

*South Schertz Framework Map showing Land Use/Character Areas and Future Transportation Network*

**10.1 South Schertz Land-Use and Character Areas**

Based on the market assessment, design workshop, stakeholder and staff input, the following land use/character area descriptions were developed. In addition these descriptions form the basis for the proposed amendments to the Unified Development Code included in Appendix 3 of this document.

**A. Agricultural Residential**

This land use/character area is intended to preserve much of South Schertz in a rural/agricultural state. This area is less attractive for more intense uses due to its distance from the Interstate and limited street connectivity. Some of the character-defining elements recommended are:

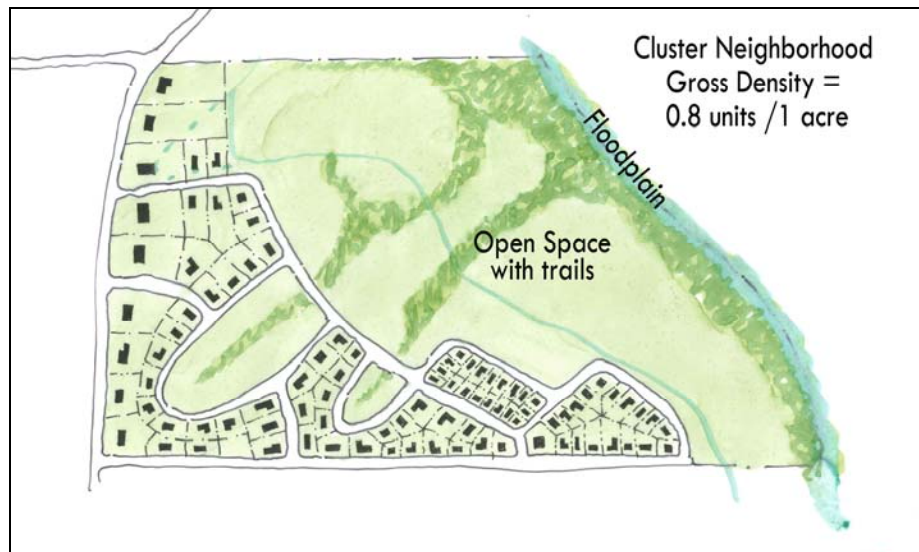
- Use Mix: Mainly large-lot (5 acre min lot size) residential and agricultural with some AG related commercial uses to be permitted (landscaping business, metal workshop, farmers market, convenience store, etc., with appropriate design and transition standards)
- Alternative Development option: Provide incentives for development of conservation subdivisions within this land use/character area due to potential for lower infrastructure (streets and utilities) costs and

greater preservation of open space associated with clustered development with the following recommended standards:

- Minimum assembled acreage required to apply for conservation subdivision zoning (over 30 acres)
- Maintain gross density of 0.2 DU/Ac; but allow varying lot sizes (no lot size minimum)
- Minimum open space (public or private) or conservation easement required (70% minimum)
- Open space to be in a natural state or may be used for agricultural uses
- Preserve rural frontages along Trainer Hale/ Ware Seguin and Weir Roads with deeper setbacks, trails, and low fence design standards



*Images showing desirable development character within the Agricultural Conservation Land Use/Character areas*



*Possible development outcome using a Conservation Subdivision approach in the Agricultural Conservation Land Use/Character area*

**B. Commercial Campus**

The Campus Commercial land use/character area is intended to encourage the development of lower intensity commercial and office uses in the locations between major intersections as a buffer between the Interstate Highway and adjoining neighborhoods. Given the significant linear frontage along IH-10 in South Schertz, there are several opportunities to accommodate low impact campus development that takes advantage of the highway frontage and any major environmental assets (such as creeks, flood plains, steep grades, and significant tree cover) as an aesthetic amenity on the site. This category could also accommodate light manufacturing or flex office uses set in a campus like environment in addition to multi-family residential located at mid-block locations and as transitions between office/light industrial uses and adjoining single-family residential uses. Some of the character-defining elements recommended are:

- Land Use Mix: Mostly office, research, flex-office, and supporting uses, light industrial and assembly uses, educational and other institutional uses. This category may include some multi-family uses at mid-block locations and as a buffer between the highway and single-family neighborhoods only. Generally, multi-family should only be considered in locations that may not be ideally suited for retail, office, or light industrial uses such as mid-block locations, behind major commercial uses, and on sites with environmental constraints. In addition, multi-family uses should be incorporated and/or phased in with other retail and office uses.
- Building Scale/Height: May vary from low rise to taller office buildings with scale transitions to adjoining development
- Create an overlay district with standards to implement the campus commercial design elements:
  - Building articulation – Some building articulation required; simple building and roof forms
  - Materials: Allow a range of building materials including but not limited to articulated tilt wall, masonry, stucco, synthetic stone, concrete panels, concrete block, cinder block, metal and tile.
  - Building Orientation:
    - Buildings shall be set in a campus environment with landscaping and natural features
    - Pedestrian linkages and trails to be provided
    - Development to be auto oriented along highway and service street frontages and pedestrian oriented along other internal connector streets (hybrid)

- Emphasis on key linkage streets for more pedestrian oriented development
- Transitions to adjoining uses:
  - Smaller scale garden office and multi-family as transitions to single-family
  - Buffer/screen loading, unloading and service areas
- Civic/Open Space:
  - More natural and unstructured spaces
  - Generally private yards (areas within front, side, and rear setbacks, courtyards, etc.)
- Landscaping:
  - Soften highway frontage with landscaping and screening of surface parking
  - Combination of private and public landscaping
  - Low impact infrastructure for storm water and water quality such as bio swales, rain gardens, pervious pavers, etc.
- Signage: Unified wayfinding program with a palette of monument and building signs



*Images showing desirable development character within the Campus Commercial Land Use/Character areas*

### **C. Estate Neighborhood**

The Estate Neighborhood Land Use/Character area designation is intended to address residential development patterns within the RA (Residential Agriculture) zoned property within South Schertz. A significant amount of the RA zoned properties within South Schertz are already developed with subdivisions with min. ½ acre lots. Some of these existing neighborhoods areas have a unique and desirable development quality with large wooded lots and streets. The goal within this Land Use/Character area is to incentivize an alternative development outcome with more flexibility in lot size while requiring quality open space and neighborhood design.

- Base Zoning and Land Use: RA (1/2 acre min lot size) with single-family residential uses only

- Alternative Development option: Estate Neighborhood to encourage cluster neighborhood with the same overall gross density with more open space and neighborhood design standards due to potential for lower infrastructure (streets and utilities) costs and greater preservation of open space associated with clustered development. The following are some recommended elements within this alternative incentive zoning district:
  - Minimum assembled acreage to apply for alternative Estate Neighborhood Zoning
  - Maintain gross density of 2 DU/Ac
  - Range of single-family detached residential uses (lot sizes vary; no minimum lot size)
  - Minimum 50% open space (public or private) requirement (with design and location criteria for open space -- to be located along rural frontage roads and along creeks/drainage ways or with agricultural/conservation easements)
  - Design criteria for neighborhood streets and residential buildings based on the specific context of the neighborhood



*Images showing desirable development character within the Estate Neighborhood Land Use/Character areas*

**D. Highway Commercial**

This land use/character area designation is intended for regional scale retail and commercial uses that can take advantage of the highway frontage. This land use/character area is located at major highway intersections to maximize access to the region and adjoining neighborhoods. Some of the character-defining elements recommended are:

- Land Use Mix: Mostly large format retail with restaurants and entertainment uses or mid-rise office buildings; may include lodging and related uses.
- Building Scale: generally low rise with some taller office buildings.

- Design Elements:
  - Building Articulation:
    - Focus on minimizing the impact of a ‘big box’ look by articulating the building mass horizontally and vertically
    - Horizontal and vertical articulation to break up the building mass
  - Building Materials:
    - Allow a range of building materials; primarily masonry (brick, stone, stucco, synthetic stone) for retail/restaurant and masonry, glass, and more flexible materials for office buildings (including, but not limited to masonry, curtain glass, glass block, concrete panels, concrete blocks, architectural metal, tile, etc.).
- Soften highway frontage with landscaping
- Signage: Larger highway facing monument signs; smaller building signs along other streets; limit new billboard signs



*Images showing desirable development character within the Highway Commercial Land Use/Character areas*

#### **E. *Mixed Use Neighborhood Center***

This land use/character area designation is intended to accommodate a higher intensity, walkable, mixed use neighborhood center at the intersection of FM 1518 and Lower Seguin Road. Such a mixed use node would anchor adjoining residential neighborhoods in addition to providing much needed neighborhood commercial services. Some of the character-defining elements recommended are:

- Land Use: Mix of retail, restaurant, office, civic, and multi-family residential uses
- Generally low to medium scale buildings
- Create a PD type mixed use zoning district with the following elements:
  - Require a phased conceptual plan framework over multiple properties (minimum of 10 acres) based on a market-driven assessment

- Establish a set of key performance criteria for the core Mixed Use area and transitions including integration with residential neighborhoods and regional roadways.
- Minimum performance standards for key elements to ensure walkable mixed use including:
  - Building Articulation: Building base is articulated at a pedestrian rhythm/scale (20' to 30' bay/demarcation width). Ground floors designed with a high quality pedestrian realm with active uses at key locations
  - Building Materials:
    - Higher standards for building materials apply only to pedestrian-oriented streets
    - Materials to be masonry or comparable high quality materials of primary facades of buildings
  - Building Orientation:
    - Buildings built to the edge of the sidewalk establishing a strong street wall along internal streets with any parking lots screened along FM 1518 and Lower Seguin Road
    - Ground floors of buildings along internal streets to be of higher quality design
  - Civic spaces: plazas, paseos, and squares
  - Landscaping: mostly in the public realm (street trees) and in civic spaces; buffering of surface parking along FM 1518 and Lower Seguin Road.
  - Signage: establish a palette of more pedestrian-oriented signs
- Street and Block Standards:
  - Urban block standards – generally block face dimensions not to exceed 400' (see table on page 50 based on the ITE Manual for Context Sensitive Urban Thoroughfares)
  - Street network should be based on the required and recommended streets on the framework plan and city's Thoroughfare Plan



*Images showing desirable development character within the Mixed Use Land Use/Character areas*