



A PARTNERSHIP OF UNIVERSITY PARK NEIGHBORHOOD,  
ST. MARY'S UNIVERSITY AND THE CITY OF SAN ANTONIO

July 2004



# University Park Goals and Strategies Report



*Based on ideas generated  
at University Park Goal  
Setting and Strategizing  
Workshops held on  
November 12 and  
December 9, 2003*



City of San Antonio Planning Department



Historical rendering of St. Mary's University  
Administration Building.

# University Park Goals and Strategies Report

## Neighborhood's Recent History

The area known as University Park historically has been closely connected with St. Mary's University. The growth of the university has greatly influenced the need for commercial development and housing in the area for students and employees of the university as well. There also is a high concentration of long-time property owners and residents, not necessarily connected directly with the university that continue to reside in the neighborhood. St. Mary's University has experienced significant growth in the last 10 to 15 years and undertaken an increasingly active role in the neighborhood. Today, the university and the neighborhood leaders have established and cultivated a strong relationship positive results for the neighborhood. Some of the results of this partnership are the continued success of Oyster Bake during Fiesta, the creation of a strong and active neighborhood association, a university gateway project that will enhance the visual appeal of the neighborhood areas on the perimeter of the university and the production of the *University Park Goals and Strategies Report*.



*St. Mary's University Gateway Project  
currently under construction.*

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## Synopsis of the Planning Process

The planning process for the University Park Goals and Strategies Report began with the selection of the University Park Neighborhood's application for planning services in June 2003, which was originally initiated through the Neighborhood Sweep Program administered by the Neighborhood Action Department. During October 2003, a planning team was formed to assist City staff with organizing the planning process. After completing preliminary Planning Team meetings and signing a Memorandum of Understanding, two public meetings were held on November 12 and December 9, 2003 to generate goals and strategies for the report. Subsequent Planning Team Meetings were held in January, February and March 2004 to refine and edit the goals and strategies report document. The document was finalized and approved for publication by the City of San Antonio Planning Director on July 12, 2004.



*Historical rendering of St. Mary's University  
Administration Building.*

# University Park Goals and Strategies Report

## Summary of Goals and Strategies

The following is a brief summary of the Goals and Strategies developed by the University Park Neighborhood and the City of San Antonio Planning Department. The overall goals are ordered by importance and focus primarily on physical planning issues such as infrastructure maintenance, housing repair, infill development and economic revitalization of the commercial corridor on the perimeter of the planning area.

**1. Infrastructure:** Improve the existing infrastructure (i.e. streets, drainage, utilities) to improve quality of life and safety for residents and property owners.

**2. Housing and Economic Development:** Maximize opportunities due to the great location of the neighborhood and adjacent amenities to create new economic development and maintain the area's housing stock.

**3. Sense of Community:** Build on existing strengths and partnerships to promote and enhance the sense of community in the area.

**4. Circulation and Public Transit:** Explore current deficiencies in public transit to assist with creating an improved system of moving people in/out and through the neighborhood. Improve traffic control throughout the area to increase the level of safety for the residents, students, and business owners/patrons using all modes of transportation.

**5. Crime/Public Safety:** Improve overall public safety and reduce criminal activities by increasing participation in community policing efforts and improving City responsiveness to neighborhood safety issues.



*Neighborhood experiencing poor drainage  
during and after rain.*



*Typical single family residence found in the  
University Park area.*

## Neighborhood Strengths and Opportunities

The following list of Neighborhood Strengths and Opportunities are a direct transcription of the residents' and stakeholders' input recorded at two public meetings held at the St. Mary's University SBC Information Technology Center on November 12 and December 9, 2003.

