

The background features a large, faint, light-colored graphic. It consists of a central medical cross (a caduceus) with a circular arrow around it, suggesting a cycle or process. The graphic is rendered in a light gray or off-white color against a white background.

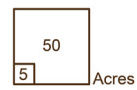
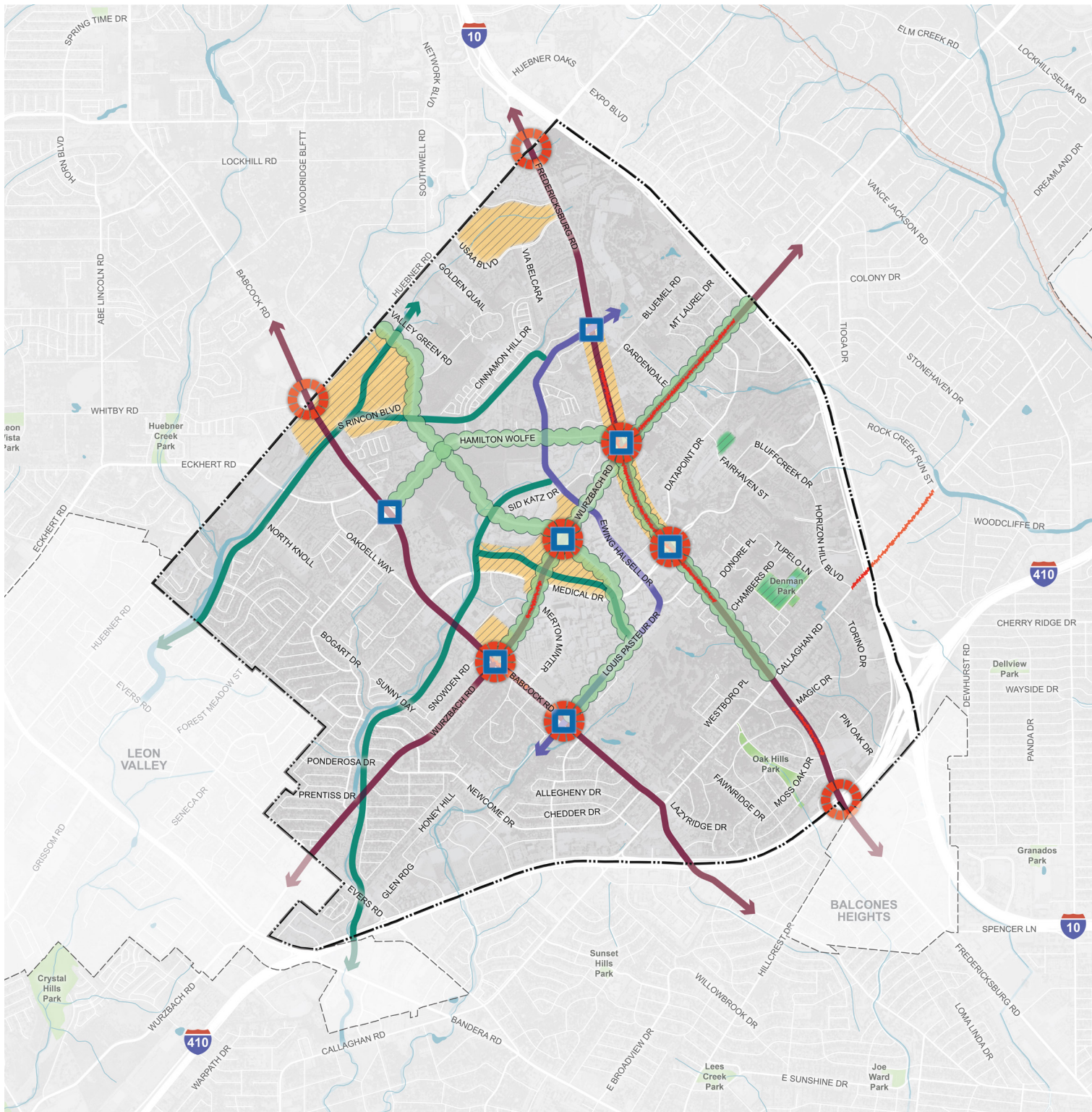
*executive summary*  
Medical Center Area Regional Center Plan



# PLAN FRAMEWORK

## LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Rail Line
- Park or Open Space
- Stream, Creek or River
- Body of Water
- Focus Area
- Park, Open Space and Recreation Opportunity
- Priority Transit Route
- Priority Trail
- Priority Bicycle Route
- Priority Pedestrian Streetscape
- Improved Intersection
- Gateway Opportunity
- Severe Pedestrian Injuries and Fatalities (2011-15)



## Medical Center Area Regional Center Plan Overview

The Medical Center Area Regional Center Plan is part of a series of Sub-Area Plans that implement the SA Tomorrow Comprehensive Plan, which was adopted in 2016. Sub-Area Plans will be completed for 30 geographies across the city to provide for more equitable planning and the development of one citywide land use map. The Medical Center Area Regional Center is just south of the UTSA Area Regional Center. The Medical Center Area is located primarily in City Council District 8 with the southwest portion in District 7.

Healthcare is a major industry in the San Antonio region, and accounts for nearly 15% of all employment in Bexar County. The Medical Center Area Regional Center accounts for approximately half of the County's healthcare jobs. The Regional Center is focused around the South Texas Medical Center, a major cluster of health care activities with 45 medical related institutions, including 12 hospitals and 5 specialty institutions. Education is also a major industry, as the Medical Center is home to the UT Health Science Center at San Antonio, which includes 7 schools of healthcare, including dental, biomedical sciences, medical, health professions, nursing, pharmacy, and public health. Additionally, the Regional Center is home to USAA, one of the City's largest employers. As the area continues to attract diverse talent, providing common amenities, quality housing, and mobility options will be essential in continuing to promote the area's vitality.

