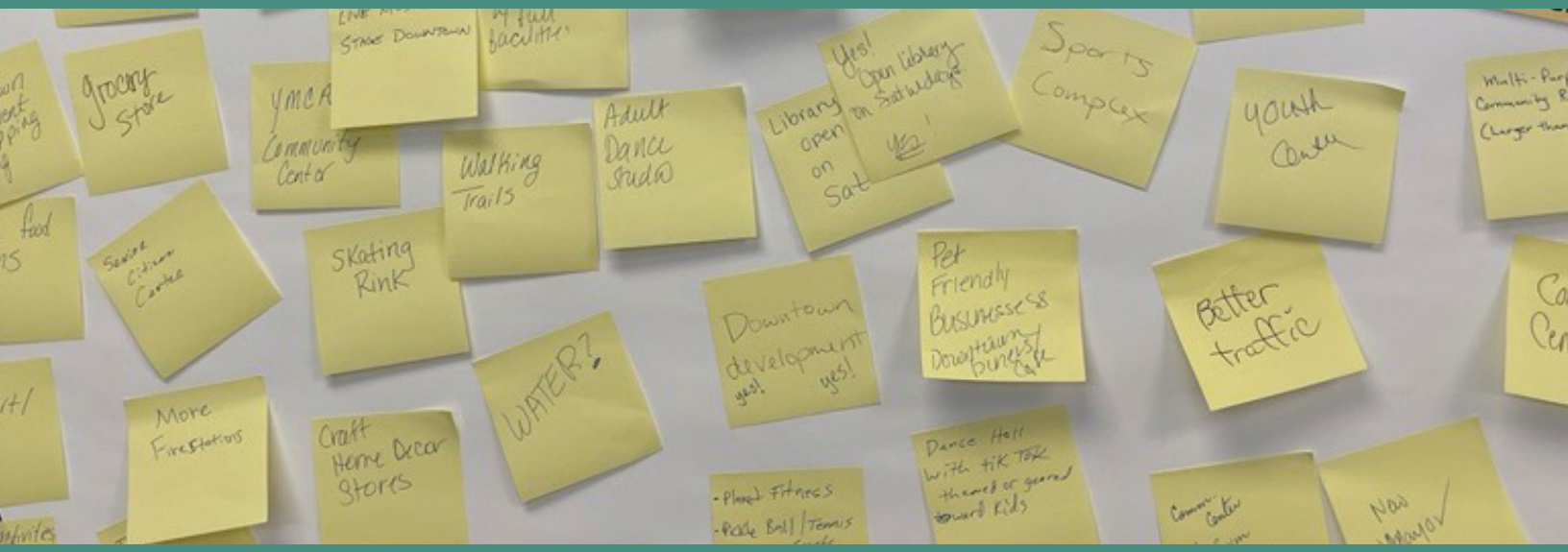
PLAN ALVARADO MASTER PLAN SET

COMMUNITY FORUM 1: MASTER PLAN SET
EVENT RECAP







APRIL 26, 2025
SHEPHERD'S VALLEY
COWBOY CHURCH
12:00 - 4:00 PM

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

INTRODUCTION

The City of Alvarado is updating its Comprehensive Plan, Downtown Master Plan, and Parks + Recreation Master Plan (Master Plan Set) to guide policy decisions and review topics relating to economic development and fiscal vitality, existing and future land use, mobility and connectivity, City services and facilities, infrastructure and utilities, parks, and Downtown. During this process there will be a total of three Community Forums that will be utilized to obtain community feedback and direction (each of the three with different topics and focuses), which is a vital component of the Master Plan Set and the development of its content.

Community Forum 1 was advertised in the following ways:

- Planning Advisory Committee (PAC) members' personal outreach;
- Event Flyer posting and distribution (pictured at right);
- Utility bill stuffer
- City Newsletter
- Facebook postings and Event
- City website
- Press release
- Participant social media posts & MORE!



The event was held on Saturday, April 26, 2025, at Shepherd's Valley Cowboy Church from 12:00 to 4:00 pm (come-and-go). Approximately 50 people attended, and many meaningful and collaborative discussions were had, in addition to great participation on the stations available for input. Stations were set up throughout the event venue that included information and numerous activities regarding Plan elements and invited valuable community feedback. Members of the Planning Team were available throughout the event for discussion and to answer questions.

Highlights of each station are provided in this Recap!





ABOUT THE MASTER PLAN SET

The first station, which contained a total of four informational boards, defined the Five W's of the project: what the Master Plan Set is and its purpose; who is involved; when it should be updated; why it is being updated; and illustrated areas where the Plan would be implemented through maps of Alvarado's planning area and existing zoning.





WHERE DO YOU SHOP + EAT OUT?

This station included a regional-scaled map to show Alvarado and nearby cities. Participants were asked to locate and name where they visited for shopping and eating out. Restaurants accounted for a significant amount of the trips outside of Alvarado, as well as grocery stores, hardware stores, and retail. Although some of these uses may not be right for Alvarado (but maybe they are!), this illustrated where potential tax revenue is leaving the City, often to Burleson and Cleburne.

