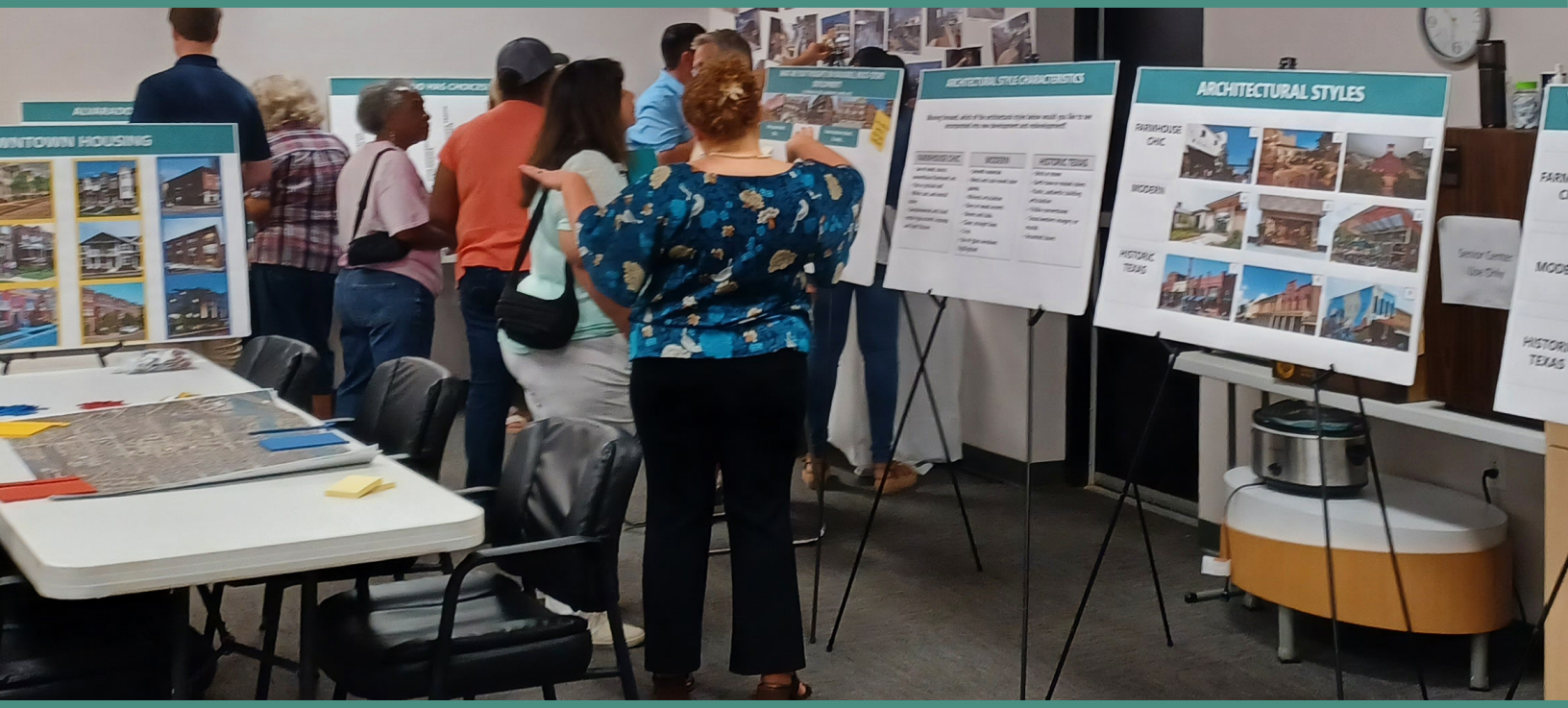
PLAN ALVARADO

PUBLIC DESIGN STUDIO: COMMUNITY FORUM 2

EVENT RECAP





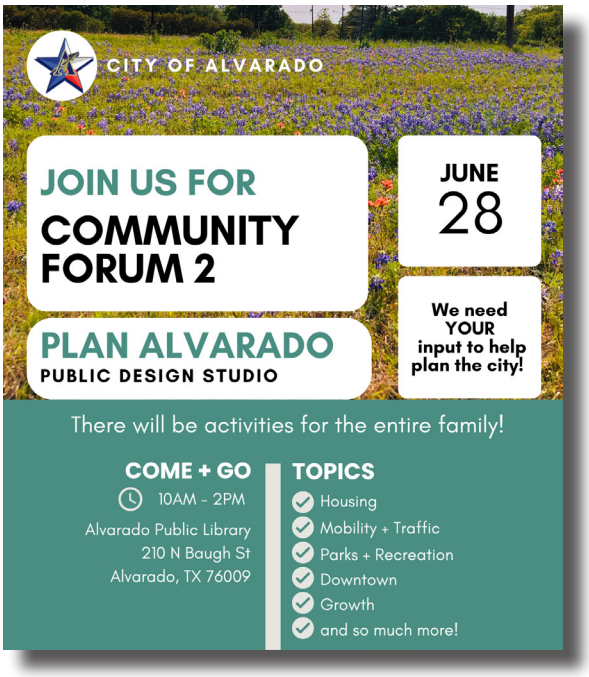


SATURDAY, JUNE 28, 2025
ALVARADO PUBLIC LIBRARY
10:00 AM - 2:00 PM
Come-and-Go

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

INTRODUCTION

This event was the second of three Community Forums, organized as a Public Design Studio, aimed at helping plan Alvarado's future in housing, mobility, parks and recreation, Downtown, and growth. The City of Alvarado is updating its Comprehensive Plan, Downtown Master Plan, and Parks + Recreation Master Plan (Master Plan Set) to guide policy decisions on these critical areas. These Community Forums are essential for gathering community feedback and direction, each focusing on different topics to shape the development of the Master Plan Set.



This event was advertised in the following ways:

- Plan Advisory Committee (PAC) members' personal outreach;
- Event flyer (in English and Spanish) posting and distribution (pictured at right);
- Utility Bill Stuffer
- Facebook postings and Event
- Plan Alvarado website
- Blackboard Connect Text Message
- Participant social media posts & MORE!

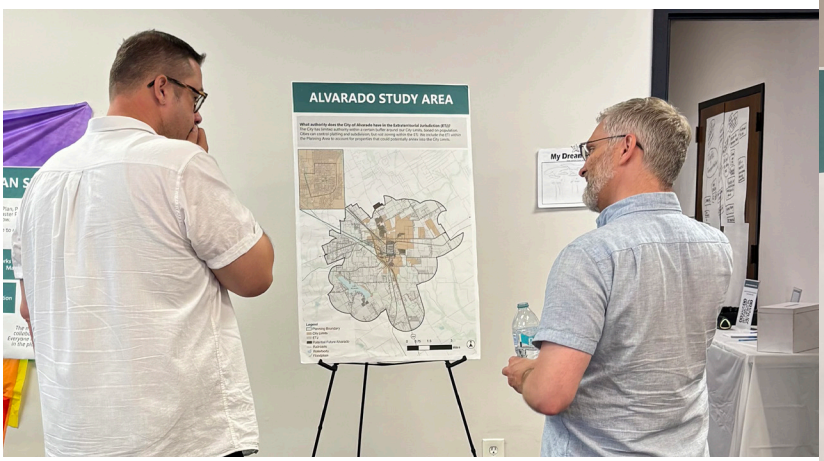
The event was held on Saturday, June 28, 2025, at the Alvarado Public Library from 10 am to 2 pm (come-and-go). Over 40 people attended, and many meaningful and collaborative discussions were had, in addition to great participation at the stations available for input. Stations were set up throughout the Library that included information and numerous activities regarding Plan elements and invited community feedback. Members of the Planning Team from City Staff and the planning consultant (LJA) were available throughout the event for discussion and to answer questions. **Highlights of each station are provided in this Recap!**

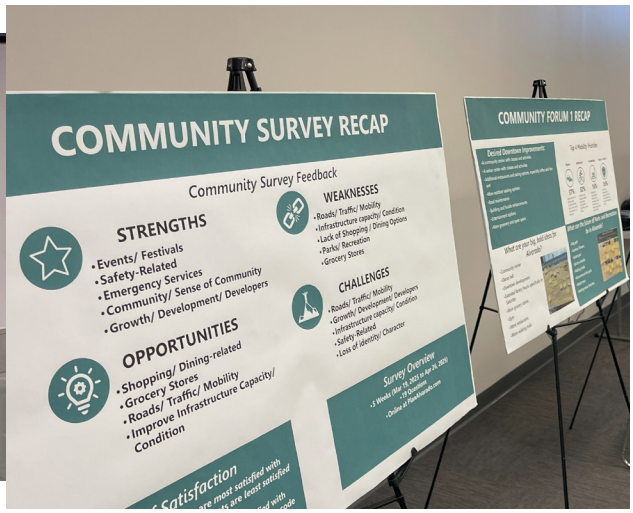




ABOUT THE MASTER PLAN SET

The first station featured five informational boards that introduced the Five W's of the project: what the Master Plan Set is and its purpose; who is involved in its development; when it should be updated; why the update is necessary; and where the Plan will be implemented, illustrated through the planning area map of Alvarado. Additional boards included summaries of prior engagement efforts, specifically a recap of the Community Survey and highlights from Community Forum 1.





