

GOLIAD ROAD REVITALIZATION PLAN

JUNE 23, 2025

DRAFT

This is a proposed draft subject to community input, legal and administrative review, and will be replaced by the final plan adopted by the City Council.



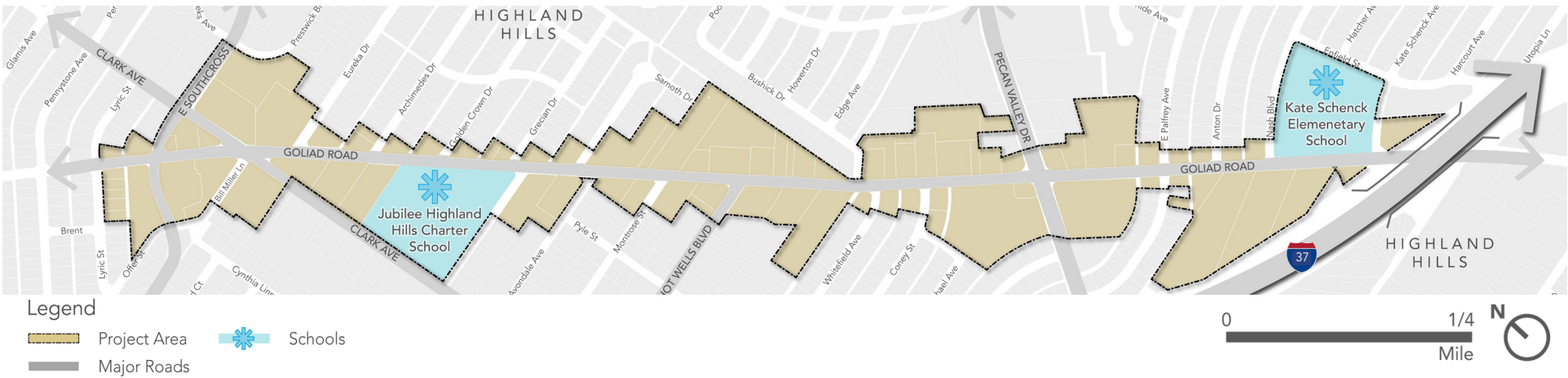
PLANNING



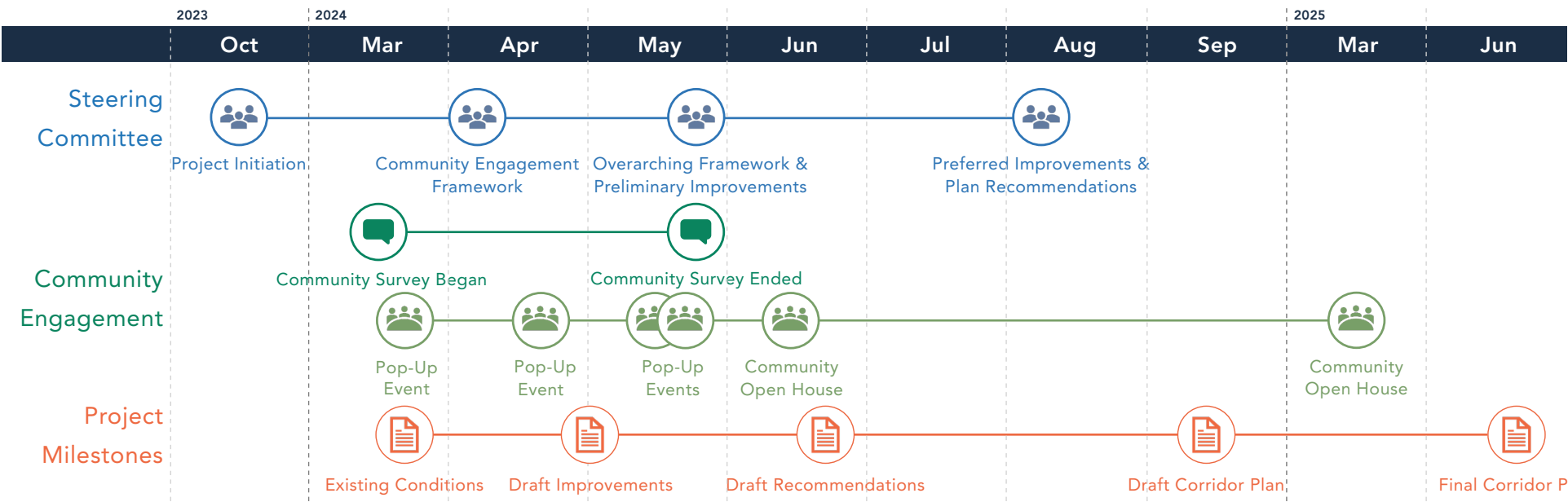
TOMORROW

ABOUT THE PROJECT

The Goliad Road Revitalization Plan seeks to improve the Goliad Road Corridor from E. Southcross to IH-37. Based on a recommendation from the adopted SATomorrow Brooks Area Regional Center Plan, key elements include improving the pedestrian environment, creating better connections to the surrounding neighborhoods, and encouraging development that supports a wider range of community-serving businesses and services accessible to nearby residents.



