

**City of San Antonio Planning and Development Services Department**  
**Plan Adoption Recommendation**

**Attachment 3: Goals and Objectives**

The Goals and Objectives of the Eastern Triangle Community Plan are organized around the following elements: Crime and Public Safety; Economic Development; Housing and Neighborhoods; Parks, Linear Greenways, and Community Facilities; Public Health and Wellness; Transportation, Drainage, and Infrastructure. Below is a list of the Goals and Objectives identified for each of the elements.

**CRIME AND PUBLIC SAFETY**

**OVERALL GOAL: A community that is a safe and clean place in which to live in free of crime, stray animals, and trash**

**GOAL 1: IMPROVE THE SENSE OF SECURITY THROUGH EDUCATION AND POLICE PRESENCE AND COOPERATION**

Objective 1.1: Increase community policing presence and participation

Objective 1.2: Improve the public perception of high crime rates by educating community members on where and what type of crime is occurring in the Eastern Triangle

Objective 1.3: Increase the presence and quality of Police protection through shorter response times and improved customer service

Objective 1.4: Improve the relationship and communication between SAPD and citizens so that SAPD will have more interest in the community and better able to address concerns and or requests more comprehensively

**GOAL 2: SAFER STREETS THROUGH LAW ENFORCEMENT**

Objective 2.1: Reduce speeding on residential streets

**GOAL 3: COMMUNITY FREE OF GANG ACTIVITY**

Objective 3.1: Eliminate all gang activity to create a community free of drug trafficking and gun fire.

**GOAL 4: REDUCE THE NUMBER OF STRAY ANIMALS**

Objective 4.1: Increase the dissemination of information to residents about laws and ordinances concerning animal care and encourage that they are enforced

**GOAL 5: KEEP COMMERCIAL AND RESIDENTIAL PROPERTIES WELL MAINTAINED IN THE EASTERN TRIANGLE**

Objective 5.1: Improve property maintenance

Objective 5.2: Wipe out graffiti

Objective 5.3: Eliminate illegal dumping of refuse materials

Objective 5.4: Improved relationship with Code Compliance to address neighborhood concerns

Objective 5.5: Improve zoning compliance

**GOAL 6: BE PREPARED TO ACT IN CASE OF A NEIGHBORHOOD OR COMMUNITY EMERGENCY**

Objective 6.1: Develop an emergency alert system and evacuation plan

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**ECONOMIC DEVELOPMENT**

**OVERALL GOAL: Economically viable community through a well trained workforce and safe, attractive streets**

**GOAL 7: CREATE A COMMUNITY WIDE ECONOMIC DEVELOPMENT PLAN**

- Objective 7.1: Create a coalition of Eastern Triangle residents and businesses to pursue the cohesive economic development vision and goals.
- Objective 7.2: Attract new businesses to the Eastern Triangle
- Objective 7.3: Encourage sustainability and continuity of economic development programs through secure funding sources

**GOAL 8: EXPAND AND BUILD THRIVING COMMERCIAL CORRIDORS**

- Objective 8.1: Identify specific corridors for revitalization and develop strategic plans for redevelopment
- Objective 8.2: Designate S. WW White Road as a Corridor Overlay District by creating design standards along the street that establish a unique identity that is attractive to residents, visitors, businesses and investors

**GOAL 9: PROMOTE DIVERSIFICATION OF BUSINESSES AND SERVICES**

- Objective 9.1: Increase range of family-oriented businesses and services within the Eastern Triangle
- Objective 9.2: Encourage residents to open bank accounts instead of using check cashing service

**GOAL 10: GROW AN EDUCATED AND WELL TRAINED LOCAL WORKFORCE**

- Objective 10.1: Increase local training and educational programs within the planning area to develop stable and sustainable entrepreneurship
- Objective 10.2: Provide financial education, employment opportunities and occupational training in area schools
- Objective 10.3: Encourage local job skill programs to diversity employment opportunities as well as matching job skill education with the local job market

**GOAL 11: ENHANCE THE PHYSICAL ENVIRONMENT**

- Objective 11.1: Improve pedestrian linkages and provide enhanced streetscapes to encourage patronage of local businesses.
- Objective 11.2: Ensure the safety of pedestrians, cyclists and motorists by improving the streetscape

