City of Schertz, Texas

COMPREHENSIVE PLAN

APRIL 2024

SCHERTZ

COMMUNITY ★ SERVICE ★ OPPORTUNITY


CITY HALL
HAL BALDWIN MUNICIPAL COMPLEX
BUILDING 1
STOP

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EXECUTIVE SUMMARY

The City of Schertz's Comprehensive Plan will guide development and manage growth in the City over the next 20 years. The Plan builds on the previous Schertz Comprehensive Land Plan adopted in 2002. This Plan is a community-driven effort that recommends strategies for land use changes, transportation improvements, and economic development for Schertz. The Plan takes into account the demographic, socio-economic, and environmental changes that have shaped Schertz in the last 20 years.

The planning process spanned over 12 months and included input from residents, community groups, and stakeholders to identify the guiding principles that reflect community values and aspirations. The Comprehensive Plan Advisory Committee (CPAC) spearheaded the planning process and met regularly to provide feedback on plan elements. Other engagement tools utilized to gather input included a project website and interactive map, an online survey, virtual focus group discussions, and a community event. The Plan was discussed by Schertz City Council in March 2024 and formally adopted in April 2024.

The Plan document is organized into three chapters - Community Snapshot, Focus Areas & Engagement, Land Use & Economic Strategy, and Appendices. The first chapter provides an overview of the planning process, existing conditions, and market snapshot conditions. The second chapter elaborates on the public engagement process which helped create the Policy Statements that act as guiding principles for this Plan and take a closer look at the identified focus areas. Chapter Three describes the future land use recommendations, transportation recommendations, fiscal impacts, and implementation strategies for achieving the proposed recommendations. The Appendices provide additional information that support the contents of the Plan.

CHAPTER 1

Community Snapshot


SCHERTZ
TEXAS

INTRODUCTION

Understanding the history and existing conditions is crucial in planning for the future of Schertz. The purpose of this chapter is to acquaint the reader with this Comprehensive Plan and present existing conditions including ongoing planning efforts, demographics, physical features, and economics that will impact development in Schertz.

What is a Comprehensive Plan

A comprehensive plan is a long-range planning tool intended to be used by decision-makers, municipal staff, and the local community. The plan will direct the community's growth and physical development for the next 20 years. The comprehensive plan is written for various audiences, including Schertz residents, elected and appointed officials, and technical professionals. The State of Texas has established laws dictating the way that incorporated communities can ensure the health, safety, and welfare of their citizens through a comprehensive plan. The Texas Local Government Code (TLGC) Chapter 213 states:

> *"The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality… A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations."*

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

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

There are two interrelated purposes of a comprehensive plan. First, it allows the residents of a community to create a shared vision of what they want the community to become. Second, it establishes recommendations by which a community can effectively implement this vision.

LEGAL BASIS FOR PLANNING

State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. The authority of a city to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code (TLGC). Chapter 211 of the TLGC allows municipalities to adopt zoning, while Chapter 212 allows the governing body of a community to regulate subdivision development within the city limits, which varies depending upon the population of the community. It is important to note that a comprehensive plan is NOT a zoning ordinance but rather is intended to be used as a tool to guide development, infrastructure, and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the TLGC. In Texas, cities are not required by the state's government to prepare nor maintain a comprehensive master plan, unlike some other states. However, Section 213 of the TLGC allows the governing body of a community to adopt a plan to encourage sound development decisions and promote public health, safety, and welfare. Texas cities can define the content and design of their plan, resulting in a long-range blueprint that can be customized to meet their needs.

How will the Comprehensive Plan be used?

The comprehensive plan is a long-range planning document that City leadership and staff should reference to guide development regulations and policy decisions. It can be used in a variety of ways for different City departments. The comprehensive plan is not a regulating document, such as the zoning ordinance or subdivision regulations; however, the recommendations will influence City regulations, policies, and budgeting that are updated more frequently. The comprehensive plan should be revisited every five to 10 years to ensure the plan recommendations are meeting the community's current needs. Below are a few ways the City will use this Plan.

City Administration

The City Administration (e.g., City Manager, Assistant City Managers, Finance) will primarily use the Future Land Use Map and the implementation matrix for major policy and budget decisions.

Planning and Community Development

The Planning and Community Development Department will primarily use the Future Land Use Map to review zoning cases and prepare staff reports for the Planning and Zoning Commission and City Council. While compatibility with the Future Land Use Map is important, it should not be the only criterion to recommend approval or denial of a zoning decision. Other critical review criteria include the provision of adequate infrastructure, transportation connectivity and access, topography considerations, land use adjacency, growth management principles, etc.

Engineering

The Engineering Department will primarily use the Future Land Use Map when planning for future infrastructure capacity. The Engineering Department will also use the population projections associated with the Future Land Use Map to plan when future infrastructure will be needed.

Parks and Recreation

Like the Engineering Department, the Parks and Recreation Department will primarily use the Future Land Use Map and population projections to plan for future park, recreation, and open space facilities. These facilities should be strategically located within neighborhoods and near other public uses. The Comprehensive Plan works with other master plans, like the Parks, Recreation, and Open Space Master Plan adopted in 2020, to identify the location of park facilities and improve connectivity through the use of trails.

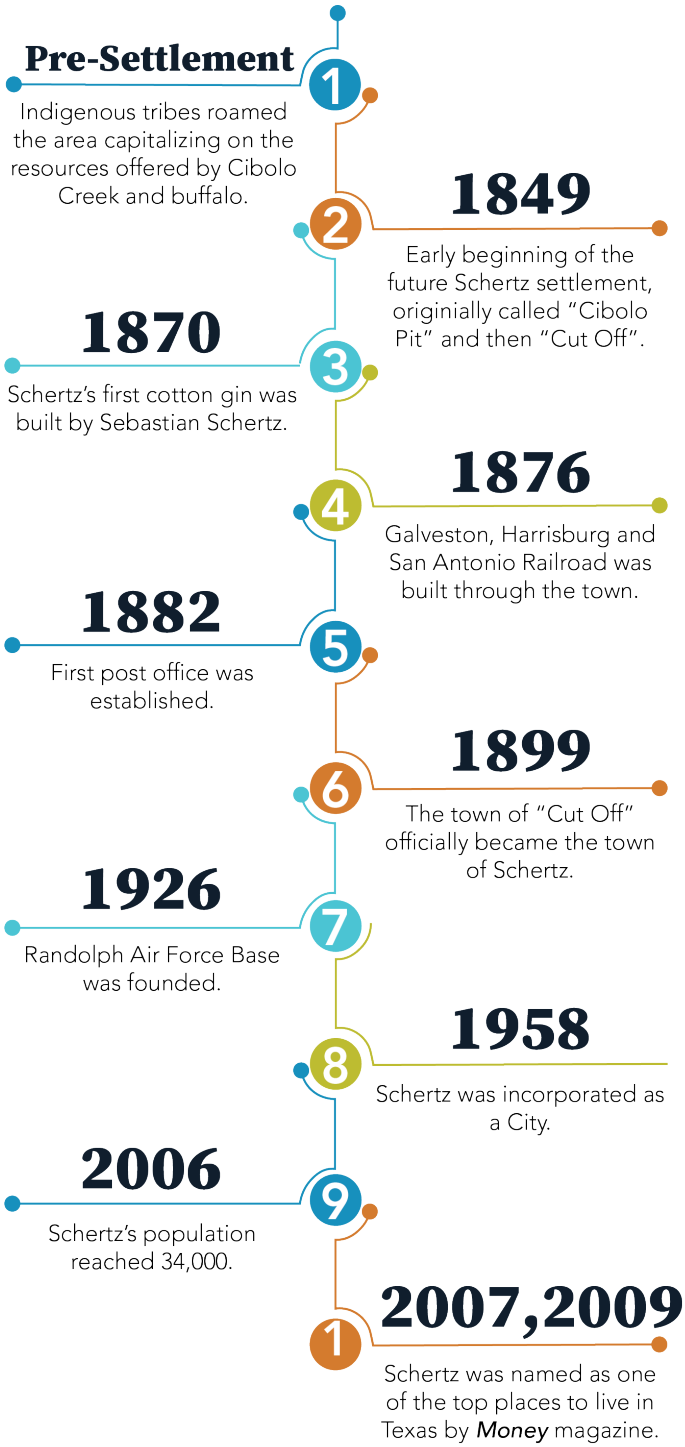


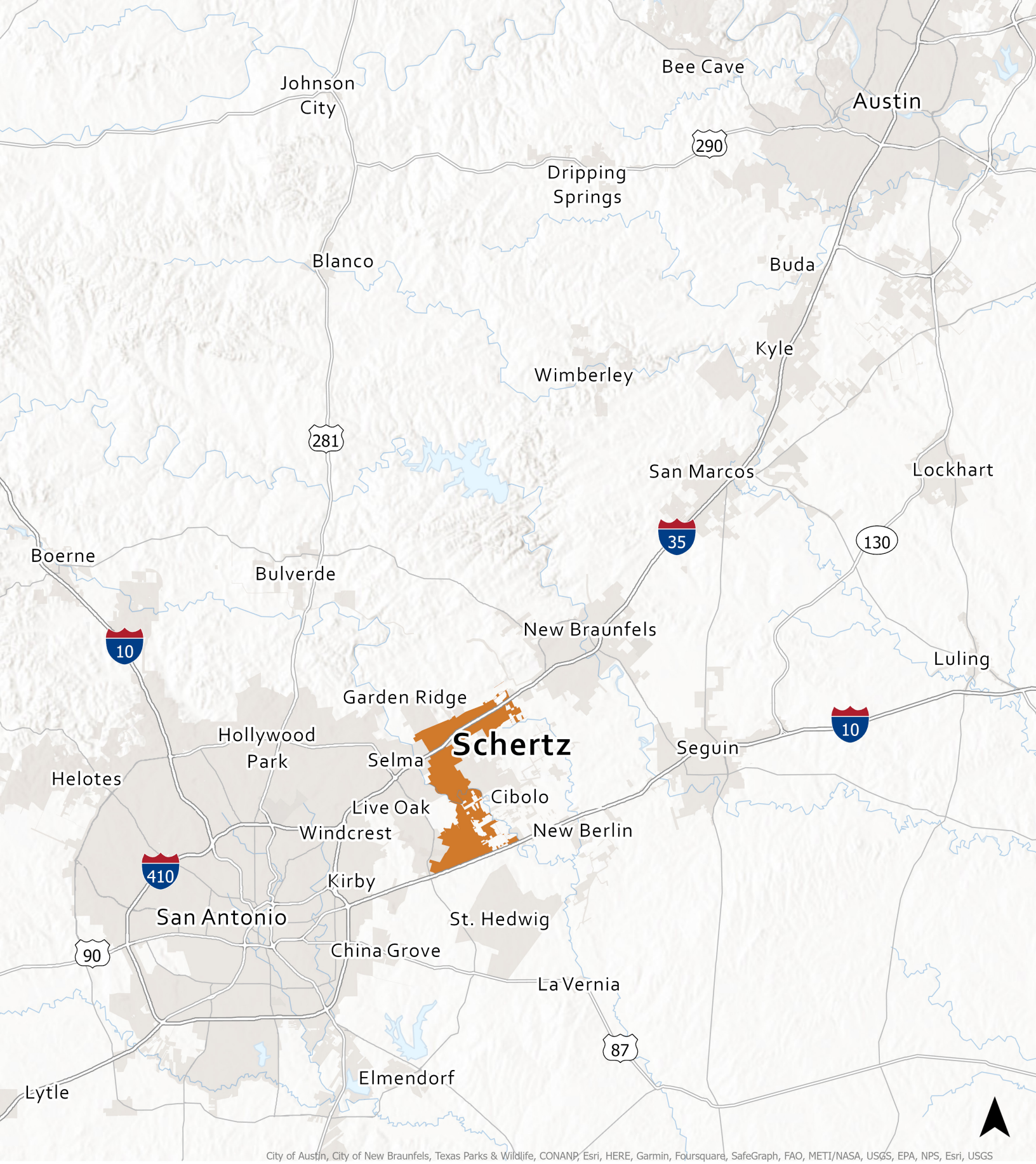
PLANNING CONTEXT

Schertz is a city located in Guadalupe, Bexar, and Comal counties in the U.S. state of Texas. The area that is now Schertz was originally settled in the mid-1800s by German immigrants. The town was named after Sebastian Schertz, a local landowner who donated land for the construction of a railway station. The railway station played a significant role in the development of the town, bringing commerce and industry to the area. The City has since become a popular destination for businesses and residents looking for a thriving community with easy access to San Antonio and other major metropolitan areas. Today it is home to a diverse community of over 40,000 residents and continues to grow and develop as a hub of commerce, culture, and recreation in the region.

This section provides an overview of previous and ongoing planning efforts within the City of Schertz that will impact future growth and development. These planning efforts include existing and proposed plans and policies.

Figure 1. Planning History Timeline





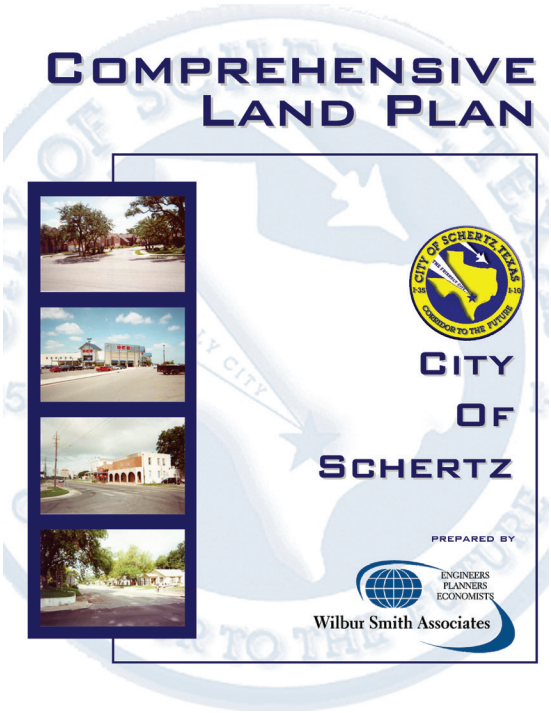
Map 1. Regional Relationships

Previous Planning Efforts

The City of Schertz and its neighboring jurisdictions have adopted several plans and policies over the years to guide development in the area. This section provides an overview of relevant plans and policies that will inform the development of the Comprehensive Plan. Reviewing previous planning efforts will encourage compatibility with previously recommended strategies and action items.

Schertz Comprehensive Land Plan (2002)

This Plan will build on the City of Schertz Comprehensive Land Plan adopted in 2002. The 2002 plan was informed by a robust community engagement process that gathered input from community members, a steering committee, Planning and Zoning Commission, City Council, and "key persons" representatives. The plan identified assets and challenges and recommended strategies related to land use, transportation, public facilities, community enhancement, and growth capacity. The plan also identified an implementation plan. The recommendations from the previous comprehensive plan are reviewed to identify recommendations that might still be relevant and/or not completely implemented.



2002 VISION STATEMENT

"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."

Schertz Sector Plan 2013

The Schertz Sector Plan focuses on the emerging growth areas in North, South, and Central Schertz. The plan takes into account community desires, environmental constraints, and market realities for recommending strategies to improve the identified study areas. It contains framework plans showing recommended land uses and transportation networks for each of the growth areas. In addition, it also provides an infrastructure plan and phasing for each area. Lastly, the plan provides zoning recommendations. The framework plan for each area is considered while developing the Future Land Use Plan and strategies for each of the focus areas as part of the Comprehensive Plan.

North Schertz

Access to I-35, availability of undeveloped land, potential access to a future rail station, and employment opportunities (generated by Caterpillar manufacturing plant, Sysco Foods headquarters, and Amazon fulfillment center) are identified as opportunities for the area. Potential constraints include the interstate creating a physical barrier between North Schertz and the rest of the City, proximity to the quarry, and existing industrial uses.

South Schertz

South Schertz is the least developed of the three areas in the plan. Availability of land, Schertz-Cibolo-Universal City Independent School District (SCUCISD), and proximity to IH-10 are identified as opportunities for the area. Constraints include lack of adequate infrastructure, flat topography, and FM 78 railroad tracks and Cibolo Creek forming major barriers between South Schertz and the rest of the City.

Central Schertz

Access to FM 78, the existing stable neighborhood adjoining Main Street, availability of building stock, and community support for downtown redevelopment are identified as opportunities for Central Schertz. Constraints include severe flooding, ensuring compliance with FEMA regulations, and short-term focus on adaptive reuse of the existing building stock.



City of Schertz Parks and Recreation Master Plan 2014: Live and Play!

The Parks and Recreation Master Plan builds on the 2002 Comprehensive Land Plan and 2007 Parks and Open Space Master Plan and is in congruence with the 2013 Sector Plan. The plan provides an inventory of the existing parks and recreational facilities, identifies needs and gaps, and recommends strategies for improving quality of life in the City of Schertz. The comprehensive plan update process includes updating the parks and recreation plan as part of the planning process. In addition, strategies from the existing Parks and Recreation Master Plan will inform the comprehensive plan.

City of Schertz Master Thoroughfare Plan

Land use and transportation interact closely with each other. The Master Thoroughfare Plan provides direction for the development of the transportation network in the City. The plan identifies future transportation needs for the area, goals and policies, and short- and long-term capital investments for improvements to existing roads, construction of new roads, and bicycle, pedestrian, and transit-supporting facilities. The plan provides recommendations that will be considered when updating the Comprehensive Plan.

Schertz Economic Development Corporation (SEDC) Incentive Policy 2017

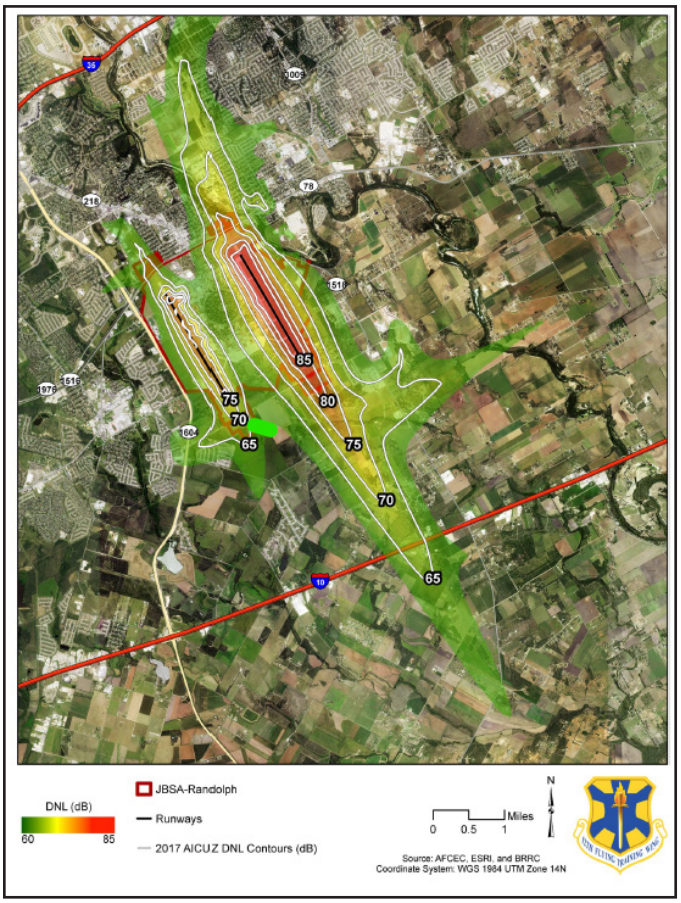
The Schertz Incentive Policy aims to increase job opportunities, add taxable value, improve quality of life, and diversify the local economy. Over the years, the City of Schertz has partnered with SEDC to leverage incentive tools, create loans for emerging industries, and provide grants to companies. The Incentive Policy lists initiatives and processes to boost the local economy. These processes will be utilized to implement relevant strategies recommended in this Plan.

Joint Base San Antonio (JBSA) Regional Compatible Use Plan (RCUP)

The JBSA RCUP aims to ensure that community development is compatible with the continued military mission of JBSA installations. The plan provides strategies to address issues related to land use for communities located adjacent to JBSA airfields. These issues include runway flooding along JBSA-Randolph and fragmented ability to implement land use controls surrounding JBSA installations.

JBSA-Randolph and Seguin Auxiliary Airfield Air Installations Compatible Use Zone (AICUZ) Study

The AICUZ study provides information about noise contours, flight operations, noise exposure areas, accident potential, and land use compatibility conditions which will significantly impact the future land use plan developed as part of the comprehensive planning process. The JBSA-Randolph Airfield occupies about 2,900 acres of land and is located west of the City limits. The existing noise contours are shown in Map 2.



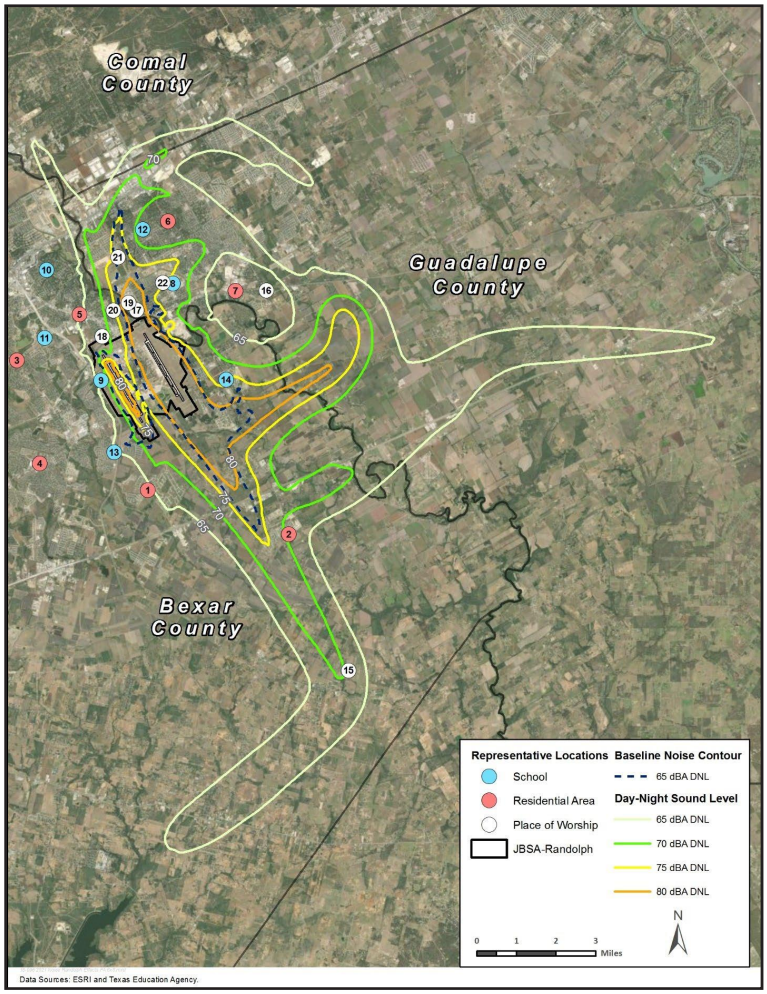
Map 2. Existing JBSA-Randolph Airfield Noise Contours

Joint Land Use Study for Randolph AFB – JBSA-Randolph (JBSA-R) Joint Land Use Study

As per the JBSA-R Land Use Study, JBSA-Randolph provides over $1.3 billion in economic impact to both local and regional economies in the form of annual payroll, annual expenditures, and value of jobs created. The Joint Land Use Study (JLUS) will play a crucial role in ensuring that proposed future land uses adjacent to the JBSA-Randolph Airfield are compatible with the military mission. The JLUS assists in ensuring continued economic benefit of the airfield to the surrounding communities. The Comprehensive Plan will consider guidelines to develop property located within the JBSA-R airfield safety zones and noise contours.

Final Environmental Impact Statement (FEIS) for T-7A Recapitalization at Joint Base San Antonio, Texas

The FEIS supports the Secretary of the Air Force's plan to upgrade T-38A aircraft training sites, starting with JBSA-Randolph, and also considers improvements for T-7A aircraft training at JBSA. It examines various options, including taking no action, and uses existing data alongside early T-7A aircraft test results to estimate noise and air quality effects. As there is no prior T-7A aircraft flight experience in San Antonio, the FEIS relies on T-38A aircraft parameters and preliminary T-7A test results. However, it expects to refine its projections once actual training operations begin and more data becomes available. Map 3 illustrates the Proposed Action noise contours from the FEIS modeling.



Map 3. Proposed Action Noise Contours

EXISTING CONDITIONS

The existing conditions analysis includes an overview of the demographic, housing, and economic characteristics in Schertz to identify gaps and demand. This assessment will help formulate the vision and recommendations of the Plan. Additional details are provided in Appendix A.

Demographics

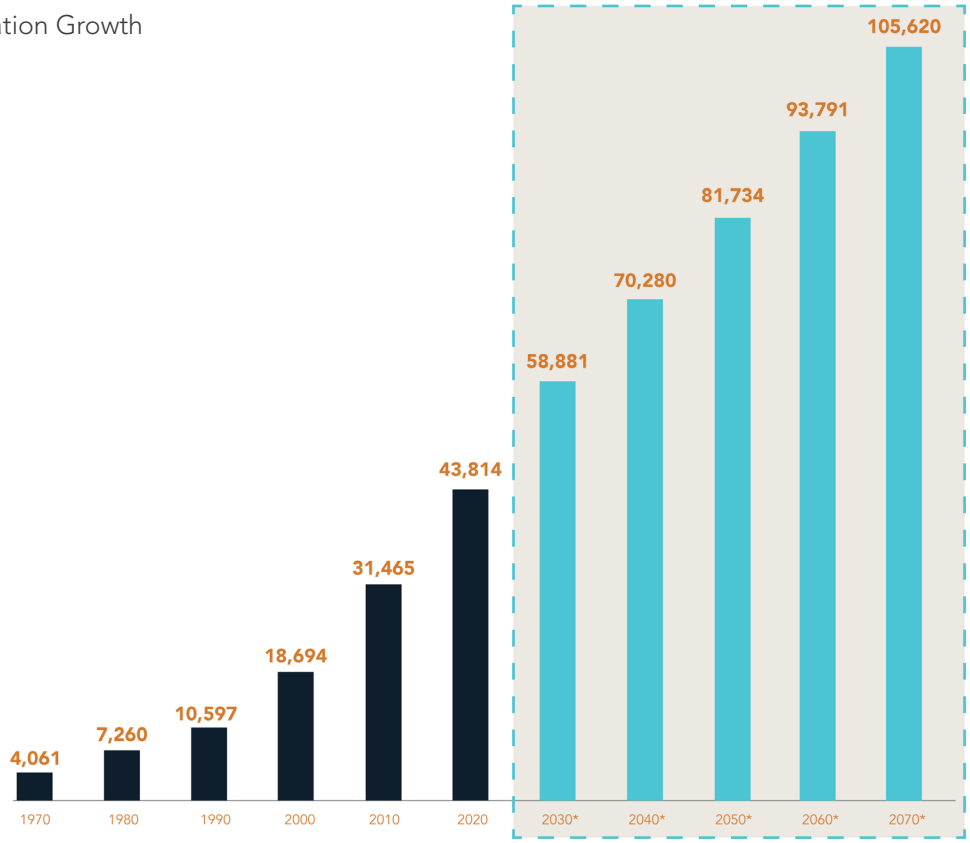
Population Growth

According to the United States Census Bureau, the population of Schertz has grown steadily over the years. Figure 2 shows the breakdown of the estimated historical and future population growth in Schertz. The population of Schertz has more than doubled since the year 2000. This growth is likely due to the City's proximity to San Antonio, Austin, and Houston along with several other factors.

Figure 2 illustrates how the population in Schertz is projected to grow over the next 50 years, according to the Texas Water Development Board projections. Texas is projected to experience steady population growth from 2020 to 2070 with a compound annual growth rate of 1.1%. By 2030, the state's population is expected to increase by 4.2 million. By 2070, it's expected to reach approximately 51.5 million. Schertz is projected to experience faster population growth than the state as a whole, with a compound annual growth rate of 1.8%.

By 2030, the City's population is expected to grow to 58,881. By comparing the population projections of Schertz and Texas, it is anticipated that Schertz will outpace Texas' growth rate.

Figure 2. Population Growth

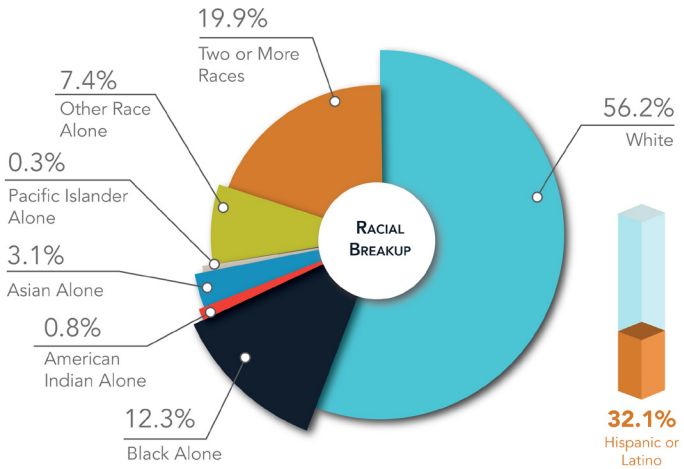


Source: U.S. Census, Texas Almanac, Texas Water Development Board

Race and Ethnicity

According to recent ESRI data, there have been significant changes in the racial and ethnic makeup of Schertz between 2010 and 2022. The percentage of the population that identifies as White alone has decreased from 78.8% in 2010 to 56.2% in 2022, while the percentage of the population that identifies as Hispanic (of any race) has increased from 26.2% in 2010 to 32.1% in 2022. The percentage of the population that identifies as Black alone has also increased, from 8.5% in 2010 to 12.3% in 2022. Additionally, the percentage of the population that identifies as two or more races has increased from 3.9% in 2010 to 19.9% in 2022, suggesting that the population of Schertz has become more diverse in terms of racial and ethnic identity.

Figure 3. Racial Breakup and Ethnicity

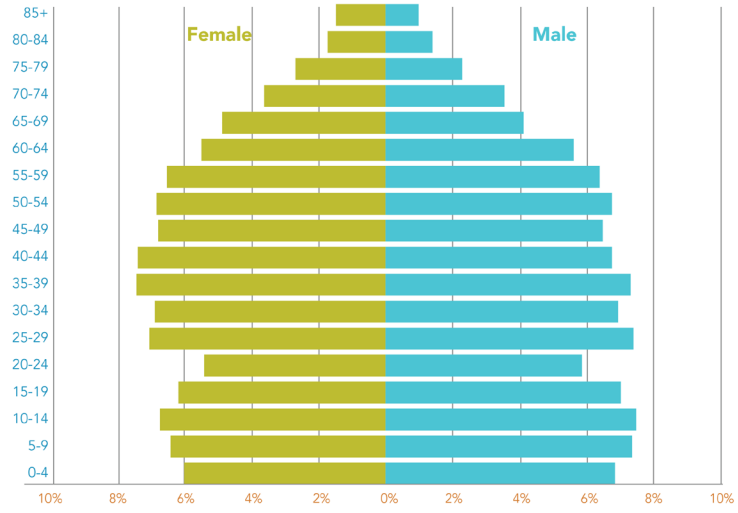


Source: ESRI

Age

The Schertz population has a median age of 37.2 years old, which is slightly higher than the median age of the San Antonio MSA and the State of Texas. This illustrates that Schertz has a slightly older population compared to the surrounding region and state. However, the projected population growth rate for Schertz is higher than both the MSA and Texas, indicating that the City may continue to attract a younger demographic in the coming years. Figure 4 is an age distribution chart showing different ages based on male versus female in the City of Schertz. Most notably, the young adult population is the lowest age bracket in the surrounding age ranges.

Figure 4. Age Distribution

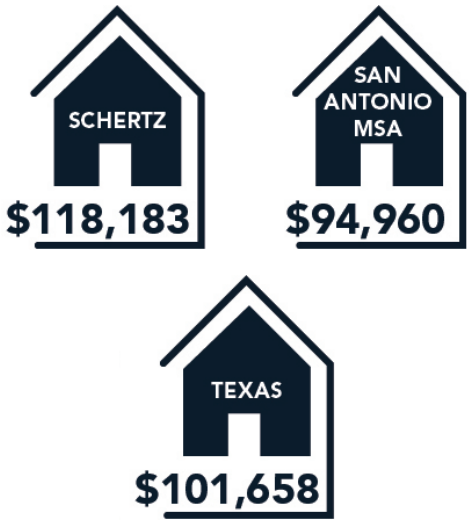


Source: ESRI

Income

According to recent data, the average household income in Schertz is $118,183, which is higher than both the San Antonio Metropolitan Statistical Area (San Antonio MSA) ($94,960) and Texas ($101,658) averages. Overall, Schertz is a relatively affluent and growing city within the larger San Antonio area. The median disposable income in Schertz is $82,732, which is significantly higher than both the San Antonio MSA ($57,231) and Texas ($59,270) medians. When consumers have more disposable income, they are able to spend more money on goods and services, which can stimulate economic growth. Increased consumer spending can create more demand for goods and services, leading to higher production levels and potentially more job opportunities.

Figure 5. Average Household Income



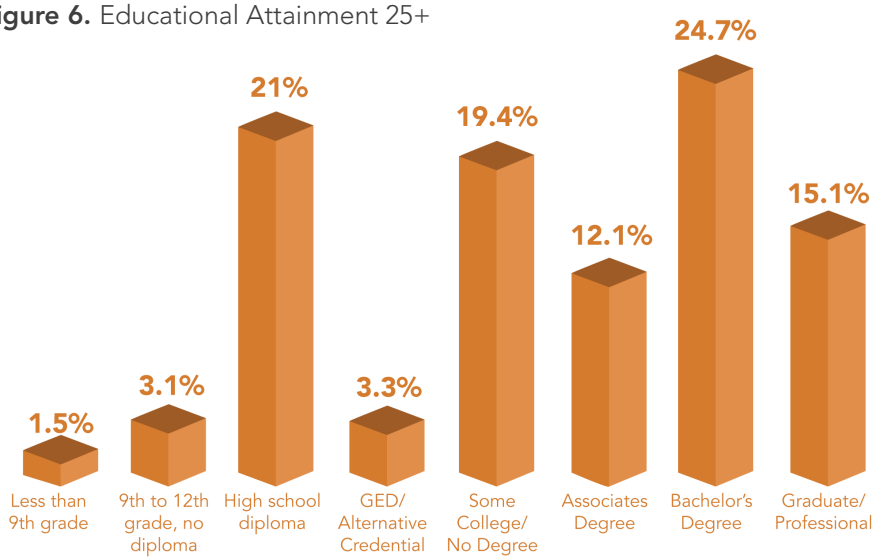
Source: ESRI

Educational Attainment

There are notable differences in the educational attainment levels of Schertz, the San Antonio MSA, and the state of Texas. In Schertz, the percentage of the population aged 25 and over with a bachelor's degree is higher at 24.7%, compared to the San Antonio MSA at 20.4%, and Texas at 22.0%. Schertz also has a higher percentage of the population with a graduate or professional degree at 15.1%, compared to the San Antonio MSA at 11.1% and Texas at 11.3%.

This recent data suggests that Schertz has a higher-educated population compared to San Antonio MSA and Texas. However, Schertz has a smaller population compared to the San Antonio MSA and Texas, so the differences in educational attainment levels may not necessarily translate to the same absolute numbers of individuals with specific degrees or credentials. This is important for economic growth, in that it indicates the type of labor force available to fill local jobs.

Figure 6. Educational Attainment 25+



Source: ESRI

Firmographics

Firmographics is like demographics but for businesses. While demographics focus on characteristics of individuals, firmographics looks at characteristics of companies. It includes details such as industry, company size, location, and other factors that help understand and categorize businesses.

Schertz is part of the San Antonio-New Braunfels Metropolitan Statistical Area (MSA). MSA comparison highlighting occupational employment numbers as well as hourly/annual wages is shown in Table 16 of Appendix A. Considering this data, it becomes evident that the MSA offers a more favorable competitive landscape for companies compared to other Texas markets, primarily due to its affordability advantage.

