



**SPECIAL CALLED JOINT MEETING  
ALVARADO CITY COUNCIL AND PLANNING AND ZONING COMMISSION  
NOVEMBER 6, 2025, 6:30 PM  
CITY COUNCIL CHAMBERS - 104 W COLLEGE AVE. - ALVARADO, TEXAS 76009**

**CALL TO ORDER**

Roll Call

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**CITIZEN PARTICIPATION AND PUBLIC INPUT**

This is an opportunity for citizens to address the convened City Council of this meeting on any matter. The presiding officer may ask for the citizen to hold his or her comment on an agenda item until that agenda item is reached. Any response from a member of the convened City Council to comments related to items not on the agenda is limited to a statement of specific factual information, a recitation of existing policy, or direction to staff to place the subject on the agenda for a future meeting. Citizens may obtain a form to speak by requesting it from the City Secretary or the City Marshal prior to the start of the meeting.

**NEW BUSINESS**

1. Discussion, review, and recommendation of the draft concepts and highlights for the City of Alvarado's Master Plan Set with City Staff and LJA. (French)

**ADJOURNMENT**

I, the undersigned authority, do hereby certify that the above Agenda was posted on the bulletin board in the City Hall of the City of Alvarado, Texas, a place convenient and readily accessible to the general public at all times, and said Agenda was posted on October 10, 2025, and remained so posted continuously for three (3) business days prior to the date of the meeting.

  
\_\_\_\_\_  
Bobbie Jo Taylor, TRMC, MMC  
City Secretary

If, during the course of the meeting and discussion of any items covered by this notice, City Council determines that a Closed or Executive Session of the Council is required, then such closed meeting will be held as authorized by Texas Government Code, Chapter 551, Section 551.071 consultation with counsel on legal matters; Section 551.072 - deliberation regarding purchase, exchange, lease or value of real property; Section 551.073 - deliberation regarding a prospective gift; Section 551.074 - personnel matters regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; Section 551.076 - implementation of security personnel or devices; Section 551.087 - deliberation regarding economic development negotiation; Section 551.089 - deliberation regarding security devices or security audits, and/or other matters as authorized under the Texas Government Code.

If a Closed or Executive Session is held in accordance with the Texas Government Code as set out above, the City Council will reconvene in Open Session in order to take action, if necessary, on the items addressed during Executive Session.

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and

participate in the meeting remotely by video conference. Should that occur, a quorum of the members will be physically present at the location noted above on this agenda.

**ACCESSIBILITY STATEMENT**

The Alvarado City Hall and Council Chamber are wheelchair accessible. The exit and parking ramps are located in the front of the building. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 817-790-3351, FAX: 817-783-7925, e-mail: [taylorb@cityofalvarado.org](mailto:taylorb@cityofalvarado.org). Please call at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

**NON-DISCRIMINATION STATEMENT** The City of Alvarado does not discriminate on the basis of race, color, national origin, sex, religion, or disability in the employment or the provision of services.



## **City Council Meeting Management Report**

Meeting Date: November 6, 2025

Contact: Justin French, Community Development Director

### **AGENDA ITEM:**

Discussion, review, and recommendation of the draft concepts and highlights for the City of Alvarado's Master Plan Set with City Staff and LJA. (French)

### **BACKGROUND & FINDINGS:**

On October 16, 2023, the City Council authorized the City Manager to enter into an agreement with the General Land Office of the State of Texas (GLO) for the awarding of a Resilient Communities Program grant not to exceed \$300,000, payable as reimbursements of allowable expenses, under the U.S. Department of Housing and Urban Development's Community Development Block Grant-Mitigation (CDBG-MIT).

The Resilient Communities Program funds CDBG-MIT activities that work to increase a community's resilience to disasters and reduce or eliminate the impact of future disasters. These funds will result in the development and formal adoption of a Comprehensive Plan update, Downtown Master Plan, Zoning Ordinance rewrite, and more as funding is available.

Abra Nusser with LJA will present draft Concepts and Highlights for the Master Plan Set, which includes the Comprehensive Plan, Downtown Study, and the Parks and Recreation Study. Specifically, a draft Future Land Use Plan (FLUP), draft Master Thoroughfare Plan (MTP), and related information will be presented to receive feedback from City Council in the process of drafting the Master Plan Set.

### **FINANCIAL IMPACT:**

None.

### **RECOMMENDATION:**

The presentation will move forward for community review and consideration at Community Forum 3 on November 18, from 6pm to 8pm on Zoom. Should any revisions be directed, the presentation will be updated prior to Community Forum 3.

