

CITY OF
CONVERSE
CONNECTING COMMUNITY + COMMERCE™

Converse 2050 Comprehensive Plan

CPAC #3
March 17, 2025

FREESE AND NICHOLS

Agenda

1. Review Project Schedule
2. Review Intercept Surveys
3. Review Public Land Use Workshop
4. Review & Discuss Land Use Alternatives
5. Next Steps

Project Schedule

We are Here

Initiation

Aug 24

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

Community Snapshot & Analysis

Aug-Oct 24

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

Community Vision & Alignment

Sep-Dec 24

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

Land Use & Development

Dec 24 - May 25

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

Supporting Recommendations

May-July 25

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

Finalization & Approvals

Aug-Dec 25

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

***Schedule subject to change.**

Community Feedback

Summary of Engagement:

- **2 CPAC Meetings**
- **3 Public Engagement Events**
  - **National Night Out:** Oct 1, 2024
  - **Intercept Surveys:** Jan 18, 2025
  - **Public Land Use Workshop**: Jan 25, 2025
- **Online Engagement**
  - **Community Survey:** 181 contributions
  - **Interactive Map:** 94 contributions







Intercept Surveys

When Saturday, January 18th (12 – 4PM)

Where Walmart on Toepperwein Rd
Walmart on Farm-to-Market Rd

66 Persons Engaged



8 Survey Responses



What We Heard

- Greater need for enhanced community resources and social programs.
- Support for more parks and green spaces.
- Improved public transit options.
- Need for maintained and improved road infrastructure.
- Diversified retail options, supporting small businesses.
- Preference for affordable starter homes.

Land-Use Workshop Purpose

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

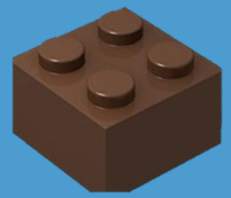
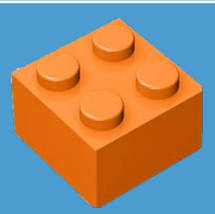
Exercise #1

Housing Mix

How will you house the growing population of Converse?

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**

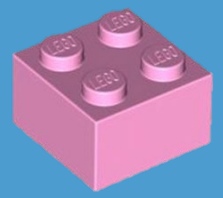
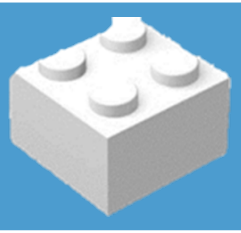
Exercise #2

Jobs & Commercial Mix

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

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**

Exercise #3

Land Use Mapping

Where should those homes and businesses go?

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.

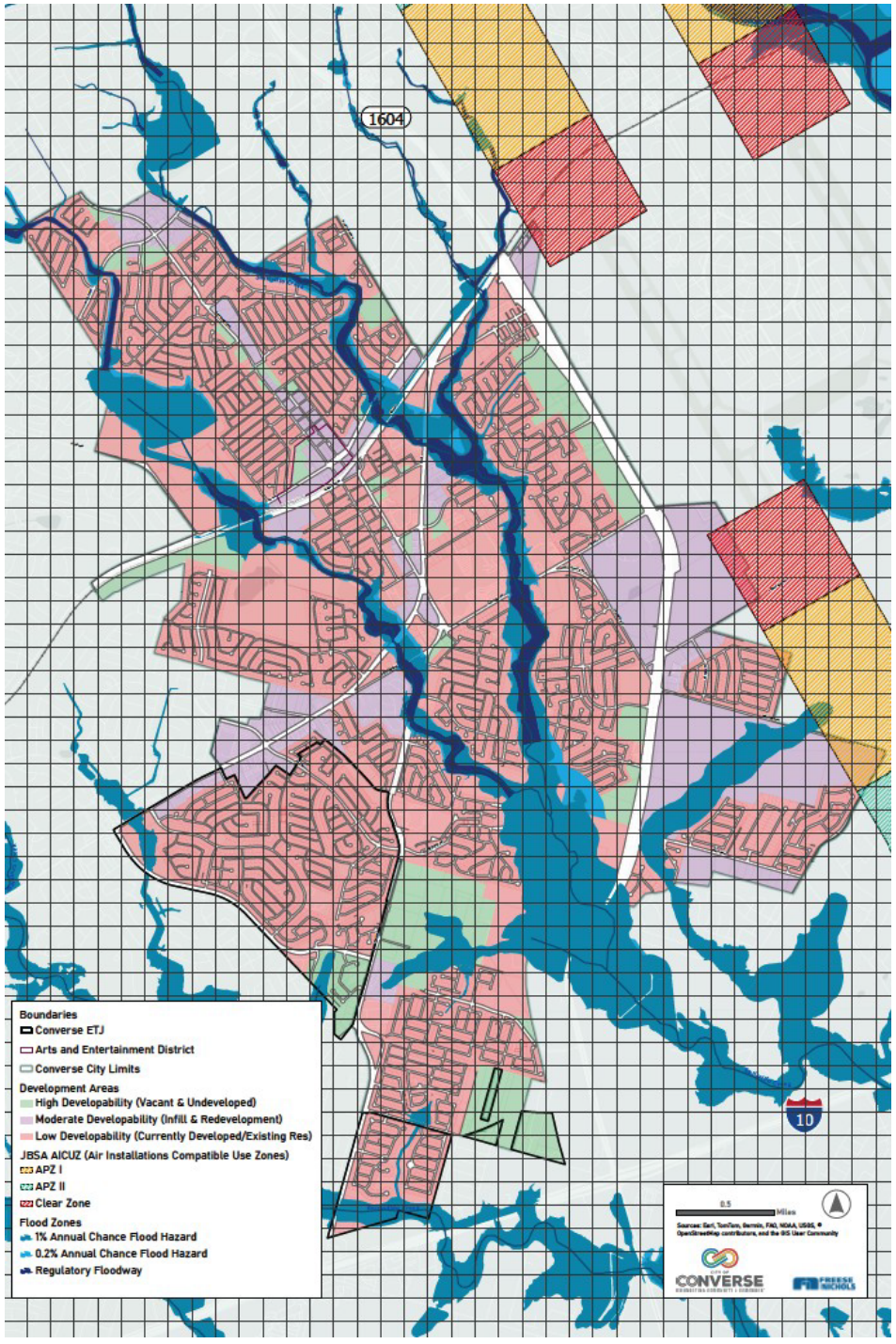


Table 1

- Significant focus on creating additional retail uses.
- Utilizing the floodplain for additional green features.
- Establishing local retail nodes throughout the City core.
- Developing regional retail near the City periphery.
- Promoting mixed-use development and low-density housing along Loop 1604.