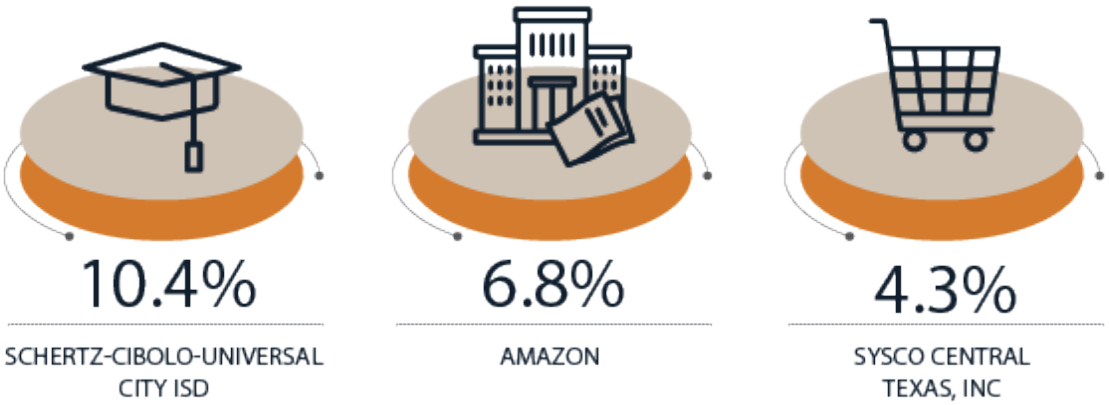


Top Employers

The top 10 employers in Schertz have shifted somewhat over the past decade as shown in Table 6 of Appendix A. The table exemplifies the proportion of the total labor market that is employed by each employer. However, some of the top employers remain consistent. The Schertz-Cibolo-Universal City Independent School District is currently the largest employer in the area, with over 2,000 employees, accounting for 10.4% of the total city employment. Amazon and Sysco Central Texas, Inc. are also significant employers in the area, with 1,302 and 827 employees, respectively. Other notable employers include the Republic National Distributing Company, Brandt Companies, and the City of Schertz.

Some of the employers listed are in the education sector, such as the Schertz-Cibolo-Universal City Independent School District. Others are in the retail sector, such as Walmart and H.E.B. Grocery Co. There are also logistics and distribution companies like FedEx and Amazon, as well as food service companies like Sysco Central Texas, Inc. Overall, the top employers in the City of Schertz represent a diverse range of industries, providing opportunities for a variety of skilled and unskilled workers in the area.

Figure 7. Top Employers



Source: Schertz EDC, Jobs EQ 2022

EXISTING LAND USE

The City of Schertz supports a wide range of land use activities, including a variety of residential uses, commercial uses, industrial uses, agricultural uses, etc. The way in which land is used can have a profound impact on climate, soil, water, vegetation, and other biodiversity resources. Understanding existing land use patterns and their linkages with prevailing environmental, economic, and social conditions is crucial to the development and implementation of land use policy and planning.

This section provides an assessment of the existing land uses within the City limits and the extraterritorial jurisdiction (ETJ) of Schertz. The existing land use analysis presented opportunities and constraints for development in Schertz.

Table 1. Existing Land Use

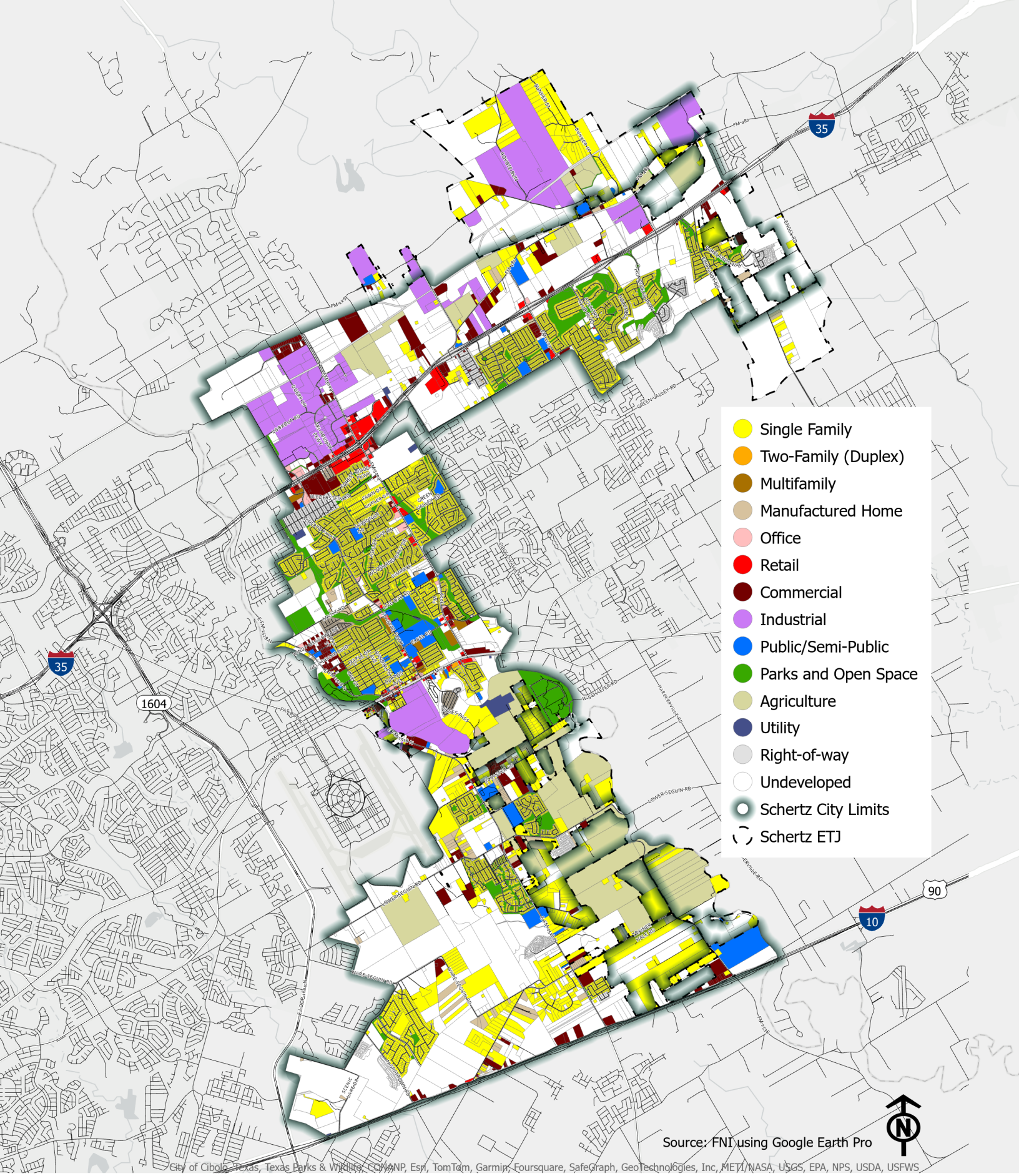
Land Use	Acreage	Percentage
Single Family	6,283	21.8%
Two-Family (Duplex)	4.1	<0.01%
Multifamily	62.0	0.2%
Manufactured Home	448.3	1.6%
Office	77.7	0.3%
Retail	252.1	0.9%
Commercial	933.5	3.2%
Industrial	2,268.5	7.9%
Public/Semi-Public	555.9	1.9%
Parks and Open Space	1,139.7	3.9%
Agriculture	2,766.9	9.6%
Utility	83.4	0.3%
Right-of-Way	2,263.5	7.8%
Undeveloped	11,739.6	40.6%
Total	**28,878.0**	**100.0%**

Opportunities

- A significant portion of the land within the City limits and ETJ is vacant or used for agricultural purposes. This creates an opportunity for future development as water and wastewater services are extended as needed.
- Industrial uses in the City are separated from residential uses by I-35 creating a buffer between lower and higher intensity uses.

Constraints

- Some of the land uses in North Schertz are separated by physical barriers such as I-35 restricting movement of vehicles and pedestrians in the area. There is absence of adequate commercial uses south of I-35 to service the residential uses in the area. Potential development in the area will need to plan for additional connections to ensure that residents are able to access services offered in the area.
- The presence of the quarry in the northeastern part of the ETJ serves as a discerning factor that influences the appropriate development types in adjacent areas.
- Planning for development in South Schertz poses unique challenges due to its proximity to the JBSA-Randolph airfield in the form of density restrictions and permissible land uses.



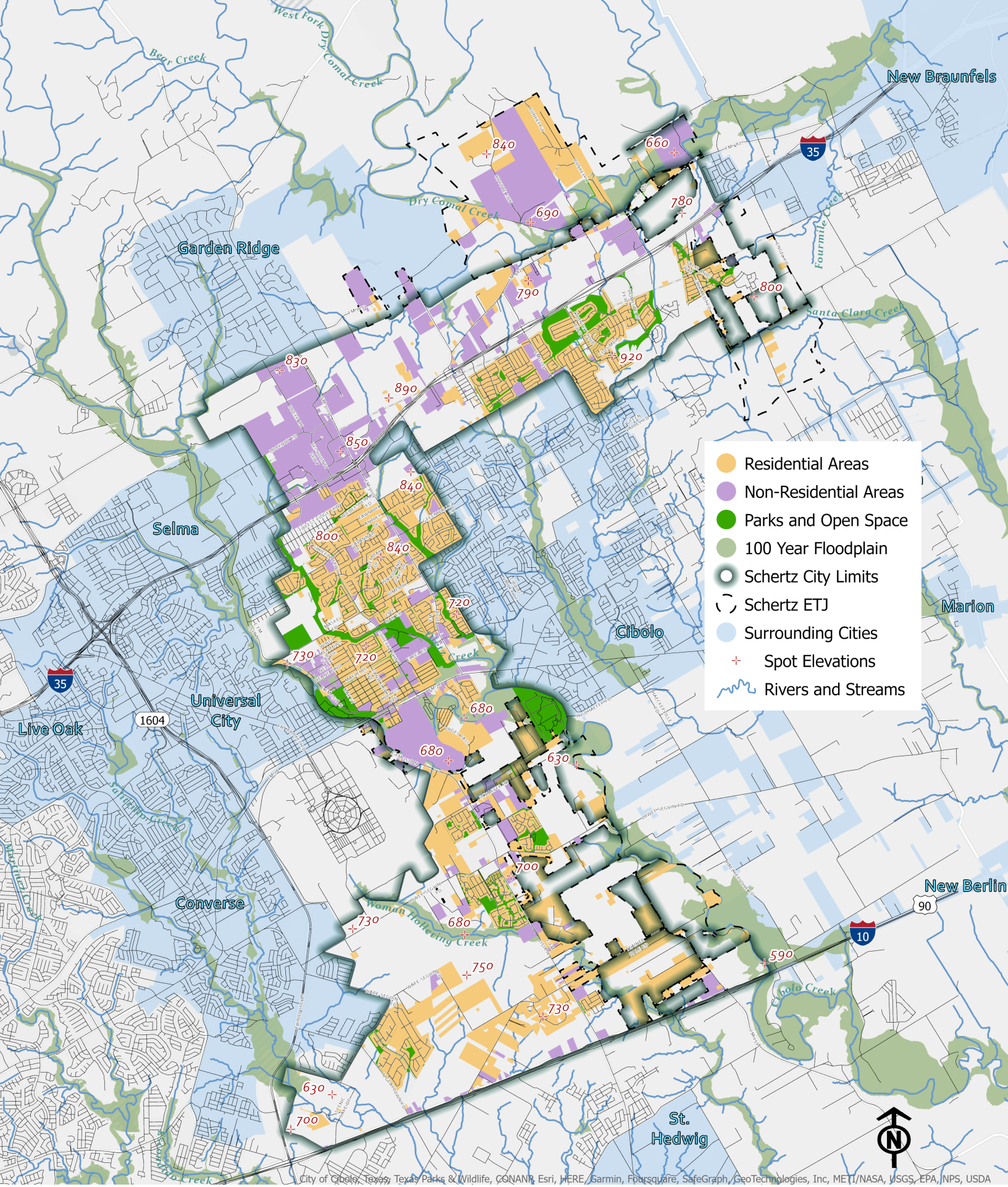
Map 4. Existing Land Use

PHYSICAL FEATURES

Schertz is located in South Central Texas, about 5 miles northeast of San Antonio. I-35 runs through the northern part of the City connecting it to New Braunfels, San Marcos, and Austin, and IH-10 borders the southern boundary of the City connecting it to Seguin and eventually Houston. The City has varying slopes and critical spot elevations as shown in Map 5.

Cibolo Creek, Dietz Creek, and Woman Hollering Creek run through the City. Approximately 3,926 acres of the land within the City limits is located within the 100-year floodplain. As per FEMA, most areas in the City fall under 0.2% to 1% annual chance flood hazard category. Additionally, changing weather patterns mean the area can expect more extreme rainstorms and floods in the future. These factors discussed above with Schertz's floodplains necessitate flood resilient building and development strategies in the City.





Map 5. Physical Features

MARKET SNAPSHOT

The purpose of this snapshot is to provide background information about Schertz that will help influence the comprehensive planning process to continue economic development momentum and help manage growth for Schertz. Economic development is important to provide increased revenue for the City to maintain first-class services, attract quality talent to service existing and future businesses, maintain and expand infrastructure, and support and attract quality development. Ultimately, this initiative can be used to explore the balance between market opportunities, land use, and Schertz's community values and vision for the community.

Economic Trends

In recent years, Schertz has experienced significant economic growth and development, with several new businesses and residential developments moving into the area. The City has invested heavily in infrastructure, including roads and utilities, to support this growth.

One trend that has emerged in Schertz and other nearby communities is the growth of logistics and distribution businesses, particularly those serving the nearby Port of San Antonio and other regional transportation hubs. This trend is reflected in the presence of companies such as Amazon, FedEx Ground, Republic National Distributing Company, and Hollingsworth Logistics Group among the top employers in the area.



Emerging Goals

During this process, several emerging economic development strategies were identified that can help maintain and expand economic development opportunities. These include the following opportunities.

- Explore opportunities to evolve corporate attraction of advanced technologies
- Incorporate retail with placemaking and destination to increase significance
- Expand housing options (missing middle, executive, attainable)
- Invest in local talent
- Maintain strong economic development programs
- Leverage development projects with local and regional economic development potential
- Connect development projects to one another to maximize sustainable development opportunities, maximize tax base and optimize the development patterns
- Align development outcomes with the broader goals of the community in context with current market conditions

Economic Assets

- Location between I-35 and IH-10
- Proximity to San Antonio, Austin and Houston, and nearby communities
- Substantial amount of developable land
- High quality education (K-12)
- Leader for industrial development within the San Antonio and Austin region
- Randolph AFB is a strong regional driver

Schertz Economic Development Corporation (SEDC)

The SEDC is a non-profit organization that works to promote economic development and growth in the City of Schertz. The organization's focus is to create and retain primary jobs and improve infrastructure. These primary job employers bring new money into the local economy by exporting goods and services to other markets. Schertz already has a variety of these employers, which helps maintain the flow of new wealth into the community. The SEDC's objective also includes enhancing the infrastructure in Schertz so existing businesses can operate effectively and new enterprises are incentivized to establish themselves in the City.

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COMMUNITY. SERVICE. OPPORTUNITY.



Market Demand and Existing Conditions

Industrial

Schertz is centrally located in Central Texas which has experienced a 14.5% increase in population in the last five years. Access to quality talent, frontage on I-35, and available land creates favorable conditions for industrial space in Schertz. The high population growth rate and purchasing power in the region is driving demand for industrial space, as new businesses seek to establish a presence in the region.

Schertz's industrial inventory is distributed among 172 existing buildings, making up a total of 9.8M square feet. Market rent for industrial space is currently at $8.75 per square foot, up 12.6% from last period, while the vacancy rate has also increased to 5.9%. Based on market factors and growth projections, Schertz could expect to absorb an additional 201K square feet of industrial space annually. However, due to national economic headwinds, the months on market, months to lease, and months vacant nationally are all trending down. In Schertz, the absorption of industrial space leased over the past 12 months is still trending up, representing favorable local conditions.

Retail

Schertz has approximately 2.6M square feet of retail inventory, spread across 185 buildings. According to Costar, there is approximately 10.8K square feet under construction. Market rent is currently at $19.26 per square foot, with a vacancy rate of 0.7%. It is projected that Schertz could absorb 218K square feet of retail space annually. The net absorption rate has increased 8.3% year-over-year, which indicates that the retail space in Schertz is being leased at a steady pace. Months to lease and months vacant are trending downward. This could be a result of increased demand for retail space and limited supply of new retail. There is a 24-month lease renewal rate of 95.9% suggesting that retailers are generally resilient and sustainable. This is a positive sign as it indicates a stable retail market.



Another measurable trend for retail is retail gross sales. Retail gross sales provide insights into consumer spending in the region. Gross sales refer to the total amount of revenue generated by the retail industry, which is influenced by consumer spending in the region. Higher gross sales figures indicate that retail businesses in the region are generating more revenue, which could mean that consumers are spending more on goods and services. The data shows that Schertz has experienced a steady increase in retail gross sales over the last 20 years, which correlates to consumer spending, and an increase in taxes. Table 2 shows the positive trend in retail gross sales over time.

Office

Schertz has approximately 48 existing office buildings, making up a total of 340K square feet. Market rent is currently at $29.03 per square foot, up 2.9% from the last period, while the vacancy rate has remained the same at 5.1%. Based upon market growth and estimated growth of industry clusters, Schertz is anticipated to absorb 15.9K square feet of office space annually.

Table 2. Retail Gross Sales

Schertz Retail Sales	Total Retail Sales	Retail Sales Subject to Sales Tax
2010	$411,761,725	$162,432,693
2015	$530,387,554	$192,941,780
2020	$548,637,199	$209,107,151
2021	$641,404,133	$242,987,539

Source: Texas Comptroller

There is a downward trending 12-month net absorption rate that indicates that the office space in Schertz is being leased at a slower pace. This can be attributed to national post-COVID trends on occupancy and increased unemployment creating uncertainty for new office space. However, the rate is still positive at a 4.7% vacancy rate. There is a 24-month lease renewal rate of 59.7% for office space in Schertz which suggests that less than two-thirds of office tenants are choosing to renew their leases. This is a relatively low renewal rate and may indicate that tenants are uncertain about the economy and may be downsizing or deferring making long-term decisions for office. However, there is a decrease in months on the market to five months, which may indicate that the market is beginning to stabilize. Based upon market trends and short-term forecasts, it is anticipated that Schertz can absorb 10.5K of office per year.

Housing - Residential

According to the Zillow Home Value Index (ZHVI), the typical home value in Schertz has increased from $223,581 in 2018 to $326,612 in 2023. That is approximately a 46% increase over five years and includes all homes, middle tier, smoothed and seasonally adjusted. The ZHVI is a weighted average of the middle third of homes in Schertz. Based on data from January 31, 2023, the median number of days it takes for a home to go from being listed for sale to being under contract or pending is 21 days in Schertz.

To understand the capacity of the single-family residential market, an analysis was performed using historical data and projected growth rates within Schertz. It is estimated that Schertz could capture up to 513 new owner-occupied, single-family detached units annually. Under half of the demand (33%) is for units at a price point above $350K, a total of 171 units annually. Approximately 62% of the demand is for units above the $250K price point. There is also demand for an additional 108 owner-occupied units annually in the form of duplex/triplex/fourplex, townhomes, row homes, or condos. This represents just over 17% of the owner-occupied demand within Schertz. These annual demand numbers do not represent what the City of Schertz must absorb but represents the annual amount that Schertz could absorb across all income ranges. Detailed single-family and multifamily residential demand are shown in Appendix A.



Psychographics

Psychographics are developed through quantitative and qualitative methodology to further understand the nuances of consumers' psychological attributes. Psychographics study personality, values, opinions, attitudes, interests, and lifestyles in concert with traditional demographic factors. This includes a wide range of topics including health, politics, and technology adoption. Each consumer's unique attitudes influence their lifestyle choices and their lifestyles impact purchasing decisions on housing, clothing, food, entertainment, and more.

Psychographics are critical in understanding a population's attitudes and interests rather than being limited by "objective" demographics. While demographics can tell us about a household's size and average income, psychographics can help to paint a picture of why that family may purchase a particular item or have preferences related to technology. These insights enable people to find similar-interest households, linking those with similar interests and attitudes, even if they are from a different community.

The segmentation profile for Schertz in this section is based on the ESRI Tapestry lifestyle segmentation. A psychographic segment is assigned to each household, based on the dominant lifestyle segment. Once aggregated, a descriptive snapshot of the customer base can be derived. Tapestry classifies residential neighborhoods across the U.S. into 67 unique segments based on demographic and socioeconomic characteristics. This generates more insight so that best customers and underserved markets can be identified. The dominant psychographic segments within Schertz are summarized as follows.



Workday Drive

(26.4% of Schertz Households)

2.97	37.0	$90,500
Average Household Size	Median Age	Median Household Income

Who are we?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the City but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single-family homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have a high rate of mortgages at 68% and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have two or three vehicles; long travel times to work including a disproportionate number commuting from a different county.

Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers.
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well-insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

Up and Coming Families

(23.6% of Schertz Households)

3.12	31.4	$72,000
Average Household Size	Median Age	Median Household Income

Who are we?

Up and Coming Families is a market in transition—residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 67% have some college education or degree(s).
- Hardworking labor force with a participation rate of 71%.
- Most households (61%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families are still feathering the nest and establishing their style.

Down the Road

(12.1% of Schertz Households)

2.76	35.0	$38,700
Average Household Size	Median Age	Median Household Income

Who are we?

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the U.S.

Our Neighborhood

- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under $50,000.

Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Labor force participation rate is 59%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

Middleburg

(10.1% of Schertz Households)

2.75	36.1	$59,800
Average Household Size	Median Age	Median Household Income

Who are we?

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.

Boomburbs

(7.6% of Schertz Households)

3.25	34.0	$113,400
Average Household Size	Median Age	Median Household Income

Who are we?

This is the new growth market: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs' neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.25.
- Homeownership is 84%, with the highest rate of mortgages, 71.5%.
- Primarily single-family homes in new neighborhoods, 66% built since 2000.
- Median home value is $350,000.
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines.

Socioeconomic Traits

- Well-educated young professionals, 55% are college graduates.
- High labor force participation at 71.3%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Situational Analysis

Strengths

- Geographic Location: Schertz is strategically located between two major cities in Texas, San Antonio and Austin, making it an ideal location for businesses to operate. I-35 and IH-10 frontage.
- Strong Economy: Schertz has a strong economy supported by a few different industries including manufacturing, healthcare, and retail.
- Infrastructure: The City has great infrastructure, including a well-maintained road network, access to rail and air transport, and reliable utilities.
- Quality of Life: Schertz has a great quality of life with excellent public services, good schools, and a low crime rate.

Weaknesses

- Limited Public Transportation: Schertz lacks an efficient public transportation system, which can make it difficult for residents to access employment and other opportunities in neighboring cities.
- Limited Cultural Opportunities: The City lacks significant cultural attractions and opportunities, such as museums, theaters, and festivals.
- Limited Higher Education Opportunities: Schertz does not have any colleges or universities, which can make it challenging for residents to pursue higher education without commuting to neighboring cities.

Key Challenges

- Managing Rapid Growth: The City has experienced significant population growth in recent years, which has put pressure on City services and infrastructure. The challenge is to manage this growth effectively while maintaining the City's quality of life and economic vitality.
- Traffic Congestion: Schertz is located at the crossroads of several major highways primarily managed by TxDOT, which has led to traffic problems and congestion. The City needs to invest in transportation infrastructure and collaborate with TxDOT to improve mobility and reduce congestion.
- Economic Diversification: Schertz's economy is heavily dependent on a few industries, such as manufacturing and healthcare. The City needs to diversify its economy to reduce the risk of economic downturns and create more job opportunities.
- Attainable Housing: Schertz has experienced rising housing costs due to its rapid growth and demand for housing. The City needs to ensure there is a sufficient supply of attainable housing to meet the needs of its residents.

Opportunities

- Business Growth: Schertz can leverage its strategic location and strong economic base to attract new businesses and industries to the area, which can create more jobs and generate more revenue.
- Tourism: Schertz can develop its cultural and historical attractions to attract more tourists to the area and promote economic growth.

Market Factors

Table 3. Land Use Analysis & Strategy

Category	Owner-Occupied Residential	Renter-Occupied Residential	Office	Retail	Industrial
Demand	High	High	Moderate	Moderate	Moderate
Opportunities	Missing middle Planned developments	Mixed-use	Leverage regional talent	Mixed-use Themed	Flex-tech
Challenges	Lack of infrastructure No analog for alternate product	Anti-rental culture	Inflation Increased unemployment Labor costs	Regional competition	Decreased demand
Target	$350+	Urban walk up	Corporate Garden	Destination retail Entertainment	Advanced manufacturing
Market Values	$326,612	$1.29/SF	$29.03/SF	$19.26/SF	$8.75/SF
Absorption Rate	513 units annually	371 units annually	10,500 SF annually	218K SF annually	200K SF annually

CHAPTER 2

Focus Areas & Engagement


SCHERTZ
TEXAS

INTRODUCTION

This chapter provides a summary of the key takeaways from the public engagement process conducted over seven months to gather input from the community on the Comprehensive Plan. It also outlines the policy statements that will provide the overall direction for future development in the City of Schertz. These policy statements reflect the vision, goals, and aspirations of the community. The policy statements are also informed by the public engagement process that included various methods for gathering input. Furthermore, this chapter includes a detailed analysis of the five focus areas identified, offering existing conditions, proposed land use and character, and recommended strategies.



PUBLIC ENGAGEMENT

Public Engagement Summary

Input was gathered from residents and stakeholders throughout the update process and is incorporated into every section of the Plan. It informs the recommended strategies for future land use, transportation, and economic development as well as the policy statements for development in Schertz. Several engagement methods were utilized to provide multiple ways for people to participate. Engagement opportunities included an online survey and interactive map, focus groups, stakeholder input, and Comprehensive Plan Advisory Committee (CPAC) meetings. Detailed public engagement results are provided in Appendix B. This section provides a summary of the input received through these different methods of community engagement.



Comprehensive Planning Advisory Committee

Schertz's Planning & Zoning Commission served as the Comprehensive Planning Advisory Committee (CPAC). The CPAC was the primary steering committee for the Plan's development. They guided various stages of Plan development to ensure that the Comprehensive Plan follows the community's needs and vision. Their key responsibilities included championing the planning process, providing feedback on the analysis presented by the planning team, guiding Plan recommendations, and ultimately recommending the final draft to the City Council for adoption. A total of four CPAC meetings were conducted throughout the process. These meetings were open to the public.

Key Takeaways

- Maintain close relationship with the Randolph Air Force Base.
- Promote responsible growth.
- Identify locations for multifamily development.
- Identify locations for and implement traffic improvements.
- Provide more retail and commercial land uses in southern part of the City and along major corridors.
- Advance conservation strategies to prevent and control flooding.
- Develop Schertz as a destination.
- Establish adequate services and amenities to retain the population.
- Provide housing options at different price ranges for ALL.
- Clearly define mixed-use development.



Project Website and Interactive Map

A project website was developed to provide all stakeholders with one-stop access to all the resources and updates related to the Comprehensive Plan. The website provided relevant information about past planning efforts, an overview of the planning process, updates on upcoming engagement opportunities, and an option to contact the project team directly.

An interactive map was embedded into the website to gather issues and concerns related to specific locations. The map highlighted five focus areas, as shown in Figure 8, with corresponding focus area number labels next to each area, to gather targeted recommendations and concerns related to these areas.

Key Takeaways

- Provide more grocery stores to serve the residential areas in Focus Area 1.
- Update zoning to provide affordable housing options in Focus Area 1.
- Ensure that development surrounding the Randolph Air Force Base in Focus Area 2 is compliant with the requirements of the Air Installations Compatible Use Zones (AICUZ).
- Encourage commercial and industrial development along I-35.
- Preserve green spaces and provide trails, playgrounds, dog parks, etc.
- Improve existing roadways.
- Improve public safety and security.

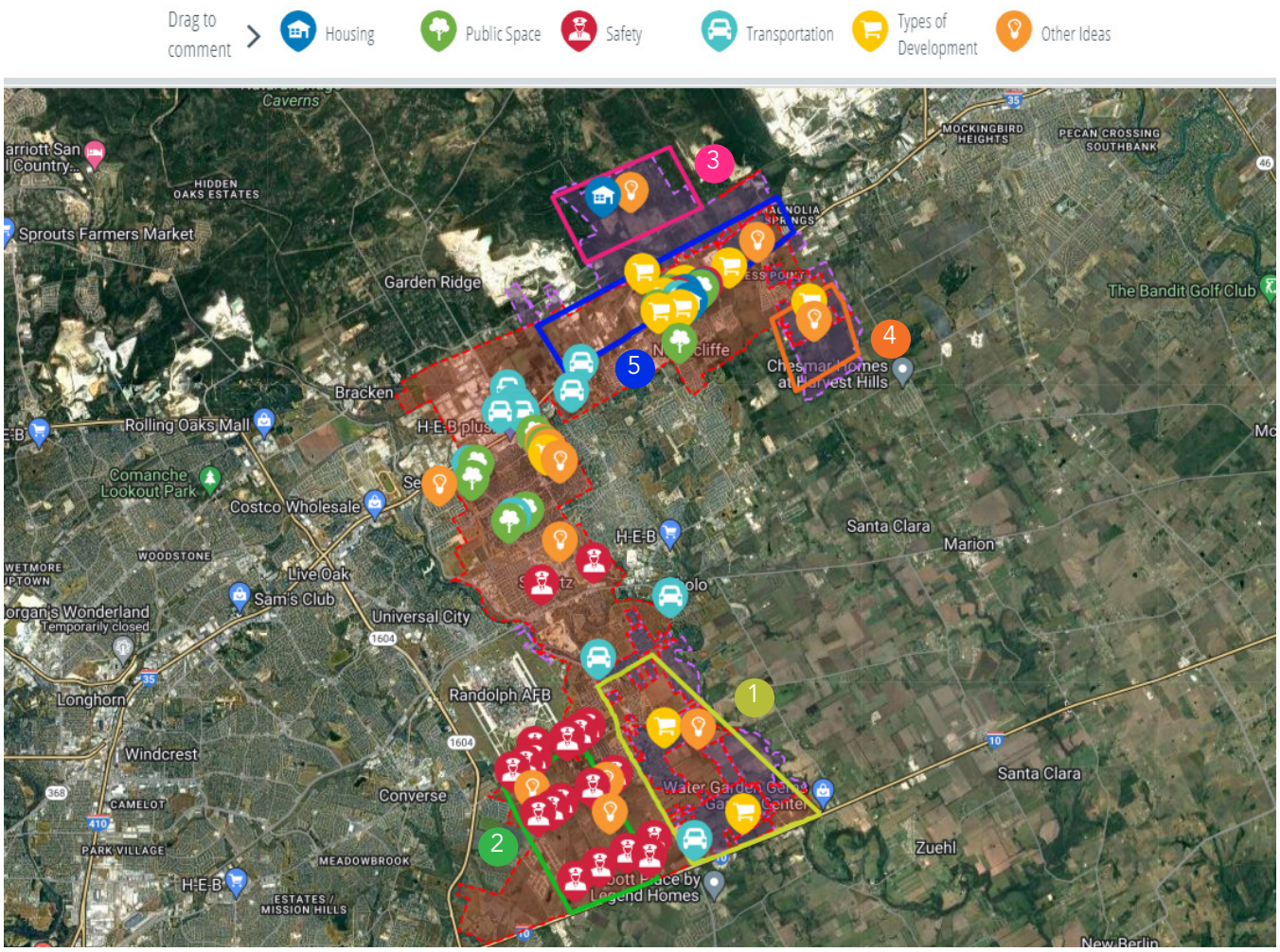


Figure 8. Interactive Map

Online Survey

In addition to the website and interactive map, an online survey was conducted over a span of two months to provide a quick, easy, and virtual option for the community to voice its goals, vision, and issues. The online survey gathered input related to local perception of emerging trends for the community as a whole as well as for each of the five focus areas. A detailed provision of survey results is provided in Appendix B.



Key Takeaways

- Maintain the small-town charm and character of Schertz.
- Continue to maintain and improve neighborhood safety throughout the City.
- Leverage proximity to larger urban areas – San Antonio and Austin.
- Industrial and medical development offering job opportunities for residents identified as a strength of the community.
- Leverage proximity to I-35 and IH-10 for promoting economic growth.
- Improve connectivity through provision of a multimodal transportation system.
- Maintain the family-friendly atmosphere of the City.
- Preserve green spaces and provide greater access to natural amenities.
- Promote quality of life.
- Need more recreational, entertainment, retail development such as restaurants, grocery stores, etc. close to residential areas.
- Provide a variety of housing options with varied price ranges to attract professionals and young families to the area.
- Encourage aging in place.
- Improve drainage and flood prevention infrastructure.

Virtual Focus Groups

The planning team organized five focus groups to gather input from key stakeholders in the community – developers, homeowners and homeowners' associations, local business owners, Randolph Air Force Base, and boards and commissions. These focus group meetings were conducted via Zoom to maximize attendance. The feedback from the focus groups significantly impacted the identification of issues, future land use decisions, and recommended actions for implementation.

Key Takeaways

- Ensure responsible growth.
- Address circulation and traffic issues, especially north of I-35.
- Improve rural roads.
- Provide activities for young adults and families.
- Promote housing attainability for young families and professionals.
- Need more recreational, entertainment, retail development such as restaurants, grocery stores, etc. close to residential areas.
- Leverage the location of Schertz near major urban areas connected through I-35 and IH-10.
- Provide flood control infrastructure.
- Enhance Cibolo Creek.
- Develop the trail system.
- Ensure density of development in areas surrounding the Randolph Air Force Base follows the recommendation in the AICUZ study.
- Provide adequate utilities and services in the northeast part of Schertz.

Dunkin' for Pumpkins Community Event

The planning team set up a booth to inform the community about the Comprehensive Plan update process at the Dunkin' for Pumpkins event organized by the City of Schertz. The booth had a few interactive activities:

- The first main activity was a coin investing exercise. Participants allocated 10 coins among twelve options, revealing Schertz's residents' priorities. Amenities for kids were the top concern, followed by active conservation of natural areas, general safety, and park-connecting trails.
- The booth's second key activity was centered around children, inviting them to draw their favorite thing about living in Schertz. Many children enjoyed the Dunkin' for Pumpkins event, and a love for the parks was also evident. The children appreciate the community events and spaces where they can participate and play.





Leading with Community Input

The goal of the Comprehensive Plan is to reflect the values and desires of the community as it plans for future development and growth. To verify that the community's vision for Schertz is appropriately reflected in the Plan, community input was gathered during all stages of the planning process. The City gathered input using multiple tools such as an online survey, interactive map, advisory committee meetings, community event, and focus groups.

Public Engagement

1 Community Event

409 Survey Responses

1,957 Project Website Unique Users

4 Advisory Committee Meetings

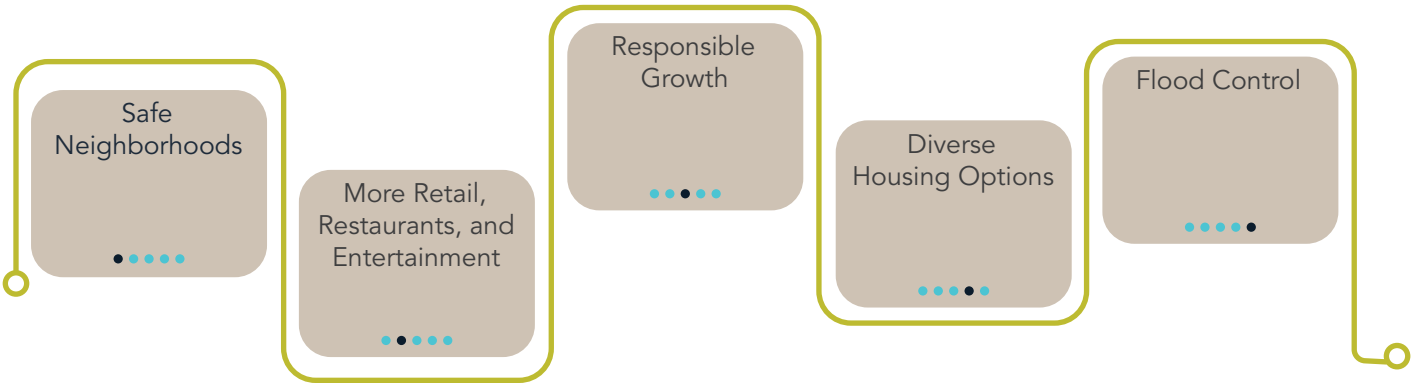
5 Focus Groups

Impact

The input received through the public engagement process was incorporated into developing the policy statements, Future Land Use Plan, economic development strategies, and implementation plan.



What We Heard



Recurring Themes

" We need more food and lunch options to serve the workforce in this area."

"Create a balanced program of local events to encourage all age groups to come together with a purpose for the community. Farmers markets, concerts in the park for all ages, plays in the park, community events on a smaller scale for neighborhoods to collaborate, programs that teach how to care for your home and garden/ lawn - safety, helping each other - get to know your neighbor/hood social events. Food trucks in the parks, coffee time gatherings - monthly gatherings - am, pm and weekends."

"Improve traffic flow."

"Schertz is a prime location with development, small business, and affordable living opportunities close to San Antonio without the congestion and taxes of a bigger city."

"Provide more park areas/ green spaces where citizens can enjoy well maintained outdoor areas."

