# SA TOMORROW SUB-AREA PLANNING:
# MIDTOWN AREA REGIONAL CENTER PLAN

**THIS IS A PROPOSED DRAFT SUBJECT TO COMMUNITY INPUT, LEGAL AND ADMINISTRATIVE REVIEW AND WILL BE REPLACED BY THE FINAL PLAN ADOPTED BY THE CITY COUNCIL.**

*Administrative Draft: March 5, 2019*

CITY OF SAN ANTONIO PLANNING DEPARTMENT

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# 1. Introduction

## Process and Timeline

Development of the Midtown Regional Center Plan was approximately a 24-month process from project chartering to City Council adoption. Staff from the Planning Department worked with a wide range of community members that included neighborhood associations, business and property owners, employers, educational and cultural institutions, and partner organizations and City departments to create a realistic and implementable plan for Midtown.

[See **Figure 1: Plan Location Map** (page 83) and **Figure 2: Study Area Map** (page 84)]

### *Phase 1: Project Chartering*

The first phase of the project focused on project chartering, which included determining the Planning Team membership and finalizing the detailed plan area boundaries. Phase 1 also included an analysis by the Project Team to refine estimates for capture of growth in all regional centers and to determine how total projected growth for the City should be allocated into each Regional Center, and more generally to the future high capacity transit corridors as delineated in the adopted Comprehensive Plan.

### *Phase 2: Analysis and Visioning*

The second phase of the project focused on assessing the existing conditions and growth capacity of the Midtown Regional Center. The Planning Team and community members provided direction on visioning and goal setting for the Midtown area. The analysis and refinement of existing conditions helped ensure that the vision and goals for the Midtown Regional Center are grounded in the proper context.

### *Phase 3: Plan Framework*

The third phase of the project focused on working with the community and stakeholders to establish the Plan Framework. The Framework includes land use and urban form, identification and planning for catalytic sites, infrastructure and utilities planning, mobility and connectivity for all modes, public realm and placemaking, and place types.

### *Phase 4: Recommendation and Implementation Strategies*

The fourth phase developed specific projects, programs, and policies to affect change in the Midtown Regional Center. This phase also included the development of specific, action-oriented implementation strategies and recommendations for potential funding sources.

### *Phase 5: Documentation and Adoption*

The last phase of the project was devoted to converting this project website into the final ePlan for the Midtown Regional Center, creating the Executive Summary, and guiding the plan through the approval and adoption process. The Project Team met with City departments and other partners to develop critical next steps to support implementation of the plan.

## Stakeholders

The project team conducted over 100 engagement activities such as interviews, intercepts and focus groups with stakeholders from the following groups, in addition to conversations with community leaders, small business owners, and individuals not listed below.

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- Five Points Neighborhood Association
- Alamo Area Metropolitan Planning Organization (AAMPO)
- Beacon Hill Elementary School
- Bihl House Arts
- Bike San Antonio
- Brackenridge Park Conservancy
- City Council District 1
- City Council District 2
- City of San Antonio Center City Development and Operations
- City of San Antonio Department of Arts and Culture
- City of San Antonio Development Services Department
- City of San Antonio Economic Development Department
- City of San Antonio Metropolitan Health District
- City of San Antonio Neighborhood and Housing Services Department
- City of San Antonio Office of Historic Preservation
- City of San Antonio Office of Innovation
- City of San Antonio Office of Sustainability
- City of San Antonio Parks and Recreation
- City of San Antonio Transportation and Capital Improvements Department
- DisabilitySA
- Doseum
- FRED
- Friends of San Pedro Springs Park
- Esperanza Peace and Justice Center
- Government Hill Alliance Neighborhood Association
- 
- Headwaters Sanctuary
- Jumpstart Performance Company
- KIPP Schools
- Mahncke Park Neighborhood Association
- Mantle Art Space
- McCullough Avenue Consortium

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- NRP Group
- Pan American Golf Association
- Pearl
- Prospera
- Salvation Army
- San Antonio Botanical Garden
- San Antonio College
- San Antonio River Authority (SARA)
- San Antonio Water System (SAWS)
- St. Ann's Church
- St. Mary's Street Business Owners Association
- Tax Increment Reinvestment Zone #33 (Midtown) Board
- Tobin Hill Community Association
- Tobin Hill Neighborhood Association
- University of the Incarnate Word (UIW)
- Uptown Neighborhood Association
- VIA Metropolitan Transit
- Villa Tranchese
- Westfort Alliance Neighborhood Association
- Witte Museum

## The Planning Team

- Mike Austin
  - Tobin Hill Community Association
- Joe Bravo
  - Westfort Alliance
- Tim Cone
  - NRP Group
- Richard Farias
  - San Antonio College
- Lou Fox
  - At large
- Homer "Butch" Hayes
  - Mahncke Park Neighborhood Association
- Rose Hill
  - Government Hill Alliance
- Jeanette Honermann
  - At large

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- Abe Juarez
    - Five Points Neighborhood Association
- Mayra Juárez-Denis
    - At large (St. Ann's neighborhood area)
- Rebel Mariposa
    - N. St. Mary's Business Owners Association
- Marise McDermott
    - Witte Museum
- Richard Moore
    - Tobin Hill Neighborhood Association
- Lynn Osborne Bobbitt
    - Brackenridge Park Conservancy
- Jason Rodriguez & Timothy Mulry
    - VIA Metropolitan Transit
- Armando Saliba
    - University of the Incarnate Word
- Graciela Sanchez
    - Esperanza Peace and Justice Center
- Suzanne Scott
    - San Antonio River Authority
- Bill Shown
    - Silver Ventures
- Max Woodward
    - FRED / Uptown NA
- Jill Eulate
    - Project Manager, MIG
- Jay Renkens
    - Principal-in-Charge, MIG
- Garrett Phillips
    - Project Manager, City of San Antonio

## *The Selection Process*

Each of the SA Tomorrow sub-area plans was developed with regular input and participation from local residents, business owners, property owners, institutional representatives, and other key partners and stakeholders. In addition, a formal **Planning Team** was created for each sub-area that provided more frequent, in-depth, and consistent advice and guidance throughout the planning process. The composition of the Planning Team for each area is drawn from the representatives and stakeholders described above, and varies depending on the existing uses, assets, challenges and opportunities associated with each area. The list of planning team members above does not include alternate representatives who filled in for those above when they were unable to attend meetings. The participation of alternate representatives is greatly appreciated.

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# 2. Existing Conditions

## A History of the Midtown Area

Midtown's history runs deep. Native Americans, 18th century missionaries, Canary Island immigrants, 1920's era families, and some of San Antonio's great organizers all made lives and established community here. Supported by the San Antonio River and San Pedro Springs Creek for over ten thousand years, Midtown is still home to a vibrant and diverse mix of people.

The landscape bears signs of the past. Some streets trace historic acequia routes. Mature, full-canopied trees and historic homes mark the street car neighborhoods that many families have called home for multiple generations. The old Pearl Brewery building, the Aurora building, and other historic buildings and parks remind us of earlier eras when the community had both the prosperity and vision to invest in the future.

Prominent cultural identities in Midtown include Mexican American and Lesbian, Gay, Bisexual, Transgender, Queer, Plus. Long term householders, new immigrants, entrepreneurs, artists, and community organizers have made space in Midtown for these cultures to persist and evolve.

Today, the Midtown Sub-Area includes the neighborhoods of Mahncke Park, Westfort, Tobin Hill, Uptown/St. Ann's, Five Points, and a small portion of Government Hill. While the area is evolving, the rivers, historic qualities, and diverse people continue to attract newcomers to Midtown. A strong sense of civic pride is evident in the abundance of Midtown associations, non-profits, robust businesses, and rich stories shared by residents.

[See **Exhibit 1: Existing Conditions Atlas** (following page 100)]

## Assets

Midtown is a place of choices. It's rich in rivers, trees, and parks. A diverse mix of housing types, including small to large apartment buildings, supports a diverse population. There are new shopping and restaurant clusters, traditional Mexican-American eateries and fruterías, specialty hardware stores, multiple museums and colleges, and San Antonio's primary cluster of Lesbian, Gay, Bisexual, Transgender, Queer, Plus gathering places and businesses. Midtown's employers include large organizations like Metropolitan Methodist Hospital, and locally owned business. Midtown's residents and visitors can participate in its cultural heritage while contributing to the area's future. Midtown's strong social fabric and cultural roots will maintain an eclectic identity for the area as it adapts to changing times.

## Challenges

The places and neighborhoods in Midtown mean different things to different people. Midtown's transportation system is designed primarily for automobiles, but growing numbers need or want other convenient, reliable, and safe transportation options. Recent, new housing is not priced affordably for many people who already live here. Midtown is home to people and families with lifetimes of living room memories, and regional destinations like the museums and colleges that are important to all San Antonians. Midtown's places have unique identities, rooted in the landscape, buildings, and people. As Midtown continues building on its strengths, central challenges are to ensure that all people can participate in Midtown's future and improve quality of life, while maintaining the unique communities and cultures that comprise Midtown today.

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## Opportunities

Midtown has room to grow. It can become a place of even more choice, with more options to live, work, and play. Midtown has housing that is diverse and affordable. We have an opportunity to maintain that diversity and affordability, and to create more. Midtown also offers a diverse base of employment and educational opportunities to local and regional residents. San Antonio residents should have the choice to live in centers of opportunity, such as Midtown and other regional centers. The historic grid street pattern, future high capacity transit options, and momentum from 2017 transportation bond projects on Fred Road, St. Mary's Street, and Broadway Street mean that Midtown can have a truly multimodal transportation system that is convenient and safe, and that will help San Antonio be more sustainable and healthy.

## Sub-Area Plans and Existing Neighborhood and Community Plans

Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning. Existing and future neighborhood planning will be integrated into the planning for regional centers and community planning areas. Neighborhoods will become integral sub-geographies of these sub-areas while also receiving special attention through chapters and/or sections in each Sub-Area plan, reflecting specific opportunities, challenges, recommendations and priorities from each participating neighborhood. Neighborhood and community plans should be respected, as appropriate, as they are integrated into the sub-area plans.

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# 3. Vision and Goals

## What is a Vision Statement?

A vision statement describes the desired state of a place in the future. With community support, an effective vision can influence decisions and inspire action to move toward that idealized future. Goals further describe the outcomes that will support the realization of the vision. These, in turn, are supported by more specific recommendations and strategies that will implement the bigger-picture vision and goals. These strategies will involve specific proposed projects, programs, policies, and other means of achieving the community vision.

The Midtown Regional Center Vision and Goals were developed with input from residents and community stakeholders through an iterative process of developing and refining these concepts. During preliminary community engagement efforts, community members articulated important values and identified Midtown's assets, challenges, and opportunities. This community input became the basis for Midtown's Vision and Goals, which were refined with feedback from the Planning Team and participants at a second Community Meeting.

## Establishing the Vision and Goals

The success of the SA Tomorrow Sub-Area Plans depends on broad participation from area stakeholders. To ensure this success, City staff worked with a wide range of community members throughout the planning process. These included neighborhood associations, business and property owners, residents, employers, educational and cultural institutions, public and nonprofit organizations, and other City departments to create a realistic and implementable plan for the Midtown Regional Center.

The planning process was designed to create a "feedback loop" between the City and the community as the plan was developed. This approach ensures that the Sub-Area Plan reflects community values and priorities. A variety of tools and techniques were used to ensure that those interested were well-informed about the SA Tomorrow Area Plans; encouraged to participate in a range of stimulating events and activities; and engaged in providing constructive feedback on a preferred future.

For each public input exercise, this document describes what was asked, how the input was presented back to the stakeholders, and carried forward in further engagement exercises and eventually incorporated into the plan.

Results from the exercises are available in the website Documents Library and as an appendix to the Plan. In some cases, results have been summarized. Throughout the process, complete raw results from exercises have been posted on the plan webpage.

To facilitate public information and community participation, the Midtown Regional Center website was created and made available to the general public. The website includes a section for leaving comments which are sent directly to the project manager.

**Exercise 1: Draft Assets, Challenges, and Opportunities**

At the initial Planning Team kick off meeting, the Planning Team discussed assets, challenges, and opportunities in the Midtown area as well as strategies for outreach efforts. Results of Exercise 1 were posted to the website's Documents Library. This information helped inform draft plan vision elements, priorities & goals.

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Exercise 2: Draft Vision Elements

In the second Planning Team meeting, participants started to develop a vision and goals for the Midtown Regional Center through an exercise in which the group was presented with a large wall map of the Midtown Area and asked to identify and discuss assets, areas with opportunity for positive change, and challenges and themes for the Midtown Regional Center vision. Results of Exercise 2 were posted to the plan website and distributed to the planning team. This exercise helped inform the draft plan vision and goals statements.

Exercise 3: Develop Area Vision and Goals

The first Midtown Area Community Meeting was held August 23rd, 2017 at the St. Ann's Gymnasium. Spanish interpreters were available. One of the objectives of this meeting was to develop a draft vision and goals for the Midtown Regional Center. Community members participated in several facilitated small group exercises. First each group used a map of the Midtown area to identify strengths, opportunities and challenges. The vision and goals exercise asked community members to write a statement describing how they envision the future of the Midtown Area. Facilitators encouraged community members to think about elements such as housing, connectivity, mobility, parks and open space, shops, restaurants, employment and other amenities. Small group's identified common themes amongst their group's individual vision statements. From these common themes, each group completed a summary of their ideas which was then read aloud by one spokesperson from each group to the entire audience. Examples of group summary images can be seen here. Results of Exercise 3 were posted to the plan website. These results directly informed the draft vision and goals statement.

Exercise 4: Review Draft Vision and Goals

During Planning Team Meeting #3, the initial draft vision statement and goals were presented for discussion and comments. Results of Community Meeting #1 were integrated into the discussion. Results were included in the meeting summary posted to the plan website and were used to refine the Midtown Area's vision and goals statements for the draft plan.

Exercise 5: Review and Confirm Draft Vision and Goals

In the second community meeting, participants were invited to comment on the Midtown Draft Vision and Goals. The exercise asked participants to use colored markers to highlight (or add comments) words or statements of interest to them: Green= "Like", Blue = "Add", Red = "Dislike". Results of the exercise were posted to the plan website via the Community Meeting #2 Summary. These results primarily supported the Draft Midtown Regional Center vision and goals.

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## Vision

In 2040, Midtown will reflect the diversity of San Antonio's people and families. Historic neighborhoods, rooted communities, iconic waterways and parks, and places of culture and learning will continue to characterize the area.

Unique destinations will each include an abundance of places to live, work, learn and enjoy, yet each will have a distinct character, featuring—and growing from—local culture and landscape.

Midtown's neighborhoods will continue to convey historic character and will have affordable homes and apartments for a diverse population. People of all ages and circumstances will be able to choose, stay, and call Midtown home.

Midtown's multiple-purpose streets, trails, and public places will offer comfortable and convenient choices for walking, biking and transit riding, and make it easy to get exercise, socialize, and experience nature in a healthy environment.

## Goals

### *Goal 1: Preserve Midtown's Distinct Character*

- Preserve Midtown's essential character-defining elements: the diversity of people and the unique character of individual places and neighborhoods.
- Maintain buildings with exemplary historic character.
- Highlight the history and heritage of the area and share stories through urban design, public art, and cultural events.
- Continue to nurture Midtown's identity as a welcoming place for diverse families.

### *Goal 2: Connect Neighborhoods and Destinations*

- Improve sidewalks and trails to safely connect regional destinations, neighborhoods, transit, employment, shopping, schools, and green spaces.
- Improve connections across busy roads like San Pedro Avenue and highways like I-10, and make walking comfortable and enjoyable with lighting, trees, and slower traffic.
- Make biking safe and enjoyable for people of all biking comfort levels.

### *Goal 3: Support Great Transit*

- Capitalize on Midtown's central location, potential for comfortable walking, and concentration of housing, jobs, and destinations.
- Build high capacity transit service and provide regular service improvements within Midtown and to destinations such as Downtown, Medical Center, UTSA, and Brooks.

### *Goal 4: Support Unique, Mixed Activity Areas*

- Foster an appropriate mix, density, and orientation of land uses in each part of Midtown to maintain the character of unique places, such as the North St. Mary's Street music culture.
- Accommodate growth while preserving distinct characteristics of each part of Midtown and providing thoughtful transitions between uses.
- Support unique district cultures in Midtown, such as Lesbian, Gay, Bisexual, Transgender, Queer, Plus cultures on Main Street.

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## *Goal 5: Broaden Housing Choices*

- Offer a range of housing types and price-points to meet the diverse needs of residents such as, seniors, students, families, and others.
- Conserve existing affordable housing and the existing diverse mix of housing types and expand affordable housing options.
- Rehabilitate or redevelop housing that is in poor condition.
- Focus most new housing development closer to multimodal transportation corridors.

## *Goal 6: Improve Pedestrian- and Transit-Oriented Retail and Services*

- Building on the unique character and strengths in each retail corridor, support more diverse options, including small-scale markets, affordable healthy food, entertainment, and other amenities for Midtown's diverse residents and visitors.
- Encourage building maintenance and renovations to beautify commercial corridors and create walkable, active street areas next to buildings.

## *Goal 7: Stimulate a Thriving Economy*

- Create more employment opportunities to continue attracting a diverse residential population.
- Leverage existing robust employment anchors such as University of Incarnate Word, San Antonio College, and Methodist Hospital.
- Continue to improve Midtown's great assets and public spaces, such as the Broadway Cultural Corridor, to attract more employers.
- Cultivate target markets related to arts, culture, entertainment, technology, and wellness.

## *Goal 8: Improve Outdoor and Nature Experiences*

- Integrate nature and green space throughout Midtown, using creek-side trails (e.g., along San Pedro Springs Creek), Latin American-inspired plazas with vegetation, park-like streets, or other innovative spaces that include nature.
- Sustain large canopy trees and mature landscaping as defining features of Midtown's neighborhoods.

## *Goal 9: Promote Health and Sustainability*

- Improve access to affordable, healthy foods.
- Encourage concentrations of places to live, work, and play.
- Design streets and public places to make being outdoors delightful.
- Achieve multiple community goals with green infrastructure: use large trees, landscaping, and stream restoration to clean stormwater, reduce flooding, make great public spaces, improve walkability, reduce urban heat, and leave a great legacy downstream.

## *Goal 10: Pursue Transformative Projects*

- Elevate Midtown's aesthetic appeal, stimulate economic growth, and meet local needs by transforming vacant properties and old***er buildings through reuse, redevelopment, or new development.***

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### *Goal 11: Grow Unique Destinations*

- Fortify Midtown destinations with complementary housing, education, employment, entertainment and transportation choices.
- Reinforce the Broadway Cultural Corridor, historic parks, San Antonio River, and San Pedro Springs Creek as places familiar to all San Antonians and welcoming to the world.
- Support other thriving retail, entertainment, and cultural destinations that already have a community and successful identify, such as the Pearl District, St. Mary's Street, and Main Street.
- Support other corridors (such as Fredericksburg Road, San Pedro Avenue and McCullough Avenue) in building on their best qualities.

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# 4. Plan Framework

## Establishing the Plan Framework and Recommendations

The Plan Framework map includes key physical improvements and strategic concepts that will influence development in the Midtown Regional Center. These include priority focus areas and mixed-use corridors; pedestrian, bicycle, and street improvements; and parks and open space recommendations.

The Midtown Regional Center Plan Framework was developed through a combination of technical analysis and community input. The Framework illustrates and outlines the overall long-term vision for the Midtown Regional Center, including areas where new development will be focused, key mobility improvements, opportunities for more parks and open space, and other "big moves" that will shape the future of the area.

At the beginning of the planning process, the project team studied the Midtown Regional Center to understand the history and development of the area as well as existing conditions. The Planning Team shared their input regarding area assets, opportunities, and challenges to develop a more nuanced understanding of the Regional Center and the community's values and priorities. City staff also conducted additional stakeholder and public outreach to capture input from a broad range of Midtown area residents. Through a series of facilitated work sessions and interactive exercises, the Planning Team provided input and direction that is reflected in the Plan Framework.

Over several months, project staff and the Planning Team worked collaboratively to build upon the Framework to identify the key priorities, improvements and strategies that will shape the plan and guide growth, development and investment in the Midtown Regional Center. Following Planning Team Meeting #8, the Planning Department held a series of meetings with members of the original neighborhood plan advisory teams for neighborhood plans that overlap with the Midtown Regional Center, and current neighborhood association board members. The results of these meetings, among a variety of other community input received through stakeholder meetings, small group discussions, and intercepts throughout the planning process, informed the Plan Framework. Following is a discussion of the primary Community Meeting and Planning Team exercises that were used to inform each element of the Plan Framework.

<u>Plan Framework</u>

During Planning Team Meeting #3, initial development opportunity areas were presented, and used to inform two, small group, map-based discussions that identified preliminary elements of the Plan Framework, including: preferred focus areas; mixed-use corridors; new park or plaza locations; trail, bicycle, and transit routes; intersection improvements; and gateways.

<u>Focus Areas</u>

At Planning Team #4 on October 26th, 2017, the Planning Team further refined the focus areas. For the selected focus areas, the Planning Team identified purpose, future character, appropriate building heights and areas of transition. This exercise was also completed at Community Meeting #2 on November 18th, 2017.

<u>Mobility</u>

The Planning Team Meeting #3 Plan Framework mapping discussion informed the Mobility Framework. Community Meeting #3 offered two exercises to inform the Mobility Framework. In the first exercise, prominent streets were identified on the mobility framework diagram. Participants

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then voted using stickers with bus, car, and bicycle icons to symbolize what mode of travel they thought needed to be prioritized on each street. The other activity used a profile view image of a streetscape, and invited particiapnts to allocate space to alternative modes and alements of the streetscape, such as automobile travel lanes, turn lanes, alternative sidewalk widths, alternative bicycle facilities, and transit lanes. The results of the exercise were used to inform the Mobility Framework element of the Plan.

Amenities and Infrastructure

Planning Team discussions throughout the planning process and the results of Community Meetings #1 and #2 were used to inform the Amenities and Infrastructure Recommendations. A substantial amount of input on these topics was received through planning process exercises regarding assets, opportunities, vision, focus areas and mixed-use corridors, land use, and neighborhood priorities. Planning Team Meeting #6 included dedicated discussion through a mapping exercise to inform the Amenities and Infrastructure recommendations.

Land Use

The initial draft future land use map was informed by community input from Community Meetings #1 and #2, and Planning Team Meetings #1 through #5. At Planning Team Meeting #6, the Planning Department introduced the proposed land use classifications to be used throughout San Antonio, as well as the methodology used to create the draft land use maps. Then the Midtown initial draft future land use map was presented and discussed, focusing on smaller areas of Midtown. At Planning Team Meeting #7, areas of Midtown that received less attention in Planning Team Meeting #6 were discussed, including areas adjacent to Broadway Street. Discussion in these meetings also informed land use policy concepts to accompany the future land use map. Feedback from these two meetings was used to present conceptual revisions to the future land use map at Planning Team Meeting #8, where additional feedback was obtained. The results of these meetings, and other input received throughout the planning process, were used to complete the future land use map and policy.

Housing

The Housing recommendations were informed by input received in Community Meetings #1 and #2, and Planning Team Meetings #1 through #8. Housing was a recurring topic of input throughout the planning process. Planning Team Meeting #5 included a presentation on initial draft housing concepts and dedicated discussion to inform housing recommendations. Community Meeting #2 included an exercise that invited participants to identify alternative types of appropriate housing for neighborhoods and for focus areas and mixed-use corridors.

Economic Development

The Economic Development recommendations were informed by input received in Community Meetings #1 and #2, and Planning Team Meetings #1 through #8. Planning Team Meeting #5 included a presentation on initial draft economic development strategies and dedicated discussion to inform economic development recommendations.

## Plan Framework Overview

[See **Figure 3: Plan Framework Map** (page 85)]

Midtown has four focus areas and several mixed-use corridors. Each focus area is unique, however, they are all places where more people will live, work, and play in the future, and where there will be more gathering places, basic stores, services, and destinations. They are oriented to, or anchored by, large employers like Methodist Hospital, existing amenities like museums, or planned improvements to parks, trails, and high-quality transit service.

The framework map includes potential routes where high quality transit service should be considered in the future, where bicycling should be comfortable and efficient, and where pedestrian connections to regionally significant amenities should be improved. These connections will provide choices, and multiple easy and enjoyable ways to move through Midtown and access its many destinations.

# Land Use

[See **Figure 4: Future Land Use Map** (page 86)]

## *Future Land Use*

The Midtown Area Regional Center land use plan supports the SA Tomorrow Comprehensive Plan, Multimodal Plan, and Sustainability Plan, draws on recommendations from the SA Corridors Strategic Framework Plan and implements the Vision, Goals, and Plan Framework for the Midtown area. The land use plan supports stability in neighborhoods and the anticipated evolution of unique places and destinations in centers and mixed-use corridors that are both anchored by, and mutually supportive of, great transit service and delightful outdoor places. Consequently, the land use map can be simply described as focusing on neighborhood areas, mixed-use areas, and a light industrial area.

### *Neighborhood Areas*

Neighborhood areas, classified as Urban Low Density Residential or Medium Density Residential on the future land use map, are supposed to be primarily quiet, stable residential places that retain their character in the future. The land use plan provides for a modest amount of additional households to join these neighborhoods, primarily where the existing zoning would support such growth. Commercial businesses should typically not encroach into these areas in so much as they cause significant disruption to the ambience and quality of life and divert commercial activity from places where it is specifically desired.

### *Mixed-Use Centers and Corridors*

Mixed-use areas, which are typically in focus areas or next to existing and planned transit corridors, major amenities or employment anchors, or existing commercial areas, are supposed to support a mix of business, jobs, shopping, services, and living. Each mixed-use area has unique qualities, potential, and constraints, and the land use plan reflects this by differentiating the three adopted mixed-use categories. The lowest intensity mixed-use land use category is Neighborhood Mixed-Use. This encourages smaller buildings in areas with fewer people and less activity and is planned primarily for areas next to Flores Street, McCullough Avenue, St. Mary's Street, and Ashby Street. The highest intensity mixed-use areas, which are intended to host the most people living, working, and recreating, are focused on portions of San Pedro Avenue; the two focus areas adjacent to San Pedro Avenue; and some areas adjacent to Broadway Street. These areas are designated as Regional Mixed-Use. An intermediate intensity mixed-use classification, Urban Mixed-Use, is proposed for much of Main Avenue, Fredericksburg Road, other areas adjacent to Broadway Street, and other selected nodes where VIA transit routes intersect one another.

The Employment/Flex Mixed-Use land use category is used throughout most of the San Antonio River Focus Area to create a place with a mix of light fabrication, studio spaces, residences, and offices.

Together the mixed-use areas will absorb development that would otherwise pressure neighborhoods, blue collar job areas, and natural resources, and instead support high quality transit service, great amenities and public spaces, and housing and economic opportunity for existing neighborhood residents and future generations.

### *Light Industrial Areas*

The area south of Culebra and west of San Marcos is proposed for the "Light Industrial" future land use and is intended to continue supporting existing businesses and blue-collar jobs. In the long term, this area could serve as an industrial refuge to the extent that industrial uses remain viable and may support the Comprehensive Plan goal of adding new jobs to Regional Center areas. It is vital that this area continues to support the future job capture for this regional center as well as continue to assist in sustaining San Antonio's dwindling industrial and blue-collar heritage in the central city. Conversely, the area could also serve as a future bank of land that could accommodate substantial residential growth should a Sub-Area Plan update determine that additional residential growth capacity is needed. Incremental plan amendments and zoning changes that allow residential uses to encroach in this area are discouraged.

## *Land Use Recommendations*

Four land use recommendations are identified to support the land use plan for the Midtown Area Regional Center. In the implementation section of the plan, specific strategies are provided for each recommendation.

***Land Use Recommendation #1: Initiate rezoning in selected mixed-use corridors and focus areas and update the Unified Development Code to support transit-oriented development, mixed-use corridors, and centers with a high-quality public realm.***

Prior plans in the Midtown area, dating as far back as 2001, envisioned vibrant pedestrian and transit-oriented main street places in many of the same areas identified in this plan. However, due to a variety of factors, including, but not limited to, sub-optimal zoning and design standards, most recent examples of new development in these "mixed-use" areas are auto-oriented, single-use developments that do not contribute to the goals of previously adopted neighborhood plans, the SA Tomorrow Comprehensive Plan, and the Midtown Regional Center Plan.

Implementing the Midtown land use plan will require a coordinated approach to update multiple sections of the Unified Development Code and the mixed-use corridors and focus areas on the zoning map. New mixed-use and revised transit-oriented zoning districts should be written into the Unified Development Code and the City should lead in rezoning selected portions of focus areas and mixed-use corridors using these new zones. The new transit-oriented and mixed-use zoning should encourage vertical mixed-use development, with public-facing commercial activity on ground floors, and offices and/or residences above. New automobile-oriented uses and site designs should be discouraged or prohibited in these zoning categories.

Successful and vibrant retail areas featuring significant pedestrian activity and a diverse mix of business and services rely on a substantial population to support them. Their success also relies on businesses being sufficiently concentrated, rather than overly spread out across long travel corridors, interspersed with vacant areas and abundant surface parking areas. Accordingly, to activate underused places, meet the city's housing goals, and encourage concentrated vibrant

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commercial areas, multifamily residential development is encouraged in mixed-use corridors and focus areas.

Apart from regulating uses, the Unified Development Code (UDC) also regulates design, building forms, tree planting and preservation, parking, driveways, and more. Regulations on each of these topics have contributed to the current built environment and mix of uses in Midtown and the ongoing prevalence of new auto-oriented development. The UDC should be optimized to reflect the guidance provided by the SA Tomorrow Comprehensive Plan and the emerging vision from each SA Tomorrow Sub-Area Plan.

***Land Use Recommendation #2: Encourage zoning that supports the maintenance of neighborhood character while encouraging affordable housing, housing for all stages of life, and housing that is accessible to people with mobility impairments.***

Maintaining and creating new housing that is accessible to people with disabilities, affordable to lower income households, and useful for larger households is necessary to support the Midtown Vision and Goals.

Taken together with Midtown and other city goals to maintain the physical character of inner city neighborhoods, there may be an opportunity to create a new combination of residential design and zoning standards, that ensure the physical form of new neighborhood residential construction is consistent with local character, while removing barriers to the creation of new housing and rehabilitation of existing housing that is diverse, accessible, and affordable. For example, in residential areas where physical form is not already protected by a neighborhood conservation district or historic district, more conservative limits on setbacks, floor area ratio, height, or lot coverage can ensure consistency with existing neighborhood character, while allowing a marginal increase in the number of allowed dwelling units that support housing supply, affordability, and diversity goals.

A planning process that involves all relevant stakeholders, multiple agencies and experts, and design professionals will be needed to explore this concept and develop UDC updates based on the findings and community input. It would be potentially applicable to multiple inner-city areas, so accordingly would involve a wide range of community representatives, and should be informed by additional sub-area planning efforts in coming years, rather than implemented as a short term follow-up action to only the Midtown Regional Center Plan.

A residential infill design competition showcasing several desired housing types in typical inner-city residential contexts would complement the technical investigation as well as the community conversations on what kinds of physical design outcomes would be comfortable for neighborhood residents. Multiple ongoing community conversations are already generating ideas that could inform this effort, including the Mayor's Housing Policy Taskforce, and design workshops hosted by the Office of Historic Preservation and partner design firms.

***Land Use Recommendation #3: Discourage incremental rezoning (both up zoning and down zoning) in Midtown neighborhood areas.***

Neighborhood stability, ensuring adequate housing supply, and fostering vibrant, pedestrian-oriented commercial areas are important elements of this plan. In Midtown, there is substantial supply of land available for commercial uses in mixed-use corridors and focus areas; however, there is a forecast need for several thousand additional housing units by 2040. Accordingly, new, incompatible commercial uses in neighborhood residential areas are discouraged.

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To support stability, predictability, and modest growth in housing supply and choice within neighborhood areas, down-zoning residential properties to restrict housing unit density and exclude potential future neighborhood residents is discouraged. Similarly, changing the base zone of residentially zoned properties in neighborhood residential areas to allow more density is also discouraged.

Where additional households or uses beyond those currently allowed may be appropriate, conditional rezoning is a mechanism that provides more certainty as to development outcomes and the future evolution of a property. Accordingly, to support stability and predictability while supporting other community goals, such as incenting affordable housing, housing for people with disabilities, housing with multiple bedrooms for families, and reinvestment in existing structures that contribute to the essential character of a neighborhood, conditional rezoning is preferred over changing the base zoning district of properties in residential areas of the neighborhood.

Similarly, to implement the recommendations of the Mayor's Housing Policy Taskforce to incent certain types of housing, some combination of Unified Development Code amendments and rezoning in neighborhood residential areas that simultaneously encourages more housing for people, while providing more certainty on building and site design is encouraged.

Rezoning individual properties from MF-33 is supported in order to ensure building forms and site designs that are consistent with neighborhood character if the rezone does not reduce the number of allowed dwellings on the site.

***Land Use Recommendation #4: Land use decisions should support the continued use or adaptive-reuse of existing structures that contribute to the essential character of Midtown.***

Mixed-use areas include clusters of small historic landmark buildings or existing buildings that contribute to the essential character of the area. Historic pockets occur, for example, adjacent to Fredericksburg Road, between Cincinnati and Craig Place near the intersection of Lewis and Poplar Streets, as well as other locations throughout Midtown's future mixed-use areas. Several resources can be used to understand the character of these places and the buildings in them, including Office of Historic Preservation historic resource surveys and inventories, neighborhood conservation district inventories, and previously adopted plans. To make maintenance and rehabilitation of these structures financially viable, profitable uses of these structures to the greatest intensity feasible is encouraged.

## *Future Land Use Categories*

As described above, the Midtown Regional Center Plan includes a range of land use designations that represent the unique character of the area, while encouraging and supporting development patterns that reflect the goals of the SA Tomorrow Comprehensive Plan and the preferences of the Midtown community. Listed below is the full list of land use categories adopted by City Council into the Unified Development Code (UDC), Chapter 35, on October 11, 2018. Each category listed includes a description, general guidance on where the land use designation is most appropriate, and a list of allowable zoning districts.

### *Residential Estate*

Residential Estate includes large lot single-family detached houses on individual estate-sized lots or in conservation subdivisions. This form of development should be located away from major arterials, and can include certain nonresidential uses such as schools, places of worship, and parks that are centrally located for convenient neighborhood access. Permitted zoning districts: FR, R-20, RE, and RP.

Typical densities in this land use category would be up to 2 dwelling units per acre.

### *Low Density Residential*

Low Density Residential includes single-family detached houses on individual lots, including manufactured and modular homes. This form of development should not typically be located adjacent to major arterials. This land use category can include certain nonresidential uses such as schools, places of worship, and parks that are centrally located for convenient neighborhood access. Permitted zoning districts: R-4, R-5, R-6, NP-8, NP-10, and NP-15.

Typical densities in this land use category would range from 3 to 12 dwelling units per acre. IDZ and PUD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Urban Low Density Residential*

Urban Low Density Residential includes a range of housing types including single-family attached and detached houses on individual lots, small lot residences, duplexes, triplexes, fourplexes, cottage homes, manufactured homes, low-rise garden- style apartments, and manufactured home parks. This land use category may also accommodate small scale retail and service uses that are intended to support the adjacent residential uses. Other nonresidential uses, including, but not limited to, schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. Permitted zoning districts: R-3, R-4, R-5, R-6, RM-5, RM-6, MF-18, MH, MHC, MHP, and NC

Typical densities in this land use category would range from 7 to 18 dwelling units per acre. IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Medium Density Residential*

Medium Density Residential accommodates a range of housing types including single-family attached and detached houses on individual lots, manufactured and modular homes, duplexes, triplexes, fourplexes, and low-rise, garden-style apartments with more than four (4) dwelling units per building. Cottage homes and very small lot single-family houses are also appropriate within this land use category. Higher density multi-family uses, where practical, should be located in proximity to transit facilities. Certain nonresidential uses, including, but not limited to, schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. Permitted zoning districts: R-3, R-4, RM-4, RM-5, RM-6, MF-18, MF-25, MF-33, MH, MHC, and MHP.

Typical densities in this land use category would range from 13 to 33 dwelling units per acre.

IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *High Density Residential*

High Density Residential includes low-rise to mid-rise buildings with four (4) or more dwelling units in each. High density residential provides for compact development including apartments, condominiums, and assisted living facilities. This form of development is typically located along or near major arterials or collectors. High density multi-family uses should be located in close proximity to transit facilities. Certain nonresidential uses, including, but not limited to schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. This classification may be used as a transitional buffer between lower density residential uses and

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nonresidential uses. High density residential uses should be located in a manner that does not route traffic through lower-density residential uses. Permitted zoning districts: RM-4, MF-25, MF-33, MF-40, MF-50, MF-65, MH, MHC, and MHP.

Typical densities in this land use category would range from 25 to 50 dwelling units per acre.

IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Neighborhood Commercial*

Neighborhood Commercial includes smaller intensity commercial uses such as small-scale retail or offices, professional services, and convenience retail and services that are intended to support the adjacent residential uses. Neighborhood commercial uses should be located within walking distance of neighborhood residential areas. Special consideration should be given to pedestrian and bicycle facilities that connect neighborhoods to commercial nodes. Permitted zoning districts: O-1, NC, and C-1.

IDZ, PUD, MXD, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Community Commercial*

Community Commercial includes offices, professional services, and retail uses that are accessible to bicyclists and pedestrians and linked to transit facilities. This form of development should be located in proximity to major intersections or where an existing commercial area has been established. Community commercial uses are intended to support multiple neighborhoods, have a larger market draw than neighborhood commercial uses, and attract patrons from the neighboring residential areas. All off-street parking and loading areas adjacent to residential uses should include landscape buffers, lighting and signage controls. Examples of community commercial uses include, but are not limited to, cafes, offices, restaurants, beauty parlors, neighborhood groceries or markets, shoe repair shops and medical clinics. Permitted zoning districts: O-1.5, NC, C-1, and C-2.

IDZ, PUD, MXD, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Regional Commercial*

Regional Commercial includes high intensity uses that draw customers from both adjacent communities as well as the larger metropolitan region. Regional commercial uses are typically located in general proximity to nodes along expressways or major arterial roadways and incorporate high-capacity transit facilities. Regional Commercial uses should incorporate well-defined entrances, shared internal circulation, limited curb cuts to expressways and arterial streets, sidewalks and shade trees in parking lots, landscaping between the parking lots and roadways, and well- designed monument signage. Examples of regional commercial uses include, but are not limited to, movie theaters, plant nurseries, automotive repair shops, fitness centers, home improvement centers, hotels and motels, mid- to high-rise office buildings, and automobile dealerships. Permitted zoning districts: O-1.5, O-2, C- 2, C-3, L, and BP.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

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### *Neighborhood Mixed-Use*

Neighborhood Mixed-Use contains a mix of residential, commercial, and institutional uses at a neighborhood scale. Within mixed-use buildings, residential units located above first floor are encouraged. Typical first floor uses include, but are not limited to, small office spaces, professional services, and small scale retail establishments and restaurants. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Neighborhood Mixed-Use area to ensure access to housing options and services within close proximity for the local workforce. Where practical, buildings are situated close to the public right-of-way, and parking is located behind buildings. Parking requirements may be minimized using a variety of creative methods, such as shared or cooperative parking agreements, to maximize land available for housing and community services. Pedestrian spaces are encouraged to include lighting and signage, and streetscaping should be scaled for pedestrians, cyclists, and vehicles. Properties classified as Neighborhood Mixed-Use should be located in close proximity to transit facilities. Permitted zoning districts: RM-4, RM-5, RM-6, MF-18, O-1, NC, C-1, MH, MHC, MHP, FBZD, AE-1, and AE-2.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Urban Mixed-Use*

Urban Mixed-Use contains a mix of residential, commercial, and institutional uses at a medium level of intensity. Urban Mixed Use development is typically larger-scale than Neighborhood Mixed-Use and smaller-scale than Regional Mixed-Use, although many of the allowable uses could be the same in all three categories. Building footprints may be block-scale, but could be smaller depending on block configuration and overall development density. Typical first floor uses include, but are not limited to, professional services, offices, institutional uses, restaurants, and retail including grocery stores. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Urban Mixed-Use areas to ensure access to housing options and services within close proximity for the local workforce. Structured parking is encouraged in Urban Mixed-Use category, but is not required. Parking requirements may be satisfied through shared or cooperative parking agreements, which could include off-site garages or lots. The Urban Mixed-Use category should be located in proximity to transit facilities. Permitted zoning districts: RM-4, RM-5, RM-6, MF-18, MF-25, MF-33, MF-40, O-1, O-1.5, C-1, C-2, MH, MHP, MHC, FBZD, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Regional Mixed-Use*

Regional Mixed Use contains residential, commercial and institutional uses at high densities. Regional Mixed-Use developments are typically located within regional centers and in close proximity to transit facilities, where mid-rise to high-rise buildings would be appropriate. Typical lower floor uses include, but are not limited to, offices, professional services, institutional uses, restaurants, and retail including grocery stores. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Regional Mixed-Use areas to ensure access to housing options and services within close proximity for the local workforce. Where feasible, development is ideally built at the block scale, with minimum building

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setbacks. Parking requirements may be satisfied through shared or cooperative parking agreements, which can include off-site garages or lots. If parking requirements are satisfied on-site, structured parking is encouraged. Pedestrian spaces are encouraged to be generous in width and lighting, with streetscaping and signage scaled to pedestrians. Regional Mixed Use projects encourage incorporation of transit facilities into development. Permitted zoning districts: MF-33, MF-40, MF-50, MF-65, O-1.5, O-2, C-2, C-3, D, ED, FBZD, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Employment/Flex Mixed-Use*

Employment/Flex Mixed-Use provides a flexible live/work environment with an urban mix of residential and light service industrial uses. Uses include smaller-scale office, retail, art studio warehouses, art-oriented fabrication, creative businesses and work spaces, and cottage industrial and fabrication uses. Adaptive uses of vacant or underutilized structures are encouraged to provide residential urban infill and appropriate employment opportunities within or in close proximity to neighborhoods. Buildings have a smaller footprint and can closely resemble campus-like development across multiple sites or with several multi-functioning buildings on one site. Permitted zoning districts: RM-4, MF-18, MF-25, MF-33, O-1, O-1.5, C-1, C-2, L, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Business/Innovation Mixed-Use*

Business/Innovation Mixed-Use accommodates industrial uses with office, commercial, and residential uses, all within a cohesive setting, on a larger scale and within larger footprints than the Employment/Flex Mixed-Use category. Industrial arts workshops, high tech fabrication, processing and assembly, and other industrial uses are permitted, in addition to commercial uses. Vocational training, technological learning centers, medical campuses, and research/development institutions are also appropriate for these spaces. Additional environmental performance standards should be employed for properties designated as

Business/Innovation Mixed-Use, such as hours of activity, loading, noise levels and lighting, to ensure that the intensity of the industrially oriented uses is comparable to that of the other non-residential uses. The mix of uses may be either vertically or horizontally distributed. Live/work housing options are permissible in Business/Innovation Mixed Use areas to ensure access to housing options and services within close proximity of business innovation areas for the local-workforce. Business/Innovation mixed use should incorporate transit and bicycle facilities to serve the training and employment base. Permitted zoning districts: RM-4, MF-18, MF-25, O-1.5, O-2, C-2, C-3, L, I-1, MI-1, BP, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Light Industrial*

Light Industrial includes a mix of manufacturing uses, business park, and limited retail/service uses that serve the industrial uses. Industrial uses should be screened and buffered from adjoining non-industrial uses. Any outside storage should be under a roof and screened from public view. Examples of light

industrial uses include drug laboratories, furniture wholesalers, lumberyards, food production, and warehousing. Permitted zoning districts: L, I-1, MI-1, and BP.

IDZ, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

### *Heavy Industrial*

Heavy Industrial includes heavy manufacturing, processing and fabricating businesses. Heavy industrial uses shall be concentrated at arterials, expressways, and railroad lines. This category is not compatible with neighborhood-scaled categories or those that permit residential zoning. Heavy Industrial should be separated from non-industrial uses by an allowable land use or a significant buffer. Examples of heavy industrial uses include auto manufacturing, battery manufacturing, and petro chemical bulk storage. Permitted zoning districts: I-1, I-2, MI-1, MI-2, QD, and SGD.

### *Agricultural*

Agricultural includes crop agriculture, ranching, and related agribusiness practices. Single-family detached houses and detached accessory dwelling units are permitted on agricultural and ranch lands at very low densities or in conservation subdivisions that will not interfere with agricultural operations. Limited commercial uses directly serving agricultural and ranching uses, such as farmers markets, nurseries, stables, bed and breakfasts are permitted. To maintain scenic qualities, natural vegetative buffers, deeper setbacks, increased signage control, earthen drainage channels, and more restrictive access management standards are desired along major scenic corridors. Floodplain protection and buffer zones along creeks and rivers are instrumental in retaining rural character. Permitted zoning districts: RP and FR.

### *Parks/Open Space*

Parks/Open Space may include, but is not limited to, large, linear, or unimproved land where conservation is promoted, and development is not encouraged due to the presence of topographic constraints or institutional uses on the site. Parks/Open Space may include utility corridors and public or private land uses that encourage outdoor passive or active recreation. Examples include city owned and/or operated pocket, regional, or linear parks, as well as private parks associated with subdivisions and neighborhood associations.

### *City/State/Federal Government*

City/State/Federal Government includes areas owned and operated by a federal, state, or city agency. Examples may include government offices, public service facilities such as libraries and police stations, military bases, state colleges, and federal courts. This category does not apply to properties owned by a public agency but leased to and operated by another party.

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# Focus Areas

[See **Figure 5: Focus Areas Framework Map** (page 87)]

Focus Areas and mixed-use corridors have a strong combination of amenities and assets, where there is room for more people to live, work and play. Focus areas may also have, or be next to, sensitive places like historic areas, creeks, or traditional neighborhoods, where improvements and growth require careful planning. Each has a unique history and will have a unique future. The plan provides extra focus on these places where there are opportunities to improve quality of life in ways that will be felt by multiple generations. Focus areas and mixed-use corridors are situated throughout the Midtown Regional Center, so the opportunities they provide will not be far from anyone in Midtown.

## *Focus Area #1: San Pedro Springs*

San Pedro Springs Focus Area is centered on San Pedro Springs Creek, next to San Pedro Springs Park and San Antonio College, Five Points Neighborhood, and Alta Vista Neighborhood. It includes VIA Metropolitan Center and primarily auto-oriented development and street environments on San Pedro Avenue, Fredericksburg Road, and Cypress Street, with an abundance of surface parking and driveways. San Antonio's 2017 Severe Pedestrian Injury Areas Report indicates that this area has Midtown's highest concentration of serious and fatal pedestrian-automobile accidents.

Surrounding areas include Temple Beth-El, College Park and Villa Tranchese housing for seniors and people with disabilities, Esperanza Peace and Justice Center, and a construction supply and light industrial area to the west. VIA is considering substantial improvements to transit service on San Pedro Avenue, Fredericksburg Road, and Cypress Street, and the City of San Antonio's and Alamo College's 2017 bonds will fund several projects in the area. Mexican American and Hispanic culture is an important part of this area's history and future. Local community and advocacy organizations, artists and public art, businesses and residents are part of this culture. Mexican Americans or Hispanics represent greater than average majorities in the residential areas surrounding the San Pedro Springs Focus Area (typically 70% to 95% on any given block).

### *Vision for San Pedro Springs Focus Area*

San Pedro Springs Focus Area should be a place for people to live, work, play, shop, and connect with each other, San Antonio's history, and San Pedro Springs Creek. It may include places to make and experience arts and culture, complementing studios, craft businesses, and theatres in the surrounding area. Development should relate to enhanced transit service on San Pedro Avenue, Cypress Street, and Fredericksburg Road. Areas near the intersections of Cypress/ San Pedro, and Fredericksburg/ Flores should be particularly transit-oriented and transit supportive. Streetscapes should be unique, comfortable, and enjoyable places to spend time. In the northern portion of the focus area, development should relate to and help define the edge of San Pedro Springs Park from the south side of Myrtle Street. A range of building sizes are contemplated for the area, similar to surrounding areas that include a diverse range of building heights, including tall buildings such as the Aurora building and Park View Apartments and finer grained streetcar era development on small lots. In limited instances, sites next to San Pedro Avenue may have buildings up to ten stories. Most development should be substantially shorter and should occur in smaller increments on smaller lots. This focus area includes redevelopment sites large enough for mixed-use development that includes a full service grocery. Given its proximity to diverse residential, retail, and service uses, enhanced VIA transit service, and complementary amenities and cultural assets such as San Pedro Springs Park, this location would be appropriate for a multigenerational community center in

the future. Catalytic Site Concepts for areas near San Pedro Avenue and San Pedro Springs Park illustrate what the area might look like in the future.

Areas immediately surrounding San Pedro Springs Creek are critical to VIA's operations for the foreseeable future. However, the long--term Midtown Plan vision for this focus area includes restoring ecology and public access to the creek, and orienting additional buildings and public spaces to the Creek so that more San Antonians can enjoy it together. This longer term vision not only supports a unique, nature-oriented place, but also should contribute to continuous north-south pedestrian connections between the headwater springs in San Pedro Springs Park and the San Pedro Springs Creek Culture Park downtown, and east-west connections to other open and natural spaces such as San Antonio College campus, Crockett Park, and the San Antonio River to the east. Nearer term development and public space improvement opportunities next to San Pedro Springs Creek (at Fredericksburg Road and at Myrtle Street), should contribute to the longer term nature- and creek-oriented development and public space vision described above.

The focus area includes southern portions of Fredericksburg Road Mixed-Use Corridor, including a site bounded by Laurel, Fredericksburg, Culebra, and Comal Streets that was historically contaminated. The site offers commanding views of the Downtown skyline and is within one block of an important transit service intersection and San Pedro Springs Creek, should be redeveloped to serve more people and contribute to the vision for this area. Existing uses west of Laredo and south of Fredericksburg Road such as food processing and construction supply uses are encouraged to continue.

## *Focus Area #2: Main Avenue*

Main Avenue Focus Area which is centered on Main Avenue and Crockett Park, is next to the City's most vibrant Lesbian, Gay, Bisexual, Transgender, Queer, Plus culture area, San Antonio College, and Methodist Hospital. The focus area is part of Tobin Hill neighborhood; however the remaining streetcar era residential area is to the east and northeast.