New Dev Acres	Total People	Total Jobs
484	1710	6970



Table 2

- Promoting local retail along Toepperwein Road and near City Hall.
- Establishing high-density housing along Loop 1604.
- Developing regional retail and employment uses along Loop 1604 and Old Seguin Road.
- Creating low-density housing near the City periphery.

New Dev Acres	Total People	Total Jobs
880	6790	12120

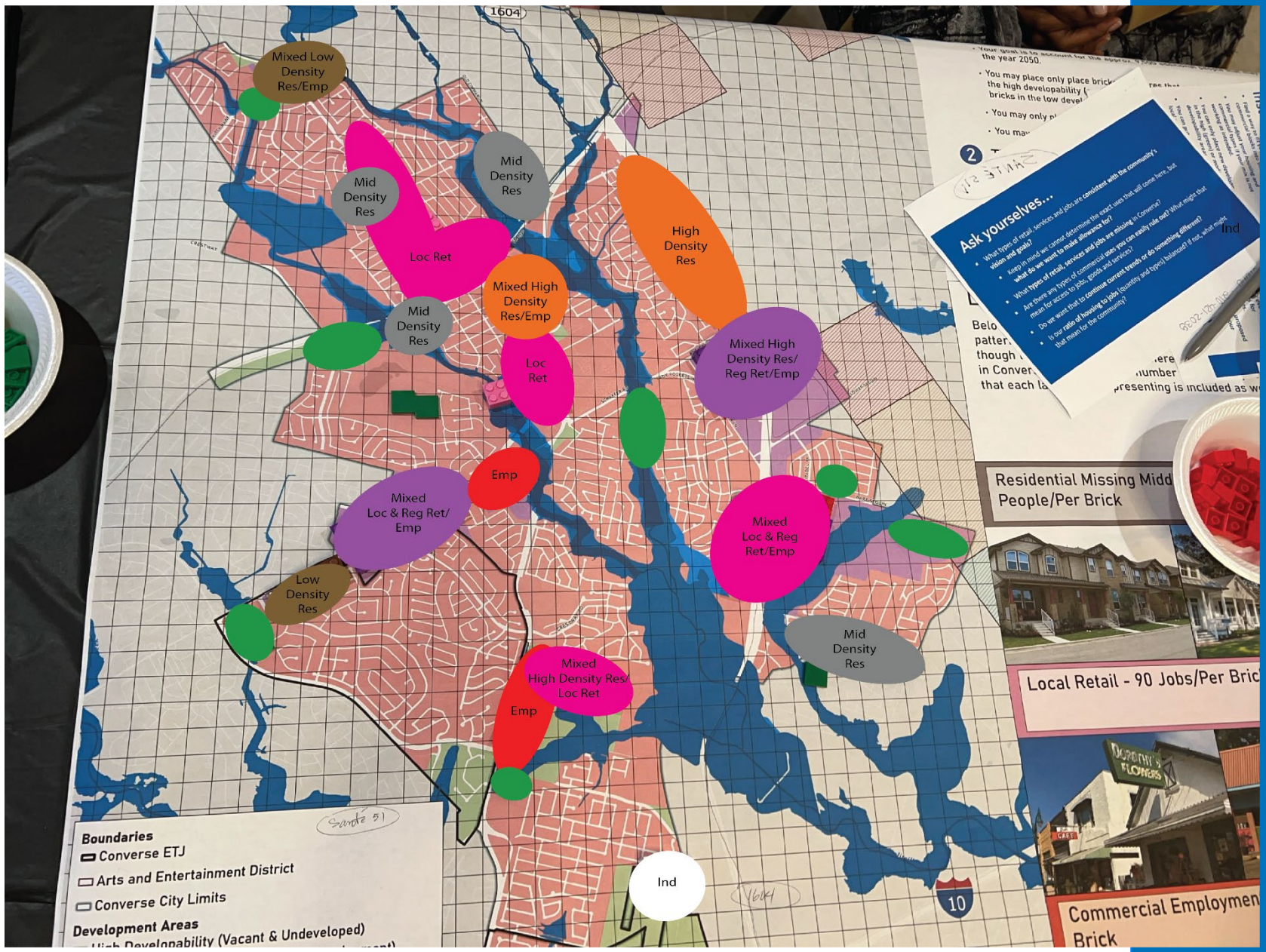


Table 3

- Creating local mixed-use spaces near the City ETJ with local retail, high-density housing and green features.
- Developing regional retail nodes on significant transportation corridors.
- Establishing a walking trail along Loop 1604.
- Promoting mid-density housing within the City core.

New Dev Acres	Total People	Total Jobs
290.4	3210	2790



Table 4

- Focusing on vertical mixed-use development with remaining developable land.
- Incorporating green features in all mixed-use developments.
- Prioritizing housing near significant transportation corridors.
- Emphasizing mid-density housing near northern section of City.

