

The logo features the letters 'SA' in a bold, orange, sans-serif font. To its right is a circular icon with an orange border containing a white silhouette of a city skyline with a prominent tower. Further right, the word 'TOMORROW' is written in a large, bold, grey, sans-serif font. Below 'TOMORROW', the words 'sub area planning' are written in a smaller, orange, sans-serif font.

SA  **TOMORROW**
sub area planning

NE I-35 And Loop 410 Area Planning Team

Meeting #4

Wednesday, June 5, 2019
Wayland Baptist University Campus

7:45 AM – 9:45 AM



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

Project Team

- Heather Yost, Project Manager
City of San Antonio
- Mukul Malhotra, Principal
MIG, Inc.
- Krystin Ramirez, Senior Project Associate
MIG, Inc.
- Carissa Cox, Principal Planner
Mosaic
- Matt Prosser, Co-Project Manager
Economic & Planning Systems



MOSAIC



Meeting Objectives

- Discuss **Draft Vision** and **Goals**
- Discuss **Housing** and **Jobs Projection**
- Review **Land Use Concepts**
- Review and Discuss **Land Use Categories**
- Discuss and Analyze **Proposed Future Land Use Map**

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Project Process and Schedule



Sub-Area Planning Project Phases

1

Analysis & Visioning

Existing conditions; existing plans review; vision and goals; focus areas and corridors; Community Meeting #1

Early 2019

2

Plan Framework

Develop plan elements; focus areas and key corridors; transformative projects; Community Meeting #2

Mid 2019-Early
2020

3

Recommendations & Implementation

Action and phasing strategies; draft Plan elements; Community Meeting #3

Late 2019-Early
2020

4

Documentation & Adoption

Public Hearings, adoption, final summary and ePlan

Early-Mid 2020

Overview of Planning Team Meetings in 2019

- **Meeting #1:** Kick-Off and Orientation; Sub-Area Plan Overview
- **Meeting #2:** Preliminary Identification of Opportunities of Challenges; Preliminary Visioning
- **Meeting #3:** Confirm Vision and Goals; Focus Areas and Corridors
- **Meeting #4:** Land Use (1 of 2)
- **Meeting #5:** Land Use (2 of 2)
- **Meeting #6:** Housing and Economic Development Strategies (1 of 2)
- **Meeting #7:** Housing and Economic Development Strategies (2 of 2)
- **Meetings #8 & #9:** Mobility
- **Meeting #10:** Infrastructure and Amenities
- **Meeting #11:** Transformative Projects; Design Character



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Revised Draft Vision and Goals



Draft Vision Statement

The NE Loop 410 and I-35 Regional Center is a place where residents and visitors enjoy a range of **well-connected mobility** options that allow **efficient access** to everything the Regional Center and surrounding area has to offer – from **entertainment**, to **parks and hike/bike trails**, to **businesses that meet day-to-day needs**. The area supports its **traditional industrial base** while embracing **change** to create a more **vibrant, diversified mix of uses** that are attractive to residents and community-serving businesses.

Revised Vision Statement

The NE Loop 410 and I-35 Regional Center is a place where **neighborhoods and businesses thrive** and whose **recreational, educational, and institutional assets** draw residents and visitors alike. ~~Its~~ ~~enjoy~~ a range of **well-connected transportation networks** integrate options for **automobile, public transit, bicycle, and pedestrian travel** mobility options that ~~allowing~~ **efficient access** to everything the Regional Center and surrounding area has to offer – from **entertainment**, to **parks and hike/bike trails**, to **businesses that meet day-to-day needs**. The **Regional Center** area supports its **traditional industrial base**, ~~while~~ embraces positive **change**, and **evolves in a way that sustains and protects its natural systems and environment**. ~~to~~ ~~create~~ a more **vibrant, diversified mix of uses** that are attractive to residents and ~~community serving~~ businesses.

Draft Goals for NE Loop 410 and I-35

Goal 1: Encourage **economic development** and **business diversity** that nurture positive community identity.

Goal 2: Create a **connected, integrated multi-modal transportation system** that efficiently serves the needs of residents and commuters.

Goal 3: **Expand and connect greenspace, parks, and trails.**

Goal 4: Promote **community well-being and safety.**

Draft Goals for NE Loop 410 and I-35

Goal 1: Encourage **economic development** and **business diversity** that nurture positive community identity. *(Specific mention of existing assets and economic development tools will be included in strategies under this goal)*

Goal 2: Create a ~~connected, integrated multi-modal transportation system~~ that efficiently serves the needs of residents and commuters. **Create a connected transportation network that integrates multiple modes of transportation (automobile, public transit, bicycle, and pedestrian) to efficiently serve the needs of residents and commuters.**

Goal 3: **Expand and connect greenspace, parks, and trails.**

Goal 4: Promote **community well-being** and **safety**.

Goal 5: Support sustainable development practices that encourage stewardship of the natural environment, create healthy neighborhoods, and minimize the risk of flooding.

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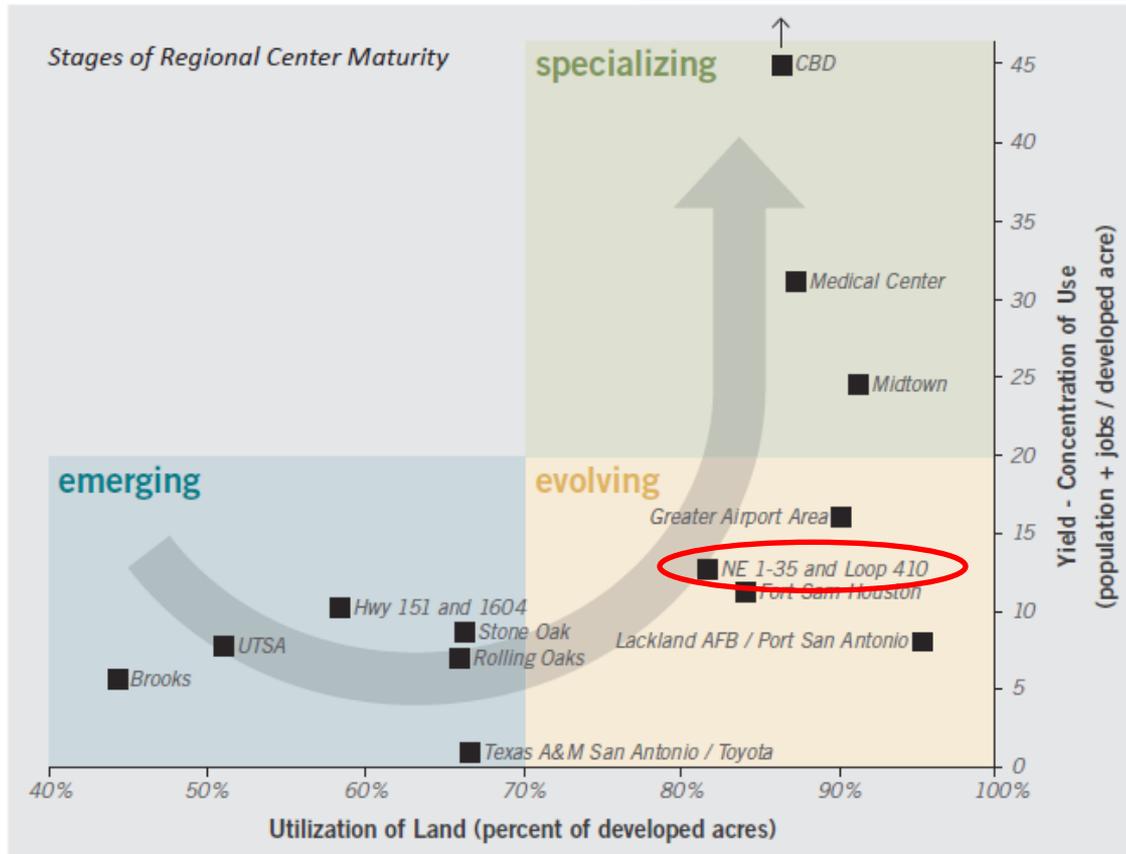


