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CITY OF SAN ANTONIO AGENDA ITEM NO.
PLANNING DEPARTMENT
CITY COUNCIL AGENDA MEMORANDUM

TO: Mayor and City Council

FROM: Emil R. Moncivais, AICP, AIA, Director, Planning Department

SUBJECT: Southside Initiative Community Plan Name Change (Council Districts 3 and 4)

DATE: March 10, 2005

SUMMARY AND RECOMMENDATIONS

Over the past couple of months, the Southside Initiative has evolved into a larger economic development effort. The on-going construction of the Toyota Motor Co. truck production facility, and the potential location of a Texas A&M University campus have positioned the planning area for future growth and development consistent with the goals of the plan. The goals include supporting sustainable development, protecting and strengthening the area's economic, social, and environmental resources, and providing for community needs.

As a result of these developments, Mayor Garza and the City Council have deemed the Southside Initiative as a "designated destination with its own name, personality, and future." A press conference was held by the Mayor's Office on October 13, 2004 at Mission Del Lago Golf Course announcing a name change to "City South," complete with a new logo design.

On January 20, 2005, City Council approved a consultant contract for City South Master Planning Services. This new effort will provide clear standards for sustainable development patterns that respect the unique environment within the City South planning area and provide a clear understanding of patterns and intensity of proposed developments to promote sustainable and pedestrian-friendly environments. The consultants will engage the community and interested stakeholders in a design charrette process leading ultimately to an enabling code that will guide future development in accordance with the community's vision of the area.

To coincide with the recent events that have taken place regarding City South, staff recommends a change in the name of the Southside Initiative Community Plan to the "City South Community Plan".

BACKGROUND INFORMATION

The Southside Initiative community developed a community plan in 2003 following the guidelines of the Community Building and Neighborhood Planning (CBNP) Process. The Community Plan was a partnership effort of the Southside Initiative Community Planning Team, Southside Neighborhoods, the City's Planning Department, and the South San Antonio Chamber of Commerce. The plan area is currently 80 square miles, includes over 8,069 people, and is

bound by SW Loop 410 to the north, IH-35 to the west, IH-37 to the east, and extends south of the Medina River and Neal Road. The plan area is located in City Council Districts 3 and 4.

POLICY ANALYSIS

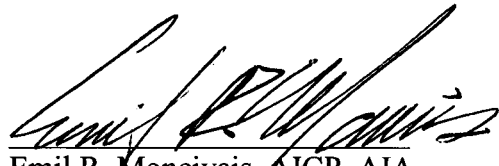
The name change is not contrary to any City policies.

FISCAL IMPACT

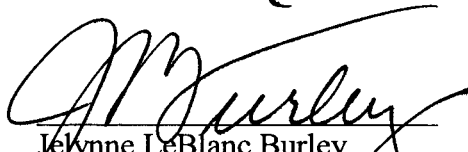
This name change has no financial commitment or requirement for immediate action by the City or partnering agencies.

COORDINATION

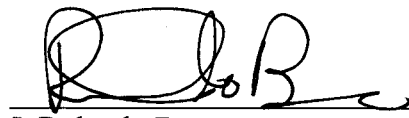
This name change was coordinated with the Mayor's Office, City Manager's Office and City Attorney's Office.



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