The focus area includes two pockets of historic landmark sites, and other individual landmark sites. Most of the area is occupied by surface parking lots and driveways. There is an assortment of uses and building types, such as small apartment buildings, multistory mid-century office and medical buildings, restaurants, bars, lodging, and a retail bank, among others.

### *Vision for Main Avenue Focus Area*

Main Avenue Focus Area should be a place for people to live, work, and play. The focus area includes a diverse employment base, with Methodist Hospital and associated health care businesses around the hospital, and south of the focus area across I-35 in downtown. Additional households, workers, and public amenity improvements should support growth in the Main Avenue retail area to the north and its expansion into the focus area south of Crockett Park.

Development should relate to Main Avenue, McCullough Avenue, and Cypress Street and should define an active urban edge to Crockett Park. New above ground pedestrian tunnels connecting buildings across streets should not be allowed, and instead pedestrian comfort and safety investments should be focused on the public streets. Growth in the medical sector, new high density residential or mixed residential-commercial development, enhanced transit service and continued growth in Downtown's River North District may catalyze further growth and amenity improvements in this focus area.

Two pockets of historic landmarks centered at the intersections of Lewis/Poplar and Euclid/Baltimore and other landmark sites, should be preserved and will contribute to a fine-grained historic character and variation in the built environment. Buildings heights surrounding Crockett Park should reflect those

of the Tobin Lofts and the Metropolitan Professional Building, while closer to I-35 one or more buildings exceeding 10 stories is encouraged. As with other parts Midtown, it is important that any buildings occupying whole blocks or large footprints be complemented by finer grained development in the immediate vicinity. A greater mix of uses and larger numbers of people using areas near I-35 would contribute to connecting Midtown with Downtown. This focus area includes redevelopment sites large enough for mixed-use development that includes a full service grocery.

## *Focus Area #3: San Antonio River*

San Antonio River Focus Area is between the San Antonio River, St. Mary's Street, and Josephine Street. It is across the San Antonio River from Pearl, and within walking distance of the St. Mary's retail and nightlife area.

The Tobin Hill Historic District and streetcar era residential neighborhoods are immediately to the west. The focus area includes a pocket of traditional neighborhood residences, blocks with creative studios, and construction supply uses. The most recent examples of redevelopment include townhomes and the conversion of light industrial buildings into offices and studios. More redevelopment is occurring here than other focus areas.

### *Vision for San Antonio River Focus Area*

San Antonio River Focus Area should be a place for people to live, work, and play and connect with the San Antonio River. It should host a mix of residential options, creative studios, and creative fabrication uses.

New building heights in this focus area should be around two to three stories, with some taller buildings to accommodate more people adjacent to Josephine Street and the San Antonio River. Development in the narrow blocks between Josephine and Grayson should be primarily oriented to Josephine Street. Development on blocks between the San Antonio River and Elmira should be oriented primarily to Elmira, but should also have secondary orientation to the River. The traditional residential neighborhood cluster on Myrtle Street between St. Mary's Street and Euclid Street is not encouraged to change. Redevelopment is encouraged on larger underutilized lots, whereas adaptive reuse of existing buildings is encouraged where there is existing fine-grained urban character.

Recommendations for streetscape improvements and urban design for this area should be carried forward from the Midtown Brackenridge TIRZ Plan (2011). These include important recommendations for bulb-outs, utility pole relocations, street lighting, trees, and the cross section on Josephine Street, which will play an increasingly important role as a primary connection between the Broadway Cultural Corridor, San Antonio River, and Pearl to the east, and the neighborhoods and focus areas in central Midtown to the west. An improved streetscape is important to Josephine fulfilling its increasingly important dual roles as a connector and a unique place in itself.

Two pending issues for this area are parking and the desire for less noise in neighborhood areas. Surface parking areas next to the San Antonio River should be redeveloped to serve more people and diverse uses next to the river. However, parking demand may increase in the next several years. Future development should include shared, centralized parking to the extent needed. As the area's residential population grows, the potential for conflicts with live music venues on St. Mary's Street increases. Live music is fundamental to St. Mary's character, and is a unique and valuable contribution to Midtown and San Antonio. New residences should be designed to dampen outside noises.

## *Focus Area #4: North Broadway*

The North Broadway Focus Area includes the Witte Museum, important entrances and transitions to Brackenridge Park, and the San Antonio River and Catalpa Pershing Channel. It is also next to University of the Incarnate Word, and Mahncke Park Neighborhood.

This area is fundamentally important to the future of the Broadway Cultural Corridor. It includes a mix of surface parking, auto-oriented retail, and multistory office buildings. Broadway Street currently serves primarily as an automobile travel corridor. The most recent examples of new development in the surrounding area on Broadway are one story, nationally-branded retail and restaurant establishments amidst surface parking that occupies a majority of each development site.

### *Vision for North Broadway Focus Area*

North Broadway Focus Area should be a place for people to learn, live, work, play, and recreate outdoors. It will play an important role in the success and character of the Broadway Cultural Corridor. Brackenridge Park, the San Antonio River, the San Antonio Zoo, Botanical Garden, Witte Museum and University of the Incarnate Word are regional destinations that should be complemented by a larger resident and workforce population, shops, restaurants, plazas and paseos connecting unique places in the blocks between Broadway and Avenue B with the Catalpa Pershing Channel and Brackenridge Park.

Fine-grained, high quality urban development should complement the iconic and character defining assets of the area, such as the Witte Museum, Catalpa Pershing Channel, Miraflores Garden, and multiple unique places within Brackenridge Park. The design and relationship of buildings to Broadway and Avenue B require careful consideration to complement and provide visual and physical access to Brackenridge Park, and to create unique, active pedestrian spaces.

Avenue B and Broadway should both be activated pedestrian environments, and both the Midtown Brackenridge TIRZ Plan (2011) and the Broadway Corridor Concept Plan (2016) included extensive placemaking and design recommendations that remain applicable and should be implemented. Buildings should typically be up to four stories, though many may be shorter. Variation in building sizes and incremental small lot development is encouraged, although some developments may occupy much of a block, especially if needed to incorporate community or urban design priorities such as affordable housing units, a shared parking structure, or a public plaza or paseo.

The Midtown land use map and policy for Regional Mixed-Use and Urban Mixed-Use areas encourages sufficiently large resident and worker populations to support active retail, culinary, and streetscape environments. However, given that most land in the surrounding area such as Brackenridge Park and Mahncke Park neighborhood residential areas are not places where many more people can live and work than currently do, fine-grained development and active mobility strategies are needed. A mix of local population and workforce growth adjacent to Broadway, shared-central parking facilities, high quality transit service, other shared mobility solutions, and streetscape improvements to Broadway and Avenue B are needed to support the vision for this focus area to transition from one characterized by large amounts of surface parking and higher speed automobile travel to one characterized by high quality and unique places for more people to explore, connect, slow down, and enjoy.

A package of flood mitigation, rezoning and design standards, streetscape, and transit system improvements can continue bringing the vision for Broadway to reality.

## *Fredericksburg Road Mixed-Use Corridor*

The Fredericksburg Road Mixed-Use Corridor extends from N Flores Street to I-10. However, the Midtown Regional Center Plan does not address most of the northeast side of Fredericksburg Road. The vision and recommendations described below should be reconciled with those created in a future sub-area plan addressing those areas.

Fredericksburg Road in the Midtown Plan area includes auto service and repair, breakfast and lunch service dining and fruterías, art studios, a theatre, convenience stores and gas stations, and historic building supply reuse stores, among other uses. Uptown, Beacon Hill, Alta Vista, and Five Points neighborhoods are next to Fredericksburg Road. Mexican Americans or Hispanics represent greater than average majorities in the residential areas surrounding Fredericksburg Road (typically 70% to 95% on any given block). There are multiple Mexican American restaurants and small businesses adjacent to Fredericksburg Road.

Properties next to Fredericksburg Road have shapes and sizes that challenge conventional models of mixed-use development and parking. Single family homes, duplexes, triplexes, and four-plexes are located adjacent to these properties. The street environment is not comfortable for walking or bicycling but will be improved through the 2017 Capital Improvements Bond.

Since as far back as the 2001 Midtown Neighborhoods Plan, Fredericksburg Road has been planned as a mixed-use, pedestrian- and transit-oriented environment, rooted in existing structures that contribute historic character and unique identity to the area. However, the most recent examples of new development on the corridor include a gas station and convenience store at Fredericksburg Road and Woodlawn Avenue, and mobile offices oriented to surface school bus parking behind a chain link fence, south of Cincinnati at the Higgs Carter and King Academy site. Other recent reinvestment more consistent with adaptive reuse and preservation goals of the Midtown Neighborhoods Plan (2001) includes reuse of existing buildings, particularly between Cincinnati and Craig, an area considered to be eligible for Historic District Designation by the Office of Historic Preservation.

### *Vision for Fredericksburg Road Mixed-use Corridor*

Fredericksburg Road should be a place for people to live, work, create and exhibit art, shop, dine and gather. Some area businesses expressed support for making the public realm greener. The existing fine-grained cluster of buildings and uses from around Ashby Place to around Craig Place, and other buildings with historic character should be maintained. Furthermore, the existing arts uses should be maintained and may require support as the area improves. The vision for the rest of the corridor includes incremental change in the built environment, so that more people can live in and contribute to the area. The existing mix of studios, retail, family daytime dining, building materials supply, and offices is valued. The Mexican American restaurants that serve as gathering places for families, friends, and neighbors to meet and run into each other are important to Fredericksburg Road's future success as a place that serves the surrounding community.

Additional dwellings, including affordable housing are encouraged. More diverse dining options, including restaurants with dinner service are encouraged to support use of the area throughout the day and evening, and to complement art and theatre venues. Residential development without a mix of commercial uses is encouraged in blocks that are relatively distant from planned transit stations and from the Ashby Place to Craig Place segment, in order to both contribute to Midtown's housing goals, and to support and distinguish identifiable pedestrian- and transit-oriented mixed-use and commercial places.

Obstacles to achieving this vision include the current street environment that is uncomfortable for pedestrians, commercial zoning that does not include residential opportunities, zoning that encourages new auto-oriented uses, and zoning that encourages commercial uses to be excessively spread out along the whole corridor instead of supporting concentrated mixed-use commercial nodes. San Antonio's infill development zone (IDZ) requirements for building height and onsite parking may constrain opportunities to use these zones for new housing that would contribute to this area, given the small and irregularly shaped lots along Fredericksburg Road.

The following actions would contribute to achieving the vision for Fredericksburg Road, while contributing to other Midtown goals:

- Continue maintaining and adaptively reusing existing buildings that contribute to the essential character of the corridor.
- Rezone to support more dwellings and mixed-use commercial nodes.
- Amend the unified development code to support a better public realm.
- Implement higher quality transit service if ultimately recommended by VIA, and associated transit -supportive zoning.
- Consistent with the Midtown future land use plan, zoning code and map changes in the vicinity of VIA's planned Rapid Transit Corridors station areas should follow guidance provided by the:
    - SA Corridors Strategic Framework Plan
    - VIA Strategic Plan for Transit Station Areas in the Greater San Antonio Region
    - VIA Guide to Transit Supportive Land Use
- Complete the Fredericksburg Road and 5 Points Intersection 2017 Bond projects.
- Cleanup and redevelop the site at the northwest intersection of Fredericksburg Road and Laurel Street.
- Support the Higgs Carter and King Academy site as a place where multiple elements of the Fredericksburg Road vision and Uptown Neighborhood priorities can be supported, most importantly with housing for a substantial number of people. The site is large enough to host adaptable and shared structured parking that would allow small and irregularly shaped lots on nearby blocks of Fredericksburg Road to be used primarily for buildings instead of for surface parking required by the zoning code. The site also includes a historic drainage course that may be improved as a visually appealing stormwater management facility to improve water quality downstream in San Pedro Springs Creek and create a unique feature to anchor a small public plaza, should there be enough people living, working, and playing in the area to use it.
- Complete a Neighborhood Improvements Bond project on one of the eligible properties.
- Fredericksburg Road in Midtown and the Deco District should be included in a state designated Cultural District if one is pursued for other areas in Midtown or inner northwest neighborhoods. Programs, policies or partnerships that support stable and affordable housing and studio spaces for artists should be used here.
- Concentrated mixed-use commercial nodes should be supported between Ashby Place and Craig Place, and near future high quality transit stations.

## *San Pedro Avenue Mixed-Use Corridor*

San Pedro Avenue is an important travel corridor running through the heart of Midtown, connecting Downtown with north side neighborhoods and the Airport Regional Center. Vehicles travel quickly through the area on the five to six lane road. VIA is considering using San Pedro Avenue for a high

quality Rapid Transit service. Two of the Midtown focus areas border San Pedro Avenue, and the two catalytic site concepts for Midtown were created for sites on the corridor. The most recent examples of development adjacent to San Pedro Avenue are both located near I-35. A new drive-through restaurant and gas station/convenience store are a preview of other related options for anyone travelling north from downtown.

### *Vision for San Pedro Avenue Mixed-use Corridor*

The vision for San Pedro Avenue represents a change from current trends. In contrast to its current configuration prioritizing automobile travel, and with most adjacent land used for parking and driveways, in the future San Pedro Avenue should include high quality transit service and walking environments. Surrounding land should include a dense mix of residential and commercial uses oriented to the street, with a mixed-use transit-oriented hub focused on the blocks closest to San Pedro Avenue and Cypress Street, potentially extending as far north as Myrtle Street. Significant amounts of housing, with or without commercial uses are welcome further south away from Cypress Street. South of Cypress Street, on the west side of San Pedro Avenue, lower densities and extra care in design is needed to make development compatible with neighborhood residential areas in 5 Points.

The following actions would contribute to achieving the vision for San Pedro Avenue mixed-use corridor, while contributing to other Midtown goals:

- Continue maintaining and adaptively reusing existing buildings that contribute to the essential character of the area.
- Implement higher quality transit service on San Pedro Avenue and Cypress Streets if recommended by VIA, and associated transit–supportive zoning.
- Concentrated mixed-use commercial nodes should be supported in the vicinity of San Pedro Avenue and Cypress Street.
- Rezone to support more dwellings and mixed-use commercial nodes.
- Amend the unified development code to support a better public realm.
- Consistent with the Midtown future land use plan, zoning code and map changes in the vicinity of VIA's planned Rapid Transit Corridors station areas should follow guidance provided by the:
    - SA Corridors Strategic Framework Plan
    - VIA Strategic Plan for Transit Station Areas in the Greater San Antonio Region
    - VIA Guide to Transit Supportive Land Use
- Create shared parking as part of larger catalytic mixed-use projects.
- Complete a Neighborhood Improvements Bond project on one of the eligible properties.
- Implement the near term multimodal improvement recommendations from the SA Tomorrow Multimodal Transportation Plan, and complete a transformative multimodal street project as part of a 2022 Bond or as part of implementing higher quality transit service.
- Mixed-use redevelopment is encouraged to include affordable housing and space for existing uses valued by area residents, such as social services, budget dining, and a pharmacy.
- Support existing and new businesses and organizations that serve as gathering places for Mexican American, Lesbian, Gay, Bisexual, Transgender, Queer, Plus, and other cultures.

## *Main Avenue Mixed-Use Corridor*

Main Avenue north of East Laurel is home to a vibrant mixed-use retail and nightlife area. It is home to San Antonio's greatest concentration of businesses and gathering places oriented to Lesbian, Gay, Bisexual, Transgender, Queer, Plus culture. San Antonio College intends for its "front door" to be here. Although it is travelled by automobiles in Midtown, it has lower average daily traffic volumes than San Pedro Avenue or McCullough Avenue because it does not provide a continuous straight path to regional destinations to the north.

Tobin Lofts is a recent example of new development mixing housing, a restaurant, and San Antonio College student services. Across the street and on other nearby street segments are examples of recent adaptive reuse of existing one story structures that together are contributing to a vibrant place. South of Crockett Park, Main Avenue has a markedly different character, where parking and driveways are the primary adjacent uses. The area south of Crockett Park is part of the Main Avenue Focus Area, and the Midtown Regional Center Plan section for this area includes additional information on existing conditions and future vision.

### *Vision for Main Avenue Mixed-use Corridor*

The vision for Main Avenue is to continue as a mixed-use retail, dining, and nightlife area north of Crockett Park, and for some transformation south of Crockett park to accommodate substantial amounts of housing, with another potential mixed-use commercial hub somewhere between Crockett Park and I-35. As more people come to use this area, streetscape and sidewalk improvements will be needed.

The following actions would contribute to achieving the vision for Main Avenue mixed-use corridor, while contributing to other Midtown goals:

- Continue maintaining and adaptively reusing existing buildings that contribute to the essential character of the area.
    - Implement higher quality transit service on Cypress Street if recommended by VIA, and associated transit-supportive zoning.
    - Rezone to support more dwellings, including affordable housing, in the blocks between Main and McCullough avenues.
    - Amend the unified development code to support a better public realm.
    - Improve the pedestrian environment, including either street parking or protected bicycle lanes.
    - Install a consistent set of signage, lighting, or sculptures celebrating local Lesbian, Gay, Bisexual, Transgender, Queer, Plus culture.

## *McCullough Avenue Mixed-Use Corridor*

McCullough Avenue is a heavily used travel corridor and includes a mix of low density offices, day time restaurants, automobile service businesses, and parking, among other uses. The corridor is next to Tobin Hill neighborhood and Methodist Hospital further south.

### *Vision for McCullough Avenue Mixed-use Corridor*

The vision for McCullough Avenue mixed-use corridor north of Evergreen Street is for modest growth in commercial businesses and housing. South of Evergreen Street, in the Main Avenue Focus Area, substantial amounts of hospital offices and compatible uses are envisioned in place of existing surface parking areas. McCullough Avenue Consortium, a group of local stakeholders and residents, is leading a

unique public visioning process to define the future of McCullough Avenue from Cypress Street south through Downtown past I-37. Their work will redefine opportunities in Midtown.

The following actions would contribute to achieving the vision for McCullough Avenue mixed-use corridor, while contributing to other Midtown goals:

- North of Evergreen Street, adaptive reuse of existing structures that contribute to the essential character of the area is encouraged.
- North of Evergreen Street, residential development without a mix of commercial uses is welcome, to support housing supply and a customer base for nearby concentrated commercial mixed-use nodes.
- As redevelopment occurs north of Evergreen Street, driveways should be relocated to side streets to improve walking and bicycling.
- In the vicinity of Methodist Hospital, improve ground level pedestrian environments to be safe and comfortable for everyone instead of building new above ground pedestrian passages over streets.

## *Broadway Cultural Corridor*

The Broadway Cultural Corridor is many things to many people. It is a regional destination, with some of San Antonio's best amenities: the best museums, the best garden, the best park. The San Antonio River skirts its edge near the Witte Museum. University of the Incarnate Word's campus graces it near the City of Alamo Heights. All epochs of San Antonio's history include stories associated with this area. Broadway includes restaurants, shops, and services used by neighborhood residents, visitors from other parts of the city, and commuters. Many people have memories of this place from formative years, such as growing up or raising children, which inform their perspectives on what Broadway should be in the future.

Another role Broadway serves is that of a travel corridor. Broadway conveys local residents from Mahncke Park, Westfort Alliance, and Government Hill to other destinations; it links people in Downtown, Alamo Heights, and other neighborhoods to the northeast. It brings people to and from destinations such as Pearl, Ft. Sam Houston, and the Zoo. Most uses adjacent to Broadway are auto-oriented, with substantial surface parking areas, often in font of buildings, with frequent driveways interrupting sidewalks.

There is a rich history of plan making and visioning for Broadway and adjacent areas, most recently in the Midtown Brackenridge TIRZ Plan (2011), Centro's Broadway Corridor Concept Design (2016), and the Brackenridge Park Master Plan (2017). The City of San Antonio is currently completing a Broadway Cultural Corridor Art Master Plan. Previously, other plans had been completed including neighborhood plans for Mahncke Park, Westfort Alliance, Government Hill, and Tobin Hill. The more recent plans include relatively detailed visions for the built environment and urban design around Broadway. These visions were consistent with one another, but depart from existing conditions, where the Broadway Cultural Corridor would evolve into a better place to spend time enjoying, more than a corridor to pass through.

The Midtown Brackenridge TIRZ Plan included comprehensive design and regulatory recommendations to achieve a vision that remains compelling and consistent with the Midtown Regional Center Plan Vision and Goals. To avoid repetition, and to emphasize the continued relevance of the findings and recommendations on design and zoning adopted in 2011, readers are referred to the Midtown Brackenridge TIRZ Plan Chapter 3 "Character Areas" and Chapter 4. B. "Organizing for Infill with Regulatory Changes."

Since completing the Midtown Brackenridge TIRZ Plan, most of the design and zoning recommendations have not been implemented in actual Unified Development Code revisions. In addition, examples of recent new development north of Mulberry have been essentially auto-oriented and inconsistent with the plan vision.

### *Vision for Broadway Cultural Corridor*

Broadway Cultural Corridor should be a place for more people to live, work, learn, and experience the best cultural and open space amenities San Antonio has to offer. It should be a collection of unique places for people to enjoy. More living, shopping and culinary clusters are encouraged, amidst high quality pocket plazas and paseos that connect Broadway to Avenue B, Catalpa Pershing Channel, Brackenridge Park, and the San Antonio River. The street environment should be comfortable and enjoyable for walking, and should support high quality transit service.

The Midtown future land use map encourages variation and the evolution of identifiable amenity-oriented and transit-oriented places with hubs of higher density/intensity development in selected areas along the corridor. The future land use map, paired with the other recommendations provided below are intended to create unique mixed-use places for more people to use, while respecting Brackenridge Park, adjacent neighborhoods, and flood risk.

The Midtown future land use map also varies recommended density/intensity perpendicular to Broadway, guiding compatible transitions with nearby neighborhood residential areas and Brackenridge Park. However it should be noted that the resolution of land use mapping is not suited to articulating this transition over such short distances, and that future land use mapping primarily guides uses and the number of users, rather than building forms and site designs. Transitions should be addressed carefully through the Unified Development Code and zoning map at all interfaces between commercial and multifamily uses that will be adjacent to Broadway, and to park and neighborhood residential uses nearby.

Rather than recommending a new set of design and zoning recommendations, this plan recommends that the City implement the design and zoning recommendations provided in the Midtown Brackenridge TIRZ Plan (2011). These recommendations reflect the input received from the Midtown Planning Team and through the Midtown Plan public involvement process on the following issues:

- Incorporating public plazas, paseos, green infrastructure and streetscape amenities into new development
- Visual and physical connections from neighborhoods and Broadway Street to Brackenridge Park
- Pedestrian-oriented development
- Sensitive transitions in development between Broadway Street, Brackenridge Park, and Neighborhoods.
- Shared parking.

The following actions would contribute to achieving the vision for Broadway Cultural Corridor, while contributing to other Midtown goals:

- Complete the 2017 Bond project multimodal and placemaking improvements from Mulberry Avenue through and including the intersection of Broadway and Hildebrand.

    - Reduce flood risk at reduced cost, by incorporating drainage improvements into the multimodal and placemaking Bond project, between Carnahan Street and the Catalpa Pershing Channel.
    - Implement higher quality transit service connecting Downtown with Broadway Cultural Corridor destinations, University of the Incarnate Word, and northeast side Regional Centers, if recommended by VIA.
    - Amend the unified development code and rezone selected areas following the recommendations of the Midtown Brackenridge TIRZ Plan Chapter 3 "Character Areas" and Chapter 4. B. "Organizing for Infill with Regulatory Changes. Completing this task will require a thorough process focused on the Broadway Cultural Corridor that convenes stakeholders and community representatives with private sector design professionals and experts from the multiple city departments that implement existing regulations. As described in the Midtown Brackenridge Tax Increment Reinvestment Zone (TIRZ) Plan Chapter 3 "Character Areas" and Chapter 4. B. "Organizing for Infill with Regulatory Changes, this process would change how the River Improvement Overlay (RIO) districts and neighborhood conservation districts regulate development adjacent to Broadway Street.
- Consistent with the Midtown future land use plan, zoning code and map changes in the vicinity of VIA's planned Rapid Transit Corridors station areas should follow guidance provided by the:
    - SA Corridors Strategic Framework Plan
    - VIA Strategic Plan for Transit Station Areas in the Greater San Antonio Region
    - VIA Guide to Transit Supportive Land Use
    - Implement the Brackenridge Park Master Plan (2017) recommendations related to park access, perimeter development, Avenue B, and the Catalpa Pershing Channel.
    - Complete and implement an art master plan for Broadway Cultural Corridor.
    - Shared parking investments by public/private/institutional partnerships may be required to sustain the growing number of visitors to area destinations and to elicit pedestrian oriented development where surface parking would otherwise be built. This may involve a combination of unified development code changes and the formation of an improvement district to pool resources for shared parking or to reimburse a shared parking provider.

## *Flores Street Mixed-Use Corridor*

Flores Street, winding along an original acequia route in the 5 Points Neighborhood, features a mix of diverse business types, including a Mexican American grocery, contemporary cuisine, traditional family dining, schools, offices, and social services. These uses, combined with selected business near San Pedro Avenue such as the pharmacy and laundromat, make 5 Points a relatively complete neighborhood in Midtown. A cluster of art and craft businesses, informally named the 5 Points Design District, represent newer layers of culture knitted with the centuries of San Antonio history found in this area. Local community and advocacy organizations, artists and public art, businesses and residents contribute this area's Mexican American cultural heritage. Mexican Americans or Hispanics represent greater than average majorities in the residential areas surrounding Flores Street (typically 70% to 95% on any given block).

### *Vision for Flores Street Mixed-use Corridor*

The vision for Flores Street mixed-use corridor does not depart greatly from existing conditions, however more people can and should be able to live, work, and gather adjacent to Flores Street, in

and around adaptively reused and new buildings, especially in northern sections between Cypress Street and Fredericksburg Road.

The following actions would help achieve the vision for the Flores Street corridor while contributing to other Midtown goals:

- Complete the 5 Points Intersection 2017 Bond project.
- Concentrated mixed-use commercial nodes should be supported between Fredericksburg Road and Cypress Street, and between Warren Street and Euclid Avenue.
- Implement higher quality transit service stopping at the 5 Points Intersection if recommended by VIA, and associated transit-supportive zoning.
- Continue maintaining and adaptively reusing existing buildings that contribute to the essential character of Flores Street.
- Improve the publicly-owned green spaces around San Pedro Springs Creek so that they can be comfortably used by more neighborhood residents and visitors.
- Improve the I-35 gateway with art or artistic lighting, and make comfortable pedestrian connections to the San Pedro Springs Creek Culture Park and San Pedro Springs Park.
- Isolated drainage problems between Marshall Street and Euclid Avenue should be corrected to prevent standing water and mud accumulation in bike lanes and where more pedestrian activity is anticipated in the future.
- Repair and construct sidewalks on street segments intersecting Flores Street, for example on Marshall Street west of Flores.
- Support local businesses that serve as community gathering places, or that contribute to maintaining Mexican American culture, such as restaurants and the grocery store.

## *St. Mary's Street Mixed-Use Corridor*

St. Mary's Street north of Josephine Street includes a mix of restaurants, live music venues, bars, churches, and commercial strip retail. The North St. Mary's Business Owners Association organizes and advocates for improving business opportunities while maintaining this place's unique culture. St. Mary's Street includes Mexican American and Lesbian, Gay, Bisexual, Transgender, Queer, Plus gathering places. South of Josephine Street there is residential, office, and light construction supply and storage uses. The corridor is next to Tobin Hill's traditional residential neighborhood and Tobin Hill Historic District, the San Antonio River Focus Area to the east, and the San Antonio River and Pearl a short distance beyond.

There are a variety of compatibility issues related to adjacency of the area's nightlife with residential areas, including parking, litter, and other activities associated with a concentration of drinking establishments. Solutions should be sought in managing these issues, without limiting household growth or the area's cultural vibrancy. For example, instead of limiting live music venues north of Josephine Street, resources should be pooled to support law enforcement, trash pickup, and shared parking.

### *Vision for St. Mary's Street Mixed-Use Corridor*

A thriving nightlife, culinary and live music scene on St. Mary's Street north of Josephine Street is an important part of the Midtown vision. Commercial diversity, including more retail and restaurants with daytime service is especially supported here. The following actions would contribute to achieving the vision for St. Mary's Street while contributing to other Midtown goals:

- St. Mary's should be a part of a state-designated Cultural District.

- A local improvement district drawing revenue from local properties and business should be considered to fund shared services including parking and waste and litter management.
- Live music venues and bars should be concentrated north of Josephine. South of Grayson, residential development that does not necessarily include commercial uses is welcome.
- Make Josephine Street an inviting, vibrant and comfortable multimodal connection between San Antonio River and St. Mary's Street.
- The Midtown Brackenridge TIRZ Plan (2011) includes additional recommendations that would contribute to this area's success.

## *Focus Area Recommendations*

***Focus Areas Recommendation #1: Prioritize major amenity and infrastructure improvement projects that support growth in focus areas and mixed-use corridors.***

In the future, mixed-use corridors and focus areas will host the greatest concentrations of people in Midtown and other Regional Centers. Focusing major infrastructure and amenity improvements in these areas will ensure that they are thoroughly used, benefit many people, and contribute to citywide goals with compounding benefits felt by several generations of San Antonians. Focus areas and mixed-use corridors are located throughout Midtown, so the improvements made in these places will benefit many residents, employees, and visitors. Major public projects in focused areas and mixed-use corridors should incorporate design justice principles into design processes, and support the vitality of local businesses and cultural gathering places. Design justice rethinks design processes, centers people who are normally marginalized by design, and uses collaborative, creative practices to address the deepest challenges our communities face

***Focus Areas Recommendation #2: Update zoning and design standards to support the unique vision for each focus area and mixed-use corridor, create high quality places, support transportation choices, and avoid impacts to sensitive areas nearby.***

In Midtown's mixed-use corridors and focus areas, existing zoning and development regulations tend to promote development that is inconsistent with the three SA Tomorrow Plans, the Midtown vision and goals, and the unique intentions established for individual areas within Midtown.

Accommodating population and employment growth in mixed-use corridors and focus areas with high quality development will take some pressure off of neighborhood areas, industrial areas, and natural areas, helping these places retain the values that made them what they are today, while ensuring that quality of life continues improving for future Midtown residents.

***Focus Areas Recommendation #3: Implement housing and economic development programs and incentives to support focus areas and mixed-use corridors as inclusive places of housing, employment, and recreational opportunity for a diverse population.***

Midtown is, and will be, a place of opportunity. Midtown includes multiple institutions of higher education, several alternative schools with unique programs for youth, over twice as many jobs as residents, and distinctive concentrations of cultural assets, urban waterways, and parks. Housing and economic development incentives should ensure that Midtown is a place where people of diverse means and backgrounds can participate and contribute. Midtown's Housing

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and Economic Development Strategies and San Antonio's Housing Policy Framework recommend a variety of solutions. While all of them, including those focused on neighborhood stability, contribute to this goal, several may be particularly relevant and important to focus areas and selected mixed-use corridors, as the places planned to have the greatest access to jobs, affordable transportation choices, cultural assets, parks, education, and other amenities such as health care.

***Focus Areas Recommendation #4: Support fine-grained, incremental redevelopment intended to serve many people in mixed-use corridors and focus areas.***

Some of the best qualities of Midtown's existing mixed-use corridors are owed in part to what is left of their fine-grained streetcar era development patterns. Small lots between, for example, 5,000 and 15,000 square feet, can accommodate a surprisingly large number of people living, working, and recreating. Incremental redevelopment on small lots is an ingredient for creating pedestrian-oriented places. Incremental redevelopment on small lots can also make places more economically resilient, as buildings depreciate on varying schedules, instead of whole blocks deteriorating at once. The resulting mix of buildings provides diverse spaces and a range of rents, in turn providing opportunities for a more diverse range of tenants and customers, from non-profits and community art spaces, to small technology startups, law firms, private medical practices, and restaurants.

Midtown will benefit from some larger office and residential developments in mixed-use corridors and focus areas, and such projects are necessary to achieve community goals. However, smaller lot development that accommodates a high density of users must be a part of every focus area and mixed-use corridor in Midtown if they are to be successful places that improve quality of life in the long term. Accordingly, the City should investigate the inadvertent ways in which the Unified Development Code guides development of significant density to occur primarily in large buildings occupying entire blocks, and rectify unintentional barriers to high density, small lot development. Minimum parking requirements, the uncertainty and risk associated with rezoning requests, and inflexible site improvement requirements irrespective of lot size may all impede the fine-grained development crucial to Midtown's long-term health.

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# Mobility

[See **Figure 6: Mobility Framework Map** (page 88)]

## *Background and Vision*

In 2016, the City of San Antonio adopted the SA Tomorrow Multimodal Transportation Plan, to make our city's transportation system "sustainable, safe, convenient, efficient, and inclusive of all modes." The plan adopted by City Council established "a shift in focus from moving vehicles to moving people," in order to manage traffic congestion, and improve transportation choices. The plan identified two primary and interdependent methods for managing future traffic congestion:

- Develop a land use pattern and policy to promote local trips
- Provide transportation options in addition to vehicles that connect Regional Centers

The SA Tomorrow Multimodal Transportation Plan acknowledged that we cannot build our way out of congestion, and that the Comprehensive Plan, and associated land use plans, are a primary opportunity to improve mobility in San Antonio. By welcoming more people to live, work and play in urban centers, regional centers, and transit corridors, we can shorten trip lengths, offer more transportation choices, and improve quality of life.

Affordability, diversity, and transportation choices are important elements of the Midtown Vision and Goals. The combined costs of housing and transportation (commonly referred to as H+T) are often a large portion of a household's budget, with experts recommending the combined total not be more than 45% of household income. In the Greater San Antonio Region that total on average is 53%.[1] Walkable communities that provide great transit options can reduce the household transportation costs for the average person, because if people have an alternative to driving alone, transportation costs can be stable even when gas prices rise. By providing transportation options, as some people choose to go to their destination on foot, bicycle or transit, the number of cars on the road will be minimized, reducing traffic delay for those people that choose to drive.

Multimodal infrastructure investments to transform streets into great public places, such as additional bicycle and pedestrian resources, as well as rapid transit investments from VIA Metropolitan Transit, are needed to better serve existing residents, accommodate new residents and effectively connect the Midtown area to the greater San Antonio region.

Safety is central to the mobility vision for Midtown. Previous development that focused on prioritizing automobiles leaves many parts of the area with incomplete sidewalks, few bike facilities, and poor access to parks. With a focus on improving safety for people walking and bicycling, Midtown will become a more healthy and connected area, where local residents can access destinations near their homes without having to drive.

VIA Metropolitan Transit's Primo and Rapid Transit Corridors are expected to provide frequent, reliable service to connect Midtown with the economic activity of Downtown, the South Texas Medical Center, the Airport Regional Center, and other regional housing and employment centers. Improved sidewalks and intersections, along with streetscaping that prioritizes pedestrian safety and comfort will support people using transit to and from the Midtown area. Attention to design priorities like wider, protected

[1] Data generated by Center for Neighborhood Technologies using multiple data sources, including American Community Survey (ACS) 2013 data – for more information see: http://htaindex.cnt.org)

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sidewalks, street trees, and seating and shade amenities will improve last mile connections between transit stations and destinations.

## *Midtown Regional Center's Mobility Needs*

Midtown has long been a critical gateway to the city center, is home to thousands of people, and has many destinations. Key transportation needs identified for this Midtown include the following:

- Safety on the transportation network for all modes, but especially pedestrian and bicyclist safety;
- Multimodal improvements - transformation of the transportation network to serve people choosing to walk, bicycle, scooter, take transit, rideshare, or travel in their own vehicle;
- Ensure that the mobility network supports, responds to, and directly implements the future land use plan; and Congestion reduction in key hotspots.

To address the mobility needs in the Midtown study area, a set of high-level recommendations has been developed with input from the Midtown Area Regional Center Planning Team and community stakeholders, and a set of strategies have been identified to implement the recommendations through projects, policies and partnerships.

## *Mobility Recommendations*

***Mobility Recommendation #1: Continue Implementing the San Antonio Vision Zero Action Plan.***

The City of San Antonio's Vision Zero initiative aims to achieve zero fatalities on the community's roadways and improve roadway safety for all users, whether driving, bicycling, or walking. The Vision Zero initiative evaluates and makes recommendations to improve safety in Severe Pedestrian Injury Areas (SPIAs), locations where two or more crashes close together have resulted in severe pedestrian injuries.

Potential tools for improving pedestrian safety in Severe Pedestrian Injury Areas include Leading Pedestrian Intervals, Medians, and Pedestrian Crossing Islands based upon analysis of the unique factors that contribute to crashes in each location and depending upon the results of engineering assessments. Another approach to improving safety involves dedicating more space in the roadway to bicyclists and pedestrians. From new ways to protect bicycle lanes with separated barriers such as bollards, to landscaping and planters and raised medians, San Antonio has many available tools to improve pedestrian and bicycle safety. The City of San Antonio Vision Zero Action Plan lists additional tools for improving pedestrian and bicycle safety.

The 2018 San Antonio Severe Pedestrian Injury Areas Report (pages 26-29) identifies Severe Pedestrian Injury Areas (SPIAs) in the Midtown Area Regional Center that should be priorities for study and investment:

- Broadway Street from Josephine Street to Army Boulevard and between Eleanor and Natalen Streets;
- McCullough Avenue from Cypress Street to Dewey Place;
- Cypress Street from Maverick Street to Main Avenue;
- San Pedro Avenue from Laurel Street to Euclid Street;
- Fredericksburg Road from Sandoval Street to Laurel Street.

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Beyond Vision Zero's Severe Pedestrian Injury Areas, pedestrian crossings should be improved where planned employment growth, population growth, and transit and amenity improvements will lead to an increase in the number of pedestrians using the street. The Mobility Concepts map includes locations for TCI to consider studying improvements, based on input from the Midtown Planning Team and community residents and stakeholders. Additional locations identified by residents are highlighted in the respective Neighborhood Profiles and Priorities for each neighborhood.

***Access Management***

For all people to travel safely while walking, bicycling, or driving in the study area, points of conflict such as driveways and non-perpendicular intersections should be minimized. The 2017 Capital Improvements Bond program will address these issues in some locations. Curb cuts and associated conflicts on multimodal streets cannot be corrected through public street projects alone, but rather should also be addressed through the City's Unified Development Code that regulates, among other things, where driveways are constructed when new development occurs. TCI should be supported in creating strategies and unified development code updates to reduce these points of conflict.

***Mobility Recommendation #2: Complete the multimodal network by investing in critical corridors, leveraging existing assets, and establishing partnerships to implement critical connections.***

*Complete Streets*

The Midtown planning team and community residents and stakeholders indicated that complete sidewalk and trail networks should safely connect regional destinations, neighborhoods, transit, employment, shopping, schools, and green spaces, and that biking should be safe and enjoyable for people of all biking comfort levels. San Pedro Avenue, McCullough Avenue, Main Avenue, and Cypress Street are recommended for the Transportation and Capital Improvements Department to study for complete streets improvements, coordinating with TxDOT, VIA, and ongoing Bond projects as needed.

Complete streets envisioned for the Midtown Area, providing safe road designs for vehicles, pedestrians and cyclists alike, should be evaluated by TCI in several locations. The SA Tomorrow Multimodal Transportation Plan includes recommendations for making San Pedro Avenue a more complete street.

*Priority Streetscape Improvements*

Streetscape improvements such as trees, decorative street lighting, benches, or other place identifiers can enhance the unique qualities of a place and make walking and exploring more enjoyable. Such improvements are envisioned on the following roadways that are not part of the 2017 Capital Improvements Bond:

- San Pedro Avenue from Ashby Place to IH 35;
- Main Avenue from Cypress Street to Ashby Place;
- Josephine Street from St. Mary's Street to Broadway Street.
- Hildebrand Avenue from the San Antonio River to Broadway Street.

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*Priority Trails*

The dense street network throughout much of Midtown provides numerous route options to key trails like the Martinez Creek Greenway, San Antonio Riverwalk Museum Reach, and the San Pedro Creek Cultural Park. These trails connect with long and uninterrupted separated pedestrian and bicycling infrastructure that connects important local and regional destinations. The Mobility Concepts map indicates key points for improving trail, water, and park access to ensure these community assets are accessible to people who want to discover and use them. Several of these recommendations are discussed in the Amenities and Infrastructure section of the Midtown Area Regional Center Plan. They primarily relate to the San Antonio River, Catalpa Pershing Channel, Brackenridge Park, San Pedro Springs Creek and San Pedro Springs Park, and connecting Uptown St. Ann's neighborhood and westside neighborhoods with Midtown's parks and trails.

*Preferred Bicycle Routes*

Input from the Midtown Planning Team and community residents and stakeholders strongly supported improving Midtown's bicycle infrastructure. The Transportation and Capital Improvements Department (TCI) studies and implements bicycle facility projects, such as bicycle lanes, throughout San Antonio. In many places, bicycle facilities already exist and are either adequate or might be improved. In other cases, the location for study may represent an important connection between destinations or portions of the bicycle network, such as connecting the San Antonio River, with San Pedro Springs Park, Martinez Creek Greenway Trail, and Woodlawn Lake. Additional opportunities for improving bicycle facilities should be explored as street striping, resurfacing, and reconstruction projects are scoped and designed.

***Mobility Recommendation #3: Manage transportation demand by creating walkable places and supporting efficient transit operations through targeted interventions.***

While traffic congestion can be viewed as a sign of economic activity, delays caused by congestion waste valuable time and create transportation emissions that reduce air quality. Congestion also reduces the effectiveness of VIA's transit routes, although key investments to reduce congestion can help VIA services stay on schedule. These improvements, paired with other VIA investments in service, can help make transit a more attractive travel option and further reduce congestion on our roadways.

Key improvements that could improve transit mobility include peak hour bus-only lanes that give priority to buses in times of heavy traffic; queue jump traffic signals that allow buses a chance to get ahead of the traffic; special event priority lanes that give priority to buses in times of heavy traffic; and bus bulbs to allow buses to pick up passengers without exiting and re-entering traffic. Studies will need to be conducted to determine the appropriateness of each strategy for the areas of local congestion.

***Mobility Recommendation #4: Support VIA Metropolitan Transit Rapid Transit Corridor service by prioritizing transit supportive policies and infrastructure near transit stations.***

Every person that rides transit is also a pedestrian. As VIA Metropolitan Transit improves transit options in Midtown and throughout San Antonio, these services should be easily accessed by people walking and bicycling to transit stations and stops. Investing in complete streets along transit corridors as well as streets that lead to stations will not only improve the transit riders' experience, but also improve the experience of walking and riding a bicycle for everyone.

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This recommendation supports the community's goal to Promote Great Transit, shared by the City and VIA Metropolitan Transit's objectives to improve access to key destinations, decrease vehicle miles traveled, and increase walkability. More information on the City's approach to implementing transit supportive policies and infrastructure near transit stations is available in the SA Corridors Strategic Framework Plan.

There are currently over twenty VIA Metropolitan Transit service routes that serve Midtown residents and employees, and others riding through the area. Future VIA Metropolitan Transit Rapid Transit Corridors or Primo routes are being evaluated by VIA related to the following roadways:

- Colorado/Fredericksburg Road
- San Pedro Avenue
- Broadway Street
- Cypress/ Euclid / Grayson Street

## *Mobility Concepts*

The recommendations in this plan will help create a user-friendly multi-modal transportation network that provides access to amenities and that links Midtown Area residents and employees to the greater San Antonio Area. The general concepts below serve as guiding principles for the more detailed Mobility Recommendations listed above, and several are illustrated for the Midtown Area on the *Mobility Concepts Map*.

### *Complete Streets*

In September 2011, San Antonio adopted a Complete Streets Policy (Ordinance 2011-09-29-0795) which encourages street designs that take into account all users and accommodate all ages and abilities including children, older adults, and persons with disabilities. This approach to street design "supports pedestrian and bicycle-oriented neighborhoods; promotes healthy living, fitness, and activity; enhances the economic vitality of commercial corridors and districts; and maximizes the benefits of investment in public infrastructure."[2] Not all "complete" streets have to be the same; the function of the road, level of traffic by mode, and adjacent land use and intensity will all be used to help determine road type and design features.

Resources that readers may use to visualize or understand the variety of tools available for improving pedestrian and bicycle safety and comfort may consider the following:

- Vision Zero Action Plan
- Urban Street Design Guide
- Urban Bikeway Design Guide
- Crash Reduction Factor Toolbox

### *Priority Bicycle Routes and Streetscape Improvements*

*Communities that encourage* walking and biking as convenient, safe, and comfortable options have an integrated network of comfortable pedestrian and bicycle routes along with well-designed streets in key activity areas.

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[2] *Traffic Calming Handbook*, City of San Antonio Transportation and Capital Improvements, August 2017. https://www.sanantonio.gov/Portals/0/Files/TCI/TCHandbook2017_081117.pdf?ver=2017-08-11-172302-300

Looking beyond the 2017 Capital Improvements Bond Projects, the City should consider additional streetscape improvements in corridors where this plan anticipates many people will living, working, and playing in surrounding areas, and where there are opportunities to connect important and iconic places. These include the focus areas and mixed-use corridors identified in the Plan Framework Map.

### *Improved Pedestrian Crossings*

Safety is central to planning for the Midtown Area's development as a collection of walkable places. Analysis of previous pedestrian crashes has identified intersections and roads most in-need of study for additional pedestrian crossings or other safety improvements. Improved access to VIA service is also a key factor guiding pedestrian safety studies and investments.

### *Frequent, Reliable, and Accessible Transit*

VIA's ongoing planning efforts are working to identify new Primo and Rapid Transit corridors. Detailed studies are looking at exact routing and phasing of construction for these improved transit routes that will provide more options for people to get around both within the Midtown Area as well as to other employment, education, and activity centers across the city. Complete streets and place making investments near planned stations are important to improve people's ability to access transit using safe and pleasant community connections.

### *Linked Mobility and Land Use*

As communities evolve and grow, so do the demands on the mobility system. The location and type of growth in an area or along a corridor help determine the demand on the transportation network and viability of various transportation options. Likewise, transportation helps shapes the desirability and type of development in an area. Aligning this relationship shapes future development and growth patterns and directly supports the community's goals and objectives of improving walkability, increasing access to transit, and enhancing access to economic areas and other key destinations. Such alignment of land use and mobility also helps implement VIA's *2040 Strategic Plan for Station Areas*, supporting transit-supportive land use surrounding transit stations.

As the Midtown Area Regional Center adds residents and employees based on the community's updated land use plan and proposed focus areas and mixed-use corridors, impacts on the mobility needs of these new people and those of the current residents need to be considered. For example, as more people choose live, work and play in the area between San Pedro Avenue and Main Avenue, additional pedestrian, bicycle, and vehicle traffic can be expected on the streets and new mobility patterns will emerge. Studies will need to determine common paths and volumes of pedestrian, bicycle, automobile, transit, and freight travel to ensure the area has sufficient infrastructure and careful prioritization of modes to help people safely reach their destinations.

Mixed-use and higher density developments in identified focus areas and along key corridors will require integrated mobility planning to ensure people can access, use, and pass through these areas safely and comfortably by all modes of travel. With additional density in land use, the major roadways can anticipate additional pedestrians, bicyclists, transit riders, single automobile vehicles and freight delivery trucks of various sizes. In the future, more density in the area will mean more demand for pedestrian and bicycle facilities and VIA transit service.

### *Gateway Opportunities*

To build highlight the identity of places in Midtown. gateway improvements such as lighting, art and architectural elements which reflect neighborhood history and culture should be considered at locations that serve as the beginning of or entrance into a uniquely definable place. Some potential Gateway Opportunities are included in the Mobility Concepts Map, however other opportunities exist throughout

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the plan area. For example, Westfort Alliance Alliance residents indicated some interest in identifying their neighborhood with signage, for visitiors passing on Broadway or entering onto Army Boulevard.

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# Amenities and Infrastructure

[See **Figure 7: Amenities and Infrastructure Framework Map** (page 89)]

## *Introduction*

In the future, as more people live, work, and play in Midtown, quality of life should improve with better public spaces, better infrastructure, and more opportunities for people to make connections.

On the Broadway Cultural Corridor, at Brackenridge Park, and in Mahncke Park visions for improving infrastructure and amenities have been established by past plans. Here and elsewhere, such as N St. Mary's Street, Fredericksburg Road, and San Pedro Springs Park, 2017 Bond investments will make big leaps toward improving pedestrian streetscape environments and parks.

In the future, more improvements are needed. These will typically coincide with places where many people will most conveniently use them, such as along San Pedro Avenue in the vicinity of Cypress if high quality transit service is established and a transit station is located here. They will also typically coincide with places that will naturally draw people to use them, such as an improved and publicly accessible Catalpa Pershing Channel adjacent to a mix of uses and people using Avenue B. In Midtown, such opportunities are never far, so even those living in the middle of a traditional neighborhood should be able to access them without difficulty. As Midtown's multimodal transportation infrastructure continues improving, opportunity, amenities, and connections will become more in reach.

## *Amenities and Infrastructure Recommendations*

***Amenities and Infrastructure Recommendation #1: Construct drainage improvements to reduce flood risk on and around the Broadway Cultural Corridor.***

- Flood risk is a primary obstacle to achieving the Broadway Cultural Corridor vision. Much of the land adjacent to Broadway, in an arc from Carnahan Street south through Lion's Field is in the 100-year floodplain, posing hazards to life and property, and limiting the potential for redevelopment. Flooding in this area also impacts quality of life for neighborhood residents, as a hazard to some residences, and limiting transportation options during and after some large storm events.
- Previous plans such as the Midtown Brackenridge TIRZ Plan (2011) identified this flooding issue and potential solutions. Since then, the San Antonio River Authority (SARA) and City of San Antonio have continued evaluating alternative approaches to reducing flood risk on and adjacent to Broadway Street, eliminated several options that are not feasible, and identified a more promising alternative that involves a combination of grey and green infrastructure.
- Although structural flood risk reduction solutions cannot eliminate flood risk, they can substantially reduce it. This project would likely reduce enough flood risk that most areas adjacent to Broadway, between Carnahan and Lion's Field would no longer be part of the 100-year floodplain, thereby enabling them to redevelop towards achieving the Broadway Cultural Corridor vision.
- The Vision for the Broadway Cultural Corridor draws on a recent history of plan making and public involvement. The recommendations related to Broadway, found in several sections of this plan, are complementary parts that should all be implemented in order to make the others successful.

