


CITY OF
CONVERSE
CONNECTING COMMUNITY + COMMERCE™

# Converse 2050 Comprehensive Plan

CPAC #2
November 18, 2024

FREESE AND NICHOLS

# Agenda

1. Review Draft Deliverables
2. Community Feedback Report
3. Resiliency Discussion and Activity
4. Land-Use Workshop Overview
5. Next Steps

# Project Schedule

## Initiation

**Aug 24**

- *Initiation Meetings*
- *Preliminary Schedule*
- *Data Collection & Review*
- *Kickoff Workshop*

## Community Snapshot & Analysis

**Aug-Oct 24**

- *Baseline Analyses*
- *Existing Conditions*
- *CPAC Meeting #1*

## Community Vision & Alignment

**Sep-Dec 24**

- *Website & Community Survey Launch*
- *Vision, Guiding Principles & Goals*
- *Stakeholder Meetings*
- *Engagement Event #1*
- *CPAC Meeting #2*

## Land Use & Development

**Dec 24 - May 25**

- *Existing Land-Use Analysis*
- *Growth Scenario Analysis*
- *FLUP & LU Recommendations*
- *Engagement Event #2*
- *CPAC Meeting #3*
- *Council Briefing #1*

## Supporting Recommendations

**May-July 25**

- *Transportation & Mobility*
- *Infrastructure & Public Facilities*
- *Economic Resilience*
- *CPAC Meeting #4*
- *Engagement Event #3*
- *Council Briefing #2*

## Finalization & Approvals

**Aug-Dec 25**

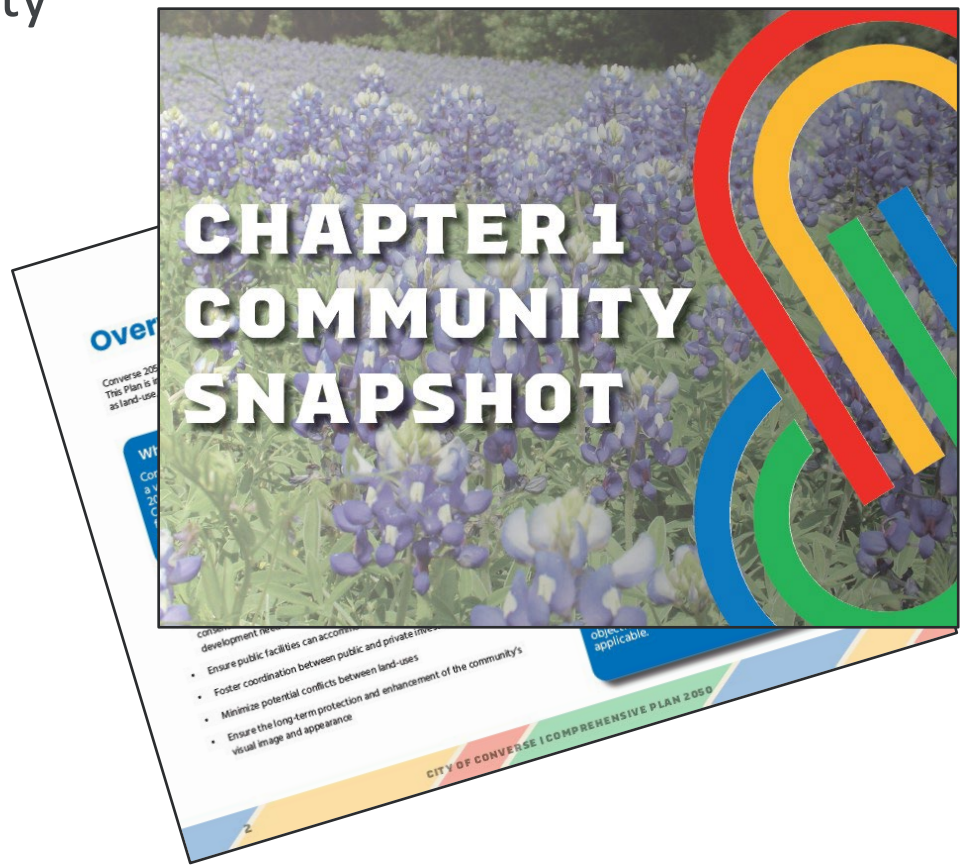
- *Action Plan*
- *Document Finalization*
- *Public Review & Comment Period*
- *Engagement Event #4*
- *P&Z Adoption Meeting*
- *Council Adoption Meeting*

***Schedule subject to change.**

# Community Snapshot

The community snapshot chapter helps provide context to topics discussed throughout the Comprehensive Plan. The Converse Community Snapshot covers the following topics:

- Local History
- Existing Conditions
- Demographic Trends
- Physical and Abstract Features
- Existing Planning Work
- Public Engagement Processes



# Community Snapshot

1

## Converse is Growing

Converse grew by 15,958 residents between the year of 2000 and 2020. The Texas Water Development Board projects that Converse will add an additional 5,133 residents by the year 2040.



**+5,133 Residents by 2040**

2

## Tight Housing Market

Converse has a low housing vacancy rate of 1.9%, significantly below the state average of 10%. This indicates a tight housing market with high demand and limited availability for rent or purchase. According to the Zillow Home Value Index, the median home price in Converse rose from $187,870 in Jan 2020 to $255,685 in Sep 2024, representing a 36.1% price increase.



**36.1% Increase in home prices**

3

## Family Friendly

Converse's median age is 33.8, reflecting a relatively young demographic. With 30.3% of residents under the age of 18, the city has a strong presence of children and adolescents. Converse hosts 9,653 households, averaging 2.89 people each, and 6,793 families, with an average family size of 3.43 members.



**30.3% Under the age of 18**

# Community Snapshot

4

## The Land Crunch

The number of available acres for development or redevelopment in Converse has been decreasing over the past twenty years, with only around 3 square miles of vacant or undeveloped land left out of the total 10.9 square miles that comprise the City Limits and ETJ.

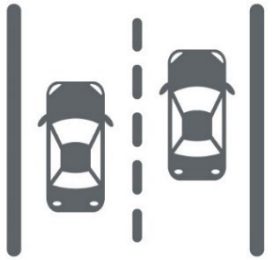


**3 sq. miles of vacant or undeveloped land in City limits and ETJ**

5

## Living Local, Working Distant

Converse has very few residents who work within the city. In 2021, only 226 workers lived and worked within the city limits of Converse. This constitutes a little over 1% of employed workers. However, 10,610 workers, or a little under 75% of employed workers, live in Converse but work elsewhere.



**75% of Converse workers work outside of the City**

# Community Feedback

## Summary of Engagement:

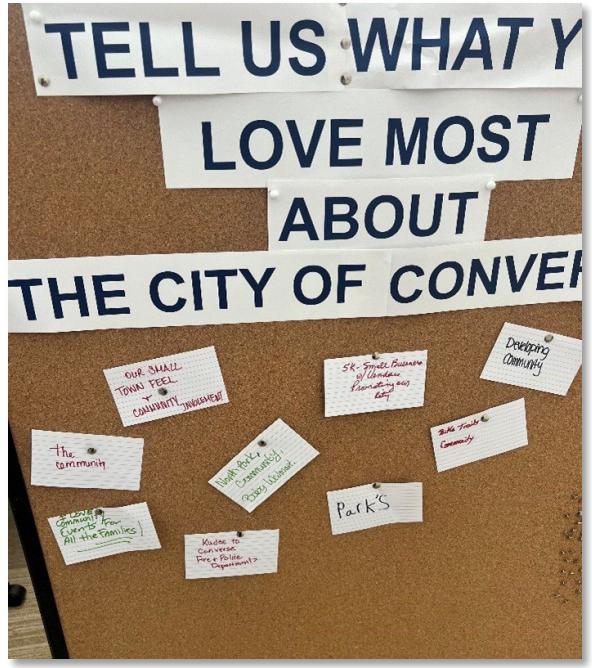
- **CPAC #1**
- **Public Engagement Event #1**
  - National Night Out: Oct 1, 2024
- **Online Interactive Map**
  - Opened: Aug 26, 2024
  - 61 contributions (as of Nov 13)
- **Online Community Survey**
  - Open: Sep 23 – Nov 15 (8 Weeks)
  - 176 survey responses (as of Nov 13)



