



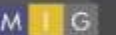
# Medical Center Planning Team

Meeting #2

Monday, August 21, 2017

San Antonio Medical Center Foundation

10:00AM – 12:00PM



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

# Midtown Project Team

- Carlos Guerra, Project Manager  
City of San Antonio
- Jay Renkens, Principal-in-Charge  
MIG, Inc.
- Matt Prosser, Co-Project Manager  
Economic & Planning Systems



# Meeting Objectives/Agenda

- Project update
  - Process update
  - Public engagement update
- Review existing conditions findings
- Discuss how this plan relates to the SA Tomorrow Comprehensive Plan
- Identify a vision and goals for the Medical Center

# Agenda Overview

- I. Welcome and introductions | 5 min
- II. Project Update | 20 min
- II. Medical Center: Initial Existing Conditions Findings | 25 min
- IV. Medical Center Plan Foundation | 15 min
- V. Vision and Goals Discussion | 40 min
- VI. Next Steps

# SA TOMORROW

Process Update

# SA TOMORROW Medical Center Sub-Area Planning

city of san antonio Regional Center Area

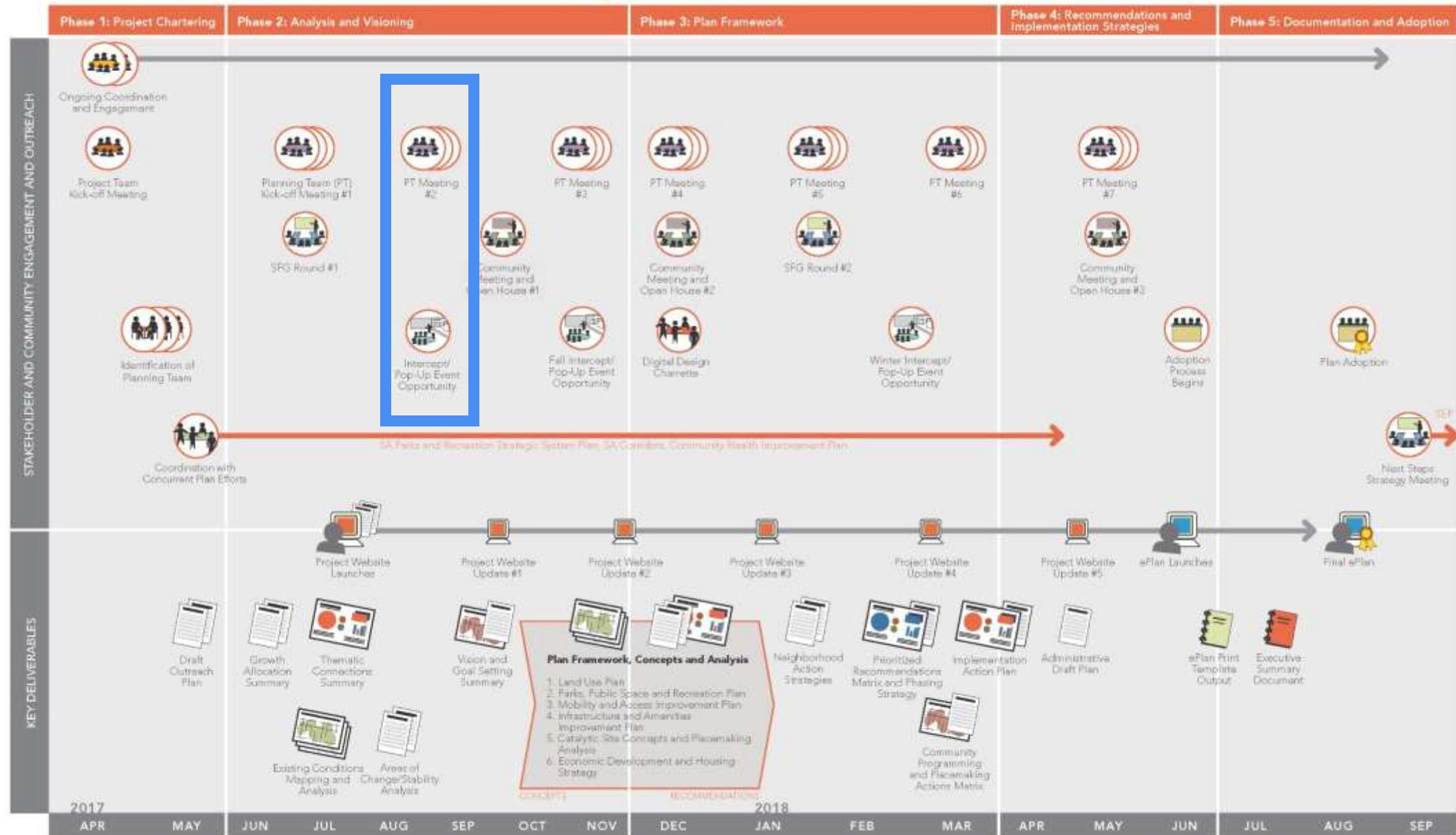


PROCESS SCHEDULE

06/28/2017

PT = Planning Team

SFG = Stakeholder Focus Groups



# Project Phases

2

## Analysis & Visioning

Existing conditions research; vision/goals framework; stakeholder input; Community Meeting #1

Summer through  
early Fall 2017

3

## Plan Framework

Opportunity areas; catalytic projects; develop Plan elements; stakeholder input; Community Meeting #2

Fall 2017 through  
Winter 2018

4

## Recommendations & Implementation

**Strategies** Action and phasing strategies; draft Plan elements; stakeholder input; Community Open House

Winter through Spring  
2018

5

## Documentation & Adoption

Public Hearings, adoption, final summary and ePlan

Spring through  
Summer 2018



# Overview of Planning Team Meetings

- **Meeting #1:** Kick-Off and Orientation; Outreach Plan; Identification of Issues and Challenges
- **Meeting #2:** Existing Conditions; Vision and Goals
- **Meeting #3:** Confirm Vision and Goals; Areas of Opportunity; 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



# Planning Team 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

# Outreach Suggestions *from PT Meeting #1*

## Additional Stakeholders

- Northside Chamber of Commerce
- Medical Center area non-medical businesses
- Pre-K 4 San Antonio
- Hotel/Lodging Industry
- Oak Hills NA
- Faith-based organizations
- Bob Ross Senior Center
- Visitors to medical center
- Apartment residents

## Outreach Strategies

- Social Media
- Provide informational one-pagers as leave behinds or use in mailers to HOA/apartment residents
- Attend area events
- Intercepts at busy restaurants/coffee shops
- Surveys

# Engagement Planned To-Date

- Focus groups/interviews
  - By topic or interest area
- Intercept events
  - “Intercept” people at popular locations or events
  - Need **you** to assist at events!
- Community meetings/ open houses



# Other Engagement Strategies

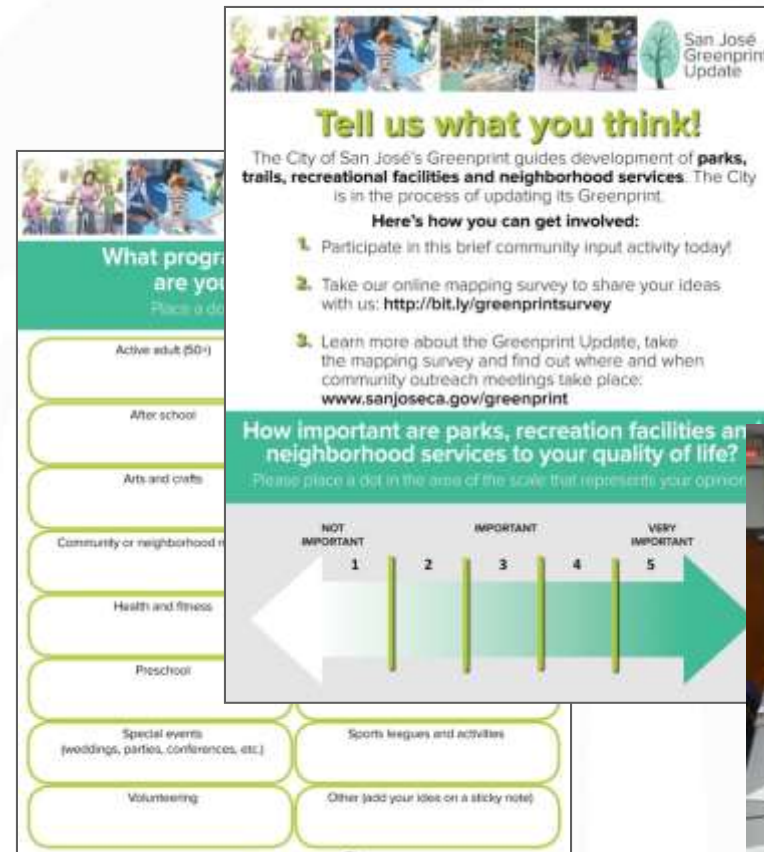
- Digital design charrette
  - Work sessions using 3D modeling to explore ideas
- Pop-up events
  - Experience potential improvements through temporary exhibits





# Social Media

- Vision audio/video recording
  - Record a your vision for the future of Medical Center
  - Share on project website
  - Share at upcoming community meeting
- Online survey
- Posts, tweets, media releases



San José Greenprint Update

**Tell us what you think!**

The City of San José's Greenprint guides development of **parks, trails, recreational facilities and neighborhood services**. The City is in the process of updating its Greenprint.