### **MANAGEMENT REVIEW:**

Paul DeBuff, City Manager

### **ATTACHMENTS:**

Future Land Use Plan (FLUP) (two formats for review)

Future Land Use Designation Descriptions

Master Thoroughfare Plan (MTP) (two formats for review)

Street Classification Descriptions

# Excerpt from PowerPoint Presentation

Future Land Use Plan and Master Thoroughfare Plan

# FUTURE LAND USE PLAN (FLUP) PURPOSE



Identifies Alvarado's Vision for how land develops long-term

Serves as legal basis for zoning but is NOT zoning and is not as detailed

Informs discussions with developers













May not match existing development or entitlements in all cases

Comprised of three main parts

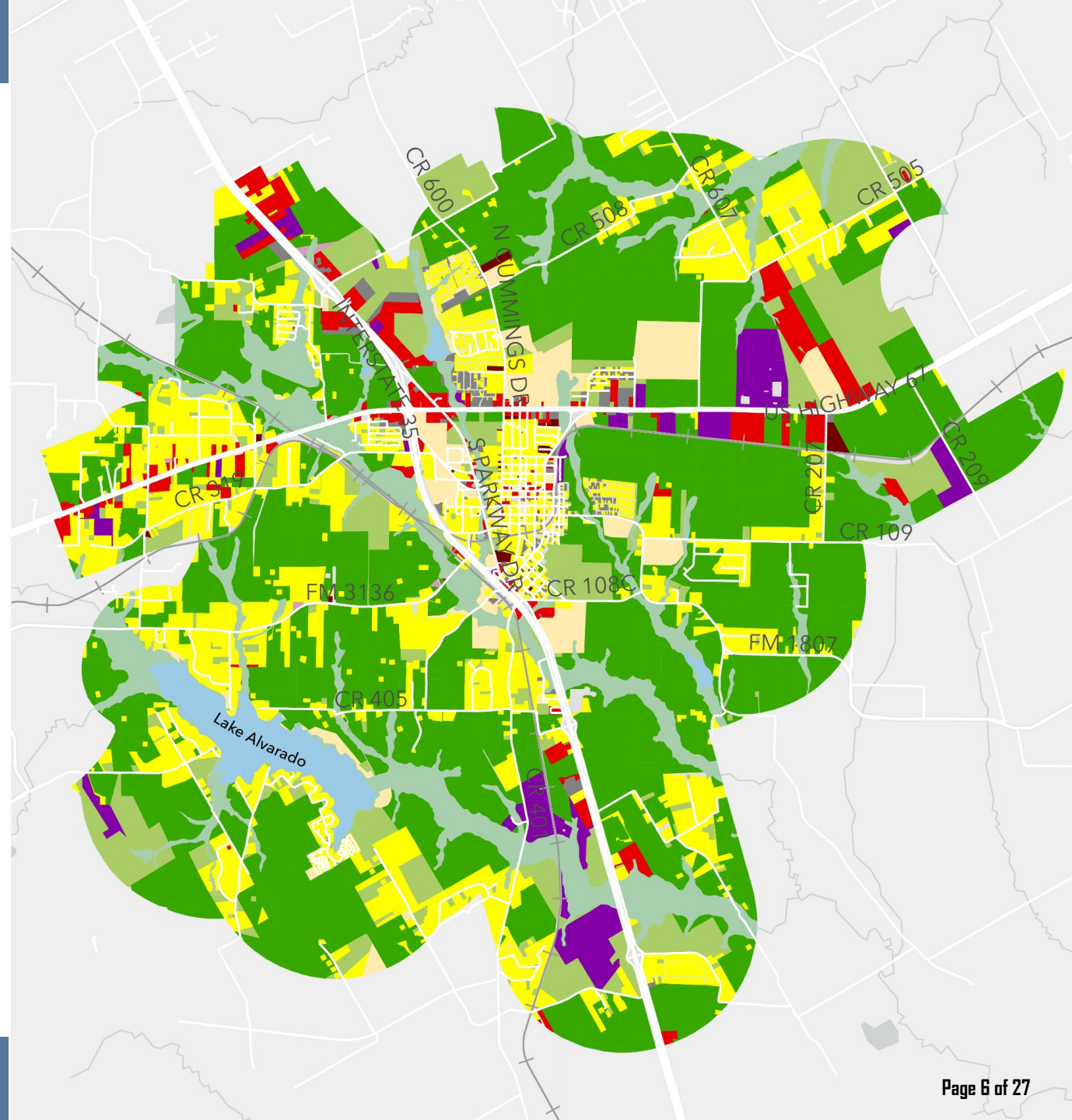
1. Map
2. Anticipated intensity, character, and uses
3. Policies

