



City Council Briefing B Session

Wednesday, January 10, 2018

Bridgett White, AICP, Director
Planning Department



Cambridge Systematics, Inc.
Bowtie
Economic & Planning Systems, Inc.
Auxiliary Marketing Services
Mosaic Planning and Development Services
SJPA

SA Tomorrow Comprehensive Plan



- **City's Adopted Policy & Land Use Document**
- **Updated Comprehensive Planning Program**
(Area-Specific Master Plans - will include a detailed land use plan.)
 - 13 Regional Centers** - large employment and economic activity hubs throughout the city
 - 17 Community Areas** - encompasses all of the City not located within a Regional Center; identified based on community and neighborhood association input
- **12 Priority Corridors (from VIA Vision 2040)**
Overlaps and links Regional Center and Community Plan Areas
- **3-year Work Plan for the 13 Regional Center Plans**
- **5-Year Work Plan for the 17 Community Plans**

Plan Hierarchy

Level	Plan Type	Example Plans ¹
0	Comprehensive	SA Tomorrow Comprehensive Plan
1	Regional	AAMPO Metropolitan Transportation Plan, Annexation Strategy, Military Joint Land Use Plans, Perimeter Plans, VIA Vision 2040
2	Citywide Functional	Multimodal Transportation Plan, Major Thoroughfare Plan, Sustainability Plan, Forefront SA
3	Sub-Area	Regional Center Plans, Corridor Plans, Community Plans
4	Specific	Airport Plans, Station Area Plans, Area Strategic Plans, Redevelopment/Reinvestment Plans, Specific Project Plans

¹ For Levels 1, 2 and 4 this is not an exhaustive list of covered plans just a set of examples. For Level 3, the examples include a complete list of representative plan types.

Sub-Area Plans: Year 1 Implementation



Phase 1 Project Chartering

Project kickoff, confirming Planning Teams, and determining capacity to capture future growth within the 13 regional centers and along the 12 priority corridors identified in VIA's Vision 2040 Plan

Phase 2 Analysis & Vision

Cross-cutting framework to help address city-wide issues, existing conditions assessment, identifying Areas of Stability and Areas of Change, and establishing a vision and goals specific to each plan area

Phase 3 Plan Framework

Development of plan components for each plan area: Land Use Plan and Map; Parks, Public Space, and Recreation Plan; Mobility and Access Improvement Plan; Infrastructure and Amenities Improvement Plan; Planning for Catalytic Sites and Placemaking; Economic Development Strategy; Housing Strategy

Phase 4 Recommendations & Implementation Strategies

Development of specific projects, programs, and policies such as investment priorities, streetscape and street cross-sections, zoning and development policy recommendations, economic impact analysis, design guidelines, and neighborhood-specific action plans.

Phase 5 Documentation & Adoption

Plan content is finalized for public and administrative review, electronic documents and plan area websites are created and updated, and the plans are presented to Boards, Commissions, and the City Council for final adoption.

Status (as of January 9, 2018)

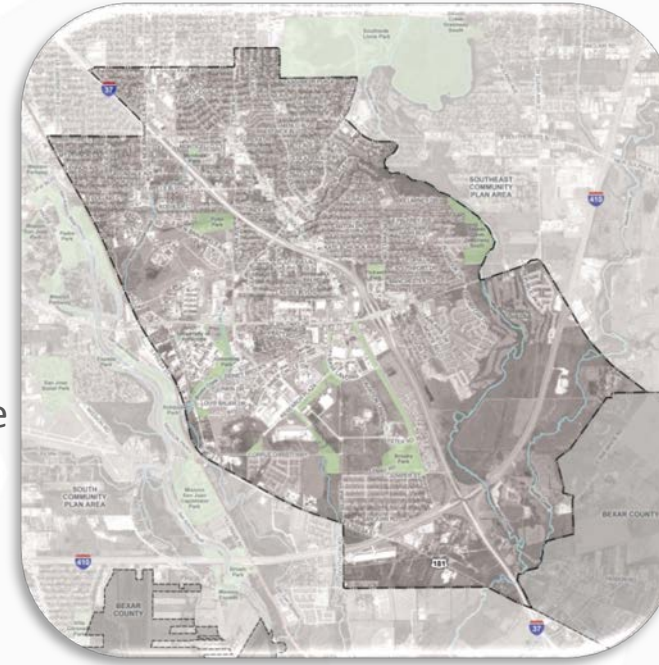
	Brooks Regional Center	Midtown Regional Center	Westside Community Plan	UTSA Regional Center	Medical Center Regional Center	Downtown Regional Center
Phase 1: Project Chartering	✓	✓	✓	✓	✓	✓
Phase 2: Analysis and Visioning						
Planning Team Mtg 1	✓	✓	✓	✓	✓	✓
Planning Team Mtg 2	✓	✓	✓	✓	✓	✓
Community Mtg 1	✓	✓	✓	✓	✓	✓
Phase 3: Plan Framework						
Planning Team Mtg 3	✓	✓	✓	✓	✓	✓
Planning Team Mtg 4	✓	✓	✓	✓	✓	✓
Community Mtg 2	✓	✓	✓	1/29/18	1/29/18	1/17/18
Planning Team Mtg 5	✓	✓	✓	TBD	TBD	TBD

Total Number of Planning Team Meetings – 7 Total Number of Community Meetings – 3
Additional engagement meetings held in each Plan Area with various community stakeholders

