

COMMUNITY OPEN HOUSE 1 SUMMARY

May 28, 2025 | 6:00 pm | El Campo City Hall

About the Open House

A Community Open House for the Comprehensive Plan was held at the El Campo City Hall on March 28, 2025, from 6:00 pm to 8:00 pm. This open house aimed to present an overview of base studies, feedback received to date, the draft vision and guiding principles, the draft future land use map, public infrastructure, and mitigation and resiliency. The open house provided attendees with information about the comprehensive plan and the connection between land use planning and hazard mitigation, as well as the base studies that influence the future land use plan and recommendations. The event was advertised in an article in the local paper, on the local radio station, on social media, with flyers posted at City Hall and handed to other businesses, and by sending emails from the City and local organizations, including the Chamber of Commerce.

During the open house, attendees could review interactive presentation boards that were placed around the room and provide feedback using sticky notes placed on the boards and comment cards. All materials were available in English and Spanish. Members of the project team from the City of El Campo and the consultant team, Freese and Nichols, were available to answer questions during the open house and collect additional input through conversations with attendees. Based on the sign-in sheet, about 20 community members attended the event. Some attendees included minors who were not indicated on the sign-in sheet, but are included in the total count of attendees.

This summary includes all of the input received during the open house, a copy of all of the boards presented, the meeting agenda, a list of attendees, and other media related to the event. The following is a list of all the topics presented and discussed at the meeting.

- **Vision and Guiding Principles**
 - Engagement and Public Input
 - Vision
 - Guiding Principles
 - Implementation
 - Opportunities for Improvement
- **Demographics and Population**
 - Demographics
 - Population Projections
 - Housing
- **Future Land Use**
 - Future Land Use
 - Future Land Use Categories
 - Opportunity Areas
- **Public Infrastructure**
 - Public Infrastructure
 - Transportation Infrastructure
 - Water & Wastewater Infrastructure
- **Mitigation and Resiliency**
 - Natural Hazards Map
 - Natural Hazards Input



Photos from the Open House



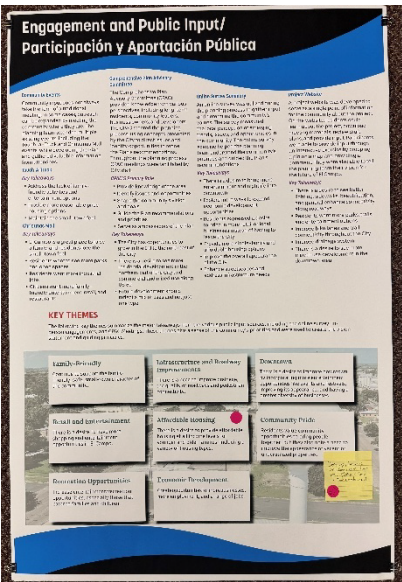
Public Input Received

Interactive input boards were displayed during the event to inform and gather feedback from the community regarding various topics for the El Campo Comprehensive Plan. The feedback received is summarized in this section. A larger copy of all boards presented in the meeting is available in the following section.

Engagement and Public Input

The engagement and public input board presented an overview of engagement efforts to-date, the input received from each, and the key themes that were developed from the public input. Participants reviewed the information presented and had the opportunity to provide comments by placing sticky notes with their comments on the board.

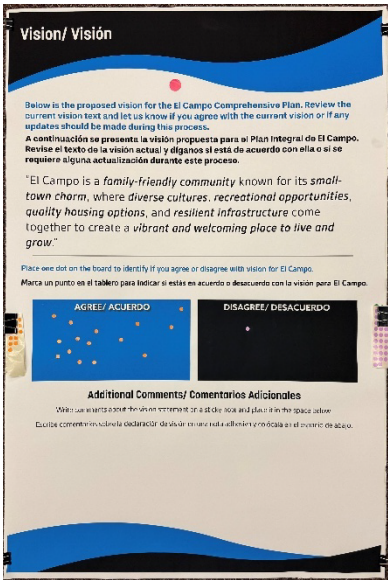
#	Expand Family-Friendly and Entertainment Options
1	Enlarge walking trail on west side of town



Vision

Participants were asked to review the draft vision that was developed based on public input. They were then asked to place a dot on the board to indicate if they agreed with the draft vision statement. Participants could also provide additional input by using a sticky note and placing it on the board.

Choice	Responses	Percent
Agree	15	93.75%
Disagree	1	6.25%
Total Respondents	16	100%



Guiding Principles

Participants were asked to review the proposed guiding principles of the plan. The vision and guiding principles, based on public input and best practices, will inform the creation of goals and objectives for the plan. Participants were then able to provide comments on the draft guiding principles by placing sticky notes with their comments under a specific guiding principle on the board.

#	Expand Family-Friendly and Entertainment Options
1	Enlarge walking trail on west side of town

#	Diversify Economic and Commercial Opportunities
1	The people of El Campo go out of town for shopping and entertainment. No good food in El Campo.
2	Expand retail. More big box retail in I-69. Need more industry.

#	Expand the Variety of Housing Options
1	Most important: It took 18 months for us to find a suitable house to move into after securing a new job in El Campo.
2	Affordable housing is the most * item in our city and country. Industry will not come to an area without an employee base.
3	Relax the requirement of plants and planters in heavy industrial zones. Square feet of development should not dictate parking spots.

Guiding Principles/ Principios Rectores

Below are the proposed guiding principles for the El Campo Comprehensive Plan. Place a sticky note with any comments you have on the guiding principles.
A continuación se presentan los principios rectores propuestos para el Plan Integral de El Campo. Coloca una nota adhesiva con cualquier comentario que tengas sobre los principios rectores.

Preserve and Enhance Small-Town Character

- Place emphasis on preserving and enhancing small-town character.
- Encourage historic preservation and reuse of historic buildings.
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Expand Family-Friendly and Entertainment Options

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Diversify Economic and Commercial Opportunities

- Encourage economic and commercial diversification.
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Expand the Variety of Housing Options

- Encourage a variety of housing options.
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Strengthen Infrastructure for Sustainable Growth

- Encourage infrastructure for sustainable growth.
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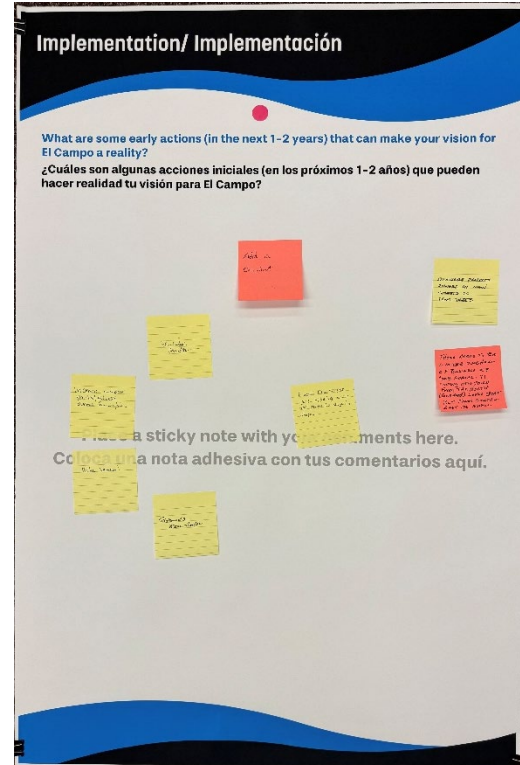
Place a sticky note with your comments here.
Coloca una nota adhesiva con tus comentarios aquí.



Implementation

Participants were asked to provide input on short-term actions that they think would make the vision for El Campo a reality. They placed sticky notes with their comments on the board.

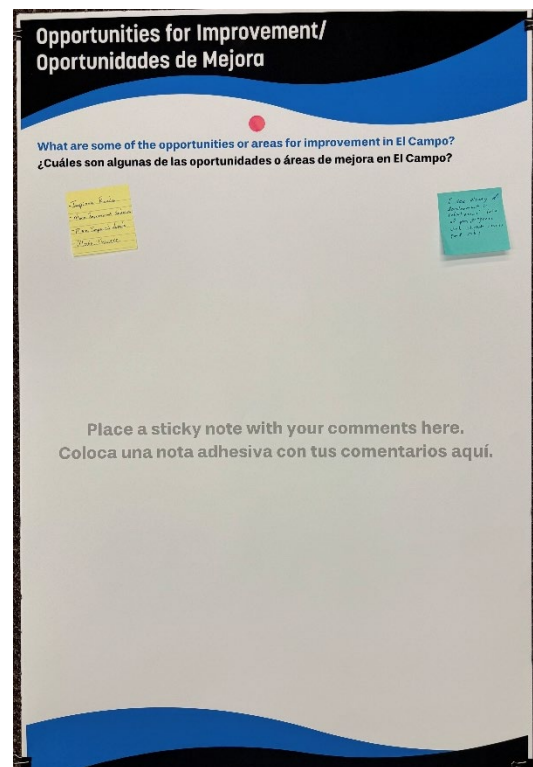
#	Implementation - Comments
1	Increase outdoor parks/fitness areas – family fun!
2	Regulate development
3	Bike lanes
4	Restaurants – movie theatre
5	Add a Chick-fil-A
6	I would like to see more hiking trails for people to stay in shape
7	Encourage property owners on main streets to trim trees
8	There needs to be a major overhaul of business 59 curb appeal. 71 coming into town from the North (Coarwood) looks great, but from South + East its awful.



