



Medical Center Planning Team

Kick-Off and Orientation Meeting

Wednesday, June 28th, 2017

San Antonio College Nursing &
Allied Health Complex

6:30PM – 8:30PM



Cambridge Systematics, Inc.
Bowtie
Economic & Planning Systems, Inc.
Auxiliary Marketing Services
Mosaic Planning and Development Services
SJPA



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introductions

Introductions

- City Project Manager
- Consultant Team Project Manager
- Planning Team



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process and schedule

Continuing the effort

- SA Tomorrow's Phase 1 of the Sub-Area Planning is the continuation of great work to date.
 - SA Tomorrow Comprehensive Plan
 - South Texas Medical Center Master Plan (2014)
 - SA 2020



Plan Elements

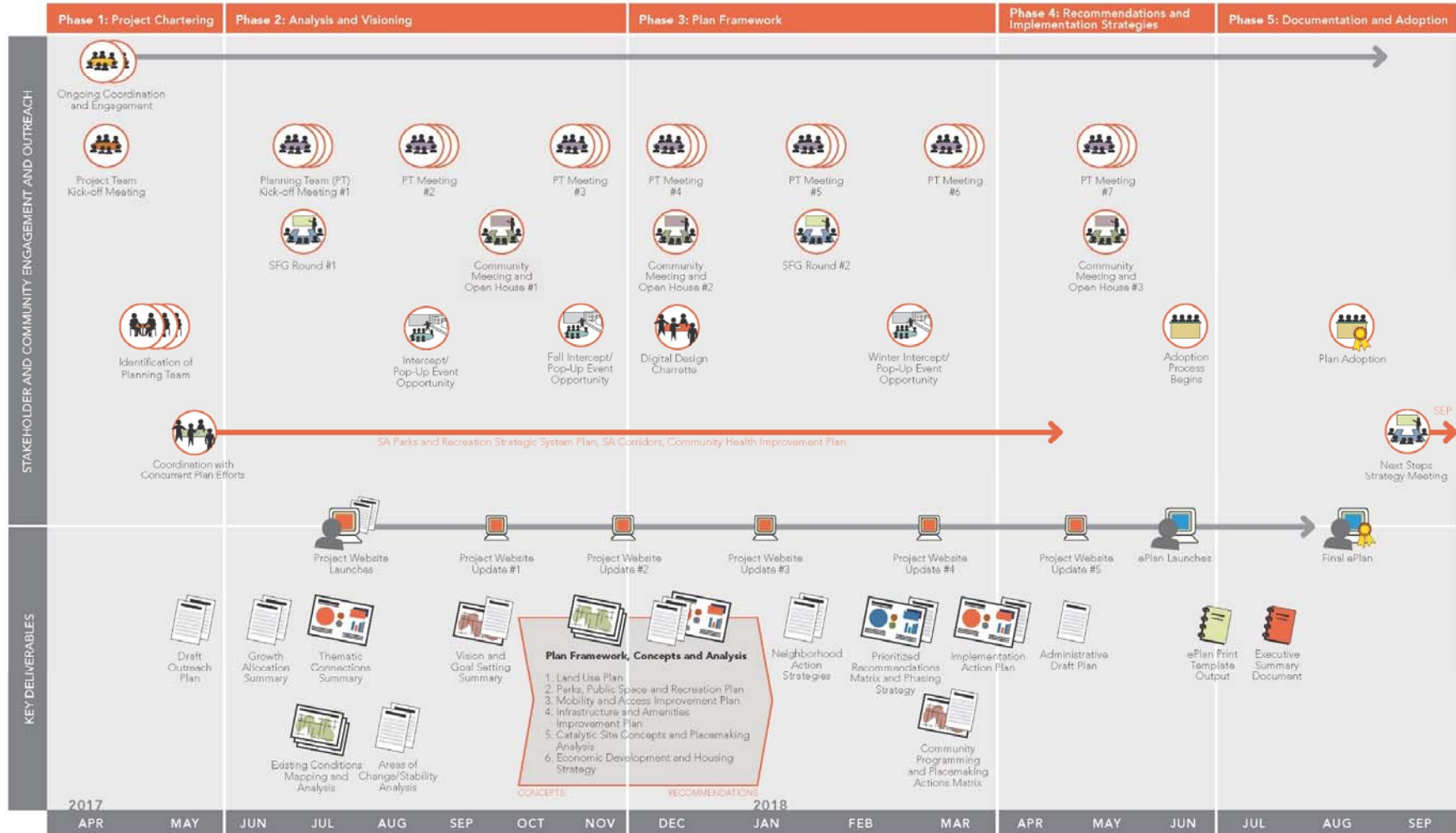
- Land Use Plan
- Parks, Public Space and Recreation Plan
- Mobility and Access Improvement Plan
- Infrastructure and Amenities Improvement Plan
- Catalytic Site Concepts and Placemaking Analysis
- Economic Development and Housing Strategy