PROJECT PROCESS



COMMUNITY ENGAGEMENT

A diverse steering committee was comprised of local residents and workers who championed the project by providing feedback, spreading awareness, connecting us with community leaders, and informing us of special events. Their insights on the corridor helped validate and enrich the feedback collected through the survey.

We began our community engagement with a bilingual survey, available online and in person. Our team participated in several pop-up events to help promote the survey, which was well-received, gathering over 300 responses from a diverse group of participants across different races, genders, and ages. Many respondents were local residents or worked along the corridor, offering valuable insights into their experience in the corridor area.

ENGAGEMENT ACTIVITIES

1 Bilingual Survey

5 Pop-Ups

2 Open Houses

WHAT WE HEARD...

Would like more community spaces

Need pedestrian islands around school

Make the area a destination people want to visit

Would love to ride my bike along Goliad

I avoid Goliad because of the timing of traffic light signals

Need more options for homeownership

Incentivize façade improvements



Steering Committee #1



Open House



Pop-Up at Conviva



Steering Committee #2

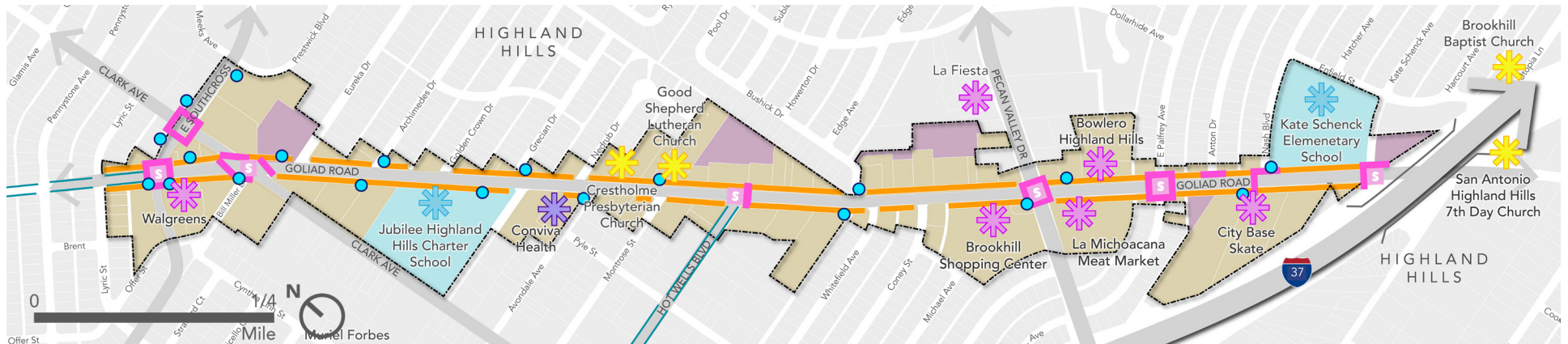


Pop-Up at Highland Hills Neighborhood Association



Pop-Up at Highland Park Neighborhood Association

ASSETS, CHALLENGES, & OPPORTUNITIES



Legend

- Project Area
- Schools
- Medical Facilities
- Vacant Parcels
- Existing Bus Stops
- Existing Bike Facility
- Major Roads
- Commercial Destinations
- Religious Institutions
- Existing Sidewalks
- Existing Signalized Intersections
- Existing Crosswalks

ASSETS



The corridor offers a diverse mix of businesses and uses that are well-utilized by the nearby community.



The project area is anchored by commercial hubs to the northwest and southeast, and is bordered by the well-established neighborhood of Highland Hills.



A strong sense of community exists between the local businesses and the adjacent neighborhood.

OPPORTUNITIES



Many destinations along the corridor are within walking distance, allowing someone to park once and easily walk or cycle to a variety of businesses.



The corridor is surrounded by a mix of single-family homes and apartment complexes that serve as a strong foundation for introducing additional housing options to accommodate evolving population trends.

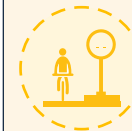


New development along the corridor should build on the strength of several existing family-friendly destinations.

CHALLENGES



Existing sidewalks are narrow, with uneven surfaces, sidewalk gaps, and wide driveways disrupting continuity, and lack street trees and pedestrian-scale lighting.



The absence of bike lanes on this Vision Zero* Priority Corridor creates unsafe options for cyclists forced to use narrow sidewalks or vehicle travel lanes. Most bus stops in the project area lack shelters, benches, and nearby crosswalks.



