



COMPREHENSIVE PLAN DOWNTOWN PLAN

City Council Update

April 19, 2022



Project Team



COMPREHENSIVE PLAN



DOWNTOWN PLAN



Chance Sparks, AICP, CNU-A
Project Manager



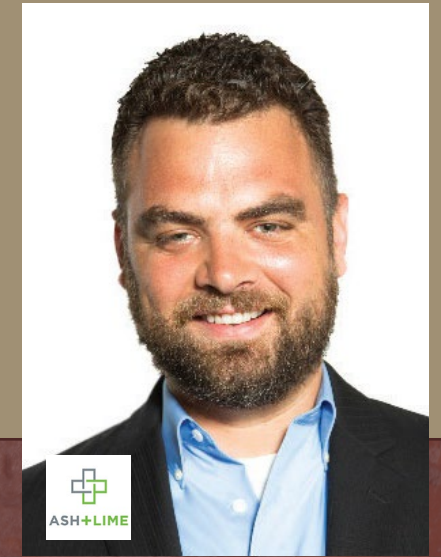
Alexis Garcia, AICP
Project Planner



Travis James, MBA
Economic Development



Cody Richardson, RLA
Preservation and Design



Rik Adamski, CNU-A
*Downtown Planning and
Activation*

The Importance of Planning and the Process

Why Plan?

SEGUIN
TEXAS
COMPREHENSIVE PLAN

SEGUIN
TEXAS
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**Establish a
Blueprint**



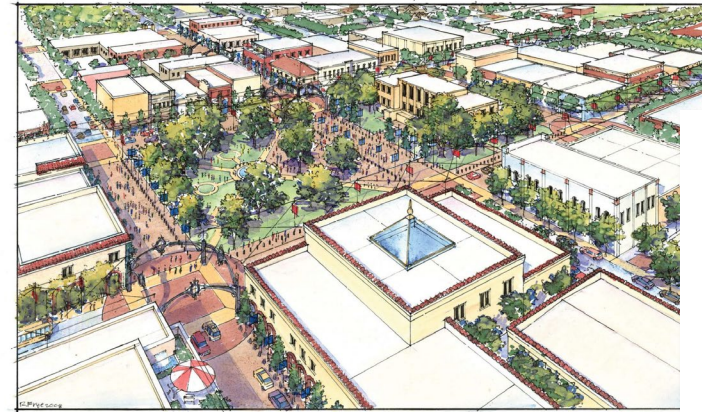
Give Direction



Create a Vision

Planning in Seguin

- Last Comprehensive Plan was adopted in **2008**
- **Previous Planning Efforts:**
 - Strategic Plan (2018)
 - Parks, Recreation, Open Space and Trails Master Plan (2020)
- **Significant growth** in Seguin since the last Comprehensive Plan
- Need to look at undeveloped land, redevelopment opportunities, infrastructure, and public facilities for the next **20 years**



MESA THE SEGUIN COMPREHENSIVE MASTER PLAN

CITY OF SEGUIN



It's real.



City of Seguin

Parks, Recreation, Open Space and Trails Master Plan

2-Year Strategic Plan

Prepared by Opportunity Strategies

What is a Comprehensive Plan?

Reflection of the Community's Vision

Long-term Statement that Guides Policy

Basis for Subsequent Ordinances

Tool for Decision-Making

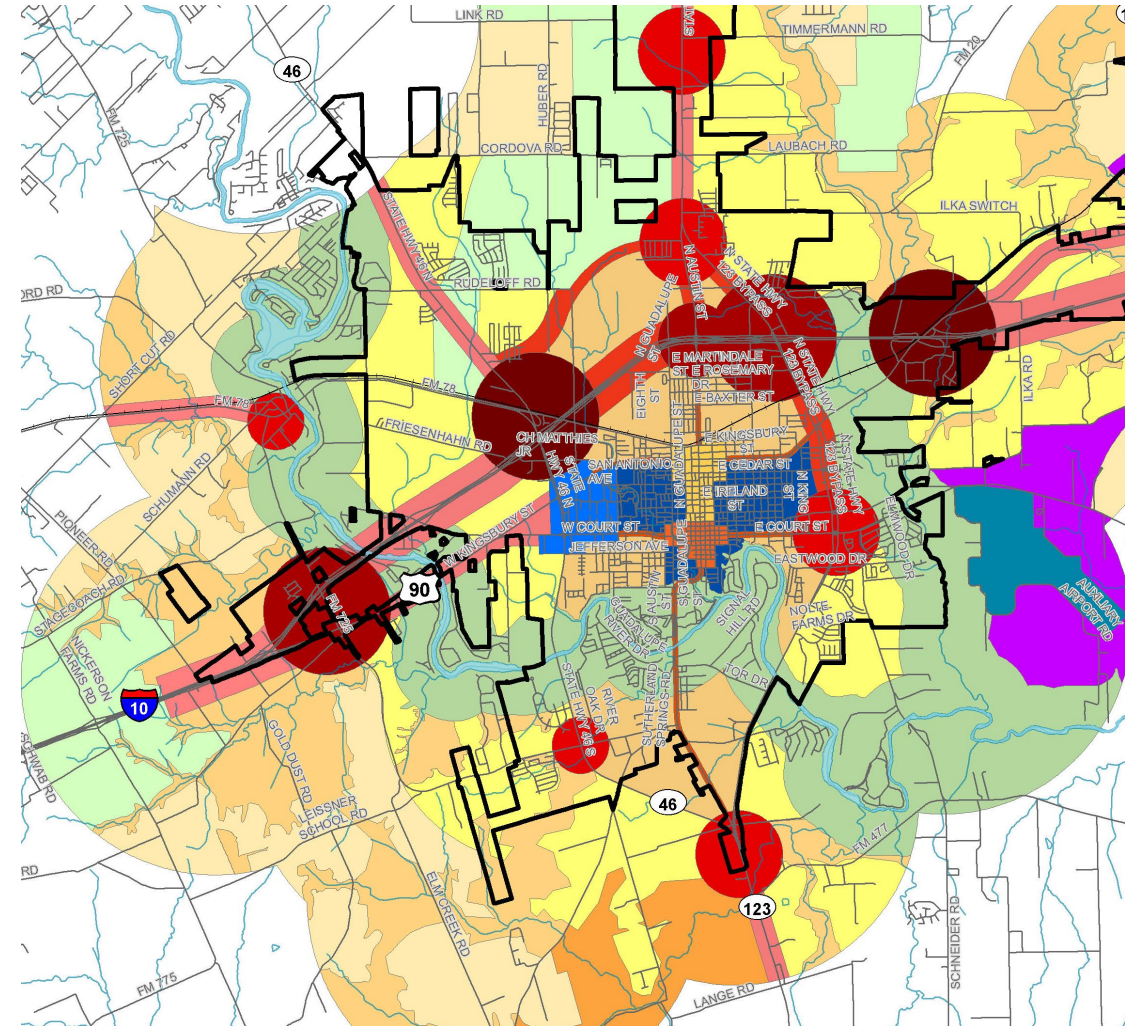


What is Future Land Use Planning?

Future land use planning is the identification of land uses for certain areas within the city. Each land use designation envisions how property could potentially be developed in the future.

WHY IS THIS IMPORTANT?

