SA TOMORROW

GREATER AIRPORT AREA

REGIONAL CENTER PLAN



Public Discussion Draft – April 2024

CITY OF SAN ANTONIO TEXAS PLANNING

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PUBLIC DISCUSSION DRAFT

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Section 1 INTRODUCTION

1.1 Background

[See Figure 1: Sub-Area Phases Map]

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 30 smaller geographies, 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. Of the 30 identified sub-areas within the City, 13 are regional centers and 17 are community areas.

1.2 Intent of the Plan

The Greater Airport Area Regional Center Plan will be the essential tool to guide future development and City investment in the plan area. The plan contains the community's overall vision for the plan area with recommendations and strategies for achieving the vision across five main topic areas: Land Use, Mobility, Amenities and Public Space, Housing, and Economic Development.

The recommendations and strategies within the regional center plan will be used by City departments, partner agencies, private entities, and community partners to support livable, equitable, and vibrant communities. The plan's recommendations and strategies encompass policy and regulatory matters, partnerships, and investments. They are written to provide actionable specificity while still allowing the flexibility needed to adapt to unforeseen challenges or opportunities.

1.3 Process and Public Engagement

The Greater Airport Area Regional Center Plan was developed through a community-based process over the course of approximately two years from project chartering in 2021 to City Council adoption in 2024. Like all SA Tomorrow Sub-Area Plans, the Greater Airport Area Regional Center Plan was developed with regular input and participation from residents, business and property owners, institutional representatives, public and non-profit organizations, major employers, and other key partners and stakeholders.

An initial step in the planning process was the creation of a Planning Team to provide more frequent, in-depth, and consistent advice and guidance throughout the planning process. The composition of the Planning Team was drawn from the representatives and stakeholder groups described above, and was meant to reflect the existing uses, assets, challenges, and opportunities associated with the area.

The creation of a plan that is realistic and implementable must be driven by community values, priorities, and support. To this end, the planning process was designed to create a "feedback loop" between the City and community stakeholders. A wide variety of engagement tools, platforms, and techniques were used throughout plan development to ensure that all interested stakeholders were well-informed about the planning effort, encouraged to participate in a range of events and activities, and engaged in providing constructive input.

A total of 11 Planning Team meetings were held at regular intervals throughout the planning process. Four community meetings were held at strategic points in plan development to gather stakeholder input on area goals and priorities related to the

plan's main topics (Land Use, Mobility, Amenities and Public Spaces, Housing, and Economic Development) as well as feedback on draft plan materials. Planning Department staff also actively participated in neighborhood-and community-sponsored events within the plan area to build relationships and leverage communication opportunities.

In addition to scheduled and in-person meetings and events, a variety of virtual and online platforms were used to disseminate information and facilitate public participation. The plan website was updated regularly and houses all meeting presentations, materials, and summaries related to the planning effort. Draft plan materials were posted to the website for public review and comment. Comments received on the website were sent directly to the plan's project manager. Online questionnaires to gather plan input were posted both to the plan website and SASpeakUp, the City-wide platform for public participation.

The following individuals and organizations were engaged in the Greater Airport Area Regional Center Plan development process:

a. City of San Antonio

- Aviation Department
- City Council Office District 1
- City Council Office District 9
- City Council Office District 10
- Development Services Department
- Economic Development Department
- Metropolitan Health District
- Neighborhood and Housing Services Department
- Office Of Equity
- Office Of Innovation
- Office Of Sustainability
- Parks And Recreation Department
- Public Works Department
- Transportation Department
- Workforce Development Office

b. Outside Agencies

- Alamo Area Council of Governments
- Alamo Area Metropolitan Planning Organization
- Alamo Heights Independent School District
- North East Independent School District
- San Antonio River Authority
- San Antonio Water System
- Texas Department of Transportation
- VIA Metropolitan Transit Authority

c. The Planning Team

- Frank Alfaro; Alamo Heights Independent School District
- Marco Barros; Bluffview Resident
- David Bemporad; Great Springs Project
- Karen Bishop; San Antonio River Authority
- Kacey Brewer; Alamo Heights United Methodist Church
- Cristina Castaño; VIA Metropolitan Transit Authority
- Brenda Crawford; North Star Mall
- Justin Cruger; VIA Metropolitan Transit Authority
- Fr. Simon Dawood; Saint Demiana Coptic Orthodox Church
- Libby Day; Shearer Hills/Ridgeview Neighborhood Association
- Jeff Fair; San Antonio Chamber of Commerce
- Paul Foster; Foster CM Group
- Gary Gibbons; Greater Harmony Hills Neighborhood Association
- Ryan Hall; City of San Antonio Aviation Department
- Joshua Heiss; City of San Antonio Aviation Department
- Alvin Holbrook; Bike San Antonio
- Bryan Hummel; Resident
- Marilyn Jowdy; Blossom Park Neighborhood Association
- Dawn Ann Larios; San Antonio Restaurant Association
- Daniel Leal; VIA Metropolitan Transit Authority
- Isaac Leavy; City of San Antonio Transportation Department
- Michelle Madson; San Antonio Hotel and Lodging Association
- Laura Matthews; Friends of McAllister Park
- Stephen McGuire; Walker Ranch
- Ryan Mcleaird; Bluffview Resident
- Traci Miller; Bluffview Resident
- Andrew Ozuna; Broadway Bank

- Terry Palmer; Forrest Oak Neighborhood Association
- Laura Parker; City of San Antonio Parks Department
- Pamela Peck; Tanglewood Resident
- Kelly Reid-Walls; Crownhill Park Neighborhood Association
- Steven Southers; City of San Antonio Aviation Department
- Donna Thompson; Arboretum Neighborhood Association
- Jack Van Winkle; Blossom Park Neighborhood Association
- Tammy Wincott; Hunter's Mill Neighborhood Association

1.4 Previous Neighborhood and Community Plans

Many areas throughout the City have City-adopted Neighborhood or Community Plans that reflect local values and priorities. These plans have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City.

The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient, and effective structure for planning across the City. Further, Sub-Area Plans are intended to increase equity citywide, by ensuring all of San Antonio's residents have a base level of policy guidance, as many areas within the City lack an existing plan or a registered neighborhood organization.

In this way, each Sub-Area Plan will integrate key elements of existing Neighborhood and Community Plans for those areas that have a plan, while promoting citywide policy consistency and providing key recommendations and strategies for those neighborhoods currently lacking that direction.

The Greater Airport Area overlaps two previously adopted plans:

- San Antonio International Airport Vicinity Land Use Plan (2010)
- North Central Neighborhoods Plan (2002)

1.5 Coordination with Adopted Plans

Sub-Area Plans are intended to provide a coordinated, efficient, and effective approach to planning in San Antonio. This plan was developed to complement and contribute to the implementation of the following regional and citywide plans:

- San Antonio International Airport Strategic Development Plan (2021)
- San Antonio's Housing Policy (SHIP) Framework (2021)
- San Antonio Severe Pedestrian Injury Areas Report (2020)
- SA Climate Ready Plan (2019)
- SA Corridors Strategic Framework Plan (2018)
- SA Tomorrow Comprehensive Plan (2016)
- SA Tomorrow Multimodal Transportation Plan (2016)
- SA Tomorrow Sustainability Plan (2016)
- VIA's Vision 2040 Plan (2016)
- SA Bike Plan & Implementation Strategy (2011)
- San Antonio International Airport Vicinity Land Use Plan (2010)
- North Sector Plan (2010)
- North Central Neighborhoods Plan (2002)
- Major Thoroughfare Plan (1978)

1.6 Statutory Requirements

Once adopted by City Council, the Greater Airport Area Regional Center Plan becomes a component of the City's SA Tomorrow Comprehensive Plan. Where previously adopted Neighborhood or Community land use plan is contained within or partially overlaps the Greater Airport Area Regional Center Plan, the latter will be the plan of reference for land use designations. Similarly, where a previous plan and the Greater Airport Area Regional Center Plan have conflicting policies or priorities within the adopted boundary of the Greater Airport 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 Greater Airport Area Regional Center Plan must be consulted when proposing a public investment or a land use project that requires deviation from current entitlements.

Section 2 LOCATION, AND HISTORY

2.1 Location

[See Figure 2: Plan Location Map]

[See Figure 3: Study Area Map]

The plan area's limits are roughly aligned with Broadway, Salado Creek, and Wetmore Road in the east; Thousand Oaks, Jones Maltsberger Road (north of the Airport,) Brook Hollow, US Highway 281 North, and West Bitters Road to the north; Blanco Road, the southeastern border of Phil Herberger Park, Lockhill-Selma Road, and Jones Maltsberger Road (south of the Airport) to the west; and Sprucewood, Tuxedo Avenue and Northeast Loop-410 in the south. In general, the area extends approximately one and a half miles around the airport, and forms a panhandle to the south, bound by Jones Maltsberger Road (south of the Airport), Tuxedo Avenue, and Broadway.

2.2 History

a. Pre-1940

The earliest inhabitants of the Greater Airport Area were the Coahuiltecan Native Americans as identified by Spanish missionaries. Historical records denote the presence of Native communities around the convergence of Panther Springs and Salado Creek, now situated within Walker Ranch Natural Areas. Portions of the Greater Airport Area were likely part of Monte Galvan, a rancho that supplied provisions to missions such as Valero, Concepción, and San Juan during the 1700s.

Following the Texas War of Independence in the early 1800s, approximately 2,000 acres came under private ownership by the Coker family through a grant to John Coker from the Texas Legislature in recognition of his service during the Battle of San Jacinto. Surrounding areas were similarly held in privately owned parcels of comparable size. Although land in the area, including the Coker estate, gradually underwent subdivision throughout the 19th and early 20th centuries and historical maps reveal the emergence of primitive roads during this period, the region primarily remained agricultural and rural in character until around the 1940s.

b. 1940-2000

In 1941, the City of San Antonio purchased 1,200 acres of land north of the city limits to establish San Antonio Municipal Airport. The U.S. Army established Alamo Field on the northern edge of the property during World War II in 1942. The Airport was renamed San Antonio International Airport in 1944 after receiving international status. The first passenger terminal facilities were constructed in 1953 with the completion of Terminal 2, a baggage claim area, and the FAA Air Traffic Control Tower. When the Terminal was expanded in 1968, a total of 8 aircraft gates were provided. In 1984, 20 additional aircraft gates were added with the construction of Terminal 1 (now known as Terminal A) for a total of 28 aircraft gates.

During the same time, development beyond the City's original 36 square miles prompted the first annexations since incorporation in 1718, and by 1950, the site of the San Antonio International Airport was annexed, connected to the rest of the City by a thin strip of territory that followed Broadway with the surrounding land remaining unincorporated Bexar County. Most of the development that exists today in the plan area was started in the 1950s and was largely complete by 2000, at which point all land within the Sub-Area was incorporated into City limits and few large greenfield sites for development remained.

This period of intense urbanization from 1940 to 2000 was associated with consistent public investment in expanding roads, highways, and airport facilities. This included the completion of US Highway 281 North in 1978 that was intended, in part, to link the Airport with Downtown. This period was also associated with robust federal subsidies for the development of single-family housing that led to

the subdivision of land into parcels common today. At the same time, migration into the area from both out of state and the urban core of the City, along with large federal and state investments in the area's highways, lead to the development of the area as a population and jobs center for the City.

c. 2000-2022

By 2000, greenfield development shifted north along US Highway 281 North and towards the Stone Oak Area. At the same time, the character of private investment in the area shifted toward the repurposing of sites first developed in the mid- to late-20th century. In 2002, Alamo Cement's factory and quarry was redeveloped into a shopping center and golf course and, by 2008, the Park North Mall was being partially demolished and new free-standing auto-oriented establishments were being built on its parking lot.

In 2010, Terminal 2 (now known as Terminal B) was reconstructed and opened with 8 aircraft gates as a replacement for Terminal 2. In 2022, Terminal A had 16 operating aircraft gates, and Terminal B had 9, for a total of 25 aircraft gates. In 2023, the Airport completed the construction and opened gates A16 and B1A, giving the Airport 27 operating aircraft gates. In 2025, the Airport is planning on the construction of 3 ground-loading positions to replace Gate A1, giving the Airport a total of 29 gates.

Public investment infrastructure, especially in transportation, continued. By 2003, a ramp leading directly from US Highway 281 North to the Airport entrance was built diverting traffic from Airport Boulevard. By the next year, the cloverleaf intersection at San Pedro Avenue and Northeast Loop 410 was reconfigured into a series of entrance and exit ramps and the local transit center was moved from East Rector to the site formerly occupied by the interchange. Construction of the US Highway 281 North and Northeast Loop 410 interchange occurred between 2005 and 2010, along with various upgrades to airport facilities, including additional structured parking garages and improved automobile connections between the highways and the airport. By 2012, all sections of the Salado Creek Greenbelt within the plan area were completed, linking the area to James Park in the south and Eisenhower Park and the Leon Creek Greenway in the north. The Walker Ranch Senior Center opened in 2022.

2.3 Existing Conditions and Equity Atlases

[See Exhibit 1: Existing Conditions Atlas

[See Exhibit 2: Equity Atlas]

As a part of the Sub-Area Planning process, an Existing Conditions Atlas and an Equity Atlas were prepared that contain detailed information about the area. These Atlases contain demographic, economic, and historic information, and a series of maps that provide additional context for understating the area.

Section 3 VISION AND GOALS

3.1 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 describe the outcomes that support the realization of the vision. These, in turn, support topic-based recommendations and strategies, which include specific, implementable projects, programs, policies, and other actionable ways of achieving the plan's vision, which are listed throughout the sections of this plan.

3.2 Establishing the Vision and Goals

The Greater Airport Area Regional Center Plan's Vision and Goals were developed with input from residents, community stakeholders, and Planning Team members through an iterative process of developing and refining concepts. During community engagement efforts including Planning Team meetings and community meetings, participants such as employers, workers, landowners, renters, residents, students, and representatives of major institutions shared their values. More specifically, Planning Department staff and the consultant team asked participants in the first Planning Team meeting to share and discuss answers to the following three questions, "What do you like about the area?" "What would you change about the area?" and "What is missing in the area?" At the following Community Meeting, the same three questions were put to the public, and similarly a link to an online questionnaire was distributed to area residents and property owners via postcard. Information collected from these activities was used to develop a first draft of the Vision and Goals.

During the second Planning Team Meeting, participants were presented with a draft Vision and Goals for the area that was developed by staff and the consultant team. Participants were asked to comment on the first draft and give input on any topics that were missing or needed further refinement. Similarly, the draft Vision and Goals was then presented for feedback at the second Community Meeting and on an online questionnaire distributed to area residents. In total, approximately 600 responses were used to develop the Vision and Goals. A summary of the comments collected from the Planning Team meetings, Community Meetings and questionnaires are posted online at GreaterAirport.SACompPlan.com.

The results of the public visioning process are presented on the next page. Throughout the planning process, the Vision and Goals were continually revisited and referenced as a guide for the development of the plan's topic specific recommendations and strategies.

3.3 Vision and Goals

a. VISION

The Greater Airport Area Regional Center is a successful employment center with a variety of small and large businesses, including shops, restaurants, and entertainment venues that serve the area's diverse, multi-generational, and safe neighborhoods, as well as the City as a whole, and are compatible with Airport operations. The area develops sustainably, and residents and visitors enjoy a well-distributed and maintained parks, open space, and trail system, in addition to complete streets with safe and connected pedestrian, bicycle, and transit options.

b. GOALS

1. *Create safe and vibrant destinations with a diversity of strategically located and high-quality housing, employment, and mixed-use development that respects existing neighborhoods, avoids conflict with, and supports the Airport.*
2. *Improve existing streets and create new connections that are truly multimodal, aesthetically pleasing, and provide sustainable stormwater benefits.*
3. *Increase equitable access to parks, open space, and trails and recreational amenities throughout the regional center.*
4. *Address safety concerns and barriers created by transportation infrastructure of all types throughout the regional center.*
5. *Improve comfort, safety, and aesthetics throughout the regional center with trees, other urban greening, and integration of sustainable infrastructure.*
6. *Enhance transit connections to amenities within the Greater Airport Area Regional Center, to Downtown, and to other regional destinations in and outside of San Antonio for residents, employees, and visitors.*
7. *Promote quality infill development and redevelopment within neighborhoods and commercial areas that are compatible with existing homes and provide more housing options for existing and new residents.*

Section 4 IMPLEMENTATION PRIORITIES

While all recommendations and strategies are important, this section highlights those that are either most critical to achieving the plan's 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.

These Implementation Priorities are presented in two ways. The Priority Recommendations and Strategies List (Section 4.1) represents those strategies that are especially important in the development of the plan area over the next 10-15 years, while the accompanying Implementation Priorities Map (Section 4.2 / Figure 4) and Matrix (Section 4.3) show site specific improvements that need addressing. Together, the Implementation Priority Recommendations and Strategies List and Implementation Priorities Map and Matrix represent the key strategic concepts and physical improvements that will influence future development of the plan area.

4.1 Implementation Priority Recommendations and Strategies List

a. Land Use

Strategy – LU 1.4

Within Focus Area 4 (around the intersection of San Pedro and Loop 410), identify potential sites for City-initiated rezoning and support property owner-initiated rezoning for development that is in line with the Regional Mixed-Use land use designation.

b. Mobility

Strategy – M 3.4

Develop connections from neighborhoods to access the trail network.

c. Amenities and Public Spaces

Strategy – APS 3.3

Integrate green infrastructure best practices to ensure new greenways and park space provide multiple benefits.

d. Housing

Strategy – H 1.2

Create a working partnership with Airport staff to jointly review land use policy and zoning changes and development requests, including residential uses, in the regional center to ensure the continued safe and efficient operation of the Airport, while not exposing people living or working nearby to negative environmental or safety impacts.

Strategy – H 3.3

Explore the creation of a grant program to assist with maintenance and façade improvements that help preserve access to privately affordable residential properties in the plan area.

e. Economic Development

Strategy – ED 3.3

Reduce barriers to developing building types that support small businesses like live-work spaces and maker spaces.

4.2 Implementation Priorities Map

[See Figure 4: Implementation Priorities Map]

4.3 Implementation Priorities Matrix

PROJECT	KEY STAKEHOLDERS	FUNDING	TIMING
Improvements at Mobility Area A, and E ***(See Section 7.3)***	TxDOT, Bexar County Transportation Department	Bonds, Grants, Capital Improvements Program	Long-Term
Priority Connections: Bike/Ped. - Blanco/West, Wetmore, Vehicular-Wurzbach/281 ***(See Section 7.2)***	TxDOT, Bexar County Transportation Department	Bonds, Grants, Capital Improvements Program	Short- to Medium-Term
Crossing Improvements at San Pedro, Sunset, Nacogdoches, and Blanco ***(See Section 7.2)***	TxDOT, Bexar County Transportation Department	Bonds, Grants, Capital Improvements Program	Short- to Medium-Term
Wayfinding to improve access to and from Airport Facilities ***(See Section 7.2)***	TxDOT, Bexar County Transportation Department, Aviation Department	Bonds, Grants, Capital Improvements Program	Long-Term
Green Infrastructure throughout ***(See Section 8.2)***	San Antonio River Authority, Office of Sustainability, Development Services Department	Bonds, Grants, Capital Improvements Program, Developer Agreements, Environmental, Social, and Governance Investors	Continuous
Neighborhood Serving Parks ***(See Section 8.2)***	Parks and Recreation Department, Plan Area Neighborhoods	Bonds, Grants, Capital Improvements Program, Developer Agreements	Medium- to Long-Term
Gateway Feature in Focus Area 4 ***(See Section 7.2)***	TxDOT, Transportation Department	Bonds, Grants, Capital Improvements Program Special District, Community Development Plan, Public Private Partnerships	Medium- to Long-Term
Streets-to-Creeks/Main Streets: West Avenue, Jones Maltsberger, Nacogdoches ***(See Section 8.2)***	TxDOT, Bexar County, Transportation Department	Bonds, Grants, Capital Improvements Program	Long-Term
Public Art ***(See Section 8.2)***	Public Works Department, Department of Arts and Culture, Private Property Owners	Bonds, Grants, Capital Improvements Program Volunteers, Incentives, Environmental, Social, and Governance Investors	Continuous

4.4 Funding Sources

No budget is approved upon the adoption of any sub-area plan. However, projects proposed in this plan may serve as the foundation for applying to grants and utilizing funds from various sources. While all identified improvements would require further study before construction, the concepts developed here can initiate the staffing resources needed for further exploration and serve as a reference point for community discourse. This section outlines potential funding avenues for ideas and projects in the plan.

a. City of San Antonio Bond Program

A bond is a debt obligation that, when issued, provides local government with funds to finance large capital improvements. A Bond Program includes both the authority to issue bonds and a listing of the purposes for which the funds may be used. General Obligation Bond Programs, such as the City of San Antonio's Bond Program, require voter approval. Every five years, the City establishes a committee of community members to assist in developing a Bond Proposal. The voter approved 2022 – 2027 Bond Program totaled $1.2 billion and included 183 projects among six bond propositions - Streets, Bridges and Sidewalks; Parks and Recreation; Drainage and Flood Control; Library and Cultural Facilities; Public Safety Facilities; and Affordable Housing.

b. City of San Antonio Annual Budget - General Fund and Capital Improvements Program

The City adopts an annual budget for allocation of resources toward service delivery plans providing quality services, targeted investments, and continued improvements. The City's adopted FY2024 Budget was $3.7 billion (General Fund – 43%, Capital Improvements – 21%, and Restricted Funds – 36%). Ideas from this plan may aid in prioritizing projects or influencing the redesign of long-standing ideas for improvements. In addition, the plan may serve to identify where funds may need to be targeted based on input from and the needs of the community.

c. Grants

Federal, state, and other government funding is commonly received through competitive grants. These grants often require matching funds, existing designs, or "shovel-ready" projects, and involve public participation. Projects supporting equity and environmental stewardship stand a better chance of approval. Council approval is necessary to submit proposals committing the City to administer the grants.

d. Incentives and Developer Agreements

Tools such as density bonuses or relaxed parking requirements can be utilized to encourage development types or locations designated as priorities for the City. Development agreements with tax incentives could involve private provision of public goods like parks or environmental restoration.

e. Tax Increment Financing

Tax Increment Financing (TIF) is a public financing mechanism through which the growth in taxes (increment) associated with new development or redevelopment can be captured and used to pay costs associated with economic development for the public good. The area in which TIF is used is known as a Tax Increment Reinvestment Zone (TIRZ). The City has both City-initiated and petition-initiated TIRZs within its boundaries. Existing and future Zones may be able to use this plan to guide investments.

f. Public Private Partnerships

Government agencies may collaborate with private corporations to finance, build, operate, and/or manage large-scale projects. Public private partnerships typically involve private financing and services upfront and then getting revenue from public users. Examples of projects include public transportation networks, parks, convention centers.

g. Community and Volunteer Donations

Residents frequently come together for a common cause and contribute towards improvements beyond the City's resources. Programs facilitating local improvement of public property can engage the community and facilitate enhancements. Such programs could involve public funding alongside volunteer efforts. "Tactical" improvements, including maintenance of monuments, landmarks, signs, holiday decorations, utility box painting, community gardens, murals, public art, and trash removal, can all be addressed.

h. Environmental, Social, and Governance Investors

Private investors seeking firms supporting Environmental, Social, and Governance (ESG) causes may align with projects in this plan, providing funding or support. Capital and equity funds, private business interests, and corporations may integrate public goods into private projects to attract ESG investors and align with their business model.

PUBLIC DISCUSSION DRAFT

Section 5 LAND USE

5.1 Introduction

Land Use is the foundation of all sub-area plans. All other sections are intended to respond to and support the pattens of land use described in this section and by the future land use map.

By writing sub-area plans—like the Greater Airport Area Regional Center Plan—the Planning Department is creating a detailed future land use map incrementally and equitably for the entire City of San Antonio, with land use categories applied in a contextually appropriate way for each sub-area. This accomplishes one of the key goals of the SA Tomorrow Comprehensive Plan, creating a complete and consistent future land use map for the entire city.

a. Comprehensive Land Use Categories

The Greater Airport Area Regional Center Plan applies a range of land use categories that reflect the unique character of the sub-area and preferences of the community while encouraging and supporting development and mobility patterns that reflect the goals of the SA Tomorrow Comprehensive Plan.

In San Antonio, land use categories are designated in the Unified Development Code (*Section 35-A101. (Definition and Rules of Interpretation; Comprehensive land use category)*) and are used in developing Future Land Use maps for all SA Tomorrow Plans. There are eighteen unique land use categories, and each category established a broad idea for how the site should be used in the future. Categories describe similar and/or complementary uses (residential, commercial, mixed-use, etc.) and reflect the range of intensity of those uses appropriate for the site they are applied to (low, medium, high, etc.).

Descriptions of all land use categories are included in this plan alongside the Land Use Map (page 19-25). The Land Use categories for San Antonio are:

Residential

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

Commercial

- Neighborhood Commercial
- Community Commercial
- Regional Commercial

Industrial

- Light Industrial
- Heavy Industrial
- Agriculture

Mixed-Use

- Neighborhood Mixed-Use
- Urban Mixed-Use
- Regional Mixed-Use
- Employment/Flex Mixed-Use
- Business/Innovation Mixed-Use

Civic

- City/State/Federal Government
- Parks/Open Space

5.2 Land Use Snapshot

a. Residential Areas

The majority of residential uses in the area are either single unit detached homes or large multi-unit garden apartment complexes. This development pattern is typical for parts of San Antonio located outside of Loop 410 and is reflected in the Future Land Use Map.

Low Density Residential is the most common land use category designated in the area, covering approximately 30% of the land. A few sites within Loop 410 and sites along Blanco Road northwest of West Avenue are designated as High Density Residential, which cover approximately 6% of the plan area. All High Density Residential designations align with existing development and have access to Broadway, Sunset Road, or other major thoroughfares. Medium Density Residential covers approximately 3% of the land in the area, and less common housing types, such as townhomes and duplexes are designated as Urban Low Density Residential, amounting to less than 1% of all designated land (e.g., Town Homes of Northpark and several fourplexes on Loma Alto Road.) No sites are designated as Residential Estate in the regional center.

Community members expressed a desire to preserve neighborhoods with predominantly single-family, detached housing. After examining underutilized locations, it was found that there are few sites within established neighborhoods suitable for redevelopment, and adding more housing within these neighborhoods is unlikely to result in significant new housing opportunities. Nevertheless, ways of adding additional housing types that facilitate young people's entry into the housing market and cater to older adults support citywide housing goals and should be considered. For example, recent changes to the City's Unified Development Code now make it possible for homeowners who live on site to build Accessory Dwelling Units (ADU) which may provide new housing opportunities without altering the neighborhood form.

Rental units in the plan area play a crucial role in providing housing options for the broader housing market of the region. The area contains many relatively affordable rental properties. Developments that align with the High and Medium Density Residential land-use designations offer the most homes for the area's predominantly renter population. Many rental units in the area are aging and require maintenance, repairs, code enforcement, and may require private and/or public investment to enhance living conditions. Improving the conditions of these units can achieve dual goals of preserving naturally affordable housing and benefiting occupants and local community.

b. Commercial Areas

In the plan area, commercial-only land use designations are limited to three primary regions: Bitters Road and US 281 (See Focus Area 1, Section 6.2), sites along Northeast Loop 410 east of McCullough Avenue, and the area near the intersection of Jones Maltsberger Road and Starcrest Drive, centered around the Blossom Park Athletic Center site. Commercial-only uses are typically confined to specific sites with existing commercial/business park usage, where careful consideration is required before permitting other uses, especially residential, due to safety concerns. Among the commercial land uses in the area, Regional Commercial covers 5% of the land. This is followed by Community Commercial and Neighborhood Commercial, occupying 2% and 1% of the land, respectively.

The Greater Airport Area accommodates numerous commercial activities such as business parks, hotels, warehousing, retail, and entertainment establishments, most of which are auto-oriented and serve the entire San Antonio region. During the planning process, several community members noted appreciation for the abundance of commercial amenities in the area. However, they also expressed concerns about connectivity and traffic management, including freight transportation. The large block sizes and one-way streets make travel between adjacent sites by car a cumbersome process, often requiring travel of several miles and even entry onto major freeways like Northeast Loop 410.

Moreover, the presence of large parking lots without sufficient green space or on-site stormwater management may lead to localized flooding, affecting neighborhoods like Shearer Hills/Ridgeview and Blossom Park. Furthermore, this can create water quality issues for communities downstream in the San Antonio River Watershed which includes Olmos Basin Park, Brackenridge Park, The River Walk, Downtown, and eventually reaching the missions on the south side of the town.

c. Mixed-use Areas

The Future Land Use Map in a sub-area plan designates specific areas where residential, commercial, or a combination of both uses may be suitable. In the Greater Airport Area, mixed-use land use designations are applied to sites that either feature existing mixed-use developments or existing commercial-only developments, typically adjacent to major thoroughfares with transit access. Regional Mixed-Use covers 4% of the land in the sub-area, primarily around San Pedro Avenue and Northeast Loop 410 (See Focus Area 4, Section 6.5) and scattered sites near Quarry Market. Urban Mixed-Use is the most prevalent mixed-use land use designation and is commonly assigned to sites along major corridors and next to neighborhoods where regionally serving developments are unsuitable (such as along West Avenue and Nacogdoches Road), or to facilitate a transition from Regional Mixed-Use to lower intensity residential areas where possible. Neighborhood Mixed-Use is the least common mixed-use designation in the area, covering less than 1%.

Community Members expressed a need for destinations or activity centers with a distinct sense of place in the area, despite having landmarks such as the Boots at North Star Mall and the "Pyramid Building." Some areas, like Focus Area 4, naturally feature mixed-use elements due to the coexistence of mid-rise offices, lodging, retail, and existing housing, making them de facto horizontal mixed-use areas. Transitioning from commercial-only land use is intended to encourage new developments that are more integrated, walkable, and active throughout the day, with good transit access, especially between the Airport and Downtown. Importantly, Focus Area 4 is not significantly affected by airport noise or directly under flight paths, making it a crucial site for additional development to support airport patrons and employees while providing housing with convenient transit access. Due to large parcel sizes in many areas, "stepping down" the intensity of land use designations towards less intense areas like neighborhoods or parks may not be feasible, and any changes in zoning or entitlements granted by the City should consider how potential new development will transition to existing structures.

Moreover, there is a lack of "Main Street" places designed to serve the local community by offering accessible commercial amenities and services to adjacent neighborhoods, promoting foot or bicycle traffic, and increased housing options. Encouraging this type of development and providing housing that fits the scale of neighboring structures could enhance the viability of retail establishments (e.g., additional grocery stores) and improve transit use while revitalizing struggling retail areas experiencing declining demand.

Within the region, several areas comprise a mix of residential uses, typically in the form of walk-up apartment complexes, coexisting with small light industrial, logistics, retailers, and wholesalers. While these areas have evolved in an uncoordinated manner over time, they have resulted in some of the most affordable unsubsidized housing options in the city, conveniently located near numerous employment opportunities and service industries, including the Airport. The application of Employment/Flex Mixed-Use aims to encourage the integration of these different uses, fostering pedestrian accessibility, and supporting potential future transit usage. The Employment/Flex Mixed-Use designation is applied to two specific areas: around Isom Road, south of US 281 (See Focus Area 3, Section 6.4) and the cluster of businesses situated near the intersection of Thousand Oaks and Wetmore Road. Employment mixed-use accounts for 3% of land in the area. No sites are designated as Business/Innovation Mixed-Use.

e. Industrial Areas

The Greater Airport Area is the largest sub-area in terms of employment and its industrial areas play a vital role in providing jobs for the City's workforce. These areas feature a diverse range of development types that cater to various businesses, offering affordable sites for both small owner-occupied enterprises and large national firms, many of which complement services provided by the Airport. Tenants in the industrial sites benefit from access to rail freight, air freight, and the numerous freeways in the region, facilitating easy transportation for truck freight. Moreover, employees and customers have access to a variety of housing options, catering to different income levels and ensuring a short commute. Light Industrial is the sole single-use industrial designation identified in the area, covering 7% of the land. There are no designated Heavy Industrial sites in this region.

Light industrial sites are primarily situated contiguous to the Airport, acting as buffers between the airport and residential areas. The expansion of freeway access by Wurzbach Parkway has spurred additional development along the freeway, running parallel to Salado Creek and adjacent sensitive natural areas and parks. These industrial areas simultaneously benefit the area’s economy and protect airport operations. However, residents often express concerns about the proximity of industrial uses, citing noise, light, and odor as potential issues. To address these concerns while preserving the employment industries' integrity, a key strategy of this plan involves identifying changes to the Unified Development Code that can mitigate nuisances without transitioning these industrial areas to uses that may conflict with the Airport or degrade the area's diverse job opportunities over time. This may include the development of new zoning districts specifically applicable to this area.

f. Civic Areas

In addition to the Airport, this plan area boasts major public infrastructure projects, like Wurzbach Parkway, and many of the City’s largest parks, resulting in a significant concentration of publicly owned land in the region. Land designated as Parks/Open Space is limited to formally dedicated, owned, and operated City parks. This category includes several of the City's most popular and extensive parks, such as McAllister Park, Walker Ranch Park, and a substantial portion of the Salado Creek Greenway. Approximately 14% of the area's land is designated as parks and open space. Land designated as City/State/Federal Government is reserved for sites owned by public entities, excluding public school districts (whose designation aligns with adjacent land use). This includes properties like the Airport, Wurzbach Parkway, and public infrastructure such as water towers and electrical substations. Such government-owned and operated land accounts for over 20% of the area's total.

Airport property, owned by the City, is often leased to businesses, and used for private purposes. While these sites may be more suitable for light industrial designation, the unique parcel boundaries of the Airport make discrete application of land use impractical. Moreover, the Airport is currently zoned R-5, which does not accommodate many of the uses present on the site. To address this, the City should investigate platting the airport and applying more appropriate zoning regulations to govern land use on the Airport site itself.

Wurzbach Parkway, owned by the State, is not explicitly shown as public right-of-way, which is typical for roads. Instead, segments of the Parkway that traverse parks are often designated as parks and open spaces. Other segments that cross small parcels, solely occupied by the Parkway, and owned by the State, are designated as City/State/Federal. Similarly, in cases where roads have been expanded, and portions of privately owned land were acquired, these sliced-off sections were not included as right-of-way and are identified as City/State/Federal on the Future Land Use Map. To address this, the City should investigate subdividing sites that include public roads and include the sections with the roads as right-of-way to appropriately govern land use.

5.3 Land Use Map

[See Figure 5: Future Land Use Map]

a. How is a Future Land Use Map used?

The Future Land Use Map provides guidance for decisions about the development of land by showing preferred types of use and intensity.

The future land use map does not constitute a zoning change or a change in rights for any individual property; such property rights are governed by a property's zoning. However, future land use maps and sub-area plans are referenced when changes are proposed to the zoning of a site. Requests for changes in zoning that are consistent with the vision set by the future land use map are more likely to be recommended for approval by staff and more likely to be approved by commissions and City Council. Further, requested zoning changes that are not aligned with a property's designated future land use require a Plan Amendment that changes the site's land use designation to one that is aligned with the requested zoning district.

Following are descriptions of the 18 land use designations. For a full and up-to-date list of designations, including implementing zoning districts, refer to *Section 35-A101. (Definition and Rules of Interpretation; Comprehensive land use category)* of the Unified Development Code or contact the City of San Antonio Development Services Department.

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c. Residential Land Use Category Descriptions

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.
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.
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.
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. 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.
High Density Residential	*High Density Residential* includes low-rise to mid-rise buildings with four 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.

d. Commercial Land Use Category Descriptions

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.
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, restaurants, beauty parlors, neighborhood groceries or markets, shoe repair shops and medical clinics.
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

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e. Mixed-Use Land Use Category Descriptions

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 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 in close proximity to transit facilities.
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 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 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 in proximity to transit facilities.
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 midrise 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.

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 workspaces, 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 near 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.
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.

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g. Industrial Land Use Category Descriptions

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.
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 Industria*l 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 petrochemical bulk storage.
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 buffer zones along creeks and rivers are instrumental in retaining rural character.

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h. Civic Land Use Category Descriptions

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.
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.

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5.4 Land Use Recommendations

The area's development occurred mainly from the postwar era to the early 2000s, when local jurisdictions commonly adopted regulations that imposed a strict separation of uses and building types that placed retail and business out of walking and biking distance for many. Large public investments in regional and nationally serving freeways contributed to the success of several regional scale retail anchors that draw customers from across the City and areas growing to the north.

Land Use

Recommendation – LU 1

Encourage the development of mixed-use destinations that include housing with access to walkable amenities and green space.

Strategy – LU 1.1

While adhering to Federal Aviation Administration Airport Land Use Compatibility guidelines, allow redevelopment of underutilized commercial areas to incorporate housing, especially within new mixed-use developments, to spur private investment.

Strategy – LU 1.2

Encourage transit-, biking-, and pedestrian-supportive facilities for all new residential development to increase future residents' access to multi-modal transportation options.

Strategy – LU 1.3

Encourage private development of publicly accessible green space and amenities like pocket parks, splash pads, and plazas.

Strategy – LU 1.4

Within Focus Area 4 (around the intersection of San Pedro and Loop 410) identify potential sites for City-initiated rezoning and support owner-initiated rezoning for development that is in line with the Regional Mixed-Use land use designation.

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Several plan area neighborhood-serving corridors that are not directly located on freeways need to be revitalized. These areas often have large, empty big box stores or strip centers that are currently unused and, in some instances, suffer from disrepair or prolonged vacancies. This, in-turn, leads to a sense of insecurity. Development in these areas should be pedestrian-supportive and include a mix of uses that consistent of "Main Street" elements that complement adjacent residential areas. Additionally, where housing is included, it should incorporate housing options that cater to young families and older adults.

Land Use

Recommendation – LU 2

Encourage the development of a walkable, mixed-use neighborhood serving "Main Street" places along commercial corridors in the plan area, such as Nacogdoches Road (Focus Area 3) and West Avenue (Focus Area 5). (See also Figure 40: Amenities and Public Spaces Map)

Strategy – LU 2.1

Incentivize building design features that improve the pedestrian experience-especially near transit-like street-facing public entrances, building fronts with windows close to the street, shading features over the sidewalk, and on-site parking or parking lots located to the rear of the building.

Strategy – LU 2.2

Support owner-initiated rezoning that allows mixed-use development, including additional housing, as well as small-scale businesses that serve surrounding neighborhoods.

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A well-functioning and successful airport is important to the economy in all of South Texas. Effective management of new development in the area is crucial for ensuring the long-term success of the Airport, which in turn benefits businesses, tourism, and the broader community.

Land Use

Recommendation – LU 3

Facilitate orderly growth around, and minimize negative impacts of, the Airport by limiting new development in the area around the Airport to aviation-supportive uses or compatible developments.

Strategy – LU 3.1

Encourage private development of commercial uses that serve Airport patrons, like hotels, lodging, and conference center facilities, by prioritizing rezoning of properties south of the Airport where existing zoning does not allow for these uses.

Strategy – LU 3.2

Explore potential amendments to the Unified Development Code's "Airport District" and explore potential candidate sites for application by City-initiated rezoning as a way to minimize the future development of sensitive uses, like new housing, schools, and hospitals, adjacent to the Airport.

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The Greater Airport Area encompasses a wide range of neighborhoods that are frequently situated near industrial uses and infrastructure. Properly managing the growth in this area is essential for preserving its quality of life, making it an appealing and attractive place to reside.

Land Use

Recommendation – LU 4

Preserve the integrity, stability, and identity of existing neighborhoods.

Strategy – LU 4.1

Consider creating a new zoning overlay for application on existing industrial parks around the Airport, designed to minimize potential impacts of any new non-residential uses on existing residential areas.

Strategy – LU 4.2

Consider creating a new zoning overlay for sites adjacent to the Airport that includes development standards for any new housing that mitigate the impacts of Airport operations on residential uses.

Strategy – LU 4.3

Review the Unified Development Code for ways to better address stormwater management, potentially including impervious cover limits, requiring on-site stormwater retention, and incentivizing creek restoration when existing sites redevelop.

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Section 6 FOCUS AREAS

6.1 Understanding Focus Areas

[See Figure 6: Focus Area Map]

Focus areas identify key locations where future investments or other improvements are desired. While many recommendations in this plan are long-term and somewhat conceptual, the focus areas section offers more detailed visions for desirable ways in which these areas could be developed or evolve over time to help meet a variety of community goals.

While this section has detailed renderings, any specific style choices are for illustrative purposes only to show potential, rather than to prescribe development design.

6.2 Focus Area 1: Bitters at 281

a. Vision

The Bitters at 281 Focus Area is a regionally serving commercial center that provides buffers for existing residential areas, capitalizes on the area's connectivity, and prioritizes small business, employment, and entertainment uses.

[See Figure 7: Focus Area 1 Map – Bitters at 281]

b. Location and Existing Conditions

Location—as it is for most of the plan area—is an important factor in Focus Area 1's attractiveness to regional serving uses. At the southernmost point of the focus area where US Highway 281 North and Wurzbach Parkway cross, roughly all of San Antonio, parts of Boerne, Bulverde, and New Braunfels are within a 30-minute drive. Similarly, the San Antonio International Airport—South Texas' main passenger and cargo airport—is less than half a mile away. The completion of Wurzbach Parkway in the last ten years further increased the focus area's connection to the rest of the City. The intersection of West / East Bitters Road and US Highway 281 North currently includes a patchwork of regional serving uses. Retail uses include Target, Home Depot, Office Depot, Hobby Lobby, and Burlington Coat Factory. Entertainment uses include Santiko's Entertainment Embassy, Bowlero, Embassy Miniature Golf, Max and Louis's, and Wheathered Souls Brewing. Logistics uses include a FedEx Shipping center, 121 Interpark, and the Interpark Logistics Center [under construction at the time of drafting this plan]. Historically, the area was also home to the San Pedro Drive-in theater.

c. Challenges

Key challenges in the area revolve around development that is compatible with Airport operations, community quality of life, environmental impacts, and mobility and circulation within the area. Proximity to the Airport is a critical challenge for development of the Bitters and 281 Focus Area. Building heights are a special concern considering approaching aircraft.

The recent expansion of logistics uses adjacent to Bluffview of Camino Real—following the completion of Wurzbach Parkway—prompted more community input than any other focus area, including a call for expanded buffering requirements and stricter enforcement of the City's tree ordinance. Many residents also expressed concerns that increased trucking may impact local residents and accelerate the deterioration of West Avenue.

Stormwater runoff and "lost creeks and streams," are especially important issues because of the area's adjacency to Salado Creek. Similarly, high levels of pavement and other impervious cover contribute to urban heat island effect in the area and will only worsen as temperatures increase if steps are not taken to mitigate it.

US Highway 281 North, large development sites, and parking lots limit internal connectivity and make the site difficult to navigate without using freeway access roads. Future development should integrate connected and safe non-highway routes for drivers, pedestrians, cyclists, and transit users.

US Highway 281 North creates a major barrier to east-west travel that is forced onto West / East Bitters Road, which in turn is dangerous for all modes. Several Planning Team members noted that the underpass at West / East Bitters Road and US Highway 281 North is regularly the site of accidents as described in Mobility Area a. US Highway 281 North from Nakoma Drive to Coulter Drive (page 47). Access between Wurzbach Parkway and US Highway 281 North was also noted as dangerous and difficult; future development of an interchange between the two freeways was identified as a key needed improvement by community members across the plan area.

d. Opportunities

The Focus Area is home to many jobs that support a diverse workforce, making the area an excellent choice for public investments in infrastructure and programs that support businesses and workers, such as expanded transit access, vocational training, and business support or technical assistance programs for businesses. Recently built housing, at the intersection of Interpark Boulevard and Wurzbach Parkway, could be supported by expanding the area's access to nearby greenspace or locating new parks close by. Area residents have expressed a desire for additional access to groceries and pedestrian-oriented retail development. Formerly, the site was home to a Sam's Club but currently, access to groceries in the area is limited. Desirable examples of pedestrian-oriented retail cited by the community include the Quarry Village (260 East Basse Road), Village at Stone Oak (22610 US Highway 281 North), and The Alley on Bitters (555 West Bitters Road).Finally, proximity to the Airport may limit the focus area's potential for housing; however, where new housing mitigates for proximity to the Airport, or is determined to be sufficiently far from the Airport by Aviation Department staff, it could be consistent with expanding the demand for additional and upgraded retail in the area that supports the focus area vision.

e. Key Investments and Improvements

The following are key investments and improvements to address the Bitters at 281 Focus Area challenges and opportunities.

- Intersection improvements at West / East Bitters Road and US Highway 281 North to address safety issues.
- Improvements at Interpark Boulevard and US Highway 281 North as well as near West Avenue and Wurzbach Parkway to manage freight traffic.
- Establish trail access to the Salado Creek Greenway to provide access to areas north of Wurzbach Parkway.
- Connecting Wurzbach Parkway and US Highway 281 North by an interchange to improve efficiency and address safety concerns for drivers.
- Green infrastructure opportunities along US Highway 281 North near West / East Bitters Road that help manage runoff and restore channelized creeks.

f. Transformative Project: San Pedro Avenue and Interpark Blvd

[See Figure 8: Transformative Project: San Pedro Avenue and Interpark Blvd. – Existing]

[See Figure 9: Transformative Project: San Pedro Avenue and Interpark Blvd. – Concept]

The San Pedro Avenue and Interpark Boulevard Transformative Project concept was developed during a Digital Design Charette where City staff, consultants, and Planning Team participants developed the illustrations shown in Figures 8 and 9. These illustrations depict a concept for how the site could be developed—including proposed uses and desired design features—to fulfill community needs and aspirations. The conceptual development pays special attention to design, building heights, public space, and compatibility with surrounding properties and natural features.

Important points raised during the charrette included a need for reduction in paved area, adding greenspace that could double as storm water management, maximum building height appropriate for the site, the need for buffers between residential areas and industrial uses, and amenities that integrate with the greenway. Key uses suggested by the group included public spaces that provide community gathering opportunities for the local workforce and day-time population as well as entrainment uses like breweries.

An interchange between Wurzbach Parkway and US Highway 281 North was also identified as an improvement that would benefit connectivity in the area and address current safety issues facing commuters as they use access roads to navigate between the two routes.

6.3 Focus Area 2: Nacogdoches Road

a. Vision

The Nacogdoches Road Focus Area is a walkable mixed-use "Main Street" that capitalizes on the existing trail network and includes community-serving retail as well as a diversity of housing options that is compatible with existing residential areas.

[See Figure 10: Focus Area 2 Map – Nacogdoches Road]

b. Location and Existing Conditions

Focus Area 2 includes Nacogdoches Road roughly from Haverford Drive in the southwest to Salado Creek in the Northeast and most of the parcels fronting the road. During the drafting of this plan, the City of San Antonio Parks Department confirmed a new trailhead on Salado Creek Drive that will give locals access to the greenbelt. In the past, the site adjacent to the intersection of MacArthur View and Nacogdoches Road was home to a grocery store which has been converted to a vocational school.

Nacogdoches Road, one of the oldest roads in San Antonio, roughly follows the route of the El Camino Real de los Tejas that extended over 2,000 miles and linked Mexico City to the City of Nacogdoches in east Texas, continuing to Northern Louisiana during the 17th century.

c. Challenges

Improvements that encourage walking and pedestrian use should address the street's status as a Severe Pedestrian Injury Area (SPIA). Further, shade and landscape buffering should be considered with any improvements to make the area more comfortable, safe, and humane for non-drivers.

d. Opportunities

This focus area is well-suited to serve as a "Main Street" that supports additional housing and promotes pedestrian travel. Investments that support a "Main Street" place type would support development of a neighborhood scale, pedestrian-oriented destination that is missing in much of the sub-area, while simultaneously expanding access to the trail network.

Unlike many of the plan area's major thoroughfares, Nacogdoches Road maintains a neighborhood scale, and is roughly forty feet wide from curb to curb. Expanding sidewalks or adding a multi-use path adjacent to the street could give locals improved access to trails, viable safe alternates to driving, and increase foot traffic adjacent to the commercial businesses, many of which are struggling (see Section 7.3 - Mobility Areas for more information.)

e. Key Investments and Improvements

The following are key investments and improvements to address the Nacogdoches Road Focus Area challenges and opportunities:

- Development of shopfront commercial along Nacogdoches Road and additional infill housing that is to scale with surrounding neighborhoods.
- Future development that supports access to the Salado Creek Trail near Salado Creek Drive.