# EXISTING LAND USE

## LEGEND

- |   |                   |   |                 |
|---|-------------------|---|-----------------|
|    | Agriculture       |  | Floodplain      |
|    | Rural/Undeveloped |  | Bodies of Water |
|    | Single Family     |   |                 |
|    | Multi Family      |   |                 |
|    | Commercial        |   |                 |
|   | Utility           |   |                 |
|  | Industrial        |   |                 |
|  | Vacant            |   |                 |
|  | Exempt            |   |                 |
|  | Unknown           |   |                 |

Based on Appraisal District tax classifications and may be different from what is actually there

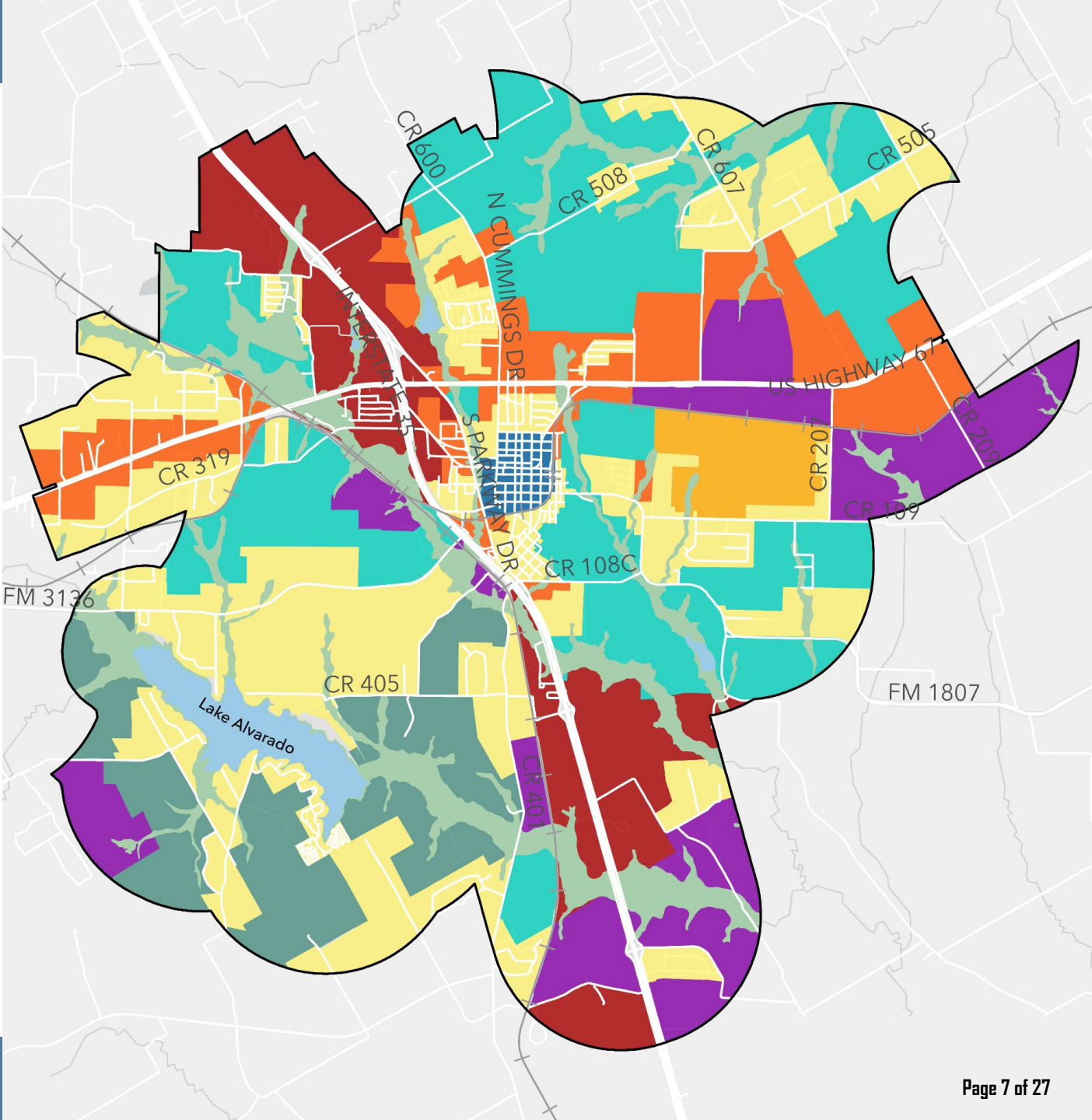


61% of existing land is classified as Agriculture or Rural/undeveloped

# DRAFT FUTURE LAND USE PLAN (FLUP)

## LEGEND

-  Bodies of Water
-  Floodplain + Nature
-  Existing Neighborhood
-  Lake Area
-  Master Planned Community
-  Downtown
-  Neighborhood Mixed Use
-  Commerce Flex
-  Innovation
-  Regional Mixed Use
-  Railroads
-  Planning Area







