



NORTH CENTRAL

COMMUNITY AREA PLAN

Planning Team Meeting 4 Summary | Housing & Economic Development



PLANNING TEAM MEETING 4 SUMMARY

1. Date, Time, Location

- Date: June 4, 2025
- Time: 5:30 – 7:30 p.m.
- Location: Virtual

2. Attendees

Attendees consisted of City of San Antonio staff and North Central Community Area Plan Planning Team members. Planning Teams consist of a wide variety of stakeholders from the North Central area including neighborhood associations, residents, business owners, community leaders, employers, and major institutions.

PLANNING TEAM

- Antonio Frietze - Oblate School of Theology
- Art Veliz - Shearer Hills/Ridgeview Neighborhood Association
- Betty Eckert - Olmos Park Terrace Neighborhood Association
- Deniff Lara - Project Transformation
- Isaac Levy - COSA Transportation Department
- Jamie Hoppe - The Dogfather
- Jessica Sifuentes - VIA Metropolitan Transit
- LJ Chambers Lawson - Council District 1
- Patrick Curel - Dogfather
- Veronica Ibarra - VIA Metropolitan Transit

STAFF

- Jacob Howard - CoSA Planning Department, *Project Manager*
- Chris Ryerson - CoSA Planning Department
- Jay Renkens - MIG
- Marco Hinojosa - MIG
- Matt Prosser – EPS

3. Meeting Purpose & Agenda

The purpose of the meeting was to discuss housing and economic development in the area. During the meeting, the Planning Team identified challenges and barriers related to housing and participated in a SWOT analysis focused on economic development in the North Central. This was the first of two Planning Team meetings dedicated to housing and economic development.

AGENDA

- Welcome and Introductions
- Housing and Jobs Opportunities / Challenges Presentation
- Housing and Jobs Mentimeter Online Survey / Poll
- Housing & Jobs Activity
- Presentation of the Preliminary Working Draft Land Use
- Next Steps / Meeting Adjourned

4. Housing and Jobs Opportunities / Challenges Presentation

The project's housing and economic development consultant, EPS, provided a high-level overview of existing conditions in the plan area related to housing and economic development. The presentation included summary statistics on recent changes in population, households, and housing units, as well as demographic information such as age, household size, and tenure, and the percentage of renters versus owners. Additional data highlighted the condition of the local housing stock and trends in affordability. Employment information shared in the presentation included statistics on the size of the area's employment base, common job types and key industries, and estimated wages for local workers.

[For the full presentation that includes all the statistics presented see the presentation slides attached at the end of this summary.]

5. Housing and Jobs Mentimeter Online Survey / Poll

The first activity participants engaged in was a digital poll conducted through the online platform Mentimeter. Planning Team members could access the poll by following a link shared in the meeting chat or by scanning a QR code to participate using a mobile device. Two questions were asked: *What housing types could your area use more of? (Select up to four,)* and *What are the attractive/positive attributes about housing in the North Central Community Area?*

WHAT HOUSING TYPES COULD YOUR AREA USE MORE OF?

- Mixed-Use Buildings.....75%
- Senior Housing/Assisted Living.....63%
- Apartments.....50%
- Student Housing.....50%
- Townhomes.....50%
- Duplexes/Triplexes/Fourplexes.....38%
- Single-Family Homes.....38%
- Tiny Homes/ADU.....13%

WHAT ARE THE ATTRACTIVE/POSITIVE ATTRIBUTES ABOUT HOUSING IN THE NORTH CENTRAL COMMUNITY AREA

- *Maturity, character*
- *Centrally located between 2 Regional Centers (Downtown and Medical Center)*
- *Location and accessibility to the rest of the city*
- *Generally affordable*
- *Central*
- *Entertainment and shopping at North Star Mall and Park North*
- *The availability of large homes*
- *Lots of middle housing types e.g. duplexes, triplexes, quads*
- *Cheaper rent. Housing close to schools*
- *Proximity to the airport*
- *Establishment neighborhoods*
- *Proximity to boutique healthcare, ambulatory surgical centers, and specialty clinics*
- *Great food places!*
- *Diversity in though and demographics*
- *Lots of apartments include playgrounds and pools*
- *Townhomes*

6. Housing and Jobs Activity

Planning Team members were randomly assigned to two breakout groups, each facilitated by a staff member and a designated note taker. During the breakout sessions, participants were asked to discuss four economic development questions presented in a SWOT analysis format. Following this discussion, they addressed two housing-related questions. Due to time constraints, only three of the four economic development questions were discussed by each group.

Responses were recorded on a virtual Mural Board, either as notes or on a map of the plan area. Figures 1 through 5 show responses captured as notes. The full Mural Board is included at the end of this summary and contains all notes and comments left on the maps.

ECONOMIC SWOT DISCUSSION

- What are our community's existing economic assets?
(e.g., industries, institutions, workforce skills)?
- What challenges do businesses face in your community?
- What types of businesses would you like to see more of in your community? / Where would you like to see them?
- What challenges could existing local businesses face over the next 5–10 years if current trends continue?

HOUSING DISCUSSION

- What housing challenges exist?
- What barriers are there to desired housing types?

FIGURE 1:
RESPONSES TO QUESTION:
What are our community's existing economic assets
(e.g., industries, institutions, workforce skills)?

		Main thoroughfares have huge opportunities - esp. San Pedro and Blanco	Large arteries have great growth potential	Proximity to the Medical Center Regional Center	Good places to eat, esp. Dogfather	There are some daycares	Nice parks	Love our HEB	Missing middle housing (duplexes, triplexes, quads, cottages, etc.)
Not a barrier, but I think the Michoacana and the medical center bring a lot of attraction too. It definitely makes our area more unique. I know a lot of people travel to this side of town just for that									

FIGURE 2:
RESPONSES TO QUESTION:
What challenges do businesses face in your community?

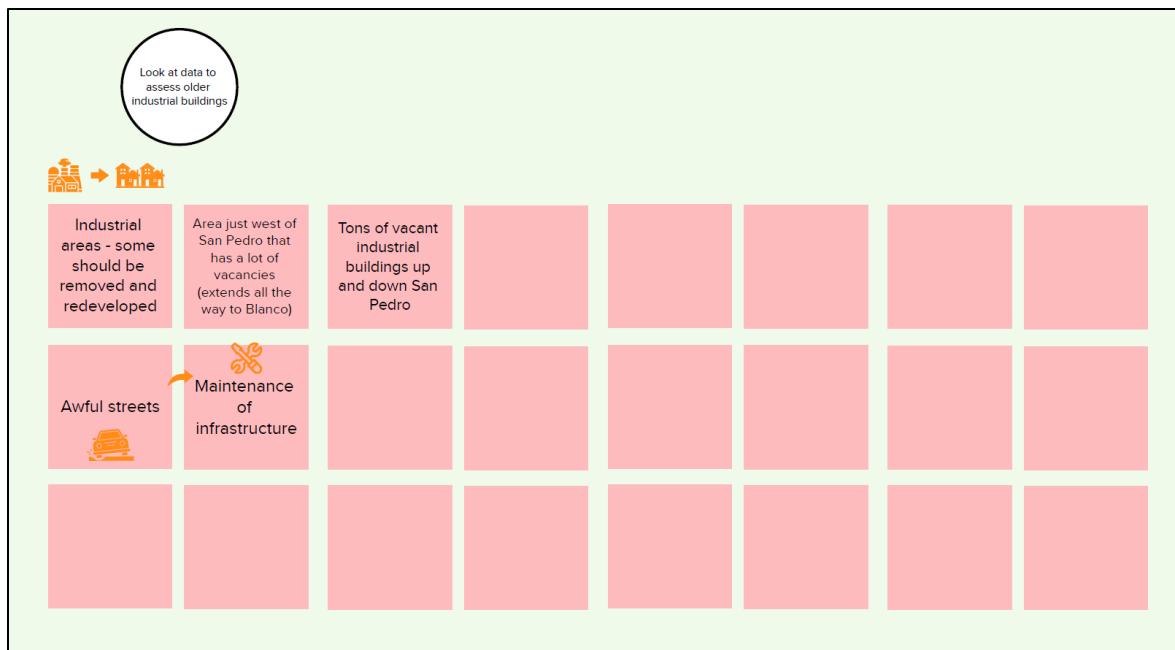


FIGURE 3:
RESPONSES TO QUESTION:
What types of businesses would you like to see more of in your community? /
Where would you like to see them?

