



Far East Community Area  
Planning Team  
Meeting #4  
Housing and Economic Development

Monday, September 19, 2022  
Zoom  
3:30 – 5:30 PM



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

# Far East Community Area Project Team

- **City of San Antonio, Planning Department**

- David Powell, Project Manager

- **MIG**

- Krystin Ramirez, Project Manager

- Jonathan Tarr, Housing Subject Matter Expert

- **Economic & Planning Systems (EPS)**

- Matt Prosser, Executive Vice President



# Timeline of Meetings

**PT Meeting 1 (Apr. 25th 2022)**

Orientation; Sub-Area Plan Overview; SWOT; Vision and Goals

**PT Meeting 2 (Jul. 18th 2022)**

Confirm Vision & Goals; Land Utilization Analysis; Focus Area ID

**Community Meeting 1 (June 21st 2022)**

**PT Meeting 3 (Aug. 15th 2022)**

Land Use (Housing & Economic Development Lens) (1 of 2)

**PT Meeting 4 (TODAY!)**

Housing & Economic Development (Based on Land Use) (1 of 2)

**Community Meeting 2 (Nov. 17th 2022)**

**PT Meeting 5 (Dec. 12th 2022)**

Land Use (2 of 2), Housing and Economic Development (2 of 2)

**PT Meeting 6 (Feb. 13th 2023)**

Mobility (1 of 2)

**PT Meeting 7 (Mar. 6th 2023)**

Mobility, Focus Areas, Amenities & Public Space (1 of 2)

**Digital Design Workshop (April 10th 2023)**

**Community Meeting 3 (Week of May 23rd 2023)**

**PT Meeting 8 (Jun. 20th 2023)**

Review DDW; N'hood Profiles & Priorities; Amenities & Public Space (2 of 2)

**PT Meeting 9 (Jul. 24th 2023)**

Review of Maps; Plan Framework (1 of 2)

**PT Meeting 10 (Aug. 21st 2023)**

Plan Framework (2 of 2), Implementation Review

**Community Meeting 4 (Week of Dec. 11th 2023)**

**PT Meeting 11 (Jan. 16th 2024)**

Public Draft Review & Final Revisions, Process Feedback

# Meeting Objectives

- Review Vision & Goals
- SARA Presentation
- Review Future Land Use Feedback
- Discuss Housing & Jobs Opportunities and Challenges
- Housing & Jobs Growth Allocation Activity
  - With projected population growth in the Community Area ...
  - How will we guide the addition of housing?
  - How will we guide the addition of job centers?



# SA TOMORROW

Vision & Goals

# Draft Vision

The Far East Community Area is comprised of safe and inviting neighborhoods with diverse, quality, and affordable options for housing, dining, shopping, medical services, healthy food, and community gathering spaces, all organized around quality parks and the area's own walkable arts, entertainment and shopping district. Residents of all ages and incomes can get around easily using well-lit and well-maintained sidewalks, trails, bicycle facilities, and transit amenities lined with trees and landscaping, green stormwater treatments, and public art.

# Draft Goals (1/2)

- Improve comfort and safety throughout the area with improved lighting, signage, and enhancement of parks, trails, sidewalks, and other community assets.
- Increase access to healthy food and health care for all residents.
- Facilitate development patterns that include local employment and entertainment opportunities in one or more mixed use urban centers or arts districts that are highly walkable and connected and serve as an area destination.
- Increase equitable access to parks, open space, trails, community gathering facilities, and recreational amenities.

# Draft Goals (2/2)

- Create housing, employment, goods and services that serve, support and are accessible to a variety of income levels, age groups, and multi-generational households.
- Encourage commercial development to be less auto-oriented and more walkable and provide a greater diversity of locally serving restaurant and retail options.
- Improve comfort, safety and aesthetics throughout the Far East Area with treelined streets, other urban greening, and integration of sustainable infrastructure.
- Expand the amount and variety of multi-modal networks throughout the Far East Area.



The logo for 'SA TOMORROW' features the letters 'SA' in a bold, white, sans-serif font on the left. To its right is a circular icon with a white border, containing a stylized orange and white graphic of a city skyline with a tower and a circular arrow. To the right of the icon, the word 'TOMORROW' is written in a large, bold, white, sans-serif font. The background is split: the left side is orange with a faint city skyline, and the right side is dark grey with a large, faint circular arrow graphic.

# SA TOMORROW

Guest Presentation:  
San Antonio River Authority (SARA)  
*Karen Bishop*

**SA**



**TOMORROW**

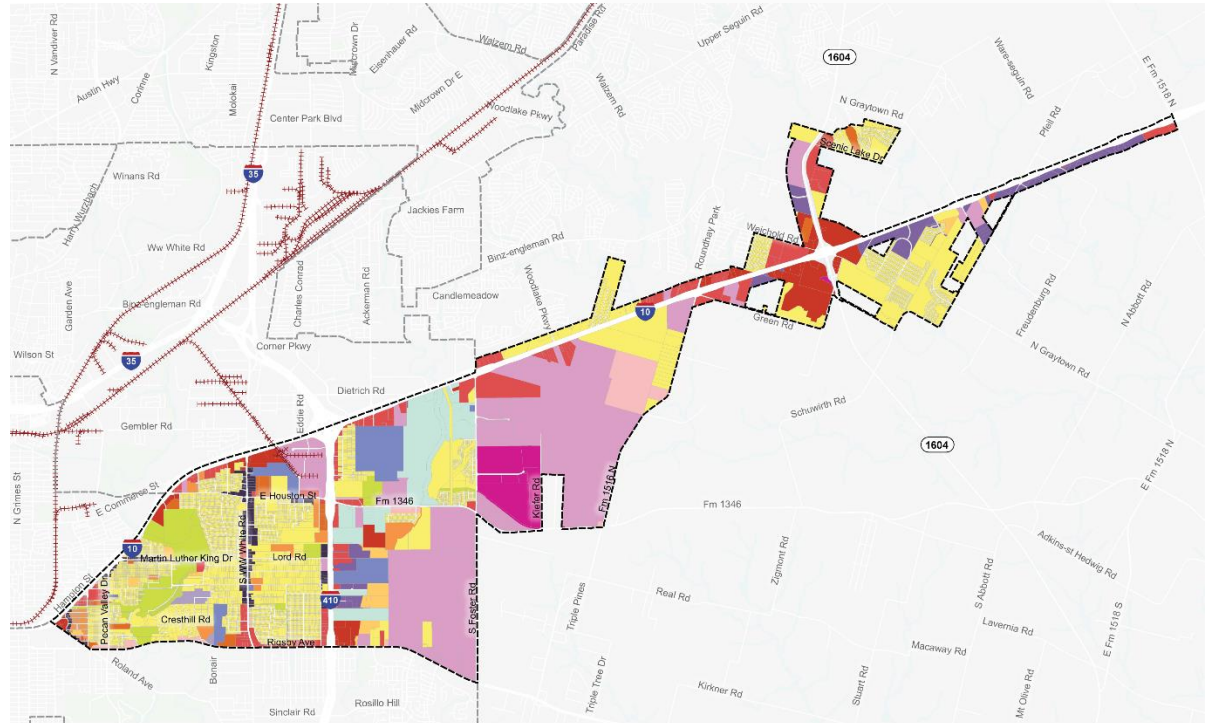
Draft Future Land Use Plan



# Draft Future Land Use Map for the Far East Community Area

## 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
- Parks and Open Spaces
- Agricultural
- Light Industrial
- Heavy Industrial



