



CONVERSE 2050 COMPREHENSIVE PLAN

December 2025

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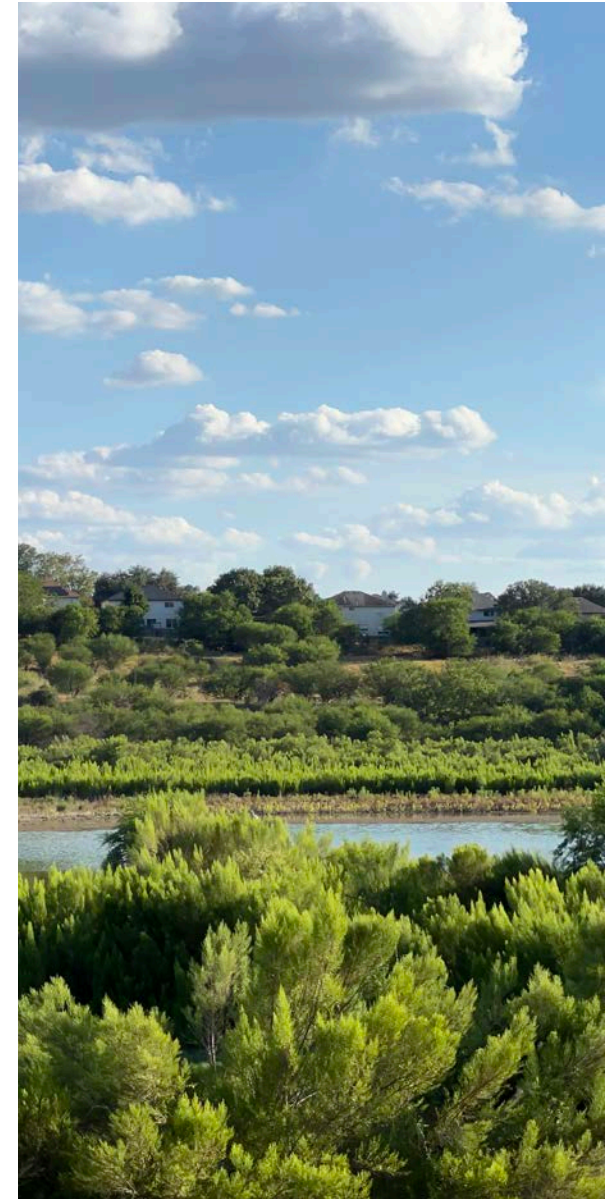
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CITY
CONV



CHAPTER 1

COMMUNITY

SNAPSHOT

Introduction

Understanding the history and existing conditions is crucial in planning for the future of Converse. The purpose of this chapter is to acquaint the reader with the comprehensive planning process and present existing conditions including ongoing planning efforts, demographics, physical features, and economics that will impact development in Converse.

What is a Comprehensive Plan?

A comprehensive plan is a long-range planning tool intended to be used by decision-makers, municipal staff, and the local community. The plan will direct the community's growth and physical development for the next 20 years. The comprehensive plan is written for various audiences, including Converse residents, elected and appointed officials, and technical professionals. The State of Texas has established laws dictating the way that incorporated communities can ensure the health, safety, and welfare of their citizens through a comprehensive plan. The Texas Local Government Code (TLGC) Chapter 213 states:

"The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality... A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations."

What will the Comprehensive Plan Accomplish?

It Will:

- Engage local residents in the decision-making process and achieve consensus for the future vision for Converse and its ongoing development needs.
- Ensure public facilities can accommodate future growth and development.
- Foster coordination between public and private investment sectors.
- Minimize potential conflicts between land uses.
- Ensure the long-term protection and enhancement of the community's visual image and appearance.

Legal Basis For Planning

State law grants municipalities the power to regulate land use, provided these regulations are based on a plan. The authority to create a comprehensive plan is established in Chapters 211, 212, and 213 of the Texas Local Government Code (TLGC). Chapter 211 enables municipalities to adopt zoning, while Chapter 212 authorizes them to regulate subdivisions within city limits. Although a comprehensive plan is not a zoning ordinance, it guides future decisions on development, infrastructure, and land use, serving as a foundation for zoning decisions under Chapter 211. Unlike some states, Texas does not require cities to maintain a comprehensive plan, but Chapter 213 allows them to adopt one to support sound development and promote public health, safety, and welfare. This flexibility enables Texas cities to create a customized, long-term blueprint suited to their needs.

How will the Comprehensive Plan be used?

The comprehensive plan is a long-range planning document that City leadership and staff should reference to guide development regulations and policy decisions. It can be used in a variety of ways for different City departments. The comprehensive plan is not a regulating document, such as the zoning ordinance or subdivision regulations; however, the recommendations will influence City regulations, policies, and budgeting that are updated more frequently. The comprehensive plan should be revisited every five years to ensure the plan recommendations are meeting the community's current needs. Below are a few ways the City will use this Plan.

City Administration

City administration uses a comprehensive plan as a long-term blueprint to guide growth, development, and resource allocation, directly influencing the city's Capital Improvement Plans (CIPs) and budgeting processes. The plan provides a basis for evaluating development proposals and aligning them with zoning standards and the community's vision. It also shapes policies and ordinances that support overarching goals, ensuring consistency across city operations. By identifying and prioritizing infrastructure needs such as roads, utilities, and public facilities, the plan helps guide capital improvement programs, which in turn inform the annual budget.

Community Development

The Community Development Department will primarily use the Future Land Use Map to review zoning cases and prepare staff reports for the Planning and Zoning Commission and City Council. While compatibility with the Future Land Use Map is important, it should not be the only criterion to recommend approval or denial of a zoning decision. Other critical review criteria include the provision of adequate infrastructure, transportation connectivity and access, topography considerations, land use adjacency, growth management principles, etc.

Public Works and the City Engineer

Public Works and the City Engineer rely on the comprehensive plan to direct infrastructure projects and align with the city's long-term vision for growth and the needs of the community. The plan helps prioritize infrastructure improvements in areas targeted for development or preservation, ensuring that roads, water lines, sewers, and stormwater systems are upgraded to meet projected population demands. Additionally, the planning process will identify opportunities for the City to improve development regulations that impact the decision making process for the public works and engineering departments.

Parks and Recreation

Parks and Recreation will primarily use the Future Land Use Map and population projections to plan for future parks, recreation, and open-space facilities. These facilities should be strategically located within neighborhoods and near other public uses. As a component of the Comprehensive Plan, the Parks, Recreation, and Open Space (PROS) Master Plan guides the identification of park locations and recommends strategies to improve connectivity through trails and other linkages.

History of Converse

The area around Converse has a deep Indigenous history, primarily shaped by the Coahuiltecan people, who lived as semi-nomadic hunter-gatherers across South Texas for thousands of years. In the early 1700s, Spanish settlers established missions near San Antonio, such as Mission San Antonio de Valero (the Alamo) in 1718, drawing Indigenous groups like the Coahuiltecan into mission life. Other groups, including the Tonkawa and Lipan Apache, also moved through this region. Over the 1800s, European American settlers expanded into Texas, further displacing Indigenous populations.

In the 19th Century, the region was primarily occupied by German and Mexican settlers due to its abundance of black, saturated, flint rock soil, ideal for farming. This provided fertile land to produce cotton in the area. Converse, a small town at that time, was founded in 1877 due to railroad construction, with railroad tracks being laid down for the Galveston-Harrisburg railroad, later becoming the Southern Pacific Railroad.

The town was named after Major James Converse, the engineer responsible for developing the railroad, who, in 1872, laid out the four original lots comprising Converse. The railroad created the means to ship agricultural products such as cotton, corn and dairy to distant markets, providing the region with an economic boom. This growth aided in the development of the City's first post office, created in 1892 by Ferdinand Simon and Son, along with a brick store and a saloon.¹

¹ Texas State Historical Association. (n.d.). Converse, TX. In Handbook of Texas Online. Texas State Historical Association. Retrieved November 7, 2024, from <https://www.tshaonline.org/handbook/entries/converse-tx>

The City experienced rapid growth, marked by a surge in industrial development during the early 20th Century, with the arrival of the Featherlite Block Company Plant and the Ewing-Records Steel Plant. In 1929, Randolph Air Force Field was established northeast of Converse. Two years later, the facility was designated as a flight training facility for the U.S. Army Air Corps. Randolph Air Force Base has continued to be of vital importance for Converse, with 3,361 veterans living in the City as of 2022.

After World War 2, Converse continued to experience a growth and development boom due to continued activity at Randolph Air Force Base, which in 1947 was home to several German scientists in the area for "Operation Paperclip," an aviation medicine program.

Converse was formally incorporated as the 15th incorporated suburban City of Bexar County on March 25, 1961. In 1972, City Hall was developed, and three years later, City Park and the community swimming pool were formally dedicated.²

² Alamo Colleges District. (2008). Converse, Texas: A historical overview. Interactive History Project, Palo Alto College. Retrieved November 7, 2024, from <https://pacweb.alamo.edu/InteractiveHistory/projects/rhines/StudentProjects/2008/converse/sttemplate.html>

Construction began on JBSA-Randolph, then known as Randolph Field, in 1928, with the base being officially dedicated in June 1930. In 1931, Randolph Field officially opened as a training facility for the U.S. Army Air Corps. The base played a crucial role in training pilots during World War II. In 1947, after the establishment of the U.S. Air Force as a separate service, Randolph Field was renamed Randolph Air Force Base. The base continued to serve as a significant training facility during the Cold War and subsequent years after. In October 2010, Randolph Air Force Base merged with Lackland Air Force Base and Fort Sam Houston to create Joint Base San Antonio (JBSA). Today, Randolph Air Force Base is home to the 12th Flying Training Wing and is integral to the Air Education and Training Command (AETC). The base has continued to be of vital importance for Converse, with 3,361 veterans living in the City as of 2022.

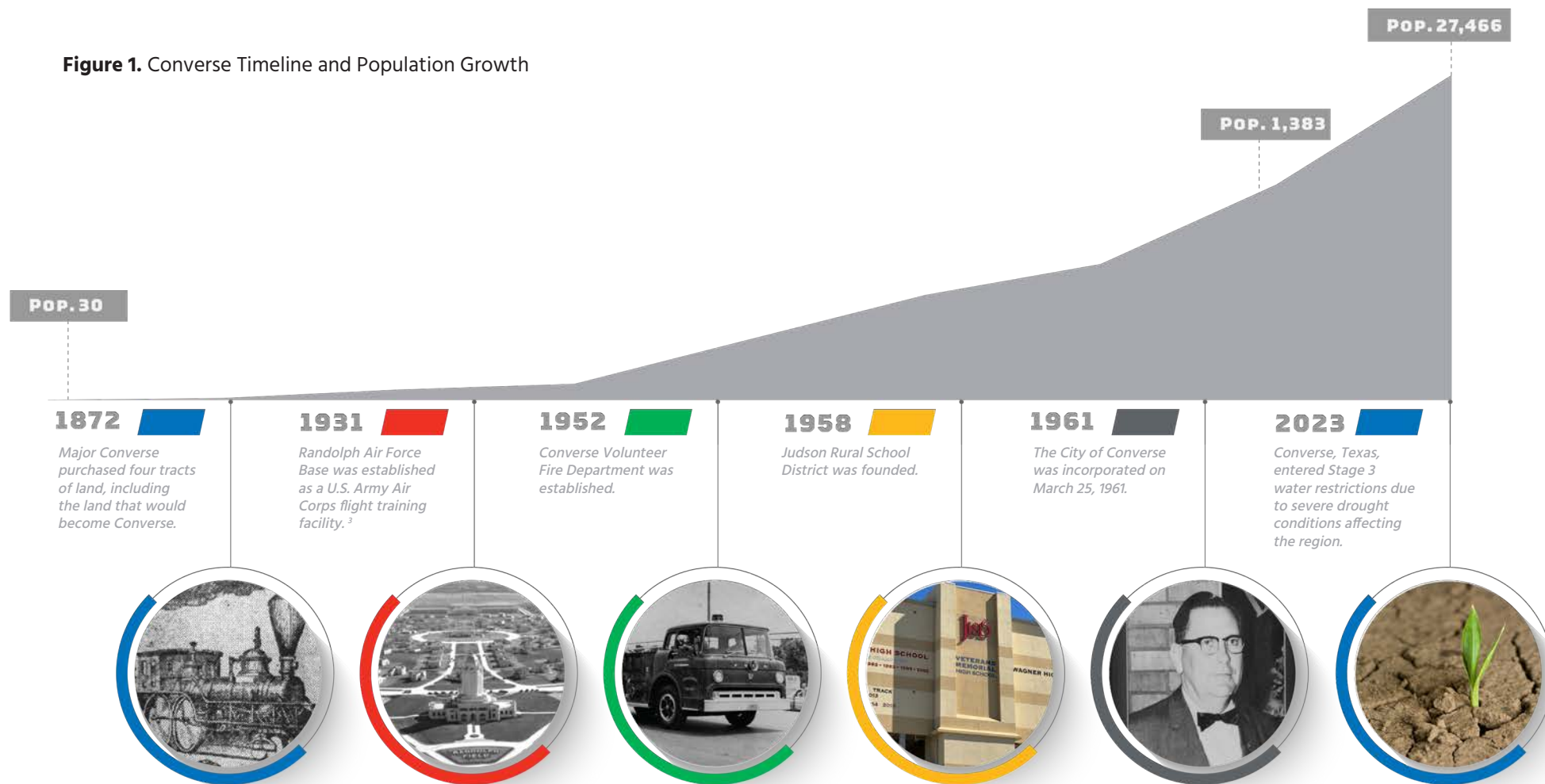
JBSA-Randolph has participated in a number of planning efforts with Converse and other surrounding cities. These efforts include the JBSA-Randolph Joint Land use Study in 2015 and the JBSA-Randolph AICUZ Study in 2017. These plans were created to guide planning and development to ensure future land use compatibility around the base.



Source: JBSA Randolph

Converse Timeline

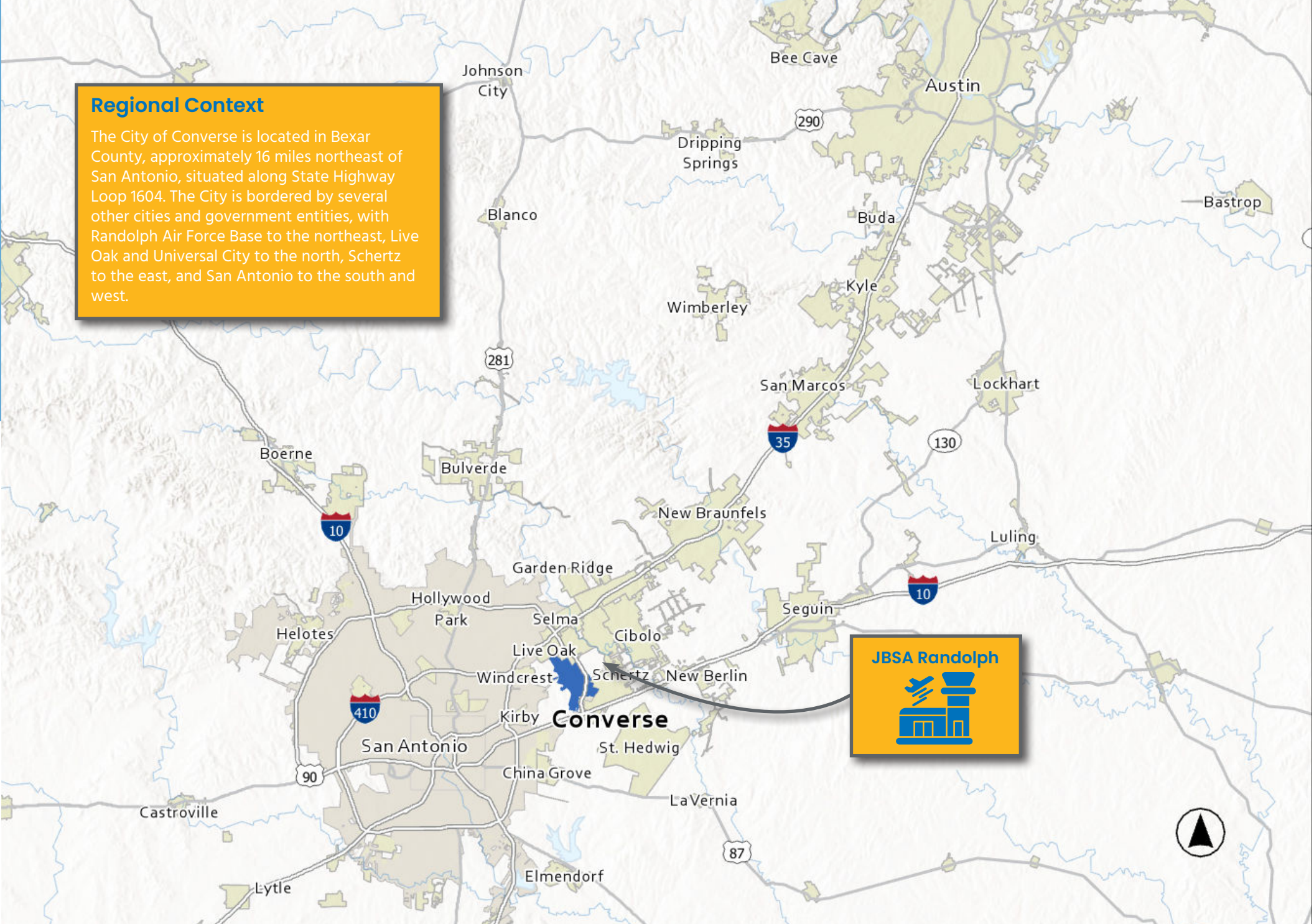
Figure 1. Converse Timeline and Population Growth



³ Texas State Historical Association. (1976). Randolph Air Force Base. In Handbook of Texas Online. Texas State Historical Association. Retrieved January 17, 2025, from <https://www.tshaonline.org/handbook/entries/randolph-air-force-base>

Regional Context

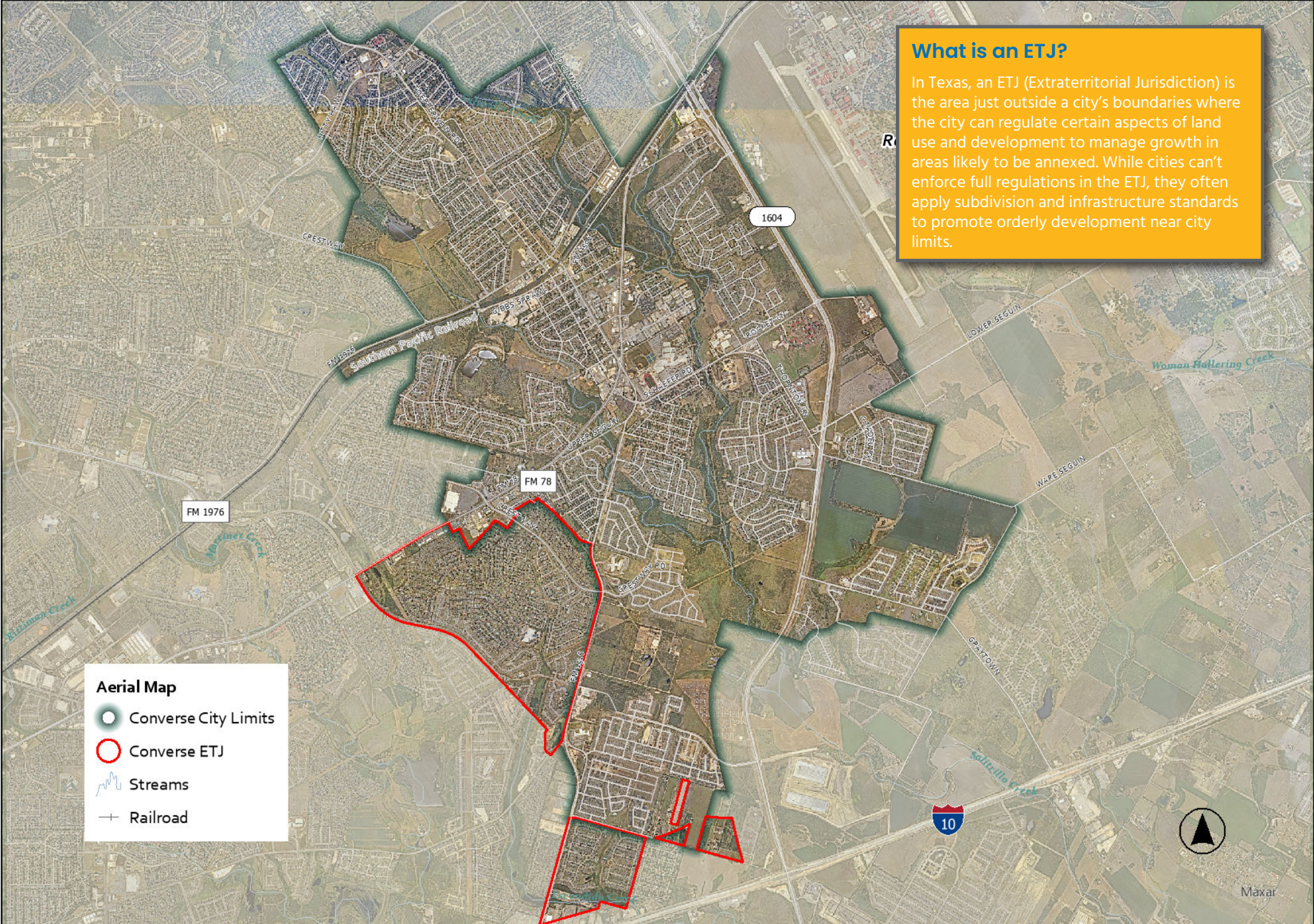
The City of Converse is located in Bexar County, approximately 16 miles northeast of San Antonio, situated along State Highway Loop 1604. The City is bordered by several other cities and government entities, with Randolph Air Force Base to the northeast, Live Oak and Universal City to the north, Schertz to the east, and San Antonio to the south and west.



Map 1. Regional Context

What is an ETJ?

In Texas, an ETJ (Extraterritorial Jurisdiction) is the area just outside a city's boundaries where the city can regulate certain aspects of land use and development to manage growth in areas likely to be annexed. While cities can't enforce full regulations in the ETJ, they often apply subdivision and infrastructure standards to promote orderly development near city limits.



Current Conditions

Converse is Growing

Converse grew by 15,958 residents between the year of 2000 and 2020. The Texas Water Development Board projects that Converse will add an additional 5,133 residents by the year 2040. This increased growth has led to a number of positive impacts such as greater economic development and infrastructure updates for the City. However, this can also lead to issues with traffic congestion and availability of housing.



+5,133 People by 2040

Tight Housing Market

There is a low level of vacancy in Converse with only 1.9% of housing units being left vacant. This is much lower than the state wide average at a 10.0% vacancy rate. This low-level of vacancy is an indication of a tight housing market with fewer available units to rent or buy than is being demanded. According to the Zillow Home Value Index, the median home price in Converse rose from \$187,870 in January 2020 to \$255,685 in September 2024, representing a 36.1% price increase.



36.1% Increase in home prices since 2020

Family Friendly

Converse has seen significant growth recently, attracting both young individuals and families, with a population reaching 31,183 as of July 2024, marking a 9.4% increase since 2020. The median age in Converse is 33.8 years, reflecting a relatively young demographic. Additionally, 30.3% of residents under the age of 18, showing a strong presence of children and adolescents. The City hosts 9,653 households, averaging 2.89 people each, and 6,793 families, with an average family size of 3.43 members.



30.3% Under the age of 18

The Land Crunch

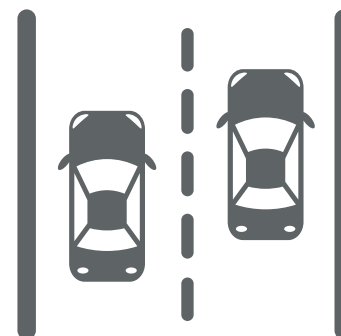
The number of available acres for development/redevelopment in Converse has been decreasing over the past twenty years, with only around 3 square miles (28%) of vacant or undeveloped land left out of the total 10.9 square miles that comprise the City Limits and ETJ. This remaining developable space must be shared among competing uses with a high demand for greater housing production, commercial spaces for retail and restaurants, and industrial development.



3 sq. miles of vacant or undeveloped land in City limits and ETJ

Living Local, Working Distant

Converse has very few residents who work within the City. In 2021, only 226 workers lived and worked within the city limits of Converse. This only constitutes a little over 1% of employed workers. However, 10,610 workers, or a little under 75% of employed workers, live in Converse but work elsewhere. This can have a number of negative implications for local tax revenues, transportation infrastructure and congestion, and overall community engagement from local residents.