New Dev Acres	Total People	Total Jobs
712.8	7600	6120

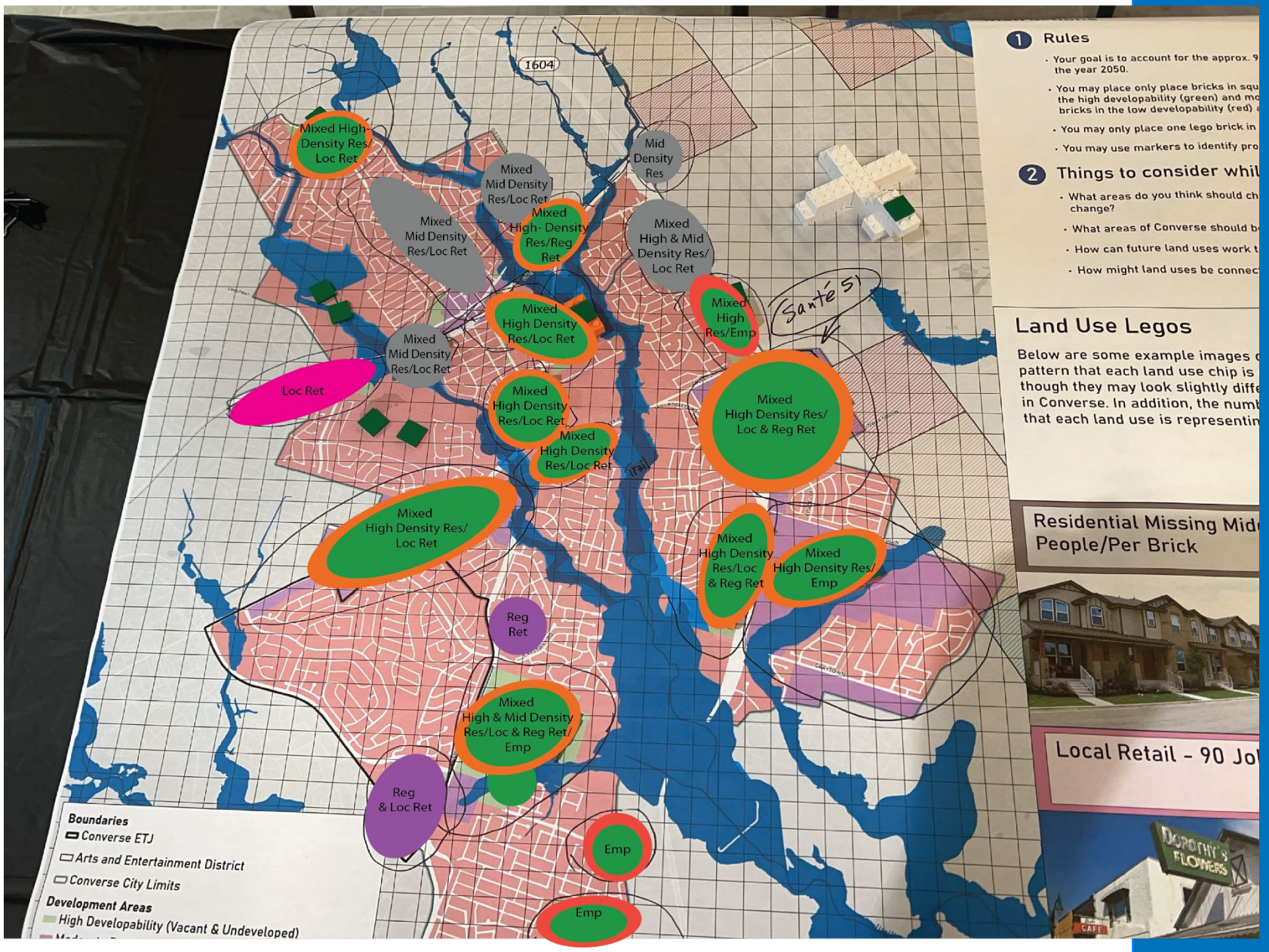


Table 5

- Promoting mixed-use development along Loop 1604.
- Establishing low-density and limited high-density housing near the southern section of the City.
- Limited industrial use along Loop 1604.
- Minimal development within City core and focusing growth along Loop 1604.

