Comprehensive Land Plan









City Of Schertz

PREPARED BY

ENGINEERS
PLANNERS
ECONOMISTS

Wilbur Smith Associates

CITY OF SCHERTZ

Elected Officials

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Mayor Pro Tem Norma Head
Council Member Reginna Agee
Council Member Billy Pitts
Council Member Ken Greenwald
Council Member Tony Wilenchik

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Ernie Evans, Vice Chairman
Gary Wallace, Member
Tony Moreno, Member
Keith Van Dine, Member
Joyce Briscoe, Member
William Sommers, Member
Ron Youngblood, Staff Representative
Misty Nichols, Planning Administrative Assistant

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Ted Digon,Vice Chairman
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James Herden, Member
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Norma Head, City Council Representative
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David Richmond, Member
Dewey Cashwell, City Manager
Steve Simonson, Assistant City Manager

Ron Youngblood, City Planner
Mark Marquez, Economic Development
Mary Ybarra, Planning Administrative Assistant (former)
Robert Creasy, Member
Tom Taylor, Member
Amanda Zoblanski, Student Representative
Anthony Garcia, Student Representative

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Mr. James Smith, Cibolo Creek Municipal Authority
Mr. Clay Smith, TxDOT San Antonio District
Col. Sebartian Romano, 12th SPTG/CC Randolph AFB
Commissioner Jay Millikin, Comal County
Mr. Sean Alvarez, Guadalupe Valley Electric Cooperative, Inc.
The Honorable Danny Scheel, Comal County Judge
Commissioner Jim Wolverton, Guadalupe County Precinct 3
The Honorable James E. Sagebiel, Guadalupe County Judge

Schertz Comprehensive Land Plan Consultants

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"*Dare to Dream…"*

These were only a few of the many inspirational words spoken in the first steering committee meeting in the initial stages of the Schertz comprehensive planning process. At a crucial crossroads faced with the decision of rising to the challenge of carving a path for future success or becoming idle, the community uttered its first bold response - ***"Dare to Dream!"***

The result of that response and many others is the Schertz Comprehensive Land Plan, hereby referred to as the Plan, a 20-year plan that aggressively sets the foundation of the future of the community – a foundation forged through the coordination of residents, civic leaders and business owners working in unison. Through vision statements, goals, and objectives the community has created an implementation strategy necessary to bring the dream to reality, to build upon existing opportunities, and to address and eliminate challenges.

More than simply a vision, the Plan is an official public document, approved by the City Council, which will serve as a guide for policy decisions relating to the physical, social, and economic growth of the community over the next 20 years. In addition to providing goals and objectives to work toward through Year 2021, the plan assesses the opportunities and challenges facing the City, identifies important policies and strategies, and sets priorities for an aggressive implementation program that emphasizes specific actions and practical results.

Cities in Texas are not required to maintain long-range development plans as in some other states. But those communities, such as the City of Schertz, that seek to create their own destiny understand the importance of a shared community vision, such as the Plan.

The Texas Legislature provides the following guidance to cities through Chapter 219 of the Texas Local Government Code related to Municipal Comprehensive Plans:

> "The powers granted under this chapter are for the purpose of promoting sound development of municipalities and promoting public health, safety, and welfare."

"Let us not forget and pay tribute to our pioneer farm families who really made all this happen. Without them there would not have been any of this!"

Excerpt from a written history of Schertz
By Oscar Kramer

State statutes further enable municipalities to determine elements to be covered in their plans. Chapter 219 advises that a comprehensive plan may:

- *include, but is not limited to, provisions on land use, transportation, and public facilities;*
- *consist of a single plan or a coordinated set of plans organized by subject and geographic area; and,*
- *be used to coordinate and guide the establishment of development regulations.*

The City of Plan is organized into 10 individual plan elements, which address the existing conditions, issues, goals, objectives, and action plans for various facets of the community. These elements include:

- *Chapter 1 - Introduction*
- *Chapter 2 - Community Vision*
- *Chapter 3 - Community Profile*
- *Chapter 4 - Land Use*
- *Chapter 5 - Transportation*
- *Chapter 6 - Public Facilities*
- *Chapter 7 - Parks and Recreation*
- *Chapter 8 - Community Enhancement*
- *Chapter 9 – Growth Capacity*
- *Chapter 10 - Implementation*

The geographical planning area encompassed in this plan, as shown in **Figure 1.1 – Schertz 2021 Planning Area**, includes both the incorporated City and a larger 20-year planning area that includes the surrounding *extraterritorial jurisdiction (ETJ)*. The ETJ of a municipality is defined by Texas State Statute in Chapter 42 of the Local Government Code according to population. A municipality with a population between 5,000 and 24,999 residents is permitted ETJ over an area one mile beyond its borders. ETJ allows a municipality, such as Schertz, the right to protect surrounding areas for future expansion.

Development of the Comprehensive Plan

The Plan is the result of many hours of consideration and input from the community's residents and leaders. It is an effort to answer four basic questions:

- *Where has Schertz been in the past?*
- *Where are we heading?*
- *Where do we want to go?*
- *How do we get there?*

"Destiny should be a matter of choice rather than a matter of chance."

William Jennings Bryan

While these questions are simple, they represent the basis for development of the Plan. Before Schertz can begin to look forward, it must have a strong understanding of its own character. That character, or present condition, is largely the result of historic events that have occurred in the community ranging from population trends to significant cornerstones such as establishment of Randolph Air Force Base.

Once the residents and community leaders of Schertz are confident in the knowledge of the community's past and present condition, they can then look ahead to the future. At this point, residents and community leaders can focus on where the City will be if the present course is maintained.

As with all communities, understanding the future is a major crossroads. It is a comfort to see that the future, all things being considered, looks bright. In even the best cases, however, there remain certain aspects of the future that the residents and community leaders want to change in order to ensure a higher quality of life.

The Plan provides the community with a means to understand its own character, as well as the means to see the potential and desired future. But most important, the Plan contains the action statements necessary to bridge the gap from the potential future to the desired future. By planning today, the community of Schertz has set the course for tomorrow.



"To read the papers and to listen to the news... one would think the country is in terrible trouble. You do not get that impression when you travel the back roads and the small towns do care about their country and wish it well."

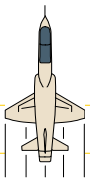
Charles Kuralt

Key participants in the planning process and setting the course for the future included:

- *Approximately 300 citizens of Schertz, through a Community Forum held in May 2001;*
- *A Steering Committee, supported by the City's administrative management and planning staff, which provided overall review and monitoring of the planning process and acted as liaison between the City's Boards and Commissions and the Consultant Team;*
- *Various "key persons" representative of the larger population of Schertz, through an interview process in the early stages of plan development;*
- *The City of Schertz Planning and Zoning Commission as the appointed group of citizens responsible for developing and administering the Plan; and,*
- *The Mayor and City Council, who as the City's ultimate decision-making officials were involved at key stages so the resulting plan would fulfill their expectations and requirements.*

Meetings between various members of these groups and the planning consultant were held to discuss and develop the various aspects and direction of the plan. The Steering Committee was involved in a thorough process of identifying issues, discussing alternatives and solutions, and determining needs and priorities. The Planning and Zoning Commission, in coordination with the Steering Committee, performed a key role in helping to make the decisions and choices that shaped the form and detail of the plan that was eventually recommended to the City's elected leaders. As the City's chief governing body, the City Council concluded this process by approving the new Plan and directing City government to abide by its policies and carry out its recommendations.

Citizen involvement is the cornerstone of the Plan. A successful plan is identified not just with the City's elected officials who adopted it, but with the entire City and its residents who helped draft it and want to see it followed and maintained even as elected officials come and go. Effective mechanisms for citizen involvement and debate were an essential part of the Schertz planning process. Through this community involvement, the Plan study incorporates



the community's values in terms of quality of life, character and scale of development, urban form, aesthetic appeal, and how new development should be integrated with the existing and future City fabric. The resulting Plan should assure the citizens of Schertz a future that meets their desires and aspirations for their community.

A Continuous Planning Process

The Plan is a principal part of the City's overall, ongoing planning process. Approval of the Plan by the City Council establishes the vision and direction of the community and represents an important first step toward achieving the City's desired goals.

The plan should not be considered a static document but rather the result of a continuous process to gather and evaluate information and make informed decisions based upon constantly changing conditions. The plan is intended to be reviewed, on a regular basis, and updated as needed to maintain its applicability to current conditions and priorities of the community. At a minimum, the entire plan should be revisited every five years and revised as needed to ensure that it still reflects the true values and direction of the community. However, while a city's plan must be flexible to respond to changing needs, the community should remain steadfast in its vision and support for the core goals and objectives contained in the plan.

Why Should Communities Plan?

When a city such as Schertz engages in long-range planning, it has decided to take some measure of control over its destiny rather than standing still and reacting to change. In Schertz's case, the results of previous planning efforts are reflected in very tangible accomplishments across the community that was achieved through dedication and commitment to a shared vision.

Planning is the process of identifying issues and needs, establishing goals and objectives, and determining the most effective means by which these ends may be achieved. With its bias toward action and meaningful results, planning sets the stage for intelligent and

What is Planning?

Planning is the process of identifying issues and needs, establishing goals and objectives, and determining the most effective means by which these ends may be achieved.

Four Key Questions to Consider:

- **Where has Schertz been in the past?**
- **Where are we heading?**
- **Where do we want to go?**
- **How do we get there?**

coordinated actions versus complacency and inaction in the face of challenges and opportunities. The essence of planning is captured in the familiar phrase, "Look before you leap."

Cities should plan for many reasons, including to:

- *maximize community strengths and minimize weaknesses;*
- *protect property rights and enhance property values;*
- *anticipate growth and provide adequate public facilities and services;*
- *balance economic growth with quality-of-life issues; and,*
- *avoid unmanageable concentrations or dispersal of population.*

It is often said, "government should be run more like a business." Careful planning is clearly a hallmark of the best-run and most successful companies. Businesses and investors also desire predictability and security, and this is no different for cities investing millions of dollars in long-term capital improvements based on growth expectations or for residents making the biggest financial investment of their lives when buying a home in the community. A plan is a public statement of how a community intends to grow and improve and also what it will expect of future development and redevelopment. In fact, a plan can be a valuable economic development tool since it signals the City's intentions in terms of future land use, supporting roads and infrastructure, essential public services, and environmental and neighborhood protection measures.

The process required to develop or update a comprehensive plan is often more valuable to the community than the plan itself, both for small and large cities, since the plan is ultimately only a snapshot in time. The planning process involves major community decisions about how much and where the City will grow, what the nature of that growth will be, and whether the community can afford to provide the necessary public services and facilities to support this growth. This leads to pivotal discussions about what is "best" for the community and how everything from taxes to "quality of life" could be affected.

Planning draws the attention of the local legislative body, appointed boards and commissions, and citizens to the community's major development problems and opportunities – whether they be physical, environmental, social, or economic. A plan gives elected and appointed officials in particular an opportunity to step back from their preoccupation with pressing, day-to-day issues and clarify their ideas on the kind of community they are trying to create by their many specific decisions. The planning process provides a chance to look broadly at programs a local government may initiate regarding neighborhoods, thoroughfares, parks, public safety, and land use to see how these concerns may relate to one another. A comprehensive plan represents a "big picture" of the community, one that can be related to the trends and interests of the broader region as well as the state in which the local government is located.

Significantly, local planning is often the most direct and efficient way to involve members of the general public in describing the community they want. The process of plan preparation provides a rare opportunity for two-way communication between citizens and local government officials as to their vision of the community and the details of how that vision is to be achieved. Planning results in the adoption of a series of goals and policies that, ideally, should guide the local government in administering regulations like zoning and subdivision controls; in the location, financing, and sequencing of public improvements in the community; and, in guiding redevelopment efforts. The plan may also provide a means of coordinating the actions of many different departments and divisions within the municipal government.

Apart from the local government perspective, local planning also has direct benefits to the private sector by stating the City's intentions regarding its physical development and infrastructure investment, which creates a level of certainty for landowners and developers.

Essential Aspects of a Comprehensive Plan

The Plan should be the definitive source of information regarding the existing and future conditions and characteristics of a community. A thorough understanding of the community's past,

present and future is needed to identify key issues and trends and formulate realistic goals, viable objectives, workable policies, and effective action plans. Ultimately, the plan provides a solid foundation for making informed, sound and fiscally responsible decisions regarding the community's future growth and development and the adequate provision of priority public facilities and services.

A plan is "comprehensive" in two ways: (1) geographically, since it considers the entire existing City plus future growth areas beyond the City's current jurisdiction, and (2) by the variety of issues and elements that are evaluated simultaneously to determine the City's best future course. For these same reasons, the plan must be general since it cannot provide definitive answers in so many individual situations and with circumstances sure to change over time. Instead, the plan provides a policy framework to guide numerous public and private decisions.

Some elements of the plan are especially long term and will become permanent factors in the community's ongoing development, such as where roads and infrastructure will be extended, where various types of development will occur, and where property will be set aside in perpetuity as public parklands.

A comprehensive plan should be optimistic and even inspirational enough to challenge the community about its future. But it should also provide clear direction through statements of action that indicate how to achieve the community's desired vision. The sign of an effective plan is when it is frequently cited at the City Council table and regularly consulted in the business and development communities. Schertz officials should expect and ensure that their Plan is the "road map" for City government in the years ahead, providing practical guidance for every municipal function.

Finally, the plan should not be confused with zoning. The plan is a general guide for the long-range growth and development of the entire City. Zoning is a legal mechanism enacted by the City whereby specific parcels of land are classified as suitable for particular land uses. The plan provides the legal justification for development regulations but has no practical effect on its own in the absence of such regulations. As stated in *Chapter 219 of the Texas Local Government Code*:

"A municipality may define, in its charter or by ordinance, the relationship between the comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.

The Plan provides the vision, goals, objectives, policies and actions necessary to achieve the City's desired urban form over the long term. Zoning is a tool used by the City to influence and direct development on individual properties on a much shorter-term basis so that, taken together, these developments will result in the type of community that Schertz desires."

Statement of Goals and Getting to Action

A clear and concise statement of goals for maintaining and improving Schertz's quality of life was developed as the foundation of the Plan. **Goals** are the general ends toward which cities direct their efforts. Goals address issues by stating policy intention. They may be both qualitative and quantifiable but are typically not quantified. Goals stretch and challenge cities, but they are still realistic and achievable.

Objectives are clear targets for specific action. They mark quantifiable interim steps toward achieving a City's long-range mission and goals. Linked directly to goals, objectives are measurable, time-based statements of intent. They emphasize the results of City actions at the end of a specific time period.

Actions are methods to achieve goals and objectives. An action is the means for transforming goals to outcomes with the best use of resources. An action statement reflects budgetary and priority considerations, responsible parties, timing, benchmarks, and other resources available for creating success.

Through this document and the effort taken to ensure its creation, the community of Schertz has dared to dream – and taken the steps necessary to bring that dream to reality.

What is Vision?

Vision is an ideal and unique image of the future with its foundation in community values. It marks a destination at which a community plans to arrive.

What are Goals?

Goals are the general ends toward which cities direct their efforts and, hence, reach their envisioned destination. Goals address issues by stating intention that forms the basis for policy.

What are Objectives?

Objectives are clear targets for specific action. They mark quantifiable steps toward achieving goals. Objectives are time sensitive and measurable.

What are Actions?

Actions are methods to achieve goals and objectives. An action statement reflects budgetary and priority considerations, responsible parties, timing, benchmarks, and any other resources necessary for creating success.



All accomplishments begin with vision. Vision represents our ability to see beyond the present and prepare the groundwork for the future. It is a realization that the community exists with assets to build upon and challenges that must be addressed. It is an understanding that a community can shape its own destiny.

This document captures the vision of the community of Schertz and the values determined to represent the character of its residents. It fashions the vision and values of the community, through the voices and energy of area residents, into goals for each element of the Plan – goals that form the basis for objectives and courses of action.

Assets & Challenges

The vision and values established for the City of Schertz were adopted through development of this document. The planning process provided an excellent opportunity to initiate concepts for a vision at the outset and to enhance and alter those concepts in relationship to the community's assets and challenges. Assets and challenges were established by the Steering Committee at the initiation of the process. Each list was expanded or revised as additional meetings were held, including the Community Forum in May 2001.

Community Values

Prior to the development of the Plan, City Council adopted values in 2001 describing what is expected of all city residents. These values aptly interpret the desire by area leaders and residents to make this a community in which it is desirable to live, work and raise a family. Moreover, each value helps to set the stage for community vision, goals, objectives, and action. Together, the values that represent Schertz are as follows:

Safety for All – *Provide a healthy and safe environment for residents, employees and visitors to the community.*

Schertz's Assets

- Community Growth
- Two Major Thoroughfares (I-10 & I-35) & Access to Major Highways
- "Location! Location! Location!"
- Adequate Water Supply
- Good Schools
- Affordable Housing
- Good Leadership
- Trees
- Reasonable Tax Base/Insurance
- Diversity, including diversity in neighborhoods and among people (age, social, ethnicity, culture, etc.)
- Solid Infrastructure and Good Public Works
- Police, Fire & EMS Services are "Commendable"
- Good Sense of Community Cohesiveness
- Urban & Rural Mix, as well as Industry
- Open to Development Growth
- Centrally Located to Amenities & Areas
- Close to Colleges and Universities
- Cibolo Creek
- Active Rail Line within Central City
- Proximity to Randolph Air Force Base
- Outstanding Weather
- Heritage and History of Schertz
- Library, particularly Computer Resources and Genealogy Room
- Peaceful Drive

Continuity – from the Past to the Future *– Preserve and enhance the unique qualities in Schertz including its small town atmosphere, rich history and culture.*

Honor our Environment *– Treasure and preserve Cibolo Creek and other natural features ensuring their continued use for future generations.*

Excellence is our Goal *– Enhance the quality of life of residents through promoting a community with a strong economic base and through providing quality public services and safe neighborhoods with amenities including, parks and recreation areas.*

Responsibilities Accepted *- Deliver the highest level of services and public facilities to residents.*

Together We Can *– Fulfill the community's aspirations through building upon existing opportunities while addressing and managing challenges.*

Zest for Life *– Foster community pride and spirit and encourage citizen participation in enhancing the community and in fulfilling its aspirations.*

Vision

Bold actions require a grand vision. Robert Collier, an American writer and publisher once noted, "Vision – it reaches beyond the thing that is, into the concept of what can be. Imagination gives you the picture. Vision gives you the impulse to make the picture your own."

The vision that establishes the foundation for the Schertz Comprehensive Land Plan is indeed grand:

"We, the residents of Schertz, seek to establish our community as one which is founded upon a core group of values and faith in our ability to achieve our goals. We envision a Schertz that is recognizable for its character, its places, its rich history, its people and its possibilities. We envision a community that responsibly

manages its resources by growing wisely, with an eye on continued quality of life. Our Schertz will be one which is proficient in green spaces and public facilities, accessible by walking or by car, neighborly, safe, and a place where residents can live, work, shop and play. We envision a community that looks to its past in pride and its future with anticipated vision and drive. Ours is a vision for ourselves and for future generations of Schertz residents. We are a community that dares to dream and dares to succeed."

Goals

Goals represent the first step toward turning the grand vision into reality. A clear and concise statement of goals for maintaining and improving the quality of life in the City of Schertz was developed as the foundation for the Plan. Establishment of goals provides a basis for decision-making during both development and implementation of the plan. Goals act as a guide designed to stand through time. In a community developing as quickly as Schertz, goals promote consistency in plan implementation, particularly as changes occur in development trends, the physical form of the community and government leadership.

Goals are organized according to the individual elements of the Plan. As a guide, general focus statements for each element have been developed based upon the overall vision of the community and the values that the community has determined are important to local quality of life.

Land Use

To ensure adequate balance in land use to be a self-sufficient community, intent on protecting our natural and historic amenities while allowing for continued responsible and well-designed development.

Goal 1: Create an identity for Schertz by creating the design features necessary to define Schertz to both residents and visitors, including revitalization of Main Street and enhancement of the public sector "campus" along Schertz Parkway and Elbel Road.

Schertz's Challenges

- Controlling/Managing Growth
- Citizen Apathy – "Dare to Dream"
- Lack of Unity among Local Political Groups (i.e. City County, school districts, etc.)
- Laws on Books (i.e. Texas Accessibility Standards)
- Funding
- City, County & State Infrastructure, particularly Streets
- Location within Three Counties
- Acquiring Right of Way
- Proximity to Randolph Air Force Base
- HAZMAT (Hazardous Materials) Issues
- Air Quality
- Lack of Recreation Opportunities
- Lack of Trails
- Community Character/Image – Is the existing community representative of the character and image that it would like to project?
- Intercity Coordination and Cooperation
- Communicating Heritage
- Main Street
- Bringing Older Sections of the Community to Standards
- New Post Office

Goal 2: Manage growth and development in the community in a way that protects local quality of life and the area's small town character.

Goal 3: Achieve an efficient, diverse and balanced pattern of land uses within the City and the ETJ.

Goal 4: Expand the parks system and utilize trails, sidewalks and bicycle lanes as means of linking the various districts together into a cohesive and connected community.

Goal 5: Promote transit-oriented development in preparation for commuter rail.

Goal 6: Encourage development surrounding Randolph Air Force Base with uses compatible with the Air Installation Compatible Use Zone (AICUZ) Study.

Transportation

To provide residents, employees and visitors to our community safe, efficient and convenient access to all areas of Schertz through a variety of means including streets, rail, trails and sidewalks.

Goal 1: Establish a hierarchy of thoroughfare classifications that will provide for safe and convenient flow of traffic throughout the community.

Goal 2: Provide continuity of traffic flow within and between neighborhoods and throughout the community while allowing for overall relief of traffic congestion by improving existing street infrastructure to meet or exceed minimum standards by Year 2020.

Goal 3: Provide for the increasing demand for transportation facilities while preserving and enhancing the attractiveness of the environment.

Goal 4: Promote alternative modes of transportation and related facilities including pedestrian and bicycle routes, public transit, and others.

Goal 5: Coordinate with railroad companies to improve safety conditions of rail lines running through the community.

Public Facilities

To ensure responsible and adequate development of facilities in a planned, cost effective and environmentally sensitive manner and one that takes advantage of our unique character.

Goal 1: Aggressively upgrade and maintain quality public facilities and services in order to meet the challenges of growth in accordance with accepted community standards.

Goal 2: Define and establish a public sector "campus" as a focal point for the community and a recognizable asset specifically unique to Schertz.

Parks and Recreation

To provide our residents and visitors a quality, well designed, well utilized, interconnected recreational system that protects our environment, meets the recreation needs of all ages, and is integrated into existing and future neighborhoods.

Goal 1: Provide a diverse blend of parks, recreation and open space areas to accommodate the current and future needs of Schertz's residents.

Goal 2: Encourage the conservation of natural resources through acquisition of parks and recreation areas, preservation of open space, and environmentally sensitive planning.

Goal 3: Encourage and promote a variety of recreational opportunities including cultural activities, community activities and special events to enhance recreation and education opportunities for residents and tourists.

Community Enhancement

To ensure a strong sense of community through development and maintenance of healthy and dynamic neighborhoods and business districts, both new and existing, that are tightly interconnected, easily identifiable and responsive to our needs.

Goal 1: Improve and maintain a strong community character that is attractive and desirable for residents, businesses and visitors to the City.

Goal 2: Enhance aesthetics throughout Schertz by improved site planning to include vehicular and pedestrian mobility, paths and trails, roadway layout, usable open space, and appropriate landscaping, lighting and other amenities.

Goal 3: Invest in Downtown Schertz to establish a vibrant mix of places to work, live, and visit, with shops, restaurants, places of entertainment, and a variety of dwelling units.

Growth Capacity

To grow responsibly and in a manner that protects the values and heritage of our community, maintains and enhances our chosen quality of life, builds upon our character and allows for balance.

Goal 1: Enact policies that will allow Schertz to grow as necessary to respond to demand.

Goal 2: Promote infill development as an alternative to continued sprawl away from the heart of Schertz.

Goal 3: Require development to be designed in a way that follows the principles of Smart Growth.

Implementation

To aggressively and responsibly meet the expectations established in this planning process by actively pursuing means of implementing and maintaining the Plan.

Goal 1: Be accountable to the citizens of Schertz for working toward the goals, objectives and actions set forth in this and future plans.

Goal 2: Establish and maintain strong citizen and organizational support of the Plan to ensure continued updating and implementation.

Goal 3: Develop and annually update a five-year Capital Improvements Program (CIP).

Goal 4: Develop alternatives to finance the construction of infrastructure extensions that will support new development as the City grows.

Goal 5: Revise existing ordinances and adopt new ordinances as necessary to implement the Plan.



The logo for the City of Schertz reads, "Corridor to the future." In fact, the best possible explanation of community character in Schertz is as a City of physical, cultural and social corridors transforming the community as it moves from a point in history into today and beyond into the future. It is through careful analysis of these corridors that characteristics begin to appear that add definition to the community and set it apart from other municipalities. Physical corridors show a community that has evolved from its dependence upon the railroad and FM 78, to one that now depends upon I-35 and I-10. Other physical traits, such as Cibolo Creek or Randolph Air Force Base, have also played a major role in the evolution of this community. Key cultural corridors include the German heritage that still exists, but is slowly fading as the community diversifies, or the steady change from a "sleepy" rural community to a growing City directly linked to one of the largest municipalities in the country – San Antonio, Texas. Social corridors portray the general resident of Schertz as a middle income, middle aged, married, white, and homeowner likely to be either currently or historically involved in the military. However, those characteristics, too, are changing as the community continues to experience significant growth.

The Community Profile captures the characteristics that come together through physical, cultural and social corridors to form the image of Schertz. It is a community with a rich heritage and a myriad of both realized and unrealized amenities. As mentioned, it is also a community of change and, as new characteristics force old ones beyond sight, some may become forgotten or discarded. Others may be embraced and celebrated as part of the unique image that is Schertz. As the community continues to grow, it becomes increasingly important to understand the community's character and to avoid losing sight of the traits that made it desirable.

This profile is a snapshot of Schertz – an attempt to determine character today, to understand the character of yesterday, and to look toward the characteristics of the future. In doing so, it becomes an opportunity for residents of Schertz to determine which characteristics are important to retain in order to maintain and enhance the existing sense of community.

Key Characteristics of Schertz

Physical Characteristics

The following are critical physical elements that play a role in Schertz:

- Cibolo Creek
- Railroads
- Randolph Air Force Base
- I-10 & I-35
- FM 78
- Natural Landscape
- Proximity to San Antonio
- Industrial Park

Cultural Characteristics

These cultural traits impact the essence of Schertz:

- German Heritage
- Relationship to San Antonio
- Relationship to the Air Force Base

Social Characteristics

Residents of Schertz are most likely to be:

- Middle aged
- Middle income
- Married
- Well, but not highly educated
- White
- Homeowner
- Of German descent
- Currently or historically involved with the military

Physical Character

Generally, the City of Schertz is located in South Central Texas, five miles northeast of San Antonio. It is strategically nestled among rapidly growing I-35 & I-10, between San Antonio and Austin, and straddles three counties: Guadalupe, Comal, and Bexar.

The City of Schertz is strategically located to take advantage of a number of physical amenities. Each of these amenities was noted by the Steering Committee as community assets. At the same time, several were also noted as challenges to be addressed.

Cibolo Creek

Winding along and through the community of Schertz, Cibolo Creek represents one of the original physical amenities that drew settlers to the area. Today, the oldest neighborhoods in Schertz are within close proximity to Cibolo Creek. The greenbelt that follows the creek provides for significant and aesthetic viewsheds, but also represents the floodplain of a creek that has, on occasion, reached beyond its banks to cause flooding in nearby residential areas.

Steering Committee members recognize the hazards and history associated with Cibolo Creek, but they also see the important role the creek has played in the City's past and its potential as a major amenity if utilized appropriately. Thus, Cibolo Creek is noted as a major asset to the community.

Railroads

To many Schertz residents, the sound of a train whistle is a fond reminder of times past when the railroad meant economic prosperity. Historically, location of the railroad within a community was a certain sign of future economic success and the City of Schertz was one of those lucky communities. Today, the rail lines, operated by Union Pacific Railroad, continue to provide an economic benefit, but their impact has been drastically reduced by the use of trucks as the primary means of moving goods.

Randolph Air Force Base

Proximity to Randolph Air Force Base has had a tremendous impact upon the physical, social and economic structure of the City of Schertz. The community offers a place of residence to both persons serving in the military and veterans who have grown accustomed to

the general area. The sights and sounds of aircraft flying to and from the Air Force Base are a constant reminder of its presence, as are the areas in which development is restricted to ensure the safety and good relationship that exists between the people of Schertz and the base.

Randolph Air Force Base is a historic icon, considered the "Showplace of the Air Force". The base houses several headquarters including Air Education & Training Command, Air Force Personnel Center, Air Force Headquarters Recruiting Service, and the Nineteenth Air Force (19AF). Randolph is one of the few bases in the Air Force that does instructor pilot training. In fact, it acts as a training site for not only American pilots, but occasionally for pilots of Allied countries as well.

The number of personnel at the base has increased over the years, further expanding the impact upon Schertz and the surrounding area. However, growth at the base is vastly overwhelmed by the tremendous growth the community has experienced over the past decade. Thus, while Randolph Air Force Base continues to play a role that impacts the sense of community for Schertz, that role is slowly, steadily diminishing.

"In 1876, one of the largest boosts to Schertz came when the Galveston, Harrisburg and San Antonio Railroad was built through the town. This gave the people a chance to travel to San Antonio by rail instead of wagon or buggy, besides goods being shipped in and out. I can remember my family leaving our horse and buggy at the livery stable, board the train to go to San Antonio to shop or visit kinfolks and return to Schertz by midnight."

Excerpt from a written history of Schertz

By Oscar Kramer

Farm to Market Road 78

FM 78, formerly known as Old Seguin Road, acts as the source of connection between the City of Schertz and Randolph Air Force Base. Like the railroad, its proximity to historic Main Street has ensured that redevelopment of the area would remain problematic because commercial establishments have found FM 78 to be a more desirable location. Also, like the Air Force Base, the presence of this road is obvious; however, its importance to the community may also be dwindling as the community shifts its dependence slowly away from the base to the City of San Antonio, I-35 and I-10. Nevertheless, this road will continue to be a primary thoroughfare to and through the City of Schertz and to have an impact on the City for many years to come.

Steering Committee members have cited FM 78 as a challenge for the future, but have also noted that recent reconstruction of the thoroughfare may ease congestion and once again make FM 78 an asset to the community.

I-35 & I-10

I-35 & I-10, combined with the increasing presence of San Antonio, are the most defining physical traits of modern Schertz. Immediate access to the interstate and to employment opportunities elsewhere make it possible for growth, such as that seen in Schertz, to occur.

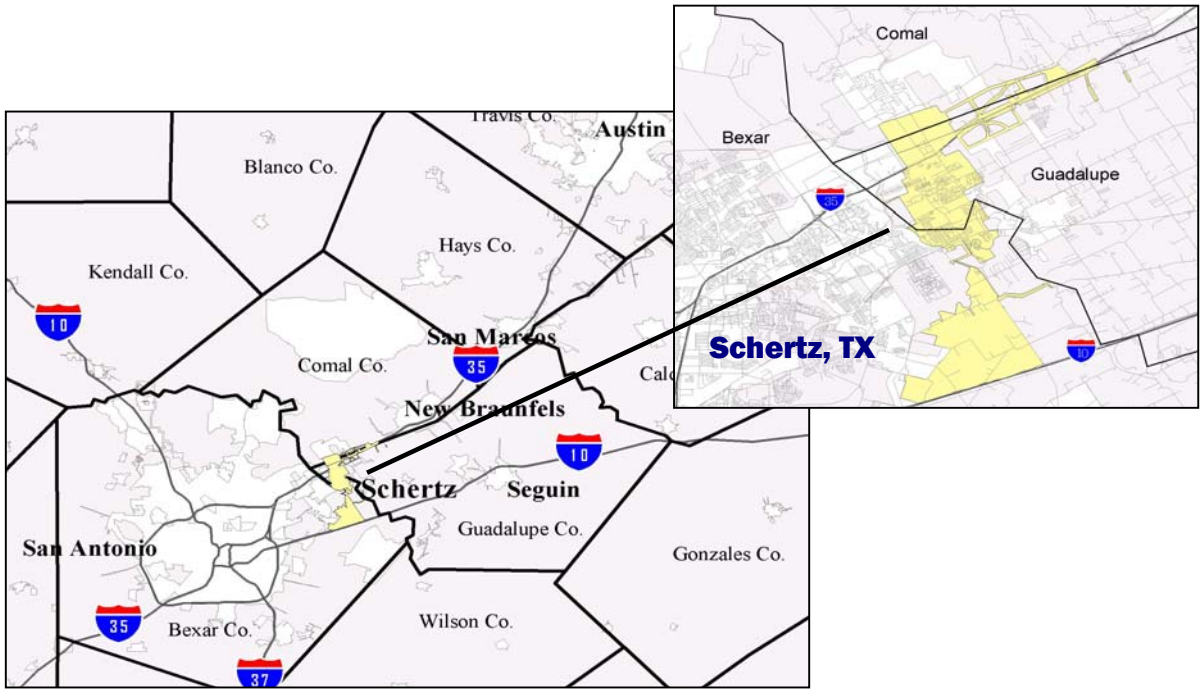
Of the two interstates, the impact of I-35 is the more pronounced. The San Antonio metropolitan area continues to grow to the northeast, particularly along this corridor. Furthermore, the Austin metropolitan area continues to grow rapidly to the southwest, also along the I-35 corridor. This makes Schertz one of several key cities along this relatively short stretch of I-35 that will enjoy the benefits and face the challenges presented by this intense corridor of activity. This is perhaps most notable by the amount of commercial activity that has begun to occur at major interchanges along I-35 into the City of Schertz, and the magnitude of development occurring in the Tri-County Industrial Park.

The southern perimeter of the City of Schertz abuts I-10, allowing for a substantial length of interstate frontage. The I-10 corridor, connecting Houston to San Antonio, is a highly used route of travel and commerce. However, its length and a lack of available infrastructure have inhibited development in this area. As use of the corridor continually becomes heavier and appropriate infrastructure becomes available, San Antonio metropolitan area expansion to the east will certainly intensify development pressure in the area.

Proximity to San Antonio

Relationship to the City of San Antonio may have been important to historic Schertz, but never more important than it is today. As San Antonio continues to expand, the surrounding communities become ever more integrated into a regional web of interdependence. While new census data is not available to confirm beliefs, it is highly likely that a significant portion of the growth that is occurring in Schertz is the result of continued growth of San Antonio. People who have lived closer to or within the large municipality and newcomers alike, seek the areas outside of San Antonio as a means of escaping to take advantage of real or perceived notions regarding lower taxes, better schools, lower crime, affordable costs of living. Schertz also offers the feel of a small town that is all but lost in the larger metropolitan area.

As San Antonio continues to grow, it will continue to exert pressure on the City of Schertz to develop and will also continue to alter the character and composition of the community.



Tri-County Industrial Park

Schertz benefits from the fact that it is both a self-sufficient City with a growing economic base, as well as a home for persons who commute to jobs in San Antonio and other cities. That economic base is largely the result of Tri-County Industrial Park along the I-35 corridor. While still in development, the existence of the industrial park adds to the economic stability of the area. While residential development adds to the community's tax base, industrial development adds significantly more and provides less of a burden on City services. It further strengthens the community's "jobs to housing balance" – a strong indicator of a community's self-sufficiency and overall quality of life. It is an indication that people have the opportunity to both live and work in Schertz should they choose.

Natural Landscape

Natural features, when maintained and enhanced, can be one of the most powerful amenities available to a community in building or keeping community character. Among those items noted by the Steering Committee as assets were the numerous trees in and around the community. Add the very gently rolling topography in the area and the result is an inviting atmosphere reminiscent of small town America.

Despite the significant growth that has occurred in the City of Schertz, a significant amount of the community remains undeveloped. Given that growth is expected to continue in the community, the methods of permitted future development will determine whether the natural landscape continues to be a valued asset.

Cultural Character

Cultural character describes those traits within a community that are a result of certain historical events or consistent interactions that, over time, can impact the traits of the community. The most obvious cultural developments are historic, such as the settlement of the area that is now Schertz by German settlers. Even today, that German heritage is occasionally obvious.

The history of the area, however, begins prior to German settlement. According to histories provided by the City of Schertz and in Willie Mae Weinert's "An Authentic History of Guadalupe County," (Texas Handbook Online; Seguin, Texas: *Seguin Enterprise*, 1951, rpt. 1976), Schertz has a long history dating back to the earliest settlement of Texas by Europeans. According to one unverifiable source, the first attempt at permanent settlement in the Schertz area came in 1772 when Fort de Santa Crus del Cibolo was established by Spanish colonists along Cibolo Creek to guard against violent Indian attacks. In this account, the fort was abandoned in 1785 as the Indian attacks intensified.

Heritage

The Steering Committee guiding development of the Plan indicated that the community's history and heritage was an asset. If so, then the foundation of that history and heritage is based upon its roots that began as a German settlement with an increasing Hispanic influence.

German immigrants migrating to the New Braunfels area permanently settled what is now Schertz. Included among the original settlers was the Schertz family. The name of the City became established when the Galveston, Harrisburg, and San Antonio Railroad was built through the area, which the Railroad referred to as the "Schertz Stop," in reference to Sebastian Schertz who owned a store in the area. Incidentally, the primary industry of the early settlers was agriculture, including cotton production.

While there is little physical evidence of German history in Schertz, it is found in the composition of the community. In 1990, nearly one in five Schertz residents was of German descent. In fact, descendents of the early German settlers continue to reside in the Schertz area, including those of the Schertz family.

There is also little to physically express the growing cultural presence of the Hispanic population. As of 2000, nearly 20 percent of the Schertz population was Hispanic.

While heritage and history were noted by the Steering Committee as an asset the lack of communication of that heritage was seen as a challenge. Given that significant growth is occurring in the community with little attachment to the evolving heritage of the region, history may be at risk of becoming slowly forgotten.

"The first settlers came to Schertz around 1843, marking this about the 135th anniversary.

"Some of the families on the immediate land surrounding Schertz were the Boettigers, Schertzs, Schneiders, Seilers, Maske and Mergele. Boettigers, Mergeles and Seilers being my forefathers.

"Indians were not known to have attacked the people, but to pilfer and steal livestock. When we went to school at the present O'Henry site we children found many Indian relics.

"The first name of Schertz was "Cibolo Pit", then "Cut Off", and as perhaps, many of you know, the reason for this name was when the Cibolo Creek flooded, the settlement was cut off."

Excerpt from a written history of Schertz

By Oscar Kramer

Relationship to San Antonio

Historical text notes that the City of Schertz remained a small town until development of I-35, which cemented the relationship between Schertz and the City of San Antonio. By 1900, the area had only a population of 200 residents, as well as a grocery store and cotton gin. Throughout the first half of the 20th Century, the town's population hovered around 350 people and was served by a church, bank, and hotel.

However, the town's population boomed after construction of I-35 in the late 1950s and early 1960s. As noted previously, the

"Randolph Air Force Base was I guess, the biggest boom to Schertz in the late 20's, although it changed the lives of many people. A lot of farmland was bought as the Air Force needed 2000 acres for the air academy. There were 3 sites considered. The present site was chosen because after research, the site here showed the fog was less in this area and lifted earlier in the day, and meant more flying time. All of this boosted the economy not only for Schertz and surrounding communities but also the areas of New Braunfels, Seguin and San Antonio. The dedication of the West Point of the Air was in 1930. There were thousands of people present at the ceremonies with hundreds of aircraft flying over.

"The V.F.W. of Schertz was chartered in 1946. This organization has been very active. It served as the only place for the people to come together to enjoy themselves. For other organizations to have functions of their own. For which the whole community was grateful."

Excerpt from a written history of Schertz

By Oscar Kramer

relationship between Schertz and San Antonio is now extremely strong and likely to become even stronger as residents continue to move in and utilize Schertz as a home, but travel into San Antonio and the surrounding area to work.

As individuals seeking to "escape" the larger metropolitan area continue to move into Schertz and the surrounding area, the character of the community will change. Many of the cultural characteristics brought by new families and individuals will be intermingled with the existing traits of the community.

Relationship to Randolph Air Force Base

Randolph Field was dedicated in 1930 and was officially renamed Randolph Air Force Base in 1948. As mentioned previously, it has both physically and culturally impacted the community.

In 1990, more than one in five residents of Schertz was either currently or previously involved in military service. This does not account for the numerous spouses and children whose lives are also touched by the culture that surrounds military service.

This culture of patriotism, order and pride in service are essential elements to the core sense of community in Schertz. While these are also important elements in other communities, it is likely that proximity to the base has heightened those values in Schertz.

Social Character

The community of Schertz is, by now, accustomed to change. Significant growth has been a part of the character of this community for the past several decades and it appears that it will continue to be an important aspect in decades to come. As noted earlier, the general resident of Schertz can be categorized as a middle income, middle aged, married, white, homeowner who is likely to be of German descent and equally likely to either be currently or historically involved in the military. In some cases, this sets the City of Schertz apart from characteristics of the State of Texas as a whole, while in others, it simply confirms that the community is following statewide trends.

A quick word regarding available data

The beauty of demographics, particularly those offered by the decennial census, is the ability to depict the composition of a community in a number of ways ranging from general population and growth rate to more specific issues such as ancestry, homeownership, per capita income and educational attainment. This information provides clues into the character of the community that would otherwise be unattainable. Further, the knowledge of such character traits allows the opportunity to also understand implications. Perhaps the best example is the simple analysis of educational statistics. By simply knowing the educational attainment of a community, it is easy to assess the potential income limit of the community, hence impacting local buying power that then impacts the ability of a community to attract commercial development. At the same time, educational attainment signals to major employers, such as industrial plants, the caliber of workforce available to handle the tasks of production.

On the other hand, demographics can only be as reliable as the available data. In a community such as Schertz with an extraordinary rate of growth, figures quickly become obsolete.

Much of the information discussed in this section is the result of recently published census figures for the year 2000. However many of the more specific statistics remain unpublished. Thus, certain information, such as income, relies upon the 1990 census, which is more than a decade old. To ensure adequate analysis, data should be updated as new information becomes available.

General Population

As noted previously, the City of Schertz is no stranger to population growth. In fact, the City has grown from a 1970 population of 4,061 persons to 18,694 according to the 2000 Census. This represents a rate of growth of 360.3 percent. To place this in perspective, the State of Texas, one of the fastest growing states in the nation, grew during the same period at a rate of 86.2 percent.

During the period between 1990 and 2000, the City's population grew by 8,115 persons, representing a growth rate of 76.7 percent. Again, by comparison as shown in **Table 3.1, Population**, the State of Texas population grew at a rate of 22.8 percent.

Table 3.1
Population

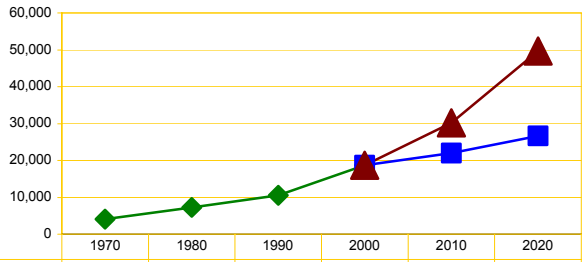
	City of Schertz		State of Texas	
Year	Population	Growth Rate	Population	Growth Rate
1940	500			
1950	800	60.0%		
1960	2,281	185.1%		
1970	4,061	78.0%	11,196,730	
1980	7,260	78.8%	14,229,191	27.1%
1990	10,597	46.0%	16,986,510	19.4%
2000	18,694	76.4%	20,851,820	22.8%

Sources: City of Schertz
Schertz population, STF1 - 1990 population 10555
Revised number 10597
Census 2000 Redistricting Data

Projections further indicate that the City of Schertz will continue to see growth well into the future; particularly as development pressure continues to build as a result of growth from San Antonio. As shown in **Table 3.2, Population Projections: 2000 to 2020**, projections indicate that, given the right circumstances, the population of Schertz may range from 26,709 to 49,691 residents by 2020.

Linear projection techniques were used in projecting Schertz's population to the year 2020. Linear projections involve the graphical projection of the past historical trends into the future. For purposes of the Plan, the linear techniques of choice were the "exponential curve" and the "least squares curve." Exponential curves identify an average growth rate, or percentage, experienced in the past and use this average to calculate future growth. Least squares curves identify historical trends in absolute growth (as opposed to percentages) and project them out.

Table 3.2
Population Projections: 2000 to 2020



	1970	1980	1990	2000	2010	2020
Historical	4,061	7,260	10,597	18,694		
Least squares				18,694	21,981	26,709
Exponential Curve				18,694	30,253	49,691

Source: Census 2000 Redistricting Data
Wilbur Smith Associates

The exponential curve appears to reflect the most logical results, based on current growth patterns in Schertz and the larger region. The linear curve produced a lower result that should be considered a moderate growth scenario. However, caution should be used when using any population estimates or projections. Physical, social, and economic phenomena that occur over the next twenty years may cause subtle or drastic changes in the Schertz

population. These projections are primarily intended to serve as guides for the City of Schertz's planning efforts.

Ethnicity

The City of Schertz is slowly becoming a community of diversity. However, the pace at which the City of Schertz is becoming more ethnically mixed is occurring at a much slower rate than the State as a whole. Further, the largest portion of new residents into the Schertz community continue to be overwhelmingly White, whereas, in the State of Texas as a whole, the majority of new residents are overwhelmingly Hispanic.

In 2000, the residents of Schertz remained largely White. As noted in **Table 3.3, Ethnicity**, nearly 70 percent of the population was classified as White. Hispanics represented nearly 20 percent of the community. The remaining ten percent was representative of Black (6.4 percent), Asian, and Other. In comparison, only 52.4 percent of all residents of Texas were categorized as White, while 32.0 percent and 11.3 percent were Hispanic and Black respectively.

The percentage of Schertz categorized as White is decreasing with time as the municipality diversifies. In 1990, Whites comprised over 75 percent of all Schertz residents, versus less than 70 percent today. Significant growth over the decade occurred among Hispanic and Black residents.

Table 3.3
Ethnicity

	Texas		Schertz	
	Number	Percent	Number	Percent
White	10,933,313	52.4%	13,026	69.7%
nic	6,669,666	32.0%	3,640	19.5%
Black	2,364,255	11.3%	1,193	6.4%
American Indian	68,859	0.3%	76	0.4%
Pacific Islander	565,202	2.7%	349	1.9%
Other	250,525	1.2%	410	2.2%
Total	20851820	100.0%	18694	100.0%

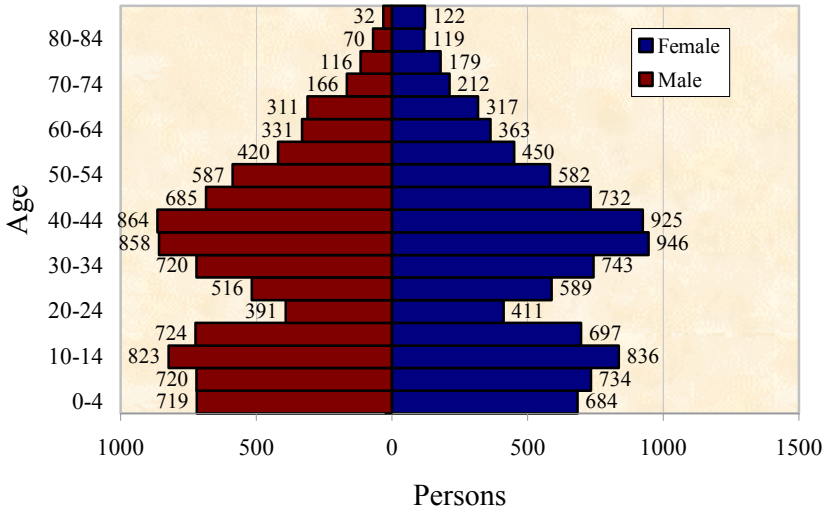
Source: U.S. Census Bureau, Census 2000 Redistricting Data

Age and Gender Distribution

Perhaps most striking in the analysis of age is the appearance that the City of Schertz has a higher proportion of middle age individuals than the State as whole. According to Census 2000 information, 45.5 percent of the Schertz population was between the ages of 30 and 59, as opposed to only 40.3 percent for the State of Texas.

The standard age and gender population pyramid exhibited expected results. As indicated in **Table 3.4, Age and Gender**, the population of Schertz was primarily within the younger age cohorts below age 45. However, the 20-24 age cohort was somewhat low,

Table 3.4
Age and Gender



Source: Census 2000, US Bureau of the Census

likely reflecting younger persons who have left town for college or the military or have moved away permanently. The largest groups were in the age cohorts between 35 and 44 years. If this overall age pattern holds, Schertz may expect to continue to have a larger upper-middle age population in the next few decades. This could lead to an older average age in the City over time, depending on future trends in local birth rates and the age characteristics of persons moving into the area.

Also expected, females represented a larger share of Schertz's population at 51 percent in 2000. Females begin to outnumber males significantly in the 70-74 age cohort, reflecting the fact that women tend to live longer than men.

Table 3.5
Households

	Number	Percent
1 person		
Male Householder	480	7.3%
Female Householder	623	9.4%
2 or more persons		
Family Households:		
Married Couple	4,438	67.2%
Male Householder no wife present	188	2.8%
Female Householder no husband present	658	10.0%
Non Family households	217	3.3%
Total	**6,604**	**100.0%**

Source: Census 2000, US Bureau of the Census

Households

According to Census 2000, the average resident of Schertz is most likely to be married and is surrounded by few single headed households. The percentage of Schertz households comprised of married couples increased between 1990 and 2000, from 66.5 percent to 67.2 percent. According to **Table 3.5, Households**, nearly 18 percent of households consisted of only one person living alone – more females than males. Single

parent households represented only 12.8 percent of all households. More important, in a time when the percentage of single parent households was on the rise across the country, the percentage in Schertz remained steady.

Income

According to the 1990 census, Schertz's per capita income of $12,944 was only slightly higher than per capita income across Texas. Median household income, however, was significantly higher in Schertz as the median household earned of $31,768 locally, compared to only $27,016 across the State.

Statistics further show that a much higher proportion of Schertz residents are middle income than the State of Texas. In fact, 40.6 percent of all Schertz households earned between $35,000 and $75,000 in 1989. On the other hand, only 29.9 percent of all Texas residents fell within the same classification.

Education

Statistics indicate that residents of Schertz are generally better educated than residents of the State as a whole. According to the 1990 census, 79.6 percent of all persons in the City of Schertz age 18 years and older had received, at minimum, a high school diploma. In comparison, only 72.0 percent of Texas residents within the same age group had received a high school diploma.

Residents of Schertz were also slightly more likely to attend college, although they are less likely than their statewide counterparts to receive more than an associate's degree. 1990 census figures indicate that 34.6 percent of Schertz residents age 18 years and older had either some college or received an associate's degree, compared with only 28.0 percent for the State of Texas. On the other hand, only 14.6 percent of the population of Schertz age 18 years and older had received a bachelor's degree or higher, compared with 18.0 percent statewide. The Schertz, Cibolo, Universal City Independent School District (SCUC ISD) serves the City of Schertz and surrounding areas. Shown in **Table 3.6, SCUC ISD Statistics**, is information on the school district obtained from the 1999-2000 District Performance Report provided by the Texas Education Agency (TEA). The student teacher ratio is 15.3, which is above the statewide average of 14.9 students per teacher. The percentage of students passing all TAAS tests taken is higher than

"One of the oldest business buildings, the red brick building on Main Street, was built by Mr. Willie Schertz. It is now a plumbing and hardware store and Masonic meeting place. It was the first mercantile store. On the site of the present day Schertz Bank, a two story hotel, a five room hospital and drug store complex was built in 1909. The hotel was built by Mr. Henry Ebert. A Dr. Watson was the first resident doctor. This doctor used two methods of transportation to see his patients, a horse drawn hack for good paths and horse back for emergencies in bad weather and long distances.

"In 1917 another red brick hospital on Main Street was built by a Dr. C.M. Cotham and Miss Cora Karbach, a nurse. It served the surrounding communities for many years. It now is an old apartment house.

"The first bank was chartered in 1913 and to the best of my memory one of the first bankers was a Mr. Glass. He also organized what was called the National Home Guard during World War I. They drilled at night in the second story of the building that at the present time is the Masonic Lodge meeting place. As a small boy, I can still visualize the old training rifles in their closet. At the same time this place was also a dance hall. At times the crowds were so large that when the danced, the floor shook and for this reason the dances were discontinued there."

Excerpt from a written history of Schertz

By Oscar Kramer

Table 3.6
SCUC ISD Statistics

	SCUC ISD	State of Texas
Total Number of Students	6,186	3,991,783
Total Teachers	404	267,921
Student:Teacher Ratio	15.3	14.9
Attendance Rate (1998-99)	95.5%	95.4%
Annual Drop-Out Rate (1998-99)	0.6%	1.6%
% Economically Disadvantaged	25.7%	49.0%
% Passing All TAAS Tests Taken	81.9%	79.9%
Mean Total SAT Score	1,032	989
Mean Composite ACT Score	21.7	20.2

Source: Texas Education Agency, 1999-2000 District Performance Report

the State average, as is the mean ACT and mean SAT scores. The TEA also monitors the academic accountability of school districts by designating them as Exemplary, Recognized, Academically Acceptable, Academically Unacceptable, Unacceptable due to Special Accreditation Investigation, or Not Rated. In 1999-2000, Schertz, Cibolo, Universal City ISD received an accountability rating of "Academically Acceptable".

Homeownership

Schertz, like many small communities, has a significant percentage of homeowners. Homeowners, compared to renters, occupied 67.4 percent of occupied structures in Schertz during the 1990 census. In comparison, in Texas as a whole, the percentage of owner occupied structures was 60.9 percent. The Steering Committee noted the affordability of housing in the community as an asset. The significant percentage of homeowners is a strong indicator that housing is, in fact, affordable. Further, housing activity that has occurred in Schertz since 1990 has largely consisted of single family homes, signaling a continued increase in homeownership rates.

Employment

The City of Schertz enjoys an extremely low unemployment rate. In fact, between 1990 and 2000, as shown in **Table 3.7, Employment**, the number of employed persons age 16 years and older has increased by more than 2,000 persons - a 43 percent increase. During the same time, the City's already low unemployment rate declined from 6.1 percent in 1990 to 2.4 percent in 2000.

While it is extremely important to maintain a low unemployment rate, many experts believe that an unemployment rate such as 2.4 percent for the City of Schertz is too low. The obvious benefit is to the local employee who may freely shop for a job that pays well and offers appropriate benefits. At the same time, however, the very

small available labor pool may also make the City of Schertz less attractive to employers seeking additional staff. Of those Schertz residents employed, a number either served in the military or were occupied in technical skills.

Table 3.7
Employment

	Schertz			Texas		
	1990	1995	2000	1990	1995	2000
or Force						
Employed	5,011	6,271	7,150	7,634,279	9,011,013	9,887,039
Unemployed	327	180	177	584,749	577,420	437,488
Total in Labor Force	5,338	6,451	7,327	8,219,028	9,588,433	10,324,527
nemployment Rate	6.1%	2.8%	2.4%	7.1%	6.0%	4.2%
Total Not in Labor Force	2,293			4,306,456		

Source: US Bureau of the Census for 1990 data; Texas Workforce Commission for 1995 and 2000 data

Business

According to the 2001 Economic Census, a total of 270 establishments employ over 1,056 employees in Schertz. Retail Trade, as expected, is the most dominant industry with respect to establishments, employees, payroll and sales. The Accommodation and Food Services industry is also significant to the City's economy in terms of the number of establishments and employees. While more recent than other census figures, it is likely that the number of businesses, particularly industries developing in the industrial park have changed significantly. It is certainly more likely that industry has come to play a much stronger role in the economy of Schertz.

The strong economy has been a boon for area commercial establishments. Sales tax analysis, based on figures available through the Texas Comptroller of Public Accountants, indicates a continued increase in revenue. Sales tax revenues in Schertz have more than doubled over the past five years. During 1997, sales tax revenues increased by 70 percent. However, these revenues increased only 6.8 percent between 1999 and 2000.



The pattern of development is important to any community. Given that Schertz is experiencing exponential growth that shows no signs of slowing, the community has the opportunity to plan for development as it sees fit to ensure continued, and even improved, quality of life. The appropriate mix of land uses and the proactive effort to create the community that residents envision can aid in maintaining the "small town character" as well as a strong tax base, an efficient system of streets and utilities, a revitalized Main Street, and protection for Randolph Air Force Base.

The Land Use element is a key component of the Plan. With an understanding of current and historic development trends, the vision of community residents and leaders, as well as the forecasted growth in population over the next 20 years, this element addresses the future use of land within the City and its extraterritorial jurisdiction (ETJ).

Of the various elements of a comprehensive plan, the land use component is typically the most recognized. It is, in many ways, the foundation from which the remaining elements evolve. Transportation patterns, infrastructure, public services and facilities, and urban design features all adjust to address the needs of land uses such as residential, commercial or industrial. Even then, adjustments are made according to type, size, density, and proximity to other uses. While it may not be possible to foresee all of the details necessary to address future land use development, this element and its relationship with the remaining elements of the Plan provide a basis from which decisions can be made. Often this can be done proactively and in a manner that is economically viable, fiscally responsible, well coordinated with planned infrastructure improvements, and desirable for the area's residents, businesses and visitors.

The Land Use element is derived from an inventory conducted in March 2001, as shown in **Figure 4.1, Land Use Inventory**, to generally identify the existing land use within the City limits and the ETJ. It recognizes the issues established through observation, analysis and discussion with community residents and leaders. Comparing these issues against generally accepted land use policies and opportunities unique to the community of Schertz, the land use element offers solutions and a Future Land Use Plan to

guide ongoing land development and redevelopment in the City and its ETJ through 2021. The Future Land Use Plan is an important resource for public and private decision-makers involved in development projects and/or the provision of public services and facilities. Goals and objectives related to future land use, developed with citizen input, point the community toward more orderly and efficient growth. Through proposed actions, the Land Use element also identifies ways in which the City can directly influence the direction of future land development and better manage its growth through regulations, infrastructure improvements and utility extension policies, annexation of additional territory over time, and other means.

Key Land Use Issues

Various issues related to land use and the pattern of growth within Schertz were identified during the plan development process through a Community Forum held May 2001, interviews with key persons in the community, input from the Steering Committee, and analysis of existing trends and conditions. These issues were instrumental in developing the goals, objectives and actions in the Land Use element.



Residential growth has raised concerns regarding the ability of public facilities to keep pace and the loss of quality of life and small town atmosphere in Schertz.