- Intersection improvements along Nacogdoches Road to improve safety and access to the Salado Creek Greenway.
- Improvement and expansion of sidewalks and pedestrian infrastructure along Nacogdoches Road.
- Green infrastructure improvements for sites near Salado Creek.

6.4 Focus Area 3: Isom Area

a. Vision

The Isom Focus Area is a mixed-use area with a focus on local and small businesses that includes housing options for Airport and other area workers with a full set of well-connected transportation options and green spaces.

[See Figure 11: Focus Area 3 Map – Isom Area]

b. Location and Existing Conditions

The Isom Focus Area is located on the western side of the Airport and is bound by US Highway 281 North, San Pedro Avenue, and East Ramsey Road (including parcels that face the street to the south.)

c. Challenges

The area is home to some of the lowest income census tracts in the plan area. Due to low public and private investment, the area has the most limited access to both parks and healthy food in the plan area, compounding issues of poverty. Further, the area's current stock of housing is aging and, in many cases, is not properly maintained. This raises concerns about the standards within which residents live. Similarly, the area is a hotspot for emergency and 911 calls in addition to evictions.

The area is also home to a partially buried creek, dubbed the "Airport Tributary," which drains into Olmos Creek before entering the San Antonio River and a large flood plain that follows the path of the creek from east to west across the Focus Area, with several structures included in its boundaries.

An uncoordinated and iterative history of development hampers connectivity between adjacent sites and may limit a coherent sense of place from developing. Notably, recent high-rise office uses have not fared well, possibly as a result of shifts in demand for office space brought on by an increase in remote work.

This Focus Area is surrounded on two sides by significant roads, San Pedro Avenue to the west and US Highway 281 North on the east, which separate the area from the rest of the plan area. Further a hard divide in character between the focus area and the low-density residential to the south is made starker by the closing of north-south connectors like Contessa Drive, McCullough Avenue, and Plymouth Avenue. These divisions may constrain new development by limiting access to the area and requiring consideration of buffers and step-backs for where they abut residential areas. As in Focus Area 1 (Bitters and US 281,) proximity to the Airport also limits appropriate building height and may require special consideration prior to approval of sensitive uses.

d. Opportunities

Current and expanded access to the Airport could improve the area's attractiveness for new investment. VIA's Rapid Green Line—a part of VIA Metropolitan Transit Authority's Advanced Rapid Transit (ART) service that will connect the Airport to Downtown—will follow San Pedro Avenue to Isom Road before entering Airport facilities, making this focus area the closest stop to the Airport for the line. This increased access by way of public transit may make the area more affordable to Airport workers (see Mobility section 7.1 for a discussion on Housing and Transportation Costs – page 39).

Green infrastructure improvements in the area could address multiple issues such as elimination of low-water crossings, flooding, lack of access to greenspace, and add to the general quality of life and safety for residents in the area.

Although the area's patchwork of development may be limiting the area in some ways, it has resulted in an has resulted in a pattern of mixed-use development that places workers near potential jobs mixed-use pattern of development that places workers near potential jobs. Flexibility in development standards across sites and better circulation between adjacent uses could remove barriers to access in the area and support the development of a more coherent sense of place.

e. Key Investments and Improvements

The following are key investments and improvements to address the Isom Road Focus Area challenges and opportunities:

- Improve access to green spaces by addressing parks in the area.
- Eliminate low-water crossings, address flooding, and improve water quality of Olmos Creek by adding green infrastructure improvements to the "Airport Tributary".
- Complete intersection improvements to address barriers to access along San Pedro Avenue, US Highway 281 North and in the southern portion of the focus area.
- Improve coordination of development between sites in the area.

6.5 Focus Area 4: San Pedro and Loop 410

a. Vision

The San Pedro and Loop 410 Focus Area is a regional destination and employment center connected by high-quality transit, cycling, and pedestrian infrastructure. It is safe and well maintained and benefits from the development of new housing and mixed-use projects that include green space and on-site stormwater management infrastructure.

[See Figure 12: Focus Area 4 Map – San Pedro and Loop 410]

b. Location and Existing Conditions

Focus Area 4 is primarily a commercial area and contains one of the largest concentrations of retail, office, and lodging uses in the City. These regionally serving uses include North Star Mall and Park North Shopping Center, several mid- to high-rise office buildings, including the Pyramid Building, hotels like the DoubleTree by Hilton, and large car dealerships like Northside Honda. Focus Area 4 also includes medium- to high-density residential development like the Colony Uptown Apartments and the Coronado Apartments.

The area is also significant for the regional transportation system and includes Blanco Road, San Pedro Avenue, and McCullough Boulevard where they each intersect with Northeast Loop 410. On the north side of Northeast Loop 410, San Pedro Avenue and Blanco Road, along with Lockhill-Selma Road, Lorene, Isom Road and Northwest Military Highway, located just outside of the Plan Area, fan out to create a large catchment area for commuters that are funneled through the Focus Area making it an important gateway for north-south travel in the region.

Vehicular access to the Airport through the Focus Area is primarily by the Northeast Loop 410 Access Road to Airport Boulevard, or by Isom Road to the US Highway 281 frontage road to Dee Howard Way.

Finally, VIA's North Star Transit Center is located at the southeast intersection of San Pedro Avenue and Northeast Loop 410. The transit center services nine bus routes and is an important connection point for northside routes headed Downtown. Planned investments for VIA's Rapid Green Line will include stops within the area and at the transit center to provide additional connectivity.

c. Challenges

This focus area's concentration of transportation infrastructure has made it an attractive and accessible alternative for businesses and retail serving the growing population on the northside of San Antonio. However, more recently, many retail stores and office complexes have struggled due to

shifting preferences for online retail and competition from new retail and office centers built farther north and east.

Accessibility is a major issue for pedestrians, cyclists, and transit users in the area, who face major barriers especially for north and south travel across Northeast Loop 410. Blanco Road, San Pedro Avenue, and McCullough Avenue are all heavily traveled, with the high volume of automobile traffic and congestion likely contributing factors in several crashes.

Internal connectivity between many of the area's large regional serving commercial uses is uncoordinated. The size of individual retail developments has led to very large block sizes coupled with one-way access roads, requiring drivers to travel long, indirect, circuitous routes to move between adjacent sites which contributes to congestion in the area. Parking lots in the San Pedro and Loop 410 Focus Area are also very large with capacity to support the regional draw of clientele. As many retail uses have struggled, several lots sit unused or underutilized, and contribute to issues with stormwater runoff and flooding, especially near Dellwood Road south of North Star Mall.

d. Opportunities

The San Pedro and Loop 410 Focus Area is one of the most important centers for retail and office in San Antonio. Importantly, unlike many sites within the sub-area, the area is relatively unconstrained by Airport operations, with several buildings approaching 150 feet in height. This makes the focus area suitable for additional housing and the expansion of commercial uses like lodging, office, and retail. New development should improve walkability; support existing and future investments in transit; create additional green space and neighborhood-serving public spaces like pocket parks; and incorporate on-site stormwater runoff management.

The high number of commuters, including Airport users, make the area extremely visible and a great candidate for public art installations.

e. Key Investments and Improvements

The following are key investments and improvements to address the San Pedro and Loop 410 Focus Area challenges and opportunities:

- Encourage development of walkable, transit-oriented development and housing that capitalizes on the area's connectivity, planned transit, and adjacency to jobs, the Airport and Downtown.
- Prioritize improvements for pedestrian and bicycling circulation across Northeast Loop 410 near Blanco Road, San Pedro Avenue, and McCullough Avenue.
- Improve pedestrian access across San Pedro Avenue and around the North Star Transit Center, especially near the entrance to North Star Mall to improve accessibility.
- Add green Infrastructure improvements, trees and parks and other green spaces in areas with high levels of impervious cover and parking lots.
- Create activated public spaces, and entertainment uses that promote social and community ties in areas near neighborhoods.

f. Transformative Project: Park North Shopping Center

[See Figure 13: Transformative Project: Park North Shopping Center – Existing (looking southeast)]

[See Figure 14: Transformative Project: Park North Shopping Center – Concept (looking southeast)]

[See Figure 15: Transformative Project: Park North Shopping Center – Existing (looking northwest)]

[See Figure 16: Transformative Project: Park North Shopping Center – Concept (looking northwest)]

[See Figure 17: Transformative Project: Park North Shopping Center – Existing (Street Level)]

[See Figure 18: Transformative Project: Park North Shopping Center – Concept (Street Level)]

The Park North Shopping Center Transformative Project concept was developed during a Digital Design Charette where City staff, consultants, and Planning Team participants developed the illustrations shown in Figures 13-18. These illustrations depict a concept for how the site could be developed—including proposed uses and desired design features—to fulfill community needs and aspirations. The conceptual development pays special attention to design, building heights, public space, and compatibility with surrounding properties and natural features. Important points covered during the charrette include development of a coordinated internal circulation system, neighborhood-serving greenspace and plazas, green infrastructure and landscape improvements, and a greater variety and density of housing options.

Rector Drive and streets in the eastern portion of the site were reconfigured to improve east-west connectivity through the site. This street configuration also creates more of a grid pattern that facilitates the walkable mixed-use development pattern, makes internal circulation more intuitive, and discourages speeding. A pedestrian bridge is shown spanning San Pedro Avenue, which could double as a gateway feature and include elements of public art.

Multiple greenspaces and public plazas are recommended throughout the site to increase social interactions, provide spaces for outdoor enjoyment, and to reduce impervious cover that contributes to stormwater flooding issues in the area (see Figures 17 and 18). Green infrastructure improvements and enhanced landscaping and trees are important design elements both within larger parking lot expanses as well as surrounding the perimeter of the site. Along with the parks and greenspaces, the additional trees and green infrastructure elements help provide shade and reduce urban heat island effects, improve air quality, create pleasant walkable connections throughout the site, and enhance quality of life for residents, employees, and visitors. Public space programming could include features like splash pads that reflect the interests of the wider community that will utilize the area.

A variety of new housing and office uses are encouraged with shared structured parking facilities, allowing more efficient and vibrant use of space, and reducing impervious cover. Housing on the site is diversified with apartment and mixed-use buildings as well as lower density attached townhomes. Taller buildings (which may provide views of Downtown) are encouraged closer to Loop 410 and San Pedro Avenue, while lower height and lower density buildings are preferred toward the southern edge of the site, ensuring reasonable transitions in scale approaching the existing lower density neighborhoods.

The Park North Shopping Center Transformative Project concept envisions an incremental, phased development of the site as it transitions from a traditional, auto-oriented mall to a more complete mixed-use, walkable development that supports the region and is attractive to businesses. The phased approach should make use of existing structures on the site and build on successful anchor businesses like Target.

6.6 Focus Area 5: West and Blanco

a. Vision

The West and Blanco Focus Area is a mixed-use "Main Street" that provides common areas for residents to gather, supports public safety through activation of underutilized sites, and is safe and accessible for pedestrians, cyclists, and transit users.

[See Figure 19: Focus Area 5 Map – West and Blanco]

b. Location and Existing Conditions

Focus Area 5 centers on the West Avenue and Blanco Road intersection and includes most of the existing commercial land fronting both streets. The area serves a large and diverse population, with a number of medium-density apartments to the north and low-density residential to the south.

The area can be dangerous and has been the site of fatal crashes in the past. Transit ridership in the area is high and it is also an important connection for cyclists traveling north along Blanco Road and then West Avenue to access the Salado Creek Greenway Trail at the Walker Ranch Natural Areas. Just north of the focus area is Churchill High School and just to the south is Eisenhower Middle School.

c. Challenges

Both Blanco Road and West Avenue are busy, wide roads. Designing a safer intersection for all users is complicated by the high automobile traffic volumes and speeds, as well as multiple utility pylons that make reconfiguration of the intersection more costly and complicated. Blanco Road and West Avenue need to accommodate cyclists more safely, as alternative routes are limited for the increasing ridership traveling through the area from inside Loop 410 to the greenway trails. Additionally, Planning Team members noted that standing water near the intersection of West Avenue and Blanco Road created an additional burden for cyclists and pedestrians following rainstorms.

d. Opportunities

Planning Team and community members expressed the need for investment in the area, which could include additional apartments, or housing for young families, especially where it creates an increased demand for retail. During the planning process, the commercial space on the north corner of West and Blanco that was once vacant, became a gym which has been popular and successful.

New development should consider how internal connectivity or subdivision of existing commercial sites could create new safer alternative connections for all modes of travel. The Village Dallas in Dallas, Texas was given as an example of a new development that includes publicly accessible spaces that draw people into the area, although it was noted that the scale and design of the development may not be appropriate in this area. In addition, large setbacks along Blanco Road were an opportunity for the planting of additional trees in the adjacent areas that would increase the local tree canopy.

e. Key Investments and Improvements

The following are key investments and improvements to address the West and Blanco Focus Area challenges and opportunities:

- Develop the area as a “Main Street” for nearby residents with walkable access to commercial and civic spaces.
- Promote housing that improves and supports retail and local businesses by expanding the local customer base.
- Blanco Road and West Avenue are priority corridors for complete streets interventions that ensure fewer crashes and safer routes for cyclists.
- Green infrastructure improvements should be encouraged along West Avenue.

Section 7 MOBILITY

7.1 Mobility Snapshot

Our ability to safely and affordably move around in the City and easily access daily needs is a key concern for future growth. This section suggests strategies and future improvements to help the plan area thrive in the future, instead of becoming more and more congested.

SA TOMORROW MULTIMODAL TRANSPORTATION PLAN

In 2016, the City of San Antonio adopted the SA Tomorrow Multimodal Transportation Plan to make the city's 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," to manage traffic congestion and improve transportation choices. The plan identified two primary and interdependent methods for managing future mobility needs: Develop a land use pattern and policy to promote and facilitate the ease of and improved access to local trips; and encourage more transportation options beyond driving alone for people traveling to and from the area.

The SA Tomorrow Multimodal Transportation Plan acknowledged that we cannot build our way out of congestion by continuously adding lanes and that the Comprehensive Plan, and associated land use plans, are a primary opportunity to improve mobility in San Antonio. The City of San Antonio SA Climate Ready Climate Action and Adaptation Plan recognized that transportation contributes to 38 percent of all greenhouse gas emissions in San Antonio (*Source: TxDOT Roadway Inventory, 2023*). By welcoming more people to urban centers, regional centers, and transit corridors, trip lengths are shortened, more transportation choices are made viable, emissions reduced, and quality of life improved.

VISION ZERO ACTION PLAN, COMPLETE STREETS POLICY, and BIKE NETWORK PLAN

The City of San Antonio Transportation Department oversees three important initiatives that can influence and guide the prioritization and implementation of Mobility recommendations and strategies included in all SA Tomorrow sub-area plans: the *Vision Zero Action Plan*, the *Complete Streets Policy*, and the *Bike Network Plan*.

- The *Vision Zero Action Plan* focuses on eliminating traffic fatalities by identifying key priorities & actions to enhance safety for the City's transportation system and our growing community.
- The *Complete Streets Policy* promotes a safe, connected, resilient, and equitable transportation network through a shift in street and road design that ensures equitable access to community resources for all people.
- The *Bike Network Plan* guides how we build infrastructure like trails, bike lanes, and crossings to create a network of safe and comfortable bike facilities that connect us to the places we want to go. (The Bike Network Plan is being developed while this sub-area plan goes through the adoption process but is anticipated for City Council adoption in approximately 2026).

Proposed projects and studies in this Mobility section are based on analysis conducted and community input received during the two-year development of the sub-area plan. However, each is subject to further evaluation and refinement to ensure alignment with these important adopted mobility-related policies and plans.

SAN ANTONIO INTERNATIONAL AIRPORT AND REGIONAL SERVING USES

The San Antonio International Airport, the primary commercial service airport in the greater San Antonio region, is located near the intersection of two nationally significant highways, US Highway 281 North and Northeast Loop 410. The Airport facilitated 10.7 million annual passengers and

121,000 tons of air cargo in 2023, with aircraft operations forecast to grow at least 3% per year over the next decade. Because of its proximity to other airports in Central Texas, San Antonio International Airport has strong competition in the travel market, especially from airports located in Austin and Houston. About 95% of the flights originating from and destined for San Antonio International Airport are domestic, with Houston serving as a hub for connecting international flights.

The plan area is also home to other places of interest in San Antonio including McAllister Park, North Star Mall, and the Alamo Quarry Market, as well as numerous retail stores, community centers, and schools. Highways and automobile infrastructure account for almost all current mobility improvements that facilitate access to these uses.

H+T (HOUSING PLUS TRANSPORTATION) COSTS

The combined costs of housing and transportation (commonly referred to as H+T) are often a large portion of a household's budget. Experts recommend the combined total not be more than 45% of household income, with no more than 30% of household income devoted to housing costs and no more than 15% devoted to transportation costs. In the Greater San Antonio Region, that total on average is 46% (based on 2019 ACS data) according to the *H+T Affordability Index* developed by the Center for Neighborhood Technology (CNT). While the current combined H+T cost is close to the overall recommended total, it is important to note that the San Antonio area has traditionally had lower than average housing costs and higher than average transportation costs. Using the most recent 2019 data, San Antonio has average housing costs of 24% of household income (compared to the 30% recommendation). In contrast, average annual transportation costs as a percentage of household income are 22%, almost 47% higher than the recommended level of 15%. With traditionally below-average housing costs rising in the San Antonio area in recent years, providing transportation alternatives and affordable mobility options is an important goal of each SA Tomorrow sub-area plan.

Walkable and bike friendly communities that provide great transit options can reduce average household transportation costs. Eliminating annual ownership and maintenance costs for one or more vehicles can save over $10,000 per vehicle from a household budget. In addition, from a resiliency perspective, if people have an alternative to driving alone, transportation costs can be stable even when gas prices rise. As more people choose to go to their destination on foot, bicycle, or public transit, the number of cars on the road will be minimized and can potentially reduce traffic congestion and delays for people who choose to drive.

The Greater Airport area is served by multiple high-capacity roadways, existing and planned VIA Metropolitan Transit routes, and a network of recreational trails. These transportation networks work together to serve residents and the San Antonio International Airport, which facilitates regional, national, and international business and leisure travel.

a. Cars

The plan area is supported by a well-connected transportation network that disperses traffic around the Airport. US Highway 281 North crosses Wurzbach Parkway, fostering east-west connections that carry upwards of 50,000 in average daily traffic volumes (*Source: TxDOT Roadway Inventory, 2023*). Northeast Loop 410, which provides a critical connection around San Antonio, is in the southern half of the plan area. This roadway ranked 49th in the state of the *Top 100 Most Congested Roadways in Texas*, according to the Texas A&M Transportation Institute. It has a major interchange with US Highway 281 North, which provides a connection to Downtown San Antonio to the south and Stone Oak to the north. This interchange contains some of the densest traffic in the plan area and serves as the entrance to the San Antonio International Airport. Northeast Loop 410 and US Highway 281 carry the highest levels of vehicular traffic in the Greater Airport area – close to 81,000 in daily traffic volume for US Highway 281 North and upwards of 270,000

for Northeast Loop 410, with an additional 10,000 in daily freight truck volume.

Circulation around the regional center is also supported by major arterials including San Pedro Avenue, Broadway, Bitters Road, Jones Maltsberger Road, and Wetmore Road.

AIRPORT ACCESS

Access to the Airport comes from a dedicated ramp from US Highway 281 North, Dee Howard Way, and Airport Boulevard. Clear wayfinding and signage are critical to guide Airport users as well as those accessing other businesses and opportunities around the Airport.

CRASHES

Vehicular crashes on freeways in the Greater Airport area are below the regionwide average, but crashes on most of the arterial roadways–including Jones Maltsberger Road, Wetmore Road, and Bitters Road–are above the regionwide average. Crashes occur most frequently on Northeast Loop 410, US Highway 281 North, and Blanco Road, particularly at interchanges and intersections. Intersections in the area are also prone to vehicular collisions with Blanco Road, West Avenue, West Bitters Road, US Highway 281 North, and Wurzbach Parkway identified as areas in need of additional traffic safety enhancements. A community member also highlighted potential conflicts with wildlife and recommended deer crossing signs for Wurzbach Parkway.

PARKING

The sub-area's transportation network and parking regulations impact the local urban environment, contributing to the expansion of paved surfaces that are impervious to rain and generate runoff that contributes to flooding in the area (as well as downstream), and to heat island effects. Many residents in the plan area emphasized the importance of green space and green infrastructure in new construction, especially with parking facilities.

[See Figure 20: Example Parking Lot Enhancements – Before]

[See Figure 21: Example Parking Lot Enhancements – After]

[See Figure 22: Example Parking Lot Enhancements – After]

[See Figure 23: Example Parking Lot Enhancements – After]

b. Transit

BUS SERVICE

The Greater Airport Area is served by numerous VIA Metropolitan Transit bus routes. VIA operates four frequent routes with service every 15 minutes during peak hours: Route 2, operating on Blanco Road; Route 4, operating on San Pedro Avenue; Route 9, operating on Broadway; and Route 10 operating on Nacogdoches Road. Route 552, which travels along the frontage roads of Northeast Loop 410, operates as a "Skip Stop" service meaning it limits its stops to travel faster and arrives every 20 minutes during peak hours.

The remaining transit services are Metro Service bus service, consisting of fixed routes operating every 30 to 60 minutes with buses running more frequently during peak hours. Riders and stops are concentrated along major roadways including West Avenue, San Pedro Avenue, Jones Maltsberger Road, Broadway, and Nacogdoches Road, with the bulk of the boardings at the North Star Transit Center. This transit center serves as a hub where travelers can connect in all directions. Other roads with heavy bus activity include US Highway 281 North and its frontage roads, and Blanco Road. The Airport has a bus stop integrated with the terminal. A future VIA Advanced Rapid Transit (ART) corridor is planned to connect the western half of the Greater Airport Area to Downtown and the Airport.

VIA LINK

In addition to fixed transit lines, VIA also provides on-demand services and programs. VIA Link is a new on-demand ride-sharing program that offers affordable public transit options to residents in the designated service zones. This service is like other ridesharing operations such as Uber or Lyft, in that trips can begin and end anywhere within the service zone.

c. Bikes

The bicycling environment in the plan area is mixed, with lower-stress options such as recreational trails and bicycle lanes, and higher-stress roadways with high speeds and limited bicycle facilities. Within the Greater Airport Area, the Salado Creek Greenway Trail starts near Lady Bird Johnson Park in the eastern part of the area, parallels Wurzbach Parkway for most of the plan area, and continues to near Walker Ranch Park in the west. This is part of the regionwide Howard W. Peak Greenway Trail System that will eventually encompass most of the metropolitan area in a ring of recreational trails.

There are bicycle lanes on Wurzbach Parkway and Ridge Country Drive, but the other major arterials in the plan area are not conducive to safe, comfortable cycling, which limits multimodal options. The few shoulder bicycle lanes scattered throughout the area are disconnected and located on high-speed, wide roadways that create high-stress environments for potential cyclists. These conditions can be seen on roadways such as MacArthur View in the eastern half of the plan area and Blanco Road in the western half of the plan area.

Community members shared that Blanco Road has good cycling connectivity north of Loop 410, but south of the interstate, there are no bicycle lanes. Jones Maltsberger Road also requires safe, accessible cycling infrastructure, particularly as a connection to McAllister Park, as does Wetmore Road. San Pedro Avenue, similarly, is a key connection for cyclists traveling to and from Downtown. General maintenance of bicycle facilities is also a key concern, as many have been prone to flooding, trash, and debris.

The plan area has the potential to support increased active transportation including access to parks and the greenway system, as well as bicycle and pedestrian facilities that connect to the regional transit network. However, there are issues as well, including unsafe and disconnected bicycle and pedestrian infrastructure, poorly maintained facilities, and dangerous crossings. For example, vehicles on Nacogdoches Road from Northeast Loop 410 to MacArthur View travel very fast, and the roadway has narrow bike lanes and sidewalks, creating a scary and uncomfortable environment for both pedestrians and cyclists. There have been cyclist-involved crashes most prevalently on the Northeast Loop 410 frontage roads and Nacogdoches Road.

d. Pedestrian

For pedestrians, much of the area's sidewalk infrastructure is not well connected, obstructed by utility poles, uncomfortable, or unsafe because of its proximity to traffic. Sidewalk coverage is most prevalent west and north of the Airport; however, most of the facilities have an inadequate width of less than four feet. In addition to expanding sidewalk coverage to areas that do not currently have them, community members also noted that sidewalks that do exist are sometimes poorly maintained in many areas such as the neighborhoods near West Bitters Road and US Highway 281 North. Additionally, most of the VIA routes in the eastern and southern halves of the plan area have limited sidewalk accessibility.

Pedestrians also need improved connectivity to key places of interest, such as retail stores, bus stops on West Bitters Road and US Highway 281 North, and the North Star Transit Center. Since crossings also produce potentially unsafe pedestrian-vehicle interactions, residents recommended pedestrian bridges as an alternative to at-grade crossings at particularly busy roadways such as San Pedro Avenue and Blanco Road. Community members shared that the number of unhoused people in the area, particularly near the Northeast Loop 410 and San Pedro Avenue interchange, can deter pedestrian

activity and create an uncomfortable walking environment.

Most of the pedestrian crashes occur in the southwest part of the Greater Airport Area, along Northeast Loop 410 and US Highway 281 frontage roads, West Avenue, and Jones Maltsberger Road. Three roadway segments were identified by the City of San Antonio as Severe Pedestrian Injury Areas (SPIAs), which is defined as locations where two or more crashes resulting in a fatal or suspected serious injury have occurred within one-half mile of each other. In the Greater Airport Area, these include Blanco Road between West Avenue and Eisenhower Middle School; Blanco Road between Wurzbach Road and Vista View Drive; and San Pedro Avenue between Rampart Drive and East Rector Drive.

A lack of safe and connected sidewalks (and bike lanes), limit residents and visitors' transportation options. As the largest employment center of all 30 sub-areas, the plan area's current network serves a uniquely large and diverse group of users including young families, older adults, commuters, and visitors to the city–each with unique multimodal mobility needs. Practically speaking, however, except for users of the Salado Creek Greenbelt, most commuters who can afford to, opt for personal vehicles for getting around within the area.

PUBLIC DISCUSSION DRAFT

7.2 Mobility Map

[See Figure 24: Mobility Map]

a. How is the Mobility Map used?

The Mobility Map was developed by Planning Department staff and the consultant team with input from Planning Team members and the community. The intent of this map is to provide information and context to decision makers about needed plan area improvements and potential impacts of new developments.

POTENTIAL IMPROVEMENTS

This map highlights many of the plan area's mobility related needs, and some potential improvements that could be funded with public investment. These improvements are meant to support a well-functioning, equitable, and connected transportation system that accommodates all community member's needs, now and in the future. Furthermore, this map highlights some of the areas within the plan area that need improvements to help the City meet its Complete Streets and Vision Zero goals.

All potential improvements require further study prior to implementation to confirm consistency with design standards and impacts on the transportation system.

This map may be used to help understand how transportation and mobility investments and programs can support existing communities as well as future development.

b. Mobility Map Legend

PROPOSED ELEMENTS

Proposed Elements show improvements that could address site specific needs. Proposed Elements include:

- Priority Connections
- Crossing Improvements
- Signage and Wayfinding
- Gateway Features

RECENT PUBLIC INVESTMENT

Bond-funded projects related to mobility are shown to provide information about recent, ongoing, and upcoming investments in the area. Projects shown are from the following Bond Programs:

- 2022-2027 Bond Program
- 2017-2022 Bond Program

MOBILITY AREAS

Mobility Areas are locations that have a demonstrated need for improvement or provide a unique opportunity to improve the plan area's transportation system. Mobility Areas identified on Figure 24 include:

a. US Highway 281 North from Nakoma Drive to Coulter Drive
b. Wetmore Road from Northeast Loop 410 to Thousand Oaks
c. Nacogdoches Road from MacArthur View to Salado Creek
d. West Sunset Road from US Highway 281 North to Broadway
e. Northeast Loop 410 from Blanco Road to McCullough Avenue
f. Blanco Road from Churchill High School to Eisenhower Middle School

Full details on each of the six Mobility Areas are in Section 7.3

c. Proposed Elements

Proposed Elements show improvements that could address site specific needs. Proposed Elements include:

Priority Connections

Priority connections are routes that are significant to mobility in the area and should be considered for improvements and redesign. The following were identified by the Planning Team and the community as other priority corridors that merit further study to provide better multimodal connections and access throughout the plan area:

- Blanco Road from Northeast Loop 410 to West Avenue
- West Avenue from Blanco Road to West Bitters Road
- Broadway from Tuxedo Avenue to Wetmore Road
- McCullough Avenue from West Rector Road to Marquis Lane
- Jones Maltsberger Road from Basse Road to US Highway 281 North

Crossing Improvements

Improvements along a road that accommodate people crossing the street are particularly important. These crossings indicate areas with high pedestrian activity and can integrate desirable colors and designs to increase awareness and safety. They may be at street level, either at intersections or between intersections (mid-block crossings), or above or below the street in the form of a bridge, tunnel, or trail passing below a bridge.

[See Figure 25: Example Midblock Crossing Improvements – Existing]

[See Figure 26: Example Midblock Crossing Improvements – Concept]

PUBLIC DISCUSSION DRAFT

Signage and Wayfinding

Signage and wayfinding direct you from point to point and confirm your progress along a route. This type of signage is especially helpful for areas with numerous landmarks to highlight.

[See Figure 27: Example Signage and Wayfinding]

Gateway Features

Entrances or locations that mark the arrival to an area (neighborhood, district, etc.) or specific destination (park, recreational area, or activity hub) serve as gateway features. These gateways help create a sense of place and overall civic identity. They can take many physical forms, but typically include one or more of the following: distinctive landscaping, unique lighting, iconic architectural elements, monuments, public art and/or signage.

[See Figure 28: Example Gateway Improvements Concept 1: Monument Signage Over the Road]

[See Figure 29: Example Gateway Improvements Concept 2: Monument Signage Along Side of Road]

[See Figure 30: Example Gateway Improvements Concept 3: Monument Signage in Median]

[See Figure 31: Example Gateway Improvements Concept 4: Improvements in Intersection Roundabout]

DRAFT

d. Bond-Funded Projects

2022-2027 Bond Program

Streets, Bridges, and Sidewalks

Proposition A included funds for "Streets, Bridges, and Sidewalks." Seven Mobility-related projects funded through this proposition in the Greater Airport Area include:

- Perennial Area Streets (Heimer Road to Dutch Myrtle Drive)
- District 1 F-Streets (Northern Boulevard)
- District 1 F-Streets (Moonglow Drive)
- District 9 Mobility (Walker Ranch Park)
- District 9 F-Streets (Bluff Ivey Lane)
- District 9 F-Streets (Embassy Oaks and Embassy Row)
- District 9 F-Streets (West Cooker Loop, East Nakoma Drive to North Cooker Loop)

2017-2022 Bond Program

Streets, Bridges, and Sidewalks

Proposition 1 included funds for "Streets, Bridges, and Sidewalks." Four Mobility-related projects funded through this proposition in the Greater Airport Area include:

- Bitters Road Intersection & Sidewalks (Savannah Pass to Blanco Road)
- Jones Maltsberger Road/Burning Trail Intersection
- District 1 Pedestrian Mobility & Streets (Errol Drive)
- District 9 Pedestrian Mobility & Streets (Starcrest Drive)

PUBLIC DISCUSSION DRAFT

7.3 Mobility Areas

Mobility Areas are locations that have a demonstrated need for improvement or provide a unique opportunity to improve the plan area's transportation system. The six Mobility Areas (A-F) on Figure 24: Mobility Map are described in detail below.

a. US Highway 281 North from Nakoma Drive to Coulter Drive

West Bitters Road crossing under US Highway 281 North was one of the most commented on sites within the plan area. Many Planning Team members noted a history of crashes and reported at least one crash at the intersection during the development of this plan. Improvements in the area are needed to clarify the traffic patterns. Protection is also needed for pedestrians, who have few alternative east-west routes, that are trying to cross the highway. US Highway 281 North is a critical freeway in San Antonio and is used by thousands of travelers daily. Despite its prominence and visibility to Airport travelers, the area is frequently criticized as grey and unattractive by residents, making it a key opportunity for public art.

[See Figure 32: West Bitters Road at Hwy 281 – Existing (Mobility Area A)]

[See Figure 33: West Bitters Road at Hwy 281 – Concept (Mobility Area A)]

b. Wetmore Road from Northeast Loop 410 to Thousand Oaks

Wetmore Road is an important north-south connector on the east side of the Airport and serves as a major corridor for aviation freight access. Access to and crossing opportunities on Wetmore Road are limited by the Union Pacific Railroad which runs parallel to the road. Improvements along Wetmore Road should address several mobility objectives. Road improvements should strive to separate pedestrians and cyclists from freight and vehicular traffic, thus minimizing potential conflicts. Additionally, improved rail crossings could help drivers with safer access to Wetmore Road. One way to achieve this is by pursuing the separated multi-use trail concept championed by both the Great Springs Project and ActivateSA. Both organizations identify the Wetmore Road corridor, and specifically the right-of-way between the road and the railroad, as an important space that could be used to link Downtown to northeast San Antonio as part of the regional trail project that would connect to the large urban area that includes Austin.

c. Nacogdoches Road from MacArthur View to Salado Creek

Sites along Nacogdoches Road may be appropriate for pedestrian-friendly, mixed-use "Main Street" developments, as described in Focus Area 2. However, the area is also identified as a Severe Pedestrian Injury Area (SPIA) that needs safety improvement for pedestrians and cyclists. To create safe and connected spaces for cyclists and pedestrians, capitalize on access to the nearby Salado Creek Greenway Trail, and reach the City's Vizion Zero goals, several improvements to the street are needed. Figures 34 and 35 show several potential infrastructure improvements that could be applied at various points along Nacogdoches Road to help it develop as a neighborhood-serving walkable safe "Main Street" that connects the area to the Salado Creek Greenway Trail. Recommended improvements include pedestrian lighting, wide and buffered sidewalks, pedestrian activated crossing signals, opportunities for green stormwater infrastructure and native landscaping, raised crosswalk for traffic calming and higher visibility of pedestrians, improved trail signage, and increased tree canopy.

[See Figure 34: Nacogdoches Road Pedestrian and Bicycle Improvements – Existing (Mobility Area C)]

[See Figure 35: Nacogdoches Road Pedestrian and Bicycle Improvements – Concept (Mobility Area C)]

d. West Sunset Road from US Highway 281 North to Broadway

West Sunset Road is an east-west connection that runs under US Highway 281 North between Jones Maltsberger Road and Broadway. New development on and around West Sunset Road has led to a diversity of housing types, small and large retail outlets, and office uses within close proximity to one another. This mix of uses has increased pedestrian traffic along West Sunset Road, but without corresponding investments in supporting infrastructure.

Figure 37 shows some key improvements recommended for further study and implementation that would contribute to making the space more compatible with increased pedestrian activity. Converting West Sunset Road from four lanes (two in each direction) to three lanes (one in each direction and a shared dedicated center turn lane) will slow traffic and increase pedestrian safety as well as improve the safety of bicyclists using West Sunset Road as an east-west corridor through the area to access neighborhoods and amenities on either side of US Highway 281. Other safety measures include more visible crosswalks and pedestrian signage where cross-streets meet West Sunset Road as well as well-placed mid-block crossings, especially for locations that are more than 300 feet from nearby intersections. Such crossings could be built with painted, raised crosswalks and pedestrian refuge islands for traffic calming and higher pedestrian visibility.

Finally, wider shaded and buffered sidewalks separated from the street will help increase the comfort and safety of pedestrian trips. Particularly important are buffers between the street and sidewalk which can be used to plant shade trees where they do not interfere with overhead utility lines. One Planning Team member suggested Broadway adjacent to The DoSeum as an example of a successful treelined buffer in San Antonio that may serve as inspiration for West Sunset Road.

[See Figure 36: West Sunset Road Pedestrian Safety Improvements – Existing (Mobility Site D)]

[See Figure 37: West Sunset Road Pedestrian Safety Improvements - Concept (Mobility Site D)]

e. Northeast Loop 410 from Blanco Road to McCullough Avenue

Northeast Loop 410 presents north-south commuters of all modes a particularly difficult obstacle to navigate. Drivers frequently face confusing and congested intersections at Blanco Road, San Pedro Avenue, and McCullough Avenue. For cyclists, pedestrians, and the disabled, the barrier is especially pronounced as intersections' potential crossing areas are far apart and filled with fast moving vehicular traffic. In inclement weather, the scale of the intersections makes traveling across Northeast Loop 410 especially hazardous. As the City looks to develop its network of transit and cycling infrastructure and improve pedestrian safety and comfort, special attention and public investment in this area will be needed.

During the planning process, new pedestrian bridges or tunnels crossing Northeast Loop 410, and improvements to sidewalks were all suggested by participants as ways to create new connections and provide pedestrian and bicycle alternatives away from already congested intersections. Public investment in new connections in this area would benefit the entire citywide transportation system while linking plan area hotels (mostly north of Northeast Loop 410) with regional retail like the North Star Mall and Park North Shopping Center. Examples of large pedestrian and cycling connections crossing major transportation infrastructure like Northeast Loop 410 include the Harbor Drive Bridge in San Diego, the Northaven Trail Bridge in Dallas, or the 6th Street viaduct in Los Angeles which also accommodates car traffic.

f. Blanco Road from Churchill High School to Eisenhower Middle School

Blanco Road between Churchill High School and Eisenhower Middle School is a busy, active area, with proximity to two schools, regional parks, numerous apartments, and single-family neighborhoods, as well as a busy H-E-B location and other commercial sites (also see Focus Area 5 and Figure 19 for more information). Blanco Road and West Avenue are the main roads in the area used by cyclists to reach the Salado Creek Greenway Trail entrance at Walker Ranch Park. However, the area is included in a Severe Pedestrian Injury Area (SPIA), and industrial traffic from nearby light industrial uses on West Rhapsody Drive, West Nakoma Street, and Interpark Boulevard, can lead to dangerous conflicts between users further north on West Avenue.

Additional investments along both Blanco Road and West Avenue are needed to better accommodate the increasing levels of multimodal traffic in the area. Several intersections in the area should implement design changes to improve safety and comfort for pedestrians and cyclists, as well as more predictable movement of cars. In particular, the Blanco Road and West Avenue intersection shown in Figures 38 and 39 would benefit from a variety of improvements, including raised crosswalks for traffic calming and higher visibility of pedestrians, wider sidewalks with tree or landscape buffers, and green infrastructure with native landscaping. Additional study will be needed to determine the appropriate configuration and design specifics of the intersection and to address unique design challenges posed by large utility pylons along the north side of West Avenue. Design coordination must also include the Texas of Department of Transportation (TxDOT), which owns Blanco Road.

[See Figure 38: West Avenue and Blanco Road Intersection Improvements – Existing (Mobility Site F)]

[See Figure 39: West Avenue and Blanco Road Intersection Improvements – Concept (Mobility Site F)]

PUBLIC DISCUSSION DRAFT

7.4 Mobility Recommendations

The City of San Antonio consistently ranks among America's most dangerous cities for commuters. Following the COVID-19 pandemic, crashes across the country increased, prompting a re-thinking of transportation infrastructure design. The City should build on initiatives like Vision Zero and the City's Complete Streets Policy and continue working to build public streets that are safe and encourage responsible driving.

Mobility

Recommendation – M 1

Prioritize safe mobility for all.

Strategy – M 1.1

Continue implementation of Vision Zero strategies (reduced speeds, narrow lanes, safer crossings, etc.) for key areas of conflicts between people driving, people walking and people bicycling.

Strategy – M 1.2

Improve safety and reduce delays at railroad crossings.

Strategy – M 1.3

Eliminate low water crossings as roads are reconstructed.

PUBLIC DISCUSSION DRAFT

Streets are public places that can support civic life, public health, and local commerce. Almost 10% of the plan area is City-owned streets. This provides a significant opportunity to reconsider the use and design of these public spaces. Rather than continue to predominantly facilitate only the movement of cars, they should be reimagined to also prioritize other important community goals that improve quality of life.

Mobility

Recommendation – M 2

Transform streets into attractive and functional multimodal assets.

Strategy – M 2.1

Integrate green stormwater infrastructure and street trees into street reconstruction and traffic calming projects.

Strategy – M 2.2

Add crossing Improvements for people accessing transit, trailheads, and schools.

Strategy – M 2.3

Improve walkability and multimodal accessibility of industrial sites and freight hubs to ensure access for the workforce in these areas.

PUBLIC DISCUSSION DRAFT

As San Antonio continues to grow, the City will be faced with increased traffic congestion unless more people feel that they can safely and comfortably travel by modes other than a care throughout the City. Expanding the connectivity of the local street system and enhancing our multimodal options is critical to limiting bottlenecks and managing future traffic congestion.

Mobility

Recommendation – M 3

Support future growth with a connected transportation network.

Strategy – M 3.1

Reconnect neighborhoods through pedestrian-scale improvements at key highway and arterial intersections.

Strategy – M 3.2

Eliminate sidewalk gaps and ensure maintenance of existing sidewalks along multimodal corridors.

Strategy – M 3.3

Provide contiguous protected bicycle infrastructure to connect neighborhoods north and south of the Airport.

Strategy – M 3.4

Develop connections from neighborhoods to access the trail network.

PUBLIC DISCUSSION DRAFT

Section 8 AMENITIES AND PUBLIC SPACES

8.1 Amenities and Public Spaces Snapshot

As the City grows, we need to ensure all communities have things that make them not only nice places to live or work, but also places where people enjoy time outdoors, cultural assets, and basic infrastructure. This section describes desired future projects or policies to make that future a reality.

Amenities and public spaces are essential for a healthy and vibrant community and help shape the community's identity and character. In the Greater Airport Area Regional Center, amenities and public spaces serve as places of connection, recreation, and community gathering. The Greater Airport Area residents and stakeholders highlighted several priorities for parks, open space, trails, and amenities. These include promoting development of underutilized parking lots, increasing walkability within neighborhoods, connecting neighborhoods to community destinations, integrating green infrastructure elements, creating more community gathering spaces, and prioritizing public investments.

Existing and proposed destinations within the plan area include Churchill High School, Walker Ranch Park, McAllister Park, MacArthur High School, Salado Creek, North Star Mall, and Park North Shopping Center. Incorporating amenities and infrastructure improvements, such as plazas, signage and wayfinding, green infrastructure, improved lighting, and crossing improvements into the plan area will help these places realize their full potential and give area residents access to all the benefits that amenities and public spaces offer.

Underutilized parking lots are a common sight in the Greater Airport Area Regional Center. Parking lots occupy valuable real estate and contribute to poor water quality while adding little to the vibrancy and quality of life of the community, especially when they are not being used. The concept of repurposing underutilized parking lots is not only about maximizing land use efficiency but also about fostering healthier, more socially connected, and economically thriving communities. This is accomplished by turning these older, asphalt-covered lots into multifunctional spaces that address the diverse needs of the community. Promoting development on underutilized parking lots into community-serving spaces offers a multitude of benefits that can improve livability within the community. It can also contribute to economic growth by attracting more visitors and businesses and stimulating local economic development. Replacing asphalt with greenery can also reduce the urban heat island effect, which can create more comfortable conditions for active transportation users. At the very least, blank surface parking lots should be improved with green infrastructure, shade trees, and pedestrian walkways.

In order to optimize amenities and public spaces, it is essential to focus on the safety and accessibility of multi-modal connections. The establishment of high-visibility pedestrian crossings is a fundamental step towards ensuring the safety of pedestrians, especially outside of residential neighborhoods. These marked crossings, equipped with clear signage and designated pedestrian zones, enhance the visibility of individuals on foot and reduce the risk of crashes involving pedestrians and other modes of transportation (cars, trucks, bikes, and scooters). Adequate lighting along pedestrian pathways is also crucial for safety, particularly during nighttime. Well-lit streets and crosswalks not only deter criminal activity but also reduce the likelihood of crashes by increasing visibility for both pedestrians and drivers. Improved street lighting also creates a sense of security, encouraging people to utilize public spaces, attend local events, and frequent nearby businesses, thereby fostering a more vibrant and thriving community. Wider sidewalks with even surfaces and minimal obstructions provide a comfortable walking experience. Features like benches, trees, and public art installations can make sidewalks more attractive, comfortable, and inviting, encouraging Greater Airport Area residents and visitors to use them

regularly. Improved sidewalks can also pair well with other forms of transportation when rights-of-way allow, such as bike lanes and public transit stops, promoting multi-modal commuting and increasing transportation choices in the area. To cultivate strong bonds among residents and enhance the character of a community, it is crucial to provide accessible and inviting gathering spaces. By doing so, one can foster a sense of belonging, encourage social interaction, and bolster the unique character of the Greater Airport Area community.

When identifying locations for community gathering spaces, it is essential to consider key destinations such as libraries, community centers, schools, and parks. These areas serve as natural hubs for community activity and can benefit greatly from adjacent gathering spaces. Examples of gathering spaces that can be placed at these key destinations include community centers, libraries, cultural and arts centers, plazas, amphitheaters, play spaces, sculpture gardens, and community gardens. Indoor and outdoor gathering spaces provide platforms for residents to connect, share experiences, and build a sense of belonging. These spaces encourage cultural and artistic expression, promoting diversity and inclusivity within the community. Outdoor spaces can also promote physical activity and mental well-being, contributing to the overall health of Greater Airport Area residents.

Examples of amenities and public spaces include public parks and plazas, greenway trails, community centers, public art, trees and landscaping, lighting, uses of public rights-of-way, and other features that are beneficial to the overall well-being of the residents and visitors. A description of various components that help in creating attractive amenities and public spaces is described in more detail along with locations that were identified by the Planning Team or community during community meetings and input received in surveys.

PUBLIC DISCUSSION DRAFT

8.2 Amenities and Public Spaces Map

[See Figure 40: Amenities and Public Spaces Map]

a. How is the Amenities and Public Spaces Map used?

The Amenities and Public Spaces Map was developed by Planning Department staff and the consultant team with input from Planning Team members and the community. The intent of this map is to provide information and context to decision makers about needed plan area improvements and potential impacts of new developments.

POTENTIAL IMPROVEMENTS

This map highlights many of the plan area's amenities and public spaces-related needs, and some potential improvements that could be funded with public investment. These improvements are meant to support well-functioning, equitable, and accessible systems of physical and social infrastructure that accommodate all community members needs now and in the future.

All potential improvements require further study prior to implementation to confirm consistency with design standards and impacts on the transportation system.

This map may be used to help understand how amenities and public spaces investments and programs can support existing communities as well as future development.

b. Amenities and Public Spaces Map Legend

RECENT PUBLIC INVESTMENT

Bond-funded projects related to community amenities and public spaces are shown to provide information about recent, ongoing, and upcoming investments in the area. Bond projects shown are from the following Bond Programs:

- 2022-2027 Bond Program
- 2017-2022 Bond Program

PROPOSED ELEMENTS

Proposed Elements show improvements that could address site specific needs.

- Plazas
- Parks/Open Spaces
- Public Art
- Signage and Wayfinding
- Trailheads
- Crossing Improvements
- Lighting
- Green Infrastructure
- Streets-to-Creeks Connections
- "Main Street" Elements

PUBLIC DISCUSSION DRAFT

d. Bond-Funded Projects

2022-2027 Bond Program

Drainage and Flood Management

Proposition B included funds for "Drainage and Flood Control" and one Amenities and Public Spaces-related project funded through this proposition is in the plan area.

- Perennial Drive Area Drainage

Parks, Recreation, and Open Space

Proposition C included funds for "Parks, Recreation, and Open Space." Two Amenities and Public Spaces-related projects were funded through this proposition in the plan area.

- Walker Ranch Park
- McAllister Park

Library and Cultural Facilities

Proposition D included funds for "Library and Cultural Facilities." No Amenities and Public Spaces-related projects were funded through this proposition in the plan area.

Public Health and Safety Facilities

Proposition E included funds for "Public Safety Facilities." No Amenities and Public Spaces-related projects were funded through this proposition in the plan area.

2017-2022 Bond Program

Drainage and Flood Control Improvements

Proposition 2 included funds for "Drainage and Flood Control Improvements". Two Amenities and Public Space-related projects were funded through this proposition in the plan area.