**HOUSING AND NEIGHBORHOODS**

**OVERALL GOAL: A well maintained community with a diverse housing stock that meets the needs of current and future residents through all stages of life.**

**GOAL 12: DEVELOP MORE GOOD, VERY GOOD, AND EXCELLENT QUALITY OR BETTER CONSTRUCTED HOUSING FOR ALL RESIDENTS, FROM YOUNG ADULTS TO THE ELDERLY, WITHIN THE PLANNING AREA.**

- Objective 12.1: Encourage the development of diverse housing options near schools for families with school age children
- Objective 12.2: Promote the development of senior specific housing options

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Objective 12.3: Increase the diversity of housing for young adults to live, work, and interact within the community

Objective 12.4: Implement green building standards and environmental design in housing

Objective 12.5: Encourage home ownership and promote programs that aid in creating more homeownership opportunities

**GOAL 13: ENCOURAGE WELL-MAINTAINED NEIGHBORHOODS AND HOUSING STOCK**

Objective 13.1: Encourage home and property maintenance to improve existing housing stock

Objective 13.2: Cooperate between neighbors to improve the overall appearance of the community

Objective 13.3: Identify owners of properties that are habitually in disrepair, and hold them accountable for required maintenance

Objective 13.4: Ensure that new housing constructed in the Eastern Triangle is well built and serves to enhance the community's image

**GOAL 14: ENHANCE NEIGHBORHOOD AWARENESS, EDUCATION, AND COOPERATION**

Objective 14.1: Decrease disconnection between generations in order to create mutually beneficial community cooperation

Objective 14.2: Increase the number of Neighborhood Associations and mandatory Homeowners' Associations (HOAs)

**GOAL 15: IMPROVE COMMUNITY PRIDE AND ATTITUDE**

Objective 15.1: More concern or consideration for each other in the community

**GOAL 16: CONSTRUCT HOUSING THAT INCORPORATES ACCESS TO TRANSIT AND PUBLIC AMENITIES**

Objective 16.1: Improve access and amenities within and nearby residential neighborhoods

**PARKS, LINEAR GREENWAYS, AND PUBLIC HEALTH**

**OVERALL GOAL: Enhance the area's parks, recreation, community facilities and programming to establish a regional draw with world-class amenities that meets the current and future needs of the Eastern Triangle**

**GOAL 17: DEVELOP A SYSTEM TO ENSURE THAT THE EASTERN TRIANGLE HAS THE HIGHEST LEVEL OF PARK FACILITIES AVAILABLE**

Objective 17.1: Form a committee made of community members to implement the goals and objectives of the Parks, Linear Greenways, and Community Facilities chapter

Objective 17.2: Designate Martin Luther King Park as a "Destination Park" that will be the multi-sport complex for the region

Objective 17.3: Enhance existing park facilities

Objective 17.4: Identify maintenance issues, promote safety, and improve current parks

Objective 17.5: Utilize various methods to find funding for desirable park projects for the area

**GOAL 18: BUILD A LIBRARY WITHIN THE EASTERN TRIANGLE WITH DISTINCT AREAS THAT HAS THE RESOURCES TO ADDRESS THE NEEDS OF ALL AGES FROM YOUTH TO ADULT**

Objective 18.1: Build a new public library in the Eastern Triangle

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Objective 18.2: Promote library resources and services that assist adults in research and learning computer skills

**GOAL 19: CREATE A LEARNING CENTER FOR PEOPLE OF ALL AGES IN THE EASTERN TRIANGLE**

Objective 19.1: Expand workforce programs to teach vocational skills

Objective 19.2: Reutilize closed schools as learning centers and/or community centers

Objective 19.3: Provide free computer lessons for seniors

Objective 19.4: Establish practices that keep young people in school by developing more after school programs and options designed to involve young people in the organization and operation of the program to increase participation

**GOAL 20: INCORPORATE NEIGHBORHOOD ART AND CULTURAL ACTIVITIES**

Objective 20.1: Collaborate with the Office of Cultural Affairs (OCA) to provide and participate in more art and cultural activities in the Eastern Triangle