Issue One. Create an Identity and Sense of Community for Schertz

- *Creating a sense of entry into the community through gateways.*
- *Revitalizing Main Street and the FM 78 corridor utilizing Main Street as a special commercial destination while improving FM 78 as a centralized corridor for daily commercial activity.*
- *Protecting the small town charm of Schertz.*
- *Establishing the area encompassing City Hall and the County offices as a common, campus-style, town center that is separate, but connected to revitalization of Main Street and linked to the remainder of the community.*
- *Ensuring quality development through standards, incentives, and protective*

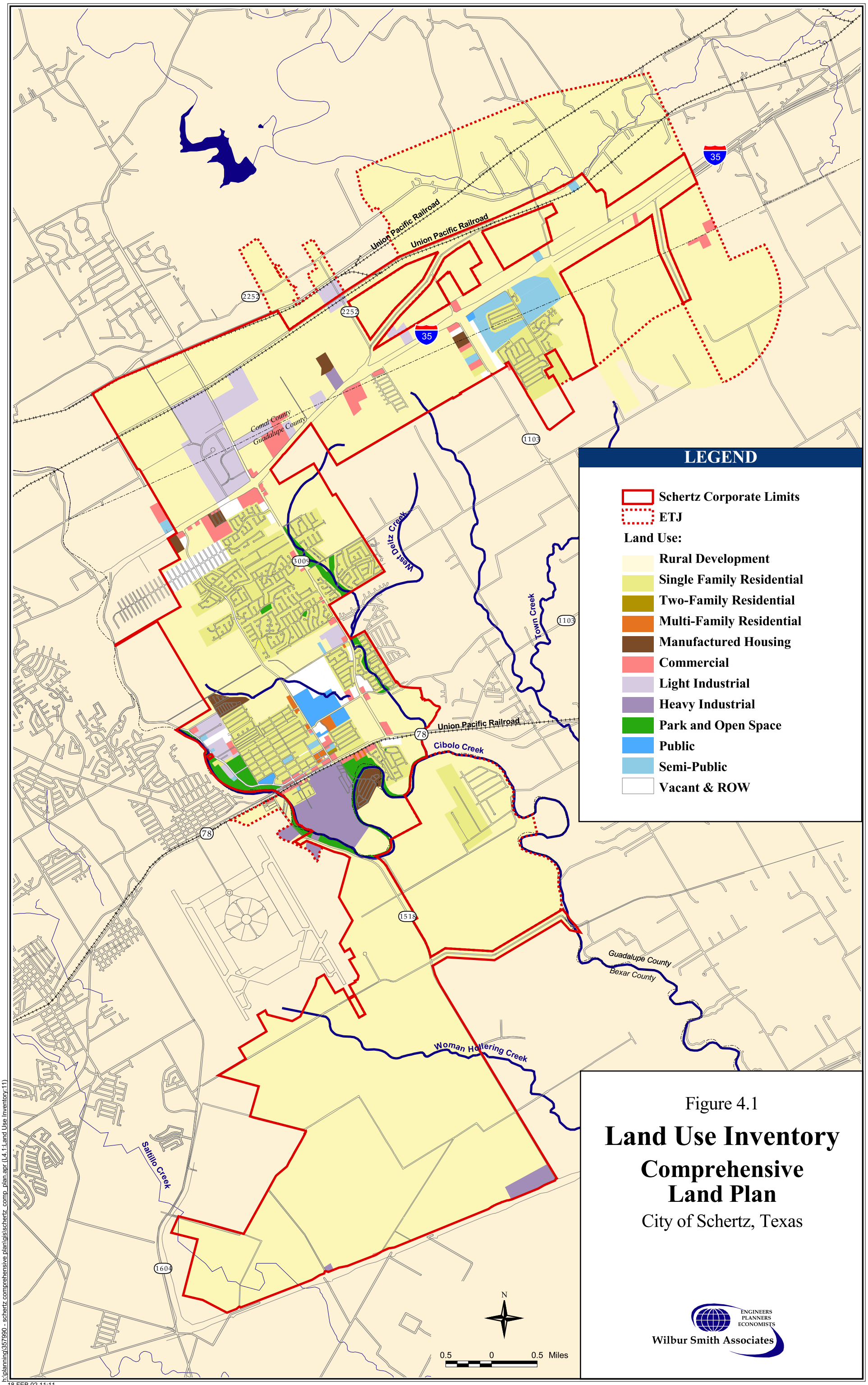


Figure 4.1

Land Use Inventory

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS
PLANNERS
ECONOMISTS
Wilbur Smith Associates

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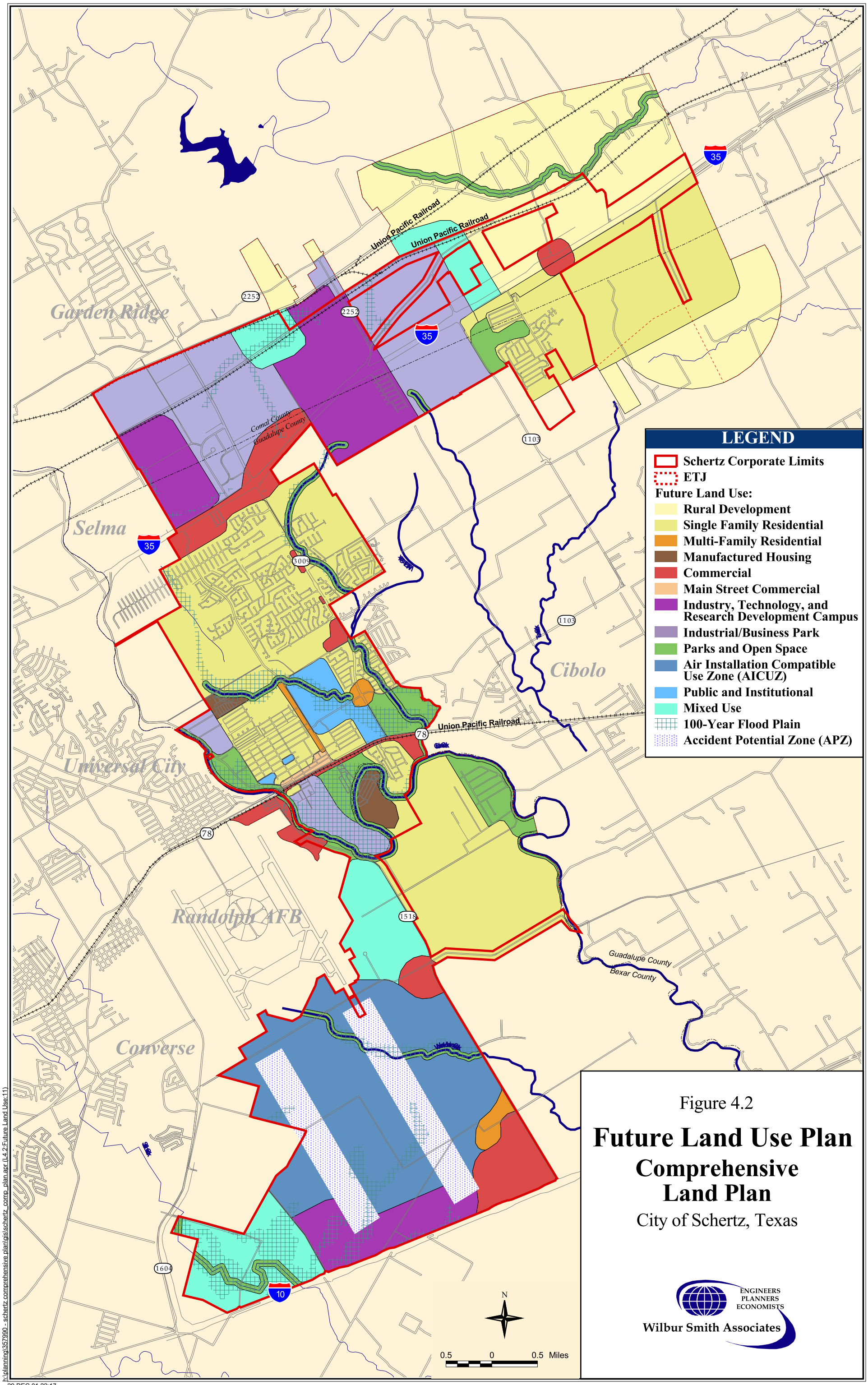


Figure 4.2

Future Land Use Plan

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS
PLANNERS
ECONOMISTS

Wilbur Smith Associates

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ordinances that will allow the community to remain economically healthy in both older and newer neighborhoods.

- *Developing connections and linkages throughout Schertz by building upon the wealth of trail and greenspace opportunities provided by Cibolo Creek, floodplains, easements, the previously flooded manufactured home site, the former landfill, existing parks, and new development.*

Issue Two. The Pace and Manner of Growth

- *Managing growth, particularly residential growth, in a manner that allows services and facilities to keep pace with development and enables the community to maintain the characteristics that made it a desirable location to live, work and raise a family.*
- *Annexing areas of the ETJ in order to allow for continued residential growth that can occur in a responsible and planned manner.*
- *Preparing for commuter rail between San Antonio and Austin, as well as San Antonio and Houston, by promoting transit oriented development and a transit stop along the rail line on the northern boundary of Schertz.*
- *Providing local emergency health care facilities and satellite police and fire protection throughout the community.*



Industrial development has occurred at a quickening pace in Schertz, growing north of I-35 away from intense residential uses. The addition of industrial development to the Schertz economy has resulted in reduced taxes and an improved jobs-to-housing balance.

Issue Three. Continue Economic Expansion

- *Maintaining the growth of industry north of I-35 in a manner that is attractive to both the community and desirable industries.*

- *Developing a strong tax base (commercial/industrial development).*
- *Improving the selection of commercial establishments in the community and ensuring their appropriate location in concentrated nodes of activity, such as the major interchanges of I-35 and I-10, as well as the centralized FM 78 corridor.*

Issue Four. Protect Randolph Air Force Base

- *Protecting Randolph Air Force Base by observing AICUZ recommendations and by proactively seeking compatible development around the base.*

Land Use Policies

Residents and community leaders in Schertz seek policies that will allow the community to grow sensibly by balancing economic development and environmental protection, focusing new development where public services and utilities are already available, actively supporting revitalization and enhancement of older areas, maintaining strong community character, valuing traditional focal points such as downtown, maintaining an efficient street network and infrastructure systems, providing convenient neighborhood shopping and attractive parks, and ensuring pedestrian-friendly commercial districts and walking connections between neighborhoods, parks and schools. Through effective land use planning and urban design, the City of Schertz can continue to improve upon its ability to fulfill its paramount responsibility to promote public health, safety and welfare while also providing predictability in the development process.

Policies serve as a guide for decision-making and the development of goals and objectives for the City of Schertz. They serve as a reference for planning officials and City staff, and should be utilized when making decisions regarding future development within the City. In particular, policies should be utilized in implementing goals, objectives and actions, and in reviewing zoning classification changes, variance requests or amendments to the Future Land Use Plan. The following policy statements provide a basis for sound land use planning:

In General

- *Potential negative land use impacts (noise, odor, pollution, excessive light, traffic, etc.) should be considered and minimized to protect enjoyment or value of property.*
- *Adequate transportation access and circulation should be provided for uses that generate large numbers of trips. Pedestrian and bicycle access should be addressed where appropriate, such as access to City Hall, Main Street, and parks throughout the community.*
- *Compatibility with existing uses should be maintained. Well-planned, mixed uses that are compatible are to be encouraged, particularly in areas designed specifically for mixed use, such as the proposed location for transit-oriented development.*



Cibolo Creek offers a wonderful amenity that represents an opportunity for greenspace and preservation of a crucial component of the history and identity of Schertz.

- *The numerous floodplain areas throughout Schertz should not be encroached upon by future development unless there is compliance with stringent floodplain management practices. These areas should be used for parks, recreational-related purposes, or for agricultural uses.*
- *Environmentally sensitive areas such as Cibolo Creek should be protected, including wildlife habitat areas and topographically constrained areas within the floodplain.*
- *Land uses should take advantage of unique features of the community. For example, land use around Cibolo Creek should utilize the waterway as a development amenity and transit oriented development should be promoted along the*

Union Pacific rail line, on the northern edge of Schertz, with a possibility of supporting commuter rail to Houston and Austin.

- *Land uses should be arranged to support alternative means of travel such as walking or bicycling from one destination to the next.*
- *Land uses should be mixed to the extent practical and developed in small, tight-knit clusters, particularly within areas designated as mixed use, such as the southwestern section of Schertz within proximity to FM 1604.*

Residential

- *Subdivisions should function as neighborhoods with well-defined edges, focal points and linkages with surrounding uses. Hard edges such as the stone wall separating Woodland Oaks from Schertz Parkway provide an example of distinct boundaries.*
- *Schools, parks and community facilities should be located close to or within neighborhoods, as has been done with Laura Ingalls Wilder Intermediate School and Dove Meadows Park.*
- *Residential areas should not be next to industrial areas without first addressing all of the impacts that commonly make the uses incompatible.*
- *Houses should have direct access to local streets but not to collector or arterial streets, nor should they be adjacent to major highways.*
- *Residential and commercial areas may be adjacent if negative impacts such as visual clutter, lighting, signage, outdoor storage and traffic are addressed through methods such as buffering, lighting standards, and setbacks.*
- *Neighborhoods should be buffered from collector or arterial streets through landscaping, fencing, setbacks, and other protective measures.*

- *Aesthetic features, views and viewsheds should be treated as amenities during subdivision and neighborhood development.*
- *New construction should include a sidewalk system that is comfortable to pedestrian traffic including appropriate distance from the street, landscaping, curvilinear design, and street furniture.*
- *Manufactured homes should be clustered at appropriate sites and provided the same amenities as other single family residential areas, including parks, linkages, connectivity, edges, and gateways.*
- *Housing should be developed to meet all needs of the community in terms of affordability, availability, adequacy and accessibility.*

Commercial Retail and Office

- *Commercial development should be concentrated in nodes at intersections and along major thoroughfares that are designed and constructed to accommodate heavy traffic or serve a specific commercial purpose, such as the corridor along I-35 between intersections with Schertz Parkway and FM 3009, the FM 78 corridor, and along the corridor of I-10.*
- *Neighborhood retail and service uses should be located at intersections of arterial or collector streets, or otherwise appropriately placed within a planned development.*
- *Main Street, as the original focal point of Schertz, should provide a specialized commercial focus for the community, through new construction, adaptive reuse of existing structures or redevelopment of vacant or deteriorated structures.*
- *Commercial uses should be compatible with nearby residential areas and other uses through appropriate building height limitations and adequate buffering, especially where the commercial use involves visible storage or display of merchandise or materials. Low-intensity office and professional uses should provide a transition between more intense uses and residential areas.*
- *The City's commercial areas should include a range of development types to serve regional as well as local needs,*

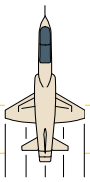


from large commercial developments such as the HEB Marketplace to smaller, freestanding commercial sites along FM 78.

- *Commercial uses with more intensive operational or traffic service characteristics such as HEB Marketplace should be located away from most residential areas.*

Industrial

- *Technology and Research and Development institutions should be encouraged to locate in Schertz as part of a campus setting. Support systems should be developed to take full advantage of these institutions, possibly as industrial "clusters" featuring the primary institutions and secondary service, manufacturing and assembly institutions.*
- *Educational institutions should partner in development of a Technology and Research and Development campus. The institutions, particularly research-related institutions gain by understanding of needs of specialized industry and an instant source of experience and jobs for graduates. Industry receives experienced, specially trained employees and the reduced cost of research.*
- *Clusters within the Technology and Research and Development campus should be targeted based upon local strengths, including relationships with existing industries. Care should be taken to ensure that more than one cluster is created to buffer against single-sector downturns such as have historically occurred in the automobile, oil and gas, and telecommunications industries.*
- *Industrial development should have good access to truck routes, hazardous material routes and railroads, as is the case with recent industrial development in northern Schertz.*
- *Industrial uses should be targeted in the Tri-County Industrial Park and surrounding area to take advantage of good access to I-35.*
- *Industrial development should continue to be separated from other uses by I-35 and should not be directly adjacent to residential areas without first alleviating all impacts that commonly make the uses incompatible.*



- *Aesthetic features such as street access, signage, landscaping, and stormwater use/retention should be designed to positively impact the long-term economic strength and efficiency of industrial sites.*

Parks, Open Space and Trails

- *Parks should be evenly distributed throughout the City and include a combination of larger parks such as Thulemeyer Park and smaller neighborhood parks such as Live Oak Park.*
- *Trails should be routed to provide linkages between parks, schools, employment centers and residential areas.*
- *Parks should be recognized as a desirable use for floodplain areas.*
- *Sensitive environments (such as the area impacted by Randolph Air Force Base) provide excellent opportunities for open space preservation and, if appropriate, recreation activities and should be dedicated to such uses.*
- *Parks, natural features and open space should be used to buffer incompatible land uses.*

Community Facilities

- *Community facilities should be located adjacent to major streets to accommodate traffic and centrally located in easily accessible areas within the community. The centrally located City and County facilities along Schertz Parkway and Elbel Road provide an excellent example of potential accessibility.*
- *Community facilities should be well buffered from nearby residential areas and designed to the same high standard regardless of construction by public or private development.*

The Schertz Land Use Plan

The Future Land Use Plan, as shown in **Figure 4.2, Future Land Use Plan**, is a generalized plan designed to inspire ideas by providing a broad, yet clear picture of the community envisioned by City leaders and residents. It provides the flexibility that allows for creative development while establishing the community's expectations. It is

the City's general guide for managing growth in terms of the location, type, scale and density of future land development.

The Plan captures and builds into City policies and regulations the community's values regarding how, when and where Schertz should develop in the future. This is significant since the findings and recommendations contained in the City's Plan provide the basis for various development ordinances that are the major tools available for implementing the City's Plan and achieving an efficient and desirable land use pattern.

The generalized Plan map does not constitute zoning regulations nor establish zoning districts. The graphic representation on the Future Land Use Plan is intended only to help the City's elected and appointed officials and residents visualize the desired future land development pattern in the community. It is not a rigid, parcel-specific mandate for how land shall be developed. When proposed development differs from the generalized land use pattern depicted for an area, it is the responsibility of the Planning and Zoning Commission, supported by City staff, to determine whether the development will otherwise be in keeping with the goals and objectives of the City's Plan. In considering potential amendments to the Future Land Use Plan, evaluation factors should include the appropriateness of the use for the proposed site in terms of compatibility with surrounding land uses, utilities availability and system impacts, potential drainage concerns, storm water management needs, and traffic and parking impacts.

The land use categories displayed on the Future Land Use Plan are as follows:

Rural Development. Cultivated cropland, orchards/vineyards, pasture, woodlots, wetlands, undeveloped land and sparsely populated areas that are still distinct from more urbanized areas.

Single Family Residential. Conventional detached dwellings. For areas proposed to utilize a traditional neighborhood design the Single Family Residential use may include a mix of residential uses as well as limited commercial development to support the daily activities of the development. In all Single Family Residential use areas, public and semi-public development such as schools and churches are encouraged as neighborhood focal points.

Multi-family Residential. Apartment buildings and developments with three or more units as well as nursing homes and assisted-care group living facilities. For areas proposed to utilize a traditional neighborhood design, the Multi-family Residential use may include a mix of residential and low intensity commercial uses.

Manufactured Home Park. Areas set aside for neighborhoods consisting of manufactured housing in manufactured home parks or subdivisions.

General Commercial. Shopping and service facilities for the retail or wholesale sale of goods and services. General Commercial may also include low-intensity office and professional uses.

Specialized Commercial. Destination oriented shopping and service facilities, usually occurring outside of the spectrum of daily necessities. Specialized commercial activities generally focus upon a theme, such as arts and crafts, antiques, artist galleries, history and nostalgia, local culture, or entertainment. In instances where daily general commercial is a part of a specialized commercial area, it is developed according to the local theme.

Industrial. Manufacturing and/or assembly, warehousing or distribution of products.

Technology/Research & Development. Intended to accommodate larger office developments (such as research and development laboratories, science and high-technology businesses) as well as manufacturing and distribution facilities in a "campus-style" setting with larger sites and land set aside for open space, landscaping, and other amenities.

Parks, Open Spaces and Greenways. Public parks, outdoor recreation areas, golf courses, undeveloped reserves/greenways, and floodways.

Public/Semi-Public. Significant concentration of public and semi-public facilities, including public schools and government buildings, offices, facilities and non-park properties (including public cemeteries); institutional uses (churches, medical); and, non-government facilities where people frequently gather (private schools, meeting halls).

Air Installation Compatible Use Zone (AICUZ). Mixed use limited to activities permitted in accordance with the AICUZ recommendations. Uses are generally low intensity and designed to enhance the concepts of open space, including agriculture, recreation, a water feature, and clustered, low density housing.

Mixed Use. Incorporation of a variety of housing types with limited commercial in the manner of traditional neighborhood design.

Key Features of the Land Use Plan

Some of the highlights and priorities of the Land Use Plan include:

- *Ensuring adequate acreage in appropriate locations for a range of needed housing types, from single family residential to multi-family developments, including areas proposed to be annexed for the purposes of continued development. A new, primarily residential, mixed use area along the southwestern edge of Schertz is proposed to take advantage of the proposed regional commercial center along nearby Loop 1604, as proposed in the* I-10 East Corridor Perimeter Plan*. Another mixed-use site, proposed along the eastern boundary with Randolph Air Force Base, may also include residential, but is constrained by the limitations suggested by the AICUZ study. A third mixed use site located near the Union Pacific Rail line, also provides the opportunity for residential development in coordination with commuter rail.*
- *Two additional residential areas are proposed in areas currently located in the ETJ. Each of the new residential areas is proposed to take advantage of traditional neighborhood design techniques with mixed residential uses and necessary facilities and services.*
- *Promoting use of areas near Randolph Air Force Base in ways that are sensitive to the recommendations of the AICUZ Study. Areas that are within or near Accident Potential Zones (APZ I and APZ II) or severe noise contours are proposed to develop in accordance with the AICUZ study. Potential uses within the area include continued and preserved agriculture development, limited residential construction utilizing large lot development or conservation subdivision techniques, recreation activities, or a manmade water feature.*

- *Clarifying the desired pattern of commercial land use in Schertz to focus the most intensive development at existing major focal points including the I-35 corridor, FM 78 and Main Street. A new commercial node is proposed at the intersection of I-10 with FM 1518. The corridor along I-35, between Schertz Parkway and FM 3009 has naturally taken advantage of location to become the primary commercial activity area for Schertz. However, FM 78, because of its location at the heart of Schertz and its proximity to Randolph Air Force Base, has the potential to offer daily commercial services to residents of both northern and southern Schertz. Neighborhood commercial is proposed to occur at major intersections near residential areas, particularly along Schertz Parkway and FM 3009.*
- *Expanding areas for planned industrial development with new sites designated for purposes of research and development, as well as high tech industries. The majority of industrial development in Schertz is proposed to continue north of I-35; however, an additional location for research and development activities is proposed along I-10 to take advantage of the strategic location between Houston and San Antonio. Research and development generally utilizes a "campus" style of development and may include office space, manufacturing, warehousing, and distribution.*
- *Revitalizing Main Street as a destination with specialized commercial establishments focused upon a theme. Uses should be focused upon enhancing the chosen theme for Main Street as opposed to, or in addition to, providing daily commercial services. Linkages to the greenways and proposed recreation opportunities along Cibolo Creek may suggest the incorporation of entertainment into the Main Street corridor. Suggested themes may incorporate the history of Schertz, the relationship to Cibolo Creek, Americana and the patriotic pride of Schertz, and other, more traditional revitalization themes such as crafts, antiques, German heritage as seen in New Braunfels, or Hispanic heritage as seen in San Antonio.*
- *Linking the various neighborhoods and destinations through a series of parks, open spaces and trails that are expanded to meet the needs of a growing community. Simply utilizing the significant area designated as floodplain in and around*

Schertz provides a tremendous opportunity to link numerous areas, including many of the existing City parks. Additional park space and greenway connections are proposed to be incorporated into all new development. The site of the former mobile home park in which homes were destroyed by flooding provides a marvelous and extensive site for additional park space, as does the former landfill.

- *Proposing development of gateways into Schertz along I-35, I-10 and FM 78. While not necessarily a land use, gateways, provide definition to the community, which builds pride among residents and businesses as well as a sense of destination for visitors.*
- *Creating a public/semi-public "campus" that acts as a destination for the services and facilities provided by the City and County. The area along Schertz Parkway and Elbel Road already provides the natural ingredients of government, as well as the local library, high school, and various semi-public uses such as churches and community organizations. Through redesign of the area surrounding these and future facilities, the "campus" can utilize existing floodplain for trails and linkages, develop in a way that makes the entire area walkable, allow and encourage additional public/semi-public facilities, and maximize the efficiency of locating resources at a single point. Satellite facilities for services such as fire protection, emergency health care and law enforcement are encouraged to be placed throughout Schertz to fully meet the needs of the community.*
- *Incorporating transit-oriented development as a concept to be supported in the event of successful implementation of commuter rail along the three rail lines supporting Schertz.*
- *Classifying significant acreage within the ETJ as Rural Development to preserve environmental resources and maintain a reserve of vacant land and open space outside of the incorporated City. As development matures in this area, higher density land use may be considered.*

Annexation

Because the prospect of future annexation is very real if Schertz is to continue to grow, the Future Land Use Plan proposes land uses within both the municipal limits and the ETJ.

While it may be possible that the areas outside of Schertz may grow according to the Plan, the most direct means of regulating the long-term pattern of development in the ETJ is through annexation. Otherwise, the City can exert some influence through its subdivision review authority in the ETJ, utility extension and capacity financing policies, capital improvement strategy, and through ongoing coordination and communication with property owners and potential developers regarding the City's outlook and intentions.

The annexation process for Home Rule Cities is governed by planning and procedural requirements in Chapter 43 of the Texas Local Government Code. The Texas Legislature significantly revised these requirements in 1999 with the passage of Senate Bill 89 (SB 89).

It is recommended that the City of Schertz establish an ongoing process to ensure appropriate planning and preparation for future annexations consistent with the Plan and in compliance with the requirements of State law. The City should maintain an annexation plan as outlined in State law and also update the Future Land Use Plan as needed. Under the revised statute, property must be included in the City's annexation plan for three years before it may be annexed. In addition, if the City does not pursue annexation within 31 days of the third anniversary, then the property is ineligible for annexation for another five years. Once an area is identified for potential annexation, the City must compile a comprehensive inventory of all services currently provided in the area, including the condition of facilities, existing public safety response times, and current service costs. As in the past, the City must meet stringent service planning and delivery requirements for proposed annexation areas. However, the revised statute requires the City to begin preparation of a service plan within 10 months of the receipt of data required for the service inventory above. Significantly, the Legislature also reduced the time frame in which "full municipal services" (including necessary capital improvements)

must be provided within 2.5 years, although the statute includes some allowances for extending this service schedule.

The annexation bill also added mechanisms for cities and targeted areas to negotiate service provision, limitation of land uses, and ordinance compliance in lieu of annexation, leading to arbitration proceedings if unsuccessful. Senate Bill 89 also clarified the negotiation of "strategic partnership agreements" between cities and special districts in Texas.

The geographical size of areas annexed in any given year is limited to a total area equal to ten percent of the City's existing incorporated area. The amount of land that can be annexed in a given year is cumulative, so that if the City does not annex ten percent of its existing area one year, it may carry forward that acreage and combine it with another ten percent the next year. The maximum allowable accumulation of annexation area is 30 percent of the incorporated area. An annexation area must be contiguous to the existing City limits and must be at least 1,000 feet in width at its narrowest point.

Land Use Goals, Objectives and Actions

Through the Plan development process and the involvement and input of residents and leaders of Schertz, the following goals, objectives and actions were formulated for the Land Use element of the Plan.

Goal 1: ***Create an identity for Schertz by creating the design features necessary to define Schertz to both residents and visitors, including revitalization of Main Street and enhancement of the public sector "campus" along Schertz Parkway and Elbel Road.***

Objective A: Manage development along entryways into Schertz, particularly I-35, I-10, FM 78, and FM 1518 by improving aesthetics as well as transportation efficiency.

Action 1: Consider the use of corridor overlay zoning provisions along each of the three major entry corridors to provide additional regulations and standards pertaining to

building setbacks, architectural design, signage, open space, landscaping, parking, building orientation and design features.

Action 2: Encourage existing businesses to conform to the requirements and aesthetic features within the corridor overlay zones to further enhance the physical and economic attractiveness of the area.

Action 3: Coordinate efforts with the Texas Department of Transportation to improve aesthetic features along I-35, I-10 and FM 78 including unique signage, intense and artistic landscaping, architectural additions to overpasses, and distinct entry/exit of City limits.

Objective B: Determine a theme for revitalization of Main Street and utilize that theme as a subtle, but common element throughout the community of Schertz.

Action 1: Conduct a competition among area residents, school age children, area seniors or other groups to ascertain a theme appropriate to Schertz.

Action 2: Develop a strategic plan for incorporation of the theme into the community of Schertz, particularly Main Street.

Objective C: Create the ordinances, incentives and actions necessary to carry out the themed revitalization of Main Street.

Action 1: Determine and implement the proactive measures necessary to ensure development needed to meet the vision for Main Street, including tax incentives, creation of a special district, low interest loans, marketing, acquisition of grant funds, release of bonds, and creation of a nonprofit organization to coordinate and promote revitalization efforts.

Action 2: Determine and implement the ordinances and other regulations necessary to meet the vision for Main Street, including, design standards, land use amendments to the Plan, and amendments to the Unified Development Code regarding appropriate land uses and restrictions.

Action 3: Coordinate between various local departments for capital improvements to Main Street that may include road alteration and improvement, sidewalk alteration and improvement, addition of theme-appropriate street furniture, landscaping, district signage, gateways, water/wastewater improvements, parking, and elimination of utility poles and overhead lines.

Action 4: Consider creating a special, mixed-use zoning district in the downtown area that encourages a lively, pedestrian-oriented atmosphere and the potential for specialized commercial, entertainment, and residential dwelling units in a single area.

Action 5: Treat the history of Main Street as an amenity to build upon by preserving historic structures.

Objective D: Integrate surrounding amenities and land uses into the revitalization efforts of Main Street.

Action 1: Address the adjacent rail line as a design amenity and incorporate its existence into the theme of Main Street while simultaneously eliminating or reducing the negative aspects of the rail line, such as traffic impact, noise and visual clutter.

Action 2: Utilize the proximity to the concentration of public uses along Schertz Parkway, the greenways and parks along Cibolo Creek, FM 78, and the surrounding older neighborhoods such as Aviation Heights to

create linkages and connectivity to the remainder of Schertz.

Action 3: Ensure that activity and development along FM 78 is compatible with the revitalization of Main Street through development of design standards and incentives.

Objective E: Coordinate efforts between the various public uses in the area, including City government, County government, the school district, area churches, and nonprofit organizations to ensure development of the public sector "campus" as a major focal point and gathering place for the community.

Action 1: Form an agreement between all involved public uses to develop a strategic plan for creation of a "campus-style" public district to ensure that each entity will commit to and abide by the standards required by the district and provide the assistance necessary to maintain the district.

Action 2: Consider additional amenities to complete the campus, such as a multi-purpose center, civic center, monuments and public art, an emergency health clinic, a new post office, and other City/County/State offices.

Objective F: Integrate the public sector campus with the surrounding land uses.

Action 1: Connect the public campus to the remainder of Schertz through the adjacent floodplain, proximity to Main Street, and the greenway and thoroughfare linkages throughout the community.

Action 2: Incorporate amenities necessary to make the campus a focal point that is easy and desirable to use as well as attractive, including signage, landscaping, distinct entry and edges, lighting, parking, memorials, and fountains.

Goal 2: ***Manage growth and development in the community in a way that protects local quality of life and the area's small town character.***

Objective A: Encourage implementation of various growth management techniques designed to ensure that growth occurs simultaneously with needed infrastructure, facilities and services.

Action 1: Amend ordinances to incorporate requirements concurrent with new development.

Action 2: Incorporate financing programs, such as impact fees, into the development process to cover the costs of providing services and facilities for new development.

Objective B: Concentrate commercial development in well-defined nodes with the exception of limited neighborhood commercial activity.

Action 1: Establish commercial districts along the areas of the interchanges at I-35 and I-10, as well as the FM 78 corridor.

Action 2: Utilize the Main Street corridor for specialized (themed) commercial activity.

Action 3: Establish visible and recognizable districts for commercial activity through the use of signage, landscaping, buffering, building materials and other common design features.

Action 4: To the extent possible, allow for pedestrian access to all commercial areas through sidewalks, trails, and bicycle paths that are comfortable and "human scale."

Action 5: Establish specific sites within residential areas for the purpose of neighborhood commercial development, such as at intersections with collectors and arterial roadways.

Action 6: Develop strategies for commercial redevelopment, which may include a

residential, mixed-use aspect, such as second-floor residential units above office or retail uses.

Objective C: Expand existing industrial districts to permit the continued growth of industry along the I-35 corridor in a means that allows immediate access to transportation routes and adequate utilities while protecting existing and future neighborhoods from incompatible land uses.

Action 1: Continue to utilize industrial/business parks as the appropriate form of industrial development, with minimized access to the major roadways to improve traffic and safety.

Action 2: Develop standards for industrial development addressing issues such as outside storage, building materials, parking, loading, landscaping, and lighting.

Action 3: Establish visible and recognizable boundaries for industrial activity through the use of signage, landscaping, buffering, building materials and other common design features.

Action 4: Utilize economic development sales tax funds to provide incentives to attract desirable industrial development.

Action 5: Use the capital improvements process to encourage industrial development through the extension of required services, as appropriate.

Objective D: Determine, protect and accentuate the community's definition of "small town character."

Action 1: Conduct a local survey of residents, business owners and civic leaders to determine the community's definition of "small town character."

Action 2: Determine various methods of educating the public and private sectors in ways in

which "small town character" can be maintained, even while the community is growing.

Objective E: Enforce existing ordinances as a means of indicating the community's commitment to public health, safety and welfare, as well as overall civic pride.

Action 1: Ensure that staff is provided with adequate training, equipment and time to enforce existing ordinances with an understanding of the purpose, the enforcement process, and the legal framework in which enforcement exists.

Action 2: Educate community residents and businesses regarding the basis for and importance of development ordinances to maintain the quality of life.

Action 3: Maintain a system of enforcement that allows the general public to remain informed of the process and feel comfortable that staff is addressing concerns.

Goal 3: Achieve an efficient, diverse and balanced pattern of land uses within the City and the ETJ.

Objective A: Provide an appropriate mix of different land use types in suitable locations, densities and patterns consistent with the goals and objectives established in the Plan.

Action 1: Monitor the changing allocations of existing land uses in relationship to the vision of the Future Land Use Plan.

Objective B: Encourage development compatible with surrounding uses utilizing standards and transitional uses to alleviate negative impacts.

Action 1: Use transitional buffering of land use intensities to physically separate incompatibilities.

Action 2: Review and update the zoning map and ordinances periodically to address land

use incompatibility and methods of mitigating negative impacts.

Action 3: Develop design standards applicable to various areas of the community to ensure quality growth, such as the commercial areas along I-35, FM 78 and, in the future, along I-10; historic Main Street; and the northern, industrial part of Schertz.

Objective C: Encourage reinvestment in existing neighborhoods and commercial areas within the community.

Action 1: Develop strategies for encouraging in-fill development and redevelopment activities, particularly along FM 78, Main Street and in Aviation Heights neighborhood, such as flexibility in development regulations, exemption of development fees, and acquiring grant funds (such as HOME and CDBG funds) .

Action 2: Provide tax or other incentives for selected in-fill development on vacant lots or for selective redevelopment of parcels that have undesirable uses.

Action 3: Establish programs, in coordination with public, nonprofit and private sectors to aid in neighborhood and commercial reinvestment programs.

Action 4: Create a low interest loan pool to be managed by local financial institutions for qualified individuals or entities that invest in designated areas such as Aviation Heights and Main Street.

Action 5: Establish programs to promote retention and expansion of existing businesses, particularly those that aid in achieving the vision and standards established by the Plan.

Objective D: Undertake annexation in a coordinated and timely manner to assure continued orderly growth and development.

Action 1: Consider proactive annexation of areas proposed for future residential development, including preparation of capital improvements to spur growth in the desired manner.

Action 2: In accordance with Senate Bill 89, prepare a three-year annexation plan to identify targeted areas, if any, for City-initiated annexation.

Action 3: Prepare updates to the annexation plan, as necessary, to account for changing land use and development patterns as well as new infrastructure development.

Action 4: Prepare plans for the provision of municipal services and facilities, as necessary, for each annexation area in accordance with the requirements of State law.

Objective E: Adopt policies that allow improved standards and techniques for development.

Action 1: Amend the Unified Development Code and zoning map, as appropriate, to create a district in which new development occurs in a traditional neighborhood format that includes higher densities, mix of land uses, walkability, strong edges, gateways, focal points, and themed development. Sites for such development include the southwestern portion of the community, the area east of Randolph Air Force Base and the area near the Union Pacific rail line in northern Schertz.

Action 2: Amend the Unified Development Code and zoning map as appropriate to promote the use of cluster development and large-scale preservation of open space in accordance with conservation subdivision techniques, particularly in the area encompassed in the AICUZ study.

Action 3: Evaluate floodplains, soils, vegetation and other physical features to identify the most appropriate site design for development.

Action 4: Promote the use of floodplains as natural areas and preserves for wildlife, vegetation, parks, and as open space buffers between incompatible land uses.

Goal 4: Expand the parks system and utilize trails, sidewalks and bicycle lanes as means of linking the various districts together into a cohesive and connected community.

Objective A: Expand the existing park system, in accordance with the Parks and Recreation Element, to ensure adequate greenspace and recreational opportunities for all residents of Schertz.

Action 1: Acquire large parcels such as the former landfill and the former site of the flooded Pecan Grove manufactured home park along Cibolo Creek for use as large-scale parks and natural areas.

Action 2: Expand park requirements within the Unified Development Code to allow for additional park development within new subdivisions and neighborhoods.

Action 3: Consider areas within the southern section of Schertz, particularly the area within the boundaries of the AICUZ study, as a potential source of additional parkland.

Action 4: Recognize and utilize areas that impose physical constraints to development within the community while conserving and protecting valued environmental, historical, and cultural resources in Schertz through incorporation into the parks system.

Objective B: Promote environmentally sound access to and use of the Cibolo Creek and area floodplains.



Action 1: Pursue open space preservation and/or parkland acquisition along the creek corridor to minimize development impacts in immediately adjacent areas. This may include developing a "land bank" strategy in which owners of properties in the floodplain would be encouraged to deed their land to the bank to ensure long-term conservation.

Action 2: Encourage any new development or redevelopment near the creek and area floodplains to utilize and preserve views and amenities while not negatively encroaching upon the natural aspects.

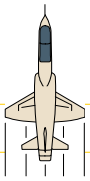
Action 3: Create public access and participation with Cibolo Creek through the creation and expansion of trail networks, passive and active recreational uses, development of educational resources and learning "centers" regarding the association between Schertz and Cibolo Creek, the natural ecosystem, and/or the flood-prone history of the creek.

Objective C: Create a pedestrian thoroughfare system that aggressively utilizes greenways as a means of connecting the various areas of Schertz.

Action 1: Build upon the existing floodways and drainage systems as natural linkages with hiking and biking trails.

Action 2: Connect trails to existing and future parks, bike lanes, unimproved alleys, and sidewalks to expand the pedestrian thoroughfare system.

Action 3: Amend the Unified Development Code to require linkages, particularly greenways, as an integral requirement for subdivision and neighborhood design.



Goal 5: Promote transit-oriented development in preparation for commuter rail.

Objective A: Promote the concept of commuter rail connecting San Antonio to Austin.

Action 1: Appoint an entity or individual to research the possibility of commuter rail, including feasibility, proposed rail line, timeline, cost, current stage of discussion/development in the process, and participants.

Action 2: Coordinate local public and private sector organizations with an interest in commuter rail to develop a concerted effort for approval with a rail stop in Schertz.

Objective B: Establish transit-oriented development in Schertz.

Action 1: Develop a master plan for development of the area surrounding the rail stop incorporating transit-oriented development, including ample commuter parking, pedestrian design, and mixed uses potentially including commercial, multi-family residential, and greenspace.

Action 2: Amend the Unified Development Code and the zoning map to allow for transit-oriented development in the area near the rail stop.

Goal 6: Encourage development surrounding Randolph Air Force Base to be compatible with the AICUZ Study.

Objective A: Determine uses that are appropriate and in accordance with the AICUZ study, meet the goals and objectives of the community, and provide a positive impact upon the community.

Action 1: Conduct a thorough examination of soils within the area surrounding RAFB to determine if portions of the area are considered “prime agricultural land.”

Action 2: Consider the feasibility of use of a portion of the area as a major water feature, such as a reservoir, including the topography and soil structure necessary to maintain such a water feature.

Action 3: Develop low intensity recreational activities in the area, such as a conservation area, trails, park, or golf course.

Action 4: Utilize floodplains as opportunities for connectivity throughout the southern section of Schertz and potentially to the northern section.

Action 5: Permit limited residential development within the area utilizing conservation subdivision techniques to minimize the number of units and acquire large parcels of open space for conservation.

Objective B: Develop policies, restrictions and incentives to ensure that the land uses deemed appropriate by the community within the AICUZ study area are promoted.

Action 1: Research and discuss the possibility of purchasing property within the AICUZ study area or simply purchasing the right to develop.

Action 2: Amend the current Unified Development Code and other development related ordinances to appropriately promote the uses envisioned by the community within the AICUZ study area.

Action 3: Create, if appropriate, incentives to entice developers and property owners to develop the area in the manner envisioned by the Future Land Use Plan.



Planning in advance for thoroughfare development is important in meeting future travel demands as the community continues to develop and ensuring safe and orderly movement of people and goods throughout the community. Effective thoroughfare planning contributes to economic development in the City and is instrumental in reducing traffic congestion and environmental degradation, both of which contribute to the quality of life of residents in Schertz. Although the automobile is the primary mode of transportation in Schertz, with increased emphasis placed on the natural environment and the varying needs of residents, thoroughfare planning must look not only at the existing roadway network but at alternative modes of transportation, including pedestrian and bicycle circulation and public transportation.

Citizens of Schertz identified several transportation issues related to location, public transportation, roadway appearance, congestion, safety, and pedestrian circulation in the community. The Transportation Element evaluates the existing transportation system including existing thoroughfares, railroads, airports and public transportation opportunities. A key component of this element is the **Schertz Thoroughfare Master Plan**, which will serve as the City's guide for securing needed right-of-way and upgrading and extending the network of streets, roads and highways within the corporate limits and ETJ. In addition, the transportation element outlines traffic control devices and techniques used to preserve and enhance the integrity of existing and future neighborhoods.

Key Issues

Various transportation issues were identified throughout the Plan development process, including a Community Forum held May 2001, interviews with key persons and local stakeholders, input from the Steering Committee, and analysis of existing trends and conditions. These issues were instrumental in developing the goals, objectives and actions of this Plan element.

Location

- *The City has excellent access to the interstate, including I-10 to the south and I-35 to the north.*

Alternative Modes of Transportation

- *Adequate public transportation for low-income workers and transit-dependent persons to travel between Schertz, San Antonio and surrounding areas*
- *Desire for bike/hike/jog trails*
- *Sidewalks are desired, which is a safety concern for children to walk to/from school without walking along major streets*

Traffic Congestion and Circulation

- *Better network of major thoroughfares*
- *Better access to I-10 and I-35*
- *Alleviate traffic congestion along FM 3009, Schertz Parkway and FM 1518*
- *Widen Schertz Parkway to the north to alleviate traffic along FM 3009*
- *Additional east/west arterials are needed to provide access to Universal City and FM 1604*
- *Adequate thoroughfares to serve the downtown area*
- *Safety should be a primary issue of thoroughfare development*
- *Parking zones need better restrictions and enforcement*

Coordination

- *Transportation planning should be coordinated with surrounding communities including Universal City, Cibolo, Garden Ridge and Converse, as well as overall coordination with the San Antonio-Bexar County Metropolitan Planning Organization (MPO)*

Appearance

- *Condition and appearance of FM 78*
- *Enhance the appearance of Main Street*
- *The wear on streets due to heavy equipment and trucks*
- *Debris along major roads including FM 78*
- *Bring roads up to standards, south of FM 78 and north of FM 78*

Existing Transportation System

Nestled in the northeastern part of the San Antonio metropolitan area, in South Central Texas, Schertz is located within three counties - Bexar, Comal and Guadalupe. With I-10 along the southern boundary and I-35 traversing the northern portion of the community, Schertz is well situated and benefits from convenient access to larger communities in the area and throughout the state such as San Antonio, Austin and Houston. FM 78 traverses the City in an east/west direction and connects the City with Randolph Air Force Base in Universal City, Converse and San Antonio to the west and eastward to the City of Cibolo and extending to Seguin.

Principal Roads and Existing Roadway Network

A network of State, County and local highways, roads, and streets comprise the surface transportation system in the Schertz area. Connections to major State highways and the National Highway System contribute to the growth of the overall regional economy.

Interstates

I-10 - The southern perimeter of the City of Schertz abuts I-10, which runs east to Houston and west to San Antonio and spans the country in each direction. Schertz has four miles on both sides of frontage along the north side of the corridor, which is currently undeveloped.

I-35 – I-35 traverses the northern portion of the community and is part of a significant corridor of growth including Austin, New Braunfels, San Antonio, and Schertz. Current development along both sides of the seven-mile stretch of I-35 frontage within Schertz consists primarily of commercial and industrial development.

Other Major Roads

FM 78 – FM 78 runs east/west through the City, which serves as a connection between Seguin and San Antonio. Historically, FM 78 was known as Seguin Road and was a primary corridor between the two cities.

FM 1518 – FM 1518 is a principal north/south arterial, traversing the City on its western boundary along Cibolo Creek. FM 1518 serves as a principal connection to I-35 on the north, I-10 on the south and FM 78 through the center of the community. North of FM

78, FM 1518 is named Main Street. Traveling south of FM 78, the roadway jogs to the west side of Cibolo Creek.

FM 3009 – FM 3009 (Roy Richard Drive) traverses the City in a north/south direction and extends north into Garden Ridge to FM 2252 and extends south to FM 78.

FM 2252 – FM 2252 is located north of I-35, three miles east of FM 3009, and extends into Garden Ridge, where it turns in a westerly direction.

Schertz Parkway – Located between FM 1518 and FM 3009, Schertz Parkway is a principal north/south arterial that provides access to Main Street, City Hall, various other City services, and a variety of residential areas. The City is in the process of improving Schertz Parkway to add to its quality of service.

Public Transportation

Currently there is no public transportation in the City of Schertz. Residents have expressed the lack of public transportation and the inability to travel from San Antonio and surrounding areas to Schertz, as a challenge. With increased concern over air quality and the environment and the need to accommodate these transit-dependent persons, it is advisable for the City to evaluate its public transportation opportunities. This may include working with the San Antonio-Bexar County Metropolitan Planning Organization (MPO) to address these issues as part of the Metropolitan Transportation Plan and with VIA Metropolitan Transit to expand their routes and service to include Schertz.

VIA Metropolitan Transit provides fixed route bus service throughout San Antonio and member communities in Bexar County and other areas within their designated authority. Schertz is currently not within the service area of VIA. Two routes operate in the Schertz vicinity including Route 21 (Kirby/Converse) along Toepperwein Road/South Seguin Road to Judson High School at the intersection of Schaffer Road and Route 17 (Randolph Park and Ride Express) that serves The Forum, Retama Park and the Selma Park and Ride lot at the intersection of I-35 and North Evans Road. Route 17 operates just across Cibolo Creek from the intersection of I-35 and FM 1518, one mile from Schertz Parkway.

In order to access VIA services, there are two mechanisms available. In accordance with the Texas Transportation Code, Chapter 451, Metropolitan Rapid Transit Authorities, the transit authority may contract with a municipality, county, or other political subdivision to provide public transportation services outside the authority. The other mechanism is the addition of territory. The territory of a municipality that is not a part of an authority may be added if any part of the municipality is located in a county in which the authority is located; the governing body of the municipality orders an election under Subsection L, Addition of Territory, of Chapter 451, Metropolitan Rapid Transit Authorities, of the Transportation Code on whether the territory of the municipality should be added to the authority; and, a majority of the votes received in the election favor the measure. Upon contract or addition to the authority, the cost of the service would be borne entirely by the City. If Schertz were to elect to join VIA there would be a one-half cent sales tax that would fund the service. Contracting for service with VIA would require funding by the City.

There is currently a VIA park and ride lot located at I-35 and Loop 410. According to VIA, this lot will likely be relocated to the north along I-35 with the improvement of the interstate and as future development occurs in this area and along the corridor. It is, therefore, advisable that the City investigate the feasibility of locating the park and ride location within or near Schertz, which would address the issue expressed by citizens during the development of the Plan.

Railroads

Three rail lines maintained by Union Pacific Railroad provide service in the Schertz area. The first runs along the northern boundary of the City. The second enters Schertz just south of the northern boundary and runs largely parallel to the first line. A third rail line runs east/west along Main Street, parallel to FM 78.

Railroads have had a major influence on growth and development of the region and contribute to the area's economic vitality. Therefore, care should be taken to preserve the functional utility of rail corridors while coordinating with thoroughfare needs. At-grade railroad crossings cause traffic conflicts between railroads and motor vehicles, pedestrians and bicycles. At-grade intersections of the railroad lines with area roadways are a cause of traffic delays and traffic safety concerns and they impede emergency vehicle

access. Currently all rail crossings in Schertz are at grade. Potential solutions to improve safety and efficiency of traffic flow include constructing grade separated over or underpasses at major railroad-roadway intersections and the use of traffic control devices such as gate arms, flashing lights, signage and pavement markings. The rail line running parallel to FM 78 is slightly raised above street level, which poses a physical barrier in the community and may cause safety concerns in terms of limited sight distance.

Important considerations in coordinating railroads with thoroughfare development include:

- *Grade crossing safety and traffic control devices including gate arms, flashing lights, signage and pavement markings should be installed and maintained at railroad-roadway crossings;*
- *Train speed limits should be observed and enforced for train operations through Schertz;*
- *Warning whistles of the trains may be restricted by the municipality within specified limits and during specified times, which the City may choose to impose;*
- *Grade separations should be considered at existing and future railroad-roadway crossing locations such as Schertz Parkway, FM 3009/Roy Richard Drive, FM 2252 and FM 482 to improve safety and mobility; and*
- *State regulations should be observed concerning maximum street grade crossing times.*

Austin – San Antonio Commuter Rail Study

The Austin – San Antonio Commuter Rail Study was initiated in direct response to the increasing demand for transportation capacity in the I-35 Corridor between Georgetown and San Antonio. The purpose of this study was to identify and analyze intercity transportation alternatives that would take advantage of existing railroad right-of-way within and adjacent to the corridor. Mobility within the I-35 Corridor continues to be a challenge as population and trade growth caused by the North American Free Trade Agreement (NAFTA) place increasing demands on the corridor's transportation facilities. Cargo shipments along the I-35 Corridor continue to grow with the continued expansion of industrial activity in Schertz as well as other areas between San Antonio and Austin. In terms of population, according a final report regarding the Austin-

San Antonio Commuter Rail Study, in the five counties (Bexar, Comal, Hays, Travis and Williamson) that are traversed by the corridor, there is projected to be a 58 percent rate of growth between Years 2000 and 2020, increasing from 2,572,000 to 4,068,000 persons. More specifically, Bexar, Comal and Guadalupe Counties are projected to have a 41 percent increase in population over the same time frame from 1,576,661 to 2,231,327 persons. Although major efforts are ongoing to improve and expand the highway network, it is clear that additional alternatives must be considered to supplement existing and future highway capacity.

There are several improvements to I-35 that are underway that will have an impact on Schertz. These projects include:

- *Adding High Occupancy Vehicle (HOV) lanes plus express lanes between downtown San Antonio and Loop 1604 (environmental studies and schematic design are underway), which may likely be extended through Schertz as development continues along the corridor;*
- *Expansion of I-35 to 6 lanes between San Antonio and Austin, which is programmed to be complete by Year 2005; and,*
- *Studies for the construction of SH 130 between Georgetown and Seguin, following a route east of I-35, are underway by the Texas Turnpike Authority. This bypass is planned as a measure to reduce traffic congestion on I-35, particularly for "pass-through" commuters.*

The Commuter Rail Study references 12 station locations between San Antonio and Austin, including a stop in Selma, which is proposed to be located under the Loop 1604 overpass. This location is 3.25 miles from I-35 and Schertz Parkway. Forecasts conducted as part of this study estimate 340 average weekday person trips from the Selma station in the Year 2020. While informal discussions were held with cities along the route, more definitive agreements would be developed with each City, which is part of the Federal Transit Administration criteria to show the level of support of the communities. It is, therefore, advisable for the City to investigate the opportunities for securing a commuter rail station within the corporate limits.



Airports

The nearest commercial airport to Schertz is the San Antonio International Airport, which is located 12 miles southwest of the City. San Antonio International Airport provides both domestic and international service on 14 airlines including American, Continental, Delta, Northwest, Southwest, TransWorld Airlines and United.

Trip Generators

The location and character of land uses that generate moderate to large numbers of trips influence traffic volumes and flow patterns. Major traffic generators were identified in **Figure 5.1, Trip Generators** and considered in reviewing the transportation system and developing the Transportation Element. Trip generators in and around Schertz include:

1. *Randolph Air Force Base (FM 78);*
2. *Tri-County Business Park (FM 3009, I-35);*
3. *Watts Elementary School (FM 3009);*
4. *Laura Ingalls Wilder Intermediate School (Savannah Drive, Schertz Parkway);*
5. *Samuel Clemens High School (Elbel Road, Schertz Parkway, FM 3009;*
6. *Schertz Elementary School (Curtis Avenue);*
7. *City of Schertz Municipal Complex (Schertz Parkway);*
8. *Thulemeyer and Pickrell Parks, including the municipal pool (FM 1518);*
9. *Commercial center (HEB) (I-35, FM 3009);*
10. *Two elementary schools, Savannah and Green Valley, under construction along Green Valley Road in the Wynnbrook Subdivision and Schertz Parkway in the Ashley Place Subdivision; and,*
11. *The Post Office (Main Street).*

Regulations

Planning, design and construction of new roadways must comply with the development standards that are contained in the City's Unified Development Code and in the Public Works Specification

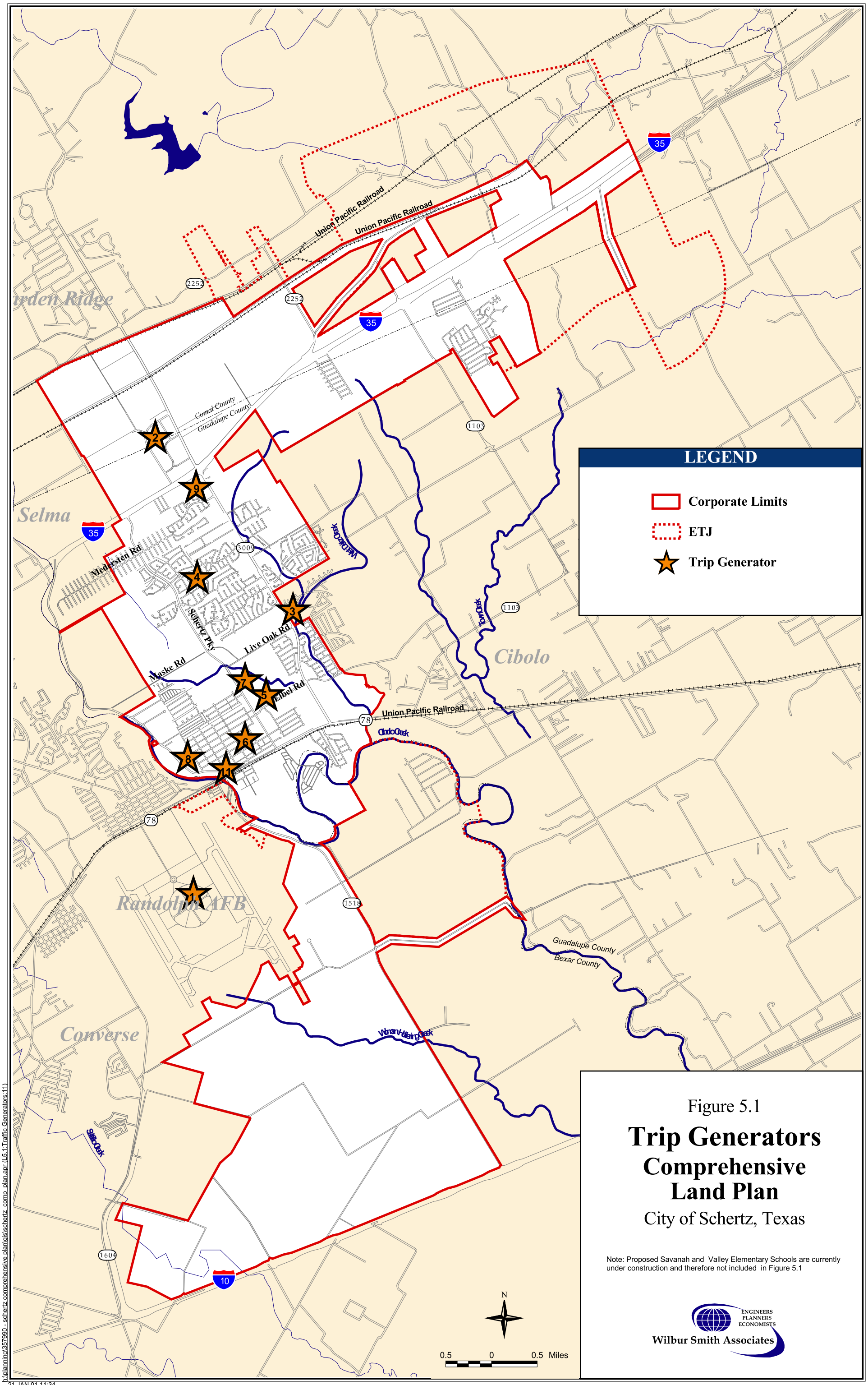


Figure 5.1

Trip Generators
Comprehensive Land Plan

City of Schertz, Texas

Note: Proposed Savanah and Valley Elementary Schools are currently under construction and therefore not included in Figure 5.1

ENGINEERS
PLANNERS
ECONOMISTS

Wilbur Smith Associates

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Manual, which is referenced in the Platting section of the Unified Development Code.

The City's requirements for standard subdivisions address street layout, alignment, intersection, right-of-way and pavement widths, construction standards, drainage, curb and gutter requirements, sidewalks, street lights and street markers. Each requirement is geared toward promoting efficient and safe traffic circulation. Building lines also preserve roadway functions and expansion potential by establishing minimum setbacks.

Roadway Cross Sections

While roadway classifications reflect the functions that roadways serve as part of the street and highway network, the cross section of a roadway is related to traffic volume, design capacity, and Level of Service. The City's current design standards by roadway classification, including secondary arterial, collector, residential street, paved alley and safety lane, are summarized in **Table 5.1, Roadway Cross Sections**. The cross sections identify minimum dimensional criteria for right-of-way and pavement width as well as drainage improvements and sidewalks. Implementation of these design standards is accomplished through the City's Thoroughfare Master Plan and development ordinances.

Table 5.1
Roadway Cross Sections

Classification	R.O.W	Pavement Width	Drainage	Sidewalk
Minor Arterial	86'	48'	curb or curb and gutter	5' both sides
Collector	60'	42'	curb or curb and gutter	5' both sides
Residential Street	50'	30'	curb or curb and gutter	5' both sides
Paved Alley	20'	20'	curb or curb and gutter	no
Safety Lane	40'	24'	curb or curb and gutter	no

In the administration and enforcement of the Thoroughfare Master Plan, special cases and unique situations will occasionally arise where existing physical conditions and development constraints in certain areas conflict with the need for widening of designated thoroughfares to the planned right-of-way width and roadway cross section. Such special circumstances require a degree of flexibility and adaptability in the administration and implementation of the Plan. Acceptable minimum design criteria and special roadway cross sections may have to be applied in constrained areas where existing conditions limit the ability to meet desirable standards and guidelines. Special roadway cross sections should be determined on

Benefits of Thoroughfare Planning Include:

- Preserving **adequate right-of-way** for future long-range transportation improvements.
- Minimizing the **amount of land** required for street and highway purposes.
- Identifying the **functional role** that each street should be designed to serve in order to promote and maintain the stability of traffic flow and land use patterns.
- **Informing citizens** of the streets that are intended to be developed as Arterial and Collector thoroughfares, so that private land use decisions can anticipate which streets will become major traffic facilities in the future.
- Providing information on **thoroughfare improvement needs** which can be used to determine priorities and schedules in the City's Capital Improvement Program (CIP) and capital budget.
- **Minimizing the negative impacts of street widening and construction** on neighborhood areas and the overall community by recognizing where future improvements may be needed and incorporating thoroughfare needs in the City's comprehensive planning process.

a case-by-case basis when a unique design is necessary, and these exceptions should be subject to approval by the Planning and Zoning Commission. Otherwise, standard roadway cross sections should be used in all newly developing areas and, whenever possible, in existing developed areas.

