

MIDTOWN REGIONAL CENTER PLAN



SA Tomorrow Project Overview

By 2040, Bexar County's population is expected to increase by approximately 1 million people, 500,000 new jobs, and 500,000 new housing units. Planning for this growth and the next 25 years is a complex task and can be uncertain. However, San Antonio is planning boldly. We're tackling the tough issues and making the hard choices because "business as usual" isn't good enough. We're planning now to ensure that our great city captures the type of growth and economic development that is compatible with our community's vision of the future, and provides benefits to all our current and future residents. SA Tomorrow was established to implement the SA2020 vision, and includes three complementary plans: the updated Comprehensive Plan, the Sustainability Plan, and the Multimodal Transportation Plan. These plans all work in concert to guide the city toward smart, sustainable growth.

The SA Tomorrow plans prepare our community for the anticipated population and employment growth, and help us to understand what that growth will look like and how it will affect our daily lives. With a relatively fixed area available for future development, the anticipated population and employment growth will have an impact on our community's overall quality of life and livability. We also have to ask ourselves if it's now time to expand our boundaries or focus on development within the city's existing footprint. To be successful and truly address the long-term issues facing San Antonio, we as a community, need to tackle the difficult questions that arise from an honest assessment of our community's challenges and clearly state the hard choices we must make to achieve the community's vision for the future. Many of these hard choices are rooted in the fact that current trends have resulted in systems and development patterns that are unsustainable or that produce results counter to our community's stated vision and goals.

Reversing decades-old habits and changing entrenched systems is difficult. The three citywide SA Tomorrow Plans started the process for San Antonio. Now, we are working in more focused geographies across the city to implement the policy recommendations and growth patterns called for by SA Tomorrow. These Sub-Area plans — including Regional Centers, Community Areas, and Corridors — will address a range of issues such as land use; transportation and mobility; parks, trails, and open space; housing and economic development strategies; infrastructure; and urban design. This Atlas helps catalogue the most important existing conditions relevant to the Midtown Regional Center Plan. Along with extensive community input, best practices research, and expert technical analysis and advice, these findings will serve as an important input to plan recommendations and implementation and investment priorities.







Table of Contents

Project Overview	
City-Wide Vision and Plans	
SA Tomorrow Sub-Area Planning	
Project Area Overview	
Plan Area Location	
Plan Area History	
Major Landmarks, Neighborhoods and Institutions	
Demographic and Economic Profile	
Population and Housing	14
Employment	16
Commercial and Industrial Development	
Previously Adopted Plans	
Existing Conditions Mapping and Analysis	
Natural Systems	
Existing Districts	
Land Use	
Transportation and Mobility	
Amenities and Access	
Public Investments	
Preliminary Opportunities	

City-Wide Vision and Plans

SA2020

The SA2020 vision originated with a series of public forums in 2010 to develop goals for improving San Antonio by the year 2020. The process was a community-wide visioning effort guided by a steering committee of community leaders and representatives. In addition, thousands of San Antonians participated in the visioning process, which culminated in a detailed report, released in 2011, that outlined a bold strategic vision for San Antonio's future. The SA2020 vision provided a significant foundation for the three SA Tomorrow plans, reflecting the community's desire to support economic development and new jobs while fostering community arts, education, health and culture.



Vision 2040 was a community-driven process to update VIA Metropolitan Transit's Long Range Comprehensive Transportation Plan through the year 2040 and develop our region's vision for the future of public transportation. The Vision 2040 planning process occurred alongside SA Tomorrow and identifies a range of transit solutions to serve our region's busiest and most vibrant areas of activity, employment and housing. The plan presents various modes of transportation, and develops system alternatives to understand how transit could affect our region. By engaging the community, Vision 2040 will work to evaluate all alternatives and identify a preferred system plan that meets the transit needs of today and tomorrow.



SA Tomorrow Comprehensive Plan

The SA Tomorrow Comprehensive Plan addresses wide-ranging and interconnected citywide issues. As a long-range vision for San Antonio, the Plan provides strategic direction for decision making and community investment. Perhaps the most important task tackled by our community when crafting this Comprehensive Plan was determining where growth should be directed and encouraged, and doing so in a way that protects vital historic, cultural, social and natural resources.

If guided properly, the expected influx of new residents and jobs will enhance our city and all our residents. Planning now allows us to direct growth in a manner consistent with the community's vision and our goals for the future. The Comprehensive Plan provides an overarching framework for the physical form of San Antonio. It outlines how regional centers, corridors and neighborhoods work in concert to create the San Antonio we envision over the coming decades. In addition, 12 prototype place types offer examples of development models that can build upon and protect existing and future community assets while also creating places that are livable, inclusive and sustainable.

Policy guidance in the Comprehensive Plan is based on nine topical Plan Elements that address topics including: city growth patterns, transportation, housing, economic competitiveness, natual resources and the environment, the military, and historic preservation and cultural heritage, among others. Each Plan Element chapter includes an overview of key issues and challenges specific to the element and provides a set of goals and policies that set the direction for how our community will respond to or address the challenges before us



SA Tomorrow Sustainability Plan

The Sustainability Plan focuses on the three pillars of sustainability (economic, environmental, and social) and is the roadmap for both the community and the municipal government to achieve the overall vision of a sustainable San Antonio as an inclusive and fair community with a thriving economy and a healthy environment. The Sustainability Plan highlights seven focus areas and five cross-cutting themes. Each focus area has its own vision, outcomes, strategies and measures of success. The cross-cutting themes identify and highlight key priorities. Additionally, these crosscutting themes were considered and integrated into each of the major components and elements of the SA Tomorrow Comprehensive Plan and the Multimodal Transportation Plan.



SA Tomorrow Multi-Modal Transportation Plan

The Multimodal Transportation plan is a dynamic, balanced, and forward-thinking plan for all modes of transportation, including cars, transit, bicycles, and pedestrians. It communicates the City's transportation strategy and and serves as a tool to analyze transportation priorities to best meet community goals. The City worked with stakeholders, partner agencies and the larger community to develop a plan that builds upon and operationalizes SA Tomorrow Comprehensive Plan goals and policies, incorporates all modes of transportation and recommends a sustainable, safe and efficient transportation system that can support the new residents, housing and jobs anticipated for our community over the coming decades.

SA Tomorrow Sub-Area Planning

Comprehensive Planning Program

The Comprehensive Planning Program (CPP) is the city's coordinated approach and process for city planning. It provides the rationale and goals for the city's long-range development efforts and contains three main service components: Building Capacity, Comprehensive Planning, and Implementation. The SA Tomorrow process identified several changes to be incorporated in the CPP, including new planning approaches and geographies. The intent of the revised hierarchy is to ensure that planning at all levels in San Antonio is completed in an efficient and effective manner with meaningful participation and buy-in from neighborhoods, property owners, business owners, partner agencies, major institutions and other key stakeholders.

While the Comprehensive Plan is the overarching planning and policy document for the City, there are four other planning levels including: Regional Plans (developed in collaboration with partner agencies to guide regional and multi-jurisdictional services and/or infrastructure investments); Citywide Functional Plans (directing specialized components of city planning such as transportation, economic development, housing, natural resources and sustainability); Sub-Area Plans (providing detailed strategies for specific geographies, such as regional centers, corridors, and neighborhood groupings, aligning them with higher level plan); and Specific Plans (addressing smaller scale geographies and focused on implementation).

The Midtown Regional Center Plan that this Atlas addresses is part of the Sub-Area planning program described in more detail below.

San Antonio Sub-Area Planning

Following adoption of the Comprehensive Plan in August 2016, the Planning Department is working with communities to create Sub-Area plans for the 13 Regional Centers and 17 Community Areas that collectively cover the entire City of San Antonio.

Regional Centers are one of the major building blocks of San Antonio's city form and a focus of the overall SA Tomorrow effort. While most cities have one or two larger employment centers, we have 13. This provides challenges and opportunities. A major organizing principle of the City's Comprehensive Plan is to focus growth in these Regional Centers, building on the existing pattern of development. They are envisioned as new "places" where we live, work, and play. Each center is different and its development will be influenced by its existing uses. However, many of the centers are also well-positioned to develop as vibrant mixed-use places. They offer a variety of housing options and price ranges, allow higherdensity and incorporate carefully designed and located amenities that will benefit both residents and employees of the center. San Antonio must focus its investment and infrastructure strategies on supporting and leveraging the unique identity and assets of each center.

Community Areas form the rest of San Antonio outside of the Regional Centers. These areas comprise many of our existing neighborhoods, grouped by geography and common history, challenges, and opportunities. By proactively directing a higher proportion of growth to our Regional Centers, we aim to limit the impacts of that growth on existing, stable neighborhoods. However, cities and neighborhoods are always evolving. We must plan to adapt to and leverage change for all our existing and future residents by creating complete neighborhoods and communities that provide a full range of amenities and services, a variety of housing and transportation choices, and opportunities for employment, shopping, education, and recreation.

The Regional Center and Community Area Plans will address the following topics based, in part, on the existing conditions identified in this Atlas: Land Use; Parks and Open Space; Economic Development; Housing; Mobility and Infrastructure; Placemaking and Urban Design; and Policy and Investment Priorities.

