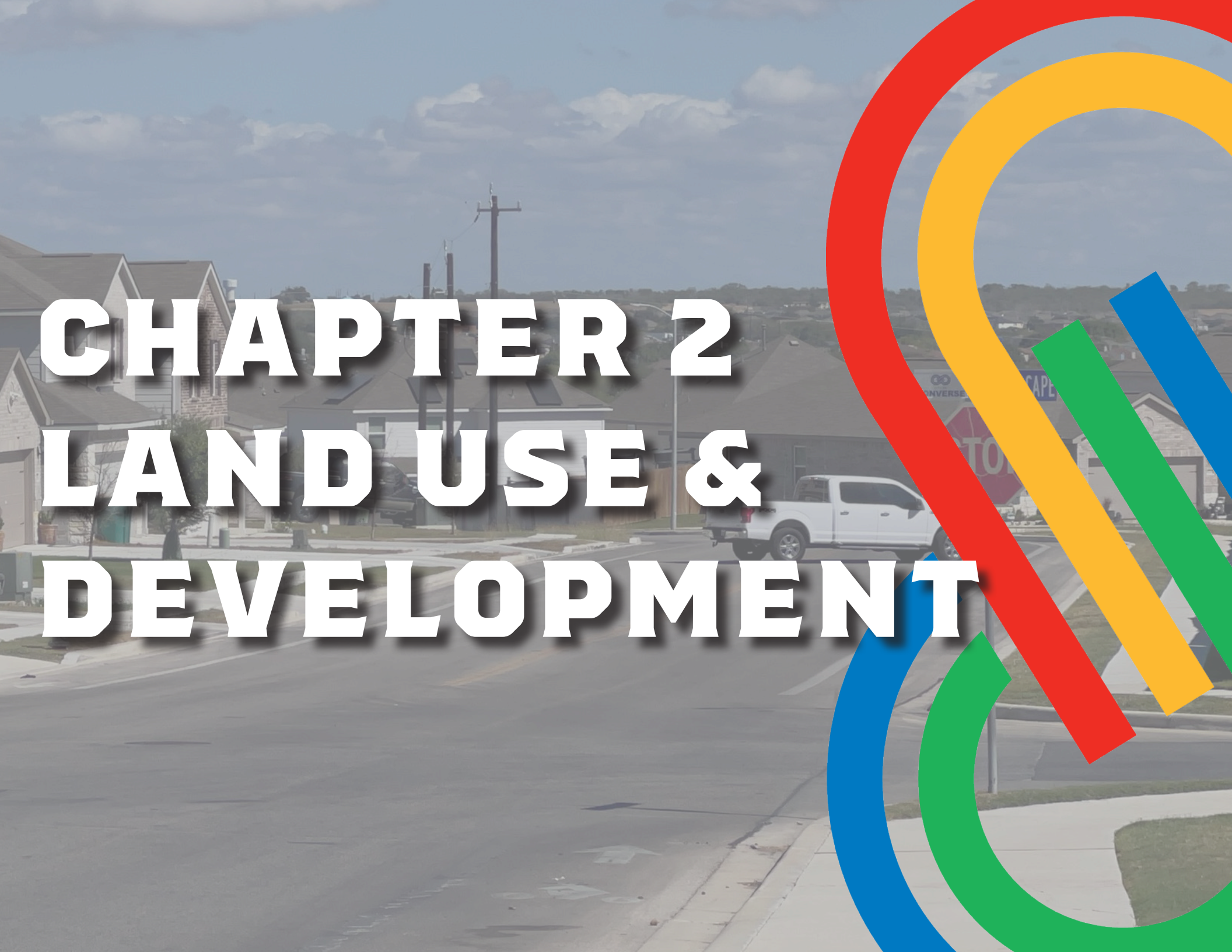

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GORE CRESCENT



CHAPTER 2
LAND USE & DEVELOPMENT

Land Use & Development

The purpose of this chapter is to outline a forward-looking strategy for land use in Converse. This begins with an assessment of development as it exists, including areas likely to remain stable over the next two decades, providing a foundation for continuity. Building on this, future land use categories are crafted to guide both new growth and revitalization efforts. These categories are shaped by the community's aspirations and priorities, with supporting financial considerations and market trends.

The scale and distribution of land use play a significant role in shaping key aspects of municipal government, including infrastructure demand, traffic flow, local quality of life and economic development. Efficiently arranged land use enables cities to expand in a structured and balanced way. By proactively planning for future land use, the City gains a clearer understanding of potential development scenarios, enhancing its ability to prepare and respond strategically.

This Comprehensive Plan seeks to achieve a thoughtful balance of land uses by analyzing current development patterns and determining suitable areas for future uses. A well-balanced land use strategy helps ensure that residents have access to essential services and resources.

Developing the right balance of land uses is often a complex task, particularly when existing land uses are incompatible with proposed uses. One way to ease these tensions is to reshape current uses so they better fit the evolving character of the area. This kind of transition rarely comes easy, challenges due to property ownership, high costs of redevelopment and gaps in infrastructure can all stand in the way. In contrast, the City tends to have more control over land that has not been developed yet, where new construction can be guided by today's codes and long-term plans.

This chapter utilizes existing conditions, scenario planning and community visioning to create a Future Land Use Plan (FLUP) that can act as a guide for Converse's future land development.

The subsequent sections of this chapter are as follows:

- Why Land Use Matters
- Existing Land Use
- Economics of Land Use
- Future Land Use Plan
- Fiscal Analysis
- Small Area Plans
- Urban Design Best Practices

By aligning future development with the FLUP, the City of Converse can cultivate a diverse variety of land uses over time. Additionally, the FLUP supports coordination between development efforts and capital improvement planning, helping provide the essential infrastructure to accommodate future projects.



Why Land Use Matters

Land use is at the core of Converse's identity, function and overall resiliency, as a City. Every decision about where and how the City grows affects daily life, from how residents commute to the costs of providing water, roads and emergency services. As Converse continues to experience growth, it is important that residents and decision-makers are equipped with the knowledge and tools necessary to make the most informed decisions regarding land use.

Supporting the Community Vision

Land use policies such as zoning, subdivision regulations and impact fees are tools for which Converse can translate its values into the built environment. The placement of development and the standards which guide construction directly affects the City's character and livability. Whether residents want more walkable neighborhoods, better access to local shopping and dining, or protections for quiet residential areas, the land use framework shapes those possibilities and informs the above land use tools.

Connecting Transportation and Land Use

Converses' subdivision regulations and zoning code not only define the density, intensity and scale of development, but they also directly impact the ways in which people get around Converse. Allowing denser commercial and residential development may reduce the number of trips that residents need to take as more businesses are located in walking or biking distance to residential areas.

Building Resiliency through Land Use

Thoughtful land use planning can assist Converse in preparing for future risks, ranging from climate and weather hazards to shifts in economic trends. By guiding growth toward areas where infrastructure already exists, limiting the expansion of impervious surfaces, and supporting a variety of housing types, Converse can better adapt to changing conditions.

Linking Land Use to Fiscal Health

Land use generate varying levels of tax revenue and require differing amounts of infrastructure and service investment. For a City like Converse, where infrastructure maintenance and staffing costs will increase alongside population growth, land use decisions will directly influence long-term fiscal sustainability. Prioritizing development patterns that better use existing infrastructure and generate a higher tax return per acre helps balance growth with the City's service obligations.



Road Construction on Rocket Lane (Converse, TX)

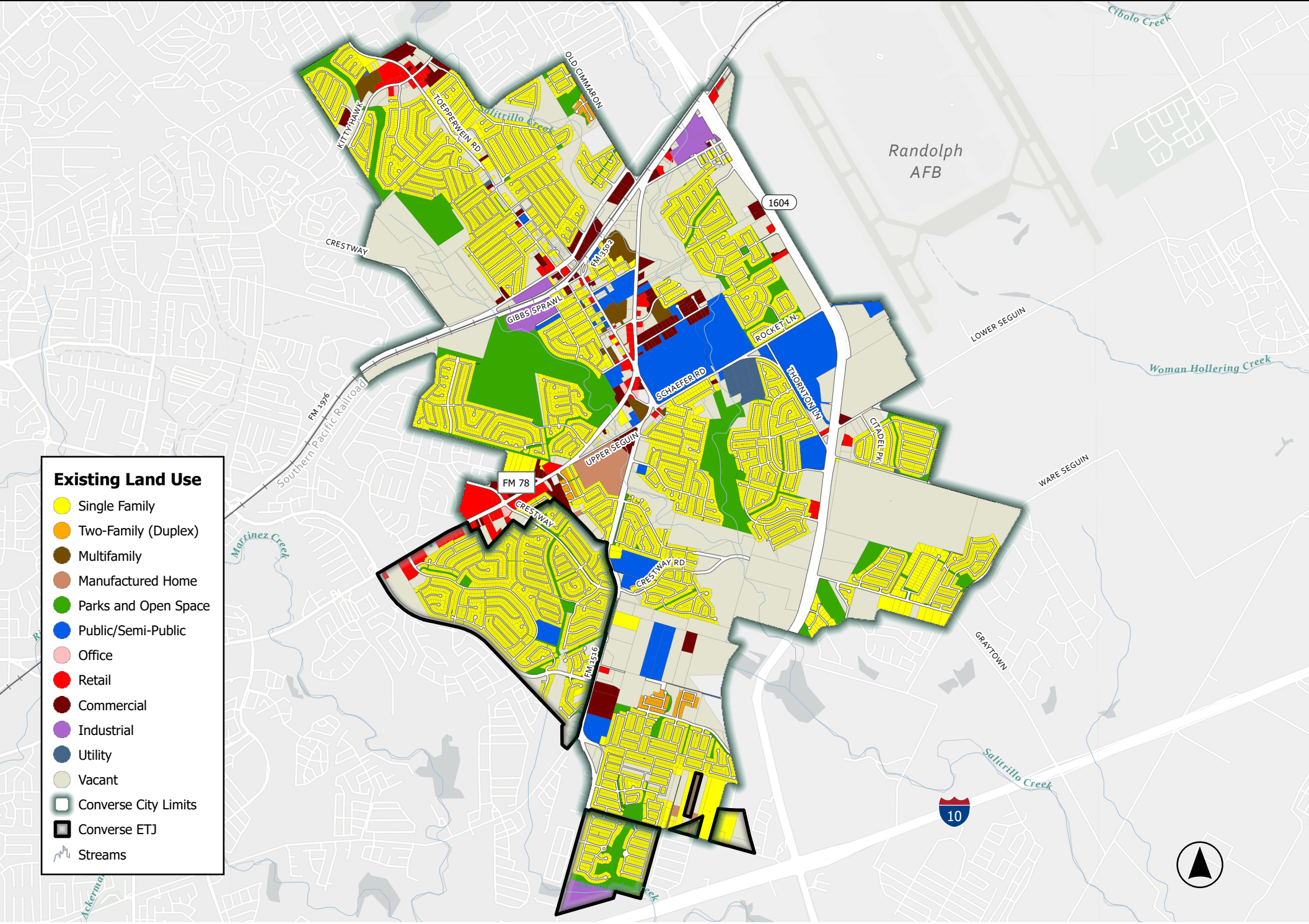
Existing Land Use

Understanding a city's existing land use is a foundational step in shaping its future. This process looks at the broader context of a city rather than a specific focus on single parcels. It offers a clear picture of how land is allocated, whether for housing, business, industry or open space, and helps identify patterns and priorities that influence long-term planning. This knowledge is valuable when developing potential future land uses, as it helps maintain continuity where appropriate and identifies areas that may be ready for change.