Bikeway and Pedestrian Routes

Eliminating barriers to bicycle and pedestrian mobility is one of the most important features in bicycle/pedestrian planning. Freeways, major arterials, railroads, water features, and topography all impose significant barriers to access and mobility. As cities grow and such improvements become more feasible, designated bicycle routes, on-street bikeways, and off-street bike/hike/jog trails should be developed to link major attractions and destinations throughout the community, including neighborhoods and apartments, parks, schools, churches, the public library, museums, major employers, medical clinics, social service agencies, Main Street and other shopping areas. In this way bicycle/pedestrian routes can provide an alternative mode of transportation while also serving the recreational needs of area residents. In some cases, mobility needs must be balanced with historic preservation and other local priorities to ensure that bicycle/pedestrian facilities do not create new conflicts or detract from the desired neighborhood character. Pedestrian and bicycle facilities should be designed, at minimum, 10 foot wide and constructed in compliance with the requirements of the Americans with Disabilities Act (ADA).

Pedestrian walkways, sidewalks and crosswalks are part of the City's existing transportation system that serves the needs for pedestrian movement in residential neighborhoods, commercial business areas, and around schools, parks and other community facilities. Safe and well-maintained pedestrian facilities are particularly needed in the older, established area of community and in areas that did not have sidewalks installed before they were required by the City's development ordinances.

The State of Texas recognizes a bicycle as a vehicle, with all rights and responsibilities for roadway use that are provided to motor vehicles. As such, cyclists can legally ride on any street in Schertz, although controlled-access highways are off limits to both bicycles and pedestrians. Certain types of roadways are more attractive to

riders than others as a result of traffic volumes, speeds and street design. Local and collector streets are suitable for use by most adult bicycle riders while secondary arterial streets are suitable for limited use by bicyclists due to higher traffic volumes and speeds. Rural arterials, especially those with shoulders wider than four feet, attract sport cyclists interested in longer-distance travel with fewer interruptions.

A conceptual plan for trail and bikeway system development is included in the Parks and Recreation Element. The proposed bicycle and pedestrian network utilizes a variety of trail sections, including trails along natural courses, shoulder bikeways, alleyways, unimproved right-of-way (also known as paper streets) and sidewalks in restricted areas. The Plan utilizes opportunities along the Cibolo Creek floodplain and other flood-prone and environmentally sensitive areas for greenways and trails, which serve to connect existing parks and trails, schools, historic cemeteries, and civic buildings, creating a cohesive, continuous trail system. Through coordination and collaboration with surrounding municipalities such as Cibolo, Selma and Universal City, as well as counties such as Guadalupe County, the trail and bikeway system can be extended into a regional network.

Thoroughfare Master Plan

Thoroughfare system planning is the process to assure development of the most efficient and appropriate street system necessary to meet existing and future travel needs. The primary objective of the Thoroughfare Master Plan is to ensure that adequate right-of-way are preserved on appropriate alignments and of sufficient width to allow the orderly and efficient expansion and improvement of the thoroughfare system. Proposed alignments are shown for planned new roadways and roadway extensions, but actual alignments will likely vary depending on the design and layout of development and necessary amendments to and refinement of the Thoroughfare Master Plan. Thoroughfare planning is interrelated with other components of comprehensive planning and urban development, including land use, neighborhood and business enhancement, environment and public utilities.

Preservation of right-of-way should be applied as early as possible after current and future transportation corridors are identified so the City can:

- Avoid costly acquisition of developed land and structures on planned alignments and thereby reduce commercial and residential displacements
- Prevent the foreclosure of desirable location options
- Prevent inconsistent development standards of thoroughfares
- Reduce costs
- Permit orderly project development
- Minimize or avoid environmental, social, and economic impacts

Authority for Planning and Regulating Thoroughfares

Under the provisions of Article XI, Section 5 of the Texas Constitution and Title 7, Chapter 212 of the Texas Local Government Code, the City of Schertz can require that development plans and subdivision plats conform to "... *the general plan of the municipality and its current and future streets* ..." and "... *the general plan for extension of the municipality and its roads, streets, and public highways within the municipality and its ETJ.*"

Requirements for right-of-way dedication and construction of street improvements apply to all subdivision of land within the City's incorporated area and its ETJ. In accordance with the Texas Local Government Code, the City has adopted rules governing plats and subdivision of land within the municipality's jurisdiction, and, by ordinance, those rules have also been extended to the City's ETJ.

Constraints to Thoroughfare Development

Schertz has several natural and man-made barriers that were considered in developing the Thoroughfare Master Plan. Major constraints that limit future development and extension of arterial, collector and residential streets include:

- *Existing subdivisions such as Ashley Place, and Arroyo Verde that have not provided for adequate collector roadways and through-connections with adjacent subdivisions;*
- *Natural and manmade features such as Cibolo Creek, I-35, and railroad right-of-way;*
- *Coordination and collaboration with adjacent communities, such as Cibolo, Selma, Universal City, Garden Ridge, New Braunfels, and San Antonio, particularly through the MPO;*
- *Large land owners, land trusts and developers;*
- *Major existing land uses such as Randolph Air Force Base and Beck's Concrete.*
- *Limitations resulting from the Air Installation Compatibility Use Zone (AICUZ).*

Schertz Thoroughfare Master Plan

Schertz's existing and proposed thoroughfare system of principal and secondary arterials and collector streets is displayed in **Figure 5.2, Thoroughfare Master Plan**. The Thoroughfare Master Plan

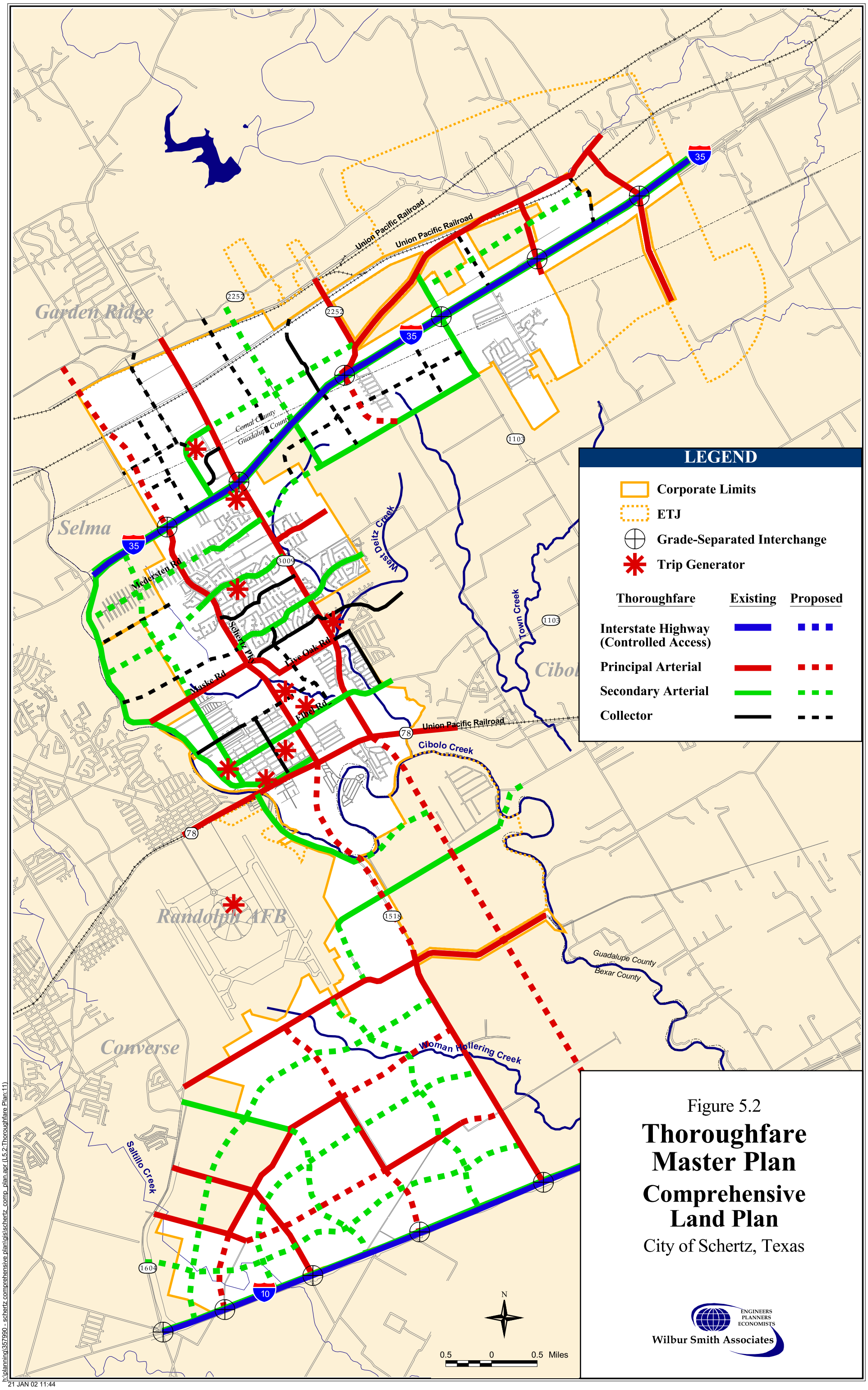


Figure 5.2

Thoroughfare Master Plan

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS PLANNERS ECONOMISTS
Wilbur Smith Associates

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shows approximate alignments for planned thoroughfares that will be considered in platting of subdivisions, right-of-way dedication, and construction of major roadways within the City and its ETJ.

Some elements of the thoroughfare system will require new or wider right-of-way and may ultimately be developed as two-lane or multi-lane roadways with various cross sections. Other streets identified as collectors on the Plan will not necessarily ever be widened due to physical constraints and right-of-way limitations. Instead, the collector designation signifies their traffic-handling role in the overall street system and the importance of maintaining such streets in superior condition to maximize their traffic capacity since they most likely cannot be improved to an optimal width and cross section. The Plan does not show future local streets because these streets function principally to provide access and their future alignments may vary depending upon development plans. Local street alignment should be determined by the City, in conjunction with landowners, as part of the subdivision development process. Likewise, secondary collectors are required with new development but are not shown in all places on the Thoroughfare Master Plan since their alignments will depend on the surrounding street system and the particular development concept. Secondary collectors should be situated on a case-by-case basis to connect major collectors (and sometimes arterials) with other major collectors and local streets.

The Thoroughfare Master Plan will affect the growth and development of the City since it guides the preservation of right-of-way needed for future thoroughfare improvements. As a result, the Plan has significant influence on the pattern of movement and the desirability of areas as locations for development and land use. While other elements of the Plan look at foreseeable changes and needs over a 20-year period, thoroughfare planning requires an even longer-range perspective extending into the very long-term future. Future changes in transportation technology, cost structure, service demand and long-term shifts in urban growth and development patterns require a far-sighted and visionary approach to thoroughfare planning decisions.

Thoroughfare Master Plan Implementation

Implementation of thoroughfare system improvements occurs in stages over time as the City grows and, over many years, builds

toward the ultimate thoroughfare system shown in the Thoroughfare Master Plan. The fact that a future thoroughfare is shown on the Plan does not represent a commitment to a specific time frame for construction, nor that the City will build the roadway improvement. Individual thoroughfare improvements may be constructed by a variety of implementing agencies, including the City of Schertz and the Texas Department of Transportation (TxDOT), as well as private developers, intra-governmental agencies, and land owners for sections of roadways located within or adjacent to their property. Road construction can be implemented by individual entities, such as the City of Schertz has proposed with Schertz Parkway, or in partnership, as is the case for construction of roads that are included in the Transportation Improvement Plan developed by the MPO.

The City, Counties, the MPO, and TxDOT, as well as residents, land owners and developers, can utilize the Thoroughfare Master Plan in making decisions relating to planning, coordination and programming of future development and transportation improvements. The City should utilize the Plan as a means of coordinating with the MPO to place projects on the area Transportation Improvement Plan. Review by the City of preliminary and final plats for proposed subdivisions in accordance with the City's subdivision regulations should include consideration of compliance with the Thoroughfare Master Plan in order to ensure consistency and availability of sufficient right-of-way for the general roadway alignments shown in the Plan. It is of particular importance to provide for continuous roadways and through connections between developments to ensure community wide mobility. By identifying thoroughfare locations where right-of-way are needed, land owners and developers can consider the roadways in their subdivision planning, dedication of public right-of-way, and provision of setbacks for new buildings, utility lines, and other improvements located along the right-of-way for existing or planned thoroughfares.

Plan Amendment Process

It will be necessary for the City to periodically consider and adopt amendments to the Thoroughfare Master Plan to reflect changing conditions and new needs for thoroughfare system improvements and development. A systematic procedure should be followed for making Plan amendments, including a set schedule for annually inviting and considering proposed changes. This may be a task for

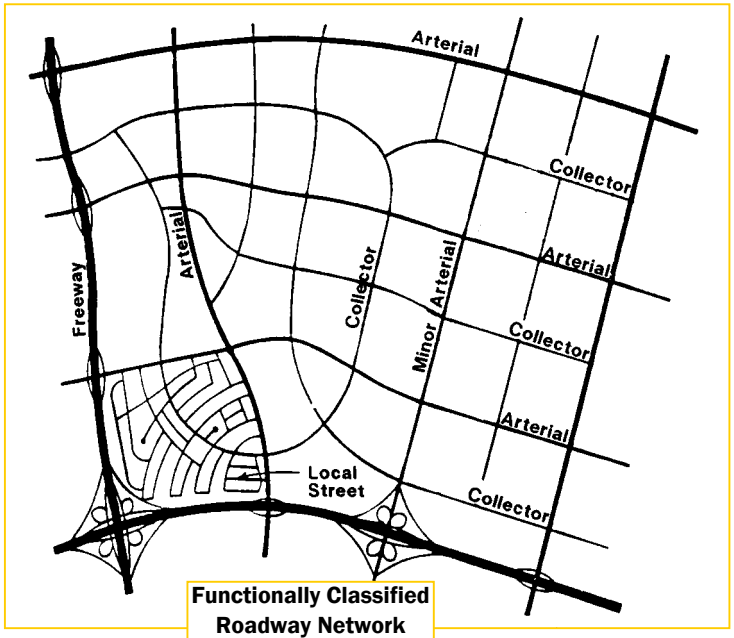
the Traffic and Safety Committee, an entity comprised of various Schertz residents appointed by City Council to aid the community in the delivery of sound, pragmatic solutions to ever-increasing transportation and safety issues.

The process for amending the Thoroughfare Master Plan should be established in the City's Unified Development Code. Typically, Plan amendment requests may originate from landowners, civic groups, neighborhood associations, developers, other governmental agencies, City staff, and other interested parties. The Planning and Zoning Commission, municipal engineer, and other applicable members of City staff should analyze proposed revisions. The Planning and Zoning Commission should then formally consider the proposed changes and staff recommendations. The Commission should conduct a public hearing on proposed amendments, including the required 15 days public notice in advance of the hearing. Proposed amendments should be considered in a fair, reasonable, and open process. The burden for proving compelling reasons for the public benefit of any proposed changes should rest with the requesting parties. Decisions and determinations should represent the best interests of the public.

The revised Thoroughfare Master Plan, including any approved Plan amendments, should be adopted by the Planning and Zoning Commission and submitted to the City Council for its consideration. The amended Plan becomes effective upon final adoption by the City Council.

Functional Classification of Roadways

Roads and streets are grouped into functional classes according to the type of service they are intended to provide in terms of traffic movement and access. Characteristics of each functional class of roadway are further described in the following sections. The functional classification of area roadways is shown by Schertz's Thoroughfare Master Plan and includes the following four functional classes:



Functionally Classified Roadway Network

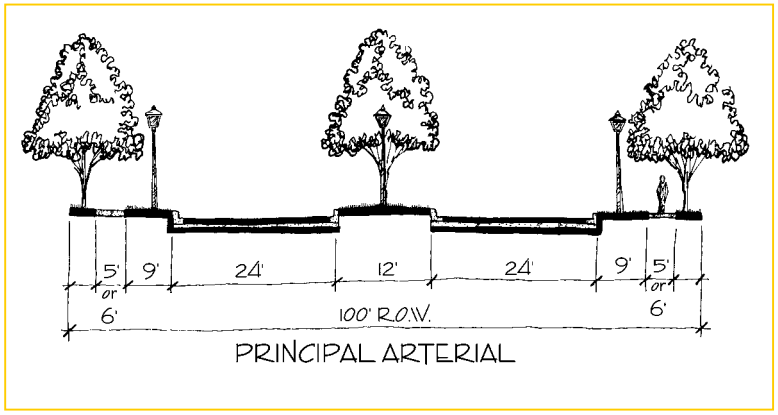
- *Primary Arterial;*
- *Secondary Arterial;*
- *Collectors; and,*
- *Local Residential Streets.*

These four classifications vary from the current classification system, which is limited to secondary arterials, collectors and residential streets. Classifications for alleys and safety lanes are a function of service and property access and, therefore, are not included in the recommended classification system. The most significant change of the recommended system is the addition of a principal arterial class and alternative modifications to the right-of-way and pavement widths to developers in return for added green space within a development. Currently, the City's standards require a 42 foot cross section within a 60 foot of right-of-way. As an alternative, a developer willing to set aside space for added green space or enhanced pedestrian pathways, may request that pavement width be reduced to 36 foot, which will offer the following benefits:

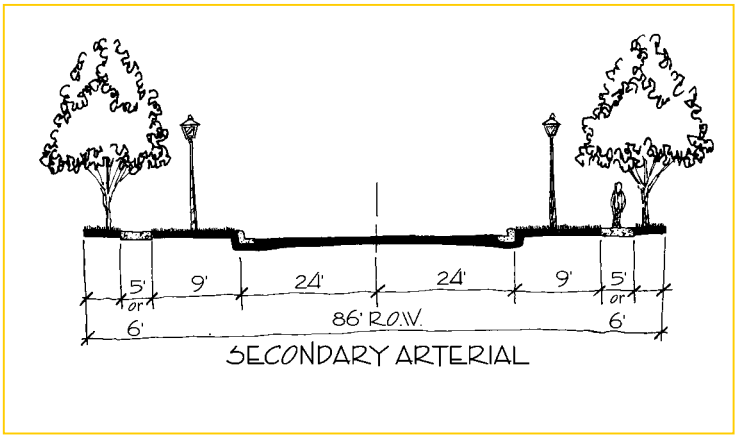
- *Reduced development costs by decreasing the amount of pavement for collector streets by 15 percent;*
- *Increased green space adding an additional six feet total and three feet on each side of the roadway;*
- *Increased pedestrian safety by increasing the separation between the edge of the pavement and the sidewalk;*
- *Improved ability to locate the street within the right-of-way as a means to preserve trees and other natural features; and,*
- *Reduced travel speed resulting from the perceived safety of driving on a narrower street.*

A 36 foot wide street cross section provides three, 12 foot travel lanes, which is sufficient to serve the traffic carrying capacity of a collector roadway, particularly in instances where walking is encouraged. The right-of-way and pavement widths for secondary arterials and local residential streets are recommended to remain

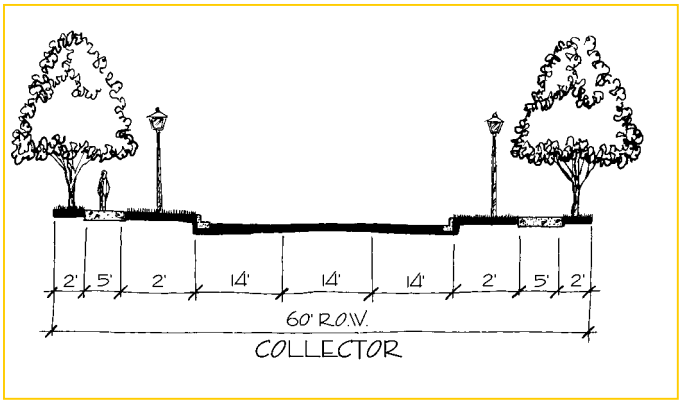
the same. A recommended new *principal arterial* classification is for a major thoroughfare providing a connection between the interstate and other arterial roadways.



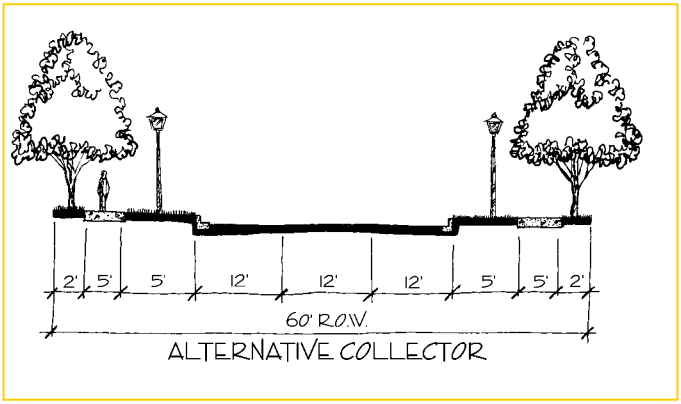
Principal Arterial. A divided thoroughfare with a recommended 100-foot of total street right-of-way with a pavement section of 48 feet and a 12 foot raised median. Sidewalks are located on both sides of the street and are located nine feet from the back of the curb. The 12-foot esplanade is sufficient in width to provide for decorative street lighting, landscaping, "green-space" and public open space. In addition, a median provides for access control and improved traffic safety. Examples of principal arterials include Schertz Parkway, FM 3009/Roy Richard Drive, FM 482, Lower Seguin Road, and the proposed extension of Scenic Lake Drive in far south Schertz.



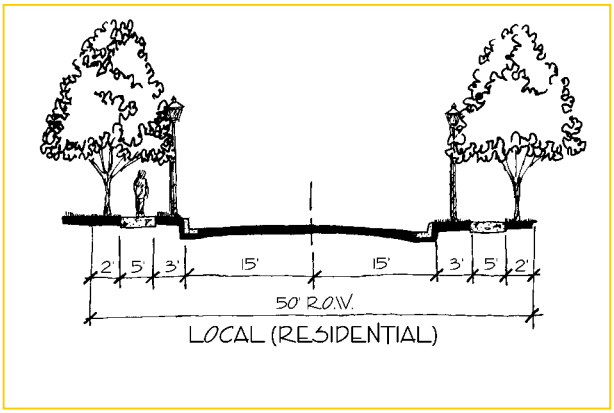
Secondary Arterial. An undivided thoroughfare recommended to remain at 86 foot of total street right-of-way with a 48-foot pavement section. Sidewalks are located on both sides of the street and are located nine feet from the back of the curb. The 28-feet of right-of-way, excluding the width of pavement, provides ample space for decorative street lighting, landscaping, "green-space" and public open space. Examples include FM 1518/Evans Road, Weiderstein Road (as improved), FM 1103/Hubertus Road, Savannah Drive (as extended), Tri-County Parkway (as extended), and several roadways in South Schertz.



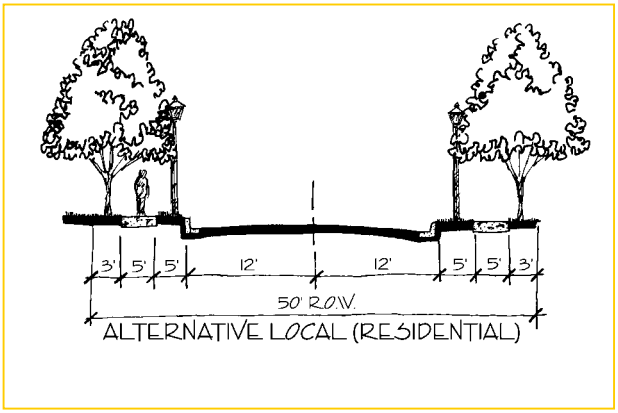
Collector. A collector roadway recommended to remain with a total street right-of-way of 60 feet and continue to require 42 feet of pavement width, with an option to reduce pavement width to 36 feet. In instances where the reduced pavement width option is utilized, sidewalks are



located on both sides of the street and five feet from the back of curb. The 36 feet of pavement width is adequate to collect and distribute traffic to the arterial roadway network, particularly when walking is encouraged. The 24 feet of right-of-way, excluding the width of pavement, provides ample space for neighborhood-scale street lighting, street trees, "green-space" and public open space. Examples of collector roadways include Woodland Oaks Drive, which extends on either side of Roy Richard Drive; Aero Avenue/Elbel Road, which extends on either side of Schertz Parkway through Aviation Heights and past Samuel Clemens High School; and a recommended extension of Cotton King Street south of Dimrock Road to Elbel Road.



Local Residential. A local residential street recommended to remain with a total street right-of-way of 50 feet and a pavement width of 30 feet. Sidewalks are located on one or both sides, dependent upon local preference. With a 30-foot street section, the right-of-way is constrained with respect to sidewalk spacing resulting in a three-foot separation from back of curb. The 30 feet of pavement is sufficient to accommodate two travel lanes. The 20 feet of right-of-way, excluding the width of pavement, is sufficient yet constrained for neighborhood-scale street lighting, landscaping, and "green-space".



An alternative to 30 feet of pavement is a reduced pavement section to 24 feet. This width is sufficient to accommodate two travel lanes and adequate for fire apparatus, but offers the added benefit of neighborhood traffic calming. This approach is one of the defining principals of new urbanism, which is designed to create a pedestrian-scaled neighborhood with reduced street widths and building setbacks. A narrower street width also allows an increase in the distance from the sidewalk to the street and provides adequate space for neighborhood-scale lighting and green-space.

Criteria for Roadway Classification

Criteria used in determining the functional classifications of roadways are shown in **Table 5.2, Functional Classifications**. Classification is based on each roadway's functional role in the overall network, and the existing and future travel patterns and areas served.

Table 5.2
Functional Classifications

Criterion	Expressway/ High-Speed Thoroughfare	Principal Arterial	Secondary Arterial	Collector	Local Street
Functional Role	Entirely through traffic movement with no direct access to property.	Mobility is primary, access is secondary. Connects Freeways and other Arterials.	Connects Freeways, Principal Arterials and lower-classification roadways. Access is secondary.	Collects traffic destined for the Arterial network. Connects Arterials to Local Streets. Also land access.	Access is primary. Little through movement.
Roadway Continuity	Inter-city, regional and interstate.	Connects Freeways to lower-classification roadways. Connect major activity centers.	Connect Freeways and Principal Arterials to lower-classification roadways.	Continuous between Arterials. May extend across Arterials.	Discontinuous. Connect to Collectors.
Roadway Length	Usually more than 5 miles long	Usually more than 5 miles long	Usually more than 3 miles long	Varies from about 1/2 mile to 2 miles	Generally less than 1 mile long
Traffic Volumes	40,000 Vehicles per Day or more	20,000 to 60,000 VPD	5,000 to 30,000 VPD	1,000 to 15,000 VPD	100 to 5,000 VPD
Desirable Spacing	5 miles or more	2 miles or more	Generally 1/2 mile to 2 miles	Generally 1/4 to 1/2 mile	Varies with block length (at least 125 feet between)
Posted Speed	55 to 70 MPH	40 to 55 MPH	30 to 45 MPH	30 to 35 MPH or less	20 to 30 MPH
Access	Controlled access. Grade-separated interchanges and frontage/service roads.	Intersect with Freeways, Arterials, Collectors and Local Streets. Restricted driveway access.	Intersect with Freeways, Arterials, Collectors and Local Streets. Limited driveway access.	Intersect with Arterials and Local Streets. Driveways permitted.	Intersect with Collectors and Arterials. Driveways permitted.
On-Street Parking	Prohibited	Restricted	Restricted	Normally permitted	Permitted
Community Relationship	Define neighborhood boundaries.	Define neighborhood boundaries.	Define and traverse neighborhood boundaries.	Internal and traverse neighborhood boundaries.	Internal.
Through Truck Routes	Yes	Yes	Permitted	No	No
Bikeways	No	No	Limited	Yes	Yes
Sidewalks	No	Yes	Yes	Yes	Yes

Arterial roadways form an interconnecting network for citywide and regional movement of traffic through connections to freeways and other express roadways. Although they usually represent only five to ten percent of the total roadway network, arterials typically accommodate about 30 to 40 percent of an area's travel volume. Since traffic movement, not land access, is the primary function of arterials, access management is essential to avoid traffic congestion and delays caused by turning movements for vehicles

entering and exiting driveways. Likewise, intersections of arterials with other public streets and private access drives should be designed to limit speed differentials between turning vehicles and other traffic to no more than 10-15 MPH. Signalized intersection spacing should be long enough to allow a variety of signal cycle lengths and timing plans that can be adjusted to meet changes in traffic volumes and maintain traffic progression (preferably one-third to one-half mile spacing).

The cross section of arterials may vary from multi-lane roadways with three, four or five lanes down to two-lane roadways in developing fringe and rural areas such as South Schertz where traffic volumes either have not increased to the point that more travel lanes are needed or are not warranted due to limited density. Functional classification is not dependent on the existing number of lanes since the functional role served by a roadway typically remains constant over time while the roadway's cross section is improved to accommodate increasing traffic volumes. Thus, lower-volume roadways that are continuous over long distances may also function as arterials, particularly in fringe and rural areas.

Subdivision street layout plans and commercial and industrial districts should include Collectors as well as Local residential streets in order to provide efficient traffic ingress/egress and circulation. Since collectors generally carry higher traffic volumes than local residential streets, they may require a wider roadway cross-section or added lanes at intersections with arterials to provide adequate capacity for both through traffic and turning movements. However, since speeds are slower and more turn movements are expected, a higher speed differential and much closer intersection/access spacing can be used than on arterials. Collectors typically make up about five to ten percent of the total street system.

Local residential streets include all other streets and roads that are not included in higher classes, particularly internal and access streets that allow direct property access within residential and commercial areas. Through traffic and excessive speeds should be discouraged by using appropriate geometric designs, traffic control devices, curvilinear alignments, and discontinuous streets. Local residential streets typically comprise about 65 to 80 percent of the total street system in urban areas.

Thoroughfare Development Requirements and Standards

This section outlines typical criteria for certain characteristics of street and land development, which should be part of a City's thoroughfare development standards and subdivision regulations.

Location and Alignment of Thoroughfares. The general location and alignment of thoroughfares must be in conformance with the Thoroughfare Master Plan. Subdivision plats should provide for dedication of needed right-of-way for thoroughfares within or bordering the subdivision. Any major changes in thoroughfare alignment that are inconsistent with the Plan require the approval of the Planning and Zoning Commission and City Council through a public hearing process. A major change would include any proposal that involves the addition or deletion of established thoroughfare designations, or changes in the planned general alignment of thoroughfares that would affect parcels of land beyond the specific tract in question.

Right-of-Way and Pavement Width. The pavement width and right-of-way width for thoroughfares and other public streets should conform to minimum City standards unless the Planning and Zoning Commission grants a waiver. Properties proposed for subdivision that include or are bordered by an existing thoroughfare with insufficient right-of-way width should be required to dedicate land to compensate for any right-of-way deficiency of that thoroughfare. When a new thoroughfare extension is proposed to connect with an existing thoroughfare that has narrower right-of-way, a transitional area should be provided.

Continuation and Projection of Streets. Existing streets in adjacent areas should be continued and, when an adjacent area is undeveloped, the street layout should provide for future projection and continuation of streets into the undeveloped area. In particular, the arrangement of streets in a new subdivision must make provision for continuation of right-of-way for the principal existing streets in adjoining areas – or where new streets will be necessary for future public requirements on adjacent properties that have not yet been subdivided. Where adjacent land is undeveloped, stub streets should include a temporary turnaround to accommodate fire apparatus.

Location of Street Intersections. New intersections of subdivision streets with existing thoroughfares within or bordering the

subdivision should be planned to align with existing intersections, where feasible, to avoid creation of off-set or "jogged" intersections and to provide for continuity of existing streets, especially Collectors and higher classes of thoroughfares.

Angle of Intersection. The angle of intersection for street intersections should be as nearly at a right angle as possible. Corner cutbacks or radii should be required at the acute corner of the right-of-way line, to provide adequate sight distance at intersections.

Offset Intersections. Offset or "jogged" street intersections should have a minimum separation of 125 feet between the centerlines of the intersecting streets.

Cul-de-sacs. Streets having cul-de-sacs should have a maximum length of no more than 600 feet measured from the connecting street centerline to centerline of radius point, with a paved turnaround pad of at least 80 feet and a right-of-way diameter at least 100 feet in residential areas, and at least 180 feet diameter on a street with a 200 foot right-of-way diameter in commercial and industrial areas. A cul-de-sac with an island should have a diameter of no less than 150 feet.

Residential Lots Fronting on Arterials. Wherever feasible, subdivision layout should avoid the creation of residential lots fronting on Arterials, with direct driveway access to the Arterial street. Lots should be accessed from Collector or, preferably, Local Residential streets within or bordering the subdivision or an auxiliary street designed to accommodate driveway traffic.

Residential Lots Fronting on Collectors. Wherever feasible, subdivision layout should minimize the arrangement of lots to access Collectors, particularly within 180 feet of an intersection. To the extent possible, lots should be accessed from local residential streets.

Geometric Design Standards and Guidelines. Other requirements and guidelines for the geometric design of thoroughfares and public streets should be provided in the City's Unified Development Code and standard specifications. This includes special provisions for lot width and building setbacks on corner lots to preserve sight distances at adjacent intersections.

Private Streets. The Planning and Zoning Commission should not approve a plat containing private streets unless existing regulations permit it (as in gated communities).

Sidewalks. Within the boundaries of a subdivision, sidewalks should be installed on both sides of Arterial and Collector streets and at least one side of Local residential streets.

Access Management

Access management is an important component of the thoroughfare management process. Access management is the coordination between land access and traffic flow. The basic premise of access management is to preserve and enhance the performance and safety of the major street system. It manages congestion on existing transportation facilities and protects the capacity of future transportation systems by controlling access from adjacent development. Properly utilized, it can eliminate the need for street widening or right-of-way acquisition.

Techniques to accomplish access management include limiting and separating vehicle (and pedestrian) conflict points, reducing locations that require vehicle deceleration, removing vehicle turning movements, creating intersection spacing that facilitates signal progression, and providing on-site ingress and egress capacity. In addition, regulation focuses on the spacing and design of driveways, street connections, medians and median openings, auxiliary lanes and transit facilities, on-street parking and parking facilities, on-site storage aisles, traffic signals, turn lanes, freeway interchanges, pedestrian and bicycle facilities, bus stops and loading zones.

Research indicates that a well-designed and effectively administered access management plan can result in the following tangible benefits:

- *Accident and crash rates are reduced by 40 to 60 percent;*
- *Roadway capacity and the useful life of transportation facilities is prolonged;*
- *Travel time and congestion is decreased;*
- *Better coordination between access and land uses is accomplished;*



- *Air quality is improved;*
- *Economic activity is enhanced;*
- *Urban design and transportation objectives are reconciled; and,*
- *The unique character and livability of the community is preserved through the coordination of land use and transportation.*

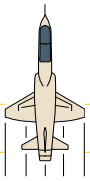
Failure to manage access negatively impacts the efficiency of transportation networks in the following ways:

- *More driveways related to strip commercial development;*
- *Local streets becoming bypasses for congested streets thereby creating the need to address cut-through traffic in residential neighborhoods;*
- *More frequent driveway related accidents;*
- *Vehicle conflicts from closely spaced driveways, which increase congestion thereby reducing capacity;*
- *Longer travel times that reduce market areas for business;*
- *More difficulty in providing safe access for new development thereby affecting economic growth;*
- *Lower investment benefits of transportation improvements;*
- *Greater need for wider streets to compensate for lost capacity; and,*
- *More cluttered streets and frequent driveways, which create an undesirable environment for pedestrians and bicyclists.*

The following access management strategies may be used to coordinate the access needs of adjacent land uses with the function of the transportation system:

Intergovernmental Coordination. Access management is most effective as a regional strategy that involves members of the MPO, as well as state and federal organizations involved in design and construction of roadways. Through coordinated efforts, access management can even further add to thoroughfare efficiency.

Separate Conflict Points. Two common conflict points are driveways and adjacent intersections. Spacing driveways so they are not



located within the area of influence of intersections or other driveways is a method to achieve access management objectives.

Restrict Turning Movements at Un-signalized Driveways and Intersections on Multi-Lane Roadways. Full movement intersections can serve multiple developments through the use of joint driveways or cross-access easements. Turning movements can be restricted by designing accesses to limit movements or by the construction of raised medians that can be used to provide turn lanes.

Establish Design Standards. Design standards addressing the spacing of access points, driveway dimensions and radii, sight distance, and the length of turn lanes and tapers are effective mechanisms for managing the balance between the movement of traffic and site access.

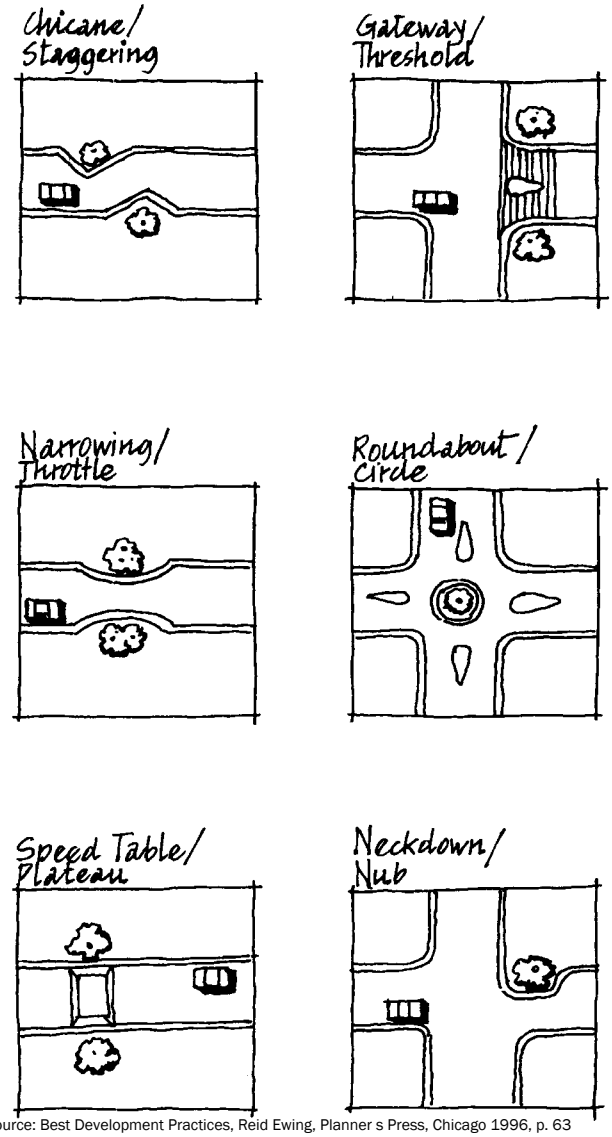
Locate and Design Traffic Signals to Enhance Traffic Movement. Interconnecting and spacing traffic signals to enhance the progressive movement of traffic is another strategy for managing mobility needs. Keeping the number of signal phases to a minimum can improve the capacity of a corridor by increasing green bandwidth by 20 seconds.

Remove Turning Vehicles from Through Travel Lanes. Left and right turn speed change lanes provide for the deceleration of vehicles turning into driveways or other major streets and for the acceleration of vehicles exiting driveways and entering major highways.

Encourage Shared Driveways, Unified Site Plans and Cross Access Easements. Joint use of driveways reduces the proliferation of driveways and preserves the capacity of major transportation corridors. Such driveway arrangements also encourage sharing of parking and internal circulation among businesses that are in close proximity.

"Traffic Calming" Measures

Through the citizen involvement process, there were several comments made by citizens regarding the amount of "cut-through" traffic through their neighborhoods. An approach to decrease the amount of "non-local" traffic in residential areas is by adopting traffic calming programs, which are aimed at controlling cut-through traffic, speeding on neighborhood streets and generally aggressive driving that threatens the safety of other drivers and pedestrians.



Source: Best Development Practices, Reid Ewing, Planner s Press, Chicago 1996, p. 63

Traffic calming measures are instrumental in providing livable neighborhoods where residents feel safe walking, biking and playing. Traffic calming is defined as "the combination of mainly physical features that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for non-motorized street users." In addition to addressing motor vehicle issues, traffic calming can also involve disparate objectives such as improving aesthetics, promoting urban renewal, reducing crime, and increasing water filtration into the ground.

The broad goals for traffic calming include increasing quality of life, incorporating the preferences and requirements of nearby residents and others who use the area adjacent to streets and intersections, creating safe and attractive streets, helping to reduce the negative effects of motor vehicles on the environment (pollution, urban sprawl, etc.), and promoting walking and bicycle use. More specific objectives are to:

- *Achieve slower speeds for motor vehicles;*
- *Reduce collision frequency and severity;*
- *Increase safety and the perception of safety for non-motorized users of the street;*

- *Reduce the need for police enforcement;*
- *Enhance the street environment (streetscaping, etc.);*
- *Increase access for all modes of transportation; and,*
- *Reduce cut-through traffic through neighborhoods.*

Traffic calming is accomplished through a combination of measures that control both traffic speed and volume. Volume controlled measures include street closures, restrictive one-way streets and turn restrictions. These measures are effective in reducing traffic on streets, however such measures do not reduce speed and often result in the diversion of unwanted traffic onto other residential streets. Speed controlled measures are important in reducing injury accident rates. They also increase walking and bicycling on streets. Speed control measures should be designed into the community through urban design and land use features such as smaller setbacks, street trees, short streets, sharp curves, center islands, traffic circles, textured pavements, speed humps and flat topped speed tables.

The Institute of Transportation Engineers, state transportation departments and others entities have published manuals and other materials documenting numerous traffic calming options and techniques, including some that are subtle and intended to influence drivers' perceptions of their surroundings and thereby their driving behavior. These can include road and intersection narrowing methods, better definition of crosswalks and pedestrian-oriented settings, and manipulation of road surfaces.

Transportation Goals, Objectives and Actions

Through the Plan development process and the involvement and input of residents and leaders of Schertz, the following goals, objectives and actions were formulated for the Transportation Element of the Plan.

Goal 1: ***Establish a hierarchy of thoroughfare classifications that will provide for safe and convenient flow of traffic throughout the community.***

Objective A: Utilize an adopted Thoroughfare Master Plan to ensure efficient and desirable connections

between major arterials and other thoroughfares and to aid in prioritizing transportation improvement needs.

Action 1: Adopt the recommended thoroughfare classification system, evaluate needed adjustments, and periodically consider amendments, as necessary.

Action 2: Evaluate the compatibility of the City's Unified Development Code and development standards with the Thoroughfare Master Plan, particularly with respect to right-of-way width, continuation and projection of streets, alignment of thoroughfares and driveways on collector roadways.

Objective B: Improve and enhance regional mobility through interagency and intergovernmental coordination and integration of the thoroughfare network of the community into the regional transportation system.

Action 1: Coordinate with TxDOT, the MPO, Comal, Guadalupe and Bexar counties, and surrounding communities, to improve transportation in the Schertz area, including improvements and enhancements to thoroughfares, trails/bike lanes and public transportation opportunities.

Action 2: Coordinate with the neighboring cities to plan, coordinate and jointly construct thoroughfares that cross multiple jurisdictional boundaries.

Action 3: Continue to participate in the I-35 Austin – San Antonio Corridor Group, the I-10 Corridor Group, the Alamo Area Council of Governments Transportation Committee and other local and regional organizations and associations to plan and coordinate future transportation improvements that have an impact on Schertz.

Goal 2: ***Provide continuity of traffic flow within and between neighborhoods and throughout the community while allowing for overall relief of traffic congestion by improving existing street infrastructure to meet or exceed minimum standards by Year 2020.***

Objective A: Ensure that the transportation system adequately accommodates and encourages through traffic on

the arterial street system and controls traffic and speeds on collector and local residential streets.

Action 1: Perform traffic-engineering studies on existing intersections, such as Roy Richard Drive and I-35, to identify access and realignment solutions and improvement needs.

Action 2: Acquire additional public street right-of-way on existing thoroughfares as needed to facilitate turn lanes and acceleration/ deceleration lanes and to provide additional traffic capacity at intersections.

Action 3: Adopt appropriate access management regulations along Roy Richard Drive, Schertz Parkway, FM 78, Maske Road (as improved) and other thoroughfares pertaining to the number of driveways, location and spacing; street intersections and connections; medians and median openings; marginal access roads; traffic signal location and timing; turn lanes and acceleration/deceleration lanes; and, pedestrian and bicycle facilities.

Action 4: Adopt a driveway ordinance to include guidelines regarding the design, construction, location, width, spacing, radius, offset and potential coordination of driveways on principal and secondary arterials and collectors roadways.

Action 5: Consider traffic impacts on affected transportation facilities during review of zone changes and subdivision applications, with developer participation in improvements needed to maintain an adequate level of service.

Action 6: Require traffic impact studies and mitigation actions for large-scale development proposals, particularly those adjacent to I-35, I-10, Roy Richard Drive, Schertz Parkway, and FM 78.

Action 7: Leverage County, State and Federal participation in funding transportation improvements to alleviate high accident locations and traffic congestion.

Action 8: Participate and support the improvement of the I-35 corridor, including its expansion to six

lanes as well as future development of high occupancy vehicle lanes or mass transit.

Objective B: Maximize the continuity of the street network to provide access between developments, ensure citywide mobility, and minimize response time for emergency vehicles.

Action 1: Utilize the Thoroughfare Master Plan during the subdivision and site development review process to ensure provision of collector roadways between adjacent developments and continuous local residential streets between subdivisions.

Action 2: Acquire future right-of-way, through dedication or other means, for the extension of collector and arterial roadways that are proposed for improvement on the Thoroughfare Master Plan.

Action 3: Identify opportunities for extending collector and arterial roadways across Cibolo Creek and coordinating with the cities of Cibolo, Universal City and Selma for an area wide transportation system.

Action 4: Begin to acquire right-of-way in key future development areas such as South Schertz to ensure adequate and cost effective thoroughfare improvement in advance of ensuing development.

Action 5: Identify all dead-end streets, their impact on the flow of traffic within and between neighborhoods, and determine feasible and appropriate courses of action, such as right-of-way/easement acquisition, condemnation, and other means.

Action 6: Identify important collector and residential street extensions to serve local mobility needs and implement the improvements.

Action 7: Continue to prohibit the construction of dead-end streets other than those that are temporarily terminated and planned for extension at a later date.

Objective C: Design and place traffic control devices so as to maximize efficient traffic flow and minimize the impedance of traffic flow.

Action 1: Establish criteria for the placement of traffic control devices in conformance with the Texas Manual of Uniform Traffic Control Devices (MUTCD).

Action 2: Periodically conduct signal warrant studies at high volume intersections to validate traffic control improvements.

Action 3: Adopt a Traffic Control Device Preventative Maintenance Program, consisting of periodically inspecting and maintaining traffic signals, signs and pavement markings to improve effectiveness, safety, and savings in related costs.

Objective D: Plan, fund and implement transportation system improvements in conformance with the Thoroughfare Master Plan.

Action 1: Improve the Schertz Parkway Corridor to principal arterial standards with access management standards applicable to this thoroughfare.

Action 2: Coordinate with TxDOT to implement access management and/or transportation system management (TSM) improvements along Roy Richard Drive from I-35 to FM 78.

Action 3: Closely evaluate the number, location, width and spacing of driveways along FM 78 to maximize the facility's traffic carrying capacity and minimize vehicular conflicts.

Action 4: Acquire necessary additional right-of-way to improve FM 1518 north of FM 78 to secondary arterial roadway standards prior to ensuing development.

Action 5: Acquire necessary right-of-way in the area to the west of Schertz Parkway and north of Maske Road, north of I-35 and in south Schertz to develop collector and arterial roadways prior to continuing and ensuing development.

Action 6: Identify opportunities for acquiring undeveloped lots or other parcels to extend collector roadways within developing areas to provide for an adequate network of collector roadways.



Action 7: Acquire right-of-way for the extension of FM 3009 south of FM 78 to provide adequate access to South Schertz.

Objective E: Identify and define minimum design and construction standards to be met by Year 2020 and evaluate current street conditions to identify immediate, short-term and longer-term improvement needs.

Action 1: Periodically review the City's engineering standards and adopt amendments as necessary.

Action 2: Periodically conduct a detailed survey of pavement conditions on all street segments in the City.

Action 3: Establish a computerized pavement management system to determine pavement condition indices for all street segments.

Action 4: Prioritize and implement needed street improvements on an annual basis through a capital improvement program and capital budgeting.

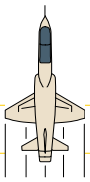
Objective F: Identify funding alternatives and resources available for implementation.

Action 1: Equitably distribute costs for improvement/ expansion of the transportation system to the responsible governmental agencies and to the private sector, where applicable.

Action 2: Continue to require dedication of public right-of-way and construction of street improvements as development occurs, in accordance with thoroughfare requirements shown on the adopted Thoroughfare Master Plan.

Action 3: Consider adoption of traffic impact fees to generate revenue for funding or recouping the costs of capital improvements of facility expansions necessitated by and attributable to new development.

Action 4: Evaluate the feasibility of Public Improvement Districts or other special assessment approaches to fund transportation enhancements in downtown Schertz and elsewhere.



Goal 3: ***Provide for the increasing demand for transportation facilities while preserving and enhancing the attractiveness of the environment.***

Objective A: Ensure that all transportation projects include landscaping of green spaces within the right-of-way and other aesthetic enhancements, consistent with traffic safety and design standards.

Action 1: Work with TxDOT to ensure that the design of bridges, overpasses, retaining walls and other improvements include consideration of visual impact and utilizes design features and materials, including landscaping treatments, that will enhance the aesthetic appearance of the structures.

Action 2: Plan and acquire right-of-way for thoroughfares to include open space areas and buffer zones similar to that planned for Schertz Parkway.

Action 3: Place a high priority on tree preservation in roadway improvement planning and tree protection during construction.

Action 4: Carefully regulate development and require high standards for landscaping and property maintenance along highways and major thoroughfares to maintain aesthetics and avoid a "strip development" pattern of use.

Action 5: Consider narrowing the pavement width of collector and residential streets and utilize the extra right-of-way for sidewalks, neighborhood-scale street lighting, tree preservation and landscaping and public open space.

Goal 4: ***Promote alternative modes of transportation and related facilities including pedestrian and bicycle routes, public transit, and others.***

Objective A: Pursue alternative modes of transportation, including financial participation where needed.

Action 1: Prepare a bicycle and pedestrian master plan, in conjunction with a parks and recreation master plan, to identify alignments and locations of on- and off-street trails and pedestrian walkways accessible to all areas of the community and connecting neighborhoods, schools, parks, shopping and employment centers.

Action 2: Fund and construct the proposed bicycle and pedestrian trail network in an incremental fashion to serve both recreational and alternative transportation needs.

Action 3: Initiate pedestrian/bicycle system planning to ensure advance acquisition and/or dedication of preferred routes.

Action 4: Pursue Federal and State financial assistance grants on an ongoing basis for pedestrian and bicycle transportation projects, such as transportation enhancement funds under the Transportation Equity Act for the 21st Century (TEA-21).

Objective B: Provide a safe and effective means to accommodate pedestrian traffic and prioritize sidewalk improvement areas based upon type of street and adjacent land use.

Action 1: Conduct a comprehensive and detailed inventory of sidewalks and other pedestrian facilities throughout the community and prioritize needed improvements by condition, need and location.

Action 2: Fund and construct pedestrian walkways, sidewalks, crosswalks, handicap accessible ramps and curb cuts in areas with significant pedestrian traffic, such as around schools, public parks, retail districts, and other activity areas.

Objective C: Address pedestrian safety issues.

Action 1: Continue aggressive enforcement of speed limits and other traffic laws near schools and parks and along neighborhood streets.

Action 2: Consider experimentation with "traffic calming" techniques such as speed humps or tables, street narrowing, etc. at appropriate locations to reduce speeds and discourage cut-through traffic in residential neighborhoods.

Action 3: Design and implement enhanced pedestrian crosswalks along Main Street and at other appropriate locations such as adjacent to schools, parks and the City's municipal complex to increase the visibility of

pedestrians while improving the appearance of the streetscape environment.

Action 4: Install handicap accessible curb ramps citywide, and particularly in the older, established areas of Schertz.

Action 5: Utilize street medians/esplanades as pedestrian refuges on principal and secondary thoroughfares.

Action 6: Design the traffic signal system to accommodate pedestrians through pedestrian-actuated sensors, signal timing, etc.

Objective D: Increase the availability of public transportation opportunities in Schertz.

Action 1: Coordinate with VIA and or other local transportation providers to determine the feasibility of commuter transit service to and from Schertz.

Action 2: Consider a local referendum to support the extension of VIA fixed route services to the community.

Action 3: Coordinate with VIA and surrounding communities in establishing a park-and-ride-lot in Schertz (similar to the Selma park and ride lot) providing transit service to/from San Antonio and throughout Bexar County.

Action 4: Coordinate with TxDOT and participate in local activities regarding the proposed development of commuter rail service between San Antonio and Austin. Determine the likelihood of a commuter rail stop in Schertz.

Goal 5: Coordinate with railroad companies to improve safety conditions of rail lines running through the community.

Objective A: Pursue improvements at intersections of railroad lines with arterial and collector roadways such as Schertz Parkway and FM 3009 to facilitate efficient traffic movement and improve safety conditions.

Action 1: Facilitate safety improvements at roadway/railroad grade crossings to reduce conflicts between highway and railway traffic, including the use of traffic control devices such as gate arms, flashing lights, signage and pavement markings.

Action 2: Coordinate with the railroad companies for future thoroughfare improvements that intersect railroad right-of-way.

Action 3: Consider coordination with Union Pacific Railroad to bring the line parallel to FM 78 to grade or nearer to grade to improve safety and reduce a visual impediment between the northern and southern sections of the community.

CHAPTER SIX PUBLIC FACILITIES



SCHERTZ COMPREHENSIVE LAND PLAN

Public facilities play a quietly prominent and necessary role in the daily lives of Schertz residents. In the most obvious sense, they house many of the municipal activities that ensure safety, such as law enforcement, fire protection, and emergency assistance. Other facilities house activities that maintain the ability to manage daily life with limited disruption, such as public works and animal control. Still others are needed for management of the City and the continued provision of community order, such as City Council chambers, municipal courts, and the services provided by additional public servants.

In a less obvious sense, however, these facilities also provide a natural focal point and set many of the standards for civic pride in the community. The City Hall or the County Courthouse has historically acted as the social and physical centerpiece of the community. Many of today's most successful communities maintain quality, if not "showpiece", public facilities as an indication of civic beauty and commitment to the sense of order created by "good government."

City Hall in Schertz is no longer along Main Street, but it remains one of the key focal points within the community. Located along Schertz Parkway, it is one of several City, County, Federal, and education facilities nestled together in one area. In 1997, voters approved over $5 million in bonds to construct new facilities for law enforcement, fire protection and emergency medical services (EMS) next to City Hall.

Residents of Schertz are proud of the quality of life that they enjoy and quickly credit a part of that to local public services. During the Community Forum held May 2001, residents were nearly unanimous in their support for local public servants and civic leaders, particularly relating to law enforcement, fire protection and EMS. At the same time, however, a large number indicated increasing concern that continued rapid growth may cause a decrease in quality of service and an increase in taxes.

Cost and time are crucial components to planning and constructing new, quality public facilities. By understanding and anticipating growth, it is possible to look ahead and plan for new and expanded services and facilities and therefore ensure that City facilities adequately serve the needs and expectations of the population in a

timely, orderly and economical manner. In this manner, the Public Facilities Element is linked to other elements of the Plan since public facilities will depend, in part, on projected population and industrial growth, future land use, annexation plans, transportation improvements, and other factors. Displayed in **Figure 6.1, Public Facilities,** is the location of existing public facilities within the City.

Key Public Facilities Issues

Various issues related to public services and facilities were identified during the Plan development process through the Community Forum, interviews with key persons in the community, input from the Steering Committee, and analysis of existing trends and conditions. These issues were instrumental in developing the goals, objectives and actions in the Public Facilities Element.

Schertz Police Department

The Schertz Police Department (SPD) has earned and long enjoyed the full support of both residents and local leaders. As a result, the Police Department has the staff, equipment and facilities necessary to meet the immediate needs of the public. The Police Department entered the new millennium with a new, 16,000 square foot facility, compliments of a bond approved previously by the voting public. The new station includes a holding facility for 5 males and 3 females, as well as 2 detoxification areas.



Voters passed a $5 million bond to cover the cost of new or renovated public facilities, including the new offices for the Schertz Police Department.

The Schertz Police Department currently operates with a staff of 44 employees, including administration, detectives, dispatchers, and police officers. Of those, 30 are certified police officers. The remaining 14 provide administrative services such as crossing guards, dispatchers and the office manager. By policy, all officers hired by the Schertz Police Department are certified. The SPD operates 17 marked and unmarked units.

Often, in an effort to maintain a positive presence in the community and to create crime prevention awareness, law enforcement departments will initiate programs that are supplemental, but

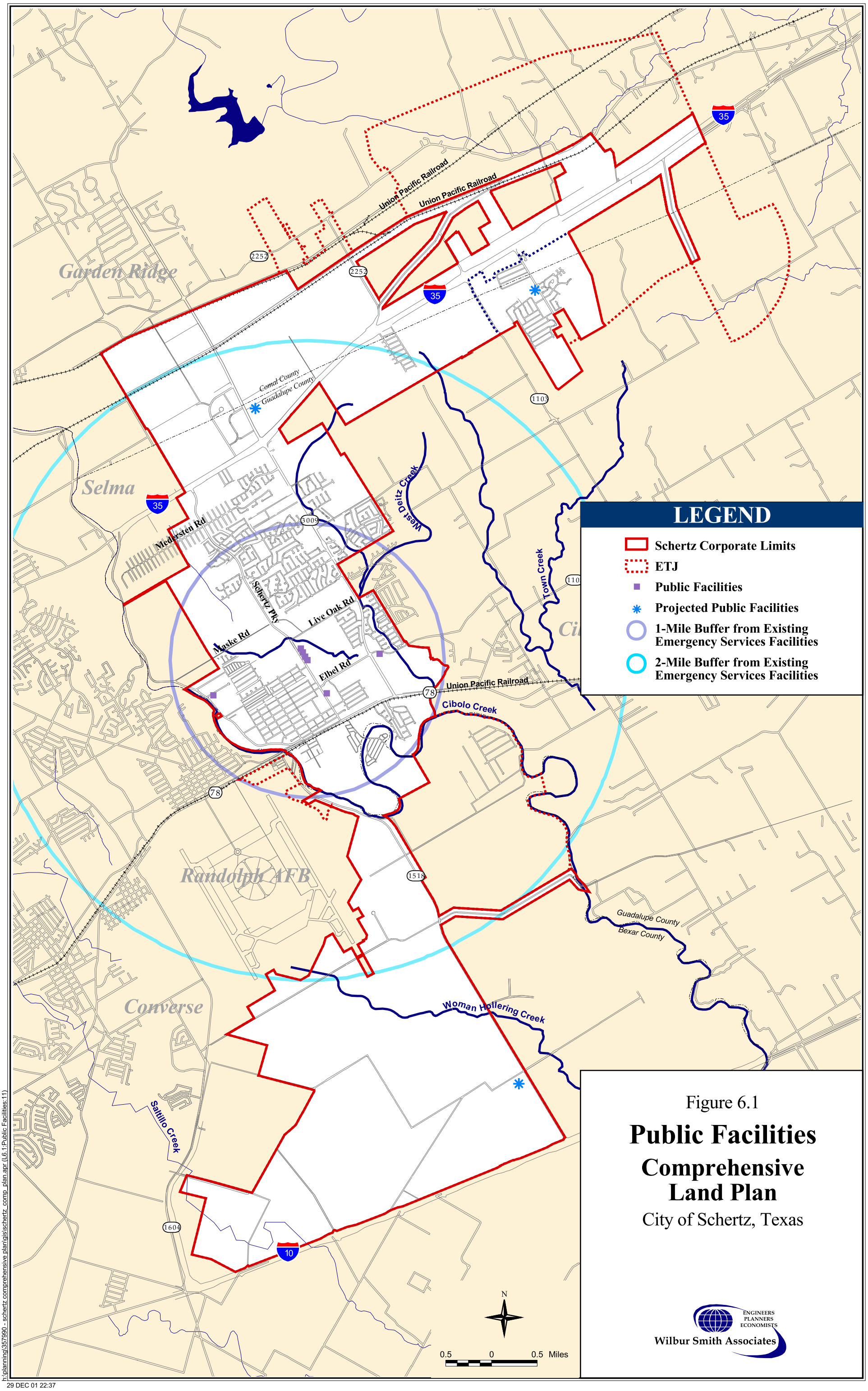


Figure 6.1

Public Facilities

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS PLANNERS ECONOMISTS
Wilbur Smith Associates

h:\planning\357990 - schertz comprehensive plan\gis\schertz_comp_plan.apr (L6.1-Public Facilities:11)
29 DEC 01 22:37

related to their standard duties. The Schertz Police Department provides the following supplemental programs:

- *Explorer Scouts* acts as an extension of the Boy Scouts of America with an emphasis on law enforcement. On average, 12 young adults annually take part in the program that provides training and limited participation in the activities involved in law enforcement. The program acts as a means of creating positive reinforcement between the Schertz Police Department and area youth while also providing a glimpse into the possibilities available through a career in law enforcement.