75% of Converse workers work outside of the City

Physical and Abstract Features

Natural Features

Converse lies primarily on gentle, rolling terrain typical of the South Texas plains, which provides a relatively flat landscape across much of the area. This subtle variation in elevation plays a significant role in the city's drainage and flood risk. Lower elevations near Salitrillo Creek, a prominent watercourse running through Converse, are particularly susceptible to flood events, especially during heavy rains.

The soil profile in Converse reflects a mix of clay loams and sandy soils common in the South Texas plains. These soil types influence everything from vegetation patterns to stormwater absorption and erosion potential. Clay-rich soils in certain areas can limit water infiltration, increasing surface runoff, which, in turn, may heighten flood risks around waterways and low-lying neighborhoods. This risk is reflected in the 100 and 500 year flood hazard area shown in "Map 4. Physical Constraints".

The Edwards Aquifer, located west of Converse, has a regional influence, particularly concerning water quality and availability. This proximity to a major aquifer means that groundwater regulations and protective measures, such as managing impervious surfaces and controlling chemical runoff, may play an increasingly important role in planning and development within Converse.

Constructed Features

Much of the land within the city limits of Converse consists of single-family homes stitched together by a few key corridors, primarily FM 78 (Old Seguin Rd.) and Loop 1604, which serve as the main transportation routes through the area. These corridors not only provide vital connectivity within Converse but also link it to nearby cities, including San Antonio. Residential neighborhoods, largely composed of suburban single-family homes, are interspersed with new multi-family developments to accommodate the growing population. Many of the City's key commercial areas are located along FM 78.

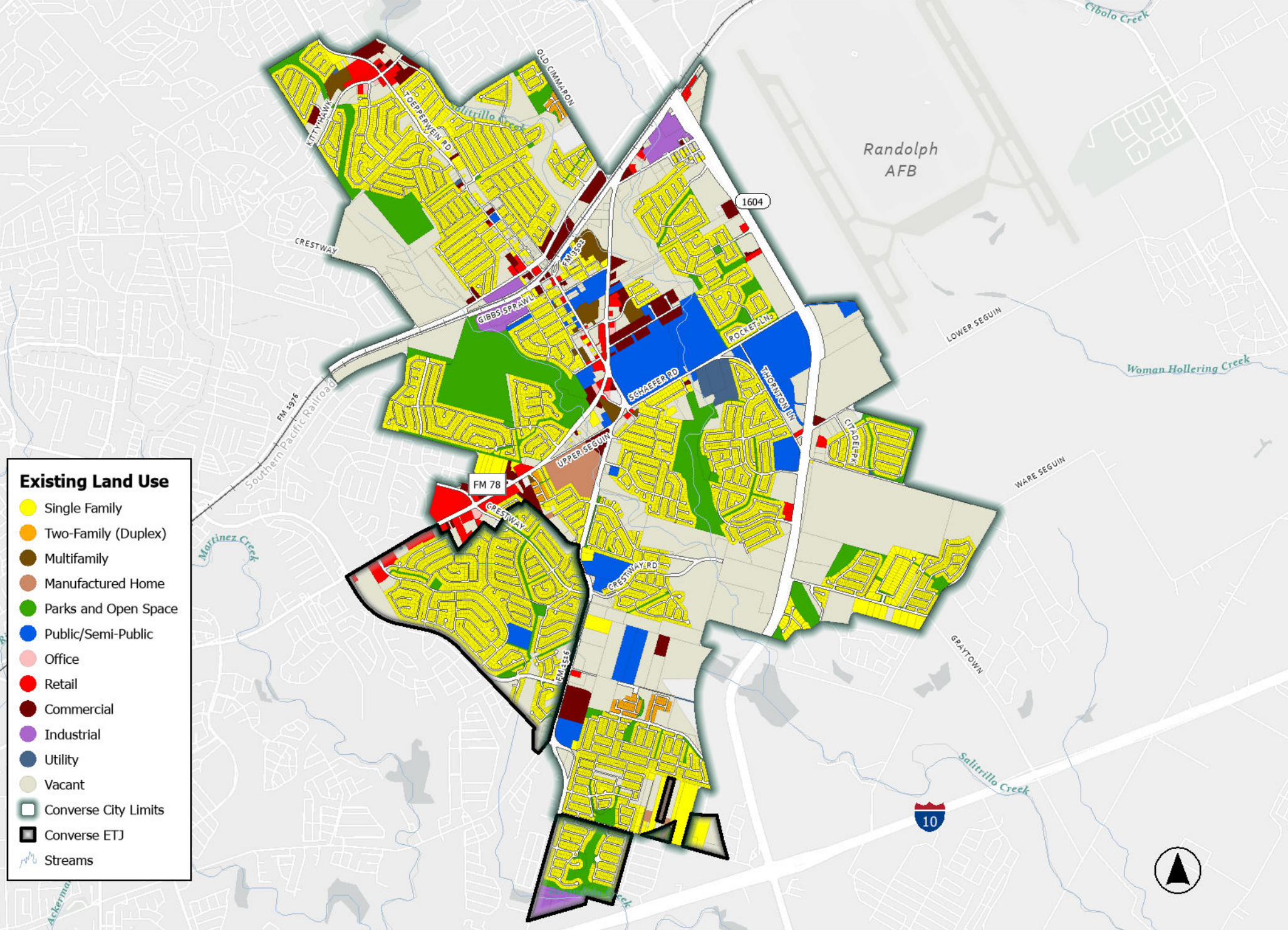
Public amenities, including Converse City Park, community centers, and the Converse library, are centrally located within Converse and are within walking distance of several legacy neighborhoods. Additionally, the San Antonio Water System (SAWS) manages the City's water and wastewater infrastructure, with recent upgrades to meet the growing demand.

Sidewalks, shared use path, bike lanes, and pedestrian crossings are gradually being added to primary streets such as Seguin Rd. and Toepperwein Rd. Large, regional projects such as the Loop 1604 Expansion and FM 78 Corridor Enhancements are also taking place at the time of this plan's writing.

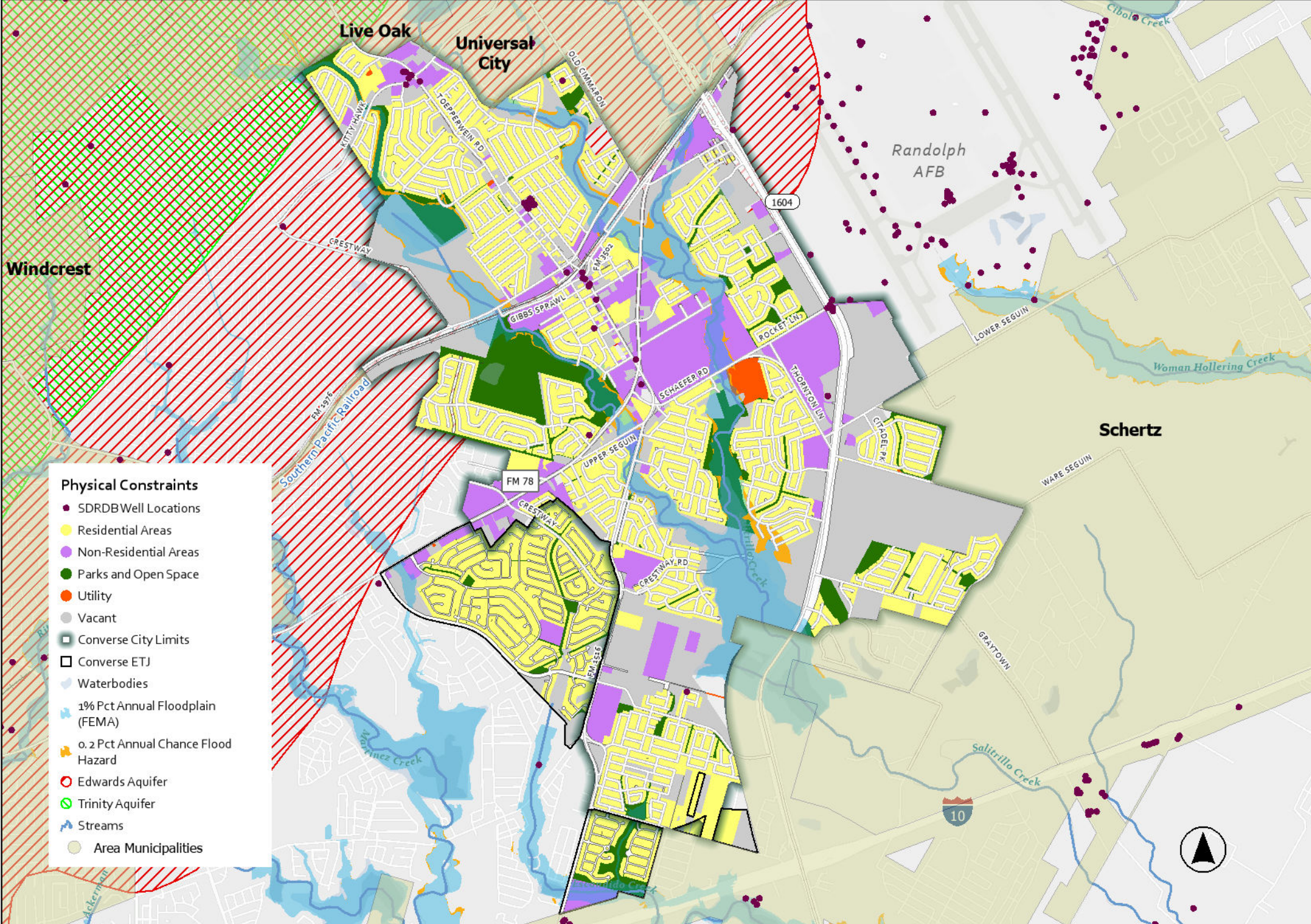
Jurisdictional Features

Converse, Texas, spans approximately 7 square miles within its city limits, and it has a relatively small, 3.9 square mile ETJ that is comprised of the Meadowbrook Neighborhood directly southwest of Converse and several smaller neighborhoods on Converse's southernmost point. Within this ETJ, Converse can set subdivision standards, such as street layouts, connectivity, and drainage to ensure that new developments align with city infrastructure and growth plans while preparing the areas for eventual annexation.

The City provides essential services, including water and wastewater systems managed in partnership with the SAWS, public safety through local police and fire departments, and education via the Judson Independent School District. Regionally, Converse collaborates with neighboring cities, Alamo Area Metropolitan Planning Organization (AAMPO), and Texas Department of Transportation (TxDOT) to manage roadway infrastructure projects, particularly along corridors like FM 78 and Loop 1604.



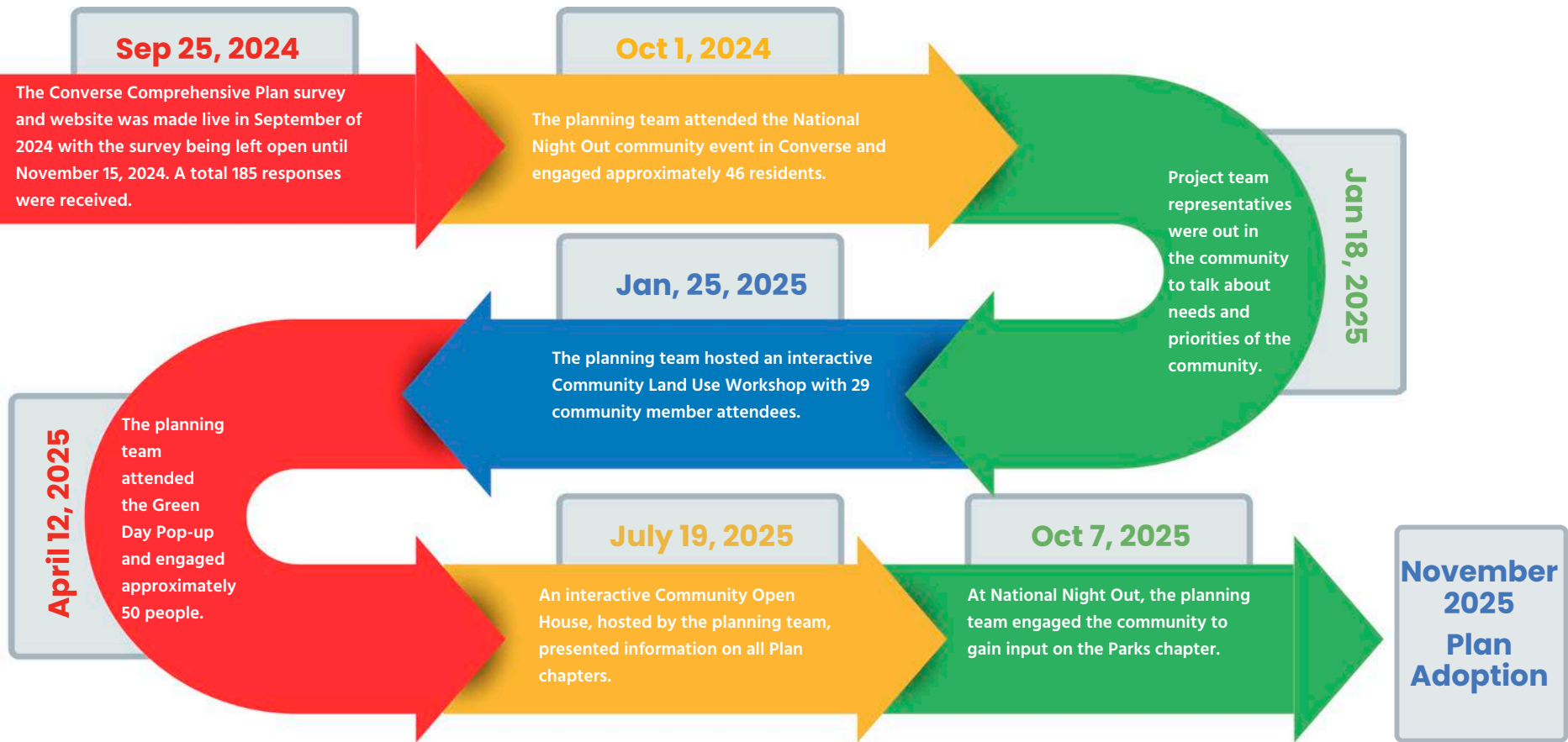
Map 3. Existing Land Use



Map 4. Physical Constraints



Public Engagement Process



4 Formal Stakeholder Meetings + Informal Meetings with City Staff

4 CPAC Meetings

2 Council Briefings

Preliminary Survey Results

Why do people choose Converse?

The top reasons were housing affordability (58%), the low cost of living (20%), and the appeal of the local lifestyle (16%). Others noted they were born and raised in Converse or they moved to Converse due to military assignments near JBSA-Randolph.

S



Strengths

Residents feel that proximity to JBSA-Randolph, Brooke Army Medical Center (BAMC), the City of San Antonio, and major highways is a great strength. Additionally, residents feel that Converse is a relatively affordable place to live and still maintains a small town feel.

O



Opportunities

Opportunities for Converse lie in addressing residents' concerns about traffic congestion, crime, infrastructure limitations, and potential overcrowding as the city grows.

Key improvements include enhancing road maintenance and expanding infrastructure to manage future demands, along with supporting city employees and first responders to strengthen community safety.

Beautifying the City through green spaces and improved aesthetics presents an opportunity to elevate Converse's identity, while residents' calls for more retail options—particularly sit-down restaurants—highlight a chance to enrich local amenities.

Supporting Resident Prosperity

Suggestions included providing more retail, entertainment, and service options locally (64%), supporting local businesses (51%), and creating higher-wage job opportunities (37%). Many respondents also felt that offering transportation alternatives to car ownership and enhancing educational resources would benefit the community.

Future Housing Priorities

Respondents indicated a preference for housing that accommodates older residents looking to downsize, service industry and blue-collar workers, and families, and generally ensuring a mix of attainable and varied housing options. Respondents preferred traditional single-family homes (61%), single-family starter homes (46%) and large-lot luxury housing (29%).

Transportation and Mobility Priorities

Many residents want to move around Converse through local streets that accommodate bikes, cars, and pedestrians and high-capacity roadways. Other popular choices included a connected sidewalk or trail network and innovative transit options like rideshares and public transportation.

Infrastructure Investment Priorities

Respondents prioritized road improvements, traffic reduction, and enhanced water and sewer system infrastructure. There was also strong support for drainage and flood prevention improvements, making infrastructure resilient to extreme weather, and providing greater access to parks and trails.

Community Values and Vision Statements

A City with Access to Vibrant Public Spaces

Residents highly value parks, open spaces, and community gatherings that create a “small-town” feel within Converse. There is strong support for enhancing these spaces with more activities and events, as well as expanding parks and recreational areas. This big idea focuses on fostering a sense of belonging through accessible, enjoyable spaces where people can connect, relax, and celebrate the unique character of Converse.

“The variety of activities in the city parks and open spaces is a real strength.”

A Destination and a Place to Call Home

Residents expressed a strong desire for more local shopping, dining, and entertainment options to reduce the need to travel outside Converse. Expanding retail and entertainment within the City would enhance convenience, support local businesses, and create a vibrant social environment. This big idea emphasizes developing local amenities that bring more opportunities for shopping, dining, and recreation to the community.

“We need more convenient access to retail, services, and entertainment options in the city.”

A Community with Safe and Convenient Transportation

Residents indicate a need for improved transportation options that provide safe, accessible alternatives to driving. Residents are asking for better-lit sidewalks, bike lanes, and pedestrian-friendly streets. This big idea aims to make Converse a more walkable and bikeable city, reducing reliance on cars and enhancing safety, connectivity, and convenience for residents of all ages.

“Provide local transportation alternatives that do not require vehicle ownership.”

A City with Growing Prosperity

Community members highlighted the need for higher-wage jobs, housing affordability, and local business support. This big idea focuses on strengthening economic opportunities by supporting small businesses, encouraging higher-wage employment, and maintaining affordable housing options, ultimately building a prosperous community for all.

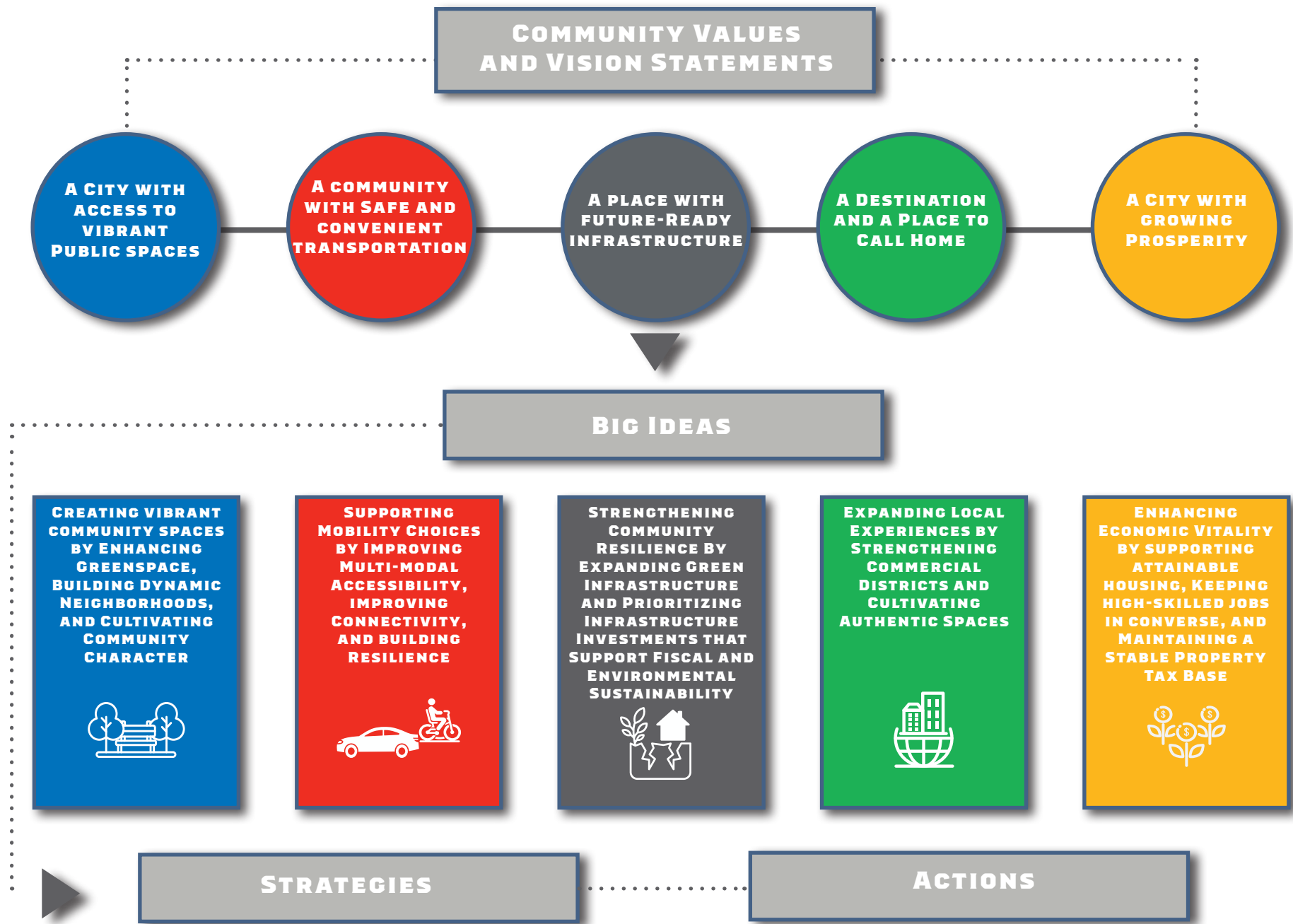
“Expanding job opportunities and attracting employers could help more residents work closer to home.”

A Place with Future Ready Infrastructure

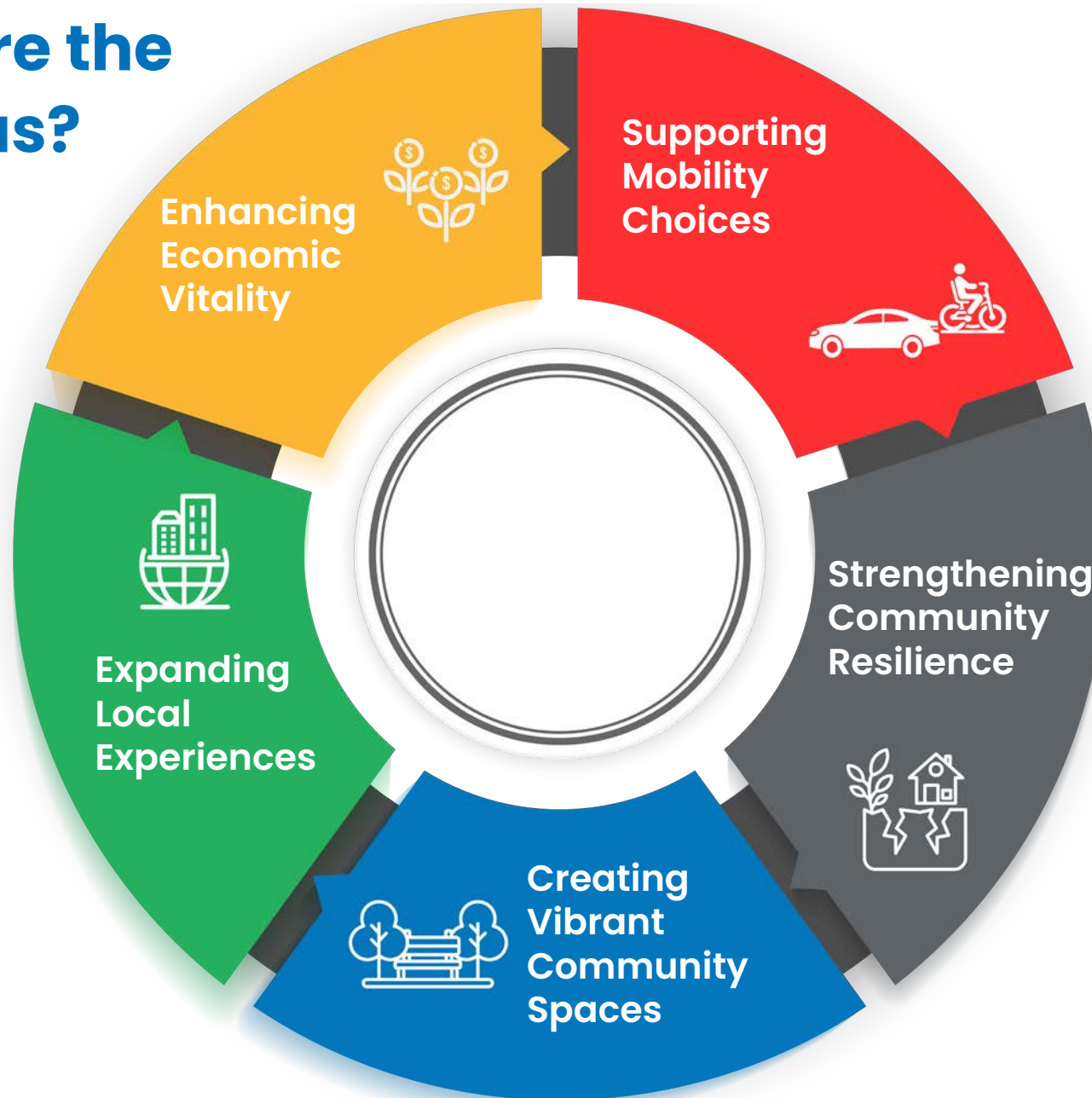
Many residents are concerned about the city's capacity to handle flooding and extreme weather. Improving drainage, updating water and sewer systems, and investing in resilient infrastructure are major priorities. This big idea focuses on building a city that is prepared for environmental challenges, ensuring that Converse can protect its neighborhoods, reduce flood risks, and provide reliable services to meet future needs.