New Dev Acres	Total People	Total Jobs
228.8	3185	1640

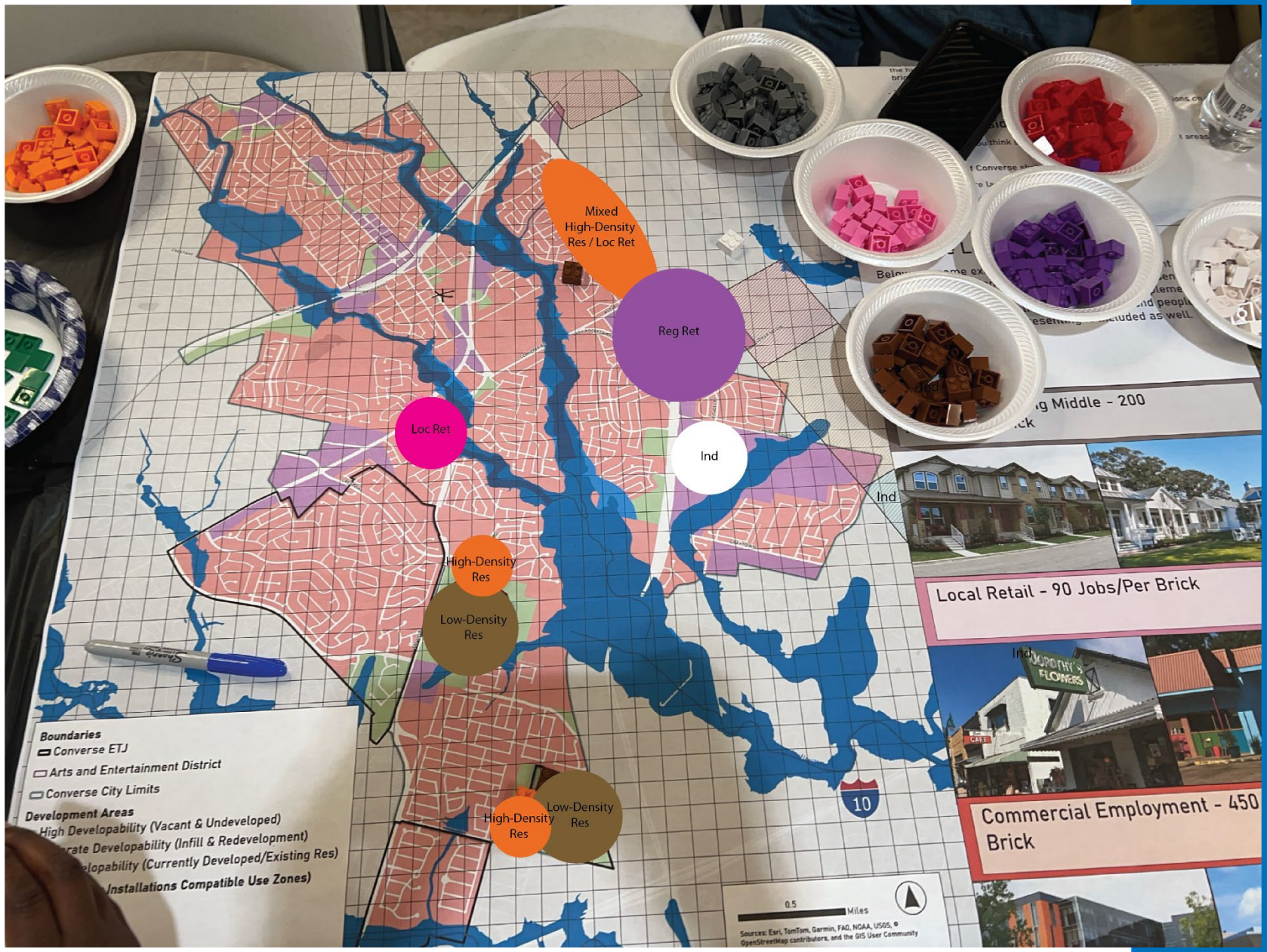


Table 6

- Developing a mixed-use space within the proposed Arts and Entertainment District.
- Increasing retail uses and employment along Loop 1604.
- Creating additional industrial uses along FM 1516 and Gibbs Sprawl Road.

New Dev Acres	Total People	Total Jobs
184.8	1240	3010

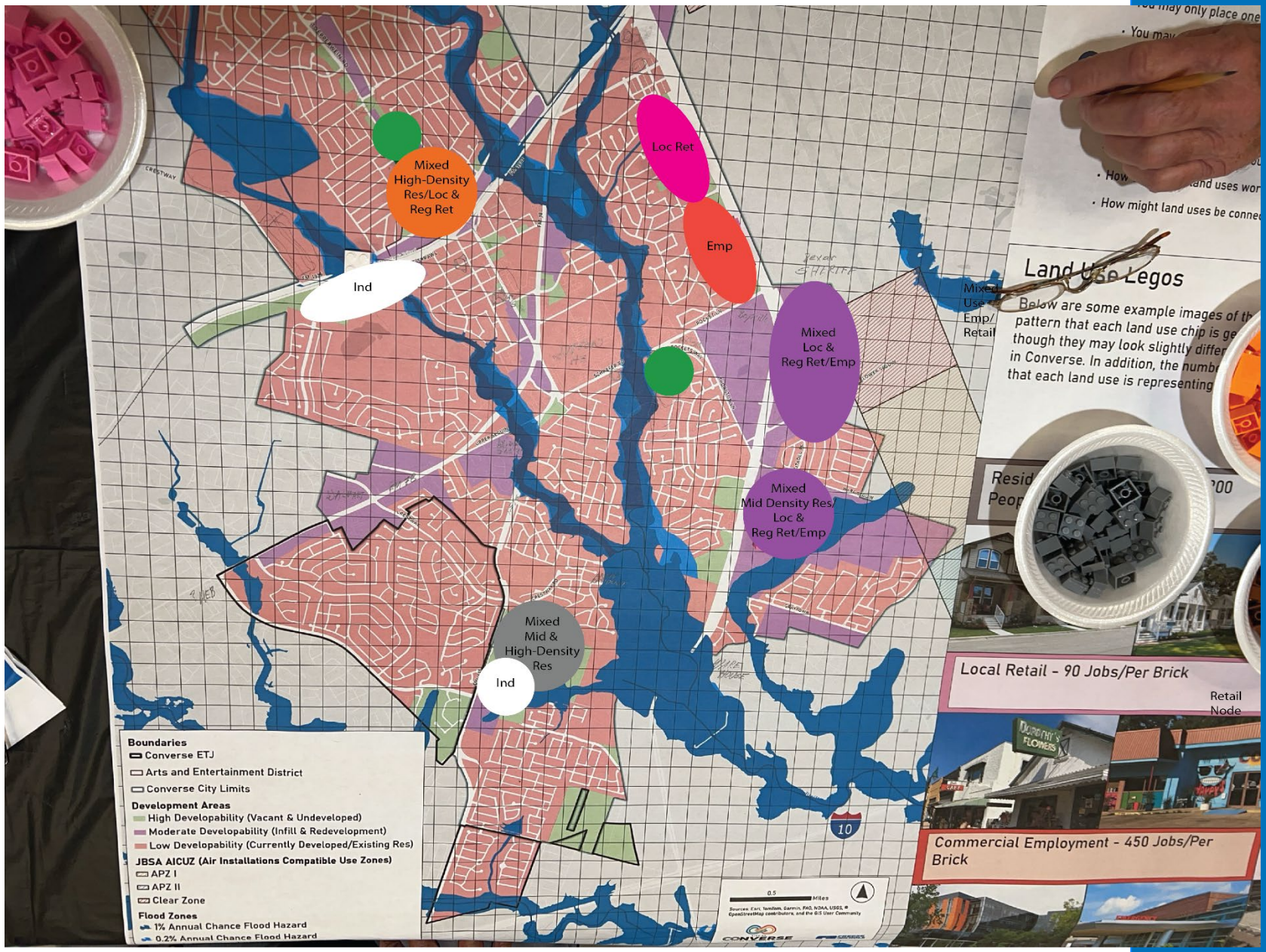


Table 7

- Placing local retail uses along significant transportation corridors within City core.
- Establishing mid-density housing along the City periphery.
- Developing a walking trail near Gibbs Sprawl Road.
- Utilizing Loop 1604 for greater commercial uses, employment and high-density housing.