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***Amenities and Infrastructure Recommendation #2: Restore ecological functions of and improve public access to Midtown's waterways.***

- Midtown is home to the headwaters of the San Antonio River and San Pedro Springs Creek, priceless elements of our city's landscape and culture. Martinez Creek is within a few blocks of St. Ann's Neighborhood, to the west. San Antonio has demonstrated success in restoring ecology and improving public access to local streams, and there are opportunities to continue building on that success in Midtown.
- Restoring stream ecology means more than completing restoration project within and at the river's edge. It also means restoring the function of watersheds (see Amenities and Infrastructure Recommendation #3).

***Amenities and Infrastructure Recommendation #3: Improve the health and ecological function of Midtown's watersheds by incorporating water features and green infrastructure into new development.***

There are opportunities to improve quality of life, connections to nature, and water quality throughout the plan area. Every part of Midtown is part of a watershed, an area that drains rain water to a stream. Accordingly, there are opportunities throughout each watershed to improve the water quality of rain water that flows to streams using visible green infrastructure facilities such as rain gardens, bioswales, infiltration boxes, and street trees. These facilities not only clean and slow down rain water, improving water quality and reducing the cost of traditional drainage pipe infrastructure, they incorporate functional landscaping into the urban environment, and symbolically reaffirm and remind us of the importance of the streams they are serving.

Often, policies and regulations for managing the quantity and quality of stormwater flowing from private properties and streets into streams is focused on preventing ecology, water quality, and flooding from getting worse. Part of improving quality of life in Midtown and areas downstream is to go beyond this basic standard of not letting the environment get worse, and instead set out to make net improvements, incrementally, through the large amount of public and private investment that will occur in Midtown.

The Midtown Brackenridge TIRZ Plan included many low impact development (LID) and green infrastructure recommendations that should be implemented. Some are specific to individual locations within the Midtown TIRZ area, such as adding bioswales to Avenue B, however others could be used throughout Midtown. Since adopting the Midtown Brackenridge TIRZ Plan, low impact development and green infrastructure have become required in Midtown's RIO Overlay Zones, which includes most of the Broadway Cultural Corridor. However, Midtown's streams are affected by runoff from larger areas, and their water quality can be improved by making green infrastructure a default element of public investments and private development throughout Midtown and other regional centers.

San Antonio River and San Pedro Springs Creek have water quality problems for fish and wildlife, and water quality that is often not good enough for them to be safe for people to recreate in. San Antonio River Authority's analyses indicate that Midtown watershed areas that drain directly to the San Antonio River, more so than to San Pedro Springs Creek, should be prioritized (based on cost efficiency) for implementing green infrastructure to improve water quality. However, San Antonians using the recently opened San Pedro Springs Creek Culture Park have demonstrated a will to swim in the creek. This exemplifies the importance of slowing down,

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infiltrating, and cleaning stormwater runoff upstream in Midtown in the San Antonio River Watershed and San Pedro Springs Creek Watershed.

Narrowly scoped assessments of green infrastructure's utility could lead one to think that it is more cost effective to simply treat water quality and water quantity issues with traditional out-of-sight, end-of-pipe or downstream grey infrastructure solutions. This perspective makes it hard for any single organization, whether it is a developer, or a city agency, to justify paying for it. However green infrastructure can help the city, and the community, achieve many goals simultaneously, exemplifying efficient and effective investment. The multiple benefits of green infrastructure that should be considered include:

- Local economic and business benefits
- Mental and physical health improvements
- Stormwater quality and quantity improvements
- Aquatic and riparian wildlife habitat improvements
- Urban pollinator and native bird and insect habitat
- Reduced urban heat island effect
- Extending the useful life of and conserving capacity in existing grey infrastructure
- Flood mitigation

In completing large public projects such as street reconstruction or building new sidewalks, it is tempting to forego added upfront expenses on green infrastructure and trees in order to accomplish a variety of other goals, such as completing more projects in more places with less money. However, as more people come to live and work in regional centers such as Midtown, the importance of quality public places increases. Similarly, to make alternative travel modes viable and desirable, the public realm must feel comfortable for people to walk, bike, scooter, or spend time enjoying. Widespread deployment of visible green infrastructure and trees is a critical part of leveraging growth and development to improve quality of life.

***Amenities and Infrastructure Recommendation #4: Improve existing parks and create new plazas for gathering and community events.***

Some of San Antonio's most iconic parks and public spaces are in or next to Midtown, such as San Pedro Springs Park, Brackenridge Park, and the San Antonio River Walk. Midtown residents live relatively close to parks, compared with residents in many other parts of the city, and based on other measures such as parks space as a percent of total space, or park space per 1,000 residents, Midtown is either average or better than average compared with other parts of the city. However, as the population grows, improvements will be needed to maintain, or even improve the community's access to parks and public space.

Northern portions of Tobin Hill neighborhood and most of Uptown Neighborhood were identified by the Trust for Public Land Park Score 2018 as having a "Very High Need" for a park, on a scale of "Very High, High, and Moderate," in a citywide assessment.

The Midtown planning process indicated the following areas of improvement related to parks and open space in the future:

- As the population grows, it will be increasingly important that enjoyable outdoor spaces are available throughout the plan area.

- There are opportunities to improve public access and open space surrounding San Antonio River and San Pedro Springs Creek so that more people can enjoy them.
- Residents and children in the western portion of Midtown have limited access to an outdoor play space, and physical barriers to established parks and open spaces.
- Pedestrian connections to existing parks and streams should be improved to make them more accessible.
- Ensure that park and plaza improvements are culturally appropriate for all surrounding residents.

***Amenities and Infrastructure Recommendation #5: Include trees and lighting with mixed-use corridor and focus area redevelopment to create comfortable places to walk, explore, and stay.***

- In order for walking to be enjoyable as a viable choice for getting around, connecting to transit service, or parking once and visiting multiple destinations in the same area, there need to be trees shading sidewalks on hot days. A person walking amongst trees and shade will feel several degrees cooler than someone fully exposed to the sun. Because most of Midtown's mixed-use corridors have been built to provide as many lanes as possible for travelling vehicles, and because there is increasing demand for widening sidewalks, adding bicycle lanes, street parking, and other uses in the public right of way, accommodating more trees in these highly urban environments is a challenge. However, trees are an important part of Midtown's future. For growth and development to improve quality of life in Midtown, trees should be included with new private development and public investments in mixed-use areas.
- Maintaining and improving healthy tree canopy throughout Midtown's neighborhood residential areas will contribute to more comfortable walking temperatures in the neighborhoods as well as Midtown's focus areas and mixed-use corridors. The neighborhood residential areas of Uptown, Five Points, and Tobin Hill south of Ashby have relatively less tree canopy than other Midtown neighborhood residential areas east of Broadway, with abundant opportunities for more trees to be planted in planting strips between the streets and sidewalks. Because Midtown's residential neighborhoods will experience relative stability in the future, trees planted now should be able to grow and provide community benefits for several decades.
- Street lighting is important in focus areas and mixed-use corridors for the same reasons that it is valued in some neighborhood areas, primarily to make people feel safe, secure, and visible at night. However, street lighting in focus areas and mixed-use corridors can also contribute to the unique character of each area with decorative light fixtures/poles and can serve to highlight that a certain set of street segments or a mixed-use intersection node is special, with extra lighting that is intentionally designed to complement the character of the place and encourage night time use.

***Amenities and Infrastructure Recommendation #6: Use Public Art that reflects local culture and landscape to create unifying identities for unique places in Midtown.***

- The San Antonio Department of Arts and Culture works with communities and artists to strategically plan and implement public art projects. The Amenities and Infrastructure improvements map identifies locations where, in the future, more people will probably congregate or pass through on foot, indicating opportunities to tell stories about the local landscape, culture, and values through public art.
- Given Midtown's large population of Mexican Americans, Mexican American cultures should be reflected in Midtown's public art.

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***Amenities and Infrastructure Recommendation #7: Offer more convenient choices to residents who want healthy food.***

- Midtown already has some healthy food options. For example, there is a community garden in Mahncke Park, a grocery store with a produce section in Five Points, a weekly farmers market at Pearl, and a variety of restaurants with healthy food options. However, most people travel to supermarkets in other areas, and improving healthy food access was raised repeatedly in public engagement. As Midtown's population grows, there will be opportunities to improve healthy food access. A larger population will be able to support more community gardens, more frequent farmers markets, and at least an additional grocery store. For example, nationally there are about 8,800 people for every supermarket in the United States. Midtown's population is expected to grow by at least this amount in the next twenty years.

***Amenities and Infrastructure Recommendation #8: Offer a diverse and high-quality range of education choices for families and adults.***

- University of the Incarnate Word, San Antonio College, and Culinary Institute of the Americas are all part of Midtown and Trinity University is very close by. Innovative public schools with award winning teachers offer special programs in language emersion, arts, social and emotional learning, after school clubs, and advanced placement early college coursework. Midtown's housing stock, public spaces, and transportation system should encourage families and students to live in the area and utilize its schools.

***Amenities and Infrastructure Recommendation #9: Parking should be shared amongst users with complementary schedules, not publicly subsidized, and adaptable to new uses as parking demand changes.***

- Parking facilities for cars are an important complement to Midtown's mixed-use corridors and amenities, ensuring convenient access and relieving neighborhood impacts. However, parking is so costly and takes up so much space that it can undermine many other community goals so as housing affordability, walkability, and environmental sustainability. As San Antonio improves its multimodal transportation system, and new transportation technologies and transportation preferences evolve, publicly funded parking projects should be approached with both openness and caution.

## *Amenities and Infrastructure Components*

### *Parks, Trails and Open Space*

Parks, trails, and open spaces are fundamental building blocks to quality of life in Midtown. They serve multiple purposes simultaneously for social gathering, exercise, leisure, education, flood risk mitigation, clean air and water, civic engagement, and more. Their importance increases with growth in the built environment and the resident and workforce populations. In Midtown, parks, trails and open space improvements should primarily improve access and experience with water, create urban plazas in high growth areas, and incrementally improve existing parks and open spaces where needed.

### *Arts and Cultural Amenities*

Arts and Cultural Amenities are central to Midtown now and will be increasingly important in the future. Art and culture in Midtown takes many forms, from culinary experimentation and world class museums, to live music, small non-profit theatres, murals and more. These existing arts and

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cultural assets should remain and serve as anchors, inspiration, and sources of energy for the continuing maintenance and evolution of culture in Midtown.

### *Community Amenities*

Community amenities such as schools, colleges, libraries, and community or senior centers are important places for social gathering, learning, and civic engagement. The work of building and maintaining community often occurs in these places. As Midtown's population grows, there will likely need to be some corresponding proliferation of these places.

### *Green Infrastructure and Low Impact Development*

As Midtown accommodates more people and buildings, the importance of parks, plazas, and trails will grow. However, throughout Midtown, there are opportunities to incorporate more nature for people to experience without having to visit a park or trail. Street and sidewalk areas represent an opportunity to use space for more than just transportation. They are places that can accommodate trees, landscaped areas to soak rain water into the ground, and stormwater detention basins that include plants and sculpture. Green infrastructure and low impact development should be incorporated into the Midtown landscape at multiple scales, including individual site developments, along multiple street segments as part of street reconstructions, or through coordinated investments throughout a neighborhood or district. Examples of green infrastructure and low impact design tools that may be used in Midtown include those listed below. The NACTO Urban Street Stormwater Guide provides guidance and examples of green infrastructure incorporated into streets.

- Alternative street designs (Narrower Street Widths, Shorter Setbacks and "Green Streets")
- Street trees
- Bioswales and vegetated swales
- Rain gardens
- Bioretention curb extensions and sidewalk planters
- Permeable pavement
- Bioretention cells
- Water quality swales
- Grassed infiltration areas
- Interrupted runoff flow paths
- Sidewalk trees and tree boxes

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# Catalytic Projects

[See **Figure 8: Catalytic Projects Map** (page 90)]

*San Pedro Gateway*

The San Pedro Gateway site is located on both sides of San Pedro Avenue, next to I-35.

*San Pedro VIA Site*

The San Pedro VIA site is located on the west side of San Pedro Avenue, between Cypress and Myrtle Streets.

## *Introduction*

Both of the catalytic project concepts for the Midtown Regional Center Plan are located next to San Pedro Avenue. They each show one scenario of what future development could like in this area, how it could serve the community and complement the greater vision for improving quality of life in Midtown.

The locations were selected because of their proximity to local amenities such as Downtown and San Pedro Springs Park, their adjacency to a potential high quality, frequent, and reliable transit service that VIA is considering, and the interesting challenges and opportunities they each present.

## *Catalytic Projects Recommendations*

***Catalytic Projects Recommendation #1: Support the development of a residential mixed-use neighborhood along the San Pedro Gateway.***

Initiate collaboration with local property owners to create a development/redevelopment plan to implement the San Pedro Gateway site, which will set the tone for high quality development on the San Pedro mixed-use corridor, and that will complement the vision for surrounding areas.

***Catalytic Projects Recommendation #2: Encourage the addition of amenities on the San Pedro VIA site.***

> Initiate a collaboration with VIA Metropolitan Transit to create a development/redevelopment plan for the San Pedro VIA site, which will enhance the concentration of surrounding amenities, support great transit service, and include high quality public spaces and desired community uses such as a grocery store, housing, and a multigenerational community center.

***Catalytic Projects Recommendation #3: Use design justice principles in future public design processes for the catalytic sites.***

> Collaborate with local firms and leaders fluent in design justice principles to create appropriate design processes for public projects. Design justice rethinks design processes, centers people who are normally marginalized by design, and uses collaborative, creative practices to address the deepest challenges our communities face

## *Catalytic Project #1 - San Pedro Gateway*

*Description*

The San Pedro gateway site is comprised of two blocks straddling San Pedro Avenue, north of I-35. The current mix of uses includes a new gas station convenience store, drive through dining, gas station, legal firm, a bar, and residential. At the time of the digital design charrette conducted for this site, the block on the east side of San Pedro Avenue included a large vacant lot. Since then, the property was sold and

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the gas station convenience store was constructed. There is a historic landmark building on the eastern block of the Avenue.

Both blocks present interesting design challenges. The block west of San Pedro Avenue is narrow, which would make it difficult to include a primary use serving many people, along with parking, in a format that is pedestrian-friendly and sensitive to properties across the street primarily zoned for multifamily housing in Five Points Neighborhood. Mexican Americans or Hispanics represent greater than average majorities in the residential areas surrounding this site (typically 70% to 95% on any given block).

*Vision*

The vision for San Pedro Gateway is to support Midtown's need for more housing in areas with transportation choices and opportunity, in a design that reflects some historical building forms from the surrounding area. As discussed in other plan sections, not all blocks on all mixed-use corridors will be able to support a successful concentration of retail businesses, and not all properties in areas designated in the future land use map for high density need to have the highest density and largest buildings.

The vision for San Pedro Gateway reflects these realities, primarily offering housing for people that would want to stay in this area in both multifamily and townhome formats, while contributing to a population base that can support a high-quality transit station and concentrations of retail businesses a few blocks away adjacent to San Pedro Avenue between Poplar and Evergreen Streets. The vision includes street facing uses on almost all portions of the site, primarily oriented to San Pedro Avenue. Design principles for each block also include housing that faces Howard Street and Jackson Street, avoiding blank walls, exposed parking structures, and expansive service and delivery areas facing existing and potential future residential uses across those streets.

The concept for the lot between San Pedro Avenue and Jackson Street demonstrates how structured parking can be fit on the interior of a narrow lot, and that new development adjacent to San Pedro Avenue should not turn its back to the neighborhood or relegate Jackson Street to being a place with less people and fewer eyes on the street. Finally, the concept illustrates how new development in this area on the west side of San Pedro should be less dense and smaller scaled than new development on the east side of San Pedro, offering a reasonable transition to the 5 Points neighborhood.

The concept buildings are large but are comprised of smaller parts that vary within a single block. Some of these parts mimic the proportions of historic two-story residential buildings in 5 Points and Tobin Hill. The concept simultaneously signals a transition to downtown.

The vision for San Pedro gateway also offered the opportunity to consider what the San Pedro Avenue streetscape could like in the future. The concept has not been studied for engineering feasibility, and is but one conceivable outcome; however, it shows how a combination of wider sidewalks, street trees, and other amenities such as lighting or benches could make San Pedro Avenue a more enjoyable place for area residents to spend time outdoors, or a more enjoyable place to pass through on foot. Achieving the vision for San Pedro Avenue, and several other mixed-use corridors in Midtown, would benefit from Unified Development Code amendments requiring new development to dedicate space for widening sidewalks, along with giving new development credit towards landscaping requirements for street tree planting.

This concept is meant to be responsive to many area residents who have described regularly using San Pedro Avenue on foot, typically to use buses or area restaurants and services. High quality transit service, a transformative street project, and new development paired with improved regulations can make this area work better for them and make it more useful for future generations.

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[See paired existing conditions photographs and conceptual illustrations: **Figures 9 and 10** (pages 91 and 92); **Figures 11 and 12** (pages 93 and 94)]

## *Catalytic Project #2 – San Pedro VIA Site*

*Description*

The San Pedro VIA site is much larger than the San Pedro Gateway site, and despite being only several blocks away, presents a unique set of challenges and opportunities for the future. Existing uses are primarily related to VIA's bus maintenance, office, and employee parking needs. There is also a gas station, drive through restaurants, and drive through alcohol sales. San Pedro Springs Creek enters the site form the north, flowing above ground before entering an underground facility, then reemerging above ground closer to Fredericksburg Road. Surrounding the site, to the north is San Pedro Springs Park, to the west a collection of single family homes and duplexes, to the south a mix of homes and industrial services, and to the east San Antonio College and a mix of uses that includes a bar, Esperanza Peace and Justice Center, a gas station convenience store and a drive through restaurant, among others. The site is home to Mexican Americans or Hispanics representing greater than average majorities in the residential areas surrounding this site (typically 70% to 95% on any given block). Existing public art near the Five Points intersection, including the Visión del Futuro mural, "Guardians of Five Points" sculptors, and native landscaping are a few examples of how public projects can effectively reflect local culture and landscapes.

VIA is considering offering higher quality transit service in the future on San Pedro Avenue, Cypress Street, and Fredericksburg Road, and may include a high-quality transit station at the intersection of San Pedro Avenue and Cypress Street, the southeast corner of this catalytic site.

On the site, over 500 transit vehicles are washed, maintained, and deployed every day, and hundreds of drivers, office personal, and technicians work to keep VIA's transit service running. The areas immediately surrounding San Pedro Springs Creek on the eastern portion of the site are critical to VIA's operations for the foreseeable future. Some of these activities generate noise and light 24 hours per day. Other areas around the site perimeter are more likely to be available for development that supports a more diverse mix of uses within the timeframe of the Midtown Regional Center Plan. However, rearranging or relocating any element of VIA's operations would be complicated and costly.

The long-term vision for this site includes developing the entire site for a mix of uses that includes dwellings for people to live in, high quality public spaces, a continuous creek side trail connecting San Pedro Springs Park with Fredericksburg Road, retail and community services, and high-quality transit service on two adjacent sides. Recognizing the importance of VIA's operations and the challenging decisions that would need to be made to accommodate this long-term vision for this area, which could likely only occur in a series of phases over decades, the catalytic site concept presented here only addresses portions of the site, primarily around the site perimeter, where redevelopment is more conceivable.

*Vision*

The concept presented here would support a vibrant pedestrian streetscape on San Pedro Avenue, with a mix of uses that would generate foot track at varying times of day. Such a mix would include housing in diverse formats for diverse users, some ground floor retail and dining opportunities, a priority community use such as a senior center, and some priority retail use such as a grocery. Some of the housing should be for low- and moderate-income households.

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A public plaza at the terminus of Evergreen Street would be a focal point and gathering place for the long street segment between Laurel and Myrtle Streets, while also helping to define a connection to the vibrant street scene at Main Avenue and Evergreen Street a few blocks to the east.

Offices and classrooms could also be accommodated here. Although San Antonio College has substantial growth opportunity within its existing campus, some future expansion could be absorbed near San Pedro Avenue. Complementary education opportunities could include vocational training linked to VIA fleet maintenance, student housing, or satellite classes for other schools that do not have a presence in the area, such as Texas Tech University. Shared parking facilities to efficiently serve the new users and existing local community users could be accommodated on this site in a way that does not compromise a comfortable and enjoyable environment on San Pedro Avenue.

Turning to the northern perimeter adjacent to Myrtle Street, housing would face and define an edge to San Pedro Springs Park across the street. The lowest intensity uses would be located on Flores, across from existing residential areas. Next to where San Pedro Springs Creek enters the site, new development would be set back from the creek sufficiently to provide for sunlight, trees, and green stormwater infrastructure, but would be partially oriented to the publicly accessible Creekside improvements such as a trail, benches, and light; signaling a potential future when the Creek would be day-lighted and accessible to the public all the way from its springs to the 5 Points neighborhood.

When redeveloping areas near San Pedro Avenue, Cypress Street, or Fredericksburg Road, opportunities to incorporate water features into public spaces should not be missed. San Antonio River Authority has identified potential locations throughout this area where surface water detention facilities could be installed to improve water quality in San Pedro Springs Creek.

The process for developing this concept revealed the importance of design to mitigate noise and light, and to account for VIA's site circulation needs, while offering service and delivery areas for San Pedro-oriented development without compromising the San Pedro Avenue pedestrian environment. Dwellings and their windows could not be oriented to the site's interior where VIA operations would continue. Buildings would have to include features for dampening outdoor noise. Extending Jackson Street north from Laurel Street to Myrtle Street would accommodate some combination of service deliveries, VIA circulation, and potentially a bike route if it would be relevant to the larger bicycle network.

Even if the long term vision of creek restoration, creek access, and housing for people to live in near Flores Street proves elusive, implementing the primary concept would contribute to multiple Midtown goals, supporting access to nature and recreation, high quality transit service, and accommodating many households and jobs in a place of opportunity.

[See paired existing conditions photographs and conceptual illustrations: **Figures 13 and 14** (pages 95 and 96); **Figures 15 and 16** (pages 97 and 98)

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# Housing

## *Housing Snapshot*

[See **Figure 17** and **Figure 18** (page 99)]

The Midtown Regional Center has just over 6,000 households and is growing faster than the City of San Antonio overall, adding almost 800 households since 2010. The average annual household growth of 2.3% is much faster than the City-wide average of 1.0%. Midtown has a median household income of $30,750, which is lower than the city-wide average, partly due to a large student population and collection of public housing units.

There are currently 7,340 housing units in the Midtown Regional Center. Vacancy in the area is much higher than the City average, with 17% of Midtown housing units vacant. The high vacancy rate may be driven by the large number of recently built housing projects. However, it may also be an indication of a significant number of housing units being used as short-term rental units.

The housing stock in Midtown is a mixture of housing types, age and quality. The housing stock in Midtown is split between much older and much newer homes. Since 2010, there have been 192 for-sale homes built and over 1,500 apartments developed in Midtown.

The area has a higher concentration of renters than the City as a whole, with 75% of occupied housing units rented, compared to 47% across the City. Most of these rentals are in low-density housing; 57% of rental units are in buildings with 4 or fewer units.

Housing affordability is measured in terms of "cost burden" or the share of income paid towards housing costs. In general, a household spends more than 30% its gross income on housing costs it is considered a household that is "cost burdened". Generally, homeowner affordability is not a significant issue in the Midtown area; however, recent changes in the market are impacting homeowner affordability. The average home price in Midtown in 2017 was $358,000 and has increased by 9 percent annually over the past five years. Overall, 24% of homeowners in the area are cost burdened, paying over 30% of income towards housing, a figure on par with the County average. However, this percentage has increased from 17% to 24% since 2000.

The affordability of renting in Midtown is growing concern. The average rent for apartments in the Midtown Regional Center is $1,276 per month and average monthly rents have increased by $650 since 2010, which is almost twice the County's average increase. Cost burden is a growing issue for low-income renters in Midtown, with 74% of renter households earning less than $20,000 and 52% of renter households earning between $20,000 and $35,000 spending over 30% of income on rent. There are a higher number of renters in single family homes which raises concerns of potential displacement of residents as lower income renters in single family homes are the most vulnerable to impacts of rising rents and property values.

Housing issues and strategies were primary topics of discussion at Community Meeting #2 and Planning Team Meeting #5 and were prominent topics of community and stakeholder input throughout the planning process. Community Meeting and Planning Team Meeting Summaries are available in the documents' library of the Midtown Area Regional Center Plan webpage.

## *Housing Challenges in the Midtown Regional Center*

The Midtown area is growing quickly and has rapidly become one of the most attractive areas of the City in which to live for increasing numbers of San Antonians. While Midtown currently has a diversity of housing types and incomes, there is a significant portion of the population that are lower income

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households as well as mostly renter-occupied housing units (with many renters in single family homes or smaller buildings with 2 to 4 units). This high percentage of renters, particularly the large portion in single family homes, makes these households more vulnerable to displacement as new development occurs and market values increase.

While the percent of Midtown households that are cost burdened for housing has grown commensurate with the City and County averages so far, this may change in the future. New development has attracted new residents to the area who can support the current market rental rates and home prices. While existing and long-term residents have so far been able to remain in the area, the increasing financial pressure on these households from rising rental rates and property taxes may make it hard to remain. There are three main challenges in the Midtown Regional Center related to housing:

1. **Potential for Displacement of Existing Residents:** Rising rental rates, property values, and home prices will make it harder for lower income residents to remain in the area. This challenge will particularly affect renter households.
2. **Preserving Historic Character and Reinvesting in Older Housing Stock:** The older housing stock gives Midtown amazing character but will be difficult to maintain due to costs of reinvestment and development pressures.
3. **Maintaining Opportunity for All Household Types and Incomes to Live in Midtown:** The cost of new development and demand for housing in the area make rents and prices for new – and even existing – homes harder for lower income residents to afford.

## *Housing Recommendations*

Housing recommendations were developed based on the Midtown Area's vision and goals and to address the challenges identified within the plan process. See the Housing Strategy document in the document library for a summary of housing conditions and challenges that provide the basis for the recommendations.

***Housing Recommendation #1: Ensure that zoning supports a context sensitive supply of diverse housing to support Midtown's expected household growth.***

Midtown has a diverse mix of housing types and ages of housing units. The area has a combination of older historic homes and new apartments and townhomes. Household growth is projected to continue in Midtown over the next 15 to 20 years. Directing most of this growth to mixed-use corridors and focus areas, while also ensuring that new housing in neighborhoods is context sensitive, will help maintain the affordability and character of the area.

***Housing Recommendation #2: Expand Midtown's housing as affordable to households with diverse income levels, including households earning less than 60% of Area Median Income.***

The Midtown area has a good mixture of households at various income and education attainment levels, as well as a diversity of jobs. As demand for housing in the area grows, a major challenge will be maintaining affordability for a diverse range of current and future residents. Currently, seven percent of units in Midtown are income or deed restricted affordable housing units, and more are naturally affordable. Maintaining these existing units and growing the number of new affordable units can help preserve opportunities for households earning lower than average incomes.

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***Housing Recommendation #3: Maintain affordability and a diversity of housing options by accommodating additional housing in neighborhoods and transition areas through context sensitive design and small scale, infill housing.***

Midtown's population is forecasted to grow significantly over the next 15 to 20 years. Much of the housing needed to accommodate this growth is anticipated to occur in mixed-use focus areas and corridors within Midtown. However, accommodating housing growth that helps address affordability challenges and the impacts of increasing demand and housing prices must also be addressed within existing neighborhoods. Strategies to help maintain the current diversity of housing and allowing for context sensitive, small-scale infill development are needed.

***Housing Recommendation #4: Support San Antonio's Housing Policy Framework.***

Midtown is one part of San Antonio, and its housing issues and opportunities are inextricably linked to the rest of the City and the region. Ensuring diverse and affordable housing options amidst all of Midtown's opportunities cannot be accomplished with a focus on Midtown alone. Many programs, incentives, and funding sources for maintaining housing affordability should be established in consideration of the whole city. San Antonio's Housing Policy Framework has identified actions, policy priorities, and implementation strategies to do this. Similarly, every Regional Center and Community Area in San Antonio has a role to play in achieving a diverse and affordable housing future for the City of San Antonio. Midtown's communities have indicated through the planning process that diversity is valued, that Midtown is a place where existing residents should be able to stay, and where new diverse housing for people to live in is welcome. As with every other part of San Antonio, Midtown's future success is tied, in part, to implementing San Antonio's Housing Policy Framework.

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# Economic Development

## *Introduction*

The Midtown Regional Center has a diverse mixture of jobs and employers that matches closely with the overall economic industry mix within the San Antonio region including heath care, education, and tourism related employers. Midtown also has a higher than average concentration of professional services jobs than the City, with many smaller professional services offices such as lawyers, accountants, and other similar professional service providers.

- The Midtown Regional Center had 20,600 jobs in 2016. Employment in the area is anchored by health care, education, and professional services.
- Nearly 21% of employment in Midtown is in Healthcare and Social Assistance, a larger share than the 15% in the County overall.
- The next largest employment sector is Professional, Scientific, and Technical Services, with close to 13% of area employment (this sector comprises 8% of County employment). Growth of jobs in this industry in Midtown has been largely in small firms occupying existing buildings along the arterial corridors.
- The two other largest industries are Accommodation and Food Services and Educational Services, each with 10% of Midtown Regional Center employment (11% and 9% in the County, respectively).

Midtown is also home to some of the City's major cultural destinations, including the Witte Museum and DoSeum, a destination culinary scene assisted by the Culinary Institute of America, as well as burgeoning arts districts along North St Mary's and around Five Points. The diversity of employment in the area and the types of industries present, such as education and health care, has created a diverse spectrum of jobs available with employment opportunities for workers with a variety of education levels and jobs with a wide variety of wage levels.

Commercial development conditions within the Midtown Regional Center are shifting. The increase in housing and reinvestment in the area is attracting new businesses, which are adapting the existing building inventory to support increased demand. However, the influx of new investment and new development has occurred along and between the Broadway and St. Mary's corridors more than in other parts of Midtown. The Midtown Area is attracting interest in office development, especially as the investment and activity created by the Pearl redevelopment attracts significant new office employers to the area. Retail spaces and inventory are evolving with area housing growth, and the small-scale industrial areas are largely occupied but facing growth pressures for redevelopment. Hospitality uses, which have traditionally been more oriented in Downtown, are beginning to emerge in Midtown.

Despite several strengths, the area does have some economic weaknesses. The economic growth and development have primarily occurred along Broadway Cultural Corridor and around Pearl. The other commercial nodes and corridors have attracted reinvestment, albeit less. The Midtown area lacks the full spectrum of retail and services to support local residents and businesses, and residents have to leave the area to get daily goods such as groceries. Midtown's commercial building stock is primarily smaller, older buildings, contributing economic benefits associated with unique places and affordable commercial rents, but limiting opportunities for some employers to easily choose Midtown as the area lacks a sizable collection of office spaces to support medium and large business. Lastly, while the area is comprised of multiple unique places, many lack clearly identifiable or cohesive nodes of activity and uses for attracting additional employment and retail activity.

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## *Economic Challenges to Address*

There are three main economic challenges in the Midtown Regional Center:

- **Pressure for redevelopment of existing commercial and industrial areas:** Existing buildings have supported employment growth in the area for the most part. As redevelopment continues, focus should be paid to maintaining work spaces that support desired industries and economic outcomes.
- **Lack of retail and services oriented to local residents and business:** As more people choose Midtown to live, work, or play, amenity improvements will be needed to support quality of life in this urban environment.
- **Mitigating impacts of being a destination:** Midtown's unique destinations are attracting increasing numbers of visitors. Visitors will support economic development and additional amenities and businesses that can benefit area employees and residents; however, this form of development can also undermine other Midtown goals if it is not carefully guided.

To support and stimulate a thriving economy, Midtown Plan implementation should:

- Create more employment opportunities to continue attracting a diverse residential population.
- Leverage existing robust employment anchors such as University of Incarnate Word, San Antonio College, and Methodist Hospital.
- Continue to improve Midtown's great assets and public spaces, such as the Broadway Cultural Corridor, to attract more employers.
- Cultivate target markets related to arts, culture, entertainment, technology, and wellness.

## *Target/Opportunity Industries*

Based on the analysis of existing conditions and the assessment of strengths and weaknesses, target industries and economic opportunities were identified for the Midtown Regional Center. The target industries and economic opportunities are meant to help organize the City's economic geography and provide guidance on the role the Midtown area can play in the City's overall economic development efforts. They also give direction to the City and its economic partners as to what areas are best suited for certain opportunities when they arise. The target industries and economic opportunities for Midtown Regional Center are:

- **An Educational Hub** - Midtown has three major education institutions and is bordered by a fourth. There is an opportunity to orient the area around supporting the diverse students and workers at these institutions.
- **An Arts, Culinary, and Cultural Destination -** The area has three distinct nodes/corridors related to arts and culture. Continuing to foster these areas as destinations and support the people who are creating them can yield additional economic opportunity.
    - Broadway Cultural Corridor (culinary/cultural institutions/entertainment)
    - North St. Mary's (arts, culinary, and entertainment)
    - Five Points and Fredericksburg Road (arts)

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- **A Place for Small Businesses and New Ideas** - The smaller, older, and generally lower cost work spaces (retail, service office and industrial) present in Midtown create attainable and attractive opportunities for new and small business to grow in the area. Protecting this attribute and promoting growth of start-up businesses is an opportunity.
- **A Center for Health** - Metropolitan Methodist Hospital and the medical businesses that locate in and around its core employ people with diverse skills and education levels in a variety of jobs. Facilitating the hospital's and associated medical business' growth is important.

## *Innovation*

Innovation is a major theme of the guiding policy documents for the City of San Antonio including SA Tomorrow and Forefront SA. The innovation economy is the connection of knowledge, technology, entrepreneurship, and innovation that spurs economic growth. The goal is to drive productivity and innovation higher. To do so, investments and policy interventions are needed to create partnerships between the public and private sector to foster increased innovation. In order to understand the economic strengths and weaknesses of the Midtown Regional Center in terms of fostering an environment that support innovation, an innovation audit was completed to inventory and measure the attributes which contribute to this culture. The innovation audit results suggest that Midtown's innovation focus should be on leveraging existing anchors and assets to create more employment opportunities and continue to attract a diverse residential population. The area currently has a lower than average percent of residents and workers that have a bachelor's degree compared to the City. Growing Midtown's educated resident population from within and attracting additional educated residents will increase its attractiveness to employers. Midtown has a diverse set of institutional anchors, which can be leveraged to generate additional economic activity. Most employment growth in Midtown has occurred in pre-existing commercial buildings. Maintaining these buildings to serve Midtown's existing and new businesses is important, and so is diversifying the commercial building stock to support additional employment opportunities.

## *Recommendations*

***Economic Development Recommendation #1: Ensure Midtown has a diversity of buildings and amenities to support the existing variety of jobs through the creation of missing development types, and the preservation of desired building types and commercial and industrial areas at risk for redevelopment.***

The diversity of employment in Midtown is reflected in the diversity of building types and areas. Maintaining and expanding the diversity of buildings and spaces can help maintain the diverse employment and housing mix.

***Economic Development Recommendation #2: Support and grow awareness of Midtown as a destination for commerce, arts, culinary, and cultural attractions and activities.***

The arts, cultural and entertainment attractions within Midtown are growing and attract visitors from the region and nation while contributing to local employment and quality of life. Distinct districts have emerged in Midtown built on the historic and unique character of the areas. The growth of districts can be supported through more coordinated promotion and increased awareness.

***Economic Development Recommendation #3: Support the continued growth and integration of the education and health institutions within Midtown, so that campuses serve as community resources and amenities, and surrounding mixed-use areas serve students and workers.***

Education and health care institutions are the major economic anchors in Midtown. Diversifying the uses and improving public spaces and physical connections at campus edges will support additional area businesses, enable more people to use public space and campus amenities, and increase community awareness of the contributions that these institutions make to local quality of life.

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# 5. Neighborhood Profiles and Priorities

## What is the neighborhood profile and priorities?

San Antonio is a city of neighborhoods, each with its own unique history, qualities and character. Many neighborhoods throughout the City have developed Neighborhood Plans that reflect local values and priorities. These plans, adopted by the City, have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City. The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning. The Sub-Area Plans are intended to increase equity citywide, by ensuring that all of San Antonio's neighborhoods have a base level of policy guidance, as many neighborhoods within the City lack an existing Neighborhood Plan or a registered neighborhood organization. In this way, each Sub-Area Plan will integrate key elements of existing Neighborhood Plans for those neighborhoods that have a plan, while promoting citywide policy consistency and providing key recommendations and strategies for those neighborhoods currently lacking that direction. The Neighborhood Profile and Priorities section of the Sub-Area Plans provides special attention to prior neighborhood planning efforts and recognizes the community groups and individuals who were instrumental in their creation. They summarize specific opportunities, challenges, recommendations and priorities from each participating neighborhood, to more efficiently direct public and private investment within the City to help these neighborhoods achieve their short-term goals and long-term visions.

## Neighborhood Profile and Priorities Exhibit List

### *Uptown Neighborhood Profile and Priorities*

[See **Exhibit 2**]

### *5 Points Neighborhood Profile and Priorities*

[See **Exhibit 3**]

### *Tobin Hill Neighborhood Profile and Priorities*

[See **Exhibit 4**]

### *Westfort Alliance Neighborhood Profile and Priorities*

[See **Exhibit 5**]

### *Mahncke Park Neighborhood Profile and Priorities*

[See **Exhibit 6**]

### *Government Hill Alliance Neighborhood Profile and Priorities*

[See **Exhibit 7**]

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# 6. Implementation

## Plan Purpose

This Plan proposes a medium-term vision, recommendations, and strategies for improving and developing the Midtown Area Regional Center over the next ten years. The Plan is an implementation component of the City of San Antonio's SA Tomorrow Comprehensive Plan. Adopted in 2016, the Comprehensive Plan is the City's long-range land use and policy plan that is intended to be a blueprint for future growth and development through the year 2040. The Midtown Area Regional Center Plan is an implementation-oriented Sub-Area plan that will further develop recommendations from the SA Tomorrow Comprehensive Plan to improve quality of life for San Antonio residents, guide growth and development that accommodates projected housing and employment increases, and to fulfill other Comprehensive Plan goals and policies through a community-based planning process.

The Regional Center Plan honors and integrates previously adopted neighborhood and community plans while providing an equitable path for all neighborhoods to participate in planning, to create priorities, and to advocate for implementing their priorities in the future.

## Intent of the Plan

The Midtown Area Regional Center Plan will be the essential tool to guide future development and City investment in the plan area based on the vision and goals for the Midtown Area. A diverse assemblage of stakeholders met for a series of nine planning team meetings over 15 months to make recommendations that support both the policy direction of the Comprehensive Plan as well as the community's aspirations. This work culminated with achievable recommendations and strategies that will be utilized by City Departments, partner agencies, private entities, and community partners to guide policies and investments that implement appropriate and desired development patterns as well as the creation and support of livable, complete neighborhoods.

## How to Use This Plan

The vision for the Midtown Area Regional Center can be realized through implementation of the Plan Framework, with recommendations and strategies related to the following topics: Land Use, Focus Areas, Mobility, Amenities and Infrastructure, Housing, and Economic Development. These recommendations and strategies include policy and regulatory matters, partnerships, and investments. Plan recommendations are written to provide actionable specificity while still allowing the flexibility needed to adapt to unforeseen challenges or opportunities.

## Coordination with Adopted Plans

The City of San Antonio adopted several plans in recent decades for individual neighborhoods or parts of the Midtown Regional Center. Each of these plans is described in the Midtown Plan. Some specific recommendations from these plans are directly referenced as complementary to achieving the Midtown vision and goals. Each of the plans was used as a foundational element for creating the Midtown Plan. The previously adopted plans include important historical information, policies reflecting the values of participants at the time of their adoption, detailed information and recommendations for specific places and issues such as for a single neighborhood or for Brackenridge Park, and topics not addressed by the Midtown Plan in the realms of social services, law enforcement, and organizational strategies for neighborhood associations and other organizations that created the plans. These plans include but are not limited to:

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- *Government Hill Neighborhood Plan*
- *Westfort Alliance Neighborhood Plan*
- *Mahncke Park Neighborhood Plan*
- *Tobin Hill Neighborhood Plan*
- *Five Points Neighborhood Plan*
- *Midtown Neighborhoods Plan*
- *Brackenridge Park Master Plan*
- *Midtown Brackenridge Tax Increment Reinvestment Zone (TIRZ) Plan*

***The Midtown Plan was also developed to complement and contribute to the implementation of the following regional and citywide plans:***

- *San Antonio's Housing Policy Framework*
- *SA Tomorrow Multi-modal Transportation Plan*
- *SA Tomorrow Sustainability Plan*
- *SA Corridors Strategic Framework Plan*
- *VIA's Vision 2040 Plan*

***In implementing the Midtown Plan, further consideration should be given to the recommendations of emerging and ongoing planning processes, including but not limited to:***

- *VIA's Rapid Transit Corridors planning*
- *SA Climate Ready*
- *San Antonio's Housing Policy Framework implementation programs*
- *San Antonio Parks System Strategic Plan*
- *San Antonio Sidewalk Master Plan*
- *ConnectSA*

## Statutory Requirements

Once adopted by City Council, the Midtown Area Regional Center Plan becomes a component of the City's SA Tomorrow Comprehensive Plan. Previously adopted neighborhood, community, and sector land use plans that are contained within or partially overlap the Midtown Area Regional Center Plan are identified as a foundational part of the Midtown Area Regional Center Plan. However, where a previous plan and the Midtown Area Regional Center Plan have conflicting land use designations within the adopted boundary of the Midtown Area Regional Center Plan, the Sub-Area Plan will be the plan of reference. Similarly, where a previous plan and the Midtown Area Regional Center Plan have conflicting

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policies or priorities within the adopted boundary of the Midtown Area Regional Center Plan, the Sub-Area Plan will be City policy.

By virtue of the plan adoption process, all proposed projects must be found to be consistent with the SA Tomorrow Comprehensive Plan, and as such, the Midtown Area Regional Center Plan must be consulted when proposing a public investment or a land use project that requires deviation from current entitlements.

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# Implementation – Land Use

***Land Use Recommendation #1: Initiate rezoning in selected mixed-use corridors and focus areas and update the Unified Development Code to support transit-oriented development, mixed-use corridors, and centers with a high-quality public realm.***

**Strategy 1.1: (Regulation and Policy)**

Write new Transit-Oriented Development zones and Mixed-Use districts into the Unified Development Code to create unique pedestrian- and transit-oriented places with diverse and affordable housing options.

**Strategy 1.2: (Regulation and Policy)**

Rezone selected portions of mixed-use corridors and focus areas, where the private market would otherwise not create development that is consistent with the Midtown Plan.

**Strategy 1.3: (Regulation and Policy, Investment)**

Where the private market is strong enough, the City should support property owner-initiated rezoning in other mixed-use corridors and focus areas, using requirements and bonuses to incentivize more diverse and affordable housing and a high-quality public realm.

**Strategy 1.4: (Regulation and Policy, Partnerships)**

As Midtown's and San Antonio's transportation system evolves toward offering more efficient and affordable transportation choices, the city should reduce and replace parking requirements in the Unified Development Code with requirements that help achieve community goals for diverse and affordable housing, environmental quality, mobility, equity, and place-making.

***Land Use Recommendation #2: Encourage zoning that supports the maintenance of neighborhood character while encouraging affordable housing, housing for all stages of life, and housing that is accessible to people with mobility impairments.***

***Strategy 2.1 (Regulation and Policy, Partnerships)***

Scope and execute a planning process for inner city residential design standards and zoning regulations that ensure stability in neighborhood residential character while allowing targeted housing types:

- Housing accessible to people with disabilities
- Affordable housing
- Housing for larger households
- Other diverse housing types

The process described below that is nearing completion in Portland, Oregon may serve as a reference for creating a planning process to implement this recommendation in San Antonio. Responding to a housing shortage and forecast growth of 100,000 households by the year 2035, barriers to the development of diverse and affordable housing, and other zoning requirements that allow new buildings in neighborhoods that are too large to fit with neighborhood character, the City of Portland has recommended a package of zoning code and map changes that will allow duplexes and triplexes in many areas where large single family houses are currently allowed.

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Critically, the additional dwellings must adhere to new and more restrictive requirements on building mass, height and setbacks and at least one of the dwellings on a property must have accessibility/visitability features including at least a no-step entry, wider halls and doors, and a living space and bathroom on the first floor. Modest increases from the new building size restrictions are allowed for affordable dwellings.

Portland's process for developing these recommendations included a one- to two-year investigation and concept development phase that included input from over 7,000 Portlanders and multiple concept reports prepared by staff, economic, and design consultants that were adopted by the Planning Commission and City Council. That phase was followed by a two-year, inclusive public process to develop and refine zoning code and zoning map amendments based on the adopted concept reports.

***Land Use Recommendation #3: Discourage incremental rezoning (both up-zoning and down-zoning) in Midtown neighborhood areas.***

***Strategy 3.1 (Regulation and Policy)***

The conditional rezoning process should typically be used in residential neighborhoods instead of base zone rezoning, in order to provide relatively certain outcomes for new development and adaptive reuse of existing buildings.

***Strategy 3.2 (Regulation and Policy)***

Discourage the rezoning of residentially zoned properties in residential neighborhood areas to commercial zoning.

***Land Use Recommendation #4: Land use decisions should support the continued use or adaptive-reuse of existing structures that contribute to the essential character of Midtown.***

***Strategy 4.1 (Regulation and Policy, Partnerships)***

Inventory and designate identified landmarks and districts in the Midtown area.

***Strategy 4.2 (Regulation and Policy, Partnerships)***

Support the continued use of existing structures and new construction that reflects cultural building forms such as incrementally constructed box and batten style homes, and site designs that facilitate interaction between households.

## Implementation – Focus Areas

***Focus Area Recommendation #1: Prioritize major amenity and infrastructure improvement projects that support growth in focus areas and mixed-use corridors.***

***Strategy 1.1: (Regulation and Policy, Investment)***

Major transportation infrastructure projects should be designed to improve mobility for multiple transportation modes and contribute to creating unique and high-quality public places in focus areas and mixed-use corridors.

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***Strategy 1.2 (Partnerships, Investment)***

Priority should be given to funding major infrastructure and amenity projects that support the vision for Midtown's focus areas and mixed-use corridors**.**

**Strategy 1.3 (Partnerships, Investment)**

Design justice principles should guide design processes for major amenity and infrastructure projects. Design justice rethinks design processes, centers people who are normally marginalized by design, and uses collaborative, creative practices to address the deepest challenges our communities face.

***Focus Area Recommendation #2: Priority should be given to funding major infrastructure and amenity projects that support the vision for Midtown's focus areas and mixed-use corridors.***

***Strategy 2.1 (Regulation and Policy)***

Create zoning districts in the Unified Development Code (UDC) that make pedestrian, transit, and amenity supportive urban mixed-use development the default and predictable path for new development to take in mixed-use corridors and focus areas.

***Strategy 2.2 (Regulation and Policy)***

The Planning Department should work with relevant City departments and community and private stakeholders to evaluate and update as needed tree planting, green stormwater management, and access management ordinances/guidelines for their impact on new development feasibility in focus areas and mixed-use corridors.

***Strategy 2.3 (Regulation and Policy)***

The Planning Department should manage rezoning processes for selected portions of mixed-use corridors and focus areas.

***Strategy 2.4 (Regulation and Policy, Partnerships)***

Consistent with the Midtown future land use plan, zoning code and map changes in the vicinity of VIA's planned Rapid Transit Corridors station areas should follow guidance provided by the:

- SA Corridors Strategic Framework Plan
- VIA Strategic Plan for Transit Station Areas in the Greater San Antonio Region
- VIA Guide to Transit Supportive Land Use

***Focus Area Recommendation #3: Implement housing and economic development programs and incentives to support focus areas and mixed-use corridors as inclusive places of housing, employment, and recreational opportunity for a diverse population.***

***Strategy 3.1 (Regulation and Policy, Partnerships, Investment)***

Midtown's focus areas and mixed-use corridors are appropriate places for the city to apply new affordable housing incentive and funding tools, such as the Neighborhood Improvements Bond funds, Center City Housing Incentive Program (CCHIP), Inner City Reinvestment and Infill Program (ICRIP), density bonuses, Low Income Housing Tax Credit support, public housing, land banking, and other recommendations from San Antonio's 2018 Housing Policy Framework.

***Strategy 3.2 (Regulation and Policy, Investment)***

City initiated rezoning in focus areas and mixed-use corridors should be done strategically to not preclude opportunities to incent new affordable housing.

***Focus Area Recommendation #4: Support fine-grained, incremental redevelopment intended to serve many people in mixed-use corridors and focus areas.***

***Strategy 4.1 (Regulation and Policy)***

Amend the UDC to remove barriers to implementing the future land use plan in small lot formats in mixed-use corridors and focus areas; potentially considering changes to parking and other site improvement requirements.

***Strategy 4.2 (Regulation and Policy)***

In rezoning selected areas of mixed-use corridors and focus areas and considering rezoning requests, consider fine-grained development at densities supported by the land use plan a value that should be pursued.

## Implementation – Mobility

***Mobility Recommendation #1: Continue implementing the San Antonio Vision Zero Action Plan.***

***Strategy 1.1 (Partnerships, Investment)***

Continue evaluating and implementing proven strategies and best practices improvements, potentially including traffic calming and Complete Streets principles, which improve pedestrian, bicycle, and traffic safety and help achieve San Antonio's Vision Zero goals. Severe Pedestrian Injury Areas not overlapping 2017 Capital improvement Bond Project locations that should be prioritized include:

- McCullough Avenue from Cypress Street to Dewey Place;
- Cypress Street from Maverick Street to Main Avenue; and
- San Pedro Avenue from Laurel Street to Euclid Street.