# National Night Out

## What We Heard

| Coin Jar Activity | |
|---|---|
| **Category** | **Number of Coins** |
| Parks, Trails and Public Spaces | 13 |
| Shopping, Dining and Entertainment Options | 12 |
| Small and Local Business Support | 10 |
| Road Infrastructure | 8 |
| Housing Affordability | 6 |
| Arts, Music and Cultural Program | 6 |
| Bringing Job Opportunities | 5 |
| Walking and Bicycling Routes | 5 |
| Utility Infrastructure (Water/Sewer) | 4 |

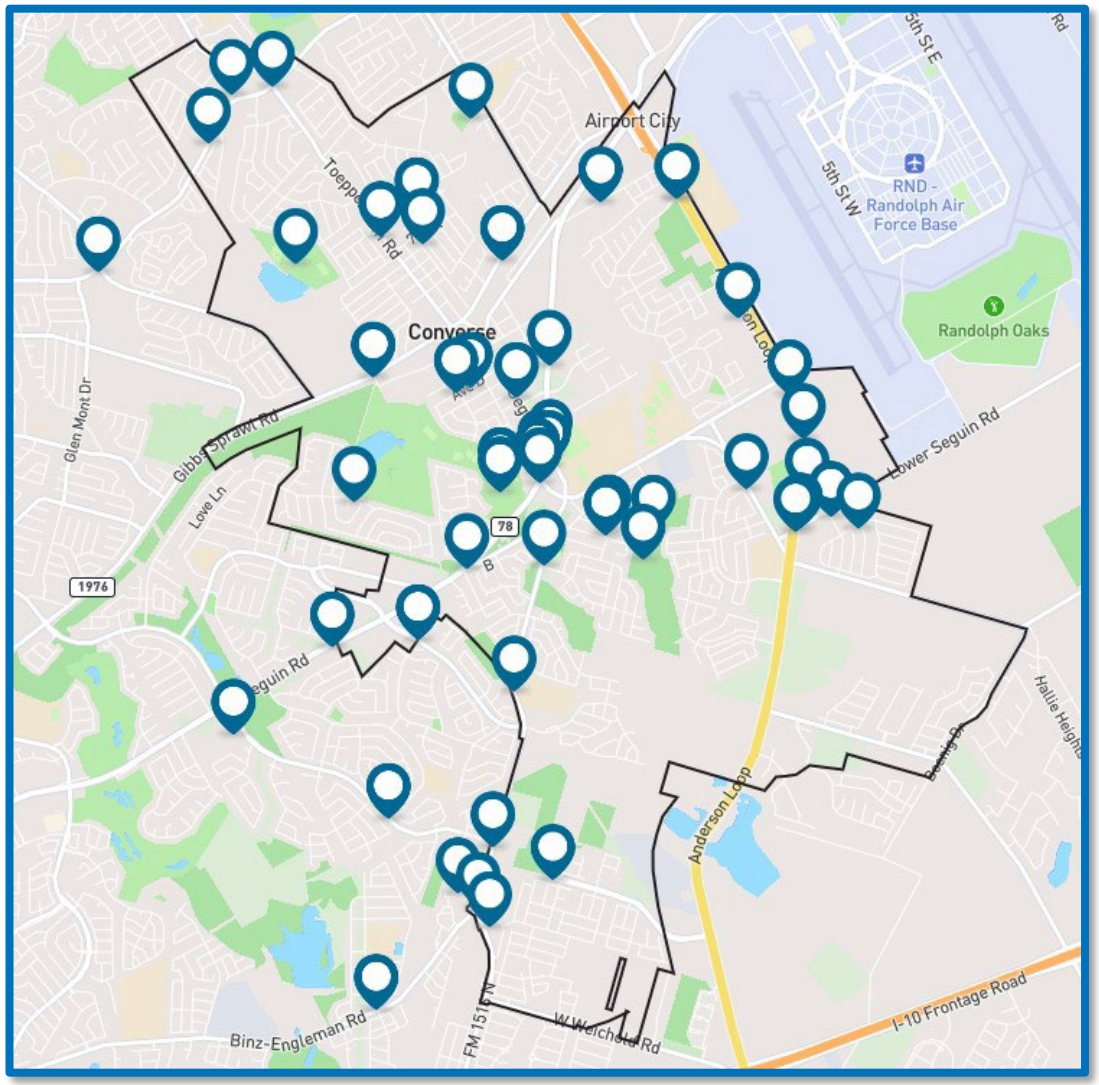





# Interactive Mapping Results To Date

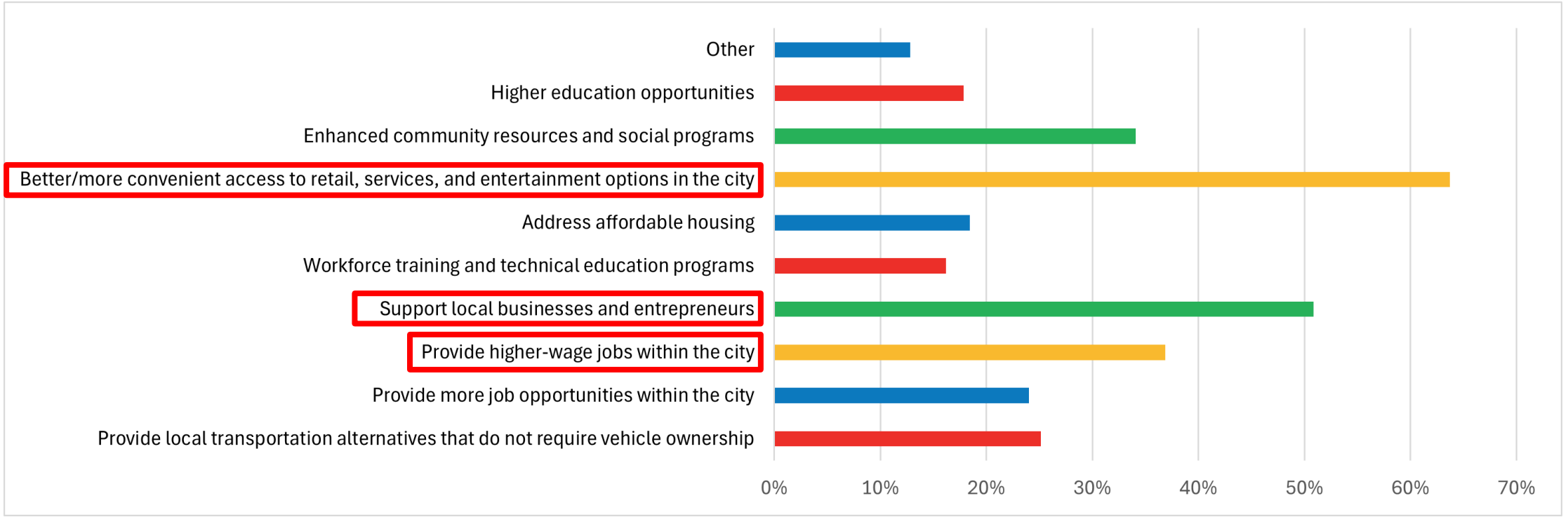
## Key Themes

1. Traffic and Infrastructure
2. Sidewalks and Safety
3. Retail and Amenities
4. Road Conditions and Improvements
5. Community Safety and Accessibility