Within Converse's city limits, nearly 38%, or 1,909 acres, of land is currently single-family residential. The next most prevalent use within the City is vacant land, which accounts for approximately 36% of the total land area. A portion of this vacant land lies within the 100-year and 500-year floodplains. Converse's geographic proximity to Loop 1604 and several major employment centers has influenced its existing mix of uses, with a significant focus on residential development. With many jobs located outside the City, a large percentage of residents commute elsewhere for employment - just under 75% of Converse's employed workers live in the City but work outside it

Existing Land Use		City Limits (acres)	City Limits (%)	City Limits + ETJ (acres)	City Limits + ETJ (%)
	Single-Family	1,909	38%	2,416	35%
	Two-Family	28	1%	28	<1%
	Multifamily	54	1%	54	1%
	Manufactured Home	49	1%	58	1%
	Parks and Open Space	478	9%	539	8%
	Public/Semi-Public	380	7%	409	6%
	Office	8	<1%	9	<1%
	Retail	114	2%	131	2%
	Commercial	162	3%	162	2%
	Industrial	63	1%	87	1%
	Utility	34	1%	57	1%
	Vacant	1,811	36%	1,906	27%

Table 1. Existing Land Use



Map 5. Existing Land Use

Economics of Land Use

Land use plays a pivotal role in Converse's economic health and it's ability to deliver high-quality services over time. Each development pattern whether low-density residential or high-density mixed-use carries a distinct cost and revenue implications for the City. As Converse continues to grow, an understanding of the fiscal impact of land use will be necessary to continue making informed decisions that promote financial sustainability, maximizing existing infrastructure and balancing long-term service obligations with the resources available.

Efficient Use of Land

An efficient use of land allows Converse to grow in a way that maximizes the return on public investment while preserving the character and function of the community. Thoughtful development patterns can reduce infrastructure costs, support more efficient service delivery and generate stronger tax revenue per acre. Whether the goal is to maintain fiscal responsibility, make better use of existing roads and utilities, or ensure that growth pays for itself, efficient land use is a key driver of long-term economic resilience.

Maximizing City Revenue

Some land uses generate more revenue than others, making the efficient use of land a critical tool for supporting Converse's financial stability. Compact, higher-value development such as mixed-use developments and commercial corridors can produce significantly more tax revenue per acre than low-density residential areas, while also placing fewer demands on infrastructure and services. By encouraging land uses that offer a substantial fiscal return, the City can better fund public services, maintain infrastructure and reduce the long-term financial burden on residents.

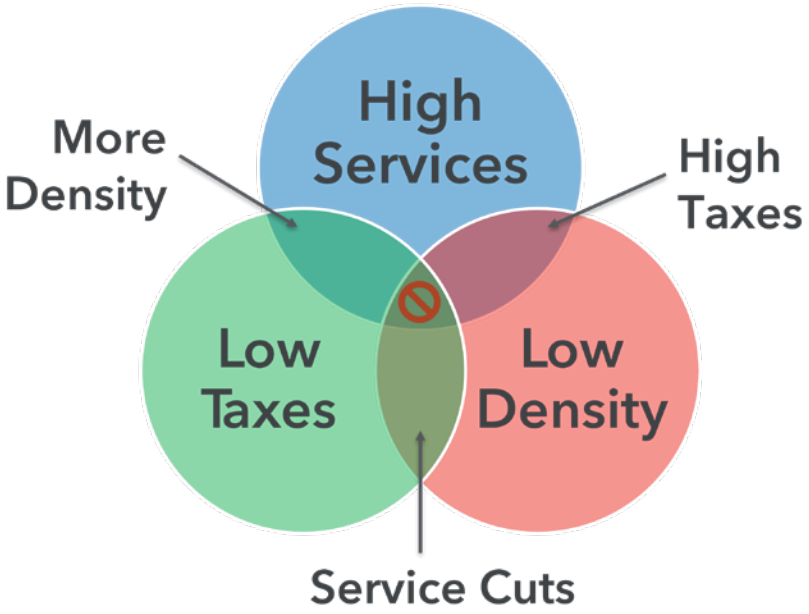
Utilization of Existing Infrastructure

The use of existing infrastructure allows Converse to grow more efficiently by avoiding the high costs of building new roads, utility systems and public facilities. Focusing development in areas where infrastructure already exists helps reduce capital expenses and ongoing maintenance, and helps keep taxes lower over time. By prioritizing infill and redevelopment, the City can manage growth in a way that strengthens its financial position without compromising the quality of essential services.

Land Use Trade-Offs

All land use decisions involve trade-offs. Low-density residential development generally have higher service costs, which means higher taxes - or accepting diminished service quality over time. Conversely, high-density development is more likely to pay for itself and helps distribute the tax base. These trade-offs are visualized in Figure 1 below.

Figure 6. Development Trade-Offs Venn Diagram



How Land Use Impacts the City's Bottom Line

Land use directly influences the structure of a city's budget by affecting both how revenues are generated and where expenditures are needed. In Converse's Fiscal Year 2024 to 2025 budget, nearly half of the General Fund revenue came from property taxes, meaning land use decisions that increase taxable value per acre, such as compact commercial or multi-family development, strongly impact the City's revenue. For expenditures, over 60% of the General Fund is dedicated to police and fire services, which are more costly to provide in low-density and spread out areas.

General Fund Expenditure Destinations

Figure 7. Fiscal Year 2024-25 Expenditures by Function



Total Expenditures

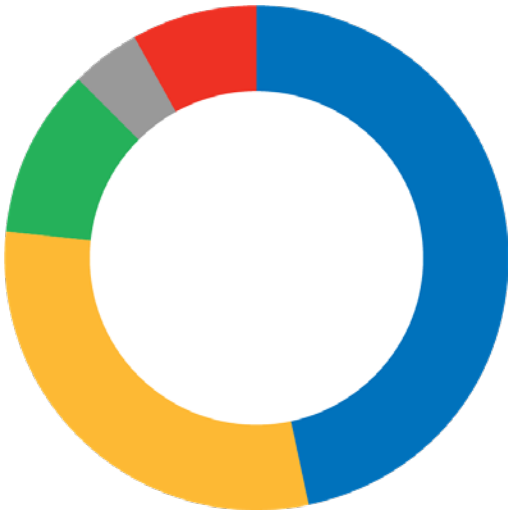
$19,760,515

Source: Converse Annual Budget FY 2024-2025

Community Development	Public Works	General Government	Fire Service	Police Service
8%	*12%*	19%	*26%*	*35%*

General Fund Revenue Sources

Figure 8. Fiscal Year 2024-25 Revenue by Type



Total Revenues

$19,760,515

Source: Converse Annual Budget FY 2024-2025

Permits & Licenses	Other Revenue	Charges for Services	Franchise & Local Taxes	Property Tax
4.5%	7.9%	*10.5%*	*29.8%*	*47.3%*

Existing Residential Development Patterns

Low-Density

Acres: 3.05

Assessed Value: $4.6 M

Assessed Value/Acre: $1.50 M



Mid-Density

Acres: 2.86

Assessed Value: $6.7 M

Assessed Value/Acre: $2.35 M



Multi-Family

Acres: 10.49

Assessed Value: $25 M

Assessed Value/Acre: $2.40 M



Residential Land Use Performance

Low-Density

Low-density residential areas typically consist of detached homes on individual lots. These neighborhoods offer privacy and a suburban character but generate some of the lowest assessed values per acre. Because each home occupies a larger portion of land, the City must extend roads, water lines and public services across a wider area, resulting in higher infrastructure and maintenance costs per household.





Mid-Density

Mid-density residential areas include housing types such as townhomes, duplexes and smaller lot single-family homes. These areas make more efficient use of land and infrastructure compared to lower density neighborhoods. They tend to produce a higher assessed value per acre while still maintaining a neighborhood scale in terms of building height, lot size and overall character.





Multi-Family

Multi-family developments, such as apartment complexes, often generate the highest assessed value per acre of any residential land use. These properties include multiple units on a single parcel, which allows cities to serve more residents with less land and fewer infrastructure extensions. Multi-family housing supports a range of income levels and tends to improve citywide affordability since it has the largest positive impact on housing supply compared to other development types.





Existing Commercial Development Patterns

Small Pad Retail

Acres: 1.3

Assessed Value: $534,950

Assessed Value/Acre: $411,500



Large Format Big Box

Acres: 21.3

Assessed Value: $12,822,670

Assessed Value/Acre: $602,003



Mixed-Use Commercial

Acres: 7.556

Assessed Value: $8,400,000

Assessed Value/Acre: $1,111,699



**Converse does not currently have examples of mixed use, so other regional examples have been used. Property located in San Antonio, TX*

Commercial Land Use Performance

Small Pad Retail

Small pad retail sites are typically single-tenant, low-density commercial spaces and their large parking areas leave much of the site idle. Sales tax revenue is possible in addition to property tax, but revenues are often modest and limited by tenant turnover. Additionally, retail pads are hard to reuse and offer less options for redevelopment or intensification. Small pad retail often generates some of the lowest assessed values per acre.





Big Box Retail

The Walmart site that was sampled in the previous page generated the highest assessed values per acre and likely generates the highest annual sales tax by a wide margin. Large format retail stores may draw significant regional demand and this can result in significant income as 1.5% of local sales return to the City. However, big box retail requires large land footprints and are subsidized with extensive parking, wide arterial roads, and signalized intersections, which come with high long-term costs.





Mixed-Use Commercial

Despite a much smaller footprint of 7.556 acres, the mixed-use site generated 185% of the per-acre value of the big box site. Typically, mixed-use developments include residential, office, retail uses within a single building or in adjacent buildings. Relative to big box retail, these sites typically require less road width, fewer utilities per unit and are more resilient to economic change as they can more easily evolve with the market.





Future Land Use Plan (FLUP)

The basis for a FLUP is the Future Land Use Map (FLUM), which is an essential tool in planning the future development of Converse. The intensity and location of land use impact various aspects of a city, including infrastructure investment, economic development strategy, traffic efficiency and overall resident quality of life. It guides development to support an orderly and balanced development pattern.

The FLUM is not a zoning map and does not directly regulate land within the City or Extraterritorial Jurisdiction (ETJ). However, it does serve as a reference that influences planning and policy decisions and should guide proposed zoning and development standards. The FLUP furnishes the City with some level of certainty about impending developments and facilities needed to facilitate effective planning.

The FLUP aims to provide answers to the following questions:

- What housing quantity and mix will be required in Converse to meet future population demand?
- How can we integrate new housing development thoughtfully with commercial uses to support local jobs, services and amenities?
- Which land use types should be included to bring the community's vision to life and achieve the goals outlined in this Plan?

The FLUP for Converse was shaped through a community-centered process involving analysis, brainstorming and refinement. This iterative process led to the development of a preferred land use scenario that best reflects the community's vision and associated goals as outlined earlier in this Plan. The process is detailed below and further expanded upon in Appendix ___, which documents the key decisions that informed the final land use framework presented in this chapter.

Throughout the evaluation of land use ideas and concepts, community members and stakeholders were encouraged to reflect on questions such as:

- What is important to you about living in Converse? What trade-offs 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?



Future Land Use Categories & Dashboards

The Future Land Use Plan is composed of nine land use categories. Each category was created by evaluating existing conditions coupled with recent market trends and the community's vision.

These categories determine the type of land use that will reshape the City's current development patterns and reach the goals of this Plan. Some categories are designed to allow for a mix or combination of land uses and development types that complement the general character of the area - Mixed-Use - Local and Mixed-Use - Regional categories.

How to Read the Dashboards

A future land use dashboard has been developed for each land use category. These dashboards outline a variety of elements that help to define the character and type of development that is appropriate within each Category, in alignment with the intent and goals of this Plan.

1 Land Use Descriptions

Each section begins with a general description of the land use category, providing narrative details about the overall intent and make up of each category. The descriptions are a framework for how each area is expected to develop or redevelop in the future. Each category will vary in development type, density, mix, intensity and scale, as noted in the dashboards and development type tables following the description.