- Helps to keep development organized
- Assists with annual budgeting
- Allows for sustainable growth



FUTURE LAND USE MAP VS. ZONING DISTRICT MAP



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FUTURE LAND USE MAP

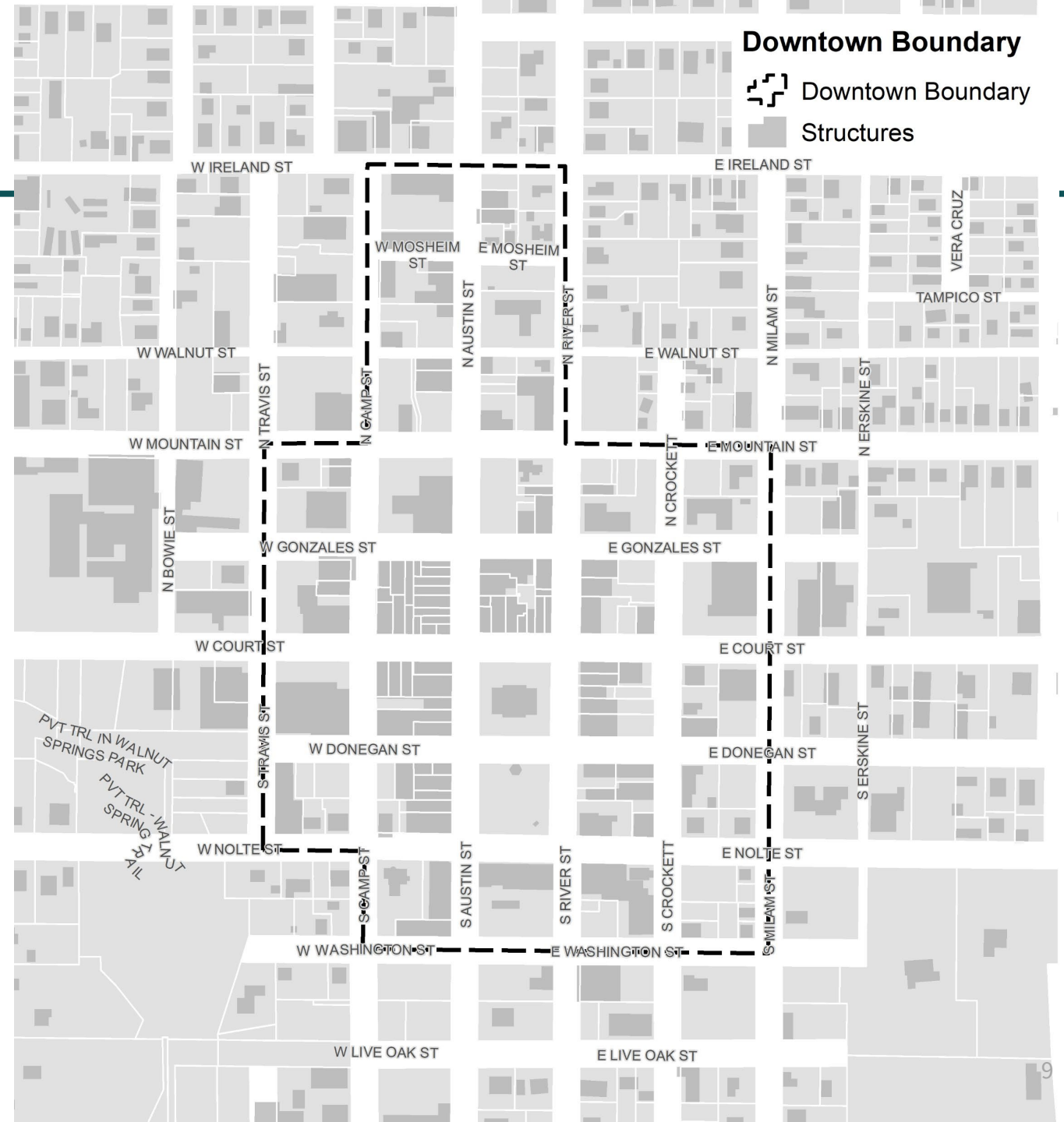
- Purpose
 - Outlook for the future use of land and the character of development in the community.
 - **Macro-level**, general development plan.
- Use
 - **Guidance** for City zoning and related decisions (zone change requests, variance applications, etc.).
 - Baseline for monitoring the consistency of actions and decisions with the City's adopted Comprehensive Plan.
- Inputs and Considerations
 - Inventory of existing land use in the City.
 - **Developing better area character and identity** as a core planning focus along with basic land uses.

