

Plan Framework

The Plan Framework comprises the six main topics of the plan: Land Use, Focus Areas, Mobility, Amenities and Public Spaces, Housing, and Economic Development. Detailed background information, maps, illustrations, and recommendations for each of those topics can be found in their respective sections following this overview. Throughout those sections, numerous important recommendations and strategies are identified for achieving the vision and goals of the plan based on existing conditions analysis; research and best practices case studies; collaboration with other City departments and partner agencies and organizations; and many conversations with the Planning Team and the wider Eastside Area community.

While all the recommendations and strategies in the plan are important, this overview highlights those that are either most critical to achieving the plan vision and goals, are more likely to be funded and implemented in the short-term, build upon other existing or ongoing initiatives, or are a necessary first step to provide a foundation for other projects and investments. These Implementation Priorities are presented in two ways: the list below represents the full range of priorities, while the accompanying Plan Framework Map [See **Figure 3**] illustrates all those that can be physically depicted in order to show important overlaps, adjacencies, and mutually supportive relationships. Some Land Use, Housing, Economic Development, and other recommendations and strategies are not easily depicted on the map but are included in the Implementation Priorities list. Together, the Implementation Priorities and Plan Framework Map represent the key strategic concepts and physical improvements that will influence future development of the Eastside Community Area.

Implementation Priorities and Plan Framework Map

Land Use

Strategy 1.1 (Regulatory and Policy)

Rezone areas designated as mixed-use [See **Figure 4 – Future Land Use Map**] in order to provide a mix of uses designed to support pedestrians and transit.

Strategy 2.4 (Regulatory and Policy)

Zoning decisions should permit uses that will make building preservation and rehabilitation financially attractive, such as adding additional dwellings while preserving the original building.

Strategy 3.1 (Regulatory and Policy)

Zoning map amendments and Unified Development Code (UDC) Chapter 35 amendments should implement the following principles for new development in mixed-use centers and corridors: street facing walls should include windows; primary building entrances should face a street, a street corner, or a street-oriented courtyard; and, parking should not be located between streets and buildings.

Focus Areas

Strategy 1.1 (Partnerships / Investments)

To support grassroots and local business in creating pedestrian-oriented community hubs, public investments should include combinations of street trees and landscaping, decorative lighting, public art, seating, street parking, façade revitalization, and building restoration that enhance the experience of walking, spending time, and interacting.

Strategy 3.1 (Partnerships / Investments)

Prioritize the completion and enhancement of sidewalk networks near VIA's Advanced Rapid Transit and Primo services.

Strategy 3.2 (Partnerships / Investments)

Prioritize affordable housing subsidies in the vicinity of VIA's Advanced Rapid Transit and Primo services.

Mobility

Strategy 4.1 (Regulatory and Policy / Investments / Partnerships)

Improve the first/last mile experience of transit riders by enhancing sidewalks, curb ramps, crosswalks, and bicycle facilities near VIA Metropolitan Transit transfer areas, Primo station areas, and future Advanced Rapid Transit Corridor station areas. Additional improvements to creating inviting, quality public spaces at transit stations include shade, seating, safety lighting, and public art. The location and prioritization of these investments should consider VIA's planned timeline for improving service. Based on current analysis, priority improvements areas are in the vicinity of:

- East Houston Street and Cherry Street;
- East Houston Street and New Braunfels Avenue;
- East Houston Street and Walters Street; and
- East Houston Street and Union Pacific Railroad near AT&T Center.

Amenities and Public Space

Strategy 3.1 (Partnerships / Investments)

Use green stormwater infrastructure in public street improvement projects.

Strategy 3.2 (Partnerships / Investments)

Use street trees to complement other necessary improvements for pedestrian safety and comfort when completing street projects.

Housing

Strategy 2.1 (Regulatory and Policy/Partnerships)

Identify strategies and financial tools that can help mitigate impacts of escalating property values for lower-income residents.

Economic Development

Strategy 1.1 (Regulatory and Policy / Partnerships)

Support the creation of neighborhood business improvement districts or other public-private partnerships that enable local business owners to act collectively to invest in and improve the physical environment around their establishments.