BASE STUDIES RECAP

Consistent with the requirements of the Texas General Land Office Resilient Communities Program, LJA prepared a series of preliminary base studies for public review which were posted in advance of the public meeting online and were available for review and consideration prior to entering into the collaborative exercises. These studies provided insight on the current state of Alvarado's population, housing, infrastructure, land use, and hazard mitigation. These studies also included initial recommendations on future actions that should be taken in these areas for the City.





AGES AND STAGES

This station asked participants to identify what Alvarado should have for four broad age groups as detailed below. Results from this activity are reflected in the pictures on the next few pages, but common age-related feedback in no ranking order, for each group is as follows:

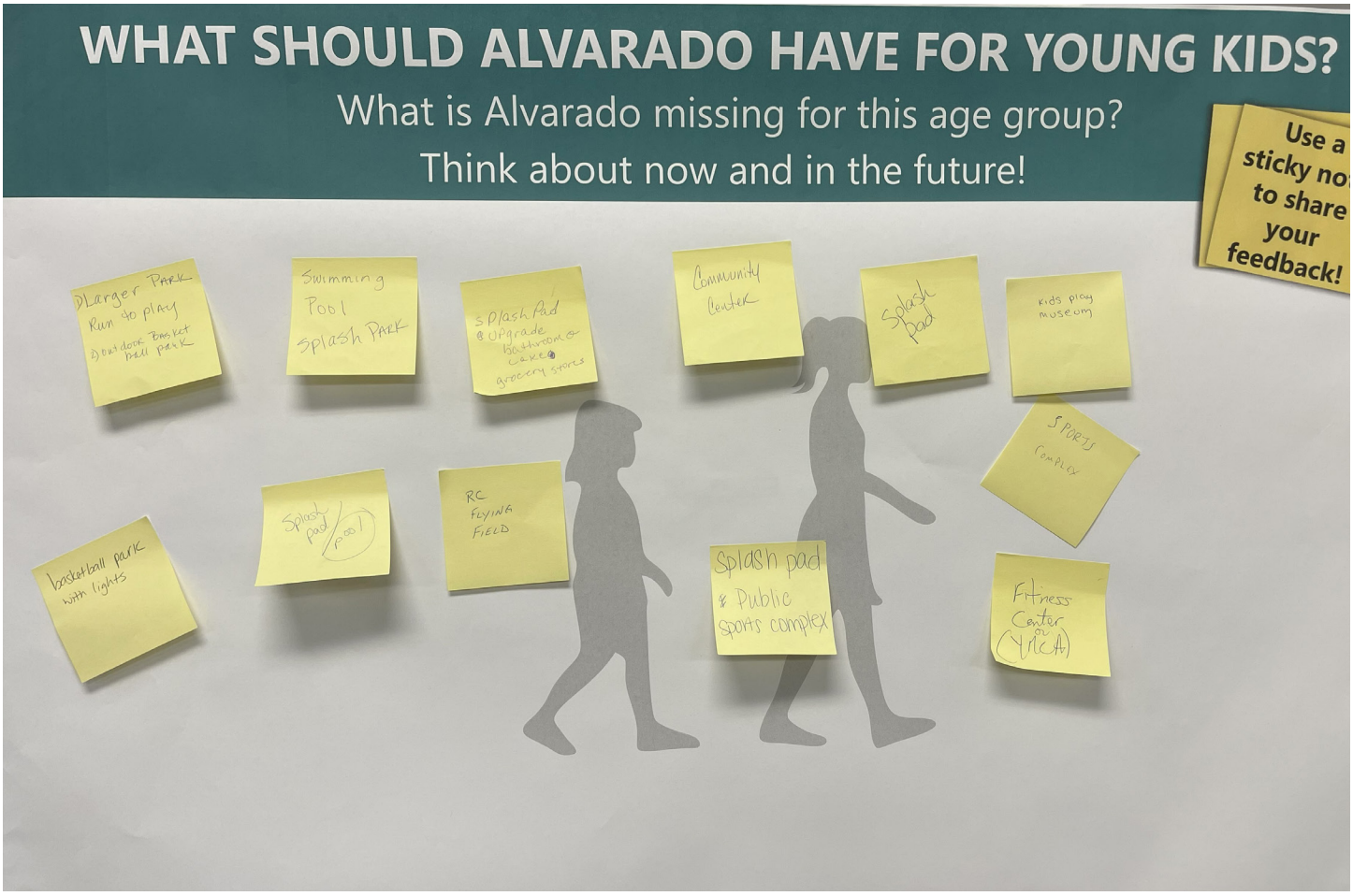
Young Kids: Larger park; basketball court; swimming pool; splash pad; upgraded bathroom at Lake Alvarado; community center; kids play museum; sports complex; fitness center (YMCA); and remote control flying field.

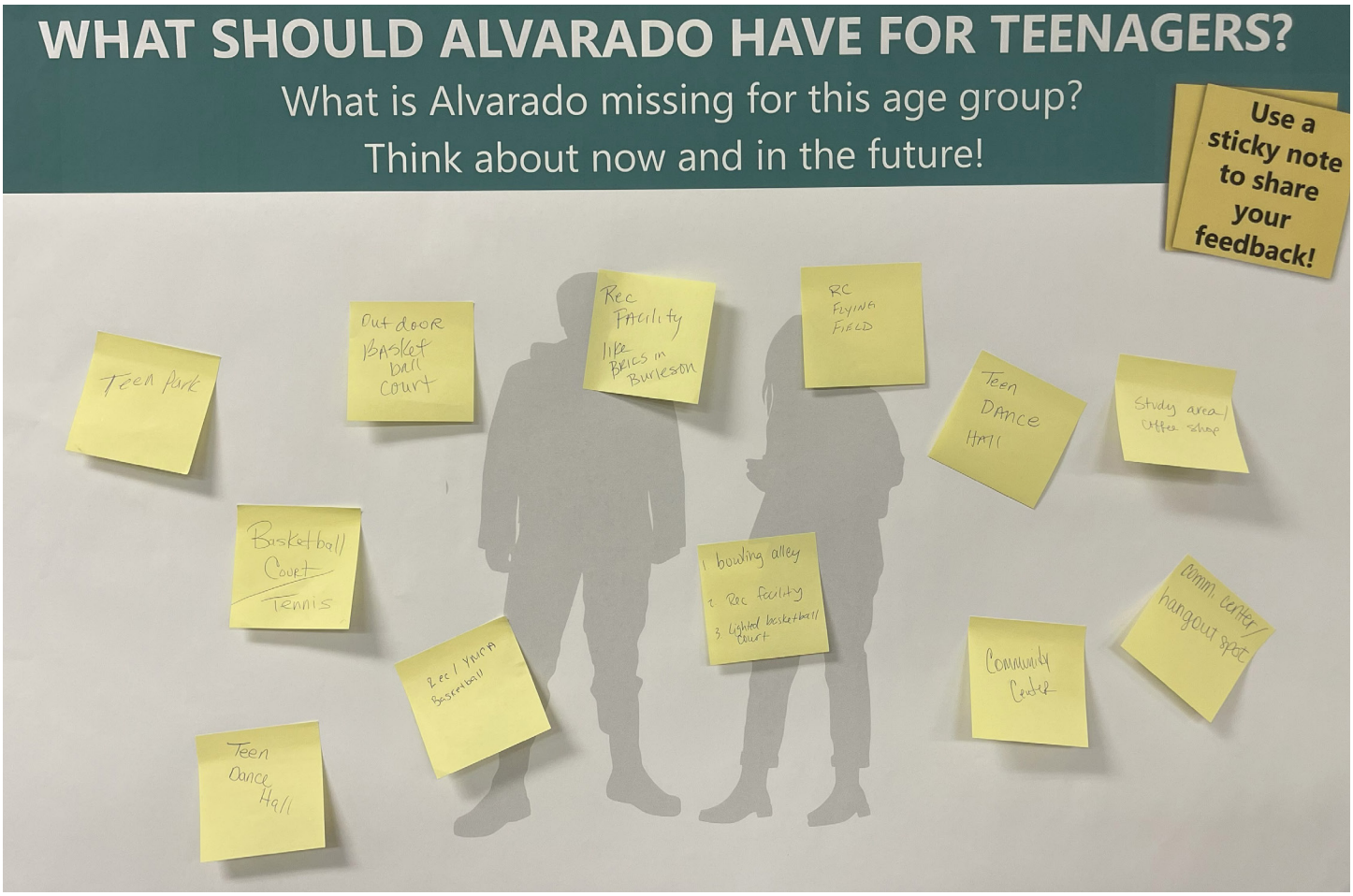
Teenagers: Teen park; sports courts; recreation facility; bowling alley; teen dance hall; study area/coffee shop; community center.