ZONING MAP

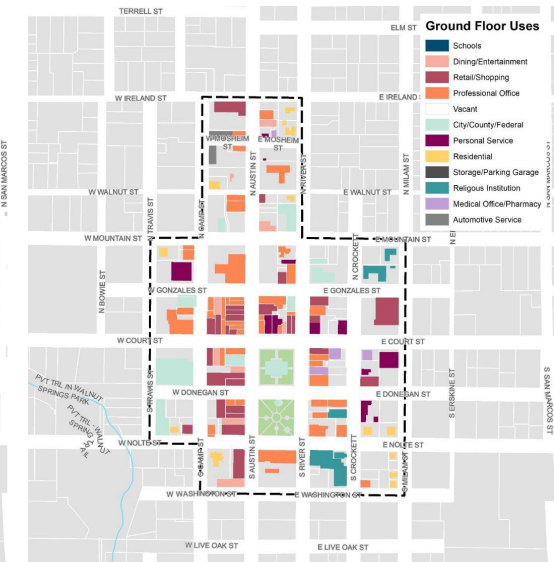
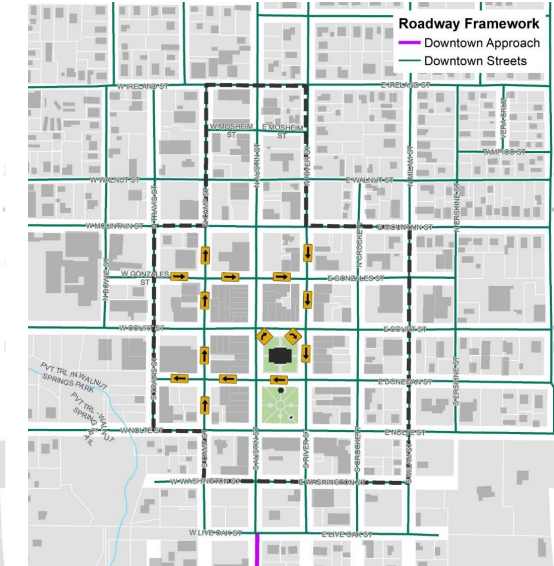
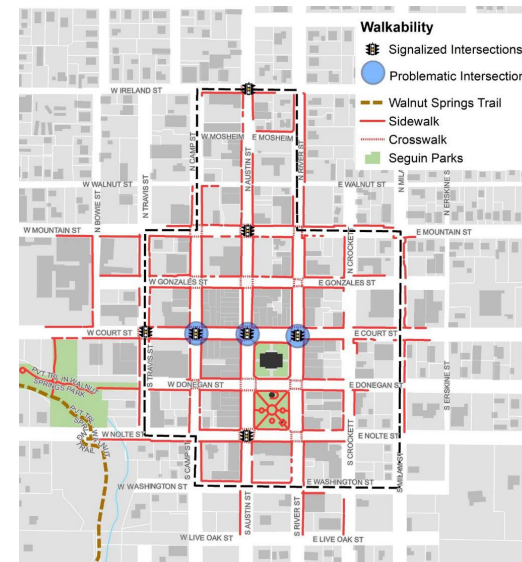
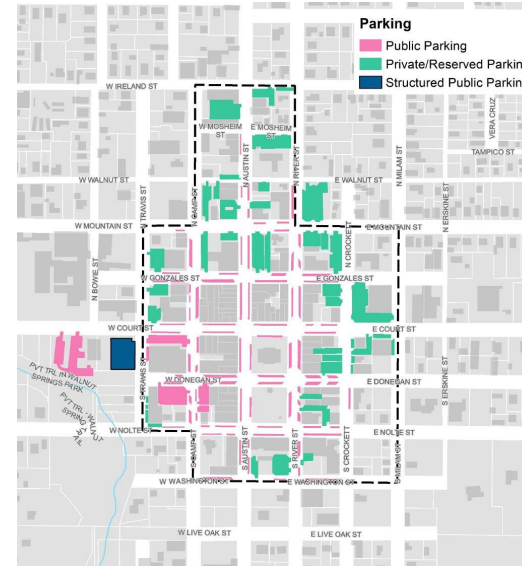
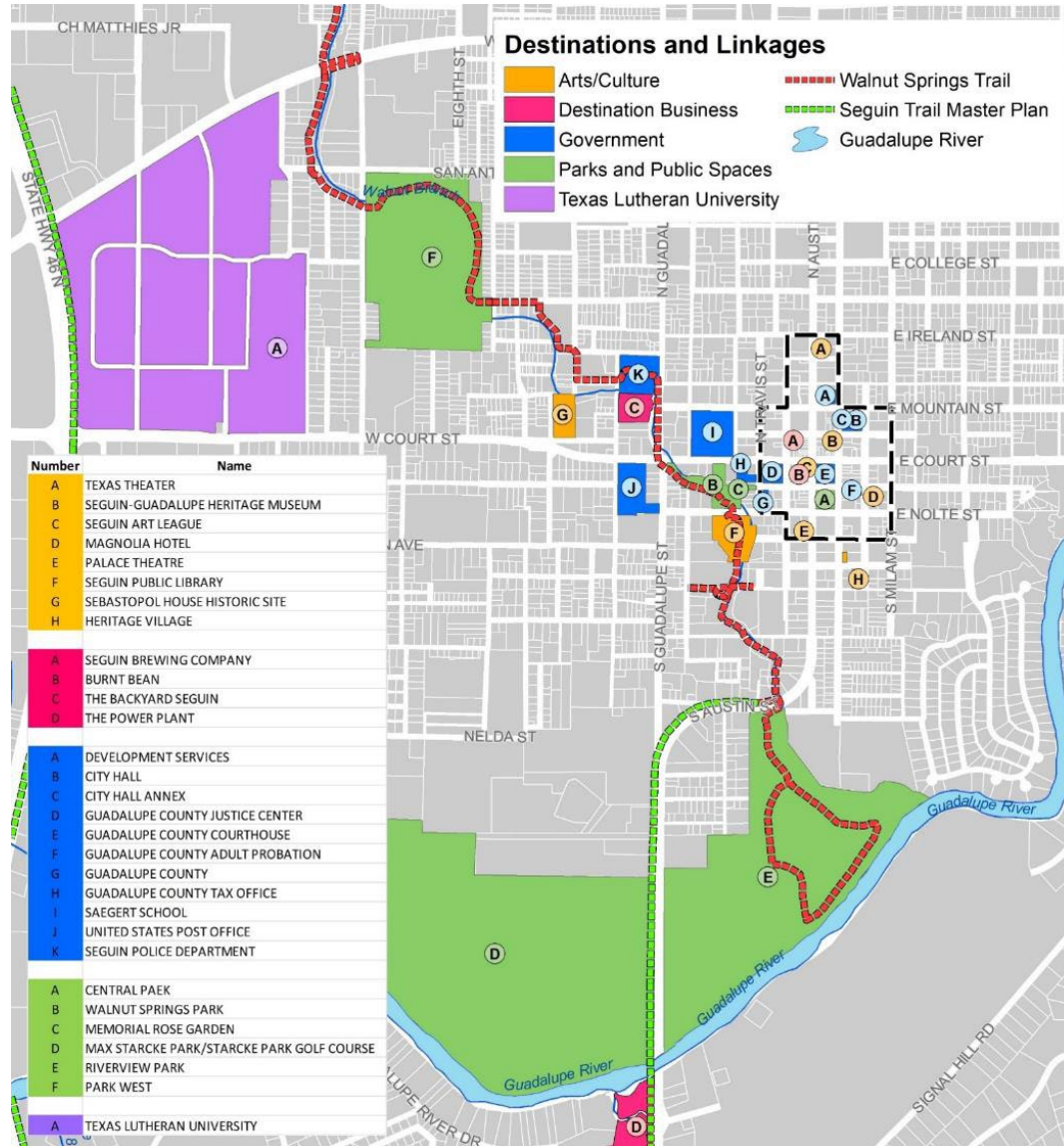
- Purpose
 - Basis for applying unique land use regulations and development standards in different areas of the City.
 - **Micro-level**, site-specific focus.
- Use
 - **Regulating development** as it is proposed, or as sites are positioned for the future (by the owner or the City) with appropriate zoning.
- Inputs and Considerations
 - Future Land Use Plan is referenced for general guidance.
 - **Other community objectives**, such as economic development, redevelopment, flood prevention, etc.

Downtown Plan

- Physical Framework
- Policy/Regulatory Framework
- Ownership and Land Assembly Framework
- Economic and Market Analysis