**GOAL 21: CONSOLIDATE OR CREATE PROGRAMS TO BETTER ADDRESS THE NEEDS OF THE COMMUNITY EFFECTIVELY AND EFFICIENTLY**

Objective 21.1: Partner with different community organizations to collaborate and achieve goals

Objective 21.2: Promote the Eastern Triangle community events, activities, and programs

Objective 21.3: Seek funding for activities not organizations so that more programs can be offered

**GOAL 22: ENHANCE COUNTY AND CITY SERVICES TO RESIDENTS IN THE EASTERN TRIANGLE**

Objective 22.1: Create a “one-stop” service center for government services that includes a COSA Community Link Customer Service Center where residents can have access to city and county, and state services without going downtown

**PUBLIC HEALTH AND WELLNESS**

**OVERALL GOAL: Provide a myriad of health care options to the residents of the Eastern Triangle through education, preventative healthcare services, and healthcare offices, clinics and medical complexes.**

**GOAL 23: ADDRESS THE COMMUNITY’S NEEDS FOR BASIC AND MENTAL HEALTHCARE THROUGH IMPROVED ACCESS TO HEALTHCARE, PREVENTATIVE HEALTH PROGRAMS AND COMMUNITY COLLABORATION**

Objective 23.1: Create an Eastern Triangle Health and Wellness Committee to coordinate and address major health concerns within the community.

Objective 23.2: Bring basic healthcare services to the Eastern Triangle

Objective 23.3: Create a mental healthcare facility to service the Eastern Triangle

Objective 23.4: Create a comprehensive senior citizen one stop center for the Eastern Triangle

**GOAL 24: EDUCATE THE COMMUNITY ABOUT THE IMPORTANCE OF HEALTH AND WELLNESS AND PROVIDE OPPORTUNITIES TO UTILIZE EDUCATIONAL PROGRAMS**

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Objective 24.1: Provide educational information to neighborhood associations and community organizations and encourage them to host special presentations on specific health and wellness issues

Objective 24.2: Get the word out through mass communication tools

Objective 24.3: Organize an annual community-wide 1K or 5K run/walk and include physical fitness education

**GOAL 25: CREATE A CULTURE OF WELLNESS AMONG THE EASTERN TRIANGLE YOUTH THROUGH EDUCATIONAL PROGRAMS, WELLNESS CENTERS AND COMMUNITY EMPHASIS ON HEALTHY LIVING**

Objective 25.1: Create teen centers aimed at promoting physical activity and addressing teen concerns (such as mental health, teen pregnancy, body image, etc.)

Objective 25.2: Create a center for homeless youth, pregnant youth, and/or youth suffering from substance abuse to finish their education, procure employment, obtain healthcare and learn life/job skills

Objective 25.3: Bring health and wellness education to area schools, throughout all grade levels

**TRANSPORTATION, INFRASTRUCTURE, AND DRAINAGE**

**OVERALL GOAL: Utilize the concept of Complete Streets to enhance the aesthetics and service level of infrastructure in the Eastern Triangle through maintenance and improvement to current systems so that transportation networks for all modes of transportation and drainage systems function safely and efficiently**

**GOAL 26: IMPROVE SAFETY AND MOBILITY ALONG THE MAJOR THOROUGHFARES AND NEIGHBORHOOD STREETS IN THE EASTERN TRIANGLE**

Objective 26.1: Ensure that all traffic signals are functioning, synchronized, well maintained, and easy to see from a safe distance

Objective 26.2: Implement traffic safety measures to allow pedestrians, disabled persons and bicyclists to safely cross busy corridors

Objective 26.3: Implement traffic safety measures to allow motorists to safely cross busy corridors

Objective 26.4: Acquire traffic devices to assist in slowing down traffic around blind curves along Martin Luther King

**GOAL 27: BUILD AND MAINTAIN ROADS THAT ARE IN GREAT CONDITION FOR TRAVELING IN AND AROUND NEIGHBORHOODS**

Objective 27.1: Reduce the amount of time required for implementing capital improvement projects while maintaining and improving current streets

