

CITY OF
CONVERSE
CONNECTING COMMUNITY + COMMERCE™

Converse 2050 Comprehensive Plan

Public Land Use Scenario Workshop
January 25, 2025

FREESE AND NICHOLS

Today's 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

Agenda

1. Introductory Presentation
2. Exercise #1 – Housing Development
3. Exercise #2 – Commercial Development
4. Exercise #3 – Mapping Activity
5. Discussion & Debrief
6. Arts & Entertainment District Activity

Team

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CD&P

txp

Project Schedule

We Are Here

Initiation

Aug 2

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

Community Snapshot & Analysis

Aug-O

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

Community Vision & Alignment

Sep-D

- *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.**

Why we do Comprehensive Planning

- We **cannot stop** development
- We **cannot control** growth
- If we don't plan for it, **growth will still come**
- We CAN use planning to help **influence and guide growth** in a way that we think will be in the public's best interest

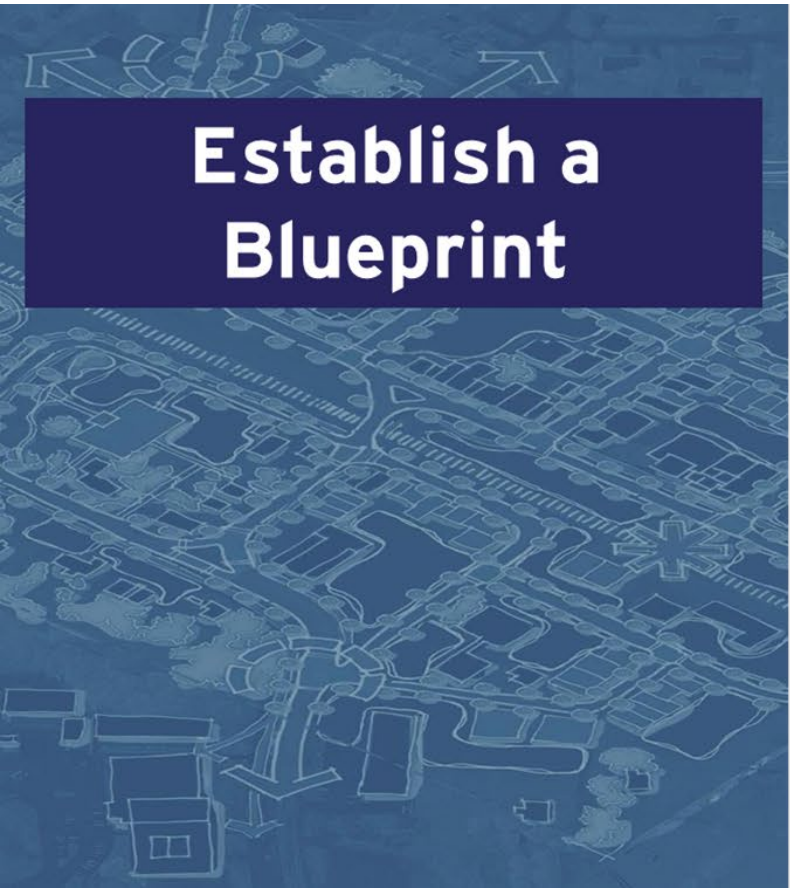
"If you don't have a plan for where you are going, you may end up somewhere else."

- Casey Stengel

"If you want to predict the future, create it."

- Peter Drucker

Why we do Comprehensive Planning







Why we do Comprehensive Planning

It is…

- ✓ Reflection of the community's vision
- ✓ Guide for policy & decision-making
- ✓ Basis for CIP and subsequent ordinances or regulations

It isn't…

- ✗ Legally binding
- ✗ Zoning ordinances
- ✗ Stagnant

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.

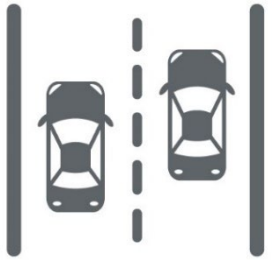


3 sq. miles of vacant or undeveloped land in City limits and ETJ

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:

- **2 CPAC Meetings**
- **2 Public Engagement Events**
  - National Night Out: Oct 1, 2024
  - Intercept Surveys: January 18, 2025
- **Online Interactive Map**
  - Opened: Aug 26, 2024
  - 79 contributions
- **Online Community Survey**
  - Open: Sep 23 – Nov 15 (8 Weeks)
  - 185 survey responses



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.



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.



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.



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.

Ground Rules

1. Be honest and respectful.
2. Listen to understand.
3. It’s okay to disagree, but do so with curiosity, not hostility.
4. Be brief so everyone can participate.