New Dev Acres	Total People	Total Jobs
589.6	6760	8140

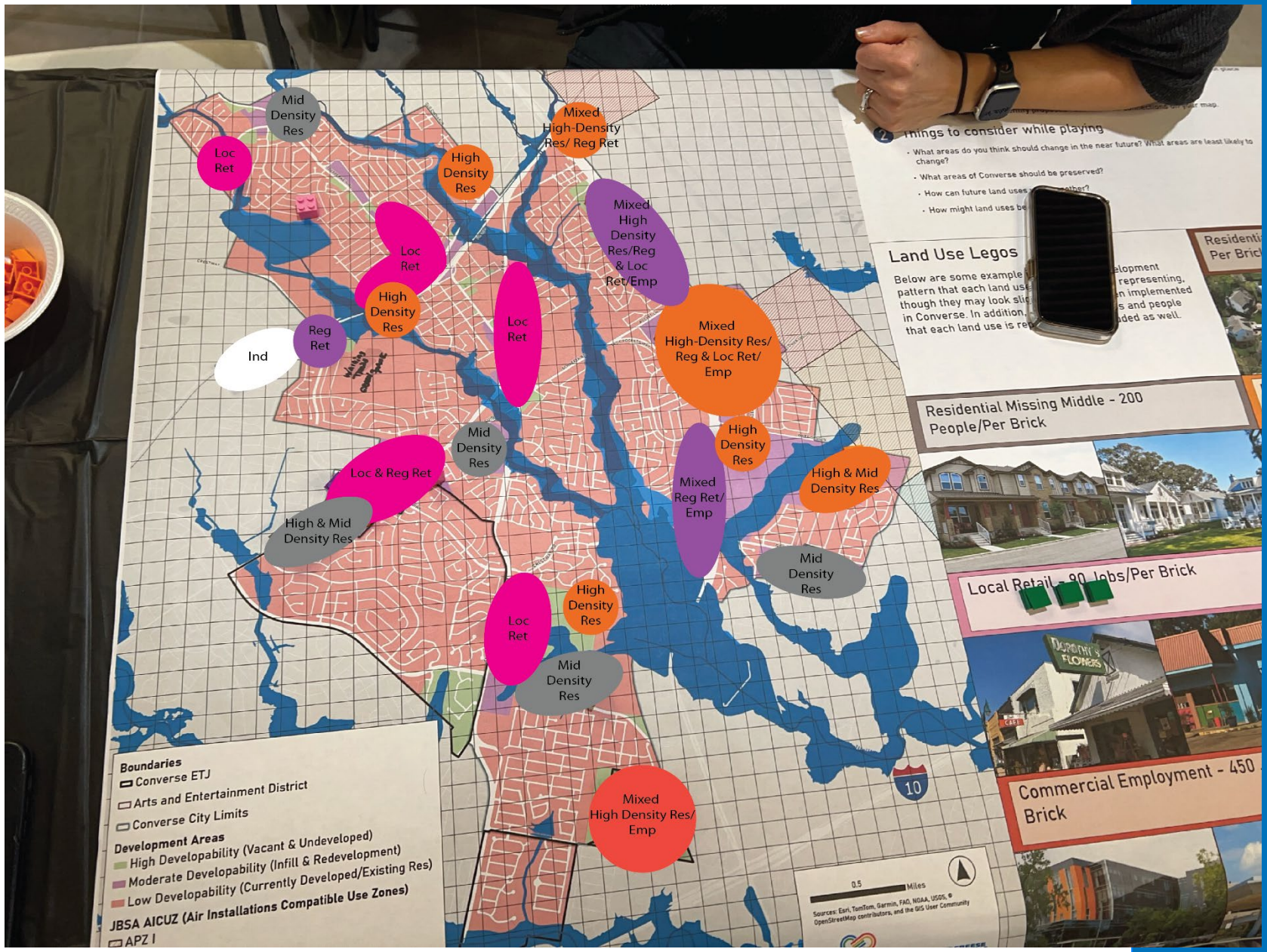
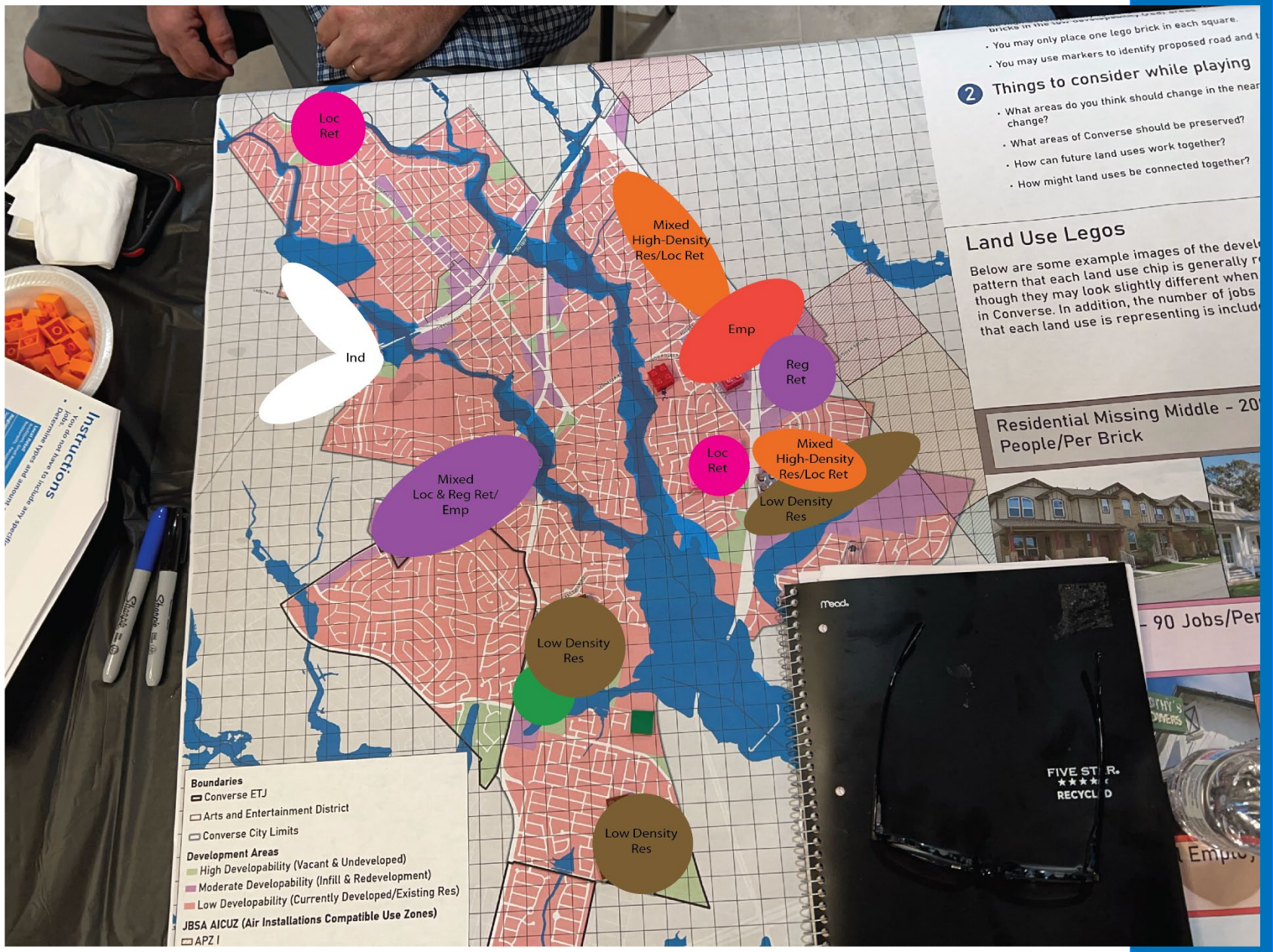