Opportunities for Improvement

Participants were asked to provide input on opportunities or areas for improvement in El Campo. They placed sticky notes with their comments on the board.

#	Opportunities for Improvement - Comments
1	Improve roads. More restaurant selection. More improved hotels. Movie theatre.
2	I see plenty of development in retail areas; lots of progress with blight issues. Good job!

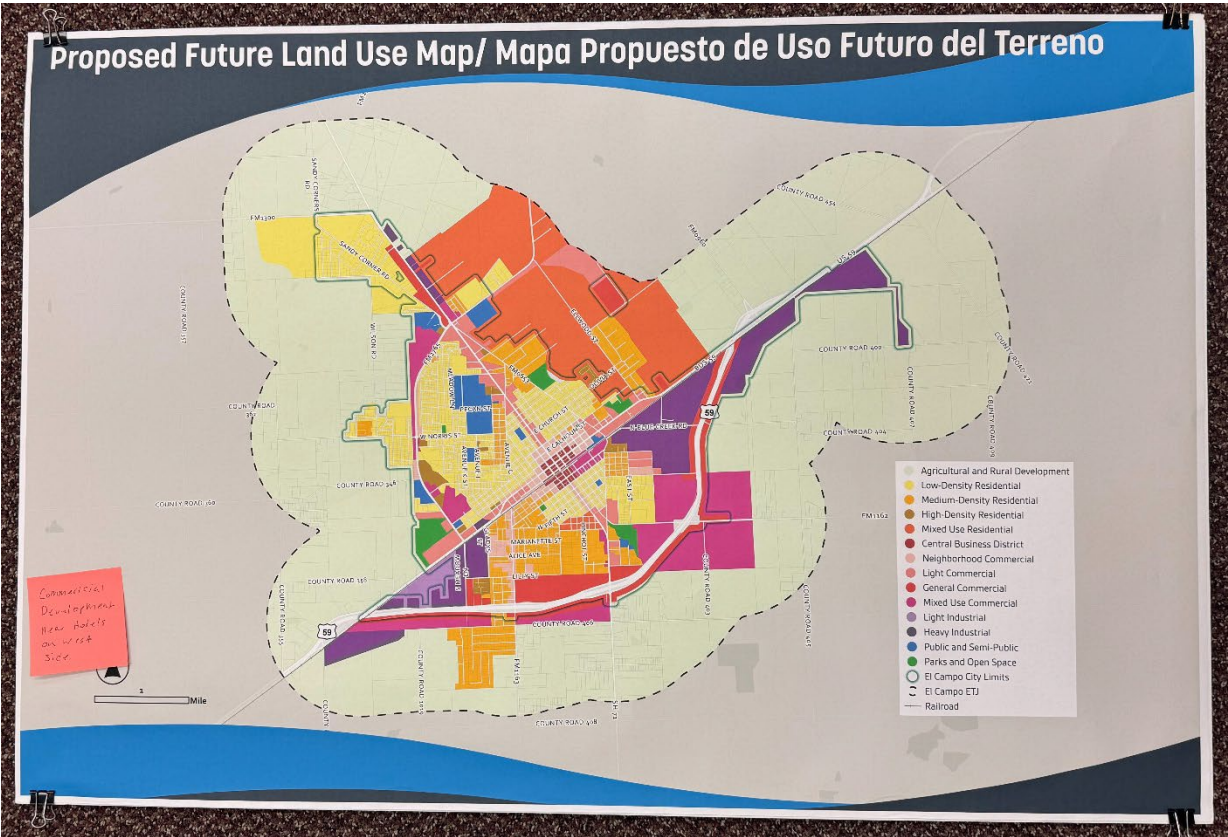


Future Land Use

Future Land Use

Participants were asked to provide input on the proposed future land use. They placed sticky notes with their comments on the board.

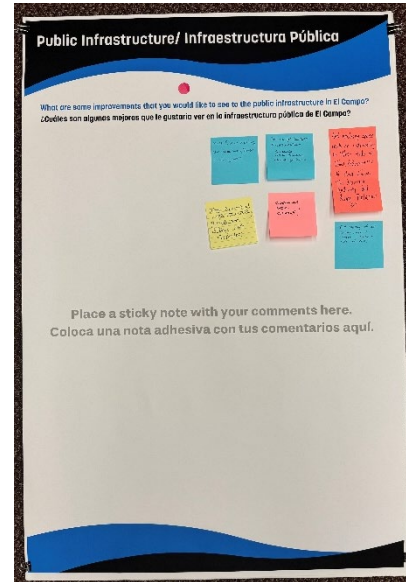
#	Future Land Use - Comments
1	Commercial development near hotels on west side.



Public Infrastructure

Participants were asked to provide input on improvements of public infrastructure in the city. They placed sticky notes with their comments on the board.

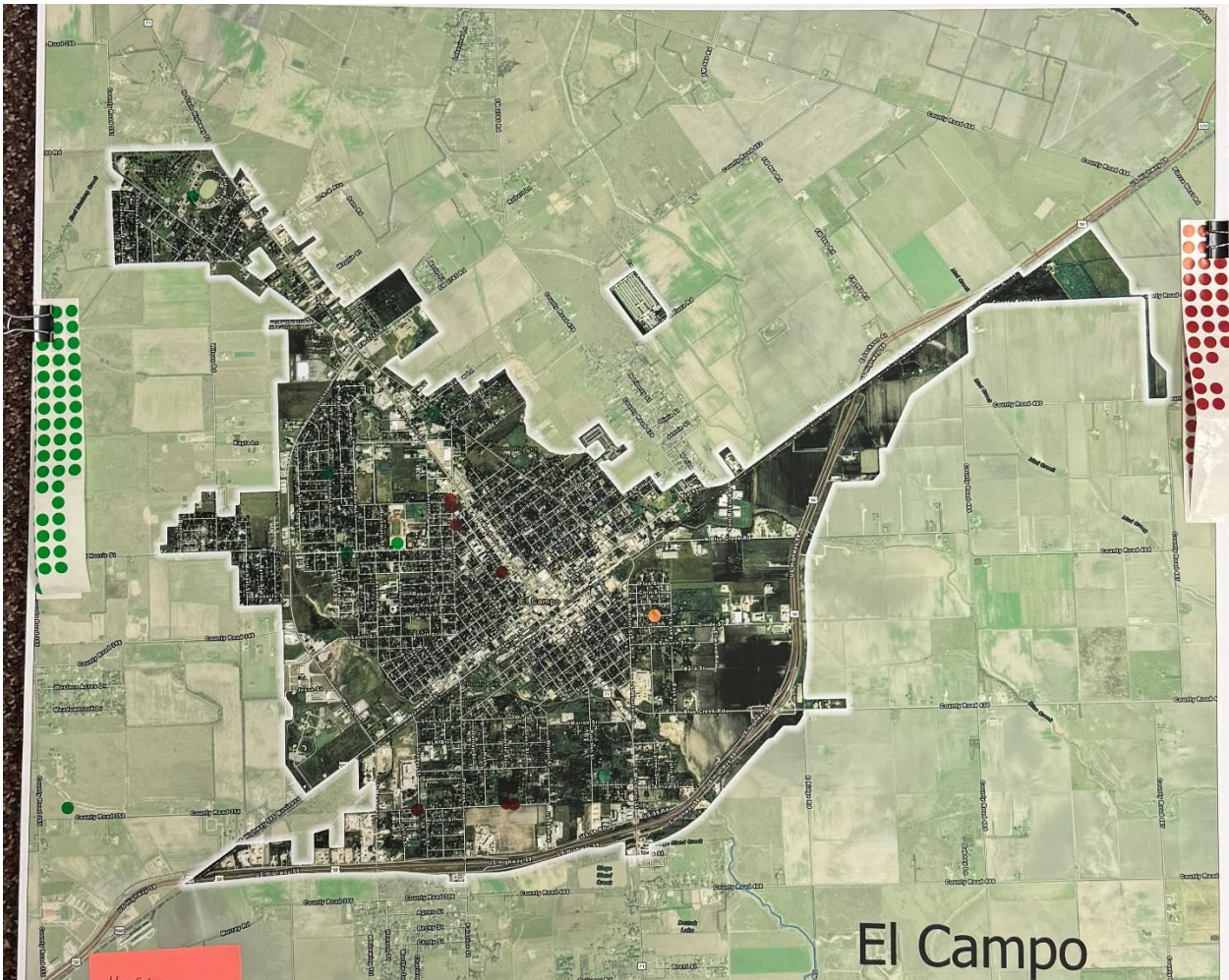
#	Public Infrastructure - Comments
1	More street repaving. Not so many bumps and sinking spots.
2	Driveway Calvert maintenance – cleaning, ditch shaping, especially district 2
3	Add walking areas/trails/sidewalks to west side of town, specifically to and from the housing authority and along Palacios St.
4	More commercial infrastructure for growth along I-69 corridor.
5	Sidewalks near schools!
6	LIP ranking of all utility lines + streets – need a LOT of work!