Throughout the two-year process, the Planning Department conducted three community meetings, facilitated ten planning team meetings, and reached out to the community through intercepts, focus groups, and other community events. As with all SA Tomorrow Sub-Area Plans, social media and a project website were also utilized.

## Plan Framework

Most of the Plan is organized around the Plan Framework, which outlines key improvements and concepts that will shape development in the Medical Center Area.

Each element (shown at right) was studied in order to understand the history and development of the area as well as existing conditions. The Planning Team shared their input regarding area assets, opportunities, and challenges to develop a more nuanced understanding of the Medical Center Area Regional Center and to identify the community's values and priorities. City staff also conducted additional stakeholder and public outreach to capture input from a broad range of Medical Center Area residents. Throughout the process, City staff and the Planning Team worked to build the framework, identify key priorities, improvements, and strategies to guide growth, development, and investment in the Medical Center Area.

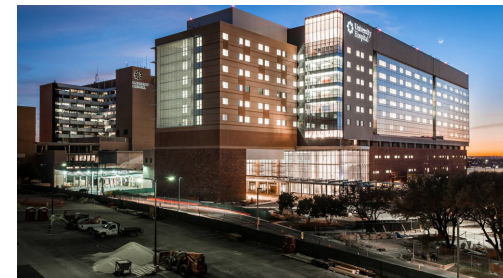
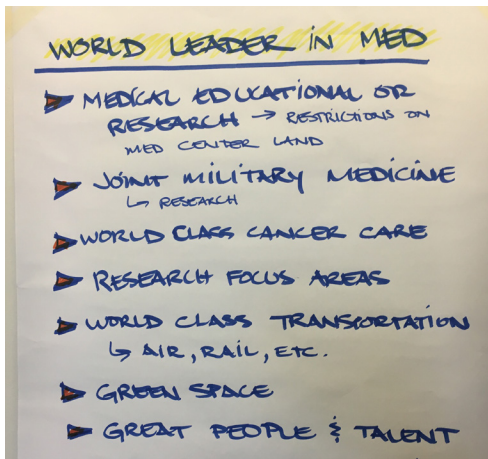
- **Land Use**
- **Focus Areas**
- **Mobility**
- **Amenities and Infrastructure**
- **Catalytic Projects**
- **Housing**
- **Economic Development**

## Vision

One of the first tasks accomplished as part of the planning process was establishing a shared community vision. The shared community vision was drafted by the Planning Team and then reviewed and refined at a community meeting. This vision sets the stage for the goals and strategies recommended later in the plan.

*The Medical Center Area Regional Center strives to be a world-leading medical care, research, and education district, setting the educational example of an innovative, vibrant, healthy, attractive and inviting community for not only the healthcare community to enjoy, but for residents and visitors alike.*

*The Medical Center Area will set the standard for a healthy community by offering variety of public gathering spaces, outdoor recreation options, housing and transportation choices, with a vibrant, accessible, mixed-use environment that attracts the highest quality talent and delivers a high quality of life for everyone.*



## Goals

Based on community input, several themes emerged throughout the process and these are reflected in the four goals noted on this page. The goals developed focus on mobility, open space, a healthy environment, and innovation.

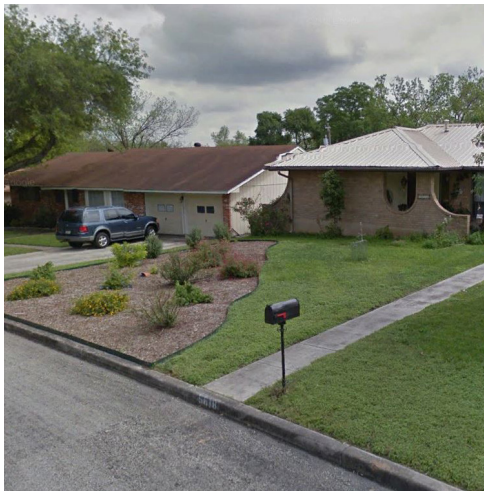
- ◆ ENHANCED MOBILITY OPTIONS

- ◆ FACILITATE PARKS AND OPEN SPACES

- ◆ PROMOTE A HEALTHY ENVIRONMENT

- ◆ FOSTER INNOVATION





## Land Use

The Medical Center Area Regional Center Land Use Plan supports goals and policies from all three SA Tomorrow plans and draws from recommendations in the SA Corridors Strategic Framework Plan.

The Future Land Use Plan encourages growth and increased density at various scales in mixed-use centers and focus areas and along key transit and community corridors. It provides opportunity for higher density mixed-use and commercial along the major highways, but also preserves the character and form of existing neighborhoods.

### Recommendations

- *Ensure that properties in areas designated as Regional Mixed-Use are zoned to accommodate a high intensity of development activity, so that they can serve as a hub for this regional center.*
- *Examine the zoning of properties at the southwestern tip of the plan area and rezone if necessary, to allow uses appropriate for the Employment/Flex Mixed-Use designation.*
- *Rezone properties in Medium and High Density Residential areas to ensure that this regional center is able to absorb projected future population growth.*
- *Promote and preserve higher intensity commercial uses, such as office buildings, hotels, and larger retail centers along the I-10 frontage.*



