SA TOMORROW

NE I-35 and Loop 410 Regional Center

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SA TOMORROW SUB-AREA PLANNING:
NE I-35 AND LOOP 410 AREA REGIONAL CENTER PLAN

ADMINISTRATIVE DRAFT PLAN: MAY 2022

THIS IS A PROPOSED DRAFT SUBJECT TO COMMUNITY INPUT, LEGAL AND ADMINISTRATIVE REVIEW, AND WILL BE REPLACED BY THE FINAL PLAN ADOPTED BY THE CITY COUNCIL.

CITY OF SAN ANTONIO PLANNING DEPARTMENT

MIG

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1 Introduction

Background

A comprehensive plan is the official long-range planning document that cities use to guide decisions on future growth. Comprehensive plans provide policy guidance on a range of topics from land use to city services. The SA Tomorrow Comprehensive Plan was adopted in August 2016 and is intended to guide decision-making through 2040. A key implementation goal of the SA Tomorrow Comprehensive Plan is to create a future land use map for the entire city. This is a large undertaking that requires a methodical approach to ensure thoroughness and consistency. The City's approach is to complete the future land use planning process in a series of smaller georgraphies, called sub-areas, until the entire city is covered. Sub-areas are categorized as either regional centers or community areas based on a combination of existing conditions and future projections. Generally, regional centers are characterized as major activity or employment centers while community areas are more residential in nature.

Process and Timeline

The process of developing the NE I-35 and Loop 410 Area Regional Center Plan was approximately 46 months from project chartering to City Council adoption. Throughout the process, Planning Department staff worked with a wide range of community stakeholders that included neighborhood residents and organizations, business and property owners, area employers, educational and non-profit institutions, business and trade organizations, and relevant City departments to create a realistic and implementable plan for the NE I-35 and Loop 410 Area Regional Center.

Phase 1: Project Chartering

August – December 2018

The first phase of the plan development process focused on project chartering. Project chartering ensures the planning process has a clear timeline and defined milestones. This phase includes finalizing plan area boundaries, determining projections for future housing, jobs, and population growth within the regional center, and identifying key community stakeholders. Also included in this phase was the organization of the Planning Team, the core advisory group that provides analysis, input, and feedback throughout the planning process. The Planning Team is composed of residents, business leaders, institutions, City departments, and other relevant stakeholders for the area.

Phase 2: Analysis and Visioning

January 2019 – March 2019

The second phase of plan development focused on assessing existing conditions and growth capacity of the NE I-35 and Loop 410 Area. A key component of this phase included working with the Planning Team and community stakeholders to establish an overall vision and goals for the planning area. Vision and goal statements communicate the character and identity the community desires for the future of the area. These statements are revisited throughout the planning process to ensure that each section of the plan contributes to achieving the overall vision.

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Phase 3: Plan Framework

April 2019 – May 2021

The third phase of the planning process focused on working with the Planning Team and community stakeholders to establish the Plan Framework. The Plan Framework refers to the collection of main "topics" or "elements" in the plan. They include land use, housing, economic development, mobility, amenities, public space, and focus areas. Each element of the plan contains an analysis of the area's strengths and challenges relative to the topic, the community's input, and recommendations and strategies for achieving the plan's long-term vision and goals.

Phase 4: Recommendation and Implementation Strategies

April 2019 – May 2021

The fourth phase identified specific projects, programs, and policies to effect change in the NE I-35 and Loop 410 Area Regional Center. This phase also included the development of specific, action-oriented implementation strategies and recommendations for potential funding sources.

Phase 5: Documentation and Adoption

May 2021 – June 2022

The final phase of the plan development process was devoted to converting a complete draft of the NE I-35 and Loop 410 Area Regional Center Plan into an ePlan, creating the Executive Summary, and guiding the Plan through the approval and adoption process. Additionally, Planning Department staff met with other City departments and key partners to develop critical next steps to support implementation of the plan.

Stakeholders

The NE I-35 and Loop 410 Area Regional Center planning process included a range of engagement activities such as interviews, workshops, meetings, town hall events, and community meetings with stakeholders from the following groups:

- Alamo Area Council of Governments (AACOG)
- Alamo Area Metropolitan Planning Organization (AAMPO)
- American Institute of Architects (AIA)
- City Council District 2
- City Council District 10
- City of San Antonio Development Services Department (DSD)
- City of San Antonio Economic Development Department (EDD)
- City of San Antonio Metropolitan Health District (Metro Health)
- City of San Antonio Neighborhood and Housing Services Department (NHSD)
- City of San Antonio Office of Innovation
- City of San Antonio Office of Sustainability
- City of San Antonio Parks and Recreation Department
- City of San Antonio Public Works Department
- City of San Antonio Transportation Department

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- North San Antonio Chamber of Commerce
- Northeast Independent School District (NEISD)
- Northeast Neighborhood Alliance
- Real Estate Council of San Antonio (RECSA)
- San Antonio Apartment Association (SAAA)
- San Antonio River Authority (SARA)
- Texas Department of Transportation (TxDOT)
- VIA Metropolitan Transit (VIA)

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The Planning Team

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- James Todd, Wayland Baptist University
- Jordan Schaefer, RECSA
- Steven Silver, Children's Rehabilitation Institute TeletonUSA
- Christine Viña, VIA Metropolitan Transit
- Scott Wolston, Capitol Aggregates
- Daniel Worden, TxDOT

The Planning Team Selection Process

The NE I-35 and Loop 410 Area Regional Center Plan, like all SA Tomorrow Sub-Area Plans, was developed with regular input and participation from local residents, business owners, property owners, institutional representatives, and other key partners and stakeholders. In addition, a formal Planning Team was created to provide more frequent, in-depth, and consistent advice and guidance throughout the planning process. The composition of the Planning Team is drawn from the representatives and stakeholders described above, and was meant to reflect the existing uses, assets, challenges, and opportunities associated with the area. While the NE I-35 and Loop 410 Area Planning Team list does not include all who were invited to participate, it does include those who served as alternate and replacement representatives for participating organizations.

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2 Existing Conditions

A History of the NE I-35 and Loop 410 Area

As the regional center's name implies, Interstate 35 (I-35) and Loop 410 have a significant presence in the area. Marveling at the loops and flyovers that form the highways' massive interchange, it is interesting to note that what is present today is just the latest evolution of transportation networks in an area with a long history as a crossroads.

Pre-European Colonization
The earliest paths through the NE I-35 and Loop 410 Area were made by animals in search of food and water offered by the creeks and rivers that flowed through the Texas prairie. Native Americans expanded these routes to incorporate seasonal camp sites, hunting areas, and villages. When Spanish explorers started arriving in the 1600s, they also used these trails to navigate between what is today Mexico, Texas, and Louisiana.

1600s – 1800s: European Colonization and Settlement
During the Spanish Colonial era, the dirt trails were widened and improved to facilitate the movement of horses, wagon trains, soldiers, and settlers. As the Spanish established missions in South Texas, the trails became defined roads and were critical in linking far-flung outposts in Texas and Louisiana with Mexico City, the Spanish capital in the New World. Because these routes provided access to the Spanish capital, they were generally referred to as "caminos de realeza" (royal roads), with one regionally significant segment known as the El Camino Real de los Tejas. Today, Nacogdoches and Bulverde Roads generally follow the same alignment as the El Camino Real de los Tejas and are marked with commemorative National Park Service signage.

By the late 1800s, the lands comprising the plan area had been carved into farms and ranches by immigrants from Europe, particularly Germany. Many present-day street and place names, such as Perrin Beitel, Walzem Road, and Serna Elementary School, bear reference to some of these early landowners. Maps from this time period also show the early alignments of Nacogdoches Road, Austin Highway, and Perrin Beitel connecting farming communities and markets. Many of these routes were evolved from established trails. Statewide rail networks began crisscrossing the area with the arrival of the International & Great Northern Railroad (I&GN) in the 1880s and later linked to national rail networks with the Missouri-Kansas-Texas Railroad (MKT) in 1901.

1900s – Present Day: Suburbanization
Small communities continued to grow around the area's rural crossroads and rail stops. The town of Fratt, TX was founded by German settlers prior to 1900 and became important as a flag stop station with the arrival of the MKT. Fratt was the MKT's last stop before reaching San Antonio and, by the 1930s, the community boasted a general store, church, station house, and scandalously, a saloon that was rumored to be a brothel. The town of Fratt no longer exists; it was demolished to make way for the NE I-35 and Loop 410 interchange. Other small communities with similar fates include Longhorn Village, which housed workers from the Longhorn Quarry, and Short's Corner, a crossroads community at the present-day intersection of Perrin Beitel, Nacogdoches Road, and Thousand Oaks.

After World War II, agriculture became less important to the economy of this area. San Antonio city limits expanded northward into the area starting in the 1950s and continued for the next two decades.

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With expansion came the need for better transportation networks; the age of the interstate highway had arrived. This would have a huge impact in changing the character of the plan area from rural to suburban. The NE I-35 and Loop 410 interchange was complete by the early 1960s. Portions of these highways follow the same alignments of several predecessor routes including Loop 13 and the Meridian Highway.

[See **Exhibit 1: Existing Conditions Atlas**]
[See **Figure 1: Plan Location Map**]
[See **Figure 2: Study Area Map**]

Assets

Highlighted among the NE I-35 and Loop 410 Area Regional Center's assets are its location within the region; access to major transportation routes; diversity of employment base; and unique mix of anchor businesses, institutions, and entertainment venues. Loop 410, I-35, and Wurzbach Parkway help to move people and goods throughout the region and support robust employment in the transportation and warehousing industries. The Longhorn Quarry redevelopment, anchored by Toyota Field, Morgan's Wonderland, Heroes Stadium, Children's Rehabilitation Institute TeletonUSA, and new multi-family housing, is a thriving example of adaptive reuse. Residents of the regional center also cite its relative affordability, ease of access, and established neighborhoods as major assets.

Challenges

As with other established parts of the City, the NE I-35 and Loop 410 Area does face challenges related to the changing economy and general disinvestment as businesses and residents locate in more suburban areas. A consequence of suburban flight is the prevalence of aging, underutilized strip centers lining commercial corridors in the area. Residents have difficulty finding local retail and service establishments that meet their-day-day needs. The growth of surrounding suburban communities also contributes to increasingly congested traffic patterns within the regional center. Although TxDOT is in the process of expanding I-35 and has the community's desire for a direct connection to Wurzbach Parkway on its radar, lack of other modes of transportation will continue to place stress on roadways.

While the highways and rail lines that crisscross the plan area do benefit its economy, they also create a disjointed landscape that contributes to an overall lack of community identity. There are few green and open areas within the regional center and past development patterns have made connections to adjacent parks and trails difficult.

Opportunities

As mentioned previously, the regional center's location makes it an attractive commercial hub. With an already vibrant transportation and warehousing base, the area is well positioned to capture more of this type of business with the proliferation of e-commerce and its inherent need for efficient delivery networks. In recent years, there has also been a coordinated focus on economic development and reinvestment in the NE I-35 and Loop 410 Area. A Tax Increment Reinvestment Zone (TIRZ), federally designated Opportunity Zone, and a commercial property enhancement grant program are financial tools available within the plan area to assist with reinvestment efforts. These financial incentives can be

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used to fund a wide range of projects – from large-scale site redevelopment or corridor-wide streetscape improvements to smaller place-based initiatives such as public art.

Sub-Area Plans and Existing Neighborhood and Community Plans

Regional Center Plans and Community Area Plans (collectively referred to as "Sub-Area Plans") are intended to provide a coordinated, efficient, and effective approach to land use planning in San Antonio. In contrast to other regional centers and community areas, there are no existing adopted Neighborhood or Community Plans to incorporate into the NE I-35 and Loop 410 Area Regional Center Plan. Most registered neighborhood associations in the area are active through the Northeast Neighborhood Alliance. The Planning Department was in contact with representatives from this organization and other community stakeholders throughout the planning process in order to gather feedback and provide updates on the project status.

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3 Vision and Goals

What is a Vision Statement?

A vision statement describes the desired state of a place in the future. With community support, an effective vision can influence decisions and inspire action to move toward that idealized future. Goals further describe the outcomes that will support the realization of the vision. These, in turn, are supported by more specific strategies and actions that will implement the bigger-picture vision and goals. These strategies will involve specific proposed projects, programs, policies, and other means of achieving the community vision.

The NE I-35 and Loop 410 Area Regional Center vision and goals were developed with input from residents, community stakeholders, and Planning Team members through an iterative process of interpreting and refining these concepts. During early public engagement efforts and Planning Team meetings, community members and other relevant stakeholders identified the NE I-35 and Loop 410 Area's assets, challenges, and opportunities and articulated important community values. This input created the foundation for the NE I-35 and Loop 410 Area Regional Center's vision and goals.

Establishing the Vision and Goals

The success of the SA Tomorrow Sub-Area Plans, in this case the NE I-35 and Loop 410 Area Regional Center Plan, depends on broad participation from area stakeholders. To ensure this success and create a realistic, implementable plan, City staff worked with neighborhood associations, business and property owners, residents, employers, educational and cultural institutions, public and non-profit organizations, and other City departments throughout the planning process.

The "visioning" process was designed to create a "feedback loop" between the City and the community throughout plan development. This approach ensures that the final product accurately reflects community values and priorities. A variety of tools and techniques were used to ensure that those interested were well-informed about the Plan development process, encouraged to participate in a range of stimulating events and activities, and engaged in providing constructive feedback on a preferred future.

For each public input exercise and questionnaire, the narrative below describes the type of feedback requested, how the input was presented back to the stakeholders, and how results were carried forward in further engagement activities and eventually incorporated into the plan. Results from the exercises and questionnaires are available in the Documents Library of the NE I-35 and Loop 410 Area Regional Center Plan website.

To facilitate dissemination of information and encourage community engagement, the NE I-35 and Loop 410 Area Regional Center Plan website (nei35.sacompplan.com) was created and made available to the general public. In addition to information on the plan and the planning process, website content also includes copies of Community and Planning Team meeting presentations, meeting summaries, and a section for leaving comments or feedback. This information is sent directly to the project manager.

Below are descriptions of key exercises that were used to help draft and refine the overall vision and goals for the future of the NE I-35 and Loop 410 Area Regional Center. Community feedback was

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gathered through two Community Meetings and two online questionnaires. The feedback from these community engagement efforts was presented to and discussed by the Planning Team. Throughout the planning process, the Planning Team ensured that recommendations, strategies, and other decisions were consistent with the community's long-term vision and goals for the NE I-35 and Loop 410 Area Regional Center.

Exercise 1: Draft Assets, Challenges, and Opportunities

At the first and second Planning Team meetings, the Planning Team discussed assets, challenges, and opportunities in the NE I-35 and Loop 410 Area, as well as strategies for public outreach. This information helped inform Planning staff of fundamental priorities, concerns, and community values in the plan area, as well as the community's preferred methods of engagement.

Results of Exercise 1 were posted in the Documents Library of the NE I-35 and Loop 410 Area Regional Center Plan website.

Exercise 2: Draft Vision Elements

The purpose of the second Planning Team meeting was to begin developing the vision and goal statements for the regional center. Planning staff facilitated a discussion where Planning Team members were asked to elaborate on the major themes, opportunities, and issues the Plan should address. Planning staff captured the Planning Team's discussion on large pieces of paper set up throughout the room. This exercise helped identify and articulate key themes to be addressed in the vision and goal statements for the Regional Center Plan.

Results of Exercise 2 were posted in the Documents Library of the NE I-35 and Loop 410 Area Regional Center Plan website.

Exercise 3: Develop Draft Area Vision and Goals

The first Community Meeting for the NE I-35 and Loop 410 Area Regional Center Plan was an open house-style event. After an introductory presentation from Planning staff, attendees participated in a wall graphic exercise where they were asked to identify regional center assets, challenges, opportunities, and potential vision and goal elements.

To provide an alternative to in-person Community Meeting attendance, an online questionnaire was made available. The questionnaire also invited participants to identify assets, challenges, opportunities, threats, and potential vision and goal elements for the regional center. The questionnaire presented open-ended questions, asking participants to describe the characteristics of their community they like, dislike, want to change, or want to keep.

These exercises helped inform the first-draft vision and goal statements. Results from Exercise 3 were posted to the plan website and presented to the Planning Team at their next meeting.

Exercise 4: Review Draft Vision and Goals

During Planning Team Meeting #3, the initial draft vision and goal statements were presented to the Planning Team. The Planning Team discussed the initial drafts in concert with public feedback from the first Community Meeting and online questionnaire.

Results from this meeting were used to refine the draft vision and goals and were posted in the Documents Library of the project website.

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Exercise 5: Review and Confirm Draft Vision and Goals
During Planning Team Meeting #4, the revised vision and goals were reviewed for approval by the Planning Team. The draft vision and goals were then posted to the project website.

Exercise 6: Finalize Draft Vision and Goals
The draft vision and goals were presented at the second Community Meeting on large sheets of paper, with instruction on how to use stickers and markers to suggest improvements or confirm agreement. Feedback from attendees was strongly encouraged and discussed. The participants welcomed and supported the draft vision and goals. Similar to the first Community Meeting, an online questionnaire was made available to ask residents and stakeholders whether they agreed or disagreed with the draft vision and goals. The questionnaire also allowed space for comments.

The results from the second Community Meeting and second questionnaire were used to finalize the NE I-35 and Loop 410 Area Regional Center Plan vision and goals statements, subject to subsequent requests from the public for additional changes.

The results of the public visioning process are presented below. The vision and goals were referenced throughout the planning process to ensure key recommendations and strategies aligned with the long-term vision for the area.

Vision

The NE I-35 and Loop 410 Area Regional Center is a place where neighborhoods and businesses thrive and whose unique recreational, educational, and institutional assets draw residents and visitors alike. Its well-connected transportation networks integrate options for automobile, public transit, bicycle, and pedestrian travel allowing efficient access to everything the area has to offer – from entertainment to parks and hike/bike trails to businesses that meet day-to-day needs. The regional center supports its traditional industrial base, embraces economic development that fosters a balanced mix of live, work, and play options, and evolves in a way that sustains and protects its natural systems and environment.

Goals

Goal 1: Encourage economic development and business diversity that nurture positive community identity.

- Continue to capitalize on existing economic development tools such as the area's Tax Increment Reinvestment Zone (TIRZ), Opportunity Zones, and commercial property improvement grant to incentivize catalytic, community-serving development and reinvestment.
- Validate and continue implementing the land use suggestions in the Northeast Corridor Revitalization Plan.
- Seek innovative approaches to adaptive reuse of vacant and outdated spaces – both large and small.
- Encourage mixed-use development that attracts businesses that meet the daily needs of the community, such as dining and shopping.
- Promote redevelopment of the Longhorn Quarry as a regional mixed-use anchor and entertainment destination.

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- Promote and expand upon existing area assets, such as Morgan's Wonderland, Toyota Field, and Children's Rehabilitation Institute TeletonUSA, as unique attractions to encourage positive change and regional center identity.
- Support a mix of workforce housing options.

Goal 2: Promote community well-being and safety.

- Preserve existing single-family neighborhoods by directing growth to major corridors, with appropriate transitions between high and low-density areas.
- Direct growth and development along major arterials, near intersections, and close to public transit.
- Develop design standards and guidelines for major corridors and redevelopment areas to improve safety, comfort, and attractiveness and to foster a recognizable community identity.
- Encourage a sense of community and pride of place where businesses and residents respect each other and their shared spaces.

Goal 3: Create a connected transportation network that integrates multiple modes of transportation - including automobile, public transit, bicycle, and pedestrian - to efficiently serve the needs of multiple audiences including area residents, workforce commuters, commerce and trade, and visitors.

- Support transportation options and improvements to keep pace with growth and development.
- Improve and install infrastructure that provides options for pedestrians, bicyclists and public transit riders that provides safe and efficient connectivity to other major employment hubs as well as the rest of the city.
- Examine ways to create hike/bike trails within the regional center and how to connect them to other trails and parks in the City.
- Explore transportation demand management (TDM) approaches to managing traffic.

Goal 4: Expand and connect greenspace, parks, and trails.

- Examine ways to preserve existing greenspace, reintroduce greenspace into already developed areas, and incorporate natural features into new development.
- Invest in projects that better connect area neighborhoods and amenities to the regional greenway system and other parks and trails.

Goal 5: Support sustainable development practices that encourage stewardship of the natural environment, create healthy neighborhoods, and minimize the risk of flooding.

- Encourage the integration of green infrastructure into new and redevelopment projects. Green infrastructure uses natural elements, such as vegetation and soils, to restore some of the natural processes required to manage water and create healthier environments.

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4 Plan Framework

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

Planning for the future of the NE I-35 and Loop 410 Area Regional Center is a complex undertaking with many aspects to consider, such as current conditions, population and job projections, and community goals and priorities. The Plan Framework helps ensure comprehensive consideration of essential elements by organizing the plan into six main topic areas: Land Use, Focus Areas, Mobility, Amenities and Public Space, Housing, and Economic Development.

Detailed background information, maps, illustrations, recommendations, and strategies for each of these six topics can be found in their respective sections following this overview. The recommendations and strategies support the overall vision and goals for the regional center and are 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 NE I-35 and Loop 410 Area community.

Implementation Priorities

While all the recommendations and strategies in the NE I-35 and Loop 410 Area Regional Center Plan are important, the following Plan Framework overview highlights those from each of the Plan's six main topic areas that were determined to be 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.

The Plan Framework overview presents the key highlights in two ways: a list of Implementation Priorities and the Plan Framework Map. The Implementation Priorities list below compiles the priority recommendations and strategies from each of the Plan's six main topic areas. The Plan Framework Map depicts broad concepts from the Implementation Priorities list in order to illustrate important overlaps, adjacencies, and mutually supportive relationships. Some land use, housing, and economic development recommendations and strategies are not easily depicted on a map, but together, the Implementation Priorities list and Plan Framework Map summarize the key strategic concepts and physical improvements that will influence future development of the NE I-35 and Loop 410 Area Regional Center.

Land Use

Recommendation #1: Support mixed-use redevelopment at a variety of scales in identified focus areas and along transit corridors.

Strategy 1.1 (Regulatory and Policy)
Where appropriate, rezone properties to a mixed-use zoning district in areas where mixed-use development is desired, particularly in areas designated as Regional Mixed-Use or Urban Mixed-Use. Important areas to consider are the Longhorn Quarry, the Galaxy Theater area, and the area north of the VIA Randolph Transit Center.

Focus Areas

Recommendation #1: Support land use and zoning that will encourage redevelopment and revitalization of aging, underutilized, and outdated commercial areas with spaces that meet the demands of modern markets and lifestyles.

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Recommendation #2: Examine options for using natural and man-made features – such as floodplains, drainage ways, and utility easements – to expand greenspace, trail connections, and recreational opportunities as well mitigate flooding hazards.

Mobility

Recommendation #2: Complete the multimodal mobility network and establish new connections through partnerships with appropriate local, state, and federal entities.

Strategy 2.1 (Regulatory and Policy, Partnerships, Investment)
Conduct a "complete streets" study to find opportunities to reduce pedestrian crossing time, increase pedestrian crossing opportunities, and reduce vehicle operational speeds. The following street segments are ideal for study and implementation:

- Thousand Oaks from Perrin Beitel to Bulverde Road;
- Nacogdoches Road from Hillpoint Drive to Wurzbach Parkway;
- Walzem Road from Austin Highway to Cross Creek; and
- Crosswinds Way from I-35 to Wurzbach Parkway.

Strategy 2.2 (Investment)
Implement on-road infrastructure and wayfinding projects to improve first/last mile connectivity to regionally significant trailheads such as McAllister Park, Lady Bird Johnson Park, Robert L. B. Tobin Park, and Oakwell Trailhead.

Amenities and Public Space

Recommendation #1: Leverage floodplain areas and public easements within the regional center to expand greenspace and create direct connections to nearby parks and greenway trails.

Strategy 1.1 (Partnerships)
Coordinate with CPS Energy, the Parks and Recreation Department, the Public Works Department, the Transportation Department, and other relevant stakeholders to explore options and feasibility of priority trail connections using public easements.

Strategy 1.2 (Regulatory and Policy, Investment)
Require green infrastructure and low impact development as a condition of accepting City incentives for new development or redevelopment projects in the regional center.

Housing

Recommendation #2: Support reinvestment in existing neighborhoods and homes.

Strategy 2.1 (Regulatory and Policy, Partnerships, Investment)
The City offers several programs to promote and support homeownership, such as the Homeownership Incentive Program, Minor Repair Program, and Green and Healthy Homes Program. Proactively raise homeowner and potential homeowner awareness of these programs by engaging homeowners, homebuyers, neighborhood associations, veteran's organizations, local colleges and universities, and local employers. Consider development of a one-stop "clearinghouse" website with information and links to resources helpful to homeowners.

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Recommendation #3: Connect and orient neighborhoods and housing to area parks, greenways, and open spaces.

Strategy 3.1 (Regulatory and Policy)
Explore options for retrofitting existing and constructing new drainage ways with green infrastructure. 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. Encourage integration of green 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.

Economic Development

Recommendation #1: ***Make the regional center a live/work/play destination centered on the Longhorn Quarry redevelopment.***

Strategy 1.1 (Regulatory and Policy, Investment)
Encourage and support the redevelopment of the Longhorn Quarry area as a distinct mixed-use destination that supports major attractions, a strong employment base, and desired amenities within the regional center. Ensure that the land use designations and zoning facilitate a mixture of uses and a denser development pattern than found elsewhere in the regional center. The City can also provide assistance with available incentive programs, infrastructure needs, and streamlining the development process.

Recommendation #2: Invest in and support revitalization of the existing commercial and industrial areas within the regional center.

Strategy 2.2 (Regulatory and Policy, Investment)
Continue to encourage reinvestment and redevelopment of aging retail areas through the use of Tax Increment Reinvestment Zone (TIRZ) funding, commercial property improvement grants, and other tools. Outreach to business associations, chambers of commerce, and other entities to encourage targeted uses, such as retail, restaurant, and incubators, to locate in reinvestment areas.

Plan Framework Map Overview

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

The Plan Framework Map illustrates the interrelatedness of key physical concepts from the Implementation Priorities list above. These include the focus areas; economic development opportunities; trail and green infrastructure enhancements; and modal priorities that will help guide corridor design treatments to provide multimodal access and improved pedestrian, transit, and safety facilities. The highlighted Implementation Priorities and Plan Framework Map elements are complemented by other supportive plan recommendations and strategies related to land use, housing, mobility, economic development, and amenities.

Trails and Green/Open Space

Trail connections and more green/open space are proposed throughout the regional center, but high priority is given to connections that would provide direct links from the plan area to adjacent trailways and parks, such as the Salado Creek Greenway and Lady Bird Johnson Park. On the map, proposed trail connections are located:

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- South of Loop 410 along Perrin Beitel to connect the regional center to the Salado Creek Greenway;
- Along Beitel Creek through Kallison Park linking to the Longhorn Quarry; and
- Just south of Wurzbach Parkway between the Longhorn Quarry and Lady Bird Johnson Park.

Floodplain areas along Beitel Creek could be used to both expand trails and increase green/open space.

Balanced/Multimodal Improvements

Balanced and multimodal corridors are envisioned as "complete streets." Complete streets are designed to enable safe access for all users including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. Multimodal enhancement locations are identified as areas where crossing is considered a priority and pedestrians, motorists, and bicyclists share space. Priority corridor and enhancement designation was given to areas where proposed trail connections intersect with or cross major streets. On the map, these areas are located along Perrin Beitel, Nacogdoches Road near Lady Bird Johnson Park and the Capitol Park Baseball Fields, and crossings or routes in close proximity to VIA transit facilities.

Focus Areas and Economic Development

Focus areas are areas of opportunity that, with strategic planning and investment, could be catalysts for economic development in the future. Because most of the land within the NE I-35 and Loop 410 Area Regional Center has already been developed, revitalization and reimagination of aging and underutilized areas is a dominant theme. Revitalization and reinvestment projects can take many forms and from small-scale streetscape improvements, such as lighting and landscaping, to large multi-parcel redevelopments. Three focus areas were identified for the regional center:

- Focus Area #1: Loop 410 and Austin Highway;
- Focus Area #2: Perrin Beitel Corridor; and
- Focus Area #3: Randolph Boulevard South.

The Longhorn Quarry is highlighted as a key economic development asset on the map because it is an example of a successful adaptive reuse and reinvestment project and serves as an important generator of economic activity for surrounding areas.

Mobility Hubs

Mobility hubs are envisioned as scalable nodes of mobility that can provide a variety transportation options, including frequent transit, shared rides, bicycling, and micro-mobility. As the regional center grows, mobility hubs can help facilitate efficient connections between residential, employment, commercial, and recreation areas. Priority for mobility hubs was given to key locations where there is established transit infrastructure on which to expand with other mobility options or locations where mobility options provide a critical component of economic development. On the map, these locations are the Longhorn Quarry and the VIA Randolph Transit Center.

Establishing the Plan Framework and Recommendations

The Plan Framework includes analysis, recommendations, and strategies for each of the six main topic areas – Land Use, Focus Areas, Mobility, Amenities and Public Space, Housing, and Economic Development. Each topic section of the Plan Framework is presented and briefly described below.

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Land Use: Land Use is a foundation of this Plan, and all the other sections are intended to respond to and support the designated future land patterns. 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 NE I-35 and Loop 410 Area Regional Center, the Planning Department will eventually create a detailed future land use map for the entire City of San Antonio.

Focus Areas and Transformative Projects: Focus areas are key locations of opportunity where future investments or other improvements are desired. They can be areas a community wants to see preserved, enhanced, or redeveloped. This section describes three focus areas within the NE I-35 and Loop 410 Area Regional Center that have been reimagined with a combination of new trail connections; green and open space; revitalized commercial corridors and mixed-use areas; and modern amenities. Many of the concepts within this Plan are long-term and somewhat abstract. To help visualize some of these concepts, small geographies were selected within the focus areas for a transformative project exercise. Transformative projects explore how different types of development and improvements can achieve the community's future vision for the area. While this section contains detailed renderings, the specific style choices are more for illustrative purposes to show potential, rather than prescribe specific aspects of a development.

Mobility: The ability to efficiently travel in and around the City is, understandably, a key concern for future growth. This section describes different modes of transportation - automobile, bicycling, walking, and transit - and how they can be used together to create an efficient, flexible mobility network. Also included are specific recommendations and strategies for future improvements to help the NE I-35 and Loop 410 Area Regional Center achieve a less congested future.

Amenities and Public Space: As the City grows, it is important that all communities have access to features that make them enjoyable places to live, work, and play. In addition to basic infrastructure, features such parks, trails, and cultural assets can enhance an area's quality of life and unique sense of identity. This section provides recommendations for projects and policies that contribute to the regional center's future livability.

Housing: It is essential to consider the number, type, and location of housing options when planning for future growth. After a review of current housing trends within the plan area, this section explores housing options that accommodate growth in a way that supports the community's land use goals and vision for future residential areas.

Economic Development: The NE I-35 and Loop 410 Area supports several businesses, institutions, and transportation networks that are integral to the economy of the City and surrounding region. Creating and leveraging economic opportunities will be critical in maintaining and strengthening the regional center's competitive position in changing markets. This section describes recommendations and specific strategies to help the area adapt and thrive in the future.

Public Feedback

The NE I-35 and Loop 410 Area Regional Center Plan Framework was developed through a combination of technical analysis and community input. The Plan Framework illustrates and outlines the overall long-term vision for the NE I-35 and Loop 410 Area Regional Center, including future land use types; priority areas for growth or redevelopment; recommendations for key mobility improvements; opportunities for additional parks and open space; and other "big moves" or ideas that will shape the future of the area.

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At the beginning of the planning process, the Project Team, composed of City staff and consultants with specific subject matter expertise, performed an in-depth study and analysis of the NE I-35 and Loop 410 Area to understand its history, development, and existing conditions. The Planning Team, composed of area stakeholders, then provided their observations on the area's existing assets, challenges, and opportunities which helped paint a holistic picture of the community's needs, priorities, and values. Community meetings, online questionnaires, and public outreach events were used throughout the planning process to capture a broad range of area residents' considerations and validate progress on the plan. Through a series of facilitated work sessions and interactive exercises, the Planning Team provided input and direction that is reflected in the Plan Framework and throughout all sections of the Plan.

Over several months, the Project Team and the Planning Team worked collaboratively to build upon the Framework to identify the key priorities, improvements, and strategies that will guide growth, development, and investment in the NE I-35 and Loop 410 Area Regional Center. 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, the Project Team presented the results of the existing conditions analysis and the Planning Team then discussed assets, challenges, and opportunities in the NE I-35 and Loop 410 Area Regional Center.

The Plan Framework was then iteratively developed, based on Planning Team conversations and public input. Multiple Planning Team meetings were devoted to each of the plan framework topics, allowing for initial feedback followed by review of draft recommendations. Specific meetings and activities that contributed to the development of each plan framework topic are described at the beginning of each of those plan sections.

Land Use

The future land use section and recommendations were primarily informed by Planning Team input in Planning Team Meetings #4 and #5 as well as feedback received from the broader public in the first and second Community Meetings and their associated online questionnaires. Initial public input for the draft vision and goals, and subsequent input related to housing, economic development, focus areas, mobility and amenities also informed the future land use section.

Housing

The housing section and recommendations were primarily informed by Planning Team input in Planning Team Meetings #6 and #7 as well as feedback received from the broader public in the first and second Community Meetings and their associated online questionnaires. Initial public input for the draft vision and goals and other public input related to future land use, economic development, mobility, focus areas, and amenities also informed the housing section.

Economic Development

In addition to discussing housing in Planning Team Meetings #6 and #7, the Planning Team explored preliminary economic development concepts and strategies. After a Project Team presentation on general economic development trends in the NE I-35 and Loop 410 Area, the Planning Team provided insight as to the area's greatest economic strengths, opportunities, and weaknesses.

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The Project Team used the results of Planning Team Meetings #6 and #7 to create draft economic development recommendations. These were presented for public feedback in the second Community Meeting and its associated online questionnaire.

Based on feedback received from the second Community Meeting and online questionnaire, the Project Team revised the draft housing and economic development recommendations and created implementation strategies associated with each recommendation.

Mobility

During the second Community Meeting, the Project Team gathered input from the public on the most frequently used modes of transportation, the ease of commuting in the NE I-35 and Loop 410 Area, and desired improvements to the area's transportation networks. Based on input from this Community Meeting, a mobility summit with the City's transportation partners (VIA, TxDOT, and the Transportation Department), and Planning Team meetings #8 and #10, modal priorities were assigned to major corridors within the NE I-35 and Loop 410 Area and depicted on a draft Mobility Framework Map. Over the course of Planning Team Meetings #8 and #10, the Mobility Framework Map was refined based on Planning Team discussion. Trails, transit routes, bicycle routes, streetscape improvements, pedestrian safety, and traffic congestion were discussed in order to ensure that the Mobility Framework Map reflected the appropriate modal priorities and needs of the community.

Amenities and Public Space

Amenities and Public Space were the topics of Planning Team Meeting #9. Planning Team members were first briefed by the Project Team and San Antonio River Authority (SARA) staff on the elements that make an area an inviting place to live and work and contribute to a "complete" community. These elements can include active recreation opportunities, natural and green features, social spaces, effective flood control, and attractive streetscaping.

Planning Team members discussed which elements were most critical and should be prioritized to help achieve the vision and goals of the NE I-35 and Loop 410 Area Regional Center. To help facilitate discussion, the Planning Team participated in a large-group mapping exercise to identify locations where specific amenities are desired.

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Land Use

[See **Figure 4: Future Land Use Map**]

Future Land Use

The NE I-35 and Loop 410 Area Regional Center Future Land Use Plan supports the SA Tomorrow Comprehensive Plan, Multimodal Transportation Plan, and Sustainability Plan. It also draws on recommendations from the SA Corridors Strategic Framework Plan and implements the vision, goals, and Plan Framework for the NE I-35 and Loop 410 Area Regional Center.

In order to achieve the vision and goals of this regional center, a comprehensive future land use map must be adopted to designate where future housing growth, commercial activity, and other uses will be located in the area. As shown in the map, the NE I-35 and Loop 410 Area will continue to accommodate commercial activity, support the area's traditional industrial base, allow for mixed-use redevelopment, and respect the character of established single-family neighborhoods.

The following sections describe the general future land use patterns of the NE I-35 and Loop 410 Area Regional Center; recommendations for implementing the land use plan; and provide the full catalogue of land use categories (including descriptions and allowable zoning districts) adopted in the Unified Development Code (UDC).

Residential Areas

Residential areas include housing at varying levels of intensity from single-family detached homes to multi-family apartment buildings. Residents of existing single-family neighborhoods value the quiet and private greenspaces their homes provide. Neighborhood areas are generally already well buffered from the more intense industrial uses located in the NE I-35 and Loop 410 Area Regional Center and the Future Land Use Plan will continue to encourage more intense land uses to congregate along the interstate, areas that offer geographic buffers, or in areas already established as intensely commercial. Relatively few areas in the regional center are designated for strictly medium or high-density residential use. Rather, higher-density residential growth is encouraged in mixed-use areas and along mixed-use corridors.

Low Density Residential

Residential areas in the NE I-35 and Loop 410 Area Regional Center consist mostly of single-family detached housing located in both older, established neighborhoods such as Sun Gate, Hills of Park North, Oak Grove Estates, and Morningside Park/Pan Am, and newer neighborhoods such as Cheyenne Valley and Bristol Forest. The Future Land Use Plan designates these areas as Low Density Residential or Urban Low Density Residential in order to retain their character.

Medium and High Density Residential

Multi-family buildings are scattered along main thoroughfares such as Perrin Beitel, Thousand Oaks, Nacogdoches Road, and Randolph Boulevard. New multi-family developments have recently been constructed, with more planned, in the Longhorn Quarry redevelopment area.

Mixed-Use Centers and Corridors

Mixed-use areas provide an integrated combination of residential, commercial, and institutional uses. The NE I-35 and Loop 410 Area Future Land Use Plan incorporates five mixed-use categories, each of which encourages a different mix of allowable uses, density, and intensity. Mixed-use areas can range in

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scale from small, neighborhood-serving development to intensely developed regional centers that are intended to serve a large geographic area. The NE I-35 and Loop 410 Area Future Land Use Plan encourages more dense and intense land uses in appropriate areas including mixed-use centers, designated focus areas, and along primary corridors. This supports development that best serves the needs of, and complements, surrounding areas. Mixed-use areas can support transitions between land use intensities, encourage economic development and revitalization, and provide communities with desired live, work, and play options.

Neighborhood Mixed-Use
Neighborhood Mixed-Use areas contain a mix of residential and commercial uses at a neighborhood scale. These areas are intended to serve nearby neighborhoods while also helping to buffer them from more intense uses. Commercial areas along the NE I-35 and Loop 410 Area Regional Center's major thoroughfares already provide service to surrounding neighborhoods, but there are a few locations where smaller-scale mixed-uses would be appropriate to transition to lower commercial intensity and buffer established neighborhoods. The locations appropriate for the Neighborhood Mixed-Use designation in the regional center are along the section of Perrin Beitel abutting the Sun Gate neighborhood, the southeast corner of the Sun Gate neighborhood, and a small area off of Crestway Road.