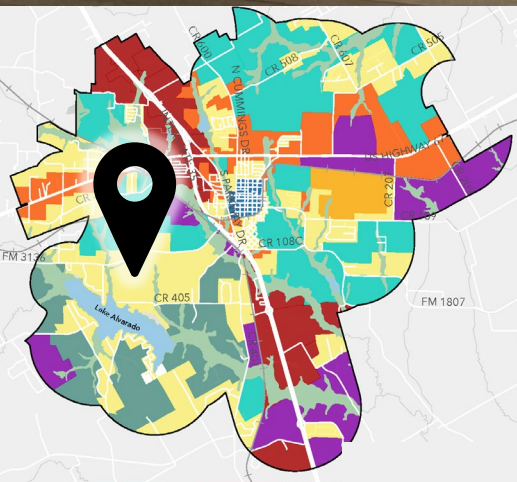
## EXISTING NEIGHBORHOODS

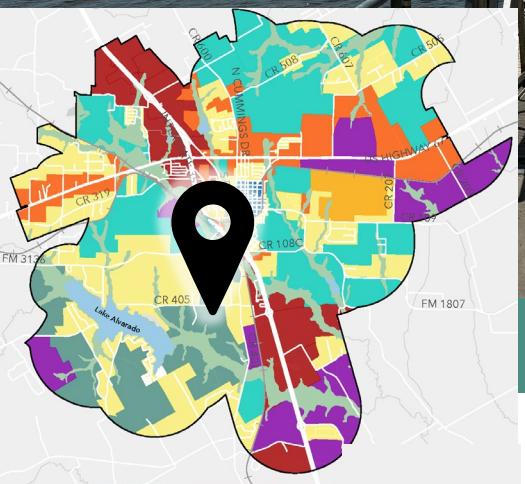
Anticipated uses: residential, parks, schools, and open space

Maximum height: two stories

New development should be compatible with existing design to maintain current character for cohesive look and feel

Nearby destinations should be connected by sidewalks and trails





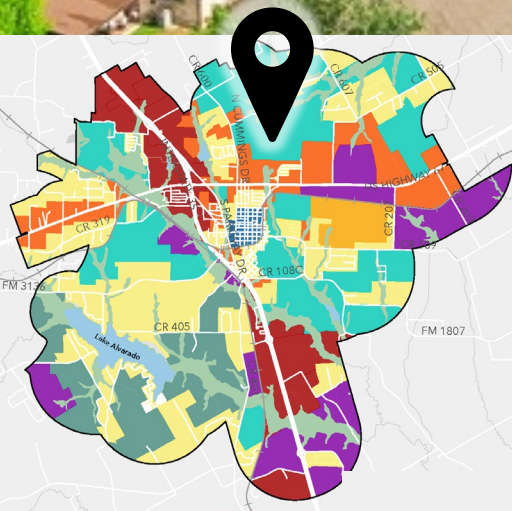
## LAKE AREA

Anticipated uses: recreation, parks, trails, hospitality, and lake-oriented residential with related amenities

Maximum height: two stories

Maintain natural features with relevant enhancements

Incorporate placemaking through wayfinding and signage



## MASTER PLANNED COMMUNITY

Anticipated uses: residential, neighborhood commercial, parks, schools, recreation, and open space

Maximum height: two stories with three stories possible at key intersections

Green space, trails, and family-friendly recreation areas should be incorporated

Developments include uniform character and design throughout



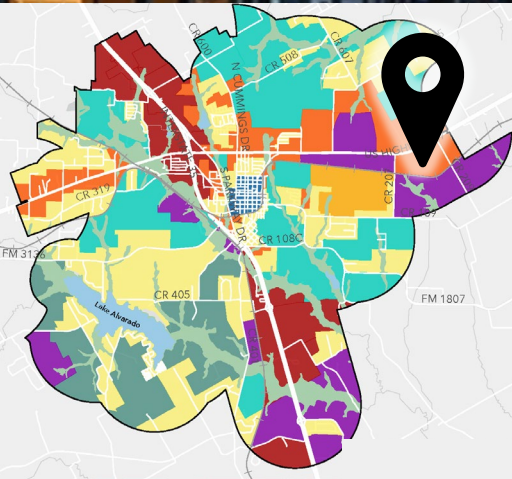
## DOWNTOWN

Anticipated uses: main street-style mixed-use including walkability and charming design (ex. shops, restaurants, residential, lofts, etc.)

