

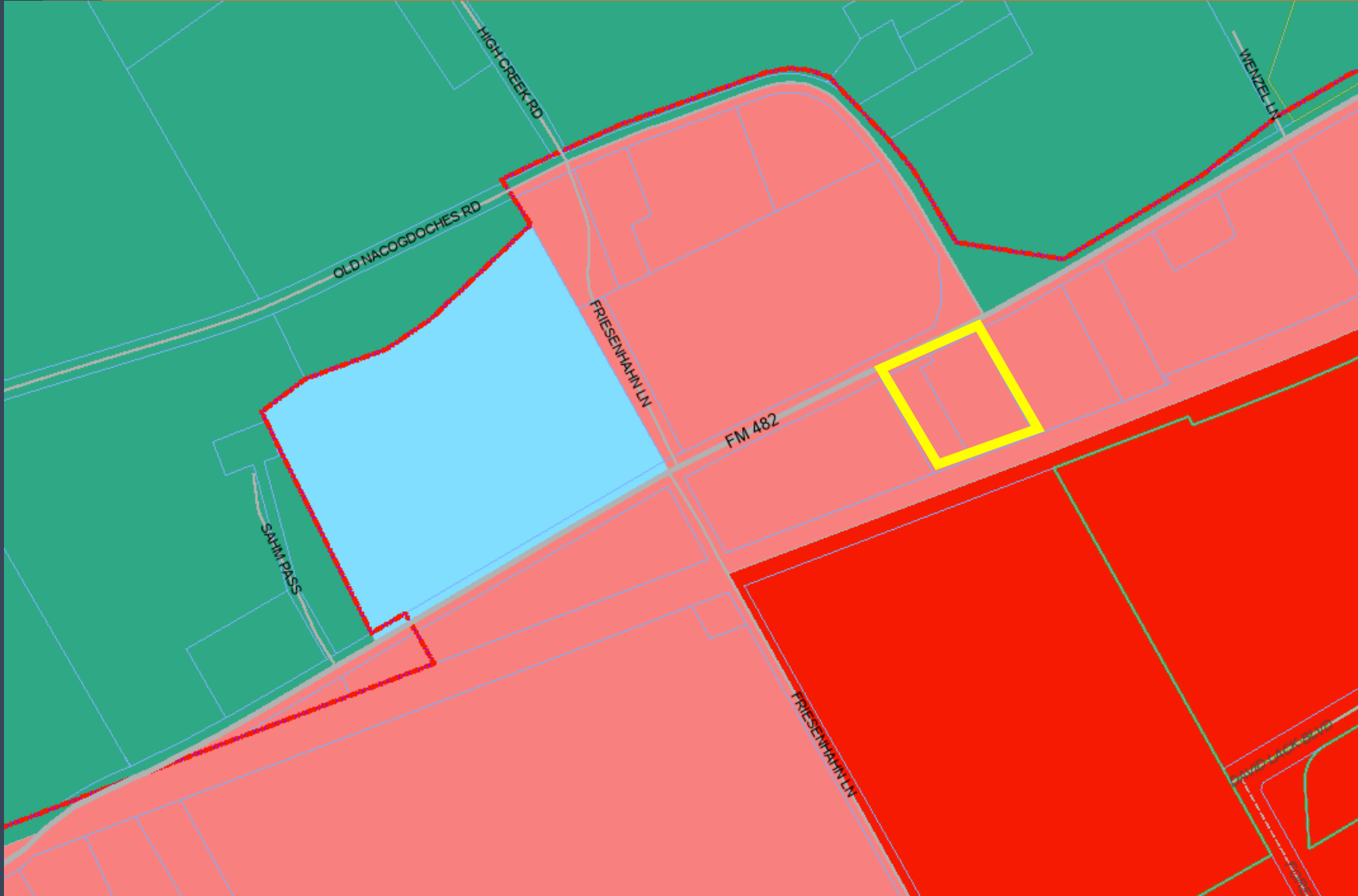
Ord. 26-S-015

Comp. Plan Amendment 2.1 ac

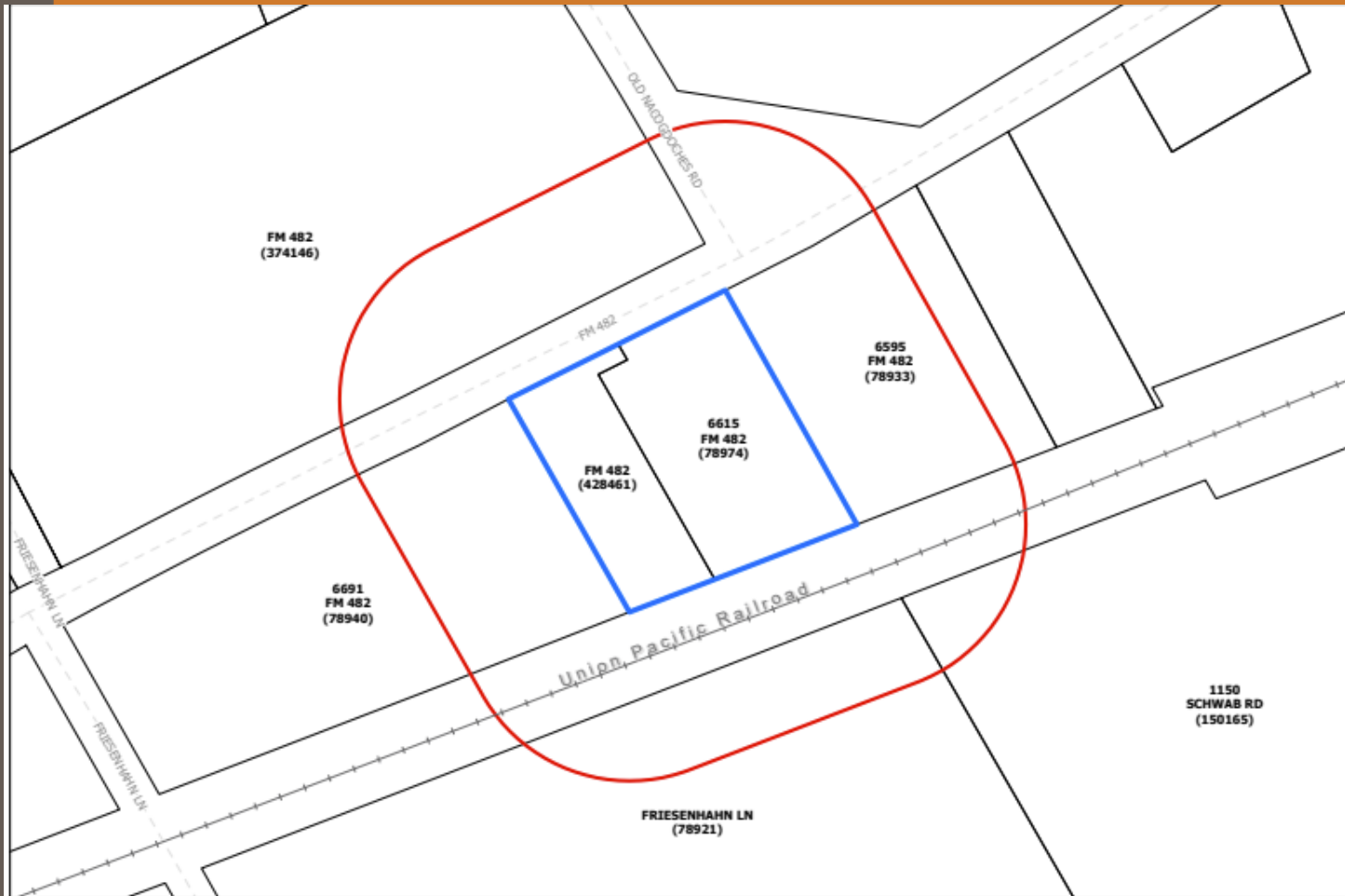
Daisy Marquez | Senior Planner



- 2.1 ac
- Unplatted
- Residence and Older Commercial Buildings
- Accompanied by Zone Change Application Ord. 26-S-016