Brooks Area Regional Center

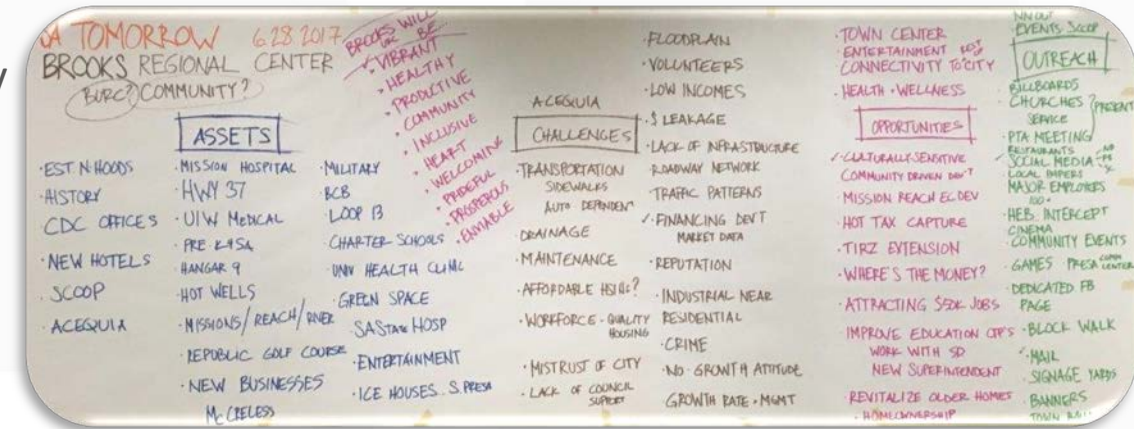
Overview:

- Population: 40,951; Households: 14,162
- Area Characteristics:
 - Median Household Income is 22% lower than the City
 - 37% of homeowners do not have a mortgage
 - Over 40,000 workers in the Brooks area, but only 6% of these workers live there.



Identified Opportunities/Concerns:

- Difficulty attracting re-investment
- Feeling of inequity when compared to other areas of the city
- Preservation and creation of green connectivity
- Convenient and affordable location to Downtown
- Public health related concerns



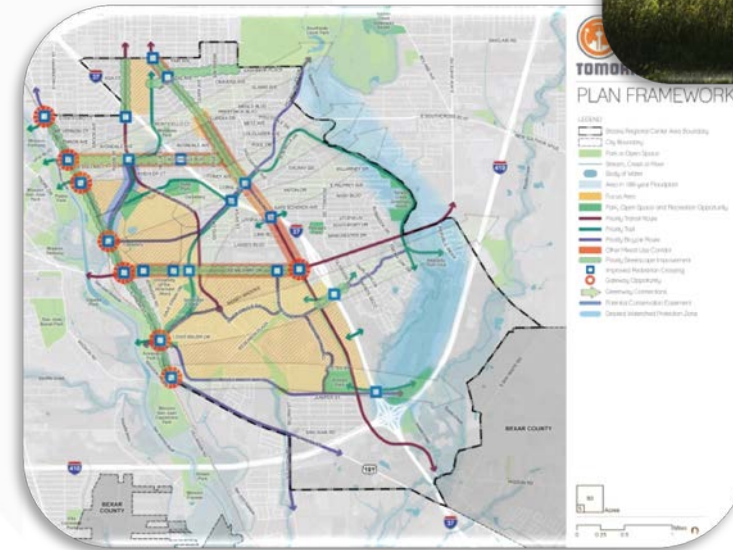
Brooks Area Regional Center (cont'd)

Visioning Themes:

- Belonging, Bonding, and Balance
- Attachment and Access, Authenticity, and Accountability
- Reinvestment, Retention, and Responsibility
- Competence, Collaboration, and Collective Resilience
- Prioritize Parks, Public Health, and Preservation of Green Space

Potential Focus Areas within the Planning Area:

- McCreless/Fair and New Braunfels
- Goliad and Hot Wells
- San Antonio State Hospital
- Brooks City Base
- Indian Hills/IH37



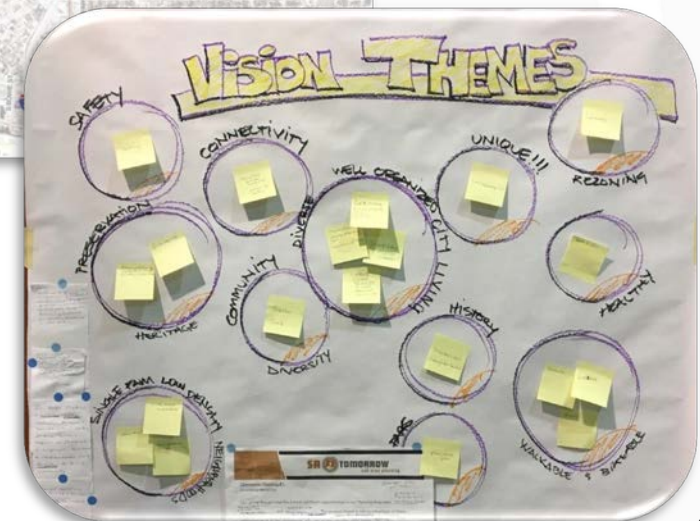
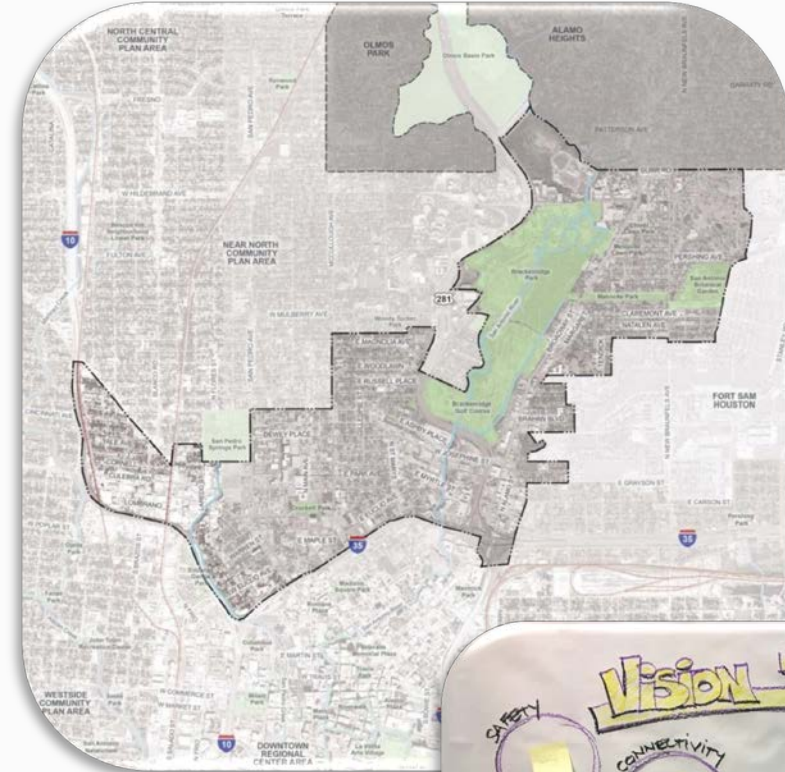
Midtown Area Regional Center

Overview:

- Population: 14,443; Households: 6,087
- Area Characteristics:
 - Annual household growth of 2.3% is outpacing the City's (1.0%)
 - 75% of Midtown's housing units are occupied by renters; 57% of rental units are in buildings of 4 or fewer units.
 - Over 20,000 people work in Midtown, and only 2% of these workers live in Midtown.