Exercise #1

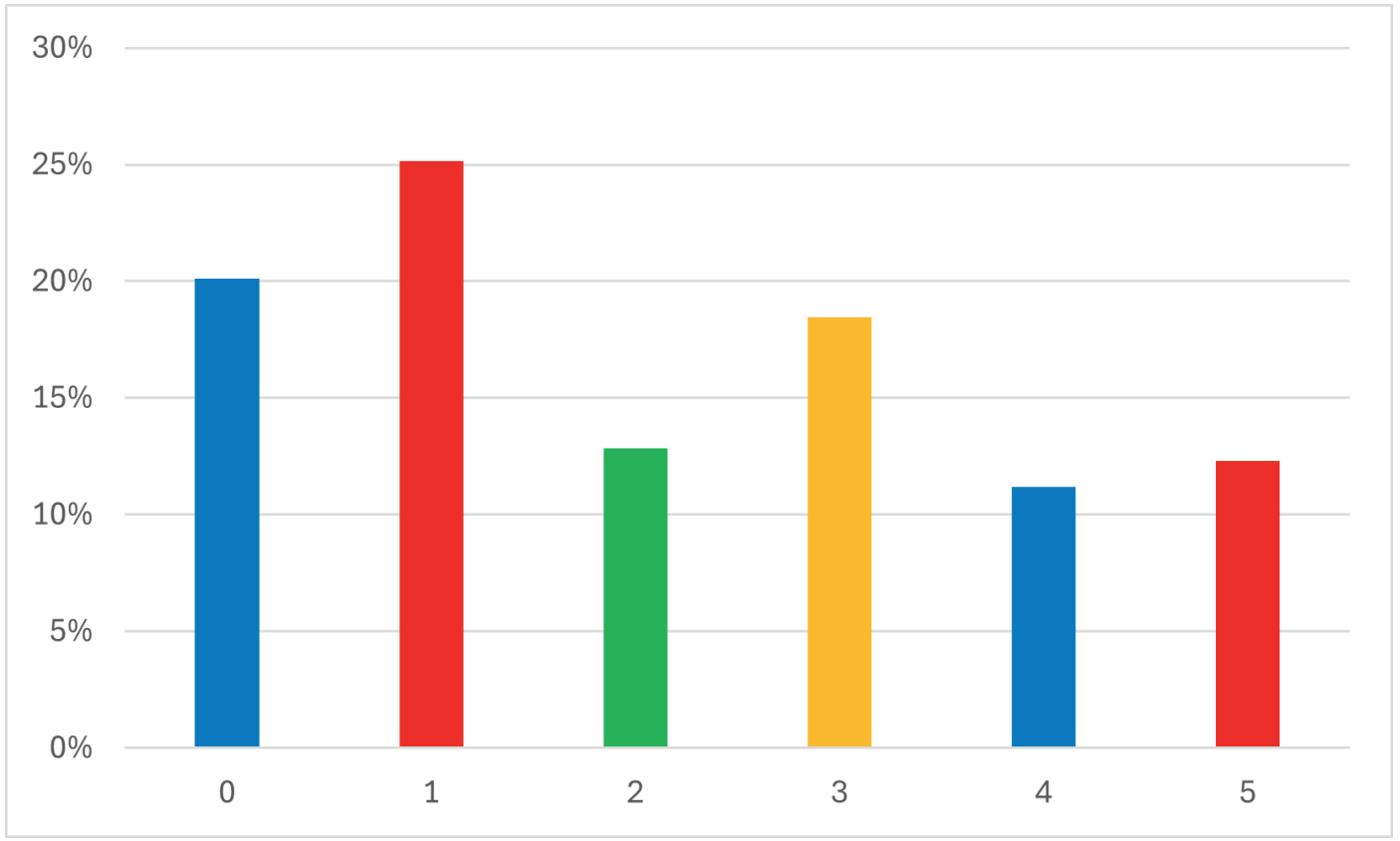
Housing Mix

How will you house the growing population of Converse?

Survey Results

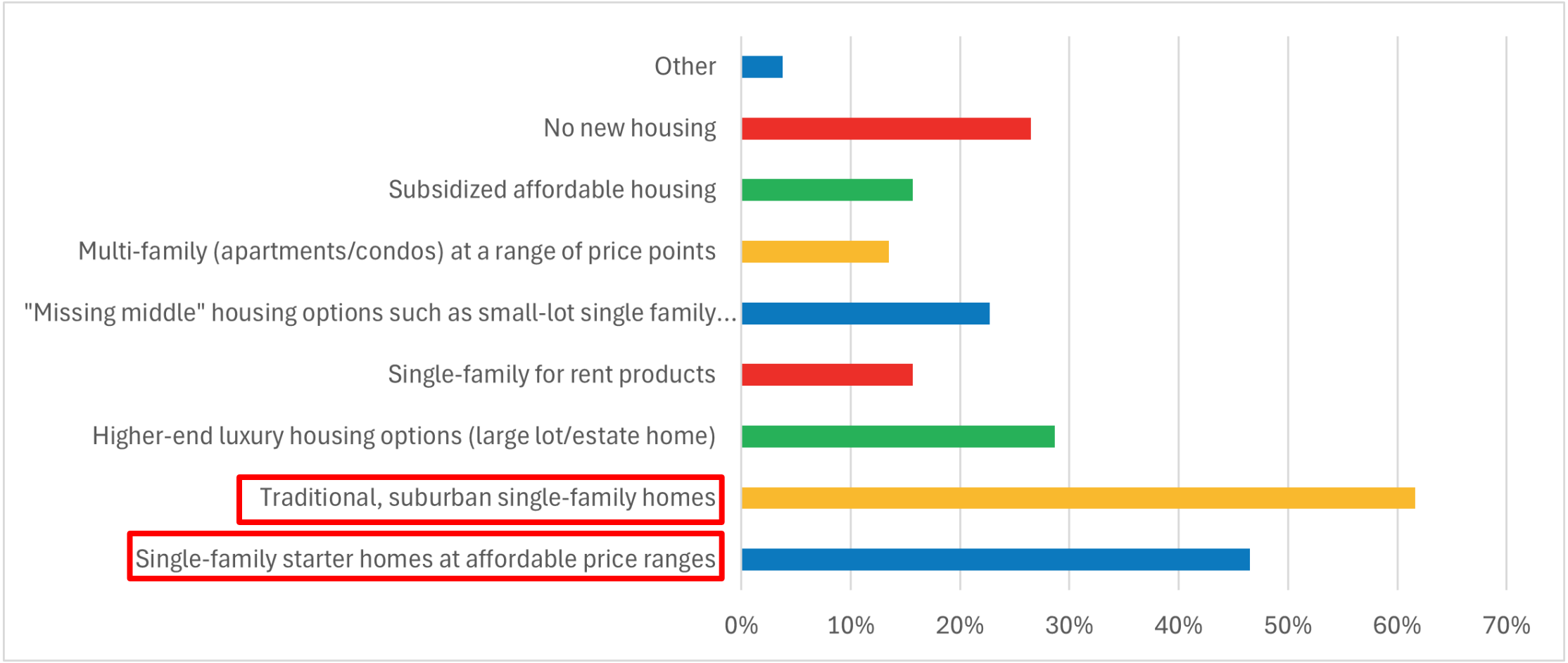
How supportive are you of bringing more residential land-uses to Converse?