Several local businesses and small retail shops along the corridor are in need of property improvements.

*Vision Zero is San Antonio's plan to eliminate traffic fatalities and enhance the safety of the city's transportation system.

COMMUNITY VISION

Community visioning is important in planning because it helps match development with what residents need and value, building local support and creating better solutions. The Goliad Road Revitalization Plan's visioning process affirmed key community priorities. While all six visioning categories informed the recommendations, the highest-ranked priorities, including enhancing pedestrian environments, improving connectivity, strengthening safety, and advancing multimodal options, were instrumental in shaping the community vision.



Improve the pedestrian environment along Goliad Road and connectivity to surrounding neighborhoods.



Provide a range of community businesses and amenities for area residents.



Strengthen neighborhood identity.



Improve safety and multimodal connectivity.



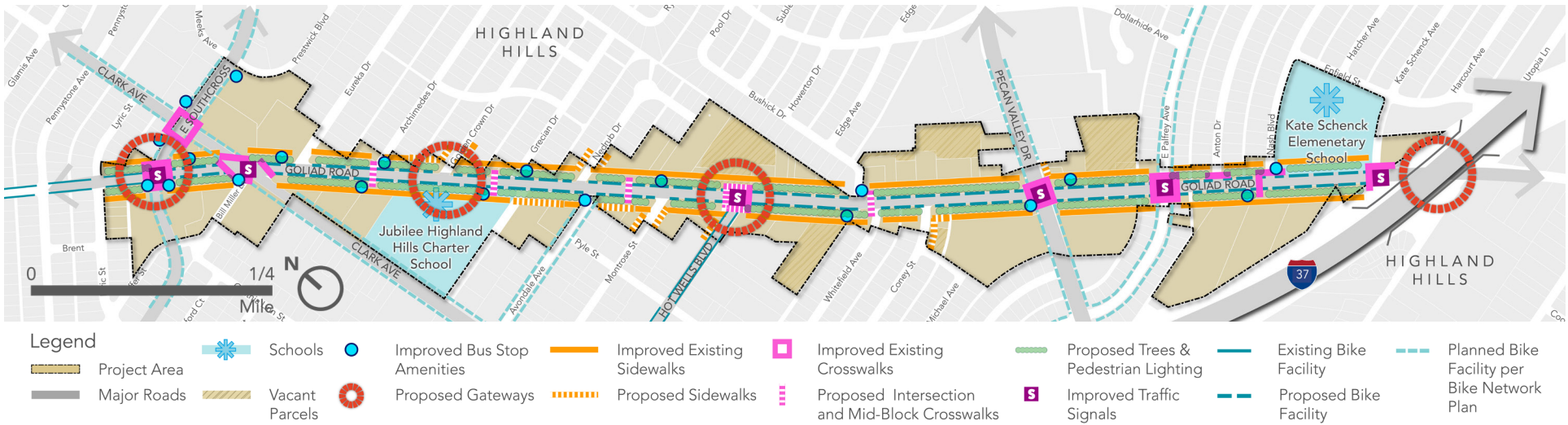
Provide new public facilities (e.g., parks).



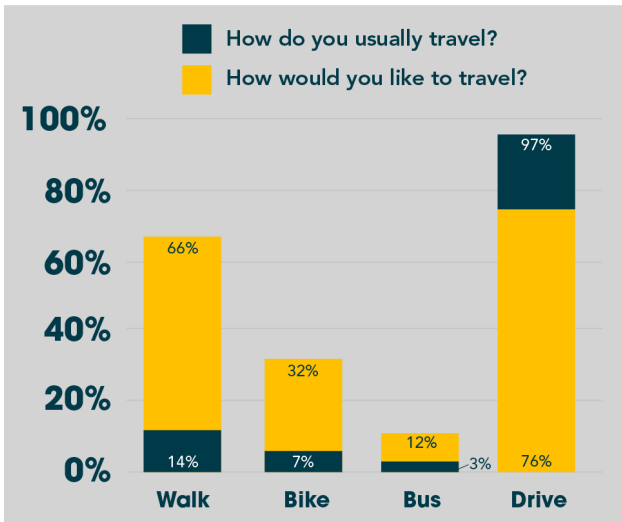
Foster meaningful engagement with the community and other stakeholders.

