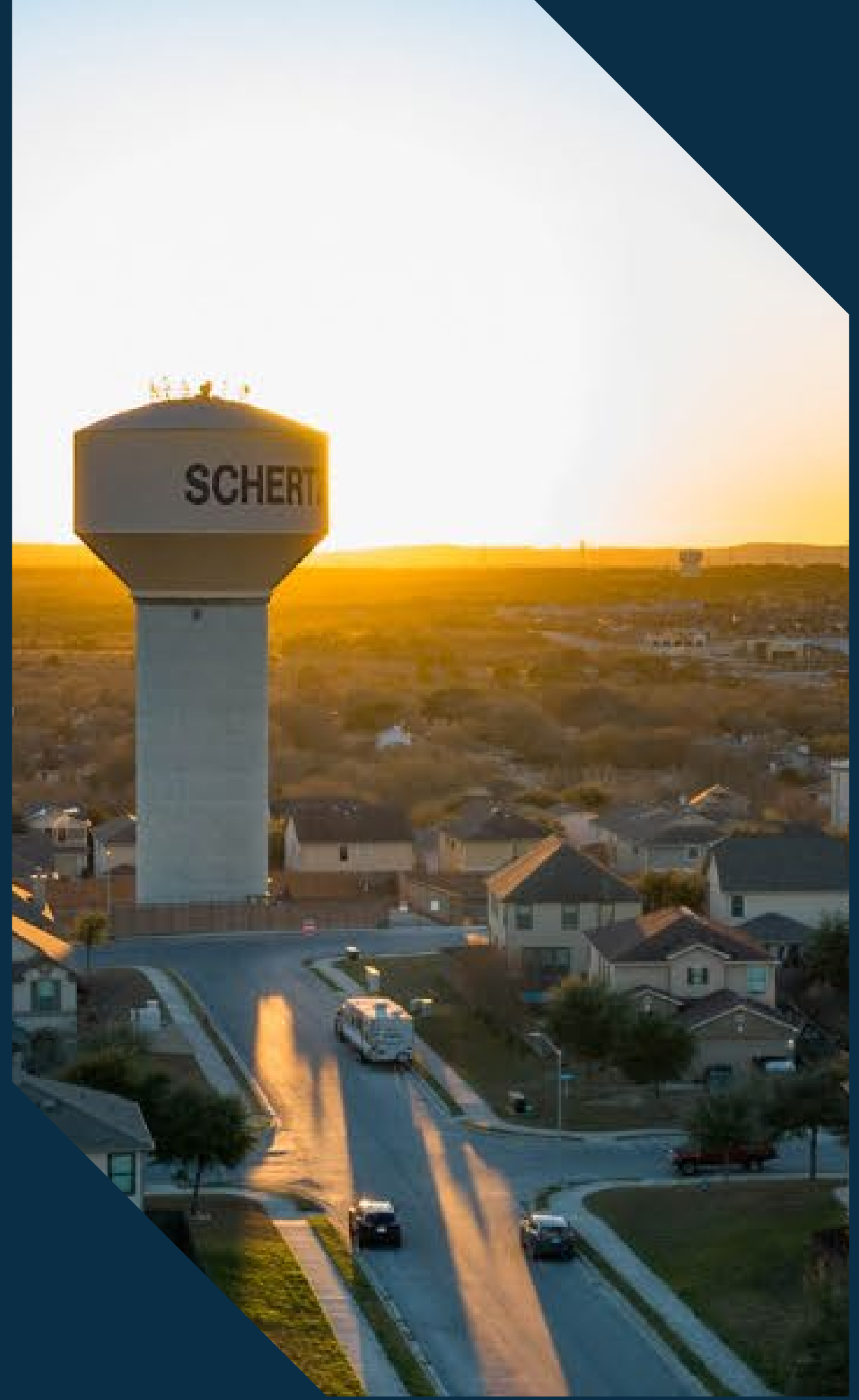


City of Schertz

Comprehensive Plan Update

March 19, 2024

City Council



Meeting Agenda

Project Process Overview

Document Review

Review Final FLUP

Final Steps

Project Team



Shad Comeaux



Caitlin Admire



Shubhangi Rathor



Caroline Stewart



Chris Wesseln



Jason Claunch



Blake Parnell

Why Plan?



**Establish a
Blueprint**



Give Direction



Create a Vision

What is a Comprehensive Plan?

It is...

- Reflection of the community's vision
- Long term statement that guides policy
- Basis for subsequent ordinances
- Tool for decision making

It isn't...

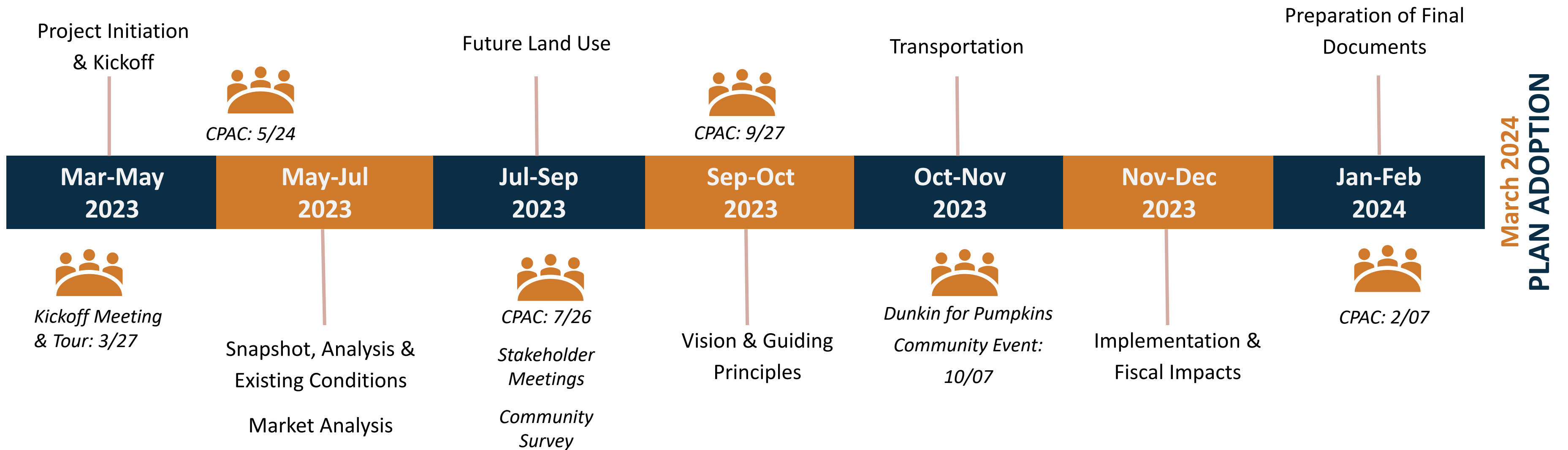
- Legally binding
- Zoning ordinances
- Meant to sit on a shelf

Project Purpose & Scope

The Comprehensive Plan Update will...

- Serve as the primary document for **planning the City's growth**
- Be the **basis for various policies**, initiatives, and funding priorities to be considered by the City.
- Establish a **long-term vision**
- Focus on **4 key areas** of the City
- **Topics include**: Future Land Use, Economic Strategy, Transportation and Mobility, and Parks and Recreation
- Develop recommendations to assist the City in planning for necessary **future assessments**, planning or plan updates.
- Identify concerns based on an **assessment of the current conditions**, future growth and developmental issues
- Propose **policies, initiatives, and implementation** goals to accomplish the overall vision and direction of the City

Project Timeline



Project Engagement



4 CPAC Meetings



**1 Community Survey
(409 responses)**



1 Public Event



**Project Website & Online
Mapping Exercise**



5 Focus Group Meetings



Safe Neighborhoods

**More Retail Restaurants
& Entertainment**

Responsible Growth

Diverse Housing Options

Flood Control

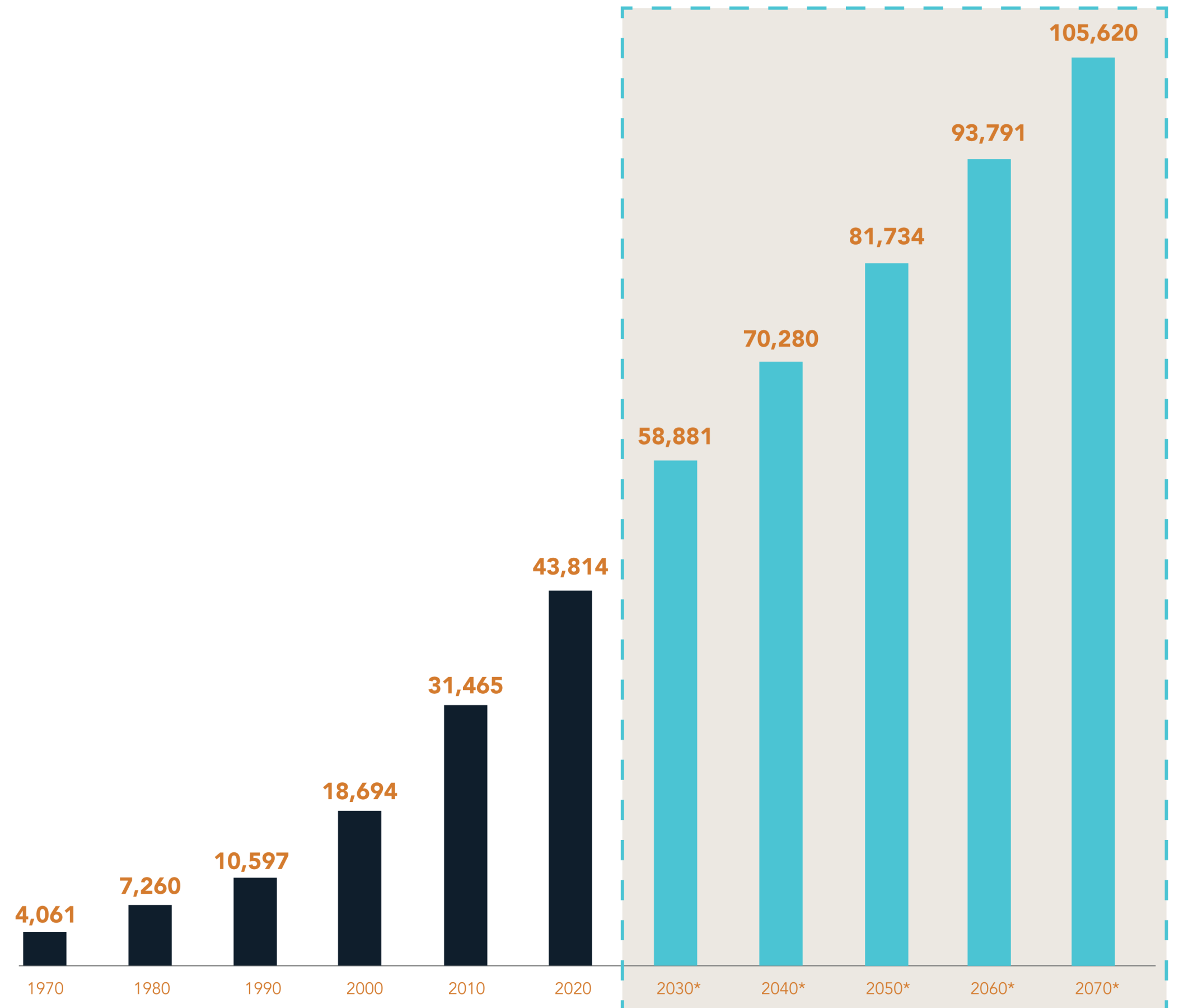
City of Schertz

Document Review



Snapshot

- Planning Context
- Demographics
- Physical Features
- Market Snapshot
- Strengths, Weaknesses, Challenges, Opportunities



Policy Statements

Promote Mixed-Use Development

Encourage the development of mixed-use development to create vibrant, walkable neighborhoods and commercial and retail areas with access to amenities within close proximity.