Downtown Existing Conditions Analysis



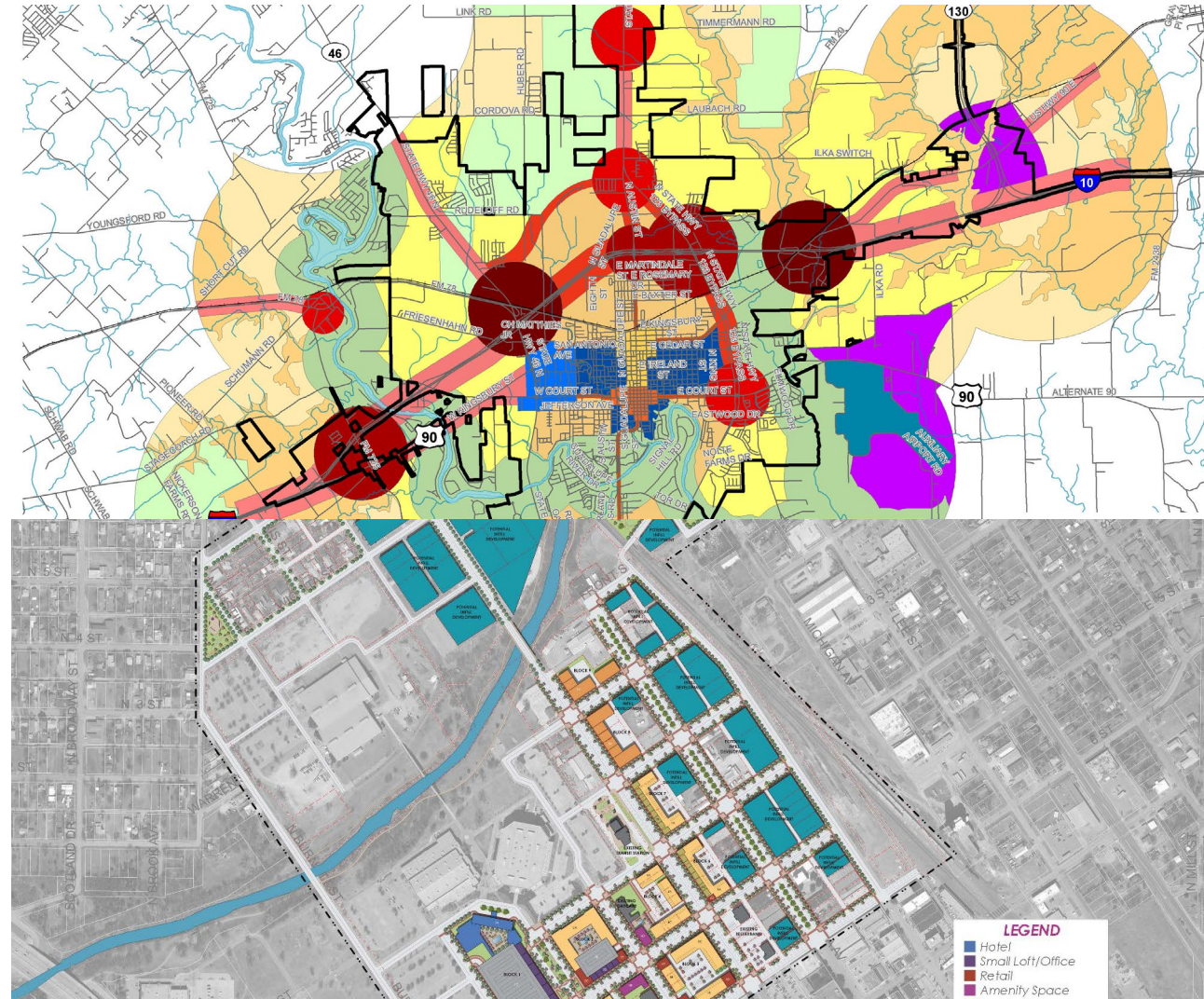
Implementation

Future Land Use Plan Implementation

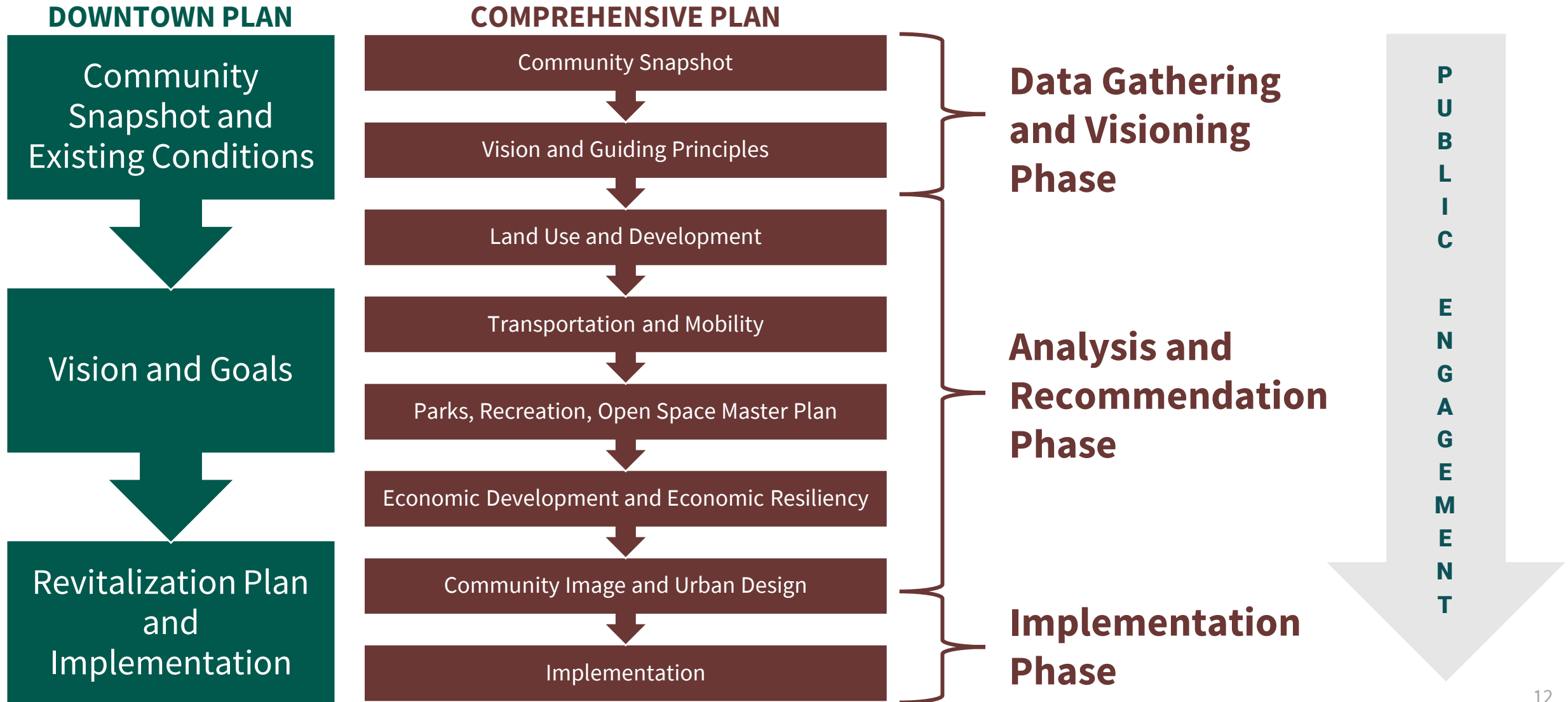
- Future Land Use Map
- Strategies, Policies, and Recommendations
- Action Plan for Implementation

Downtown Plan Implementation

- Illustrative Master Plan
- Revitalization Strategies, Policies, and Programs
- Action Plan for Implementation



Planning Process



Stakeholder Input

Community Events and Engagement



Main Street Conference

- Lots of placemaking and connection ideas
- Tactical/immediate improvements to three areas of Downtown
 - Central Park
 - Exercise programs, Live or recorded music playing from gazebo, Family game night
 - Improve seating with moveable chairs or picnic tables
 - Make the fountain more interactive
 - Donegan St.
 - More decorative lighting, signage, art
 - Close to, or limit traffic
 - Create parklet
 - St. James Lot
 - Sports park
 - Meditation garden
 - Walking trails with shade and seating



Holiday Stroll and Stakeholder Interviews

Concerns

- Downtown **traffic** flow.
- Lack of visual excitement/**no cohesive design**.
- Above ground power lines **ruin aesthetics**.
- **Shopping** in the city is not centralized.
- Lack of **comprehensive bike infrastructure**.
- **Waste management** is an issue.
- **Wayfinding signage** improvements needed.
- There is a **lack of entertainment and nightlife**.
- Newer **residents lack connection** to the city.
- Lacking **outdoor space**.
- **Underutilized buildings**.
- Large **cookie cutter subdivisions** kill the character.
- Some places are not super **welcoming to all cultures**.
- Some people are **opposed to growth**.



Holiday Stroll and Stakeholder Interviews



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Opportunities

- Seguin is attractive to young professionals because of **affordability and location** near Austin and San Antonio.
- **Provide incentives** to keep development in a certain area.
- **Regional park or little league park** north of IH 10.
- **Greenway loop** that connects north and south.
- Increase **access to local parks**



Holiday Stroll and Stakeholder Interviews

Project Ideas

- Convert streets parallel to Austin St. and Court St. to **one-way traffic**.
- College Street is a good street for **bike paths**.
- **Close Crockett St. by St. Andrews to through traffic.** Encourage bike mobility to the church area.
- **Improve bike connectivity** to Walnut Creek Trail.
- Old church property off Nolte St. can be **public space**. (Currently not developed)
- **Trail path along Donegan** to the Rose Garden
- **Collaborate with TLU** on the use of the 2-story building Downtown.
- **Austin St. as a pedestrian boulevard.** (At one time Austin street was going to be a pedestrian boulevard. Planning is 15-20 years out.)



Holiday Stroll and Stakeholder Interviews

Vision and Goals

- “Don’t want to Seguin to be stuck.”
- Stakeholders want the **small town feel** with big city amenities.
- **“Keep it real”**
- Stakeholders would like to see a **variety of stores.**
- Stakeholders would like a **variety of restaurant types.**
- **TLU wants to integrate** more in the community and Downtown.
- Provide more **family-friendly entertainment** and activities.



2022 Stakeholder Meetings

- Provide a greater variety of **entertainment retail and commercial** options.
- There is a need for a **grocery store and fresh food options** on the north and west side of town.
- There is a strong desire for a **variety of dining options and high-end restaurants**.
- Downtown Seguin is great but needs **placemaking** improvements and needs to be better advertised so local people know what is available.
- Improve connections between **TLU and Downtown**.
- Provide more **commercial and retail** that tailors to students.
- Provide more **parks and community centers** with free or reduced cost activities for kids.
- Improve **pedestrian connections** with better lighting and sidewalk improvements.
- Provide more **incentives/grant opportunities** to support black-owned businesses.



