



# *neighborhood*

## Profile and Priorities

MIDTOWN AREA REGIONAL CENTER PLAN:  
GOVERNMENT HILL ALLIANCE

## Acknowledgements

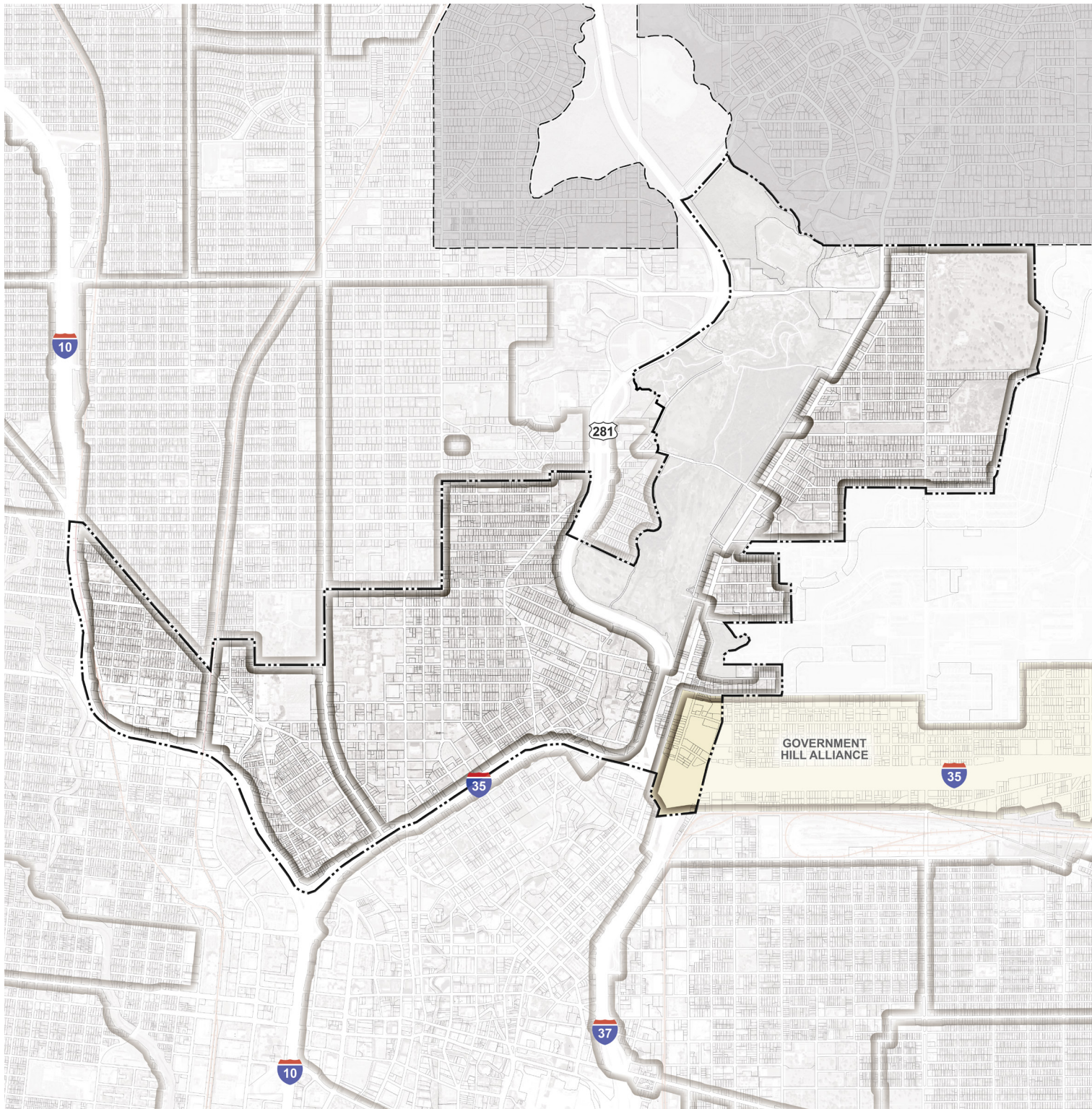
**Special Thanks to every Midtown resident and stakeholder who spent time and energy speaking with Planning Department staff throughout the Midtown planning process and to the following area residents, neighborhood association board members, and previously adopted plan advisory team members who met with the Planning Department specifically to aid in the creation of this document:**

