



August 12, 2025

Tory Niewiadomski

201 N Davis St

Sulphur Springs, TX 75482

RE: *Sulphur Springs Comprehensive Plan – Vision Statement & Guiding Principles Update to Council Utilizing Public Engagement*

In the 2025 Sulphur Springs Comprehensive Planning process, the City collected feedback from the community, elected and appointed officials.

On March 25th, 2025, the first in-person engagement event was hosted in the form of an Open House. This event offered numerous opportunities for stakeholders to share their thoughts on the city and prioritize as the comprehensive plan process began. On July 1st, 2025, the Kimley-Horn team hosted a Joint Work Session of the Sulphur Springs Planning and Zoning Commission and City Council to discuss preliminary ideas for a vision statement and guiding principles based upon the feedback received from community stakeholders at the Open House. The two working groups made-up of the joint body also participated in an activity to map where they envision various PlaceType locations in the new plan. From feedback of these two engagement sessions—the Open House and Joint Work Session- three draft vision statements were formed and posted to the Comprehensive Plan's online platform, <https://engagekh.mysocialpinpoint.com/SulphurSpringsCompPlan>, seeking public input. For further explanation of the process for the vision statement and Guiding Principles drafting, please see Appendix A.

The feedback from the three engagement opportunities resulted in the following statement being selected:

“Sulphur Springs is a thriving, inclusive community that balances thoughtful growth with small-town charm. By enhancing infrastructure, expanding recreation, and welcoming diverse businesses, the city honors its heritage while embracing innovation, ensuring a high quality of life and a sustainable future for all.”

Guiding Principles were also developed and include:

- Support thoughtful commercial growth that complements our community character, encourages economic opportunity, and strengthens key corridors through strategic land use decisions.
- Promote Sulphur Springs as a vibrant destination by enhancing parks and public spaces, celebrating local culture, and investing in tourism-friendly infrastructure that supports year-round attractions.

- Guide future development in a way that protects the unique identity of Sulphur Springs while encouraging affordable and diverse housing options that meet the needs of residents at every stage of life.
- Expand and modernize utilities and infrastructure with a focus on long-term resilience, sustainability, and the capacity to support both future development and current community needs.
- Reimagine parks and recreational opportunities through innovation, inclusivity, and design that encourages connection, creativity, and a healthy lifestyle for residents and visitors alike.
- Champion youth by fostering partnerships with local schools, diverse recreational opportunities, and community organizations that create opportunities for education, leadership, and personal growth.
- Attract new industries and strengthen the local economy by aligning land use, infrastructure, and workforce development to support business success and long-term economic stability.
- Enhance quality of life by investing in walkable neighborhoods, active public spaces, and access to community services that reflect the values and aspirations of Sulphur Springs.
- Plan for long-term infrastructure resilience by investing in upgrades, expanding utility capacity, and incorporating flood mitigation strategies that protect neighborhoods, support future growth, and ensure reliable services for generations to come.

Results from the survey and additional public comments can be found in Appendix B.

The next step will be to synthesize the community's feedback from the survey to identify a final preferred vision statement and start working towards an action matrix using the guiding principles provided.

Sincerely,
Raul Orozco, Jr.
Project Manager

Appendix A

Summary of Vision Statement and Guiding Statement Development Process



Joint P&Z/ City Council Workshop

During the Joint P&Z/ City Council Workshop held on Tuesday, July 1st, 2025, members were asked to participate in an activity to help identify words to describe Sulphur Springs today and where they plan to be. The council's words, along with public feedback will be used to create a vision statement and guiding principles in the city's Comprehensive Plan.

What three words stand out to you the most when you think about Sulphur Springs today?



What three words stand out to you the most when you think about the future of Sulphur Springs?



Based on the key findings from community engagement, what do you believe Sulphur Springs should prioritize moving forward?



Compiling the two sets of feedback from the community and elected and appointed officials has helped the consultant team craft a Draft Vision Statement and Draft Guiding Principles for the City.

Vision Statement

The Vision Statement describes the future desired by the community in terms of physical, social, and economic conditions. It does not describe where the city is today but where it plans to be. Below are drafts of a Vision Statement for the 2025 Sulphur Springs Comprehensive Plan.

Option 1

“Sulphur Springs will preserve its rural charm and close-knit spirit while embracing sustainable growth. By enhancing infrastructure, supporting local businesses, and expanding recreational opportunities for all age groups, we will create a vibrant, welcoming community that honors its heritage and offers a high quality of life for all.”

Option 2

"Sulphur Springs is a thriving, inclusive community that balances thoughtful growth with small-town charm. By enhancing infrastructure, expanding recreation, and welcoming diverse businesses, the city honors its heritage while embracing innovation, ensuring a high quality of life and a sustainable future for all."

Option 3

"Sulphur Springs will lead with heart—growing smart, staying grounded. Our future blends progress with heritage, where walkable streets, thriving local businesses, and vibrant parks reflect a safe community built for all ages and backgrounds."

Guiding Principles

The guiding principles serve as the foundation for the community's vision, reflecting Sulphur Springs' goals and aspirations. The guiding principles offer general guidance across all plan elements and should be consulted regularly when making policy and land use decisions, particularly in situations not explicitly covered by this Plan. Each guiding principle can be applied in various aspects of the Plan, offering a structure to assess unexpected changes, challenges, opportunities, and issues.