Plan Framework Map Overview

[See **Figure 3 – Plan Framework Map**]

The Plan Framework map identifies and shows the interrelatedness of key physical concepts and strategies in the plan. These include priority focus areas, mixed-use corridors, recommended streetscape improvements, enhanced trail connections, and priority mobility routes. These recommended physical improvements and investments are complemented by other supportive plan strategies related to housing, economic development, and neighborhoods.

While the Plan Framework Map represents a less detailed overview of the whole Eastside Area Plan, other plan sections, for example Land Use and Mobility, provide more detailed information, recommendations, and implementation strategies.

High Capacity Transit

Transit and pedestrian corridors are envisioned to provide easy and reliable choices for traveling to and from work, school, and key destinations using VIA Metropolitan Transit’s (VIA) planned Advanced Rapid Transit and Primo services that will connect existing routes and trail systems to employment centers such as Downtown, neighborhood centers such as the East Houston Street and Gevers Street area, and cultural or natural places such as Hemisfair and Salado Creek. Reliable and frequent transit service amidst a walkable environment improves freedom and choice, offering realistic travel options besides driving, alleviating a primary cause of congestion and placing more jobs and opportunities within reach of more Eastside Area residents. Streets, intersections, and traffic signals greatly influence transit service reliability. Dedicated transit lanes and traffic signal timing can keep transit vehicles moving in times of heavier traffic.

Mobility Hub

Mobility hubs are envisioned as nodes of mobility options, like frequent transit, shared rides, bicycling and micro-mobility. Lighting, shelters, benches, real-time travel information, accessible sidewalks and pedestrian crossings would complement the transportation options to make mobility hubs comfortable and attractive places. A mobility hub is identified at Houston Street and New Braunfels Avenue to complement VIA’s planned Advanced Rapid Transit service and Primo service.

Target Employment Areas

San Antonio will continue to implement a variety of tools, including economic incentives, workforce development, and strategic partnerships to support existing and new businesses in the community. The City’s Economic Development Department recently modified its [tax abatement program](#) (effective through December 31, 2022) to improve opportunities for community economic development. The City’s Economic Development Department will adapt economic development incentives in a way that supports communities of color and areas with high levels of poverty.

To leverage this designation as a priority incentive area, there need to be desirable locations for new businesses to locate and for existing businesses to expand. In addition to areas identified for supporting neighborhood hubs of retail goods, services and food establishments, there are four areas within the Eastside Community Area that should be targeted for public investments and improvements to increase their appeal for attracting and growing businesses that can offer higher wages and better career pathways. These areas are:

- **South of AT&T Center** – The areas designated for Regional Mixed-Use and Business/Innovation Mixed-Use. [See **Figure 4 – Future Land Use Map**]

- **Near Eastside** – The areas designated for Regional Mixed-Use on the western edge of the plan area along East Houston Street and Commerce Street, including the area around Velocity TX’s innovation hub.
- **I-35/Railway Corridor** – The Light Industrial and Business/Innovation Mixed-Use areas just south of I-35 in the northern portion of the plan area.
- **St. Philip’s College** – The areas in and around St. Philip’s College designated for employment and mixed-uses.

Historic and Present Neighborhood Commercial Nodes

The Eastside Area has an abundance of historic neighborhood commercial centers that were, and in some cases still are, home to groceries, restaurants, pharmacies, and other stores where residents accessed daily needs close to home, while having the chance to interact with neighbors. These locations are too numerous and dispersed to identify on the Focus Areas Framework Map, however they none-the-less should be considered priority locations for supporting small businesses and enjoyable public spaces.

As the Eastside Area’s population grows back toward historic levels and local entrepreneurs continue investing more in the community, some of these places may be enhanced for the benefit of local residents. The City should support these places by improving their streetscapes and directing revitalization and development related grants and incentives to pedestrian-oriented development and revitalization projects.

Establishing the Plan Framework and Recommendations

The Plan Framework includes recommendations and strategies around future land use; focus areas and mixed-use corridors for development or improvement; pedestrian, bicycle, and street improvements; amenities and public space; and priority areas to encourage mixed-use development. All sections of the Plan Framework are presented and briefly described below.

4.1. Land Use: Land Use is a foundation of this plan. One of the key goals of implementing the SA Tomorrow Comprehensive Plan is to create a future land use map for the entire city. Through carrying out sub-area plans, such as the Eastside Area Community Plan, the Planning Department will eventually create a detailed future land use map for the entire City of San Antonio.