Enhance Transportation Networks

Invest in a comprehensive transportation system that includes roadways, public transit, pedestrian pathways, and cycling lanes to improve accessibility, reduce congestion, and support diverse mobility options.

Encourage Main Street Development

Support the growth of main street as a cultural and economic hub by encouraging small businesses, preserving historical character, and creating inviting public spaces.

Preserve Green Spaces and Natural Areas

Protect and preserve natural landscapes, parks, and green spaces to maintain the City's natural aesthetics, promote outdoor recreational activities, and enhance overall community well-being.

Support Sustainable Development Practices

Advocate for sustainable building design, energy-efficient infrastructure, and responsible land use practices to minimize environmental impact and foster long-term resilience.

Collaborate with Stakeholders

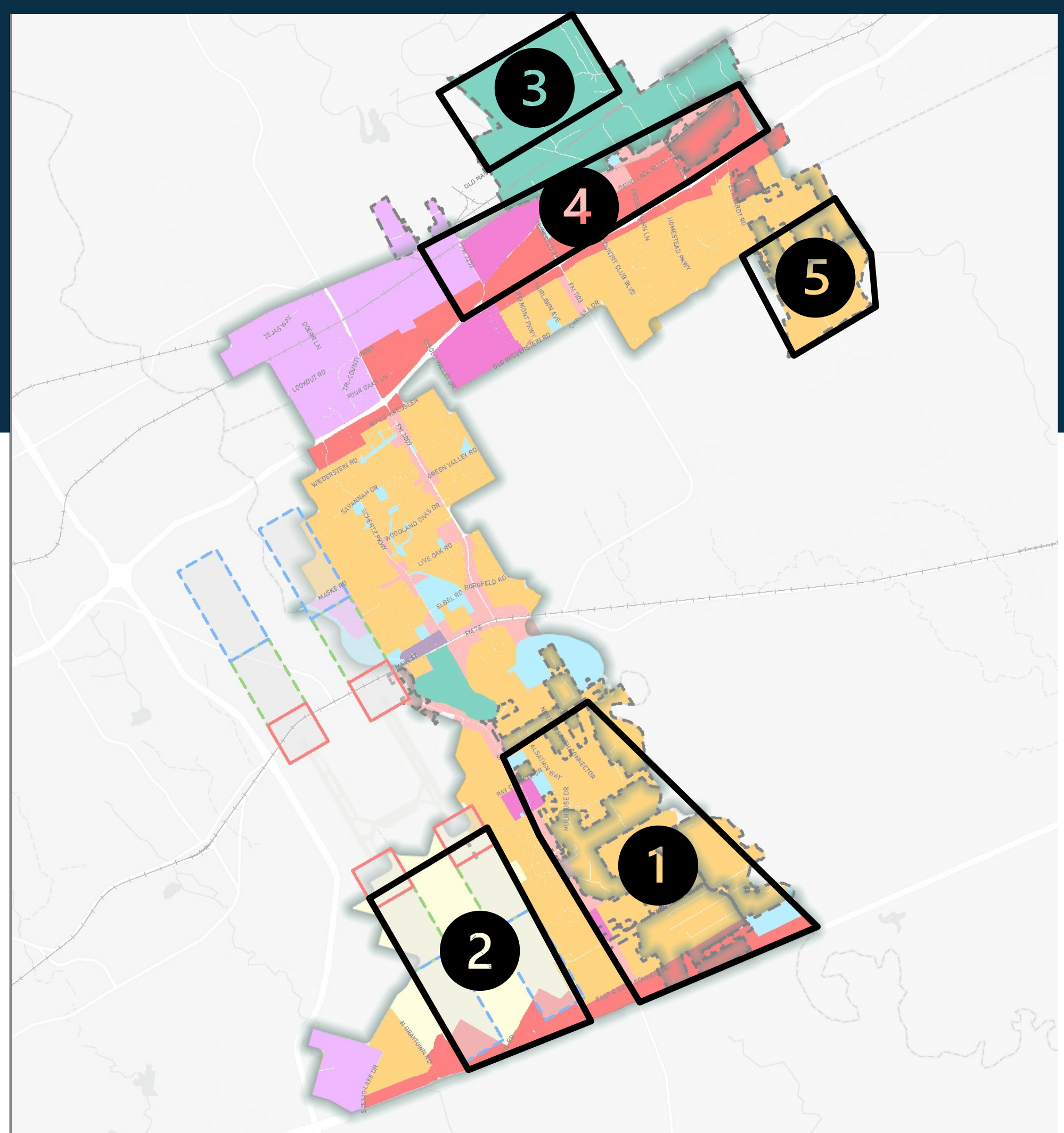
Foster partnerships and collaboration among City officials, developers, businesses, residents, and other stakeholders to ensure current and future land use decisions reflect the needs and vision of the community.

Encourage Economic Diversity

Promote a diverse economy by attracting various businesses, industries, and employment opportunities, fostering innovation, and supporting local entrepreneurship.

Focus Areas

- Existing Conditions
- Proposed Land Use and Character
- Recommendations



Land Use Input

In 2044, Schertz will be known for:

62%

SAFE
NEIGHBORHOODS

In 2044, residents will be connected to the services they need through:

Rank

1

Complete streets that accommodate bikes, transit, cars, and pedestrians

Rank

2

A connected sidewalk network

Rank

3

Off-street bike and pedestrian trail network

What type of retail and services does Schertz need more of?

55%

Sit-down, full-service dining

38%

Entertainment, recreation

32%

More/better healthy grocery options

What are the best ways to ensure that all residents can prosper?

79%

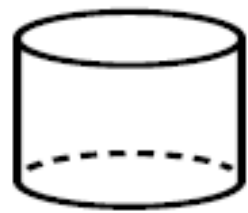
SUPPORT LOCAL
BUSINESS AND
ENTREPRENEURS

Complete Communities

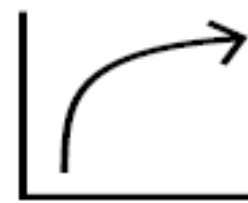
- People should be able to go about all their essential daily activities and needs within a short distance of their home
- Main Street, Complete Neighborhoods, and Mixed Use Centers



Innovative Stormwater Management & Green Infrastructure



Volume Management



Water Quality Improvement



Peak Flow Reduction

Curb Bioretention



Permeable Pavement



Parking Lot Drainage Swale

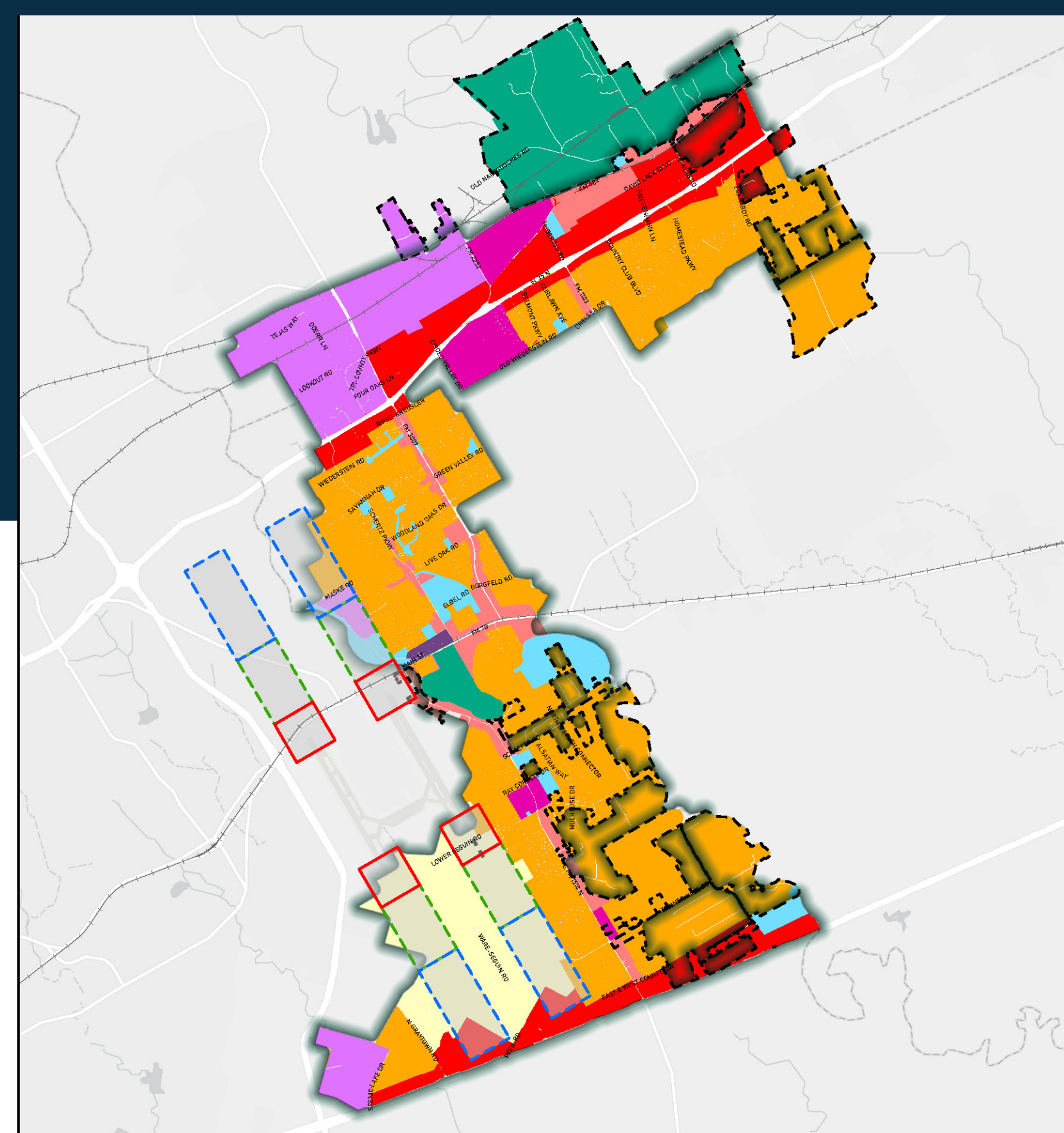


Streetscape Rain Gardens



Future Land Uses

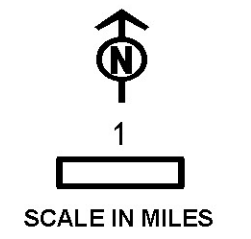
Future Land Use		City Limits + ETJ (Acres)	City Limits + ETJ (Percentage)	City limits (Acres)	City Limits (Percentage)
	Main Street	41	<1%	41	<1%
	Rural Living	3,307	12%	2,989	15%
	Complete Neighborhood	13,463	48%	8,578	42%
	Local Corridor	767	3%	637	3%
	Regional Corridor	3,928	14%	3,193	16%
	Mixed Use Center	1,363	5%	1,283	6%
	Industrial	3,053	11%	2,539	12%
	Public Use	878	3%	875	4%
	Development Deferment	1,129	4%	309	2%
Total		27,927	100%	20,444	100%