SA TOMORROW Medical Center Sub-Area Planning

city of san antonio Regional Center Area

PROCESS SCHEDULE
06/28/2017

PT = Planning Team
SFG = Stakeholder Focus Groups



Overview of Planning Team Meetings

- **Meeting #1:** Kick-Off and Orientation; Outreach Plan; Preliminary Identification of Issues and Challenges
- **Meeting #2:** Existing Conditions; Areas of Opportunity; Preliminary Visioning
- **Meeting #3:** Visioning and Goal Setting; Discussion of Plan Framework
- **Meeting #4:** Draft Plan Elements; Focus Areas and Catalytic Projects
- **Meeting #5:** Review Plan Elements; Neighborhood Action Strategies
- **Meeting #6:** Preliminary Prioritization and Phasing; Develop Plan Elements
- **Meeting #7:** Final Plan Recommendation and Implementation Action Plan



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roles and responsibilities

Why You're Here

- Key role in your community
- Unique and diverse perspectives
- Representative for geographic area and/or organizations within the Project Area
- Common goal: make Medical Center the best place to **live, work and play!**



Roles and Responsibilities

- **Support the implementation** of the SA Tomorrow Comprehensive Plan
- **Provide advice and guidance** on the planning process
- **Provide input and feedback** on draft products
- **Serve as an ambassador** for the SA Tomorrow Midtown Plan project
- **Summarize input** and feedback from others, for the Planning Team
- **Contribute to at least one formal outreach event**
- **Distribute** information through your media

Time Commitment

- Meetings every four to six weeks on average
- Typically 1.5- to 2-hour meetings
- Always in or around Medical Center area
- We will schedule meetings as far in advance as possible
- We will send meeting materials as far in advance as possible

Rules of Decorum

- Meetings **begin and end at announced times**
- **Unanticipated alternative topics** typically wait for the next meeting
- **Open for public attendance** but designed as a work session
- Basic **Principles**:
 - Presence
 - Mutual respect
 - Empathy
 - Learning



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community engagement

Preliminary List of Stakeholders

- Medical Center Hospitals
- USAA
- Medical Center Workers
- Students in the Medical Center
- Neighborhood Associations
- Apartment Associations/Property Manager
- Seniors
- Who else?

Potential Outreach Strategies

- Focus groups/interviews
 - By topic, interest or under-represented groups
- Community workshops/open houses
- Intercept events
 - Meet people where they are!
 - Popular locations or events
- Pop-up events
 - Experience potential improvements through temporary exhibits



Potential Outreach Strategies *continued...*

- Digital design charrettes
 - Work sessions using 3D modeling to explore ideas
- Social media
 - Project webpage
 - Story recording project
 - Posts, tweets, media releases
- Other ideas?





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population and households projection

Population and Housing

Total Population (2016) | **58,967**

Total Households (2016) | **28,376**



Average Household Size

2.05 persons

2.73 - City of San Antonio Average



Median Age

30.8 years

33.7 years - City of San Antonio Average



Median Household Income

\$36,500

21% lower than City of San Antonio



Race and Ethnicity

53% Hispanic-origin



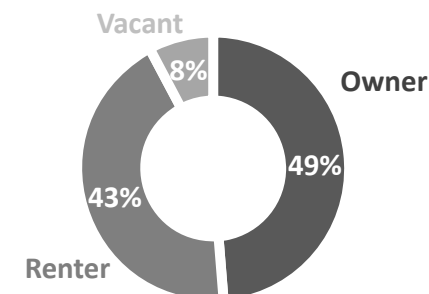
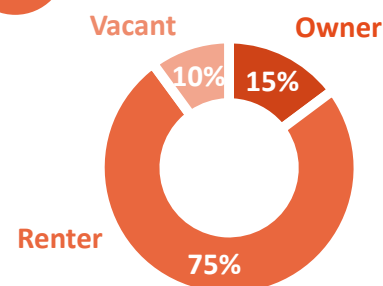
Annual Population Growth | 2000-2016