Quotes from Community Members

POLICY STATEMENTS

As Schertz moves closer to build-out regarding available vacant parcels remaining in the City limits, the designation of future land use is important. While it is no guarantee that the future land use designations will play out as intended, it gives the City a guide for planning for infrastructure and helps the market visualize potential development and redevelopment opportunities. Economic vitality, sustainable development and preserving Schertz's identity are key to a successful future that establishes a resilient community.

The following policy statements incorporate input from the Comprehensive Plan Advisory Committee, City staff, stakeholder engagement, the interactive online community survey and analysis of existing conditions to provide guiding principles that prioritize responsible growth. These policy statements outline a comprehensive vision for the City's future land use, aiming to create an inclusive, resilient, and thriving environment for current and future generations. Through strategic planning and thoughtful implementation, these policies seek to promote a community characterized by diverse, connected neighborhoods, economic opportunities, and a commitment to preserving the natural beauty that defines Schertz.



Promote Mixed-Use Development

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

Enhance Transportation Networks

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

Encourage Main Street Development

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

Preserve Green Spaces and Natural Areas

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

Support Sustainable Development Practices

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

Collaborate with Stakeholders

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

Encourage Economic Diversity

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

FOCUS AREAS

The City identified these five focus areas as having a larger amount of vacant or developable spaces with the potential to evolve into unique districts through targeted strategies, incentives, or their prime locations. The following provides detailed insight into the five focus areas and suggests strategies to align with the City's goals. Additionally, an in-depth market analysis is included for each area in the Fiscal Impact section of Chapter 3, beginning on page 72.

Focus Area 1

Existing Conditions

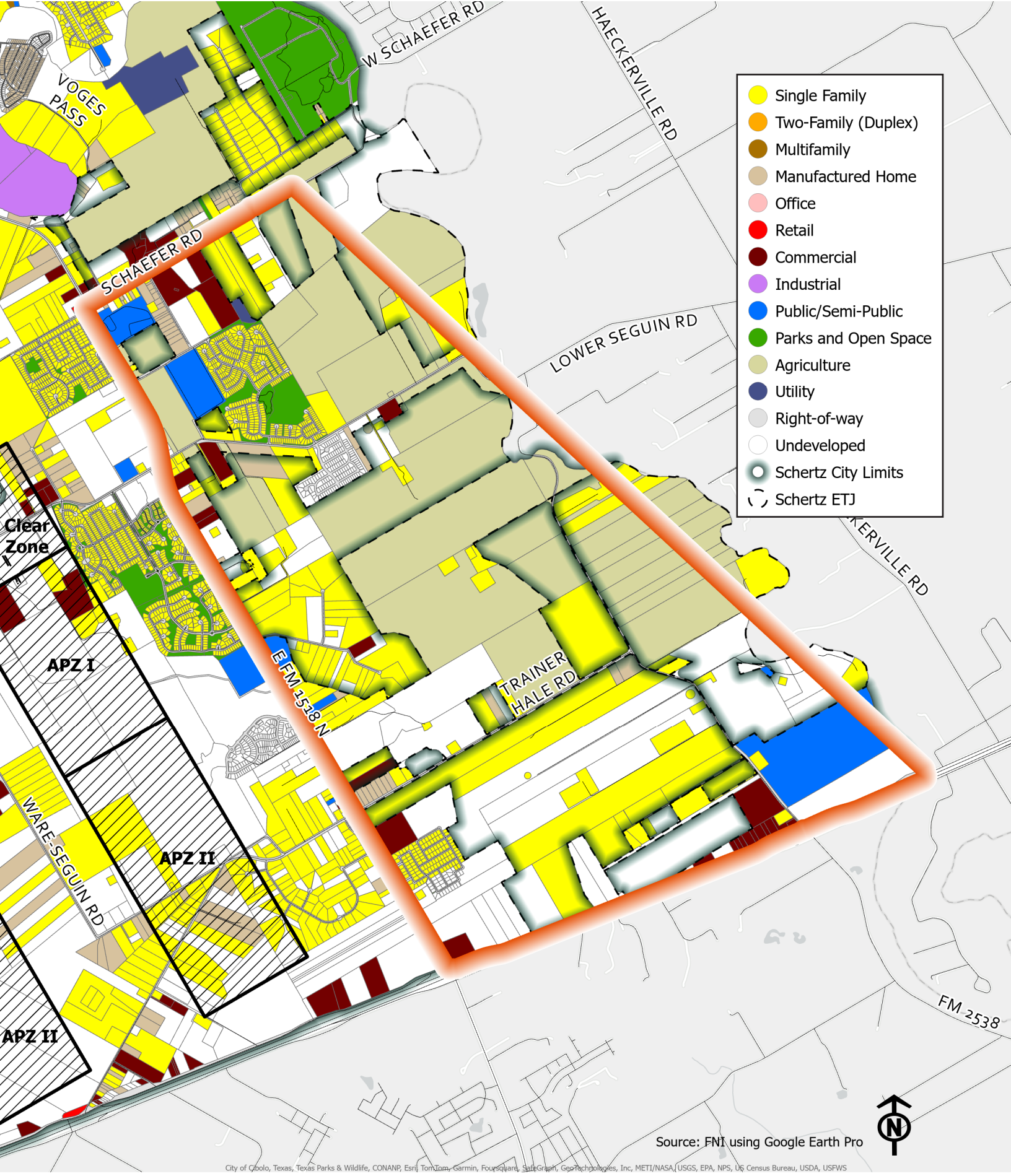
Focus Area 1 is located in the southeastern part of the City. The focus area runs north of IH-10 consisting of a mainly undeveloped agricultural and single-family residential. With a large amount of the area being vacant land, there have been recent approvals to rezone the area to single-family residential zoning. Large portions of this focus area are also within the City's Extraterritorial Jurisdiction (ETJ) although are under agreements to bring them into the City in the near future.

Proposed Land Use and Character

Focus Area 1 is envisioned as a vibrant area of the City, primarily composed of single-family residential developments with some variety of housing (such as missing middle), complemented by strategically placed commercial along IH-10. The proposed Future Land Use Plan includes small local commercial with mixed-use centers along FM 1518, ensuring convenient access to essential services and amenities, ultimately enhancing the quality of life in adjacent residential areas. Given the limited retail options in the southern part of Schertz, the commercial components along the main thoroughfares aim to address this gap, providing essential goods and services. Notably, there are large portions of this area, along the east side, that are within the floodplain. Development should avoid putting structures within the floodplain. Additionally, considerations should be made to protect the natural function of the floodplain, both for resilience and ecological reasons.

Recommended Strategies

- Attract restaurants and retail establishments to bolster the amenities of southern Schertz.
- Promote commercial retail destinations along IH-10 to capitalize on the corridor's strategic location, thereby enhancing tax revenues.
- Create Mixed-Use Centers that offer a diverse range of goods, services, and housing options with varied price ranges.
- Prioritize the consideration of the floodplain in development planning, incorporating preservation and mitigation measures.
- Promote compatibility between commercial development north of IH-10 and adjacent residential areas by implementing adequate buffering and transitions.
- Ensure seamless access to planned commercial destinations by extending existing rights-of-way and constructing new ones.



Map 6. Existing Land Use - Focus Area 1

Focus Area 2

Existing Conditions

Situated between the JBSA Randolph Air Force Base and IH-10, Focus Area 2 has a blend of single-family residential, strategically placed commercial land uses along IH-10, and the air installation zones to the north. Noteworthy is the presence of the 100-year floodplain, adding another dimension to the landscape of this focus area.

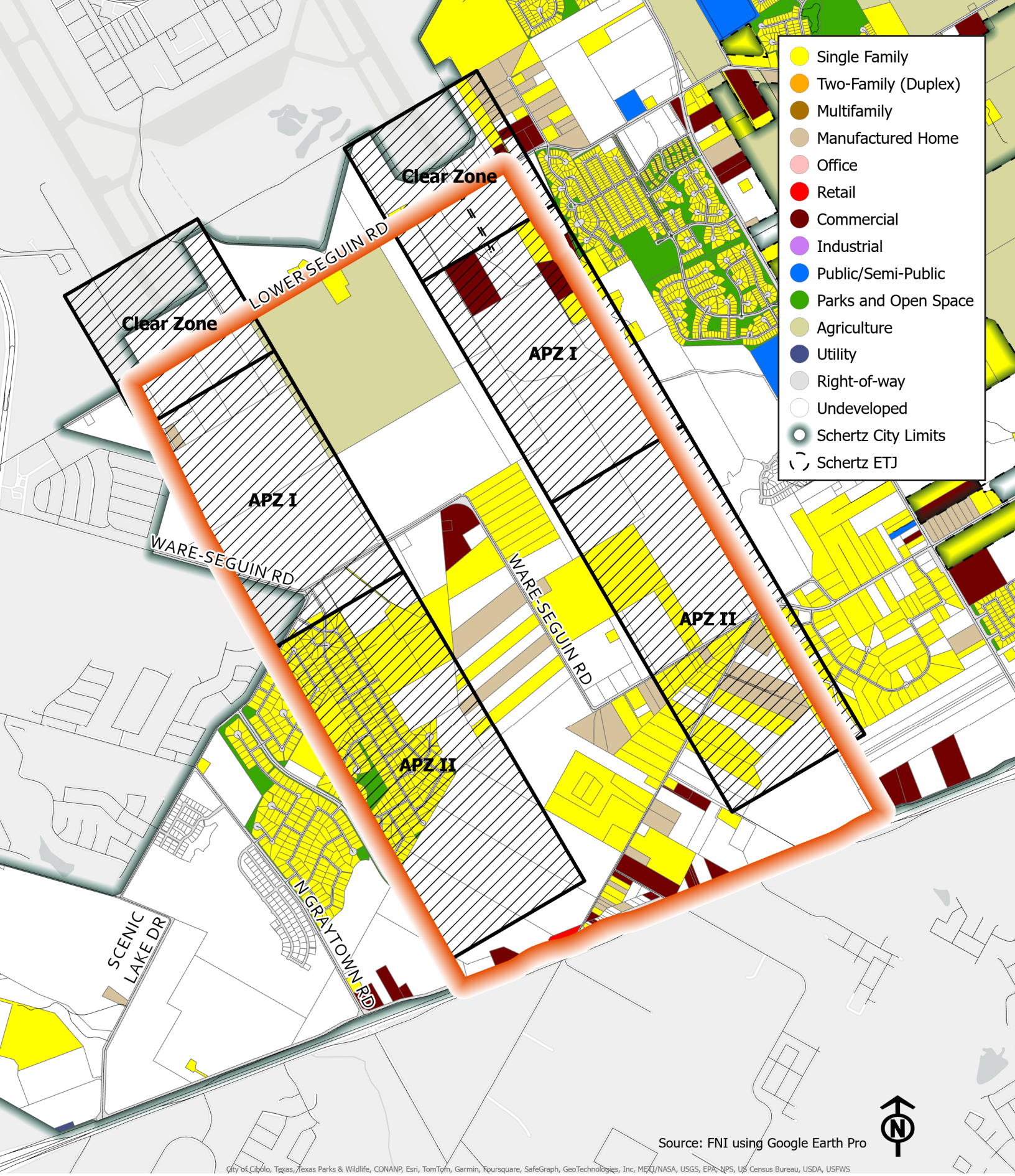
Proposed Land Use and Character

Influenced significantly by the JBSA Randolph Air Force Base, this area is planned for rural living. This allocation aligns with the AICUZ study conducted by the base, emphasizing minimal density to adhere to the study's recommendations. Understanding the importance of this study is crucial in shaping the future development of this area. Moving closer to IH-10, the introduction of commercial spaces serves as a dual purpose: acting as a buffer between the highway and residential uses while capitalizing on the advantageous business potential that commercial areas receive when situated along highways. Notably, there are portions of this area that are within the floodplain. Development should avoid putting structures within the floodplain. Additionally, considerations should be made to protect the natural function of the floodplain, both for resilience and ecological reasons.

Recommended Strategies

- Promote low-density and rural living residential character influenced by the JBSA Randolph Air Force Base.
- Strategically plan commercial developments to best serve the adjacent residential areas and tap into the advantageous business potential along the highway.
- Prioritize collaboration among stakeholders involved in the area's development. Regular engagement with the base, local authorities, and community can foster a cohesive approach to everyone's goals.
- Due to the presence of the 100-year floodplain, implement effective preservation and mitigation strategies in the planning and development processes.
- Encourage ongoing community engagement and education about the AICUZ study and its implications.





Map 7. Existing Land Use - Focus Area 2

Focus Area 3

Existing Conditions

Positioned in the northernmost part of the City's ETJ, Focus Area 3 features a quarry surrounded by large lot single-family residential.

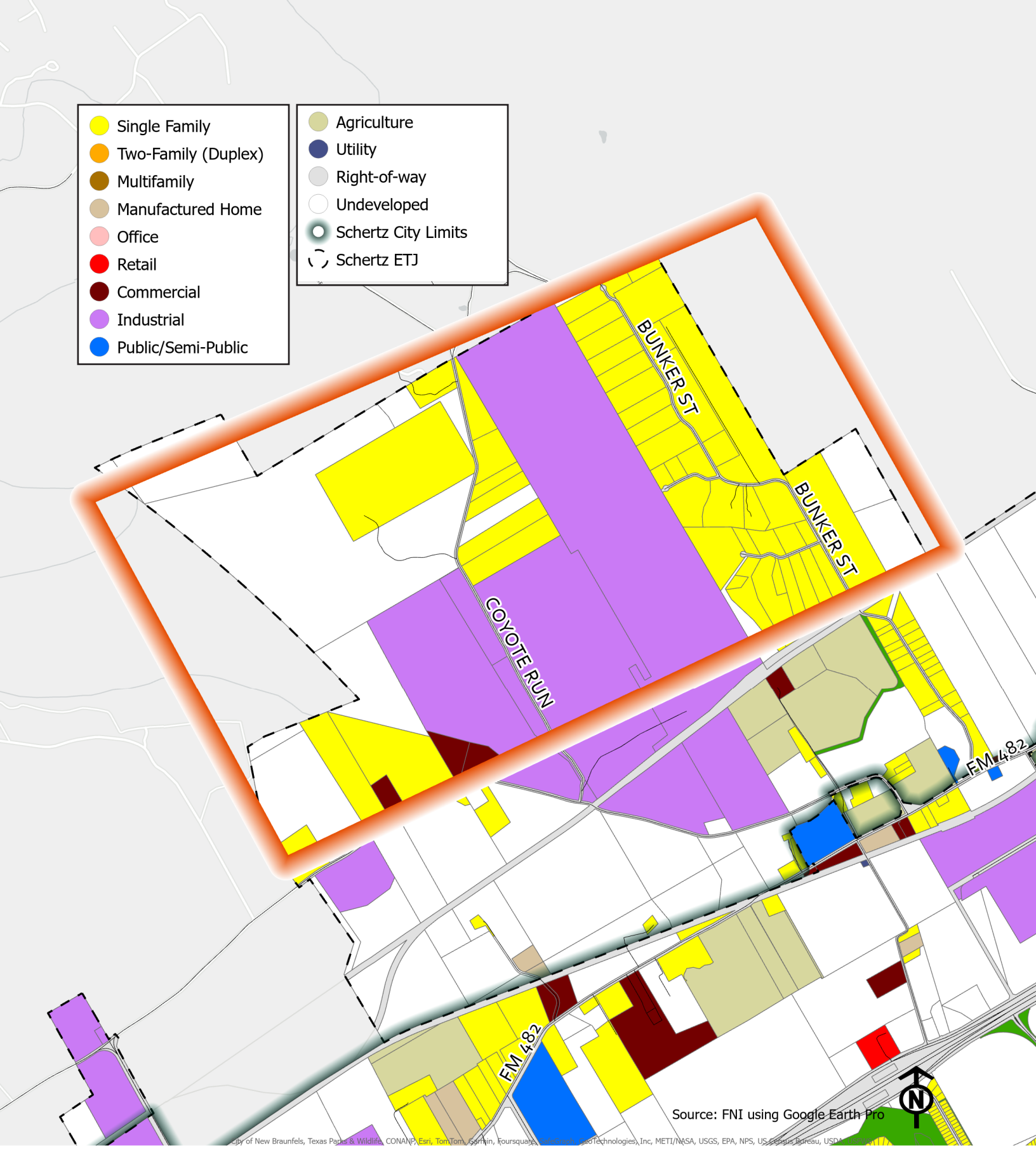
Proposed Land Use and Character

Focus Area 3 is designated as development deferment, strategically positioned for future possibilities. Currently hosting a fully operating quarry, this land use designation anticipates potential redevelopment in the future. Despite no immediate plans for redevelopment, this approach ensures the continuity of the existing use while preserving the option for future updates to the Future Land Use Map. This forward-thinking strategy allows for adaptability in response to evolving needs and urban planning considerations.

Recommended Strategies

- Focus on current residents' well-being by addressing environmental impacts, traffic, and noise for an enhanced quality of life.
- Preserve the area as development deferment, allowing responsive adjustments to the Future Land Use Plan based on evolving City needs.
- Keep the area within the City's ETJ to maintain control over future development, ensuring the City can help guide the future redevelopment and protect the community's interests.





Map 8. Existing Land Use - Focus Area 3

Focus Area 4

Existing Conditions

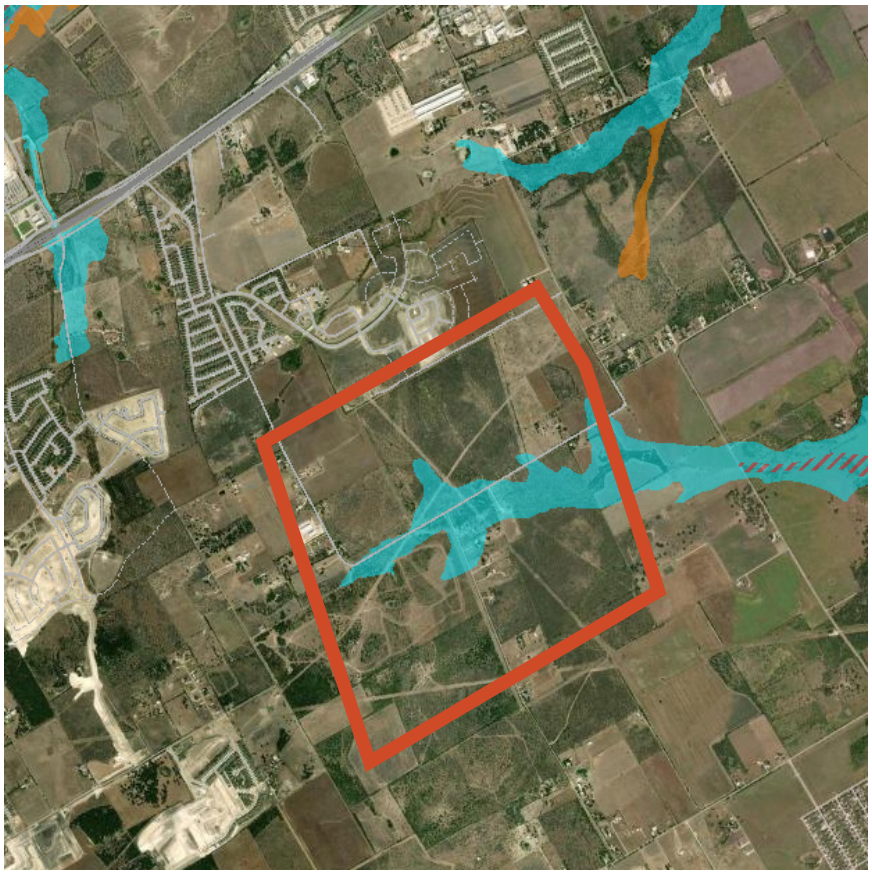
Focus Area 4 is located within the ETJ on the northeast side of the City. Situated just south of the I-35 corridor, this area consists of large lot single-family residential. There is also an area of the 100-year floodplain to the north of this focus area.

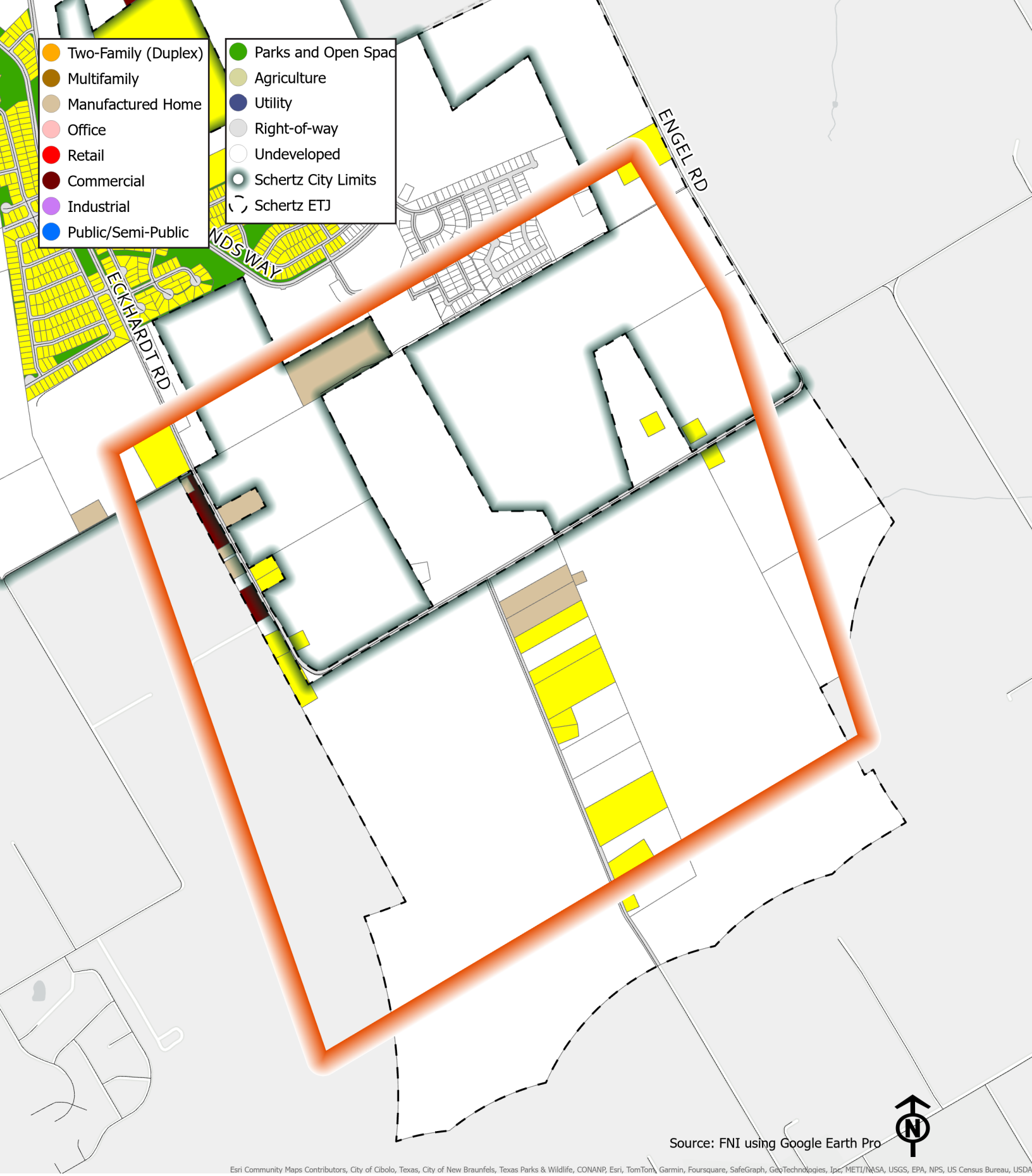
Proposed Land Use and Character

Being within the ETJ, careful consideration has been given to the development and plans of the surrounding cities, particularly Cibolo and New Braunfels. Their envisioned commercial retail plans align with the potential needs for this area. Bearing this in mind, the proposed Future Land Use Plan aligns with the existing character, maintaining the single-family residential focus that harmonizes with the surrounding landscape.

Recommended Strategies

- Ensure roads, utilities, and services are adequately designed and provided to support both the existing residential character and potential new developments.
- Maintain the current single-family residential land use to uphold the current atmosphere to ensure consistency with the existing landscape and preferences of residents.
- Foster collaborative planning efforts with the neighboring cities to align strategies for the development in the area and ensure residents have access to goods and services.





Map 9. Existing Land Use - Focus Area 4

Focus Area 5

Existing Conditions

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

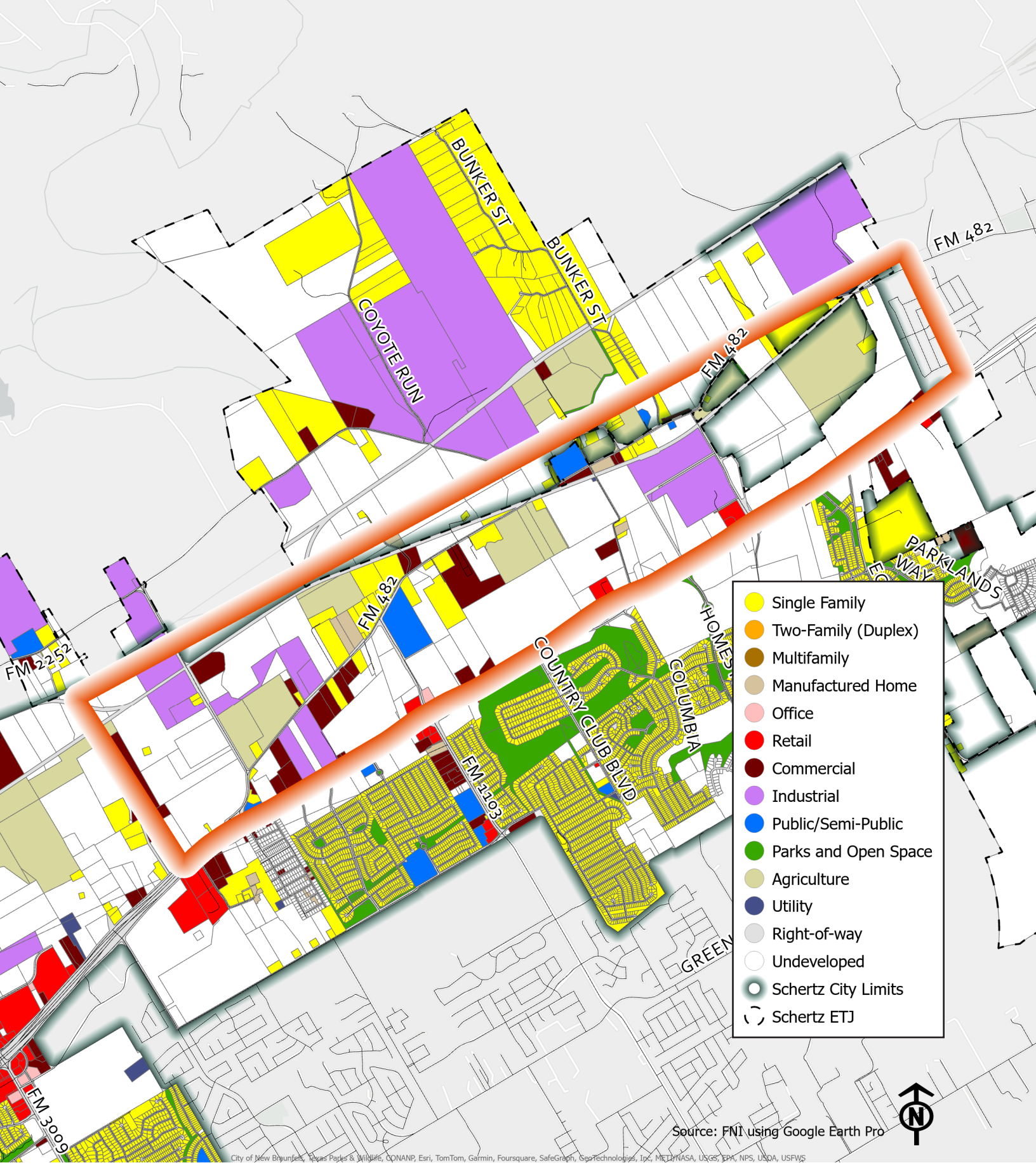
Proposed Land Use and Character

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



Recommended Strategies

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



Map 10. Existing Land Use - Focus Area 5

CHAPTER 3

LAND USE & ECONOMIC STRATEGY


SCHERTZ
TEXAS

INTRODUCTION

This chapter elaborates on the Future Land Use Plan, recommended transportation connections, and economic development strategies. These elements are informed by the existing conditions analysis, market analysis, and the community's goals and aspirations.

Leading with Community Input

In 2044, Schertz will be known for:

62%

SAFE NEIGHBORHOODS

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

Rank 1 **Complete streets that accommodate bikes, transit, cars, and pedestrians**

Rank 2 **A connected sidewalk network**

Rank 3 **Off-street bike and pedestrian trail network**

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

55% Sit-down, full-service dining

38% Entertainment, recreation

32% More/better healthy grocery options

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

79%

SUPPORT LOCAL BUSINESSES AND ENTREPRENEURS

TOPIC OF INTEREST: COMPLETE COMMUNITIES

Complete Communities is a concept built on the premise that people should be able to go about all of their essential daily activities and needs within a short distance of their home, preferably within a 10-minute walking or biking distance. For this to be possible, people must have access to housing with jobs, shopping, services, schools, medical clinics, parks, etc. nearby. Strategies to achieve this include more dense development, diversity of housing choices and land uses, and good quantity and quality of employment options.

Mixed-use developments are ideal to support the idea of complete communities as the strategies noted above are inherently the basic elements of a good mixed-use center.

In addition to the provisions of diverse housing within close proximity of destinations, it is inherent to consider the form and experience of the routes between those places (i.e., the roads and sidewalks). If a walk or bike route is not comfortable, safe, and interesting it is much less likely to be utilized as intended. Providing generous sidewalks, bike lanes, and shade-producing street trees along routes will make the places and spaces much more successful.

This concept can be utilized to boost the success of the Main Street, Complete Neighborhoods, and Mixed-Use Center land use categories in particular.

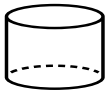


TOPIC OF INTEREST: INNOVATIVE STORMWATER MANAGEMENT

In natural landscapes, stormwater is often absorbed gradually into the soil or follows the natural topography, flowing toward lower elevations and eventually reaching ponds, wetlands, or waterways. In this case, the soil acts as a sponge, allowing for natural infiltration and filtration processes. However, in urban and suburban areas dominated by impervious surfaces such as roads, pavements, and buildings, stormwater is no longer distributed evenly and absorbed naturally. Often, this causes water to run off these impermeable structures at high velocities and volumes, which may cause flooding, environmental contamination, and structural damage in surrounding areas. To help mitigate stormwater issues, Schertz has a complex network of drainage channels and underground pipes that help move stormwater runoff from developments toward natural creeks and waterways.

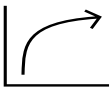
Continuous stormwater management is important for Schertz. The majority of the City's historical flood events have occurred within the floodplains located in southeast Schertz along Cibolo Creek, as well as in some areas in southwest Schertz near the intersection of IH-10 and FM 1604. Soil, topography, and land use shape the role and performance of stormwater in any City. Schertz is located within the Blackland Prairie ecological region, which features heavy clay soils. This soil type is broadly considered within the category of "expansive soils," which have the unique property of expanding and contracting with changes in moisture content. During periods of heavy rainfall or flooding, these soils absorb water and undergo expansion. This expansion can lead to increased soil volume and may cause damage to foundations, roads, and other infrastructure. Generally, slopes within the City of Schertz are low, between 0 and 2 degrees.

Stormwater Design Principles



Volume Management

Volume management is a critical aspect of modern stormwater infrastructure, emphasizing the need to effectively control and mitigate the quantity of stormwater runoff in urban environments. Traditional systems often struggle to handle increased volumes of water during storms, leading to flooding and environmental hazards. Innovative approaches to volume management focus on the integration of sustainable practices such as green roofs, permeable pavements, and retention basins that capture water at the source. These features work synergistically to capture water during peak flows, slow it down, and gradually release it into the environment, reducing the strain on drainage systems and minimizing the risk of localized flooding.



Water Quality Improvement

Conventional stormwater systems often result in the rapid transport of pollutants, such as sediments, nutrients, and chemicals, into rivers and streams, adversely impacting water quality. This is especially true of initial runoff or "first inch" of water during a storm, which picks up pollutants that have been gathering on surfaces since the last rainfall. Innovative stormwater infrastructure employs a range of best management practices to address this issue. Green infrastructure elements such as vegetated swales, bio-retention basins, and constructed wetlands, act as natural filters, trapping and treating pollutants before they reach water bodies.



Peak Flow Reduction

Peak flow reduction is a crucial aspect of stormwater infrastructure design, aiming to manage and mitigate the intensity of stormwater runoff during peak rainfall events. In addition to increasing the number of green infrastructure elements that help reduce average volume within the stormwater system. It is important that critical systems are built to accommodate at least to the 10- or 25-year storms to help manage flows during peak rainfall events.

Green Infrastructure Examples

Curb Bioretention



Permeable Pavement



Parking Lot Drainage Swale



Streetscape Rain Gardens



Using natural systems and processes, such as wetlands, native planting areas, and bioswales, to treat and retain stormwater is referred to as green infrastructure. These elements not only effectively filter and manage stormwater but also contribute significantly to the enhancement of local biodiversity. Wetlands, for example, act as natural filtration systems, removing pollutants and improving water quality and are also some of the most bio-diverse ecosystems. Using native plant species in these elements plays a crucial role in reducing nutrient runoff and fosters habitat for local species, especially birds and pollinators. Reducing the amount of paved or "grey" infrastructure has many benefits, including improving the aesthetics of the City, which could be especially useful along Main Street Schertz and public spaces such as parks.

Implementing Green Infrastructure

Ensuring Appropriate Design

Implementing innovative stormwater improvements involves a multi-faceted approach that integrates green infrastructure into various aspects of urban planning and development. To enhance watershed health and manage stormwater effectively, cities can conduct evaluations of existing gray infrastructure, flood zones, and regulatory requirements and create a citywide sustainable stormwater management plan. This plan can strategically incorporate green infrastructure elements within the right-of-way, optimizing the use of bioswales, permeable surfaces, and other green infrastructure.

Additionally, it is crucial that the City examines its development code for existing requirements that may contribute to the creation of additional grey infrastructure. Often parking requirements are one aspect of the development code where there can be a significant reduction of impervious pavement that accompanies each development. Where appropriate, street design standards should be evaluated to identify where pedestrian and bike infrastructure can be added to the existing right-of-ways, helping to reduce the number or width of lanes and provide additional green buffers that can be used for various bioretention or green infrastructure improvements. Pedestrian zones are some of the best candidates for permeable pavement projects as they require less maintenance and pose less engineering challenges compared to permeable roadway projects.

Funding Mechanisms

Various funding sources can support the implementation of green infrastructure projects aimed at stormwater management. The Environmental Protection Agency (EPA) offers grants through programs like the Section 319 Nonpoint Source Program and the National Estuary Program (NEP), emphasizing the importance of green infrastructure in reducing pollution and improving water quality. Additionally, the USDA's Watershed & Flood Prevention Operations (WFPO) Program provides for cooperation to prevent erosion, floodwater, and sediment damage. The Department of Housing and Urban Development (HUD) provides funding through the Community Development Block Grant (CDBG) program, recognizing the economic benefits and increased property values associated with green infrastructure projects. The Federal Emergency Management Agency (FEMA) also provides a wide variety of Hazard Mitigation grants that can fund planning (HMGP), resiliency projects (BRIC/FMA/MIG), and disaster recovery (HMGP).

State-level support is available through programs like the Clean Water State Revolving Fund (CWSRF), offering low-interest loans for water quality improvement and stormwater projects. Local governments can also implement stormwater utility impact fees, providing a dedicated funding stream for green infrastructure programs. Alternatively, permit fees and the issuance of green bonds can be utilized by local governments to generate revenue for environmentally focused projects, with green bonds attracting investors interested in supporting sustainable initiatives. These diverse funding sources cater to different aspects of green infrastructure implementation, providing cities with flexible options to support resilient and sustainable stormwater management.

FUTURE LAND USE PLAN

The Future Land Use Plan is one of the most crucial elements of a Comprehensive Plan. The Future Land Use Map (FLUM) developed as part of this Comprehensive Plan will guide development in the next 10-20 years. All land uses should generally consider compatibility with JBSA through studies conducted such as the JLUS, AICUZ, and others.

