

# Draft Land Use Recommendations and Strategies

## Draft Land Use Recommendation #1: Preserve the identity of existing neighborhoods.

- Draft Strategy 1.1

In existing neighborhoods, require future redevelopment and changes in property uses to complement existing residences, in terms of density, heights and setbacks.
- Draft Strategy 1.2

Increase the amount of housing product types available in this Regional Center to include higher density single-family housing options such as garden homes, cottage court, and low-density multifamily options such as townhomes and multi-plex houses.
- Draft Strategy 1.3

Require more than one residential product type for any new MPCD or PUD with a residential component in this plan area so that it encourages differentiation in housing types and provides more housing options within each development project.
- Draft Strategy 1.4

In keeping with the Future Land Use Map, change the zoning of properties, where appropriate, to allow for multi-plex housing, townhouses, bungalow courts and small-lot single-family houses as a transition between commercial areas and existing single-family neighborhoods.

Draft Strategy 1.5

Protect investment in master planned developments while aligning future changes in those areas with the Future Land Use Plan. For properties where there is an approved plat or an approved Master Development Plan, ensure that zoning changes are consistent with the plat or Master Development Plan, and that major

amendments to a plat or a Master Development Plan conform to the adopted Future Land Use Plan. For properties zoned MPCD, MXD or PUD, where there is no approved plat or Master Development Plan, ensure that amendments to the property zoning or to the site plan are consistent with the adopted Future Land Use Plan.

PLACE A DOT ON THE SCALE BELOW TO INDICATE HOW WELL YOU AGREE WITH THE RECOMMENDATIONS AND STRATEGIES ABOVE

STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
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## Draft Land Use Recommendation #2: Encourage a vibrant mixture of uses that are suitable to this area.

- Draft Strategy 2.1

Where the Future Land Use Map allows for Arts and entertainment, consider rezoning properties in higher density areas to allow for more Arts and Entertainment-related development.
- Draft Strategy 2.2

Utilize parkland dedication revenues, Edwards Aquifer Protection Program funds, and/or consider recommending as a bond project to develop additional parks and create more recreational opportunities for children and adults alike. More public parks and open spaces are desired by the community, including a regional park east of U.S. Highway 281 North.
- Draft Strategy 2.3

Ensure that zoning in the Stone Oak Area Regional Center continues to support, strengthen and grow healthcare services. Commercial zoning in proximity to the hospital anchors should allow medical office, outpatient services and laboratory/diagnostic facilities.
- Draft Strategy 2.4

Allow for lower impact industrial uses in locations that would not negatively impact neighborhoods. Employment/Flex Mixed-Use designated areas near major roadways such as off U.S. Highway 281 North or Loop 1604 allows for lower impact industrial uses such as landscaping businesses, small scale warehouse facilities and tech flex spaces.

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## Draft Land Use Recommendation #3: Identify opportunities to attract mixed-use projects and destination-oriented development.

- Draft Strategy 3.1

Aggregate density at key intersections, particularly those served by transit. This includes the area around U.S. Highway 281 North and Loop 1604 and U.S. Highway 281 North and Stone Oak Parkway/TPC Parkway. Rezone properties as necessary in these areas to align with the Future Land Use Map.
- Draft Strategy 3.2

Promote transit-supportive land use at major nodes, particularly around key intersections including Sonterra Blvd, Evans Road, and U.S. Highway 281 North, Stone Oak Parkway/TPC Parkway and U.S. Highway 281 North, and Bulverde Road. Coordinate with VIA to ensure that zoning in these areas complements long-range transit planning. For properties adjacent to public transit facilities, encourage first floor designation for retail uses and minimized front yard setbacks, in order to connect transit-supportive land use with pedestrian traffic.
- Draft Strategy 3.3

Create a mixed-use development environment along Bulverde Road that can accommodate commercial and diverse residential uses closer to the street front and transition to lower density, single-family residential uses moving closer to the adjoining neighborhoods.
- Draft Strategy 3.4

Redevelop the Martin Marietta quarry along U.S. Highway 281 North for regional scale mixed-use. Suitable uses would include an entertainment venue, high density residential development, vertical mixed-use development, and regional commercial uses. Multiple entries are likely, however a major entry at Redland Road would be desirable.

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## Draft Land Use Recommendation #4: Modify site design standards where appropriate to encourage desirable growth and development in this area that decreases impervious cover and integrates open spaces and natural areas within housing developments and neighborhoods.