Maximum height: four stories (varying heights per subarea)

Residential uses above ground floor commercial

Shade and public gathering areas incorporated into connected sidewalk and trail system

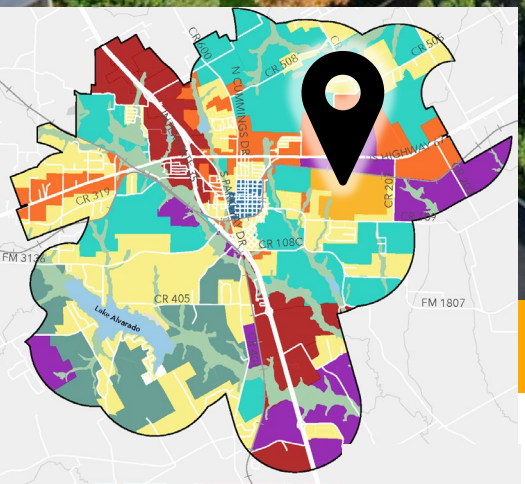


## NEIGHBORHOOD MIXED-USE

Anticipated uses: family-oriented amenities and entertainment, including residential, restaurant, and shopping destinations

Maximum height: two stories with three stories possible at key intersections

Transition space to surrounding residential areas, incorporating needed service businesses and retail



# INNOVATION

Anticipated uses: research and development, office parks, institutional, educational, and commercial

Maximum height: four stories

A hub for new ideas and forward-thinking

Green space, trails, and other enhancements



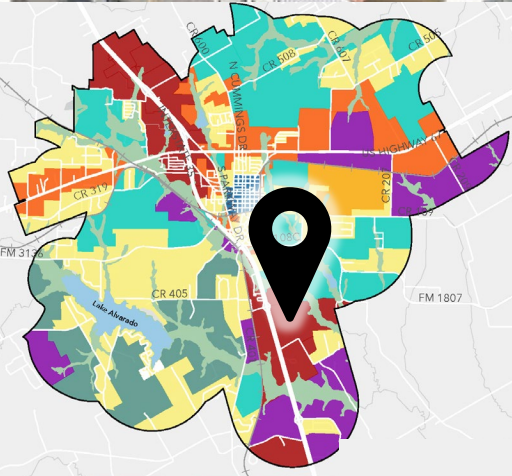
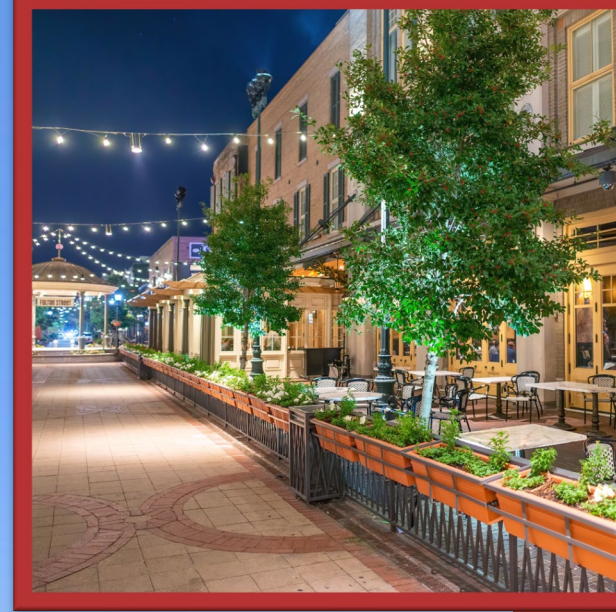
## COMMERCE FLEX

Anticipated uses: manufacturing, warehousing, light industrial, office, etc.

Maximum height: four stories

Opportunity for flex-space development that takes advantage of convenient access to Highways I-35 and US 67.

Incorporation of screening, bike trails, walking paths and other access options



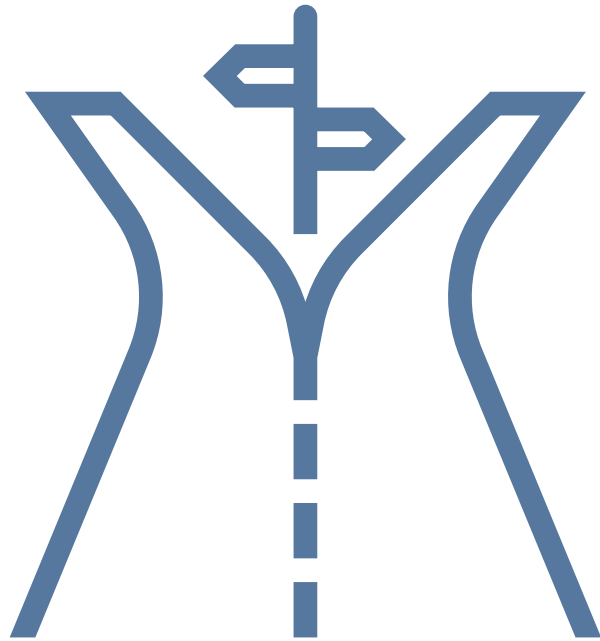
## REGIONAL MIXED-USE

Anticipated uses: highway-oriented commercial, residential, and hospitality uses along US 67 and I-35