- *Citizens Police Academy* provides an annual, eight-week course to private citizens providing training in the mechanics of law enforcement. The Academy generally includes 20 to 25 persons, largely between the ages of 30 and 50 years. Graduates are eligible to join the alumni association and assist in fundraising and other activities.

- *Help End Auto Theft (HEAT) Anticar Theft Program* provides an opportunity for Schertz residents to minimize the possibility of car theft. Through *HEAT*, the automobiles of volunteers are entered into a computer database designed to protect the automobile, if it should be stolen, from leaving the area. As part of the program, police are permitted to stop the automobile without probable cause if it is seen after 1:00 am.

- *Crime Prevention Program* allows a certified crime prevention specialist to instruct Schertz residents in means of home protection. Classes are conducted for generally five to ten homes annually in an effort to improve protection. Program participation can result in reduction in insurance costs.

The Schertz Police Department also plays a role in various other activities such as the DARE, National Night Out, Neighborhood Watch programs and other special events. For both efficiency and improved safety, they also work diligently to coordinate resources and activities with other area law enforcement agencies, such as the SCUC ISD Police Department.

Over the past couple of years the Police Department has been facing increased demand for its services. The number of calls has increased over the last five years. Between 1996 and 2001, calls

for service have increased from 180 per week to 220. While the types of calls for service can broadly vary, they are largely comprised of minor infractions. As the City grows, demand on services will continue to increase, potentially resulting in a need for additional officers and department personnel.

The 1993 Comprehensive Plan for the City of Schertz recognized the need for a strong, well-trained police force. As an objective, the Plan proposed that the police force maintain a ratio of two law enforcement officers per 1,000 residents. A more advanced formula builds upon the number of calls received and the amount of time necessary to handle each call. In this manner, it is easier to differentiate the requirements of a relatively crime free community from one which is more active. Utilizing this format, The Schertz Police Department is well staffed. Assuming 220 calls per week, this formula indicates a need for 19 certified police officers.

Table 6.1
Police Staffing Needs According to Calls

Calls per Week	Officers Needed
180	16
220	19
260	23
300	26
340	30
380	33
420	37

Source: Wilbur Smith Associates

While this figure represents fewer officers than are currently employed by the Schertz Police Department, it should not be considered a reason to reduce staff. On the contrary, the needs of the Schertz community are unique and the Schertz Police Department and elected officials successfully meet those needs.

The number of certified police officers will increase as the need for expanded services, including the number of calls, increase. **Table 6.1, Police Staffing Needs According to Calls**, provides an idea of the number of officers needed under the methodology used in this report.

Schertz Fire Department

The Schertz Fire Department (SFD), similar to the Police Department, has enjoyed the full support of both residents and local leaders. Their new facility located at Schertz Parkway was constructed simultaneously with facilities for the Police Department and the Emergency Medical Service (EMS). The facility, comprised of 12,300 square feet, is the only facility currently in use by the fire department and is adequate to meet the needs of the majority of Schertz; however, as response times indicate, SFD may not

completely meet the needs of residents and operations in the northern and southern reaches of the community.

The Schertz Fire Department consists of 21 full-time staff members, including the Fire Chief, Fire Marshal, three Captains, three Lieutenants, one Inspector, and 12 Firefighters. The Fire Department utilizes 6 trucks for emergency service, including 4 pumper trucks, one rescue vehicle and one brush fire truck. Only two trucks are fully staffed at any time, under normal circumstances. With this equipment, the SFD is responsible for a service area that includes the incorporated limits of Schertz, as well as the unincorporated remainder of the area that is bordered by FM78 (north), I-10 (south), FM 1518 (east), and Cibolo Creek (west).

The department has earned an Insurance Services Office (ISO) rating of four for the City of Schertz – an achievement accomplished by approximately ten percent of all Texas communities. ISO bases it's rating on a scale of one to ten with one being the best and ten being considered unprotected. To receive this rating the fire department is evaluated on the quality of fire equipment and personnel (50 percent of evaluation), water availability (40 percent of evaluation), and proper communications (10 percent of evaluation). If a community feels like its ISO rating has increased as a result of positive changes to the system, it may request a review.

The number of calls for service for the Schertz Fire Department has increased significantly between 1995 and 2000. During 1995, SFD responded to 695 calls for service. By 2000, that number had escalated to 1,113. While a 60 percent increase in calls for service over a six-year period may appear startling, it is likely the result of adding EMS/first responder calls for service to information collected for the SFD. In fact, between 1998 and 2000, the number of calls for service increased by only 37 calls. Response times for the majority of Schertz are within an acceptable five to six minutes, according to information provided by the Fire Department. However, response time lags in the harder to reach areas along the northern section of I-35 (approximated at 10 to 12 minutes) and the southern section of Schertz below Cibolo Creek (approximated at 13 to 15 minutes). To reduce response time, the Fire Department is planning for construction of at least one substation.

The National Fire Protection Association (NFPA) publishes a variety of data on career and volunteer firefighters, as well as firefighting standards across the nation. In 1997, NFPA conducted a survey of fire departments across the U.S. for fire experience (*U.S. Fire Department Profile Through 1997*, National Fire Protection Association, November 1998). The survey includes data pertaining to a ratio of career and volunteer fire fighters per 1,000 inhabitants. These rates are based on data reported by the NFPA and do not reflect recommended rates or a defined fire protection standard. The closest category to the community of Schertz for full-time firefighters includes communities with a population between 25,000 and 49,999. In this case, the report notes that, on average, these communities maintain approximately 1.3 firefighters per 1,000 residents. Utilizing this information, the Schertz Fire Department should be comprised of 21 firefighters, the exact amount currently available for service. When applying other averages of communities between 10,000 and 24,999 to Schertz, statistics indicate that the community has the appropriate number of pumper trucks (4), is quickly closing in on the need for an aerial apparatus (0.63), and is behind the average in the number of stations (2.35).

The 1993 Comprehensive Plan for the City of Schertz observed three items necessary to provide 24-hour fire protection for area residents, including:

- Replace and upgrade major mobile equipment;
- Construct sleeping and office space to accommodate 24-hour fire protection manning; and,
- Construct future substations as population dictates.

It appears that the community has remained consistent with the Plan. Efforts are currently underway to purchase a 100-foot aerial apparatus capable of assisting in fire protection of industrial buildings such as those located north of I-35, in and around the Tri-County Industrial Park. The Fire Department has a new facility and is currently in discussion for construction of its first substation proposed to be located north of I-35. This area offers access to I-35 as well as access and proximity to the rapidly growing industrial area, the northern residential areas of Schertz, and the commercial development along I-35. A substation in this area will result in significantly reducing the response times in the northern areas of

Schertz. Unfortunately, it does little for aiding those individuals who live south of the Union Pacific Railroad, FM 78 and Cibolo Creek – all potential impediments to emergency relief. However, because no sewer service is currently available to this area, it remains scattered development and largely rural. Therefore, selection of a site addressing northern Schertz's needs is most appropriate at this time. Because significant residential development is likely to occur south of Cibolo Creek within the life of this Plan, discussion of a second substation for this area is equally appropriate.

As the City grows, additional firefighters and stations will be needed in order to continue providing the same level and quality of service. Displayed in **Table 6.2, Projected Fire Department Staffing Needs to 2020,** are the future staffing needs for the Schertz Fire Department. Because the service area outside of incorporated Schertz is very sparsely populated, the population of the service area is a straight-line projection of the incorporated area population.

Table 6.2
Projected Fire Department Staffing Needs to 2020

Year	Population	Officers	1,000 residents	Additional Officers Needed
2000	18,694	21	1.1	
2010	26,752	36	1.3	15
2020	34,810	46	1.3	25

Emergency Health Care

As part of the $5 million bond approved by area voters, the local emergency medical service, received a new facility. The EMS is currently comprised of a Director, Assistant Director, secretary, four Captains, ten Paramedics, and four Intermediate Attendants. The staff utilizes four ambulances (two are always in operation) to cover a service area that includes Schertz, Cibolo, Garden Ridge, Live Oak, Marion, Saint Hedwig, Selma, Universal City, and portions of the unincorporated area.



The EMS received funding to construct a new facility next to City Hall.

During 2000, the EMS received 3,752 calls for service. Of those, 2,169 required transportation of the patient to a facility. Emergency service requires delivery to Northeast Methodist Hospital in Live Oak. Trauma cases are delivered to Brooke Army Medical Center (BAMC) or to University Hospital, often via flight as opposed to ambulance.

The EMS, like the Schertz Fire Department (SFD), relies on response time as a standard. At the same time, the EMS has a goal to staff four units at all times. It is likely that any

substation created for the fire department will also be utilized by the EMS. The 1993 Comprehensive Plan includes, as an objective, the need to "secure facilities for training, office administration and sleeping along with adequate storage for equipment, medical supplies and ambulances at the earliest possible date. Secure substation location for future growth". The need for immediate space has been fulfilled and the substation is currently under discussion alongside the fire department.

Residents and local leaders have expressed interest in establishment of an emergency health care facility in Schertz. In fact, the community of Schertz has historically had a hospital. However, the facility along Main Street that once offered treatment for area patients is now an apartment complex. As the population of the community continues to grow a new emergency medical facility will likely become warranted.

Public Works

The Public Works Department is a multi-faceted organization comprised of the Street Department, Water Department, Parks Department, Fleet Services, Pool Department, and Animal Control. The 57 employees of the Public Works Department are housed within three facilities. The main office is located at Commercial Place with a satellite facility for equipment and supplies located nearby. Animal Control has a separate facility.



Animal Control operates at a facility located near Gutierrez Park.

Like many of the other public services, the Public Works Department enjoys strong support from local leaders and is well equipped to maintain local streets, infrastructure and other public facilities. At this time, the only stated needs appear to be additional staff to aid in stormwater maintenance and street maintenance. However, as the population and industrial development continue to escalate, the need for continued development and repair, particularly in the areas of infrastructure and streets, will likely create a need for additional or renovated space.

Unlike all other City-owned public facilities, the facilities for the Public Works Department are not located within the centralized area along Schertz Parkway. Rather, given the industrial nature of their operations, the main office and equipment office are located in an

industrial area. The Animal Control offices are located across the street from Gutierrez Park and a residential area.

Schertz Public Library

The Schertz Public Library is a valuable asset and resource within the community. Its location is within easy walking distance of City Hall, Samuel Clemens High School, various other City services, several surrounding apartment complexes, and Aviation Heights subdivision. Constructed in 1983 and expanded in 1988, the library is approximately 9,000 square feet with sufficient surrounding area for future expansion. The approved $4 million bond included $100,000 to add a brick facade to the facility.

The 1993 Comprehensive Plan notes then that the library, "has grown from a concern of a few citizens, a meager start of 7,395 books and a circulation of 4,542 the first year." Today, the expanded facility is home to 35,000 volumes of books, videos, magazines and newspapers, with an additional 11,000 volumes available via microfiche. Circulation has grown to approximately 130,000 volumes annually.

In addition to volumes, the Schertz Public Library offers access to a variety of other materials, particularly via computer. The library offers 26 public access computers to meet a variety of needs; 12 are equipped with word processing software and other items necessary for research and general use. The remaining 14 provide access to the Internet, offering expanded opportunity for research and an important resource to those individuals without a computer or Internet access at home.

Interlibrary loan service is available to patrons free of charge. The library is connected to a nationwide bibliographic database and can request books and other materials from libraries all over the United States.

The library contains a special collection of genealogy and history materials designed to provide a comprehensive, but basic resource for national genealogy. Locally, information is much more extensive, including birth and death certificates dating back to the 1700s.

The library also offers additional services for children. Every week, children participate in "story time". During the summer months, the

program is expanded into the Summer Club, including story time twice each week.

At the Community Forum, various residents commented upon the need to expand the services and availability of the public library. Comments included the need to expand the size of the library, add new facilities, extend hours, and add staff. Nearly all of these comments are validated by a 1998 report comparing the Schertz Public Library to similar facilities, conducted by Halcyon Associates. The report indicates that communities with a population between 10,000 and 35,000 persons should consider a standard of 600 square feet per 1,000 residents. Utilizing this statistic, Schertz Public Library should currently be 11,216 square feet. Projected needs are identified in **Table 6.3, Projected Library Square Footage Needs to 2020**. The report further indicates the number of volumes available and staff to be below average. Various comments by residents during the Community Forum also confirm that they are eager to take advantage of the opportunities available through the Schertz Public Library.

Table 6.3
Projected Library Square Footage Needs to 2020

Year	Population	Size of Facility (in sq. ft.)	Square Feet per 1,000 residents	Additional Square Footage Needed
2000	18,694	9,000	481	
2010	26,752	16,051	600	7,051
2020	34,810	20,886	600	11,886

Leisure Services

During development of the Plan, the City of Schertz was in the process of developing a new section to address the various leisure activities that bolster local quality of life. As this Leisure Services section is more fully developed, it will change provision of leisure services in Schertz to allow for more efficient and cost effective delivery of service.

Schertz Community Center

The Schertz Community Center was constructed in 1977. Like many of the other public facilities, the community center is located along Schertz Parkway adjacent to City Hall. Designed as a 5,200 square foot facility with a rental space of approximately 3,000 square feet, the community center has a capacity of roughly 200 guests. Currently, the center is utilized approximately five to eight times per month and offers very limited access for recreation activities. The school district utilizes the facility for basketball. The Buffalo Valley

Youth Association and the Cibolo Creek Youth Association also take advantage of the facility. Once monthly, the Schertz Lions Club utilizes the facility for a teen dance that is attended by approximately 300 youth, primarily sixth to eighth grade.

Despite the best of intentions, the facility is inadequate to meet the multi-purpose needs of the expanding population of Schertz. At the Community Forum, numerous residents suggested the need for a new, multi-purpose facility capable of providing services and activities to all segments of the population, but with particular emphasis on the needs of the youth and elderly.

Such a facility, if well designed and located within the same area, could add a tremendous destination for area residents and strengthen the public presence in the area of Schertz Parkway. More, the facility would provide an additional anchor to redevelopment within the older areas of Schertz. The facility could also offer professional, as well as recreational opportunities, including meeting and training facilities.

Schertz City Hall

Schertz City Hall is located within close proximity to Main Street. Renovated as part of the $5 million bond approved by area voters, the facility is home to the chambers of City Council as well as offices for the City Manager, Assistant City Manager, Finance Department, Management Services/Economic Development, Planning Department, City Secretary, Business Office, Facility Maintenance, and Inspection Department. In total, 30 staff members currently office in City Hall.

While the City Hall has recently been renovated, the space available to City staff remains limited. Renovations were completed to redesign the space previously occupied by the Schertz Police Department; however, the redesign still leaves City staff with space that is barely adequate for the current number of employees. If Schertz continues to grow at its current rate, the community will need to consider expansion, as illustrated in **Table 6.4, Projected City Hall Square Footage Needs to 2020**.

Table 6.4
Projected City Hall
Square Footage Needs to 2020

Year	Population	Size of Facility (in sq. ft.)	Square Feet per 1,000 residents
2000	18,694	11,120	595
2010	26,752	26,752	1,000
2020	34,810	34,810	1,000

Key Features of the Public Facilities Element

Some of the highlights and priorities of the Public Facilities Element include:

The Need for Adequate Public Facilities

One of the most significant issues raised throughout the process of completing the Plan has been the issue of fast growth and the ability of public services and facilities to maintain a similar pace. One means of ensuring that the community's public services and facilities can keep pace with development is to require they be in place *prior to or concurrent with development*. To do so, communities with circumstances similar to Schertz have enacted *adequate public facilities ordinances (APFOs),* also known as *concurrency requirements.* APFOs require all applicants for new development to demonstrate that facilities and services will be available to serve the project at the time the development is available for occupancy. Utilizing this system, the community could adopt a level of service standard, which can then be used as a criterion for approving or denying applications depending on their conformance to the standards.

This approach manages growth without the need for more strict regulations such as population caps or developable acreage within a specified growth area. The rationale for this approach is to condition the issuance of building permits or plat approval on the existence of public improvements or capital facilities or, as an alternative, require developers to pay impact fees to provide the facilities necessitated by new development.

In addition to its simplicity, this approach is extremely practical and defensible. The key to effectively employing this system, however, is being rational in making determinations of adequacy or inadequacy of public facilities. The strength of this approach is in its ability to allow the community to establish a direct, causal link to the public health, safety and welfare issues related to the provision of additional public services.

Key features of an adequate public facilities ordinance include:

- *Level of Service (LOS)* – Key to concurrency is the understanding of a service threshold – the point at which demand exceeds the desired capacity of public facilities. To best determine this threshold, many jurisdictions rely on an established level of service, such as the Highway Capacity Manual developed by the Transportation Research Board to address transportation issues. The difference between the jurisdiction's established threshold LOS and the existing LOS (including the impact of projects existing, underway and previously approved) is generally the amount available to the developer. If the project can be completed and still allow the thoroughfare to operate at or below the threshold LOS, the project meets the APFO. If the project causes operation of the thoroughfare to exceed the threshold LOS, additional steps must be taken prior to approval.

- *Determination of Eligibility* – Projects that will be exempted or receive flexibility in meeting the threshold LOS should be indicated. Those projects are generally exempted or are granted flexibility in meeting the threshold LOS as a result of issues of size, type, location, or as an incentive for their development. For example, Howard County, Maryland exempts one-acre lots in the agricultural district that are available through intrafamily transfer. San Diego, California, on the other hand, provides an exemption to housing projects designed for low-income residents or farm workers. In most cases, exemptions occur because the project offers no significant impact upon the threshold LOS of impacted public facilities. Flexibility may be granted to enhance development opportunities, such as infill housing in urban areas.

- *Timing of Concurrency Tests* - Determination of the existing LOS is predominantly discovered through development of an impact study. The timing within the development approval process of that study and, ultimately, agreement that the project in question can proceed, can play a significant role in the expectations of Schertz residents and the accountability of developers.

- *Establish Review Process* – In order to manage APFOs, a body must be created or given the authority to review, oversee and enforce the language of the ordinance. Likewise, a process must be established for application for approval, project review, approval or denial, and appeal. Jurisdictions across the country that utilize concurrency requirements vary in the assigned body and in the required review process. For example, in Monroe County, Florida, the Planning Director is granted the authority of review and approval.

- *Mitigation* – Several remedies are generally in place if a developer exceeds the threshold LOS. Most obvious, the reviewing entity can deny the developer until such time as the project no longer exceeds the threshold LOS. Second, the project, and therefore the project's impact, can be reduced to the point that it meets requirements. Finally, the developer may choose to mitigate the impact of the project by upgrading constructing public facilities or infrastructure as necessary. The result of the latter is that improvements come at a faster rate and at the cost of the market, as opposed to the general public. Terms of mitigation, such as cost incurred by the developer and timeframe for completion of mitigation efforts should be defined in the ordinance.

- *Reservation of Demand* – During the time between approval of a project in accordance with the APFO and the time of project completion, the amount of capacity projected by the developer is "reserved" exclusively for the project and counts against the total capacity of public facilities in future applications for development. To ensure that a project is completed in a timely manner, however, an expiration date can be placed upon approved projects. In this manner, other projects are not unnecessarily burdened or denied and the conditions under which approval was granted are still applicable.

The Public Sector Campus

The physical and social importance of the public sector has historically been unquestionable. In older communities, particularly those built long before the advent of the automobile, public facilities and the surrounding green space provided a meeting place as well

as a place of business. The majority of public facilities were located within easy walking distance of residents and often intermixed among area businesses. At that time, government facilities and the surrounding greenspace were monuments to the community, available for the pleasure of the general public. It was a time when people were more comfortable with their government and more involved.

Most communities have lost the comfortable and participatory relationship between government and the general public. In some part, this is due to the gradual physical separation that has occurred between public facilities and residences.

The City of Schertz is in a unique position to recapture the concept of government facilities as a focal point for the community. Whether intentional or not, a significant number of public facilities including City services, County services, State services, nonprofit organizations, the local high school, the local school district offices, the local electric company and area churches are all located in a single area. As important, they have developed in a way that will allow the majority of these services to expand as the City continues to grow.

Shown in **Table 6.5, Public Facilities Along Schertz Parkway and Elbel Road,** is the number of public facilities located within this limited area. It is an area surrounded by significant greenspace, but remains within very close proximity to Main Street, the Aviation Heights neighborhood, and various apartment complexes. Floodplain passing behind City Hall provides the perfect opportunity to connect many of these facilities with an interior village green and connect with the surrounding area via trails. The low lying facilities, combined with interior village green can provide a campus setting in which people may interact throughout the course of their day or entertain during an evening of relaxation.

Table 6.5
Public Facilities Along Schertz Parkway and Elbel Road

City Hall	City Facility
Schertz Fire Department	City Facility
Schertz Police Department	City Facility
EMS	City Facility
Schertz Public Library	City Facility
Schertz Community Center	City Facility
Knights of Columbus No. 6358	Nonprofit Facility
Schertz Housing Authority	City Facility
Guadalupe County Office Building	County Facility
Texas Department of Human Services	State Facility
Good Shepherd Catholic Church	Church
Schertz United Methodist Church	Church
SCUCISD Administration Offices	Education
Samuel Clemens High School	Education

Through infill development, additional public facilities could be added to strengthen the campus setting and its draw for area residents.

Public Facilities Goals, Objectives and Actions

The following goals, objectives and actions were formulated through the Plan development process and through the involvement and input of Schertz residents and leaders.

Goal 1: ***Aggressively upgrade and maintain quality public facilities and services in order to meet the challenges of growth in accordance with accepted community standards.***

Objective A: Establish growth management policies with the intent of maintaining and improving the existing area quality of life and public health, safety and welfare.

Action 1: Establish standards upon which to measure the adequacy of public facilities.

Action 2: Determine public facilities and services at risk of losing ground to rapid growth, such as law enforcement, fire protection, emergency health care, and the public library.

Action 3: Develop an Adequate Public Facilities Ordinance for the City of Schertz and the outlying ETJ.

Objective B: Determine acceptable standards or averages as a measurement for adequacy of staff and equipment.

Action 1: Expand the Police Department to meet or exceed the accepted community standards.

Action 2: Expand the Fire Department staff to meet or exceed the accepted community standards.

Action 3: Establish similarly specific standards for other City staff as necessary.

Action 4: Expand the volumes and programs of the Schertz Public Library to maintain or exceed the average for libraries serving communities similar to Schertz.

Action 5: Acquire equipment necessary to maintain and enhance public health, welfare and safety, including an aerial apparatus for the Fire Department and computer terminals within the cars of law enforcement officers.

Action 6: Monitor and expand, as appropriate, the equipment requirements of public services in accordance with commonly accepted averages and standards.

Objective C: Ensure that response times for emergency services are adequate and in accordance with accepted standards and averages.

Action 1: Establish a fire and EMS substation north of I-35 with the intention of more adequately serving new residential growth, commercial growth within the area, but most particularly the industrial areas.

Action 2: Initiate plans for a second fire and EMS substation located below Cibolo Creek to address the existing and future population needs within the area.

Action 3: Review the need for establishment of law enforcement substations within proximity to the fire and EMS substations.

Objective D: Determine acceptable standards or averages to ensure adequate public facilities to house public services.

Action 1: Plan for and expand City Hall as appropriate to allow for continued growth of City services in accordance with area growth and without the need to remove

services to sites outside of the public sector campus.

Action 2: Plan for and expand the Schertz Public Library to meet or exceed the accepted community standard of 600 square feet per 1,000 residents.

Goal 2: Define and establish a public sector "campus" as a focal point for the community and a recognizable asset specifically unique to Schertz.

Objective A: Maintain and enhance the mix of City, County, State and Federal government offices, nonprofit facilities, education facilities and other public/quasi-public within the campus.

Action 1: Assign a task force comprised of the various parties to determine the needs and intentions of each of the various institutions.

Action 2: Develop a master plan for the public sector campus.

Action 3: Acquire the property necessary to allow for expansion of existing facilities and construction of new facilities in the campus.

Objective B: Add additional public facilities to the campus, when possible, and throughout Schertz as needed.

Action 1: Increase the multi-purpose facility space available in Schertz to expand, complement or replace the existing community center.

Action 2: Consider negotiations with the U.S. Postal Service and the local Postmaster in regards to enhancement of facilities in Schertz.

Action 3: Review the feasibility of development of an emergency medical facility to better address the emergency needs of area residents.

Goal 3: Seek alternative funding resources to aid in constructing and expanding public facilities.

Objective A: Seek out funds available through grants, foundations and corporate support for development of innovative and significant public facilities and services.

Action 1: Seek foundation funds for public service programs that are innovative, improve area quality of life, and enhance efficiency in government.

Action 2: Acquire grant funds to aid in construction of additional or renovated public facilities, particularly those that can provide services to specific clientele such as low and moderate income individuals, seniors and youth.

Action 3: Seek out corporate support in development of the public sector campus, particularly as it relates to features of architectural or cultural significance that enhance the community.



A comprehensive and interrelated system of parks and recreation opportunities that responds to the needs and values of local residents contributes to a community's quality of life and livability. Parks and recreation opportunities contribute to the health of residents, provide a variety of recreational and educational activities for all ages, and preserve and enhance the quality and integrity of the natural environment. Parks and recreation opportunities are also significant in attracting visitors to the community and thus, contribute to local tourism and economic development.

The purpose of the Parks and Recreation Element of the Plan is to ensure that adequate parks, recreational facilities, and open spaces are provided for citizens and visitors to Schertz. This element documents existing parks and recreation facilities, identifies standards of development, assesses needs and priorities, and recommends a framework for development of a parks and recreation system designed to meet the current and future needs of the community.

The Parks and Recreation Element of the Plan is based on previous planning efforts in the community, including the City of Schertz Parks and Recreation Department Master Development Plan, (January 1986) and the City of Schertz Proposed Bond Issue for a sports/athletic complex and parks/recreation improvements. The proposed bond issue identified proposed programs and physical improvements to meet current and anticipated needs of citizens.

Parks and Recreation Issues and Guiding Principles

Issues related to parks and recreation were identified during the plan development process through key person interviews, a Community Forum held in May 2001 and input from the Steering Committee and other community leaders and residents, including:

- Expanding and improving Cibolo Creek into a linear park;
- Enforcing existing development regulations and codes – requiring sufficient, usable park space set asides, with the necessary physical improvements;

- Providing more parks, especially with activities for teens;
- Developing a parks department and/or a parks commission;
- Increasing cooperation with adjacent municipalities and counties;
- Developing and maintaining partnerships between the public and private sectors, school districts, and other entities;
- Linking facilities, parks and schools with trails and walkways;
- Increasing public information about parks programs and activities; and,
- Providing a richness of facilities and programs for persons of all ages.
- Physical improvements include:
- Multi-purpose community center;
- Additional public swimming pools;
- Fishing, hiking and bird watching, and natural habitat observation activities along Cibolo Creek;
- More trails (hiking, biking);
- Additional mini/pocket parks;
- Parks in the south side of Schertz;
- Amphitheater and performing arts venue;
- Athletic complex;
- Indoor recreation facilities;
- Interpretive centers for indigenous species (wildlife observation); and,



Proposed Schertz outdoor entertainment venue at Cut-Off Park and, Cibolo Creek.

- Annotated interpretive pathways and signage along creeks, environmentally and historically significant areas and sites.
- Considering potential program enhancements such as:
- Arts, culture and education;
- Free activities;
- Multi-cultural education;
- Activities for all ages, in particular adolescents, teens and seniors;
- Concerts in the park;
- Facilities for skate boarding, roller blading and BMX bicycling;
- Historic preservation; and,
- Entertainment.

Parks and Recreation Planning Principles

There are common parks and recreation planning principles that ensure a balanced emphasis on the public and private sectors; indoor and outdoor opportunities; and the integration of space, services, and facilities. These principles include that:

- All people should have equal access to recreational areas, activities, services, and facilities regardless of personal interest, age, gender, income, cultural background, housing environment, or handicap;
- Public recreation should be highly coordinated among public institutions and private entities to avoid duplication and encourage cooperation;
- Public recreation should incorporate public services such as education, health and fitness, transportation, and leisure;
- Facilities should be well planned and coordinated to ensure adequate adaptability to future needs and requirements;
- The availability of financial resources should be considered in all phases of planning, acquisition, development, operation, and maintenance of spaces and facilities;

- Public participation is critical to the eventual success of the parks and recreation system and should, therefore, be included in all stages of the process;
- The process should offer continuous opportunities for incremental evaluation and review;
- Other existing plans that affect the area should be integrated into the final recommendations and ultimately in implementation;
- There should be established procedures for acquiring land for future parks and recreation areas and facilities prior to development; and,
- The design of spaces and facilities should encourage the most efficient utilization of land and consider the needs, desires, and opinions of the intended users.

Park Classification System and Development Guidelines

The park system outlined in this plan includes the following classifications:

Mini/Pocket Park. Less than an acre in area and residential in character.

Neighborhood Park. Recreational focus of an individual neighborhood with passive and active use areas.

Community Park. Serve several neighborhoods and include highly used recreational facilities.

Regional Park. Large park sites accommodating a wide range of recreational pursuits.

Greenway/Linear Park. Provides recreational links and helps to conserve or preserve natural assets.

Special Purpose Park. A broad classification, which includes natural areas, reserves, plazas, squares, and cultural or historical sites.

Parks and Recreation Development Standards

Standards provide a measure for determining the amount of parks, recreation and open space needed to meet the current and projected future demands. Parks and recreation standards are usually expressed in terms of acres of land dedicated for parks, recreation and open space per unit of population. While general standards are useful, it is important to establish standards that are based on unique local considerations such as participation trends, user characteristics, demographics, climate and natural environment. Values related to recreation are unique to each municipality, so the standards should represent the interests of local park users.

The National Recreation and Park Association (NRPA) published the *Recreation, Park and Open Space Standards and Guidelines* to establish nationally applicable criteria for the provision of parks, recreation facilities and open space. These standards serve as a general guide for parks and recreation planning in Schertz.

Classification System

A variety of sizes and types of parks and recreation facilities and activities are recommended to satisfy diverse individual interests, ensure adequate and equal opportunity, and ultimately encourage use by all of Schertz's population groups. As noted, the system of mini/pocket, neighborhood, community, linear and special use parks are outlined along with the description of desirable size and service population. For each park type a general description is given along development guidelines regarding size, service area, location and access, use hours, parking, typical development, optional facilities, facility setbacks, park lighting, and development codes.

Notable is the inclusion of guidelines addressing location and access, facility setbacks and development costs. The most important factors, however, are location and access, which play a key role in park visibility and the quality of the park environment.



*A **Mini/Pocket Park** generally serves a neighborhood and is less than one acre in size.*

The quality of a park environment is strongly influenced by adjacent land uses and the type of adjoining streets. A neighborhood park, for example, should ideally be surrounded by residential uses on quiet residential streets. However, larger community parks, especially those with lighted athletic fields, are best located adjacent to a major thoroughfare and away from homes. The classification system provides guidance in this regard for each park type.

Mini/Pocket Parks

A mini /pocket park is the smallest classification and should be considered as an alternative where providing a typical neighborhood park is impractical. The site should be residential in character and afford a quiet setting for park use. Development should have a strong emphasis on passive uses such as picnic and sitting areas. Providing shade is important. All portions of the site should be readily visible from adjoining streets to provide a secure environment. Development guidelines for mini/pocket parks include:



Lone Oak Park is a pleasant pocket park in Lone Oak and Rio Vista subdivisions.

Size - Less than one acre.

Service Area – Usually less than 1/2 mile.

Location and Access - Centrally located within a neighborhood and/or easily accessed by residents. Frontage required on one street but preferred on two (collector or local streets). Minimum street frontage of 100 feet. Prefer adjacent residences to face or side park site instead of backing.

Use Hours – Daytime to early evening through sunset.

Parking – None required or desired.

Typical Facilities – Picnic tables (two-three minimum), small Playground, support facilities (benches, bike racks, trash receptacles, drinking fountains, signage, etc.), and tree plantings.

Optional Facilities – Gazebos or similar shade structures, special horticultural plantings or gardens (maintained by residents),

public works of art, monuments/statues, and decorative fountains.

Minimum Setbacks – Playground: 15' from street right-of-way, Multi-use court: 15' from street right-of-way, 25' from single-family residential property lines.

Park Lighting – Security and safety only.

Development Costs – Can range from $50,000 to $200,000 depending on the type and scale of development.

Neighborhood Parks

The neighborhood park is the basic unit of the park system and should serve as the recreational focus of an individual neighborhood. Surrounding uses should be predominantly single family or multi-family residential. Playgrounds, trails and useable open space are normally high priorities. Park development should achieve a balance between active use areas such as sports fields and game courts and passive use areas intended for sitting, picnicking, and relaxing. As a general rule, about half of the park should be planned for passive activities and comprised of natural features. Active recreational facilities should be used mostly in an informal and unstructured manner. Neighborhood parks are not typically intended for programmed activities that attract users from outside the neighborhood or encourage overuse, or create noise, glare, parking problems, and street congestion. All areas of the park should be readily visible from adjoining streets in order to provide a secure environment. Development guidelines for neighborhood parks include:



Neighborhood Park *- Easily accessible and centrally located, a neighborhood park is typically 15 acres in size.*

Size – one to ten acres, five acres is optimum.

Service Area – 1/2 mile desirable to one-mile maximum radius, preferably uninterrupted by major thoroughfares and other physical barriers.

Location and Access - Centrally located within a neighborhood and/or easily accessed by residents. Frontage required on at least two collector and/or local streets; major thoroughfare

frontage is undesirable. Minimum street frontage of 500 feet. Prefer adjacent residences to face park site instead of backing. Access to adequate water, sewer and electric service.

Use Hours – Daytime to early evening through sunset.

Parking – Street or curbside parking. On-site parking should be provided only as required by ordinance or where adjoining streets are not curbed or guttered to encourage pedestrian access.

Typical Facilities – Playground, passive recreational open space, sports field(s) for practice or non-league play (unlighted), trails (1/4 mile increments preferred), picnic tables (five-six maximum), support facilities (benches, bike racks, trash receptacles, drinking fountains, signage, etc.), and tree plantings.

Optional Facilities – Picnic shelters, basketball/multi-use court, tennis courts (one-two), special horticultural plantings or gardens (principally maintained by neighborhood residents), and swimming pool (if the nearest public pool is more than two miles away).

Minimum Setbacks – On-site parking: 10' from street right-of-way, 25' from single-family residential properties. Playground: 25' from street right-of-way 25' from property line. Multi-use court or swimming pool: 25' from street right-of-way, 50' from single-family residential property lines.

Park Lighting – Generally intended for security and safety only. Very limited facility lighting, preferably lighted tennis courts with no glare to adjoining residential uses.

Development Costs – Can range from $100,000 to $300,000 depending on existing site conditions and type and scale of development. A neighborhood park will likely include most, but not necessarily all, of the typical facilities listed above.

Community Parks

Community parks are typically larger in size than a neighborhood park and serve several neighborhoods with both active and passive recreational facilities. Group activities are well accommodated, and may include highly used recreational facilities such as programmed sports fields, swimming pools and recreation centers. Community parks may also contain large passive open space areas or preserve

unique landscapes. About 25-50 percent should be planned as undeveloped greenspace. Most of the park should be visible from adjoining streets. Sites located contiguous to linear parks provide the opportunity to connect with multiple residential neighborhoods via hike and bike trails. Neighborhood park facilities may also be provided within a community park to serve a specific neighborhood.



Community Parks *are large parks exceeding 25 acres with a combination of recreational areas. A community park serves an area between one to three miles.*

Size – 5 to 50 acres (10 acre minimum preferable).

Service Area – one mile – two miles.

Location and Access – Adjacent to, or in close proximity to, predominantly single family and multi-family residential areas. Frontage required on collector streets (not local neighborhood streets). Direct access to a major thoroughfare is desirable or within ¼ mile. Park access by public transit or designated bikeway is desirable. Minimum street frontage of 700 feet. Access to adequate water, sewer and electric service.

Use Hours – Daytime and evening use.

Parking – As required by ordinance for traditional facilities. Parking lots located off-street; vehicular traffic prohibited within the park. Gates at the parking lot entrance are optional.

Typical Facilities – Medium to large playground, passive recreational open space, sports fields (lighted) for practice and league play, basketball/multi-use court, trails (1/4 mile increments with distance signage), picnic area with up to 15 tables, group picnic facility (open-air pavilion with four-five tables on concrete slab and large grill), support facilities (benches, bike racks, trash receptacles, drinking fountains, access walks, signage, etc.), and landscaping.



Community Parks *contain facilities for active and passive recreation, such as picnic areas, playgrounds and organized sports fields.*

Optional Facilities – Recreation center with gym, multi-use meeting and activity spaces, offices, restrooms, kitchen and optional weight/exercise room; tennis courts (two-four lighted); multi-use pavilion (i.e. basketball, lighted); swimming pool with bathhouse; and visually screened portable toilets.

Minimum Setbacks – On-site parking: 10' from street right-of-way, 50' from single-family residential property lines. Playground: 25' from street right-of-way and other property lines. Multi-use pavilion: 25' from street right-of-way, 100'' from any residential property. Recreation center and swimming pool: 25' from street right-of-way, 50' from single-family residential properties. Tennis courts: 25' from street right-of-way, 10' from other property lines.

Park Lighting – Facility lighting at ball fields, pavilions, courts, and associated parking. Security lighting at playgrounds, trails and exterior perimeters of park structures. Avoid glare to adjoining residential uses.

Development Costs – Can range from $200,000 to several million dollars depending on existing conditions and the type and scale of development. Community parks will likely include many, but not all, of the typical facilities listed above.

Regional Parks

Regional parks supplement neighborhood and community parks, serving broader based recreation needs in addition to those addressed by smaller parks. The increased size permits large-scale development of both passive and active facilities providing a wide range of recreational pursuits. Regional parks should include sizeable areas of undeveloped land with natural vegetation and/or water features. Where possible, major thoroughfares should be routed around regional parks, rather than through them.

Size – 50-200 acres.

Service Area – Up to 50 miles.

Location and Access – Some residential development may be within a short walking distance of the site, but high use activity areas should be segregated from adjacent residential areas. Frontage required on major thoroughfares and collector streets. Park access by public transit or designated bikeway desirable. Minimum street frontage of 1,500 feet. Multiple access points to water, sewer, and electric service preferred.

Use Hours – Daytime through late evening use; some facilities open 24 hours.

Parking - One or more parking lots (i.e. 100-300 cars each) possibly serviced by internal roads. Gates located at parking lot entrances.

Typical Facilities – Large playground, passive recreational open spaces and reserves, sports complexes (lighted) with three or more fields per sport and concession building, basketball/multi-use courts, trails (1/2 mile increments with distance signage), one or more picnic areas, one or more picnic pavilions of varying size, support facilities (benches, bike racks trash receptacles, drinking fountains, access walks, signage, etc.), landscaping.

Optional Facilities - 18-hole golf course and clubhouse, tennis courts (two-eight, lighted), tennis center, swimming pool with bathhouse, screened portable toilets,/restrooms, multi-use pavilion (i.e. basketball, lighted), natatorium (indoor pool), nature trails or nature areas, multi-purpose center for recreational use and other City services (health, library, etc.), senior citizens center, fishing access sites (i.e. decks, piers).

Minimum Setbacks – equal to or greater than those specified for community parks. On-site parking: 10’ from street right-of-way, 50’ from residential property lines. Playground: 25’ from street right-of-way and other property lines. Multi-use pavilion: 25’ from street right-of-way, 100’ from any residential property. Recreation center: 25’ from street right-of-way, 50’ from single-family residential properties. Swimming pool: 25’ from street right-of-way, 50’ from single-family residential property lines. Tennis courts: 25’ from street right-of-way, 10’ from other property lines.

Park Lighting – Facility and security lighting similar to a community park. Park drives and major entrance drives. Trail lighting – optional.

Development Costs – Can range from one million to several million dollars depending on existing conditions and the type and scale of development. A regional park may include a wide variety, but not all of the facilities listed above.

Linear Parks and Greenways

Linear parks are greenways or open space that offer scenic beauty and allow safe, uninterrupted pedestrian and/or bicycle movement along natural or man-made corridors. They are generally located along creeks and streams and/or in association with major thoroughfares or boulevards. Linear parks can link various parks, neighborhoods, schools, libraries, businesses, and other activity centers and community destinations. Pedestrian and bicycle trails can accommodate both recreational and purposeful trips. Linear parks provide breaks in development patterns, conserve ecologically unique areas and provide stretches of open space well suited for trails. Existing tree cover within natural corridors should be protected.



Linear Parks *can include unused, vacated, or abandoned right-of-way that are suitable for hiking and biking trails.*

In Schertz, many of the creeks and streams are owned by the County flood control agencies. Consequently, linear park development usually requires coordination and joint-use agreements between the City and one of the Counties. Unencumbered additional land should be purchased or acquired along creeks where possible to enhance the usability of linear parks for recreational and environmental purposes. Property acquired through the Federal Emergency Management Agency (FEMA) buy-out program, including the Pecan Grove Mobile Home Park, should be considered for parkland along Cibolo Creek.

Size – A minimum width of 25 feet; length is variable.

Service Area – City quadrant to citywide and beyond.

Location – Determined by resource availability, linkage need, and opportunities for public access utilizing the resource. The

design of new subdivisions for adjacent private land should be encouraged to facilitate visibility, access, and safety.

Use Hours – Daytime and early evening use, trails may be open 24 hours.

Parking – On-street parking preferred at the trail head, except along major thoroughfares. Parking lots for trail users should be small and infrequent (one or more mile spacing).

Typical Facilities – Pedestrian trails and/or bike paths, support facilities (benches, bike racks, receptacles, fountains, signage, etc.), and landscaping.

Optional Facilities – Small picnic area(s), small playground, screened portable toilets, exercise stations, emergency telephones, and public works of art, statues, monuments, etc.

Minimum Setbacks – Trails paralleling major thoroughfares should generally be setback at least 10' from the edge of the street curb.

Park Lighting – Security night lighting at picnic areas, playgrounds and trails. Where adjacent to streets, make dual use of street light poles to supplement park lighting.

Development Costs – Bike paths and usual support facilities average $50-70 per linear foot.

Existing Parks and Recreation System

The Parks and Recreation Element includes an evaluation of Schertz's existing parks and recreation system and future needs to accommodate the projected future population. Schertz is currently served by a system of parks and recreational facilities that provide opportunity for a range of activities for both residents and visitors. Existing City parks are described in **Table 7.1, Existing Parks and Recreation System.**

Table 7.1
Existing Parks and Recreation System

Park	Acreage	Facilities	Classification
Thulemeyer Park	14.0	1 adult/youth softball field 4 youth baseball/softball fields 1 concession stand 1 ladies restroom 1 men's restroom	Community
Pickrell Park	16.8	1 large pavilion 1 public swimming pool 1 small pavilion 2 play ground areas 39 picnic tables 2 restroom facilities 1 meeting room	Community
Cut-Off Park	10.5	9 picnic tables	Community
Cut-Off Park Extension	47.28		Community
Schertz Parkway Fields	5.674	2 softball/baseball fields	Community
Library Park	7.0	playground equipment Walking path (to be constructed 2002)	Community
Lone Oak Park	0.5	sidewalk 1 bench	Mini/Pocket
Dove Meadows Park	2.103	private neighborhood park	Neighborhood
Ashley Park	4.8	playground equipment basketball court restrooms	Neighborhood
Gutierrez Park	2.0	xeriscape park	Neighborhood
Woodland Oaks	1.824	4 picnic tables 1 climbing bar	Neighborhood
Total	**112.481**		

Existing Resources Versus Projected Need

A combination of the standard-based and demand-based approach was utilized to assess the need for additional parks and recreation areas and facilities in Schertz. The demand-based approach entailed input from key person interviews, the Community Forum, and the Steering Committee. Utilizing the standards established by the National Recreation and Park Association (NRPA), acreage of parks and recreation areas needed in Schertz are displayed in **Table 7.2, Recommended Parks and Recreation Area Standards**. The need for additional parks and recreation acreage is determined by applying the recommended national standards to the City's existing and projected future population.

Table 7.2
Recommended Parks and Recreation Area Standards

Classification	Standard	Low	High	Recommended
Mini/Pocket Park	0.25 to 0.50 acres/1000 persons	4.7	9.4	7.0
Neighborhood Park	1 to 2 acres/1000 persons	18.7	37.3	28.0
Community Park	5 to 8 acres/1000 persons	93.47	149.5	121.5
Total		116.87	196.2	156.5

Needs Assessment

To assess the adequacy of the existing parks and recreation supply, it is necessary to look at existing population and the supply of parks provided by existing facilities including planned improvements or expansions, and then relates them to planning standards for desirable levels of service as delineated in **Table 7.3, NRPA Development Standards**. In addition, it is necessary to consider population forecasts to determine future parks and recreation needs and to identify and address system deficiencies.

Table 7.3
NRPA Development Standards

Component	Use	Service Area	Desirable Size	Acres/1,000 Population	Desirable Site Characteristics
Mini/Pocket Park	Specialized facilities serving concentrated or limited population or specific group such as tots or senior citizens.	Less than 1/4 mile radius.	1 acre or less	0.25 to 0.5	Within neighborhoods and close to apartments, townhouses, or housing for the elderly.
Neighborhood Park	Area for intense recreation activities such as field games, court games, crafts, playgrounds, skating, picnicking, wading pools, etc.	1/4 to 1/2-mile radius serves a population up to 5,000 persons (a neighborhood area).	15+ acres	1.0 to 2.0	Suited for intense development, easily accessible, centrally located in neighborhood, with safe walking and bike access, may also be a school playground.
Community Park	Areas of diverse environmental quality may include intense or combined recreation areas such as athletic complexes, large pools, and areas for walking, viewing, sitting, picnicking, etc. May include natural features such as water bodies, in areas suited for intense development. Easily accessible to all areas of the community.	1 to 2 mile radius (Serves several neighborhoods).	25+ acres	5.0 to 8.0	
Regional Park	Serves regional park and recreation needs with a broad range of facilities and activities. Typically includes areas of natural resources.	50 mile radius	50 acre minimum	5.0	Planned to accommodate large numbers of visitors including regional special events such as fairs, concerts, exhibitions, etc.
Linear Park & Greenways	Area for hiking, biking, jogging, horseback riding, canoeing, and similar off-street activities.	No applicable standard.	Width should be sufficient to protect resources and provide maximum use and safety.	Variable	Manmade corridors such as utility right-of-way, greenbelts, ridgeline or bluff areas, water bodies, ditches, canals, and abandoned RR lines.
Special Purpose Use Parks & Facilities	Areas of a specified activity, such as golf courses, zoos, conservatories, bird sanctuary, nature reserves, theme parks, equestrian activities, and other special uses.	No applicable standard.	Variable	Variable	Specific to the intended use.

Based upon a population of 18,694 persons, the City should have between 116 acres and 196 acres of mini/pocket, neighborhood, and community parks. The City is somewhat deficient in the provision of parks according to national standards, as it currently owns 112.5 acres. The 112.5 existing acres currently meets 71.9 percent of the community's parks and recreational needs, according to national standards. City parks include five community parks totaling approximately 101.3 acres, four neighborhood parks totaling approximately 10.7 acres, and one mini/pocket park approximately ½ acre in area. Based upon national standards, to meet the current need the City should acquire and develop 44.0 acres of additional parks and recreation areas.

Since Schertz is located in proximity to San Antonio, the need for a regional park and as much as 44 acres of additional park land may actually be less. Nearby parks and recreational facilities in the region do fulfill a portion of the overall need. With the AICUZ located within the southern half of the City, a major opportunity exists to create a regional recreational facility, or a series of community and neighborhood parks, which will provide needed recreational facilities as well as park space for future growth.

Displayed in **Table 7.4, Park Resources Versus Demand** is a tabulation of the existing supply of parks, the recommended supply and the level of sufficiency or deficiency. The current parkland contained within Schertz meets the needs of over three-quarters of the City's current population. The existing parks and recreation system in Schertz meets 38 percent of the neighborhood park demand, 83 percent of the community demand and seven percent of the mini/pocket park demand. With the recent and anticipated population growth, it is advisable that the acquisition of parkland be considered a top priority. If the City is to remain competitive with surrounding municipalities, enhance its attractiveness as a place to live, and as a suitable place for new development and redevelopment, the City will need to not only acquire new park land, but also to provide adequate parks and recreational facilities, programs, and services.

Table 7.4
Park Resources Versus Demand

Park Classification	Existing Supply	Recommended Supply	Sufficiency or (Deficiency)
Mini/Pocket Park	.5 acres	7	(6.5)
Neighborhood Park	10.7 acres	28	(17.3)
Community Park	101.3 acres	121.5	(20.2)

To meet the demand of a projected Year 2020 population, the City will need the following additional parks and recreation acreage:

- 11 acres of mini/pocket parks
- 44 acres of neighborhood parks
- 190.8 acres of community parks
- 245.8 Total Acres

Future anticipated growth and the nature and location of this growth will dictate the necessity to continue to expand and provide increasing number of acres of land dedicated for parks and recreational use. Based upon projected population growth, the City of Schertz will need a total parks inventory of 246 acres. To satisfy the estimated projected demand for parks and recreation areas and facilities, the City will need to acquire and develop 17.4 acres per year, to the year 2020.

Service Areas

Evaluating service areas is an effective means of identifying geographic areas that have sufficient parkland and to identify those areas in need of additional parks and recreation facilities. Community parks have a primary service area of one mile, meaning that a majority of persons utilizing community parks typically reside within one mile of the park.

Illustrated in **Figure 7.1, Existing Park Service Areas**, are the primary and secondary service areas of Schertz's existing neighborhood and community parks. Lone Oak Park is classified as a mini/pocket park while Gutierrez, Woodland Oaks and Ashley parks are classified as neighborhood parks. Their service areas range between ¼ to ½ mile

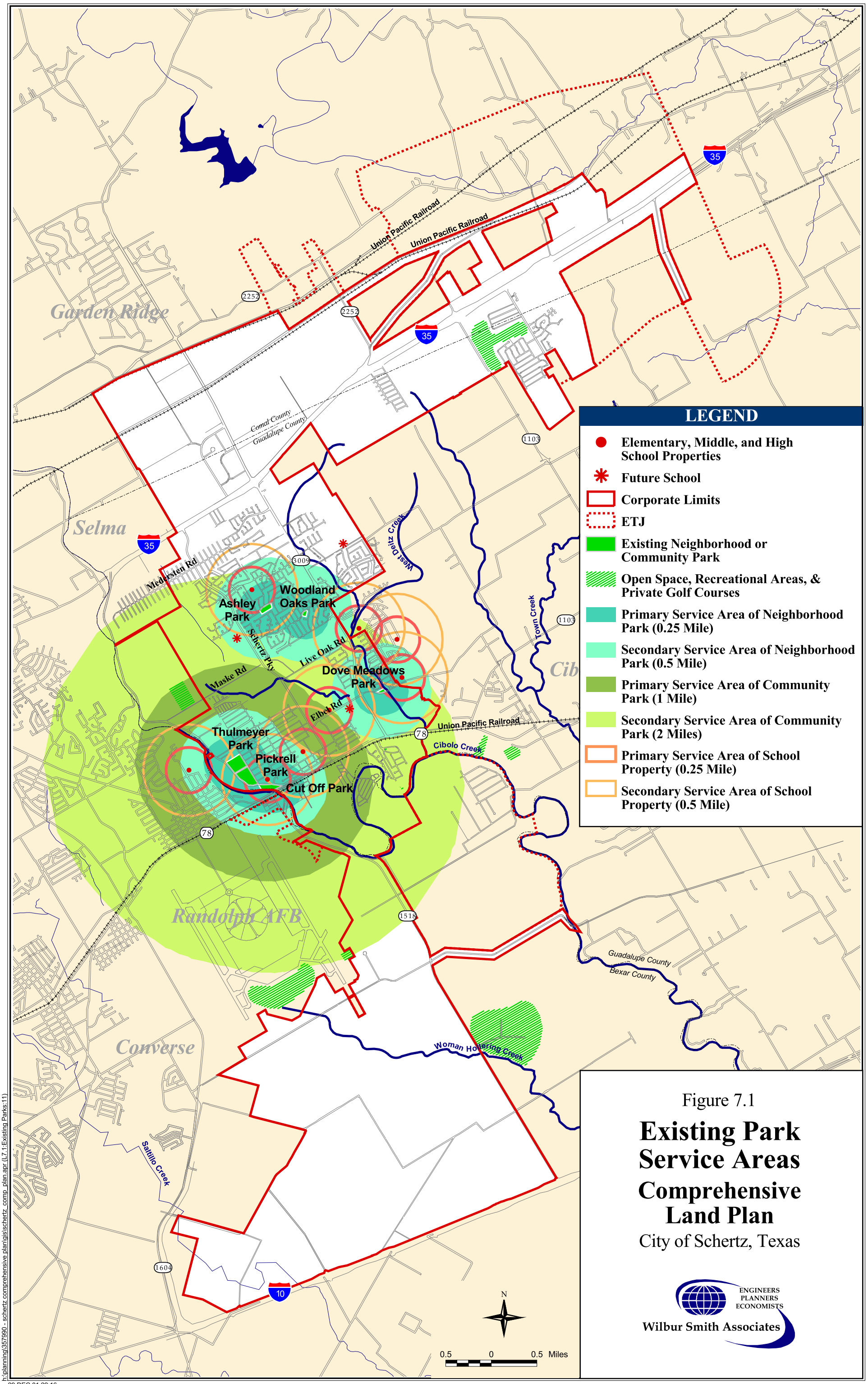


Figure 7.1

Existing Park Service Areas

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS
PLANNERS
ECONOMISTS

Wilbur Smith Associates

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from the park. In addition to the neighborhood parks, there are five larger community parks: Thulemeyer, Pickrell, Cut-Off, Schertz Parkway Fields, and Library Parks. Each have a service area of between one-two miles and are situated along or adjacent to Cibolo Creek or Schertz Parkway. Schools often contain existing parks and recreational facilities. The existing schools are indicated on the map with a red circle and their park services areas are indicated by ¼ and ½ mile radius circle.

The existing park service area figure clearly conveys areas inside and outside the existing park service areas. One area lacking direct park service includes the northern quadrant of the City paralleling and on both the north and south sides of I-35. Another large area currently without any direct park and recreational access is the southern half of the City, north of I-10 and west of Mahula Road. A challenge will be to target land for acquisition in both areas to ensure adequate parkland is set aside and eventually improved with facilities adequate for the anticipated demand and need.

Achieving a system of neighborhood parks that is uniformly distributed throughout the City may be accomplished in several ways, including pre-development acquisition by the City, dedication requirements concurrent with subdivision approval, public/private partnerships, and other strategies. While the provision of community parks is generally agreed to be the responsibility of the City, there is much less certainty about the responsibility of the City to provide parks for private development. It is advisable for the City to require dedication of parkland concurrent with a final plat or a development site plan. This method assures adequate park areas consistent with the demand and impact placed on the public parks system by new development.

Joint Use of School Facilities

School playgrounds, sports fields and courts provide additional park and recreation areas. If these areas are accessible to the public, they will enhance the number and availability of neighborhood parks within the community. Public access to school facilities is currently limited within the City. However, through a joint partnership with the SCUC ISD, opportunities exist to utilize property owned by the school district. Use of school playgrounds increases the number and distribution of neighborhood parks and recreation areas throughout the community. A reciprocal agreement could address joint

purchase and the use and maintenance of school grounds and equipment, which may be mutually beneficial to the school district and the City.

Parks and Recreation System Plan

The general plan for future development of Schertz's parks and recreation system was developed through evaluation of existing conditions, planned improvements, and projected future needs based upon anticipated development and increases in population.

A future plan for the acquisition and development of parks and recreation areas is shown in **Figure 7.2, General Parks and Recreation System Plan**. This general plan will be a valuable resource that is used on a continuous basis in guiding the City's parks and recreation development program. The goals, objectives and recommended actions of the plan should be referenced in other planning studies and development proposal reports to ensure consideration of existing and planned public parks, recreation areas and open space. As new residential subdivisions are platted and developed, there should be allowances for sufficient land capable of being developed for public parks and recreation uses.



***Existing pathways** should be expanded to traverse the entire City and continue into adjoining communities.*

Pedestrian and Bicycle Facilities

Pedestrian and bicycle facilities serve not only as alternative modes of transportation but also as important forms of recreation. Therefore, a comprehensive, safe and efficient network of pedestrian and bicycle facilities developed in coordination with the Transportation Element of the Plan is absolutely essential.

Skilled bicyclists usually prefer to travel along the street system and, where possible, should be accommodated through striped bike lanes or extra-wide curb lanes on arterials and collectors. The majority of bicyclists is less skilled and needs to be separated from high speed and high volume traffic through the use of off-street bike lanes and paths. A typical crosswalk, and design sections for different bikeway classifications

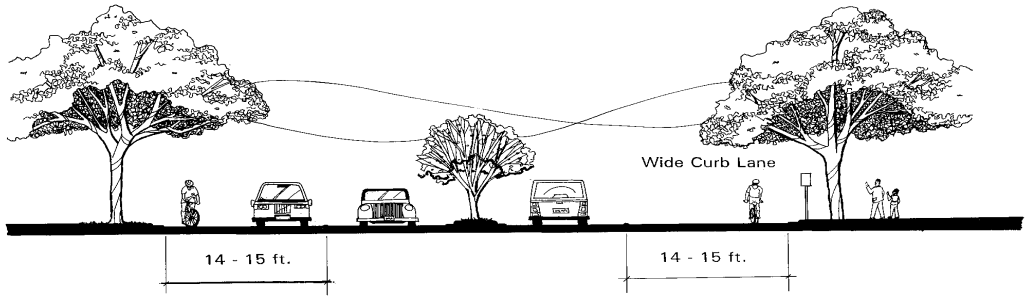
are displayed in **Figure 7.3, Typical Bikeway Crosswalk** and **Figure 7.4, Typical Bikeway Sections**. Local and collector streets are suitable for use by most adult bicycle riders while minor arterial streets are suitable for limited use by bicyclists due to higher traffic volumes and higher speeds. Further information on pedestrian and bicycle facilities is provided in the Transportation Element.