SA Tomorrow SA Corridors

SA Corridors is a collaborative effort to help lay out the future of our city in the most equitable, sustainable, and efficient way possible. It is one of the first steps in implementing SA Tomorrow as well as VIA's Vision 2040 plan, which both identified corridors as areas where future growth should be concentrated where appropriate. SA Corridors objectives overlap with and support the ongoing Sub-Area planning efforts. The plan develops a recommended future land use map and plan for 12 corridor areas, respecting existing small area and neighborhood plans while helping to implement SA Tomorrow. In addition, SA Corridors recommends proper regulations and incentives are in place to realize SA Tomorrow's vision for growth and economic development around VIA's transit investments, and to help bring about new and more transit-supportive types of development that meet a range of desires and incomes.

Three Types of Regional Centers

The 13 regional centers are grouped in three categories based on analysis of their existing conditions, unique traits and potential growth capabilities. It is important to note that they are not homogenous places. Although they cover large areas, each one includes multiple place types, urban forms and land uses.



Activity Centers

These areas have high concentrations of people and jobs in a mixed-use environment. They should be highly walkable and well connected by multiple types of transportation and transit. They should have an even mixture of jobs and housing and contain amenities that support residents, workers and employers within the centers and also throughout the city. Many are home to our educational, entertainment and cultural institutions.



Logistics/Services Centers

These areas have superior connectivity for the movement of goods and people including air, freight/rail and roadway transportation. This positions them as launching points for the city's exports and imports. These centers have large, coordinated areas of single uses, and concentrated nodes of mixed-use, with more jobs than residents. They provide goods and service to support businesses and residents adjacent to the center.



Special Purpose Centers

These areas have large employers, institutions and/ or concentrations of similar types of employment. These centers typically require or a barrier or buffer to separate their specialized activities from surrounding areas. They mostly contain primary employers and supportive services and amenities.

Regional Centers are one of the key building blocks of our city's future. In order to leverage their potential to help absorb San Antonio's projected growth we need a clear vision and strategic plan for each. These regional center plans need to refine each center's boundaries, identify areas of change and stability, and develop a detailed land use plan that prioritizes infrastructure, policy and program improvements. While these centers should promote higher-density, mixed-use development, not all areas within a regional center are recommended for this type of growth. For example, existing historic districts and neighborhood conservation districts are not recommended for higher-density development and should receive enhanced protection to prevent this. Our historic and conservation districts are some of our city's greatest assets and our development policies should protect them. Regional center plans must be respectful of these special areas when defining development opportunities.

Regional Center Area Profile

MIDTOWN REGIONAL CENTER PROFILE

Existing & Aspirational Scores 96% Transit Utilization 100% 83% 90% Walkability 68% 80% Median Commute Distance 100% Employment Density of **Developed Land** 87% 100% Residential Density of **Developed Land** 50% 62% Ratio of Employees to Residents 60% 34% Per Capita Income 63% 65% Housing + Transportation Index 64% 90% Job Diversity Index

Strengths: The Midtown area has a high concentration of jobs and housing in a walkable environment.
Population (2015 estimate): 10,302
Households (2015 estimate): 4,380
Single-family to Multifamily Housing Units Ratio:
1.00
Employment (2013 estimate): 16,950
Largest Industries (by employment): Healthcare,
Education, Transportation Services
Acres: 1,190
Developed Acres: 1,110

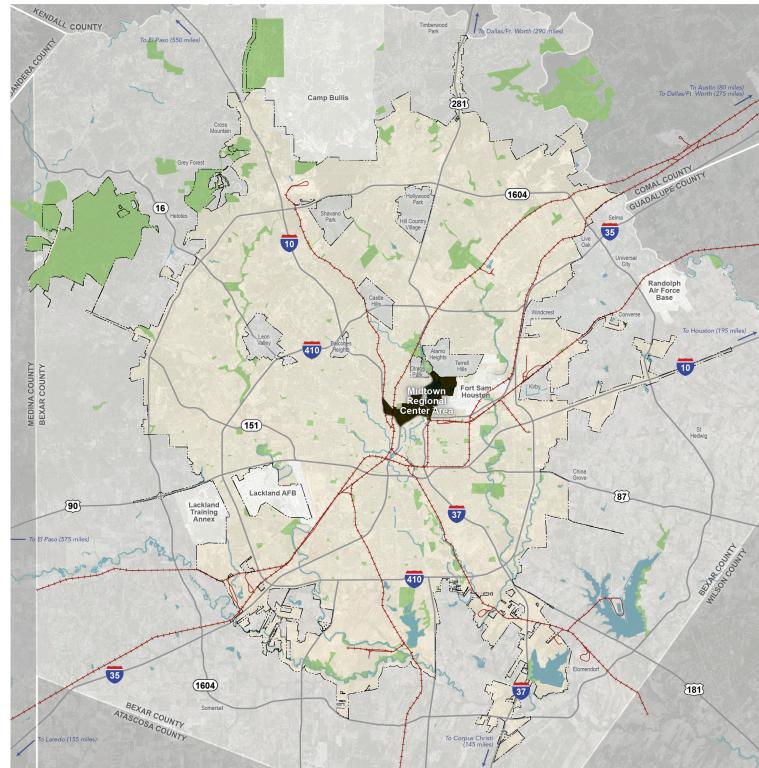


Located between Downtown and the historic neighborhoods to the north, Midtown is the nexus of live, work and play in central San Antonio. Anchored by Brackenridge Park, San Pedro Springs Park, San Antonio College and the Pearl Brewery redevelopment, Midtown increasingly attracts multifamily residential development and businesses in creative industries. Broadway, one of several major arterials connecting Downtown to Midtown and neighborhoods to the north, is slated to become a major cultural corridor in San Antonio.

Tasks Ahead: The Midtown area will benefit from additional job diversity, particularly those which help increase incomes of residents in the area.



The renovated Fred Meyer in the Uptown neighborhood of Portland, Oregon added an active street edge with additional shops and restaurants on a former parking lot.





Water Body



History of the Midtown Regional Center Area

San Antonio's history is deeply rooted and woven with Midtown. Native Americans used areas near the San Antonio River for at least 12,000 years prior to European exploration, and were present when Spanish explorers and settlers began arriving in the 16th and 17th centuries. San Antonio's earliest permanent settlement, a presidio and mission, were probably founded in 1718 near San Pedro springs, though the exact location is unknown. When the settlement was moved farther south in the 1720s, the springs continued to provide water to the new community. In the 1720s and 1730s the Spanish constructed acequias to carry water south from San Pedro Springs and the San Antonio River for irrigation and household use. Several acequias including the famous Acequia Madre traveled through Midtown.

Brackenridge and San Pedro Springs Parks were originally protected as open space in the latter half of the 1800s, and began taking the form and programming of what might now be recognized as parks around the turn of the century. Given its long and varied use by different cultures over millennia, Brackenridge Park has been called one of the most, if not the most culturally significant parks in the United States.

After European settlement, most Midtown areas were farmed and grazed until residential development began in the late 1800s with some of the first streetcar lines, although University of the Incarnate Word had been established in 1869. Subdivision and residential neighborhood construction moved into northern Midtown neighborhoods in the early 1900s, along with the construction of streetcar lines on many of the north-south oriented primary streets. Midtown's neighborhoods and some main streets exhibit craftsmen homes and Spanish colonial revival style commercial buildings from the streetcar and post-streetcar eras. San Antonio's streetcar lines stopped operating by the middle 1930s.

Interstates 35 and 10 were built in the 1950s and 1960s, dividing neighborhoods and leading to disinvestment as the economics of transportation increasingly incentivized development farther afield. San Antonio College moved its campus between San Pedro Springs Park and Main Ave in 1951, and Trinity University, adjacent to the Midtown Regional Center, moved to its present day campus in 1952. The three post-secondary schools have risen to national prominence and together serve around 30,000 students in and adjacent to Midtown.

Slow and sporadic revitalization of some Midtown neighborhoods began occurring between the 1970s and 1990s. The Broadway Cultural Corridor's current evolution will leave a multi-generational legacy for Midtown and San Antonio. The more recent founding of the DoSeum, and major renovations and additions to the Botanical Garden, Witte Museum, Brackenridge Park, the San Antonio River, and the Broadway streetscape continue setting the area apart as a regional and national destination.





11



Midtown's history runs deep. Native Americans, 18th century missionaries, canary island immigrants, 1920's era families, and some of San Antonio's great organizers all made lives and community here.

Midtown Infrastructure and Institutions

Major Landmarks and Infrastructure

People in Midtown orient themselves in the landscape using countless distinct and recognizable buildings, parks, streets, and other features. There are several large buildings in Midtown that are visible from several blocks away. Buildings over six stories in height include:

- The Broadway Apartments, AT&T Building and 4001 N. New Braunfels Apartments
- Hotel Emma between Karnes Street and the San Antonio River
- The Aurora Apartments next to Crockett Park
- Metropolitan Methodist Hospital and HEB Cypress Tower east and south of Crockett Park
- The Moody Learning Center at San Antonio College
- Villa Tranchese Apartments
- Park View Apartments
- Downtown skyline (outside of plan area)

Major visible infrastructure includes: interstate highways 10 and 35, U.S. 281, the San Antonio River, and San Pedro Springs Creek. Regionallysignificant parks include San Pedro Springs Park (outside of the planning area) and Brackenridge Park.

Neighborhoods and Institutions

Neighborhoods within Midtown are Mahncke Park, Westfort Alliance, a small portion of Government Hill, Tobin Hill, 5 Points and St. Ann's/Uptown. Neighborhood Associations organize and advocate within each of these neighborhoods. People living in multiple neighborhoods surrounding the Plan Area also feel deep connections to places and experiences in Midtown.