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Housing & Jobs Projections

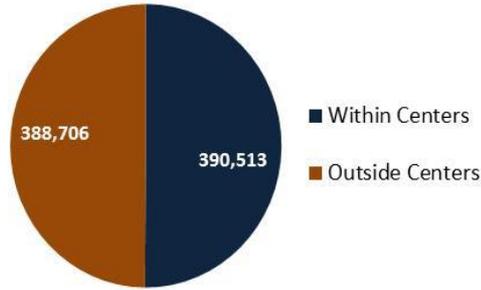


Regional Centers are also classified by “maturity”

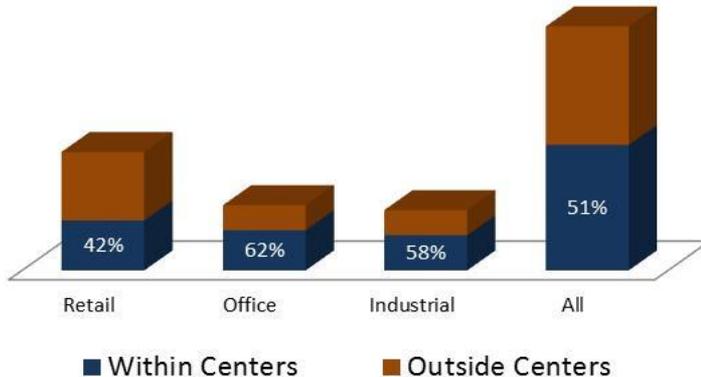


Historic Employment Capture

Existing Employment

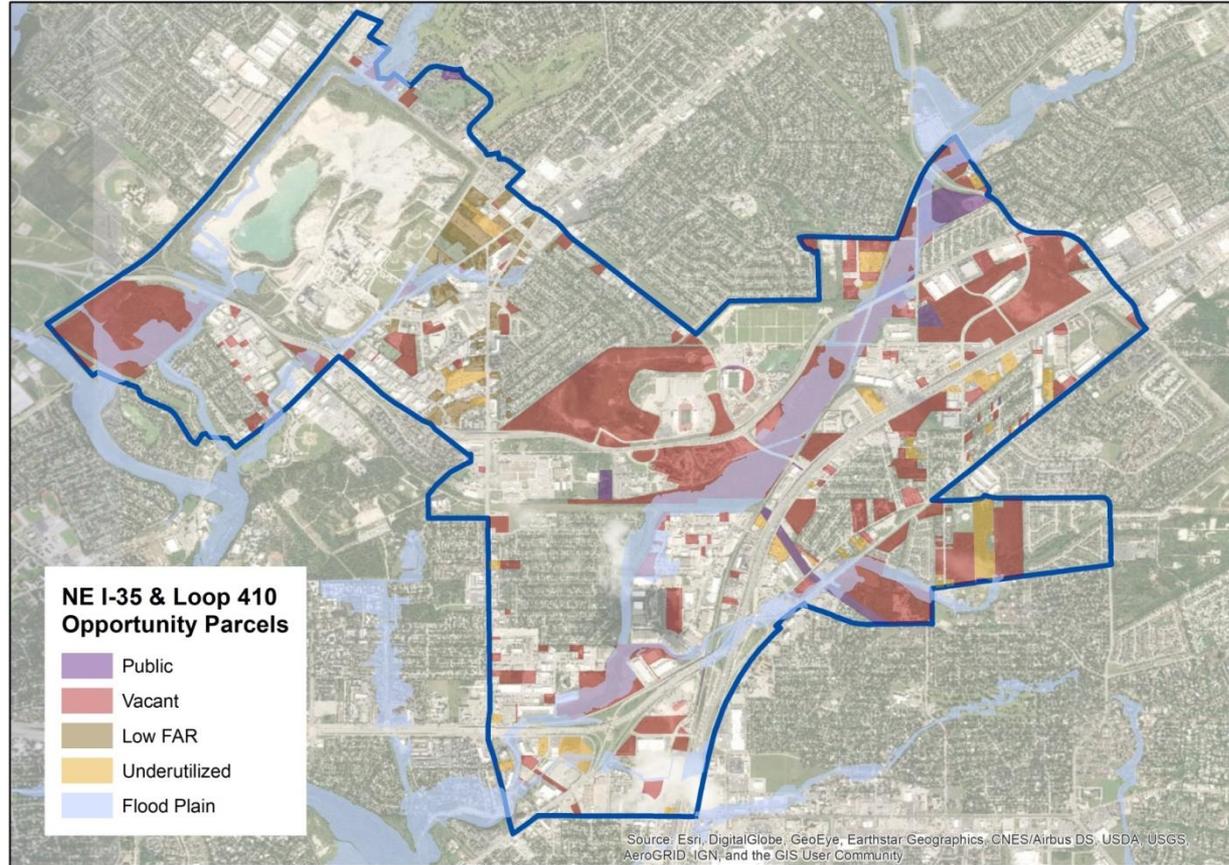


Square Feet of Development since 2000

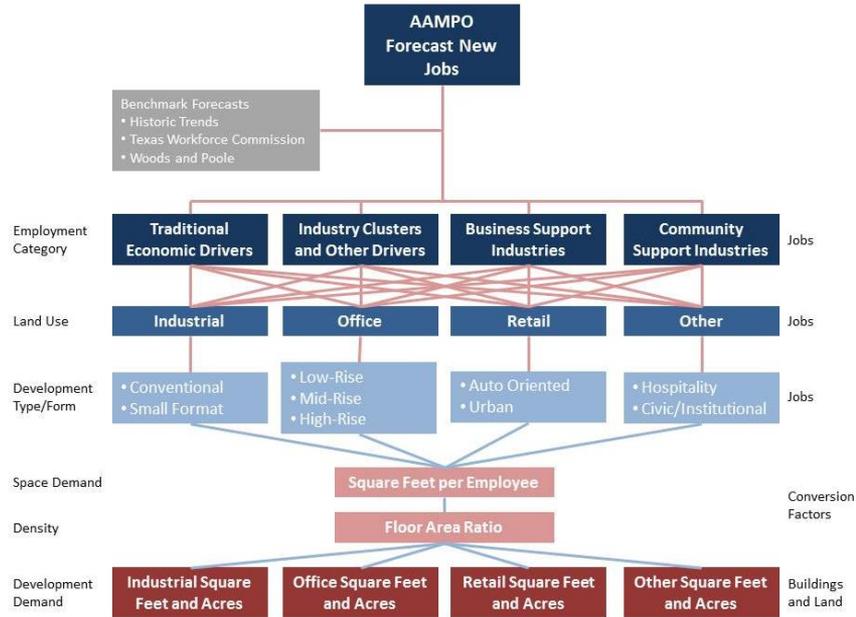


- 50% of jobs in Bexar County are in the 13 identified Activity Centers
- Over 50% of recent commercial and industrial developed space has been within the Activity Centers

Growth Capacity



Regional Center Growth Forecasts



Regional Center Growth Goals:

- **60% of Jobs (forecast is 50%)**
- **20% of Housing Units**
- **50% of Multifamily Units**

NE I-35 and Loop 410 Attributes

- Major sports recreation and entertainment destination
- Anchor venues and businesses
- Variety of uses in **multiple nodes**
- Mixture of new uses and older employment uses
 - Some older uses are thriving
 - Some are outdated



Employment Growth | 2010-2040

8,200 new jobs
273 jobs per year



New Employment since 2010

532,000 new industrial /
commercial square feet

2,690 new jobs (US Census LEHD
2010 to 2015)
Approx. 538 jobs per year

Recent Non-residential Projects

- Entertainment and sporting venues are a new addition to the area (Toyota Field, Morgan's Wonderland)