A conceptual plan for trail and bikeway system development is included in Figure 7.2 – General Parks and Recreation System Plan. A system of off-street hike and bike trails should be developed, which link major attractions and destinations such as neighborhoods, parks, schools and other popular locations.

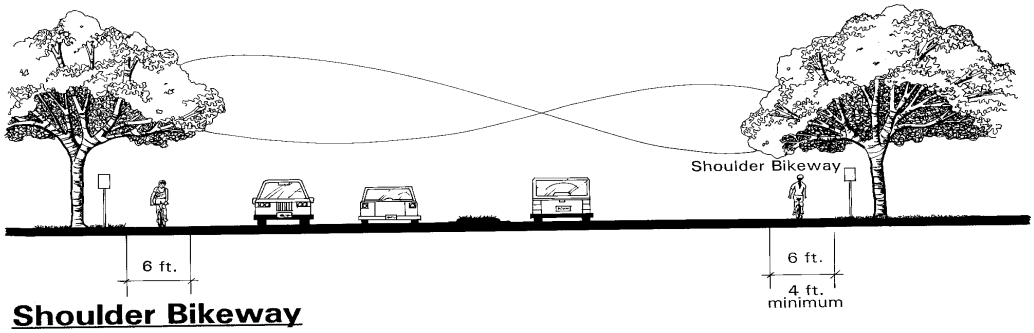
Figure 7.3
Typical Bikeway Crosswalk



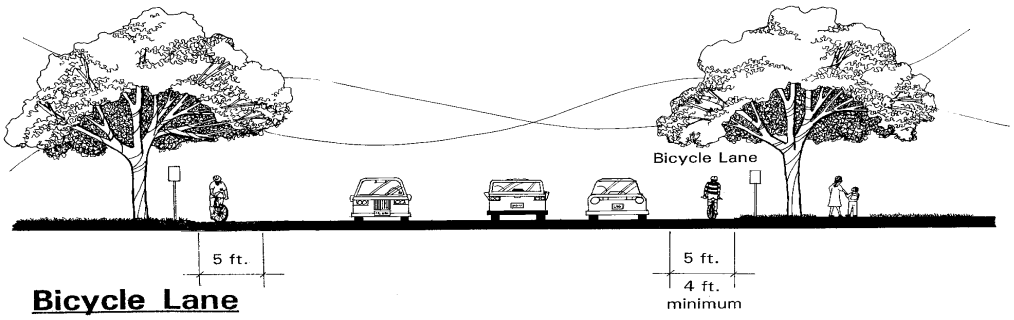
Figure 7.4
Typical Bikeway Sections



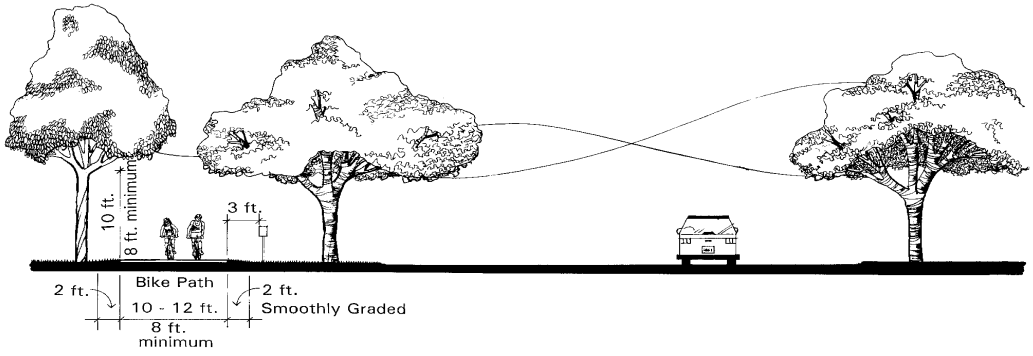
Wide Curb Lane



Shoulder Bikeway



Bicycle Lane



Bike Path

Pedestrian and bicycle facilities should be designed and constructed in compliance with the requirements of the Americans with Disabilities Act (ADA).

Greenways, linear parks and connector trails are also instrumental in creating a cohesive park and recreation system. The NRPA defines park trails as "multipurpose trails located within greenways, parks, and natural resource areas." Park trails are important to the trail system and can be utilized for hiking, walking, jogging, and bicycling. Trails throughout parks and greenways serve to tie parks together and allow for safe and efficient pedestrian movement throughout the park system. Opportunities for park trails include abandoned railroads, flood-prone and waterfront areas, utility rights-of- way, and scenic and historic routes. Connector trails allow for pedestrian and bicycle travel to and from parks.



***Multipurpose trails** located in greenways are integral parts of a cohesive trail system.*

The City has devised an initial system of on-street bicycle and pedestrian pathways. These routes are proposed along thoroughfares and creeks. The east-west routes include Elbel Road and Aero Avenue, Maske Road, Woodland Oaks Drive, and Live Oak/Wiederstein Roads. Perpendicular to these streets and in a general north-south direction are West Dietz Creek, Schertz Parkway and Live Oak Road. This trail plan is the first step in establishing a comprehensive network of pedestrian and bicycle trails throughout the entire City. Ideally, the network of trails should extend beyond jurisdictional boundaries into adjacent municipalities.

Bikeway Guidelines

Average Daily Traffic Volume and Design Speed	Preferred Treatment
Up to 10,000 vehicles per day and Less than 30 mph	14' curb lane
Up to 10,000 vehicles per day and 30 to 40 mph	5' bike lane
10,000 or more vehicles per day	5' bike lane

Source: Best Development Practices, *Reid Ewing, 1996*

Generally, the trail network proposed by this element is consistent with a previously completed trail proposal, as shown in **Figure 7.5, Master Plan Bicycle and Pedestrian**

Walkway. A few exceptions do exist, which include the proposed use of existing alleyways through the historic part of town, which will serve to lead trail users directly to the front door of two community parks, Thulemeyer and Pickerell. The general park plan attempts to go beyond the scope of the earlier master plan, and begin to assess and determine potential connections to schools, civic buildings and areas to the north and south not serviced in the initial master plan.

The expanded bicycle and pedestrian network proposed by this element utilizes a variety of trail sections, including trails along natural courses, shoulder bikeways, alleyways, unimproved right-of-way (also known as paper streets) and sidewalks in restricted areas. The plan utilizes opportunities along the Cibolo Creek floodplain and other flood-prone and environmentally sensitive areas for greenways and trails, which serve to connect existing parks and trails, schools, historic cemeteries, and civic buildings, creating a cohesive continuous trail system.



***Cibolo Creek** is one of several creeks through which a series of parks and community facilities can be linked.*

In order for the entire park system and trail network to be realized, coordination with FEMA, the Guadalupe and Bexar County flood control districts, SCUC ISD, Randolph Air Force Base and adjoining counties and municipalities are imperative. The meandering and intermittent nature of Cibolo Creek serves as a natural spine or focus from which the trail system radiates. To the east, the proposed trail plan includes connections to Cibolo and Niemitz Parks along Cibolo Creek from Seguin Road. This trail can easily extend to nearby Wiederstein Elementary School and the FEMA buy-out area to the south of Cibolo Creek and Niemitz Park. To the west of Schertz, a continuation of the trail network is envisioned, utilizing both sides of Cibolo Creek. On the Universal City and Bexar County side, the trail network will run along the floodplain and connect to Rose Garden Elementary School and Universal City and Red Horse Parks. Eberle Park, located directly adjacent to Randolph Air Force Base, will serve as the trail linkage to the southern half of Schertz.

LEGEND

- Trail Designed by Ford Engineering
- Corporate Limits
- ETJ
- Existing Neighborhood or Community Park
- Open Space, Recreational Areas, & Private Golf Courses

3009

West Daitz Creek

Schertz Pky.

Live Oak Rd

3009

Maske Rd

Elbel Rd

78

1518

N

500 0 500 1000 Feet

Figure 7.5

Master Plan Bicycle & Pedestrian Walkway (Ford Engineering)

Comprehensive Land Plan

City of Schertz, Texas

ENGINEERS PLANNERS ECONOMISTS

Wilbur Smith Associates

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Due to its proximity to Randolph Air Force Base, the underdeveloped southern quadrant of the City contains unique opportunities for passive recreational uses. The potential use of this area for recreational purposes will aid the City in meeting their current and anticipated parkland needs and demands. Plans for parks and recreation activity in the area must recognize and honor the existence of the AICUZ that extends nearly to I-10 and limits development in the area. With consideration of current AICUZ Accident Potential Zones (APZs), and the land use compatibility charts and decibel levels described by a report recently released by Randolph Air Force Base, these sizeable AICUZ areas are suitable for low-intensity recreational uses. The APZ areas provide a solution to the aforementioned parkland deficiency. If land area within the AICUZ is purchased, leased, or accessed through cooperative agreements, an extensive trail network can be developed beyond the Clear Zone. This area also has the potential for becoming a regional recreational center with a variety of activities and recreational opportunities, such as regional events and activities, open space, special uses, such as a golf course or arboretum, recreational areas, etc. The trail network can then be extended to the southwest area of Schertz near North Graytown Road and Scenic Lake Drive, thus encompassing the entire City. More definitive concepts and plans should be developed in a Comprehensive Parks and Recreation Master Plan, which is a recommendation of this plan element.

Operating and Maintenance Standards

Development of parks and recreational facilities cannot be properly programmed without considering criteria for their design and maintenance. Improvements made to parkland should be standardized in order to facilitate maintenance and repairs, maximize durability and longevity, and establish a minimum quality level. Through careful design and selection of materials, attractive park facilities can be developed that require minimum staff attention.

All park improvements should be in accordance with the Americans with Disabilities Act (ADA), local building codes, and all applicable restrictions and requirements. Guidelines for park improvement standards may include roads and parking lots; gates and fences; park buildings (picnic pavilions, restrooms, offices, and maintenance buildings); playground equipment; playground fall

surfaces; picnic tables; benches; trash receptacles; grills; bleachers; sports facilities; sidewalks; walking/jogging trails; equestrian trails; and, mountain biking trails.

Maintenance Standards. In order for parks to be perceived as an asset to Schertz, they must be well maintained at all times. The parks system should maintain a high level of quality. It is essential that maintenance budgets be adopted as new park facilities are developed. If sufficient funds are not available, parkland should be held in reserve in its natural state until money can be dedicated for both construction and maintenance of facilities.

Park Maintenance Standards, a publication of the National Recreation and Park Association (NRPA), contains a Maintenance Standard Classification System that outlines six general levels of maintenance, including:

Mode I — State-of-the-art Maintenance: State-of-the-art maintenance applies to a high quality diverse landscape. Usually associated with high traffic urban areas such as public squares, malls, public building grounds or high visitation parks.

Mode II — High Level Maintenance: Maintenance associated with well-developed park areas with reasonably high visitation.

Mode III — Moderate Level Maintenance: Maintenance associated with moderate to low levels of development, moderate to low levels of visitation or with agencies that because of budget restrictions cannot afford a higher intensity of maintenance.

Mode IV — Moderately Low Level Maintenance: Maintenance usually associated with low level of development, low visitation, undeveloped areas or remote parks.

Mode V — High Visitation Natural Areas: Maintenance usually associated with large urban or regional parks. Size and user frequency may dictate resident maintenance staff. Road, pathway or trail systems are relatively well developed. Other facilities are included at strategic locations such as entries, trail heads, building complexes and parking lots.

Mode VI — Minimum Level Maintenance: Maintenance associated with low visitation natural areas or large urban parks that are undeveloped.

Funding Sources

Public Financing. Most capital investments involve the outlay of substantial funds, therefore, local governments are seldom able to pay for facilities through appropriations in the annual operating budget. Given this reality, there are numerous techniques that have evolved to enable local governments to pay for capital improvements over a longer period of time. Techniques available include eminent domain, lease-purchase, authorities and special districts and in-kind or volunteer participation. Some of the available funding sources include:

- Current revenue;
- Reserve;
- Enterprise and revenue funds;
- General obligation bonds;
- Sales tax;
- User fees;
- Impact fees such as a park excise tax;
- State and Federal assistance;
- Texas Recreation and Park Account (TRPA) program funds;
- Community Development Block Grant (CDBG);
- Federal Land and Water Conservation Fund/Texas Local Parks, Recreation, and Open Space Fund;
- Urban Parks and Recreation Recovery Program (UPRRP);
- Rivers, Trails and Conservation Assistance Program (RTCA);
- Transportation Equity Act for the 21st Century (TEA-21);
- Federal lands highway funds;
- The landscape cost sharing program;
- Keep America Beautiful tree planting program;
- Cooperative forestry assistance funds; and,
- American greenways DuPont awards program.

Private Financing. In addition to capital improvement financing and State and Federal assistance, there are a variety of innovative

approaches to financing public park and recreation areas. The use of incentives to encourage private financing, public-private partnerships, and land dedication or donation can be effective ways to develop a citywide parks and recreation system without relying on the municipality to fully fund the program. In addition, the use of impact fees may help to offset the impacts of private development on the demand and use of public facilities and services. The following private funding approaches may be available to the City of Schertz.

- Land donation;
- Trust fund;
- Private financing;
- Dedication;
- Fee-in-lieu of dedication or improvement;
- Tax deferral; and,
- Tax reductions.

Recommended Financing Strategy

The most effective approach to funding an adequate parks and recreation system will be to utilize a combination of financing techniques and funding sources. To the maximum extent feasible, the City should concentrate on securing state and federal assistance that will help to minimize the commitment of local funds. Most of the assistance programs require a local match ranging from 20 percent to 50 percent depending upon the individual program. In some instances, the program administrators may welcome private contributions of land, improvements, labor, materials, or equipment as the local share.

An important consideration in expanding the parks and recreation system will be the City's commitment to provide an adequate annual operating budget for administration, operation, and maintenance of the park and recreation areas, facilities, and improvements. Applications should be submitted on an annual basis for as many assistance programs as the City is able to administer and financially support. A special fund should be established by the City to finance the local share of annual applications for State and Federal park and recreation program assistance.

Texas Recreation and Park Account Standards

The Parks and Recreation Element of the Plan provides a framework for a comprehensive parks and recreation master plan that is in conformance with the Texas Recreation and Park Account (TRPA) master plan standards established by the Texas Parks and Wildlife Department (TPWD). In order to qualify as an "acceptable plan," the master plan standards and requirements must include:

- Proof of Adoption – The plan must be fully endorsed by the governing body;
- Jurisdiction-Wide Plan – The plan must include the planning area of the City;
- Time Period for Implementation – A plan is required to cover at least a five-year period; and,
- Plan Content – The TPWD requires the following to be included in a parks and recreation plan: introduction; stated goals and objectives; plan development process; area/facility concepts and standards; inventory of areas and facilities; needs assessment and identification of areas and facilities; plan implementation recommendations; and, illustrations, maps and charts.

Upon acceptance of a comprehensive parks and recreation master plan by the TPWD, the City would be eligible for grant reimbursement of up to 50 percent of a qualified project, with a maximum amount of $500,000 during any application cycle. Applications for Texas Recreation and Park Account program funds are accepted in January and July of each year on a competitive basis.

The focus of the Parks and Recreation Goals, Objectives and Actions of this plan is the identification of general needs and priorities established by citizens of the community. More detailed analysis and evaluation is necessary to meet the master plan guidelines established by the TPWD.

Parks and Recreation Goals, Objectives and Actions

The following goals, objectives and actions were formulated through the plan development process and through the involvement and input of Schertz's residents and community leaders.

Goal 1: ***Provide a diverse blend of parks, recreation and open space areas to accommodate the current and future needs of Schertz's residents.***

Objective A: Provide, maintain and enhance existing parks and recreation facilities.

Action 1: Hire a Parks Director and create a Parks and Recreation Department that would be responsible for maintaining and enhancing parks and recreation facilities in the City.

Action 2: Provide adequate funding for a Parks and Recreation Department, or advisory board in the annual budget.

Objective B: Acquire and provide adequate parks, recreation and open space opportunities for all persons.

Action 1: Update the City of Schertz's Parks and Recreation Master Plan to assess specific areas of need in terms of parks, recreation and open space areas as well as future needs for park improvements and recreation facilities.

Action 2: Acquire land to develop mini/pocket parks, neighborhood parks and linear linkages to serve the needs of all citizens.

Action 3: Acquire land along creek corridors to minimize adverse development impacts in adjacent areas. This may include developing a "land bank" strategy where owners of flood-prone properties are encouraged to deed their land to the bank to ensure long-term conservation.

Action 4: Involve citizens in the planning and design of parks and recreation areas and facilities to meet specific needs and desires and ensure equal accommodation of all persons.

Action 5: Partner with adjacent municipalities, stakeholders and quasi-governmental entities

including Universal City, Cibolo, Selma Randolph Air Force Base, and Guadalupe and Bexar County Flood Control Districts to devise, fund, and create a series of linear parks to serve as linkages between nearby municipal parks and to provide enhanced recreational opportunities.

Objective C: Use AICUZ areas for a series of parks and recreational uses, or as a major regional recreational area.

Action 1: Acquire, lease or enter into joint agreements for the use of land as a regional park facility, or reservoir for surface water retention and flood control purposes.

Action 2: Develop a regional recreational facility including open space, regional events and activities, or special uses.

Objective D: Make provisions for the use of other areas for recreational uses or parkland.

Action 1: Acquire, lease or enter into joint agreements for the use of lands within parkland acquisition areas or along or adjacent to Cibolo Creek, including FEMA buy-out areas.

Action 2: Acquire, utilize, and incorporate areas with physical development constraints, and conserve and protect valued environmental, historical, and cultural resources.

Objective E: Provide a geographic distribution of parks and recreation facilities that will provide equal opportunity and access for all residents.

Action 1: Based on NRPA park standards, work toward the development of additional neighborhood parks to provide an even distribution throughout the City.

Action 2: Acquire excess right-of-way, vacated alleys and easements, areas beneath overhead power lines, irregularly shaped parcels and other non-developable parcels for utilization as mini/pocket parks and/or public open space.

Action 3: Acquire and develop linear linkages to connect each of the mini/pocket parks, neighborhood parks, community parks, and



public open spaces to provide a safe and convenient route from neighborhoods, schools and parks.

Action 4: Identify the amount of acreage of parks, recreation and open space needed to support the projected population of future growth areas utilizing either national or local development standards.

Objective F: Establish cooperative agreements with other governmental jurisdictions and educational bodies.

Action 1: Establish a joint agreement with the SCUC ISD to form a partnership regarding acquisition, development, use and maintenance of public parks, recreation areas, buildings and facilities.

Action 2: Establish partnerships with Randolph Air Force Base, the SCUC ISD and the municipalities of Universal City, Selma and Cibolo for greater utilization of existing recreation facilities.

Action 3: Establish a partnership with the SCUC ISD to develop a multi-purpose recreation facility.

Objective G: Encourage private sector participation in the provision of parks and recreation opportunities.

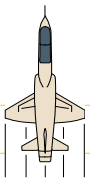
Action 1**:** Utilize partnerships, wherever appropriate, to help develop, manage and maintain parks and recreation facilities.

Action 2: Provide incentives or develop provisions such as a Planned Development (PD) to encourage development of parks and recreation areas and preserve the natural environment in exchange for increased development density.

Action 3: Reassess the requirements for parkland dedication or fee-in-lieu of dedication in the City's Unified Development Code.

Goal 2: ***Encourage the conservation of natural resources through acquisition of parks and recreation areas, preservation of open space, and environmentally sensitive planning.***

Objective A: Encourage the conservation of environmentally sensitive areas, such as floodplains, wetlands, wildlife habitats, and areas with difficult topography or severe soil limitations, through



development incentives, regulations and policies adopted by the City.

Action 1: Identify environmentally sensitive areas and conservation sites to acquire and preserve as open space or recreation areas including areas along the Dietz, Cibolo, Woman Hollering, and Saltillo Creeks, and FEMA buy-out areas.

Action 2: Utilize State and Federal agency data to formulate a database and composite map of candidate conservation sites.

Action 3: When possible, acquire priority conservation areas fee simple or through conservation easements.

Objective B: Encourage the preservation of open space to enhance the livability, aesthetic quality, and natural beauty of Schertz.

Action 1: Utilize development incentives to encourage developers to preserve and dedicate open space easements adjacent to arterial street right-of-way and adjacent to incompatible land uses.

Action 2: Enforce, or strengthen existing ordinances that require new residential development to provide neighborhood parks.

Action 3: Provide for ongoing, long-term maintenance of privately developed lands and areas.

Objective C: Utilize natural waterways to provide water-oriented recreation opportunities within the community.

Action 1: Continue to provide parks and recreation opportunities oriented around Cibolo Creek.

Action 2: Continue to improve public access to Cibolo Creek through recreation easements, pathways and piers.

Action 3: Continue to acquire and preserve land along the creek corridors through the continued development of parks and greenbelts.

Objective D: Develop a network of pedestrian and bicycle ways throughout Schertz and neighbors, including an interconnected system of multi-purpose paths, trails and lanes.

Action 1: Identify potential greenbelt corridors, bicycle and pedestrian trails and routes, and linear



parks that provide a safe connection between parks, schools, neighborhoods and major open spaces.

Action 2: Identify minor arterial, collector and local residential streets that are suitable for bicycle traffic, such as Schertz Parkway.

Action 3: Identify right-of-way, easements, natural drainage ways, rivers, streams and creeks that are suitable for hike and bike trails, such as Cibolo Creek and Bubbling Springs Road.

Action 4: Utilize trail segments to link major destinations such as parks, schools, public buildings, facilities and major employers.

Action 5: Utilize conservation areas along Cibolo Creek and other creek beds and waterways as greenbelt corridors.

Action 6: Establish and acquire trail right-of-way and easements at an early stage of community development.

Action 7: Develop an annotated trail connecting recreational facilities, parks, historic cemeteries, and landmarks that are of historic, cultural or environmental significance.

Action 8: Prepare a comprehensive bicycle/trail master plan that will define the routing, linkages and design standards for all trails.

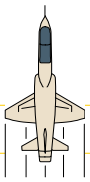
Goal 3: ***Encourage and promote a variety of recreational opportunities including cultural activities, community activities and special events to enhance recreation and education opportunities for residents and tourists.***

Objective A: Maintain, secure and manage existing and future parks and open space in a manner that encourages appropriate use.

Action 1: Ensure that Schertz's park facilities are safe and accessible for all users.

Action 2: Upgrade or restore existing City parks that are in need of repair.

Action 3: Allocate funding for adequate maintenance of existing and new parkland and recreational facilities.



Action 4: Annually submit grant applications to respective entities or organizations as funding sources.

Objective B: Provide recreation opportunities that meet the passive, active, social and cultural needs of all residents and tourists.

Action 1: Encourage the private development of recreational activities such as a bowling alley, skating rink, skate boarding and roller blading, movie theater, outdoor amphitheater and an indoor sports facility.

Action 2: Work with the Randolph Area Chamber of Commerce, Economic Development Commission, and other civic and neighborhood groups to assist and promote the organization of annual community activities such as sports tournaments, festivals, outdoor concerts, fairs and other special events.

Action 3: Provide public recreation facilities and programs that promote tourism and cultural activities such as interpretive historic signage and trails.

Action 4: Develop recreational programs and facilities based on a needs assessment conducted by the City of Schertz.

Objective C: Expand and enhance youth and teen recreation programs and facilities to meet the current and future needs of the community.

Action 1: Coordinate with the SCUC ISD in developing and coordinating after school programs.

Action 2: Advertise and promote youth recreation programs, such as little league, to inform the public of available programs and activities.

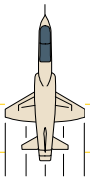
Action 3: Continue to develop facilities at City parks for youth and adult recreational activities including tennis, swimming, biking, in-line skating, skate boarding, roller blading, fishing, picnicking and hiking.

Objective D: Implement a parks and recreation improvement program, including redevelopment of existing areas, and maintenance, improvement and renovation of all public areas and facilities.



Action 1: Conduct periodic physical condition assessments of existing parks, recreation areas and facilities to identify improvements and determine the level of annual financial commitment required to adequately maintain existing facilities.

Action 2: Prioritize improvements based upon criteria such as safety hazards, level of use, and other practical operating and maintenance criteria.



CHAPTER EIGHT COMMUNITY ENHANCEMENT

Citizens have expressed great interest for enhancing the visual and physical appearance and appeal of Schertz. A profound desire exists to create a City specific identity. Ideas expressed at the Community Forum included investment and redevelopment of Schertz's historic Main Street and continued investment in Schertz's civic center. Enthusiasm and support was also expressed for the creation of a linear park along Cibolo Creek, improving the appeal of major corridors, and nonresidential commercial areas. Through the Community Forum and a series of Steering Committee meetings, it was clear that citizens visualize an attractive Main Street and shopping areas; well-maintained livable neighborhoods; clean, uncluttered, landscaped roadways; pleasant places to stroll and bicycle and an enhanced quality of life. They want successful commercial areas that appeal to shoppers and see a real opportunity with Main Street. They envision a vibrant Main Street that is a true destination with entertainment, shopping, enhanced recreation along Cibolo Creek, and a mix of specialized retail shops interspersed with restaurants, professional offices, and a blend of residential types and uses.

The purpose of the Community Enhancement Element of the Plan is to establish a framework within which the City can operate to attract and encourage quality development and redevelopment. This element outlines the issues identified by citizens through the plan development process and establishes guidelines for achieving the community's vision. The concept of Smart Growth, encourages well-conceived and managed development and projects, which are compatible not only with the surrounding built environment, but also the natural environment. Furthermore, it results in fiscally responsible development that means reduced investment in infrastructure, utilizes public and private resources more efficiently, and still allows for profitable private development.





Enhancement Issues in Schertz:

Citizens, business owners and municipal representatives identified a series of issues at the Community Forum and throughout the planning process, including:

- Strengthening and improving neighborhood and commercial district character.
- Construction of gateways into the City and implementation of billboard and signage controls.
- Improving neighborhood character and identity with specialized signage, neighborhood parks, hike and bike trails, and corridor enhancements including landscaping and lighting.
- Beautification of specific major corridors with landscaping, lighting, trails and pathways, to include I-35, FM78, FM 3009, FM 1518, Schertz Parkway and Main Street.
- Preserving and enhancing existing attractive views which convey the "essence" of the natural and built form of Schertz including floodplains, topography and Main Street.
- Requiring adequate buffers between conflicting land uses and screening service, mechanical and refuse areas.
- Partnering with commercial property and multiple-family residential property owners to enhance existing site maintenance and parking area screening, landscaping and lighting.
- Creating recognizable character areas throughout Schertz including Main Street, parks, greenbelts and a public sector campus.

Urban Design Themes

Urban design is a combination of function and aesthetics. Urban design isn't only how the City looks and feels to residents and visitors, it also includes how neighborhoods, commercial districts, civic services and recreational areas are linked and work together. Urban design is a mechanism to create an identifiable sense of community, one that is unique to Schertz, which defines its sense of self or its own "image".

Achieving an appropriate urban form requires collaboration on behalf of residents, elected and appointed officials, businesses, the development community, homeowners associations, chambers of commerce, other business organizations, economic development agencies, civic organizations and other key stakeholders in the community. When done well, an urban design program is an asset to the community, which enhances its identity, improves its competitive position for attracting new development and opportunities for redevelopment, and genuinely enhances the sense of community, quality of life, and community livability. Reasons for the community to invest in beautification initiatives through urban design are:

- Desirability as a place to live;
- Enhanced quality of life;
- Improved aesthetics and attractiveness;
- Increased economic development benefits;
- More sustainable development;
- Enhanced visual and aesthetic qualities;
- People-oriented value system;
- Dynamic and pleasant living environment; and,
- Environmental awareness.

All of these factors serve to create a complete system or environment - a community that is an ideal place to live, thrive, work, shop, visit and recreate in.

Although Schertz has many assets, some are not readily recognized, even hidden in some instances. The City is perceived as either a bedroom community of San Antonio or a residential enclave for Randolph Air Force Base employees, and not as readily for its small town charm; stable neighborhoods; friendly residents and inherently good quality of life. These and other positive qualities must be recognized, strengthened and marketed.

General Considerations for Beautification Improvements

Landscaping enhances the visual appearance of individual property as well as the visual aesthetic of the community as a whole. Landscaping also contributes to minimizing the harmful impacts of noise, dust, debris, vehicle headlight glare or other artificial light intrusions, and other objectionable activities or impacts conducted or created by an adjoining or nearby use. The City should assure that a landscaping and tree protection ordinance establishes the necessary provisions to achieve its vision of the future regarding specifics about the type and magnitude of desired landscaping. For example, trees placed within parking areas greatly improve the appearance, but also provide much needed shade throughout the hot and humid Texas summers. The planting of trees directly influences a phenomenon known as the "heat island" effect, which results in an increase in ambient temperature, from large expanses of impervious and reflective materials. Preserving trees during development and requiring the replacement of trees that are removed will have a significant impact on the community's appearance. It is important to note, however, that all plantings require ongoing maintenance either by the City, property owners, community organizations, or neighborhood groups. It is then essential to ensure that long-term maintenance is adequately addressed.

Perimeter screening of parking facilities will reduce the negative appearance of such areas. Low shrubbery or decorative walls that shields vehicle lights and bumpers will add to the visual appearance while reducing the impact of the lights on surrounding areas and land uses. Consideration should be given to both design and maintenance so that there is adequate visibility from the street.

Traffic calming devices can be utilized to slow and reduce traffic flow and speeding problems on local streets. These include speed humps, street closures, bulb-outs and traffic circles, high visibility crosswalks, narrower lanes, and landscaped medians.

Community Theme

The creation and acceptance of a community wide theme will serve as a recognizable vision and identity for Schertz. Themes or visions

often evoke images of where a City has been and what it sees itself becoming. Schertz's "Dare to Dream" conjures images of a community searching for its own identity. In fact, *Webster's New World Dictionary* defines "dream" as "a fond hope or aspiration", or a "fanciful vision." This "community vision", or "hope" should reflect the desires, dreams and aspirations of the community. Furthermore, the phrase "Dare to Dream" may evoke a variety of images and meanings for residents, business owners and visitors. A variety of ideas should be considered before a definitive theme is determined. Once an accepted city-wide theme or vision is defined, it will serve as a guide and impetus for future development, redevelopment and enhancement projects.

An example for one possible theme for the FM 78 and Main Street corridors, which would also tie Schertz to a period of great City development and significance, is a 1950's era, "Americana" theme. Much of the existing built form in the Main Street area harkens back to a simpler time and lifestyle. The Starlight drive-in theater on FM 78, the newer Sonic drive-in restaurant, are archetypes typically associated with the 1950's, when American patriotism surged after World War II and the country established its long-term love affair and reliance on the automobile. This is only one theme that could be developed and implemented over time to make Main Street truly unique and a destination. This concept could be bolstered with themed festivals, drive-in movies, classic car shows, a train restaurant or dinner theater, rock-and-roll revival concerts and/or dances, roller skating parties and other City sponsored or privately sponsored events, festivals and activities.

City Beautification

To be fully effective in achieving the community's vision for the future, a city-wide beautification program needs to be implemented. However, needs often outweigh the financial resources available to achieve the desired outcome. Therefore, it is recognized that there are areas in Schertz that have greater visibility and thus, may serve as a starting point to initiate a comprehensive beautification program. A hierarchy of importance must be assigned to identified entrances and corridors, depending upon their location, relative visibility and transportation usage. Priority areas are typically concentrated at the entrances to a City and along its major thoroughfares. Potential beautification elements include:

- Entrance features, gateways and monument signage;
- Improved landscaping including street trees, shrubs and median landscaping;
- Introduction of decorative, pedestrian level lighting;
- Improved access and opportunities for strolling and biking including crosswalks;
- Incorporation of directional, interpretive and historic signage, and,
- Addition of decorative banners, hanging baskets or other specialized site elements.

Community Character

Gateways and Entrances

Residents and community leaders believe attention should be spent creating "gateways" at the entrances to and throughout the City to aid in promoting a City identity. All entrances to the City should be considered for potential gateway improvements. Considerations for identifying potential gateway locations include ability to acquire land, site or location visibility and constraints, traffic volume, and projected construction cost. Once potential location priorities are determined, funding must be sought, or allocated for the purchase of land, gateway design, construction documentation, and construction.



Ideal gateway locations include the interstates traversing the City of Schertz.

Image and aesthetics only begin at the entrance to a community. The City should enhance existing roadways in terms of their visual appearance, functional use, and overall condition. The construction of gateways at secondary roads and neighborhood entrances is recommended if they don't already exist. The residents at the Community Forum identified intersections at I-35 and I-10, FM 3009, FM 1518, Schertz Parkway, and FM78 as possible locations for gateways. Funding sources other

than the City's Capital Improvement Program and Annual Budget should be pursued.

Thoroughfare Enhancement and Beautification

The notion of providing trees and landscaping, pedestrian and bicycling pathways, vehicular and pedestrian lighting, crosswalks and other amenities in the City right-of-way is not a new one. Standardized road classification and minimum standards for physical improvements should be established to ensure these improvements are being considered and proposed. Additionally, review authorities or an appointed board should be charged with ensuring that these issues are being adequately addressed when physical road improvements are planned. Right-of-way well suited for improvements include the two interstates, I-35 and I-10, Schertz Parkway, FM 3009, FM 1518, Main Avenue, FM 78 and the adjacent Union Pacific rail line.



Use additional right-of-way width for landscaping and pedestrian and bicycle pathways and not only for storm water drainage.

Visual clutter and blight associated with an overabundance of signage was another issue mentioned time and again throughout the Community Forum. In particular, residents had a real aversion to obtrusion and over abundance of billboards. City representatives should partner with nearby municipalities and approach TxDOT regarding the development of a "Scenic Corridor" ordinance whereby the number and location of billboards could be monitored and restricted. The City should also consider developing and implementing a signage ordinance to deal with the number, dimensions, location, materials and colors of signage.

Another opportunity exists to identify, research and construct interpretive signage about historically or environmentally significant sites and activities. This may include working with the Guadalupe County Historical Commission to identify, recognize and list historic sites. Additionally, the community may seek to incorporate historic and interpretive signage along thoroughfares, greenspace and parks, and other significant areas where appropriate. These physical improvements should be considered standard right-of-way infrastructure. As new thoroughfares are added to the City's Thoroughfare Master Plan, or as roads are reclassified, these improvements must be considered from the outset for any street construction or road-widening project.

In order to be successful, City government and citizen activists must be proactive to ensure community needs are being met when considering physical improvement plans for local, County and State right-of-way. Community considerations include right-of-way width, number and width of vehicular lanes, medians and left turn lanes, surface and subsurface drainage materials and options, sound abatement techniques, landscaping and lighting standards, location and size of sidewalks and pathways, and other aesthetic or site specific considerations.

Improvements to the Appearance of Older Established Neighborhoods

Neighborhoods are the foundation of any community. The condition and desirability of established residential neighborhoods often characterize a community's quality of life. The Aviation Heights neighborhood contains predominantly single-family homes with vintage structures dating from the 1890s to 1950s. Provisions to ensure the long term maintenance and sustainability of the existing housing stock are essential. Dialogue should be established between neighborhood leaders, perhaps through formal organizations such as homeowners associations, and City staff to assess and recommend physical improvements including life-safety, utilities, open space, alleyways, pathways, bikeways, general appearance and ordinary maintenance issues. Programs to improve street crosswalks, sidewalks and alleyways, street tree plantings, street signage and entry feature construction would serve to further define and identify this neighborhood as one of Schertz's oldest intact residential enclaves. The introduction of a paint partnership program where residents of limited means could access painting supplies and labor at a nominal cost, would go far in improving the visual and aesthetic appeal of older homes and neighborhoods, while also bringing together individuals and fostering a true community spirit.



Pedestrian crosswalks provide safe street crossing locations, especially for children walking to school.

Improvements to the Appearance of Newer Residential Neighborhoods

All neighborhoods, whether old or new, help to define a community. A majority of the newer housing stock within the community is less than 20 years of age. These newer subdivisions reflect the archetypes, construction methods and materials consistent with the era of construction and geographic locale of Central Texas. Provisions to ensure the long-term viability of this housing stock will be essential to its ability to evolve from a series of subdivisions into neighborhoods. An inventory of existing sidewalk locations, conditions and widths should be conducted to determine where demand for additional sidewalks, bicycle paths and improved drainage exist. Minimum design standards suited for Schertz's climate and geology should be adopted without being overly onerous or over engineered. These standards should be tied to the platting, site plan review or building permitting process to ensure construction conformance. Existing neighborhood streets with excessive pavement widths can be used for on-street bicycle lanes. In certain instances where vehicular traffic is a particular concern, street-calming devices may be warranted. Along the periphery of subdivisions, between subdivisions and along arterial roads, crosswalks, sidewalks and pathways should be added along with proper signage and safety measures to ensure compatibility between all modes of transportation. Consideration should also be given to the implementation of a street tree planting and entrance sign construction program along collector and arterial roads. These types of improvements serve to further define and identify each neighborhood as unique, yet as part of a larger community. When implemented, these types of programs convey pride in neighborhood and community, which is invaluable in sustaining current businesses and residents while also attracting new ones to the area.



Pursue civil engineering design options to determine the most aesthetic and cost effective solution.

Main Street

In order to establish a vibrant mix of places to work, live, and visit, with shops, restaurants, places of entertainment, and a variety of dwelling units, the City should fund and implement a Main Street revitalization and improvement plan. This plan should address the

following critical issues: mixture and demand for particular uses; aesthetic and physical improvements, transportation, mobility and access; funding sources and incentives; marketing and image strategies.

To create an attractive, interesting place where citizens and visitors will want to shop and be entertained, several issues need to be addressed including creating a mixed use environment, accessibility, building scale and mass, parking, aesthetics, usable open space and pedestrian friendliness.

Mixed Use - In order for Main Street to play important economic and social roles, a variety of uses need to be present. Elements that will help to generate interest and patronage include a destination with restaurants and family oriented uses such as an ice cream parlor, entertainment venues such as a community amphitheater, a variety of unique retail shops, residential units, and defined open space for parks and recreational activities and Main Street festivals and special events.

Access - It is essential that residents, visitors and particularly potential customers have easy access to Main Street. A top priority should be the physical improvement of streets and infrastructure throughout Main Street and the surrounding area. Streets should be in good condition with curbs, gutters and adequate storm drains to minimize the potential for flooding.

Create a distinct sense of arrival for automobiles, bicyclists, pedestrians and others entering Main Street through the use of signage, landscaping, lighting and other streetscape elements. Distinctive street or identifier signage conveys the character of the district will guiding visitors and shoppers to their destination.

Special transportation along Main Street, and perhaps in connection to other major destinations in Schertz, will aid in attracting individuals to the area. Theme transportation, such as a rubber tire trolley system, can add an extra dimension to the unique character of the area and add to its desirability as a destination.

Aesthetics - A business district is largely characterized by its physical appearance. Factors influencing the appearance include architecture, facade condition and maintenance, gateways, signage, landscaping, open space, street furniture, and lighting. Additions or

improvements to appearance will encourage residents and visitors to come to Main Street for single and multi-purpose trips. If an area is perceived as depressed, underutilized or unsafe, it will typically not support revitalization. If Main Street is aesthetic, attractive, and safe with programmed and non-programmed activities, the result will be a vibrant place where people will enjoy spending time and money.

Parking – Adequate and convenient parking is essential to the success of Main Street. Businesses compete for patrons with nearby shopping centers, strip malls, and "big boxes." While Main Street carries the perception of limited parking, its competition displays obvious, spacious, oceans of asphalt. Main Street, can provide parking, yet maintain its character by enhancing its appeal and minimizing visual impact, as illustrated in **Figure 8.1, Parking Lot Configuration.**

Parking lots and other non-active uses should be located behind buildings and, when possible, shared between businesses. When site limitations prevail, parking lots should be sited between buildings. Do not locate driveway openings near street intersections and include decorative paving areas at pedestrian and automobile contact zones. A change in the use of surface materials provides a visual element that is aesthetically pleasing and a safety feature that defines pedestrian space. Minimize pedestrian and automobile conflict by incorporating a dedicated pedestrian pathway through the parking lot area.

Figure 8.1
Parking Lot Configuration

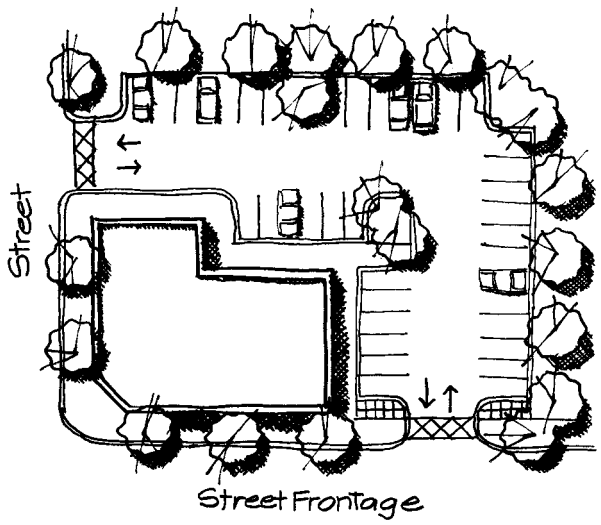


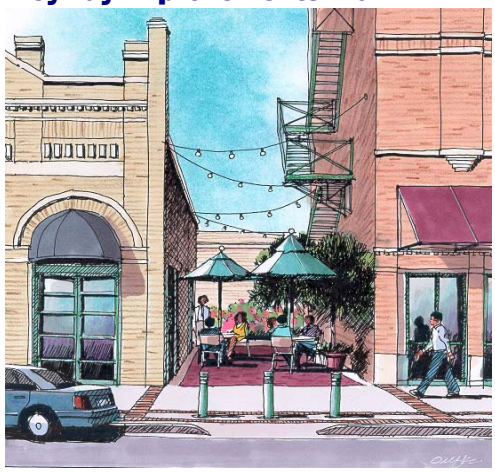
Figure 8.2
Building Wall Sketch



Building Wall – New construction, expansions or additions to existing buildings on Main Street should be sited at or near the front property line. This will create a "building street edge" that unifies separate buildings into a tightly knit district as indicated in **Figure 8.2, Building Wall Sketch.** The building setback should reflect that of the adjacent structures and block face. New buildings should respond to or enhance the architectural elements of adjacent buildings. Bulk and mass of new buildings should relate to the prevailing scale of existing buildings and structures.

Building Mass and Scale – Front building elevations should be placed on or near the street front property line to create a continuous building edge. Further refinement is achieved by breaking the building facade into smaller scale units known as bays. Along with the placement and size of windows and doors, a visual rhythm is created along the streetscape that encourages pedestrian activity, mobility and interest. Coordinate the form, mass and height of adjacent structures. Repeat architectural elements such as window bands, reveals or moldings to provide visual linkages and unity between new and old structures.

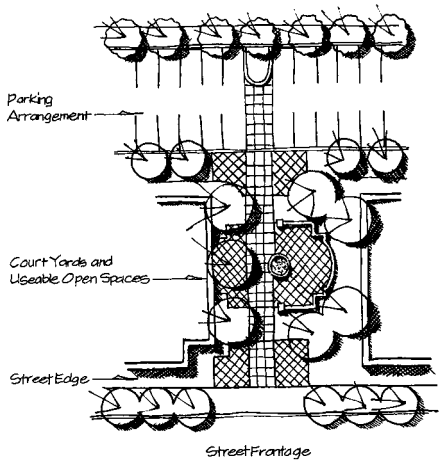
Figure 8.4
Alleyway Improvements Plan



Usable Open Spaces - Another initiative to aesthetically enhance Main Street is the creation of public spaces including courtyards and usable open space. New development should be encouraged to design sites that incorporate courtyards, alleyways and other outdoor pedestrian spaces. The development of these types of spaces should consider the site arrangement and uses of neighboring or adjacent properties. Outdoor courtyards should be visible from the street and sidewalk with a seamless integration between public and private land. **Figures 8.3 and 8.4, Alleyway Improvements Plan** depict an outdoor café on a vacant lot or alleyway. Alleyways or vacant parcels could utilize these spaces for outdoor dining, an intimate meeting space, or a transition from one point to another. Improvements as simple as tables, chairs and umbrellas along with planters and decorative lights create a usable pleasant

space. Alleyways also provide pedestrian linkages to parking areas located behind building storefronts, with proper accessibility, surface materials, lighting and landscaping.

Figure 8.3
Alleyway Improvements Plan



Pedestrian Friendliness - The purpose of a pedestrian friendly Main Street is to encourage people to leave their cars, walk and interact with other people. Main Street may be considered pedestrian friendly when a person desires to visit the district and complete their business on foot. It is important that all sidewalks are in good physical condition. An interesting and appealing sidewalk design can encourage this activity. A design theme should be implemented throughout Main Street to create a unifying identity. Corners can be enhanced for pedestrians to facilitate crossing streets by creating extensions which effectively shorten the distance from one corner to another making it easier and safer to cross the street, as shown in **Figures 8.5 and 8.6, Pedestrian Friendly Elements**. Pedestrian refuges in esplanades can be created at the half point of crossing a street to create a protective zone for pedestrians to wait for passing traffic. This is particularly important for wider arterial streets such as Main Street or FM 78. Shade is another important factor in creating a pleasant walking environment for pedestrians, which can be

Figure 8.5
Pedestrian Friendly Elements



Figure 8.6
Pedestrian Friendly Elements



accomplished with colonnades, cantilevered awnings, colorful canopies on storefronts and street trees.

The Public Sector Campus

Whether intentional or happenstance, Schertz already has a recognizable public campus located at the intersection and along Schertz Parkway and Elbel Road. As indicated in the Public Facilities Element, existing facilities include Guadalupe County offices, Samuel Clemens High School, SCUC ISD administrative offices, City Hall, the Schertz Public Library, the Schertz Community Center, as well as offices for police, fire and EMS.

As the civic center of the City, this area should properly convey the aspirations and desires of the community through democratic governance. This area should not only be functional, but also attractive. It should be a place where citizens can easily access information and City services. Civic centers are usually configured in a campus arrangement with buildings facing one another with a public space connecting all the facilities. Vehicular parking is typically provided along the site periphery. There are several issues that should be addressed in creating a successful public sector campus including accessibility and connections between facilities, usable, aesthetically pleasing, public spaces and parking for multiple modes of transportation. Upon arrival at the campus, enhanced opportunities should exist for vehicular and pedestrian mobility and orientation.

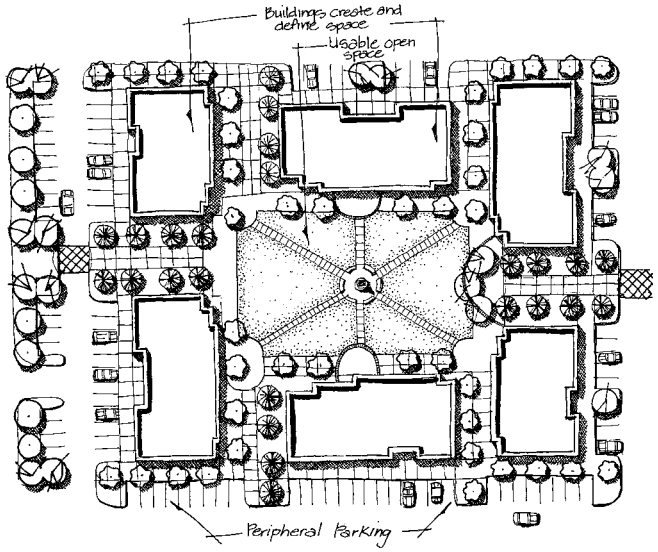
Some of the considerations to achieve an appropriate public sector campus include the following enhancement considerations:

Access - It is essential that residents of all ages have easy access to Schertz's public campus. As such, a top priority should be placed on the physical improvements of thoroughfare right-of-way including streets, sidewalks, pathways and crosswalks.

Creating a distinct sense of arrival for automobiles, pedestrians and bicyclists entering this special district is also essential. Thematic designs can be created for breezeways between buildings, identifier and directional signage, landscaping, lighting, crosswalks, pathways and other streetscape elements. Distinctive street and identifier signage that conveys the character of the civic area will assist residents and visitors in locating their destination.

Aesthetics and Site Planning - A public sector campus is largely characterized by its physical location and appearance. Existing public facilities are ideally situated in the geographic center of the City. A master plan should be devised and implemented over time for this area. Factors which influence the appearance of a public campus include the architecture, physical layout of structures and open space, facade and material compatibility, viewsheds, gateways and signage to direct and orient visitors, landscaping, usable open space between facilities, sculptures, monuments, pedestrian furnishings, and lighting. See **Figure 8.7, Public Campus Conceptual Site Plan.**

Figure 8.7
Public Campus Conceptual Site Plan



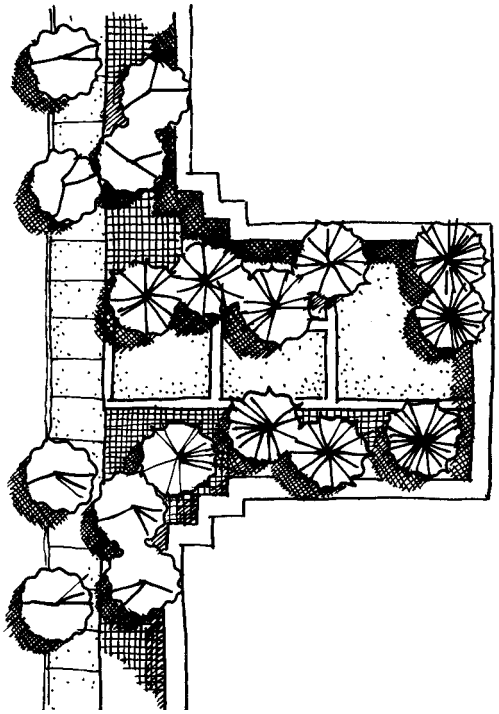
The government center of the City should not only reflect community values, but also be indicative of civic functions associated with the district. To further promote a positive image of government in particular and Schertz in general, the buildings and public spaces should be clean, well maintained and orderly.

Parking – Adequate, functional and accessible vehicular and bicycle parking facilities are essential to the success of the public sector campus. Parking lots and other non-active uses should be located behind buildings or along the periphery of the campus. Include decorative paving areas at pedestrian and automobile contact zones. The changes in surface material provide a visual element that is aesthetically pleasing and a safety feature that defines the pedestrian space. Minimize pedestrian and automobile conflict by incorporating a dedicated pedestrian pathway throughout the campus. Direct and channel pedestrians through parking areas with ample sidewalks and landscaping to provide shade throughout the parking areas. Adequate and convenient bicycle parking areas should also be provided close to public buildings, but not too close to disrupt direct pedestrian access.

Building Mass and Scale – Ideally, front building elevations should be oriented towards one another with public open space between the buildings. Enhanced pedestrian mobility can be created through

the use of breezeways or overhead structures connecting individual buildings and facilities. Efforts to coordinate the form, mass, height, roofline, and materials of civic structures are desirable and should be continued. As new facilities are constructed or older buildings renovated, the architectural designs should be reviewed within the context of the larger vision or master plan for the campus. By repeating architectural elements such as window bands, reveals, materials, or moldings visual linkages and overall unity are created.

Figure 8.8
Courtyard Sketch



Quadrangles, Courtyards and Open Spaces - Another element that will functionally and aesthetically unify the campus is the use of public quadrangles, courtyards and usable open spaces as depicted in **Figure 8.8, Courtyard Sketch**. New facility or building construction or expansion projects should require the creation of usable open spaces at the entrances to individual buildings and facilities. Throughout the conceptual design development phase of these project types, public input, review and commentary should be provided. The community should play an integral role in the programming and design of public spaces. Specialized directional signage between facilities will guide visitors through campus public spaces. Additional focal features include fountains, statuary, war monuments, or commemorative arches.

Barriers to Revitalization

Often an impediment to rehabilitation or revitalization of aging commercial sites and districts is that the land is owned by relatively few property owners or family trusts. These trusts have fiduciary responsibilities that sometimes limit their ability to sell or donate property. The costs associated with renovating older structures and bringing them into conformance with current codes are often cost prohibitive. Care should be taken in the review process for adaptive use of office and commercial structures. Flexibility in code conformance and discretionary authority by the building and planning officials can enhance a project's success rate.

Another possibility is to streamline the permitting process by instituting a "one-stop permitting center". Low interest loans and tax abatements are other viable incentives. Every attempt should be

made by City staff to not only bring vacant, abandoned or underutilized structures up to code, but to also educate property owners as to redevelopment possibilities and alternatives. If successful, the City will benefit from not only an enhanced or expanded tax base, but also from promoting sustainable reuse practices.

There are a large variety of components that contribute to the visual appearance and "feel" of a community. Some components are more apparent than others, although they all contribute to the overall character of the community. The beautification elements identified below, if implemented, will each have a positive impact on the visual environment and the perceived level of quality and sustainability in the community. The primary elements of a beautification program include visual appearance, area identification, infrastructure, parking, landscaped corridors, increased setback and open space, architectural design, signage and gateways.

Figure 8.9
Overhead Power Lines



Overhead power lines, as shown to the left, detract from an otherwise pleasant environment. Street trees help to soften and define the edge between public and private property. However, increased setbacks and landscaping cannot overcome the visual obtrusion of overhead utilities.



Visual Appearance

The overall visual landscape includes both the built and natural form. The built landscape includes building facade materials, height and mass, screening of storage areas and objectionable views, land use, built form compatibility, design cohesiveness, street aesthetics, overhead utilities, landscaping, and signs as highlighted in **Figure 8.9, Overhead Power Lines**. The natural form includes topography, steep slopes, rock outcrops, streams, floodplains and indigenous plant materials. What meets the eye helps in forming our own initial impression of a City, landscape or site. For instance, improvements to the appearance of a historical building includes the removal of "slipcover" facades to reveal the original structure, removal of blocked up windows and installation of period-style windows and the re-creation of architectural details. Other visual enhancements include the relocation of overhead utility lines underground or to the rear of lots, coordination of signage, enhanced streetscapes through landscaping and open space, creation of an architectural theme, design cohesiveness, screening of

storage and service areas and the creation of gateways to name a few.

Area Identification

Area identification includes distinctive signage, lighting, landscaping, sidewalk design, and items that distinguish the area from the surrounding City. A distinctive logo on street signs can denote a special area such as Main Street or a civic district. Generally, area identification can be achieved by establishing something unique about the area, something that sets it apart from other areas and creates a sense of arrival upon entering the neighborhood or district.

Figure 8.10
Landscaped Parking



Internal landscape islands in parking areas provide an opportunity to foster functionally and aesthetically pleasing designs, which enhance the appearance and character of a development and the community as a whole.



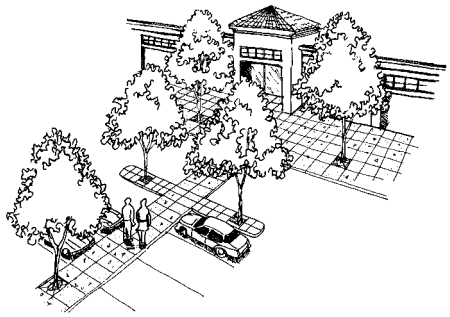
Infrastructure

Streets, overhead utilities, sidewalks and crosswalks, street trees and parks represent visible and functional elements of a beautification scheme. Sidewalks have potential to be much more than a strip of concrete that runs parallel to the street. Sidewalks can provide an amenity to neighborhoods and other areas to create a walkable community and a pleasant environment for strolling, socializing, exercising, or sightseeing. Use of different materials, such as brick or stone pavers on sidewalks and crosswalks can significantly improve the appearance of an otherwise typical street or neighborhood. Sidewalks and pathways also link one neighborhood or activity center to another and relieve automobile traffic congestion by encouraging people to walk or ride a bicycle rather than drive.

Overhead utilities often add to the visual clutter of an area, along with traffic signals, streetlights, street signs, billboards, business signs, buildings, and an array of other physical structures. Placing overhead utilities underground or to the rear of lots, can have a significant impact on the visual environment of an area. Many communities throughout the country require all overhead utilities to be placed underground as a condition of development.

Parks and street trees are often not considered infrastructure, although they are as important to a community as are streets and utilities. Parks and trees create a pleasant living environment that offers open space and visual relief.

Figure 8.11
Parking & Pedestrian Orientation



Parking

As in any Main Street or shopping center, parking is a necessity. On-street parking is convenient for shoppers and desirable for merchants as it slows the flow of traffic and results in a safer vehicular and pedestrian environment. Off-street parking lots provide a more suitable place to park for large-scale commercial establishments, however they are unappealing. Parking lots should include additional trees and landscaping to provide shade and reduce the heat island as illustrated in **Figure 8.10, Landscaped Parking** and **Figure 8.11, Parking and Pedestrian Orientation**. Parking lots may be designed as "car parks", or as places to leave the car, but also to rest and enjoy the outdoors in an attractive setting. The City of Schertz would benefit from a combination of on and off-street parking in the Main Street area located behind the streets and existing buildings.

Figure 8.12
Landscaped Corridors



Landscaped corridors create an impression of a livable community, while producing an aesthetic street environment. These "boulevard-type" corridors include raised medians and increased setbacks.



Landscaped Corridors

Streets and greenbelt linkages are included as a beautification element so that their appearance and function can be addressed for improvements, as referenced in **Figure 8.12, Landscaped Corridors**. Major corridors, such as I-35, I-10, FM 78, FM 1518, and FM 3009 can benefit from the addition of sidewalks, increased setbacks, cohesive fencing, more open space, landscaping, gateway entrances, public art and features, decorative street lights and traffic control, streetscape improvements for pedestrians, and a coordinated

signage system, all in addition to managing the flow of traffic. Street right-of-way can be designated corridors with specific requirements for landscaping, signage, building setbacks, and parking.

Increased Setbacks and Open Space

The provision of additional green space within and adjacent to roadways creates a more pleasant visual environment. Additional right-of-way is required to accomplish a boulevard-type setting and may not be feasible in all circumstances. These corridors should be reserved for principal arterials and other high profile roadways. In constrained environs, many of the same principles may be achieved through increased landscaping, cohesive fencing, curvilinear sidewalks, unique and visible crosswalks, decorative traffic control and lighting, and underground utilities. Creating pockets of open spaces, such as at intersections, is also an effective technique to enhance the visual environment and provide space for strollers and bicyclists to rest, interact and socialize.

Figure 8.13
Coordinated Development



Cohesive and compatible development plays an integral role in the appearance of an area. The use of design and architectural guidelines can establish site design parameters which unifies the visual appearance of an area.



Architectural Design

A major component contributing to the perception of an area as beautiful or unattractive is the built environment. Examples of effective design are given in **Figure 8.13, Coordinated Development**. Development of architectural guidelines or design standards promotes quality development that achieves the desired aesthetic environment of the community. Perhaps the two most important aspects of guidelines or standards are the use of decorative building materials and the cohesiveness of design elements among adjacent buildings regardless of their relationship. Use of an architectural theme or style that ties an area or district together creates visual unity. For example, architectural standards specific to the Main Street area would help to maintain, enhance and improve the historic character of the area. However, creative and innovative design solutions must be considered, nurtured and promoted, to avoid the creation of sterile, austere and uninviting environments. Another significant facet of building architecture is its "context", which is its relationship with the surrounding built and natural environment. For instance, by designing a building to

conform with its surroundings in appearance, mass, scale and materials, the visual impact of a commercial or office building adjacent to residences may be reduced or eliminated. One good example of this treatment or scenario is located at the northwest intersection of Savannah Drive and FM 3009.