“Roads, flooding, and water supply are top concerns for Converse's future.”

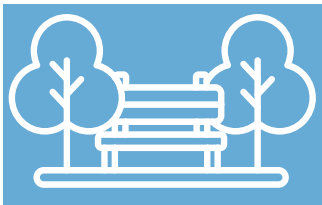




What are the Big Ideas?



Creating Vibrant Community Spaces



Description

Vibrant community spaces help foster connections, support local events, and enhance the City's unique character. These spaces include parks, gathering spots, pedestrian-friendly areas, and any other public realm areas where residents can come together. This section describes the nexus between the big idea and the way that each strategy will help to accomplish the big idea.

Strategy 1.1 Enhancing and Expanding Greenspace

With approximately 539 acres of parkland, Converse already surpasses the national average of 10 acres per 1,000 residents (NRPA). However, the quality, programming, and accessibility of these spaces are just as crucial as acreage alone. Studies from the University of Chicago further indicate that access to well-maintained green areas can reduce resident stress by up to 15%, with structured programming (e.g., community events, sports leagues, and fitness classes) fostering social connections and promoting physical health (Wolch et al., 2014).

Strategy 1.2 Build Dynamic Neighborhood Nodes

The majority of housing in Converse is currently single-family, yet there is a growing demand for diverse housing types to meet the needs of families, young professionals, and seniors. A recent study by the Joint Center for Housing Studies (2022) reports that communities with diverse housing options, such as townhomes and mixed-use developments, increase neighborhood vibrancy and walkability, reducing reliance on personal vehicles by 10-15%.¹

Additionally, studies by the Urban Land Institute show that neighborhoods with a variety of housing types can experience a 20% increase in local economic activity, as mixed-use developments promote foot traffic and support nearby businesses (ULI, 2021). For Converse, a crucial strategy in creating vibrant community public spaces is to update adjacent land uses to help create dynamic nodes around existing public realm investments.

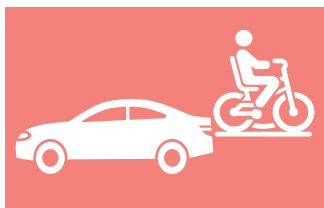
¹ Joint Center for Housing Studies. (2022). The state of the nation's housing 2022. Harvard University. Retrieved from <https://www.jchs.harvard.edu/state-nations-housing-2022>

Strategy 1.3 Build Community Spaces with Character

Community spaces that reflect a city's unique culture and identity are valuable both socially and economically. Data from the Project for Public Spaces (2021) suggests that cities with vibrant, character-rich public spaces see 20-25% higher visitor engagement and attract a diverse range of businesses, which contributes to a resilient local economy. In Converse, enhancing key corridors, nodes, and parks with distinctive designs, local art, and programming can set the City apart as a destination.



Supporting Mobility Choices



Description

Offering a range of mobility options, such as safe biking paths, and pedestrian-friendly streets, is crucial for Converse as it aims to reduce traffic congestion, improve air quality, and create a more connected community. By supporting multiple transportation modes Converse can reduce reliance on cars, making it easier for residents to access work, school, and other daily needs. This section describes the nexus between the big idea and the way that each strategy will help to accomplish the big idea.

Strategy 2.1 Improve Multi-Modal Accessibility

Enhancing multi-modal accessibility in conjunction with land use policies is key to building a transportation network that supports diverse needs and reduces the need for cars for daily trips. Multi-modal networks incorporate various forms of transport—walking, cycling, regional transit, and micromobility options — which provide alternatives to private vehicles. Research by the American Planning Association (APA) reveals that cities designed with strong multi-modal options experience 15-20% reductions in vehicle trips and significantly lower congestion levels (APA, 2022).

Strategy 2.2 Improve Connectivity and Mitigate Congestion

Improving connectivity and mitigating congestion in suburban environments requires a strategic shift from a traditional hierarchical transportation network toward a more interconnected, non-hierarchical street grid. Hierarchical networks—those dependent on large arterials and collector roads—often lead to congestion and increased travel distances by funneling all traffic through limited routes. This structure induces demand, as limited options force residents to rely on these larger roads, creating a cycle of expanding roadways and increasing congestion. A study from the Institute of Transportation Engineers (ITE) supports that non-hierarchical networks, or fine-grained grids, help distribute traffic across many routes, reducing the burden on primary arterials and lowering congestion by up to 20% (ITE, 2020). Additional studies further indicate that enhanced connectivity through a grid structure reduces vehicle miles traveled (VMT), as it enables shorter, direct routes, thus decreasing travel time and emissions (Levine & Frank, 2021).

Strategy 2.3 Create a Resilient Transportation System

Building a resilient transportation system means integrating green infrastructure principles and sustainable design to ensure long-term adaptability and reduce overall environmental impacts. Green infrastructure—such as permeable pavements, bioswales, and roadside rain gardens—not only manages stormwater but also prevents flooding and erosion that can damage roadways and disrupt transit. The American Society of Civil Engineers (ASCE) highlights that using permeable surfaces and vegetation in road design can reduce runoff by up to 70%, preserving infrastructure integrity and reducing maintenance costs (ASCE, 2021).



Enhancing Economic Vitality



Description

Building prosperity in Converse means developing economic opportunities that benefit residents, from high-skilled job creation to ensuring that housing is attainable. As the city grows, fostering economic resilience and inclusivity is essential to creating a stable and thriving economy that uplifts all residents. This section describes the nexus between the big idea and the way that each strategy will help to accomplish the big idea.

Strategy 3.1 Support Attainable Housing Options

Converse can expand housing accessibility by maximizing existing spaces for entry-level single-family homes and “missing middle” housing types, such as duplexes, townhomes, and small multi-family units. For young families and first-time buyers, these starter homes provide an accessible pathway to homeownership, meeting a crucial demand in the community. Research by the National Association of Home Builders suggests that these varied, smaller-scale housing options can reduce overall housing costs in areas with limited land availability.¹

Strategy 3.2 Keep high-skilled jobs in Converse

With a reasonable amount of vacant commercial land, Converse has an opportunity to develop spaces that retain or create high skilled jobs locally, reducing the need for residents to commute outward and directly boosting the City’s prosperity. By attracting industries such as technology, healthcare, and professional services as well as supporting microbusiness and makerspaces, Converse can generate meaningful employment options aligned with the skills of its residents. According to the Brookings Institution, cities with robust local employment in professional fields see a significant increase in economic retention, as residents spend more on local services, retail, and amenities, which in turn stimulates the local economy and enhances overall prosperity.² Developing vacant commercial land into modern office spaces, flexible work hubs, and mixed use developments may allow Converse to capture economic benefits that might otherwise leave the City.

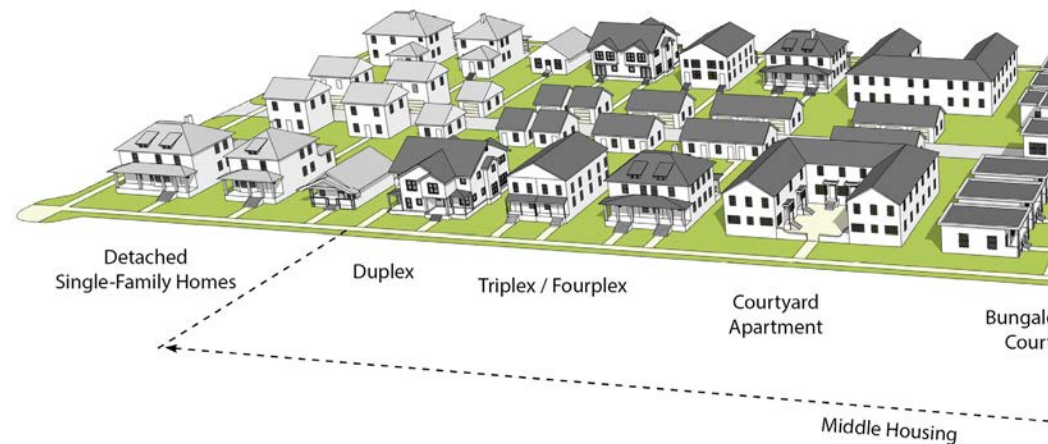
¹ National Association of Home Builders. (n.d.). What is the missing middle of housing? NAHB. Retrieved from <https://www.nahb.org/advocacy/industry-issues/land-use-101/tools-and-research/tools-pages/what-is-the-missing-middle-of-housing>

² Brookings Institution. (n.d.). Talent-driven economic development: A new vision and strategic agenda for regional and state economies. Brookings. Retrieved from <https://www.brookings.edu/articles/talent-driven-economic-development-a-new-vision-and-strategic-agenda-for-regional-and-state-economies/>

Strategy 3.3 Maintain a Stable Property Tax Base

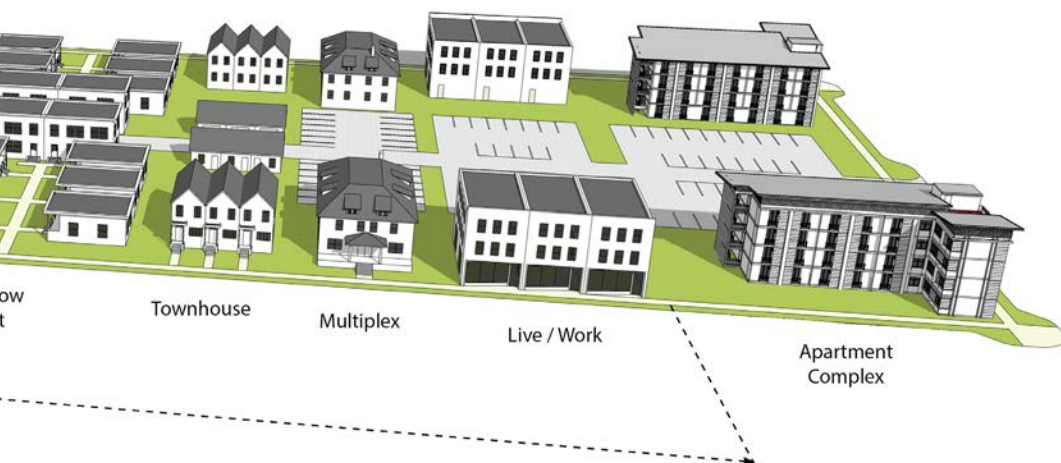
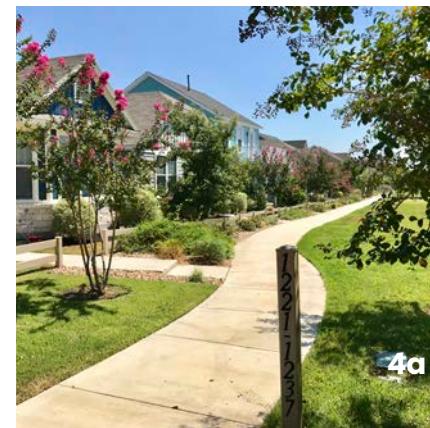
Maintaining a stable property tax base requires a focus on fiscally productive land use patterns that maximize revenue without expanding costly infrastructure obligations. Suburban expansion often creates a financial strain, as new developments require roads, water, sewer lines, and other services that increase long-term maintenance obligations. By concentrating on infill development and strategically densifying existing areas, Converse can use its current infrastructure more efficiently, allowing the City to grow without disproportionately increasing maintenance costs.

Figure 2. Missing Middle Housing Diagram



Topic Of Interest: Missing Middle Housing

Missing middle housing refers to a range of housing types between single-family homes and large apartment complexes, offering diverse, smaller-scale options compatible with residential neighborhoods, such as duplexes, triplexes, and townhomes. In Converse, these housing options can help meet the growing need for attainable housing while preserving neighborhood character, accommodating families, young professionals, and seniors seeking smaller, more affordable homes as the city's population grows.



1a

Duplex (7-14 units per acre). Two housing or dwelling units on a lot, usually attached via a shared wall. Similar in character and style to single-family detached housing.

2a

Townhouse (11-16 units per acre). Usually tall narrow houses (often 2 or more stories) with one unit on a small single lot, with minimal setbacks and shared walls.

3a

Triplex/Quadplex (15-35 units per acre). Often similar in character to a large single family detached home, but contains 3 or 4 units, often accessed from a single internal hallway.

4a

Bungalow/Cottage Court (19-35 units per acre). Multiple small houses or cottages arranged to define a shared courtyard. The Courtyard replaces each unit having a private yard.

Expanding Local Experiences



Description

Increasing local experiences—such as dining, shopping, entertainment, and community events—allows residents to engage more deeply with their city, reducing the need to travel outside Converse for recreation and amenities. This focus helps to retain local spending within the city, which supports small businesses and enhances economic stability. This section describes the nexus between the big idea and the way that each strategy will help to accomplish the big idea.

Strategy 4.1 Strengthen Commercial Districts and Neighborhood Centers

Strengthening Converse’s commercial districts and neighborhood centers can expand local experiences by making more efficient use of land and encouraging development that brings residents closer to shops, restaurants, and community services. Studies by the Urban Land Institute have shown that land use policies prioritizing mixed-use, compact development in neighborhood centers can increase economic activity and reduce the need for car-based travel. Implementing policies that support diverse land uses in these areas allows residents to meet daily needs within a shorter distance, which, according to Smart Growth America, can boost local retail sales by 20-30% while reducing traffic congestion.¹

Strategy 4.2 Cultivate Authentic Spaces that Reflect Community Identity

Creating spaces that embody Converse’s community identity requires thoughtful planning across land use, economic development, and transportation domains. Policies that encourage diverse housing—such as accessory dwelling units (ADUs) and “missing middle” housing—support neighborhood stability by allowing residents across income levels to stay rooted, helping to prevent displacement. Enhancing accessibility through walkable streets, bike paths, and regional transit connections further enriches neighborhood life by making local areas easy to navigate and enjoy.

Zoning that prioritizes small, locally-owned businesses and culturally significant spaces can help produce a unique commercial character that

resonates with residents. Supporting neighborhood markets, pop-up events, and community-centered businesses can create spaces that feel authentically “Converse,” strengthening local identity without overwhelming influence from large, non-local developments.



¹ Smart Growth America. (2019). Foot traffic ahead 2019: Ranking walkable urbanism in America’s largest metros. Smart Growth America. Retrieved from <https://smartgrowthamerica.org/resources/foot-traffic-ahead-2019/>

Strengthening Community Resilience



Description

Strengthening resilience in Converse involves building infrastructure and services that can withstand and adapt to challenges, from natural disasters to economic shifts. In addition to infrastructure investments, it is crucial that the community is strengthened to rebound better in the wake of such events. This section describes the nexus between the big idea and the way that each strategy will help to accomplish the big idea.

Strategy 5.1 Implement Green Infrastructure Solutions

Green infrastructure solutions, such as bioswales, rain gardens, and permeable pavements, help absorb rainwater at the source, reducing strain on conventional stormwater systems. The Environmental Protection Agency (EPA) reports that green infrastructure can capture up to 80% of stormwater runoff, decreasing flood risks while enhancing groundwater recharge. This has the dual effect of improving groundwater recharge rates, but also helps prevent pollutants from cars or commercial uses from infiltrating groundwater or flowing into streams, rivers and other surface water bodies.

Strategy 5.2 Manage Stormwater and Reduce Flood Risks

Effective stormwater management solutions, such as upgraded culverts, detention basins, and constructed wetlands, are crucial for minimizing flood risks in Converse. By controlling stormwater flow and allowing for controlled release, these systems reduce peak runoff volumes that can overwhelm drainage systems during heavy rains. The Federal Emergency Management Agency (FEMA) highlights that properly managed stormwater infrastructure can reduce flood damages by up to 80% in vulnerable areas, preserving property and public safety. Furthermore, by diverting and treating stormwater before it reaches waterways, these measures help prevent contaminants from entering streams, rivers, and reservoirs, protecting local ecosystems and water quality.

Strategy 5.3 Future Focused Water Policy

To secure a reliable water future for Converse, efficient water use must be embedded in both urban infrastructure and development standards. This strategy prioritizes upgrades to water infrastructure, such as modernizing pipes or implementing smart metering to reduce water loss and detect leaks quickly. New developments should be guided by updated code standards that promote efficient water use, including requirements for water-efficient landscaping, permeable surfaces to improve groundwater recharge, and low-impact stormwater systems to reduce runoff.

Strategy 5.4 Prioritize Infrastructure Investments that Support Fiscal and Environmental Sustainability

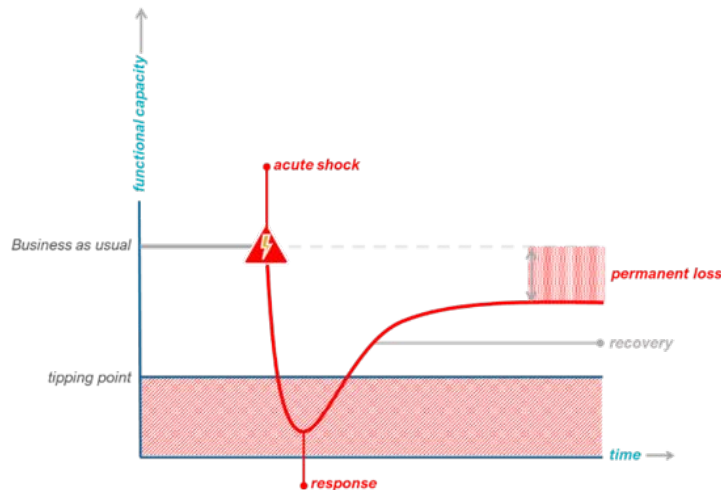
To promote fiscal and environmental sustainability, Converse should focus infrastructure investments on compact, resource-efficient projects that reduce long-term costs and environmental impact. Studies from Smart Growth America demonstrate that cities prioritizing compact infrastructure save up to 38% in costs compared to low-density expansions, which require more extensive and costly infrastructure networks (Smart Growth America, 2021). Nationally, cities are increasingly facing unsustainable maintenance obligations; the American Society of Civil Engineers (ASCE) estimates that U.S. cities have an infrastructure funding gap of over \$2.6 trillion (ASCE, 2021). This trend underscores the importance of targeted investments in areas with existing infrastructure to prevent future fiscal burdens.

Resilience Dashboard

What is Resilience?

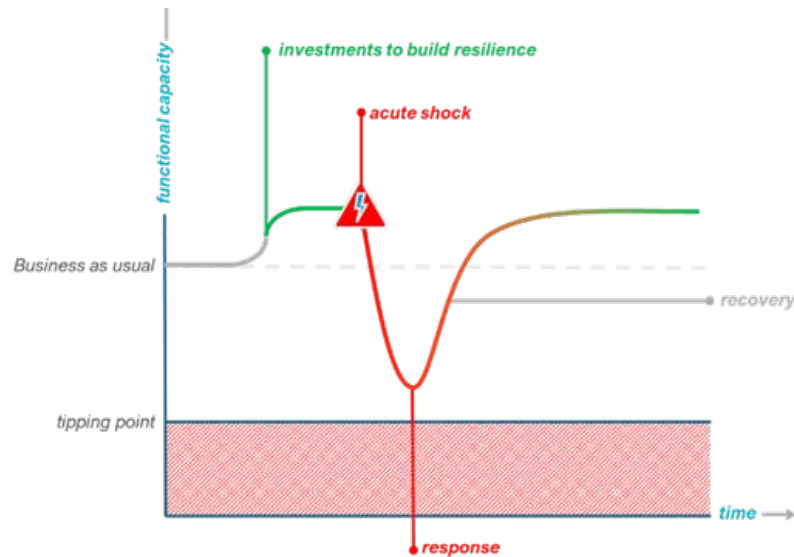
Resilience, as defined by FEMA, involves the capacity to anticipate and prepare for potential threats and hazards, adjust to evolving conditions, and withstand and quickly recover from disruptions. In the context of planning, resilience takes into account both sudden shocks, like extreme weather events, and ongoing stressors, such as prolonged water shortages, which a community faces. It involves identifying the potential social, economic, and environmental impacts of these challenges and exploring strategies for mitigation or adaptation to reduce their adverse effects.

Figure 3. Conventional Recovery Scenario



A system of community operates at a steady state (business as usual) until an impact event, such as an acute shock occurring or a long term stressor finally reaching a breaking point. If the capacity or function of that system drops below a “tipping point”, the system or community attempts to recover, but experiences permanent losses.

Figure 4. Resilient Recovery Scenario



Investing in resilience projects that improve the overall conditions of systems and communities increases their baseline capacity and functional level prior to an impact event. From this higher baseline, the same event still requires a period of recovery, but irreversible damage and permanent losses are minimized.

Hazard Assessment

The Converse resilience dashboard offers an overview of the current risk landscape affecting the City of Converse. This tool, along with other risk assessment data, should be integrated into the site planning and design stages for any public facility within the City to ensure comprehensive consideration of potential risks.

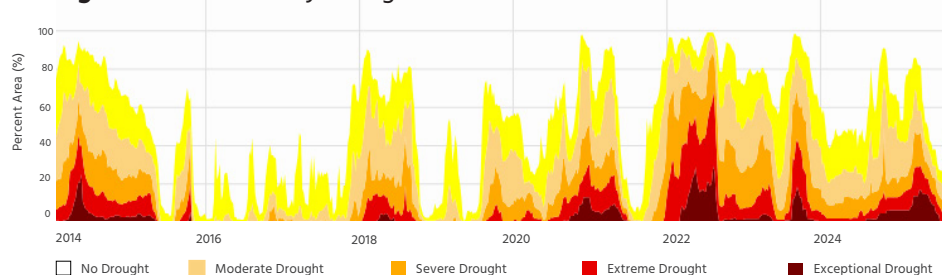
Flooding

According to the NOAA Storm Events Database, between 1996 and 2025 Bexar County, which includes the City of Converse, experienced more than 203 flash flood events, resulting in 31 fatalities and causing \$28 million in property damage. During the same 27-year period, the County also experienced 41 additional flood events (non-flash), which caused another \$16 million in property damage. Within Converse, high-risk areas include those within or adjacent to the 100-year and 500-year floodplains identified by FEMA, particularly near Salitrillo Creek. To mitigate risks, it is recommended that public facilities be located outside both the 100-year and 500-year floodplains and that development regulations promote adequate drainage and limit impervious cover where possible.

Drought

From 1996 to 2020, Converse recorded 36 drought events, averaging one drought every two to three years. Drought is a persistent hazard in the Central Texas Region, particularly in Converse. Public facilities can address drought challenges by implementing water recycling systems that repurpose water from sinks and showers for non-potable uses such as irrigation. Additionally, landscaping with drought-resistant plants and native species can help conserve water.

Figure 5. Bexar County Drought Conditions 2014-2025



Source: U.S. Drought Monitor

Extreme Heat

According to data from the Southern Climate Impacts Planning Program (SCIPP), between 1970 and 2023 Bexar County, which includes Converse, experienced an average of 14.6 hot days per year, defined as days with maximum temperatures exceeding 100 degrees. In the most recent years (2019–2023), the average number of hot days increased to 37.8 per year. To mitigate risks, public facilities should be equipped with adequate cooling systems to manage rising local temperatures and designed with sufficient capacity to serve as relief centers for residents facing hardships during extreme heat events.