	Future Land Use Designation
Subject Property	Local Corridor
North	Local Corridor
South	Local Corridor and Regional Corridor
East	Local Corridor
West	Local Corridor



- 7 Public notices were sent on 5.21.26
- As of today
 - (0) in Favor
 - (0) Neutral to
 - (1) in Opposition
- A public hearing notice was published in the “San Antonio Express” June 17, 2026
- A notification sign was placed by the applicant
- P&Z Meeting June 3, 2026

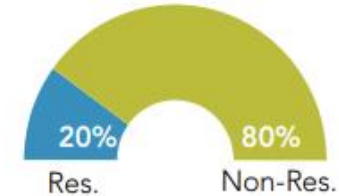


Existing:



Local CORRIDOR

This land use type describes locally oriented commercial and entertainment areas typically situated along medium- to high-volume collector roads with 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.

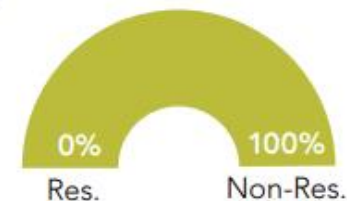


Proposed:



Industrial HUB

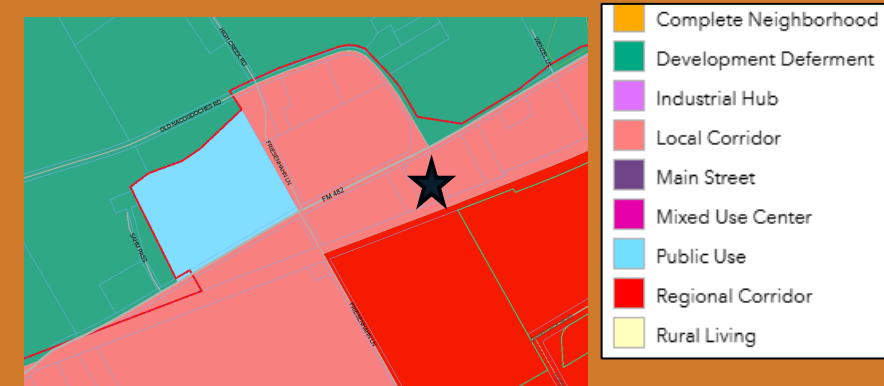
The Industrial Hub land use category includes all light and heavy industrial activities, including manufacturing warehouses, processing, and distribution centers. Optimizing transportation and supply chain logistics, industrial hubs are typically located near major roads, highways, and railways. Industrial 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.



UDC SECTION 21.4.6.D Criteria for Approval

1. The proposed amendment promotes the health, safety or general welfare of the City;

- Comprehensive Land Use Plan :
 - Objectives are intended as a rational and reasonable basis for making decisions about the community.
 - UDC is intended to implement the policies and objectives of the Comprehensive Plan to promote the general welfare of the community.
- Proposed Industrial Hub:
 - Does not implement the policies and strategies of the Comp Plan for Focus Area 5
 - Is not compatible or appropriate with the existing Future Land Use Plan Designations
 - Does not promote the general welfare of the community



UDC SECTION 21.4.6.D Criteria for Approval

2. An amendment to the text is consistent with the goals, objectives, and other policies of the Comprehensive Land Use Plan;

Proposed Amendment is not consistent with the objectives and policies of the Comprehensive Plan.