Future Land Use vs. Zoning

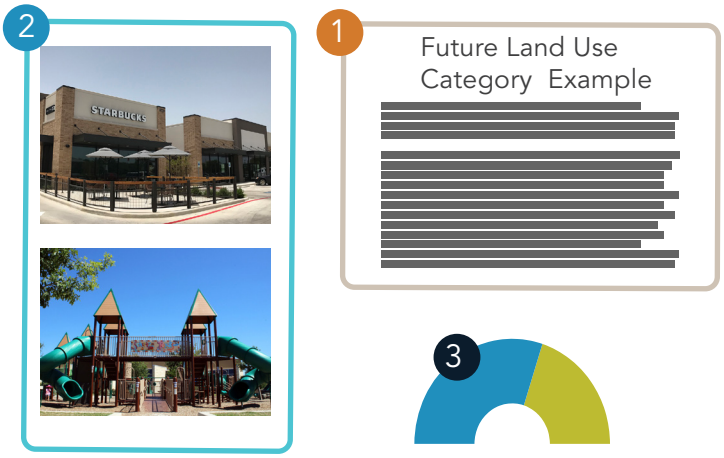
The Future Land Use Map is different from the zoning map in that it does not directly affect the regulation of land within the City limits or the ETJ. Rather, it should be seen as a guiding document for determining appropriate land uses and development types. It should be used by the City to guide decisions on proposed zoning and development standards. The following table shows a side-by-side comparison of the purposes, uses, and considerations of the Future Land Use Map and the zoning map.

FUTURE LAND USE MAP	ZONING MAP
Purposes	
• Outlook for the future use of land and the character of development in the community. • Macro-level, general development plan.	• Basis for applying unique land use regulations and development standards in different areas of the City. • Micro-level, site-specific focus.
Uses	
• Guidance for City zoning and related decisions (zone change requests, Specific Use Permits, etc.). • Baseline for monitoring the consistency of actions and decisions with the City's adopted Comprehensive Plan.	• Regulating development as it is proposed, or as sites are proposed for the future (by the owner or the City) with appropriate zoning.
Inputs and Considerations	
• Inventory of existing land uses in the City. • Developing better area character and identity as a core planning focus along with basic land uses. • The map includes a notation required by Texas Local Government Code Section 213.005: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries".	• Future Land Use Map is referred to for general guidance. • Other community objectives, such as economic development, redevelopment, flood preservation, etc. are taken into consideration. • Zoning decisions that are not compliant with the FLUM will need to be updated or changed when the Comprehensive Plan is next updated.

Future Land Use Categories

Future land use categories represent the diverse permitted land uses in the City of Schertz. They are designed to be flexible, allowing judgment and avoiding overlap with zoning regulations. Land use categories are assigned to general areas of the City that are expected to exhibit appropriate characteristics similar to those outlined below and be consistent with the overarching policies and land planning policies that have been developed. Nine land use categories have been identified and are described on the following pages.

The components of each category are described in the below section. Colors assigned to each component may be referenced with the corresponding dashboard example.



1 Land Use Description

Each category section includes a general description of the Land Use Category, providing narrative details about the overall intent of and land use makeup of each category. The descriptions are a framework for how each area is expected to develop or redevelop in the future. Further decision and policy making should refer to and align with these general descriptions.

2 Visual Representation

Each dashboard includes images depicting examples of the primary development type within the land use. Local examples have been used where available. These photos are not comprehensive and may not illustrate all appropriate uses. The representations, however, should be referenced when considering the built form of development inquiries.

3 Development Ratio

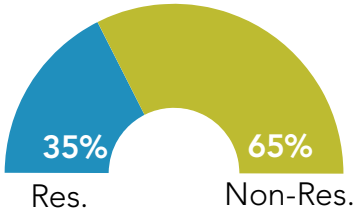
The development ratio dial serves as guidance on the overall mix of commercial to non-commercial types of development envisioned for the areas covered by the land use category. This is not intended to be a hard number, but more a target or rule of thumb.





Main STREET

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

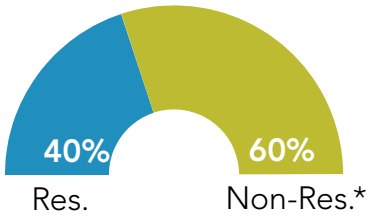






Rural LIVING

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



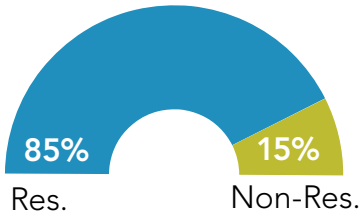
**Working farm and ranch lands are considered non-residential for these purposes, even though people may be living on the land as part of the agricultural operation.*





Complete NEIGHBORHOOD

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

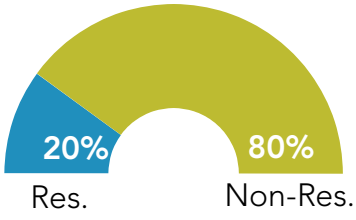






Local CORRIDOR

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

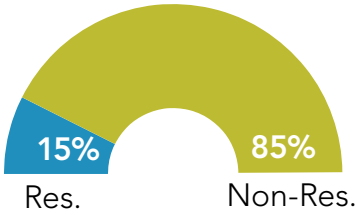






Regional CORRIDOR

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

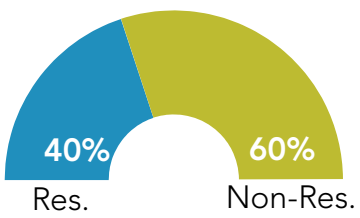






Mixed-Use CENTER

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

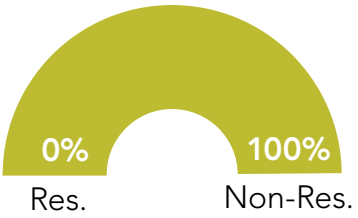






Industrial HUB

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

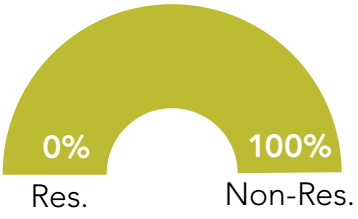






Public USE

Public Use describes public and private open spaces utilized for recreation and leisure and community facilities that provide essential services for residents, such as libraries or utility facilities. The Public Use land use categories often include ample green space and preservation of critical environmental features that serve essential ecological and social functions. Community facilities should be dispersed throughout the city to ensure residents' safety, health and welfare. The FLUM shows only the major existing or proposed public use facilities. Public use facilities are appropriate to be located within all land use categories, however, consideration should be given for appropriate screening and buffering of these facilities based on their adjacent context.







Development DEFERMENT

Development Deferment is a land use category that includes large tracts that currently house heavy industrial uses but have long-term potential to redevelop, such as quarries and landfills. These sites should be reconsidered for applicable land uses in future Future Land Use Map updates, or which time those conversations are appropriate due to closure of the current operations.

TOPIC OF INTEREST: BROWNFIELD REDEVELOPMENT

With land values in Central Texas continuing to rise, the underutilization of any property is a poor practice. As industrial sites move out of the way of urban growth and many industrial processes become "lighter" and cleaner, formerly heavy industrial sites become prime redevelopment opportunities. However, these lands come with a unique set of challenges, often in the form of environmental contamination, that are laborious and expensive to remediate. These sites are known as "brownfields".

Schertz has two sites that are currently operating but may pose brownfield redevelopment opportunities in the future: the Beck Landfill along FM 78 and the quarry at the northern terminus of FM 2252. However, these sites are expected to continue operating for the foreseeable future, so the City of Schertz should not put many resources toward planning these areas at this time, but should be keeping them on their radar as major future projects. This is the reason the FLUM designates these two sites as "Development Deferment". There are active case studies within Central Texas of cities redeveloping quarries into major mixed-use destinations.

There have been considerations related to divesting the City of the quarry property within its ETJ, but given the finite resource that is land, it is the recommendation of this Plan to keep this property within the City's ETJ due to its long-term redevelopment potential.

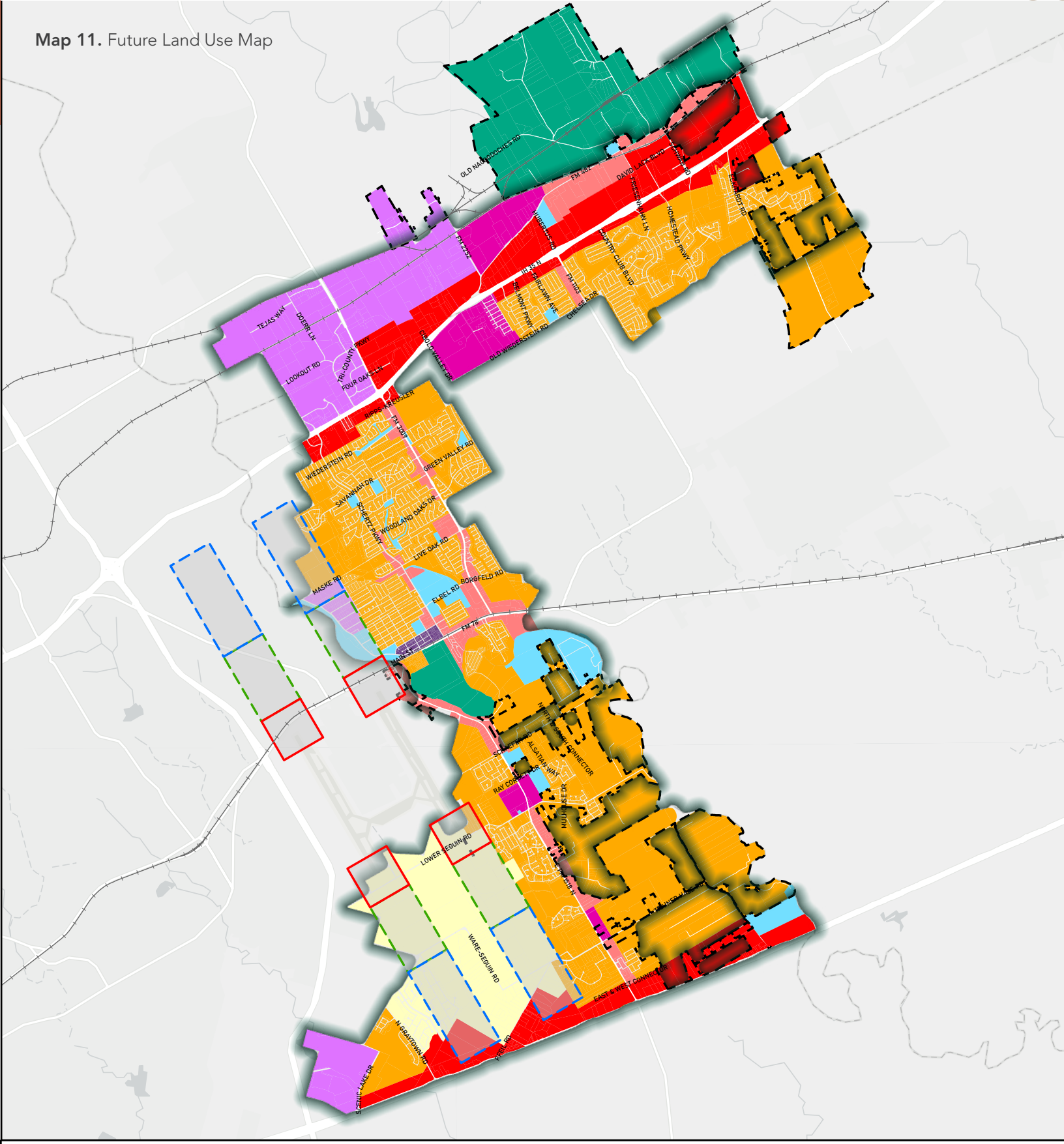
FUTURE LAND USE MAP

The table below shows the City's future land use by type and color, which corresponds to the same classifications and colors seen throughout the chapter and in Map 11. The table also displays the estimated total acreage and percentages of the City's future land use areas, based on the Future Land Use Map.

Table 4. Future Land Use Acreages City Limits & ETJ

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

Map 11. Future Land Use Map



Schertz Comprehensive Land Use Plan

FREESE AND NICHOLS

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

N

1

SCALE IN MILES

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

Map Disclaimer: A comprehensive plan shall not constitute zoning regulations or zoning district boundaries

TRANSPORTATION

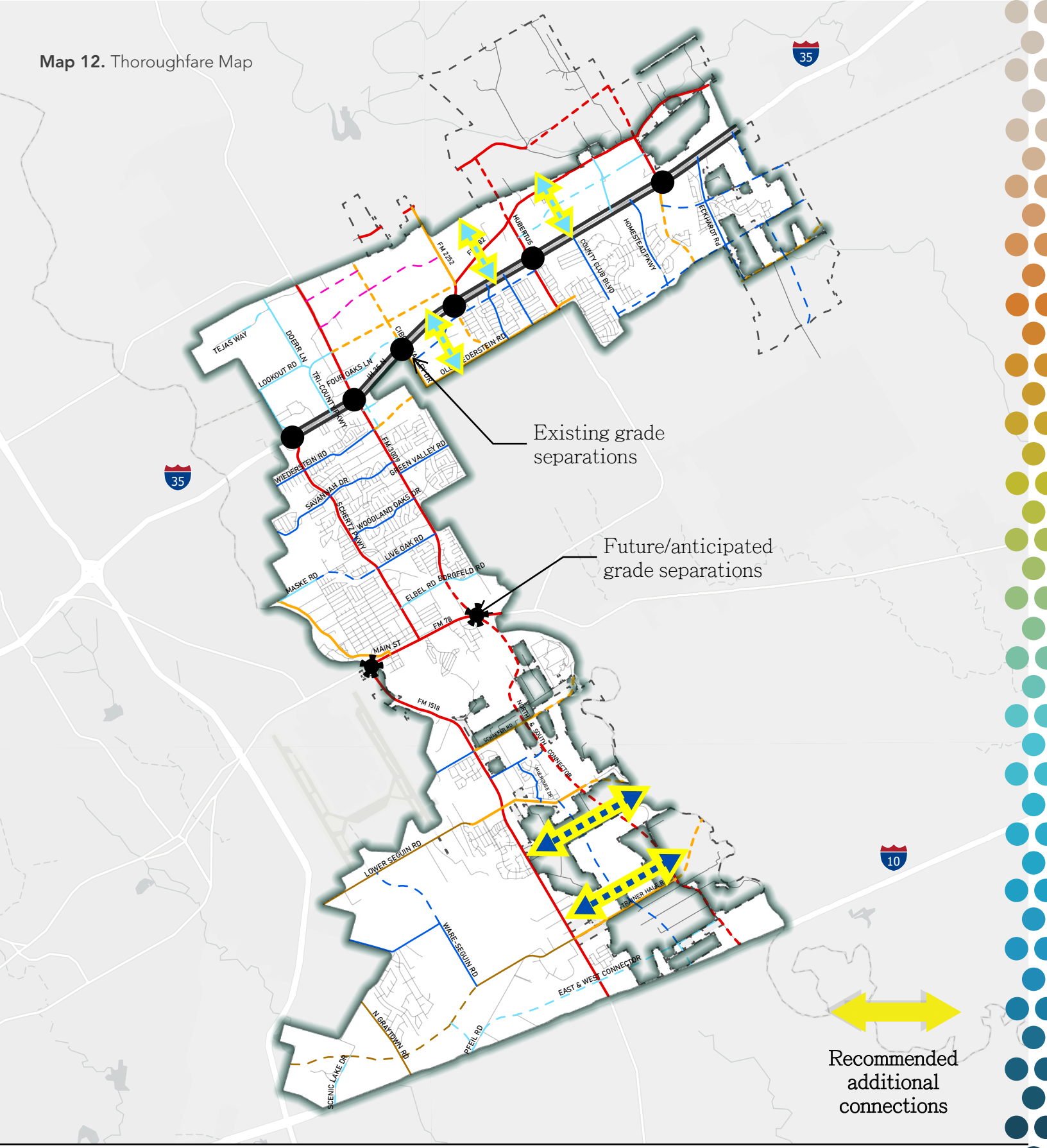
As part of the future land use assessment, the study team evaluated the existing Master Thoroughfare Plan (MTP) at a high level to verify planned roadway connections within Schertz would remain logical and sufficient as development and growth continued. The purpose of the MTP is to preserve the right-of-way (ROW) for roadways in the future and to establish how a city's transportation network will be configured in the long-term. Overall, the Thoroughfare Plan network provides good coverage for the areas that are anticipated to see the most growth. However, some of the planned growth areas, as identified by the Focus Areas presented previously, may be considered for additional infrastructure.

- In the southeast portion of the City (Focus Area 1), additional residential or commercial collectors may be beneficial for access to the envisioned single-family residential and for new commercial destinations.
- The southwest area (Focus Area 2, Randolph Air Force Base) is not predicted to change as significantly, and it is anticipated that the current thoroughfare connections will be sufficient to meet transportation needs while preserving the rural living character.
- Focus Area 3 is development deferment, so no recommendations are made at this time.
- There are already several planned residential collectors in northeastern Schertz (Focus Area 4), which should serve to adequately connect the continued growth of single-family residential. In alignment with the recommended strategies for this focus area, any future facilities or roadway improvements should be continually evaluated for the appropriate intensity to support the area's character.
- Focus Area 5 and the land north of I-35 may require additional commercial collector connections if anticipated growth occurs rapidly in this area and commercial development and density increases, as is envisioned in the Future Land Use Plan.

It is recommended that the City of Schertz continue to periodically update their Master Thoroughfare Plan using the most recent population and employment projections from Alamo Area Metropolitan Planning Organization (AAMPO). MTP updates typically involve evaluating both the quantity and size of network connections (roadways, major intersections, etc.) for needed adjustments. This might involve preserving the right-of-way for an additional roadway connection or reclassifying an existing connection to account for greater usage. The added intensity of rapid growth in and around this part of Texas will significantly impact traffic volumes, and having transportation connections that can accommodate these volumes will contribute to the orderly development of the City. Furthermore, the City's typical sections should be regularly updated to keep pace with right-of-way needs and preserve the space for needed facilities. Schertz would likewise benefit from a formalized process to address MTP amendment requests from the community and local stakeholders.

Map 12 identifies two areas where additional connections would be most beneficial for the future of Schertz, as noted by the blue and yellow arrows. This assessment is based on meeting the needs of the most rapidly growing areas and providing enough network redundancy to the entire City to accommodate emergency access and unexpected delays. Finally, enhancing network redundancy through the construction of smaller roadways throughout town that provide a variety of alternate routes to destinations across the City can help mitigate the impacts of delays centered around the major facilities of I-35 and IH-10.

Map 12. Thoroughfare Map



2024 Major Thoroughfare Plan

- Freeway
- Principal Arterial
- Planned Principal Arterial
- Secondary Arterial
- Planned Secondary Arterial
- Secondary Rural Arterial
- Planned Secondary Rural Arterial
- Residential Collector
- Planned Commercial Collector A
- Planned Commercial Collector B
- Planned Residential Collector
- Commercial Collector A
- Schertz ETJ
- Schertz City Limits

1 Miles

Future Land Use Map Does not constitute as zoning or establish zoning district boundaries

FISCAL IMPACT

Summary

As part of the comprehensive planning process for the City of Schertz, Catalyst Commercial conducted the fiscal analysis based upon the Future Land Use Plan prepared by Freese and Nichols.

The proposed scenario is projected to result in over $2.1B of net new fiscal benefits over the 23-year Plan horizon.

Net fiscal benefits include both property and sales taxes that would be generated from potential future development. In addition, the Future Land Use Plan is estimated to allow for over 15,000 new jobs and create capacity for the City's population to increase by over 31,000 new residents that can contribute to the local economy.

The analysis area includes the five focus areas identified previously, with a total of 5,401 acres. For each land use category, Catalyst Commercial used the following assumptions regarding the balance of land uses that will likely be developed.

Table 5. Focus Area 1 Land Use Breakdown

Place Type	Area (Ac)	Percent of Total Acres
Complete Neighborhood	3,205.6	77.1%
Mixed Use Center	113.1	2.7%
Local Corridor	203.8	4.9%
Public Use	151.9	3.7%
Regional Corridor	484.6	11.7%
Total Acres	4,159.0	100.0%

Table 6. Focus Area 2 Land Use Breakdown

Place Type	Area (Ac)	Percent of Total Acres
Complete Neighborhood	13.5	0.5%
Regional Corridor	415.6	15.3%
Rural Living	2,290.9	84.2%
Total Acres	2,720.1	100.0%

Table 7. Focus Area 3 Land Use Breakdown

Place Type	Area (Ac)	Percent of Total Acres
Complete Neighborhood	5.1	0.4%
Development Deferment	845.3	60.3%
Industrial	363.0	25.9%
Rural Living	189.3	13.5%
Total Acres	1,402.9	100.0%

Table 8. Focus Area 4 Land Use Breakdown

Place Type	Area (Ac)	Percent of Total Acres
Complete Neighborhood	915.6	100%
Total Acres	915.6	100.0%

Table 9. Focus Area 5 Land Use Breakdown

Place Type	Area (Ac)	Percent of Total Acres
Complete Neighborhood	199.3	7.9%
Industrial	28.6	1.1%
Mixed Use Center	530.1	21.1%
Public Use	13.8	0.5%
Regional Corridor	1,721.5	68.6%
Rural Living	16.7	0.7%
Total Acres	2,509.9	100.0%

Based upon the land use categories in Table 5-9, the following represents a plausible build out capacity program across all focus areas. The timeline it takes to reach this build-out capacity is dependent on market forces and absorption rates.

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

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

Annual Absorption Estimates

To estimate fiscal impact, Catalyst Commercial used the demand assumptions from the Market Analysis presented in the Snapshot chapter to estimate the future absorption through the planning year horizon of 2045.

Annual Residential Absorption: 513 units

Annual Multifamily Absorption: 371 units

Annual Retail Absorption: 218,000 SF

Annual Office Absorption: 10,500 SF

Annual Industrial Absorption: 200,000 SF

Note: Projected absorption is based upon historical and future projections and actual absorption is subject to the regulatory environment, business conditions, market factors, and other external influences.

Net Fiscal Benefits

Based upon the proposed land use categories and above assumptions, Catalyst Commercial estimated the future sales tax and property tax implications for the City of Schertz through 2045. Since most of the planning area is within Bexar County, the tax rates for Bexar County were used for the assumptions.

To calculate fiscal impact, Catalyst Commercial used the following assumptions for sales tax rates:

City of Schertz	0.01
Schertz Economic Development	0.005
County	0.005
Total	**0.02**

Property Tax Rates used per $100 of taxable value (Bexar County):

City of Schertz	0.4872
Bexar County	0.276331
Schertz-Cibolo-Universal City ISD	1.392
Other	0.467053
Total	**2.369784**

Note: East Central ISD is also within Bexar County and has a mil rate of 1.088.

To calculate values, Catalyst Commercial used the following values per square foot assumptions:

Residential	$140
Office	$180
Retail	$180
Industrial	$60
Multifamily	$150

To estimate the number of additional jobs and population, Catalyst Commercial used the following assumptions:

Jobs Estimates	**Est. Jobs/SF**
Retail	980
Industrial	450
Office	600

Population Estimates	**People**
Per Single-Family Household	2.61
Per Multifamily Unit	1.5

Based upon the assumptions, Catalyst Commercial calculated the estimated net fiscal benefits of the Future Land Use Plan. The results are shown below.

Table 11. Schertz Preferred Scenario Net Fiscal Benefits (2023-2045)

	Total Net New Taxable Property Value	Est. Annual Property Tax	Est. Annual Sales Tax	Estimated Annual Additional Jobs	Estimated Increase in Population
Year 1	$309,876,000	$7,343,392	$1,308,000	684	1,895
Year 2	$619,752,000	$14,686,784	$2,616,000	684	1,895
Year 3	$929,628,000	$22,030,176	$3,924,000	684	1,895
Year 4	$1,239,504,000	$29,373,567	$5,232,000	684	1,895
Year 5	$1,549,380,000	$36,716,959	$6,540,000	684	1,895
Year 6	$1,859,256,000	$44,060,351	$7,848,000	684	1,895
Year 7	$2,169,132,000	$51,403,743	$9,156,000	684	1,895
Year 8	$2,479,008,000	$58,747,135	$10,464,000	684	1,895
Year 9	$2,788,884,000	$66,090,527	$11,772,000	684	1,895
Year 10	$3,098,760,000	$73,433,919	$13,080,000	684	1,895
Year 11	$3,408,636,000	$80,777,311	$14,388,000	684	1,895
Year 12	$3,718,512,000	$88,120,702	$15,696,000	684	1,895
Year 13	$4,028,388,000	$95,464,094	$17,004,000	684	1,895
Year 14	$4,338,264,000	$102,807,486	$18,312,000	684	1,895
Year 15	$4,615,194,273	$109,370,135	$19,620,000	684	1,566
Year 16	$4,869,420,273	$115,394,743	$20,928,000	684	1,339
Year 17	$4,935,539,102	$116,961,616	$22,236,000	684	86
Year 18	$4,988,669,102	$118,220,682	$23,544,000	684	-
Year 19	$5,041,799,102	$119,479,748	$24,852,000	684	-
Year 20	$5,094,929,102	$120,738,815	$26,160,000	684	-
Year 21	$5,148,059,102	$121,997,881	$27,468,000	684	-
Year 22	$5,201,189,102	$123,256,947	$28,776,000	684	-
Year 23	$5,254,319,102	$124,516,013	$30,084,000	684	-
		$1,840,992,727	**$361,008,000**	**15,741**	**29,527**

IMPLEMENTATION

The future of Schertz will be shaped by the recommendations developed in this Plan, as they guide decisions that will influence many aspects of the City's built, social, and natural environments. Further, the success of this Comprehensive Plan will be measured by the effectiveness of taking these recommendations from vision to reality. The Plan's recommendations may be implemented through a variety of tools, including adopting new or updated development regulations, zoning and subdivision ordinances, and capital improvement programs. Additionally, there may be recommendations that require additional community input or analysis and studies. Planning for the City's future should be a continuous process that incorporates regular analysis, revision and implementation.

Implementation of a Comprehensive Plan is an internal process to the City. General oversight can be assigned to an individual or department within the City, such as the City Manager or Planning Department, however achieving the vision set forth in this Plan should be something all City departments and staff are working toward. The appointed oversight entity may find it useful to conduct periodic alignment exercises - a process in which all applicable plans, policies, and projects are identified; their content, links to this Comprehensive Plan, and links to each other are mapped; and a comprehensive road map is developed so that the right actions are executed in the most efficient order.

This chapter summarizes the actions noted throughout the Plan, adding timelines, recommending responsible parties, and applicable metrics that the City can track in order to measure progress.



Using This Plan

Comprehensive plans proactively address a community's future growth and development. They are the connection between the community's vision and land use regulations. Without the foresight provided by a comprehensive plan, the development process would be reactive, resulting in development that is uncoordinated, costly, and may not be in the best interest of the broader community.

A comprehensive plan is not regulatory and is used in conjunction with a zoning ordinance and other land use and development regulations as the primary implementation mechanisms. The comprehensive plan provides vision, guidance, and recommendations on how land should be utilized to meet the needs and desires of the community. Ideally, development regulations should be updated to regulate land uses in accordance with this Plan.

City Staff will use this Plan in a variety of ways, including:

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

The Planning and Zoning Commission will use this Plan in a variety of ways, including:

- Aiding in discussing and reviewing zoning cases and other development decisions.
- Providing justification for zoning case recommendations.
- Allowing for the balancing of the community needs and values with individual interests.

City Council will use this Plan in a variety of ways, including:

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

The business community will use this Plan in a variety of ways, including:

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

Residents will use this Plan in a variety of ways, including:

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

Best Practices for Implementation

Keep it Updated

This Comprehensive Plan is meant to be a living document that allows flexibility for political, economic, physical, technological, and social conditions, as well as any other unforeseen circumstances that may ultimately influence and/or change the priorities and perspective of the community. To ensure that the Plan continues to reflect the goals of the community and remain relevant, the Plan must be reviewed on a regular basis to ensure that its elements are still appropriate and the associated policy statements and recommendations are still applicable.

Annual Progress Reporting

Once the Plan is adopted, an appointed committee, such as the Planning and Zoning Commission or a CPAC Standing Committee, with the assistance of the planning staff, should prepare a yearly progress report for presentation to the City Council. This practice will ensure that the Plan is consistently reviewed and any necessary changes or clarifications are identified. It is also important to provide ongoing monitoring between the Plan and the City's implementing regulations to maintain consistency among all documents. The City Council may wish to dedicate one meeting a year to review, celebrate, and publicize elements of the Plan that have been implemented in the last year, as well as set priorities for the following year. Ideally, progress reporting would be conducted in real-time via a website dashboard, continually demonstrating achievements to Schertz residents.

Five-Year Update & Evaluation Report

Every five years, the Planning Department should prepare an evaluation report, with input from various City departments and stakeholders, and present the findings to the Planning and Zoning Commission and City Council. The report should evaluate the existing Plan and assess how successful it has been in achieving the community's goals. The purpose of the report will be to identify the Plan's successes and shortcomings, look at what has changed over the last five years, and make suggestions on how the Plan should be modified to best accommodate those changes.

Proactive & Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Examples of both proactive and reactive actions are described below.

Proactive Methods

- Update the capital improvement plan (CIP) to reflect the public improvement needs identified within this Plan.
- Amend the Unified Development Code regulations to reflect the development patterns recommended within this Plan.

Reactive Methods

- Approve rezoning applications based on consistency with this Plan.
- Review development applications for consistency with this Plan.

Education & Training

A necessary first step after adoption of this Plan should be to conduct training workshops with the Planning and Zoning Commission, City Council, and key staff members who have an individual or collective role in Plan implementation. Training initiatives could include:

- Discussion of the roles and responsibilities of each entity and its function with regard to Plan implementation.
- A thorough overview of the Plan, with particular emphasis on the segments that most directly relate to each audience's responsibilities and purposes.
- Implementation tasking and priority-setting that allows each group to establish their own one-, two-, and five-year agendas based on the Plan.
- Facilitation of a mock meeting to practice the effective use of the Plan's policies and recommendations.

Using & Interpreting Indicators

Tracking indicators can help the City understand and demonstrate if they are moving toward or away from achieving goals. Important to note, indicators do not work independently and are not intended to capture the entire picture of what is going on in the City. Falling short of an indicator does not necessarily mean that progress is not being made, but it may note that closer examination is needed for that particular element. It may be found that the indicator originally listed is in fact not the best indicator for that action and can be updated.



Decision Making

Inevitably, there will be situations that arise that do not have a clear answer within this Plan. In these cases it is helpful to have a good understanding of the overall goals and intent of this Plan. This helps to guide decision-making and check that decisions being made are in alignment with the Comprehensive Plan. These considerations can also help when deciding how to prioritize actions and funding.

Questions to Ask

Provided here are some questions that decision-makers can think about and discuss when making difficult decisions that do not have an obvious best course of action.

- What best promotes and aligns with this Plan's intent and vision?
- What most improves the quality of life for residents?
- What has the most positive fiscal impact for the City?
- Does a certain course of action provide more multi-benefits for the City or community?
- Are there any unexpected negative outcomes that could occur? If so, can they be reasonably avoided or remedied?

Bundling Projects

Completing recommendations in tandem can frequently be more effective, more efficient, and accomplish greater results. Implementing two or more projects at a time can seem daunting, but by sharing resources it can allow for better outcomes. Some examples of projects that typically bundle well together are underground utility updates with streetscape enhancements and updating housing regulations while working with developers to determine options and incentives to encourage more housing choices.

Actions Matrix

The following pages present a matrix of action items to undertake that will move the City toward achieving the goals of this Plan.

The matrix includes the following elements:

- #: provides an identification number for each action
- Action: presents and describes the recommended action
- Timeline: identifies a target timeline for implementation of the action. Some actions may be ongoing, in this case the timeline sets a target for initiation of the ongoing action.
    - Short-term: <5 years
    - Mid-term: 5-10 years
    - Long-term: 10+ years
- Lead: identifies the primary party responsible for implementation of the action. Many actions will require multiple parties or partnerships, but they should have a primary champion that is accountable for the action.
- Outcome: identifies measures that are expected to be observed as outcomes of successful implementation of the action.

#	Action	Timeline	Lead	Expected Benefits & Outcomes
Projects & Plans				
1	**Create a Sustainable Stormwater Management Plan:** Conduct evaluations of existing gray infrastructure, flood zones, and environmental regulations and create a citywide sustainable stormwater management plan with a focus on green infrastructure.	Short-Term	Engineering and Public Works and/ or Consultant	Increased greenery, lower peak flows and localized flooding, higher water quality
2	**Evaluate Street Design Standards:** Evaluate existing street standards to identify where pedestrian and bicycle infrastructure can be added to the existing rights-of-way.	Short-Term	Engineering and Public Works and/ or Consultant	Increased modality options, connectivity, and safety
3	**Create a Downtown Plan:** Analyze the Downtown area and create a plan for continued investment to promote the area as a unique and thriving destination.	Short-Term	Planning, Economic Development and/ or Consultant	Improved Downtown character and activity, increased economic activity Downtown
4	**Added Street Connectivity to Focus Area 1:** Provide additional residential or commercial collector roads to southeast Schertz, as needed based on build out.	Mid-Term	Engineering and Public Works	Improved mobility and connectivity, network redundancy
5	**Added Street Connectivity to Focus Area 3:** Provide additional residential or commercial collector roads to north Schertz, as needed based on build out.	Long-Term	Engineering and Public Works	Improved mobility and connectivity, network redundancy
6	**Increase Roadway Network Connectivity:** Continuously identify opportunities to add connectivity in neighborhoods through small roadways and multi modal routes.	Ongoing	Engineering and Public Works	Improved mobility and connectivity, network redundancy
7	**Update the City's CIP Plan:** Evaluate the City's CIP for necessary updates or additions per this Plan, paying specific attention to identifying projects that could be "bundled" or implemented together for increased efficiency and impact.	Ongoing	Various City Departments	CIP that makes tangible progress towards implementing the Comprehensive Plan Vision

#	Action	Timeline	Lead	Expected Benefits & Outcomes
8	**Infrastructure Maintenance and Upgrades:** Ensure the City's CIP accounts not just for new infrastructure but also for proactive upgrades to existing infrastructure, to continue providing the quality and level of service that residents have come to expect.	Mid-Term	Engineering and Public Works	CIP that focuses on quality and level of service, less surprise costs, more reliable utility service for customers
9	**Create a Quarry Redevelopment Plan:** Begin to think about what the City might want to see if the quarry becomes available for redevelopment and how the City can incentivize that.	Long-Term	Planning, Economic Development and/ or Consultant	A redevelopment plan for post quarry operations that allows the City to be prepared when the opportunity presents itself
Policies & Regulatory				
10	**Reduce Impervious Cover:** Examine the development code for existing requirements that may contribute to the creation of unnecessary paving and grey infrastructure.	Mid-Term	Planning and Zoning, Engineering and Public Works	Additional opportunities for green infrastructure, reduced strain on stormwater infrastructure
11	**Update Development Regulations:** Examine the zoning ordinance and other development regulations to identify and update any existing barriers to mixed-use development, missing middle housing products or similar recommendations from this Plan.	Short-Term	Planning and Zoning and/or Consultant	Easier pathway to implementation for Comprehensive Plan recommendations, more predictability for applicants, less staff time spent on discretionary approvals
12	**Periodically update the Master Thoroughfare Plan:** Ensure the City's Thoroughfare Plan is being updated regularly using the most recent population and employment projections from AAMPO.	Mid-Term	Planning and Zoning, Engineering and/ or Consultant	A proactive Master Thoroughfare Plan that is a useful tool for all parties and jurisdictional entities
13	**Create a Process for Thoroughfare Plan Amendments:** Formalize process to address Thoroughfare Plan amendment requests.	Short-Term	Planning and Zoning, Engineering and/ or Consultant	More predictability for applicants, approving bodies, staff, and partner jurisdictions
14	**Enhance Access Through Policy:** Incorporate high level policies related to land use, economic development and transportation with the expressed intent to increase access to jobs, goods, services and opportunity for residents.	Mid-Term	Economic Development	Increased positive economic impact and enhanced quality of life for residents

#	Action	Timeline	Lead	Expected Benefits & Outcomes
15	**Bolster Amenities in Focus Area 1:** Attract restaurants and retail establishments to southern Schertz, providing amenities to those residents who currently have to travel far to access these services.	Ongoing	Economic Development	Increased positive economic impact, enhanced convenience for residents, reduced traffic congestion
16	**Promote commercial retail destinations along IH-10:** Capitalize on the corridor's strategic location, increase tax revenues, and promote access for residents of southern Schertz and surrounding communities.	Ongoing	Planning and Zoning, Economic Development and/ or Consultant	Increased positive economic impact, enhanced convenience for residents, reduced traffic congestion
17	**Promote commercial retail destinations along I-35:** Encourage commercial retail uses along I-35 to leverage the location of the corridor and boost tax revenues.	Ongoing	Planning and Zoning, Economic Development	Increased positive economic impact
18	**Create Mixed Use Centers:** Offer a diverse range of goods, services, and housing options with varied price ranges in strategic locations throughout the City.	Long-Term	Planning and Zoning, Economic Development	Increased positive economic impact, more business and housing options, enhanced access for residents
19	**Prioritize the Consideration of Floodplain Impacts:** Incorporate measures that prioritize mitigation of flooding and restoring riparian functions of floodplains. Incentivize the use of low impact development and green infrastructure techniques in private development.	Short-Term	Planning and Zoning, Engineering and/ or Consultant	Increased opportunities for green infrastructure, enhanced natural function and access to nature for residents, reduced strain on stormwater infrastructure
20	**Promote Compatibility:** Provide adequate buffering and transitions between commercial developments along highway corridors and adjacent residential areas.	Ongoing	Planning and Zoning, Engineering	Preservation of quality of life for residents, reduction of nuisances for residential uses
21	**Preserve the Rural Living Character:** Utilize the area impacted by JBSA-Randolph to provide an option for rural living in compliance with JBSA guidelines where appropriate.	Short-Term	Planning and Zoning, Economic Development	Increased lifestyle options for residents, development remains compatible with base operations

#	Action	Timeline	Lead	Expected Benefits & Outcomes
Programs & Communications				
22	**Foster Collaborative Planning Efforts Related to JBSA-Randolph:** Promote regular coordination between the base, local authorities, and the community to foster a cohesive approach to development south of the base. Encourage ongoing public engagement and education about the AICUZ study and its impacts to residents.	Short-Term	Planning and Zoning	Increased communication between all parties, reduced complaints from residents, development remains compatible with base operations
23	**Foster Regional Collaborative Planning Efforts:** Collaborate with the neighboring cities to align strategies for regional development.	Ongoing	Various City Departments	More thoughtful and compatible regional development, realizes greater positive impacts for all parties
24	**Coordinate with TxDOT:** Promote regular coordination between TxDOT, local authorities, and the community related to TxDOT projects in the area, such as the expansion of FM 2252.	Ongoing	Engineering and Public Works	Better resident communications and engagement, roadway projects that support City and community goals
25	**Assign a Comp Plan Champion:** Assign an individual or department within the City to be accountable for internal Comprehensive Plan implementation and coordination across the City.	Short-Term	Planning and Zoning and Engineering	Quicker progress, more efficient projects, easier adoption of the Plan strategies within various City departments, greater accountability to residents
26	**Conduct Periodic Alignment Exercise:** The Comp Plan Champion should be responsible for reviewing applicable plans, policies, and projects across the City for alignment with the Comp Plan and take action to influence or recommend necessary updates to those plans. This should be done upon adoption of this Plan and periodically going forward.	Short Term	The assigned "Comp Plan Champion" as outlined in Action 24, above	Quicker progress, more efficient projects, better adoption of the Plan strategies across various City departments
27	**Annual Progress Reporting:** The Comp Plan Champion should be responsible for establishing a process for annual progress reporting and five-year full plan evaluations and updates.	Ongoing	The assigned "Comp Plan Champion" as outlined in Action 24, above	Comprehensive Plan remains viable, applicable and useful throughout its anticipated lifetime

#	Action	Timeline	Lead	Expected Benefits & Outcomes
28	**Council & Commission Training:** The Comp Plan Champion should conduct a training for elected and appointed officials upon adoption of the Comp Plan, to inform them of the Plan's recommendations and its intended use for their purposes.	Ongoing	The assigned "Comp Plan Champion" as outlined in Action 24, above	Educated City leadership that know how to use and support the use of the Comprehensive Plan
29	**City Staff Road Show:** The Comp Plan Champion should present the Comp Plan to all applicable City Departments, to inform them of the Plan's recommendations and its intended use for their purposes.	Short-Term	The assigned "Comp Plan Champion" as outlined in Action 24, above	Educated City staff that know how to use and support the use of the Comprehensive Plan
30	**Data Collection and Tracking:** The Comp Plan Champion should establish a process for collecting necessary data, tracking outcomes, and reporting impacts of the Comp Plan implementation.	Ongoing	The assigned "Comp Plan Champion" as outlined in Action 24, above	Ease of progress reporting for staff, increased support from City leadership, enhanced accountability to residents

COMMUNITY SNAPSHOT

Appendix A


SCHERTZ
TEXAS

EXISTING CONDITIONS

Demographics

Demographic Snapshot (State)

Texas is the second-largest state in the United States by both land area and population. As of 2022, its population is over 30 million people, and it is projected to grow at a compounded annual growth rate of 0.9% between 2022 and 2027. Texas has a median age of 35.4, which is slightly lower than the San Antonio Metropolitan Statistical Area (MSA) and Schertz. The median home value in Texas is lower than Schertz, but slightly higher than the San Antonio MSA.