- Belfast Drive & Janda Susan Road Area Phase 2
- Blossom Park (Lotus Blossom Street)

Parks, Recreation, and Open Space Improvements

Proposition 3 included funds for "Parks, Recreation, and Open Space Improvements". Two Amenities and Public Space-related projects were funded through this proposition in the plan area.

- District 9 Senior Center
- McAllister Park

Library and Cultural Facilities Improvements

Proposition 4 included funds for "Library and Cultural Facilities Improvements." No Amenities and Public Space related projects funded through this proposition were in the plan area.

Public Safety Facilities Improvements

Proposition 5 included funds for "Public Safety Facilities Improvements." No Amenities and Public Space related projects funded through this proposition is in the plan area.

e. Proposed Elements

Plazas	Plazas of different sizes are places where people can walk, sit, and congregate and often feature walkways, trees, shrubs, shade structures, and flexible seating and table options.
Parks/Open Spaces	Parks can be of varying sizes and include large, linear, or unimproved land that encourage passive or active recreation. Parks can also include amenities such as picnic areas, dog parks, playground, and trails.
Public Art	A display on any medium whose form, function and meaning are created for public viewing purposes. *[See Figure 41: Example Art and Design in the Public Right of Way - Existing]* *[See Figure 42: Example Art and Design in the Public Right of Way - Concept]*
Signage and Wayfinding	Signage and wayfinding direct you from point to point and confirm your progress along a route. This type of signage is especially helpful for areas with numerous landmarks to highlight. *[See Figure 43: Example Signage and Wayfinding]*
Trailhead	An unpaved lane or small road used for walking, hiking, and biking, usually passing through a natural area, or residential. Trailheads refer to the point at which a trail begins, where the trail is often intended for hiking or biking. Trailheads can include a celebrated entrance, site maps, seating, and shading devices.
Crossing Improvements	Improvements along a road that accommodate people crossing the street are particularly important. These crossings indicate areas with high pedestrian activity and can integrate desirable colors and designs to increase awareness and safety. They may be at street level, either at intersections or between intersections (mid-block crossings), or above or below the street in the form of a bridge, tunnel, or trail passing below a bridge. *[See Figure 44: Example Midblock Crossing Improvements – Existing]* *[See Figure 45: Example Midblock Crossing Improvements – Concept]*

Lighting

The use of light is an important element in a public space to help people get oriented and enhance safety. Improved lighting is particularly significant to emphasize walkways, gathering places and building entrances. In certain areas of the City, lighting fixtures compliant with the Dark Sky initiative are preferred.

[See Figure 46: Non-Compliant Dark Sky Initiative Lighting Fixtures]

[See Figure 47: Preferred Dark Sky Initiative Lighting Fixtures]

Green Infrastructure

Green Infrastructure improvements help protect, restore, or mimic the natural water cycle to manage stormwater runoff. Some techniques can include permeable pavement, bioswales, green roofs, downspout planters, and rainwater harvesting.

Street-to-Creeks Connection

Specific geographic locations that are missing segments of roadway, sidewalks, or trails that will help improve mobility within the plan area and increase access to trail amenities.

[See Figure 48: Streets-to-Creeks – Existing]

[See Figure 49: Streets-to-Creeks – Concept]

"Main Street" Elements

"Main Streets" should incorporate public and private realm design elements that support civic and public life as well as commerce. Public realm improvements should create safe, comfortable, walkable, and inviting spaces that encourage gathering and social interactions. The siting, massing, and design of private buildings should complement the public realm by reducing the impact of cars and parking on public space, helping to provide shade, and contributing to the character and vibrancy of activity along the street.

8.3 Amenities and Public Spaces Recommendations

Encouraging the development of underutilized parking lots with community-serving uses, open spaces, green infrastructure, and other amenities to revitalize neighborhoods can help create more livable, sustainable, and vibrant urban environments. This recommendation identifies community-serving uses that can be integrated into the redevelopment of parking lots.

Amenities and Public Space Recommendation – APS 1

Promote redevelopment of underutilized parking lots with community serving uses, open spaces, and amenities.

Strategy – APS 1.1

Inventory larger, underutilized parking lots and initiate discussions with property owners.

Strategy – APS 1.2

Work with property owners to facilitate shared parking solutions that help meet demand with less overall parking supply.

Strategy – APS 1.3

Explore incentives to replace parking lots in order to integrate community benefits into development projects.

Strategy – APS 1.4

Create neighborhood sidewalk connections to new community serving uses.

PUBLIC DISCUSSION DRAFT

This recommendation stresses the importance of creating better pedestrian connections within and between neighborhoods and community destinations to support healthy lifestyles, promote safe travel, and encourage use of area amenities.

Amenities and Public Space Recommendation – APS 2

Safely connect neighborhoods to community destinations with high visibility pedestrian crossings, improved lighting, shade, and enhanced sidewalks.

Strategy – APS 2.1

Prioritize access to shopping and activity centers, schools, parks, and open spaces with pedestrian crossing improvements, sidewalk enhancements, and trail connections.

Strategy – APS 2.2

Add people-scaled lighting along major roads and within neighborhoods.

Strategy – APS 2.3

Incorporate wayfinding signage for pedestrians and cyclists, especially leading to schools, parks, and other community destinations.

Strategy – APS 2.4

Provide shade along key connections and in commercial areas including parking lots.

Strategy – APS 2.5

Consider downward facing lighting options that are better for both wildlife and airport operations.

PUBLIC DISCUSSION DRAFT

Stormwater management is a critical concern for community members due to the number of impervious surfaces in the plan area. To address these issues and promote sustainability, this recommendation advocates for the utilization of green stormwater elements and Low Impact Development (LID) techniques in new development and redevelopment projects. These strategies not only mitigate flooding but also beautify urban spaces, create valuable buffers, and contribute to the overall health of communities and the environment. Examples of green stormwater elements include, but are not limited to rain gardens, permeable pavement, and bioswales.

Amenities and Public Space Recommendation – APS 3

Include green stormwater elements to beautify spaces, create buffers, and mitigate flooding.

Strategy – APS 3.1

Integrate green infrastructure improvements in public street maintenance and improvement projects.

Strategy – APS 3.2

Integrate green infrastructure elements and improvements in parking lots and landscaping.

Strategy – APS 3.3

Integrate green infrastructure best practices to ensure new greenways and park space provide multiple benefits.

PUBLIC DISCUSSION DRAFT

Despite the relatively high concentration of retail and commercial spaces, area residents regularly cited a lack of high-quality public spaces. Many called for additional and improved gathering spaces to facilitate bonds among residents and enhance the character of the community, especially at the neighborhood scale.

Amenities and Public Space

Recommendation – APS 4

Create indoor and outdoor community gathering spaces at key destinations and at locations with underutilized land to cultivate community connections and enhance community character.

Strategy – APS 4.1

Work with developers and owners of larger properties to identify opportunities for new gathering spaces that are accessible to the public.

Strategy – APS 4.2

Engage the community in designing new or improved public spaces to ensure they reflect the people and culture of the area.

Strategy – APS 4.3

Integrate public art into community gathering spaces that helps to tell the story of the area.

Strategy – APS 4.4

Provide shade at connections between neighborhoods and different destinations.

Strategy – APS 4.5

Provide water fountains to people to stay hydrated during warmer seasons.

PUBLIC DISCUSSION DRAFT

The strategic allocation of public investments plays a pivotal role in creating safer, more beautiful, and economically vibrant communities. By strategically directing resources, the Greater Airport Area Regional Center Plan can catalyze positive change, boost economic growth, and create a thriving urban environment. Public investments targeted at improving safety through measures like enhanced street lighting and improved infrastructure can lead to lower crime rates. Safer neighborhoods foster a sense of security and attract residents and businesses. Investments in beautification projects such as landscaping and public art can significantly improve the visual appeal of a community. These enhancements can also be particularly impactful in attracting visitors and potential private investors.

Amenities and Public Space

Recommendation – APS 5

Prioritize public investments that improve the safety and aesthetics for existing residents and businesses and that encourage complementary private investments.

Strategy – APS 5.1

Integrate safety elements, landscaping, and public art into maintenance and replacement projects.

Strategy – APS 5.2

Prioritize public improvement projects within and around identified focus areas and priority mobility areas as identified in this plan.

PUBLIC DISCUSSION DRAFT

Section 9 HOUSING

9.1 Housing Snapshot

Anticipation of future growth throughout the City necessitates a discussion of housing in each SA Tomorrow sub-area plan. This section outlines recommendations for housing in the Greater Airport Area Regional Center that align with and support the broad development concepts in the future land use section.

The Greater Airport Area Regional Center had a population of approximately 72,160 people or 29,700 households in 2021 (A household is composed of one or more people who occupy a housing unit.) Population growth in the area has slowed from 0.7% between 2000 and 2010 to 0.1% from 2010 to 2021 with the number of households growing at 0.8% and 0.2% during these periods, respectively. Population and household growth rates in the area are both lower than for the City, which grew 0.9% in population and 1.0% in households for the period from 2010 to 2021.

The characteristics of households in the Regional Center differ from the City overall. Fifty-two percent of households in the Greater Airport Area are considered family households, in which the people within the households are related by birth, marriage, or adoption. The City of San Antonio has a higher share of family households, with 65% of households falling into this category. The Regional Center has an average household size of 2.19 people, smaller than the overall City's average of 2.69. The plan area's population has a similar age profile compared to the City's population overall; the median age in the area is 37.1 years, compared to 34.5 in the City. The Regional Center has a one percent higher share of millennials (ages 20-35) and a two percent higher share of seniors (age 65+) than the City overall.

The average household income in the Greater Airport Area Regional Center ($74,104) is five percent higher than the City average ($70,801). The education attainment levels of residents in the Regional Center are higher than those of the rest of San Antonio. Of the area population aged 25 and older, 4% have less than a high school diploma (compared to 17% in the City), and 43% have an Associate's, Bachelor's, or Graduate/Professional degree (compared to 32% in the City).

HOUSING SNAPSHOT	GREATER AIRPORT AREA	CITY OF SAN ANTONIO
Total Population	72,160	1,463,625
Total Households	29,700	533,534
Annual Household Growth (2010-2021)	0.2%	1.0%
Average Household Size (Persons)	2.19	2.69
Non-Family Households	48%	35%
Average Household Income	$74,104	$70,801

Source: ESRI Business Analyst (2021)

The housing stock in the Greater Airport Area Regional Center differs from the City overall. There are 36,396 total housing units in the Regional Center. Only 39% of housing units are detached single-family homes, far lower than the City's share of 62%. Units in the area are more likely to be renter-occupied in the Greater Airport Area than in the City overall. 40% of housing units are owner-occupied, compared to 54% across the City. Most housing units were built between 1970 and 2000, with the largest addition to the housing stock (30%) added during the 1980s.

Housing costs in the plan area are similar to the rest of San Antonio, although costs vary by location. The average single-family home price is $316,000 in the 78216-zip code and $534,000 in 78209, while the citywide average is approximately $301,000. Some homeowners are cost burdened, with 23% paying more than 30% of income towards housing. Forty percent of homeowners in the Regional Center do not have a mortgage, compared to 37% overall in Bexar County. Apartment rental rates are similar to the City overall, averaging 2% lower monthly rents than the City at large. Seventy-five percent of rentals are affordable to a household earning the Citywide median income of $52,361. Rent in the Greater Airport Area has increased at a slightly lower rate than the County overall since 2010, with average monthly rents increasing by $371 since 2010.

GREATER AIRPORT AREA PERCENT OF COST BURDENED OWNER HOUSEHOLDS, 2021

Owner Cost Burden: 23% of homeowners are cost burdened, paying more than 30% of income towards housing.

Source: ESRI Business Analyst (2021)

The Greater Airport Area Regional Center was forecast by the Alamo Area Metropolitan Planning Organization (AAMPO) to grow by 3,500 housing units from 2010 to 2040. From 2010 to 2021, the Regional Center has captured approximately 1,100 new housing units, which matches with the rate of housing growth forecast for the area.

PUBLIC DISCUSSION DRAFT

9.2 Housing Challenges

The Greater Airport Area Planning Team completed an assessment of the Regional Center's housing challenges as part of two Planning Team meetings devoted to economic development and housing during the planning process. This analysis helped identify housing challenges that need to be addressed in the plan and missing housing types the plan can help capture. There are three main housing challenges that were identified for the Greater Airport Area.

a. Housing Diversity

The Greater Airport Area Regional Center is one of the more diverse regional centers in terms of housing stock, given that only 39% is detached single-family. However, there are housing product types that are missing that could aid in diversity and address the needs of existing residents. Two specific housing issues were identified by the Planning Team: lack of diverse housing types and lack of older adult housing.

b. Limited Opportunity and Airport Conflicts

The housing growth forecast for the Greater Airport Area is one of the lowest for all the City's regional centers due to the lack of easily identifiable locations for new housing. The plan area has limited sites and opportunities for new housing development that are not part of a redevelopment project. In addition, the Airport and its safety restrictions on uses near runways/flight paths also limits potential new housing locations. The result is limited potential for residential development to support the expected job growth.

c. Transitions to Existing Neighborhoods

The plan area has several established neighborhoods abutting commercial areas and even Airport-related uses. New development and redevelopment on the edges of these neighborhoods should be mindful of the height and context of their surroundings. Redevelopment of commercial centers also presents an opportunity to better connect neighborhoods physically to retail and commercial services through paths for alternative modes.

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9.3 Housing Recommendations

New housing has the potential to negatively impact operations at the Airport if allowed in areas where it is not suitable. The Planning, Development Services, and Neighborhood and Housing departments should more closely collaborate with Airport staff to ensure that new housing avoids creating compatibility issues.

Housing Recommendation – H 1

Address future population growth by guiding development towards more appropriate areas of the Regional Center, and limiting housing in areas that might impact San Antonio International Airport's operations.

Strategy – H 1.1

Encourage new development that incorporates both commercial and residential uses in areas designated Mixed-Use on the Future Land Use Map, particularly for sites off Loop 410 and San Pedro Avenue.

Strategy – H 1.2

Create a working partnership with Airport staff to jointly review land use policy and zoning changes and development requests, including residential uses, in the regional center to ensure the continued safe and efficient operation of the Airport, while not exposing people living or working nearby to negative environmental or safety impacts.

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Housing that supports a diversity of ages is important to maintaining a broad base of support for well-functioning schools, hospitals, and a variety of services and retail opportunities over time. Yet, housing in the plan area that is accessible to older adults and young people was cited as limited in supply. These housing types include missing middle housing (e.g., duplexes, townhomes, small-scale multi-family) older adult housing options, and starter homes accessible to young people.

Housing

Recommendation – H 2

Encourage and attract the development of housing types that are accessible to young families and a growing number of older adults.

Strategy – H 2.1

Support the development of "starter homes" that are affordable to young families and small households.

Strategy – H 2.2

Support "aging-in-place," by partnering with organizations that provide services to home-bound older adults.

Strategy – H 2.3

Identify potential locations for housing projects that support older adults' needs, like age-restricted affordable units, by working with housing developers and non-profit service providers that specialize in housing for older adults.

Strategy – H 2.4

Support incremental changes in development patterns that allow for new product types that respond to changes in area demographics, especially when developed by resident homeowners, small local developers, and small financial institutions.

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Missing Middle Housing

Missing middle housing options include a range of house-scale buildings with multiple units that provide variety beyond the conventional single-family detached products that are typically seen throughout the Greater San Antonio Area. They offer options that are compatible with detached single-family homes. Figures 50-52 graphically depict a range of lower and higher density missing middle housing product types that are encouraged to diversify choices for the City's current and future residents and workforce.

[See Figure 50: Missing Middle Housing – Typical Existing Neighborhood Conditions]

[See Figure 51: Missing Middle Housing – Lower Density Concepts]

[See Figure 52: Missing Middle Housing – Higher Density Concepts]

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The Greater Airport Area is one of the largest employment centers in the city. Providing housing opportunities to the local workforce so they can live near their jobs helps support a more efficient economy by reducing the length of trips on local roads and costs associated with commuting more broadly. Further, living and working in the area is already a benefit that many in the area cite as creating a strong sense of community and identity, which should be preserved and expanded.

Housing

Recommendation – H 3

Improve and expand the area's stock of market-rate and workforce housing options.

Strategy – H 3.1

Encourage development on sites near current and planned transit such as in Focus Area 3: Isom Road to reduce commute times, congestion, and personal transportation costs.

Strategy – H 3.2

Incentivize development that are designed for small families, people with disabilities, and older adults living on fixed incomes, like single-bedroom units and studios.

Strategy – H 3.3

Explore the creation of a grant program to assist with maintenance and façade improvements that help preserve access to privately owned naturally affordable residential properties in the plan area.

Strategy – H 3.4

Encourage and attract the development of a diversity of housing types including townhomes, condos, and multi-unit buildings.

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Section 10 ECONOMIC DEVELOPMENT

10.1 Economic Development Snapshot

Future economic growth depends on economic opportunities within an area. This section describes specific recommendations to help create an area with a thriving economy.

The Greater Airport Area Regional Center is a major office and commercial hub in the San Antonio region, with major retail destinations including the North Star Mall, Park North Shopping Center, and the Alamo Quarry Market. The San Antonio International Airport is itself a major employment hub and attracts a large amount of complementary commercial development to the area including industrial and flex space, hotels, and restaurants.

The Greater Airport Area Regional Center had nearly 87,600 jobs in 2021. The Regional Center has a diverse mixture of employment as no industry accounts for more than 20 percent of the total jobs. Professional Services, Retail Trade, Accommodations and Food Service are the largest industries. There are also 6,500 jobs within businesses located in and adjacent to the Airport including over 2,000 City of San Antonio jobs. The area is home to major corporations including the corporate headquarters of Whataburger and other major employers such as United and Southwest airlines, area hotels, and Clear Channel Outdoor/I-Heart Media.

Employment in the Greater Airport Area is mainly distributed among medium and high wage jobs with 32% of workers earning between $15,000 and $40,000 annually and 45% earning over $40,000 annually. Low-wage jobs with earnings less than $15,000 per year account for 23% of all jobs. Most people employed in the Greater Airport Area Regional Center do not live in the area – 94% of workers commute in from other places. Most workers come from relatively close by, with 46% commuting less than 10 miles.

The Greater Airport Area is a major office location in the San Antonio region. There are 9.3 million square feet of office space in the Regional Center with over 550,000 square feet built since 2010. The area has a higher vacancy rate at 15.9% compared to Bexar County with a 9.3% vacancy rate. The Greater Airport Area also has a sizeable inventory of industrial space totaling 6.5 million square feet.

The Greater Airport Area is also a hub for retail, accommodations, and food service due to its central location in the region and Airport-related activity. The Regional Center has 8.9 million square feet of retail space. There are also 29 hotel/motel properties with over 4,500 rooms.

The plan area was forecast by the Alamo Area Metropolitan Planning Organization to grow by 39,400 jobs between 2010 and 2040, which is an average of 1,313 jobs per year. The Regional Center has been outpacing the growth forecast over the past decade adding 16,028 jobs from 2010 to 2019, which is an annual increase of 1,780 jobs per year.

During the planning process, the Planning Team members were asked to assess the Regional Center's economic challenges during discussions at two Planning Team meetings devoted to economic development and housing. Planning Team members were presented with relevant existing conditions data and asked to qualitatively describe the plan area's strengths and challenges. These conversations helped identify specific economic challenges to be addressed in the plan as well as the economic opportunities the plan can help encourage.

10.2 Economic Challenges

The Greater Airport Area Regional Center has many economic assets and strengths. It is a major employment center in the City with a diverse mixture of jobs. Its central location in the region, superior connectivity via major highways (Loop 410 and US Highway 281), the San Antonio International Airport, and transit services makes it a desirable location for many businesses. The Planning Team, however, did identify some economic challenges:

a. Infrastructure Investment

As the Greater Airport Area continues to grow, new infrastructure investment is needed to allow for greater density and redevelopment. Specifically, transportation infrastructure improvements are needed to improve transit service and connectivity, especially with VIA's investment in the Advanced Rapid Transit Green Line that connects the Regional Center with Downtown and the Brooks area. Additionally, investment in more well-connected multimodal infrastructure is needed to accommodate anticipated additional density.

b. Maintaining Opportunity for Growth of the Airport

The San Antonio International Airport recently completed a Strategic Development Plan to guide its future growth. The City and Airport management have been making significant investments and improvements at the Airport to support this growth and expand air service to the region. The Airport boundaries are relatively fixed with little to no room for major outward expansion. As a result, efficient utilization of the land controlled by the Airport is essential. Equally important is ensuring that new development adjacent to the Airport does not impact existing or potential operations. Balancing new residential and commercial development while protecting Airport operations will be an ongoing challenge for the area.

c. Limited Land for Development

The Greater Airport Area Regional Center is mostly built out with very few vacant parcels of land that can support new development. Infill development and redevelopment of existing parcels with newer, higher intensity uses is the primary way the Regional Center can accommodate forecasted population and employment growth. The cost and complexity of redevelopment is higher than in other regional centers as a result. Support for redevelopment and repurposing is needed.

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10.3 Economic Opportunities

Target industries and economic opportunities are meant to help organize the City's economic geography and provide guidance on the role the Greater Airport Area can play in the City's overall economic development efforts. These identified industries can 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 Greater Airport Area Regional Center are:

a. Live, Work, Play Nodes

The Greater Airport Area is a destination for retail and food services; however, these retail and food services are accessed primarily by automobile. Supporting more compact, walkable, mixed-use redevelopment at a variety of scales around existing major destinations such as North Star Mall and Park North Shopping Center, as well as in the plan's designated focus areas, encourages reinvestment in underutilized parcels and promotes increased vitality that is accessible to more people. Infrastructure investments that support better connectivity and improved mobility options are also needed and complement this type of mixed-use development.

b. Airport Fueled Ecosystem

San Antonio International Airport is a major economic asset and should be leveraged to support additional economic activity. The City controls land near the entrance to the Airport that has the potential to be developed for airport-related activities. Also, the ever-changing needs of the Airport and related mobility uses will create opportunities for reuse and repurposing of land around the Airport. An example of this is the Consolidated Rental Car Center or CONRAC. The CONRAC is a 1.8 million square foot facility. Convenient for travelers to access and return rental cars near the airport and improves traffic flow inside the airport. Further, consolidation of rental car companies into a central space next to the Airport, which has led to parcels around the Airport being vacated by car rental companies. These sites and other low value use (e.g., long-term parking lots) have the potential to attract airport support businesses and companies, especially in a more efficient land use pattern.

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10.4 Attributes of a Vibrant Economic Place

Successful economic places have common attributes that help create their success. These attributes help to build upon the traditional attributes of attractive employment locations to create a cohesive strategy for managing these places. Each SA Tomorrow regional center is evaluated based on the presence of these attributes.

The Greater Airport Area Regional Center has many of the attributes that help create successful, vibrant economic places. The findings of the assessment for these attributes are detailed in this section, and identified shortcomings are addressed in the Economic Development recommendations and strategies.

a. Anchor Institutions

Anchor institutions need to be connected and integrated into the fabric and strategy of the place.

The Greater Airport Area Regional Center has many anchors including the San Antonio International Airport and the Whataburger corporate headquarters.

b. Brand

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

The San Antonio International Airport has a strong brand and aviation focused identity, which supports and aids some surrounding businesses that are airport related. Beyond that, there is a general lack of a cohesive identity and awareness of the employment uses in the Regional Center that are not airport related. Certain destinations, such as the North Star Mall, have a strong brand and identity but are specific to that property. A more cohesive identity for the area can help support business attraction and retention, especially highlighting the large presence of professional services jobs and major company headquarters/offices.

c. Finance/Incentives

Economic development tools like improvement districts and Tax Increment Financing (TIF) can help to finance capital projects as well as fund operation and maintenance.

No public financing tools have been leveraged in the plan area (outside of the Airport). The strength of the market in the plan area does not indicate the need for incentives aside from perhaps the creation of affordable housing options. Investment districts, such as a Public Improvement District (PID), could fund improvements desired by the residents and businesses in the plan area that are not likely to be funded through the City's capital improvement program.

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d. Investments

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

The Regional Center has been built primarily through private investment outside of the Airport. Improvements to the major highways have helped support growth but there is a need for additional investment. The private sector is not likely to fully fund the public infrastructure and amenities that are missing in the area.

e. Organizations/Partnerships

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

Successful office employment areas in the US often benefit from a collective effort between businesses, property owners, workers, and municipalities to manage and promote these areas. There are a variety of organizational structures that can be implemented. Typically, these entities focus on economic development, transportation management, area promotion/branding, and/or public space/amenity management to support the economic growth of the area while addressing major issues. Economic entities such as the North San Antonio Chamber of Commerce and Greater:SATX support businesses in the Regional Center but they are also focused on a larger area. These entities are important partners, but the area could benefit from an organization focused primarily on supporting the economic growth of the Greater Airport Area Regional Center beyond the Airport specific focus of the City and Airport management.

f. Transportation

Transit 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.

Regional transportation connectivity to the Greater Airport Area is strong, especially for transit. The plan area has access to several bus lines, the North Star Transit Center, and the planned VIA Rapid Green Line. US Highway 281 and Loop 410 also provide good connectivity. However, those major highways bisecting the area and the Airport itself make internal mobility within the Regional Center difficult.

g. Urban Design/Planning

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

The disjointed land use pattern in the Greater Airport Area, due to the Airport and the major highways bisecting it, inhibits redevelopment opportunities. Strategically focusing redevelopment and connectivity investments in focus areas and along priority corridors can help to create a land use pattern and design aesthetic more conducive to redevelopment in key locations throughout the Regional Center.

10.5 Economic Development Recommendations

Many of the retail centers in the Greater Airport Area have reached an age where reinvestment or redevelopment are necessary to improve their economic value. Retail demands for both the region and local neighborhoods have shifted with new competitive locations and shifts to e-commerce. Retailers are looking to consolidate into central spaces and in the most vibrant retail centers. This means there is likely need and potential for converting some of the centers in the area into mixed-use developments that have a greater focus on businesses supporting the surrounding neighborhoods. The addition of multi-family residential uses can help address the financial burdens of reinvestment and add to vitality and foot/car traffic for repurposed retail spaces.

Economic Development Recommendation – ED 1

Attract commercial activity to the area to improve the economic performance of the Greater Airport Area Regional Center.

Strategy – ED 1.1

Identify potential sites for public art instillations and gateway features that promote the area's position as both a major center for commerce and as an introduction to San Antonio for travelers using the airport.

Strategy – ED 1.2

Develop an incentive and public financing support toolkit for reinvestment of shopping centers that provides guidance for desired land use patterns, connects property owners/developers to resources, and provides financial support for redevelopment into higher density uses.

Strategy – ED 1.3

Develop a tactical placemaking program that outlines parameters for temporary and/or permanent community enhancements (i.e., painted street intersections, outdoor dining options, and community art installation) in public spaces.

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The Greater Airport Area has the potential to leverage the growth and expansion of operations at the Airport to attract and catalyze new businesses in the area. The airport has underutilized land that potentially could be used for the attraction of businesses to the area. The area businesses and property owners can also benefit from a greater partnership with the airport to create a cohesive identity and economic development strategy for the regional center.

Economic Development Recommendation – ED 2

Develop partnerships to better leverage airport activity for attracting and growing economic activity throughout the regional center.

Strategy – ED 2.1

Work with San Antonio International Airport area businesses and property owners, and other economic development entities to explore options and interest in the formation of a place management organization, transportation management association, and/or economic development partnership to support the future growth and economic health of the Greater Airport Area.

Strategy – ED 2.2

Partner with the San Antonio International Airport to identify long-term opportunities for underutilized land adjacent to the airport, specifically in the northeast quadrant of the Loop 410 and U.S. Highway 281 interchange.

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The development of any place starts with investment in its people. Removing barriers to access for essential goods and services, public and private, is critical for fair and equitable outcomes in the plan area.

Economic Development Recommendation – ED 3

Address equity in the area by working to ensure all residents have access to jobs, food, and green space.

Strategy – ED 3.1

Review zoning regulations to remove unintended barriers to the sale of food, especially in areas with limited access.

Strategy – ED 3.2

Provide green spaces (like pocket parks) where residents currently do not have access to such amenities, such as lower income areas like Focus Area 3.

Strategy – ED 3.3

Make investments in the transportation infrastructure in areas where the infrastructure prevents access to jobs, food, and green space.

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Small businesses are the foundation of the plan area's economy. Business owners and employes create a base of activity that supports commerce and civil society in a way that is unique in San Antonio. Providing resources for small businesses and pursuing policies that support local small business owners, who are invested in the success of the area, means building a stronger and more dynamic jobs market for all San Antonians.

Economic Development Recommendation – ED 4

Support the Greater Airport Area's small businesses and local employers.

Strategy – ED 3.1

Develop a small business roundtable to help organize local businesses and identify ways the City can support Greater Airport Area job providers.

Strategy – ED 3.2

Raise awareness of the City's Ready to Work education and job placement program.

Strategy – ED 3.3

Reduce barriers to developing building types that support small businesses like live-work spaces and maker spaces.

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Section 11 NEIGHBORHOOD PROFILES AND PRIORITIES

11.1 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 or community 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.

The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient, and effective structure for neighborhood planning. The Sub-Area Plans are intended to increase equity citywide, by ensuring that all of San Antonio's neighborhoods have a base level of policy guidance, as many neighborhoods within the City lack an existing neighborhood plan or a registered neighborhood organization. In this way, each Sub-Area Plan will integrate key elements of existing neighborhood plans for those neighborhoods that have a 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 summarizes strengths, weaknesses, opportunities, challenges, and priorities for each participating neighborhood to more efficiently direct public and private investment to help these neighborhoods achieve their short-term goals and long-term vision.

a. Development of Neighborhood Profiles and Priorities

At the beginning of the sub-area planning process, all registered neighborhood associations were invited to participate in the planning process by assigning a representative to the Planning Team. The Planning Team provided input that was used to develop the recommendations, strategies, and broader content of the entire sub-area plan. Additionally, neighborhood associations that participated by assigning a Planning Team member, were also invited to work with staff on developing a Neighborhood Profile and Priorities section for their association.

To develop the Neighborhood Profile and Priorities sections, neighborhood association members were asked to think about their neighborhood over the next 10-15 years and provide inputs relating to strengths, weaknesses, opportunities, and challenges, which were used to develop a profile and set of priorities.

PROFILE: STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND CHALLENGES

The Strengths and Weaknesses listed below are represent current conditions in the neighborhood that residents reported valuing or that their area may be struggling with. Opportunities and Challenges are ideas about what could be done in the future to both enhance what is working and to address ongoing needs.

PRIORITIES

Priorities identify common themes expressed by association members that deserve more attention and focus on in the future.

b. Acknowledgements

Special thanks to all Arboretum, Blossom Park, Bluffview of Camino Real, Greater Harmony Hills Shearer Hills / Ridgeview, and Woodlands of Camino Real residents and stakeholders who spent time and energy speaking with Planning Department staff throughout the planning process, and to the numerous area residents and stakeholders who contributed to this document by meeting with the Planning Department.

c. Previous Plans

The San Antonio International Airport Vicinity Land Use Plan (Adopted, 2010), and the North Central Community Plan (Adopted, 2002) are two previously adopted Community plans that overlap with much of the Greater Airport Area Regional Center Plan area. The areas north of Brookhollow Boulevard and west of Heimer Road, however, were not included within either of these plans. The existing 2002 and 2010 plans both overlap with multiple sub-areas and include several neighborhoods. The following neighborhoods—except for the Arboretum Neighborhood Association—were included within the boundaries of one of these two existing plans.

11.2 Arboretum, Bluffview of Camino Real, and The Woodlands of Camino Real

[See Figure 53: Arboretum, Bluffview of Camino Real, and The Woodlands of Camino Real Neighborhood Association Map]

a. Neighborhood Snapshot

The Neighborhood Profile and Priorities section for the Arboretum, Bluffview of Camino Real (Bluffview), and The Woodlands of Camino Real (The Woodlands) was developed with input from association members from all three neighborhoods.

The neighborhoods of Arboretum, Bluffview, and The Woodlands were primarily developed with single-family homes between 1980 and 2000. Bluffview is registered with the City as an HOA, and The Woodlands and Arboretum are registered as Neighborhood Associations. All three neighborhoods are north of the Airport and near US Highway 281 North. Bluffview and The Woodlands are contiguous and to the west of US Highway 281 North, while Arboretum is to the east. All three are close to Focus Area 1 (Bitters at 281) and have a special interest in the area.

Each of the neighborhoods has access to nearby amenities like the Bluffview Recreation Area on Walker Ranch Drive, Follen Memorial Curb Park on Bluff Manor Drive, and nearby parks like Walker Ranch Park and McAllister Park.

b. Strengths

Strengths are unique things that make the area a good place to live or visit.

These neighborhoods boast an array of strengths that make them appealing places to live. Residents noted their prime location, the presence of many heritage trees, and the tranquility of the area as well as quick access to Downtown amenities and the new Walker Ranch Senior Center. Residents value their safety and sense of community, driven by friendly neighbors who actively maintain engaged and well-connected associations.

Proximity to services like shopping, medical facilities, and the Airport adds to these neighborhoods' convenience. The abundance of trees, well-maintained homes, and competitive public schools contribute to the quality of life in the area. The addition of Walker Ranch Park and the Senior Center has enriched recreational opportunities, including creek trails and picnic areas. The presence of the Brook Hollow Library and nearby entertainment venues further enhances the area's appeal for these neighborhoods.

Residents appreciate the mature, well-maintained nature of the neighborhood, citing its centralized location as a significant advantage. Many area destinations are accessible by car but proximity to North Star Mall, Park North Shopping Center, and a variety of restaurants make life in the area especially convenient for residents. Furthermore, the

community's peaceful atmosphere and abundant greenery make for a pleasant living environment.

c. Weaknesses

Weaknesses refer to issues that locals encounter and could be improved upon.

The neighborhoods identified various weaknesses that impact livability and safety. Residents expressed safety concerns, with some highlighting recent reports of vehicle break-ins and theft and noting easy getaways to area highways as compounding safety risks. Noise from aircraft raises discomfort among residents as well. Residents were concerned about local public schools and stressed the need for future investments and planning that support students in the area.

Commercial developments, logistics centers, and increased traffic—especially by large trucks—have brought visual, safety, and noise disturbances. Some residents noted that a lack of community engagement, limited public spaces, and a shortage of walkable amenities contribute to a sense of isolation. Traffic congestion, parking issues, overgrown or poorly maintained sidewalks, and air quality concerns were also raised. The challenges around planning, infrastructure, and safety significantly affect residents' quality of life and the neighborhoods' overall appeal.

d. Challenges

Challenges are things that need to be overcome to address issues facing the area.

Safety concerns around transportation, environmental issues, urban development, and an aging population were all raised as challenges facing the community in the future. Local intersections like W Bitters Road and Walker Ranch were noted as difficult and dangerous. Residents expressed concerns about crashes and speeding vehicles in the area and noted a need for traffic calming infrastructure or additional signals.

Oak trees in the area are valued by residents and recent issues with oak wilt disease were a noted concern. Many residents feared the loss of the area's oak trees and stressed the need for a community effort to manage the issues, noting a need for pest and insect control.

Consistent concerns were expressed about the planning and development process that led to the recent development of large, regional-serving logistics facilities. Specific concerns included the loss of green space and tree canopy and resulting stormwater run-off concerns, over-commercialization of the area, and compounding traffic concerns.

Some residents reported a lack of amenities and opportunities for young people in the area made it less attractive to future generations. Specifically, a need for more recreational facilities, restaurants, and community spaces that cater to young families was noted.

e. Opportunities

Opportunities are things that could be done to improve what is good about the area.

Residents in the three participating neighborhoods described several opportunities for making the area better. These included addressing safety concerns such as challenges relating to transportation, the need for more investment in community engagement, enforcement of development regulations that preserve green spaces and trees, and support for small and neighborhood-scale businesses.

Suggestions to add traffic calming devices and signals at busy intersections aim to address issues of hazardous driving conditions and growing concerns about truck traffic in the area. Large-scale freight and trucking were a specific concern that was noted as dangerous to pedestrians and cyclists. By improving and preserving local road conditions, residents hope to create an environment where they can safely and easily move around the area. There was a special emphasis placed on the need for

sustainable urban development and care for the area's environmental resources.

Residents identified the need for more clarity and the ability to provide input into decisions around project approvals and zoning changes, especially for large developments. Preserving trees and open spaces and incorporating ecologically friendly designs and greenery into new projects was strongly advocated as a way to promote a resilient environment and maintain livability.

There was also broad support for small businesses and for community-oriented services rather than large regional serving chain stores. Residents recognized the potential for change in nearby vacant and underutilized sites, seeing opportunities to expand community spaces and commercial areas that support residents, local entrepreneurs, the economy, as well as civic life.

f. Priorities

Residents shared several common priorities that would make the area a better place to live.

Common issues that were important to residents largely centered around development in and around the area. While participants generally want to see investment in the area, some of their priorities for how change should look are listed below:

- Maintain a neighborhood scale, especially in areas adjacent to neighborhoods and single-family homes.
- Improve streets and appropriately manage industrial traffic.
- Invest in small and locally owned retail and commercial businesses that serve residents.
- Improve the quality of public infrastructure and services.
- Expand and preserve parks, open spaces, and recreational facilities.

By prioritizing these issues community members hope to keep what is special and what they like about their neighborhoods but also make sure that future developments add to the quality of life in the area more broadly. Especially important are how large new developments may affect traffic on neighborhood serving streets or other public services like schools or parks.

11.3 Blossom Park

[See Figure 54: Blossom Park Neighborhood Association Map]

a. Neighborhood Snapshot

Blossom Park is located in between Starcrest Drive, Jones Maltsberger Road, McAllister Park, and the Townhomes of North Park (a separate Homeowners Association.) The neighborhood contains approximately 440 homes, mostly single-family detached. Some homes are alley loaded with rear facing garages. The neighborhood also contains a series of attached single-family homes (townhomes) on Lotus Blossom, and several have back yards facing McAllister Park.

Recently, Budding Boulevard was improved by the addition of new stripping and sidewalk improvements. Access to nearby McAllister Park was also improved, with a sidewalk improvement built along Starcrest as a part of the 2017 Bond Program. Further, there is a police substation on Jones Maltsberger Road less than a mile from the neighborhood's entrance.

The association maintains the two monument signs on Budding Boulevard where it intersects Jones Maltsberger Road and Starcrest Drive. A drainage ditch runs through the neighborhood from east to west and was included in the 2017 Bond Program for improvements.

b. Strengths

Strengths are unique things that make the area a good place to live or visit.

Blossom Park residents identified several strengths that they believe make their neighborhood a great place to live. First, many of the homes in the neighborhood are single-family homes, creating a friendly and close-knit atmosphere. The neighborhood is an established community and has

an active volunteer association that works to preserve the positive aspects of living in the area.

Another strength of the neighborhood is its location. Residents appreciate having park areas on two sides and especially enjoy proximity to McAllister Park. The neighborhood has easy access to major roads such as Starcrest Drive, Jones Maltsberger Road, Wurzbach Parkway, US Highway 281, and Loop 1604, making it convenient for residents to travel around the city by car. Even with these convenient road connections, neighborhood residents also reported feeling relatively isolated in a way that contributes to an overall feeling of safety.

Finally, Blossom Park is valued for its quietness, walking accessibility, and access to amenities such as tennis courts, a stadium, a library, and local eateries. Overall, residents value the sense of community, safety, and convenience their neighborhood offers.

c. Weaknesses

Weaknesses refer to issues that locals encounter and could be improved upon.

Blossom Park residents identified several infrastructure, safety, and quality of life issues that must be addressed. The neighborhood experiences drainage issues, which can lead to flooding and standing water that attracts mosquitoes. Rusted utility boxes, trash in drainage ditches, and airport noise are also concerns.

Residents are concerned about safety issues including rising crime rates (especially theft), speeding, and poor lighting. Increasing instances of crime in the area, including theft of catalytic converters, are alarming to Blossom Park residents. Speeding traffic needs to be addressed through traffic calming street design and increased enforcement.

Other quality of life issues concerning residents are the presence of animals such as stray cats and raccoons, short-term rentals that are poorly managed, and odors emanating from nearby waste disposal businesses.

d. Challenges

Challenges are things that need to be overcome to address issues facing the area.

The challenges identified by Blossom Park residents reflect common issues faced by many communities. Noise from the increasingly active use of McAllister Park causes some disruptions for the neighborhood. The soccer fields and other park activities are important amenities for the community but need to be managed to reduce noise and other disturbances affecting nearby neighborhoods.

Cut-through traffic and speeding reduce safety for Blossom Park residents walking, bicycling, and driving in the area. In addition, turn movements from busier roads in the area are sometimes dangerous and should be studied for implementation of more dedicated turn lanes or similar improvements to increase safety.

Flooding and drainage issues that lead to standing water are a frequent problem in the Blossom Park area. Inconsistent maintenance of drainage areas and areas with too much impervious cover both contribute to this challenge.

e. Opportunities

Opportunities are things that could be done to improve what is good about the area.

Blossom Park residents identified several opportunities for their community. Two of the most prominent were continuing investments in safe sidewalks and improved drainage. Enhancing the tree canopy was also identified as a strategy to improve the aesthetic environment and reduce noise in the area.

Several suggested opportunities centered around recreation and amenities, including better maintenance of nearby parks and the additions of playscapes for kids. The importance of taking care of both seniors and young people in the community was emphasized. Suggestions included identifying safer routes for reaching the Walker Ranch Senior Center, preserving and enhancing amenities such as

McAllister Park, and improving programming of activities and events. It is important to keep in mind that stronger enforcement regarding use, scheduling, and lighting at the park can help reduce some negative impacts on the community.

Collaboration between residents and the City can develop traffic calming strategies to reduce speeding and cut-through traffic. Study and implementation of additional turn lanes from busier roads in the area can reduce the chances for crashes.

Finally, residents hope for more convenient access to groceries and other retail goods and services with improved commercial opportunities on Starcrest Drive and Jones Maltsberger Road.

Flooding and drainage challenges in the area can be addressed by working with City officials to ensure that drainage area maintenance schedules are properly followed and by identifying opportunities to develop more green spaces that promote water absorption and reduce erosion.

f. Priorities

Blossom Park is a close-knit community with strengths including single-family homes, convenient access to major roads, and proximity to McAllister Park and the Salado Creek Greenway.

The neighborhood wants to maintain and build on those strengths. However, notable issues the neighborhood wants to address include animal control (raccoons, stray cats, and loose dogs), traffic enforcement, drainage, and fear of rising crime rates.

Some opportunities identified by area residents to continue improving the area are:

- Improving neighborhood streets and common spaces with better lighting and amenities for all ages
- Maintaining and improving stormwater infrastructure
- Supporting seniors and youth
- Improving access to nearby amenities
- Supporting convenient commercial usees that are along nearby roads

Addressing neighborhood challenges requires community involvement and collaboration. Working with the City, intensified park maintenance efforts, and partnerships with law enforcement to curb crime are all essential efforts. Managing sports field usage and implementing traffic calming measures will also contribute to improved safety and quality of life in Blossom Park.

11.4 Greater Harmony Hills

[See Figure 56: Greater Harmony Hills Neighborhood Association Map]

a. Neighborhood Snapshot

Greater Harmony Hills is located north of Loop 410 and west of US Highway 281, generally bound by San Pedro Avenue, West Avenue, and Lockhill-Selma. Blanco Road and Ramsey Road are two major roads located within the neighborhood. There are three schools inside the neighborhood association's boundaries: Harmony Hills Elementary, Eisenhower Middle School, and Holy Spirit Catholic School. The Beacon Hill Industrial Park is located just northeast of the neighborhood.

Harmony Hills Neighborhood contains mostly single-family homes, but also includes garden apartment complexes like the Escapade Apartments on Blanco Road, and townhomes on Fabulous Drive near West Avenue and near Strings Street, not far from Rhapsody Drive. The Harmony Hills Cabana Club is also in the area and includes a pool and tennis courts, in addition to a clubhouse. The nearby Walker Ranch Senior Center provides recreational and other community amenities to residents.

b. Strengths

Strengths are unique things that make the area a good place to live or visit.

Strengths highlighted included many features of the neighborhood that contribute to its desirability and functionality. The area's prime location just outside of Loop 410 and on several thoroughfares means residents have great access to the rest of San Antonio. Nearby retail, schools, parks, and

employment centers like Beacon Hill Industrial Park means many residents are within a short distance of many of their daily needs, especially by car.

Large lots and a well-established tree canopy add to the area's character and make it an attractive place for residents in addition to providing environmental benefits like shade for walking and outdoor activities. An established population and closeness among community members also add to the quality of life in the area making it a great place for families.

Adjacent commercial areas and business parks also provide convenience and economic opportunities for residents supporting a diversity of jobs and services for residents, many of whom can live and work nearby. Nearby commercial and business parks also foster community by supporting area civic organizations. The quality of homes in the area and architectural styles were noted as important historic elements of the area, and the local fire station on West Avenue contributed to a sense of safety.

c. Weaknesses

Weaknesses refer to issues that locals encounter and could be improved upon.

When prompted, residents pointed out a handful of weaknesses to address. Aging infrastructure was an important issue for many residents who worried about water main breaks and long periods without public services like tap water, especially when infrastructure goes down. Maintenance and code enforcement were cited as issues, especially relating to the upkeep of area parks. Safety and cleanliness are additional concerns, with an increase in crime rates contributing to residents' unease.

Some residents noted that a hard transition between uses and intensity of development like large apartment complexes and multi-acre trucking centers next to small scale development as dissatisfying. Of particular concern are medium and high-density residential areas that lack a diversity of incomes or are poorly maintained. Residents note a lack of luxury apartments in the area.

Blanco Road was highlighted as needing attention, with residents noting that recent improvements to bike lanes on Vista View are a good example of potential upgrades. A specific concern for Blanco Road was the segment from Churchill High School to Eisenhower Middle School, which has been the site of crashes and can be dangerous for area children. Another need identified by residents is safer access to the Salado Creek Greenway and Walker Ranch Park along West Avenue.

d. Challenges

Challenges are things that need to be overcome to address issues facing the area.

One pressing issue for the neighborhood is the generally deteriorating conditions of rental properties, especially apartments in and around E Ramsey Road and Sahara Drive and along Patricia Drive north of West Avenue. Additionally, residents noted a few vacant homes within the neighborhood that were not properly maintained. The adverse effects of Airport operations and noise were also raised by residents. Safety concerns were also reported by residents worried about the sound of gunshots and theft, prompting a call for more policing and interventions like additional lighting or regulatory changes that improved natural surveillance.

Most residents support the area's business parks that feature mostly small and frequently owner-occupied businesses. However, others are dissatisfied with nearby business park development, particularly with the scale of the logistics center being developed on West Avenue that replaced a greenfield site located along Wurzbach Parkway. More broadly, residents are frustrated with a lack of planning related to congestion, street design, zoning case noticing, and the impacts of population growth. Residents generally want to see more maintenance of public facilities and an improvement in essential services.

e. Opportunities

Opportunities are things that could be done to improve what is good about the area.

There are several opportunities for enhancement of the area noted by residents. The repurposing of older commercial spaces that are no longer functional and the redesign of parking lots into vibrant green spaces that offer residents recreational areas are both popular concepts. Additionally, there is potential for the development of market-rate luxury apartments and rehabilitation of nearby high-density residential, both of which would also support demands for improved commercial spaces, especially in the area along West Avenue.

Opportunities to diminish flooding concerns are important to area residents. Some cited proactive improvements to public utilities and infrastructure as especially important to help avoid water main breaks and flooding before they become an issue. In addition, addressing drainage issues, such as those on Temptation Street, can mitigate flooding concerns during heavy rain events, preserving property integrity and enhancing livability.