Table 8

- Promoting low-density housing and green features near existing SF neighborhoods near the southern perimeter.
- Encouraging retail and employment uses along Old Seguin Road.
- Establishing greater industrial uses along Gibbs Sprawl Road.
- Focusing on additional mixed-use developments along Loop 1604.

New Dev Acres	Total People	Total Jobs
475.2	3170	7090

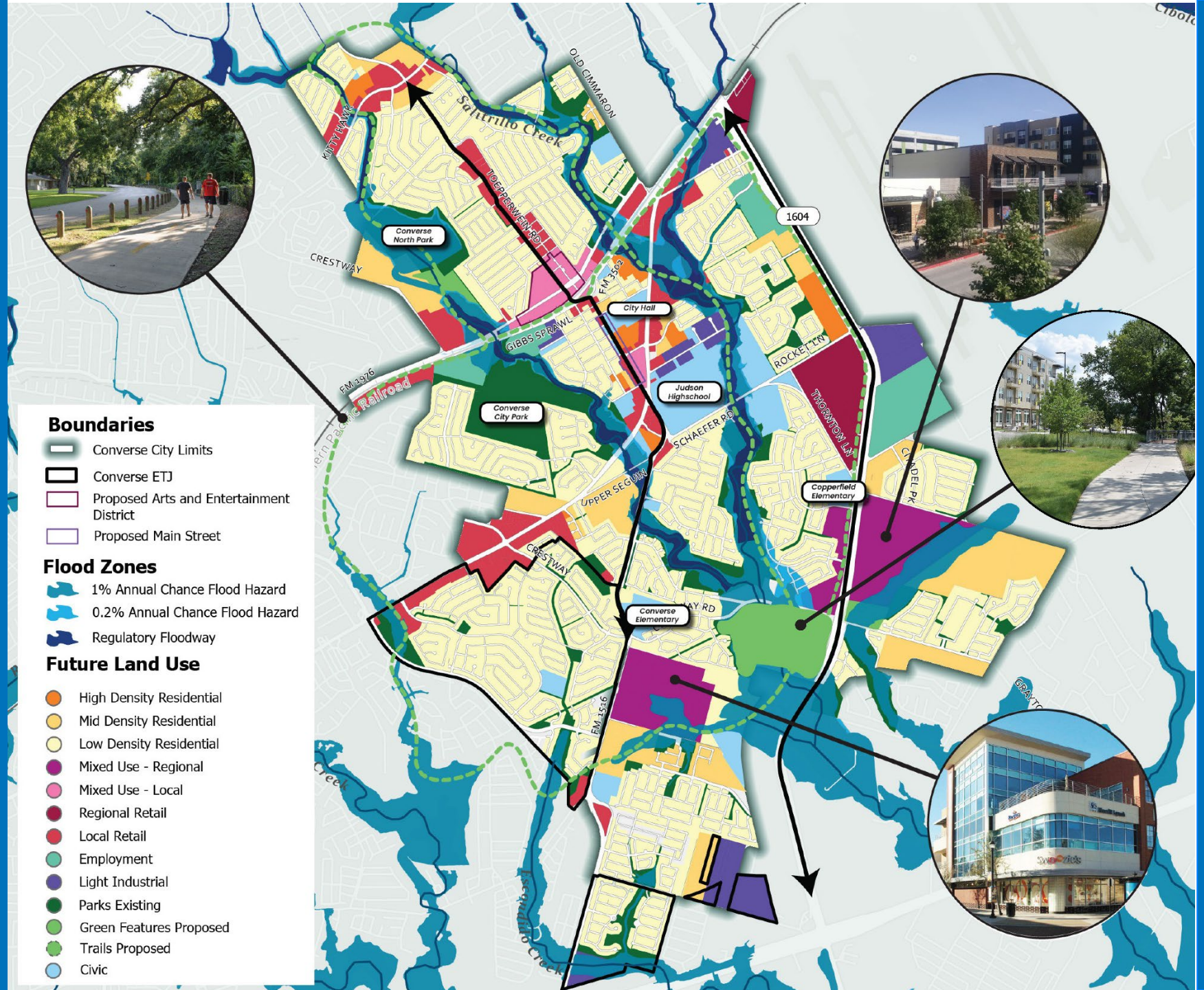


Scenario Summary

Block Color	Use Type	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Total
	Low Density Housing	6	6	2	0	5	0	0	10	**29**
	Mid Density Housing	0	11	2	6	0	3	13	0	**35**
	High Density Housing	3	12	8	20	8	2	13	6	**72**
	Local Retail	16	27	9	17	7	5	17	14	**112**