Annual Household Growth | 2000-2016



Housing Tenure



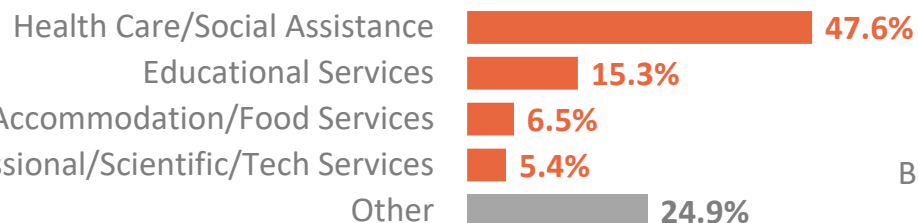
Employment

Total Employment (2016) | **58,500**



Largest Employment Sectors

**Health Care, Education,
Accommodation, and Prof. Services**



Largest Employers

USAA

UT Health

CHRISTUS Santa Rosa Hospital

Methodist Hospitals/Ministries

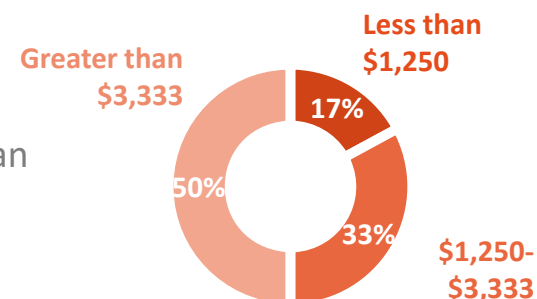
St. Luke's Baptist Hospital

University Health



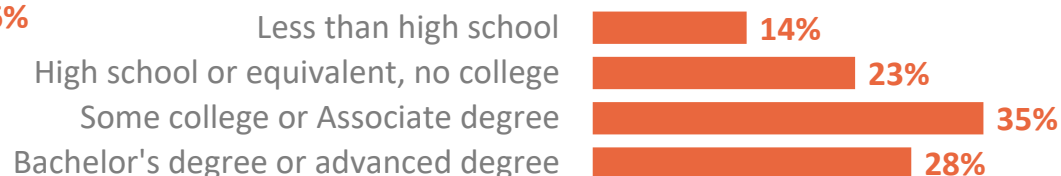
Wage Distribution

50% earn more than
\$3,333 per month



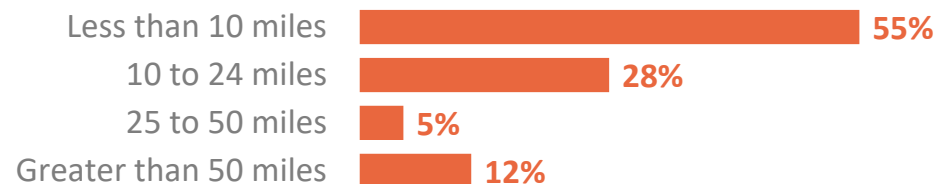
Education

63% of workers have some college or higher



Commuting Patterns

6% of workers live in Medical Center



Share of Growth

City-wide share in Regional Centers by 2040:

- 50% of new jobs
- 20% of new households

Growth Forecast



Household Growth | 2010-2040

7,200 new housing units



Employment Growth | 2010-2040

44,300 new jobs

Progress Metrics



New Apartment Units since 2010

1,128 units



New Commercial Sq. Ft. since 2010

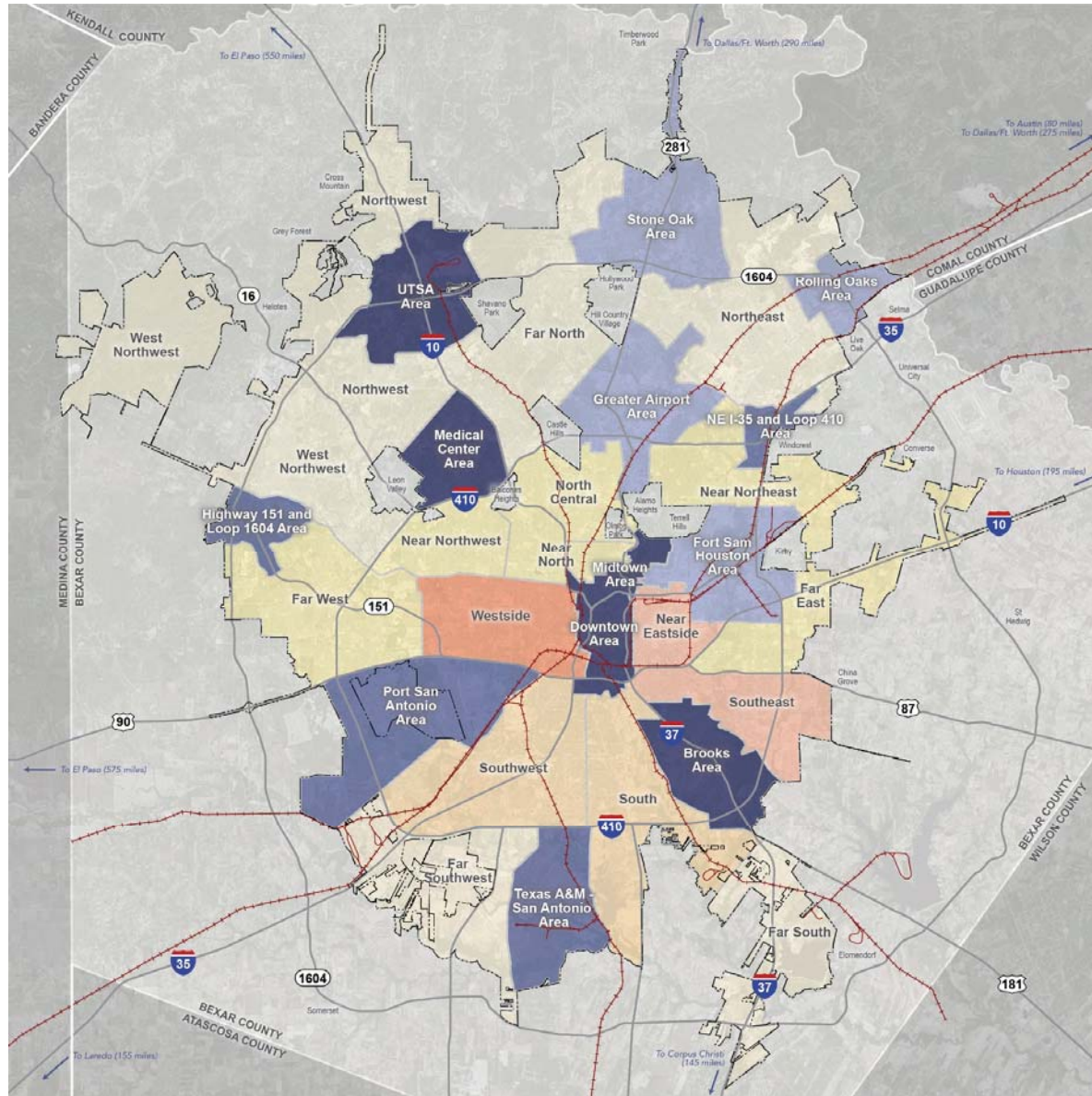
290,000 square feet



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existing conditions preview

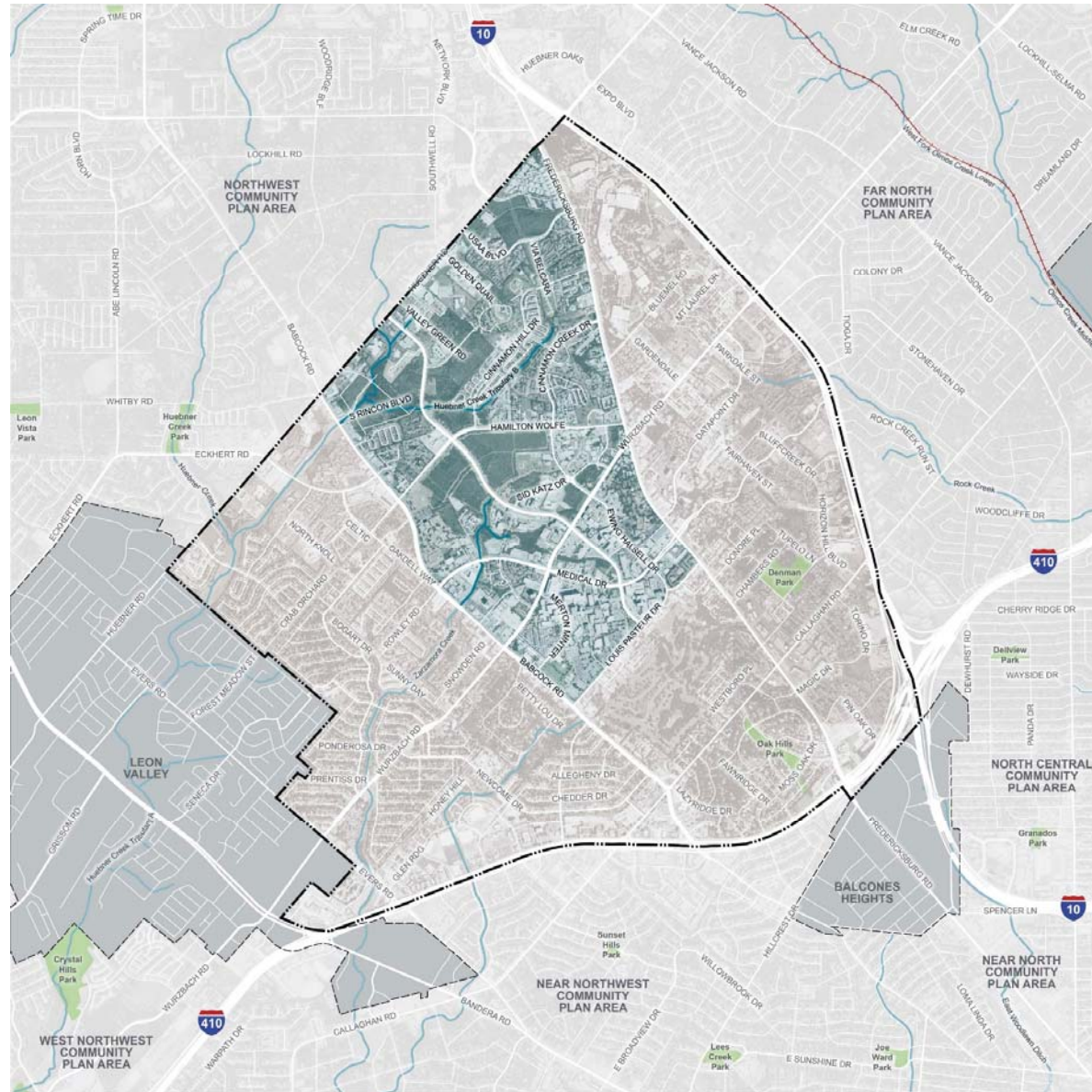
SA Tomorrow Area Planning Phases



- LEGEND**
- City Boundary
 - Major Highway
 - Rail Line
- Regional Center Plan Areas**
- Phase 1
 - Phase 2
 - Phase 3
- Community Plan Areas**
- Phase 1
 - Phase 2
 - Phase 3
 - Phase 4
 - Phase 5