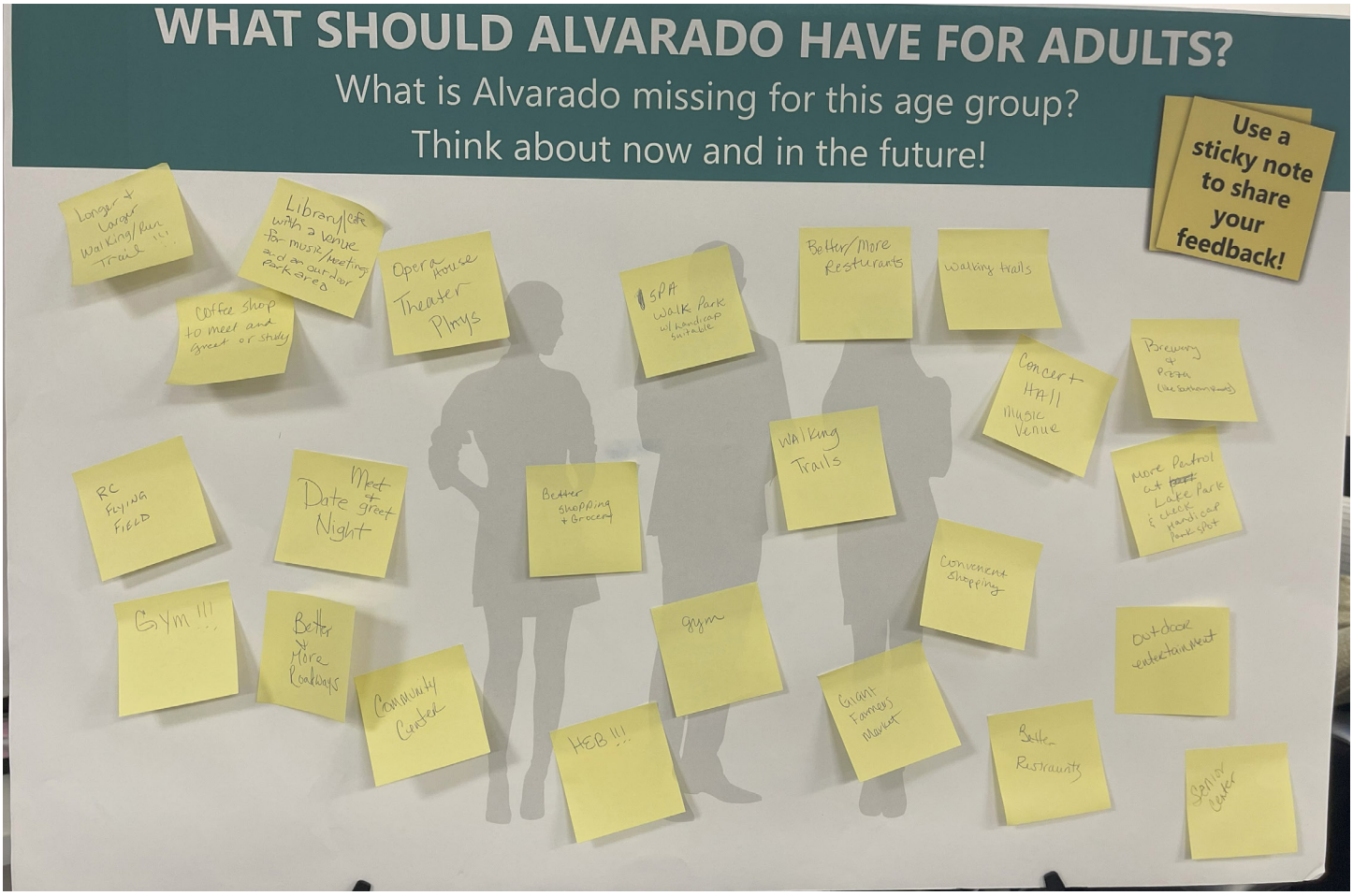
Adults: Longer and larger running trail; library; café; outdoor park area with event venue; opera house or theater venue; coffee shop; remote control flying field; gym; date night spots; spa; park with trail; more restaurants; brewery with pizza; more patrol and ADA parking at Lake Alvarado; convenient shopping; more roadways; HEB; better shopping and grocery; farmers market; outdoor entertainment.

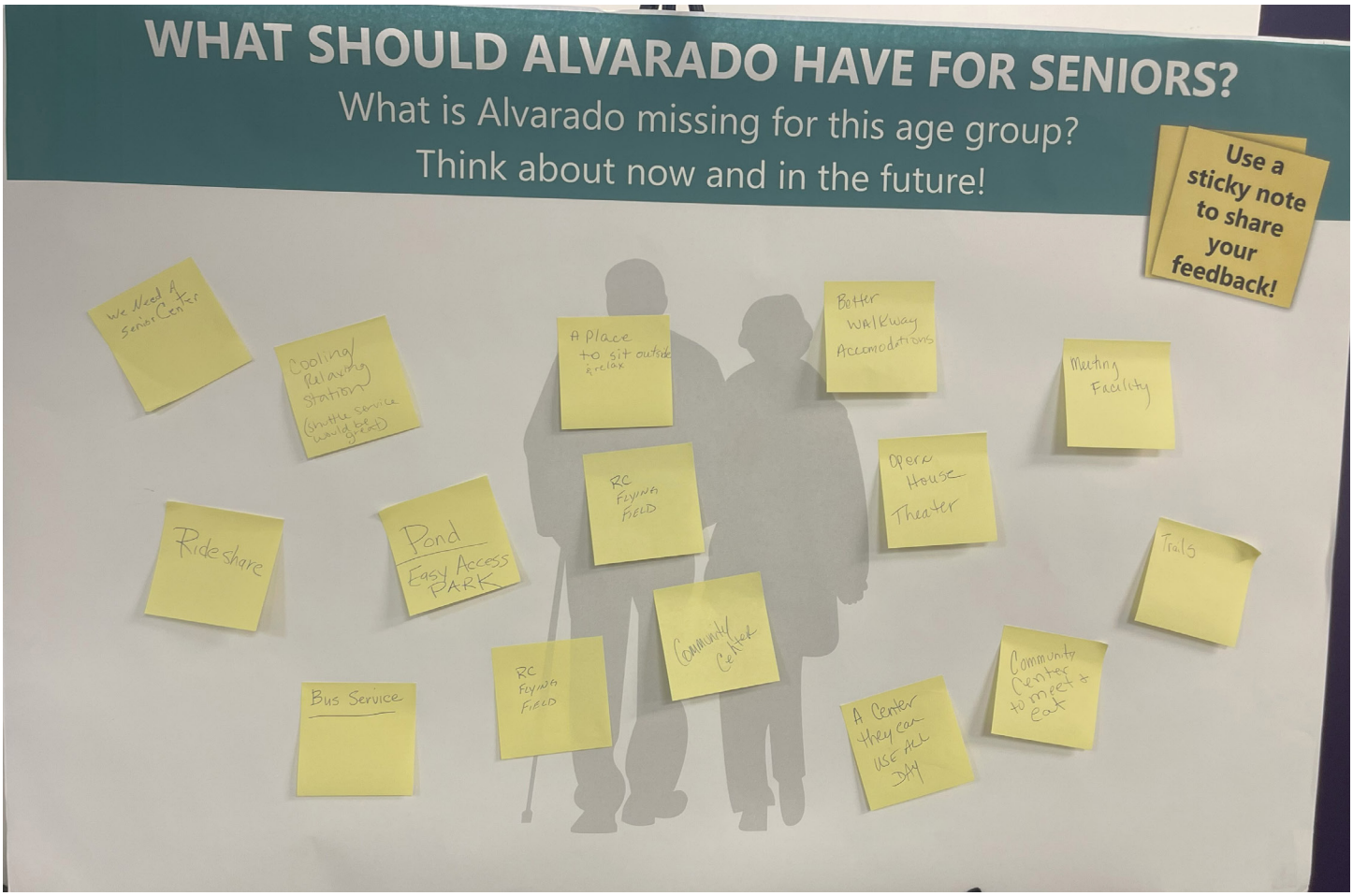
Seniors: Senior center (open all day); shuttling service with cooling/relaxing station; rideshare; pond; accessible park; remote control flying field; community center; better walkway accommodations; trails; opera house; theater; meet and eat spots.