**Here's how you can get involved:**

1. Participate in this brief community input activity today!
2. Take our online mapping survey to share your ideas with us: <http://bit.ly/greenprintsurvey>
3. Learn more about the Greenprint Update, take the mapping survey and find out where and when community outreach meetings take place: [www.sanjoseca.gov/greenprint](http://www.sanjoseca.gov/greenprint)

**How important are parks, recreation facilities and neighborhood services to your quality of life?**

Please place a dot in the area of the scale that represents your opinion.

NOT IMPORTANT 1 2 3 4 5 VERY IMPORTANT

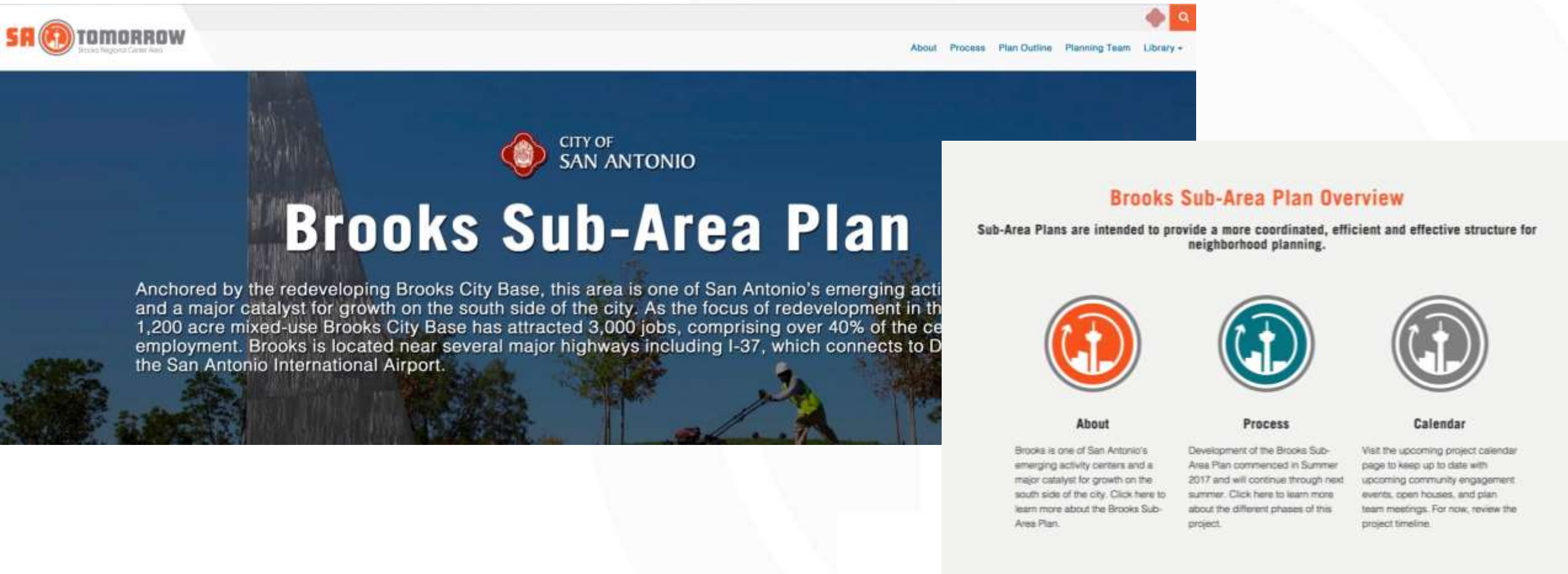
What programs are you interested in? Place a dot in the area of the scale that represents your opinion.

Active adult (50+)	
After school	
Arts and crafts	
Community or neighborhood recreation	
Health and fitness	
Preschool	
Special events (weddings, parties, conferences, etc.)	Sports leagues and activities
Volunteering	Other (add your idea on a sticky note)



# Social Media: Project Website

- Website for Medical Center launching soon!



**SA TOMORROW**  
Brooks Regional Career Road

About Process Plan Outline Planning Team Library


**CITY OF  
SAN ANTONIO**

## Brooks Sub-Area Plan

Anchored by the redeveloping Brooks City Base, this area is one of San Antonio's emerging activity centers and a major catalyst for growth on the south side of the city. As the focus of redevelopment in the 1,200 acre mixed-use Brooks City Base has attracted 3,000 jobs, comprising over 40% of the city's employment. Brooks is located near several major highways including I-37, which connects to DFW and the San Antonio International Airport.


### Brooks Sub-Area Plan Overview

Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning.




#### About

Brooks is one of San Antonio's emerging activity centers and a major catalyst for growth on the south side of the city. Click here to learn more about the Brooks Sub-Area Plan.



#### Process

Development of the Brooks Sub-Area Plan commenced in Summer 2017 and will continue through next summer. Click here to learn more about the different phases of this project.



#### Calendar

Visit the upcoming project calendar page to keep up to date with upcoming community engagement events, open houses, and plan team meetings. For now, review the project timeline.

# Coming up...

- Vision audio recordings  
On-going
- Community Meeting #1  
September 12<sup>th</sup>
- Other intercepts and focus groups  
TBA/on-going
- Next Planning Team Meeting  
Week of October 23rd





**SA**



**TOMORROW**

Midtown Today: Existing Conditions

# Existing Conditions

## Existing Conditions Analysis (“Atlas”)

- Demographics and Employment
- Land use
- Transportation and mobility
- Amenities and access
- Natural systems



## Plan Elements (“Framework”)

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

# Population and Housing

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

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

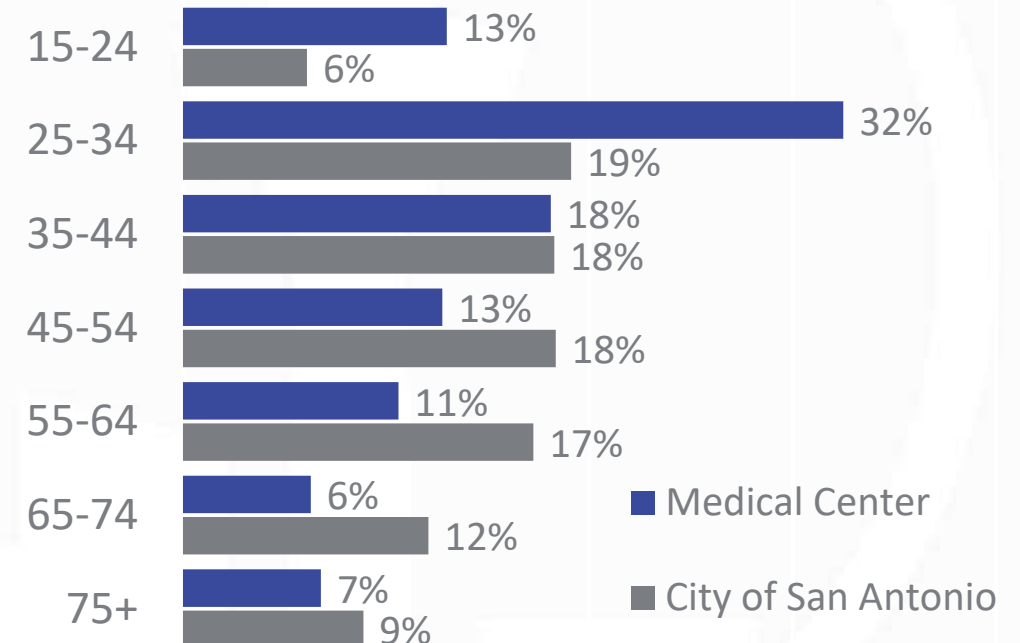
- The Medical Center area has a growing population and is attracting multifamily development (1,500 units since 2010)
- The area has a significantly higher concentration of younger residents
- The housing stock is predominately multifamily but with pockets of strong, single family neighborhoods
- The population of the area is more racial/ethnically diverse than the city as a whole