Maximum height: five stories

Developments, destinations, and employment centers with strong potential to attract regional interest and investment

# MASTER THOROUGHFARE PLAN (MTP) PURPOSE



Identifies locations and types of roadways

Informs CIP programming and development connectivity

Directly related future land use and design

Comprised of three main parts:

1. Map
2. Functional classifications with lanes, divided/undivided, and approximate ROW (to include pathways and landscaping)
3. Policies

# MOBILITY & CONNECTIVITY PRIORITIES

## 1 TRAFFIC

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

## 2 RECREATION

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

## 3 PLACEMAKING

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

## 3 HEALTH+SAFETY

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

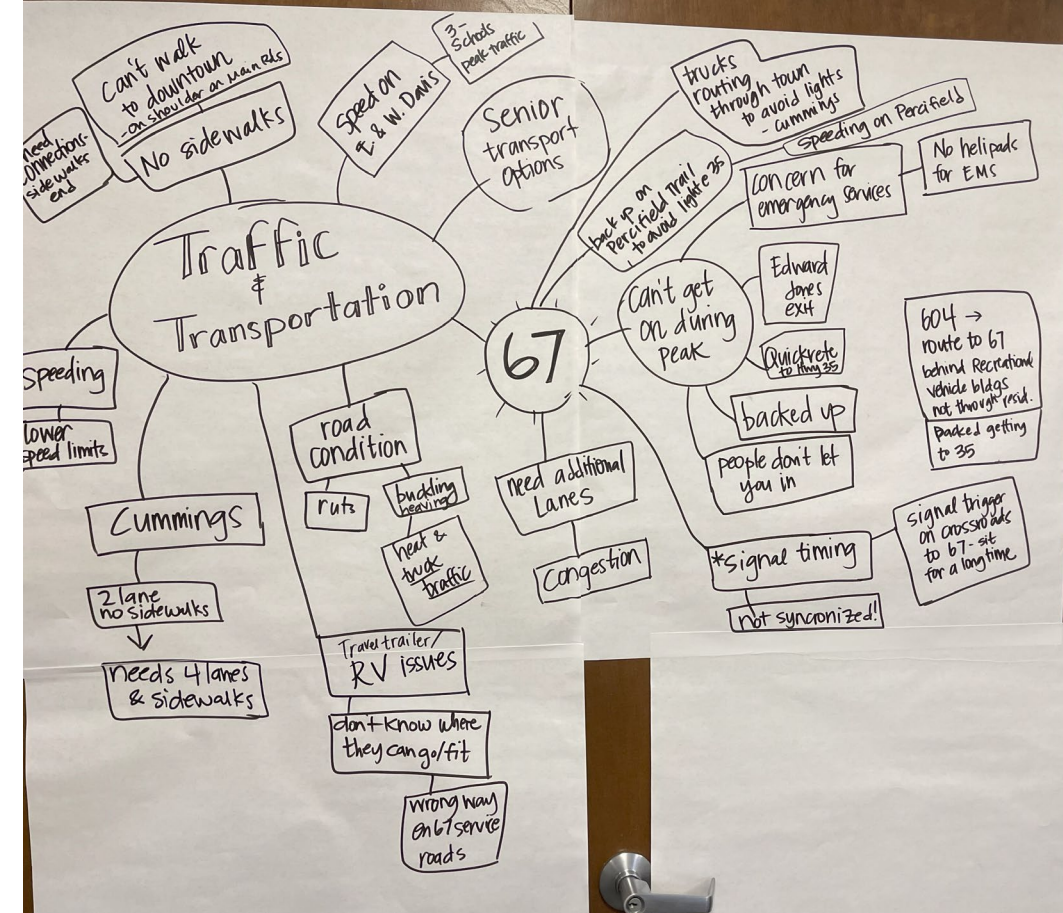


# MOBILITY

Congestion on major roadways such as IH-35 and US-67. Worsening congestion on streets including Cummings Drive and Percifield Trail.