Winter Storm

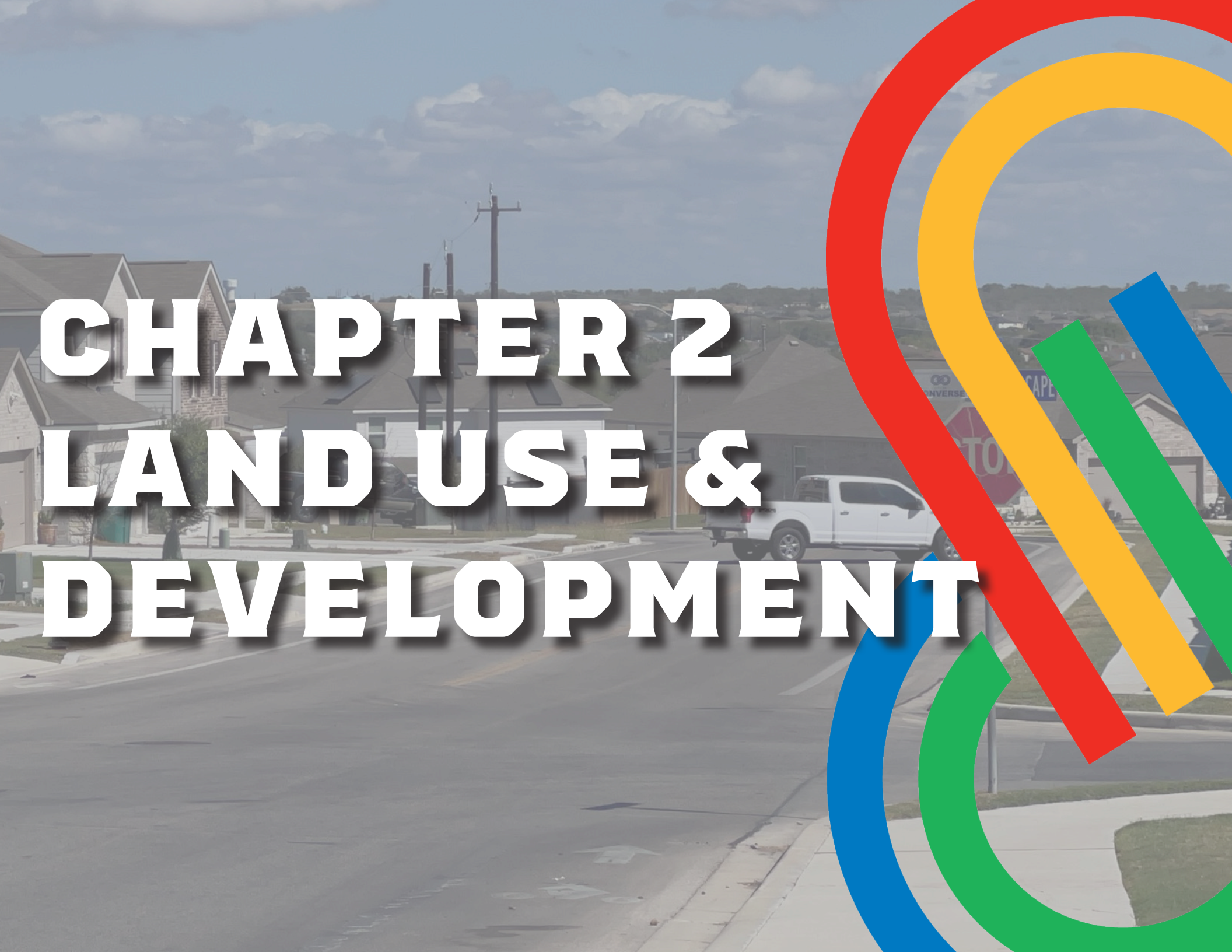
In February 2021, the City of Converse was significantly impacted by the extreme weather brought by Winter Storm Uri. During this event, the city experienced extremely low temperatures near the single digits, along with snowfall and ice accumulation. This resulted in the closure of roads and businesses, as well as prolonged power and water outages. This storm was not an isolated incident; between 1996 and 2021, over 12 winter storm events occurred county-wide. Public facilities should be outfitted with adequate sources of backup power, insulation and weatherproofing. Facilities should also be designed with enough capacity to serve as centers of relief for residents who are facing additional hardship because of the extreme weather.



GO CONVERSE GORE CRESCENT

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CHAPTER 2 LAND USE & DEVELOPMENT

Land Use & Development

The purpose of this chapter is to outline a forward-looking strategy for land use in Converse. This begins with an assessment of development as it exists, including areas likely to remain stable over the next two decades, providing a foundation for continuity. Building on this, future land use categories are crafted to guide both new growth and revitalization efforts. These categories are shaped by the community's aspirations and priorities, with supporting financial considerations and market trends.

The scale and distribution of land use play a significant role in shaping key aspects of municipal government, including infrastructure demand, traffic flow, local quality of life and economic development. Efficiently arranged land use enables cities to expand in a structured and balanced way. By proactively planning for future land use, the City gains a clearer understanding of potential development scenarios, enhancing its ability to prepare and respond strategically.

This Comprehensive Plan seeks to achieve a thoughtful balance of land uses by analyzing current development patterns and determining suitable areas for future uses. A well-balanced land use strategy helps ensure that residents have access to essential services and resources.

Developing the right balance of land uses is often a complex task, particularly when existing land uses are incompatible with proposed uses. One way to ease these tensions is to reshape current uses so they better fit the evolving character of the area. This kind of transition rarely comes easy, challenges due to property ownership, high costs of redevelopment and gaps in infrastructure can all stand in the way. In contrast, the City tends to have more control over land that has not been developed yet, where new construction can be guided by today's codes and long-term plans.

This chapter utilizes existing conditions, scenario planning and community visioning to create a Future Land Use Plan (FLUP) that can act as a guide for Converse's future land development.

The subsequent sections of this chapter are as follows:

- Why Land Use Matters
- Existing Land Use
- Economics of Land Use
- Future Land Use Plan
- Fiscal Analysis
- Small Area Plans
- Urban Design Best Practices

By aligning future development with the FLUP, the City of Converse can cultivate a diverse variety of land uses over time. Additionally, the FLUP supports coordination between development efforts and capital improvement planning, helping provide the essential infrastructure to accommodate future projects.



Why Land Use Matters

Land use is at the core of Converse's identity, function and overall resiliency, as a City. Every decision about where and how the City grows affects daily life, from how residents commute to the costs of providing water, roads and emergency services. As Converse continues to experience growth, it is important that residents and decision-makers are equipped with the knowledge and tools necessary to make the most informed decisions regarding land use.

Supporting the Community Vision

Land use policies such as zoning, subdivision regulations and impact fees are tools for which Converse can translate its values into the built environment. The placement of development and the standards which guide construction directly affects the City's character and livability. Whether residents want more walkable neighborhoods, better access to local shopping and dining, or protections for quiet residential areas, the land use framework shapes those possibilities and informs the above land use tools.

Connecting Transportation and Land Use

Converse's subdivision regulations and zoning code not only define the density, intensity and scale of development, but they also directly impact the ways in which people get around Converse. Allowing denser commercial and residential development may reduce the number of trips that residents need to take as more businesses are located in walking or biking distance to residential areas.

Building Resiliency through Land Use

Thoughtful land use planning can assist Converse in preparing for future risks, ranging from climate and weather hazards to shifts in economic trends. By guiding growth toward areas where infrastructure already exists, limiting the expansion of impervious surfaces, and supporting a variety of housing types, Converse can better adapt to changing conditions.

Linking Land Use to Fiscal Health

Land use generate varying levels of tax revenue and require differing amounts of infrastructure and service investment. For a City like Converse, where infrastructure maintenance and staffing costs will increase alongside population growth, land use decisions will directly influence long-term fiscal sustainability. Prioritizing development patterns that better use existing infrastructure and generate a higher tax return per acre helps balance growth with the City's service obligations.



Road Construction on Rocket Lane (Converse, TX)

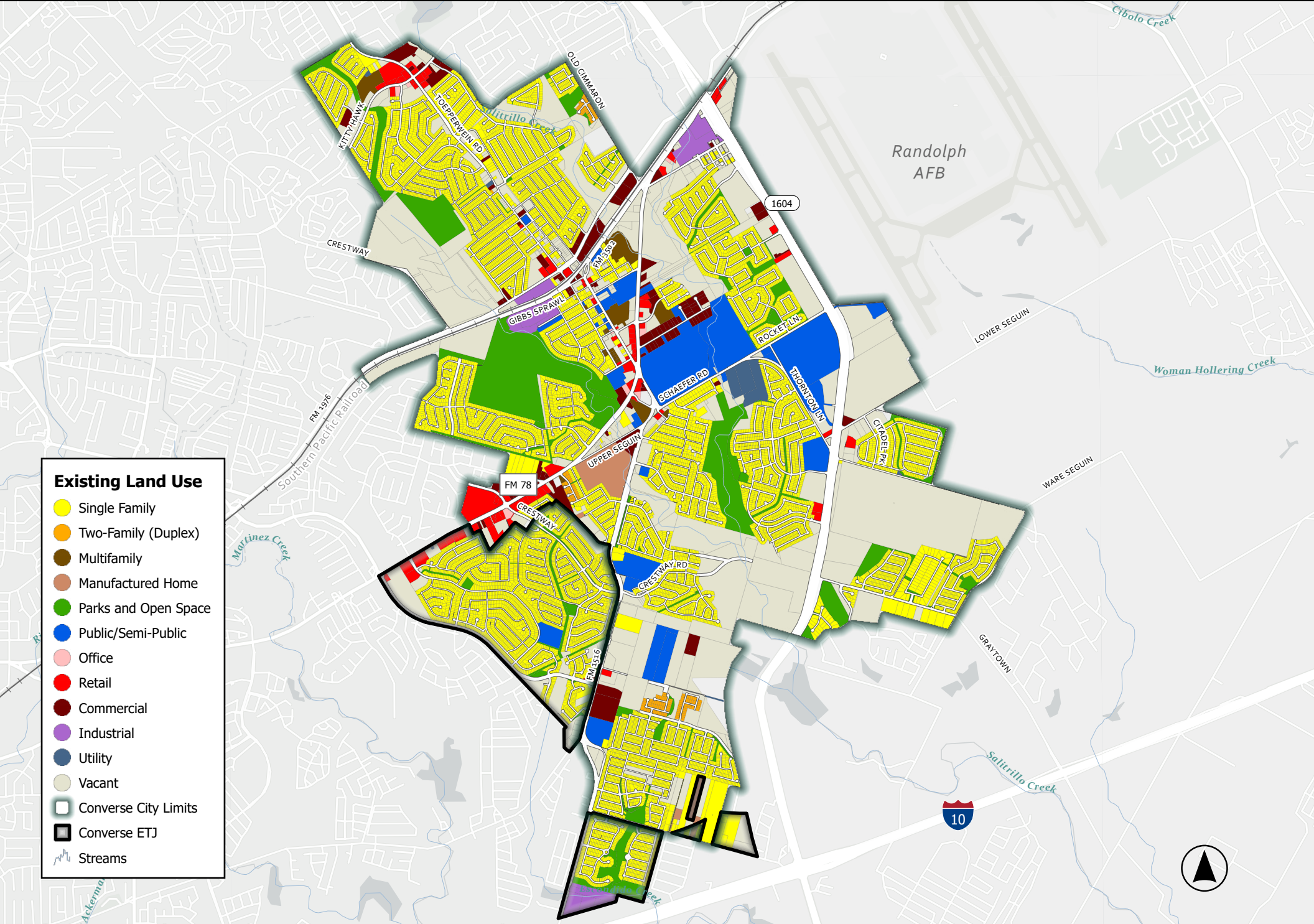
Existing Land Use

Understanding a city’s existing land use is a foundational step in shaping its future. This process looks at the broader context of a city rather than a specific focus on single parcels. It offers a clear picture of how land is allocated, whether for housing, business, industry or open space, and helps identify patterns and priorities that influence long-term planning. This knowledge is valuable when developing potential future land uses, as it helps maintain continuity where appropriate and identifies areas that may be ready for change.

Within Converse’s city limits, nearly 38%, or 1,909 acres, of land is currently single-family residential. The next most prevalent use within the City is vacant land, which accounts for approximately 36% of the total land area. A portion of this vacant land lies within the 100-year and 500-year floodplains. Converse’s geographic proximity to Loop 1604 and several major employment centers has influenced its existing mix of uses, with a significant focus on residential development. With many jobs located outside the City, a large percentage of residents commute elsewhere for employment - just under 75% of Converse’s employed workers live in the City but work outside it

Existing Land Use	City Limits (acres)	City Limits (%)	City Limits + ETJ (acres)	City Limits + ETJ (%)
Single-Family	1,909	38%	2,416	35%
Two-Family	28	1%	28	<1%
Multifamily	54	1%	54	1%
Manufactured Home	49	1%	58	1%
Parks and Open Space	478	9%	539	8%
Public/Semi-Public	380	7%	409	6%
Office	8	<1%	9	<1%
Retail	114	2%	131	2%
Commercial	162	3%	162	2%
Industrial	63	1%	87	1%
Utility	34	1%	57	1%
Vacant	1,811	36%	1,906	27%

Table 1. Existing Land Use



Map 5. Existing Land Use

Economics of Land Use

Land use plays a pivotal role in Converse's economic health and its ability to deliver high-quality services over time. Each development pattern whether low-density residential or high-density mixed-use carries a distinct cost and revenue implications for the City. As Converse continues to grow, an understanding of the fiscal impact of land use will be necessary to continue making informed decisions that promote financial sustainability, maximizing existing infrastructure and balancing long-term service obligations with the resources available.

Efficient Use of Land

An efficient use of land allows Converse to grow in a way that maximizes the return on public investment while preserving the character and function of the community. Thoughtful development patterns can reduce infrastructure costs, support more efficient service delivery and generate stronger tax revenue per acre. Whether the goal is to maintain fiscal responsibility, make better use of existing roads and utilities, or ensure that growth pays for itself, efficient land use is a key driver of long-term economic resilience.

Maximizing City Revenue

Some land uses generate more revenue than others, making the efficient use of land a critical tool for supporting Converse's financial stability. Compact, higher-value development such as mixed-use developments and commercial corridors can produce significantly more tax revenue per acre than low-density residential areas, while also placing fewer demands on infrastructure and services. By encouraging land uses that offer a substantial fiscal return, the City can better fund public services, maintain infrastructure and reduce the long-term financial burden on residents.

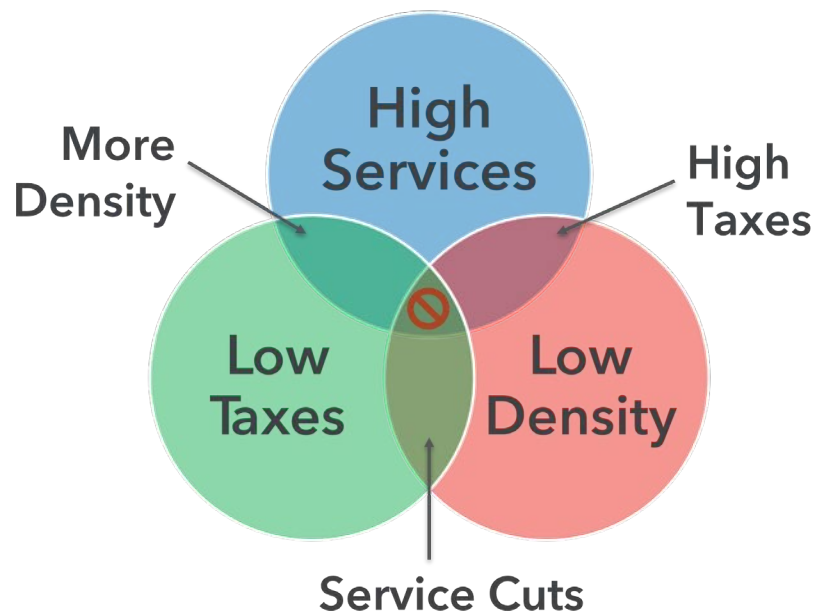
Utilization of Existing Infrastructure

The use of existing infrastructure allows Converse to grow more efficiently by avoiding the high costs of building new roads, utility systems and public facilities. Focusing development in areas where infrastructure already exists helps reduce capital expenses and ongoing maintenance, and helps keep taxes lower over time. By prioritizing infill and redevelopment, the City can manage growth in a way that strengthens its financial position without compromising the quality of essential services.

Land Use Trade-Offs

All land use decisions involve trade-offs. Low-density residential development generally have higher service costs, which means higher taxes - or accepting diminished service quality over time. Conversely, high-density development is more likely to pay for itself and helps distribute the tax base. These trade-offs are visualized in Figure 1 below.

Figure 6. Development Trade-Offs Venn Diagram

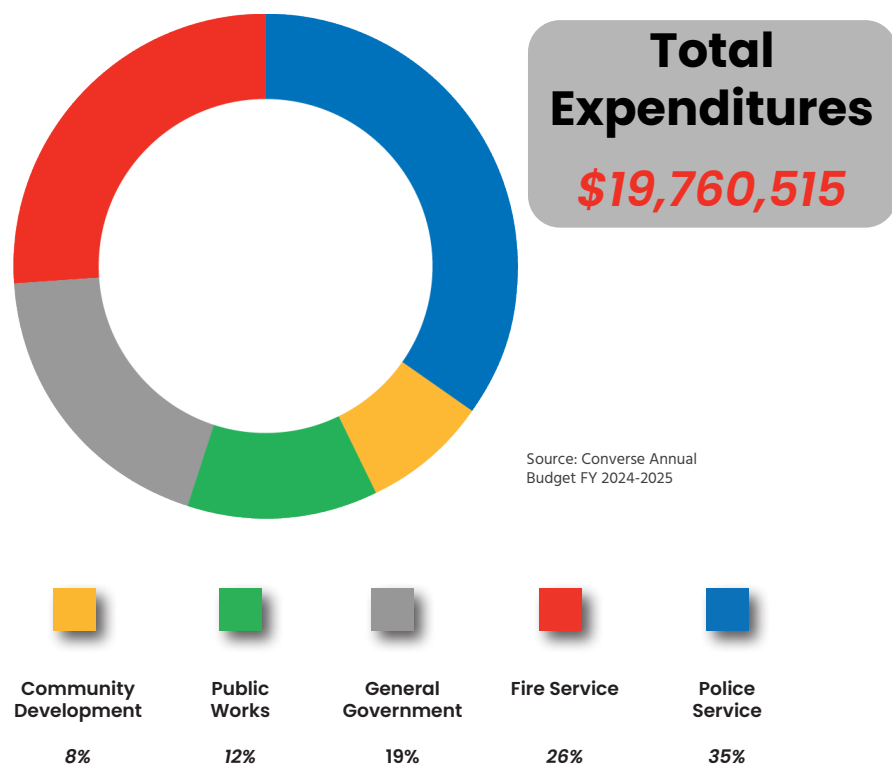


How Land Use Impacts the City's Bottom Line

Land use directly influences the structure of a city's budget by affecting both how revenues are generated and where expenditures are needed. In Converse's Fiscal Year 2024 to 2025 budget, nearly half of the General Fund revenue came from property taxes, meaning land use decisions that increase taxable value per acre, such as compact commercial or multi-family development, strongly impact the City's revenue. For expenditures, over 60% of the General Fund is dedicated to police and fire services, which are more costly to provide in low-density and spread out areas.

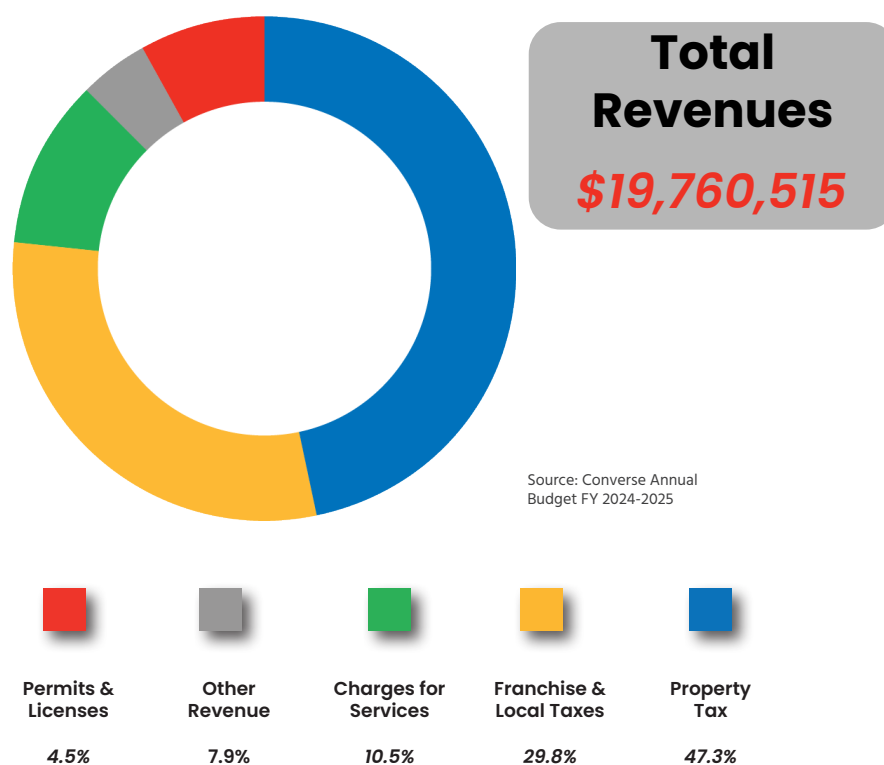
General Fund Expenditure Destinations

Figure 7. Fiscal Year 2024-25 Expenditures by Function



General Fund Revenue Sources

Figure 8. Fiscal Year 2024-25 Revenue by Type



Existing Residential Development Patterns

Low-Density

Acres: 3.05

Assessed Value: \$4.6 M

Assessed Value/Acre: \$1.50 M



Mid-Density

Acres: 2.86

Assessed Value: \$6.7 M

Assessed Value/Acre: \$2.35 M



Multi-Family

Acres: 10.49

Assessed Value: \$25 M

Assessed Value/Acre: \$2.40 M



Residential Land Use Performance

Low-Density

Low-density residential areas typically consist of detached homes on individual lots. These neighborhoods offer privacy and a suburban character but generate some of the lowest assessed values per acre. Because each home occupies a larger portion of land, the City must extend roads, water lines and public services across a wider area, resulting in higher infrastructure and maintenance costs per household.



Mid-Density

Mid-density residential areas include housing types such as townhomes, duplexes and smaller lot single-family homes. These areas make more efficient use of land and infrastructure compared to lower density neighborhoods. They tend to produce a higher assessed value per acre while still maintaining a neighborhood scale in terms of building height, lot size and overall character.



Multi-Family

Multi-family developments, such as apartment complexes, often generate the highest assessed value per acre of any residential land use. These properties include multiple units on a single parcel, which allows cities to serve more residents with less land and fewer infrastructure extensions. Multi-family housing supports a range of income levels and tends to improve citywide affordability since it has the largest positive impact on housing supply compared to other development types.



Existing Commercial Development Patterns

Small Pad Retail

Acres: 1.3

Assessed Value: \$534,950

Assessed Value/Acre: \$411,500



Large Format Big Box

Acres: 21.3

Assessed Value: \$12,822,670

Assessed Value/Acre: \$602,003



Mixed-Use Commercial

Acres: 7.556

Assessed Value: \$8,400,000

Assessed Value/Acre: \$1,111,699



Commercial Land Use Performance

Small Pad Retail

Small pad retail sites are typically single-tenant, low-density commercial spaces and their large parking areas leave much of the site idle. Sales tax revenue is possible in addition to property tax, but revenues are often modest and limited by tenant turnover. Additionally, retail pads are hard to reuse and offer less options for redevelopment or intensification. Small pad retail often generates some of the lowest assessed values per acre.



Big Box Retail

The Walmart site that was sampled in the previous page generated the highest assessed values per acre and likely generates the highest annual sales tax by a wide margin. Large format retail stores may draw significant regional demand and this can result in significant income as 1.5% of local sales return to the City. However, big box retail requires large land footprints and are subsidized with extensive parking, wide arterial roads, and signalized intersections, which come with high long-term costs.