- Primary Objectives of the Comprehensive Plan
- Market Snapshot

In basic terms, the primary objectives of a comprehensive plan are to accomplish the following:

- Efficient delivery of public services
- Coordination of public and private investment
- Minimization of potential conflicts between land uses
- Management of growth in an orderly manner
- Cost-effective public investments
- A rational and reasonable basis for making decisions about the community

- Explore opportunities to evolve corporate attraction of advanced technologies
- Incorporate retail with placemaking and destination to increase significance
- Expand housing options (missing middle, executive, attainable)
- Invest in local talent
- Maintain strong economic development programs

UDC SECTION 21.4.6.D Criteria for Approval

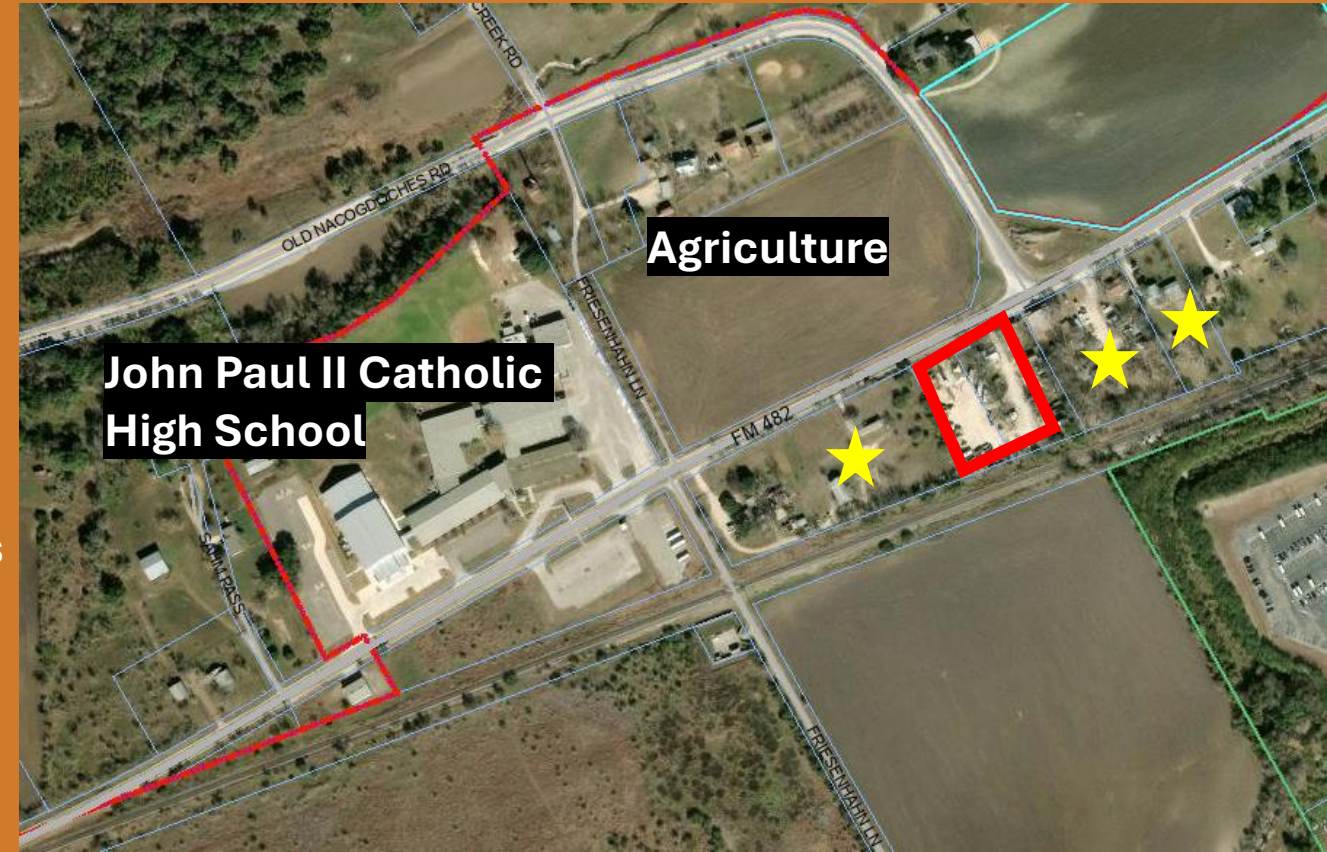
2. Continued

Proposed Industrial Hub

- Permits light and heavy industrial uses and zoning
- Would not be appropriate/ compatible with:
 - Characteristics of Focus Area 5
 - Adjacent Residential Uses
- Does not minimize conflict between land uses

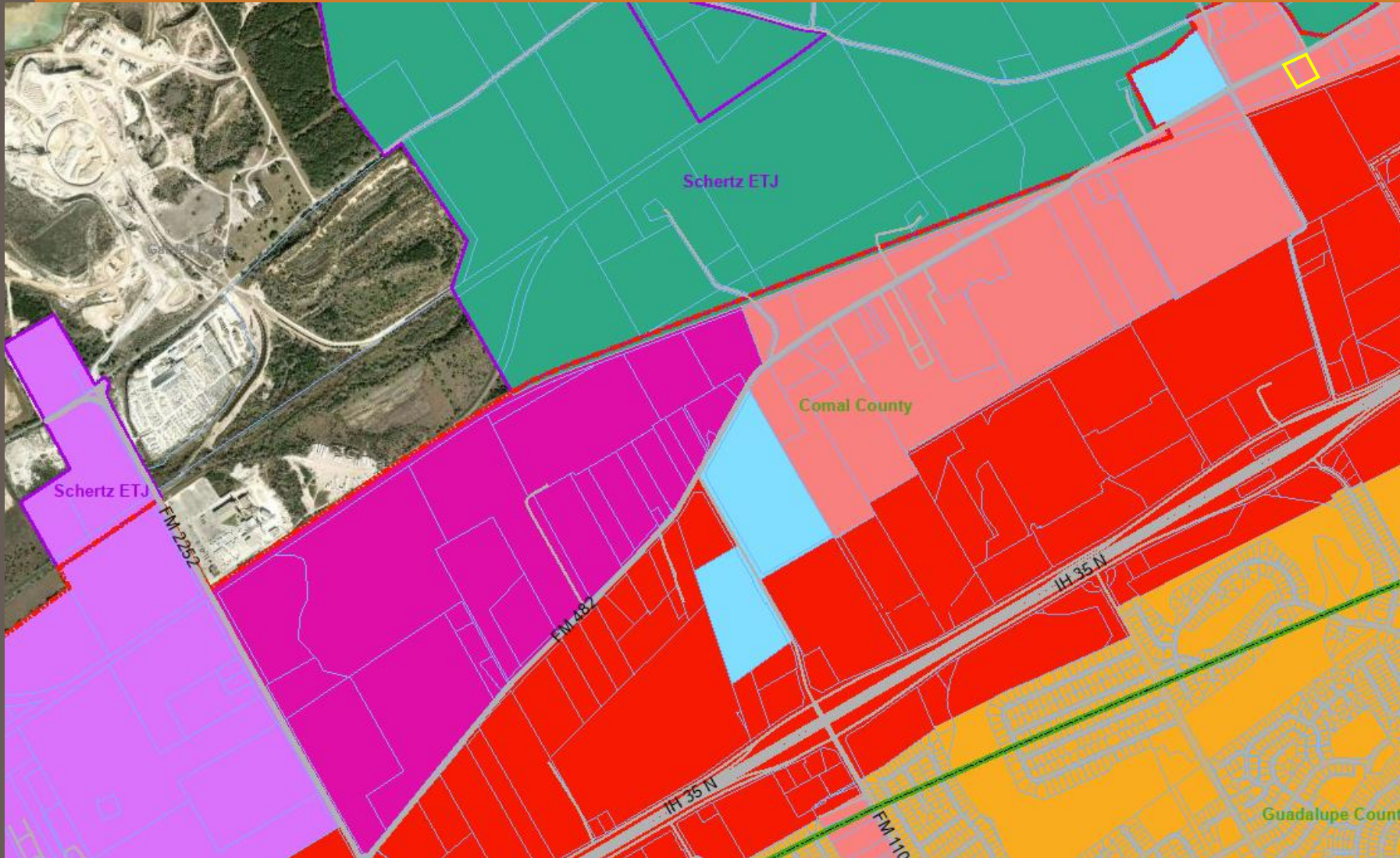
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- A rational and reasonable basis for making decisions about the community