2 Land Use Ratios

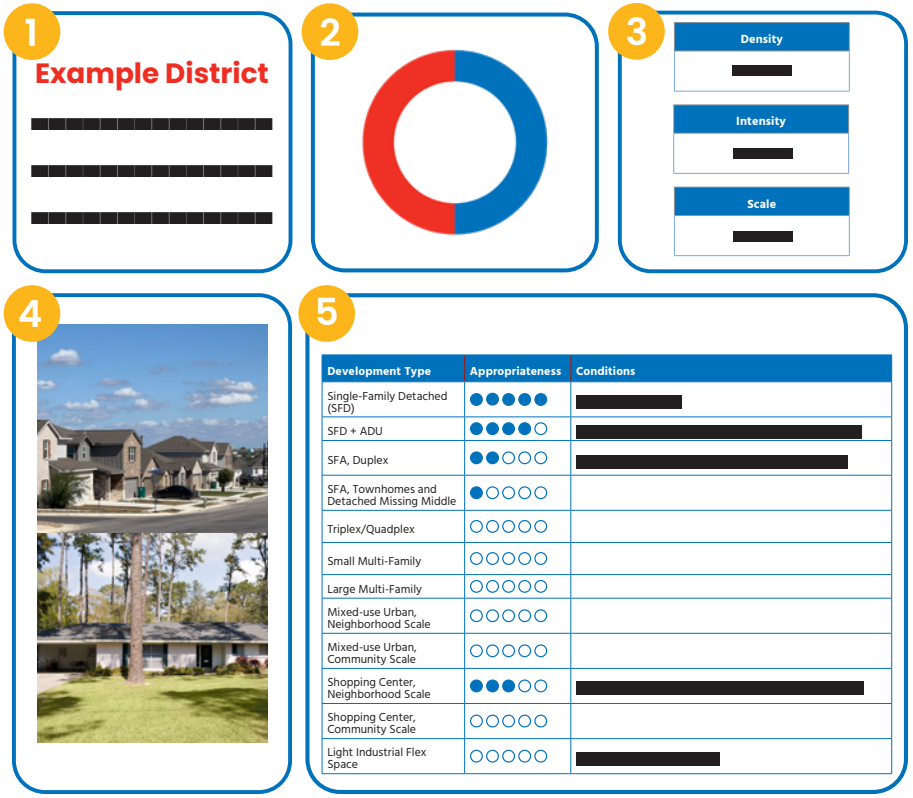
The land use ratio graphics show the ratio of residential and nonresidential uses expected for that category as well as the expected mix of development types present under each of those. These uses can take the form of several different development types.

To note, parks and civic uses are considered appropriate across all land use categories and are therefore not called out separately.

3 Density

The term housing or dwelling unit refers to a single space that provides for all the necessities of living, meaning it has complete sleeping and living areas plus at least one bathroom and kitchen. A four-bedroom house is one dwelling unit and a studio apartment is also one dwelling unit.

The term density refers to the number of dwelling units or jobs per acre located in a specific area. We will use dwelling units per acre (units per acre) to measure residential density and jobs per acre to measure employment density. Each category will have a target range of densities appropriate for that use.



3 Intensity

Intensity refers to how much of a property or lot is developed on, with either buildings or accompanying development elements such as driveways and parking areas. For the purpose of this Plan, intensity is defined as:

- Low Intensity: 0-50% lot coverage
- Medium Intensity: 50-75% lot coverage
- High Intensity: 75-100% lot coverage

3 Scale

Scale refers to the height of the buildings on a property or lot. For the purpose of this Plan, scale is defined as:

- Low-Rise Scale: 1 to 2 stories
- Low/Mid-Rise Scale: 3 to 4 stories
- Mid-Rise Scale: 5 to 9 stories
- High-Rise Scale: 10+ stories

4 Visual Representation

Each dashboard includes sample imagery to help visually demonstrate the look and feel of the land use category. Local examples have been used where available. These photos are not comprehensive and may not illustrate all appropriate uses.

5 Development Types

Within each appropriateness table, 15 common development types are used to describe the compatible uses within each category. A description of each development type is provided below. Appropriateness ranges are provided for each development type, on a scale of zero to five markers. Where there is no marker it means that development type should be prohibited within the category, whereas five markers means that development type should likely be allowed by right. Where additional considerations related to the development type within the category are necessary, clarifications are provided in the conditions column.

Single-Family Detached (SFD) - One dwelling unit on a lot in a single stand-alone building. Generally the largest lots of all residential development types with low-density, scale and intensity.

Single-Family Detached (SFD) + ADU - Similar to SFD, above, this development type allows for an additional dwelling unit (ADU) on the same lot which is clearly secondary to the primary unit. ADUs are often above a garage of the primary unit, or at ground level either attached or detached from the primary unit. ADUs are encouraged as a way to support diversity of housing choice and affordability, for both the people that rent the ADU and those that own the primary unit, as this rental income can help offset mortgage payments.

Single-Family Attached (SFA), Duplex - Two dwelling units on a lot, usually sharing a wall. Similar in character and style to SFD housing.

Single-Family Attached (SFA), Townhomes and Detached Missing Middle - Townhomes are usually tall narrow houses (often 2 to 3 stories) with one unit on a small single lot, but built right up to the side property lines so that they share walls with other townhome units.

"Missing Middle" is a term used to describe a variety of housing types that provide multiple units on a single lot but are lower density in character and complementary to SFD housing.

In this development type, we are talking specifically about detached missing middle housing, where there are multiple small, free-standing homes on a single lot, often called Bungalow/Cottage Courts. The individual units may be for rent or for sale in a condo regime.

Triplex/Quadplex (3 - 4 units) - Often similar in form and character to a large SFD home, but contain 3 or 4 units, often accessed from a single internal foyer or hallway so as to only require one external entry. The individual units may be for rent or for sale in a condo regime.

Small Multi-Family (MF) (8 - 12 units) - Multiple units contained within a single building, with units usually stacked on top of each other, with 8 to 12 units per lot. Usually the individual units are for rent (apartments), but may be for sale (condos).

Large Multi-Family (MF) (12+ units) - Similar to small multi-family but with 12+ units and may include multiple buildings on the lot, creating a complex.

Mixed-Use Urban, Neighborhood Scale - Both residential, office, retail and/or other uses contained within a single building or development. These uses may be vertically or horizontally integrated. In vertical mixed-use, the ground floor is encouraged to be pedestrian-oriented retail, restaurant or services, to encourage foot traffic and activity. The residential may be for rent or for sale in a condo regime. Neighborhood scale denotes density, intensity and scale are lower and more compatible with residential neighborhood uses, and low-to low/mid-rise building heights.

Mixed-Use Urban, Community Scale - Similar to Mixed-Use Urban, Neighborhood Scale above but with slightly higher density, intensity and scale and low/mid-to mid-rise building heights.

Shopping Center, Neighborhood Scale - Multiple retail and service establishments located on one site, usually with some food and beverage uses. Neighborhood scale denotes density, intensity and scale are lower and more compatible with residential neighborhood uses, with primarily low-rise building heights.

Shopping Center, Community Scale - Similar to Shopping Center, Neighborhood Scale above but with slightly higher density, intensity and scale with primarily low-mid to mid-rise building heights.

Light Industrial Flex Space - Light Industrial is manufacturing, processing, assembly, warehouse and similar uses that do not generate nuisances (noise, odor, dust, etc.) and are able to house the entire operation inside the building, meaning there are no materials/products being stored or work happening outdoors. They may also produce less truck traffic than "heavier" industry. Flex Space is a building that can adapt to and house a variety of tenants and/or uses, such as offices, warehouses and production or research space.

Manufacturing - Industrial uses (manufacturing, processing, assembly, warehouse and similar) that do not fit under the Light Industrial development type above.

Civic - Government buildings and facilities (including police/fire stations and utilities), schools, community centers, recreational facilities, places of worship and other public or semi-public uses. Generally considered appropriate or compatible within all land use categories as these are supportive of the function and livability for most development types. These civic and institutional uses are commonly classified as "other" nonresidential development types, distinct from retail, office or industrial development.

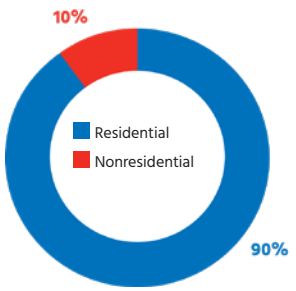
Parks and Open Space - Consists of parks, recreational facilities and open spaces. Generally considered appropriate or compatible within all land use categories. Park design should be contextually sensitive and provide amenity types appropriate for surrounding land uses. This means parks and open spaces in residential versus nonresidential areas may differ.

Low-Density Residential

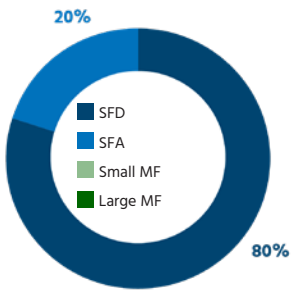
Low-density residential primarily consists of single-family homes possibly with ADUs. This forms predominantly residential and car-oriented neighborhoods with uniform housing styles and longer travel distances to amenities.

These areas maintain a lower density, intensity and scale, aligning with traditional single-family home environments while allowing for some variety and individuality within the guidelines.

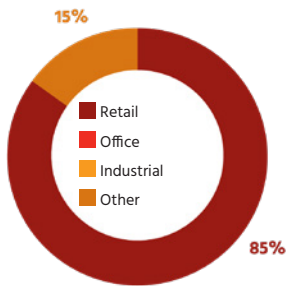
Development Ratio



Residential Development Types



Nonresidential Development Types



Residential Density	Intensity	Scale
5 to 10 units per acre	Low	Low-Rise







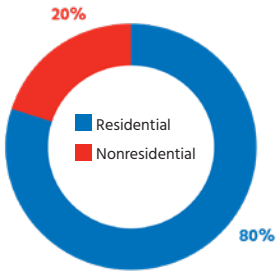
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	●●●●●	
SFD + ADU	●●●●○	Lot and site design should accommodate an ADU to the side or rear; ADU should be clearly secondary to the primary residence.
SFA, Duplex	●●○○○	Duplexes appropriate in most residential areas, as long as they are of similar style, scale and construction quality as the single-family homes. Additional off street parking should be accounted for.
SFA, Townhomes and Detached Missing Middle	●○○○○	Small clusters of townhomes may be appropriate at the entrances of single-family neighborhoods or as a transition between single-family homes and commercial areas.
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○○	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	○○○○○	
Light Industrial Flex Space	○○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered supportive to the function and livability of this future land use category; schools, libraries and small-scale community facilities can serve as activity hubs within neighborhoods.
Parks and Open Space	●●●●●	

Mid-Density Residential

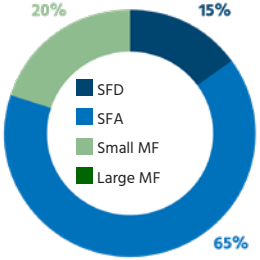
Mid-density residential consists of "complete" neighborhoods that offer diverse housing options, including "missing middle" types such as duplexes and townhomes, within a traditional neighborhood layout.

These areas prioritize convenient lifestyles with access to strategically located small-scale commercial uses. This approach fosters an environment where a variety of housing choices coexist and essential services are conveniently reachable without relying heavily on cars.