# Preliminary Survey Results

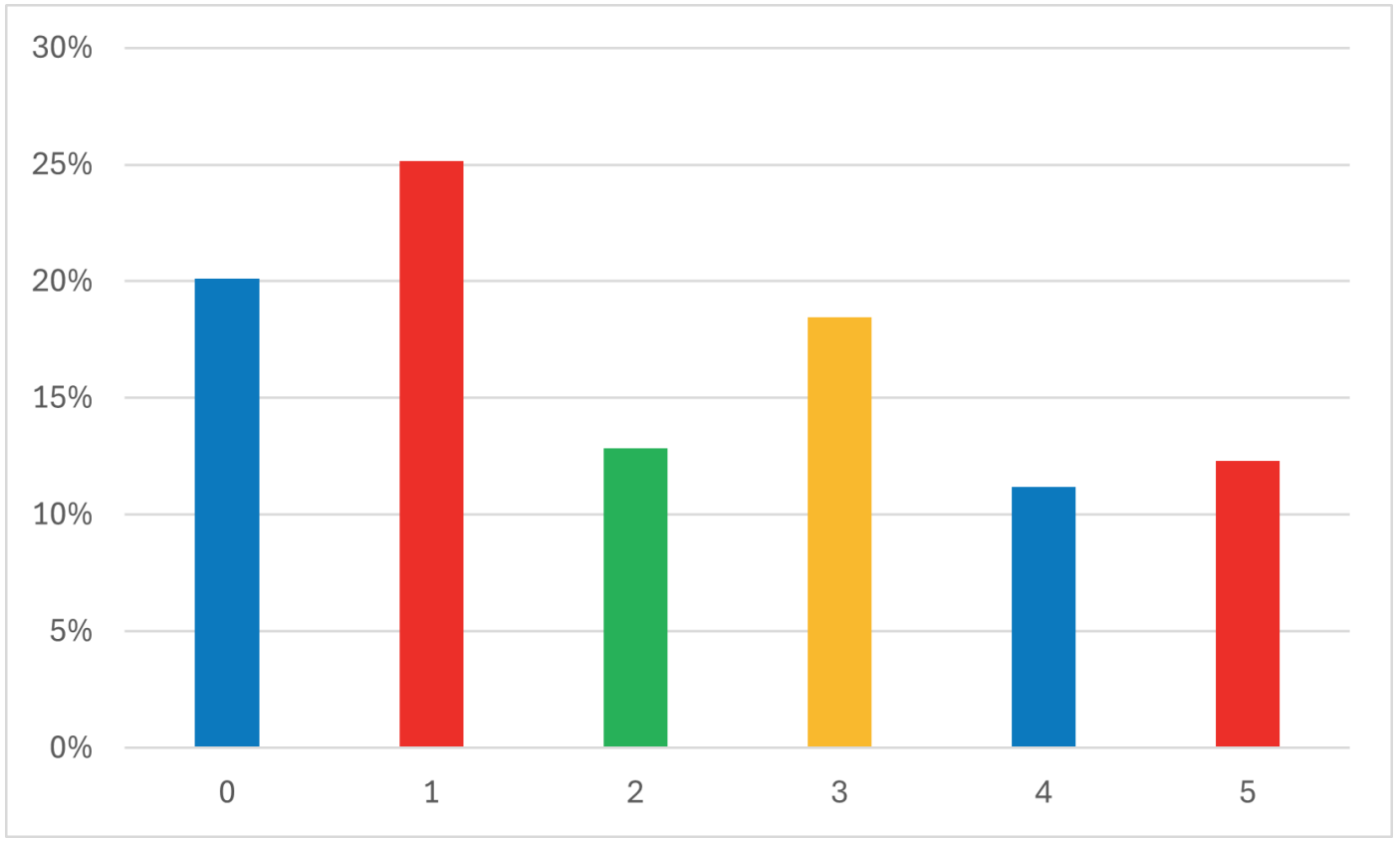
***In your opinion, how can we support all Converse residents to thrive and prosper in our community?***



# Preliminary Survey Results

***How supportive are you of bringing more residential land-uses to Converse?***

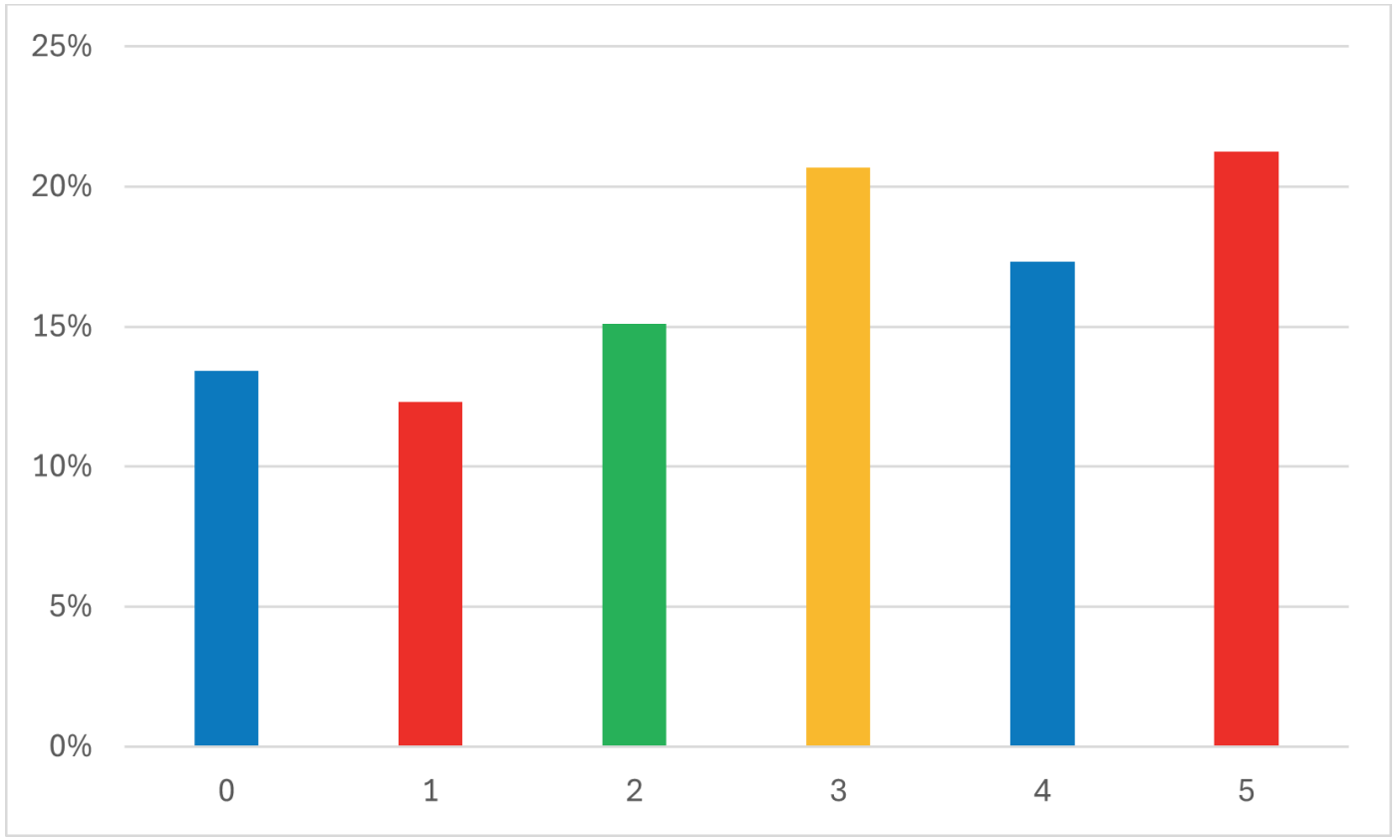
***A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support***