## Annual Household Growth | 2010-2016



## Age of Householder



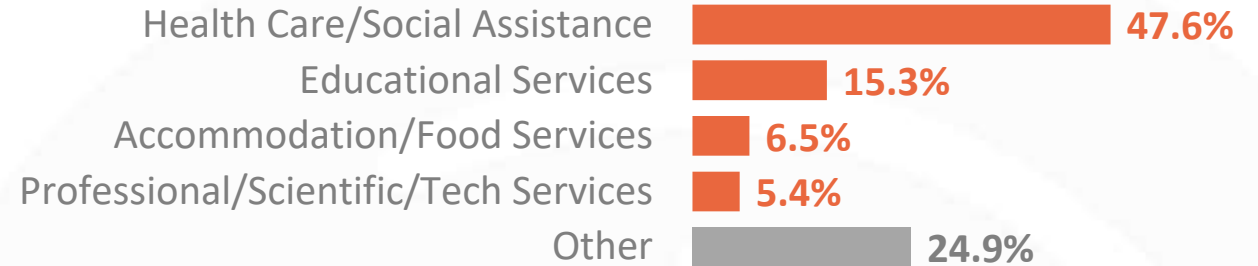
# Employment

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

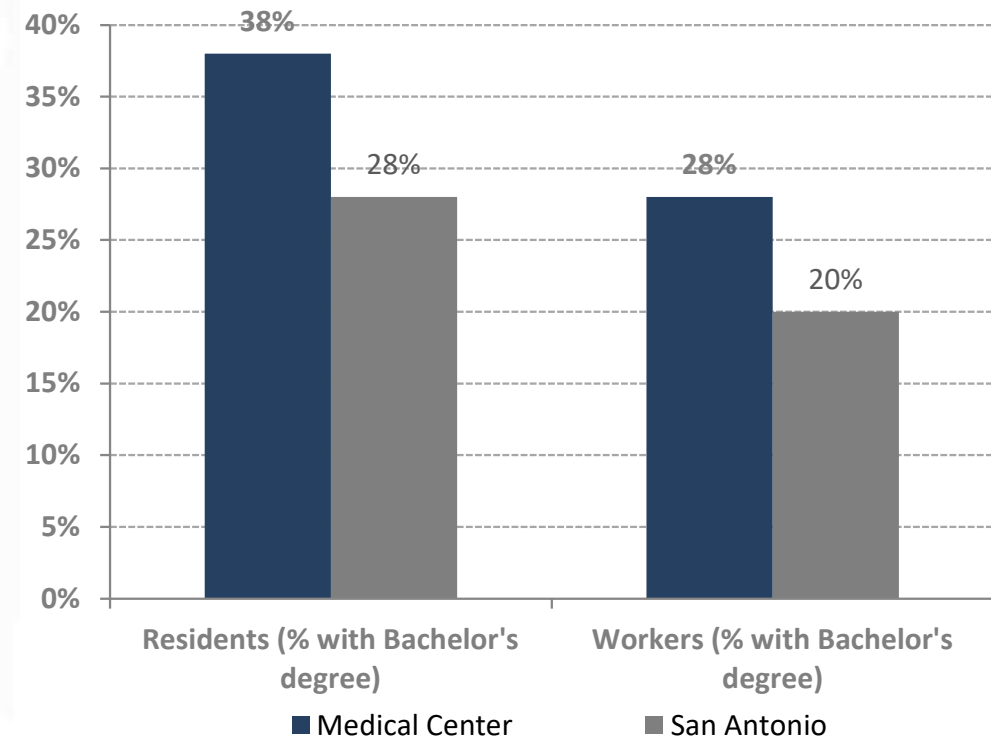
- Economic base is made up of health care and educational employers, USAA and supporting retail and food service jobs
- Healthcare jobs account for half of jobs in the center and account for half of hospitals city-wide
- The workers in the Medical Center are highly educated and earn higher than average wages