4.2. Focus Areas: Focus areas are key areas where future investments or other improvements are desired. Mixed-use corridors are a type of focus area where different uses within the corridor are encouraged to generate activity. These mixed-use corridors are key places where there should be future improvements that encourage traveling by different modes other than car, such as walking, biking, and public transportation.

Many of the concepts within this plan are long-term and somewhat abstract. The Focus Areas section aims to take particular project ideas and ask: what particular projects could really serve as a good example for the types of developments or improvements this area would like to see in the future? While this section has detailed renderings, the specific style choices are more for illustrative purposes to show potential, rather than prescribe certain aspects of a development.

4.3. Mobility: Getting around in the future is, understandably, a key concern for future growth. This section hopes to suggest strategies and future improvements to help the area thrive in the future, instead of becoming more and more congested.

4.4. Amenities and Public Space: As the city grows, we need to ensure all communities have things that make them not only nice places to live or work, but also places where people enjoy time outdoors, cultural assets, and basic infrastructure. This section describes desired future projects or policies to make that future a reality.

4.6. Housing: In addressing future growth, there has to be a discussion of housing. This section supports the concepts within the future land use section with specific recommendations for housing in the area.

4.7. Economic Development: Future growth will also depend on economic opportunities within an area. This section describes specific recommendations around how to create an area with a thriving economy.

Public Feedback

The Eastside Area 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 Eastside Area, including future land use types, priority areas where new development may be focused, recommendations for key mobility improvements, opportunities for additional trail connections, and other “big moves” or ideas that will shape the future of the area.

At the beginning of the planning process, the project team developed an in-depth study and analysis of the Eastside Area to understand its history, development, and existing conditions. The Planning Team provided their input on the area’s existing assets, challenges and opportunities to develop a better understanding of the area and the community’s priorities and values. City staff also organized and facilitated additional stakeholder input and public outreach to capture a broad range of Eastside Area residents’ considerations. 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 Sub-Area Plan and guide growth, development, and investment in the Eastside Area. A series of draft recommendations on several topics were developed for stakeholder feedback and are reflected in the Plan.

During the second Planning Team meeting, staff presented on existing conditions and the team discussed assets, challenges and opportunities in the Eastside Area. Then the Planning Team discussed concepts for the Eastside Area Plan Vision and Goals.

The Plan Framework was then iteratively developed, based on Planning Team conversations, other public input and analysis on each of the plan sections. Multiple planning team meetings were devoted to each of the topics, allowing for initial feedback and then review of draft recommendations. Specific meetings and other public involvement activities that contributed to the development of each Plan Framework topic are summarized in the documents library of the Eastside Community Area Plan website.

Land Use

The future land use element of the plan was primarily informed by Planning Team input in Planning Team Meetings #4 and #5, and feedback received from the broader public in the 3rd and 4th Community Meetings and associated online questionnaires. Initial public input for the draft vision and goals, and other public input related to housing, economic development, and other sections of the plan also informed the future land use element of the plan.

Focus Areas

The Eastside Area Planning Team identified and discussed potential focus areas in Planning Team Meetings #2 and #3. The Planning Department invited the public to help identify focus areas and recommendations for how to improve focus areas in the 2nd and 3rd community meetings, and in the online questionnaires that served as alternative options to attending the community meetings. Then later in Planning Team Meeting #9, the Planning Team provided additional recommendations to improve focus areas.