### Location / Amenities:

- Proximity to / support from St. Mary's University
  - Neighborhood usage of University facilities
  - Justice Center, SBC Information Technology Center, St. Mary's Track
  - Good support from student body
- Proximity to fire stations
- Proximity to amenities: grocery store, Woodlawn Lake, churches, schools (Madison ES), banks, post office, pharmacies, libraries (Memorial Branch) and medical clinics
- Places for recreation and to play sports in the area
- Centrally located and well-established neighborhood

### Transportation / Circulation:

- Good access to public transit: 2 bus routes in the area
- Good access to other areas of the city

### Community Activities:

- Oyster Bake
- National Night Out participation
- University Gateway Project
- Active neighborhood association(s)
- Northwest Beautification Project
- Active residents who live in the neighborhood and care about their community
  - People who care for their properties
  - Good neighbors
  - Good neighbors in the business community

### Community Opportunities:

- Opportunity to create pocket parks in the neighborhood
- Opportunity to attract more business

### Community Safety:

- Sense of security
- Increased police presence (SAPD and St. Mary's University PD)



*St. Mary's University Alumni Athletics and Convention Center.*







*Oyster Bake 2003*

# Mapping the Issues: Neighborhood Strengths and Opportunities



Neighborhood Strengths and Opportunities Map depicting neighborhood assets as stated by residents, property owners and stakeholders during two public meetings.

### LEGEND

-  Strength/Opportunity Points
-  Strength/Opportunity Areas
-  Strength/Opportunity Corridors
-  Boundary

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## Neighborhood Weaknesses and Threats

The following list of Neighborhood Weaknesses and Threats are a direct transcription of the residents' and stakeholders' input recorded at two public meetings held at the St. Mary's University SBC Information Technology Center on November 12 and December 9, 2003.

### Infrastructure:

- Street maintenance and repair
  - Traffic signals, signage and lights needed throughout the neighborhood
  - Street overlays affecting function of sidewalks and curbs
  - Street lighting needed in areas that are too dark
  - Streets in need of repair or reconstruction: Wake Forest, Cheryl, Marquette, Ligustrum, Camino Santa Maria, Cincinnati, Notre dame and Culebra
  - Street design problems on 36<sup>th</sup> Street: center markings, no turn lanes, road curvature is dangerous
- Infrastructure repairs needed for gas leaks / utilities handled by CPS, SAWS, COSA Public Works and other utility providers
- Drainage issues along 36th Street, Marquette, Duke and Tulane
- Alley condition and access
  - Standardized usage of alleys needs to be established (by restrictions)
  - Poor responsiveness to alley issues from Code Compliance
  - Trash in alleys along Woodlawn and Bandera
  - Need for an effort to block walk and pick up trash throughout the neighborhood
  - Inaccessible alleys due to trash and overgrowth throughout the neighborhood

### Neighborhood Safety:

- Traffic control, safety, and enforcement
  - Street racing on Overhill and Notre Dame
  - Cut through traffic from Gen. McMullen to Varsity to get to St. Mary's University
  - Dangerous intersection at Duke/Wake Forest
  - Additional traffic due to function of the University
  - Ice cream truck function after hours is a safety hazard
  - Speeding around Holy Rosary Church
  - Parking problems from Oyster Bake
- Public safety / crime issues
  - Graffiti throughout the neighborhood
  - Drug dealers
  - Front yard vandalism and theft
  - Need for more responsiveness from Animal Care Services to control stray dog population
  - Home robberies



*Illegal dumping found in the neighborhood area.*



*Stray dog found in the neighborhood.*

## Neighborhood Weaknesses & Threats

### Neighborhood Safety (continued):

- Public safety / crime issues (continued)
  - Vandalism along Culebra Rd.
  - Gang activity
  - Need for organized Neighborhood Watch

### Housing and Economic Development:

- Need to redevelop vacant commercial properties
- Proliferation of vacant homes in the neighborhood
- High percentage of rental properties

### Neighborhood Cleanliness

- Illegal dumping in commercial areas
- Abandoned grocery carts in the neighborhood
- Code compliance issues with front yard upkeep