# Preliminary Survey Results

***How supportive are you of bringing more mixed-use developments to Converse?***

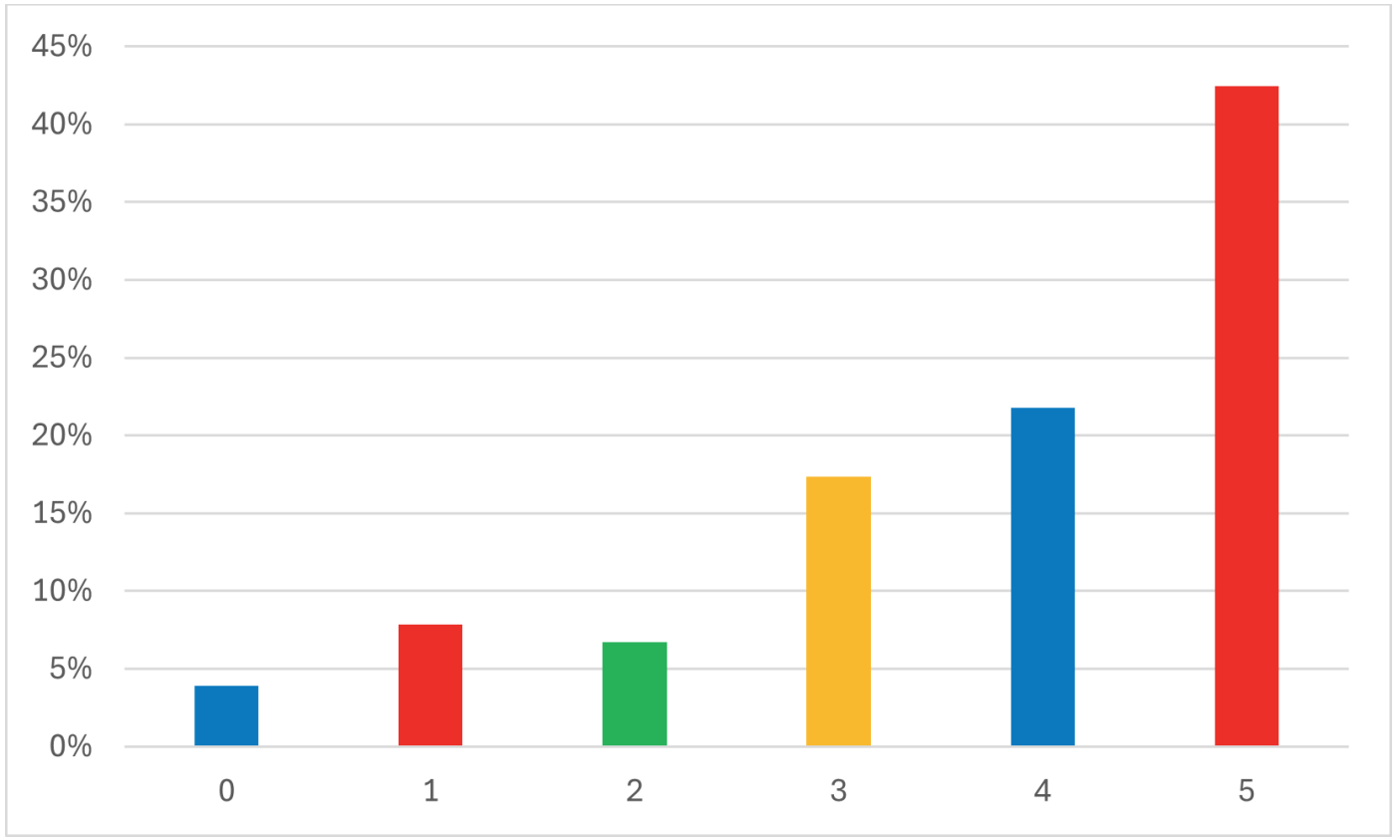
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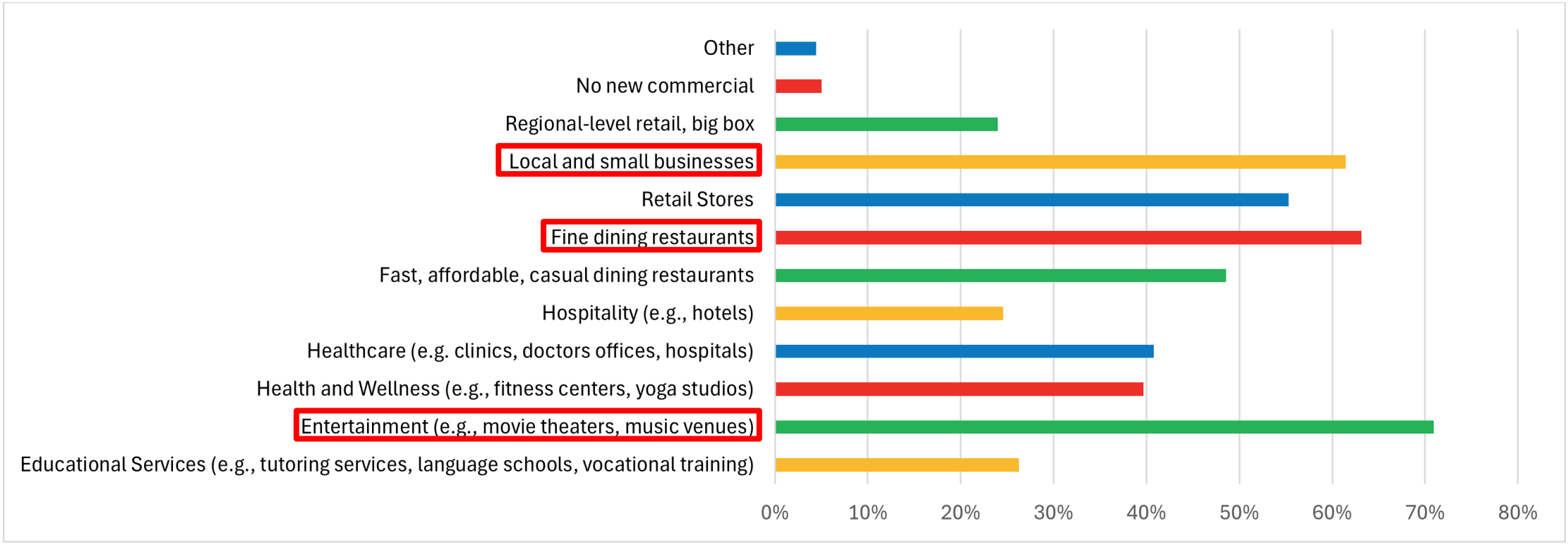
***How supportive are you of bringing more commercial land-uses to Converse?***

***A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support***



# Preliminary Survey Results

***What commercial businesses would you like to see more of in Converse?***



# Preliminary Survey Results

## Strengths

- **Proximity** to JBSA-Randolph, Brooke Army Medical Center (BAMC), the City of San Antonio, and major highways
- Relatively **affordable** place to live and still maintains a small town feel.

## Opportunities

- Addressing **traffic congestion, crime, infrastructure** limitations, and potential overcrowding as the city grows.
- Improve **road maintenance and expand infrastructure** to manage future demands
- Supporting city employees and first responders to **strengthen community safety**.
- **Beautifying the city** through green spaces and improved aesthetics presents
- Elevate **Converse's identity**
- **More retail options**—particularly sit-down restaurants

# Preliminary Survey Results

## Themes

### Supporting Resident Prosperity

- More retail, entertainment, and service options.
- Supporting local businesses.
- Transportation alternatives to car ownership.
- Creating higher-wage job opportunities and enhancing educational resources.

### Future Housing Priorities

- Housing that accommodates older residents looking to downsize, service industry and blue-collar workers, young professionals, and families.
- A mix of attainable and varied housing options.

### Transportation and Mobility Priorities

- Local streets that accommodate bikes, cars, and pedestrians balanced with high-capacity roadways.
- Connected sidewalk or off-street network.
- Innovative transit options.

### Infrastructure Investment Priorities

- Road improvements.
- Traffic reduction.
- Enhanced internet access.
- Drainage and flood prevention.
- Making infrastructure resilient to extreme weather.
- Greater access to parks and trails.

# Community Values and Vision Statements



# Community Values and Vision Statements

- A City with Access to Vibrant Public Spaces
- A Community with Many Transportation Options
- A Place with Future-Ready Infrastructure
- A Destination and a Place to Call Home
- A City with Growing Prosperity

## Big Ideas

*Creating Vibrant Community Spaces by Enhancing Greenspace, Building Dynamic Neighborhoods, and Building Community Character*



*Supporting Mobility Choices by Improving Multi-modal Accessibility, Improving Connectivity, and Building Resilience*



*Strengthening Community Resilience by Expanding Green Infrastructure and Prioritizing Infrastructure Investments that Support Fiscal and Environmental Sustainability*



*Expanding Local Experiences by Strengthening Commercial Districts and Cultivating Authentic Spaces*



*Enhancing Economic Vitality by supporting attainable housing, keeping high-skilled jobs in Converse, and maintain a stable property tax base*



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## Strategies

## Actions

# Resilience Discussion & Activity

*"The ability to prepare for threats and hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions."*