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



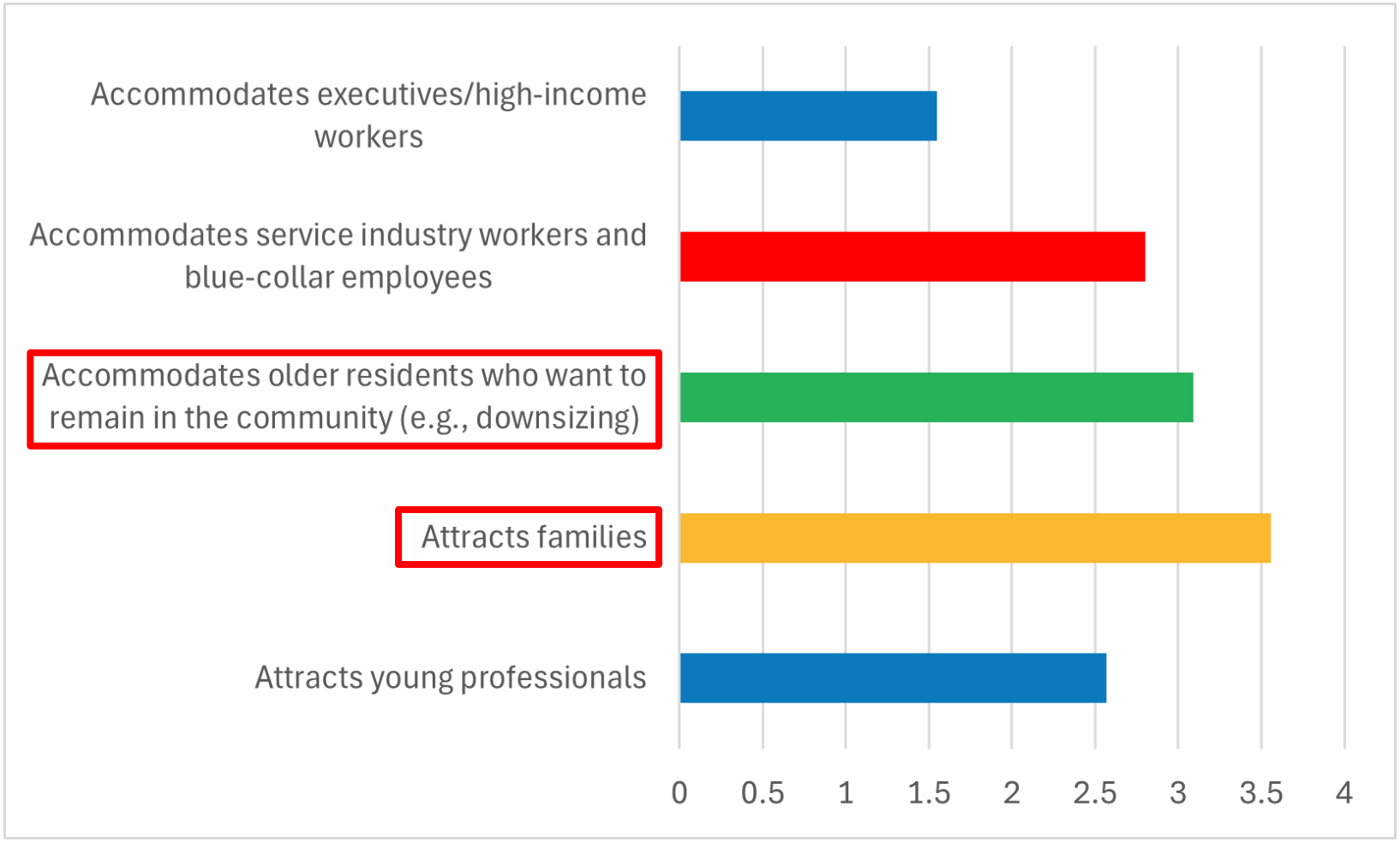
Survey Results

I would support more of the following housing options in Converse:



Survey Results

In the future, Converse should focus on housing that:



Population Projections

	0.75% CAGR	1% CAGR	1.25% CAGR
Year	Low Growth	Medium Growth	High Growth
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, 2020 Decennial Census

Housing Types for Consideration

Residential Single-Family Single-Family, Detached Homes		▪ Houses with private yards, attractive to families ▪ Lowest per lot impervious cover ▪ "American Dream" lifestyle ▪ Ownership = wealth creation ▪ Can be ownership or rental	▪ Higher prices, higher maintenance ▪ Highest demand for roadway and utility infrastructure per unit ▪ Usually leads to overall highest impervious cover ▪ Often very car-dependent, unless incorporated into a complete community







Housing Types for Consideration

Residential Single-Family+ ADUs and Duplexes		▪ Can increase efficiency/density with low impact on character ▪ Allows for multi-generational living or owner to supplement their income ▪ Good for infill projects within existing neighborhoods ▪ Usually rental, owners may live on one side of a duplex and rent the other	▪ Parking and traffic concerns in existing neighborhoods, unless located near transit







Housing Types for Consideration

Residential "Missing Middle" Townhomes, Tri or Quad Plexes, Bungalow Courts		▪ Attractive to young professionals and retirees ▪ Lower prices, lower maintenance ▪ Still compatible in character with lower-density housing ▪ Appropriate for infill projects within existing neighborhoods in some cases ▪ May be ownership (condo) or rental	▪ Can still be high price-points if luxury construction



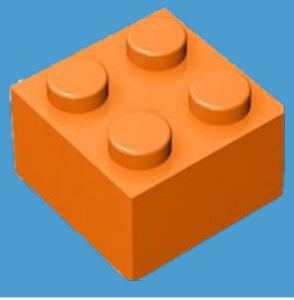


https://fryeproperties.com/construction/bungalow-court-the-cavalier-residences/



https://ui.charlotte.edu/story/past-and-future-charlotte-fourplex

Housing Types for Consideration

Residential Multi Family Apartments, Assisted Living		▪ **Most efficient land consumption and infrastructure** ▪ **Trades private outdoor space for larger public open spaces and amenities** ▪ **Likely rentals**	▪ **Not a desirable lifestyle for everyone** ▪ **Trades private outdoor space for larger public open spaces and amenities**

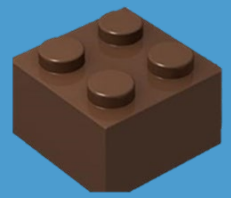
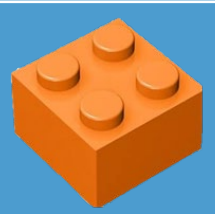






Instructions

- **You should account for approx. 9,500 more people moving 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+ Single-family, detached homes; ADUs and Duplexes		**125 people per Brick**
Residential "Missing Middle" Townhomes, Tri- or Quad-Plexes, Bungalow Courts		**200 people per Brick**
Residential Multi Family Apartments		**320 people per Brick**

Ask yourselves…

- What types of housing are **consistent with the community's vision and goals**?
- What **types of housing are currently missing** in Converse?
- Are there any housing **types you can easily rule out**?
- Could you purchase your current home in Converse today? Could your family or friends who want to move into the community purchase a home here?
- Do we want to **continue current trends or do something different?**
- Who might be joining our community? **What types of housing will they need?**