### Miscellaneous

- Eight-liners
- Apathy of residents

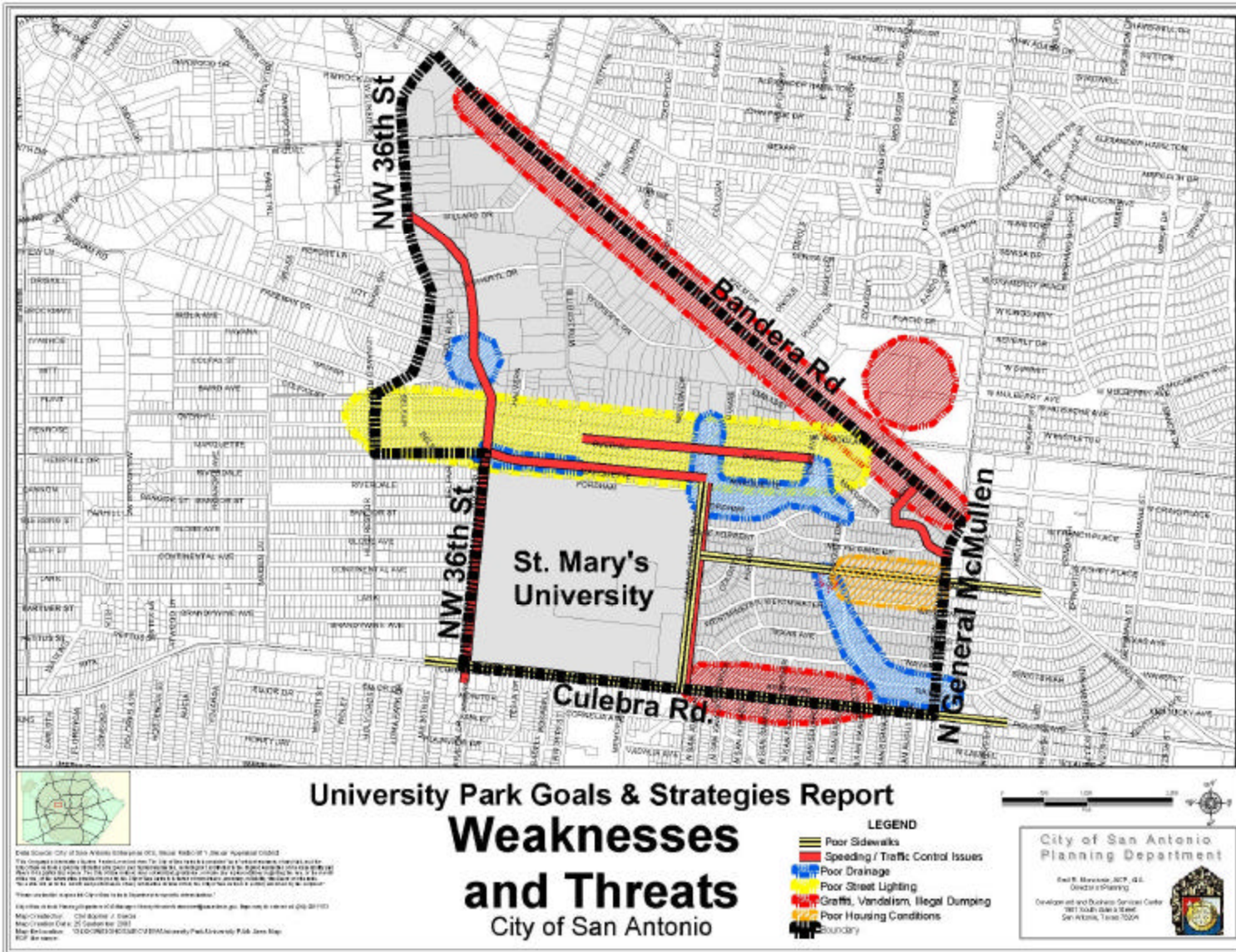


*Existing commercial development in the neighborhood.*



*Example of commercial development desired along major roadways in the area.*

# Mapping the Issues: Neighborhood Weaknesses & Threats



Neighborhood Weaknesses and Threats Map depicting neighborhood problems and areas of concern as stated by residents, property owners and stakeholders during two public meetings.

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## Neighborhood Goals & Strategies

**1. Infrastructure:** Improve the existing infrastructure (i.e. streets, drainage, utilities) to improve quality of life and safety for residents and property owners.