# FUTURE LAND USE

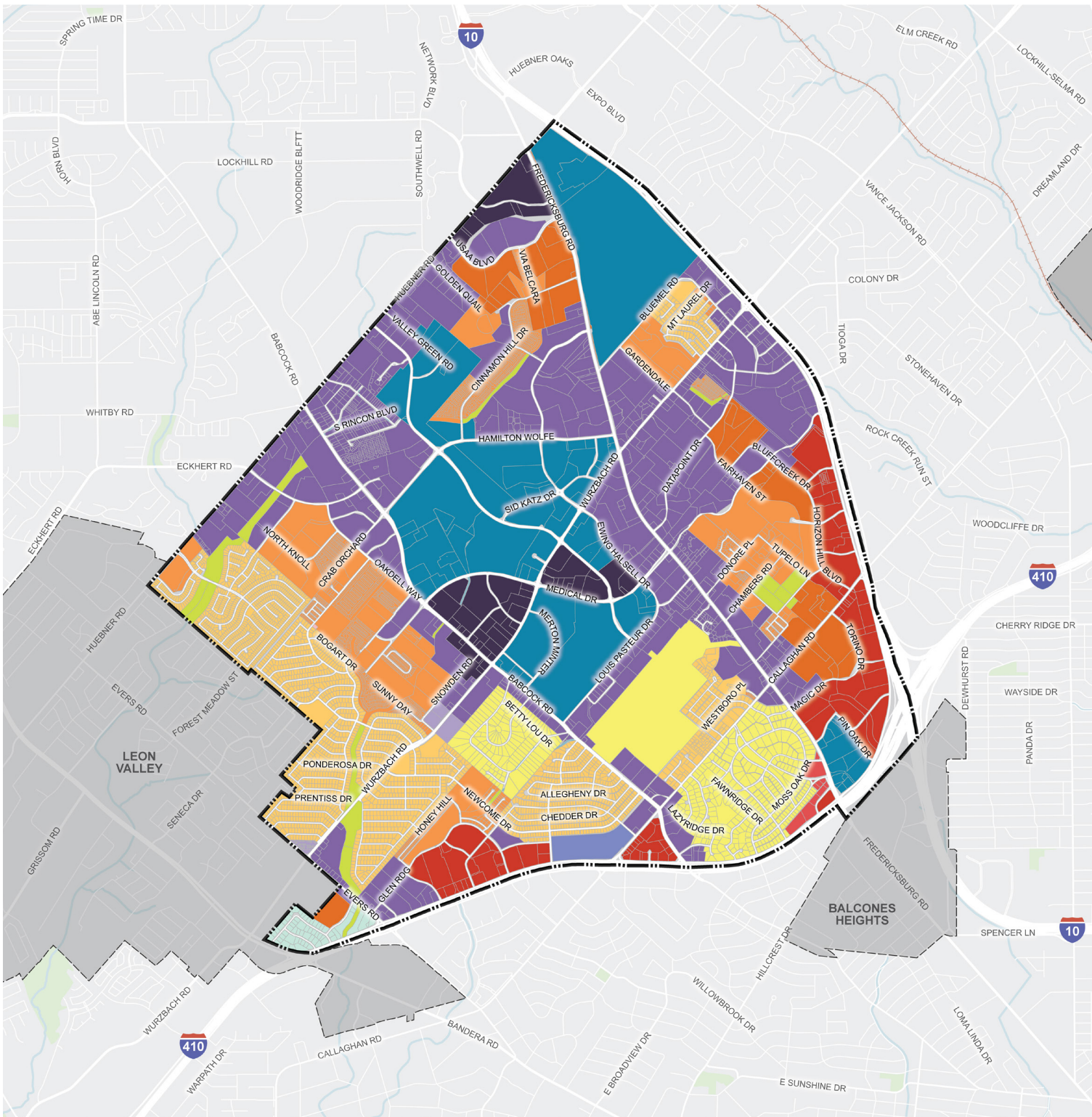
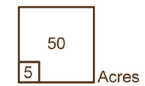
## LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Rights-of-Way

## Land Uses

- Residential Estate
- Low Density Residential
- Urban Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Mixed-Use
- Urban Center Mixed-Use
- Regional Center Mixed-Use
- Employment / Flex Mixed-Use
- Business and Innovation Mixed-Use
- Light Industrial
- Heavy Industrial
- Neighborhood Commercial
- Community Commercial
- Regional Commercial
- Institutional
- State and Federal Lands
- Parks and Open Space
- Agricultural

A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.





## Focus Areas

The focus areas within the Medical Center Area Regional Center were identified by the Planning Team and the community as areas that have capacity for growth and change.

While each area is unique, they all present opportunities to accommodate population and employment growth while simultaneously fulfilling the SA Tomorrow goal of creating compact walkable places where San Antonio residents can live, work, and play.



## Recommendations

- *Update zoning and design standards to support the unique vision for each focus area, create high-quality places, support transportation choices, and avoid impacts to sensitive natural features.*
- *Ensure focus areas and other area amenities can be easily and safely accessed and used by all modes of travel.*
- *Promote the Community Vision of setting the example of a healthy community within the Medical Center Area Regional Center.*
- *Balance development and investment in focus areas to provide mixed-use opportunities with a variety of housing types.*
- *Prioritize improvements that provide safe connections to existing VIA service lines and the planned VIA Rapid Transit Corridor service for people walking, bicycling or getting dropped off in a vehicle.*
- *Balance development and investment in focus areas to provide mixed-use opportunities with a variety of housing types.*