***Strategy 1.2 (Partnerships, Investment)***

Actively work with property owners, appropriate departments, and partner agencies on access management strategies and best practices to reduce and consolidate the number of driveways and curb cuts that can be potential points of conflict between pedestrians, bicyclists and vehicles. Take advantage of public street improvement projects such as those funded by Capital Improvements Bonds and the Infrastructure Management Program (IMP), as well as Unified Development Code amendments, zoning map changes, and resulting private development. Beyond the 2017 Capital Improvements Bond Project locations, additional priority areas to implement this strategy include San Pedro Avenue and McCullough Avenue.

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***Mobility Recommendation #2: Complete the multimodal network by investing in critical corridors, leveraging existing assets, and establishing partnerships to implement critical connections.***

***Strategy 2.1 (Partnerships, Investment)***

Conduct Complete Streets studies on the following roadway segments:

- San Pedro Avenue
- Main Avenue
- McCullough Avenue
- Cypress Avenue

***Strategy 2.2 (Partnerships, Investment)***

Incorporate streetscape improvements into complete streets projects and in segments of other prominent streets that serve or will serve a large number of pedestrian users including:

- San Pedro Avenue from Ashby Place to IH 35;
- Main Avenue from Cypress Street to Ashby Place;
- Josephine Street from St. Mary's Street to Broadway Street.
- Hildebrand Avenue from the San Antonio River to Broadway Street.

***Strategy 2.3 (Partnerships, Investment)***

Complete the bicycle network by implementing priority projects and adding facilities as streets are repaved or reconstructed. Preferred bicycle route improvements based on input from the Midtown Planning Team and public involvement include:

- St. Mary's Street and Mulberry Avenue, connecting Downtown, Tobin Hill, Brackenridge Park, and the Broadway Cultural Corridor;
- Broadway Street, Avenue B, and/or Alamo Street connecting Downtown to University of the Incarnate Word and City of Alamo Heights;
- Ashby Place and Josephine or Grayson Streets connecting Government Hill Neighborhood to Fredericksburg Road, the Cincinnati Avenue buffered bike lane, and associated Westside Greenway Trails;
- Main Avenue or McCullough Avenue connecting Downtown to Ashby Place and the associated McCullough Avenue bicycle lane north of Ashby Place; and
- Fredericksburg Road, connecting existing bicycle facilities N. Flores Street and Cincinnati Avenue.

***Mobility Recommendation #3: Manage transportation demand by creating walkable places and supporting efficient transit operations through targeted interventions.***

***Strategy 3.1 (Partnerships, Investment)***

Prioritize street and intersection design for transit reliability chokepoints and prioritize multimodal investments to ensure reliable alternatives to vehicular travel. Areas with reoccurring congestion that directly impacts transit service reliability include:

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- Hildebrand Avenue between US Highway 281 and Broadway Street;
- Josephine Street from the San Antonio River to Alamo Street; and
- The intersection of Ashby Place and San Pedro Avenue.

***Strategy 3.2 (Partnerships, Investment)***

Evaluate the following potential improvements to transit reliability on the priority transit routes indicated on the Mobility Concepts Map:

- Peak hour bus-only lanes and special event priority lanes giving priority to buses in times of heavy traffic;
- Queue jump traffic signals allowing buses a chance to get ahead of the traffic; and
- Bus bulbs allowing buses pick up passengers without exiting/entering traffic.

***Mobility Recommendation #4: Support VIA Metropolitan Transit Rapid Transit Corridor service by prioritizing transit supportive policies and infrastructure near transit stations.***

***Strategy 4.1 (Regulation and Policy, Partnerships, Investment)***

Implement more first/last mile strategies, such as sidewalks, curb ramps, crosswalks, bicycle facilities, etc. at VIA Metropolitan Transit Primo and Rapid Transit Corridor station areas. Promote and enhance access to transit by creating inviting, quality public space at stations where large numbers of people benefit from amenities like shade, seating, and safety lighting, as well as placemaking initiatives. Investments focused in station areas should consider the implementation timing and prioritize areas of both rapid transit and fixed-route services. Based on the most recent analyses, stations associated with VIA Metropolitan Transit Rapid Transit Corridors or Primo routes are anticipated on the following roadways:

- Fredericksburg Road;
- San Pedro Avenue;
- Broadway Street; and
- Cypress Street, Euclid Avenue, and Grayson Street.

***Strategy 4.2 (Regulation and Policy, Partnerships, Investment)***

When VIA Rapid Transit Corridor Stations are designated, the Planning Department should complete studies determining the application of Transit Oriented Development (TOD) zoning, and future developments in these station areas will require consistency with the *VIA Urban Design Guidelines for Transit Station Areas*, including:

- Density – Increased neighborhood amenities and destinations near stations and stops influence the type of transit services offered in an area. Transit frequency is directly dependent on density – the more people and jobs within an area, the more transit frequency is justified.
- Design – Buildings designed for the pedestrian; placed and oriented along the front of the street with parking on-street, placed behind or structured, and with direct access to first floor building activities are vital components of transit-supportive design.

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- Mix of Uses – Providing a mix of residential, employment, and retail uses within walking distance of a transit stop or transit station is beneficial to the community and make walking and riding transit more efficient choices for meeting daily needs.
- Walkability – Pleasantly designed, walkable places are attractive areas where people desire to travel on foot or by mobility device. Active streets that have development that is continuous along many blocks encourages economic activity. Investments to improve the pedestrian realm include streetscape enhancements in public spaces, such as continuous level surfaces, street furniture, lighting, landscaping, and shading devices, where applicable.

## Implementation – Amenities and Infrastructure

***Amenities and Infrastructure Recommendation #1: Construct drainage improvements to reduce flood risk on and around the Broadway Cultural Corridor.***

**Strategy 1.1 (Partnerships, Investment)**

Construct drainage improvements from north of the Witte Museum, where floodwaters would otherwise begin to flow out over Broadway and surrounding areas and route the water through large culverts under Broadway Street for about 1/2 mile south, before releasing them into the Catalpa Pershing Channel, behind Avenue B, south of Brackenridge Drive.

**Strategy 1.2 (Partnerships, Investment)**

- Completing the drainage improvements simultaneously with future phases of the Broadway Street reconstruction contemplated in the Broadway Cultural Corridor Concept Design would enable cost sharing and savings on otherwise redundant expenses. The projects should be funded, designed, and built cooperatively.
- Low impact development and green stormwater infrastructure should be used in areas east of Broadway to prevent local flooding and water accumulation. These tools can reduce the need to construct additional local storm drains to handle local flooding. Green infrastructure and low impact development can contribute to achieving several other community goals simultaneously.

***Amenities and Infrastructure Recommendation #2: Restore ecological functions of and improve public access to Midtown's waterways.***

***Strategy 2.1 (Partnerships, Investment)***

Interim improvements to San Pedro Springs Creek at the Five Points intersection should include lighting, seating, and waste bins. As any redevelopment occurs adjacent to the creek north of the Five Points intersection or at Myrtle Street, public access to the creek should be improved. In the long term, San Pedro Springs Creek should be a high-quality pedestrian gathering and recreation place for many people to enjoy, with continuous public access from the Five Points intersection to San Pedro Springs Culture Park. Connections between the San Pedro Springs Culture Park downtown, and upstream sections of San Pedro Springs Creek and San Pedro Springs Park would be enhanced by following the recommendations of the North Reach Collaborative to enhance Camaron Street as a biking and pedestrian friendly street from the San Pedro Springs Culture Park north to its intersection with Cypress Street, Laredo Street and I-10, effectively connecting the portions of San Pedro Springs Creek that are open to public access. This recommendation would include closing the Camaron Street onramp to I-10, reducing

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neighborhood cut through traffic on Euclid Street, and making Camaron a more multimodal street. If this concept for Camaron Street were ultimately deemed infeasible, alternative routes could be used to improve connections between upstream and downstream portions of San Pedro Springs Creek, including trail and sidewalk connections following Edwardo Garcia Park west of I-10 or following Flores Streets.

***Strategy 2.2 (Partnership, Investment)***

Catalpa Pershing Channel should be improved following the recommendations of the Brackenridge Park Master Plan, as an accessible, landscaped water feature that manages stormwater, creates a place with a unique identify, and complements a vibrant pedestrian environment on Avenue B.

***Strategy 2.3 (Partnership, Investment)***

San Antonio River from US 281 to E. Mulberry should include a trail more closely following or touching upon the river, to provide more consistent access for river walk users north of Pearl. Several Brackenridge Golf Course fairways cross the river in this area, making public river access inconsistent with the current golf course layout.

***Strategy 2.4 (Partnerships, Investment)***

San Antonio River from Miraflores Garden Pedestrian Bridge to the Blue Hole and Headwaters at the Incarnate Word Nature Sanctuary and Trail System, should include an intuitive and comfortable pedestrian route across Hildebrand Avenue. Despite being only several hundred feet from the San Antonio River's headwater springs at the Blue Hole, San Antonio River trails in Brackenridge Park are disconnected from the river's source. Crossing Hildebrand and connecting river trail sections on both sides of Hildebrand to the street crossing would have to be considered in developing alternative routes and methods of signing the path way to trail users.

***Amenities and Infrastructure Recommendation #3: Improve the health and ecological function of Midtown's watersheds by incorporating water features and green infrastructure into new development.***

***Strategy 3.1 (Regulation and Policy, Investment)***

Amend the Unified Development Code to require a public facing green stormwater management facility as a part of new development in focus areas and mixed-use corridors. Incentivize additional visible green stormwater management practices through bonuses or parking reductions. This recommendation should be implemented to avoid direct costs to affordable housing projects that reflect the focus areas and mixed-use corridors recommendations for small lot development.

***Strategy 3.2 (Partnerships, Investment)***

New public investments should include street trees and green stormwater infrastructure. Accommodating street trees and green infrastructure should be a default element of budgeting and designing street reconstruction projects in high growth areas, with flexibility for obstacles that emerge during the design process. Similarly, where landscaping is being installed in public rights of way, it should be functional landscaping that slows, infiltrates, and cleans stormwater from surrounding street areas.

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***Strategy 3.3 (Partnerships, Investment)***

In the San Pedro Creek watershed, San Antonio River Authority's San Pedro Creek watershed assessment should be used to identify opportunities for new public improvements to incorporate stormwater quality facilities that could also serve as amenities complementing the streetscape or public plazas.

For example, a plaza adjacent to Fredericksburg Road or San Pedro Avenue that serves as a public gathering place could incorporate a water feature that slows down and cleans rain runoff before it flows to San Pedro Springs Creek.

***Strategy 3.4 (Regulation and Policy, Investment)***

Public facing green stormwater management facilities are encouraged to include artistic sculptural pieces or educational exhibits about the function of green infrastructure and watershed the ecological and cultural value of San Antonio's rivers and creek.

***Amenities and Infrastructure Recommendation #4: Improve existing parks and create new plazas for gathering and community events.***

***Strategy 4.1 (Partnership, Investment)***

Implement the 2017 Brackenridge Park Master Plan. All of the plans recommendations are important, however as it relates to the larger Midtown context, critical big picture recommendations are to improve pedestrian, bicycle, and visual access from multiple park perimeter areas, carefully manage automobile routes and parking, limit any further encroachment of built structures into the park from Broadway, and ensure compatible built environment design at the park's edges.

***Strategy 4.2 (Partnerships, Investment)***

Complete 2017 bond improvements to San Pedro Springs Park and continue implementing the San Pedro Springs Park Master Plan.

***Strategy 4.3 (Investment)***

As Main Avenue Focus Area increases in population, Crockett Park can serve multiple roles as a place to gather and connect, and a place to experience urban nature and green space. This plan doesn't include specific recommendations to change the park, however its maintenance and care will become increasingly important in the future as more people use the area.

***Strategy 4.4 (Partnerships, Investment)***

Improve Mahncke Park as a high-quality place featuring the fountain, stream, and trees. The park and recommended trail improvements should connect Brackenridge Park and the Broadway Cultural Corridor with the San Antonio Botanical Garden. The Neighborhood Profile and Priorities from Mahncke Park includes more information on this project.

***Strategy 4.5 (Regulation and Policy, Partnerships, Investment)***

Pocket parks and plazas should be developed amidst areas with a diverse mix of uses, transit service, and density to support their use at most times of day. Given anticipated population and employment growth, reprogramming existing park spaces and creating new park spaces may be needed to serve the population. The north Broadway focus area, McCullough and Main Avenues between Cypress and I-35, San Pedro Avenue near Cypress Street or Evergreen Street, and

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Fredericksburg Road would all be appropriate places to include plazas for gathering and interaction as more people live, work and play in Midtown. Urban plazas in Mexico and other Latin American countries should be considered sources of inspiration for plaza design, and for understanding the complementary built environments, land uses, and densities that support successful and vibrant public plazas.

***Amenities and Infrastructure Recommendation #5: Include trees and lighting with mixed-use corridor and focus area redevelopment to create comfortable places to walk, explore, and stay.***

***Strategy 5.1 (Regulation and Policy, Investment)***

City should Include street trees when reconstructing sidewalks, curbs, and gutters in mixed-use corridors and focus areas. In San Antonio's climate, shade is important to making walking a viable transportation option, similar to a sufficiently wide sidewalk or a sidewalk without obstructions built in the middle of it. Shade is also important to making sidewalks serve as places in themselves to enjoy.

***Strategy 5.2 (Regulation and Policy, Partnerships)***

Developers should be given credit towards tree maintenance and landscaping requirements for planting and successfully maintaining street trees that are large enough to shade sidewalks.

***Strategy 5.3 (Regulation and Policy, Partnerships)***

In highly urban environments where blank walls face a secondary street, murals or greenscaping with vines or green walls is encouraged.

***Strategy 5.4 (Regulation and Policy, Partnerships, Investment)***

Decorative street lighting should be installed at selected commercial mixed-use nodes within focus areas and mixed-use corridors where the mix of uses, transit service, and density will support active pedestrian uses at night. This condition is currently apparent on Main Street and St. Mary's Street. Portions of Broadway, Josephine, San Pedro, and Fredericksburg Road would also be appropriate places for decorative street lighting as they come to support more people and develop a unifying identity.

***Strategy 5.5 (Regulation and Policy, Partnerships, Investment)***

Decorative lighting and other pedestrian treatments should be used to encourage pedestrian connections across I-35, I-10, and US. 281. However, more than lighting and art are needed to make highway underpasses feel comfortable, safe, and secure. Consistent with the future land use map, dense mixed-development that serves a variety of users at all times of day will support an abundance of pedestrians and ground floor users. An abundance of fellow pedestrians can make underpasses feel more secure, and an enticing street scene on either side of a highway can draw people to cross from one side to the other. The San Antonio River Walk crossing under I-35 and Pearl Parkway crossing under US 281 are two local examples where a combination of landscaping, lighting, art, and fresh paint on concrete columns coupled with high density mixed development generating significant pedestrian traffic have combined to make a highway underpass a more tolerable environment to walk through. Notably, in the case of Pearl Parkway, most landscaping and other improvements were made next to the highway rather than under it.

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***Amenities and Infrastructure Recommendation #6: Use Public Art that reflects local culture and landscape to create unifying identities for unique places in Midtown.***

***Strategy 6.1 (Partnerships)***

Public Art should be installed amidst transit-oriented development and other locations supporting a dense mix of uses. The San Antonio Department of Arts and Culture conducts comprehensive and strategic planning for public art project.

***Strategy 6.2 (Partnerships, Investment)***

The City should complete the art master plan for the Broadway Corridor.

***Strategy 6.3 (Partnerships, Investment)***

Where consistent with City of San Antonio laws and regulations, grassroots art in public spaces is encouraged. This conceivably may take a variety of forms, including decoratively painting utility boxes, performing "intersection repair," or decoratively painting concrete road construction barriers or retaining walls.

***Amenities and Infrastructure Recommendation #7: Offer more convenient choices to residents who want healthy food.***

***Strategy 7.1 (Regulation and Policy, Partnerships)***

Midtown's land use plan was created to accommodate significant population and employment growth, which in turn should support additional full-service grocery stores. Subsequent land use decisions should support an additional grocery both east and west of the San Antonio River.

***Strategy 7.2 (Regulation and Policy, Partnerships)***

Alternative healthy food sources, such as a local cooperative grocery, farmers markets, temporary fruit and vegetable stands on vacant lots, community gardens, and gardens at homes, businesses, schools, and places of worship are supported.

***Amenities and Infrastructure Recommendation #8: Offer a diverse and high-quality range of education choices for families and adults.***

***Strategy 8.1 (Regulation and Policy)***

Land use decisions, affordable housing policies and incentives, and Unified Development Code updates should all support housing for families with children in Midtown, so that area school enrollment is stable and robust. Schools are centers of community and civic engagement, and quality schools supported by steady enrollment are in turn needed to support a diverse population that includes families. These decisions will not only be exhibited by supporting the maintenance and rehabilitation of existing single-family homes, but also by allowing and using incentives to support multifamily housing with units that include multiple bedrooms.

***Strategy 8.2 (Regulatory and Policy, Partnerships, Investment)***

Housing and transportation choices should be improved for students attending vocational programs, colleges, and universities in Midtown and surrounding areas.

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***Amenities and Infrastructure Recommendation #9: Parking should be shared amongst users with complementary schedules, not publicly subsidized, and adaptable to new uses as parking demand changes.***

***Strategy 9.1 (Regulation and Policy, Partnerships, Investment)***

Parking in Midtown that is supported by city funding should contribute to interrupting the trend of single use surface parked development and instead serve to catalyze fine-grained, high density mixed-use development envisioned for focus areas and corridors, where parking would typically be shared in multi-story or underground structures.

***Strategy 9.2 (Regulation and Policy, Partnerships, Investment)***

New public investments in parking in Midtown should be recuperated and directed to improving other priority infrastructure, housing, and amenity improvement projects in the surrounding area.

***Strategy 9.3 (Regulation and Policy, Partnerships, Investment)***

Special parking management districts or parking benefit districts, parking fees, development code amendments, and construction techniques that make parking adaptable to new uses may be needed to ensure that parking effectively contributes to the comprehensive vision for surrounding areas.

## Implementation – Housing

***Housing Recommendation #1: Ensure that zoning supports a context sensitive supply of diverse housing to support Midtown's expected household growth.***

***Strategy 1.1 (Regulation and Policy, Partnerships)***

Work with the development community to identify potential Unified Development Code (UDC) amendments that would reduce barriers to development of context sensitive higher density projects within focus areas and mixed-use corridors.

***Strategy 1.2 (Regulation and Policy)***

Use City initiated re-zonings to allow for and require greater density of housing and mixed-use development within focus areas and mixed-use transit corridors.

***Housing Recommendation #2: Expand Midtown's housing as affordable to households with diverse income levels, including households earning less than 60% of Area Median Income.***

***Strategy 2.1 (Regulation and Policy, Partnerships, Investment)***

Proactively identify development sites to purchase for future affordable housing development that are in focus areas and along mixed-use corridors through a community land trust, and through partnership with San Antonio Housing Authority and other non-profit housing partners. Develop a systematic approach to identifying priority sites based on their proximity to transit (existing and future), employment, services (commercial and social), and other factors that will help address affordability and access to employment.

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***Strategy 2.2 (Regulation and Policy, Partnerships, Investment)***

Develop a program to incentivize the preservation of existing affordable housing projects that are near the end of their required affordability term.

**Strategy 2.3 (Regulation and Policy, Investment)**

Develop financial and regulatory incentives to encourage development of affordable housing in regional centers, especially near planned high capacity transit corridors.

***Strategy 2.4 (Regulation and Policy, Partnerships)***

Partner with San Antonio Housing Authority and/or other developers to target the construction of a mixed-income affordable housing project within Midtown's focus areas and catalyst sites.

***Strategy 2.5 (Regulation and Policy, Investment)***

Explore expansion of home owner assistance programs, such as the Minor Repairs program, Under One Roof program, and Owner-Occupied Rehabilitation Program.

***Strategy 2.6 (Regulation and Policy, Investment)***

Identify mechanisms and tools the City can use to reduce the impact of property tax increases on vulnerable homeowners and avoid involuntary renter displacement. *San Antonio Housing Policy Framework* Action Item #4 includes several strategies that the City should pursue.

***Strategy 2.7 (Regulation and Policy)***

Support rezoning in focus areas and mixed-use corridors that facilitates substantial housing development, so that the housing market includes ample alternatives to converting naturally occurring affordable neighborhood housing into more expensive housing.

***Housing Recommendation #3: Maintain affordability and a diversity of housing options by accommodating additional housing in neighborhoods and transition areas through context sensitive design and small scale, infill housing.***

***Strategy 3.1 (Regulation and Policy, Partnerships)***

Partner with local industry groups, such as American Institute of Architects (AIA), and other Midtown stakeholders to create a neighborhood infill, middle density housing development toolkit.

***Strategy 3.2 (Regulation and Policy, Partnerships)***

Partner with local industry groups, and other Midtown stakeholders to hold a neighborhood infill design contest that showcases infill housing prototypes that are feasible, fit within current zoning regulations, and can increase density within neighborhoods while minimizing impacts to existing residents.

***Strategy 3.3 (Regulation and Policy)***

Encourage additional neighborhood housing such as accessory dwelling units and middle-density housing types (e.g. duplex, triplex) where consistent with the Future Land Use Plan and policy.

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***Strategy 3.4 (Regulation and Policy)***

Prevent demolition of housing where at least equal replacement of housing units is not provided.

***Strategy 3.5 (Regulation and Policy)***

Support re-zoning in neighborhoods that reduces barriers to rehabilitating and improving existing structures.

***Housing Recommendation #4: Support San Antonio's Housing Policy Framework.***

***Strategy 4.1 (Partnerships, Investment)***

As the programs, funding sources and policies recommended in San Antonio's Housing Policy Framework are established, support their use and implementation in the Midtown Regional Center.

## Implementation – Economic Development

***Economic Development Recommendation #1: Ensure Midtown has a diversity of buildings and amenities to support the existing variety of jobs through the creation of missing development types, and the preservation of desired building types and commercial and industrial areas at risk for redevelopment.***

***Strategy 1.1 (Regulation and Policy, Investment)***

Encourage the development and rehabilitation of buildings for office space, arts and culture within Midtown's mixed-use areas through supportive zoning and incentives where needed.

***Strategy 1.2 (Regulation and Policy, Investment)***

Support the continued use and rehabilitation of existing commercial structures, and preservation of historic buildings and neighborhood landmarks that define the character of unique places in mixed-use corridors and focus areas**.**

***Strategy 1.3 (Regulation and Policy, Investment)***

Continue supporting Broadway Cultural Corridor as Midtown's primary collection of regional destination places by implementing the Focus Areas, Amenities, and Land Use policies related to Broadway**.**

***Strategy 1.4 (Regulation and Policy)***

Maintain the viable industrial and flex building areas in Midtown by implementing the Midtown land use policy for the employment/flex mixed-use areas and the light industrial area.

**Strategy 1.5 (Regulation and Policy, Investment)**

Support Midtown's diverse population of creators, employees, entrepreneurs and customers by maintaining and expanding Midtown's diverse housing stock**.**

***Economic Development Recommendation #2: Support and grow awareness of Midtown as a destination for commerce, arts, culinary, and cultural attractions and activities.***

***Strategy 2.1 (Partnerships)***

Explore the creation of a Texas Cultural District within Midtown, for the whole area or for one or more of the arts/culture districts, to increase public awareness and opportunities for collaboration amongst local artists and entrepreneurs.

***Strategy 2.2 (Partnerships)***

Create a non-profit organization/entity with the mission to promote and market the Midtown area and its attractions and advocate for the business and cultural institutions in the area.

***Strategy 2.3 (Regulation and Policy, Investment)***

Study the formation of an additional Tax Increment Reinvestment Zone in the central portion of the plan area to capture and reinvest Midtown's value locally.

***Strategy 2.4 (Partnerships, Investment)***

Provide financial and technical support to merchants' associations, public improvement districts or similar entities that enable local stakeholders taking collective action to improve streetscapes and public spaces.

***Strategy 2.4 (Regulation and Policy, Investment)***

Encourage the development of amenities and services that complement the cultural resources in Midtown, such as hospitality, dining, retail, trails, parks, and plazas.

***Economic Development Recommendation #3: Support the continued growth and integration of the education and health institutions within Midtown, so that campuses serve as community resources and amenities, and surrounding mixed-use areas serve students and workers.***

***Strategy 3.1 (Regulation and Policy, Partnerships, Investment)***

Support land use decisions and infrastructure investments for private commercial and residential uses and public space amenities at the interface between campus edges and mixed-use areas.

***Strategy 3.2 (Partnerships, Investment)***

Partner with major institutions considering the future of their large campuses and landholdings to conduct joint planning studies to integrate the institutions' plans with City and community goals.

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# Appendix: Maps, Figures, and Illustrations

Maps, Figures, and Illustrations referenced throughout this document are collected in the Appendix which begins on the next page.

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**Exhibit 5:** Westfort Alliance Neighborhood Profile and Priorities

**Exhibit 6:** Mahncke Park Neighborhood Profile and Priorities

**Exhibit 7:** Government Hill Alliance Neighborhood Profile and Priorities

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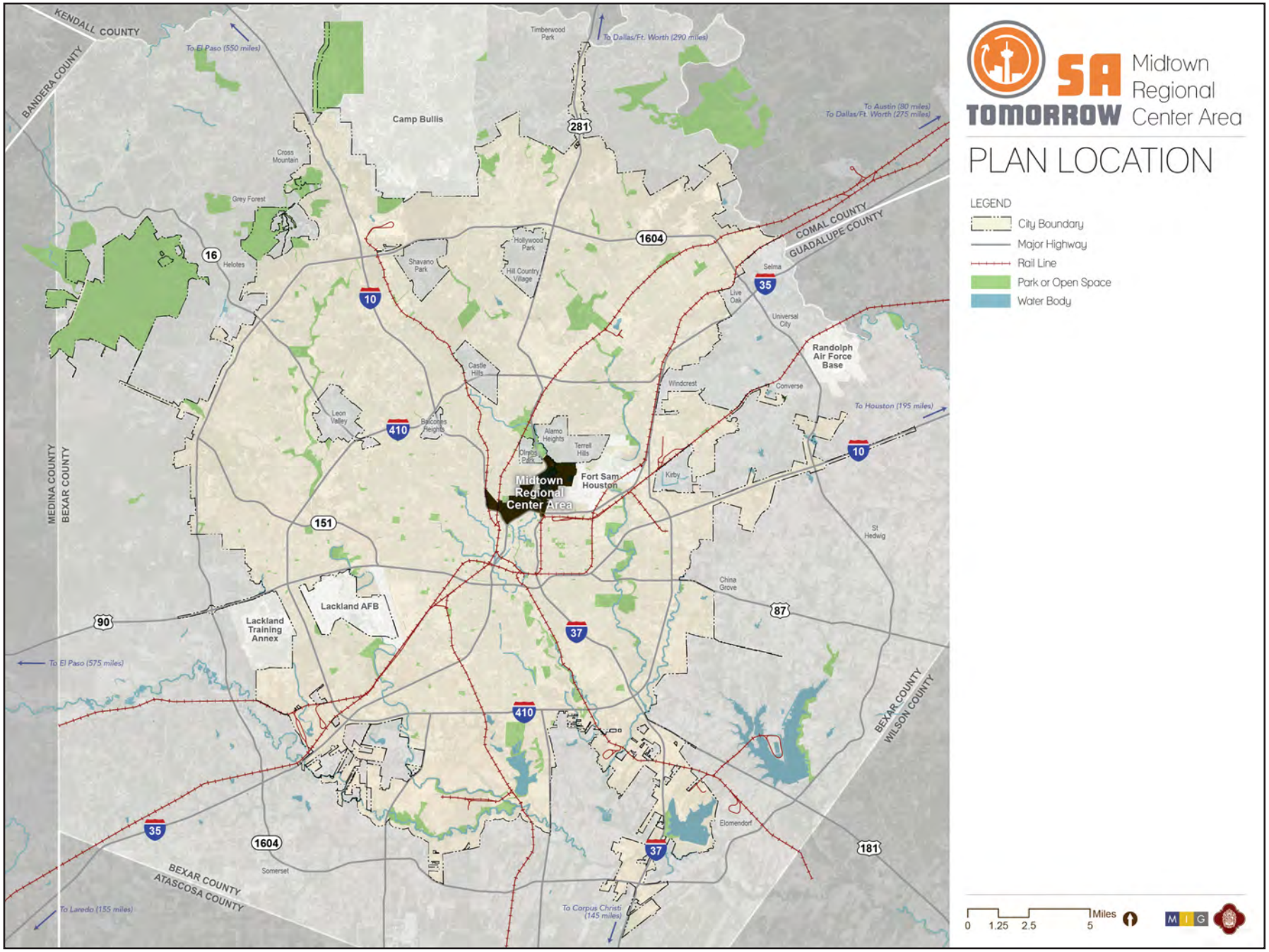


[Figure 1]

SA Tomorrow Sub-Area Planning: Midtown Area Regional Center Plan

CITY OF SAN ANTONIO PLANNING DEPARTMENT

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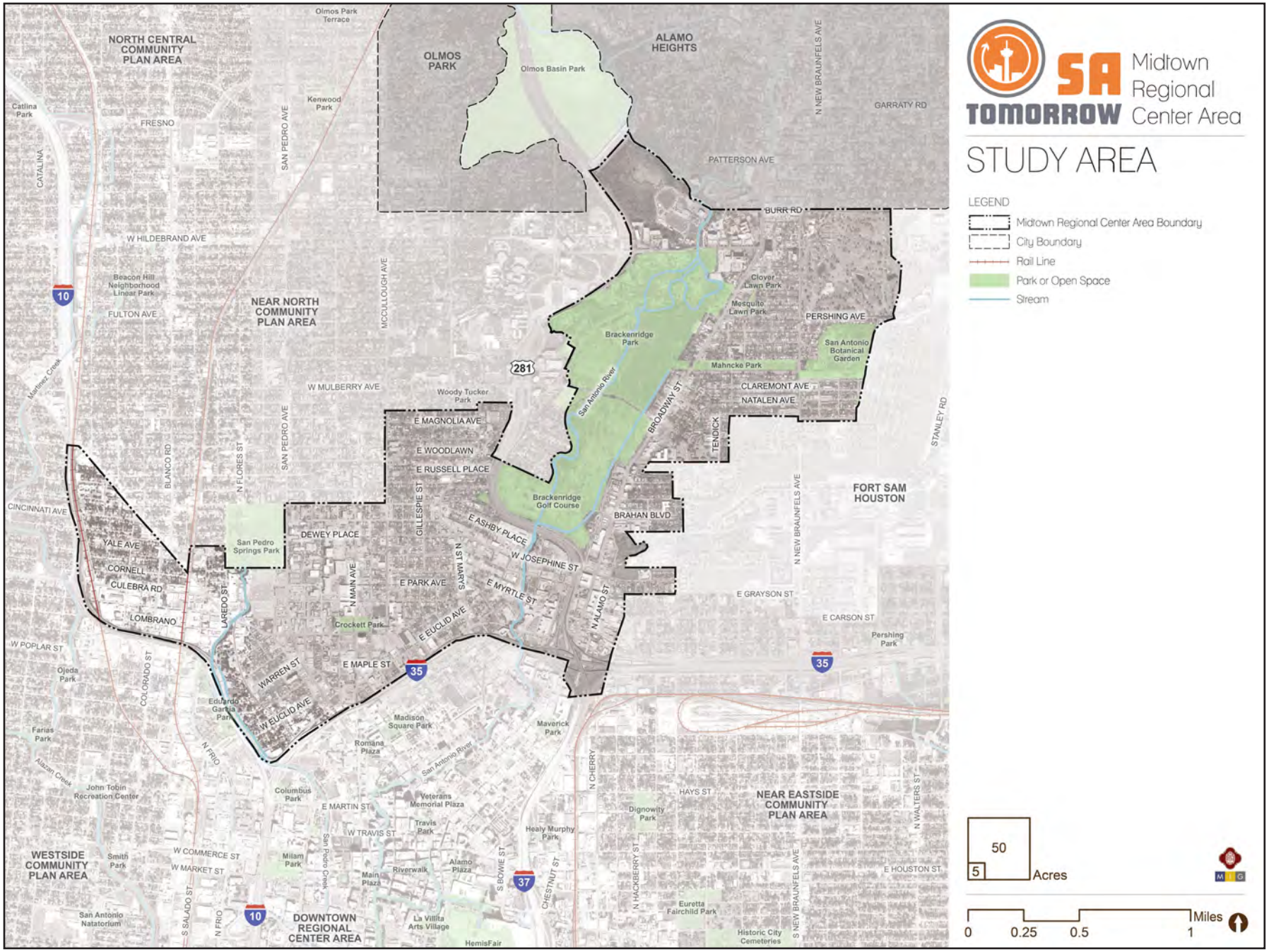


[Figure 2]

SA Tomorrow Sub-Area Planning: Midtown Area Regional Center Plan

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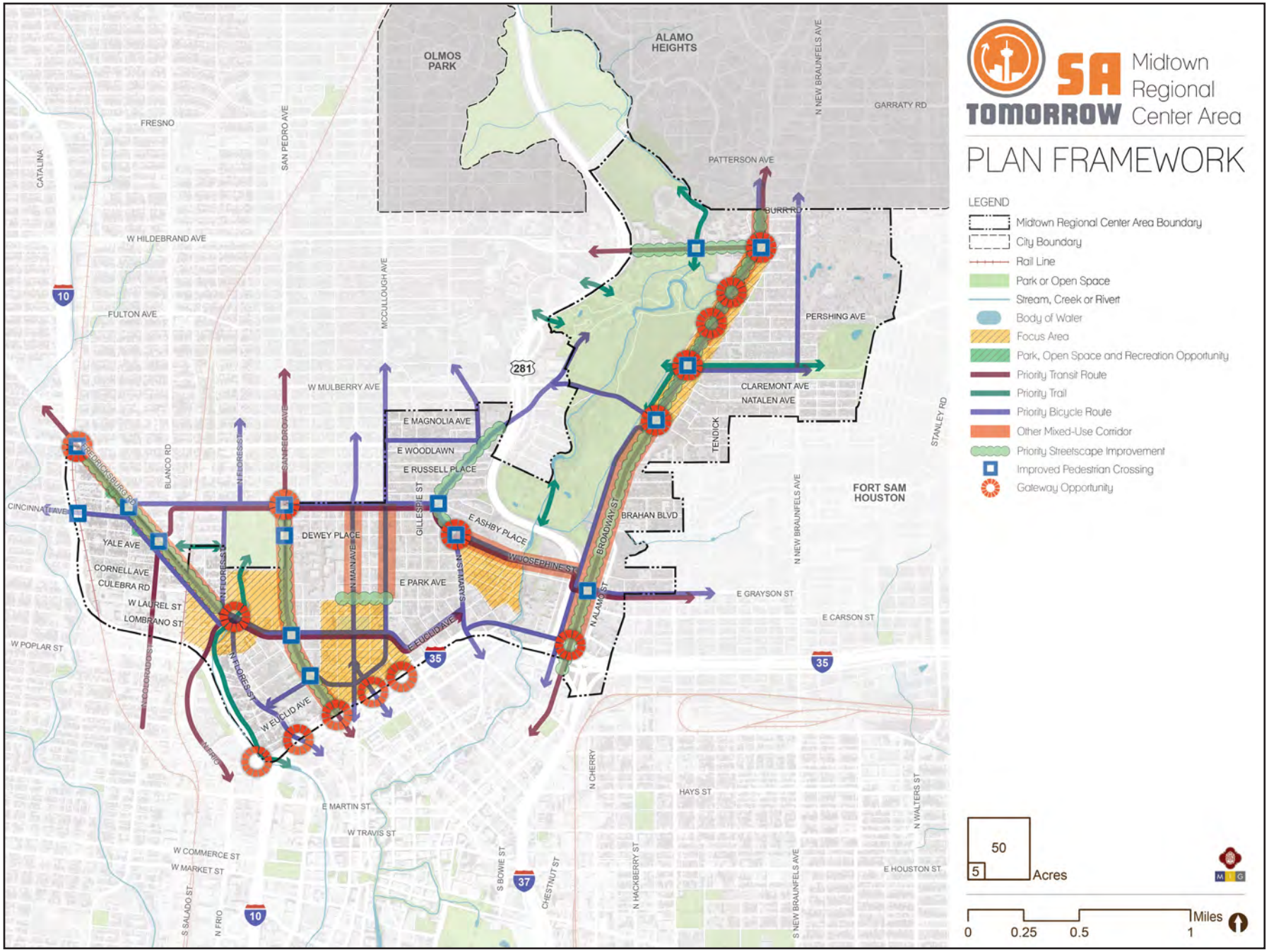


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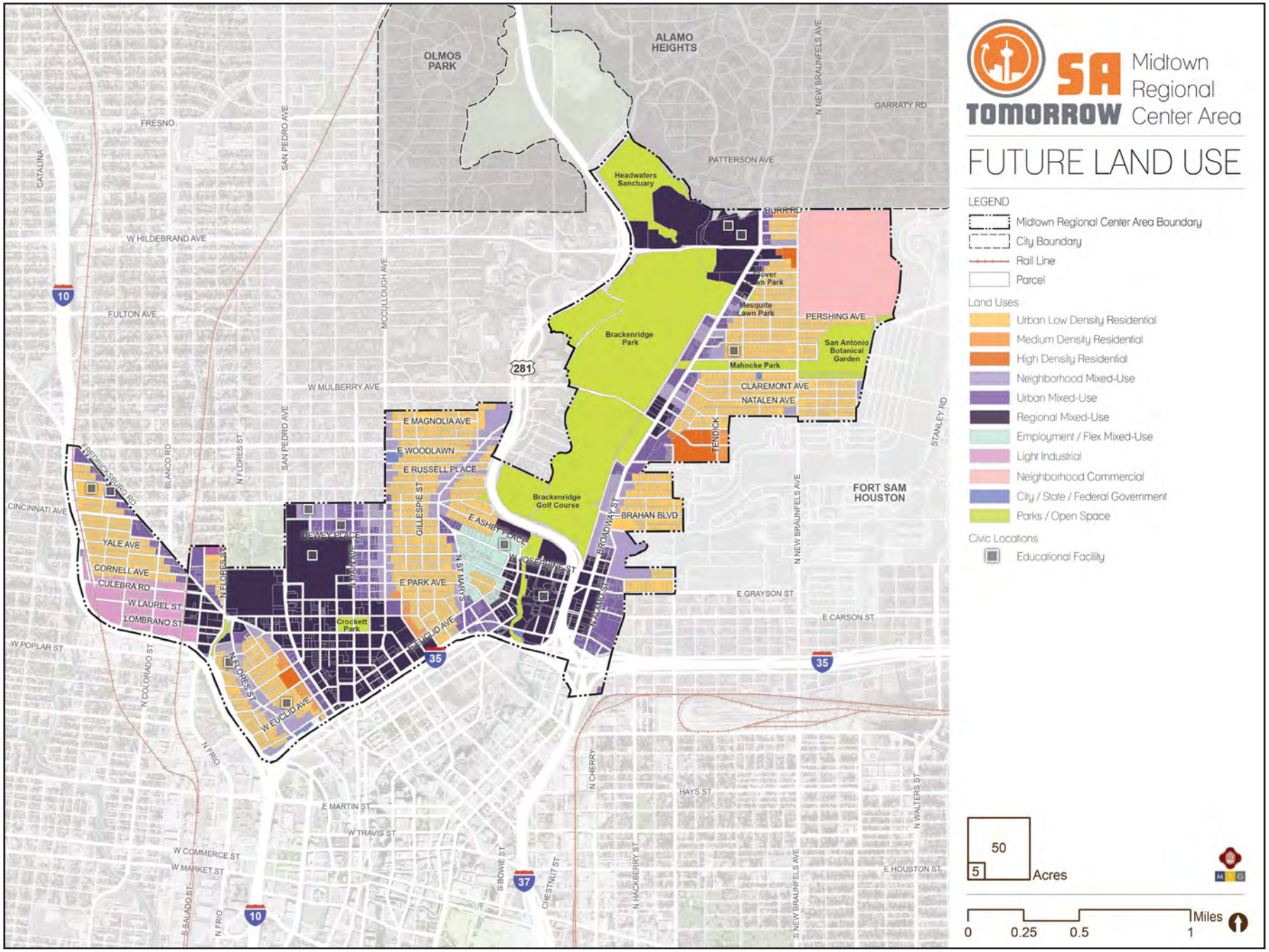


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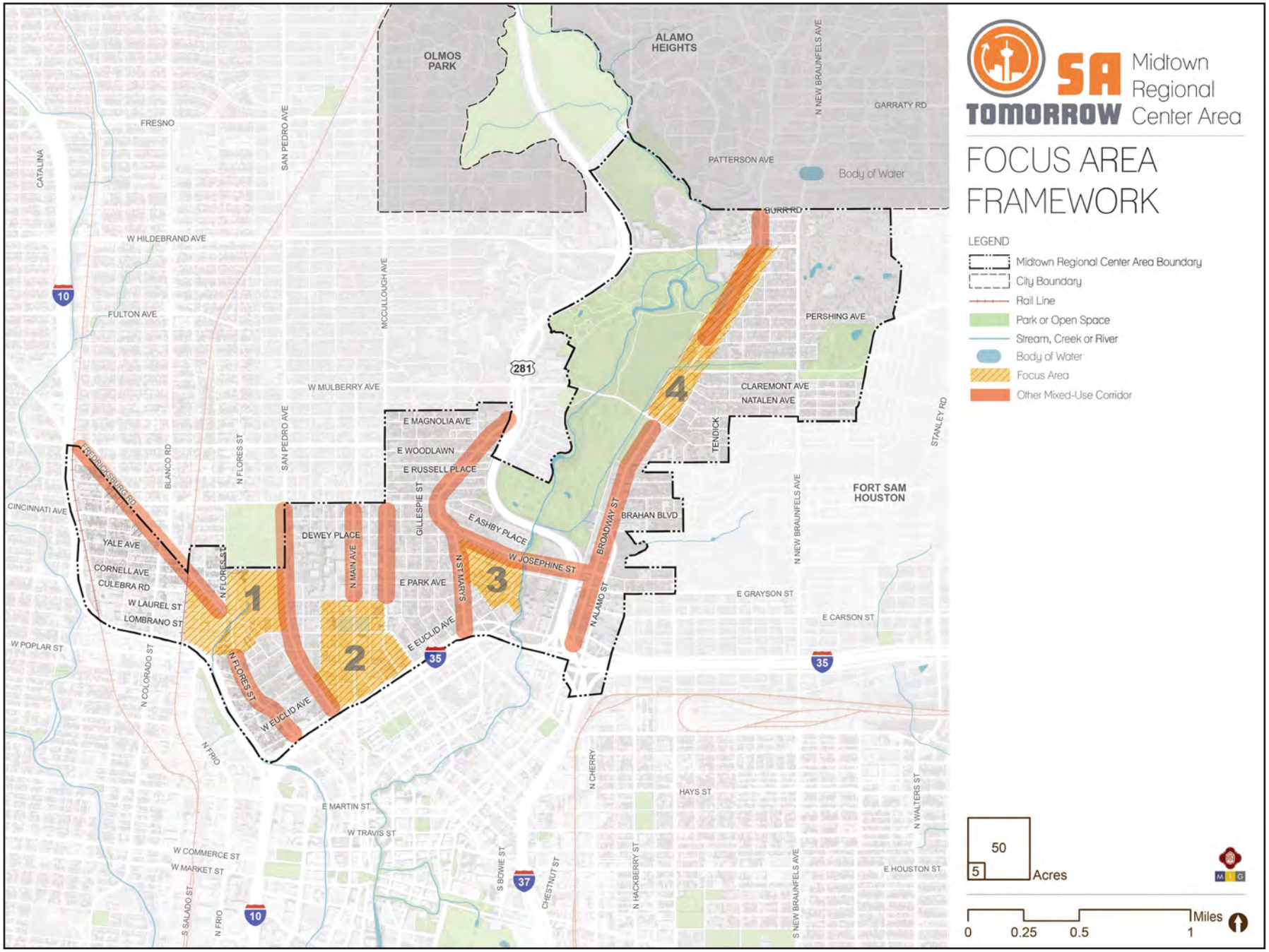


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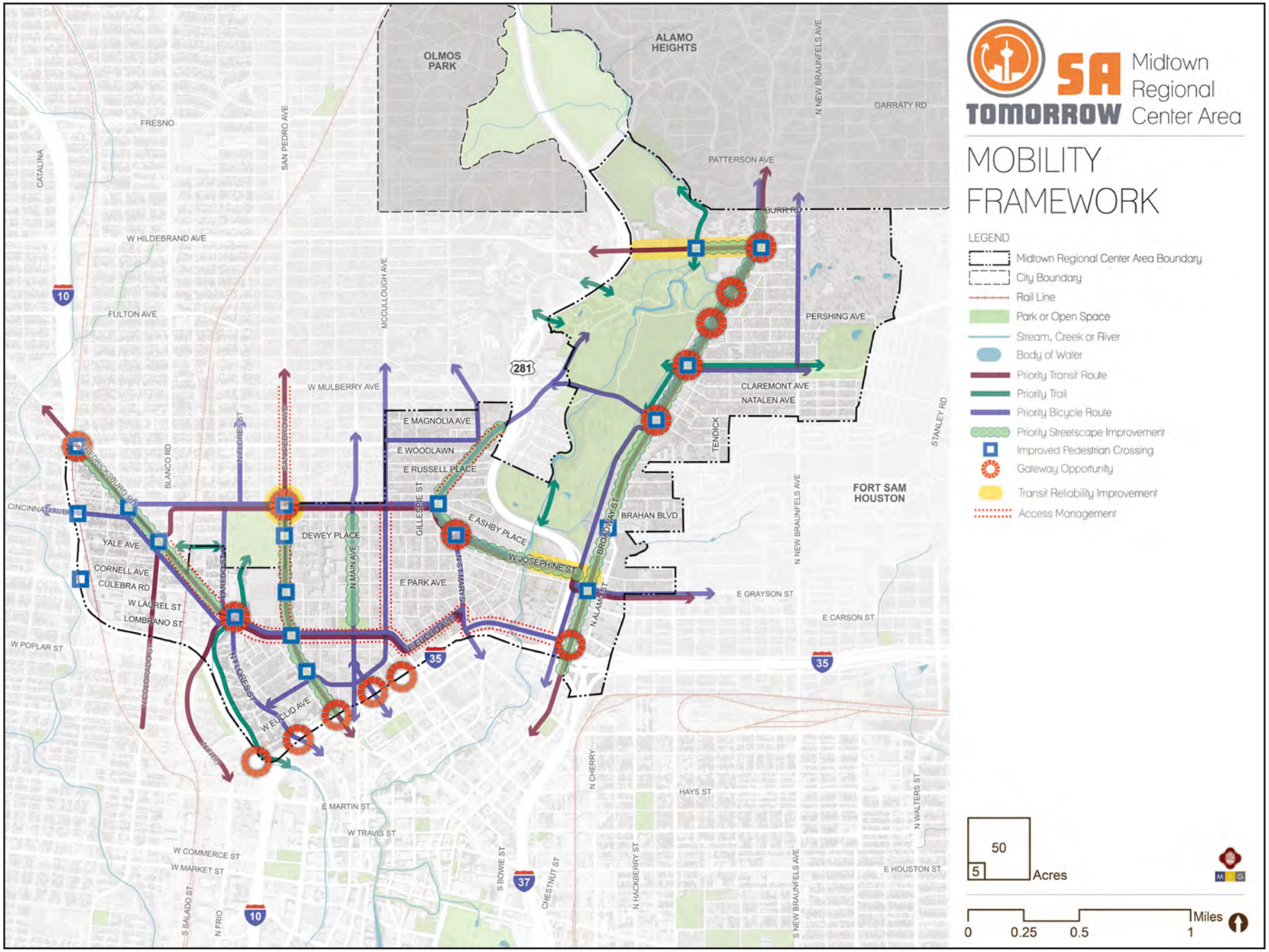


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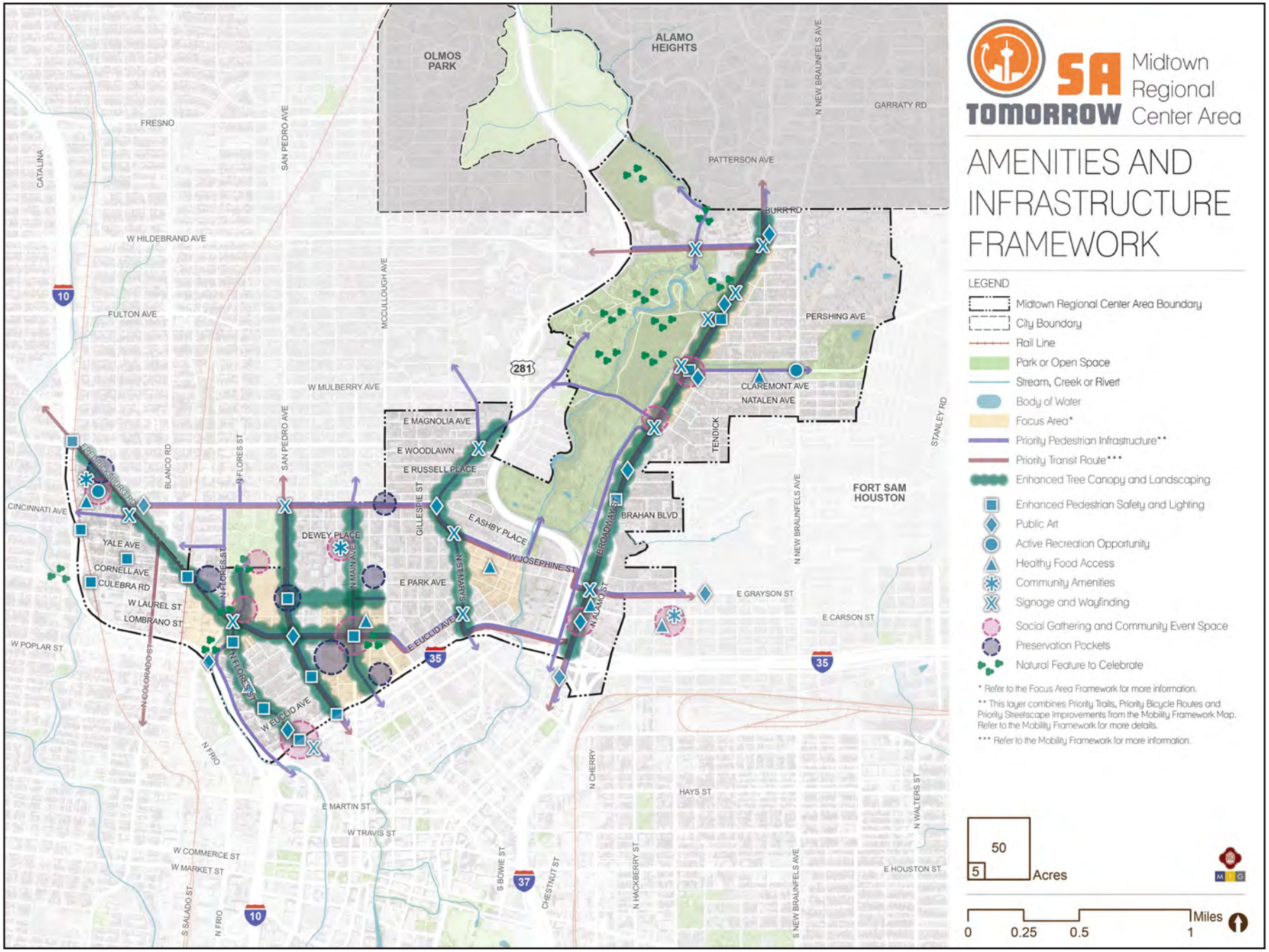