Transportation Infrastructure

Participants were asked to provide input on the transportation infrastructure of the city. They placed a green dot on roads that were great and a red dot on roads that need improvement. They also placed sticky notes with their comments on the board with additional comments.

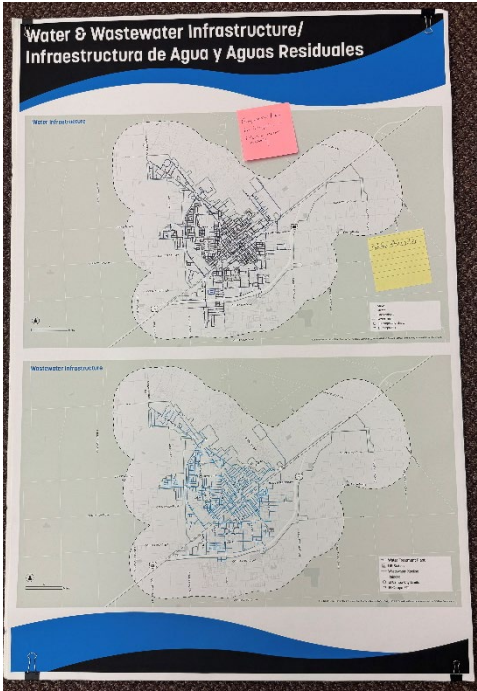
#	Transportation Infrastructure - Comments
1	More sidewalks and trails along Alice/Lillie
2	Better streets everywhere
3	W. Norris St.
4	Cotton St.



Water & Wastewater Infrastructure

Participants were asked to provide input on the water and wastewater infrastructure of the city. They placed sticky notes with their comments on the board.

#	Water & Wastewater Infrastructure - Comments
1	Grey water lines for irrigation – irrigation meter availability.
2	Soften the water



Natural Hazards

Natural Hazards Map

Participants were asked to place a blue dot on the map where shocks occur, and a red dot on the map where stressors occur.

Natural Hazards/ Peligros Naturales

What shocks and stressors are you seeing?
¿Qué choques y estresantes relacionados al medio ambiente y los riesgos están observando en su comunidad?

Place a sticky dot on areas of the City where shocks (●) or stressors (●) affect the community. Write the shock/stressor on the sticky note.
(Coloca una nota adhesiva en las áreas de la ciudad donde los impactos (●) o los factores de estrés (●) afectan a la comunidad. Escribe el impacto o el factor de estrés en tu nota adhesiva).



Shocks (Choques)

- Flooding (Inundaciones)
- Tornado (Tornado)
- Wildfire (Incendio Forestal)
- Hazardous Material Spill (Derrame de Materiales Peligrosos)
- Expansive Soil (Suelo Expansivo)
- Extreme Heat (Calor Extremo)
- Other (Otro)

Stressors (Estresores)

- Poverty (Pobreza)
- Aging Infrastructure (Infraestructura Antigua)
- Affordable Housing (Viviendas Asequibles)
- Low Air Quality (Baja Calidad del Aire)
- Traffic Congestion (Congestión del Tráfico)
- Environmental Degradation (Degradación Ambiental)
- Inequity (Desigualdad)
- Other (Otro)

All Meeting Boards

The following are a copy of all of the boards presented at the meeting.

Welcome



City of El Campo
La Ciudad de El Campo

Comprehensive Plan Update **Actualización del Plan Integral**

Visit the Project Website here
Visita el sitio del proyecto aquí



ElCampoCompPlan.com



Engagement and Public Input

Engagement and Public Input/ Participación y Aportación Pública

Comprehensive Plan Advisory Committee

Community Events
Community input does not always take the form of a traditional meeting. In some cases, outreach can be expanded by meeting the community where they are. The planning team attended multiple existing events, including the Touch-a-Truck and Christmas Mall events, while developing the Plan and gathered valuable information from attendees.

Touch-A-Truck
Key Takeaways

- Address the lack of family-friendly activities and entertainment options
- Provide more reasonable price housing options
- Maintain the small-town feel

Christmas Mall
Key Takeaways

- El Campo is a great place to raise a family, and residents love the small-town feel
- Residents want to see more parks and open spaces
- Residents want more industrial jobs
- Citizens want more family-friendly entertainment, retail, and restaurants

Online Survey Summary
An online survey was utilized during the planning process to gather input and determine the community's values. The survey measured the local perception of emerging trends, issues, and opportunities in the community. The online survey exercise helped the planning team understand the community's priorities and guided the Plan's recommendations.

Key Takeaways

- There is a desire to bring more entertainment and nightlife into downtown
- Explore more ways to expand economic development opportunities
- Residents expressed a desire to bring in more retail or local businesses instead of having to leave the City
- Provide more single-family and affordable housing options
- Improve the overall appearance of the City
- Enhance streetscapes and address infrastructure needs

Project Website
A project website was developed to serve as a single point of information for the community about the project. On the website, residents could learn about the project, download meeting materials, review draft plans, and provide input. Participants were able to provide input through an interactive exercise by dropping a pin on a map and providing a comment. They were also able to tell the planning team their vision for the future of El Campo.

Key Takeaways

- There is a desire to see better lighting, sidewalks, beautification, and general enhance connectivity along roadways
- Residents want more parks, trails, and entertainment options
- Improve bike lanes and trail connectivity throughout the City
- Improve drainage system
- There is a desire to see more mixed-use development in the downtown area

CPAC'S Primary Role

- Provide knowledge of the area
- Identify issues and opportunities
- Shape the community's vision and goals
- Guide the Plan recommendations and priorities
- Serve as ambassadors of the Plan

Key Takeaways

- The City has opportunities to grow in the ETJ to the northeast of the City
- There is a desire to see more residential development in the northern part of the City and commercial and mixed use along US 59
- Future development should reflect a mix of uses and not just one type

KEY THEMES

The following key themes summarize the major takeaways from the various public input sources, including the online survey, in-person engagements, and CPAC Meetings. These themes give a sense of the community's priorities and were used to create the vision statement and guiding principles.

Family-Friendly
Continue to support the family-friendly, safe, small-town character of the community.

Infrastructure and Roadway Improvements
There is a need to improve drainage, the quality of roadways and pedestrian connectivity.

Downtown
There is a desire to improve downtown by incorporating more entertainment opportunities like events and festivals, improving its appearance, and having a greater diversity of businesses.

Retail and Entertainment
There is a desire to have more shopping and entertainment opportunities in El Campo.

Affordable Housing
There is a desire to provide affordable housing at all income levels for younger and older families, including a variety of housing types.

Community Pride
Residents value community opportunities to bring people together, but they also note a need to improve the appearance of vacant or underutilized properties.

Recreation Opportunities
Increase entertainment/recreation opportunities, especially those that cater to families and children.

Economic Development
Create opportunities for more businesses, more employment, and a range of jobs.

Clean up/improve shopping center that has former El Coma - Point restaurant



Vision

Vision/ Visión



Below is the proposed vision for the El Campo Comprehensive Plan. Review the current vision text and let us know if you agree with the current vision or if any updates should be made during this process.

A continuación se presenta la visión propuesta para el Plan Integral de El Campo. Revise el texto de la visión actual y díganos si está de acuerdo con ella o si se requiere alguna actualización durante este proceso.

*"El Campo is a **family-friendly community** known for its **small-town charm**, where **diverse cultures**, **recreational opportunities**, **quality housing options**, and **resilient infrastructure** come together to create a **vibrant and welcoming place to live and grow**."*

Place one dot on the board to identify if you agree or disagree with vision for El Campo.

