

A RESOLUTION
NO. 93-51-77
ADOPTING THE SAN ANTONIO MASTER PLAN.

* * * * *

WHEREAS, Article IX. of the City Charter of the City of San Antonio ("City") states it is the responsibility of the Planning Commission to make, amend, extend and add to a master plan for the physical development of the City; and

WHEREAS, in June, 1991, Mayor Nelson Wolff addressed the Planning Commission and requested it to begin a process to update the City of San Antonio's Master Plan; and

WHEREAS, the City Council on February 6, 1992, approved the process to update the Master Plan and the Planning Commission appointed an Ad Hoc Master Plan Advisory Committee to serve during the Master Plan process; and

WHEREAS, the Planning Commission hosted community workshops to receive public input for inclusion in the Master Plan; and

WHEREAS, the Planning Commission and the Ad Hoc Master Plan Advisory Committee developed a proposed Master Plan with a community vision and goals and objectives; and

WHEREAS, the Planning Commission held public hearings on June 23 and June 30, 1993, in order to receive comments on the proposed Plan from parties in interest and other citizens; and

WHEREAS, the Planning Commission adopted a resolution on July 14, 1993, recommending adopting of the Master Plan and forwarding it to the City Manager; and

WHEREAS, the City Manager reviewed the Plan and forwarded it to the City Council with his comments; and

WHEREAS, the City Council returned the plan to the Planning commission for consideration of the City Manager's comments and other appropriate comments; and

WHEREAS, the Planning Commission has again considered the Plan and incorporated many of the comments, and on December 8, 1993, again approved the Plan and recommended it to the City Council;
NOW THEREFORE:

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. That the City of San Antonio Master Plan attached hereto and incorporated herein is hereby adopted, setting forth the City-wide goals and objectives as a general plan for the overall physical development of the City of San Antonio.

SECTION 2. The Master Plan adopted in Section 1 replaces the Foreward to the San Antonio Master Plan and the Basic Plan Segment adopted by Resolution No. 80-07-01 on July 2, 1980.

SECTION 3. All other components of the Master Plan previously approved and adopted by the San Antonio City Council, including, but not necessarily limited to, the Land Use Plan, the Major Thoroughfare Plan, the Transportation Plan, the Parks Plan, the Neighborhood Planning Process, and the Open Space Plan, remain in full force and effect until otherwise superseded or revised.

SECTION 4. That the Planning Commission is hereby directed to begin the development of the policies to implement the Master Plan adopted in Section 1.

PASSED AND APPROVED this 21st day of December, 1993.

ATTEST:

Thomas S. Rodriguez
City Clerk

William W. Wolff
MAYOR

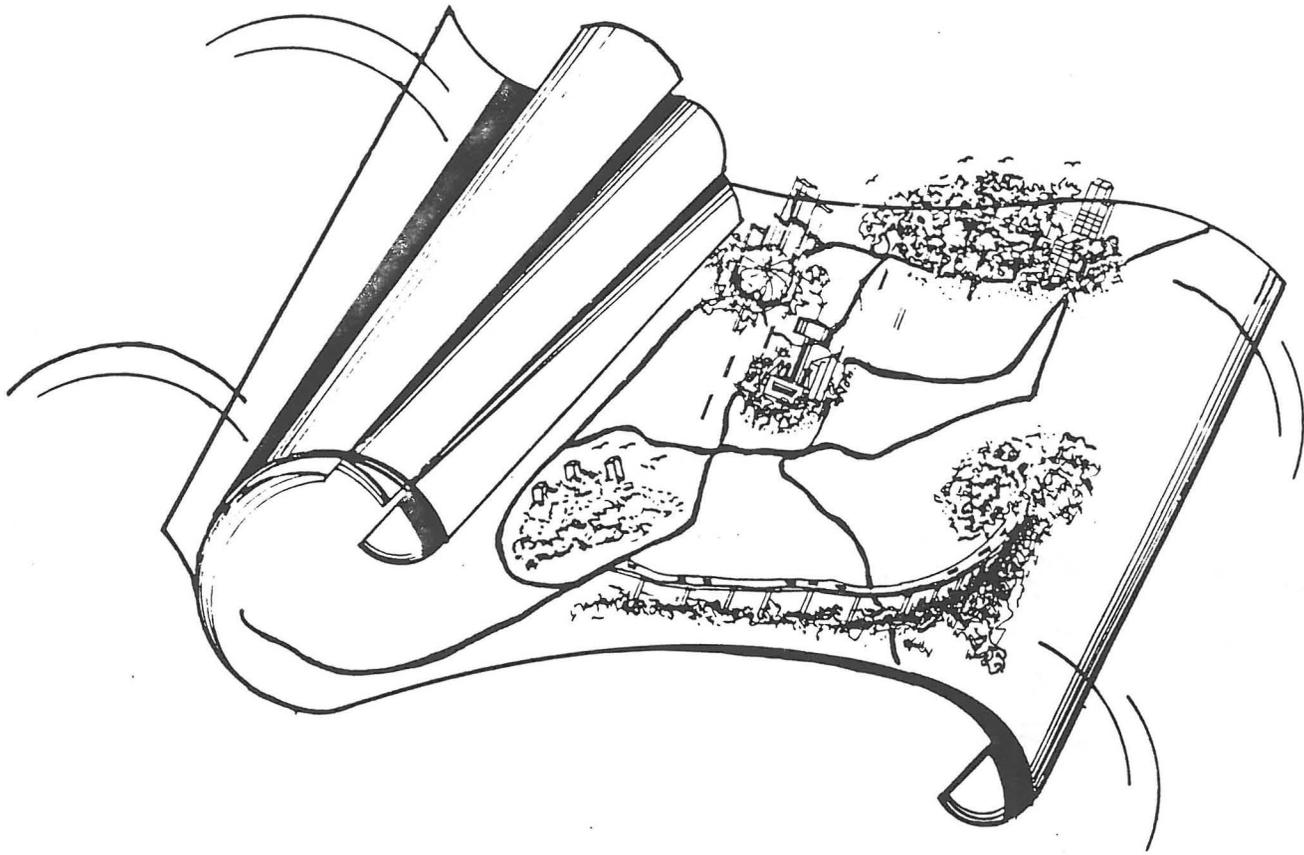
APPROVED AS TO FORM:

Tom Finley
City Attorney

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SAN ANTONIO MASTER PLAN



CITY OF SAN ANTONIO



SAN ANTONIO
MASTER PLAN

DEPARTMENT OF PLANNING
CITY OF SAN ANTONIO
P. O. BOX 839966
SAN ANTONIO, TEXAS 78283-3966

DECEMBER 1993

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ACKNOWLEDGEMENTS

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A Special Thank You For Providing Meeting Space To:

City of San Antonio
Community Initiatives Department
Convention Facilities Department
Parks and Recreation Department

San Antonio Board of Realtors
Southwestern Bell
Valero Energy Corporation

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SAN ANTONIO MASTER PLAN

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FOREWORD

INTRODUCTION

The Charter of the City of San Antonio assigns to the Planning Commission the responsibility to "make, amend, extend and add to a master plan for the physical development of the city." Further, it states that the master plan, "...shall contain the Commission's recommendations for the growth, development, and beautification of the city territory." As such, the master plan is an expression of the city's adopted goals and objectives to guide future growth and development throughout the city's jurisdiction. The plan should be used by public decision makers, private citizens and organizations whose decisions affect the future of San Antonio.

The master plan provides the basis to pull together and coordinate the city's efforts to plan and provide for future growth and development and to promote a high quality of life for all residents. The plan focuses primarily on the physical growth and development of the city. These physical aspects of city growth, however, must be placed within the context of the overall social environment that is a part of life within the city. Decisions about the location and pattern of growth within the city have a profound effect on the city's social characteristics. To that extent, issues such as education, health care, and public safety are addressed in the master plan. The plan does not, however, address these topics in a comprehensive manner.

The complete master plan will contain three major sections: The Vision, Goals and Objectives and Policies. In addition, component plans may be included to further detail selected topic areas. The vision is the plan's central purpose and establishes a broad framework for the consistent application of the individual goals, objectives and policies. The goals and objectives describe where the city needs to be in the future to achieve its vision. They also provide general guidelines for developing specific policies.

The policies will recommend specific programs, strategies and actions which, if carried out, will move the city toward the goals and objectives.

This document sets forth the plan's vision and the goals and objectives. This vision and the goals and objectives have been fashioned out of the values, concerns and aspirations of the community. The plan sets the overall direction the city intends to follow in current decisions and to guide the development of specific plan policies during the next phase of the planning process.

HISTORY

Although planning looks to the future, it is grounded in the realities of the present and the lessons of the past. Thus, it is appropriate to review San Antonio's planning legacy.

Planning had its inception in San Antonio with the first Spanish migration into this region at the close of the Seventeenth Century. A directive known as the Laws of the Indies was used by the Spanish to control colonization and development in New Spain. These laws set out a detailed plan for new cities which prescribed that development should emanate from a central plaza and proceed outward in a symmetrical manner. Following the independence of Mexico from Spain, San Antonio was controlled by the Laws and Decrees of Coahuila and Texas, which regulated town planning in the territory and were similar to the Laws of the Indies.

Shortly after the birth of the Republic in 1836, the Texas Congress initiated legislation allowing San Antonio to incorporate and receive a state charter. This gave the city greater control over its developmental destiny, but it was not until the early part of the Twentieth Century that master planning was given official governmental sanction.

Work on San Antonio's first master plan began in 1929, when City Commissioners contracted with Harland Bartholomew and Associates of St. Louis, Missouri, for development of a master plan. Delayed by the Depression, the Plan was approved in 1933 after nearly four years of work. The 1933 Master Plan advocated major proposals in six areas: streets, transportation, transit, parks and recreation, zoning and civic art. In the plan, Bartholomew and Associates proposed rules for the subdivision of land, the tabulation of major street widths, and a zoning ordinance. Rehabilitation of the San Antonio River was one of the plan's major goals. Inadequate enabling legislation, the Depression and the absence of a planning commission adversely affected the implementation of the 1933 plan. Perhaps the most significant outcome of the plan was the enactment of a zoning ordinance in 1938 and the subsequent appointment of a Zoning Commission.

The availability of federal urban renewal grants prompted a new planning initiative in 1951. In an effort to be eligible for these grants, the city contracted with local consultant Walter H. Lilly to develop a comprehensive city master plan. The plan, adopted in 1951, included sections on streets, transportation, utilities, flood control and drainage, recreation and parks, schools, slum clearance and urban redevelopment, civic improvement, conservation, civil defense, and capital improvements. Subdivision regulations and an improved zoning ordinance were also addressed. The plan recognized the need for future auxiliary surface water resources and protection of the existing underground water supply; however, it did not foresee that growth would accelerate along the city's

northern fringe with a correspondent inner city decline. The 1951 plan achieved its primary purpose, that of fulfilling requirements for receipt of federal urban renewal funds. Not intended as a land use management or fiscal planning tool, the plan provided only limited direction in these areas.