Table 12. Regional Snapshot

Regional Snapshot	Schertz	San Antonio MSA	Texas
2022 Population	44,360	2,661,164	30,157,100
2027 Population	47,821	2,799,634	31,502,395
2022 - 2027 Compounded Annual Growth Rate	1.5%	1.0%	0.9%
Median Age	37.2	36.2	35.4
Median Home Value	$263,895	$235,989	$238,757
Median Household Income	$100,849	$67,803	$70,834
Owner-occupied Housing	77.7%	64.4%	62.7%

Source: ESRI

Demographic Snapshot (Regional)

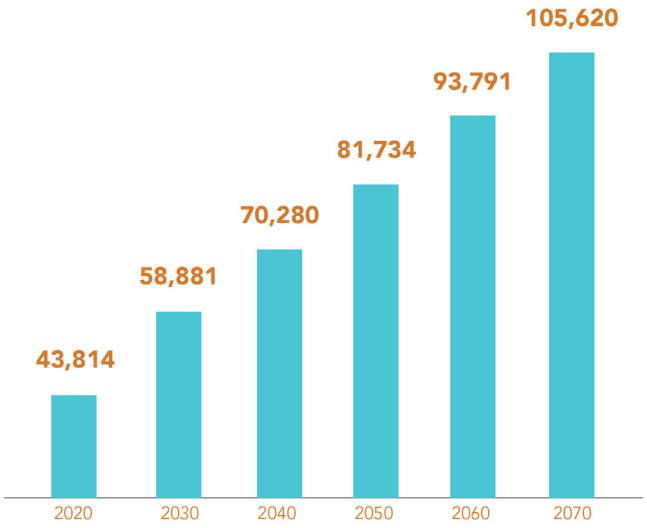
The City of Schertz had a population of 44,360 in 2022 and is expected to grow at a compounded annual growth rate of 1.5% over the next 5 years. This is approximately a 0.5% higher growth rate than San Antonio and a 0.6% higher growth rate than Texas.

Another stand out statistic is the percentage of owner-occupied housing in Schertz (77.7%) compared to the other two regions (64.4% and 62.7%). High rates of owner-occupied housing can be an indicator of a strong local economy and a community that is invested in its own success. Although it has its own unique characteristics and community, it also benefits from being a part of a larger metropolitan area with access to the resources and opportunities that come with that.

Population Growth

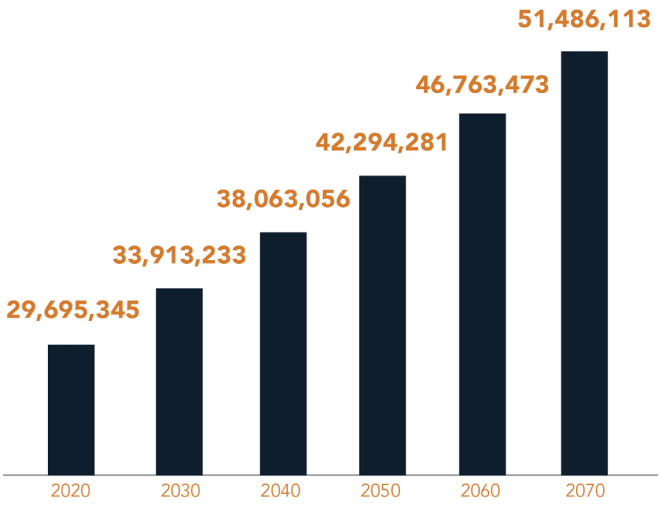
Schertz is projected to experience faster population growth than the state, with a projected annual growth rate of 1.8%.

Figure 9. Schertz Population Projection



Source: Texas Water Development Board

Figure 10. Texas Population Projection



Source: Texas Water Development Board

Race and Ethnicity

Table 13. Race and Ethnicity

Race/Ethnicity	Schertz 2010	Schertz 2022	San Antonio MSA 2022
White Alone	78.8%	56.2%	49.3%
Black Alone	8.5%	12.3%	7.0%
American Indian Alone	0.7%	0.8%	1.1%
Asian Alone	2.3%	3.1%	3.0%
Pacific Islander Alone	0.2%	0.3%	0.2%
Other Race Alone	5.5%	7.4%	14.0%
Two or More Races	3.9%	19.9%	25.5%
Hispanic (of any race)	26.2%	32.1%	54.8%

Source: ESRI

Income

Table 14. Income

Income	Schertz	San Antonio MSA	Texas
Median HH Income	$100,849	$67,803	$70,834
Average HH Income	$118,183	$94,960	$101,658
Median Disposable Income	$82,732	$57,231	$59,270

Source: ESRI

Educational Attainment

Table 15. Education Attainment

Educational Attainment 25+	Schertz	San Antonio MSA	Texas
Less than 9th Grade	1.5%	5.4%	6.5%
9-12th Grade/No Diploma	3.1%	6.8%	6.9%
High School Diploma	21.0%	22.3%	21.2%
GED/Alternative Credential	3.3%	4.6%	4.3%
Some College/No Degree	19.4%	20.2%	19.4%
Associate degree	12.1%	9.2%	8.3%
Bachelor's Degree	24.7%	20.4%	22.0%
Graduate/ Professional	15.1%	11.1%	11.3%

Source: ESRI

Firmographics

Table 16. Firmographics

MSA	Employment	Hourly Wage (Median)	Hourly Wage (Mean)	Annual Wage (Mean)
San Antonio-New Braunfels	1,163,570	$20.15	$27.08	$56,300
Austin-Round Rock-Georgetown	1,285,083	$22.85	$30.77	$64,000
Dallas-Fort Worth-Arlington	4,168,196	$22.25	$29.86	$62,100
Houston-Woodlands-Sugar Land	3,390,666	$21.95	$29.58	$61,500
El Paso	345,954	$16.63	$22.33	$46,400

Source: Schertz EDC

Top Employers

Table 17. Top Employers in Schertz

	2012		2021	
Employer	Employees	% of Total	Employees	% of Total
Schertz-Cibolo-Universal City ISD	944	5.9%	2,000	10.4%
Amazon			1,302	6.8%
Sysco Central Texas, Inc	582	3.6%	827	4.3%
Republic National Distributing Company	250	1.6%	639	3.3%
FedEx Ground			580	3.0%
Brandt Companies	300	1.9%	527	2.7%
City of Schertz	344	2.1%	400	2.1%
FedEx Freight	141	0.9%	340	1.8%
Visionworks	542	3.4%	300	1.6%
Hollingsworth Logistics Group			286	1.5%
Wal-Mart Stores	385	2.4%		
H.E.B Grocery Co.	346	2.2%		

Source: Schertz EDC

MARKET SNAPSHOT

Market Demand and Existing Conditions

Housing-Residential

Table 18. Single-Family Residential Demand

Traditional Single-Family Detached Demand	513 Units
Homes < $200k	120
Homes $200k - $250k	74
Homes $250k - $350k	148
Homes $350k - $450k	106
Homes $450k+	65
Alternative Single-Family Product Demand	108 Units

Source: Catalyst Commercial, US Census

Schertz is home to 10 existing multifamily properties ranging from 7 to 288 units per property. Market rent in Schertz is currently $1.29 per square foot ($1,047 per unit) with a vacancy rate of 4.9%. The table gives an overview of each of these 10 properties.

Table 19. Existing Multifamily Housing in Schertz

Property Name	Units	Year Built	Avg Unit SF	Avg Asking/SF	Avg Asking/Unit
Merritt Lakeside	174	2012	931	$0.56	$521
Sycamore Creek	200	1984	730	$1.47	$1,074
The Palmera on 3009	288	2008	894	$1.68	$1,498
Rio Vista Apartments	56	1972	514	$1.53	$785
Legacy Oaks Apartments	256	2004	804	$1.50	$1,211
Persimmon Hill Apartments	12	1969	-	$-	$453
805 Main St	7	1917	800	$ 0.87	$698
102 River Rd	10	2000	712	$1.31	$967
Val Verde Apartments	68	1973	779	$1.19	$925
Live Oak Apartments	22	-	666	$1.38	$804

Source: CoStar

In addition to single-family demand, an analysis on the region was also performed to understand the renter-occupied residential market. It is estimated that Schertz could capture and absorb 371 units annually of renter-occupied housing in the form of multifamily residential. There is additional capacity for 74 units of renter-occupied housing in other formats such as duplex/triplex/fourplex or single-family build to rent. A majority (61%) of the multifamily demand is for units commanding rents of less than $2,000 per unit. Demand for units with rents of $2000+ per unit is at 39%, or 146 units annually.

Table 20. Multifamily Residential Demand

Annual Multifamily Demand	371 Units
Rental Rate <$1,000	119
Rental Rate $1,000 - $1,500	49
Rental Rate $1,500 - $2,000	57
Rental Rate $2,000+	146
Alternative Renter-Occupied Housing Demand	74 Units

Source: Catalyst Commercial, US Census

ENGAGEMENT SUMMARIES

Appendix B


SCHERTZ
TEXAS

FOCUS GROUPS

A series of five focus group meetings were held in July of 2023, to discuss specific topics related to the City of Schertz. The purpose of these meetings was to discuss topics that are significant to the future development of Schertz and important to the Schertz community. The focus group topics were:

- Boards and Commissions
- JBSA / Randolph Airforce Base
- Business and Developers
- Homeowners' Associations
- Schertz Development Staff

Boards and Commissions

Key takeaways:

ECONOMIC DEVELOPMENT



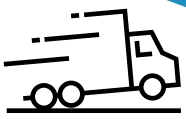
- More individual types of retail/local businesses
- Develop retail, restaurants, and neighborhood amenities

QUALITY OF LIFE



- Develop trail system
- Enhance affordability for young adults and families
- Promote community livability and diverse local businesses

TRANSPORTATION



- Build infrastructure based on the long-range vision along the interstate highways
- The location of Schertz in proximity to other cities and two interstates is an asset Flood control infrastructure development

INFRASTRUCTURE



- Pursue a watershed project with Cibolo Creek for beautification and trails
- Plan development considering topography and natural drainageways
- Address infrastructure concerns, including flood control
- Consider the potential for the quarry once operations are complete

JBSA / Randolph Airforce Base

Key takeaways:

COORDINATION WITH JBSA/RANDOLPH AIRFORCE BASE



- From a flight perspective, height is a major concern
- Reference the AICUZ (2017) and RCUP Studies that evaluate compatibility of development and provide recommendations of what land uses are appropriate
- City has concerns with the Accident Potential Zones and development in these areas. Need better collaboration with the base
- Residential apartment complexes (2-3 stories) are preferable in adjacent areas to the base
- City has concerns with the Accident Prone Zones and coordination with the base

Business and Developers

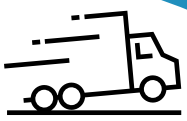
Key takeaways:

ECONOMIC DEVELOPMENT



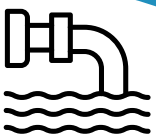
- Key assets of Schertz are: access to highways, employee base for businesses, and ease of collaboration with City officials
- Available land accessible to logistics companies and industrial development
- Retail and restaurants near residential areas
- Industrial uses may be most appropriate adjacent to the base

TRANSPORTATION



- Traffic circulation - rural roads need improvement

INFRASTRUCTURE



- Extending utilities and services to under-served areas
- Reflect on status of TxDOT plans for expansion of 2252

Homeowners' Associations

Key takeaways:

ECONOMIC DEVELOPMENT



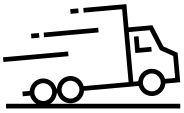
- Need responsible growth
- More locally owned small businesses and restaurants closer to neighborhoods
- Lots of proposed development could be here with the proper plan, such as medical, restaurants, etc.

QUALITY OF LIFE



- Community policing is lacking on the southern border of Schertz
- All groups see low communication with the City
- Need more areas for community livability

TRANSPORTATION



- Biggest concern is traffic on FM 3009 - difficult to exit community safely and roads need improvement
- Need to improve roads

INFRASTRUCTURE



- Need to consider the base with development surrounding it
- Need to improve utility infrastructure

Schertz Development Staff

Key takeaways:

ECONOMIC DEVELOPMENT



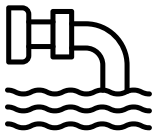
- Need for areas to be redeveloped, such as Main Street and area off FM 78

QUALITY OF LIFE



- Lack of affordable housing and amenities are reasons for lack of young adults living in the City. More catered toward families
- Need for self-identity as a community

INFRASTRUCTURE

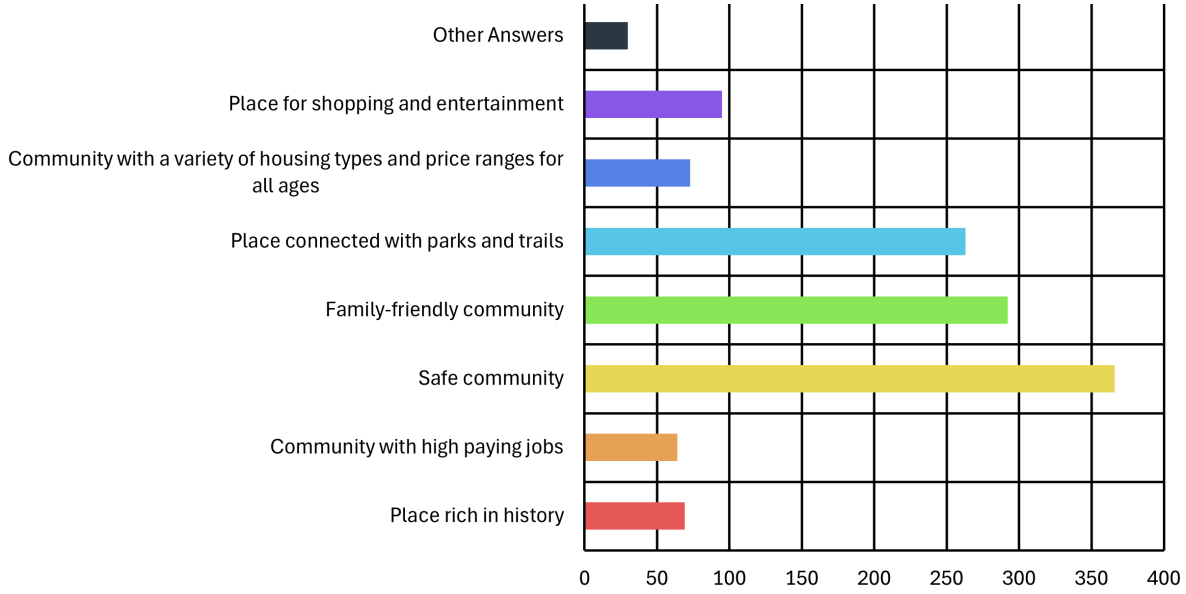


- Physical disconnect between north and south of the City
- Floodplain and topography challenges

PUBLIC SURVEY

QUESTION 1

In 2044, Schertz should be a:



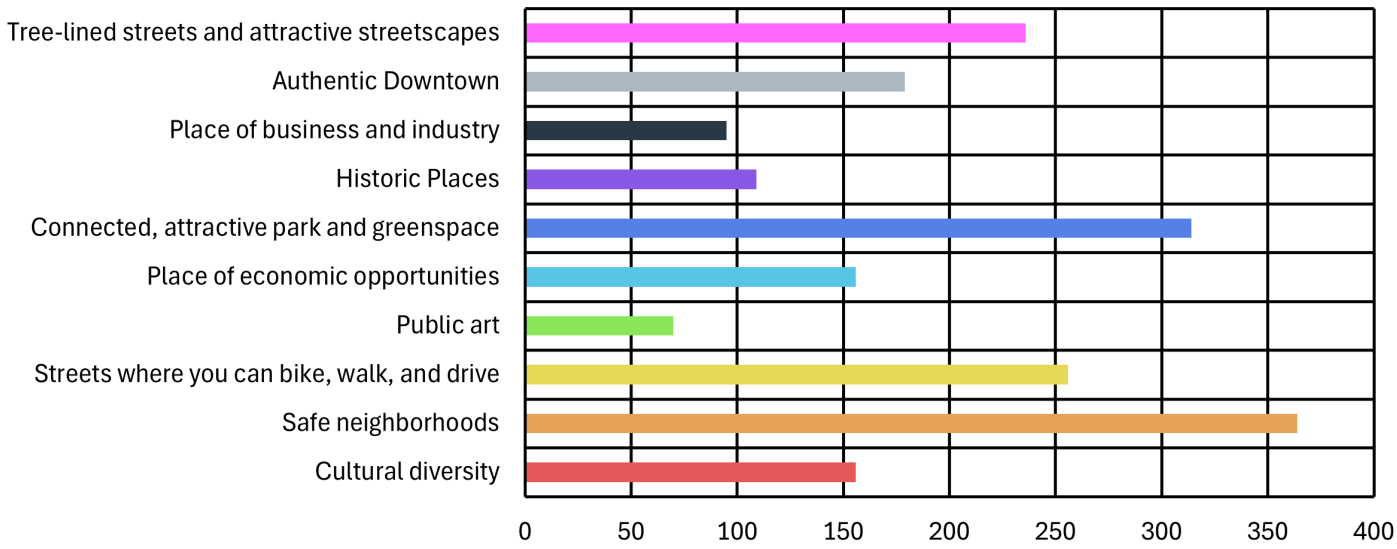
Other Answers

1	As the IH-35 becomes more congested with area growth, staying on the south side of the interstate gains more importance and creates the environment by/spend locally
2	Fix current problems before create new ones.
3	Focus on improving every aspect of life for seniors. Add a circular local bus route service so they can get a ride from the senior center to HEB and Walmart with other stops as needed.
4	An eco-friendly community
5	Place known for listening to the community and their desires.
6	Stop central planning attempts. Let the free market unfold the future.
7	Needs over 55 communities
8	Programs to provide high school and college students with opportunities to grow their skills close to home. Utilize local businesses and schools to create a partnership that will give our students a plan to stay local (if they choose to).
9	Improved streets!!!!
10	A place without a focus on low income housing, driving up crime.
11	Stay small, quit building and destroying all the trees, more growth will not be good for Schertz
12	City with long term infrastructure plans and solutions.

13	A City with emphasis on infrastructure (water, police, sewar, electricity, streets, and maintenance of) so we can have a safe place
14	RELIABLE transportation services for anyone without a vehicle and ADA.
15	A community that hasn't been over developed with housing and businesses.
16	There are no sidewalks along the roads adjacent to Steele High School. Many children walk and it is dangerous since they have nowhere safe to walk on. Please consider our children's safety getting to school and home.
17	Responsible growth- people moved to Schertz because it is quiet, uncrowded, has good schools, is family oriented and has a small town feel. It seems city council is for fast growth. Increased traffic, overcrowded schools, the trend for multifamily housing and subsequent, and permanent, loss of green space will make our city like San Antonio or Austin - overcrowded concrete jungles, where no one can really enjoy any of it.
18	Less push for apartments
19	More small business restaurants (more ethnic options!!… not fried chicken fast food!!)
20	Building too much Need laws in place to save the small amount of land left around us NO move low income housing, we have done our part… poor decisions are turning Schertz into a high crime town Stop with the building Stop with the fast food places Stop with the entertainment places Look around we have enough!!!
21	City with enough Ems, Firefighters and Enough Police , Firefighters and EMS personal to keep our city safe and in control.
22	A city with good infrastructure. Build the infrastructure first and then develop the land. No high density housing without the roads and schools to support them. I do not want Schertz to turn into a chaotic environment like Houston.
23	Bike lanes and multiple more green spaces for our dogs. Maintain well travelled roads with lane stripes.
24	Small suburban city with lots of open land
25	Place for single family homes. We DO NOT want apts or town homes
26	Lots of parks, less apartments, less corruption with back door deals benefitting commercial development and real estate agents.
27	Keep commercial business out of our RA zoned neighborhood.
28	A place where the VA builds an extensive care community for those of us seniors who can no longer drive across Bexar County for appointments.
29	Place for single family housing that retains its value in the future
30	Place that supports low income residents. including workers who need help with childcare, healthcare, or transportation.

QUESTION 2

In 2044, Schertz will be known for:



QUESTION 3

In your opinion, what is Schertz's greatest strength? What differentiates Schertz from any other city?

1	Safe place to live, everything is close by, friendly people
2	Large amount of industrial and medical companies that have higher paying and recession proof jobs for citizens.
3	We have a responsive representatives and city employees. We have a great Library and events put on by Patks a
4	Small town atmosphere
5	The small community makes it easy to connect and participate in events around the city. We continue to have new businesses pop up which is always a good thing. .
6	Great access to infrastructure and a stable community
7	Location. Near but not in a city. Military bases help to maintain diversity. Effective and efficient city government.
8	Still has a small town feel
9	safe community
10	I love the diversity in the community. The close location of Randolph Airforce Base brings together people from all walks of life who are open to conversation and working towards solutions. I also appreciate the effort to maintain and increase green space and trails. There are so many health benefits to living in a community full of green space.
11	Location between two major highways and close proximity to San Antonio. Now the 35 traffic, that is an entirely different ball of wax.
12	Police services/safety is Schertz greatest strength
13	I feel that it is very safe and welcoming
14	It's a growing city but with a small town feel to it.
15	Schertz is clean, roads are mostly well taken care of, people are friendly, military friendly community
16	Small, friendly community; small town effect near a big city
17	Separation of residential and industrial development.
18	Small town feel with convenience of eating and shopping.
19	Schertz still has the "small town feel"
20	Still has a small town feel.
21	The actual people. The people overcome the poor leadership of mayor and city staff.
22	Good water, utilities, beautiful trees, clean and safe neighborhoods
23	community ties
24	Community
25	Schertz is the "almost" small city, a growing bedroom community with lots of potential for more. It sits between major thorough fares (I10 & I-35) with 1604 to it's south. Schertz is like a free canvas waiting for someone to paint the ideal picture. It can and should retain some history without being restricted by the past.

26	Safe with strong no nonsense police force, which promotes the safety of the residents and businesses. Good road planning, road expansion planning execution and other city services.
27	Nothing at this point
28	Schertz's greatest strength is its extensive parks and green space. Schertz is in a unique location to be a biodiverse destination for birdwatchers and nature enjoyers due to its location at the crossroads of many Texas habitats, especially during migration season. Developing a concrete jungle will only push residents away, not draw in new ones. The small-town charm will be lost if Schertz keeps developing at this rate.
29	Safe and intimate community that's very family friendly
30	Parks and Rec department that provides equipment rental to its residents!
31	Focused and stable growth over the years with great leadership.
32	Friendliness of community
33	Schertz is a great place to live. Low crime, affordable rent and it proximity San Antoniocultural amenities
34	Small town vibe outside of a major city
35	Schertz is situated between two major interstate highway corridors spanning highway to highway. City leaders saw this future over 40 years ago and acted. Despite the growth, Schertz is trying to maintain the small town friendly vibe.
36	Close enough to San Antonio for employment, but far enough away that Schertz does not have many of San Antonio area problems, such as high crime rate.
37	Small town feel
38	Safety
39	It is a small country town. It should stay that way.
40	Not much, Cibolo has passed Schertz in terms of attractiveness and options.
41	It's starting to look like every other city now
42	Location and military community
43	Proximity to SA and Austin
44	The community. Residents care about one another.
45	Small town feel
46	Schertz family friendly, safe and not over crowded like other cities.
47	That it has retained is small town feel while growing. Also, the emphasis on community by events that are held (movies in the park, local parks are maintained, etc) sets the city apart from others.
48	Low taxes, low crime
49	Small town feel in the midst of urban development
50	Small town that's family friendly
51	It feels like a community separate from large city and we are different in that we do good with bringing together those who have lived here a long time and the in and out of military
52	Country living, not on top of everyone, small city feeling.
53	It's location as the gateway to San Antonio to/from Austin, Houston, etc.

54	Schertz now has plenty of green space but it's rapidly developing and should carefully plan what business replace this land.
55	Schertz Parkway, the entire town uses the walkway between Live Oak and I35. We need to take care of it. It is an embarrassment that the Parks Department has let it go in not taking care of it. Shame.
56	They simply copy other cities.
57	Schertz has that small time feel in a large city. Where everybody knows your name, you see people you know at the local store, etc. We are slowly losing that with the overgrowth.
58	Great school, safe neighborhood, and semi diverse population
59	Citizens that care(exception of some of council and Mayor)
60	Location near Randolph AFB and on the outskirts of San Antonio.
61	The greatest strength is location. As of now, nothing serious differentiates it from other cities.
62	Safety and abundant community events.
63	Location, needs improvements on roads, connectivity to main roads. Northcliffe area cannot handle growth without alternative connections to 35S without using Chelsea.
64	Public works response.
65	Small town feel with lots of available resources close by - shopping, restaurants, etc
66	It's not liberal San Antonio/Houston/Austin...
67	This city has done amazing with Community and community events. The police presence is also fantastic and I feel safe with my family here. Schertz constantly improves, where many other city's do not. There is plenty of big-business infrastructure close by, so that isn't necessary for Schertz to also expand into the industrial space. Schertz is unique with its 'small town' feel which I believe is because you care about the details: like great tree coverage on Schertz pkwy so people can exercise down the street. Keep up with the great parks too!!
68	Cheaper rates for Insurance
69	Schertz has a great school district. I don't feel like anything really differentiates Schertz from any other city.
70	Not sure
71	the small town atmosphere
72	Location…strategically located between I35 and I10. Jumping off point to a variety of places within a short distance
73	Our awesome police department
74	Roads
75	Established and well maintained neighborhoods. Larger lot sizes. Good schools.
76	The cities strength lies in its opportunity to take existing green spaces in its city limits and protecting them as opposed to other surrounding cities which are more concerned with tax revenue from over developed and overcrowded spaces.
77	Economic development
78	accessibilty to needed services, a safe place to live, and variety of services and activities
79	Great schools (SCUCISD) and opportunities for famiies to recreate.

80	More conservative than the surrounding area. Safer than the surrounding area. Mostly moderate to higher income housing.
81	Small town feeling
82	Variety of people, economic opportunities and a great place to raise a family.
83	Still a small town feel.
84	Less traffic and safe neighborhood
85	In a negative way, the lack of eating establishments and shopping
86	Location and potential for economic growth
87	Clean, safe place to raise your family and then retire.
88	Location to the major highways. Safe small town feel.
89	Schertz is near many entertainment and job opportunities while still having pockets of open land and historic charm. I don't want this city to turn into a sprawling suburb of one cookie cutter neighborhood after another that looks just like every other major suburb. It's important that Schertz maintain some of its "small-town" feel.
90	Small town values.
91	Small town, safe neighborhoods
92	Small town feel with big city opportunities
93	A military community which has brought together such a wonderful mix of culture. In the past I considered it a very clean community with a small town atmosphere. We need better paying jobs but not at the expense of tearing down what we have going for us. We need to find ways to grow without creating a tax burden. Again finding ways to grow and improve with out creating more taxes which will exclude the variety of people which we have.
94	It's rural feature...
95	The city council actually listens to people. Our police actually listens to people. Our people actually listen and actually help each other.
96	Nothing differences it today from any other suburban neighborhood. Too many houses, not enough entertainment or unique restaurants. Too much traffic, not enough bike lanes, poorly planned development. It's disappointing how little planning goes into growth of this city.
97	It's the small town feel and lower taxes that originally attracted us to this area. It has become more difficult to stay here as growth, construction and taxes spiral.
98	Strengths - Good people who are ready to help out a neighbor.
99	It's people
100	The amount of quiet neighborhoods. But sadly it is starting to turn downhill with the e amount of low income dirt bags targeting our vehicles and houses.
101	Clean, well organized, active police presence irl and online, great schools, safety, low crime, financial opportunity
102	When looking where to move I found schertz had great school rating. Y'all did not disappoint, I've lived here for 3 years, previously I was in Austin and the schools here are great! (Especially paschal elementary)
103	It's a fast growing city, without yhe crime Converse to is west. Don't open pandoras box of low income fed housing to drive up crime and make us a second a Converse. Gentrification I'm Sam Antonio will push crime outward, please don't attract it.

104	I like that Schertz is a warm welcoming place for families. I would hate for our green spaces that our families enjoy to be ruined because they are trying to populate. We are populated everywhere around us, let Schertz be a sanctuary, a place where people WANT to live.
105	Schertz, is currently asleep because of conscientious and aggressive policing, well maintained public spaces, and an overall friendly atmosphere. Strong building codes regulating the types and appearances if buildings are a plus.
106	We literally have a Main Street USA which reminds me of my hometown in Ohio which is all of 4 blocks long. The store fronts have been updated, but the buildings are original. Traffic is minimal, so walking up and down Main Street is like walking through the community 's history. Houses have been restored, rather than demolished. I would love to see Schertz value history over modernization. We still have the potential to keep the charm and small-town atmosphere if we plan carefully.
107	Schertz is a prime location with development, small business, and affordable living opportunities close to San Antonio without the congestion and taxes of a bigger city.
108	Schertz is a sleeper community that has a long history of community and small town feel that makes Schertz unique.. To keep it that way, we need to enforce single family housing codes and not allow short term rentals and massive apartment building to ruin our community.
109	School Districts, Proximity to I-35, I-10, RAFB & San Antonio, Nice Neighborhoods
110	Small town feel
111	Small town community, safe, and diverse.
112	Sense of community. Public safety. Great location
113	When my family moved to San Antonio in 1997, we quickly learned of Schertz's reputation... great schools, nice neighborhoods, a small town feel with the convenience of San Antonio close by. For a very long time, these aspects were Schertz's greatest strength. With the exponential growth, I fear Schertz is losing its identity and what makes it special. Our goals should be to protect our small-town feel, support our schools, and create/maintain beautiful neighborhoods. We can't say yes to everything. Schertz will no longer be special. Some of its charm is already lost. My family aspired to move to Schertz for these very qualities. It is hard to watch some of that diminish and the quality of life decrease.
114	The cleanliness and uniformity of family ideals.
115	Schertz is known for helping small businesses.
116	Located between two major freeways (IH35 & IH 10) accessible to major cities(San Antonio, Dallas, Austin, Houston)
117	Location. Right in between a busy San Antonio and at the base of the rolling canyons of the hill country. Take advantage of that and the greenery. Use it. Don't get rid of it. That's what makes this place so beautiful.
118	Ease of living here. Friendly city workers and officials.
119	Safety, friendliness
120	High sense of community and appealing to all ages.
121	Quiet slow pace environment,neighbor friendly
122	We feel safe, family friendly, family activities, cleanliness, lots of park, still a small town feel, not growing as rapid

123	It used to be that Schertz wasn't over developed, however that is changing with all the new development - both housing and business. In the last few years Schertz has added a lot of businesses, many that are similar and because of this Schertz is losing its home/ neighborhood feel and is becoming another suburban sprawl type city.
124	Safe and diverse
125	Safety
126	Schertz is a family friendly area, I would like it to stay that way. There seems to be so many apartments buildings and new construction that the county feel is dwindling.
127	The quiet and peaceful of this town, just being outside the 1604 loop San Antonio has already extended to the outskirts drawing us near to the city limits and more police officers are handling more crime then before. If we are not careful as we grow we will end up with more siren's sounding off in this town .
128	It is small and not overly developed
129	Small town family feel
130	We care for our neighbors and want the green space to look beautiful.
131	Reasonable place to live
132	It's people
133	Saety
134	Great senior services
135	Small town vibes and I'd like to see it stay that way
136	safety
137	Schertz is a family friendly city.
138	Unfortunately, I can't think of anything!
139	Small town feel, proximity of essential services.
140	The Trees
141	I don't believe that it has what you could call strength. And it's not much different than another city I truly don't believe that you listen to the residents
142	Family friendly
143	Schertz has small town values of respect for all its citizens and traditional American values.
144	One of Schertz's greatest strengths is it's schools. Many people choose to make Schertz home because of the educational opportunities for their children. It also has a small town feel, while being a short drive from major city activities.
145	Community-central and family-friendly
146	Closer knit community with people that care more about their area than the typical town or city. Once people stop caring, everything starts to degrade as we've started to see in the typical city.
147	Friendly, convenient
148	It's people!
149	Small town feel
150	Lower crime than surrounding areas and not giving in to apartment complexes. Actively planning for growth instead of being reactive.