Guiding Principles

- Support thoughtful commercial growth that complements our community character, encourages economic opportunity, and strengthens key corridors through strategic land use decisions.
- Promote Sulphur Springs as a vibrant destination by enhancing parks and public spaces, celebrating local culture, and investing in tourism-friendly infrastructure that supports year-round attractions.
- Guide future development in a way that protects the unique identity of Sulphur Springs while encouraging affordable and diverse housing options that meet the needs of residents at every stage of life.
- Expand and modernize utilities and infrastructure with a focus on long-term resilience, sustainability, and the capacity to support both future development and current community needs.

- Reimagine parks and recreational opportunities through innovation, inclusivity, and design that encourages connection, creativity, and a healthy lifestyle for residents and visitors alike.
- Champion youth by fostering partnerships with local schools, diverse recreational opportunities, and community organizations that create opportunities for education, leadership, and personal growth.
- Attract new industries and strengthen the local economy by aligning land use, infrastructure, and workforce development to support business success and long-term economic stability.
- Enhance quality of life by investing in walkable neighborhoods, active public spaces, and access to community services that reflect the values and aspirations of Sulphur Springs.
- Plan for long-term infrastructure resilience by investing in upgrades, expanding utility capacity, and incorporating flood mitigation strategies that protect neighborhoods, support future growth, and ensure reliable services for generations to come.

Appendix B

Survey Results and Additional Public Comments about Vision Statement and Guiding Principles



Kimley-Horn Social Pinpoint

Form Results Summary

Jul 18, 2025 - Aug 04, 2025

Project: Sulphur Springs Comprehensive Plan

Form: Vision Statement & Guiding Principles

Tool Type: Form

Activity ID: 380

Exported: Aug 04, 2025, 12:07 PM

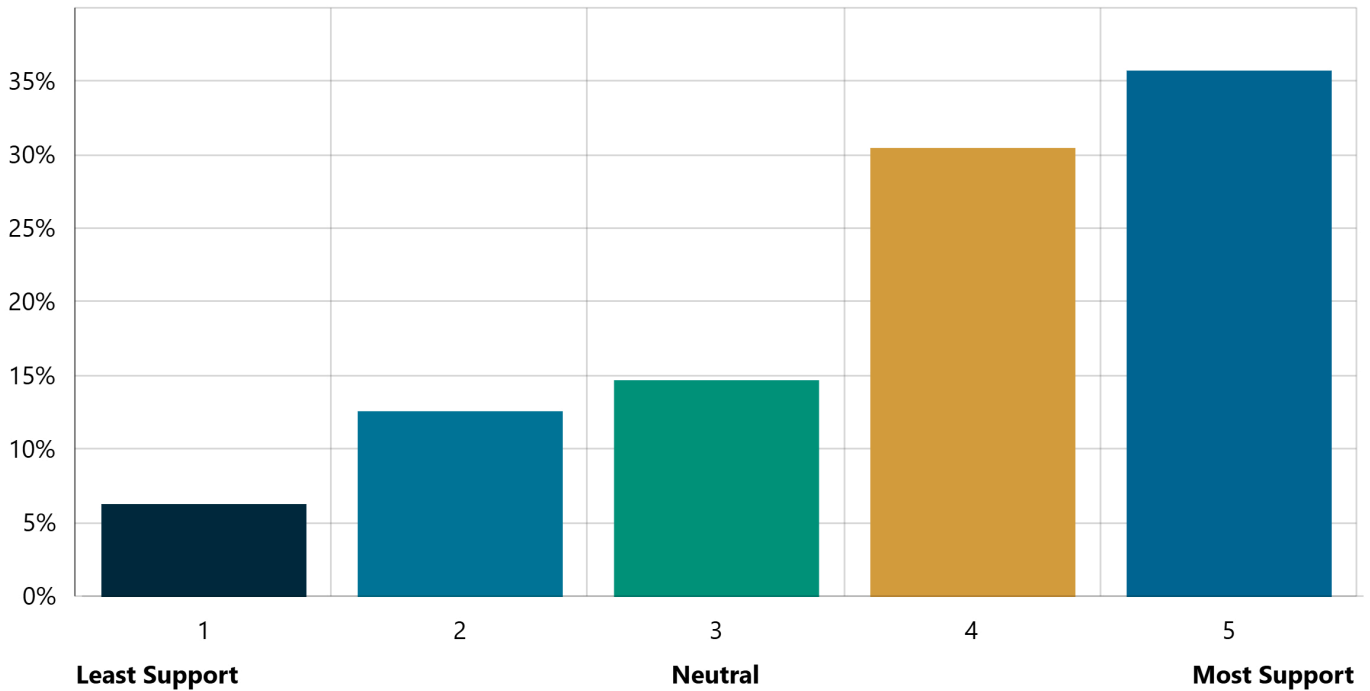
Exported By: KBaldwin

Filter By: No filters applied.

Contribution Summary

1. Support thoughtful commercial growth that complements our community character, encourages economic opportunity, and strengthens key corridors through strategic land use decisions.