WHAT SHOULD ALVARADO HAVE FOR YOUNG KIDS?
What is Alvarado missing for this age group?
Think about now and in the future!
Use a sticky note to share your feedback!
Larger Park Run to play Outdoor Basket ball park
Swimming Pool Splash Park
Splash Pad @ Upgrade Bathroom & Cake grocery stores
Community Center
Splash pad
Kids play museum
Sports Complex
basketball park with lights
Splash pad/pool
RC Flying Field
Splash pad & Public sports complex
Fitness Center at YMCA


WHAT SHOULD ALVARADO HAVE FOR TEENAGERS?
What is Alvarado missing for this age group?
Think about now and in the future!
Use a sticky note to share your feedback!
Teen park
Out door Basket ball Court
Rec Facility like BRICS in Burleson
RC Flying Field
Teen Dance Hall
Study area/ Coffee shop
Basketball Court Tennis
1 bowling alley 2 Rec facility 3 Lighted basketball court
Rec/YMCA Basketball
Comm. Center/ hangout spot
Community Center
Teen Dance Hall

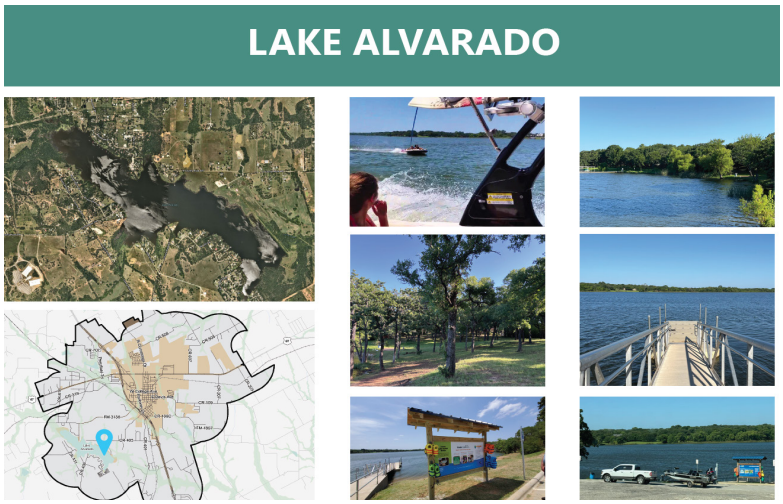

WHAT SHOULD ALVARADO HAVE FOR ADULTS?
What is Alvarado missing for this age group?
Think about now and in the future!
Use a sticky note to share your feedback!
Longer + Larger Walking/Run Trail
Library/Cafe with a venue for music/meeting and an outdoor park area
Opera House Theater Plays
Coffee shop to meet and greet or study
SPA Walk Park w/ handicap suitable
Better/More Restaurants
Walking trails
Concert Hall Music Venue
Brewery + Pizza
RC Flying Field
Meet + Date + greet Night
Better shopping + Grocery
Walking Trails
More Patrol at Lake Park & check handicap park spot
Convenient shopping
Gym !!!
Better More Roadways
Community Center
gym
Outdoor entertainment
HEB !!!
Grant Fannin Market
Better Restraunts
Senior Center


WHAT SHOULD ALVARADO HAVE FOR SENIORS?
What is Alvarado missing for this age group?
Think about now and in the future!
Use a sticky note to share your feedback!
We Need A Senior Center
Cooling/Relaxing Station (Shuttle service would be great)
A Place to sit outside & relax
Better Walkway Accomodations
Meeting Facility
RC Flying Field
Opera House Theater
Ride share
Pond Easy Access PARK
Trails
Community Center
Community Center to meet + eat
RC Flying Field
Bus Service
A Center they can use ALL DAY

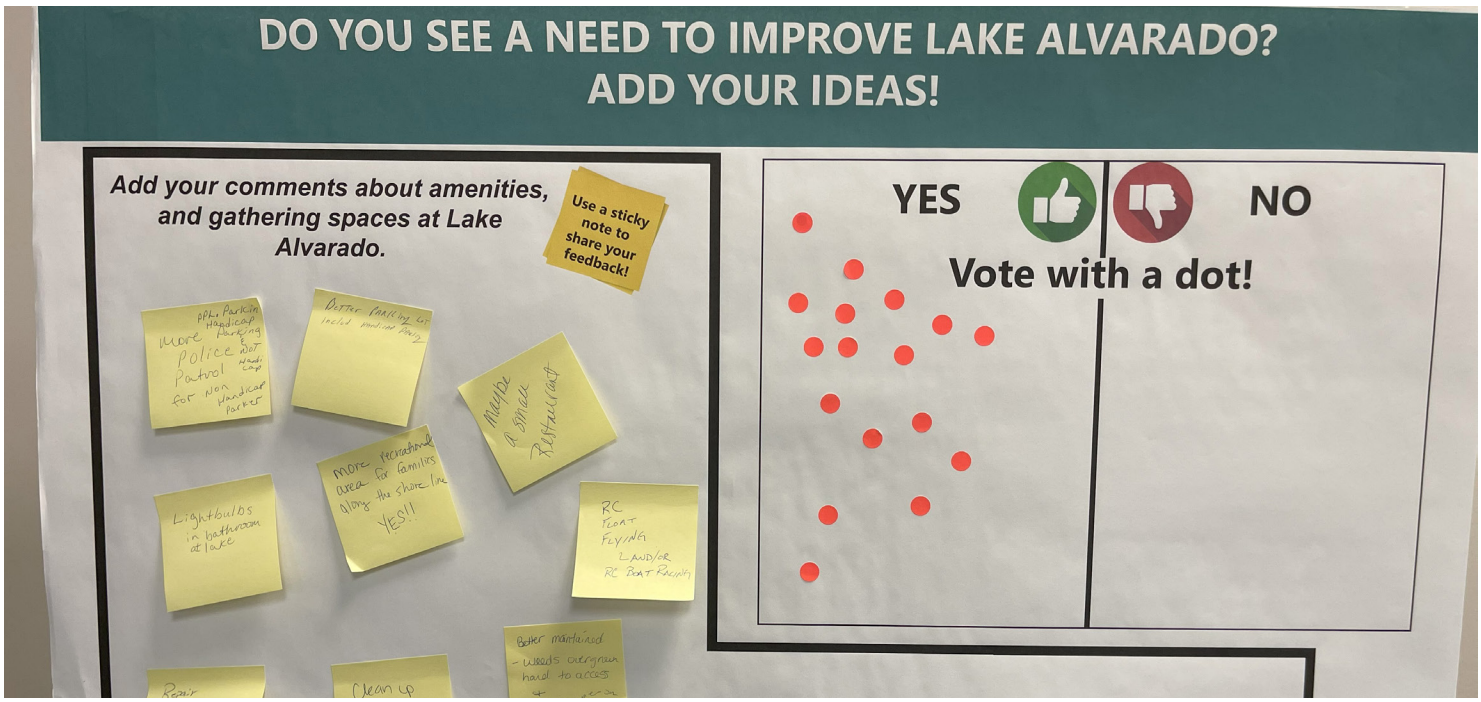
LAKE ALVARADO

This station asked participants to consider if improvements were needed at Lake Alvarado. Results of this station indicated 100% consensus that improvements should be made. Some responses included:

- More handicap + general parking
- More police patrol
- Better parking lot
- Lights in bathroom at lake
- More recreational area for families
- Maybe a small restaurant
- Repair parking lot
- Clean up areas w/ dumping
- Better maintained landscaping
- Fishing area
- Picnic/ play areas