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SA Tomorrow Sub-Area Planning: Midtown Area Regional Center Plan

CITY OF SAN ANTONIO PLANNING DEPARTMENT

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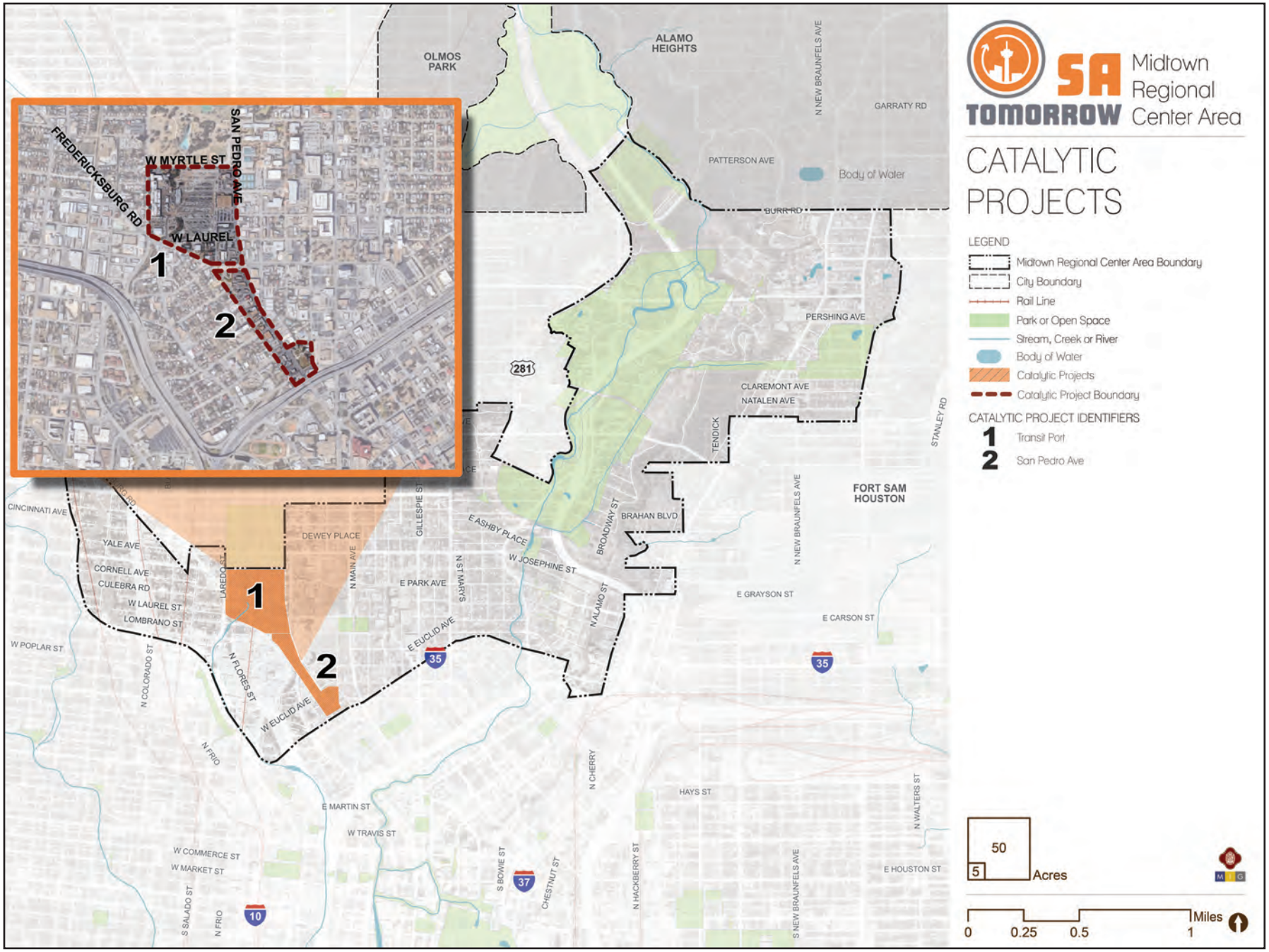



[Figure 8]

SA Tomorrow Sub-Area Planning: Midtown Area Regional Center Plan

CITY OF SAN ANTONIO PLANNING DEPARTMENT

MIG

[Figure 9]

[Figure 10]

[Figure 11]

[Figure 12]

[Figure 13]

[Figure 14]

[Figure 15]

[Figure 16]

## HOUSING SNAPSHOT

Total Population | 14,443

Total Households | 6,087

Annual Household Growth, 2010-2016 | 2.3% (COSA | 1.0%)

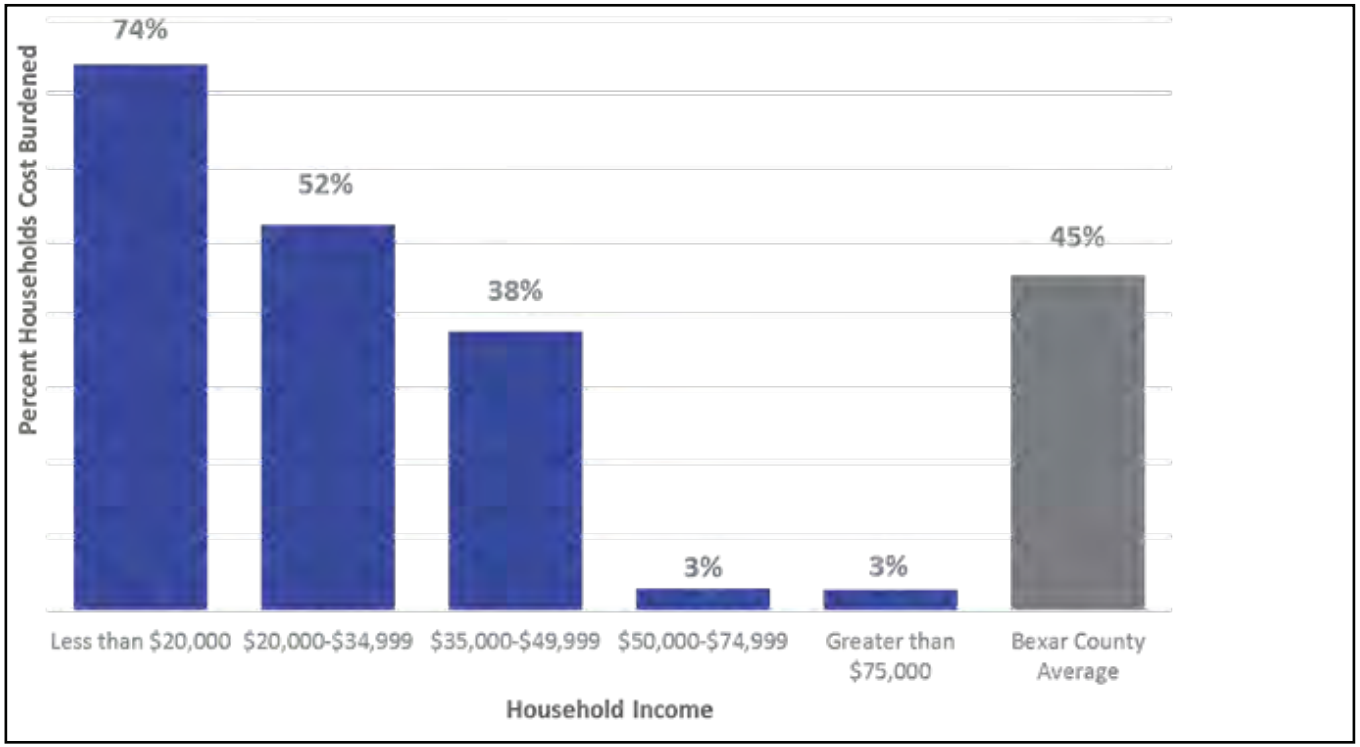
Average Household Size | 2.13 persons (COSA | 2.73)

One-Person Households | 51% (COSA | 28%)

Non-Family Households | 59% (COSA | 35%)

Median Household Income | $30,750 (COSA | $46,500)

[Figure 17]




[Figure 18]

# atlas

## Existing Conditions

MIDTOWN REGIONAL CENTER PLAN

**[Exhibit 1]**

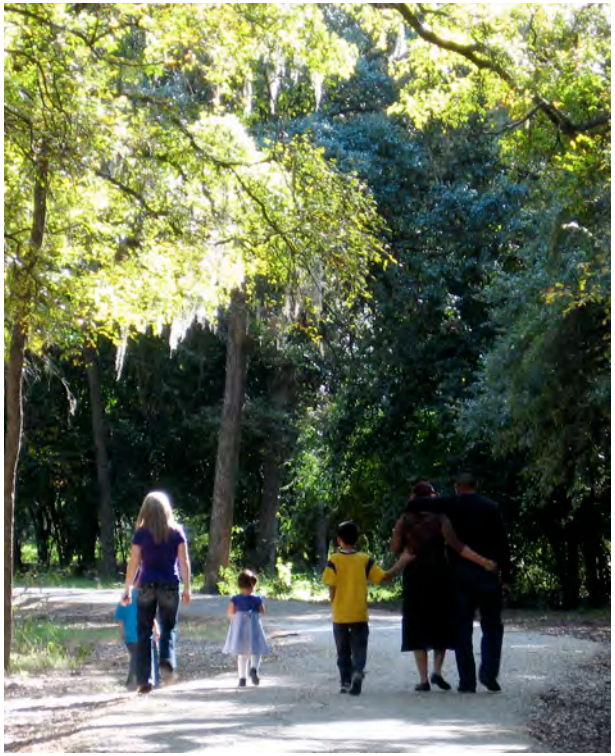
# SA Tomorrow Project Overview

By 2040, Bexar County's population is expected to increase by approximately 1 million people, 500,000 new jobs, and 500,000 new housing units. Planning for this growth and the next 25 years is a complex task and can be uncertain. However, San Antonio is planning boldly. We're tackling the tough issues and making the hard choices because "business as usual" isn't good enough. We're planning now to ensure that our great city captures the type of growth and economic development that is compatible with our community's vision of the future, and provides benefits to all our current and future residents. SA Tomorrow was established to implement the SA2020 vision, and includes three complementary plans: the updated Comprehensive Plan, the Sustainability Plan, and the Multimodal Transportation Plan. These plans all work in concert to guide the city toward smart, sustainable growth.

The SA Tomorrow plans prepare our community for the anticipated population and employment growth, and help us to understand what that growth will look like and how it will affect our daily lives. With a relatively fixed area available for future development, the anticipated population and employment growth will have an impact on our community's overall quality of life and livability. We also have to ask ourselves if it's now time to expand our boundaries or focus on development within the city's existing footprint. To be successful and truly address the long-term issues facing San Antonio, we as a community, need to tackle the difficult questions that arise from an honest assessment of our community's challenges and clearly state the hard choices we must make to achieve the community's vision for the future. Many of these hard choices are rooted in the fact that current trends have resulted in systems and development patterns that are unsustainable or that produce results counter to our community's stated vision and goals.

Reversing decades-old habits and changing entrenched systems is difficult. The three citywide SA Tomorrow Plans started the process for San Antonio. Now, we are working in more focused geographies across the city to implement the policy recommendations and growth patterns called for by SA Tomorrow. These Sub-Area plans — including Regional Centers, Community Areas, and Corridors — will address a range of issues such as land use; transportation and mobility; parks, trails, and open space; housing and economic development strategies; infrastructure; and urban design. This Atlas helps catalogue the most important existing conditions relevant to the Midtown Regional Center Plan. Along with extensive community input, best practices research, and expert technical analysis and advice, these findings will serve as an important input to plan recommendations and implementation and investment priorities.

LEARN
EXPLORE



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# City-Wide Vision and Plans

## SA2020

The SA2020 vision originated with a series of public forums in 2010 to develop goals for improving San Antonio by the year 2020. The process was a community-wide visioning effort guided by a steering committee of community leaders and representatives. In addition, thousands of San Antonians participated in the visioning process, which culminated in a detailed report, released in 2011, that outlined a bold strategic vision for San Antonio's future. The SA2020 vision provided a significant foundation for the three SA Tomorrow plans, reflecting the community's desire to support economic development and new jobs while fostering community arts, education, health and culture.

## VIA's Vison 2040

Vision 2040 was a community-driven process to update VIA Metropolitan Transit's Long Range Comprehensive Transportation Plan through the year 2040 and develop our region's vision for the future of public transportation. The Vision 2040 planning process occurred alongside SA Tomorrow and identifies a range of transit solutions to serve our region's busiest and most vibrant areas of activity, employment and housing. The plan presents various modes of transportation, and develops system alternatives to understand how transit could affect our region. By engaging the community, Vision 2040 will work to evaluate all alternatives and identify a preferred system plan that meets the transit needs of today and tomorrow.

## SA Tomorrow Comprehensive Plan

The SA Tomorrow Comprehensive Plan addresses wide-ranging and interconnected citywide issues. As a long-range vision for San Antonio, the Plan provides strategic direction for decision making and community investment. Perhaps the most important task tackled by our community when crafting this Comprehensive Plan was determining where growth should be directed and encouraged, and doing so in a way that protects vital historic, cultural, social and natural resources.

If guided properly, the expected influx of new residents and jobs will enhance our city and all our residents. Planning now allows us to direct growth in a manner consistent with the community's vision and our goals for the future. The Comprehensive Plan provides an overarching framework for the physical form of San Antonio. It outlines how regional centers, corridors and neighborhoods work in concert to create the San Antonio we envision over the coming decades. In addition, 12 prototype place types offer examples of development models that can build upon and protect existing and future community assets while also creating places that are livable, inclusive and sustainable.

Policy guidance in the Comprehensive Plan is based on nine topical Plan Elements that address topics including: city growth patterns, transportation, housing, economic competitiveness, natual resources and the environment, the military, and historic preservation and cultural heritage, among others. Each Plan Element chapter includes an overview of key issues and challenges specific to the element and provides a set of goals and policies that set the direction for how our community will respond to or address the challenges before us

## SA Tomorrow Sustainability Plan

The Sustainability Plan focuses on the three pillars of sustainability (economic, environmental, and social) and is the roadmap for both the community and the municipal government to achieve the overall vision of a sustainable San Antonio as an inclusive and fair community with a thriving economy and a healthy environment. The Sustainability Plan highlights seven focus areas and five cross-cutting themes. Each focus area has its own vision, outcomes, strategies and measures of success. The cross-cutting themes identify and highlight key priorities. Additionally, these cross-cutting themes were considered and integrated into each of the major components and elements of the SA Tomorrow Comprehensive Plan and the Multimodal Transportation Plan.

## SA Tomorrow Multi-Modal Transportation Plan

The Multimodal Transportation plan is a dynamic, balanced, and forward-thinking plan for all modes of transportation, including cars, transit, bicycles, and pedestrians. It communicates the City's transportation strategy and and serves as a tool to analyze transportation priorities to best meet community goals. The City worked with stakeholders, partner agencies and the larger community to develop a plan that builds upon and operationalizes SA Tomorrow Comprehensive Plan goals and policies, incorporates all modes of transportation and recommends a sustainable, safe and efficient transportation system that can support the new residents, housing and jobs anticipated for our community over the coming decades.

# SA Tomorrow Sub-Area Planning

## Comprehensive Planning Program

The Comprehensive Planning Program (CPP) is the city's coordinated approach and process for city planning. It provides the rationale and goals for the city's long-range development efforts and contains three main service components: Building Capacity, Comprehensive Planning, and Implementation. The SA Tomorrow process identified several changes to be incorporated in the CPP, including new planning approaches and geographies. The intent of the revised hierarchy is to ensure that planning at all levels in San Antonio is completed in an efficient and effective manner with meaningful participation and buy-in from neighborhoods, property owners, business owners, partner agencies, major institutions and other key stakeholders.

While the Comprehensive Plan is the overarching planning and policy document for the City, there are four other planning levels including: Regional Plans (developed in collaboration with partner agencies to guide regional and multi-jurisdictional services and/or infrastructure investments); Citywide Functional Plans (directing specialized components of city planning such as transportation, economic development, housing, natural resources and sustainability); Sub-Area Plans (providing detailed strategies for specific geographies, such as regional centers, corridors, and neighborhood groupings, aligning them with higher level plan); and Specific Plans (addressing smaller scale geographies and focused on implementation).

The Midtown Regional Center Plan that this Atlas addresses is part of the Sub-Area planning program described in more detail below.

## San Antonio Sub-Area Planning

Following adoption of the Comprehensive Plan in August 2016, the Planning Department is working with communities to create Sub-Area plans for the 13 Regional Centers and 17 Community Areas that collectively cover the entire City of San Antonio.

Regional Centers are one of the major building blocks of San Antonio's city form and a focus of the overall SA Tomorrow effort. While most cities have one or two larger employment centers, we have 13. This provides challenges and opportunities. A major organizing principle of the City's Comprehensive Plan is to focus growth in these Regional Centers, building on the existing pattern of development. They are envisioned as new "places" where we live, work, and play. Each center is different and its development will be influenced by its existing uses. However, many of the centers are also well-positioned to develop as vibrant mixed-use places. They offer a variety of housing options and price ranges, allow higher-density and incorporate carefully designed and located amenities that will benefit both residents and employees of the center. San Antonio must focus its investment and infrastructure strategies on supporting and leveraging the unique identity and assets of each center.

Community Areas form the rest of San Antonio outside of the Regional Centers. These areas comprise many of our existing neighborhoods, grouped by geography and common history, challenges, and opportunities. By proactively directing a higher proportion of growth to our Regional Centers, we aim to limit the impacts of that growth on existing, stable neighborhoods. However, cities and neighborhoods are always evolving.

We must plan to adapt to and leverage change for all our existing and future residents by creating complete neighborhoods and communities that provide a full range of amenities and services, a variety of housing and transportation choices, and opportunities for employment, shopping, education, and recreation.

The Regional Center and Community Area Plans will address the following topics based, in part, on the existing conditions identified in this Atlas: Land Use; Parks and Open Space; Economic Development; Housing; Mobility and Infrastructure; Placemaking and Urban Design; and Policy and Investment Priorities.

## SA Tomorrow
### SA Corridors

SA Corridors is a collaborative effort to help lay out the future of our city in the most equitable, sustainable, and efficient way possible. It is one of the first steps in implementing SA Tomorrow as well as VIA's Vision 2040 plan, which both identified corridors as areas where future growth should be concentrated where appropriate. SA Corridors objectives overlap with and support the ongoing Sub-Area planning efforts. The plan develops a recommended future land use map and plan for 12 corridor areas, respecting existing small area and neighborhood plans while helping to implement SA Tomorrow. In addition, SA Corridors recommends proper regulations and incentives are in place to realize SA Tomorrow's vision for growth and economic development around VIA's transit investments, and to help bring about new and more transit-supportive types of development that meet a range of desires and incomes.

# Three Types of Regional Centers

The 13 regional centers are grouped in three categories based on analysis of their existing conditions, unique traits and potential growth capabilities. It is important to note that they are not homogenous places. Although they cover large areas, each one includes multiple place types, urban forms and land uses.

## Activity Centers

These areas have high concentrations of people and jobs in a mixed-use environment. They should be highly walkable and well connected by multiple types of transportation and transit. They should have an even mixture of jobs and housing and contain amenities that support residents, workers and employers within the centers and also throughout the city. Many are home to our educational, entertainment and cultural institutions.

## Logistics/Services Centers

These areas have superior connectivity for the movement of goods and people including air, freight/rail and roadway transportation. This positions them as launching points for the city's exports and imports. These centers have large, coordinated areas of single uses, and concentrated nodes of mixed-use, with more jobs than residents. They provide goods and service to support businesses and residents adjacent to the center.

## Special Purpose Centers

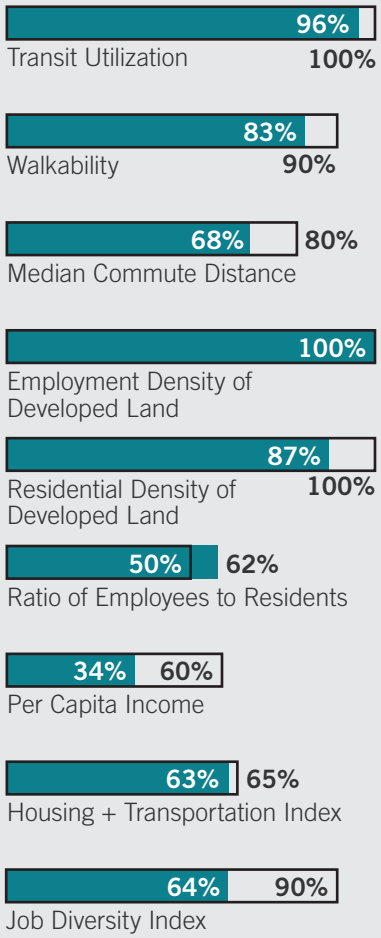
These areas have large employers, institutions and/or concentrations of similar types of employment. These centers typically require or a barrier or buffer to separate their specialized activities from surrounding areas. They mostly contain primary employers and supportive services and amenities.

Regional Centers are one of the key building blocks of our city's future. In order to leverage their potential to help absorb San Antonio's projected growth we need a clear vision and strategic plan for each. These regional center plans need to refine each center's boundaries, identify areas of change and stability, and develop a detailed land use plan that prioritizes infrastructure, policy and program improvements. While these centers should promote higher-density, mixed-use development, not all areas within a regional center are recommended for this type of growth. For example, existing historic districts and neighborhood conservation districts are not recommended for higher-density development and should receive enhanced protection to prevent this. Our historic and conservation districts are some of our city's greatest assets and our development policies should protect them. Regional center plans must be respectful of these special areas when defining development opportunities.

# Regional Center Area Profile

## MIDTOWN REGIONAL CENTER PROFILE

### Existing & Aspirational Scores




**Strengths:** The Midtown area has a high concentration of jobs and housing in a walkable environment.

**Population (2015 estimate):** 10,302

**Households (2015 estimate):** 4,380

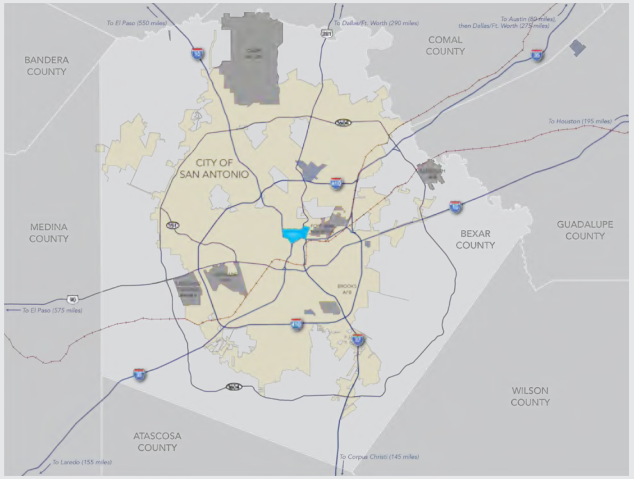
**Single-family to Multifamily Housing Units Ratio:** 1.00

**Employment (2013 estimate):** 16,950

**Largest Industries (by employment):** Healthcare, Education, Transportation Services

**Acres:** 1,190

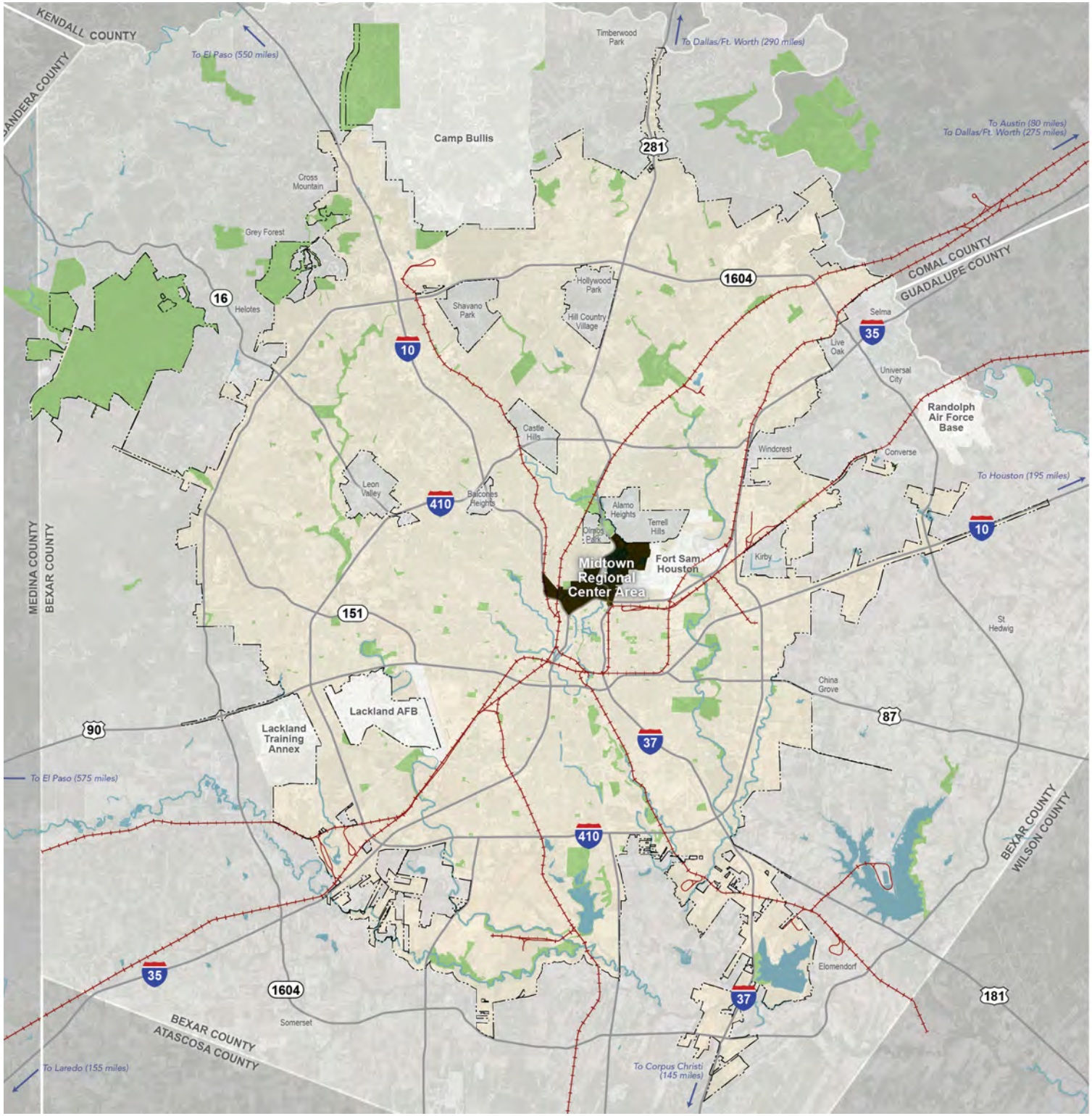
**Developed Acres:** 1,110




Located between Downtown and the historic neighborhoods to the north, Midtown is the nexus of live, work and play in central San Antonio. Anchored by Brackenridge Park, San Pedro Springs Park, San Antonio College and the Pearl Brewery redevelopment, Midtown increasingly attracts multifamily residential development and businesses in creative industries. Broadway, one of several major arterials connecting Downtown to Midtown and neighborhoods to the north, is slated to become a major cultural corridor in San Antonio.

**Tasks Ahead:** The Midtown area will benefit from additional job diversity, particularly those which help increase incomes of residents in the area.

*The renovated Fred Meyer in the Uptown neighborhood of Portland, Oregon added an active street edge with additional shops and restaurants on a former parking lot.*




SA TOMORROW Midtown Regional Center Area

# PLAN LOCATION

LEGEND

- City Boundary
- Major Highway
- Rail Line
- Park or Open Space
- Water Body

0 1.25 2.5 5 Miles

MIG

# History of the Midtown Regional Center Area

San Antonio's history is deeply rooted and woven with Midtown. Native Americans used areas near the San Antonio River for at least 12,000 years prior to European exploration, and were present when Spanish explorers and settlers began arriving in the 16th and 17th centuries. San Antonio's earliest permanent settlement, a presidio and mission, were probably founded in 1718 near San Pedro springs, though the exact location is unknown. When the settlement was moved farther south in the 1720s, the springs continued to provide water to the new community. In the 1720s and 1730s the Spanish constructed acequias to carry water south from San Pedro Springs and the San Antonio River for irrigation and household use. Several acequias including the famous Acequia Madre traveled through Midtown.

Brackenridge and San Pedro Springs Parks were originally protected as open space in the latter half of the 1800s, and began taking the form and programming of what might now be recognized as parks around the turn of the century. Given its long and varied use by different cultures over millennia, Brackenridge Park has been called one of the most, if not the most culturally significant parks in the United States.

After European settlement, most Midtown areas were farmed and grazed until residential development began in the late 1800s with some of the first streetcar lines, although University of the Incarnate Word had been established in 1869. Subdivision and residential neighborhood construction moved into northern Midtown neighborhoods in the early 1900s, along with the construction of streetcar lines on many of the north-south oriented primary streets. Midtown's neighborhoods and some main streets exhibit craftsmen homes and Spanish colonial revival style commercial buildings from the streetcar and post-streetcar eras. San Antonio's streetcar lines stopped operating by the middle 1930s.

Interstates 35 and 10 were built in the 1950s and 1960s, dividing neighborhoods and leading to disinvestment as the economics of transportation increasingly incentivized development farther afield. San Antonio College moved its campus between San Pedro Springs Park and Main Ave in 1951, and Trinity University, adjacent to the Midtown Regional Center, moved to its present day campus in 1952. The three post-secondary schools have risen to national prominence and together serve around 30,000 students in and adjacent to Midtown.

Slow and sporadic revitalization of some Midtown neighborhoods began occurring between the 1970s and 1990s. The Broadway Cultural Corridor's current evolution will leave a multi-generational legacy for Midtown and San Antonio. The more recent founding of the DoSeum, and major renovations and additions to the Botanical Garden, Witte Museum, Brackenridge Park, the San Antonio River, and the Broadway streetscape continue setting the area apart as a regional and national destination.

*Midtown's history runs deep. Native Americans, 18th century missionaries, canary island immigrants, 1920's era families, and some of San Antonio's great organizers all made lives and community here.*

# Midtown Infrastructure and Institutions

## Major Landmarks and Infrastructure

People in Midtown orient themselves in the landscape using countless distinct and recognizable buildings, parks, streets, and other features. There are several large buildings in Midtown that are visible from several blocks away. Buildings over six stories in height include:

- The Broadway Apartments, AT&T Building and 4001 N. New Braunfels Apartments
- Hotel Emma between Karnes Street and the San Antonio River
- The Aurora Apartments next to Crockett Park
- Metropolitan Methodist Hospital and HEB Cypress Tower east and south of Crockett Park
- The Moody Learning Center at San Antonio College
- Villa Tranchese Apartments
- Park View Apartments
- Downtown skyline (outside of plan area)

Major visible infrastructure includes: interstate highways 10 and 35, U.S. 281, the San Antonio River, and San Pedro Springs Creek. Regionally-significant parks include San Pedro Springs Park (outside of the planning area) and Brackenridge Park.

## Neighborhoods and Institutions

Neighborhoods within Midtown are Mahncke Park, Westfort Alliance, a small portion of Government Hill, Tobin Hill, 5 Points and St. Ann's/Uptown. Neighborhood Associations organize and advocate within each of these neighborhoods. People living in multiple neighborhoods surrounding the Plan Area also feel deep connections to places and experiences in Midtown.

Other civic, cultural, and grassroots organizations that have roots in Midtown include, but are not limited to:

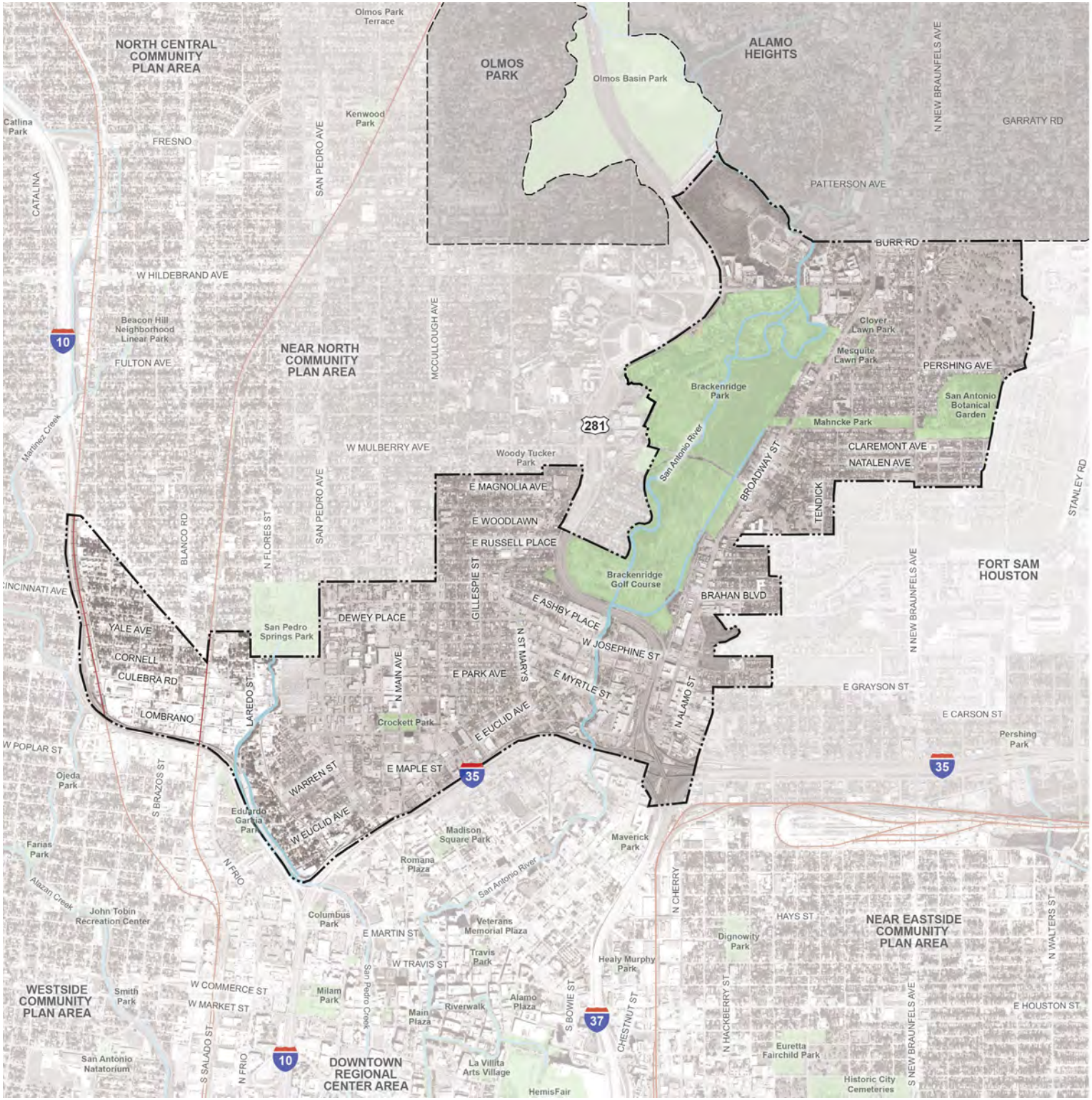
- Pan American Golf Association
- Esperanza Peace and Justice Center
- North St. Mary's Business Association
- St. Ann's Church
- Temple Beth-El
- Metropolitan Community Church
- Multiple other churches and religious organizations
- Refugee and Immigrant Center for Education and Legal Services
- Theatre and arts organizations

*Hotel Emma is an anchor institution in the Pearl District.*

Major institutions bordering the Midtown Area include Ft. Sam Houston and Trinity University; and those inside Midtown include the following:

- Culinary Institute of America
- University of the Incarnate Word
- San Antonio College
- The Witte Museum
- The DoSeum
- The Botanical Garden
- The San Antonio Zoo
- Metropolitan Methodist Hospital
- VIA Metropolitan Transit
- San Antonio River Authority
- San Antonio Housing Authority
- Salvation Army
- Brackenridge Park Conservancy
- San Antonio Independent School District
- KIPP Schools in San Antonio

*The University of the Incarnate World's 154 acre main campus is in the Midtown Brackenridge district.*




SA TOMORROW Midtown Regional Center Area

# STUDY AREA

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Rail Line
- Park or Open Space
- Stream

50
5 Acres

0 0.25 0.5 1 Miles

# Demographics and Economic Profile

Midtown saw a population decline from 2000 to 2010, however spurred by major redevelopment and revitalization of the area it has rebounded. Residents of this area tend to live in smaller households, are older on average than the City and MSA, and are far more likely to be renters. Residential growth has increased significantly over the past 5 to 7 years, driven by the Pearl Brewery redevelopment. Commercial and office growth has begun to respond to the reinvestment in the area, especially along the Broadway Cultural Corridor, however the success of the Pearl area and downtown has pushed development pressures to surrounding neighborhoods.

Overall, the Midtown Regional Center:

- Has experienced significant population and household growth since 2010 after a decade where population and household totals declined. As a result, the population of Midtown was actually the same in 2016 as it was in 2000 despite the recent growth.
- Has, on average, an older population and smaller households than the region, with many more 1-person and non-family households, and significantly higher percentage of renter households.
- Has wide diversity of housing types with historic single family neighborhoods, older homes converted to multi-unit buildings, and an influx of new, large apartment buildings and new townhomes/rowhomes
- Has major employers that anchor the area including San Antonio College and Metropolitan Methodist Hospital. The area has also attracted a collection of smaller professional services firms along its arterial corridors, which are diversifying the economic base and beginning to spur office development
- Has experienced a revitalization of its commercial areas driven by the Pearl redevelopment and increased housing growth and demographic changes, which is attracting visitors to the area for shopping, food and entertainment, and fueling the continued housing growth.

## Population

After declining by 1,750 people between 2000 and 2010, the Midtown Regional Center saw annual population growth of 300 people, a rate of 2.2% annually between 2010 and 2016, returning to the approximate 2000 population. The area now has a population of 14,443. The number of households followed a similar pattern, declining from 2000 to 2010 and then increasing by 780 households, at an annual rate of 2.3% from 2010 to 2016. The rate of growth since 2010 is greater than the City overall, which grew at less than 2% annually over that same time. Characteristics of households in the Midtown Regional Center vary considerably from the City overall; Midtown households are smaller on average, with an average household size of 2.13 compared to the city average of 2.73. Additionally, Midtown has 59% non-family households, compared to only 35% in the City and 31% in the MSA, and 51% of households in Midtown have only 1 person, compared to 28% in the City and 25% in the MSA.

**Age**
The Midtown population is older than the regional population overall; the median age in the area is 35.7 years, compared to 33.7 in the City and 35.0 in the MSA, and only 23% of the population is under age 20, compared to 28% in both the City and the MSA. 26% of the Midtown population is within the "Millennial" age cohort – those born between about 1980 and 1995 – slightly higher than the 24% in the City and 22% in the MSA. Midtown also has a slightly higher concentration of seniors than the region, with 14% of the population over age 65, compared to 12% in the City and 13% in the MSA.

**Race and Ethnicity**
The population in Midtown is 68% Hispanic, higher than the 65% in the City and 55% in the MSA, and 70% White, slightly lower than 71% in the City and 74% in the MSA. The area has a Diversity Index score of 72, the same as both the City and the MSA. Measured from 0 to 100, this number represents the likelihood that two random persons in the same area belong to different race or ethnic groups.

**Income**
Per Capita income in Midtown is similar to the region overall, however median and average household income are both lower than the City and the MSA (Table 1).

**Education**
The education of the population and workforce in the Midtown Regional Center varies from the region overall. The area has a diverse mixture of residents by education levels, with higher than average concentrations of residents without a high school diploma (21% of the population aged 25 and older) and residents with a college degree (40%). Despite this difference in the population that lives in Midtown, the education required for jobs in the area mirrors the overall distribution in the County.

**2016 Personal and Household Income**

| | Midtown | City of San Antonio | San Antonio MSA |
|---|---|---|---|
| Median Household Income | $30,747 | $46,460 | $54,186 |
| Per Capita Income | $23,779 | $23,976 | $26,902 |
| Average Household Income | $46,903 | $65,213 | $74,515 |

Source: ESRI, Economic & Planning Systems

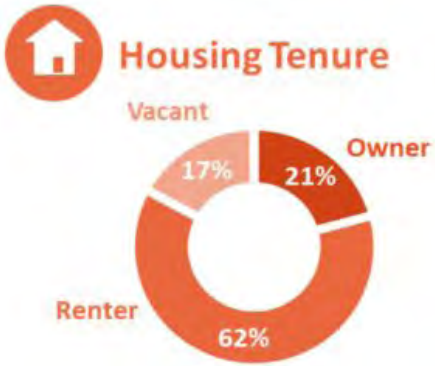
*Table 1: 2016 Personal and Household Income*

## Housing

While average housing costs in Midtown are similar to the County overall, costs for new product are higher than the region. The average single family home value is close to $180,000 – 110% of the County average value of $163,000. However, sales of recently constructed infill housing indicate an upward trend in values, with new product listing and selling in the upper $300,000 to mid $400,000 range.

The same trends are seen in apartments. The average rental rate for an apartment unit is close to the County average, at $906 per month or $1.11 per square foot. Rents for new development (built in 2010 or later) are much higher, averaging $2,137 per month, or $2.23 per square foot. This is higher than the County average for new product of $1,226 per month, or $1.38 per square foot.

The composition of housing stock in Midtown is significantly different from the region overall. Only 40% of units are single family detached homes, compared to 64% in both the City and the MSA. 23% of housing units are in structures with 2 to 4 units (compared to only 6% in the City and 5% in the MSA). The area also has a much higher share of multifamily units compared to the City, with 36% of housing in structures with 5 or more units, compared to 26% in the City (18% in the MSA).






Housing tenure is where some of the biggest differences from the region appear; only 25% of housing units in Midtown are owner-occupied, and 75% are renter occupied. This is in contrast to the City split of 53% owner and 47% renter, and the MSA split of 61% owner and 39% renter. The age of householders in Midtown is similar to the overall region. The vacancy rate in Midtown was 17% in 2016; while this is much higher than the 8% vacancy in the City and the MSA, Midtown has a fair amount of new construction, older vacant homes, and homes being used as short-term rentals (e.g. AirBnb) that may be affecting this value.

The population growth experienced in the last 6 years is also reflected in new housing development over that time, largely multifamily development. Nine new apartment projects were completed in the area since 2010, totaling 1,491 new units, and three projects are currently under construction. Additionally, there is a 223-unit project currently proposed for the area.

## Employment

The Midtown Regional Center had 20,600 jobs in 2016. Employment in the area is anchored by health care and professional services. Nearly 21% of employment in Midtown is in Healthcare and Social Assistance, a larger share than the 15% in the County overall. The next largest employment sector is Professional, Scientific, and Technical Services, with close to 13% of area employment (this sector comprises 8% of County employment). Growth of jobs in this industry in this subarea has been largely in small firms occupying existing buildings along the arterial corridors. The two other largest industries are Accommodation and Food Services and Educational Services, each with 10% of Center employment (11% and 9% in the County, respectively). Major employers in the area include: San Antonio College; Metropolitan Methodist Hospital; and VIA Metropolitan Transit Authority

The wages of jobs in Midtown are similar to those of the County overall. 26% of jobs have earnings of $15,000 or less, the same as the County, 34% have earnings of between $15,000 and $40,000 annually (compared to 37% in the County), and 40% of jobs have earnings of over $40,000 annually, compared to 37% in the County.

Almost no employees in the Midtown Regional Center live in the area – 98% of workers commute in from other places. However, the majority (over 50%) live nearby and commute less than 10 miles to work, and another 29% commute between 10 and 24 miles.

## Commercial and Industrial Development

**Office**

The Midtown Regional Center has 2.7 million square feet of office space, and the inventory increased by close to 250,000 square feet since 2005. Office vacancy rates are 5.53%, lower than the County average of 9.98% and indicating a demand for new space. The average office rent of $19.31 is in line with the County average of $19.30, and rents have increased at an average rate of 1.7% annually since 2005. There have been 5 new office projects built in the area since 2010, including The Lab at The Pearl, totaling 146,000 square feet of new space, however there has been no new office development in the area since 2013. There is a six story office building about to start construction at the Pearl (1801 Broadway Ave), which will add 120,000 new square feet of office space.

**Retail**

The Midtown Regional Center currently has 1.6 million square feet of retail space; the inventory of retail space in the area has decreased by 116,000 square feet since 2005 despite the growth of new businesses. Much of the new retail and restaurants in the area have occupied existing buildings aside from the Pearl redevelopment and the ground floors of new apartment buildings. Vacancy rates for retail in the area are 6.08%, higher than the County average of 4.18%, however the average rent of $18.01 is much higher than the County average of $14.88. Retail rents in Midtown have increased an average of 4.6% per year since 2005, reflecting the constrained inventory in the area.

Although recent projects have not replaced the lost inventory, there have been 7 new retail developments in the area since 2010, totaling 65,500 square feet of new space. There is currently one 7,500 square foot project under construction in the area. New retail projects in Midtown average only 9,100 square feet.

**Industrial**
The Midtown Regional Center currently has 1.7 million square feet of industrial space; the inventory of industrial space in the area has decreased by 246,000 square feet since 2005. Vacancy rates for industrial space in Midtown are 3.48%, lower than the average of 5.6% in the County, and rents are $6.09, higher than the $5.25 County average, possibly reflecting the constrained inventory. However, rents for industrial space in Midtown have decreased since 2005, at an average rate of 3.7% per year. There has been no new industrial development in Midtown since 2010.

**Hotel**
There are 5 hotel properties in the Midtown Regional Center, totaling over 275 rooms. Only 1 of these properties was built or renovated in the past 5 years – Hotel Emma at The Pearl was completed in 2015, with 146 rooms.

Largest Employers
**San Antonio College**
**Metropolitan Methodist Hospital**
**VIA Metropolitan Transit Authority**

Largest Employment Sectors
**Health Care, Retail Trade, Education, and Accommodation**

**New Commercial Sq. Ft. since 2010**

**220,000** square feet

## Neighborhood Plans

The Midtown Neighborhoods Plan (2000) area overlaps the Uptown/St. Ann's Neighborhood and Fredericksburg Road in the western portion of the current Midtown Plan Area, but mostly addresses the Beacon Hill and Alta Vista Neighborhoods and their commercial corridors to the north. The Midtown Neighborhoods Plan emphasizes preservation, maintenance and rehabilitation of existing buildings and neighborhood character, both commercial and residential. It supports improving pedestrian environments, high-capacity transit service, and mixed use development on Fredericksburg road, while preserving commercial building facades. The VIA Metropolitan Transit Facility is designated mixed use, and the industrial area south of Culebra is designated Industrial on the future land use map.

The 5 Points Neighborhood Plan (2009) emphasizes conservation of the existing diverse housing stock. The 5 Points Neighborhood Plan envisioned commercial development on San Pedro and Cypress with parking in the rear, and buildings scaled and oriented to encourage walking. The Plan gives more attention to N. Flores Street, prioritizing placemaking and streetscaping projects and future land use designations to encourage one-to-two story mixed use development on N. Flores Street. The Plan gives more attention to N. Flores Street, prioritizing placemaking and streetscaping projects and future land use designations to encourage one-to-two story mixed use development.

The Tobin Hill Community Plan (2008) designated future land use for expansive areas to mixed use development, while retaining low and medium density residential designations for existing single family, duplex, and triplex areas in the central portion of the plan area and between St. Mary's and Highway 281 north of Josephine. Blocks on the east side of San Pedro, along both sides of St. Mary's, and McCullough were designated as low density mixed use. Other areas were designated high density mixed use. The Tobin Hill Community Plan includes extensive infrastructure recommendations supporting a multimodal transportation network.

The Government Hill Neighborhood Plan (2010) area overlaps several blocks near Broadway that are included in the Midtown Plan Area. The Plan designated these blocks as commercial and institutional, though subsequent plan amendments have changed the future land use for these areas to mixed use.

The Westfort Alliance Neighborhood Plan (2003) emphasizes preservation of residential neighborhood character east of Broadway with a patchwork of low density and medium density. It calls for a pedestrian-friendly boulevard with mixed and commercial uses on Broadway. However, subsequent plan amendments have changed the future land use for most parcels adjacent to Broadway to mixed use.

The Mahncke Park Neighborhood Plan (2001) emphasizes preservation of neighborhood character, with future land use designations for residential areas corresponding roughly to existing density. Future land use for Broadway was designated as commercial, though subsequent plan amendments have changed the future land use to mixed use. This Plan includes extensive infrastructure recommendations supporting a multimodal transportation system, including high capacity transit service. The Plan makes multiple references to providing housing and transportation options for people of all ages, and includes multiple prescriptions for preserving residential neighborhood character.

