



# Medical Center Area Planning Team

## Meeting #4

Wednesday, December 6, 2017

San Antonio Medical Foundation Office  
8431 Fredericksburg Rd, Ste 548  
10 AM- 12PM



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

# Medical Center 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

- Confirm Refined Vision and Goals
- Review and Discuss Draft Plan Framework
  - Focus Areas
  - Key Corridors
  - Key Transition Areas
  - Mobility Framework
  - Parks, Trails, Public Spaces, and Gateways
  - Potential Catalytic Projects



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**TOMORROW**

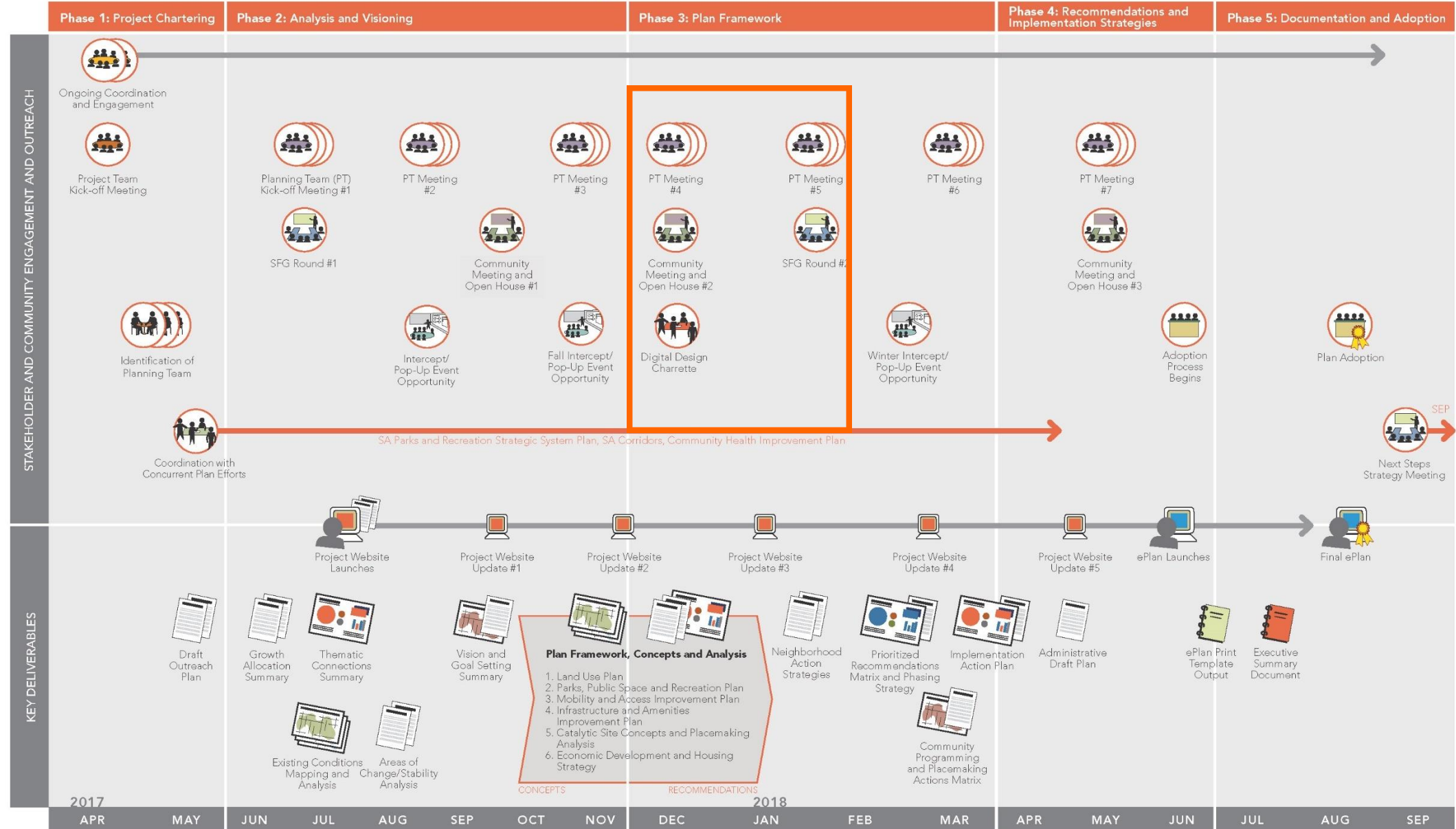
Project Process and Schedule

**SA TOMORROW** **Medical Center** Regional Center Area  
city of san antonio **Sub-Area Planning**



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



# Medical Center Area Website Update



[Home](#) [About](#) [Process](#) [Get Involved!](#) [Plan Outline](#) [Planning Team](#)



CITY OF  
SAN ANTONIO

## SA Tomorrow Medical Center Area Regional Center

### Medical Center Area Regional Center Plan Overview

The Medical Center Area Regional Center Plan is a long-term plan for the future. Thanks for taking the time to read about how we will make the plan and how you can be involved!