Identified Opportunities/Concerns:

- Most new households and jobs can be accommodated in transit oriented nodes and corridors close to great amenities.
- Maintaining a diverse and affordable housing stock is a primary concern.
- Opportunity to plan for San Pedro and Fredericksburg Road corridors and other areas west of Methodist Hospital that have received less planning attention in recent years.



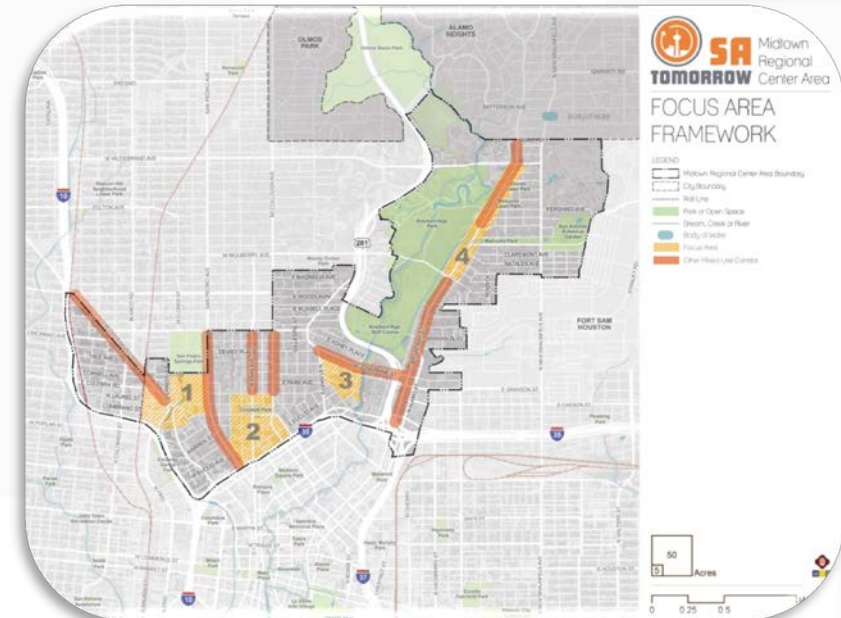
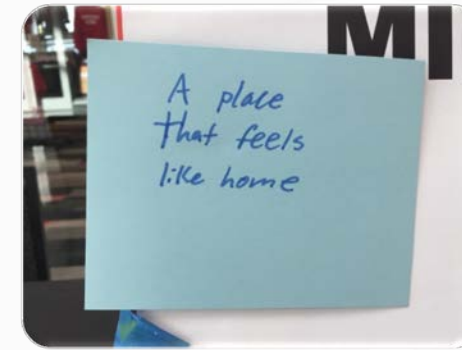
Midtown Area Regional Center (cont'd)

Visioning Themes:

- Promote as a destination
- Ensure housing choice
- Maintain neighborhood character
- Improve access to nature, jobs, retail, and other amenities
- Create a multimodal transportation system
- Guide mixed-use development to underutilized spaces next to transit

Potential Focus Areas within the Planning Area:

- 5 Points Intersection and VIA property
- San Pedro Corridor
- Blocks south and west of Crockett Park and Methodist Hospital
- Between St. Mary's and San Antonio River
- Broadway, from Mulberry to Alamo Heights



Westside Community Area

Overview:

- Population: 106,871; Households: 31,848
- Area Characteristics:
 - Much slower average annual growth (0.3%) than rest of City (1.0%)
 - Generally older housing stock (67% built prior to 1970; 1% build since 2010)
 - 92% of residents commute outside the area for employment opportunities



Identified Opportunities/Concerns:

- Reinvest in existing neighborhoods and homes
- Diversify available housing options where appropriate to offer affordable and desirable housing choices
- Connecting residents to job opportunities is vital
- Crime and safety
- Major infrastructure investments needed

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Preserve the Rich Cultural Heritage and Amenities of the Westside

- Share the cultural resources and traditions of the Westside with the rest of the City
- Historic designation of structures and (possibly) districts
- Programming for Westside events and spaces
- Identify opportunities for public art, contributed by Westside residents, businesses and/or cultural centers