Slider | Skipped: 24 | Answered: 95 (79.8%)



Count	Average	Median	Min	Max
95	3.77	4.00	1	5

1	2	3	4	5
6.32% 6	12.63% 12	14.74% 14	30.53% 29	35.79% 34

2. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 85 | Answered: 34 (28.6%)

Sentiment

No sentiment data

Tags

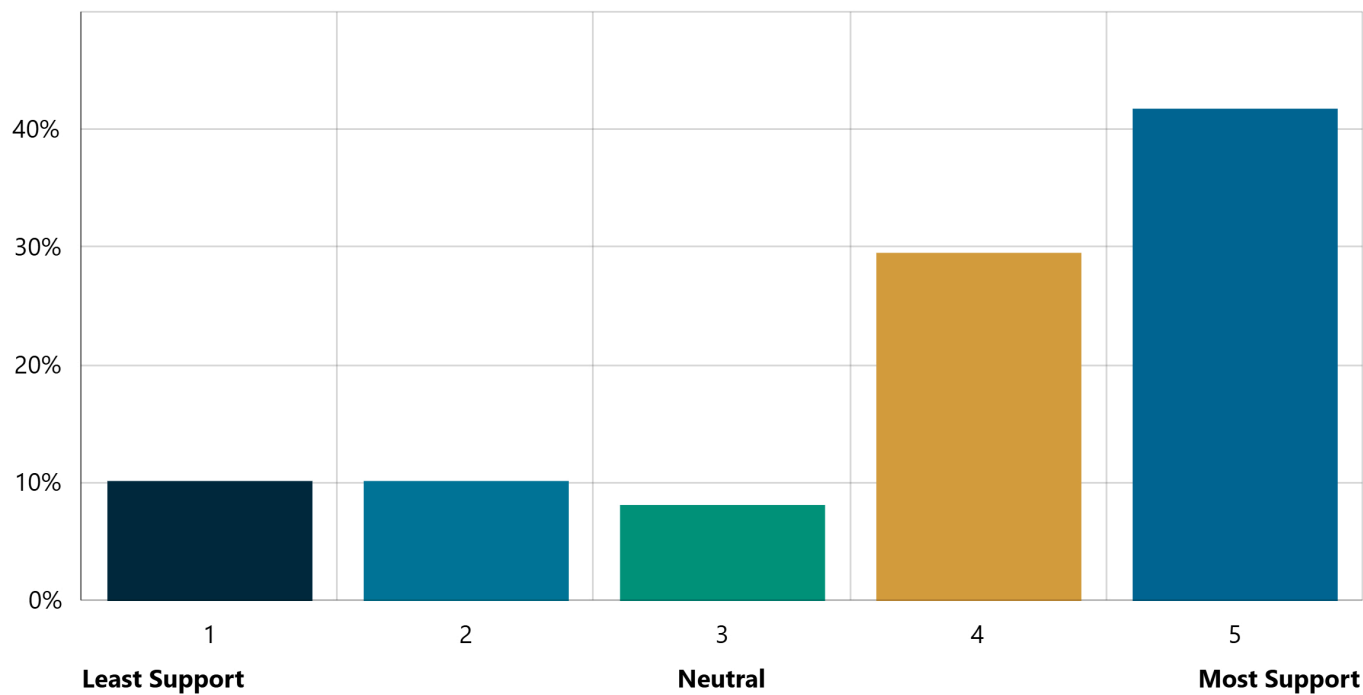
No tag data

Featured Contributions

No featured contributions

3. Promote Sulphur Springs as a vibrant destination by enhancing parks and public spaces, celebrating local culture, and investing in tourism-friendly infrastructure that supports year-round attractions.

Slider | Skipped: 21 | Answered: 98 (82.4%)



Count	Average	Median	Min	Max
98	3.83	4.00	1	5

1	2	3	4	5
10.20% 10	10.20% 10	8.16% 8	29.59% 29	41.84% 41

4. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 87 | Answered: 32 (26.9%)