**GOAL 28: DEVELOP MORE ATTRACTIVE STREETS FOR PEDESTRIANS, BICYCLISTS, MOTORISTS AND ECONOMIC DEVELOPMENT**

Objective 3.1: Encourage boulevard street design with medians, pedestrian crossings, and bicycle lanes to allow easy access within the community

**GOAL 29: CHANGE TRAFFIC PATTERNS TO REDUCE CONGESTION ON MAJOR THOROUGHFARES.**

Objective 29.1: Decrease congestion and the amount of time spent in idle traffic

Objective 29.2: Improve traffic flow around Loop 410 to alleviate traffic congestion

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**GOAL 30: UTILIZE VARIOUS TRAFFIC CALMING METHODS AND DEVICES TO REDUCE SPEEDING ON RESIDENTIAL STREETS.**

Objective 30.1: Invest in traffic calming measures along neighborhood streets

**GOAL 31: ALLOW FOR INCREASED BICYCLE ACCESS IN THE COMMUNITY IN SUPPORT OF THE COMPLETE STREETS CONCEPT**

Objective 31.1: Provide more bicycle facilities along streets and in linear parks

Objective 31.2: Increase connectivity between neighborhoods by creating an Eastern Triangle Community off-road loop for non-motorized modes of transportation to avoid high traffic roadways and connect hike and bike trails to increase accessibility for community residents

**GOAL 32: RECOGNIZE WALKING AS A VIABLE MODE OF TRANSPORTATION AND PROVIDE A SAFE WAY FOR RESIDENTS AND VISITORS TO EXPLORE AND USE THE EASTERN TRIANGLE ON FOOT**

Objective 32.1: Increase the amount of landscaped and buffered sidewalks along commercial corridors in the Eastern Triangle

Objective 32.2: Bring existing sidewalks up to ADA standards

**GOAL 33: CREATE SAFE SCHOOL ZONES**

Objective 33.1: Maintain a safe environment within school zones

Objective 33.2: Provide a safe way for children to walk to school

**GOAL 34: ENCOURAGE THE PLACEMENT OF ADDITIONAL STREET LIGHTS FOR SAFETY AND SECURITY OF ALL MODES OF TRANSPORTATION WHERE NECESSARY**

Objective 34.1: Provide additional street lights where necessary for pedestrian, bicyclist, and vehicular safety and the deterrence of crime that does not increase light pollution

**GOAL 35: ENSURE SAFE AND RELIABLE PUBLIC TRANSIT OPTIONS IN ORDER TO PROVIDE MOBILITY CHOICES FOR ALL WITHIN THE EASTERN TRIANGLE**

Objective 35.1: Provide better transportation for disabled and senior citizens

Objective 35.2: Connect the Eastern Triangle to downtown San Antonio, Fort Sam Houston, St. Phillip's College, AT&T Center, Medical Center, and other major employers with better accessibility to public transit for Eastern Triangle residents

Objective 35.3: Provide safer and sheltered bus stops

**GOAL 36: PROVIDE SEWER SERVICE TO ALL RESIDENTS AND BUSINESSES THROUGHOUT THE EASTERN TRIANGLE**

Objective 36.1: Eliminate septic systems in the Eastern Triangle through cooperative efforts of the community and government agencies

**GOAL 37: REDUCE FLOODING IN THE COMMUNITY BY IMPROVING DRAINAGE**

Objective 37.1: Establish an Eastern Triangle Storm Water Subcommittee to maintain communication with government departments and other public agencies

Objective 37.2: Monitor current drainage projects, propose new projects where needed, and related projects located within and outside of the planning area that may negatively affect the Eastern Triangle

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Objective 37.3: Ensure that the current drainage system receives regular maintenance and remains clean and unobstructed

Objective 37.4: Establish regulations for the use of new strategies to increase water absorption and reduce the volume of storm water run-off

**GOAL 38: ENHANCE NEIGHBORHOOD ENVIRONMENTS THROUGH IMPROVEMENTS TO  
THE UTILITY NETWORK**

Objective 38.1: Explore converting above ground electrical utilities to an underground network to help beautify the neighborhood and remove utility pole obstructions in sidewalks