**FEMA Resilience Definition**

# Discussion & Activity

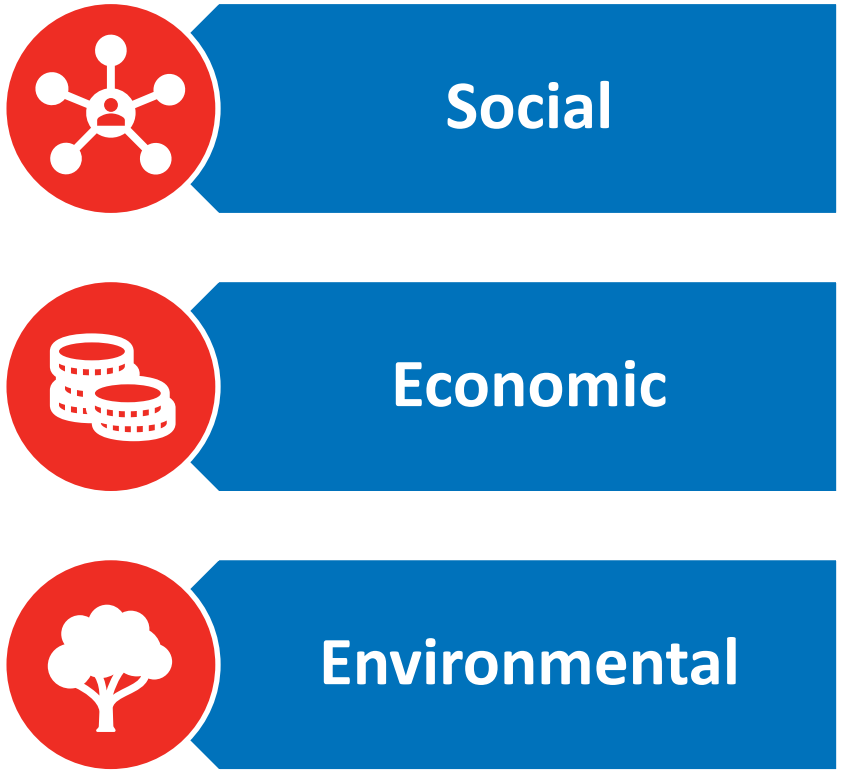
## Resiliency

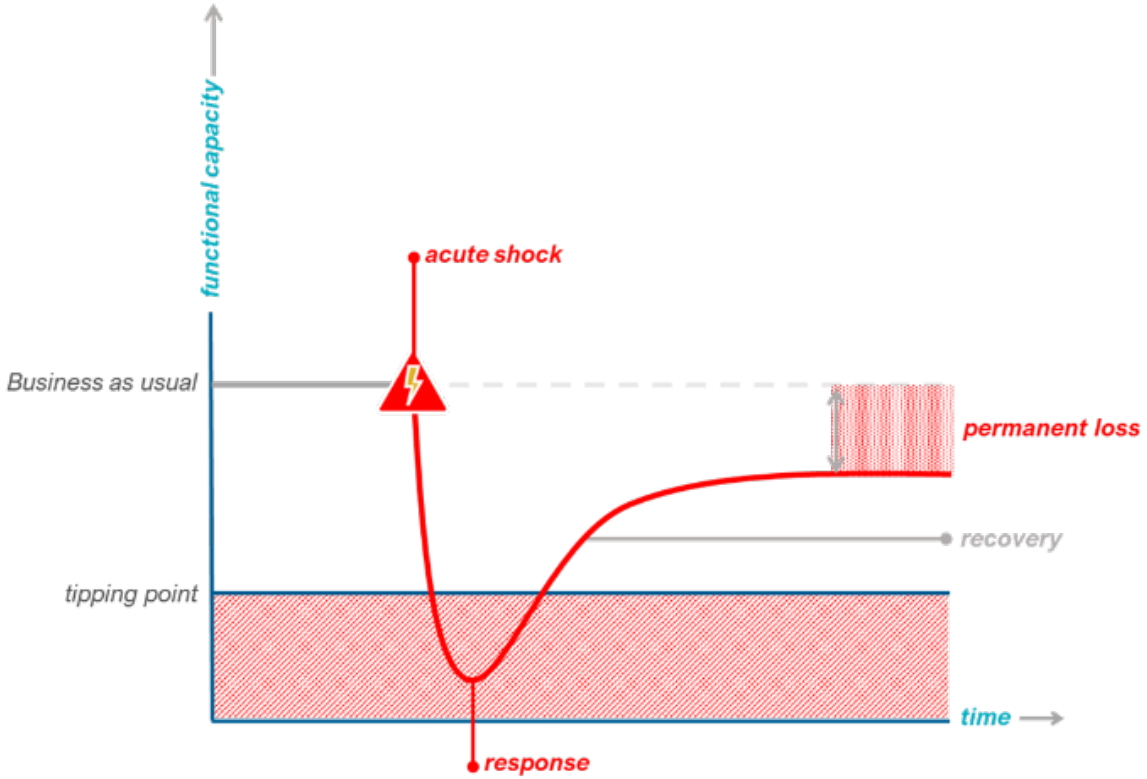
**Acute Shocks**

- Extreme Weather & Natural Disasters
- Grid Failures
- Cyber Attack
- Terrorism Event
- Stock Market Crash

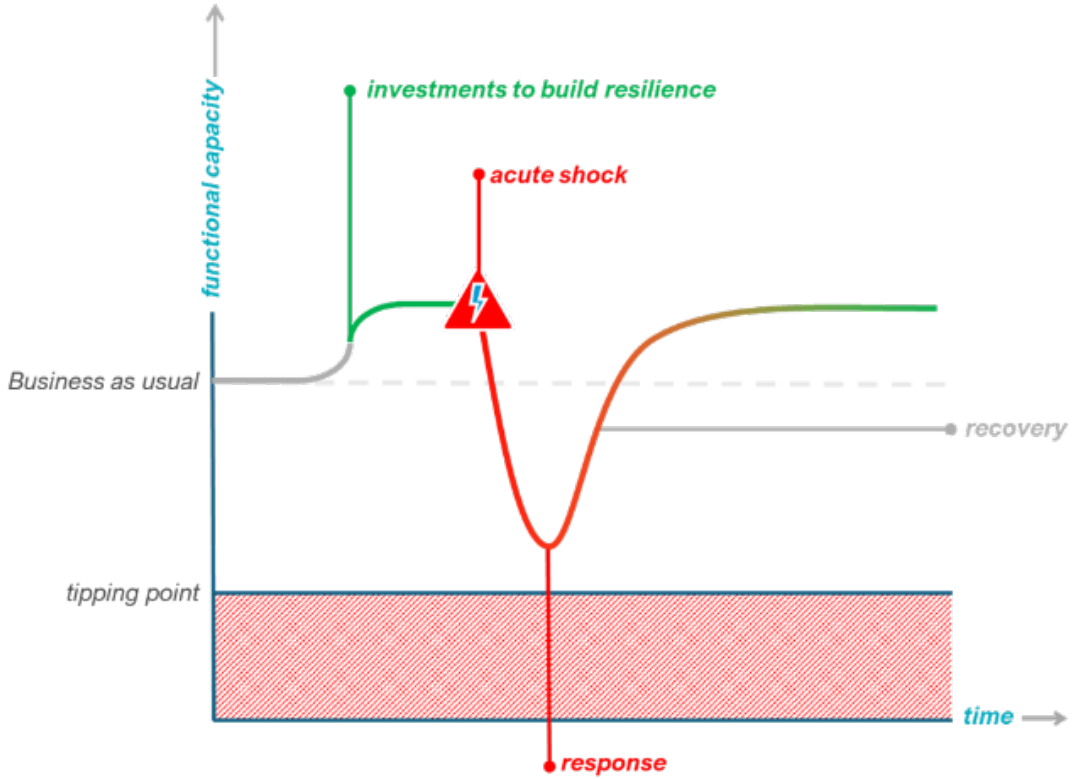
**Chronic Stressors**

- Aging Population
- Homelessness
- Social Disparities/Poverty
- Political Unrest
- Debt
- Air Pollution
- Drought/Water Scarcity
- Environmental Degradation