Marca un punto en el tablero para indicar si estás en acuerdo o desacuerdo con la visión para El Campo.

AGREE/ ACUERDO


DISAGREE/ DESACUERDO




Guiding Principles

Guiding Principles/ Principios Rectores

Below are the proposed guiding principles for the El Campo Comprehensive Plan. Place a sticky note with any comments you have on the guiding principles.

A continuación se presentan los principios rectores propuestos para el Plan Integral de El Campo. Coloca una nota adhesiva con cualquier comentario que tengas sobre los principios rectores.



Preserve and Enhance Small-Town Character

- Preserve the local pride and traditions that make El Campo a unique place to live by supporting cultural events and community gatherings.
- Beautify the community by adding more streetscape improvements, landscaping, and public arts in key areas such as downtown.
- Support historic preservation efforts by maintaining historic structures that reflect the El Campo's heritage.
- Strengthen community ties by partnering with local organizations to create opportunities to further celebrate local culture, engage residents, and contribute to meaningful community initiatives.



Expand Family-Friendly and Entertainment Options

- Attract diverse family-friendly entertainment options for younger adult populations, such as movie theaters, dining, and shopping centers.
- Develop more multi-use recreational spaces and destinations, incorporating features such as splash parks, updated playgrounds, walking trails, and community centers for outdoor events and festivals.
- Increase unique and diverse dining options, including a mix of local eateries and well-known franchises to cater to all preferences.



Diversify Economic and Commercial Opportunities

- Promote commercial growth while supporting local businesses to create a balanced shopping environment.
- Prioritize and attract development to strengthen and diversify El Campo's economy.
- Partner with educational institutions and workforce programs to create training opportunities that prepare residents for emerging job markets.



Expand the Variety of Housing Options

- Improve the quality and condition of existing housing to enhance livability.
- Encourage the development of affordable and varied housing types that will appeal to people at all stages of life.
- Foster redevelopment of underutilized commercial properties and vacant lots into mixed-use developments or residential neighborhoods.



Strengthen Infrastructure for Sustainable Growth

- Improve the appearance of downtown and make it a destination that people want to come to for shopping, eating, and entertainment.
- Invest and maintain high-traffic roads and sidewalks to improve connectivity and ensure safe and efficient transportation.
- Prioritize beautification efforts across the community by planting trees, landscaping, and improving entry gateways with signage.
- Address drainage issues by upgrading aging infrastructure and expanding stormwater capacity.
- Incorporate hazard mitigation strategies into infrastructure planning, such as enhancing storm resilience, flood prevention, and emergency preparedness systems.

Enlarge Walking Trail on West Side of Town

THE PEOPLE OF EL CAMPO GO OUT OF TOWN FOR SHOPPING & ENTERTAINMENT. NO GOOD FOOD IN EL CAMPO.

Expand retail more big box retail on 269. Need more industry

More Important: It took 18 months for us to find a building to move into after searching a real site in El Campo.

Affordable housing is the most needed item in our city & country. Industry will not come to an area without an employee base.

LOCAL THE RETAILERS OF PARTS AND PAINTS IN MANY INDUSTRIAL ZONES. SOME PARTS OF AMBULANCE SHOULD NOT BECOME PARKING LOTS.

Place a sticky note with your comments here.
Coloca una nota adhesiva con tus comentarios aquí.



Implementation

Implementation/ Implementación

What are some early actions (in the next 1-2 years) that can make your vision for El Campo a reality?
¿Cuáles son algunas acciones iniciales (en los próximos 1-2 años) que pueden hacer realidad tu visión para El Campo?

Add a
Chick-A-T

ENCOURAGE PATENT
PARKERS ON MAIN
STREETS TO
TOWN TRAILS

THOSE NEEDS TO BE
A MAJOR OVERHAUL
OF BUSINESS ST
C&B APPEAL TO
COMING INTO TOWN
FROM THE NORTH
(CHANGING) LOOKS GREAT
BUT FROM SOUTH &
EAST ITS ANOTHER

INCREASE outdoor
Parks/Greens
Areas-family friendly

Reinforce
Downtown

I would like to see
more hiking trails
for people to enjoy in
downtown

Place a sticky note with your comments here.
Coloca una nota adhesiva con tus comentarios aquí.

Bike lanes!

Reinforce -
Downtown



Opportunities for Improvement

**Opportunities for Improvement/
Oportunidades de Mejora**

**What are some of the opportunities or areas for improvement in El Campo?
¿Cuáles son algunas de las oportunidades o áreas de mejora en El Campo?**

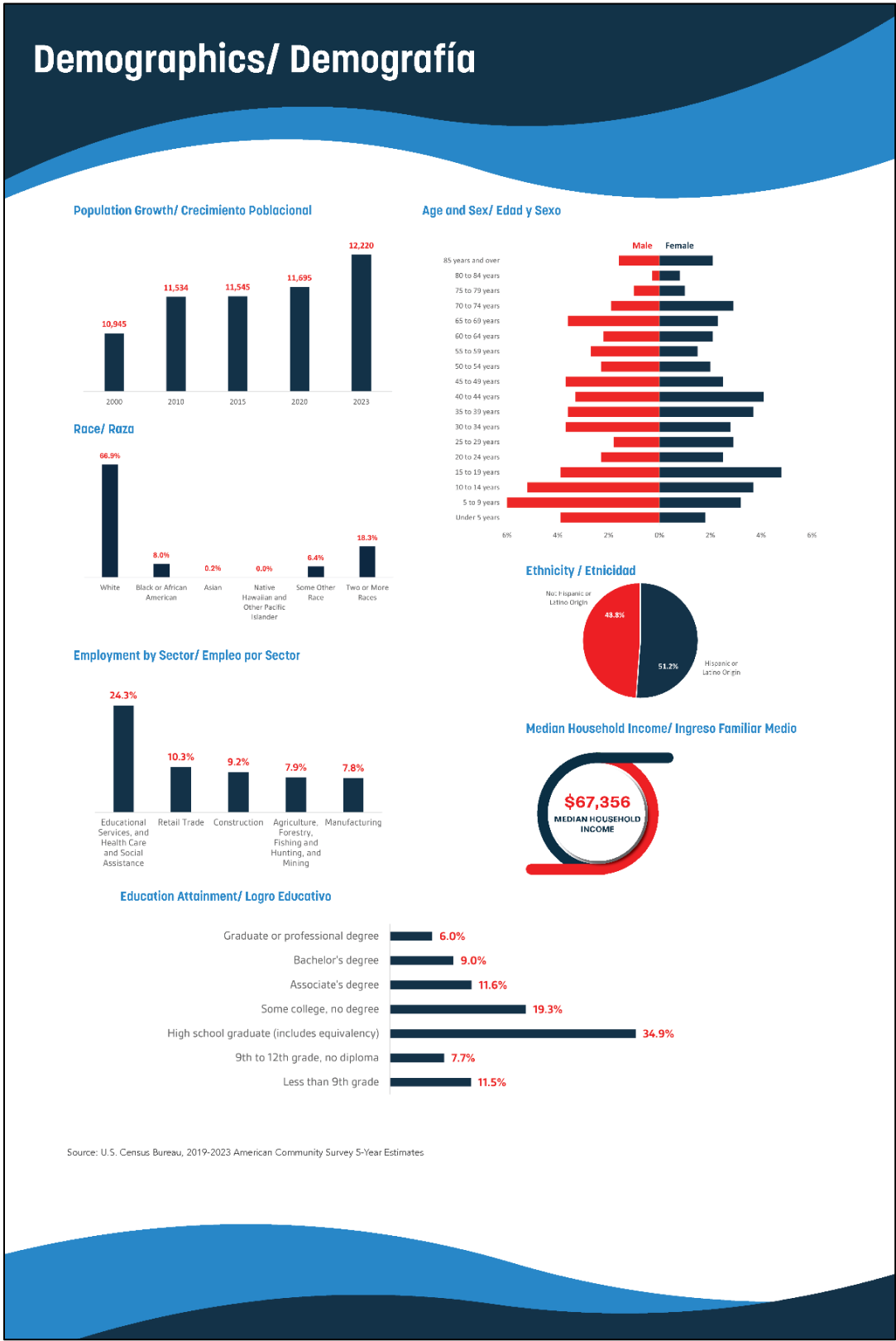
*Improve Roads
- More Recreational Activities
- More Improved Hotels
- More Theatre*

I see plenty of development in retail areas, lots of progress with light issues, good job!