Exercise #2

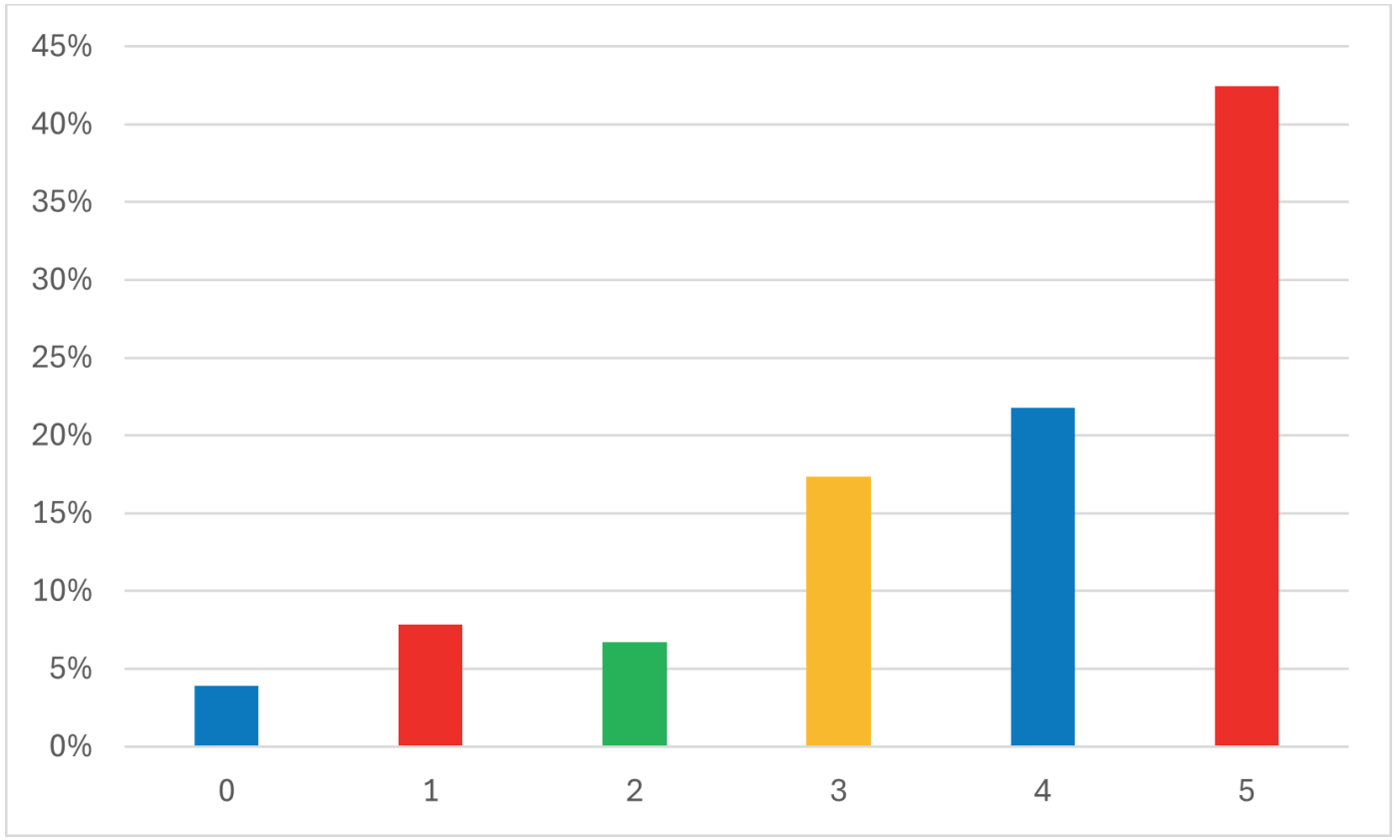
Jobs & Commercial Mix

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

Survey Results

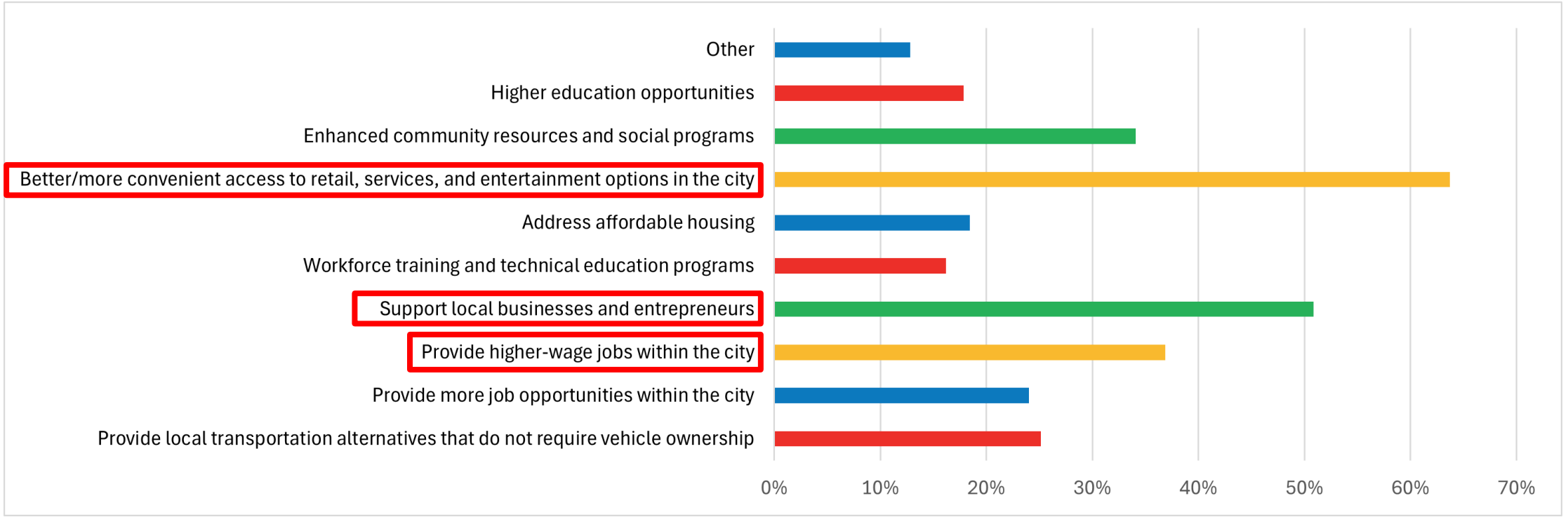
How supportive are you of bringing more <u>commercial</u> land-uses to Converse?