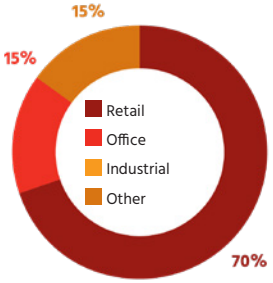
Development Ratio



Residential Development Types



Nonresidential Development Types



Residential Density	Intensity	Scale
8 to 20 units per acre	Medium	Low-Rise, Low/Mid-Rise





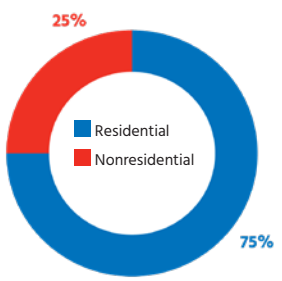


Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	●●●○○	Appropriate if a denser product on smaller lots or "build-to-rent" products.
SFD + ADU	●●●●○	
SFA, Duplex	●●●●●	Similar in character and lot standards to single-family detached; Joint/shared driveways encouraged, as well as alleys and rear parking; ADUs can be included consistent with the above.
SFA, Townhomes and Detached Missing Middle	●●●●●	Functions best at corner properties (excluding townhomes). Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking.
Triplex/Quadplex (3-4 units)	●●●●●	Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking.
Small Multi-Family (8-12 units)	●●●○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	●●○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○○	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	○○○○○	
Light Industrial Flex Space	○○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered supportive to the function and livability of this future land use category; civic buildings such as schools and community centers can enhance walkability and support the daily needs of nearby residents.
Parks and Open Space	●●●●●	

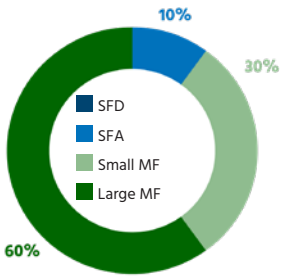
High-Density Residential

High-density residential development features multi-story buildings, accommodating a large number of residents within a compact space, such as apartments. Ideally, these areas are located for walkability and bike access, providing residents easy connection to jobs, education and essential everyday services without the need for personal vehicle ownership.

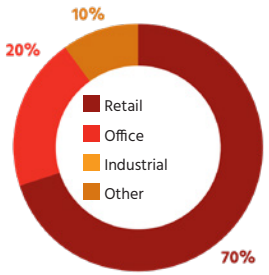
Development Ratio



Residential Development Types



Nonresidential Development Types



Residential Density	Intensity	Scale
24+ units per acre	Medium, High in some circumstances	Low/Mid-Rise, Mid-Rise







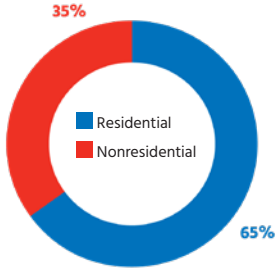
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	●○○○○	
SFD + ADU	●○○○○	
SFA, Duplex	●○○○○	
SFA, Townhomes and Detached Missing Middle	●●●○○	
Triplex/Quadplex (3-4 units)	●●●○○	
Small Multi-Family (8-12 units)	●●●●●	Can be appropriate with neighborhood-scale uses. May be appropriate as a transitional use from land use categories containing nonresidential uses.
Large Multi-Family (12+ units)	●●●●●	Appropriate when adjacent to retail and employment opportunities, with access to open space and roadways. Should be integrated with small multi-family and other missing middle housing options.
Mixed-use Urban, Neighborhood Scale	●●●○○	
Mixed-use Urban, Community Scale	●●●○○	
Shopping Center, Neighborhood Scale	●●○○○	While less preferable than mixed-use, this can provide small quantities of retail and services at a scale compatible with and supportive of surrounding residential uses, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	●●○○○	
Light Industrial Flex Space	○○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered complementary to the intensity of development in this future land use category; multi-purpose civic facilities and neighborhood-serving government offices can provide accessible services within walking distance.
Parks and Open Space	●●●●●	

Mixed-Use - Local

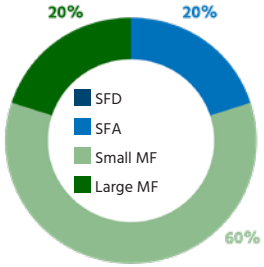
Mixed-use local areas should consist of residential and nonresidential land uses, integrating housing with neighborhood scale commercial uses. These areas allow for smaller infill projects and may be single mixed-use buildings or an area where buildings throughout an area may be a variety of uses.

Nonresidential uses should primarily focus on meeting the needs of local residents. Mixed-use local areas can be strategically placed throughout the City to enhance connectivity and convenience for all residents.

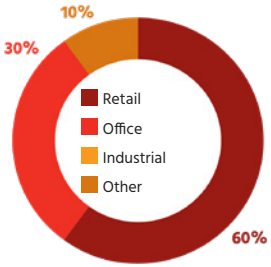
Development Ratio



Residential Development Types



Nonresidential Development Types



Density	Intensity	Scale
12 to 45 units per acre Avg. 9 jobs per acre	Medium, High in some circumstances	Low-Rise, Low/Mid-Rise







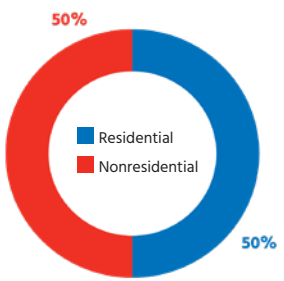
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	●●●●○	This can be appropriate provided that the overall area also contains mixed-use buildings and/or shopping centers with which this product integrates in a manner to promote walkability and access. Can be utilized as a transition between other uses.
Triplex/Quadplex (3-4 units)	●●●○○	
Small Multi-Family (8-12 units)	●●●●●	
Large Multi-Family (12+ units)	●●○○○	
Mixed-use Urban, Neighborhood Scale	●●●●●	This is the ideal form of development within the category; providing retail, services and diverse housing options. Design should emphasize the pedestrian experience rather than people driving automobiles. Both horizontal and vertical mixed-use is appropriate at the local scale. Ground floor uses are encouraged to be food and beverage or pedestrian-oriented retail and services, to promote foot traffic and activity.
Mixed-use Urban, Community Scale	●●●●○	
Shopping Center, Neighborhood Scale	●●●○○	This can provide small quantities of retail and services near residential uses, promoting walkability and 10-minute neighborhoods. Becomes more appropriate if a horizontal approach to mixed-use is deployed.
Shopping Center, Community Scale	●●○○○	
Light Industrial Flex Space	●○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered appropriate within this future land use category; civic uses like cultural centers and small municipal offices can activate ground-floor spaces and support community-oriented development.
Parks and Open Space	●●●●●	

Mixed-Use – Regional

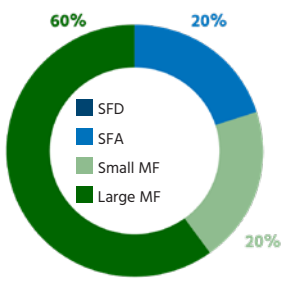
Mixed-use regional areas consist of high-density residential and nonresidential land uses, integrating housing with employment and retail spaces. These areas should prioritize multi modal connectivity both within the project and to surrounding areas.

Nonresidential uses meet the needs of both local residents and those beyond the City, acting as a regional draw. May be vertical or horizontal mixed-use developments usually consisting of multiple buildings.

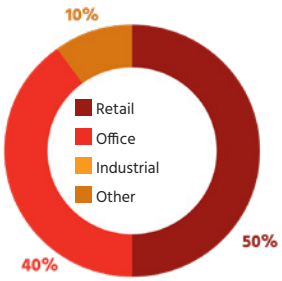
Development Ratio



Residential Development Types



Nonresidential Development Types



Density	Intensity	Scale
36+ units per acre Avg. 15 jobs per acre	Medium, High	Low/Mid-Rise, Mid-Rise





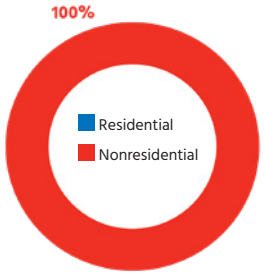


Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	●●○○○	This can be appropriate provided that the overall area also contains mixed-use buildings and/or shopping centers with which this product integrates in a manner to promote walkability and access. Should be focused on higher density housing options.
Triplex/Quadplex (3-4 units)	●●○○○	
Small Multi-Family (8-12 units)	●●●○○	
Large Multi-Family (12+ units)	●●●●●	
Mixed-use Urban, Neighborhood Scale	●●●○○	This is the ideal form of development within the category; providing retail, services and diverse housing options. Design should emphasize the pedestrian experience rather than people driving automobiles. Vertical mixed-use is likely most appropriate, in order to achieve the intended densities. Ground floor uses are encouraged which serve as regional attractions for the area.
Mixed-use Urban, Community Scale	●●●●●	
Shopping Center, Neighborhood Scale	●●○○○	While less preferable, these uses can provide retail and services near housing. Becomes more appropriate if a horizontal approach to mixed-use is deployed and shopping centers are of a community scale in nature.
Shopping Center, Community Scale	●●●●○	
Light Industrial Flex Space	●●○○○	Can be appropriate if particularly small in scale and included alongside more appropriate development types.
Manufacturing	○○○○○	
Civic	●●●●○	Considered appropriate where they contribute to destination activity and service accessibility; major civic facilities such as city service hubs or performance venues can reinforce the area's role as a regional center.
Parks and Open Space	●●●●●	

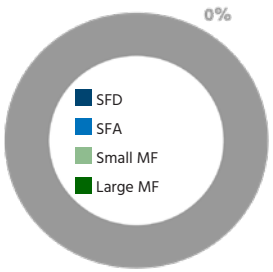
Local Retail

Local retail areas consist of neighborhood-scale businesses like restaurants, retail shops and personal services that cater to the daily needs of nearby residents. These areas should be appropriately scaled to match the scale and context of nearby residential areas and strategically located at key intersections for easy access from nearby neighborhoods. Landscaping and screening can be used to buffer adjacent residential areas, ensuring a smooth transition between commercial and residential uses. Additional ordinances, such as noise restrictions, may be implemented to further reduce impacts to housing.

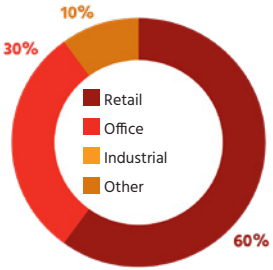
Development Ratio



Residential Development Types



Nonresidential Development Types



Nonresidential Density	Intensity	Scale
Avg. 20 jobs per acre	Low, Medium	Low-Rise







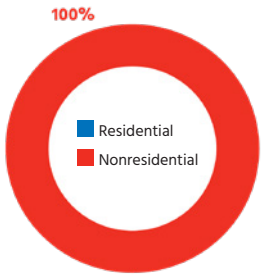
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate since the intent is to provide retail/services to support surrounding neighborhoods and drive community identity/gathering.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	●●●○○	
Mixed-use Urban, Community Scale	●○○○○	Not generally considered compatible due to incompatible scale with neighborhoods.
Shopping Center, Neighborhood Scale	●●●●●	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	●●●○○	
Light Industrial Flex Space	●○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered conditionally appropriate where integrated with pedestrian-oriented design; civic uses such as community clinics or satellite service centers can expand access to services while supporting commercial activity
Parks and Open Space	●●●●●	

Regional Retail

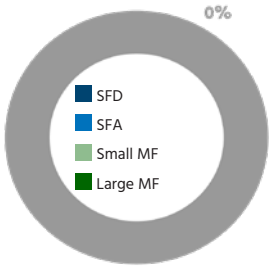
Regional retail areas accommodate large-scale commercial uses that serve both local residents and the larger regional area, such as big box retailers and entertainment venues. Located along major thoroughfares for access from outside the City and usually have large surface parking lots.

Internal circulation should be facilitated by well-designed avenues and driveways, providing easy access to parking. Enhanced landscaping and facade treatments should be implemented to soften the impact of development on adjacent residential areas.