Urban Mixed-Use
Urban Mixed-Use areas contain a mix of residential, commercial, and institutional uses at a medium level of intensity. They are larger in scale than Neighborhood Mixed-Use areas and are intended to serve a larger geography. Within the NE I-35 and Loop 410 Area Regional Center, Urban Mixed-Use areas are designated along Perrin Beitel, Thousand Oaks, and Randolph Boulevard, at the intersection of Perrin Beitel, Thousand Oaks, and Nacogdoches Road, and the area just north of the VIA Randolph Transit Center facility. The location of these areas along key corridors is intended to take advantage VIA routes, encourage reinvestment, and provide more retail, service, entertainment, and living options for surrounding communities.

Regional Mixed-Use
Regional Mixed-Use areas contain residential, commercial, and institutional uses at high densities. They are larger in scale than Urban Mixed-Use areas and are intended both to serve nearby communities and to be a draw for the surrounding region. There are two major areas designated as Regional Mixed-Use in the NE I-35 and Loop 410 Area Regional Center: the Longhorn Quarry and the area located at the convergence of Loop 410, I-35, and the Austin Highway. Both areas have the potential to catalyze commercial and residential revitalization.

The Longhorn Quarry is currently under redevelopment and already contains a variety of recreational, entertainment, and medical uses. One multi-family residential community, the Upton, has been developed and more are planned. The Regional Mixed-Use designation allows the Longhorn Quarry to continue evolving into an important regional destination.

The areas at the convergence of Loop 410, I-35, and Austin Highway are designated Regional Mixed-Use to leverage recent reinvestment at the Santikos Galaxy Theater and Austin Highway Business Center. This area also includes several vacant and/or underutilized buildings and parking lots that could be redeveloped to take advantage of the area's proximity to major roads and one of VIA's major transit corridors.

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Employment/Flex Mixed-Use
Employment/Flex Mixed-Use areas provide adaptable live/work environments with a mix of residential and light service industrial uses. This designation is appropriate for adaptive reuse of vacant or underutilized properties and is intended to support residential infill and employment opportunities for adjacent neighborhoods. There are two pockets of Employment/Flex Mixed-Use designated in the regional center: the area between Sherri Ann Road and Randolph Boulevard, and an area north of Wurzbach Parkway bisected by the railroad tracks.

Business/Innovation Mixed-Use
Business/Innovation Mixed-Use areas provide a flexible, employment-focused live/work environment by accommodating residential, commercial, office, and light industrial uses within a cohesive setting. Several areas throughout the NE I-35 and Loop 410 Area Regional Center are designated as Business/Innovation Mixed-Use. This designation acknowledges that the regional center supports a wide variety of industrial and commercial uses ranging in intensity from warehousing to cement production and that its proximity to major highways is attractive to residents and employers.

Business/Innovation Mixed-Use areas are intended to support the traditional industrial base of the regional center, allow adaptability with changing market preferences, and encourage cohesive large-scale development. The range of permitted zoning districts within the Business/Innovation Mixed-Use designation also facilitates appropriate transitions of intensity between land uses. Strategic and thoughtful transitioning of land use intensities is especially important in locations where Business/Innovation Mixed-Use areas abut places of established and ongoing industrial activity, such as the area surrounding the Capitol Aggregates facility on Bulverde Road.

Commercial Areas
Commercial areas provide retail, professional service, and office uses at varying levels of intensity. There are relatively few areas of strictly commercial designation in the regional center. Where they exist, they are at medium and high levels of intensity.

Community Commercial
Community Commercial uses are found primarily along Perrin Beitel. These lower intensity uses are intended to serve surrounding communities while also buffering them from more intense uses.

Regional Commercial
More intense Regional Commercial uses are concentrated predominantly on the south side of I-35. These areas accommodate existing uses such as hotels and automobile sales, take advantage of highway access and visibility, and buffer the adjacent neighborhoods from the activity of I-35.

Industrial Areas
Industrial areas include manufacturing, fabrication, processing, and warehousing uses at varying levels of intensity. These areas are typically concentrated near arterials, expressways, and railroad lines. The NE I-35 and Loop 410 Area Regional Center has traditionally had a strong industrial base with warehousing, rail shipments, quarrying, light manufacturing, and the production of cement products. The Future Land Use Plan encourages adjacent land uses to remain compatible with industrial activities to help preserve these employment uses in the area. Adjacent land uses should also serve as buffers to provide transitions to lower intensity mixed-use and residential areas.

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Light Industrial
The Future Land Use Plan accommodates areas of compatible light industrial activity between the railroad tracks and I-35, at major highway intersections, and in smaller pockets of business/flex space. Light industrial activities that are compatible with their surroundings are also permitted in the Business/Innovation Mixed-Use land use category.

Heavy Industrial
The Capitol Aggregates facility, located between Bulverde and Wetmore Roads is the largest area of heavy industrial use in the regional center. The facility is projected to stay in operation for the long term. It is buffered by the Union Pacific railroad tracks, Wurzbach Parkway, and a berm along Thousand Oaks and Bulverde Road. Smaller areas of heavy industrial uses are also located at the I-35 and Loop 410 intersection and along the railroad tracks south of the Longhorn Quarry. These areas are buffered from their surroundings by the railroad track, I-35, and areas of less intense industrial uses.

Parks and Open Space

Parks/Open Space generally refers to large, linear, or unimproved land where conservation is promoted, and development is not encouraged. The designation may include utility corridors and public or private land uses that encourage outdoor passive or active recreation. Examples include City-owned and/or operated pocket, regional, or linear parks, as well as private parks associated with subdivisions and neighborhood associations.

The only Parks/Open Space designation in the NE I-35 and Loop 410 Area Regional Center is Kallison Park, a City-owned park, in the Sun Gate neighborhood. There are pockets of greenspace and unimproved land throughout the area, but these are in private ownership and have not been established as dedicated green or recreational space by deed or covenant. Because NE I-35 and Loop 410 Area communities have identified a desire for more greenspace, trails, and connectivity with adjacent parks and greenways, it is worth exploring the feasibility of using floodplain areas and utility easements to create these amenities

Land Use Recommendations

Five land use recommendations are identified to support the Future Land Use Plan for the NE I-35 and Loop 410 Area Regional Center. In the Implementation section of the plan, specific strategies are provided for each of the following recommendations.

Land Use Recommendation #1: Support mixed-use redevelopment at a variety of scales in identified focus areas and along transit corridors.
A wider variety of retail, service, and entertainment options have been identified as a priority for the NE I-35 and Loop 410 Area Regional Center. Although there is a limited amount of vacant land to support new development in the regional center, several areas could be suitable for mixed-use redevelopment or retrofit. Mixed-use redevelopment can create a range of opportunities – from regional destination attractions such as Toyota Field and Morgan's Wonderland to retail and service businesses that serve the daily needs of the local community such as sit-down restaurants and shopping.

Large-scale mixed-use developments take advantage of proximity to expressways, major arterial roadways, and transportation hubs. The Longhorn Quarry and the "triangle" between the Loop 410/I-35, Perrin Beitel, Austin Highway, and Walzem Road intersection have been identified as focus areas for

large-scale mixed-use redevelopment. Redevelopment of the Longhorn Quarry is currently underway, and a major renovation of the Galaxy Theater at the "triangle" intersection has been completed. By encouraging mixed-use redevelopment in this area, it is possible for the theater renovation to act as a catalyst for retrofits of adjacent underutilized and vacant buildings. Smaller-scale mixed-use projects are appropriate for arterials that can support a local customer base and take advantage of VIA's transit network. These smaller-scale focus areas are located along Perrin Beitel, Randolph Boulevard, Thousand Oaks, and Naco Perrin Boulevard.

Land Use Recommendation #2: Protect the character of established neighborhoods by locating higher-intensity land uses at major intersections, along transit corridors, and near established industrial areas.

Strategically transitioning land use intensities acknowledges that residents in existing neighborhoods value the quiet and greenspaces that their communities provide while also accommodating the growth necessary to support more community-serving businesses. Higher-intensity commercial and residential uses should be directed toward major arterials and areas already established for higher-intensity uses. The Future Land Use Plan supports the NE I-35 and Loop 410 Area Regional Center's existing industrial uses while also allowing for appropriate transition of these areas into less intense commercial and residential uses over time.

Land Use Recommendation #3: Promote transit-supportive land use (TSLU) near existing and planned transit station areas and key transit corridors.

Transit supportive land use (TSLU) provides residents and workers a range of mobility choices, access to daily needs, commercial services, and recreational opportunities, as well as key destinations like work and school, within a short distance from home. TSLU allows for more efficient use of land and can help communities develop in a way that limits conflicts between vehicles, pedestrians, and transit operations. VIA Metropolitan Transit published a *Guide to Transit Supportive Land Use* in 2014 that provides resources and guidance for the development of transit supportive places. Within the NE I-35 and Loop 410 Area Regional Center, transit supportive land use takes the form of appropriately scaled, mixed-use areas close to VIA bus routes, the Naco Pass Mobility Hub, and the Randolph Transit Center.

Land Use Recommendation #4: Preserve the long-standing employment base of the regional center with land use designations that support existing industrial uses, while also providing opportunities for new and emerging industries.

Industrial uses, such as warehousing, distribution, and construction, create the largest number of jobs in the regional center. The Future Land Use Plan supports these employment-generating uses while also acknowledging that, over time, market demands can change. Flexible land uses can help transitioning industrial areas remain competitive as the economy and markets change.

Land Use Recommendation #5: Encourage green infrastructure and the use of floodplain land for parks, greenbelts, and open spaces where appropriate.

Green infrastructure uses vegetation, soils, and other elements and practices to restore some of the natural processes required to manage water and create healthier urban environments. It is an approach to development that works with nature to manage stormwater by preserving and recreating natural landscape features and minimizing impervious surfaces. Due to the amount of floodplain land in the NE I-35 and Loop 410 Area Regional Center, integrated stormwater management planning should be implemented in this area. The use of floodplains as community amenities – parks, trails, and recreational areas – is also encouraged where feasible and appropriate.

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Future Land Use Categories

As described above, the NE I-35 and Loop 410 Area Regional Center includes a range of land use designations that represent the unique character of the area, while encouraging and supporting development patterns that reflect the goals of the SA Tomorrow Comprehensive Plan and the preferences of the NE I-35 and Loop 410 Area community stakeholders. Below is the full list of land use categories adopted by City Council into the Unified Development Code (UDC) on October 11, 2018. Each category listed includes a description, general guidance on where the land use designation is most appropriate, and a list of allowable zoning districts.

Residential Estate

Residential Estate includes large lot single-family detached houses on individual estate-sized lots or in conservation subdivisions. This form of development should be located away from major arterials, and can include certain nonresidential uses such as schools, places of worship, and parks that are centrally located for convenient neighborhood access. Permitted zoning districts: FR, R-20, RE, and RP.

Typical densities in this land use category would be up to 2 dwelling units per acre.

Low Density Residential

Low Density Residential includes single-family detached houses on individual lots, including manufactured and modular homes. This form of development 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. Permitted zoning districts: R-4, R-5, R-6, NP-8, NP-10, and NP-15.

Typical densities in this land use category would range from 3 to 12 dwelling units per acre.
IDZ and PUD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Urban Low Density Residential

Urban Low Density Residential includes a range of housing types including single-family attached and detached houses on individual lots, small lot residences, duplexes, triplexes, fourplexes, cottage homes, manufactured homes, low-rise garden- style apartments, and manufactured home parks. This land use category may also accommodate small scale retail and service uses that are intended to support the adjacent residential uses. Other nonresidential uses, including, but not limited to, schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. Permitted zoning districts: R-3, R-4, R-5, R-6, RM-5, RM-6, MF-18, MH, MHC, MHP, and NC.

Typical densities in this land use category would range from 7 to 18 dwelling units per acre.
IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Medium Density Residential

Medium Density Residential accommodates a range of housing types including single-family attached and detached houses on individual lots, manufactured and modular homes, duplexes, triplexes, fourplexes, and low-rise, garden-style apartments with more than four (4) dwelling units per building.

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Cottage homes and very small lot single-family houses are also appropriate within this land use category. Higher density multi-family uses, where practical, should be located in proximity to transit facilities. Certain nonresidential uses, including, but not limited to, schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. Permitted zoning districts: R-3, R-4, RM-4, RM-5, RM-6, MF-18, MF-25, MF-33, MH, MHC, and MHP. Typical densities in this land use category would range from 13 to 33 dwelling units per acre.

IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

High Density Residential

High Density Residential includes low-rise to mid-rise buildings with four (4) or more dwelling units in each. High density residential provides for compact development including apartments, condominiums, and assisted living facilities. This form of development is typically located along or near major arterials or collectors. High density multi-family uses should be located in close proximity to transit facilities. Certain nonresidential uses, including, but not limited to schools, places of worship, and parks are appropriate within these areas and should be centrally located to provide easy accessibility. This classification may be used as a transitional buffer between lower density residential uses and nonresidential uses. High density residential uses should be located in a manner that does not route traffic through lower-density residential uses. Permitted zoning districts: RM-4, MF-25, MF-33, MF-40, MF-50, MF-65, MH, MHC, and MHP.

Typical densities in this land use category would range from 25 to 50 dwelling units per acre.
IDZ, PUD, MXD, and TOD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Neighborhood Commercial

Neighborhood Commercial includes smaller intensity commercial uses such as small-scale retail or offices, professional services, and convenience retail and services that are intended to support the adjacent residential uses. Neighborhood commercial uses should be located within walking distance of neighborhood residential areas. Special consideration should be given to pedestrian and bicycle facilities that connect neighborhoods to commercial nodes. Permitted zoning districts: O-1, NC, and C-1.

IDZ, PUD, MXD, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Community Commercial

Community Commercial includes offices, professional services, and retail uses that are accessible to bicyclists and pedestrians and linked to transit facilities. This form of development should be located in proximity to major intersections or where an existing commercial area has been established. Community commercial uses are intended to support multiple neighborhoods, have a larger market draw than neighborhood commercial uses, and attract patrons from the neighboring residential areas. All off-street parking and loading areas adjacent to residential uses should include landscape buffers, lighting and signage controls. Examples of community commercial uses include, but are not limited to, cafes, offices,

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restaurants, beauty parlors, neighborhood groceries or markets, shoe repair shops and medical clinics. Permitted zoning districts: O-1.5, NC, C-1, and C-2.

IDZ, PUD, MXD, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Regional Commercial

Regional Commercial includes high intensity uses that draw customers from both adjacent communities as well as the larger metropolitan region. Regional commercial uses are typically located in general proximity to nodes along expressways or major arterial roadways and incorporate high-capacity transit facilities. Regional Commercial uses should incorporate well-defined entrances, shared internal circulation, limited curb cuts to expressways and arterial streets, sidewalks and shade trees in parking lots, landscaping between the parking lots and roadways, and well- designed monument signage. Examples of regional commercial uses include, but are not limited to, movie theaters, plant nurseries, automotive repair shops, fitness centers, home improvement centers, hotels and motels, mid- to high-rise office buildings, and automobile dealerships. Permitted zoning districts: O-1.5, O-2, C- 2, C-3, L, and BP.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Neighborhood Mixed-Use

Neighborhood Mixed-Use contains a mix of residential, commercial, and institutional uses at a neighborhood scale. Within mixed-use buildings, residential units located above first floor are encouraged. Typical first floor uses include, but are not limited to, small office spaces, professional services, and small-scale retail establishments and restaurants. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Neighborhood Mixed-Use area to ensure access to housing options and services within close proximity for the local workforce. Where practical, buildings are situated close to the public right-of-way, and parking is located behind buildings. Parking requirements may be minimized using a variety of creative methods, such as shared or cooperative parking agreements, to maximize land available for housing and community services. Pedestrian spaces are encouraged to include lighting and signage, and streetscaping should be scaled for pedestrians, cyclists, and vehicles. Properties classified as Neighborhood Mixed-Use should be located in close proximity to transit facilities. Permitted zoning districts: RM-4, RM-5, RM-6, MF-18, O-1, NC, C-1, MH, MHC, MHP, FBZD, AE-1, and AE-2.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Urban Mixed-Use

Urban Mixed-Use contains a mix of residential, commercial, and institutional uses at a medium level of intensity. Urban Mixed-Use development is typically larger-scale than Neighborhood Mixed-Use and smaller-scale than Regional Mixed-Use, although many of the allowable uses could be the same in all three categories. Building footprints may be block-scale, but could be smaller depending on block

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configuration and overall development density. Typical first floor uses include, but are not limited to, professional services, offices, institutional uses, restaurants, and retail including grocery stores. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Urban Mixed-Use areas to ensure access to housing options and services within close proximity for the local workforce. Structured parking is encouraged in Urban Mixed-Use category, but is not required. Parking requirements may be satisfied through shared or cooperative parking agreements, which could include off-site garages or lots. The Urban Mixed-Use category should be located in proximity to transit facilities. Permitted zoning districts: RM-4, RM-5, RM-6, MF-18, MF-25, MF-33, MF-40, O-1, O-1.5, C-1, C-2, MH, MHP, MHC, FBZD, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Regional Mixed-Use

Regional Mixed Use contains residential, commercial and institutional uses at high densities. Regional Mixed-Use developments are typically located within regional centers and in close proximity to transit facilities, where mid-rise to high-rise buildings would be appropriate. Typical lower floor uses include, but are not limited to, offices, professional services, institutional uses, restaurants, and retail including grocery stores. The mix of uses may be vertically or horizontally distributed, and there is no requirement that a single building contain more than one use. Live/work housing options are permissible in Regional Mixed-Use areas to ensure access to housing options and services within close proximity for the local workforce. Where feasible, development is ideally built at the block scale, with minimum building setbacks. Parking requirements may be satisfied through shared or cooperative parking agreements, which can include off-site garages or lots. If parking requirements are satisfied on-site, structured parking is encouraged. Pedestrian spaces are encouraged to be generous in width and lighting, with streetscaping and signage scaled to pedestrians. Regional Mixed-Use projects encourage incorporation of transit facilities into development. Permitted zoning districts: MF-33, MF-40, MF-50, MF-65, O-1.5, O-2, C-2, C-3, D, ED, FBZD, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Employment/Flex Mixed-Use

Employment/Flex Mixed-Use provides a flexible live/work environment with an urban mix of residential and light service industrial uses. Uses include smaller-scale office, retail, art studio warehouses, art-oriented fabrication, creative businesses and work spaces, and cottage industrial and fabrication uses. Adaptive uses of vacant or underutilized structures are encouraged to provide residential urban infill and appropriate employment opportunities within or in close proximity to neighborhoods. Buildings have a smaller footprint and can closely resemble campus-like development across multiple sites or with several multi-functioning buildings on one site. Permitted zoning districts: RM-4, MF-18, MF-25, MF-33, O-1, O-1.5, C-1, C-2, L, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

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Business/Innovation Mixed-Use

Business/Innovation Mixed-Use accommodates industrial uses with office, commercial, and residential uses, all within a cohesive setting, on a larger scale and within larger footprints than the Employment/Flex Mixed-Use category. Industrial arts workshops, high tech fabrication, processing and assembly, and other industrial uses are permitted, in addition to commercial uses. Vocational training, technological learning centers, medical campuses, and research/development institutions are also appropriate for these spaces. Additional environmental performance standards should be employed for properties designated as Business/Innovation Mixed-Use, such as hours of activity, loading, noise levels and lighting, to ensure that the intensity of the industrially oriented uses is comparable to that of the other non-residential uses. The mix of uses may be either vertically or horizontally distributed. Live/work housing options are permissible in Business/Innovation Mixed Use areas to ensure access to housing options and services within close proximity of business innovation areas for the local-workforce. Business/Innovation mixed use should incorporate transit and bicycle facilities to serve the training and employment base. Permitted zoning districts: RM-4, MF-18, MF-25, O-1.5, O-2, C-2, C-3, L, I-1, MI-1, BP, AE-1, AE-2, AE-3, and AE-4.

IDZ, PUD, MXD, TOD and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Light Industrial

Light Industrial 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 light industrial uses include drug laboratories, furniture wholesalers, lumberyards, food production, and warehousing. Permitted zoning districts: L, I-1, MI-1, and BP.

IDZ, TOD, and MPCD may be considered consistent with this land use category, provided the permitted uses included on the zoning site plan and zoning ordinance are consistent with the uses and densities outlined above.

Heavy Industrial

Heavy Industrial includes heavy manufacturing, processing and fabricating businesses. Heavy industrial uses shall be concentrated at arterials, expressways, and railroad lines. This category is not compatible with neighborhood-scaled categories or those that permit residential zoning. Heavy Industrial should be separated from non-industrial uses by an allowable land use or a significant buffer. Examples of heavy industrial uses include auto manufacturing, battery manufacturing, and petro chemical bulk storage. Permitted zoning districts: I-1, I-2, MI-1, MI-2, QD, and SGD.

Agricultural

Agricultural includes crop agriculture, ranching, and related agribusiness practices. Single-family detached houses and detached accessory dwelling units are permitted on agricultural and ranch lands at very low densities or in conservation subdivisions that will not interfere with agricultural operations. Limited commercial uses directly serving agricultural and ranching uses, such as farmers markets, nurseries, stables, bed and breakfasts are permitted. To maintain scenic qualities, natural vegetative buffers, deeper setbacks, increased signage control, earthen drainage channels, and more restrictive access management standards are desired along major scenic corridors. Floodplain protection and

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buffer zones along creeks and rivers are instrumental in retaining rural character. Permitted zoning districts: RP and FR.

Parks/Open Space

Parks/Open Space may include, but is not limited to, large, linear, or unimproved land where conservation is promoted, and development is not encouraged due to the presence of topographic constraints or institutional uses on the site. Parks/Open Space may include utility corridors and public or private land uses that encourage outdoor passive or active recreation. Examples include city owned and/or operated pocket, regional, or linear parks, as well as private parks associated with subdivisions and neighborhood associations.

City/State/Federal Government

City/State/Federal Government includes areas owned and operated by a federal, state, or city agency. Examples may include government offices, public service facilities such as libraries and police stations, military bases, state colleges, and federal courts. This category does not apply to properties owned by a public agency but leased to and operated by another party.

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Focus Areas

[See **Figure 5: Focus Areas Framework Map**]

The focus areas within the NE I-35 and Loop 410 Area Regional Center were identified by the Planning Team and the community as areas that have capacity for growth and change and can become examples of the types of development the area would like to see in the future. While each area is unique, they all present opportunities to accommodate population and employment growth while simultaneously fulfilling the SA Tomorrow goal of creating compact walkable places where San Antonio residents can live, work, and play.

Most of the NE I-35 and Loop 410 Area has been developed over the last half century with industrial, commercial, and residential uses. To ensure aging areas are well-positioned to capture new market trends, as well as maintain the overall vitality of the regional center, revitalization of underutilized areas is a key goal. The community and Planning Team identified three focus areas that could benefit from targeted reinvestment and reimagination: the Loop 410 and Austin Highway area; the Perrin Beitel Corridor; and the southern section of Randolph Boulevard near the VIA Randolph Transit Center. High-priority elements of reinvestment include increased connectivity, walkability, and access to greenspaces; safe access to public transit stops; improved streetscapes and public areas; the amount and range of housing stock available; and a more cohesive district identity.

The community and Planning Team provided the vision, goals, desired elements, and recommendations for the focus areas discussed below. The main point of the focus areas exercise is to facilitate more detailed conversations around building form, streetscape, connectivity, and other urban design concepts. To help visualize some of these concepts, small geographies were selected within some of the focus areas for a transformative project exercise. Transformative projects explore how different types of development and improvements can achieve the community's future vision for the area. While the transformative project examples contain detailed renderings, the specific style choices are more for illustrative purposes to show potential, rather than prescribe specific aspects of a development.

Focus Area #1: Loop 410 and Austin Highway

[See **Figure 6: Focus Area #1 Map – Loop 410 and Austin Highway**]

This focus area is bounded by Perrin Beitel on the west, Northeast Loop 410 on the north, Cross Creek on the east, and Walzem Road on the south. Austin Highway runs northeast/southwest through the focus area dividing it in to two triangle-shaped sections. Both sections largely consist of commercial and office space with a few scattered light industrial uses. Most of the buildings in the area are older, dating from the 1970s and 1980s. The southern section of the focus area contains a large area of vacant and/or underutilized big-box stores and warehouse space with large parking lots. The northern section of the focus area is a little more vibrant; two large properties, the Galaxy Theater and Austin Highway Business Center, have recently been renovated. A channel improvement and trail connection project for Beitel Creek, which runs through the area before draining into Salado Creek to the west, is also underway. The areas surrounding Beitel Creek and to the south of the Perrin Beitel and Vicar Drive intersection are in a 100-year floodplain.

Although the focus area has faced disinvestment and flooding issues over the years, its ease of access to I-35, Loop 410, and major VIA routes combined with recent public and private investment make it a promising candidate for reinvention as a mixed-use hub.

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Vision
The vision for this focus area is to return it to economic vitality as a mixed-use regional center anchored by employment opportunities, shopping and gathering places, and recreational options. The recently renovated Galaxy Theater and Austin Highway Business Center could be catalysts for more large-scale investment and adaptive reuse projects north of Austin Highway, while the large vacant and underutilized areas south of Austin Highway could be retrofitted as a mixed-use environment that provides an active anchor and gathering space for surrounding neighborhoods.

To ensure the vision for the focus area, there are character-defining features such as public art, signage and wayfinding, improved streetscapes, and trail connections that will enhance this location and provide a defined gateway along the southern boundary of the NE I-35 and Loop 410 Area Regional Center. These character-defining features will support and provide a function for internal streetscape improvements along Vicar Drive and on all roadways bounding the eastern triangle tract of the focus area, Austin Highway frontage road, Walzem Road, and Cross Creek. These streetscape features will enable adequate access to priority cross-streets and connections through the western half of the focus area and provide safe access to the eastern portion of the focus area. Added connectivity will improve pedestrian access throughout the focus area and improve access opportunities for the identified prioritized redevelopment area located south of NE Loop 410 and east of Cross Creek.

Although enhanced connectivity along thoroughfares is essential, it is also crucial to provide additional recreation opportunities by adding trail connections to existing drainage areas that connect to the Salado Creek Greenway. This provides recreational space and regional connectivity to the focus area. Floodplain areas along Beitel Creek present opportunities to reintroduce greenspace through the creation parks and linear trails. Linking Beitel Creek to the Salado Creek Greenway to the west and the Longhorn Quarry redevelopment to the north could significantly expand greenspace and recreational opportunities in the area, as well as help establish the focus area as an integral part of the surrounding community.

Public art and wayfinding and signage that establish character definition are envisioned at the northern and southern points of Perrin Beitel and in vacant space at the intersection of the Austin Highway entrance ramp and NE Loop 410 overpasses.

Focus Area #2: Perrin Beitel Corridor
[See **Figure 7: Focus Area #2 Map – Perrin Beitel Corridor**]

Perrin Beitel runs approximately 2.5 miles north/south between Loop 410 and Thousand Oaks and is part of the state-owned and maintained Farm-to-Market (FM) network. The roadway features two lanes in each direction with a continuous middle turn lane. Right-of-way width varies between 100 to 120 feet with a typical street width of 65 feet. For the most part, sidewalks abut the curb and vary between 4 and 6 feet in width. There are no bicycle lanes on Perrin Beitel. The corridor is bisected by Wurzbach Parkway, a major regional east/west thoroughfare.

Much of this focus area was developed between the late 1960s and 1980s as San Antonio's growth expanded northward. Perrin Beitel itself can be characterized as a typical commercial strip; an automobile-oriented corridor flanked by several small commercial strip centers, single-use buildings, and drive-through restaurants. As new development continued its northward expansion, Perrin Beitel, like similar corridors across the country, has struggled with outdated spaces, disinvestment, and vacancy. Efforts to reverse this trend have gained City support in recent years with the adoption of the

Northeast Corridor Revitalization Plan and inclusion of the area within a Tax Increment Reinvestment Zone (TIRZ), and federally designated Opportunity Zone.

Vision

The vision for this focus area is to return it to economic vitality through a combination of mixed-use redevelopment, adaptive reuse, and infill development. A reimagined Perrin Beitel Corridor will leverage the benefits of its central location within the regional center and its significance as an established commercial arterial to attract new investment. New and long-time businesses will thrive and allow the surrounding communities to meet their day-to-day needs locally. Streetscape and infrastructure improvements will create an attractive, safe, and efficient environment for all users. New and expanded greenspace will provide critical linkages to nearby parks and trails. These new amenities can help the corridor become a place "to be," rather than simply pass through.

Transformative Project: Perrin Beitel at Thousand Oaks

[See **Figure 8: Focus Area #2 Transformative Project – Perrin Beitel at Thousand Oaks (Existing)**]
[See **Figure 9: Focus Area #2 Transformative Project – Perrin Beitel at Thousand Oaks (Conceptual)**]

This transformative site includes a section of Perrin Beitel between Old Perrin Beitel Road and Thousand Oaks. The intersection of Perrin Beitel and Thousand Oaks is heavily trafficked with the surrounding area characterized by a few large retail centers, including HEB and Walmart, and older commercial strip development. VIA's Naco Pass Mobility Hub is located to the west of Perrin Beitel and single-family subdivisions are located to the north and east of the Perrin Beitel and Thousand Oaks commercial corridors. The southern portion of this site is located within a 100-year floodplain. The entire area is highly automobile-oriented and the location of multiple pedestrian injury accidents.

As older commercial areas reach the end of their useful lives, they can be redeveloped or retrofitted to accommodate changing market demands and the community's land use priorities. The vision for this transformative project site is a revitalized mixed-use corridor with an emphasis on community-serving employment, shopping, dining, and greenspace recreational options. Improving the corridor's balanced mobility options to allow safe and efficient movement of pedestrians, motorists, and cyclists has also been identified as a priority. This area has been the focus of a revitalization effort and is located within a Tax Increment Reinvestment Zone (TIRZ) and federally designated Opportunity Zone. Both of these financing tools can be used to incentivize redevelopment.

Conceptual drawings provide an illustrative example of this section of Perrin Beitel re-imagined as a community corridor place type. Community corridors are located near transit facilities and allow for a mix of uses including retail, restaurant, residential, and open space. The conceptual illustration shows a combination of retrofitting existing buildings, repurposing underutilized parking lot space, removing curb cuts, and new building construction. These elements are complemented by integrating a planting and amenity zone in the southern floodplain area to provide recreation opportunities and flood mitigation; raising medians and providing a z-crossing to facilitate safe access and crossing opportunities; and using easements to create a trail that provides an amenity and neighborhood access. VIA's Naco Pass Mobility Hub will ultimately benefit from the new development and could use surrounding underutilized space for a new, more user-friendly location.

Transformative Project: Beitel Creek Trail Expansion

[See **Figure 10: Focus Area #2 Transformative Project – Beitel Creek Trail Expansion (Existing)**]
[See **Figure 11: Focus Area #2 Transformative Project – Beitel Creek Trail Expansion (Conceptual)**]

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This transformative site is also located on the Perrin Beitel corridor, north of its intersection with Longvale. This project is surrounded by the CPS Energy Tuttle Training Center grounds and railroad right-of-way. The vacant and underutilized land is envisioned to provide a trailhead for the Beitel Creek Trail expansion (part of the Longhorn Quarry redevelopment) and potential CPS Energy trail park (at the site of the former CPS Energy Tuttle Power Plant). This will increase recreation opportunities and greenspace within the regional center and will be within walking distance from the Perrin Park neighborhood.

The trail head park and trail expansion are planned to ultimately connect with Lady Bird Johnson Park. Although Lady Bird Johnson Park is situated just outside the border of the regional center, it is a large community asset for the area and provides a direct connection to the Salado Creek Greenway system. The Salado Creek Greenway will ultimately connect to the rest of the Howard W. Peak Greenway Trail System that will loop around the city. This long-term connection makes the transformative project a key element to expanding recreation opportunities in the regional center.

Focus Area #3: Randolph Boulevard South

[See **Figure 12: Focus Area #3 Map – Randolph Boulevard South**]

This focus area is located between I-35 and Randolph Boulevard, immediately north of the VIA Randolph Transit Center. Its northern boundary is the large utility easement that runs east-west and intersects with Randolph Boulevard and Sherri Ann Road. Sherri Ann Road, a local street, runs roughly north-south through the focus area connecting the single-family residential Morningside Park/Pan Am neighborhood to Randolph Boulevard and the I-35 Frontage Road. Currently, the focus area is characterized by a mixture of light industrial, commercial, and office uses, generally in low-rise office and warehouse buildings.

This location was selected as a focus area due to its proximity to the VIA Randolph Transit Center and the expectation that, as the area's current commercial buildings reach the end of their useful life, new development will be needed to maintain community vitality. VIA is currently working on plans to improve and renovate the Transit Center. Additionally, the City's Public Works Department recently improved areas of Randolph Boulevard to include curb ramps, storm water drainage, and traffic signal improvements.

Vision

In the future, this focus area will be a vibrant gateway for Randolph Boulevard, with a mix of uses that integrate well with and enhance surrounding communities. There will be an emphasis on places to play, recreate, and gather including greenspace, public gathering areas, and space for retail and service amenities that serve the day-to-day needs of neighborhood residents. New residential development is oriented towards the expanded VIA Randolph Transit Center in order to preserve the character of established single-family neighborhoods and provide all residents with multimodal transportation options.

Transformative Project: Sherri Ann Road Main Street

[See **Figure 13: Focus Area #3 Transformative Project – Sherri Ann Road Main Street (Existing)**]
[See **Figure 14: Focus Area #3 Transformative Project – Sherri Ann Road Main Street (Conceptual)**]

The conceptual rendering of the Sherri Ann Road Main Street is an illustrative example that reimagines the stretch of Sherri Ann Road between the I-35 Frontage Road and the utility easement to the north as

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a mini mixed-use "Main Street." This approximately 25-acre site is currently comprised of several parcels with a disjointed mix of commercial and light industrial uses. New mid-rise buildings feature residential space above ground floor commercial areas. New construction is oriented inward towards Sherri Ann Road with internal circulation, open gathering areas, and wide sidewalks to help define the area as a place for people. Because this site is more suburban and surrounded by many single-family neighborhoods, the VIA Randolph Transit Center is envisioned to offer multimodal amenities such as bicycle and scooter parking as well as an expanded parking garage to best serve the diverse range of commuters. To the north of this transformative site, the utility easement acts as a buffer between new development and established neighborhoods while providing green and recreational space for use by all. Although the transformative site is just outside of the 100-year floodplain, green infrastructure and low-impact development should be incorporated in future projects. Such practices help minimize runoff into the floodplain while also creating a green "oasis" in an area dominated by the presence of I-35.

Focus Areas Recommendations

Focus Areas Recommendation #1: Support land use and zoning that will encourage redevelopment and revitalization of aging, underutilized, and outdated commercial areas with spaces that meet the demands of modern markets and lifestyles.

Focus Areas Recommendation #2: Examine options for using natural and man-made features – such as floodplains, drainage ways, and utility easements – to expand greenspace, trail connections, and recreational opportunities as well as mitigate flooding hazards.

Focus Areas Recommendation #3: Preserve existing neighborhoods by strategically concentrating new growth in mixed-use hubs and along transit corridors.

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Mobility

[See **Figure 15: Mobility Framework Map**]
[See **Figure 16: Proposed Street Types Map**]

Background and Vision

In 2016, the City of San Antonio adopted the SA Tomorrow Multimodal Transportation Plan, to make the City' transportation system "sustainable, safe, convenient, efficient, and inclusive of all modes." The plan adopted by City Council established "a shift in focus from moving vehicles to moving people" with the goal of managing traffic congestion while improving transportation choices. The plan identified two primary and interdependent methods for managing future traffic congestion:

- Develop land use patterns and policies to promote local trips
- Encourage more transportation options, beyond personal vehicles, to connect regional centers

A city's land use pattern is inextricably linked to its mobility options and traffic concerns. The SA Tomorrow Multimodal Transportation Plan acknowledged that San Antonio cannot build its way out of congestion by continuously adding additional lanes to major highways. Rather, it must take a holistic approach to improve mobility by implementing the Comprehensive Plan through future land use planning. By welcoming more people to live, work and play in urban and regional centers, and along transit corridors, the city can offer shortened trip lengths, more transportation choices, and an improved quality of life.

The combined cost of housing and transportation (commonly referred to as H+T) is often a large portion of a household budget. In terms of affordability, experts recommend that a household spend no more than 45% of their income on H+T. However, the average household in the Greater San Antonio Region spends more than this recommended share, with 53% of an average household income going toward housing and transportation costs. Walkable communities that provide great transit options can reduce transportation costs for the average household. If people have an alternative to driving alone, transportation costs are generally stable even when gas prices rise. As more people choose to reach their destination on foot, bicycle, or transit, the number of cars on the road will be reduced. This will, in turn, minimize traffic delays for those who choose to drive.

As its name implies, the NE I-35 and Loop 410 Area Regional Center includes two primary interstates both serving as vital arteries connecting San Antonio's major centers of employment. This major highway interchange is also critical to the movement of freight and facilitating both domestic and international trade. Supporting a wide range of major destinations, including Morgan's Wonderland, Heroes Stadium, Toyota Field, the Salado Creek Greenway, and industrial parks, the transportation network of the regional center accommodates a wide range of transportation demand.

As the NE I-35 and Loop 410 Area continues to grow, mobility enhancements will emphasize increasing vehicle efficiency along freeways and arterial roadways while ensuring connectivity and ease of movement of people along collector and local roadways. Transportation projects including the I-35 Northeast Expansion Project (NEX) and the reconfiguration of Weidner Road and Randolph Boulevard, are planned to address some of the plan area's mobility challenges. By adding additional transit priority treatments, improving the sidewalk network, and relieving congestion on major roadways, this area will improve the efficiency of its existing multimodal transportation network. The continued focus on the relationship between street networks and community character will serve as an economic catalyst to accommodate the regional center's growth.

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NE I-35 and Loop 410 Area Regional Center's Mobility Needs

Investments in transportation improvements are continuously made to move large volumes of freight efficiently, link neighborhood development to growing employment opportunities, and provide adequate transit routes that connect to regions outside of the NE I-35 and Loop 410 Area. Growing populations demand that streets not only carry people, goods, and services, but also serve as engaging public places that facilitate walking, biking, and community interaction. Key mobility needs identified in this regional center include the following:

- Improved safety features for people walking and taking transit (examples include, but are not limited to, improved lighting, pedestrian crossing islands, traffic signals with leading pedestrian intervals, road diets, and bus stop relocations);
- Connections between scattered employment and commercial offerings;
- Support for transit as an economic catalyst (including VIA Link mobility on-demand program and future phases VIA Advanced Rapid Transit); and
- Identification of opportunities to connect to the regional greenway system (potentially using utility easements off Perrin Beitel and drainage easements in the southern portion of the plan area).

To address the transportation needs in the NE I-35 and Loop 410 Area Regional Center, a set of high-level street classification recommendations have been developed to guide decision making. Recommendations include modal and intersection priorities, shown in the Mobility Framework Map. Street type and use recommendations are shown in the Proposed Street Types Map**.** These mobility recommendations will be further refined in a coordinated manner with the City's Transportation and Public Works departments and other relevant partners such as TxDOT, VIA, and the Alamo Area Metropolitan Planning Organization (AAMPO).

NE I-35 and Loop 410 Area Regional Center Mobility Framework

The Mobility Framework lays out the vision for accommodating the constantly expanding mobility needs of the NE I-35 and Loop 410 Area Regional Center. Described below are the principles used to create a mobility network that is safe, efficient, and affordable for all users including pedestrians, bicyclists, motorists, and transit riders. The Mobility Framework Map illustrates each of the elements of the mobility network described in the section below.