## Primary Issues

- Speeding
- Road conditions
- Traffic
- Lack of sidewalks and trails



# MTP FEATURES

**NEW  
CONNECTIONS**

**COMPLETE  
STREETS**

**CONTEXT-  
SENSITIVE  
SOLUTIONS**

**CONSIDERATION  
INTERSECTION**

# MTP: NEW CONNECTIONS

Each MTP roadway acts as a potential alignment for a connection between two places and to points in between

Also represents needed capacity for the connection

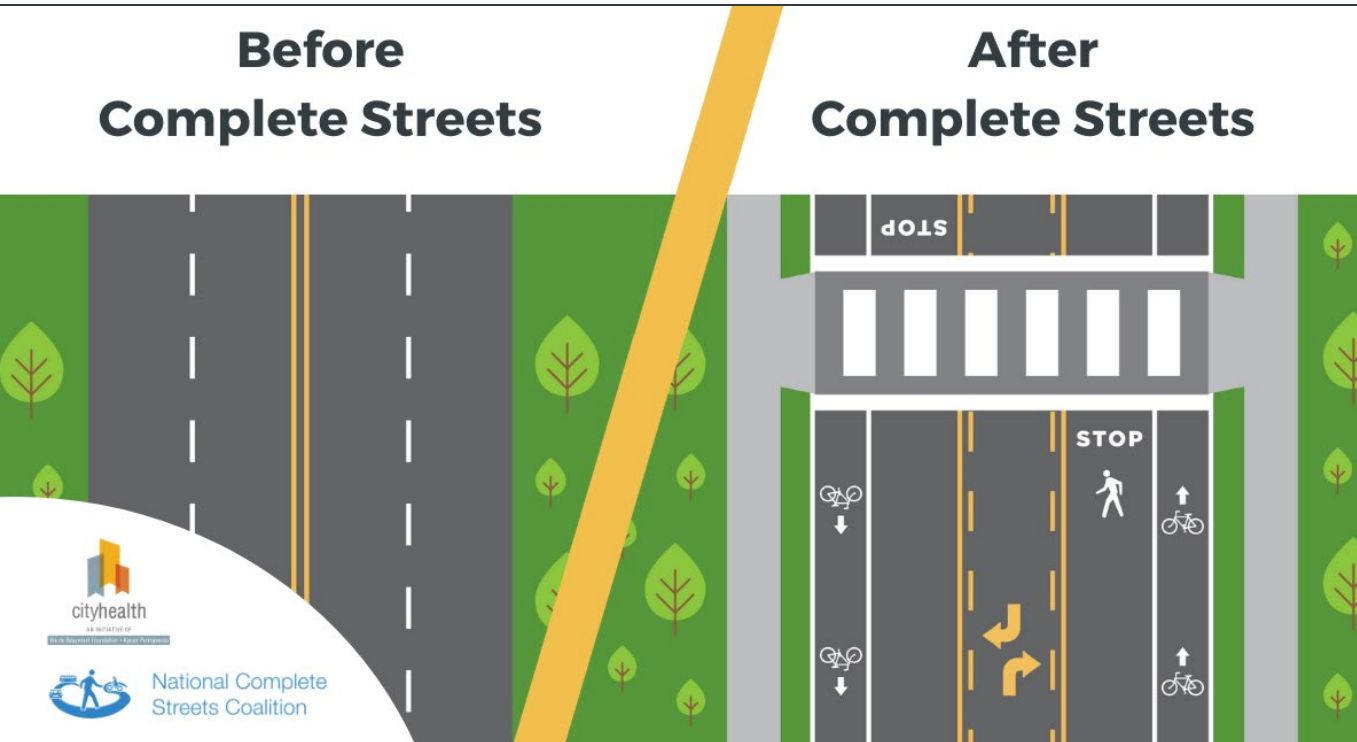
Coordinates with Johnson County Thoroughfare Plan

Travel choice: can accommodate sidewalks and bike paths

Growth management: provides utility corridors



# MTP: COMPLETE STREETS



Approach to designing from building face to building face

Includes landscaping, paths, pedestrian accommodations, lighting, and other features

Travel choice is important to Alvarado: this approach accommodates more than just cars

# MTP: CONTEXT-SENSITIVE SOLUTIONS

One road may pass through many different contexts/spaces with different considerations

Adjusts design to the right-of-way's surroundings, stakeholders, and community feedback

Approach designs for the physical setting and preserves scenic, aesthetic, historic, and environmental resources