Mixed-Use Commercial

Despite a much smaller footprint of 7.556 acres, the mixed-use site generated 185% of the per-acre value of the big box site. Typically, mixed-use developments include residential, office, retail uses within a single building or in adjacent buildings. Relative to big box retail, these sites typically require less road width, fewer utilities per unit and are more resilient to economic change as they can more easily evolve with the market.



Future Land Use Plan (FLUP)

The basis for a FLUP is the Future Land Use Map (FLUM), which is an essential tool in planning the future development of Converse. The intensity and location of land use impact various aspects of a city, including infrastructure investment, economic development strategy, traffic efficiency and overall resident quality of life. It guides development to support an orderly and balanced development pattern.

The FLUM is not a zoning map and does not directly regulate land within the City or Extraterritorial Jurisdiction (ETJ). However, it does serve as a reference that influences planning and policy decisions and should guide proposed zoning and development standards. The FLUP furnishes the City with some level of certainty about impending developments and facilities needed to facilitate effective planning.

The FLUP aims to provide answers to the following questions:

- What housing quantity and mix will be required in Converse to meet future population demand?
- How can we integrate new housing development thoughtfully with commercial uses to support local jobs, services and amenities?
- Which land use types should be included to bring the community's vision to life and achieve the goals outlined in this Plan?

The FLUP for Converse was shaped through a community-centered process involving analysis, brainstorming and refinement. This iterative process led to the development of a preferred land use scenario that best reflects the community's

vision and associated goals as outlined earlier in this Plan. The process is detailed below and further expanded upon in Appendix A, which documents the key decisions that informed the final land use framework presented in this chapter.

Throughout the evaluation of land use ideas and concepts, community members and stakeholders were encouraged to reflect on questions such as:

- What is important to you about living in Converse? What trade-offs are you willing to make to protect your priority issues?
- What impacts are we creating by putting certain uses in certain areas?
- What impacts are we creating by putting certain uses next to each other?
- If we do _____, what are we giving up? Are we okay with that?



Future Land Use Categories & Dashboards

The Future Land Use Plan is composed of nine land use categories. Each category was created by evaluating existing conditions coupled with recent market trends and the community's vision.

These categories determine the type of land use that will reshape the City's current development patterns and reach the goals of this Plan. Some categories are designed to allow for a mix or combination of land uses and development types that complement the general character of the area - Mixed-Use - Local and Mixed-Use - Regional categories.

How to Read the Dashboards

A future land use dashboard has been developed for each land use category. These dashboards outline a variety of elements that help to define the character and type of development that is appropriate within each Category, in alignment with the intent and goals of this Plan.

1 Land Use Descriptions

Each section begins with a general description of the land use category, providing narrative details about the overall intent and make up of each category. The descriptions are a framework for how each area is expected to develop or redevelop in the future. Each category will vary in development type, density, mix, intensity and scale, as noted in the dashboards and development type tables following the description.

2 Land Use Ratios

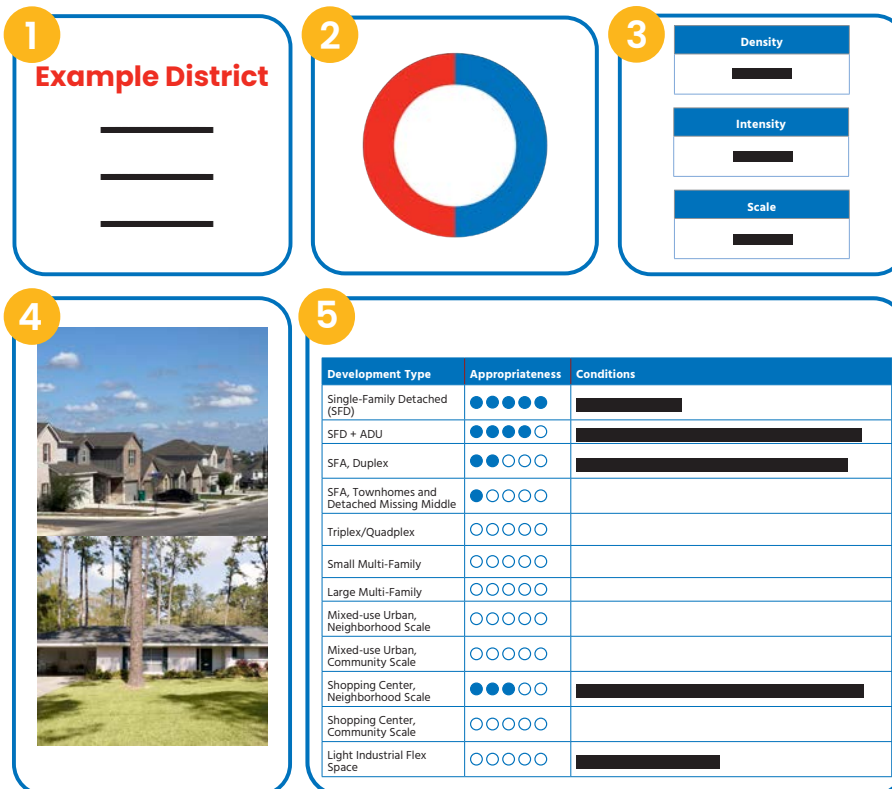
The land use ratio graphics show the ratio of residential and nonresidential uses expected for that category as well as the expected mix of development types present under each of those. These uses can take the form of several different development types.

To note, parks and civic uses are considered appropriate across all land use categories and are therefore not called out separately.

3 Density

The term housing or dwelling unit refers to a single space that provides for all the necessities of living, meaning it has complete sleeping and living areas plus at least one bathroom and kitchen. A four-bedroom house is one dwelling unit and a studio apartment is also one dwelling unit.

The term density refers to the number of dwelling units or jobs per acre located in a specific area. We will use dwelling units per acre (units per acre) to measure residential density and jobs per acre to measure employment density. Each category will have a target range of densities appropriate for that use.



3 Intensity

Intensity refers to how much of a property or lot is developed on, with either buildings or accompanying development elements such as driveways and parking areas. For the purpose of this Plan, intensity is defined as:

- Low Intensity: 0-50% lot coverage
- Medium Intensity: 50-75% lot coverage
- High Intensity: 75-100% lot coverage

3 Scale

Scale refers to the height of the buildings on a property or lot. For the purpose of this Plan, scale is defined as:

- Low-Rise Scale: 1 to 2 stories
- Low/Mid-Rise Scale: 3 to 4 stories
- Mid-Rise Scale: 5 to 9 stories
- High-Rise Scale: 10+ stories

4 Visual Representation

Each dashboard includes sample imagery to help visually demonstrate the look and feel of the land use category. Local examples have been used where available. These photos are not comprehensive and may not illustrate all appropriate uses.

5 Development Types

Within each appropriateness table, 15 common development types are used to describe the compatible uses within each category. A description of each development type is provided below. Appropriateness ranges are provided for each development type, on a scale of zero to five markers. Where there is no marker it means that development type should be prohibited within the category, whereas five markers means that development type should likely be allowed by right. Where additional considerations related to the development type within the category are necessary, clarifications are provided in the conditions column.

Single-Family Detached (SFD) - One dwelling unit on a lot in a single stand-alone building. Generally the largest lots of all residential development types with low-density, scale and intensity.

Single-Family Detached (SFD) + ADU - Similar to SFD, above, this development type allows for an additional dwelling unit (ADU) on the same lot which is clearly secondary to the primary unit. ADUs are often above a garage of the primary unit, or at ground level either attached or detached from the primary unit. ADUs are encouraged as a way to support diversity of housing choice and affordability, for both the people that rent the ADU and those that own the primary unit, as this rental income can help offset mortgage payments.

Single-Family Attached (SFA), Duplex - Two dwelling units on a lot, usually sharing a wall. Similar in character and style to SFD housing.

Single-Family Attached (SFA), Townhomes and Detached Missing Middle - Townhomes are usually tall narrow houses (often 2 to 3 stories) with one unit on a small single lot, but built right up to the side property lines so that they share walls with other townhome units.

“Missing Middle” is a term used to describe a variety of housing types that provide multiple units on a single lot but are lower density in character and complementary to SFD housing.

In this development type, we are talking specifically about detached missing middle housing, where there are multiple small, free-standing homes on a single lot, often called Bungalow/Cottage Courts. The individual units may be for rent or for sale in a condo regime.

Triplex/Quadplex (3 - 4 units) - Often similar in form and character to a large SFD home, but contain 3 or 4 units, often accessed from a single internal foyer or hallway so as to only require one external entry. The individual units may be for rent or for sale in a condo regime.

Small Multi-Family (MF) (8 - 12 units) - Multiple units contained within a single building, with units usually stacked on top of each other, with 8 to 12 units per lot. Usually the individual units are for rent (apartments), but may be for sale (condos).

Large Multi-Family (MF) (12+ units) - Similar to small multi-family but with 12+ units and may include multiple buildings on the lot, creating a complex.

Mixed-Use Urban, Neighborhood Scale - Both residential, office, retail and/or other uses contained within a single building or development. These uses may be vertically or horizontally integrated. In vertical mixed-use, the ground floor is encouraged to be pedestrian-oriented retail, restaurant or services, to encourage foot traffic and activity. The residential may be for rent or for sale in a condo regime. Neighborhood scale denotes density, intensity and scale are lower and more compatible with residential neighborhood uses, and low-to low/mid-rise building heights.

Mixed-Use Urban, Community Scale - Similar to Mixed-Use Urban, Neighborhood Scale above but with slightly higher density, intensity and scale and low/mid-to mid-rise building heights.

Shopping Center, Neighborhood Scale - Multiple retail and service establishments located on one site, usually with some food and beverage uses. Neighborhood scale denotes density, intensity and scale are lower and more compatible with residential neighborhood uses, with primarily low-rise building heights.

Shopping Center, Community Scale - Similar to Shopping Center, Neighborhood Scale above but with slightly higher density, intensity and scale with primarily low-mid to mid-rise building heights.

Light Industrial Flex Space - Light Industrial is manufacturing, processing, assembly, warehouse and similar uses that do not generate nuisances (noise, odor, dust, etc.) and are able to house the entire operation inside the building, meaning there are no materials/products being stored or work happening outdoors. They may also produce less truck traffic than “heavier” industry. Flex Space is a building that can adapt to and house a variety of tenants and/or uses, such as offices, warehouses and production or research space.

Manufacturing - Industrial uses (manufacturing, processing, assembly, warehouse and similar) that do not fit under the Light Industrial development type above.

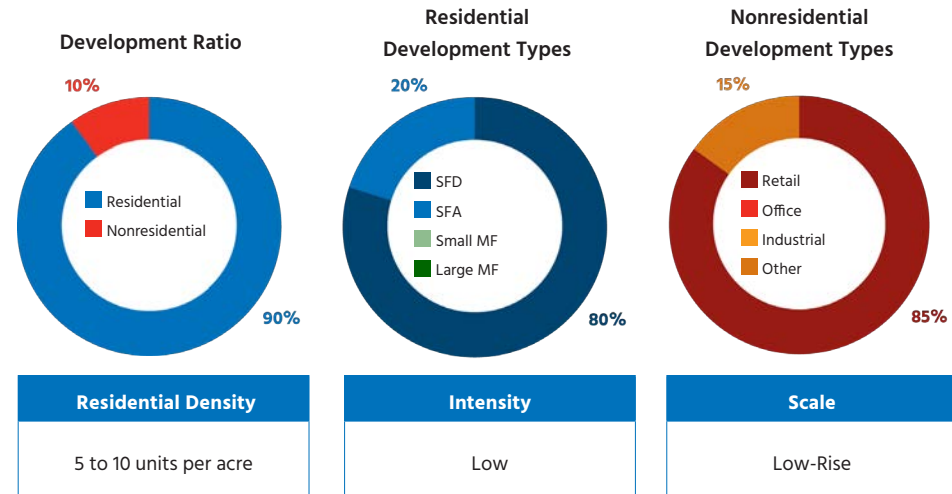
Civic - Government buildings and facilities (including police/fire stations and utilities), schools, community centers, recreational facilities, places of worship and other public or semi-public uses. Generally considered appropriate or compatible within all land use categories as these are supportive of the function and livability for most development types. These civic and institutional uses are commonly classified as “other” nonresidential development types, distinct from retail, office or industrial development.

Parks and Open Space - Consists of parks, recreational facilities and open spaces. Generally considered appropriate or compatible within all land use categories. Park design should be contextually sensitive and provide amenity types appropriate for surrounding land uses. This means parks and open spaces in residential versus nonresidential areas may differ.

Low-Density Residential

Low-density residential primarily consists of single-family homes possibly with ADUs. This forms predominantly residential and car-oriented neighborhoods with uniform housing styles and longer travel distances to amenities.

These areas maintain a lower density, intensity and scale, aligning with traditional single-family home environments while allowing for some variety and individuality within the guidelines.

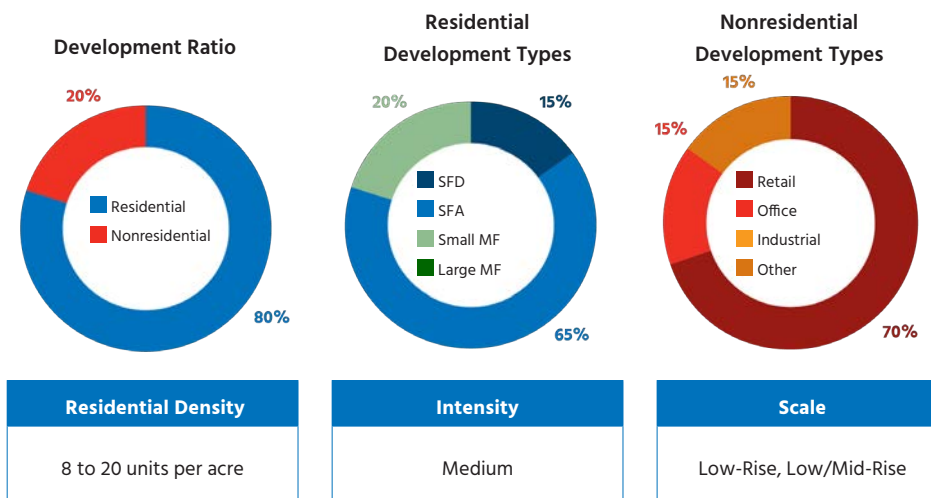


Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	●●●●●	
SFD + ADU	●●●●○	Lot and site design should accommodate an ADU to the side or rear; ADU should be clearly secondary to the primary residence.
SFA, Duplex	●●○○○	Duplexes appropriate in most residential areas, as long as they are of similar style, scale and construction quality as the single-family homes. Additional off street parking should be accounted for.
SFA, Townhomes and Detached Missing Middle	●○○○○	Small clusters of townhomes may be appropriate at the entrances of single-family neighborhoods or as a transition between single-family homes and commercial areas.
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○○	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	○○○○○	
Light Industrial Flex Space	○○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered supportive to the function and livability of this future land use category; schools, libraries and small-scale community facilities can serve as activity hubs within neighborhoods.
Parks and Open Space	●●●●●	

Mid-Density Residential

Mid-density residential consists of “complete” neighborhoods that offer diverse housing options, including “missing middle” types such as duplexes and townhomes, within a traditional neighborhood layout.

These areas prioritize convenient lifestyles with access to strategically located small-scale commercial uses. This approach fosters an environment where a variety of housing choices coexist and essential services are conveniently reachable without relying heavily on cars.



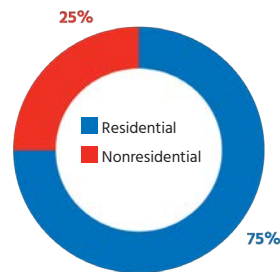
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	●●●○	Appropriate if a denser product on smaller lots or “build-to-rent” products.
SFD + ADU	●●●●○	
SFA, Duplex	●●●●●	Similar in character and lot standards to single-family detached; Joint/shared driveways encouraged, as well as alleys and rear parking; ADUs can be included consistent with the above.
SFA, Townhomes and Detached Missing Middle	●●●●●	Functions best at corner properties (excluding townhomes). Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking.
Triplex/Quadplex (3-4 units)	●●●●●	Encouraged especially when retail/services are nearby. Encourage joint driveways, alley access and rear parking.
Small Multi-Family (8-12 units)	●●●○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	●●○○○	
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Community Scale	○○○○○	
Light Industrial Flex Space	○○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered supportive to the function and livability of this future land use category; civic buildings such as schools and community centers can enhance walkability and support the daily needs of nearby residents.
Parks and Open Space	●●●●●	

High-Density Residential

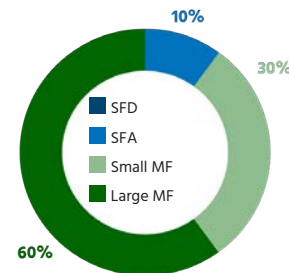
High-density residential development features multi-story buildings, accommodating a large number of residents within a compact space, such as apartments. Ideally, these areas are located for walkability and bike access, providing residents easy connection to jobs, education and essential everyday services without the need for personal vehicle ownership.



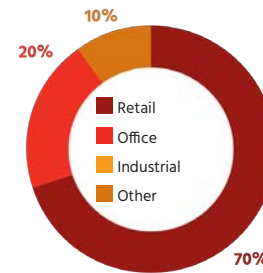
Development Ratio



Residential Development Types



Nonresidential Development Types



Residential Density

24+ units per acre

Intensity

Medium, High in some circumstances

Scale

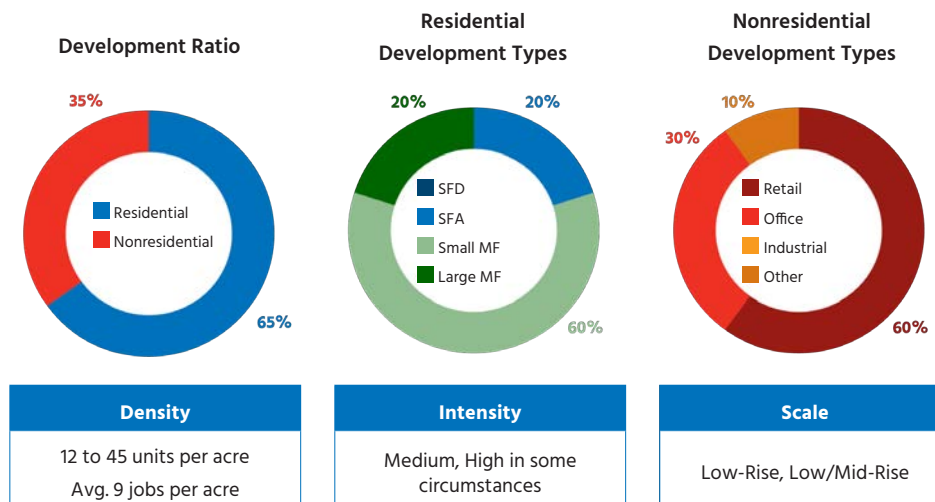
Low/Mid-Rise, Mid-Rise

Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	● ○ ○ ○ ○	
SFD + ADU	● ○ ○ ○ ○	
SFA, Duplex	● ○ ○ ○ ○	
SFA, Townhomes and Detached Missing Middle	● ● ● ○ ○	
Triplex/Quadplex (3-4 units)	● ● ● ○ ○	
Small Multi-Family (8-12 units)	● ● ● ● ●	Can be appropriate with neighborhood-scale uses. May be appropriate as a transitional use from land use categories containing nonresidential uses.
Large Multi-Family (12+ units)	● ● ● ● ●	Appropriate when adjacent to retail and employment opportunities, with access to open space and roadways. Should be integrated with small multi-family and other missing middle housing options.
Mixed-use Urban, Neighborhood Scale	● ● ● ○ ○	
Mixed-use Urban, Community Scale	● ● ● ○ ○	
Shopping Center, Neighborhood Scale	● ● ○ ○ ○	
Shopping Center, Community Scale	● ● ○ ○ ○	While less preferable than mixed-use, this can provide small quantities of retail and services at a scale compatible with and supportive of surrounding residential uses, promoting walkability and 10-minute neighborhoods.
Light Industrial Flex Space	○ ○ ○ ○ ○	
Manufacturing	○ ○ ○ ○ ○	
Civic	● ● ● ● ●	Considered complementary to the intensity of development in this future land use category; multi-purpose civic facilities and neighborhood-serving government offices can provide accessible services within walking distance.
Parks and Open Space	● ● ● ● ●	

Mixed-Use - Local

Mixed-use local areas should consist of residential and nonresidential land uses, integrating housing with neighborhood scale commercial uses. These areas allow for smaller infill projects and may be single mixed-use buildings or an area where buildings throughout an area may be a variety of uses.

Nonresidential uses should primarily focus on meeting the needs of local residents. Mixed-use local areas can be strategically placed throughout the City to enhance connectivity and convenience for all residents.

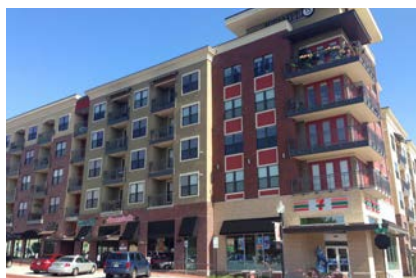
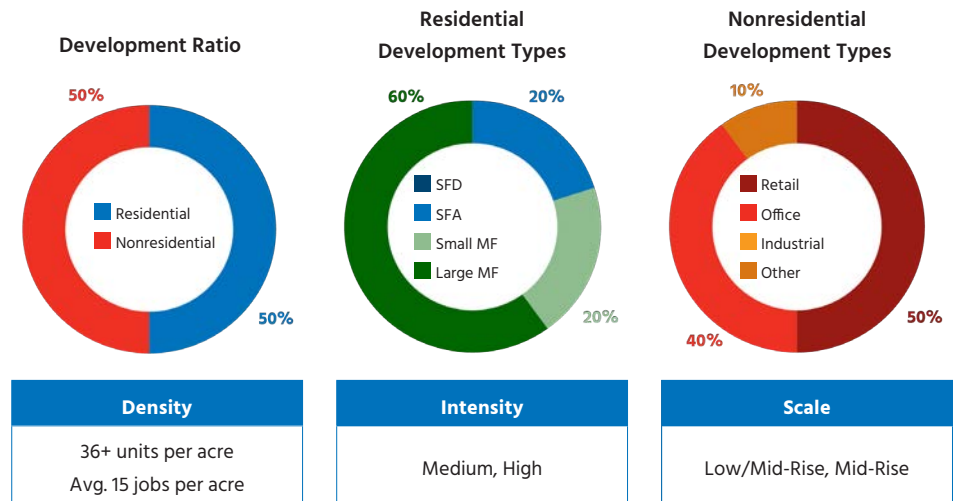


Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	●●●●○	This can be appropriate provided that the overall area also contains mixed-use buildings and/or shopping centers with which this product integrates in a manner to promote walkability and access. Can be utilized as a transition between other uses.
Triplex/Quadplex (3-4 units)	●●●●○	
Small Multi-Family (8-12 units)	●●●●●	
Large Multi-Family (12+ units)	●●○○○	
Mixed-use Urban, Neighborhood Scale	●●●●●	This is the ideal form of development within the category; providing retail, services and diverse housing options. Design should emphasize the pedestrian experience rather than people driving automobiles. Both horizontal and vertical mixed-use is appropriate at the local scale. Ground floor uses are encouraged to be food and beverage or pedestrian-oriented retail and services, to promote foot traffic and activity.
Mixed-use Urban, Community Scale	●●●●○	
Shopping Center, Neighborhood Scale	●●●●○	This can provide small quantities of retail and services near residential uses, promoting walkability and 10-minute neighborhoods. Becomes more appropriate if a horizontal approach to mixed-use is deployed.
Shopping Center, Community Scale	●●○○○	
Light Industrial Flex Space	●○○○○	
Manufacturing	○○○○○	
Civic	●●●●●	Considered appropriate within this future land use category; civic uses like cultural centers and small municipal offices can activate ground-floor spaces and support community-oriented development.
Parks and Open Space	●●●●●	

Mixed-Use - Regional

Mixed-use regional areas consist of high-density residential and nonresidential land uses, integrating housing with employment and retail spaces. These areas should prioritize multi modal connectivity both within the project and to surrounding areas.

Nonresidential uses meet the needs of both local residents and those beyond the City, acting as a regional draw. May be vertical or horizontal mixed-use developments usually consisting of multiple buildings.