- Create an inventory of infrastructure needs and requested improvements (street repairs, sidewalks and drainage issues) for City Departments and elected officials
- Communicate infrastructure problems to council person in comprehensive, accurate format
- Identify poorly lit areas and coordinate with CPS to apply for streetlights
- Monitor the pavement management system on Public Works website for progress
- Develop an alley maintenance plan to differentiate streets from alleys to increase awareness of residents' responsibilities for alley maintenance
- Conduct a block walking activity to clean up alleys throughout the neighborhood
- Use the City's 311 system to report potholes and other street maintenance issues
- Monitor funding cycles of various agencies to coordinate efforts in repairing and replacing infrastructure
- Work on placing utilities underground by identifying where utilities need to be buried or relocated, verifying if they coincide with areas of current Capital Improvement Projects, and completing a Utility Conversion Project Suggestion Form for the City of San Antonio Public Works Department
- Work with the City of San Antonio Public Works Department to create long range strategies for addressing the drainage and flooding problems along 36<sup>th</sup> Street, Marquette and Tulane



*Area experiencing drainage problems in the neighborhood.*

**2. Housing and Economic Development:** Maximize opportunities due to the great location of the neighborhood and adjacent amenities to create new economic development and maintain the area's housing stock.

- Initiate an effort to attract new non-residential uses in commercial areas that are compatible and integrate well with existing uses
- Initiate an effort to retain long-term residents to maintain and enhance the quality of the housing stock
- Work with the City of San Antonio Economic Development Department to increase awareness and understanding of small business services such as training or low-interest loans for start-up businesses
- Conduct a survey and create an inventory of community wants and needs for new businesses and amenities (via churches, newsletters, door-to-door)
- Identify and create an inventory of existing vacant commercial/residential properties within the area for the purpose of pursuing and promoting infill, redevelopment and adaptive re-use
- Coordinate with real estate brokers to identify new business interests
- Develop a working relationship with local chambers of commerce
- Support appropriate in-fill housing and rehabilitation by researching programs and organizations that can assist with infill development



*Existing business located in the area.*

## Neighborhood Goals & Strategies

- Work with the City of San Antonio's Neighborhood Action Department to increase awareness of funds available for environmental assessments of vacant structures and lots
- Encourage commercial and residential property owners to invest in landscaping to improve the visual appeal of the neighborhood
- Explore means of encouraging property owners to maintain and enhance the quality and visual appeal of their structures and properties
- Take advantage of planned gateways and economic development opportunities at Cincinnati and the western edge of St. Mary's University
- Explore concepts and opportunities to develop pocket parks



*Potential area for neighborhood pocket park.*

### 3. Sense of Community: Build on existing strengths and partnerships to promote and enhance the sense of community in the area.

- Increase participation in community activities and organizations such as the University Park Neighborhood Association
- Continue to build on the strong cooperative relationship with St. Mary's University and its students
- Exhibit more consistent participation in public decision-making processes by getting more involved with boards and commissions
- Designate individual to monitor websites and agendas of various City and community boards, commissions and organizations for relevant issues and assure attendance by area representatives at public hearings and/or meetings
- Identify and compile contact information on all community/residential based groups in the area that are interested in improving the community
- Communicate with various groups and key activists/organizers in the area regarding key issues in the community
- Identify roles, responsibilities and resources for community activities and communication with the City, elected officials and other relevant organizations

### 4. Circulation and Public Transit: Explore current deficiencies in public transit to assist with creating an improved system of moving people in/ out and through the neighborhood. Improve traffic control throughout the area to increase the level of safety for the residents, students, and business owners/patrons using all modes of transportation.



*Potential amenity that can be added to a pocket park.*

## Neighborhood Goals & Strategies

### 4. Circulation and Public Transit (continued):

- Identify/inventory areas with traffic problems and traffic related safety issues; explore available City programs to help study and resolve traffic related issues
- Request accident data for all areas (contact SAFFE officer for help) and analyze data to identify problem areas; identify appropriate solutions and implement changes in coordination with the appropriate City of San Antonio departments (See Weaknesses and Threats Map, page 8 for baseline of problem areas)
- Circulate petition for speed humps/stop signs
- Get application for speed humps and initiate analysis of problem areas through Traffic Division of Public Works
- Evaluate public transportation needs and coordinate efforts with transit provider(s) to improve the quality and quantity, if needed or available, of public transit assets

**5. Crime / Public Safety:** Improve overall public safety and reduce criminal activities by increasing participation in community policing efforts and improving City responsiveness to neighborhood safety issues.