Residents want additional investments in traffic studies and impact analysis for new large-scale developments to help ensure infrastructure needs are adequately addressed. The community generally wants more information and improved transparency and notification procedures for decision-making related to traffic studies, zoning changes, and development. Residents also stressed the importance of maintaining affordable business spaces and ensuring supportive policies for local businesses as an important opportunity for the neighborhood's economic vitality.

f. Priorities

Greater Harmony Hills is a diverse community that includes homes at a variety of prices. The residents of the neighborhood have enjoyed access to many jobs and services that they note as an important reason for moving to the area, and in many cases why they remain there. Greater Harmony Hills wants to see the neighborhood's best qualities preserved, but also to see several issues addressed that would support a high quality of life. Priorities include:

- Improvement in the quality of public infrastructure and utilities like water mains.
- Preservation of employment centers that support small and local businesses.
- Investment and upgrades in commercial areas and nearby apartment buildings.
- Expanded access to parks and green spaces.
- Improvements that support additional public safety.

11.5 Shearer Hills / Ridgeview

[See Figure 57: Shearer Hills / Ridgeview Neighborhood Association Map]

a. Neighborhood Snapshot

The Shearer Hills/Ridgeview Neighborhood Association is located inside Loop 410, north of Downtown. The association boundary extends from Basse Road to Loop 410; the areas north of Sprucewood Lane and Rector Drive, and east of Jones Maltsberger Road overlap with the Greater Airport Area. The portion of the association inside the Greater Airport Area includes regional-serving commercial areas like NorthStar Mall, Park North Shopping Center, the North Star Transit Center, and apartment complexes and high-rise office buildings like One International Center on NE Loop 410 and San Pedro Plaza on San Pedro Avenue.

In general, this section of the neighborhood serves as a gathering place for residents, but more commonly as a place where locals can go for daily needs like shopping and restaurants. The area also includes several public institutions like Ridgeview Elementary School and the Ferrari Adult Education Center.

b. Strengths

Strengths are unique things that make the area a good place to live or visit.

Residents noted that the area is well-connected and includes a diversity of retail options close by like North Star Mall and the Park North Shopping Center that includes a Target. These retail centers serve as commercial hubs that draw both nearby residents and visitors to the area. The variety of single-family homes, apartments, and businesses contribute to the area's diversity and vibrancy. Proximity to the Airport added to the convenience of residents who fly.

Participation in the neighborhood association is also cited as a strength that helps bring information to engaged residents. The community is also especially interested in the preservation of the mid-century modern architectural style common in the area, and the relative affordability of market-rate housing that allows young families to live inside Loop 410 with access to Downtown.

In addition, small businesses and local entrepreneurship are important to area residents who note how common chain stores are in the area. Parks are also important to the neighborhood, with Olmos Park Basin just to the south (outside of the Greater Airport Area). Cycling infrastructure is also praised where it is present and McCullough Avenue through Olmos Park is noted as some of the best infrastructure residents currently have access to.

c. Weaknesses

Weaknesses refer to issues that locals encounter and could be improved upon.

Gaps in community services are a weakness noted by residents. The lack of a nearby community center or library limits opportunities for education, recreation, and social engagement for residents. Limited access to the regional greenway trail system means the area is not well connected to the broader network of trails and green space that facilitate outdoor activities in other parts of the City. In addition, the relative lack neighborhood-scale parks is also noted as a weakness.

Code enforcement in the area is identified as a recurring issue, as is sidewalk maintenance including buckled and cracked sidewalks. Flooding, especially on Dellwood Drive, is identified as a longstanding issue that has not been addressed. Many residents were especially invested in seeing the completion of bond-funded upgrades to the stormwater infrastructure around Barbara Street as well as curb upgrades in hope of resolving the problem.

Residents note that despite the concentration of retail and commercial activity along San Pedro Avenue, there is a lack of variety in services, with few locally owned and specialty restaurants, shops, and venues in the area. The community also expresses a sense that the design of major thoroughfares, like San Pedro Avenue, primarily facilitates fast-moving cars. Similarly, an unconnected pedestrian and cycling network contributes to a sense of isolation and disconnection for residents.

d. Challenges

Challenges are things that need to be overcome to address issues facing the area.

Challenges include the quality of transportation infrastructure that limits mobility options and is unsafe across modes. The area lacks cycling infrastructure and other multi-modal transportation options. Stormwater management and degraded creeks and streams are noted by residents as issues that need improvement, especially where it creates flooding issues on Dellwood Drive, impacting residents' property.

Connectivity in the neighborhood is also cited as a challenge, especially north-south routes. Four roads (Blanco Road, San Pedro Avenue, McCullough Avenue, and Jones Maltsberger Road) serve traffic moving between Downtown and the Airport, not US Highway 281 or Interstate 10. Residents also point out that few east-west routes connect in a way that can handle large traffic volumes. Only the Loop 410

access road and Oblate Drive are able to serve significant volumes of traffic, along with West Rector Drive south of North Star Mall that directs traffic to East Rector Drive between McCullough Avenue and Jones Maltsberger Road. This route runs alongside single-family homes and requires drivers to navigate a series of misaligned intersections on busy streets.

Poorly maintained apartments negatively affect the look of some parts of the neighborhood, especially the northern portion where large parking lots and underutilized strip malls make many neighbors dissatisfied with the local environment.

e. Opportunities

Opportunities are things that could be done to improve what is good about the area.

Revitalization, especially of commercial areas is an opportunity described by neighborhood association members, especially where it encourages more public-facing businesses like restaurants and venues within walking distance. Additional options for grocery shopping are an opportunity as well.

Generally making the area more friendly to pedestrians and conducive to healthy lifestyles is an important opportunity identified by the neighborhood. Moreover, supporting more types of transportation options will support social bonds between residents and enhance the neighborhood. Mixed-use development combining residential, commercial, and recreational uses is also generally supported by area residents who cite it as a way of injecting new life into the neighborhood, especially when it promotes walkability and a more diverse customer base for new retail.

Expanding recreational space, especially for families and children is also identified as an opportunity to build community in the area. Similarly, the expansion of bicycle infrastructure along McCullough is identified by community members as a way to improve access to Downtown for cyclists, who currently have few routes.

f. Priorities

Neighborhood residents identify several priorities to improve the functionality and appeal of the area:

- Better stormwater management and more environmentally friendly infrastructure.
- Additional public spaces, especially neighborhood-serving parks with programmed space.
- Additional venues and family-friendly event spaces.
- Better connectivity, especially for pedestrians and cyclists, like sidewalk upgrades and pedestrian bridges.
- Mixed-use, walkable development that complements the nearby single-family residential areas.
- Additional public art and design features that add to local culture.

The neighborhood is concerned that additional development may compound longstanding flooding and stormwater management issues, but broadly recognizes that new private investments in the area can support a livelier commercial environment, improved civic spaces, and better new connections for residents looking for alternatives to driving.

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Exhibit 1: Existing Conditions Atlas
Exhibit 2: Equity Atlas

PUBLIC DISCUSSION DRAFT

Figure 1: Sub-Area Phases Map

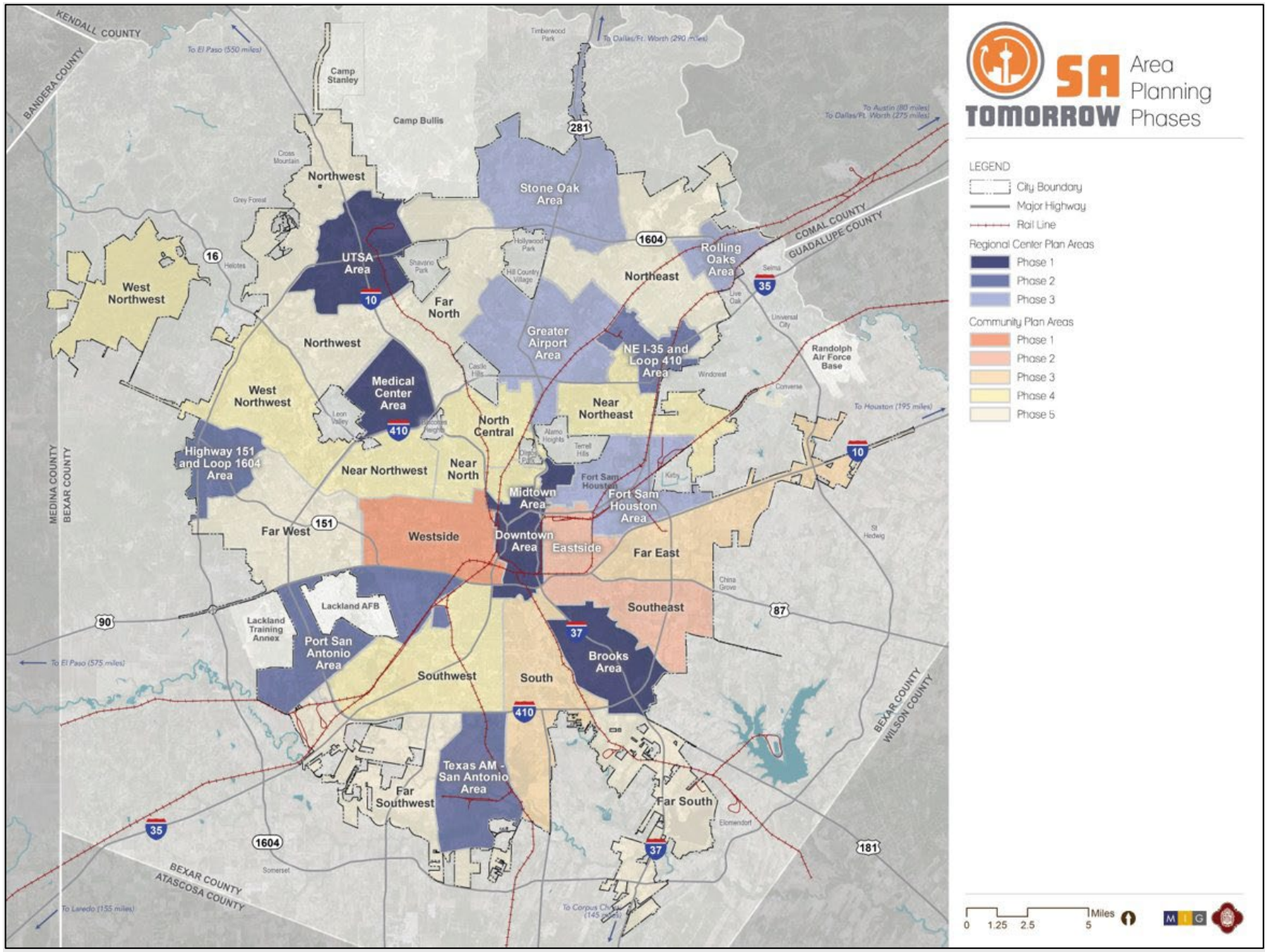


Figure 2: Plan Location Map

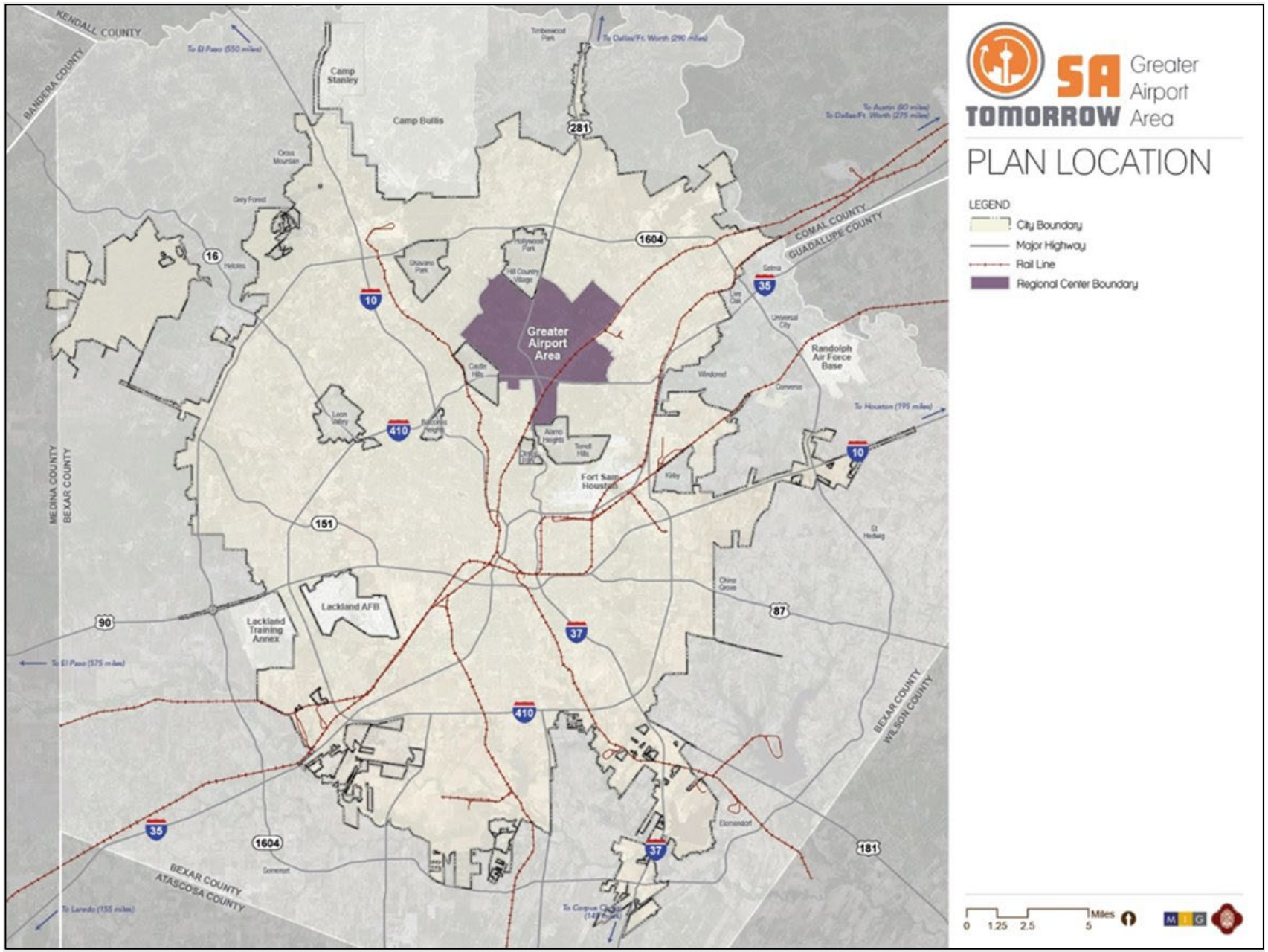


Figure 3: Study Area Map

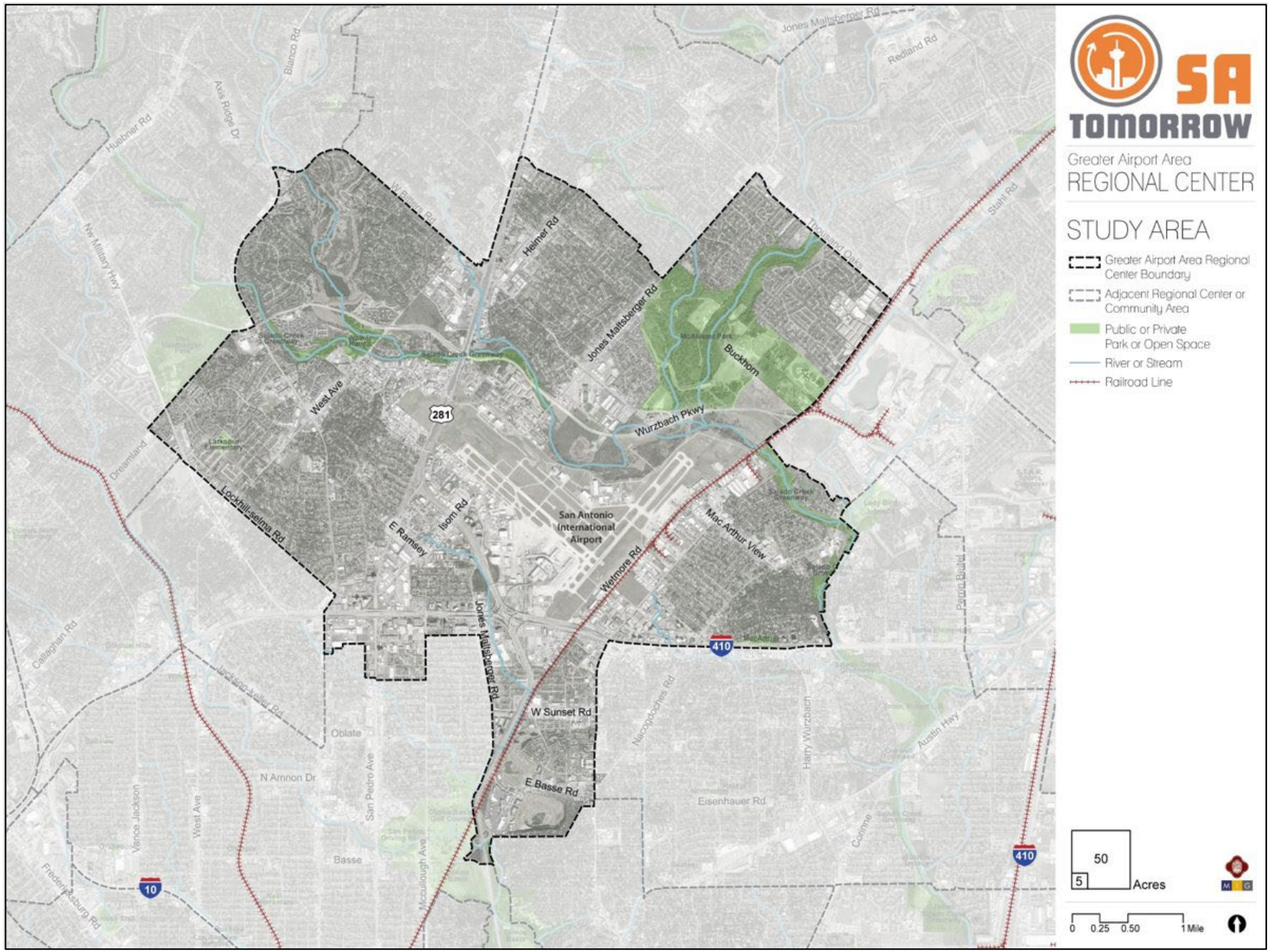


Figure 4: Implementation Priorities Map

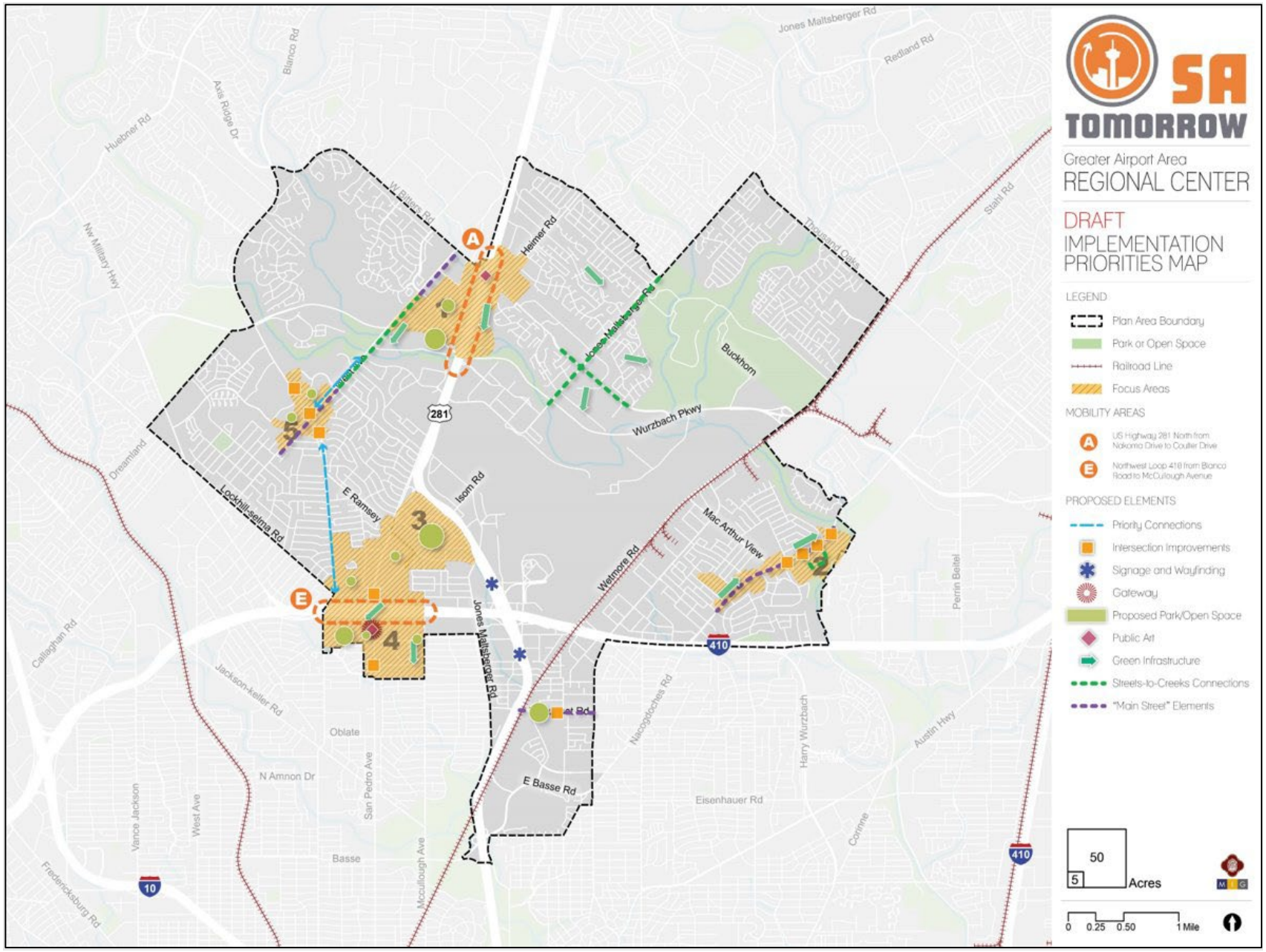


Figure 5: Future Land Use Map

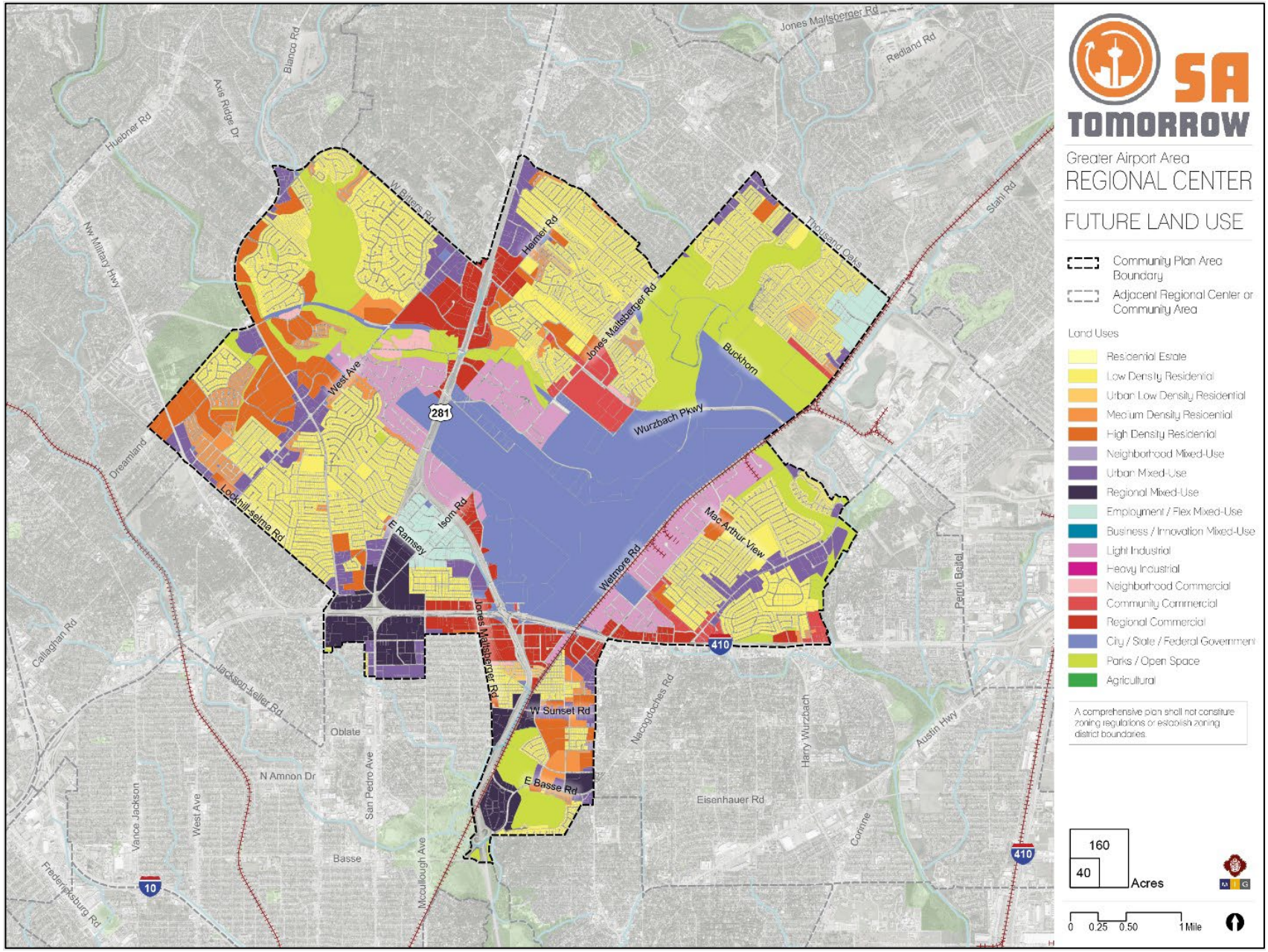


Figure 6: Focus Area Map

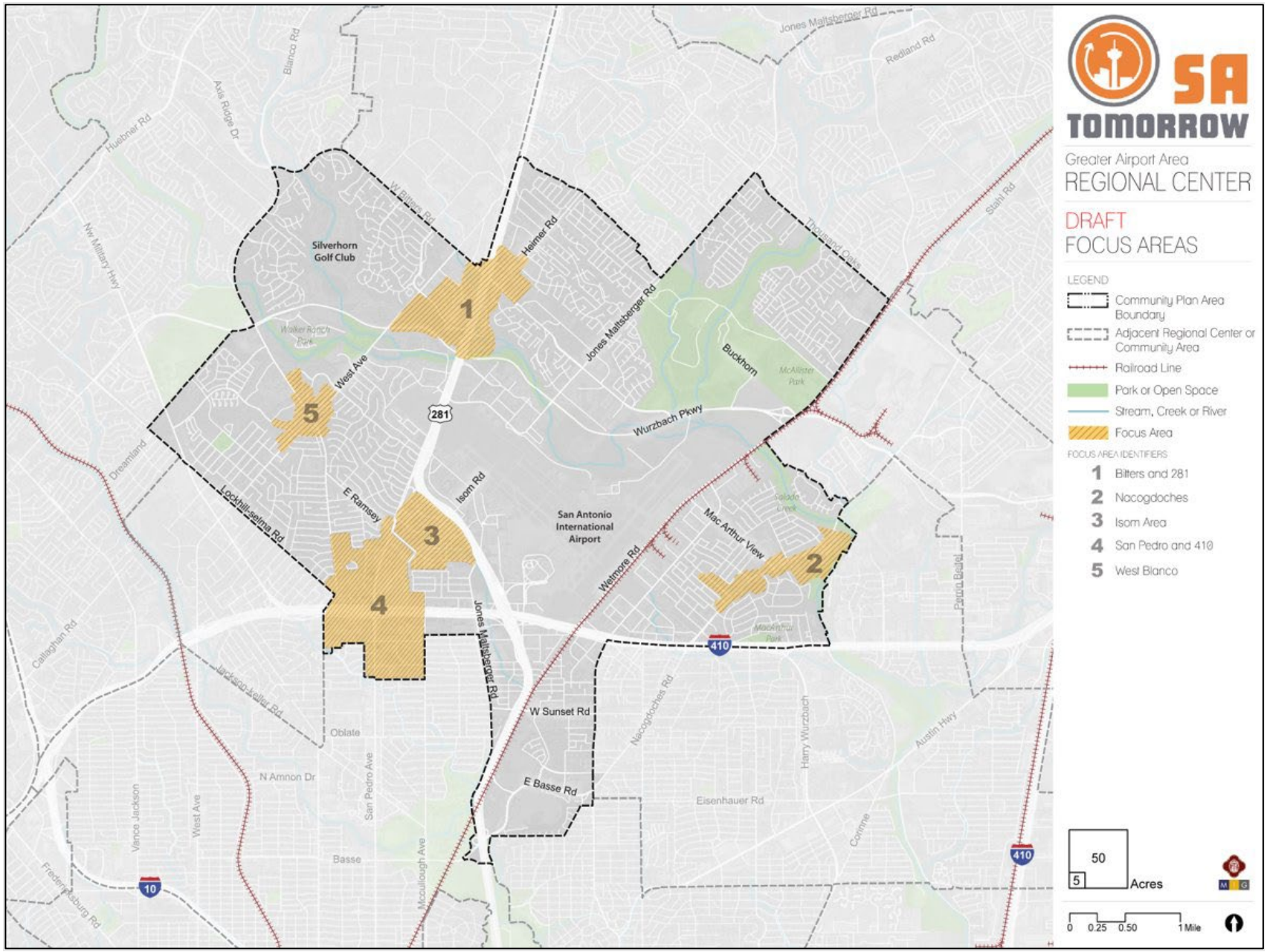


Figure 7: Focus Area 1 Map – Bitters at 281



Figure 8: Transformative Project: San Pedro Avenue and Interpark Blvd. – Existing



Figure 9: Transformative Project: San Pedro Avenue and Interpark Blvd. – Concept



Figure 10: Focus Area 2 Map – Nacogdoches Road



Figure 11: Focus Area 3 Map – Isom Area

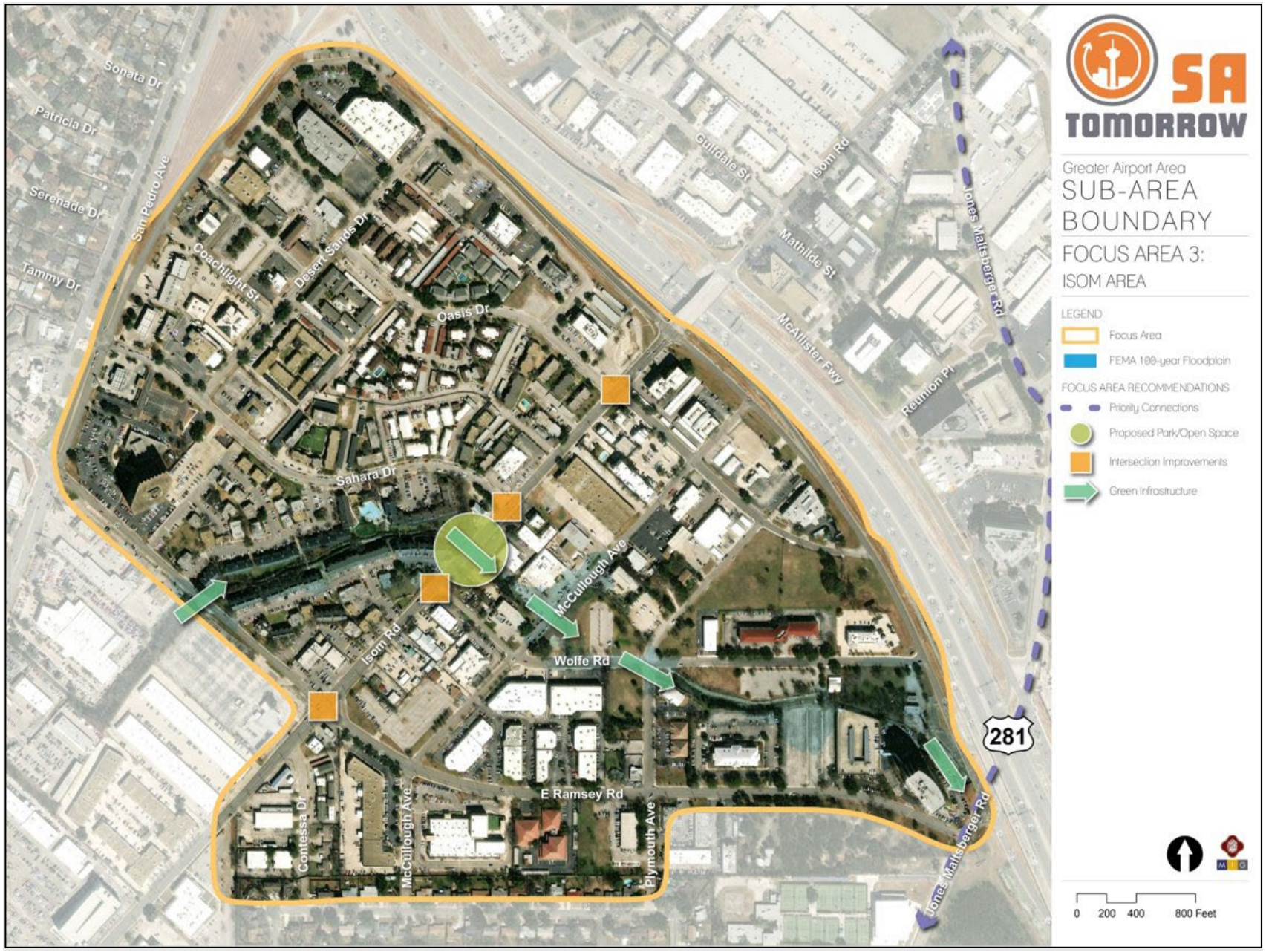


Figure 12: Focus Area 4 Map – San Pedro and Loop 410



Figure 13: Transformative Project: Park North Shopping Center – Existing (looking southeast)



Figure 14: Transformative Project: Park North Shopping Center – Concept (looking southeast)



Figure 15: Transformative Project: Park North Shopping Center – Existing (looking northwest)



Figure 16: Transformative Project: Park North Shopping Center – Concept (looking northwest)



Figure 17: Transformative Project: Park North Shopping Center – Existing (Street Level)



Figure 18: Transformative Project: Park North Shopping Center – Concept (Street Level)