Modal Priority Corridors

Streets play a multifaceted role in the plan area, serving both as arteries for traffic and as public spaces. Changes to street design can help to achieve the community's overarching vision for the regional center. The modal priority corridors reflect the vision of how motorists, bicyclists, transit users, and pedestrians will interact with the corridor. Modal priority corridors guide design treatments of a particular mode. A modal priority corridor does not exclude other users but helps guide tradeoff decisions during the design of a specific street.

Automobile

Automobile corridors are envisioned to support high levels of motor vehicle travel daily. These corridors are often interstates, highways, and arterial and primary roadways which provide connections to major destinations and link the regional center to other areas. Significant automobile corridors in the NE I-35 and Loop 410 Area include, but are not limited to, O'Connor Road, Thousand Oaks, Bulverde Road, and

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Wetmore Road. Automobile corridor improvements can relieve traffic congestion and enhance roadway design to increase the safety of motor vehicle travel.

Freight

Freight corridors are envisioned to support the movement of high volumes of goods by freight trucks that will travel between industrial or commercial areas and major destinations. Priority freight corridors including Northeast Loop 410, I-35, and Wurzbach Parkway, support the movement of significant volumes of goods and commodities throughout the region.

Bicycles

Bicycle corridors are envisioned to facilitate biking as a convenient, safe, and comfortable option for all ages and abilities. In addition to transportation functions, bicycle networks also provide recreational opportunities. An integrated network of bicycle routes along with well-designed streets in key activity areas aims to fill the gaps in the multimodal system. The mobility framework focuses on completing the bicycle network and recommends new connections to directly access trails and other amenities. Schertz Road in the Hills of Park North neighborhood and Uhr Lane are identified as priority bicycle corridors in the NE I-35 and Loop 410 Area.

Transit/Pedestrian

Transit and pedestrian corridors are envisioned to provide the community with easy, reliable, and congestion-proof choices for traveling to and from work, school, and key destinations. Streets, intersections, and traffic signals greatly influence transit service reliability and the passenger's transit experience. Providing streets that enable reliable and frequent transit service and a walkable environment allows users to choose travel options besides driving - alleviating a primary cause of congestion. Dedicated transit lanes, signal timing, and operational improvements can keep transit vehicles moving regardless of traffic. The priority transit/pedestrian corridor in the NE I-35 and Loop 410 Area includes Perrin Beitel from Austin Highway to its connection at Nacogdoches Road.

Multi-Use Trail

Multi-use trail corridors are envisioned to provide continuous arteries of separated pedestrian and bicycle facilities that connect numerous destinations, parks, retail and commercial development, schools, libraries, and residential areas. A multi-use trail provides access points to regional amenities and improves connections for people walking or bicycling. The NE I-35 and Loop 410 Area currently includes the Salado Creek Greenway North, with planned extensions to Kallison Park, Heroes Stadium, Toyota Field, and McAllister Park. The extension of the greenway will provide an easy travel option for people walking, cycling, or strolling to numerous attractions and open spaces.

Balanced/Multimodal

Balanced and multimodal corridors are envisioned as "complete streets." Complete streets are designed to enable safe access for all users including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. These corridors balance the priorities of multiple modes and require community conversations and case-by-case design to best align with the community vision. The function of the road, level of traffic by mode, and adjacent land use and intensity will help determine the road type and design features. The NE I-35 and Loop 410 Area has multiple priority locations for multimodal investments, including Nacogdoches Road south of Wurzbach Parkway, Walzem Road, Randolph Boulevard, Thousand Oaks near the proposed mobility hub at the Nacogdoches Road and Perrin Beitel intersection, Thousand Oaks near the Beitel Creek Trail, and Crosswinds Way.

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Pedestrian Focus Areas

Pedestrian focus areas refer to specific nodes that accommodate significant volumes of pedestrian activity. These focus areas aim to create high-quality street-level experiences to enhance the economic strength of commercial and mixed-use districts. These areas include wide sidewalks, safe intersections, ample crossing opportunities, and design characteristics focused on keeping pedestrians safe. Pedestrian focus areas have been identified near the regional mixed-use activity center near Loop 410 and Perrin Beitel, near the VIA Randolph Transit Center, near the Longhorn Quarry redevelopment, the activity node located on Thousand Oaks at its intersection with Perrin Beitel and Nacogdoches Road, and Thousand Oaks between Wurzbach Parkway and I-35 (near the Beitel Creek Trail). Each of these areas has been identified as a major destination for the NE I-35 and Loop 410 Area Regional Center and provide easy access to restaurants, shops, and other community amenities.

Intersection/Crossing Enhancements

Intersection and crossing enhancements, whether signalized or unsignalized, are envisioned as intuitive and predictable crossings for all users. Enhancement locations are identified as areas where crossing is considered a priority and pedestrians, motorists, and bicyclists share space. Intersection enhancements include lowering motor vehicle travel speeds and ensuring high pedestrian visibility. Priority intersection and crossing enhancement locations are identified where complex movements occur and potential conflicts between pedestrians, bicyclists, and drivers exist. Almost every major street in the regional center could benefit from enhanced crossings including, but not limited to, Perrin Beitel, Walzem Road, Randolph Boulevard, and Thousand Oaks. There is also a need for enhanced crossings under highway overpasses such as Weidner Road and Crosswinds Way under I-35 and Nacogdoches and Wetmore Roads under Wurzbach Parkway.

Mobility Hubs

Mobility hubs are envisioned as scalable transportation support nodes that can provide a variety of mobility options, such as frequent transit, shared rides, bicycling, and micromobility. These nodes can combine multimodal access/connectivity with amenities, such as adequate lighting, shelters, benches, real-time information, accessible sidewalks, and pedestrian crossings. Four potential mobility hub locations have been identified for the regional center. They include the mixed-use activity center near Perrin Beitel and Austin Highway; the VIA Randolph Transit Center; a location near the Longhorn Quarry; and the activity node on Thousand Oaks and Nacogdoches Road which includes VIA Naco Pass Mobility Hub. Two of the locations would leverage existing VIA infrastructure, while the other two locations would be developed according to surrounding land use context and demand. It should be noted that although the City and VIA share the same aspirations with mobility hubs, VIA within their system specifically defines “mobility hub” as a location that offers, at a minimum, public transit.

NE I-35 and Loop 410 Area Regional Center Street Types

As communities evolve and grow, so do the demands on the mobility system. The location and type of growth in an area or along a corridor help determine the demand on the transportation network and the viability of various transportation options. This interdependence makes it crucial to plan for transportation and land use collectively. Streets are organized not only by role and function, but also by the surrounding area’s character and context.

Land uses encouraging mixed-use and higher density developments on major roadways will lead to additional pedestrians, bicyclists, transit riders, cars, and freight delivery trucks of various sizes. A future street typology also influences other factors, such as drop-off delivery zones, shared mobility hubs, and

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walkability. The Proposed Street Types Map shows the interactions between future land use and transportation plans. The Street Type Classifications integrate transportation and land use to guide context-sensitive mobility solutions. How these Street Type Classifications were created is described below.

Creating Street Types

To conceptualize the types of streets needed to align with the regional center's future land use designations, several "Street Types" were created by intersecting roadway "Functional Classifications" with surrounding "Land Use Context." Functional Classifications are categories used in the City of San Antonio Major Thoroughfare Plan and Map to describe how streets are used in terms of intensity of vehicular traffic. For example, a roadway with a Functional Classification of Super Arterial has the primary job of moving cars quickly between farther destinations, while a roadway with a Local/Other Functional Classification features slower vehicle speeds and lighter traffic with a more pedestrian-friendly environment. Land Use Context refers to the character and types of land uses surrounding the roadway. For the purposes of creating Street Types, the regional center's future land use designations were used.

The Street Types – Functional Classification and Land Use Context Matrix illustrates how Functional Street Classifications were merged with Land Use Context to create Street Types. In this matrix, "Functional Street Classifications" are shown in the left column and "Land Use Contexts" are shown in the top row. The cells of this matrix show the "Street Types," which are shaded in gradients of blue – with a lighter blue signifying a priority for moving vehicles and a darker blue signaling a focus on people and places. For example, a Local/Other road in a Mixed-Use context would be very walkable and allow people to walk or bike between shops and residences. Conversely, some roads are necessary for moving vehicles and freight, which could be examples of Super Arterials, Primary Arterials, or Rural roads in Suburban Commercial, Industrial, or Mixed-Use areas.

Not all streets can be fully for cars because the future for San Antonio is more walkable and includes more transportation options. Not all streets can be fully for pedestrians because there is still a need to move goods, provide fast and efficient transit, and to accommodate people traveling longer distances. The Street Type exercise helps us to determine which streets should be prioritized for changes to make them consistent with the future land use map and contribute to the larger vision for the regional center and City overall.

[See **Figure 17: Street Types – Functional Classification and Land Use Context Matrix**]

Street Types in the NE I-35 and Loop 410 Area Regional Center

The combination of Functional Street Classification and Land Use Context created a menu of Street Types that could be applied to the NE I-35 and Loop 410 Area Regional Center. The Proposed Street Types Map illustrates how Functional Street Classifications intersect with Land Use Context to create composite Street Types for the regional center. In the map legend, Functional Classifications are symbolized with lines in various patterns (e.g., dots or dashes) and Land Use Context is symbolized by various colors. On the map, Street Types are illustrated as a combination of patterned lines in various colors; major roads in the regional center have each been coded with a Street Type.

The major highways within the NE I-35 and Loop 410 Area are classified as major freeways – rapidly moving goods and traffic with major commercial uses on either side of the highway. Wurzbach Parkway divides the Regional Center into northern and southern halves. This roadway transitions from an

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Industrial Super Arterial to Mixed-Use Employment/Civic use as it moves from west to east towards the I-35 intersection.

Portions of Thousand Oaks and Perrin Beitel are classified as Secondary Arterials in a Mixed-Use Residential/Storefront context. These streets still need to move goods and traffic as they are some of the main roadways of the plan area, but in the future, the surrounding context of these roads is envisioned to become more Mixed-Use with a residential and retail focus. To better support residents and businesses, these roads should balance multiple modes of travel such as sidewalks, trails, and mass transit.

Other sections of Thousand Oaks and Perrin Beitel are envisioned to become Secondary Arterials in a more Mixed-Use Employment/Civic context. These roadways still need to move goods but can also serve employees who work in the area. There might be less surrounding residential and retail uses, but those employed in the area could benefit from sidewalks, transit, and bicycle infrastructure to better access other parts of the regional center.

Another way to illustrate the Proposed Street Types Map is illustrated in the Street Types – Streets for People and Places Map. This map shows streets classified into the same gradient of intensity between car-focused and people/places-focused. As shown on the map, most of the roadways in the regional center should have a more people- and places-focused approach going forward to support the future land use vision. Major thoroughfares will still be needed, but some of the smaller roads supporting a more Mixed-Use context should have more modes of travel available to residents and employees.

[See **Figure 18: Street Types – Streets for People and Places Map**]

Relationship between Street and Building

Safe and vibrant streetscapes depend on how buildings integrate with surrounding sidewalks. Minimizing building setbacks, the distance between a building and the street, is key for creating a walkable environment. When buildings directly meet the sidewalk, as opposed to a parking lot, they create a more personal, inviting connection with passersby. This creates an enlivened urban space with opportunities to activate ground-floor uses and provide shopping or entertainment offerings. Smaller setbacks are characteristic of Mixed-Use Local, or Urban/Suburban Local Street Types, which prioritize pedestrian-oriented design. Meanwhile, larger setbacks that can accommodate front-end parking, are more characteristic of secondary arterials (whether suburban, industrial, mixed-use, or urban). Primary arterials are designed to move vehicles and may require large setback minimums to accommodate additional parking.

Vehicle Speeds

A successful street hierarchy will align travel speeds with street usages. It will increase or decrease speed according to roadway function and the surrounding land use context. While major regional roads may require higher speeds to accommodate heavy traffic flows, most smaller roadways serve lower volumes of vehicles. On these roads, lower speeds ensure a safe environment for vehicles and people alike.

Street Types that focus on moving vehicles, such as Suburban Commercial, Residential, or Industrial Super and Primary Arterials, will feature higher speeds. However, Street Types that focus on people and places, such as Mixed-Use, Multi-Family, Urban/Suburban Local Roads, and Secondary Arterials, will feature lower speed limits to increase road safety for both people and vehicles.

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Parking

Parking provides access to work, retail, or entertainment. Cars searching for parking can create serious traffic and safety challenges. Incorporating safe street design elements, such as buffering between bike lanes and traffic, can create a safer on-street parking environment.

Street Types that emphasize people and places, such as those with Mixed-Use or Multi-Family contexts, will restrict the supply of parking overall. Restricting space allocated for parking allows for more active uses, denser environments, and connectivity for pedestrians and cyclists. Meanwhile, intermediary Street Types that support vehicles as well as people and places will likely offer some on-street parking, in addition to smaller on-site lots. Conversely, Suburban Contexts or Super and Primary Arterials may forgo on-street parking altogether, favoring large surface lots and structures.

Curb Access

A space between the curb and the travel lanes provides an opportunity to serve many uses such as driveways, bus lanes, cycle tracks, on-street parking, bicycle parking, freight drop-off delivery zones, or shared mobility hubs. This flexible zone can be converted based on demand and play a role in street activation. The design of the curb influences how cars and people enter and exit work, residential, and retail environments. Addressing areas where traffic and turning patterns increase the risk of accidents will reduce conflicts between driveway traffic and pedestrians and will improve roadway safety.

Suburban Commercial contexts and Super or Primary Arterials will focus on the ease of ingress and egress for vehicles, while Mixed-Use or Local Street Types focused on moving people will emphasize how vehicle access can coexist with safe, walkable environments.

Lane Width

Lane width determines how cities can allocate space for motorists, buses, trucks, bikes, and parked cars. Streets often dedicate space for bike lanes, parking, safety islands, and travel lanes. The lane width will vary based on the surrounding context and modal priority as transit, freight, and emergency response vehicles require wider travel lanes.

Wider lane widths are designed to move vehicles in high-speed environments. For example, a Suburban Primary Arterial will be wide enough to efficiently move automobile passengers through residential and commercial environments, while Mixed-Use Local or Suburban Local environments have narrow lanes to reduce crossing distances for pedestrians and to help promote slower driving speeds.

Mobility Recommendations

Mobility Recommendation #1: Continue implementing the San Antonio Vision Zero Action Plan.
The City of San Antonio's Vision Zero initiative aims to achieve zero fatalities on the community's roadways and improve roadway safety for all users, whether driving, bicycling, or walking. The Vision Zero initiative evaluates and makes recommendations to improve safety in Severe Pedestrian Injury Areas (SPIAs) -- locations where two or more crashes close together have resulted in severe pedestrian injuries. Potential tools for improving pedestrian safety in Severe Pedestrian Injury Areas include leading pedestrian intervals, medians, and pedestrian crossing islands. The most appropriate intervention is selected based upon analysis of the unique factors that contribute to crashes in each location and the results of engineering assessments. Another approach to improving safety involves dedicating more space in the roadway to bicyclists and pedestrians. From new ways to protect bicycle lanes with

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separated barriers such as bollards, to landscaping and planters and raised medians, San Antonio has many available tools to improve pedestrian and bicycle safety. The City of San Antonio Vision Zero Action Plan lists additional best practices for improving pedestrian and bicycle safety.

The NE I-35 and Loop 410 Area Regional Center has a wealth of opportunities for improving transportation and safety, such as improving crossings and investing in complete streets. In particular, the 2018 San Antonio Severe Pedestrian Injury Areas Report (pages 27-28 and 43-44) identifies several SPIAs within the plan area that should be priorities for study and investment. These locations include Perrin Beitel from Austin Highway to Sun Gate Drive, Perrin Beitel from Schertz Road to Naco Perrin Boulevard, and Randolph Boulevard from the VIA Randolph Transit Center facility to Carelin.

Additional analysis of pedestrian, bicycle, and vehicle crash data, along with community input also identified additional points of conflict between people and vehicles that should be studied for future improvements. Major highways, such as I-35 and Loop 410, and their associated frontage roads create barriers for many pedestrians and bicyclists. Fast speeds and limited amenities create an unwelcoming environment for those walking or bicycling, thus limiting their travel options. Major roadways, like Nacogdoches Road, Perrin Beitel, and Thousand Oaks have insufficient accommodations and less than ideal conditions for pedestrians and bicycles to travel along and cross safely. The numerous driveways in to/out of these roadways' commercial centers create conflict points between automobiles, pedestrians, and bicycles. Employing strategies to reduce these points of conflict can increase safety in the regional center.

Mobility Recommendation #2: Complete the multimodal mobility network and establish new connections through partnerships with appropriate local, state, and federal entities.
Improving the mobility network for multiple modes of transportation will offer residents and commuters more choices for getting from one place to another – safely, conveniently, and affordably. Several locations in the NE I-35 and Loop 410 Area were highlighted by the Planning Team and members of the community as places where mobility improvements were desired. Coordination with applicable local, state, and federal entities is critical for determining the feasibility of and potential funding for these mobility enhancements.

Balanced/Multimodal Streets
Balanced and multimodal streets, or "complete streets," are envisioned for the NE I-35 and Loop 410 Area Regional Center, providing safe road designs for vehicles, pedestrians, and cyclists alike. The following streets are prioritized segments recommended for the Transportation and Public Works departments to study for complete streets improvements:

- Thousand Oaks from Perrin Beitel to Bulverde Road;
- Thousand Oaks between Wurzbach Parkway and I-35 (near Beitel Creek Trail)
- Nacogdoches Road from Lady Bird Johnson Park to Wurzbach Parkway;
- Walzem Road from Austin Highway to Cross Creek; and
- Crosswinds Way from I-35 to Wurzbach Parkway.

Priority Multi-Use Trails
The Salado Creek Greenway, a major amenity, is located just west of the NE I-35 and Loop 410 Area Regional Center. Direct connections to the Salado Creek Greenway from the regional center would provide continuous arteries of multi-use trails linking numerous parks, retail locations, neighborhoods, and civic facilities. New trails and trail access points would provide opportunities to improve connections

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for people walking or bicycling with deliberate side paths or on-road infrastructure like crosswalks, sidewalks, and bicycle facilities. New connections are envisioned along:

- Thousand Oaks from Nacogdoches Road to I-35;
- Undeveloped land formerly part of a CPS Energy training facility between Lady Bird Johnson and Kallison Parks;
- Beitel Creek between Wetmore Road and Wurzbach Parkway; and
- Beitel Creek between Robert L. B. Tobin Park and Leonhardt Road with a connection to the VIA Randolph Transit Center.

Preferred Bicycle Routes

In many parts of the regional center, bicyclists currently ride in mixed traffic on high-speed and high-volume roads. Additional bike infrastructure, such as designated lanes, is highly recommended where feasible and as part of complete streets and other improvement projects. These measures will improve riding conditions for today's commuters and welcome newer, less confident bicyclists that are unaccustomed to riding alongside vehicles. The provision of bicycle parking at transit stops provides an important connection for people wanting to access transit by bicycle and helps to address the 'last mile' challenge.

Based on input from the Planning Team and other community stakeholders, two priority bicycle routes were identified for the regional center:

- Schertz Road from Perrin Beitel to Thousand Oaks; and
- Uhr Lane from Thousand Oaks to Bell Drive.

Corridors identified for balanced and multimodal complete streets along Nacogdoches Road, Thousand Oaks, Crosswinds Way, Weidner Road, Randolph Boulevard, and Walzem Road will also incorporate cycling infrastructure as a component of the design based on future facility and feasibility studies by the Transportation and Public Works departments.

Automobile and Freight Connections

Several major locally and regionally significant throughfares pass through the NE I-35 and Loop 410 Area Regional Center including I-35, Loop 410, and Wurzbach Parkway. As freight and passenger traffic along these corridors continues to increase, consideration should be given to how these roadways will need to evolve to support future demand.

Currently, TxDOT is implementing an expansion of I-35 to include double-decking the highway to accommodate traffic between the rapidly growing region between San Antonio and Austin. Another need that has been identified by the community is a direct connection between I-35 and Wurzbach Parkway to facilitate east-west access and alleviate traffic on Loop 410. TxDOT is aware that this is a community desire but has stated that any connection between the two roadways would have to be constructed after double-decking I-35 is complete. At this time, there are no immediate plans to undertake a connector project. The City should maintain a relationship with TxDOT to exchange information and explore options moving forward.

Union Pacific Railroad (UPAC) also maintains two freight rail alignments through the regional center with tracks paralleling Wetmore Road and I-35. The City should continue to coordinate with UPAC in planning for future improvements in order to maximize circulation and safety for all users.

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Mobility Recommendation #3: Manage transportation demand by creating walkable places, supporting efficient transit operations through targeted interventions, and implementing parking management strategies and traffic management plans that prioritize shared rides and transit options during special events.

Shifting users from driving alone to alternative modes of transportation can alleviate congestion along a corridor or within an area. This becomes more viable when alternatives are convenient, such as through improved access to transit and pedestrian-friendly infrastructure. To support the continued growth and vibrancy of the NE I-35 and Loop 410 Area's economic centers, the community needs easy, reliable, and congestion-proof choices for traveling to and from work, school, key destinations, and special events.

While congestion can be viewed as a sign of economic health in some contexts, delays caused by congestion waste valuable time and create transportation emissions that reduce air quality. The transportation industry has learned that cities cannot build their way out of congestion by continuously adding additional lanes. Rather, a series of targeted operational and multimodal interventions can provide more travel options and reduce the demand on our roadways. Key investments to reduce congestion and conflict zones that hinder movement can help transit move more rapidly on San Antonio's roadways and stay on schedule. These improvements, paired with other VIA investments in service, can help make transit a more attractive travel option.

Key improvements that could improve transit mobility include peak-hour, bus-only lanes that give priority to buses in times of peak traffic; queuing jump traffic signals to allow buses a chance to get ahead of the traffic; transit priority lanes; and bus bulbs to allow buses to pick up passengers without entering/exiting traffic. Studies will need to be conducted to determine the appropriateness for each strategy for the areas of local congestion, including:

- Railroad crossing at Thousand Oaks;
- Railroad crossing at Walzem Road;
- Randolph Boulevard at O'Connor Road; and
- Access and egress locations serving VIA Randolph Transit Center.

Toyota Field, Heroes Stadium, and other attractions in the Longhorn Quarry host a growing number of special events that place heightened strain on the street network and create challenges for people driving and using transit or shared mobility. This type of congestion requires strategies that encourage multimodal choices and allow one-time or infrequent visitors to navigate transportation options and parking areas efficiently.

Special events traffic plan strategies for large-venue events should focus on improving the experience for those using transit, shared mobility, and micromobility. Examples of improvements include designated special event lanes that give priority to bus traffic or installation of bus bulbs that allow buses to pick up/drop off passengers without entering/exiting traffic. Specific plans to facilitate ease-of-use for shared mobility and micromobility options will help relieve stress on the transportation network during special events. Studies will need to be conducted to determine the appropriateness of each strategy for the areas of local congestion.

Mobility Recommendation #4: Support VIA Metropolitan Transit Advanced Rapid Transit Corridor service by prioritizing transit supportive policies and infrastructure near transit stations.

A future VIA Advanced Rapid Transit Corridor is anticipated to operate north-south along Perrin Beitel requiring prioritized transit-supportive policies and infrastructure. These might include reduced parking requirements around station areas and a cohesive network of sidewalks, crosswalks, and curb ramps to

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provide safe connections to the transit lines for people walking, bicycling, or getting dropped off in a vehicle.

Providing last-mile connections between transit and key destinations - such as jobs and public spaces - improves mobility throughout the regional center while supporting walkability and safety for all transportation users. Key components of VIA's approach of making a place transit-supportive are streets designed for pedestrians, improving the safety of all users, and supporting compact, mixed-use developments that provide access to a variety of services reachable on foot.

Every person that gets on or off a bus or other transit vehicle is a pedestrian. Safe, comfortable, and direct access to transit for people walking or biking to a transit station or stop will improve their experience as a transit rider and will increase the number of people choosing walking, bicycling, and taking transit as their preferred travel choice. These improvements also contribute to the overall quality of neighborhoods and communities.

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Amenities and Public Space

[See **Figure 19: Amenities and Public Space Framework Map**]

Introduction

Amenities are features that enhance an area's quality of life and livability. The term "amenity" can refer to public spaces (such as parks and libraries), infrastructure (such as sidewalks and drainage), and places that offer dining, entertainment, and retail options (such as restaurants, movie theatres, and shopping centers). Amenities can improve community comfort and safety, establish character, and stimulate economic development and revitalization.

The NE I-35 and Loop 410 Area community highlighted several priorities for regional center amenities. These include expansion of green and open space, parks, and trails; connections with major destinations within and adjacent to the regional center (such as Lady Bird Johnson Park, the Salado Creek Greenway, and Longhorn Quarry redevelopment); and features that promote community well-being and safety (such as streetscape improvements, new signage, and improved lighting).

Existing and proposed destinations within the NE I-35 and Loop 410 Area Regional Center include Heroes Stadium, the Longhorn Quarry redevelopment, Toyota Field, Morgan's Wonderland, VIA Randolph Transit Center, Naco Pass Mobility Hub, and Capitol Park Baseball Fields. Incorporating amenities and infrastructure improvements, such as public art, social gathering spaces, trailheads, and trails, into the regional center helps link these places together and creates a distinguished and individualized identity for the area which fosters a sense of place and community among residents, employees, and visitors.

Features such as streetscape improvements, enhanced lighting, priority connections, and trails also provide opportunities for residents and visitors to safely travel throughout the regional center and increases access for pedestrians and bicyclists. Collectively, amenities and infrastructure improvements are the missing link that make the regional center a unique place and destination.

Amenities and Public Space Components

Parks, Trails and Open Space

The NE I-35 and Loop 410 Area Regional Center has a limited amount of publicly accessible greenspace within its boundary. There are floodplain and drainage areas that can be redesigned to provide ample opportunities to create an internal network and that could expand beyond the regional center and connect to the overall Howard W. Peak Greenway Trail System.

Streetscape Improvements

The plan area includes many major corridors that must accommodate motor vehicles, pedestrian, bicycle, and public transit usage. In order to make pedestrian and bicyclist activity safer, it is crucial to enhance many streetscapes by widening sidewalks, adding more defined crosswalks, increasing/adding street lighting, and incorporating more landscaping and street trees. The community wants to be able to safely access nearby uses, including greenways and residences, and these features are crucial to creating this type of environment.

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Character Defining Features

The NE I-35 and Loop 410 Area Regional Center has few existing character-defining features but does have several potential sources of inspiration from which to draw, such as the area's association with the historic El Camino Real de los Tejas and burgeoning entertainment hub at the Longhorn Quarry. Highlighting its history, recent reinvestment, and ease of access while creating opportunities for trails and public art will help to distinguish this regional center.

Amenities and Public Space Recommendations

Amenities and Public Space Recommendation #1: Leverage floodplain areas and public easements within the regional center to expand greenspace and create direct connections to nearby parks and greenway trails.

The regional center overwhelmingly lacks a sufficient amount of greenspace for the size of the area. Proposed amenities and public space should draw on assets within the boundary of the regional center and in the surrounding area. Two major assets just west of the plan area include the Salado Creek Greenway North, a part of the Howard W. Peak Greenway Trail System - a citywide network of multi-use and accessible trails that will loop around the entire City once fully developed - and Lady Bird Johnson Park, a community park with a trail head, sports fields, swimming pool, and several other public amenities. Other features within the regional center are less obvious assets; the area contains a number of public drainage and utility easements as well as the Beitel Creek floodplain, which runs north-south through the center of the plan area.

Proposed greenspace and trail connections use a combination of drainage ways, floodplain areas, and utility easements to create greenspace and direct access between the plan area and the Salado Creek Greenway and Lady Bird Johnson Park. Priority connection points are the Longhorn Quarry, Kallison Park, Beitel Creek north and south of Loop 410, and decommissioned railroad right-of-way running east-west from the Longhorn Quarry through the former CPS Energy Tuttle Power Plant site. Two multi-phase projects currently under construction within the plan area could be used to leverage future trail extensions. The projects are Beitel Creek Linear Trail Park at the Longhorn Quarry and Bexar County-funded channel improvements to Beitel Creek that will include a trail connection between the creek and Salado Creek Greenway in the southern portion of the plan area.

Greenspace can also be achieved on a smaller scale — such as corridor sidewalks, medians, or businesses with street frontage — with green infrastructure and low impact development (LID). Examples include sidewalk trees, planter boxes, rain gardens, and bioswales. Because much of the regional center is already developed, the addition of green areas with these methods may have to be done incrementally by retrofitting individual sites or incorporating into redevelopment plans.

Amenities and Public Space Recommendation #2: Establish character-defining signage and elements unique to the regional center.

Proposed amenities and infrastructure improvements are key for creating a defining character for the NE I-35 and Loop 410 Area Regional Center. Public art, such as statues, monuments, sidewalk art, murals, and crosswalk design along with the proposed trail network will help establish a sense of place for the regional center. Incorporating public art of varying scales that has a cohesive theme will bring together neighborhood, commercial, and natural areas that are currently disconnected in character and design.

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The plan area's history and recent redevelopment at the Longhorn Quarry both lend potential sources of inspiration for design themes unique to the regional center. Historically, the area was used as a transportation route for Native Americans, Spanish explorers, and early settlers. This association has been recognized with the designation of the El Camino Real de los Tejas National Historic Trail, which passes through the regional center via Nacogdoches Road. The Perrin Homestead Historic Center and Salado Cemetery also provide glimpses of a distinctive history. Presently, redevelopment of the Longhorn Quarry has created a unique cluster of sports and entertainment venues within the regional center. Amenities that encourage movement and exploration, such as interactive public art, interpretive signage, and multi-use trails, build upon the plan area's distinct assets and help promote its character as an active destination.

Amenities and Public Space Recommendation #3: Encourage appropriately-scaled mixed-use development near trails and transportation hubs.

The NE I-35 and Loop 410 Area community cites a lack of commercial and service amenities, such as retail, coffee shops, sit-down dining, and dry cleaning, as a challenge for the area. Residents and employees would appreciate local options for socializing over a meal or coffee or having the ability to run errands during lunch or their daily commutes. Because these types of commercial amenities require a steady customer base to be successful, areas with higher density and more activity that draw customers are attractive locations. Co-locating mixed-use development near public amenities, such as parks, trails, and transit hubs, encourages a reciprocal relationship between public investment and the private market.

Amenities and Public Space Recommendation #4: Ensure trails and public greenspaces are designed and built-in ways that respect private property and quality of life in adjacent neighborhoods.

While trails and public greenspaces offer many benefits to the communities they serve, these amenities can also be a cause of concern for adjacent property owners. Common concerns include increased traffic, diminished privacy, noise, and litter. Some of these concerns can be addressed or mitigated with thoughtful design decisions, such as placement of lighting or inclusion of landscaped buffers. It is important that those impacted by trail or greenspace projects are engaged throughout the design-build process to allow for identification of potential issues and options for addressing them.

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Housing

[See **Figure 20: Housing Snapshot**]
[See **Figure 21: Percent of Cost Burdened Households by Income and Tenure, 2018**]

The NE I-35 and Loop 410 Area Regional Center has a population of approximately 14,100 people and 5,600 households. In the past decade, the regional center has grown by 0.9% households annually, which is slightly lower than the City's annual household growth rate of 1.2%.

The median age of residents in the regional center is 35.6 years old, which is close to the City's median age of 34 years. There is a greater percentage of residents in the regional center who are African American or of multiple races than the City as a whole, but a lower percentage of residents of Hispanic origin. Almost a quarter of regional center residents over the age of 25 hold an associate's, bachelor's, or graduate degree compared to 34% for the City as a whole.

Household characteristics such as type, size, and income in the NE I-35 and Loop 410 Area Regional Center differ from citywide averages. 60% of households in the plan area are categorized as "family households" (slightly lower than the citywide rate of 65%) and the average household size in the plan area is 2.53 persons (slightly smaller than the citywide average of 2.71). Average household income in the regional center is $58,000 (lower than the citywide average of $70,000).

The composition of housing stock in the NE I-35 and Loop 410 Area Regional Center also differs from that of the City as a whole. Single-family detached units make up only 47% of the housing stock in the plan area (compared to 64% citywide). At 45%, structures with two or more units make up a higher than usual share of the housing stock, compared to 32% citywide. The NE I-35 and Loop 410 Area is already a prominent location for denser housing product types due to its central location and proximity to transportation routes, jobs, and retail.

The greater presence of attached and multi-family housing types in the plan area has led to a lower proportion of owner-occupied housing units than the City (45% of plan area units are owner-occupied compared to 53% in the City).

Housing costs are lower in the NE I-35 and Loop 410 Area Regional Center than the County overall. The median home value in the plan area is $142,000 (based on Bexar County Assessor data); however, the average actual home sale price in the proximate area was $193,000 (between 2016 and 2018), which is closer to City averages.

The average rental rate for an apartment unit in the regional center is $820 per month or $1.04 per square foot – less than the countywide average of $952 per month and $1.11 per square foot. New multi-family developments since 2017 suggest a market demand for units in the area. The Upton at the Longhorn Quarry was the first multi-family development to be built in the plan area since 1987. Completed in 2017, the Upton is a 306-unit complex with an average monthly rental rate of $1,200. The Tacara at Crosswinds, a 303-unit complex located on Crosswinds Way near I-35, is currently under construction.

Housing affordability is often measured in terms of "cost burden," or the share of income paid towards housing costs. In general, if a household spends over 30% of its income on housing, it is considered to be cost-burdened. By this measure, housing stock in the regional center is generally considered affordable for homeowners, with only 17% of homeowner households cost-burdened (compared to a 21% rate for

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the County). Renter households, however, may be facing affordability challenges if current trends continue. Despite lower-than-average apartment rental rates in the plan area, almost half (49%) of renter households are cost-burdened, which has increased from 33% in 2000. The upturn of cost-burdened renter households in the regional center is attributed to rising housing costs Citywide without commensurate increases in household income.

The NE I-35 and Loop 410 Area Regional Center is forecast to grow by 1,400 to 2,300 households between 2010 to 2040. The number of new and planned multi-family housing units at the Longhorn Quarry indicates a renewed interest in housing development in the plan area.

Housing Challenges in the NE I-35 and Loop 410 Area Regional Center

[See **Figure 22: Planning Team Housing Challenges Analysis**]

The NE I-35 and Loop 410 Area Planning Team assessed the plan area's strengths, weaknesses, opportunities, and challenges over two Planning Team meetings devoted to housing. Highlighted among the regional center's assets are its access to quality schools, general affordability for most residents, central location, and proximity to outdoor recreation opportunities. Despite these strengths, three main housing challenges were identified for the regional center:

- **Diversity of Housing Options** – The housing stock in the regional center is older, with most of it built before 1990. While there is a greater diversity of housing product types in the plan area than other parts of the City, the area lacks newer housing products that can help increase the appeal of the area and spur reinvestment in neighborhoods. The Planning Team specifically indicated a desire for new homes and apartments that allow residents to age in place and also for housing options that appeal to the luxury market.

- **Areas for Growth** – The NE I-35 and Loop 410 Area Regional Center has a limited amount of land to accommodate new housing development. New housing in the plan area will likely be limited to higher density product types. However, any increase in housing development will help support emerging mixed-use and entertainment destinations that attract reinvestment to surrounding commercial areas.

- **Mobility Barriers** – The NE I-35 and Loop Area Regional Center is divided by many major barriers to mobility including major highways/interstates, creeks, floodways, and railroad tracks. The lack of access and ease of circulation could limit the potential for growth in the plan area if these challenges are not addressed.

Housing Recommendations

Housing recommendations were guided by the overall vision and goals for the NE I-35 and Loop 410 Area Regional Center and the need to address the plan area's specific challenges. Specific strategies to implement the recommendations below can be found in the Implementation section of the Plan.

Housing Recommendation #1: Increase the diversity of housing options within the NE I-35 and Loop 410 Area Regional Center to support and attract residents at all stages of life and income levels.
The community and Planning Team identified increasing the diversity of housing types in the regional center as a priority. Specifically mentioned was the need for new housing options that allow residents to age in place as well as housing that appeals to those in the luxury market. The general affordability of

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housing in the plan area was highlighted as a major asset, so efforts to maintain and expand, as needed, affordable housing options are also desired.

Because the regional center has a limited amount of land available for development, new housing in the plan area will likely be limited to higher-density product types such as apartments, townhomes, and duplexes. Financial incentive programs currently in place can be used to encourage innovative approaches to meeting the needs of seniors and those on fixed incomes across all housing product types as well as help focus housing development in designated mixed-use areas and along transit corridors.

Housing Recommendation #2: Support reinvestment in existing neighborhoods and homes.
A large portion of the housing stock in the NE I-35 and Loop 410 Area Regional Center was built prior to 1990. Although many of the homes and neighborhoods have been well-maintained, reinvestment in existing housing would increase the overall attractiveness of the area and help maintain the neighborhood attributes that are valued by residents.

Housing Recommendation #3: Connect and orient neighborhoods and housing to area parks, greenways, and open spaces.
The NE I-35 and Loop 410 Area Regional Center is surrounded by parks, trails, and open spaces (such as the Salado Creek Greenway and Lady Bird Johnson Park) that are wonderful community assets. Direct bike and pedestrian connections from the plan area to these amenities would increase the appeal of the regional center for new and existing housing and offer a wider range of recreational opportunities to residents.

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Economic Development

Introduction

The NE I-35 and Loop 410 Area Regional Center had 18,600 jobs in 2018 and is forecast to grow by 8,200 jobs by 2040. Employment is generally evenly distributed between medium- and high-wage jobs, with about 40% of the workforce earning between $15,000 and $40,000 per year and about 40% of the workforce earning more than $40,000 per year. The percentage of the workforce earning mid-to-high wage salaries is slightly higher in the regional center than in San Antonio as a whole. Unlike other employment hubs in San Antonio, jobs in the NE I-35 and Loop 410 Area are not tied to a dominant major employer; rather, multiple employers create the large job base.

Economic activity in the regional center has been heavily influenced by its connectivity to several locally and regionally significant transportation corridors. Easy access to I-35, Loop 410, and the Wurzbach Parkway has made the NE I-35 and Loop 410 Area one of the most active in the San Antonio region for the trade, transportation, and staging of goods and freight. Almost 20% of the area's jobs are within the Transportation and Warehousing employment sector.

While distribution and industrial activities will continue to be an important part of the regional center's economy, the area is also an emerging sports, recreation, and entertainment destination. Within the past ten years, the regional center has become home to Toyota Field, Morgan's Wonderland (the world's first amusement park specifically designed for those with disabilities), the Northeast Independent School District's Heroes Stadium, and the South Texas Area Regional Soccer Complex. These sports and entertainment destinations are located within the Longhorn Quarry and are part of a larger Master Development Plan (MDP) for redevelopment and adaptive reuse of the former quarry site. The MDP calls for a mix of retail, commercial, and residential development and presents an opportunity for additional economic growth in the regional center. Outside of the Longhorn Quarry, a new School of Science and Technology campus opened near Weidner Road and I-35 in 2020. New multi-family development is ongoing in this vicinity.

Although the regional center's location makes it an attractive commercial hub, much of its current retail and office space is older and less desirable as housing growth to the north of the plan area has driven the development of newer, more competitive commercial areas further northeast along I-35. The office vacancy rate in the regional center hovers at around 21%, which is more than double the 9% vacancy rate for the County. The retail vacancy rate in the plan area is about 9%, which is also higher than the County average of about 4%.