- Initiate a neighborhood watch system
- Participate in Cellular on Patrol Program
- Investigate services available through San Antonio Police Department and Bexar County Sheriff's Department
- Maintain close contact with SAFFE officer to explore ways to anonymously identify, report and cite law-breakers, and effect methods to assist SAPD in community crime prevention and deterrence
- Organize volunteers to monitor speeding at target locations
- Increase awareness of, and participation in, the Weed and Seed Program
- Work with local SAFFE officers, City of San Antonio's Community Initiatives and Public Works Department to develop a comprehensive, coordinated program to address graffiti in the area



*Roadway within area that consistently experiences excessive speeding.*



*Potential traffic control measure to alleviate speeding on neighborhood streets.*

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# Appendices



City of San Antonio Planning Department

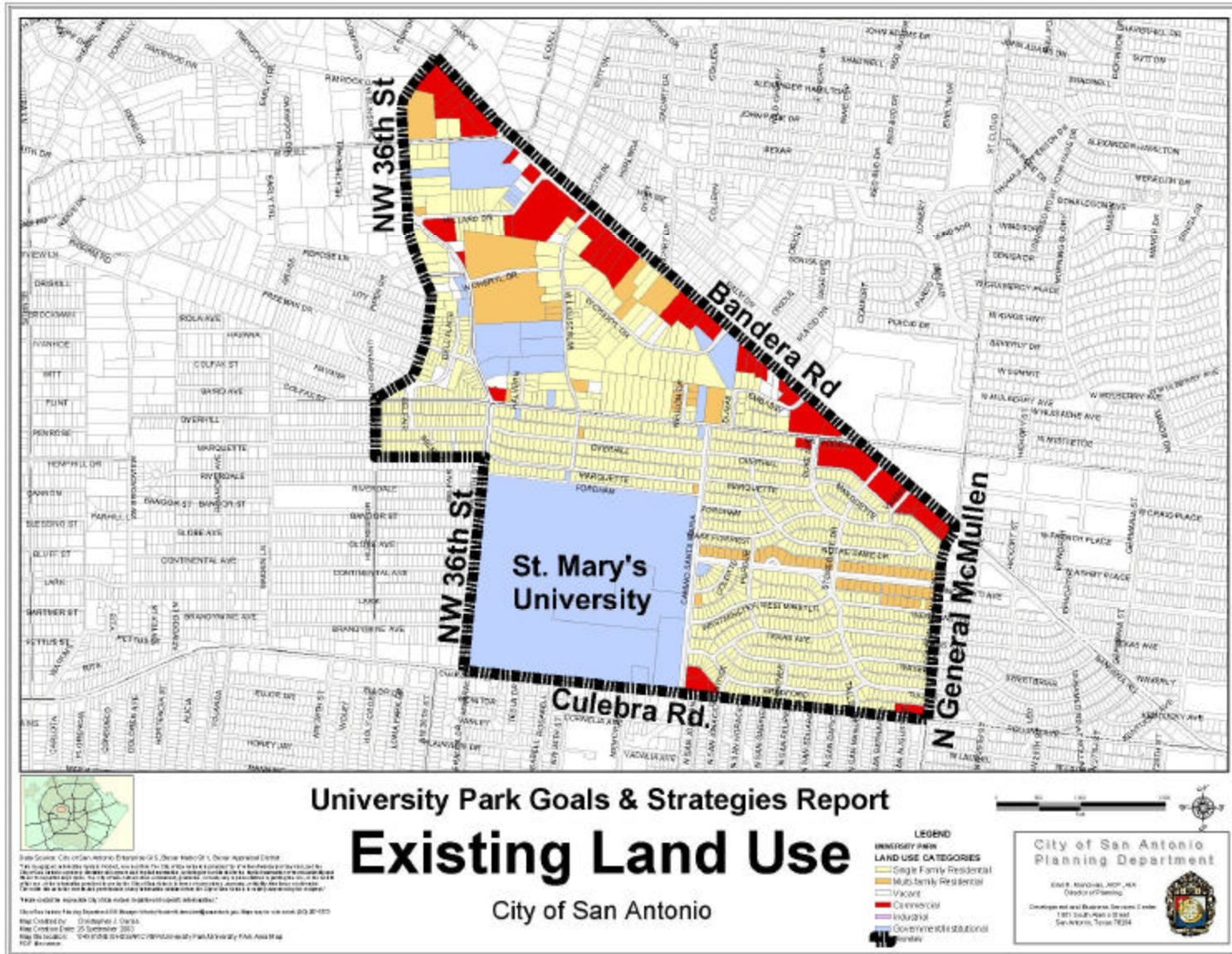
# Appendix A - Neighborhood Aerial View



Aerial View of the University Park Neighborhood Area, 2003.

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# Appendix B - Neighborhood Existing Land Use



Existing Land Use Map of the University Park Neighborhood Planning area depicting current land uses.

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# Appendix C - Neighborhood Demographics

## UNIVERSITY PARK AREA NEIGHBORHOOD DEMOGRAPHICS

DEMOGRAPHICS	INGRAM HILLS		CULEBRA PARK		THIRD WORLD		UNIVERSITY PARK		COMBINED TOTALS		SAN ANTONIO	
<b>TOTAL POPULATION</b>	4,484		7,530		5,125		6,997		24,136		** 1,144,646	
<b>ACRES OF NHOOD</b>	585		623		662		638		2,508		323,752	
<b>RACE/ETHNICITY</b>	#	%	#	%	#	%	#	%	#	%	#	%
HISPANIC	3,729	83.2%	6,809	90.4%	4,631	90.4%	5,981	85.5%	21,150	87.6%	671,394	58.7%
ANGLO	458	10.2%	316	4.2%	406	7.9%	818	11.7%	1,999	8.3%	364,357	31.8%
AFRICAN AMERICAN	274	6.1%	320	4.3%	6	0.1%	108	1.5%	708	2.9%	78,120	6.8%