As San Antonio grew in the Sixties and Seventies, the city was faced with new issues such as non-conforming land uses, urban blight, and the protection of the community's water supply. As a result of these concerns, a series of background documents were published outlining growth alternatives for the city in the Seventies. These documents resulted in the drafting of a new master plan in 1979 which was returned by the City Council to the Planning Commission with instructions that it be revised and resubmitted. In August 1980, the Forward to the San Antonio Master Plan and the Basic Plan segment of the plan were adopted.

PLANNING PROCESS

This master plan supersedes the Forward and the Basic Plan elements of the Master Plan adopted by the City Council on August 28, 1980. Component plans will remain in effect until such time as they are specifically superseded or revised.

The next step in the planning process is to develop policies specifying programs, strategies, and actions to implement the individual goals and objectives.

At least every three years the Planning Commission will perform a comprehensive review of the master plan and forward to the City Council the Commission's recommendations for amendments to the plan. In addition, the Planning Commission will prepare for the City Council an annual report on development and planning activities. The report will indicate changes in current trends and applicable laws and regulations, include recommendations for changes to the master plan's implementation mechanisms, and assess the city's progress toward achieving the plan's goals and objectives.

PLANNING AREA

The planning area for the master plan includes the city's corporate limits and its extraterritorial jurisdiction. As a home rule municipality, San Antonio has clear authority for planning within the city limits. In addition, state law authorizes the city to plan and regulate specific functions within its extraterritorial jurisdiction such as signs, platting, and the subdivision of land. The city's extraterritorial jurisdiction is the unincorporated area that extends five miles from the city limits excluding any area in the extraterritorial jurisdiction of another municipality.

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VISION STATEMENT

The Master Plan for the City of San Antonio will provide a functional framework to guide in the development and implementation of policies that promote:

Equal opportunity to all its citizens and equity in the distribution of benefits.

Safe, dynamic and sustainable neighborhoods which offer employment opportunities, high quality education, adequate and affordable shelter, health care and recreational amenities and the best city in America for children.

A vibrant economic climate which will attract and support a wide diversity of business opportunities and community services to provide benefits within the metropolitan area.

Balanced and responsible urban design, planning and development, and responsible protection of the city's historical, cultural, and natural resources.

An open, accessible, responsive, and fiscally responsible government whose structure creates the functional framework to accomplish the vision.

THE CHALLENGE

Realizing this vision for San Antonio requires clear, attainable goals which address central issues and direct the city's planning and implementation measures. The challenge is to create goals, objectives and policies by which the city can measure its progress in fulfilling this vision for the future of San Antonio.

The goals and objectives contained in the Master Plan have been developed from the input of concerned citizens and organizations throughout the city, Master Plan Advisory Committee members, Planning Commission members, and City of San Antonio Planning Department staff.

These goals and objectives are dynamic, and it is important that citizens and organizations continue to share their concerns regarding San Antonio's future. The goals and objectives are organized as follows:

NEIGHBORHOODS

The creation, preservation and enhancement of neighborhoods is a pivotal component in the success of this plan. Neighborhoods are the basic structural ingredient which define and characterize the unique cultural, historical and natural qualities of San Antonio.

Intrinsic to the success of neighborhoods and to a stable and attractive quality of life is an emphasis on the availability of home ownership and housing to all ethnic and economic segments of the community.

The functional integration of neighborhoods fashions a community, and it is this synergy that creates a sense of place. Basic elements such as schools, churches, parks, open space, offices, stores, police and fire stations, health care, cultural and human services facilities, libraries and all types of housing, if woven together properly, will insure safe, dynamic and sustainable neighborhoods that form our city.

URBAN DESIGN

It is urban design which will shape the future form of San Antonio into a cohesive array of neighborhoods, commercial centers, and public amenities. Urban design encompasses the design, planning, and integration of utility infrastructure, transportation, historical resources, community services, and natural resources to preserve and create an urban character which is specific to San Antonio.

Historical and cultural resources are essential components in defining the unique character of San Antonio. These resources contribute to the scale, color, texture and sense of time and place revered by San Antonians and visitors alike. Therefore, it is appropriate to preserve and maintain the remaining historical and cultural resources, incorporate them into future revitalization, and respect their characteristics in planning for new construction in and development of the city.

NATURAL RESOURCES

San Antonio's rich cultural heritage and its future security are rooted in its wealth of natural resources. The convergence of prairie, plains and plateau landscapes, united by flowing streams of abundant, clean water and situated above a great underground reservoir, has drawn people to this region from prehistoric times to the present, and has shaped settlement patterns and economic development. Thus, dedicated protection of this unique combination of high quality natural resources is central to maintaining and nourishing the city's economic vitality and physical integrity.

ECONOMIC DEVELOPMENT

The economic development vision for San Antonio is that San Antonio will remain as the economic center for the South Texas Region, as well as a major center for international trade and commerce. For San Antonio, this will mean a strong and diversified economy which will result in quality jobs, viable and safe neighborhoods, well-planned communities, a sustainable natural resource base,

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adequate infrastructure, ample entrepreneurial opportunities, sufficient capital, a nurtured cultural heritage, a well-educated and highly trained labor force and an expanded tax base.

GROWTH MANAGEMENT

Social and economic progress depends on dynamic urban development and sound growth management. If the vision, challenge and elements of the Master Plan are used effectively to guide future growth and development, the standard of living and quality of life for all citizens of San Antonio will be enhanced.