151	That it still has some small town charm left in certain places. It's holding on by a thread… but it's still there.
152	The amount of traffic. Our greatest strength is overpopulation with a lack of infrastructure. It's not safe to walk or ride a bike on most roads because there are no bike lanes or side walks (think 1518)
153	location
154	Ambulance and fire department
155	Currently, Schertz still has a little of the small-town atmosphere to it while still being reasonably close to most amenities.
156	Single family homes as primary and lots of great parks and green space.
157	It's small town feel, full of SFHs, parks/green spaces.
158	I love the small town feel about the city. I love the small businesses owned by our own residents. I love having a safe area where my kids have learned to drive in a lower pressure environment.
159	Small town feeling, not over populated
160	Schertz is a perfect blend of city and country living. It is away from the hustle and bustle but maintains that close knit community you get within the neighborhood.
161	Family oriented
162	Caring Mayor and Council. Fast police response and fast EMS/Fire. Schertz cares about it's people.
163	Small town feel
164	The people make it a great place to live. Streets need to be repaired ASAP! More Non-chain restaurants are needed.
165	Schertz does not offer family friendly activities or places to eat. We lack entertainment, places to explore, parks. We need to keep things local.
166	It's small, and has farmland. It has a small town feel but also has access to plenty of businesses. When small towns try to grow too quickly and their city planners don't make wise decisions, that's when crime and poor schools occur.
167	It's a small town and not to many people
168	It is small enough to feel like a place where people can really get to know one another.
169	Close proximity to San Antonio and New Braunfels
170	Community activities, strong military support, safe, and very good city services
171	Greatest strength is that it is military friendly, close connections with Cibolo, not far from Garden Ridge and New Braunfels amenities but still a small town feel.
172	Good schools and library
173	We've expanded infrastructure and public spaces to keep up with growth in housing development/ population. By public spaces/ services I mean things like the YMCA and pools, library, first responders, parks, schools, etc.
174	Not a lot of apartment complexes (which is a good thing)

175	The TREES! I live all the wildlife and nature here which is why we chose to pay well above market value for a home in a 30 year old neighborhood versus a cookie cutter new build (which was considerable cheaper). We love seeing everybody walking home from school, not too many speeders, perfect amount of amenities. We chose schertz over Cibolo because of the smaller town feel and less businesses. Please don't change this. I feel like there is adequate housing here. There are plenty of high-paying jobs in San Antonio. There is not a lot of traffic in Schertz. I love it just the way it is. I've never seen a ringtail cat before and I have seen one here in my very own backyard and a neighborhood. I'd love the way. Things are set up here now.
176	Greatest strength is Schools and location.
177	Small town feel
178	Its diversity. Its got a small town feel to it.
179	I believe Schertz's greatest strength has been old town charm, family-friendly attractions, safety and great schools. I believe all of the strengths listed differentiate Schertz from other cities.
180	Quiet, safe and active community. I see people outside all the time. Feels homey. No huge stripped of trees neighborhoods.
181	Proximity to Randolph AFB
182	When we moved here 10 years ago we were impressed how Schertz was progress-driven while also maintaining a safe and family oriented community. I fear that in the interest of getting more, more, more Schertz is forgetting what made them a wonderful community in the first place. I'm all for progress but not at the expense of not taking care of what we already have. Traffic is a nightmare and streets are roller coasters - you can't keep up now!
183	Schertz can still preserve it's quite environment for single family housing
184	peaceful and attractive living
185	diverse population, and safe neighborhoods
186	Being a small town with lots of events and activities so citizens don't have to go far to have fun. The people are welcoming and genuinely caring. We want what's best for everyone that lives here and visits here. We take pride in our city and how friendly, and clean it is and the longstanding traditions and history that make it Schertz.
187	Its small-town feel.
188	Small town! We need a community to let our children grow. Keep the small town appeal.
189	It still feels like a small town
190	Parks
191	Friendly community
192	Local business fronts
193	Friendly community
194	Schertz is great for its location. Big cities north and south.
195	Location & connection from IH 35 & IH 10
196	The small town feel with all the nice parks and events provided by the City (or at least those that pick Schertz as the event center). Ease of getting around the city is good, not sure what the I35 expansion will impact traffic in our area. Hope it is not too great. Rush hour is not bad from Randolph AFB and close proximity is great.
197	Retired military. But senior transportation is needed.

198	Being able to keep the small town vibes when next to one of the biggest cities in the country!
199	Patriotic community
200	Location and diversity of jobs.
201	That we are centrally located to the coast, entertainment and major thoroughfares
202	still has a small-town feel despite its growing population and commercialization.
203	WELL EDUCATED AND ENGAGED CITIZENS
204	Location & location
205	Safe, quiet, growing.
206	The town's greatest strength is it's small town feel. I hate the fact every green space is being sold off and some cookie cutter building is put up. We don't need more nail salons or another doctor office. We need trees, green spaces, and nature. At least, if these places disappear, put in a plant friendly place like a greenhouse business. Stop filling all these places with housing communities with no yards, pointless business parks, and for the love of all that is holy, not another gas station!
207	great police officers
208	Schertz is very community oriented with services in place for residents of all ages, from children's play areas and sports programs to the senior center and senior housing. I like that the consequences of growth are addressed in a timely manner , before serious problems arise from uncontrolled population growth. Unlike some fast growing cities, I feel Schertz has retained a lot of the small town atmosphere it had 30 years ago. That is important to many residents, both old and new.
209	It's small town feel with close by amenities in larger cities.
210	Small-town feel next to the big city
211	Cultural heritage, military connections, larger San Antonio connections
212	Great community programming from the senior center, 4th jubilee, library, good schools and great city staff.
213	Responsibile growth, avoiding overcrowding which could alienate the residents who have been the city's roots. We don't want to become a busy cityscape like the urban areas on the Northside but a little bit of growth may not be too much of a bad thing.
214	Schertz needs to stop over developing and be happy with what you have. Stop building all of these cookie cutter neighborhoods and low income housing bringing in crime.
215	The actual people here care about the community. We are one of the largest towns in the area with the worst resources. We are understaffed in police and ems. Both chiefs are making their money and name off abusing their employees. The tax payers don't have ambulances readily available nor thr appropriate police protection. We will go down in history as a huge town filled with corruption, underpaid workers and general thoughtless city governments
216	Safe neighborhoods, easily accessible to shopping- RAFB
217	Safe and small-town feel
218	It is quiet. Access to shopping. Restaurants. In general, folks are nice.
219	Schertz's greatest strength is the community. The community differentiates the city from others with their support and understanding.
220	The smaller city structure,old world style and diversity. Our biggest strength is our public works and first responder units.

221	Kind people
222	Schertz used to be known for being a safe place to raise a family. Schertz needs to invest in existing neighborhoods ahead of new development.
223	I have lived here for 24 years. I honestly can not say what is schertz's greatest strength. We have grown so fast and our crime has picked up. People have lost the neighbor way. Our taxes are too high and our schools are lacking in safety.
224	It's position astride two major Interstates.
225	Schertz is a safe, family-friendly small community without a lot of businesses.
226	A huge base of single family homes
227	Good schools, attractive housing, business park, city parks, honored history
228	It has low crime rate, great parks, and is located close to both San Antonio and New Braunfels.
229	The people who live there-the community and small town feel
230	Services for a small city
231	Great school district
232	Lots of trees and green spaces
233	Schertz greatest strength is geographic location to San Antonio and opportunity that comes from the personnel that work on Randolph. In addition, siting between I35 and I10 provides Schertz with rapid transportation route that moves citizens to other shopping and economic centers.
234	Schertz greatest strength is being family friendly. There's always something going on for all age, including animals.
235	Safety and away from San antonio
236	Schertz has a great location and has a lot of potential as it has some extremely valuable land within its city limits.
237	Love the look of Schertz Parkway, Love the community & safe neighborhood
238	Schertz is built upon people, community and security... not business, growth and money. The infrastructure of Schertz seems well-thought out with the foundation that this is our home and community.
239	Schertz is a great city to live in. It is safe.
240	Safe community and good schools
241	Schertz is a fairly safe place to live and raise families.
242	Safety, small town feel, sense of community despite growth, good schools
243	Friendly people with a good amount of diversity
244	Small town feel. Not overcrowding
245	The people caring for one another.
246	Safe family oriented comunity
247	Room for improvement when the council starts voting for the interests of their residents instead of the influencers with money
248	A lot of green spaces with natural wild life
249	Small town atmosphere
250	Small

251	Small friendly city, away from large unfriendly citys! We are a clean city!
252	Friendly peopke
253	Small city, great people
254	It's people
255	I like that Schertz is looking forward to determine where it wants to be 20 years out. Right now I don't see a lot that differentiates it from thousands of other similarly sized cities.
256	It's small, feels safe and quiet. Very family oriented
257	Quaint, family community with multi racial families.
258	Safe and friendly space.
259	The atmosphere of community and acceptance of all peoples
260	Schertz is a great place for nice homes, walking trails, parks, community events. This will eventually go away with all the apartments city council is allowing to be developed. If this continues I will be moving before 2044. Schertz should be a small version of the Dominion where homes and apartments are not mixed. Schertz is beautiful the way its is with all its green spaces.
261	It's a little big city. It's little but close enough to San Antonio. It feels safe and I love to walk my dogs in the neighborhood
262	We just moved here and I'm impressed by the number of high quality business and services are in schertz and Cibolo. When we lived in San Antonio, I found myself driving 45 minutes for a specific errand - a dog groomer, pediatric dentist, a better selection of fruits and vegetables. We have found a lot of places that exceed my personal standards (which my husband would say is too high lol). I'd love to have more eclectic, local dining options, more on the healthy side. I'm also bowled over by the library here - I'm a library junkie and whoever is doing the materials selection over there is killing it, and the children's programming has been awesome!
263	We are outside the large city and have lots of open spaces. Our buildings are small and spread out.
264	Connection between community members. A family-like connection, even with people that you just met and/or with people that one does business with.
265	Community
266	It's a city with the feel of a town.
267	It is still a small town, please dont change that!
268	Great sense of community
269	Military presence. Nothing.
270	located on the IH35 & IH10 corridors
271	Close proximity to San Antonio
272	Safety
273	Small city feel
274	School district
275	Schertz's greatest strength is its ability to change with the times. For example, the construction on I-35 that is currently being built. What differentiates Schertz from other cities is its quiet neighborhoods.
276	That this city itself is small

277	It is a quiet and relaxing place to live and raise a family.
278	Location of the city with easy access.
279	Able to listen to its citizens and avoid the pit falls of over expanding
280	Diversity is the greatest strength as well as the welcoming veteran presence. These are the two biggest things that make us better then New Braunfels.
281	Wonderful, friendly neighbors. Houses are not jammed together & they are reasonably priced. We moved here from acreage & we love our home because we're not jammed on top of the ones next door.
282	Close community, not a huge influx of people
283	The Residents are Schertz greatest strength. Schertz is a very proud and super friendly
284	Single family homes and a small town feel
285	The fact that although small can still see green space. I don't see concrete and buildings but actually see trees and space.
286	It's proximity to SA & Austin, 2 major highways, family friendly farm community, all lives matter
287	Lots of opportunities to get connected (cool social events)
288	Small town feel; parks and greenspace
289	Crime rate, lack of crowding, and unity
290	Schertz is a safe, family-friendly small community without a lot of businesses.
291	Small town feel where everyone knows everybody
292	It's a small independent city.
293	Small community feel
294	Small community feel with access to big city amenities just down the street.
295	Nothing
296	City government is responsive to citizens
297	The community is strong and supportive
298	It was initially the small town feel near a big city. We want to keep it that way and not overpopulate the area when the infrastructure can't support it.
299	The greatest strength are the people who live here.
300	Small town feel and nice folks
301	Good neighborhoods
302	Safety, cleanliness, friendly, near stores, churches,
303	Family friendly, small town feel but one that has good diversity from the military and Veteran family population
304	I can't think of any.
305	Small town feel, even though we're growing
306	Old growth forests and greenbelts on FM 3009

307	Schertz biggest strength is that we are all connected with small communities that care about one another. Schertz is a small community but still big enough for residents and visitors to go and do things around town. When I see both small single our two-story family homes along with country is makes me feel happy and appreciative that there is still beauty in the State of Texas. We don't want to have Schertz to be the next metropolitan multi-dollar high rise community.
308	We were safe that is changing
309	Natural woodlands and green areas - protected heritage and old growth trees.
310	Police patrol
311	None whatsoever
312	Beautiful land and landscape as well as easy access to downtown SA.
313	Still safely than others cities.
314	Small town feel.
315	Has the small town, family friendly feeling. Not too big with a good mix of homes, businesses and amenities.
316	Small town feel but still within a reasonable distance of the city and businesses
317	Cleanliness
318	Diverse and reasonably safe Community
319	Family friendly and has open green space unlike big cities
320	Great mix of neighborhoods, farms and greenspace
321	Location
322	Low traffic, good schools, safer than San Antonio.
323	Nice place to live and things are near me to shop at
324	Proximity to San Antonio and Austin
325	Quiet and safe place to raise a family, great school system, great location for working in San Antonio.
326	Safety
327	Schertz's greatest strength is that it's proximity to urban opportunities in San Antonio and Austin. This allows for the city to prioritize development as a bedroom community. Keeping the small town charm and feel while still having access to shopping and dining.
328	Single family homes
329	Small city life. Has plenty of great natural landscapes.
330	Small town feel
331	smaller town next to a big city (San Antonio)
332	the sense of safety. Additionally, Schertz's proximity to the area military bases. Our neighbors reflect the values and demographics of our armed forces and that has been reassuring for our family.
333	The up and coming communities are great!
334	Trying to build new entertainment and restaurants.
335	Used to be safe

QUESTION 4

Which existing city or town serves as the inspiration for how you would like Schertz to develop and transform in the future?

1	Georgetown, TX
2	I would like to have a better aquatics facility to accomodate all the areas demographics.
3	Cibolo for their downtown.
4	McKinney
5	Cibolo, Plano, Richardson
6	Cibolo, Gruene, Fredricksburg
7	Buda Tx
8	Not sure, but possibly Frisco, Tx.
9	historic value with small town community involvement
10	I used to live in Aviation heights. I liked how the neighborhood was reclaimed and how is prospered. However the boom was well after I sold!
11	I think Schertz is set to inspire other cities rather than be looking to duplicate a known city.
12	bus for the elderly
13	Fredericksburg, TX
14	New Braunfels
15	Cibolo did a nice job with their old town.
16	Gonzales
17	Nacogdoches
18	Cibolo
19	Ocean Springs, MS
20	Garden Ridge. Its use of green space and nice homes is a very comforting environment to live and grow a family in.
21	New Braunfels
22	I would like to see a hybrid of Marble Falls, parts of New Braunfels, Fredericksburg and McKinney. Quite a mix, however, each despite it's growth has been able to retain it's sense of identity as it grew. McKinney has been able to have technical industries yet not be overwhelmed with the feel of big city stifling growth..
23	Katy, Texas (Katy City limits proper not the unincorporated area that has been flooded with apartments and other public housing which brought crime of all sorts)
24	New Braunfels
25	Portland, Oregon Portlanders have access to pedestrian-oriented neighborhoods, over 315 miles of bicycle paths and the highest number of urban parks per capita in the US.
26	New Braunfels
27	I loved the areas in San Antonio near TPC parkway
28	Boerne, Fredericksberg

29	Not sure.
30	Plano
31	Lebanon, IL; Fredericksburg TX; BourneTX
32	Burlington, Vermont. Schertz needs to embrace their own identity as a family friendly community. Creating a shopping and entertainment district would be great but we do not have good bones in an existing location so identifying a new area would be good.
33	Beaver Falls, PA
34	Fredericksburg
35	Rockwall, Plano, Frisco, The Dominions
36	Affordable grocery like Trader Joe's or ALDI's. Increase Entertainment, sport activities, more catch and release fishing, quality restaurants
37	Carmel Valley in San Antonio
38	New Braunfels, TX
39	New Braunfels
40	Idk
41	Castroville or Friendswood, TX
42	Cibolo. Our neighboring city is bringing in more options to shop and dine. They aren't bringing in more warehouses to sit vacant.
43	New Braunfels
44	None
45	Keep Green Spaces and don't develop everything
46	Alamo Heights
47	None
48	New Braunfels
49	Portland, Oregon; Denver, Colorado; Any city with more green space and walking trails
50	I would like to see a greater presence of police as it should be used to help patrol neighborhoods at night.
51	Cibolo
52	Downtown Cibolo but with stores
53	New Braunfels
54	A small town. We do not need more traffic, more people or higher cost.
55	Irvine, CA is a beautifully master-planned community that understands the importance of green spaces & trails systems and keeping pedestrians/cyclists safe.
56	Nacogdoches.
57	Rockport, Texas - can you create an Ocean?:)
58	Boerne
59	Marfa Texas
60	Cibolo
61	Schertz should focus on its own identity.

62	Keep greenbelts completely natural to support widelife and beauty. No cement sidewalks and steel furniture.
63	Open up soccer fields and public school grounds for the tax payer
64	Please stop building houses and filling every piece of land with another business, leave it alone. We moved here years ago to be away from the city now Schertz is overcrowded, taxes keep going up and cruise is in the rise
65	Springville Utah
66	Helotes, Texas
67	Ensure that the city is clean it no trash, debris, vegetation in pavements, no graffiti. The cleaner and more kept a place is the more attractive it is to investors and businesses, people are happier and more willing to interact in the community and the less crime results.
68	Since Schertz city council will not address issues presented to them at all then Schertz needs to be more proactive to the residents questions, problems and concerns, Schertz government at all levels does not care at all about residents, and this would be a very good place to start. Schertz government is not friendly helpful or caring about the population in anyway shape or form. Schertz needs to stop paying attention to the special interest people and the favoritism that is so ready displayed, and eliminate general fits all rule that apply to everyone when in fact the rule has nothing to do at all with the residents such as the rainwater runoff from roofs since the area I live in is rural and Schertz has NO drainage system at all nor has any plans to do anything about drainage but will gladly add another tax on property and continue to raise that tax providing no service and or benefit in our neighbourhood
69	New Braunfels. It has retained its respect for its history and celebrates its historic past with museums, murals, and celebration events.
70	It needs to stay original. It does not need to be like any other city or town.
71	Garden Ridge
72	Gruene
73	All other cities should be wanting to be like us! It would be nice to have more things like museums though.
74	N/A
75	Austin
76	McKinney
77	Boerne tx, hico tx
78	San Marcos. San Marcos is one of the best places in Texas and part of that is due to its high density housing that keeps housing affordable for all.
79	Unfortunately all cities seem to be over developing. I would like Schertz to stay with its current level of housing and business development and use the remaining land as green space or as parks and trails.
80	None

81	More like how Barcelona has made city blocks reliant and self-sustaining, in a way, with more green space, more pedestrian space, way fewer cars, which is okay because the blocks have grocery stories, doctor office and more within walking or biking distance. They call them Superblocks: https://www.theguardian.com/cities/2016/may/17/superblocks-rescue-barcelona-spain-plan-give-streets-back-residents
82	Gruene
83	Hondo
84	I think Schertz should be like Schertz, not a copycat of another place. We should be a safe community that takes care in seeing that the people's needs are met without infringing on anyone's rights to privacy, peace and quiet. For that reason, I would like to suggest that the area that's being targeted for development near Scenic Hills and Northcliffe be used for a Continuing Care Community with the idea of those of us currently living in Scenic Hills and the surrounding areas being able to transition from our own homes into that community when the time comes rather than having to go to New Braunfels or Cibolo, or anywhere else.
85	Boerme
86	Cibolo
87	Cibilo
88	Greene
89	New Braunfels, TX
90	Cibolo?
91	Cibolo
92	Better streets, re-strips streets, fire hydrants re-painted
93	Asheville, NC
94	Boerne
95	Other developing small towns and cities in Texas should look to Schertz as an example on how to develop and grow responsively.
96	Gruene, Seguin
97	No town around these parts.
98	Cibilo and Live Oak
99	Greene
100	waco,TX
101	Fredericksburg
102	San Marcos. They have adequate police and ems resources and staffing.
103	Leander Texas, it is clean, booming, and safe. Their schools are fantastic, residents can drive into Austin for a plethora of career opportunities, and most of the housing is modernized and gorgeous. There is not overpopulation in the suburb creating excessive traffic around the city despite its continuous growth.
104	Similar to those around and in Austin.
105	Gruene
106	I like Schertz. Other cities should look at us.

107	Kyle and Buda are perfect examples of how a City Management and Staff have carefully crafted a diverse economic and community environment where people want to live and work, with affordable housing.
108	I guess I would rather it keep the small town feel rather than see it develop and grow.
109	New Braunfels
110	New Braunfels; history, parks, downtown.
111	New Braunfels
112	Old Schertz
113	Davis, California but without the high price tag
114	Stone Oak
115	I would just love more trails connecting everything
116	Fort Collins, CO
117	Longview Texas
118	I want Schertz to be unique. I want other cities to look at Schertz as an example that over development isn't the only path to success in the future.
119	New Braunfels
120	My hometown, Doylestown, Ohio. See comments above. As another example, Hot Springs AK has retained its original historic district.
121	Bryan Tx
122	Springfield MO enacted a bike trial/linear park theme throughout the their City and it has worked out great (in my opionion). Living close to a trail provided another avenue to bike/walk to several shops and other parks that normally would drive to. Good idea, but it a few areas crime increased in secluded trails - bigger city, more crime. Need to watch out for the areas that appear unprotected.
123	I love the feel of Alamo Heights. It's family friendly and walkable - though housing prices are too high. I appreciate places that have sizable lots for housing to preserve green space. While do not care for Austin's traffic, I do appreciate how walkable it is. It would be great to have a Primo type bus line that could allow for Park and Ride in or near Schertz, but take you to common San Antonio locations, such as the Pearl, downtown SA, and maybe even the airport.
124	NYC. Not the buildings but the micro eateries, places that are witihin walking, biking distance and thr infrastructure to support the it. Not talking about central large places like downtown but small areas scattered throughout the city
125	WE SHOULD BE THE EXAMPLE
126	Alamo Heights has good shopping, restaurants, and markets
127	Cibolo is doing an amazing job, and seems to be garnering better name recognition
128	Scottsdale AZ is nice
129	None, all of the places nearby are growing way faster than their infrastructure can support. Schertz is already on the verge of busting at the seams, it should follow a new plan where the infrastructure grows with the population instead of outpacing it and ruining it before anything happens.
130	None

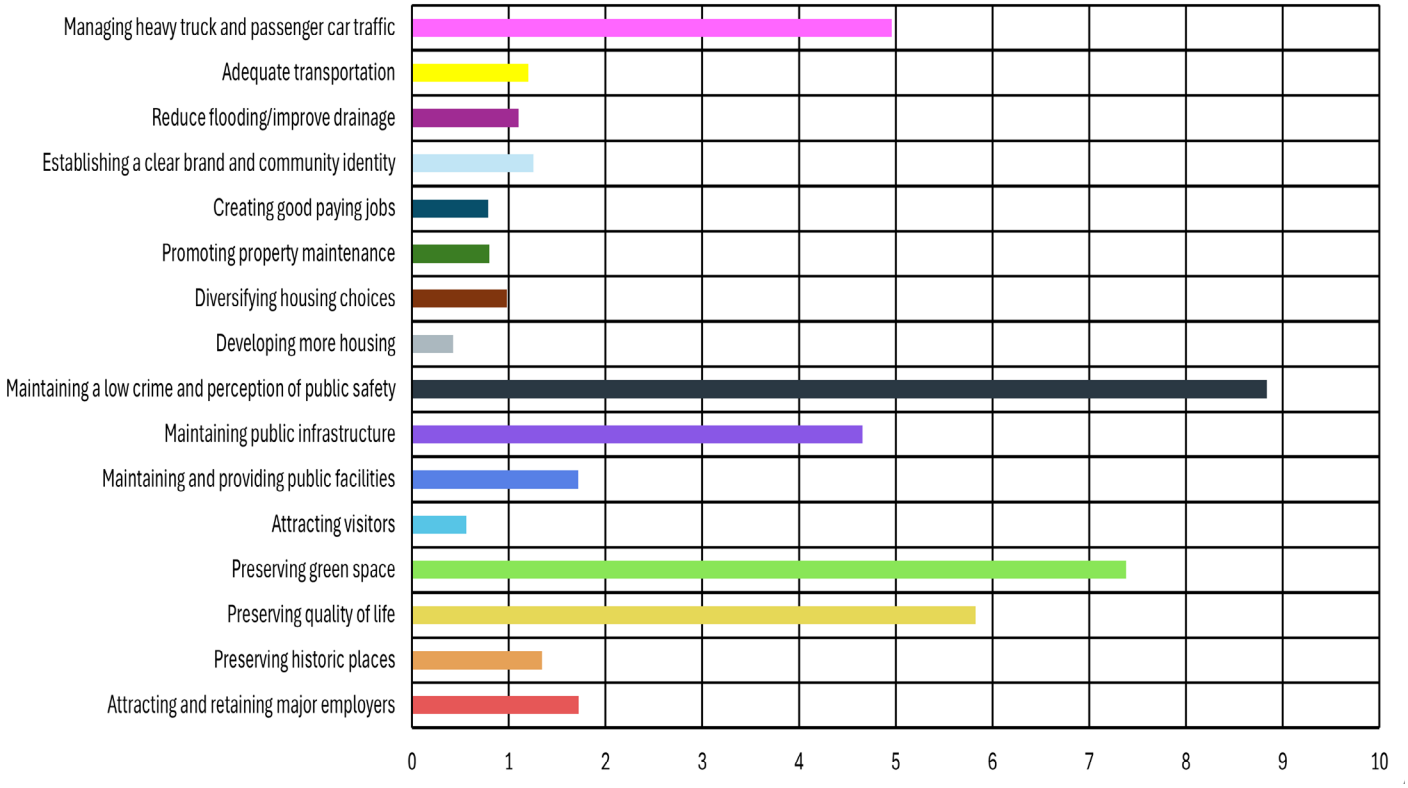
131	Helping City employee, so the employee can stay longer. Is will help build a friendly city / neighborhood.
132	Woodlands.
133	With Schertz growing in diversity it would be nice to see a combination of the West side of San Antonio and the city of Houston mixed in. The food choices and stores from Houston would add a good touch along with the activities, scenery, food choices of West/ Northwest San Antonio
134	I don't know
135	Round Top
136	Frisco Tx
137	Santa Fe New Mexico
138	I would like it to feel like Fredericksburg. Shopping on Main Street and parks to enjoy
139	Cibolo
140	None
141	New Bransfels
142	History
143	Napiervelle Illinois
144	Library and City and County Buildings
145	None
146	Cibolo except don't force people out of their homes or build a major grocery store at the end of our driveways
147	Green spaces, parks, and trails like Austin. Walkability and dining like New Braunfels or Georgetown downtown
148	There isn't a particular town that I can think of. They all have their issues but Schertz could be it's own example of being a tight-knit community with safe neighborhoods without the overcrowding issues that so many other towns and cities are dealing with. Otherwise, it will be just another burb with all the big city problems that San Antonio deals with: crime, overcrowding with people living on top of each other and a morphing concrete jungle.
149	Bulverde, TX
150	Any town that has many running/walking paths And bike lanes and sidewalks. More police presence and less traffic
151	Round rock Texas
152	If apartments and high density housing comes, it
153	New Braunfels
154	New Braunfels
155	St. George, Ut
156	Pflugerville
157	Please keep it a safe, small town feel.
158	Glendale, Arizona
159	More Police presence

160	Waco
161	Wimberley, TX
162	Marion
163	n/a
164	I would have to choose New Braunfels or San Marcos. Like Schertz, these are cities that are affected by I-35. These two cities have managed to take advantage of that in many ways.
165	Fredericksburg or Kerrville
166	Would like to see downtown more like Wimberley or Johnson City -- quaint with shopping versus automotive repair shops.
167	Lulling
168	Blanco or similar. Affluent, small and quite.
169	Fredrickburg
170	Gruene
171	Fredericksburg
172	New Braunfels TX at most. I don't believe Schertz should over-expand. Part of the charm here is the smaller size.
173	???
174	Seguin
175	New Braunfels
176	Kyle
177	NB
178	Bethesda, Maryland for their beautiful bike/walk trails
179	Kuala Lumpur, Malaysia
180	Fredericksburg, shopping, dining, culture/museums, wine tasting, BnBs, fun!!!
181	None
182	Cibolo. tx
183	Fort Worth
184	Cibolo, TX
185	One that is not overcrowded without infrastructure to support it. Stop building apartments and neighborhoods.
186	No idea
187	Arvada, Colorado
188	New Brainfles
189	Boerne or Fredericksburg
190	Selma & Schertz
191	Gruene, historic Cibolo, Hershey and Annville PA
192	Boerne
193	The downtown/main drag could do with a little cleaning up.

194	1.
195	Continue to support our Police and Fire Departments, and actively protect our citizens and our properties.
196	Alexandria, Virginia - parks, bike trails connecting communities with the downtown area, locally owned cafes & restaurants, theater, farmers markets, very outdoorsy but with history everywhere
197	Georgetown, Tx
198	Cibolo. A small town feel with lots of things to do.
199	City's that are stopping he crazy building
200	Castroville
201	Please look up Hilliard or Dublin, Ohio; they were small towns just like Schertz. They became vibrant small town homes with first-class amenities, thriving local businesses and restaurants. I believe Schertz can take some of their strengths and pave a way for future growth to compete better with other cities.
202	Austin outskits without the crowds, prices or crime.
203	I think Schertz inspires itself, except for the absence of Customer Service in City of Schertz Utilities Division.
204	BFE
205	New Braunfels - on a smaller scale
206	None
207	There are no cities on the I35 corridor that have not been overbuilt.
208	not living here long enough to comment
209	Wimberley, TX
210	None
211	Cibolo
212	Gruene
215	Boerne
216	Boerne
217	Cibolo
218	Fredericksburg
219	Leander
220	Lincoln, illinois
221	More parks, trails and less housing development.
222	New Braunfels
223	New Braunfels
224	New Braunfels
225	Proper zoning, Green Space, Safety, Family Friendly.
226	Waco

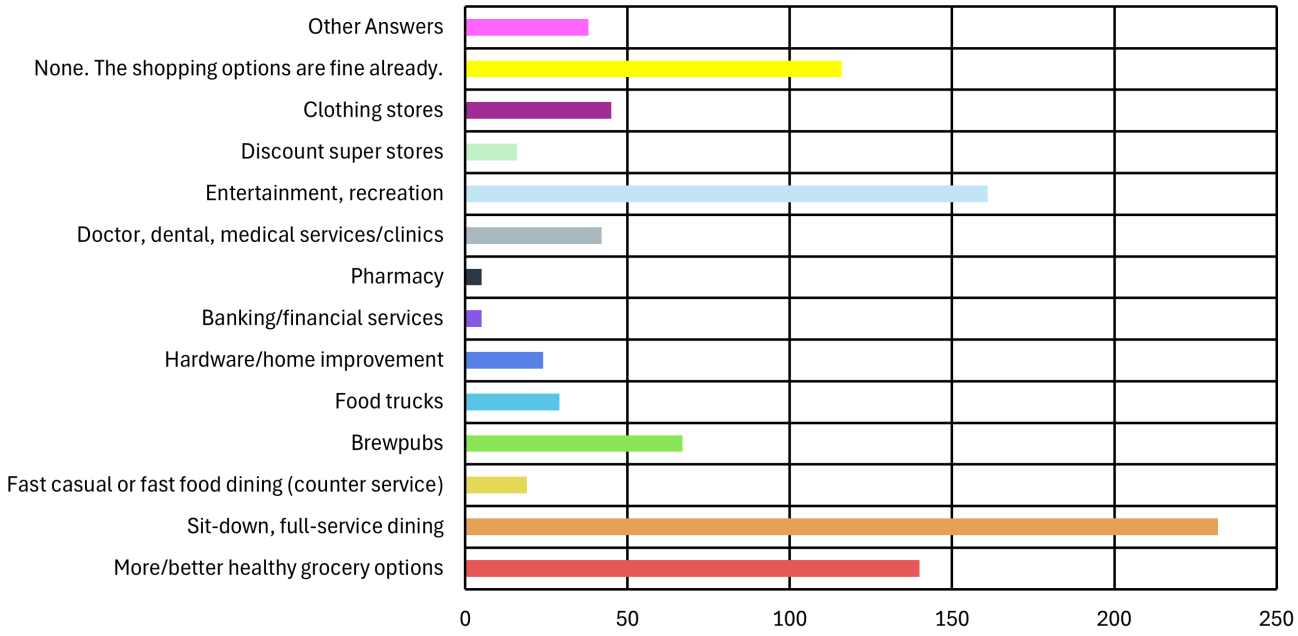
QUESTION 5

What do you think will be the most critical issues facing Schertz in the future?