Sentiment

No sentiment data

Tags

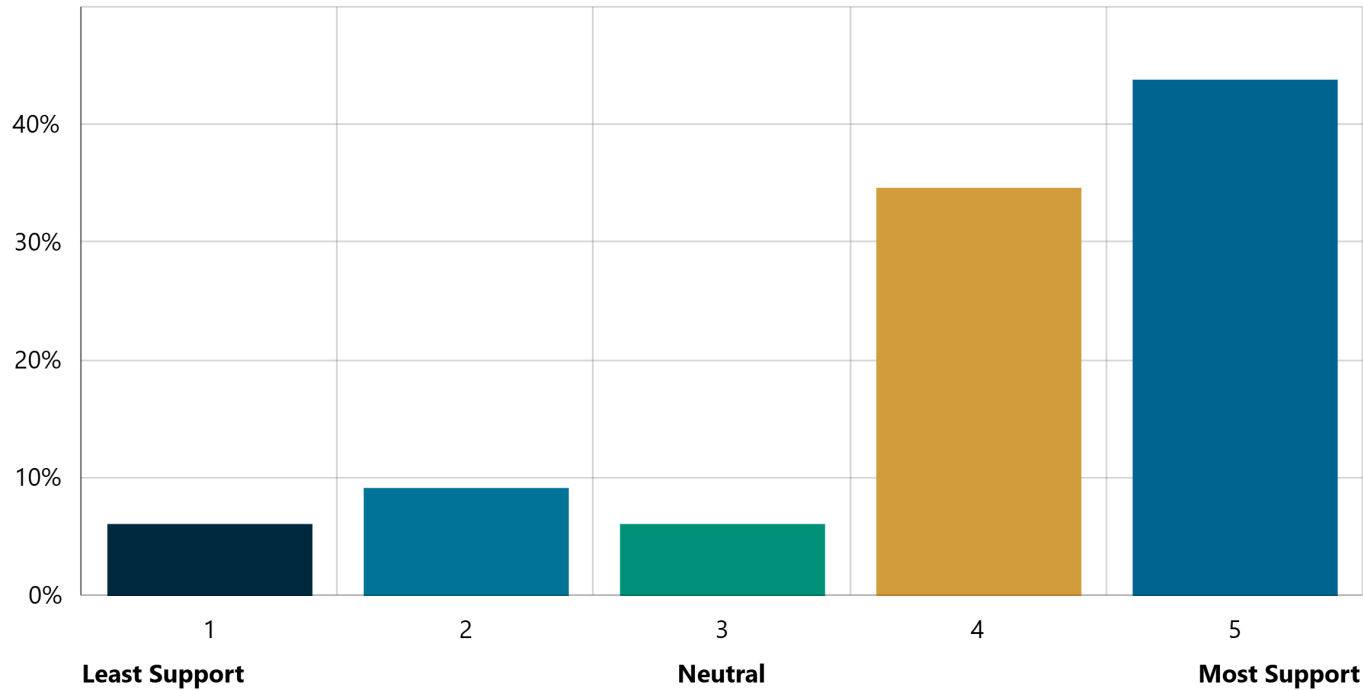
No tag data

Featured Contributions

No featured contributions

5. Guide future development in a way that protects the unique identity of Sulphur Springs while encouraging affordable and diverse housing options that meet the needs of residents at every stage of life.

Slider | Skipped: 21 | Answered: 98 (82.4%)



Count	Average	Median	Min	Max
98	4.01	4.00	1	5

1	2	3	4	5
6.12% 6	9.18% 9	6.12% 6	34.69% 34	43.88% 43

6. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 86 | Answered: 33 (27.7%)

Sentiment

No sentiment data

Tags

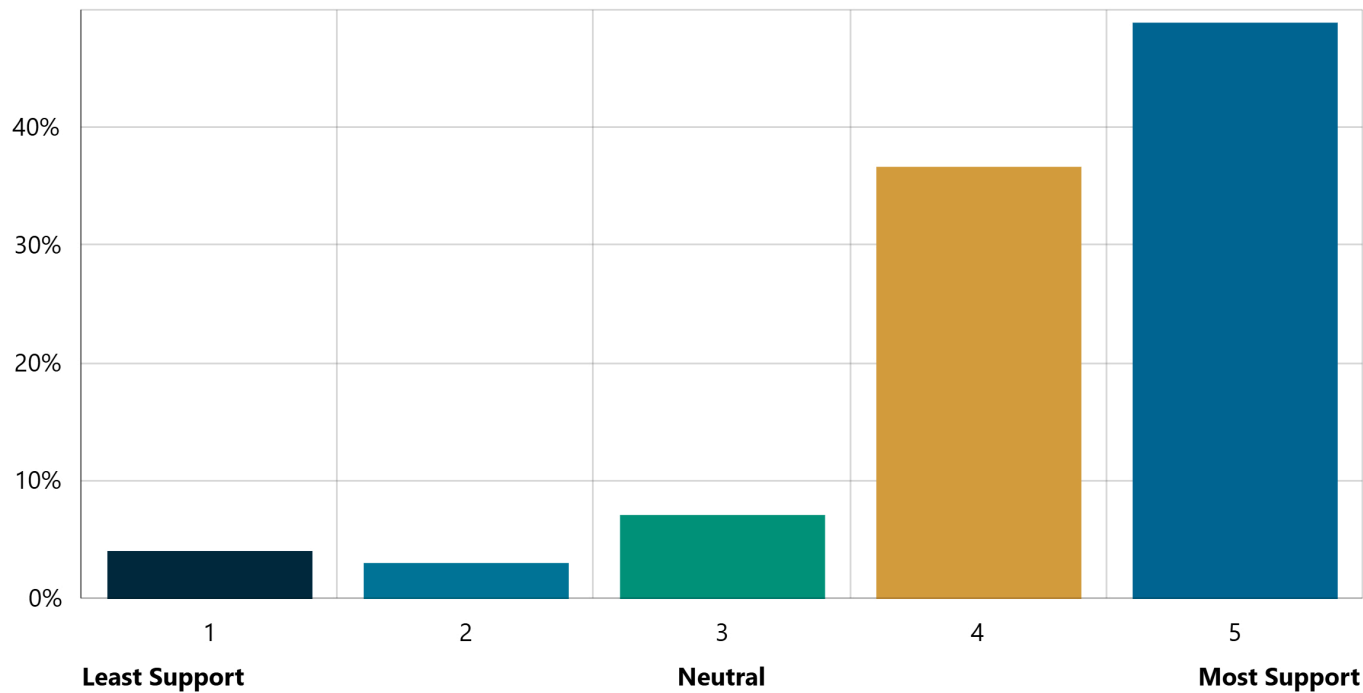
No tag data

Featured Contributions

No featured contributions

7. Expand and modernize utilities and infrastructure with a focus on long-term resilience, sustainability, and the capacity to support both future development and current community needs.