In recent years, there has been a focus on economic development and reinvestment in the NE I-35 and Loop 410 Area. A Tax Increment Reinvestment Zone (TIRZ), federally designated Opportunity Zones, and a commercial property enhancement grant program are financial tools available within the regional center to assist with reinvestment efforts.

Economic Challenges to Address

[See **Figure 23: Planning Team SWOT Analysis**]

The NE I-35 and Loop 410 Area Planning Team assessed the plan area's strengths, weaknesses, opportunities, and challenges over two meetings devoted to economic development. Highlighted among

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the regional center's assets are its location within the region, access to major transportation routes, diversity of the employment base, and unique mix of anchor businesses and institutions such as the entertainment venues at Longhorn Quarry, Children's Rehabilitation Institute TeletonUSA, the Animal Defense League of Texas, and the Capitol Aggregates cement facility.
Despite a number of strengths and promising new developments, the regional center does face some challenges to its economic growth:

- **Uncertainty of Future Connectivity** – The regional center's access to major transportation routes is one of its biggest assets. There is, however, some uncertainty as to the area's future connectivity with I-35 and the Wurzbach Parkway. The planned expansion of I-35 consists of installing upper deck travel lanes with limited access to the regional center. Construction of the upper deck will also impact the visibility of businesses to travelers. Additionally, stakeholders in the regional center area have identified a direct connection between the Wurzbach Parkway and I-35 as a needed infrastructure improvement. However, there are currently no plans or funding for a direct connection between I-35 and the Wurzbach Parkway. Changing travel patterns can have both positive and negative impacts on the NE I-35 and Loop 410 Area business community.

- **Lack of Awareness and Regional Identity** – Despite its diverse employment base and unique anchor businesses and institutions, the NE I-35 and Loop 410 Area is less recognized than other areas in the region as a major destination. The regional center could benefit from organized promotion of its existing assets to attract new visitors and businesses.

- **Regional Competition** – The San Antonio area has a wealth of tourism and entertainment destinations. As the NE I-35 and Loop 410 Area Regional Center continues to grow as a tourism and recreation destination, there may be limits to its potential due to competition from elsewhere in the region. To overcome this challenge, the regional center should build on its unique assets and visitor base created by Morgan's Wonderland, Children's Rehabilitation Institute TeletonUSA, Toyota Field, and the youth sports facilities rather than replicate entertainment options present elsewhere.

Target/Opportunity Industries

Based on the analysis of existing conditions and assessment of strengths and weaknesses, target industries and economic opportunities were identified for the NE I-35 and Loop 410 Area Regional Center. The target industries and economic opportunities are meant to help organize the City's economic geography and provide guidance on the role that the regional center can play in the City's overall economic development efforts. They also give direction to the City and its economic partners as to what areas are best suited for certain opportunities when they arise. The target industries and economic opportunities for the NE I-35 and Loop 410 Area Regional Center are:

- **Logistics Center for San Antonio** – Connectivity to major regional transportation routes makes the NE I-35 and Loop 410 Area attractive to businesses seeking industrial and warehouse space in a central, easy-to-access location. These areas need support and protection from encroachment of incompatible uses in order to preserve existing businesses and help capture future opportunities for small manufacturing, regional distribution, and other industrially-oriented users.

- **Destination for People with Disabilities** – The NE I-35 and Loop 410 Area Regional Center features a unique concentration of assets in the Longhorn Quarry area that make it an international destination for children with special needs and their families. Children's Rehabilitation Institute TeletonUSA provides rehabilitation care for children across the United States and Mexico with neurological, muscular, and skeletal disorders, while Morgan's Wonderland amusement park and its companion waterpark, Morgan's Inspiration Island, are the first "ultra-accessible" parks of their kind in the world. Morgan's Wonderland also operates an accessible sports complex that is run in concert with South Texas Regional Adaptive and Para Sports (STRAPS), an organization that coordinates and conducts adaptive and Paralympic-style sports for wounded service members and veterans as well as other youth and adults. There is opportunity to promote this area as an accessibly-oriented family destination in order to grow visitation and attract supporting businesses, services, and amenities.

- **Live, Work, and Play Center** – The master-planned Longhorn Quarry redevelopment aims to be a destination mixed-use community offering housing, commercial, retail, recreational, and entertainment options. The redevelopment has already added major "play" attractions with Toyota Field, Morgan's Wonderland, and the youth sports facilities. It has also brought the first new multi-family housing development to the regional center in decades, with more units planned. To the east of the Longhorn Quarry, a reclamation in support of a new linear park is underway along Beitel Creek. Continued support for the Longhorn Quarry redevelopment is needed to ensure the area reaches its full potential as a mixed-use hub.

Attributes of a Vibrant Economic Place

[See **Figure 24: Attributes of a Vibrant Economic Place**]

In addition to a robust employment base, there are other key attributes that contribute to the comprehensive economic vibrancy of a place. Each of these attributes has been described in the chart below. An assessment of the NE I-35 and Loop 410 Area Regional Center for the presence or absence of these attributes follows the chart.

The NE I-35 and Loop 410 Area Regional Center has many of the attributes of a vibrant economic place as well as opportunities to build upon existing assets:

- **Brand/Identity** – Fluctuating market cycles and new development patterns have led to the broadening of economic drivers in the regional center. Once a hub for commercial activity, the plan area is now a major industrial center and is growing as an entertainment and recreation destination. The City and NE I-35 and Loop 410 Area stakeholders should consider embracing the Longhorn Quarry and Morgan's Wonderland brands to collectively market commercial, mixed-use, residential, recreational, and entertainment assets in the regional center. There is also potential value in creating and promoting an identity for the industrial areas along the northeast I-35 corridor as a major logistics corridor to attract additional development, businesses, and reinvestment.

- **Organizations and Partnerships**–Organizations of area stakeholders can help to advocate for resources, promote area assets, and provide structure and continuity in community development efforts. Within the NE I-35 and Loop 410 Area there are several groups that perform these functions. At the neighborhood level, the Northeast Neighborhood Alliance is an active forum for communication between residents, government officials, City and County

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departments, and non-governmental organizations. As revitalization and reinvestment became major goals of the regional center community, the Northeast Corridor Improvement Partnership, consisting of community and business leaders, elected representatives, and City staff, formed to develop and implement a revitalization plan for the Perrin Beitel and Nacogdoches Road commercial corridor. A Tax Increment Reinvestment Zone (TIRZ) Board also consisting of community and business stakeholders approves projects requesting TIRZ funding in the area. Several of the new attractions in the Longhorn Quarry redevelopment were created and maintained through the efforts of public and private partners including the Gordon Hartman Family Foundation, the Toyota Motor Company, Spurs Sports & Entertainment, the City of San Antonio, and Bexar County.

- **Anchor Institutions** – Anchor institutions can benefit their surrounding communities by being an engaging and unifying presence. Spurs Sports & Entertainment, the Morgan's Wonderland amusement parks, Children's Rehabilitation Institute TeletonUSA, and the Animal Defense League of Texas are major regional center entities that offer community-serving programming, resources, and services.

- **Urban/Design Planning** – The Longhorn Quarry redevelopment presents an opportunity for the creation of a gathering place with elevated design and planning, while existing patterns of land use and development in other parts of the regional center present a challenge to the creation of a consistent "look and feel" for the area. A potential strategy to overcome urban design challenges is to create a cohesive approach to signage and wayfinding within the regional center. This would help travelers identify the regional center as a destination and promote the area as its own unique brand.

- **Transportation** – Access to major transportation routes is one of the area's biggest assets. There is, however, some uncertainty as to area's future connectivity with I-35 and the Wurzbach Parkway. Planned expansion of I-35 consists of upper-deck travel lanes with limited access to the regional center and there are currently no plans or funding for a direct connection between I-35 and the Wurzbach Parkway. In addition, the plan area has limited transit service outside of VIA's Perrin Beitel route and Randolph Transit Center. There is potential for increased service and connectivity as VIA is reinvesting in the Randolph Transit Center facility and expanding services and amenities provided at the station.

- **Investments** –The regional center's private and non-profit partners have made significant investments to turn the area into an entertainment and recreation destination. The City and County have also recently invested bond funding into parks and flood control projects in the NE I-35 and Loop 410 Area. Additional investments in transportation, mobility, and community amenities are needed to continue success in the area. In addition to Tax Increment Reinvestment Zone (TIRZ) funding and private investment, bond funds should be targeted to finance community improvements.

- **Finance/Incentives** – Much of the regional center is within federally-designated Opportunity Zones and a City-initiated Tax Increment Reinvestment Zone (TIRZ). Additionally, a façade, landscape, and signage improvement grant is available to businesses within the Perrin Beitel and Nacogdoches Road revitalization area. All of these funding tools can be used to incentivize private investment. TIRZ funds can also be used to fund public improvements.

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Economic Development Recommendations

Economic Development Recommendation #1: Make the regional center a live/work/play destination centered on the Longhorn Quarry redevelopment.

The Longhorn Quarry in the NE I-35 and Loop 410 Area Regional Center is an emerging destination due to its major sports, entertainment, and accessibility-focused attractions. However, the surrounding area lacks the amenities and services that support sustained and large-scale visitation. Additional retail, entertainment, food and beverage, hospitality, and housing can help to create a multi-faceted regional center for a variety of visitors and users. To continue the growth of visitation to the Longhorn Quarry and surrounding areas within the regional center, additional destinations and attractions are needed to generate more frequent and varied trips to the area. The appeal, services, and amenities in the area for people with disabilities is significant and presents the opportunity to grow the regional center as a destination for health care, research, and entertainment for people with disabilities.

Economic Development Recommendation #2: Invest in and support revitalization of the existing commercial and industrial areas within the regional center.

The strength of the NE I-35 and Loop 410 Area as an industrial and logistics center should be supported and promoted. Efforts are needed to facilitate reinvestment and increase employment activity in existing industrial areas focusing on small-scale manufacturing, local distribution, and showrooming/design services. The retail areas in the regional center do not have the same market strength as the industrial uses and have been impacted greatly by the newer retail developments along I-35. Reinvestment in and redevelopment of aging retail areas into mixed-use centers is needed to reposition them and attract investment and new businesses. A particular focus is needed on increasing access and availability of grocery stores, healthy foods, and everyday retail goods services for area residents.

Economic Development Recommendation #3: Proactively work to mitigate impacts of planned and future transportation improvements and guide these improvements so they improve access to and visibility of regional center businesses.

The planned expansion and double-decking of I-35 through the NE I-35 and Loop 410 Area will affect access to and visibility of the regional center's employment areas. Proactive efforts are needed to mitigate impacts and guide plans to maintain and enhance, where possible, access and visibility.

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5 Neighborhood Profiles and Priorities

What are neighborhood profiles and priorities?

San Antonio is a city of neighborhoods, each with its own unique history, qualities, and character. Some neighborhoods throughout the city have developed Neighborhood Plans that reflect local values and priorities. These plans, adopted by the City, have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City.

Not all neighborhoods in San Antonio have Neighborhood Plans, including those within the NE I-35 and Loop 410 Area Regional Center. To ensure every neighborhood in the City has a base level of policy guidance, the City is currently in the process of creating Sub-Area Plans (Regional Center Plans and Community Area Plans). Sub-Area Plans are intended to provide a coordinated, equitable, efficient, and effective structure for neighborhood planning, while implementing the goals and objectives of the SA Tomorrow Comprehensive Plan.

Sub-Area Plans will integrate key elements of Neighborhood Plans for those neighborhoods that have an existing Plan, while promoting citywide policy consistency and providing key recommendations and strategies for those neighborhoods currently lacking that direction.

The Neighborhood Profile and Priorities section of the Sub-Area Plans provides special attention to prior neighborhood planning efforts and recognizes the community groups and individuals who were instrumental in their creation. They summarize specific strengths, challenges, recommendations, and priorities from each participating neighborhood to more efficiently direct public and private investment within the city to help these neighborhoods achieve their short-term goals and long-term visions.

For neighborhoods lacking Neighborhood Plans, this section summarizes the key strengths, concerns, and priorities expressed by neighborhood residents within the regional center. This input influenced goals and recommendations of the NE I-35 and Loop 410 Area Regional Center Plan and should continue to guide future neighborhood planning decisions.

How were they developed?

Although there are no previously adopted Neighborhood Plans for the NE I-35 and Loop 410 Area Regional Center, there are several neighborhoods within the plan area. Based on feedback from community meetings, Planning Team meetings, and conversations with NE I-35 and Loop 410 Area residents, a snapshot of priorities was captured for the area's neighborhoods. Much of the same vision and goals that the neighborhoods have for their community is captured in the vision and goals for the regional center plan overall.

Neighborhood Snapshot

Most of the neighborhoods within this regional center were established between the 1950s and late 1970s, their development largely coinciding with the northeastern expansion of the City's boundary. Single-family homes are the predominant housing type within the area's neighborhoods. Multi-family

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apartment complexes can be found along Perrin Beitel, Thousand Oaks, Randolph Boulevard, Crosswinds Way, and at the Longhorn Quarry.

Neighborhoods west of I-35 include Sun Gate, Hills of Park North, Oak Grove Estates, Steeplechase Condominiums, and the Greentree Village North Mobile Home & RV Park. Neighborhoods east of I-35 include Morningside Park/Pan Am, Bristol Forest, and Cheyenne Valley. Of these neighborhoods, only four have registered neighborhoods and/or homeowners associations – Hills of Park North, Oak Grove Estates, Bristol Forest, and Steeplechase Condominiums. The Northeast Neighborhood Alliance, a registered community organization representing multiple neighborhoods, is active in the area.

Strengths:

- Location and easy access to major highways;
- Established neighborhoods; and
- Good schools (Northeast Independent School District and several charter schools).

Challenges:

- Increasing traffic congestion;
- Disinvestment and maintenance as neighborhoods and commercial areas age; and
- Lack of local businesses that serve day-to-day needs.

Priorities:

- **Neighborhood character:** Preserve the character of neighborhoods through the use of buffers, setbacks, and appropriate transitions between different zoning districts.
- **Community well-being and safety:** Encourage urban design that helps make public places safer. This can include better lighting or maximizing the use of public places throughout the day to create more "eyes on the street."
- **Expansion of greenspace and parks:** Create connections to nearby parks and seek opportunities to reintroduce green areas into developed areas. Green infrastructure should be encouraged in new and retrofit development. In addition to dedicated parks, greenspace projects can be implemented on a number of scales for cumulative results, such as streetscape or parking lot improvements. Consider impacts to quality of life in neighborhoods adjacent to trail and greenspace expansion projects. Proactively engage communities to identify potential concerns and mitigative design strategies. The Parks and Recreation Department Trail Design Strategy can be used as a framework to facilitate context-sensitive design.

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6 Implementation

Plan Purpose

This plan proposes a medium-term vision, recommendations, and strategies for improving and developing the NE I-35 and Loop 410 Area Regional Center over the next ten years. The regional center plan is an implementation component of the City of San Antonio's SA Tomorrow Comprehensive Plan. Adopted in 2016, the Comprehensive Plan is the City's long-range land use and policy plan that is intended to be a blueprint for future growth and development through the year 2040. In addition to implementing the Comprehensive Plan, the NE I-35 and Loop 410 Area Regional Center Plan aims to improve quality of life for San Antonio residents and guide growth and development to accommodate projected housing and employment increases. The NE I-35 and Loop 410 Area Regional Center Plan provides an equitable path for all neighborhoods to participate in planning, to create priorities, and to advocate for implementing their priorities in the future.

Intent of the Plan

The NE I-35 and Loop 410 Area Regional Center Plan will be the essential tool to guide future development and City investment in the plan area. The community-based planning process resulted in achievable recommendations and strategies that will be used by City departments, partner agencies, private entities, and community partners to support livable, complete neighborhoods.

How to Use This Plan

The vision for the NE I-35 and Loop 410 Area Regional Center can be realized through implementation of the Plan Framework and Implementation Priorities, with recommendations and strategies related to the following topics: Land Use, Focus Areas, Mobility, Amenities and Public Space, Housing, and Economic Development. These recommendations and strategies include policy and regulatory matters, partnerships, and investments. Plan recommendations are written to provide actionable specificity while still allowing the flexibility needed to adapt to unforeseen challenges or opportunities.

Coordination with Adopted Plans

The NE I-35 and Loop 410 Area Regional Center does not encompass any areas that have a previously adopted Neighborhood or Community Plan. However, the regional center does overlap with portions of the North Sector Plan (2010) and the San Antonio International Airport Vicinity Land Use Plan (2010). Each of these previous planning efforts is further addressed in the Existing Conditions Atlas.

The NE I-35 and Loop 410 Area Regional Center Plan was developed to complement and contribute to the implementation of the following regional and city-wide plans:

- *SA Tomorrow Multimodal Transportation Plan*
- *SA Tomorrow Sustainability Plan*
- *VIA's Vision 2040 Plan*
- *SA Corridors Strategic Framework Plan*
- *San Antonio's Housing Policy Framework*

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In implementing the NE I-35 and Loop 410 Area Regional Center Plan, further consideration should be given to the recommendations of emerging and ongoing planning processes, including but not limited to:

- *VIA's Rapid Transit Corridors planning*
- *SA Climate Ready*
- *San Antonio's Housing Policy Framework implementation programs*
- *San Antonio Parks System Strategic Plan*
- *San Antonio Sidewalk Master Plan*
- *Vision Zero San Antonio initiative*
- *ConnectSA*
- *Northeast Corridor Revitalization Plan*
- *Northeast Corridor Development and Design Standards (Metropolitan Corridor Overlay District)*

Statutory Requirements

Once adopted by City Council, the NE I-35 and Loop 410 Area Regional Center Plan becomes a component of the City's SA Tomorrow Comprehensive Plan. Where the previously adopted North Sector Plan and San Antonio International Airport Vicinity Land Use Plan are contained within or partially overlap the NE I-35 and Loop 410 Area Regional Center Plan, the sub-area plan will be the plan of reference for land use designations. Similarly, where a previous plan and the NE I-35 and Loop 410 Area Regional Center Plan have conflicting policies or priorities within the adopted boundary of the NE I-35 and Loop 410 Area Regional Center Plan, the sub-area plan will be City policy.

By virtue of the plan adoption process, all proposed projects must be found to be consistent with the SA Tomorrow Comprehensive Plan, and as such, the NE I-35 and Loop 410 Area Regional Center Plan must be consulted when proposing a public investment or a land use project that requires deviation from current entitlements.

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Implementation – Land Use

Land Use Recommendation #1: Support mixed-use redevelopment at a variety of scales in identified focus areas and along transit corridors.

Strategy 1.1 (Regulatory and Policy)
Where appropriate, rezone properties to a mixed-use zoning district in areas where mixed-use development is desired, particularly in areas designated as Regional Mixed-Use or Urban Mixed-Use. Important areas to consider are the Longhorn Quarry, the Galaxy Theater area, and the area north of the VIA Randolph Transit Center.

Strategy 1.2 (Regulatory and Policy)
Where appropriate, rezone properties as Transit-Orientated Development District (TOD) in mixed-use areas near transit stations and along key transit corridors.

Land Use Recommendation #2: Protect the character of established neighborhoods by locating higher-intensity land uses at major intersections, along transit corridors, and near established industrial areas.

Strategy 2.1 (Regulatory and Policy)
Ensure that property zoning at major intersections of the plan area allows for higher intensity and density than areas that are nearer to neighborhoods. The zoning map should reflect a pattern of transition, with higher density near transit facilities and at key intersections of major thoroughfares (such as Perrin Beitel and Thousand Oaks and I-35 and Loop 410). Intensity should be stepped down for properties located closer to residential areas. Medium intensity commercial zones could also be used as a transition between industrial areas and residential areas.

Strategy 2.2 (Regulatory and Policy)
Rezone properties along Randolph Boulevard, Perrin Beitel, and other key corridors to encourage a mixture of uses consistent with the Future Land Use Plan. Zoning along Randolph Boulevard should allow for mixed-use at a neighborhood-appropriate scale so that the intensity of development is consistent with neighboring uses. Zoning along Perrin Beitel should be reviewed to ensure that mixed-use projects can be incorporated in the revitalization and redevelopment of this key corridor. Near multi-family areas, mixed-use projects at a higher density are appropriate, while one- to three-story mixed-use buildings is more appropriate for development that abuts single-family neighborhoods.

Strategy 2.3 (Regulatory and Policy)
Consider rezoning any residential properties that are over-zoned in order to promote neighborhood stability and protect existing residential areas.

Land Use Recommendation #3: Promote transit-supportive land use (TSLU) near existing and planned transit station areas and key transit corridors.

Strategy 3.1 (Regulatory and Policy)
Ensure that accessory and temporary uses that benefit transit station areas are allowed on adjacent properties. Accessory and temporary uses such as outdoor retail sales and display areas, and mobile/pop-up vendors, promote a vibrant pedestrian environment. They are particularly suited to

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areas near transit facilities, where people typically spend time waiting on bus transfers. Properties that are next to transit station areas need to be zoned so that such accessory and temporary uses are allowed.

Strategy 3.2 (Regulatory and Policy)
Consider an overlay district or other zoning mechanism to allow for and encourage pedestrian-oriented design of retail and commercial sites near transit station areas. The design parameters for first floor spaces should address void-to-solid ratios, shelter for building entrances, and amenities for bus stops and pedestrian gathering areas.

Strategy 3.3 (Regulatory and Policy)
Consider an overlay district or other zoning mechanism to address parking minimums, increased sidewalk widths, and decreased front yard setbacks for properties near transit station areas. Rezoning these properties to TOD would provide relief from parking and setback requirements, but unless the properties are rezoned, the setback requirements for the commercial categories significantly impair pedestrian-oriented design. Administrative exceptions related to infrastructure and public improvements are sometimes an option for projects that fulfill clearly stated objectives of the comprehensive plan.

Strategy 3.4 (Regulatory and Policy)
Review and clarify current UDC language which may impede effective application of/compliance with Transit Oriented Development (TOD) and Mixed-Use District (MXD) special district standards.

Land Use Recommendation #4: Preserve the long-standing employment base of the regional center with land use designations that support existing industrial uses, while also providing opportunities for new and emerging industries.

Strategy 4.1 (Regulatory and Policy)
Protect industrial uses by discouraging rezoning of properties adjacent to heavy industry for residential uses.

Strategy 4.2 (Regulatory and Policy)
Ensure that buffer uses are maintained between existing industrial properties and new residential uses in areas designated as Business/Innovation Mixed-Use. Examples of appropriate buffer uses include low- and medium-intensity retail and office uses, as well as parks, greenbelts, and open spaces.

Strategy 4.3 (Regulatory and Policy)
Preserve property access and circulation that is needed for existing industrial properties, including adequate access to I-35, Loop 410, and Wurzbach Parkway.

Land Use Recommendation #5: Encourage green infrastructure and the use of floodplain land for parks, greenbelts, and open spaces where appropriate.

Strategy 5.1 (Regulatory and Policy)
Ensure that development requirements protect stream buffers, drainage basins, and riparian corridors by restricting impervious cover in stream buffer zones and prohibiting development within the 100-year floodplain, unless the site has been engineered.

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Strategy 5.2 (Regulatory and Policy)
Where possible, use floodplain land as parks, open spaces, and passive recreational facilities.

Strategy 5.3 (Regulatory and Policy)
As properties develop, treat riparian areas and floodplains as on-site amenities, such as greenbelts, buffers, and water features.

Strategy 5.4 (Regulatory and Policy)
Consider revising City codes to better encourage tree mitigation for sites that contain riparian areas or designated floodplain to be done within those riparian or floodplain areas. This assists with erosion control, view shed, heat island relief, soil stability, and improved air quality.

Implementation – Focus Areas

Focus Areas Recommendation #1: Support land use and zoning that will encourage redevelopment and revitalization of aging, underutilized, and outdated commercial areas with spaces that meet the demands of modern markets and lifestyles.

Strategy 1.1 (Regulatory and Policy, Partnerships, Investment)
Coordinate with VIA Metropolitan Transit to explore opportunities for transit connections within the regional center and identified focus areas

Strategy 1.2 (Regulatory and Policy, Partnerships, Investment)
Embrace emerging industries within the regional center such as healthcare, hospitality, finance services/back-office support, and retail.

Strategy 1.3 (Regulatory and Policy)
Develop design standards and supplemental guidelines for a Metropolitan Corridor Overlay District for the Perrin Beitel corridor. Design standards can help encourage revitalization by creating functional and inviting spaces that attract businesses, residents, and visitors.

Focus Areas Recommendation #2: Examine options for using natural and man-made features – such as floodplains, drainage ways, and utility easements – to expand greenspace, trail connections, and recreational opportunities as well as mitigate flooding hazards.

Strategy 2.1 (Regulatory and Policy, Partnerships, Investment)
Coordinate with the San Antonio River Authority (SARA) to identify priority areas for green infrastructure and prioritize projects that encourage green infrastructure and other natural stormwater best management practices.

Strategy 2.2 (Regulatory and Policy, Partnerships, Investment)
Coordinate with CPS Energy, TxDOT, the City's Transportation Department, and other relevant entities with easement space within the regional center to explore feasibility of having these areas serve a dual function as green and/or open space.

Focus Areas Recommendation #3: Preserve existing neighborhoods by strategically concentrating new growth in mixed-use hubs and along transit corridors.

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Strategy 3.1 (Regulatory and Policy)
Amend the Unified Development Code (UDC) to create new zoning districts that will support mixed-use, pedestrian-friendly development at a variety of scales within the focus areas. In order to allow the types of mixed-use development identified for the focus areas, the UDC will need to be amended to create new zoning districts that allow for this type of development. Then, these spaces desired for mixed-use can be rezoned to accommodate the desired vision.

Implementation – Mobility

Mobility Recommendation #1: Continue implementing the San Antonio Vision Zero Action Plan.

Strategy 1.1 (Regulatory and Policy, Investment)
Continue evaluating and implementing proven strategies and best practices improvements, potentially including traffic calming and "complete streets" principles which improve pedestrian, bicycle, and traffic safety as well as help achieve San Antonio's Vision Zero goals. Highest priority areas identified as Severe Pedestrian Injury Areas (SPIAs) include:

- Perrin Beitel from Austin Highway to Sun Gate Drive;
- Perrin Beitel from Schertz Road to Naco Perrin Boulevard; and
- Randolph Boulevard from the VIA Randolph Transit Center to Carelin.

Additional analysis of pedestrian, bicycle, and vehicle crash data, along with community input, also identified as priorities the following:

- Nacogdoches Road and Thousand Oaks;
- Thousand Oaks and Wurzbach Parkway;
- I-35 and O'Connor Road;
- I-35 and Thousand Oaks;
- I-35 and VIA Randolph Transit Center; and
- I-35 and Walzem Road.

Strategy 1.2 (Regulatory and Policy, Investment)
To meet current needs and in anticipation of increasing density, make investments in well-designed crossings that incorporate best practices for safety and placemaking in the following locations:

- Thousand Oaks and Nacogdoches Road intersection;
- Perrin Beitel and Loop 410 intersection;
- VIA Randolph Transit Center area; and
- Longhorn Quarry area.

Strategy 1.3 (Partnerships, Investment)
Partner with residents and business owners to identify opportunities to consolidate driveways and/or improve the urban design by relocating driveways to the back of buildings to reduce the number of crashes and preserve the flow of traffic. Priority locations for application of this strategy include:

- Perrin Beitel from Loop 410 to Clear Spring;
- Perrin Beitel from Perrin Central to Thousand Oaks;
- Walzem Road from Austin Highway to I-35;
- Randolph Boulevard from Overlook Drive to Bomar Lane; and

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- Weidner Road from I-35 to Bienville Drive.

Mobility Recommendation #2: Complete the multimodal mobility network and establish new connections through partnerships with appropriate local, state, and federal entities.

Strategy 2.1 (Regulatory and Policy, Partnerships, Investment)
Conduct a "complete streets" study to find opportunities to reduce pedestrian crossing time, increase pedestrian crossing opportunities, and reduce vehicle operational speeds. The following street segments are ideal for study and implementation:

- Thousand Oaks from Perrin Beitel to Bulverde Road;
- Nacogdoches Road from Hillpoint Drive to Wurzbach Parkway;
- Walzem Road from Austin Highway to Cross Creek; and
- Crosswinds Way from I-35 to Wurzbach Parkway.

Strategy 2.2 (Investment)
Implement on-road infrastructure and wayfinding projects to improve first/last mile connectivity to regionally significant trailheads such as McAllister Park, Lady Bird Johnson Park, Robert L. B. Tobin Park, and Oakwell Trailhead.

Strategy 2.3 (Partnerships)
Encourage continual dialogue between Texas Department of Transportation (TxDOT), VIA Metropolitan Transit, the City's Transportation Department, and other relevant entities to coordinate regional center priorities with transportation project planning as feasible.

Mobility Recommendation #3: Manage transportation demand by creating walkable places, supporting efficient transit operations through targeted interventions, and implementing parking management strategies and traffic management plans that prioritize shared rides and transit options during special events.

Strategy 3.1 (Partnerships, Investment)
Evaluate street and intersection design for transit reliability chokepoints, like at-grade railroad crossings or vehicular traffic, and prioritize multimodal investments to ensure reliable alternatives to vehicular travel. Targeted interventions that could impact transit service reliability include:

- Railroad crossing at Thousand Oaks;
- Railroad crossing at Walzem Road;
- Randolph Boulevard at O'Connor Road; and
- Ingress and egress locations serving the VIA Randolph Transit Center.

Strategy 3.2 (Regulatory and Policy)
Update street design standards to be consistent with SA Tomorrow goals for safety, economic growth, development, and city form to reflect the relationship between the built environment and the streetscape. Street design standards should consider all levels of interactions with the street including pedestrians, bicyclists, and motorists.

Strategy 3.3 (Regulatory and Policy, Partnerships, Investment)
Special events create temporary surges in transportation demand. Special events at the Heroes Stadium and Toyota Field have the potential to significantly increase congestion. To best manage demand through mobility options, partnering with the event venues to create special event parking

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zones, especially off-site parking and shuttles, can greatly reduce congestion. Designated pick-up zones supporting shared mobility vehicles and information dissemination partnerships with venues and third-party providers (e.g., Transportation Network Companies (TNC) applications such as Uber or Lyft, or Waze) through ticketing purchase or mobile applications will help manage special event mobility demand.

Mobility Recommendation #4: Support VIA Metropolitan Transit Advanced Rapid Transit Corridor service by prioritizing transit supportive policies and infrastructure near transit stations.

Strategy 4.1 (Regulatory and Policy, Partnerships, Investment)
Implement first/last mile strategies (such as sidewalks, curb ramps, crosswalks, bicycle facilities) at VIA facilities. Design transit facilities to be inviting public places with shade, seating, and safety lighting. Investments focused in station areas should consider the implementation timeline and prioritize areas along Advanced Rapid Transit Corridors. Priority locations for these enhancements within the plan area include:

- VIA Randolph Transit Center;
- Perrin Beitel and Loop 410;
- Perrin Beitel and Sun Gate Drive;
- Perrin Beitel and Naco Perrin Boulevard; and
- Perrin Beitel and Thousand Oaks.

Strategy 4.2 (Regulatory and Policy, Partnerships, Investment)
Support VIA Metropolitan Transit Advanced Rapid Transit Corridor service by prioritizing transit-supportive policies and infrastructure near transit stations.

When VIA Advanced Rapid Transit Corridor Stations are designated, studies should be completed to determine the application of Transit Oriented Development (TOD) zoning and future developments in these station areas should be consistent with VIA design regulations for Advanced Rapid Transit Station Areas including:

- **Density** – Increased neighborhood amenities and destinations near stations and stops influence the type of transit services offered in an area. Transit frequency is directly dependent on density – the more people and jobs within an area, the more transit frequency is justified.
- **Design** – Buildings designed for the pedestrian; placed and oriented along the front of the street with parking on-street, placed behind or structured, and with direct access to first-floor building activities are vital components of transit-supportive design.
- **Mix of Uses** – Providing a mix of residential, employment, and retail uses within walking distance of a transit stop or transit station is beneficial to the community and make walking and riding transit more efficient choices for meeting daily needs.
- **Walkability** – Pleasantly designed, walkable places are attractive areas where people desire to travel on foot. They create active streets that have development continuous along many blocks encourages economic activity. Investments should be made to improve the pedestrian realm, including streetscape enhancements in public spaces, such as continuous level surfaces, street furniture, lighting, landscaping, and shading devices, where applicable.

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Implementation – Amenities and Public Space

Amenities and Public Space Recommendation #1: Leverage floodplain areas and public easements within the regional center to expand greenspace and create direct connections to nearby parks and greenway trails.

Strategy 1.1 (Partnerships)
Coordinate with CPS Energy, the Parks and Recreation Department, the Public Works Department, the Transportation Department, and other relevant stakeholders to explore options and feasibility of priority trail connections using public easements.

Strategy 1.2 (Regulatory and Policy, Investment)
Require green infrastructure and low impact development as a condition of accepting City incentives for new development or redevelopment projects in the regional center.

Amenities and Public Space Recommendation #2: Establish character-defining signage and elements unique to the regional center.

Strategy 2.1 (Regulatory and Policy)
Develop design standards and supplemental guidelines for a Metropolitan Corridor Overlay District for the Perrin Beitel corridor. Design standards can help create a visually appealing corridor and be used as a starting point for building a cohesive theme for adjacent areas outside of the overlay boundary.

Strategy 2.2 (Partnerships)
Work with regional center businesses, residents, and relevant City departments to determine locations and preferred themes for public art.

Amenities and Public Space Recommendation #3: Encourage appropriately-scaled mixed-use development near trails and transportation hubs.

Strategy 3.1 (Regulatory and Policy, Partnerships)
Prioritize mixed-use developments that include community gathering spaces such as public open spaces, plazas, or meeting rooms. As more developments occur within the regional center, priority should be given to those that increase the amount of publicly accessible space within the study area. This does not necessarily need to be a park space but could be a public plaza or gathering area with shops or restaurants. Alternatively, the development could include community-accessible meeting rooms or other public community space.

Strategy 3.2 (Regulatory and Policy, Partnerships)
Identify public areas (such as trails and park space) that could facilitate/support the development of commercial amenities (such as dining, shopping, and retail).

Amenities and Public Space Recommendation #4: Ensure trails and public greenspaces are designed and built-in ways that respect private property and quality of life in adjacent neighborhoods.

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Strategy 4.1 (Partnerships)
Proactively identify and engage stakeholders adjacent to potential or planned trail expansion areas to identify concerns and potential solutions. Community members can engage through their City Council representative, neighborhood associations, Parks and Recreation Department, Linear Creekway Parks Advisory Board, and other partner organizations.

Strategy 4.2 (Regulatory and Policy, Partnerships)
Continue to use and promote the Parks and Recreation Department Trail Design Strategy as a context-sensitive framework for designing trails and their related public areas. The Trail Design Strategy establishes design principles, elements, and criteria for application with the goal of creating amenities that enhance their surrounding communities and contribute to the Howard W. Peak Greenway Trail System as a citywide asset.

Implementation – Housing

Housing Recommendation #1: Increase the diversity of housing options within the NE I-35 and Loop 410 Area Regional Center to support and attract residents at all stages of life and income levels.

Strategy 1.1 (Regulatory and Policy)
Continue to support the inclusion of higher-density housing within the Longhorn Quarry mixed-use redevelopment as well as support zoning changes that would allow for the development of multi-family housing along mixed-use corridors identified within the land use plan.

Strategy 1.2 (Partnerships)
Partner with developers and non-profit service providers who specialize in senior-oriented housing to identify opportunity sites for senior housing development and work to attract interest in development projects.

Strategy 1.3 (Regulatory and Policy, Partnerships)
Proactively identify sites to purchase for future affordable housing through the use of a community land trusts, and/or through partnership with the development community and San Antonio Housing Authority and other non-profit housing partners.

Strategy 1.4 (Regulatory and Policy)
Encourage the use of Accessory Dwelling Units (ADUs) as a housing type that benefits homeowners, renters, and neighborhood stability. ADUs can increase the supply of affordable rental housing with minimal impact on neighborhood character, provide additional income for existing homeowners, and create solutions for individuals and families seeking age-in-place or care-in-place housing options.

Housing Recommendation #2: Support reinvestment in existing neighborhoods and homes.

Strategy 2.1 (Regulatory and Policy, Partnerships, Investment)
The City offers several programs to promote and support homeownership, such as the Homeownership Incentive Program, Minor Repair Program, and Green and Healthy Homes Program. Proactively raise homeowner and potential homeowner awareness of these programs by engaging homeowners, homebuyers, neighborhood associations, veteran's organizations, senior's

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organizations, local colleges and universities, and local employers. Consider development of a one-stop "clearinghouse" website with information and links to resources helpful to homeowners.

Strategy 2.2 (Regulatory and Policy, Partnerships, Investment)
Outreach to owners of existing multi-family housing complexes to provide information on grant or rebate opportunities for energy efficiency and other programs to help encourage reinvestment and retrofitting.

Housing Recommendation #3: Connect and orient neighborhoods and housing to area parks, greenways, and open spaces.

Strategy 3.1 (Regulatory and Policy)
Explore options for retrofitting existing and constructing new drainage ways with green infrastructure. 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. Encourage integration of green 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.

Strategy 3.2 (Regulatory and Policy)
Identify and proactively address potential impacts of trail and greenspace development on adjacent neighborhoods through context-sensitive design interventions.

Implementation – Economic Development

Economic Development Recommendation #1: Make the regional center a live/work/play destination centered on the Longhorn Quarry redevelopment.

Strategy 1.1 (Regulatory and Policy)
Encourage and support the redevelopment of the Longhorn Quarry area as a distinct mixed-use destination that supports major attractions, a strong employment base, and desired amenities within the regional center. Ensure that the land use designations and zoning facilitate a mixture of uses and a denser development pattern than found elsewhere in the regional center. The City can also provide assistance with available incentive programs, infrastructure needs, and streamlining the development process.

Strategy 1.2 (Partnerships)
Partner with stakeholders and businesses in the NE I-35 and Loop 410 Area to identify additional events and attractions that could be hosted or built within the regional center. This will help create more frequent and varied reasons for people to visit and gather. Leverage existing assets in the Longhorn Quarry redevelopment including event/meeting space, public and recreation space, and parking to facilitate additional events.

Strategy 1.3 (Partnerships)
Partner with economic development entities, area stakeholders, medical service providers, and others to develop a strategy to promote the area's accessibility-friendly and health care assets and attract additional businesses and events. Focus on additional opportunities related to health care, research, and entertainment for people with disabilities.

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Strategy 1.4 (Partnerships, Investment)
Leverage available financial incentive tools, such as Tax Increment Reinvestment Zone (TIRZ) funding and Opportunity Zone designations, and work with the Longhorn Quarry developer and other stakeholders to attract an anchor/destination hotel to the regional center that is oriented to visitors with disabilities. Target hotel chains with specific designs and hotel brands with an accessibility focus.

Economic Development Recommendation #2: Invest in and support revitalization of the existing commercial and industrial areas within the regional center.

Strategy 2.1 (Regulatory and Policy, Investment)
Support reinvestment and increased employment activity in existing and planned industrial areas focusing on small-scale manufacturing, local distribution, and showrooming/design services. Help to address issues caused by encroachment from other non-compatible uses on these areas. Financial incentive programs such as Opportunity Zone designations, Tax Increment Reinvestment Zone (TIRZ) funds, and other tax incentives can be used to support this strategy.

Strategy 2.2 (Regulatory and Policy, Investment)
Continue to encourage reinvestment and redevelopment of aging retail areas through the use of Tax Increment Reinvestment Zone (TIRZ) funding, commercial property improvement grants, and other tools. Outreach to business associations, chambers of commerce, and other entities to encourage targeted uses, such as retail, restaurant, and incubators, to locate in reinvestment areas.