	Regional Retail	12	12	6	8	5	3	13	5	**64**
	Commercial Employment	7	16	2	7	0	4	9	9	**54**
	Industrial	2	3	0	0	1	2	2	8	**18**
	Parks/Open Space	9	13	4	23	0	2	0	2	**53**
	Vertical Mixed-Use	0	2	8	19	6	1	4	6	**46**

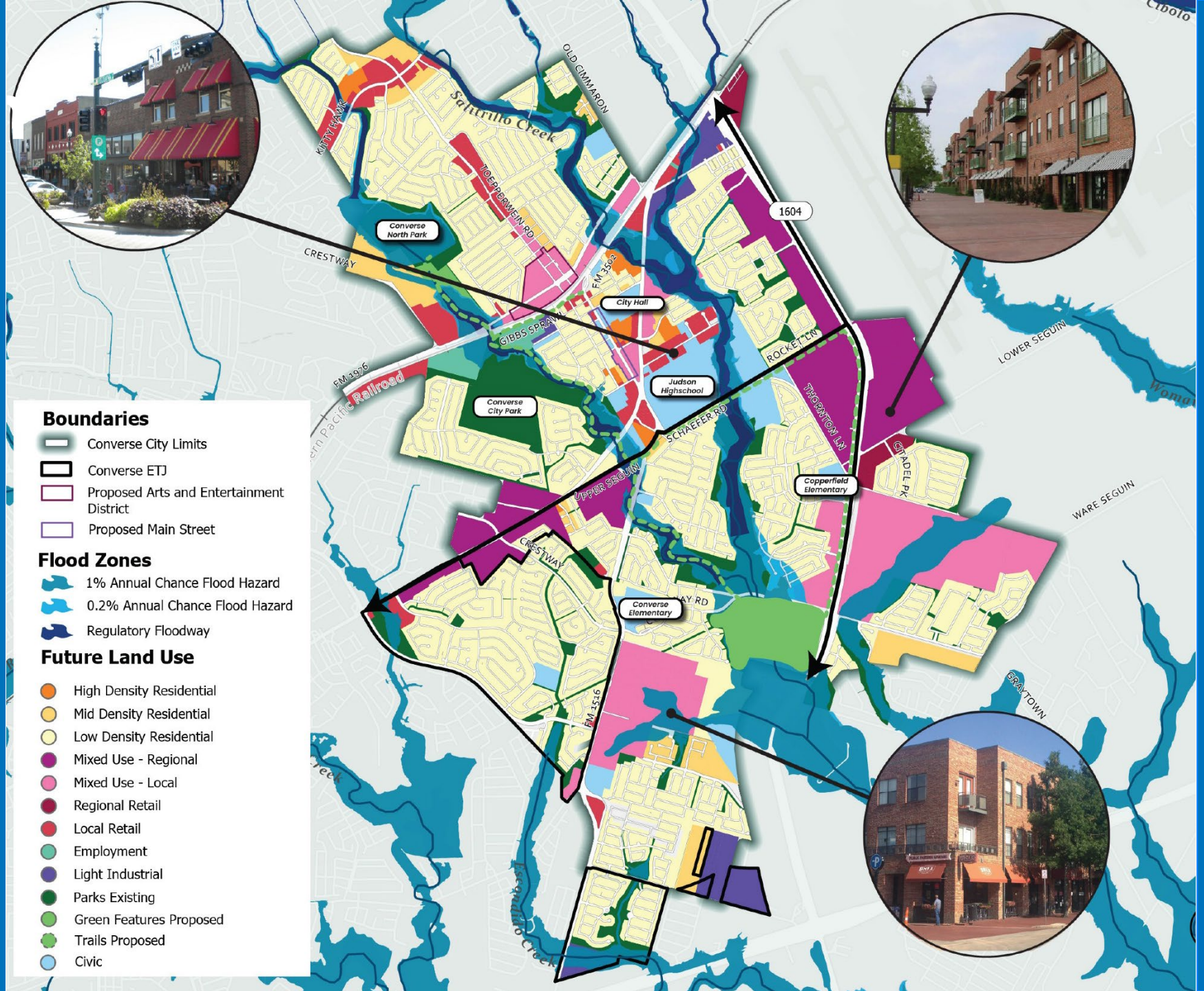
Concept #1

- Focuses on two corridors: 1604 and Toepperwein.
- Where the two corridors meet, a new destination is created by two regional mixed-use nodes flanking and connected by a green feature.
- Regional mixed-use concentrated in this southern destination.
- Local mixed-use concentrated centrally.
- Higher density uses along 1604 corridor.
- Local retail along other corridors.
- Small nodes of light industrial throughout.
- City-wide trail network.