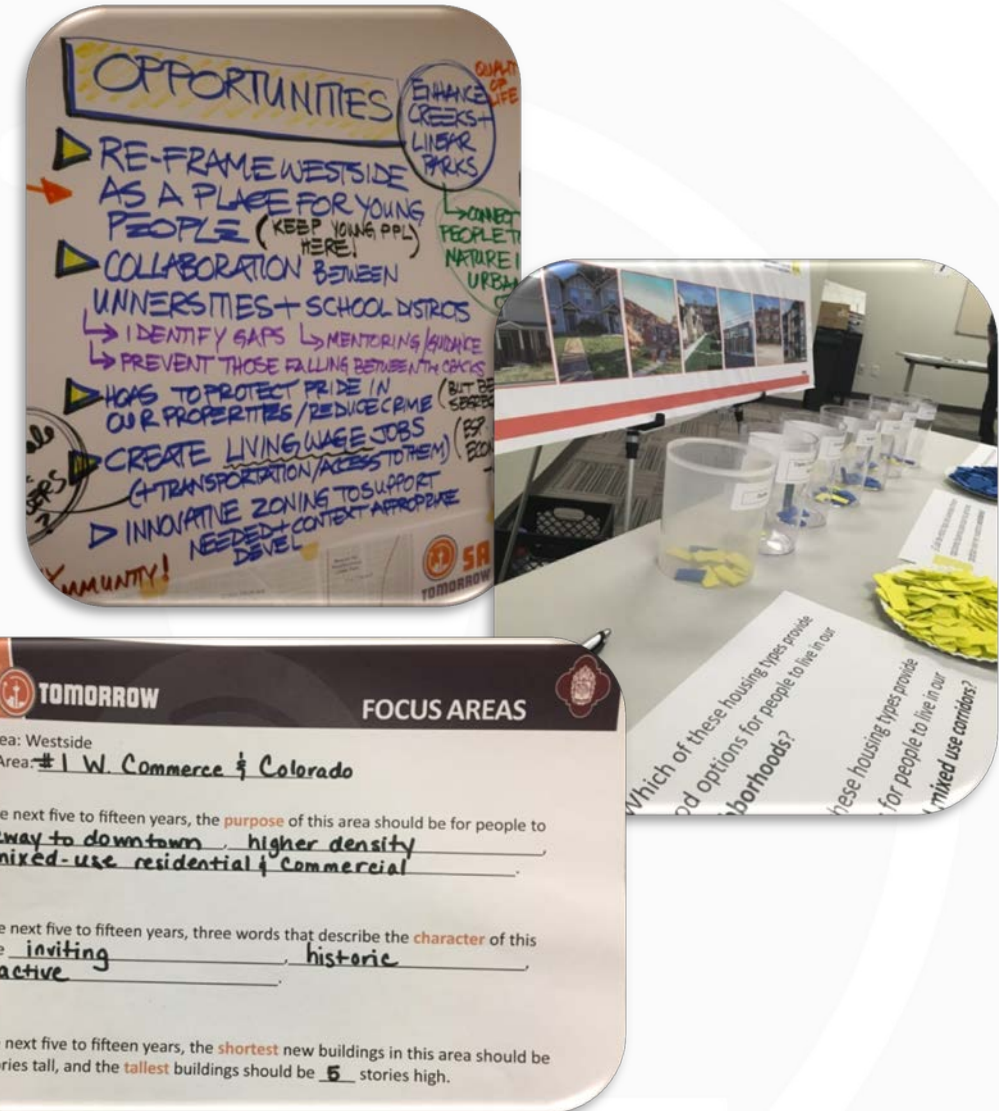
Westside Community Area (cont'd)

Visioning Themes:

- Preserve the rich cultural heritage, amenities, and neighborhoods.
- Provide more housing options including type, cost, and maintenance assistance programs.
- Encourage contextually appropriate development that blends with the existing neighborhoods and discourages gentrification.
- Improve transportation options and quality of service.
- Overcome physical barriers that separate the area from the rest of the City.
- Encourage living wage job growth and supportive training, education, and support programs

Potential Focus Areas within the Planning Area:

- West Commerce and Colorado streets
- West Commerce and Zarzamora streets
- West Commerce Street and General McMullen Drive
- Las Palmas and Edgewood Square shopping
- Guadalupe Cultural Arts district



UTSA Area Regional Center

Overview:

- Population: 29,582; Households: 11,436
- Area Characteristics:
 - Higher population growth, household growth and median household income than City and SA MSA
 - Over 39,000 workers in the UTSA area, but only 3% of these workers live there.

Identified Opportunities/Concerns:

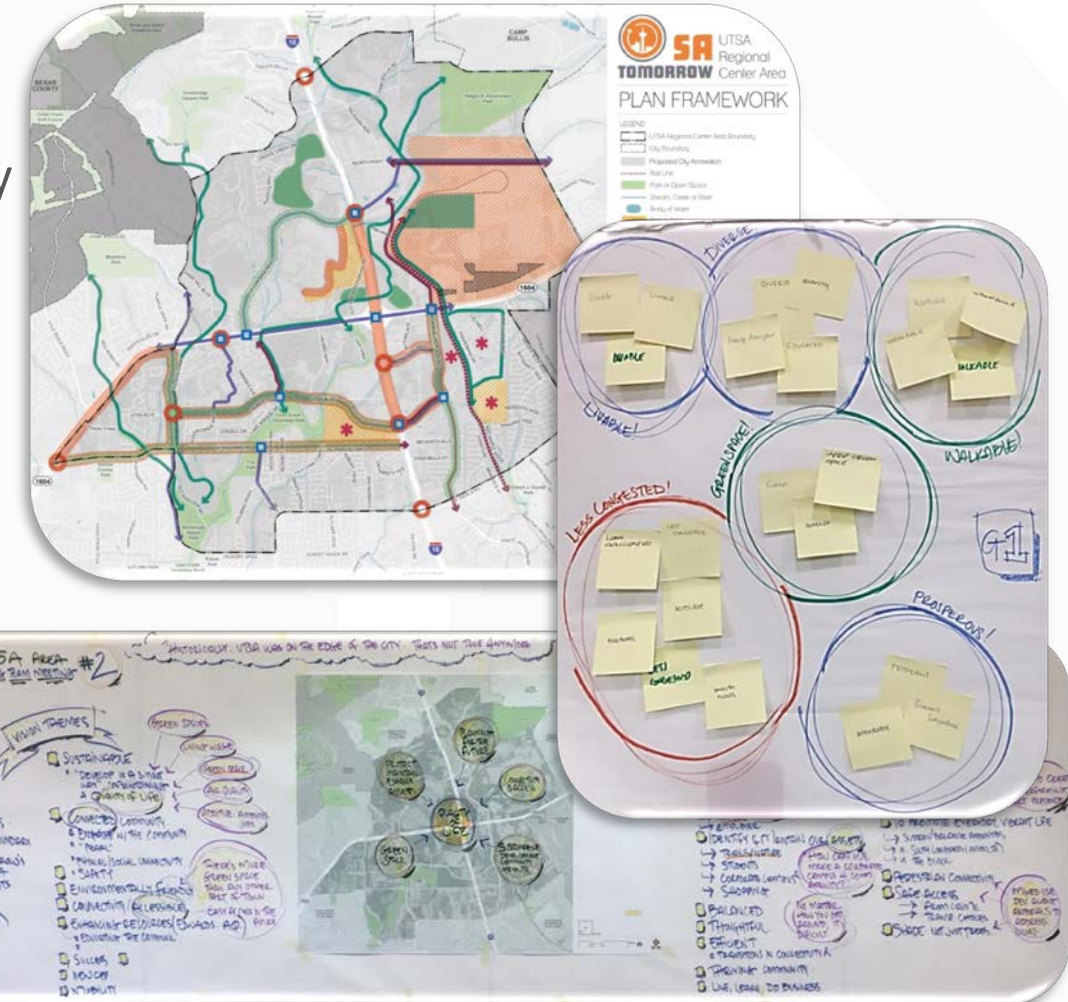
- Top Assets – UTSA Campus and Camp Bullis
- Area is already a “destination” because of shopping and entertainment amenities
- Protection of military facilities and missions
- Preservation of tree canopy and green spaces
- Lack of connectivity for all modes of transportation