The general welfare of the community as a whole is profoundly affected by the way in which it grows, and through chartered responsibilities, city government plays a decisive role in guiding that growth. The ways public funds are expended are major determinants in patterning growth. Therefore, government must be responsive to the community in prudently expending such funds. Economic determinants, which are largely within the purview of the private sector, play an equally important part in growth patterns.

As an economic generator, metropolitan San Antonio attracts growth, which will enhance the city's tax base as long as this growth occurs within the boundaries of the city's extraterritorial jurisdiction. Effective growth management includes balanced consideration of all these determinants to ensure orderly growth and enhancement of the tax base for the benefit of all citizens.

COMMUNITY SERVICES

A city cannot prosper unless its citizens are safe, healthy, and well educated. Community services and facilities are vital to the economic prosperity and quality of life for the citizens of San Antonio. The City must strive to achieve a balance between centralized and dispersed service locations to optimize the delivery of community services.

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Goal 1

Preserve, protect and enhance the integrity, economic viability, and livability of San Antonio's neighborhoods.

Objective A

Consider zoning reclassification on vacant or underutilized property to achieve its highest and best use.

Objective B

Promote conversion or adaptive reuse of vacant or underutilized commercial buildings to provide affordable infill housing.

Objective C

Plan easily accessible commercial, educational, cultural and recreational facilities that respect the mobility of every citizen.

Objective D

Minimize displacement within neighborhoods caused by public or private sector development.

Objective E

Encourage the establishment of neighborhood associations.

Goal 2

**Strengthen the use of the Neighborhood Planning Process
and neighborhood plans.**

Objective A

Provide additional technical assistance and incentives to encourage neighborhoods to plan.

Objective B

Promote alternative neighborhood and sector planning processes that will address the needs of all areas of the city.

Objective C

Establish a standard format and outline for neighborhood plans that includes information such as economic data, needed community facilities and street and drainage improvements.

Objective D

Assure all city departments review and follow neighborhood plans to the extent practical.

Goal 3

**Provide safe, attractive, well-maintained neighborhoods
for all adults and children.**

Objective A

Protect the character and quality of neighborhoods by maintaining and enhancing their open spaces and parks.

Objective B

Strengthen the enforcement of codes and regulations affecting neighborhoods, e.g., improper zoning, unsanitary premises, noise, etc.

Objective C

Reorganize and consolidate regulations, and develop new regulations, policies, and incentives regarding the maintenance, conversion, and preservation of structures.

Objective D

Consider new approaches including new ordinances and programs to enhance the viability and attractiveness of neighborhoods.

Objective E

Maintain and enhance public safety facilities and services, and supplement these services with neighborhood education and awareness programs.

Objective F

Create and enhance neighborhood environments which emphasize the physical and emotional well-being of children.

Goal 4

Promote the provision of sound and affordable housing to all San Antonians.

Objective A

Preserve and revitalize housing and promote targeted infill housing in neighborhoods, particularly older neighborhoods located inside Loop 410.

Objective B

Give priority in the use of housing reinvestment programs to the revitalization of neighborhoods with higher proportions of low and moderate income residents or with the worst housing conditions.

Objective C

Facilitate the provision of choice in housing opportunities for all San Antonians, including special needs populations.

Objective D

Provide effective coordination of local, state and federal housing programs.

Objective E

Facilitate the provision of affordable housing by the private sector.

Objective F

Design programs and policies that maximize the leverage of private investment by lenders and builders/developers.

Objective G

Use local public and private resources effectively to capture available federal and state financing

Objective H

Encourage neighborhood based housing initiatives.

Objective I

Explore the full range of options that would allow people to remain in their homes throughout their lives.

Objective J

Develop a comprehensive housing preservation strategy to retain housing stock.

Objective K

Analyze all new regulations and ordinances to evaluate their impact on cost and the benefits for housing.

Goal 5

Encourage development of the downtown area as a complete neighborhood to enhance its image to both visitors and residents.

Objective A

Encourage additions to create a broad range of housing stock including single occupancy hotels, low, moderate, and upper income housing, and housing for elderly persons with strategies such as changes in zoning regulations and tax abatement policies and consideration of the establishment of community development corporations for the development of such properties.

Objective B

Allocate housing dollars to downtown.

Objective C

Advocate downtown for major public and private facilities such as schools, hospitals, sporting facilities and other institutions with particular emphasis upon educational opportunities.

Objective D

Continue to improve access to downtown by various modes of transportation including the construction of a multi-modal transportation hub.

Objective E

Encourage retail development downtown with strategies such as streamlining the permit process and coordinating bank lending policies.

Objective F

Increase the attractiveness of downtown retail by supporting programs to increase security, accessibility and desirable shopping opportunities.

Objective G

Maintain downtown San Antonio as the major office center for the region.

Objective H

Take advantage of technological innovations to enhance downtown development.

Objective I

Encourage the construction of parking facilities in the downtown area to promote the tourist and commercial activity centers and integrate them with the surrounding natural and built environment.

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URBAN DESIGN

It is urban design which will shape the future form of San Antonio into a cohesive array of neighborhoods, commercial centers, and public amenities. Urban design encompasses the design, planning, and integration of utility infrastructure, transportation, historical resources, community services, and natural resources to preserve and create an urban character which is specific to San Antonio.

Historical and cultural resources are essential components in defining the unique character of San Antonio. These resources contribute to the scale, color, texture and sense of time and place revered by San Antonians and visitors alike. Therefore, it is appropriate to preserve and maintain the remaining historical and cultural resources, incorporate them into future revitalization, and respect their characteristics in planning for new construction in and development of the city.