Strategy 2.3 (Regulatory and Policy)
Identify partners, strategies, and opportunities to help increase access to and availability of grocery stores and healthy food options for area residents.

Economic Development Recommendation #3: Proactively work to mitigate impacts of planned and future transportation improvements and guide these improvements so they improve access to and visibility of regional center businesses. [This recommendation is further discussed in the Mobility Section]

Strategy 3.1 (Partnerships)
Encourage continual dialogue between the San Antonio Transportation Department, Texas Department of Transportation (TxDOT), and regional center stakeholders beyond TxDOT ‘s scheduled outreach events to address construction impacts on access to businesses.

Strategy 3.2 (Regulatory and Policy)
Involve business and property owners in any design and planning efforts related to potentially connecting the Wurzbach Parkway to I-35. If a direct-connector project moves forward, early and consistent engagement with stakeholders will ensure that the project takes into account area stakeholder concerns related to access and visibility.

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7 Appendix: Maps, Figures, and Exhibits

Maps, Figures, and Exhibits referenced throughout this document are collected in the Appendix which begins on the next page.

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Figure 22: Planning Team Housing Challenges Analysis

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Figure 24: Attributes of a Vibrant Economic Place

Exhibit 1: Existing Conditions Atlas

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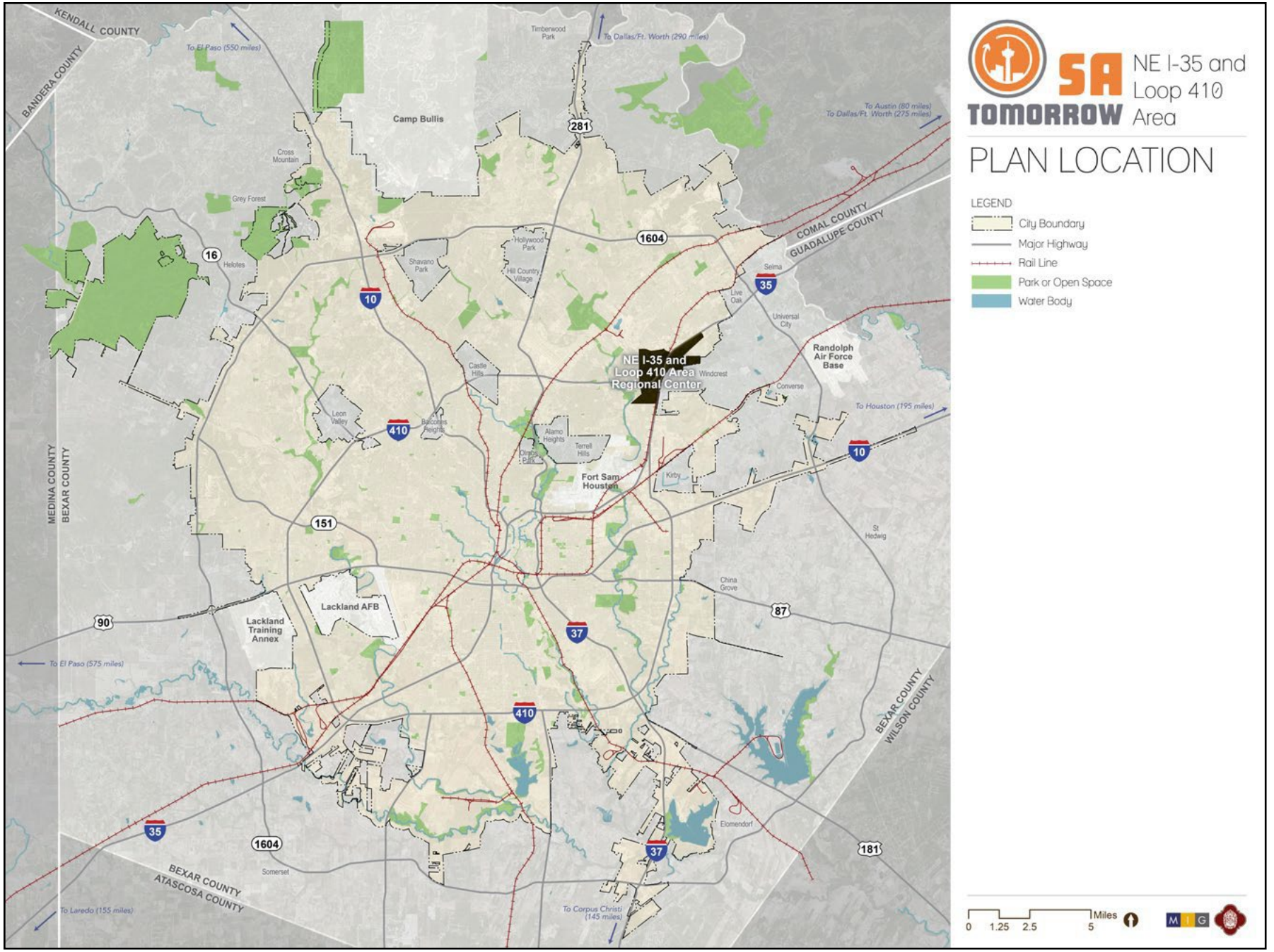

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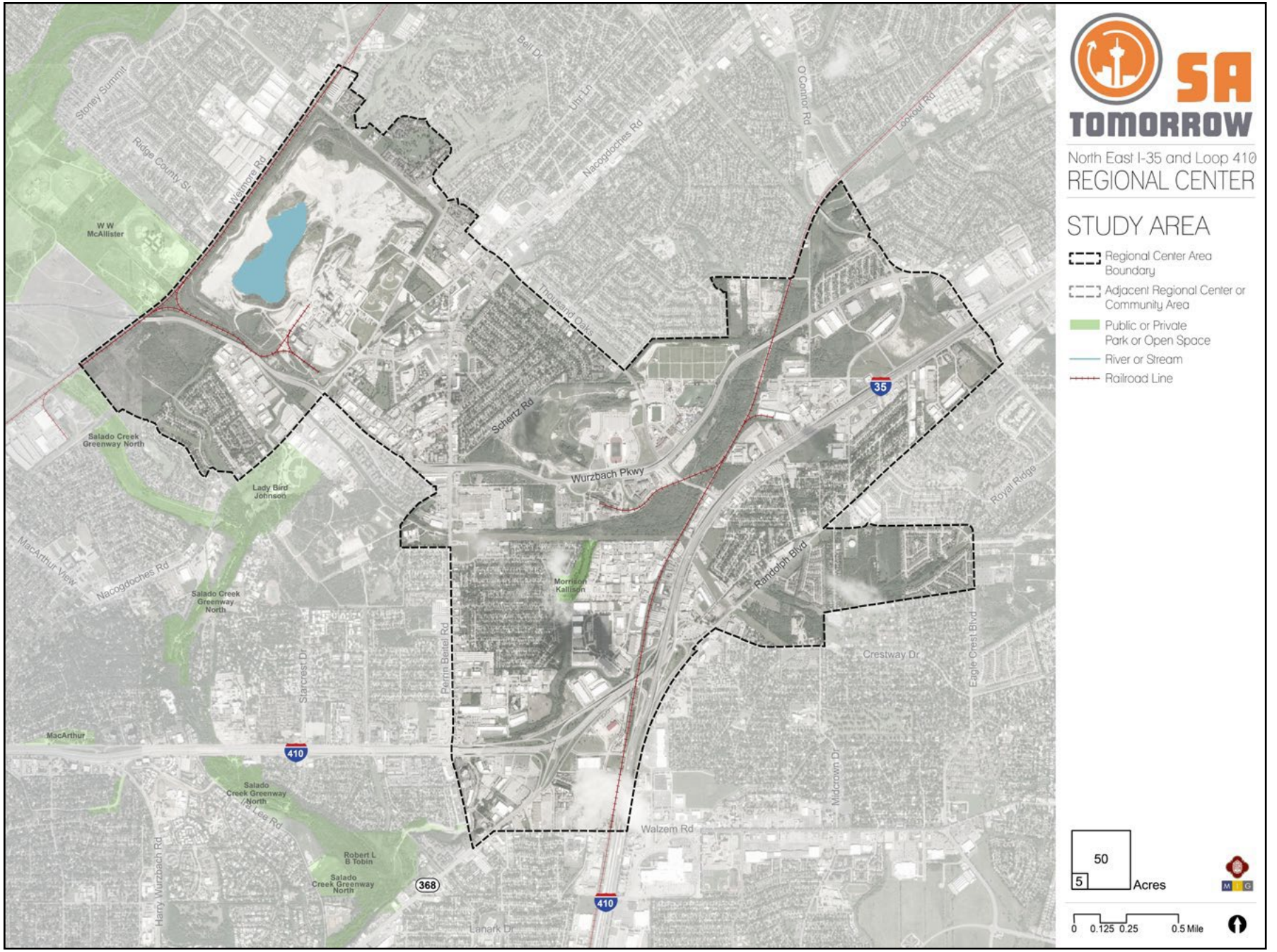

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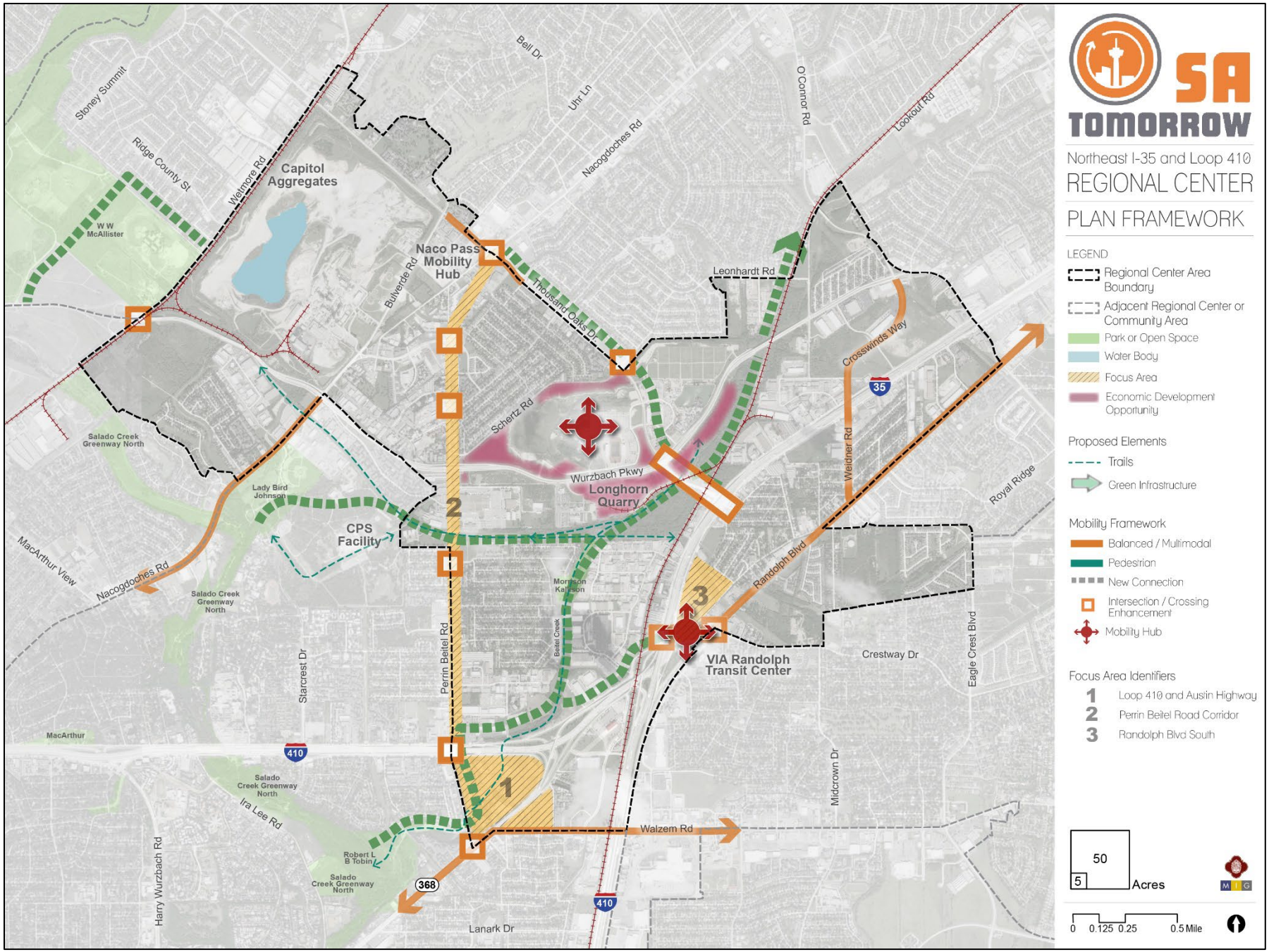

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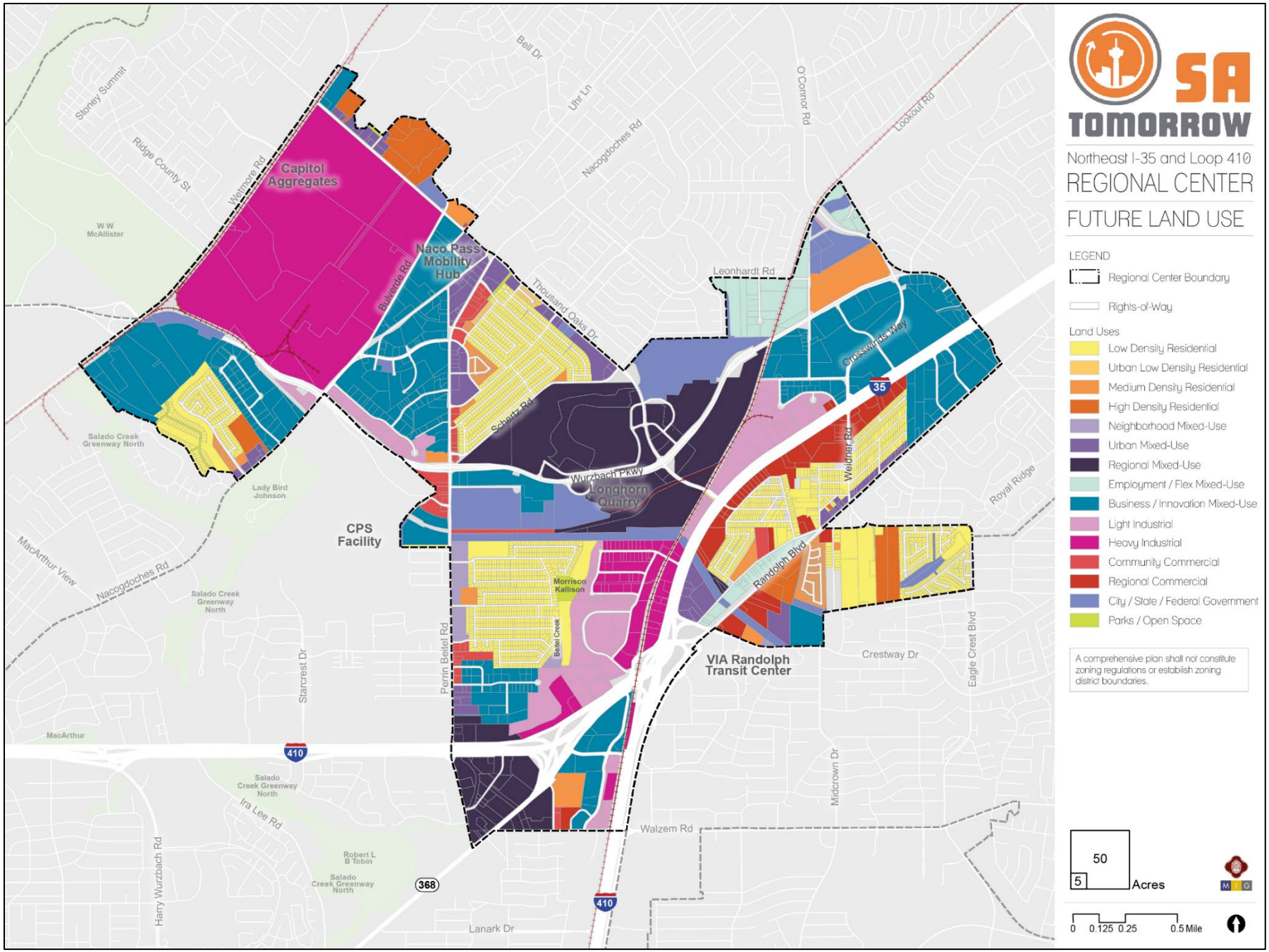

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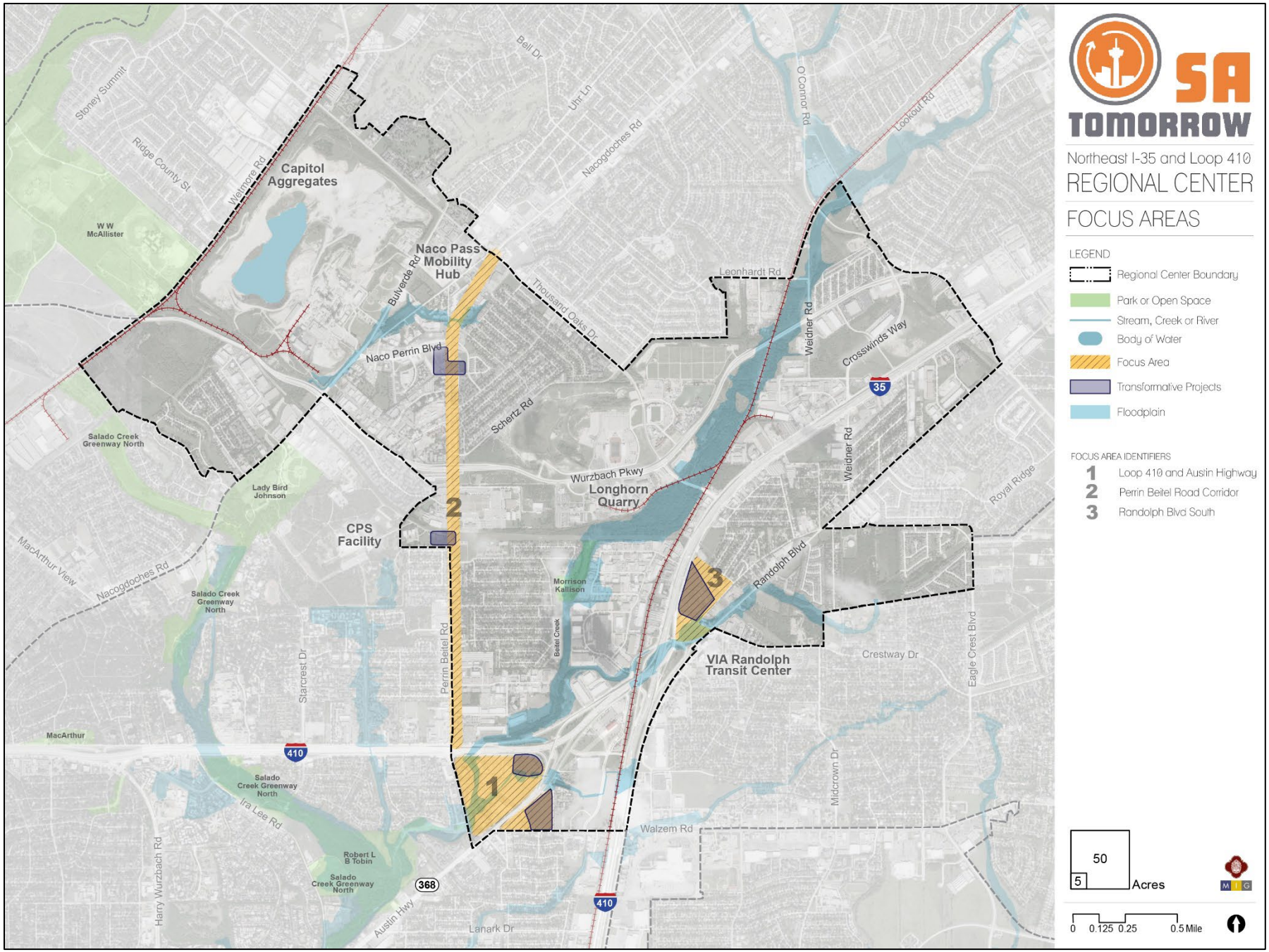

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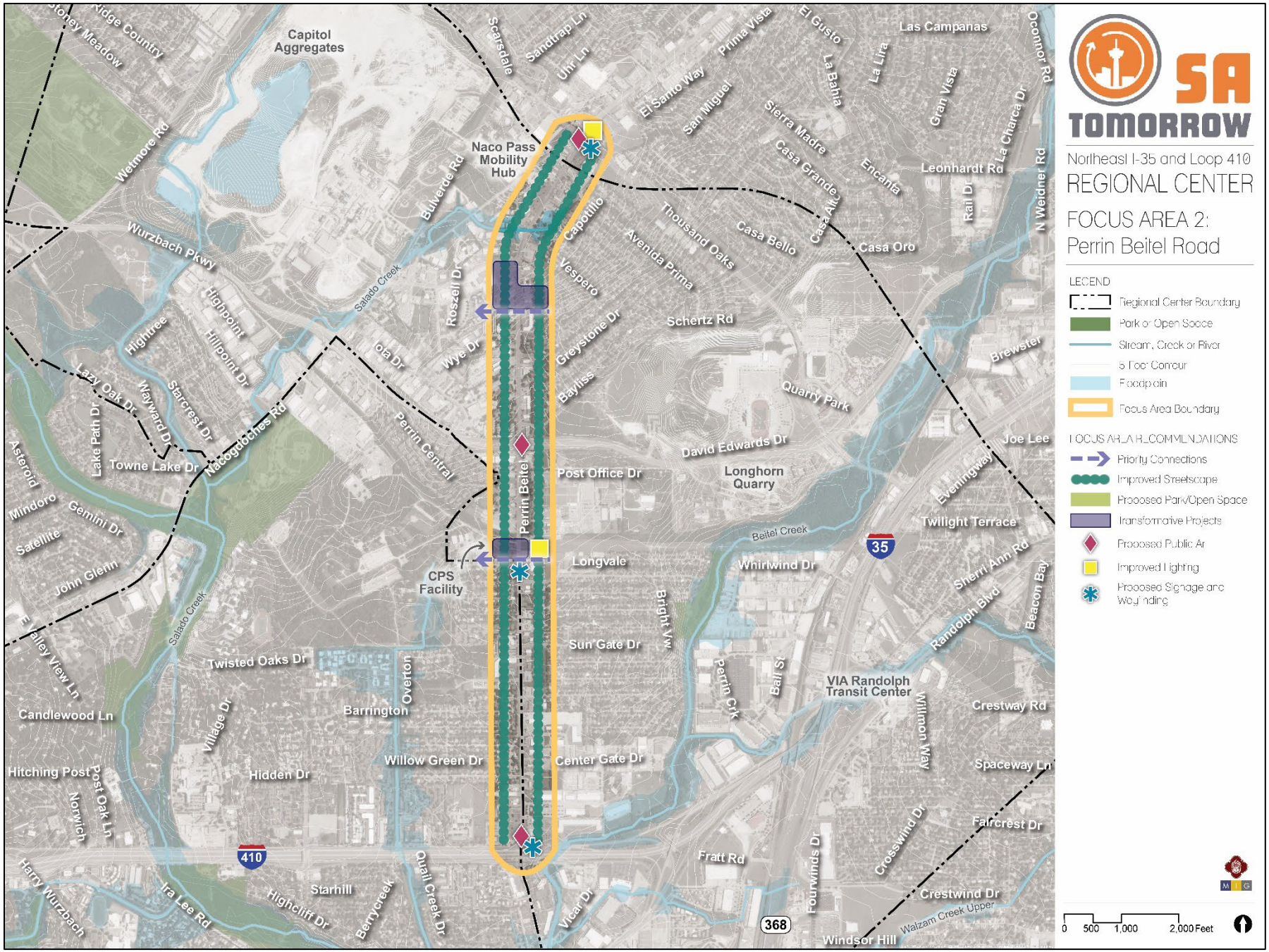

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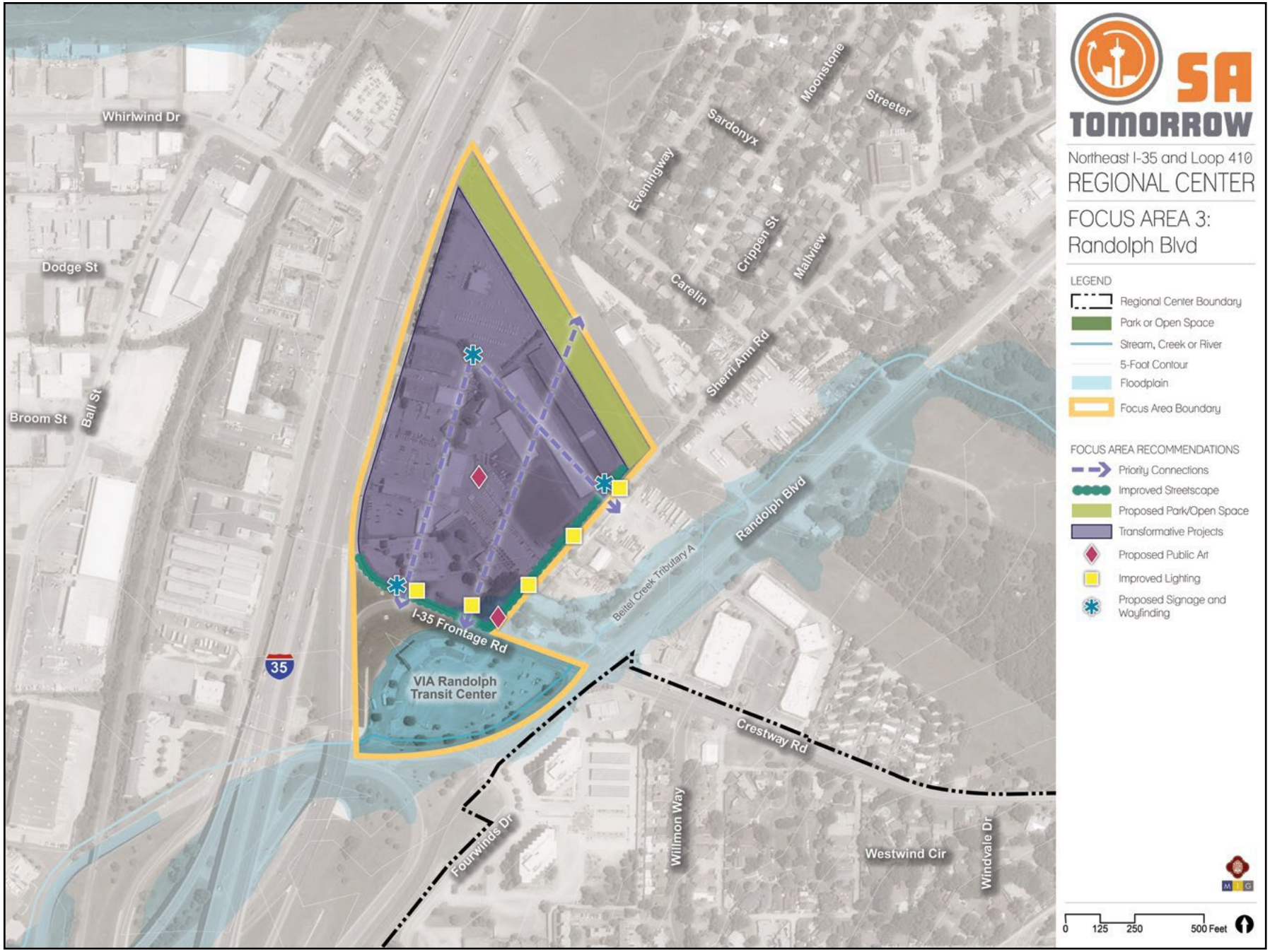

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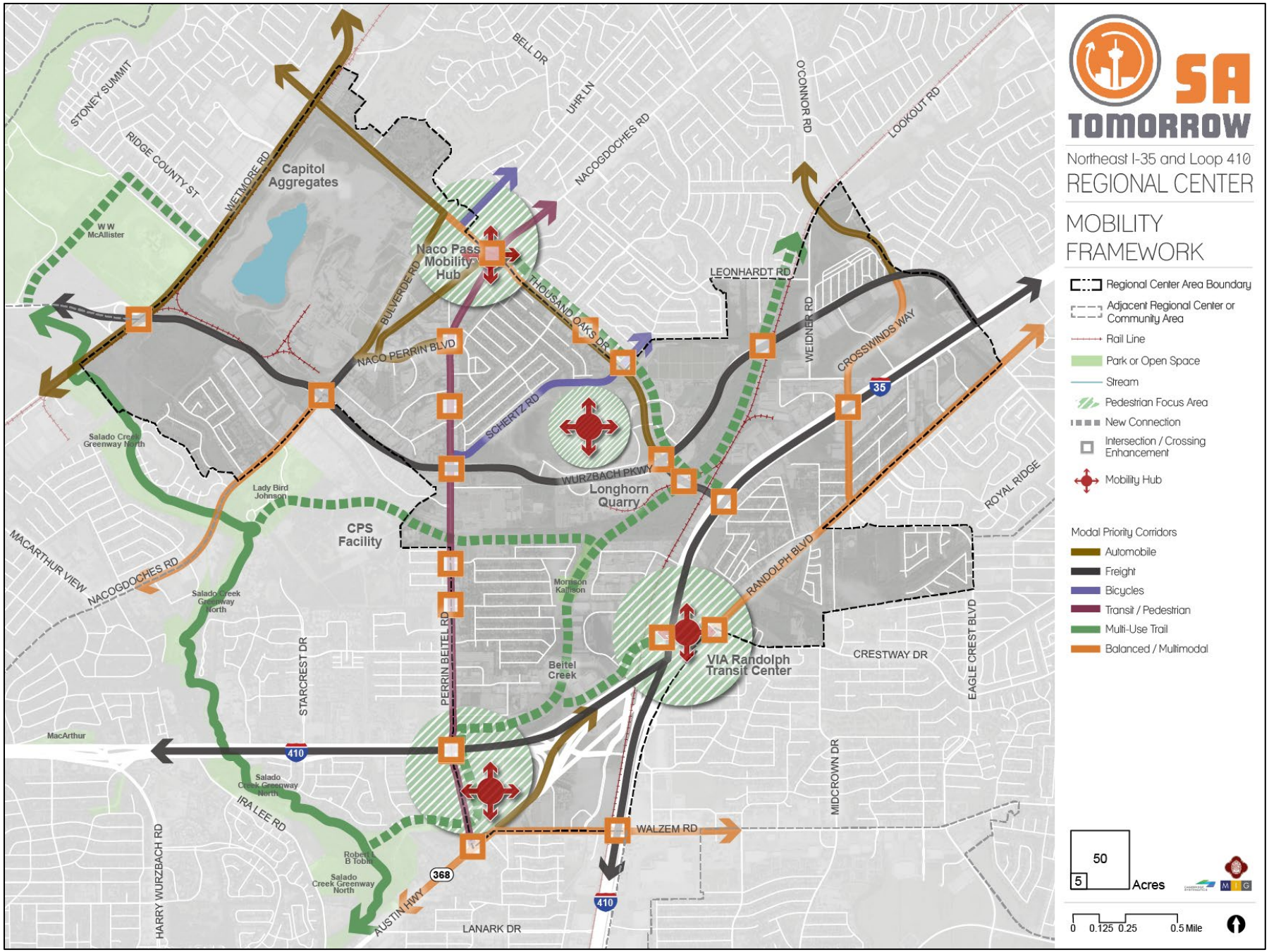

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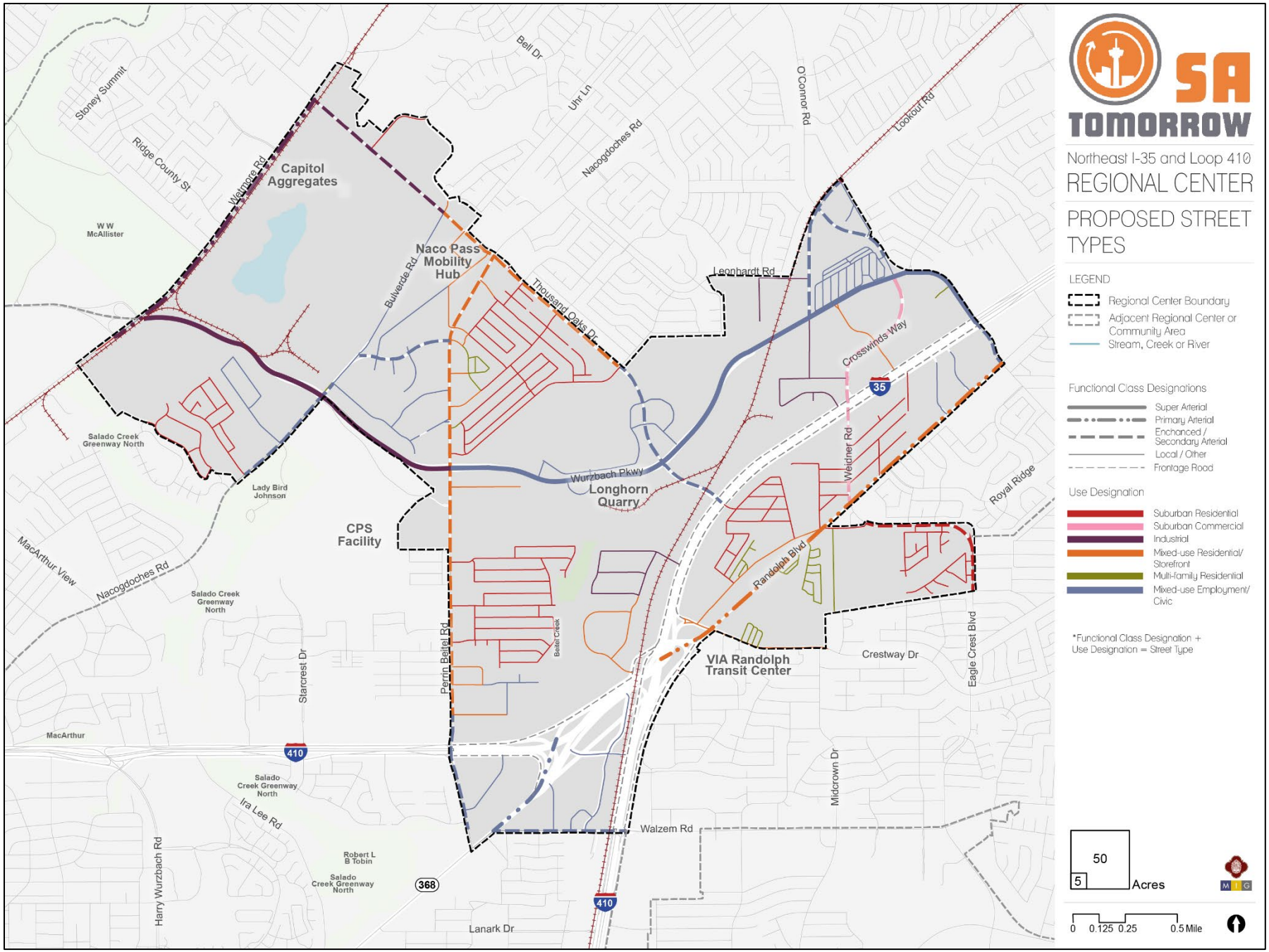

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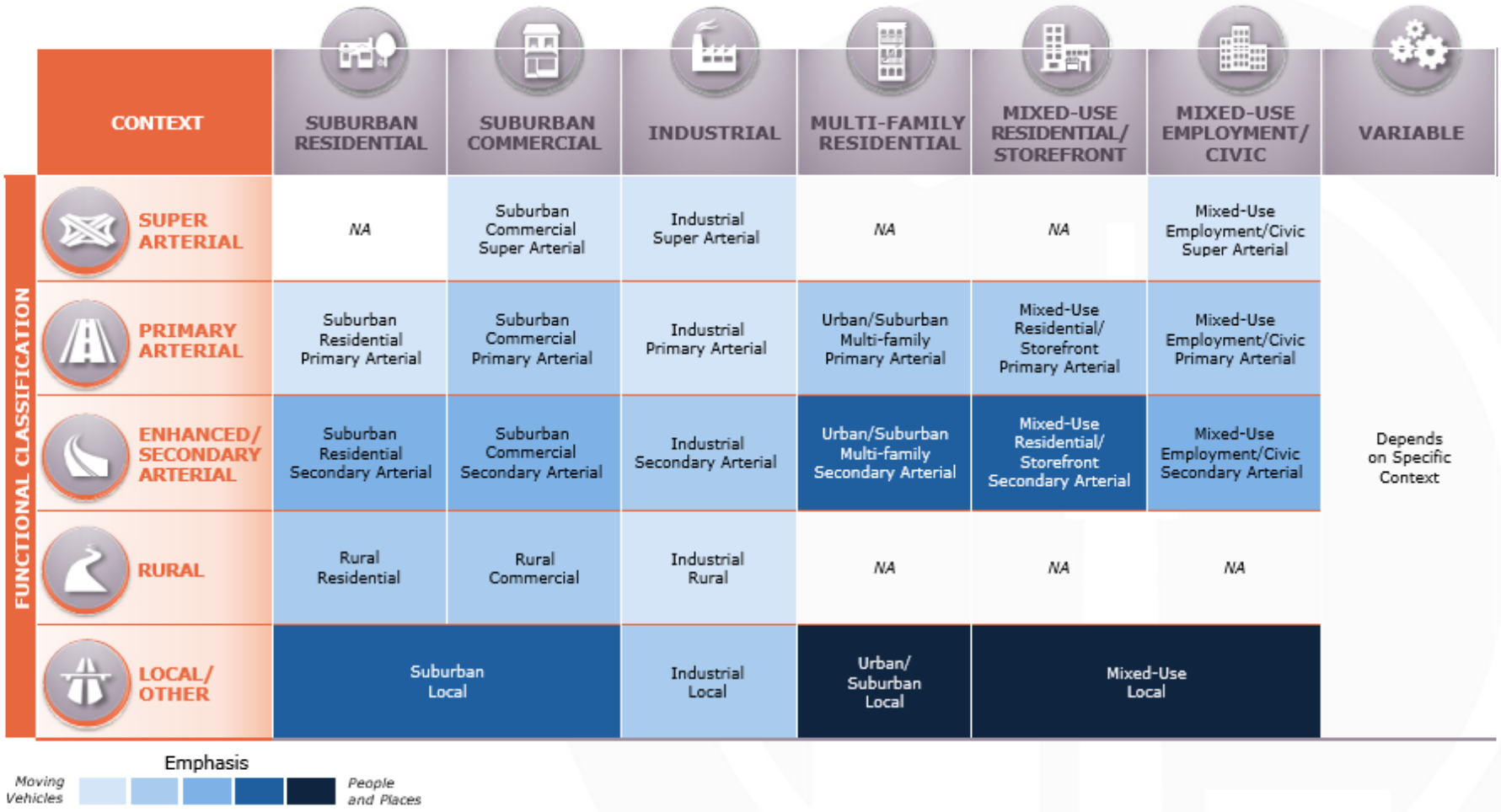