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



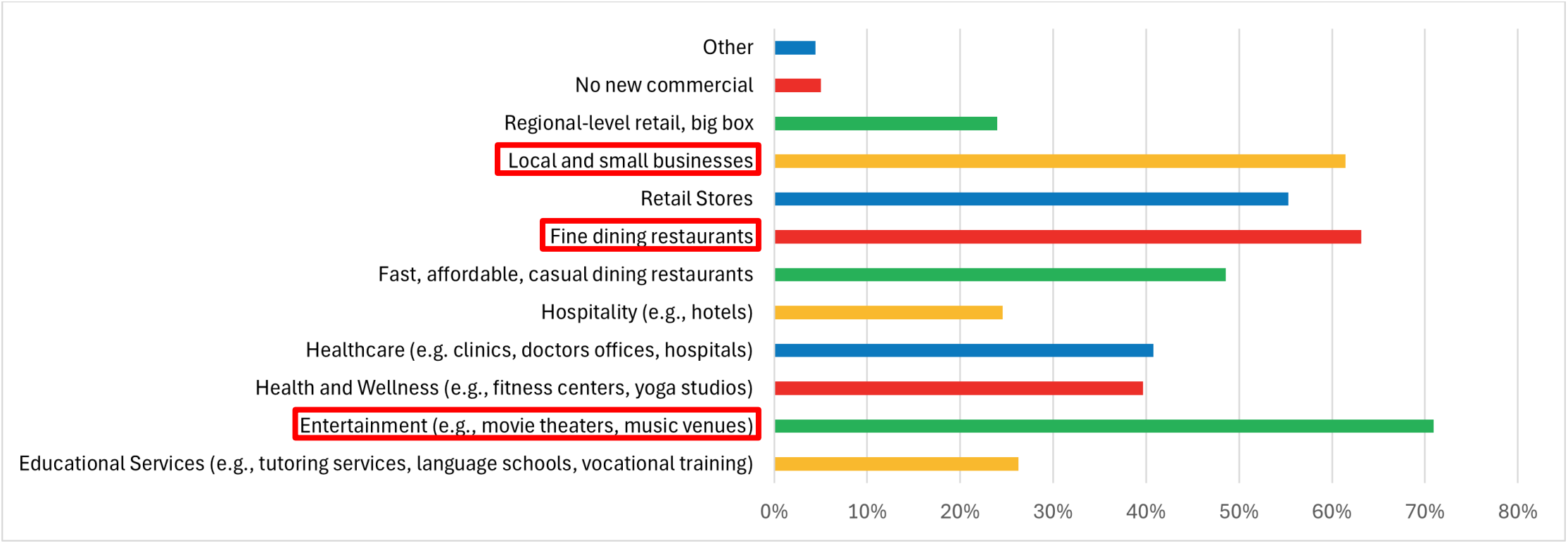
Survey Results

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

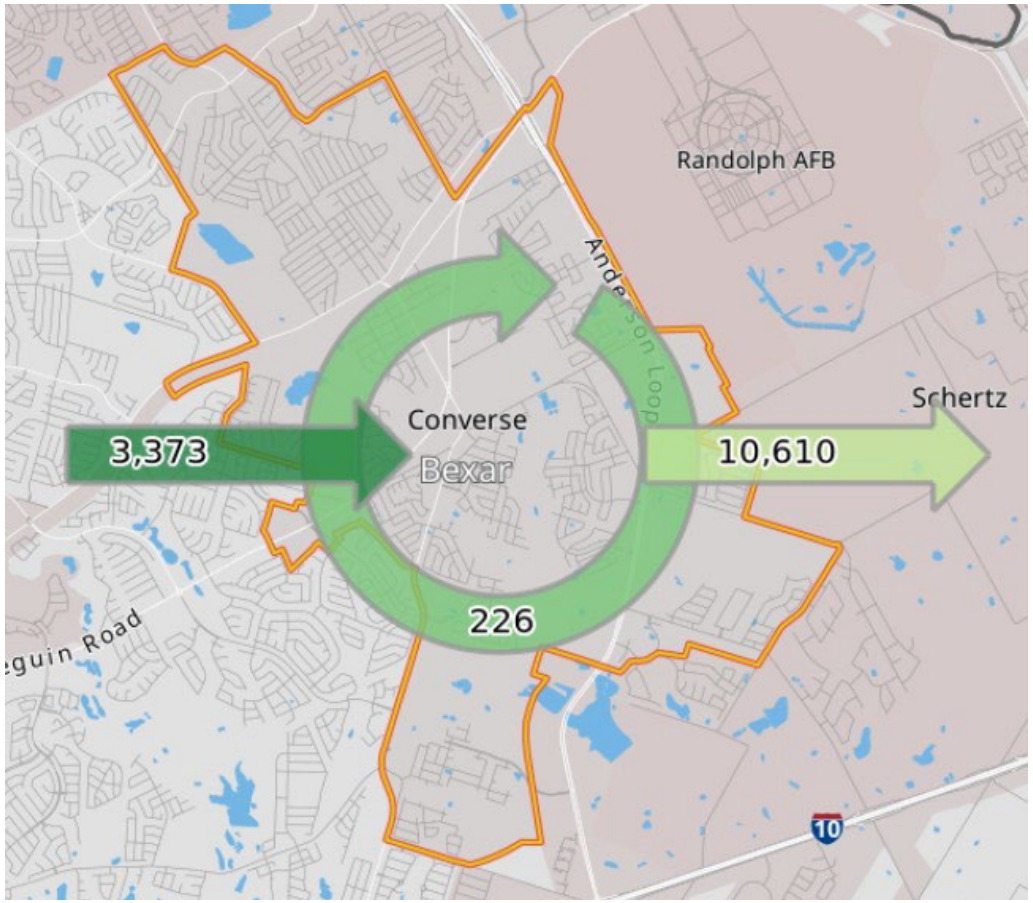


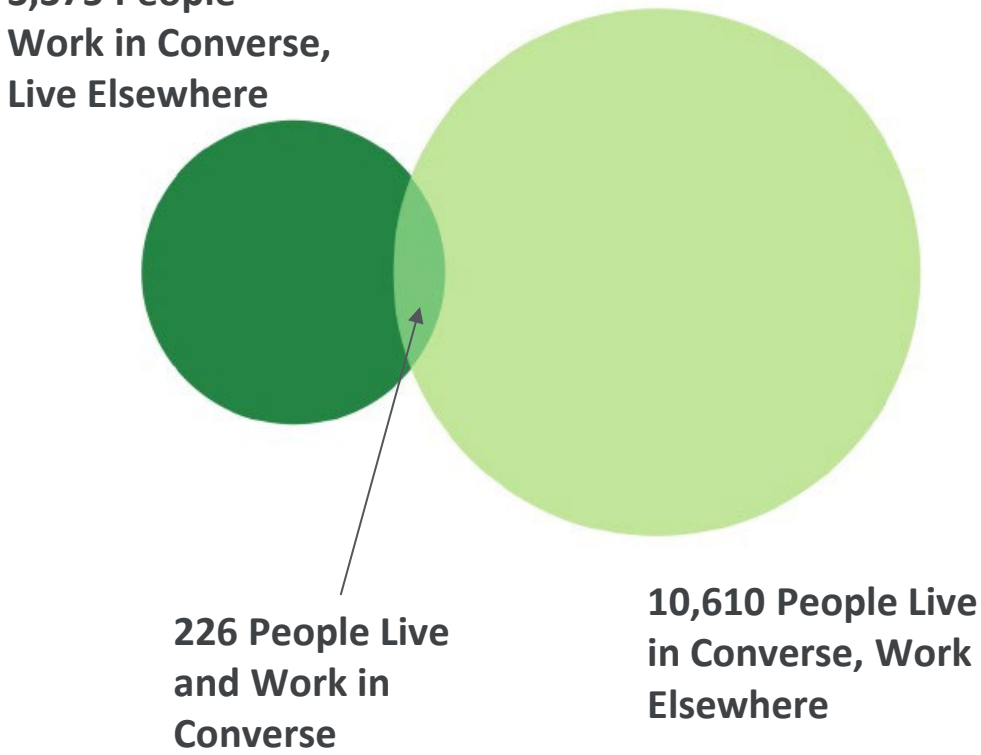
Survey Results

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



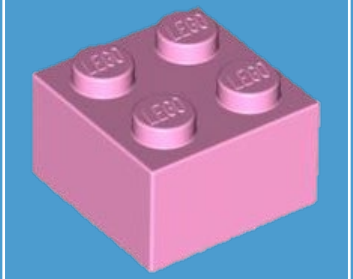
Commute Trends





Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Job Inflow/Outflow Counts in 2021 – All Workers)

Commercial Types for Consideration

Local Retail Boutiques, Small Businesses, Restaurants, Personal Services		▪ Often within walking distance or a short drive of neighborhoods ▪ Adds variety and unique character to the community ▪ Opportunities for shared parking ▪ Unique product offerings	▪ Lower paying jobs (cashiers, servers) ▪ Limited product offerings ▪ More economically vulnerable







Commercial Types for Consideration

Regional Retail Supermarkets, Big Box Retailers, Entertainment Venues		▪ Offers a greater economic impact to local community ▪ Serves a broader customer base. ▪ High brand recognition retailers	▪ Lower paying jobs (cashiers, servers) ▪ Greater environmental impact ▪ Often along major roadways or intersections







Commercial Types for Consideration

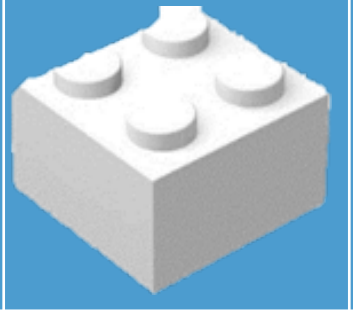
Commercial Employment Offices, Medical		▪ Higher paying jobs with benefits ▪ Allows workers to have jobs closer to home ▪ Attracts major corporate employers ▪ Good tax base	▪ Can create auto-centric office parks, depending on location ▪ Peak traffic during commute times