Goal 1

Preserve and enhance the city's urban design.

Objective A

Define, preserve and promote neighborhood centers which link major activity centers such as schools, libraries, stores, transit centers and community service facilities in accessible, pedestrian friendly environments.

Objective B

Develop urban design policies and standards which integrate and coordinate planning for historical and cultural resources, public facilities and services, and private development, infrastructure, transportation, arts and cultural resources, libraries, parks and recreation, health and human service facilities.

Objective C

Encourage patterns of urban development that provide a full range of housing choices and promote a sense of community, urban vitality and the efficient provision of infrastructure.

Objective D

Promote compatible infill development which enhances the character of neighborhoods with strategies such as involving neighborhoods in developing criteria and procedures.

Objective E

Revitalize existing and develop new city facilities and streetscapes which are accessible, safe, stimulating, and productive public domains.

Objective F

Develop design and construction policies for utility and transportation infrastructure, capital improvement projects, public facilities and development projects which reinforce neighborhood centers and provide diverse, pedestrian friendly neighborhoods.

Goal 2

Preserve and enhance the city's historic resources.

Objective A

Integrate historical resources into development patterns by actively encouraging renovation and preservation as a first priority whenever possible.

Objective B

Compile and maintain a comprehensive and dynamic historic resource inventory program which includes federal, state, and local landmarks, properties, and districts.

Objective C

Fund and staff city preservation activities to ensure enforcement of existing codes.

Objective D

Provide incentives for preservation of privately-owned historic properties and promote the preservation of city-owned historic properties and consider the creation of a historic preservation fund for city-owned historic properties.

Objective E

Promote partnerships between public agencies and conservation and neighborhood organizations to achieve preservation objectives.

Goal 3

Develop and maintain a diversified and balanced city-wide system of parks and open space.

Objective A

Establish a planning process which encourages civic participation in the creation of a City Parks and Open Space Plan which will:

- *Coordinate the acquisition and development of public and private parks and open spaces.
- *Develop master plans for existing city parks.
- *Complete the development and revitalization of existing parks.
- *Insure that parks and open spaces are fully accessible to all citizens.

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Objective B

Plan and develop a citywide system of linear parks and hike and bike trails which incorporate drainage ways and open spaces to link parks, schools, institutions, and neighborhoods.

Objective C

Broaden park acquisition and management priorities to include special natural features and encourage passive recreational opportunities while protecting ecosystems and limiting development in environmentally sensitive parks and open space.

Objective D

Promote development and maintenance of parks, open space, and recreational opportunities for all parts of the community.

Objective E

Involve citizens in the design, development, and maintenance of parks and open spaces.

Objective G

Increase partnerships to encourage the shared use of public and private properties, particularly open space and recreational facilities located at schools, institutions, and flood plains.

Goal 4

Plan, locate and maintain infrastructure and utilities to facilitate and maintain safe, healthy and sustainable environments for human activity.

Objective A

Establish a review process to coordinate the efficient distribution of infrastructure and utility systems under the auspices of the Planning Commission in conjunction with utility agencies.

Objective B

Use incentives to encourage development in underutilized urban areas.

Objective C

Create streetscapes which emphasize both pedestrians and vehicles, i.e., design and placement of pavings, curbs, sidewalks, drainage features, illumination, signs, signals and utilities.

Objective D

Establish policies and regulations to minimize waste generation; maximize cost-effective waste reduction, reuse, and recycling; expand demand; and actively market products.

Objective E

Develop and implement residential, commercial, and industrial conservation strategies to minimize the demand for energy, water, and other natural resources.

Goal 5

Develop policies for various transportation modes that will increase access to employment centers, community services, culture, recreation, education and commerce; meet the needs of all San Antonians; decrease the reliance on single occupancy vehicles; and promote transportation safety and efficiency.

Objective A

Develop a system of complementary transportation modes which supports safe and efficient movement of people and goods, productive neighborhoods, and manageable patterns of urban development.

Objective B

Develop a safe and convenient pedestrian travel network with sidewalks, walkways and trails integrated into the transportation system and neighborhood centers.

Objective C

Develop a transportation plan that promotes safety and links neighborhood destinations throughout the city and allows residents access to regional destinations.

Objective D

Design and locate parking facilities for commercial activity centers to integrate them with the surrounding natural and built environment.

Objective E

Promote a mass transportation system which efficiently coordinates the distribution of people to major destinations.

Objective F

Encourage traffic demand management strategies and intelligent vehicle highway systems.

Objective G

Develop strategies and initiatives to increase opportunities for international transportation of people and goods to strengthen San Antonio's position in global economic and cultural markets.

Objective H

Expand the overall capacity for the movement of people by including alternative transportation modes in the design of the city's infrastructure and utility systems.

Objective I

Assign a priority to the maintenance of streets and sidewalks including the feasibility of a dedicated funding source.

Objective J

Encourage growth within walking distance of downtown employment areas or centers and within walking distance of future high capacity transit terminals in neighborhood centers.

Objective K

Promote the safe use of bicycles as an efficient and environmentally sound means of recreation and transportation by encouraging a citywide network of lanes, trails, and storage facilities.

Objective L

Accommodate the specific needs of disabled individuals in all transportation modes.

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NATURAL RESOURCES

San Antonio's rich cultural heritage and its future security are rooted in its wealth of natural resources. The convergence of prairie, plains and plateau landscapes, united by flowing streams of abundant, clean water and situated above a great underground reservoir, has drawn people to this region from prehistoric times to the present, and has shaped settlement patterns and economic development. Thus, dedicated protection of this unique combination of high quality natural resources is central to maintaining and nourishing the city's economic vitality and physical integrity.