Signage

Businesses require identification and directional signage; however, signs can be designed and located to form a better visual impression without detracting from their purpose. Schertz's sign ordinance should include provisions to regulate the maximum amount of signage allowed for wall, ground, and window signs; spacing; and even recommend styles in keeping with the desired overall visual appearance formulated by a consensus of citizens and elected officials. These requirements should be imposed along high profile corridors, and may be used throughout the community.

Gateways and District Identity

Direction, location, and identity signage assist in establishing a sense of place as shown in **Figure 8.14, Gateways**. Gateways, portals or signage needs to be appropriately designed and situated to direct and inform without creating visual clutter. The use of street signs with area or neighborhood logos helps to identify special districts or neighborhoods. Banners may also be used to identify special districts or character areas and are typically mounted on light poles or buildings. However, these signs need to be designed, coordinated and placed in locations where they are easy to read from the street without adding to visual clutter. In areas of the City that are distinctive in appearance or use, entrance; directional; and internal signage should be used for identification.

Figure 8.14
Gateways



Gateways may be clearly delineated by distinct signage or by design features such as decorative light fixtures, unique pavement patterns, fencing, and enhanced landscaping. Gateways establish identity.



Implementation

Public Improvement District - In accordance with the Texas Local Government Code, Chapter 372, *Improvement Districts in Municipalities*, a municipality may initiate or receive a petition requesting the

establishment of a Public Improvement District in the municipality or its ETJ. An improvement project may be undertaken if the governing body finds that an improvement district would promote the interests of the municipality. A public improvement project may include a variety of improvements that influence the quality of development and aesthetic appearance of an area, including landscaping, signage, sidewalks, art, parking, utility infrastructure, parks, acquisition, and special services for improvement and promotion of the district, which may include the aesthetic appearance and architectural significance of the district.

Establishment of a Public Improvement District requires a petition; findings as to the advisability of the proposed improvement; estimated cost; method of assessment; apportionment of cost; a feasibility report to determine whether an improvement should be proposed; appointment of an advisory body; a public hearing on the advisability of the improvement; authorization to create an improvement district; preparation of a service plan to define the annual indebtedness and projected costs of improvement; preparation of an assessment plan and apportionment plan; and preparation of an assessment roll.

Urban Renewal – In accordance with the Texas Local Government Code, Chapter 374, *Urban Renewal in Municipalities*, a municipality may exercise its urban renewal powers upon adoption of a resolution that a slum area or blighted area exists and that rehabilitation, conservation or slum clearance of the area is necessary for the public health, safety or welfare of the residents of the municipality. A majority of those voting in an election must favor adoption of the resolution in order to enact urban renewal. An urban renewal project includes any of the following activities: (1) activities in the urban renewal area that are designed to eliminate or prevent the development or spread of slums and blighted areas; (2) slum clearance and redevelopment; (3) rehabilitation or conservation; and/or (4) development of open land that, because of location or situation, is necessary for sound community growth and that is to be developed, by replatting and planning, for predominantly residential uses.

Tax Increment Financing (TIF) may be used as a method to fund the improvements within a defined urban renewal area. TIF is a municipal financing tool that enables a municipality to encourage

redevelopment of a designated area or areas in partnership with private development. Public improvements within the designated urban renewal area are financed using tax revenue generated by new investment. The advantage of this financing technique is the ability to capture all or a portion of the increased tax revenue generated by private investment. The increment is placed in a tax increment fund to be used only for public purposes within the urban renewal area. With tax increment financing, the existing tax base would be noted as the base year. The increase in tax revenues resulting from private investment would create a positive increment that would be held in the tax increment fund rather than distributed to the various taxing jurisdictions. The special fund is used to finance public purpose expenditures or to repay bonds issued to finance the expenditures. Through creation of a TIF district, a municipality may enter into agreements regarding the architectural design and aesthetic appearance of the property and buildings within the district.

Municipal Management District – In accordance with the Texas Local Government Code, Chapter 375, *Municipal Management Districts in General*, a municipality may create a management district to, among other reasons, further promote the health, safety, welfare, convenience, and enjoyment of the public by landscaping and developing certain areas within the district that are necessary for the restoration, preservation, and enhancement of scenic and aesthetic beauty. The general purpose of a management district is to promote and benefit commercial development and commercial areas.

A Municipal Management District may be created only in an area devoted primarily to commercial development and business activity. In order to create a district, a petition requesting creation of a district must be received by the owners of a majority of the assessed value of the real property in the proposed district or 50 persons who own real property in the proposed district. Upon creation, the district has all the rights, powers and privileges of a taxing authority.

Planned Development District – A planned development district (also referred to as a planned unit development) is defined as a development of land that is under unified control and is planned and developed as a whole or programmed in stages of

development. Planned development districts are designated for the purpose of encouraging and requiring orderly development at a quality level that exceeds that commonly found in projects developed in conventional zoning districts. A planned development district allows flexibility of normal and established development techniques in exchange for innovative designs to increase compatibility, enhance imaginative site planning, create amenities, provide greater open space, and improve the architectural appearance and overall quality of development. An advantage of planned developments is that continuing maintenance and compliance with the final development plan is binding upon all successors and assigns unless the plan is amended.

When property is rezoned to a planned development district designation, a preliminary development plan is considered and approved as part of the rezoning application. The content and submission requirements include all necessary information needed to approve site development including preliminary engineering. Upon approval of the zoning classification and preliminary development plan, a final development plan may be submitted and approved administratively if there are no modifications from the approved preliminary development plan.

Zoning District Regulations, *Planned Development Districts*, addresses the procedures and requirements for planned developments in the City. The procedures establish the submittal requirements for a major or minor development site plan or preliminary plat. In addition, there are specific criteria to be used by the Planning and Zoning Commission in reviewing and making a recommendation to the City Council. The article also addresses requirements such as property controls, public services, building height, and roadways. The specific development requirements address density, required frontage, yards, and minimum project size for commercial and industrial developments. The supplementary district regulations address specific uses such as domestic livestock, breeding kennels, bed and breakfasts, and accessory uses.

Conditional or Special Use Permit – Generally, a conditional or special use is defined as a use other than a use permitted by (or as of) right. A conditional or special use permit is a process by which a particular use is reviewed in relation to a specific site to determine

whether the proposed use, with or without the imposition of conditions, is appropriate for the premises. Certain uses of land, buildings or structures may not be appropriate under all circumstances in any given zoning district, but may be appropriate and suitable where adequate precautions can be taken to assure compatibility with surrounding uses, public need, and the City as a whole. Approval of a conditional or special use typically requires an additional level of review by the Planning and Zoning Commission, City Council, Architectural Review Board and/or other special-purpose review board.

A conditional or special use permit applies to the property that is legally described in the application and is not transferable to another property without similar proceedings to determine the appropriateness and compatibility of the use on a new property. A conditional or special use is typically subject to expiration if the use permitted by the ordinance is not fully established and operational within a specific time period, such as one year from the date of the ordinance granting the permit. In addition, the use permit may be revoked by the City Council if any of the terms are violated.

Uses that require a conditional or special use permit are identified within the standard zoning districts depending on the nature and intensity of the use. To ensure that there is adequate review of the application, including public notice and comment, an application for a conditional or special use is required and processed in the same manner as a change in zoning classification. In addition to a required application, a site plan is required to show the details of the proposed use and its relationship to surrounding properties.

Overlay District – Overlay districts allow establishment of special regulations within part or all of a zoning district or several zoning districts. The provisions of overlay districts supplement the base zoning district regulations and typically do not preempt the regulations of the underlying base zoning district, although they may allow exceptions under certain circumstances. Overlay districts may be indicated on the official Zoning District Map, may include a boundary description in the text, or contain a list of specific parcels or buildings subject to the overlay regulations.

A City may adopt a single overlay district that is broadly applied to all defined areas, or may establish more than one overlay district with

specific regulations tailored to the area's architectural character, scale of development or other unique characteristics. Examples of regulations that may apply within an overlay district include sign control, height and density requirements, setbacks, landscaping and screening, open space, design standards, and architectural guidelines. Site review would be required with the adoption of overlay districts.

Site Review – The zoning ordinance may include provisions for consideration of site plans in standard zoning districts. Generally, within nonresidential zoning districts, preliminary site plans are required for submittal to be approved by City staff and the Planning and Zoning Commission (or City Council). Approved preliminary site plans are typically valid for a specified time period such as one year, with time extensions available up to one additional year if authorized by the Planning and Zoning Commission or City Council. Disapproval of a preliminary site plan by the Planning and Zoning Commission may typically be appealed to the City Council. Content and submittal requirements for preliminary site plans are specified in the ordinance. The site review process often allows considerable discretion to be exercised by the governing body since it may deal with hard to define aesthetic and design considerations.

The purpose of a site review process is for an applicant to demonstrate a satisfactory quality of design in the individual buildings and its site, the appropriateness of the building or buildings to the intended use, and the aesthetic appropriateness of the development to its surroundings. Satisfactory design quality and harmony involves among other things:

- Appropriate use of quality building materials and harmony and proportion of the overall design;
- Architectural style that is compatible with the overall character of the district or neighborhood;
- Height, mass and color of the proposed structure as compared to adjacent and abutting structures; and,
- A plan that is consistent with sound land planning, good site engineering design and architectural principles.

Adoption of architectural guidelines or design standards is necessary to complement the site review and approval process

pertaining to the definition of quality development, specification of architectural style and harmony of design. Design guidelines should consider the Unified Development Code, deed restrictions, the existing built and natural environments, local culture and history, public streetscape improvements, and local public policy. Their legal basis should be firmly established in the Plan, particularly associated with specifically defined areas of significance. Design regulations are most suitable in a separate section of the Code of Ordinances, but integrated with the Unified Development Code.

Implementation of successful community enhancement will rely on four critical factors:

- Public/private cooperation;
- Regulatory consistency;
- Marketing of opportunities; and,
- Financial resources.

The business development climate in Schertz must remain strong and even be strengthened through a joint public-private initiative to promote establishment and growth of desirable retail, service, restaurant, and entertainment businesses. A strong spirit of cooperation between property and business owners and the City of Schertz can be fostered in adopting, implementing or strengthening regulations regarding landscaping, lighting, signage, and property maintenance. The City should provide the organizational capacity and resources needed to implement such activities.

An area specific enhancement plan must be considered as an economic development plan as well as a building renovation and appearance plan. Economic development is the cooperative action between the public and private sectors, which results in widespread and sustained private investment in the marketplace. The community's economic development program relates to community actions designed to attract and encourage business growth and promote job creation.

Implementation Funding Options

Potential financial resources include a variety of funding sources, such as:

- Creation of a self-assessment benefit district that levies a special assessment tax on businesses and property owners in the district for the purpose of carrying out specific public physical improvements.
- Creation of a special service area in which property owners are taxed with a mill levy or a special assessment and the funds generated are used for infrastructure improvements, maintenance programs, public parking, etc.
- Sales tax funds dedicated for revitalization and redevelopment of commercial areas. The City may utilize non-profit development corporations to promote the creation of new and expanded industry and manufacturing activity within the City and surrounding vicinity. A Section 4A-development corporation is funded by the imposition of a local sale and use tax dedicated to economic development. The Section 4B one-half cent sales tax can be used to promote a wide range of civic and commercial projects. These are possible if the City has room in the local sales tax structure.
- Bar and Restaurant tax.
- Work to obtain State approval of Transportation Enhancement funds for improving sidewalks and installing unique streetscape features within a target area.
- Utilize Community Development Block Grant (CDBG) funds for public infrastructure and community services programs.
- City of Schertz Capital Improvement Program and Annual Budget.
- Transportation Equity Act for the 21st Century (TEA-21) and State Highway Funds can be used for a variety of transportation enhancements and improvements. For example, the Surface Transportation Program may be used for improvements on roads that are not functionally classified as local or rural minor collectors.
- Texas Recreation and Parks Account Program allows local units of government to apply for park grant funds for outdoor recreation from the Texas Parks and Wildlife Department. This program provides 50 percent matching grant assistance to eligible local governments for the acquisition and development of public recreation areas and facilities.

- Venue taxes - Cities may adopt a venue project tax whereby they can collect taxes to fund a specific voter-approved economic development project. Projects may include sports stadiums, convention centers and related improvements, or tourist development along an inland waterway. Venues that may be taxed include admissions, motor vehicle rental, event parking, hotel occupancy, and facility uses.
- Local Property Tax Incentives that may be utilized by cities to attract commercial enterprise are:
    1. Property Tax Abatement in which a City may enter into an agreement to abate (waive and/or postpone) property taxes in a "reinvestment zone"
    2. Tax Increment Financing is a tool to publicly finance needed structural improvements and enhanced infrastructure within a defined area. The costs of the improvements are repaid by the contribution of tax revenues that are attributed to the increase in the property values due to the improvements in the reinvestment zone.
- A City may adopt the following programs to augment tourism programs that bring visitors to the area:
    1. Local Hotel Occupancy Tax provides an important source of funding for maintaining a City's tourism program.
    2. Designation under the Texas Program for Historic Landmarks with the owner's approval provides eligibility for ad valorem tax exemptions and State grant preservation funds, technical preservation assistance, and inclusion in travel guides.
    3. Designation under the National Park Service as a registered historic district, landmark or archaeological site provides for certain tax credits available for certified rehabilitation of income producing buildings, sales tax relief paid on labor costs and allows for federal historic preservation grants-in-aid.
- A City may provide a grant or loan of City funds or services to promote economic development, but must ensure that the public purpose of economic development will be pursued by the business through the creation of jobs, or expansion of the tax base by construction of or enhancement of physical

facilities. Safeguards and demonstrable benefits should be stipulated in a contract agreement in which there are tangible means for measuring the business' meeting of its obligations.

- A City may provide land to promote economic development by obtaining and even partially developing a site to show to businesses that may relocate to the area. Examples may include the purchase of land for municipal facilities including water and sewer treatment plants, industrial parks, municipal airports, and City streets.
- If permitted by the City charter, a City may issue bonds to finance infrastructure improvements and certain manufacturing and commercial facilities. These bonds may be issued through the development corporation, a tax increment-financing district. Commercial buildings must be subsequently leased to a private entity. Bonds may be issued by an industrial development corporation and are payable solely from sales tax proceeds.
- Public Improvement Districts (PIDs) are a means for undertaking public improvements by allowing a City to levy and collect special assessments for property within the City or its ETJ. Improvements include water, wastewater, sewer drainage, sidewalks, street, mass transit, parking, library, park and recreation, landscaping, art installation, pedestrian malls and other similar projects. Also included are safety services and business-related services such as advertising, recruitment and development. The City or affected property owners must petition for the creation of a PID. The revenue from the special assessment must be used for the specified improvements or developments in the PID.
- Municipal management districts are a relatively new way that commercial property owners may enhance a defined business area to finance facilities and improvements above and beyond what is already provided by the City or property owners. The improvements may be paid by a combination of self-imposed property taxes, special assessments, impact fees and other charges against the property owner. Such a district is meant to enhance, not replace City services in the area.

Community Enhancement Goals and Objectives

The following goals, objectives, policies and actions were prepared by the Steering Committee as a result of the issues and needs identified by community residents at the Community Forum in May of 2001 and throughout the development of this Plan.

GOAL 1: ***Improve and maintain a strong community character that is attractive and desirable for residents, businesses and visitors to the City.***

Objective A: Enhance the visual and aesthetic character of the community through the establishment of programs, standards, and guidelines.

Action 1: Consider establishing a program to organize and promote the maintenance and upkeep of neighborhoods and commercial areas.

Action 2: Identify and cite code violations and proactively pursue compliance with City ordinances and regulations.

Action 3: Review and amend, as necessary, existing codes and ordinances to ensure that each achieves the desired results of an aesthetically pleasing, attractive community.

Action 4: Consider creating a recognition program that publicly acknowledges residential and business property owners for their role toward enhancing the visual quality and appearance of Schertz.

Action 5: Visually enhance and maintain public infrastructure improvements such as streets, traffic signals, signage, sidewalks, and parks, specifically in highly visible areas of the community.

Objective B: Develop gateways and scenic corridors into and through the community to establish a first

impression and create a recognizable identity for Schertz.

Action 1: Identify and develop specific locations for entrance gateways and enhanced corridors such as along I-35, I-10, FM 78, FM 3009, FM 1518, Schertz Parkway, and Main Street.

Action 2: Prepare specific gateway and corridor plans for public improvements such as bridges and traffic signals, landscaping, and entrance signage.

Action 3: Design visually appealing monument signs and install them at the identified gateway or character area locations.

Action 4: Utilize plant materials that are proven performers in the region. Install low maintenance, hardy, drought and flood tolerant plant materials in public right-of-way.

Action 5: Acquire oversized right-of-way for landscaped open space, connectors to nodes and community destinations, and for hike and bike trails.

Action 6: Create a corridor overlay district along specified enhancement corridors to enact unique design guidelines to include provisions for signage, landscaping, lighting, building facade design, materials and other visual elements.

Action 7: Consider creating a City sign ordinance, as necessary, to control the location, type, style, height, size, lighting and scale of signs throughout the City with specific standards for identified enhancement corridors.

Action 8: Incorporate associated enhancement costs into the Capital Improvement Program and Annual Budget.

Action 9: Determine and pursue additional funding sources for enhancement projects and

develop a timeline for submitting applications to necessary agencies.

Objective C: Recognize and showcase unique identities of different areas of the community including Cibolo Creek, Main Street, the public sector campus, and other distinct areas of Schertz.

Action 1: Fund, design and install distinctive street signs, signals, lighting and directional signage identifying areas of the City as unique and focal points of community activity. Select or design street signs, street signals, and directional signage and kiosks that are unique and consistent with the context or special character of the area. Request input from appropriate organizations and agencies.

Action 2: Create Main Street and public sector campus overlay districts to enact unique design guidelines to include provisions for signage, landscaping, lighting, building facade design, materials and other visual elements.

Action 3: Consider conducting, funding and implementing a public sector campus master plan.

Action 4: Partner with the area Chamber of Commerce, businesses, schools, and organizations to develop and maintain dialogue and programs to promote local businesses, festivals, and community related activities.

Action 5: Assess and incorporate associated enhancement costs into the Capital Improvement Program and Annual Budget.

Action 6: Develop an annotated nature trail along Cibolo Creek to include an historic trail/corridor on Main Street and FM 78. Work with the Texas Historical



Commission (THC) to designate and exhibit local historic markers.

Objective D: Consider a property maintenance code and enforcement program for vacant, undeveloped and distressed properties, which provide opportunities for renovation and redevelopment.

Action 1: Encourage and support private initiatives to landscape and beautify vacant and underutilized lots. Uses include community gardens and other passive recreation.

Action 2: Conduct a visual property and building maintenance survey to identify priority parcels or structures. Suggest improvements and work with property owners to bring parcels within conformance of existing codes, including landscaping, signage, and building condition.

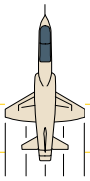
Action 3: Consider the implementation of a property maintenance code to provide minimum standards for property and building upkeep and maintenance.

Action 4: Partner with community organizations and agencies to create and implement a paint partnership program.

Action 5: Develop other programs to encourage property owners to maintain and enhance their property to create an asset for the City.

Objective E: Improve the visual environment in high priority areas of the City by relocating or burying overhead power and utility lines where practical and feasible.

Action 1: Establish a partnership with local utility providers to determine the cost, timing, and feasibility of relocating overhead lines underground or to the rear of lots throughout the City, specifically along



defined enhancement corridors, community nodes and character areas.

Action 2: Amend applicable ordinances, as necessary, to require utility lines to be buried, located at the rear of lots, or along the perimeter of subdivisions.

Action 3: Incorporate the costs to bury overhead power lines along identified enhancement corridors, such as FM 78 and I-35, into the Capital Improvement Program and Annual Budget.

GOAL 2: Enhance aesthetics throughout Schertz by improved site planning to include vehicular and pedestrian mobility, paths and trails, roadway layout, usable open space, and appropriate landscaping, lighting and other amenities.

Objective A: Enhance the appearance of major thoroughfares, residential streets and commercial areas in Schertz.

Action 1: Devise, fund and implement corridor enhancement plans for Main Street, FM 3009, FM 1518, Woodland Oaks Drive, FM 78, I-35, I-10, and other thoroughfares as determined appropriate and necessary.

Action 2: Develop enhanced design standards for public improvements such as bridges, sidewalks, crosswalks, streetlights, traffic signals, and signage.

Action 3: Monitor the implementation for physical road improvements at the City, County and State level.

Action 4: Amend the City's typical roadway cross sections for future development, to increase or decrease the width of right-of-way and pavement to allow for adequate space for pathways, landscaping and buffers.

Action 5: Utilize marginal access roads to create additional open space adjacent to major thoroughfares.

Action 6: Develop and implement landscaping and irrigation standards and specifications for all classifications of roadways.

Action 7: Develop and implement a street tree planting program along defined enhancement corridors, with sensitivity to utility placement and maintenance concerns.

Action 8: Continue to dialogue, monitor and provide input to TxDOT for the proposed improvements to FM 78. Partner with TxDOT to provide adequate vehicular and pedestrian mobility, site ingress and egress, and tree and lighting installation.

Action 9: Develop a corridor improvement plan and include it in the Capital Improvement Program and Annual Budget, including costs for design, installation, and long-term maintenance.

Objective. B: Create gateways into the City along major thoroughfares entering the community as well as entering neighborhoods and other defined districts such as the public sector campus, parks, Main Street and other valued areas throughout Schertz.

Action 1: Amend the City's Unified Development Code, as necessary, to allow provisions for flexible building and parking setbacks, minimum parking ratios and requirements, open space area and easements, raised street medians, traffic calming devices and banner districts at entrances to neighborhoods, distinct areas, and special districts.

Action 2: Amend the City's design criteria, as necessary, to incorporate provisions for use of traffic calming techniques at the entrances to neighborhoods, distinct areas, and special districts.

Action 3: Consider a plan review process to coordinate the design and appearance of residential and nonresidential development, including special features such as building facades and materials. Potential element considerations include special architectural features and themes, facade treatments and materials, paving materials and patterns, unique lighting, landscaping, entrance monuments, increased open space, raised street medians, and other special features such as earthen berms, retention ponds, swimming or reflecting pools, fountains or statuary.

Action 4: Amend the Unified Development Code, as necessary, to require entry monuments at all major entrances of residential subdivisions and commercial centers, industrial parks, and other distinct areas to create an identity for the area.

Objective. C: Create public open spaces and pedestrian pathways throughout the community to create a network of greenbelts and parks providing recreational opportunities, visual relief from development density and public infrastructure. Consider acquisition of additional open space and begin to determine, acquire and construct bike and pathway linkages between community parks, schools, neighborhoods, nodes, and public facilities.

Action 1: Conserve and preserve existing open space throughout the community, including areas along thoroughfares, within neighborhoods, and specifically natural resource areas.

Action 2: With the exception of Main Street and other constrained environments, amend the Unified Development Code, as necessary, to allow provisions for increased building and parking lot



setbacks and open space easements adjacent to thoroughfare and collector roadways.

Action 3: Consider the acquisition and preservation of environmentally sensitive or unique natural resource areas throughout the City, to include wetland and flood prone areas.

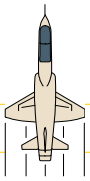
Action 4: Preserve adequate right-of-way to accommodate increased setbacks for open space easements, pedestrian and bicycle mobility, and tree planting.

Action 5: Amend the Unified Development Code, as necessary, to require provision of reasonable site triangle setback requirements and height restrictions at intersections of collector and arterial roadways as well as points of ingress and egress to commercial and other uses.

Action 6: Utilize increased buffer widths between non-residential and residential uses to minimize potential adverse impacts associated with major thoroughfares or higher intensity uses.

Action 7: Acquire and maintain excessive right-of-way, vacant lots, vacated alleys and easements, areas beneath power lines, irregularly shaped and other less desirable parcels, as public green space and connectors between parks and recreational areas.

Action 8: Foster pedestrian mobility between natural, residential, commercial and unique character areas through the use of safe and ample walkways, crosswalks, bikeways and arcades to provide an interesting and varied articulation of street and open space spatial experiences.



Objective D: Enhance the appearance of properties adjacent to major thoroughfares and other highly visible areas.

Action 1: Amend the Unified Development Code, as necessary, to require consistent, compatible, and cohesive perimeter buffering and fencing adjacent to residential subdivisions as well as nonresidential developments.

Action 2: Amend the Unified Development Code, as necessary, to require perimeter landscape and open space easements around subdivisions and nonresidential developments, when adjacent to major thoroughfares, collector roadways, and public facilities and properties.

Action 3: Ensure the provision of assurances for long-term care and maintenance of perimeter fencing and landscaping.

Objective E: Utilize standards and policies to guide the visual appearance of buildings and other facilities and improvements.

Action 1: Establish standards and guidelines to achieve a high quality sustainable built and natural environment that is consistent with the community vision and compatible with the natural environment.

Action 2: Create design standards or architectural guidelines for multiple family dwellings, commercial and industrial buildings, and public facilities.

Action 3: Develop and implement a site plan review process to ensure conformance with standards and policies pertaining to architecture and site design.

Action 4: Create and utilize a Planned Unit Development (PUD) provision in the Unified Development Code to preserve natural and undevelopable areas and to encourage site specific development to

include cluster development, and creation of special features including retention/detention ponds, lakes, open space, and other visual attractions.

Action 5: Develop compatibility standards for the design and appearance of commercial office, retail and light industrial buildings when adjacent to or in proximity to single or multiple family residential development or special character areas.

Objective F: Adopt enhanced signage controls in areas adjacent to major thoroughfares and interstates, collector roadways, residential neighborhoods, and other highly visible areas.

Action 1: Create a corridor overlay district with enhanced regulations pertaining to the location, type, style, color, lighting, size, materials and scale of signage.

Action 2: Create or amend the City's sign ordinance to include provisions for submission of master signage plans for commercial centers or master planned developments.

Action 3: Require signage that visually blends with a proposed development and also fits into the context or character of the surrounding area.

Action 4: Partner with TxDOT and surrounding municipalities to consider the creation of a "Scenic Corridor" district along I-35 and I-10 to restrict the number and placement of billboards.

Objective G: Enhance the appearance of nonresidential parking areas.

Action 1: Amend the Unified Development Code, as necessary, to require enhanced periphery and interior landscaping standards and pedestrian mobility within parking and vehicular use areas.

Action 2: Consider creating or amending existing landscape island standards to require

islands to be designed and grouped together to create defined aisles, entrances and pedestrian walkways.

Action 3: Establish a ratio of landscape islands per parking stall, such as one island per twenty spaces. Vertical curbs should protect each island.

Action 4: Require that parking lot trees be planted in the parking areas, to reduce the heat island effect and provide shaded areas for pedestrians.

Action 5: Establish minimum landscape and irrigation installation and maintenance standards for trees, shrubs, groundcovers, turf and other landscape materials.

Action 6: Require perimeter parking lot buffers to fully screen parking and service areas from adjacent roadways, properties and incompatible uses.

Objective H: Screen accessory and incidental uses, equipment, and storage areas.

Action 1: Amend the Unified Development Code to require the screening of refuse enclosures; exterior ground-mounted or building-mounted equipment including mechanical equipment, utilities, meter banks and coolers, rooftop equipment, service bays, and storage of materials, products and equipment.

Action 2: Implement or continue to conduct a site plan review process (including building elevations) to ensure conformance with the Unified Development Code and in particular for review of screening requirements.

Objective I: Preserve existing views that convey the indigenous heritage, character, environment and landscape of the City.

Action 1: Amend the Unified Development Code to establish a process to determine valued viewsheds within the community.

Action 2: Inventory and determine existing valuable views and designate them as viewshed protection areas or zones.

Action 3: Implement a viewshed preservation or enhancement provision to the Unified Development Code for areas with varied topography, environmental sensitivity or development significance.

GOAL 3: Invest in Main Street to establish a vibrant mix of places to work, live, and visit, with shops, restaurants, places of entertainment, and a variety of dwelling units.

Objective A: Create an aesthetic and physically appealing character in Main Street that creates a unique destination for visitors.

Action 1: Consider the creation of a mixed use/recreational/commercial overlay district for Main Street.

Action 2: Adopt and utilize urban design guidelines consistent with the existing mixture of architectural styles to create a unique "sense of place."

Action 3: Prepare design guidelines or standards in cooperation with property owners and other organizations, agencies, and stakeholders in the Main Street area.

Action 4: Incorporate distinctive improvements such as street and sidewalk paving patterns, crosswalks, unique street signage, and pedestrian amenities.

Action 5: Construct entrance markers as “mini-gateways” to Main Street with identification signs and landscaping.

Objective B: Encourage the renovation, reuse, and rehabilitation of existing underutilized structures and allow for new infill development

which is compatible with the area's existing built form, architectural and historic character and that will bring businesses, visitors, and residents to the area.

Action 1: Comprehensive, consistent application of the existing building code shall be applied when reviewing redevelopment and improvement projects, (for example, health and risk factors such as electrical, plumbing, and fire codes,) to older structures.

Action 2: Recognize and provide opportunities to enhance architectural or design features that promote the historic character and appearance of building facades, sidewalks, parking, and lighting. Use all of these elements to promote a more attractive appearance in Main Street.

Action 3: Utilize incentives to encourage redevelopment and adaptive uses of historical and significant buildings, structures and resources.

Action 4: Consider tax abatements for rehabilitation and restoration of historic or culturally significant buildings for a specified period of time.

Action 5: Encourage lease/purchase arrangements of properties owned by trusts that currently own Main Street buildings.

Action 6: Require redeveloped and infill structures to blend with the character, design, materials, and scale of existing structures and block faces on Main Street.

Action 7: Promote a safe environment through Crime Prevention Through Environmental Design (CPTED) standards and community-based law enforcement.

Action 8: Fund, undertake, implement and administer a Main Street master revitalization and improvement plan to



assess and enhance the mix and demand for particular uses, aesthetic improvements, transportation, mobility, funding, incentives, marketing and image.

Objective C: Attract entertainment and dining establishments to Main Street including theaters, restaurants, cafes and specialty shops.

Action 1: Partner with the Chamber of Commerce and other stakeholder organizations and agencies to establish an aggressive commercial and retail development program to attract and retain desirable uses within Main Street.

Action 2: Consider offering incentives to property owners who lease or develop their buildings with restaurant and other desirable uses.

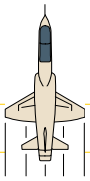
Action 3: Offer a clear and expedited permit process for entertainment, restaurant, and other desirable uses.

Action 4: Encourage the location of entertainment venues to include a drive-in theater, dinner theaters, a dance hall/pavilion, and other specialty shops to include "Americana" memorabilia, art and artisan galleries.

Objective D: Provide direct and adequate access to and parking within the Main Street corridor thereby encouraging shopping trips by local residents and visitors.

Action 1: Designate and label routes to Main Street so that it is easy to find from various thoroughfares, including FM 78, FM 3009, FM 1518, I-35, and I-10, and Schertz Parkway.

Action 2: Create unique gateways and identifiers into special character areas, such as the Main Street district, to create a sense of arrival.



Action 3 Consider traffic calming and on-street parking options along Main Street to slow vehicle traffic and provide sufficient on street or nearby parking to get visitors out of their automobiles.

Objective E: Consider establishing business development incentive programs that offer financial assistance and technical expertise to commercial property owners within Main Street for upgrading and renovating building facades, in accordance with established design guidelines.

Action 1: Support a Business Development Loan Fund, Building Loan Improvement Program, Paint Program, facade grant program and Historic Tax Credit Program to assist property owners with the improvement of properties, facades, and other physical enhancements on Main Street.

Action 2: Consider the creation of a municipal management district or public improvement district within Main Street, which has the authority to levy an assessment apportioned for improvements.

Action 3: Solicit funds from private businesses to supplement a program grant fund.

Action 4: Solicit the involvement of local financial institutions to establish a low interest loan program for property and facade improvements.

Action 5: Consider creating a special Main Street fund in the City's Annual Budget.

Objective F: The City should seek to create an attractive pedestrian environment on Main Street to entice residents and visitors to the area.

Action 1: Provide incentives to encourage property and business owners to install trees, colonnades, cantilevered canopies or

awnings to provide shade and shelter as well as an attractive cohesive appearance along Main Street.

Action 2: Offer rebates (through tax reduction, a facade grant fund, etc.) for canopy installation/replacement and facade restoration and enhancements to Main Street property and business owners.

Action 3: Create an overlay district and establish architectural and design guidelines to conform to a redevelopment theme and strategy for Main Street.

Action 4: Consider developing a long-term Master Plan for Main Street to generate interest, excitement for redevelopment as well as to use as a marketing tool.

Objective G: Organize additional festivals, dances and other community activities to focus attention on the City and Main Street and nearby park and trail system.

Action 1: Publicize and encourage participation in local festivals, celebrations, concerts, and other community activities.

Action 2: Create positive partnerships with businesses and property owners to sponsor festivals, dances and other community activities.

Action 3: Further promote regional festivals that showcase, Cibolo Creek, community parks, Main Street and local history.

CHAPTER NINE GROWTH CAPACITY



SCHERTZ COMPREHENSIVE LAND PLAN

Growth Capacity represents the limits within which the City of Schertz may grow before straining the physical, economic and social boundaries of the community. The citizens of Schertz have a very clear image of the community in which they expect to live, the services they anticipate, and the quality of life they deserve. Maintaining those expectations involves choices by both area residents and local leadership. As indicated in the Community Profile, Schertz is a growing community – a trend that is not expected to change. However, as indicated in the Land Use Element, the land available for residential development in Schertz is limited, particularly when considering areas within corporate limits, outside of the AICUZ and equipped with adequate infrastructure.

Should the City initiate an aggressive annexation policy, increase the density of local development, change the pattern of development, or perhaps even restrict the growth of the community? Any decision regarding growth will impact all other facets of the community. Infrastructure is expensive to develop and maintain. Growth constraints have a tendency to accelerate housing value and costs thereby reducing the amount of housing affordable to young families, retirees, or low and moderate-income households. On the other hand, unfettered growth has a tendency to reduce local quality of life and impair the social capital of the community.

Residents and local leaders alike have voiced concern over the pace and pattern of growth within Schertz, as well as its impact upon the community. However, very few individuals have indicated a desire to restrict or eliminate growth. Rather, the vast majority of individuals seek to **manage** growth activity and **craft** a future in which Schertz not only continues to be the community in which existing residents wish to live, but also their children and their grandchildren.

Capacity for growth is based upon a number of variables including available and appropriate land; adequate infrastructure, facilities and services; type of growth; desire to grow; and protection of community character. Each of these items has been addressed, at least to an extent, in previous sections of the Plan. In the Growth Capacity Element, several of these issues are analyzed together along with new issues, such as discussion of adequate water and wastewater.

Residents and local leaders of the City of Schertz are determined to effectively manage growth in order to maintain and enhance the quality of life they both expect and deserve. To do so, they propose to build upon a number of growth management techniques such as Smart Growth, community design that maximizes the use of available land, annexation of areas within the extraterritorial jurisdiction, adequate public facilities ordinances, techniques to protect area character, and regional coordination and implementation.

Key Growth Capacity Issues

Growth within Schertz

As indicated previously within the Plan, extensive residential growth has become the trend in this community. The population in 2000 of 18,694 represented a 76.4 percent increase over the course of a decade. Observing history, this rate of growth is normal and, given the tremendous growth of the San Antonio area as a whole, there is no reason to believe that the trend will not continue.

By 2010, it is possible that the population of Schertz could reach 30,253 residents. Moreover, by 2020, the population could climb to nearly 50,000 persons.

Industrial growth is also occurring at an impressive rate. While it is more difficult to anticipate industrial growth than residential growth, it is safe to assume that development will continue to take advantage of the location amenities offered in Schertz.

In the case of both residential and industrial development, steady growth assumes that the land, infrastructure, facilities, services and other quality of life issues will continue to be in place to make such growth viable and desirable. In fact, this may be the case, but only for the short term.

Available and Appropriate Land for Growth

The vast majority of housing and industrial development constructed in Schertz today is occurring in the northern, more urban area in new subdivisions and industrial parks. Housing construction in southern Schertz is currently much more sporadic because of the physical constraints of developing in the area.

Industrial development in the southern area of Schertz is largely nonexistent.

Various areas within the municipal limits of Schertz face physical constraints that limit development capacity. Most relevant of those constraints are the Air Installation Compatible Use Zone that protects the flight path around Randolph Air Force Base and the significant area that exists within the 100-year floodplain.

AICUZ. A significant portion of all land available for enhanced development is located within the Air Installation Compatible Use Zone (AICUZ). While risk involved in locating near an air installation is very minimal, Randolph Air Force Base seeks to further minimize the potential for injury, loss of life and simple nuisance to civilians by limiting development activity within the immediate takeoff and landing flight path and areas that experience high levels of noise. In this manner, Randolph Air Force Base continues to operate compatibly with the surrounding area.

Table 9.1, AICUZ Generalized Compatibility Chart, details permissible land uses recommended through AICUZ. Residential units permitted require a minimum of one acre per home. Boundaries of the AICUZ can be found in *Section 4, Land Use*.

Table 9.1
AICUZ Generalized Compatibility Chart

Accident Potential Zones			
Generalized Land Use	Clear Zones	APZ I	APZ II
Residential	No	No	Yes
Commercial	No	No	Yes
Industrial	No	Yes	Yes
Public/Quasi-Public	No	No	No
Recreational	No	Yes	Yes
Open/Agriculture/ Low Density	No	Yes	Yes

Noise Contour (DNL, dB)				
Generalized Land Use	65-69	70-74	75-79	80 or more
ential	Yes	No	No	No
Commercial	Yes	Yes	Yes	No
Industrial	Yes	Yes	Yes	Yes
Public/Quasi-Public	Yes	No	No	No
Recreational	Yes	Yes	No	No
Open/Agriculture/ Low Density	Yes	Yes	Yes	Yes

Notes:

- *Residential in APZ II is limited to a maximum density of 1 dwelling unit per acre*
- *Commercial, Industrial, Recreational & Open/Agriculture/ Low Density uses in APZ I & APZ II are limited to low-density uses only*
- *Open/Agriculture/Low Density uses in Clear Zones permit limited agricultural uses*
- *Residential within 65 to 74 DNL contours and Public/Quasi-Public located in 70 to 79 DNL contours are permitted as long as sound reduction material is installed*
- *Detailed compatibility guidelines are available as AICUZ Study Table 4.2 of the Air Installation Compatible Use Zone Study for Randolph Air Force Base, Texas, December 2000*

Source: Air Installation Compatible Use Zone Study for Randolph Air Force Base, Texas, December 2000



Concrete slabs are a silent reminder that this was the location of manufactured housing prior to severe flooding. Today, only a portion of Pecan Grove is used for housing.

Floodplain. Significant portions of the City of Schertz are located within the 100-year floodplain. In fact, recent floods resulted in large scale flooding throughout the community. The Pecan Grove mobile home park is only a portion of its previous size as a result of severe flooding. Today, the entrance into the site appears to be a well-groomed park. Upon closer inspection, slabs remain where mobile homes once provided housing to Schertz residents. Closer to Cibolo Creek, the area has simply been abandoned. Across the creek, on higher ground, is the remainder of the Pecan Grove Mobile Home Park.

Other sections of Schertz, particularly those in close proximity to the creek have been victims of flooding. Aviation Heights, among the first residential areas of Schertz, is among the areas more recently flooded.

New residential development is outside of the 100-year floodplain. However, the areas within Schertz that are outside of the floodplain and conducive to residential development are quickly diminishing.

Figure 9.1, Residential Growth Capacity, indicates the amount of land within the municipal boundaries of Schertz available for residential development. Of the nearly 24,000 acres of land within Schertz, only 2,800 are recommended for residential development. An additional 2,250 acres are indicated as available, but not recommended for residential development.

Table 9.2, Land Available for Residential Development, compares the amount of land available against each of the existing zoning districts to show the number of homes that may be constructed within the community if no annexation occurs, minimum lot sizes remain the same, and no more than the standard 15 percent of available land is used for streets and other infrastructure. This assumes that the community will not use any of the land available for construction of public facilities, parks or open spaces.

Table 9.2
Land Available for Residential Development

Zone District	Minimum Lot Size*	Estimated Number of Units: Of 2,803.2 Acres Recommended for Residential Development	Estimated Number of Units: Of 2,243.8 Acres Not Recommended for Residential Development
R-1	9,600.00	10,812	7,684
R-2	8,400.00	12,356	6,724
R-5	5,000.00	20,758	4,002
R-6	7,200.00	14,415	5,763

** in square feet*

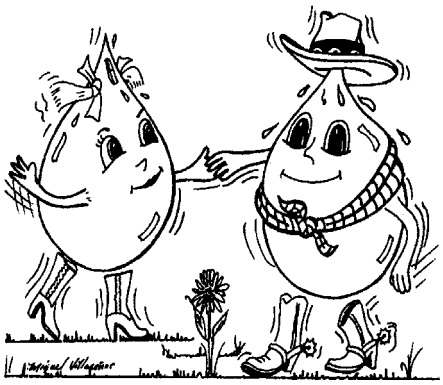
Source: Wilbur Smith Associates based upon minimum lot sizes in the Unified Development Code for the City of Schertz, 1996

Adequate Public Infrastructure, Services and Facilities

The ability to grow is based as much upon the availability of adequate public infrastructure and services as it is upon the availability of land for development. As previously mentioned in the Public Facilities element of the Plan, adequate services play a major role in local quality of life. In this manner, infrastructure is certainly no different from services. Development can and does occur without public water and wastewater systems. However, this form of development is inefficient in its use of land, spurs urban sprawl, and inhibits the ability to develop as an urban area.

Numerous public services and facilities including streets, law enforcement, fire protection, emergency medical services, libraries, and other government functions have previously been addressed. Two crucial components of public infrastructure that remain to be addressed include provision of water and wastewater collection.

Water. Within Texas, particularly west Texas, water is a primary constraint to development. Under normal circumstances, Schertz would be included in this category. However, through innovation and cooperation, area leaders have solved water problems for the next several decades.



Tired of the Texas Water Two-Step?

This brochure is prepared by the City of Schertz to help you understand our investment in a drought resistant water source for your home.

The enclosed three-year rate increase provides our Out of City customers a quality water supply for over 50 years.

Cover of brochure published by the City of Schertz announcing a new water source to area residents.

Schertz currently depends upon the Edwards Aquifer for water. The Edwards Aquifer Authority, created in 1993 to manage, conserve and protect the aquifer, has been charged with the responsibility of limiting pumping to 450,000 acre feet per year. Schertz is annually allotted a portion of the water to be withdrawn from the aquifer, with the ability to buy or lease water rights from other permit owners, as needed.

In 2001, the Edwards Aquifer Authority reduced the allocation of water for the City of Schertz by 29 percent, leaving the City with roughly half of the water necessary to meet current needs. The remainder will be purchased from other permit owners at significant cost.

Fortunately, this will also be the last full year that the City of Schertz will depend upon the Edwards Aquifer for water.

Through a joint venture with the City of Seguin, local leaders have formed a municipal authority, the Schertz-Seguin Local Government Corporation, and acquired land in Gonzales County for the purpose of gaining water through the Carrizo-Wilcox Aquifer. This aquifer, reported to be one of the largest in the United States, offers a more drought resistant, pure, and plentiful water source for both Schertz and Seguin residents. Service will be available to residents by 2002 and is anticipated to provide ample water to Schertz through 2050. Should more water become necessary, additional wells can be constructed.

The service does not come without a cost. In order to construct the six wells, a water treatment plant and approximately 37.5 miles of pipeline, the two cities and the Local Government Corporation have invested more than $51 million. Bonds were released February 2001 and residents are anticipating a series of increases in water costs. Despite the increase, area leaders enjoy general public support for the project and appreciation for the unusual and extraordinary commitment to intergovernmental coordination.

Therefore, while surrounding communities deal with the constraints that result from a shortfall of available water, the City of Schertz will likely be enjoying a surge in development as developers seek to take advantage of the foresight of local leaders. Additionally, because primary water lines are available throughout Schertz, development may have the opportunity to locate in a variety of areas within the community and understand that the capacity for water is available for many decades into the future.

Wastewater. As with the water system, the City of Schertz has a strong partner in the provision of wastewater service to residents and businesses of the community. Wastewater service to the City of Schertz is provided by the Cibolo Creek Municipal Authority (CCMA). In addition to Schertz, CCMA also provides service to the surrounding area, including Selma, Cibolo, Universal City and Randolph Air Force Base.

CCMA utilizes three treatment plants at a single location with the capacity to process 6.2 million gallons of effluent daily. The Authority takes great pride in the ability to successfully manage and maintain the facilities and system that allow Schertz residents access to quality wastewater treatment. In fact, seven years ago CCMA received national recognition by the Environmental Protection Agency for operations and maintenance. Of the three facilities managed by the Authority, two have already been rehabilitated and improved as necessary to maintain peak performance.

At present, CCMA is operating at only half of its potential hydraulic capacity and is currently in the process of assessing its treatment capacity. CCMA is currently coordinating with Texas Natural Resource Conservation Commission (TNRCC) to determine if modifications are necessary in the existing system to resolve a minor problem that occurred during the winter months when sludge processing slowed and allowed a small elevation in ammonium nitrate.

The majority of Schertz residents have full access to wastewater service; however, areas to the north and south continue to lack the infrastructure necessary to receive services. Most significant of these areas is the southern section of Schertz below Cibolo Creek. Despite the presence of the AICUZ and significant floodplain, this area continues to represent the best scenario for future growth of

the community within its existing borders. Currently, development in the area occurs sporadically, without design, and on large lots to utilize septic systems.

CCMA is currently coordinating with the San Antonio River Authority to address this issue. The area that is southern Schertz is within the service area of both entities with the boundary occurring at Woman Hollering Creek.



The HEB Marketplace is an aesthetically pleasing building surrounded by a sea of asphalt – a reminder of the community's current dependence upon the automobile.

The Impacts of Sprawl

Expansion has always been an integral part of the American consciousness. Land has always been abundant in the United States and part of the reward for hard work has always been the ability to acquire land, preferably within the "wide open spaces". As a result, our communities have always expanded as those with the means have sought the perceived freedom, pride in ownership and superior quality of life that comes with a new home built on previously "unoccupied" land. It is, in many ways, an experience that brings us, albeit at a milder scale, in touch with our adventurous, frontier-driven forefathers.

The advent of the automobile, mass-produced housing, the interstate, and an increase in per capita affluence have all worked together to make this part of the American Dream available to the middle class. Proximity to services has slowly become less of an issue as people have discovered the comfort of traveling by automobile to destinations remote from the living environment. It is not unusual to travel several miles to work, shop or play. As a result, residential development occurs in subdivisions that have little relationship to the surrounding environment. The result is known as "sprawl" and it has allowed communities to grow, consuming both the surrounding countryside and smaller communities.

This is the trend that is faced by Schertz as the presence and growth of San Antonio continues. It is also a trend that has the potential to consume, overwhelm and outgrow the community.

Sprawl has not come without costs and, today, people are beginning to realize that, in many ways, those costs are superceding the

benefits. Consider that while people have moved from the central city they have effectively altered commercial development patterns. This is easily recognizable in Schertz, where establishments have moved to make themselves more accessible to consumers. Main Street, the traditional commercial hub of Schertz, is only a remnant of its historic prominence as commercial establishments moved to the other side of the railroad tracks and to the more accessible FM 78. Today, however, FM 78 has also faded from prominence as a commercial corridor as residents have become more associated with I-35. While commercial establishments are merely performing a market function, they also leave a wake of areas in which investment and value are decreased.

Employment patterns have also changed as people have become accustomed to extended travel between work and home. For Schertz, as previously discussed throughout the Plan, this has meant an adjustment from its strong association with Randolph Air Force Base to a growing association with the ever-expanding San Antonio Metropolitan Area. Unlike many communities, Schertz is fortunate to have a successful employment base in the industrial area north of I-35, including the Tri-County Industrial Park and surrounding establishments. But this too has been a recent development that, like the new commercial growth along I-35, is designed to take advantage of accessibility, as opposed to a relationship with the surrounding community.

Too, as sprawl occurs, it does so with little regard for the cost of services and infrastructure necessary to maintain an expected quality of life. Prior to sprawl, expansion occurred in a dense pattern adjacent to other development, thus ensuring that infrastructure such as streets, water, and wastewater occurred in a systematic and cost effective fashion. Likewise, government services such as law enforcement, fire protection, schools, libraries, parks and general administration remained concentrated.

Throughout Schertz, particularly the section north of the public campus, subdivisions have leapfrogged vacant and developable parcels, yet infrastructure and services are still expected to stretch past these parcels without a decrease in quality. Because developers are required to generally provide much of the infrastructure that they require beyond the existing system, the added costs of development are simply added on to the cost of

purchasing a home. In *From Sprawl to Smart Growth*, Robert Freilich provides examples of the substantial costs associated with sprawl. He notes that the Urban Land Institute, in a study comparing sprawl conditions to those of traditional development concluded that the combined costs of sprawl added as much as $48,000 to the cost of a home. In another instance a community indicated that their ability to collect approximately $2,100 in taxes per household was roughly $1,600 less than necessary to adequately cover services.

Discussion of sprawl is necessary in relationship to the City of Schertz because, given the shortage of land available for future residential development, the obvious and simplest solution is annexation. However, annexation on its own merits promotes sprawl because it only makes more land available for development. It does not alter development policy or address the character of development.

To properly guide development the City plans to utilize annexation coupled with additional Smart Growth policies to allow for continued growth at a pace and pattern deemed appropriate for Schertz.

Key Features of the Growth Capacity Element

Annexation and the Annexation Plan

As stated in the Land Use Element, the prospect of future annexation is very real if Schertz is to continue to grow, particularly since a substantial portion of land available in the community is not overwhelmingly suitable for residential development. Given that the area is considered desirable and that water will be available in this area long after it is constrained in other communities, the currently unincorporated areas surrounding Schertz will begin to experience significant development pressure regardless of municipal boundaries. Unfortunately, if the surrounding areas are not within the incorporated area, the City will be relatively limited in its ability to manage the type, pattern or quantity of growth. The result may be significant large lot development that surrounds the community in an unincorporated and inefficient use of land.

Simply stated, the most direct means of regulating the long-term pattern of development in the ETJ is through annexation.

To do so, however, requires an annexation plan created in accordance with Chapter 43 of the Texas Local Government Code and as described in more detail in the Land Use Element.

Smart Growth

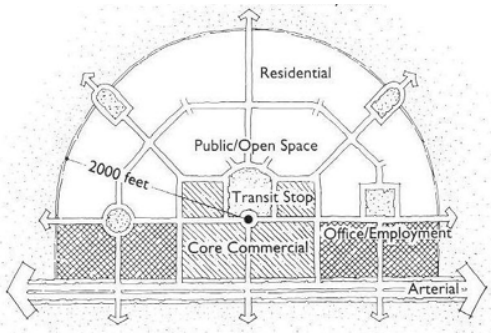
Just as important as the ability to annex additional land for residential development are the policies for managing the type, amount and pattern of growth. This common sense approach to development has been dubbed Smart Growth and communities across the country are attempting to achieve it. While the name is somewhat new, Smart Growth essentially represents utilizing sound urban planning practices that seem to have become forgotten or ignored. Smart Growth involves concepts such as balancing economic development and environmental protection, focusing new development where public services and utilities are already available, actively supporting redevelopment of older areas and vacant buildings, creating focal points and destinations for the community, reinventing and reinvigorating Main Street, supporting mixed-use areas, maintaining an efficient street network and infrastructure systems, providing attractive parks and pedestrian-friendly connections between neighborhoods, activity centers, the public campus, parks and schools.

By utilizing Smart Growth techniques, a number of which have already been discussed throughout the various elements, the City of Schertz is poised to provide a magnified effort toward promotion of public health, safety and welfare. Through effective planning and urban design, the City of Schertz can more efficiently utilize public resources.

As noted by residents and local leaders alike, the community is not searching for a means of stopping or even constraining growth. Smart Growth acts as growth management tool that simply rewards sensible development that enhances the existing community, community values and quality of life.

Does the City of Schertz currently practice Smart Growth techniques? The following general benchmarks allow the community to realize when it is promoting and succeeding in Smart Growth activities.

- Development is economically viable and preserves open space, and natural resources.
- Existing infrastructure is maintained and enhanced but expanded when appropriate to serve existing and new residents.
- Existing infrastructure is used efficiently by encouraging infill development rather than allowing peripheral development that requires added infrastructure.
- Compact development is focused on existing community centers, new town centers, and existing and planned transportation facilities.
- Land planning and urban design create a sense of community and ensure the ease of movement and safety of residents.
- Main Street and older, established neighborhoods such as Aviation Heights are recognized as being important.
- Land development patterns are concentrated within or immediately adjacent to urban areas where public facilities and services are convenient and can be efficiently utilized.
- Rural areas are conserved and preserved as agricultural lands or open spaces and are protected from premature encroaching urban development.



A conceptual design of a traditional neighborhood design based upon transit oriented development. The design focuses upon pedestrian scale development and integration of land uses.

Source: The Next American Metropolis, Peter Calthorpe.

Traditional Neighborhood Development & Transit Oriented Design

One means of managing growth is to proactively address the pattern of development, by location, relationship to the surrounding area and design. Traditional Neighborhood Development recognizes the benefits of neighborhood design with a traditional focus on issues such as density, open space, street width, pedestrian-friendliness, amenities, mixed-use development, design, scale, and compatibility with surrounding areas. Transit Oriented Design follows the same concepts with an additional focus on connection of neighborhoods and other "nodes" via transit. However, even in Transit Oriented Design, the primary means of transportation is pedestrian traffic, with transit available for trips outside of the neighborhood.

In the Land Use Element, Traditional Neighborhood Development techniques are proposed to be utilized in development within southern Schertz while Transit Oriented Design is proposed to potentially take advantage of commuter rail connecting San Antonio to Austin.

Advocates of Traditional Neighborhood Development, Transit Oriented Development and Smart Growth have come to realize that the concepts share many important qualities. In fact, Traditional Neighborhood Development and Transit Oriented Design are two means of meeting a number of the objectives of Smart Growth.

Characteristics of Traditional Neighborhood Development include:

- Focus on the neighborhood as a single, functioning unit that is part of a larger organization that is the City. As a single unit, each neighborhood should have definition. The boundaries or edges of the neighborhood unit should be recognizable, but not impassible. An edge need not indicate that every neighborhood in Schertz act as a fortress, but as a clearly recognizable entity.
- Each neighborhood should have a focus. A focus can be a gathering point, such as a park or community center. It may also be a destination such as an elementary school or commercial center. In any case, the focus, like the boundary, should be obvious and should include the character necessary to make it unique or important to the particular neighborhood.
- Pedestrian and vehicular movement is equally important. Many of the newest subdivisions constructed in Schertz are designed as monuments to the automobile with wide streets and incidental sidewalks. While it is not possible or desirable to eliminate automobile traffic, it is possible to make opportunities for pedestrian or bike travel more enticing. Narrower streets that reduce the scale and increase safety are already options in the Transportation Element of the Plan. Enhanced sidewalks and trails are also included and instrumental to success of the plan.
- Uses within the development are mixed to allow for nonresidential activities such as commercial establishments, schools and open spaces. Housing is also mixed to support a wide variety of housing needs. As a rule, higher density housing may wish to be closer or incorporated into commercial opportunities.

- Development is compact with a variety of green spaces as relief. Generally, lot sizes are smaller than is standard in the Unified Development Code for the City of Schertz and setbacks are also reduced beyond those found in the UDC.

In addition to those offered through Traditional Neighborhood Development, characteristics of Transit Oriented Design also include an integral connection with a regional transit system. Such a transit system should be designed to carry residents to areas outside of the neighborhood. While this is not meant as a means of replacing the automobile, Transit Oriented Design ensures added variety to transportation.

Utilization of Traditional Neighborhood Development techniques or Transit Oriented Design most often requires changes to existing ordinances. In the case of the UDC for the City of Schertz, this may mean creation of a new residential district or amendment of an existing district.

While the processes may remain the same, regulations regarding such items as setbacks and lot sizes may have to be adjusted to allow for more dense and creative development. Mixed-use opportunities such as incorporation of neighborhood commercial establishments or low impact home businesses should be permissible. Design guidelines should dictate the foundation for good design, but not restrict freedom of design beyond the desires of the community. Monuments and a variety of open spaces should be a requirement.

Benefits of Traditional Neighborhood Development and Transit Oriented Design include:

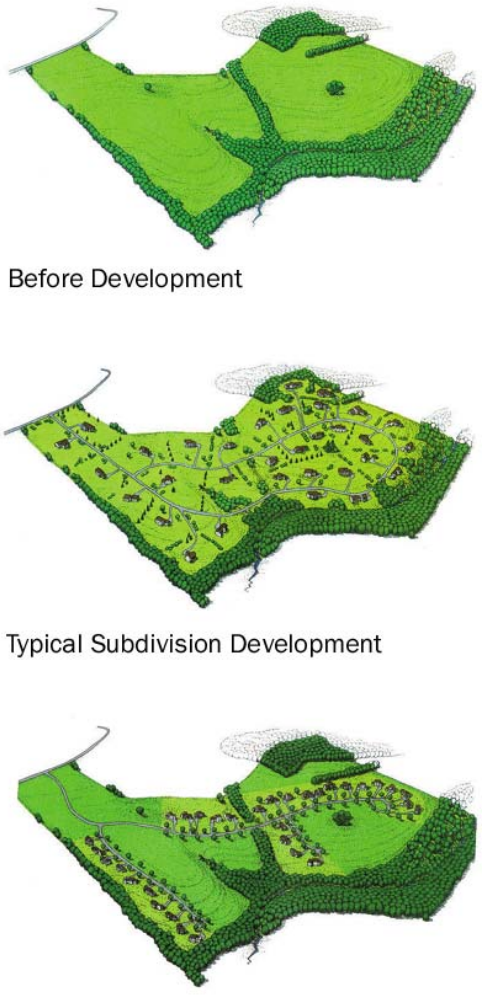
- Condensed development that allows for overall added units per acre thereby delaying buildout.
- Creation of additional parks and open spaces throughout the community.
- Increased density and proximity to services reduces the cost of infrastructure or provision of public services.
- Development containing characteristics of historic small town America that are considered aesthetically pleasing.

- Preservation of natural or agricultural areas that would otherwise be consumed for residential sprawl.
- More efficient utilization of space and added cohesion to the surrounding environment.
- Introduction of an added housing opportunity for persons with needs or desires such as affordability, accessibility, housing size, or location.
- Mixed-use development allows for opportunities such as home businesses or residential units above commercial establishments.
- Pedestrian-friendly environment designed to decrease dependence on the automobile, including integrated transit opportunities for travel outside of the neighborhood.

Conservation Subdivision Techniques/Cluster Zoning

The concept behind cluster zoning is simply to achieve the number of units allowed on a site, but reduce the lot sizes and cluster the houses in order to achieve efficiencies and creativity in design. By allowing the developer to place units closer together, cost is saved in terms of the amount of road and infrastructure to be constructed, land to be cleared, and storm drainage capacity. Further, open space, which could be used for parks, natural areas, wetlands, or agricultural areas, is preserved. Cluster techniques tend to create compact neighborhoods with a strong sense of identity and character. Additionally, the homeowner is able to reap the benefits of surrounding open space without the labor of ownership.

Unlike standard zoning, cluster zoning tends to take advantage of the strengths and weaknesses of an individual building site. Contours and views can be accentuated to add aesthetic character to the development and profit to the developer. Meanwhile areas such as floodplains, wetlands, and areas of historic significance can be utilized for open space.



An example depicting the design characteristics of Conservation Subdivision Techniques compared to traditional development. Using these techniques, the community is able to preserve valuable open space and rural character.