QUESTION 7

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



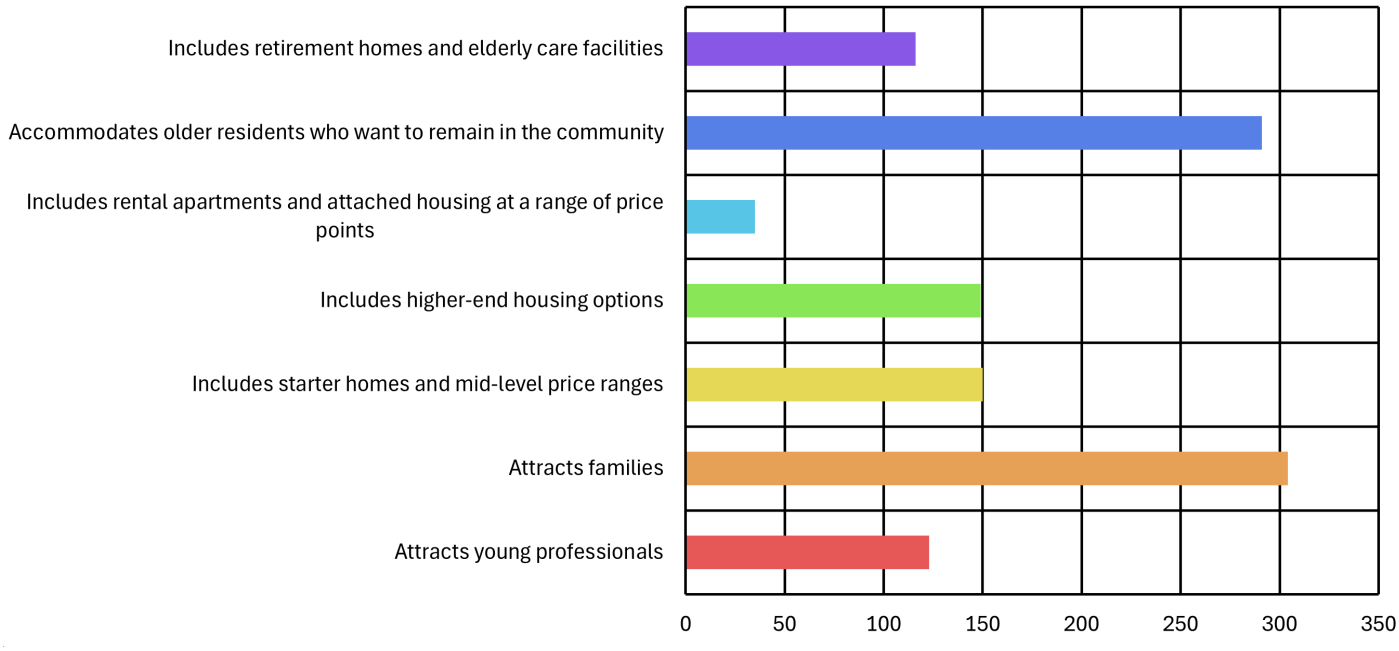
Other Answers

1	Healthy and vegetarian cuisine
2	Limit warehouse development
3	diverse retail options both large and small
4	General retail
5	Grocery options in south Schertz (area off I-10)
6	More organic/vegan options
7	NONE. IT'S RIDICULOUS HOW FAST-FOOD JUNKY LIKE SCHERTZ HAS BECOME.
8	#Freemedor
9	Trader Joe's Aldi's
10	Things for teenagers and families on limited income to do.
11	Community recreation areas
12	Farmer's markets
13	Stores that have art, crafts,gifts etc.
14	Day care
15	Limit chain stores and restaurants. Promote locally owned.
16	We have retail, entertainment, and medical opportunities in each direction at our fingertips. I see little need to bring in more just for the sake of modernizing.
17	Grocery option in southern Schertz

18	Clothing and boutique type stores, like New Braunfels has.
19	I'm not sure how to answer this one. It might not be specifically in Schertz, but I feel we have access to everything we need given our proximity to so many other cities/places. I feel like our options are fine.
20	Better selection of retails stores (musical instruments, electronics, specialized items, tired of the Walmart's....
21	Outdoor music venues
22	Farmers market
23	Schertz and the surrounding area have plenty of all of these things.
24	Upscale restaurants
25	Parks and recreation activities for seniors
26	Small businesses that are personally owned and operated. Places like coffee shops, boutiques, diners. Y'all have added enough doctor/medical/shipping/receiving.
27	Craft stores
28	Schertz needs more parks! The developers running around unchecked want to put buildings on every square foot of green space, which is not a good use of the land. Allowing the former golf course to get turned into anything that's not green space (park, etc) would be a massive waste of perfectly good (park) land.
29	Shoe stores *Hospital
30	fitness facility - perhaps by the movie theater. The Y is overcrowded.
31	Healthy dining.
32	Trader Joe's. Authentic Indian & Chinese food, Sushi
33	Whole Foods, Trader Joe's.
34	A book store would be great
35	More small gyms
36	Mom and pop type restaurants, that focus on food not drink, and that are not tex mex or bbq.
37	Kid friendly entertainment
38	Outside dining. No more nail salons

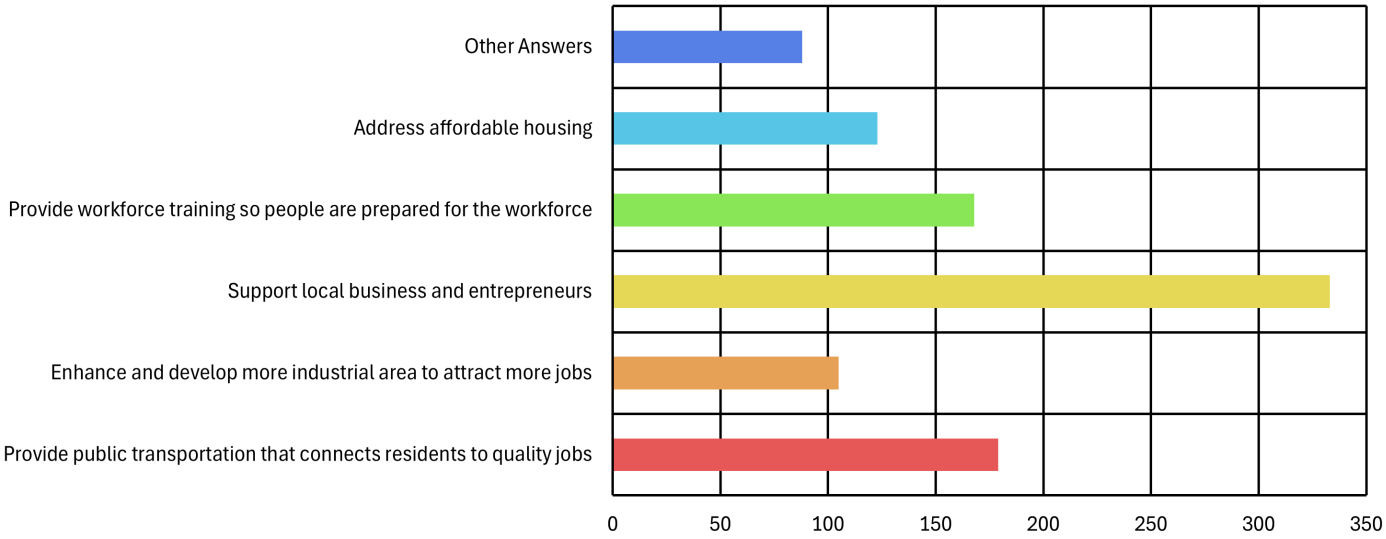
QUESTION 8

In 2044, Schertz should have housing that:



QUESTION 9

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



Other Answers

1	More schools.
2	Develop relief routes to Schertz Parkway and FM 3009
3	Lower taxes. Police focusing on crime and criminals not civil.
4	Invest in education to create successful future generations.
5	Public transportation that is NOT buses. Rail, biking, walking.
6	Fix the current broken infrastructure before adding more people and problems. The city can not even pay for enough police right now!
7	Focus on maintaining quality of life, preservation of the small town feel, and stop trying to cram high density housing everywhere.
8	Limit multi family housing. There seems to be a lot coming up in the community suddenly.
9	More green space. We need space to breathe!
10	Transportation that conn CT's residents to services and medical. Current availability is insufficient.
11	Maintain a safe, low crime city. Everything else will follow and prosper after that. Be tough on crime, swift, severe.
12	Stop building
13	Manage property taxes
14	Dont care for any of these options
15	Reduce property taxes
16	Lower property taxes
17	Our public service workers need to be paid and treated with respect. Police, ems, fire, fleet, ect are completely understaffed and the boots on the ground are underpaid, manipulated and abused in their positions. The people thay care about their neighbors are getting broken down by the government that should be protecting and advocating for them

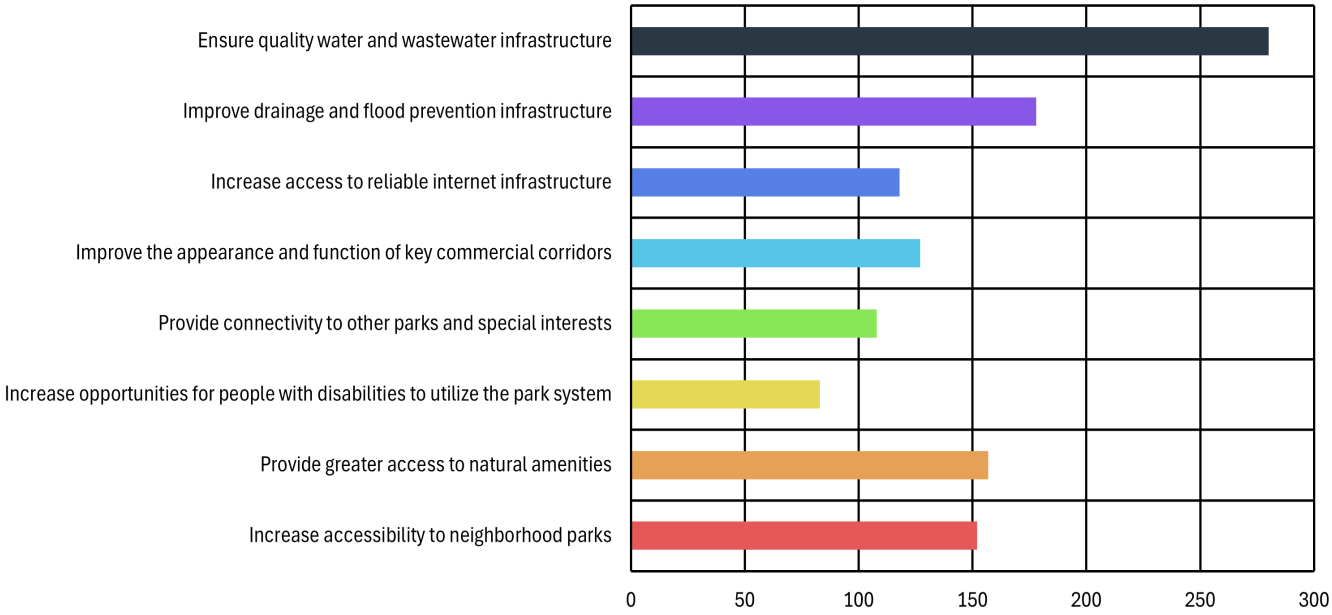
18	Stop replacing green space with more multi family housing. Green space is needed for physical and mental health.
19	Having more activities for all age group especially as one gets older. Or at least improve on the marketing and communicating of what is out there. I feel that as I have gotten older there is very limited things to do here in Schertz and having to travel else where.
20	Residence can continue to prosper in surrounding cities.
21	Keep taxes low. Fight crime.
22	Find ways to reduce property taxes and/or keep them from growing. Good people are being pushed out due to runaway property taxes. Especially elderly who called this town home for a long time.
23	Stop trying to push the affordable housing position. Many of the preceding questions are trying to drive support for low income, affordable housing. The majority of Schertz residents want the life style we have now. This isn't San Antonio.
24	Address traffic
25	Fix the roads!! Lower taxes. Get out if the way!
26	Cut taxes
27	Don't Real Estate Agents on City Council and Outside Developers(Eugenio-who contributed to Mayor's campaign) dictate how Schertz should be run
28	Address questions concerns and complaints from residents instead of the policy of ignoring everything as the city now does!
29	Control spending and keep taxes manageable
30	Safe neighborhoods
31	Stop overdeveloping. Wild animals are in our neighborhood because their habitat is being developed for another empty strip mall
32	Provide jobs that allow for people to earn a living wage while still being able to save.
33	Provide/repair infrastructure and slow down residential growth. Too much traffic with roads unable to accommodate already and overcrowded schools
34	Survival of the fittest. The low/ lack of income losers should see housing in San Antonio.
35	Keep assessed property values Reasonable. Property taxes are wreaking havoc on working families.
36	Not add section 8 housing to attract crime. Focus on making us more like Alamo Heights, not Converse.
37	Incorporate more green spaces and trails. Make the city more bike and pedestrian - friendly. Reduce traffic.
38	MORE businesses so we don't have to drive to SA
39	Stop building homes on top of one another.
40	Lower taxes, reduce Frivolous spending
41	More recreational space (ie. parks, splash park, community events
42	Decrease amount of housing in inadequate green spaces that result in increased traffic, worsening of roads and air pollution

43	I would like to be able to get to Schertz establishments on a golf cart instead of having to drive my car. We would benefit from reduced fuel emissions, fewer accidents, and less money spent on expensive fuels. We have a small business footprint, comparably, and should be able to stop at Arlans, visit a doctor on a Schertz Pkwy, drop by the post office, and grab coffee at Americano, etc., all without having to drive and find a place to park my car. Our weather allows us to tool around in a golf cart most days of the year. It is a win-win.
44	Provide a safe community and enforce code comp
45	Medicare eligible housing for 80+ aging. Current wait list is over 5 years - not providing any relief when you allow 55+ in first. Other facilities do not accept Medicare/Medicaid for housing.
46	More options for senior to live independently as possible
47	While it is important for all residents to prosper, we must remember who the residents are and their needs. The focus/goals of the city of Schertz will determine the answer to this question. Most of your options seem to lean towards a diversity of socioeconomic backgrounds. This is a great goal if Schertz had the space to accommodate socioeconomic diversity. Schertz is relatively small. Our focus needs to be clear. We probably can't "do it all." We need to stay centered on what we can do well. I would love for Schertz to focus on taking care of its current residents instead of trying to attract more and more people. I would love for Schertz to have a small-town feel with lots of green space. We aren't San Antonio. We aren't Universal City. Schertz is losing its identity, and I sure hope we can focus in on our goals so we maintain the Schertz most of us moved here for.
48	Build infrastructure east of 78 so the citizens that are moving in can get around. Without the roads businesses will not come so the citizens have to drive to get anything. How long does it take to widen 1518? I should have been done prior to placing two school 200m apart!
49	Diverse choice in food, entertainment, and shopping
50	Prevent crime from San antonio from coming in. Issues like converse tx or Kirby tx
51	Address single family affordable housing
52	Provide more park areas/ green spaces where citizens can enjoy well maintained outdoors areas
53	Public transportation from Schertz to areas outside of Schertz would allow residents to prosper, but would keep Schertz a residential community (versus a business community). Also, limiting the number of similar businesses in Schertz would give business owners a better change of prospering. For example having 3 coffee places in close proximity makes it hard for a business owner to do well.
54	Have Retirement homes as the population grows older.
55	Equal opportunity, if new laws are being in force in accordance with the UDC, you need to either grandfather those that been living in the community for longer then when the new laws are implemented and give enough time to correct it, but if you started to tow away vehicles that are parked in their property and on grass. You show no consideration and your actions will cause the community to show up on every council meeting.
56	Lower taxes
57	Develop partnerships with NE Lakeview & other ACCD colleges to provide training in areas of high need without paying out-of-district tuition.
58	Better roads!
59	It's up to the individual for his prosperity
60	Stop the library from buying and displaying leftist propaganda, especially those promoting transgenderism to the children of Schertz.
61	Bring in more businesses that generate sales tax to offset property taxes.
62	Stop authorizing low income apartment complexes to be built in areas of $400k + homes. Especially where there is no public transportation or infrastructure to support these types of apartments.

63	Prosperity also includes the intangibles such as crime and community safety and a place that feels like home and not overcrowded.
64	More police to protect our community. We live in Crossvine and can't even get active patrol to reduce speeding and car break-ins.
65	Reduce real estate taxes!
66	Another high school.
67	Promote safety classes for incoming residents
68	Build outside the community like cibolo did. 3009 does not need any more traffic. People can't get out of their neighborhoods as it is.
69	Build appropriate infrastructure to support growth
70	Quit bringing poor people in—raises crime.
71	Stop overbuilding so that roads and existing infrastructure, schools, businesses can handle it. We are not growing responsibly.
72	We have enough
73	Do not destroy our existing greenbelts to dig trenches and build unneeded paved paths.
74	Kick out the gangs.
75	NOT building high density housing or apartments like the ones you keep trying to shove down our throats
76	Create a balanced program of local events to encourage all age groups to come together with a purpose for the community. Farmers markets, concerts in the park for all ages, plays in the park, community events on a smaller scale for neighborhoods to collaborate, programs that teach how to care for your home and garden/lawn - safety, helping each other - get to know your neighbor/hood social events. Food trucks in the parks, coffee time gatherings - monthly gatherings - am, pm and weekends.
77	Elect loyal officials for the community.
78	Stop pushing for apartments in every corner of schertz and focus on the areas, crowded schools, roads and residents that are already here.
79	Support high school programs
80	Smaller class sizes and more schools
81	Transportation that is NOT busses. Train, biking, walking.
82	Quiet safe housing with green space
83	Upgrade the current roads especially around schools. Provide better safer school busses so parents don't feel the need to drive their kids to school. This wastes a lot of energy and is not good for the environment.
84	More services such as the workforce training, day cares, quality schools, transportation for residents to seek help at food pantries, etc.
85	Support our local farm owners and stop pushing them out by encouraging apartments being built around them forcing them to sell out to large land developers and move their farms elsewhere.
86	limit apartment and multi family housing
87	road repair, more parks
88	We need a mass transit system to connect us to major points of interest in San Antonio area to include other cities in Texas.

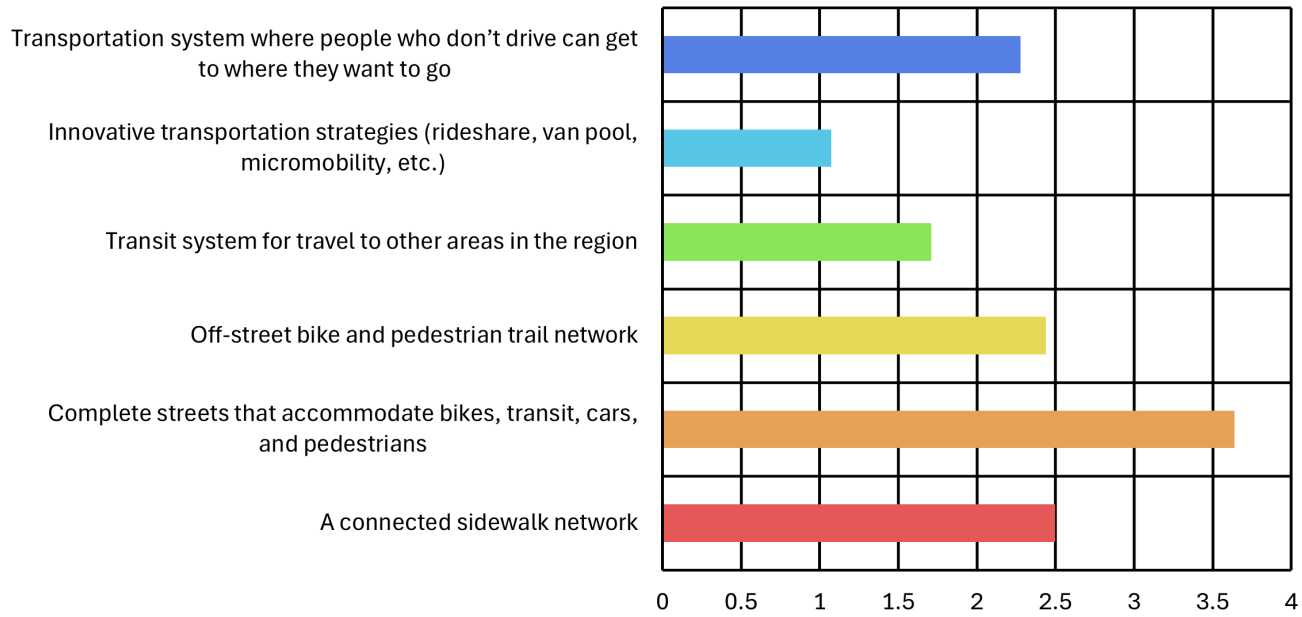
QUESTION 10

In 2044, public facilities and infrastructure will:



QUESTION 11

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



QUESTION 12

If you could change one thing about Schertz, what would it be?

1	Street maintenance
2	Less hatred from citizens on social media.
3	resist change for change-sake; not all change is good. That said, recommend Schertz coordinate with local/nation-wide service providers to bring fiber throughout all of Schertz.
4	I wish it was more walkable to the food and amenities I need.
5	More recreational activities
6	Improve traffic flow.
7	Make the workforce housing project on 1518 NOT happen. It is GOVERNMENT subsidized housing that will attract the type of people that bring crime to our area.
8	I would love to see the park system connected. I live in Oak Forest and it would be awesome if the green belt would connect to the small park in Arroyo Verde. If a small playground could be added between the parks that would be nice too.
9	Get a new mayor.
10	Keep industrial areas located separately from housing area and ensure industrial areas blend in with the surrounding area.
11	Prioritize street maintenance and redo many of the small country roads.
12	Develop downtown into a quaint attractive area with pertinent stores. First thing you need to do is get rid of that auto mechanic that is an eyesore and has cars parked all over the neighborhood.
13	The City Council
14	We would be more of a destination spot than a pass through town
15	Transportation
16	EXTEND FM 3009 TO IH10
17	Stop trying to be a big city. People moved here for a small town. Accept it and govern for the people here!
18	City official elections be by district instead of at large. This allows for better communication between council and the people they support as they can focus on their area.
19	Speeding cars.. despise traffic but most of those people who disregard traffic speeds and signage.
20	Stop taking away greenspaces! Every bit of green on Schertz Parkway is either sold or for sale. No more small-yard housing, no more "business" buildings, no more gas stations, nail salons, etc. KEEP THE SMALL TOWN FEEL THROUGH INNOVATIVE GREENSPACES!
21	Additional trees in public areas
22	Peoples' mentality of no growth. Growth is inevitable. We need to get ahead of the power curve and manage it. Schertz housing should be set up to accommodate (read affordable) to our kids, city employees and young professionals who want to work hard and play hard without being tied down to large single family dwelling.
23	More enforcement of vehicular code.
24	Lower housing taxes.
25	The amount of strip malls that have dentists or orthodontists. We have a need for restaurants, coffee shops and other businesses

26	Increase the level of commercial activities, such as retail, dining, entertainment
27	I'd like to see a fast, reliable, affordable public transit system for those who are unable to drive as well as those trying to reduce vehicle emissions by driving less.
28	I would expand and liven up the downtown area.
29	Improve the city's presence as a major player within the county and the district. City limits lines are a hodgepodge on a map and the size of Schertz ends up downplayed to other, smaller surrounding cities.
30	No recommended changes. I would emphasize continued support for Randolph AFB to ensure it remains active
31	Been a while, but Schertz PD interactions have not been good.
32	Tear down all the old buildings on 78 and continue to clean up 1518
33	More police presence on 3009 and Schertz Pkwy
34	Improve traffic flow around 35 and 3009
35	I would clean out Cibolo Creek from IH 35 to IH 10 and make it a destination place for recreation and fun. At the same time, decrease threats and damage due to flooding and high water. The government entities are there: Bexar County, Guadalupe County, Comal County, Schertz, Selma, Universal City, Cibolo, CCMA, SARA. A concerted effort by all these entities could make something happen to make Cibolo Creek more than a ditch and into a destination.
36	Connect parks with water features
37	Stop building g more ugly cheap houses specifically 1518
38	I wish we wernt adding so many of the same type buisnesses. There is an abundance of gas stations, chicken places, and doctors offices.
39	Stop building apartments and raising taxes.
40	Make improvements to Cibolo Creek to help area flooding.
41	Beautification - 3009 looks like hell, yet Schertz Parkway looks inviting and green.
42	More restaurants1
43	Focus more on quality of life for residents and stop trying to turn it into a city.
44	Racism
45	To not have corrupt local government and department heads. Seriously, start asking workers about their conditions.
46	Quality of paved streets
47	N/a
48	Focus on filling current retail space before building
49	The current mayor & council members who are determined to remove the green space.
50	We need more police.
51	To improve the streets and keeping them clean. I know that some make think that we are doing it. But we are not doing it as well as it has been at one time.
52	Get south Schertz out of Bexar county and into Guadalupe county with the rest of Schertz.
53	Stop building houses, find other avenues for money. Keep country living as a way to attract families/businesses, if we don't, it will look like Beorne.
54	Freemedor
55	Needs a few more good family resturants, needs to be kept clean, needs to be safe.

56	The vacant warehouses. You missed an opportunity to place a sit down restaurant in between a hotel and Walmart. Instead it's another warehouse and a soon to be carwash
57	Better traffic light management on FM 3009.
58	Better shopping opportunities such as Trader Joe's, Whole Foods, clothing stores, in addition to more sit-down restaurant options
59	Traffic
60	congestion on roads
61	We need a City Council and City Management that will listen to the residents of Schertz and not try to push their social or political agenda
62	The constant build. This use to be a country farm community. There is very little green space left. As soon as you see green space it's taken by another dentist or doctors office. The City has grown to fast and cannot accommodate all these new individuals.
63	Appearance and use of public areas, sreets, curbs, etc.
64	Treat residents in south schertz the same as main street schertz
65	Current Mayor and City Council---they don't listen
66	Improve the city government from top to bottom. Stop ignoring residents' concerns, complaints, and questions and STOP playing favoritism to big business, rich people and developers who dictate to the city government and run over the common resident of the city. Stop the random selections of property to be brought into the city limits again showing big favoritism based on who the property owner is and not is what is good for the city. Force the city council to be responsive to the citizens by establishing a check and balance system so that if one council member gets a communication all city council members get the same message and have so many days to respond back. The system in place now DOES NOT WORK. Notify residents in writing when something upcoming has a direct effect on their property a magazine is noway to letr residents know about their property being involved in some scheme dreamed up by someone who does not live or have any idea about the area being involved in anything!
67	Mor business generation and less apartment type housing to help off set taxes from homeowners.
68	Increase road maintenance budget by 200%. The amount of unkept and dilapidated roads in Schertz is a disgrace, and causes damage to vehicles.
69	Better roads, more logical planning to handle growth, we are 10 yrs behind
70	More attention and money for street improvements. Paint lines on the streets!!!!!
71	That we have counsel and a mayor that actually listen to the people they were elected to serve
72	Do something nice with the Northcliffe golf course, it would be a great place to put a large park, with shopping centers and restaurants by the frontage road.
73	Fewer strip malls! It seems that every spot of green space is being developed into another strip mall when others in the area still have vacancies. It makes our city look trashy and takes away from our natural beauty.
74	A system which tells more of what is happening in Schertz. How are things going for traffic, crimes.
75	Not necessarily a change, but a caution: when building more housing, space out the houses a little more and keep more trees! San Antonio is starting to be known for wiping out all its hills and replacing with roofs; all the while leaving no trees left behind. We need trees for shade from the heat! Please keep more trees in neighborhoods.

76	More attention to the southern end/older neighborhoods of Schertz as far as upgrades to streets, street lights, etc. Some streets in my neighborhood have had upgraded street lamps, but our street still has the old wood poles from the 70's. Also, there are so many code violations in our neighborhood - cars with flat tires & expired tags parked on the public street - people leaving food bowls in front yard to feed stray dogs & cats which attracts raccoons, mice, rats, opposums, etc. It would be nice if the city cared a little about these older neighborhoods to help keep them safe.
77	Keeping ambulances in the city. Stop sending our local resources to chase a paycheck for other cities as our city has to be covered by New Braunfels Fire Dept. this is absolutely ridiculous and dangerous for my family.
78	Slow down massive growth through huge apartment complexes. Transportation infrastructure needs a chance to catch up.
79	More police presence
80	Add more police protection because we are growing fast!
81	Keep it small, country home town feel. It has changed so much in the 20 plus years we have lived here. Our desire was to retire here but that is no longer our plans. The great city of Schertz has grown and people continue to push for more growth.
82	Stop building low income and section 8 housing Randolph. These areas could yield some great growth to military members. But the city government's greed is in the way.
83	Reduce our concrete footprint. We need trees and parks, natural areas that will both help to combat rising temperatures and make Schertz more esthetically appealing to all who live here as well as those are considering doing so.
84	Less congested traffic and more greenspace.
85	We don't need to become a mini San Antonio. We are a community known for being established, family oriented, and safe. Please remember we are not about developing every square inch of our city. The beauty in Schertz is the good lot sizes and beautiful green areas.
86	Support LOCAL businesses - DO NOT SHOP ONLINE 2 save a few bucks. What happened to "Shop Schertz"?
87	All the accidents on 35 that hinder me from going home.
88	More aquatics programming for the community (swim lessons, swim team, water expercise, physical therapy, etc)
89	Do not emulate the "Austin park and trail" concept. Keep our greenbelts and forest areas completely natural. Limit the out of control warehouse development.
90	In view of public safety and protection of private property, fix and maintain the streets
91	Be sure the City gets appropriate easements prior to expansion or housing development to ensure access for utility work/infrastructure/flood etc. Coming in after the fact is both costly and creates a distrust that the City didn't do their job in the first place. Expansion takes infrastructure to work properly and just thinking it will fix itself is just not correct. Need to have individuals making appropriate recommendations and the City needs to listen to the experts. Ive seem City Staff make recommendations contrary to recommended Plans and City Council overriding Staff recommendations to the detriment of the City. Need to listen to the experts - City Council is not the experts, but they act that way.
92	Ticket those crazy drivers spending, running red lights, not stopping atvstopnsigns in our neighborhoods
93	Less housing development and more green spaces
94	A local bus service to aid seniors getting around to local businesses.

95	Building codes pertaining to individual residences - allow coverings of decks, patios, etc.
96	Get a turn lane heading east from 3009 and FM 78. Currently there is only one lane, tear down that concrete island and make it a usable lane. Also on 78 heading to 3009, make the two turn lanes available all day not just certain hours. Nothing like seeing a line to the Dairy queen at lunch to turn left.
97	would like to see condos in the $300K range for seniors who don't want the lawns and maintenance anymore
98	Stop the growth and focus on taking care of what we already have, increase our Emergency Services pay to attract high quality individuals that will stay with the city for a long time, repair the existing roads, work to move towards consistently using the no new revenue tax rate and keep a tight belt on the budget
99	Downtown investment. Wasting resources that could be used elsewhere.
100	more effective enforcement of speed limits on Schertz Parkway. It's become a speedway.
101	The ugly warehouse and views of cement factories
102	Increase access to green space and actually provide for residents rather than refusing to listen. We need council members and a mayor who care.
103	no business's or restaurants on access rd north of 3009
104	Traffic light timings during high traffic times and in school times
105	We have lived in Schertz since 1990, and we would like to see more police on roads such as FM 3009 and Schertz Parkway target drivers who exceed the posted speed limit and consistently run red lights.
106	More amber-colored street lights, which are better for people, wildlife, and safety (via less stark shadows) than white light.
107	Not enough luxury home communities with over .5 and acre.
108	Rate of growth. Neighborhoods are popping up everywhere without the services and infrastructure in place to support them. Our roads are in bad shape. As soon as one school gets built, portables get moved onto the campuses. Every inch of open land seems to be plowed over. It feels like the city is growing for the sake of growth without balancing residential growth with commercial growth, with the need for the aesthetic and natural appeal of green spaces and open land for wildlife. We're on the cusp of losing any small-town appeal of the city and turning into any other nondescript suburb.
109	I would eliminate the low income/apartment housing on FM 1518 and maintain the country vibe.
110	Get that filthy cement plant and dump traffic out of the middle of town. It makes Schertz look like a trash dump
111	Less apartments. Lower taxes. Less lgbt propaganda at schools
112	Diversity of businesses we seem to buold the same thing over and over such as fast food, medical offices, etc.
113	To stop the recklessly spending our tax paying money on rapid, reckless growth. REMEMBER ITS OUR MONEY
114	A few more sit down restaurants
115	Need more businesses and industry to pay school taxes
116	Continued improvements to schools
117	Eliminate heavy trucks from Schertz Pkwy. I believe through traffic is supposed to limited to GVW less than 15,000 lbs, but that never gets enforced.

118	Infrastructure...the city needs to focus on providing amenities to the area north of Ciibolo
119	Slow growth
120	All the potholes and vagrant activity.
121	Fix the roads that need to be fix, or widened before you continue to keep building more housing developments! Traffic is an issue, roads are an issue, yet the housing communities are being built faster than anything.
122	Protect Greenspaces and limit over crowding/development. Traffic issues and over crowded schools are already issues.
123	Would love more trail systems
124	Attention to bringing historical neighborhoods to the same standards as new communities in regard to sidewalks, drainage, and police presence.
125	Affordable housing.
126	Develop a true historic downtown
127	Stop the force of multi-family districts
128	Connect the three parts of Schertz so that it eases access across the city without or reduced intersection bottle necks that hinder access to both Interstates and causes congestion.
129	Slow down building housing and commercial spaces. Please prioritize turning the Northcliffe golf course and other green spaces into parks. Fix our roads to accommodate the abhorrent traffic we already have and create bike lanes.
130	Responsible development-not profit driven out of state/country development.
131	Stop selling out to Developers because we, as citizens are tired of hearing about you being "for the people" when really you are "for the money". We don't need to fill each green space with affordable housing, you will bring the price of existing properties down which will make it difficult to sell. You will bring more crime to the city. You will over crowd schools. You will continue to have road infrastructure issues due to increased traffic, we are on farmland after all. We live in a group of neighborhoods that pays mandatory HOA fees with people who have voluntarily HOA fees with all the amenities. How does it make sense that we pay to have ZERO amenities while the voluntary HOA has ALL the amenities? The Schertz solace pad put in a neighborhood, again, that doesn't have mandatory HOA fees. Make it make sense. Your selfish decisions are what is making Schertz a less desirable place to live.
132	This " system of parks and cement trails" is a short sighted plan. Look at Austin. Tent cities and homeless. Do not destroy our natural beauty.
133	City leaders need to stop trying to push high density housing development in order to increase tax revenues. The best way to increase tax revenues is to develop and promote businesses.
134	To open the old golf course
135	Keeping the growth of multi family homes to a minimum. Utilizing green space as park/ recreational use rather than shoving in mor apartments. Fixing roads in outlying neighborhoods that are not in the heart of schertz but still in very much a part of it.
136	Improve roads
137	I would stop the amount of apartments, duplexes, etc being built. I would push for a small less crowded city with an abundance of parks and green spaces.
138	Better access to city officials
139	Increased housing affordability options to retain workforce and provide stabiity.
140	Improvements made along FM-1518 (more lanes, turn lanes, lighting, street lights).

141	Create different zoning categories to support affordable housing
142	Crime prevention, especially car and home burglaries
143	Nothing
144	I would want the growth to slow down or at least be controlled so the existing residents' infrastructure is in place.
145	Better parks
146	Lower property taxes. Freeze taxes at 62 not 65. Help elderly in community who can't afford repairs on their homes or food on their table, transportation.
147	Have museums, art galleries, plays, concerts, etc...
148	Address several streets in need of reconstruction at a higher level of priority, improve the design process so as not to take years for this process ultimately to find out that the cost has increased.
149	One thing Id like to see. Is get the community, kids , Teens more involved with what goes on in the community.
150	More small business
151	More natural areas
152	Create more community spaces for young professionals and families. And, have more recreation facilities like lounges and other social spots. People don't want to have to travel to San Antonio or Austin to experience their mature social scene.
153	It seems like every piece of available and open land needs to be developed when it doesn't.
154	The train that runs right through our walkable downtown.
155	The one thing I would change is trading fast food for healthier options
156	Trails
157	Healthier fast foods. Street lights for evening walking
158	Wider roads
159	Improve street surfaces many are dilapidated
160	I wish we had some sort of public transportation. Being without a car here essentially traps you as there is no other viable options as unfortunately, Schertz is not a walkable community at all.
161	The mentality at city hall
162	Nothing it's a beautiful city
163	Honest office holders who follow the laws to the letter
164	Stop over developing it before it is too late.
165	Retirement village for seniors. We have a growing population of elderly.n
166	Work with landowners for solutions and resolutions.
167	Would love to see the area around Arlan's, GVEC, etc on Schertz Parkway developed into a more attractive and community friendly area. Something to make us want to utilize this area.
168	I would stop the building. So many trees are being cut down and not replaced. I want this city to be prosperous for my kids and their kids for generations to come.
169	The way city staff and city council ignore the UDC to the detriment of the current residents
170	Clean it up. Some areas look terrible as compared to Cibolo.
171	More bike trails
172	Street maintenance!

173	Better roads, less potholes
174	To listen to its residents.
175	The housing is absolutely unaffordable at this point.
176	More off hwy routes to get to destinations
177	To stop zoning so many of the same things-- we do not need another nail salon, another gas station, or another chicken fast food place. We'd like some diversity with the offerings, especially with good but affordable family-friendly restaurants. The excellent newer options on Main Street are great for special occasions but they price out many families. We cannot spend $30 per person.
178	Slow the growth.
179	Less development without infrastructure to suppot
180	Need more fun things for families
181	That they respect the wishes of the neighborhood residents. Ensure all neighborhood needs are taken care of.
182	Eliminate as much of the traffic congestion as possible
183	Build more reasurants
184	More nice resturants
185	Do a better job of upkeep of streets w heavy traffic such as FM1103 and Country Club Drivfe
186	Keep politics out of school and churches out of government
187	Less apartment and single home dwelling
188	A city council that knows what it is doing, one that won't bend over to any builder who doesn't want to follow our city rules, and a government that looks out for its citizens.
189	Need to grow
190	Street construction! The roads are terrible, highway 1103 is a hazardous road!
191	To many houses and apartments
192	Building permits being issued before addressing the issues they will cause. How many more empty strip malls do we need. Every green space doesn't need to be built on. The damage to the environment that this is causing to me is way more than gas run cars. This is forcing wild animals into our neighborhoods because we are destroying their homes. We are in water restrictions most of the year already so where will the water come from to support more development. It causes temperatures to rise Common sense tells us the hot Texas sun beating off concrete and solid objects is much warmer than off of natural green space. The streets are already in disrepair, yet developments are approved with no thought of addressing how all the additional traffic will effect the already unsafe roads. Drive your cars down any street in Whisper Meadows. Yes we are part of Schertz, but feel like the forgotten tax payers. The so called improvements to the Wendy Swan park was a total waste of money.
193	Greater quality shopping
194	Improve the infrastructure.
195	TRAFFIC !!
196	Improve 1103!
197	Have a central mall that includes a variety of services similar to Memorial City in Houston, TX, on a smaller scale.
198	Bumpy roads

199	Responsible growth
200	I live in the north section of Schertz, which doesn't really feel like it's part of Schertz. I would like to see more leisure/recreation, retail, and infrastructure improvements in this "detached" part of the city. Probably not a popular idea, but I think a merger of the cities of Schertz and Cibolo would make a lot of sense financially. There has to be substantial savings to having one governing body, one fire department, one police department, etc… .
201	Road construction needs to be done in a timely manner
202	More food options
203	Alternate routes to San Antonio and New Braunfels other than I35.
204	Stop the librarians from buying and displaying books that promote transgenderism and leftist ideas to children.
205	Improve city services in the areas of permitting, code compliance and adherence to zoning restrictions that are already established for neighborhoods upon which people decide to make their homes in.
206	Traffic flow is getting worse and worse. Expand the primary roads, and look for opportunities to build new connecting roads.
207	Seemingly uncontrolled growth of crappy developments
208	Stop authorizing low income apartment complexes to be built in areas of $400k + homes. Especially where there is no public transportation or infrastructure to support these types of apartments. I love Schertz, but I didn't move to the area I am in because I was hoping one day there would be apartments (low income or otherwise) across the street from the neighborhood. I moved here because the neighborhood is very nice and it is quiet with low crime. Now that will all change because the city council approved the build of these apartments. Now I will have to consider moving in the next several years when the neighborhood loses value and becomes high crime because of these mistakes the council has made/is making.
209	The lack of things to do nearby. Dining has too many fast food places that migrate people outside of town to eat. Downtown area is not prosperous or attractive, but has potential. Downtown needs to have more draw
210	the quality of the roads, they don't last, have divets and holes, are bumpy not smooth
211	More emphasis on crime and crime prevention. Schertz isn't bad but the potential is there for an increase.
212	Open library when people are out of school and off work, not just during everyone else's business hours. City employees need to be more responsive when citizens call in with issues instead of acting like we are bothering them. Enforce a decent contract with Republic Sanitation instead of letting them push you around and call the shots.
213	Better constructed streets that are not like riding a roller coaster.
214	Stop the building of so many apartments.
215	Better roads
216	Keep that small town feel
217	Stop building apartments and houses on every inch of land. Leave the land and animals, it makes it so beautiful on 1518
218	People that live in South Schertz shouldn't be zoned for East Central ISD. Treat South Schertz like we are part of the city. We tried to rent a room at the library but because we lived in Guadalupe County, the library tried to charge us a fee but we had a friend that lived in the other part of Schertz they were able to rent without a few.