## Largest Employment Sectors Health Care, Education, Accommodation, and Prof. Services



## Education



# 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**

**1,504** units

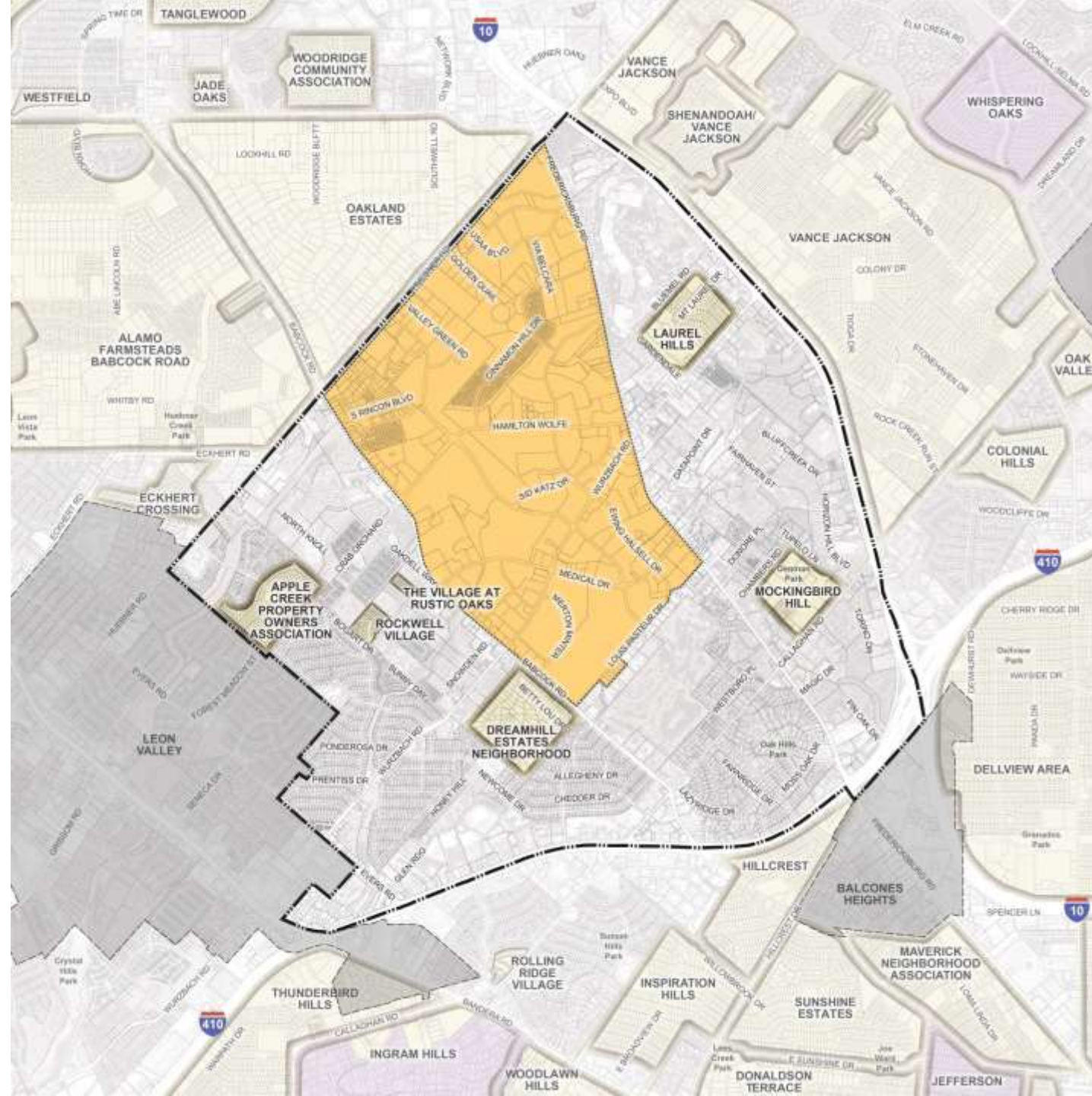


**New Commercial Sq. Ft. since 2010**

**290,000** square feet



# Medical Center Regional Center Area



## DISTRICTS

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





# Land Use in the Medical Center Area

## SINGLE FAMILY RESIDENCES

Houses and residential properties

## COMMERCIAL

Retail, office, restaurants and shopping areas

## INSTITUTIONAL

Schools, hospitals, public spaces

## INDUSTRIAL

Warehouses, assembly, manufacturing

## VACANT

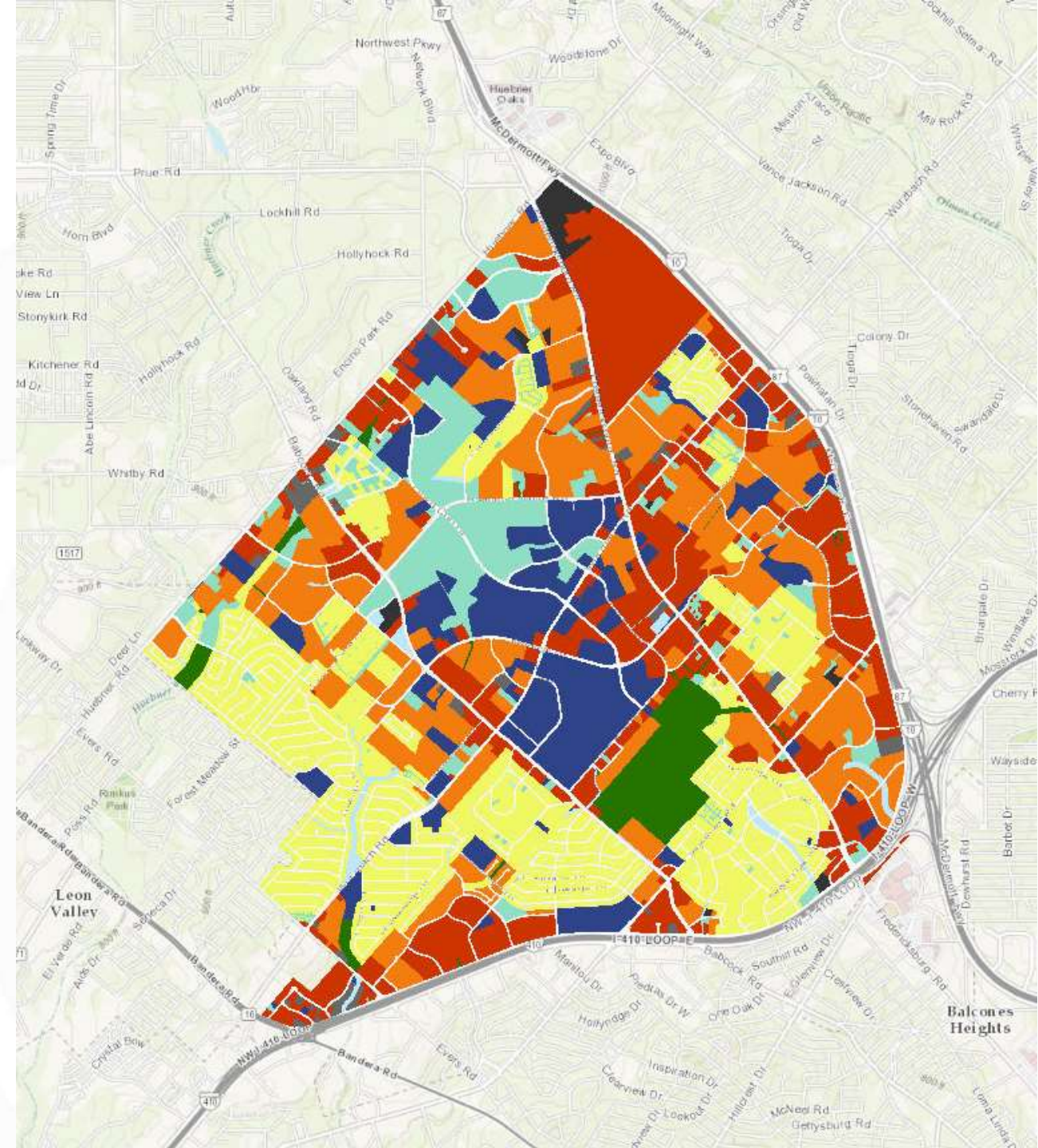
Includes buildable and unbuildable land

## MULTI-FAMILY

Apartments and condominiums

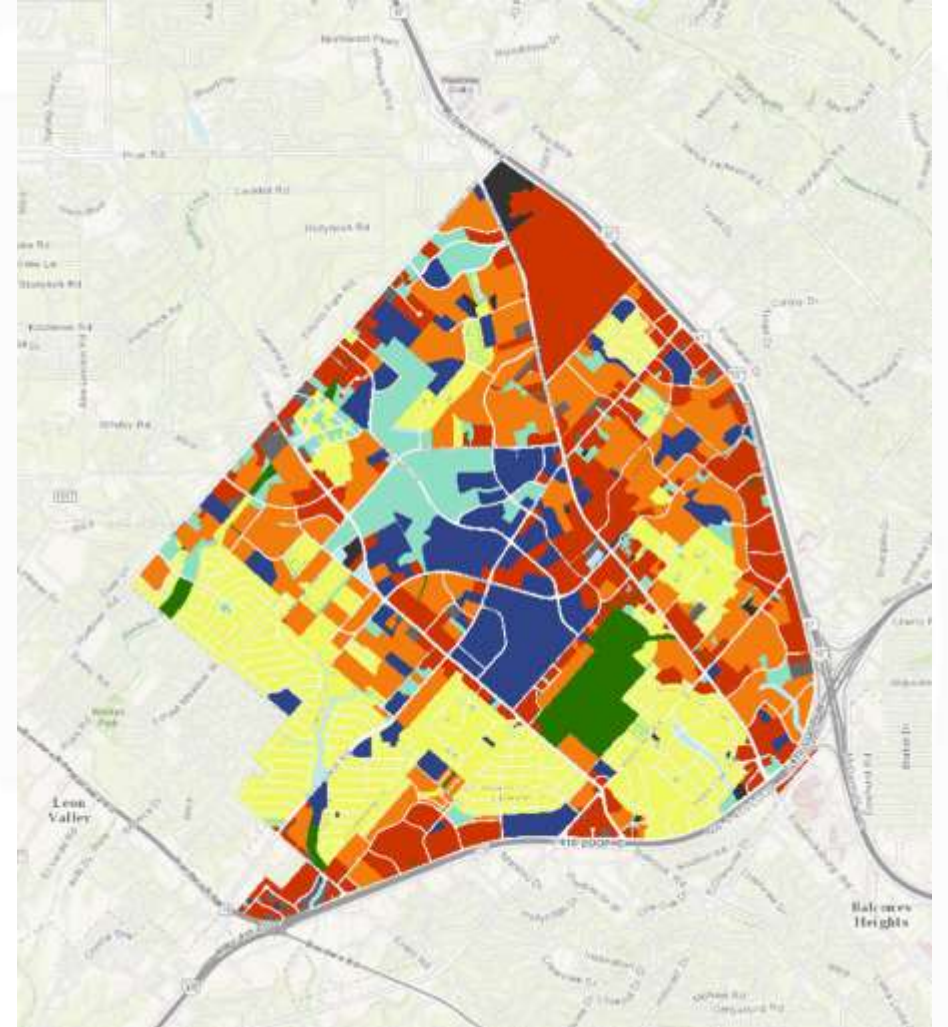
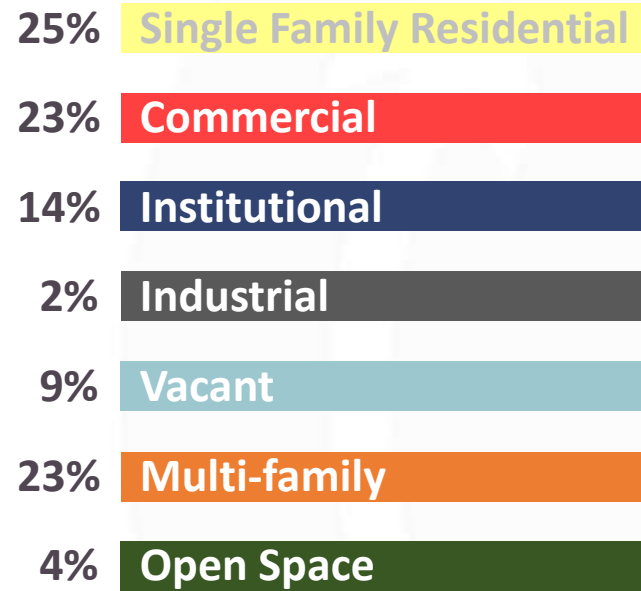
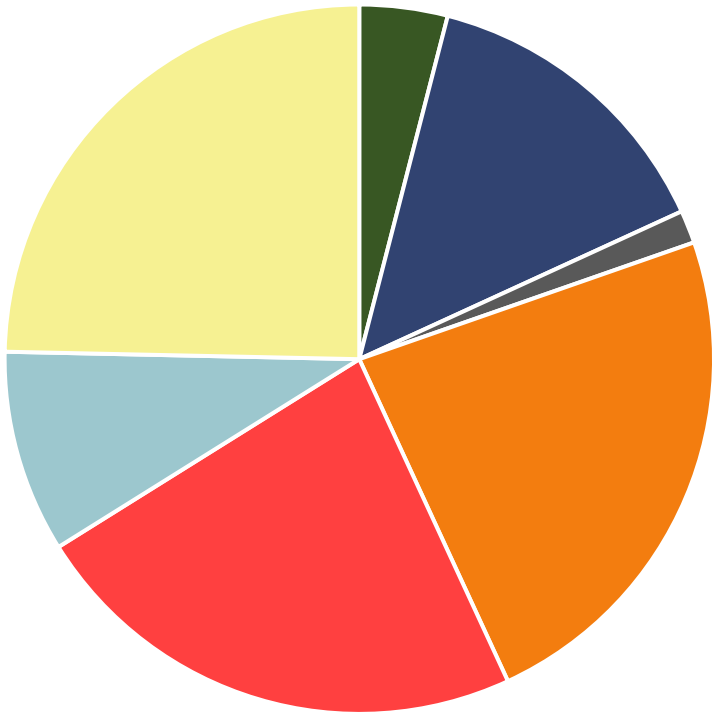
## OPEN SPACE (public and private)