Figure 19: Focus Area 5 Map – West and Blanco

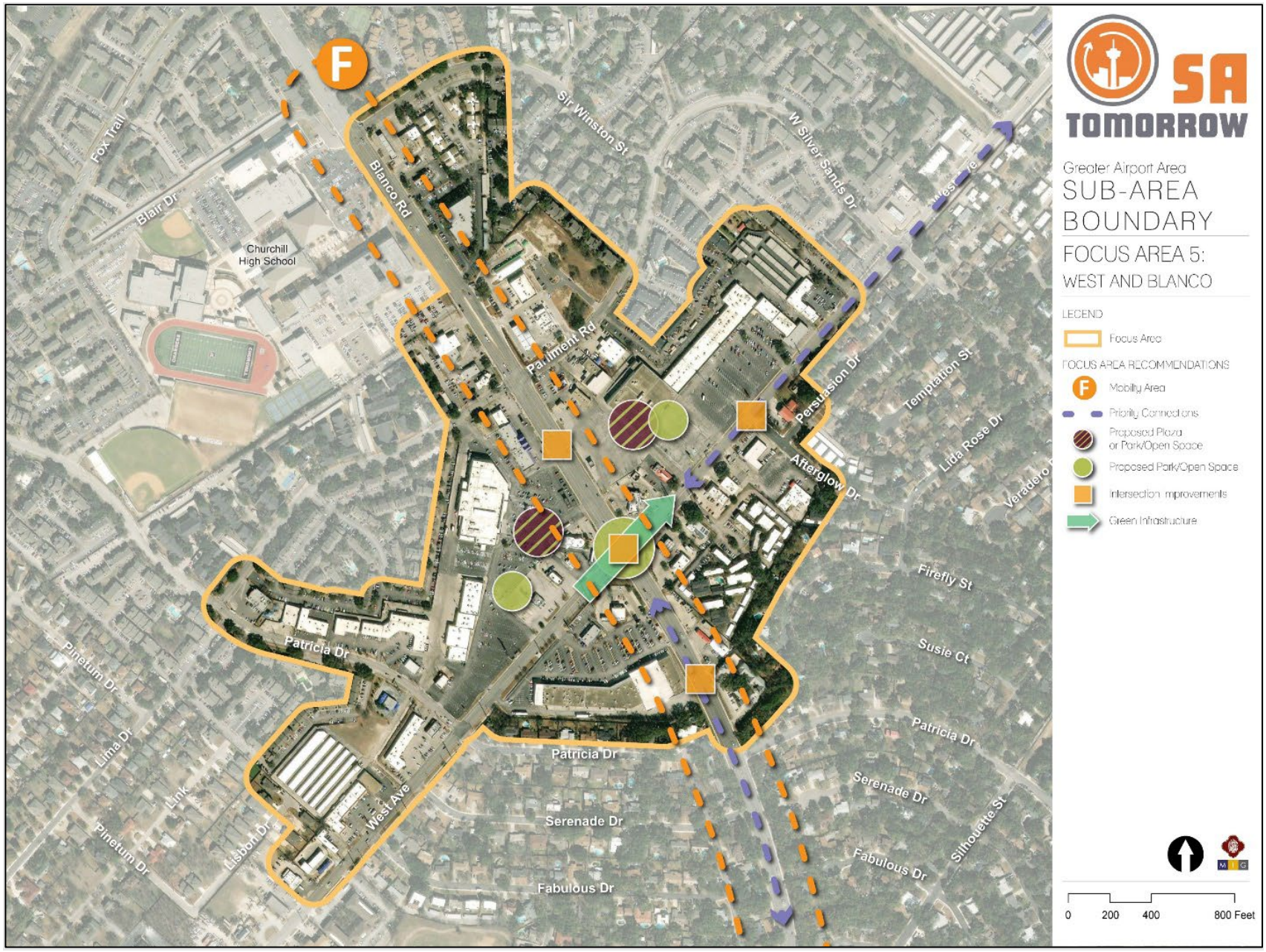


Figure 20: Example Parking Lot Enhancements – Before

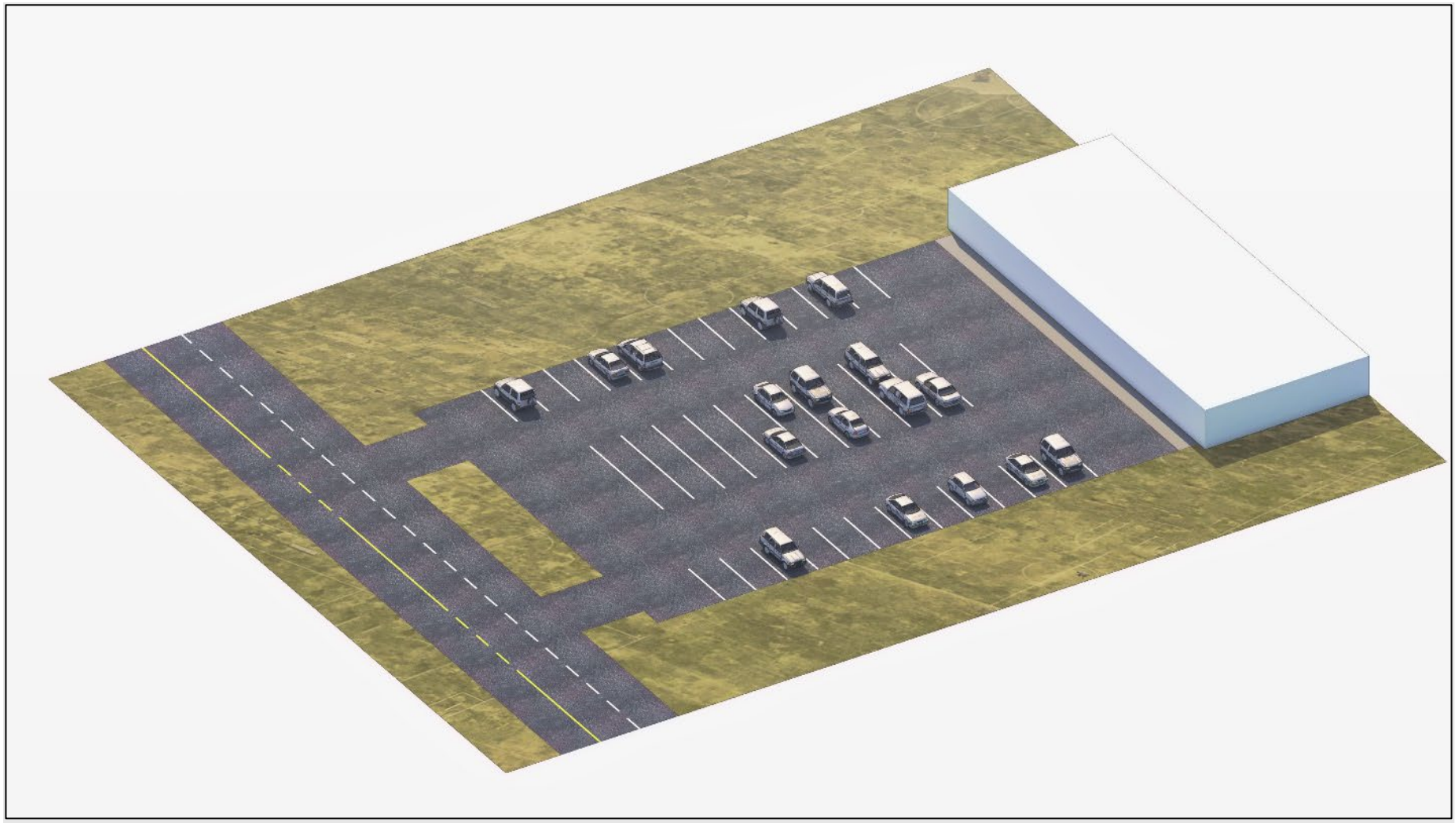


Figure 21: Example Parking Lot Enhancements – After

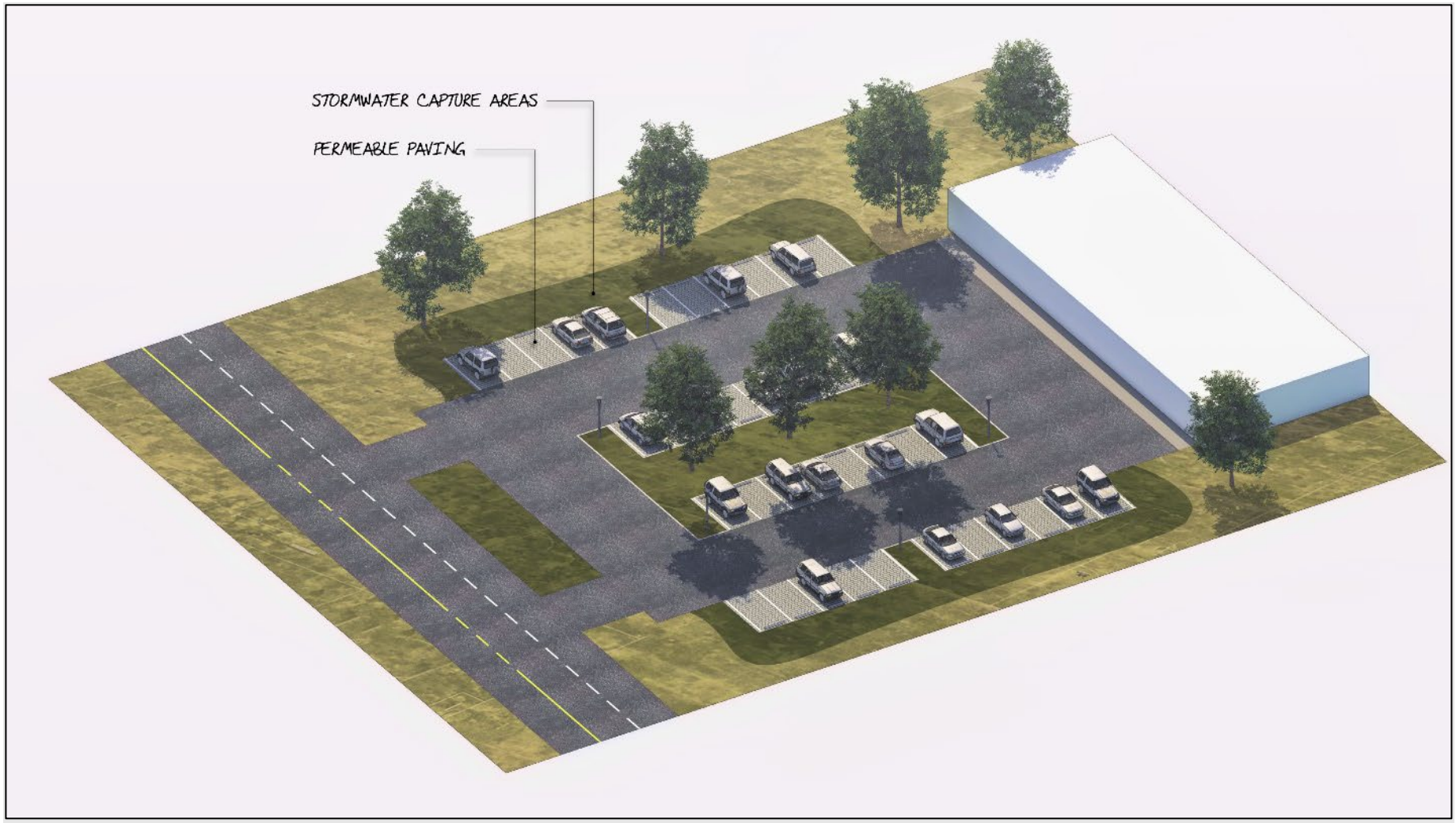


Figure 22: Example Parking Lot Enhancements – After

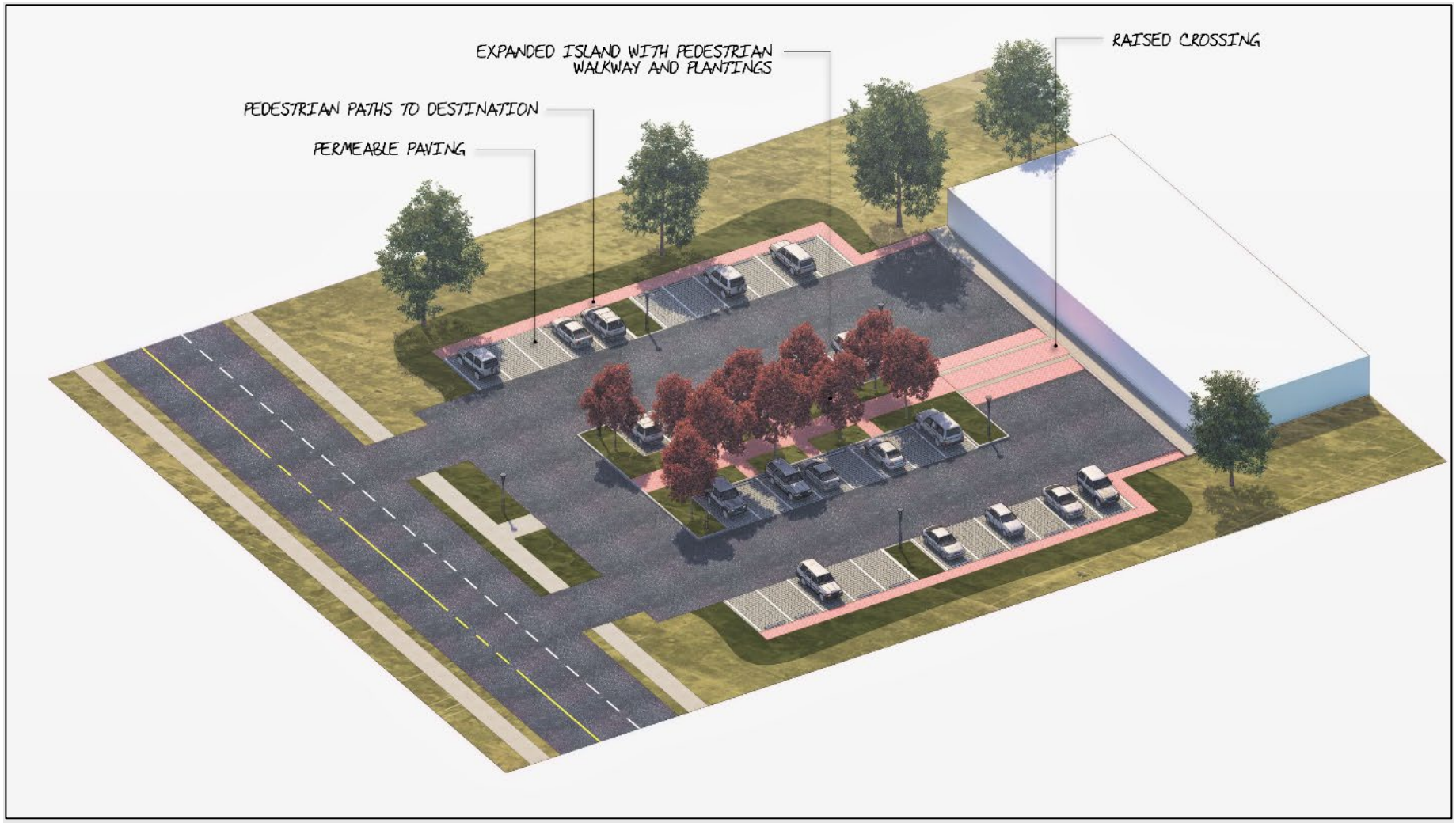


Figure 23: Example Parking Lot Enhancements – After

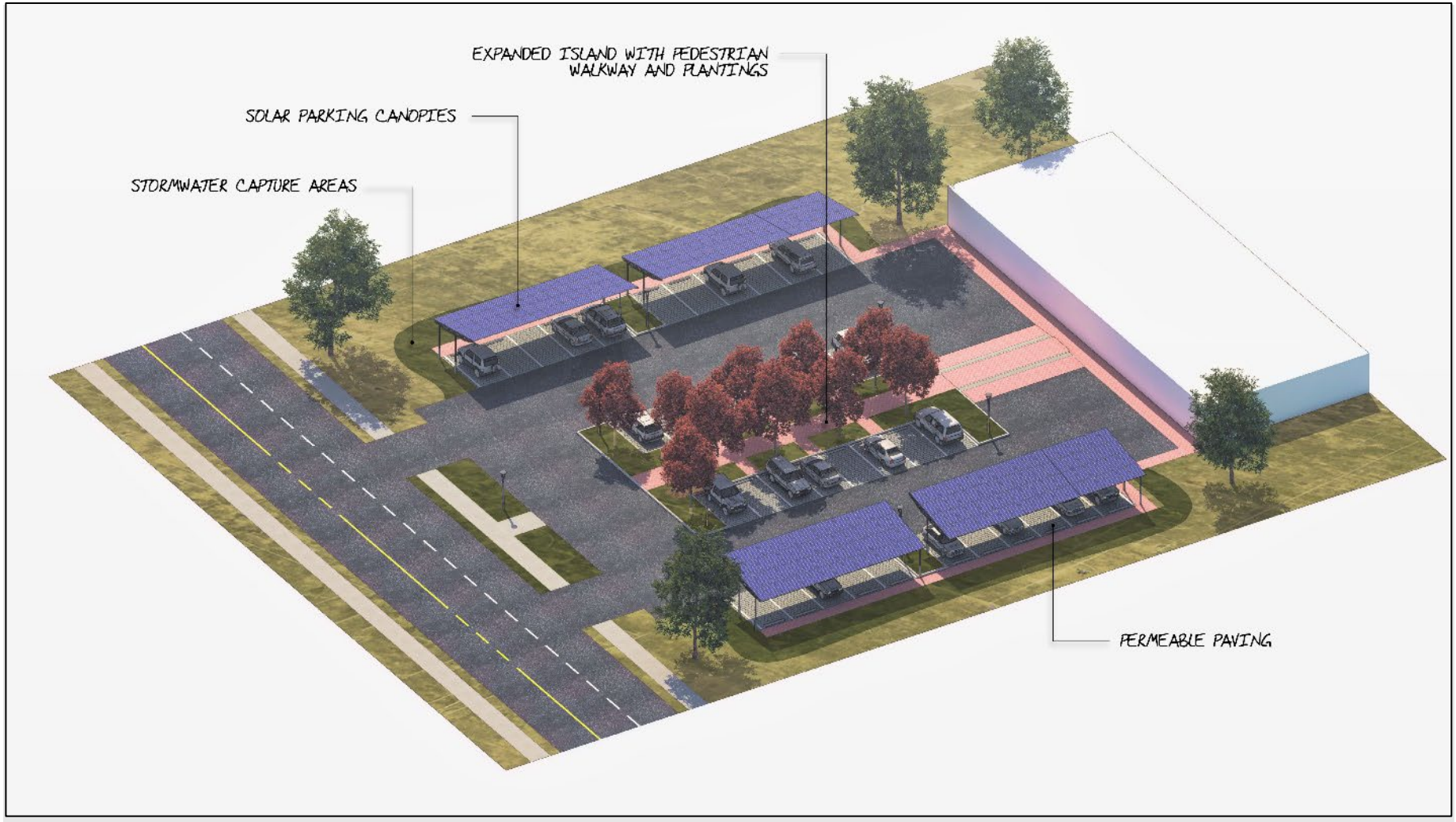


Figure 24: Mobility Map

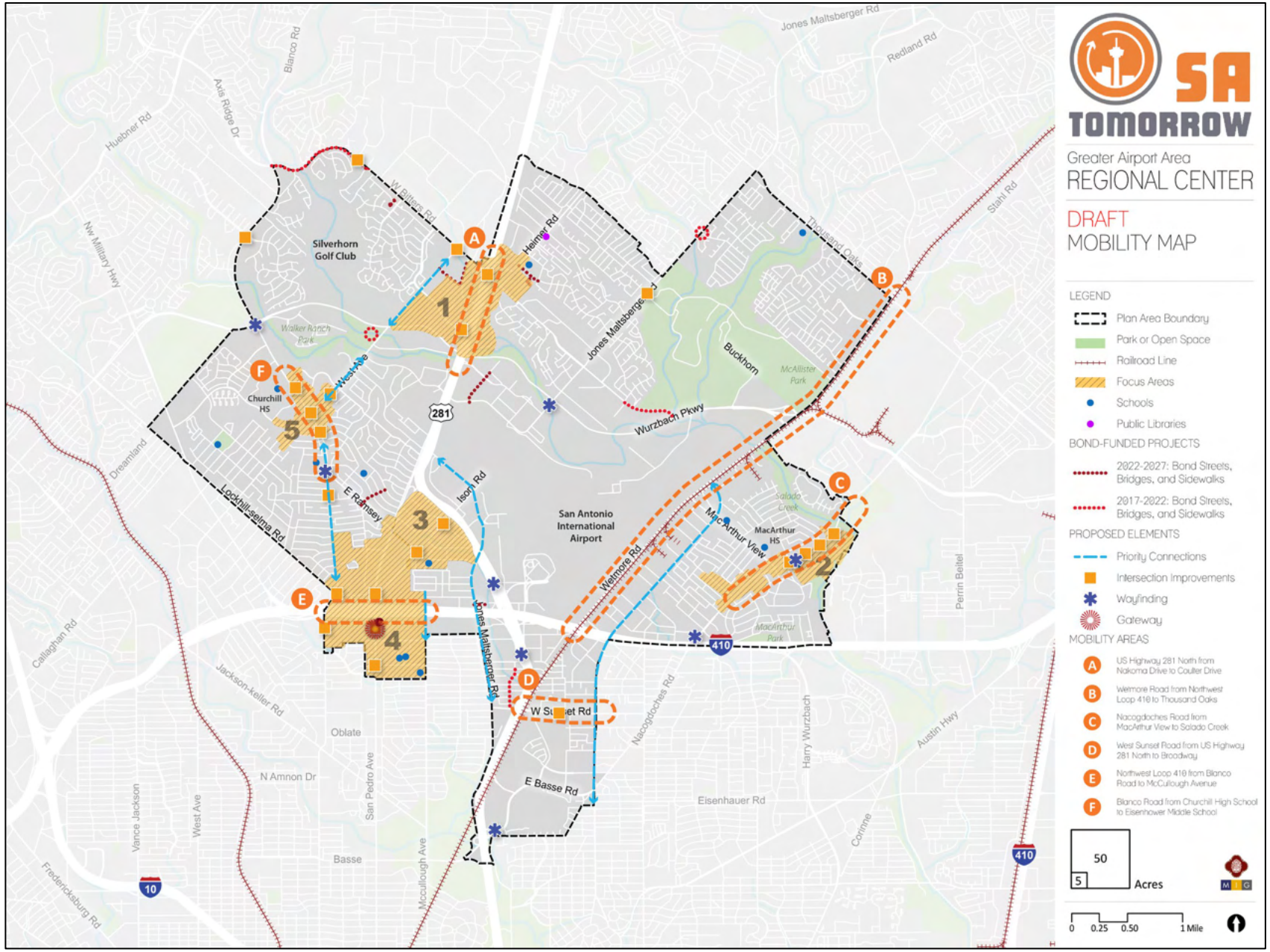


Figure 25: Example Midblock Crossing Improvements – Existing

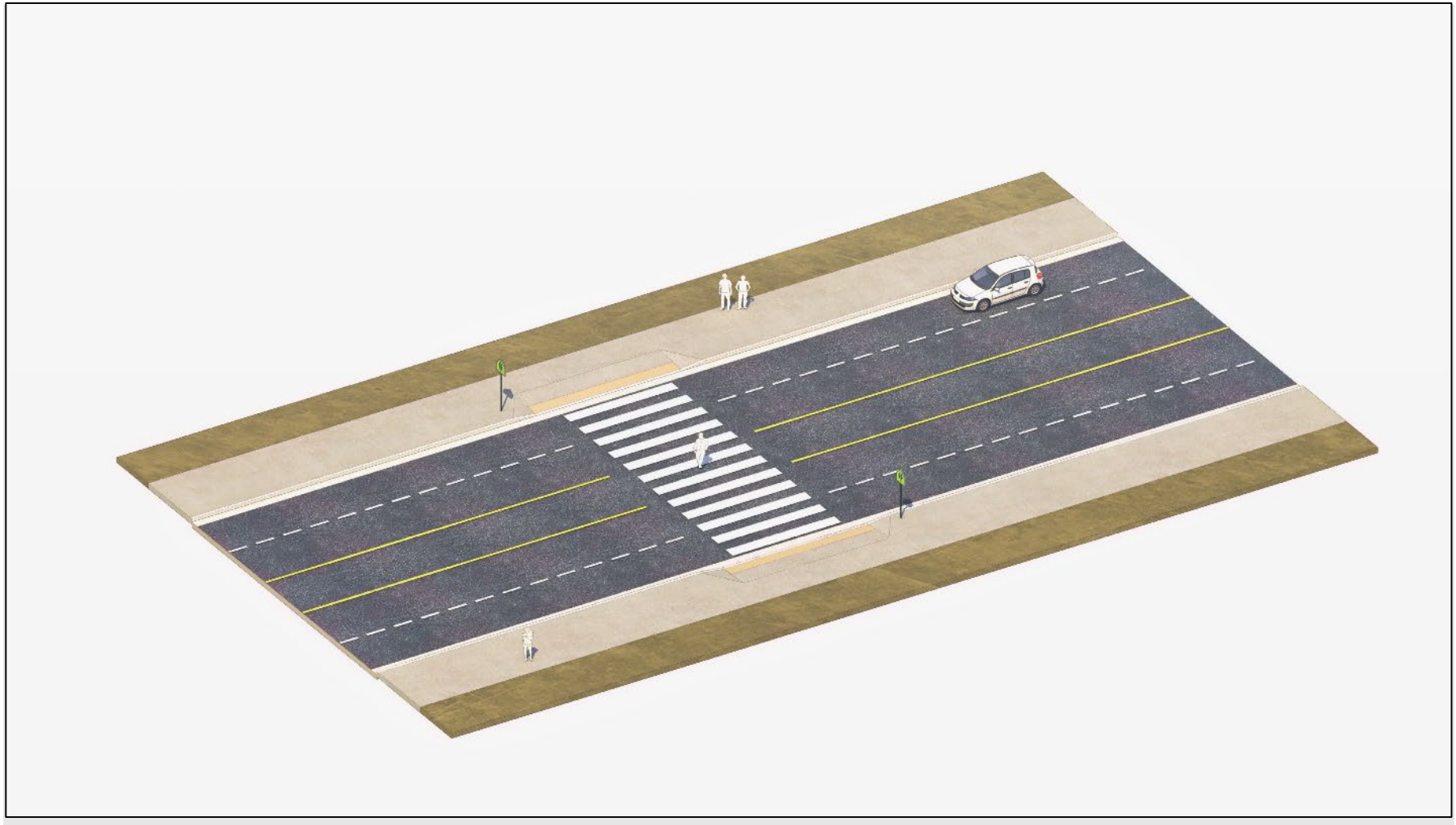


Figure 26: Example Midblock Crossing Improvements – Concept

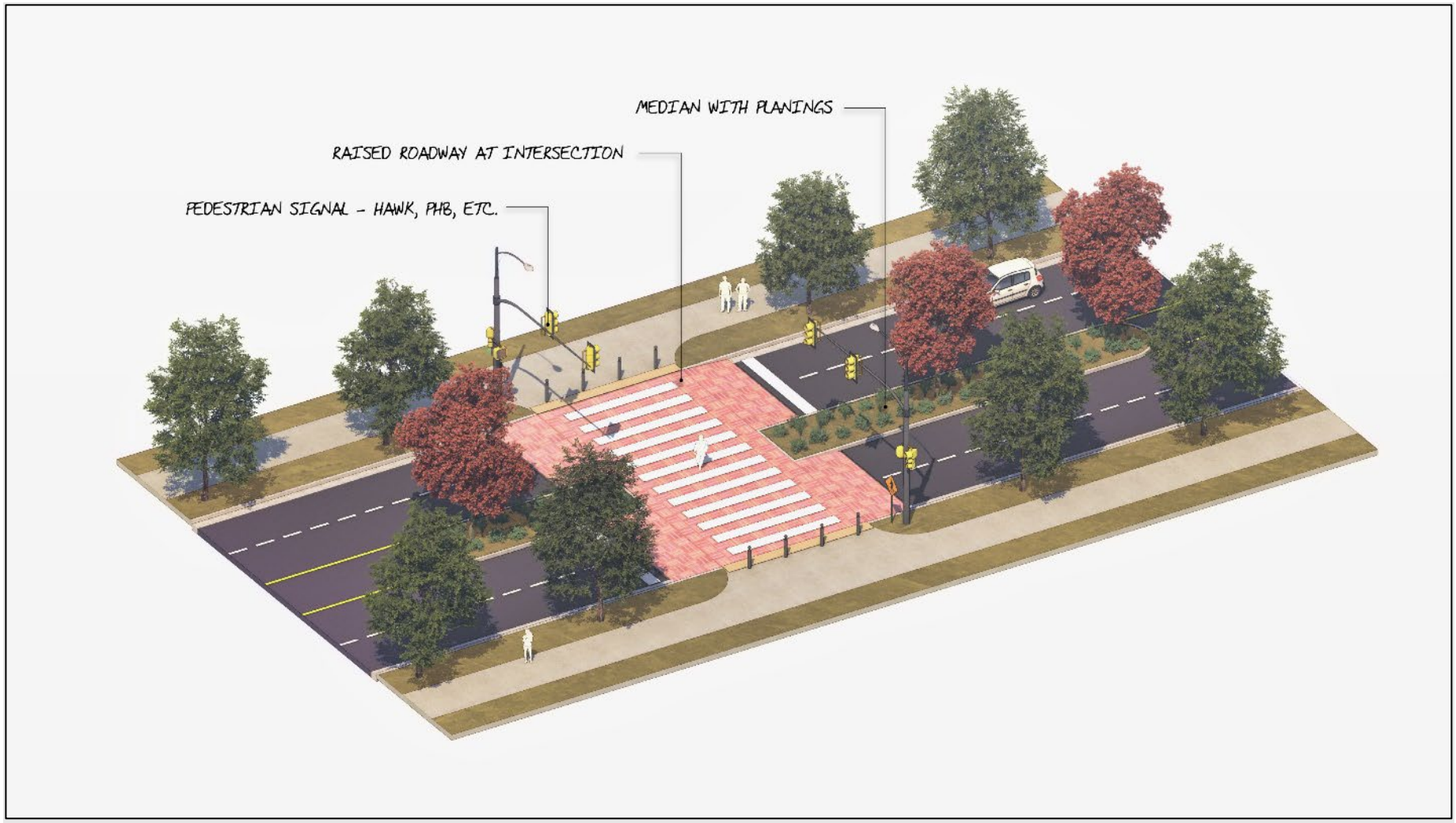


Figure 27: Example Signage and Wayfinding

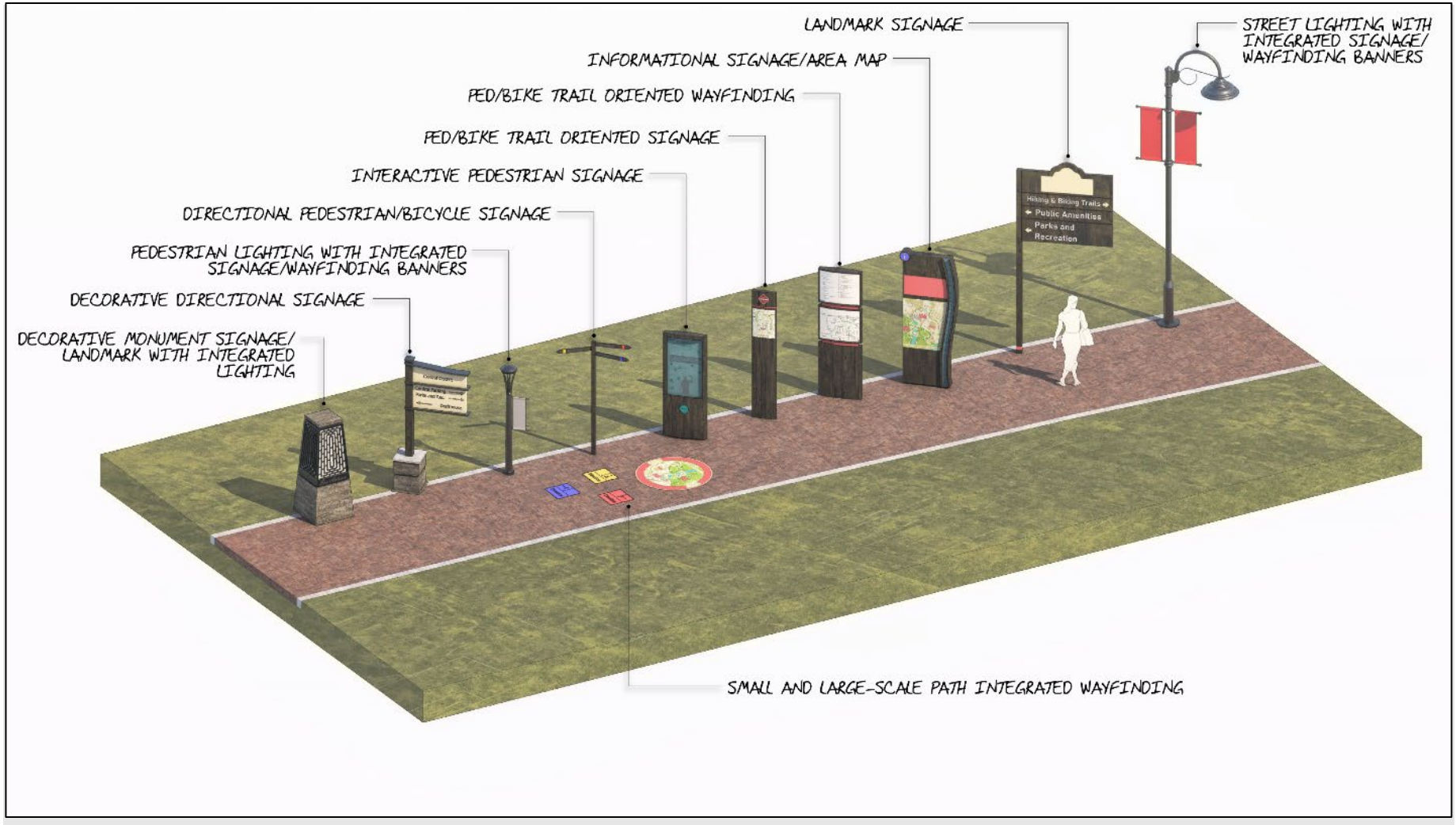


Figure 28: Example Gateway Improvements Concept 1: Monument Signage Over the Road



Figure 29: Example Gateway Improvements Concept 2: Monument Signage Along Side of Road

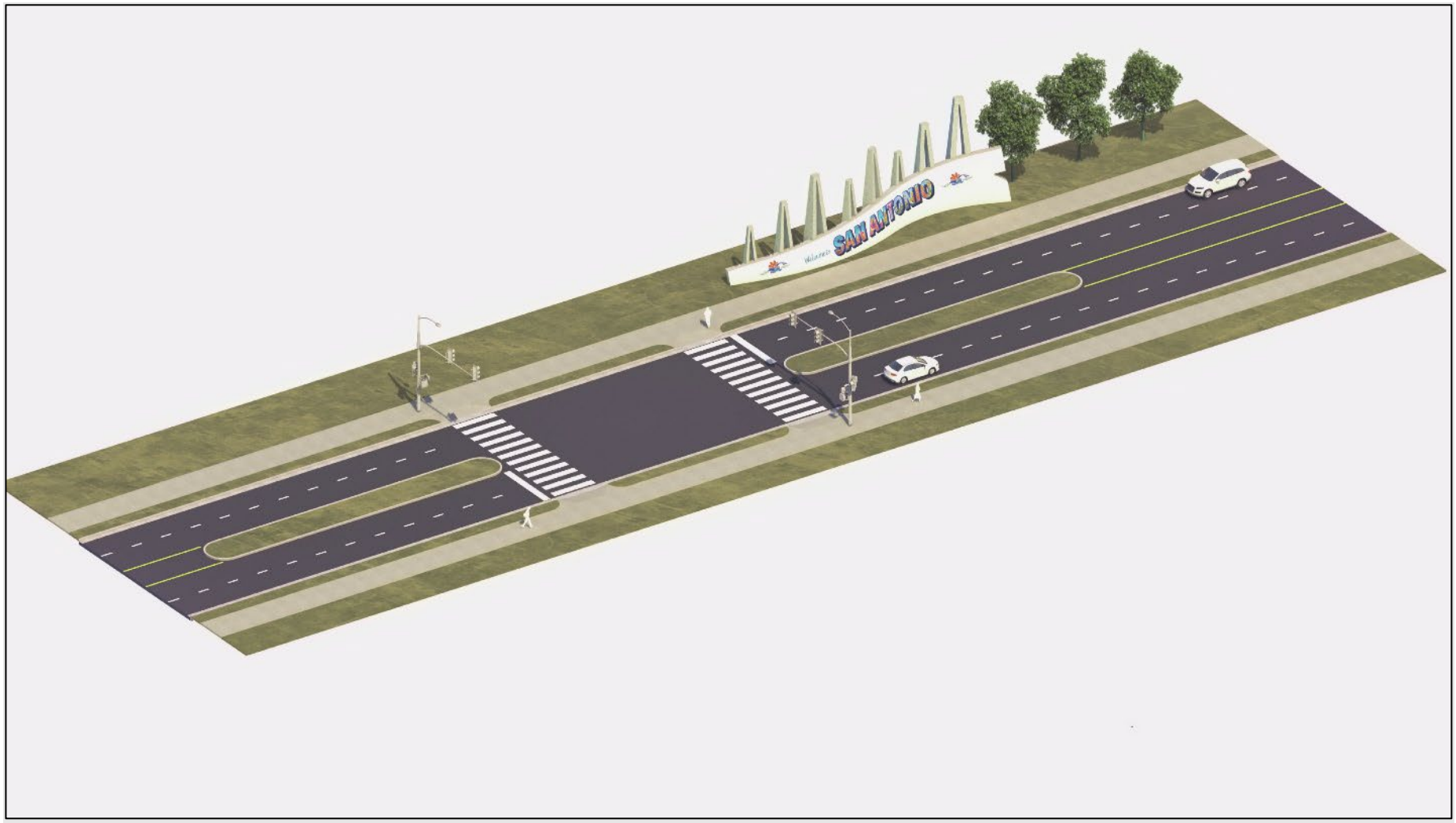


Figure 30: Example Gateway Improvements Concept 3: Monument Signage in Median



Figure 31: Example Gateway Improvements Concept 4: Improvements in Intersection Roundabout



Figure 32: West Bitters Road at Hwy 281 – Existing



Figure 33: West Bitters Road at Hwy 281 – Concept

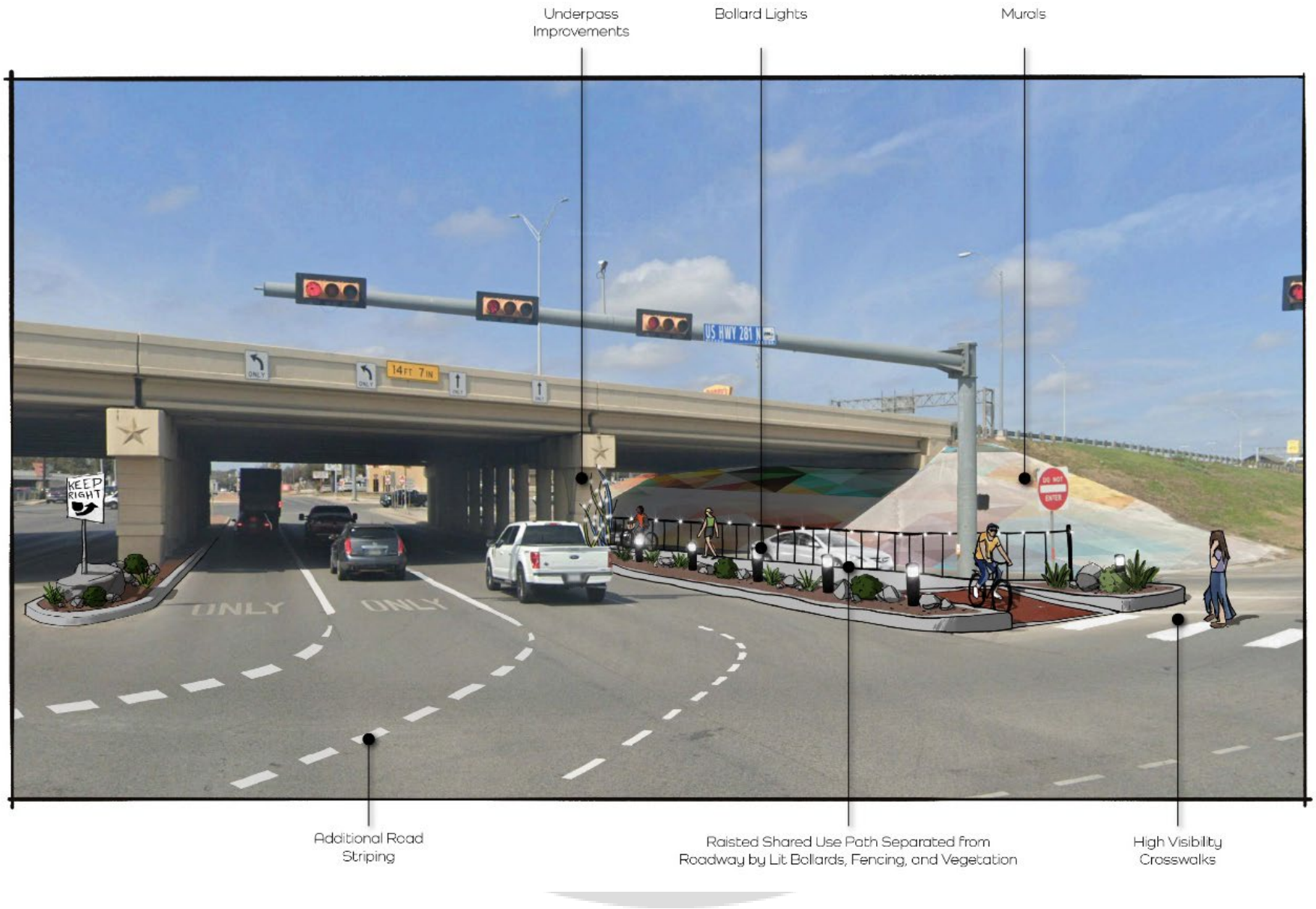


Figure 34: Nacogdoches Road Pedestrian and Bicycle Improvements – Existing (Mobility Area C)



Figure 35: Nacogdoches Road Pedestrian and Bicycle Improvements – Concept (Mobility Area C)

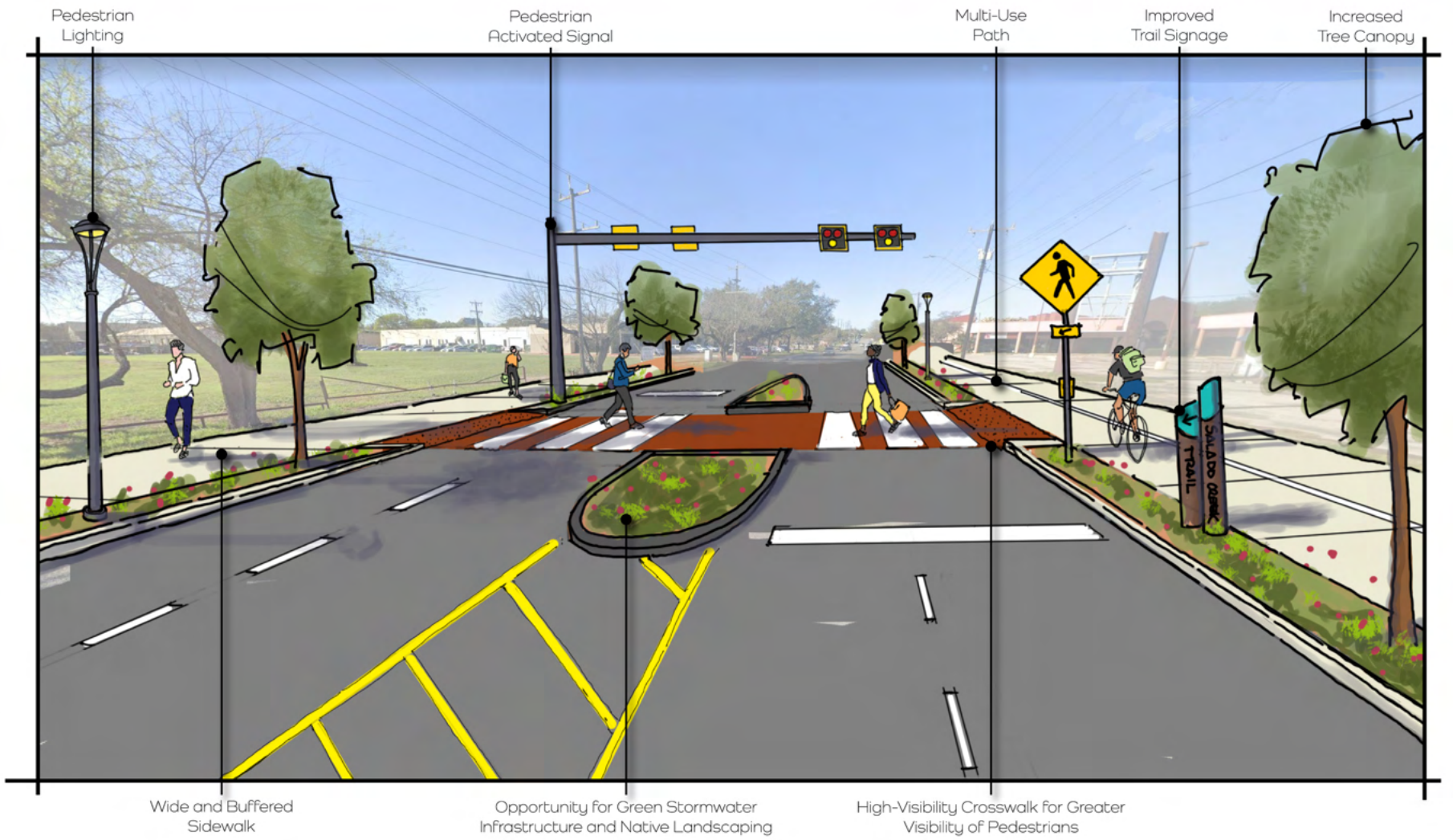


Figure 36: W Sunset Road Pedestrian Safety Improvements – Existing (Mobility Site D)



Figure 37: W Sunset Road Pedestrian Safety Improvements (Mobility Site D)

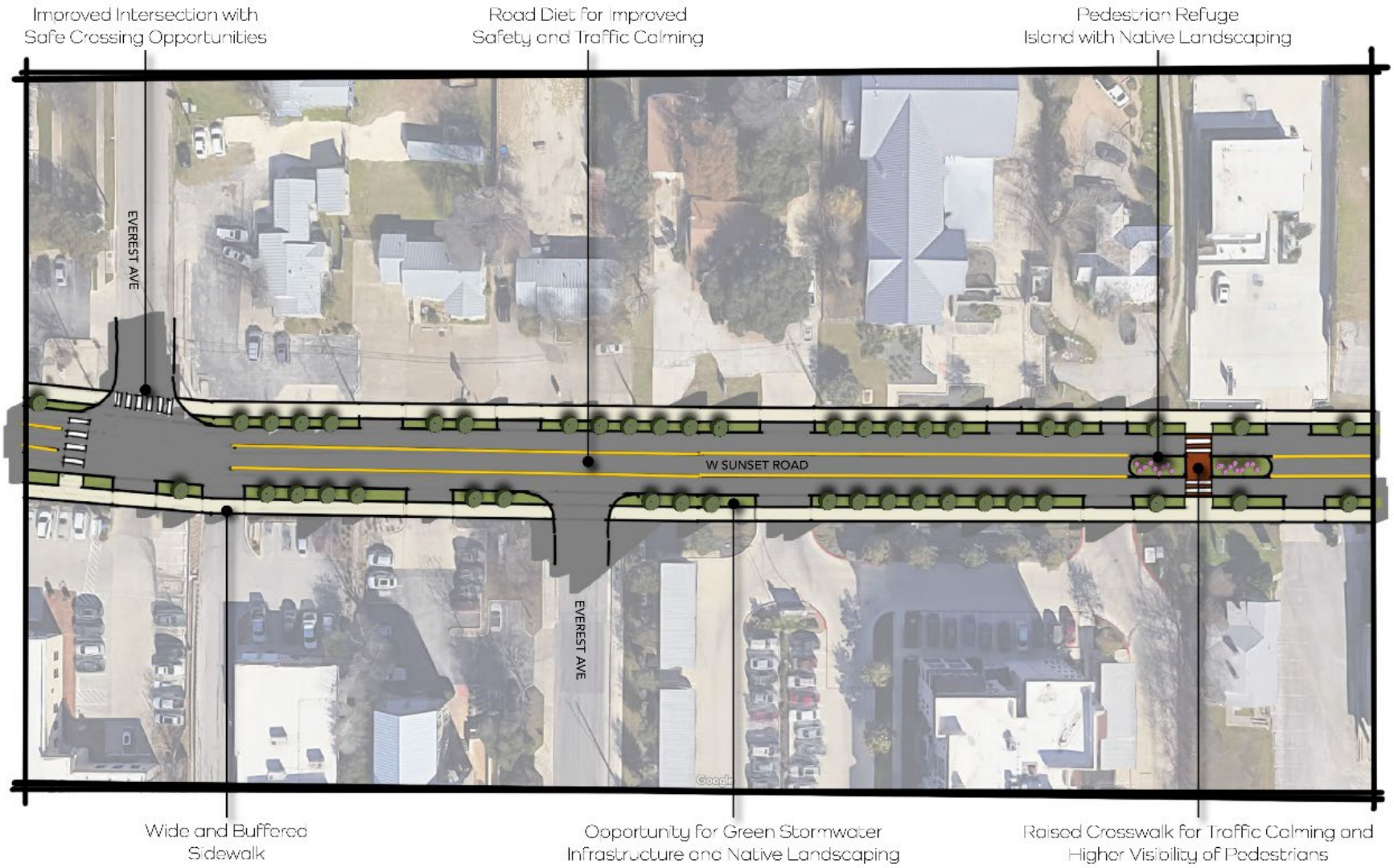


Figure 38: West Avenue and Blanco Road Intersection Improvements – Existing (Mobility Site F)



Figure 39: West Avenue and Blanco Road Intersection Improvements – Concept (Mobility Site F)