WALKABLE MULTI-STORY DEVELOPMENT

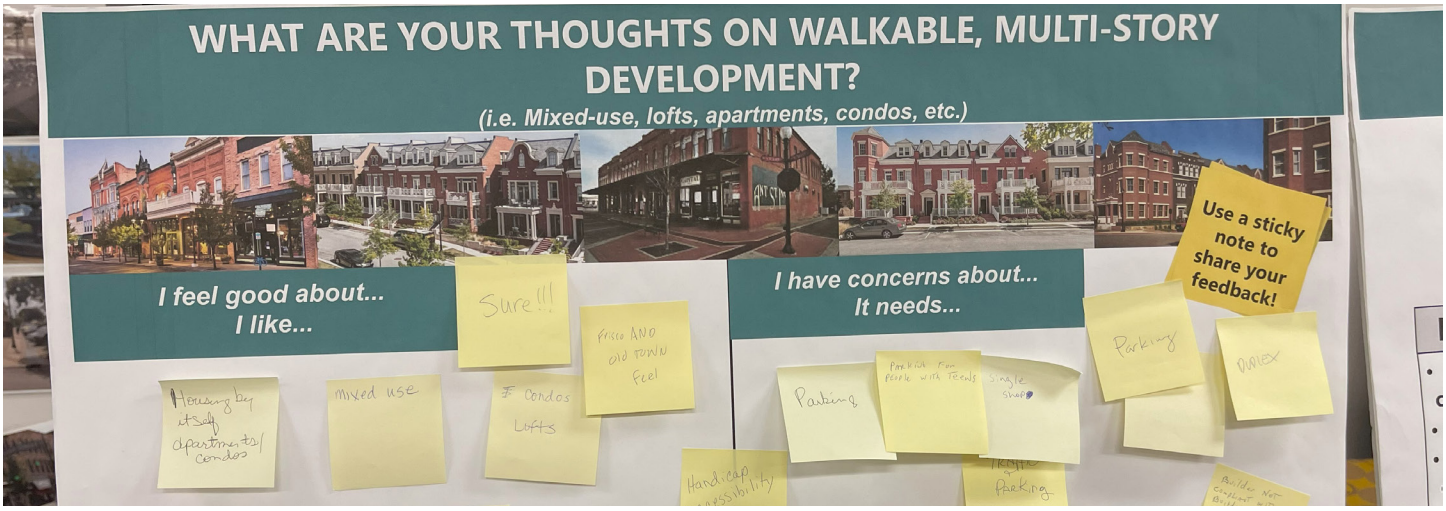
This station asked participants to share comments and concerns regarding walkable, multi-story development in Alvarado. Participants were enthusiastic about high-quality, visually-appealing development, which complements and preserves the existing character of Alvarado. Highlights included:

Positive Feedback:

- *Desire for Multi-family Housing:* Many participants expressed support for multi-family housing as a good addition to Alvarado.
- *Walkability:* There was enthusiasm for walkability, with participants emphasizing desire for more trails and shade trees.
- *Support for Mixed-Use Development:* Participants liked the idea of mixed-use development with retail on the ground floor.
- ***Accessibility:*** There was support for adding more multi-family housing as a way to improve accessibility within the City**.**

Concerns and Needs:

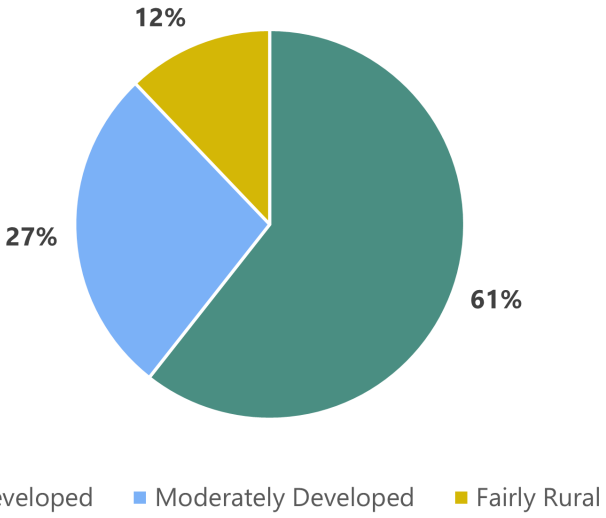
- *Parking:* Participants expressed concern that increased multi-family development could worsen parking, particularly in already congested areas. They emphasized the need for adequate on-site parking to prevent spillover into surrounding neighborhoods.
- *Vacancies:* Some residents worried that an oversupply of mixed-use multi-family units could lead to high retail vacancy rates, an issue already persistent in Downtown specifically. Concerns focused on the potential for neglected properties and decreased neighborhood appeal.
- *Quality of Development:* There were concerns about the quality of homebuilders and developers who might come to Alvarado, with participants expressing a desire to avoid ugly and cheap neighborhoods.

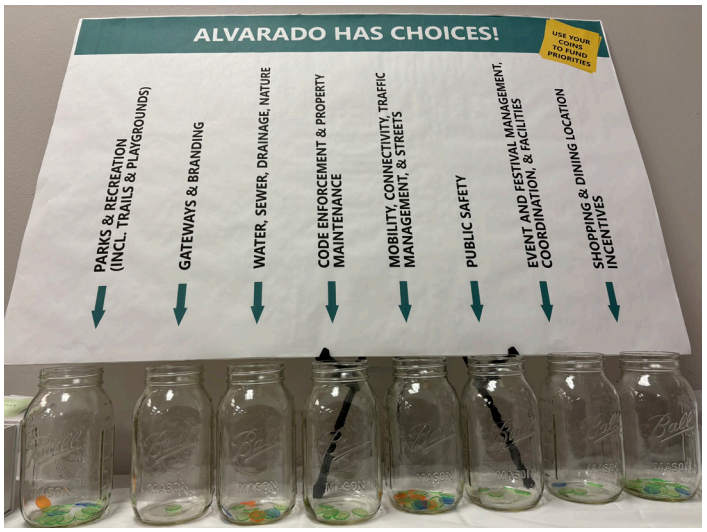


ALVARADO HAS CHOICES

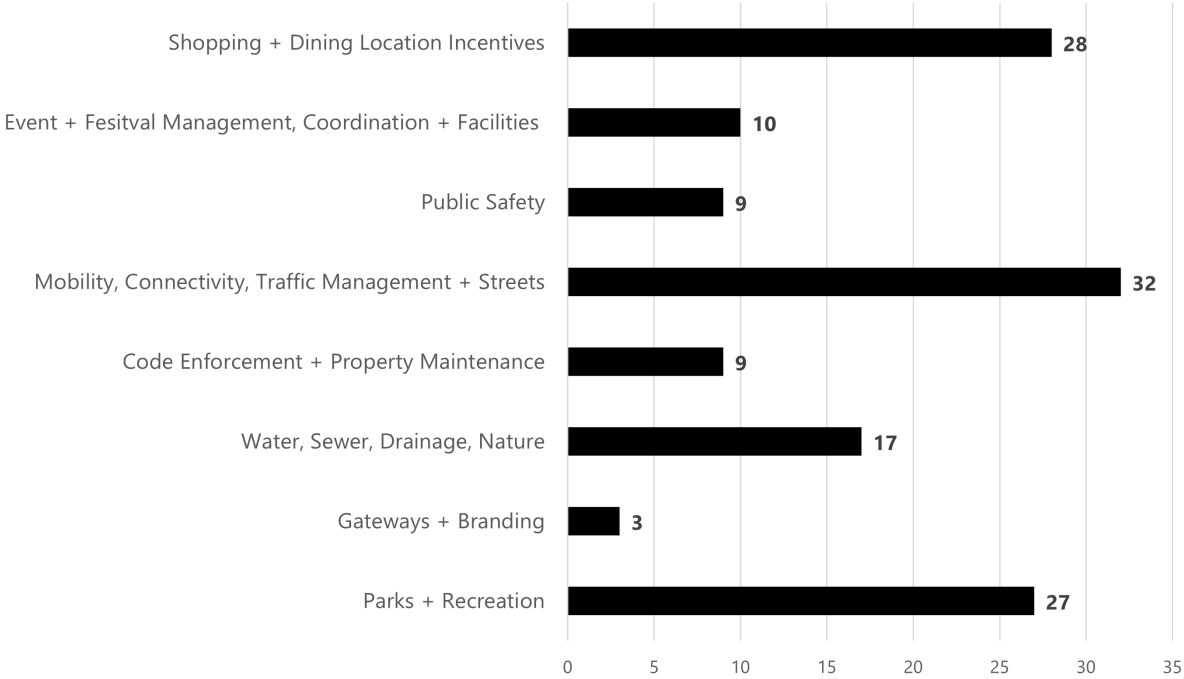
Attendees provided feedback on the level of development they deemed appropriate. They were then given the opportunity to choose one of three preferred levels of development, with a corresponding number of coins, to spend on amenities and services. The levels of development were "developed," "moderately developed," and "fairly rural." The Developed level resulted in five coins, the Moderately Developed level resulted in three coins, and the Fairly Rural level resulted in two coins. Of particular note between the three levels of preferred development, were the associated options for multi-family residential (MFR) development (Developed = MF and other housing types besides single family, Moderately Developed = some MF, and Fairly Rural = no additional MF). Most participants (88 percent) opted for the two higher levels of development (green and blue), with the most amount of packs selected being the "Developed Alvarado" with the most coins to fund priorities. This indicates a desire to generate revenue for desired services, amenities, and infrastructure among participants.