STREETSCAPE IMPROVEMENTS: OVERALL FRAMEWORK

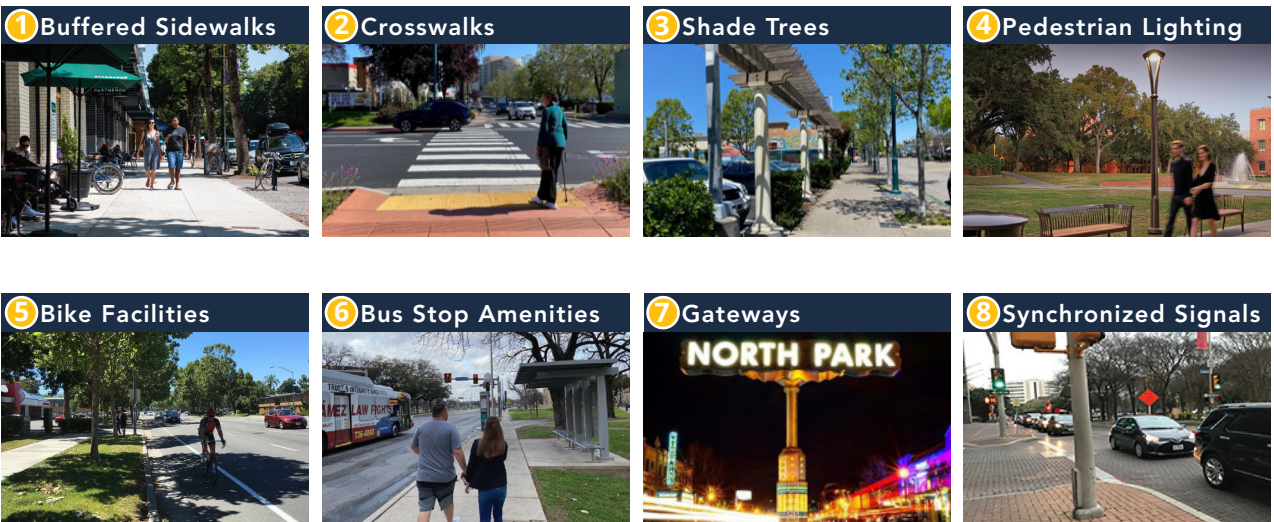
The recommended streetscape improvements reflect the community’s vision and key priorities. To enhance pedestrian connectivity, the plan proposes **shaded, well-lit, and buffered sidewalks** along the entire corridor. It also includes **crosswalks at key intersections and strategic midblock locations** to ensure safer street crossings, particularly near VIA bus stops. Proposed designated bike lanes meet the community’s desire for **improved multimodal connectivity and mobility options**, and align with the recently adopted Bike Network Plan. **Upgrades to VIA bus stop amenities**, such as well-lit shelters with seating, will encourage greater transit use. **Gateway features will celebrate the neighborhood’s identity**, with potential locations outlined in the graphic below. **Synchronizing signals in and around the project area will improve overall traffic flow**.