Commercial Types for Consideration

Industrial Warehousing, Manufacturing, Flex Space (such as tech, R&D)		▪ Lower-wage jobs (tech/R&D can bring higher wage jobs) ▪ Can be “light” or “heavy”, based on nuisance ▪ Often a supportive use for other commercial ▪ Good tax base	▪ Creates nuisances, not compatible with residential uses ▪ Truck traffic, likes access to major roads

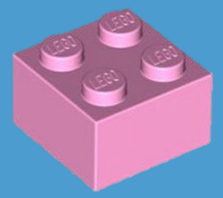
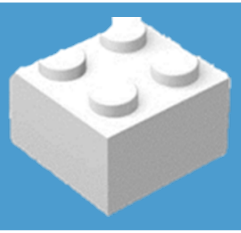






Instructions

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

Local Retail Boutiques, Small Businesses, Restaurants, Personal Services		**90 Jobs per Brick**
Regional Retail Supermarkets, Big Box Retailers, Entertainment Venues		**180 Jobs per Brick**
Commercial Employment Shops, restaurants, professional services		**450 Jobs per Brick**
Industrial Warehousing, manufacturing, flex space (such as tech, R&D)		**110 Jobs per Brick**

Ask yourselves…

- What types of retail, services and jobs are **consistent with the community's vision and goals?**
  - Keep in mind we cannot determine the exact uses that will come here, but **what do we want to make allowance for?**
- What **types of retail, services and jobs are missing** in Converse?
- Are there any types of commercial **uses you can easily rule out?** What might that mean for access to jobs, goods and services?
- Do we want that to **continue current trends or do something different?**
- Is our **ratio of housing to jobs** (quantity and types) balanced? If not, what might that mean for the community?