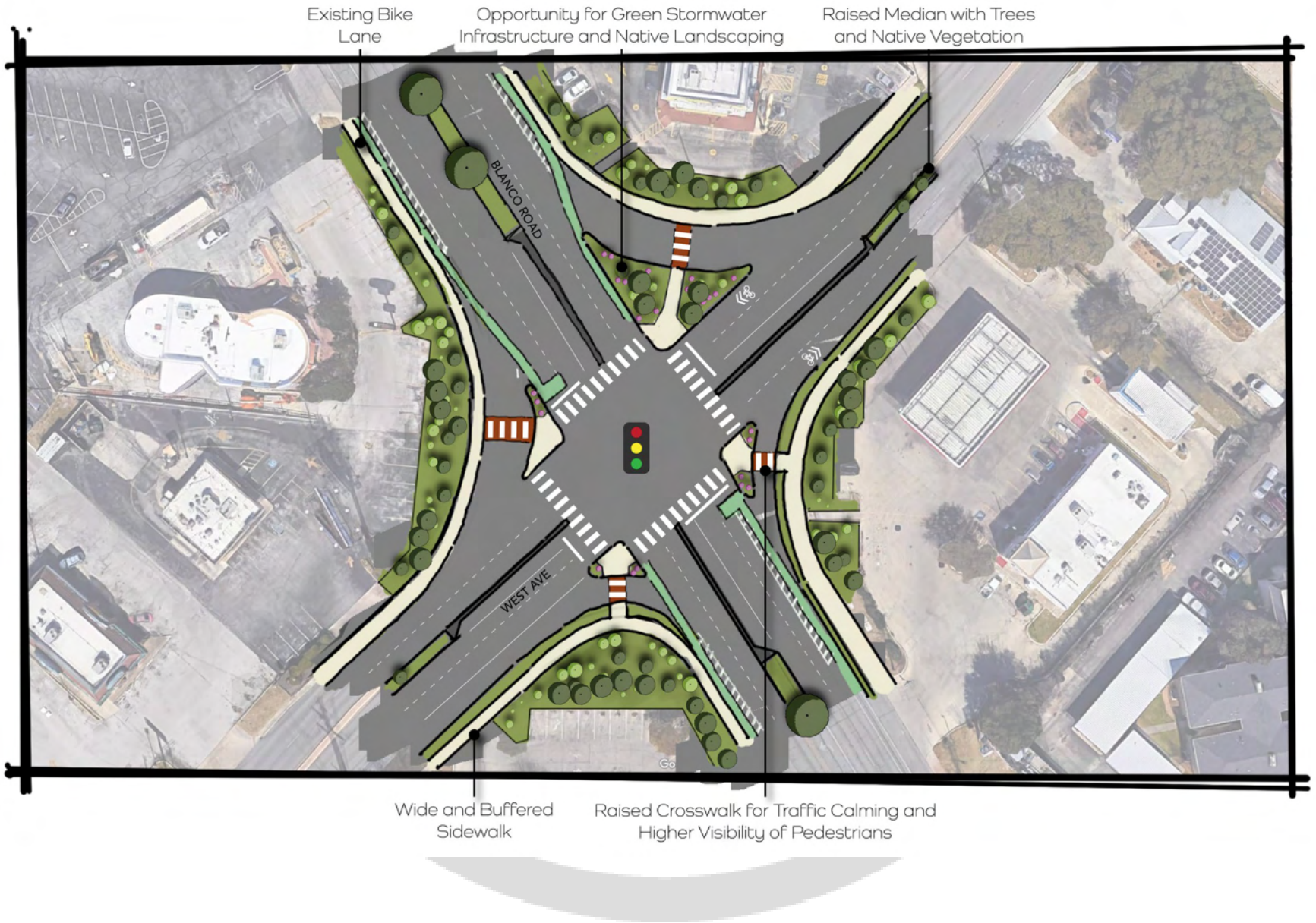


Figure 40: Amenities and Public Spaces Map

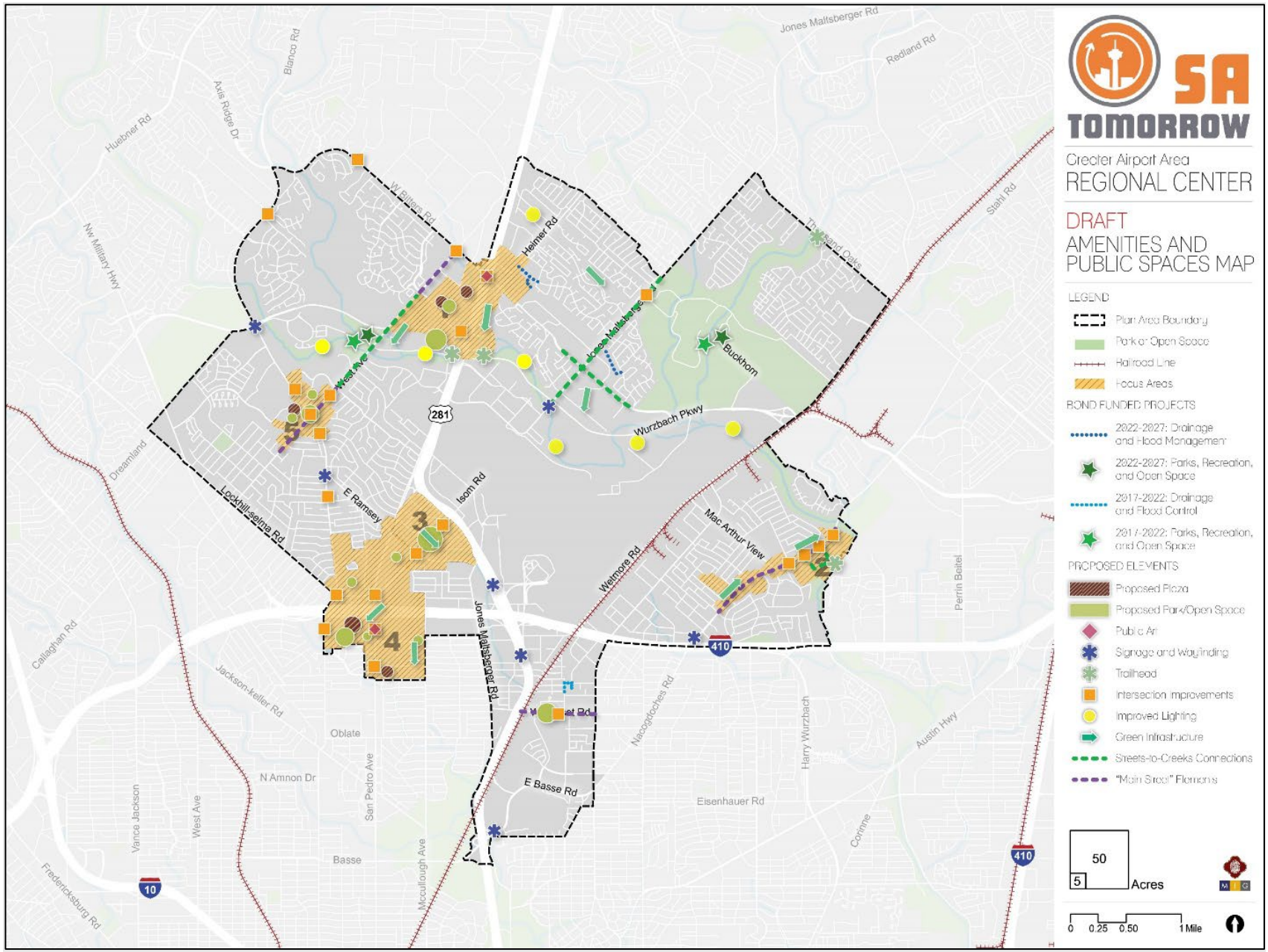


Figure 41: Example Art and Design in the Public Right of Way – Existing

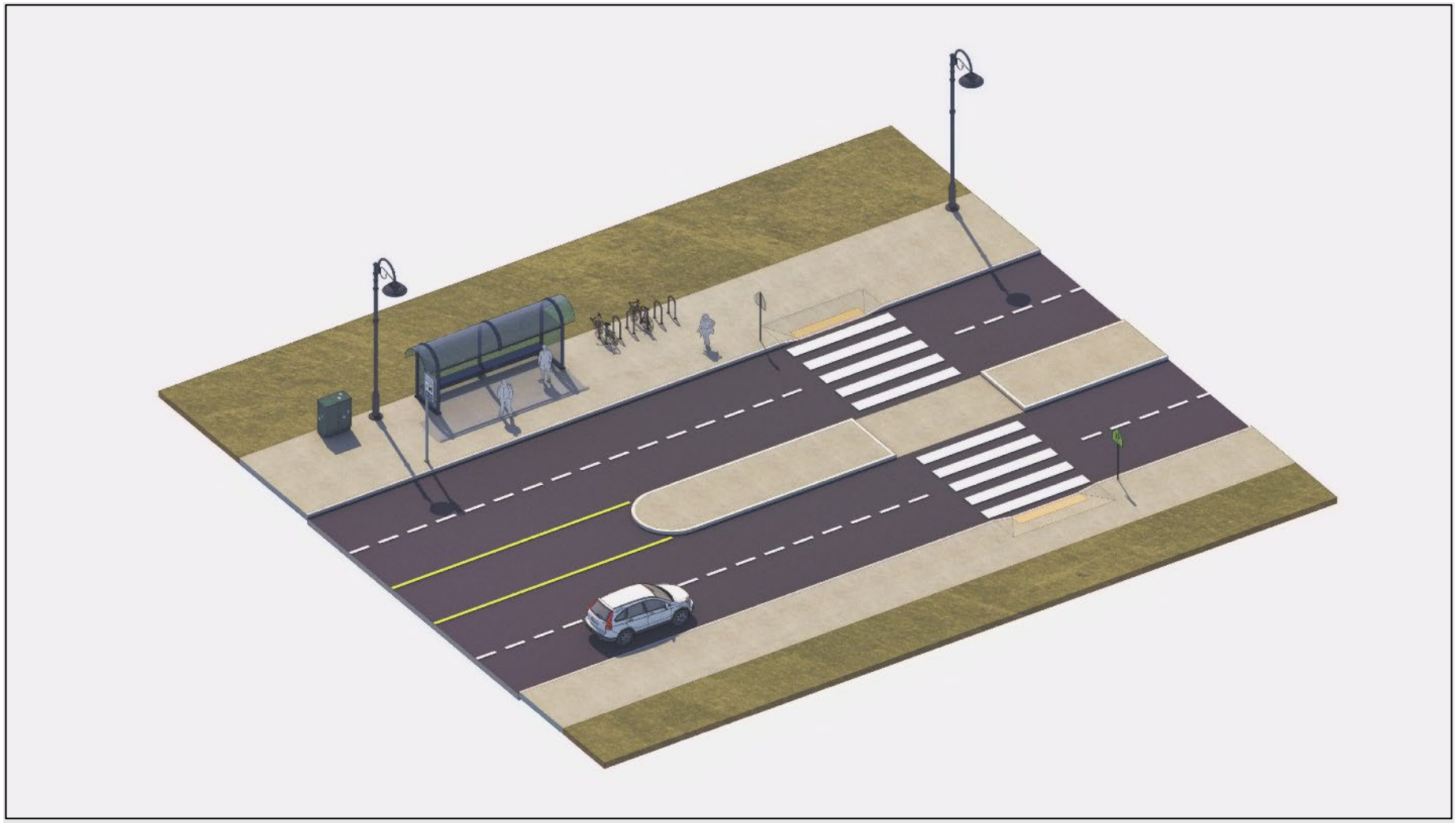


Figure 42: Example Art and Design in the Public Right of Way – Concept

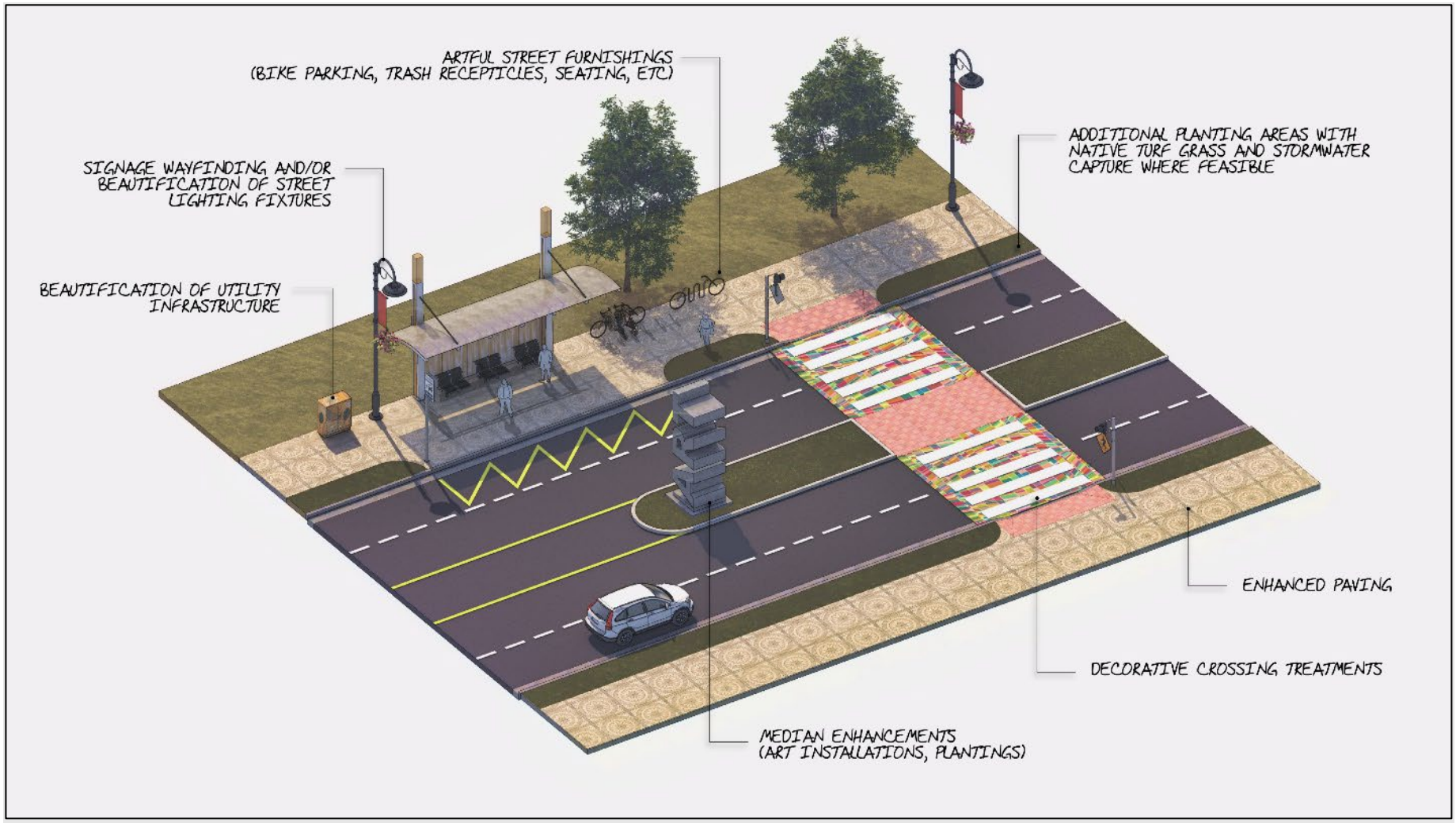


Figure 43: Example Signage and Wayfinding

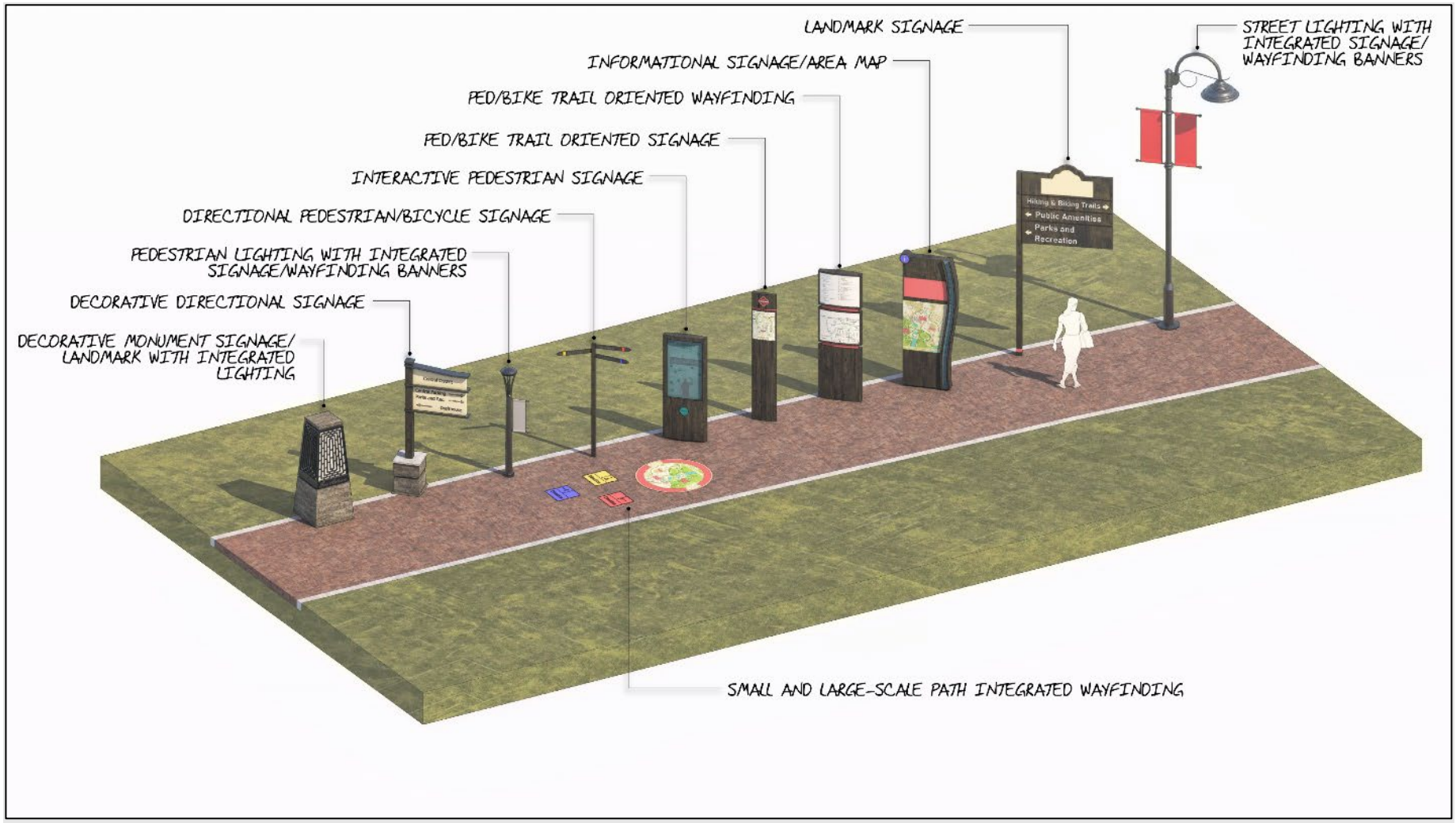


Figure 44: Example Midblock Crossing Improvements – Existing

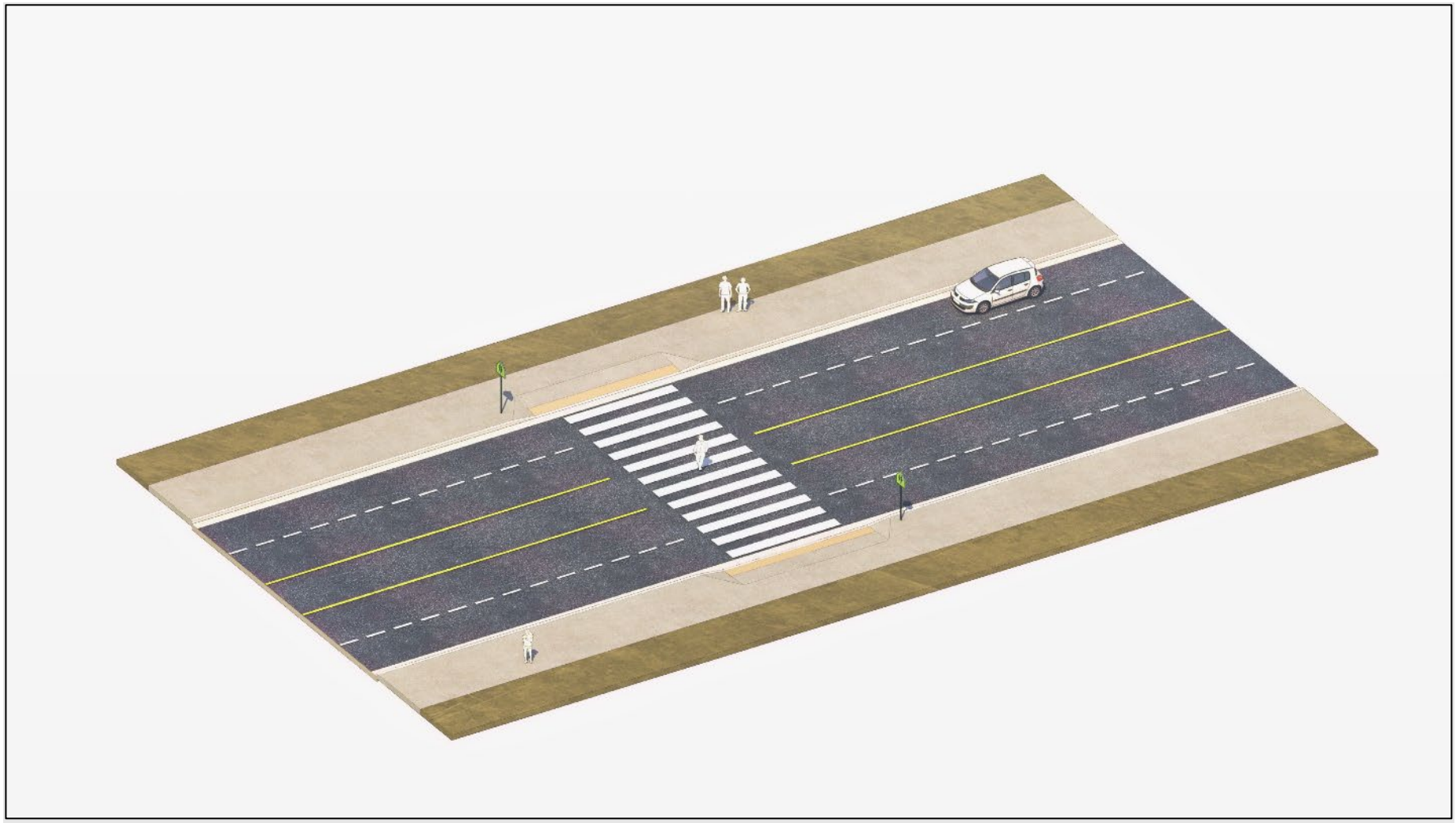


Figure 45: Example Midblock Crossing Improvements – Concept

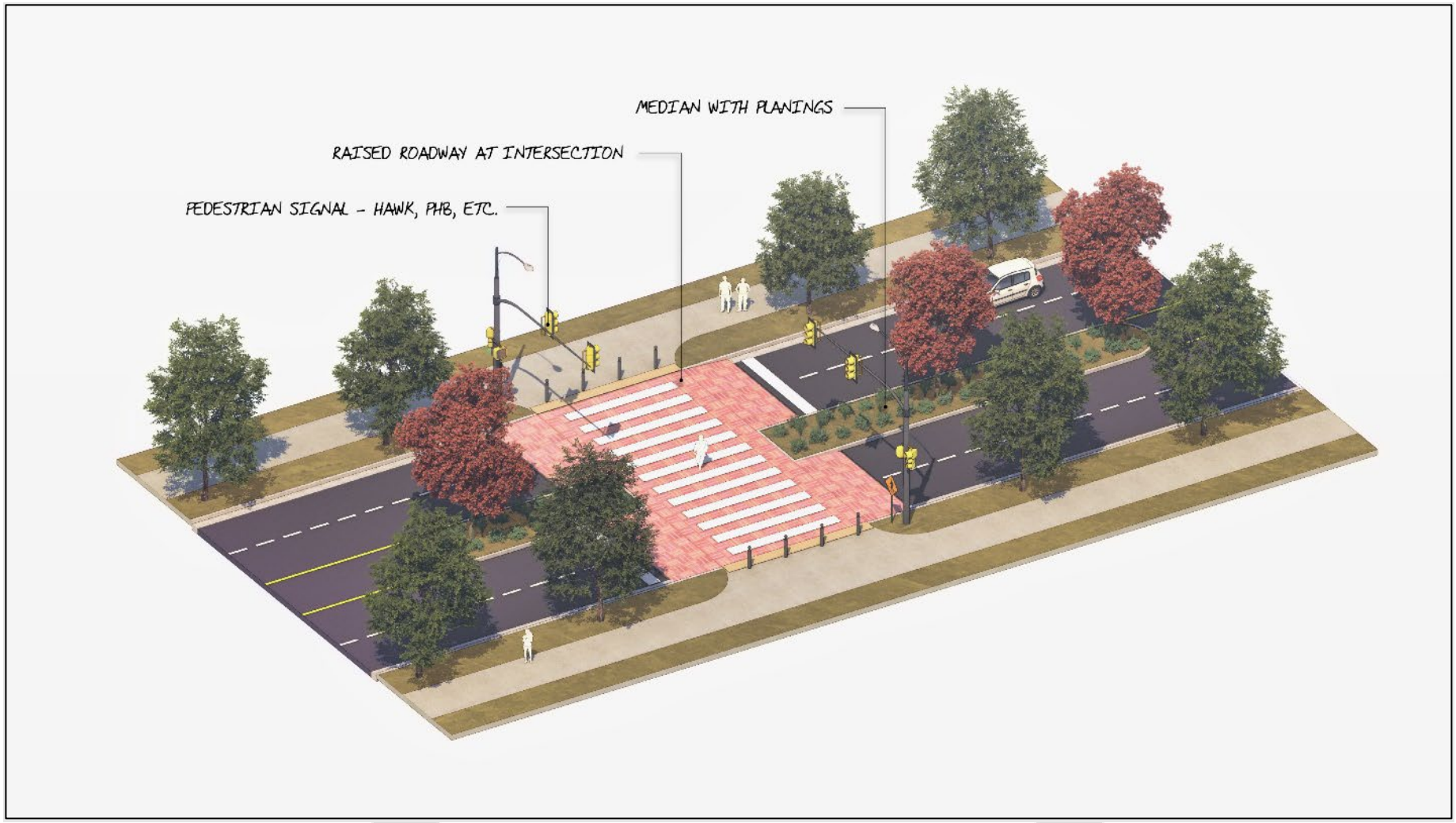


Figure 46: Non-Compliant Dark Sky Initiative Lighting Fixtures



Figure 47: Preferred Dark Sky Initiative Lighting Fixtures



Figure 48: Streets-to-Creeks – Existing



Figure 49: Streets-to-Creeks – Concept

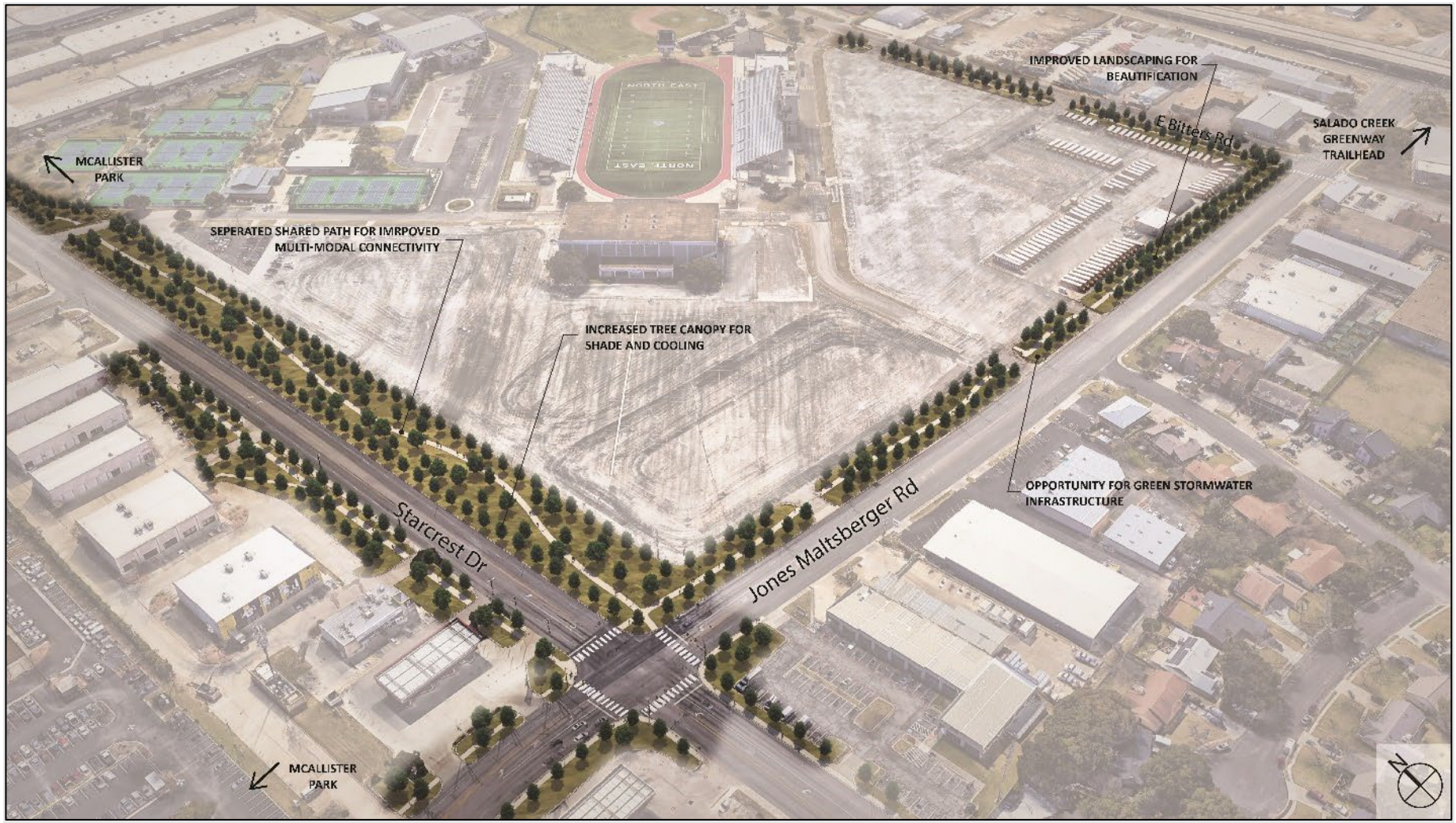


Figure 50: Missing Middle Housing – Typical Existing Neighborhood Conditions



Figure 51: Missing Middle Housing – Lower Density Concepts



Figure 52: Missing Middle Housing – Higher Density Concepts



Figure 53: Arboretum, Bluffview of Camino Real, and the Woodlands of Camino Real Neighborhood Association Map

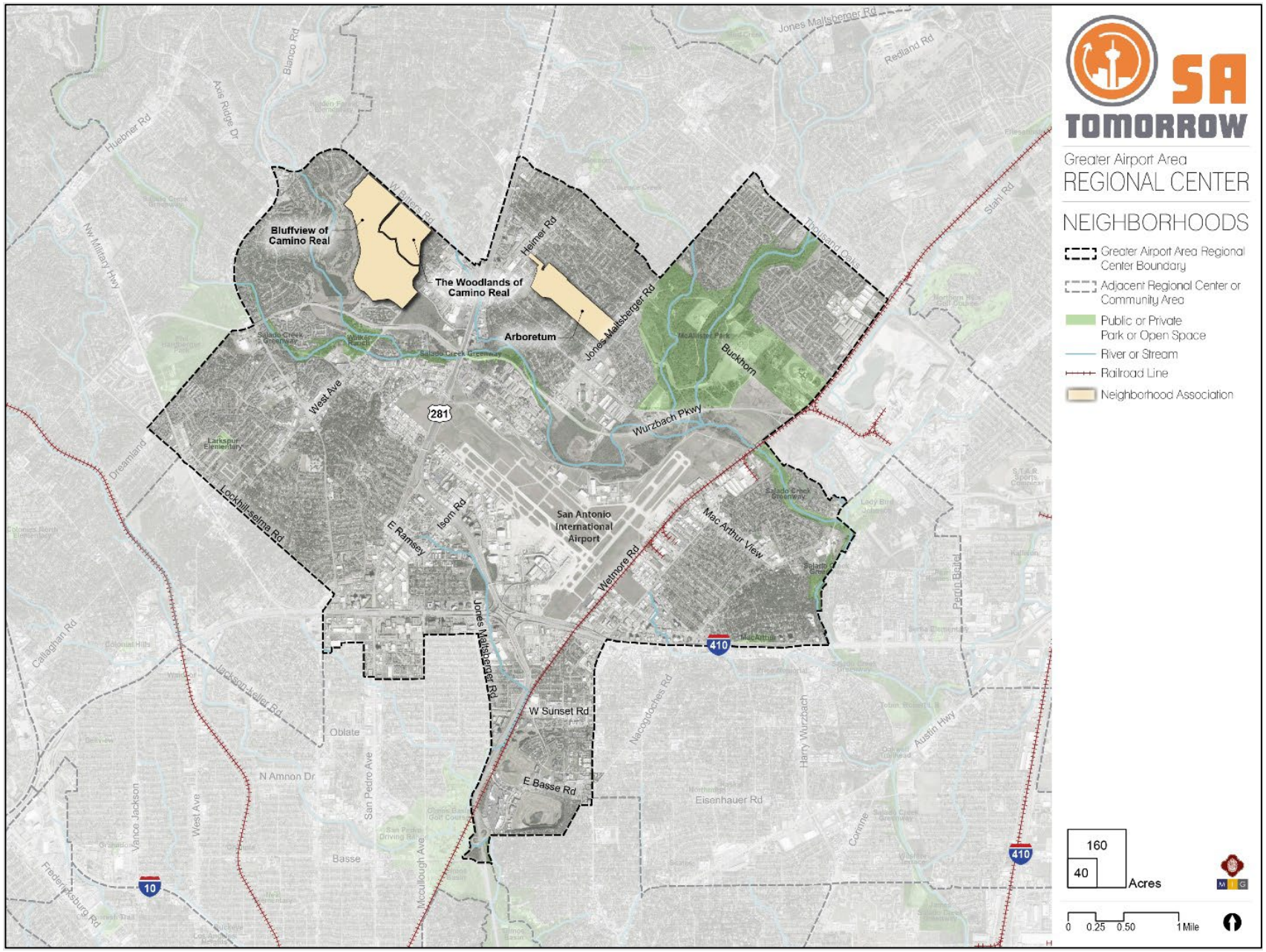


Figure 54: Blossom Park Neighborhood Association Map

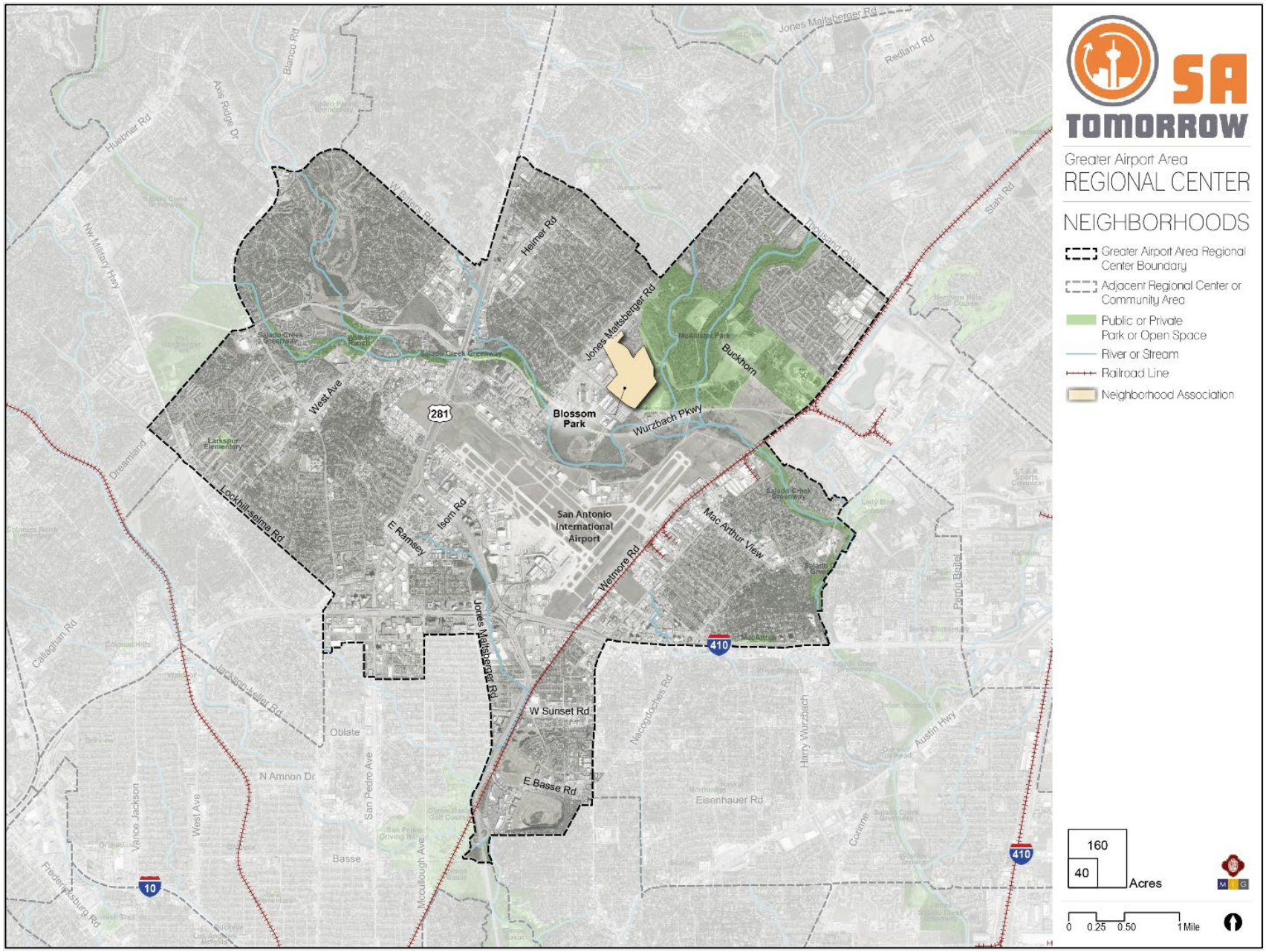


Figure 55: Greater Harmony Hills Neighborhood Association Map

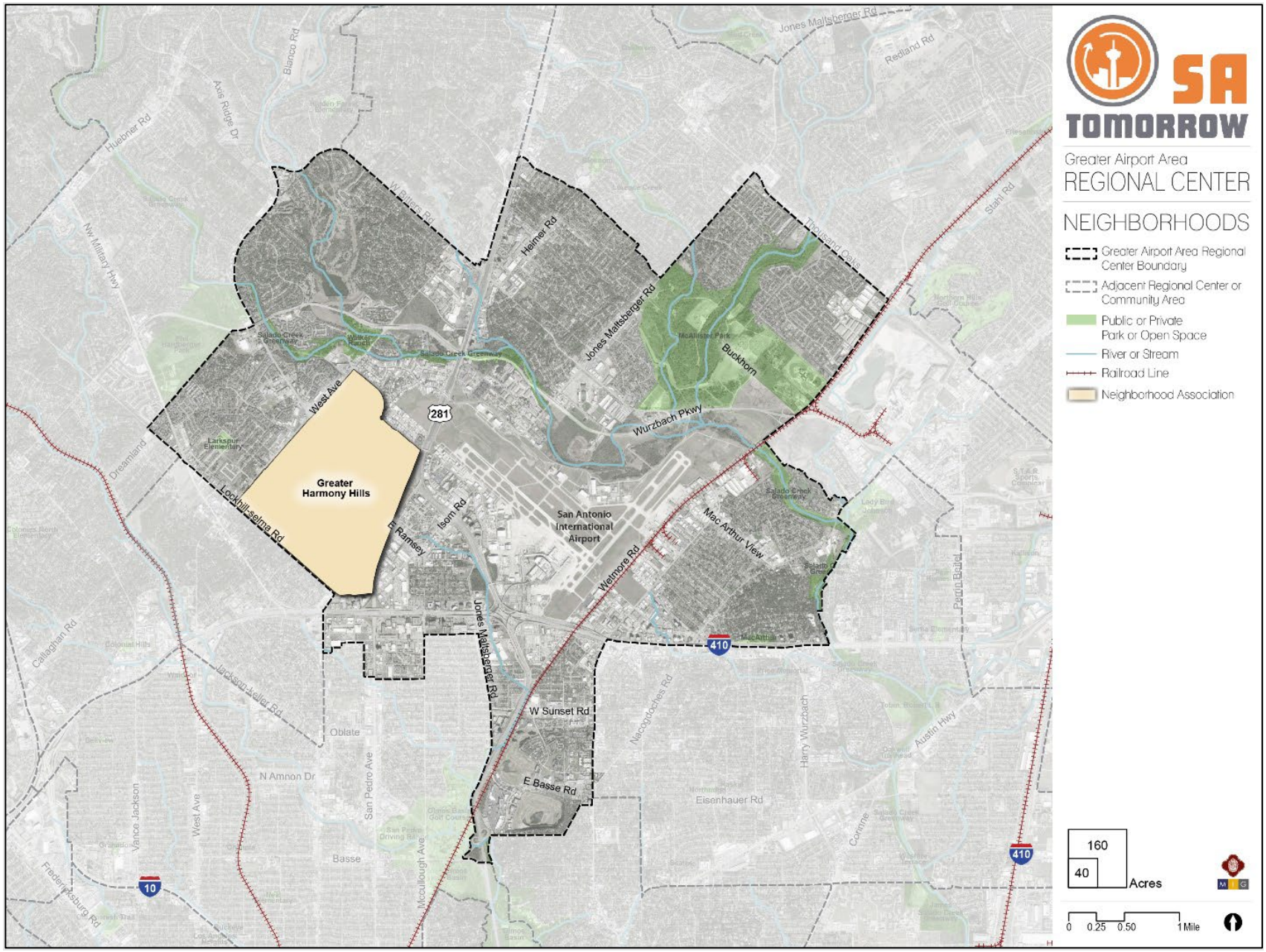
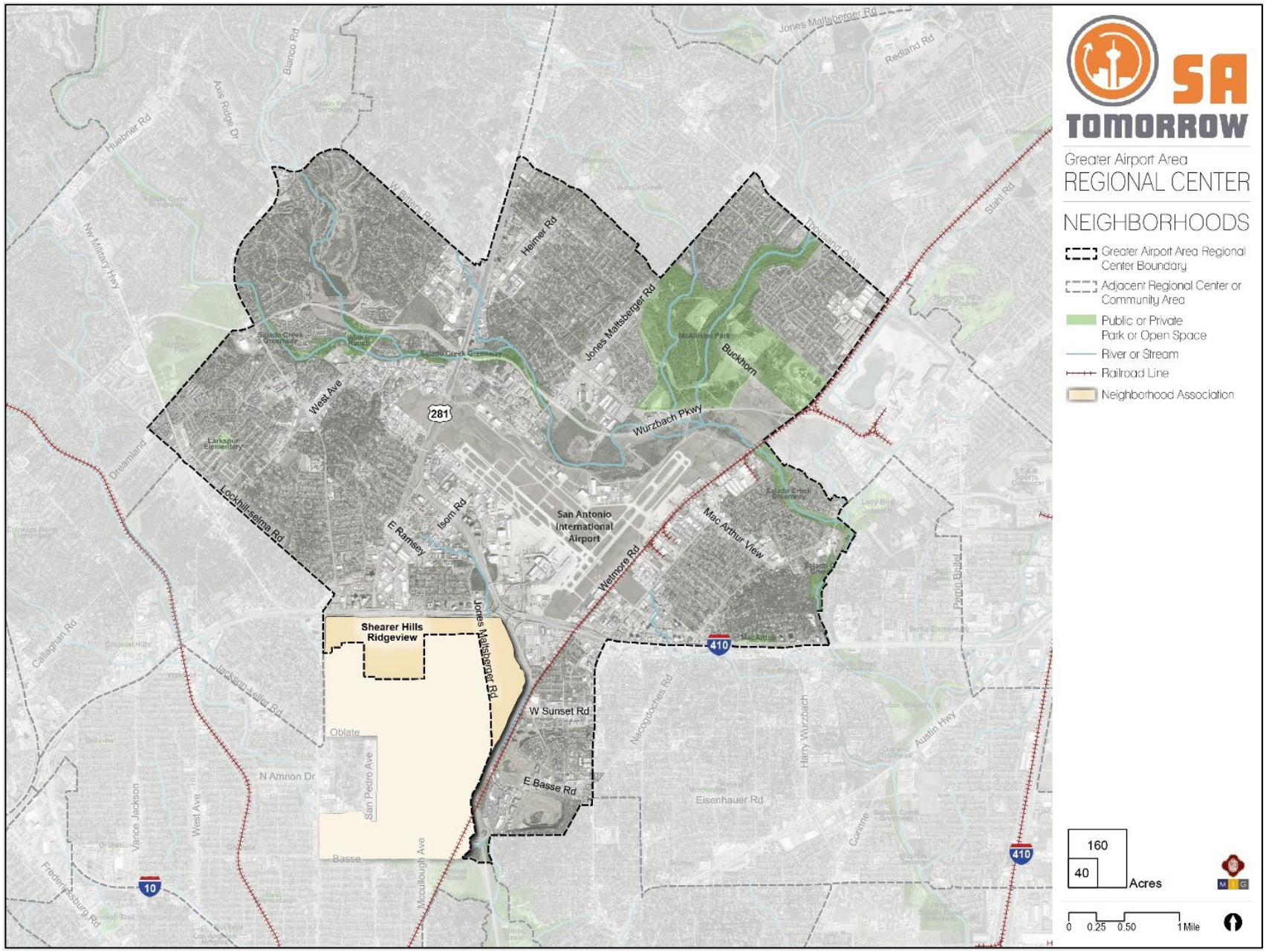


Figure 56: Shearer Hills / Ridgeview Neighborhood Association Map




CITY OF
SAN ANTONIO
TEXAS
PLANNING

atlas

Existing Conditions

GREATER AIRPORT REGIONAL CENTER PLAN

DEVELOPED MARCH 2020


BB&T
San Pedro Ave.

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. Planning for this growth and the next 25 years is a complex task and can be uncertain. 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 help us to 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 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 Greater Airport Area Regional Center Plan. Along with extensive community input, best practices research, and expert technical analysis and advice, these findings will serve as important input to plan recommendations and implementation and investment priorities.


QUARRY MARKET
GOLD'S
GYM







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City-Wide 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 Greater Airport Area Regional Center Plan that this Atlas addresses is part of the Sub-Area planning program described in more detail in the following section.

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.

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

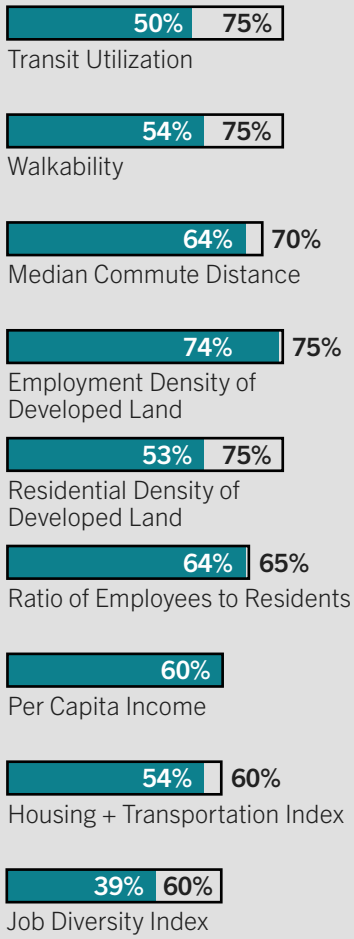
These areas have large employers, institutions and/or concentrations of similar types of employment. These centers typically require or a barrier or buffer to separate their specialized activities from surrounding areas. They mostly contain primary employers and supportive services and amenities.

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

GREATER AIRPORT AREA REGIONAL CENTER PROFILE FROM THE SA TOMORROW COMPREHENSIVE PLAN

Existing & Aspirational Scores



Strengths: The Greater Airport Area has a balanced mix of residents and workers, leading to a large work force in close proximity.

Population (2015 estimate): 37,470

Households (2015 estimate): 16,446

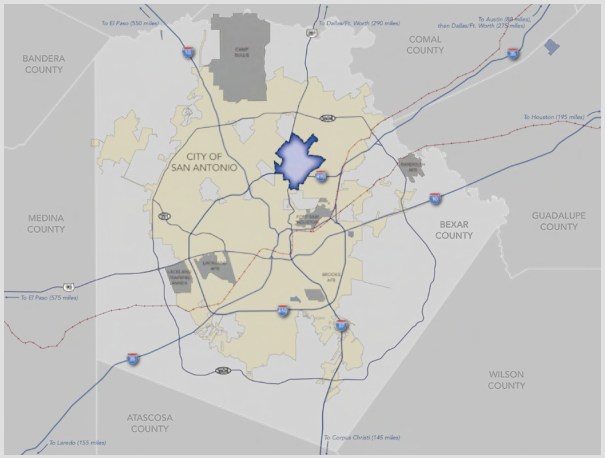
Single-family to Multifamily Housing Units Ratio: 1.00

Employment (2013 estimate): 65,000

Largest Industries (by employment): Retail Trade, Professional and Technical Services, Construction, Finance and Insurance

Acres: 6,886

Developed Acres: 6,412

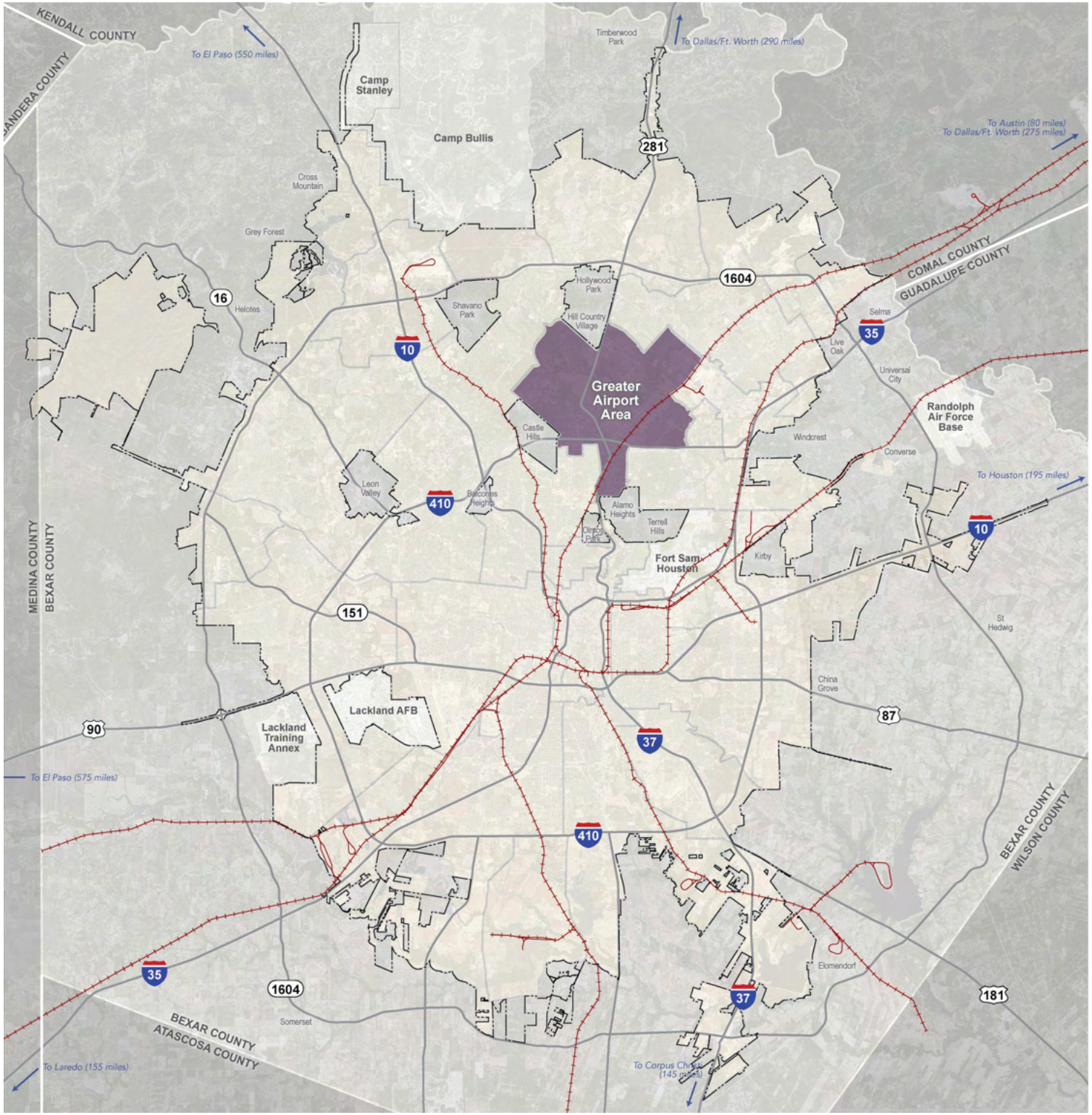


The Greater Airport Area includes the San Antonio International Airport, large concentrations of office uses and major retail destinations, making it the most economically diverse regional center. Located at Highway 281 and Loop 410, the area is well connected by a variety of transportation infrastructure to facilitate the movement of people and goods. This commercial diversity and regional and international activity contribute to a high number of jobs; making the Greater Airport Area the biggest employment hub of all regional centers. Although the airport is a major anchor, an estimated 60% of employment is not airport related.

Tasks Ahead: The Greater Airport Area regional center should prioritize walkability and transit connectivity.



The Roissypole district at the Paris-Charles de Gaulle Airport includes office buildings, light manufacturing and distribution, hotels and several transit stations.



SA TOMORROW Greater Airport Area

PLAN LOCATION

LEGEND

- City Boundary
- Major Highway
- Rail Line
- Regional Center Boundary

0 1.25 2.5 5 Miles

M I G

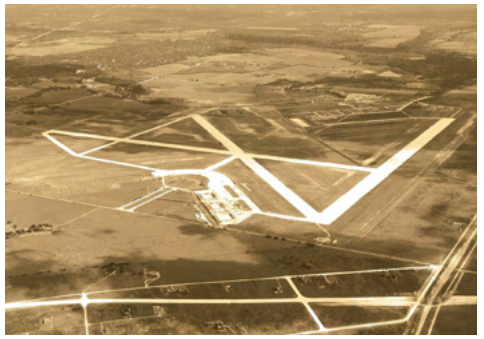
History of the Greater Airport Regional Center

The early history of the Greater Airport Area includes occupation by Native Americans, including documented use of the area around the confluence of Panther Springs and Salado Creek. Much of the area was probably part of El Rancho de Monte Galvan, which supplied animals and food to Los Missions de Valero, Concepción, and San Juan in the middle decades of the 1700s. Beginning in the 1830s, nearly 2,000 acres were occupied by the Coker family after it was granted to John Coker from the Texas legislature for his service in the Battle of San Jacinto. This area became the Coker community, and included a church, school, and graveyard. The surrounding areas were also privately held in similar sized tracts.

Although large tracts of land such as the Cokers' were gradually subdivided in the 1800s and early 1900s, and historical maps indicate a proliferation of at least primitive roads during this time, the area remained primarily agricultural and rural until the 1940s. San Antonio International Airport began developing in the 1940s, however the first passenger terminal did not open until 1953. By the 1940s, suburban areas between Downtown and the Greater Airport Area had begun to fill in, and although the interstate highway system had not been built, earlier versions of Loop 410 and US 281 served as regional connectors that facilitated suburban expansion in the city's northern areas.

The Greater Airport Area experienced a wave of development in the 1950s, including the opening of North Star Mall in 1960 and was mostly built out in today's development patterns by 1990. This period of initial development was associated with consistent public investment in upgrading and expanding roads, highways, and airport facilities. It was also associated with federal subsidies for single-family home development, and out migration of white people from central cities to suburban areas in response to efforts aimed at desegregating schools and neighborhoods, and the establishment of the Northeast Independent School District in 1949.

From the 1990s to the present, public investment in facilitating automobile mobility and air traffic have continued, for example with construction of the US 281 and Loop 410 interchange between 2005 and 2010, and various upgrades to airport facilities, including additional structured parking garages and improved automobile connections between the highways and the airport. These investments have served to reinforce the area's original development patterns.







Credit: Coker Cemetery Association

Greater Airport Regional Center Infrastructure and Institutions







Major Landmarks and Infrastructure

People orient themselves in the landscape using countless distinct and recognizable buildings, parks, streets, schools, and other features and gathering places. Some physically prominent features in the Greater Airport Area include edges such as the airport facility boundary, as well as major roads and highways that define the boundaries of neighborhoods and districts.

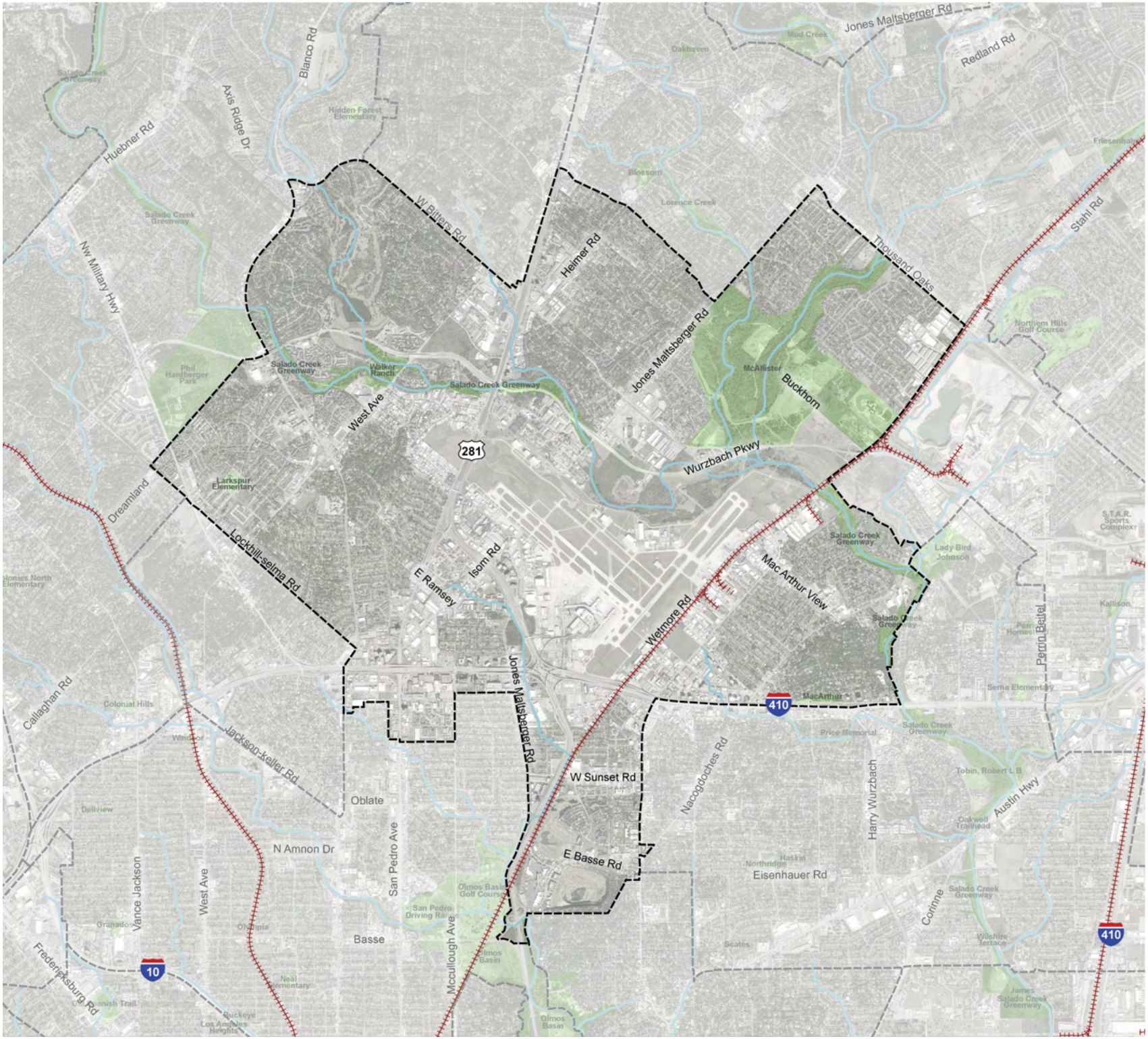
Prominent structures include the Loop 410 and US 281 interchange, several midrise office buildings, the airport control tower and hangars, and the Alamo Quarry Market Chimney stacks. Several miles of Salado Creek are also included in the area.