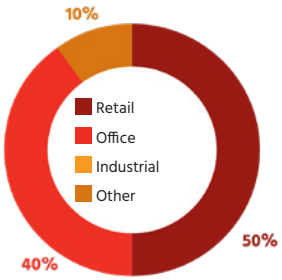
Development Ratio



Residential Development Types



Nonresidential Development Types



Nonresidential Density	Intensity	Scale
Avg. 35 jobs per acre	Medium	Low-Rise, Low/Mid-Rise







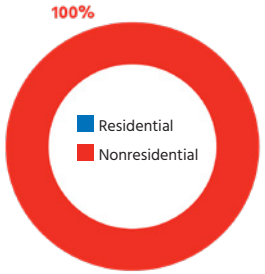
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as is generally oriented towards uses that rely on access and visibility to major roadways and highways and residential is not encouraged along the major roadways and highways for quality of life reasons.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	●●○○○	
Mixed-use Urban, Community Scale	●●●○○	
Shopping Center, Neighborhood Scale	●●●●○	
Shopping Center, Community Scale	●●●●●	
Light Industrial Flex Space	●●○○○	Can be appropriate if deeper within a site and away from major roadways, but should not be predominant use.
Manufacturing	●○○○○	
Civic	●●●○○	Considered suitable when part of a larger public-private development or shared-use facility; large civic buildings such as training centers or public safety facilities can benefit from regional access and visibility.
Parks and Open Space	●●●●●	

Employment

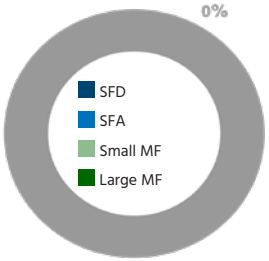
Employment areas consist of large employers and commercial entities, focusing on office uses with primarily indoor operations. This may also include medical uses such as hospitals. These areas should be concentrated near regional thoroughfares to connect to regional and local markets.

High-quality, business park-style environments with branded signage should be encouraged. Emphasis should be placed on quality design, including facade articulation and landscaping to enhance the overall aesthetic and functionality of both buildings and parking areas.

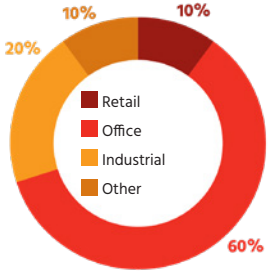
Development Ratio



Residential Development Types



Nonresidential Development Types



Nonresidential Density	Intensity	Scale
Avg. 28 jobs per acre	Medium	Low-Rise, Low/Mid-Rise





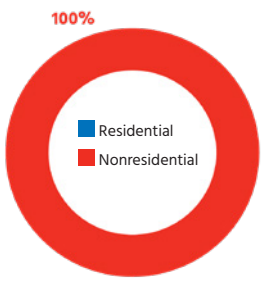


Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as this district can contain uses and businesses that may be considered a nuisance to residents, such as noise and truck traffic. Inclusion of residential in these areas could inadvertently result in environmental justice concerns and resident complaints that might discourage business development.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●●○	Shopping centers also function as employment centers, with increased emphasis on service industry and office employment; proximity of retail helps boost the attractiveness of employment centers for employers, of all sizes, providing useful services to employees.
Shopping Center, Community Scale	●●●●○	
Light Industrial Flex Space	●●●●●	Appropriate overall, with high quality design standards.
Manufacturing	●●●○○	Generally considered appropriate, but should consider compatibility with adjacent uses, particularly residential. Manufacturing developments should be clean with little-to-no air or noise pollution generation and avoidance of hazardous materials when proximate to residential.
Civic	●●●●○	Considered supportive to the function of this future land use category; likely more functional facilities, such as utilities, rather than people-centered or community serving facilities.
Parks and Open Space	●●●●●	

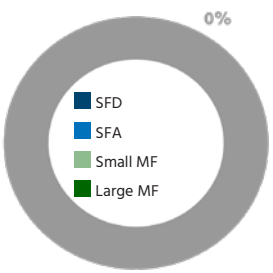
Light Industrial

Light industrial areas accommodate a variety of activities, including flex industrial, light manufacturing, warehousing and distribution, along with supportive retail and office spaces. Uses produce minimal noise, air quality and truck traffic impacts, differentiating it from heavier industrial uses. These areas focus on major employers and manufacturing operations and should be well-buffered from adjacent uses to minimize conflicts. Development should emphasize efficient use of space, with parking and infrastructure and loading areas designed to maintain a clean and organized appearance.

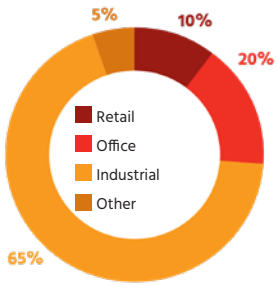
Development Ratio



Residential Development Types



Nonresidential Development Types



Nonresidential Density	Intensity	Scale
Avg. 17 jobs per acre	Medium	Low-Rise, Low/Mid-Rise







Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as this district can contain uses and businesses that may be considered a nuisance to residents, such as noise and truck traffic. Inclusion of residential in these areas could inadvertently result in environmental justice concerns and resident complaints that might discourage business development.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○○	Shopping centers also function as employment centers, with increased emphasis on service industry and office employment; proximity of retail helps boost the attractiveness of employment centers for employers, of all sizes, providing useful services to employees.
Shopping Center, Community Scale	●●●○○	
Light Industrial Flex Space	●●●●●	Appropriate overall, with high quality design standards.
Manufacturing	●●●●●	Generally considered appropriate, but should consider compatibility with adjacent uses, particularly residential. Manufacturing developments should be clean with little-to-no air or noise pollution generation and avoidance of hazardous materials when proximate to residential.
Civic	●●●●○	Considered supportive to the function of this future land use category; likely more functional facilities, such as utilities, rather than people-centered or community serving facilities.
Parks and Open Space	●●●○○	

Future Land Use Map

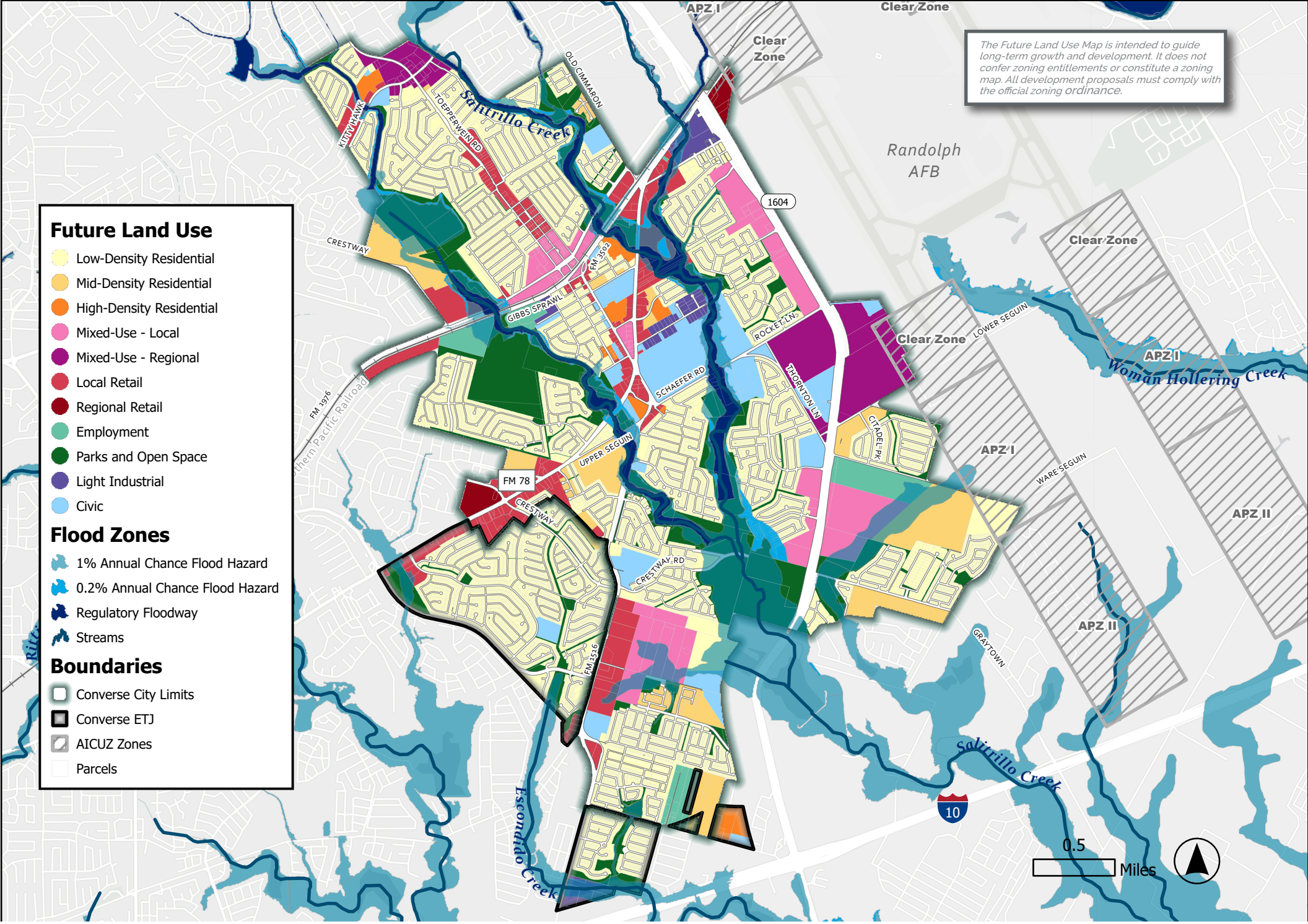
The Future Land Use Map illustrates one potential growth scenario through the spatial distribution and contextual suitability of development typologies, representing the collective insight of Converse's residents, business owners, community organizations and stakeholders engaged throughout this process. The preferred land use model, land use categories and land use category dashboards shape the Future Land Use Map.

In this FLUM, local retail development is primarily concentrated along Converse's major corridors, including Old Seguin Road, FM 78 and Toepperwein Road. A series of mixed-use centers are strategically located at key community nodes, including a regional mixed-use hub at Kitty Hawk and Toepperwein Road, several local mixed-use hubs in the central portion of the City and additional mixed-use areas along Loop 1604. The southeastern corner of Converse is also targeted for an increase in mid-density development. These development patterns reflect a land use strategy grounded in the community's vision, and which supports efficient growth, promotes fiscal sustainability and maximizes the use of existing infrastructure and the remaining developable land.

It is essential to clarify that the map does not hold regulatory authority. The official zoning map and ordinance of the City govern land uses on a parcel-by-parcel basis, with this map serving as an exploration of how the FLUP might materialize for analysis purposes.

Table 2. Future Land Use Acre Breakdowns

Land Use Category	City Limits		Including ETJ	
	Acres	%	Acres	%
Low-Density Residential	2,003	38.9%	2,511	42.8%
Mid-Density Residential	387	7.53%	399	6.8%
High-Density Residential	51	1%	76	1.3%
Mixed-Use - Local	409	7.9%	409	7.0.%
Mixed-Use - Regional	269	5.2%	269	4.6%
Local Retail	416	8.1%	448	7.6%
Regional Retail	41	1%	41	0.7%
Employment	135.	2.6%	144	2.5%
Light Industrial	63.8	1.2%	88	1.5%
Parks and Open Space	966	18.8%	1,064	18.2%
Civic	384	7.4%	399	6.8%
Total	**5,136**	**100%**	**5,861**	**100%**



Map 6. Future Land Use Map

Fiscal Analysis

To estimate the cost to serve each land use category, this analysis starts with the City of Converse's adopted General Fund budget for Fiscal Year 2024–2025, totaling $19.76 million. Rather than dividing this amount evenly across all land, the approach separates expenses into fixed and variable costs and revenues into household- and job-related shares. Using 2025 estimates for population and households, the model calculates average revenues and expenses per household and per job. These per-unit values are then applied to the Future Land Use Map (FLUM) categories, based on their expected population, density, and employment levels once completely built out. Multipliers and service units are also used to reflect how different land uses place greater or lesser demand on city services like police, fire, and public works. This method provides a more direct link between the preferred land use pattern and the City's long-term fiscal outlook.