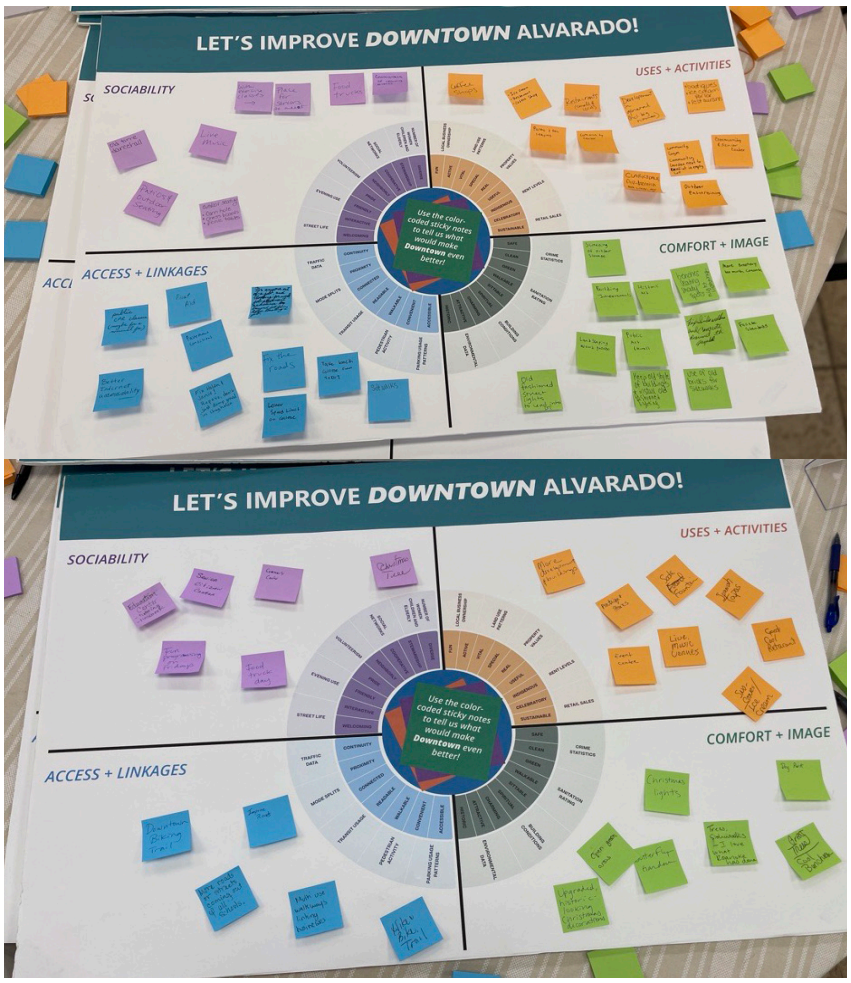


LET'S IMPROVE DOWNTOWN ALVARADO!

This station asked what is missing or needing improvement in Downtown. In making and keeping great places, the Placemaking Wheel is divided into four categories as recommended by the Project for Public Spaces: Sociability, Uses + Activities, Access + Linkages, and Comfort + Image. Some responses for improvement ideas included:

- A community center with classes and activites
- A senior center with classes and activities
- Additional restaurants and eating options, especially coffee and dessert
- More outdoor seating options
- Road maintenance
- Building and facade enhancements
- Entertainment options
- More greenery and open space

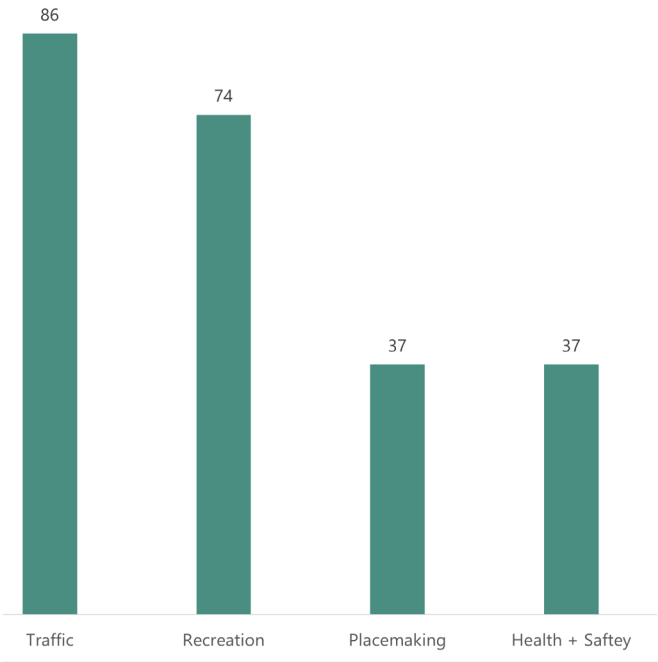




MOBILITY JARS OF THE FUTURE

This activity contained eight potential mobility priorities and asked participants to fund their top mobility priority or prioritites by allocating each of the eight coins in their provided coin packs as they felt appropriate: whether in just a few jars, evenly between the jars, or even all in one jar!

The top four results of the Mobility Jars of the Future activity are detailed in the graph below, due to the tie for third place between Placemaking and Health+Safety. Also included at the station was a board where additional feedback could be shared regarding mobility and transportation in Alvarado.







TRAFFIC:

Reduce the amount of time spent traveling between home, work, school, or destinations in Alvarado.