FREESSE & NICHOLS
 Data Sources: City of Schertz, State of Texas, Texas Parks & Wildlife, ESRI, Texas Geographic Information System, Freesse and Nichols
 Map Disclaimer: A comprehensive plan shall not constitute zoning regulations or zoning district boundaries

Schertz Comprehensive Land Use Plan

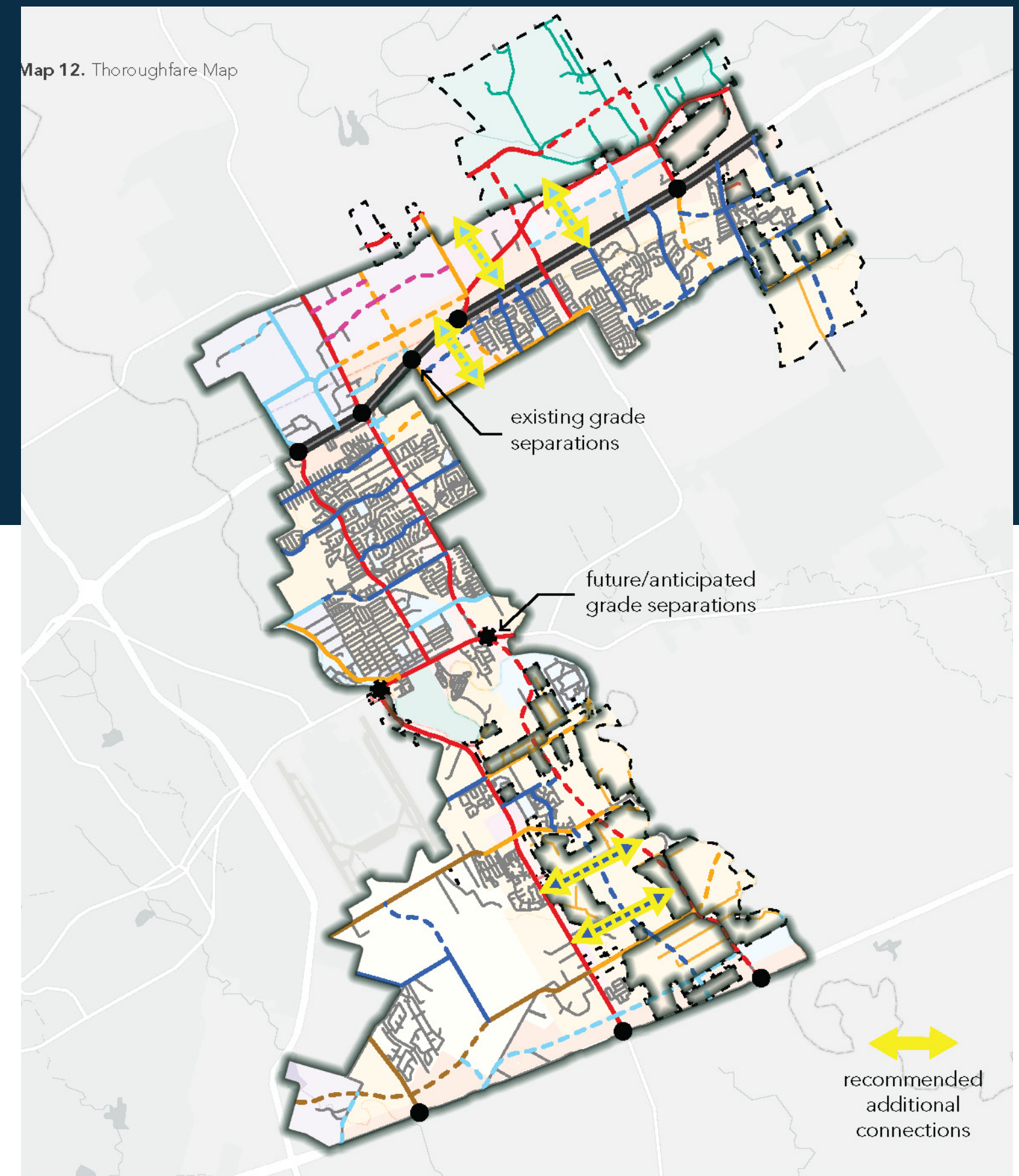
- Regional Corridor
- Local Corridor
- Main Street
- APZ II
- Mixed Use Center
- Development Deferment
- Schertz ETJ
- Clear Zone
- Rural Living
- Industrial
- Schertz City Limits
- Railroad
- Complete Neighborhood
- Public Use
- APZ I



Transportation

- The future thoroughfares already planned should be adequate for future growth.
- As focus areas 1 and 5 start to build out, the City may need to consider additional residential or commercial connectors.

Map 12. Thoroughfare Map

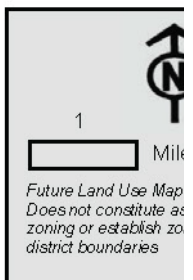


Future Land Use

- Regional Corridor
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2024 Major Thoroughfare Plan

- Freeway
- Principal Arterial
- Planned Principal Arterial
- Secondary Arterial
- Planned Secondary Arterial
- Secondary Rural
- Planned Secondary Rural Arterial
- Residential Collector
- Planned Residential Collector
- Commercial Collector A
- Planned Commercial Collector A
- Planned Commercial Collector B



Fiscal Impacts

The proposed scenario is projected to result in over \$2.1B of net new fiscal benefits over the 3-year Plan horizon.

Table 10. Additional Development Capacity in Focus Areas by Land Use

Land Use Category	Residential (Units)	Office (SF)	Retail (SF)	Industrial (SF)	Multifamily (Units)
Complete Neighborhood	7,487	665,597	1,331,194	0	917
Development Deferment	0	0	0	8,552,804	0
Industrial	0	50,713	50,713	2,028,518	0
Mixed Use Center	96	417,082	417,082	0	479
Local Corridor	110	190,831	238,538	238,538	197
Public Use	0	0	0	0	0
Regional Corridor	0	3,405,556	6,811,112	0	3,753
Rural Living	549	682,852	682,852	0	0
Total	8,241	5,412,630	9,531,490	10,819,860	5,345

Implementation

- Using the Document
- Best Practices
- Decision Making
- Actions Matrix

#	Action	Timeline	Lead	Expected Benefits & Outcomes
Projects & Plans				
1	Create a Sustainable Stormwater Management Plan: conduct evaluations of existing gray infrastructure, flood zones, and environmental regulations and create a citywide sustainable stormwater management plan with a focus on green infrastructure.	Short-Term	Engineering and Public Works and/or Consultant	Increased greenery, lower peak flows and localized flooding, higher water quality
2	Evaluate Street Design Standards: evaluate existing street standards to identify where pedestrian and bicycle infrastructure can be added to the existing rights-of-way.	Short-Term	Engineering and Public Works and/or Consultant	Increased modality options, connectivity, and safety

Using the Plan

City Staff

- Guiding **everyday decisions** across all departments, aligning all City staff towards a single vision.
- Assists in major **policy and budget decisions**.
- Utilized in reviews of **zoning cases**.
- Planning for future **facility and infrastructure needs** and proactive maintenance/updates.
- Provides **justification and prioritization** for City projects and programs that align with the Plan.
- Provide the basis for **updating city codes and ordinances**.

P&Z

- Aid in discussing and reviewing **zoning cases** and other development decisions.
- Provides **justification for zoning case recommendations**.
- Allows for the **balancing of the community needs** and values with individual interests.

City Council

- Annual reporting allows Council to track whether the City is **achieving or falling short of its goals**.
- Allows for **alignment of public goals**.
- More **efficient use of City resources**.
- When discussing zoning cases, development decisions, and other major topics related to **land use policy**.
- Aid in aligning Schertz's plans with **surrounding jurisdictional entities**.
- Can act as the basis for the **City's Strategic Planning**.

Business Community

- Developers, potential property buyers, businesses, and other interested parties can **better understand the intended future development patterns** in Schertz when making decisions.
- Property owners and developers can **propose developments that better align with the goals of the community**.

Residents

- **Engages and educates community members** and stakeholders in planning for their City's future.
- Aids in **shaping the desired outcomes** and appearance of the community, enhancing quality of life for residents.
- Annual reporting allows community members to **keep the City accountable** in achieving its goals.

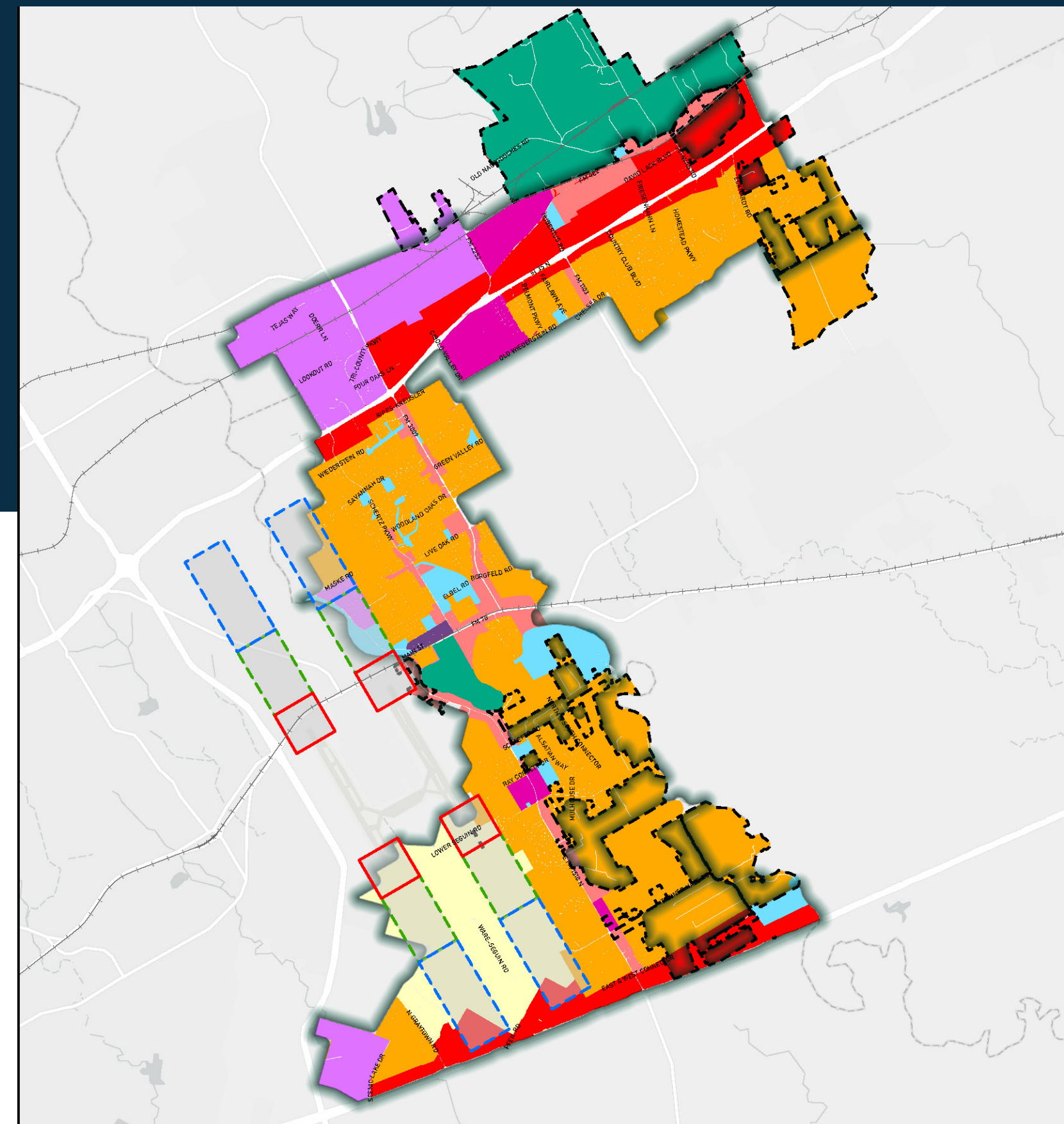
City of Schertz

Future Land Use Plan



Future Land Use

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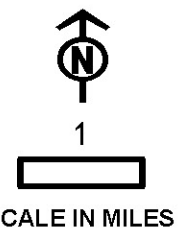