Existing Fiscal Analysis Baseline Assumptions

2025 Households

11,414

2025 Household Size

Owner Occupied – 2.87

Renter Occupied – 2.91

2025 Population

32,083

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

2025 Employees

5,396

Source: Esri-Data Axle (2025), Esri (2025)

Table 3. Future Land Use Map Buildout Assumptions

Land Use Category	FLUM Dwelling Units Per Acre	Buildout Population	FLUM Jobs Per Acre	Buildout Employment
Low-Density Residential	5	25,223	-	-
Mid-Density Residential	15	12,024	-	-
High-Density Residential	20	3,096		-
Mixed-Use - Local	12	9,998	15	4,295
Mixed-Use - Regional	15	8,219	25	4,708
Local Retail	-	-	15	4,704
Regional Retail	-	-	25	718
Employment	-	-	28	2,822
Light Industrial	-	-	15	924
Parks and Open Space	-	-	0	-
Civic	-	-	12	3,352
Total	**-**	**58,560**	**-**	**21,522**

Net Fiscal Impact by FLUM Categories

Table 4. Fiscal Impact per Acre by Land Use

Land Use Category	Taxable Value Per Acre	Prop Tax /Acre (0.4314%)	Prop Tax/ Acre with MO Deduction	Other Revenue/ Acre	Total Revenue/ Acre	Total Cost to Serve	Cost to Serve/ Acre	Net Revenue	Net Per Acre
Low-Density Residential	$1,158,300	$4,997	$4,042	$2,157	$6,199	$6,996,451	$3,980	$3,902,041	$2,220
Mid-Density Residential	$2,093,400	$9,031	$7,306	$6,481	$13,787	$3,043,806	$10,910	$802,649	$2,877
High-Density Residential	$2,328,000	$10,043	$8,125	$8,663	$16,788	$767,536	$14,482	$122,229	$2,306
Mixed-Use - Local	$1,000,000	$4,314	$3,490	$18,259	$21,749	$5,568,666	$19,471	$651,581	$2,278
Mixed-Use - Regional	$1,200,000	$5,177	$4,188	$28,287	$33,464	$5,437,621	$28,924	$853,675	$4,541
Local Retail	$411,500	$1,775	$1,436	$13,043	$14,479	$3,620,170	$11,529	$926,219	$2,950
Regional Retail	$602,003	$2,597	$2,101	$21,556	$23,657	$557,121	$19,211	$128,926	$4,446
Employment	$500,000	$2,157	$1,745	$24,326	$26,071	$2,029,177	$20,091	$604,011	$5,980
Light Industrial	$400,000	$1,726	$1,396	$9,577	$10,973	$670,115	$7,978	$251,620	$2,995
Parks and Open Space	$0	$0	$0	$0	$0	$101,307	$136	-$101,307	$-136
Civic	$0	$0	$0	$10,460	$10,460	$2,561,844	$9,182	$356,538	$1,278

Fiscal Analysis Summary

Low Density Residential Uses are not Fiscally Productive Land Uses

Low Density Residential land uses make up the majority of the land currently in Converse and will likely make up a large majority into the future. While low density residential is generally viewed as highly desirable it can come with significant impacts to a City's bottom line.

The reason for this is that more linear feet of streets, water mains, stormwater, and other infrastructure are spread across less households. On the revenue side, residential uses are often subject to significant homestead exemptions that limit the property tax benefit that can be realized from residential uses.

Commercial and Mixed Use Categories Drive Revenue

The assessed value per acre in this fiscal model is based on comparable properties across Bexar County, which helps capture the real market performance of different land use types. Mixed use and walkable areas often appraise at much higher values per acre than conventional single use development because they combine housing, retail, and amenities in close proximity.

These areas not only generate strong revenues through property and sales taxes, but they can also create positive spillover effects by supporting nearby residential values, attracting private investment, and reducing infrastructure costs per household.

Level of Service Matters

The fiscal projections are based on Converse's current General Fund revenues and expenditures, effectively assuming today's level of municipal services will continue into the future. This means the model scales costs proportionally with new households and jobs, but it does not account for service enhancements.

If the City chooses to increase service levels such as expanding police coverage, enhancing parks, or upgrading infrastructure, the expense side of the equation would rise and the cost to serve each land use category would increase. In short, the model reflects a constant level of service baseline, and any policy choices to raise or lower service standards will directly influence future fiscal outcomes.

Land Use Mix is a Balance

While some land uses, such as employment or industrial, provide more positive fiscal impacts, it is important to recognize the need for a delicate balance to meet overall community goals. For example, adding too much of any single land use can have unintended consequences on the value of others; for instance, an over concentration of industrial land may reduce the value of nearby residential property. Ultimately, while all land use decisions will have fiscal impacts that should be considered, it is only one analytical lens and should be weighed against community priorities such as the need for parks and recreation spaces.



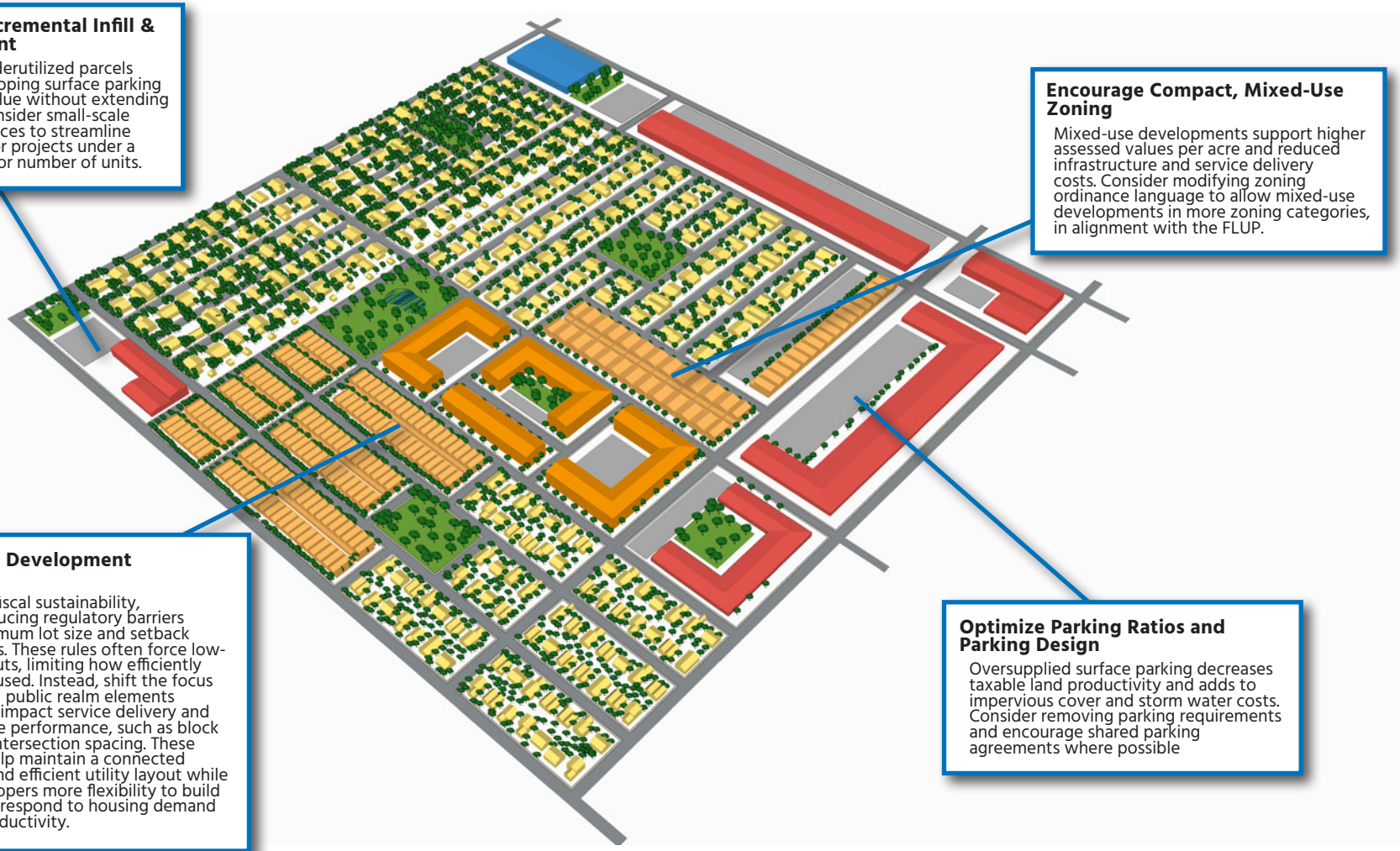
Mixed Use Retail Example

Fiscal Sustainability Planning Toolbox

Following the discussion on how land use patterns shape the City's long-term budget, this toolbox offers practical strategies to boost land productivity, lower infrastructure costs and support more efficient growth patterns. By aligning zoning, infrastructure and development standards with fiscal outcomes, Converse can create places that feel livable and connected while also making smarter use of public resources.

Promote Incremental Infill & Development

Filling in underutilized parcels and redeveloping surface parking increases value without extending services. Consider small-scale infill ordinances to streamline approvals for projects under a certain size or number of units.



Encourage Compact, Mixed-Use Zoning

Mixed-use developments support higher assessed values per acre and reduced infrastructure and service delivery costs. Consider modifying zoning ordinance language to allow mixed-use developments in more zoning categories, in alignment with the FLUP.

Reduce the Development Envelope

To improve fiscal sustainability, consider reducing regulatory barriers such as minimum lot size and setback requirements. These rules often force low-density layouts, limiting how efficiently land can be used. Instead, shift the focus to regulating public realm elements that directly impact service delivery and infrastructure performance, such as block length and intersection spacing. These standards help maintain a connected street grid and efficient utility layout while giving developers more flexibility to build in ways that respond to housing demand and land productivity.

Optimize Parking Ratios and Parking Design

Oversupplied surface parking decreases taxable land productivity and adds to impervious cover and storm water costs. Consider removing parking requirements and encourage shared parking agreements where possible

Small Area Plans

A small area plan (SAP) is similar to a comprehensive plan but on a smaller scale, focusing on specific areas within a city. It enables stakeholders to address an area's unique assets and challenges with tailored solutions. It is an aspirational community plan that defines a hyper-local vision for the future as property ownership and other conditions change over time. It enables the city to prioritize and coordinate capital projects and to set the stage for ensuing private investment.

SAPs address elements of the built environment - housing, businesses, parks and open space, public improvements (e.g., flood control, water/sewer services), and the transportation network that connects them. They also thoughtfully recommend ways to optimize public investments by integrating the built environment with the natural environment.

Social issues and related services cannot be directly addressed through a SAP; however, a SAP can enable solutions to certain community issues through best practices of land use planning and design. For example, a plan may recommend locations in the public realm for sidewalk and streetlight improvements to increase public safety in the area or recommend for increased landscape buffers to separate conflicting land uses. Implementing plan recommendations like these can result in improved public safety, more attractive business districts and a higher quality of life for residents.

SAPs are intended to focus on smaller geographic areas so that stakeholders can tailor solutions to local issues. Defining a plan area boundary – the first step in the SAP process - must consider the actual size (in acres or square miles) as well as adjacent land uses, environmental issues and the interests of nearby stakeholders.

"Small" refers to the geographic extent as well as the level of complexity. In terms of geography, a SAP can cover as few as 10 acres or as many as thousands. However, larger geographic areas tend to generate levels of complexity that can dilute the key issues and render the plan, as well as the planning process, less effective than intended. Factors such as the number of properties or property owners within SAP boundaries, the presence of multiple overlapping issues and a diverse range of stakeholder interests can add complexity to the planning process and hinder consensus-building goals.

Larger plan areas may include more public elements (i.e., streets, sidewalks, storm/sanitary sewers, parks and open space) and associated issues that may be too expansive to resolve through a SAP. Criteria for defining a SAP boundary can help stakeholder groups focus on key issues through a more manageable planning process. Recommended areas in Converse that could benefit from a SAP are provided on the following pages.