## Major Corridor, Park, and Campus Master Plans

The two post-secondary education institutions in the area, San Antonio College and University of the Incarnate Word, do not have updated comprehensive campus master plans.

The Midtown Brackenridge TIRZ Master Plan (2011) included recommendations on future land use, private and public realm design, and stormwater and mobility infrastructure projects. The Master Plan emphasized infill redevelopment, green stormwater management, and multimodal links between neighborhoods and key destinations such as the Witte Museum, University of the Incarnate Word, Brackenridge Park, and the San Antonio River. The Plan provided unique visions for the St. Mary's, Josephine, and Broadway corridors.

The San Pedro Springs Park Master Plan (DRAFT 2013), among other recommendations, proposes to make the park's southeast corner adjacent to the Midtown Plan Area less auto-oriented and more natural, with a completed perimeter trail connected to the perimeter trail currently serving the rest of the park.

The Brackenridge Park Master Plan (2017) includes goals and projects to: integrate the park into its surroundings; improve pedestrian access into and through the park; guide vehicular traffic; limit encroachment of other uses into the park; limit fee based uses in the park; create view corridors; and restore natural resources, water quality and historic features. Many plan elements are directly related to the integration and connections between the park and surrounding areas in the Midtown Plan Area.

The Broadway Corridor Concept Design (2016) created design concepts for Broadway Avenue, from Houston to Hildebrand. The concept included recommendations for placemaking, multimodal street design, and integrating the corridor with Brackenridge Park. Unique concepts including street cross sections and renderings were offered for unique segments of the corridor.

## Regional Plans with Recommendations for Midtown

The Alamo Area MPO Regional Bicycle and Pedestrian Planning Study (2016) is a regional plan that includes alternative recommendations to improve bicycle and pedestrian environments on segments of the following streets surrounding San Antonio College: Evergreen, Ashby, Main, and San Pedro.

The SA Tomorrow Multimodal Transportation Plan (2016) is a citywide plan that includes future road design alternatives for segments of Fredericksburg Road and San Pedro Avenue in the Midtown Plan Area.

The VIA 2040 Long range Plan (2016) is a regional plan that identifies multiple future high capacity transit corridors and station areas that include portions of the Midtown Plan Area.

The Upper San Antonio River Watershed Master Plan (2013) and Hazard Mitigation Action Plan (2015) include flood hazard mitigation strategies for flood prone areas around San Pedro Springs Creek and the San Antonio River in the Midtown Plan Area.

# Natural Systems

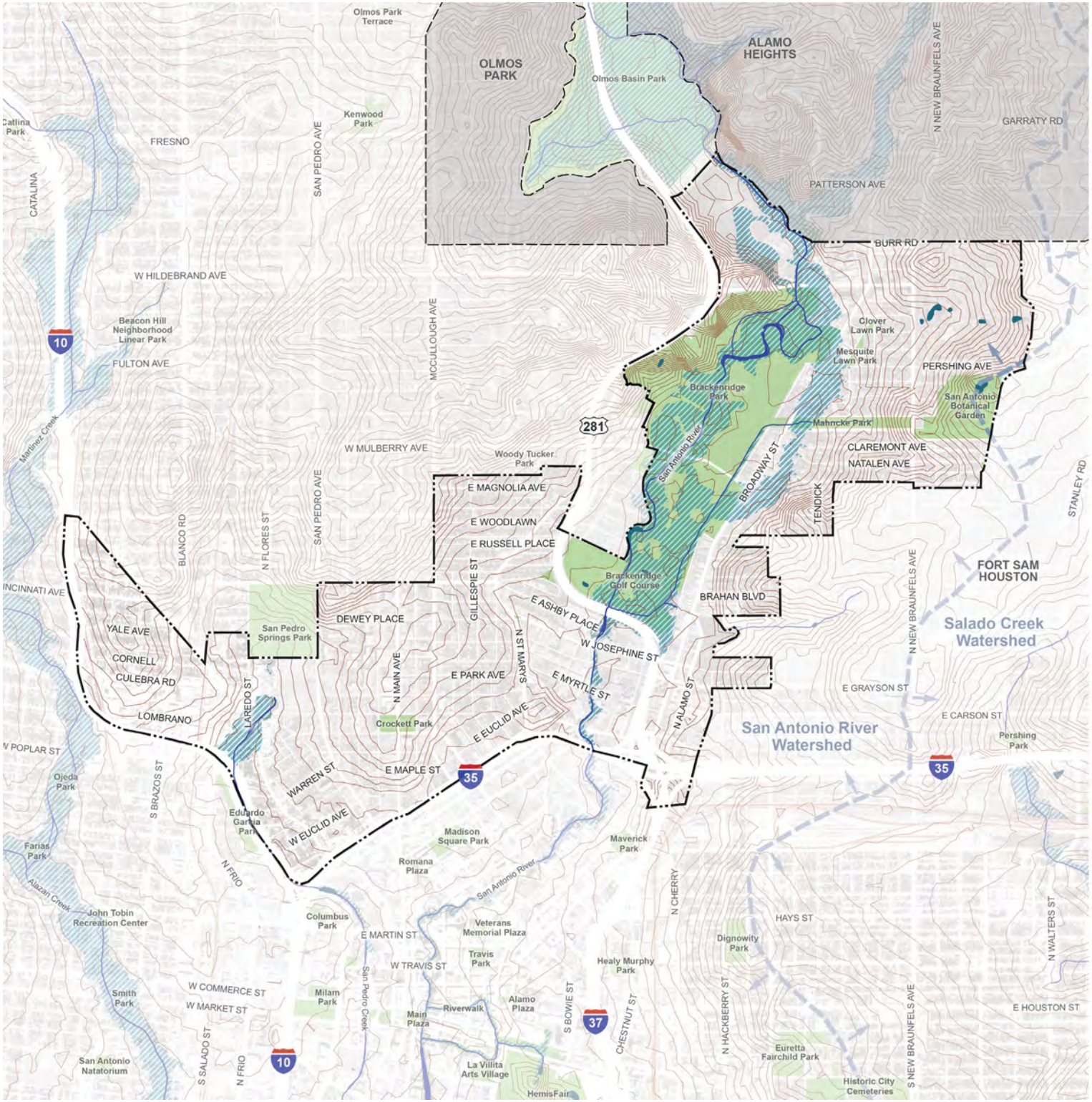
The Midtown Plan Area's primary natural systems are the San Antonio River, San Pedro Springs Creek, and areas of relatively mature tree canopy in neighborhoods and protected open spaces, including a large, privately managed nature sanctuary at the headwaters of the San Antonio River. Headwaters at Incarnate Word protects the San Antonio River's headwaters, springs, and other habitat and green space, and is the only private nature reserve in central San Antonio. It occupies a potential future public access link between Brackenridge Park, San Antonio River's Museum Reach and "Brackenridge Reach" to the south, and Olmos Creek and Olmos Park to the north.

San Antonio River's headwater springs are north of Hildebrand Avenue. The river flows south through Brackenridge Park before crossing Highway 281 and I-35. The San Antonio River in Midtown is a heavily-modified system that has been realigned and diverted. The historic Acequia Madre diverted water for irrigation and water consumption. The San Antonio River Tunnel diverts some of the river's flow under downtown San Antonio. More recently some river sections have been restored to improve fish and wildlife habitat and to mitigate flooding, while other sections have been modified to enhance public access to the river. Extensive impervious land cover and lack of tree canopy in the watershed prevents soil and vegetation from absorbing and slowing rain runoff, which contributes to water quality problems in the river and flooding near the San Antonio River and its associated channels, such as the historic Acequia Madre.

San Pedro Springs Creek's headwaters are north of the Midtown Plan Area in San Pedro Springs Park. The creek flows south out of the park, onto the VIA Metropolitan Transit property, where it flows into a pipe before emerging north of Laurel Street. The creek is visible to pedestrians near the 5 Points Intersection, with some unimproved public access until it flows under and along I-10 south of Laredo Street. San Pedro Springs Creek is a heavily-modified system, but like the San Antonio River provides important ecological and social functions. San Pedro Springs Creek in Midtown has limited public access and has not recently received as much attention as the San Antonio River in terms of improving public access and ecological functions. San Pedro Springs Creek immediately downstream of Midtown is being transformed into a world class linear park that will have a multigenerational impact on San Antonio's future. Recently, area stakeholders gathered to consider alternative ways of daylighting sections of San Pedro Springs Creek that are under VIA's property and under I-10, however there are currently no actual plans to restore or improve access to the creek in Midtown.

Common water pollutants in Midtown streams include bacteria, pesticides, and hydrocarbons. Impervious surfaces upstream in the Olmos Watershed contribute to erosion, trash deposits, and siltation near the San Antonio River headwaters, and impervious surfaces farther afield and upstream reduce flows from the springs, including years in which no water flows from the San Antonio Rivers' natural springs. Water quality could be improved in the San Antonio River and San Pedro Springs Creek through a combination of implementing low impact development, end of pipe solutions, public education, and using a holistic watershed approach to planning development and infrastructure.

Midtown has old neighborhoods and protected open spaces where large canopy trees and vegetation have been maturing for decades, providing urban wildlife and bird habitat, limiting peoples' exposure to excessive heat, improving mental health, and slowing/evaporating rain water runoff, which in turn reduces the need for or extends the useful life of expensive "grey" stormwater infrastructure investments. Despite relatively mature tree canopy and instances of restored or protected habitats and green infrastructure in some parts of Midtown, redevelopment will provide abundant opportunities to scale these practices throughout the plan area.




# SA TOMORROW Midtown Regional Center Area

## NATURAL SYSTEMS

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Rail Line
- Park or Open Space
- Watershed Boundary
- 5-foot Contour Lines
- FEMA 100-year Floodplain
- Riverline
- Freshwater Wetland
- Lake/Freshwater Pond

50 / 5 Acres

0 0.25 0.5 1 Miles

# Existing Districts

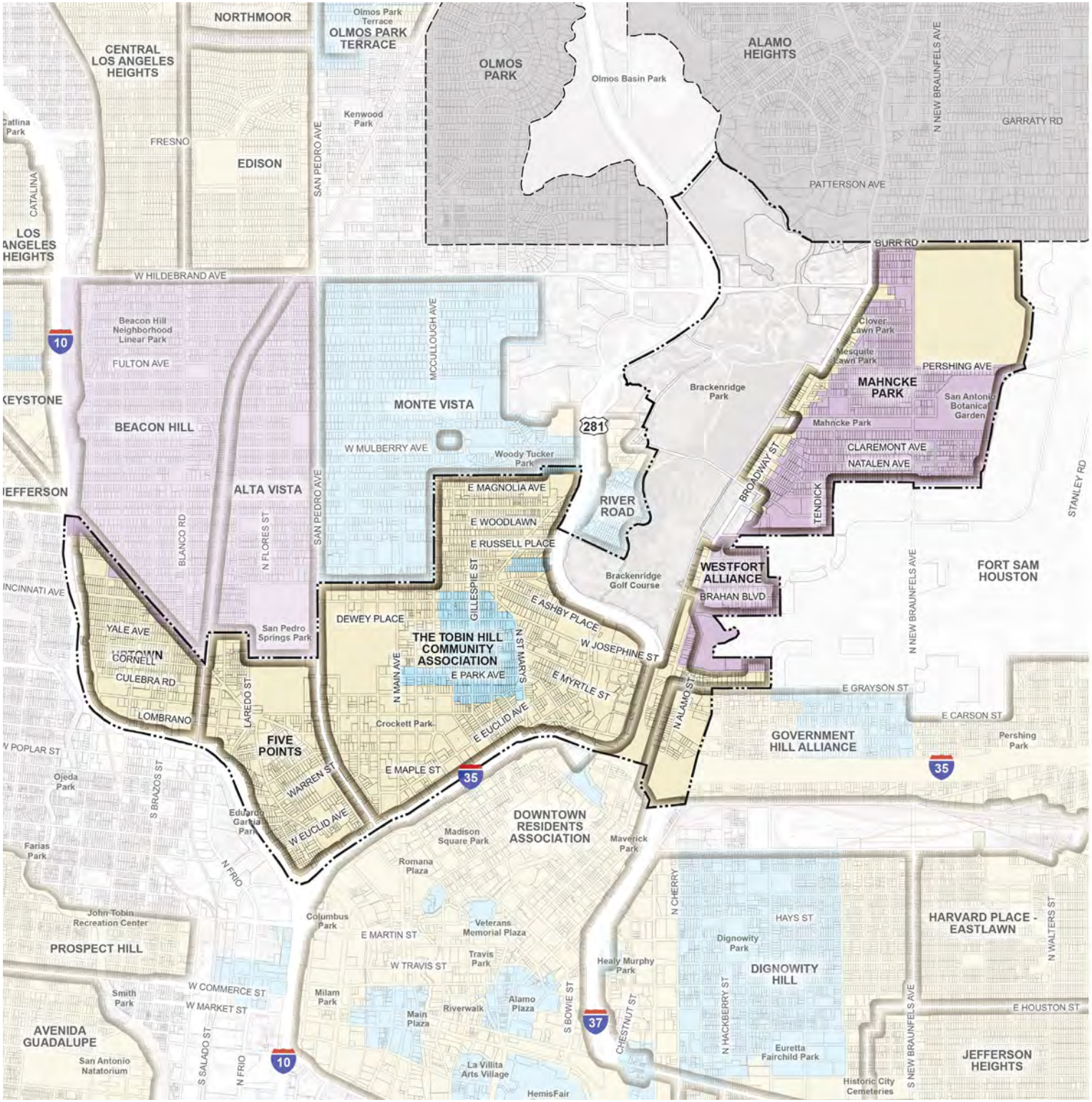
There are diverse land uses in the Midtown Plan Area with about a third of the area used for residential purposes, a third vacant and open space, and a third industrial, commercial, or institutional. Given the amount of institutional and commercial use, some residential neighbors may feel some pressure in terms of safety, parking, noise, mobility, and changing physical character.

There is a notable concentration of industrial, warehousing, and distribution businesses in the southwest corner of the Plan Area. Commercial uses tend to be concentrated on primary transportation corridors. Residential uses are predominate in between the primary transportation corridors and consist mostly of single family, duplex, and triplex dwellings, but also include a range of other dwelling types including apartment and mixed use buildings with dozens or over a hundred dwellings. Although there are some concentrations of multifamily housing, overall it is relatively dispersed throughout neighborhoods.

Recent and evident changes in land use are occurring in some areas. Between St. Mary's Street and the Pearl, some industrial or warehousing uses have been converted to commercial or residential use. The Neighborhood's vacant lots and old single and multifamily dwellings are being converted to new dwellings, some at higher densities and some at lower densities than previously existed.

On primary transportation corridors such as Fredericksburg Road and Broadway, onestory standalone commercial structures, such as a gas station, cell phone store, and national chain restaurant have recently been built in areas that have been designated for several years on the City's future land use map as mixed use. Examples of vertical mixed uses are limited primarily to a few recent threeto-five story developments at the Pearl, on Broadway near the Pearl, and on Main Street next to San Antonio College..

Surface parking as a land use has not been quantified, but accounts for a relatively large area, especially between San Pedro Avenue and McCullough. Examples of structured parking are limited to a few locations: at San Antonio College, the Witte Museum and the previously mentioned vertical mixed use developments.




SA TOMORROW Midtown Regional Center Area

# DISTRICTS

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood Association
- Historic District
- Neighborhood Conservation District

50 Acres

0 0.25 0.5 1 Miles

# Land Use

The Midtown Regional Center is characterized by a mixture of commercial and institutional uses that developed around historic residential enclaves.

**Single Family Residential**
Neighborhoods make up less than 1/5 of the land in the Midtown Regional Center area. Many of the neighborhoods of this area are designated historic districts, as these were some of the earliest suburbs of the City of San Antonio. In addition to detached residential dwellings, this category includes duplexes, garden homes and townhouses.

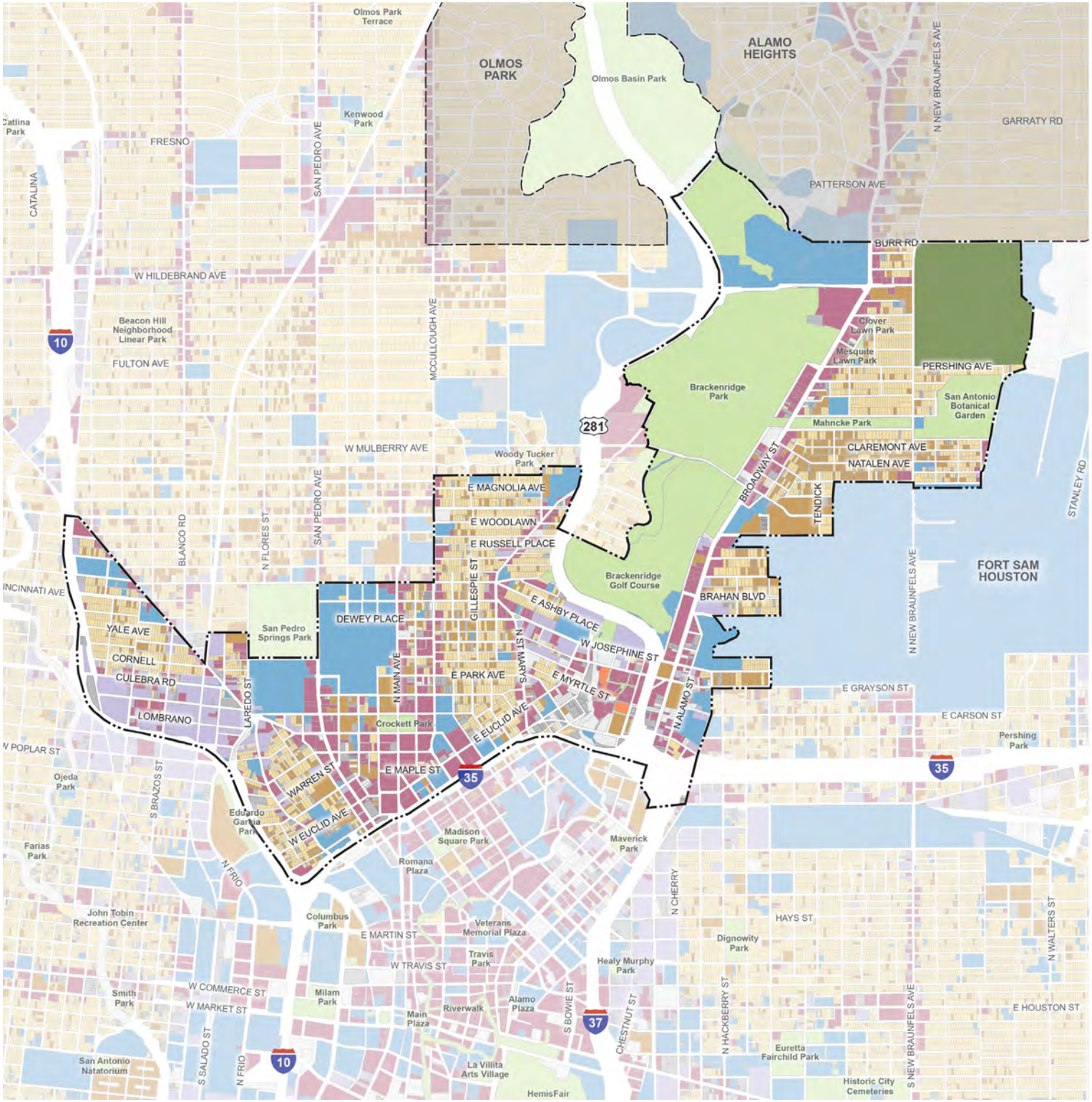
**Commercial**
Properties designated for commercial use are generally where goods and services are purchased. Shopping centers, grocers, restaurants, office buildings and hotels are all examples of commercial uses. In this regional center, 14% of the land area is used for commercial purposes. North St. Mary's and Broadway are dominated by commercial uses, as is the area lying between I-35 and the San Antonio College campus.

**Institutional**
Institutional uses account for 38% of all land in this area. Institutional uses include schools, universities, churches, social services, cultural institutions and government services, as well as healthcare services and hospitals. Because land owned by the City of San Antonio is considered institutional, public park and recreational areas are included in this category. The inclusion of Brackenridge Park and the San Antonio Zoo is one of the reasons why so much land in this center is designated for institutional use. This center is also home to two campuses: San Antonio College and University of the Incarnate Word.

**Industrial**
Industrial uses include manufacturing, natural resource extraction (quarries and mining), assembly, distribution and storage facilities. Currently there is a low percentage of land in this area used for industrial purposes. Most of the industrial property in this center is located along I-10, west of Five Points.

**Vacant Land**
Vacant land, for the purposes of this analysis, is land where there is no vertical improvement or that there is no assigned or exercised use. This does not necessarily mean that a property is developable in the future. Some of the land classified as vacant is not developable, including utility easements and land in the floodplain. Some of this land, however, is developable, and will be able to accommodate future growth in this regional center. Vacant land comprises 4% of the Midtown Regional Center.

**Multi-family Residential**
Multi-family residential properties are those properties that have multiple units that are either owned or rented by different households. Multi-family residential includes apartments and condominiums. The similar coverage of single family and multifamily in the Midtown Regional Center is characteristic of a higher density, urban area in the City, as one acre of single family holds about 4-6 households, and one acre of multifamily typically holds more than 12. As growth and development are absorbed by this area in the future, multifamily is a category that is likely to expand.




SA TOMORROW Midtown Regional Center Area

# LAND USE

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Rights-of-Way

Land Uses

- Single Family Residential
- Multi Family Residential
- Mixed
- Commercial
- Industrial
- Institutional and/or Total Tax Exempt
- Open Space / Park
- Private Open Space
- Vacant
- Other / Not Specified

50 Acres
5

0 0.25 0.5 1 Miles

**Open Spaces**
Open Spaces are those public and private portions of the Midtown area that are designated for uses that are not dominated by buildings. They are typically preserves, easements or private recreational areas. Open spaces include golf courses, and are therefore not always natural habitat. In Midtown, 10% of the land area consists of open space. The majority of this land is comprised of the San Antonio Country Club and Incarnate Word's Headwaters Sanctuary, which protects the San Antonio Spring, the headwaters of the San Antonio River.



Below is a breakdown of the distribution of land uses in the Midtown Regional Center:

| Land Use | Percent of Area |
|---|---|
| Single Family Residential | 19% |
| Commerical | 14% |
| Institutional | 37% |
| Industrial | 5% |
| Vacant Land | 4% |
| Multi-family Residential | 10% |
| Open Space | 10% |

*Mehncke Park residents honor their history.*

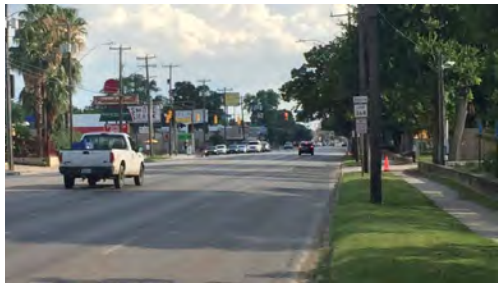
## Preserving and Enhancing Residential Quality of Life

- There is a significant concentration of institutional and commercial uses in this area. This puts pressure on existing neighborhoods with respect to safety, mobility and community identity.
- Lighting, on-street parking regulations and sidewalks are important, as well as fencing, buffers and transitions are needed where industrial and commercial uses abut residential uses.
- Neighborhood services (commercial uses such as grocers and pharmacies that are found near neighborhoods) are missing in the more urbanized portions of this area.
- Residential enclaves, such as the historic districts and neighborhoods, should continue to be celebrated in this area.

*Transitions and appropriate scale improve the feel of districts and neighborhoods.*

## Accommodating Density and Creating Land Use Transitions

- Most of this area has grown organically over the past century, as evidenced by historic neighborhoods and iconic public spaces.
- Non-residential development in and around neighborhoods should maintain a scale in keeping with current block patterns and building heights.
- Maximize FAR and density in key nodes within this area to absorb future growth, while preserving the lower density single family neighborhoods.
- Use vacant properties west of The Pearl to provide a more gradual transition in density and to absorb anticipated growth.



*Neighborhoods benefit from complimentary and supportive uses.*

## Conflicting Uses and Disruption of Neighborhood Form and Function

- When residential areas are punctuated too heavily by non-residential uses that do not provide neighborhood related services, this can have a negative impact on all properties. It robs an area of definition and decreases property values. In these areas, use vacant, undeveloped and available properties to improve continuity of uses at the block or neighborhood scale.
- Identify preferred density and design parameters for key growth areas to ensure maximum value capture and promote district identity.

# Transportation and Mobility

Midtown has a historic grid street network that is interrupted by interstate highways, rivers, and a few large open spaces and institutional areas such as San Antonio College, the VIA Transit property, and Ft. Sam Houston. Travelling by automobile is relatively comfortable and convenient, with multiple north south collector streets, interstate highway access, and expansive parking areas. Residents have reported undesireable traffic congestion on and turning onto Broadway,around a few other traffic destinations and sources such as Beacon Hill Elementary School, and the Ft. Sam Houston gate on Cunningham.

Pedestrian networks are extensive in Midtown, however, sidewalks are missing on some streets and the following pedestrian issues exist in many locations: driveways interrupting sidewalks, lack of shade during the day; lack of light at night; narrow sidewalks; deteriorated sidewalks; sidewalks obstructed by utility poles; sidewalks adjacent to higher speed traffic; steep crossing ramps; long intersection crossings; and standing water at intersections after rain.

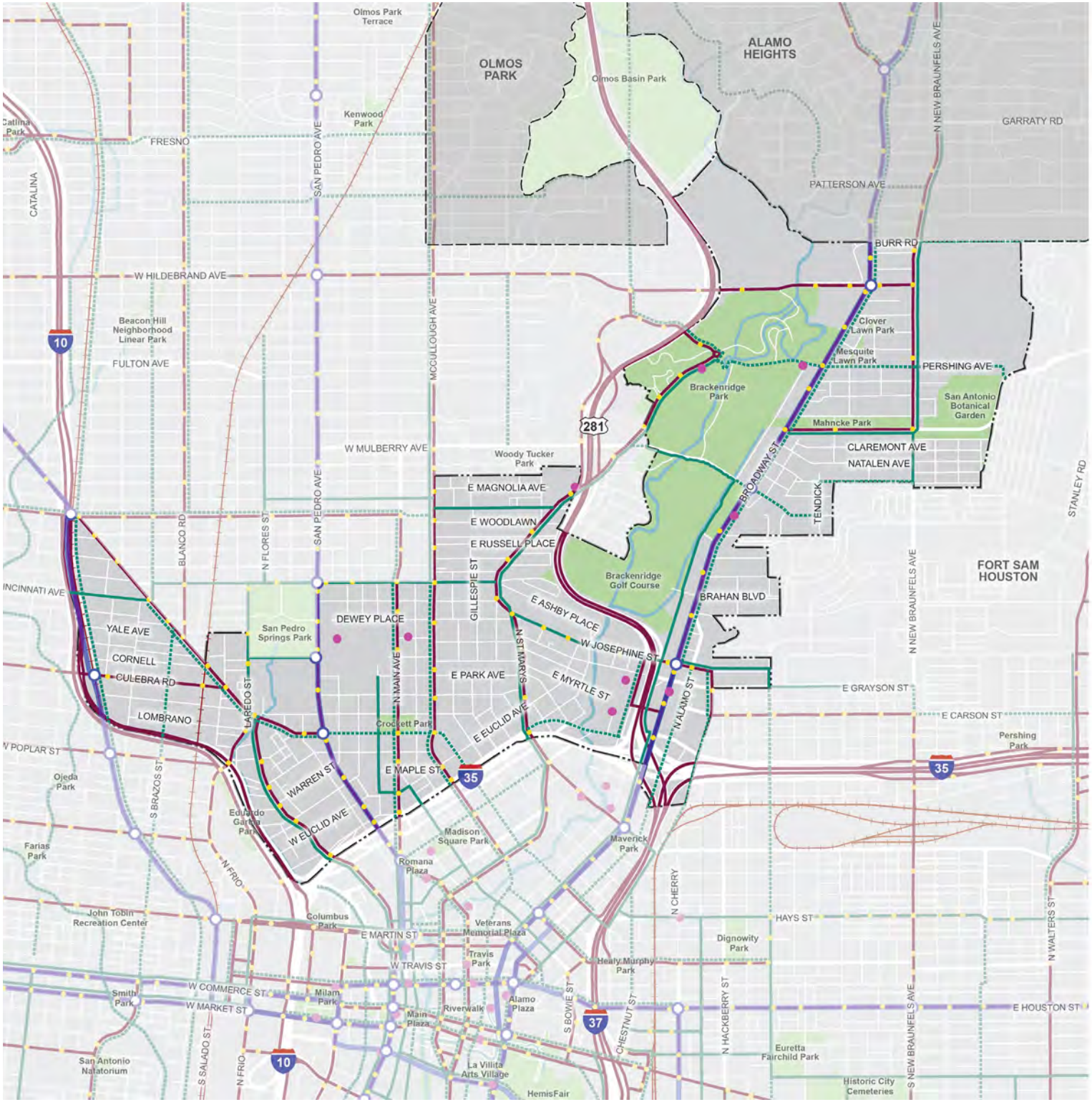
Pearl is one of the only locations in Midtown with streetscapes oriented to pedestrians with access for vehicles at very low speeds. The San Antonio River Walk follows the San Antonio River from Downtown to US 281, but then is diverted away from the river to the east. San Pedro Springs Creek is accessible by pedestrians at San Pedro Springs Park and the 5 Points intersection. Sidewalks crossing interstate highways are narrow and adjacent to traveling vehicle lanes. Residents of Uptown and neighborhoods to the west are separated from amenity-rich areas of Midtown by I-10; two active railways; Fredericksburg Road; and San Pedro Avenue. Incomplete or obstructed sidewalks are evident in some of the most densely populated areas, including next to public housing for seniors and people with disabilities, and between higher-density apartments in Mahncke Park neighborhood, and retail services and transit access on Broadway.

There are several bicycle routes and marked lanes in the Midtown Plan Area, including those on Cincinnati, Ashby, Josephine, Flores, St. Mary's, Avenue B, McCullough, Euclid, and Howard. Examples of buffered, protected or separated bike lanes are on portions of Flores Street and Avenue B. There are opportunities to improve connections between existing bicycle routes and bicycle lanes, and to improve north-south connectivity in the western plan area near Blanco and Colorado, in the central plan area near Main and McCullough, and east of US 281. East-west route connectivity, as for other modes may be improved in the southern plan area.

Transit service is relatively extensive in Midtown compared to other parts of San Antonio and many local residents rely on it and the pedestrian network to access it. However, it is not comfortable, reliable, or fast enough to be used by most people. High capacity transit may soon be planned for any of several contemplated routes that cross through Midtown.

Midtown has substantial north-south roadway connectivity, with multiple streets in a small area offering at least two travel lanes in each direction. These include I-10; Fred Road; Blanco; San Pedro;Main; McCullough; US 281; and Broadway. On or in the vicinity of these streets, pedestrian, bicycle and transit environments may be improved. As Midtown continues to grow, movement between eastern and western portions of the plan area may be challenging.

Transportation planning for the Midtown Regional Center will need to ensure protection of the historical neighborhoods and will likely focus on enhancing the existing transportation system through pedestrian and bicyclist improvements, and the careful integration of rapid transit services.




SA TOMORROW Midtown Regional Center Area

# TRANSPORTATION AND MOBILITY

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Block
- Rail Line
- Park or Open Space
- Stream
- VIA Bus Route
- VIA Bus Stop
- Proposed LRCTP Route
- Proposed LRCTP Stop
- Existing Bicycle Trail, Lane or Route
- Proposed Bicycle Trail, Lane or Route*
- B-Cycle Location

* Acquired from the 2011 Bicycle Master Plan

50 Acres
5

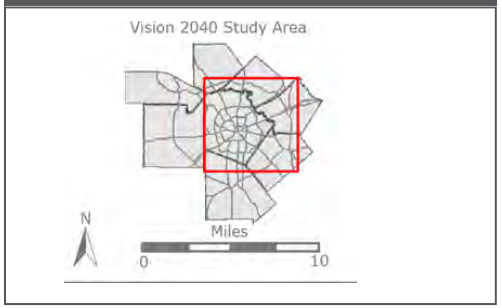
0 0.25 0.5 1 Miles

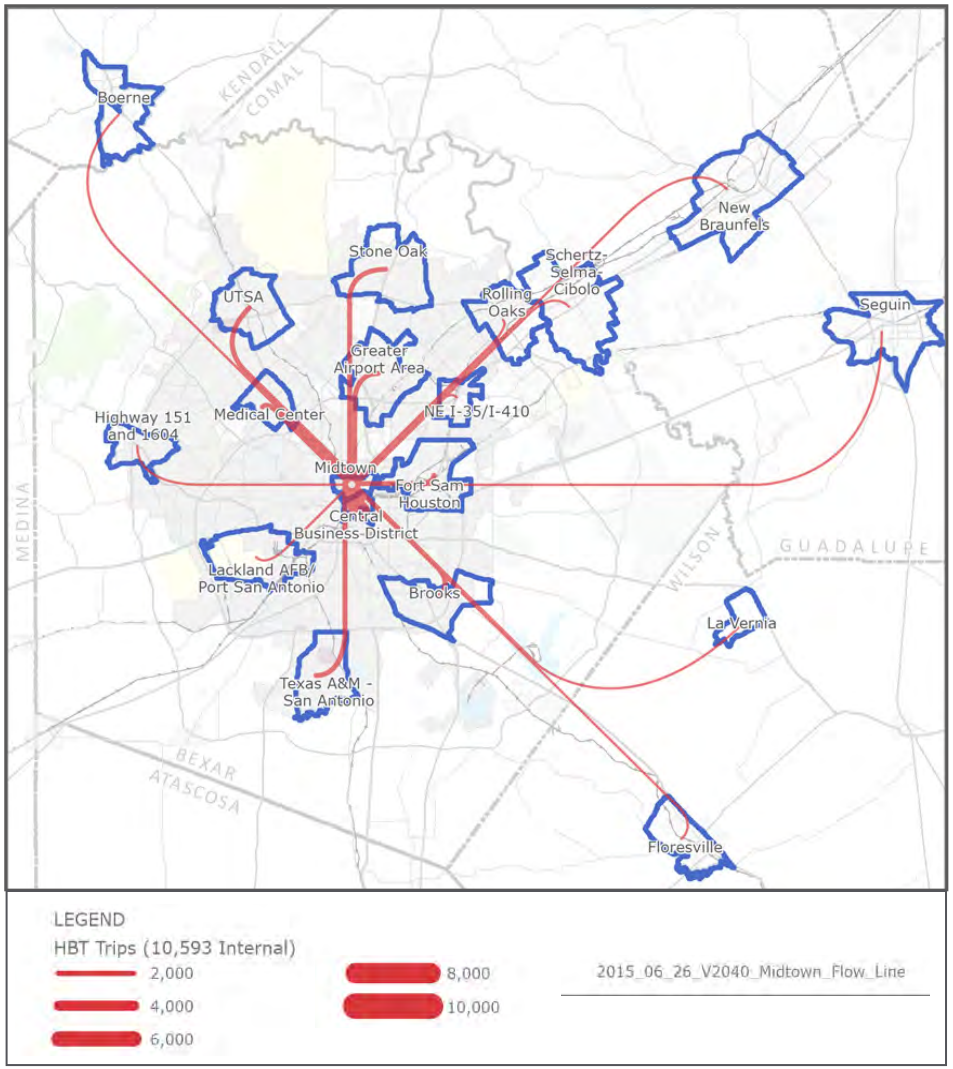
This plan might also focus on the transitions from the Midtown area to nearby redeveloping areas, such as the VIA Villa area to the west and the Pearl development area to the east. VIA Villa, an area surrounding VIA Central Plaza, is anticipated to see new development, new connections and possibly new rapid transit services over time. The Pearl Brewery was recently converted into a unique walkable mixed use development. However, beyond this edges of this pedestrian enclave are significant challenges to pedestrian mobility, including ensuring safe connections through quasi-industrial areas to the west, and across Broadway Street and US 281 to the east and I-35 to the south and east.

Transportation planning for the Midtown Regional Center will need to ensure protection of the historical neighborhoods and will likely focus on enhancing the existing transportation system through pedestrian and bicyclist improvements, and the careful integration of rapid transit services.



## Midtown



**VIA Metropolitan Transit Vision 2040 Long Range Plan**

The Midtown study area lies within the service area for the North-Central Corridor, a VIA Vision 2040 Long Range Plan Rapid Transit Corridor under evaluation as one of the first projects to implement the plan (the VIA Alternatives Analysis). This analysis considers data, feasibility, professional expertise, and public input to prioritize which rapid transit corridor should move toward project implementation, as well as route selection and mode choice (Light Rail or BRT). Recent analysis, shown in the map to the right, shows that currently, transit travel time along the corridor is slower than traveling in a car, with an estimated 39 minutes travel time between North Star Mall and Downtown via Frequent VIA bus. The same route via car typically takes about 13 minutes, depending on travel conditions. VIA is evaluating alternative routes for new rapid transit service, following the VIA 2040 Long Range Plan, including four routes that would connect Midtown with regional destinations and employment centers.

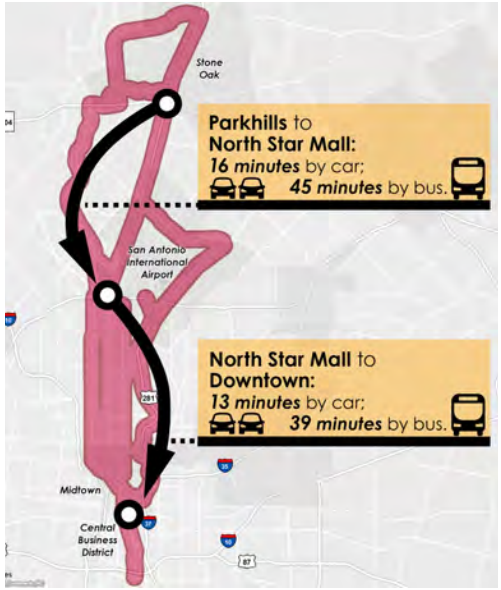
This corridor was identified as a critical component of the rapid transit network- a higher speed, reliable network of BRT, LRT and express bus service. The purpose of the North-Central Rapid Transit Corridor is to provide a highly-reliable, direct connection from Stone Oak, the San Antonio International Airport, San Antonio College, and Downtown San Antonio with frequent, dedicated-lane service to improve overall mobility, ensure the long-term competitiveness of transit, support the corridor's significant growth, and create conditions that will allow communities in the corridor to achieve their land use vision.

High-quality transit service is needed to address the issues with and constraints of current bus service in the corridor, better serve current riders, and attract new riders to the system. Rapid transit, with some dedicated right-of-way or priority treatment at selected intersections, would offer a more reliable service than local bus.

Existing facilities for pedestrians and bicyclists are insufficient in the study area. While sidewalks are present in much of the study area, many roadways have sidewalks on only one side of the roadway, while others lack sidewalks altogether.

In areas where there are missing segments, opportunities exist for additional complete streets features that would improve the study area as a pedestrian corridor. For example, currently, there are limited mid-block and block pedestrian crosswalks.

There is little evidence of bicycle parking in the study area, there are six bike share stations in the study area, including those in Breckenridge Park.




*Travel times for transit services along the North-South Corridor are currently slower than car travel times.*

# Amenities and Access

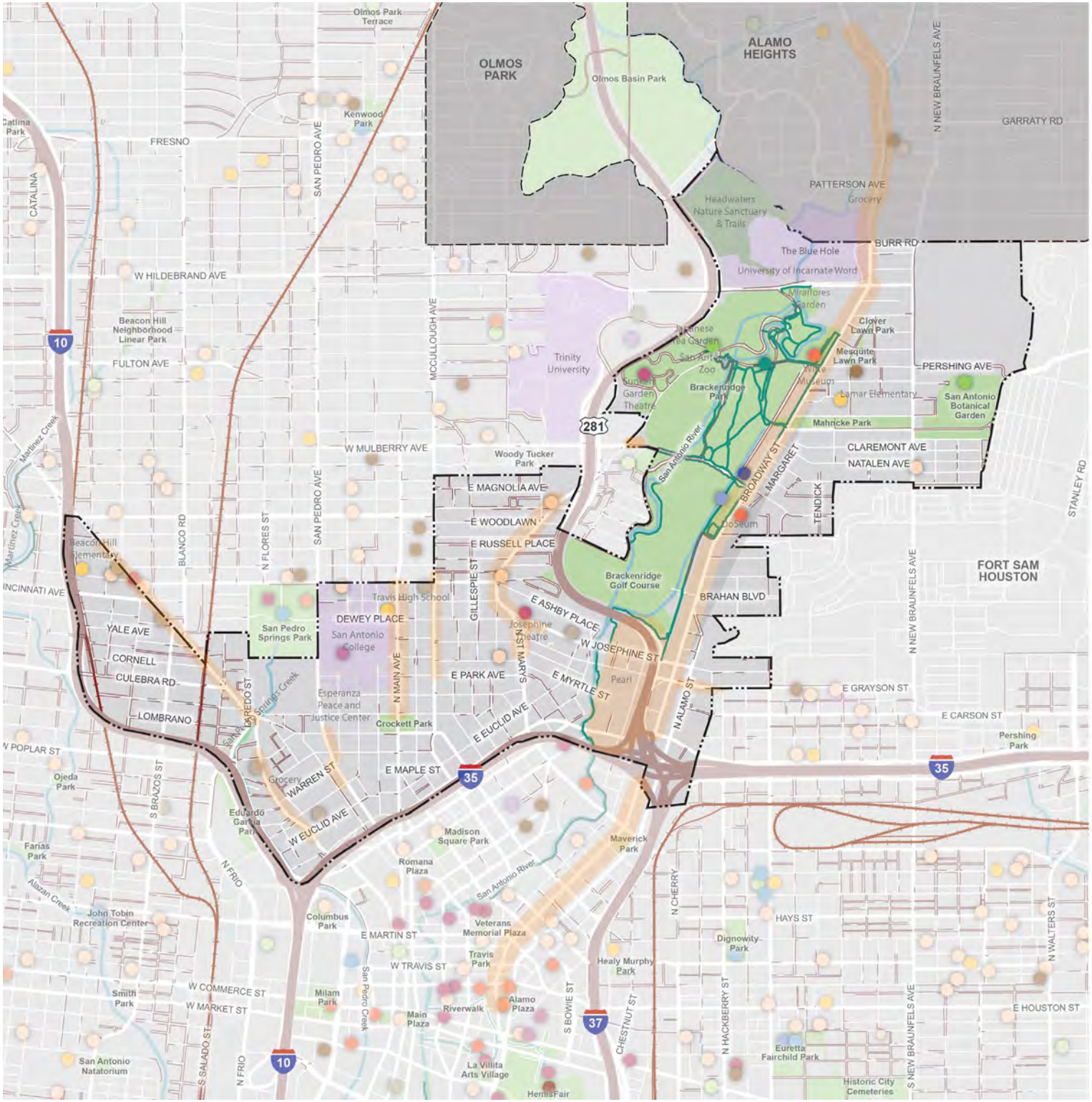
Midtown has some of San Antonio's greatest amenities. The San Antonio River and adjacent trails connect Midtown with Downtown. Other major amenities in the eastern plan area include Brackenridge Park, the Botanical Garden, the San Antonio Zoo and museums in the Broadway Cultural Corridor. Pearl offers locals and visitors a vibrant culinary, nightlife, and retail environment amidst pedestrian-oriented open spaces next to the San Antonio River.

Midtown's retail and commercial areas are mostly auto oriented, however there are many clusters of somewhat pedestrian oriented or uniquely local retail, restaurant and arts establishments throughout the Plan Area. Main Avenue includes San Antonio's primary hub or LGBTQ restaurants, retail, nightlife places. St. Mary's Street is home to a vibrant nightlife and live music scene.

Midtown includes San Antonio College, University of the Incarnate Word, and Trinity University immediately outside its boundary to the north. High quality public and charter schools offer families a variety of choices for youth education. Midtown is also home to multiple art studios, exhibition spaces, and theatres and is home to a public library, a YMCA, and a planetarium.

Opportunities to improve amenities include

- a centrally located full service grocery,
- improving public access to San Pedro Springs Creek,
- expanding upon the diverse and unique retail, culinary, and arts clusters
- improving public streetscapes as places to spend time in, rather than to just pass through




SA TOMORROW Midtown Regional Center Area

# AMENITIES AND ACCESS

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Block
- Park or Open Space
- Stream
- Greenway
- Public School
- Private School
- Charter School
- Place of Worship
- Library
- Museum
- Community Center
- Recreation Center
- Amusement Park
- Community Garden
- Botanical Garden or Zoo
- Trailhead
- Movie Theater or Planetarium
- Stadium or Arena
- Theater/Auditorium or Performing Arts Center
- Conference Center

Physical Barriers

- Major Road
- Rail Line
- Non-existent Sidewalks

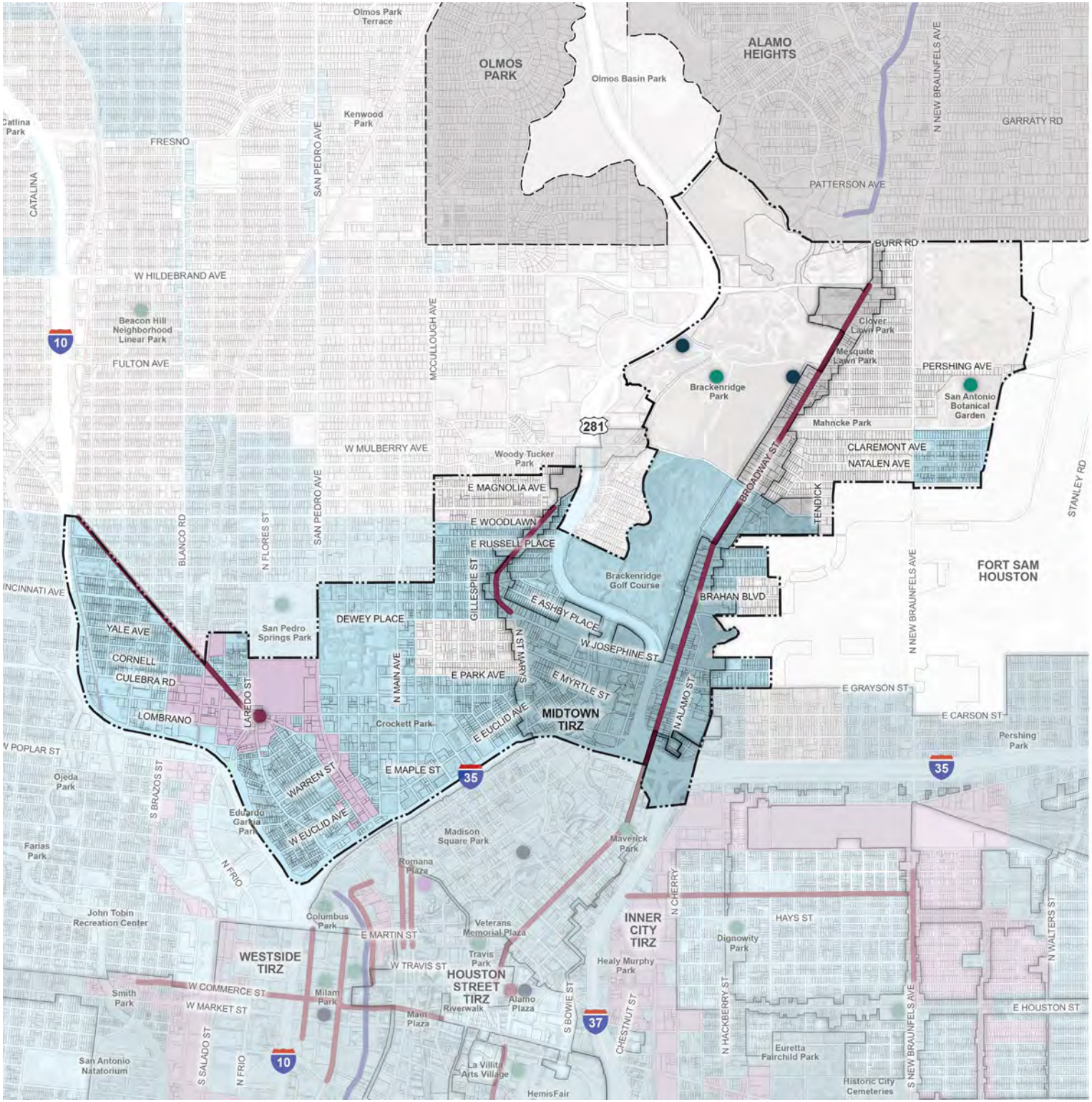
- Local Retail, Service, Restaurant, and Culture Clusters
- College or University

50 Acres

0 0.25 0.5 1 Miles

# Public Investments

The Midtown Brackenridge Tax Increment Reinvestment Zone is in the eastern portion of the plan area and has had substantial success in incentivizing development. The 2017 Bond included several major projects for the Midtown Plan Area, including major projects to make Broadway Avenue, Fredericksburg Road, and St. Mary's more multimodal, and structured parking investments at the Witte Museum and San Antonio Zoo. Though not highlighted on the map, Alamo Colleges is investing tens of millions in new construction at San Antonio College in the next few years, and the Botanical Garden has recently completed a transformative redevelopment and expansion in 2017.




SA TOMORROW Midtown Regional Center Area

# PUBLIC INVESTMENTS

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- City Initiated Tax Increment Reinvestment Zone (TIRZ)
- Neighborhood Improvement Bonds (2017)
- Inner City Reinvestment Infill Policy (ICRIP)

Proposed 2017 Bond Program

- Street
- Facility
- Park
- Library
- Street
- Drainage

50 Acres

0 0.25 0.5 1 Miles

# Preliminary Opportunities

Midtown is a place of choices. It's rich in rivers, trees, and parks. It has a diverse mix of housing types, including small to large apartment buildings, that support a diverse and young population. There are new shopping and restaurant clusters, traditional Mexican-American eateries and fruterìas, specialty hardware stores, and multiple museums and colleges. Midtown offers a diverse employment base that includes large organizations like Metropolitan Methodist Hospital, and locally owned businesses. Midtown's strong social fabric and cultural roots will maintain an eclectic identity for the area as it adapts to changing times.