Goal 1

Preserve the unique, rare and/or significant features of San Antonio's natural environment.

Objective A

Develop new and utilize existing partnership programs between public agencies and private citizens to monitor the city's air and water quality.

Objective B

Prepare and implement a management plan for land use activities which includes best management practices based on scientific study that will protect the recharge and drainage zones of the Edwards Aquifer from pollution.

Objective C

Work with elected representatives, other governing bodies, and public interest groups to develop a comprehensive management plan for water resources including the development of additional sources of clean water for the San Antonio area.

Objective D

Encourage retention of the 100-year flood plains as natural drainage ways without permanent construction or unnecessary straightening, bank clearing or channeling.

Objective E

Develop and implement a comprehensive, regional hazardous materials handling, transportation and remediation plan which includes enforcement procedures and noncompliance penalties.

Objective F

Work with the local business community, neighborhood groups, and appropriate state agencies to provide mechanisms for disposal of residential hazardous/toxic materials, i.e., pesticides, cleaning solutions, oil, etc.

Objective G

Improve and maintain standards for noise levels appropriate to the area's land use, i.e., residential, commercial, industrial and improve the process for enforcement of those standards.

Objective H

Develop programs to reduce noise generation throughout the city.

Objective I

Promote the safe storage of hazardous materials in locations that do not endanger neighborhoods.

Goal 2

Integrate environmental quality protection into all phases of local planning and policy implementation.

Objective A

Establish a strong natural resources protection policy for San Antonio.

Objective B

Assist in the development of a comprehensive, regional natural resources conservation plan.

Objective C

Improve the efficiency of the city's environmental review functions to assist all new development projects and redevelopment initiatives to meet federal, state, and local environmental standards and permit requirements.

Objective D

Develop ordinances which preserve the integrity of the settings of neighborhoods, communities, open spaces and parks, and develop clear procedures for their enforcement.

Goal 3

Achieve a sustainable balance between the conservation, use and development of San Antonio's natural resources.

Objective A

Develop programs to attract environmentally sensitive industry to San Antonio and encourage local industry to adopt water conserving measures and minimal impact technologies in their operations.

Objective B

Develop and publish an environmental handbook with information about alternative and/or least harmful technologies, environmental standards, permit requirements, and the availability of technical assistance to assess the impact of projects.

Objective C

Develop incentive programs to reduce energy and water consumption.

Objective D

Promote public/private partnerships to reduce natural resources consumption through aggressive conservation, reuse, and recycling programs.

Objective E

Encourage cooperation among natural resource management agencies, other professionals and local school districts in developing environmental education materials and outreach programs.

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ECONOMIC DEVELOPMENT

The economic development vision for San Antonio is that San Antonio will remain as the economic center for the South Texas Region, as well as a major center for international trade and commerce. For San Antonio, this will mean a strong and diversified economy which will result in quality jobs, viable and safe neighborhoods, well-planned communities, a sustainable natural resource base, adequate infrastructure, ample entrepreneurial opportunities, sufficient capital, a nurtured cultural heritage, a well-educated and highly trained labor force and an expanded tax base.

Goal 1

Encourage economic diversity and jobs creation which are compatible with San Antonio's natural and cultural resources.

Objective A

Evaluate and update the existing economic development plan and strategies by assessing the current status of economic development in San Antonio and its ability to meet projected land, labor and capital demands at all levels of the economy--neighborhood, community, city, state, national, international.

Objective B

Expand San Antonio's industrial base by taking advantage of market opportunities in regional, domestic, and international markets.

Objective C

Prioritize and target those economic sectors in which San Antonio can create or sustain a competitive advantage for economic growth and jobs creation.

Objective D

Support and encourage efforts to diversify the economic base of San Antonio.

Objective E

Evaluate the economic development plan and strategies to determine their impact on natural, cultural and historic resources, infrastructure, transportation, neighborhoods and community services.

Goal 2

Promote a business-government relationship that addresses the needs of businesses to operate in a positive and mutually beneficial environment.

Objective A

Develop new and use existing partnership programs which promote cooperation among public agencies, industry, and the community to enhance economic growth throughout the city.

Objective B

Promote consistency in the development process.

Objective C

Increase public awareness of available economic development incentives.

Objective D

Analyze pertinent new ordinances to evaluate their cost impact on business from a competitive economic perspective and balance that assessment with the impact on the quality of life.

Objective E

Encourage businesses and developers to work with neighborhood residents in the location and design of new development to enhance or complement the character of the neighborhood.

Objective F

Provide and maintain infrastructure and transportation services so that economic activity can operate efficiently throughout the city.

Goal 3

Create an environment of entrepreneurship, productivity, and innovation in San Antonio which promotes business start-up and business growth.

Objective A

Provide community-based educational support for potential entrepreneurs to develop and/or refine accounting, cost analysis, marketing and other essential business skills.

Objective B

Develop financial assistance and specialized training programs to encourage the development of small businesses, minority and women owned businesses and disadvantaged business enterprises.

Objective C

Encourage financial institutions to be responsive to the needs of minority and women owned businesses and disadvantaged business enterprises.

Objective D

Facilitate economic development activities that will strengthen neighborhoods and communities; provide educational, training and

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employment opportunities; provide necessary support services; and promote and encourage economic participation for all San Antonio citizens.

Objective E

Develop public and private initiatives to provide funding and capital resources needed to finance small business and economic growth.

Goal 4

Provide economic opportunities in targeted areas, particularly within Loop 410 and the southern sector.