Other civic, cultural, and grassroots organizations that have roots in Midtown include, but are not limited to:

- Pan American Golf Association
- Esperanza Peace and Justice Center
- North St. Mary's Business Association
- St. Ann's Church
- Temple Beth-El
- Metropolitan Community Church
- Multiple other churches and religious organizations
- Refugee and Immigrant Center for Education and Legal Services
- Theatre and arts organizations



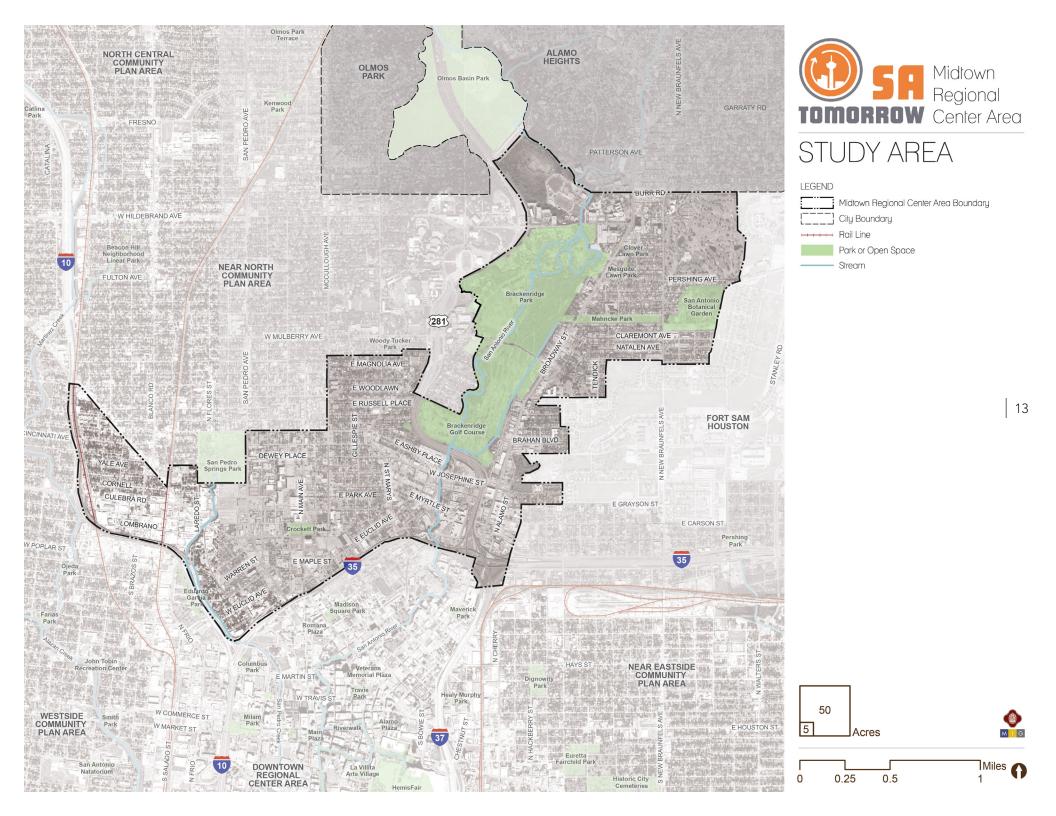
Hotel Emma is an anchor institution in the Pearl District.

Major institutions bordering the Midtown Area include Ft. Sam Houston and Trinity University; and those inside Midtown include the following:

- Culinary Institute of America
- University of the Incarnate Word
- San Antonio College
- The Witte Museum
- The DoSeum
- The Botanical Garden
- The San Antonio Zoo
- Metropolitan Methodist Hospital
- VIA Metropolitan Transit
- San Antonio River Authority
- San Antonio Housing Authority
- Salvation Army
- Brackenridge Park Conservancy
- San Antonio Independent School District
- KIPP Schools in San Antonio



The University of the Incarnate World's 154 acre main campus is in the Midtown Brackenridge district.



Demographics and Economic Profile

Midtown saw a population decline from 2000 to 2010, however spurred by major redevelopment and revitalization of the area it has rebounded. Residents of this area tend to live in smaller households, are older on average than the City and MSA, and are far more likely to be renters. Residential growth has increased significantly over the past 5 to 7 years, driven by the Pearl Brewery redevelopment. Commercial and office growth has begun to respond to the reinvestment in the area, especially along the Broadway Cultural Corridor, however the success of the Pearl area and downtown has pushed development pressures to surrounding neighborhoods.

Overall, the Midtown Regional Center:

- Has experienced significant population and household growth since 2010 after a decade where population and household totals declined. As a result, the population of Midtown was actually the same in 2016 as it was in 2000 despite the recent growth.
- Has, on average, an older population and smaller households than the region, with many more 1-person and non-family households, and significantly higher percentage of renter households.
- Has wide diversity of housing types with historic single family neighborhoods, older homes converted to multi-unit buildings, and an influx of new, large apartment buildings and new townhomes/rowhomes
- Has major employers that anchor the area including San Antonio College and Metropolitan Methodist Hospital. The area has also attracted a collection of smaller

professional services firms along its arterial corridors, which are diversifying the economic base and beginning to spur office development

Has experienced a revitalization of its commercial areas driven by the Pearl redevelopment and increased housing growth and demographic changes, which is attracting visitors to the area for shopping, food and entertainment, and fueling the continued housing growth.

Population

After declining by 1,750 people between 2000 and 2010, the Midtown Regional Center saw annual population growth of 300 people, a rate of 2.2% annually between 2010 and 2016, returning to the approximate 2000 population. The area now has a population of 14,443. The number of households followed a similar pattern, declining from 2000 to 2010 and then increasing by 780 households, at an annual rate of 2.3% from 2010 to 2016. The rate of growth since 2010 is greater than the City overall, which grew at less than 2% annually over that same time. Characteristics of households in the Midtown Regional Center vary considerably from the City overall; Midtown households are smaller on average, with an average household size of 2.13 compared to the city average of 2.73. Additionally, Midtown has 59% non-family households, compared to only 35% in the City and 31% in the MSA, and 51% of households in Midtown have only 1 person, compared to 28% in the City and 25% in the MSA.

Age

The Midtown population is older than the regional population overall; the median age in the area is 35.7 years, compared to 33.7 in the City and 35.0 in

the MSA, and only 23% of the population is under age 20, compared to 28% in both the City and the MSA. 26% of the Midtown population is within the "Millennial" age cohort – those born between about 1980 and 1995 – slightly higher than the 24% in the City and 22% in the MSA. Midtown also has a slightly higher concentration of seniors than the region, with 14% of the population over age 65, compared to 12% in the City and 13% in the MSA.

Race and Ethnicity

The population in Midtown is 68% Hispanic, higher than the 65% in the City and 55% in the MSA, and 70% White, slightly lower than 71% in the City and 74% in the MSA. The area has a Diversity Index score of 72, the same as both the City and the MSA. Measured from 0 to 100, this number represents the likelihood that two random persons in the same area belong to different race or ethnic groups.

Income

Per Capita income in Midtown is similar to the region overall, however median and average household income are both lower than the City and the MSA (Table 1).

Education

The education of the population and workforce in the Midtown Regional Center varies from the region overall. The area has a diverse mixture of residents by education levels, with higher than average concentrations of residents without a high school diploma (21% of the population aged 25 and older) and residents with a college degree (40%). Despite this difference in the population that lives in Midtown, the education required for jobs in the area mirrors the overall distribution in the County.

2016 Personal and Household Income

	Midtown	City of San Antonio	San Antonio MSA
Median Household Income	\$30,747	\$46,460	\$54,186
Per Capita Income	\$23,779	\$23,976	\$26,902
Average Household Income	\$46,903	\$65,213	\$74,515

Source: ESRI; Economic & Planning Systems

Table 1: 2016 Personal and Household Income





Housing

While average housing costs in Midtown are similar to the County overall, costs for new product are higher than the region. The average single family home value is close to \$180,000 - 110% of the County average value of \$163,000. However, sales of recently constructed infill housing indicate an upward trend in values, with new product listing and selling in the upper \$300,000 to mid \$400,000 range.

The same trends are seen in apartments. The average rental rate for an apartment unit is close to the County average, at \$906 per month or \$1.11 per square foot. Rents for new development (built in 2010 or later) are much higher, averaging \$2,137 per month, or \$2.23 per square foot. This is higher than the County average for new product of \$1,226 per month, or \$1.38 per square foot.

The composition of housing stock in Midtown is significantly different from the region overall. Only 40% of units are single family detached homes, compared to 64% in both the City and the MSA. 23% of housing units are in structures with 2 to 4 units (compared to only 6% in the City and 5% in the MSA). The area also has a much higher share of multifamily units compared to the City, with 36% of housing in structures with 5 or more units, compared to 26% in the City (18% in the MSA).



Housing tenure is where some of the biggest differences from the region appear; only 25% of housing units in Midtown are owner-occupied, and 75% are renter occupied. This is in contrast to the City split of 53% owner and 47% renter, and the MSA split of 61% owner and 39% renter. The age of householders in Midtown is similar to the overall region. The vacancy rate in Midtown was 17% in 2016; while this is much higher than the 8% vacancy in the City and the MSA, Midtown has a fair amount of new construction, older vacant homes, and homes being used as short-term rentals (e.g. AirBnb) that may be affecting this value.