**Place a sticky note with your comments here.
Coloca una nota adhesiva con tus comentarios aquí.**



Demographics





Population Projections/ Proyecciones de Población

METHODLOGY

Ultimate capacity is calculated per module using the following metrics:

- Vacant acres adjusted for residential mix from the land use module dashboards
- Right-of-way (ROW) assumptions based on traditional land use patterns
- DUA from the land use category dashboards
- Occupancy Rates (OR) for owned and rented dwelling units from the U.S. Census Bureau
- Persons per Household (PPH) from the U.S. Census Bureau

to determine the ultimate capacity, ROW must be deducted from the vacant acres, then the remaining acres are multiplied by the high and low DUA, then the results are multiplied by the high and low occupancy rates, both high and low capacities will inform the City regarding potential population estimates.

ULTIMATE CAPACITY

Each land use category depicted on the EUM comes with recommended DUA specified within the corresponding dashboard. These DUA can be used to calculate the anticipated population of El Campo, or the ultimate capacity, in a scenario where all vacant acres develop under the prescribed densities. Due to the external nature of the EUM, the City cannot control the land use and political realities, it is important to note that properties may not develop consistently with their assigned module. The high and low DUA are intended to serve as benchmarks as the City continues to monitor its development patterns and population growth.

Ultimate Capacity Estimates

City Limit Ultimate Capacity

Future Land Use Category with Residential Component	Vacant Acres*	ROW	DUA Range	Housing Units [AC-ROW] X DUA		Households (Units X OR)		Population (Households X PPH)	
				Low	High	Low	High	Low	High
Agricultural and Rural Development	6.5	10.0%	0.3	1	89.7%	2.75	0	0	0
Central Business District	1.4	20.0%	8	12	89.7%	2.75	9	14	8
High Density Residential	8.2	30.0%	10	18	89.7%	2.75	57	103	52
Low-Density Residential	212.7	25.0%	1	8	89.7%	2.75	160	1,276	143
Medium Density Residential	185.5	30.0%	6	17	89.7%	2.75	779	1,559	699
Mixed Use Residential	7.0	30.0%	1	18	89.7%	2.75	5	89	4
Mixed Use Commercial	108.4	30.0%	9	18	89.7%	2.75	683	1,366	612
Future Population				1,693	4,407	1,518	3,951	4,175	10,865
2022 Demographics in the City Limits***				4,893	4,893	4,387	4,387	12,220	12,220
Ultimate Capacity				6,586	9,300	5,905	8,338	16,395	23,085

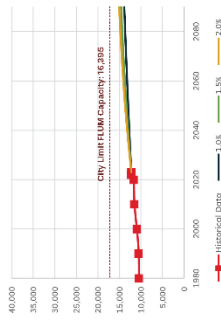
El Campo Ultimate Capacity

Future Land Use Category with Residential Component	Vacant Acres*	ROW	DUA Range	Housing Units [AC-ROW] X DUA		Households (Units X OR)		Population (Households X PPH)	
				Low	High	Low	High	Low	High
Agricultural and Rural Development	9,299.0	10.0%	0.3	1	89.7%	2.75	2,511	8,369	2,251
Central Business District	0.0	20.0%	8	12	89.7%	2.75	-	-	-
High Density Residential	10.6	30.0%	10	18	89.7%	2.75	74	133	66
Low-Density Residential	948.4	25.0%	1	8	89.7%	2.75	711	5,690	638
Medium Density Residential	216.1	30.0%	6	12	89.7%	2.75	907	1,815	814
Mixed Use Residential	420.8	30.0%	1	18	89.7%	2.75	295	5,503	264
Mixed Use Commercial	184.7	30.0%	9	18	89.7%	2.75	1,164	2,328	1,044
Future Population				5,642	23,638	5,074	21,193	13,940	58,282
2024 Demographics in the El Campo***				921	921	826	826	2,377	2,377
Ultimate Capacity				6,583	24,559	5,902	22,019	16,337	60,659

$$\text{Ultimate Capacity} = \left[\begin{array}{l} \text{Vacant acres} \\ \text{adjusted for} \\ \text{nonresidential} \\ \text{development} \end{array} \right] \times \text{Typical right-of-way (ROW) dedication} \times \text{DUA} \times \text{Occupancy Rate (OR)} \times \text{Persons per Household (PPH)}$$

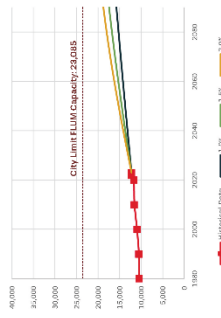
Growth Projection and Rates

Logistic Population Growth, Low Scenario



Future Land Use Capacity, Low Estimate:	
Year	Population by Growth Rate (City Limit)
2023	12,220
2030	12,424
2040	12,704
2050	12,969

Logistic Population Growth, High Scenario

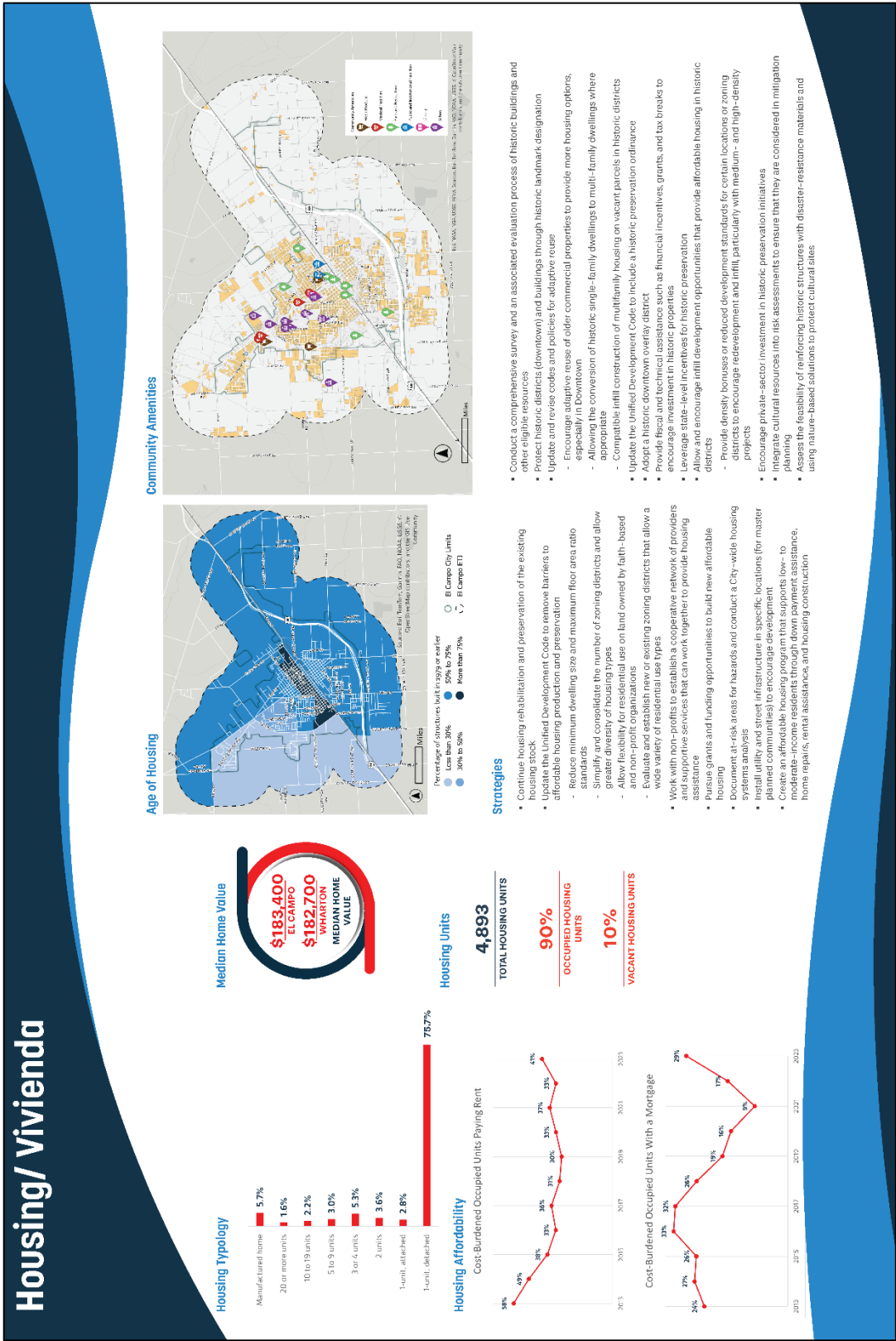


Future Land Use Capacity, Low Estimate:	
Year	Population by Growth Rate (City Limit)
2023	12,220
2030	12,602
2040	13,143
2050	13,677