Greenbelts, golf courses, natural areas





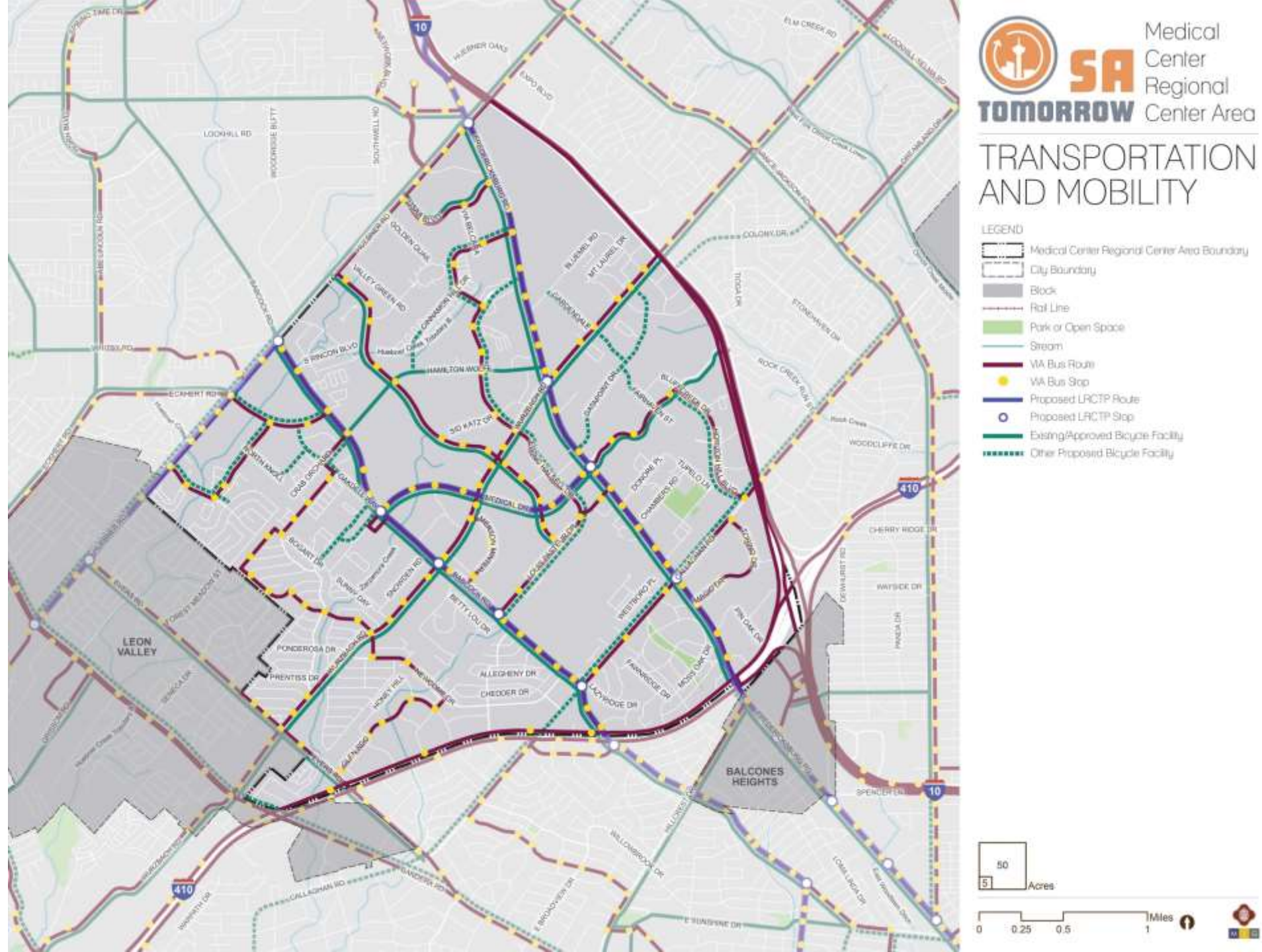
# Land Use Composition



# What we heard from you...

- Job Diversity, the Medical Center has a variety of jobs, not just in the healthcare industry, but office jobs, retail, and service industry.
- Convenient access to medical services. The area is in close proximity to emergency services, clinics, pharmacies, and doctor's offices.

# Transportation and Mobility



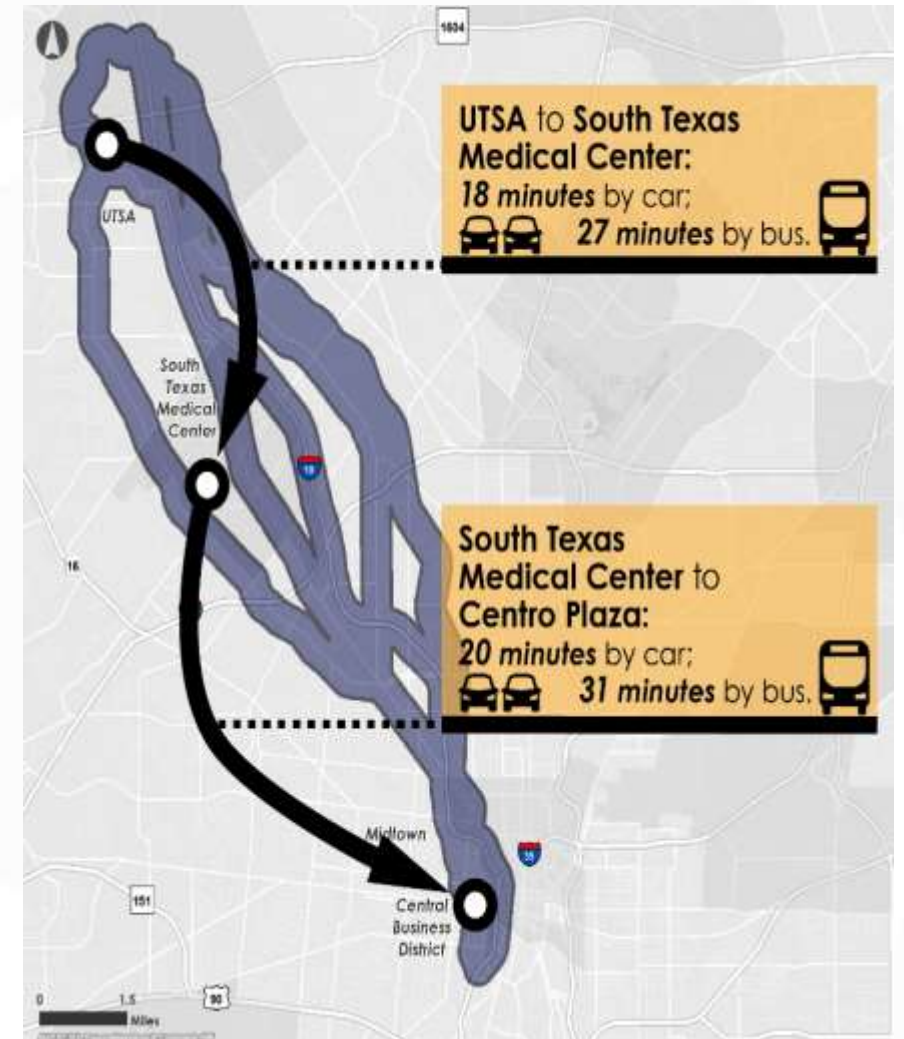
# Roadway Capacity

- Transportation system is designed to move cars
- Roadway Conditions analysis for most roadways in the study area show as nearing capacity (70%-100%) or 'over capacity' (needing more than 100% of current capacity)



# Public Transit

- Traveling by car is currently much faster and is more reliable than transit
- VIA Vision 2040 Long Range Plan
  - Outreach identified reliability and transit as key needs of the public
  - VIA is evaluating Rapid Transit options for corridors in the study area