- Draft Strategy 4.1

Revisit parking requirements for low Floor-Area-Ratio (FAR) commercial properties with surplus parking. Allow for decreased parking minimums to allow for infill and pad type development to be incorporated on these existing sites. This is especially applicable for regional commercial properties fronting Loop 1604 and for mixed-use designated areas where shared parking arrangements can be utilized.
- Draft Strategy 4.2

Encourage cluster development projects by allowing for increased FAR while maintaining gross densities consistent with the zoning of the project area to encourage an increase in permeable surfaces and integrate green infrastructure where feasible. This incentivizes higher density development (higher FAR) while promoting landscape preservation and more compact footprints. Appropriate areas to apply this include along U.S. Highway 281 North, the intersection of U.S. Highway 281 North and Loop 1604, and Stone Oak Parkway and TPC Parkway.
- Draft Strategy 4.3

Increases in density should be accompanied by augmented pedestrian spaces, walkable access to transit and shared parking. In these areas, land use and development density should be oriented toward transit riders and pedestrians at and near public transit lines and stations.
- Draft Strategy 4.4

Integrate drainage ways, utility easements, and open spaces into neighborhoods and mixed-use areas to increase connectivity and to preserve the existing natural systems in the area. Require integration of drainage ways and open space within new development projects. Incorporate improvements to address gaps in open space and storm drainage management in public right of way investments and other capital projects.

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# Draft Housing Recommendations and Strategies

**Draft Housing Recommendation #1:**  
*Encourage development of a mixture of housing options within large, remaining development sites.*

- Draft Strategy 1.1**  
Work with vacant property owners and developers to integrate a greater diversity of housing types in the regional center with a focus on attracting attached and small lot for-sale housing and older adult-oriented housing options.
- Draft Strategy 1.2**  
Partner with local affordable housing providers and developers to identify potential sites and projects for development of affordable and mixed-income housing. Prioritize sites in Focus Areas and along mixed-use corridors.

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**Draft Housing Recommendation #2:**  
*Allow for higher density housing near major transportation routes and away from existing lower density neighborhoods.*

- Draft Strategy 2.1**  
Promote high density multi-family housing in a mixed-use environment adjacent to/incorporated into a transit-oriented development near the VIA Metropolitan Transit Park-and Ride.

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**Draft Housing Recommendation #3:**  
*Attract the development of diverse housing types, including smaller footprint attached housing options for workers to help reduce commute times, and allow older adults to remain in the area as they age.*

- Draft Strategy 3.1**  
Identify potential locations for older adult-oriented housing projects, including projects with affordable units. Work with developers and non-profit service providers working with older-adults and that specialize in development of affordable units to vet opportunity sites and attract interest in developing a project.
- Draft Strategy 3.2**  
Increase the variety of housing types in the Regional Center by encouraging the development of medium density housing products (e.g. townhomes, duplexes, and multiplex units) in and around commercial, employment, and transit areas in the Stone Oak Area Regional Center and use the multi-family new construction program to increase the number of affordable multi-family homes in the Stone Oak Area Regional Center.

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# Draft Economic Development Recommendations and Strategies

**Draft Economic Development Recommendation #1:**  
*Attract mixed-use destinations with a focus on entertainment, retail, and services oriented to area workers and residents.*

**Draft Strategy 1.1**  
Encourage the creation of mixed-use centers with retail and entertainment uses. Explore potential development incentives (such as density bonus and other regulatory benefits) for mixed-use developments that provide public gathering spaces, entertainment attractions, and/or increased mobility options and connectivity.

**Draft Strategy 1.2**  
Proactively interact with area businesses, developers, and property owners to identify opportunities for the development of multi-tenant office buildings by helping developers identify potential tenants for multi-tenant projects; encouraging large businesses and users to include additional rentable space within large campuses; and working to attract flexible workspace and co-working companies to the plan area.

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**Draft Economic Development Recommendation #2:**  
*Support the continued growth of health care in the Regional Center through attraction of businesses and infrastructure to support growth of existing facilities.*

**Draft Strategy 2.1**  
Reach out to existing health care providers and facilities in the Regional Center to identify future growth needs and plans. Help address any barriers to expansion that may exist for existing businesses and providers.

**Draft Strategy 1.2**  
Work with area businesses and other economic development entities to explore options and interest in the formation of a place management organization, transportation management association, and/or economic development partnership to support the future growth and economic health of the plan area with a focus on transportation issues, economic and workforce development, and placemaking.

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**Draft Economic Development Recommendation #3:**  
*Attract higher education institutions to locate and/or provide classes/services in the Regional Center.*

**Draft Strategy 3.1**  
Work with economic development entities and local higher education institutions to identify potential education programs that can be located in the Regional Center. Work with existing building and land owners to identify potential sites to host higher education facilities.

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