- Majority of new private development has been industrial/flex buildings with some limited retail and office development



Desired Economic Future

- The area has become a hub for entertainment and recreation to match with its traditional retail and industrial uses
- **What types of jobs do we need/want to attract to the Regional Center?**
- **What do we need to support attraction of these jobs?**
 - Missing attributes? (infrastructure, workforce, amenities, etc..)
 - What is working well now?
 - What needs support?

Share of Growth

Forecast Growth

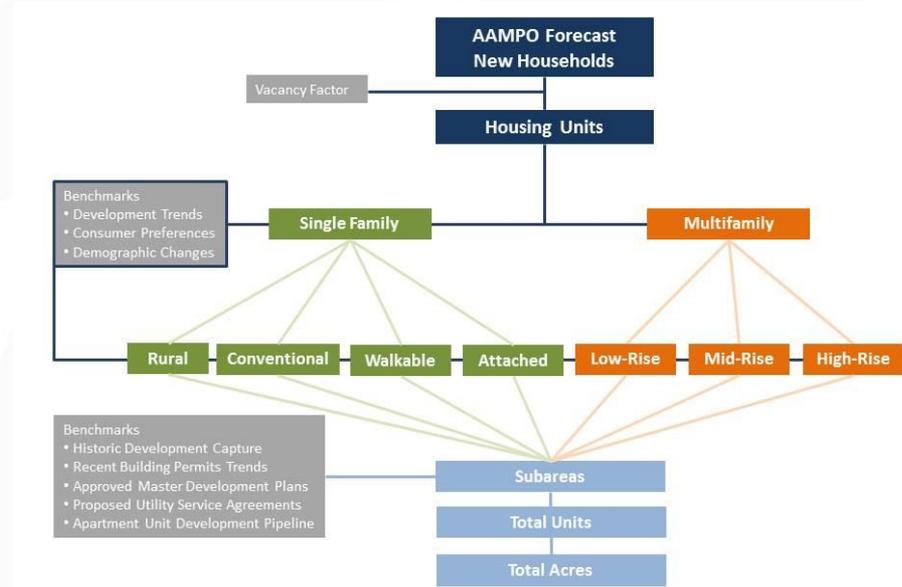
 **Household Growth** | 2010-2040

1,400 new housing units
47 new units per year

Progress Metrics

 **Housing Units since 2010**

306 Apartment units
Approx. 38 units per year



Recent Residential Projects

The Upton at the Longhorn Quarry is the only new housing developed in the area since 2010.



Desired Housing Future

- **Where does new housing make sense in this Regional Center?**
- **What housing types are missing in the area?**
- **What do we need to support attraction of desired housing?**
 - Missing attributes? (infrastructure, amenities, etc..)
 - What is working well now?
 - What needs support?

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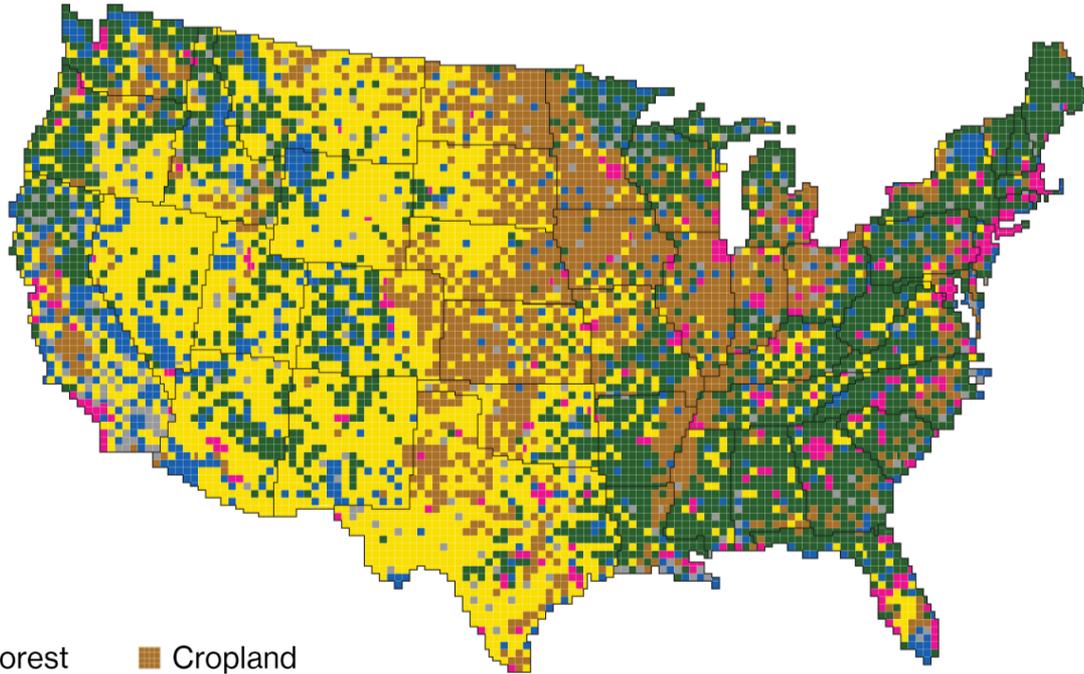
TOMORROW

Land Use



What is Land Use?