Mobility

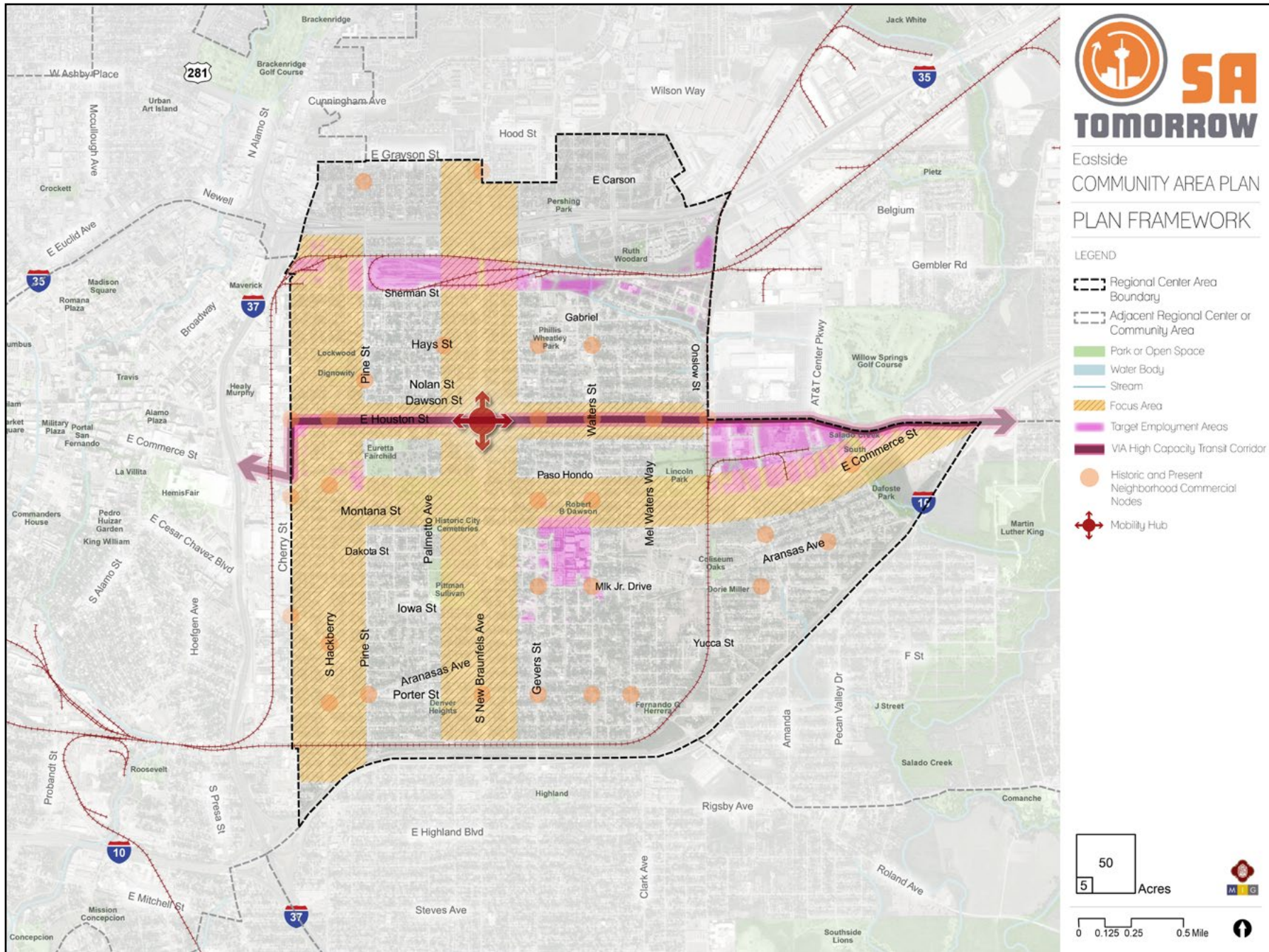
The Eastside Area Planning Team provided initial direction to inform Mobility recommendations in Planning Team Meeting #8, and reviewed and commented on draft mobility concepts in Planning Team Meeting #10. The broader public provided ideas and answered questions to inform the Mobility recommendation in Community Meeting #3. Public and Planning Team discussions directed at other topics, such as future land use, also informed the Mobility recommendations. During the process, the Planning Department also coordinated with partner agencies such as VIA Metropolitan Transit, the Alamo Area Metropolitan Planning Organization, the City of San Antonio Transportation Department and City of San Antonio Public Works Department.

Amenities and Public Space

Amenities and public space recommendations were created based on public and Planning Team input received throughout the planning process. Additionally, the 2nd community meeting and Planning Team Meeting #9 included opportunities for participants to share ideas specifically for the Amenities and Public Space section of the plan.

Housing and Economic Development

The Housing recommendations and Economic Development recommendations were primarily informed by Planning Team input in Planning Team Meetings #6 and #7, and feedback received from the broader public in the 3rd and 4th Community Meetings, and associated online questionnaires. Initial public input for the draft vision and goals, and public input related to other sections of the plan also informed the housing and economic development recommendations and strategies.



[Figure 3: Plan Framework Map]