Medical Center Regional Center Area



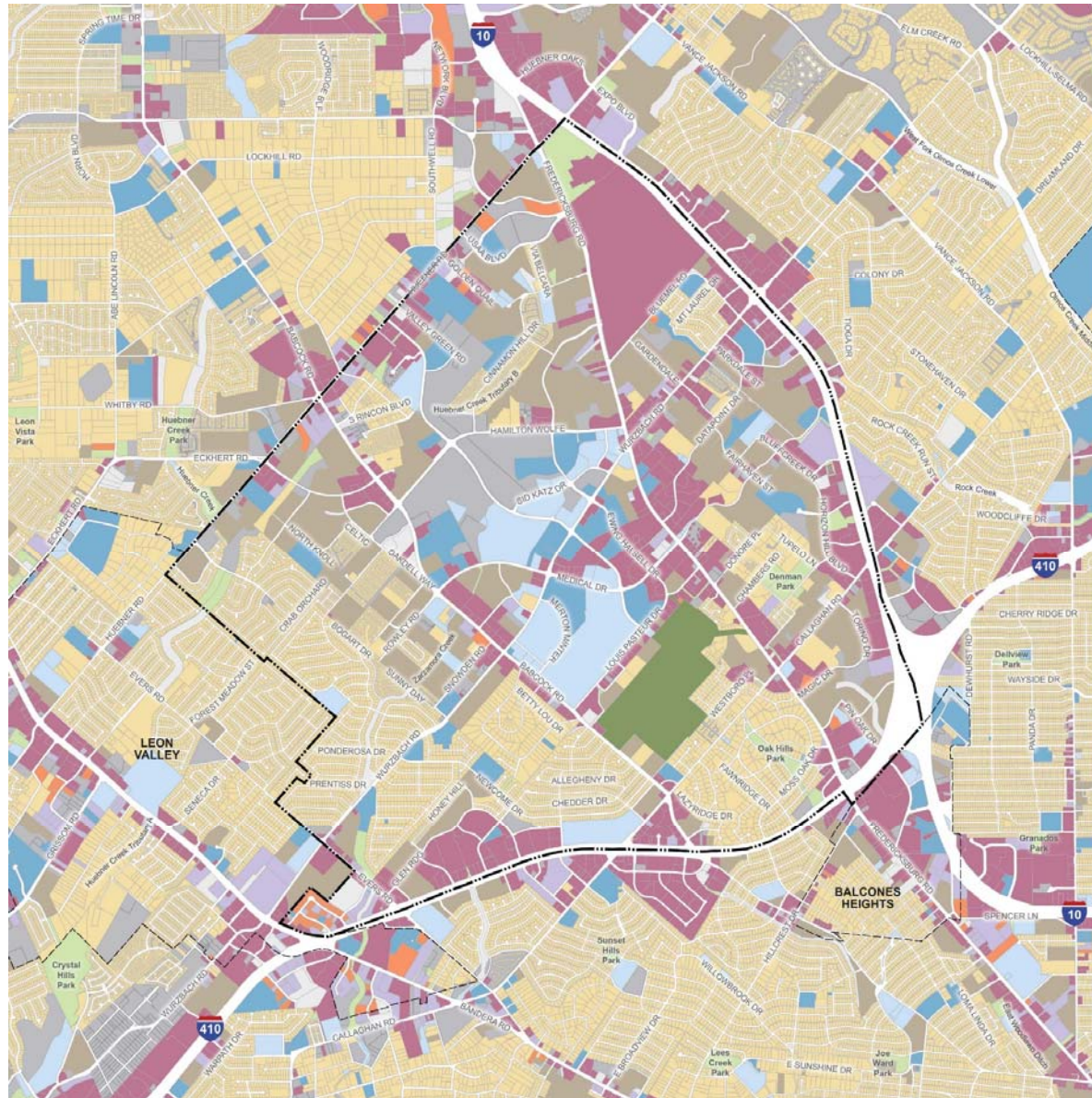
STUDY AREA

- LEGEND
-  Medical Center Regional Center Area Boundary
 -  City Boundary
 -  Road
 -  Rail Line
 -  Park or Open Space
 -  Stream





Land Use



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Medical
Center
Regional
Center Area

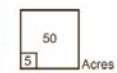
LAND USE

LEGEND

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

Land Uses

- Single Family Residential
- Multi Family Residential
- Mixed
- Commercial
- Industrial
- Institutional
- Open Space / Park
- Private Open Space
- Total Tax Exempt
- Vacant
- Other / Not Specified



Existing Land Uses



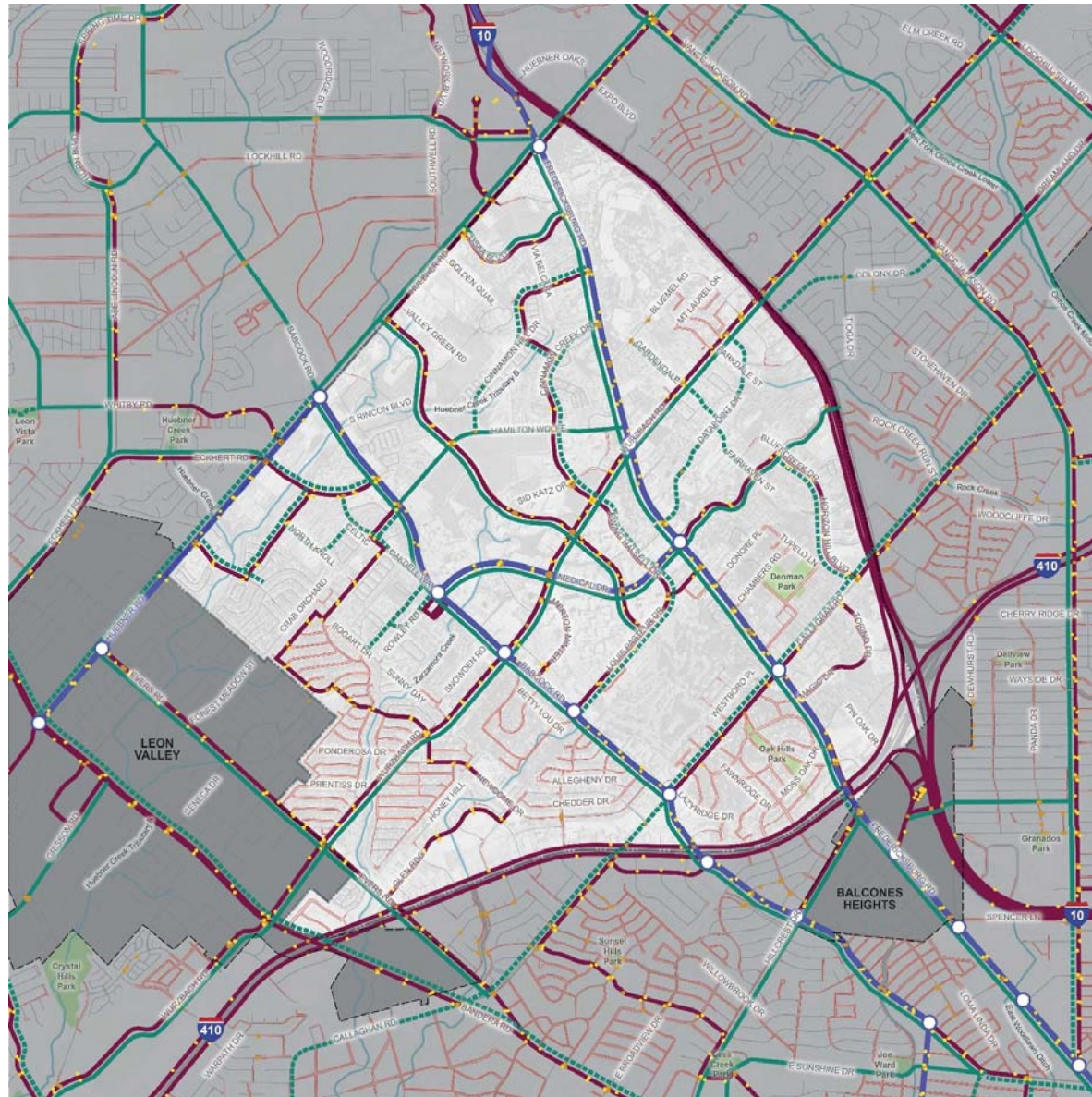
Existing Land Uses



Existing Land Uses

- Diverse mixture of uses and employment
- Large footprint institutions
- Large concentration of multifamily housing
- Large format, and strip retail
- Well established neighborhoods
- Some vacant and underutilized land for future growth

Transportation and Mobility

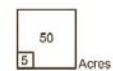


SA Medical Center Regional Center Area
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TRANSPORTATION AND MOBILITY

LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Road
- Rail Line
- Park or Open Space
- Stream
- VIA Bus Route
- VIA Bus Stop
- Proposed LRCTP Route
- Proposed LRCTP Stop
- Existing/Approved Bicycle Facility
- Proposed Bicycle Facility
- Non-existent Sidewalks
- Pedestrian Crossing