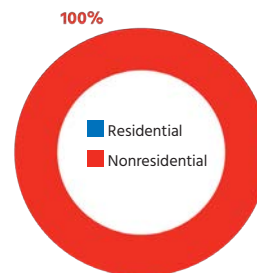
Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	●●○○○	This can be appropriate provided that the overall area also contains mixed-use buildings and/or shopping centers with which this product integrates in a manner to promote walkability and access. Should be focused on higher density housing options.
Triplex/Quadplex (3-4 units)	●●○○○	
Small Multi-Family (8-12 units)	●●●○○	
Large Multi-Family (12+ units)	●●●●●	
Mixed-use Urban, Neighborhood Scale	●●●○○	This is the ideal form of development within the category; providing retail, services and diverse housing options. Design should emphasize the pedestrian experience rather than people driving automobiles. Vertical mixed-use is likely most appropriate, in order to achieve the intended densities. Ground floor uses are encouraged which serve as regional attractions for the area.
Mixed-use Urban, Community Scale	●●●●●	
Shopping Center, Neighborhood Scale	●●○○○	While less preferable, these uses can provide retail and services near housing. Becomes more appropriate if a horizontal approach to mixed-use is deployed and shopping centers are of a community scale in nature.
Shopping Center, Community Scale	●●●●○	
Light Industrial Flex Space	●●○○○	Can be appropriate if particularly small in scale and included alongside more appropriate development types.
Manufacturing	○○○○○	
Civic	●●●●○	Considered appropriate where they contribute to destination activity and service accessibility; major civic facilities such as city service hubs or performance venues can reinforce the area's role as a regional center.
Parks and Open Space	●●●●●	

Local Retail

Local retail areas consist of neighborhood-scale businesses like restaurants, retail shops and personal services that cater to the daily needs of nearby residents. These areas should be appropriately scaled to match the scale and context of nearby residential areas and strategically located at key intersections for easy access from nearby neighborhoods. Landscaping and screening can be used to buffer adjacent residential areas, ensuring a smooth transition between commercial and residential uses. Additional ordinances, such as noise restrictions, may be implemented to further reduce impacts to housing.



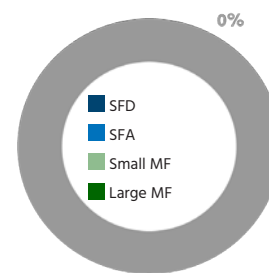
Development Ratio



Nonresidential Density

Avg. 20 jobs per acre

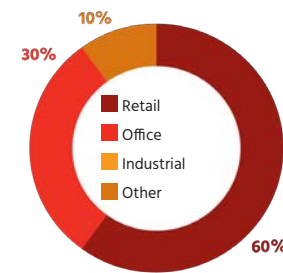
Residential Development Types



Intensity

Low, Medium

Nonresidential Development Types



Scale

Low-Rise

Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate since the intent is to provide retail/services to support surrounding neighborhoods and drive community identity/gathering.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	Not generally considered compatible due to incompatible scale with neighborhoods.
Mixed-use Urban, Neighborhood Scale	●●●○○	
Mixed-use Urban, Community Scale	●○○○○	This can provide retail and services at a scale compatible with and supportive of surrounding neighborhoods, promoting walkability and 10-minute neighborhoods.
Shopping Center, Neighborhood Scale	●●●●●	
Shopping Center, Community Scale	●●●○○	
Light Industrial Flex Space	●○○○○	
Manufacturing	○○○○○	Considered conditionally appropriate where integrated with pedestrian-oriented design; civic uses such as community clinics or satellite service centers can expand access to services while supporting commercial activity
Civic	●●●●●	
Parks and Open Space	●●●●●	

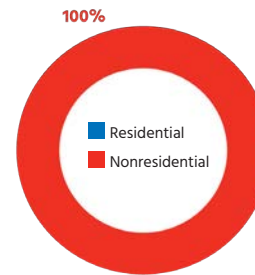
Regional Retail

Regional retail areas accommodate large-scale commercial uses that serve both local residents and the larger regional area, such as big box retailers and entertainment venues. Located along major thoroughfares for access from outside the City and usually have large surface parking lots.

Internal circulation should be facilitated by well-designed avenues and driveways, providing easy access to parking. Enhanced landscaping and facade treatments should be implemented to soften the impact of development on adjacent residential areas.



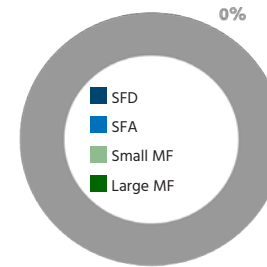
Development Ratio



Nonresidential Density

Avg. 35 jobs per acre

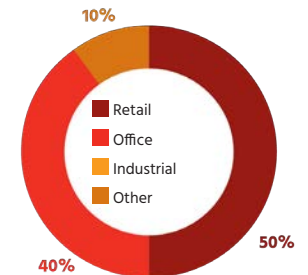
Residential Development Types



Intensity

Medium

Nonresidential Development Types



Scale

Low-Rise, Low/Mid-Rise

Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as is generally oriented towards uses that rely on access and visibility to major roadways and highways and residential is not encouraged along the major roadways and highways for quality of life reasons.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	●●○○○	
Mixed-use Urban, Community Scale	●●●○○	
Shopping Center, Neighborhood Scale	●●●●○	
Shopping Center, Community Scale	●●●●●	
Light Industrial Flex Space	●●○○○	Can be appropriate if deeper within a site and away from major roadways, but should not be predominant use.
Manufacturing	●○○○○	
Civic	●●●○○	Considered suitable when part of a larger public-private development or shared-use facility; large civic buildings such as training centers or public safety facilities can benefit from regional access and visibility.
Parks and Open Space	●●●●●	

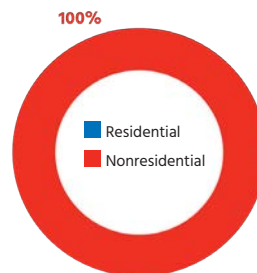
Employment

Employment areas consist of large employers and commercial entities, focusing on office uses with primarily indoor operations. This may also include medical uses such as hospitals. These areas should be concentrated near regional thoroughfares to connect to regional and local markets.

High-quality, business park-style environments with branded signage should be encouraged. Emphasis should be placed on quality design, including facade articulation and landscaping to enhance the overall aesthetic and functionality of both buildings and parking areas.



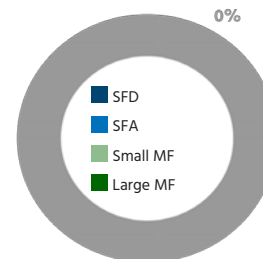
Development Ratio



Nonresidential Density

Avg. 28 jobs per acre

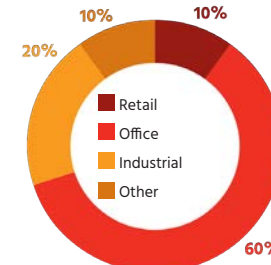
Residential Development Types



Intensity

Medium

Nonresidential Development Types



Scale

Low-Rise, Low/Mid-Rise

Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as this district can contain uses and businesses that may be considered a nuisance to residents, such as noise and truck traffic. Inclusion of residential in these areas could inadvertently result in environmental justice concerns and resident complaints that might discourage business development.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	Shopping centers also function as employment centers, with increased emphasis on service industry and office employment; proximity of retail helps boost the attractiveness of employment centers for employers, of all sizes, providing useful services to employees.
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●●○	Appropriate overall, with high quality design standards.
Shopping Center, Community Scale	●●●●○	
Light Industrial Flex Space	●●●●●	Generally considered appropriate, but should consider compatibility with adjacent uses, particularly residential. Manufacturing developments should be clean with little-to-no air or noise pollution generation and avoidance of hazardous materials when proximate to residential.
Manufacturing	●●●●○	
Civic	●●●●○	Considered supportive to the function of this future land use category; likely more functional facilities, such as utilities, rather than people-centered or community serving facilities.
Parks and Open Space	●●●●●	

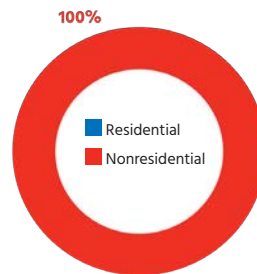


Light Industrial

Light industrial areas accommodate a variety of activities, including flex industrial, light manufacturing, warehousing and distribution, along with supportive retail and office spaces. Uses produce minimal noise, air quality and truck traffic impacts, differentiating it from heavier industrial uses. These areas focus on major employers and manufacturing operations and should be well-buffered from adjacent uses to minimize conflicts. Development should emphasize efficient use of space, with parking and infrastructure and loading areas designed to maintain a clean and organized appearance.



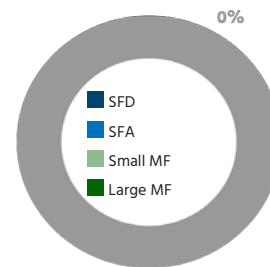
Development Ratio



Nonresidential Density

Avg. 17 jobs per acre

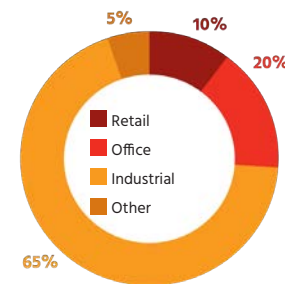
Residential Development Types



Intensity

Medium

Nonresidential Development Types



Scale

Low-Rise, Low/Mid-Rise

Development Type	Appropriateness	Conditions
Single-Family Detached (SFD)	○○○○○	Not considered appropriate, as this district can contain uses and businesses that may be considered a nuisance to residents, such as noise and truck traffic. Inclusion of residential in these areas could inadvertently result in environmental justice concerns and resident complaints that might discourage business development.
SFD + ADU	○○○○○	
SFA, Duplex	○○○○○	
SFA, Townhomes and Detached Missing Middle	○○○○○	
Triplex/Quadplex (3-4 units)	○○○○○	
Small Multi-Family (8-12 units)	○○○○○	
Large Multi-Family (12+ units)	○○○○○	
Mixed-use Urban, Neighborhood Scale	○○○○○	Shopping centers also function as employment centers, with increased emphasis on service industry and office employment; proximity of retail helps boost the attractiveness of employment centers for employers, of all sizes, providing useful services to employees.
Mixed-use Urban, Community Scale	○○○○○	
Shopping Center, Neighborhood Scale	●●●○○	Appropriate overall, with high quality design standards.
Shopping Center, Community Scale	●●●○○	
Light Industrial Flex Space	●●●●●	Generally considered appropriate, but should consider compatibility with adjacent uses, particularly residential. Manufacturing developments should be clean with little-to-no air or noise pollution generation and avoidance of hazardous materials when proximate to residential.
Manufacturing	●●●●●	
Civic	●●●●○	Considered supportive to the function of this future land use category; likely more functional facilities, such as utilities, rather than people-centered or community serving facilities.
Parks and Open Space	●●●○○	

Future Land Use Map

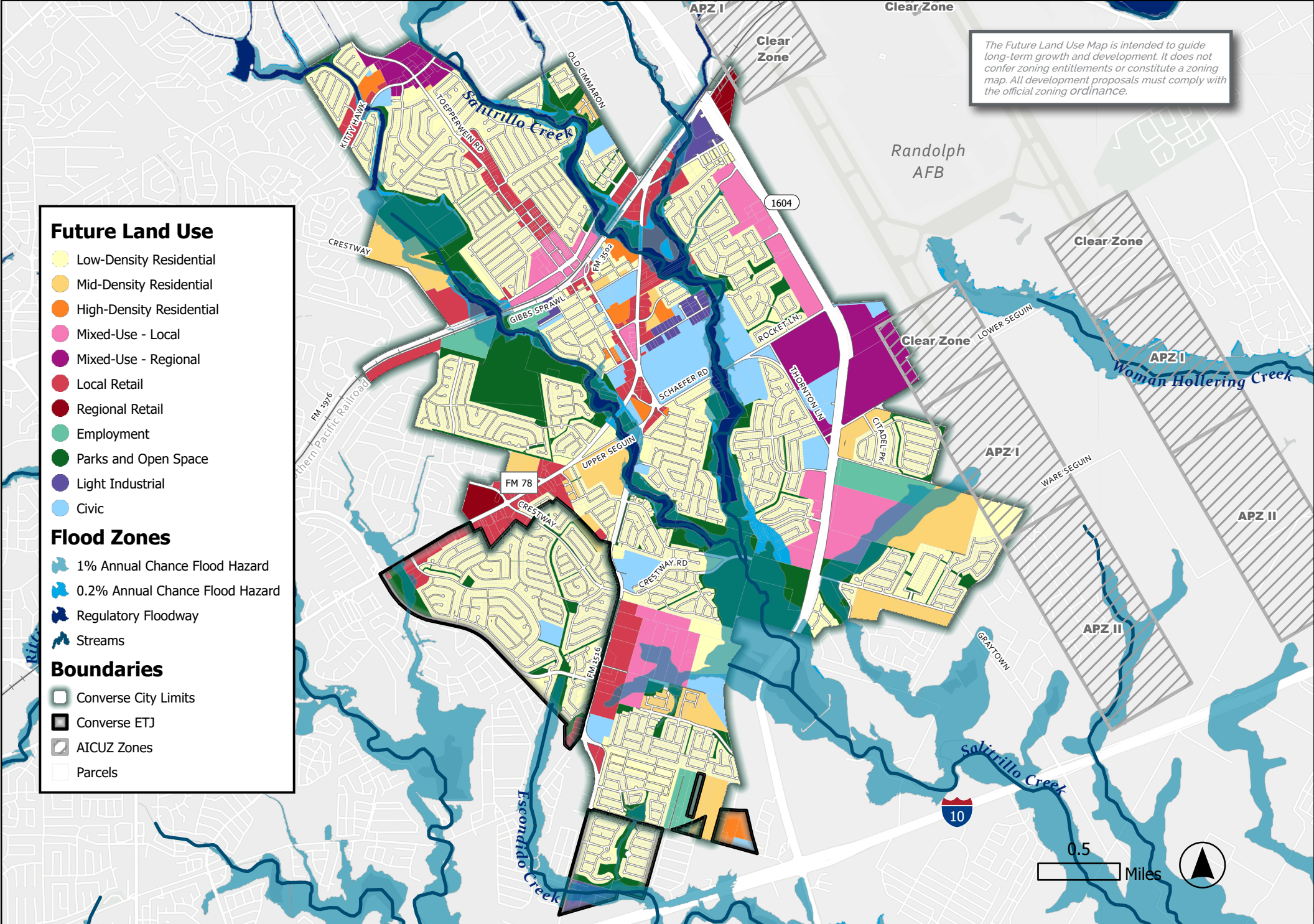
The Future Land Use Map illustrates one potential growth scenario through the spatial distribution and contextual suitability of development typologies, representing the collective insight of Converse's residents, business owners, community organizations and stakeholders engaged throughout this process. The preferred land use model, land use categories and land use category dashboards shape the Future Land Use Map.

In this FLUM, local retail development is primarily concentrated along Converse's major corridors, including Old Seguin Road, FM 78 and Toepperwein Road. A series of mixed-use centers are strategically located at key community nodes, including a regional mixed-use hub at Kitty Hawk and Toepperwein Road, several local mixed-use hubs in the central portion of the City and additional mixed-use areas along Loop 1604. The southeastern corner of Converse is also targeted for an increase in mid-density development. These development patterns reflect a land use strategy grounded in the community's vision, and which supports efficient growth, promotes fiscal sustainability and maximizes the use of existing infrastructure and the remaining developable land.

It is essential to clarify that the map does not hold regulatory authority. The official zoning map and ordinance of the City govern land uses on a parcel-by-parcel basis, with this map serving as an exploration of how the FLUP might materialize for analysis purposes.

Table 2. Future Land Use Acre Breakdowns

Land Use Category		City Limits		Including ETJ	
		Acres	%	Acres	%
	Low-Density Residential	2,003	38.9%	2,511	42.8%
	Mid-Density Residential	387	7.53%	399	6.8%
	High-Density Residential	51	1%	76	1.3%
	Mixed-Use - Local	409	7.9%	409	7.0%
	Mixed-Use - Regional	269	5.2%	269	4.6%
	Local Retail	416	8.1%	448	7.6%
	Regional Retail	41	1%	41	0.7%
	Employment	135.	2.6%	144	2.5%
	Light Industrial	63.8	1.2%	88	1.5%
	Parks and Open Space	966	18.8%	1,064	18.2%
	Civic	384	7.4%	399	6.8%
Total		5,136	100%	5,861	100%



Future Land Use

- Low-Density Residential
- Mid-Density Residential
- High-Density Residential
- Mixed-Use - Local
- Mixed-Use - Regional
- Local Retail
- Regional Retail
- Employment
- Parks and Open Space
- Light Industrial
- Civic

Flood Zones

- 1% Annual Chance Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Regulatory Floodway
- Streams

Boundaries

- Converse City Limits
- Converse ETJ
- AICUZ Zones
- Parcels

Map 6. Future Land Use Map

Fiscal Analysis

To estimate the cost to serve each land use category, this analysis starts with the City of Converse's adopted General Fund budget for Fiscal Year 2024–2025, totaling \$19.76 million. Rather than dividing this amount evenly across all land, the approach separates expenses into fixed and variable costs and revenues into household- and job-related shares. Using 2025 estimates for population and households, the model calculates average revenues and expenses per household and per job. These per-unit values are then applied to the Future Land Use Map (FLUM) categories, based on their expected population, density, and employment levels once completely built out. Multipliers and service units are also used to reflect how different land uses place greater or lesser demand on city services like police, fire, and public works. This method provides a more direct link between the preferred land use pattern and the City's long-term fiscal outlook.

Existing Fiscal Analysis Baseline Assumptions

2025 Households

11,414

2025 Household Size

Owner Occupied – 2.87

Renter Occupied – 2.91

2025 Population

32,083

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

2025 Employees

5,396

Source: Esri-Data Axle (2025), Esri (2025)

Table 3. Future Land Use Map Buildout Assumptions

Land Use Category		FLUM Dwelling Units Per Acre	Buildout Population	FLUM Jobs Per Acre	Buildout Employment
	Low-Density Residential	5	25,223	-	-
	Mid-Density Residential	15	12,024	-	-
	High-Density Residential	20	3,096		-
	Mixed-Use - Local	12	9,998	15	4,295
	Mixed-Use - Regional	15	8,219	25	4,708
	Local Retail	-	-	15	4,704
	Regional Retail	-	-	25	718
	Employment	-	-	28	2,822
	Light Industrial	-	-	15	924
	Parks and Open Space	-	-	0	-
	Civic	-	-	12	3,352
Total		-	58,560	-	21,522

Net Fiscal Impact by FLUM Categories

Table 4. Fiscal Impact per Acre by Land Use

Land Use Category		Taxable Value Per Acre	Prop Tax /Acre (0.4314%)	Prop Tax/ Acre with MO Deduction	Other Revenue/ Acre	Total Revenue/ Acre	Total Cost to Serve	Cost to Serve/ Acre	Net Revenue	Net Per Acre
	Low-Density Residential	\$1,158,300	\$4,997	\$4,042	\$2,157	\$6,199	\$6,996,451	\$3,980	\$3,902,041	\$2,220
	Mid-Density Residential	\$2,093,400	\$9,031	\$7,306	\$6,481	\$13,787	\$3,043,806	\$10,910	\$802,649	\$2,877
	High-Density Residential	\$2,328,000	\$10,043	\$8,125	\$8,663	\$16,788	\$767,536	\$14,482	\$122,229	\$2,306
	Mixed-Use - Local	\$1,000,000	\$4,314	\$3,490	\$18,259	\$21,749	\$5,568,666	\$19,471	\$651,581	\$2,278
	Mixed-Use - Regional	\$1,200,000	\$5,177	\$4,188	\$28,287	\$33,464	\$5,437,621	\$28,924	\$853,675	\$4,541
	Local Retail	\$411,500	\$1,775	\$1,436	\$13,043	\$14,479	\$3,620,170	\$11,529	\$926,219	\$2,950
	Regional Retail	\$602,003	\$2,597	\$2,101	\$21,556	\$23,657	\$557,121	\$19,211	\$128,926	\$4,446
	Employment	\$500,000	\$2,157	\$1,745	\$24,326	\$26,071	\$2,029,177	\$20,091	\$604,011	\$5,980
	Light Industrial	\$400,000	\$1,726	\$1,396	\$9,577	\$10,973	\$670,115	\$7,978	\$251,620	\$2,995
	Parks and Open Space	\$0	\$0	\$0	\$0	\$0	\$101,307	\$136	-\$101,307	\$-136
	Civic	\$0	\$0	\$0	\$10,460	\$10,460	\$2,561,844	\$9,182	\$356,538	\$1,278

Fiscal Analysis Summary

Low Density Residential Uses are not Fiscally Productive Land Uses

Low Density Residential land uses make up the majority of the land currently in Converse and will likely make up a large majority into the future. While low density residential is generally viewed as highly desirable it can come with significant impacts to a City's bottom line.

The reason for this is that more linear feet of streets, water mains, stormwater, and other infrastructure are spread across less households. On the revenue side, residential uses are often subject to significant homestead exemptions that limit the property tax benefit that can be realized from residential uses.

Commercial and Mixed Use Categories Drive Revenue

The assessed value per acre in this fiscal model is based on comparable properties across Bexar County, which helps capture the real market performance of different land use types. Mixed use and walkable areas often appraise at much higher values per acre than conventional single use development because they combine housing, retail, and amenities in close proximity.

These areas not only generate strong revenues through property and sales taxes, but they can also create positive spillover effects by supporting nearby residential values, attracting private

investment, and reducing infrastructure costs per household.

Level of Service Matters

The fiscal projections are based on Converse's current General Fund revenues and expenditures, effectively assuming today's level of municipal services will continue into the future. This means the model scales costs proportionally with new households and jobs, but it does not account for service enhancements.

If the City chooses to increase service levels such as expanding police coverage, enhancing parks, or upgrading infrastructure, the expense side of the equation would rise and the cost to serve each land use category would increase. In short, the model reflects a constant level of service baseline, and any policy choices to raise or lower service standards will directly influence future fiscal outcomes.

Land Use Mix is a Balance

While some land uses, such as employment or industrial, provide more positive fiscal impacts, it is important to recognize the need for a delicate balance to meet overall community goals. For example, adding too much of any single land use can have unintended consequences on the value of others; for instance, an over concentration of industrial land may reduce the value of nearby residential property. Ultimately, while all land use decisions will have fiscal impacts that should be considered, it is only one analytical lens and should

be weighed against community priorities such as the need for parks and recreation spaces.



Mixed Use Retail Example

Fiscal Sustainability Planning Toolbox

Following the discussion on how land use patterns shape the City's long-term budget, this toolbox offers practical strategies to boost land productivity, lower infrastructure costs and support more efficient growth patterns. By aligning zoning, infrastructure and development standards with fiscal outcomes, Converse can create places that feel livable and connected while also making smarter use of public resources.

Promote Incremental Infill & Development

Filling in underutilized parcels and redeveloping surface parking increases value without extending services. Consider small-scale infill ordinances to streamline approvals for projects under a certain size or number of units.