# Walking and Biking

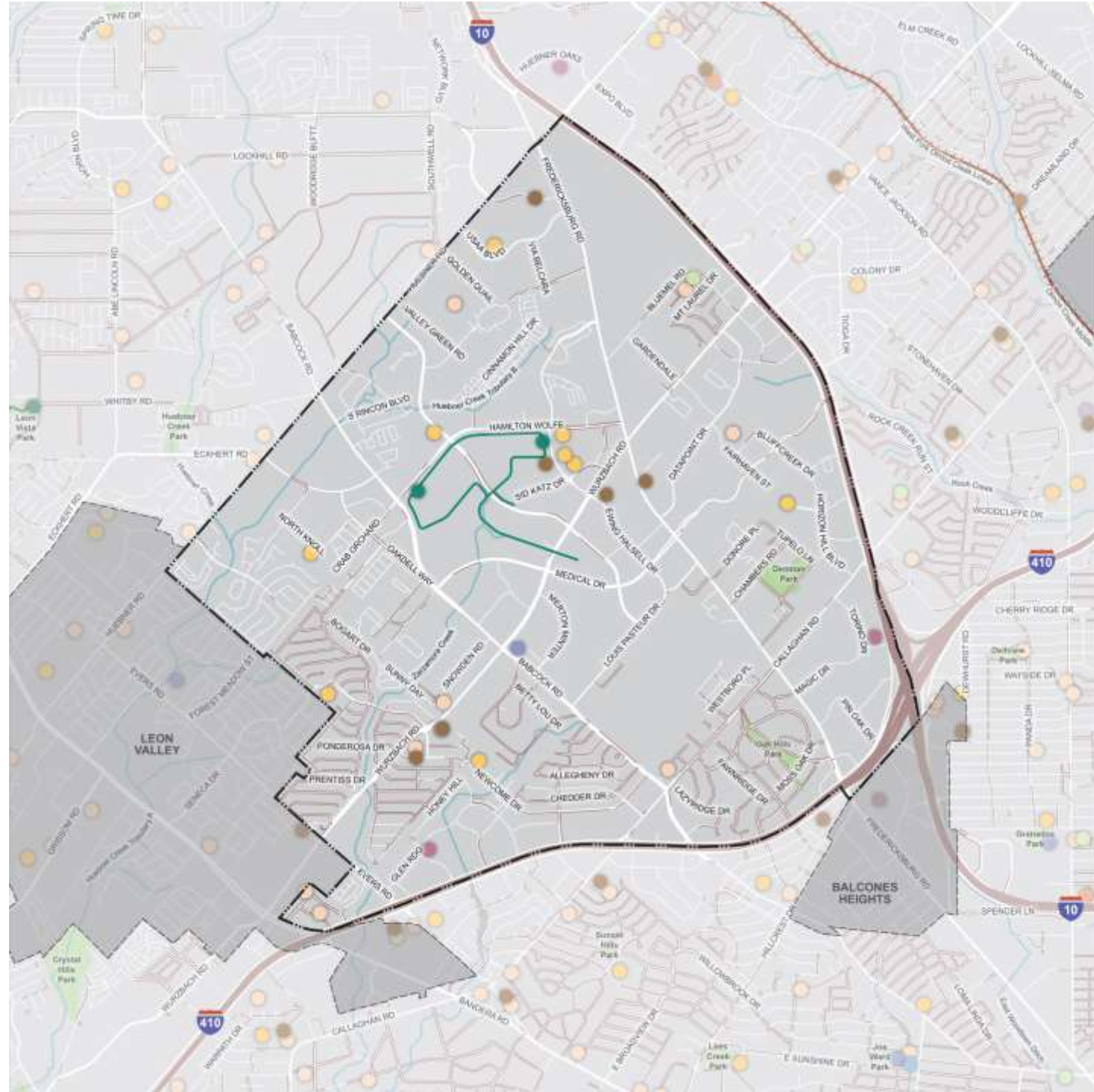
- Current land use/transportation environment not considered 'walkable'
- Roadway network is largely shaped by institutional land use patterns, causing for a dispersed, circuitous pattern for the road network, limiting accessibility and connectivity for transit, pedestrians and bicyclists.

# What we heard from you...

- Good location with convenient access to Interstate 10 and Loop 410.
- Convenient access to medical services.
- There are multiple transit options/routes serving area but are infrequent
- There are areas of the Medical Center where the sidewalks are narrow or incomplete, and do not provide a safe or convenient path for pedestrian travel. Larger arterial roadways are difficult to cross for pedestrians
- Large amount of traffic congestion, both entering/exiting the Medical Center area but also internal congestion.
- Safety is a common concern for residents and employees in the area. Safety concerns revolved around both safely moving around the area and also safety relating to the 24 hour service environment.
- Way-finding is good for cars but used to point drivers to facilities and not parking for the facility. This is improving. Way-finding lacking for other modes potentially.

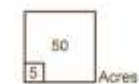


# Amenities and Access

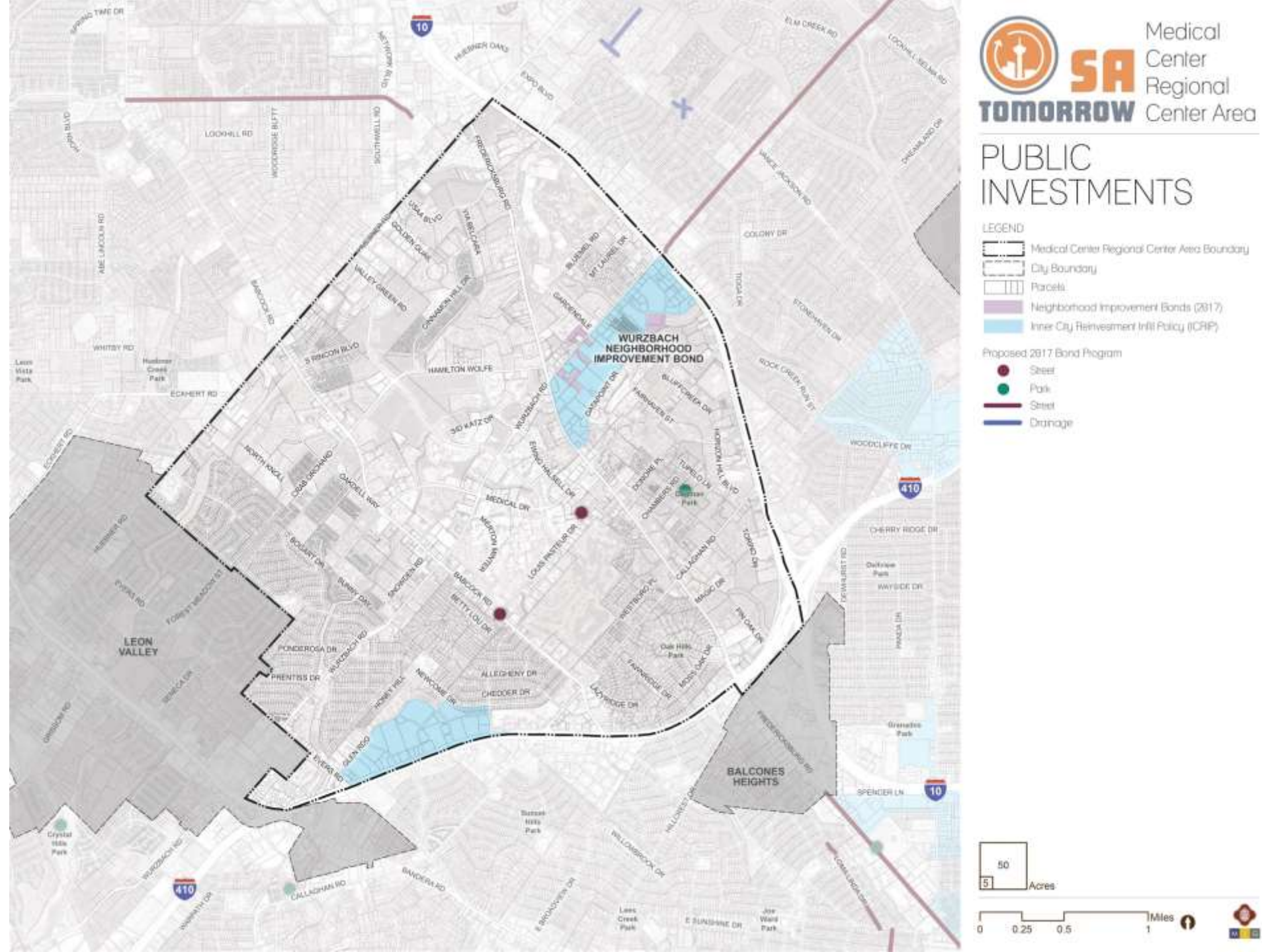


## AMENITIES AND ACCESS

- LEGEND**
- Medical Center Regional Center Area Boundary
  - City Boundary
  - Block
  - Park or Open Space
  - Stream
  - Greenway
  - Public School
  - Private School
  - Place of Worship
  - Library
  - Community Center
  - Recreation Center
  - Community Garden
  - Trailhead
  - Movie Theater
  - Stadium
- Physical Barriers**
- Major Road
  - Rail Line
  - Non-existent Sidewalks