Slider | Skipped: 21 | Answered: 98 (82.4%)



Count	Average	Median	Min	Max
98	4.23	4.00	1	5

1	2	3	4	5
4.08% 4	3.06% 3	7.14% 7	36.73% 36	48.98% 48

8. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 90 | Answered: 29 (24.4%)

Sentiment

No sentiment data

Tags

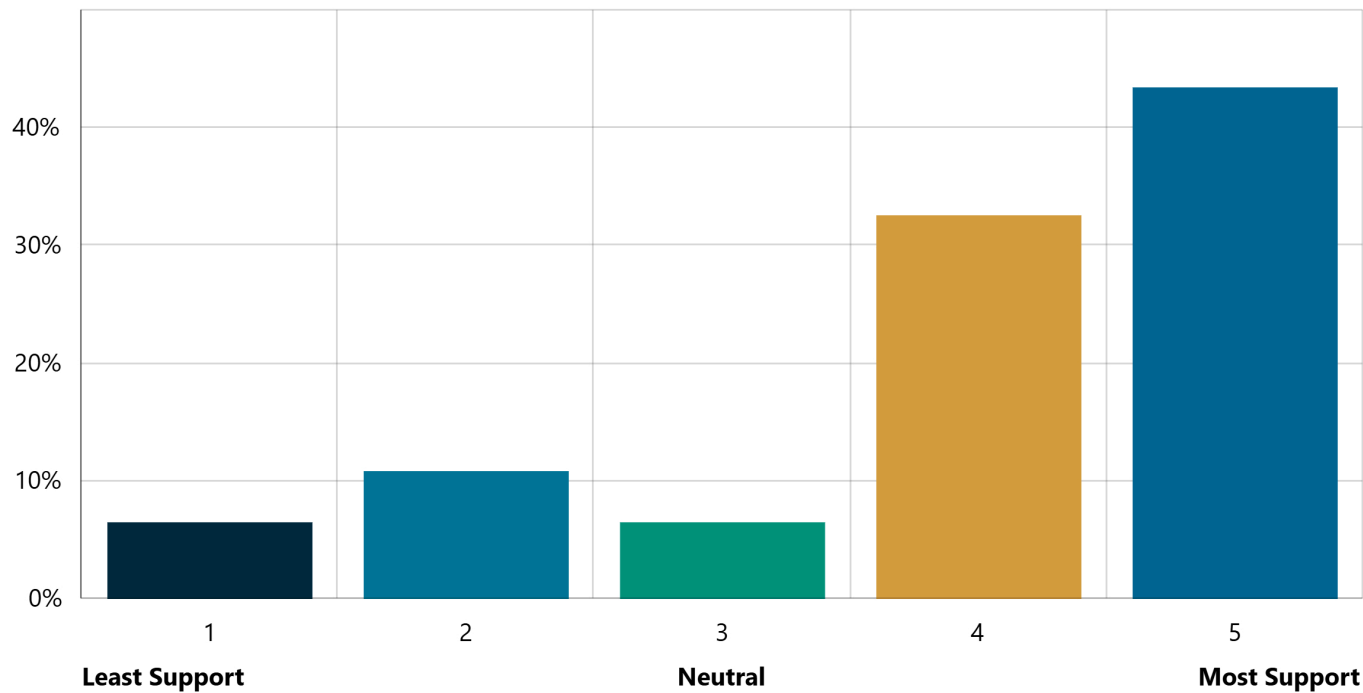
No tag data

Featured Contributions

No featured contributions

9. Reimagine parks and recreational opportunities through innovation, inclusivity, and design that encourages connection, creativity, and a healthy lifestyle for residents and visitors alike.

Slider | Skipped: 27 | Answered: 92 (77.3%)



Count	Average	Median	Min	Max
92	3.96	4.00	1	5

1	2	3	4	5
6.52% 6	10.87% 10	6.52% 6	32.61% 30	43.48% 40

10. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 92 | Answered: 27 (22.7%)