RECREATION:

Provide fun and engaging mobility opportunities for enjoyment, sightseeing, and/or fitness.

PLACEMAKING:

Enhance the transportation network that encourages social interaction and beauty through high quality design to the places that make the city unique.

HEALTH + SAFETY:

Protect the community by lowering the risk of travel-related injury and promoting public health.

ECONOMIC PROSPERITY:

Activate the local economy by investing in transportation networks that connect the community to job centers and special places of value.

INNOVATION:

Drawing inspiration from around the world, change the way we think about what's possible, and set an example for the rest of the country.

SUSTAINABILITY:

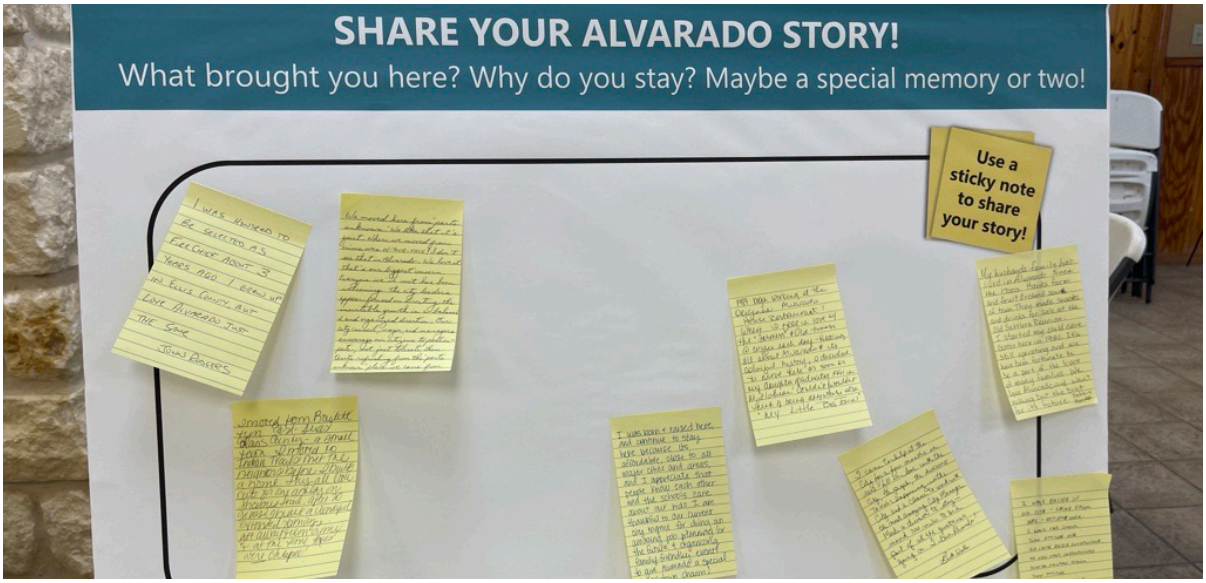
Design mobility solutions that protect sensitive or important natural areas and features, and integrate low impact/"green" practices.

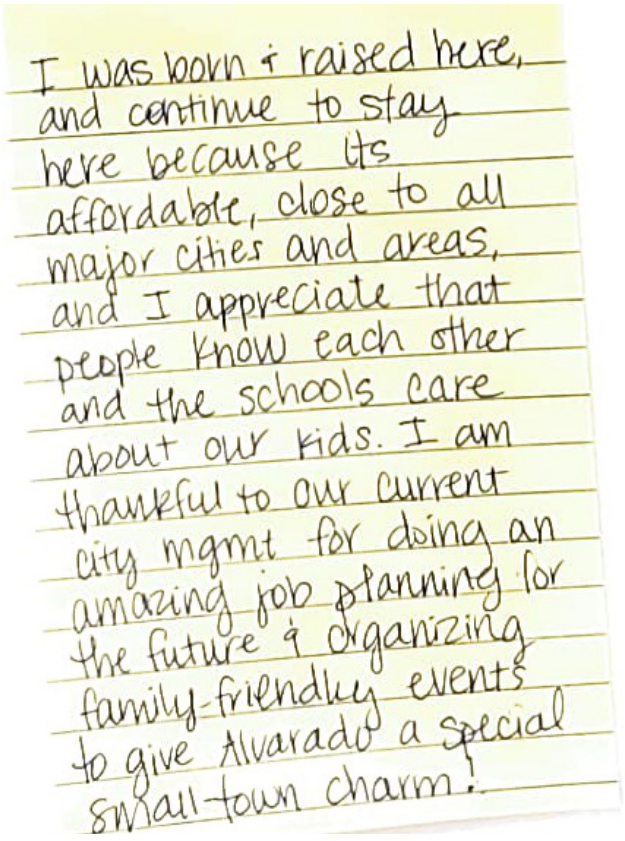
TRAVEL CHOICE:

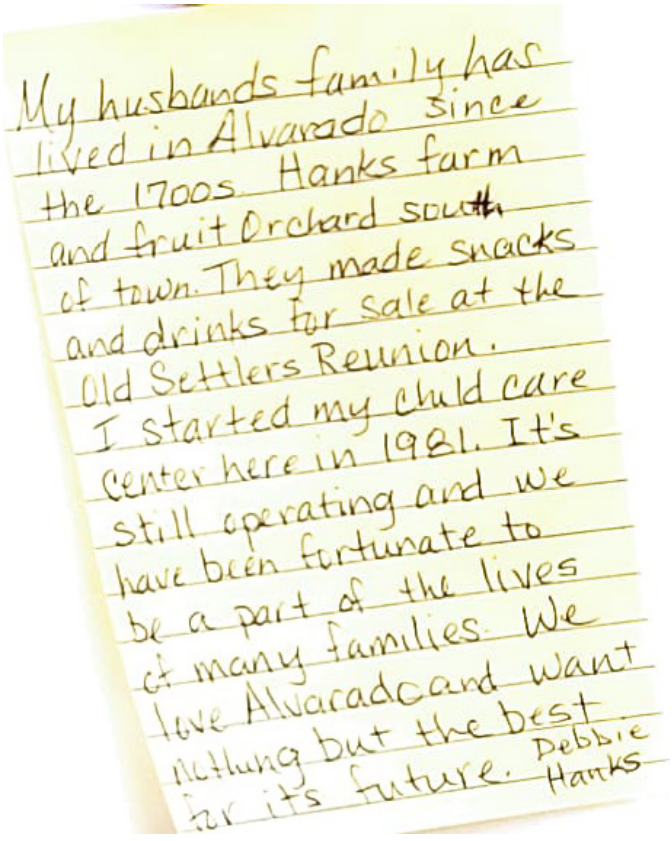
Promote a balanced transportation network and the ability to make trips by walking, biking, transit, or vehicle.

SHARE YOUR ALVARADO STORY!

This station was one of the Planning Team and participant favorites, with people frequently returning to review new stories throughout the event. This activity asked participants to share their passion for the place that they call "home". Comments described a community of long time residents with neighbors that support one another.



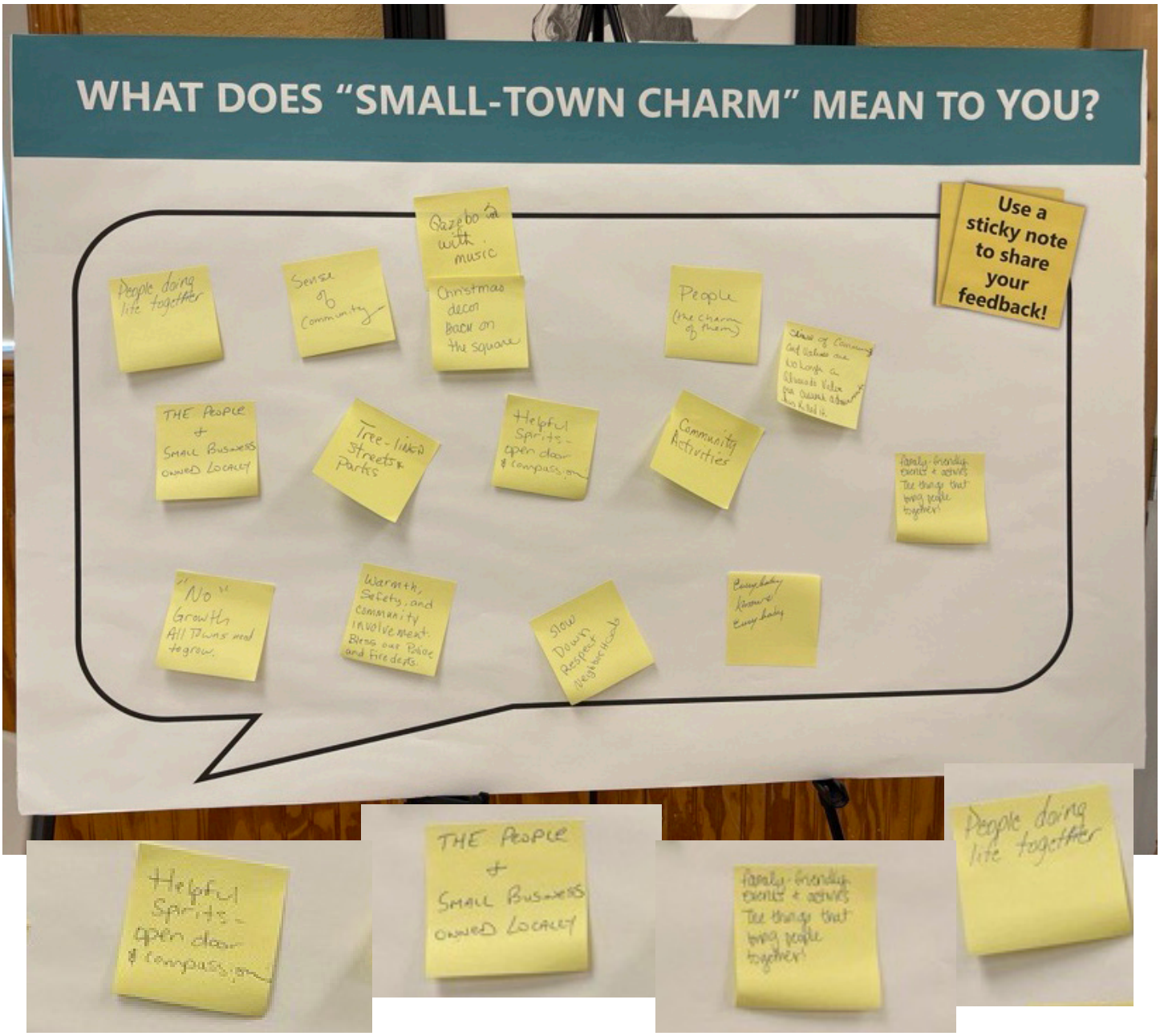

I was born & raised here, and continue to stay here because its affordable, close to all major cities and areas, and I appreciate that people know each other and the schools care about our kids. I am thankful to our current city mgmt for doing an amazing job planning for the future & organizing family-friendly events to give Alvarado a special small-town charm!