#### About

Where downtown and historic neighborhoods meet the headwaters of the San Antonio River and San Pedro Springs Creek, with premiere museums, parks, and colleges, Medical Center Area is where diverse San Antonians live, work, and play. Click here to learn more about the Medical Center Area Regional Center Plan.



#### Process

Development of the Medical Center Area Regional Center Plan commenced in summer 2017 and will continue through next summer. Click here to learn more about the different phases of the project.



#### Get Involved!

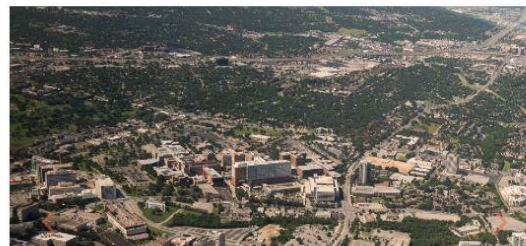
Sign up for our email list, learn about our upcoming community meetings and activities, review our project schedule, and leave your comments and ideas.

### A History of the Medical Center Area

The Medical Center Area is a modern place with a rich history.

The Medical Center Area was originally largely dairy farmland until the evolution of the US highway system gave rise to the dominance of the automobile and suburban lifestyle. Subsequently, the area began to develop with large-lot single-family subdivisions which sparsely populated the area's landscape in the 1950s.

After World War II, San Antonio was the largest city in the United States without a medical school. By this time, land owners, the University of Texas,





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Vision and Goals



# Feedback from Plan Team Meeting #3

- Team members generally agreed with the vision and goals statements.
- The draft vision should include: innovation, medical care and emphasis on a healthy, accessible community.
- Becoming a World Leader in medical research and care should be emphasized in the DRAFT Vision and Goals.
- The draft goals were redundant but still had opportunity to be modified and re-categorized
- Opportunity areas were identified and include: publicly owned, vacant and underutilized parcels.
- Drainage ways and creeks on the Northern boundary of the plan area were also identified as opportunity areas to encourage trail oriented development.
- The remaining vacant areas are scattered and limited in size but have potential to be developed as catalyst projects.
- Focus Areas include: the San Antonio Medical Foundation Properties, the creeks and drainage ways, the focal center of the plan area, the mixed use development on Fredericksburg and Wurzbach, and the former Turtle Creek Event Center.
- Priority streetscape improvements should also be considered along major roads in the area.

# Vision for the Medical Center Area

*The Medical Center Area Regional Center strives to be a world leading medical care, research and education district setting an 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 a 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.*

# 1. Strengthen Mobility

*Develop a network that provides multiple mobility options for pedestrians, cyclists, and public transit riders that provides stellar connectivity to other major employment hubs as well as to the rest of the city.*

*Encourage innovative traffic congestion solutions and parking management strategies.*

*Increase pedestrian safety through street design.*





## 2. Parks and Open Spaces

*Capitalize on natural assets and underutilized areas to provide centralized public open and green spaces that promote healthy living and community wellness that are inviting to area residents, works and visitors.*

*Facilitate the addition of parks, open spaces and public plazas that are accessible for patients, visitors, and community members.*





### 3. Support a healthy environment

*Promote urban design standards that create healthy and sustainable environments.*

*Encourage vibrant, accessible, mixed use activity nodes that serve the needs of the surrounding neighborhoods and for area workers and visitors.*



<https://sciencewriters2016.org/sites/default/files/Clarity%20Picture.jpg>



# 4. Innovation

*Foster an innovative economic environment that leverages the world class medical service care providers, education, and research to generate business creation and attract patients, workers, students, and investment from throughout the world.*



[https://sciencewriters2016.org/sites/default/files/UHS%20pic\\_0.jpg](https://sciencewriters2016.org/sites/default/files/UHS%20pic_0.jpg)