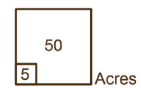
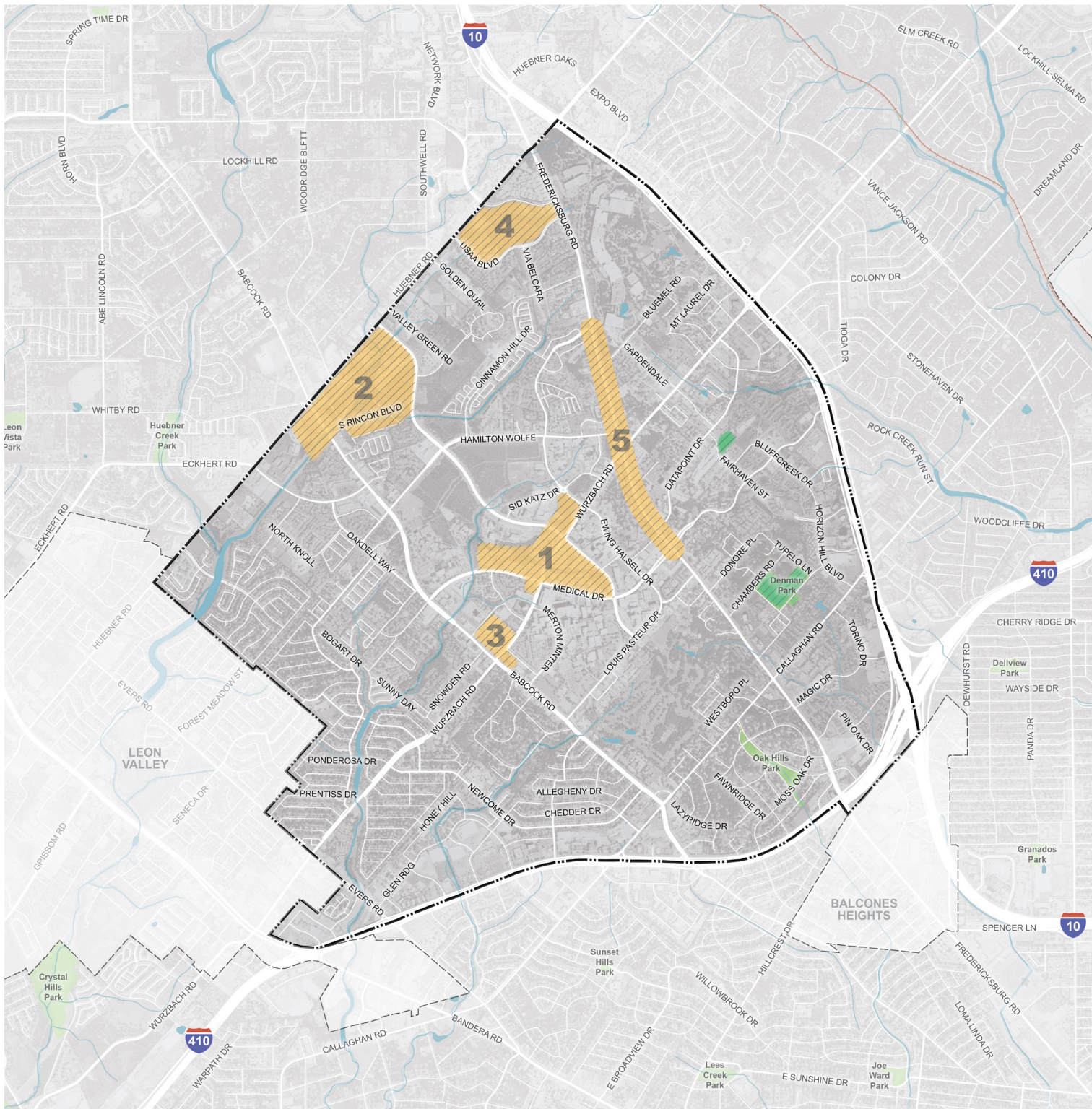
**SA**  
**TOMORROW**

Medical  
Center  
Regional  
Center Area

# FOCUS AREA

### LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Rail Line
- Park or Open Space
- Stream, Creek or River
- Body of Water
- Focus Area
- Park, Open Space and Recreation Opportunity



## Catalytic Projects

Two catalytic sites were identified in the Medical Center Area Regional Center and selected for more detailed conceptual designs. If implemented in the future, the development concepts depicted in the following images will help achieve a number of goals, including the creation of compact, walkable, mixed-use places; a wider variety of housing options for area residents; and revitalization of key corridors.

### #1 WURZBACH ROAD AND BABCOCK ROAD AREA



Existing Site

### Recommendation

- Create a safe pedestrian environment at the Wurzbach Road and Babcock Road site while designing for multiple modes of transit.

The first catalytic site is at the intersection of Wurzbach Road and Babcock Road which is an important focus area linking two key corridors in the Medical Center Area. Babcock Road is a seven lane road that acts as an informal transition between residential uses and less dense commercial buildings to the south and the traditional medical offices and major facilities to the north.

As one of the key gateways between lower density residential areas and higher intensity medical and educational facilities, the intersection of Wurzbach and Babcock roads is an ideal location to showcase streetscape and intersection enhancements that improve pedestrian and bicycle safety along these key corridors. Underutilized parcels adjacent to the intersection provide opportunities for new development that complement and contribute to the public right-of-way improvements while providing context-sensitive transitions in scale and intensity. Potential new development can also help fulfill other goals of this plan including provision of more flexible and modern office and work spaces desired by small and start-up companies looking to relocate to or grow within the area.

## #2 USAA BOULEVARD



Existing Site

### Recommendation

- *Support medium intensity mixed-use development at the USAA Boulevard site that adds a variety of housing options to the area and integrates recreation and natural space amenities available to area residents.*

The second catalytic site is located north of USAA Boulevard, south of Huebner Road and Research Drive, and east of Fredericksburg Road, across from the northern end of the USAA campus. This is one of the largest available vacant sites in the Regional Center, and should be leveraged with development that meets multiple goals of this Sub-Area Plan and the SA Tomorrow Comprehensive Plan.