UTSA Area Regional Center (cont'd)

Visioning Themes:

- Diversify transportation options and increase mobility/walkability
- Encourage sustainable development and environmentally friendly living
- Ensure housing choice and affordability
- Maintain accessible and connected green spaces
- Increase mixed use development
- Improve community character, livability, quality of life, and prosperity



Potential Focus Areas within the Planning Area:

- Beckmann Quarry
- Tradesman Quarry
- UTSA Blvd at Vance Jackson Rd.
- West Hausman Rd.

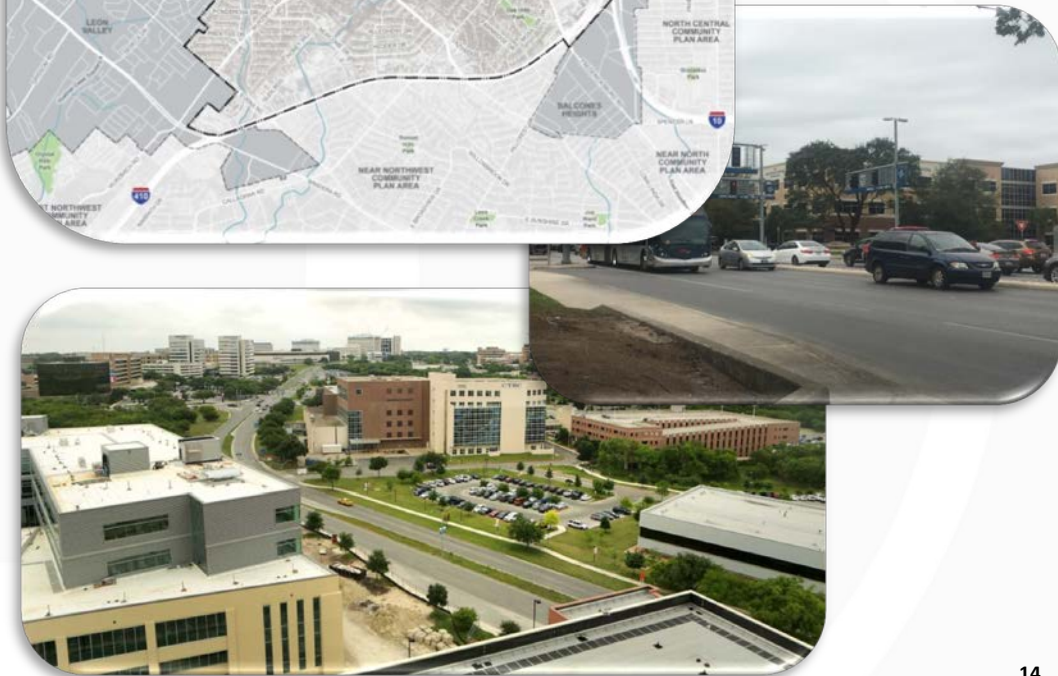
Medical Center Area Regional Center

Overview:

- Population: 58,967; Households: 28,376
- Area Characteristics:
 - Healthcare & Social Assistance make up 47.6% of employment in the plan boundary
 - The area is renter dominated: 75% of housing is renter based vs. 43% in the City of San Antonio
 - 6% of workers live within the Medical Center, where as the remaining 94% travel from outside the plan boundary.

Identified Opportunities/Concerns:

- High traffic congestion – medical facilities spread throughout the areas with travel between facilities made during the day
- Safety concerns – 24 hour service area
- Location is an advantage – opportunity to enhance the existing conditions and make it accessible by all modes of transportation
- Example of a “Healthy Environment”



Medical Center Area Regional Center (cont'd)

Visioning Themes:

- Enhance opportunities for alternative modes of transportation, including pedestrian walkways and bike trails
- Create more public open space and outdoor amenities
- Provide necessary infrastructure to attract more high-quality employment
- Build vibrant, sustainable, mixed-use areas for residents, employees, and visitors

Potential Focus Areas within the Planning Area:

- Wurzbach Rd, between Floyd Curl and Medical Drive – focal center of the Medical Center Area
- Huebner Rd, between Floyd Curl and Medical Drive
- Bob Ross Senior Center and Former Fire Station