Objective A

Increase coordination and visibility of current economic development efforts.

Objective B

Develop a business retention and expansion program.

Objective C

Enhance and emphasize the positive assets of the targeted areas in efforts to retain and attract new business and industry.

Objective D

Encourage the attraction and location of targeted industries.

Objective E

Pursue and obtain Federal Empowerment Zone/Enterprise Community designation and continue to identify state enterprise zones.

Objective F

Target special economic initiatives to meet the needs of the area.

Objective G

Promote cooperation and positive relationships in all areas to develop joint projects and programs that provide spin off benefits in targeted areas.

Goal 5

Provide a labor force qualified to meet the needs of San Antonio's employers.

Objective A

Advocate and facilitate community dialogue regarding education goals and objectives for San Antonio.

Objective B

Encourage institutions and businesses to establish vocational training internship and apprenticeship programs.

Objective C

Promote the evaluation and update of community training programs to meet current and projected skills needs.

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GROWTH MANAGEMENT

Social and economic progress depends on dynamic urban development and sound growth management. If the vision, challenge and elements of the Master Plan are used effectively to guide future growth and development, the standard of living and quality of life for all citizens of San Antonio will be enhanced.

The general welfare of the community as a whole is profoundly affected by the way in which it grows, and through chartered responsibilities, city government plays a decisive role in guiding that growth. The ways public funds are expended are major determinants in patterning growth. Therefore, government must be responsive to the community in prudently expending such funds. Economic determinants, which are largely within the purview of the private sector, play an equally important part in growth patterns.

As an economic generator, metropolitan San Antonio attracts growth, which will enhance the city's tax base as long as this growth occurs within the boundaries of the city's extraterritorial jurisdiction. Effective growth management includes balanced consideration of all these determinants to ensure orderly growth and enhancement of the tax base for the benefit of all citizens.

Goal 1

Utilize city resources and authority to manage growth and development.

Objective A

Conduct a thorough review of city codes, and revise all ineffective, obsolete, and/or inconsistent requirements and definitions.

Objective B

Identify and encourage the distribution of land uses by quantity and type to meet the physical, social, cultural, economic, energy and environmental needs of present and future populations.

Objective C

Utilize all available geographic, hydrographic, topographic, demographic and economic data in planning land uses throughout the city and within the ETJ.

Objective D

Develop a fair and accessible capital improvements planning process.

Objective E

Develop, implement and annually update a comprehensive five-year

capital improvements plan which sets priorities for specific projects.

Objective F

Coordinate the capital improvements plan with all other city plans and those of other governmental units (county, school district, hospital district, UTSA, etc.)

Objective G

Seek new statutory authority to guide development activities in the city's extraterritorial jurisdiction, i.e., zoning, building codes, etc.

Objective H

Encourage a balance of new development and redevelopment.

Objective I

Continue to make physical improvements in the inner city to encourage redevelopment and infill.

Goal 2

Develop a process for responding to projected change.

Objective A

Integrate neighborhood planning documents into broader urban design and growth management plans of the city.

Objective B

Develop and continually update an accurate, complete central database which consolidates demographic information and the full array of geo-referenced information, i.e., infrastructure, environment, real estate, etc and make it accessible to all planning entities including neighborhoods.

Objective C

Strengthen links between zoning and the goals of the community by promoting neighborhood involvement.

Goal 3

Preserve the integrity of the city's growth options.

Objective A

Oppose the creation of new municipalities, special purpose districts and water or wastewater utilities within the extraterritorial jurisdiction unless the city determines it cannot provide the necessary services.

Objective B

Pursue a systematic annexation process to promote orderly growth and the provision of municipal services and to preserve the city's fiscal position.

Objective C

Require a petition for annexation as a condition for designation of industrial districts and consider annexing industrial districts upon expiration of their designation.

Objective D

Use development policies such as utility extension policies and impact fees to encourage contiguous growth.

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COMMUNITY SERVICES

A city cannot prosper unless its citizens are safe, healthy, and well educated. Community services and facilities are vital to the economic prosperity and quality of life for the citizens of San Antonio. The City must strive to achieve a balance between centralized and dispersed service locations to optimize the delivery of community services.

Goal 1

Provide adequate police and fire services and protection and emergency medical services.

Objective A

Locate police, fire and emergency medical facilities to provide effective services.

Objective B

Provide improvements to the transportation system that will allow better service from existing public safety units and meet the needs of planned fire stations and police substations.

Objective C

Develop and implement intervention and public awareness programs that inform citizens of ways to increase safety.

Goal 2

Promote a comprehensive and coordinated health care system to effectively serve the community.

Objective A

Advocate accessibility of health care facilities to all sectors of the city.

Objective B

Support the planning and implementation of a public transit network that improves access to health care facilities.

Objective C

Create a working group on health care related issues to develop health care policies for San Antonio.

Objective D

Provide comprehensive public health services and programs.

Goal 3

Develop a formalized planning relationship among school districts, neighborhoods and the city to enhance the efficient and effective use of educational facilities.

Objective A

Promote schools as integral components of residential neighborhoods.

Objective B

Target areas for revitalization where excess space in neighborhood schools exists.

Objective C

Encourage school districts to upgrade schools to contribute to neighborhood stability.

Objective D

Encourage city review and comment on the location of new educational facilities and the expansion of existing facilities in accordance with the Master Plan.

Objective E

Encourage cooperative, flexible design of school facilities to ensure maximum use and potential adaptive reuse as a continuing neighborhood resource.

Objective F

Emphasize the assets to be found in each neighborhood and school through a coordinated public relations campaign.