2022 Stakeholder Meetings

- Explore ways to expand **economic development** opportunities.
- Recognize and celebrate the **Mexican-American history** of Seguin in Downtown.
- **Tell the story** of all the cultures in Seguin.
- Seguin is a **Manufacturing Hub**. Consider growing **white collar jobs** in the future.
- **Attract people to Seguin** and encourage them to stay.
- There is a ton of **new single family residential developments** coming to the City and ETJ.
- Provide both **high-end and affordable single family home** options.
- There is a **negative perception** of Seguin.
- Future development will be located north of I-10 along SH46, SH 123 and SH130.
 - **Commercial** should be located along Tx-46 and I-10.
 - **Industrial** should be located along 130
 - **Residential** should be located between SH123 and SH46



2022 Stakeholder Meetings

- Increase **tourism opportunities** and capitalize on what makes Seguin's assets such as the River, Pecans, History.
- Provide more **affordable small-scale multifamily housing options** like apartments, townhomes, duplexes, and fourplexes.
- The barrier to growth is **availability of water**.
- Seguin is enticing because it has more **affordable housing options** than surrounding areas, allows for more space, and is **close to major cities**.
- **Improve and expand Rudeloff Road.**
- **Consider Seguin's current identity** as a manufacturing city and what it should be.
- Provide more **basic services on the west side of town**.



Comprehensive Plan Online Survey Summary

Online Survey Summary

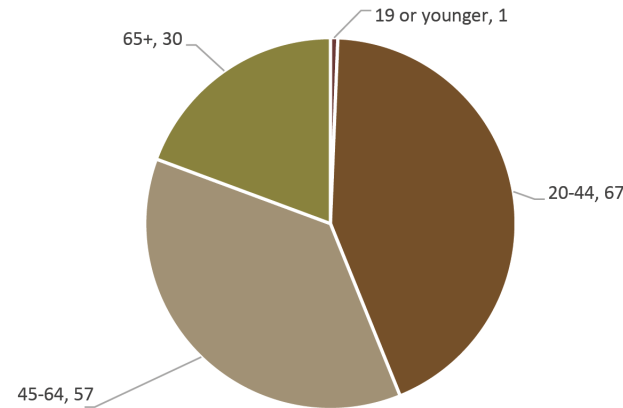
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SURVEY RESPONSES

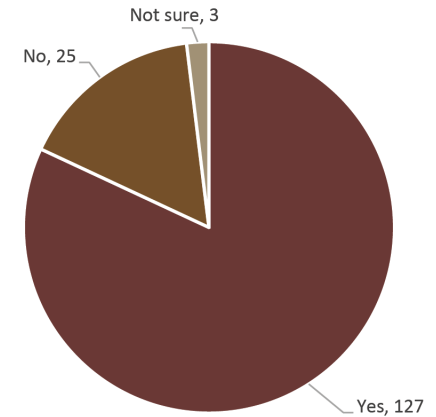
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MAP COMMENTS

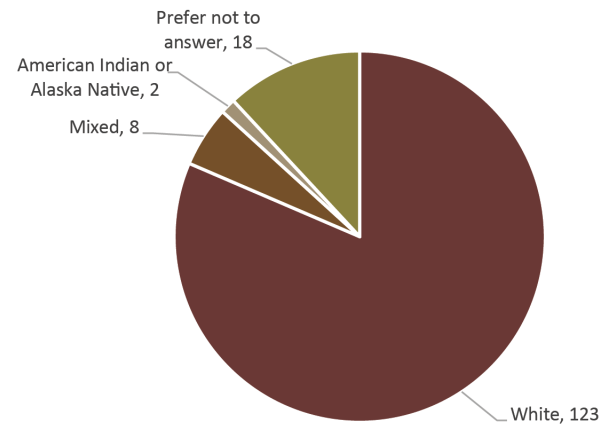
What is your age?



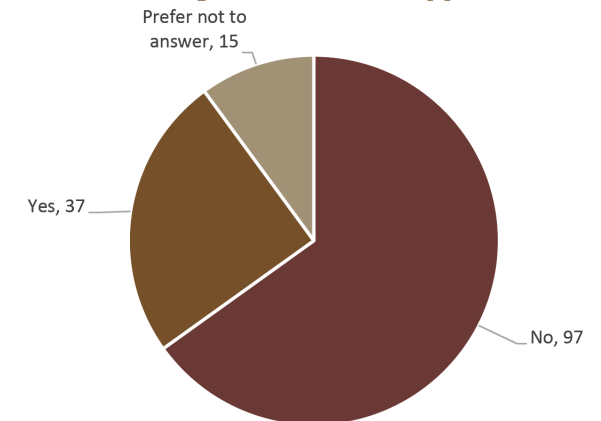
Do you Live in Seguin?



Race



Are you of Hispanic, Latino, or Spanish Origin?



Online Survey Summary



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My Vision for Seguin is...

"A **diverse community** which is accessible and welcoming with lots of **green-spaces** and **trail systems**."

"Town growing for more opportunity with **restaurants** and **shops**."

"It's a **lively town** that has managed to keep its **small-town feel**."

"It will start to feel like a bigger town, more **traffic**, more **shopping**, more **people**, continued improvements to **downtown**, more **tourism**."

"Street improvement and infrastructure to support additional homes being built."



Online Survey Summary

Strengths

- Historic Downtown
- Guadalupe River
- Location near Austin and San Antonio
- Growing community
- Small-town charm
- Access to I-10
- Traditions
- Diverse Cultures
- TLU

Challenges

- Sprawl/controlling growth
- Poor public transportation
- Traffic congestion
- Mindset to keep things the way they are or fear of growth
- Lack of regional shopping options and entertainment
- Street flooding