## FUTURE LAND USE

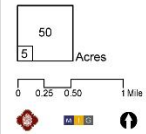
- Community Plan Area Boundary
- Adjacent Regional Center or Community Area

### Land Uses

- Low Density Residential
- Urban Low Density Residential
- Medium Density Residential
- High Density Residential

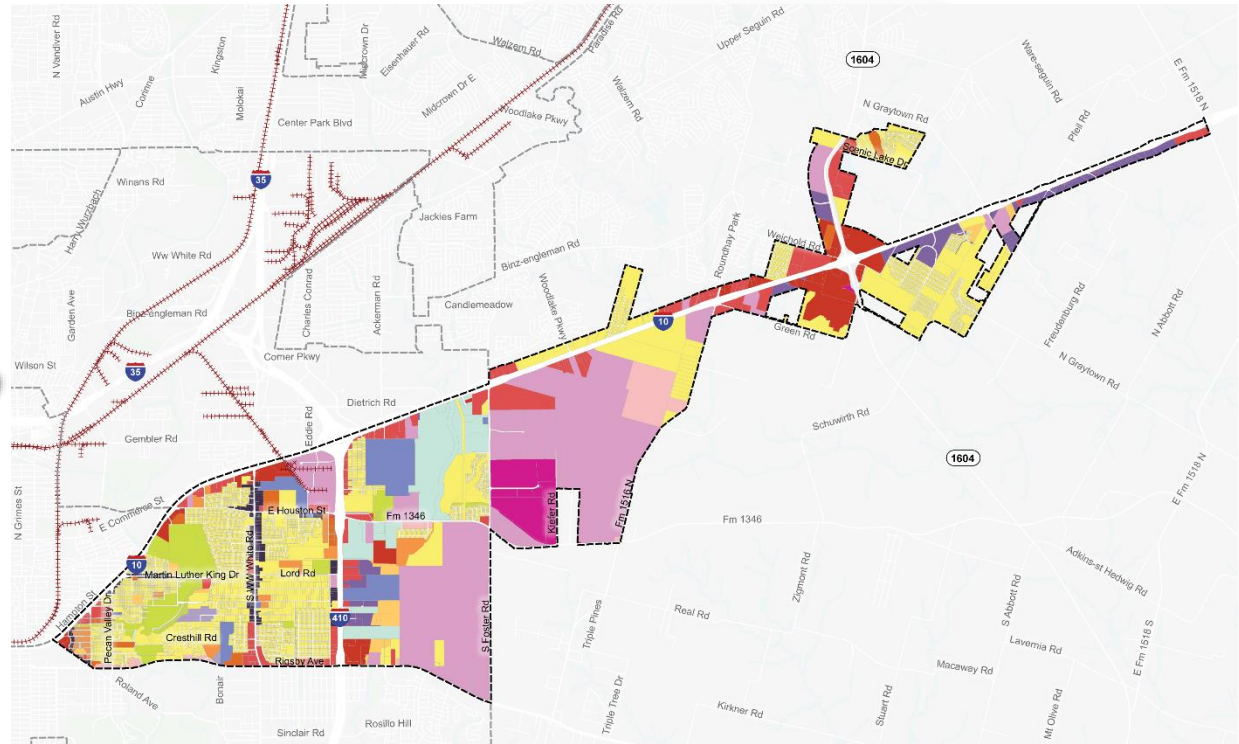
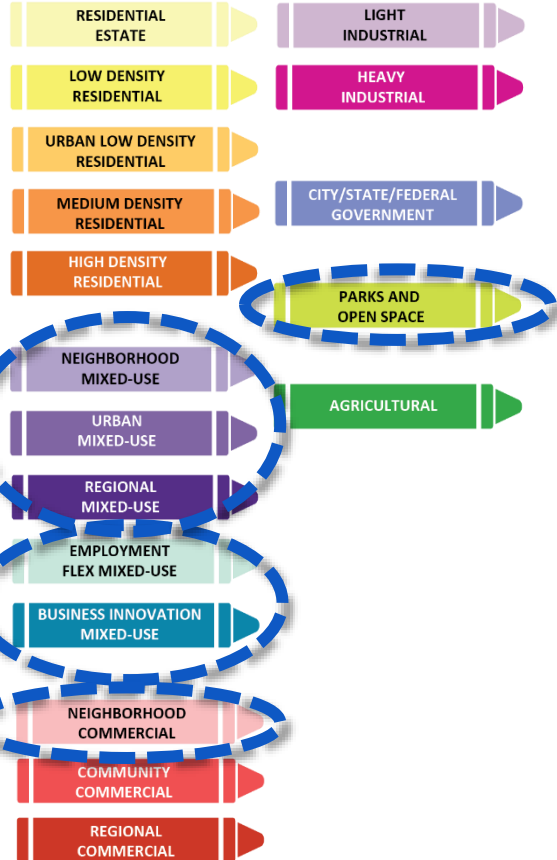
- Neighborhood Mixed-Use
- Urban Mixed-Use
- Regional Mixed-Use
- Employment / Flex Mixed-Use
- Light Industrial
- Heavy Industrial

- Neighborhood Commercial
- Community Commercial
- Regional Commercial
- City / State / Federal Government
- Parks / Open Spaces



A color-coded plan area and land use zoning regulations are established within the plan area.

# Priority Future Land Uses Identified for the Far East Community Area



## FUTURE LAND USE

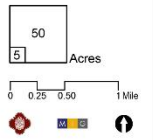
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### Land Uses

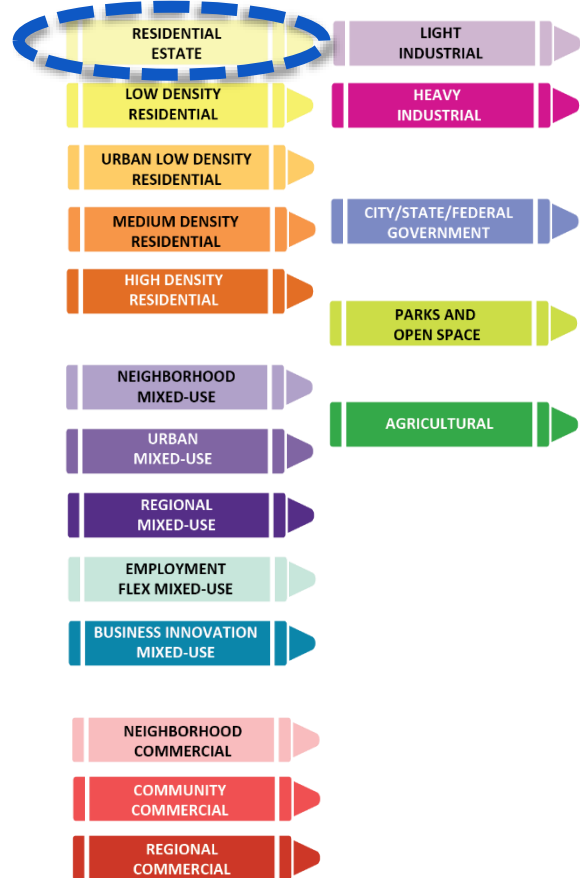
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- Neighborhood Commercial
- Community Commercial
- Regional Commercial
- City / State / Federal Government
- Parks / Open Space

A comprehensive original and final use zoning regulations or other zoning district boundaries.