Objective G

Encourage a strengthened and continuing community-school relationship beyond the walls of the facility by utilizing the neighborhood as a learning-teaching resource.

Objective H

Publicly recognize neighborhoods which have shown individual initiative to improve schools within their neighborhoods.

Objective I

Encourage school districts and other entities to mutually share fiscal and demographic data for planning purposes.

Objective J

Encourage the coordination of city capital improvement and functional plans with school district plans for serving areas and neighborhoods.

Objective K

Encourage a cooperative school sidewalk program to enhance the safety, appearance, and access for neighborhood residents.

Objective L

Encourage alternative schools, vocational training, and adult literacy and learning centers.

Objective M

Support the expansion of magnet school programs.

Objective N

Coordinate education programs, facilities and research activities to attract industries and businesses to San Antonio.

Goal 4

Develop and operate a public library system which provides accurate, timely, relevant and efficient services to everyone.

Objective A

Locate branch libraries where community residents easily and willingly go.

Objective B

Design and operate library facilities which are friendly, inviting, safe and easy to use.

Objective C

Develop public/private partnerships to increase awareness of and accessibility to the San Antonio public library system.

Objective D

Improve access to library resources and information, such as the use of technology.

Objective E

Enhance the San Antonio public library's role as a source of information about city government and city services.

Goal 5

Provide arts and cultural services which are accessible to all San Antonio citizens.

Objective A

Develop public/private partnerships to provide cultural amenities throughout the community.

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Objective B

Maintain downtown as the cultural focal point of the city.

Objective C

Assess the effectiveness with which art, cultural and recreational facilities serve neighborhoods and the community and develop a long term cultural facilities plan.

Objective D

Develop a public art program linked to city facilities and capital improvement projects.

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GLOSSARY

Capital Improvements Plan or Program (C.I.P.) - a plan for the construction of physical improvements that includes their timing and cost.

Disadvantaged Business Enterprise - a business or other legal entity that qualifies as both a minority, woman or minority and woman business enterprise and a small business enterprise as defined in city ordinance.

Downtown - the central area of the city starting at the intersection of Salado and El Paso streets; north on Salado to its intersection with Frio Street; thence northeast in a straight line to the intersection of IH-10 and Cadwalader; south on IH-10 to IH-35; northeast on IH-35 to a perpendicular point connecting with Cherry Street; south on Cherry Street to Durango Boulevard; west on Durango to the San Antonio River; south along the San Antonio River to Arsenal Street; west on Arsenal to El Paso Street; and then west on El Paso to Salado.

Flood Plain - the channel and the relatively flat area adjoining the channel of a natural stream or river which has been or may be covered by floodwater. Land immediately adjoining a stream which is inundated when the discharge exceeds the conveyance of the normal channel.

Goal - an ideal future end, condition or state related to the public health, safety or general welfare toward which planning and planning implementation measures are directed.

Infill Development - new construction activity occurring on vacant parcels located within the area which is predominantly developed.

Infrastructure - facilities and services needed to sustain any type of development - residential, commercial or industrial activities. Includes water and sewer lines, streets, electrical power, fire and police stations, etc.

Intelligent vehicle highway systems - refers to a multilevel cooperative public/private effort to develop and implement new technologies to improve transportation efficiencies. Included among these will be Advanced Traffic Management Systems, e.g., rapid detection of traffic jams and Advanced Traveler Information Systems, e.g., in-vehicle navigation information based on current traffic jams.

Master Plan - the comprehensive plan for the physical development of the city, as prescribed in the City Charter. The Master Plan includes any unit or part of such plan separately adopted and any amendment to such plan or part thereof.

Multi-modal - capable of accommodating a variety of transportation modes, such as buses, automobiles, rapid transit, rail, bicycles and pedestrians. A multi-modal transportation hub is a facility for the transfer of passengers and/or goods between different modes of transportation.

Natural Resources - elements relating to land, water, air, plant and animal life, and the interrelationship of those elements. Natural resource elements include soils, geology, topography, flood plains, vegetation, wildlife, surface and groundwater and aquifer recharge zones.

Neighborhood - a defined area of the community which, in addition to residential areas, may include facilities such as schools, churches, parks, retail stores, restaurants and service establishments that serve residential areas and exhibit a distinctive set of recognizable characteristics particular to that area.

Neighborhood Planning Process - a procedure by which neighborhood residents and property owners can develop neighborhood plans suitable for recognition by the Planning Commission and City Council. The Neighborhood Planning Process is a component of the Master Plan.

Objective - a specific end, condition or state that is an intermediate step toward attaining a goal. An objectives should be achievable and when possible measurable and time specific.

Passive Recreation- any unstructured leisure time activity pursued for its own value.

Policy - a specific statement that guides decision making. Policies are statements of intent for actions to be taken in pursuit of a given objective.

Recharge Zone - an area in which water is infiltrated and added to the groundwater reservoir or aquifer.

Sector Plan - a comprehensive plan for a defined geographic area of the city that is larger than a neighborhood.

Streetscape - the character or scene that may be observed along a street as created by its natural and manmade components including its width, paving materials, plantings, lamp posts, traffic lights, benches and the forms of surrounding buildings.

Traffic Demand Strategies - a set of programs aimed at reducing the volume of traffic and the distance of a trip by influencing the manner in which people travel to work. Examples of traffic demand strategies include carpooling, congestion pricing, and providing a financial subsidy for transit riders.

Underutilized - property with buildings that are at least 50 percent vacant or that are abandoned, dilapidated, or otherwise impaired by physical deficiencies.

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