My husbands family has lived in Alvarado since the 1700s Hanks farm and fruit Orchard south of town. They made snacks and drinks for sale at the Old Settlers Reunion. I started my child care center here in 1981. It's still operating and we have been fortunate to be a part of the lives of many families. We love Alvarado and want nothing but the best for its future. Debbie Hanks

WHAT DOES "SMALL-TOWN CHARM" MEAN TO YOU?

Small-town charm is something that is somewhat intangible to some and still hard to describe for others, but it is frequently mentioned as a strength of Alvarado. The pictures below are the result of this activity. Some of the common words include: people, community, together, events, and activities.

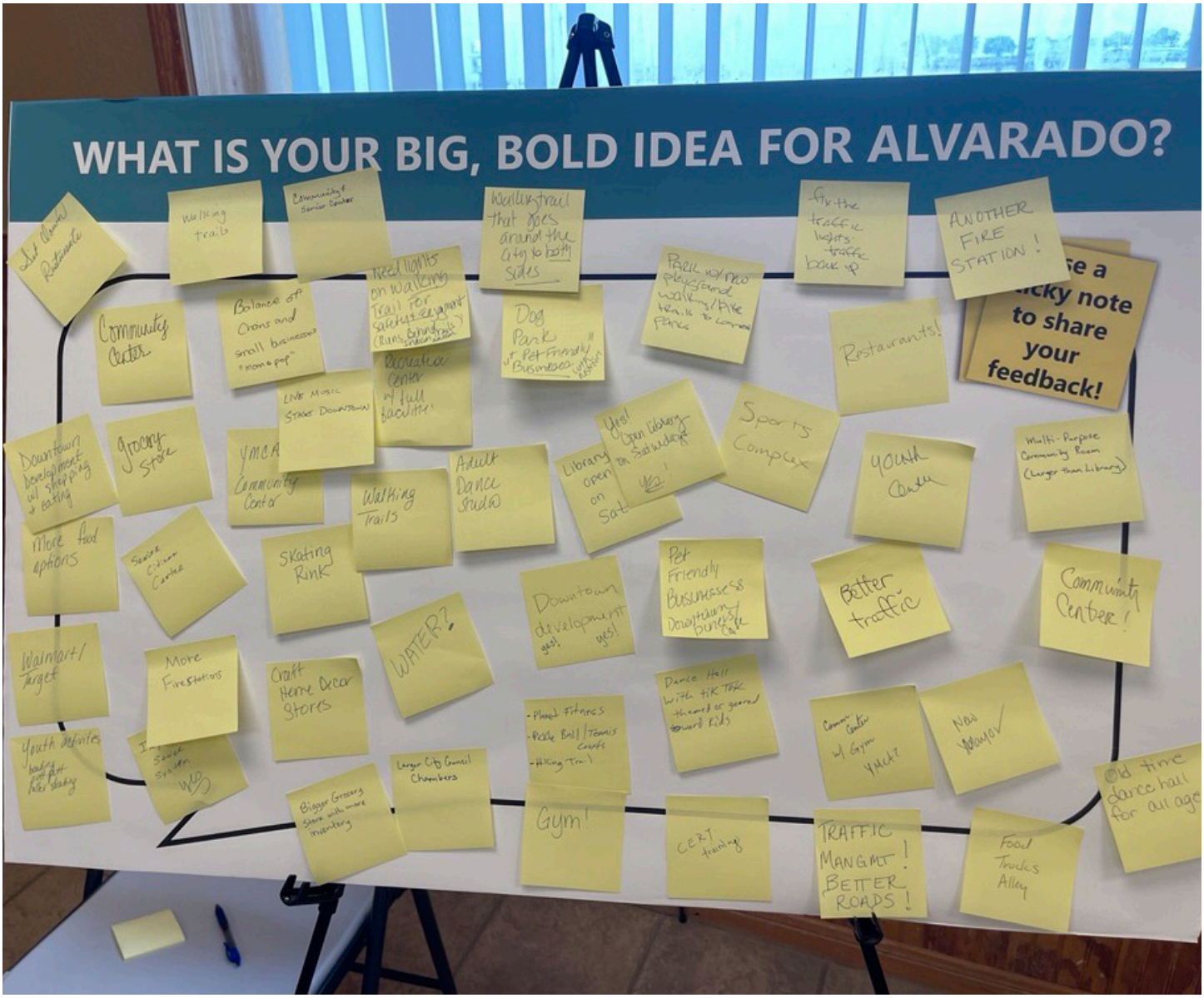
Alvarado residents believe that its small-town charm can be attributed to many different elements, but ultimately the people and sense of community are what truly make up the most prevalent theme from this feedback.