“Land use” is a term used to describe how land is used.

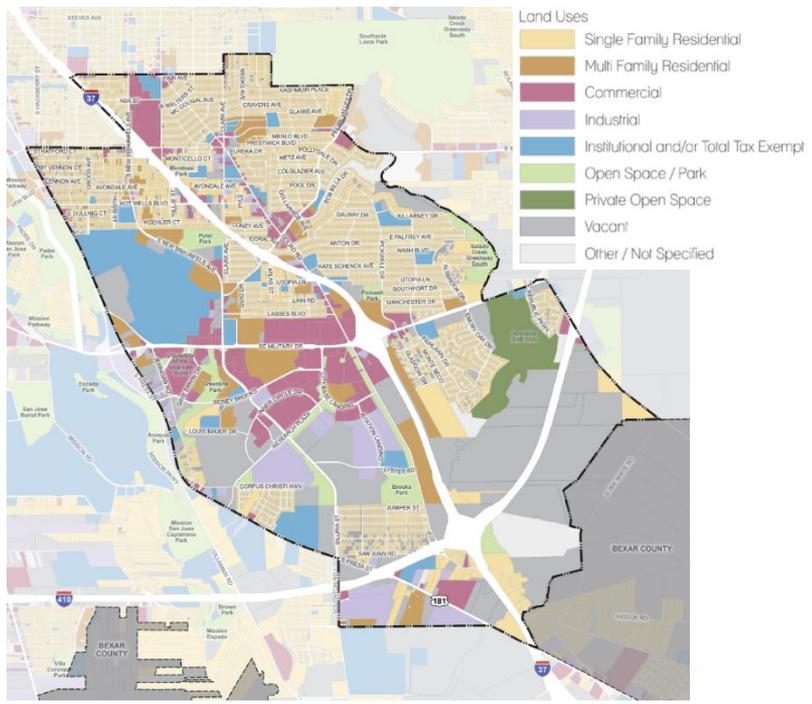


Why is Land Use Important?

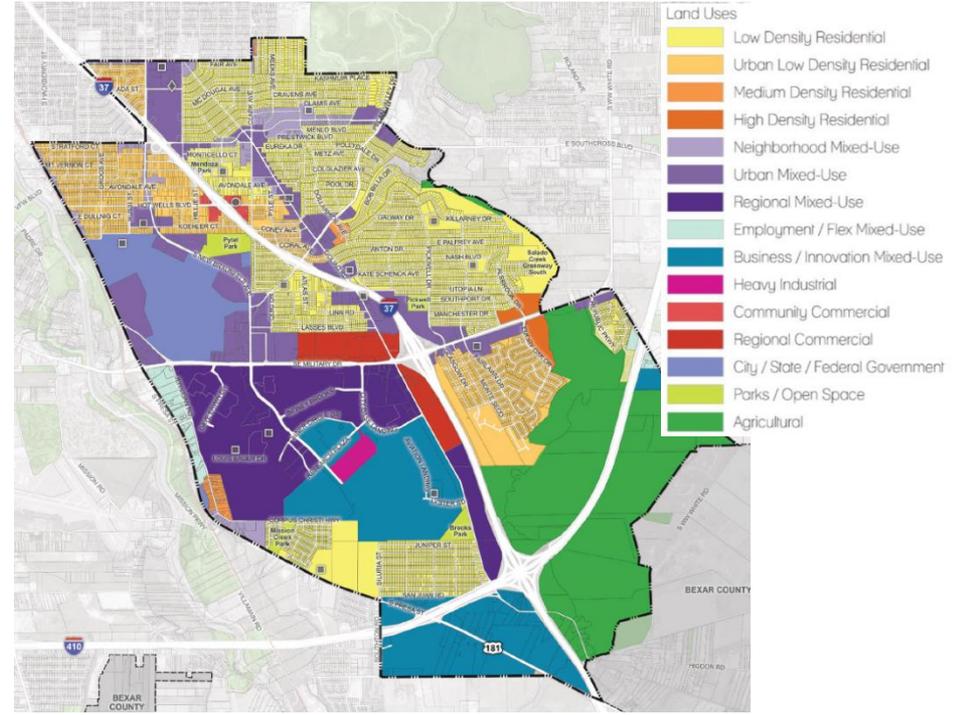
- Land use categories can describe is how land is currently used in the area, which is known as the **existing land use**.
- Land use can also be used to determine how we want land to be used in the future, which is known as **future land use**.

Land Use is the foundation of this plan.

Existing Land Use Map for Brooks Regional Center Plan



Future Land Use Map for Brooks Regional Center Plan



What are Land Use Descriptions?

Corresponding text to describe what types of uses should be allowed in each shaded area.

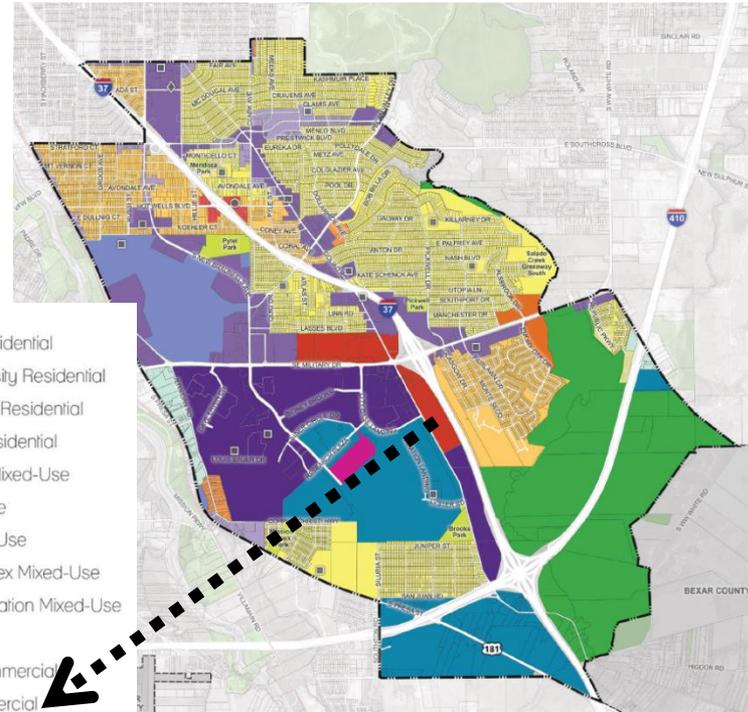


REGIONAL COMMERCIAL

DESCRIPTION: 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.