OTHER	23	0.5%	85	1.1%	82	1.6%	90	1.3%	280	1.2%	30,775	2.7%
<b>SEX</b>	#	%	#	%	#	%	#	%	#	%	#	%
MALE	2,183	48.7%	3,529	46.9%	2,553	49.8%	3,180	45.4%	11,446	47.4%	563,246	48.3%
FEMALE	2,301	51.3%	4,001	53.1%	2,572	50.2%	3,817	54.6%	12,691	52.6%	591,401	51.7%
<b>AGE OF POPULATION</b>	#	%	#	%	#	%	#	%	#	%	#	%
00-17 YEARS	1,516	33.6%	2,431	32.3%	1,381	27.0%	2,029	29.0%	7,357	30.5%	326,657	28.6%
18-64 YEARS	2,612	58.3%	4,626	61.4%	2,994	58.4%	4,382	62.6%	14,614	60.5%	698,627	61.0%
65 YEARS PLUS	356	7.9%	473	6.3%	750	14.6%	586	8.4%	2,165	9.0%	119,362	10.4%
<b>INCOME</b>	#	%	#	%	#	%	#	%	#	%	#	%
MEDIAN HOUSEHOLD	\$25,100	---	\$36,700	---	\$28,300	---	\$22,100	---	\$27,890	---	\$36,214	---
BELOW POVERTY LEVEL	1,272	29.5%	1,679	22.3%	1,406	27.7%	1,865	32.3%	6,242	27.4%	193,731	17.3%
<b>EDUCATION LEVELS*</b>	#	%	#	%	#	%	#	%	#	%	#	%
LESS THAN 12th GRADE	813	34.3%	1,627	38.0%	1,215	36.2%	1,467	44.5%	5,122	39.0%	173,563	24.9%
HIGH SCHOOL GRAD	741	31.2%	1,308	30.5%	1,084	34.1%	947	28.8%	4,080	31.1%	189,209	24.2%
SOME COLLEGE	642	27.0%	1,135	26.5%	738	23.2%	623	18.9%	3,138	23.9%	203,570	29.3%
COLLEGE GRAD	177	7.5%	213	5.0%	141	4.5%	258	7.8%	789	6.0%	150,580	21.6%
<b>HOUSING UNITS</b>	#	%	#	%	#	%	#	%	#	%	#	%
TOTAL HOUSING UNITS	1,541	100.0%	2,096	100.0%	1,664	100.0%	1,981	100.0%	7,262	100.0%	433,108	100.0%
SINGLE FAMILY	592	38.4%	2,000	95.4%	1,430	85.9%	1,272	64.2%	5,294	72.7%	278,800	64.4%
MULTI FAMILY	902	58.5%	92	4.4%	225	13.5%	709	35.8%	1,928	26.5%	145,467	33.6%
MOBILE HOME, OTHERS	47	3.1%	4	0.2%	9	0.6%	0	0.0%	60	0.8%	8,841	2.0%
<b>TOTAL HOUSEHOLDS</b>	1,478	100.0%	2,045	100.0%	1,619	100.0%	1,853	100.0%	6,995	100.0%	405,474	100.0%
OWNER OCCUPIED	493	33.4%	1,641	80.2%	1,161	71.7%	915	49.4%	4,210	60.2%	235,699	58.1%
-MEDIAN VALUE	\$68,670	---	\$51,050	---	\$47,660	---	\$43,260	---	\$50,490	---	\$68,800	---
RENTER OCCUPIED	985	66.6%	404	19.8%	458	28.3%	938	50.6%	2,785	39.8%	169,775	41.9%
-MEDIAN RENT	\$370	---	\$440	---	\$320	---	\$320	---	\$360	---	\$549	---