A variety of medium-density housing types can be accommodated on the site, allowing more residents the opportunity to live close to major Medical Center Area employers and VIA transit services along Fredericksburg and Huebner roads. Careful site design can preserve and utilize existing natural features and utility easements to increase multimodal connectivity to and from the site, and provide outdoor recreation amenities serving this and other nearby communities.



## Mobility

The Medical Center Area Regional Center has become a robust activity center and is continuing to emerge as a national leader in health care innovations, providing an opportunity to emphasize access and mobility solutions.

To address the transportation needs in the Medical Center Area Regional Center, a set of high-level recommendations have been developed along with strategies identified to implement the recommendations through projects, policies, and partnerships.

### Recommendations

- *Continue implementing the San Antonio Vision Zero Action Plan.*
- *Complete the multi-modal layered network and trail system and work with partners to establish new connections.*
- *Manage transportation demand by creating walkable places and by supporting efficient vehicular flow and transit operations through targeted interventions.*
- *Support VIA Metropolitan Transit Rapid Transit Corridor service by prioritizing transit supportive policies and infrastructure near transit stations.*

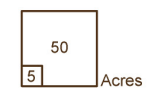
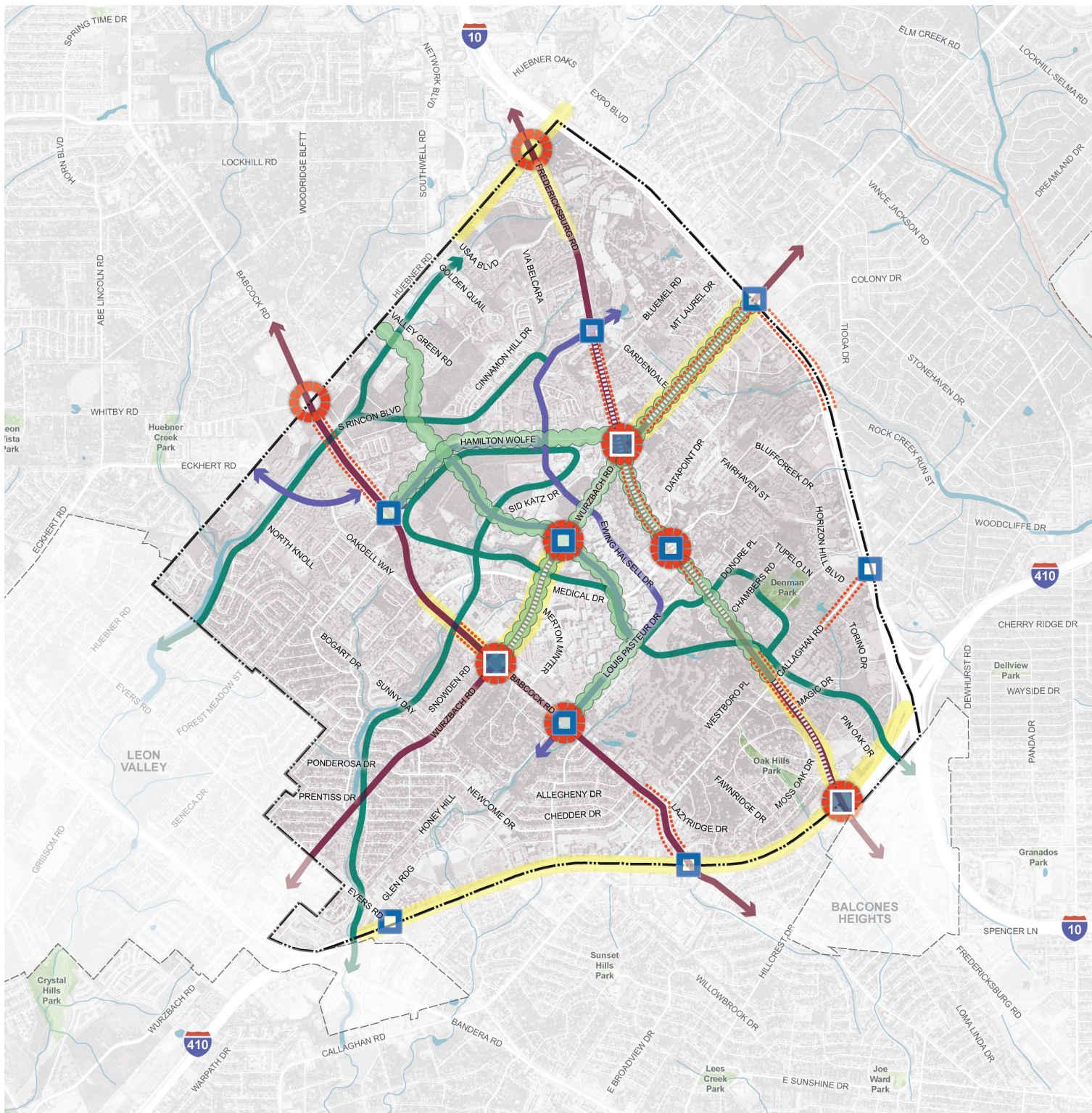




# MOBILITY

## LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Rail Line
- Park or Open Space
- Stream, Creek or River
- Body of Water
- Priority Transit Route
- Priority Trail Recommendations
- Priority Bicycle Route
- Priority Pedestrian Streetscape
- Improved Intersection
- Gateway Opportunity
- Priority Vision Zero Pedestrian Injury Areas
- Priority Evaluation Intersections
- Access Management
- Transit Reliability Improvements





## Amenities and Infrastructure

In order to retain residents and attract more employees and residents, it is crucial that the Medical Center Area incorporate opportunities for live, work, and play which include integrating more infrastructure and amenities within the area.