Online Survey Summary

TOP 3 Most Important Transportation or Mobility Upgrades

Maintenance of existing roads **1**

Addressing traffic and congestion **2**

New roads to improve connectivity **3**

TOP 3 Biggest Needs for Future Housing and Neighborhoods

Redevelopment of existing neighborhoods **1**

Maintenance of existing homes **2**

Housing that is affordable **3**

TOP 3 Greatest Infrastructure Issues Facing Seguin

Road maintenance **1**

Inequity in infrastructure quality between different areas **2**

Traffic and congestion **3**

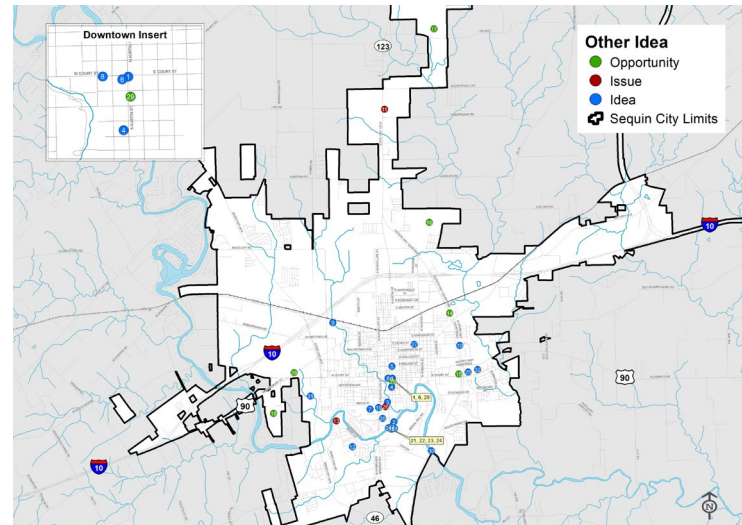
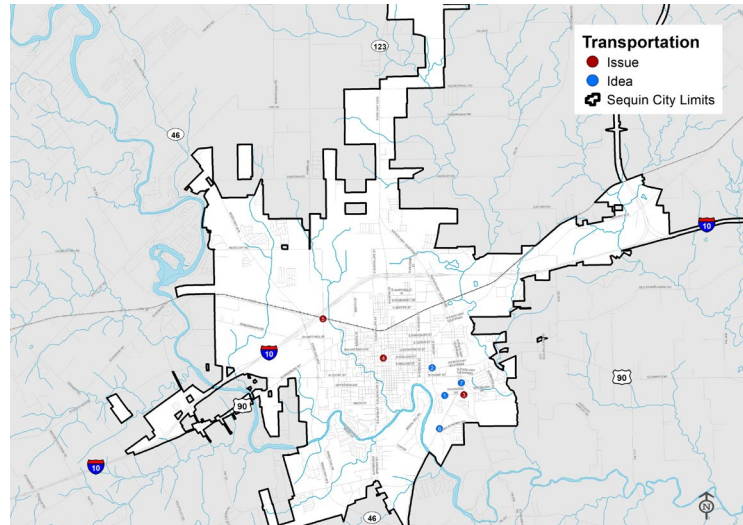
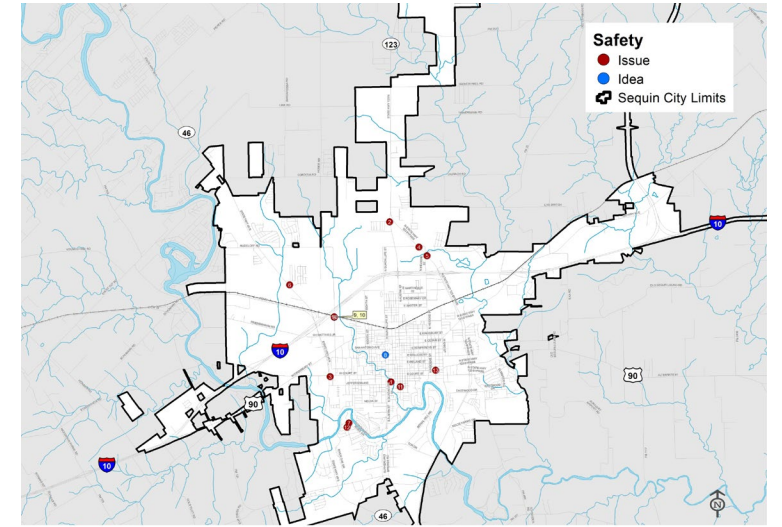
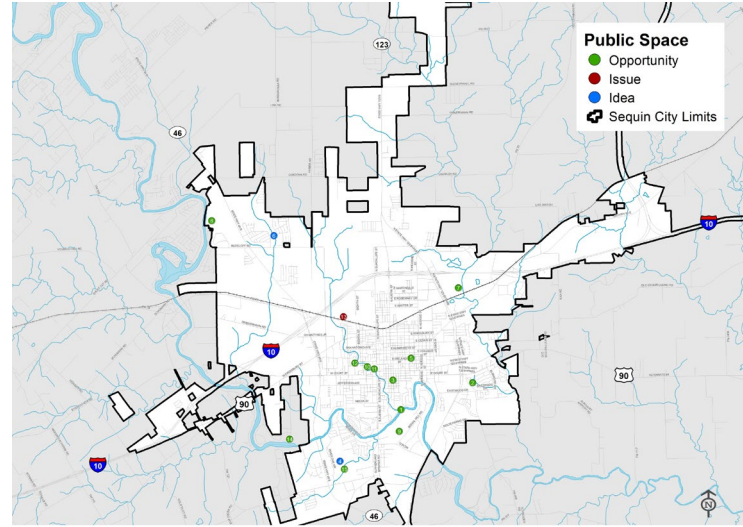
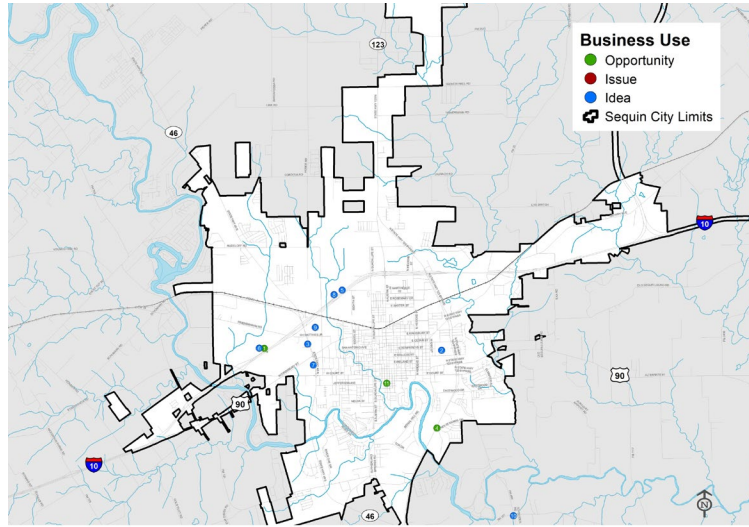
TOP 3 Ways to Improve the Appearance of Commercial Areas

Improved roadside and median landscaping **1**

More pedestrian amenities like benches and lighting **2**

Better design of parking areas **3**

Comprehensive Plan Mapping Exercise



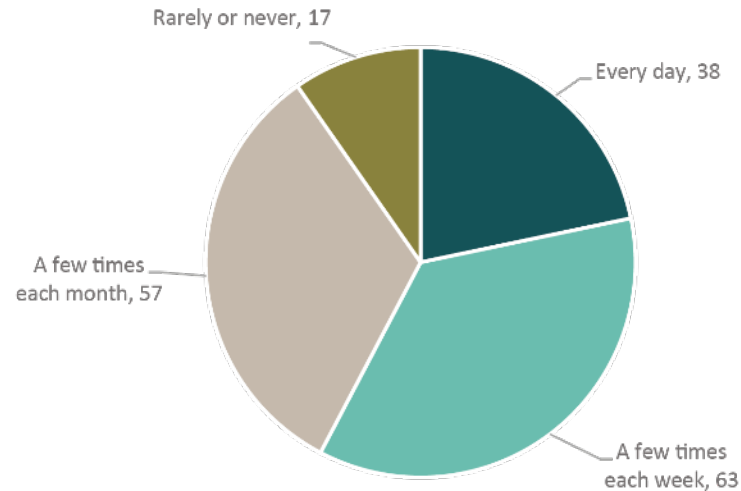
Downtown Plan Online Survey Summary

Online Survey Summary

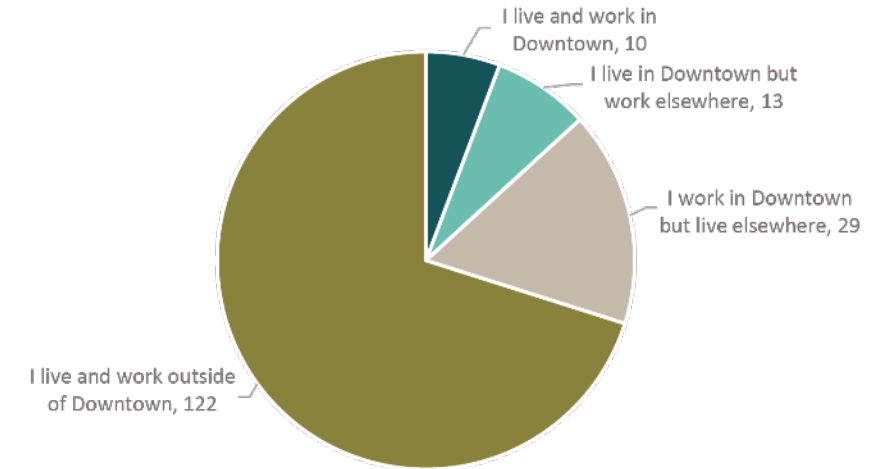
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SURVEY RESPONSES

75
MAP COMMENTS

How often do you come to Downtown Seguin?