The population growth experienced in the last 6 years is also reflected in new housing development over that time, largely multifamily development. Nine new apartment projects were completed in the area since 2010, totaling 1,491 new units, and three projects are currently under construction. Additionally, there is a 223-unit project currently proposed for the area.

Employment

The Midtown Regional Center had 20,600 jobs in 2016. Employment in the area is anchored by health care and professional services. Nearly 21% of employment in Midtown is in Healthcare and Social Assistance, a larger share than the 15% in the County overall. The next largest employment sector is Professional, Scientific, and Technical Services, with close to 13% of area employment (this sector comprises 8% of County employment). Growth of jobs in this industry in this subarea has been largely in small firms occupying existing buildings along the arterial corridors. The two other largest industries are Accommodation and Food Services and Educational Services, each with 10% of Center employment (11% and 9% in the County, respectively). Major employers in the area include: San Antonio College; Metropolitan Methodist Hospital; and VIA Metropolitan Transit Authority

The wages of jobs in Midtown are similar to those of the County overall. 26% of jobs have earnings of \$15,000 or less, the same as the County, 34% have earnings of between \$15,000 and \$40,000 annually (compared to 37% in the County), and 40% of jobs have earnings of over \$40,000 annually, compared to 37% in the County.

Almost no employees in the Midtown Regional Center live in the area -98% of workers commute in from other places. However, the majority (over 50%) live nearby and commute less than 10 miles to work, and another 29% commute between 10 and 24 miles.

Commercial and Industrial Development

Office

The Midtown Regional Center has 2.7 million square feet of office space, and the inventory increased by close to 250,000 square feet since 2005. Office vacancy rates are 5.53%, lower than the County average of 9.98% and indicating a demand for new space. The average office rent of \$19.31 is in line with the County average of \$19.30, and rents have increased at an average rate of 1.7% annually since 2005. There have been 5 new office projects built in the area since 2010, including The Lab at The Pearl, totaling 146,000 square feet of new space, however there has been no new office development in the area since 2013. There is a six story office building about to start construction at the Pearl (1801 Broadway Ave), which will add 120,000 new square feet of office space.

Retail

The Midtown Regional Center currently has 1.6 million square feet of retail space; the inventory of retail space in the area has decreased by 116,000 square feet since 2005 despite the growth of new businesses. Much of the new retail and restaurants in the area have occupied existing buildings aside from the Pearl redevelopment and the ground floors of new apartment buildings. Vacancy rates for retail in the area are 6.08%, higher than the County average of 4.18%, however the average rent of \$18.01 is much higher than the County average of \$14.88. Retail rents in Midtown have increased an average of 4.6% per year since 2005, reflecting the constrained inventory in the area.

Although recent projects have not replaced the lost inventory, there have been 7 new retail developments in the area since 2010, totaling 65,500 square feet of new space. There is currently one 7,500 square foot project under construction in the area. New retail projects in Midtown average only 9,100 square feet.

Industrial

The Midtown Regional Center currently has 1.7 million square feet of industrial space; the inventory of industrial space in the area has decreased by 246,000 square feet since 2005. Vacancy rates for industrial space in Midtown are 3.48%, lower than the average of 5.6% in the County, and rents are \$6.09, higher than the \$5.25 County average, possibly reflecting the constrained inventory. However, rents for industrial space in Midtown have decreased since 2005, at an average rate of 3.7% per year. There has been no new industrial development in Midtown since 2010.

Hotel

There are 5 hotel properties in the Midtown Regional Center, totaling over 275 rooms. Only 1 of these properties was built or renovated in the past 5 years – Hotel Emma at The Pearl was completed in 2015, with 146 rooms.

Largest Employers San Antonio College Metropolitan Methodist Hospital VIA Metropolitan Transit Authority

Largest Employment Sectors Health Care, Retail Trade, Education, and Accommodation





New Commercial Sq. Ft. since 2010

220,000 square feet

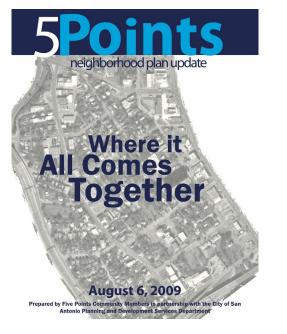
Previously Adopted Plans

Neighborhood Plans

The Midtown Neighborhoods Plan (2000) area overlaps the Uptown/St. Ann's Neighborhood and Fredericksburg Road in the western portion of the current Midtown Plan Area, but mostly addresses the Beacon Hill and Alta Vista Neighborhoods and their commercial corridors to the north. The Midtown Neighborhoods Plan emphasizes preservation, maintenance and rehabilitation of existing buildings and neighborhood character, both commercial and residential. It supports improving pedestrian environments, high-capacity transit service, and mixed use development on Fredericksburg road, while preserving commercial building facades. The VIA Metropolitan Transit Facility is designated mixed use, and the industrial area south of Culebra is designated Industrial on the future land use map.

The 5 Points Neighborhood Plan (2009) emphasizes conservation of the existing diverse housing stock. The 5 Points Neighborhood Plan envisioned commercial development on San Pedro and Cypress with parking in the rear, and buildings scaled and oriented to encourage walking. The Plan gives more attention to N. Flores Street, prioritizing placemaking and streetscaping projects and future land use designations to encourage one-to-two story mixed use development on N. Flores Street. The Plan gives more attention to N. Flores Street, prioritizing placemaking and streetscaping projects and future land use designations to encourage oneto-two story mixed use development.

The Tobin Hill Community Plan (2008) designated future land use for expansive areas to mixed use development, while retaining low and medium density residential designations for existing single family, duplex, and triplex areas in the central portion of the plan area and between St. Mary's and Highway 281 north of Josephine. Blocks on the east side of San Pedro, along both sides of St.



Mary's, and McCullough were designated as low density mixed use. Other areas were designated high density mixed use. The Tobin Hill Community Plan includes extensive infrastructure recommendations supporting a multimodal transportation network.

The Government Hill Neighborhood Plan (2010) area overlaps several blocks near Broadway that are included in the Midtown Plan Area. The Plan designated these blocks as commercial and institutional, though subsequent plan amendments have changed the future land use for these areas to mixed use.

The Westfort Alliance Neighborhood Plan (2003) emphasizes preservation of residential neighborhood character east of Broadway with a patchwork of low density and medium density. It calls for a pedestrian-friendly boulevard with mixed and commercial uses on Broadway. However, Mahncke Park Neighborhood Plan



Citizens of the Mahncke Park Meighborhood in partnership with the City of San Antonio Planning Department September 2001



subsequent plan amendments have changed the future land use for most parcels adjacent to Broadway to mixed use.

The Mahncke Park Neighborhood Plan (2001) emphasizes preservation of neighborhood character, with future land use designations for residential areas corresponding roughly to existing density. Future land use for Broadway was designated as commercial, though subsequent plan amendments have changed the future land use to mixed use. This Plan includes extensive infrastructure recommendations supporting a multimodal transportation system, including high capacity transit service. The Plan makes multiple references to providing housing and transportation options for people of all ages, and includes multiple prescriptions for preserving residential neighborhood character.



Major Corridor, Park, and Campus Master Plans

The two post-secondary education institutions in the area, San Antonio College and University of the Incarnate Word, do not have updated comprehensive campus master plans.

The Midtown Brackenridge TIRZ Master Plan (2011) included recommendations on future land use, private and public realm design, and stormwater and mobility infrastructure projects. The Master Plan emphasized infill redevelopment, green stormwater management, and multimodal links between neighborhoods and key destinations such as the Witte Museum, University of the Incarnate Word, Brackenridge Park, and the San Antonio River. The Plan provided unique visions for the St. Mary's, Josephine, and Broadway corridors.

The San Pedro Springs Park Master Plan (DRAFT 2013), among other recommendations, proposes to make the park's southeast corner adjacent to the Midtown Plan Area less auto-oriented and more natural, with a completed perimeter trail connected to the perimeter trail currently serving the rest of the park.

The Brackenridge Park Master Plan (2017) includes goals and projects to: integrate the park into its surroundings; improve pedestrian access into and through the park; guide vehicular traffic; limit encroachment of other uses into the park; limit fee based uses in the park; create view corridors; and restore natural resources, water quality and historic features. Many plan elements are directly related to the integration and connections between the park and surrounding areas in the Midtown Plan Area. The Broadway Corridor Concept Design (2016) created design concepts for Broadway Avenue, from Houston to Hildebrand. The concept included recommendations for placemaking, multimodal street design, and integrating the corridor with Brackenridge Park. Unique concepts including street cross sections and renderings were offered for unique segments of the corridor.

Regional Plans with Recommendations for Midtown

The Alamo Area MPO Regional Bicycle and Pedestrian Planning Study (2016) is a regional plan that includes alternative recommendations to improve bicycle and pedestrian environments on segments of the following streets surrounding San Antonio College: Evergreen, Ashby, Main, and San Pedro.

The SA Tomorrow Multimodal Transportation Plan (2016) is a citywide plan that includes future road design alternatives for segments of Fredericksburg Road and San Pedro Avenue in the Midtown Plan Area.

The VIA 2040 Long range Plan (2016) is a regional plan that identifies multiple future high capacity transit corridors and station areas that include portions of the Midtown Plan Area.