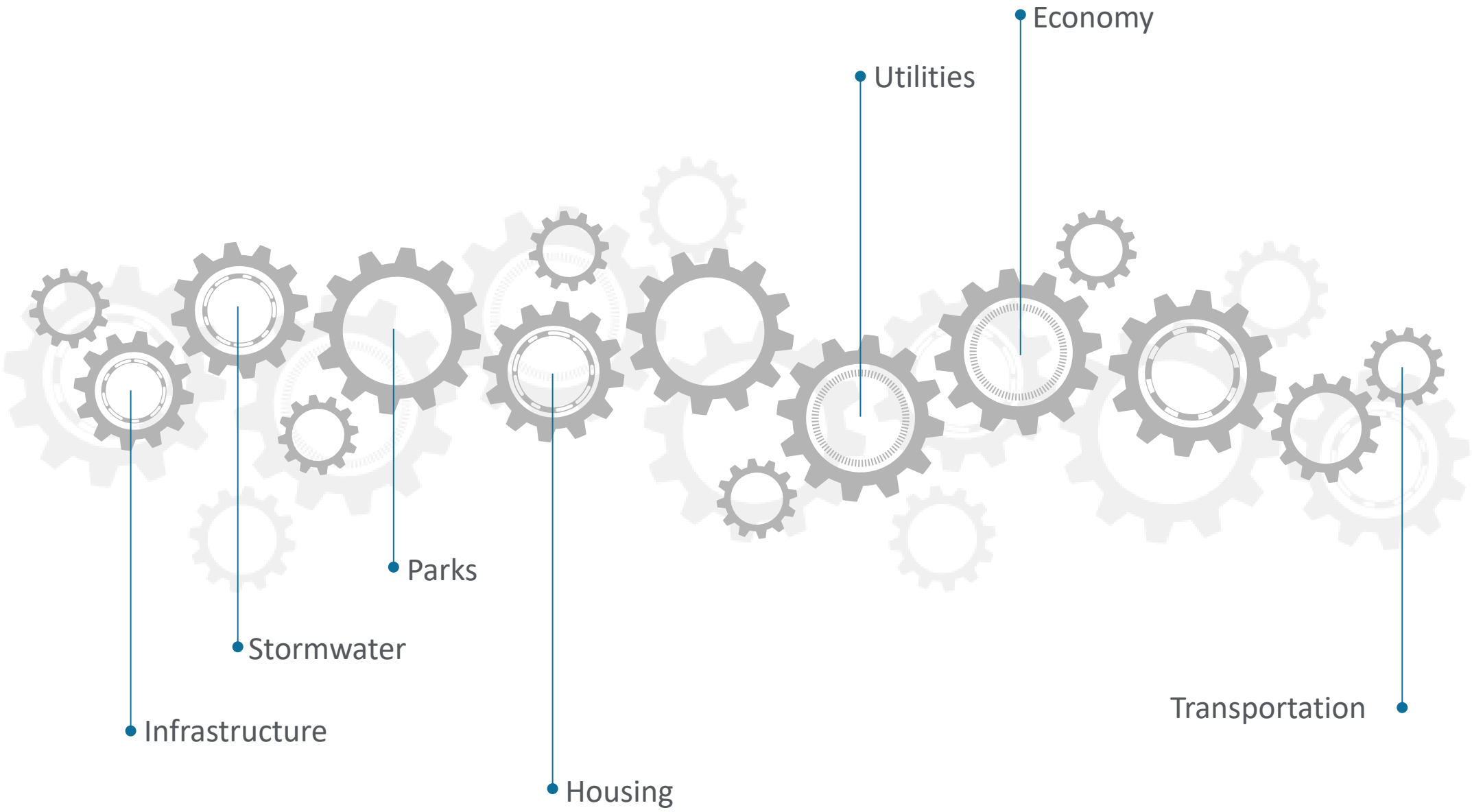


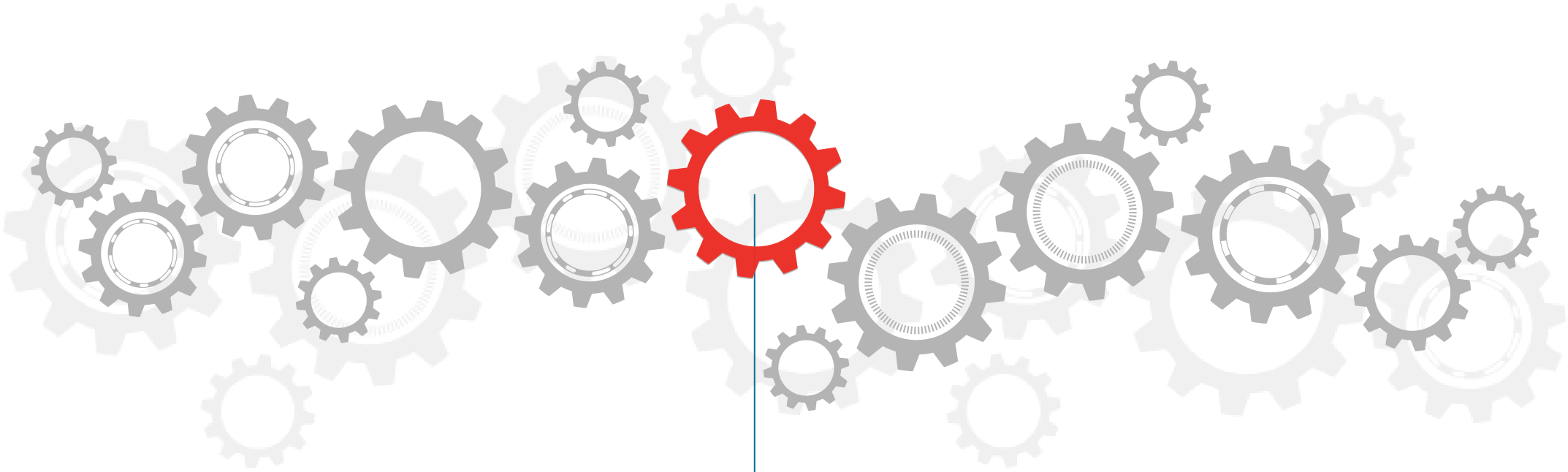



A system operates at a steady state (business as usual) until an acute shock occurs. If the capacity or function of that system drops below a “tipping point,” the system still attempts to recover, but experiences a permanent loss.




If we invest in resilience to improve the overall conditions of our systems prior to an acute shock, we increase the system’s capacity and functional level. From this higher baseline, the same acute shock still requires a period of recovery, but no irreversible damage occurs.


Economy
Utilities
Parks
Stormwater
Infrastructure
Housing
Transportation



Community

# Community Resilience

Addressing underlying social and economic issues so people are as strong as possible in the face of an impact.

- Health
- Housing
- Education
- Affordability
- Equity
- Trust

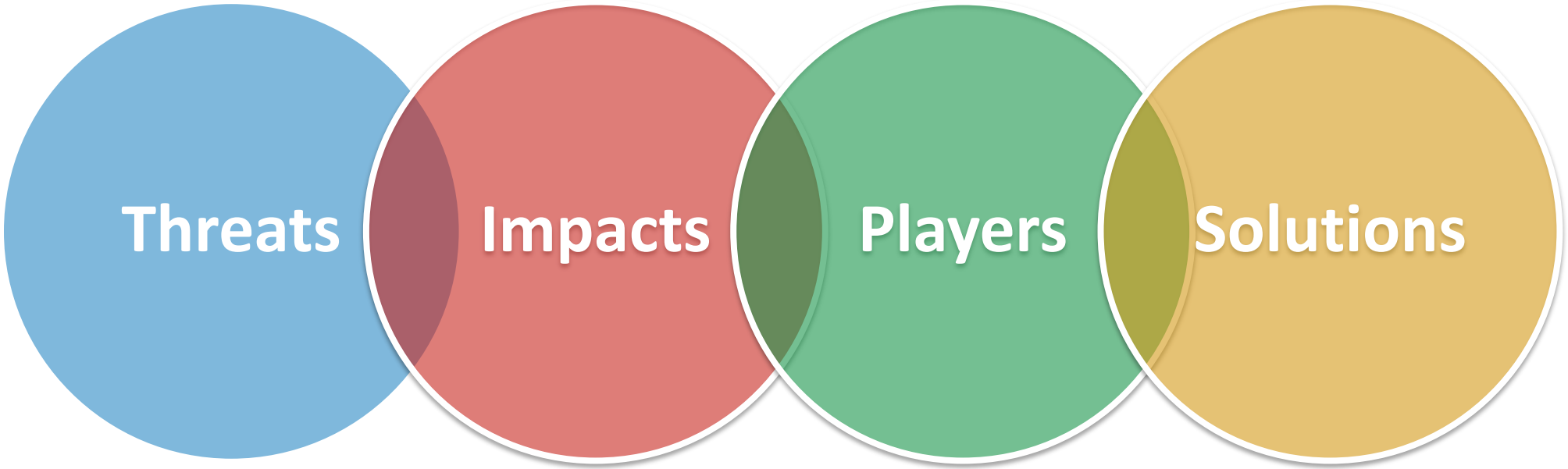
Outcomes:

- Community is self-sufficient and **neighbors take care of each other** during hard times.
- Residents are **engaged** in the community and **connected** to each other.
- **Impacts don't compound** on top of health, social or economic hardships.

