

GUIDING PRINCIPLES:
Sample Goals and Objectives from the
City of San Antonio Master Plan, 1997

HOUSING

- **Encourage patterns of economic development that provide a full range of housing choice and promote a sense of community, urban vitality and the efficient provision of infrastructure**
- **Develop criteria and procedures for infill development which will enhance the character of neighborhoods**
- **Actively encourage preservation and renovation as a first priority whenever possible**
- **Promote partnerships between public agencies and conservation and neighborhood organizations to achieve preservation objectives**

Sample Goals and Objectives from the
City of San Antonio Housing Master Plan, 2001

- **Expand affordable housing opportunities.**
 - **Rehabilitate existing single and multifamily housing units to provide additional housing units.**
 - **Provide infill housing development to provide new housing stock in older neighborhoods.**
 - **Increase the participation of community and faith-based organizations in revitalization efforts.**
- **Expand special needs housing opportunities.**
 - **Develop alternatives to the traditional housing development models to serve special needs populations.**
- **Encourage desirable housing development projects.**
 - **Encourage mix-use development inside Loop 410.**
 - **Encourage the design and development of Walkable Communities.**
 - **Encourage infill housing production.**
- **Encourage urban design standards and amenities.**
 - **Incorporate defensible neighborhood concepts into subdivision design.**
 - **Improve image and identity of existing neighborhoods.**

GUIDING PRINCIPLES:
Sample Goals and Objectives from the
City of San Antonio Master Plan Policies

ECONOMIC DEVELOPMENT

- **Facilitate economic development activities that will: strengthen neighborhoods and communities; provide educational, training and employment opportunities; provide necessary support services; and promote and encourage economic participation for all San Antonio citizens**
 - **Provide to neighborhood residents information on, and assistance in, completing community development corporation applications to encourage revitalization and create job opportunities**
 - **Assist neighborhoods to obtain federal planning grants to stimulate business growth and job creation in neighborhood commercial area**
- **Provide economic opportunities in targeted areas, particularly within Loop 410 and the southern sector**
- **Increase public awareness of available economic development incentives**
- **Design programs and policies that maximize the leverage of private investment by lenders and builders or developers**
- **Facilitate communication between businesses, neighborhoods, development interests, neighborhood associations and advisory boards, community-based groups and other interested parties with respect to economic development or re-development**
- **Provide community-based educational support for potential entrepreneurs to develop or refine accounting, cost analysis, marketing, and other essential business skills**
- **Develop financial assistance and specialized training programs to encourage the development of small businesses, minority and women-owned businesses and disadvantaged business enterprises**
- **Encourage financial institutions to be responsive to the needs of minority and women-owned businesses and disadvantaged business enterprises**