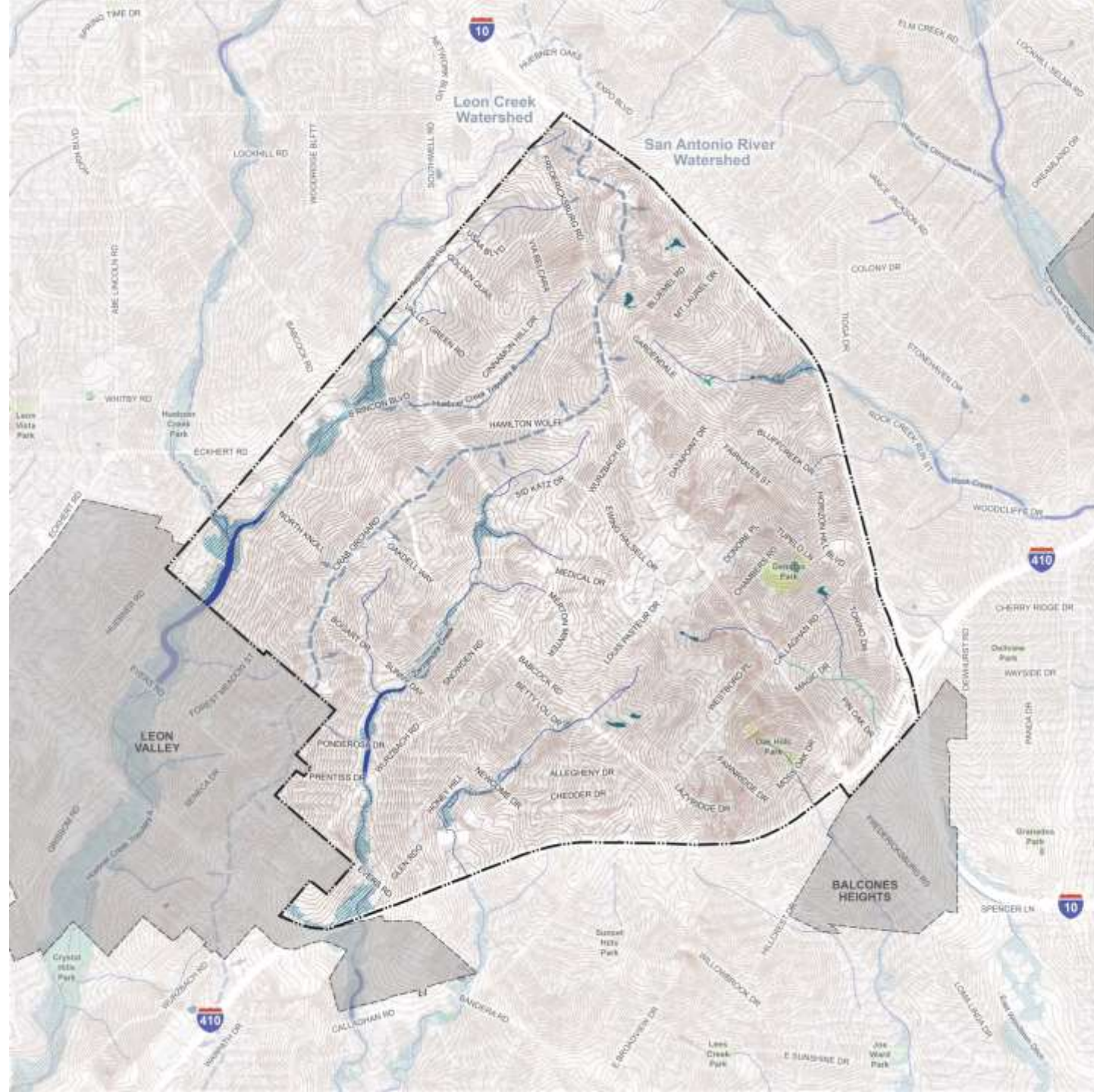


# Public Investments





# Natural Systems



## NATURAL SYSTEMS

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



# What we heard from you....

- Denman Estate Park is one of few parks or public open spaces in the area.
- The former Turtle Creek Golf Course is a potential green space that is used informally now.
- The San Antonio Medical Foundation Walking trail is heavily used, as it is the only walking trail within the Medical Center Area.
- The hospitals and some clinics are open 24 hours, employees, patients and their families are constantly in and out of the area. Adequate 24 hour services, lighting, safety and mobility should be considered as the area is used at all times of the day.

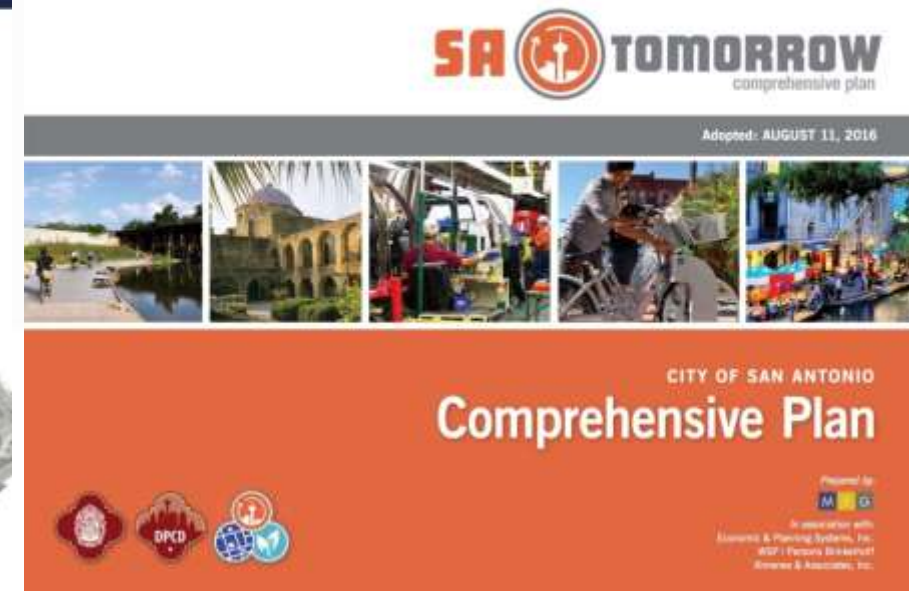
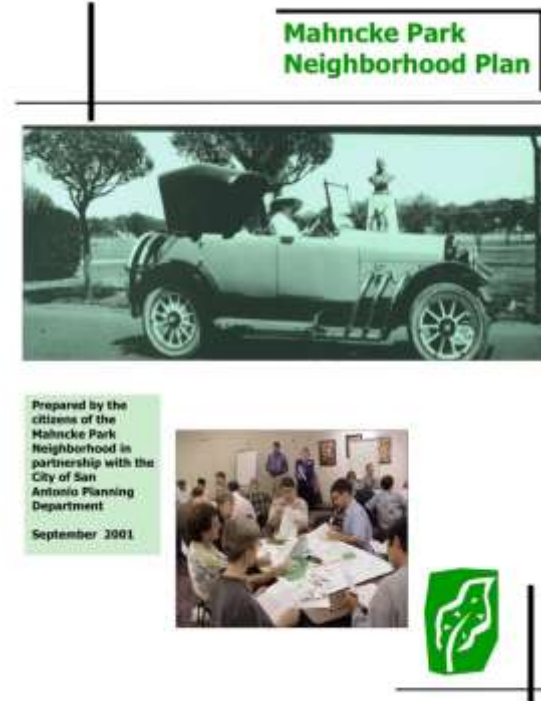


Medical Center Plan Foundation



# Continuing the Effort

- SA Tomorrow's Phase 1 of the Sub-Area Planning is the continuation of work to date.
  - Neighborhood Plans
  - SA 2020
  - Corridor Plans and Master Plans
  - 2017 Bonds
  - SA Tomorrow Comprehensive Plan



# Why Plan Now?



POPULATION



+ 1.1 million

1.7 million

2010

2.8 million

2040



Bexar County

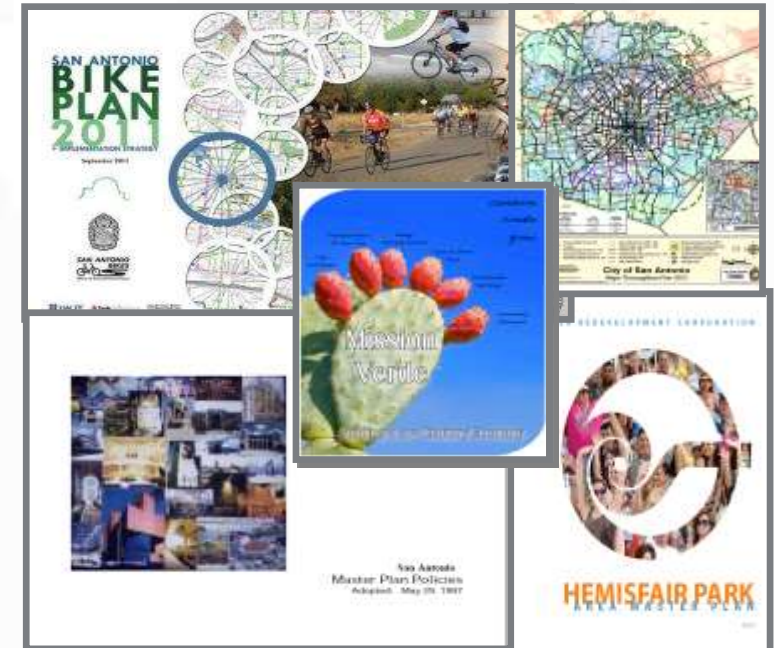
An additional 1.1 million people are forecasted to live in Bexar County between 2010 and 2040.