COMMUNITY FEEDBACK



PREFERRED IMPROVEMENTS



STREETSCAPE IMPROVEMENTS: PREFERRED STREET DESIGN

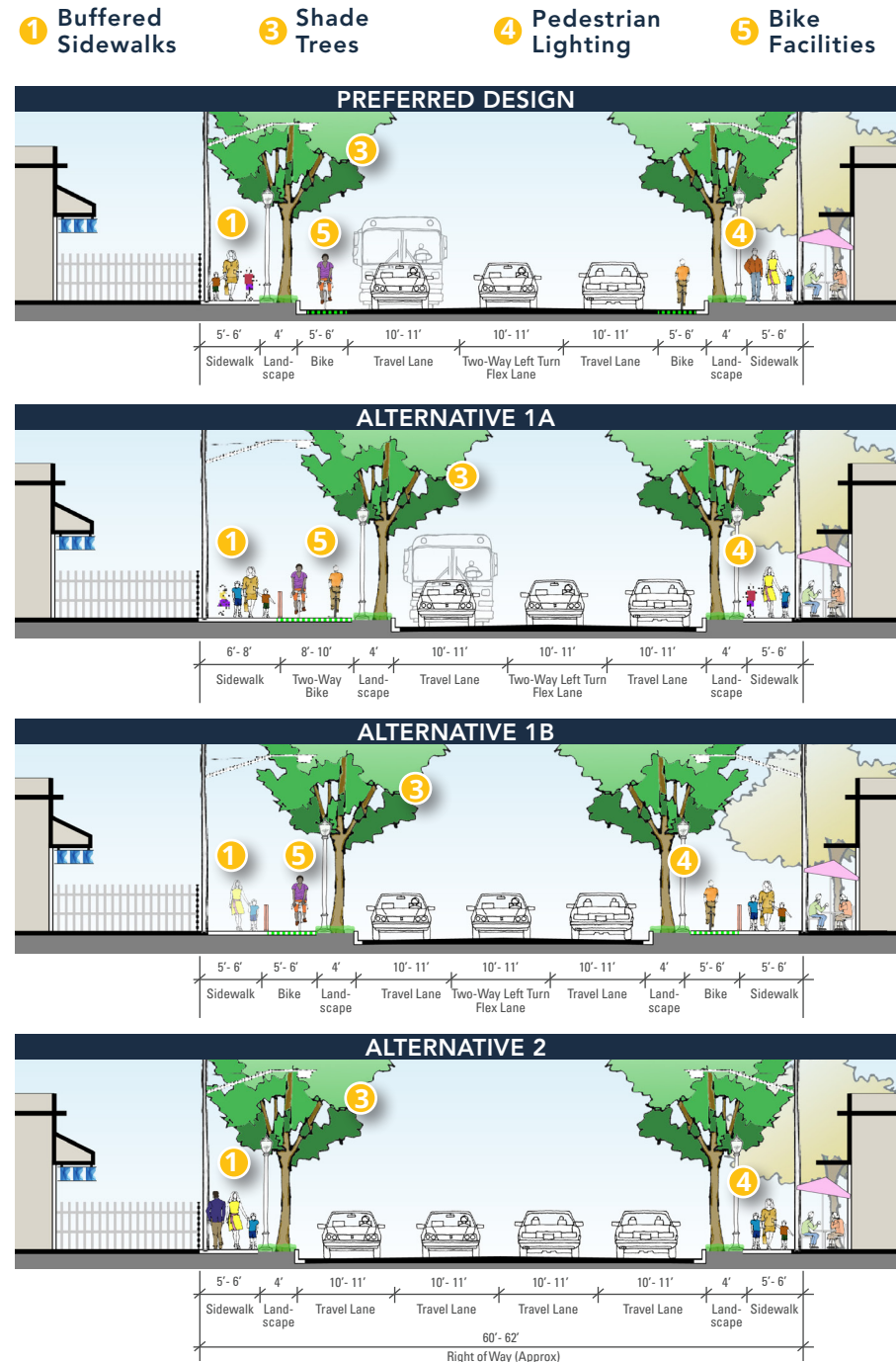
Currently, this Vision Zero Priority Corridor features four travel lanes, bordered by narrow, unprotected sidewalks adjacent to fast-moving traffic, creating an uncomfortable environment for pedestrians and cyclists.

The Preferred Street Design incorporates safer options for people walking and cycling, a key objective of the community's vision for the corridor. It reduces the number of vehicle travel lanes while preserving existing curbs, which is a more cost-effective approach, and adds safe, dedicated bike lanes on both sides of the street. The walking experience is also enhanced with pedestrian-scaled lighting and street trees for shade and increased safety.

Alternatives 1A & 1B incorporate protected bike lanes, but they're implemented via a separated, off-street bike path on one or both sides of the road. This enhances the safety for pedestrians, cyclists, and drivers alike, reflecting the direction provided by the City of San Antonio's Bike Network Plan. Both these options require the existing curb to move and would increase construction costs.

Alternative 2 focuses streetscape improvements to increase safety and comfort for pedestrians. This option enhances walkability and maintains all four travel lanes, but does not accommodate bike lanes. While this option addresses some aspects of the community's vision, it does not fully realize the corridor's full multimodal potential or implement the City's adopted Vision Zero Action Plan and Bike Network Plan.

The preferred design and alternatives 1A & 1B present approaches for integrating bike lanes, each designed to enhance the corridor's safety and multimodal connectivity. To achieve the community's vision for a safer and more connected corridor, the number of travel lanes is reduced to three lanes, one in each direction, with the option of either: a center, two-way left-turn lane with pedestrian refuge islands or a flex lane that can temporarily be converted to a through lane during school pick-up and drop-off. **A comprehensive multimodal traffic analysis will be essential to improve safety for all travel modes, incorporate Vision Zero best practices, and help identify creative solutions to address the complex design challenges along Goliad Road.** Additionally, further community outreach is recommended to inform residents about the benefits and trade-offs of each proposed option.



STREETSCAPE IMPROVEMENTS: 4 TO 3 LANE CONVERSION

Industry best practices suggest considering lane reductions when average daily traffic (ADT) is below 20,000 vehicles per day. With a TxDOT count of 10,715 vehicles on average per day, our project area is well below this threshold. **Converting Goliad Road from four to three lanes would enhance safety and efficiency** by allowing left turns without blocking through traffic, reducing collisions, and improving sightlines at intersections. This would also help calm traffic, creating a better environment and potentially boosting local investment and economic development.

Advantages for Goliad Road:



Provides space for pedestrian refuge islands at strategic locations, creating a safe waiting area and reducing crossing distances to improve safety.



Allows space for safer bike facilities.



Improves safety for automobiles by calming traffic speeds and reducing the number of conflict points, particularly those involving left-turn lanes.