219	It's losing its originality. Trust me, I love conveniences but they must be controlled to maintain what made this city so great. I am all for economic growth but not at the cost of feeling like I live in a want to be Austin or San Antonio/downtown area. You are so close to losing the charm of this city and I pray up all take a pause and REALLY think about what your community is asking of you. Protect our beautiful town before it's one big concrete development where you've planted trees to replace green space.
220	Stop changing zoning to multi use
221	Strip malls
222	Develop a substance abuse reduction program for teens, possibly in the form of providing alternatives, such as youth activities and mental health services; also by possibility further developing the Schertz Young Leaders program to be able to accept a larger quantity of students, and a wider diversity of students.
223	Wider/better roads
224	Spread the stores around the city. No restaurants are readily accessible to residents off 1518, traffic and roads are horrible , we don't have many options for walking/running/biking trails/ paths. We don't have side walks and there are parts of schertz that are rural and there's no need for that. We don't need more housing we need to accommodate the residents who already live here. Schertz needs to care and listen to its residents. We don't want more apartments! We do want affordable housing, roads that can accommodate traffic both auto, pedestrian & bikers. Neighborhoods need more street lights and city parks should be well maintained I mean we pay enough in taxes for it. Flooding needs to be addressed as well as homeless shelters. We know better so we should do better! We need more grocery store options besides Walmart and HEB. We need another post office and more schools our kids are crowded at the schools. We need more and better paying jobs, more community involvement
225	Street maintenance
226	The condition of roads, particularly neighborhood roads! They're dangerous, unpleasant and disgraceful. Take Orth Ave. this road is under Cibolo, but the subdivision it leads to is Schertz, so Cibolo won't fix the road. Then drive thru Whisper Meadows subdivision (Northcliffe II)!
227	More places for entertainment
228	City league kids sports that are more affordable for everyone (<$50 per child)
229	The racism.
230	Stop building apartments, especially low income apartments.
231	keep it green and not over develop
232	eliminate overhead utility lines.
233	slow down growth and overcrowding
234	promote vertical development and higher density development. Stop building cookie cutter neighborhoods
235	Stop building tract homes and focus on multi story buildings
236	More dinning in other locations than FM3009.
237	Local government
238	Not forget about North Schertz. We are often forgotten about or thought of as cibolo/new Braunfels
239	Fixing our road
240	More development of old town Schertz similar to what Cibolo is doing.

241	Stop the developers from putting buildings in every green space!
242	Decrease traffic
243	Add more higher end restaurants and shopping
244	Less apartments and improving existing infrastructure.
245	Main Street -- relocate automotive repair
246	City Employees trying to force the community to do what they want and not do what the community wants.
247	I would make better drop off procedures for the elementary schools as current ones block peoples homes.
248	Stop trying to bring apartments/rental housing and improve what we have. We need better quality streets (especially Northcliff) and mid to higher end neighborhoods.
249	Improve the infrastructure as far as the quality of streets and sidewalks
250	Permanently stop the developers who want to build on the old golf course!'
251	Appropriate growth with better research in planning and zoning departments
252	City council keeps pushing apartments and low cost housing
253	Redevelop 3009 to keep commercial property outside of 35 and FM 78
254	Better transportation in and out of the region. Most people in Schertz work in neighboring cities such as San Antonio and the commutes aren't ideal. If Schwab rd could connect Frobese lane that would be ideal, so people in the Cypress point and Parklands neighborhood don't have to drive 1.5 miles down the highway to turn around to merge onto I35 South.
255	To truly not make us into a los Angeles. I am in Texas because I see land and trees not concrete and buildings.
256	Quit selling us out!!! Invest in parks and green spaces. Quit building low income apartments and houses. Quit destroying all green spaces and wildlife.
257	Support law enforcement financially. We pay our officers the lowest income in the area. How are we supposed to hire GOOD, RELIABLE officers
258	Not enough infrastructure to support the population
259	Less apartments, less lower end housing, traffic issues, car break-ins
260	Number of dental offices
261	More green space, better roads, and less traffic congestion
262	Stop growing with apartments. Keep the small community feel. Focus first on controlling growth that is already here rather than trying to find opportunities to make it happen. Y'all aren't even caught up yet.
263	Keeping green belts and green areas
264	Stop build more houses and apartments. Jesus Christ enough is enough of the building. We need green space not more apartments and condos
265	There's lack of police presence in Schertz and needs to change -major intersections. The very few times I see them they're on the phone
266	Increase police visibility where they are looking at anything other that their phone.
267	Traffic flow problems. Too many people running red lights/speeding
268	The roads. Fix them once & for all quickly & put in sidewalks on both sides of the streets

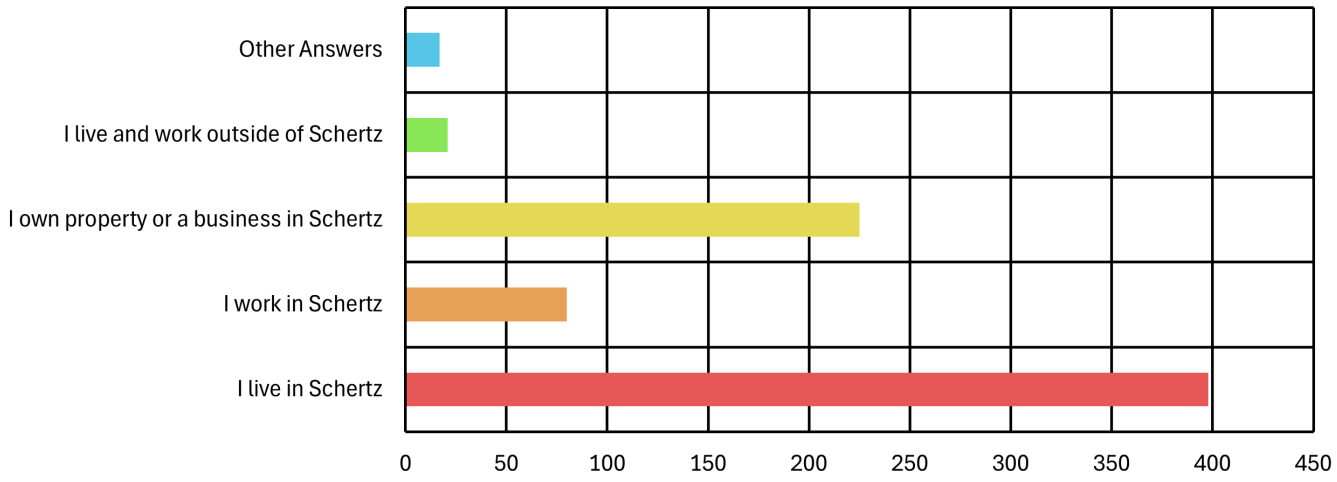
269	More money invested in public schools.
270	More sidewalks and biking options, more parks with bike/walk trails, beautification.
271	Lack of code enforcement
272	Family activities. Change the mayor
273	Slow the building of neighborhoods and stop the building of apartment communities.
274	more park and wild spaces
275	Only allow single home dwelling
276	The roads are not able to accommodate traffic
277	The intersection of IH35 and FM3009. Something has to be done with this intersection. A flyover like IH35 and Loop 1604!
278	Stop building houses. And fix the roads like it should have been done before u built up.
279	stop building apartments and multi family units near single family homes!!
280	City council that listens to residents needs and push through unfavorable issues.
281	Create median lanes and keep sidewalks
282	Give it a historic identity that bridges the past, present, and future of the city. Who are we as a city and where are we going? We need a brand for us and an easy slogan that everyone can remember. Right now we are just another suburb of SATX.
283	Limit irresponsible development and overcrowding areas and getting them congested
284	Public transportation
285	Traffic
286	An inviting downtown / Main Street with many small business shopping and dining options.
287	More attention to sustainability- green building/ landscaping incentives; incentivize less trash production by businesses and residents & reuse/ recycling, etc
288	Better roads and less apartments.
289	The development of new subdivisions and apartments.
290	More walking/ bike trails
291	Speed control on Schertz parkway
292	Don't let UC take away land that belongs to Selma and Schertz, keep farms alive, don't let housing get so congested need space not ontop of each other
293	Same problem as everywhere else in the area—traffic. The Luas line (tram/ light rail system) in Dublin, Ireland, made significant changes in the suburban and semi-industrial communities around Dublin over the last 20 years.
294	Provide public transportation to connect with SA's Via
295	Improving streets
296	Leave our greenbelts alone - do not destroy old growth forests and trees!
297	Need more community parks and recreation areas
298	Stop building
299	Better roads
300	Stop trying to destroy greenbelts to force connecting paths.

301	I wouldn't change Schertz. However, if Schertz want's to become a premier community you will need to offer residents and corporate citizens responsive services, attractive housing, superior public education, direct regional highway access, abundant park space, thoughtful and strategic planning, innovative ideas and technology and a dynamic community life.
302	Randolph aircraft noise. I know not possible, but you asked.
303	Deport the illegal aliens that work for the home builders. My new house is constructed very sloppy and incomplete. I'm tripping on the floor and the kitchen sink was not installed, it was just hanging. That's just the top of the iceberg.
304	The absence of Customer Service in the utilities department at City of Schertz. I was charged an $8.00 late fee for a bill I never received. Being a Senior, I rely on the mail to send the bill each month to remind me to pay the bill each month. The online system wouldn't allow me to set up an account to use Auto-Pay. I sent at last three emails asking to resolve the situation, as well as called, being sent to voicemail. I left a message. All of my communication has been ignored, and I have had to pay a fee I feel I was not responsible for, and I feel taken advantage of by the City Of Schertz. I've since been able to setup Auto-Pay, but the city owes me an $8.00 refund if they want my vote of confidence.
305	A realistic viewpoint of the space available and what we can comfortably do with it to live our best lives.
306	Change city council members that continue to ignore what people actually want in there own neighborhoods and continue to push high density housing to serve their own interests. That house for the Mayor also.
307	Businesses should be located in a more centralized area and close together
308	Add another grocery store and restaurants.
309	I will increase the number of cops.
310	The year I started buying houses there.....
311	Only allow responsible growth. The current plan of zoning high desity housing without adequite roads is irresponsible. Expecting the developers of the property to upgrade the roads makes no sense when all they are going to do is build it and ask for variances.
312	It should remain affordable for all demographics
313	More information on council issues - in magazine or electronic communication
314	A council that listens to the people.
315	bette info about city council projects
316	Bring back all the farms that disappeared when all the people moved here. Improve enforcement of laws in neighborhoods.
317	Better thought out infrastructure and safer roads.
318	To stop encouraging apartment complexes being built in rural areas of Schertz. Apartments should be located off the highway where residents would have access to vía if needed, grocery stores, and retail. Building apartments in rural areas of Schertz only increases traffic in already overcrowded areas that are still pending road expansions.
319	Make Schertz a 'destination' not a pass through industrial city - provide an attraction, locale, venue that would the community would be proud of an people would want to come to and convenient access. I-10, before it is all sold out to home developers.. it may already be too late!
322	Apartment complexes to close to established neighborhoods

323	Attract younger residents. Our adult children have chosen to live elsewhere in the area. They attend high school in Schertz, but currently don't find it an attractive place to live. One adult is a married young professional, with no children and the other is a single mother of 3.
324	City council transparency and honesty
325	Growth out pacing the infrastructure
326	I would like Schertz to develop some really nice parks for people to enjoy. Fischer Park in New Braunfels is a good example of this.
327	More higher end neighborhoods with larger lots
328	None
329	none
330	Not putting gas stations and apartments right next to housing developments
331	Over Development in areas already experiencing strain, due to current infrastructure
332	Stop building
333	Stop trying to break something that's not broke
334	That we would stop developing every piece of hreen land. No more strip centers when we can't even fill what has been developed and FIX THE FREAKING STREETS!!! THEY ARE UNSAFE!!
335	To not open it up to multiple housing, i.e., apartment living
336	Update business fronts

QUESTION 13

Which best describes you?

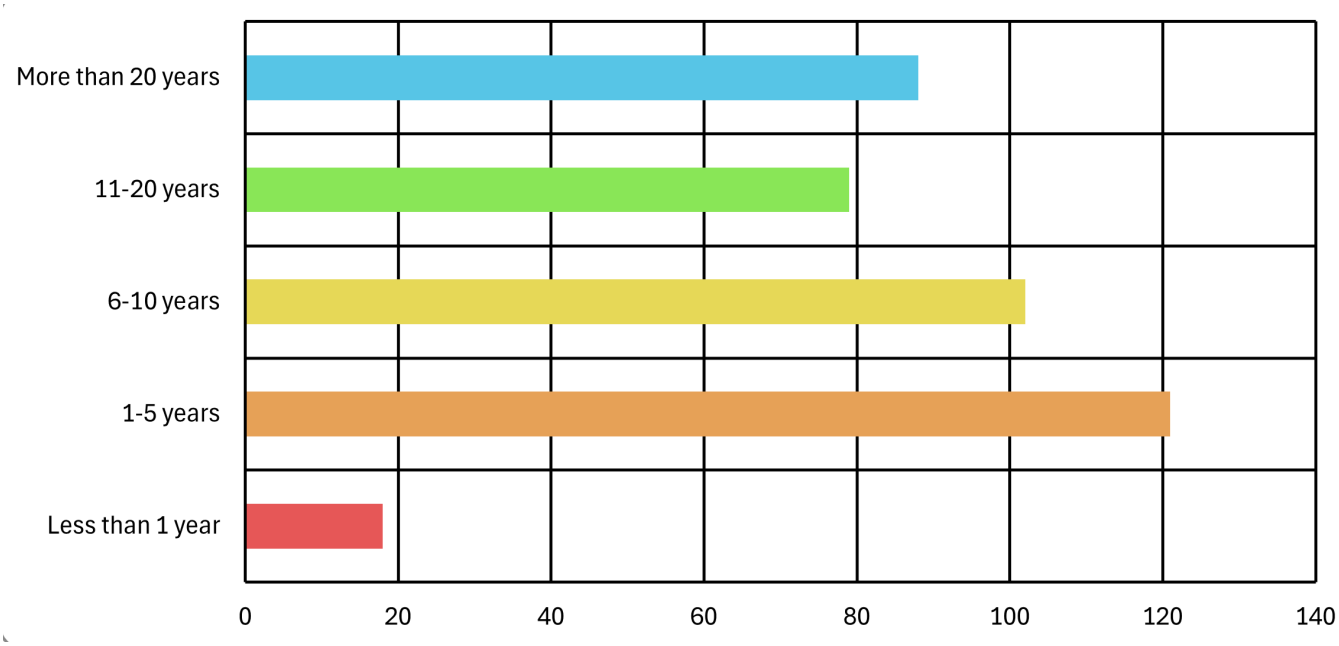


Other Answers

1	I retired from nearly 30 years of teaching at Samuel Clemens High School. I loved being able to get to work in under five minutes. To reiterate a point above, I would have driven a golf cart to work almost every day of that had been an option.
2	I am retired.
3	Owned a home in Schertz but moved due to over growth.
4	Retired
5	Grew up in Schertz and am now retired.
6	Part of the development community with projects in Schertz.
7	We have already outgrown pool and senior centre activities
8	I work outside of Schertz
9	As a property owner I will not let a pond stocked with fish come to end as it did in homestead, what ever fish I transferred into this pond survive and now I haven't seen any more from that pond.
10	Retired and moved here
11	Retired live in Northcliffe
12	I live in Cibolo and do a lot of business in Schertz.
13	A concerned citizen.
14	Retired
15	I have a Schertz address.
16	Disabled Veteran and Senior.
17	We've live in Schertz 27 years, and work from home full time (67). My spouse is retired (75) and I have a disabled daughter (29) who lives in the Clyde Ford Village.

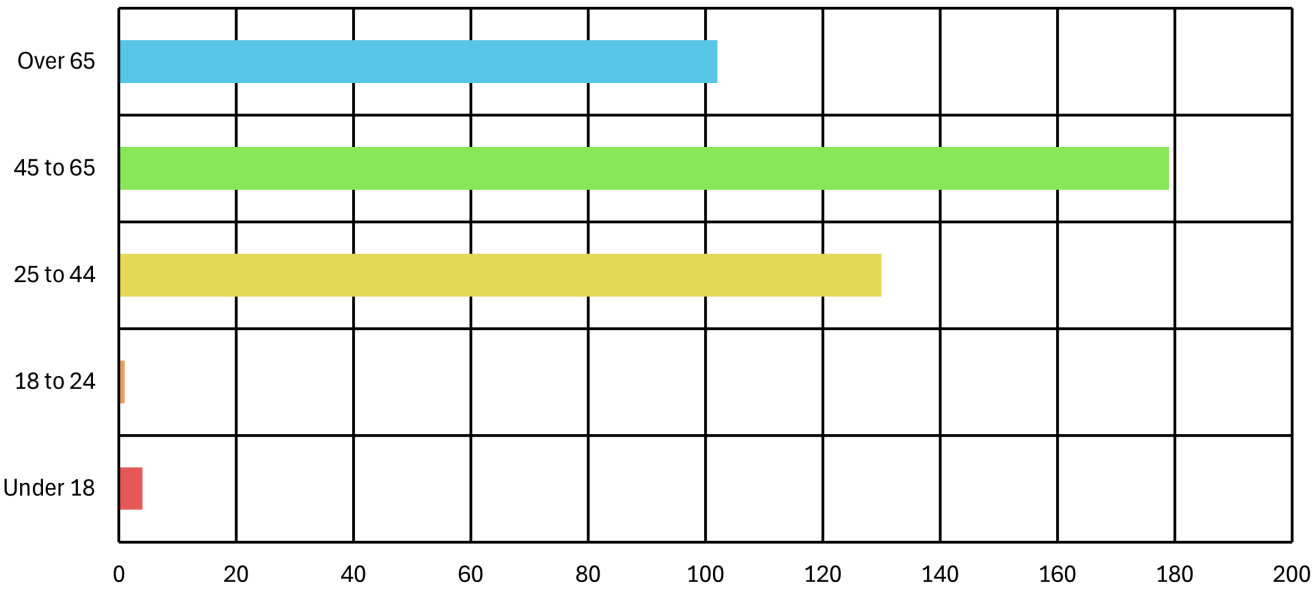
QUESTION 14

If you are a resident, how many years have you lived in Schertz?



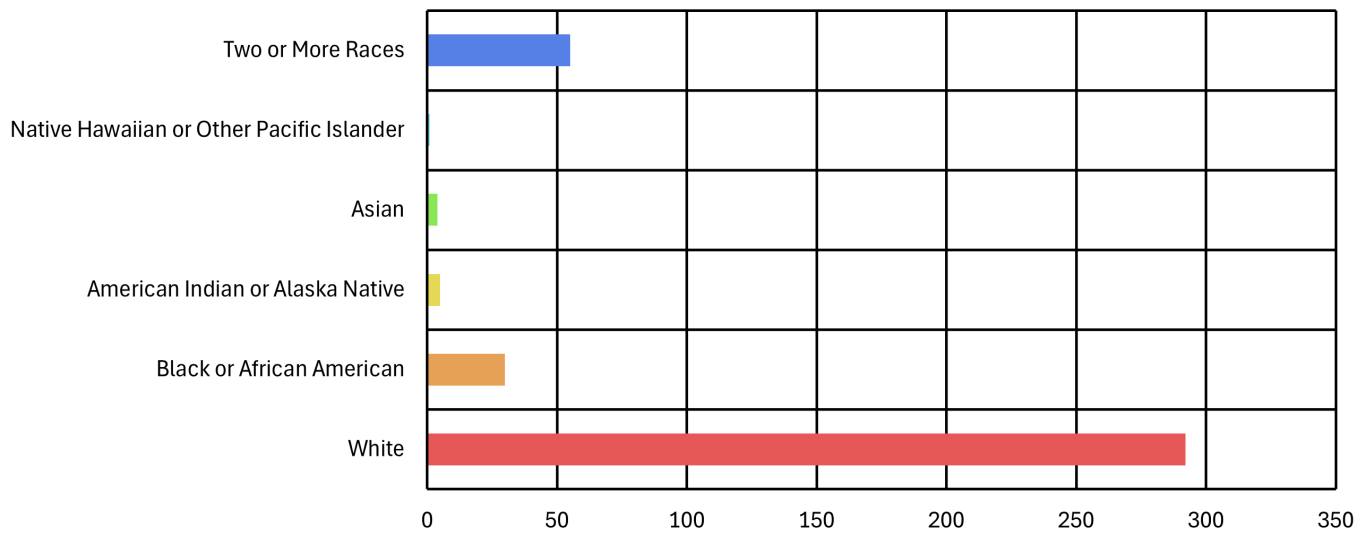
QUESTION 15

What is your age?



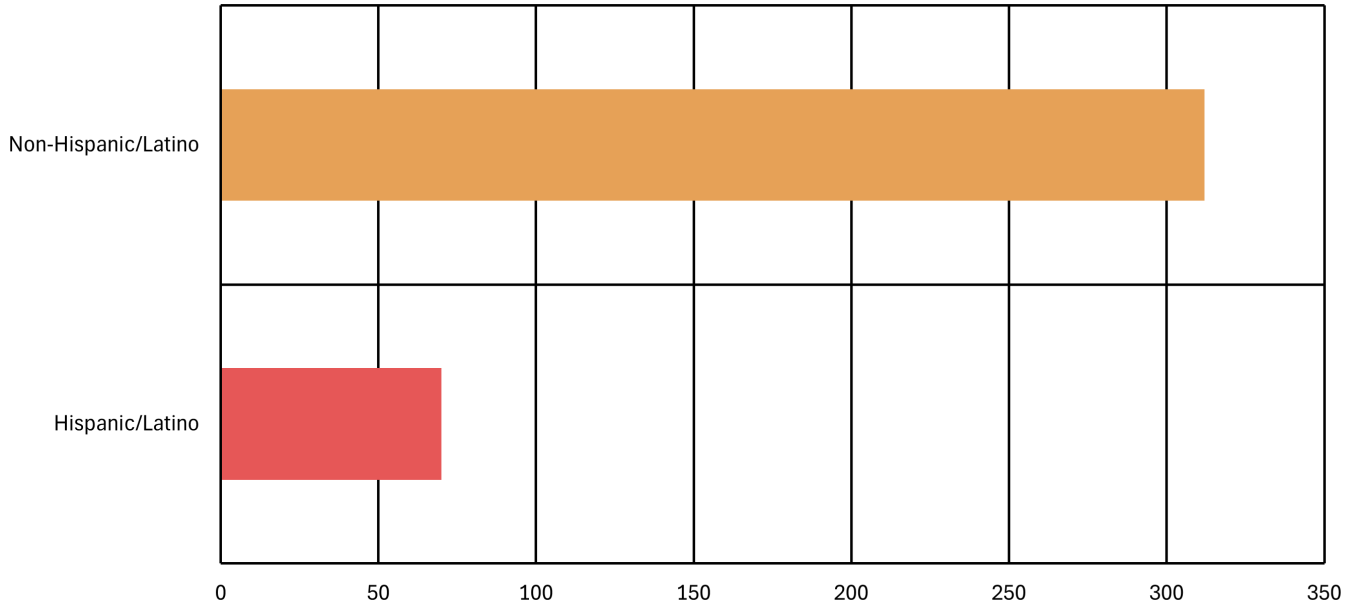
QUESTION 16

Which best describes your race?



QUESTION 17

Which best describes your ethnicity?



INTERACTIVE MAP

Type	Threads	Comment	Up Votes	Down Votes
Public Space	Public Space-01	The community is currently working on a PID to protect the greenspace this community has known for its entire existence, it would be wise of city staff and depts to support this movement, as opposed to trying to develop every single blade of grass.	21	5
Transportation	Transportation-01	This road is in horrendous shape, and further development will only exacerbate traffic issues in this area. Please repair these roads!	17	0
Safety	Safety-01	crime is on the rise in this community and there is not enough daily police presence in this area	12	1
Public Space	Public Space-02	The amount of money the city spent on this joke of a splash pad, and the fewer families it can service with the removal of the pool is ridiculous, and it continues to make this annexation area feel disenfranchised	9	4
Public Space	Public Space-03	this pond is heavily used by the community, please take steps to maintain this wonderful public area as public access	14	3
Safety	Safety-02	Approximate corner of RWY 33R Clear Zone (CZ)	0	0
Safety	Safety-03	Approximate corner of RWY 33R Clear Zone (CZ)	0	0
Safety	Safety-04	Approximate corner of RWY 33R Accident Potential Zone I	0	0
Safety	Safety-05	Approximate corner of RWY 33R Accident Potential Zone I	0	0
Safety	Safety-06	Approximate corner of RWY 33R Accident Potential Zone II	0	0
Safety	Safety-07	Approximate corner of RWY 33R Accident Potential Zone II	0	0
Safety	Safety-08	Approximate corner of RWY 33L Clear Zone	0	0
Safety	Safety-09	Approximate corner of RWY 33L Clear Zone (CZ)	0	0
Safety	Safety-10	Approximate corner of RWY 33L Accident Potential Zone I	0	0
Safety	Safety-11	Approximate corner of RWY 33L Accident Potential Zone I	0	0
Safety	Safety-12	Approximate corner of RWY 33L Accident Potential Zone II	0	0
Safety	Safety-13	Approximate corner of RWY 33L Accident Potential Zone II	0	0
Safety	Safety-14	65-70 dB noise at ground level from T-38 aircraft using RWY 15L for departure	0	0

Safety	Safety-15	80-85 dB noise from T-38 aircraft using RWY 15L for departures	1	0
Safety	Safety-16	65-79 dB noise from T-6 aircraft during RWY 15R departures	1	0
Safety	Safety-17	<60 dB noise from T-6 aircraft using RWY 15R for departure	0	0
Other Ideas	Other Ideas-01	Recommend City of Schertz adopt an Air Installations Compatible Use Zones (AICUZ) overlay district in coordinating with JBSA-Randolph. Encroaching these flight paths puts flying training operations at risk of stopping; stopping flying training at JBSA-Randolph would end JBSA-Randolph's lease of the land and shut down the major economic power that boosts the local economy.	5	0
Transportation	Transportation-02	Weiderstein Road between Schertz Parkway and Ike Road is in horrendous condition. Needs repaving asap.	4	0
Public Space	Public Space-04	Would like to see a sidewalk or even a bike path completed along Maske Road from the soccer fields to Schertz Parkway. I see kids walking to school along this narrow street, especially from the mobile homes in high weeds and could be so much safer for them with this edition.	7	0
Types of Development	Types of Development-01	We need more grocery stores that are not HEB or Walmart that can serve this community.	2	0
Other Ideas	Other Ideas-02	We need more food and lunch options to serve the workforce in this area.	3	3
Other Ideas	Other Ideas-03	Please do not remove the trees along Arroyo Seco's privately owned greenbelt in order to dig for the routing of the city's water pipeline. Please re-route the plans for this pipeline to the opposite side of the drainage embankment where the commercial properties are, so as not to diminish the property values of our homes in the Arroyo Seco subdivision.	8	0
Types of Development	Types of Development-02	Can you ask an ice cream or frozen yogurt franchise to set up shop in this shopping center. It will increase the foot traffic from the surrounding communities.	3	0
Safety	Safety-18	The intersection of FM78 and FM3009 has two turn lanes: left turn onto 3009 from 78. The right turn lane is not always available since it is controlled by an electronic turn light. The safety issue is that vehicles will start in the left turn lane and finish in the right turn lane even when both turn lanes are active. I have almost been hit multiple times from a car merging into my turn lane WITH ME IN IT! I recommend painted lane lines to separate the two turn lanes. Thanks.	7	0

Transportation	Transportation-03	There is alot of trash, dirt and debris in this intersection and on the bridge that makes pedestrian/ bike traffic unsafe. Can you please clean up this intersection of all trash, dirt, rocks, vegetation and debris so pedestrians and bikes don't have to go around or won't slip on lose gravel into traffic.	5	0
Public Space	Public Space-05	Develop,/use existing space for A dog park	0	0
Transportation	Transportation-04	TXDOT needs to make this intersection an interchange to expedite traffic. This intersection will become a traffic bottleneck as development occurs.	2	0
Transportation	Transportation-05	FM1518 needs to be connected to 3009 and the North FM1518 as thoroughfares to alleviate the current traffic bottlenecks and to ensure easy of movement between the different parts of Schertz.	1	0
Transportation	Transportation-06	This roadway needs to be expanded and enhanced so Schertz residents in North Schertz can access the city center without having to use IH35.	5	0
Transportation	Transportation-07	This intersection at Four Oaks Lane and FM3009 was not planned well. Congestion is a normal occurrence with insufficient turn lane length and poor business access and egress.	3	0
Other Ideas	Other Ideas-04	Schertz should incorporate its border up to the Guadalupe river and HW 35 in this corner and use Randolph AFB, the 1604 and the 10 as the other border to the south west.	0	0
Public Space	Public Space-06	The community has been in constant battle to keep this green space. They have excellent ideas that need to be heard. This green space could be turned into waking trails, playgrounds, dog parks, for kicks a driving range! Similar to what morning side park has to offer but twice the size!	9	0
Transportation	Transportation-08	Repainting and restriping required. Also, consider reverting back to previous line markings as two lanes of 3009 become three lanes at the light. Left lane of 3009 should remain as left lane at light and NOT split into left and center lane options. Right lane on 3009 should split into center lane and right lane options.	0	1
Transportation	Transportation-09	Left turn traffic light at Ripps-Kreusler needs to stay on longer. Currently at about 8 seconds. Recommend 20 seconds. More traffic using this left turn and getting stuck through several cycles at blinking left is not a turn option with large flow of traffic leaving HEB	5	0
Transportation	Transportation-10	Need longer left run lane on ripps Kreusler for left turn onto 3009.	2	1
Transportation	Transportation-11	Add plastic white posts on frontage road separating left lane after freeway exit from other two lanes to prevent vehicles from cutting across all lanes of traffic to turn right at Tri-County Parkway/Starbucks.	0	1

Public Space	Public Space-07	Continue the publice walking trail along the power line access space to the Schertz River drainage then rigth to Old Weiderstein And also Left to Savannah	1	0
Public Space	Public Space-08	Create walking trail all along Schertz River draingage area	1	1
Transportation	Transportation-12	Coordinate with cibolo on improving access to Crescent Bend Nature area by improving West Shaffer Road. It is in disrepair.	2	0
Safety	Safety-19	Cars are constantly speeding down Covers Cove, sometimes going upwards of 50mph. The police presence is rare. The speed humps are too far apart and do not deter people from speeding. One set is even missing one of the bumps.	8	0
Other Ideas	Other Ideas-05	There needs to be a solid comprehensive infrastructure plan for this focus area. This area does not have sufficient sewer infrastructure to serve new development projects.	4	0
Types of Development	Types of Development-03	Create zoning options for affordable housing	1	4
Types of Development	Types of Development-04	Allow for Multi-Family and more dense type of residential development and/or mixed use development.	0	7
Safety	Safety-20	Lower Seguin Rd between 1518 & 1604 is nothing but potholes. And, the city is aware because it is filling the potholes over & over. I have hit a pothole so hard, it unlocked my doors. 18 wheelers routinely cut through here as a shortcut. This road needs to be repaved. Converse has better upkeep to its part of Lower Seguin...CONVERSE. There has been no road improvements that support all the residential development along Lower Seguin. The city has the funds.	2	0
Other Ideas	Other Ideas-06	Water Transmission Main will take 40' of trees and run up to the existing back fence line of Private homeowners - we (Arroyo Verde HOA) do not want this in our Greenbelt. Other locations along the Commercial easement, away from the backyards of homeowners would make more sense!	4	0
Other Ideas	Other Ideas-07	Has the City revised impact to water/infrastructure, etc and considered appropriate easement as this area is developed? Needs to be considered for all areas as past experience has proven the City has forgot that expansion takes support infrastructure. Going back and attempting to cut a path through condemnation will cost the City $$.	1	0
Other Ideas	Other Ideas-08	Infrastructure support: City easements as you go.	0	0
Other Ideas	Other Ideas-09	Any requirements for City infrastructure?	0	0

Types of Development	Types of Development-05	whatever goes in here - please review surrounding area impacts and make the improvements as you expand. You should not build first and then plan for improvements - best to do them at the same time.	0	0
Types of Development	Types of Development-06	Commercial/Industrial use along I35. Transportation corridor for connecting Austin/San Antonio.	0	0
Other Ideas	Other Ideas-10	High density varied housing hub with all the family amenities AND public transport to work areas (including connection to San Antonio and Austin public transportation systems).	1	1
Other Ideas	Other Ideas-11	Not a good idea to build in aircraft approach/ departure zones (even if its allowed). You want to force close RAFB, build away. Not a good idea. Its already impacted the Universal City planning/zoning and they have determined to build in the zone with low occupancy uses (warehousing). Still a building is a building and impacts air space and aircraft. If allowed to continue - RAFB will be closed.	1	0
Housing	Housing-1	This is private property (formerly a golf course). We would like to see a community-friendly developer build single family homes in this area of the property, similar or even more upscale to the ones already in The Fairways of Scenic Hills. Preserving the pond is a good idea to attract new home buyers to purchase premium lots.	3	4
Housing	Housing-2	This is private property (formerly a golf course). We would like to see a community-friendly developer build single family homes in this area of the property, similar or even more upscale to the ones already in The Fairways of Scenic Hills, Scenic Hills 55+, and Northcliffe communities.	3	3
Housing	Housing-3	This is private property (formerly a golf course). We would like to see a community-friendly developer build single family homes in this area of the property, similar or even more upscale to the ones already in The Fairways of Scenic Hills.	3	3
Types of Development	Types of Development-07	This area is zoned as General Business (GB) according to the City of Schertz zoning map. We would like to see quality office space, or medical office type businesses developed here for the convenience of area residents.	1	2
Types of Development	Types of Development-08	This area is zoned as General Business (GB) according to the City of Schertz zoning map. We would like to see quality office space, or medical office type businesses developed here for the convenience of area residents.	2	2
Transportation	Transportation-13	Road needs to be updated to avoid residents who require daily usage of this route from having to continuously repair tires due to potholes.	2	0

Housing	Housing-4	Build multifamily homes on this side of the freeway and other purple areas, along with other amenities young professionals like, such as public transportation, walk-ability, brew pubs, stores etc. There's easy access to IH35; convenient to those working in SA or cities north of us. When young professionals are ready to start families, the established quiet neighborhoods will still be there for them.	1	0
Types of Development	Types of Development-09	medical services, fire station, post office	0	0
Types of Development	Types of Development-10	library	0	0
Public Space	Public Space-09	Please keep the greenbelt, but also add a children's playground in the flatter open space.	2	0
Other Ideas	Other Ideas-12	Do Not Destroy these heritage oaks and forest to clear out a 40 foot wide destruction zone to lay in a water line. This is natural forested area that is protects a lot of diverse wildlife (owls, hawks, foxes, etc.) and these woodlands help prevent flooding and excess water run off. The city is proposing to pave this 40' wide area to make a public path through this area also. Paving through this natural private land to create public thoroughfare does not enhance the safety of our residents.	3	0
Other Ideas	Other Ideas-13	Do Not Destroy these heritage oaks and forest to clear out a 40 foot wide destruction zone to lay in a water line. This is natural forested area that is protects a lot of diverse wildlife (owls, hawks, foxes, etc.) and these woodlands help prevent flooding and excess water run off. The city is proposing to pave this 40' wide area to make a public path through this area also. Paving through this natural private land to create public thoroughfare does not enhance the safety of our residents.	3	0
Public Space	Public Space-10	The current city engineering plans show a water main being laid along this section of Oak Forest Park possibly requiring the removal of the beautiful oaks along this section of 3009. That would be a tragedy for the city and homeowners adjacent to the park.	0	0
Other Ideas	Other Ideas-14	The water transmission line project will destroy one of the last natural green spaces left in Schertz, cut down Heritage Oaks and severally impact home values along the green spaces. Paving a path will invite crime and undesirables into our back yards. As a home any impact to the value of homes will prompt law suites against the city.	0	0

Safety	Safety-21	Stop allowing vehicles to park along Main Street blocking the view of traffic. Most vehicles are large and harder to see over or around than most cars, but any car presents a problem with the view of oncomming traffic on Main Street from the West especially.	0	1
Types of Development	Types of Development-11	PUD here means: "The most common kind of PUDs,however, are comprised prediominantly of single-family homes." quoted from Duck Duck Go. please read complete definition which makes it like a community with amenities "like parks, playgrounds, pools, tennis and basketball courts,hiking trails, private gated common landand street lights..."	1	0
Transportation	Transportation-14	The idea that you are trying to push through multi-family homes in this area without proper access in and out, and the usual build first and figure problems out later plan, shows the absolute disregard for the safety and concerns of residents. Hear your residents! People did not move to this area because they want another San Antonio, Austin, or Houston. Look at their disasters of building first and then trying to figure out problems later- too many people, not enough roads, neverending constru	0	0