Some of the issues Converse faces that could be addressed via SAPs are:

- Connectivity and mobility
- Placemaking
- Access to public facilities and civic spaces
- Housing density and affordability
- Use type variety



Transit Stop

Kitty Hawk Road & Toepperwein Road

Assessment

The intersection of Kitty Hawk Road and Toepperwein Road is characterized by a concentration of national restaurant and retail chains along both corridors. To the south and west, low and mid-density residential neighborhoods are located just behind these commercial developments, within walking distance of adjacent businesses. Northeast Lakeview College lies just outside the City limits to the east, accompanied by several K-12 schools in the surrounding area.

The proximity of residential neighborhoods, educational institutions and commercial centers presents an opportunity to enhance bike and pedestrian infrastructure along both Kitty Hawk and Toepperwein Roads. Additionally, there is a need for expanded entertainment-retail and youth-oriented amenities to better serve families and college students in Northern Converse.

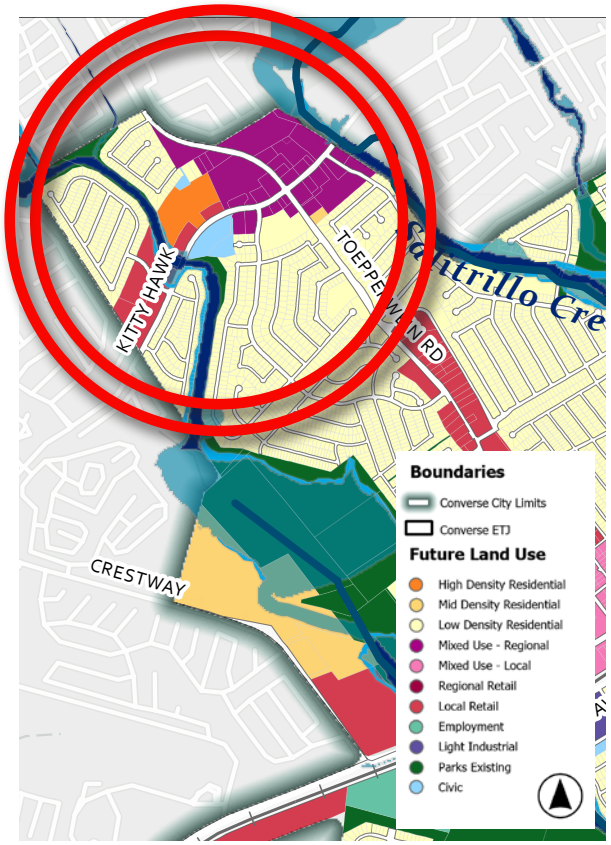
Vision

The long-term vision for this area includes transitioning this important commercial node from an area that has few pedestrian options to one that supports multiple modes of transportation and evolves the existing disconnected strip mall development into a well-organized area with tree lined streets, safe pedestrian crossings, enhanced transit access and a mixture of housing typologies.

This vision also includes the facilitation of additional entertainment-retail and youth-serving uses to provide accessible goods and services for families and college students.

Strategies

- Encourage the transformation of the node at Kitty Hawk Road and Toepperwein Road into a mixed-use district that integrates retail, office and high-density residential uses to leverage its proximity to nearby schools and Northeast Lakeview College to support student and family-oriented development.
- Activate the public realm through the encouragement of events, food trucks and pop-up markets in underutilized spaces.
- Facilitate partnerships between the City, local property owners, educational institutions and developers to advance catalytic development projects.
- Prioritize infrastructure investments (sidewalks, bike lanes, lighting, street trees) in this area during the Capital Improvement Planning (CIP) process.



Map 7. Future Land Use: Kitty Hawk Road and Toepperwein Road







Main Street Civic Center

Assessment

The Main Street Civic Center includes a mix of land uses along South Seguin Road and FM 78, including retail, civic and residential developments. The area is anchored by a high concentration of civic institutions, such as City Hall, the Converse Community Center, Converse Public Library and St. Monica Catholic Church. Retail development within the area ranges from newly constructed businesses to older properties that may benefit from targeted revitalization efforts.

Due to the concentration of civic institutions, this area of Converse is recognized as the heart of the City. It offers significant potential to evolve into a vibrant community hub that supports civic engagement and neighborhood-serving amenities.

Vision

The long-term vision for this area includes transforming this civic and retail hub into a vibrant destination that builds upon its concentration of public institutions and proximity to residential housing. This corridor will evolve from an area of fragmented civic and retail development into a district featuring neighborhood-serving uses, active public spaces and a distinct sense of place.

This vision includes the implementation of Main Street initiatives including cohesive signage, streetscape enhancements and facade improvements. Improved pedestrian infrastructure and coordinated branding efforts will reinforce the district's identity.

Strategies

- Encourage and incentivize the redevelopment of aging retail into mixed-use spaces with neighborhood serving uses.
- Build on the area's proximity to the Arts and Entertainment District by extending programming and business activity into adjacent blocks, creating natural spillover and shared foot traffic.
- Implement a signage and streetscape plan to establish Main Street branding.
- Enhance street edges through facade improvements, wayfinding signage, murals, lighting and consistent branding.
- Conduct a corridor study in partnership with the state to advocate for the implementation of traffic calming strategies and complete streets.



Map 8. Future Land Use: Main Street Civic Center







FM 78 & Loop 1604

Assessment

The intersection of Loop 1604 and FM 78 serves as a prominent entrance point into the City of Converse. The area is bordered by Universal City and is surrounded by a mix of regional retail and industrially zoned parcels to the northeast. In recent decades, low-density residential development has expanded toward the intersection, contributing to a growing population in the area.

In response to this shift, older retail properties within a half-mile of these neighborhoods present an opportunity for redevelopment into neighborhood-serving uses. However, much of the area is constrained by land located within the 100-year and 500-year floodplains, limiting development potential.

Despite its function as a prominent entrance point, the area currently lacks a clear identity or visual cues that signal arrival into Converse. Branding and placemaking enhancements are needed to reinforce a sense of place and distinguish this corridor.

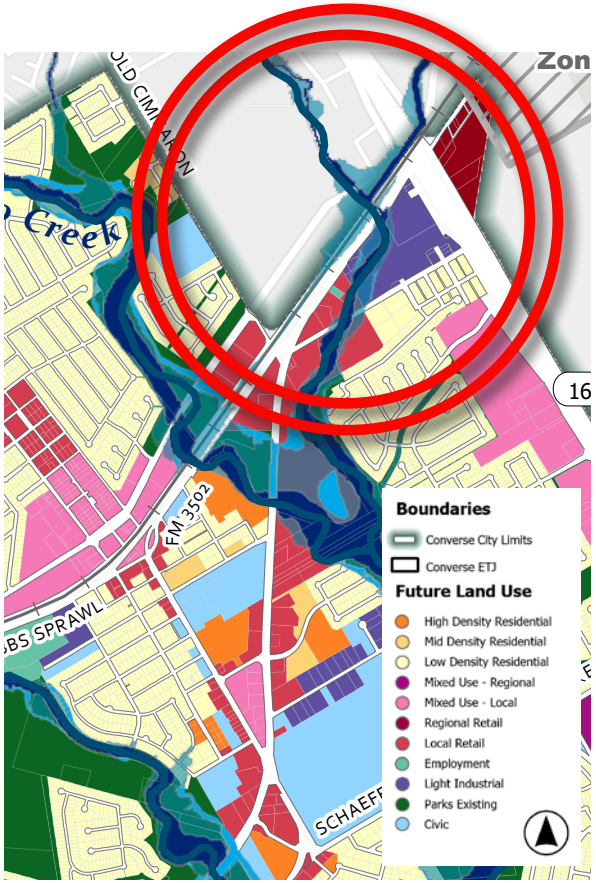
Vision

The long-term vision for this area includes transforming the intersection at Loop 1604 and FM 78 and the FM 78 corridor into an area which includes neighborhood-oriented uses, enhanced public space and a strong identity. As the surrounding population continues to grow, aging retail properties within walking distance of nearby neighborhoods will be re-imagined through adaptive reuse and redevelopment.

This vision also includes the conversion of floodplain-constrained land into multi-use open space. Corridor enhancements such as signage, lighting and public art will help establish a recognizable identity and reinforce the area's role as a prominent entrance point into Converse.

Strategies

- Incentivize redevelopment of aging retail properties into neighborhood-oriented uses within a half-mile of residential neighborhoods.
- Convert underutilized land within floodplain into multi-use open space focusing on green infrastructure and passive recreation uses.
- Implement a corridor enhancement plan focused on monument signage, lighting, pedestrian improvements, public art and other branding enhancements along FM 78 and the Loop 1604 intersection.
- Pursue agreements with property owners and coordinate an interlocal agreement with Universal City to install signage and entryway improvements near Loop 1604.



Map 9. Future Land Use: FM 78 and Loop 1604







Urban Design Best Practices

Urban design plays a pivotal role in shaping a sense of place within a community. Thoughtful placemaking can strengthen local connections and foster civic pride. For example, a city that incorporates public art, pedestrian plazas and local architectural detailing can create spaces that reflect the city's unique character and encourage places for people to gather and garner a sense of belonging.

The following are basic urban design elements that can be incorporated into the City's development code to govern the physical shape and development pattern that is desired. This is especially applicable to the mixed-use spaces and local corridors as denoted in the FLUP.

Street Design

For decades, the design of city streets has centered around the automobile. Streets are an integral part of the public realm and often make up a large portion of public lands. As such, they should be designed to accommodate a range of users, including pedestrians, cyclists and cars.

Sidewalks

Sidewalks play a vital role in communities. They facilitate pedestrian safety, movement and access, promoting overall community connectivity and welfare. Safe, accessible and well-maintained sidewalks are a fundamental and necessary investment for cities, which have been found to enhance public health and maximize social capital. In residential settings sidewalks should ideally be 5 to 7 feet wide, and 8 to 12 feet wide in commercial settings. New developments should be required to install sidewalks along their frontages and a plan to fill in sidewalk gaps throughout the City should be developed.

The context of the area and the adjoining street type should determine the appropriate sidewalk width. It is critical that sidewalks provide enough width to accommodate the expected amount of pedestrian traffic, or else people might be pushed off the sidewalk into potentially dangerous situations.

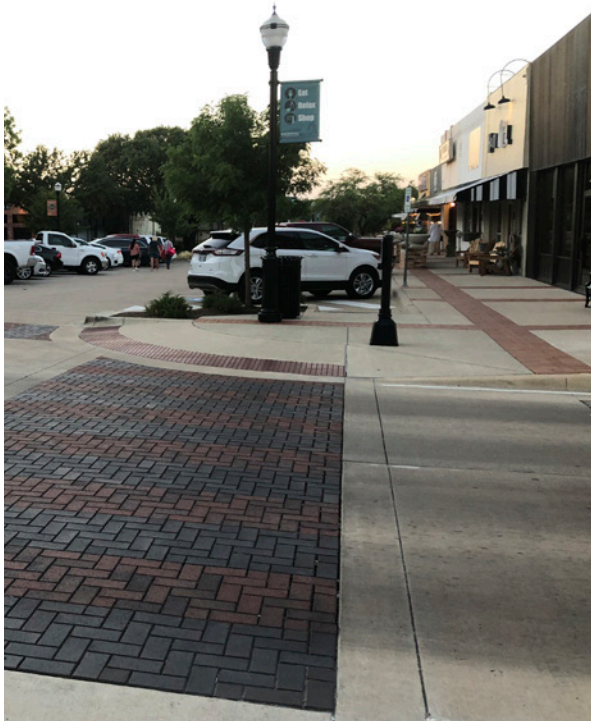
Additionally, shared-use paths may be a great option for smaller communities that do not need separate infrastructure for pedestrians and cyclists. These should be 8 to 16 feet wide to promote safety when mixing modes.

Lane Width

The width allocated to lanes for motorists, bikes and parked cars is a crucial aspect of street design. Lane widths should be considered within the overall assemblage of the street. Narrower streets are typically recommended in new developments and mixed-use hubs to reduce vehicle speed and create a more comfortable experience for pedestrians and cyclists.