Data Sources: City of Schertz, State of Texas, Texas Parks & Wildlife, ESRI, Texas Geographic Information System, Freese and Nichols

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Schertz Comprehensive Land Use Plan

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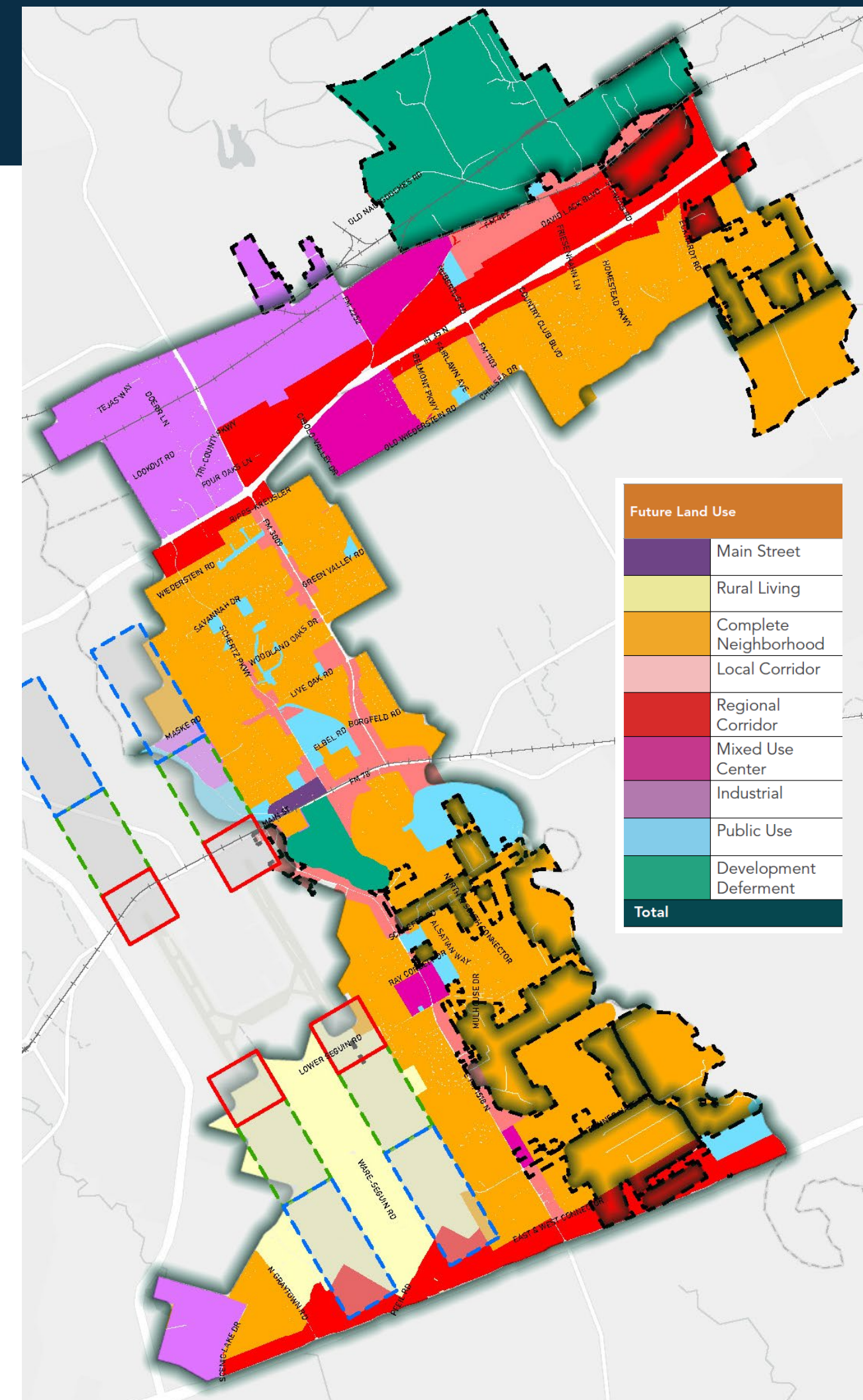
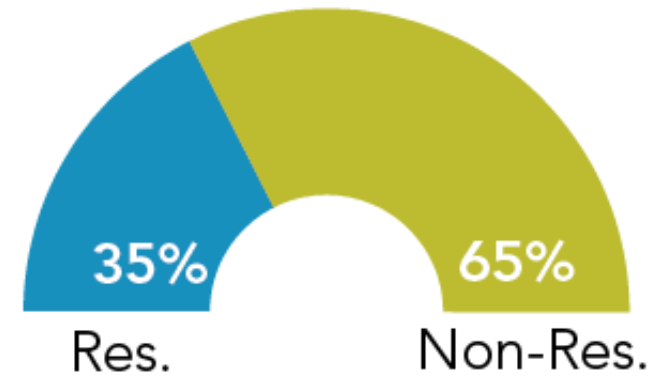


Land Uses Categories



Main STREET

Unique to the historic Main Street corridor, land uses include commercial, residential, cultural, and entertainment space, strategically designed to create a dynamic urban core with public spaces that promotes a pedestrian experience for residents and visitors. The Main Street category can be utilized as a concept to expand beyond the historic Main Street corridor and applied to other areas of the city, but appropriate transitional uses for adjacent residential areas should be considered and utilized.

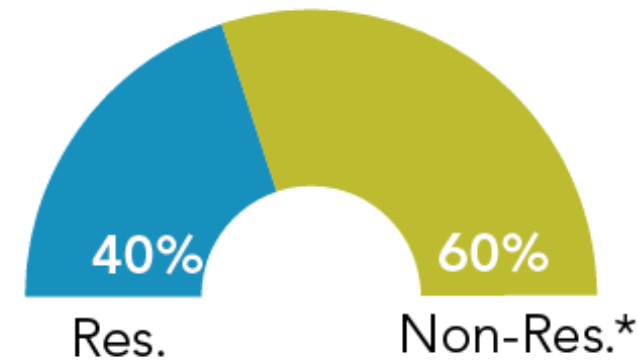


Land Uses Categories

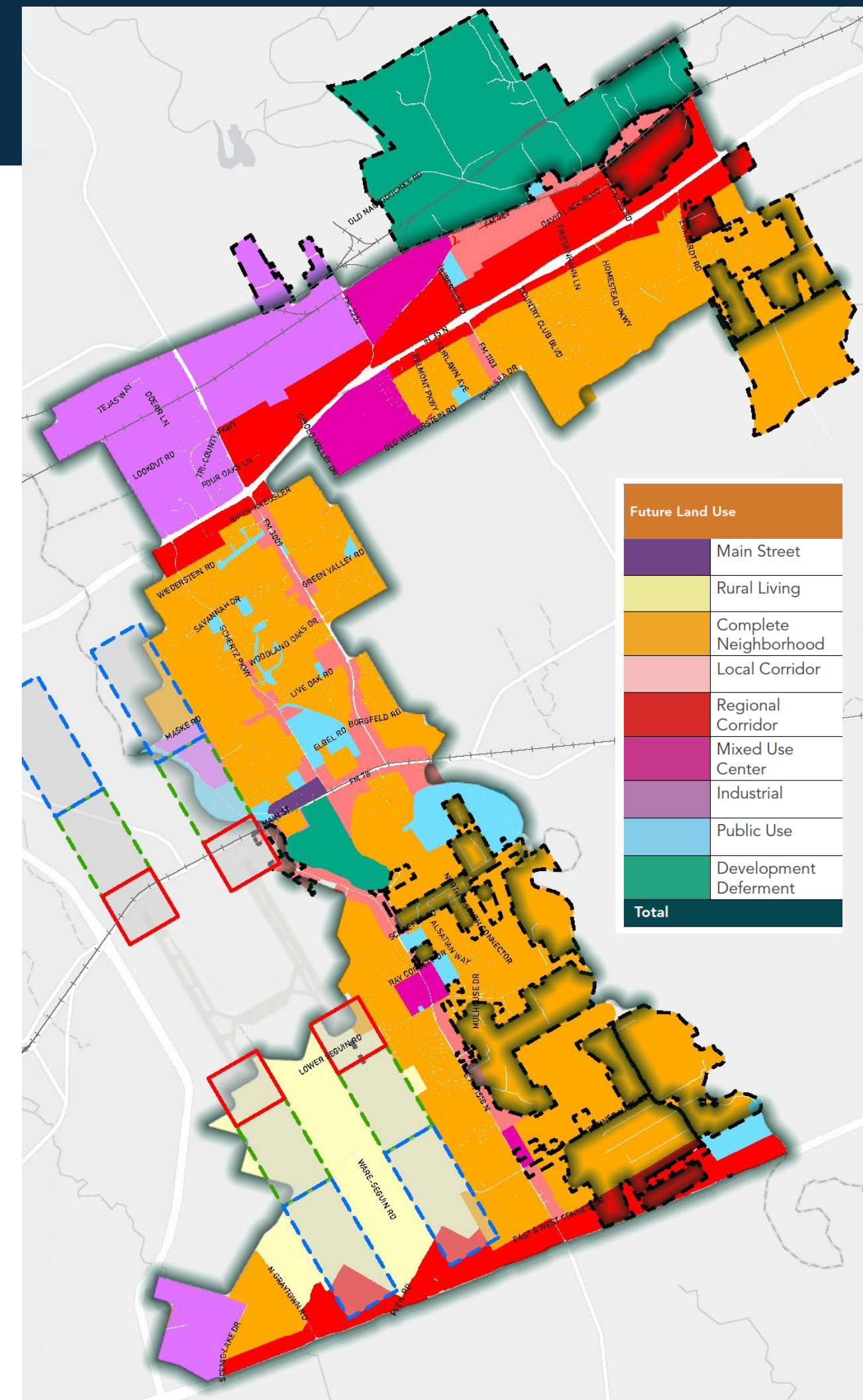


Rural LIVING

Sparse development, natural landscapes, and agricultural activities characterize Rural Living areas. These areas prioritize the preservation of open space, isolated country residences, support for farming and ranching, and the conservation of ecological habitats. This land use type emphasizes compatibility with JBSA and residential is not appropriate in certain areas. Evaluating the appropriateness of sparse residential, agricultural, commercial, and complementary uses shall be in conjunction with JBSA.



