

Near Westside Opportunity Zone Strategic Plan

Focus Group Session 1B

July 18, 2019, 5:00 – 5:30 pm

Alida Cafe

Prepared for the

Westside Development Corporation (WDC)

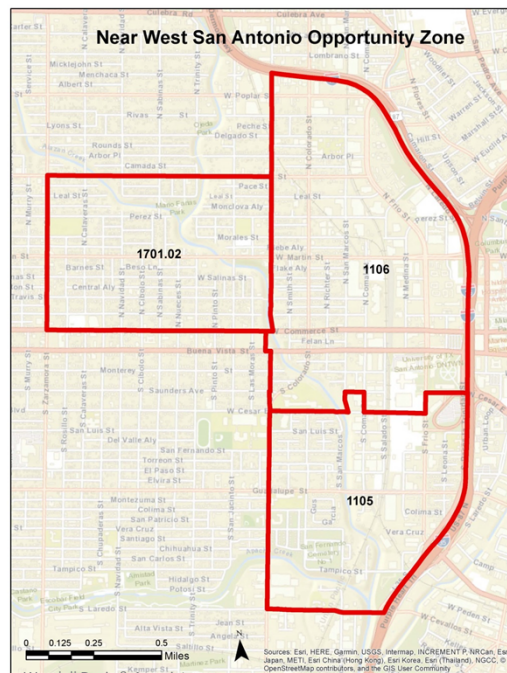
Prepared by

Wendell Davis & Associates with Stakeholders

Near West San Antonio Opportunity Zone Strategic Plan

Commissioned by District 5
Councilwoman Shirley Gonzalez
through the City of SA Economic
Development Department for
Westside Development Corporation.

Contract completion: October 5, 2019
(6 months)



WDC Objectives

- **Promote economic development**; stimulate business & commercial activity in the WDC target area;
- **Diversify the economy** of the WDC target area;
- **Reduce unemployment** or underemployment in the WDC target area;
- Increase the public health, safety, and welfare of persons in the WDC target area; and
- **Promote the development and the redevelopment of real estate** in the WDC target area that would not otherwise occur through private investments.

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3

Goal of the Strategic Plan

To attract Opportunity Zone (OZ) investment in the Westside of San Antonio –

This must be investment that is aligned with community priorities and is sensitive to the existing community.

Investment opportunities and strategies must relate to:

- **Development Projects** seeking investment, such as Housing development & Real Estate development; and
- **Businesses** seeking investment.

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4

Assess Near Westside Opportunity Zone

- **Research best practices** for community investment and incorporate as appropriate.
- **Compile a synopsis of existing plans** that address the area's land use and development needs and indicate their usefulness as baseline references for current investment and strategic planning.
- Examine **viable opportunities for real estate development** within the Near Westside OZs by compiling an inventory of existing parcels, listing vacant land, unoccupied structures, residential units, businesses, non-profits, and publicly-owned parcels.
- **Identify businesses**, land owners, and/or new types of business opportunities **for collaborative project investments or partnerships**.
- **Identify** residential, business and area organizations' **interests, concerns and expectations related to community growth and development**; include potential for project partnerships and community enhancement.

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5

Scope of Work

- Identify businesses and commercial corridors **in need of investment**;
- Identify viable investment opportunities in property, projects, & businesses;
- **Incorporate current planning efforts** for potential investment linkages;
- Identify **community redevelopment priorities**;
- Identify **infrastructure improvements** to attract or encourage development;
- Analyze development patterns that enhance investment strategies;
- Incorporate existing **community and culturally relevant infrastructure, spaces, and preservation strategies**;
- Recommend business or real estate development incentives to **attract investment in line with identified priorities**;
- Recommend land-use controls/changes to **encourage desirable development**;
- Detail how investments and strategies will **enhance the existing community, while mitigating displacement and negative effects of gentrification**.

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6

Public Participation

- **Identify Stakeholders**, Key Community and Neighborhood Leaders and Key Business Leaders
- **Outreach to stakeholders**, property owners and residents
 - Letters mailed to 385 property owners and businesses
 - Postcards will be mailed to 200 owner-occupied residences to announce August Community Meeting
 - Flyers will distributed to key locations within each census tract to announce August Meeting
- **Identify and select Focus Groups** for each Census Tract from Stakeholders
- **Conduct Interviews/Promote Questionnaires**
 - Selected interviews will be conducted with various businesses, residents, real estate brokers, major employers and major institutions within each Census Tract
- Questionnaires are tailored to **categories of stakeholders** that are provided online at the Westside Development Corporation website. Follow the link below:
<https://westsidedevcorp.com/oz-online-surveys/>