Neighborhoods and Institutions

There are over 20 neighborhood and homeowners associations in the area. Some of these associations participate in larger alliances of associations, such as the Northside Neighborhoods for Organized Development, the District 9 Neighborhoods Coalition, and the Tier One Neighborhood Coalition. Many residential areas, however, appear to not be represented by a neighborhood or homeowners association, including both single-family neighborhoods and clusters of apartment buildings.

Most of the Greater Airport Area is part of the Northeast Independent School District (NEISD), and includes NEISD schools such Douglas MacArthur High School and Winston Churchill High School. The area is also served by the Alamo Heights Independent School District.

The area includes several business parks, including Beacon East, Beacon Circle, Arion, and Interpark. There are also several commercial and industrial districts that are not part of a formal business park or association. There is currently no airport area business association or other such entity.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

STUDY AREA

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

50
5
Acres

0 0.25 0.50 1 Mile

Demographics and Economic Profile

The Greater Airport Area Regional Center is located in north-central San Antonio and includes the area surrounding the San Antonio International Airport. The San Antonio International Airport is a major employment hub and attracts a large amount of complementary commercial development to the area including industrial and flex space, hotels, and restaurants. In addition, the Greater Airport Area is a major office and commercial hub in the San Antonio region, with major retail destinations including the North Star Mall and the Alamo Quarry Market. There are multiple open space and athletic amenities including McAllister Park, Walker Ranch Historic Landmark Park, Blossom Athletic Center, and North East Sports Park.

Overall, the Greater Airport Regional Center Area:

- Includes a large amount of office, industrial, and retail development – over 32 million square feet.
- Has higher educational attainment than the region overall.
- Has a lower concentration of family households (53%) compared to the city overall.
- Has a larger population of seniors (age 65+).
- Has a high proportion of renter-occupied housing units at 61% and a lower rate of homeownership at 39% compared to the city as a whole.

Population

In 2019, the population of the Greater Airport Area Regional Center was approximately 73,900 residents with 33,200 households. The area has grown by a total of 7,400 residents since 2000; most of this growth occurred during the 2000 to 2010 time frame with 4,800 residents or an average of 480 residents annually. From 2010 to 2019, the area grew by a total of 2,600 residents or nearly 300 residents each year, a 0.4% annual growth rate in contrast to 1.1% for the city and 1.9% for the Metropolitan Statistical Area (MSA). The Greater Airport Area has fewer households defined as "family" with 53% of all households, while the City of San Antonio has 65% family households and the MSA has 70% family households. The average household size in the Regional Center is 2.20 persons per household.

Age

The Greater Airport Area population is slightly older on average than the regional population; the median age is 36.7 years, compared to 34.2 in the city and 35.6 in the MSA. Millennials (born between about 1980 and 1995) make up 25% of the population, compared to 24% in the city and 22% in the MSA. Seniors (over age 65) make up 16% of the population, while seniors in the City and MSA represent 13% and 14% respectively.

Race and Ethnicity

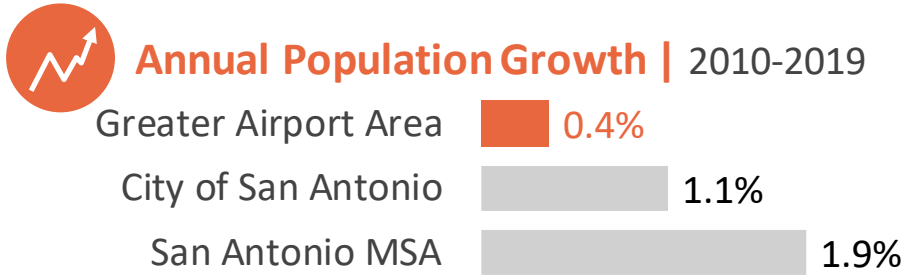
The population of the Greater Airport Regional Center is 51% Hispanic, lower than the 66% in the city and 56% in the MSA. The area has a Diversity Index score of 73 – measured from 0 to 100, this number represents the likelihood that two random persons in the same area belong to different race or ethnic groups. The city and MSA both have a Diversity index of 72. This indicates that the Greater Airport Area Regional Center has a similar amount of diversity as the region.

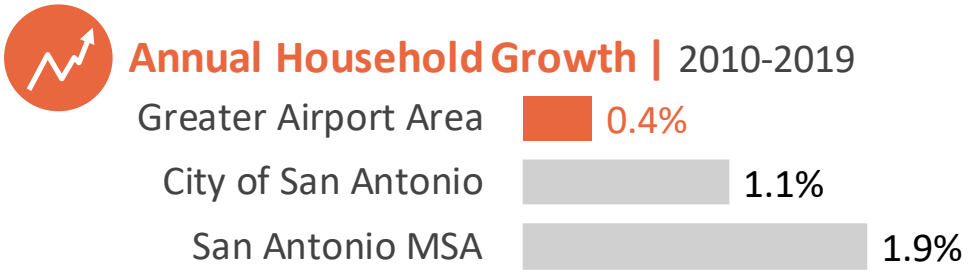
Income

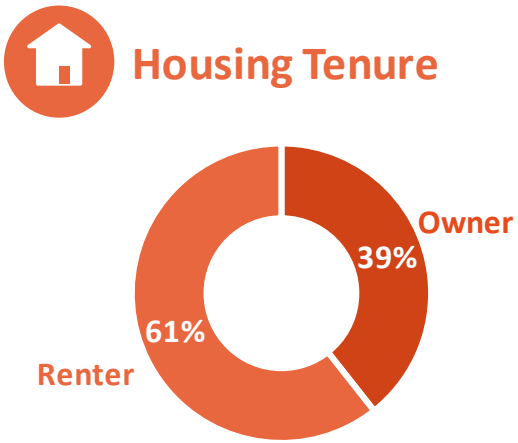
Household income in the Greater Airport Area is similar to the region overall. The average household income in the Regional Center is $73,250, compared to $70,000 in the City of San Antonio and $80,200 for the MSA. The median household income of $50,800 and per capita income of $32,900 are also similar to the surrounding areas.

Education

The Greater Airport Area has higher educational attainment levels than the region overall. Of the area population aged 25 and older, 45% have an Associate's, Bachelor's, or Graduate/Professional degree, which is higher than the city with 35% and the MSA with 37%. There are 23% with a high school diploma or equivalent and eight percent with less than a high school diploma.







Housing

The average home sale price in the Greater Airport Area Regional Center from 2016 to 2018 was $230,800 or $118 per square foot. The more expensive home sales during this time occurred in the subdivisions surrounding SilverHorn Golf Club, including Bluffview Estates and Camino Real. The average home price in this area was $375,900 with the highest sale price reaching $980,000. Additionally, the Lincoln Heights subdivision adjacent to the Quarry Golf Course has high home sale prices with an average of $687,000 with the highest price reaching over $1.3 million.

The average rental rate for an apartment unit in the Greater Airport Area is $963 per month or $1.15 per square foot, which is nearly the same as Bexar County with an average of $988 per month or $1.16 per square foot. Since 2015, there have been four new apartment developments in the area with a total of 433 units. Currently, 7600 Broadway is under construction and will include 216 units.

The Greater Airport Area has a lower proportion of single-family home dwellers than the region. Single-family detached and attached units represent 45% of the housing inventory in the Regional Center, compared to 66% in the city and 70% in the MSA. A large portion, 55%, of the housing inventory in the area, is multi-family with five or more units, compared to 33% in the city and 24% in the MSA.

The Regional Center has a lower rate of homeownership and higher amount of renters than the region – 39% of units are owner-occupied (compared to 53% in the city and 63% in the MSA) and 61% are renter-occupied (compared to 47% in the city and 37% in the MSA).

Housing Targets:

The Regional Center is forecast to grow by 3,500 households over the 2010 to 2040 time period, or 117 households annually, representing one percent of Bexar County housing growth.

Employment

The Greater Airport Area Regional Center had nearly 82,000 jobs in 2019. Retail Trade was the Center's largest employment sector, accounting for 16% of total jobs. The next largest employment sectors are Health Care and Social Assistance with 12%, and Professional, Scientific, and Technological Services, and Accommodation and Food Services, each with 11%. There are 6,500 jobs within businesses located in and adjacent to San Antonio International Airport including over 2,000 City of San Antonio/San Antonio International Airport jobs. The Regional Center is also home to major corporations including the corporate headquarters of Whataburger. Other major employers in the area include the major airlines such as United Airlines and Southwest Airlines, area hotels, and Clear Channel Outdoor/I-Heart Media.

Employment in the Greater Airport Area is mainly distributed to medium wage jobs with 34% of workers earning between $15,000 and $40,000 annually and 42% earning over $40,000 annually. Low-wage jobs with earnings less than $15,000 per year account for 24% of all jobs.

Most people employed in the Greater Airport Area Regional Center do not live in the area – 94% of workers commute in from other places. Many workers come from relatively close by, with 47% commuting less than 10 miles, and another 27% commuting between 10 and 24 miles. Twenty one percent of workers commute from over 50 miles away. Similarly, most Greater Airport Area residents do not work in the area – 16% of residents are employed in the area, while 84% commute out to other locations. However, the 16% of residents working in the area is a higher percentage than is found in other Regional Centers.



Commercial and Industrial Development

Office

The Greater Airport Area is a major office location in the San Antonio region. There is 9.5 million square feet of office development with over 280,000 square feet built since 2010. The Regional Center has a higher vacancy rate at 11.2% and a similar rental rate of $21.31 per square foot compared to Bexar County's 9.3% vacancy rate and $21.16 rental rate per square foot. Currently, there are five office developments under construction including the Broadway Offices with 53,000 square feet, Sunset Professional Building with 58,000 square feet, Prospera Housing & Community Corporate Office with 26,000 square feet, and The Enclave at Sunset with 6,000 square feet. Additionally, there are two office developments proposed with a total of 60,000 square feet of space planned.

Retail

The Greater Airport Area Regional Center has 11.4 million square feet of retail space, with 300,000 square feet built since 2010. The area has an average vacancy rate of 5.0% and an average rental rate of $16.57 per square foot. The vacancy and rental rates are similar to Bexar County which has a 4.9% vacancy rate and $16.23 per square foot rental rate. There is one retail project currently under construction at 11900 Blanco Road with 8,500 square feet of retail and one project proposed at 7215 San Pedro Avenue with 5,300 square feet of retail.

Industrial
There is a total of 11.1 million square feet of industrial development in the Regional Center. Since 2010, there has been 334,000 square feet of new industrial development. The Greater Airport Area has a vacancy rate of 7.1% and an average rental rate of $8.85 per square foot. These rates are higher than the County where the vacancy rate is 6.8% and the average rental rate is $6.35 per square foot. Gulfmart Bend is a proposed industrial development planned to have 40,000 square feet of space.

Hotel
There are 30 hotel/motel properties located within the Greater Airport Area Regional Center with over 4,000 rooms. The most recent hotel is the 112-room Homewood Suites by Hilton built in 2016. There are no hotel projects currently proposed or under construction.

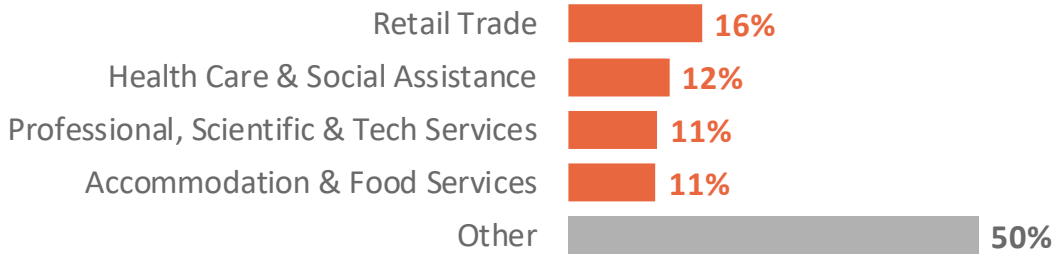
Employment Targets: The Greater Airport Area Regional Center is forecast to grow by 39,400 jobs between 2010 and 2040, or over 1,300 jobs annually, representing six percent of Bexar County employment growth.

Largest Employers

San Antonio International Airport
Aramendia Plumbing
Sirius Computer Solutions
Lewis Energy Group
Southwest Airlines

Largest Employment Sectors

Retail Trade & Health Care



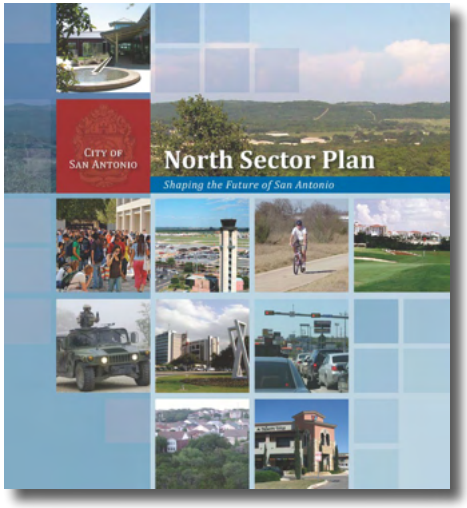
Previously Adopted Plans



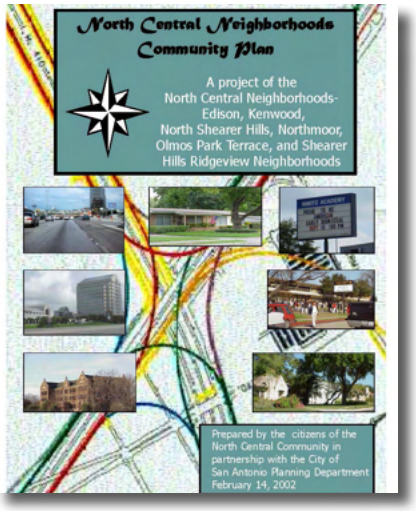
The San Antonio International Airport Vicinity Land Use Plan (2010) created land use compatibility guidelines for areas surrounding the airport, and included other recommendations related to economic development, placemaking, and the transportation system. The goals of the plan are summarized as follows:

- Enhance aircraft safety by protecting navigable air space around airports through height restrictions.
- Ensure safety of persons on the ground by reducing risks from aircraft operations and accidents.
- Minimize the effect of aircraft noise on adjacent neighborhoods.
- Coordinate land use and the transportation system.
- Support the airport area economy and airport related businesses.
- Support transit oriented development, and higher quality public spaces.

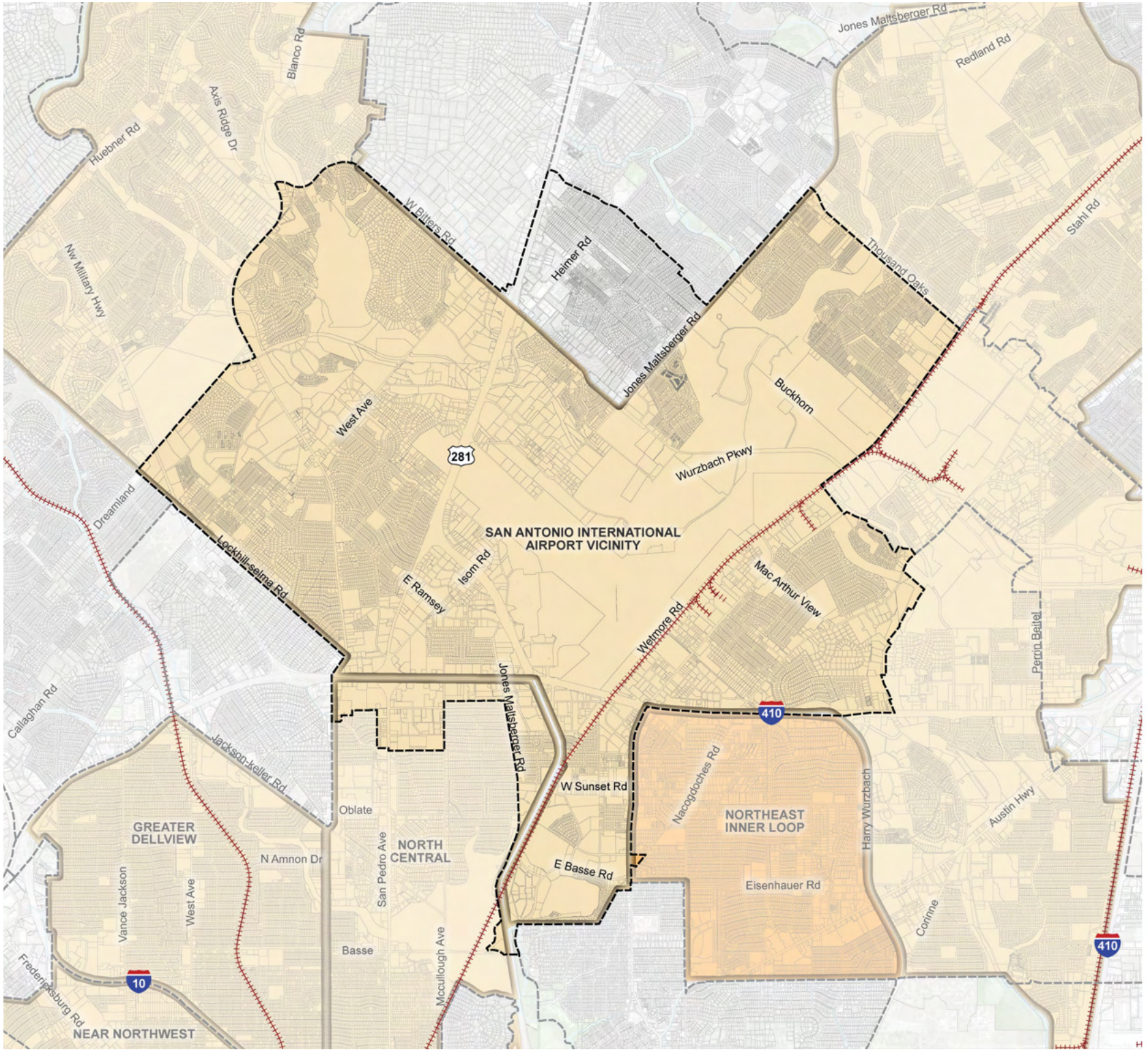
The City of San Antonio Aviation Department is currently in the process of creating the San Antonio Airport System Strategic Development Plan, which will offer recommendations regarding land use, facilities, and services required for the airport system to accommodate the growth of the San Antonio region.



The North Sector Plan (2010) was a comprehensive plan for a very large area, a small portion of which overlaps with the Greater Airport Area Regional Center Plan. The plan used a future land use classification system that supported a mix of residential and commercial uses and mix of residential densities in most areas. It also supported the redevelopment of urban centers in some locations that are presently occupied by suburban surface-parked retail uses.



The commercial areas located immediately south of Loop 410, between Blanco Road and US 281, are part of the greater Airport Area Regional Center, and were included in the **North Central Community Plan (2002).** The plan recommended that these areas remain in primarily commercial use, however the plan supported a mix of commercial and residential land uses in the area between Rector Street, San Pedro Avenue, Sprucewood Lane, and McCullough Avenue.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

PRIOR PLANS

- Greater Airport Area Regional Center Boundary
- Adjacent Regional Center or Community Area
- Parcels
- Community Plan
- Neighborhood Plan

50
5 Acres

0 0.25 0.50 1 Mile







Natural Systems

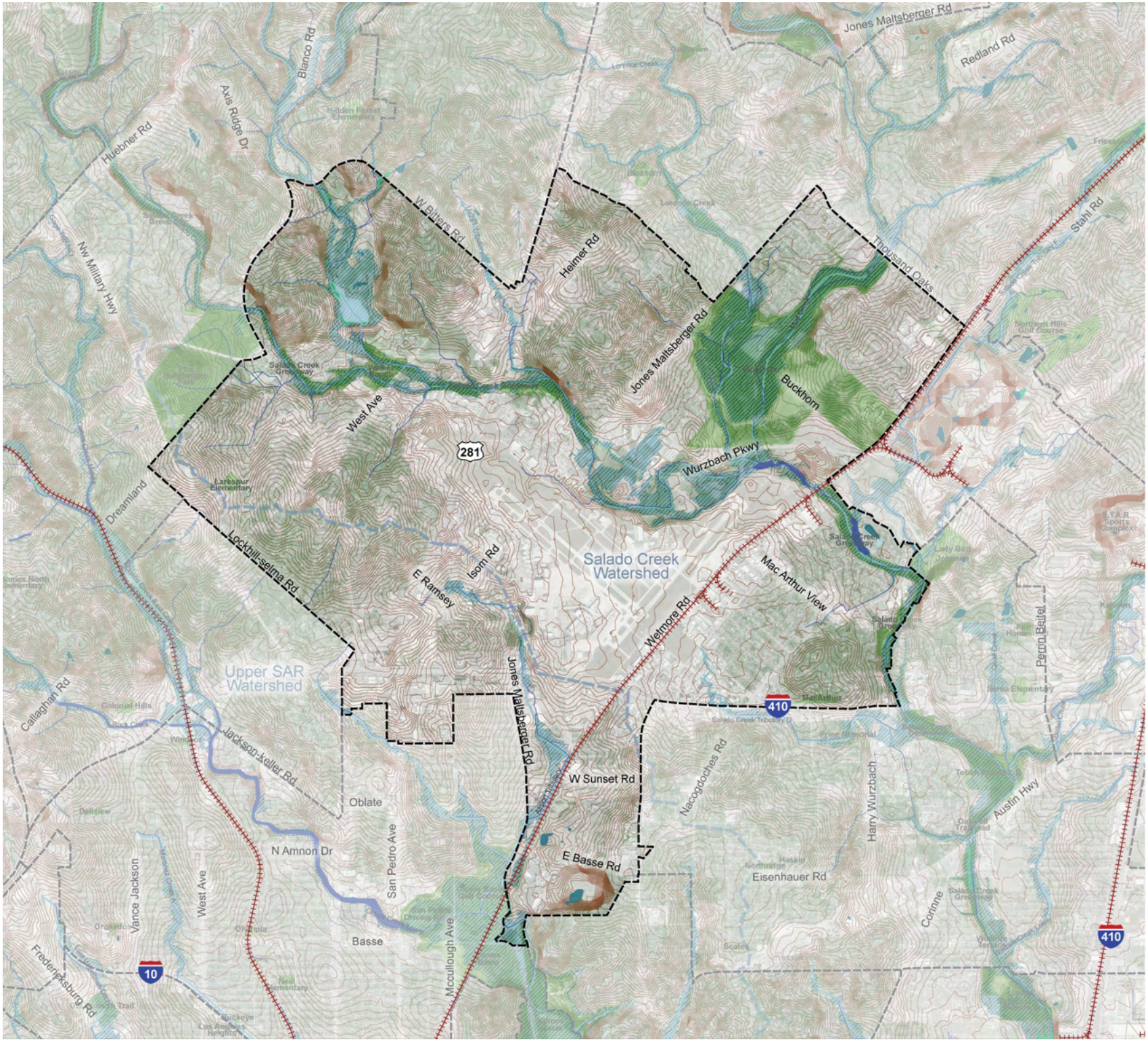
The Greater Airport Area includes portions of the Salado Creek Watershed and the Upper San Antonio River Watershed, as well as sections of Salado Creek, Panther Springs Creek, Lorence Creek, Mud Creek, and other unnamed tributaries and engineered channels, including Airport Tributary, which flows to Olmos Creek. Most of the area is between 750 feet and 900 feet in elevation, with some lower elevations associated with Alamo Quarry and lower reaches of Salado Creek, and some higher elevations up to 950 feet near the western boundaries of the area.

Floodplains in the area are associated with the entire lengths of the creeks named above. Run off and channelized flows from the Greater Airport Area contribute to flood risk and the need for flood hazard mitigation in areas downstream in the Salado Creek and San Antonio River Watersheds.

Downstream sections of Salado Creek and the San Antonio River are impaired, having enough E. Coli to make them unsafe for swimming, and having enough dissolved oxygen that they do not adequately support aquatic life. Within the Greater Airport Area, most of Salado Creek, Lorence Creek, Salado Creek Tributary F, and Airport Tributary have potential for restoration and rehabilitation.

Most of the Greater Airport Area is located over the Edwards Aquifer Transition Zone. In the Transition Zone, geologic features such as faults and fractures present possible avenues for contaminants in surface water to reach the aquifer; however, this area is less important than the "recharge zone" is for providing water supply to the aquifer.

The Greater Airport Area has relatively robust urban tree canopy in low density residential neighborhoods. McAllister Park, the Salado Creek Greenway, and Walker Ranch Historic Landmark Park include relatively large expanses of mature tree canopy.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

NATURAL SYSTEMS

- Greater Airport Area Regional Center Boundary
- Adjacent Regional Center or Community Area
- Watershed Boundary
- 5-foot Contour Lines
- FEMA 100-year Floodplain
- Tree Canopy
- Limited Water Quality Streams

WETLANDS

- Riverline
- Freshwater Wetland
- Lake/Freshwater Pond

50
5
Acres

0 0.25 0.50 1 Mile









Land Use and Development Patterns

General Development Pattern

Development patterns in the Greater Airport Area are typically suburban and automobile-oriented. With most parking provided in surface lots, and expansive setbacks between buildings and property lines, most developed sites are primarily occupied by parking, driveways and landscaping, rather than buildings and primary uses. It is common in both residential and commercial areas for parking to be located between the structures' primary entrances and the streets that they face.

Blocks are large, especially in commercial and garden apartment areas, where street segments are rarely less than 600 feet long, and often approach ½ mile in length. Blocks are typically not arranged in a grid pattern, but rather in irregular shapes, among curved and diagonal streets. Where commercial areas and residential areas abut one another, they are often part of a single large block without a street or public connection between them. There are no urban commercial main streets with buildings oriented to and adjacent to sidewalks, however there are several streets that have some characteristics of a neighborhood-serving commercial street and that could become more pedestrian-oriented with incremental infill development and streetscape improvements. For example, Sunset Road, Broadway Street south of Loop 410, and Nacogdoches Street north of Loop 410 feature finer grained lots and a variety of existing small businesses. Other opportunities to support pedestrian-oriented commercial or mixed-use streets may exist on local streets intersecting the area's major roads that currently are dominated by surface parking and loading areas. To the extent that new or infill development occurs in any of these areas, existing zoning (typically C-2, C-3, and MF-33) and development regulations would reinforce existing patterns.

Residential lot sizes vary widely by neighborhood, with some neighborhoods having typical lot sizes of only 4,000 square feet, and others with typical lot sizes approaching one acre. With most residential neighborhood areas built out, there has been very little residential infill development in the last five years. These neighborhoods are unlikely to experience substantial infill development, even where the market would support it, because they are zoned for single-family uses, and in some cases have covenants and deed restrictions reinforcing the existing pattern.

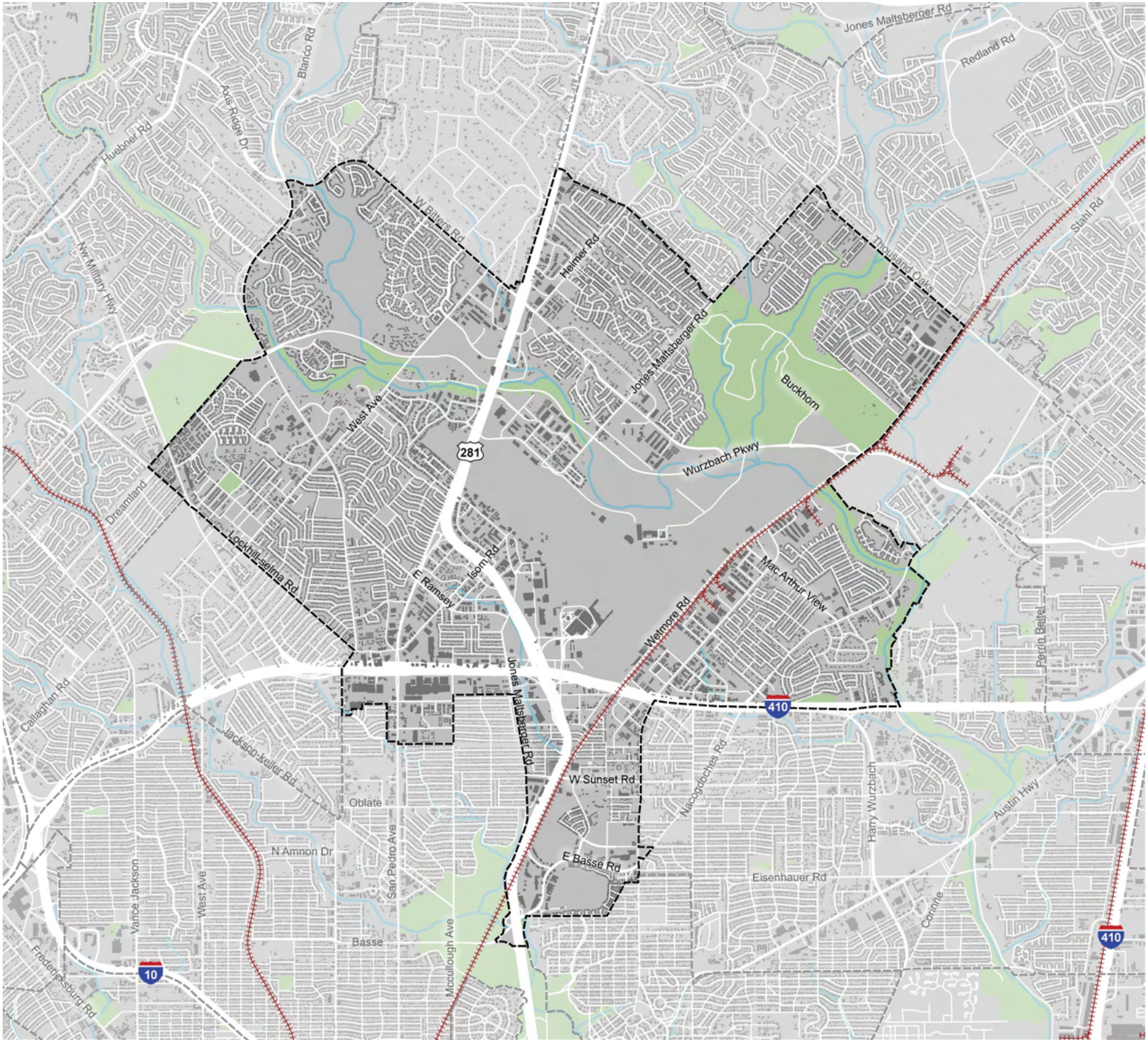
Neighborhoods south and east of Larkspur Elementary School and north and south of Sunset Road are exceptional in continuing to have small scale residential infill occur on vacant lots. Near Larkspur Elementary, primarily detached single-family infill development appears to be occurring on uniform lots. Near Sunset Road, infill development is occurring in more diverse patterns. In some cases the Infill Development Zone and minor subdivisions of previously created lots are used to build single-family detached homes, attached townhomes, and cottage courtyards oriented to a central common open space.

Distribution of Uses

Land in the Greater Airport Area Regional Center is characterized by commercial development oriented toward the major highways of the area; large, regionally serving public uses, such as the airport and McAllister Park; traditional residential subdivisions built during the second half of the 20th century, and surface-parked garden apartment complexes.

Institutional/Public Use

Institutional and public uses include publicly held land, as well as hospitals, schools and churches. The San Antonio International Airport is the largest property in the area, consisting of over 1,800 acres. Institutional uses make up about 22% of the land area, with the airport accounting for over half of that. The airport impacts mobility, employment, commercial activity, the environment, and the use of neighboring properties. It has stimulated much of the growth in this area of the city. Other institutional uses include public schools, such as Churchill and MacArthur High Schools, Ridgeview and Coker Elementary Schools, and Coker United Methodist Church.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

DEVELOPMENT PATTERNS

- Greater Airport Area Regional Center Boundary
- Adjacent Regional Center or Community Area
- Block
- Park or Open Space
- Existing Building Footprint
- River or Stream
- Railroad Line

50
5
Acres

0 0.25 0.50 1 Mile







Commercial Use
Commercial land accounts for about 20% of the land area of the Greater Airport Area Regional Center. As neighborhoods emerged along streets such as Sunset Road, Bitters Road, and West Avenue, locally serving businesses also began to emerge.

In addition to these locally serving businesses, a number of large-scale retail centers can also be found in the plan area, including North Star Mall, the Quarry Market and Park North Shopping Center. The Quarry is an example of significant redevelopment and adaptive reuse, in this case of what was formerly a quarry. Retail development is most intense along the two major highways: Loop 410 and US 281, with a number of big box shopping centers at key intersections.

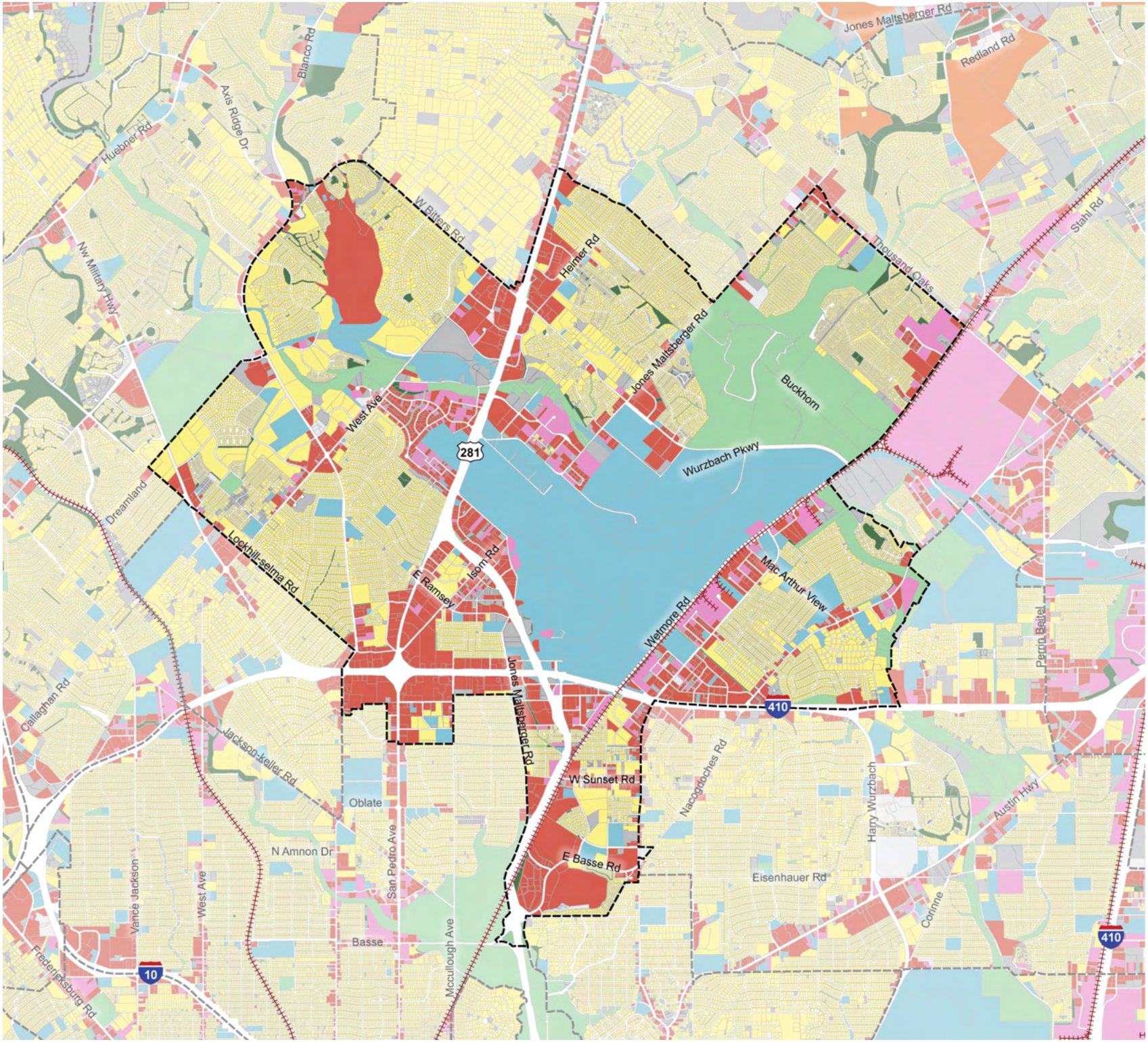
Office properties are another type of commercial use found in the Greater Airport Area. Major office buildings can be found along the two highways, such as The Pyramid at San Pedro and Loop 410 and Concord Plaza at Jones Maltsberger Road and US 281. Like the Boots in front of North Star Mall, these buildings make iconic contributions to the community at large through seasonal decorations and building lighting design for special events and occasions.

Open Spaces and Parks
About 12% of land in the Greater Airport Area Regional Center consists of parks or open spaces. This includes private open spaces as well as public parks and greenbelts. McAllister Park, one of the largest parks in the city, is found in this plan area. The park has been serving this community for over 50 years, and has undergone considerable expansion, so that it is now over 900 acres in size. The other major component of the parks and open spaces of the plan area is the Salado Creek Greenway. Private parks and open spaces make up only about 150 acres of the land area of this Regional Center. It is important to note that golf courses are classified as commercial land, rather than private open space.

Residential Use
Over one-third of all land in the Greater Airport Area Regional Center is used for residential purposes. Residential subdivisions began emerging in this area in the 1960s and continued developing in the decades thereafter. The majority of residential growth occurred between 1960 and 1999, with the busiest decade for home building being the 1980s. Although they occupy more space than multi-family dwellings, less than half of the Greater Airport Area's housing stock is single-family homes. Although infill development still occurs, the bulk of the neighborhoods were established by the end of the 1980s. Multi-family residences, which consist of residential properties containing more than four units, can also be found in the plan area. The most common form of multi-family development in this area is the garden-style apartment.

Industrial Use
Much of the industrial land in the plan area is located near the airport, along Wetmore Road, in the Rhapsody/ Nakoma area west of US 281 North, and between the airport and Wurzbach Parkway. Industrial uses account for less than four percent of land area in the Greater Airport Area Regional Center.

Vacant Property
Less than four percent of land in the Greater Airport Area Regional Center is vacant. Most of the undeveloped land in the plan area is distributed as small, vacant lots, with the exception of larger parcels near the Salado Creek Greenway, Wurzbach Parkway, and US 281 North.



SA TOMORROW

Greater Airport Area REGIONAL CENTER

EXISTING LAND USE

- Greater Airport Area Regional Center 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 0.25 0.50 1 Mile







Transportation and Mobility

The Greater Airport Area is served by multiple high-capacity roadways, existing and planned VIA Metropolitan Transit routes, and a small network of recreational trails. These transportation networks work together to serve the San Antonio International Airport and surrounding communities and commercial districts.

Aviation

The San Antonio International Airport (SAT) is located at the interchange of two significant interstate highways, US 281 and Loop 410. In 2018, SAT had over 10 million passengers for regional, national, and international business and leisure travel. That same year there were over 136,000 tons of air cargo moved through the airport. SAT has strong competition in the travel market due to its proximity to Austin-Bergstrom International Airport (AUS) and Houston George Bush Intercontinental Airport (IAH). Ninety-five percent of the flights originating from and destined to SAT are domestic.

Roadways

Loop 410 provides a critical east-west connection across the southern portion of the Greater Airport Area. It has a major interchange with US 281, which provides a connection to Downtown to the south and Stone Oak Area Regional Center to the north. This interchange contains some of the densest traffic in the plan area and serves as the entrance to SAT. Access to the airport comes from Airport Boulevard, Dee Howard Way, and a dedicated ramp from US 281.

US 281 also intersects Wurzbach Parkway, another major limited-access roadway. Wurzbach Parkway, along with the following roads, is considered an important arterial in the San Antonio Major Thoroughfare Plan.

- Super Arterial Type A – Wurzbach Parkway
- Primary Arterial Type A – Broadway Street (north of Loop 410), Wetmore Road (north of Broadway Street intersection), and San Pedro Avenue
- Secondary Arterial Type A – Wetmore Road (south of Broadway Street intersection), Basse Road, Airport Boulevard, Dee Howard Way, Nacogdoches Road (north of Loop 410), Blanco Road, West Avenue (north of Castle Hills city limit), Starcrest Drive, Bitters Road, Nakoma Street, Jones Maltsberger Road (north of the SAT), and Thousand Oaks Drive
- Primary Arterial Type B – McCullough Avenue, Jones Maltsberger Road (south of the SAT), Broadway Street (south of Loop 410), Rhapsody Drive, Ramsey Road, Lockhill-Selma Road, and Isom Road.

Transit

The Greater Airport Area is served by numerous VIA Metropolitan Transit bus routes. The plan area is served by four frequent routes – Route 2, operating on Blanco Road; Route 4, operating on San Pedro Avenue; Route 9, operating on Broadway Avenue; and Route 10, operating on Nacogdoches Road. The frequency can be up to every 15 minutes during peak hours. Route 552 travels along the frontage roads of Loop 410 and operates as a "Skip Stop" service. This means it limits stops to travel faster and arrives every twenty (20) minutes during peak hours. The remaining transit services operate every thirty to sixty minutes with buses running more frequently during peak hours.

Bus activity in this area is concentrated around the North Star Transit Center, located next to North Star Mall near the intersection of San Pedro Avenue and Loop 410. This transit center serves as a hub where travelers can connect in all directions. Other roads with heavy bus activity include US 281 and its frontage roads and Blanco Road. The SAT has a bus stop integrated with the terminal.

A future VIA Advanced Rapid Transit corridor is planned to connect the western half of the Greater Airport Area to Downtown and the Stone Oak Regional Center areas.

Bicycle and Pedestrian Facilities

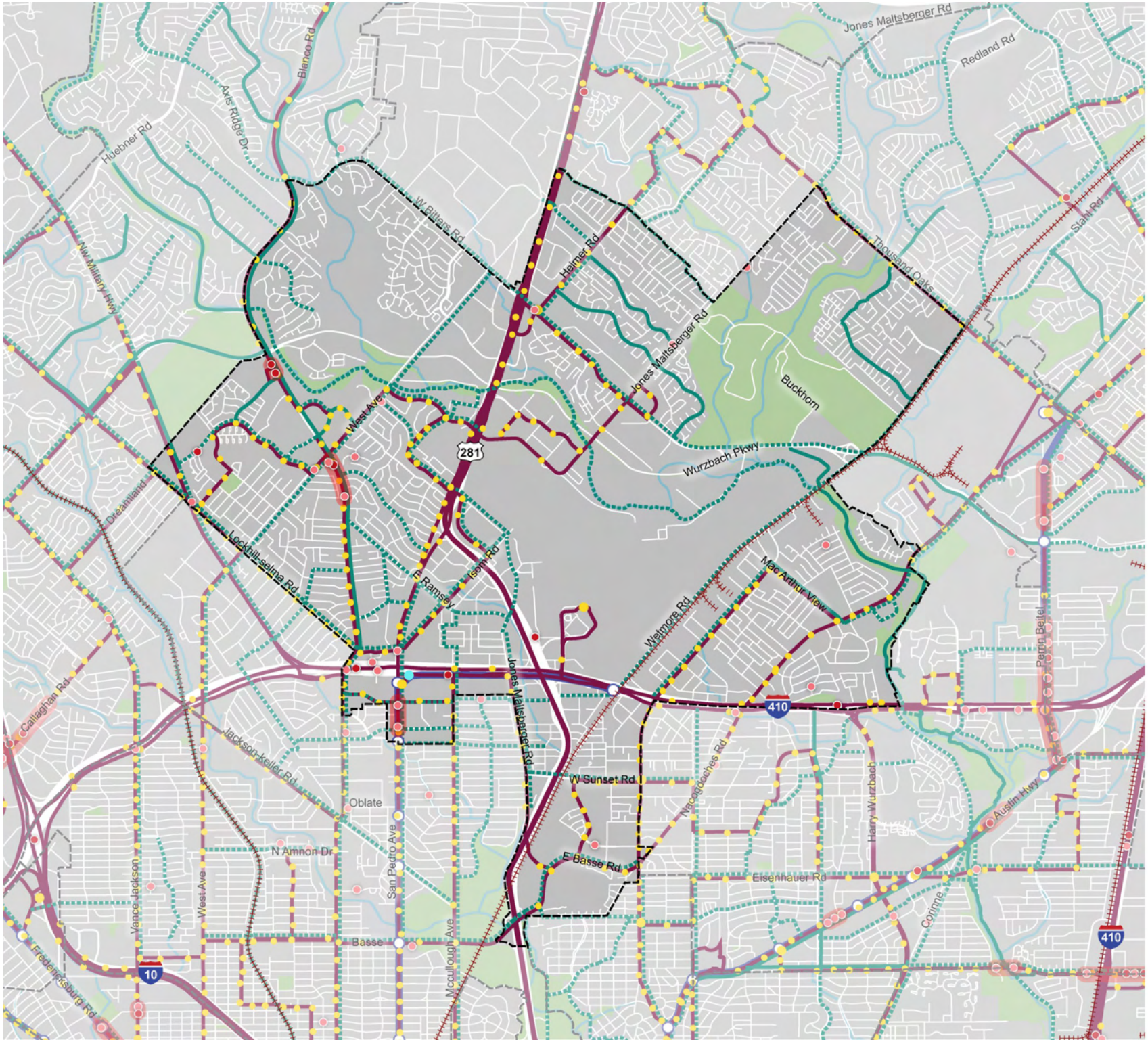
A few shoulder bicycle lanes are scattered throughout the area. However, where present, they are isolated and located on high-speed, wide roadways, creating high-stress environments for potential cyclists. These conditions can be seen on roadways such as MacArthur View in the eastern half of the plan area and Blanco Road in the western half of the plan area. The Salado Creek Greenway is primarily used for recreation rather than for transportation. This trail starts at Loop 1604 in the UTSA Area Regional Center, connects with Phil Hardberger Park, and Walker Ranch Park, parallels Wurzbach Parkway for most of the plan area, and continues through McAllister Park and Lady Bird Johnson Park along the plan area's eastern boundary. This is part of a region wide trail system that will eventually encompass most of the San Antonio metro area in a ring of recreation trails.

For pedestrians, sidewalk infrastructure is inconsistent and missing in many areas along the major roadways. People are often forced to walk either on the shoulder or on the grass along these roads, which results in an uncomfortable and inaccessible experience. In the City's 2017 Severe Pedestrian Injury Areas (SPIAs) Report, three SPIAs segments were identified in the plan area. These segments are Blanco Road between West Avenue and Eisenhower Middle School, Blanco Road from Wurzbach Parkway to Vista View Street, and San Pedro Avenue between Rampart Drive and Rector Drive.

Connectivity

The dominance of highways and automobile infrastructure in the Greater Airport Area, along with a lack of sidewalk networks and bike lanes currently presents a challenge to multimodal connectivity. The planning process for this plan area will need to examine options and opportunities for overcoming specific challenges. Areas of particular focus may include:

- A better public transit connection for major employers along Loop 410, including SAT.
- Connecting neighborhoods adjacent to area shopping centers with better pedestrian and bicycle infrastructure to allow easier access to essential needs.