Example of a pedestrian refuge island on Grand River Avenue

REVERSIBLE OR FLEX LANES

Reversible or flex travel lanes are traffic lanes that can change direction based on current traffic conditions. They provide flexibility in traffic management and keep things moving smoothly during busy times by adjusting how the lanes are used. **This concept could be implemented along Goliad Road, specifically during school pick-up and drop-off times to help alleviate traffic congestion.** This option is only feasible at locations where center medians or pedestrian refuge islands are not present.

Advantages for Goliad Road:



Reduced congestion during peak times (school drop-off and pick-up, etc.).



Reduced accidents and increased safety for all users.



Cost efficient, as they do not require major expansion of the road.



Example of reversible lanes on E. Houston Street

STREETSCAPE IMPROVEMENTS: PREFERRED DESIGN ILLUSTRATION

The illustration below envisions the transformation of the streetscape at the intersection of Goliad Road and Hot Wells Boulevard. The proposed enhancements include expansive, shaded sidewalks; upgraded crosswalks; and dedicated bike lanes to improve mobility. These upgrades aim to offer a range of transportation options and support the concept of “park-once” travel, enabling residents to easily access the numerous family-friendly and local destinations along Goliad Road.

- A Buffered Sidewalks
- 2 Crosswalks
- 3 Shade Trees
- 4 Pedestrian Lighting
- E Bike Facilities



Existing Condition



Aspirational Illustration

ECONOMIC DEVELOPMENT: MARKET DEMAND ANALYSIS

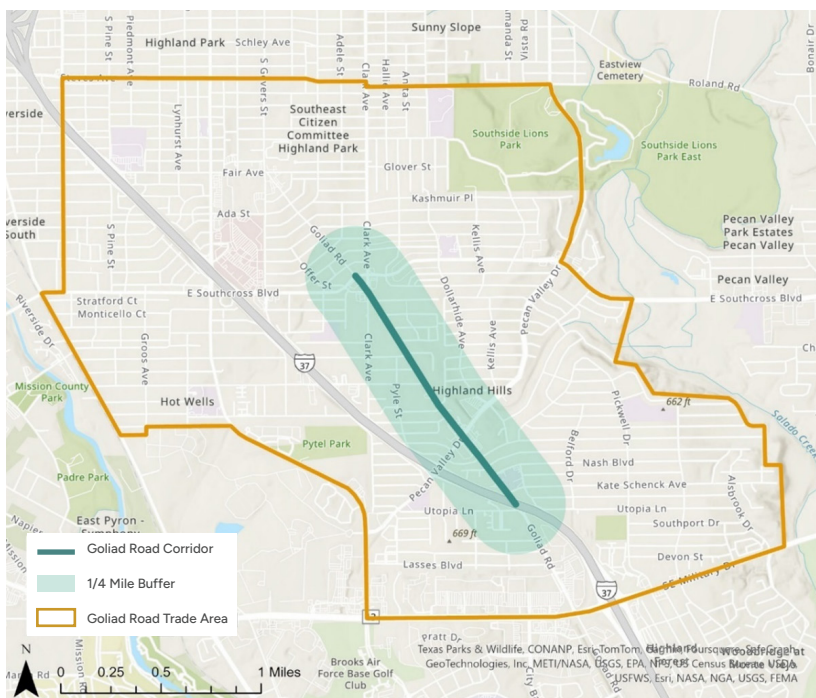
The Goliad Road Trade Area, as illustrated in the map below, has experienced a shift in demographics, with a reduction of 242 residents since 2010. This trend reflects a transformation towards smaller households, a growing population of older adults, and an increase in rental housing. Despite these changes, the area has seen a surge of nearly 1,000 new housing units, spurred by nearby employment growth and access to IH-37.

Within the Trade Area, there is a mix of regional and neighborhood-focused businesses that are frequently visited by the Highland Hills community. The Goliad Road corridor, in particular, features small, community-oriented businesses and family entertainment venues like Bill Miller's, Bowlero, and City Base Skate. To further enhance the area's appeal, the following approaches are recommended:

- Grow Goliad Road as a neighborhood destination for family entertainment
- Attract and support infill development at strategic locations
- Support reinvestment in existing businesses

GOLIAD CORRIDOR TRADE AREA

The Goliad Road Trade Area was defined to assess market conditions and opportunities for the Corridor.



RETAIL DEMAND ESTIMATE (YEAR 2033)



Source: Economic & Planning Systems, ESRI Business Analyst

RESIDENTIAL DEMAND ESTIMATE (YEAR 2033)



Source: Economic & Planning Systems, ESRI Business Analyst

ECONOMIC DEVELOPMENT: INFILL DEVELOPMENT

As part of the planning process, we engaged with the community and businesses to gather input on the types of development that would best meet their needs and desires. The feedback received has been instrumental in shaping the vision for the area and identifying opportunities for growth and improvement.