**Working farm and ranch lands are considered non-residential for these purposes, even though people may be living on the land as part of the agricultural operation.*

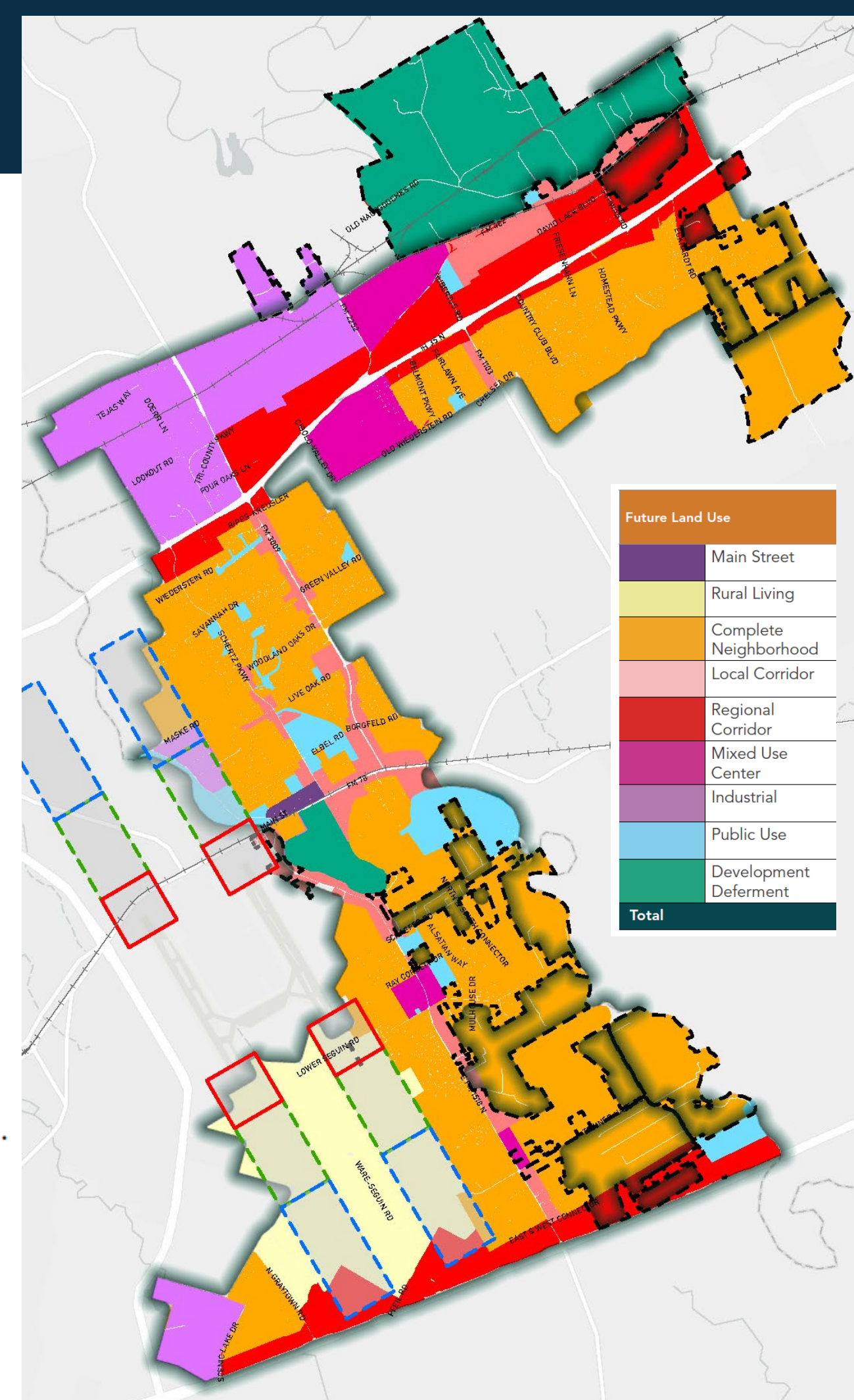
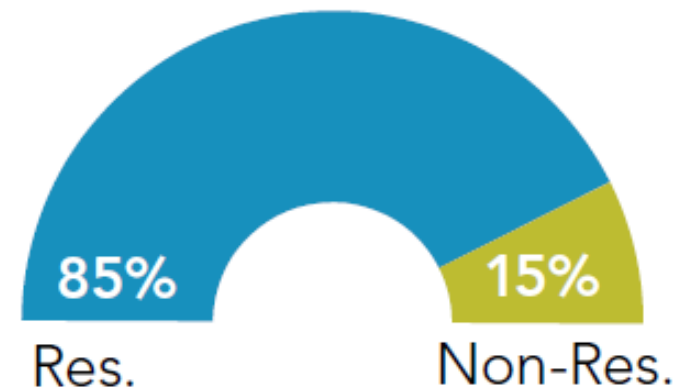


Land Uses Categories



Complete NEIGHBORHOOD

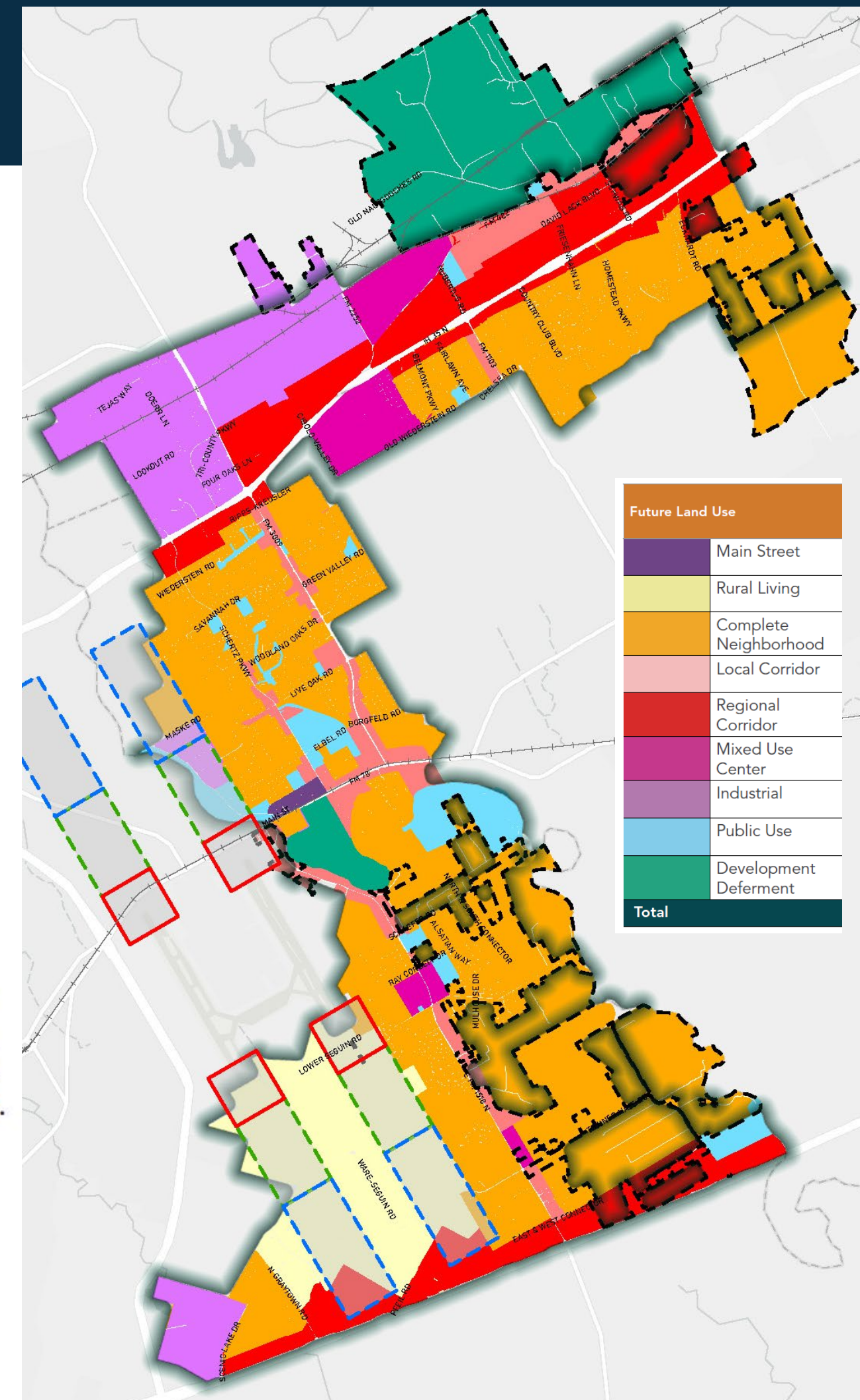
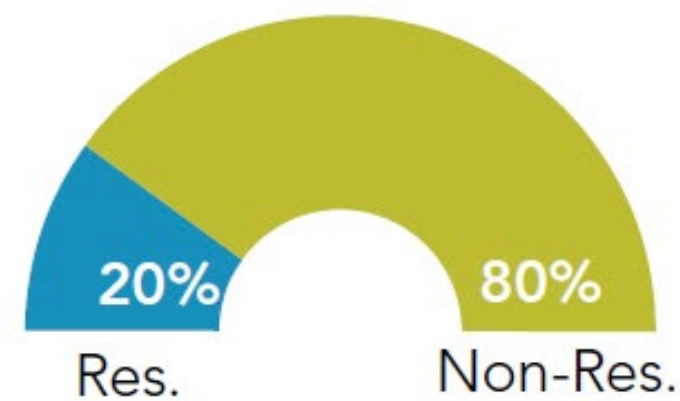
Complete Neighborhoods are general areas characterized by a mixture of housing options with supporting land uses, such as neighborhood commercial. These areas should promote connectivity and foster a more bikeable and walkable development pattern. When considering appropriateness of housing density or commercial activity, factors such as roadway classification, conflicts among land uses and buildings, as well as the undue concentration or diffusion of population should be considered.



