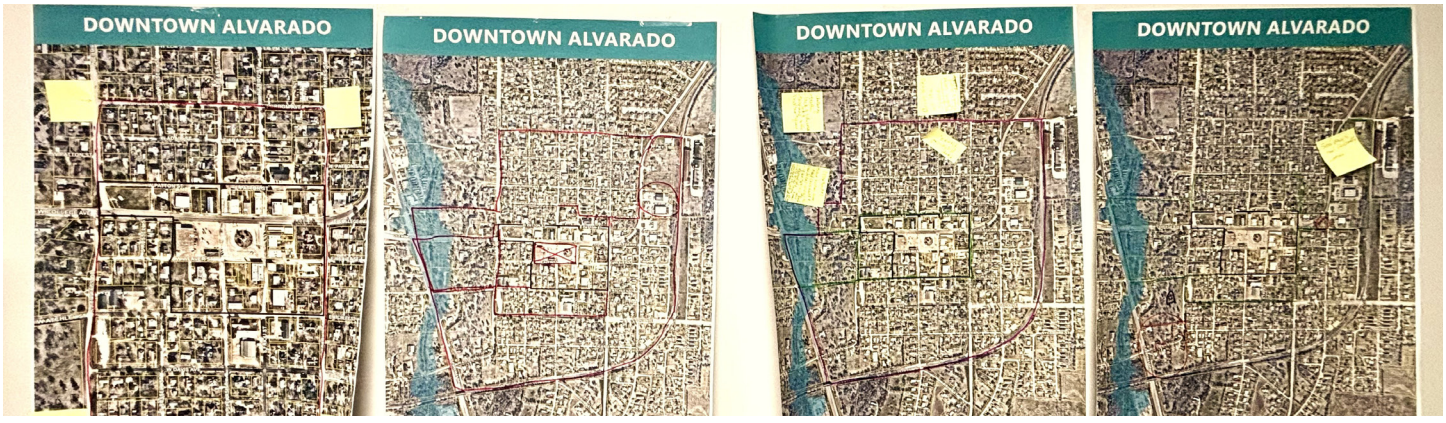
DOWNTOWN BOUNDARY

Participants were asked to consider the boundary of Downtown, including the ideal size and function of Alvarado's Downtown. They considered factors, such as providing a base for businesses to thrive by providing a mix of uses and amenities, assets, recreation, subareas, etc. Most noted that the Square and surrounding residential areas have great potential and widespread support from the community.



Perimeter:
North: E. Shelton Street to incorporate historic homes and original "Old Alvarado."
South: Railroad tracks as apparent natural border.
East: Railroad tracks as apparent natural border. Additionally, there was discussion about the public/institutional uses along N. Baugh Street and potential gateway into downtown.
West: Parkway Drive, including the north and south sides of College Street to provide a gateway into Downtown from the west. There was also discussion about how the properties on the west side could positively contribute to the success of Downtown and serve as a gateway.

Subareas:
Partcipants reached a broad consensus on the need to focus on improvements on a smaller area around the Square and immediate vicinity. Other areas to the north, west, east, and south could potentially be unique subareas.



Pictures of Preliminary Boundary Discussion

NEXT STEPS

The feedback gathered from the Downtown Stakeholders Workshop, in addition to the Community Survey, Community Forum 1, and other feedback throughout the Planning Process, will be utilized in drafting the Master Plan Set.

Community Forum 2 will be a Public Design Studio on June 28, 2025 which will go into detail on a few of the topics raised to date. Alvarado residents should attend the event to provide feedback and offer their thoughts.

Following Community Forum 2, the Planning Team will synthesize all feedback and analysis to create draft concepts and highlights of the Master Plan Set for community review at the Alvarado Virtual Townhall, which is the final community forum of the project. Updates regarding the Alvarado Master Plan Set will be posted at www.PlanAlvarado.com. Subscribe to stay up-to-date and share your ideas at any time!

PROJECT TIMELINE



Note: This flexible schedule allows for changes to engagement; actual timeline may be faster or slower.