Source: Community Subdivision Techniques, Randall Arendt

More recently, a new derivation of cluster zoning, known as Conservation Subdivision Techniques, has been successfully utilized to replace large lot development, particularly in rural areas. Conservation subdivision techniques take the creativity and flexibility of cluster zoning an additional step by requiring conceptual designs and reducing standard site requirements.

Conservation Subdivision Techniques generally follow a four-step process:

- Step One: Identify primary conservation areas within the site. Primary conservation areas represent unbuildable areas such as floodplain, wetlands, steep slopes, or other areas of significance that are deemed inappropriate for development by the local jurisdiction such as prime farmland or forestland. These areas are not considered a part of the buildable area of the site when calculating the number of units that may be developed.
- Step Two: Identify secondary conservation areas within the site. Secondary conservation areas represent areas that are buildable but contain special features that the developer or the Schertz community would to like to see preserved. These may include forestland, prime farmland, special viewsheds that add character to the development or even areas that the developer wishes to avoid for the benefit and marketability of the project. Secondary conservation areas are included in determination of the total number of units that can be placed on the site because conservation areas are a "wish list" of items that the developer or the community would like to have remain, but are not required to keep. Both primary and secondary conservation areas should be drawn on a concept plan for consideration in placement of units. In concurrence with the clustering concept, Conservation Subdivision Techniques generally require a percentage of the site be set aside for open space. If so, the sum total of the primary and secondary conservation areas should be equal to or greater than the amount of open space required.
- Step Three: Calculate and place the number of units that may be developed on site. This is calculated as developed within the Unified Development Code and may be based on a minimum lot size or on a number of dwelling units per acre. Once the appropriate number of units is determined, they are placed upon

the site clustered according to appropriateness to the site. Lot lines and streets are not placed until the appropriate location of units has been determined. Decisions are made at this time regarding the need and the extent to which secondary conservation areas are to be encroached upon. Open space requirements may limit the amount of areas designated as secondary conservation areas that can be removed.

- Step Four: Lot lines and streets are added to the development and the final concept is developed. Lot lines are placed with little regard to concerns that are commonplace in most subdivision ordinances such as irregular lots or flag lots. Efficiency and desirability of design take primary precedence.

Both cluster zoning and Conservation Subdivision Techniques require changes to existing ordinances to build in needed flexibility and room for creativity.

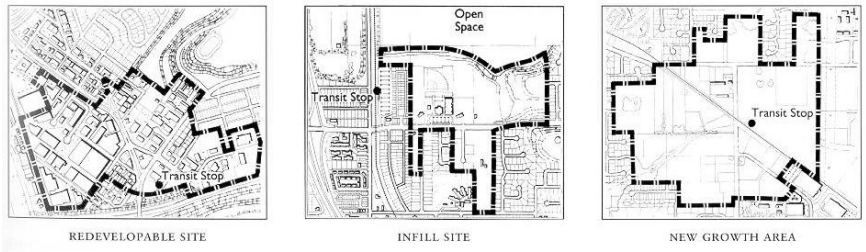
Benefits of cluster zoning/Conservation Subdivision Techniques include:

- Preservation of open space and rural character.
- Development is placed into clusters with reduced impact upon the environment.
- Condensed development can allow for overall added units per acre thereby delaying buildout.
- Specific sites of interest for conservation can be targeted for preservation and for use as parklands, trails or natural areas.
- Some open space can be used as "holding areas" to allow for more dense development as the City continues to expand. In this manner, Conservation Subdivision Techniques act as a temporary compromise between traditional development patterns and typical sprawl.
- Clusters tend to resemble the villages or hamlets that are characteristic of historic rural America and considered aesthetically pleasing.
- May be used concurrently with conservation easements to ensure that the land preserved through cluster zoning preserves open space and agricultural areas.
- Clustered development reduces the amount of added infrastructure created by the development.

Infill Development

A significant part of managing growth is an understanding of opportunities available for development within the existing boundaries. Infill development plays a prominent role in this effort by filling the gaps left by leapfrog development, removal of substandard structures, and completion of development projects in progress. Gaps in development are not only an inefficient use of land, they also leave the impression that the community lacks cohesion, is incomplete, or in a state of decline. As a result, gaps tend to weaken the value and marketability of surrounding development.

At issue, unfortunately, is the fact that many gaps in development can be difficult to fill. In the instance of vacant lots in older, established neighborhoods such as Aviation Heights, development may be slow to occur simply because of the slim margin of profit that comes with scattered site or single site construction, particularly in areas where the housing units are smaller and require materials, style and detail that are not seen on today's homes. Given the choice between infill housing of this nature and construction of a block of homes within a new subdivision, the choice becomes a simple matter of economies of scale for most builders and developers. Add to this the perception that infill housing is a riskier investment because it is not normally representative of what builders consider "today's market" or that demand for new housing simply does not exist in the older neighborhoods. Finally, site control and planning can also be difficult because of potential problems ranging from title to zoning issues.



Infill development is one of three important forms of development: redevelopment, infill and new growth. Infill development can eliminate gaps in the community caused by removal of dilapidated structures or, as depicted above, by vacant land as the result of "leap frog" development.

Other gaps within the existing boundaries of Schertz are likely the result of leapfrog development. In some cases, this is simply the result of one landowner's willingness to sell or develop. In other cases, site control or physical constraint issues may have made development unprofitable.

Regardless of the situation, if infill development is to occur, it often needs the addition of one or more "carrots" to overcome costs and perception issues. Incentives to development can be as obvious as funds to aid in development or financing, or as subtle as a streamlined permitting process for applicants building within designated infill areas.

Benefits of Infill Development include:

- Preservation of natural or agricultural areas that would otherwise be consumed for residential sprawl.
- More efficient utilization of space and added cohesion to the surrounding environment.
- Introduction of an added housing opportunity for persons with needs or desires such as affordability, accessibility, housing size, or location.
- Efficient use of public infrastructure and services through location within close proximity and at an improved cost for service.
- Added draw for commercial and office concentration or revitalization in older, established areas.

Planned Unit Development

Despite the best efforts of planners across the nation, in some cases zoning and subdivision ordinances simply lack the flexibility to be as creative as is needed to make the most efficient and effective use of land and infrastructure. The Planned Unit Development (PUD) concept was created as a means of eliminating many of the inflexible characteristics of other land use regulations. In most cases, PUD acts as an overlay that, if approved, rests atop the existing zoning of an area and allows the developer flexibilities such as mixed use development, greater densities or reduced lot requirements. In return, the jurisdiction generally has the flexibility to require additional parks and open space, specific urban design treatments like building styles or gateways, or construction of institutional structures such as schools or fire stations. A PUD may have the flexibility to provide many of the benefits of cluster zoning or Traditional Neighborhood Development.

The purpose of a PUD can vary according to the need of the community. Schertz may choose to utilize PUD as a means to better achieve the objectives of the Plan. Regulations accompanying PUD vary according to jurisdiction as some leave maximum flexibility for the developer and the community while others allow PUD projects only slightly more flexibility than other zoning requirements.

Examination of other communities with existing PUD ordinances indicates that the process necessary to make a project a PUD also varies widely according to jurisdiction. In some cases, a developer may have to apply for rezoning. In this manner, the applicant will likely be required to indicate the design restrictions that will apply in the PUD. Many of those restrictions may mirror those found in the existing zoning and subdivision ordinances; however, others will likely deviate in order to allow for the desired flexibility of the PUD.

PUD may also be treated as a Special Use within existing predetermined zoning districts. Thus, the PUD is treated as a permitted use with additional requirements attached. Those requirements may include the express indication of flexible deviations from the existing zoning and subdivision ordinances. By utilizing the Special Use process, the application for PUD may be slightly more streamlined than other methods and property owners will know in advance whether PUD is an option.

Most popular, PUD can be addressed as a special overlay district that, as mentioned previously, simply rests atop the existing zoning. The PUD is predefined within the zoning ordinance (UDC, in the case of Schertz) as an overlay district with specific boundaries to be developed upon application for PUD designation. As an overlay district, PUD requires action by the Planning and Zoning Commission and City Council similar to the action required for rezoning. This may also be most appropriate for the City of Schertz, given that several overlay districts already exist in the UDC.

Benefits of PUD include:

- Potential to offer many of the characteristics of other growth management techniques previously discussed, such as Traditional Neighborhood Development or Conservation Subdivision Techniques.
- Provides the City with an additional tool for flexible development.

- Development may contain characteristics of historic small town or rural America considered to be aesthetically pleasing.
- More efficient utilization of space and added cohesion to the surrounding environment.
- PUDs may be required to locate within a given proximity to existing infrastructure such as thoroughfares, water, sewer, and fire protection.
- Development may be placed into clusters with reduced impact upon the environment or may utilize Traditional Neighborhood Development to create a more urban character.
- Specific sites of interest for conservation can be targeted for preservation.
- Growth can be managed within the PUD to ensure that facilities are available concurrent with growth.

Adequate Public Infrastructure, Service and Facilities

Discussed in detail in the Public Facilities Element, a primary tool of addressing infrastructure needs is an *Adequate Public Facilities Ordinance* (APFO), otherwise often known as *Concurrency Requirements*. As mentioned, APFO is a means of ensuring that the community's public services and facilities are in place *prior to or concurrent with development*. An APFO requires all applicants for new development to demonstrate that facilities and services will be available to serve the project at the time the development is available for occupancy. Utilizing this system, the community could adopt a level-of-service standard, which can then be used as criteria for approving or denying applications depending on their conformance to the standards.

Key features of an adequate public facilities ordinance include:

- Level of Service (LOS) Criteria.
- Determination of Eligibility.
- Timing of Concurrency Tests.
- Establishment of a Review Process.
- Opportunities and Conditions for Mitigation.
- Reservation of Demand.

Benefits of an Adequate Public Facilities Ordinance include:

- Provision of a systematic and legally sound approach to growth management that can extend beyond the municipal limits of Schertz.
- Continued insurance that the community can provide services as needed.

Growth Capacity Goals, Objectives and Actions

Quality growth management requires the use of concepts previously discussed within other elements of the Plan. In fact, in many ways, the Growth Capacity Element serves to show the relationship that exists between each of the elements and their prospective items for action. For example, growth capacity comes from an understanding of land use and the availability of appropriate land, the adequacy of public facilities and services, and the capacity of transportation corridors. Enactment of Traditional Neighborhood Development techniques includes the desire to permit mixed-use development (Land Use Element), make possible the opportunity to reduce street width (Transportation Element), and provide adequate public spaces (Parks and Recreation Element).

As a result of the relationship between growth capacity and each of the elements of the plan, many of the goals, objectives and actions to be stated within this element may seem familiar. In fact, issues such as annexation have already been discussed and it is therefore unnecessary to restate these. Rather the goals, objectives and actions within the Growth Capacity Element are often designed to complement those items discussed in earlier elements, as well as introduce new concepts.

Goal 1: Enact policies that will allow Schertz to grow as necessary to respond to demand.

Objective A: Actively pursue annexation of surrounding areas with particular emphasis on those areas suitable for quality residential development.

Action 1: Determine as a community the pace with which Schertz should continue to grow and

develop an Annexation Plan to respond accordingly.

Action 2: Create a means to monitor growth and growth trends to determine if additional or reduced annexation is necessary.

Objective B: Ensure the availability of adequate infrastructure and services to continue growth at the pace desired by the community.

Action 1: Expand water service to ensure that all of Schertz, including areas that are annexed, have adequate water.

Action 2: Coordinate with the Cibolo Creek Municipal Authority and the San Antonio River Authority to ensure that wastewater service is available to all areas of Schertz as necessary.

Action 3: Include water and wastewater service in any Adequate Public Facilities Ordinance developed by the City of Schertz.

Goal 2: Promote infill development as an alternative to continued sprawl away from the heart of Schertz.

Objective A: Develop a policy to encourage infill development and market that policy as an alternative method of development.

Action 1: Inventory existing gaps in development available for infill development and determine if residential infill is the most appropriate use of such property.

Action 2: Develop a market study to determine the reason that each parcel has been left undeveloped and determine the feasibility of development.

Action 3: Create and institute incentives to encourage quality infill development.

Goal 3: Require development to be designed in a way that follows the principles of Smart Growth.

Objective A: Incorporate Traditional Neighborhood Development and Transit Oriented Design into the Unified Development Code.

Action 1: Establish pedestrian-friendly design as a fundamental component of subdivision design by requiring enhanced sidewalks, trails and concepts that require no more than a 10-minute walk to reach a destination within the neighborhood.

Action 2: Require development to delineate edges and a central focal point.

Action 3: Mix uses and provide neighborhood commercial opportunities within the development.

Action 4: Provide a variety of housing according to type, affordability, accessibility, character, and location.

Action 5: Incorporate parks, schools, churches and other institutions as integral components of design.

Action 6: Revise the UDC to allow for reduced space requirements such as setbacks and minimum lot size.

Action 7: Promote street widths and setbacks that encourage pedestrian activity and improve safety.

Action 8: Incorporate transit as a means of connecting neighborhoods within the region.

Objective B: Incorporate Conservation Subdivision Techniques and cluster zoning into the Unified Development Code.

Action 1: Create an option to utilize Conservation Subdivision Techniques as a means of reducing lot size and increasing open space.

Action 2: Establish an area wide map that indicates Primary conservation areas to be protected during subdivision design.

Action 3: Determine criteria for Secondary conservation areas, conservation easements and concept plan approval.

Action 4: Revise the UDC to allow for uncommon lot design, including flag lots.

Objective C: Incorporate Planned Unit Development into the Unified Development Code.

Action 1: Create specific criteria to be met by any proposed Planned Unit Development.

Action 2: Determine the usefulness of PUD as an overlay or a zoning district.



From vision to reality. The Plan has the potential to be one of the most important tools available to residents and local leaders in preparing for continued and enhanced quality of life well into the future. Throughout this process, the Plan has been referred to as a "roadmap to the future". However, a roadmap is only useful if it is put to use.

This is, unfortunately, the single largest stumbling block for planning in most communities. It is easy to become excited by grand visions, but excitement can quickly thaw to concern when the first person asks, "What's Next?". It, therefore, takes a collective vision of the community, and particularly local leaders, to see community issues resolved by taking action.

The Implementation section of the Plan is specifically designed to set the hard work of local residents and civic leaders on a path toward action and success by providing the next steps beyond planning. It discusses strategies for successful implementation, describes elements that are necessities in implementation, and sets the actions featured throughout the Plan into motion.



Planning is a cyclical process that is continuous in nature and never finished. Now that the community has successfully navigated its way through the Plan development process, the City is back to the beginning – a new beginning toward achieving its desired vision and the future dreamed about by those citizens who participated in this process. The community is now poised to implement the Plan to ensure a quality of life that is second to none.

Alone, a Plan is merely a source of information on existing conditions and future desires, capable of accomplishing little. It must be constantly scrutinized to ensure that its goals, objectives, policies, and recommended actions continue to reflect changing

community needs and attitudes. Likewise, great care should be taken to ensure that its policies are continually reflected in Schertz's Future Land Use Plan, which is the general plan for land use and development, and in the Thoroughfare Master Plan, which is the general plan for systematic expansion and improvement of the City's local transportation system. Recommendations for the continuing planning process are provided in this final Plan chapter.

In Schertz, residents and civic leaders alike were told, "Dare to Dream." They have dreamed of a future that will allow the community to grow in new ways while continuing to hang on to those qualities that make Schertz a great place to live, work and play. Now it is time to make those dreams come true.

Strategies for Implementation

Maintain Citizen Involvement

Citizen participation has been a cornerstone of the process to create the Plan. It is, however, even more essential to ensure the success of the Plan. In order for the Plan to be successfully implemented it must continue to enjoy the support and understanding of the general public. To do this, both current and future civic leaders of Schertz must pledge their support to maintain public involvement, awareness and commitment of the purpose and importance of the Plan.

Schertz's citizens shared in developing the Plan's goals, objectives and proposals by participating in a Community Forum, public meetings and Steering Committee meetings. The many ideas and comments contributed by citizens during the Plan's development were incorporated and shaped the resulting priorities and action strategies. Citizens should continue to be involved in implementation and maintenance of the Plan. Advisory committees, public meetings and community workshops, town hall meetings, open houses and public forums, newsletters, media releases, and public notices should be used to inform and involve citizens in continued planning. Methods and activities for public participation should be carefully chosen and designed to achieve meaningful and effective involvement.

Quality is Key

The Plan is designed to improve and enhance the quality of life for current and future residents. It is meant to provide a standard of excellence by which future development, programs and activities can be measured. It is this level of quality that is highly desired by the citizens, whether it is in terms of community infrastructure, parks and recreation areas, neighborhoods, business areas, gateways and corridors, or simply the City's approach to its future.

Make Success Quick and Constant

A strategy used by successful organizations is to seek results early in the implementation process. By doing so, stakeholders are able to see the benefits of their involvement. Momentum is a result, which naturally solicits more involvement by persons desiring to be involved in a successful implementation program. In the strategic implementation plan provided below, there are various recommended actions that do not bear significant budgetary obligation. These programs and activities provide an immediate opportunity to make an impact on the community, and thus on the successful implementation of this Plan.

Solve Problems Creatively

As the planning process unfolded, participants in the process were challenged to "think outside of the box." In order to seek continuous improvement it is necessary to be creative and innovative in your approach to solving key issues and problems. It is this ability to overcome what may ordinarily be considered as obstacles that will demonstrate the City's willingness to achieve the community vision, including the use of creative solutions. An example may include a public-private partnership to seek objectives and results that may not be possible without a joint venture, such as the development of an otherwise constrained property.

Share Responsibility and Rewards

It is important to remember that the Plan was developed in the interest of all citizens and businesses in the community leading to a collective vision that is to the benefit of the whole community and not just to a few select stakeholders. It is this premise that must also be kept in mind in bearing the responsibility for key successes and in distributing the benefits and rewards of the Plan. By working



together the community can achieve its vision, which is of benefit to all involved.

Integrative Planning

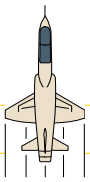
Opportunities for integrating the Plan's recommendations into other business practices and programs of the City play a vital element toward widespread recognition of the Plan as a decision-making tool. For instance, the Plan's recommendations should be widely used in decisions pertaining to infrastructure improvements, proposed new development and redevelopment, expansion of public facilities, services and programs, and the annual Capital Improvement Programming and capital budgeting process. The Plan should be referenced often to maintain its relevance to local decisions and to support the decisions that are being made.

Finance Creatively

There are a variety of financing tools and techniques that are available to the City, which are not commonly used by municipalities. These tools, under the right circumstances, may be used effectively to finance public improvements and to provide incentives to private businesses. Examples of financing mechanisms include the following:

Economic Development Funding:

- ***Texas Capital Fund**, administered by the Texas Department of Economic Development, offers grants to eligible communities for economic development needs by providing infrastructure and real estate improvements in support of businesses willing to create/retain jobs.*
- ***Section 4A Economic Development Corporation** is funded by the imposition of a local sale and use tax dedicated to economic development.*
- ***Section 4B Economic Development Corporation** is similar to a 4A economic development corporation and can be used to promote a wide range of civic and commercial projects. These are possible if the City has room in the local sales tax structure.*
- ***Texas Enterprise Zone Program**, which is to encourage job creation and capital investment in areas of economic distress. The program provides communities with an economic development tool to offer State and local incentives and program priority to new or expanding business in these designated areas. The Texas Department of*



Economic Development (TDED) administers and coordinates local, State and Federal efforts. The Department provides community and business assistance, approves applications, and evaluates and reports the program's effectiveness to the Legislature.

- ***Bar and Restaurant Tax**, which places an additional tax on bars and restaurants for the purpose of economic development.*
- ***Texas Recreation and Parks Account (TRPA) Program** allows local units of government to apply for park grant funds for both indoor and outdoor recreation from the Texas Parks and Wildlife Department. This program provides 50 percent matching grant assistance to eligible local governments for the acquisition and development of public recreation areas and facilities.*
- ***Venue taxes**, whereby cities may collect taxes to fund a specific voter-approved economic development project. Projects may include sports stadiums, convention centers and related improvements, or tourist development. Venues that may be taxed include admissions, motor vehicle rental, event parking, hotel occupancy, and facility uses.*
- ***Local Property Tax Incentives** that may be utilized by cities to attract commercial enterprise such as:*
  1. *Property Tax Abatement in which a City may enter into an agreement to abate (waive and/or postpone) property taxes in a "reinvestment zone".*
  2. *Tax Increment Financing to publicly finance needed structural improvements and enhanced infrastructure within a defined area. The costs of the improvements are repaid by the contribution of all or a portion of future tax revenues that are attributed to the increase in the property values due to the improvements in the reinvestment zone.*
- ***Economic Development through Tourism** - A City may adopt the following programs to augment tourism programs that bring visitors to the area:*
  1. *Local Hotel Occupancy Tax provides an important source of funding for maintaining a City's tourism program.*
  2. *Texas Program for Historic Landmarks Designation, with the owners' approval, provides eligibility for ad valorem tax exemptions and State grant preservation funds, technical preservation assistance, and inclusion in travel guides.*
  3. *National Park Service Designation as a registered historic district, landmark or archaeological site provides for certain tax credits available for certified rehabilitation of income producing buildings, sales tax relief paid on labor costs and allows for federal historic preservation grants-in-aid.*

- ***Grants and Loans for Economic Development****, which may be a grant or loan of City funds or services to promote economic development as long as the public purpose of economic development will be pursued by the business through the creation of jobs, or expansion of the tax base by construction of or enhancement of physical facilities.*
- ***Provision of Land*** *by the City to promote economic development by obtaining and even partially developing a site to show to businesses that may relocate to the area. Examples may include the purchase of land for municipal facilities including water and sewer treatment plants, industrial parks, municipal airports, and City streets.*
- ***Issuing Debt for Financing Economic Development****, if permitted by the City Charter or by State Statute, allows the City to issue bonds to finance infrastructure improvements and certain manufacturing and commercial facilities.*
- ***Public Improvement Districts (PID)****, which provide a means for undertaking public improvements by allowing a City to levy and collect special assessments for property within the City or its ETJ. Improvements include water, wastewater, drainage, sidewalks, street, mass transit, parking, library, park and recreation, landscaping, art installation, pedestrian malls and other similar projects. Also included are safety services and business-related services such as advertising, recruitment and development.*
- ***Municipal Management Districts****, which provide a mechanism for commercial property owners to enhance a defined business area to finance facilities and improvements paid for by a combination of self-imposed property taxes, special assessments impact fees and other charges against the property owner.*

State Funding for Housing and Infrastructure Development and Improvement:

- ***Community Development Fund****, administered by the Texas Department of Housing and Community Affairs, is available on a biennial basis through regional competition for assistance to eligible cities and counties to address public facilities and housing needs. Eligible activities include infrastructure projects such as sewer and water system improvements, street, bridge, and drainage improvements, and housing rehabilitation.*
- ***Planning and Capacity Building Fund****, administered by the Texas Department of Housing and Community Affairs, is available on a biennial basis through a statewide competition to provide assistance to eligible cities and counties for planning activities.*
- ***Housing Infrastructure Fund****, administered by the Texas Department of Housing and Community Affairs, is available to provide grants on a*

direct award basis for the infrastructure development to support the construction of affordable single family and multifamily low to moderate income housing.

- ***Housing Rehabilitation Fund**, administered by the Texas Department of Housing and Community Affairs, is available annually through a statewide competition process for grants to cities and counties to provide loan or deferred loan assistance for the rehabilitation of existing owner-occupied and renter-occupied housing units and the construction of new housing that is accessible to persons with disabilities.*

Federal Transportation Funding:

- *Many transportation improvements are eligible to receive federal funds as part of the Transportation Efficiency Act of the 21st Century (TEA-21). This six-year program (through 2003) provides federal funding for surface transportation improvements, including roadways, public transportation, pedestrian facilities, and a number of other transportation improvements. The various titles and programs of TEA-21 include the following:*

  1. *National Highway System (NHS) – This program provides funding for improvements to rural and urban roads that are part of the NHS, including the interstate and designated connections to major intermodal terminals. Under certain circumstances, NHS funds may also be used to fund transit improvements in NHS corridors.*
  2. *Surface Transportation Program (STP), Federal Hazard Elimination Program – This program addresses safety-related projects on and off the State highway system. Projects are evaluated using three years of accident data, and ranked by a Safety Improvement Index.*
  3. *Surface Transportation Program (STP), Federal Railroad Signal Safety Program – This program provides for installation of automatic railroad warning devices at most hazardous railroad crossings on and off of the State highway system. Projects are selected from a statewide inventory list, which is prioritized by an index (number of trains per day, train speed, ADT, type of existing warning device, train-involved accidents within prior five (5) years, etc.).*
  4. *Highway Bridge Replacement and Rehabilitation Program (HBRRP) – This program provides funds to assist States in their programs to replace and rehabilitate deficient on-state highway bridges.*

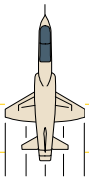


5. *Congestion Mitigation and Air Quality (CMAQ) Improvement Program – The primary purpose of CMAQ is to fund projects and programs in air quality and maintenance areas for ozone, carbon monoxide (CO), and small particulate matter (PM-10) that reduce transportation related emissions.*
6. *Transportation Enhancements (TE) – Transportation enhancements are transportation-related activities that are designed to strengthen the cultural, aesthetic, and environmental aspects of the Nation's intermodal transportation system. The transportation enhancements program provides for the implementation of a variety of non-traditional projects, with examples ranging from the restoration of historic transportation facilities, to bike and pedestrian facilities, to landscaping and scenic beautification, and to the mitigation of water pollution from highway runoff.*
7. *Recreational Trail Program – This program provides funds to develop and maintain recreational trails for motorized and non-motorized recreational trail users.*
8. *Bicycle Transportation and Pedestrian Walkways – The provisions of Section 217 of Title 23, as amended by TEA-21, describe how Federal-aid funds may be used for bicycle and pedestrian projects. These projects are broadly eligible for all of the major funding programs where they compete with other transportation projects for available funding at the State and MPO levels.*
9. *Job Access and Reverse Commute Grants – The Access to Jobs Program provides competitive grants to local governments and non-profit organizations to develop transportation services to connect welfare recipients and low-income persons to employment and support services.*

State Transportation Funding:

- *The Unified Transportation Program (UTP) was developed by the Texas Department of Transportation (TxDOT) under the TEA-21 authorization bill. The UTP is TxDOT's ten-year plan for transportation project development. The State funding programs used to fund these projects are as follows:*

  1. *Bridge Replacement/Rehabilitation, Off State Highway System – This program provides for replacement or rehabilitation of eligible bridges off the State highway system (functionally or structurally deficient).*
  2. *State Preventative Maintenance – This program provides for seal coats and thin overlays (and other preventative maintenance measures) to preserve the existing State highway system. Up to*



20 percent of a district's yearly allocation can be used for non-preventative maintenance work, provided administrative approval is first obtained from the Maintenance Division.

3. *Rehabilitation of Texas Farm to Market Roads – This funding program provides for reconstruction and rehabilitation of existing Farm to Market Roads outside of urbanized areas of populations of 50,000 persons or more, except for those projects on an existing Farm to Market Road stub section into an urbanized area.*
4. *Strategic Priority – The Texas Transportation Commission selects projects, which promote economic development, provide system continuity with adjoining states and Mexico, or address other strategic needs.*
5. *State Rehabilitation – This program provides for rehabilitation on non-interstate portions of the State highway system.*

- ***Local Transportation Funding** – There are a few local funding mechanisms for transportation and other improvements, including:*
  1. *Capital Improvement Program (CIP) and Annual Budget of the City, which is a five-year capital program and a one-year capital budget. Included in the budget should be lists of projects, cost estimates and the source(s) of funding. Foregoing any federal, State, or private participation, the primary sources of local funding may include general obligation bonds and certificates of obligation.*
  2. *Impact Fees, which are exactions imposed by a local government on new development to generate revenue for funding improvements needed to accommodate or alleviate impacts caused by the development project. Impact fees, as distinguished from a general-purpose tax, are levied to allow the local government to build public infrastructure made necessary by a new development or renovation that results in new impacts. Impact fees have been used to provide capital funding for infrastructure improvements such as streets and other transportation improvements, water supply systems, wastewater collection and treatment systems, drainage, recreational facilities, police and fire protection facilities, and medical facilities.*

Grant Agencies

There are multiple Federal, State and local grant agencies that offer funding to local governments, non-profit organizations and other entities. These agencies offer opportunities for direct funding or partnership funding with other entities.

Resources to Access Federal Funds:

- *Federal Register – m On-line version of the Federal Register. Published daily, this contains current grant solicitation notices issued by Federal agencies.*
- *Catalog of Federal Domestic Assistance (CFDA) – The Catalog of Federal Domestic Assistance is government-wide compendium of Federal programs, projects, services, and activities that provide assistance or benefits to the American public. It contains financial and non-financial assistance programs administered by departments and establishments of the Federal government.*
- *Federal Agencies – Links to Federal agencies and programs with web pages from Yahoo.*
- *Federal Departments - Links to all Federal departments and agencies off the Yahoo search engine.*
- *Fed World National Technical Information Service – Fed World provides a comprehensive central access point for searching, locating, ordering and acquiring government and funding information.*
- *Grants and Awards – List from Government Printing Office (GPO) Access of links with information on Federal grants.*
- *GrantSource – A search engine for several Federal grant information sources.*
- *RAMS-FIE – Links to the Federal Info Exchange (FEDIX), and information on Federal grants including comprehensive information on minority colleges and universities.*
- *Thomas – Searchable data base that covers Federal Legislative information on the Internet.*
- *Texas Research Funding Opportunities and Administration (TRAM) – TRAM is a search engine for locating funding opportunities from many different agencies. TRAM also contains a set of grant application forms collected from various sources, and links to other servers related to research funding and administration.*
- *U.S. Nonprofit Gateway - Information from the Federal government useful to non-profits. Includes a searchable database of 30,000 Federal documents.*
- *U.S. State and Local Gateway - A Federal interagency project that was developed to give State and local government officials and employees easy access to Federal information.*

Resources to Access State Funds:

- *Texas Register – On-line version of the Texas Register. Contains all the current grant solicitation notices issued by State agencies.*
- *State of Texas Government Information links to Texas Agencies with web pages and to other government information sites.*
- *Texas Department of Economic Development (TDED) - Clearinghouse Web site – Searchable database of information about economic development resources offered by State and Federal agencies, and other organizations.*
- *Texas Department of Health Funding Information Center (TDH) – Clearinghouse for information on current Federal, State, and private sources of funding for public health and social services issues.*
- *County Search – To find out about funding or other general resources available through a specific County. County Search follows the following format using the County name of choice: http://www.co.travis.tx.us*
- *City Search – To find out about funding or other general resources available through a specific City. City Search follows the following format using the City name of choice: http://www.ci.austin.tx.us*

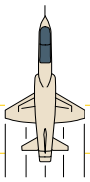
General Resources:

- *Foundation Center Web – Comprehensive source of information about grant writing and the funding process. Links to private and corporate foundations on the web, as well as to other sources of information.*
- *Cooperating Collections in Texas – Funding information centers in libraries, community foundations, and other nonprofit resource centers in Texas that provide a core collection of Foundation Center publications and a variety of supplementary materials and services in areas useful to grant seekers. The core collections consist of foundation directories, other resource information and special materials prepared by these centers to assist grant seekers in identifying private and corporate funding sources.*
- *Community Grant Support Initiative at Texas A&M – The Texas Engineering Experiment Station (TEES) Community Grant Support Initiative helps Texas communities locate and secure funding (federal, State and private) for their projects. This free service is provided by the State of Texas, and is facilitated through TEES within the Texas A&M University System. Specific services include proposal writing and*



review, funding referral, needs-assessment, literature review and evaluation.

- *Council on Foundations –Information on foundations, links to foundation homepages and other sites of interest to foundations and grant seekers.*
- *Texas State Data Center (TSDC) – Texas State Data Center, Texas Population Estimates and Projections Programs, and Center for Demographic and Socioeconomic Research and Education.*
- *Fund Raiser Cyberzine – The Fund Raiser Cyberzine is a digital magazine on the World Wide Web. It targets small to medium size groups that need to raise money (booster clubs, scout groups, school clubs, civic groups, sports teams, fraternal organizations, church groups - any and all kinds of non profit organizations). It is published monthly and access to the current issue is always free.*
- *Fundsnet Services Online – Web site to help nonprofit organizations find funding sources and other information on the Internet.*
- *A Grant Seekers Guide to the Internet: Revised and Revisited – Information on how to use the Internet to find grants.*
- *Grantsmanship Center – Federal Register grant announcements are updated daily; also links to fundraising, foundation and management information.*
- *Guidestar – A "database of comprehensive reports describing the programs and finances of more than 40,000 American nonprofit organizations. GuideStar is provided by Philanthropic Research, Inc., a 501(c)(3) nonprofit organization." Searchable.*
- *HandsNet – HandsNet is a national, nonprofit organization that promotes information sharing, cross-sector collaboration and advocacy among individuals and organizations working on a broad range of public interest issues. Links to information on almost every major issue area.*
- *Nonprofit Resources Catalogue: Fundraising and Giving – Books and Literature, Coalitions, Consultants, Corporate Contributions, Foundations, Giving, Grants and Funding Sources, Products to Sell, Prospect Research, Software.*
- *Philanthropy Journal Online – This site includes "Philanthropy Related Links", a comprehensive site with information on foundations, nonprofits, electronic journals, government resources, research resources and educational programs.*
- *The Society of Research Administration – Site for accessing grants-related information and resources on the Internet.*



Plan Maintenance

The essence of the Plan is an implementation program that includes specific program recommendations and actions addressing each of the Plan elements. The products of the implementation program include a series of specific actions for each element of the Plan and linkages to implementation tools such as the zoning ordinance, subdivision regulations, other development-related ordinances, the City's annual budget process, longer-term capital improvements planning and potential bond financing, grant opportunities, and ongoing coordination with other public and private partners in Plan implementation.

Circumstances will continue to change in the future, and the Plan will require modifications and refinements to be kept up to date. Some of its proposals may be found unworkable and other solutions will continue to emerge. Needed refinements and changes should be carefully noted and thoroughly considered as part of Annual Plan Amendments and Five-Year Major Plan Updates. As changes occur, however, the Vision of Schertz should remain the central theme and provide a unifying focus. The Plan's importance lies in the commitment of citizens to agree on Schertz's purposes and priorities for the future, and to apply that consensus in continuing efforts that focus on the betterment of their community.

Annual Plan Amendment Process

Annual Plan amendments will provide opportunity for relatively minor Plan updates and revisions such as changes in future land use designations, implementation actions, and review of Plan consistency with ordinances and regulations. Annual Plan amendments should be prepared and distributed in the form of addenda to the adopted Plan. Identification of potential Plan amendments should be an ongoing process by the Planning and Zoning Commission and City staff throughout the year. Citizens, property owners, community organizations and other governmental entities can also submit requests for Plan amendments. Proposed Plan amendments should be reviewed and approved by the Planning and Zoning Commission. The Planning and Zoning Commission and City Council should adopt Plan amendments in a manner similar to the Plan itself, including public hearings and consideration of action.

Annual Report of the Planning and Zoning Commission

The Planning and Zoning Commission should prepare an Annual Report for submittal and presentation to the City Council. Status of implementation for the Plan should be included in the Annual Report. Significant actions and accomplishments during the past year should be included as well as recommendations for needed actions and programs to be developed and implemented in the coming year. The time schedule for preparation and submittal of the Annual Report should be coordinated with the City's annual budget development process so that the recommendations will be available early in the budgeting process.

Major Plan Updates

Major updating of the Plan should occur every five years. These updates will ensure renewal and continued usefulness of the Plan for use by City officials, staff and others. Annual Plan amendments from the previous four years should be incorporated into the next major Plan update. Plan updates will be a significant undertaking involving City officials, City departments and citizens. Consultant services may be utilized if necessary. The result of the major Plan updates will be a new Plan for the City, including new identification of up-to-date goals, objectives, policies and implementation actions.

Implementation Goals, Objectives and Statements of Action

As stated in previous sections, the Plan is first and foremost *comprehensive.* It identifies many factors related to future community growth, analyzes the relationships between these factors, proposes what needs to be done about them, and recommends *goals, objectives, and statements of action* for using the City's resources in the most fiscally responsible and effective manner to achieve desired ends.

An aggressive yet realistic framework for implementing the Plan should be established, maintained and used by the entire community. Implementation tools that are common include the Unified Development Code, a Capital Improvement Program (CIP) and capital budget. These tools should be reviewed and updated periodically so that the goals, objectives, and policies of the Plan can be put into action.

Implementation will include use of the Land Use Plan in decision-making relating to zoning and subdivision approvals, to ensure that development and redevelopment are consistent with the City's Plan. Street and highway improvements in accord with the City's new Thoroughfare Master Plan will be another principal activity. Acquisition and improvements for parks and open space will occur as the Parks and Recreation Element is implemented. Improvements identified by the Community Enhancement Element will be undertaken as well.

The identification of goals provides a basis for decision-making during both development and implementation of the Plan. Goals also help to promote consistency in Plan implementation as changes occur in development trends and the physical form of the community as well as in the City's elected leadership.

Goal 1: ***Be accountable to the citizens of Schertz for working toward the goals, objectives and actions set forth in this and future Plans.***

Objective A: Establish policies and procedures to ensure conformance with and measure progress toward the goals, objectives, and actions of the Plan.

Action 1: Establish annual review procedures for individual City departments to prepare a report to City Council, concurrent with the annual budget process, on completed or initiated programs and improvements that are in conformance with the Plan.

Action 2: Require the Planning and Zoning Commission to prepare an annual report and recommended updates to the Plan and amendments to the Land Use Plan and the Thoroughfare Master Plan.

Goal 2: ***Establish and maintain strong citizen and organizational support of the Plan to ensure continued updating and implementation.***

Objective A: Continue to actively involve citizens in the long-range planning of "their community" to ensure consistency with community values



and to create a constituency of citizens as advocates of well-managed and fiscally responsible development.

Action 1: Establish an ongoing Citizen Action Committee (CAC) to undertake special projects and coordinate citizen activities toward implementation of the Plan. Create special issue committees to manage individual projects and activities, such as the Urban Design Committee.

Action 2: Provide an annual report to the citizens of Schertz via the local newspaper or a newsletter regarding Plan accomplishments in the previous year, goals for the upcoming year, and recommended refinements or amendments to the Plan.

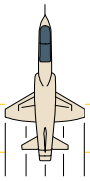
Action 3: Provide copies or summaries of the Plan to local civic groups and other organizations.

Action 4: Cite the goals, objectives, and recommended actions of the Plan in other reports and studies, annual budgeting, capital improvement projects, other City programs, and development and redevelopment projects.

Goal 3: Develop and annually update a five-year Capital Improvement Program (CIP).

Objective A: Establish a formal capital improvement planning and programming process to identify, prioritize and schedule capital expenditures to be incurred each year of a fixed period of years.

Action 1: Establish a financial review process to assess the economic feasibility of projects, develop alternatives for financing improvements, and identify proposed sources of funding for all requested projects.



Action 2: Perform a management review to determine the conformance of each project with the fiscal policies and CIP goals established by the City Council and the relative priority of each project.

Action 3: Require all City departments to develop project requests, including a detailed description of the improvement, its relative priority among other departmental improvements, and preliminary order-of-magnitude cost estimates.

Action 4: Appoint a CIP Coordinator to compile all project requests and to coordinate the review of projects.

Action 5: Establish a fiscal policy or a series of policy statements to create parameters regarding distinct limits on the amount of annual funding available and methods of financing.

Action 6: Establish CIP goals with the City Council, which are statements of Council intent.

Action 7: Establish an engineering review of cost estimates initially developed by individual City departments as well as evaluating the technical feasibility of proposed projects.

Action 8: Establish a planning review by the Planning and Zoning Commission to ensure conformance of proposed projects with the goals and objectives of the Plan.

Action 9: Develop a formal City Council process to review individual projects, projects that require special financing, and those that require multi-year financing.

Goal 4: Develop alternatives to finance the construction of infrastructure extensions that will support new development as the City grows.

Objective A: Routinely track and aggressively pursue external funding sources and identify other revenue methods that would be a good fit for

Schertz without imposing an excessive debt or administrative burden on the City.

Action 1: Assign the responsibility of tracking external funding opportunities in every program area of City government to a representative of each City department, and appoint an overall coordinator for the City.

Action 2: Maintain good contacts with Federal, State and regional agencies which oversee infrastructure funding programs, particularly the Texas Department of Transportation; the Texas Department of Housing and Community Affairs; the Texas Department of Economic Development; and Bexar, Comal and Guadalupe counties.

Action 3: Provide periodic training for City staff involved in tracking funding opportunities through the World Wide Web and other resources.

Action 4: Continue to maximize funding participation of private developers to generate revenue for funding or recouping the costs of capital improvements, facility expansions and utility extensions that are necessitated by and directly attributable to new development.

Objective B: Utilize a Plan summary as a promotional tool for economic development prospects. Include the summary in relocation packets as well as part of business development proposals.

Goal 5: Revise existing ordinances and adopt new ordinances as necessary to implement the Plan.

Objective A: Establish a formal process for the periodic review and amendment of the City's Code of Ordinances.

Action 1: Conduct annual reviews of the Unified Development Code and make amendments as necessary to conform to

recent changes in law, common planning practice, and to accommodate local development trends.

Action 2: Assign City departments to identify and draft potential new ordinances that may be used to implement the Plan.

Implementing the Plan

The lifeblood of the Plan is in the City's ability to implement its goals, objectives and policies through tools like the Unified Development Code and a capital improvements process. In a continually changing environment, enforcement is a necessary action not only to preserve the character and integrity of established neighborhoods and nonresidential areas, but also to ensure sustainable quality development in the future.

Since change is certain to occur, both the Plan and the City's implementation tools must be adaptable to new and innovative practices and emerging development trends. Legally, the Unified Development Code and zoning map must reflect the land use plan. Revision of the Unified Development Code is, therefore, advisable to protect the public interest and ensure consistent and compatible future development. Ongoing review and periodic revision of the Unified Development Code and all other applicable regulations or policies as is necessary to meet changing needs and rectify problems as they occur.

Perhaps the most important method of implementing the Plan comes through a day-to-day commitment by elected and appointed officials, City staff, and citizens of the community. The Plan must be perceived as a useful and capable tool in directing the City's future. The Future Land Use Plan, the Thoroughfare Master Plan, the Parks and Recreation Element, and other key elements of the Plan should be displayed and available for ready reference by public officials, City staff, and citizens. The Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. It is this high visibility that will make the Plan successful, dynamic and a powerful tool for guiding Schertz's future growth and development.

The first step to be taken following adoption of the Plan is to mobilize an **implementation action committee**. The membership of the committee may include key members of City staff; liaisons of the Planning and Zoning Commission and City Council; select members of the development and business communities; individuals from other public agencies and institutions such as the three counties and the SCUC ISD; leaders from organized neighborhoods and civic groups; and residents of the City. The charge of this action group is to provide input into the implementation process to ensure the actions taken reflect the desires and priorities of the community and provide a balanced consideration of interests.

Strategic Implementation Plan

The actual implementation of the Plan lies with City management and City Council, with recommendations provided by the Planning and Zoning Commission. The responsibility of the City management and its boards and commissions is to oversee and track the implementation process with respect to the action priorities; time frames for implementation; the agencies and/or departments responsible for implementation; and identification of the expected measurable results.

The focus of the Plan throughout its development has been on implementation. Those who have participated in the Plan development process, including citizens, business leaders, major property owners and developers, neighborhood and civic leaders, representatives of local agencies and organizations, and local officials, have an expectation that their contributions to the Plan will be realized through implementation of the Plan. The Plan is *comprehensive* in its guidance of specific action strategies and steps to be taken to place into action the goals and objectives of the Plan as well as the overall community vision.

As a management tool that may be used day-to-day as well as over the course of several years, the following **Strategic Implementation Plan** is designed to provide the direction necessary to act on the City's vision. The key to implementing a Plan is to convert it into a strategic plan, which is defined as a *Plan of Action*. Just as the citizens of Schertz have been dared to dream so, too, is the City's management and elected officials challenged to ***Dare to Implement!***

To implement the goals and objectives described in the Plan elements, a series of proposed actions were developed. The actions build upon the expressed desires of the community, which are captured through the statements of goals and objectives and the policies established to guide implementation of the Plan. The action statements are the specific steps that are recommended to implement the Plan. Some proposals may call for the formation of a new committee, identify the need for a specific study or involve other original actions. In addition to such "new" initiatives, the continuation of ongoing City policies and programs is recommended in many instances.

The *Strategic Implementation Plan* is designed to aid in implementing the Plan. The implementation program includes the statements of goals and objectives along with each of the recommended actions. While the proposed implementation actions are not legally binding like the Unified Development Code, they are important to the Plan's successful implementation and are a vital supplement to its goals and objectives. The proposed actions are organized into four categories:

- *Actions requiring no significant budgetary obligation and to be initiated/completed in 0 to 2 Years.*
- *Actions requiring moderate budgetary obligations and to be initiated/completed in 2 to 5 Years.*
- *Actions requiring significant budgetary obligations to be initiated/completed in 5 to 10 years.*
- *Actions requiring significant budgetary obligations to be initiated/completed in 10 or more years.*

An “X” in the appropriate “Budget Timeframe” column denotes the timeframe of each implementation action. In many instances, ongoing programs and implementation actions that require continuous oversight are reflected with “Xs” in all categories, regardless of budgetary obligations. And, while some actions may not require a budgetary obligation, their timing may be more appropriate within the 2 to 5 year, 5 to 10 year, or 10 or more year timeframes, which are appropriately denoted. The likely City department, board or commission responsible for either initiating or carrying out an implementation action is identified in the “Responsibility” column.

One of the initial steps in implementing the Plan will be to develop an implementation process to effectively achieve the recommended actions. This process will involve prioritizing the proposed actions, determining what methods or programs will used to implement them, identifying which agencies/departments will be responsible for their implementation, estimating costs, identifying proposed sources of funding and establishing a time frame in which the recommended action will be accomplished. The implementation actions and process should be periodically reviewed to ensure they continue to reflect the community's desires and priorities.

Responsible Department Abbreviations

PL Planning Department

PW Public Works/Engineering

UDC Urban Design Committee

PD Police Department

CM City Management

CC City Council

ED Economic Development

PR Parks and Recreation

PI Public Information

FD Fire Department

P&Z Planning and Zoning Commission

WA Water Authority

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Land Use						
1	***Create an identity for Schertz by creating the design features necessary to define Schertz to both residents and visitors, including revitalizion of Main Street and enhancement of the public sector "campus" along Schertz Parkway and Elbel Road.***					
1.A	*Manage development along entryways into Schertz, particularly I-35, I-10, FM 78, and FM 1518 by improving aesthetics as well as transportation efficiency.*					
1.A.1	Consider the use of corridor overlay zoning provisions along each of the three major entry corridors to provide additional regulations and standards pertaining to building setbacks, architectural design, signage, open space, landscaping, parking, building orientation and design features.	X				PL, P&Z
1.A.2	Encourage existing businesses to conform to the requirements and aesthetic features within the corridor overlay zones to further enhance the physical and economic attractiveness of the area.	X				PL, P&Z, ED
1.A.3	Coordinate efforts with the Texas Department of Transportation to improve aesthetic features along I-35, I-10 and FM 78 including unique signage, intense and artistic landscaping, architectural additions to overpasses, and distinct entry/exit of City limits.		X	X		PL, CM, CC
1.B	*Determine a theme for revitalization of Main Street and utilize that theme as a subtle, but common element throughout the community of Schertz.*					
1.B.1	Conduct a competition among area residents, school age children, area seniors or other groups to ascertain a theme appropriate to Schertz.	X				PI
1.B.2	Develop a strategic plan for incorporation of the theme into the community of Schertz, particularly Main Street.	X				UDC, PL, P&Z, CC
1.C	*Create the ordinances, incentives and actions necessary to carry out the themed revitalization of Main Street.*					
1.C.1	Determine and implement the proactive measures necessary to ensure development as necessary to meet the vision for Main Street, including tax incentives, creation of a special district, low interest loans, marketing, acquisition of grant funds, release of bonds, and creation of a nonprofit organization to coordinate and promote revitalization efforts.		X	X		ED, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Land Use						
1.C.2	Determine and implement the ordinances and other regulations necessary to meet the vision for Main Street, including design standards, land use amendments to the Plan, and amendments to the Unified Development Code regarding appropriate land uses and appropriate restrictions.		X			PL, P&Z, CC
1.C.3	Coordinate between various local departments for capital improvements to Main Street that may include road alteration and improvement, sidewalk alteration and improvement, addition of theme-appropriate street furniture, landscaping, district signage, gateways, water/wastewater improvements, parking, and elimination of utility poles and overhead lines.		X	X		PW, PL, ED
1.C.4	Consider creating a special, mixed-use zoning district in the downtown area that encourages a lively, pedestrian-oriented atmosphere and the potential for specialized commercial, entertainment, and residential dwelling units in a single area.	X				PL, P&Z
1.C.5	Treat the history of Main Street as an amenity to build upon by preserving historic structures.	X	X	X		UDC. PL, P&Z
1.D	*Integrate surrounding amenities and land uses into the revitalization efforts of Main Street.*					
1.D.1	Address the adjacent rail line as a design amenity and incorporate its existence into the theme of Main Street while simultaneously eliminating or reducing the negative aspects of the rail line, such as traffic impact, noise and visual clutter.			X		PL, PW, C
1.D.2	Utilize the proximity to the concentration of public uses along Schertz Parkway, the greenways and parks along Cibolo Creek, FM 78, and the surrounding older neighborhoods such as Aviation Heights to create linkages and connectivity to the remainder of Schertz.		X	X		PL, P&Z, CC
1.D.3	Ensure that activity and development along FM 78 is compatible with the revitalization of Main Street through development of design standards and incentives.	X	X	X		PL, P&Z, CC
1E	*Coordinate efforts between the various public uses in the area, including City government, County government, the school district, area churches, and nonprofit organizations to ensure development of the public sector "campus" as a major focal point and gathering place for the community.*					

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Land Use						
1.E.1	Form an agreement between all involved public uses to develop a strategic plan for creation of a "campus-style" public district to ensure that each entity will commit to and abide by the standards required by the district and provide the assistance necessary to maintain the district.		X			PL, CM, CC
1.E.2	Consider additional amenities to complete the campus, such as a multi-purpose center, civic center, monuments and public art, an emergency health clinic, a new post office, and other City/County/State offices.		X	X		PL, PW, CC
1.F	*Integrate the public sector campus with the surrounding land uses.*					
1.F.1	Connect the public campus to the remainder of Schertz through the adjacent flood plain, proximity to Main Street, and the greenway and thoroughfare linkages throughout the community.			X		PL, PW, CC
1.F.2	Incorporate amenities necessary to make the campus a focal point that is easy and desirable to use as well as attractive, including signage, landscaping, distinct entry and edges, lighting, parking, memorials, and fountains.			X		PL, PW, P&Z, CC
2	***Manage growth and development in the community in a way that protects local quality of life and the area's small town character.***					
2.A	*Encourage implementation of various growth management techniques designed to ensure that growth occurs simultaneously with needed infrastructure, facilities and services.*					
2.A.1	Amend existing development-related ordinances to incorporate concurrency requirements, which require the availability and adequacy of public facilities and services concurrent with new development.	X				PL, PW, P&Z
2.A.2	Incorporate financing programs, such as impact fees, into the development process to cover the costs of providing services and facilities for new development.	X				PL, CM, CC
2.B	*Concentrate commercial development in well-defined nodes with the exception of limited neighborhood commercial activity.*					
2.B.1	Establish commercial districts along the areas of the interchanges at I-35 and I-10, as well as the FM 78 corridor.	X				PL, PZ, CC

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Land Use						
2.B.2	Utilize the Main Street corridor for specialized (themed) commercial activity.		X			PL, PZ, CC
2.B.3	Establish visible and recognizable districts for commercial activity through the use of signage, landscaping, buffering, building materials and other common design features.		X	X		PL, ED, P&Z
2.B.4	To the extent possible, allow for pedestrian access to all commercial areas through sidewalks, trails, and bicycle paths that are comfortable and "human scale."		X	X		PL, PW, P&Z
2.B.5	Establish specific sites within residential areas for the purpose of neighborhood commercial development, such as at intersections with collectors and arterial roadways.	X				PL, P&Z, CC
2.B.6	Develop strategies for commercial redevelopment, which may include a residential, mixed-use aspect, such as second-floor residential units above office or retail uses.		X			PL, P&Z, CC
2.C	*Expand existing industrial districts to permit the continued growth of industry along the I-35 corridor in a means that allows immediate access to transportation routes and adequate utilities while protecting existing and future neighborhoods from incompatible land uses.*					
2.C.1	Continue to utilize industrial/business parks as the appropriate form of industrial development, with minimized access to the major roadways to improve traffic and safety.	X	X	X		ED, P&Z, CC
2.C.2	Develop standards for industrial development addressing issues such as outside storage, building materials, parking, loading, landscaping, and lighting.	X				ED, PL, P&Z, CC
2.C.3	Establish visible and recognizable boundaries for industrial activity through the use of signage, landscaping, buffering, building materials and other common design features.	X				ED, PL, P&Z, CC
2.C.4	Utilize economic development sales tax funds to provide incentives to attract desirable industrial development.	X	X	X		ED, CC
2.C.5	Use the capital improvements process to encourage industrial development through the extension of required services, as appropriate.	X	X	X		ED, CC

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Land Use						
2.D	*Determine, protect and accentuate the community's definition of "small town character."*					
2.D.1	Conduct a local survey of residents, business owners and civic leaders to determine the community's definition of "small town character."		X			PI, PL (public issue)
2.D.2	Determine various methods of educating the public and private sectors in ways in which "small town character" can be maintained, even while the community is growing.		X			PI, PL, P&Z
2.E	*Enforce existing ordinances as a means of indicating the community's commitment to public health, safety and welfare, as well as overall civic pride.*					
2.E.1	Ensure that staff is provided with adequate training, equipment and time to enforce existing ordinances with an understanding of the purpose, the enforcement process, and the legal framework in which enforcement exists.	X	X	X		CM, CC
2.E.2	Educate community residents and businesses regarding the basis for and importance of development ordinances to maintain the quality of life.	X	X	X		PL, P&Z, PI
2.E.3	Maintain a system of enforcement that allows the general public to remain informed of the process and feel comfortable that staff is addressing concerns.	X	X	X		PL
3	***Achieve an efficient, diverse and balanced pattern of land uses within the City and the ETJ.***					
3.A	*Provide an appropriate mix of different land use types in suitable locations, densities and patterns consistent with the goals and objectives established in the Plan.*					
3.A.1	Monitor the changing allocations of existing land uses in relationship to the vision of the Future Land Use Plan.	X	X	X		PL, P&Z
3.B	*Encourage development compatible with surrounding uses utilizing standards and transitional uses to alleviate negative impacts.*					
3.B.1	Use transitional buffering of land use intensities to physically separate incompatibilities.	X	X	X		PL, P&Z
3.B.2	Review and update the zoning map and ordinance periodically to address land use incompatibility and methods of mitigating negative impacts.	X	X	X		PL, P&Z

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Land Use						
3.B.3	Develop design standards applicable to various areas of the community to ensure quality growth, such as the commercial areas along I-35, FM 78 and, in the future, along I-10; historic Main Street; and the northern, industrial part of Schertz.	X				PL, P&Z, CC
3.C	*Encourage reinvestment in existing neighborhoods and commercial areas within the community.*					
3.C.1	Develop strategies for encouraging in-fill development and redevelopment activities, particularly along FM 78, Main Street and in Aviation Heights neighborhood, such as flexibility in development regulations, exemption of development fees, and acquiring grant funds (such as HOME and CDBG funds) .		X			PL, P&Z, CC
3.C.2	Provide tax or other incentives for selected in-fill development on vacant lots or for selective redevelopment of parcels that have undesirable uses.		X	X		CM, CC
3.C.3	Establish programs, in coordination with public, nonprofit and private sectors to aid in neighborhood and commercial reinvestment programs.		X			PL, CC
3.C.4	Create a low interest loan pool to be managed by local financial institutions for qualified individuals or entities that invest in designated areas such as Aviation Heights and Main Street.		X			CM, CC
3.C.5	Establish programs to promote retention and expansion of existing businesses, particularly those that aid in achieving the vision and standards established by the Plan.	X	X	X		ED
3.D	*Undertake annexation in a coordinated and timely manner to assure continued orderly growth and development.*					
3.D.1	Consider proactive annexation of areas proposed for future residential development, including preparation of capital improvements to spur growth in the desired manner.		X			PL, P&Z, CM, CC
3.D.2	In accordance with Senate Bill 89, prepare a 3-year annexation plan to identify targeted areas, if any, for City-initiated annexation.	X				PL, P&Z, CM, CC
3.D.3	Prepare updates to the annexation plan, as necessary, to account for changing land use and development patterns as well as new infrastructure development.		X	X		PL, P&Z, CM, CC

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Land Use						
3.D.4	Prepare plans for the provision of municipal services and facilities, as necessary, for each annexation area in accordance with the requirements of State law.		X			PL, PW, CC
3.E	*Adopt policies that allow improved standards and techniques for development.*					
3.E.1	Amend the Unified Development Code and zoning map, as appropriate, to create a district in which new development occurs in a traditional neighborhood format that includes higher densities, mix of land uses, walkability, strong edges, gateways, focal points, and themed development. Sites for such development include the southwestern portion of the community, the area east of Randolph Air Force Base and the area near the Union Pacific rail line in northern Schertz.		X			PL, P&Z, CC
3.E.2	Amend the Unified Development Code and zoning map as appropriate to promote the use of cluster development and large scale preservation of open space in accordance with Conservation Subdivision Techniques, particularly in the area encompassed in the AICUZ study.	X				PL, P&Z, CC
3.E.3	Evaluate flood plains, soils, vegetation and other physical features to identify the most appropriate site design for development.	X				PL, PW, P&Z
3.E.4	Promote the use of flood plains as natural areas and preserves for wildlife, vegetation, parks, and as open space buffers between incompatible land uses.	X	X	X		PL, P&Z
4	***Expand the parks system and utilize trails, sidewalks and bicycle lanes as means of linking the various districts together into a cohesive and connected community.***					
4.A	*Expand the existing park system, in accordance with the Parks and Recreation Element, to ensure adequate greenspace and recreational opportunities for all residents of Schertz.*					
4.A.1	Acquire large parcels such as the former landfill and the former site of the flooded Pecan Grove manufactured home park along Cibolo Creek for use as large scale parks and natural areas.			X		CM, CC

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Land Use						
4.A.2	Expand park requirements within the Unified Development Code to allow for additional park development within new subdivisions and neighborhoods.	X				PL, P&Z, CC
4.A.3	Consider areas within the southern section of Schertz, particularly the area within the boundaries of the AICUZ study, as a potential source of additional park land.		X			P, P&Z, CC
4.A.4	Recognize and utilize areas that impose physical constraints to development within the community while conserving and protecting valued environmental, historical, and cultural resources in Schertz through incorporation into the parks system.		X			PL, P&Z, CC
4.B	*Promote environmentally sound access to and use of the Cibolo Creek and area flood plains.*					
4.B.1	Pursue open space preservation and/or parkland acquisition along the creek corridor to minimize development impacts in immediately adjacent areas. This may include developing a "land bank" strategy in which owners of properties in the flood plain would be encouraged to deed their land to the bank to ensure long-term conservation.		X			PL, P&Z, CC
4.B.2	Encourage any new development or redevelopment near the creek and area flood plains to utilize and preserve views and amenities while not negatively encroaching upon the natural aspects.	X	X	X		PL, P&Z, CC
4.B.3	Create public access and participation with Cibolo Creek through the creation and expansion of trail networks, passive and active recreational uses, development of educational resources and learning "centers" regarding the association between Schertz and Cibolo Creek, the natural ecosystem, and/or the flood-prone history of the creek.	X	X	X		PL, ED, P&Z, CC
4.C	*Create a pedestrian thoroughfare system that aggressively utilizes greenways as a means of connecting the various areas of Schertz.*					
4.C.1	Build upon the existing floodways and drainage systems as natural linkages with hiking and biking trails.		X	X		PL, PW