The Amenities and Infrastructure Recommendations involve three major components: Parks, Trails & Open Space; Enhanced Streetscapes; and Community Amenities.

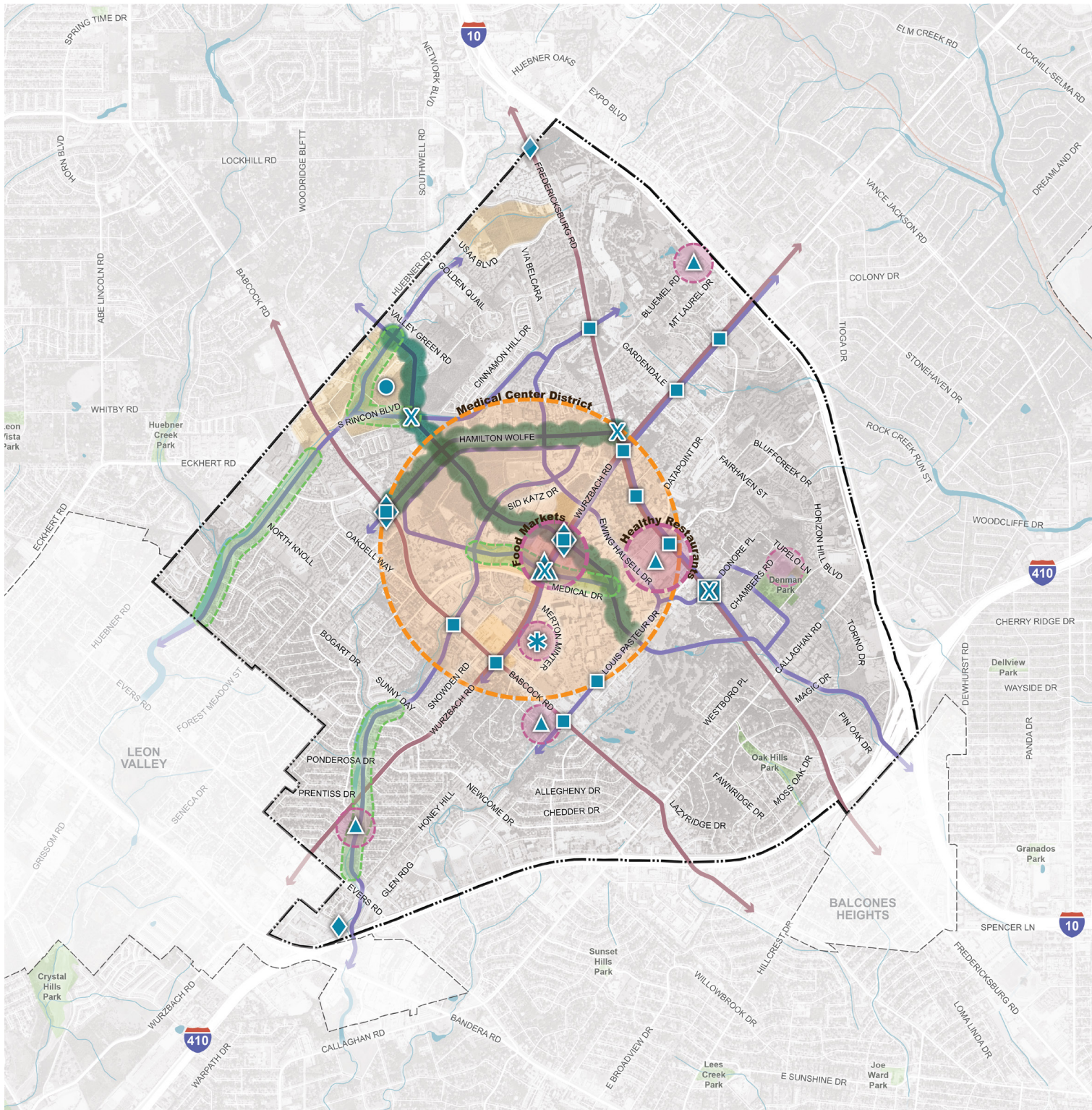
### Recommendations

- *Create linear parks that leverage the natural features and drainage ways of the Medical Center Area.*
- *Provide indoor and outdoor spaces for social or community gathering.*
- *Increase the presence of the tree canopy coverage and improve landscaping along streetscapes and public community areas.*
- *Increase pedestrian safety and lighting along main corridors.*
- *Create a district identity by incorporating character-defining features into the Center.*





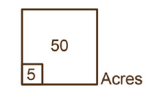
# AMENITIES AND INFRASTRUCTURE



## LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Park or Open Space
- Stream, Creek or River
- Body of Water
- Focus Area\*
- Priority Pedestrian Infrastructure\*\*
- Priority Transit Route\*\*\*
- Enhanced Tree Canopy and Landscaping
- Enhanced Pedestrian Safety and Lighting
- Public Art
- Active Recreation Opportunity
- Healthy Food Access
- Community Amenities
- Signage and Wayfinding
- Social Gathering Space
- Character-Defining Features
- Linear Parks

\* Refer to the Focus Area Framework for more information.  
 \*\* This layer combines Priority Trails, Priority Bicycle Routes and Priority Streetscape Improvements from the Mobility Framework Map. Refer to the Mobility Framework for more details.  
 \*\*\* Refer to the Mobility Framework for more information.





## Housing

The Medical Center Area Regional Center has had a renewal of housing growth since 2010. The Medical Center Area housing stock is significantly different from the rest of the City, driven in part by the smaller household sizes and younger overall population. The area has far fewer single-family detached homes, and much more rental housing. The three main challenges identified by community stakeholders related to housing are: reinvesting in existing neighborhoods, diversifying housing options, and maintaining opportunity for all household types and incomes.