# Future Land Uses Not Appropriate for the Far East Community Area



## FUTURE LAND USE

- Community Plan Area Boundary
- Adjacent Regional Center or Community Area

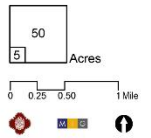
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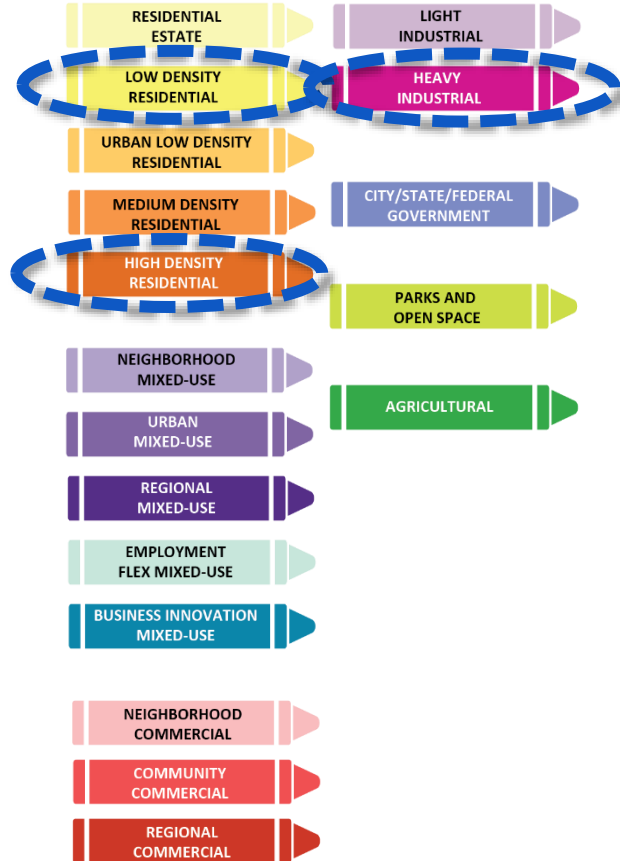
- Neighborhood Commercial
- Community Commercial
- Regional Commercial
- City / State / Federal Government
- Parks / Open Space

A comprehensive original and all use zoning regulations are established zoning district boundaries.



# Future Land Uses We Do NOT Need More of for the Far East

## Community Area

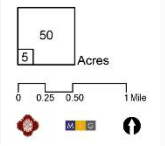


### FUTURE LAND USE

- Community Plan Area Boundary
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- Land Uses**
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  - Light Industrial
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- Neighborhood Commercial
  - Community Commercial
  - Regional Commercial
  - City / State / Federal Government
  - Parks / Open Space
- A comprehensive original land use zoning regulations or set of zoning district boundaries.

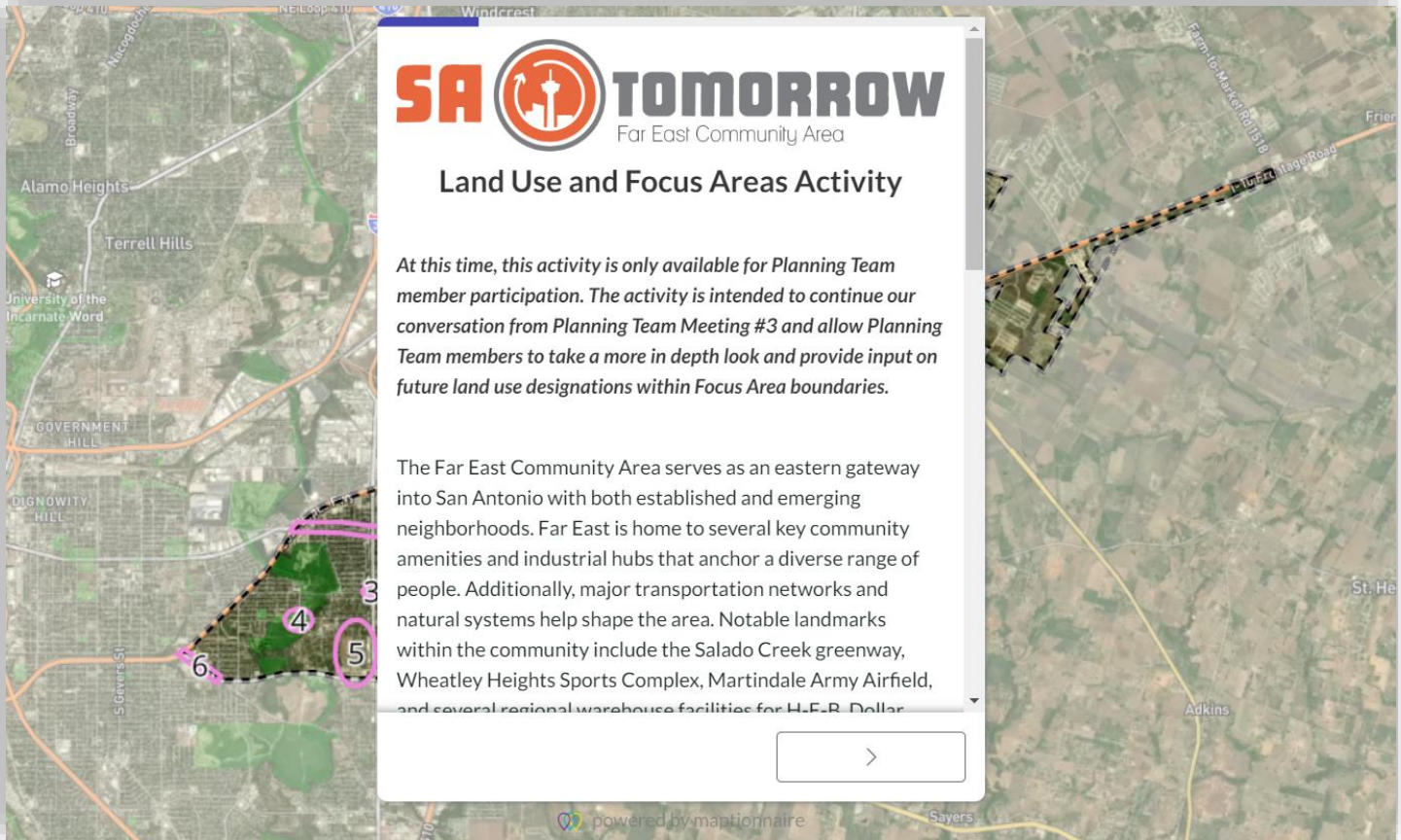


# SA TOMORROW

Planning Team Land Use Activity



# Land Use Activity



**SA TOMORROW**  
Far East Community Area

## Land Use and Focus Areas Activity

*At this time, this activity is only available for Planning Team member participation. The activity is intended to continue our conversation from Planning Team Meeting #3 and allow Planning Team members to take a more in depth look and provide input on future land use designations within Focus Area boundaries.*

The Far East Community Area serves as an eastern gateway into San Antonio with both established and emerging neighborhoods. Far East is home to several key community amenities and industrial hubs that anchor a diverse range of people. Additionally, major transportation networks and natural systems help shape the area. Notable landmarks within the community include the Salado Creek greenway, Wheatley Heights Sports Complex, Martindale Army Airfield, and several regional warehouse facilities for H-E-B, Dollar

powered by maptionnaire



# Land Use Activity

## SA Tomorrow Land Use Categories

Before you dive into providing Future Land Use recommendations, let's revisit the land use categories. Feel free to come back and reference this page any time during the activity.