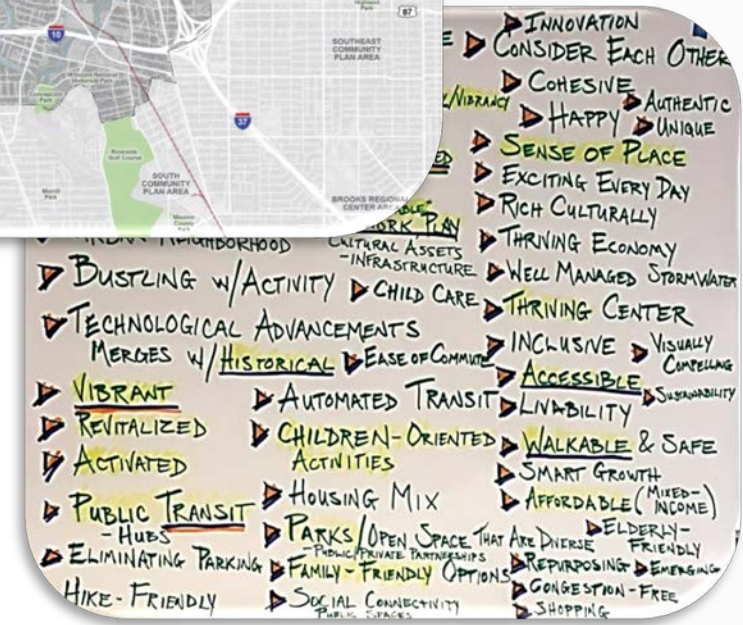
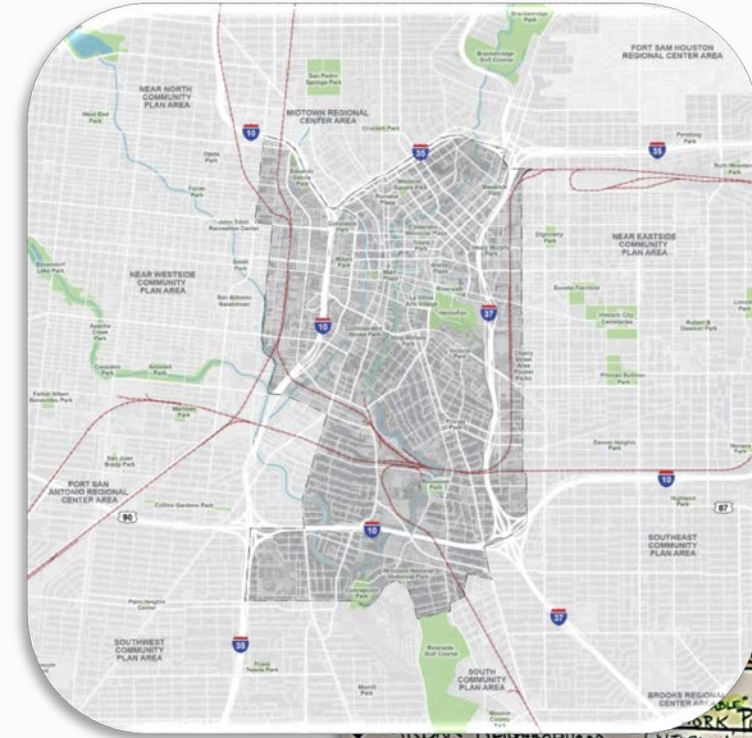
Downtown Area Regional Center

Overview:

- Population: 25,405, Households: 8,649
- Area Characteristics
 - Smaller than average household size (2.20 persons) with greater concentration of non-family and single-person households
 - Higher concentration of the “millennial” age cohort than the rest of the city.
 - Over 83,000 workers in the Downtown area, but only 2% of these workers live there.

Identified Opportunities/Concerns:

- Transit connectivity
- Lack of affordable housing
- Not perceived to be a family friendly area
- Opportunity to maximize residential density in key nodes while preserving the lower density, historic neighborhoods.
- Establishment of an “innovation district” within the plan area



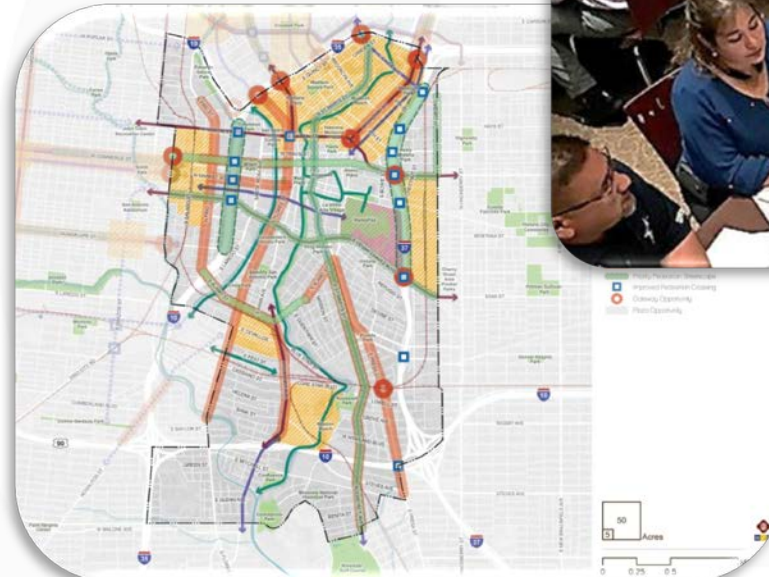
Downtown Area Regional Center (cont'd)

Visioning Themes:

- Improve transit access, pedestrian, and bike infrastructure
- Increase affordable & mixed-income housing
- Encourage mixed-use and high-density development
- Enhance street level activity
- Preserve the diverse community and unique character
- Improve accessibility and inclusiveness

Potential Focus Areas within the Planning Area:

- East Cevallos
- Lone Star Brewery
- Cattleman's Square Area
- River North/Madison Square Park Area
- Alamodome/St. Paul's Square



Land Use Plan and Map

Why Necessary?

- A Regulatory Guide
- Presents orderly development patterns
- Decision-making tool for zoning and development
 - City Staff
 - Planning Commission
 - Zoning Commission
 - City Council
- **Provides clearly defined land use classifications**
- Facilitates complementary transitions to reduce conflicts with adjacent uses

Land Use Policy Recommendations

- New Comprehensive Planning Program
 - Community Driven **AND** Data-driven
 - Fair, Equitable
 - Focused, Nuts-and-Bolts Approach
 - Streamlined
- Density to Combat Sprawl and Accommodate Growth
- Mixed Use Districts
- Military Protection
- Transitions
- Place Types

Inconsistency Example:

Land Use Categories & Related Zoning Districts

Community Meeting on January
16th (6 pm) at Henry B. Gonzalez
Convention Center

<u>Nogalitos / S. Zarzamora Community Plan (2004)</u>		<u>Lone Star Community Plan (2013)</u>	
Low Density Residential:	R-4, R-5, R-6, R-20	Low Density Residential:	R-3, R-4, R-5, R-6
Medium Density Residential:	R-4, R-5, R-6, RM-4, RM-5, RM-6	Medium Density Residential:	R-3, R-4, R-5, R-6, RM-4, RM-5, RM-6, MF-18
High Density Residential	RM-4, RM-5, RM-6, MF-25, MF-33, MF-40		
		Low Density Mixed Use:	RM-4, MF-18, MF-25, MF-33, O-1, NC, C-1, C-2P, IDZ, TOD, MXD, FBZD, AE-2, AE-4
		High Density Mixed Use:	MF-18, MF-25, MF-33, MF-40, MF-50, MF-65, O-1.5, C-2, C-2P, D, IDZ, TOD, MXD, FBZD, AE-1, AE-3
Mixed Use (Residential / Office / Commercial)	RM-4, RM-5, RM-6, MF-25, MF-33, MF-40, NC, C-1, C-2P, C-2, O-1, O-2, MXD, TOD, IDZ		
Neighborhood Commercial:	NC, C-1, O-1	Neighborhood Commercial:	NC, C-1, O-1
		Community Commercial:	O-1, O-1.5, NC, C-1, C-2, C-2P
Regional Commercial:	NC, C-1, C-2P, C-2, C-3, O-1, O-2	Regional Commercial:	O-1, O-1.5, O-2, NC, C-1, C-2, C-2P, C-3
Industrial	C-3, O-1, O-2, BP, L, I-1		
		Business Park:	O-1, O-1.5, O-2, BP, L, I-1, AE-4
Public / Institutional	varies	Public / Institutional	varies
Parks / Open Space	varies	Parks / Open Space	varies

Sub-Area Plans: Engagement



Sub-Area Plans: Engagement (cont'd)

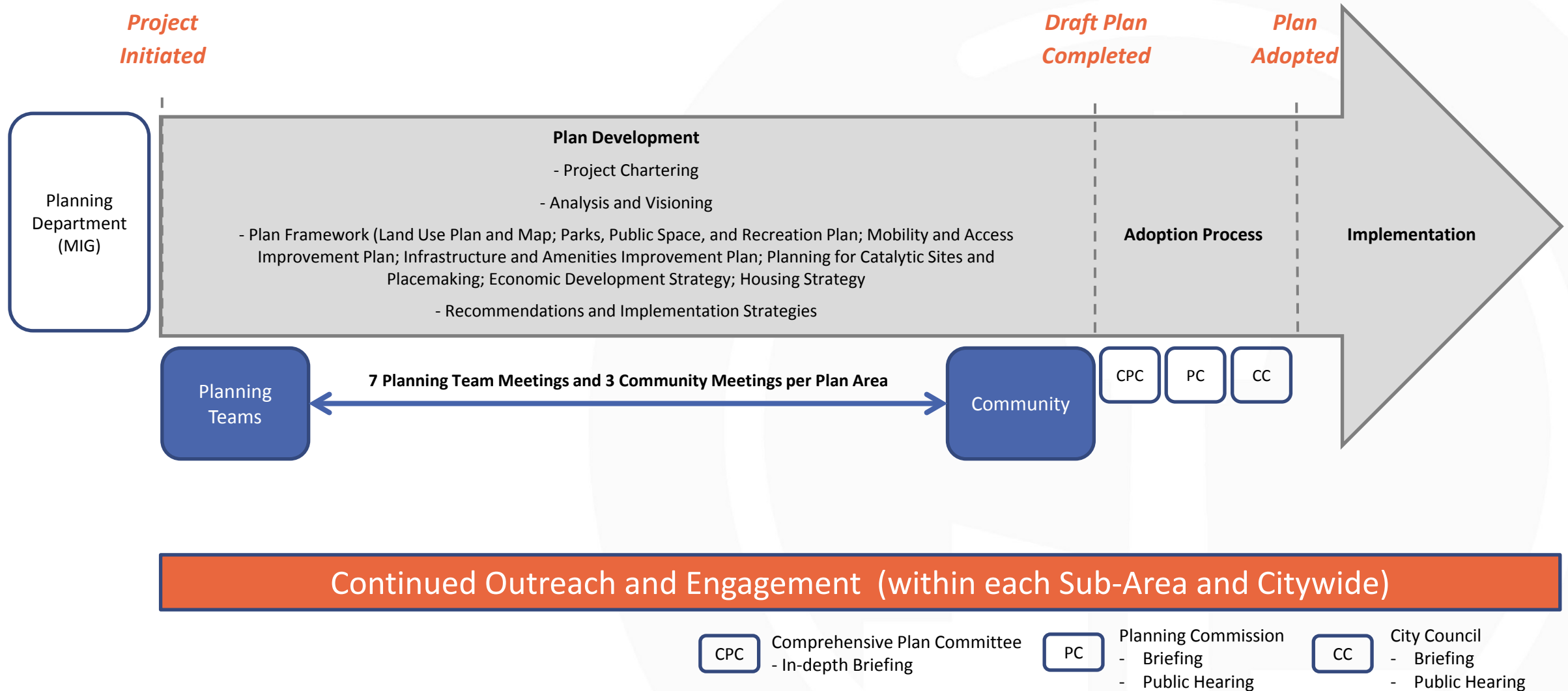
Metrics:

- A total of 291 meetings have been held throughout the six sub-area plans with stakeholders, community members and city departments since Jan 3, 2017
- Since Jan. 2017 to date (Jan. 5, 2018), online followers has increased by +6,000 among all platforms (Facebook, Twitter, Instagram)
- Just over 1,000 public emails have been collected since Jan. 2017 at intercept events and meetings
- 8,653 people viewed our e-mail marketing campaigns (newsletter and e-mail marketing combined) from Jan. 2017 – Jan. 5, 2018

Facts:

- Majority of online followers are from the 25-34 (Instagram) and 35 – 44 (Facebook) year-old bracket
- SA Tomorrow is still ranked #4 compared to other city/government Facebook pages. Including City of San Antonio Facebook, SA2020, and VIA pages.