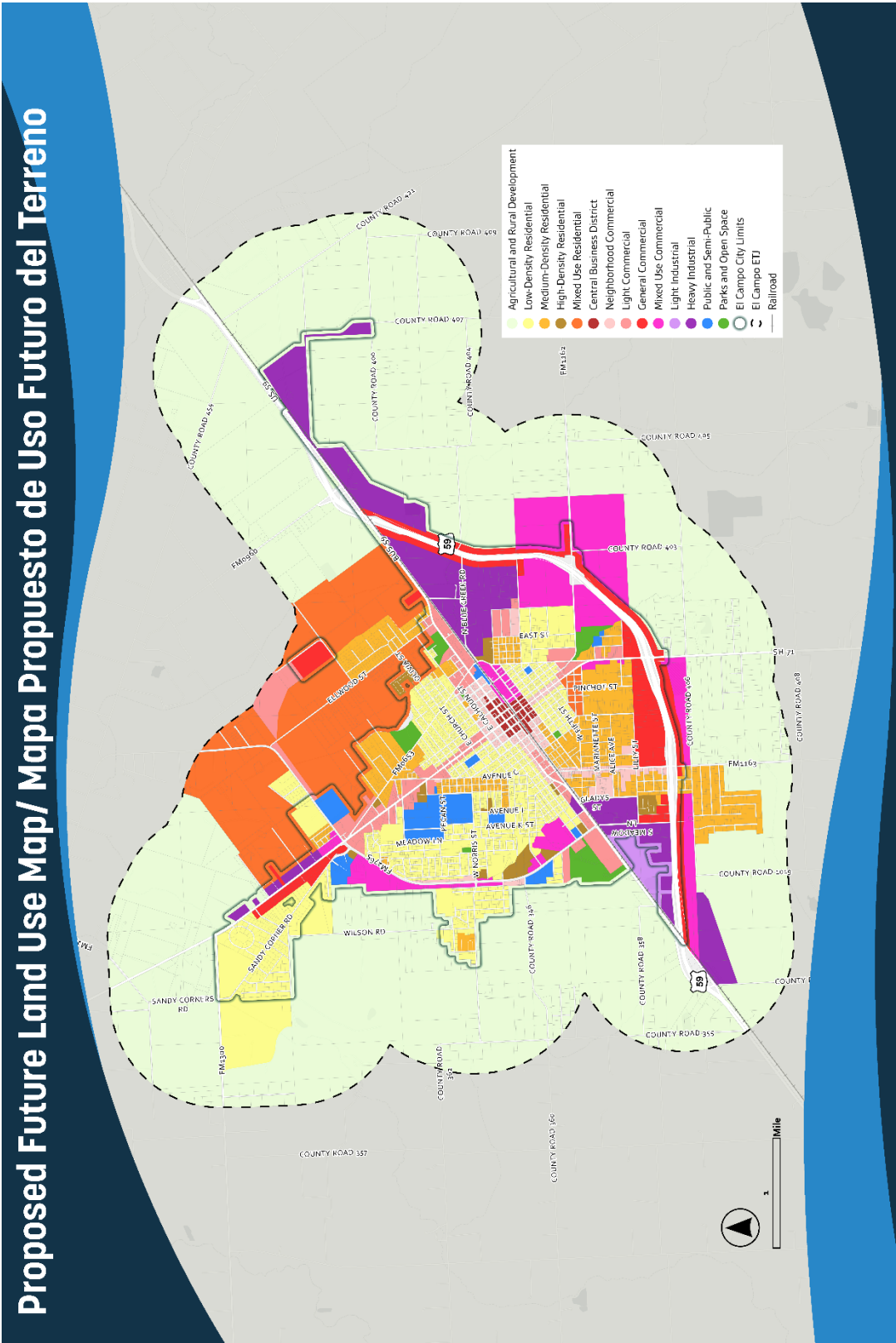
Notes:

- * Vacant acres adjusted to show the anticipated residential percentage for each category only, as indicated by its individual dashboard
- ** ACS (2022) 5-Year Estimates, PPH based on 2.75 owner-occupied
- *** Source: ACS (2022) 5-Year Estimates
- **** Source: ACS (2022) 5-Year Estimates
- ***** Source: ACS (2022) 5-Year Estimates
- OR - Occupancy Rate
- PPH - Persons per Household
- DUA - Dwelling Units Per Acre