Sentiment

No sentiment data

Tags

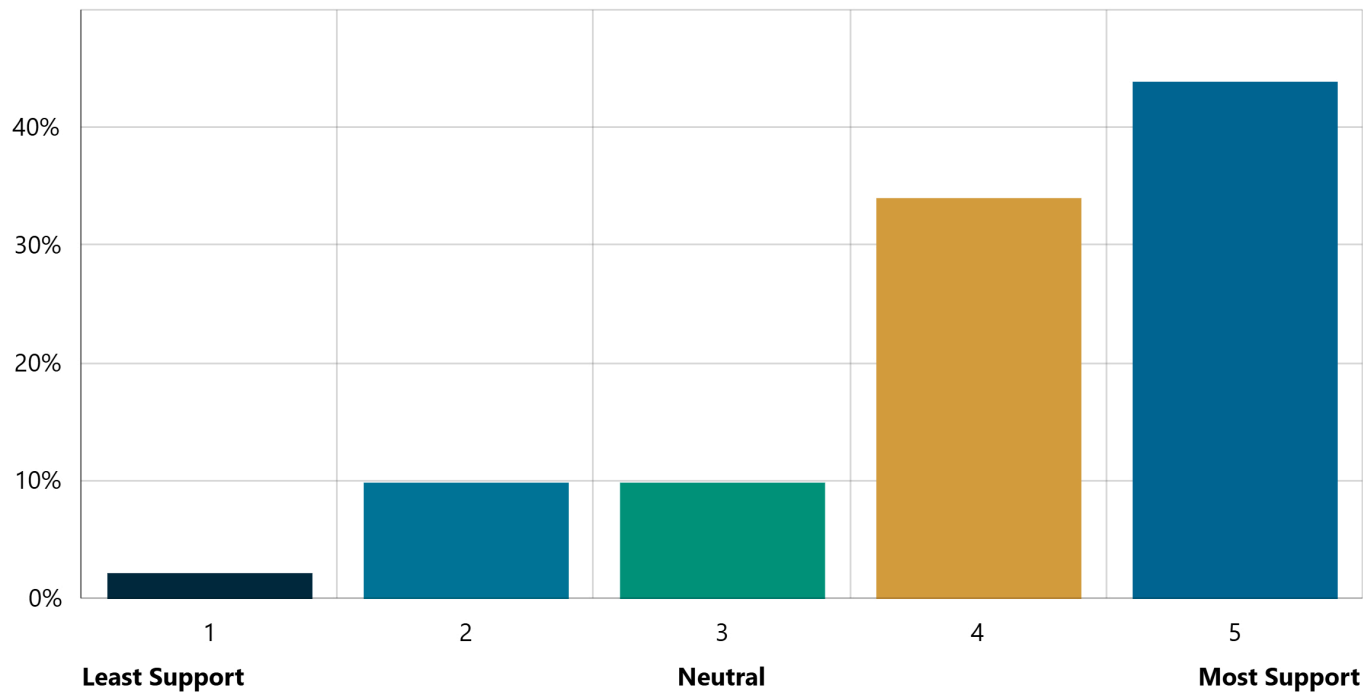
No tag data

Featured Contributions

No featured contributions

11. Champion youth by fostering partnerships with local schools, diverse recreational opportunities, and community organizations that create opportunities for education, leadership, and personal growth.

Slider | Skipped: 28 | Answered: 91 (76.5%)



Count	Average	Median	Min	Max
91	4.08	4.00	1	5

1	2	3	4	5
2.20% 2	9.89% 9	9.89% 9	34.07% 31	43.96% 40

12. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 93 | Answered: 26 (21.8%)

Sentiment

No sentiment data

Tags

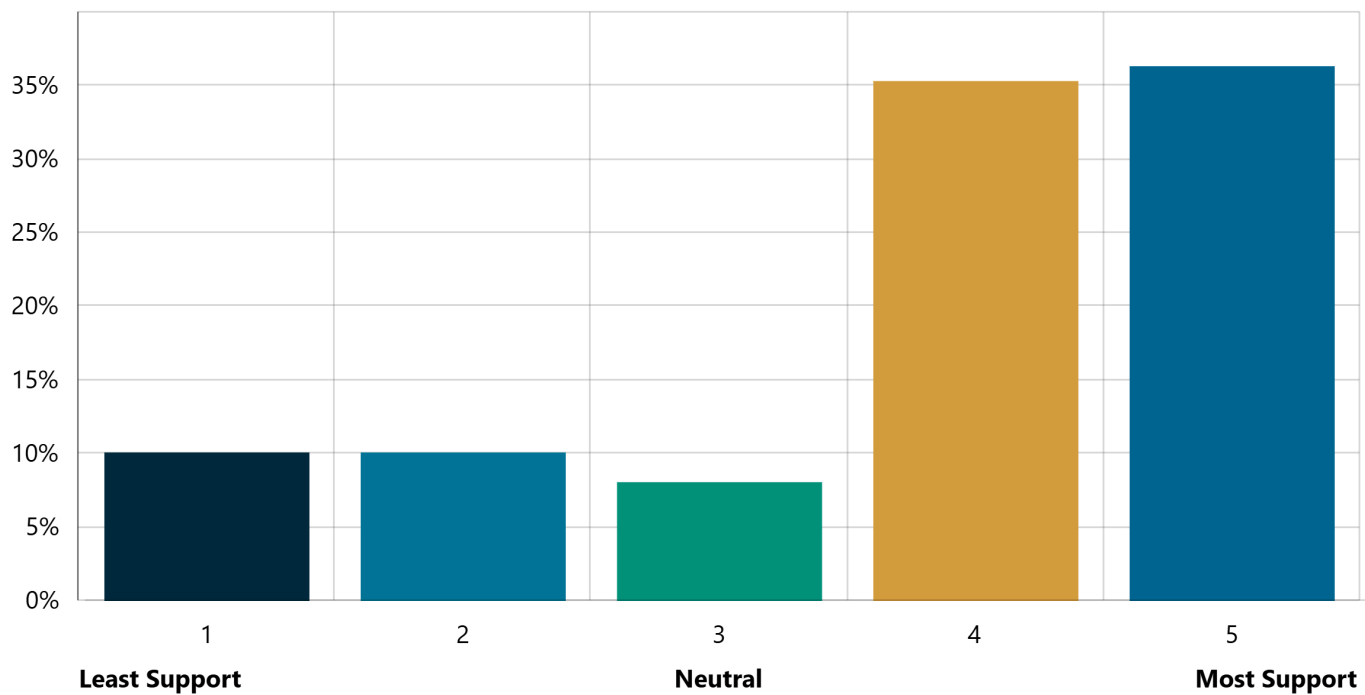
No tag data

Featured Contributions

No featured contributions

13. Attract new industries and strengthen the local economy by aligning land use, infrastructure, and workforce development to support business success and long-term economic stability.