Land Uses Categories

Local CORRIDOR

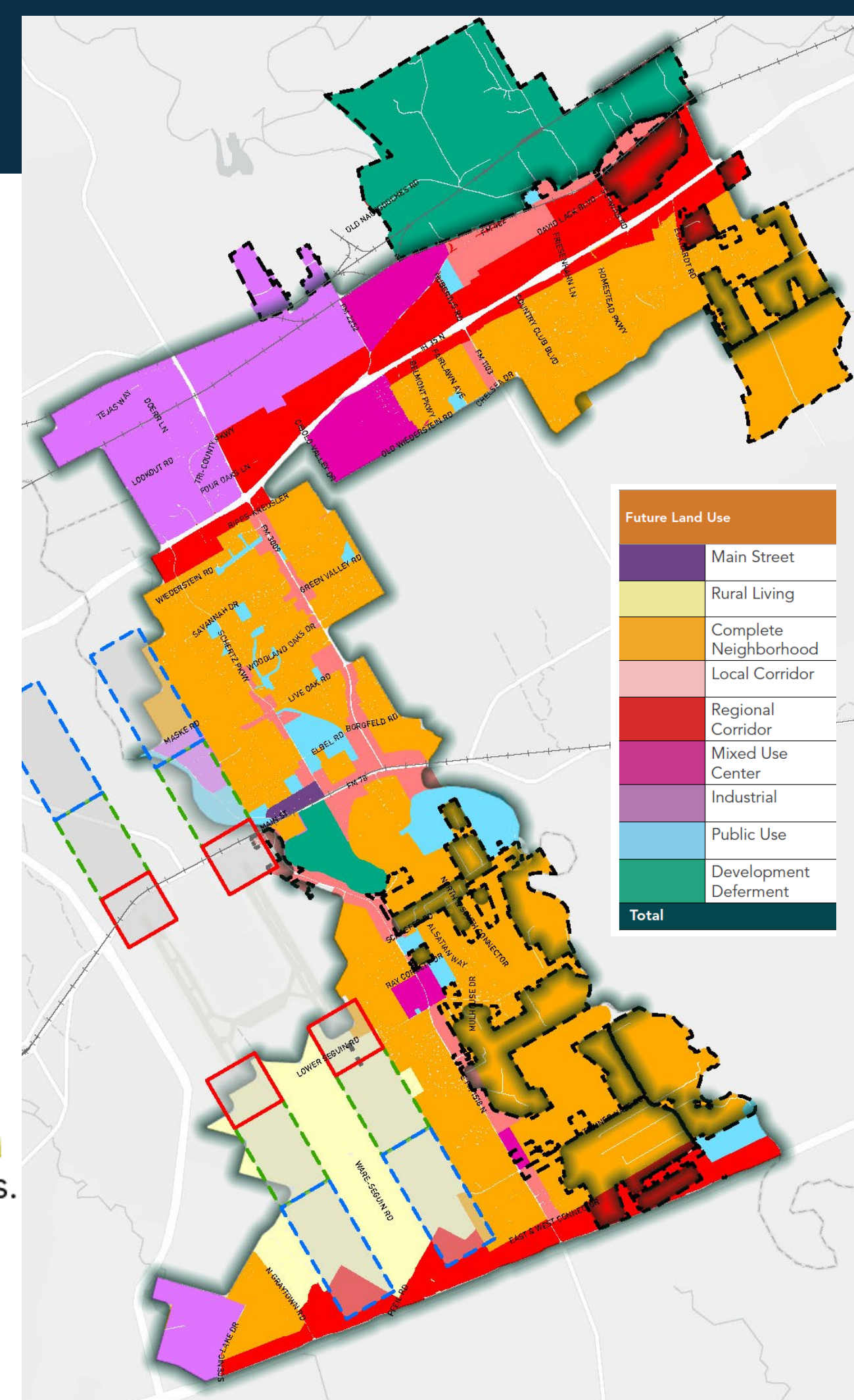
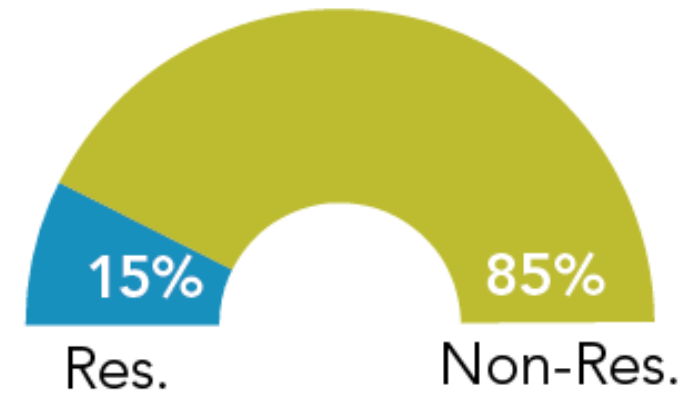
This land use type describes locally oriented commercial and entertainment areas typically situated along medium to high-volume collector roads within neighborhoods at their perimeter. Local Corridors contain conventional retail centers, small-scale mixed-use, multifamily development, and residential uses that are of a scale and intensity compatible with the surrounding residential neighborhoods.



Land Uses Categories

Regional CORRIDOR

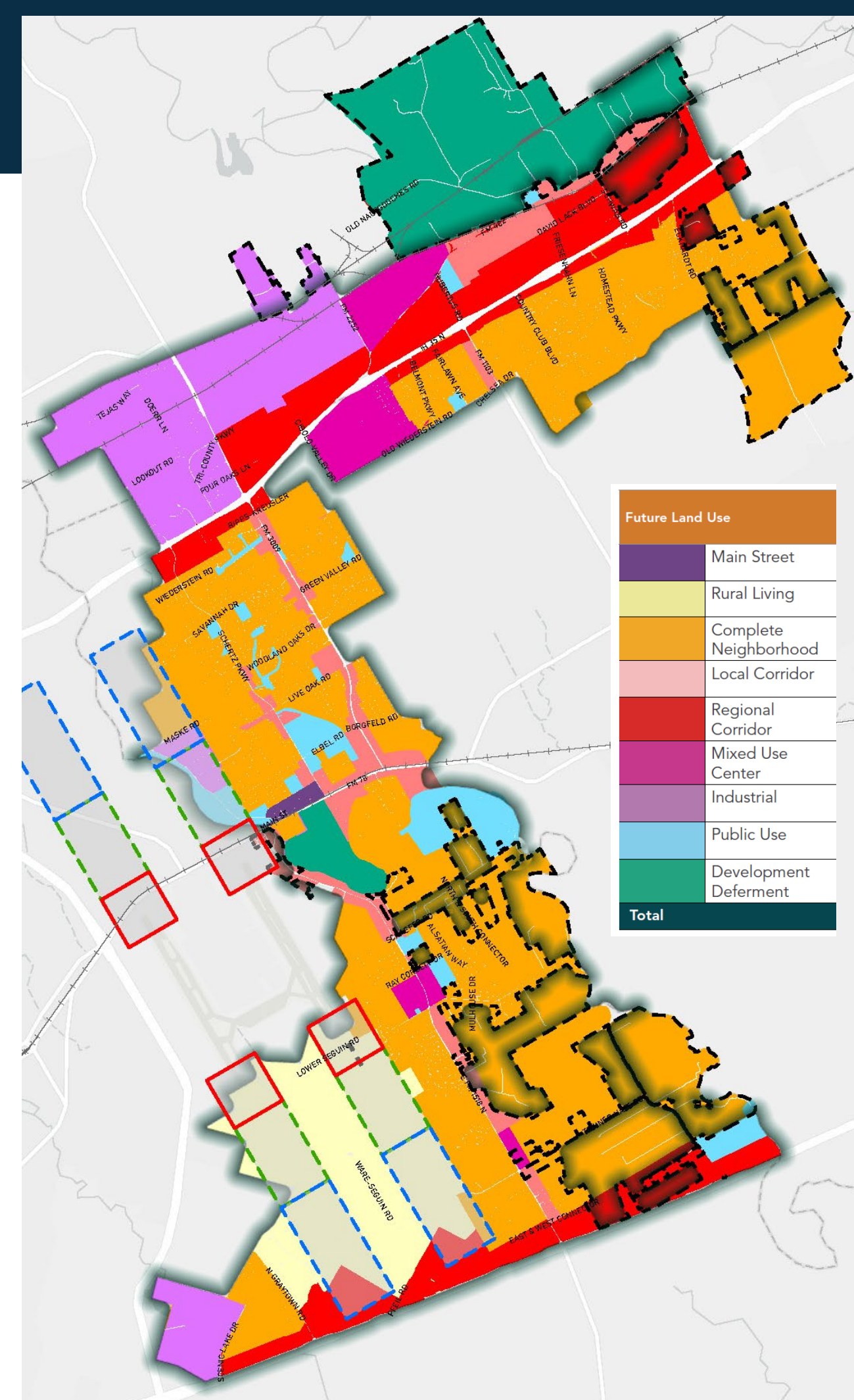
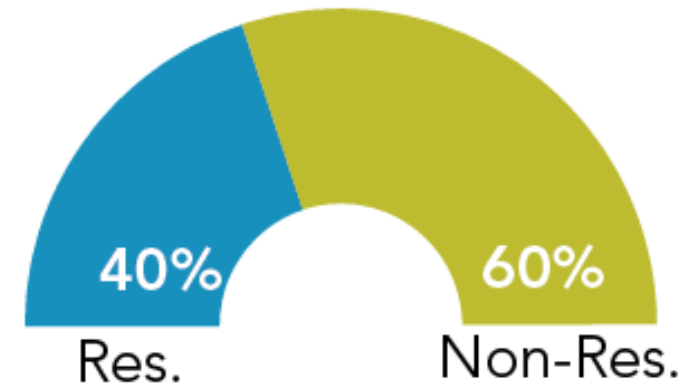
The Regional Corridor typology describes commercial and entertainment areas along major thoroughfares that serve populations within the city and the broader region. Regional Corridors are characterized by “big box” store development typical of regional shopping centers, supermarkets, movie theaters, department stores, and office buildings. Larger multifamily complexes may also be appropriate. Current Regional Corridors are primarily auto-oriented, although future developments should encourage a mix of uses, pedestrian scale design, and green space. Additionally, limited industrial and logistics uses, as currently present in these areas, will be accommodated to support the current economic infrastructure.



Land Uses Categories

Mixed Use CENTER

A Mixed-Use Center includes a combination of higher density housing types, locally serving commercial and recreational uses and with multi-modal accessibility. It integrates residential, commercial, and often office or entertainment spaces nearby, allowing people to live, work, and enjoy leisure activities without extensive travel. This land use category occurs at a higher density than a Local Corridor development. Mixed-use centers typically occur along or at the intersection of significant transportation corridors with internal streets that are complete and walkable.

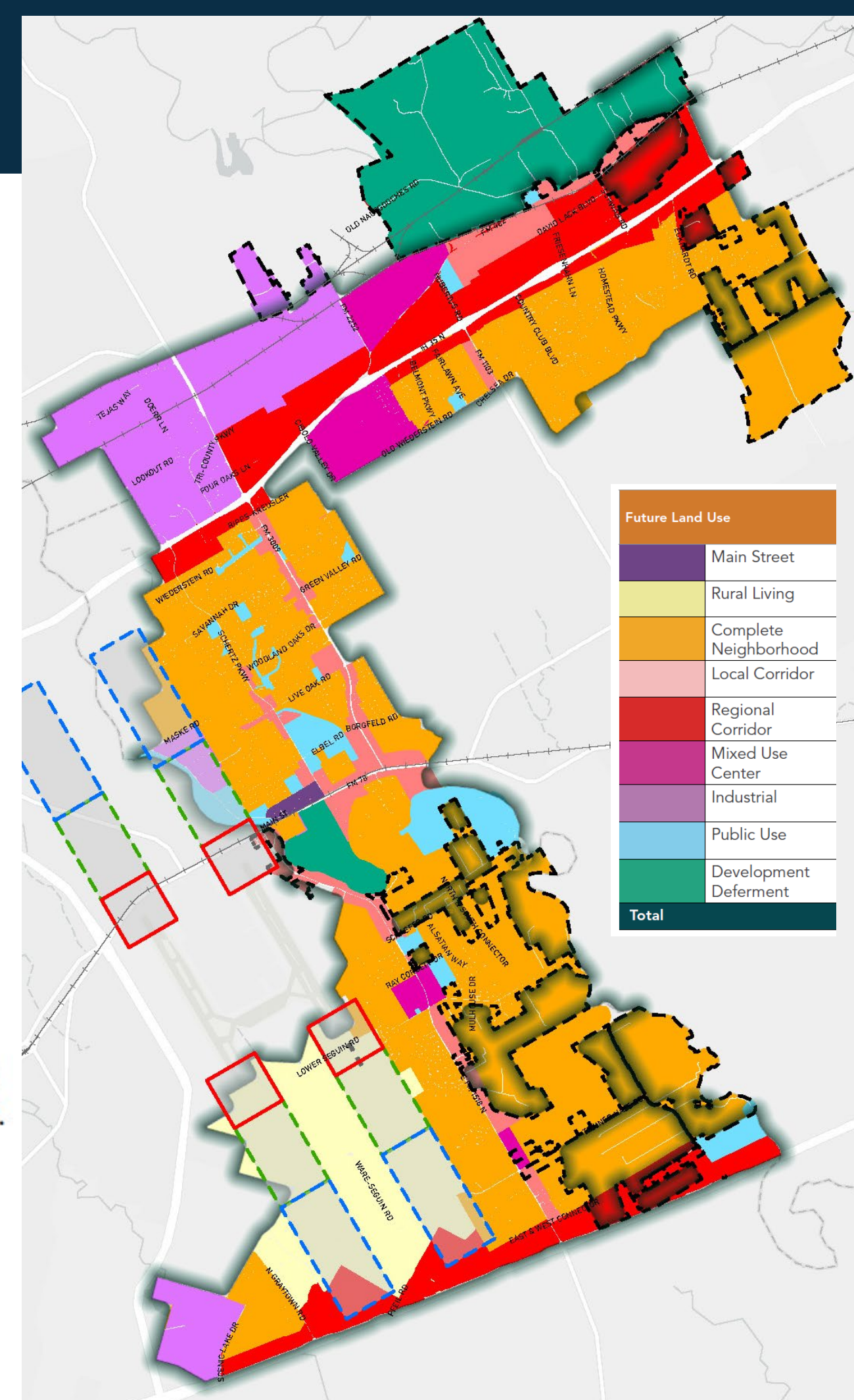
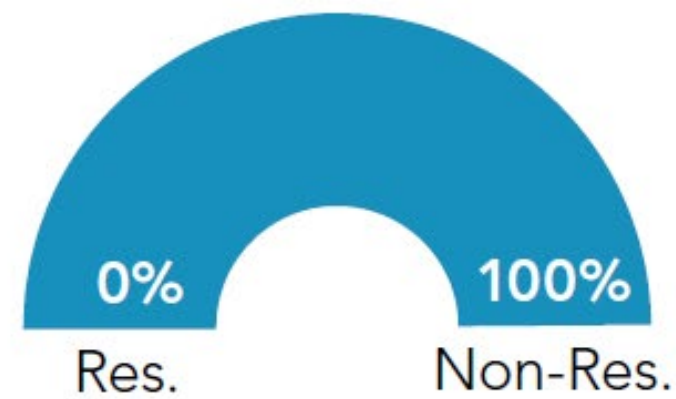