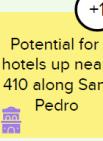
	Pearl-like mixed use area	Increase school population with new housing	Immense opportunity for improvement and growth	Opportunities to redevelop used car lots	Low value properties and uses along arteries (esp. San Pedro)	 +1 Potential for hotels up near 410 along San Pedro		More boutiques	Restaurants with outdoor dining
	Fitness centers and activity centers	 Increased access to healthy food options	 Family-oriented businesses and amenities	 More amenities and destinations for young adults	 Wine bar	 Make the area more walkable with more destinations to walk to		Neighborhood shopping centers and "main streets"	Create a hub that is tied to the community
	Pickleball and other activities that appeal to young people	 Access to walkable places	 Rehab of older hotel and motel properties						

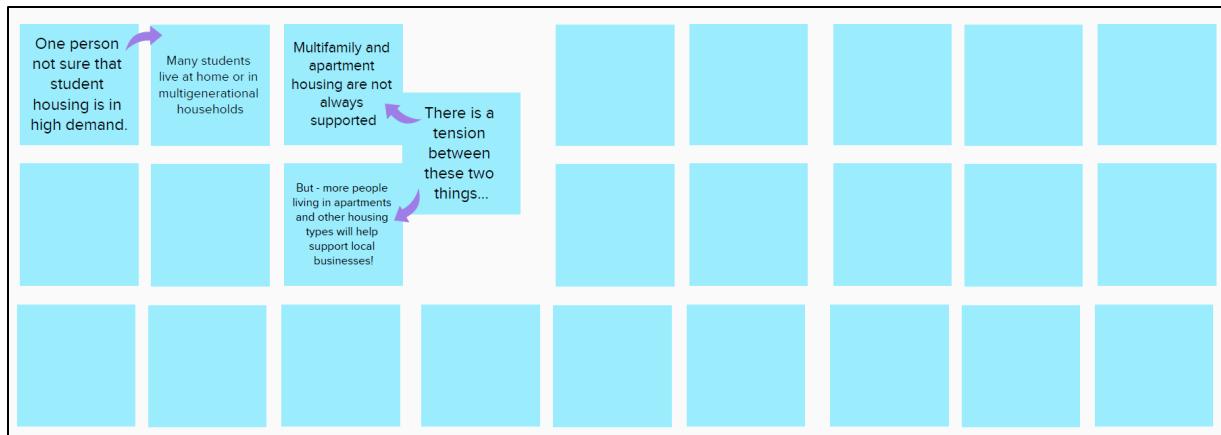
FIGURE 4:
RESPONSES TO QUESTION:
**What challenges could existing local businesses face over
the next 5–10 years if current trends continue?**



FIGURE 5:
RESPONSES TO QUESTION:
What housing challenges exist?

 Houses in general are older - low rents are due to older housing stock	 Landlords don't always keep properties up	 Investors buying houses - unpermitted remodels (need more enforcement)	 A lot of flipping of 2K - 2.5K square foot homes (a lot of turnover)	 Investors pricing homes too high > end up renting them	 High concentration of rehab/recovery housing (permitted by the state)	 Rehabilitation		
 Increased draught and heat is leading to cracked foundations	 High repair costs are difficult for lower income HHs	 Major and minor home repairs that homeowners can't get loans for or tap into home equity for	 Qualifications for public homeowner support programs e.g. roof repairs, HVAC, foundation repairs, bathroom remodels, etc.	 Abandoned lots - how do we get something to happen on them	 Adult group homes/ sobriety housing			
		 Green amenities - Need trees and other vegetation to be well maintained so that we can avoid tree rot and the loss of the many benefits of having mature trees	 Vacant property concerns with primary lienholders like HUD who are not moving fast enough to foreclose	 Abandoned homes				

FIGURE 6:
RESPONSES TO QUESTION:
What barriers are there to desired housing types?

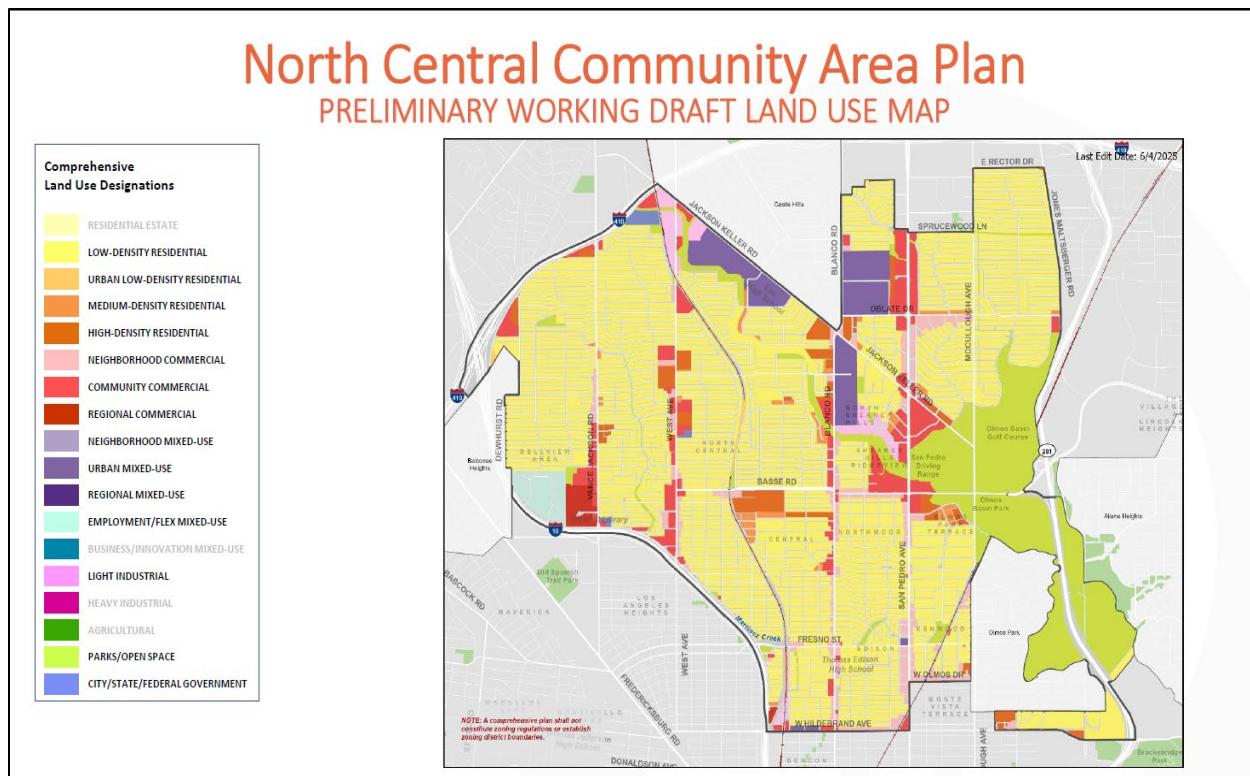


7. Presentation of the Preliminary Working Draft Land Use

Following the discussion on housing and economic development, the Preliminary Working Draft Land Use Map was presented to the Planning Team (see Figure 6). Staff reviewed the currently applied future land use designations and zoning to determine where SA Tomorrow land use categories most closely align with past planning efforts in the area.

This draft will serve as the basis for public feedback during upcoming land use workshops, which will be hosted for Planning Team members. A revised draft is expected to be presented to the community in the fall at Community Meeting 2. Changes to this draft are anticipated.

FIGURE 7:
PRELIMINARY WORKING DRAFT LAND USE MAP



8. CONTACT INFORMATION

Jacob Howard, Project Manager, San Antonio Planning Department

Email: Jacob.Howard@sanantonio.gov

Phone: (210) 207-5441



North Central Community Area Plan Planning Team

Meeting #4

Wednesday, June 04, 2025

Virtual via Zoom

5:30-7:30 PM



MIG

Cambridge Systematics, Inc.

Bowbe

Economic & Planning Systems, Inc.

Auxiliary Marketing Services

Mosaic Planning and Development Services

Worldwide Languages

Able City

How to Use Zoom



**Unmute/Mute**

Please stay on mute unless you have something you want to say. The facilitator may mute you if there is noise on your line.

Video on/off

It is useful to be able to see each other, please use video if you are able and comfortable.



Audio



Video

Participants

Chat

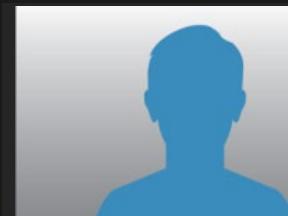
React

Show captions

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Mute indication

Unmute at bottom left or at the top right of your picture

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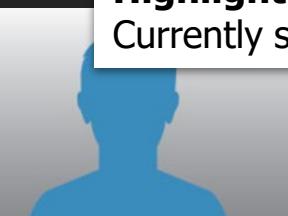
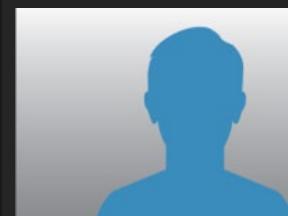


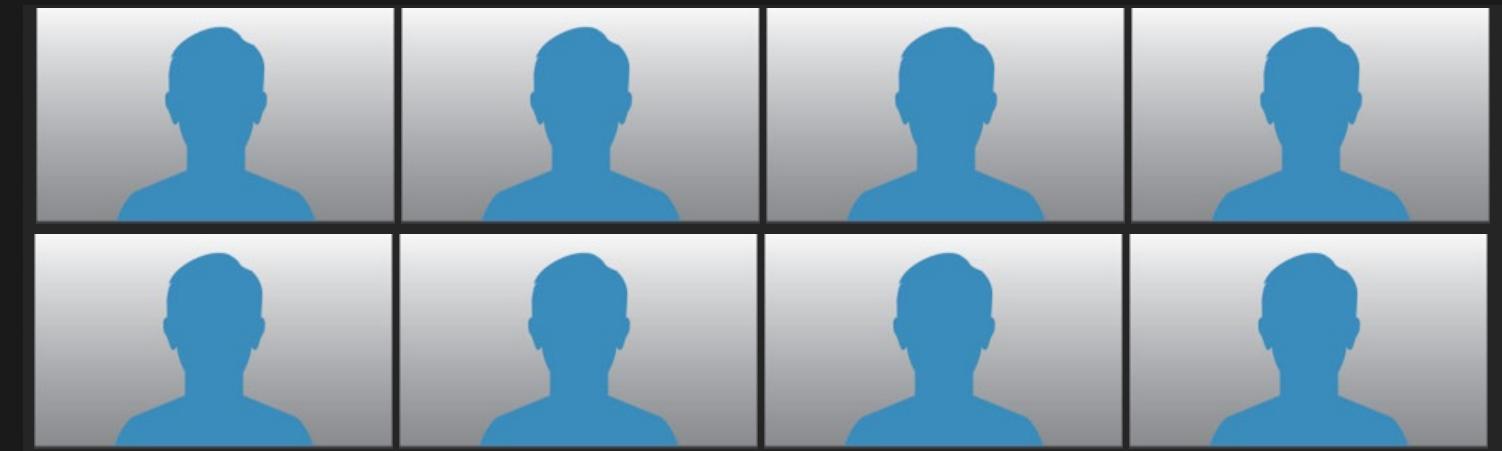
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Click the three dots and select change your name

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Currently speaking

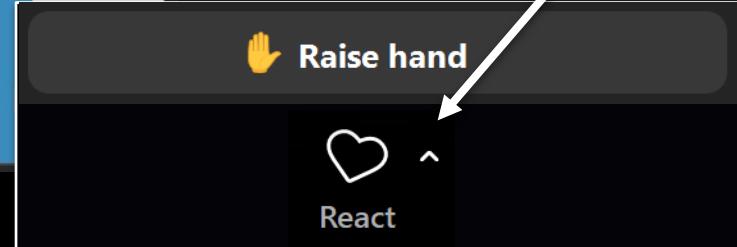
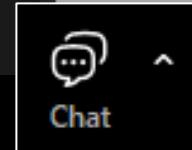


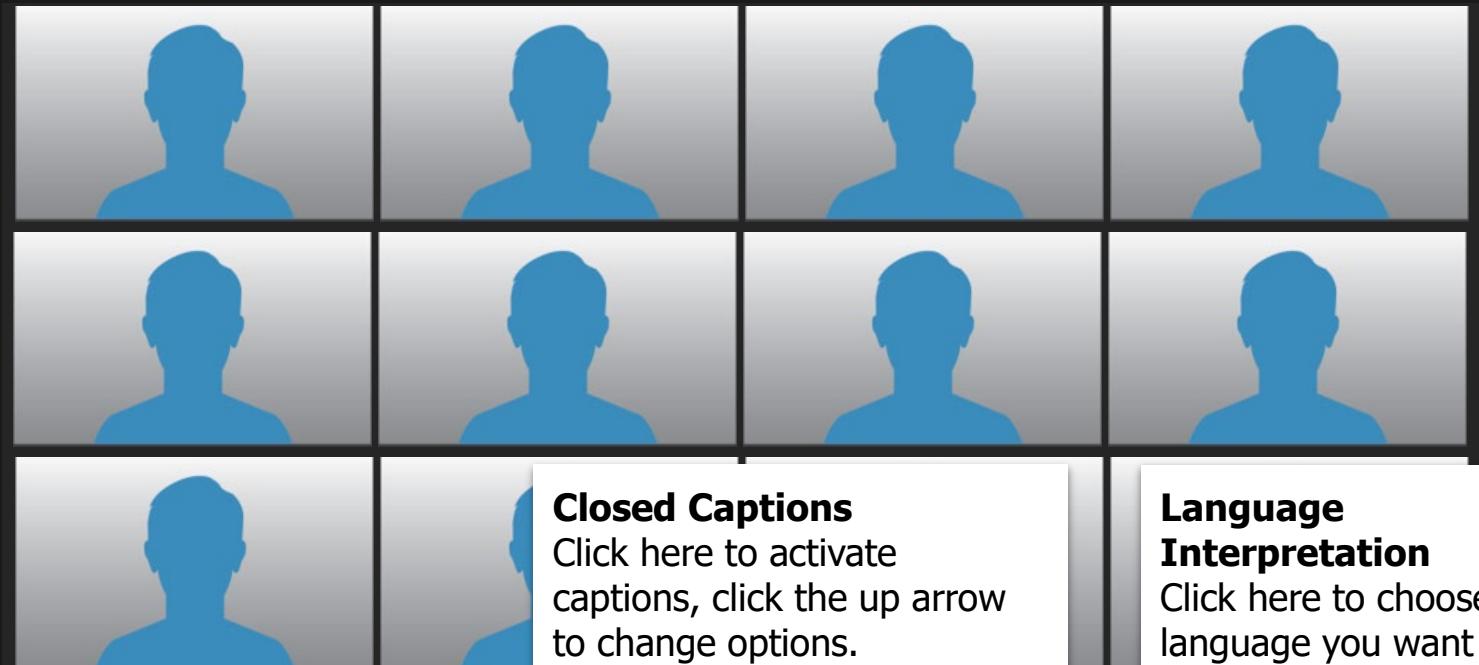
**Chat**

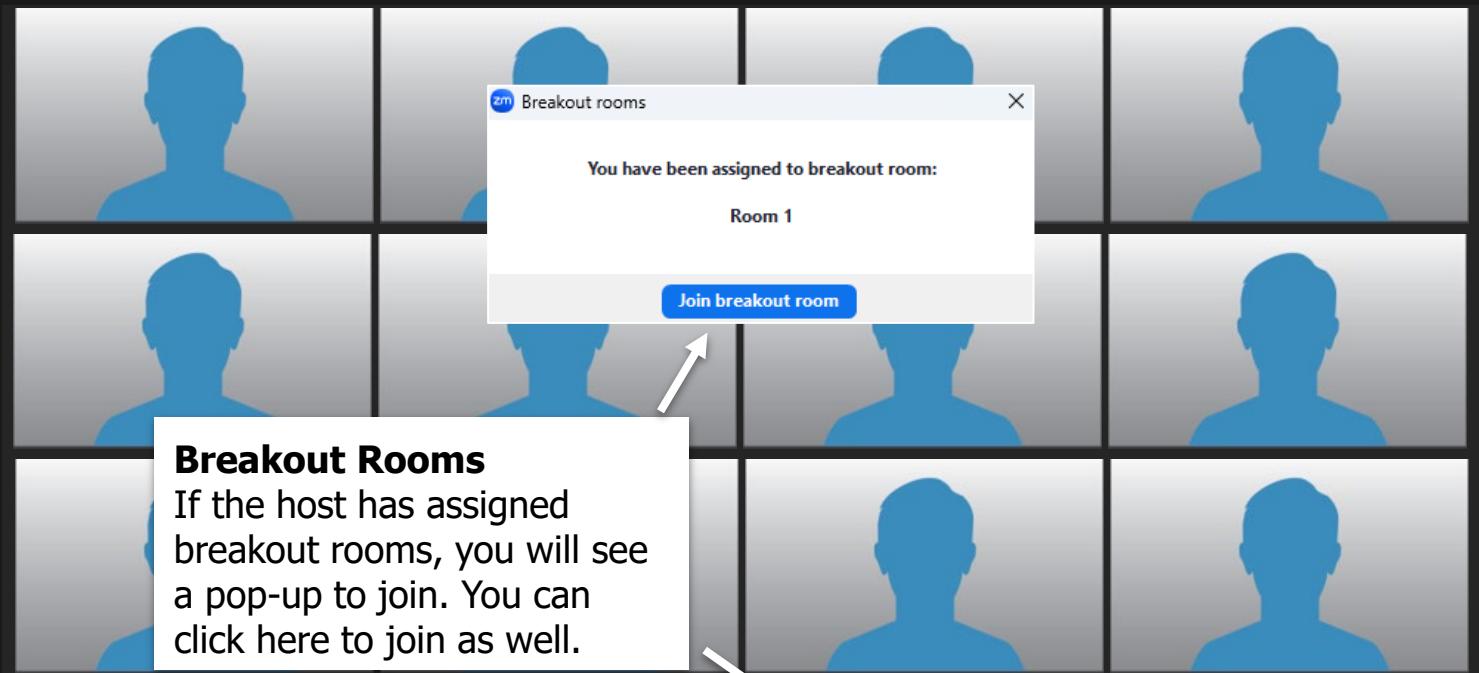
Click here to open a chat window to send messages to the host or all participants.

Reactions

Click here to open a menu, you can raise your hand here.





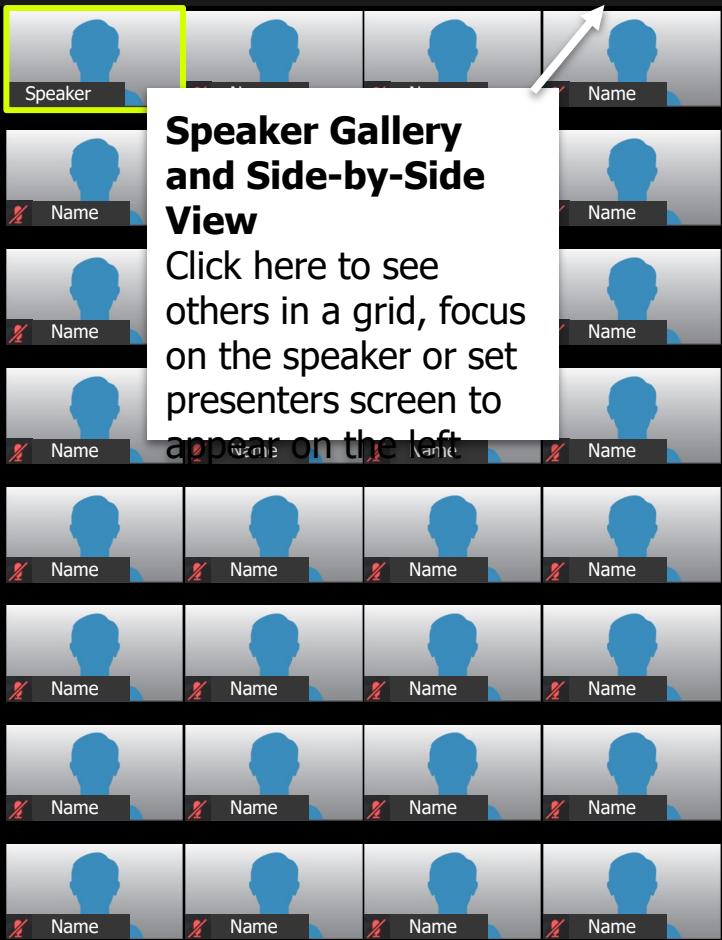




Divider Bar
Slide this bar left to see more people, right to enlarge the shared screen.

Speaker Gallery and Side-by-Side View

Click here to see others in a grid, focus on the speaker or set presenters screen to appear on the left



Get Ready For The Meeting!

Correct your name by clicking the three dots near your profile tile and select change your name.

Put your name and the organization you represent in the chat.

If you have any questions during the meeting, you can email Chris Ryerson at Chris.Ryerson@sanantonio.gov



This Meeting Will Be Recorded





TOMORROW

Introductions

Near North Community Area Plan Project Team



City of San Antonio, Planning Department

Chris Ryerson, Planning Administrator

Jacob Howard, Project Manager



MIG

Jay Renkens, Principal

Marcia Boyle, Co-Project Manager

Marco Hinojosa, Co-Project Manager



EPS

Matt Prosser, Economic and Housing

Meeting Sequence



WE ARE HERE

Meeting Objectives

- **Housing & Jobs Opportunities and Challenges**
- **Group Mentimeter Exercise**
- **Housing and Economic Development Mural Discussion**
- **Preliminary Working Draft Future Land Use Map**



TOMORROW

Housing & Jobs Opportunities and Challenges

Population and Housing

- The North Central Community Planning Area has been decreasing in population
 - A loss of 2,400 residents since 2010
- There has also been a decrease in the number of households
 - A loss of 250 households
- Other near Downtown neighborhoods have been experiencing the same trend

Total Population (2023) | **48,800**

Total Households (2023) | **18,000**



Annual Household Growth | 2010-2023

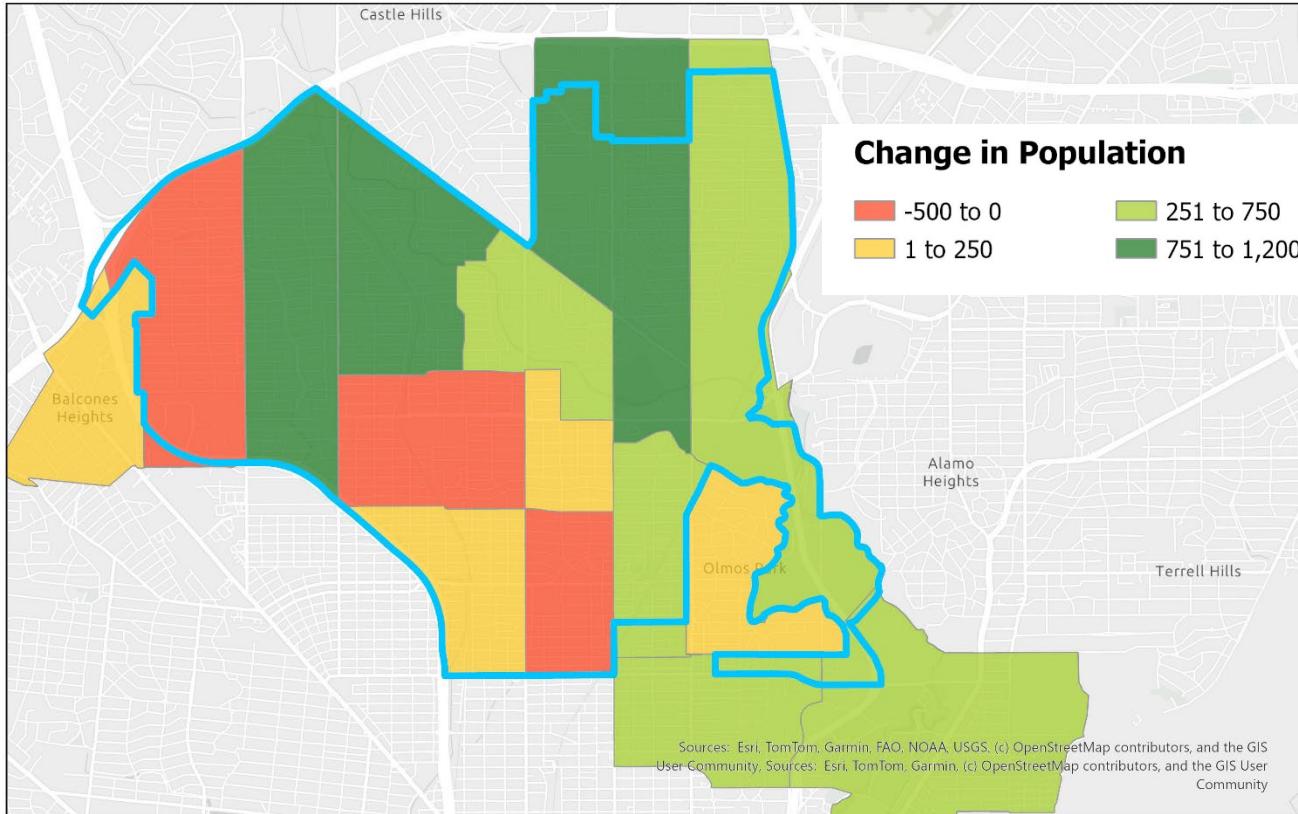
-0.1% - North Central

1.1% - City of San Antonio

2.0% - San Antonio MSA

Population Change

North Central Plan Area Population Change by Census Tract, 2010-2022



Components of Change

Age

- The number of residents over 65 has increased while all other age cohorts have decreased



Median Age
36.4 years

34.8 years - City of San Antonio Average

Households Size

- The average household size has been decreasing



Average Household Size
2.69 persons

2.58 - City of San Antonio Average

Household Types

- The number of family households (households with the presence of children) has decreased



Household Types
62% Family Households in 2023

66% Family Households in 2010

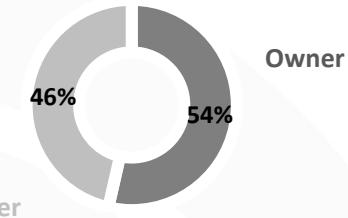
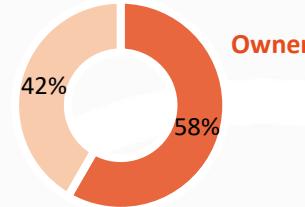
Housing Conditions

Total Housing Units (2023) | **19,640**

- The area has decreased slightly total housing units since 2010 with limited new housing units being built in the area recently
- Greater presence of single-family homes than found citywide.
- Smaller presence of multifamily units than citywide



Housing Tenure



42% of occupied housing units are **rented**
46% City of San Antonio Average



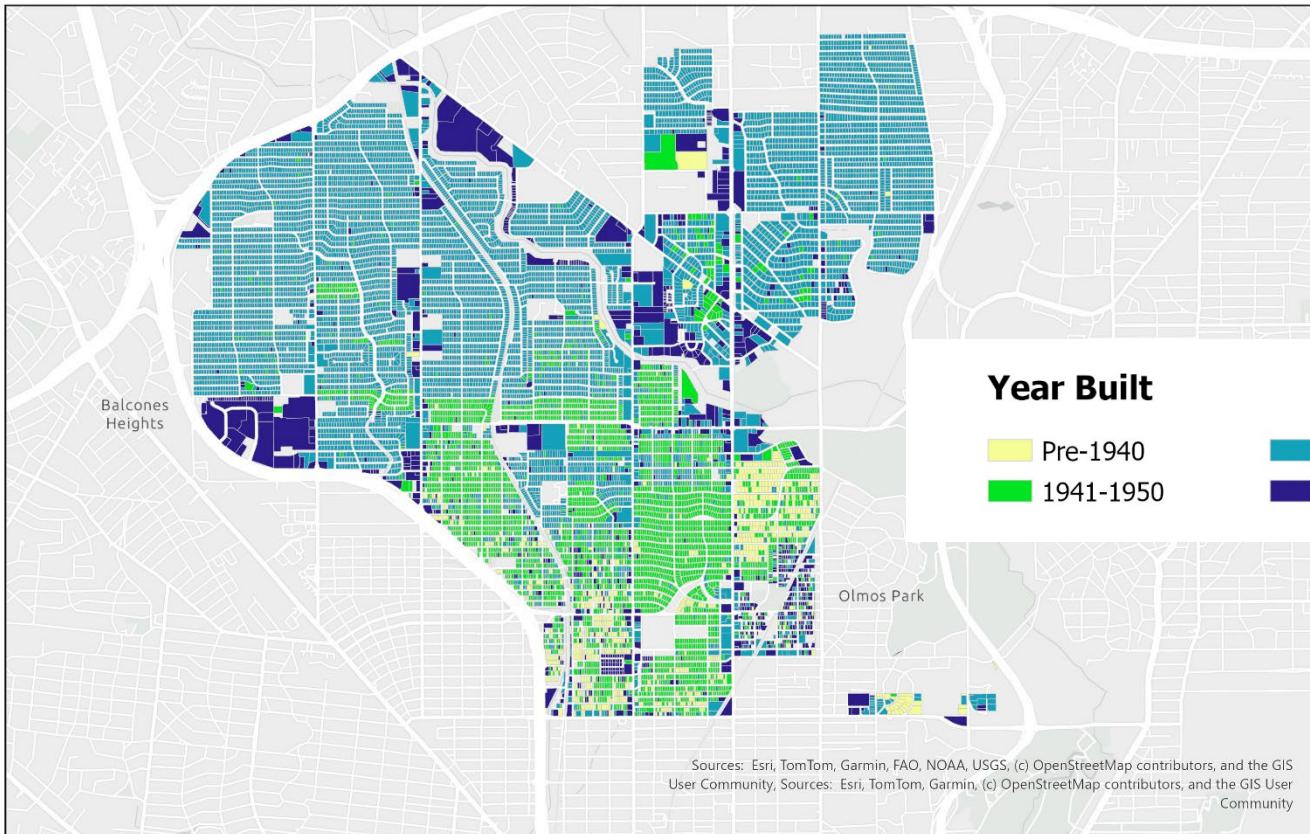
Units in Structure

71% of all housing units are single-family detached homes
63% City of San Antonio average

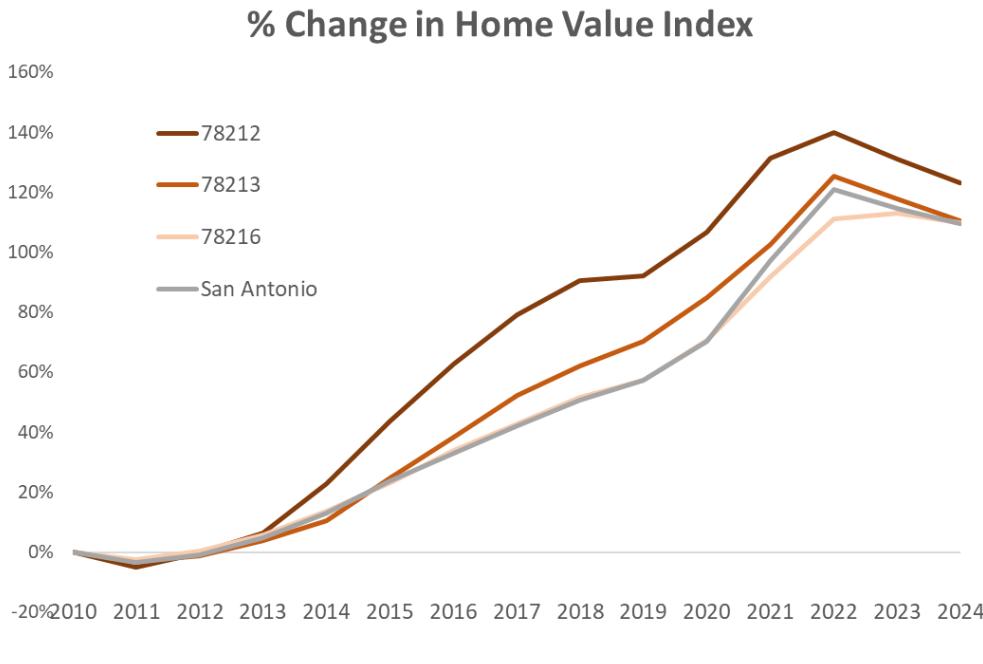


Age of Housing Stock

North Central Plan Area Year Built by Parcel



Housing Accessibility and Affordability



Average home value estimate is **\$279,902**
(78212 zip code)

Average home value estimate is **\$209,041**
(78213 zip code)

Average home value estimate is **\$293,552**
(78216 zip code)

City of San Antonio average is **\$254,289**

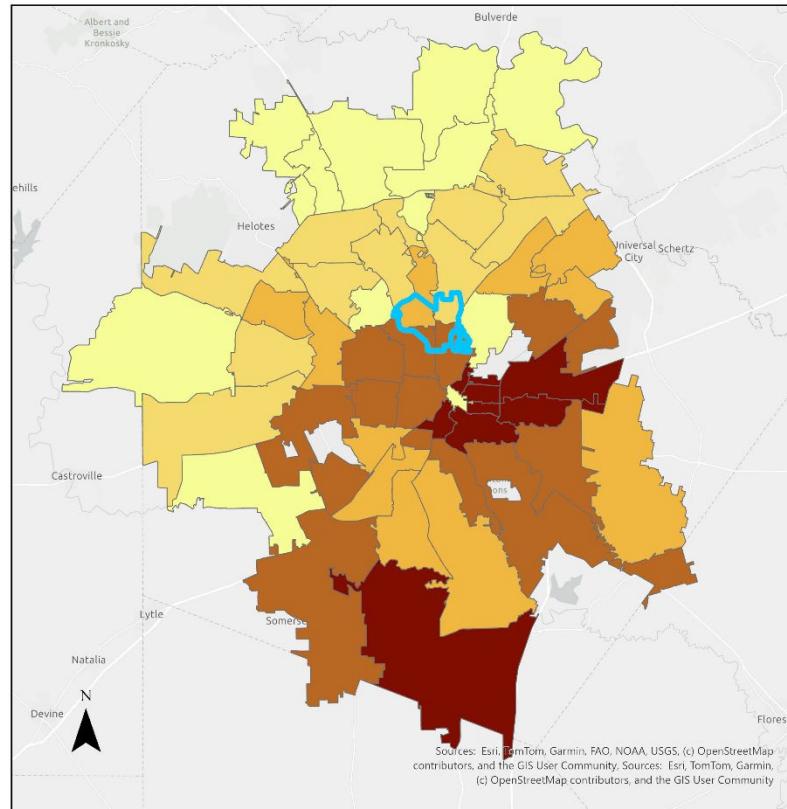
48% of North Central homeowners do not have a mortgage
40% Bexar County average



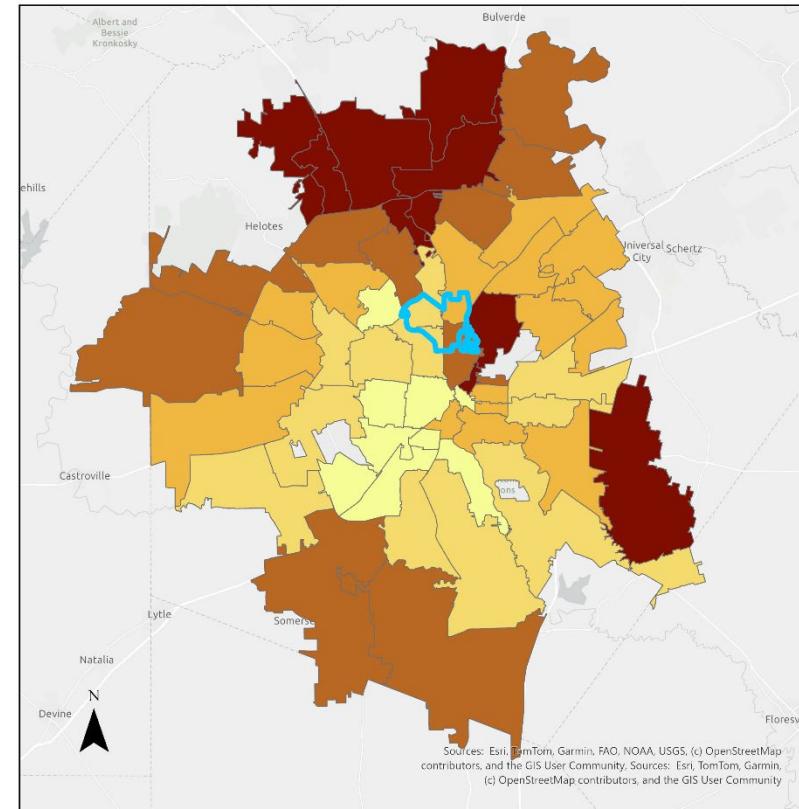
Owners Cost Burden

19% of homeowners with a mortgage are **cost burdened**, paying more than 30% of income towards housing

San Antonio Home Price Percent Change by ZIP Code, 2010-2022



San Antonio Home Price Change by ZIP Code, 2010-2022



Housing Accessibility and Affordability



Renter-Occupied

Average rent for apartments in the North Central Area is **21%** less than the city average (CoStar data)

- \$981 per month (North Central average)
- \$1,238 per month (city average)

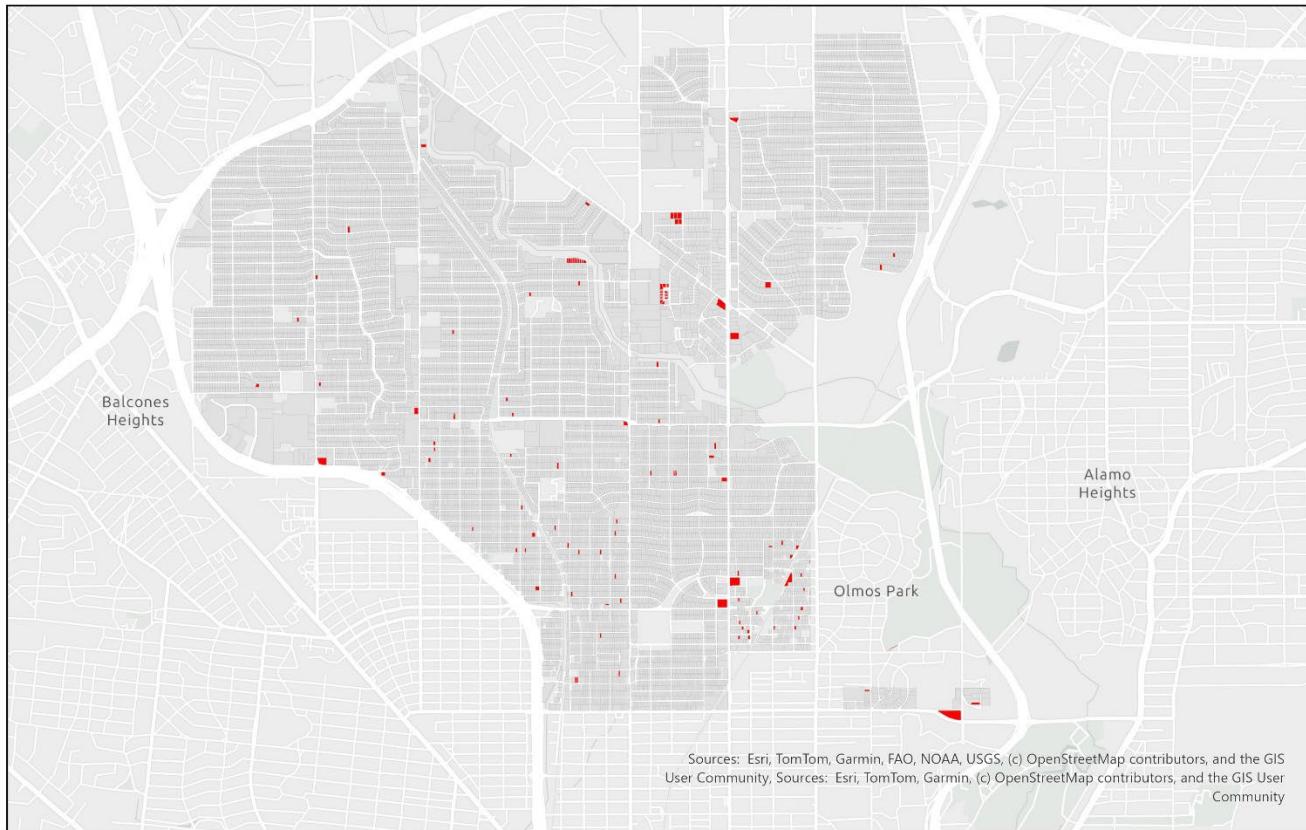
Rental housing in the North Central Community Area is generally less expensive than the city-wide average

50% of renter households are cost burdened (pay more than 30% of income on rent), which is the same percent citywide

Since 2010, average monthly rents have increased by **\$334, 8% less** than the city overall

There has only been one new apartment project built in plan area since 2010 (69-unit project in 2021)

North Central Plan Area Parcels Built since 2010



Year Built



0 0.5 1 2 Miles

Pre-2010

2010 or later

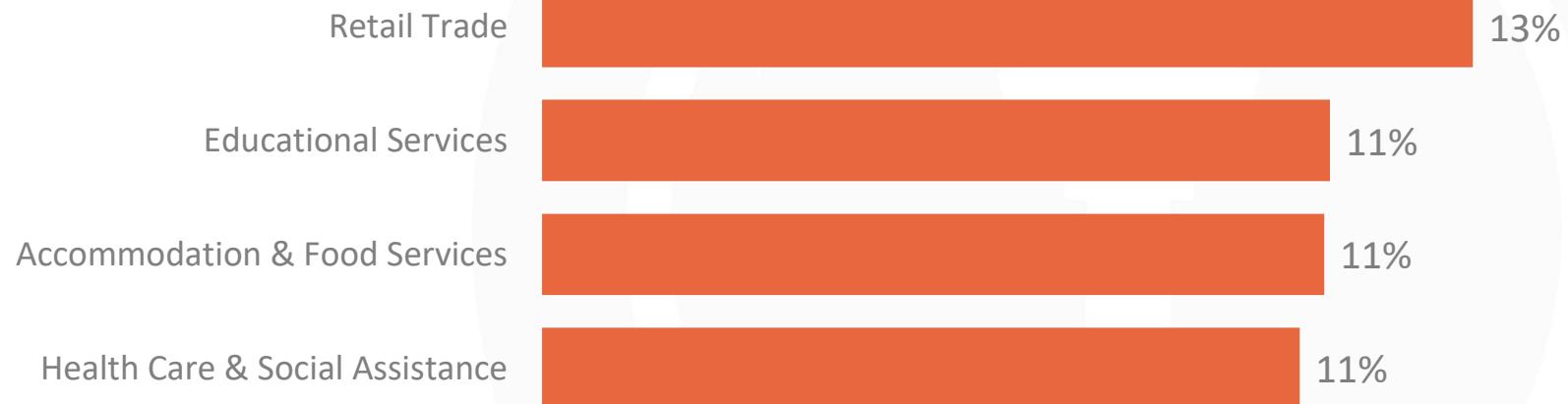
Employment

Total Employment (2023) | **15,800**



Largest Employment Sectors

Education & Retail Trade

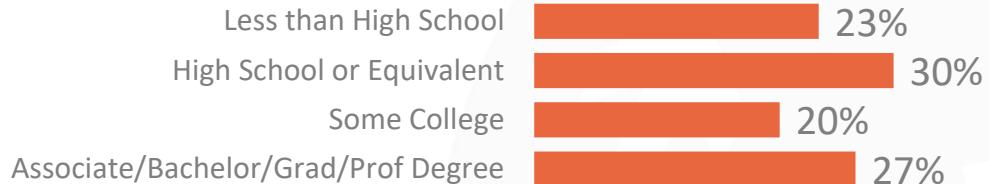


Workforce



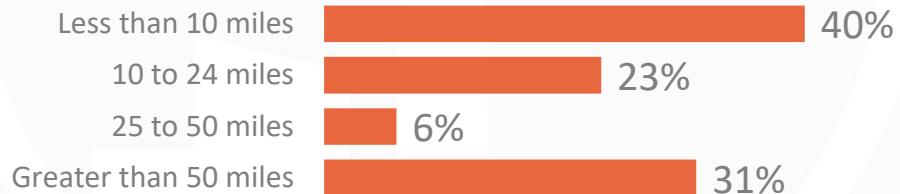
Education (2023)

35% of workers have some college or higher



Commuting Patterns (2022)

4% of workers live in the plan area



Real Estate Conditions

Commercial and Industrial Development



Office | Central Location

1.2 million sq. ft.

No new space since 2010

8.6%

vacancy rate

11.6% City average



Retail | Older, stable inventory

3.2 million sq. ft. 4.2%

12,300 new sq ft since 2010

vacancy rate

4.0%

City average



Industrial | Long standing industrial areas

1 million sq. ft.

0 new construction since 2010

4.9%

vacancy rate

8.9% City average



Hotel | Minimal presence

6 hotels, 412 rooms

0 built since 2010

Typical Jobs/Wages and Affordability

Occupation	Average Annual Wage	Est. HH Income	Affordable Rent (based on wages)	Affordable Home Price (based on wages)
Waiter/Server	\$21,860	\$30,803	\$547	\$74,324
Retail Salesperson	\$27,970	\$39,412	\$699	\$95,098
Registered Nurses	\$72,270	\$101,835	\$1,807	\$245,718
Secondary School Teacher	\$59,480	\$83,813	\$1,487	\$202,232
Physicians and Surgeons, All Other	\$192,000	\$270,546	\$4,800	\$652,800
<hr/>				
Average for Area		\$64,766	\$981	\$210,000 to \$290,000

Source: US BLS; CoStar; MLS



TOMORROW

Group Mentimeter Exercise

Mentimeter Instructions

Go to **menti.com** on your browser or smartphone

Use code **8772 9375**

OR

Scan the QR Code here





TOMORROW

Housing and Economic Development Mural Discussion



Preliminary Working Draft Future Land Use Map

Preliminary Working Draft

- Staff considered currently applied Future Land Use, Zoning, and SA Corridors
- Uses SA Tomorrow Land Use Designations
- Basis for public comments received at Land Use Workshops
- Next Draft will be the “First Draft.” That will be presented to Community in Fall at Community Meeting 2
- Changes are anticipated



SA TOMORROW

Next Steps

North Central Community Area Planning Team Meeting #4 Housing and Economic Development

Planning Team Attendees:

Antonio Frietze (Oblate School of Theology)
Art Veliz (Shearer Hills/Ridgeview NA)
Betty Eckert (Olmos Park Terrace NA)
Deniff Lara (Project Transformation)
Isaac Levy (COSA Transportation Department)
Jamie Hoppe (Business Owner - Dogfather)
Jessica Sifuentes (VIA Metropolitan Transit)
L.J. Chambers-Lawson (Council District 1)

Vision

The North Central Community Area is well-maintained and safe with public spaces that support civic life, and creeks and arroyos that provide sustainable stormwater benefits and recreational amenities. New development contributes to the area's identity and economy, preserving the area's history while creating a supportive environment for young people, families, and businesses who have access to high-quality digital and physical connectivity.

Goal 1: Increase the safety of the area by proactively addressing crime, maintaining public facilities, and investing in attractive, well-designed public amenities that foster community pride and a sense of ownership.

Goal 2: Protect the character of existing development, and support context-sensitive residential, mixed-use, and commercial development that fosters community ownership, pride, and a stronger sense of place.

Goal 3: Enhance existing green spaces and creeks in the area and consider a range of additional opportunities for green space - including small neighborhood parks, community gardens, and additional trees – to be used as amenities and provide green

Goal 4: Connect community members and support small businesses through programs that focus on community connections, physical

improvements, messaging, and improved access to technology—including widespread internet connectivity and other efforts to bridge the digital divide.

Goal 5: Improve connectivity and accessibility

and older community members, by providing safe and comfortable mobility options for walking, biking, transit, and driving.

Goal 6: Provide a range of attainable housing

options for all community members – especially to better support first time homebuyers and older adults wishing to age in

General Comments

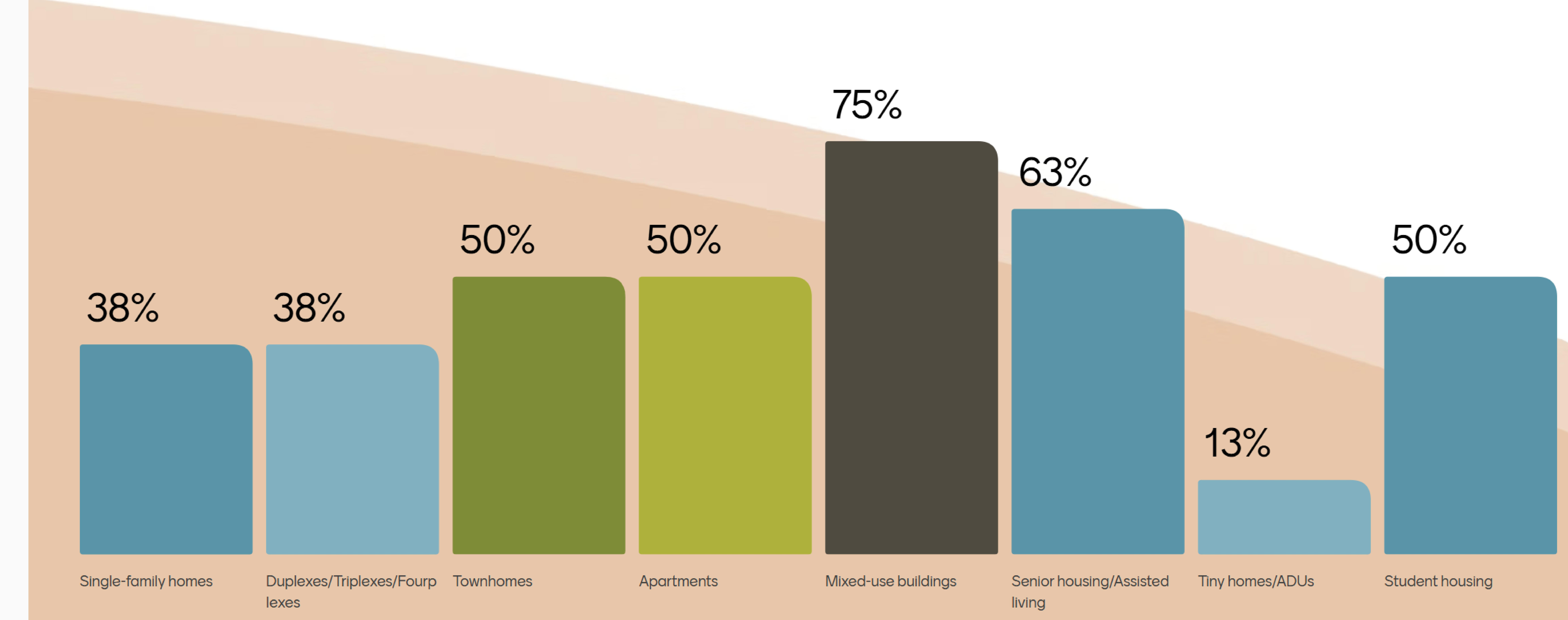
Can you explain the decrease in the number of Households? Is this related to the composition of households?	What is the average cost burden for the City?	Why are renters in the NC area cost burdened?	The lower cost of rent in the area compared to the city is because of neighborhood factors?	Age of housing in the area is one factor. Rental housing, esp. is older. Some income restricted units also.			Some spaces designated as Parks/ Open Space are leased by private entities (baseball leagues, etc.)	Businesses along San Pedro are receiving notices of minor eminent domain acquisitions.	Veronica (VIA) will get contact info to Jacob and the Planning Team
Question re: where the housing and economics data is from?	How many of the residents in the plan area work or do not work in the plan area?	What type of Student housing do we mean? Dorms?	How will the housing type Mentimeter data be used?	Please refresh everyone on what SWOT means?					
		One person feels like Student housing is not needed.	Many students live at home; multigenerational households						

Group Mentiometer Exercise

● What are the attractive/positive attributes about housing in the North Central Plan Area? 28

Maturity, character	Cheaper rent. Housing close to schools
Centrally located between 2 Regional Centers (Downtown & Medical Center)	Proximity to the airport
Location, accessibility to rest of city	Established neighborhoods
generally affordable	Proximity to boutique healthcare, ambulatory surgical centers, and speciality clinics
Central	Great food places!
Entertainment and shopping at North Star Mall and Park North	Diversity in thought and demographics
The availability of large homes.	Lots of apartments include playgrounds and pools
Lots of middle housing types e.g. duplexes, triplexes, quads	Townhomes

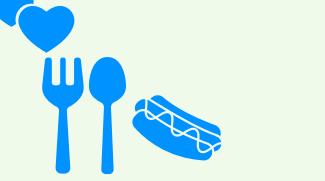
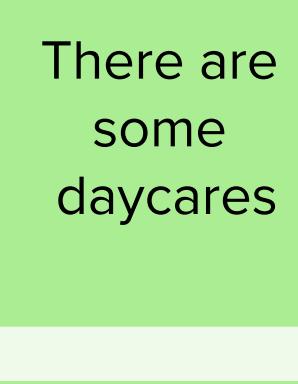
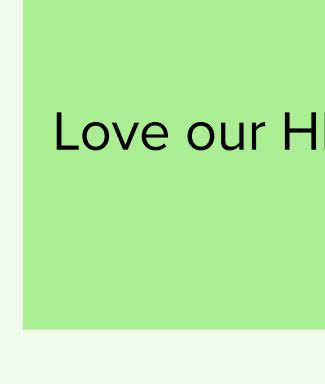
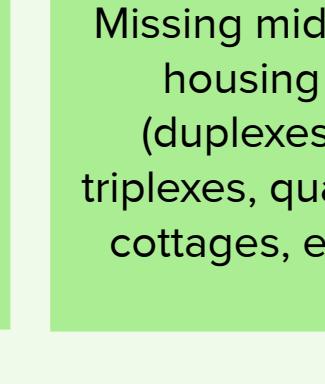
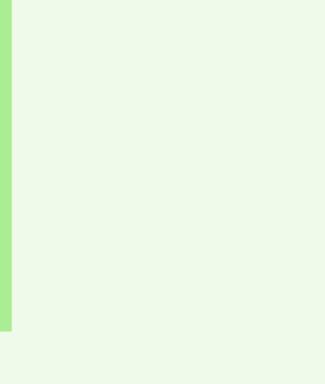
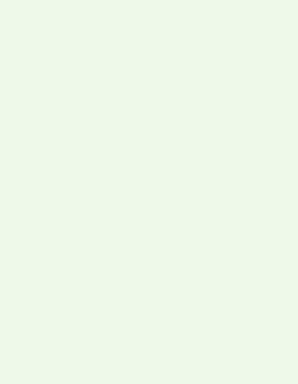
What housing types could you use more of? (Select up to 4)



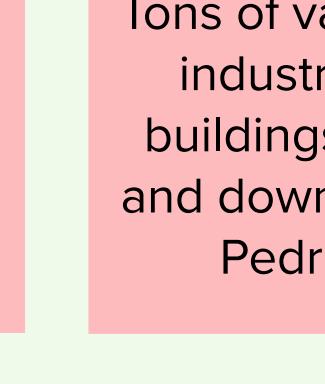
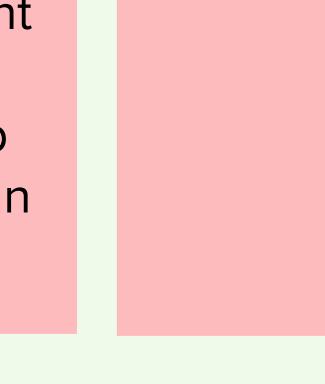
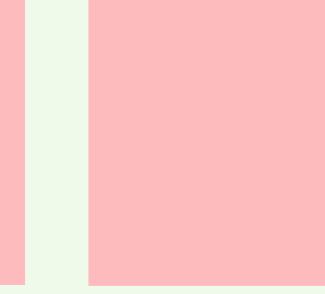
Breakout Group

Economic SWOT Discussion

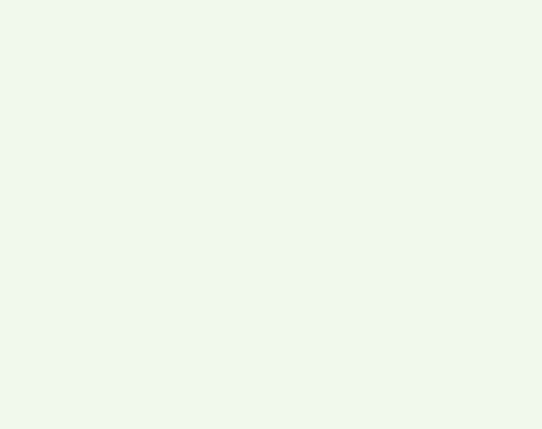
What are our community's existing economic assets (e.g., industries, institutions, workforce skills)?

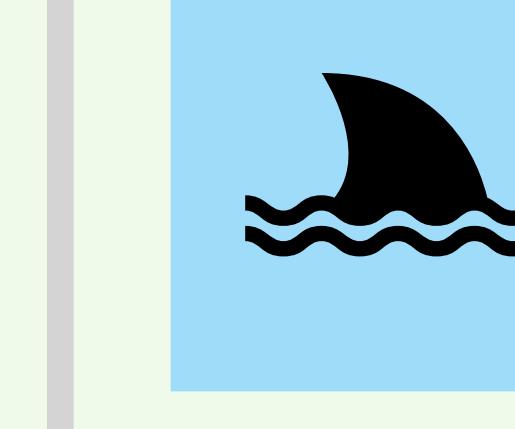
 Main thoroughfares have huge opportunities - esp. San Pedro and Blanco	 Large arteries have great growth potential	 Proximity to the Medical Center Regional Center	 Good places to eat, esp. Dogfather	 There are some daycares	 Nice parks	 Love our HEB	 Missing middle housing (duplexes, triplexes, quads, cottages, etc.)
Not a barrier, but I think the Michoacana and the Mexican food markets bring a lot of attraction too. It definitely makes our area more unique. I know a lot of people travel to this side of town just for that.							

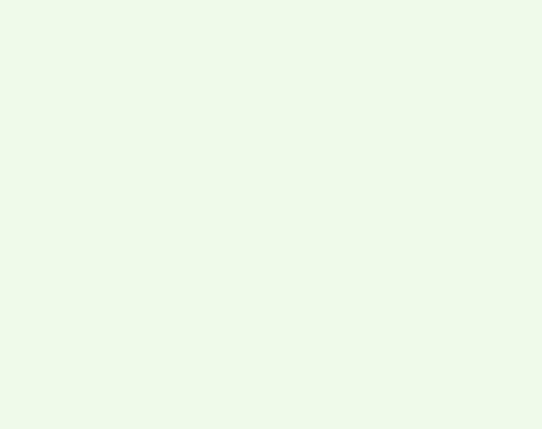
What challenges do businesses face in your community?

 Industrial areas - some should be removed and redeveloped	 Area just west of San Pedro that has a lot of vacancies (extends all the way to Blanco)	 Tons of vacant industrial buildings up and down San Pedro					
 Awful streets	 Maintenance of infrastructure						









 Look at data to assess older industrial buildings