UDC SECTION 21.4.6.D Criteria for Approval

2. Continued

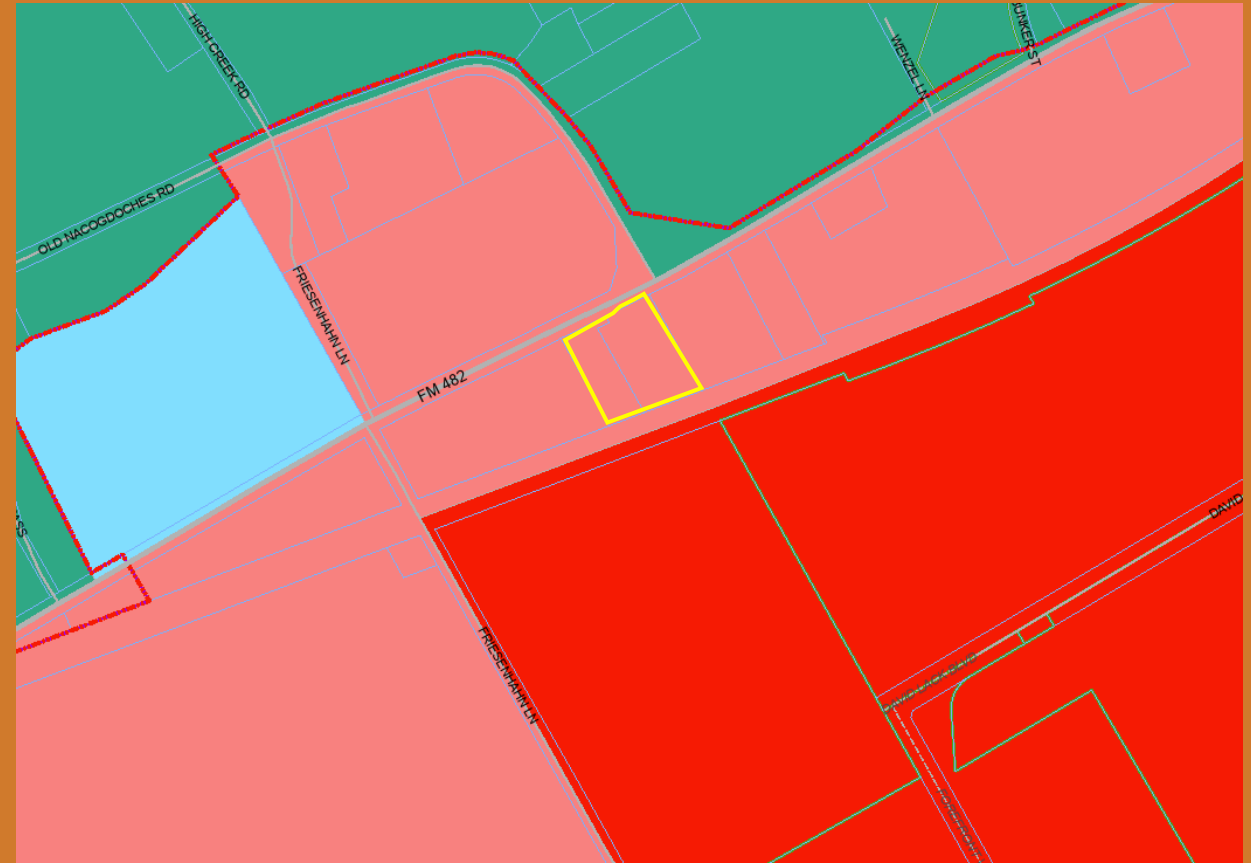


The closest existing Industrial Hub is approximately 2.5 miles away West

UDC SECTION 21.4.6.D Criteria for Approval

2. Continued

- Railroad tracks act as a dividing line for the Comprehensive Land Use Plan and existing Industrial Uses
- Intent of Area:
 - Utilize major transportation corridors to provide retail and commercial destinations to serve residents and attract visitors
 - Utilize existing buildings to emphasize the character of the area to create a destination



UDC SECTION 21.4.6.D Criteria for Approval

3. An amendment to the Future Land Use Map, Master Thoroughfare Plan or any other applicable maps contained in the Comprehensive Land Plan is consistent with the policies of the Comprehensive Land Plan that apply to the Map being amended;

Focus Area 5

Existing Conditions

Focus Area 5 is located in the northeastern part of the City. The focus area runs north of I-35 consisting of a mix of single-family residential, industrial, commercial, retail, office, and public/semi-public uses. The area also contains a significant percentage of vacant parcels indicating potential for development. The northern part of the focus area is located adjacent to the 100-year floodplain.