James Hetherington | Jo Ann Murillo | Rose Hill

Richard Henderson | Marlene Hawkins | Stella Ashley

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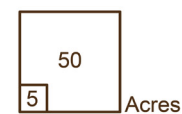


**SA** Midtown  
Regional  
Center Area

## NEIGHBORHOOD LOCATION

### LEGEND

- Midtown Regional Center Area Boundary
- City Boundary
- Parcels
- Neighborhood





## Neighborhood Profile and Priorities



### What is the Neighborhood Profile and Priorities?

San Antonio is a city of neighborhoods, each with its own unique history, qualities and character. Many neighborhoods throughout the City have developed Neighborhood Plans that reflect local values and priorities. These plans, adopted by the City, have guided local investments and improvements for many years and helped strengthen the relationship between residents and the City.

The City is currently in the process of creating Sub-Area Plans to implement the SA Tomorrow Comprehensive Plan. These Sub-Area Plans are intended to provide a more coordinated, efficient and effective structure for neighborhood planning. The Sub-Area Plans are intended to increase equity citywide, by ensuring that all of San Antonio's neighborhoods have a base level of policy guidance, as many neighborhoods within the City lack an existing Neighborhood Plan or a registered neighborhood organization. In this way, each Sub-Area Plan will integrate key elements of existing Neighborhood Plans for those neighborhoods that have a plan, while promoting citywide policy consistency and providing key

recommendations and strategies for those neighborhoods currently lacking that direction.

The Neighborhood Profile and Priorities section of the Sub-Area Plans provides special attention to prior neighborhood planning efforts and recognizes the community groups and individuals who were instrumental in their creation. They summarize specific opportunities, challenges, recommendations and priorities from each participating neighborhood, in an effort to more efficiently direct public and private investment within the City to help these neighborhoods achieve their short-term goals and long-term visions.

### How was it developed?

At the outset of the planning process, City of San Antonio planning staff reviewed existing Neighborhood Plans that had a shared geography with the Midtown Plan. Each relevant plan was summarized so that staff would have a sound understanding of neighborhood issues and priorities from the time that each plan was created.

The Neighborhood Profiles and Priorities were created using input from neighborhood residents throughout the Midtown planning process. The Planning Department used input from small group conversations, stakeholder interviews,

community meetings, planning team meetings and facilitated conversations in neighborhood association meetings.

Planning staff revisited the Neighborhood Plans to identify major projects, programs or other efforts that had been achieved, and those that have yet to be implemented, so they could be reprioritized in this effort. City planning staff met with members of each original neighborhood plan advisory team and current neighborhood association boards (listed on the Acknowledgements page of this document) to help create this Neighborhood Profiles and Priorities document and provide lasting direction in partnership with each neighborhood.

# Neighborhood Snapshot

## NEIGHBORHOOD STRENGTHS AND CHARACTER

Government Hill Alliance neighborhood, typically named “Government Hill,” is a diverse and historic community. A small northwestern portion of the neighborhood between Broadway Avenue and Austin Street north of I-35, is within the Midtown Regional Center Plan boundary. This area is comprised mainly of large institutional, storage, retail and multifamily uses. The rest of the neighborhood, which includes traditional residential areas, New Braunfels Avenue retail areas, and other important

places will be included in the SA Tomorrow Eastside Community Plan in future years. Accordingly, the Neighborhood Profile and Priorities for Government Hill in the Midtown Regional Center Plan has a limited scope and is focused on the portion of the neighborhood association area that is inside of the Midtown Regional Center. A more comprehensive Government Hill Neighborhood Profile and Priorities section will be included in the Eastside Community Plan.

## Strengths



The neighborhood’s primary strengths, originating primarily from the neighborhood residential areas that are outside of Midtown will be memorialized in the SA Tomorrow Eastside Community Plan.

## NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

### Opportunities

- Recent and planned development near Broadway and in other parts of Midtown provide alternative housing options to the traditional neighborhood area, and potential job opportunities for area residents.
- Increased housing options in the vicinity of Broadway can absorb some area housing demand, lessening pressure on traditional neighborhood areas.
- Some traffic and parking impacts from recent and planned development near Broadway can be mitigated by engaging with developers, TXDOT, and City of San Antonio, and by creating a modern, high-quality transit system.