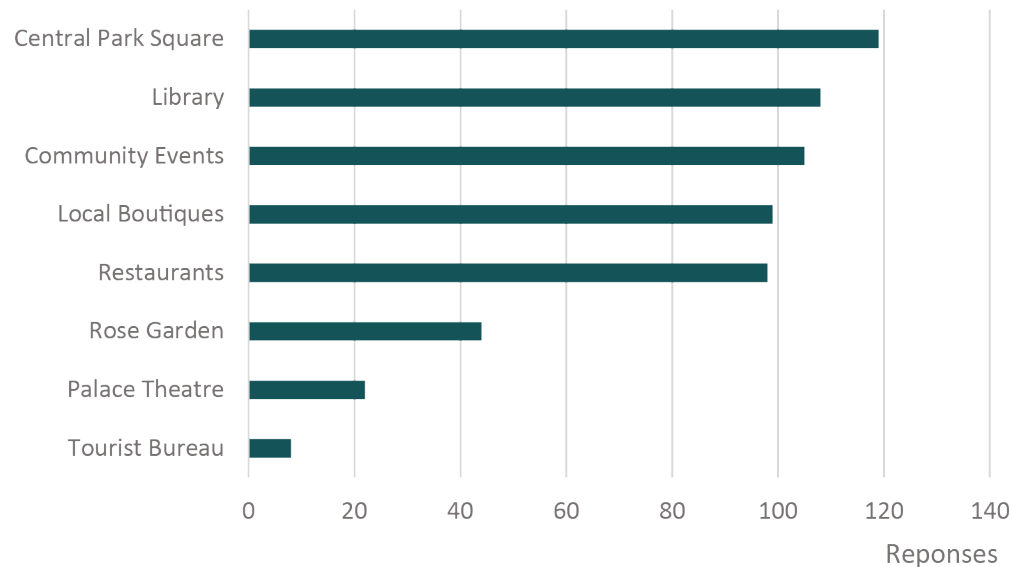


Which Best Describes you?



Online Survey Summary

What are your favorite places in Downtown Seguin?



Other Responses

- The Aumont
- Schultz Saloon
- Seguin Art League
- Burnt Bean
- Walnut Creek Area
- Texas Theater
- St Andrews Episcopal Church
- Gift & Gourmet
- Heritage Village
- Magnolia Hotel

What would you like to find in a downtown area even if it is not currently present in Seguin's Downtown?



Online Survey Summary

TOP 3 BEST ways to improve the experience with businesses in Downtown Seguin?

Increased business variety **1**

Extended operating hours
(Evenings and weekends) **2**

Higher quality businesses **3**

TOP 3 BEST ways to improve Downtown's physical appearance?

Add more landscaping and plantings **1**

Historical preservation **2**

Improve building facades **3**

TOP 3 Priorities for Downtown

Greater diversity of businesses **1**

More entertainment
and nightlife **2**

More events and festivals **3**

TOP 3 MOST important public safety improvements in Downtown Seguin?

Improve lighting **1**

Improve crosswalks **2**

Improve traffic signals **3**

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TEXAS

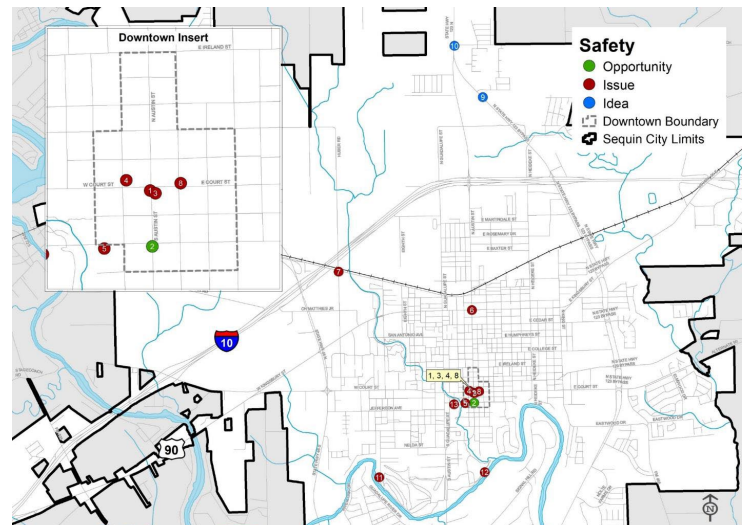
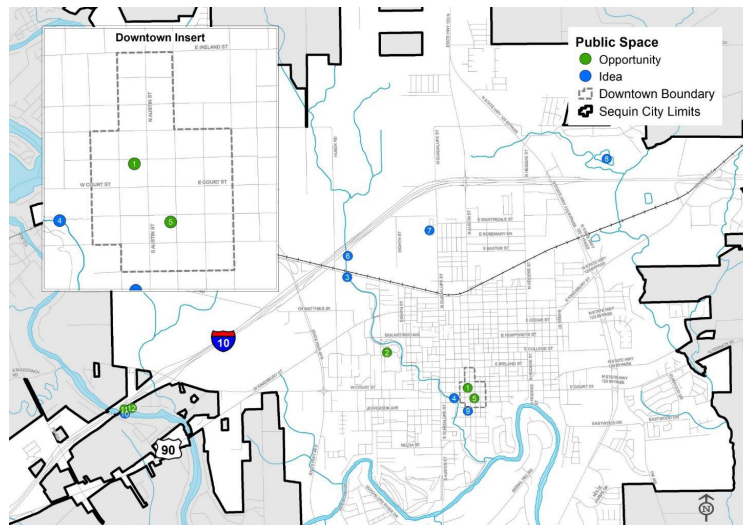
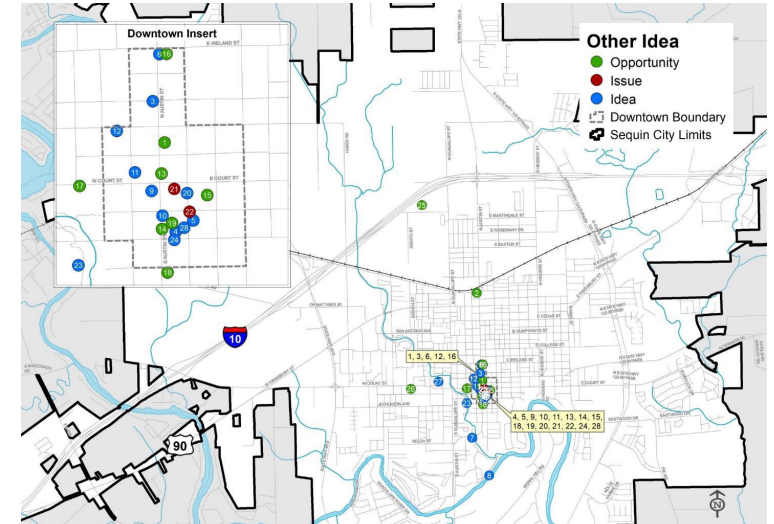
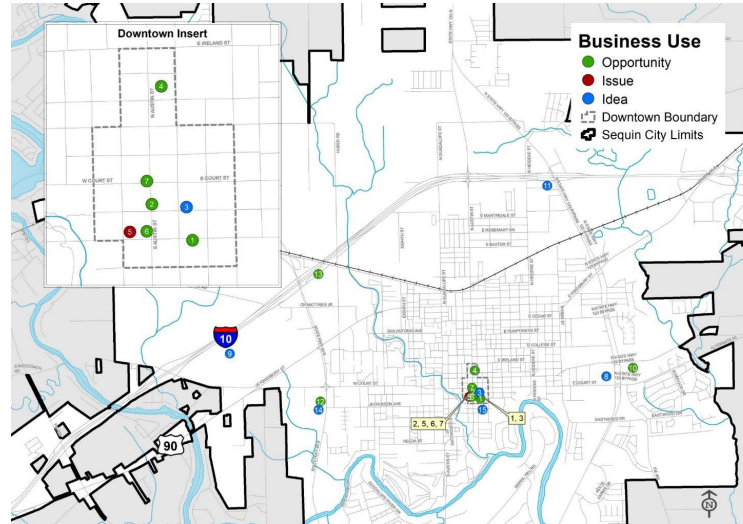
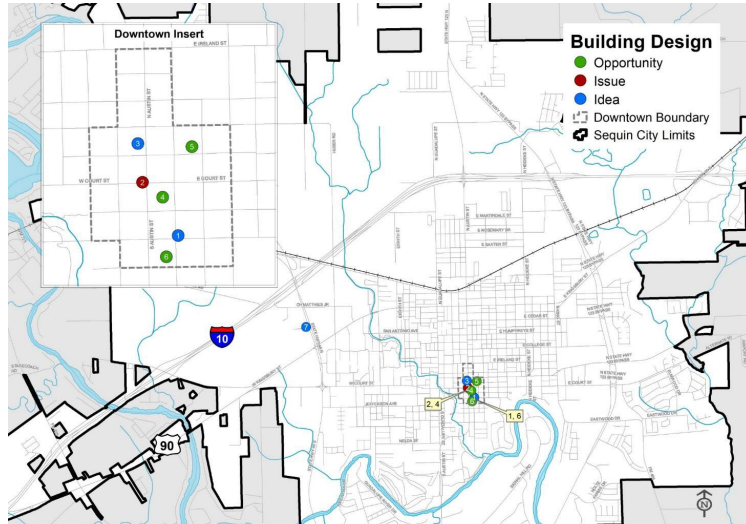
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What is your TOP goal for Downtown Seguin?