During the planning process, the community expressed a strong desire for diverse infill development, including healthy food options, family-friendly entertainment, and a range of housing types. The identified categories have the community's endorsement and align with the market demand analysis, showcasing viable opportunities for infill development.

Local Food Store



Sit-down Restaurant



Community Retail



Entertainment Retail



Townhomes



Multifamily



Older Adult Housing



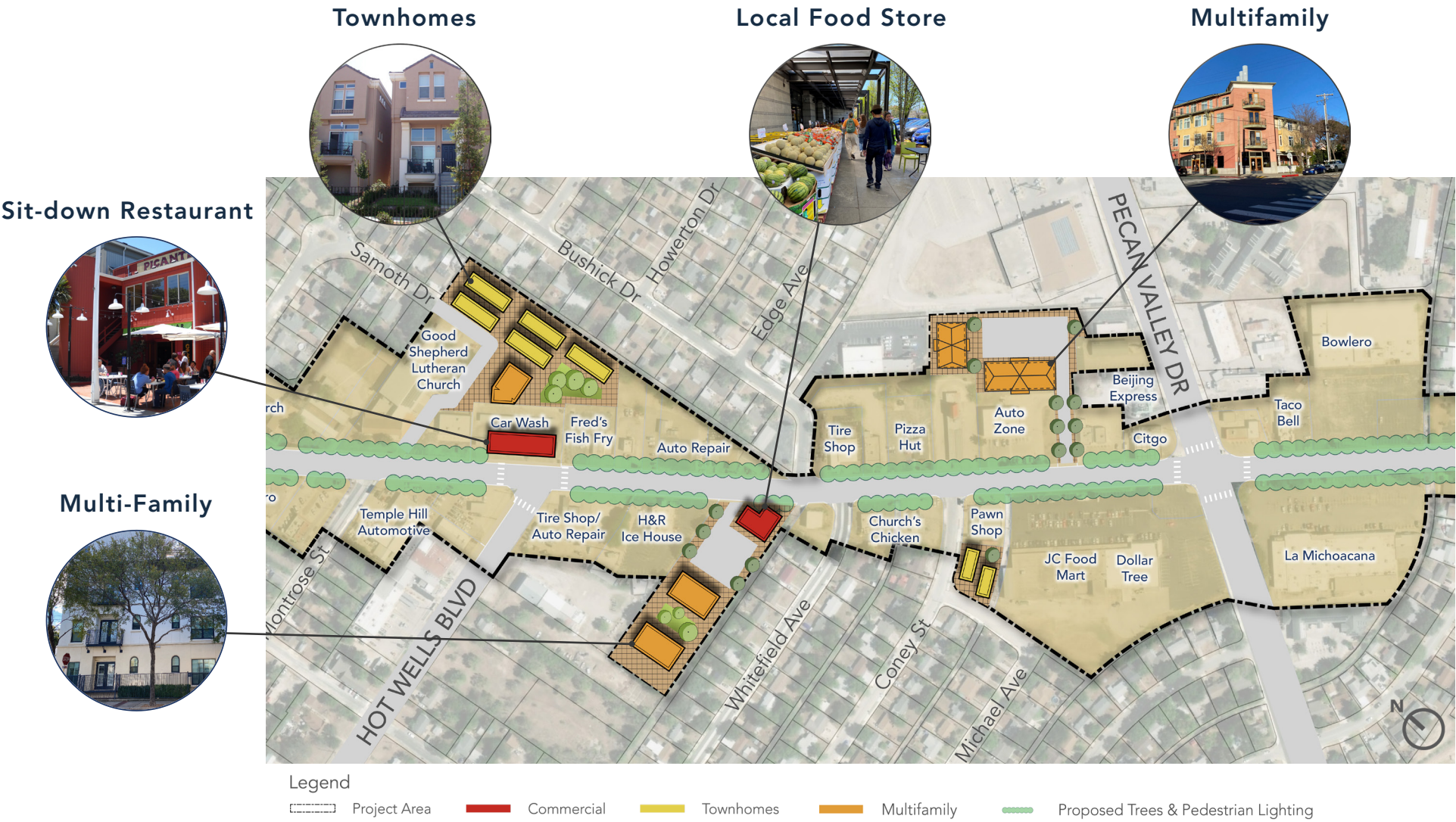
Mixed-Use



ECONOMIC DEVELOPMENT: INFILL DEVELOPMENT

The strategic locations for infill development, focusing on existing underutilized or vacant parcels, are highlighted on the map below. These areas present opportunities to enhance the corridor by creating a vibrant, mixed-use environment that supports growth while strengthening the community's character.

Along with the proposed streetscape improvements, these potential new developments will complement existing neighborhood destinations, providing a cohesive space where residents of all ages can gather, enjoy amenities, and strengthen the area as a local neighborhood hub.