**Community resilience is a daily, year-round effort!**

# Discussion & Activity

## Resiliency



# Discussion & Activity

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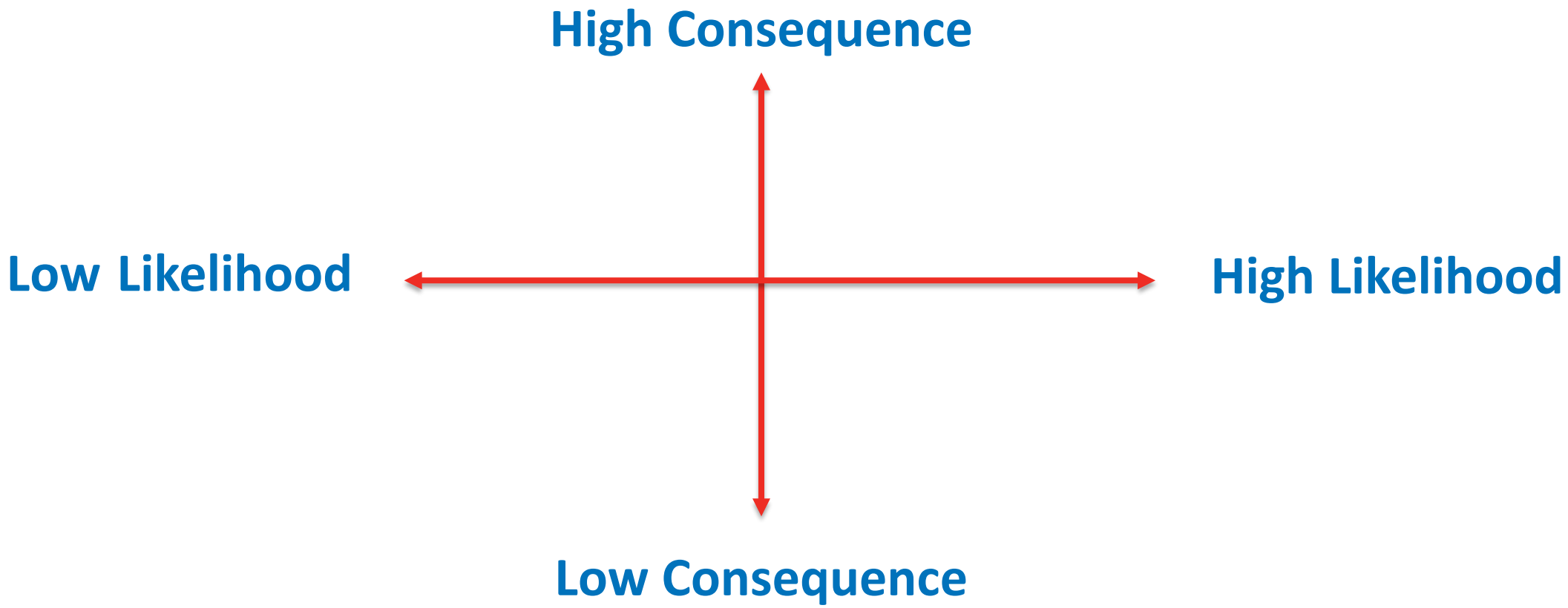



**Brainstorm shocks and stressors for your community**

- Write these on the stickies. Different colors for shocks and stressors.
- Organize based on scale of impact and likelihood to happen.
- Report out and discuss, especially the top right quadrant.

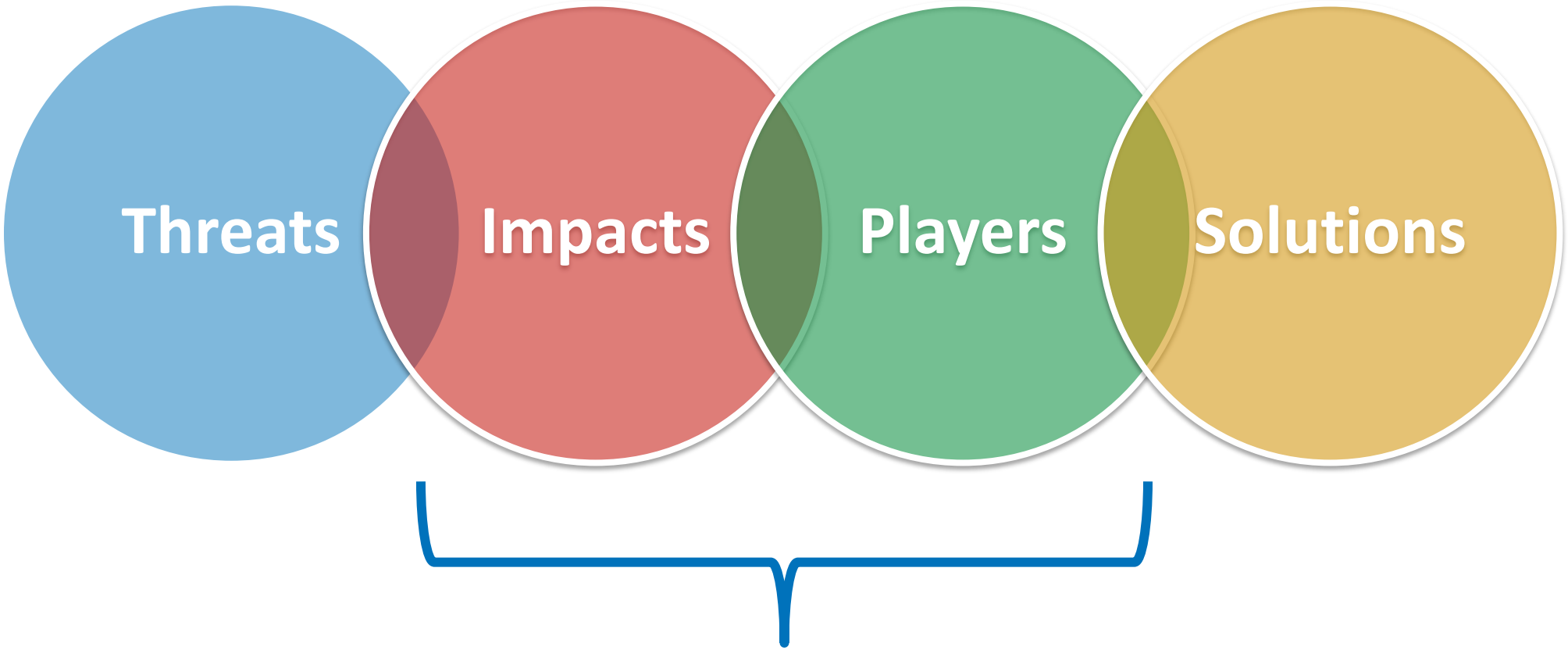
# Discussion & Activity

## Resiliency



# Discussion & Activity

## Resiliency



# Discussion & Activity

## Resiliency




**Select a threat.**

- How might this threat impact the community?
- What might the community lose if this were to happen?
- What needs might arise?
- Who would have to be involved in the solution?

# Discussion & Activity

## Resiliency

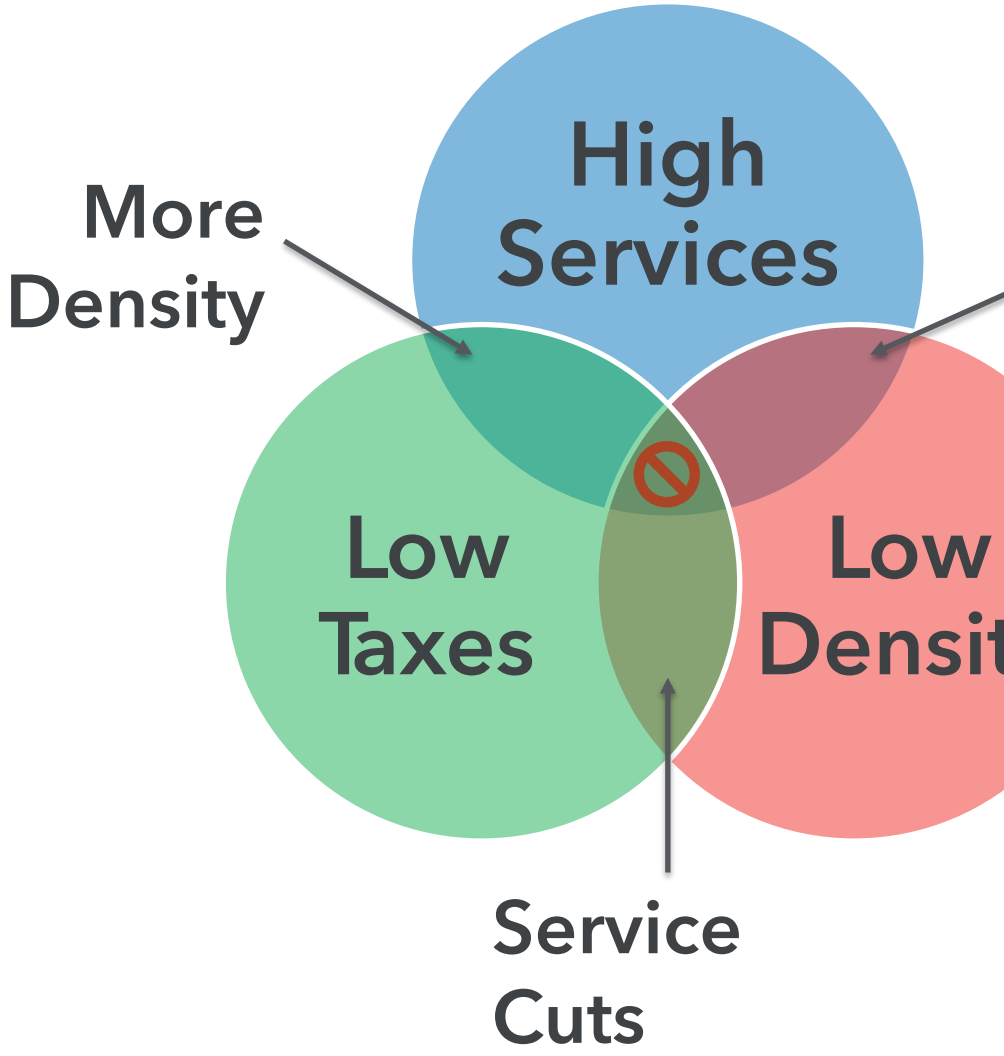
| Threat | Impacts & Losses | Needs | Players |
| --- | --- | --- | --- |
| | | | |
| | | | |
| | | | |
| | | | |