Slider | Skipped: 20 | Answered: 99 (83.2%)



Count	Average	Median	Min	Max
99	3.78	4.00	1	5

1	2	3	4	5
10.10% 10	10.10% 10	8.08% 8	35.35% 35	36.36% 36

14. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 93 | Answered: 26 (21.8%)

Sentiment

No sentiment data

Tags

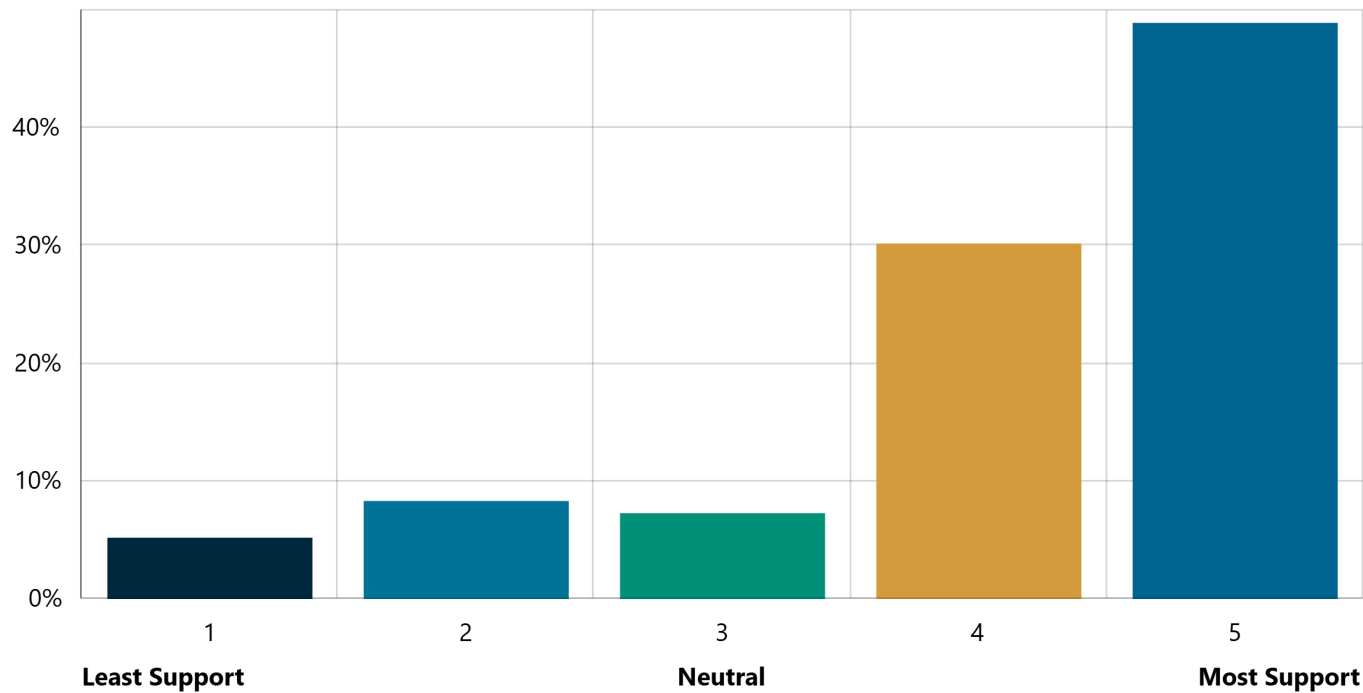
No tag data

Featured Contributions

No featured contributions

15. Enhance quality of life by investing in walkable neighborhoods, active public spaces, and access to community services that reflect the values and aspirations of Sulphur Springs.

Slider | Skipped: 23 | Answered: 96 (80.7%)



Count	Average	Median	Min	Max
96	4.09	4.00	1	5

1	2	3	4	5
5.21% 5	8.33% 8	7.29% 7	30.21% 29	48.96% 47

16. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 96 | Answered: 23 (19.3%)