Land Uses Categories



Industrial HUB

The Industrial Hub land use category includes all light and heavy industrial activities, including manufacturing warehouses, processing, and distribution centers. Optimizing transportation and supply chain logistics, industrial hubs are typically located near major roads, highways, and railways. Industrial hubs are often buffered from surrounding development by transitional uses, such as flex buildings or R&D, that mitigate potential impacts to other lower-intensity commercial and residential areas.

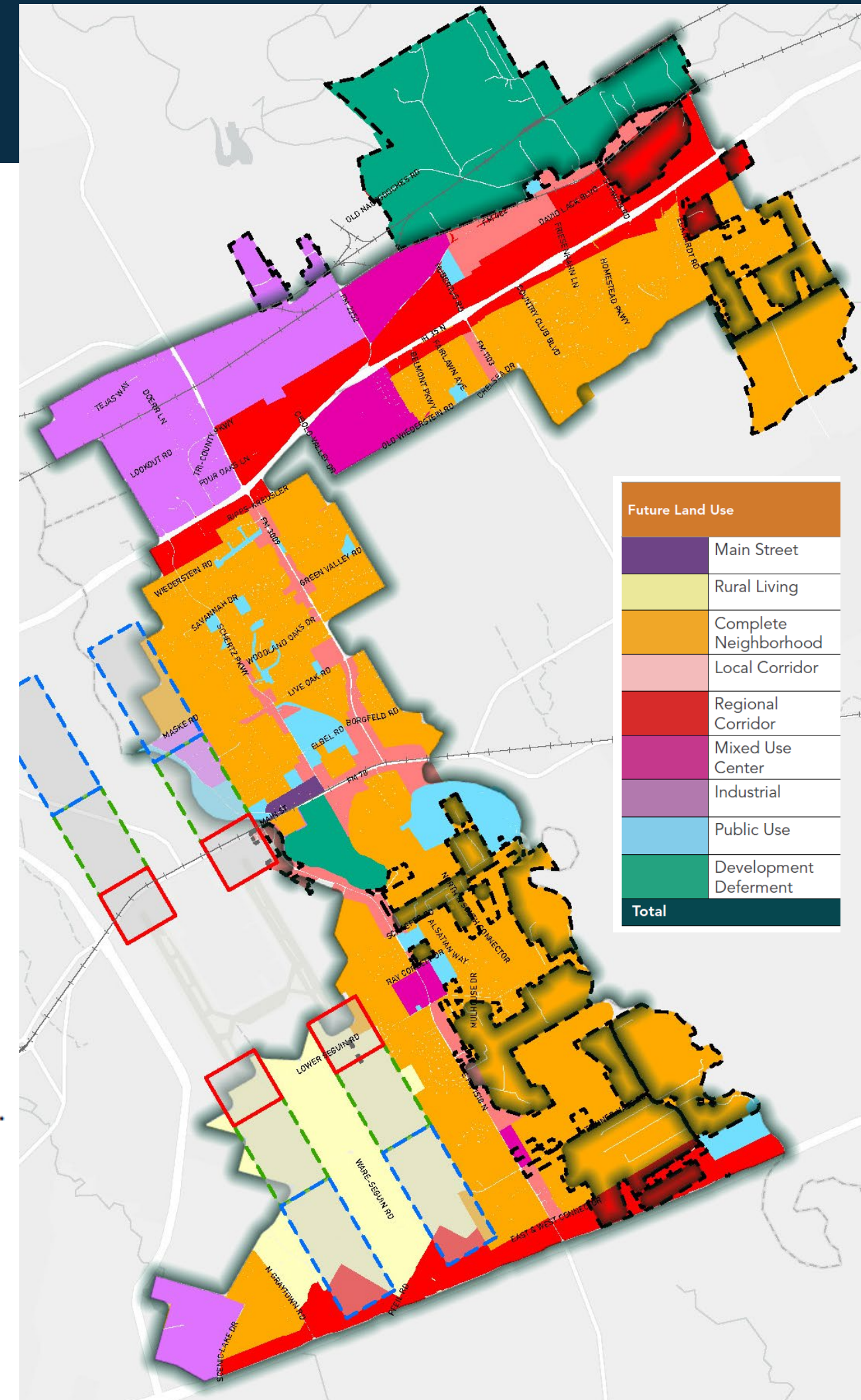
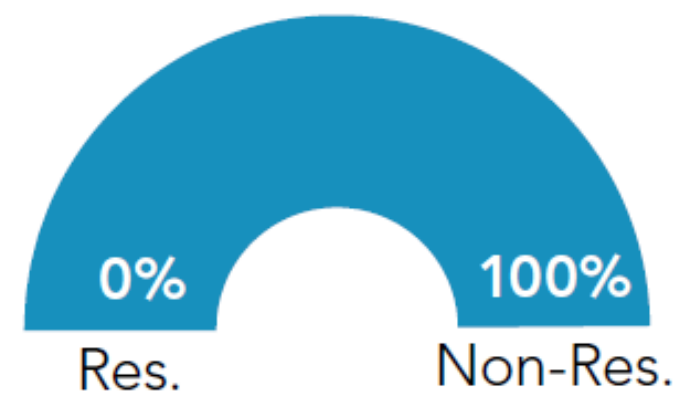


Land Uses Categories



Public USE

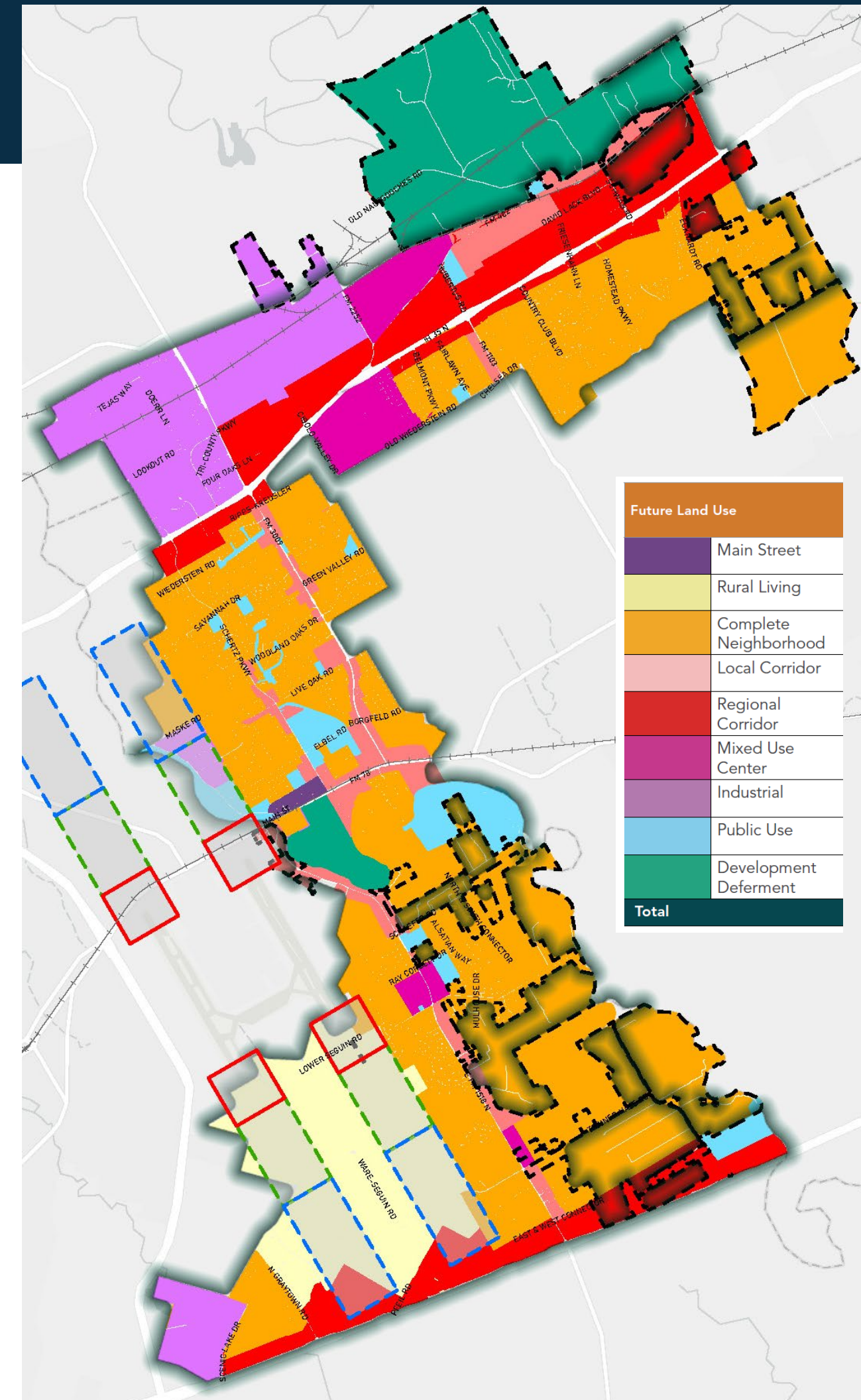
Public Use describes public and private open spaces utilized for recreation and leisure and community facilities that provide essential services for residents, such as libraries or utility facilities. The Public Use land use categories often include ample green space and preservation of critical environmental features and that serve essential ecological and social functions. Community facilities should be dispersed throughout the city to ensure residents' safety, health and welfare.