LEVELS OF PREFERRED DEVELOPMENT:





TOP SPENDING PRIORITIES:



DOWNTOWN VISUAL PREFERENCE SURVEY

At the Downtown Visual Preference Survey station, participants were given the opportunity to provide feedback relating to potential features in future Alvarado, such as streetscape, gathering areas, splashpads, and more. Attendees were asked to place a dot on photos with features that either made them think "good", "uncertain", or "no thanks." The discussions and pictures below reflect only some of the highlights from the day's collaboration.

- Green dots were placed on pictures that included buildings with historic architecture, decorative lighting, and enhanced streets and sidewalks.
- Photos with a mixture of dots showed biking, splash pads, large art features and creative greenery. This shows participant uncertainty with the inclusion of these features in future Alvarado.
- Red dots appeared on pictures that had modern elements and constrained spaces.









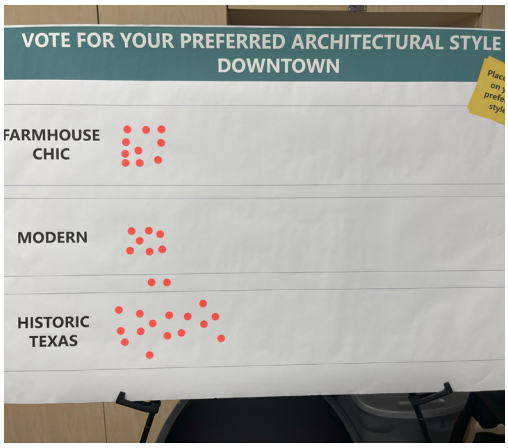
DOWNTOWN ARCHITECTURAL STYLE

The Downtown Architectural Style activity displayed characteristic descriptions and graphics for three different Architectural Styles for Downtown Alvarado: Historic Texas, Farmhouse Chic, and Modern; and asked participants for which style would be preferred in Downtown Alvarado. Although not every participant chose to make a selection at the station, the Historic Texas Style was the standout and garnered the most "votes" from attendees. Farmhouse Chic also caught participant's attention with 10 votes. Though the Modern style received the least votes, some participants showed interest in a blend between Historic Texas and Modern. The results show the importance of historic preservation to the community of Alvarado, when it comes to Downtown, as well as their willingness to adopt blends and mixtures of different architectural styles, especially in areas not on the Downtown Square. The Architectural Style options are displayed below along with a breakdown of selections:

ARCHITECTURAL STYLES

FARMHOUSE CHIC *10*	 1	 2	 3
MODERN *7*	 4	 5	 6
HISTORIC TEXAS *15*	 7	 8	 9





DOWNTOWN HOUSING

At the Downtown Housing station, participants were given the opportunity to identify suitable areas within Downtown Alvarado for various housing and residential-style housing types. Participants were given different colored foam sticks which corresponded with three categories, with corresponding photos of each. Red represented standard single family detached housing, yellow represented "missing middle housing," such as townhomes, and blue represented walkable multi-story residential, such as mixed-use buildings.

The responses varied, although there were recurring themes and ideas from almost every layout of the community's response, just a few of which are provided below:

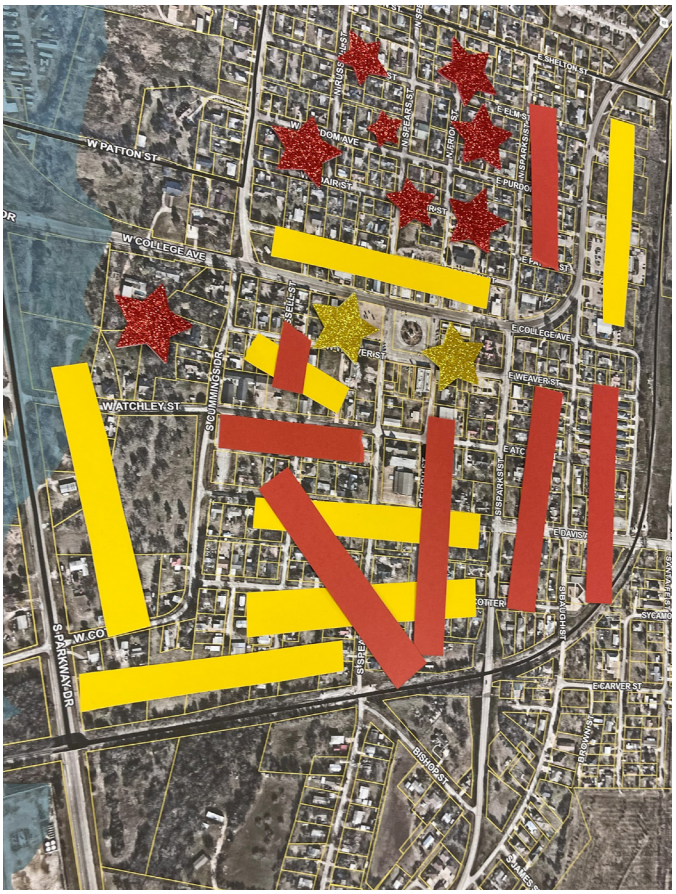
- The majority of participants created a focus area of 1-2 blocks around the Square that would include mixed-use and multifamily structures (blue). As such, blue sticks were commonly placed along streets closest to the Square including Atchley Street and College Avenue.
- Many recognized the opportunity to use yellow sticks or "missing-middle" development to buffer the taller mixed-use development (blue) from existing and future detached, residential-looking structures (red) that is in, and adjacent to, Downtown Alvarado.
- Participants identified corridors including Parkway Drive, College Street, and Sparks Street as prime locations for blue and yellow housing.
- Areas on the north side, north of Purdom, and areas on the south side, south of Atchley were frequently designated as red and/or yellow, with no blue.