### Recommendations

- *Reinvest in existing housing stock and neighborhoods in the Medical Center Area Regional Center.*
- *Increase the diversity of housing options with a focus on attracting a greater diversity of for-sale housing options.*
- *Preserve the existing affordable housing stock and increase the amount of affordable housing as the Regional Center continues to grow.*
- *Better connect and integrate housing within the commercial and employment areas in the Medical Center Area.*



## Economic Development

The economic development recommendations focus on addressing noted challenges including diversifying the economic base; diversifying uses and amenities; providing modern work spaces; and promoting health within the built environment.

### Recommendations

- *Support the promotion of health in the built environment within the Medical Center Area.*
- *Create a wider variety of uses, amenities, and attraction in the Medical Center Area to support and attract a greater diversity of residents, employees and visitors.*
- *Promote and support the growth of the Medical Center Area as a bio-science and health research-oriented innovation district.*



## Neighborhood Profiles & Priorities

The Medical Center Area does not encompass any areas that have previous Neighborhood or Community Plans so the planning approach was adjusted. When the planning process began for the Medical Center Area, only six neighborhood or homeowner associations in the plan area were registered with the City. Although all registered associations were invited to participate in the planning process, most were unable to participate directly in the development of the plan. Representatives from Dreamhill Estates and Mockingbird Hill neighborhood associations participated on the Planning Team.

Northside Neighborhoods for Organized Development (NNOD), a broad coalition of neighborhoods that represents groups throughout the north side of San Antonio, participated throughout the process. They were able to help summarize strengths, opportunities, challenges, and priorities for neighborhoods and residents across the plan area. Participants also took the Priorities exercise back to their organizations and neighbors. Responses were received from the Dreamhill Estates, Mockingbird Hill, and Oak Hills associations. Participants agreed that the responses were generally applicable to residential areas throughout the UTSA and Medical Center plan areas, not specific to any one neighborhood. Therefore, the responses were assembled into the Neighborhood Priorities seen on this page.

### Neighborhood Character

- Preserve the character of neighborhoods through the use of buffers, setbacks, and appropriate transitions between different zoning districts.

### Connected and Safe Transportation System

- Improve transportation options for vehicles, bicyclists, and pedestrians by facilitating long-term planning and development of transportation systems, including connections between residential areas and the STMC for safe and efficient bicycle and pedestrian access.

### Housing Choice and Affordability

- Provide housing opportunities and affordability through the development of a variety of housing types with various densities and increased acceptance of housing assistance programs.

### Environmental Resiliency

- Promote a healthy environment by protecting and maintaining the existing tree canopy. Plan appropriately for storm water runoff and flood mitigation as development occurs along the Leon Creek tributaries, while minimizing the impact on Leon Valley to the south.

### Neighborhood Representation

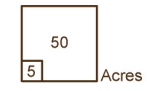
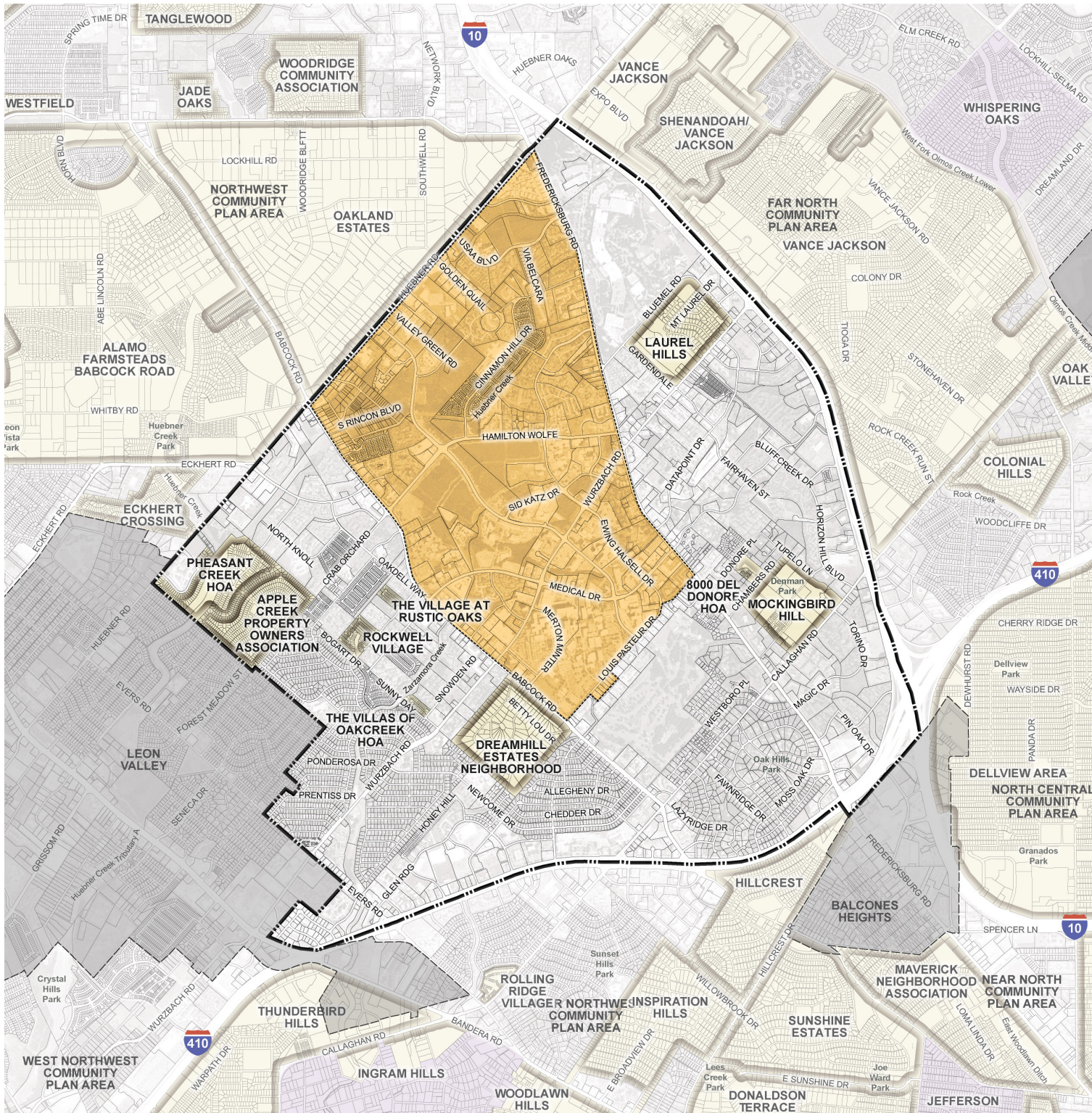
- Increase neighborhood participation and support a sense of community identity and ownership by empowering residents to create an active organization or association that will advocate for neighborhood interests.
- Support neighborhood initiatives, such as the DEERC (Dreamhill Estates Education Resource Center), that provide technology education to empower senior residents to continue active engagement and involvement in City plans and other public issues.