Encourage Compact, Mixed-Use Zoning

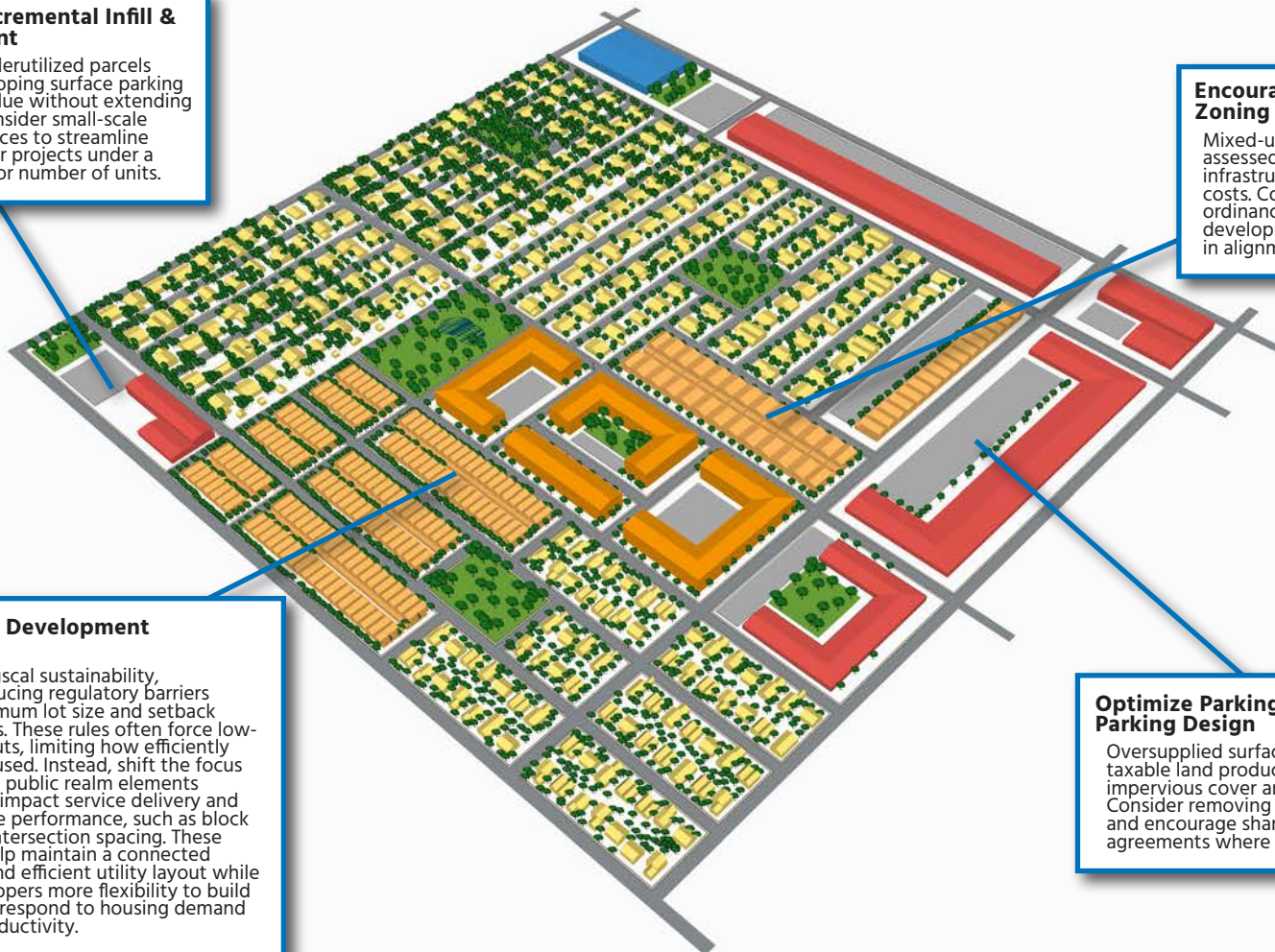
Mixed-use developments support higher assessed values per acre and reduced infrastructure and service delivery costs. Consider modifying zoning ordinance language to allow mixed-use developments in more zoning categories, in alignment with the FLUP.

Reduce the Development Envelope

To improve fiscal sustainability, consider reducing regulatory barriers such as minimum lot size and setback requirements. These rules often force low-density layouts, limiting how efficiently land can be used. Instead, shift the focus to regulating public realm elements that directly impact service delivery and infrastructure performance, such as block length and intersection spacing. These standards help maintain a connected street grid and efficient utility layout while giving developers more flexibility to build in ways that respond to housing demand and land productivity.

Optimize Parking Ratios and Parking Design

Oversupplied surface parking decreases taxable land productivity and adds to impervious cover and storm water costs. Consider removing parking requirements and encourage shared parking agreements where possible.



Small Area Plans

A small area plan (SAP) is similar to a comprehensive plan but on a smaller scale, focusing on specific areas within a city. It enables stakeholders to address an area's unique assets and challenges with tailored solutions. It is an aspirational community plan that defines a hyper-local vision for the future as property ownership and other conditions change over time. It enables the city to prioritize and coordinate capital projects and to set the stage for ensuing private investment.

SAPs address elements of the built environment - housing, businesses, parks and open space, public improvements (e.g., flood control, water/sewer services), and the transportation network that connects them. They also thoughtfully recommend ways to optimize public investments by integrating the built environment with the natural environment.

Social issues and related services cannot be directly addressed through a SAP; however, a SAP can enable solutions to certain community issues through best practices of land use planning and design. For example, a plan may recommend locations in the public realm for sidewalk and streetlight improvements to increase public safety in the area or recommend for increased landscape buffers to separate conflicting land uses. Implementing plan recommendations like these can result in improved public safety, more attractive business districts and a higher quality of life for residents.

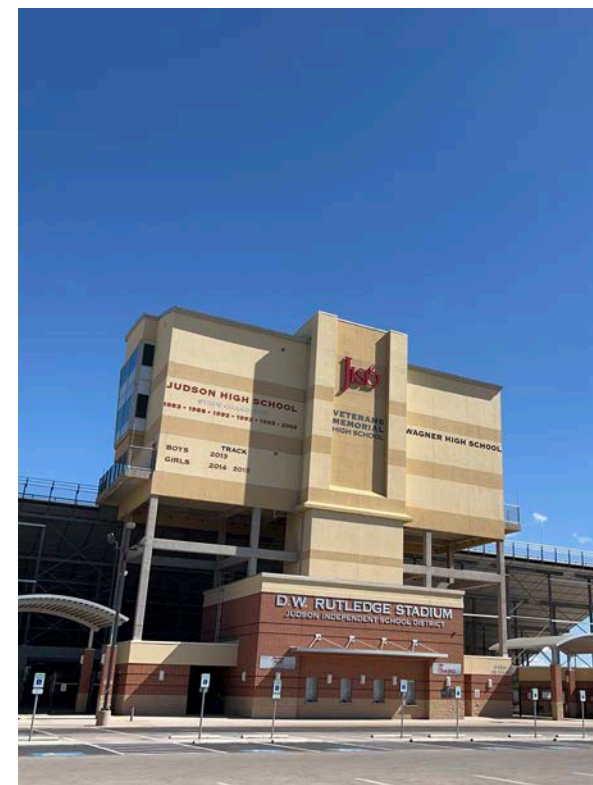
SAPs are intended to focus on smaller geographic areas so that stakeholders can tailor solutions to local issues. Defining a plan area boundary - the first step in the SAP process - must consider the actual size (in acres or square miles) as well as adjacent land uses, environmental issues and the interests of nearby stakeholders.

"Small" refers to the geographic extent as well as the level of complexity. In terms of geography, a SAP can cover as few as 10 acres or as many as thousands. However, larger geographic areas tend to generate levels of complexity that can dilute the key issues and render the plan, as well as the planning process, less effective than intended. Factors such as the number of properties or property owners within SAP boundaries, the presence of multiple overlapping issues and a diverse range of stakeholder interests can add complexity to the planning process and hinder consensus-building goals.

Larger plan areas may include more public elements (i.e., streets, sidewalks, storm/sanitary sewers, parks and open space) and associated issues that may be too expansive to resolve through a SAP. Criteria for defining a SAP boundary can help stakeholder groups focus on key issues through a more manageable planning process. Recommended areas in Converse that could benefit from a SAP are provided on the following pages.

Some of the issues Converse faces that could be addressed via SAPs are:

- Connectivity and mobility
- Placemaking
- Access to public facilities and civic spaces
- Housing density and affordability
- Use type variety



Transit Stop

Kitty Hawk Road & Toepperwein Road

Assessment

The intersection of Kitty Hawk Road and Toepperwein Road is characterized by a concentration of national restaurant and retail chains along both corridors. To the south and west, low and mid-density residential neighborhoods are located just behind these commercial developments, within walking distance of adjacent businesses. Northeast Lakeview College lies just outside the City limits to the east, accompanied by several K-12 schools in the surrounding area.

The proximity of residential neighborhoods, educational institutions and commercial centers presents an opportunity to enhance bike and pedestrian infrastructure along both Kitty Hawk and Toepperwein Roads. Additionally, there is a need for expanded entertainment-retail and youth-oriented amenities to better serve families and college students in Northern Converse.

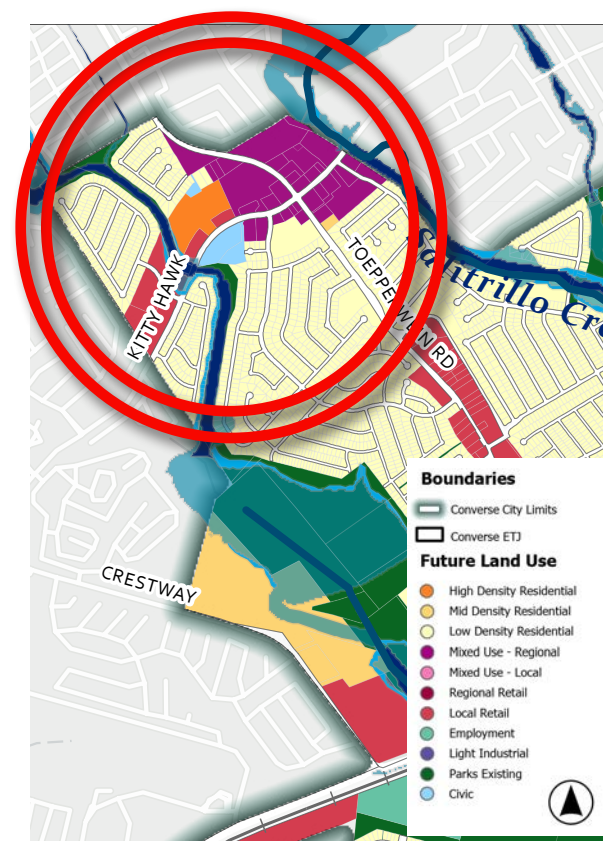
Vision

The long-term vision for this area includes transitioning this important commercial node from an area that has few pedestrian options to one that supports multiple modes of transportation and evolves the existing disconnected strip mall development into a well-organized area with tree lined streets, safe pedestrian crossings, enhanced transit access and a mixture of housing typologies.

This vision also includes the facilitation of additional entertainment-retail and youth-serving uses to provide accessible goods and services for families and college students.

Strategies

- Encourage the transformation of the node at Kitty Hawk Road and Toepperwein Road into a mixed-use district that integrates retail, office and high-density residential uses to leverage its proximity to nearby schools and Northeast Lakeview College to support student and family-oriented development.
- Activate the public realm through the encouragement of events, food trucks and pop-up markets in underutilized spaces.
- Facilitate partnerships between the City, local property owners, educational institutions and developers to advance catalytic development projects.
- Prioritize infrastructure investments (sidewalks, bike lanes, lighting, street trees) in this area during the Capital Improvement Planning (CIP) process.



Map 7. Future Land Use: Kitty Hawk Road and Toepperwein Road



Main Street Civic Center

Assessment

The Main Street Civic Center includes a mix of land uses along South Seguin Road and FM 78, including retail, civic and residential developments. The area is anchored by a high concentration of civic institutions, such as City Hall, the Converse Community Center, Converse Public Library and St. Monica Catholic Church. Retail development within the area ranges from newly constructed businesses to older properties that may benefit from targeted revitalization efforts.

Due to the concentration of civic institutions, this area of Converse is recognized as the heart of the City. It offers significant potential to evolve into a vibrant community hub that supports civic engagement and neighborhood-serving amenities.

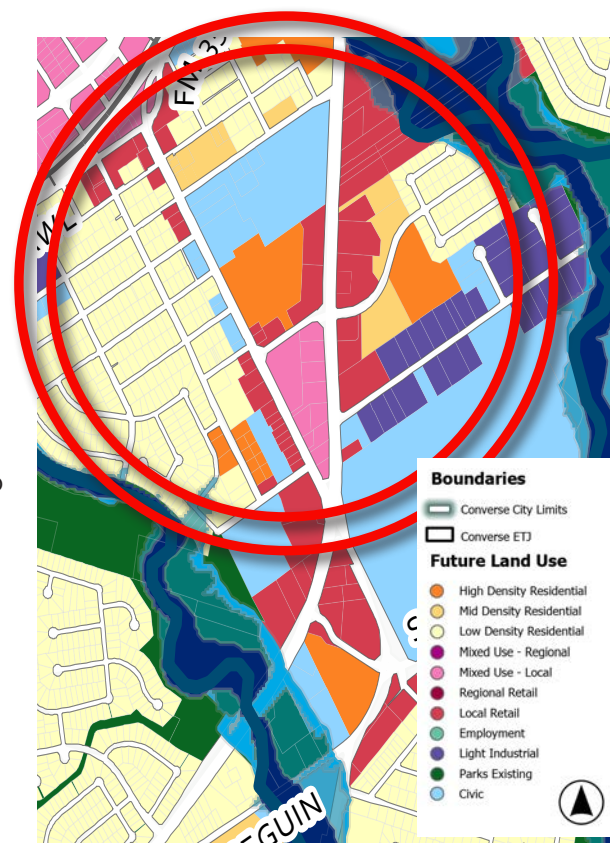
Vision

The long-term vision for this area includes transforming this civic and retail hub into a vibrant destination that builds upon its concentration of public institutions and proximity to residential housing. This corridor will evolve from an area of fragmented civic and retail development into a district featuring neighborhood-serving uses, active public spaces and a distinct sense of place.

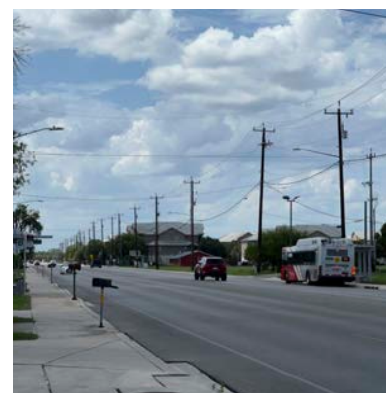
This vision includes the implementation of Main Street initiatives including cohesive signage, streetscape enhancements and facade improvements. Improved pedestrian infrastructure and coordinated branding efforts will reinforce the district's identity.

Strategies

- Encourage and incentivize the redevelopment of aging retail into mixed-use spaces with neighborhood serving uses.
- Build on the area's proximity to the Arts and Entertainment District by extending programming and business activity into adjacent blocks, creating natural spillover and shared foot traffic.
- Implement a signage and streetscape plan to establish Main Street branding.
- Enhance street edges through facade improvements, wayfinding signage, murals, lighting and consistent branding.
- Conduct a corridor study in partnership with the state to advocate for the implementation of traffic calming strategies and complete streets.



Map 8. Future Land Use: Main Street Civic Center



FM 78 & Loop 1604

Assessment

The intersection of Loop 1604 and FM 78 serves as a prominent entrance point into the City of Converse. The area is bordered by Universal City and is surrounded by a mix of regional retail and industrially zoned parcels to the northeast. In recent decades, low-density residential development has expanded toward the intersection, contributing to a growing population in the area.

In response to this shift, older retail properties within a half-mile of these neighborhoods present an opportunity for redevelopment into neighborhood-serving uses. However, much of the area is constrained by land located within the 100-year and 500-year floodplains, limiting development potential.

Despite its function as a prominent entrance point, the area currently lacks a clear identity or visual cues that signal arrival into Converse. Branding and placemaking enhancements are needed to reinforce a sense of place and distinguish this corridor.

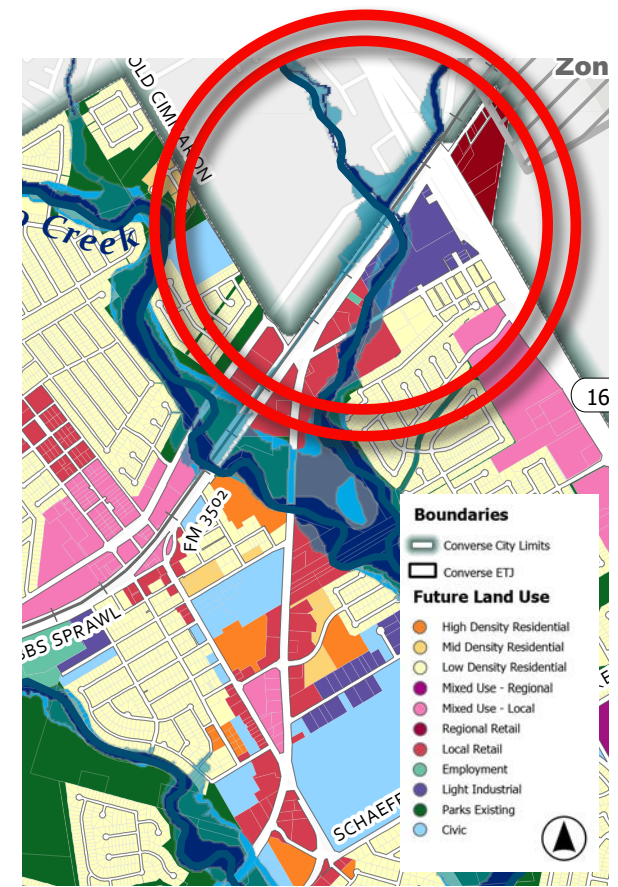
Vision

The long-term vision for this area includes transforming the intersection at Loop 1604 and FM 78 and the FM 78 corridor into an area which includes neighborhood-oriented uses, enhanced public space and a strong identity. As the surrounding population continues to grow, aging retail properties within walking distance of nearby neighborhoods will be re-imagined through adaptive reuse and redevelopment.

This vision also includes the conversion of floodplain-constrained land into multi-use open space. Corridor enhancements such as signage, lighting and public art will help establish a recognizable identity and reinforce the area's role as a prominent entrance point into Converse.

Strategies

- Incentivize redevelopment of aging retail properties into neighborhood-oriented uses within a half-mile of residential neighborhoods.
- Convert underutilized land within floodplain into multi-use open space focusing on green infrastructure and passive recreation uses.
- Implement a corridor enhancement plan focused on monument signage, lighting, pedestrian improvements, public art and other branding enhancements along FM 78 and the Loop 1604 intersection.
- Pursue agreements with property owners and coordinate an interlocal agreement with Universal City to install signage and entryway improvements near Loop 1604.



Map 9. Future Land Use: FM 78 and Loop 1604



Urban Design Best Practices

Urban design plays a pivotal role in shaping a sense of place within a community. Thoughtful placemaking can strengthen local connections and foster civic pride. For example, a city that incorporates public art, pedestrian plazas and local architectural detailing can create spaces that reflect the city's unique character and encourage places for people to gather and garner a sense of belonging.

The following are basic urban design elements that can be incorporated into the City's development code to govern the physical shape and development pattern that is desired. This is especially applicable to the mixed-use spaces and local corridors as denoted in the FLUP.

Street Design

For decades, the design of city streets has centered around the automobile. Streets are an integral part of the public realm and often make up a large portion of public lands. As such, they should be designed to accommodate a range of users, including pedestrians, cyclists and cars.

Sidewalks

Sidewalks play a vital role in communities. They facilitate pedestrian safety, movement and access, promoting overall community connectivity and welfare. Safe, accessible and well-maintained sidewalks are a fundamental and necessary investment for cities, which have been found to enhance public health and maximize social capital. In residential settings sidewalks should ideally be 5

to 7 feet wide, and 8 to 12 feet wide in commercial settings. New developments should be required to install sidewalks along their frontages and a plan to fill in sidewalk gaps throughout the City should be developed.

The context of the area and the adjoining street type should determine the appropriate sidewalk width. It is critical that sidewalks provide enough width to accommodate the expected amount of pedestrian traffic, or else people might be pushed off the sidewalk into potentially dangerous situations.

Additionally, shared-use paths may be a great option for smaller communities that do not need separate infrastructure for pedestrians and cyclists. These should be 8 to 16 feet wide to promote safety when mixing modes.

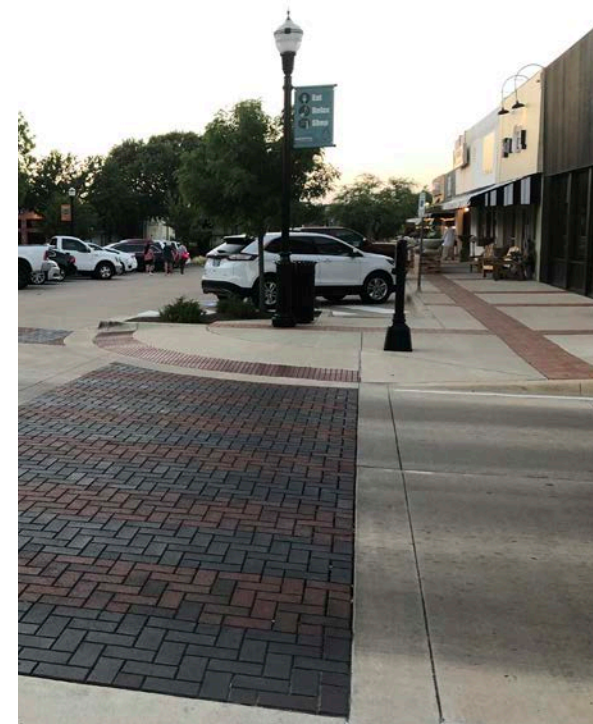
Lane Width

The width allocated to lanes for motorists, bikes and parked cars is a crucial aspect of street design. Lane widths should be considered within the overall assemblage of the street. Narrower streets are typically recommended in new developments and mixed-use hubs to reduce vehicle speed and create a more comfortable experience for pedestrians and cyclists.

Curb Extensions

Curb extensions are a traffic calming measure primarily used to narrow roadways at crosswalks and extend the sidewalk for pedestrians crossing

the street. Shortening the crossing distance improves pedestrian safety and visibility. Curb extensions may also be implemented to help allocate more space for street furniture, landscaping or street trees in areas with narrow rights-of-way.



Curb Extensions in Rockwall, TX

Streetscapes

Streetscapes are the combination of paving materials, trees, landscaping, lighting and street furniture placed within the sidewalk or pedestrian zone, the area between the back of curb to the property line. Streetscapes help define a community's aesthetic quality and identity as well as provide amenities that can make the experience of walking through an area more enjoyable. The more enjoyable a place is for pedestrians, the longer they tend to stay, the more connections they make and more businesses they frequent.

Streetscape amenities should be determined by the context of the area and the adjoining street type. For example, on a high-traffic vehicular corridor, streetscapes may be mostly aesthetic and maintenance would be a primary concern, whereas in downtown or a mixed-use hub, pedestrian experience, comfort and safety may be the primary goals of the streetscape.

High quality streetscapes do not need to be expensive; cost and scale can be adjusted to available resources and context without sacrificing impact.

Street Trees

In Texas, providing shade is one of the most important streetscape elements. A non-shaded sidewalk can be rendered nearly unusable certain times of the year. Even along primarily vehicular corridors, shade can help reduce the ambient heat caused by paved surfaces. Ideally, shade is provided by street trees of a shade-tree species that are adapted to the climate and context or setting.

Providing adequate soil volume is an important factor in determining the fate of street trees and ensuring they grow large enough to provide shade. A total of 1,000 cubic feet of soil volume is necessary to support a thriving street tree in an urban environment. Soil volume can be provided in planting areas, tree well/pits or underneath walking surfaces with the use of suspended pavers.

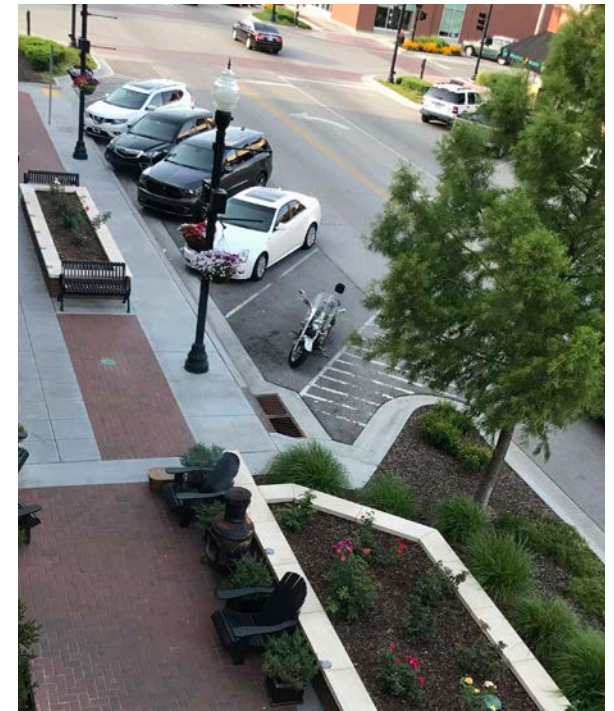
Root barriers should be utilized as needed to ensure tree roots are contained and do not damage adjacent infrastructure. Street trees are a common point of contention among city departments, but they bring so many benefits to a community that it is worth the time for staff to come together to find solutions to the implementation of street trees for their city. It may be worthwhile to convene a task force, even temporarily, to work through issues like this.