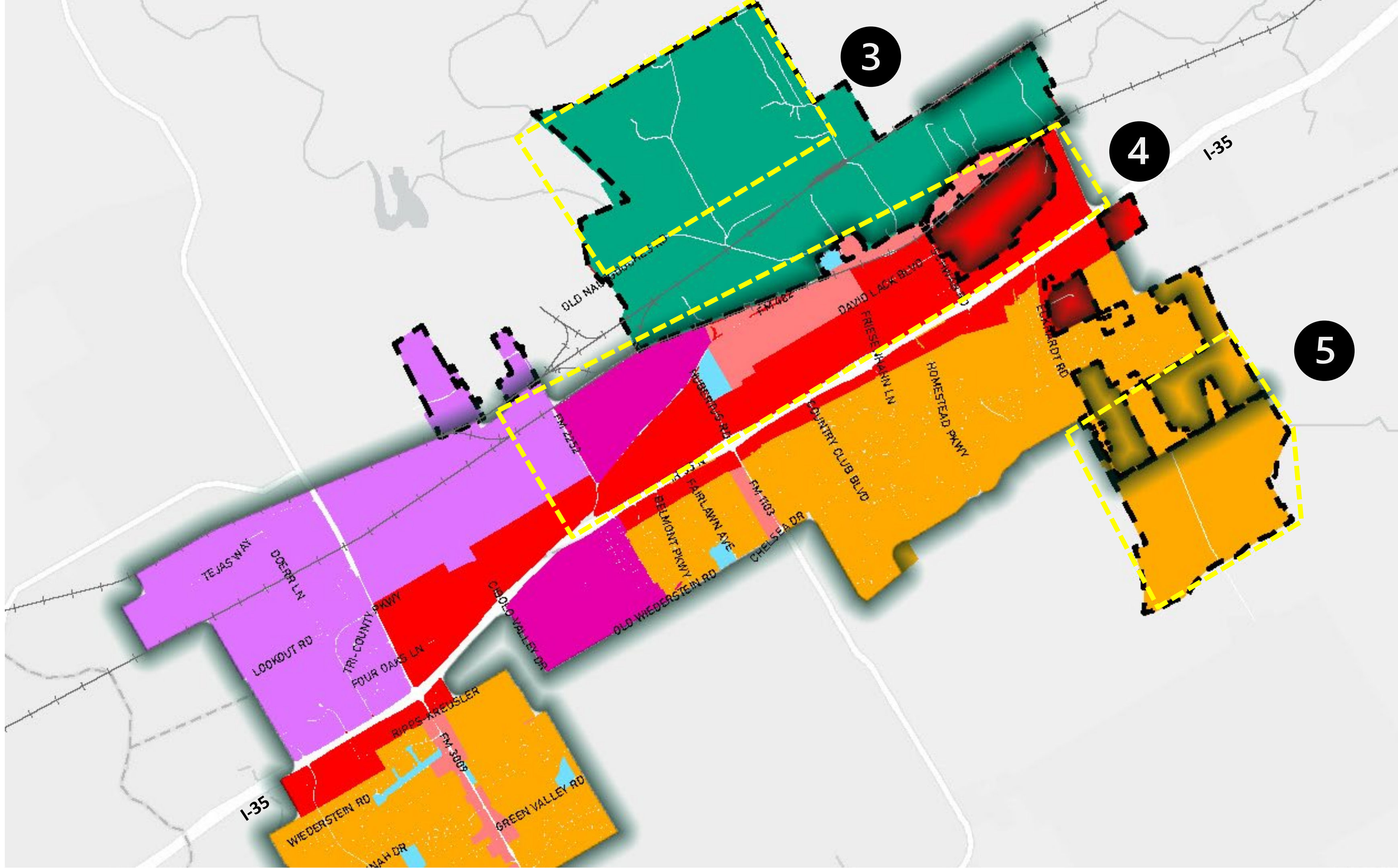


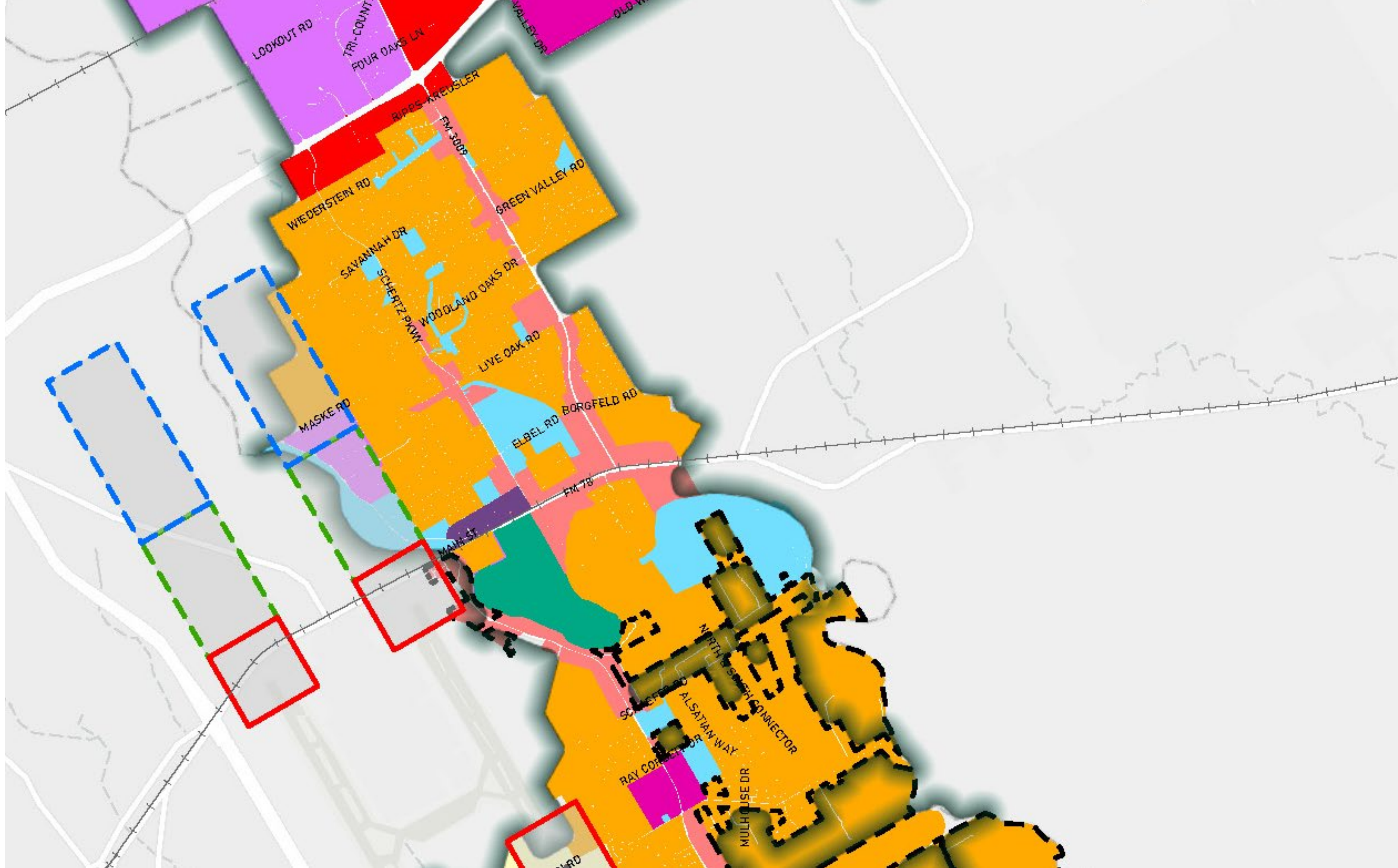
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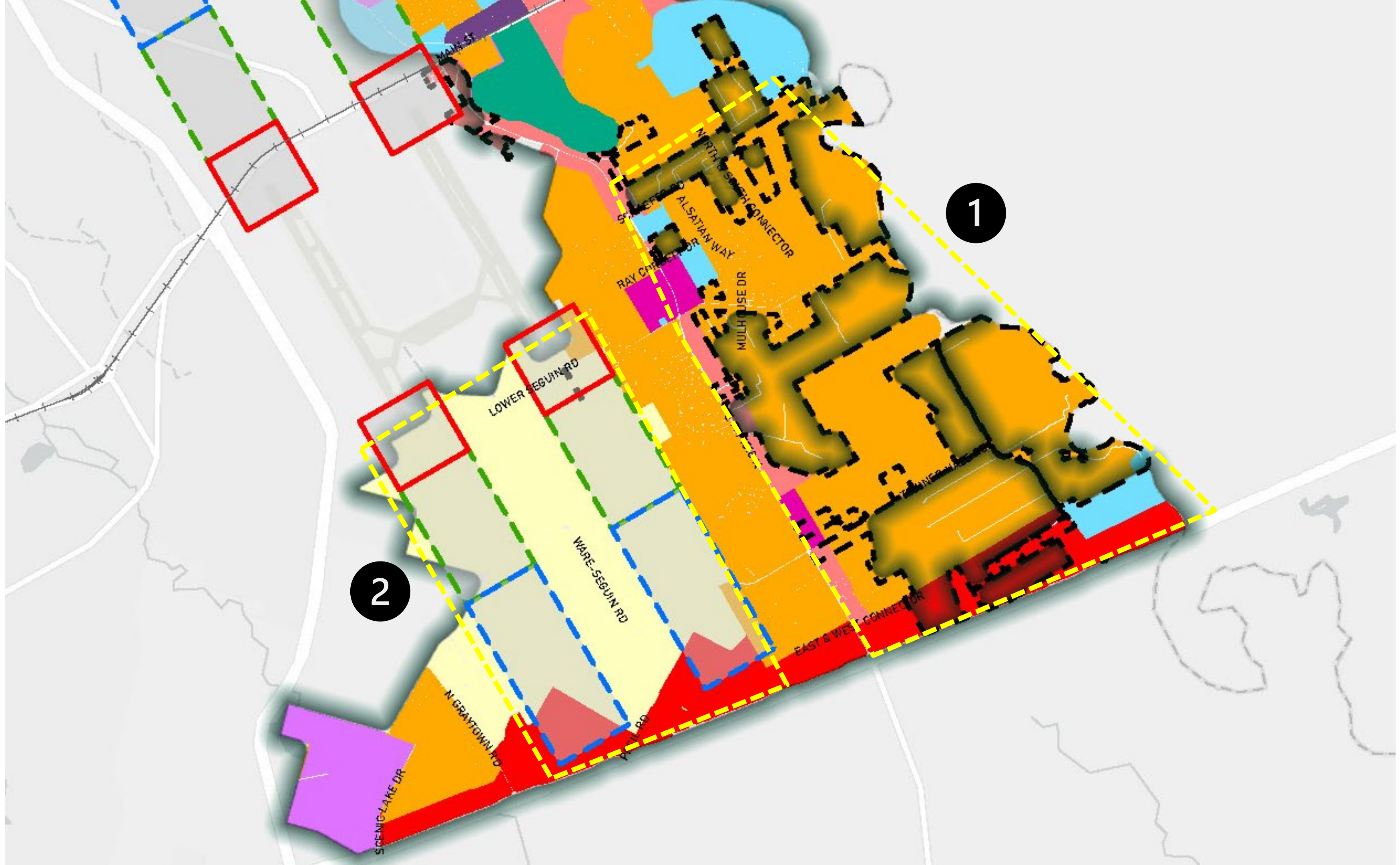
Development DEFERMENT

Development Deferment is a land use category that includes large tracts that currently house heavy industrial uses but have long-term potential to redevelop. These sites should be reconsidered for applicable land uses in future Future Land Use Map updates, at which time those conversations are appropriate.









Final Steps

- **Tonight's Council Meeting – 1st reading for discussion**
- **Final Document Revisions, as necessary**
- **Council Meeting – 2nd reading for adoption**