Land Uses

-  Low Density Residential
-  Urban Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Neighborhood Mixed-Use
-  Urban Mixed-Use
-  Regional Mixed-Use
-  Employment / Flex Mixed-Use
-  Business / Innovation Mixed-Use
-  Heavy Industrial
-  Community Commercial
-  Regional Commercial
-  City / State / Federal Government
-  Parks / Open Space
-  Agricultural



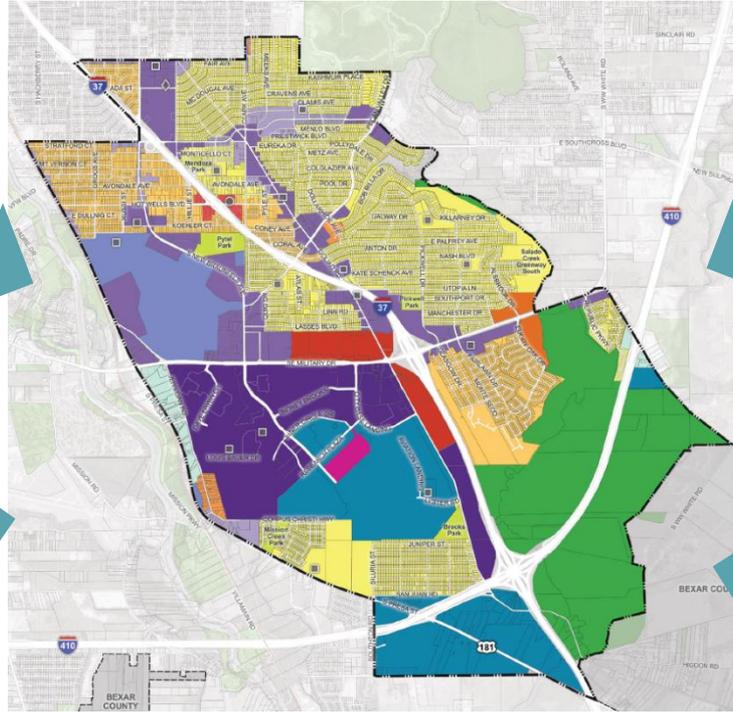
Developing a Future Land Use Plan

Plan
Vision +
Goals

Current
Land Uses

Public
Feedback
+ Input

Previous
Plans



The Future Land Use Plan shows our aspiration for the future and puts community values into a map.

Land Use Vs. Zoning

	Land Use Plan (Categories)	Zoning Ordinance (Districts)
PURPOSE	A Land Use Plan describes a community's <i>future vision for development and growth</i> .	An area's zoning describes <i>what development is allowed now</i> , and can be changed to another zone that is permissible by the subject site's Land Use Category.
SCALE	A Land Use Plan is a set of <i>broad policies and principles</i> to guide the City's decision-making regarding growth and development patterns.	Zoning consists of <i>detailed, specific regulations and standards</i> for how property owners may use and develop their land.
POWER	A Land Use Plan is a <i>document</i> that guides the physical development of a community, and is created through a public planning process.	The zoning ordinance is a <i>law</i> with penalties and consequences for not following it, and should be changed based on values and comprehensive thinking about an area as indicated in the Land Use Plan.

Note: The Future Land Use Plan does not change Zoning automatically.

Land Use Categories

RESIDENTIAL	COMMERCIAL	INDUSTRIAL	MIXED-USE	CIVIC
<ul style="list-style-type: none"> • Residential Estate • Low Density Residential • Urban Low Density Residential • Medium Density Residential • High Density Residential 	<ul style="list-style-type: none"> • Neighborhood Commercial • Community Commercial • Regional Commercial 	<ul style="list-style-type: none"> • Agricultural • Light Industrial • Heavy Industrial 	<ul style="list-style-type: none"> • Neighborhood Mixed-Use • Urban Mixed-Use • Regional Mixed-Use • Business and Innovation Mixed-Use • Employment/Flex Mixed-use 	<ul style="list-style-type: none"> • Park and Open Space • City/State/Federal Government

Land Use Categories

Activity:

Review each land use category card

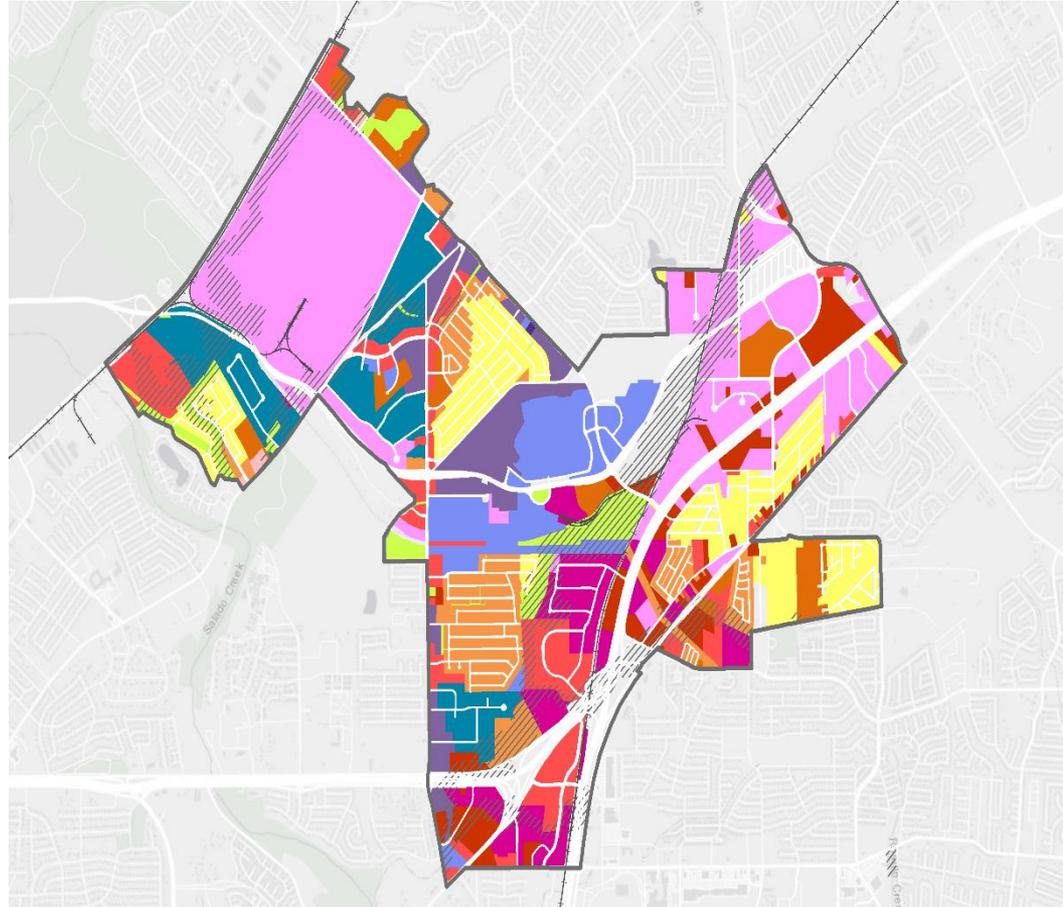
LAND USE CATEGORY REGIONAL COMMERCIAL
<p>This category includes high intensity uses that draw customers from adjacent communities as well as the larger metropolitan region. It is typically located close to nodes along expressways or major arterials that incorporate high-capacity transit. Properties should incorporate site design and streetscape enhancements, including monument signage. Examples include movie theaters, shopping centers and hotels.</p>