Note that the information you enter on the following pages will not be erased if you come back to visit this page.



High Density Residential  
Medium Density Residential  
Urban Low Density Residential  
Low Density Residential  
Residential Estate

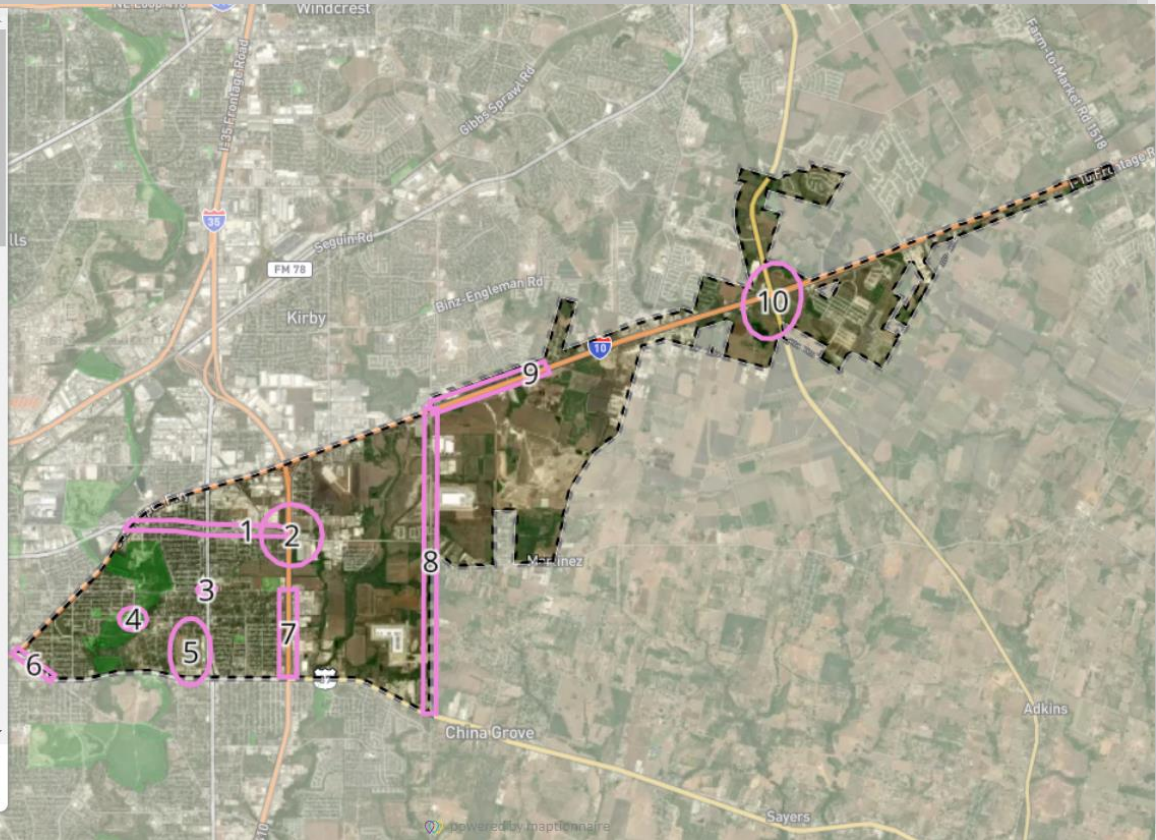
**LAND USE CATEGORIES**

**RESIDENTIAL**



- Includes houses and apartments and everything in between
- Different categories are used to describe the **density of dwelling units**
- Where people live

[CLICK HERE FOR RESIDENTIAL LAND USE CATEGORIES](#)




# Land Use Activity

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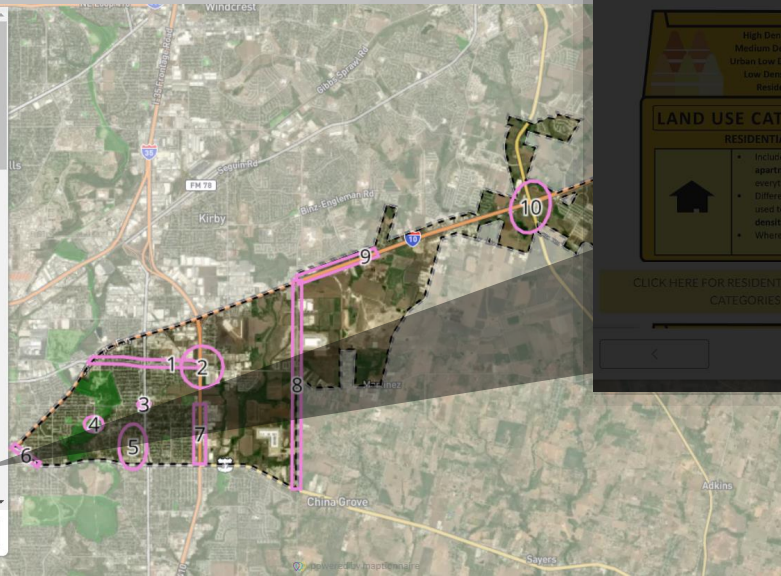
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[CLICK HERE FOR RESIDENTIAL LAND USE CATEGORIES](#)

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### LAND USE RESIDENTIAL ESTATE

This category includes large lot single-family detached houses and should be located away from major arterials. Residential Estate can include certain nonresidential uses such as schools, places of worship, and parks that are centrally located for convenient neighborhood access.

Examples of Development Types:

- Large Lot Single-Family Detached Houses
- Conservation Subdivisions
- Individual Estate-Sized Lots



### LAND USE LOW DENSITY RESIDENTIAL

This category includes single-family detached houses on individual lots and 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.

Examples of Development Types:

- Single-Family Detached Houses
- Manufactured Houses
- Modular Houses



Done ✓

# Land Use Activity

## Future Land Use Activity: Focus Areas

Now here is the fun part! The map on the side shows all of the focus areas we discussed in Planning Team Meeting #3. Use the Land Use Designation pins below to identify where appropriate, desired, and needed future land use designations should go within the focus areas.

### Instructions:

You can zoom in and out of the map using the +/- buttons on the right and move around the map using your mouse or buttons on the map.

To view the future land use map, choose it from the layer menu at the top right of the map screen.