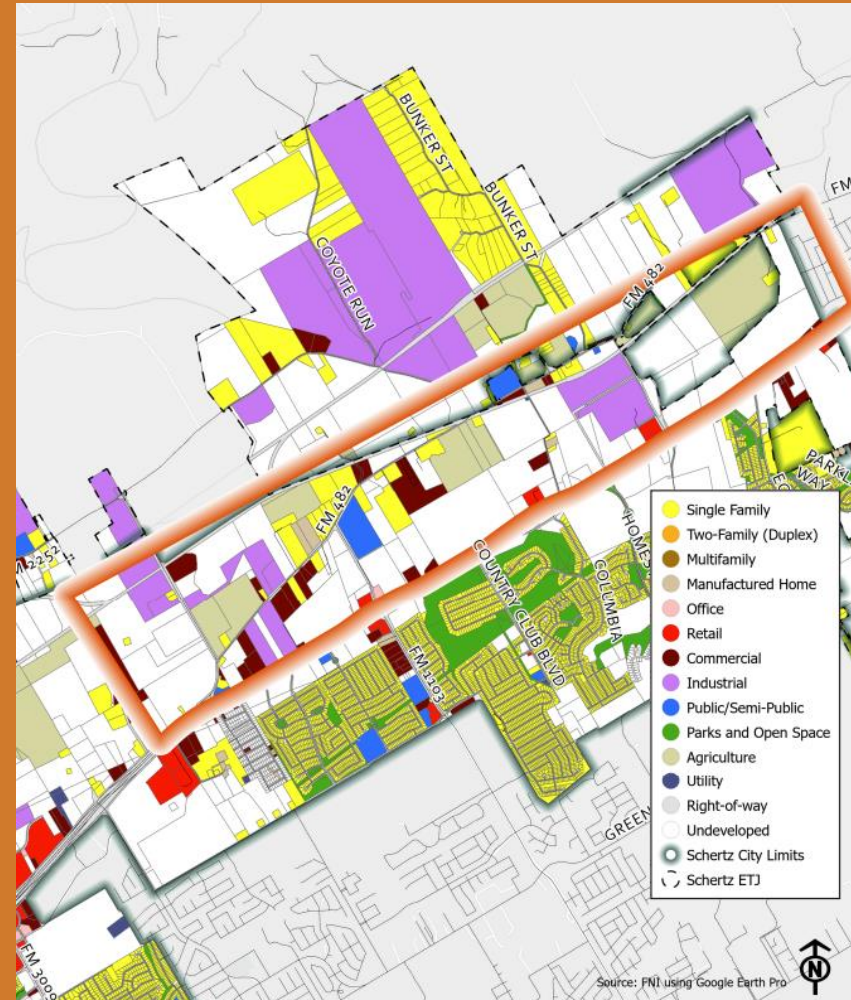
Proposed Land Use and Character

Focus Area 5 is envisioned to be developed as a predominantly commercial area along the I-35 corridor along with mixed-use development and industrial development located in the western part of the focus area. Commercial and mixed land uses are proposed to ensure improved access to necessary services and amenities to improve livability of the adjacent residential areas. The area will allow for grocery stores, entertainment and recreation, medical facilities, restaurants, and retail to serve the residential development located west of I-35 as well as provide a regional draw. There are some existing school and historical assets in the area that should be celebrated and incorporated into future developments, serving to enhance quality of life for existing and future residents of this area.



Recommended Strategies

- Ensure development appropriately considers the 100-year floodplain through design and mitigation. Incentivize the use of low impact development and green infrastructure techniques in private development.
- Attract restaurants, entertainment, and retail uses to the area to support adjacent residential areas as well as provide destinations for visitors from around the City.
- Ensure that commercial development along I-35 is compatible with adjacent residential development and has adequate buffering and transition from the residential uses.
- Encourage commercial retail uses along I-35 to leverage the location of the corridor and boost tax revenues.
- Continue to coordinate with TxDOT on the expansion of FM 2252.
- Ensure access to proposed commercial destinations through extending existing rights-of-way and constructing new rights-of-way.
- Provide a variety of housing options with varied price ranges in the MU Center.
- Encourage a mixed-use center on the northwest side of the focus area, taking into account the potential rail line stop. Emphasize adaptability in the development for various transportation needs. In the event of the rail line stop, consider increasing the area's density to meet the increased demand.