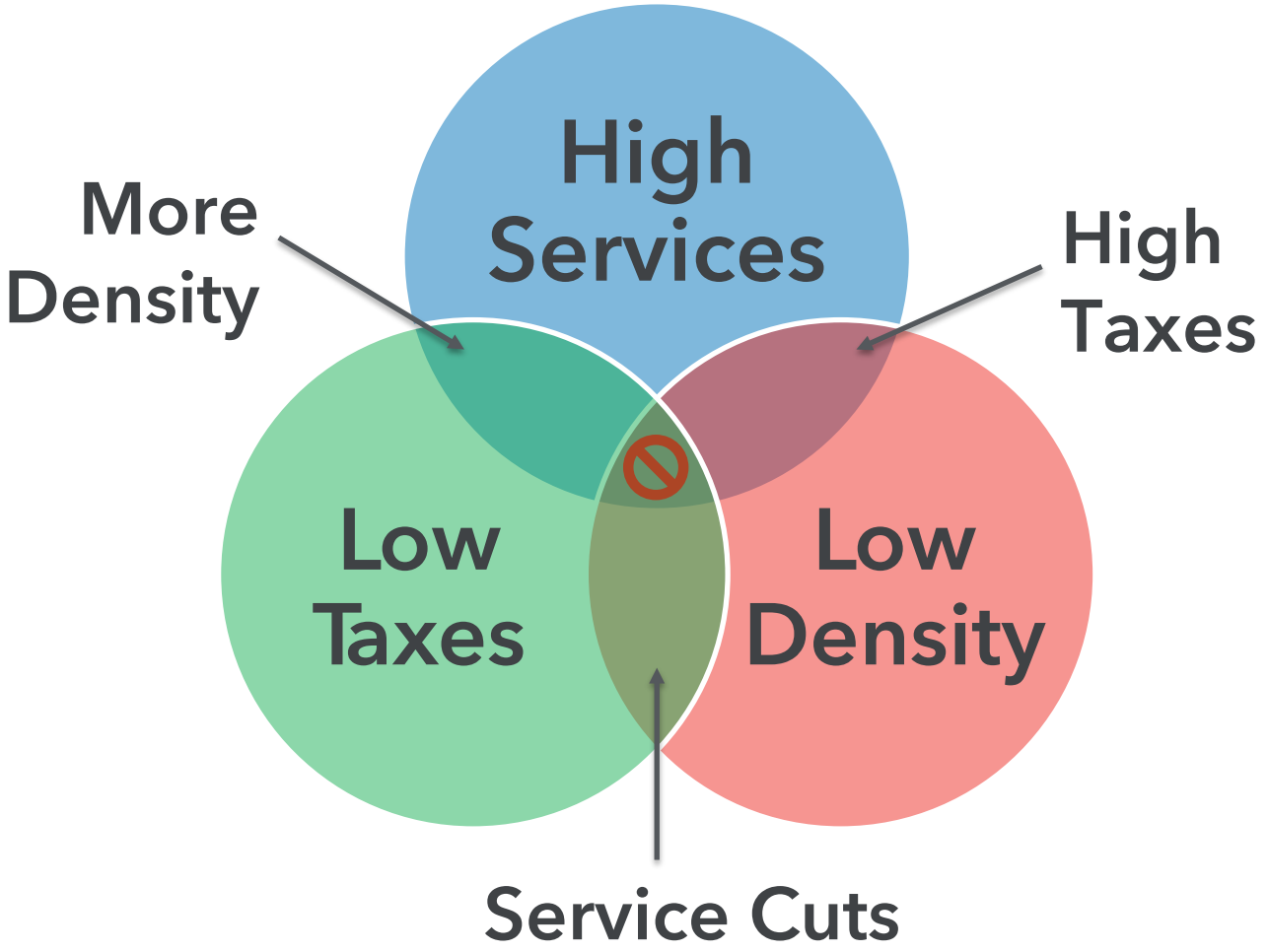
Exercise #3

Land Use Mapping

Where should those homes and businesses go?

Tradeoffs & Considerations

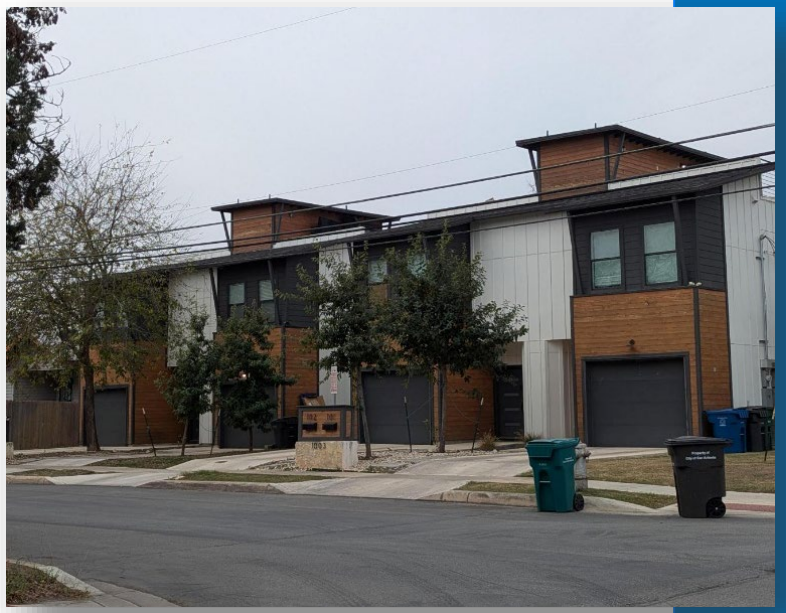
- Tax base is what keeps the City government running. Without income tax, Texas cities rely on property and sales tax.



Consider the Next Increment







Home	Lot Size	Assessed Value	Tax Revenue (at 2%)	Taxes Paid per Household
Single Family Home	6,000 sq ft	$300,000	$6,000	$6,000
Attached Single Family	6,000 sq ft	$400,000	$8,000	$4,000

Traffic Impacts

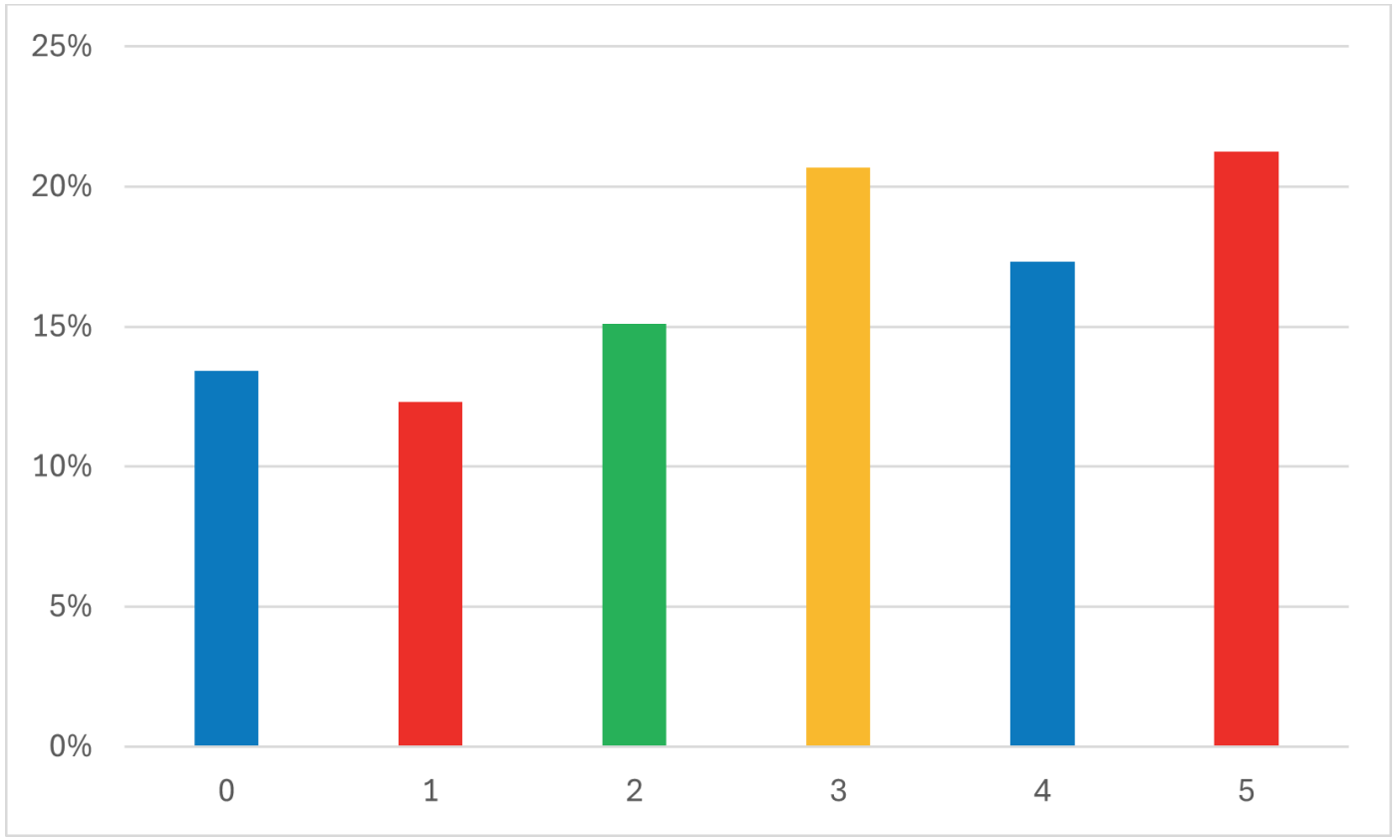
- Compact and mixed-use developments allows for alternative transportation mode choices.
- Higher densities support public transit options.
- Geographic distribution of goods and services allow shorter trips to access daily needs.