# Land-Use Workshop Purpose

- Provide a fun opportunity for **community members to engage** in the Comp Plan process
- Build the **community's understanding** of what goes into land use planning
- Allow residents to **discuss perspectives and priorities** with their neighbors
- Identify the **primary points of alignment and tension** among the community
- Come away with tangible **City growth scenarios** that can be refined into a single preferred scenario



# Land-Use Workshop



# Land-Use Workshop: Exercise #1

***How will we house the growing population of Converse?***

| Year | Low Growth (0.75%) | Medium Growth (1%) | High Growth (1.25%) |
|---|---|---|---|
| 2020 | 27,466 | 27,466 | 27,466 |
| 2030 | 29,597 | 30,340 | 31,099 |
| 2040 | 31,893 | 33,514 | 35,212 |
| 2050 | 34,367 | 37,020 | 39,870 |
| | **+6,901 residents** | **+9,554 residents** | **+12,404 residents** |

Source: Texas Water Development Board, 2026 RWP Municipal Data; U.S. Census Bureau, 2020 Decennial Census

# Land-Use Workshop: Exercise #1

**Instructions:**

- You must account for approx. 9,500 more people to come to Converse by the year 2050.
- Determine the ideal mix of housing you will use to accommodate those people.

| | | |
|---|---|---|
| **Residential Low-Density and Low-Density+**<br>Single-family, detached homes; ADUs and Duplexes |  | 5 du/acre @ 2.8 people/household<br>= ~350 people/lego brick |
| **Residential Mid-Density**<br>Townhomes, Tri- or Quad-Plexes, Bungalow Courts |  | 12 du/acre @ 2 people/household<br>= ~600 people/lego brick |
| **Residential Multi Family**<br>Apartments |  | 24 du/acre @ 1.5 people/household<br>= ~900 people/lego brick |

# Land-Use Workshop: Exercise #2

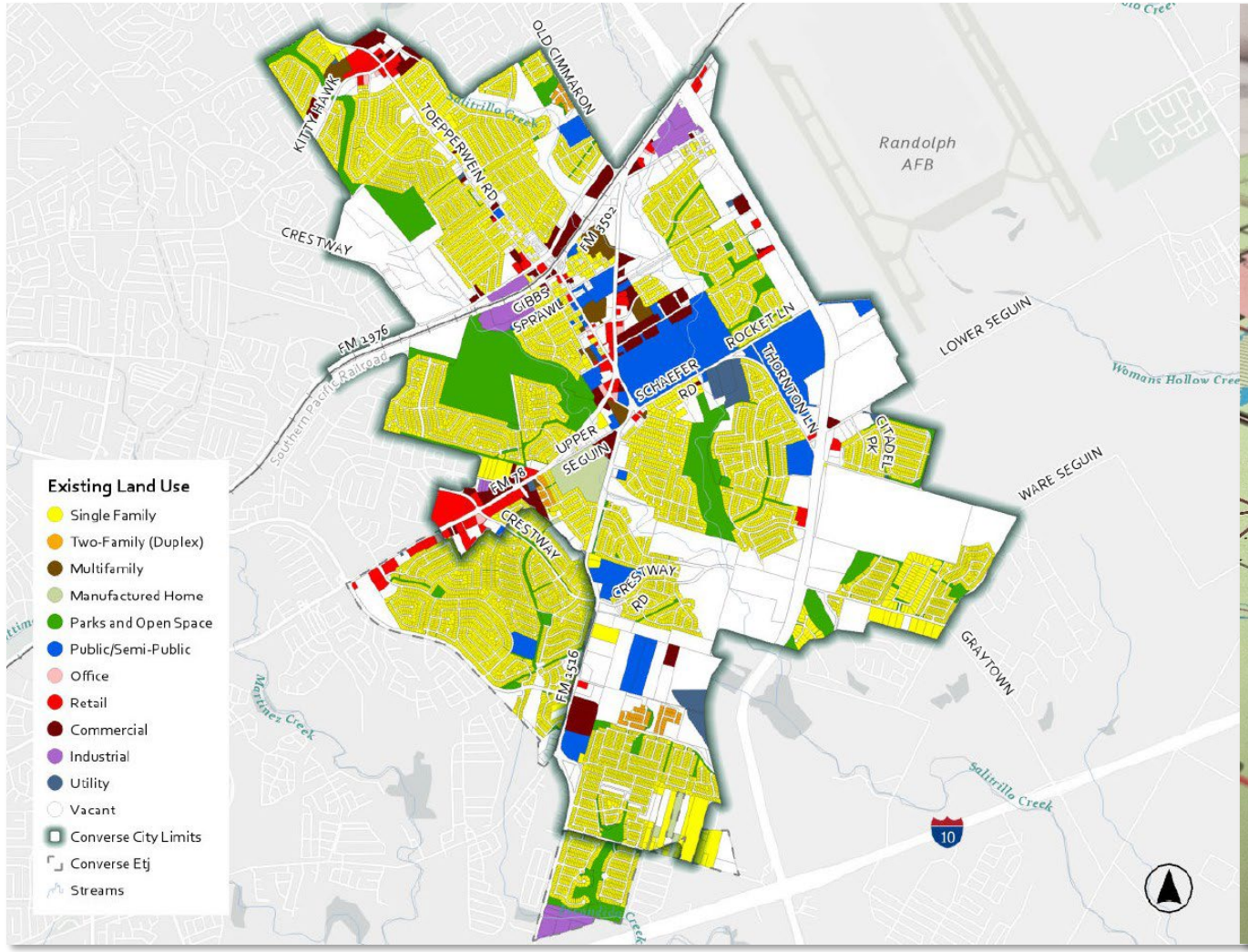
**What types of jobs, retail and services do you want to provide in Converse?**

- You do not have to include any specific types or amounts of services, retail or jobs.
- Determine the types and amount of commercial uses you want to see in Converse.

| | | |
|---|---|---|
| **Retail**<br>Shops, restaurants, professional services |  | 20 jobs/acre<br>**= 250 jobs/lego brick**<br>Can be local or regional scale |
| **Commercial Employment**<br>Offices, medical |  | 52 jobs/acre<br>**= 1300 jobs/lego brick** |
| **Industrial**<br>Warehousing, manufacturing, flex space (such as tech, R&D) |  | 12 jobs/acre<br>**= 300 jobs/lego brick**<br>Can be "light" or "heavy" |

# Land-Use Workshop: Exercise #3

**Where should those homes and businesses go?**






# Ask yourselves…

- **What is important** to you about living in Converse?
- What **tradeoffs are you willing to make** to protect your priority issues?
- What impacts are we creating by putting **certain uses in certain areas**?
- What impacts are we creating by putting **certain uses next to each other**?
- If we do _____, **what are we giving up**? Are we okay with that?

# Land-Use Workshop

Save the Date






CITY OF CONVERSE
CONNECTING COMMUNITY + COMMERCE™

# Next Steps

- Final Survey Results
- Draft Snapshot Chapter
- Land-Use Analysis
- Land-Use Workshop (January 25)
- CPAC Meeting #3 (March)

**www.Converse2050.com**

**Or Scan the QR Code**