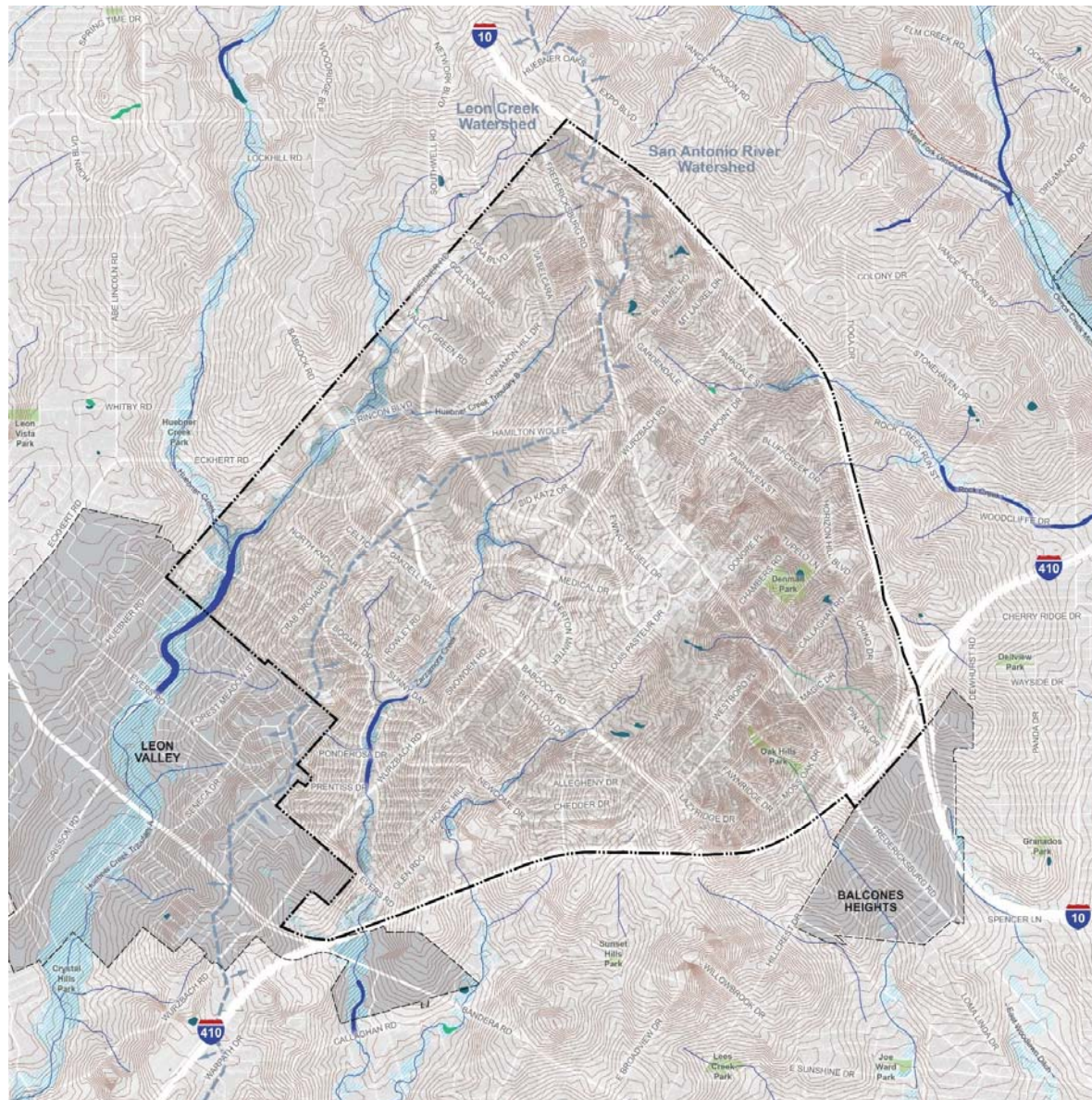
Existing Conditions



Existing Conditions: Mobility

- Auto-oriented
- Large arterial roadways
- Peak hour congestion
- Day long Internal congestion around hospitals
- Lacking bike and pedestrian connectivity, but is a focus of current efforts by Medical Foundation
- Existing transit service but not frequent or convenient

Natural Systems

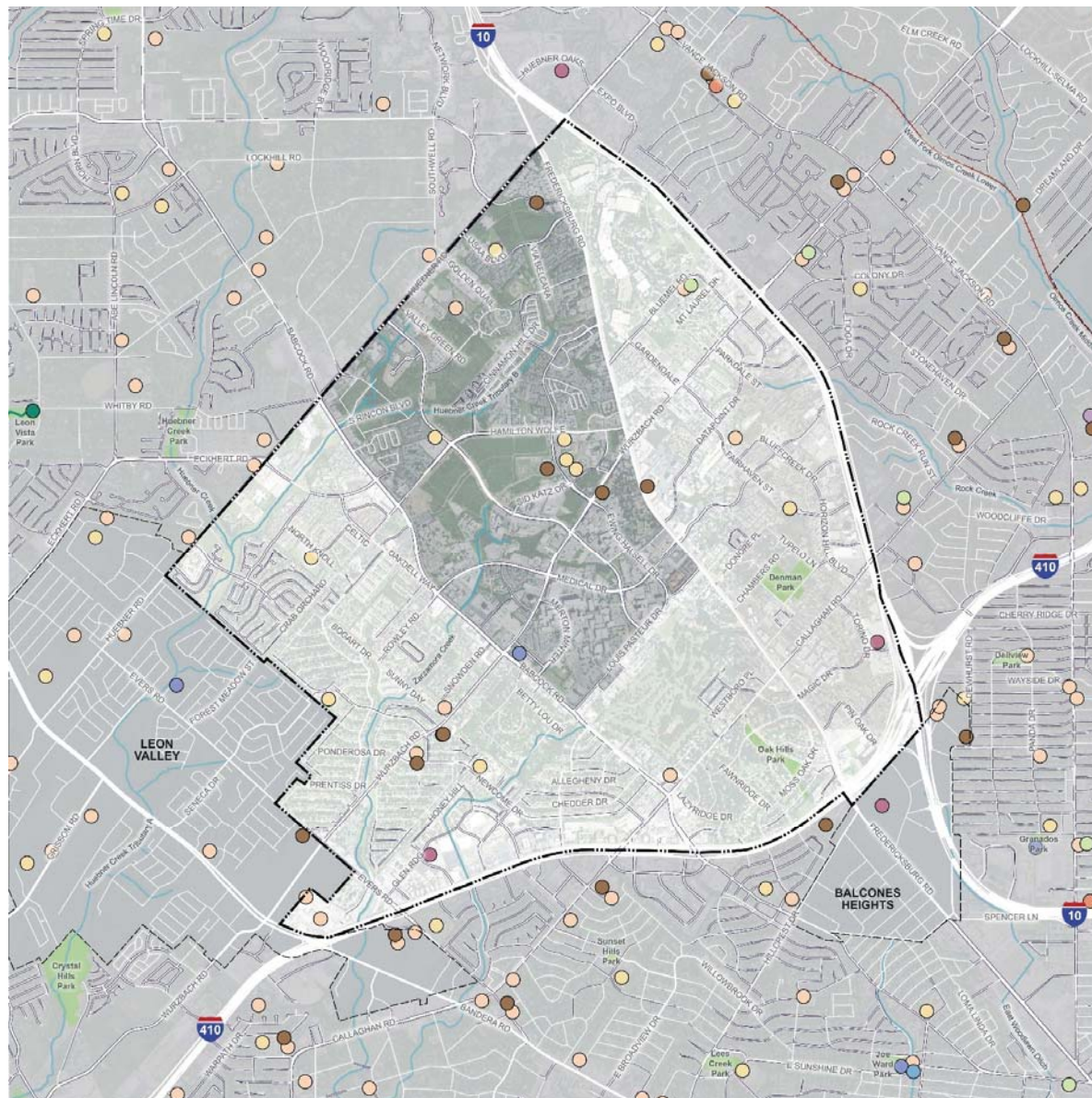


Medical Center Regional Center Area NATURAL SYSTEMS

- LEGEND
- Medical Center Regional Center Area Boundary
 - City Boundary
 - Road
 - Rail Line
 - Park or Open Space
 - Watershed Boundary
 - 5-foot Contour Lines
 - FEMA 100-year Floodplain
 - Riverline
 - Freshwater Wetland
 - Lake/Freshwater Pond



Amenities and Access



Medical Center
Regional Center Area

AMENITIES AND ACCESS

LEGEND

- Medical Center Regional Center Area Boundary
- City Boundary
- Road
- Rail Line
- Park or Open Space
- Stream
- Greenway
- Sidewalks
- Medical Center Boundary
- Public School
- Private School
- Place of Worship
- Library
- Community Center
- Recreation Center
- Community Garden
- Trailhead
- Movie Theater
- Stadium

50
5 Acres

0 0.25 0.5 1 Miles



Existing Conditions: Natural Systems/Amenities



Existing Conditions: Natural Systems/Amenities

- Lack of public green/open space
- Lack of public gathering spaces, both outside and inside
- Some existing trails and amenities which are highly used and valued
- Natural and man-made drainage ways but may not be adequately addressing storm water
- Opportunity to use drainage ways as an amenity or connecting element

Initial Interview Highlights

- The Medical Center Regional Plan area provides a job diversity and a large concentration of housing.
- Increased growth warrants parking solutions, more pedestrian mobility and connectivity, as well as increased traffic flow.
- Neighborhoods have experienced more dynamic and active residents.
- Preserving existing community amenities while providing opportunities for residents to live, work and play will be a key goal moving forward.



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discussion: challenges and opportunities

Discussion Questions

- What are the assets of the area we need to protect and leverage?
- What are the challenges in the area?
- What are the opportunities for change/improvements?



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next steps

Next Steps

- Where can we meet and what time of day?
- Next Meeting(s):
 - **Meeting #2:** Existing Conditions; Areas of Stability and Areas of Change; Preliminary Visioning
 - **Meeting #3:** Visioning and Goal Setting; Discussion of Plan Framework
- General Timeframe for remainder of meetings
- Questions?
 - Carlos Guerra, City of San Antonio
Carlos.Guerra2@sanantonio.gov, 210.207.5425



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