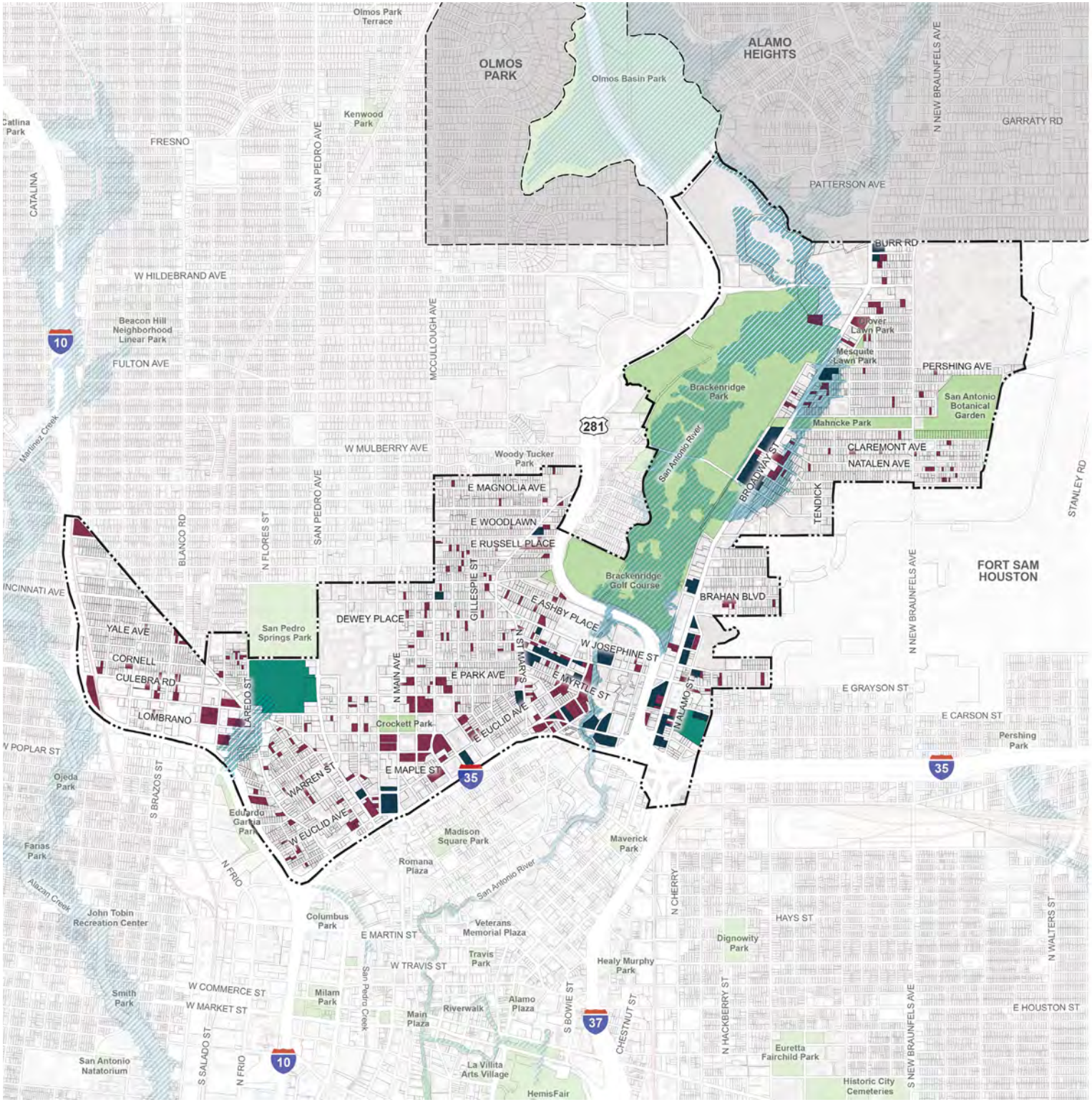
As a growing community, Midtown can enhance its existing assets and become a place of even more choice, with more options to live, work, and play. The historic grid street pattern, future high capacity transit options, and momentum from 2017 transportation bond projects on Fred Road, St. Mary's, and Broadway mean that Midtown can have a truly multimodal transportation system that is convenient and safe, and that will help San Antonio be more sustainable and healthy.

Further, Midtown can and should continue to offer affordable housing options and support a diverse housing stock. With a housing stock today that is significantly different than the region, only 40% of units are single family detached homes compared to 64% in both the City and the MSA, Midtown offers something that makes it attractive for those looking for something not offered in San Antonio today.

**Focus Areas**

The following areas are preliminary opporturnity sites in Midtown:

- **Lower Broadway**
- **Upper Broadway**
- **West of River/Pearl**
- **North of I-35/Methodist Hospital Area**
- **VIA Site**




# SA TOMORROW Midtown Regional Center Area

# OPPORTUNITY AREAS

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Park or Open Space
- FEMA 100-year Floodplain
- Underutilized Parcels
- Vacant Parcels
- Publicly-Owned Parcels

50
5 Acres

0 0.25 0.5 1 Miles

MIG

# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
UPTOWN

**[Exhibit 2]**

# Acknowledgements

**Special Thanks to every Midtown resident and stakeholder who spent time and energy speaking with Planning Department staff throughout the Midtown planning process and to the following area residents and stakeholders who contributed to this document by meeting with the Planning Department.**

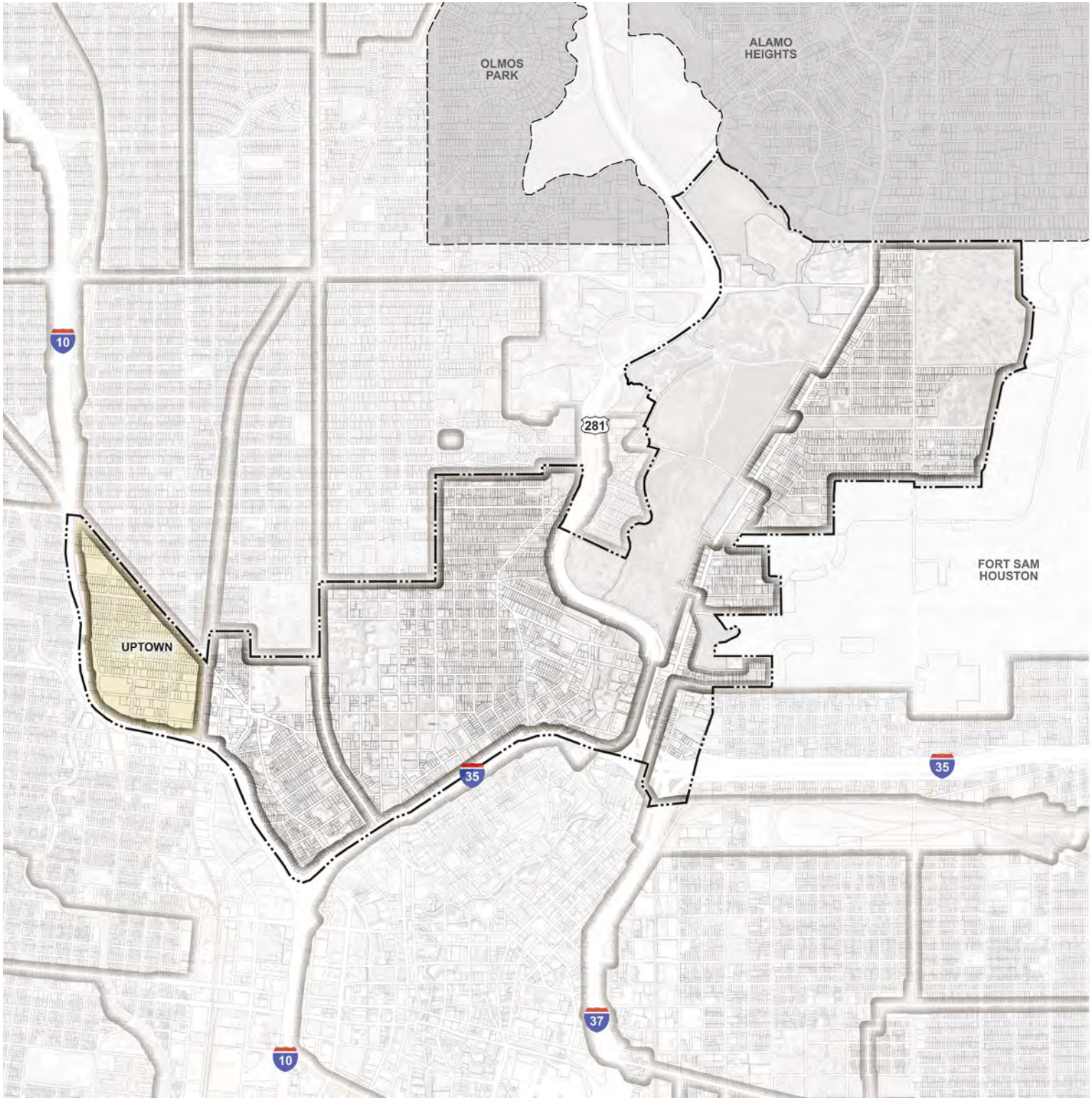
Hector Cardenas | John Merson | June Kachtik

Cosima Colvin | John Hanesworth | Max Woodward

Dimas Quintana | Laryn Nelson

Kim Corbin | Sarah Lawrence | Kirt Haeberlein

Maria Martinez | Rosa Romero | Mayra Juárez-Denis




SA TOMORROW Midtown Regional Center Area

# NEIGHBORHOOD LOCATION

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood

50 5 Acres

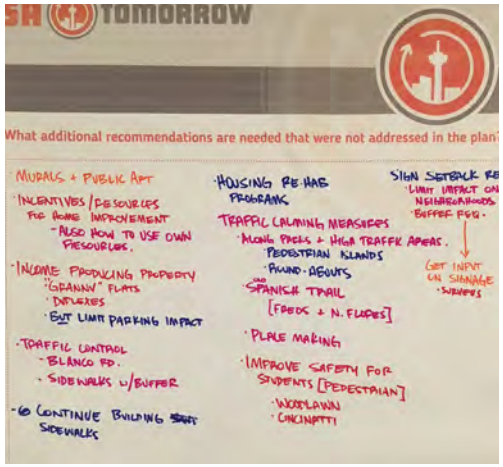
0 0.25 0.5 1 Miles

# Neighborhood Profile and Priorities

## What is the Neighborhood Profile and Priorities?

San Antonio is a city of neighborhoods, each with its own unique history, qualities and character. Many neighborhoods throughout the City have developed Neighborhood Plans that reflect local values and priorities. These plans, adopted by the City, have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City.

The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning. The Sub-Area Plans are intended to increase equity citywide, by ensuring that all of San Antonio's neighborhoods have a base level of policy guidance, as many neighborhoods within the City lack an existing Neighborhood Plan or a registered neighborhood organization. In this way, each Sub-Area Plan will integrate key elements of existing Neighborhood Plans for those neighborhoods that have a plan, while promoting citywide policy consistency and providing key




recommendations and strategies for those neighborhoods currently lacking that direction.

The Neighborhood Profile and Priorities section of the Sub-Area Plans provides special attention to prior neighborhood planning efforts and recognizes the community groups and individuals who were instrumental in their creation. They summarize specific opportunities, challenges, recommendations and priorities from each participating neighborhood, in an effort to more efficiently direct public and private investment within the City to help these neighborhoods achieve their short-term goals and long-term visions.

## How was it developed?

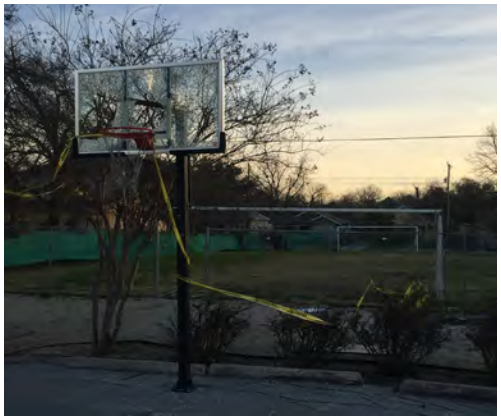
At the outset of the planning process, City of San Antonio planning staff reviewed existing Neighborhood Plans that had a shared geography with the Midtown Plan. Each relevant plan was summarized so that staff would have a sound understanding of neighborhood issues and priorities from the time that each plan was created.

The Neighborhood Profiles and Priorities were created using input from neighborhood residents throughout the Midtown planning process. The Planning Department used input from small group conversations, stakeholder interviews, community meetings, planning team meetings and facilitated conversations in neighborhood association meetings.

Planning staff revisited the Neighborhood Plans to identify major projects, programs or other efforts that had been achieved, and those that have yet to be implemented, so they could be reprioritized in this effort. City planning staff met with members of each original neighborhood plan advisory team and current neighborhood association boards (listed on the Acknowledgements page of this document) to help create this Neighborhood Profiles and Priorities document and provide lasting direction in partnership with each neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER



Uptown Neighborhood area's core is a diverse population that cares deeply about the area, including families who have lived there for multiple generations, and newcomers to San Antonio and the United States. Beacon Hill Elementary School and St. Ann's Church are important local organizations and gathering places, for Uptown residents, and many others from surrounding neighborhoods. There are warehousing, construction supply, and manufacturing businesses offering blue collar employment south of Culebra, and Fredericksburg Road hosts a mix of day time uses and services.

Uptown has also been called St. Ann's neighborhood. It was included in the Midtown Neighborhoods Plan adopted in 2000, with Beacon Hill and Alta Vista neighborhoods, but has not had a neighborhood association until recently. The Uptown Neighborhood Association is a nascent group offering residents a forum for organizing community issues and collective action in the area. In recent years, an informal group of local business owners and people concerned with the future of Fredericksburg Road, named FRED, have also participated in city planning and policy issues. Other forums for addressing community issues have emerged through the Beacon Hill Elementary School Parent-Teacher Association, COPS/METRO Alliance, and others, including even more local and informal groups such as the What's Happening on Cornell group.

### Strengths

There is a mix of houses and house like apartments, and housing is relatively affordable and stable compared with other parts of Midtown.

There is a mix of longtime residents, families, and newcomers to both San Antonio and the United States.

Fredericksburg Road has buildings with historic character, and a diverse mix of uses including daytime restaurants, specialty historic and reused building supplies, art venues, and small offices.

# Neighborhood Snapshot

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- The 2017 bond project on Fredericksburg Road and redevelopment adjacent to Fredericksburg Road can be leveraged to improve walking comfort and safety to transit service and amenities outside the neighborhood.
- There are conceivable locations where public play space can be located, and opportunities to partner with the church or school to ensure play space remains available to children.
- Homeownership and small business assistance programs can help more local residents participate in building wealth with improvements in the neighborhood and surrounding area.
- The vacant Beacon Hill Elementary School building or the space it occupies represent multiple opportunities to satisfy other community goals, from improving public play space, to affordable housing, local small business development, or historic preservation.
- See the Midtown Neighborhoods Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Uptown Neighborhood.
- Deteriorated houses and apartments can be rehabilitated to maintain the neighborhood's diverse housing stock.

### Challenges

- Maintaining affordable family living options and maintaining rental housing availability and affordability as the area improves will be a challenge.
- Highways, rails, busy roads, narrow sidewalks, long cross walks, slip lanes and few street lights and trees make walking between the neighborhood and surrounding areas feel uncomfortable.
- See the Midtown Neighborhoods Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Uptown Neighborhood.
- Neighborhood and Beacon Hill Elementary School stakeholders feel that children's safety is jeopardized by automobiles during Beacon Hill Elementary School pickup and drop off times.
- Children use St. Ann's Church's parking lot to play basketball, but this space is not technically a public play area dedicated for the long term. Children use Beacon Hill Elementary school playground, however it is not always open when school is not in session.. The Trust for Public Land identified Uptown areas as having a "very high" need for park access.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS

The Midtown Neighborhoods Plan recommended preserving the historic character of Fredericksburg Road, while improving pedestrian and bicycle safety on Fredericksburg Road with traffic calming, improved sidewalks, landscaping, and decorative street lighting. The plan intended for Fredericksburg Road to have a thriving mixed-use, small business retail environment. It recommended Unified Development Code (UDC) updates to support mixed-use development, reduced parking requirements, short setbacks, live/work units, appropriate signage, and zoning that respects the era of existing buildings. In addition to recommending the application of city-funded rehabilitation and façade improvement programs, the plan recommended exploring the formation of a local district such as a Tax Increment Reinvestment Zone or Public Improvement District to pool resources towards economic revitalization.

The neighborhood plan recommended maintaining the character of neighborhood residential areas and preserving the existing housing stock using zoning tools, education, and city funded home rehabilitation programs. The plan connected this recommendation to promoting housing affordability, recommending that the neighborhoods explore the creation of a local housing rehabilitation revolving loan fund, financed by neighborhood residents and banking partners. The plan supported a local housing trust that existed at the time, called UU Housing. The future land use category applied to residential areas in Uptown was Low Density Residential, which supported single family homes with accessory dwelling units and duplexes.

The Midtown Neighborhood Plan supported rapid transit service on Fredericksburg Road, and associated amenities such as sheltered stops, and improved pedestrian networks in surrounding areas. The plan connected this recommendation to the area's history as a streetcar suburb with transit service running along Fredericksburg Road between downtown and areas to the northwest. The plan also recommended mitigating perceived local impacts of enhanced transit service, and capturing added value from enhanced transit service for the local economy.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS

The plan recommended repurposing the old Beacon Hill Elementary School building for a community use or demolishing the building and using the land for a community center or public playground or open space. Recent community meetings organized by Beacon Hill Elementary School parents and teachers indicated that this outstanding priority from the neighborhood plan is a primary concern in the area.

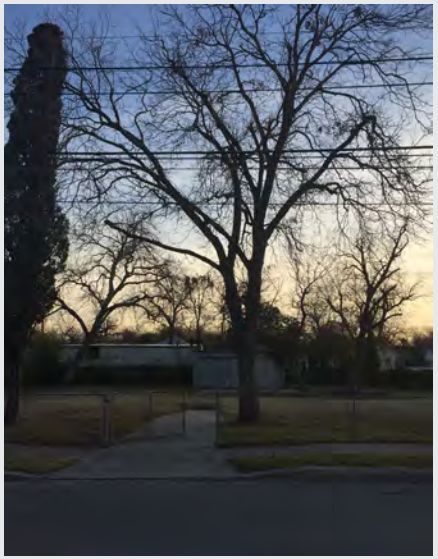
The Midtown Neighborhoods Plan also recommended studying and improving traffic flow around Beacon Hill Elementary School at pickup and drop off times. Recent community meetings hosted by Beacon Hill Elementary School parents indicate that this remains a top priority in the area. The PTA and school identified potential solutions to implement in partnership with the Transportation and Capital Improvements Department, and Union Pacific Rail Road.

# Previous Neighborhood Plans

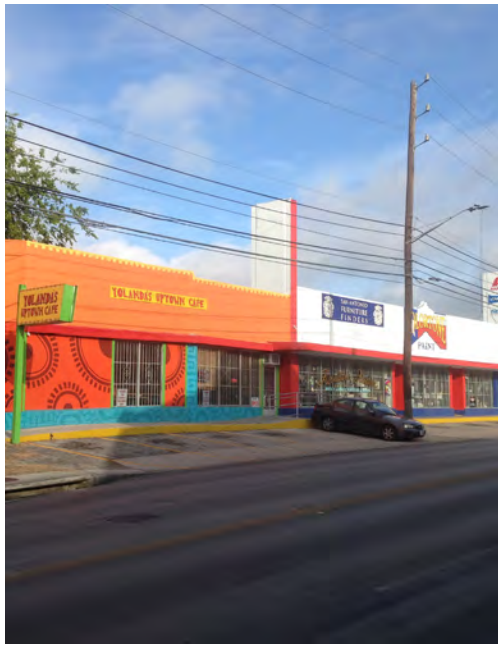
## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

Accomplishments in Uptown since the completion of the 2001 neighborhood plan include:

- New Beacon Hill Elementary School buildings.
- Several new sidewalks.
- Establishing the Beacon Hill Neighborhood Conservation District, which includes both sides of Fredericksburg Road.
- Neighborhood character has been mostly maintained.
- Transit stop advertising has been removed.
- Urban corridors overlay zones have prevented a greater proliferation of billboards.
- A neighborhood association has formed to organize and represent neighborhood resident interests.
- In recent years businesses along Fredericksburg Road have informally organized as the FRED Committee and have convened to address common issues.
- Bicycle lanes were added to Cincinnati Street.
- A Street light was installed at University and Kensington.



# Neighborhood Priorities




## Childrens' Play Space

- Make long term play space(s) for neighborhood children. Make an agreement with Beacon Hill Elementary School or St. Ann's church to ensure long term public access to play spaces, or leverage Fredericksburg Road redevelopment or old Beacon Hill Elementary School building solutions to create a publicly accessible playground, place to play basketball, or community center.

## Former School Building

- Rehabilitate or remove the old Beacon Hill Elementary School building, and use the rehabilitated building or available land for a community serving use.

## Westside Connections

- Improve walking comfort, safety, and convenience between West End Hope and Action neighborhood and Uptown neighborhood and Beacon Hill Elementary School in particular, with improved I-10 crossings at Cincinnati and Woodlawn Avenues.

## Neighborhood Forest

- Plant trees in front yards and between streets and sidewalks, so that walking in the daytime is more comfortable. Install additional street lights so that walking in cooler night time temperatures feels safe.

- Priority from Previous Neighborhood Plan
- Aligns with Sub-Area Plan Recommendation
- Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## School Pedestrian Access

- Use Union Pacific Railroad right of way and adjacent commercial land, if they become available, for improving pedestrian access between Beacon Hill Elementary School, Cincinnati Avenue, Woodlawn Avenue, and West End Hope and Action neighborhood.

## Neighborhood Conservation

- Conserve buildings in the neighborhood and on Fredericksburg road that have historic character.

## Affordable Housing

- Use recommendations from the Mayor's Housing Policy Taskforce to maintain and increase housing affordability.

## Fredericksburg Road Character

- Preserve and activate buildings on Fredericksburg Road that have historic character. Prevent a proliferation of billboards.

## Adaptive Reuse and Backyard Infill

- Support opportunities for residents to develop accessory dwellings or convert their homes into duplexes.

# Neighborhood Priorities

## River and Open Space Connections

- Improve pedestrian connections to Martinez Creek, and pedestrian and bicycle connections to San Pedro Springs Creek and San Pedro Springs Park. San Pedro Springs Creek and San Pedro Springs Park connections may be improved through multimodal streetscape improvements to Fredericksburg Road funded through the 2017 Bond, and alternative improvements following local streets.

## Lighting, Street Maintenance, and Drainage

- Install additional street lighting, rehabilitate streets, and improve street drainage.

## Sidewalks

- Construct sidewalks on Culebra Avenue and Kensington Avenue, improve sidewalks on Colorado Street.

## Alleys

- Improve alleys and alley maintenance between Culebra and Cornell Avenues.

# Neighborhood Priorities

## Rails to Trails

- Use Union Pacific Railroad right of way, if it becomes available, for pedestrian and bicycle trail connections that serve local residents accessing local destinations such as Beacon Hill Elementary School, and the larger community and regional destinations such as UTSA Downtown.

## Place Naming and Identification

- Create signs or other means of naming and identifying the neighborhood at its boundaries.

## Public Engagement in Spanish

- Public engagement processes for public projects affecting Uptown Neighborhood should provide ample opportunities for the up to 24% of residents who speak Spanish and who speak English less than very well to provide meaningful input.

# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
5 POINTS

**[Exhibit 3]**

# Acknowledgements

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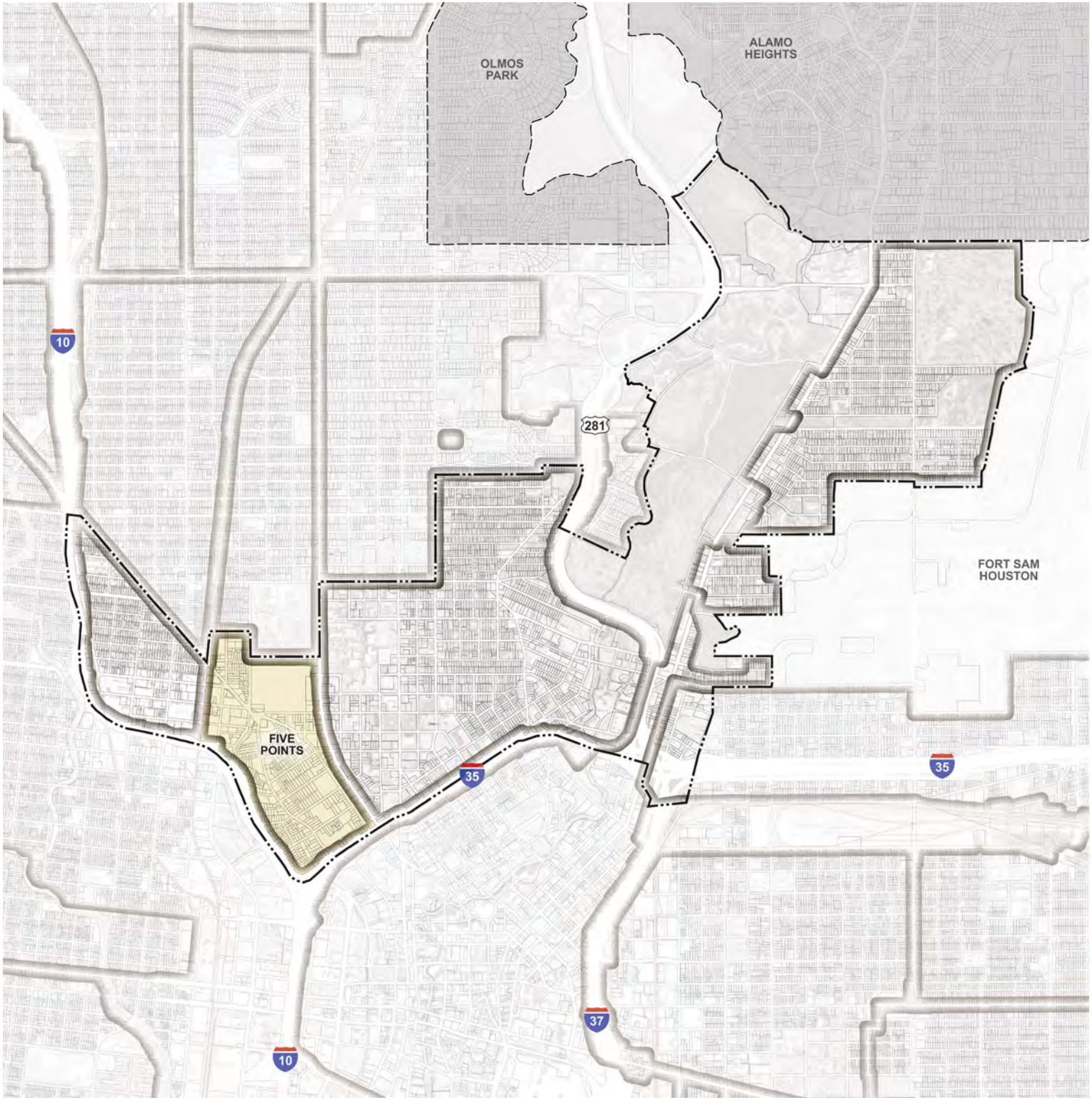
Richard Spencer | Kevin Taylor | Charlotte Kahl

Dominica Castillo | Juan Jose Castillo | Brett Thomas

Laura Sanguino | Steve Martinez




SA TOMORROW Midtown Regional Center Area

# NEIGHBORHOOD LOCATION

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood

50 Acres

5

0 0.25 0.5 1 Miles

# Neighborhood Profile and Priorities

## What is the Neighborhood Profile and Priorities?

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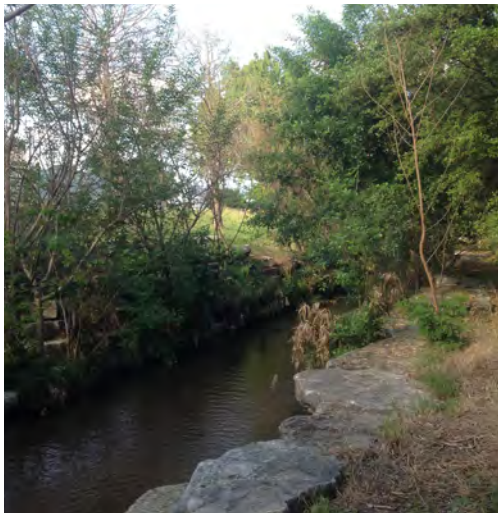
# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER



5 Points neighborhood is a diverse community that shares early history with the City of San Antonio. Many homes in 5 Points were built between 1880 and 1900, predating other Midtown streetcar neighborhoods that are historic in their own right. Flores Street includes a remarkable diversity of uses and services given its neighborhood scale. The 5 Points Neighborhood Plan (2009) includes a section on the history of the area, summarizing original European settlement and agriculture, the street car era, and interstate highway construction, and how these major events shaped the 5 Points Neighborhood.

### Strengths

There is a diverse mix of places to live as renters or owners, including single family homes and house-like apartment complexes. There is also public housing for seniors and people with disabilities.

5 Points is a relatively "complete neighborhood," including relatively high quality transit service, a grocery store, restaurants for diverse tastes, and a pharmacy.

There is a concentration of craft and creative businesses.

See the 5 Points Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the 5 Points Neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- Potential transit investments and redevelopment on San Pedro Avenue, Fredericksburg Road, and Laredo Street can be leveraged to make walking feel safer and more comfortable.
- Public spaces, such as San Pedro Springs Creek under I-35, and under I-10 can be improved and maintained so that neighborhood residents feel comfortable using them and being outdoors in their vicinity.
- There is vacant and underutilized land, especially around the neighborhood's perimeter where more people can live, relieving pressure to replace existing housing in the neighborhood.
- Historic character, existing single family homes, and affordable housing can still be maintained, if the city implements land use and housing recommendations from this plan and the Mayor's Housing Policy Taskforce.
- Completing multimodal transportation and streetscape improvements to link the San Pedro Pedro Springs Culture Park with San Pedro Springs Park can make the neighborhood pedestrian environment safer and more comfortable, and can improve the local business environment on Flores Street.
- See the 5 Points Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the 5 Points Neighborhood.

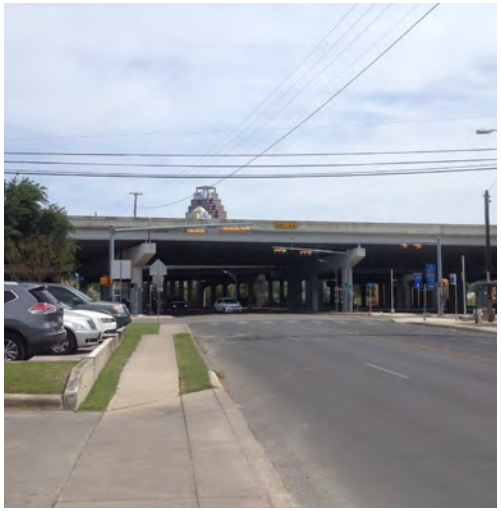


### Challenges

- Maintaining housing affordability and neighborhood character will be a challenge as more people want to live close to Downtown and Midtown amenities.
- I-10, I-35, San Pedro, and Fredericksburg Road make walking feel unsafe and uncomfortable, and there is speeding traffic on Euclid and Camaron streets.
- There is a disproportionate concentration of social services, subsidized housing, law enforcement facilities, and underutilized public spaces near the neighborhood.
- Restaurant patrons use a lot of street parking in residential areas that local residents would like to have available for themselves.
- See the 5 Points Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the 5 Points Neighborhood.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS



The 5 Points Neighborhood Plan emphasized maintenance, rehabilitation, and preservation of the existing housing stock, and this remains an important neighborhood priority. The plan identified city funding sources to use for this purpose, identified actions that residents can take together to improve property maintenance, such as holding neighborhood clean-up days, and called for using zoning tools as well.

The neighborhood plan emphasized small business retention and development on Flores Street. Streetscaping improvements, especially installation of decorative acorn street lights on Flores Street, were part of the recommendations to improve the pedestrian environment and support businesses. Although drainage and sidewalk recommendations have been implemented on Flores Street, isolated ponding and inlet backups still occur, and the sidewalks on some intersecting streets are incomplete or deteriorated.

Reducing crime and graffiti, a primary recommendation from the neighborhood plan, remains a neighborhood priority. In recent years, residents, in partnership with San Antonio Police Department, have reported substantial progress on this issue, however continued attention is needed to make more progress and

prevent the positive trend from reversing. Underutilized public spaces such as San Pedro Springs Creek, under I-35, and next to I-10 on Camaron Street remain problem areas.

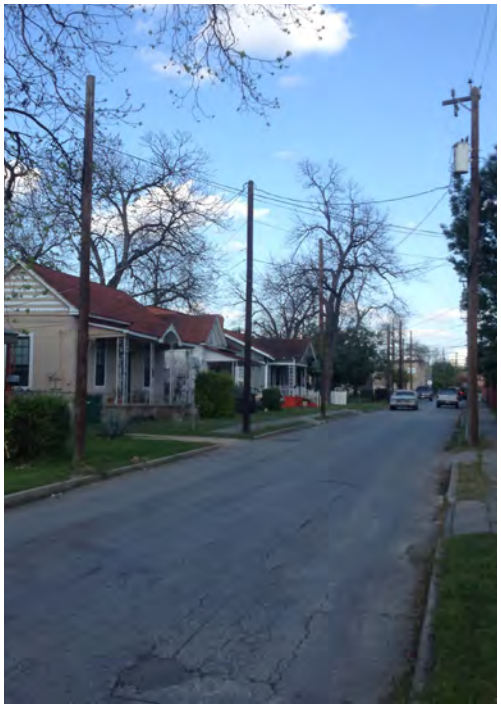
Another outstanding recommendation from the neighborhood plan is to create a pocket park and playground in the neighborhood.

# Previous Neighborhood Plans

## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

- The neighborhood's partnership with SAPD, Council District 1 and other partners has reduced crime.
- Bicycle lanes with partial buffers were added to Flores Street.
- Some sidewalks on Flores Street and other streets have been built or replaced.
- Lighting on neighborhood residential streets has been improved.
- Some homes contributing to neighborhood character have been rehabilitated.
- Additional improvements not called for in the neighborhood plan include completion of Phase 1 of the San Pedro Springs Culture Park and the VIA bus station, and associated landscaping, sculptures and mural at the 5 Points intersection.

# Neighborhood Priorities



## Pedestrian Improvements

- Make walking more comfortable on Jackson Street, San Pedro Avenue, Laredo Street, and Fredericksburg Road, potentially by adding and expanding sidewalks, slowing vehicles, shortening crossing distances, or planting street trees.

## Neighborhood Parking

- Encourage redevelopment on San Pedro Avenue and Fredericksburg road to include adequate shared parking to avoid commercial parking spillovers into the neighborhood.

## Shared Parking

- Avoid commercial parking spillovers into neighborhood streets. Shared parking arrangements among area institutions and businesses, and making parking under I-35 available to Flores Street patrons are potential solutions.

## Priority Sidewalks

- Neighborhood streets where new or rehabilitated sidewalks should be considered include, Marshall, Street, Upton Street, Walsh Street, and Euclid Avenue in the vicinity of Advanced Learning Academy.

- Priority from Previous Neighborhood Plan
- Aligns with Sub-Area Plan Recommendation
- Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## Neighborhood Conservation

- Conserve buildings that contribute to the essential neighborhood character. Rehabilitate deteriorated homes and apartments. Use city funding programs and support zoning decisions to make rehabilitation of existing structures financially viable.

## Infill and Housing Preservation

- Encourage new neighborhood scale houses and apartments on empty land in the neighborhood instead of replacing existing housing stock.

## Small and Craft Businesses

- Support craft and main street business growth on Flores Street. Support existing small businesses and residents as the foundation for the future character and growth of business.

## Flores Street Lighting

- Install decorative acorn street lights to improve the pedestrian streetscape and identify Flores Street as a special place.

## Organizing for Flores Street

- Consider including properties adjacent to N Flores Street in future business improvement districts or tax increment reinvestment zones, to fund public space amenities like decorative street lights, shared parking, and art and street lights under the N Flores Street and I-35 underpass.

# Neighborhood Priorities

## Downtown Connection

- Artistically illuminate and decorate the Flores street underpass under I-35.

## Euclid and Camaron Streets

- Calm traffic on Euclid Avenue and Camaron Street for the safety and comfort of neighborhood residents. Consider traffic calming devices or more comprehensive solutions that align with other Midtown goals. For example, consider closing the I-10 on ramp on Camaron Street and making multimodal improvements to Camaron Street to eliminate cut through traffic on Euclid Avenue destined for the Camaron Street onramp to I-10; . This could concept would increase eyes on Camaron Street to reduce graffiti and crime; and improve multimodal transportation connections between San Pedro Springs Park and the San Pedro Springs Creek Culture Park downtown.

## Flores Street Drainage

- Correct isolated standing water and mud accumulation spots on the east side of Flores Street from Marshall Street to mid-block between Euclid and Caldwell Streets.

## San Pedro Springs Creek at Fredericksburg Road

- Make San Pedro Springs Creek more inviting for neighbors to stop and enjoy, with regular maintenance, and improvements such as lighting, a path, waste bins, and places to sit.

## Additional Recommendations

- See the 5 Points Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the 5 Points Neighborhood.

# Neighborhood Priorities

## Public Engagement in Spanish

- Public engagement processes for public projects affecting 5 Points Neighborhood should provide ample opportunities for the greater than 20% of residents who speak Spanish and who speak English less than very well to provide meaningful input.

## Monument for Historic Acequia

- Future streetscaping improvements to Flores Street should incorporate reflections or expressions of the historic acequia that followed the present route of Flores Street.

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# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
TOBIN HILL

**[Exhibit 4]**

# Acknowledgements

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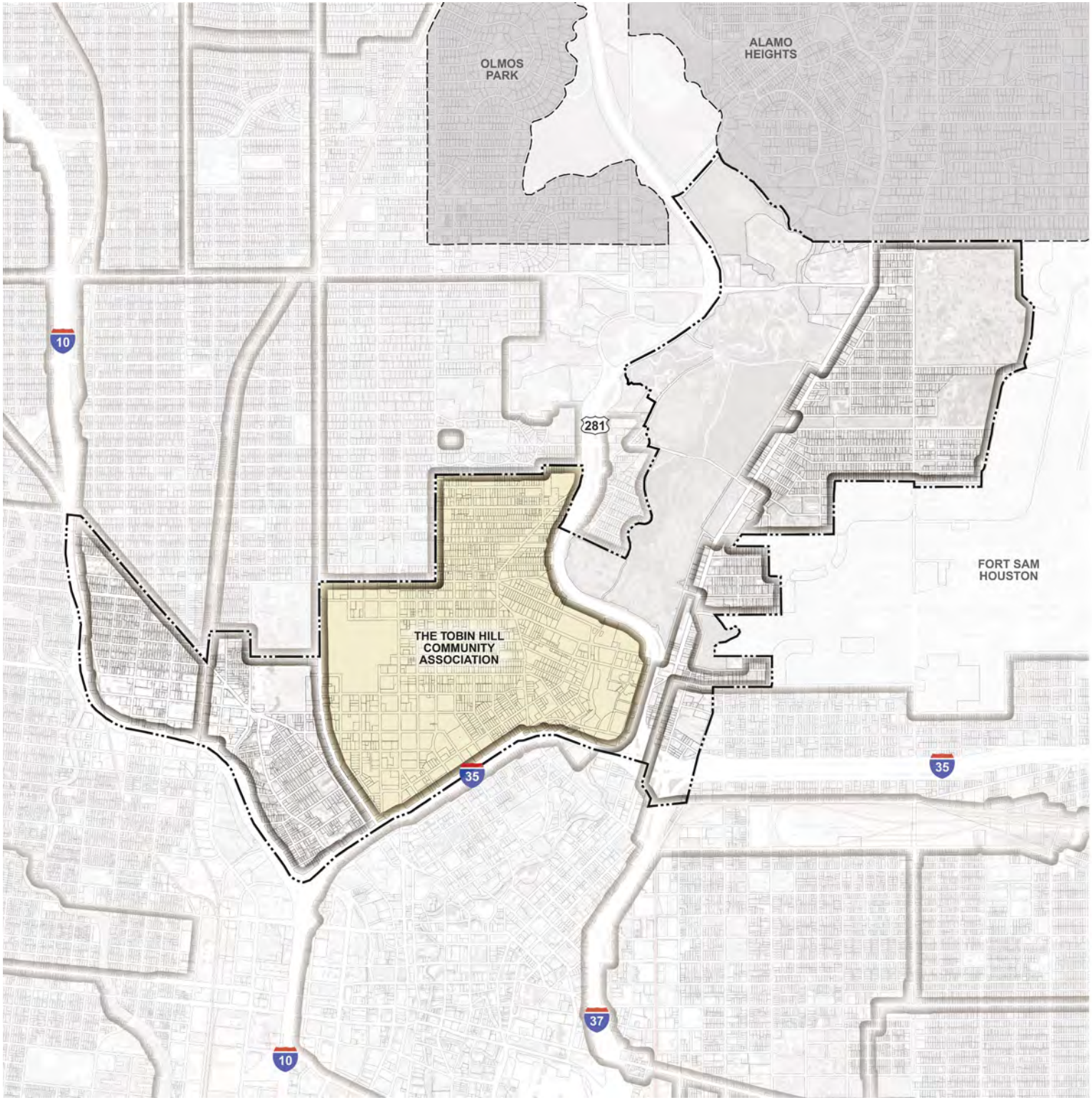
Anisa Schell | Beatrice Moreno | Malcom Hartman

Frederica Kushner | Martin Kushner | Cody Doege




SA TOMORROW Midtown Regional Center Area

# NEIGHBORHOOD LOCATION

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood

50 5 Acres

0 0.25 0.5 1 Miles

# Neighborhood Profile and Priorities

## What is the Neighborhood Profile and Priorities?

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## How was it developed?

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# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER

Tobin Hill is home to some of Midtown's most iconic places such as Pearl Brewery and the San Antonio River Walk, and diverse retail and nightlife areas such as Main Avenue and St. Mary's Street. Opportunities to explore and discover small expressions of culture and art abound. Tobin Hill includes a historic district, and most of Midtown's historic landmarks. The 2008 Tobin Hill Neighborhood Plan describes the neighborhood as a "window to downtown San Antonio," where local vibrancy and prosperity ebbs and flows with the success of the greater downtown area. While Tobin Hill's future is inextricably linked to the future of other Midtown neighborhoods and Downtown, the people and organizations in the neighborhood have been agents in crafting the future of the area. Recent progress in historic preservation and housing revitalization, and the unique Main Avenue and St. Mary's Street cultures, for example, are evidence that this area's value has been and will be created as much from within as from without.



### Strengths

Tobin Hill's residential neighborhood provides opportunities to live in an environment that is both mature and historic, while also vibrant and evolving, with many amenities close by.

There is a diverse mix of places to live including single family homes, house like apartments, and other dwelling types, serving people in all life stages and diverse incomes.

There is a diverse mix of large and small employers with jobs for diverse skill sets. For example, the area includes employment for doctors, nurses, and hospital building custodians, lawyers and their assistants, media producers and artists, small business entrepreneurs and retail clerks.

There are multiple unique main streets with unique characters for diverse tastes.

Tobin Hill includes sections of the San Antonio River, with multiple points of access from area streets.

See the Tobin Hill Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Tobin Hill neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- Potential transit investments and redevelopment on mixed-use corridors can be leveraged to make walking and bicycling feel safer and more comfortable.
- There are areas between San Pedro Avenue and Methodist Hospital, between Main and McCullough avenues, and between St. Mary's Street and the San Antonio River where substantially more people can live, work, and play, relieving some pressure on the traditional neighborhood housing stock to absorb this demand.
- Historic character and naturally occurring affordable housing can still be maintained.
- Household and workforce growth in focus areas and mixed-use corridors can support neighborhood serving businesses, including the following types of businesses identified as desirable in the 2008 Tobin Hill Neighborhood Plan. Some of these business types were reinforced by participants in the Midtown planning process.
  - Grocery, Hardware store, Restaurants along St. Mary's, Main, and McCullough, Dry cleaners, Pharmacy, Galleries, Cafes, Bakeries, Book stores, Hair styling, Neighborhood theatre
- See the Tobin Hill Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Tobin Hill neighborhood.*

### Challenges

- Housing has become less affordable and new development has sometimes been out of character with traditional development patterns.
- Revitalization of Downtown and Midtown San Antonio has increased demand for housing in the neighborhood, while the supply of new housing in the neighborhood and other inner city neighborhoods has not kept up with the demand, contributing to housing affordability issues.
- Neighborhood residential streets are experiencing parking and traffic congestion, and residents are concerned that more growth in the area and in San Antonio will result in more parking and traffic challenges.
- There are several neighborhood residential street segments with missing sidewalks, particularly between Dewey Place, Magnolia Street, McCullough Avenue, and St. Mary's Street. This condition, combined with speeding traffic cutting through the neighborhood, makes it feel unsafe and uncomfortable to walk and to wait for the school bus for example.
- Transitions and compatibility between larger scale development and neighborhood residential areas will be a challenge in multiple areas of the neighborhood, that will have to be addressed with careful zoning decisions and site planning .
- Noise, parking congestion, litter, and disorderly behavior create tension between nightlife areas and residential areas, and the desire to make the same nightlife areas desirable for daytime retail, dining and gathering uses.
- Multiple streets in Tobin Hill area expected to serve as both important transportation routes, and safe comfortable places for gathering, shopping, and being outside.
- See the Tobin Hill Neighborhood Plan * (as noted above)

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS

The Tobin Hill Neighborhood Plan includes extensive recommendations on land use and development, housing, economic development, infrastructure, and city services.

The "Development Districts" map and corresponding "Development Guidelines" listed on page 23 of the Neighborhood Plan provide guidance on the form and patterns of development that should continue to guide discretionary land use and zoning decisions in conjunction with the remainder of the Midtown Regional Center Plan. For example, on Main and McCullough avenues, "development should create a transition from SAC to the residential core with High Density Mixed-uses that allow up to 5 stories along N. Main Ave. and Low Density Mixed-Uses that allow up to 3 stories along McCullough Ave." There are some exceptions to the neighborhood plan guidelines where more recent community input and analysis indicates new priorities reflected in other sections of the Midtown Regional Center Plan. For example, compared with the neighborhood plan, the Midtown plan calls for higher density, mixed-use, pedestrian-oriented development adjacent to San Pedro Avenue to support high quality transit service, housing supply, and greater diversity in retail and services.

The neighborhood plan recommended forming historic districts or neighborhood conservation districts. Although two historic districts have been established, there is continued interest in expanding them, creating new historic districts, creating new neighborhood conservation districts, or otherwise creating new design standards to ensure that new development is consistent with the character of Tobin Hill.

The neighborhood plan's housing recommendations included prevention of commercial use encroachment into neighborhood residential areas, and promoting mixed-use housing on commercial arterials and corridors.

The neighborhood plan emphasized pedestrian, bicycle and traffic calming projects in the neighborhood, and recommended that private development use pedestrian friendly site planning.

The neighborhood plan recommended improving existing parks and pedestrian connections and way finding to Brackenridge Park, San Pedro Springs Park and to the River Walk. The plan also recommended the creation of new pocket parks.

The Tobin Hill Neighborhood Plan was amended in 2011 by the Midtown Brackenridge TIRZ Plan, with recommendations for parts of Tobin Hill that are adjacent to and east of St. Mary's Street.

# Previous Neighborhood Plans

## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

- Two historic districts and multiple historic landmarks have been established in the neighborhood. Other programmatic recommendations related to historic preservation have been implemented by the Office of Historic Preservation, such as providing education to homeowners and contractors on appropriate rehabilitation methods.
- The neighborhood association formed and maintains an active land use and zoning committee to monitor, educate neighbors on, and advocate around planning, zoning, and variance cases in the neighborhood.
- Although there are examples of the neighborhood plan's recommended development patterns not being followed, such as adjacent to north St. Mary's street, where some commercial encroachment into the neighborhood has occurred, new development has mostly followed the overall development patterns recommended in the neighborhood plan.
- Some of the desirable types of businesses, including small business types listed in the neighborhood plan have located in the area. The Midtown Tax Increment Reinvestment Zone, which includes areas in Tobin Hill adjacent to N. St Mary's Street, Josephine Street, and the San Antonio River, was established at around the time that the neighborhood plan was completed.
- The 2017 bond project for N. St. Mary's Street will implement pedestrian improvements that reflect some of the plan recommendations.
- Missing sidewalks and curb ramps have been added in several locations identified in the neighborhood plan, through a combination of city investment and sidewalk construction associated with private development. For example, sidewalks were completed on a section of Ogden Street and on Woodlawn Avenue. Traffic calming has been implemented in some locations, for example on Mistletoe, where a bicycle lane has also been completed.

# Neighborhood Priorities

## Historic Preservation

- Conserve buildings that have historic character, including those outside of the core residential neighborhood. These are evident in multiple places in mixed-use corridors and focus areas where mixed-use redevelopment and adaptive reuse of buildings is encouraged, including, but not limited to, the areas around Lewis and Poplar Streets, Evergreen Street between San Pedro Avenue and Maverick Street, Baltimore and Euclid Avenues, between Main and McCullough avenues north of Evergreen Street, between Dewey Place and Ashby Place north of the San Antonio College Campus, multiple locations on St. Mary's Street, and isolated locations on San Pedro Avenue, amongst other locations.

## Quality of Life Concurrency

- Ensure that multimodal transportation improvements, parking, and public space improvements keep pace with the growth in people living in and using Tobin Hill, to improve quality of life. As mixed-use redevelopment occurs in focus areas and mixed-use corridors, ensure that sidewalk widening and pedestrian amenities are paired with new development, so that pedestrians do not feel uncomfortable walking in narrow spaces between traveling vehicles and buildings. .

## Neighborhood Scale

- Allow for reasonable development and reserve the residential core for single-family and small multi-family uses.

- Priority from Previous Neighborhood Plan
- Aligns with Sub-Area Plan Recommendation
- Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## Neighborhood Serving Businesses

- Encourage neighborhood business on corridors adjacent to the residential core. Commercial uses should not encroach east from McCullough Avenue or west from St. Mary's Street beyond the current extent of commercial use.