# DISTRICTS

## LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood Association
- Neighborhood Conservation District
- Medical Center Boundary



## Implementation

The Medical Center Area Plan proposes a mid-term vision with recommendations and strategies for improving and developing the Regional Center over the next ten years. The Implementation section of the Plan lists the Recommendations by topic, followed by Strategies formulated to achieve that Recommendation and thus work towards the area's developed Vision.

In looking ahead to next steps after Plan adoption, the Department is working with partner agencies, organizations and City departments to develop an Implementation Matrix tool that will help guide follow-up efforts. The matrix will identify each plan recommendation and its associated strategies, which include whether it is a Regulatory and Policy Strategy, a Partnership-related Strategy or a Strategy that may require some form of Investment. The matrix will also identify potential funding sources that currently exist, partners, an anticipated timeframe, as well as indicate alignment with other major plans and initiatives. It should be noted that the Matrix will not be a component of the Plan but will be used by staff in following up with implementation of the Plan. An annual review and update regarding the status of Plan recommendations and strategies is anticipated.



**VISION** **DEDUCATE**

- ▶ PARK & RIDE
- ▶ SAFE
- ▶ WALK TO PARK
- ▶ CIRCULATOR
- ▶ BUSINESS DEV.
- ▶ SMALL MARKET
- ▶ POCKETS OF OPEN SPACE
- ▶ PREMIERE MED CENTER
- ↳ SUPPORT WHAT WE HAVE
- ▶ MULTIMODAL
- ▶ LIVE, WORK, PLAY
- ▶ ATTRACTIVE & INVITING
- ▶ EASY NAVIGATION
- ▶ WORLD LEADER
- ↳ BEST IN WORLD
- ▶ VIBRANT COMMUNITY
- ▶ INTERCONNECTED, MOBILE

- ▶ TRANSIT RAIL
- ▶ ROOFTOPS / "UPPER RAIL"
- ▶ WALKABILITY
- ▶ USE CREEKS
- ▶ REGIONAL CENTER
- ▶ TRAILS
- ▶ HEALTHY LIVING
- ▶ COMMERCIAL SERVICES



**SA TOMORROW** Focus Areas

**Focus Area #1: The Intersection of Medical Drive and Washburn**

1. In the next five to fifteen years, the purpose of this area should be to support the intersection of architectural styles to be unique to the area, as well as support an iconic building. Parking should be centralized and could support a "campus feel" shuttle/garden, or walking trails would address the "healthy environment" goal.

2. In the next five to fifteen years the character of this area will be: accessible, safe, and open to a variety of architectural styles to be unique to the area, as well as support an iconic building. Parking should be centralized and could support a "campus feel" shuttle/garden, or walking trails would address the "healthy environment" goal.

3. In the next five to fifteen years, the vision new buildings in this area should be up to 20 stories tall, as tall as the University Hospital.

**Focus Area #2: Fred Carl Washburn/Balchok area**

1. In the next five to fifteen years, the purpose of this area should be: Active recreation: sports fields, trails, etc. There is property within the drainage area that cannot be built on, the undeveloped area could serve as a trail, not to open areas where drainage area are dry.

2. In the next five to fifteen years the character of this area will be: Active and functional open spaces.

3. In the next five to fifteen years, the vision new buildings in this area should be no more than 4 stories, in areas that are buildable.

**Focus Area #3: Washburn and Balchok area**

1. In the next five to fifteen years, the purpose of this area should be: Active recreation: sports fields, trails, etc. There is property within the drainage area that cannot be built on, the undeveloped area could serve as a trail, not to open areas where drainage area are dry.

2. In the next five to fifteen years the character of this area will be: Active and functional open spaces.

3. In the next five to fifteen years, the vision new buildings in this area should be up to 20 stories tall.

**Focus Area #4: BESSA Blvd and Emerald/Culture Road**

1. In the next five to fifteen years, the purpose of this area should be: Active recreation: sports fields, trails, etc. There is property within the drainage area that cannot be built on, the undeveloped area could serve as a trail, not to open areas where drainage area are dry.

2. In the next five to fifteen years the character of this area will be: Active and functional open spaces.

3. In the next five to fifteen years, the vision new buildings in this area should be up to 20 stories tall.





M I G