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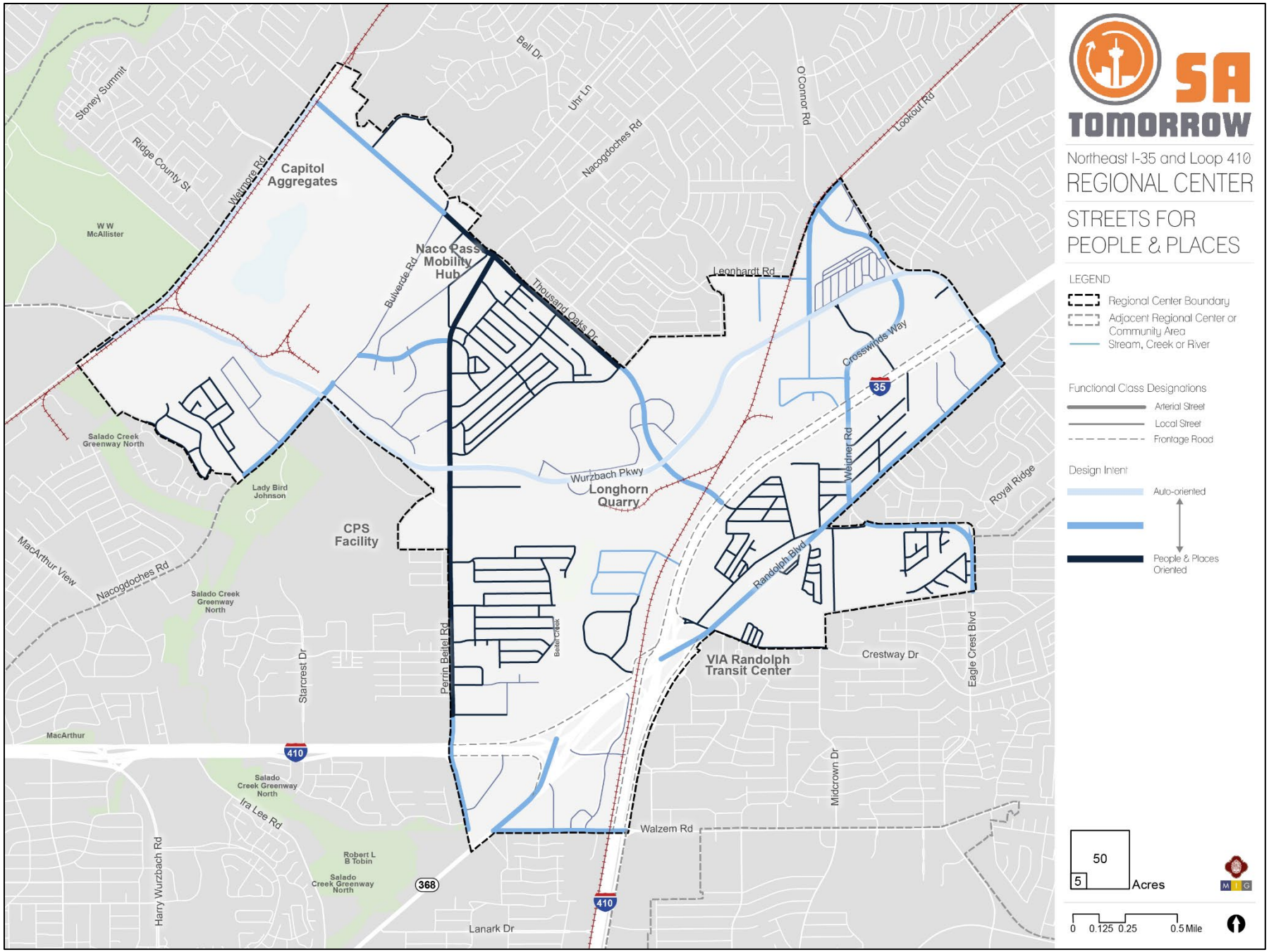

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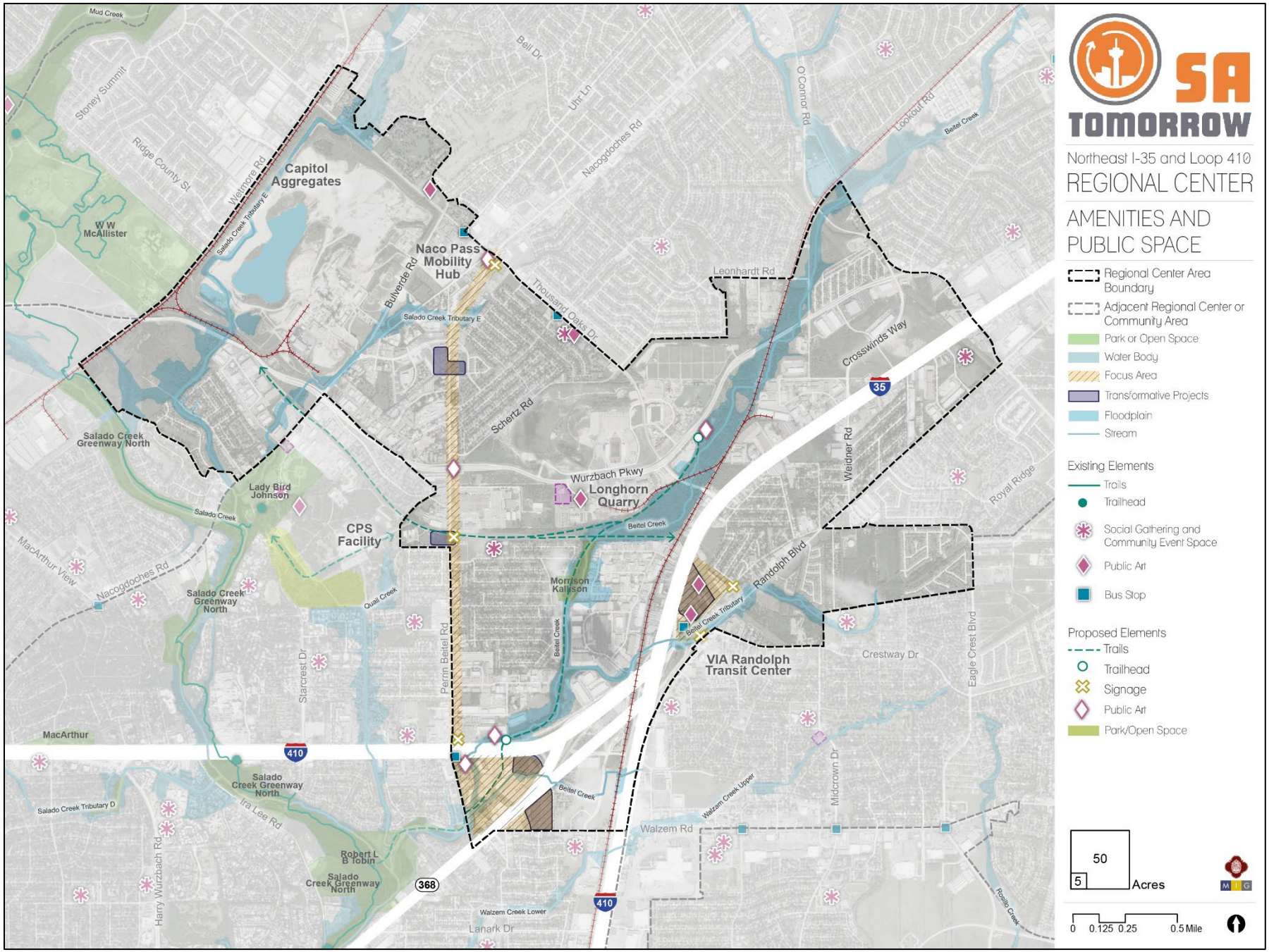

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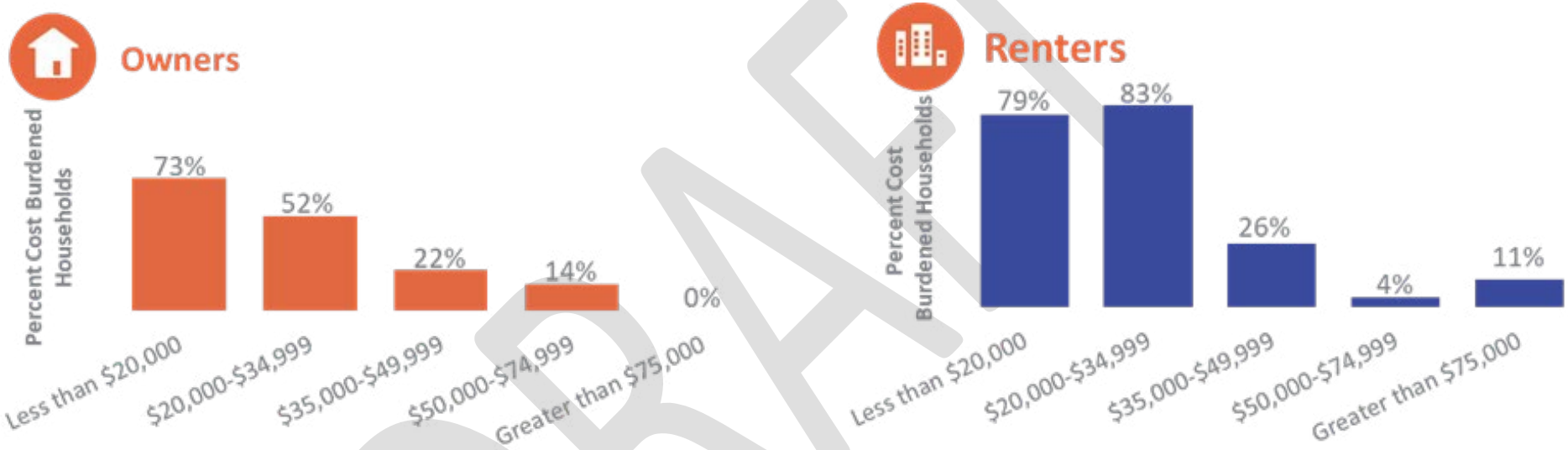

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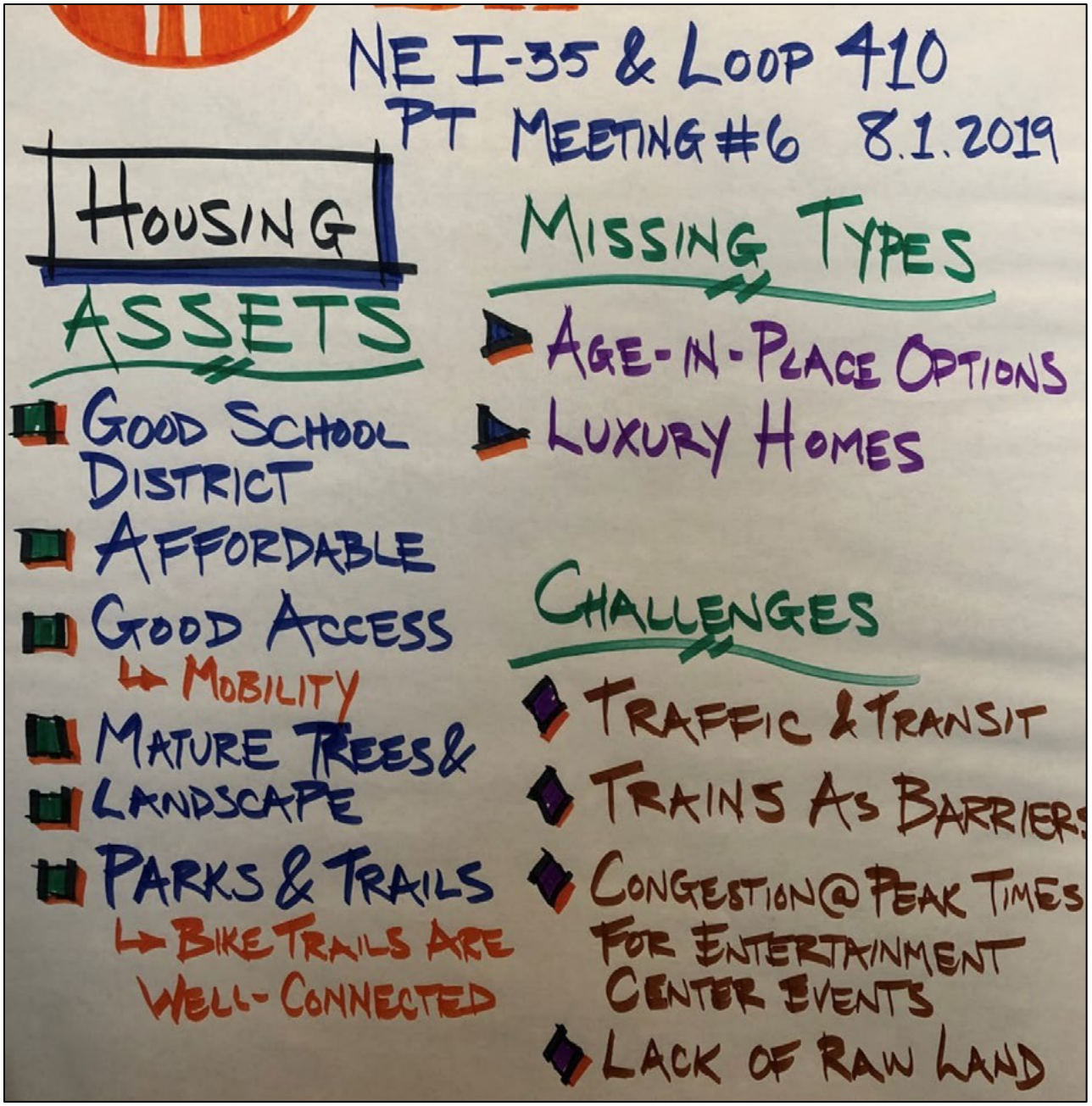

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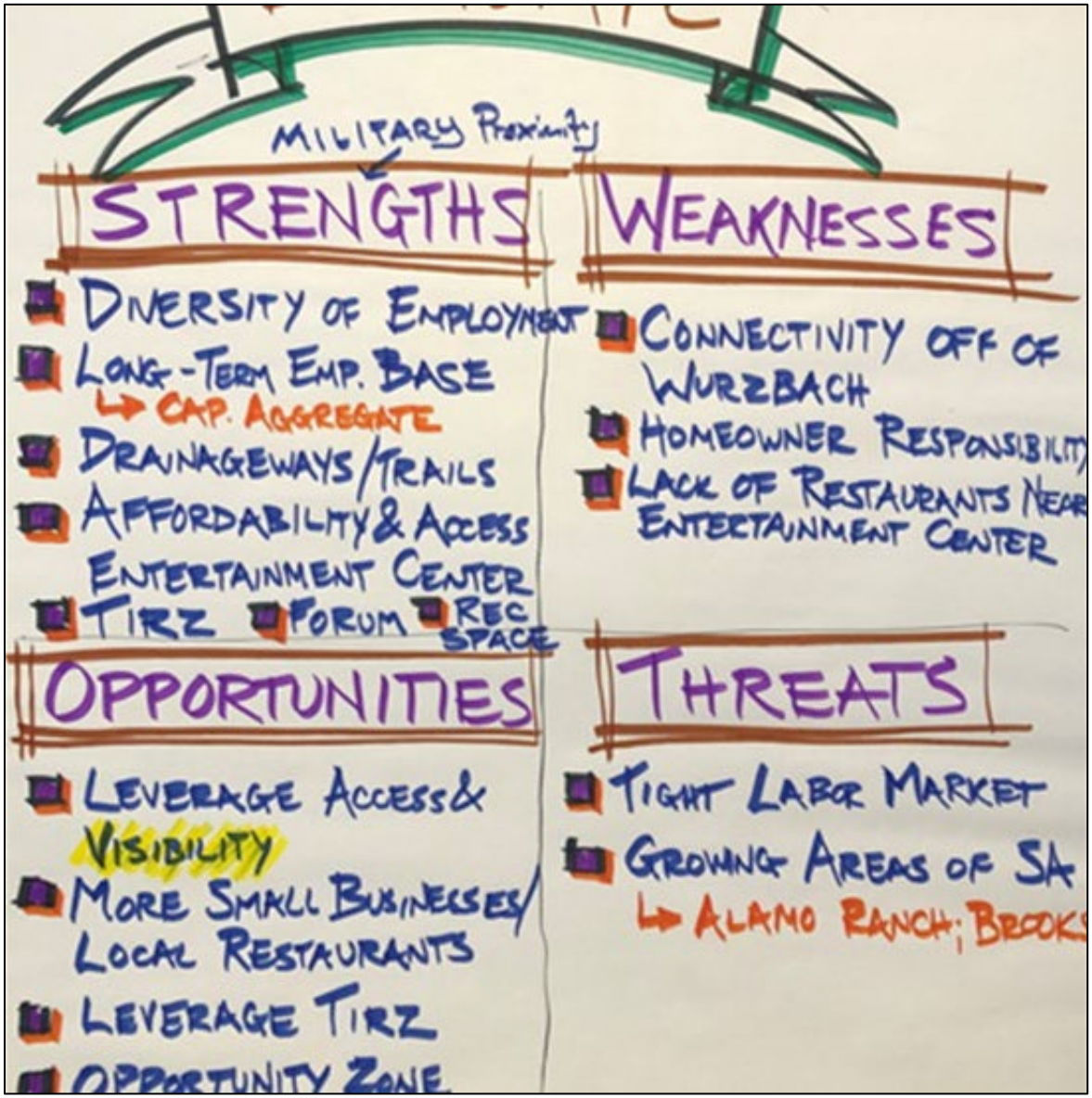

Figure 23: Planning Team SWOT Analysis

BRAND

Branding is important to establish an identity, to create cohesion, and to market employment places. This is especially important for newer or less well-established places.

TRANSPORTATION

Transit connectivity has been identified as one of the most important factors in the location decisions of firms and start-ups and is critical to the success of employment places.

ORGANIZATIONS/PARTNERSHIPS

Non-profit and public-private agencies support the creation and continued operation of employment places. These agencies include BIDs and Economic Development Corporations.

INVESTMENTS

Investments in parks and other amenities are important catalysts to help create identity and a sense of place in employment places.

ANCHOR INSTITUIONS

Anchor institutions, such as universities and hospitals, need to be connected and integrated into the fabric and strategy of the place.

FINANCE/INCENTIVES

Improvement district tools like BIDs and TIF can help finance capital projects as well as ongoing operation and maintenance.

URBAN DESIGN/PLANNING

Rezoning and design efforts allow for a more vibrant mix of land uses. Parks and choices in transportation options also help catalyze these places.

Figure 24: Attributes of a Vibrant Economic Place

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Existing Conditions

NE I-35 AND LOOP 410 AREA
REGIONAL CENTER PLAN

EXHIBIT 1

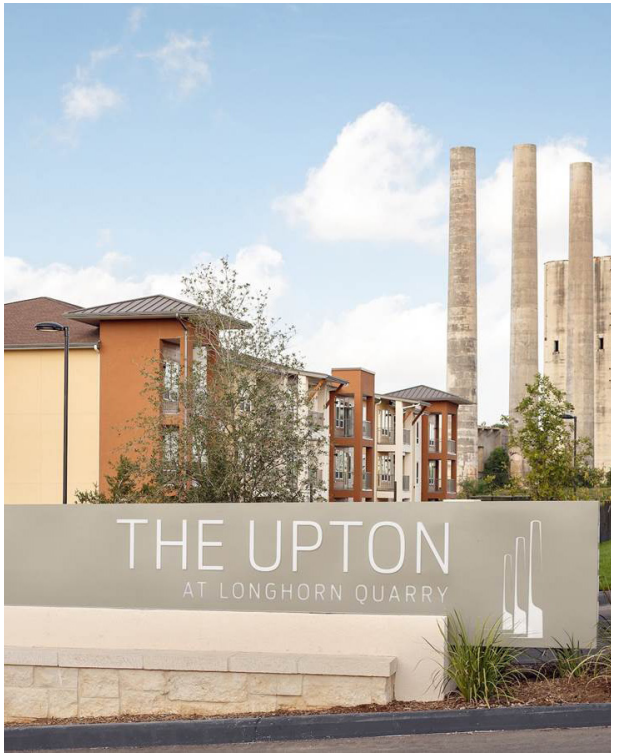
SA Tomorrow Project Overview

By 2040, Bexar County's population is expected to increase by approximately 1 million people, 500,000 new jobs, and 500,000 new housing units. The uncertainty and complexity associated with planning for the next 25 years is daunting. However, San Antonio is planning boldly. We're tackling the tough issues and making the hard choices because "business as usual" isn't good enough. We're planning now to ensure that our great city captures the type of growth and economic development that is compatible with our community's vision of the future, and provides benefits to all our current and future residents. SA Tomorrow was established to implement the SA2020 vision, and includes three complementary plans: the updated Comprehensive Plan, the Sustainability Plan, and the Multimodal Transportation Plan. These plans all work in concert to guide the city toward smart, sustainable growth.

The SA Tomorrow plans prepare our community for the anticipated population and employment growth and to help us understand what that growth will look like and how it will affect our daily lives. With a relatively fixed area available for future development, the anticipated population and employment growth will certainly have an impact on our community's overall quality of life and livability. We also have to ask ourselves if it's now time to expand our boundaries or focus on development within the city's existing footprint. To be successful and truly address the long-term issues facing San Antonio, we as a community, need to tackle the difficult questions that arise from an honest assessment of our community's challenges and clearly state the hard choices we must make to achieve the community's vision for the future. Many of these hard choices are rooted in the fact that current trends have resulted in systems and development patterns that are unsustainable or that produce results counter to our community's stated vision and goals.

Reversing decades-old habits and changing entrenched systems is difficult. The three citywide SA Tomorrow Plans started the process for San Antonio. Now, we are working in more focused geographies across the city to implement the policy recommendations and growth patterns called for by SA Tomorrow. These Sub-Area plans — including Regional Centers, Community Areas, and Corridors — will address a range of issues such as land use; transportation and mobility; parks, trails, and open space; housing and economic development strategies; infrastructure; and urban design. This Atlas helps catalogue the most important existing conditions relevant to the NE I-35 and Loop 410 Area Regional Center Plan. Along with extensive community input, best practices research, and expert technical analysis and advice, these findings will serve as an important input to plan reccomendations and implementation and investment priorities.

Morgan's
INSPIRATION ISLAND


THE UPTON
AT LONGHORN QUARRY

TOYOTA FIELD

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Citywide Vision and Plans

SA2020

The SA2020 vision originated with a series of public forums in 2010 to develop goals for improving San Antonio by the year 2020. The process was a community-wide visioning effort guided by a steering committee of community leaders and representatives. In addition, thousands of San Antonians participated in the visioning process, which culminated in a detailed report, released in 2011, that outlined a bold strategic vision for San Antonio's future. The SA2020 vision provided a significant foundation for the three SA Tomorrow plans, reflecting the community's desire to support economic development and new jobs while fostering community arts, education, health and culture.

VIA's Vision 2040

Vision 2040 was a community-driven process to update VIA Metropolitan Transit's Long Range Comprehensive Transportation Plan through the year 2040 and develop our region's vision for the future of public transportation. The Vision 2040 planning process occurred alongside SA Tomorrow and identifies a range of transit solutions to serve our region's busiest and most vibrant areas of activity, employment and housing. The plan presents various modes of transportation, and develops system alternatives to understand how transit could affect our region. By engaging the community, Vision 2040 will work to evaluate all alternatives and identify a preferred system plan that meets the transit needs of today and tomorrow.

SA Tomorrow Comprehensive Plan

The SA Tomorrow Comprehensive Plan addresses wide-ranging and interconnected citywide issues. As a long-range vision for San Antonio, the Plan provides strategic direction for decision making and community investment. Perhaps the most important task tackled by our community when crafting this Comprehensive Plan was determining where growth should be directed and encouraged, and doing so in a way that protects vital historic, cultural, social and natural resources.

If guided properly, the expected influx of new residents and jobs will enhance our city and all our residents. Planning now allows us to direct growth in a manner consistent with the community's vision and our goals for the future. The Comprehensive Plan provides an overarching framework for the physical form of San Antonio. It outlines how regional centers, corridors and neighborhoods work in concert to create the San Antonio we envision over the coming decades. In addition, 12 prototype place types offer examples of development models that can build upon and protect existing and future community assets while also creating places that are livable, inclusive and sustainable.

Policy guidance in the Comprehensive Plan is based on nine topical Plan Elements that address topics including: city growth patterns, transportation, housing, economic competitiveness, natural resources and the environment, the military, and historic preservation and cultural heritage, among others. Each Plan Element chapter includes an overview of key issues and challenges specific to the element and provides a set of goals and policies that set the direction for how our community will respond to or address the challenges before us.

SA Tomorrow Sustainability Plan

The Sustainability Plan focuses on the three pillars of sustainability (economic, environmental, and social) and is the roadmap for both the community and the municipal government to achieve the overall vision of a sustainable San Antonio as an inclusive and fair community with a thriving economy and a healthy environment. The Sustainability Plan highlights seven focus areas and five cross-cutting themes. Each focus area has its own vision, outcomes, strategies and measures of success. The cross-cutting themes identify and highlight key priorities. Additionally, these cross-cutting themes were considered and integrated into each of the major components and elements of the SA Tomorrow Comprehensive Plan and the Multimodal Transportation Plan.

SA Tomorrow Multi-Modal Transportation Plan

The Multimodal Transportation plan is a dynamic, balanced, and forward-thinking plan for all modes of transportation, including cars, transit, bicycles, and pedestrians. It communicates the City's transportation strategy and serves as a tool to analyze transportation priorities to best meet community goals. The City worked with stakeholders, partner agencies and the larger community to develop a plan that builds upon and operationalizes SA Tomorrow Comprehensive Plan goals and policies, incorporates all modes of transportation and recommends a sustainable, safe and efficient transportation system that can support the new residents, housing and jobs anticipated for our community over the coming decades.

SA Tomorrow Sub-Area Planning

Comprehensive Planning Program

The Comprehensive Planning Program (CPP) is the city's coordinated approach and process for city planning. It provides the rationale and goals for the city's long-range development efforts and contains three main service components: Building Capacity, Comprehensive Planning, and Implementation. The SA Tomorrow process identified several changes to be incorporated in the CPP, including new planning approaches and geographies. The intent of the revised hierarchy is to ensure that planning at all levels in San Antonio is completed in an efficient and effective manner with meaningful participation and buy-in from neighborhoods, property owners, business owners, partner agencies, major institutions and other key stakeholders.

While the Comprehensive Plan is the overarching planning and policy document for the City, there are four other planning levels including: Regional Plans (developed in collaboration with partner agencies to guide regional and multi-jurisdictional services and/or infrastructure investments); Citywide Functional Plans (directing specialized components of city planning such as transportation, economic development, housing, natural resources and sustainability); Sub-Area Plans (providing detailed strategies for specific geographies, such as regional centers, corridors, and neighborhood groupings, aligning them with higher level plan); and Specific Plans (addressing smaller scale geographies and focused on implementation).

The NE I-35 and Loop 410 Area Regional Center Plan that this Atlas addresses is part of the Sub-Area planning program described in more detail below.

San Antonio Sub-Area Planning

Following adoption of the Comprehensive Plan in August 2016, the Planning Department is working with communities to create Sub-Area plans for the 13 Regional Centers and 17 Community Areas that collectively cover the entire City of San Antonio.

Regional Centers are one of the major building blocks of San Antonio's city form and a focus of the overall SA Tomorrow effort. While most cities have one or two larger employment centers, we have 13. This provides challenges and opportunities. A major organizing principle of the City's Comprehensive Plan is to focus growth in these Regional Centers, building on the existing pattern of development. They are envisioned as new "places" where we live, work, and play. Each center is different and its development will be influenced by its existing uses. However, many of the centers are also well-positioned to develop as vibrant mixed-use places. They offer a variety of housing options and price ranges, allow higher-density and incorporate carefully designed and located amenities that will benefit both residents and employees of the center. San Antonio must focus its investment and infrastructure strategies on supporting and leveraging the unique identity and assets of each center.

Community Areas form the rest of San Antonio outside of the Regional Centers. These areas comprise many of our existing neighborhoods, grouped by geography and common history, challenges, and opportunities. By proactively directing a higher proportion of growth to our Regional Centers, we aim to limit the impacts of that growth on existing, stable neighborhoods. However, cities and neighborhoods are always evolving. and we must plan to adapt to and leverage change for all our existing and future residents by creating complete neighborhoods and communities that provide a full range of amenities and services, a variety of housing and transportation choices, and opportunities for employment, shopping, education, and recreation.

The Regional Center and Community Area Plans will address the following topics based, in part, on the existing conditions identified in this Atlas: Land Use; Parks and Open Space; Economic Development; Housing; Mobility and Infrastructure; Placemaking and Urban Design; and Policy and Investment Priorities.

SA Tomorrow
SA Corridors

SA Corridors is a collaborative effort to help lay out the future of our city in the most equitable, sustainable, and efficient way possible. It is one of the first steps in implementing SA Tomorrow as well as VIA's Vision 2040 plan, which both identified corridors as areas where future growth should be concentrated where appropriate. SA Corridors objectives overlap with and support the ongoing Sub-Area planning efforts. The plan develops a recommended future land use map and plan for 12 corridor areas, respecting existing small area and neighborhood plans while helping to implement SA Tomorrow. In addition, SA Corridors recommends proper regulations and incentives are in place to realize SA Tomorrow's vision for growth and economic development around VIA's transit investments, and to help bring about new and more transit-supportive types of development that meet a range of desires and incomes.

Three Types of Regional Centers

The 13 regional centers are grouped in three categories based on analysis of their existing conditions, unique traits and potential growth capabilities. It is important to note that they are not homogeneous places. Although they cover large areas, each one includes multiple place types, urban forms and land uses.

Activity Centers

These areas have high concentrations of people and jobs in a mixed-use environment. They should be highly walkable and well connected by multiple types of transportation and transit. They should have an even mixture of jobs and housing and contain amenities that support residents, workers and employers within the centers and also throughout the city. Many are home to our educational, entertainment and cultural institutions.

Logistics/Services Centers

These areas have superior connectivity for the movement of goods and people including air, freight/rail and roadway transportation. This positions them as launching points for the city's exports and imports. These centers have large, coordinated areas of single uses, and concentrated nodes of mixed-use, with more jobs than residents. They provide goods and service to support businesses and residents adjacent to the center.

Special Purpose Centers

These areas have large employers, institutions and/or concentrations of similar types of employment. These centers typically require or a barrier or buffer to separate their specialized activities from surrounding areas. They mostly contain primary employers and supportive services and amenities.

Regional Centers are one of the key building blocks of our city's future. In order to leverage their potential to help absorb San Antonio's projected growth we need a clear vision and strategic plan for each. These regional center plans need to refine each center's boundaries, identify areas of change and stability, and develop a detailed land use plan that prioritizes infrastructure, policy and program improvements. While these centers should promote higher-density, mixed-use development, not all areas within a regional center are recommended for this type of growth. For example, existing historic districts and neighborhood conservation districts are not recommended for higher-density development and should receive enhanced protection to prevent this. Our historic and conservation districts are some of our city's greatest assets and our development policies should protect them. Regional center plans must be respectful of these special areas when defining development opportunities.

Regional Center Area Profile

NE I-35 AND LOOP 410 AREA REGIONAL CENTER PROFILE FROM THE SA TOMORROW COMPREHENSIVE PLAN

Existing & Aspirational Scores

39% 75%
Transit Utilization

30% 75%
Walkability

54% 70%
Median Commute Distance

48% 75%
Employment Density of Developed Land

49% 75%
Residential Density of Developed Land

52% 65%
Ratio of Employees to Residents

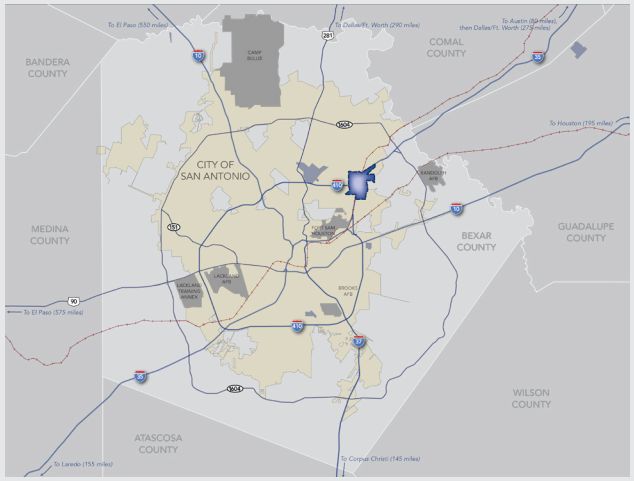
40% 60%
Per Capita Income

55% 60%
Housing + Transportation Index

36% 60%
Job Diversity Index

Strengths: The Northeast I-35 and Loop 410 regional center has superior regional connectivity and an emerging potential for revitalization of former industrial uses.

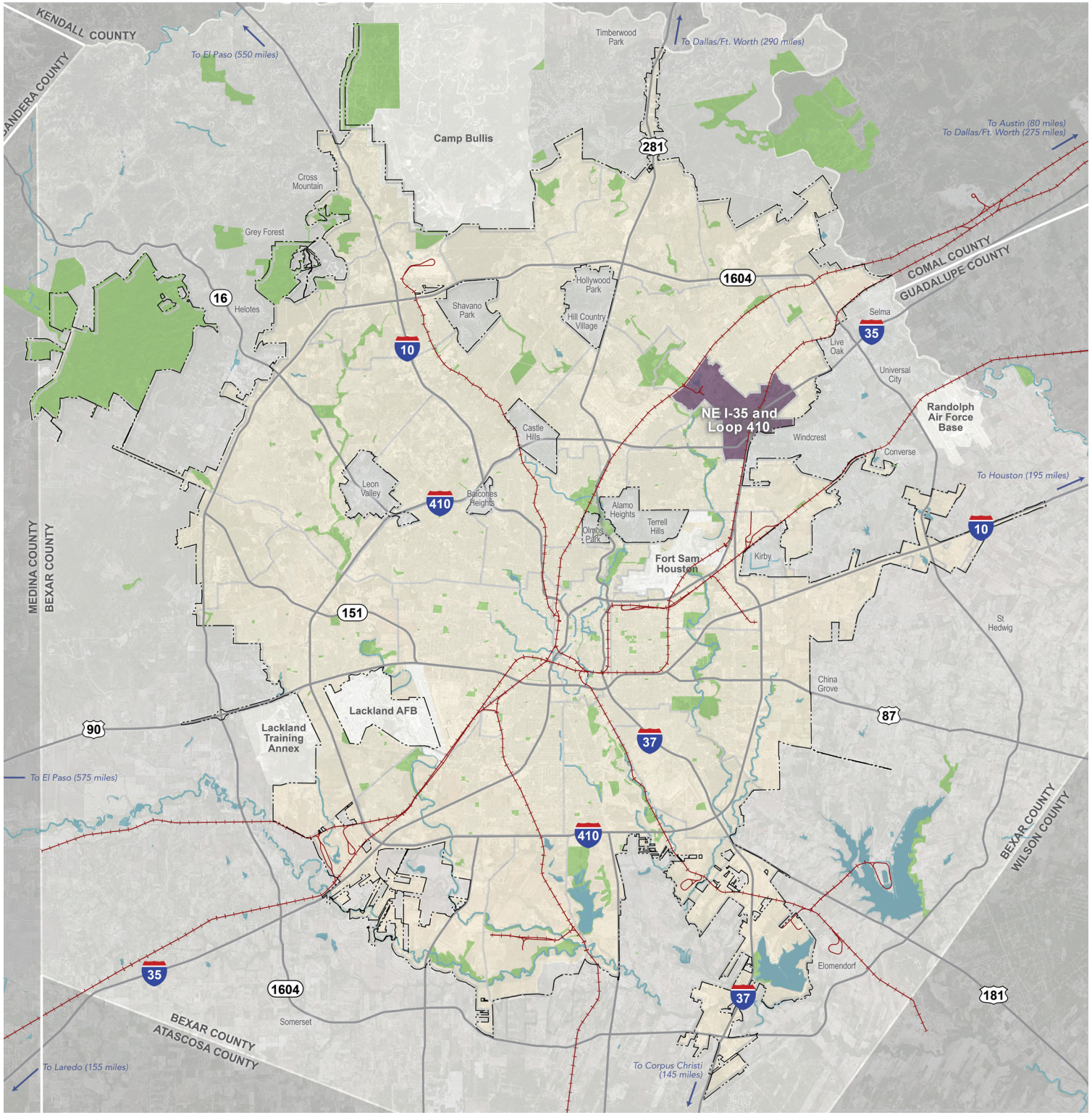
Population (2015 estimate): 13,607
Households (2015 estimate): 5,147
Single Family to Multifamily Housing Units Ratio: 2.45
Employment (2013 estimate): 15,000
Largest Industries (by employment): Retail Trade, Construction, Accommodation and Food Services
Acres: 2,638
Developed Acres: 2,257



As the traditional industrial employment center for San Antonio, the area around I-35 and Loop 410, has several types of employment and community-serving retail. As industrial uses shift to the southeast portion of the City and further north along the I-35 corridor, this area is beginning to evolve away from its industrial roots. This evolution creates new opportunities for infill redevelopment and capitalizes on the center's location on the main route to Austin.

Tasks Ahead: This evolving regional center will benefit from coordinated land use planning to leverage existing infrastructure and support new types of development.

Ebene CyberCity on Mauritius, an island nation in the Indian Ocean, is 9 miles south of the capital and is being developed as a new information technology hub.



SA TOMORROW

NE I-35 and Loop 410 Area

PLAN LOCATION

LEGEND

- City Boundary
- Major Highway
- Rail Line
- Park or Open Space
- Water Body
- Regional Center Boundary

0 1.25 2.5 5 Miles

MIG

History of the NE I-35 and Loop 410 Area Regional Center

As the Regional Center's name implies, Northeast Loop 410 and Interstate 35 have a significant presence in the area. Marveling at the loops and flyovers that form the highways' massive interchange, it is interesting to note that what is present today is just the latest evolution of transportation systems in an area with a long history as a crossroads.

The earliest trails and roads through the lands of the Regional Center were animal paths leading across the Texas prairies to streams, creeks, and rivers, following the path of fewest obstacles. Native Americans expanded these routes to incorporate seasonal camp sites, hunting areas, and villages. When Spanish explorers starting arriving in the 1600s, they also used the existing trails to navigate between what is now Mexico, Texas, and Louisiana.

During the Spanish Colonial era, the dirt trails were widened and improved to facilitate the movement of horses, wagon trains, soldiers, and settlers. As the Spanish established missions in South Texas, the trails became better-defined roads and were critical in linking far-flung outposts in Texas and Louisiana with Mexico City, the Spanish capital in the New World. Because these routes provided access to the Spanish capital, they were generally referred to as caminos de realeza (royal roads). One significant alignment in the royal road network was the El Camino Real de los Tejas, which traverses the Regional Center along Nacogdoches and Bulverde Roads. The route is today marked with National Park Service signage.

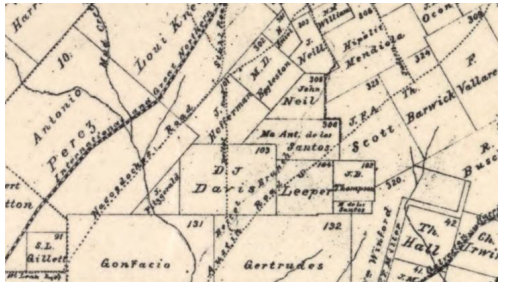
By the late 1800s, the lands comprising the Regional Center had been carved into farms and ranches by immigrants from several parts of Europe, particularly Germany. Many present-day street and place names such as Perrin Beitel Road, Walzem Road, and Serna Elementary School bear reference to some of these early landowners. Maps from this time period show the early alignments of Nacogdoches Road, Austin Highway, and Perrin Beitel Road connecting farming communities and markets. Many of these routes were evolved from established trails.