## Priority Growth Areas

- Allow for a gradation of density outward from the edges of the residential core, with the highest densities encouraged west of Methodist Hospital and adjacent to San Pedro Avenue.

## Walkability

- Enhance the walkability of the entire neighborhood (sidewalks, setbacks, landscaping).

## Neighborhood Forest and Green Infrastructure

- Insist on environmental responsibility in new development and in changes to pre-existing properties. Supporting the growth of large canopy trees and cleaning and slowing down stormwater on site are central elements of this recommendation.

## Character Preservation

- Preserve the features (residential and others) that identify the neighborhood as Tobin Hill.

# Neighborhood Priorities

## Neighborhood Plan Development Guidelines

- The Tobin Hill Neighborhood Plan district development guidelines (page 23 and District Map) should continue to guide new development, except in limited circumstances such as adjacent to San Pedro Avenue, where higher intensity mixed-uses are encouraged.

## Housing Rehabilitation

- Rehabilitate deteriorated homes and apartments. In residential areas support multifamily use of existing buildings if doing so contributes to conservation of historic character.

## Compatible Infill

- Encourage new dwellings on empty land in the neighborhood, if the development follows traditional patterns of scale and building configuration. Support diverse housing types and housing affordability, including housing for families.

## Open Space and River Connections

- Make comfortable pedestrian connections from the residential neighborhood to San Pedro Springs Creek, the San Antonio River, and Brackenridge Park.

## Neighborhood Design Standards

- Consider implementing a neighborhood conservation district north of Ashby Place or south of Evergreen Street, or participate in the creation of inner city neighborhood design standards for multiple neighborhoods.

# Neighborhood Priorities

## Prioritize Pedestrians

- In mixed-use and commercial areas with parking shortages and an uncomfortable pedestrian environment, consider repurposing right of way for street parking and wider sidewalks.

## Public Places

- Improve public spaces as new development occurs, for example with plazas incorporated into higher density mixed-use areas, and improving street rights of way with wider sidewalks, trees, and other pedestrian amenities to make them unique and enjoyable places.

## Crockett Park

- Consider additional trees, native plant landscaping, benches, and picnic tables in Crockett Park.

## Grocery Store

- Support the location of a grocery store in a mixed-use development area between Highway 281 and San Pedro Avenue, including increased population density outside of the traditional residential areas that is needed to attract a grocery.

## San Pedro Avenue Transit and Pedestrian Improvements

- Support pedestrian and transit service improvements on San Pedro Avenue. Consider reconfiguring lanes, street trees and wider sidewalks to make walking and using transit safer, more convenient, and more comfortable.

# Neighborhood Priorities

## St. Mary's Street

- Complete multimodal improvements to St. Mary's street through the 2017 capital improvements bond project.

## Organizing for St. Mary's Street

- The City and St. Mary's businesses should reduce the amount of litter on and around St. Mary's Street, and create parking and transportation solutions to minimize neighborhood parking impacts and traffic congestion.

## Parking Demand Management

- Innovative transportation and parking solutions should be used to mitigate traffic and parking congestion, instead of simply requiring or building lots of parking and expanding automobile travel lanes.

## Tobin Hill Neighborhood Plan

- See the Tobin Hill Neighborhood Plan, and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Tobin Hill neighborhood.

## Neighborhood Traffic Calming

- Slow traffic on local neighborhood streets connecting McCullough Avenue and St. Mary's Street.

# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
WESTFORT ALLIANCE

**[Exhibit 5]**

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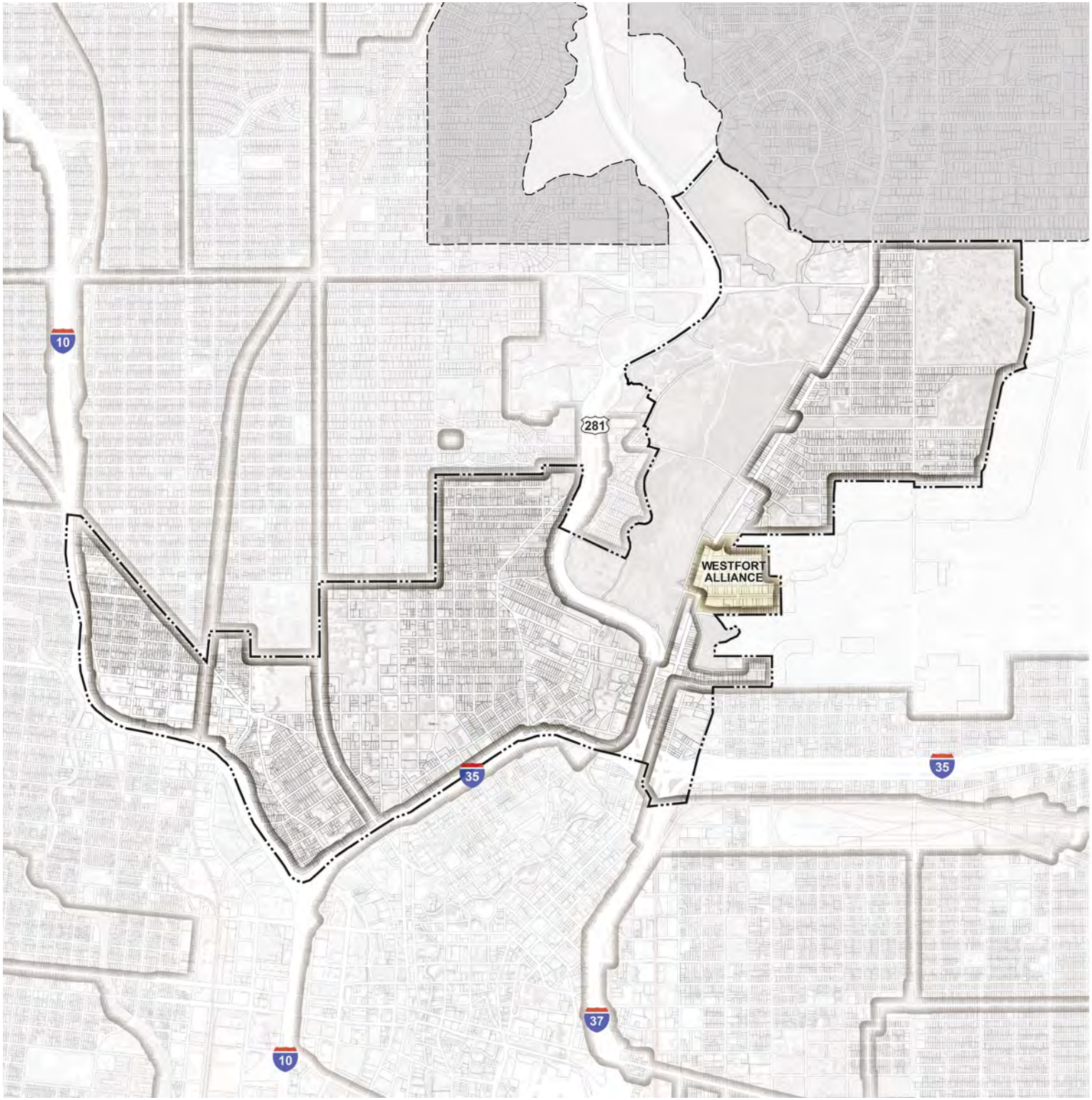
Letitia Riley | Marguerite McCormick




SA TOMORROW Midtown Regional Center Area

# NEIGHBORHOOD LOCATION

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood

50
5
Acres

0 0.25 0.5 1 Miles

# Neighborhood Profile and Priorities

## What is the Neighborhood Profile and Priorities?

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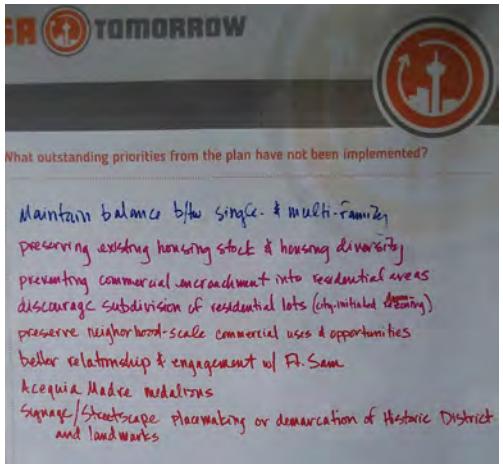


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# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER

Westfort Alliance neighborhood includes a remarkable diversity of housing types in a small area, including single family detached homes, townhomes, duplexes and other house-like plexes, and garden apartments. Architectural styles include pre- and post-World War II modern, Classical Revival, Queen Anne, Craftsman Bungalow, and Cottage Style. The development pattern is of the streetcar era. The neighborhood also includes very new townhomes, and two multifamily apartments built in the latter half of the last century. The neighborhood's position between the Broadway Cultural Corridor, Alamo Colleges' new administrative building, and Ft. Sam Houston creates unique qualities and challenges. There is an approved historic district, and an established neighborhood conservation district. The Westfort Alliance Neighborhood Plan, completed in 1997, and updated in 2003, includes detailed descriptions of the area, and many recommendations.

### Strengths

Development patterns date to the streetcar era, with a relatively complete sidewalk network and mature tree canopy.

Given its size, the neighborhood has extraordinarily diverse housing types.

The neighborhood is not only close to regional amenities like the Broadway Cultural Corridor and Brackenridge Park, but also includes neighborhood serving businesses such as a tavern, laundromat, restaurant, pharmacy and discount store.

See the Westfort Alliance Neighborhood Plan (2003 and 1997), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Westfort Alliance neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- There are historical architecture and historical development patterns that can be conserved and reflected in new development.
- There are placemaking, historical interpretation, and place identification opportunities
- Communication between the neighborhood, City, and Fort Sam Houston can continue to be improved, regarding ongoing traffic issues, special event traffic issues, and commuter, freight, and Fort traffic.
- See the Westfort Alliance Neighborhood Plan (2003 and 1997), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Westfort Alliance neighborhood.

### Challenges

- The neighborhood is in the midst of several regionally significant recreational and employment destinations, between a major travel corridor (Broadway) and Ft. Sam Houston, and additional development is occurring relatively quickly. This creates tangible traffic impacts, feelings of discomfort about the pace of change, and feelings that the neighborhood is penned in with little relief from development pressure and associated traffic impacts.
- Neighborhood character preservation, parking, traffic congestion, cut through traffic, commercial loading, and housing affordability are all challenges.
- The neighborhood and City have not yet found acceptable solutions when there are special events on Broadway, that allow neighborhood residents and emergency responders to have clear routes to enter and exit the neighborhood, and to guide other travelers who accidentally enter the neighborhood to a point of exit.
- There are standing water, mud accumulation, streetscape, and vehicle speed issues that make walking to, along, and across Broadway feel uncomfortable.
- See the Westfort Alliance Neighborhood Plan (2003 and 1997), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Westfort Alliance neighborhood.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS

The 2003 update to the Westfort Alliance Neighborhood Plan recommended that the existing mix of single family and multifamily uses continue in neighborhood residential areas east of Broadway. The future land use map for the neighborhood residential areas reflected existing residential uses and densities at the time of the plan, indicating that existing single family residential uses should continue as they were at the time.

The neighborhood plan also called for neighborhood serving commercial uses adjacent to the east side of Broadway from Brahan Boulevard north through Post Avenue. The plan specified that uses and development here should be pedestrian oriented, with parking in the rear and windows facing the street at ground level. Despite being named "Neighborhood Commercial," the plan indicated that "residential uses can be in the same building with retail and office uses" and that "this includes live-work units, small apartment buildings, residential above retail, and townhouses,"

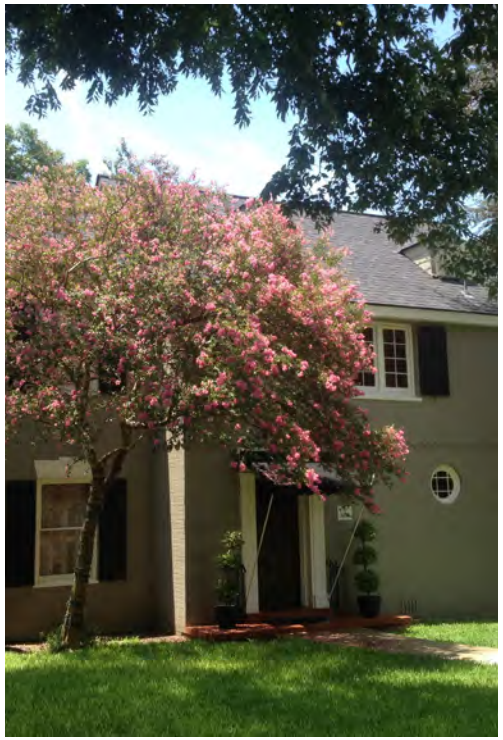
Adjacent to the east side of Broadway, south of Brahan Boulevard, and on the west side of Broadway, the plan recommended a concentrated blend of residential, retail, service, office, entertainment, leisure, and other uses to create a pedestrian oriented environment where people can enjoy a wide range of fulfilling experiences in one place. The plan specified that development should include urban design features such as attractive streetscapes, parks/plazas, and outdoor cafes. The plan indicated support for a mix of uses and densities that would support shared structured parking and high quality transit service, however it also recommended creation of a a special zoning district or overlay district with urban design standards to maintain a scale compatible with the neighborhood.

The Westfort Alliance Neighborhood Plan was amended in 2011 by the Midtown Brackenridge TIRZ Plan, with recommendations primarily for parts of Westfort Alliance that are adjacent to Broadway.

## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

- The neighborhood conservation district was created to ensure new development in the neighborhood is consistent with existing development patterns.
- The Westfort Historic District was created to preserve historic structures and character.
- Walkability has been improved between neighborhood residential areas and Broadway Street.
- Recently, the neighborhood association worked with the City of San Antonio Transportation and Capital Improvements Department to implement interim improvements to traffic signals, signage and other traffic control. Benefits include improving the flow of traffic out from Cunningham Street onto Broadway Street, and limiting traffic from the Ft. Sam Houston Gate from using neighborhood streets to access Broadway Street.
- Westfort Alliance's diverse housing stock has been maintained, with a remarkable mix of housing types persisting.
- Commercial uses have not encroached into neighborhood residential areas; however there are diverse neighborhood-serving commercial uses adjacent to Broadway Street, including some that have creatively repurposed commercial buildings with historic character.
- Broadway Street reconstruction with pedestrian improvements was funded by the 2017 Capital Improvements Bond.

# Neighborhood Priorities



## Balanced Housing

- Maintain the existing balance between single family and multifamily uses in the neighborhood. Preserve the existing housing stock and diverse housing choices.

## Broadway Street Character and Uses

- Preserve neighborhood scale and neighborhood-serving commercial use opportunities adjacent to the east side of Broadway.

## Cunningham Street

- Consider adding a dedicated vehicle lane to Cunningham Street for Ft. Sam Houston traffic, to prevent congestion on Cunningham.

## Organizing with Ft. Sam Houston

- Improve the neighborhood association's working relationship with Ft. Sam Houston.

## Resident Engagement

- Improve the neighborhood association's engagement with renters, business owners, and commercial and multifamily property owners.

- Priority from Previous Neighborhood Plan
- Aligns with Sub-Area Plan Recommendation
- Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## Parking Availability

- Prevent the encroachment of commercial uses and commercial parking into neighborhood residential areas. Prevent new development and uses on Broadway from making neighborhood residential street parking less convenient.

## Discourage Subdivision

- Discourage subdivision of residential lots, potentially through downzoning, or by educating property owners on their option to place a deed restriction on their property to preserve its site configuration and natural features in the future.

## Nika and Pine Streets Residential Area

- On the block between Nika, Pine, and Josephine streets, support rezoning from the existing O-2 office zoning to residential zoning to support existing residential uses, and in some cases allow existing dwellings to be reused as duplexes or triplexes.

## Historic District

- In the future, consider historic district expansion, or additional districts.

## Neighborhood Conservation District

- Consider integrating the existing neighborhood conservation district regulations into the Westfort Historic District regulations, so that overall development patterns in the historic district remain consistent with existing development patterns. Modify the established neighborhood conservation district if needed to maintain neighborhood character.

# Neighborhood Priorities

## Neighborhood Access

- Continue collaborating with the Transportation and Capital Improvements Department and Ft. Sam Houston to improve resident vehicular access to Broadway, maintain routes in and out of the neighborhood during Broadway special events, and prevent Ft. Sam Houston commuter and freight traffic from entering neighborhood streets.

## Cumulative Traffic Impacts

- Mitigate the cumulative traffic congestion impacts of redevelopment on Broadway. This includes sources of congestion from areas outside of the neighborhood, such as areas adjacent to Broadway, south of Josephine.

## Drainage and Standing Water

- Correct standing water and mud deposits where neighborhood streets intersect Broadway. Broadway Street reconstruction should make it comfortable for children to walk across Broadway to access Hawthorne Elementary School, and for residents to walk across Broadway to access stores, services, and Brackenridge Park.

## Organizing for Alley Management

- Educate property owners on the requirements and value of managing vegetation in alleys. Educate property owners on the opportunities to vacate alleys into private ownership or take collective ownership of alleys for communal uses such as gardens or dog runs.

# Neighborhood Priorities

## Gateways, Public Art, and Memorializing History

- Install signage identifying the neighborhood at entrances from Broadway Street. Decorate or landscape the concrete traffic barriers at Pine and Brahan. Install curb medallions marking the route of historic Acequia Madre.

## Neighborhood Association Leadership

- Increase resident involvement in the neighborhood association, including involvement in organizing and board roles.

## Westfort Alliance Neighborhood Plan

- See the Westfort Alliance Neighborhood Plan (2003 and 1997), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Westfort Alliance neighborhood.

## Pedestrian Access

- Improve safe and comfortable opportunities for pedestrians to cross Broadway Street between Cunningham Avenue and Brackenridge Avenue.

# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
MAHNCKE PARK

**[Exhibit 6]**

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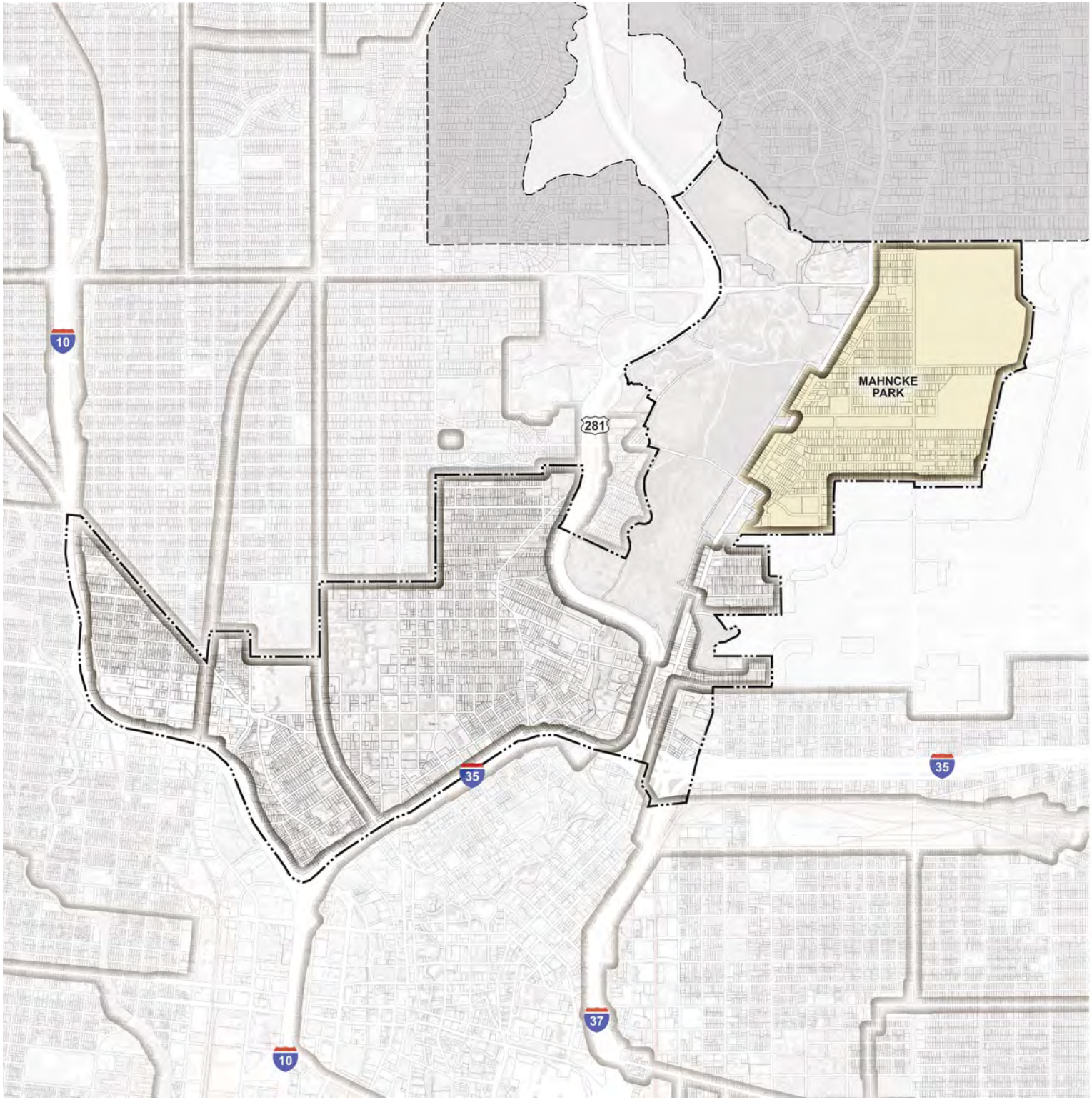


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The Neighborhood Profiles and Priorities were created using input from neighborhood residents throughout the Midtown planning process. The Planning Department used input from small group conversations, stakeholder interviews, community meetings, planning team meetings and facilitated conversations in neighborhood association meetings.

Planning staff revisited the Neighborhood Plans to identify major projects, programs or other efforts that had been achieved, and those that have yet to be implemented, so they could be reprioritized in this effort. City planning staff met with members of each original neighborhood plan advisory team and current neighborhood association boards (listed on the Acknowledgements page of this document) to help create this Neighborhood Profiles and Priorities document and provide lasting direction in partnership with each neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER

Mahncke Park neighborhood is amongst one of the inner city's greatest concentration of amenities and public park land. The neighborhood was primarily developed in San Antonio's street-car era and was served by the street car route that connected Downtown with Alamo Heights. The first neighborhood subdivisions occurred between 1890 and 1915. During the same period, much of what is today Brackenridge Park was reserved permanently as open space, and a catholic women's college (now University of the Incarnate Word was established. The original street grid and the early to mid-20th century housing stock remain well preserved. Bountiful parkland with cultural institutions provides both recreational and educational opportunities for all ages. The century Spanish acequia that paralleled Broadway's eastern side is memorialized with curb medallions, and a continuous low elevation where stormwater resides following heavier rains. The San Antonio River is accessible west of Broadway. The combination of mature trees and human scale development establishes a pedestrian-friendly environment. The Mahncke Park Neighborhood Plan (2001) includes a relatively extensive historical sketch.

The neighborhood includes Craftsman, Folk Victorian, Neoclassical, Prairie, and Spanish Eclectic architectural style buildings. Traditional development patterns include common setbacks and lot widths on each street segment, parking typically located behind the primary building, and buildings one to two and a half stories in height. Following through on recommendations from the Mahncke Park Neighborhood Plan (2001) the neighborhood and City implemented a neighborhood conservation district to make new development consistent with traditional development patterns. The neighborhood is currently in the process of updating the district regulations to incorporate important lessons learned over the last several years.

There is strong history of residents completing grassroots projects to improve quality of life in the neighborhood.. The Mahncke Park Neighborhood Plan, last updated in 2001, includes a thorough history of the area, and many policies and recommendations.

### Strengths

There are abundant amenities associated with the Broadway Cultural Corridor and plentiful parks and open space.

There is mature tree canopy, and a history and culture of tree stewardship.

Mahncke Park is a large neighborhood, with unique areas each having predominantly different types of housing than the others. However, within any given block, there tends to be some diversity of housing types and housing tenure.

The neighborhood is not only close to regional amenities like the Broadway Cultural Corridor and Brackenridge Park, but also includes neighborhood-serving businesses such as taverns and restaurants, a pharmacy, and a supermarket.

See the Mahncke Park Neighborhood Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Mahncke Park neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- Park spaces can be improved and used more completely by the community. Household and business growth adjacent to Broadway will increase the number of people using the area, bolstering the case for improvements to amenities that serve the neighborhood, such as implementing the design for Mahncke Park trails and landscaping proposed in the 2001 neighborhood plan.
- There are multiple opportunities to continue improving the neighborhood's walking environment.
- Relatively affordable multifamily housing can still be preserved and most new growth can be accommodated adjacent to Broadway, absorbing some housing demand that would otherwise pressure neighborhood residential areas.
- Structured shared parking can be included in Broadway redevelopment, to relieve parking pressure on neighborhood streets and replace surface parking with other uses that serve the neighborhood and visitors.
- See the Mahncke Park Neighborhood Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Mahncke Park neighborhood.

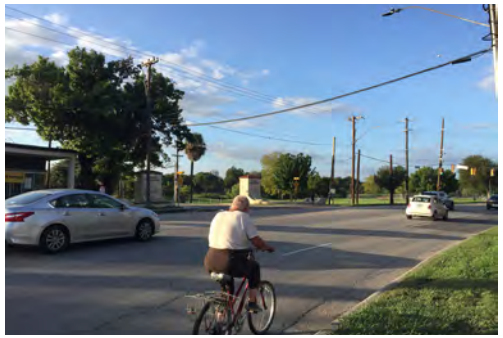
## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Challenges

- Housing has become less affordable and new development has sometimes been out of character with traditional development patterns. Revitalization of Downtown and Midtown San Antonio has increased demand for housing in the neighborhood, while the supply of new housing in the neighborhood and other inner city neighborhoods has not kept up with the demand, contributing to housing affordability issues.
- The neighborhood conservation district has not been adequately implemented, with loose interpretations, too many variances, lack of enforcement, and inadequate neighborhood communication.
- Some naturally occurring, affordable multifamily housing has been converted to lower density, expensive housing.
- Redevelopment on Broadway will have to transition over a short distance, and not incrementally expand into the neighborhood, in order to be compatible with neighborhood character.
- Accommodating additional people, businesses, and activities on Broadway without impacting neighborhood parking will be a challenge.
- There is too much fast moving cut-through traffic, including trucks, travelling between New Braunfels and Broadway.
- There are outstanding drainage problems on Ira Avenue and Funston Place.
- Neighborhood character preservation, parking, traffic congestion, cut-through traffic, commercial loading, and housing affordability are all challenges.
- More so than is typical in other Midtown neighborhoods, existing MF-33 base zoning south of Mahncke Park allows for more density than currently exists on some street segments. Although the neighborhood conservation district regulations provide some degree of certainty over design and parking outcomes for development in this area, there remains substantial concern among some neighborhood residents that the allowed densities incentivize demolition of naturally occurring affordable housing. There is also concern that additional density would create additional neighborhood impacts such as traffic, or less convenient parking.
- See the Mahncke Park Neighborhood Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Mahncke Park neighborhood.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS



Although some drainage and flooding issues have been improved since 2001, local flooding and standing water occurs after large rain events in areas immediately east of Broadway Street. Additionally, some of these areas are in the 100-year floodplain of the San Antonio River, that arcs from the Witte Museum across Broadway, and south before entering Catalpa Pershing Channel south of Lion's field. The drainage project described in the Amenities and Infrastructure Section, and implementation of local drains and associated low impact development best practices, should be implemented to address this issue.

Maintaining housing affordability and housing choices is a primary concern for the neighborhood. The neighborhood plan called for helping elder residents remain in their homes and exploring alternative housing for elders who want leave their single family homes but remain in the neighborhood. While this intention remains a priority, currently the neighborhood wants to support housing stability and choices for residents of all ages. Ample affordable housing that is accessible to people with diverse abilities is supported on Broadway Street in close proximity to transit service.

Other housing goals from the Mahncke Park Neighborhood Plan also remain a priority, such as residential property maintenance and rehabilitation, and ensuring new construction design compatibility with traditional neighborhood development patterns.

Completing the update of the neighborhood conservation district standards and improving implementation and enforcement is a neighborhood priority. Similarly, preventing commercial encroachment into neighborhood residential areas is both a success from the last two decades, and an ongoing priority, as is ensuring street parking for neighborhood residents in the vicinity of Broadway. Additional shared structured parking adjacent to Broadway is supported. The neighborhood plan recommendation to downzone areas that are currently not built to their allowed density was identified as no longer being a priority.

While progress has been made with traffic calming projects on some streets, speeding cut-through traffic between New Braunfels and Broadway is still an outstanding issue on some of the streets that were inventoried and recommended for traffic calming projects in the Mahncke Park Neighborhood Plan. Similarly, some of the inventoried and recommended sidewalk construction projects from the neighborhood plan are priorities that have not been implemented, along with removing utility poles.

Improving pedestrian crossings at the Broadway and Hildebrand intersection is a neighborhood priority, along with improving pedestrian comfort and safety throughout Broadway Street.

The neighborhood plan included a concept plan for Mahncke Park, including better integration between Brackenridge Park, Mahncke Park, and the Botanical Garden. This recommendation is still a neighborhood priority.

The Mahncke Park Neighborhood Plan was amended in 2011 by the Midtown Brackenridge TIRZ Plan, with recommendations primarily for parts of Mahncke Park that are adjacent to Broadway.

# Previous Neighborhood Plans

## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

### Land Use and Development

- The Mahncke Park Neighborhood Conservation District was established, and is being updated.
- Commercial encroachment into neighborhood residential areas has mostly been prevented.
- Parking for new commercial development on Broadway is typically to the side and rear rather than in front of businesses.
- UIW has developed student housing instead of expansive surface parking east of Broadway.
- Structured parking was built at the SW Bell property as recommended in the neighborhood plan and AT&T has made surface parking available to area institutions, alleviating neighborhood street parking pressure.
- A residential parking permit program was established.

### Housing

- The neighborhood association partnered with Merced Housing to acquire, rehabilitate and protect an affordable housing development.

### Transportation and Infrastructure

- All transit stops on Broadway include shelter.
- Bike lanes and routes have been established on New Braunfels, Avenue B, adjacent to Catalpa Pershing Channel, and on Funston Place.
- Traffic calming has been implemented on some recommended streets, such as Eleanor Avenue, among others.
- Sidewalks have been constructed and rehabilitated on some recommended streets, including Pershing Avenue, among others.
- Drainage on Hildebrand Avenue has been improved.

### Parks and Amenities

- Access from Broadway Street to San Antonio River trails and Brackenridge Park was opened north of the Witte Museum. Many improvements to Brackenridge Park have been made and will be made through the 2017 bond. Miraflores Garden is being rehabilitated.
- A playground was built at Lion's Field, addressing the plan recommendation for a playground for children who live in the south half of Mahncke Park.
- In Mahncke Park, some planned improvements have been completed, including forest preservation, a wildflower garden, drainage ditch rehabilitation, and realignment of Brackenridge Drive with Funston Place.
- Neighborhood residents completed and are actively using the community garden across Funston Place from Mahncke Park.
- Neighborhood residents memorialized Acequia Madre's historic route with curb medallions, and Witte Museum memorialized the route with decorative pavers, landscaping, and a water feature.

### Other

- Lamar Elementary school has improved, and the neighborhood school relationship is improving and stronger than ever. More neighborhood children are attending Lamar Elementary School than did in the past.
- A number of the problem areas and issues identified on the neighborhood plan page 15 map have been corrected.

# Neighborhood Priorities

## Participation

- Continue Mahncke Park's robust participation and advocacy in development and infrastructure issues. The City should notify the neighborhood association board and impacted residents about upcoming public works project decisions and zoning decisions far enough ahead of time for neighborhood residents to weigh in on the decisions before they happen, and there should be clear mechanisms for residents to provide feedback that will inform those decisions.

### HOUSING

## SA's Housing Policy Framework

- Implement the Mayor's Housing Policy Taskforce recommendations, with some particular emphasis on maintaining naturally occurring affordable housing and affordable housing whose affordability provisions will expire.

## Neighborhood Conservation

- Preserve and enhance the existing character of the neighborhood. Encourage home ownership and owner occupancy. Existing duplex and higher density rental housing should not be redeveloped into new single-family housing however. Buildings that contribute to neighborhood character, particularly those built prior to the 1940's, and affordable housing should not be demolished.

- Priority from Previous Neighborhood Plan
- Aligns with Sub-Area Plan Recommendation
- Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## Existing Diverse / Affordable Housing

- Improve the quality and condition of housing where there are concentrations of deteriorating buildings that can be rehabilitated. Within the boundaries of safety and health, variety in housing condition contributes to diverse and affordable housing options; however, excessive deterioration in concentrated areas is sometimes followed by rapid change and replacement of the housing stock with new unaffordable housing that undermines neighborhood character. Based on recent examples, duplexes and other house-like apartments south of Mahncke Park and the Botanical Garden could be prone to such changes. The city should use existing tools, such as the neighborhood conservation district and zoning, and potentially new tools, such as rental housing rehabilitation incentives or housing trusts, to guide owners toward maintaining existing buildings while keeping them relatively affordable.

## Historic Preservation

- Recognize and preserve individual properties of historic and cultural significance in the neighborhood by supporting owners who apply to have their properties designated as Historic.

## Housing For All Stages of Life

- Support housing for people in all stages of life. Provide housing options for those that cannot or choose not to remain in single family homes yet desire to live in the Mahncke Park Neighborhood.

## Housing Adjacent to Broadway

- Support abundant housing development adjacent to Broadway in a manner that is compatible with the neighborhood, in order to support housing supply, support diverse retail and service options, support high quality transit service, and relieve development pressure within in the neighborhood.

# Neighborhood Priorities

## LAND USE AND URBAN DESIGN

### Prevent Commercial Encroachment

- Prevent the encroachment of commercial uses and parking into neighborhood residential areas.

### Broadway Active Ground Floor Uses

- Multistory office and residential buildings on Broadway should typically include retail uses on the ground floor.

### Broadway's Instances of Unique Local Character

- Some existing buildings on Broadway contribute to unique local character, and should not be replaced.

### Building Maintenance

- To prevent buildings that contribute to neighborhood character from being replaced, use city building rehabilitation programs, code enforcement, historic landmarking, and zoning that supports uses and densities that make continued maintenance of existing buildings financially viable.

### Neighborhood Forest

- Enhance neighborhood landscaping, prioritizing street tree planting, potentially through neighborhood organized tree planting.

# Neighborhood Priorities

## Neighborhood Conservation District

- Complete the current process of updating the neighborhood conservation district standards, and improve practices of interpretation, implementation and enforcement. In current and future updates and implementation, in addition to ensuring that development is consistent with neighborhood character, take care to not inhibit small property owners from being able to creatively contribute to the local housing supply and evolving neighborhood character, and make financially viable use of existing buildings.

## Public Art

- Support public art within the neighborhood, potentially including murals on commercial building walls and artistic painting of other surfaces such as on the Pinckeney Street retaining wall as recommended in the neighborhood plan.

## Parking

- To prevent parking spillovers from Broadway into neighborhood residential streets, comprehensive solutions may include some combination of shared, structured parking on blocks adjacent to Broadway, neighborhood permit parking, and mobility solutions that encourage visitors to reduce parking demand. Surface parking adjacent to Broadway, east of Broadway, is discouraged.

### TRANSPORTATION

## Rapid Transit Service

- Support improved transit service, connecting the neighborhood and nearby destinations with downtown and the rest of the region. Transit service that is more frequent and reliable, with easy to access information on routes and schedules, that is more responsive to special events, with comfortable and attractive places for transit users to wait, is supported. Shade trees and other pedestrian improvements are an important part of improving transit service. The 2001 Mahncke Park Neighborhood Plan emphasized light rail or "bus-way" service on Broadway.

# Neighborhood Priorities

## Pedestrian Improvements

- Expand and enhance the pedestrian circulation system to make it safe and continuous to multiple destinations. The Mahncke Park Neighborhood Plan p. 41 documents over three miles of missing or deteriorated sidewalks as of 2001. Some cases documented by the plan have been addressed, such as the south side of Pershing Street on the blocks immediately east of Broadway.

## Broadway Street Reconstruction

- Leverage redevelopment and bond projects on Broadway to make a complete multimodal transportation system serving neighborhood residents. This includes city investment to improve the right of way with shorter pedestrian crossing distances, wider sidewalks, improved intersections, trees, and slower vehicle speeds, among other improvements. It also includes private redevelopment with pedestrian friendly building and site designs, and fewer driveways crossing the sidewalk. Electrical utility undergrounding or relocation to secondary streets should be included in multimodal Broadway Street reconstruction project. The Broadway-Hildebrand intersection should be improved for pedestrian safety and comfort.

## Bicycle Improvements

- Create a continuous bicycle network connecting the neighborhood, area destinations such as Brackenridge Park and the Botanical Garden, and the regional bike network with visible and inviting bicycling facilities that are comfortable for people of all ages and bicycling ability.

## Additional Neighborhood Plan Recommendations

- Increase the safety of local travel by improving key streets and intersections. The Mahncke Park Neighborhood Plan (2001) includes recommendations for studying reconstruction or addition of turn lanes, adding sidewalks, and traffic calming for several streets. Traffic calming was especially emphasized, with specific treatments identified for specific locations.

# Neighborhood Priorities

## PARKS AND COMMUNITY FACILITIES

### Local Drainage

- A major drainage improvement project associated with Broadway reconstruction should include in its goals correction of local flooding in neighborhood areas east of Broadway. Accordingly, the primary drainage project would be complemented by local drainage improvements and green infrastructure improvements to address local drainage issues.

### Mahncke Park

- Mahncke Park should be improved with an upgraded trail connecting Broadway with New Braunfels, complemented by more tree canopy, and featuring the creek. Mahncke Park Fountain and the surrounding park area should be improved, potentially as a focal point for community gathering. The conceptual plan highlighted in the Mahncke Park Neighborhood Plan should be used to guide improvements. The concept includes relatively natural areas complemented by: the existing prairie tree forest and more tree canopy and native landscaping; featuring the creek/drainage canal or a water feature reproducing the route of Acequia Madre; and offering users the chance to discover the community garden. Broadway and its interface with Mahncke Park should make exploration and connection between Brackenridge Park and Mahncke Park intuitive and comfortable.

### Additional Neighborhood Plan Recommendations

- See the Mahncke Park Neighborhood Plan (2001), and multiple sections of the Midtown Regional Center Plan for additional information and policy recommendations related to the Mahncke Park neighborhood.

# neighborhood Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:
GOVERNMENT HILL ALLIANCE

**[Exhibit 7]**

# Acknowledgements

**Special Thanks to every Midtown resident and stakeholder who spent time and energy speaking with Planning Department staff throughout the Midtown planning process and to the following area residents, neighborhood association board members, and previously adopted plan advisory team members who met with the Planning Department specifically to aid in the creation of this document:**

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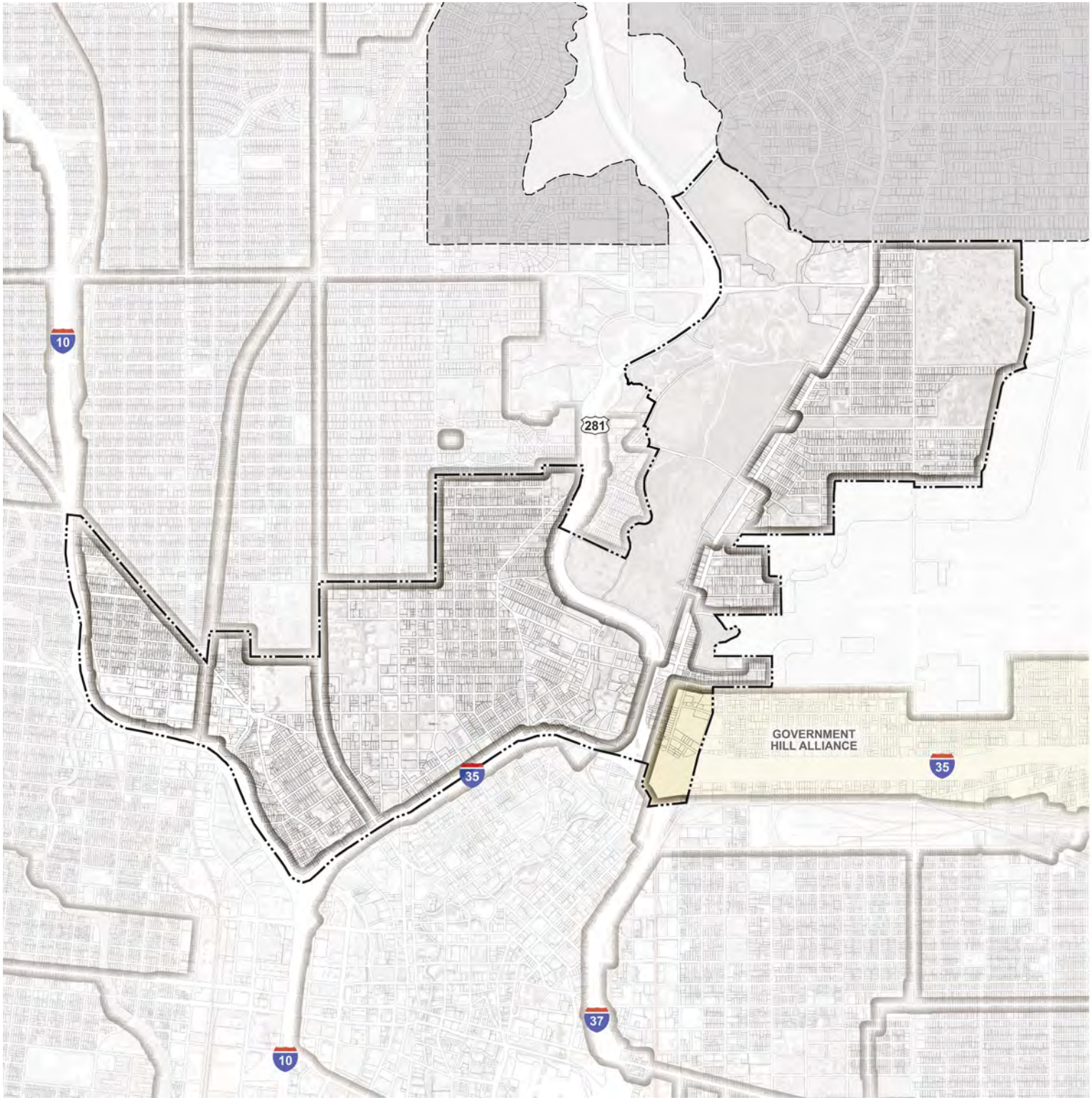
Gilbert Murillo | Raul Sauceda




SA TOMORROW Midtown Regional Center Area

# NEIGHBORHOOD LOCATION

LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood

50 Acres

5

0 0.25 0.5 1 Miles

# Neighborhood Profile and Priorities

## What is the Neighborhood Profile and Priorities?

San Antonio is a city of neighborhoods, each with its own unique history, qualities and character. Many neighborhoods throughout the City have developed Neighborhood Plans that reflect local values and priorities. These plans, adopted by the City, have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City.

The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning. The Sub-Area Plans are intended to increase equity citywide, by ensuring that all of San Antonio's neighborhoods have a base level of policy guidance, as many neighborhoods within the City lack an existing Neighborhood Plan or a registered neighborhood organization. In this way, each Sub-Area Plan will integrate key elements of existing Neighborhood Plans for those neighborhoods that have a plan, while promoting citywide policy consistency and providing key recommendations and strategies for those neighborhoods currently lacking that direction.

The Neighborhood Profile and Priorities section of the Sub-Area Plans provides special attention to prior neighborhood planning efforts and recognizes the community groups and individuals who were instrumental in their creation. They summarize specific opportunities, challenges, recommendations and priorities from each participating neighborhood, in an effort to more efficiently direct public and private investment within the City to help these neighborhoods achieve their short-term goals and long-term visions.

## How was it developed?

At the outset of the planning process, City of San Antonio planning staff reviewed existing Neighborhood Plans that had a shared geography with the Midtown Plan. Each relevant plan was summarized so that staff would have a sound understanding of neighborhood issues and priorities from the time that each plan was created.

The Neighborhood Profiles and Priorities were created using input from neighborhood residents throughout the Midtown planning process. The Planning Department used input from small group conversations, stakeholder interviews, community meetings, planning team meetings and facilitated conversations in neighborhood association meetings.

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# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER

Government Hill Alliance neighborhood, typically named "Government Hill," is a diverse and historic community. A small northwestern portion of the neighborhood between Broadway Avenue and Austin Street north of I-35, is within the Midtown Regional Center Plan boundary. This area is comprised mainly of large institutional, storage, retail and multifamily uses. The rest of the neighborhood, which includes traditional residential areas, New Braunfels Avenue retail areas, and other important places will be included in the SA Tomorrow Eastside Community Plan in future years. Accordingly, the Neighborhood Profile and Priorities for Government Hill in the Midtown Regional Center Plan has a limited scope and is focused on the portion of the neighborhood association area that is inside of the Midtown Regional Center. A more comprehensive Government Hill Neighborhood Profile and Priorities section will be included in the Eastside Community Plan.

### Strengths

The neighborhood's primary strengths, originating primarily from the neighborhood residential areas that are outside of Midtown will be memorialized in the SA Tomorrow Eastside Community Plan.

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- Recent and planned development near Broadway and in other parts of Midtown provide alternative housing options to the traditional neighborhood area, and potential job opportunities for area residents.
- Increased housing options in the vicinity of Broadway can absorb some area housing demand, lessening pressure on traditional neighborhood areas.
- Some traffic and parking impacts from recent and planned development near Broadway can be mitigated by engaging with developers, TXDOT, and City of San Antonio, and by creating a modern, high-quality transit system.
- The neighborhood's opportunities originating from outside of Midtown will be identified in the SA Tomorrow Eastside Community Plan.

### Challenges

- Recent and planned development near Broadway has the potential to create traffic congestion and parking problems in the neighborhood. A primary concern is Broadway-related automobile traffic cutting through the neighborhood to access I-35 at New Braunfels.
- Recent and planned development near Broadway includes housing, amenities and jobs that do not feel like they are meant for some existing residents.
- Revitalization of Downtown and Midtown San Antonio has increased demand for housing in the neighborhood, while the supply of new housing in the neighborhood and other inner city neighborhoods has not kept up with the demand, contributing to housing affordability issues.
- The neighborhood's challenges originating from outside of Midtown will be identified in the SA Tomorrow Eastside Community Plan.

# Previous Neighborhood Plans

## KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS

The Government Hill Neighborhood Plan (2010) updated the original plan created in 2001. The update did not include text sections typical of most neighborhood plans; however it did update the neighborhood's future land use map. Then, in the 2011 the future land use map for the blocks near Broadway Street was updated through the Midtown Brackenridge TIRZ Plan adoption, generally to support mixed-use development..

The 2001 neighborhood plan included text and map priorities for the blocks near Broadway, recommending that a small park or open space and a community center be established in the area. The neighborhood plan also prioritized attracting a grocery near Broadway Street.

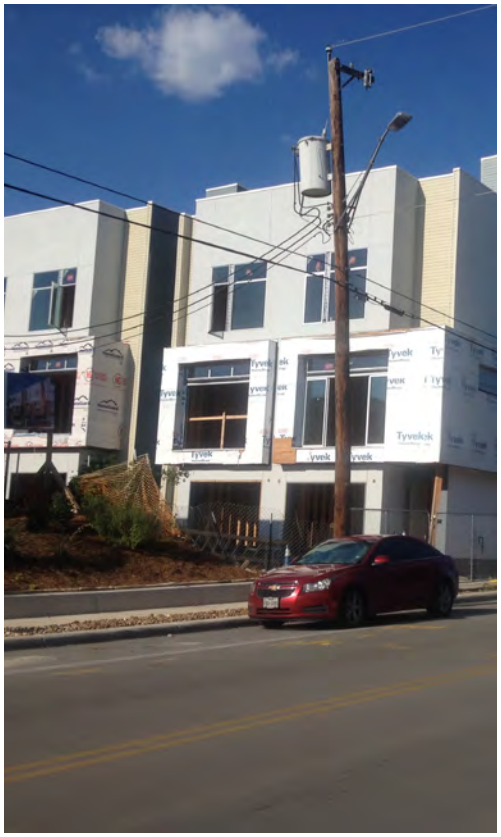
Other key recommendations from the Government Hill Neighborhood Plan regarding neighborhood areas east of Austin Street will be included in the SA Tomorrow Eastside Community Plan.



## MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN

Most of the neighborhood's major accomplishments have been in the neighborhood areas that are not part of the Midtown Regional Center Plan. These accomplishments will be identified as part of the SA Tomorrow Eastside Community Plan.

# Neighborhood Priorities



## Cut Through Traffic

- Restrict automobile traffic moving between Midtown and I-35 from cutting through neighborhood residential areas.

## Neighborhood Access

- Limit traffic congestion for neighborhood residents entering and exiting the neighborhood.

## Parking

- Reserve street parking for neighborhood residents through a permit program.

## Transition to Neighborhood

- Development near Broadway should step down in height from west to east, transitioning to the neighborhood.

Priority from Previous Neighborhood Plan

Aligns with Sub-Area Plan Recommendation

Aligns with other Neighborhood Action Plan Recommendation

# Neighborhood Priorities

## Neighborhood Plan

- Although the 2010 neighborhood plan update included few priorities and policies directed specifically at the part of the neighborhood that is within the Midtown Regional Center, the 2001 Neighborhood Plan recommended:
  - A mix of offices, restaurants, a community center, grocery, and potentially a neighborhood park west of Austin Street and north of I-35.
  - Historic preservation is a priority, including the cluster of current historic landmarks in the vicinity of Alamo Street and Casa Blanca. Midtown Regional Center

## SA Tomorrow Eastside Community Plan

- The 2001 and 2010 neighborhood plans include more extensive guidance on portions of the neighborhood east of Austin Street. These should be used with additional community input to create the Government Hill Neighborhood Profile and Priorities for the Eastside Community Plan.

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