Downtown Plan Mapping Exercise



Comprehensive Plan Vision and Guiding Principles

Organization of Vision and Guiding Principles



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Vision

Guiding Principle

Guiding Principle

Guiding Principle

Objective/Strategy

Objective/Strategy

Objective/Strategy

Objective/Strategy

Action
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Key Themes from Public Input

- Provide more **diverse and upscale restaurant, retail and entertainment options** for all ages.
- Encourage **bike and pedestrian** mobility.
- Increase access to **parks and open spaces**.
- Address **aging infrastructure**.
- Establish a **clear identity** for Seguin.
- Provide **high-end single family, affordable single family, and affordable small-scale multifamily** home options.
- Provide **grocery stores and basic services** on the west side of town.
- Explore ways to **expand economic development** opportunities for small business.
- **Celebrate and preserve Seguin's History**
- Capitalize on existing assets to increase tourism and establish Seguin as a **destination**.
- Recognize and celebrate **all the cultures of Seguin**.
- Create a **safe and clean** environment.
- Focus on **revitalization** of existing neighborhoods.

Vision

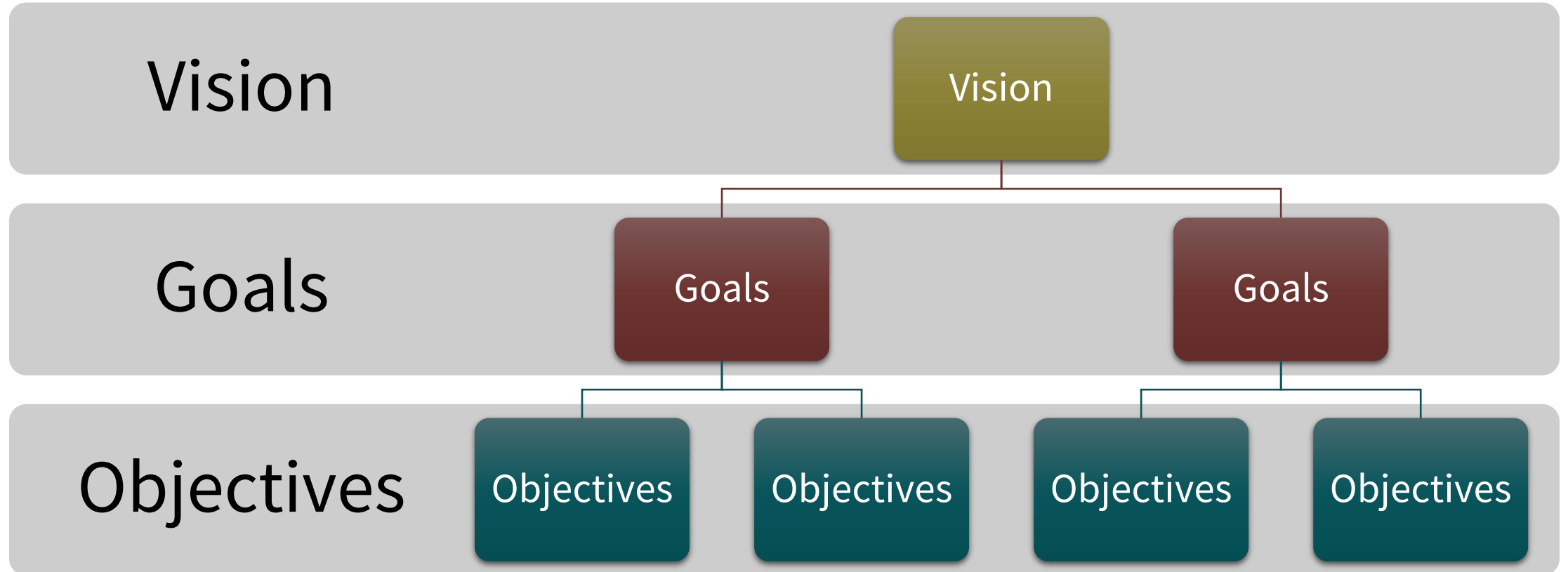
Seguin is a growing city with a thriving downtown that maintains its small-town charm, preserves its diverse history, and celebrates new and unique opportunities and neighborhoods to enhance the quality of life for residents and visitors.

Guiding Principles

1. Provide new and revitalized **quality housing options** for all income levels and demographics.
2. Diversify **commercial and retail development** along major corridors.
3. Improve **connectivity and mobility** for all users.
4. Encourage **economic development** and investment in the community and local, diverse businesses.
5. Increase the **parks, trails, and open space network**.
6. **Preserve the history** and **celebrate the character** of Seguin.
7. Partner with the public and private sector to **ensure thoughtful, balanced, sustainable, and equitable growth**.
8. Strengthen and **revitalize** existing neighborhoods.

Downtown Vision and Goals

Organization of Vision and Goals



Key Themes from Public Input

- Capitalize on **outdoor spaces** to facilitate public gathering and community events.
- Increase pedestrian and bike **safety and connectivity**.
- Improve **branding and wayfinding** elements..
- Support **small business growth**.
- Increase quantity and diversity of **retail and dining offerings**.
- Improve **building façade aesthetics**.
- Address **infrastructure** issues.
- Capitalize on and maintain the **authentic and historic character** of Downtown.
- Improve **vehicular traffic** through Downtown.
- Become a **destination location** to draw local and regional visitors to Downtown.

Vision

Downtown Seguin – An exciting and welcoming destination for locals and visitors that celebrates our beauty, grit, and drive while remaining true to our local history and variety of cultures that shape our future.

Goals

1. Become a **regional destination**.
2. Strengthen the **relationship between the local community** and Downtown.
3. Effectively **tell the story** of Downtown.
4. Attract and sustain a **variety of businesses**.
5. Conduct **physical improvements** to facilitate a vital place.

Next Steps

Next Steps

1. Developing Downtown **Master Plan Concepts** and **Key Catalyst Projects**
2. Developing **Comprehensive Plan Content**
3. Community Open House
Seguin Coliseum
May 26, 2022, 6-8pm