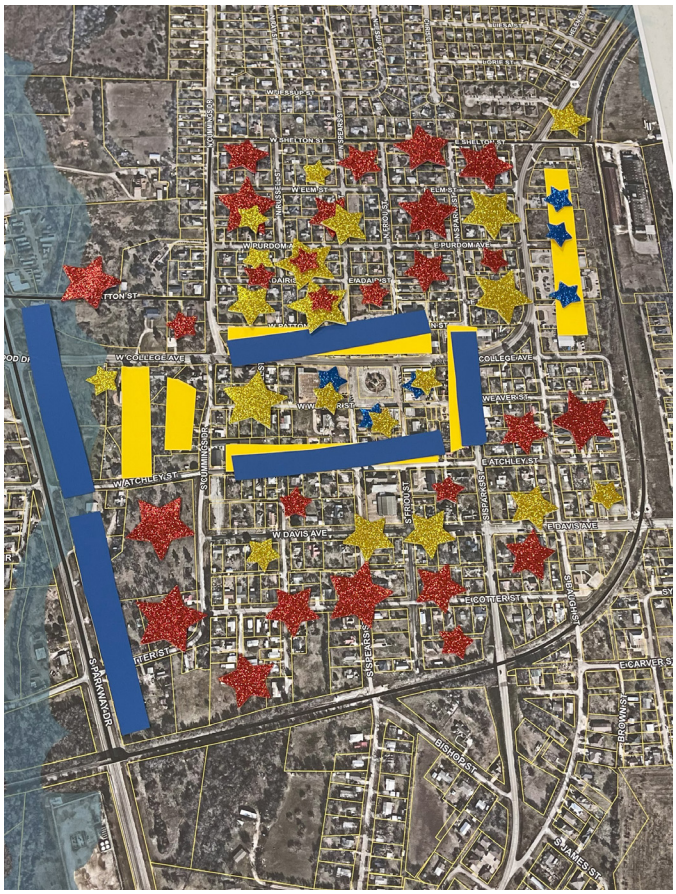




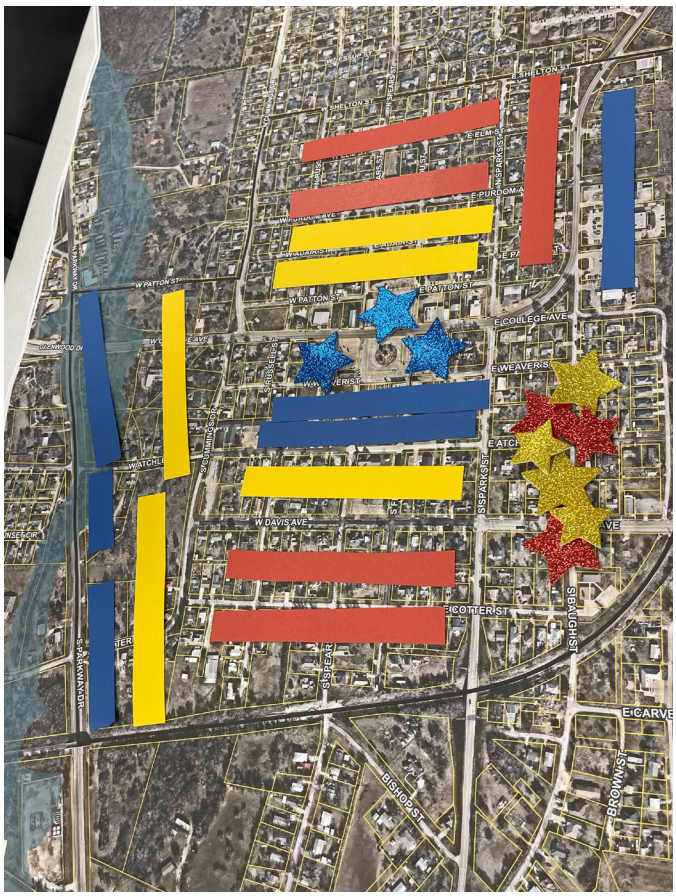


DOWNTOWN HOUSING (CONT...)

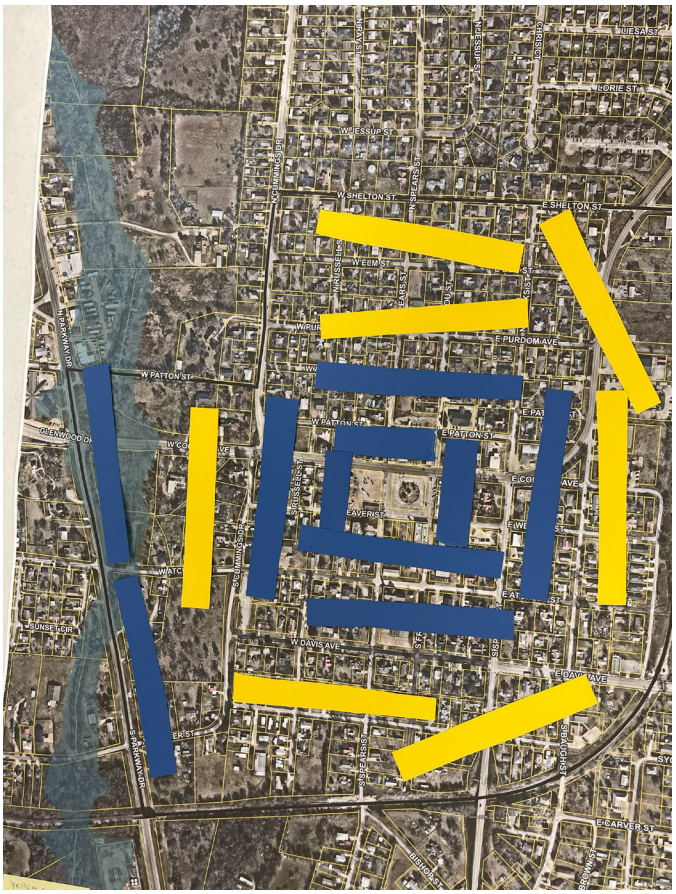


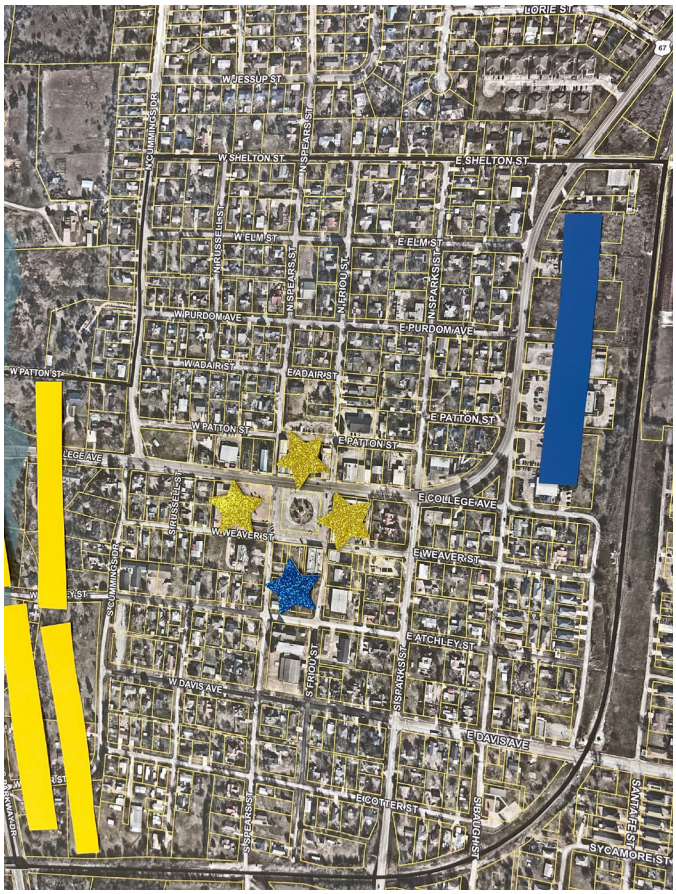


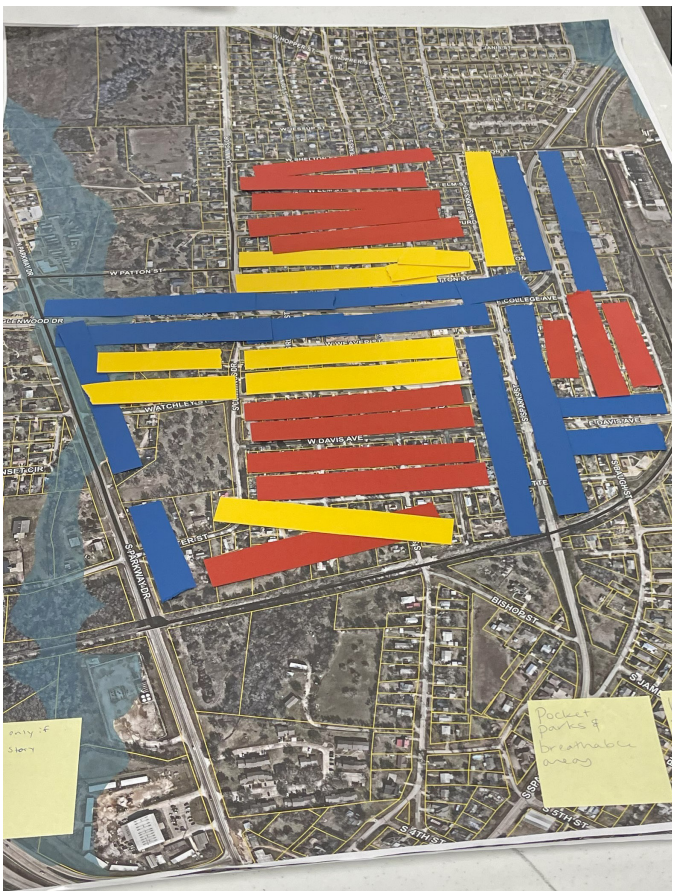




DOWNTOWN HOUSING (CONT...)