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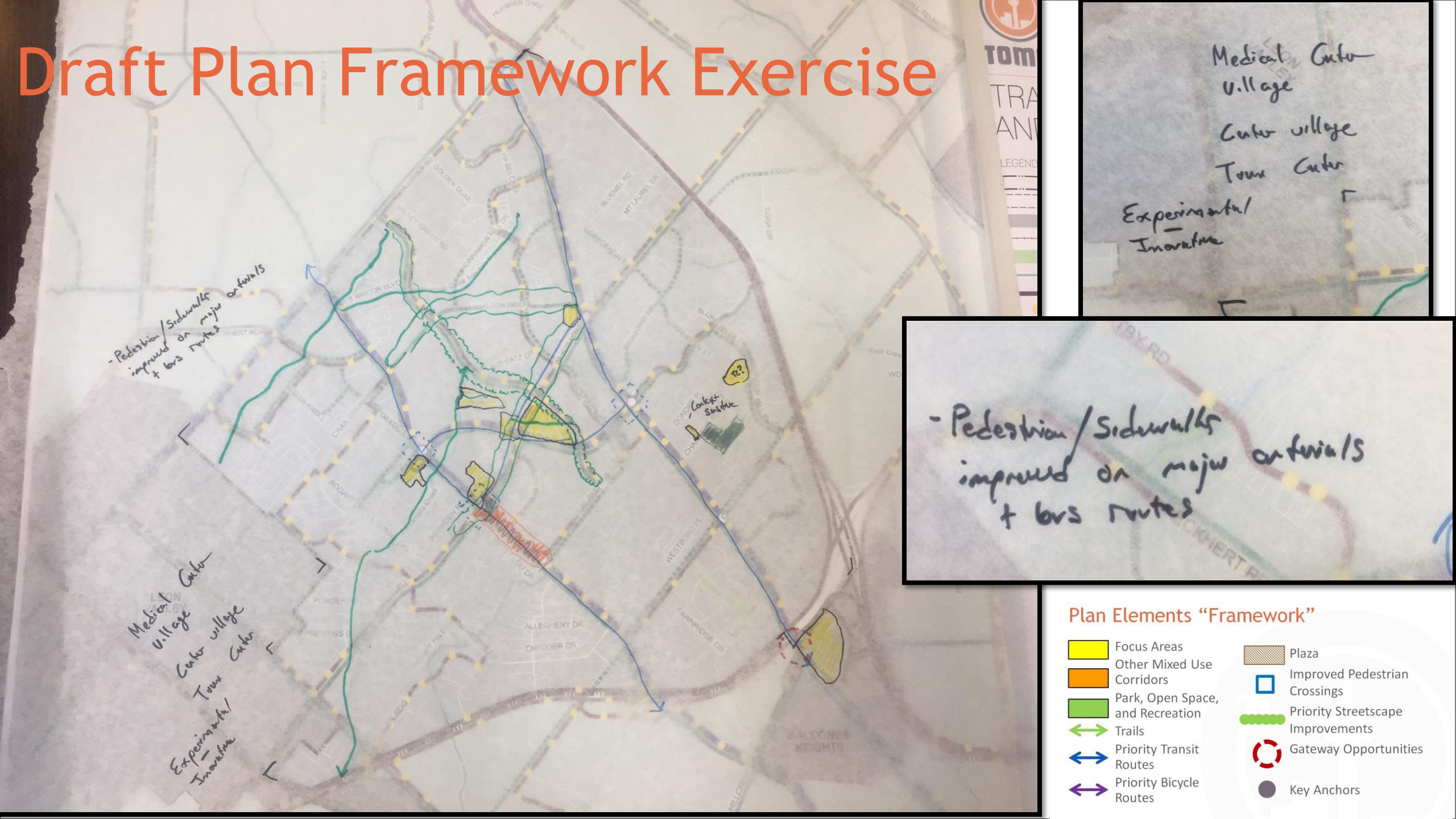
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Plan Framework