Survey Results

How supportive are you of bringing more mixed-use developments 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



Mixed Use Development

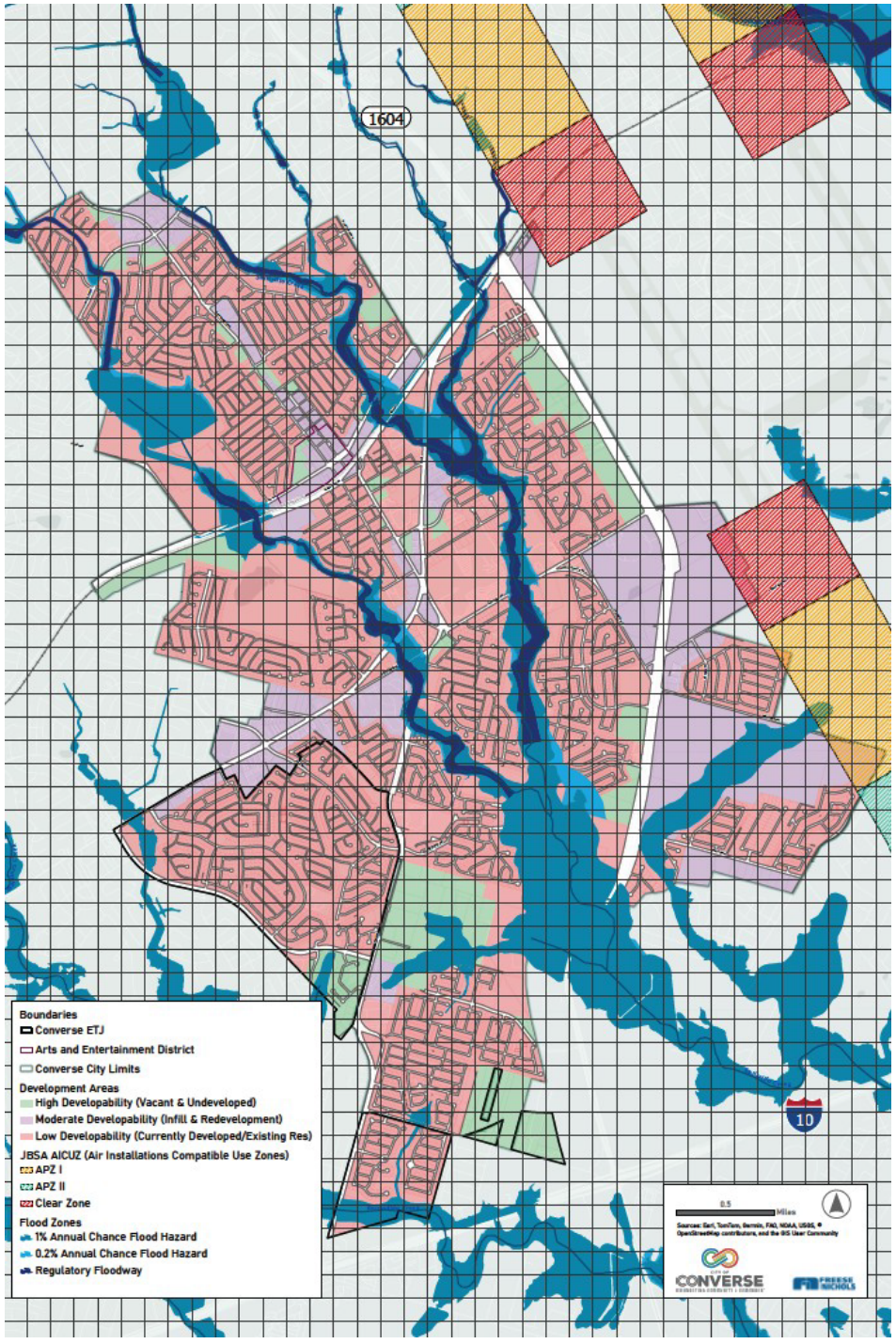






Developable Areas

- Notice that not much of the City is “in play” for this exercise.
- We are focused on the high (green) or moderate (purple) developability areas for this exercise.



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?

Instructions

- Find a way to fit your housing and commercial blocks into the City or ETJ.
- You may adjust your housing and commercial types if your mix is not working as intended.
- You can only place new developments in the high (green) or moderate (purple) developability areas on the map.
- You can put residential+ (brown) or local retail (pink) over existing neighborhoods to indicate the addition of infill duplexes/ADUs or small shops to the established neighborhood.
- You can stack orange residential or red office over either retail to create vertical mixed-use areas.
- You can also stack orange residential or red office uses on themselves to indicate higher densities/taller buildings.
- You do not have to cover everything; you can leave some places for agricultural/open space uses.
- You may use markers to draw proposed roads and trail connections on your map.
- THERE IS NOT ONE RIGHT ANSWER

Discussion

- **What are our main areas of agreement?**
- **What are our main points of tension?**
- **Were there any issues or questions that are still outstanding?**
- **What other creative solutions are there that we haven’t talked about tonight?**

CITY OF CONVERSE
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Next Steps

- CPAC #3 - Land-Use Alternatives (March 2025)
- City Council Briefing – Preferred Land-Use (April 2025)

www.Converse2050.com

Or Scan the QR Code