This means **½ million new housing units and ½ million new jobs.**



# What is a Comprehensive Plan?

- SA2020 vision
- Growth
- Urban Form
- Guides strategic decision making
- Guides investments and incentives
- Integrates plans across the city and county
- Vision – Data – Plan – Implement!



# Builds on SA2020 Vision

**Healthy Community**

**Safest Big City**

**Civically Engaged**

**Vibrant Downtown**



**Public Transportation**

**Creative Community**

**Quality Education**



## SA Tomorrow is the story of a great American city.

San Antonio is a **dynamic city with neighborhoods** that are complete with **unique places** that define their **character** and **celebrate our history**. Our corridors **unite our residents** and our businesses, using **cutting-edge multimodal options** that **connect our neighborhoods to vibrant regional destinations**. Our infrastructure supports a **healthy and safe** lifestyle while making **San Antonio an efficient, resilient city**. Our economy is the envy of the country, with a **thriving and ever expanding business sector**. San Antonio maintains an elite status in the country, **supporting the military missions** that keep our country safe while supporting the vast number of **military personnel** that call San Antonio **home**. We **nurture our future**, with a **thriving natural environment** as well as **quality education** and opportunities for all children...they will inherit  
**a truly great and sustainable city.**

San Antonio is a **diverse and thriving** community, with a local government that's **accountable, innovative and responsive**.

**This is the story of a great American city...SA Tomorrow.**



# SA Tomorrow Cross Cutting Themes



ECONOMIC VITALITY



AIR QUALITY



WATER RESOURCES



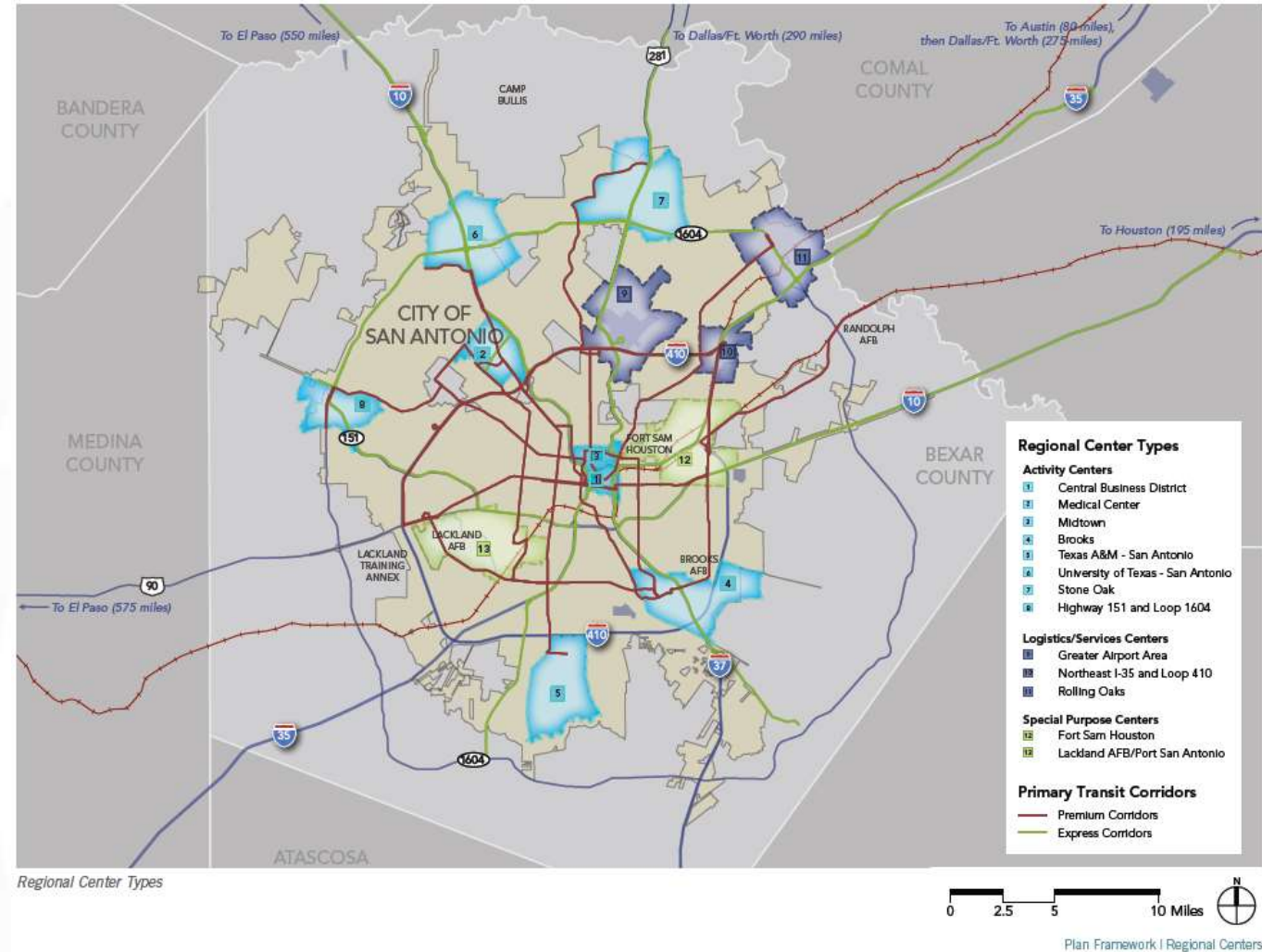
EQUITY



RESILIENCE

# Plan Framework

- **Building Blocks**
  - Neighborhoods
  - Corridors
  - Urban Centers
  - Regional Centers





# Regional Centers

- **Three types**
  - Activity Centers
  - Logistics Centers
  - Special Purpose Centers
- **Four tenants**
  - Focus Growth
  - Walkable
  - Connected by Transit
  - Live, Work, Play



# Plan Elements



Growth and City Form



Transportation and Connectivity



Housing



Jobs and Economic Competitiveness



Community Health and Wellness



Public Facilities and Community Safety



Natural Resources and  
Environmental Sustainability



Historic Preservation and  
Cultural Heritage



Military

- 12 Elements
- Identified Key Issues
- Goals
- Policy Theme Areas

# Comprehensive Planning Program

Level	Plan Type	Example Plans <sup>1</sup>
0	Comprehensive	SA Tomorrow Comprehensive Plan
1	Regional	AAMPO Metropolitan Transportation Plan, Annexation Strategy, Military Joint Land Use Plans, Perimeter Plans, VIA Vision 2040
2	Citywide Functional	Multimodal Transportation Plan, Major Thoroughfare Plan, Sustainability Plan, Forefront SA
3	Sub-Area	Regional Center Plans, Corridor Plans, Community Plans
4	Specific	Airport Plans, Station Area Plans, Area Strategic Plans, Redevelopment/Reinvestment Plans, Specific Project Plans

<sup>1</sup> For Levels 1, 2 and 4 this is not an exhaustive list of covered plans just a set of examples. For Level 3, the examples include a complete list of representative plan types.



# Place Types

- Multimodal and Mixed-Use Place Types
- Trails, Parks, and Open Space Place Types
- Adaptive Re-Use Place Types

NEIGHBORHOOD MAIN STREET



GREEN NEIGHBORHOOD



OFFICE PARK INFILL









































**SA**



**TOMORROW**

Discussion



# Discussion

## **Vision Exercise:**

- What should the Medical Center look like 20 years from now?
- Write your vision down in two to three sentences
- Pass vision statements around and underline/circle key words/phrases

# Discussion

## Goals Discussion:

- What are the major themes/opportunities/issues that plan should focus on or address?
- What do we want to achieve over the next 5, 10, 20 years?

**SA**



**TOMORROW**

Next Steps

# Next Steps

- Next Meeting(s):
  - **Community Meeting #1:** September 12<sup>th</sup>
  - **Meeting #3:** Areas of Opportunity; Discussion of Plan Framework
  - **Meeting #4:** Draft Plan Elements; Focus Areas and Catalytic Projects
- Questions?
  - Carlos Guerra, City of San Antonio  
[Carlos.Guerra2@sanantonio.gov](mailto:Carlos.Guerra2@sanantonio.gov), 210.207.5425