ECONOMIC DEVELOPMENT: PREFERRED INFILL DEVELOPMENT ILLUSTRATION

The illustration below depicts the existing car wash at the intersection of Goliad Road and Hot Wells Boulevard, showcasing how it could be transformed into a commercial retail development with outdoor dining. These enhancements are what the community envisions for the corridor, aiming to create an inviting, family-friendly destination. While the economic development strategy primarily focuses on vacant and underutilized properties, this site could be considered for a future phase as demand for more infill development grows.

A Sit-down Restaurant **B** Community Retail



ECONOMIC DEVELOPMENT: REINVESTMENT IN EXISTING BUSINESSES

Reinvesting in older, underutilized retail centers can attract more shoppers and new tenants, fostering a resilient and dynamic local economy that benefits both businesses and the communities they serve. The community has consistently expressed strong support for this approach, emphasizing the importance of beautifying the corridor, strengthening its distinct identity, and improving access to local businesses. These efforts can revitalize the area and enhance the overall experience for residents and visitors alike.

PREFERRED IMPROVEMENTS

A Property Improvements



B Signage and Wayfinding



C Parking and Access



EXISTING CASE STUDIES

The City of San Antonio currently oversees the Northeast Corridor (NEC) Enhancement Grant Program, which helps owners and tenants of commercial properties within the designated NEC boundary cover the costs of property, landscape, and signage improvements.

The images to the right showcase successful projects that have been completed within the NEC area.

Pairing streetscape investments with economic development initiatives like these can advance revitalization, transforming these areas into vibrant, thriving spaces that reflect the community's vision.

Property Renovations (before)



Property Renovations (after)



Landscape & Parking (before)



Landscape & Parking (after)



Signage (before)



Signage (after)



ECONOMIC DEVELOPMENT: PREFERRED IMPROVEMENTS ILLUSTRATION

The design concept illustrated below envisions the implementation of the community's most favored enhancements. Key features include expanded mobility options like bike lanes and improved sidewalks, an enhanced tree canopy, and upgraded pedestrian lighting. Additionally, the concept encompasses economic development improvements such as new signage, branding initiatives, and upgrades to existing businesses. Together, these enhancements aim to transform the corridor into a safer, more vibrant, and inviting family-friendly destination.

A Property Improvements

B Signage and Wayfinding

C Parking and Access



Existing Condition



Aspirational Illustration

KEY STRATEGIC IMPLEMENTATION ACTIONS

The strategic framework of improvements is designed to position this section of Goliad Road for upcoming (2027) and future Bond Programs. While we recognize that not all recommended improvements may be covered by bond funding, it's important to include all priorities, large and small, to get us closer to fulfilling the community's vision for this section of Goliad Road. The hope is that through partnerships and collaborations we'll be able to identify additional funding sources to cover gaps and implement items not funded by the 2027 Bond Program.

While the potential champions listed in this table are a starting point for advancing our efforts, other key partners should also be identified. These organizations can all play a crucial role in implementing the plan by offering their specialized resources, expertise, and networks. They can contribute by providing valuable guidance, supporting the execution of the plan, and monitoring its progress.

IMPROVEMENT	KEY PARTNERS	POTENTIAL CHAMPIONS
Streetscape Improvements		
Goliad Road from E. Southcross to IH-37, including sidewalks, crosswalks, bike facilities, street and pedestrian lighting, artistic gateway elements, street trees, transit shelters, and a traffic analysis.	Key CoSA Departments (Public Works, Transportation, Arts & Culture, Parks and Recreation (Tree Mitigation Fund), Office of Sustainability), VIA Metropolitan Transit, Jubilee Highland Hills, Kate Schenck Elementary School, Council District 3, Bexar County, Alamo Area Metropolitan Planning Organization, and others	Highland Hills Neighborhood Association, Jubilee Highland Hills, San Antonio Independent School District, Boys & Girls Club, Religious Institutions
Reinvestment in Existing Businesses		
Property improvements to existing businesses, landscaping improvements along the public right-of-way edge, and branded wayfinding and signage from E. Southcross to IH-37.	Key CoSA Departments (Public Works, Economic Development), Council District 3, Bexar County, and others	Highland Hills Neighborhood Association, Brooks, Restaurant Association, Conviva, COPS/Metro Alliance, Southside First, South Texas Business Partners
Infill Development		
Variety of development including townhomes, multifamily, and options for older adults to age in place, as well as neighborhood-serving commercial options at strategic locations between Hot Wells and Pecan Valley.	Key CoSA Departments (Neighborhood & Housing Services, Office of Sustainability), Opportunity Home San Antonio, Council District 3, Bexar County, and others	Highland Hills Neighborhood Association, Religious Institutions

ACKNOWLEDGMENTS

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