BIG, BOLD IDEAS

This station asked participants "What is your big, bold idea for Alvarado," allowing residents to think about opportunities for the future. The answers varied widely, with some responses including (but not limited to):

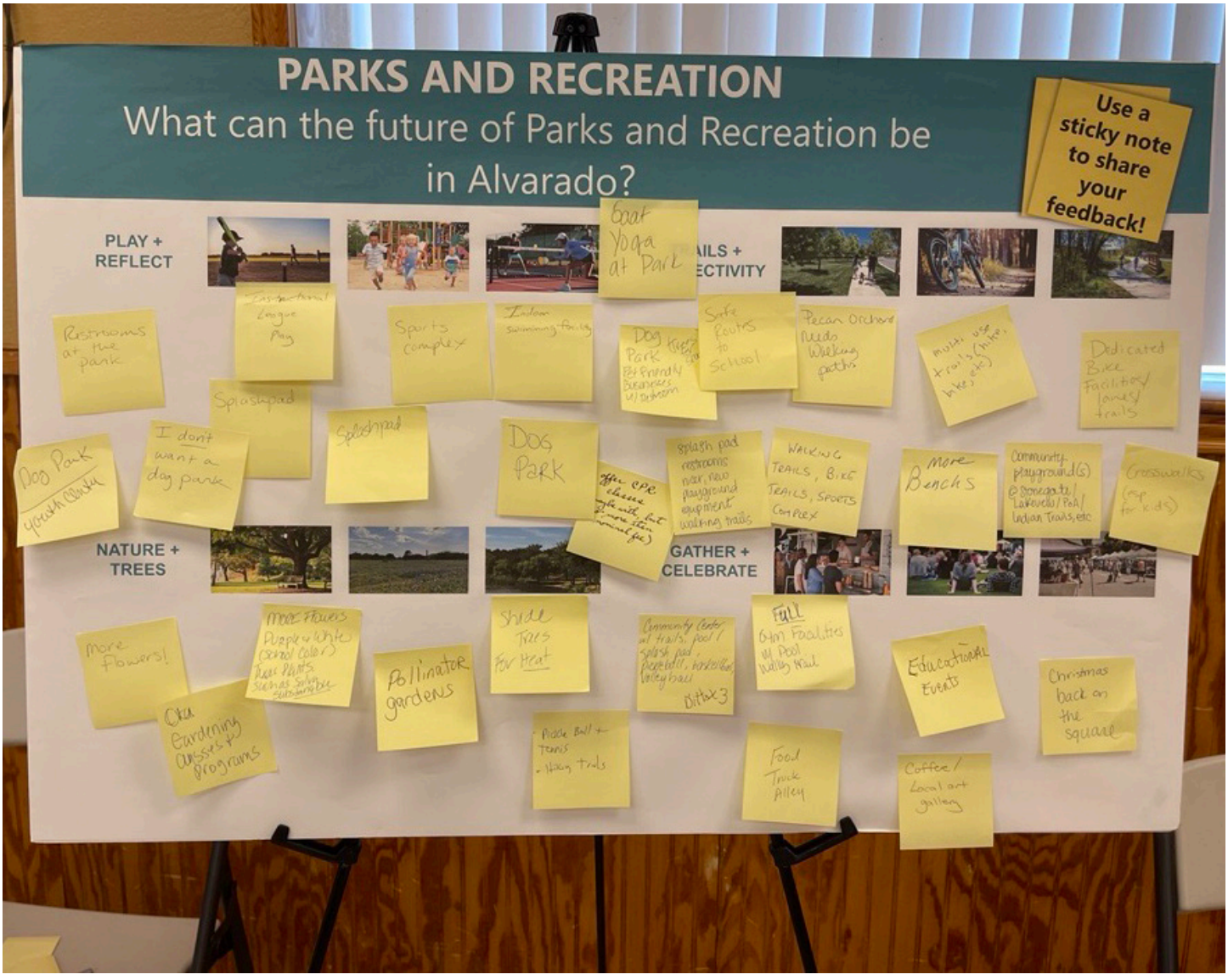
- Community center
- Dance hall
- Downtown development
- Extended library hours, specifically on Saturday
- More grocery stores
- Gym
- More restaurants
- More walking trails
- Traffic improvement



PARKS AND RECREATION

This station asked participants to consider the future of parks and recreation in Alvarado, specifically what types of amenities are needed and appropriate. The board was divided into four categories: play + reflect, trails + connectivity, nature + trees, and gather+celebrate. Some responses included:

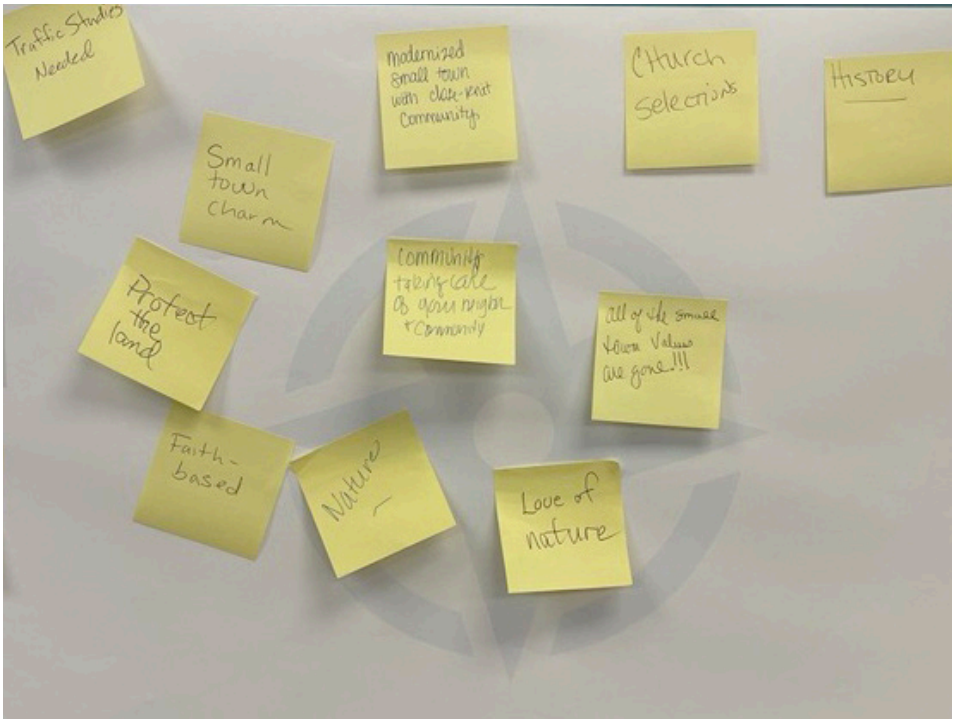
- Dog park
- Gardens/flowers
- Splashpad
- Sports complex
- Walking trails
- Restrooms at the park
- Shade trees
- Seating areas/benches

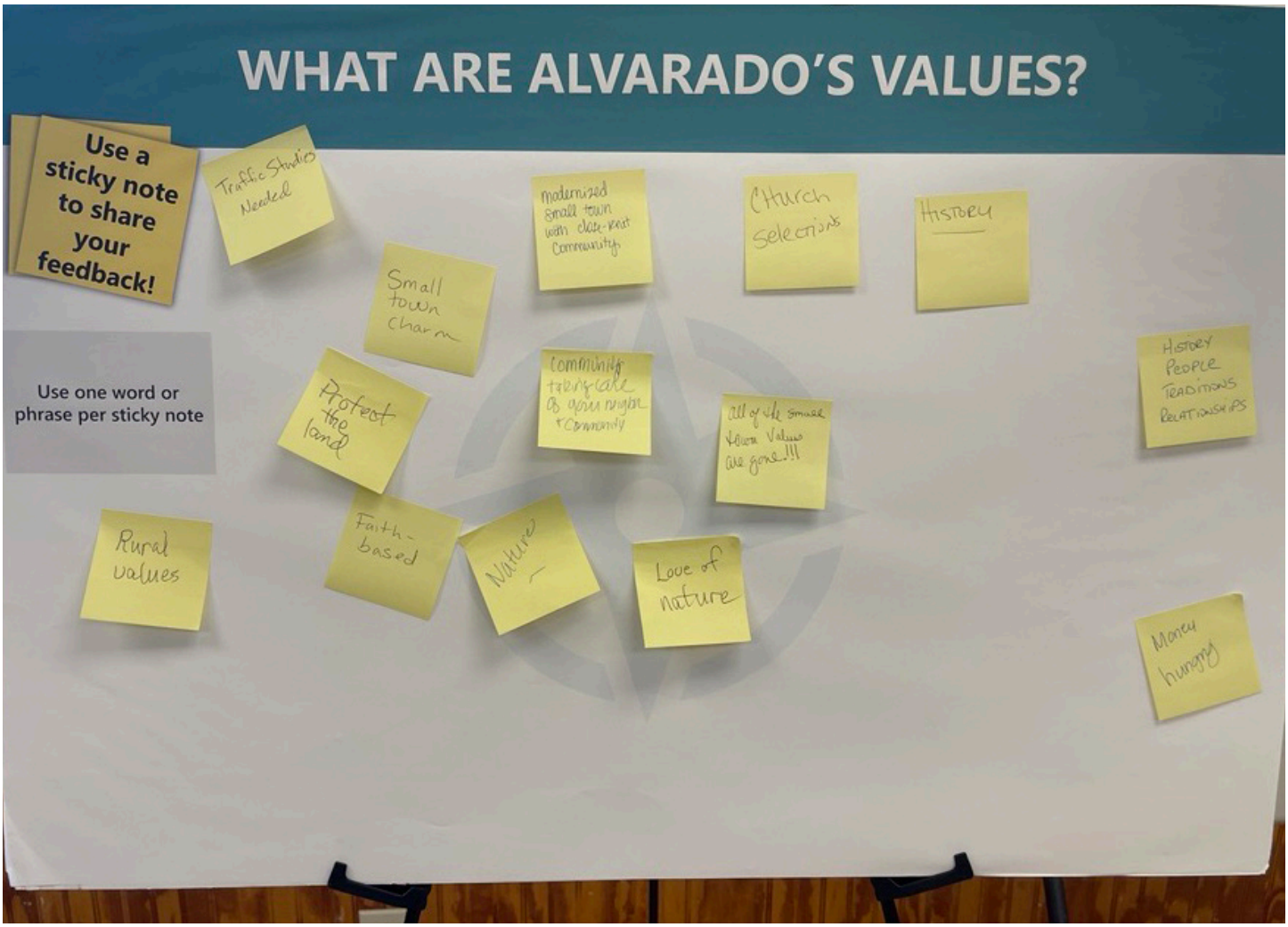


ALVARADO'S VALUES

When asked to define Alvarado's values, participants provided feedback reflective of a small town with simple values. Some responses included:

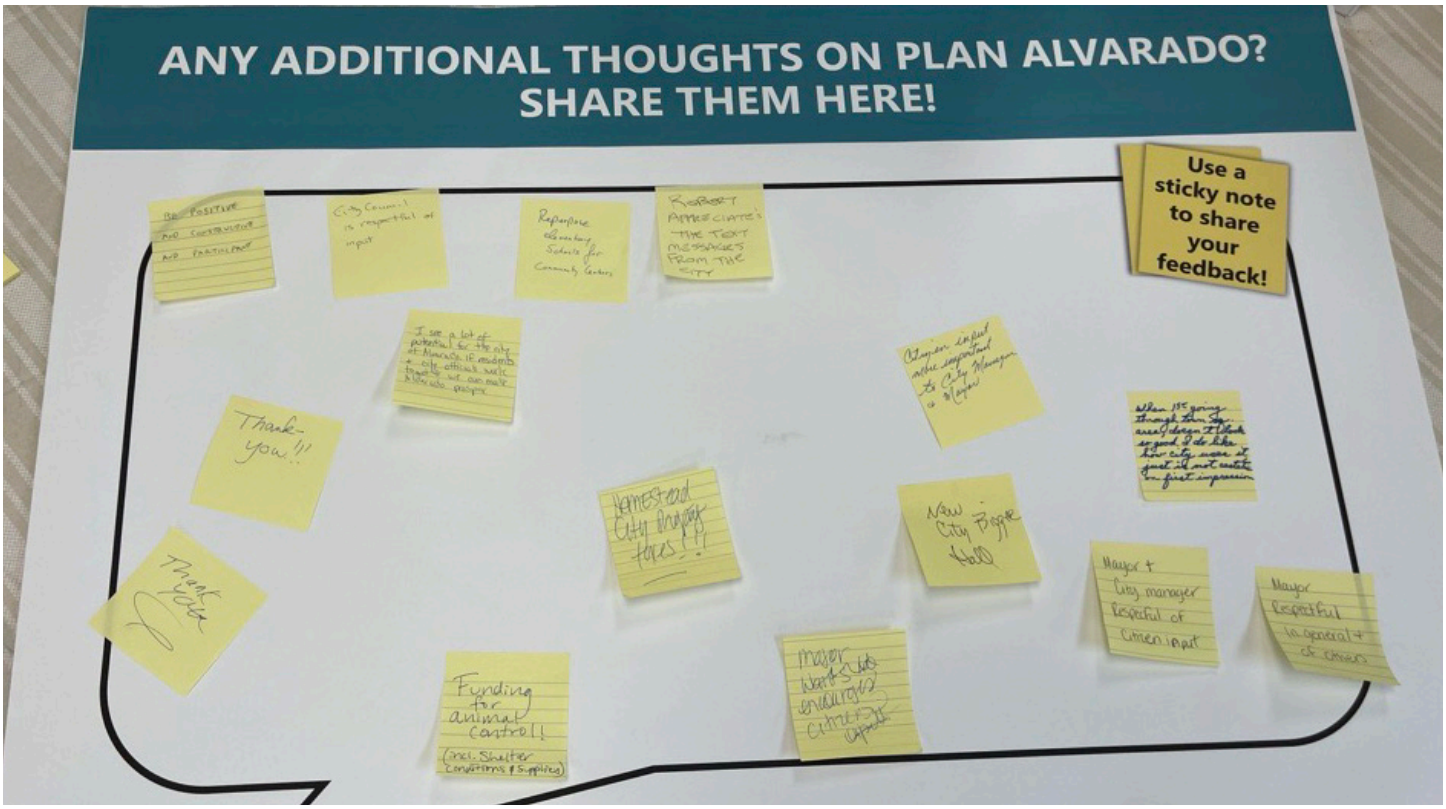
- Small Town
- History
- Nature
- Faith
- Community





ANY ADDITIONAL THOUGHTS?

This station was the final activity at Community Forum 1 and was designed to provide participants a board for additional feedback and also had informaiton on the Plan Alvarado website, www.PlanAlvarado.com. Some of the feedback is reflected below:





Additional comments focused on thanking the city for their efforts as well as praise for the exisiting City Council and Mayor. A few notes suggested needed improvements to exisiting city facilities along with the need for new city facilities.

NEXT STEPS

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

Community Forum 2 will be held in late June or early July 2025, and will be a Design Studio to go into detail on a few of the topics raised to date, such as the design of Downtown. Participants of Community Forum 1 and others should attend because it will be different and cover topics not covered at Community Forum 1!

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 the community's review at the Virtual Town Hall (Community Forum 3). Updates regarding the Master Plan Set will be posted at www.PlanAlvarado.com so subscribe to stay up-to-date, and provide ideas anytime! You can also find more pictures of Community Forum 1 there!

TENATIVE PLANNING TIMELINE