NE IH-35 and 410 Regional Center Future Land Use

General Land Use Categories

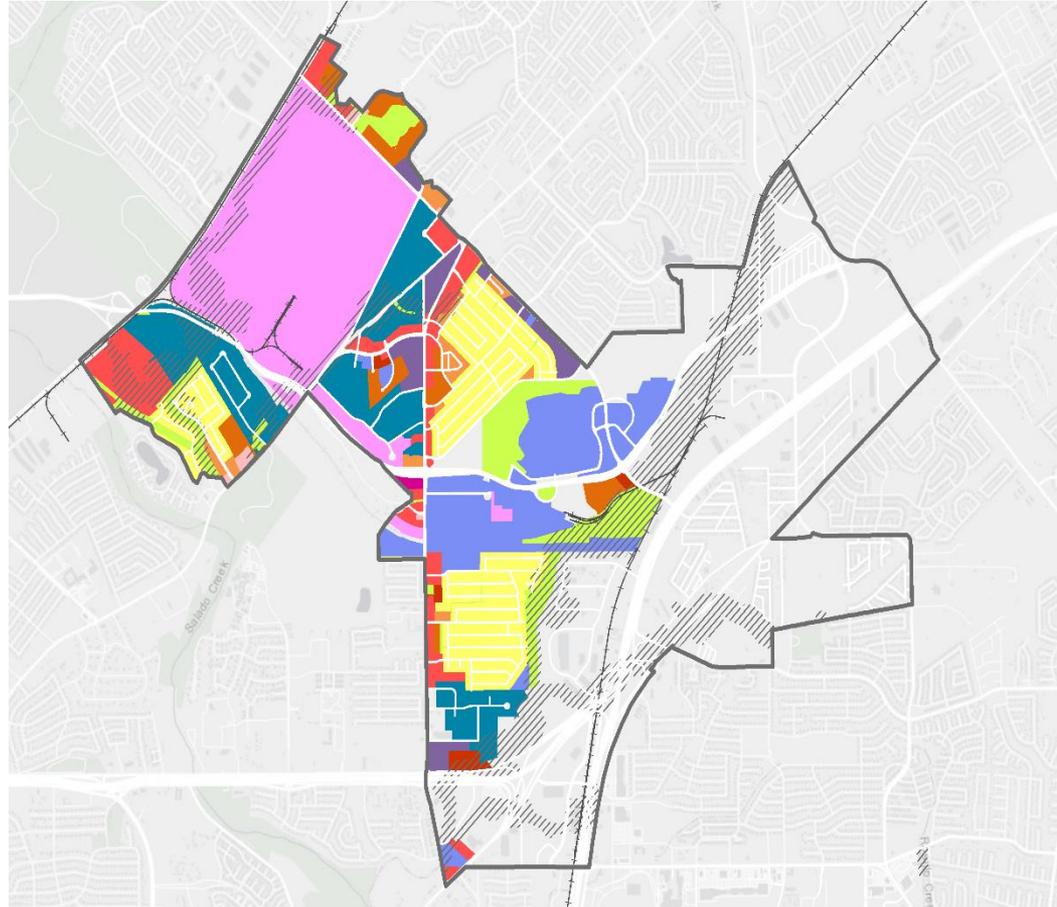
-  Residential Estate
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-  High Density Residential
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-  Regional Mixed-Use
-  Employment Flex Mixed-Use
-  Business Innovation Mixed-Use
-  Neighborhood Commercial
-  Community Commercial
-  Regional Commercial
-  City/State/Federal Government
-  Parks and Open Spaces
-  Agricultural
-  Light Industrial
-  Heavy Industrial



NE IH-35 and 410 Regional Center Adopted Land Use

General Land Use Categories

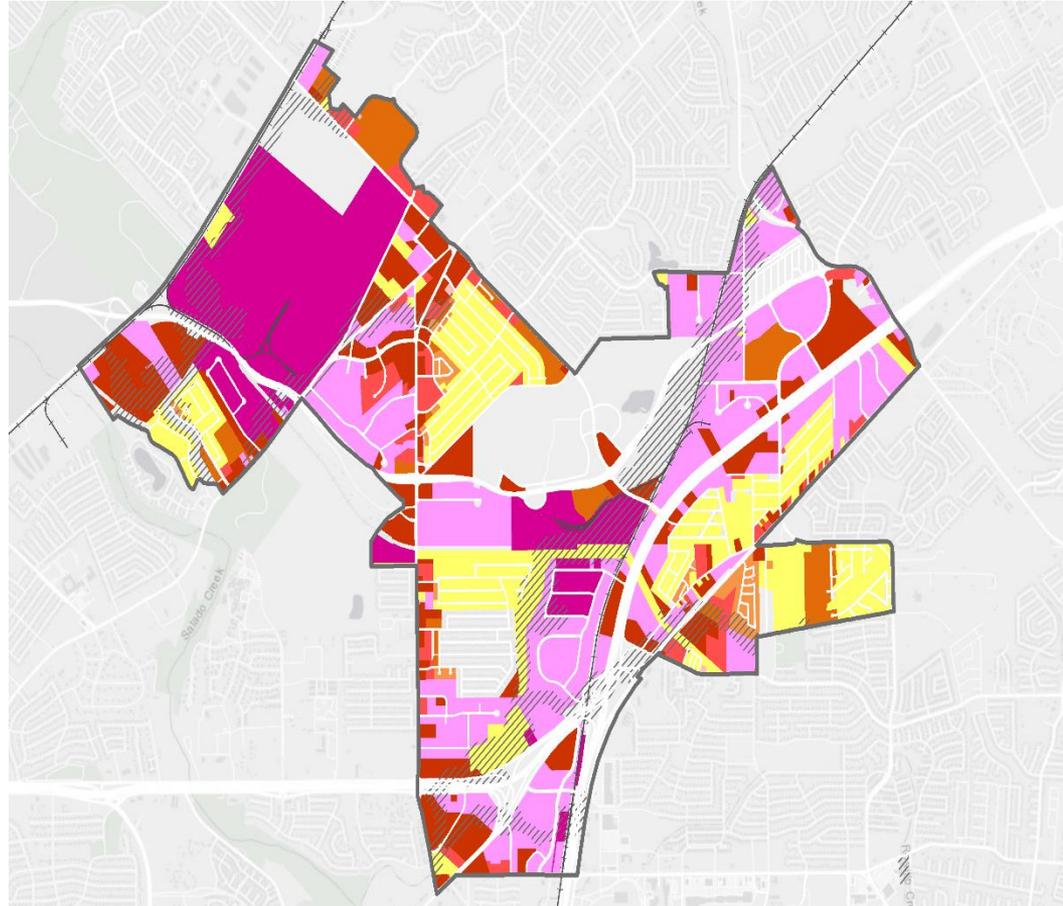
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NE IH-35 and 410 Regional Center Existing Zoning