UDC SECTION 21.4.6.D Criteria for Approval

3. Continued

- Focus Area 5
 - Characterized by schools and historical assets that should be celebrated and incorporated into future developments
 - Recommended Strategies:
 - Attracting restaurants, entertainment, retail to support adjacent residential areas
 - Provide destinations for visitors
 - Creating access to commercial destinations
- Proposed Industrial Hub:
 - Does not help meet Focus Area 5 strategies
 - Not consistent with the Comprehensive Plan



UDC SECTION 21.4.6.D Criteria for Approval

4. Any proposed amendment addresses circumstances that have been changed since the last time the plan map or text was considered, implements plan policies better than the current plan map or text corrects a mapping error, or addresses a deficiency in the plan;

- Proposed Amendment:
 - Does not address changing circumstances
 - Does not implement the Comprehensive Land Use Plan Policies better;
 - Does not address errors in the map or deficiencies in the plan

UDC SECTION 21.4.6.D Criteria for Approval

4. Other factors which are deemed relevant and important in the consideration of the amendment.

- Staff has reviewed the proposed amendment and has ensured it meets all UDC requirements.
- Was sent to City of Schertz Fire, EMS, and Police Departments and they did not provide objections.
- P&Z June 3, 2026, Public Hearing Concerns:
 - Industrial Zoning Allowed

Staff Recommendation

The proposed Comprehensive Land Use Plan- Future Land Use Map Amendment to Industrial Hub on the approximately 2.1 acres of land, at the subject location, is not consistent with the objective and policies of the Comprehensive Land Plan and does not correct mapping errors or deficiencies in the adopted Comprehensive Land Use Plan.

Staff recommends denial of Ord.26-S-015.

Planning & Zoning Commission Recommendation

The Planning and Zoning Commission held a public hearing on June 3, 2026, and made a recommendation of denial to the City Council with a 7-0 vote.