The Upper San Antonio River Watershed Master Plan (2013) and Hazard Mitigation Action Plan (2015) include flood hazard mitigation strategies for flood prone areas around San Pedro Springs Creek and the San Antonio River in the Midtown Plan Area.







Natural Systems

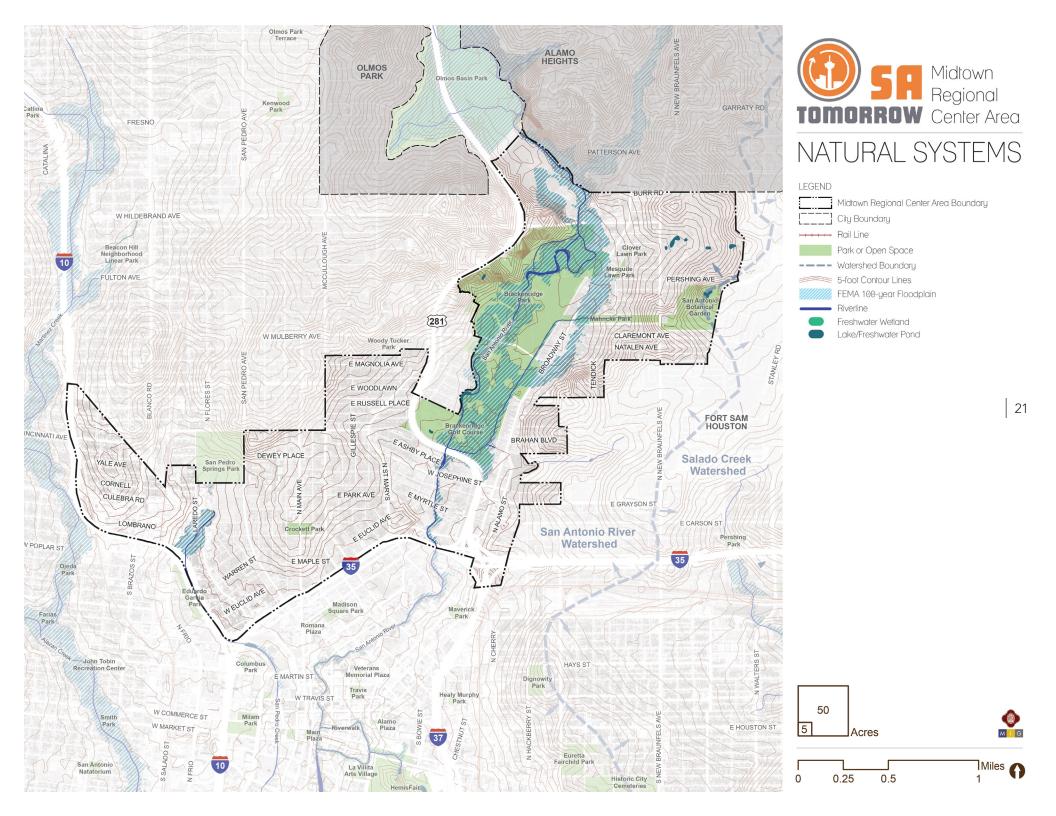
The Midtown Plan Area's primary natural systems are the San Antonio River, San Pedro Springs Creek, and areas of relatively mature tree canopy in neighborhoods and protected open spaces, including a large, privately managed nature sanctuary at the headwaters of the San Antonio River. Headwaters at Incarnate Word protects the San Antonio River's headwaters, springs, and other habitat and green space, and is the only private nature reserve in central San Antonio. It occupies a potential future public access link between Brackenridge Park, San Antonio River's Museum Reach and "Brackenridge Reach" to the south, and Olmos Creek and Olmos Park to the north.

San Antonio River's headwater springs are north of Hildebrand Avenue. The river flows south through Brackenridge Park before crossing Highway 281 and I-35. The San Antonio River in Midtown is a heavily-modified system that has been realigned and diverted. The historic Acequia Madre diverted water for irrigation and water consumption. The San Antonio River Tunnel diverts some of the river's flow under downtown San Antonio. More recently some river sections have been restored to improve fish and wildlife habitat and to mitigate flooding, while other sections have been modified to enhance public access to the river. Extensive impervious land cover and lack of tree canopy in the watershed prevents soil and vegetation from absorbing and slowing rain runoff, which contributes to water quality problems in the river and flooding near the San Antonio River and its associated channels, such as the historic Acequia Madre.

San Pedro Springs Creek's headwaters are north of the Midtown Plan Area in San Pedro Springs Park. The creek flows south out of the park, onto the VIA Metropolitan Transit property, where it flows into a pipe before emerging north of Laurel Street. The creek is visible to pedestrians near the 5 Points Intersection, with some unimproved public access until it flows under and along I-10 south of Laredo Street. San Pedro Springs Creek is a heavilymodified system, but like the San Antonio River provides important ecological and social functions. San Pedro Springs Creek in Midtown has limited public access and has not recently received as much attention as the San Antonio River in terms of improving public access and ecological functions. San Pedro Springs Creek immediately downstream of Midtown is being transformed into a world class linear park that will have a multigenerational impact on San Antonio's future. Recently, area stakeholders gathered to consider alternative ways of daylighting sections of San Pedro Springs Creek that are under VIA's property and under I-10, however there are currently no actual plans to restore or improve access to the creek in Midtown.

Common water pollutants in Midtown streams include bacteria, pesticides, and hydrocarbons. Impervious surfaces upstream in the Olmos Watershed contribute to erosion, trash deposits, and siltation near the San Antonio River headwaters, and impervious surfaces farther afield and upstream reduce flows from the springs, including years in which no water flows from the San Antonio Rivers' natural springs. Water quality could be improved in the San Antonio River and San Pedro Springs Creek through a combination of implementing low impact development, end of pipe solutions, public education, and using a holistic watershed approach to planning development and infrastructure.

Midtown has old neighborhoods and protected open spaces where large canopy trees and vegetation have been maturing for decades, providing urban wildlife and bird habitat, limiting peoples' exposure to excessive heat, improving mental health, and slowing/evaporating rain water runoff, which in turn reduces the need for or extends the useful life of expensive "grey" stormwater infrastructure investments. Despite relatively mature tree canopy and instances of restored or protected habitats and green infrastructure in some parts of Midtown, redevelopment will provide abundant opportunities to scale these practices throughout the plan area.









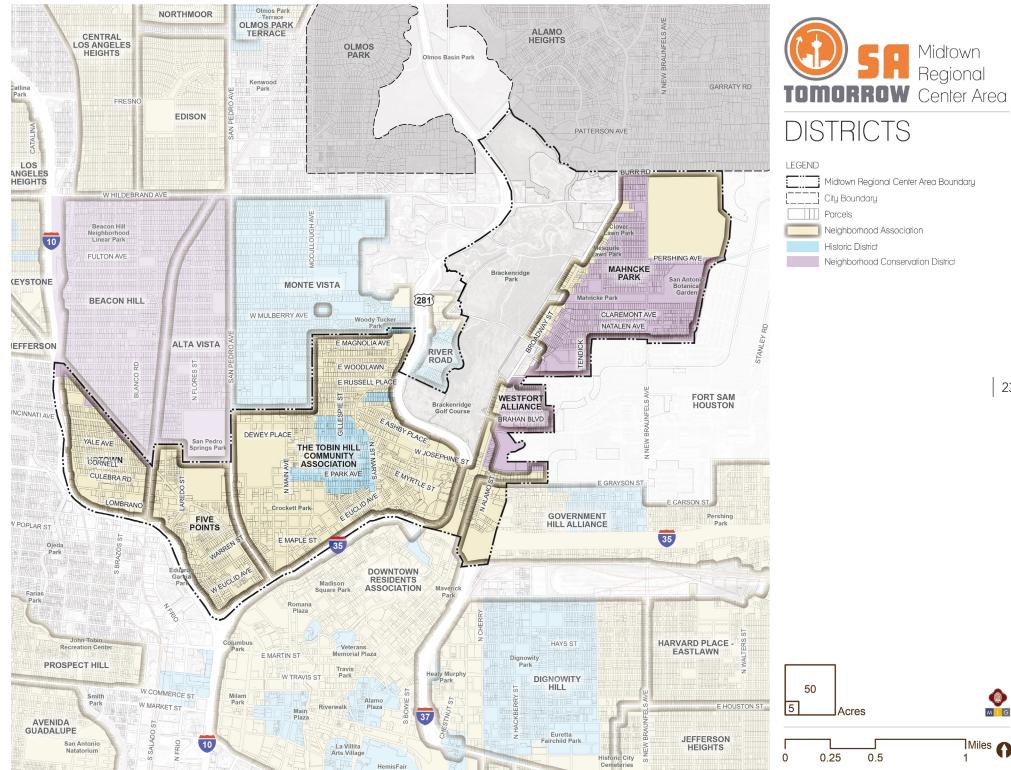
Existing Districts

There are diverse land uses in the Midtown Plan Area with about a third of the area used for residential purposes, a third vacant and open space, and a third industrial, commercial, or institutional. Given the amount of institutional and commercial use, some residential neighbors may feel some pressure in terms of safety, parking, noise, mobility, and changing physical character.

There is a notable concentration of industrial, warehousing, and distribution businesses in the southwest corner of the Plan Area. Commercial uses tend to be concentrated on primary transportation corridors. Residential uses are predominate in between the primary transportation corridors and consist mostly of single family, duplex, and triplex dwellings, but also include a range of other dwelling types including apartment and mixed use buildings with dozens or over a hundred dwellings. Although there are some concentrations of multifamily housing, overall it is relatively dispersed throughout neighborhoods.