General Land Use Categories

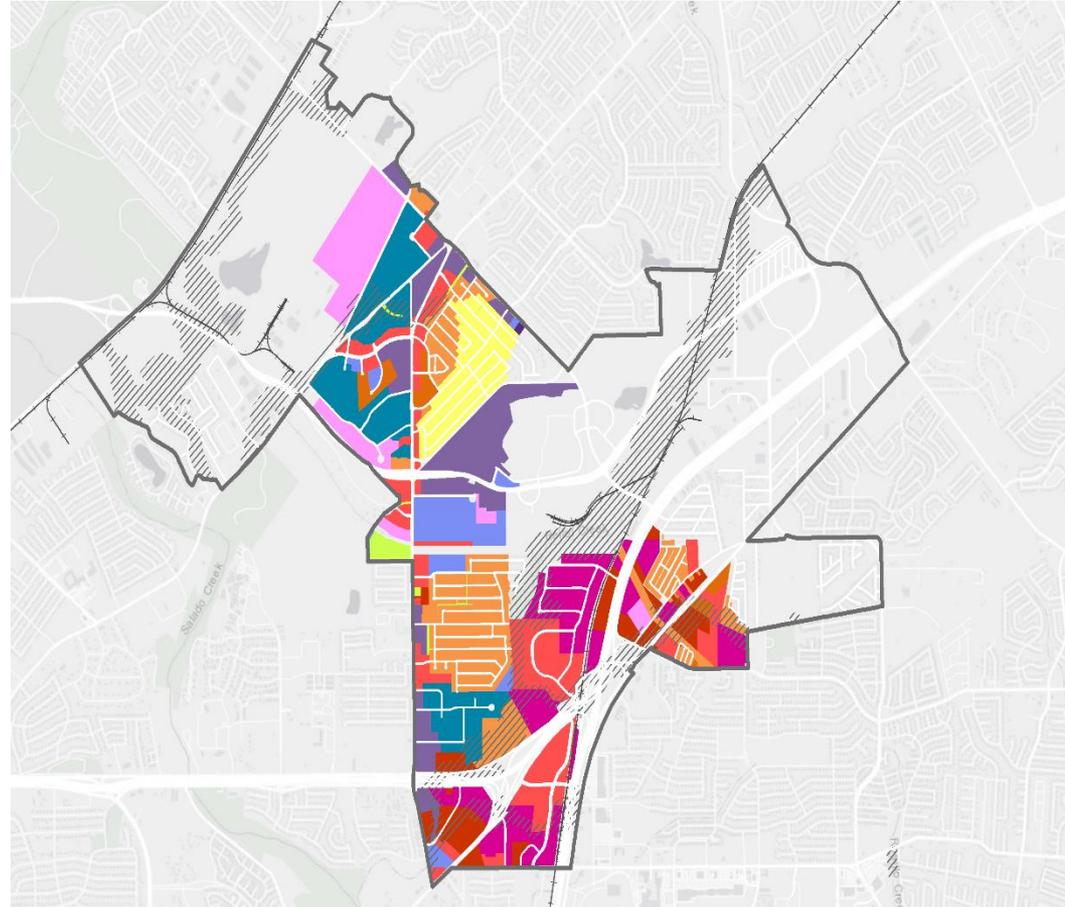
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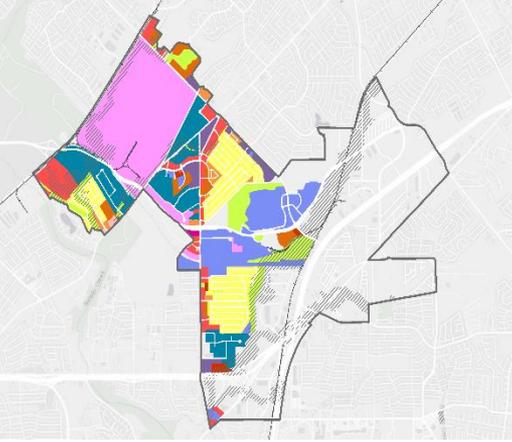
NE IH-35 and 410 Regional Center Adopted SA Corridors Land Use

General Land Use Categories

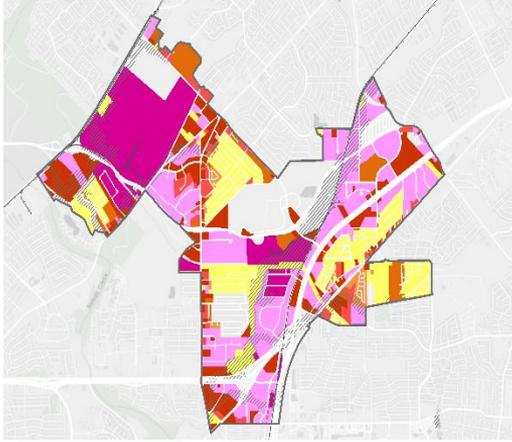
-  Residential Estate
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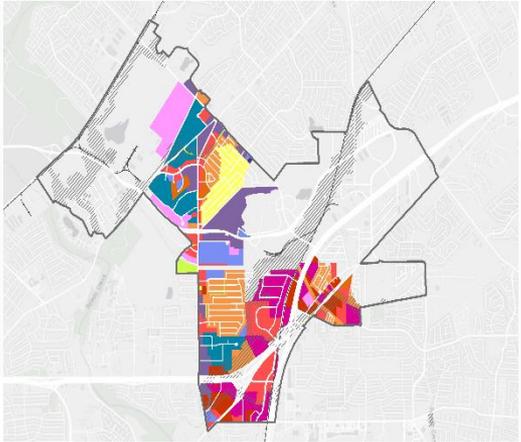
Adopted Land Use