*Note: In later exercises we will explore the appropriate, desired, and needed future land use designations outside of these focus area boundaries.*

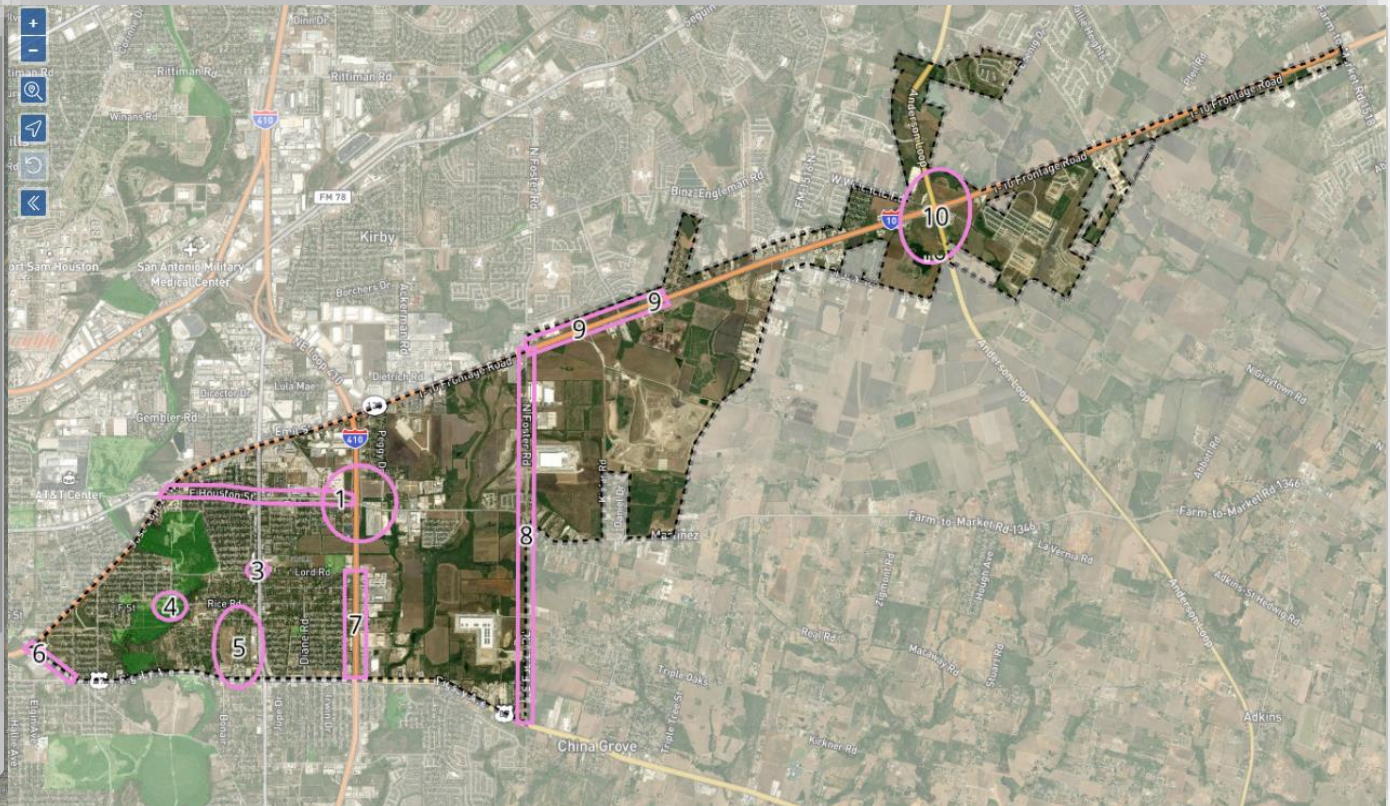
Indicate the changes you would like to see by using the colored pins below

Residential 🏠

Commercial 🏢

Mixed-Use 🏡

Industrial 🏭



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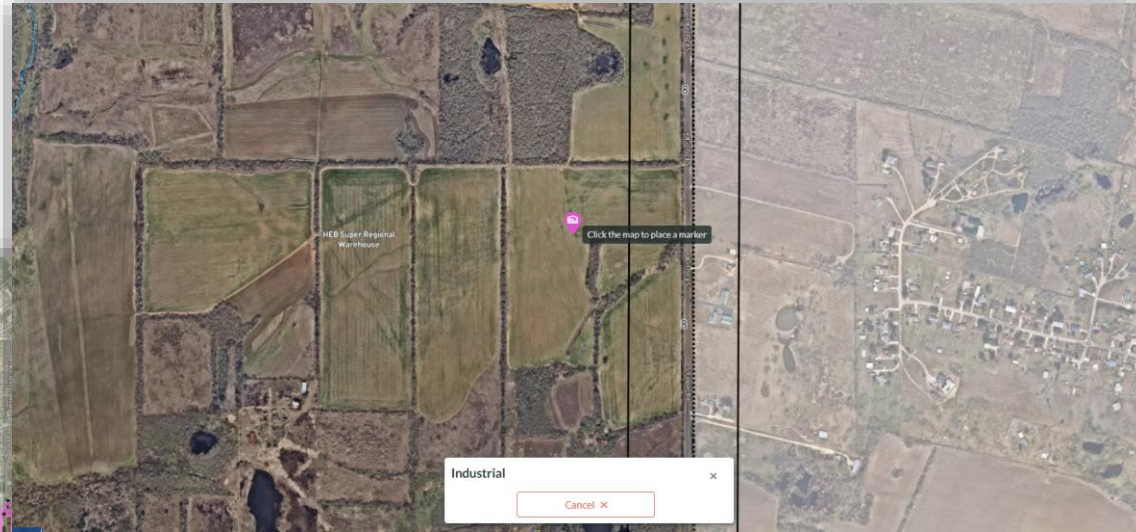
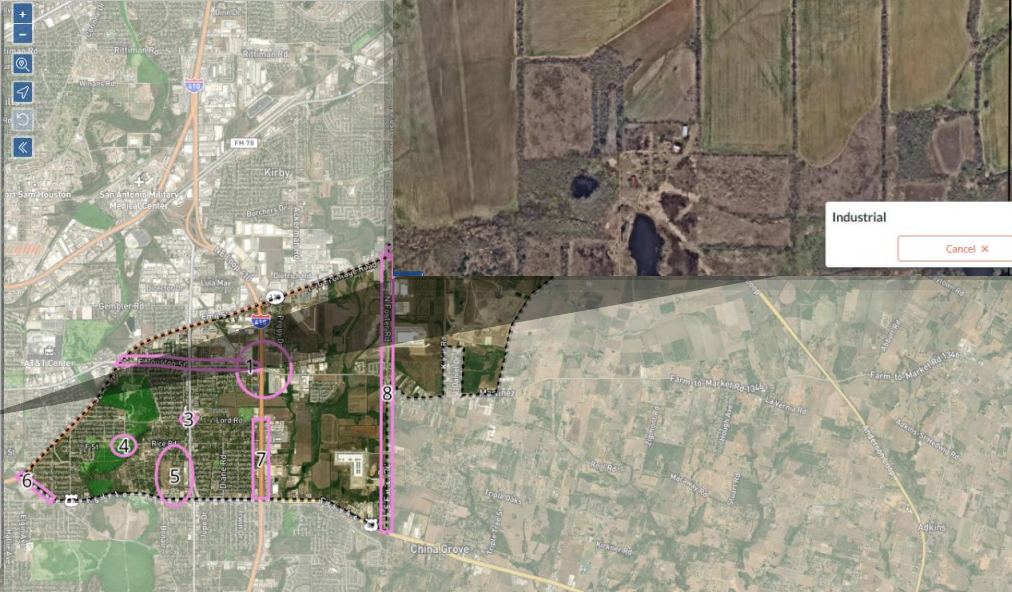
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Industrial 🏭