Recent and evident changes in land use are occurring in some areas. Between St. Mary's Street and the Pearl, some industrial or warehousing uses have been converted to commercial or residential use. The Neighborhood's vacant lots and old single and multifamily dwellings are being converted to new dwellings, some at higher densities and some at lower densities than previously existed. On primary transportation corridors such as Fredericksburg Road and Broadway, onestory standalone commercial structures, such as a gas station, cell phone store, and national chain restaurant have recently been built in areas that have been designated for several years on the City's future land use map as mixed use. Examples of vertical mixed uses are limited primarily to a few recent threeto-five story developments at the Pearl, on Broadway near the Pearl, and on Main Street next to San Antonio College..

Surface parking as a land use has not been quantified, but accounts for a relatively large area, especially between San Pedro Avenue and McCullough. Examples of structured parking are limited to a few locations: at San Antonio College, the Witte Museum and the previously mentioned vertical mixed use developments.









Land Use

The Midtown Regional Center is characterized by a mixture of commercial and institutional uses that developed around historic residential enclaves.

Single Family Residential

Neighborhoods make up less than 1/5 of the land in the Midtown Regional Center area. Many of the neighborhoods of this area are designated historic districts, as these were some of the earliest suburbs of the City of San Antonio. In addition to detached residential dwellings, this category includes duplexes, garden homes and townhouses.

Commercial

Properties designated for commercial use are generally where goods and services are purchased. Shopping centers, grocers, restaurants, office buildings and hotels are all examples of commercial uses. In this regional center, 14% of the land area is used for commercial purposes. North St. Mary's and Broadway are dominated by commercial uses, as is the area lying between I-35 and the San Antonio College campus.

Institutional

Institutional uses account for 38% of all land in this area. Institutional uses include schools, universities, churches, social services, cultural institutions and government services, as well as healthcare services and hospitals. Because land owned by the City of San Antonio is considered institutional, public park and recreational areas are included in this category. The inclusion of Brackenridge Park and the San Antonio Zoo is one of the reasons why so much land in this center is designated for institutional use. This center is also home to two campuses: San Antonio College and University of the Incarnate Word.

Industrial

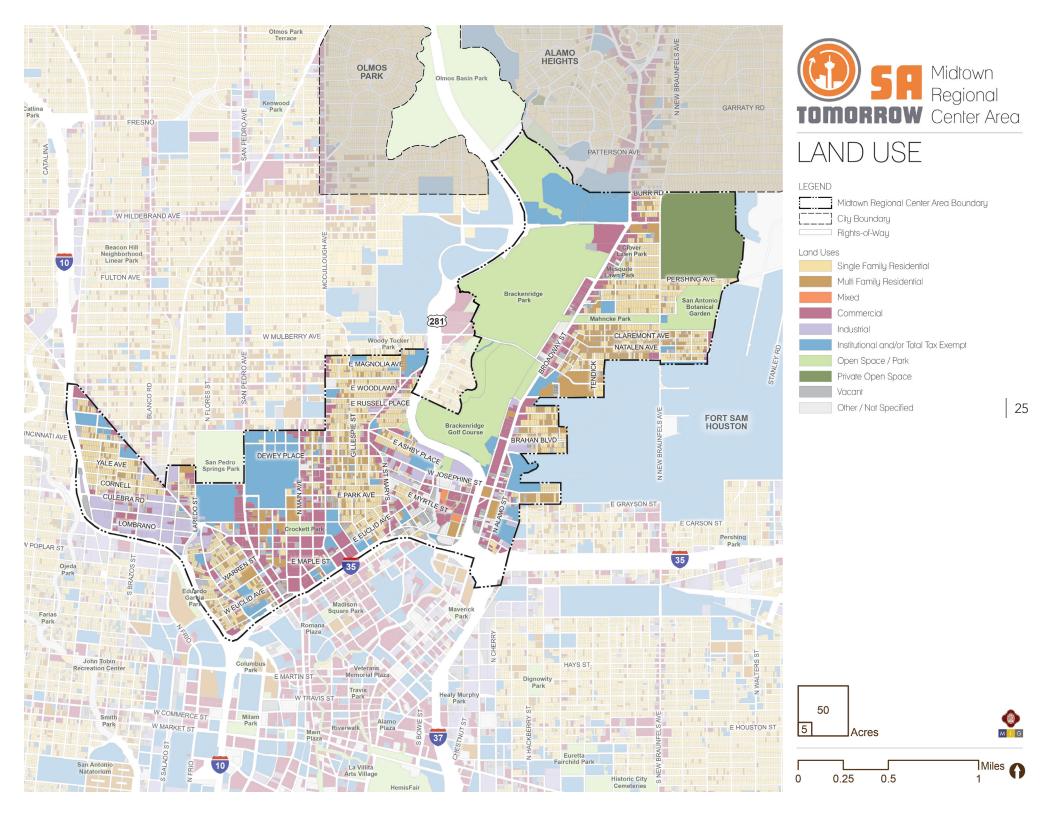
Industrial uses include manufacturing, natural resource extraction (quarries and mining), assembly, distribution and storage facilities. Currently there is a low percentage of land in this area used for industrial purposes. Most of the industrial property in this center is located along I-10, west of Five Points.

Vacant Land

Vacant land, for the purposes of this analysis, is land where there is no vertical improvement or that there is no assigned or exercised use. This does not necessarily mean that a property is developable in the future. Some of the land classified as vacant is not developable, including utility easements and land in the floodplain. Some of this land, however, is developable, and will be able to accommodate future growth in this regional center. Vacant land comprises 4% of the Midtown Regional Center.

Multi-family Residential

Multi-family residential properties are those properties that have multiple units that are either owned or rented by different households. Multi-family residential includes apartments and condominiums. The similar coverage of single family and multifamily in the Midtown Regional Center is characteristic of a higher density, urban area in the City, as one acre of single family holds about 4-6 households, and one acre of multifamily typically holds more than 12. As growth and development are absorbed by this area in the future, multifamily is a category that is likely to expand.

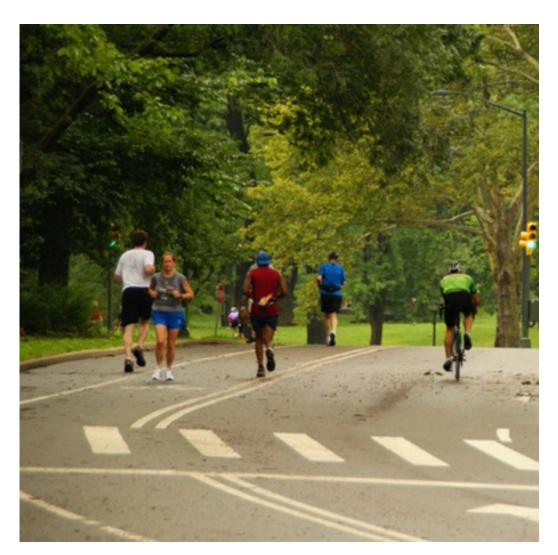


Open Spaces

Open Spaces Open Spaces are those public and private portions of the Midtown area that are designated for uses that are not dominated by buildings. They are typically preserves, easements or private recreational areas. Open spaces include golf courses, and are therefore not always natural habitat. In Midtown, 10% of the land area consists of open space. The majority of this land is comprised of the San Antonio Country Club and Incarnate Word's Headwaters Sanctuary, which protects the San Antonio Spring, the headwaters of the San Antonio River.

Below is a breakdown of the distribution of land uses in the Midtown Regional Center:

Land Use	Percent of Area
Single Family Residential	19%
Commerical	14%
Institutional	37%
Industrial	5%
Vacant Land	4%
Multi-family Residential	10%
Open Space	10%





Mehncke Park residents honor their history.

Preserving and Enhancing Residential Quality of Life

- There is a significant concentration of institutional and commercial uses in this area. This puts pressure on existing neighborhoods with respect to safety, mobility and community identity.
- Lighting, on-street parking regulations and sidewalks are important, as well as fencing, buffers and transitions are needed where industrial and commercial uses abut residential uses.
- Neighborhood services (commercial uses such as grocers and pharmacies that are found near neighborhoods) are missing in the more urbanized portions of this area.
- Residential enclaves, such as the historic districts and neighborhoods, should continue to be celebrated in this area.



Transitions and appropriate scale improve the feel of districts and neighborhoods.

Accommodating Density and Creating Land Use Transitions

- Most of this area has grown organically over the past century, as evidenced by historic neighborhoods and iconic public spaces.
- Non-residential development in and around neighborhoods should maintain a scale in keeping with current block patterns and building heights.
- Maximize FAR and density in key nodes within this area to absorb future growth, while preserving the lower density single family neighborhoods.
- Use vacant properties west of The Pearl to provide a more gradual transition in density and to absorb anticipated growth.



Neighborhoods benefit from complimentary and supportive uses.

Conflicting Uses and Disruption of Neighborhood Form and Function

- When residential areas are punctuated too heavily by non-residential uses that do not provide neighborhood related services, this can have a negative impact on all properties. It robs an area of definition and decreases property values. In these areas, use vacant, undeveloped and available properties to improve continuity of uses at the block or neighborhood scale.
- Identify preferred density and design parameters for key growth areas to ensure maximum value capture and promote district identity.