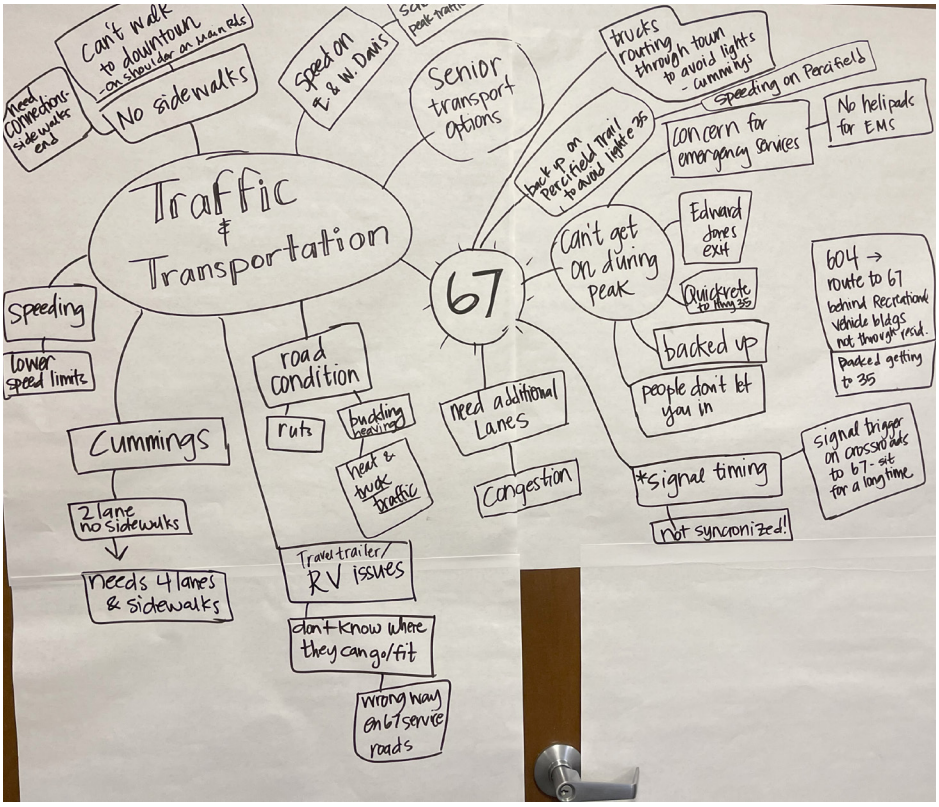




TRAFFIC AND TRANSPORTATION

The Traffic and Transportation station gave community members the opportunity to discuss specific roadways and problem areas within the City while being guided by members of the Planning Team. The feedback from this exercise will be utilized to create the Draft Master Thoroughfare and Future Land Use Plans. Additionally, participants provided feedback regarding transportation and mobility in Alvarado in the "Mind Map" activity. Some of the highlights from these activities are noted below:

- Residents note the growing congestion on US-67, IH-35, and streets including Cummings Drive and Percifield Trail.
- Speeding, deteriorated roads, traffic signal timing, and low road capacity are primary transportation issues effecting Alvarado.
- Other concerns include lack of sidewalks, emergency service response, and pedestrian safety.
- Some participants offered solutions including a light rail along US-67 and by-pass from US-67 to IH-35.







MY DREAM PARK & FESTIVAL

Attendees had the opportunity to design their dream park, using crayons and markers, resulting in a variety of creative and imaginative ideas.

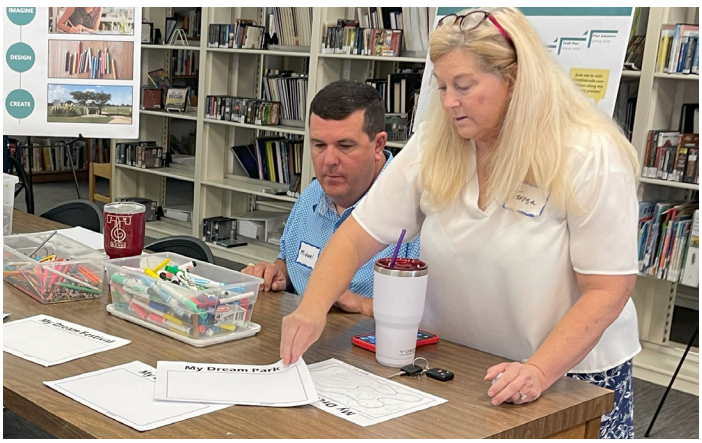


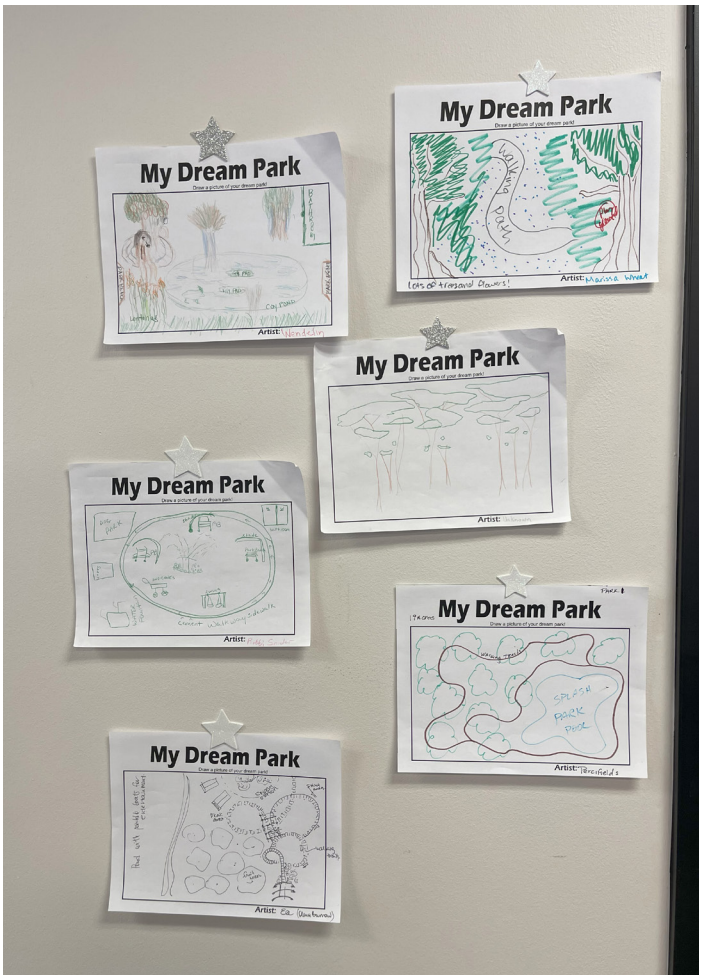
Highlights in the designs included:

- *Shaded Areas:* Whether from trees or structures, designers desire shade.
- *Trails:* Walking paths and elaborate trails leading to a communal space.
- *Water Features:* Splash pads, fountains, and pools.

Though the activity allowed participants to design a dream park or festival, all participants opted to create their dream park for Alvarado. This indicates a strong desire for green and communal spaces within the community that appeal to diverse age groups. These designs will inform the Parks Plan to ensure that Alvarado offers recreational spaces that are desirable and accessible.







ADDITIONAL THOUGHTS

This station invited participants to share additional thoughts on Plan Alvarado, as well as leave words of encouragement for the City as it grows.

Key themes included:

- *Maintain Historic Roots:* Residents emphasized the importance of preserving the defining history and charm of Alvarado through this time of growth and development. This comment was echoed by other attendees.
- *Mindful Development:* Though Alvarado must prepare and plan for growth, there is concern about where development will take place and its implications on traffic and resources including water. One resident noted that it is not a race to the future but, instead, a marathon.
- *Think Big:* Attendees have big dreams for Alvarado. They welcome change, but encourage the City to think big and make the most of what the future holds for Alvarado.

These words of encouragement and aspirations will guide Alvarado's development strategies, ensuring that the City grows in a way that respects its heritage and meets the needs of the community.









NEXT STEPS

The feedback gathered from Community Forum 2, in addition to the Community Survey and other feedback throughout the Planning Process, will be utilized in drafting the Master Plan Set.

Now that Community Forum 2 is complete, 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 final Community Forum (Community Forum 3 in Fall 2025). Updates regarding the Master Plan Set will be posted at www.PlanAlvarado.com so subscribe to updates there, stay up-to-date, and provide ideas anytime! You can also find more pictures from the Community Forums there!

PROJECTED TIMELINE



*Following the adoption of the Master Plan Set, the City's Zoning Ordinance will be amended to align with the Master Plan Set. This Zoning Ordinance is scheduled for adoption in Jan/Feb 2026.

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