Some land in this area became part of statewide rail networks in the 1880s with the arrival of the International & Great Northern Railroad (I&GN) and later linked to national rail networks with the Missouri-Kansas-Texas Railroad (MKT) in 1901.

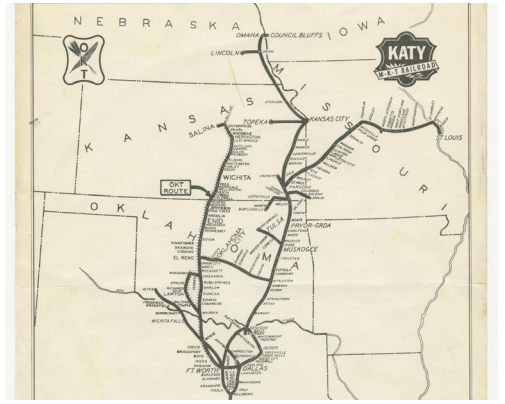
Small communities grew up around these rural crossroads and rail stops. The town of Fratt, TX was founded by German settlers prior to 1900 and became important as a flag stop station with the arrival of the MKT. Fratt was the MKT's last stop before reaching San Antonio and, by the 1930s, the community boasted a general store, church, station house, and scandalously, a saloon that was rumored to be a brothel. The town of Fratt no longer exists; it was demolished to make way for the NE Loop 410 and I-35 interchange. Other small communities with similar fates included Longhorn Village, which housed workers from the Longhorn Quarry, and Short's Corner, a crossroads community at the present-day intersection of Perrin Beitel, Nacogdoches, and Thousand Oaks roads.

After World War II, agriculture became less important to the economy of the area. San Antonio city limits expanded northward into the area starting in the 1950s and continued for the next two decades. With expansion came the need for better transportation networks; the age of the interstate highway had arrived. This would have a huge impact in changing the character of the area from rural to suburban. The Loop 410 and I-35 interchange was complete by the early 1960s. Portions of these highways followed the same alignments of several predecessor routes including Loop 13 and the Meridian Highway.

NPS signage marking original route of the El Camino Real



1887 Rullman Atlas showing early road and railroad alignments.



MKT Rail Map showing Fratt, TX just north of San Antonio.

NE I-35 and Loop 410 Area Infrastructure and Institutions

Major Landmarks and Infrastructure

The last century of growth and development produced the most visible and well-known landmarks in the NE 410/I-35 Regional Center.

The Longhorn Quarry located near the intersection of Thousand Oaks and Wurzbach Parkway, bridges the past and the present and is one of the area's most dynamic landmarks. The Quarry was originally founded in 1929 to extract limestone, the raw material used in making Portland Cement. The Quarry's employees were housed in Longhorn Village, a community that included a church, school, playgrounds, parks, and a lighted baseball field.

Longhorn Quarry was at peak production during WWII and ceased operations in 1987. It is currently being redeveloped into a mixed-use and entertainment district and already houses many other Regional Center landmarks, such as:

- Toyota Field Soccer Stadium - home of the San Antonio FC professional soccer team
- Morgan's Wonderland - the world's first special-needs focused and access-friendly theme park
- Northeast Independent School District (NEISD) Heroes Stadium - the school district's 12,000-seat football stadium

Another quarry and cement facility is located along the Regional Center's western boundary. Capitol Aggregates Inc. occupies over 500 acres between Bulverde and Nacogdoches roads and is still an active industrial site.

A few smaller landmarks that recall the Regional Center's past as an agrarian community crossroads are peppered throughout the area and are perhaps best-known by locals. They include:

- The Nacogdoches Service Center and Blacksmith Shop at the intersection of Old Perrin Beitel and Nacogdoches roads. The buildings are covered with pressed-tin shingles, an interesting vernacular architectural feature. According to local oral histories, blacksmithing services were offered here until the early 1980s.
- The Salado Cemetery (also known as the Beitel Memorial Cemetery) catches the eye because it is a peaceful green space squeezed between two automobile service centers on Perrin Beitel Road. The Cemetery contains approximately 200 graves marked with ornately carved marble, limestone, and sandstones headstones. The earliest burials date to the 1880s.

The Regional Center is crisscrossed by several major thoroughfares with highly visible infrastructure. Most notable is the massive system of highway flyovers, loops, and underpasses formed by the convergence of Loop 410 and Interstate 35. The Wurzbach Parkway, a major east-west arterial, bisects the area. The Randolph VIA Park & Ride facility also contributes to the Regional Center's transportation infrastructure.

Neighborhoods and Institutions

Most of the neighborhoods in the Regional Center were established between the 1950s and late 1970s, their development largely coinciding with the northeastern expansion of the City's boundary. Single family homes are the predominant housing type within the area's neighborhoods. A few multi-family apartment complexes can be found along Perrin Beitel Road, Thousand Oaks, and Randolph Blvd.

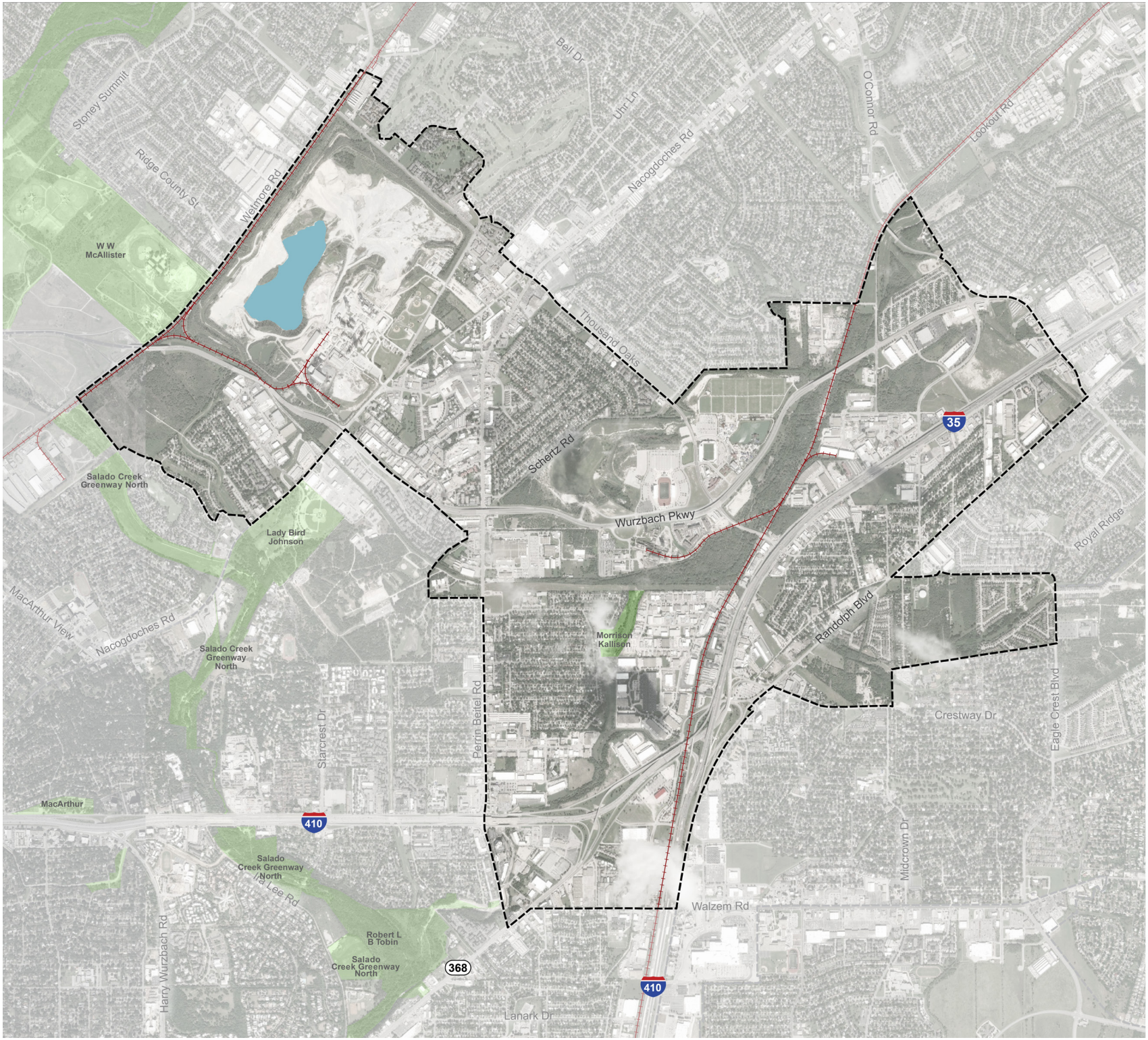
Children's Rehabilitation Institute of Teletón USA, 10839 Quarry Park

Neighborhoods west of I-35 include Sungate, Hills of Park North, Oak Grove Estates, Steeplechase Condominiums, and the Greentree Village North RV Park. Neighborhoods east of I-35 include Morningside Park/Pan Am, Bristol Place, and Cheyenne Valley. Of these neighborhoods, only Hills of Park North, Oak Grove Estates, and Steeplechase Condominiums have a registered Neighborhood Association or Homeowners Association. The Northeast Neighborhood Alliance, a registered community organization representing multiple northeast neighborhoods, is active in the area.

The Regional Center is home to a few civic, non-profit, and religious institutions that serve both the local area and wider region. They include:

- University Health System Naco Perrin Clinic
- Heidi Search Center – an organization that provides resources and support to families of missing children
- Animal Defense League of Texas
- Beitel Memorial Lutheran Church
- Wayland Baptist University
- Children's Rehabilitation Institute Teleton USA (CRIT)

University Health System Naco Perrin Clinic



SA TOMORROW

North East I-35 and Loop 410

REGIONAL CENTER

STUDY AREA

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Public or Private Park or Open Space
- River or Stream
- Railroad Line

50
5
Acres

0 0.125 0.25 0.5 Mile

Demographics and Economic Profile

Area Overview

The NE I-35 & Loop 410 Regional Center is located in Northeast San Antonio at the junction of I-410 and I-35 as the interstate enters into the City of San Antonio. I-35 connects San Antonio to northern suburban communities, such as New Braunfels, and connects the City to Austin and San Marcos to the northeast. The regional center is also adjacent to the municipal enclave of Windcrest.

Overall, the NE I-35 & Loop 410 Regional Center:

- Has experienced modest growth in the past decade.
- Has a mixture of residents that largely match with the City's average demographics.
- Has a significant concentration of distribution oriented employment uses

Total Population (2018) | **14,104**

Total Households (2018) | **5,571**

People

Population and Households

In 2018, the population of the NE I-35 & Loop 410 Regional Center was approximately 14,100 with 5,600 households. The area has experienced modest population growth of 1.0% annually since 2000; this is on par with the rate of growth in San Antonio over that time period but lower than the MSA's 2.2% annual growth rate. The characteristics of households in this Center differ from the region, with 60% of all households defined as "family", while 65% of households in the City and 69% in the MSA are family households. Average household size in the Center is 2.53.

Age

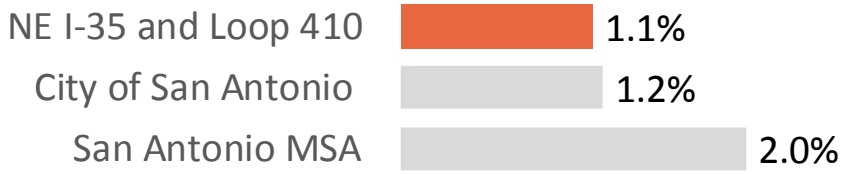
Age characteristics in the NE I-35 & Loop 410 Regional Center population are very similar to the City and MSA overall; the median age in the area is 35.6 years. Approximately 34% of the population in the Center is under the age of 20 and the population of "Millennials" – those born between about 1980 and 1995 – is 22%. Seniors (over the age of 65) make up 15% of the Center's population.

Median Age

35.6 years

34.0 years - City of San Antonio Average

Annual Population Growth | 2010-2018



Demographics and Economic Profile

Race and Ethnicity
The population of the NE I-35 & Loop 410 Regional Center is 54% Hispanic, lower than the 65% in the City and 56% in the MSA, and 66% White, compared to 71% in the City and 74% in the MSA. The area has a Diversity Index score of 77 – measured from 0 to 100, this number represents the likelihood that two random persons in the same area belong to different race or ethnic groups. The City and MSA both have a Diversity index of 72. This indicates that the NE I-35 & Loop 410 Regional Center is more diverse than the region.

Race and Ethnicity

54% Hispanic-origin

Income
Personal and household income in the NE I-35 & Loop 410 Regional Center is lower than the region overall. The average household income in the Center is $58,000, compared to $70,000 for the City of San Antonio and $80,200 for the MSA. Median household and per capita incomes in the NE I-35 & Loop 410 Regional Center are also lower than the surrounding areas.

Average Household Income

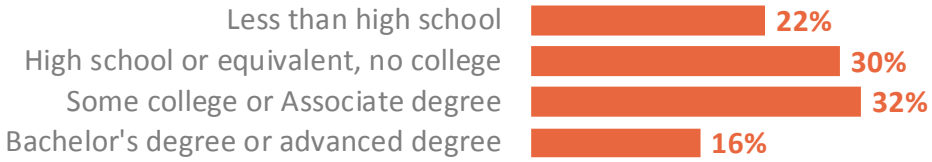
$58,000

17% lower than City of San Antonio

Education
The NE I-35 & Loop 410 Regional Center has a less highly educated population than the region overall. Of the area population aged 25 and older, 16% have less than a high school diploma (compared to 18% in the City and 15% in the MSA), and 24% have an Associate's, Bachelor's, or Graduate/ Professional degree (compared to 34% in the City and 36% in the MSA).

Education

48% of workers have some college or higher



Demographics and Economic Profile

Housing

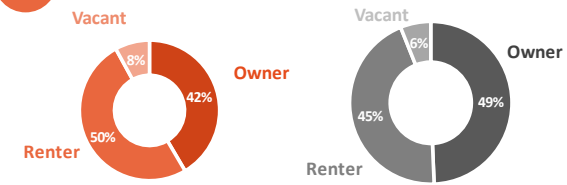
The NE I-35 & Loop 410 Regional Center's housing stock differs from the region. Single-family detached units make up only 47% of the housing stock in the Center, compared to 64% in the City and 68% in the MSA. At 45%, structures with two or more units make up a higher than usual share of the housing stock, compared to 32% in the City and 24% in the MSA.

The NE I-35 & Loop 410 Regional Center has a lower proportion of owner-occupied housing units than the region – 45% of units are owner-occupied (compared to 53% in the City and 63% in the MSA) and 55% are renter-occupied (compared to 47% in the City, 37% in the MSA).

Housing costs are lower in the NE I-35 & Loop 410 Regional Center than the County overall. The average median home value in the area is estimated to be $142,000 (according to Zillow for the 78233 and 78239 zip codes).

The average rental rate for an apartment unit in the NE I-35 & Loop 410 Regional Center is $820 per month or $1.04 per square foot – less than the countywide average of $952 per month and $1.11 per square foot. The Upton at Longhorn Quarry, a 306-unit building completed in 2017, is the only multifamily project constructed in the Center since 1987.

Housing Tenure



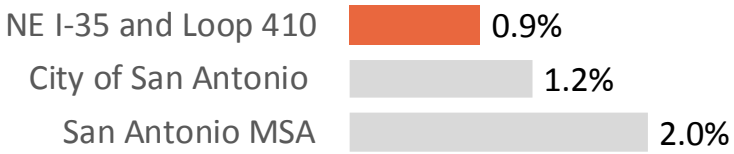
Housing targets:
The NE I-35 & Loop 410 Regional Center is forecast to grow by a modest amount of new households, forecast between 1,400 and 2,300 households. The new multifamily housing development in the center in recent years indicates a renewed interest in housing development in the area.

Average Household Size

2.53 persons

2.71 - City of San Antonio Average

Annual Household Growth | 2010-2018



Total Employment (2018) | **18,600**

Employment

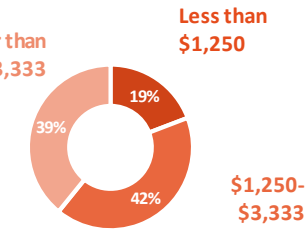
The NE I-35 & Loop 410 Regional Center had approximately 18,600 jobs in 2018. Transportation & Warehousing is the Center's largest employment sector, accounting for 16% of jobs. The next largest employment sectors are Construction at 12% and Administrative & Support Services at 9.5%. There are no large employers or employment anchors in the regional center. The regional center is adjacent to the Rackspace headquarters in Windcrest.

Employment in the NE I-35 & Loop 410 Regional Center is mainly distributed between medium and high-wage jobs; 42% have earnings of between $15,000 and $40,000 annually (compared to 37% in San Antonio) and 39% have earnings of over $40,000 annually (compared to 37% in San Antonio). Low-wage jobs with earnings of $15,000 per year or less account for 19%, compared to 26% in San Antonio.

Most people employed in the NE I-35 & Loop 410 Regional Center do not live in the area – 98% of workers commute in from other places. Most workers come from relatively close by, with 42% commuting less than 10 miles, and another 33% commuting between 10 and 24 miles. Similarly, most people living in the NE I-35 & Loop 410 Regional Center do not work in the area – only 5% of residents are employed in the area, while 95% of employed residents commute out to other locations.

Wage Distribution

39% earn more than $3,333 per month



Demographics and Economic Profile

Commercial and Industrial Development

Office
The NE I-35 & Loop 410 Regional Center has approximately 825,000 square feet of office space; inventory remained relatively flat since 2005, increasing by only 28,000 square feet. The area has high vacancy of 21.6%, compared to 9.4% in Bexar County. The average rent of $16.18 is lower than the $20.93 County average. There are two Class A, 90,000 square foot buildings proposed for construction in 2019.

Retail
The NE I-35 & Loop 410 Regional Center has 2.25 million square feet of retail space. Inventory grew slowly from 2005 to 2018 by 0.4% annually. Vacancy rates for retail in the area are 8.7%, higher than the County average of 4.3%. The Center's average rent of $10.62 is lower than the $16.09 County average.

Industrial
The NE I-35 & Loop 410 Regional Center has 4.3 million square feet of industrial space. Inventory grew slowly at 1.0% annually since 2005, increasing by a total of 515,000 square feet over that time period. The Center's industrial vacancy rate of 5.4% is just above the County average of 4.8%. Average triple net rent in the area is $6.17 per square foot, slightly above the County's $5.57. There is currently 24,000 square feet of space under construction and 100,000 square feet proposed for 2019. The I-35 corridor is one of most active areas for distribution activities in the City of San Antonio.

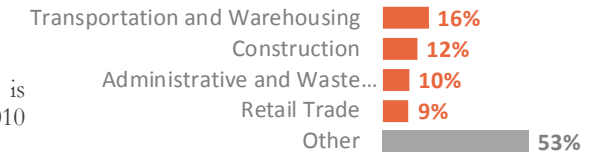
Hotel
There are 13 hotel properties within the NE I-35 & Loop 410 Center, the most recent of which was constructed in 2005.

Employment Targets:

The NE I-35 & Loop 410 Regional Center is forecast to grow by 8,200 to 8,800 jobs from 2010 to 2040.

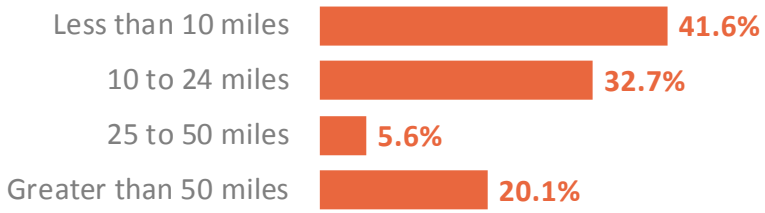
Largest Employment Sectors

Transportation and Warehousing, Construction, Admin./Waste Services



Commuting Patterns

2% of workers live in NE I-35 and Loop 410



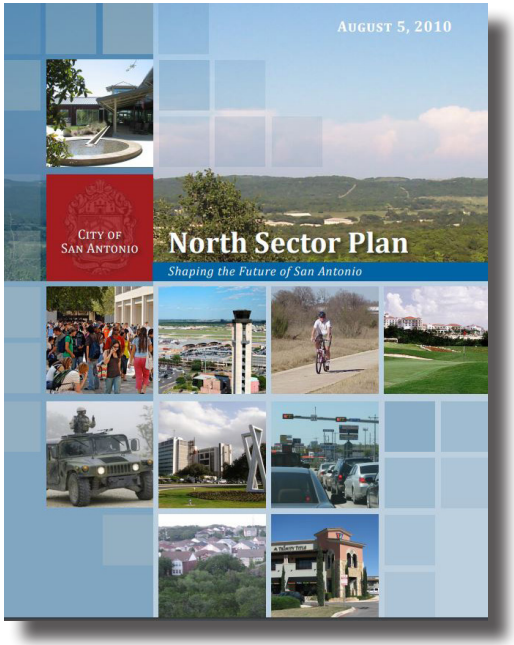
Previously Adopted Plans

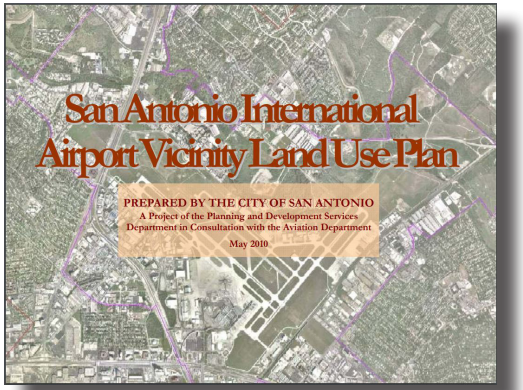
Despite the number of established neighborhoods in the NE 410/I-35 Regional Center, no Neighborhood Plans exist for these communities. Instead, a mix of broad, regionally-focused plans and targeted, corridor-specific revitalization plans has been used to guide land use and development decisions. In descending order from broad to specific, previously adopted plans for the area include:

The North Sector Plan (2010) addresses a very large area – almost 400 square miles - and generally encompasses a vast portion of northeast and northwest Bexar County north of Loop 410. All of the Regional Center east of I-35 overlaps with the North Sector Plan.

The Sector Plan was developed over a series of public meetings; attendees included planning area residents, businesses, property owners, and other community stakeholders. Through the course of the planning process, the community identified assets, areas on concern, and a vision for the future focused on preserving natural resources, enhancing recreational, educational, and housing opportunities, and developing land use fabric that preserves military readiness, the quality of the regional economy, respects the rights of private property owners, and integrates sustainable development patterns. The sector plan provides recommended land use goals and strategies for addressing growth and development.

- Content of the Sector Plan relevant to the NE I-35 and Loop 410 Area Regional Center includes:
- Connecting roadways and non-vehicular networks for east-west mobility. The Sector Plan references the VIA Randolph Park and Ride and transit improvements on the Wurzbach Parkway to increase east-west capacity and connectivity. The Lone Star Rail, a commuter rail line connecting San Antonio and Austin is also discussed, but this transportation initiative has since been terminated.
- Protecting existing and future residents from the threat of flooding. The Sector Plan recommends discouraging development or major infill within the 100-year floodplain, which includes areas along Salado and Beitel creeks.
- Maintaining the viability of aging housing stock.
- Preserving historic trails such as the El Camino Real.
- Allowing for highest and best use infill development on vacant and underutilized parcels north of Loop 410, while keeping incompatible land uses separate.





The San Antonio International Airport Vicinity Land Use Plan (2010) covers 45.5 square miles generally surrounding the San Antonio International Airport. The Vicinity Plan overlaps with the portion of the Regional Center boundary east of Beitel Creek. Because the Vicinity Plan details specific land uses within the planning area, it supersedes the land use recommendations presented in the North Sector Plan.

The Vicinity Plan was developed with the goal of protecting both the Airport and the communities that surround it from incompatible land uses. The planning process resulted in policies and regulations intended to reduce the public's exposure to safety

hazards and noise, provide for safer aircraft operations, protect the airport and corresponding public investment from the encroachment of incompatible land uses, and to promote land uses that are beneficial to the area's neighborhoods, economic development, and environmental resources.

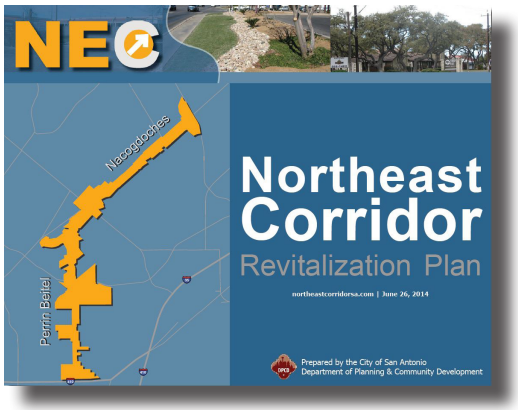
Content of the San Antonio International Airport Vicinity Land Use Plan relevant to the NE 410/I-35 Area Regional Center includes:

- Revitalizing commercial strips along the Austin Highway, Perrin Beitel Road, and Walzem Road corridors through retrofit, mixed-use developments, and adoption of design standards and guidelines.
- Potential future redevelopment of sites along Bulverde Road (near the cement plant), Naco Perrin Boulevard, and Perrin Beitel Road.
- Redevelopment of the Longhorn Quarry.
- Promote transit-oriented development adjacent to nodes that may become future commuter rail, light rail, and/or bus rapid transit stations. Vertical mixed-use is recommended at the Perrin Beitel Road and Loop 410 intersection.

Revitalization of commercial corridors was a common theme in the sector and vicinity planning processes. To this end, targeted revitalization plans were developed for the following corridors:

The Walzem Road Area Business District Strategic Revitalization Plan (2012) addresses a small segment of Walzem Road within the Regional Center boundary, between Austin Highway and I-35. The Walzem Road Revitalization Plan was created by a partnership between the Walzem Business District and the City of San Antonio to focus on revitalizing commercial areas adjacent to Walzem Road. The goal was to reinvent the area as a "Tech Town" around Rackspace Hosting Services in the former Windsor Park Mall, located just outside of the Regional Center boundary. The Plan advocated retrofitting underutilized sites with a mix of uses, strengthening neighborhoods and businesses, and creating areas for pedestrians and cyclists. It also identified specific commercial retrofit sites north of Walzem Road.

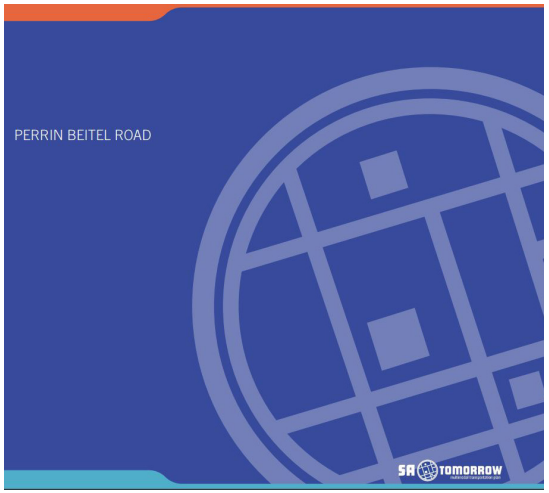
The Northeast Corridor (NEC) Revitalization Plan (2014) is focused on revitalizing the commercial areas along Perrin Beitel Road, Thousand Oaks, and Nacogdoches Road, and adjacent to the Capitol Aggregates Cement facility and Longhorn Quarry. The Plan focuses on strengthening community



groups, improving the aesthetics and design of the corridor, and business attraction and retention.

A handful of Master Development Plans (MDPs) are also currently located in the Regional Center. These MPDs account for some of the larger developments and subdivisions in the area:

- Interchange Park (1984)
- Gateway 35 (1985)
- Perrin Creek (1985)
- Widener Schertz (1995)
- Cheyanne Valley (2003)
- Longhorn Quarry (2008)



STATION CONCEPT
NACOGDOCHES &
THOUSAND OAKS
AUSTIN HWY CORRIDOR

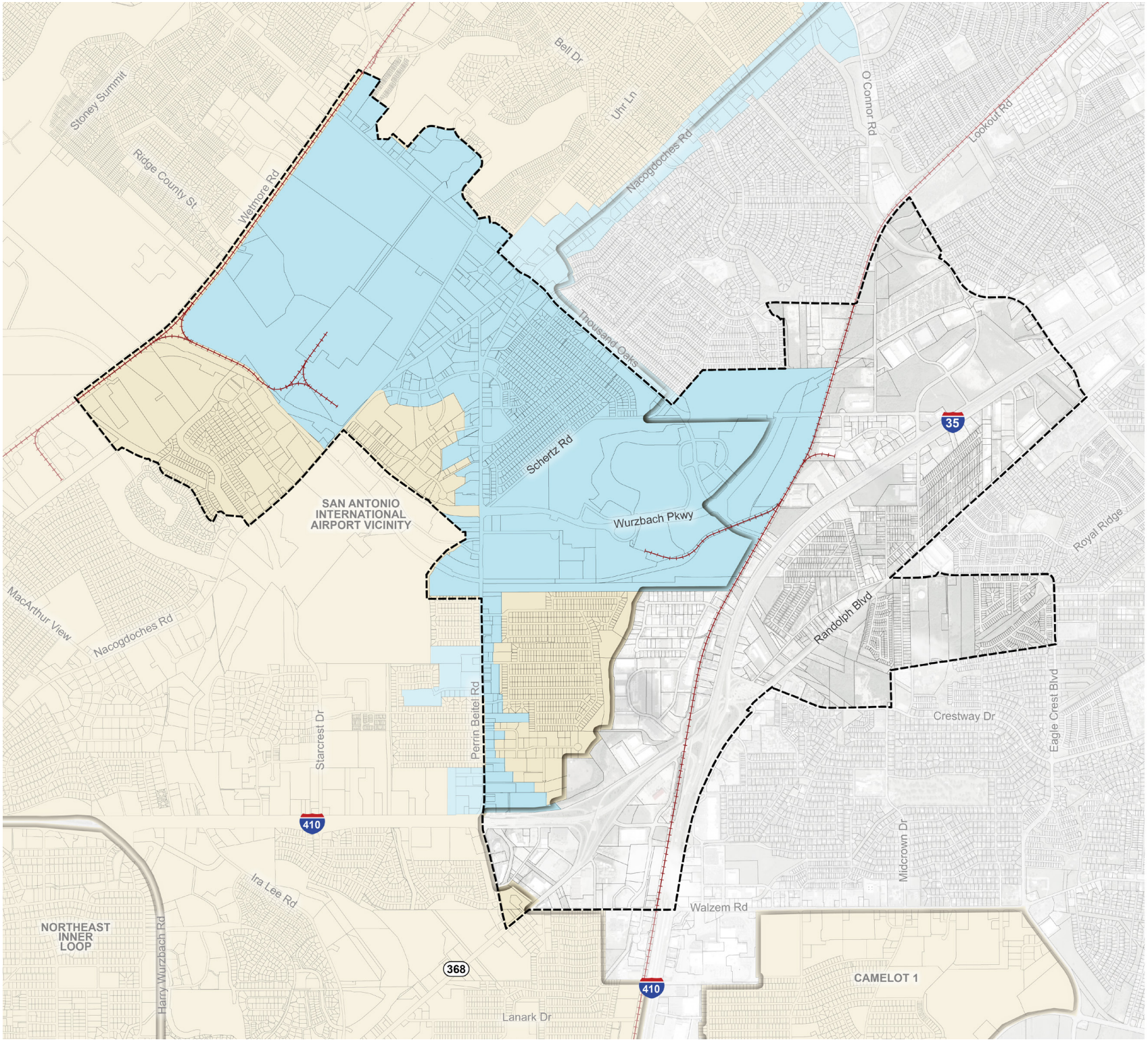
Previously Adopted Plans

Regional Plans with Recommendations for the NE I-35 and Loop 410 Area

The VIA Vision 2040 Long Range Plan (2016) is a regional plan that identifies twelve future rapid transit corridors within the City and surrounding areas. The Austin Highway and Looper Premium routes are located within the NE Loop 410 and I-35 Regional Center. The Austin Highway Route would connect Rolling Oaks Mall in northeast San Antonio with Alamo Heights, the McNay, DoSeum, and Witte Museums, Brackenridge Park, and downtown. The Looper Route follows the alignment of Loop 410 and would pass through the area at I-35.

The SA Tomorrow Multimodal Transportation Plan (2016) addresses all modes of transportation (auto, freight, rail, transit, biking, and walking) across the entire City of San Antonio and its extraterritorial jurisdictions. The Plan's recommended improvement alternatives for the Perrin Beitel-Nacogdoches corridor include burying power lines, reducing driveway density, creating a raised cycle track along Perrin Beitel, implementing Bus Rapid Transit (BRT) service, and improving pedestrian facilities by completing the sidewalk network.

The SA Corridors Strategic Framework Plan (2017) provides corridor profiles and future land use recommendations for the twelve corridors recommended for premium transit in the VIA Vision 2040 Long Range Plan as well as for the Looper Premium Route around the City. SA Corridors included future land use profiles for the Austin Highway Corridor and the Looper Premium Route. Additionally, the SA Corridors study included a Station Area Concept for Nacogdoches & Thousand Oaks. This proposed Station Area would act as a catalyst for growth, with a commercial core surrounded by garden-style apartments and single-family homes.



SA TOMORROW

Northeast I-35 and Loop 410

REGIONAL CENTER

NEIGHBORHOODS & PRIOR PLANS

- Community Plan Area Boundary
- Adjacent Regional Center or Community Area
- Parcels
- Community/ Perimeter/ Neighborhood Plan
- NEC RA and TIRZ

50
5
Acres

0 0.125 0.25 0.5 Mile

Natural Systems

The NE 410 and I-35 Area Regional Center is located within the Salado Creek Watershed; all waterways within this watershed drain into Salado Creek, which is located just outside of the Regional Center's southwest boundary. Several tributary waterways pass through the Regional Center as they flow into Salado Creek and have a significant impact on the area. Each is within the 100-year FEMA floodplain. From west to east they include:

- Salado Creek Tributary E - two tributary streams that fork around the Capitol Aggregates Cement facility and Oak Grove neighborhood roughly following the alignment of Wetmore and Nacogdoches Roads.
- Beitel Creek – parallels I-35 on the west and is the largest waterway in the Regional Center, flows through the Sungate neighborhood.
- Beitel Creek Tributary– flows into Beitel Creek from the east and runs through the Bristol Place and Cheyenne Valley neighborhoods.

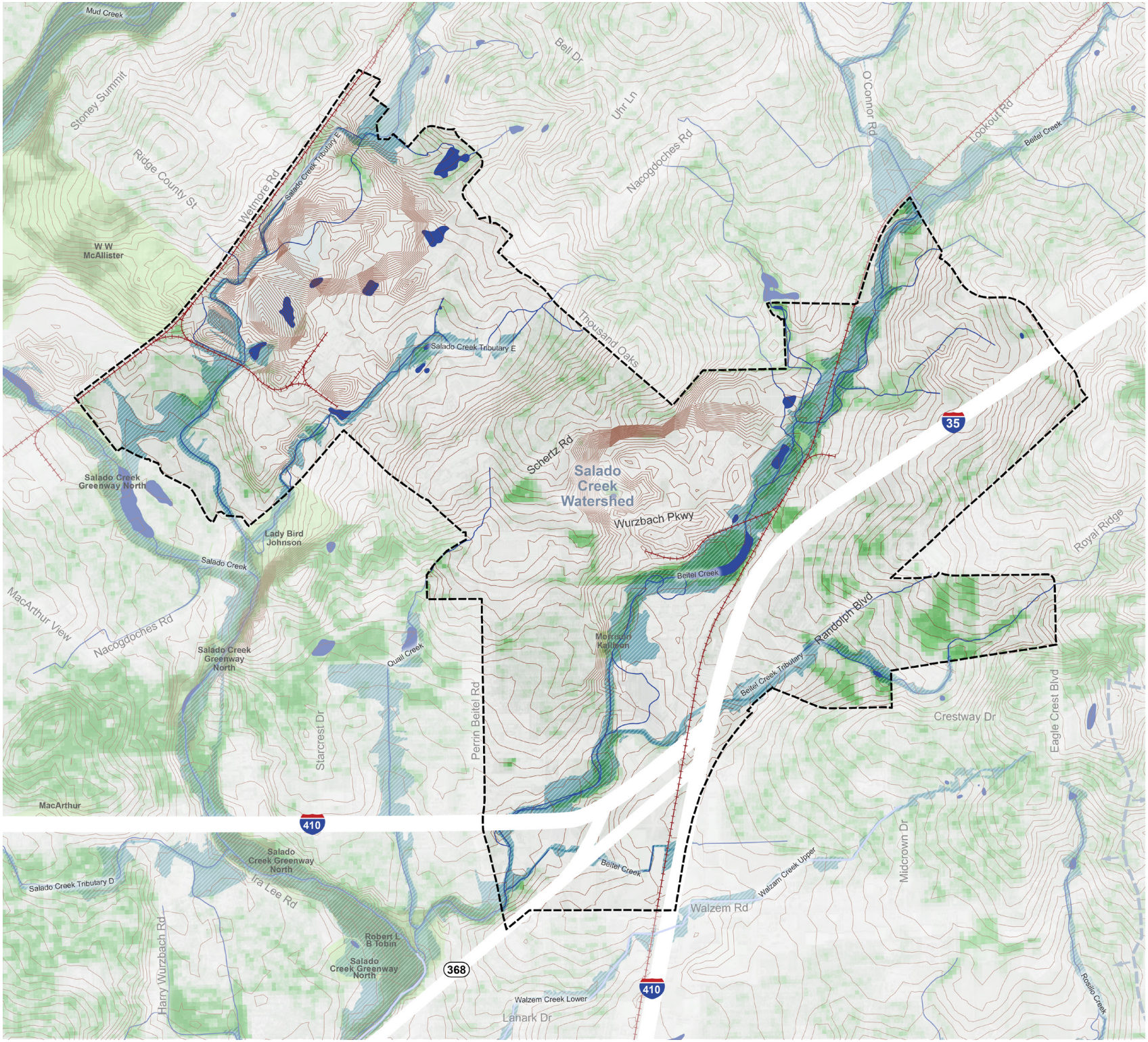
Small freshwater wetland ponds are also scattered throughout the Regional Center. Most are located near the Capitol Aggregates facility with a few dotting the banks of Beitel Creek.

The land comprising the Regional Center is some of the most intensely developed in the watershed. Significant segments of the tributary streams and creek have been channelized and industrial and commercial development has created vast surfaces of impervious ground cover. While residential neighborhoods provide some tree canopy and green space, particularly along Beitel Creek, the Regional Center as a whole is noticeably lacking natural areas.

As a result of these conditions, flooding and degradation of water quality have been recurring problems over the last century. San Antonio and Bexar County have both invested in flood control projects and regulatory initiatives in efforts to mitigate these issues. A City bond project for drainage improvements and reclamation of Beitel Creek between Wurzbach Parkway and I-35 is currently underway. Bexar County is also implementing a flood control project for Beitel Creek near its intersection with the Austin Highway. This project consists of raising the Perrin Beitel Road bridge to avoid washouts and shaping the Creek's channel to better contain floodwaters.