Concept #2

- Regional mixed-use concentrated along 1604 and Old/Upper Seguin, major node created where these two corridors meet at 1604 & Schaefer.
- Largest amount of mixed-use, very little standalone residential, retail or employment.
- Local mixed-use concentrated central and south.
- Still a new green feature, but less activated due to lower density development.
- Smaller trail network focused on connecting the mixed-use corridors.
- Pedestrianized pocket along Business Lane.



Concept #3

- Less concentrated mixed use nodes, dispersed throughout the City.
- Balance of higher density uses along 1604.
- More mid- and high-density residential along corridors.
- Creation of a "main street" along S. Seguin between Gibbs Sprawl and FM 78.
- Less retail along Toepperwein north.
- Smallest loop trail connecting the central areas.
- Still a green feature, flanked by one regional and one local mixed-use node.

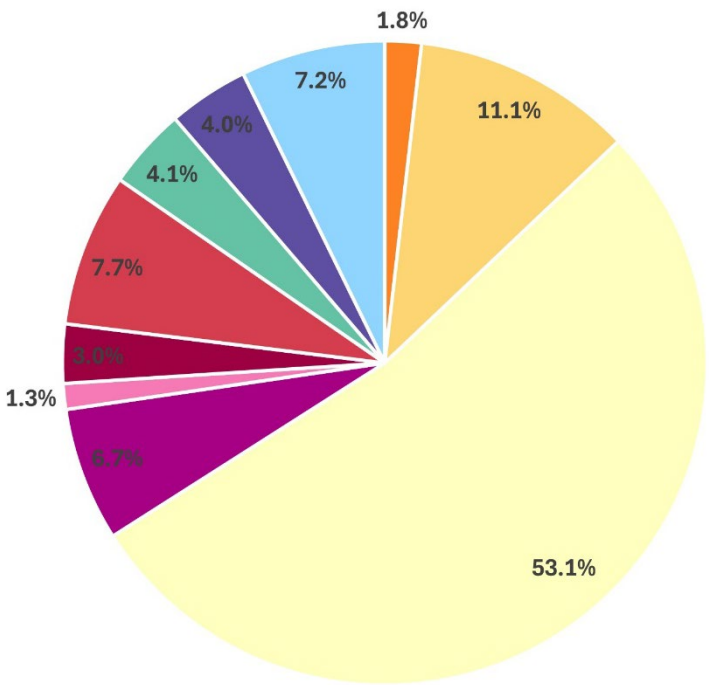




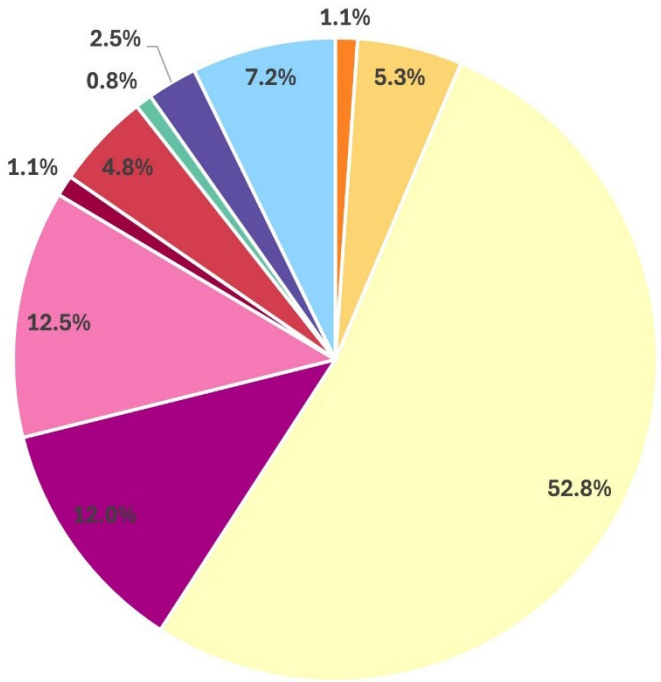


Land Use Comparison

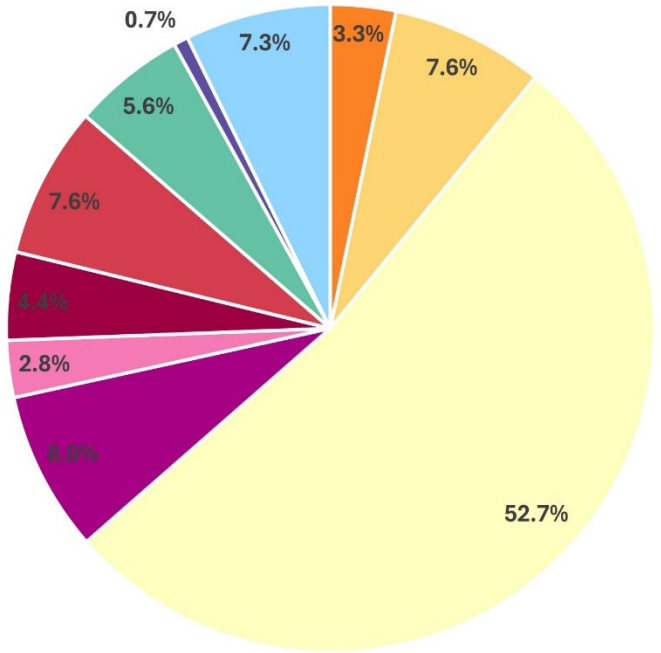
Concept #1



Concept #2



Concept #3



Low-Density Residential
High-Density Residential
Mixed Use Local
Local Retail
Light Industrial
Mid-Density Residential
Mixed Use Regional
Regional Retail
Employment
Civic

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Next Steps

- Preferred Scenario Development
- Draft Land-Use Chapter
- Green Day Engagement (April 12)
- City Council Briefing (April 15)

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Or Scan the QR Code