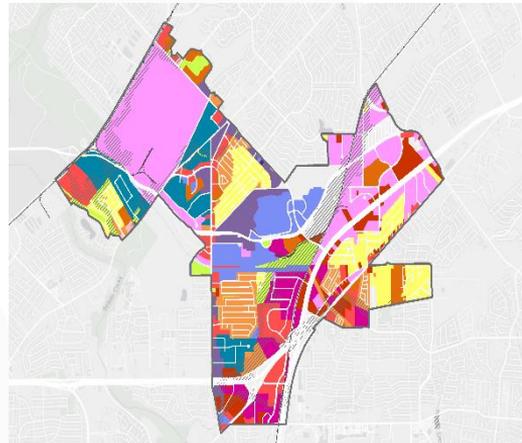
Zoning



SA Corridors



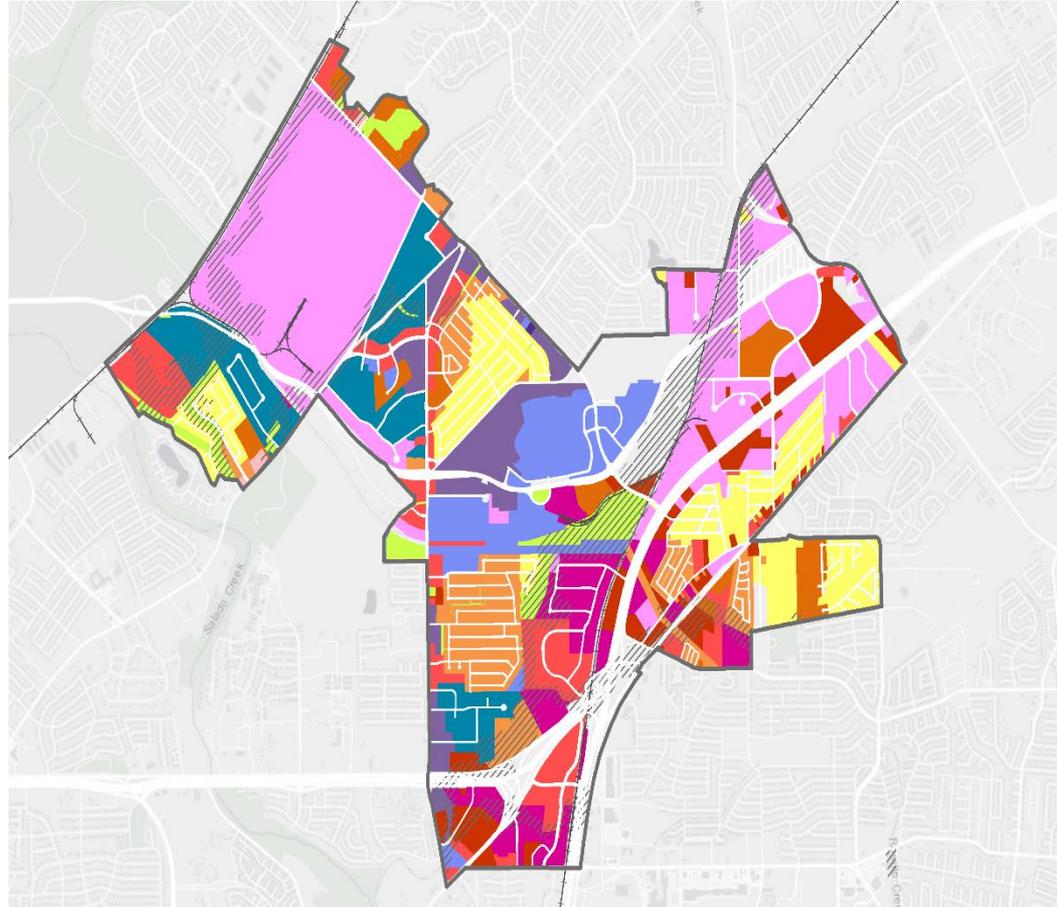
Future Land Use



NE IH-35 and 410 Regional Center Future Land Use

General Land Use Categories

-  Residential Estate
-  Low Density Residential
-  Urban Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Neighborhood Mixed-Use
-  Urban Mixed-Use
-  Regional Mixed-Use
-  Employment Flex Mixed-Use
-  Business Innovation Mixed-Use
-  Neighborhood Commercial
-  Community Commercial
-  Regional Commercial
-  City/State/Federal Government
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Land Use Map Discussion



Land Use Map Discussion Activity

The group will discuss the land use map.

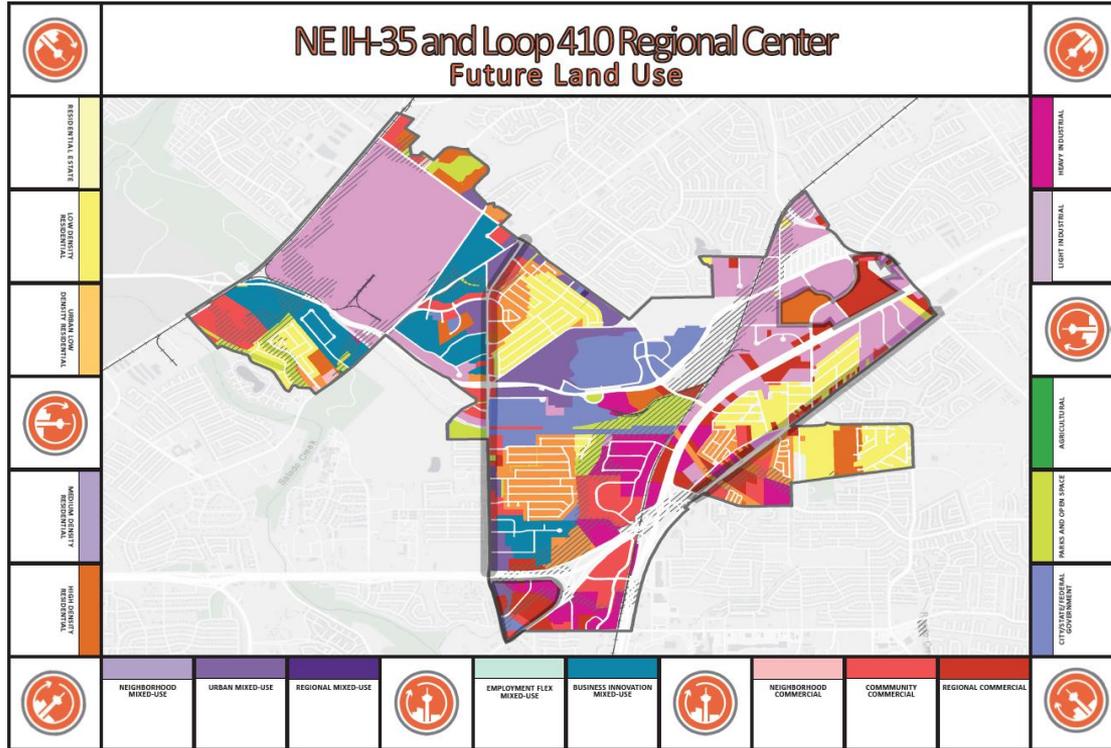
In about 25 minutes, the discussion should touch on:

- Priority future land uses for the overall area
- Focus on the future land use around focus areas and mixed use corridors

Afterwards, we will recap highlights and key themes

We will continue this conversation at Planning Team Meeting #5

Land Use Map Discussion Activity



Discussion Priorities:

- Priority future land uses for the overall area
- Focus on the future land use around focus areas and mixed use corridors

Coming Up...

- Planning Team Meeting #5

July 11, 2019

Time: 7:45 AM – 9:45 PM

Location: Wayland Baptist University

Topic: Land Use (2 of 2)

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