Transportation and Mobility

Midtown has a historic grid street network that is interrupted by interstate highways, rivers, and a few large open spaces and institutional areas such as San Antonio College, the VIA Transit property, and Ft. Sam Houston. Travelling by automobile is relatively comfortable and convenient, with multiple north south collector streets, interstate highway access, and expansive parking areas. Residents have reported undesireable traffic congestion on and turning onto Broadway,around a few other traffic destinations and sources such as Beacon Hill Elementary School, and the Ft. Sam Houston gate on Cunningham.

Pedestrian networks are extensive in Midtown, however, sidewalks are missing on some streets and the following pedestrian issues exist in many locations: driveways interrupting sidewalks, lack of shade during the day; lack of light at night; narrow sidewalks; deteriorated sidewalks; sidewalks obstructed by utility poles; sidewalks adjacent to higher speed traffic; steep crossing ramps; long intersection crossings; and standing water at intersections after rain.

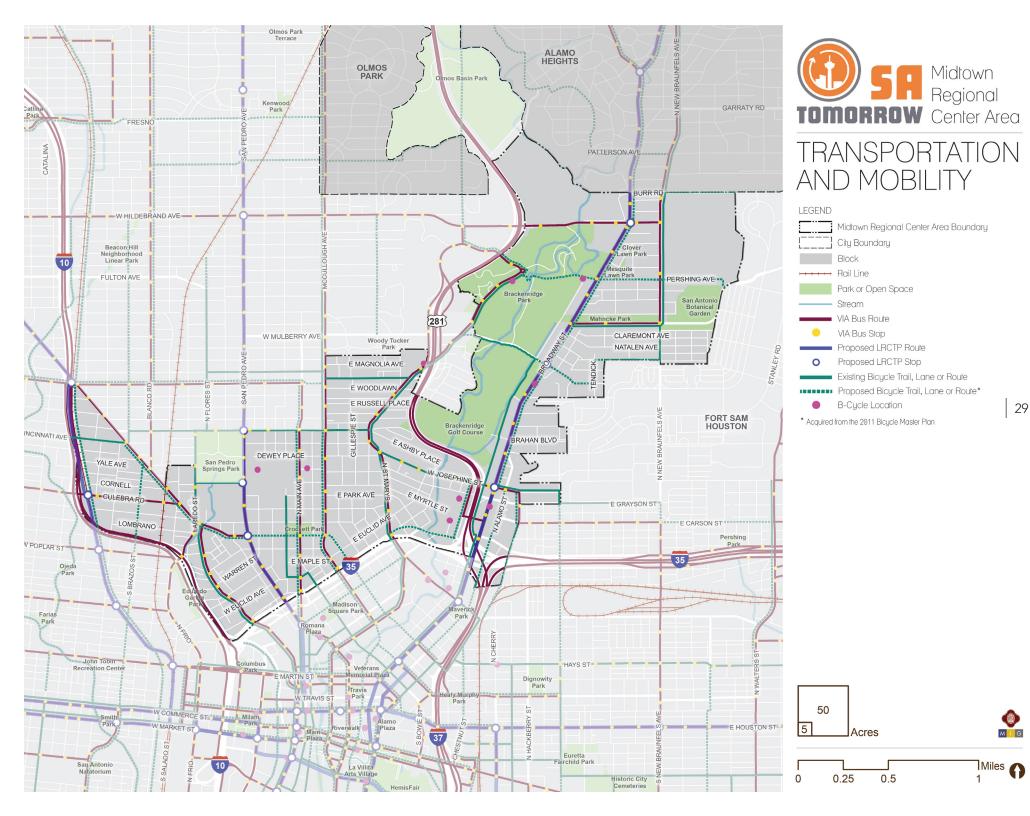
Pearl is one of the only locations in Midtown with streetscapes oriented to pedestrians with access for vehicles at very low speeds. The San Antonio River Walk follows the San Antonio River from Downtown to US 281, but then is diverted away from the river to the east. San Pedro Springs Creek is accessible by pedestrians at San Pedro Springs Park and the 5 Points intersection. Sidewalks crossing interstate highways are narrow and adjacent to traveling vehicle lanes. Residents of Uptown and neighborhoods to the west are separated from amenity-rich areas of Midtown by I-10; two active railways; Fredericksburg Road; and San Pedro Avenue. Incomplete or obstructed sidewalks are evident in some of the most densely populated areas, including next to public housing for seniors and people with disabilities, and between higher-density apartments in Mahncke Park neighborhood, and retail services and transit access on Broadway.

There are several bicycle routes and marked lanes in the Midtown Plan Area, including those on Cincinnati, Ashby, Josephine, Flores, St. Mary's, Avenue B, McCullough, Euclid, and Howard. Examples of buffered, protected or separated bike lanes are on portions of Flores Street and Avenue B. There are opportunities to improve connections between existing bicycle routes and bicycle lanes, and to improve north-south connectivity in the western plan area near Blanco and Colorado, in the central plan area near Main and McCullough, and east of US 281. East-west route connectivity, as for other modes may be improved in the southern plan area.

Transit service is relatively extensive in Midtown compared to other parts of San Antonio and many local residents rely on it and the pedestrian network to access it. However, it is not comfortable, reliable, or fast enough to be used by most people. High capacity transit may soon be planned for any of several contemplated routes that cross through Midtown.

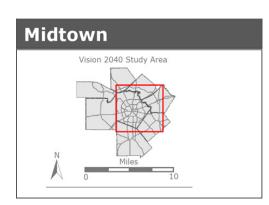
Midtown has substantial north-south roadway connectivity, with multiple streets in a small area offering at least two travel lanes in each direction. These include I-10; Fred Road; Blanco; San Pedro;Main; McCullough; US 281; and Broadway. On or in the vicinity of these streets, pedestrian, bicycle and transit environments may be improved. As Midtown continues to grow, movement between eastern and western portions of the plan area may be challenging.

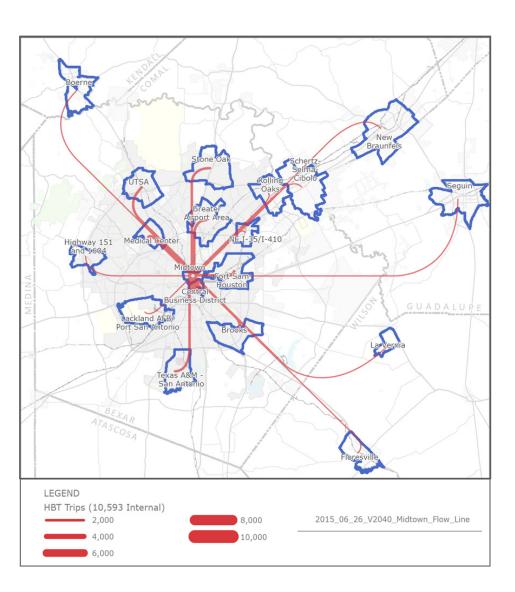
Transportation planning for the Midtown Regional Center will need to ensure protection of the historical neighborhoods and will likely focus on enhancing the existing transportation system through pedestrian and bicyclist improvements, and the careful integration of rapid transit services.



This plan might also focus on the transitions from the Midtown area to nearby redeveloping areas, such as the VIA Villa area to the west and the Pearl development area to the east. VIA Villa, an area surrounding VIA Central Plaza, is anticipated to see new development, new connections and possibly new rapid transit services over time. The Pearl Brewery was recently converted into a unique walkable mixed use development. However, beyond this edges of this pedestrian enclave are significant challenges to pedestrian mobility, including ensuring safe connections through quasiindustrial areas to the west, and across Broadway Street and US 281 to the east and I-35 to the south and east.

Transportation planning for the Midtown Regional Center will need to ensure protection of the historical neighborhoods and will likely focus on enhancing the existing transportation system through pedestrian and bicyclist improvements, and the careful integration of rapid transit services.





VIA Metropolitan Transit Vision 2040 Long Range Plan

The Midtown study area lies within the service area for the North-Central Corridor, a VIA Vision 2040 Long Range Plan Rapid Transit Corridor under evaluation as one of the first projects to implement the plan (the VIA Alternatives Analysis). This analysis considers data, feasibility, professional expertise, and public input to prioritize which rapid transit corridor should move toward project implementation, as well as route selection and mode choice (Light Rail or BRT). Recent analysis, shown in the map to the right, shows that currently, transit travel time along the corridor is slower than traveling in a car, with an estimated 39 minutes travel time between North Star Mall and Downtown via Frequent VIA bus. The same route via car typically takes about 13 minutes, depending on travel conditions. VIA is evaluating alternative routes for new rapid transit service, following the VIA 2040 Long Range Plan, including four routes that would connect Midtown with regional destinations and employment centers.

This corridor was identified as a critical component of the rapid transit network- a higher speed, reliable network of BRT, LRT and express bus service. The purpose of the North-Central Rapid Transit Corridor is to provide a highly-reliable, direct connection from Stone Oak, the San Antonio International Airport, San Antonio College, and Downtown San Antonio with frequent, dedicatedlane service to improve overall mobility, ensure the long-term competitiveness of transit, support the corridor's significant growth, and create conditions that will allow communities in the corridor to achieve their land use vision. High-quality transit service is needed to address the issues with and constraints of current bus service in the corridor, better serve current riders, and attract new riders to the system. Rapid transit, with some dedicated right-of-way or priority treatment at selected intersections, would offer a more reliable service than local bus.