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Land Use						
4.C.2	Connect trails to existing and future parks, bike lanes, unimproved alleys, and sidewalks to expand the pedestrian thoroughfare system.		X	X		PL, PW, CC
4.C.3	Amend the Unified Development Code to require linkages, particularly greenways, as an integral requirement for subdivision and neighborhood design.	X				PL, P&Z, CC
5	***Promote transit-oriented development in preparation for commuter rail.***					
5.A	*Promote the concept of commuter rail connecting San Antonio to Austin.*					
5.A.1	Appoint an entity or individual to research the possibility of commuter rail, including feasibility, proposed rail line, timeline, cost, current stage of discussion/development in the process, and participants.		X			CM, CC
5.A.2	Coordinate local public and private sector organizations with an interest in commuter rail to develop a concerted effort for approval with a rail stop in Schertz.		X			CM, CC
5.B	*Establish transit-oriented development in Schertz.*					
5.B.1	Develop a master plan for development of the area surrounding the rail stop incorporating transit-oriented development, including ample commuter parking, pedestrian design, and mixed uses potentially including commercial, multi-family residential, and greenspace.			X		PL, P&Z, CC
5.B.2	Amend the Unified Development Code and the zoning map to allow for transit-oriented development in the area near the rail stop.		X			PL, P&Z, CC
6	***Encourage development surrounding Randolph Air Force Base to be compatible with the AICUZ Study.***					
6.A	*Determine uses that are appropriate and in accordance with the AICUZ study, meet the goals and objectives of the community, and provide a positive impact upon the community.*					
6.A.1	Conduct a thorough examination of soils within the area surrounding RAFB to determine if portions of the area are considered “prime agricultural land.”		X			PL, PW
6.A.2	Consider the feasibility of use of a portion of the area as a major water feature, such as a reservoir, including the topography and soil structure necessary to maintain such a water feature.			X		PL, CM, CC

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Land Use						
6.A.3	Develop low intensity recreational activities in the area, such as a conservation area, trails, park, or golf course.			X		PL, CM, CC
6.A.4	Utilize flood plains as opportunities for connectivity throughout the southern section of Schertz and potentially to the northern section.		X	X		PL, P&Z
6.A.5	Permit limited residential development within the area utilizing Conservation Subdivision Techniques to minimize the number of units and acquire large parcels of open space for conservation.	X	X	X		PL, P&Z, CC
6.B.	*Develop policies, restrictions and incentives to ensure that the land uses deemed appropriate by the community within the AICUZ study area are promoted.*					
6.B.1	Research and discuss the possibility of purchasing property within the AICUZ study area or simply purchasing the right to develop.		X			CM, CC
6.B.2	Amend the current Unified Development Code and other development related ordinances to appropriately promote the uses envisioned by the community within the AICUZ study area.	X				PL, P&Z, CC
6.B.3	Create, if appropriate, incentives to entice developers and property owners to develop the area in the manner envisioned by the Future Land Use Plan.		X			PL, CM, CC
Transportation						
1	***Establish a hierarchy of thoroughfare classifications that will provide for safe and convenient flow of traffic throughout the community.***					
1.A	*Utilize an adopted Thoroughfare Master Plan to ensure efficient and desirable connections between major arterials and other thoroughfares and to aid in prioritizing transportation improvement needs.*					
1.A.1	Adopt the recommended thoroughfare classification system, evaluate needed adjustments, and periodically consider amendments, as necessary.	X	X	Xk		PL, P&Z, CC
1.A.2	Evaluate the compatibility of the City's Unified Development Code and development standards with the Thoroughfare Master Plan, particularly with respect to rights-of-way width, continuation and projection of streets, alignment of thoroughfares and driveways on collector roadways.	X				PW, PL, P&Z, CC

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Transportation						
1.B	*Improve and enhance regional mobility through interagency and intergovernmental coordination and integration of the thoroughfare network of the community into the regional transportation system.*					
1.B.1	Coordinate with TxDOT, the MPO, Comal, Guadalupe and Bexar Counties, and surrounding communities, to improve transportation in the Schertz area, including improvements and enhancements to thoroughfares, trails/bike lanes and public transportation opportunities.	X	X	X		PL, CM, CC
1.B.2	Coordinate with the neighboring cities to plan, coordinate and jointly construct thoroughfares that cross multiple jurisdictional boundaries.	X	X	X		CM, CC
1.B.3	Continue to participate in the I-35 Austin – San Antonio Corridor Group, the I-10 Corridor Group, the Alamo Area Council of Governments Transportation Committee and other local and regional organizations and associations to plan and coordinate future transportation improvements that have an impact on Schertz.	X	X	X		CM
2	***Provide continuity of traffic flow within and between neighborhoods and throughout the community while allowing for overall relief of traffic congestion by improving existing street infrastructure to meet or exceed minimum standards by Year 2020.***					
2.A	*Ensure that the transportation system adequately accommodates and encourages through traffic on the arterial street system and controls traffic and speeds on collector and local residential streets.*					
2.A.1	Perform traffic-engineering studies on existing intersections, such as FM 3009 and I-35, to identify access and realignment solutions and improvement needs.	X				PW
2.A.2	Acquire additional public street right-of-way on existing thoroughfares as needed to facilitate turn lanes and acceleration/ deceleration lanes and to provide additional traffic capacity at intersections.	X	X			PW, CM, CC

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Transportation						
2.A.3	Adopt appropriate access management regulations along FM 3009, Schertz Parkway, FM 78, Maske Road (as improved) and other thoroughfares pertaining to the number of driveways, location and spacing; street intersections and connections; medians and median openings; marginal access roads; traffic signal location and timing; turn lanes and acceleration/deceleration lanes; and, pedestrian and bicycle facilities.	X				PL, PW, P&Z, CC
2.A.4	Adopt a driveway ordinance to include guidelines regarding the design, construction, location, width, spacing, radius, offset and potential coordination of driveways on principal and secondary arterials and collector roadways.	X				PL, PW, P&Z, CC
2.A.5	Consider traffic impacts on affected transportation facilities during review of zone changes and subdivision applications, with developer participation in improvements needed to maintain an adequate level of service.	X	X	X		PL, P&Z, CC
2.A.6	Require traffic impact studies and mitigation actions for large-scale development proposals, particularly those adjacent to I-35, I-10, FM 3009, Schertz Parkway, and FM 78.	X	X	X		PL, P&Z
2.A.7	Leverage County, State and Federal participation in funding transportation improvements to alleviate high accident locations and traffic congestion.	X	X	X		PW
2.A.8	Participate and support the improvement of the I-35 Corridor, including its expansion to six lanes as well as future development of high occupancy vehicle lanes or mass transit.		X	X		CM, CC
2.B	*Maximize the continuity of the street network to provide access between developments, ensure citywide mobility, and minimize response time for emergency vehicles.*					
2.B.1	Utilize the Thoroughfare Master Plan during the subdivision and site development review process to ensure provision of collector roadways between adjacent developments and continuous local residential streets between subdivisions.	X	X	X		PL, P&Z

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Transportation						
2.B.2	Acquire future rights-of-way, through dedication or other means, for the extension of collector and arterial roadways that are proposed for improvement on the Thoroughfare Master Plan.	X	X	X		PL, CM, CC
2.B.3	Identify opportunities for extending collector and arterial roadways across Cibolo Creek and coordinating with the Cities of Cibolo, Universal City and Selma for an area wide transportation system.	X				PL, CM, CC
2.B.4	Begin to acquire rights-of-way in key future development areas such as south Schertz to ensure adequate and cost effective thoroughfare improvement in advance of ensuing development.		X	X		PW, CM, CC
2.B.5	Identify all dead-end streets, their impact on the flow of traffic within and between neighborhoods, and determine feasible and appropriate courses of action, such as right-of-way/easement acquisition, condemnation, and other means.	X				PL, PW, P&Z
2.B.6	Identify important collector and residential street extensions to serve local mobility needs and implement the improvements.	X	X	X		PL, PW
2.B.7	Continue to prohibit the construction of dead-end streets other than those that are temporarily terminated and planned for extension at a later date.	X	X	X		PL, PW, P&Z
2.C	*Design and place traffic control devices so as to maximize efficient traffic flow and minimize the impedance of traffic flow.*					
2.C.1	Establish criteria for the placement of traffic control devices in conformance with the Texas Manual of Uniform Traffic Control Devices (MUTCD).	X				PW
2.C.2	Periodically conduct signal warrant studies at high volume intersections to validate traffic control improvements.	X	X	X		PW
2.C.3	Adopt a Traffic Control Device Preventative Maintenance Program, consisting of periodically inspecting and maintaining traffic signals, signs and pavement markings to improve effectiveness, safety, and savings in related costs.		X			PW
2.D	*Plan, fund and implement transportation system improvements in conformance with the Thoroughfare Master Plan.*					

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Transportation						
2.D.1	Improve the Schertz Parkway Corridor to principal arterial standards with access management standards applicable to this thoroughfare.		X			PW, PL
2.D.2	Coordinate with TxDOT to implement access management and/or transportation system management (TSM) improvements along FM 3009 from I-35 to FM 78.	X				PW, CM, CC
2.D.3	Closely evaluate the number, location, width and spacing of driveways along FM 78 to maximize the facility's traffic carrying capacity and minimize vehicular conflicts.		X	X		PW, CM, CC
2.D.4	Acquire necessary additional rights-of-way to improve FM 1518 north of FM 78 to secondary arterial roadway standards prior to ensuing development.	X				PW, CM, CC
2.D.5	Acquire necessary rights-of-way in the area to the west of Schertz Parkway and north of Maske Road, north of I-35 and in South Schertz to develop collector and arterial roadways prior to continuing and ensuing development.	X				PW, CM, CC
2.D.6	Identify opportunities for acquiring undeveloped lots or other parcels to extend collector roadways within developing areas to provide for an adequate network of collector roadways.	X				PW, CM, CC
2.D.7	Acquire rights-of-way for the extension of FM 3009 south of FM 78 to provide adequate access to South Schertz.		X			CM, CC
2.E	*Identify and define minimum design and construction standards to be met by Year 2020 and evaluate current street conditions to identify immediate, short-term and longer-term improvement needs.*					
2.E.1	Periodically review the City's engineering standards and adopt amendments as necessary.	X	X	X		PW, PL, CC
2.E.2	Periodically conduct a detailed survey of pavement conditions on all street segments in the City.	X	X	X		PW
2.E.3	Establish a computerized pavement management system to determine pavement condition indices for all street segments.		X	X		PW
2.E.4	Prioritize and implement needed street improvements on an annual basis through a capital improvement program and capital budgeting.	X	X	X		PW, CM, CC

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Transportation						
2.F	*Identify funding alternatives and resources available for implementation.*					
2.F.1	Equitably distribute costs for improvement/ expansion of the transportation system to the responsible governmental agencies and to the private sector, where applicable.	X	X	X		CM, CC
2.F.2	Continue to require dedication of public rights-of-way and construction of street improvements as development occurs, in accordance with thoroughfare requirements shown on the adopted Thoroughfare Master Plan.	X	X	X		CC
2.F.3	Consider adoption of traffic impact fees to generate revenue for funding or recouping the costs of capital improvements of facility expansions necessitated by and attributable to new development.	X				PL, CM, CC
2.F.4	Evaluate the feasibility of Public Improvement Districts or other special assessment approaches to fund transportation enhancements in downtown Schertz and elsewhere.		X			PL, CM, CC
3	***Provide for the increasing demand for transportation facilities while preserving and enhancing the attractiveness of the environment.***					
3.A	*Ensure that all transportation projects include landscaping of green spaces within the rights-of-way and other aesthetic enhancements, consistent with traffic safety and design standards.*					
3.A.1	Work with TxDOT to ensure that the design of bridges, overpasses, retaining walls and other improvements includes consideration of the visual impact and utilizes design features and materials, including landscaping treatments, that will enhance the aesthetic appearance of the structures.	X	X	X		CM, CC
3.A.2	Plan and acquire rights-of-way for thoroughfares to include open space areas and buffer zones similar to that planned for Schertz Parkway.	X	X	X		PL, CC
3.A.3	Place a high priority on tree preservation in roadway improvement planning and tree protection during construction.	X	X	X		PW

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Transportation						
3.A.4	Carefully regulate development and require high standards for landscaping and property maintenance along highways and major thoroughfares to maintain aesthetics and avoid a "strip development" pattern of use.	X	X	X		PL, P&Z
3.A.5	Consider narrowing the pavement width of collector and residential streets and utilize the extra right-of-way for sidewalks, neighborhood-scale street lighting, tree preservation and landscaping and public open space.	X	X	X		PW, CC
4	***Promote alternative modes of transportation and related facilities including pedestrian and bicycle routes, public transit, and others.***					
4.A	*Pursue alternative modes of transportation, including financial participation where needed.*					
4.A.1	Prepare a bicycle and pedestrian master plan, in conjunction with a parks and recreation master plan, to identify alignments and locations of on- and off-street trails and pedestrian walkways accessible to all areas of the community and connecting neighborhoods, schools, parks, shopping and employment centers.	X				PR, PL
4.A.2	Fund and construct the proposed bicycle and pedestrian trail network in an incremental fashion to serve both recreational and alternative transportation needs.		X	X		CC
4.A.3	Initiate pedestrian/bicycle system planning to ensure advance acquisition and/or dedication of preferred routes.	X				PL, PW
4.A.4	Pursue Federal and State financial assistance grants on an ongoing basis for pedestrian and bicycle transportation projects, such as transportation enhancement funds under the Transportation Equity Act for the 21st Century (TEA-21).	X	X	X		PR, PL, PR
4.B	*Provide a safe and effective means to accommodate pedestrian traffic and prioritize sidewalk improvement areas based upon type of street and adjacent land use.*					
4.B.1	Conduct a comprehensive and detailed inventory of sidewalks and other pedestrian facilities throughout the community and prioritize needed improvements by condition, need and location.	X				PW

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Transportation						
4.B.2	Fund and construct pedestrian walkways, sidewalks, crosswalks, handicap accessible ramps and curb cuts in areas with significant pedestrian traffic, such as around schools, public parks, retail districts, and other activity areas.		X	X		PW
4.C	*Address pedestrian safety issues.*					
4.C.1	Continue aggressive enforcement of speed limits and other traffic laws near schools and parks and along neighborhood streets.	X	X	X		PD
4.C.2	Consider experimentation with "traffic calming" techniques such as speed humps or tables, street narrowing, etc. at appropriate locations to reduce speeds and discourage cut through traffic in residential neighborhoods.	X				PL, PW
4.C.3	Design and implement enhanced pedestrian crosswalks along Main Street and at other appropriate locations such as adjacent to schools, parks and the City's municipal complex to increase the visibility of pedestrians while improving the appearance of the streetscape environment.		X			UD, PL, PW
4.C.4	Install handicap accessible curb ramps citywide, and particularly in the older, established areas of Schertz.	X	X	X		PW
4.C.5	Utilize street medians/esplanades as pedestrian refuges on principal and secondary thoroughfares.		X	X		PW
4.C.6	Design the traffic signal system to accommodate pedestrians through pedestrian-actuated sensors, signal timing, etc.	X	X	X		PW
4.D	*Increase the availability of public transportation opportunities in Schertz.*					
4.D.1	Coordinate with VIA and or other local transportation providers to determine the feasibility of commuter transit service to and from Schertz.		X			CM
4.D.2	Consider a local referendum to support the extension of VIA fixed route services to the community.		X			CM, CC
4.D.3	Coordinate with VIA and surrounding communities in establishing a park and ride lot in Schertz (similar to the Selma park and ride lot) providing transit service to/from San Antonio and throughout Bexar County.		X			CM, CC

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Transportation						
4.D.4	Coordinate with TxDOT and participate in local activities regarding the proposed development of commuter rail service between San Antonio and Austin. Determine the likelihood of a commuter rail stop in Schertz.		X	X		CM, CC
5	***Coordinate with railroad companies to improve safety conditions of rail lines running through the community.***					
5.A	*Pursue improvements at intersections of railroad lines with arterial and collector roadways such as Schertz Parkway and FM 3009 to facilitate efficient traffic movement and improve safety conditions.*					
5.A.1	Facilitate safety improvements at roadway/railroad grade crossings to reduce conflicts between highway and railway traffic, including the use of traffic control devices such as gate arms, flashing lights, signage and pavement markings.	X				PW
5.A.2	Coordinate with the railroad companies for future thoroughfare improvements that intersect railroad right-of-way.	X	X	X		PL, PW
5.A.3	Consider coordination with Union Pacific Railroad to bring the line parallel to FM 78 to grade or nearer to grade to improve safety and reduce a visual impediment between the northern and southern sections of the community.	X	X			CM, PW
Public Facilities						
1	***Aggressively upgrade and maintain quality public facilities and services in order to meet the challenges of growth in accordance with accepted community standards.***					
1.A	*Establish growth management policies with the intent of maintaining and improving the existing area quality of life and public health, safety and welfare.*					
1.A.1	Establish standards upon which to measure the adequacy of public facilities.	X				CM, CC
1.A.2	Determine public facilities and services at risk of losing ground to rapid growth, such as law enforcement, fire protection, emergency health care, and the public library.	X				PD, FD, CM

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Public Facilities						
1.A.3	Develop an Adequate Public Facilities Ordinance for the City of Schertz and the outlying ETJ.	X				PW, PL, P&Z, CC
1.B	*Determine acceptable standards or averages as a measurement for adequacy of staff and equipment.*					
1.B.1	Expand the Police Department to meet or exceed the accepted community standards.	X	X	X		PD, CM, CC
1.B.2	Expand the Fire Department staff to meet or exceed the accepted community standards.	X	X	X		FD, CM, CC
1.B.3	Establish similarly specific standards for other City staff as necessary.	X				CM
1.B.4	Expand the volumes and programs of the Schertz Public Library to maintain or exceed the average for libraries serving communities similar to Schertz.	X	X	X		LIB, CC
1.B.5	Acquire equipment necessary to maintain and enhance public health, welfare and safety, including an aerial apparatus for the Fire Department and computer terminals within the cars of law enforcement officers.	X	X	X		PD, FD, CC
1.B.6	Monitor and expand, as appropriate, the equipment requirements of public services in accordance with commonly accepted averages and standards.	X	X	X		PD, FD
1.C	*Ensure that response times for emergency services are adequate and in accordance with accepted standards and averages.*					
1.C.1	Establish a fire and EMS substation north of I-35 with the intention of more adequately serving new residential growth, commercial growth within the area, but most particularly the industrial areas.		X			FD, CM, CC
1.C.2	Initiate plans for a second fire and EMS substation located below Cibolo Creek to address the existing and future population needs within the area.		X			FD, CM, CC
1.C.3	Review the need for establishment of law enforcement substations within proximity to the fire and EMS substations.		X			PD
1.D	*Determine acceptable standards or averages to ensure adequate public facilities to house public services.*					
1.D.1	Plan for and expand City Hall as appropriate to allow for continued growth of City services in accordance with area growth and without the need to remove services to sites outside of the public sector campus.		X			CM, CC

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Public Facilities						
1.D.2	Plan for and expand the Schertz Public Library to meet or exceed the accepted community standard of 600 square feet per 1,000 residents.		X			LIB, CM, CC
2	***Define and establish a public sector "campus" as a focal point for the community and a recognizable asset specifically unique to Schertz.***					
2.A	*Maintain and enhance the mix of City, County, State and Federal government offices, nonprofit facilities, education facilities and other public/quasi-public within the campus.*					
2.A.1	Assign a task force comprised of the various parties to determine the needs and intentions of each of the various institutions.		X			CM, CC
2.A.2	Develop a master plan for the public sector campus.		X			CM, CC
2.A.3	Acquire the property necessary to allow for expansion of existing facilities and construction of new facilities in the campus.		X	X		CM, CC
2.B	*Add additional public facilities to the campus, when possible, and throughout Schertz as needed.*					
2.B.1	Increase the multi-purpose facility space available in Schertz to expand, complement or replace the existing community center.		X			CM, CC
2.B.2	Consider negotiations with the U.S. Postal Service and the local Postmaster in regards to enhancement of facilities in Schertz.		X			CM
2.B.3	Review the feasibility of development of an emergency medical facility to better address the emergency needs of area residents.		X			FD, CM, CC
3	***Seek alternative funding resources to aid in constructing and expanding public facilities.***					
3.A.	*Seek out funds available through grants, foundations and corporate support for development of innovative and significant public facilities and services.*					
3.A.1.	Seek foundation funds for public service programs that are innovative, improve area quality of life, and enhance efficiency in government.	X	X	X		ED, CM, CC
3.A.2.	Acquire grant funds to aid in construction of additional or renovated public facilities, particularly those that can provide services to specific clientele such as low and moderate income individuals, seniors and youth.	X	X	X		PL

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Public Facilities						
3.A.3.	Seek out corporate support in development of the public sector campus, particularly as it relates to features of architectural or cultural significance that enhance the community.		X			CM, CC
Parks and Recreation						
1	***Provide a diverse blend of parks, recreation and open space areas to accommodate the current and future needs of Schertz's residents.***					
1.A	*Provide, maintain and enhance existing parks and recreation facilities.*					
1.A.1	Hire a Parks Director and create a Parks and Recreation Department that would be responsible for maintaining and enhancing parks and recreation facilities in the City.	X				CM, CC
1.A.2	Provide adequate funding for a Parks and Recreation Department, or advisory board in the annual budget.	X				CM, CC
1.B	*Acquire and provide adequate parks, recreation and open space opportunities for all persons.*					
1.B.1	Update the City of Schertz's Parks and Recreation Master Plan to assess specific areas of need in terms of parks, recreation and open space areas as well as future needs for park improvements and recreation facilities.		X	X		PR
1.B.2	Acquire land to develop mini/pocket parks, neighborhood parks and linear linkages to serve the needs of all citizens.		X	X		PR, CC
1.B.3	Acquire land along creek corridors to minimize adverse development impacts in adjacent areas. This may include developing a "land Bank" strategy where owners of flood-prone properties are encouraged to deed their land to the bank to ensure long-term conservation.			X		PR, CM, CC
1.B.4	Involve citizens in the planning and design of parks and recreation areas and facilities to meet specific needs and desires and ensure equal accommodation of all persons.	X	X	X		PR, PC

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Parks and Recreation						
1.B.5	Partner with adjacent municipalities, stakeholders and quasi-governmental entities including Universal City, Cibolo, Selma and Randolph Air Force Base, Guadalupe and Bexar County Flood Control Districts to devise, fund, and create a series of linear parks to serve as linkages between nearby municipal parks and to provide enhanced recreational opportunities.		X			PR, CM, CC
1.C	*Use AICUZ areas for a series of parks and recreational uses, or as a major regional recreational area.*					
1.C.1	Acquire, lease or enter into joint agreements for the use of land as a regional park facility, or reservoir for surface water retention and flood control purposes.		X			CM, CC
1.C.2	Develop a regional recreational facility including open space, regional events and activities, or special uses.			X		PR, PW, CC
1.D	*Make provisions for the use of other areas for recreational uses or park land.*					
1.D.1	Acquire, lease or enter into joint agreements for the use of lands within park land acquisition areas or along or adjacent to Cibolo Creek, including FEMA buy-out areas.		X	X		PR, CM, CC
1.D.2	Acquire, utilize, and incorporate areas with physical development constraints, and conserve and protect valued environmental, historical, and cultural resources.		X	X		PR, CM, CC
1.E	*Provide a geographic distribution of parks and recreation facilities that will provide equal opportunity and access for all residents.*					
1.E.1	Based on NRPA park standards, work toward the development of additional neighborhood parks to provide an even distribution throughout the City.	X	X	X		PR, CC
1.E.2	Acquire excess rights-of-way, vacated alleys and easements, areas beneath overhead power lines, irregularly shaped parcels and other non-developable parcels for utilization as mini/pocket parks and/or public open space.		X	X		PR, CC
1.E.3	Acquire and develop linear linkages to connect each of the mini/pocket parks, neighborhood parks, community parks, and public open spaces to provide a safe and convenient route from neighborhoods, schools and parks.		X	X		PR, CC

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Parks and Recreation						
1.E.4	Identify the amount of acreage of parks, recreation and open space needed to support the projected population of future growth areas utilizing either national or local development standards.		X	X		PR, PL
1.F	*Establish cooperative agreements with other governmental jurisdictions and educational bodies.*					
1.F.1	Establish a joint agreement with the SCUC ISD to form a partnership regarding acquisition, development, use and maintenance of public parks, recreation areas, buildings and facilities.	X				PR, CM, CC
1.F.2	Establish partnerships with Randolph Air Force Base, the SCUC ISD and the municipalities of Universal City, Selma and Cibolo for greater utilization of existing recreation facilities.		X			PR, CM, CC
1.F.3	Establish a partnership with the SCUC ISD to develop a multi-purpose recreation facility.		X			PR, CM, CC
1.G	*Encourage private sector participation in the provision of parks and recreation opportunities.*					
1.G.1	Utilize partnerships, wherever appropriate, to help develop, manage and maintain parks and recreation facilities.	X	X	X		PR
1.G.2	Provide incentives or develop provisions such as a Planned Development (PD) to encourage development of parks and recreation areas and preserve the natural environment in exchange for increased development density.		X			PR, PL, P&Z
1.G.3	Reassess the requirements for park land dedication or fee-in-lieu of dedication in the City's Unified Development Code.	X				PL, P&Z, CC
2	***Encourage the conservation of natural resources through acquisition of parks and recreation areas, preservation of open space, and environmentally sensitive planning.***					
2.A	*Encourage the conservation of environmentally sensitive areas, such as flood plains, wetlands, wildlife habitats, and areas with difficult topography or severe soil limitations, through development incentives, regulations and policies adopted by the City.*					

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Parks and Recreation						
2.A.1	Identify environmentally sensitive areas and conservation sites to acquire and preserve as open space or recreation areas including areas along the Dietz, Cibolo, Woman Hollering, and Saltillo Creeks, and FEMA buy-out areas.		X			PR, PL
2.A.2	Utilize State and Federal agency data to formulate a database and composite map of candidate conservation sites.		X			PR, PL
2.A.3	When possible, acquire priority conservation areas fee simple or through conservation easements.		X	X		CC
2.B	*Encourage the preservation of open space to enhance the livability, aesthetic quality, and natural beauty of Schertz.*					
2.B.1	Utilize development incentives to encourage developers to preserve and dedicate open space easements adjacent to arterial street right-of-way and adjacent to incompatible land uses.	X				PR, P&Z, ED, CC
2.B.2	Enforce, or strengthen existing ordinances which require new residential development to provide neighborhood parks.	X				PL, P&Z, CC
2.B.3	Provide for ongoing, long-term maintenance of privately developed lands and areas.		X	X		CM, CC
2.C	*Utilize natural waterways to provide water-oriented recreation opportunities within the community.*					
2.C.1	Continue to provide parks and recreation opportunities oriented around Cibolo Creek.	X	X	X		PR
2.C.2	Continue to improve public access to Cibolo Creek through recreation easements, pathways and piers.	X	X	X		PR
2.C.3	Continue to acquire and preserve land along the creek corridors through the continued development of parks and greenbelts.		X	X		PR, CC
2.D	*Develop a network of pedestrian and bicycle ways throughout Schertz and neighbors, including an interconnected system of multi-purpose paths, trails and lanes.*					
2.D.1	Identify potential greenbelt corridors, bicycle and pedestrian trails and routes, and linear parks that provide a safe connection between parks, schools, neighborhoods and major open spaces.		X			PR

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Parks and Recreation						
2.D.2	Identify minor arterial, collector and local residential streets that are suitable for bicycle traffic, such as Schertz Parkway.		X			PR
2.D.3	Identify rights-of-way, easements, natural drainage ways, rivers, streams and creeks that are suitable for hike and bike trails, such as Cibolo Creek and Bubbling Springs Road.		X			PR
2.D.4	Utilize trail segments to link major destinations such as parks, schools, public buildings, facilities and major employers.			X		PR
2.D.5	Utilize conservation areas along Cibolo Creek and other creek beds and waterways as greenbelt corridors.		X	X		PR
2.D.6	Establish and acquire trail right-of-way and easements at an early stage of community development.	X	X	X		PR, PC, P&Z
2.D.7	Develop an annotated trail connecting recreational facilities, parks, historic cemeteries, and landmarks that are of historic, cultural or environmental significance.			X		PR
2.D.8	Prepare a comprehensive bicycle/trail master plan that will define the routing, linkages and design standards for all trails.		X			P&Z, PL
3	***Encourage and promote a variety of recreational opportunities including cultural activities, community activities and special events to enhance recreation and education opportunities for residents and tourists.***					
3.A	*Maintain, secure and manage existing and future parks and open space in a manner which encourages their appropriate use.*					
3.A.1	Ensure that Schertz's park facilities are safe and accessible for all users.	X	X	X		PR, PW
3.A.2	Upgrade or restore existing City parks that are in need of repair.	X	X	X		PR, PW
3.A.3	Allocate funding for adequate maintenance of existing and new park land and recreational facilities.	X	X	X		PR, CM, CC
3.A.4	Annually submit grant applications to respective entities or organizations as funding sources.	X	X	X		PR, CC
3.B	*Provide recreation opportunities that meet the passive, active, social and cultural needs of all residents and tourists.*					

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Parks and Recreation						
3.B.1	Encourage the private development of recreational activities such as a bowling alley, skating rink, skate boarding and roller blading, movie theater, outdoor amphitheater and an indoor sports facility.	X	X	X		ED
3.B.2	Work with the Randolph Area Chamber of Commerce, Economic Development Corporation, and other civic and neighborhood groups to assist and promote the organization of annual community activities such as sports tournaments, festivals, outdoor concerts, fairs and other special events.	X	X	X		ED, CM, CC
3.B.3	Provide public recreation facilities and programs that promote tourism and cultural activities such as interpretive historic signage and trails.	X	X	X		PR, PW
3.B.4	Develop recreational programs and facilities based on a needs assessment conducted by the City of Schertz.	X	X	X		PR, PW
3.C	*Expand and enhance youth and teen recreation programs and facilities to meet the current and future needs of the community.*					
3.C.1	Coordinate with the SCUC ISD in developing and coordinating after school programs.	X				P&Z
3.C.2	Advertise and promote youth recreation programs, such as little league, to inform the public of available programs and activities.	X	X	X		PR
3.C.3	Continue to develop facilities at City parks for youth and adult recreational activities including tennis, swimming, biking, in-line skating, skate boarding, roller blading, fishing, picnicking and hiking.	X	X	X		PR, PW
4.A	*Implement a parks and recreation improvement program, including redevelopment of existing areas, and maintenance, improvement and renovation of all public areas and facilities.*					
4.A.1	Conduct periodic physical condition assessments of existing parks and recreation areas and facilities to identify improvements and determine the level of annual financial commitment required to adequately maintain existing facilities.	X	X	X		PR, PW
4.A.2	Prioritize improvements based upon criteria such as safety hazards, level of use, and other practical operating and maintenance criteria.	X	X	X		PR, PW

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Business & Neighborhood Enhancement						
1	***Improve and maintain a strong community character that is attractive and desirable for residents, businesses and visitors to the City.***					
1.A	*Enhance the visual and aesthetic character of the community through the establishment of programs, standards, and guidelines.*					
1.A.1	Consider establishing a program to organize and promote the maintenance and upkeep of neighborhoods and commercial areas.		X			PL, P&Z
1.A.2	Identify and cite code violations and proactively pursue compliance with City ordinances and regulations.	X	X	X		CE
1.A.3	Review and amend, as necessary, existing codes and ordinances to ensure that each achieves the desired results of an aesthetically pleasing, attractive community.	X				PL, P&Z
1.A.4	Consider creating a recognition program that publicly acknowledges residential and business property owners for their role toward enhancing the visual quality and appearance of Schertz.	X				CC
1.A.5	Visually enhance and maintain public infrastructure improvements such as streets, traffic signals, signage, sidewalks, and parks, specifically in highly visible areas of the community.	X	X	X		PL, PW, CC
1.B	*Develop gateways and scenic corridors into and through the community to establish a first impression and create a recognizable identity for Schertz.*					
1.B.1	Identify and develop specific locations for entrance gateways and enhanced corridors such as along I-35, I-10, FM 78, FM 3009, FM 1518, Schertz Parkway, and Main Street.	X				PL, ED, P&Z,CC
1.B.2	Prepare specific gateway and corridor plans for public improvements such as bridges and traffic signals, landscaping, and entrance signage.	X	X			PL, ED, P&Z,CC
1.B.3	Design visually appealing monument signs and install them at the identified gateway or character area locations.		X	X		PL, PW
1.B.4	Utilize plant materials that are proven performers in the region. Install low maintenance, hardy, drought and flood tolerant plant materials in public rights-of-way.	X	X	X		PL, PW

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Business and Neighborhood Enhancement						
1.B.5	Acquire oversized rights-of-way for landscaped open space, connectors to nodes and community destinations and for hike and bike trails.		X	X		PL, CM, CC
1.B.6	Create a corridor overlay district along specified enhancement corridors to enact unique design guidelines to include provisions for signage, landscaping, lighting, building facade design, materials and other visual elements.	X	X			PL, P&Z, CM, CC
1.B.7	Consider creating a City sign ordinance, as necessary, to control the location, type, style, height, size, lighting and scale of signs throughout the City with specific standards for identified enhancement corridors.	X				PL, P&Z, CM, CC
1.B.8	Incorporate associated enhancement costs into the Capital Improvement Program and Annual Budget.	X	X	X		CM, CC
1.B.9	Determine and pursue additional funding sources for enhancement projects and develop a timeline for submitting applications to necessary agencies.	X	X	X		PL
1.C	*Recognize and showcase unique identities of different areas of the community including Cibolo Creek, Main Street, the public sector campus, and other distinct areas of Schertz.*					
1.C.1	Fund, design and install distinctive street signs, signals, lighting and directional signage identifying areas of the City as unique and focal points of community activity. Select or design street signs, street signals, and directional signage and kiosks that are unique and consistent with the context or special character of the area. Request input from appropriate organizations and agencies.		X	X		PL, PW, CM, CC
1.C.2	Create Main Street and public sector campus overlay districts to enact unique design guidelines to include provisions for signage, landscaping, lighting, building facade design, materials and other visual elements.	X				PL, P&Z, CC
1.C.3	Consider conducting, funding and implementing a public sector campus plan.	X	X			PL, CM, CC
1.C.4	Partner with the area Chamber of Commerce, businesses, schools, and organizations to develop and maintain dialogue and programs to promote local businesses, festivals, and community related activities.	X	X	X		ED, PI, PL, CM

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Business and Neighborhood Enhancement						
1.C.5	Assess and incorporate associated enhancement costs into the Capital Improvement Program and Annual Budget.	X	X	X		PL, PW, CM, CC
1.C.6	Develop an annotated nature trail along Cibolo Creek to include an historic trail/corridor on Main Street and FM 78. Work with Texas Historical Commission (THC) to designate and exhibit local historic markers.		X			PR, PL, CC
1.D	*Consider a property maintenance code and enforcement program for vacant, undeveloped and distressed properties, which provide opportunities for renovation and redevelopment.*					
1.D.1	Encourage and support private initiatives to landscape and beautify vacant/underutilized lots. Uses include community gardens and other passive recreation.	X	X	X		PL, CM, CC
1.D.2	Conduct a visual property and building maintenance survey to identify priority parcels or structures. Suggest improvements and work with property owners to bring parcels within conformance of existing codes, including landscaping, signage, building condition, etc.	X				PL, CE
1.D.3	Consider the implementation of a property maintenance code to provide minimum standards for property and building upkeep and maintenance.	X				PL, CE
1.D.4	Partner with community organizations and agencies to create and implement a paint partnership program.	X	X	X		PL, PI
1.D.5	Develop other programs to encourage property owners to maintain and enhance their property to create an asset for the City.	X	X	X		PL, PI
1.E	*Improve the visual environment in high priority areas of the City by relocating or burying overhead power and utility lines where practical and feasible.*					
1.E.1	Establish a partnership with local utility providers to determine the cost, timing, and feasibility of relocating overhead lines underground or to the rear of lots throughout the City, specifically along defined enhancement corridors and community nodes and character areas.		X			PL, PW, CC
1.E.2	Amend applicable ordinances, as necessary, to require utility lines to be buried, located at the rear of lots, or along the perimeter of subdivisions.	X				PL, P&Z, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
1.E.3	Incorporate the costs to bury overhead power lines along identified enhancement corridors, such as FM 78, and I-35, into the Capital Improvement Program and Annual Budget.			X		CM, CC
2	***Enhance aesthetics throughout Schertz by improved site planning to include vehicular and pedestrian mobility, paths and trails, roadway layout, usable open space, and appropriate landscaping, lighting and other amenities.***					
2.A	*Enhance the appearance of major thoroughfares, residential streets and commercial areas in Schertz.*					
2.A.1	Devise, fund and implement corridor enhancement plans for Main Street, FM 3009, FM 1518, Woodland Oaks Drive, FM 78, I-35 and I-10 and other thoroughfares as determined appropriate and necessary.	X	X	X		PL, PW, CM, CC
2.A.2	Develop enhanced design standards of development for public improvements such as bridges, sidewalks, crosswalks, streetlights, traffic signals, and signage.	X				PL, PW
2.A.3	Monitor the implementation for physical road improvements at the City, County and State level.	X	X	X		PW, CM
2.A.4	Amend the City's typical roadway cross sections for future development, to increase or decrease the width of right-of-way and pavement to allow for adequate space for pathways, landscaping and buffers.	X				PW, PL, P&Z, CC
2.A.5	Utilize marginal access roads to create additional open space adjacent to major thoroughfares.	X	X	X		PW, CC
2.A.6	Develop and implement landscaping and irrigation standards and specifications for all classifications of roadways.	X				PL, PW
2.A.7	Develop and implement a street tree planting program along defined enhancement corridors, with sensitivity to utility placement and maintenance concerns.		X	X		PL, PW
2.A.8	Continue to dialogue, monitor and provide input to TxDOT for the proposed improvements to FM 78. Partner with TxDOT to provide adequate vehicular and pedestrian mobility, site ingress and egress, tree and lighting installation.	X				PL, PW, CM

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
2.A.9	Develop a corridor improvement plan and include it in the Capital Improvement Program and Annual Budget, including costs for design, installation, and long-term maintenance.		X	X		PL, PW, CM, CC
2.B	*Create gateways into the City along major thoroughfares entering the community as well as entering neighborhoods and other defined districts such as the public sector campus, parks, Main Street and other valued areas throughout Schertz.*					
2.B.1	Amend the City's Unified Development Code, as necessary, to allow provisions for flexible building and parking setbacks, minimum parking ratios and requirements, open space area and easements, raised street medians, traffic calming devices and banner districts at entrances to neighborhoods, distinct areas, and special districts.	X				PL, P&Z, CC
2.B.2	Amend the City's design criteria, as necessary, to incorporate provisions for use of traffic calming techniques at the entrances to neighborhoods, distinct areas, and special districts.	X				PL, PW, CC
2.B.3	Consider a plan review process to coordinate the design and appearance of residential and nonresidential development, including special features such as building facades and materials. Potential element considerations include special architectural features and themes, facade treatments and materials, paving materials and patterns, unique lighting, landscaping, entrance monuments, increased open space, raised street medians, and other special features such as earthen berms, retention ponds, swimming or reflecting pools, fountains or statuary.	X				PL, P&Z, CC
2.B.4	Amend the City's Unified Development Code, as necessary, to require entry monuments at all major entrances of residential subdivisions and commercial centers, industrial parks, and other distinct areas to create an identity for the area.	X				PL, P&Z, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
2.C	*Create public open spaces and pedestrian pathways throughout the community to create a network of greenbelts and parks providing recreational opportunities, visual relief from development density and public infrastructure. Consider acquisition of additional open space and begin to determine, acquire and construct bike and pathway linkages between community parks, schools, neighborhoods, nodes and public facilities.*					
2.C.1	Conserve and preserve existing open space throughout the community, including areas along thoroughfares, within neighborhoods, and specifically natural resource areas.	X	X	X		PL, PW, CC
2.C.2	With the exception of Main Street and other constrained environments, amend the City's Unified Development Code, as necessary, to allow provisions for increased building and parking lot setbacks and open space easements adjacent to thoroughfare and collector roadways.	X				PL, P&Z, CC
2.C.3	Consider the acquisition and preservation of environmentally sensitive or unique natural resource areas throughout the City, to include wetland and flood prone areas.	X	X	X		PL, PR, CC
2.C.4	Preserve adequate rights-of-way to accommodate increased setbacks for open space easements, pedestrian and bicycle mobility and tree planting.	X	X	X		PL, PW, P&Z, CC
2.C.5	Amend the City's Unified Development Code, as necessary, to require provision for reasonable site triangle setback requirements and height restrictions at intersections of collector and arterial roadways as well as points of ingress and egress to commercial and other uses.	X				PL, PW, P&Z, CC
2.C.6	Utilize increased buffer widths between non-residential and residential uses to minimize potential adverse impacts associated with major thoroughfares or higher intensity uses.	X				PL, P&Z, CC
2.C.7	Acquire and maintain excessive rights-of-way, vacant lots, vacated alleys and easements, areas beneath power lines, irregularly shaped and other less desirable parcels as public green space and connectors between parks and recreational areas.		X	X		PW, PR, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
2.C.8	Foster pedestrian mobility between natural, residential, commercial and unique character areas through the use of safe and ample walkways, crosswalks, bikeways and arcades to provide an interesting and varied articulation of street and open space spatial experiences.	X	X	X		PL, PW
2.D	*Enhance the appearance of properties adjacent to major thoroughfares and other highly visible areas.*					
2.D.1	Amend the Unified Development Code, as necessary, to require consistent, compatible, and cohesive perimeter buffering and fencing adjacent to residential subdivisions as well as nonresidential developments.	X				PL, P&Z, CC
2.D.2	Amend the Unified Development Code, as necessary, to require perimeter landscape and open space easements around subdivisions and nonresidential developments, when adjacent to major thoroughfares, collector roadways, and public facilities and properties.	X				PL, P&Z, CC
2.D.3	Ensure the provision of assurances for long-term care and maintenance of perimeter fencing and landscaping.	X				PL
2.E	*Utilize standards and policies to guide the visual appearance of buildings and other facilities and improvements.*					
2.E.1	Establish standards and guidelines to achieve a high quality sustainable built and natural environment that is consistent with the community vision and compatible with the natural environment.	X				PL, P&Z, CC
2.E.2	Create design standards and/or architectural guidelines for multiple family dwellings, commercial and industrial buildings, and public facilities.	X				PL, P&Z, CC
2.E.3	Develop and implement a site plan review process to ensure conformance with standards and policies pertaining to architecture and site design.	X				PL, P&Z, CC
2.E.4	Create and utilize a planned unit development (PUD) provision in the Unified Development Code to preserve natural and undevelopable areas and to encourage site specific development to include cluster development, and creation of special features including retention/detention ponds, lakes, open space, and other visual attractions.	X				PL, P&Z, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
2.E.5	Develop compatibility standards for the design and appearance of commercial office, retail and light industrial buildings when adjacent to or in proximity to single or multiple family residential development or special character areas.	X				PL, P&Z, CC
2.F	*Adopt enhanced signage controls in areas adjacent to major thoroughfares and interstate highways, collector roadways, residential neighborhoods, and other highly visible areas.*					
2.F.1	Create a corridor overlay district with enhanced regulations pertaining to the location, type, style, color, lighting, size, materials and scale of signage.	X				PL, P&Z, CC
2.F.2	Create or amend the City's sign ordinance to include provisions for submission of master signage plans for commercial centers or master planned developments.	X				PL, P&Z, CC
2.F.3	Require signage that visually blends with a proposed development and also fits into the context or character of the surrounding area.	X				PL, P&Z, CC
2.F.4	Partner with TxDOT and surrounding municipalities to consider the creation of a "Scenic Corridor" district along Interstates 35 and 10 to restrict the number and placement of billboards.		X			PL, CM
2.G	*Enhance the appearance of nonresidential parking areas.*					
2.G.1	Amend the Unified Development Code, as necessary, to require enhanced periphery and interior landscaping standards and pedestrian mobility within parking and vehicular use areas.	X				PL, PW, P&Z, CC
2.G.2	Consider creating or amending existing landscape island standards to require islands to be designed and grouped together to create defined aisles, entrances and pedestrian walkways.	X				PL, PW, P&Z, CC
2.G.3	Establish a ratio of landscape islands per parking stall, such as one island per twenty spaces. Vertical curbs should protect each island.	X				PL, PW, P&Z, CC
2.G.4	Require that parking lot trees be planted in the parking areas, to reduce the heat island effect and provide shaded areas for pedestrians.	X				PL, PW, P&Z, CC
2.G.5	Establish minimum landscape and irrigation installation and maintenance standards for trees, shrubs, groundcovers, turf and other landscape materials.	X				PL, PW, P&Z, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
2.G.6	Require perimeter parking lot buffers to fully screen parking and service areas from adjacent roadways, properties and incompatible uses.	X				PL, PW, P&Z, CC
2.H	*Screen accessory and incidental uses, equipment, and storage areas.*					
2.H.1	Amend the Unified Development Code to require the screening of refuse enclosures; exterior ground-mounted or building-mounted equipment including mechanical equipment, utilities, meter banks and coolers, rooftop equipment, service bays, and storage of materials, products and equipment.	X				PL, P&Z, CC
2.H.2	Implement or continue to conduct a site plan review process (including building elevations) to ensure conformance with the Unified Development Code and in particular for review of screening requirements.	X				PL, P&Z
2.I	*Preserve existing views that convey the indigenous heritage, character, environment and landscape of the City.*					
2.I.1	Amend the Unified Development Code to establish a process to determine valued viewsheds within the community.	X				PL, P&Z, CM, CC
2.I.2	Inventory and determine existing valuable views and designate them as viewshed protection areas or zones.		X			PL, P&Z, CM, CC
2.I.3	Implement a viewshed preservation or enhancement provision to the Unified Development Code for areas with varied topography, environmental sensitivity or development significance.		X			PL, P&Z, CM, CC
3	***Invest in Main Street to establish a vibrant mix of places to work, live, and visit, with shops, restaurants, places of entertainment, and a variety of dwelling units.***					
3.A	*Create an aesthetic and physically appealing character in Main Street that creates a unique destination for visitors.*					
3.A.1	Consider the creation of a mixed use/recreational/commercial overlay district for Main Street.	X				PL, P&Z, CM, CC
3.A.2	Adopt and utilize urban design guidelines consistent with the existing mixture of architectural styles to create a unique "sense of place."		X			PL, P&Z, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Business and Neighborhood Enhancement						
3.A.3	Prepare design guidelines or standards in cooperation with property owners and other organizations, agencies, and stakeholders in the Main Street area.		X			PL, P&Z, CC
3.A.4	Incorporate distinctive improvements such as street and sidewalk paving patterns, crosswalks, unique street signage, and pedestrian amenities.	X				PL, PW, CM, CC
3.A.5	Construct entrance markers as "mini-gateways" to Main Street with identification signs and landscaping.		X			PL, PW, CM, CC
3.B	*Encourage the renovation, reuse, and rehabilitation of existing underutilized structures and allow for new infill development which is compatible with the area's existing built form, architectural and historic character and that will bring businesses, visitors, and residents to the area.*					
3.B.1	Comprehensive, consistent application of the existing building code shall be applied when reviewing redevelopment and improvement projects, (for example, health and risk factors such as electrical, plumbing, fire codes, etc.) to older structures.	X	X	X		PL, CE
3.B.2	Recognize and provide opportunities to enhance architectural or design features that promote the historic character/appearance of building facades, sidewalks, parking, and lighting. Use all of these elements to promote a more attractive appearance in Main Street.	X	X			PL, P&Z, CM, CC
3.B.3	Utilize incentives to encourage redevelopment and adaptive uses of historical and significant buildings, structures and resources.		X	X		PL, ED, CM, CC
3.B.4	Consider tax abatements for rehabilitation and restoration of historic or culturally significant buildings for a specified period of time.	X	X	X		PL, ED, CM, CC
3.B.5	Encourage lease/purchase arrangements of properties owned by trusts that currently own Main Street buildings.	X	X	X		PL, ED, CM, CC
3.B.6	Require redeveloped and infill structures to blend with the character, design, materials and scale of existing structures and block faces in Main Street.	X				PL, P&Z, CC
3.B.7	Promote a safe environment through Crime Prevention Through Environmental Design (CPTED) standards and community-based law enforcement.	X				PL, P&Z, PD, CC

Action		Budget Timeframe				Responsibility
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Business and Neighborhood Enhancement						
3.B.8	Fund, undertake, implement and administer a Main Street master revitalization and improvement plan to assess and enhance the mix and demand for particular uses, aesthetic improvements, transportation, mobility, funding, incentives, marketing and image.		X	X		PL, P&Z, ED, CM, CC
3.C	*Attract entertainment and dining establishments to Main Street including theaters, restaurants, cafes and specialty shops.*					
3.C.1	Partner with the Chamber of Commerce and other stakeholder organizations and agencies to establish an aggressive commercial and retail development program to attract and retain desirable uses within Main Street.	X	X	X		ED, CM, CC
3.C.2	Consider offering incentives to property owners who lease or develop their buildings with restaurant and other desirable uses.		X	X		ED, CM, CC
3.C.3	Offer a clear and expedited permit process for entertainment, restaurant, and other desirable uses.	X				PL, ED, CM, CC
3.C.4	Encourage the location of entertainment venues to include drive in theater, dinner theaters, dance hall/pavilion, and other specialty shops to include “Americana” memorabilia, art and artisan galleries.	X	X	X		PL, ED, CM
3.D	*Provide direct and adequate access to and parking within Main Street thereby encouraging shopping trips by local residents and visitors.*					
3.D.1	Designate and label routes to Main Street so that it is easy to find from FM 78, FM 3009, FM 1518, I-35, I-10, and Schertz Parkway.	X				PW
3.D.2	Create unique gateways and identifiers into special character areas, such as the Main Street district, to create a sense of arrival.		X	X		PL, PW, CM
3.D.3	Consider traffic calming and on-street parking options along Main Street to slow vehicle traffic and provide sufficient on street or nearby parking to get visitors out of their automobiles.	X	X			PL, PW, CM
3.E	*Consider establishing business development incentive programs that offer financial assistance and technical expertise to commercial property owners within Main Street for upgrading and renovating building facades, in accordance with established design guidelines.*					

Action		Budget Timeframe				Responsibility
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Business and Neighborhood Enhancement						
3.E.1	Support a Business Development Loan Fund, Building Loan Improvement Program, Paint Program, facade grant program and Historic Tax Credit Program to assist property owners with the improvement of properties, facades, and other physical enhancements in Main Street.	X	X			PL, ED, CM, CC
3.E.2	Consider the creation of a municipal improvement district or public improvement district within Main Street, which have the authority to levy an assessment apportioned for the improvements.	X	X			ED, CM, CC
3.E.3	Solicit funds from private businesses to supplement a program grant fund.	X	X			ED, CM
3.E.4	Solicit the involvement of local financial institutions to establish a low interest loan program for property and facade improvements.	X	X			ED, CM
3.E.5	Consider creating a special Main Street fund in the City's Annual Budget.	X	X	X		PL, ED, CM, CC
3.F	*The City should seek to create an attractive pedestrian environment in Main Street to attract residents and visitors to the area.*					
3.F.1	Provide incentives to encourage property and business owners to install trees, colonnades, cantilevered canopies or awnings to provide shade and shelter as well as an attractive cohesive appearance along Main Street.		X	X		ED, CM, CC
3.F.2	Offer rebates (through tax reduction, a facade grant fund, etc.) for canopy installation/replacement and facade restoration and enhancements to Main Street property and business owners.		X	X		ED, CM, CC
3.F.3	Create an overlay district and establish architectural and design guidelines to conform to a redevelopment theme and strategy for Main Street.		X			PL, P&Z, CC
3.F.4	Consider developing a long-term Master Plan for Main Street to generate interest, excitement for redevelopment as well as to use as a marketing tool.		X			PL, P&Z, CC
3.G	*Organize additional festivals, dances and other community activities to focus attention on the City and Main Street and nearby park and trail system.*					
3.G.1	Publicize and encourage participation in local festivals, celebrations, concerts, and other community activities.	X	X			PI
3.G.2	Create positive partnerships with businesses and property owners to sponsor festivals, dances and other community activities.	X	X			CM, PI

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Business and Neighborhood Enhancement						
3.G.3	Further promote regional festivals that showcase Cibolo Creek, community parks, Main Street and local history.	X	X			CM, PI
Growth Capacity						
1	***Enact policies that will allow Schertz to grow as necessary to respond to demand.***					
1.A	*Actively pursue annexation of surrounding areas with particular emphasis on those areas suitable for quality residential development.*					
1.A.1	Determine as a community the pace with which Schertz should continue to grow and develop an Annexation Plan to respond accordingly.	X				PL, P&Z, CM, CC
1.A.2	Create a means to monitor growth and growth trends to determine if additional or reduced annexation is necessary.	X				PL, P&Z, CM, CC
1.B	*Ensure the availability of adequate infrastructure and services to continue growth at the pace desired by the community.*					
1.B.1	Expand water service to ensure that all of Schertz, including areas that are annexed, have adequate water.	X				PW, CM, WA
1.B.2	Coordinate with the Cibolo Creek Municipal Authority and the San Antonio River Authority to ensure that wastewater service is available to all areas of Schertz as necessary.	X	X	X		PW, CM
1.B.3	Include water and wastewater service in any Adequate Public Facilities Ordinance developed by the City of Schertz.	X				PL, PW, P&Z, CM, CC
2	***Promote infill development as an alternative to continued sprawl away from the heart of Schertz.***					
2.A	*Develop a policy to encourage infill development and market that policy as an alternative method of development.*					
2.A.1	Inventory existing gaps in development available for infill development and determine if residential infill is the most appropriate use of such property.	X	X			PL, ED
2.A.2	Develop a market study to determine the reason that each parcel has been left undeveloped and determine the feasibility of development.		X			PL, ED, CM
2.A.3	Create and institute incentives to encourage quality infill development.		X			PL, ED, CM, CC

Action		Budget Timeframe				Responsibility
Goal/ Objectives/ Action	Action Statement	0-2 Years (No Significant Budgetary Obligation)	2-5 Years (Moderate Budgetary Obligation)	5-10 Years (Signficant Budgetary Obligation)	10+ Years (Signficant Budgetary Obligation)	Potential Parties
Growth Capacity						
3	***Require development to be designed in a way that follows the principles of Smart Growth.***					
3.A	*Incorporate traditional neighborhood development and transit oriented design into the Unified Development Code.*					
3.A.1	Establish pedestrian-friendly design as a fundamental component of subdivision design by requiring enhanced sidewalks, trails and concepts that require no more than a 10 minute walk to reach a destination within the neighborhood.	X				PL, P&Z, CC
3.A.2	Require development to delineate edges and a central focal point.	X				PL, P&Z, CC
3.A.3	Mix uses and provide neighborhood commercial opportunities within the development.	X				PL, P&Z, CC
3.A.4	Provide a variety of housing according to type, affordability, accessibility, character, and location.	X				PL, P&Z, CC
3.A.5	Incorporate parks, schools, churches and other institutions as integral components of design.	X				PL, P&Z, CC
3.A.6	Revise the UDC to allow for reduced space requirements such as setbacks and minimum lot size.	X				PL, P&Z, CC
3.A.7	Promote street widths and setbacks that encourage pedestrian activity and improve safety.	X				PL, PW, P&Z, CC
3.A.8	Incorporate transit as a means of connecting neighborhoods within the region.		X			PL, PW, P&Z, CC
3.B	*Incorporate Conservation Subdivision Techniques and cluster zoning into the Unified Development Code.*					
3.B.1	Create an option to utilize Conservation Subdivision Techniques as a means of reducing lot size and increasing open space.	X				PL, P&Z, CC
3.B.2	Establish an areawide map that indicates Primary conservation areas to be protected during subdivision design.	X				PL, P&Z, CC
3.B.3	Determine criteria for Secondary conservation areas, conservation easements and concept plan approval.	X				PL, P&Z, CC
3.B.4	Revise the UDC to allow for uncommon lot design, including flag lots.	X				PL, P&Z, CC

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Growth Capacity						
3.C	*Incorporate Planned Unit Development into the Unified Development Code.*					
3.C.1	Create specific criteria to be met by any proposed Planned Unit Development.	X				PL, P&Z, CC
3.C.2	Determine the usefulness of PUD as an overlay or a zoning district.	X				PL, P&Z, CC

Capital Improvement Program (CIP)

A Capital Improvement Program (CIP) is a five-year planning process that has a direct link to the City's annual budget and appropriation cycles. The City's annual Capital Budget puts the CIP into action. The first year of the Capital Improvement Program becomes the basis for the Capital Budget for that fiscal year, and the remaining four years are the long-term capital programming document. The CIP is updated annually. The current year is eliminated and another year is added at the end so that it will always be a five-year program.

The CIP process is a mechanism for analyzing the City's financial condition and projecting what it is likely to be in the near future. By undertaking a financial analysis as part of the CIP, the City is able to predict, with reasonable accuracy, its capacity to finance capital improvements after it has paid its basic operating expenses. Once this capacity has been identified, a fiscal program is developed. The financial analysis also estimates the impact that capital expenditures will have on the operating budget.

The Plan is concerned with physical facilities and services as well as land use and population growth. The Plan provides guidance for capital project selection and assignment of priorities. The Capital Improvement Program, along with the Unified Development Code and official zoning map, is a device for implementing the Plan.

Capital improvements include facilities such as utility systems, public buildings, land acquisition, parks, streets, sidewalks, drainage, libraries and major equipment. These are items that may have a significant impact on the community and are often too

expensive to be financed in the annual operating budget. The distinction between a capital expenditure and an operating expenditure is not always precise. Capital projects tend to be relatively expensive and are often financed by borrowing. They are non-recurring, meaning they do not occur every year, and they usually have a life expectancy of several years.

The Role of a CIP in Planning and Management

Preparation of a Capital Improvement Program involves difficult decisions. There are nearly always more worthwhile projects to consider than there are dollars to fund them. The CIP process must be well conceived and administered.

The City Council acts as the lead agency for drafting the Capital Improvement Program under the direction of the City Manager. The City Manager, or an appointee, should serve as the program coordinator and set general guidelines for program preparation. It is up to the program coordinator to keep the process moving. The program coordinator does not have to prepare the CIP but must be involved enough to see that the program guidelines are followed; that information and forms are disseminated and collected; that meetings are held as needed; that deadlines are met; and that the City Council gets periodic progress reports. Coordination and cooperation are critical to the success of the CIP.

The CIP should be prepared within guidelines approved by City Council. These guidelines may address such concerns as setting schedules; defining a capital project (setting dollar limits); setting a budget for program preparation; appointing a citizen advisory committee; determining the extent of public participation; and establishing any other desired parameters. The guidelines should be clear enough to prevent confusion and delay, yet not so structured that they inhibit flexibility and innovation.

The recommended steps for establishing a CIP include:

- *Initiate program;*
- *Establish procedures;*
- *Inventory existing capital facilities;*
- *Establish criteria for capital expenditures versus operating expenditures;*

- *Determine status of previously approved capital projects;*
- *Prepare project requests;*
- *Perform financial analysis and prepare financial program;*
- *Review project requests;*
- *Prepare and review CIP proposal;*
- *Adopt CIP;*
- *Adopt and monitor capital budget; and,*
- *Review and revise CIP and capital budget.*