# Draft Plan Framework Exercise
















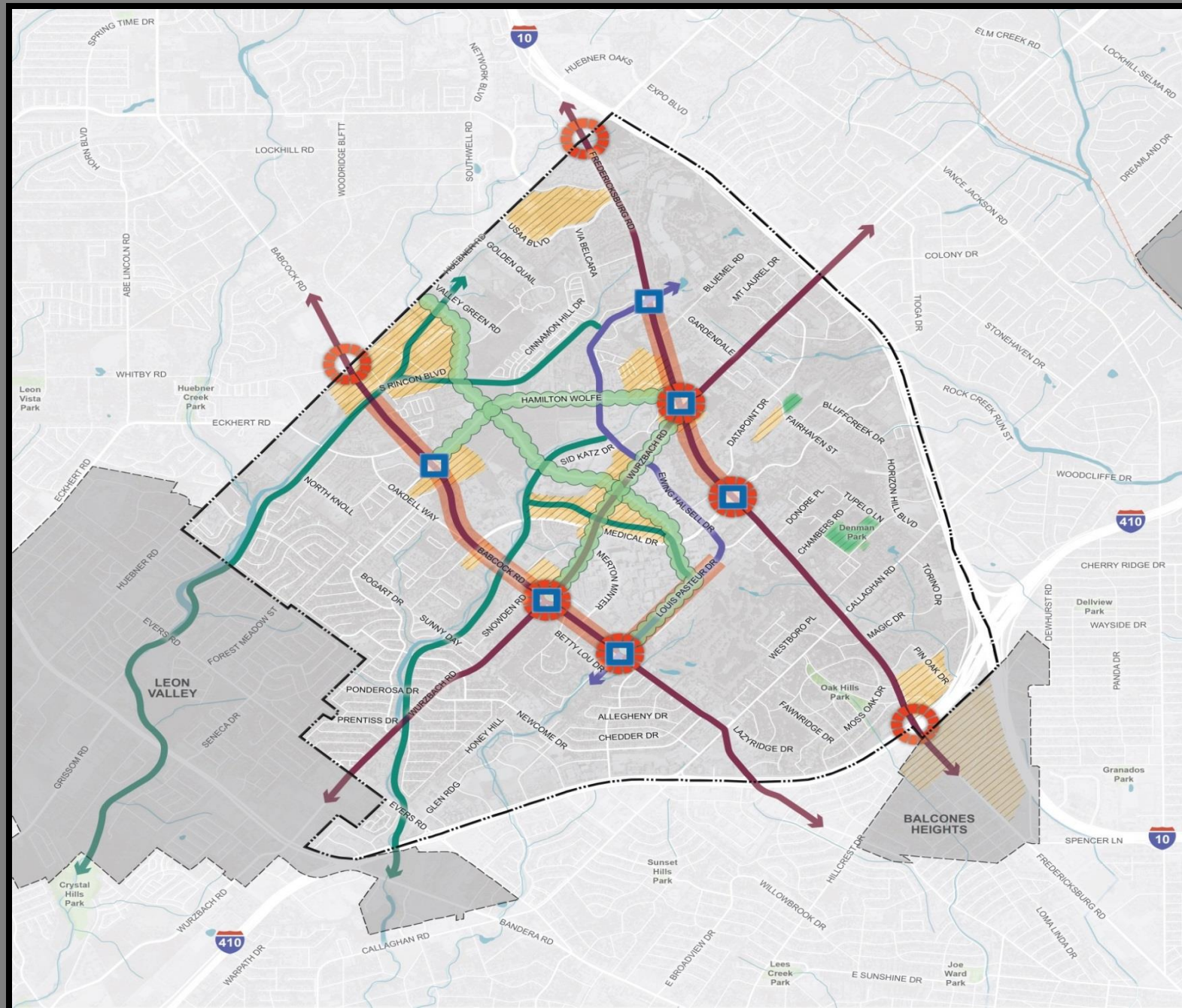
# Draft Plan Framework Exercise



## Plan Elements “Framework”

- |  |   |
|--|---|
|  Focus Areas                       |  Plaza                             |
|  Other Mixed Use Corridors        |  Improved Pedestrian Crossings     |
|  Park, Open Space, and Recreation |  Priority Streetscape Improvements |
|  Trails                           |  Gateway Opportunities             |
|  Priority Transit Routes          |  Key Anchors                       |
|  Priority Bicycle Routes          |   |





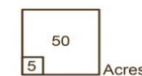
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Medical  
Center  
Regional  
Center Area

## 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
- Other Mixed-Use Corridor
- Priority Pedestrian Improvement
- Improved Intersection
- Gateway Opportunity



0 0.25 0.5 1 Miles





# SA TOMORROW

Small Group Discussions:  
Focus Areas, Key Corridors, Transition  
Areas, Parks/Trails/Public Spaces,  
Catalytic Projects

# Plan Framework Concepts Discussion

- Focus Areas and Corridors
  - Purpose
  - Future Character
  - Range of Building Heights
- Catalytic Projects
- Transition Areas

Identified these at the last meeting

We will discuss these today

The discussion will inform draft future land use maps and text, and concepts for catalytic projects.



# Catalytic Projects

- What are Catalytic Projects?

These projects can be:

- Public or Privately Owned
  - Parcels, Corridors, Parks, etc.
  - Used to stimulate change or growth in an area
- Can you think of any potential influential projects?

# New Mapping Layers and Discussion Topics

Flip Chart

Purpose, Character, and Building Height in Focus Areas and Mixed Use Corridors.



Transition Areas



Catalytic Projects



Parks and Open Space

We will work across the map, basically one Focus Area and Mixed Use Corridor at time.



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Next Steps

# Coming Up...

- Next Planning Team Meeting #5
- Next Community Meeting #2