Additionally, a sizeable area on both sides of I-35 is a Mandatory Detention Area. Detention areas are temporary storage locations for storm runoff. They are used to control the discharge of water and provide an area for pollutants to settle before flowing into the natural system.

Floodplain and regulatory restrictions could pose challenges for development in the Regional Center, but also opportunities to introduce green space through the creation of parks and linear trails.



SA TOMORROW

Northeast I-35 and Loop 410
REGIONAL CENTER

NATURAL SYSTEMS

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Watershed Boundary
- 5-foot Contour Lines
- FEMA 100-year Floodplain
- Tree Canopy

WETLANDS

- Riverline
- Freshwater Wetland
- Lake/Freshwater Pond

50
5
Acres

0 0.125 0.25 0.5 Mile

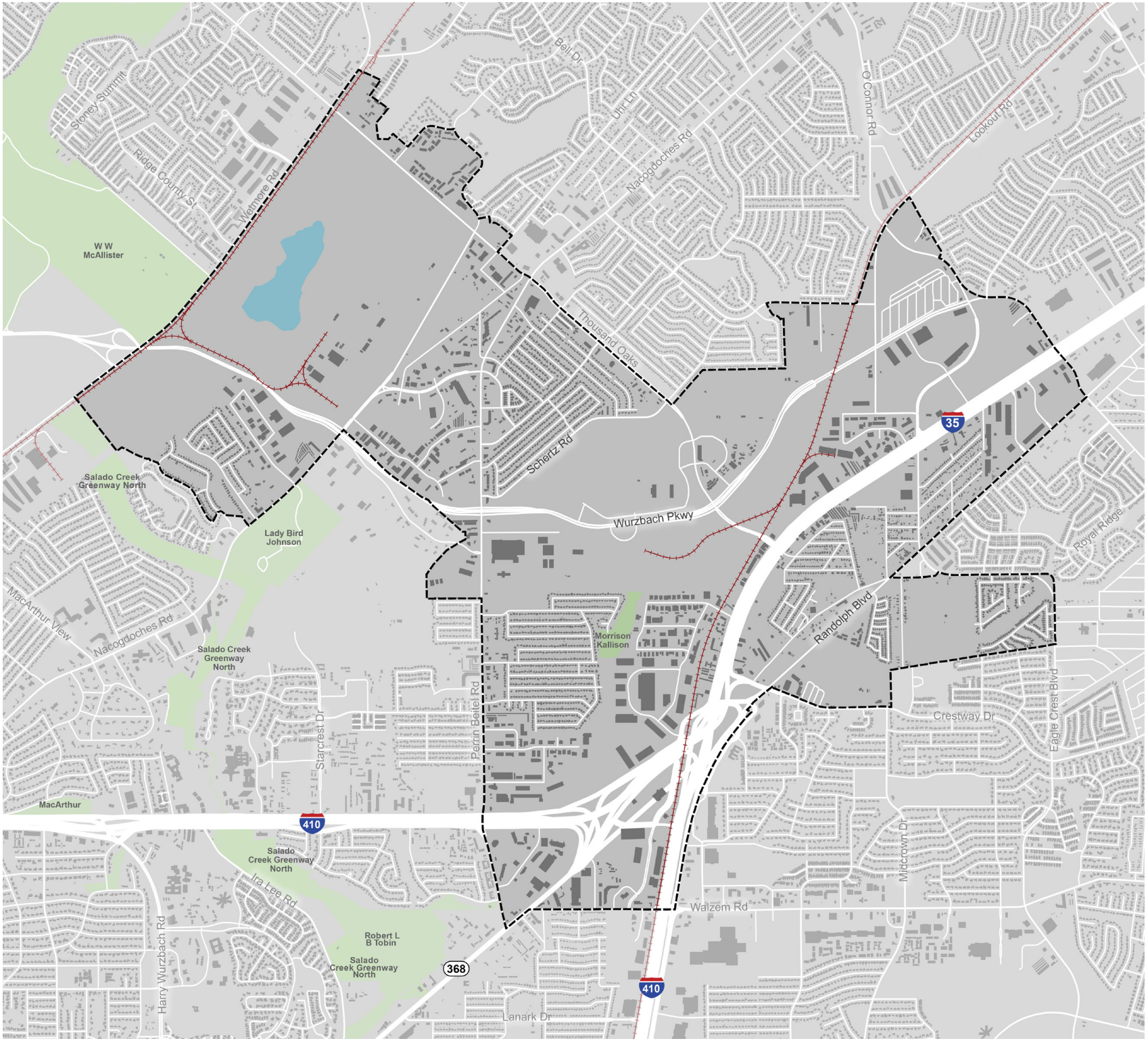
Land Use and Development Patterns

General Development Patterns

The I-35/Loop 410 Regional Center is just under 7 square miles in size, with the majority of land in close proximity to two of the busiest thoroughfares in the region: Loop 410 and I-35. Industrial and commercial uses are heavily represented in the NE 410 and 1-35 Regional Center with a few clusters of residential single-family neighborhoods. Land adjacent to the major arterials (Perrin Beitel, Randolph Road) is predominantly designated as commercial and industrial. The opening of Wurzbach Parkway has created accessibility to the remaining vacant land in the area. There are large swaths of vacant land surrounding the Longhorn Quarry development and a few large vacant parcels along the Regional Center's eastern borders. Capitol Cement is the largest landowner in the plan area, and adaptive re-use of quarry land in the area has led to the development of Quarry Park, Morgan's Wonderland, and the other various recreational opportunities in the vicinity.

The tight configuration of highways and railroad near the point where Loop 410 and I-35 merge is incredibly complex. It limits depth of developable land off of the interstates, functioning as a barrier to connectivity and to place-making. The intensity of traffic, and configuration of the interchange is also a barrier to pedestrian movement. There is a lack of safe crossing opportunities, and a lack of pedestrian connectivity. This lack of connectivity makes this area confusing to navigate, which, in turn, has an impact on the performance of commercial properties and discourages residential development.

A railroad spur is still connected to the closed quarry site on the southern side of Wurzbach Parkway. This easement/right of way provides opportunity for a range of future uses, as there is also a vacant parcel directly south of the spur.



SA TOMORROW

Northeast I-35 and Loop 410

REGIONAL CENTER

DEVELOPMENT PATTERNS

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Public or Private Park or Open Space
- Existing Building Footprint
- River or Stream
- Railroad Line

50 / 5 Acres

0 0.125 0.25 0.5 Mile

Land Use and Development Patterns

Distribution of Uses

Residential
There is a fairly balanced distribution among residential, commercial and institutional uses, with 18% of the land in the planning area designated for residential use.

There are four major pockets of single-family residential neighborhoods within the Regional Center boundary. Oak Grove Estates, Hills of Park North and Sungate are located west of 1-35 and the Morningside/Pan Am, Bristol Place, and Cheyenne Valley neighborhoods form a residential cluster east of 1-35. These neighborhoods are located off of major arterials, and their interior streets are relatively well insulated from the industrial and commercial activities taking place at their periphery.

Multi-family housing is not well integrated into single-family neighborhoods. Apartment complexes can be found at random intervals along Perrin Beitel Road, Thousand Oaks, and Randolph Boulevard. The Upton at the Longhorn Quarry is a recent addition of new multi-family units.

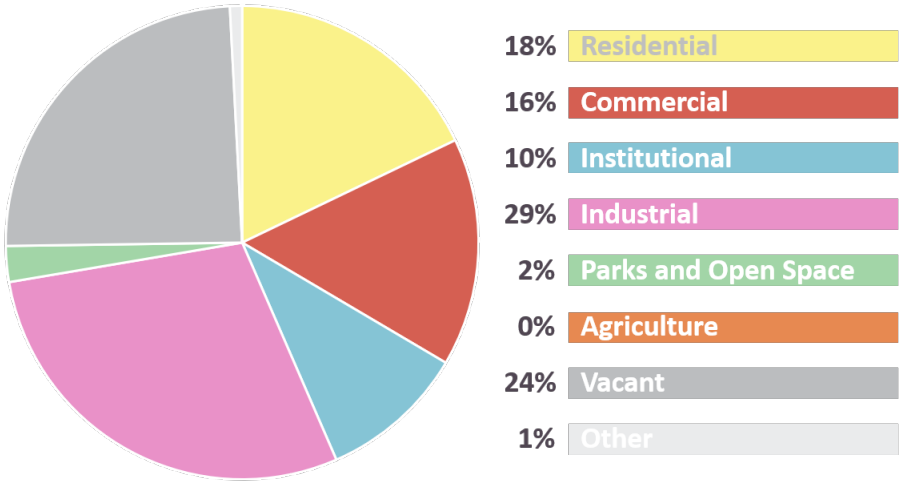
Commercial
The amount of commercial development is nearly the same as the amount of residential development (16% of the land in the area is commercial). Perrin Beitel functions as a major commercial corridor in this planning area. Many of the commercial and industrial uses along the Perrin Beitel corridor support automobile services including oil change facilities, collision centers, auto repair, and tire shops. Cowboys Dance Hall and the Santikos Rialto theater are major attractions in the City.

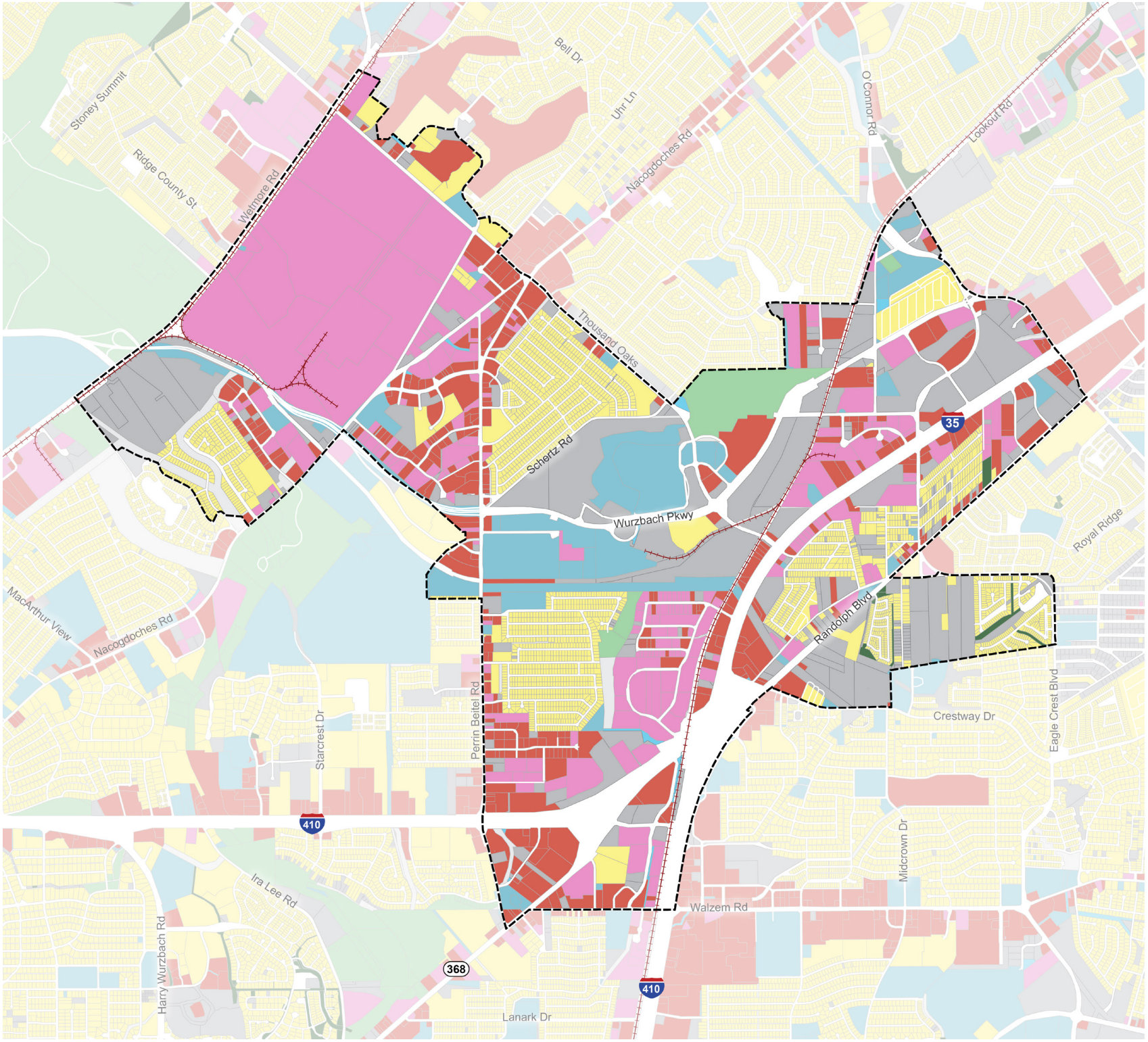
Institutional
In the I-35/Loop 410 Regional Center, 10% of the land is used for institutional activities. This includes churches, school district properties and community facilities, as well as a large central US Post Office facility.

Industrial
Nearly 30% of the land in the plan area is used for industrial purposes. This is due to access to I-35, which is one of the most heavily trafficked freight routes in the nation. The areas near adjacent to 1-35 support a high percentage of warehousing activities. The Capitol Aggregates Cement is a major industrial complex on the west side of the Regional Center.

Vacant
Within the planning area, 24% of the land in vacant. The opening of Wurzbach Parkway has increased access to much of this vacant land, with remaining parcels available for infill development where appropriate. There is a quite a bit of vacant land adjacent to the railroad, as it passes through the planning area. When developing the future land use plan, uses that are suitable to abut active train tracks must be considered, as this is an active Union Pacific railroad line.

Parks and open spaces
Although only 2% of the land in the plan area is designated as parks and open spaces, the area hosts a significant amount of privately held recreational properties, such as Morgan's Wonderland.





SA TOMORROW

Northeast I-35 and Loop 410

REGIONAL CENTER

EXISTING LAND USE

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Institutional and/or Total Tax Exempt
- Industrial
- Commercial
- Agriculture
- Residential
- Open Space / Park
- Private Open Space
- Vacant
- Other / Not Specified

50
5
Acres

0 0.125 0.25 0.5 Mile

Mobility

The NE 410 and I-35 Regional Center is served by multiple highways, regional and local arterials, and VIA bus routes. Neighborhoods are clustered off of arterial roads and tend to have limited points of access. Pedestrian and bicyclist amenities, such as sidewalks and protected bike lanes, are limited in the Regional Center.

Roadways
Interstate 35 and San Antonio's Loop 410 are highways that provide north-south and east-west access to the Regional Center. Additionally, the San Antonio Major Thoroughfare Plan has classified the following roads as significant arterials:

- Wurzbach Parkway (Super Arterial Type A)
- Randolph and Wetmore Roads (Primary Arterial Type A)
- Austin Highway, Perrin Beitel Road (north of Loop 410), Nacogdoches Road, and Thousand Oaks (Secondary Arterial Type A)
- Perrin Beitel (south of 410) and Walzem Roads (Secondary Arterial Type B)

Transit
The Regional Center is served by several ViA Metropolitan Transit bus routes. The routes are a mix of Skip Service, Express Service, and Metro Service. Skip Service routes travel major corridors and skip designated stops to get riders to their final destinations faster. Express Service is designed for commuters because buses travel on expressways and quickly connect riders to employment centers from Park and Ride facilities. Metro Service consists of fixed routes operating every thirty to sixty minutes with buses running more frequently during peak hours.

Major VIA bus transit stations in the area include the Naco Pass Transfer Station on Uhr Lane and the Randolph Road Park and Ride. The Naco Pass Transfer Station serves five Metro Service routes (Routes 10, 402, 640, 641, and 642) one Skip Service route (Route 14). Route 14 provides access to downtown via Perrin Beitel, Austin Highway, and Broadway. The Randolph Road Park and Ride is the third largest in San Antonio (by available parking spaces) and services nine Metro Service routes (Routes 8, 21, 502, 505, 509, 629, 630, 631, and 632), two Skip Service routes (Routes 550 and 551), and one Express Service route (Route 17). Route 17 travels I-35 and Loop 410 south past Fort Sam to downtown San Antonio. A VIA Rapid Transit Route is planned to connect Perrin Beitel, Austin Highway, and Nacogdoches Road.

Bicycle and Pedestrian Facilities
In general, the Regional Center offers very few amenities for pedestrians and bicyclists. There is only one stretch of designated bike lanes in the area and sidewalks are inconsistent or absent along major roadways, forcing pedestrians to walk in the streets or properties abutting the streets. Several bus stops along the major corridors are unimproved and consist of only a bench with no shelter from the elements.

There is a single 1.5 mile stretch of dedicated bicycle and pedestrian infrastructure on Wurzbach Parkway between Perrin Beitel and Wetmore roads, but there are no dedicated bike lanes, trails, or greenways along any of the major arterials such as Perrin Beitel Road, Thousand Oaks, or Randolph Boulevard.

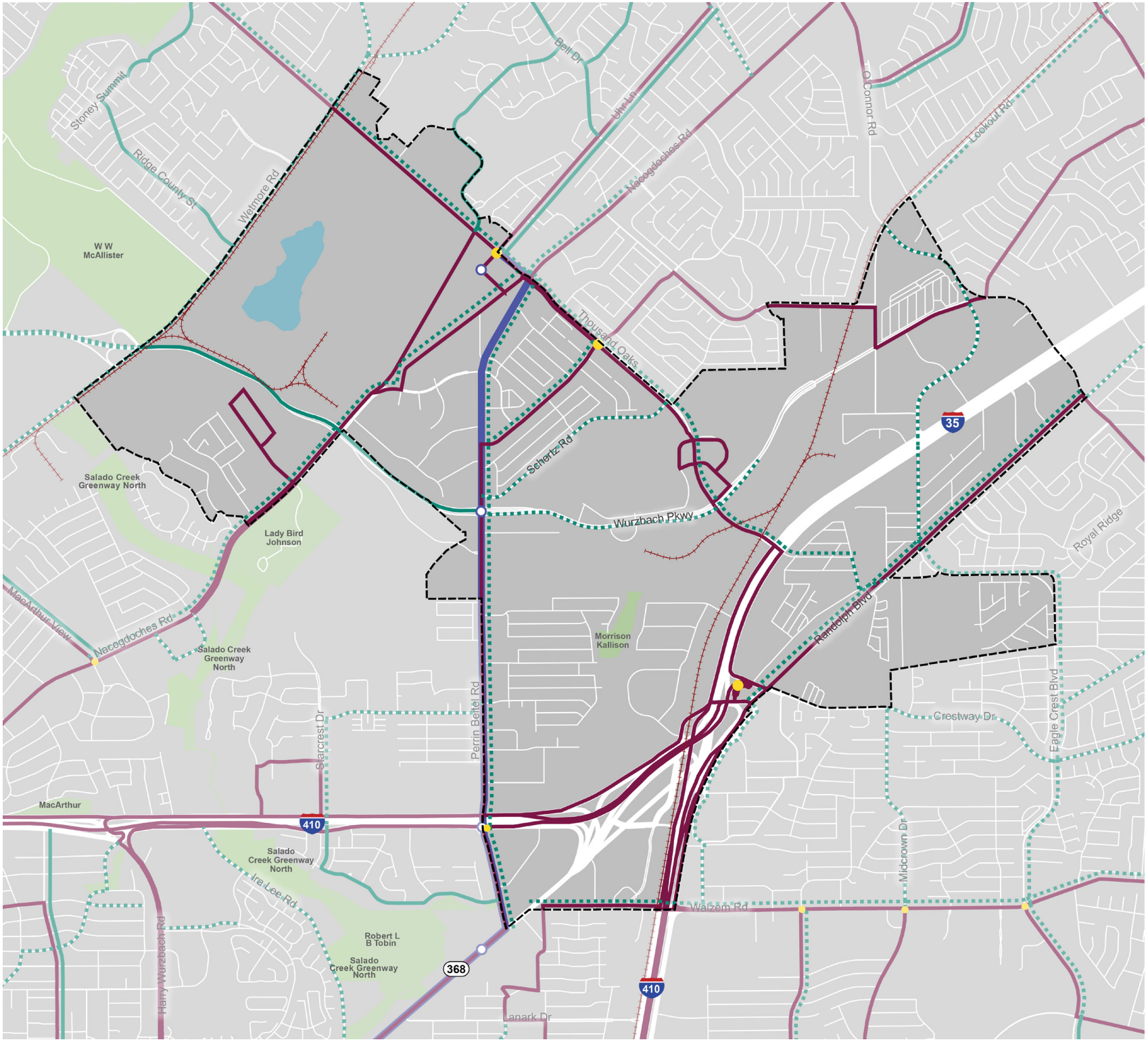
Sidewalks are inconsistent and close to road throughout the area. The entire length of Perrin Beitel Road and a segment of Randolph Road between Crestway and Carelin were identified by San Antonio's Transportation and Capital Improvements Department as Severe Pedestrian Injury Areas in their 2017 Severe Pedestrian Injury Areas Report. Severe Pedestrian Injury Areas are locations where two or more crashes resulting in a fatal or incapacitating injury have occurred in close proximity.

Connectivity
The number of highways and train tracks crisscrossing the Regional Center as well as a lack of sidewalk networks and bike lanes currently present a challenge to multi-modal connectivity. The planning process for this area will need to examine options and opportunities for overcoming specific challenges. Areas of particular focus may include:

- The Thousand Oaks/ I-35/Wurzbach Parkway intersection near near the Longhorn Quarry development. Better multi-modal access could help make Toyota Field and Morgan's Wonderland a regional entertainment district.

- The far eastern section of the Regional Center abutting I-35. This area feels chaotic to navigate by car, bike, or on foot. Several factors may contribute to the feeling of disconnect:

- Weidner Road is split between Wurzbach Parkway and I-35.
- The main alignment of O'Conner Road becomes Wurzbach Parkway while a smaller alignment branches off as "Old O'Conner Road".
- One major road alignment changes names three times: S. Weidner becomes N. Weidner at Randolph Blvd., N. Weidner then comes Crosswinds Way at Tech Com Dr., Crosswinds Way becomes O'Conner at the Wurzbach Parkway/O'Conner intersection.
- Train tracks intersect Thousand Oaks in two places in its short span between I-35 and Wurzbach Parkway.



SA TOMORROW

Northeast I-35 and Loop 410
REGIONAL CENTER

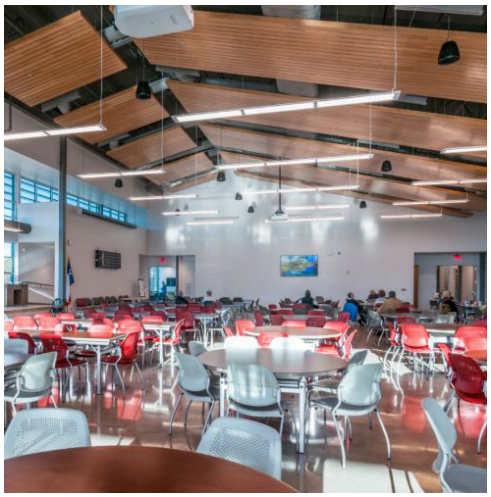
MOBILITY MAP

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Block
- Rail Line
- Park or Open Space
- Stream
- VIA Bus Route
- VIA Bus Stop
- Proposed LRCTP Route
- Proposed LRCTP Stop
- Existing Bicycle Trail, Lane or Route
- Proposed Bicycle Trail, Lane or Route*

* Acquired from the 2011 Bicycle Master Plan

50
5
Acres

0 0.125 0.25 0.5 Mile



Amenities and Access

The NE 410 andI-35 Area Regional Center enjoys multiple points of access to some of the most significant transportation corridors in the City and region: NE Loop 410, Interstate 35 (I-35), and Wurzbach Parkway. NE Loop 410 is the City's inner loop, providing east-west and north-south access across the City. I-35 is one of the nation's busiest highways, transporting tens of thousands of travelers between South Texas and the Great Lakes via the center of the country. The segment between San Antonio and Austin is vital to the thriving metroplex formed by these two cities. Wurzbach Parkway also runs through the Regional Center, providing additional east-west access between NE Loop 410 and Loop 1604. Locally important main streets and connector roads include Walzem Road, Perrin Beitel Road, Thousand Oaks, and Randolph Blvd.

Most retail and service establishments are located within small commercial strip centers lining the main streets. These commercial centers have faced decline in recent decades as consumer and retail preferences have tended to favor large regional centers anchored by national chains. The strip centers typically house several small family-run businesses from restaurants to dry cleaners. There is a perception of an overabundance of alternative financial service outlets in the area such as title loan and payday lenders.

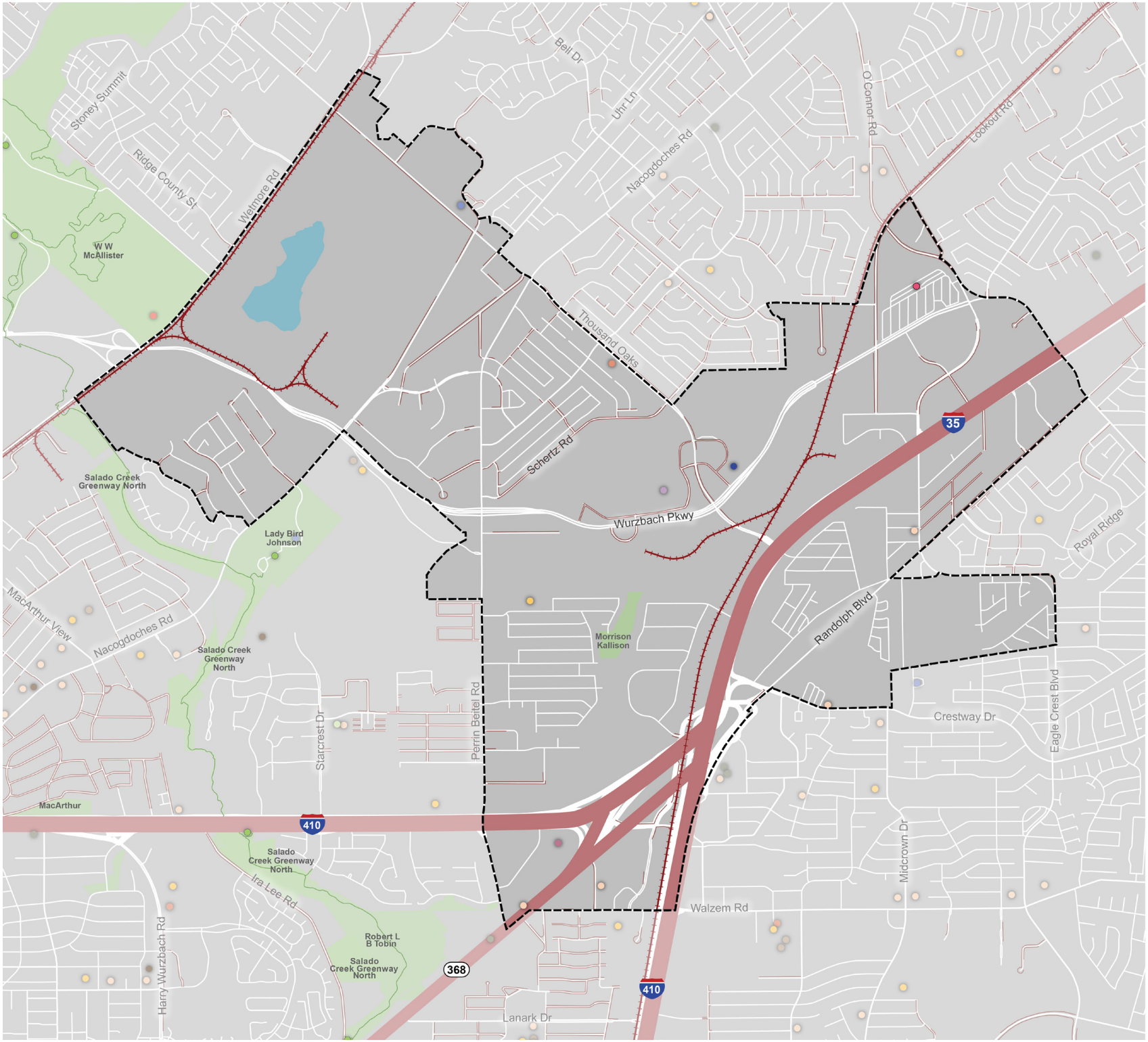
The largest commercial node within the Regional Center is at the intersection of Perrin Beitel Road, Nacogdoches Road, and Thousand Oaks. A Wal-Mart, Gold's Gym, Walgreens drug store, and HEB grocery store are located within the radius of this intersection.

Public amenities that are present in the Regional Center include Clear Spring Elementary, Thousand Oaks Library, the U.S. Postal Service Main Station, NEISD Heroes Stadium, and the Northeast Senior Center. The 26,000 square-foot Northeast Senior Center opened in 2015 as the City's first purpose-built Senior Center and offers a host of services for the area's seniors including computer classes, social and cultural activities, health screenings, and exercise classes.

Kallsion Park in the Sungate neighborhood is the Regional Center's only public park. It features picnic tables, a baseball field, and a peaceful view of a natural section of Beitel Creek. A privately-owned venue for little league baseball is provided by the Capitol Park Little League Fields on Bulverde Road near the Capitol Aggregates Cement facility. A 2017 bond initiative has budgeted funds for the installation of a park around the historic Perrin House off of Perrin Beitel Road near Loop 410, but overall, there is a noticeable lack of parks and open space in the Regional Center, particularly east of I-35. Mc Allister Park, Lady Bird Johnson Park, and the Salado Creek Greenway Trail provide significant park space and recreational opportunities just west of the Regional Center; better connectivity to these amenities would improve access to green space for the Regional Center.

Toyota Field and Morgan's Wonderland are principal entertainment amenities in the area. They anchor the Longhorn Quarry redevelopment and could be catalysts for a regional entertainment district. Toyota Field is home to the San Antonio FC professional soccer team and is jointly owned by the City and Bexar County. To assist in efforts to attract a Major League Soccer (MLS) franchise to the region, the stadium was built with the infrastructure to support an additional 10,000 seats. Morgan's Wonderland is the world's first special-needs and access-friendly theme park. It hosts a variety of traditional theme park rides, attractions, and a recently-opened water park. Adjacent to Morgan's Wonderland is the Children's Rehabilitation Institute of TeletonUSA (CRIT), a private pediatric rehabilitation system that treats patients throughout the United States and Mexico.

Religiously-affiliated amenities in the regional center include Beitel Memorial Lutheran Church and Wayland Baptist University. Beitel Memorial has been serving parishioners at the same location since 1904. The San Antonio location of Wayland Baptist University is their largest campus outside of their main facility in Plainview, TX. It houses their School of Nursing as well as undergraduate and graduate degree programs focused on the adult learner.



SA TOMORROW

Northeast I-35 and Loop 410
REGIONAL CENTER

AMENITIES AND ACCESS

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Block
- Park or Open Space
- Stream
- Greenway

- Public School
- Private School
- Charter School
- Magnet School
- Place of Worship
- Library
- Museum
- Community Center
- Amusement Park
- Community Garden
- Trailhead
- Movie Theater or Planetarium
- Stadium or Arena

Physical Barriers
- Major Road
- Rail Line
- Incomplete Sidewalks

50
5
Acres

0 0.125 0.25 0.5 Mile

Public Investments

Projects to revitalize commercial areas, improve drainage, and expand recreational opportunities in the NE 410 and I-35 Area Regional Center have received City and County funding in recent years. Significant public investment programs and projects include:

Inner City Reinvestment and Infill Program (ICRIP)
The intent of ICRIP was to prioritize public incentives for areas of the City targeted for reinvestment. A large portion of the Regional Center east of Perrin Beitel Road was included within the ICRIP boundary. In December 2018, the City Council approved replacing ICRIP with the City of San Antonio Fee Waiver Program, which will prioritize projects involving affordable housing, owner-occupied rehabilitation, historic rehabilitation, and business development citywide.

Tax Increment Reinvestment Zone (TIRZ #33) or Northeast Corridor (NEC) TIRZ
A Tax Increment Reinvestment Zone (TIRZ) establishes a dedicated source of funding for improvements within the designated zone. It is an economic development tool used by municipalities to incentivize development or redevelopment in areas that would otherwise not attract private investment. TIRZ funds can be used for infrastructure improvements such as sidewalks, lighting, and drainage, streetscape enhancements, façade grant programs, and to offset private development costs. The Northeast Corridor (NEC) TIRZ was designated by the City Council in 2014 for the purpose of revitalizing the commercial areas along Perrin Beitel and Nacogdoches roads, the Longhorn Quarry, and the Capitol Aggregates Cement facility. The TIRZ has a lifespan of 20 years. The Northeast Corridor Revitalization Plan outlines several projects that may be eligible for TIRZ funding.

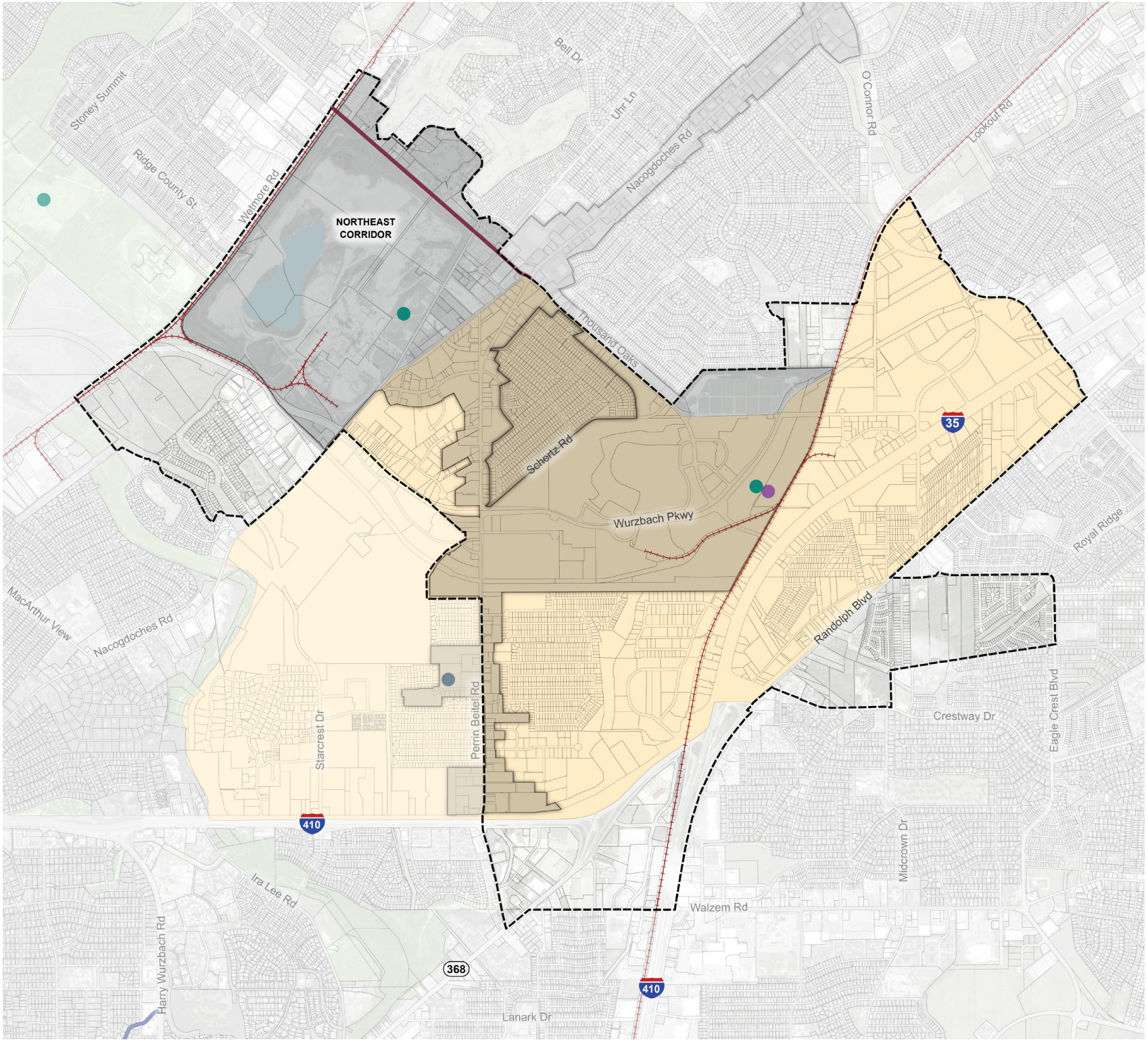
The Northeast Corridor (NEC) Enhancement Grant Program
The NEC Enhancement Grant Program assists owners and tenants of commercial properties within the NEC revitalization area with the cost of façade, landscape, and signage improvements. The grant program is one component of the Northeast Corridor Revitalization Plan and has assisted over twenty properties with renovations since 2015.

2012 and 2017 Bond Programs
The two recent voter-approved capital improvement bonds in 2012 and 2017 included several major projects for the NE 410 and I-35 Area Regional Center:

- Drainage improvements with reclamation and cleaning of properties along Beitel Creek. This project may eventually allow for a linear park system along the creek that connects to the Salado Creek Greenway and Lady Bird Johnson Park. Construction is scheduled to be complete by late 2018.
- Beitel Creek Linear Trail Park – Development of new park which may include entry signage. Estimated completion date is 2021.
- Reconstruction of outside lanes on Thousand Oaks between Wetmore and Perrin Beitel roads.
- Perrin Homestead Historic Center includes rehabilitation and adaptive reuse of the Perrin Homestead and property as an interpretive center and park.
- Capitol Little League Baseball Fields.

Bexar County Projects
Bexar County has also invested in drainage improvements and flood control for Beitel Creek. The Mid-Beitel Creek Channel Restoration repaired damages to the CPS high power easement on the north end of the mid-Beitel channel. This was in addition to a previous project which regraded the creek's channel near Moraga and Cobb streets to reduce flooding impacts. Bexar County is currently implementing a flood control project for Beitel Creek near its intersection with the Austin Highway. This project consists of raising the Perrin Beitel Road bridge to avoid washouts and shaping the creek's channel between Vicar Road and Quail Creek to better contain floodwaters.

Opportunity Zones
The Opportunity Zones program was established by the federal Tax Cuts and Jobs Act of 2017 to encourage long-term investment in low-income communities. In March 2018, Texas State Governor Abbott designated 24 census tracts in Bexar County as Opportunity Zones that became officially certified by the U.S. Treasury Department in April 2018. In October 2018, the Treasury Department released proposed regulations for Opportunity Zones. The program provides a tax incentive for investors to re-invest capital gains into Opportunity Funds that are dedicated to investing in Opportunity Zone areas. Three census tracts, 1212.01, 1212.04, and 1212.05, covering most of the NE 410 and I-35 Area Regional Center have been designated as part of this program. The program offers temporary tax deferral with benefits increasing for investments that are kept in Opportunity Funds for longer periods of time, with a permanent exclusion from taxable income of capital gains if the investment is held for at least 10 years. The Opportunity Zone designations are scheduled to expire after December 31, 2028 but the temporary deferral period ends two years earlier, on December 31, 2026.



SA TOMORROW

Northeast I-35 and Loop 410

REGIONAL CENTER

PUBLIC INVESTMENTS

- Regional Center Area Boundary
- Adjacent Regional Center or Community Area
- Parcels
- City Initiated Tax Increment Reinvestment Zone (TIRZ)
- Opportunity Zones

Proposed 2017 Bond Program

- Facility
- Park
- Drainage
- Street
- Drainage

50 / 5 Acres

0 0.125 0.25 0.5 Mile