Housing



Future Land Use



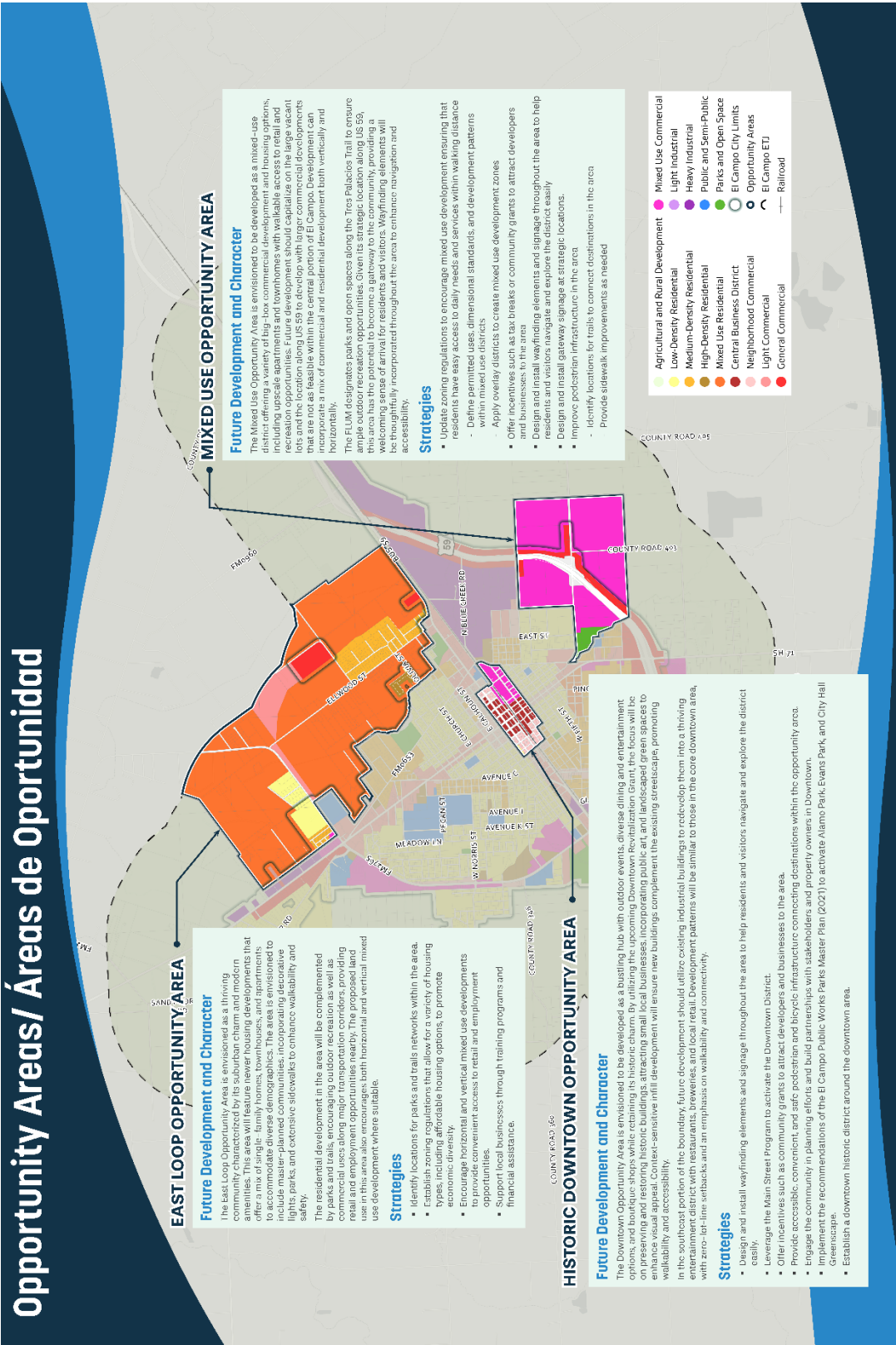
Future Land Use Categories

Future Land Use Categories/ Categorías de Futuro Uso de Terreno

Future Land Use Category	Intent and Character
AGRICULTURAL AND RURAL DEVELOPMENT	The Agricultural and Rural Development category encompasses El Campo's traditional, low-density residential developments and agricultural landscapes. This designation is intended to preserve the area's rural character and promote complementary uses such as ranching, active crop cultivation, and harvesting. Residential developments within this use typically consist of detached single-family homes situated on large lots and are compatible with the land's surrounding rural look and feel.
LOW-DENSITY RESIDENTIAL	The Low-Density Residential category is primarily composed of single-family detached residential structures arranged in a traditional neighborhood setting where each dwelling unit is located on an individual lot. This land use category emphasizes larger lot sizes and design features that preserve the single-family character of the community.
MEDIUM-DENSITY RESIDENTIAL	The Medium-Density Residential category is intended to expand the housing choices in the City to provide more variety of housing options at different price points. This category will also serve as a transition between traditional single-family homes and higher density developments to create appropriate buffers. Residential development within this category includes both attached and detached residential structures, including patio homes, duplexes and townhomes. This category should allow for a mix of densities, lot sizes, housing styles, and patterns. Surrounding retail or office should be connected by pedestrian and multi-modal paths when compatible in scale with surrounding residences.
HIGH-DENSITY RESIDENTIAL	The High Density Residential category is characterized by concentrated multifamily housing developments that accommodate the highest density of residential units per acre such as multi-story apartment buildings, condominium complexes, and mixed use developments. Development within this category should typically have frontage and main access directly on an arterial or collector street for convenient access to employment and commercial areas without inducing vehicle traffic through lower-density neighborhoods. Medium-density housing types may be appropriate depending on location and scale.
MIXED USE RESIDENTIAL	The Mixed Use Residential District category accommodates a blend of residential densities and supporting commercial uses, primarily in the eastern portion of the ETJ. This district encourages a variety of housing types ranging from single-family homes to high-density apartments. Supporting commercial development is appropriate in this district along major corridors to provide personal services, retail and employment opportunities. This district also supports mixed use master-planned developments to accommodate future growth and evolving community needs.
CENTRAL BUSINESS DISTRICT	The Central Business District category represents El Campo's Downtown area. This area includes a mixture of single-family and multifamily homes and mixed uses that contribute to the activity and character of Downtown. Development within this area should prioritize pedestrian-oriented streetscapes through the use of lighting, street trees, and benches to promote walkability.
NEIGHBORHOOD COMMERCIAL	The Neighborhood Commercial category includes a variety of small-scale retail development, typically along minor arterials, at the neighborhood level. This designation is intended to provide a blend of small businesses with housing and cater to the community's everyday needs, offering establishments such as small retail, dining, and personal services. These uses generally serve as a buffer between residential and commercial land uses and should be appropriate in scale and intensity with established and planned residences in the area.
LIGHT COMMERCIAL	The Light Commercial category includes a variety of small and medium-scale retail developments along major interior corridors. This designation is intended to cater to the community's everyday needs, offering establishments such as retail, dining, and personal services. Consideration for adjacent residential and commercial land uses should be made to ensure compatible scale and buffering. These uses are most appropriate along major interior corridors within the city's core, such as Jackson Street, Mechanic Street, Wharton Street, and West Loop.
GENERAL COMMERCIAL	General Commercial land uses should encourage large-scale commercial uses and supporting functions that meet the needs of local and broader communities. This includes businesses such as retail, wholesale sales and services, and office uses. These uses will be primarily located along high-traffic areas near major corridors such as US 59, SH 71, and Mechanic Street and buffered from single-family residential developments to ensure desirable development patterns.
MIXED USE COMMERCIAL	The Mixed Use Commercial category is intended to blend residential and nonresidential uses, integrating commercial, office, and retail uses within a single area. These areas should foster pedestrian access to shops and dining while prioritizing natural features and situating buildings along streets and sidewalks. This designation provides an opportunity for a variety of land uses may be majority residential or commercial based on context. This designation is most suitable along major commercial corridors outside the central business district, including US 59, Bus. 59, and Hwy 71/Mechanic St. This designation is intended to serve as a transition use between higher and lower-intensity commercial uses. High-density residential may be incorporated where deemed appropriate.
LIGHT INDUSTRIAL	The Light Industrial land use category encompasses industrial activities for the small-scale production or assembly of goods. Businesses in these areas play a vital role in fostering local employment opportunities and bolstering the municipality's tax revenue base. These operations typically occur indoors to avoid generating nuisances (noise, odor, dust, etc.). Operational needs such as freight loading and material storage should be screened away from vehicular and pedestrian thoroughfares.
HEAVY INDUSTRIAL	The Heavy Industrial category represents areas devoted to higher-intensity industrial uses such as manufacturing, storage, distribution, assembly, and larger shipping operations, potentially generating higher levels of noise and waste. In addition to large scale industrial operations, office and retail uses provide accessory functions to support administrative needs and convenient goods and services to those employed in this area. Residential uses are not appropriate for this module due to the intensity of manufacturing and distribution establishments.
PUBLIC AND SEMI-PUBLIC	The Public and Semi-Public category encompasses the City's governmental, institutional, educational, and religious institutions, such as fire and police stations, schools, places of worship, and land used by the City for storage or facilities. These uses are generally appropriate within any of the other future land use categories.
PARKS AND OPEN SPACE	Parks, recreational facilities, trails, and other open spaces that currently exist or are planned create this land use designation. These types of uses can also be appropriately integrated into any of the other future land use categories, except industrial uses. Industrial uses are generally not compatible with parkland but may thoughtfully incorporate trails and floodplains or wetlands.



Opportunity Areas



Public Infrastructure

Public Infrastructure/ Infraestructura Pública

What are some improvements that you would like to see to the public infrastructure in El Campo?
¿Cuáles son algunas mejoras que le gustaría ver en la infraestructura pública de El Campo?

More Street Repaving
Also some more Bump
to sinking spots.

Driveway Culvert
Maintenance -
- Cleaning
- Better Shaping
- Expanding Dist 2

Add walking areas,
trails or sidewalks
to West Side of
Town. Specifically
To And From
The Housing
Authority and
Along Palacios
St.

More Commercial
Infrastructure
Along I-69
Corridor.

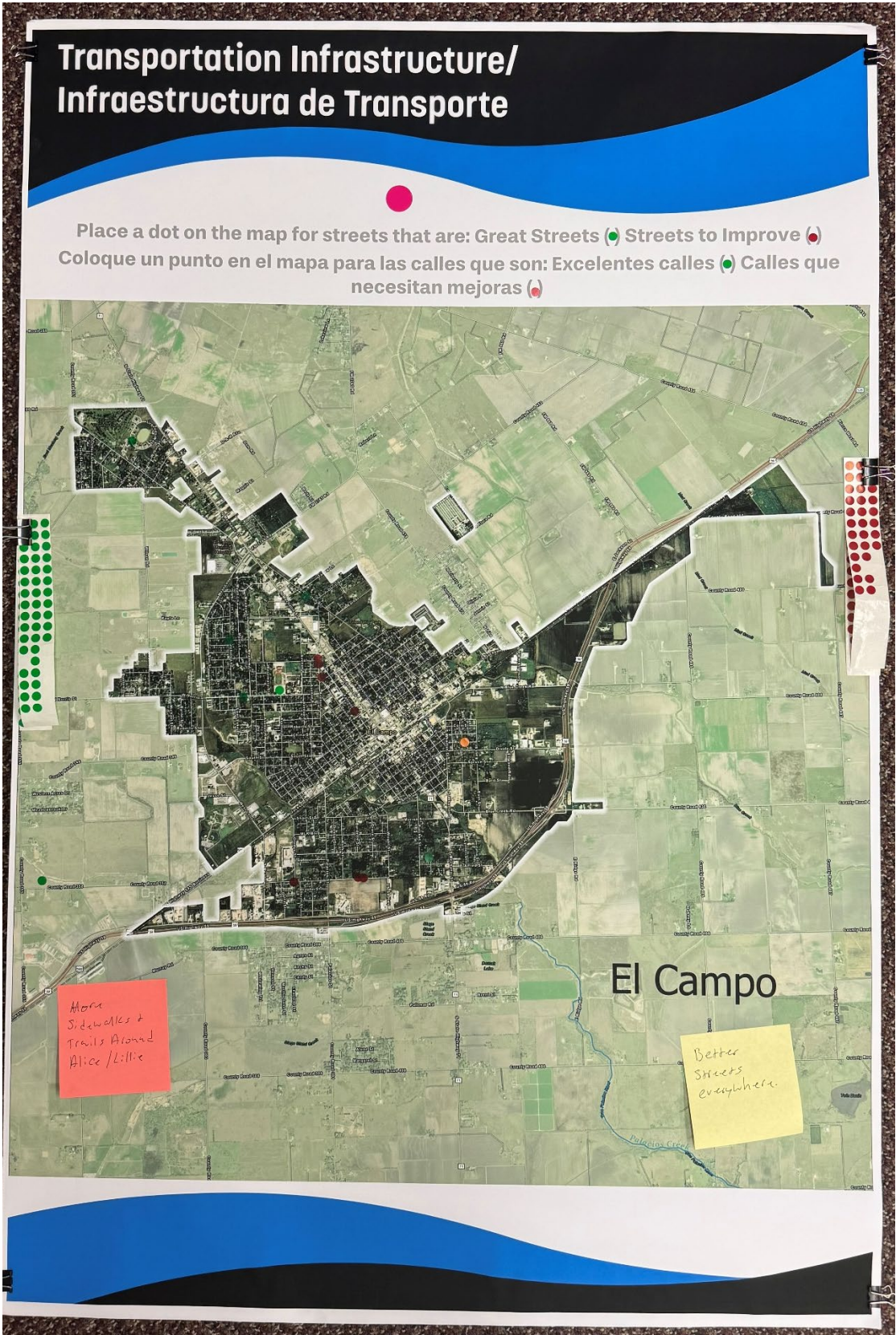
SIDEWALKS
NEAR
SCHOOLS!