Maintains safety and mobility while addressing feedback



# MTP: SPECIAL CONSIDERATION INTERSECTIONS

Can address known safety issues












Gateway and branding opportunities

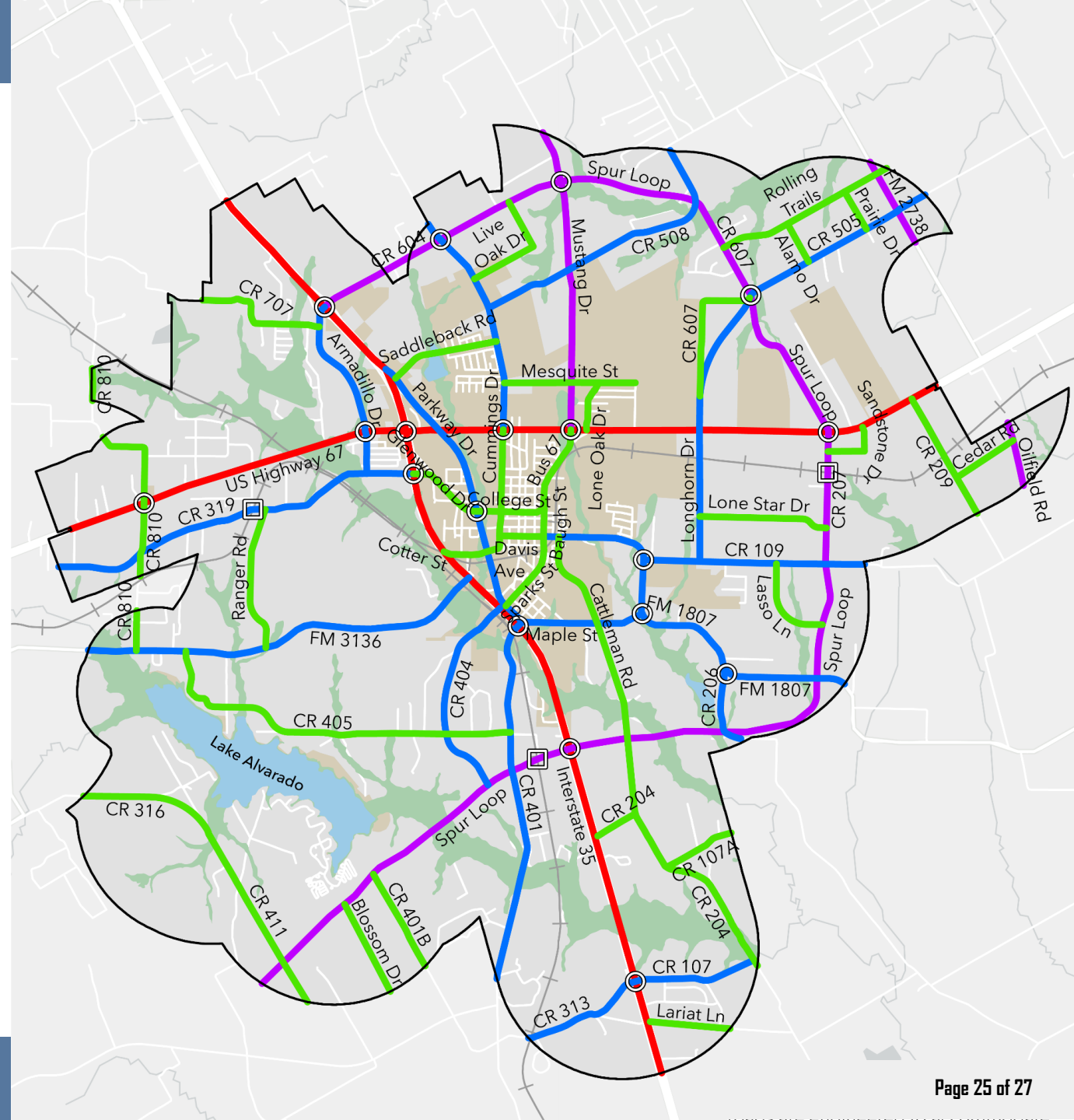
Can include enhanced paving, roundabouts, monument signage, unique lighting, etc.



# DRAFT MASTER THOROUGHFARE PLAN (MTP)

## LEGEND

-  Highway 400' ROW
-  Principal Arterial 120' ROW 6LD
-  Minor Arterial 90' ROW 4LD
-  Collector 70' ROW 2LU
-  Railroads
-  Special Consideration Intersections
-  Grade Separated Crossings
-  City Limits
-  Bodies of Water
-  Floodplain
-  Planning Area





# DRAFT FUTURE LAND USE PLAN (FLUP)

## LEGEND

- Bodies of Water
- Floodplain + Nature
- Existing Neighborhood
- Lake Area
- Master Planned Community
- Downtown
- Neighborhood Mixed Use
- Commerce Flex
- Innovation
- Regional Mixed Use
- Railroads
- Planning Area