Jones Maltsberger Rd
Redland Rd
Blanco Rd
Hwy 281 N
Hwy 281 S
Hwy 281
Hwy 281 Bypass
Hwy 281 Bypass
Hwy 281 Bypass







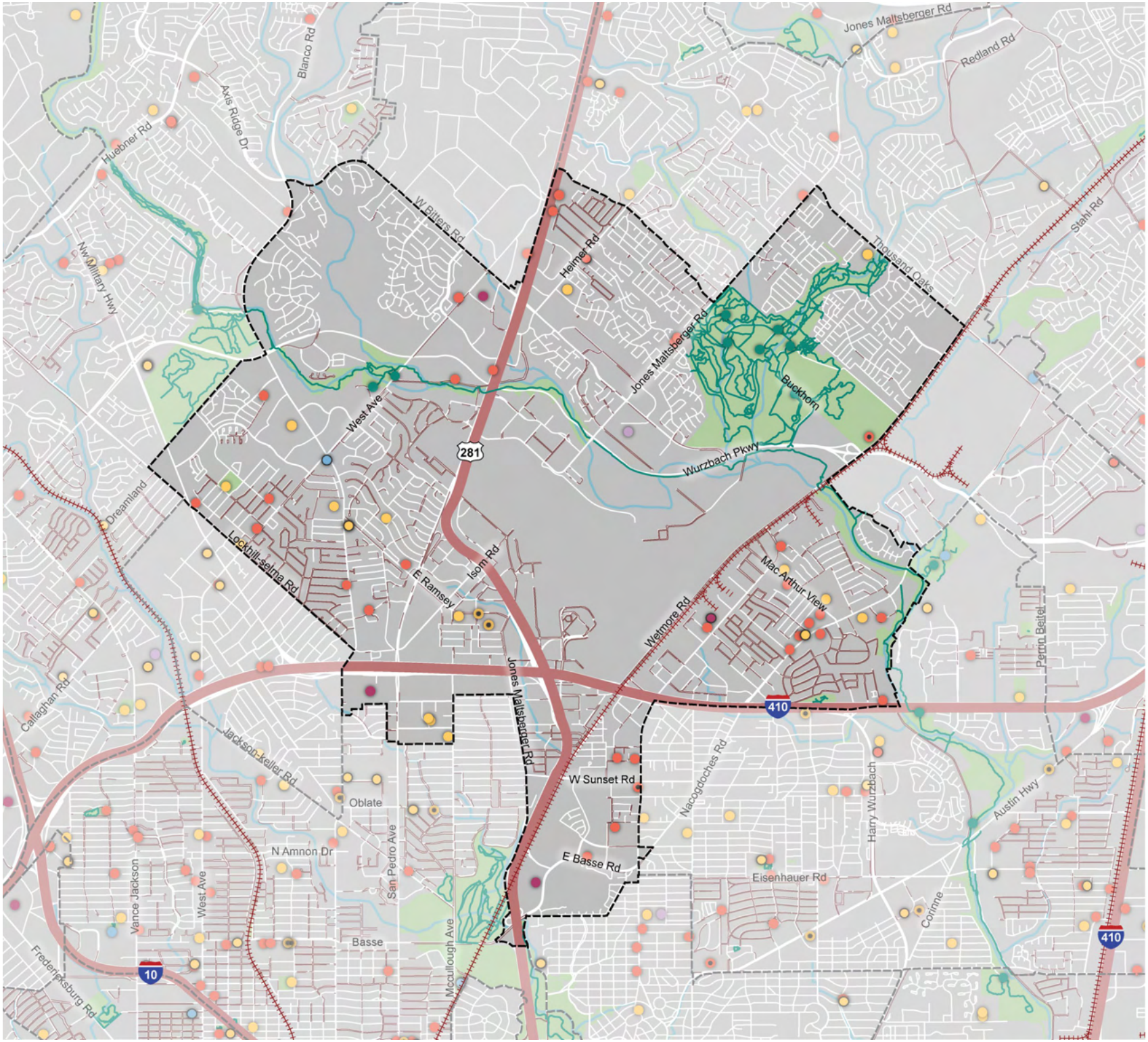
Amenities and Access

The Greater Airport Area has a relative abundance of retail, service, and natural area amenities; however, the area's built form limits convenient access to these amenities. The Greater Airport Area does not have any pedestrian-oriented retail main streets. Larger shopping centers include the North Star Mall and Park North area, Alamo Quarry Market and Lincoln Heights area, and the shopping center at West Avenue and Blanco Road. There are several places that include a variety of retail and service businesses, including unique local offerings, such as along Sunset Road and McArty Road.

Some of the city's larger parks and open spaces, including the Salado Creek Greenway, McAllister Park, Walker Ranch Historic Landmark Park, Olmos Park, and Phil Hardberger Park are within or next to the Greater Airport Area. Access to these parks is typically provided from relatively busy roads, or access is separated from neighborhoods and business districts by highways or other barriers. MacArthur Park and Larkspur Elementary School Park are conveniently located next to neighborhoods; however most neighborhood areas are not within walking distance of a park. Several neighborhoods have private playgrounds, dog parks, swimming pools, or other recreational facilities that are only available to their residents.

The area includes three movie theatres, several bars that regularly host live music, and some other entertainment amenities such as a bowling alley and a dance hall. The area has relatively abundant retail and service options, from banks to dog day care, ethnic restaurants, and a several grocery stores. The area includes two private colleges and a handful of educational organizations such as the Texas Transportation Museum and the San Antonio School for the Performing Arts,

Some barriers to conveniently accessing the Greater Airport Area's amenities include highways, the airport, large parking areas, and large blocks. In many locations, the boundaries between residential areas, retail and service areas, and natural area amenities include fences and terminated streets, requiring local residents to travel longer distances using busy roads to access nearby amenities.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

AMENITIES AND ACCESS

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

- Public School
- Private School
- Charter School
- Place of Worship
- Library
- Museum
- Community Center
- Recreation Center
- Trailhead
- Stadium or Arena
- Movie Theater or Planetarium
- Theater/Auditorium or Performing Arts Center

Physical Barriers
- Major Road
- Rail Line
- Incomplete Sidewalks

50
5
Acres

0 0.25 0.50 1 Mile







Public Investments

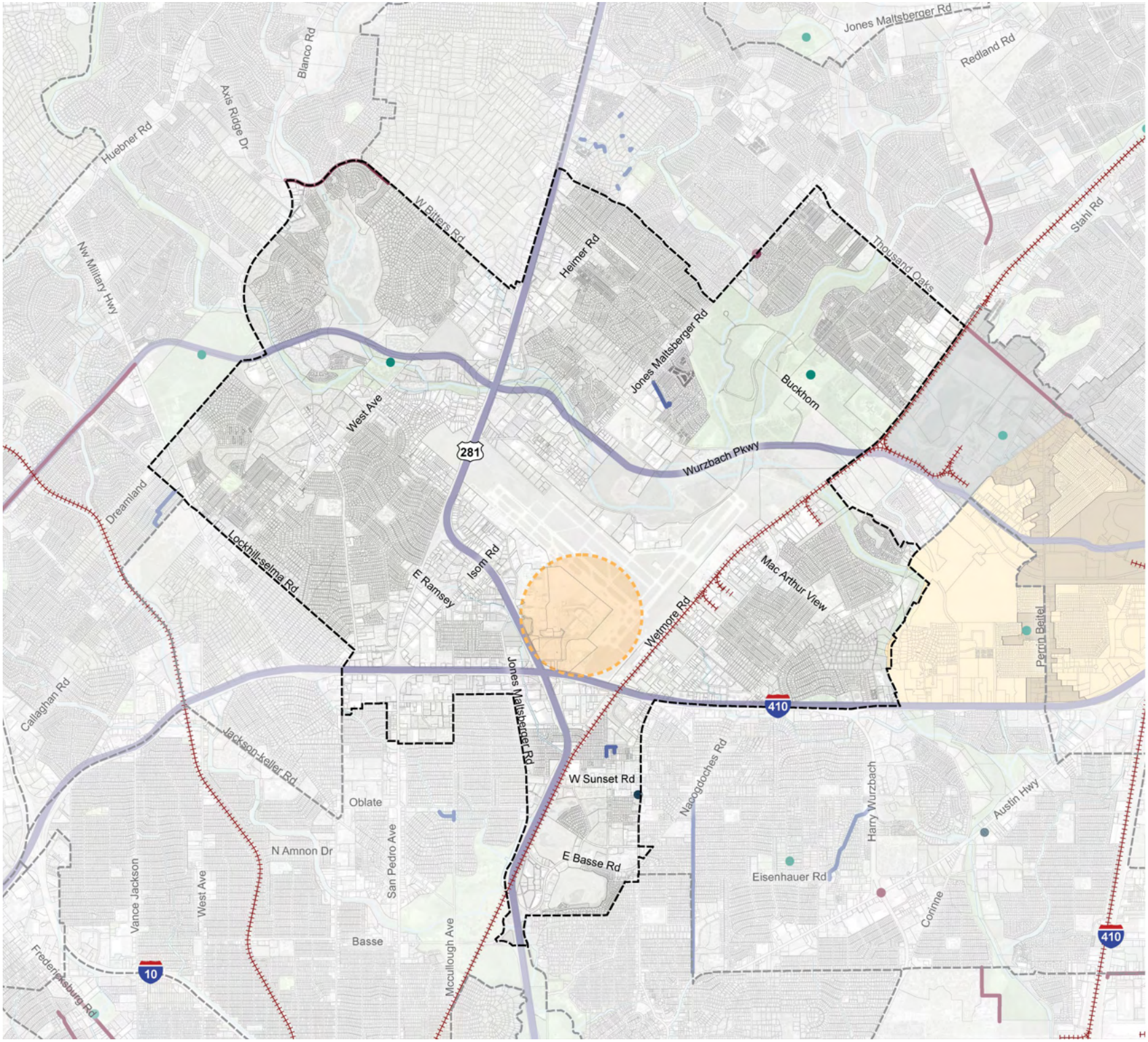
The Greater Airport Area's largest public investments have been highway and airport improvements. Recent major investments included construction of the last section of Wurzbach Parkway between Blanco Road and NW Military Highway (2015), Airport Terminal B Construction (2010), Terminal A Renovation (2014), Airport Consolidated Rental Car Facility (2018), and US 281 and Loop 410 Interchange construction (2010). The Salado Creek Greenway in the Greater Airport Area was constructed since 2013.

The City of San Antonio's 2017 Capital Improvements Bond included the following projects in the area that are scheduled for construction by 2022:

- Bitters Road Intersection and Sidewalks
- Errol Street and Starcrest Drive Pedestrian Improvements
- Belfast Drive and Janda Susan Road Drainage
- Lotus Blossom Street Drainage and Sidewalks
- District 9 Senior Center
- McAllister Park Improvements

Other recent public investments include construction of VIA's North Star Transit Center, and VIA's increasing service investments in the San Pedro Avenue corridor.

VIA Metropolitan Transit is in the process of planning additional major investments in an Advanced Rapid Transit service connecting the Downtown, Greater Airport Area, and Stone Oak Area Regional Centers. The City of San Antonio Aviation Department is in the process of creating the Airport Strategic Development Plan to guide future investments in airport facilities.



SA TOMORROW

Greater Airport Area
REGIONAL CENTER

PUBLIC INVESTMENTS

- Greater Airport Area Regional Center Boundary
- Adjacent Regional Center or Community Area
- Parcels
- City Initiated Tax Increment Reinvestment Zone (TIRZ)
- Opportunity Zones
- Highways and Interchanges
- Airport Facilities

Proposed 2017 Bond Program

- Park
- Street
- Facility
- Street
- Drainage

50
5
Acres

0 0.25 0.50 1 Mile



equity atlas

Existing Conditions

GREATER AIRPORT REGIONAL CENTER

April 2020

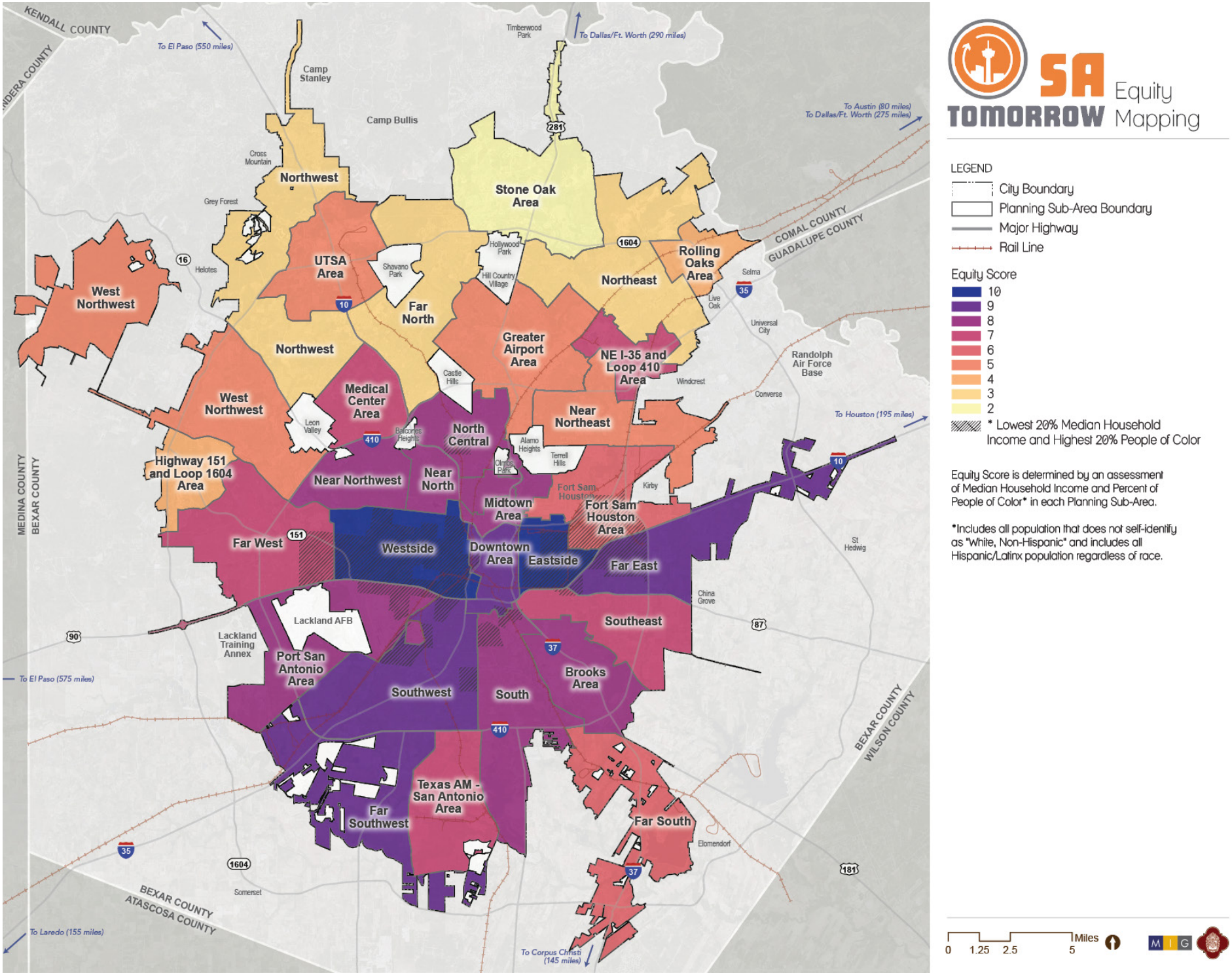


Figure 1: City Equity Score Map

SA Tomorrow Equity Overview

The SA Tomorrow Regional Center and Community Area Plans (collectively called SA Tomorrow Sub-Area Plans) aim to guide built environment investments in a manner that promotes equity and fosters upward economic mobility in San Antonio. Successful integration of equity into the planning process begins with data-driven analysis and an honest assessment of the challenges within San Antonio's communities. Equity within the City of San Antonio means enabling opportunity regardless of one's identity.

To inform equity approaches within the SA Tomorrow Sub-Area Plans and other implementation efforts within the City of San Antonio, the Office of Equity has collected a substantial amount of equity-based data. Maps included in the subsequent pages of this Greater Airport Regional Center Equity Atlas compare aspects of the built environment to the distinctive spatial patterns of income, race, and lack of access. They help to illustrate spatial and historical patterns that emerge from the data analysis. The maps within the Greater Airport Regional Center Equity Atlas are intended to directly inform recommendations and strategies that will be generated during the planning process for the Greater Airport Regional Center Plan.

It's important to note that this Greater Airport Regional Center Equity Atlas is limited to analysis of existing conditions only and is non-comprehensive. It does not examine all of the datasets that will need to be used in developing all SA Tomorrow Plans; additional data and information will be examined to develop growth scenarios and plan elements. The maps in the section that follows, paired with analysis developed as a part of the City of San Antonio's Equity Atlas (SanAntonio.gov/Equity/Initiatives/Atlas) are tools that city staff, community members, partners, and other decision makers can use to help ensure that they are making data-informed decisions that address disparities across a variety of indicators and improve access to opportunity for all San Antonio residents. In addition, these tools should be used to help government and community partners make San Antonio a more inclusive and equitable city to live, learn, work and play.

The maps contained in this Greater Airport Regional Center Equity Atlas focuses on access to healthy food from grocery stores, parks, and employment opportunities. Walking to and from home to grocery stores, to parks and open spaces, and to employment opportunities identify possible recommendations and strategies that could be included in the Greater Airport Area Regional Center Plan to help increase access to all three amenities for residents and visitors to the Greater Airport Area. Throughout this Greater Airport Area Equity Atlas, the term people of color (POC) is used. The National Institues of Health defines people of color as any person who is not white. It does not solely refer to African Americans; rather, it encompasses all non-white groups and emphasizes the common experiences of systemic racism.

Embedded within each the Park Access, Food Access, and Employment Access maps include an overlay analysis showing areas of the lowest 20% median household income and the highest 20% non-Ca. Areas showing a black and transparent hashing are based on U.S. Census Tracts and represent each of the following parameters:

1. *U.S. Census Tracts that are less than the 20th percentile of median household income in comparison to the city and;*
2. *U.S. Census Tracts that are more than the 80th percentile of people of color populations in comparison to the city.*

The purpose of this analysis is to show overlap with pertinent demographic data and access to parks, food, and employment across the city.







Food Access - Citywide

Most San Antonio residents do not have access to walkable supermarkets - defined here as within a 1-mile walking distance from one's home, and the residents that do, tend to be living in urban areas. As seen in Figure 2, these supermarkets are set in a pattern where they are concentrated near and north of the Downtown Area Regional Center. The center of San Antonio has several supermarket walksheds that overlap, leaving residents of this area with multiple choices of walkable supermarkets. Rural areas do not have as many walkable supermarkets as the Downtown Area Regional Center does.

The areas representing the lowest 20% median household income and highest 20% people of color within the City are largely deprived of walkable supermarkets, as well. This deprivation can be associated with a higher risk for obesity and other diet-related diseases. Easily accessible healthy food retail makes communities more livable and helps local economies thrive (thefoodtrust.org).

Having areas along the perimeter of the City that do not have equal walking access to supermarkets creates a need for residents in those areas to commute inward to have access to daily goods and services. This can put a strain on the residents, especially those that may be less inclined to have vehicle access. It may also create greater demand for roadways and transit services.

Datasets used for this analysis includes open street data that includes supermarket classifications and a network dataset based on the City of San Antonio's street centerline network. Analysis measures a 1-mile distance to supermarkets based on the city's street centerline network in any given direction from the address point. Further analysis was conducted to analyze 1-mile walksheds for residential homes within a 1-mile walking distance to a supermarket (in purple), and those who are outside a 1-mile (in yellow). See equity analysis for Lowest 20% Median Household Income and Highest 20% People of Color overlay.

Please note that smaller markets may not be captured within this analysis due to its national classification within the Open Street Mapping data.

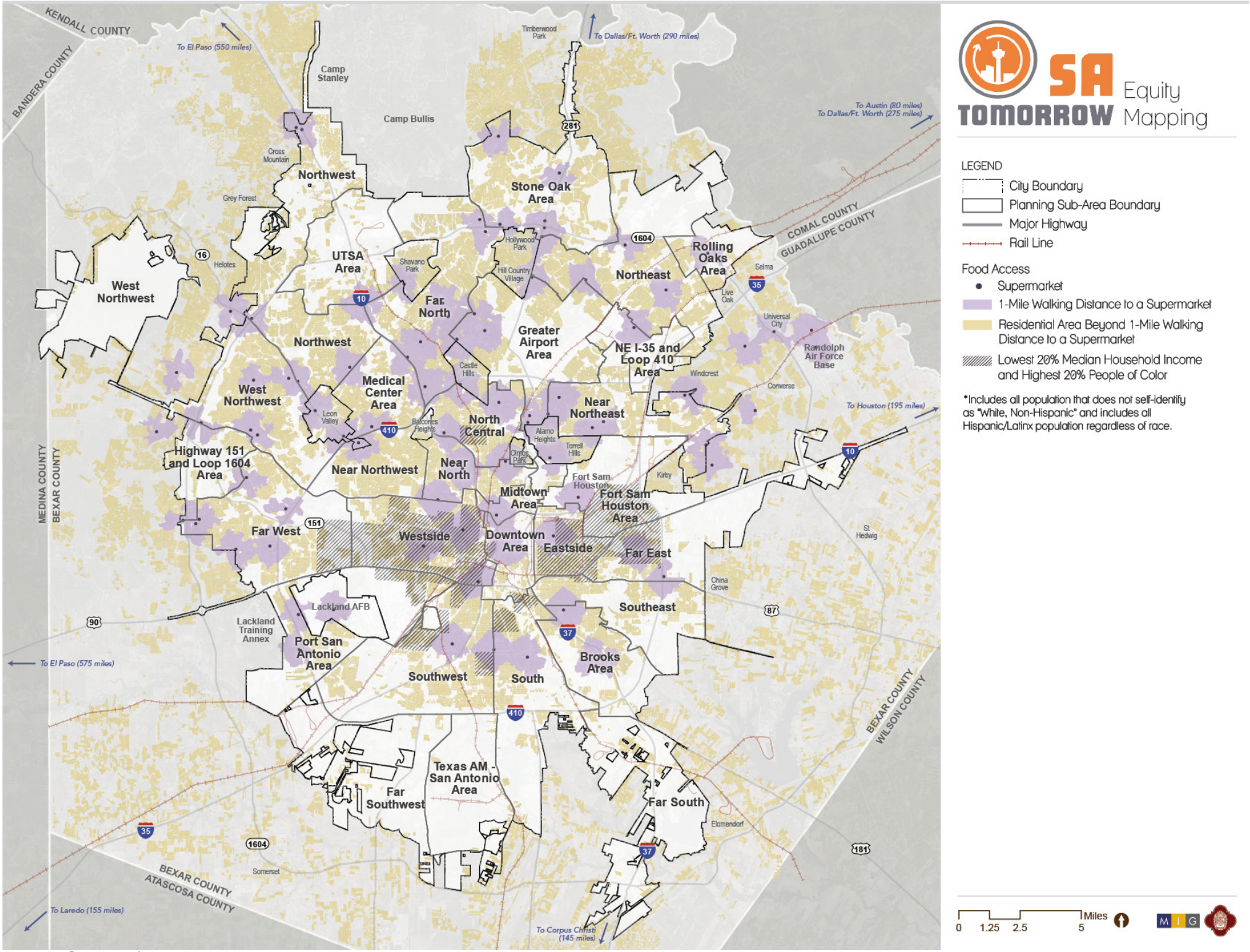


Figure 2: City Food Access Map







Food Access
Greater Airport Regional Center

The Greater Airport area has seven supermarkets that serve its residents, providing reasonable access to choice – including a Whole Foods, Trader Joes, and H-E-B to the south; a Michoacana and Walmart to the west; and two H-E-Bs to the north. However, with the airport itself in the center of this area, all of these supermarkets lie along the periphery of the study area. This pattern leaves many residents outside a comfortable walking distance to the available grocery stores. The presence of the Michoacana Market – a Hispanic store – is a positive indicator regarding access to culturally relevant food options.

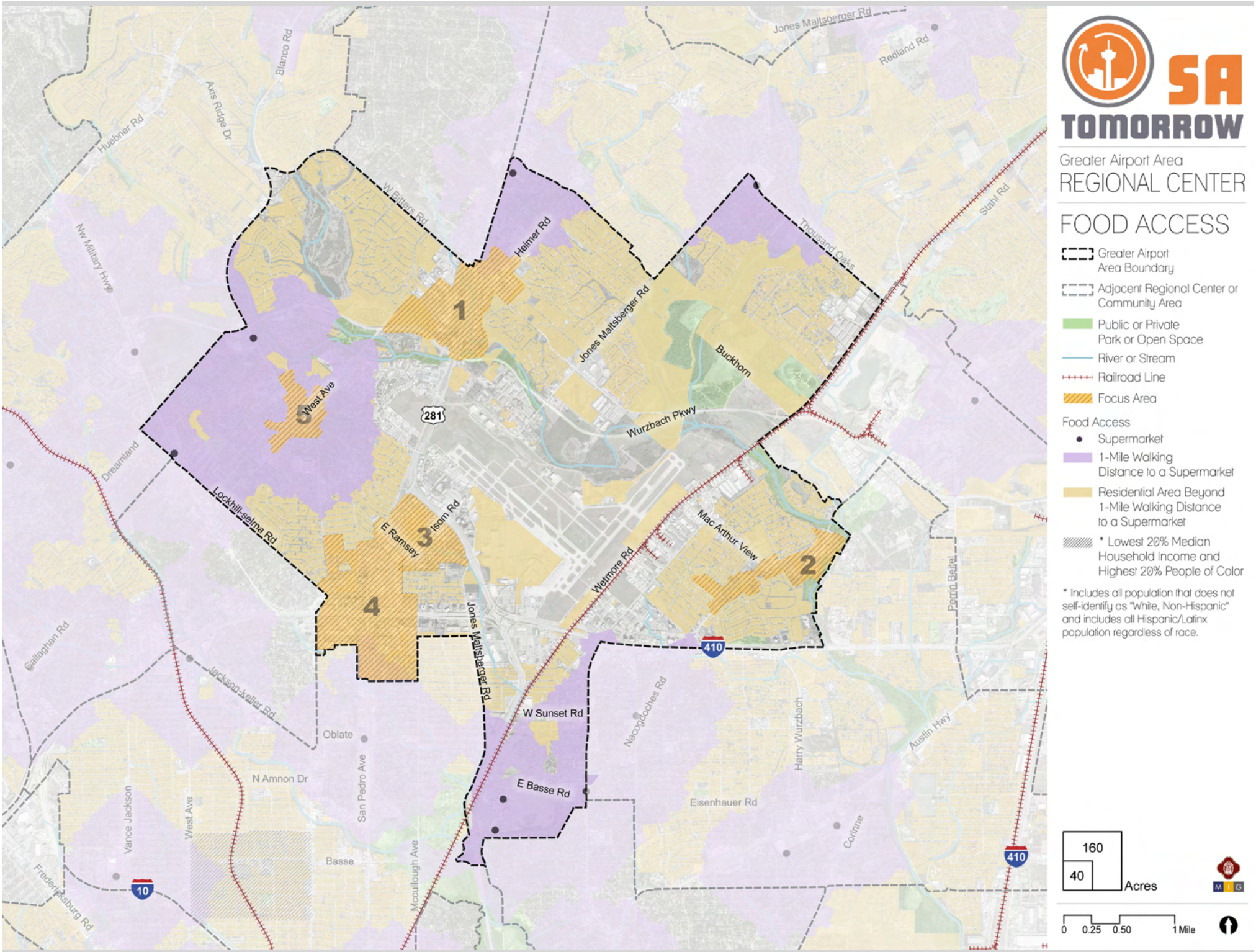


Figure 3: Greater Airport Area Regional Center Food Access Map







Park Access - Citywide

The majority of San Antonio residents do not have walkable access to a park - defined here as within a half-mile of one's home. The areas within the City that have the most consistent access to a park within a half-mile tend to be concentrated within the Downtown Area Regional Center. Parks that are outside of downtown and are within a 0.5-mile walking distance to neighborhoods primarily exist along the San Antonio River and its tributary creeks. This is credited to the City's efforts to create green belts and natural spaces along its waterfront areas. The edges of San Antonio, especially in the North, have the fewest parks within a 0.5-mile walking distance. The areas representing the lowest 20% median household income and highest 20% people of color within the City have several parks but only about half of these areas have walkable access to the parks.

Most of the parks within San Antonio are in or around residential areas. However, there are several residential areas that have no walkable access to parks. This is often due to incomplete or non-existent sidewalk infrastructure or physical barriers - both natural and constructed (i.e. highway corridors). As seen in Figure 4, there are several parks along the perimeter of the City, but access to them is significantly less than those of the Downtown Area Regional Center and immediately adjacent areas. The walkable network of park space extends about 5 miles in each direction from the Downtown Area Regional Center and, within neighborhoods immediately adjacent to the Downtown Area Regional Center, walkability extends into some of the areas representing the lowest 20% median household income and highest 20% people of color within the City.

Datasets used for this analysis includes City of San Antonio park area boundaries and a network dataset based on the City of San Antonio's street centerline network. Analysis measures a ½ mile distance to parks based on the city's street centerline network in any given direction from the outer edge of park boundaries. Further analysis was conducted to analyze ½ mile walksheds for residential homes within a ½ mile walking distance to a park (in purple), and those who are outside a ½ mile (in yellow). See equity analysis for Lowest 20% Median Household Income and Highest 20% People of Color overlay.

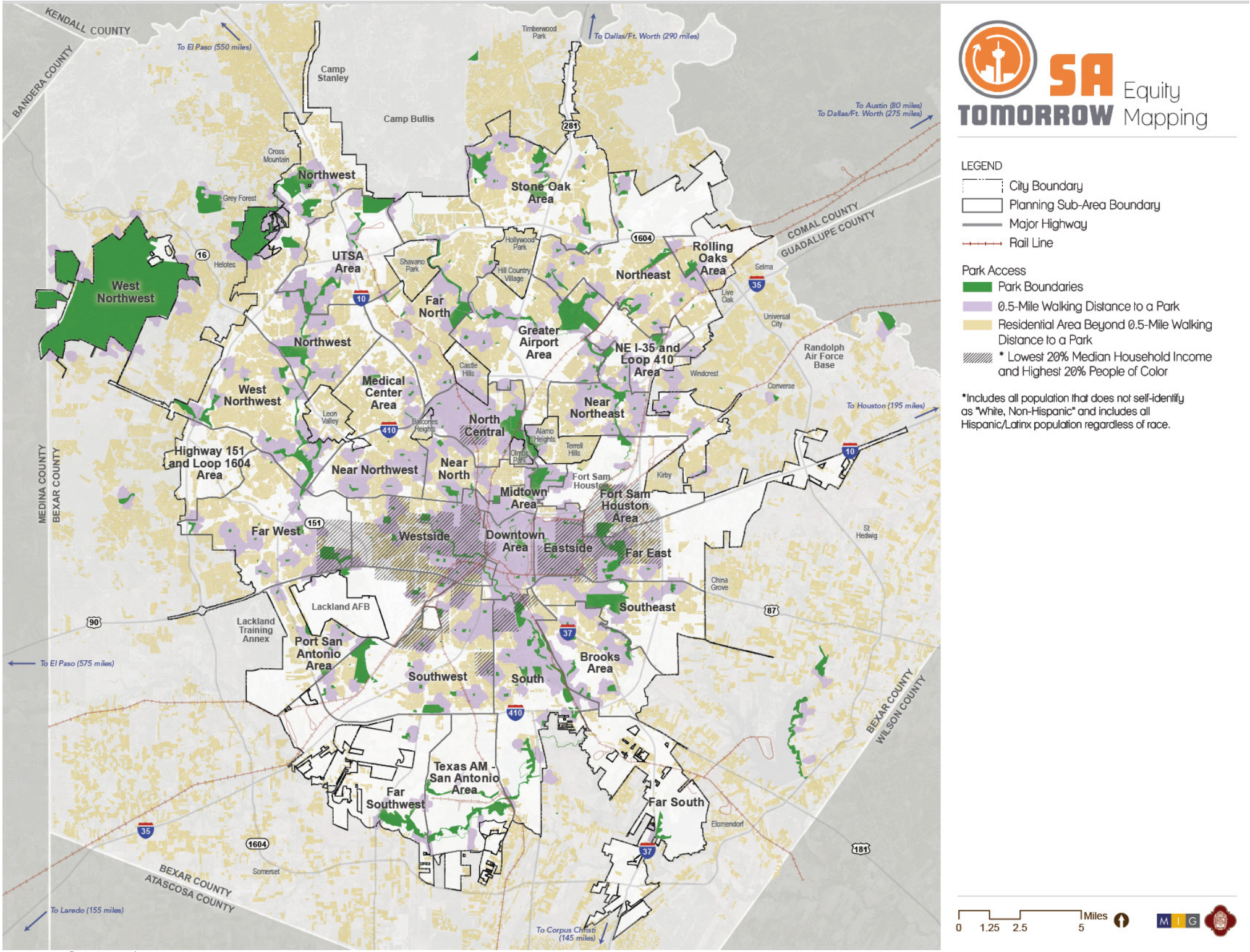
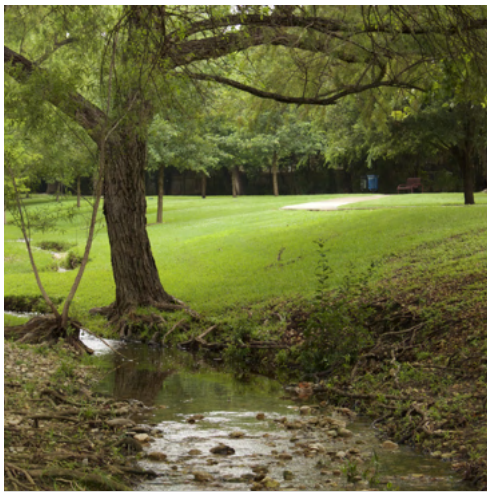


Figure 4: City Park Access Map







Park Access
Greater Airport Regional Center

The parks and green space system in the Greater Airport area is largely defined by McAllister Park in the northwest corner of the area and the Salado Creek Greenway that generally parallels Wurzbach Parkway. There are also some smaller neighborhood parks within the residential neighborhoods that are maintained by an HOA or are part of a school. Access to parks that are part of a school may be restricted at specific times.

Because neighborhood parks are few and small, there are many residential areas without access to a park within a half-mile walk. In particular, the southern neighborhoods are lacking adequate green spaces, greenway connections, and buffering from airport activity, noise, and pollution. These neighborhoods also have higher concentrations of historically marginalized resident groups.

Some neighborhoods to the north, which are generally more White and affluent, also have limited access (outside the half-mile walkshed) to parks and green spaces.

Because McAllister Park is so large, additional access points and connectivity to the park could increase opportunity for residents in this area. Similarly, despite the close proximity to Hardberger Park, residents have little to no access from within the plan area.

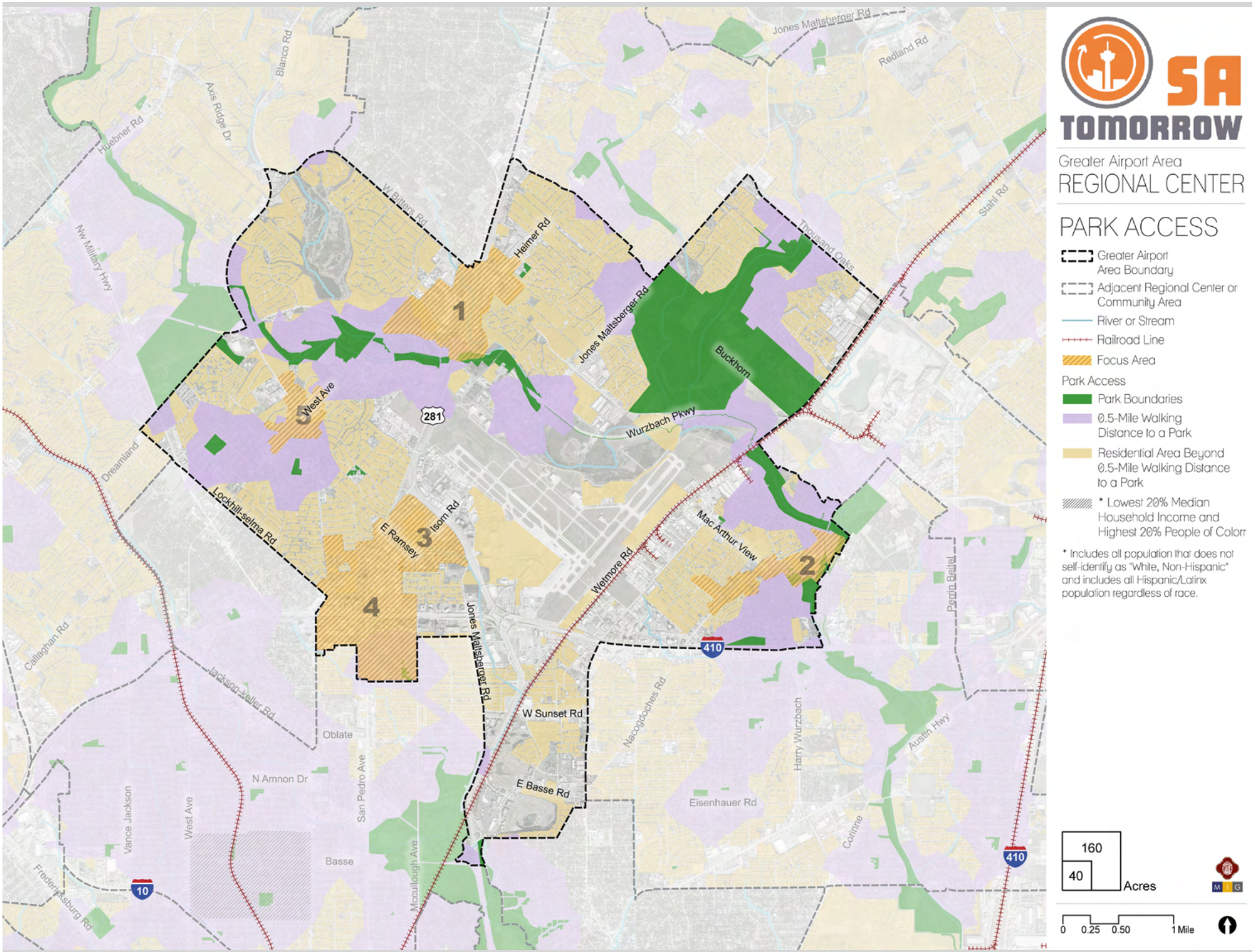


Figure 5: Greater Airport Area Regional Center Park Access Map







Employment Access - Citywide

Figure 6 shows how the proportion of jobs and households compares in different parts of the City. A relative balance of jobs and housing is one way to measure whether people have job opportunities close to where they live, or housing opportunities close to where they work. An area with a jobs-housing balance may reduce the distance and time required for work commutes. However, another factor to consider is whether the available range of housing choices corresponds to the wage/salary ranges provided by jobs in the area.

The distribution of Employment Access is somewhat irregular throughout the City, but there are a few discernible patterns. The areas with the highest proportion of jobs to households (shown in the dark orange) are predominantly (although not exclusively) located withing the SA Tomorrow Regional Centers, identified during the Comprehensive Plan process as having at least 15,000 jobs. Not surprisingly, the largest and most prevalent areas with the lowest jobs to housing ratio are generally located near the periphery of the City where residential areas and smaller business predominate.

Within the areas that represent both the lowest 20% Median Household Income and the highest 20% people of color, there is not a consistent pattern of Employment Access. With few exceptions, the densely populated Westside generally has a low jobs-housing ratio.

Datasets used for this analysis includes U.S. Census data and U.S. Census Tracts to help measure access to employment in areas across the city. Analysis measures a ratio of jobs to households broken into four separate categories:

- *More than 2 Jobs for every 1 Household (>2:1)*
- *Between 2 Jobs for every 1 Household and 1 Job for every 1 Household (2:1 – 1:1)*
- *Between 1 Job for every 1 Household and 1 Job for every 2 Households (1:1 – 1:2)*
- *Less than 1 Job for every 2 Households (<1:2)*

The ratio takes the number of jobs and divides the number of households within U.S. Census Tracts across the city. See equity analysis for Lowest 20% Median Household Income and Highest 20% People of Color Population overlay.

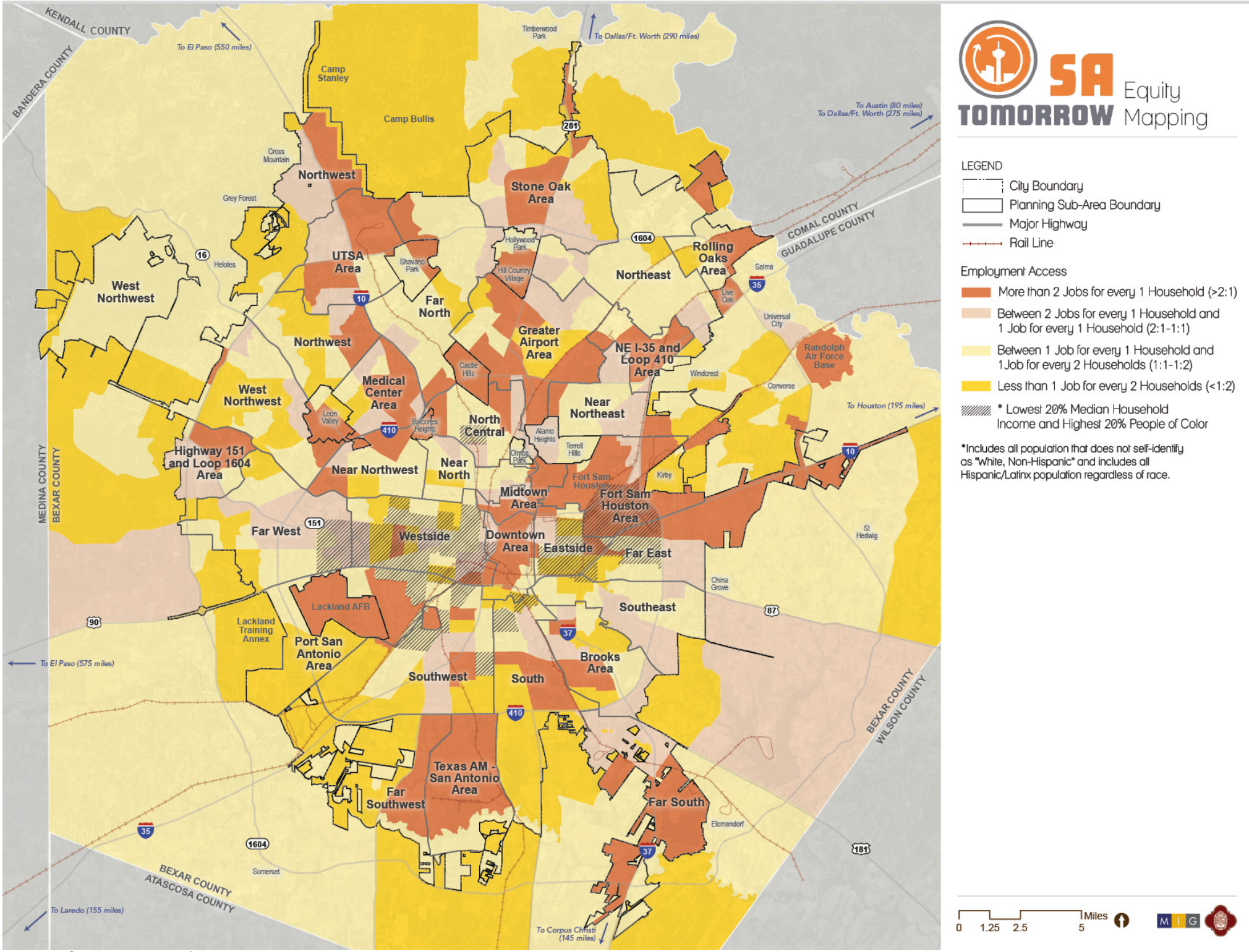


Figure 6: City Employment Access Map







Employment Access
Greater Airport Regional Center

Residents within the Greater Airport area have high levels of access to employment, largely driven in part by the presence of the airport, established commercial and industrial activity south of the airport, and other integrated pockets of commercial activity. About 75% of the total area has more than two jobs for every one household.

The northern and farthest west portions of the area have lower concentrations of employment opportunity as these areas are more predominantly residential and open space.

In general, Figure 7 indicates that there may be opportunity to provide more housing in this area, allowing for proximity to a high concentration of jobs.

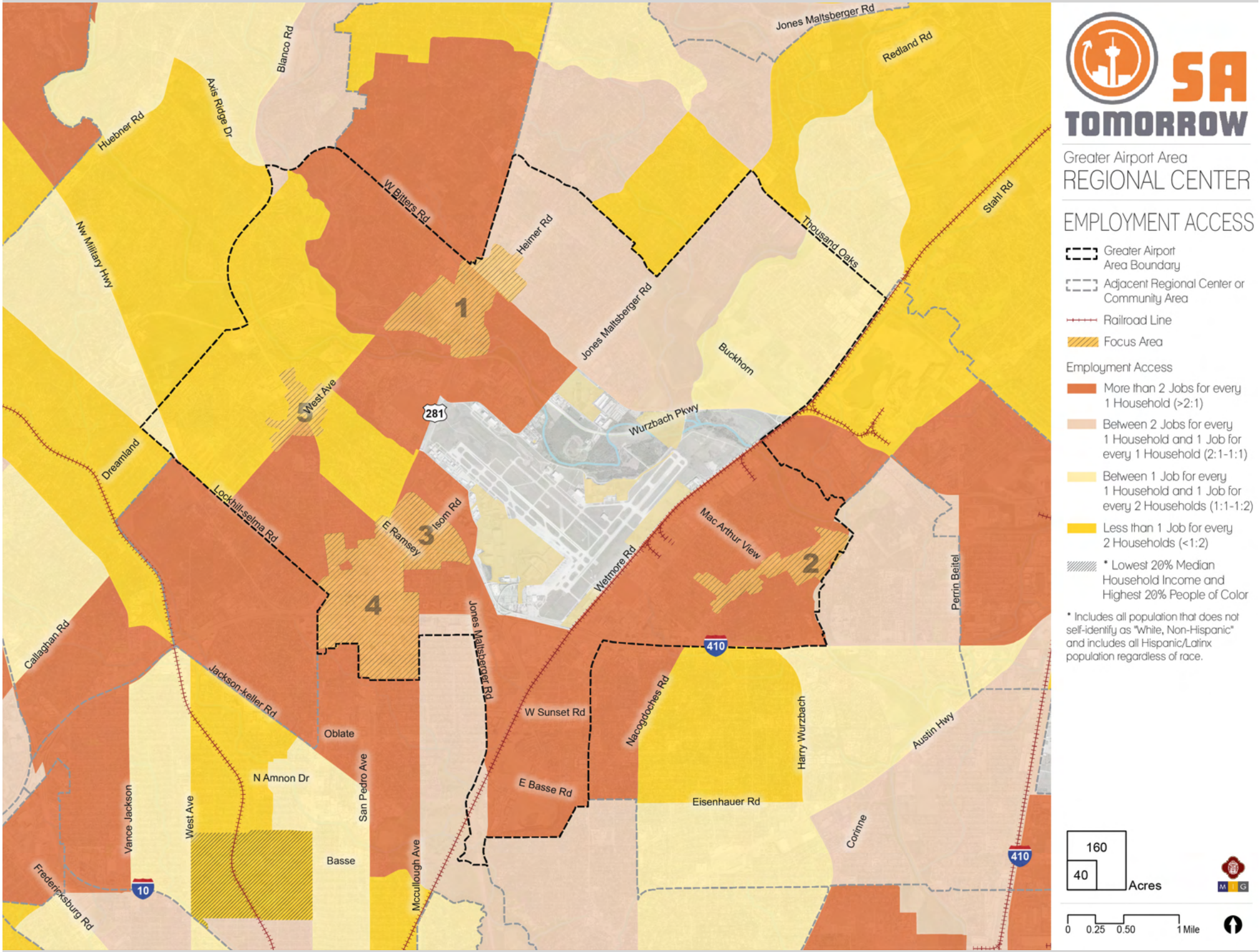


Figure 7: Greater Airport Area Regional Center Employment Access Map