Industrial ×  
Cancel ×

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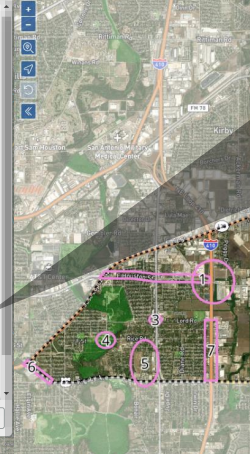
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Indicate the changes you would like to see by using the colored pins below

- Residential
- Commercial
- Mixed Use
- Industrial



### Industrial

Select the Industrial Land Use Category you want at this location:


Agricultural

#### LAND USE AGRICULTURAL

This category includes crop agriculture, ranching, and related agribusiness practices. Single-family detached houses, detached accessory dwelling units, and limited commercial uses are permitted.

Examples of Development Types:

- Crop Agriculture
- Ranching
- Related Agribusiness Practices
- Landscape Nurseries




Light Industrial



#### LAND USE LIGHT INDUSTRIAL

This category 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 Development Types:

- Furniture Wholesalers
- Food Processing



Delete  Done 

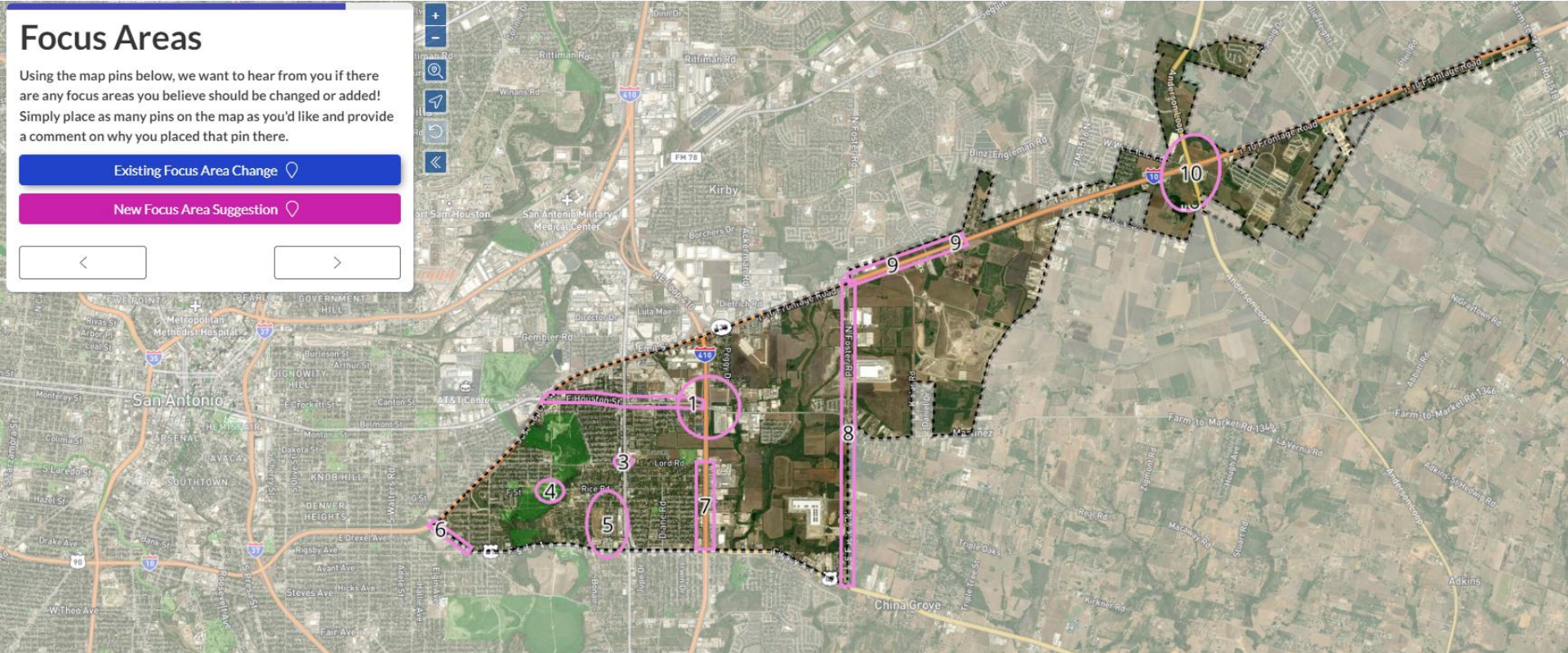
# Land Use Activity

## Focus Areas

Using the map pins below, we want to hear from you if there are any focus areas you believe should be changed or added! Simply place as many pins on the map as you'd like and provide a comment on why you placed that pin there.