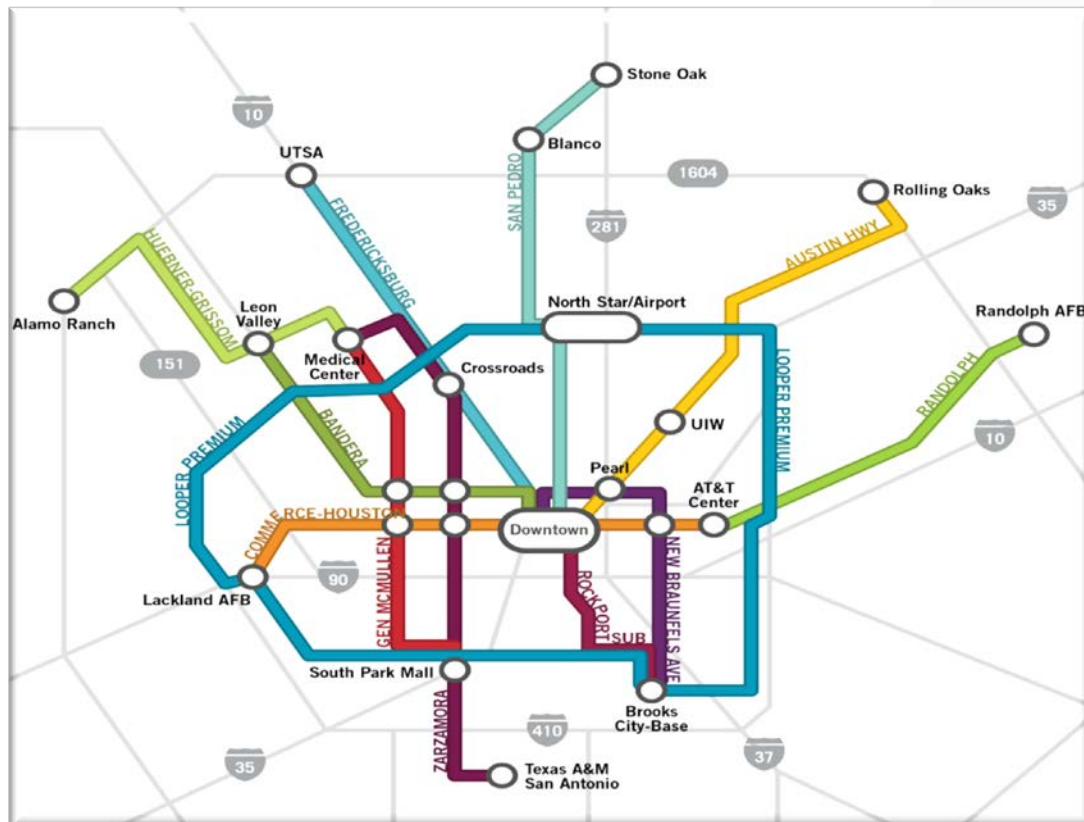
Sub-Area Plans: Process



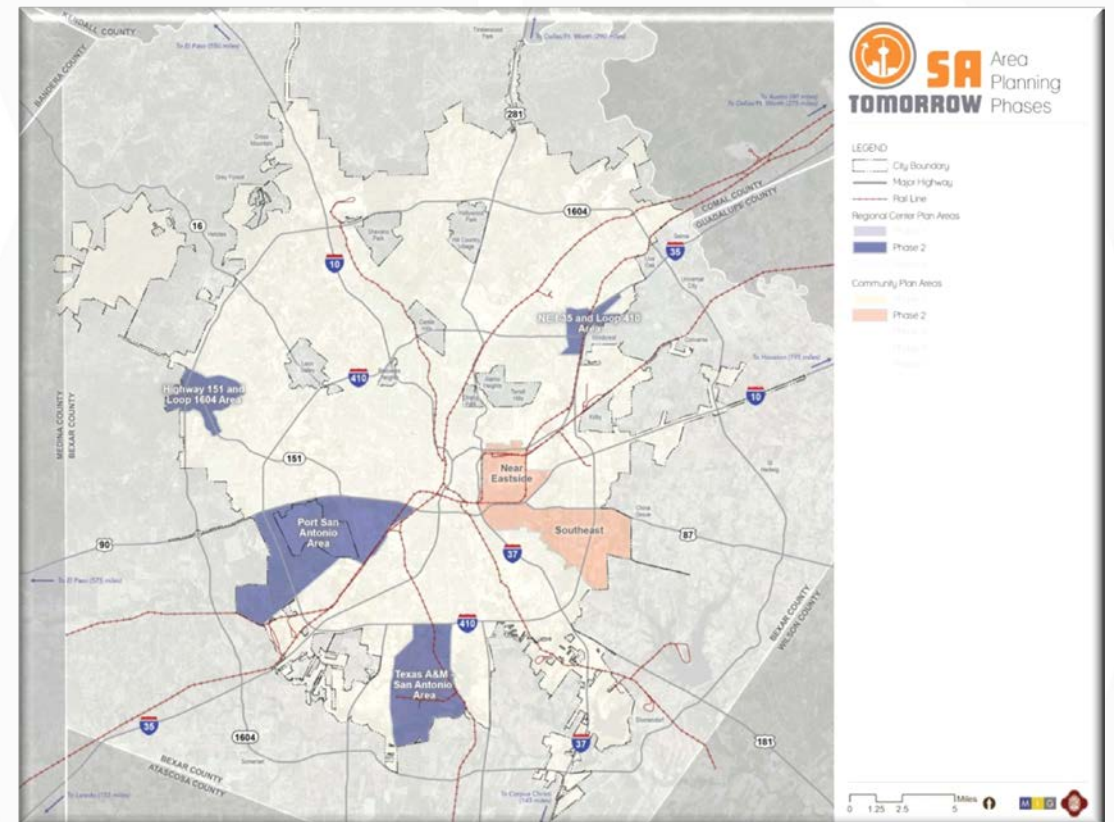
Additional Information

SA Corridors

Planning Commission – 9/27/17; Unanimous Approval
Comprehensive Plan Committee – 10/18/17
Community Meetings – 12/12/17 and 12/13/17
Comprehensive Plan Committee – 1/25/18



Sub-Area Plans: Year 2 Implementation





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