Sentiment

No sentiment data

Tags

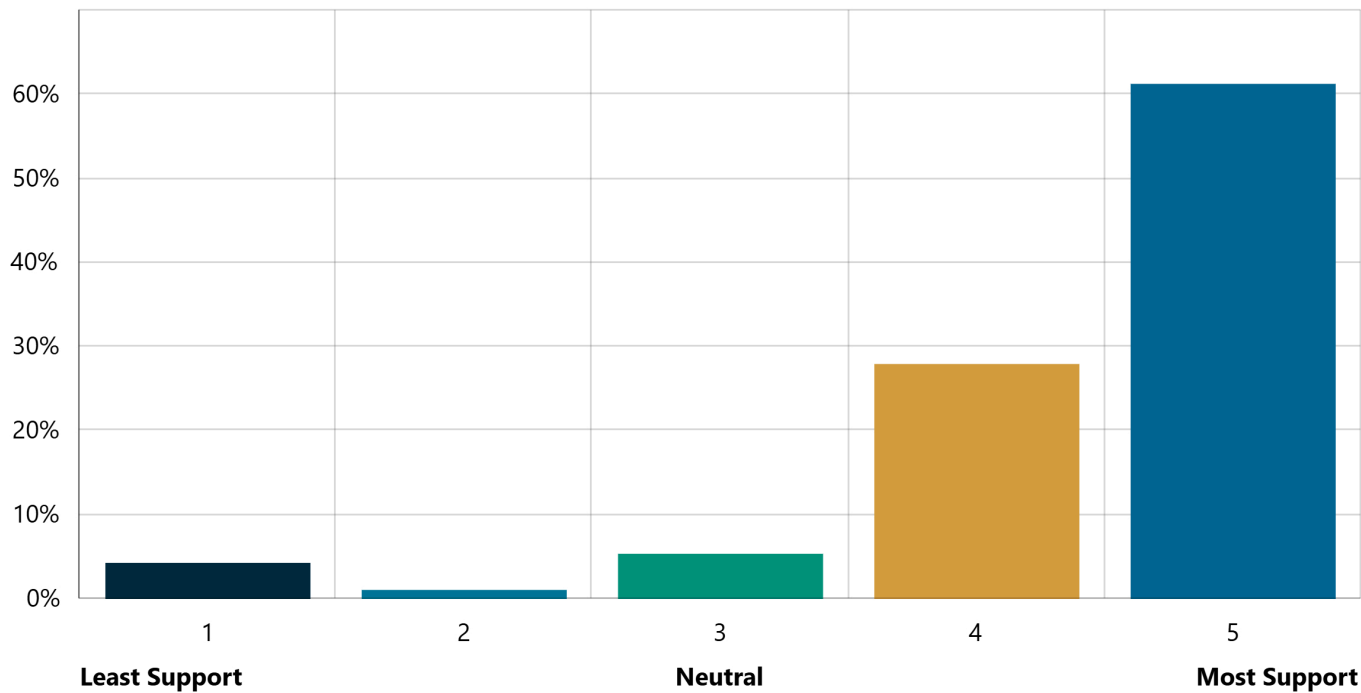
No tag data

Featured Contributions

No featured contributions

17. Plan for long-term infrastructure resilience by investing in upgrades, expanding utility capacity, and incorporating flood mitigation strategies that protect neighborhoods, support future growth, and ensure reliable services for generations to come.

Slider | Skipped: 26 | Answered: 93 (78.2%)



Count	Average	Median	Min	Max
93	4.41	5.00	1	5

1	2	3	4	5
4.30% 4	1.08% 1	5.38% 5	27.96% 26	61.29% 57

18. Please share what you like/ dislike about this guiding principle.

Short Text | Skipped: 94 | Answered: 25 (21%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

19. Any thing you want to share about the Guiding Principles? Anything we didn't consider?

Long Text | Skipped: 78 | Answered: 41 (34.5%)

Sentiment

No sentiment data

Tags

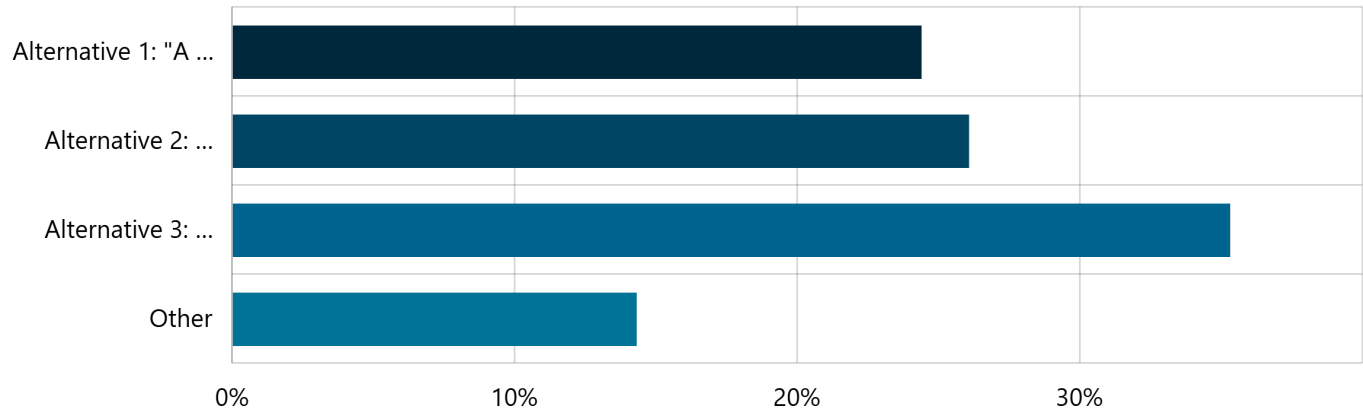
No tag data

Featured Contributions

No featured contributions

20. Based on the three options above, please select the Vision Statement you feel best aligns with the future of Sulphur Springs. Required

Multi Choice | Skipped: 0 | Answered: 119 (100%)



Answer choices	Percent	Count
Alternative 1: "A Bold Future Rooted in Tradition"	24.37%	29
Alternative 2: "Texas' Premier Hometown of Tomorrow"	26.05%	31
Alternative 3: "Where Heritage Powers Tomorrow"	35.29%	42
Other	14.29%	17
Total	100.00%	119

21. Any additional you want to share about the Vision Statement?

Short Text | Skipped: 101 | Answered: 18 (15.1%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions