



# South Community Area Planning Team Meeting #5

Monday, December 5, 2022  
Stinson Municipal Airport  
5:30 – 7:30 PM



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

# South Community Area Project Team

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

- Debora Gonzalez, Project Manager

- **MIG**

- Jay Renkens, Principal

- Krystin Ramirez, Project Manager

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

- Matt Prosser, Executive Vice President

- **Mosaic**

- Carissa Cox, Principal Planner

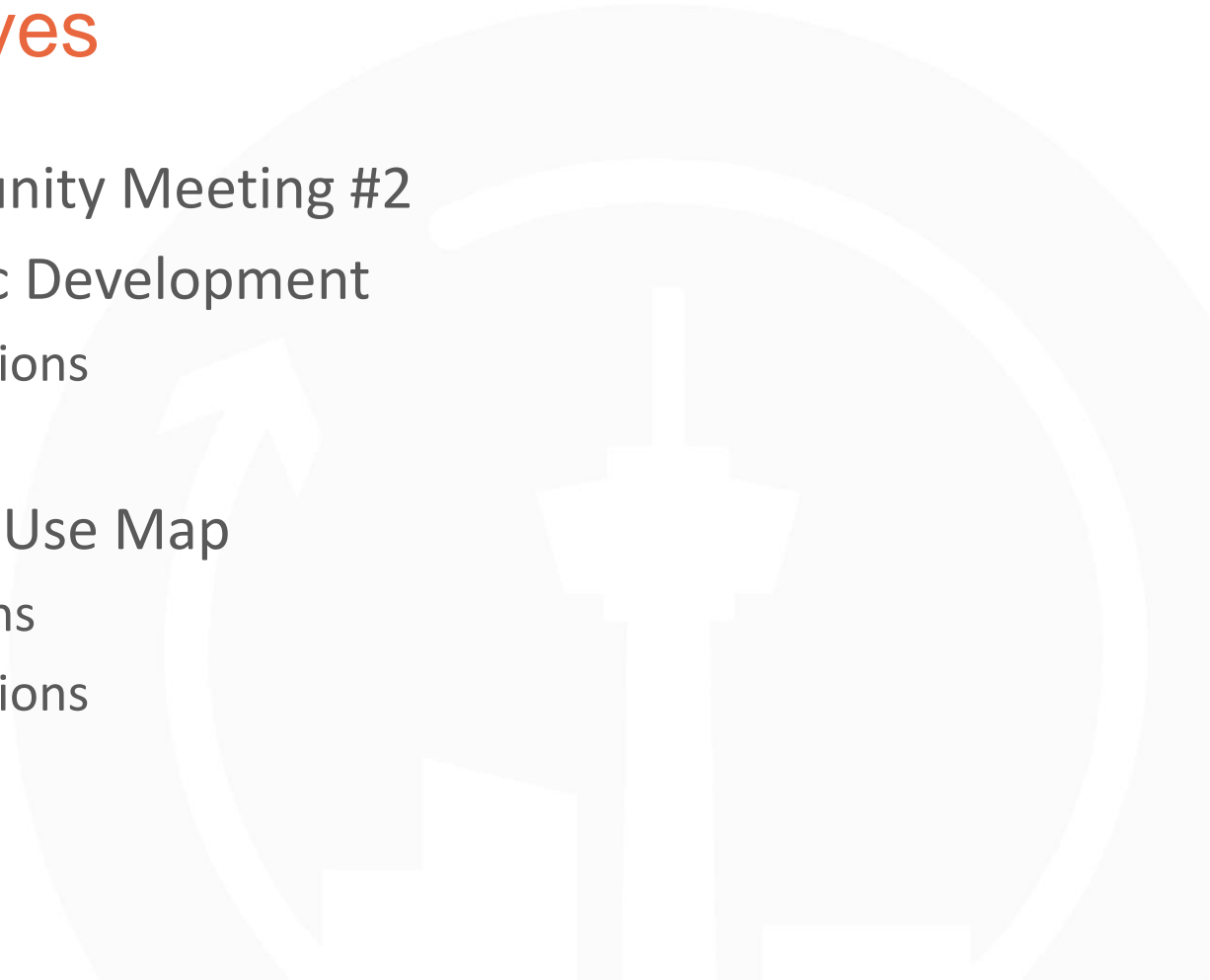


# Timeline of Meetings



# Meeting Objectives

- Overview of Community Meeting #2
- Housing & Economic Development
  - Draft Recommendations
  - Case Studies
- Review Future Land Use Map
  - Overview of Revisions
  - Draft Recommendations





# SA TOMORROW

Vision & Goals

# Draft Vision

*The South Community Area helps multi-generational households, residents, and businesses thrive by respecting, celebrating, and connecting the area's rich history and authenticity, community destinations and gathering places, and family friendly recreational amenities with clean and green infrastructure.*

# South Community Area Draft Goals

- Improve comfort and safety through urban greening and integration of sustainable infrastructure.
- Promote quality development that is compatible with existing neighborhoods and includes additional housing and employment options for existing and new residents.
- Attract and grow clean industries with well-paying, quality jobs for local residents.
- Leverage heritage tourism and ecotourism to grow existing and new small businesses.
- Support and cultivate retention and growth of artists, makers and the creative class.
- Increase access to healthy food, health care and recreational amenities for all residents.
- Utilize existing mobility routes to create multi-modal connectivity and transportation options from the South Community Area to major hubs in the City.

# SA TOMORROW

## Overview of Community Meeting #2





# Community Meeting #2



October 11, 2022

Stinson Municipal Airport Conference Center

87 attendees

# Community Meeting #2

## Community Feedback

- Maintain with integrity the culture of the community in the area
  - Celebrate the people
  - History storytelling events
- Requests for improved sidewalks, crosswalks, and walking trails
- Support for increasing access to healthy food options
- Education classes
- Most participants rated housing, shopping, dining, and employment options as weaknesses for the area
- Increased Grants/Programs to upgrade older homes
- Improve safety along Roosevelt corridor
- Housing and green spaces supported by transit



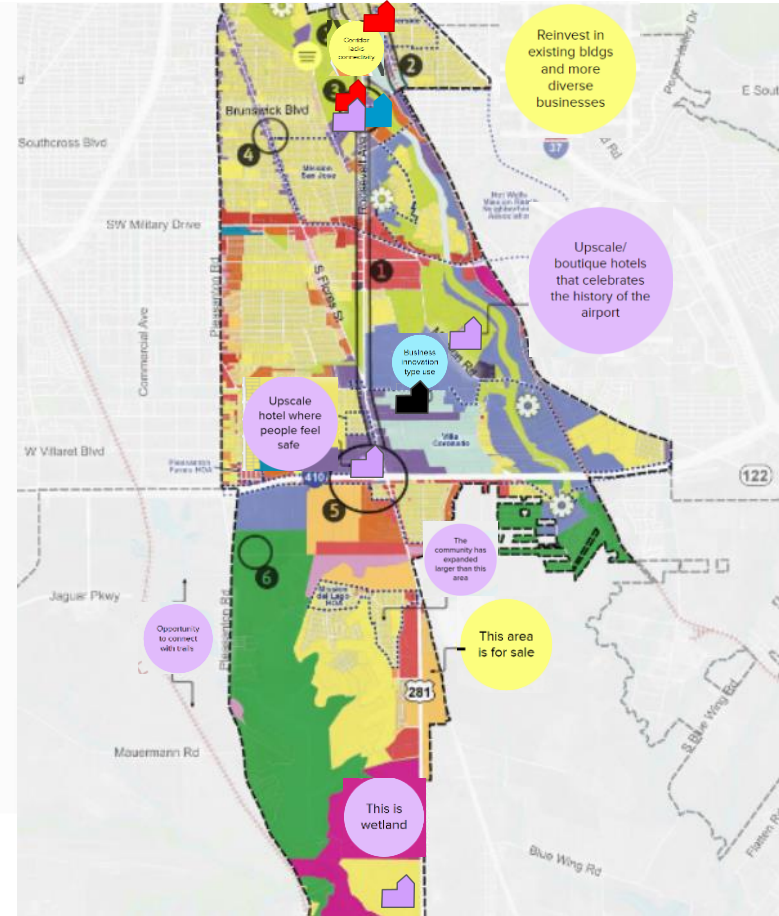
# SA TOMORROW

## Economic Development Recommendations



# Summary of Employment Allocation Activity

1. Reinvestment in existing commercial buildings and areas along Roosevelt and other corridors
2. Opportunity for larger employers and larger format development near Loop 410 and Stinson Airport



\* Icons only enlarged for visibility in presentation



# Economic Issues and Opportunities

## Challenges:

- Lack of technology infrastructure
- Opportunities for smaller businesses including lack of spaces for businesses and artisans
- Mostly lower paying jobs in area
- Allowing new development in context of areas being preserved

### What job types are we missing in the South Area?

Makerspaces  
and venues  
for theatre

Cultural and  
artistic jobs  
due to a lack  
of facilities

Jobs with  
higher paying  
salaries  
(middle tier,  
professional)

### What employment challenges do we face in the South Area?

Lack of  
technology  
infrastructure

# Economic Issues and Opportunities

## Opportunities:

- Makerspaces and spaces for small businesses
- Build on World Heritage Designation to generate cultural celebration and tourism activities
- Connect to open space and river
- Existing economic development tools in place (TIRZ, Enterprise Zone, Opportunity Zone, city infill incentives)

# Draft Economic Development Recommendations

- Attract **investment** in tourism support businesses
  - **Tourism attraction** strategy
  - **Roadside motel reinvestment** strategy
- Expansion of **farmers** and **artisan market** opportunities
- Grow presence of **food businesses** in the area in connection with the **Creative City of Gastronomy** designation
- Support existing businesses through **expansion of existing city programs**
- Attract or create **financial support services** for local businesses and entrepreneurs



**SA**



**TOMORROW**

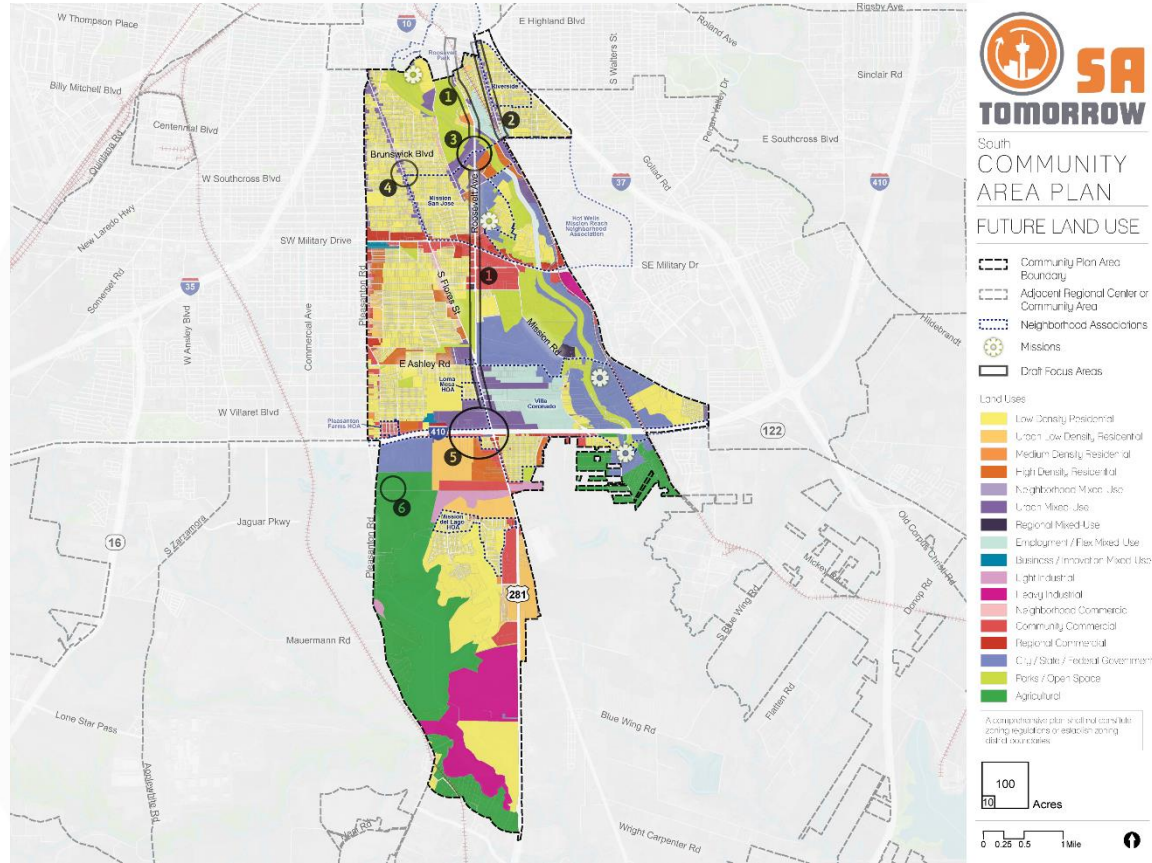
Housing Recommendations





# Housing Allocation Activity

1. Where is new housing supported?
2. What types of housing products?



# Housing Issues and Opportunities

## Challenges:

- Increasing property values and related property tax bills
- Property upkeep and maintenance
- Maintaining cultural identity and heritage

# Housing Issues and Opportunities

## **Opportunities**

- Proximity to cultural destinations and green spaces
- Attract reinvestment in aging housing stock
- Need for senior housing for existing residents
- Area growing in desirability as a place to live

# Draft Housing Recommendations

- Address areas with **incompatible zoning designations** through new land use designations and zoning changes
- Address **vacant properties** and **properties with negligent owners**
- Implement **displacement tools** to support existing residents
  - Addressing vacant buildings and lots
  - Real estate, estate planning, and title clearance advisory services
  - Land banking/trusts
  - Property tax increase support tools
- *Lacking:*
  - Direction on **types of housing desired** and **locations to encourage their development**

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Case Studies



# Neighborhood Commercial Districts

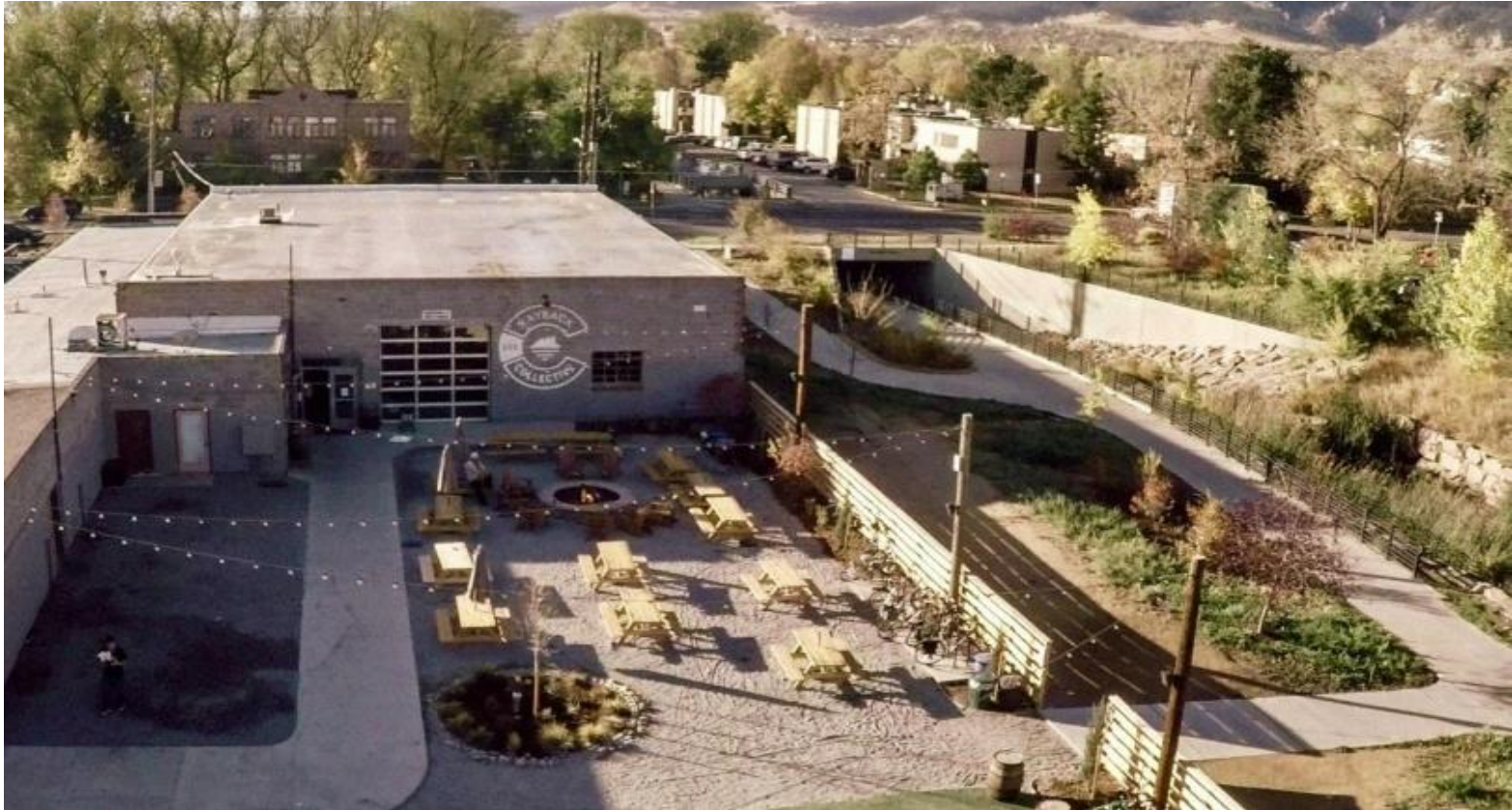




# Neighborhood Commercial Districts



# Neighborhood Commercial Districts





# Neighborhood Commercial Districts



# Neighborhood Commercial Districts

## Best Practices:

- Mixture of retail options
  - *Visitor types, times, price points*
- Entertainment/dining used as anchors
- Non-retail uses also help drive visitation and vitality
  - *Health and beauty*
  - *Fitness*
- Oriented around amenities/draws/connectivity
- Does not have to be large (1 or 2 blocks)
- Collective effort by business owners/property owners/developer
  - *Marketing/activation*
  - *Funding*

# Cultural Heritage Districts

## Beale Street Entertainment District, Memphis Tennessee

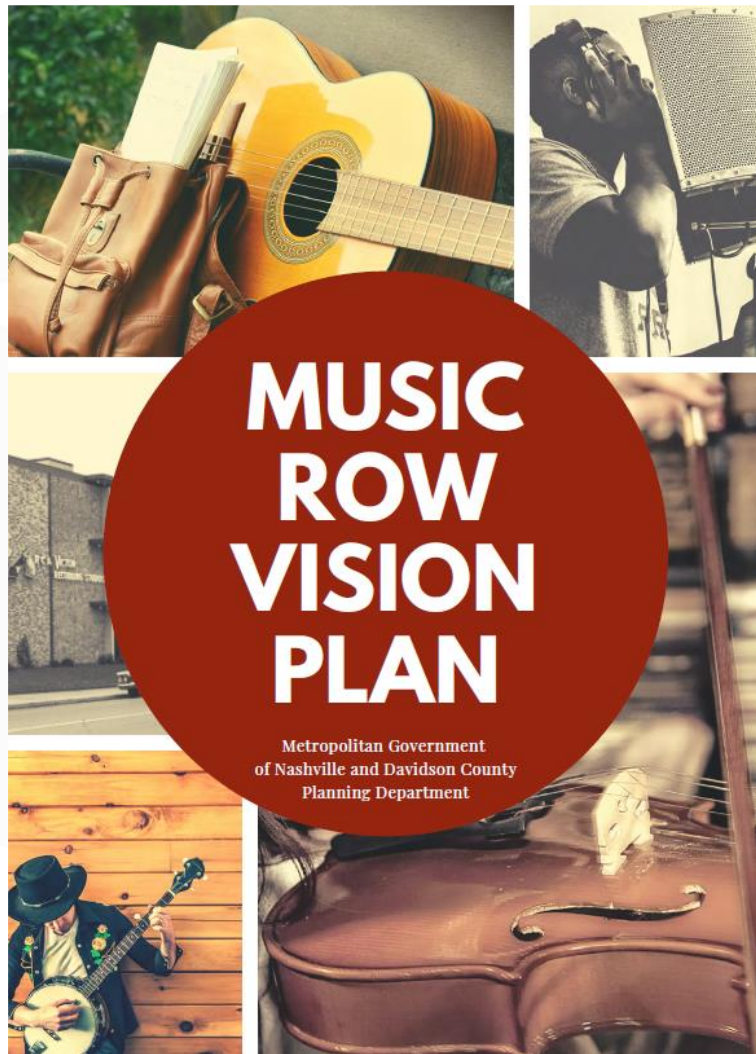
- Community development corporation to manage and guide development



# Cultural Heritage Districts

## Music Row, Nashville Tennessee

- Private business association to manage district
- Implemented Transfer of Development Rights program
- Formal district recognition





# Cultural Heritage Districts

## Louisiana Cultural Districts

- Local government designate a district
- Income and corporate franchise tax credits for rehabilitation of owner occupied or revenue generating historic structures
- Exemptions from sales/use taxes from proceeds of sale of original works of art
- Provide technical assistance and resources to local businesses, cultural attractions, and artisans



LOUISIANA  
**CULTURAL**  
DISTRICTS



# Cultural Districts

## Best Practices:

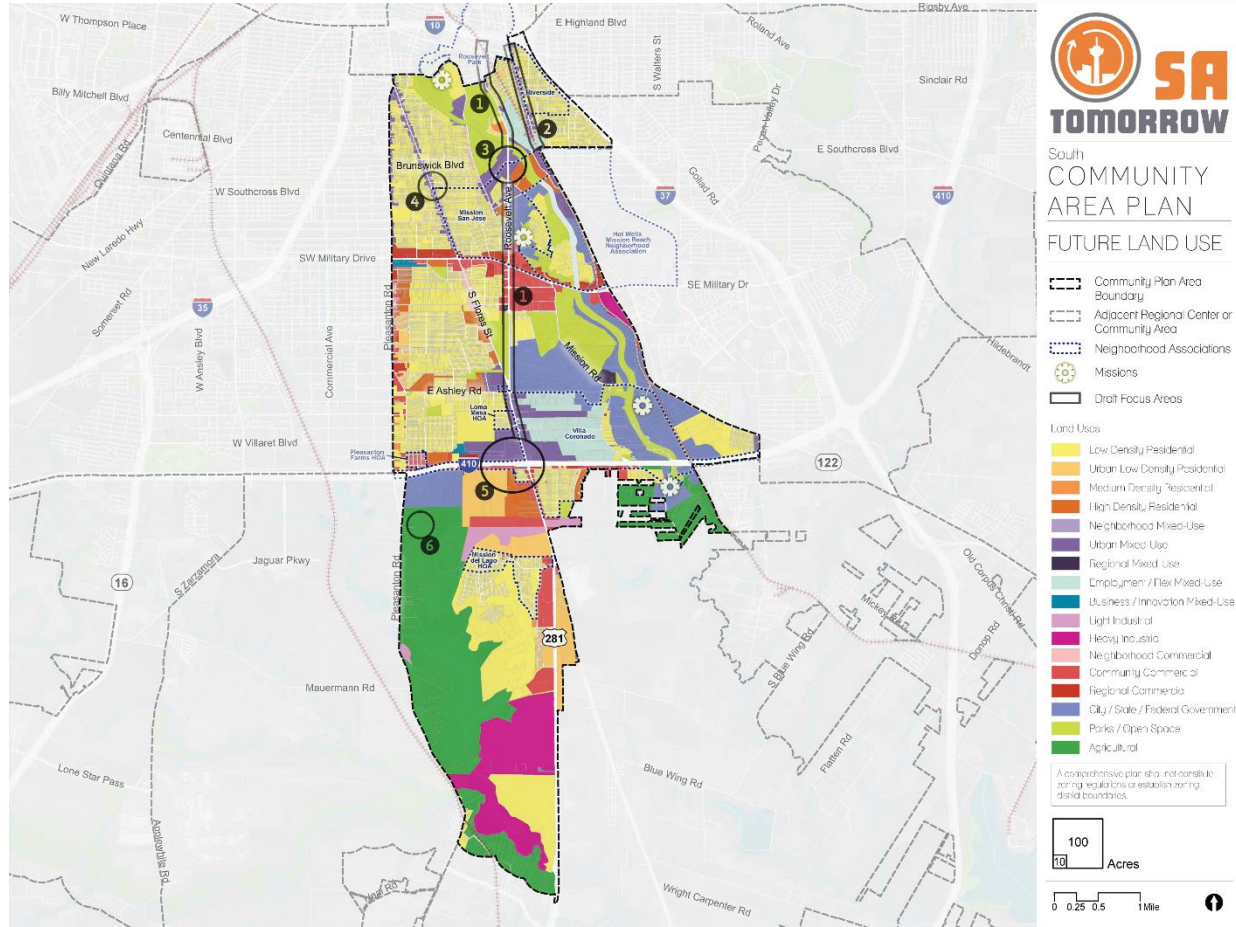
- Concentrations of historic assets and businesses, typically linked to a specific culture/ethnic group
- Built as a destination focused on their cultural history
- Public celebrations of culture through art, events, and business activities
- Provide incentives and mechanism to support the cultural activities in the districts
- Management entity, public and/or private, to guide new development and attraction efforts

# SA TOMORROW

## Future Land Use Review

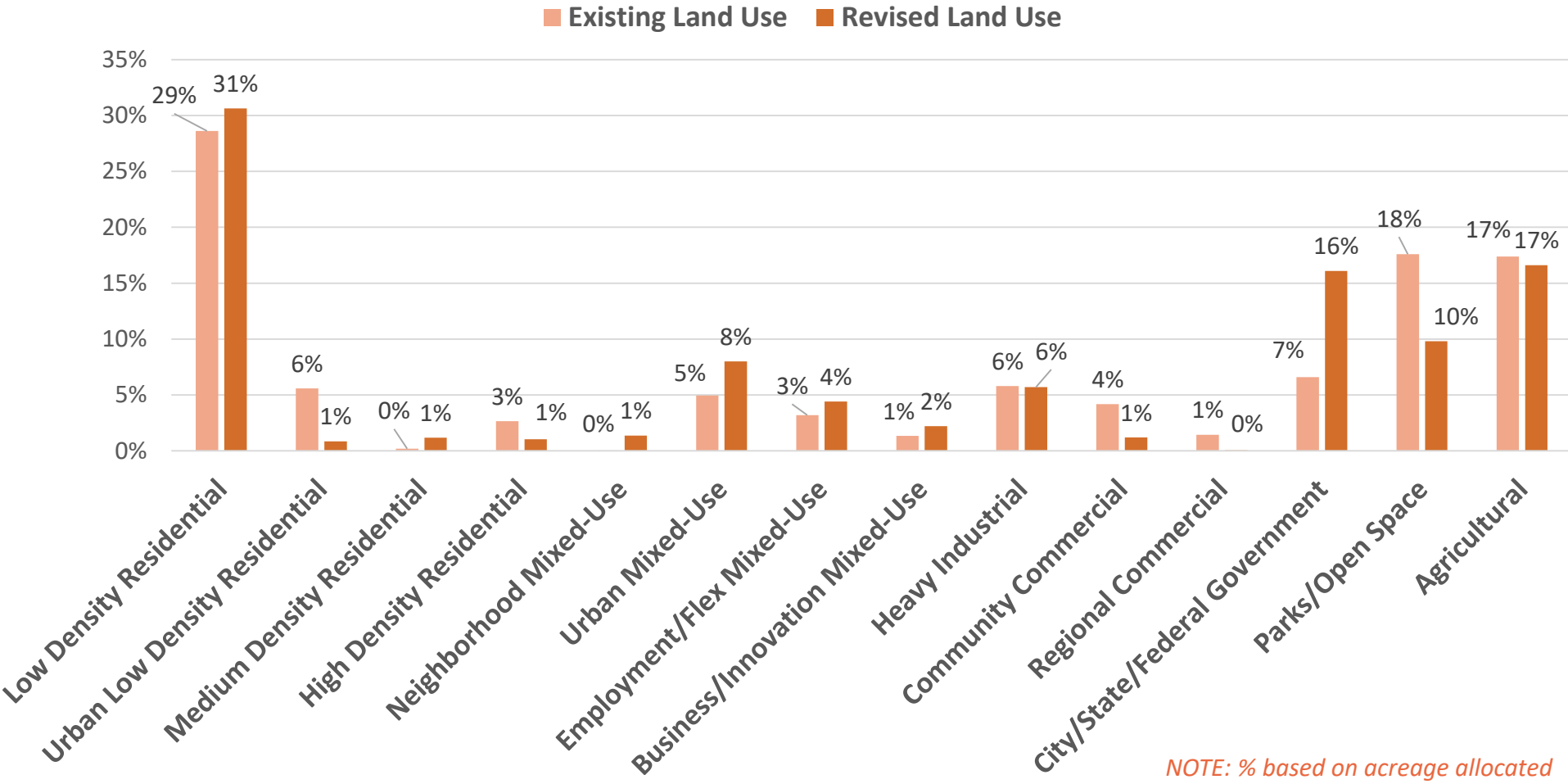


# Original Future Land Use Map

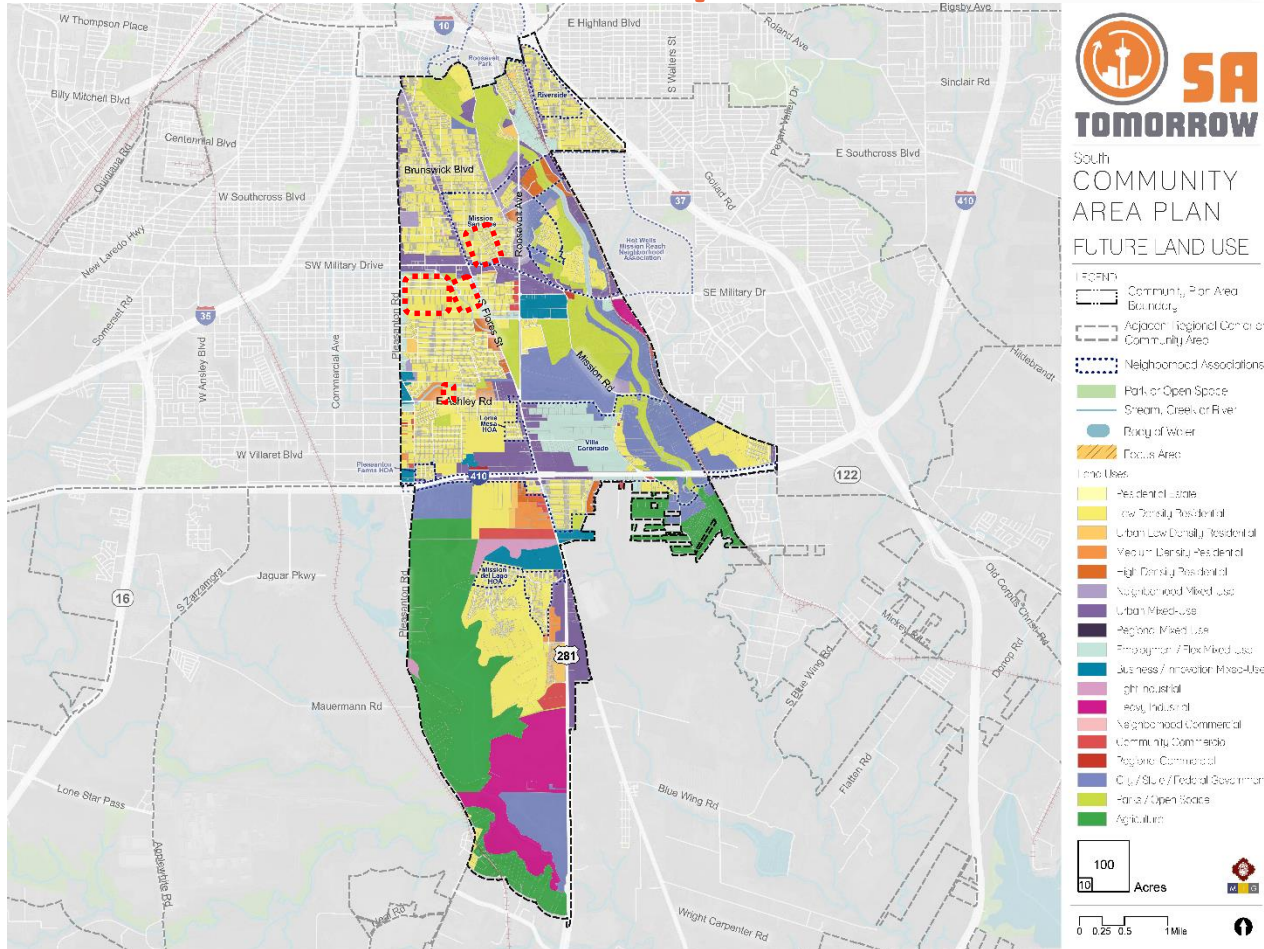




## South Area: Future Land Use Changes



# Revised Future Land Use Map



Possible Large  
Area Rezones

# Land Use Recommendations

- **Celebrate** and **preserve areas** of historic and cultural significance by maintaining existing overlays and by ensuring that adjacent uses are **compatible** with the purpose, intent and activity on these important sites.
- **Protect** riparian areas and key water resources in the area, such as the San Antonio River Basin and Mitchell Lake, allowing these areas to serve as **city-wide destinations** that **foster placemaking** for the area.
- Arts and entertainment is **lacking** in this area. Ensure that the future land use map allows for AE zoning in appropriate places.
- Promote uses near Stinson Airport that are **compatible** with the aviation uses onsite and **provide buffers** to surrounding neighborhoods.

# Land Use Recommendations

- Protect **existing neighborhoods** by employing **transitional uses** between residential areas and higher intensity uses, particularly industrial properties.
- Along **local corridors** in this area, encourage commercial activity that is **neighborhood-oriented** rather than auto-oriented, characterized by neighborhood services and a safe and accessible pedestrian environment.
- Encourage **more options** in **housing types**, with housing options for both first time home buyers and seniors. This could include townhomes and garden homes.
- Encourage industrial development that provides **employment opportunities** for a **specialized workforce**, at an appropriate scale and in appropriate areas.



# SA TOMORROW

Next Steps

# Next Steps

- Upcoming Meetings:

- Planning Team Meeting #6: week of January 9th
- Planning Team Meeting #7: week of February 21st
- Digital Design Charrette: week of March 20th
- Community Meeting #3: week of April 17th

- Questions?

- Debora Gonzalez, City of San Antonio
- [Debora.Gonzalez2@sanantonio.gov](mailto:Debora.Gonzalez2@sanantonio.gov)



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