Neighborhood area demographics with data from adjacent neighborhoods as of 2003.

\* Represents Education Levels for persons 25 years and older  
 NOTE: STATISTICS WERE COMPILED FROM 2000 CENSUS BLOCK GROUP SF-3 DATA. THE FOLLOWING BLOCK GROUPS WERE COMPILED:  
 INGRAM HILLS = 1805011, 1805013, & 1805014; CULEBRA PARK = 1805030, 1805031, 1805041, 1805042, & 1805043  
 THIRD WORLD = 1713004, 1713005, 1713006, 1804001, & 1804003; AND UNIVERSITY PARK = 1106001, 1106004, 1113001, & 1804002  
 SOURCE: 2000 CENSUS OF POPULATION AND HOUSING, SF-3 DATA  
 PREPARED: CITY OF SAN ANTONIO, PLANNING DEPARTMENT-GIS DIVISION, SEPTEMBER 2003

\*\* Current population estimates (as of Jan 2004) for San Antonio are 1,266,700

## Appendix D - Acknowledgements

The City of San Antonio Planning Department and the University Park Neighborhood would like to thank the Planning Team members for their outstanding efforts in helping to complete the *University Park Goals and Strategies Report*.

### University Park Planning Team

Jo Cox	Pamela S. De Roche
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Andrew J. Hill	Steve Rosenauer
W.O. (Sonny) Dominguez	Sr. Gretchen Trautman
Gilbert Castanon	Robert Lopez
Rick McGauock-Idar	Rene G. Garcia



### In Memoriam of Mr. David T. Simpson

"David T. Simpson, vice president of Administration and Finance at St. Mary's University, was a key supporter of the University Park Neighborhood Association. Simpson, a native San Antonian who graduated from Oliver Wendell Holmes High School in 1968, was actively engaged in the life of his neighborhood, the University, and the city of San Antonio. He was born in San Antonio on July 4, 1950, and died in a bicycling accident on October 21, 2003. His energizing spirit will be missed by his family, friends, colleagues and neighbors." - Andrew J. Hill, University Park Planning Team Member, March 2004.

### City of San Antonio Planning Department Staff

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**WE ARE ON THE WEB!**

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