Existing facilities for pedestrians and bicyclists are insufficient in the study area. While sidewalks are present in much of the study area, many roadways have sidewalks on only one side of the roadway, while others lack sidewalks altogether.

In areas where there are missing segments, opportunities exist for additional complete streets features that would improve the study area as a pedestrian corridor. For example, currently, there are limited mid-block and block pedestrian crosswalks.

There is little evidence of bicycle parking in the study area, there are six bike share stations in the study area, including those in Breckenridge Park.



Travel times for transit services along the North-South Corridor are currently slower than car travel times.







Amenities and Access

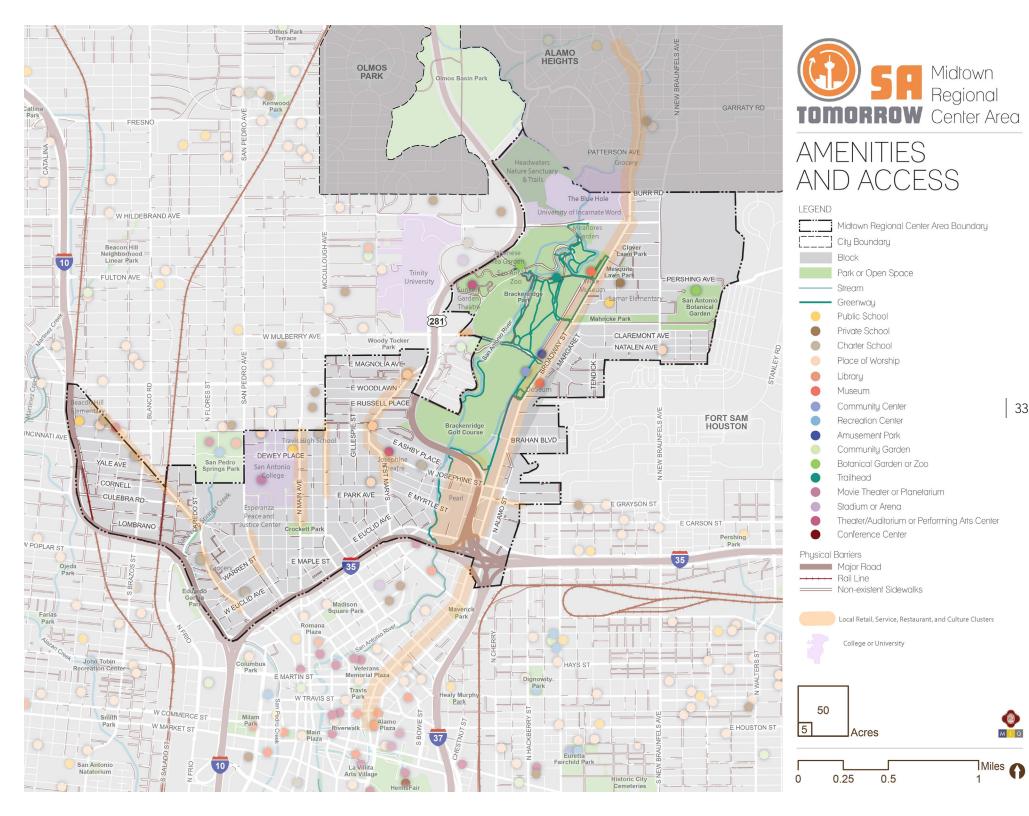
Midtown has some of San Antonio's greatest amenities. The San Antonio River and adjacent trails connect Midtown with Downtown. Other major amenities in the eastern plan area include Brackenridge Park, the Botanical Garden, the San Antonio Zoo and museums in the Broadway Cultural Corridor. Pearl offers locals and visitors a vibrant culinary, nightlife, and retail environment amidst pedestrian-oriented open spaces next to the San Antonio River.

Midtown's retail and commercial areas are mostly auto oriented, however there are many clusters of somewhat pedestrian oriented or uniquely local retail, restaurant and arts establishments throughout the Plan Area. Main Avenue includes San Antonio's primary hub or LGBTQ restaurants, retail, nightlife places. St. Mary's Street is home to a vibrant nightlife and live music scene.

Midtown includes San Antonio College, University of the Incarnate Word, and Trinity University immediately outside its boundary to the north. High quality public and charter schools offer families a variety of choices for youth education. Midtown is also home to multiple art studios, exhibition spaces, and theatres and is home to a public library, a YMCA, and a planetarium.

Opportunities to improve amenities include

- a centrally located full service grocery,
- improving public access to San Pedro Springs Creek,
- expanding upon the diverse and unique retail, culinary, and arts clusters
- improving public streetscapes as places to spend time in, rather than to just pass through



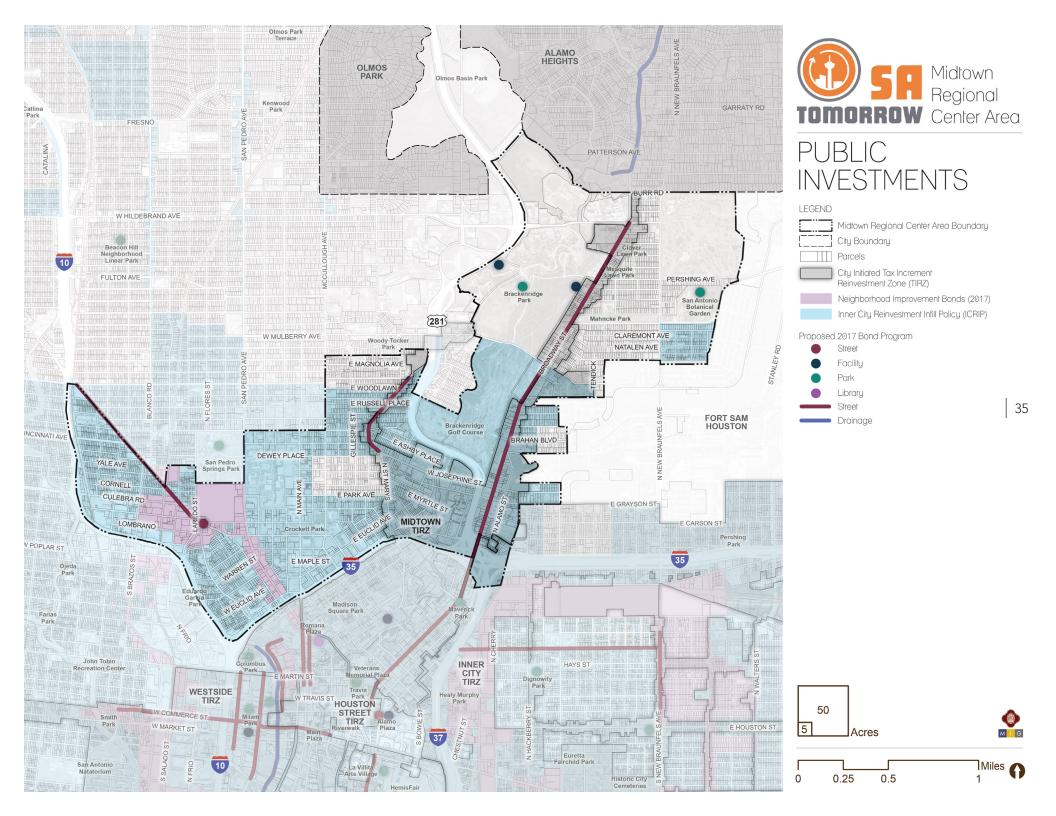






Public Investments

The Midtown Brackenridge Tax Increment Reinvestment Zone is in the eastern portion of the plan area and has had substantial success in incentivizing development. The 2017 Bond included several major projects for the Midtown Plan Area, including major projects to make Broadway Avenue, Fredericksburg Road, and St. Mary's more multimodal, and structured parking investments at the Witte Museum and San Antonio Zoo. Though not highlighted on the map, Alamo Colleges is investing tens of millions in new construction at San Antonio College in the next few years, and the Botanical Garden has recently completed a transformative redevelopment and expansion in 2017.









Preliminary Opportunities

Midtown is a place of choices. It's rich in rivers, trees, and parks. It has a diverse mix of housing types, including small to large apartment buildings, that support a diverse and young population. There are new shopping and restaurant clusters, traditional Mexican-American eateries and fruterias, specialty hardware stores, and multiple museums and colleges. Midtown offers a diverse employment base that includes large organizations like Metropolitan Methodist Hospital, and locally owned businesses. Midtown's strong social fabric and cultural roots will maintain an eclectic identity for the area as it adapts to changing times.

As a growing community, Midtown can enhance its existing assets and become a place of even more choice, with more options to live, work, and play. The historic grid street pattern, future high capacity transit options, and momentum from 2017 transportation bond projects on Fred Road, St. Mary's, and Broadway mean that Midtown can have a truly multimodal transportation system that is convenient and safe, and that will help San Antonio be more sustainable and healthy. Further, Midtown can and should continue to offer affordable housing options and support a diverse housing stock. With a housing stock today that is significantly different than the region, only 40% of units are single family detached homes compared to 64% in both the City and the MSA, Midtown offers something that makes it attractive for those looking for something not offered in San Antonio today.

Focus Areas

The following areas are preliminary opporturnity sites in Midtown:

- Lower Broadway
- Upper Broadway
- West of River/Pearl
- North of I-35/Methodist Hospital Area
- VIA Site