- The neighborhood’s opportunities originating from outside of Midtown will be identified in the SA Tomorrow Eastside Community Plan.

### Challenges

- Recent and planned development near Broadway has the potential to create traffic congestion and parking problems in the neighborhood. A primary concern is Broadway-related automobile traffic cutting through the neighborhood to access I-35 at New Braunfels.
- Recent and planned development near Broadway includes housing, amenities and jobs that do not feel like they are meant for some existing residents.

- Revitalization of Downtown and Midtown San Antonio has increased demand for housing in the neighborhood, while the supply of new housing in the neighborhood and other inner city neighborhoods has not kept up with the demand, contributing to housing affordability issues.
- The neighborhood’s challenges originating from outside of Midtown will be identified in the SA Tomorrow Eastside Community Plan.

## Previous Neighborhood Plans

### KEY RECOMMENDATIONS FROM PREVIOUS PLANNING EFFORTS



The Government Hill Neighborhood Plan (2010) updated the original plan created in 2001. The update did not include text sections typical of most neighborhood plans; however it did update the neighborhood's future land use map. Then, in the 2011 the future land use map for the blocks near Broadway Street was updated through the Midtown Brackenridge TIRZ Plan adoption, generally to support mixed-use development..

The 2001 neighborhood plan included text and map priorities for the blocks near Broadway, recommending that a small park or open space and a community

center be established in the area. The neighborhood plan also prioritized attracting a grocery near Broadway Street.

Other key recommendations from the Government Hill Neighborhood Plan regarding neighborhood areas east of Austin Street will be included in the SA Tomorrow Eastside Community Plan.




### MAJOR ACCOMPLISHMENTS FROM THE NEIGHBORHOOD PLAN



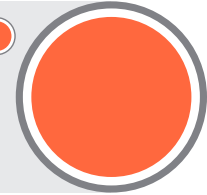
Most of the neighborhood's major accomplishments have been in the neighborhood areas that are not part of the Midtown Regional Center Plan. These accomplishments will be identified as part of the SA Tomorrow Eastside Community Plan.

# Neighborhood Priorities



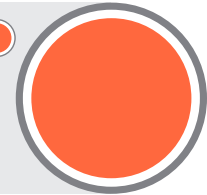
-  Priority from Previous Neighborhood Plan
-  Aligns with Sub-Area Plan Recommendation
-  Aligns with other Neighborhood Action Plan Recommendation

## Cut Through Traffic



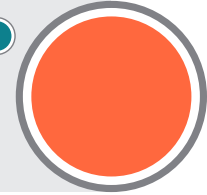
- Restrict automobile traffic moving between Midtown and I-35 from cutting through neighborhood residential areas.

## Neighborhood Access



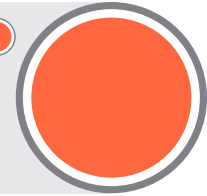
- Limit traffic congestion for neighborhood residents entering and exiting the neighborhood.

## Parking



- Reserve street parking for neighborhood residents through a permit program.

## Transition to Neighborhood



- Development near Broadway should step down in height from west to east, transitioning to the neighborhood.

## Neighborhood Priorities

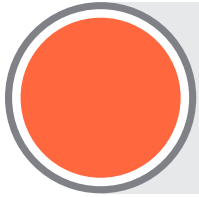


### Neighborhood Plan



- Although the 2010 neighborhood plan update included few priorities and policies directed specifically at the part of the neighborhood that is within the Midtown Regional Center, the 2001 Neighborhood Plan recommended:
  - A mix of offices, restaurants, a community center, grocery, and potentially a neighborhood park west of Austin Street and north of I-35.
  - Historic preservation is a priority, including the cluster of current historic landmarks in the vicinity of Alamo Street and Casa Blanca. Midtown Regional Center

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### SA Tomorrow Eastside Community Plan



- The 2001 and 2010 neighborhood plans include more extensive guidance on portions of the neighborhood east of Austin Street. These should be used with additional community input to create the Government Hill Neighborhood Profile and Priorities for the Eastside Community Plan.



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