Curb Extensions

Curb extensions are a traffic calming measure primarily used to narrow roadways at crosswalks and extend the sidewalk for pedestrians crossing the street. Shortening the crossing distance improves pedestrian safety and visibility. Curb extensions may also be implemented to help allocate more space for street furniture, landscaping or street trees in areas with narrow rights-of-way.



Curb Extensions in Rockwall, TX

Streetscapes

Streetscapes are the combination of paving materials, trees, landscaping, lighting and street furniture placed within the sidewalk or pedestrian zone, the area between the back of curb to the property line. Streetscapes help define a community's aesthetic quality and identity as well as provide amenities that can make the experience of walking through an area more enjoyable. The more enjoyable a place is for pedestrians, the longer they tend to stay, the more connections they make and more businesses they frequent.

Streetscape amenities should be determined by the context of the area and the adjoining street type. For example, on a high-traffic vehicular corridor, streetscapes may be mostly aesthetic and maintenance would be a primary concern, whereas in downtown or a mixed-use hub, pedestrian experience, comfort and safety may be the primary goals of the streetscape.

High quality streetscapes do not need to be expensive; cost and scale can be adjusted to available resources and context without sacrificing impact.

Street Trees

In Texas, providing shade is one of the most important streetscape elements. A non-shaded sidewalk can be rendered nearly unusable certain times of the year. Even along primarily vehicular corridors, shade can help reduce the ambient heat caused by paved surfaces. Ideally, shade is provided by street trees of a shade-tree species that are adapted to the climate and context or setting.

Providing adequate soil volume is an important factor in determining the fate of street trees and ensuring they grow large enough to provide shade. A total of 1,000 cubic feet of soil volume is necessary to support a thriving street tree in an urban environment. Soil volume can be provided in planting areas, tree well/pits or underneath walking surfaces with the use of suspended pavers.

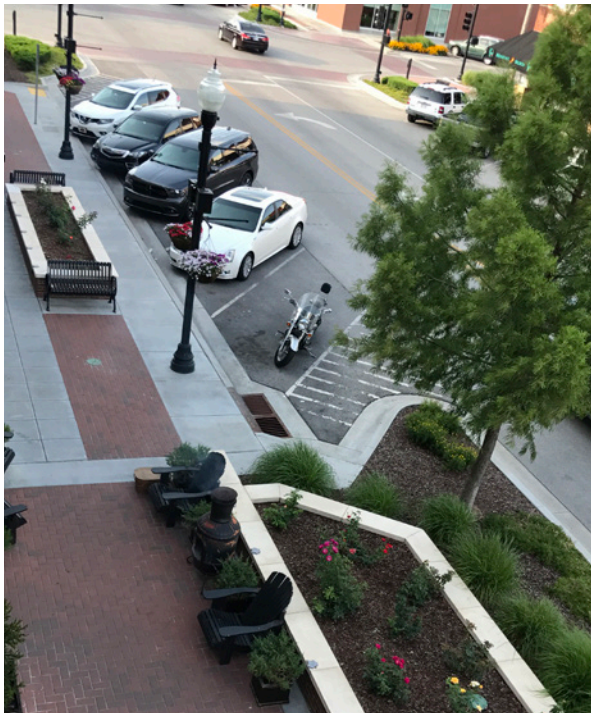
Root barriers should be utilized as needed to ensure tree roots are contained and do not damage adjacent infrastructure. Street trees are a common point of contention among city departments, but they bring so many benefits to a community that it is worth the time for staff to come together to find solutions to the implementation of street trees for their city. It may be worthwhile to convene a task force, even temporarily, to work through issues like this.



Streetscape in Fort Worth, TX



Street Trees in Lubbock, TX



Streetscape in Downtown Broken Arrow, OK

Lighting

Lighting can serve a variety of purposes. Roadway lighting is intended to serve drivers and standards or requirements are generally mandated by applicable transportation jurisdictions. In some instances, roadway lighting casts enough light onto adjacent sidewalks to also serve as pedestrian lighting, or a "dual arm" fixture can be used that has a smaller fixture on the side of a pole facing a sidewalk. Pedestrian scaled lighting, such as lampposts or bollards, provides safety for pedestrians and should be installed along sidewalks, trails or at crossings as necessary for safety and comfort. Decorative lighting, such as landscape, building or festoon lighting, can add character and interest to an area without much cost. For both aesthetic and environmental purposes, over-lighting an area should be prevented through thoughtfully, appropriately and safely applied lighting.

Furnishings

Appropriate furnishings along a streetscape, such as seating and waste receptacles, are highly dependent on the context. The types of amenities provided for a pathway that may be primarily used for recreation will vary from those provided near a transit stop. Like lighting, the application of furnishings to a public space should be done thoughtfully. Considerations include the types of users, what they will be doing in the space and their needs, comfort and safety. The types and location of furnishings should be dependent on these considerations. For example, along a recreational path a water bottle refill station might make sense, whereas near a transit stop shaded seating might be most appropriate.

Screening

There are certain elements of the public realm that are necessary for the place to function but do not necessarily make for pleasant experience. This includes utility boxes, dumpsters, outdoor storage, etc. To the extent possible these elements should not be placed along a primary street frontage and should be screened using a decorative fence or landscape.

Activation

Even the most well designed spaces will not be successful if they are not utilized and well loved by people. Planning for physical elements, contexts and programming that encourage people to come to and stay in a public space is known as activation. Along activated streets, an emphasis should be placed on people-focused or pedestrian scale design. Allowing businesses to spill out into the right-of-way (ROW) via sidewalk sales or outdoor dining areas, public art, tactical urbanism installations and treatment of the building facades are all elements of activation. This is most applicable in mixed-use developments or spaces. The next section on building form discusses this in more detail.



Decorative Lighting in Manhattan, KS



Street Activation in Chicago, IL

Building Form & Site Design

The creation of good public spaces does not end at the boundary of the public ROW. The form of the surrounding buildings and the context they create for the public realm have an immense impact on the character of the space and its success in a community. Building form should also respond to the type of street environment and configuration that exists or is to be created over time. Street design and building form go hand-in-hand and must be aligned to create a harmonious and vibrant public realm.

Massing, Height & Scale

The height, massing and scale of a building should be reasonably proportional to surrounding buildings and the streetscape so that they do not overpower the public realm. Buildings must be designed and sculpted to create a comfortable experience, especially in highly pedestrianized environments. The height, massing and scale of buildings need to be balanced with the size of surrounding or adjacent ROWs and open spaces. Buildings and the elements that contribute to their facades should have a proportion and scale that are welcoming for pedestrians. Considerations in massing include, but are not limited to, creating a sense of enclosure or openness, sunlight and shadows, reinforcing views and wind patterns.

Building Placement

For mixed-use, retail and commercial buildings in pedestrianized areas, the building should be located at or near the primary frontage property line, in order to reinforce the streetscape and create a quality pedestrian experience. For residential uses, the building placement will depend on the type of residential building being proposed and the desired character of the neighborhood. Townhomes and multi-family buildings should be located at or near the property line to ensure the proper proportions are created for the public realm. Single-family dwellings should be set back 8 to 15 feet from the property line, close enough to engage the sidewalk but providing some buffer for the home. In existing neighborhoods, the current form may be preserved. The setback ensures there is growing space for trees and front entrance features, such as porches. Encouraging structures to be located closer to the street reinforces the streetscape, creates a quality pedestrian environment and opportunities for socialization. Additionally, front setbacks are generally the least utilized portion of a home's yard, so it is a more efficient use of the lot to put that additional space in the back yard.

Building Facade

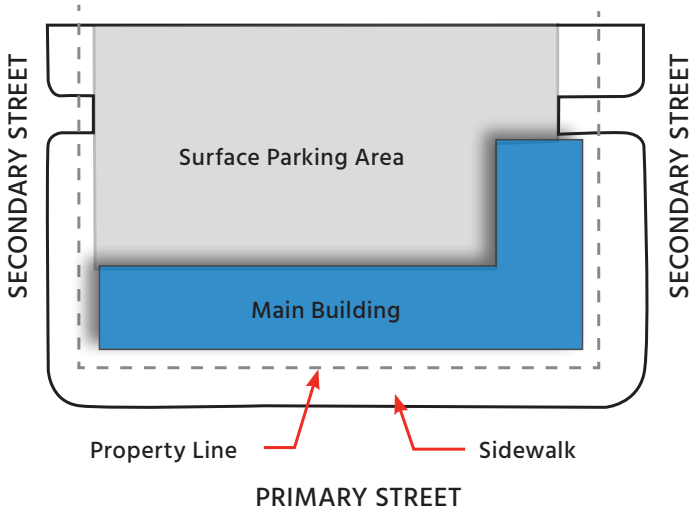
In conjunction with building massing, scale and placement, the building facade can be adorned with features that are inviting and contribute to the experience and scale of the buildings. Long monotonous walls without windows or entrance features should be avoided. To ensure a quality public realm, entrances to the ground floor units, whether commercial or residential, should front the street. Building facades should feature architectural elements along the street such as main entrance features, balconies, porches, patios, awnings and light fixtures. Multi-family, townhomes and single-family dwellings should connect entry features to public sidewalks.

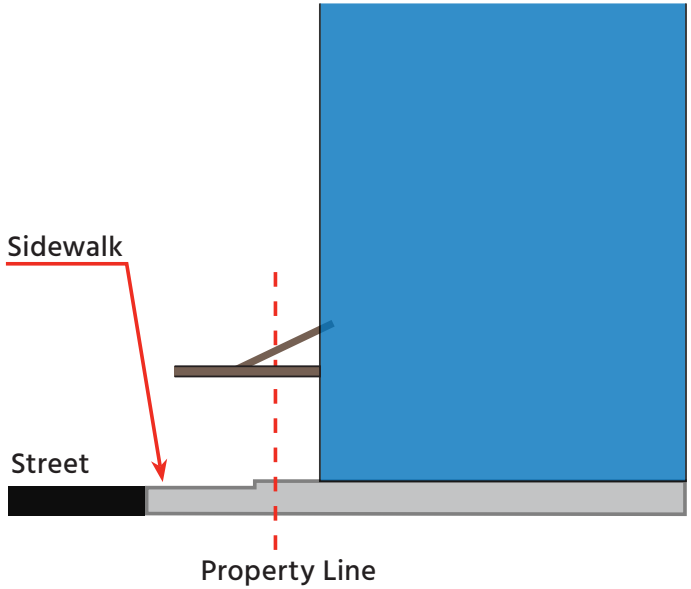
Parking

Parking is an inherent functional piece of most places, particularly in mixed-use developments or spaces. While there is often a perception that there is never enough parking, a more accurate statement might be "there is never enough parking right in front of where I want to go". Often, ample parking exists within a reasonable walking distance, but the issues lie in people feeling like the walk is not safe, comfortable or interesting. Likewise, restricted use of private parking reduces overall parking efficiency and reduces the financial performance of mixed-use areas. In such settings, good urban form tends to locate parking on-street or on the fringe of the core in communal lots or structures, keeping the focus on pedestrian space and activity.

Throughout the City, parking should generally be encouraged at the rear of buildings. It is common in Central Texas to see areas dominated by oversized parking lots in front of buildings, representing a key opportunity for redevelopment using engaging liner buildings that can create the more desired character of buildings fronting the streets.

Many cities have already reduced or eliminated minimum parking requirements in downtowns and mixed-use areas. Converse should maintain and consider this strategy in areas adjacent to Arts & Entertainment District and future mixed-use developments. The trend of reducing parking minimums encourages flexible land use and better urban form.


SECONDARY STREET
Surface Parking Area
Main Building
SECONDARY STREET
Property Line
Sidewalk
PRIMARY STREET


Sidewalk
Street
Property Line


Lighting Fixtures
Sheltered Spaces for Pedestrians
Storefront Windows
Ample Sidewalks for Pedestrians
Main entrances located along the street