

# **MIDTOWN** Brackenridge SAN ANTONIO, TEXAS

**PLANNING TEAM AND ADVISORY COMMITTEE MEETING  
DECEMBER 20, 2010  
6:00 P.M.  
FIRST TEE  
AGENDA**

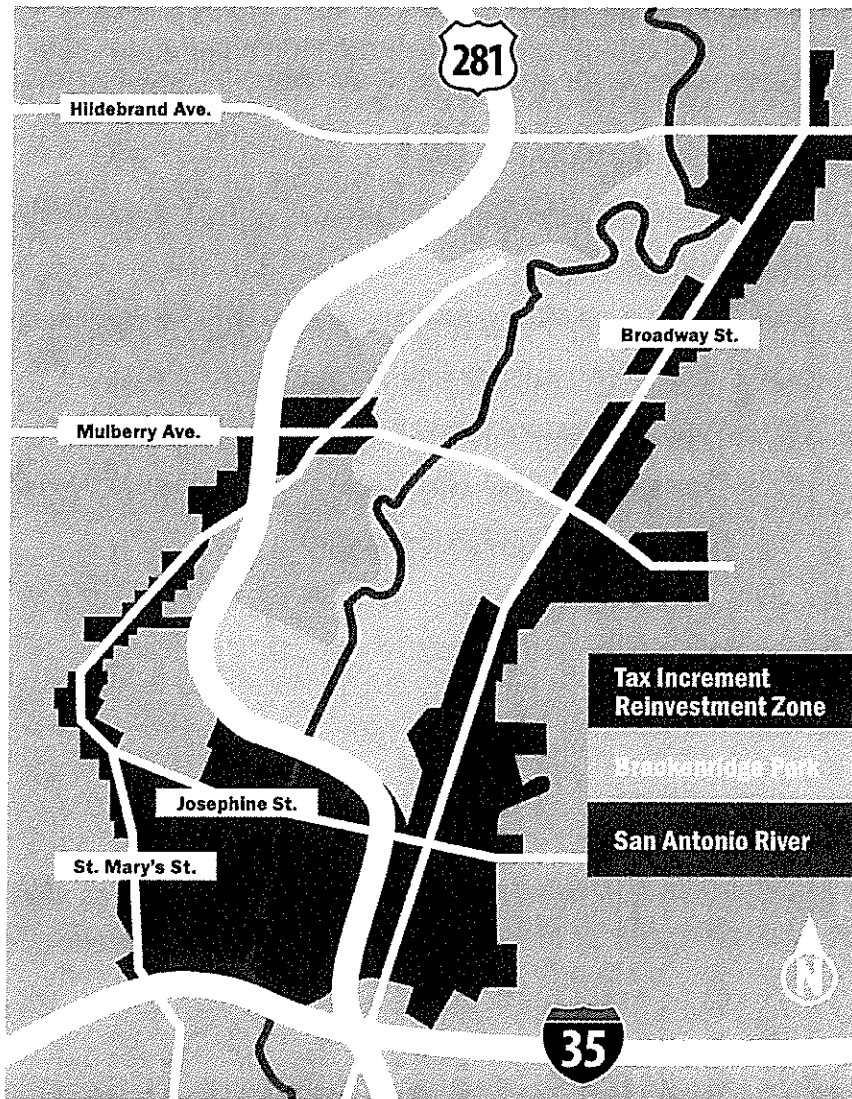
- 1. Update on Master Plan Process**
  - a. Master Plan Outline**
  - b. Presentation on Refinements to Urban Design and Public Improvements for Broadway, N. St. Mary's, and Josephine Streets**
- 2. Next Steps and Future Meeting Dates**
  - a. Public Workshop #2 Summary Report and Workshop Outputs Posted to Website this Week.**
  - b. Public Meeting To Present Plan – TENTATIVE February 7, 2011  
6:30 p.m. at Witte (please look for e-mail to confirm)**
  - c. Next Planning Team/Advisory Committee Meetings**
    - i. January 24, 2011 (draft sent week of January 17, 2011)**
    - ii. February 15, 2011 (as needed)**
- 3. Other**
- 4. Adjourn**

**For more information, visit the website at [midtownbrackenridge.org](http://midtownbrackenridge.org) or contact Ximenes & Associates, Inc. at 210/354-2925, or by email at [sjimenez@swbell.net](mailto:sjimenez@swbell.net).**

**VISION STATEMENT DEVELOPED BY THE MIDTOWN TIRZ BOARD  
FOR MIDTOWN BRACKENRIDGE**

A master plan should guide the attainment of a shared vision for MidTown Brackenridge to create a:

- Mixed use, mixed income neighborhood of urban character, scale and density
- Walk-able, bike-able and transit-oriented community
- Lively district of economic, cultural, educational, residential and entertainment activity
- Mix of new construction, rehabilitation and adaptive reuse that exemplifies quality architecture and sustainable and green building practices
- Model for low impact district that protects the watershed and celebrates green spaces.



## **Master Plan Outline**

### **Executive Summary**

- A. MidTown Brackenridge is Living Room of San Antonio (Vision)
- B. Value Creation (Big Ideas)
- C. The Master Plan - Description of how the plan pulls together the Big and Small ideas
- D. The Business Plan – Maximize the use of the Increment.
- E. The Governance Structure - Is indispensable (doing business right) to advancing the Business Plan
- F. Implementation and Recommendation - Strategy and Steps

### **Chapter 1 – The Vision for Midtown/Brackenridge**

- A. Vision Statement – “Once was great, can be great again”, “Series of distinct walkable, transit-oriented, mixed-income, mixed-use neighborhoods”
- B. Critical and Catalytic projects (map delineating the linkage between key catalytic projects, street redesign, and key opportunities)
- C. Big Ideas
- D. Incremental Change – It doesn’t happen overnight

### **Chapter 2 – Physical Master Plan**

- A. The River, Major Corridors (Broadway, St. Mary's, Josephine) and adjoining neighborhoods (includes cross sections, development concepts for the high impact areas and transitions to existing neighborhoods)
- B. Vision for Broadway, N. St. Mary's and Josephine Sts.
- C. Distinct Neighborhoods (development character in these different areas: Character Zones - scale, height and intensity, general mix of uses, parking strategy, frontages, urban design character, relationship to street cross sections, etc.):
  - i. Lower Broadway
  - ii. Mid-Broadway
  - iii. Upper Broadway
  - iv. Josephine and the River
  - v. N. St. Mary's.
- D. Ideas for Sustainable/Low Impact Development

### **Chapter 3 – Public Improvements needed for the Vision**

- A. Critical Project – Flood detention project. Without this project, development from Mulberry to the Witte is impractical. It requires a multi-governmental, inter-departmental, coordinated and interdisciplinary approach.
- B. Catalytic Projects
  - i. Regional/City Projects
    - a. Broadway – Part of a "City Wide" redevelopment strategy.
    - b. Streetcar – from Downtown to Alamo Heights City limits.
  - ii. TIRZ Public Projects
    - a. Enhances streetscape at Josephine with SAISD Hawthorne Academy Bond Project.
    - b. Provide additional parking for entire TIRZ area. (Multi-tiered and coordinated effort that established parking as a common, shared utility)
    - c. Provide additional funds to enhance Ave B as part of the SAWS sewer reconstruction.

- d. Enhance N. St Mary's from Josephine to Ashby and improve both intersections.
- e. Provide initial funding for area wide LID features.
- f. Public Art and Pedestrian improvements at NSM and US 281 to enhance connection to Brackenridge Park.
- iii. Development Spurs
  - a. Incentives for targeted, larger projects that occur in the early years of the TIRZ
  - b. Help organize and provide seed money for two Business Development Organizations.
    - 1) Josephine/N. St. Mary's Association (similar to CoSA - Neighborhood Commercial Revitalization)
    - 2) Cultural Corridor Committee/Foundation (project Oversight Committee, Advocate and "keeper" of the institutional memory)
  - c. Provide matching grants fund and 0% interest loans for smaller, existing business and property owners to be administered by above organizations.

#### **Chapter 4 – The Business Plan to implement the Master Plan (*Risks and Rewards*)**

- A. The need for "scale and timeline appropriate" policies and expectations.
- B. Incremental improvements versus "game changers."
- C. How much cash flow to expect (projections)
- D. How to invest to maximize return (repositioning of the TIRZ).
- E. How to work with TXDOT.
- F. What are the Risks?

#### **Chapter 5 – Governance Structure to advance the Business Plan**

- A. Explain public/private partnership
- B. Matrix/Table showing who is responsible for setting a policy and who is responsible for implementing a policy.
- C. Describe and discuss how Urban/Infill Redevelopment is "different" than suburban development and how the current city management structure and inter-departmental/agency interaction needs to be recalibrated to promote infill.

#### **Chapter 6 – Implementation and Recommendations**

- A. Establish a predictable development environment and manage the impact on the neighborhoods.
- B. Create a single implementation entity that coordinates the TIRZ, City, and Development review activities
- C. Master Plan adoption by TIRZ Board and City Council (amendment to the comprehensive plan that sets the policy to revise some of the impacted neighborhood plans)
- D. Create a Great Block to demonstrate what a pedestrian friendly, urban street feels like and promote Master Plan projects that should be included in the 2012 Bond.
- E. Pass TIRZ Board Policies regarding various incentives concepts and have them ratified by City Council.
- F. Amend Neighborhood Plans
- G. Retain a consultant to create specific Urban Design Guidelines and resolve entitlement issues.
- H. Retain a Urban Streets Design firm to produce Schematic Design documents for Broadway and N. St Mary's/Josephine Sts.
- I. Organize and establish the Cultural Corridor Committee/Foundation
- J. Organize and establish the N. St. Mary's/Josephine Association
- K. COSA recruit and hire an experienced/qualified Urban Infill Manager.
- L. CoSA, SAWS and CPS work together to identify an Infill Development Team in each organization to coordinate requirements and facilitate redevelopment efforts.