Existing Focus Area Change

New Focus Area Suggestion

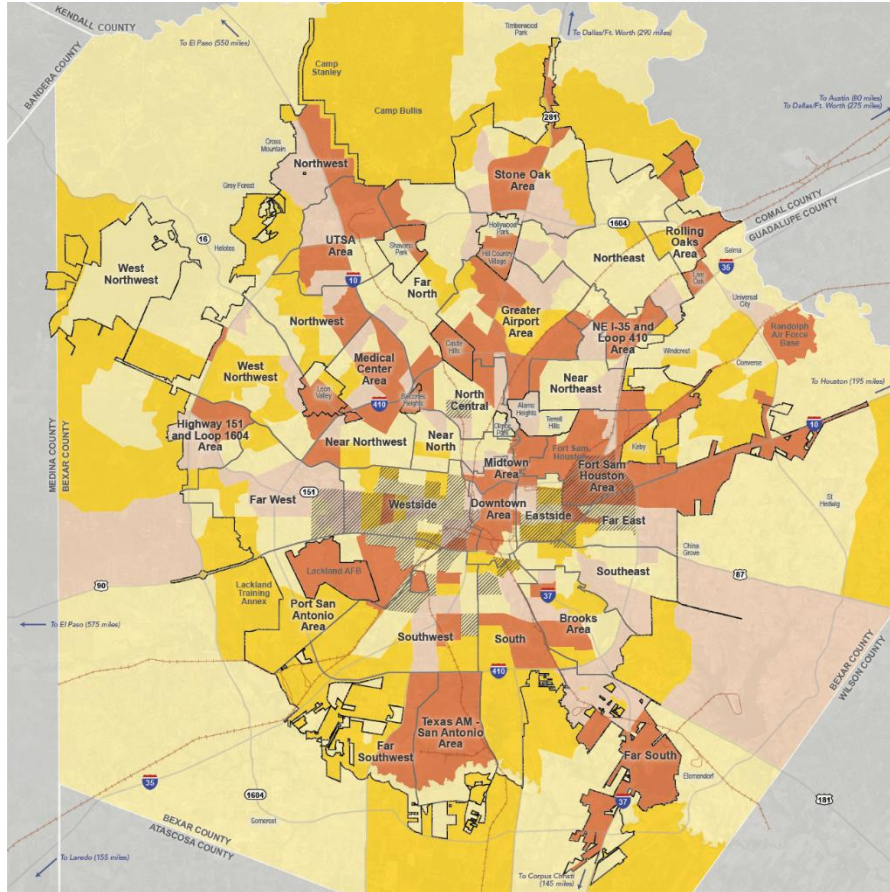


# SA TOMORROW

Equity Atlas: Employment Access



# Equity Atlas: Employment Access Map



## LEGEND

- City Boundary
- Planning Sub-Area Boundary
- Major Highway
- Rail Line

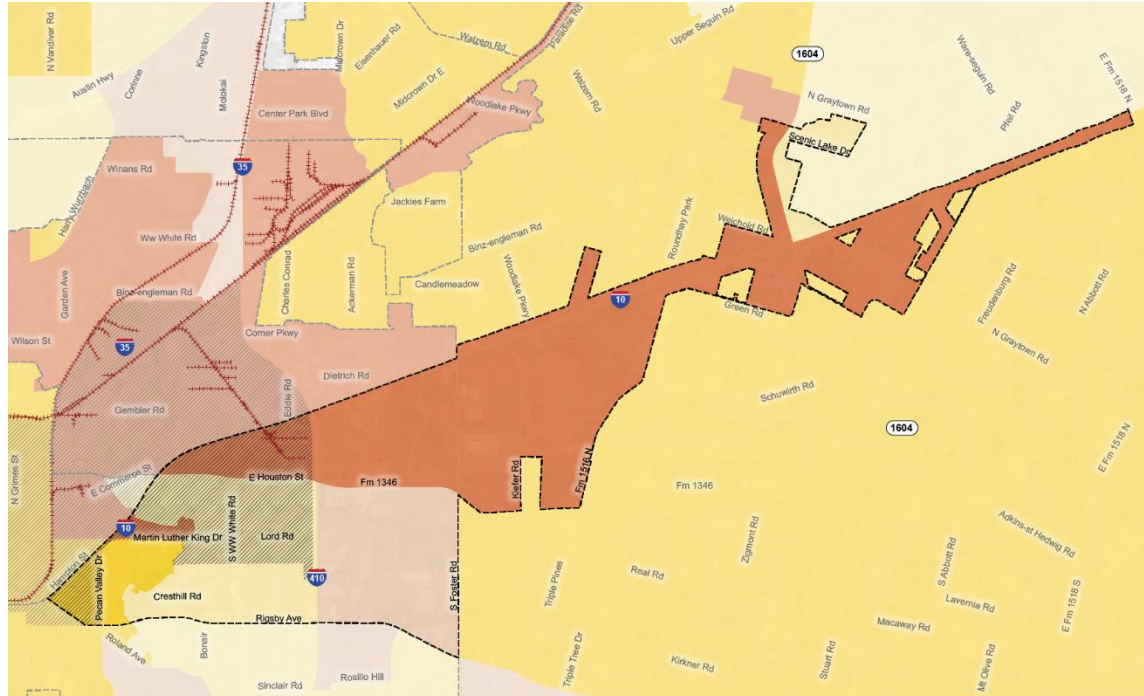
## Employment Access

- More than 2 Jobs for every 1 Household (>2:1)
  - Between 2 Jobs for every 1 Household and 1 Job for every 1 Household (2:1-1:1)
  - Between 1 Job for every 1 Household and 1 Job for every 2 Households (1:1-1:2)
  - Less than 1 Job for every 2 Households (<1:2)
- \* Lowest 20% Median Household Income and Highest 20% People of Color

\*Includes all population that does not self-identify as "White, Non-Hispanic" and includes all Hispanic/Latinx population regardless of race.



# Equity Atlas: Employment Access Map



## EMPLOYMENT ACCESS

- Greater Airport Area Boundary
- Adjacent Regional Center or Community Area
- Railroad Line

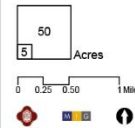
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- \* Lowest 20% Median Household Income and Highest 20% People of Color



**SA**



**TOMORROW**

Housing and Economic Development



# Population and Housing

Total Population (2021) | **19,800**  
Total Households (2021) | **7,060**



Average Household Size

**2.77 persons**

2.69 - City of San Antonio Average



Median Age

**37.8 years**

34.5 years - City of San Antonio Average



Average Household Income

**\$47,668**

**33% lower** than City of San Antonio



Race and Ethnicity

**47%** Hispanic-origin



**Annual Population Growth | 2010-2021**



**Annual Household Growth | 2010-2021**

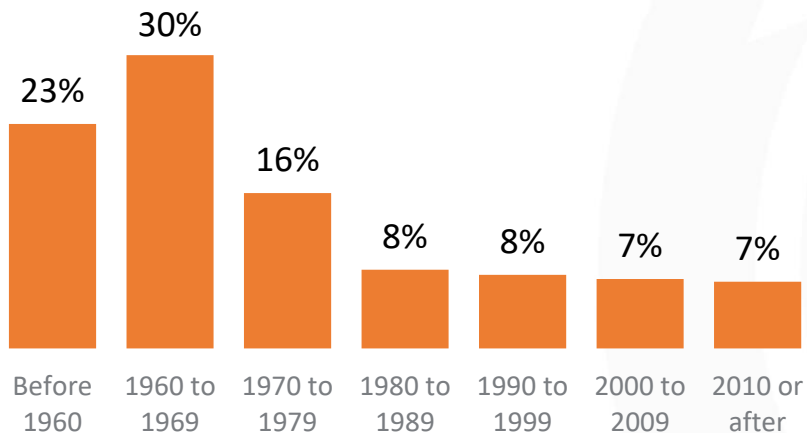


The Far East Community Area has larger average household sizes than the City, and households have lower household incomes than the City overall.

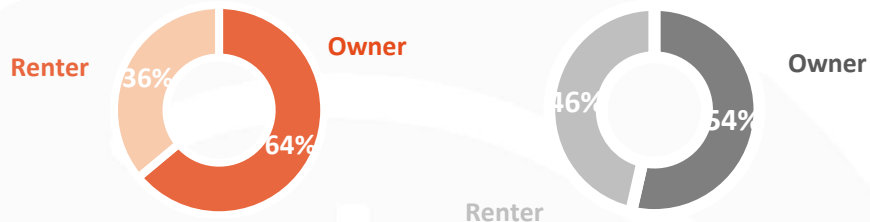
# Housing Conditions

Total Housing Units (2022) | **9,051**

## Age of Housing Stock



## Housing Tenure



**36%** of occupied housing units are **rented**  
**46%** City of San Antonio Average

## Units in Structure

**79%** of all housing units are single-family detached homes  
**62%** City of San Antonio average

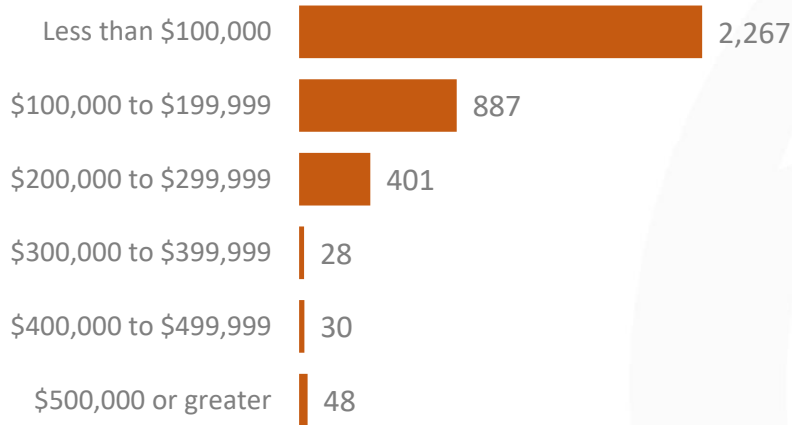
The housing stock is largely single-family homes. Most homes were built prior to 1980.

# Housing Accessibility and Affordability



## Owner-Occupied

**62%** of homes are valued less than \$100,000



Average home listing price is around **\$192,153**  
(78220 zip code)

City of San Antonio is around **\$301,000**

**58%** of Far East homeowners do not have a mortgage

**37%** Bexar County average



## Owners Cost Burden

**26%** of homeowners are **cost burdened**, paying more than 30% of income towards housing

# Housing Accessibility and Affordability



## Renter-Occupied

Average rent for apartments in the Far East Area is **22%** less than the County average (CoStar data)



Housing in the Far East Community Area is generally less expensive than the county-wide average

**77%** of rentals are **affordable** to a household earning the Citywide median income of **\$52,361** (Census data)

Since 2010, average monthly rents have increased by **\$224, less** than the County overall

# Employment

Total Employment (2021) | **9,110**



Largest Employment Sectors

## Retail and Wholesale Trade

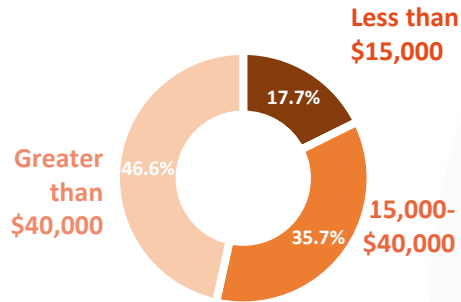


# Workforce



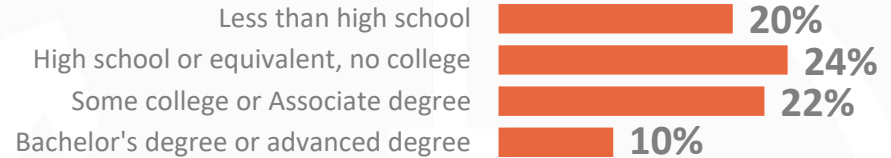
## Wage Distribution

**47%** of workers earn more than \$3,333 per month (\$40,000 annually)



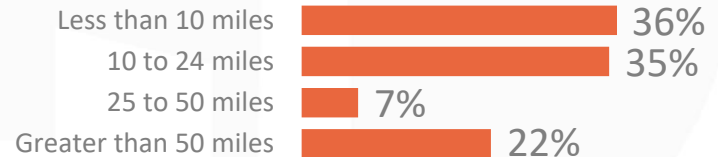
## Education (2019)

**32%** of workers have some college or higher



## Commuting Patterns (2019)

**3% of workers live in the plan area**





# Real Estate Conditions

## Commercial and Industrial Development



**Office** | Limited Inventory

**109,616** sq. ft.

0 net new since 2012

**16.1%**

vacancy rate

**10.8%** Bexar County average



**Retail** | Large Inventory

**1.9 million** sq. ft. **2.8%**

**126K new development** since 2012

vacancy rate

**4.1%** Bexar County average



**Industrial** | Large Growth

**11.3 million** sq. ft.

**8 million sf new construction** since 2012

**2.5%**

vacancy rate

**4.8%** Bexar County average



**Hotel** | Potential for New Entrants

**12** hotels, **769** rooms

1 built since 2012

# Housing Types and Affordability



Average Rental Rates for New Apartments =  
\$850 to 1,300 per month (rent restructured to  
60% of AMI)



Average Home Price for New Home  
= \$235,000 to \$425,000

# Typical Jobs/Wages and Affordability

Occupation	Average Annual Wage	Est. HH Income	Affordable Rent (based on wages)	Affordable Home Price (based on wages)
Production Workers	\$36,283	\$51,126	\$907	\$123,361
Waiter/Server	\$21,860	\$30,803	\$547	\$74,324
Retail Salesperson	\$27,970	\$39,412	\$699	\$95,098
Light Truck/Delivery Services Drivers	\$40,000	\$56,364	\$1,000	\$136,000
<b>Average for Area</b>		<b>\$47,668</b>	<b>\$1,274</b>	<b>\$162,071</b>

Source: US BLS; EPS

**SA**



**TOMORROW**

Growth Allocation Activity

# Housing Allocation



## Single Family Detached

- Est. of 700 units
- 1 piece = 100 units
- 20 acres per piece

Piece Color is **green**

- 7 pieces to allocate



## Attached/Townhomes

- Est. of 200 units
- 1 piece = 100 units
- 8 acres per piece

Piece Color is **red**

- 2 pieces to allocate



## Garden Multifamily

- Est. of 700 units
- 1 piece = 100 units
- 6 acres per piece

Piece Color is **gold**

- 7 pieces to allocate



## Urban Multifamily

- Est. of 200 units
- 1 piece = 100 units
- 3 acres per piece

Piece Color is **orange**

- 2 pieces to allocate

# Employment Allocation



## Retail

- Est. 800 jobs
- 1 piece = 200 jobs
- 2 acres per piece

Piece Color is **red**

- 4 pieces to allocate



## Industrial/Flex

- Est. 2,000 jobs
- 1 piece = 200 jobs
- 5 acres per piece

Piece Color is **grey/black**

- 10 pieces to allocate



## Office/Education/Health

- Est. 400 jobs
- 1 piece = 200 jobs
- 1 acre per piece

Piece Color is **blue**

- 2 pieces to allocate



## Hospitality/Entertain.

- Est. 800 jobs
- 1 piece = 200 jobs
- 1.5 acres per piece

Piece Color is **pink**

- 4 pieces to allocate

**SA**



**TOMORROW**

Next Steps



# Next Steps

- Maptionnaire Activity
- Community and Planning Team Outreach
  - Microsoft Form and Availability
- Next Planning Team Meeting(s):
  - Community Meeting #2 –November 17, 2022, 5:30 PM – 7:30 PM, Location TBA
  - Planning Team Meeting #5 (Refine Land Use, Housing & Economic Development) –December 12<sup>th</sup>
- Questions?
  - David Powell, City of San Antonio
  - [David.Powell@sanantonio.gov](mailto:David.Powell@sanantonio.gov)
  - (210) 207-0244





**Far East Community Area  
Planning Team  
Meeting #4  
Housing and Economic Development**

**Monday, September 19, 2022  
Zoom  
3:30 – 5:30 PM**



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