EEP paving of all
sidewalks +
streets - need a
LOT of work!

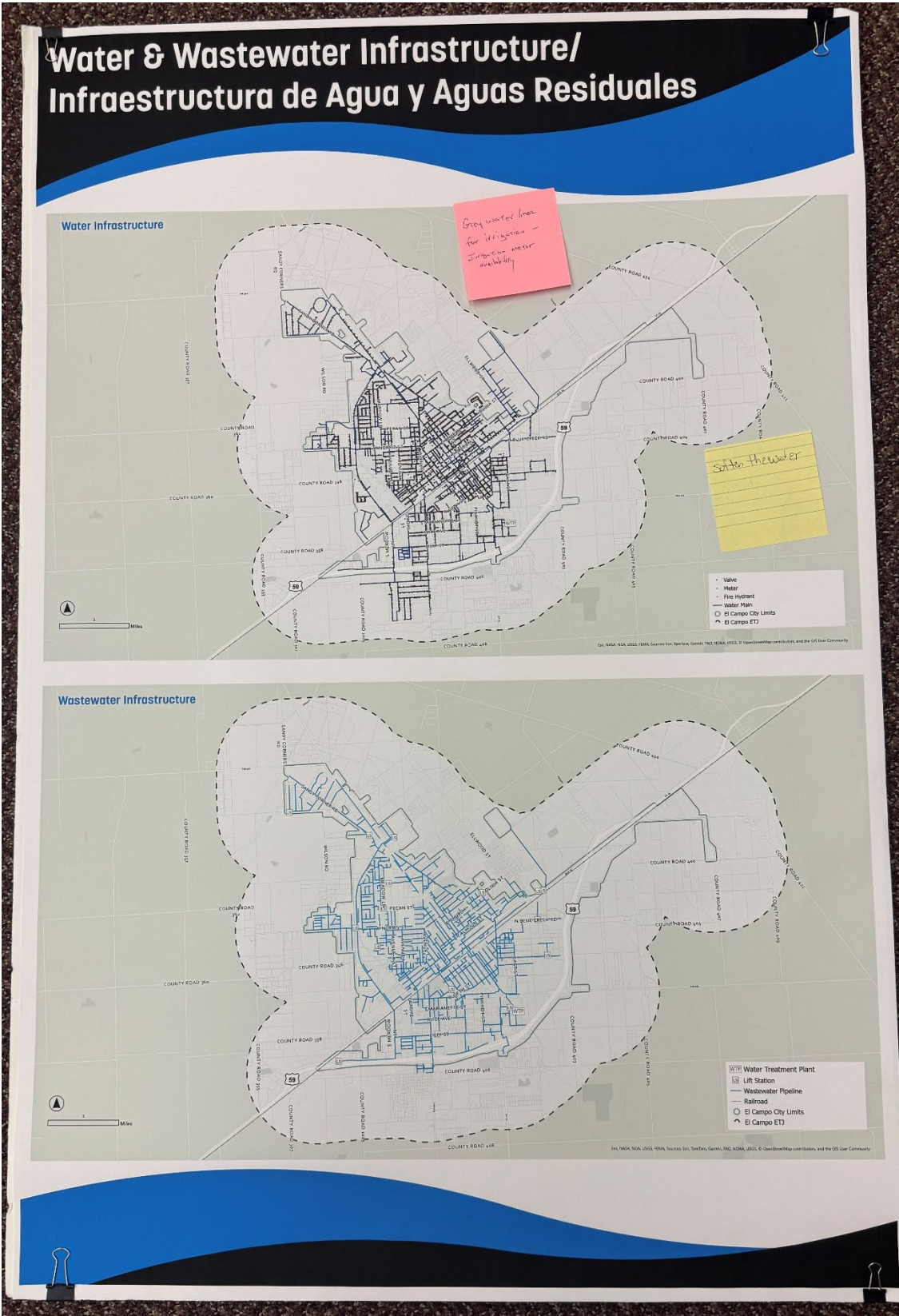
Place a sticky note with your comments here.
Coloca una nota adhesiva con tus comentarios aquí.



Transportation Infrastructure



Water & Wastewater Infrastructure



Natural Hazards Shocks and Stressors

Natural Hazards/ Peligros Naturales

What shocks and stressors are you seeing?
¿Qué choques y estresantes relacionados al medio ambiente y los riesgos están observando en su comunidad?

Place a sticky dot on areas of the City where shocks (●) or stressors (●) affect the community. Write the shock/stressor on the sticky note.
(Coloca una nota adhesiva en las áreas de la ciudad donde los impactos (●) o los factores de estrés (●) afectan a la comunidad. Escribe el impacto o el factor de estrés en tu nota adhesiva).

shocks (Choques)

- Flooding (Inundaciones)
- Tornado (Tornado)
- Wildfire (Incendio Forestal)
- Hazardous Material Spill (Derrame de Materiales Peligrosos)
- Expansive Soil (Suelo Expansivo)
- Extreme Heat (Calor Extremo)
- Other (Otro)

Stressors (Estresores)

- Poverty (Pobreza)
- Aging Infrastructure (Infraestructura Antigua)
- Affordable Housing (Viviendas Asequibles)
- Low Air Quality (Baja Calidad del Aire)
- Traffic Congestion (Congestión del Tráfico)
- Environmental Degradation (Degradación Ambiental)
- Inequity (Desigualdad)
- Other (Otro)



Meeting Agenda



Community Open House Reunión Pública

MEETING AGENDA

Date: May 28, 2025
Time: 6:00 PM - 8:00PM
Venue: City Hall

How to Participate

- Review information and add your comments to the interactive boards
- Talk to the project team to provide feedback

AGENDA DE LA REUNIÓN

Fecha: 28 de mayo de 2025
Hora: 6:00 PM - 8:00 PM
Lugar: Ayuntamiento

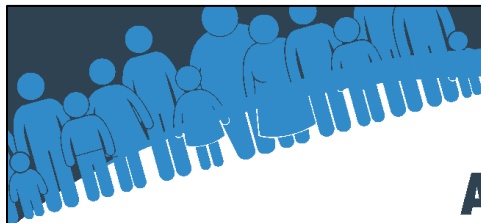
Cómo participar

- Revise la información y agregue sus comentarios en los tableros interactivos
- Hable con el equipo del proyecto y comparta sus opiniones

Visit the project website for regular updates on the project!
ElCampoCompPlan.com



Meeting Agenda Continued



About the Plan/ Sobre el Plan

BASELINE ANALYSIS OVERVIEW

The Comprehensive Plan provides an assessment of the physical, social, and environmental factors influencing El Campo's growth and development. An overview of the City's existing conditions is included to establish a foundation for the following chapters of the Plan. Understanding the City's background and context helps identify the community's needs and desires and sets the stage for all subsequent recommendations within this Plan. The inferences drawn from the baseline studies (housing analysis, demographic analysis, existing land use analysis, natural hazards overview, public infrastructure, and transportation analysis) are used to develop the Future Land Use Map and recommendations for this Plan.

LAND USE PLANNING AND HAZARD MITIGATION

El Campo is characterized by a rich array of natural assets that contribute to its unique identity and livability. The City's location in the Gulf Coast Region enhances its climate and biodiversity, allowing a variety of species to thrive in its humid coastal environment. The abundance of various water sources and green spaces also contribute to the area's scenic beauty and provide numerous recreational opportunities for residents. Along with its natural assets, El Campo also faces several potential hazards that must be addressed to protect its residents and environment.

The Comprehensive Plan provides information on El Campo's different assets and resources to inform the conditions that will impact its future. By recognizing and leveraging its natural assets while proactively addressing potential hazards, El Campo can create a sustainable and resilient community that thrives in its environment.