Street Trees in Lubbock, TX



Streetscape in Fort Worth, TX



Streetscape in Downtown Broken Arrow, OK

Lighting

Lighting can serve a variety of purposes. Roadway lighting is intended to serve drivers and standards or requirements are generally mandated by applicable transportation jurisdictions. In some instances, roadway lighting casts enough light onto adjacent sidewalks to also serve as pedestrian lighting, or a “dual arm” fixture can be used that has a smaller fixture on the side of a pole facing a sidewalk. Pedestrian scaled lighting, such as lampposts or bollards, provides safety for pedestrians and should be installed along sidewalks, trails or at crossings as necessary for safety and comfort. Decorative lighting, such as landscape, building or festoon lighting, can add character and interest to an area without much cost. For both aesthetic and environmental purposes, over-lighting an area should be prevented through thoughtfully, appropriately and safely applied lighting.

Furnishings

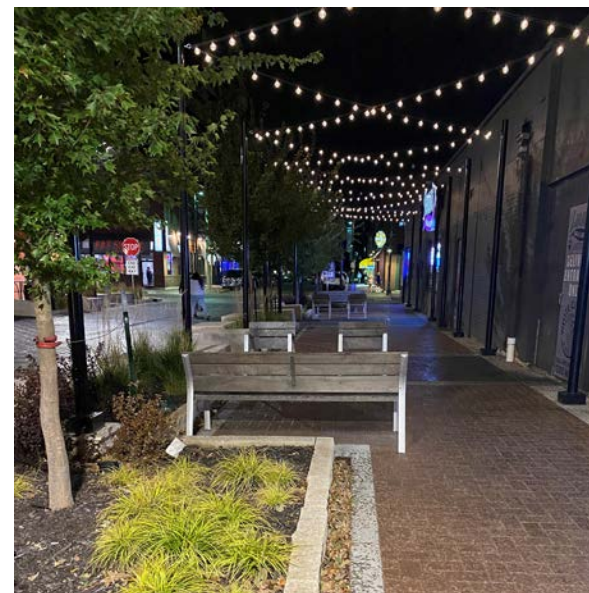
Appropriate furnishings along a streetscape, such as seating and waste receptacles, are highly dependent on the context. The types of amenities provided for a pathway that may be primarily used for recreation will vary from those provided near a transit stop. Like lighting, the application of furnishings to a public space should be done thoughtfully. Considerations include the types of users, what they will be doing in the space and their needs, comfort and safety. The types and location of furnishings should be dependent on these considerations. For example, along a recreational path a water bottle refill station might make sense, whereas near a transit stop shaded seating might be most appropriate.

Screening

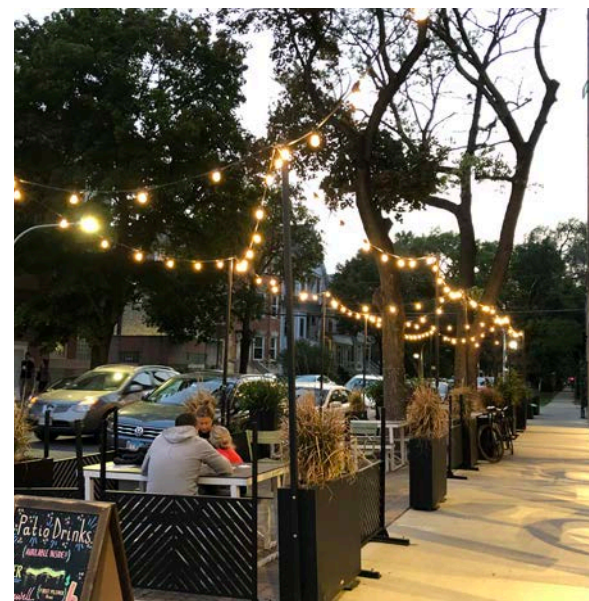
There are certain elements of the public realm that are necessary for the place to function but do not necessarily make for pleasant experience. This includes utility boxes, dumpsters, outdoor storage, etc. To the extent possible these elements should not be placed along a primary street frontage and should be screened using a decorative fence or landscape.

Activation

Even the most well designed spaces will not be successful if they are not utilized and well loved by people. Planning for physical elements, contexts and programming that encourage people to come to and stay in a public space is known as activation. Along activated streets, an emphasis should be placed on people-focused or pedestrian scale design. Allowing businesses to spill out into the right-of-way (ROW) via sidewalk sales or outdoor dining areas, public art, tactical urbanism installations and treatment of the building facades are all elements of activation. This is most applicable in mixed-use developments or spaces. The next section on building form discusses this in more detail.



Decorative Lighting in Manhattan, KS



Street Activation in Chicago, IL

Building Form & Site Design

The creation of good public spaces does not end at the boundary of the public ROW. The form of the surrounding buildings and the context they create for the public realm have an immense impact on the character of the space and its success in a community. Building form should also respond to the type of street environment and configuration that exists or is to be created over time. Street design and building form go hand-in-hand and must be aligned to create a harmonious and vibrant public realm.

Massing, Height & Scale

The height, massing and scale of a building should be reasonably proportional to surrounding buildings and the streetscape so that they do not overpower the public realm. Buildings must be designed and sculpted to create a comfortable experience, especially in highly pedestrianized environments. The height, massing and scale of buildings need to be balanced with the size of surrounding or adjacent ROWs and open spaces. Buildings and the elements that contribute to their facades should have a proportion and scale that are welcoming for pedestrians. Considerations in massing include, but are not limited to, creating a sense of enclosure or openness, sunlight and shadows, reinforcing views and wind patterns.

Building Placement

For mixed-use, retail and commercial buildings in pedestrianized areas, the building should be located at or near the primary frontage property line, in order to reinforce the streetscape and

create a quality pedestrian experience. For residential uses, the building placement will depend on the type of residential building being proposed and the desired character of the neighborhood. Townhomes and multi-family buildings should be located at or near the property line to ensure the proper proportions are created for the public realm. Single-family dwellings should be set back 8 to 15 feet from the property line, close enough to engage the sidewalk but providing some buffer for the home. In existing neighborhoods, the current form may be preserved. The setback ensures there is growing space for trees and front entrance features, such as porches. Encouraging structures to be located closer to the street reinforces the streetscape, creates a quality pedestrian environment and opportunities for socialization. Additionally, front setbacks are generally the least utilized portion of a home's yard, so it is a more efficient use of the lot to put that additional space in the back yard.

Building Facade

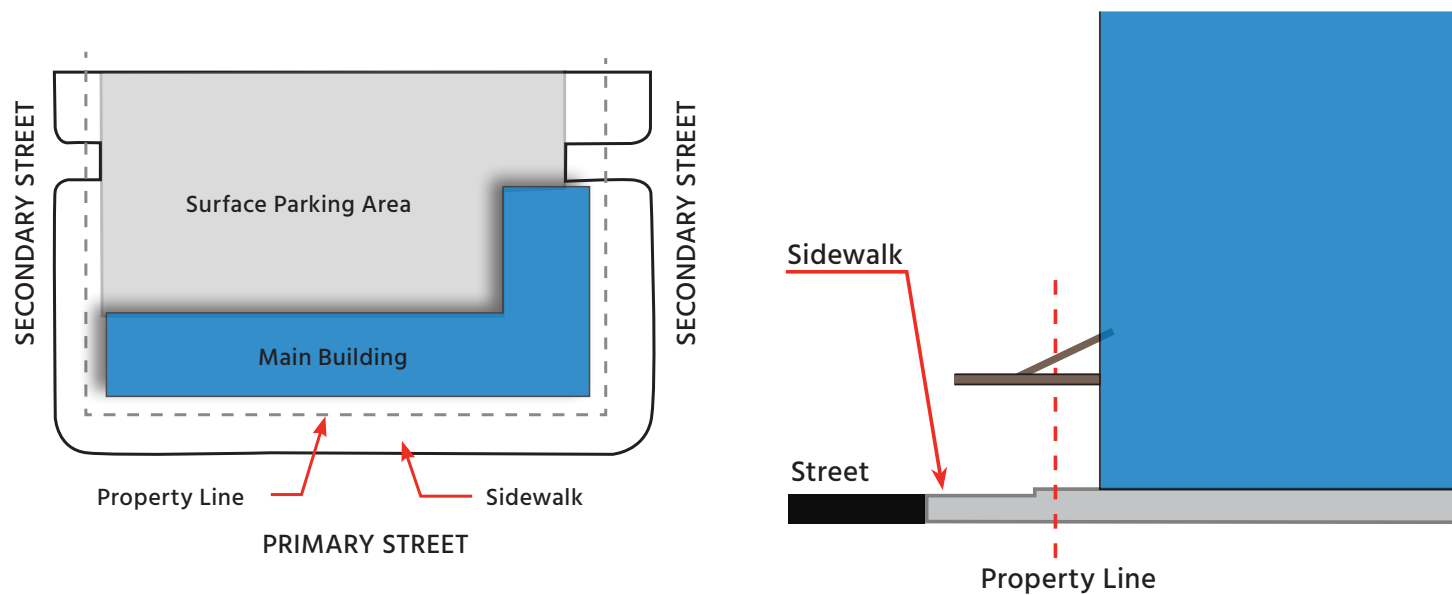
In conjunction with building massing, scale and placement, the building facade can be adorned with features that are inviting and contribute to the experience and scale of the buildings. Long monotonous walls without windows or entrance features should be avoided. To ensure a quality public realm, entrances to the ground floor units, whether commercial or residential, should front the street. Building facades should feature architectural elements along the street such as main entrance features, balconies, porches, patios, awnings and light fixtures. Multi-family, townhomes and single-family dwellings should connect entry features to public sidewalks.

Parking

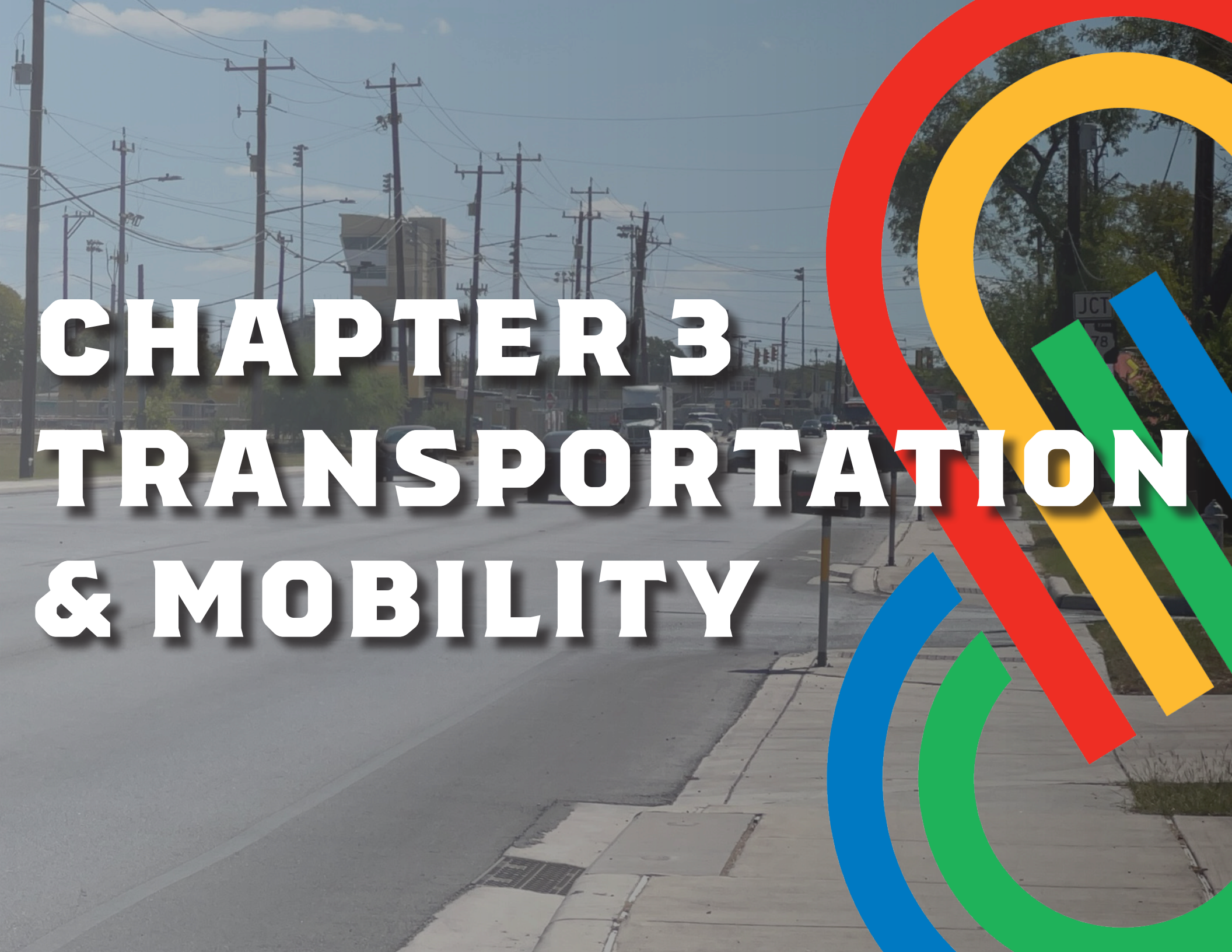
Parking is an inherent functional piece of most places, particularly in mixed-use developments or spaces. While there is often a perception that there is never enough parking, a more accurate statement might be "there is never enough parking right in front of where I want to go". Often, ample parking exists within a reasonable walking distance, but the issues lie in people feeling like the walk is not safe, comfortable or interesting. Likewise, restricted use of private parking reduces overall parking efficiency and reduces the financial performance of mixed-use areas. In such settings, good urban form tends to locate parking on-street or on the fringe of the core in communal lots or structures, keeping the focus on pedestrian space and activity.

Throughout the City, parking should generally be encouraged at the rear of buildings. It is common in Central Texas to see areas dominated by oversized parking lots in front of buildings, representing a key opportunity for redevelopment using engaging liner buildings that can create the more desired character of buildings fronting the streets.

Many cities have already reduced or eliminated minimum parking requirements in downtowns and mixed-use areas. Converse should maintain and consider this strategy in areas adjacent to Arts & Entertainment District and future mixed-use developments. The trend of reducing parking minimums encourages flexible land use and better urban form.







CHAPTER 3

TRANSPORTATION

& MOBILITY

Transportation & Mobility

This chapter presents a discussion on priorities, existing conditions, and needs related to transportation in Converse. A city's transportation system is central to sustainable growth and quality of life, shaping how residents move through the community and how businesses connect to customers and workers. The close relationship between transportation and land use also provides a framework for planning holistic improvements that benefit every part of the City.

In Converse, much of the roadway network has already been built, placing greater emphasis on maintaining and improving existing streets rather than expanding the system with new corridors. Ensuring these roads provide appropriate access, are well maintained, and are designed for multiple users is a growing priority. Pedestrian and bicycle accommodations are also an important part of the network. A well-developed active transportation system not only expands travel choices but also creates a more resilient and connected city. By investing in these options, Converse can link neighborhoods, parks, and destinations.

The following sections of this chapter provide a framework for how transportation is considered in Converse:

- Why Transportation & Mobility Matters
- Transportation Priorities
- Functional Classifications
- Existing Transportation Network
- Demographic & Commuting Patterns
- Previous Transportation Planning Efforts
- Transportation Needs
- Transportation Recommendations



S. Seguin Road Midblock Crossing



S. Seguin Road Southbound

Why Transportation & Mobility Matters

Transportation is one of the most visible ways a city expresses its priorities. Streets, sidewalks, trails, and transit not only connect people to destinations but also influence how neighborhoods grow, how businesses thrive, and how safe and welcoming the community feels. By coordinating transportation planning across modes, Converse can improve efficiency, reduce costs, and unlock broader community benefits. A connected, multimodal network will reduce congestion, expand travel options, strengthen resilience, and ensure that investments in infrastructure also advance quality of life and long-term economic vitality.

Expanding Travel Choices

Providing a range of mobility options—safe sidewalks, bike lanes, trails, and regional transit connections—makes it easier for residents to move through the city without always relying on cars. As Converse grows, investing in these options will help reduce congestion, improve air quality, and make daily trips more convenient. Well-designed networks also expand access for those who cannot or choose not to drive, ensuring that mobility is equitable across age groups and income levels.

Designing for Resilience and Redundancy

A resilient transportation system adapts to both everyday pressures and unexpected disruptions. Creating connected networks with multiple routes prevents over-reliance on single corridors and shortens travel distances, while incorporating green infrastructure—such as permeable pavements, bioswales, and roadside rain gardens—reduces flooding risks that can damage roads or disrupt travel. These strategies help protect long-term public investments and reduce maintenance costs, while also giving residents confidence that they will have safe, reliable options even during extreme weather events or emergencies.

Corridors as Community Spaces

Mobility corridors are more than just conduits for cars; they are some of Converse's most visible public spaces. Streetscapes designed with trees, shade, safe crossings, and pedestrian amenities make travel more comfortable and inviting while also shaping the character of surrounding neighborhoods. Thoughtful design can turn corridors into places where people want to walk, bike, and gather, reinforcing a sense of community identity and pride.

Mobility as a Foundation for Growth

Reliable transportation underpins economic vitality by supporting local businesses, improving access to jobs, and guiding fiscally sustainable development. Well-connected roadway and trail systems allow development to grow without creating unnecessary infrastructure costs, while compact, coordinated growth patterns ensure that the City makes the most of its investments. Strong mobility connections also attract businesses and residents seeking convenient access to daily needs.



Transportation Priorities

Common themes related to transportation in Converse emerged through public and stakeholder engagement and contribute to the list of priorities in this chapter.

Mobility

Ease of movement to, from and around the City is a top priority for Converse. When asked, “In your opinion, how can we support all Converse residents to thrive and prosper in our community?”, the most commonly-selected answer by respondents (64% of respondents) was better/more convenient access to retail, services, and entertainment options in the City (see Appendix A: Community Engagement Summary). Residents have a desire to move around the City more easily. Changes to the configuration and design of roadways can help alleviate mobility issues within the City. Mobility for cyclists and pedestrians is also a high priority. Additions and improvements to active transportation infrastructure, such as wide shared-use paths, sidewalks and bike lanes, should be considered.

Connectivity

A well-connected transportation network shortens trips, reduces congestion, and makes walking and biking more practical. New roadway and trail connections also provide redundancy, offering alternatives when routes are blocked. Connectivity can be improved not only through infrastructure but also by adopting development standards that discourage cul-de-sacs and encourage short blocks with multiple access points. Stakeholders echoed this need, citing the disjointed nature of existing housing developments and the barriers created by dead ends. Public feedback also highlighted expanding active transportation options, particularly linking neighborhoods to the trail system.

Transportation needs vary across land uses. Higher-density areas benefit from added pedestrian and bicycle facilities—such as bike lanes and shared-use paths—that allow travel without reliance on private vehicles. The Future Land Use Plan (Chapter 2) identifies growth areas expected to attract visitors and change traffic patterns, underscoring the importance of tailoring improvements to support development.

Active transportation is a city priority, especially in creating links between neighborhoods, natural features like Featherlite Pond, and major destinations such as Converse City Park. These connections will enhance mobility, support recreation, and reinforce the city’s broader transportation goals.

Resilience

Creating a resilient and robust transportation system means investing in a variety of travel options, including active transportation, along with improving road safety and infrastructure. This ensures that Converse’s transportation network is adaptable, supporting sustainable growth and providing reliable options for all residents and visitors.

Roadway maintenance is an important component of resilience because it contributes to a high-quality road system that can serve its users for as long as possible. Although many of the roads in Converse are the responsibility of the Texas Department of Transportation (TxDOT), the local roads are under the City’s maintenance jurisdiction and should be maintained efficiently. The top-ranked response when asked to rank infrastructure investments the City should focus on was improving the appearance and quality of key road corridors (see Appendix A: Community Engagement Summary). This further underscores roadway maintenance as a priority for residents of Converse.

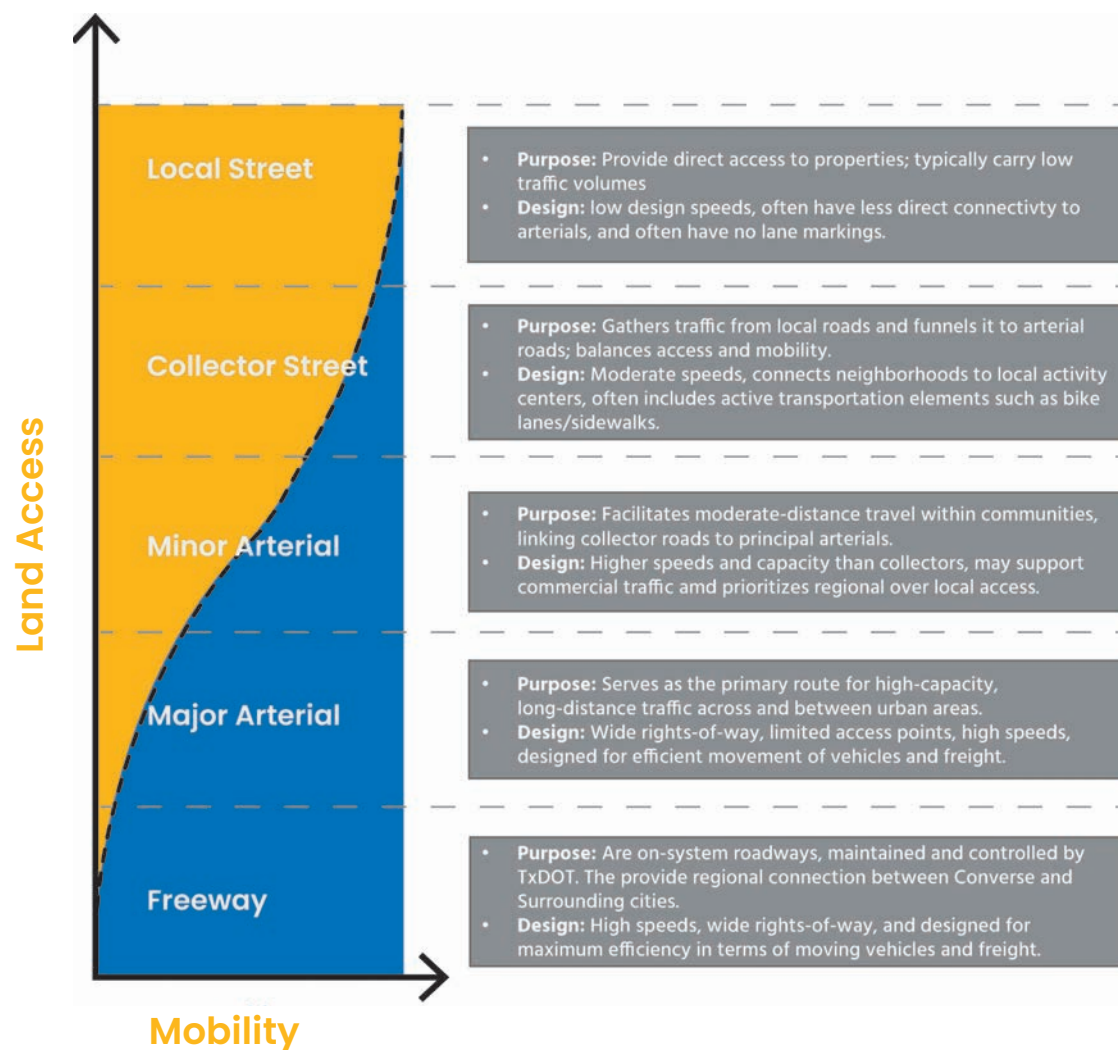
Functional Classification

The existing street network in Converse consists of Freeways, Major Arterials, Minor Arterials and Local Roads. This classification system is used to categorize roads based on their function within the overall transportation system, balancing access and mobility.

As the functional classification tier increases, mobility increases, but land access often decreases. Conversely, as the classification tier decreases toward local streets, land access becomes easier, but mobility decreases.

While the functional classification system provides a framework for transportation planning, it is not without limitations. One key limitation is that it may not adequately account for the diversity of street typologies and contexts within a city. Streets often serve multiple functions and may require a more nuanced classification system that considers factors such as land use, context and community priorities, such as walking and biking.

State and federal standards and guidelines are important starting points for transportation planning, but cities should develop street classification systems that better align with their goals for safety, growth, development, and character. By creating more tailored classification systems, cities can ensure that their transportation networks are not only efficient but also reflect the unique needs and values of their communities.



Existing Transportation Network

Streets

Several of the large roads within Converse are on-system, meaning they are controlled and maintained by TxDOT and outside of the City of Converse's jurisdiction. These include: FM 1876/ Gibbs Sprawl Road, FM 1516/S. Seguin Road, Loop 1604 and FM 78.

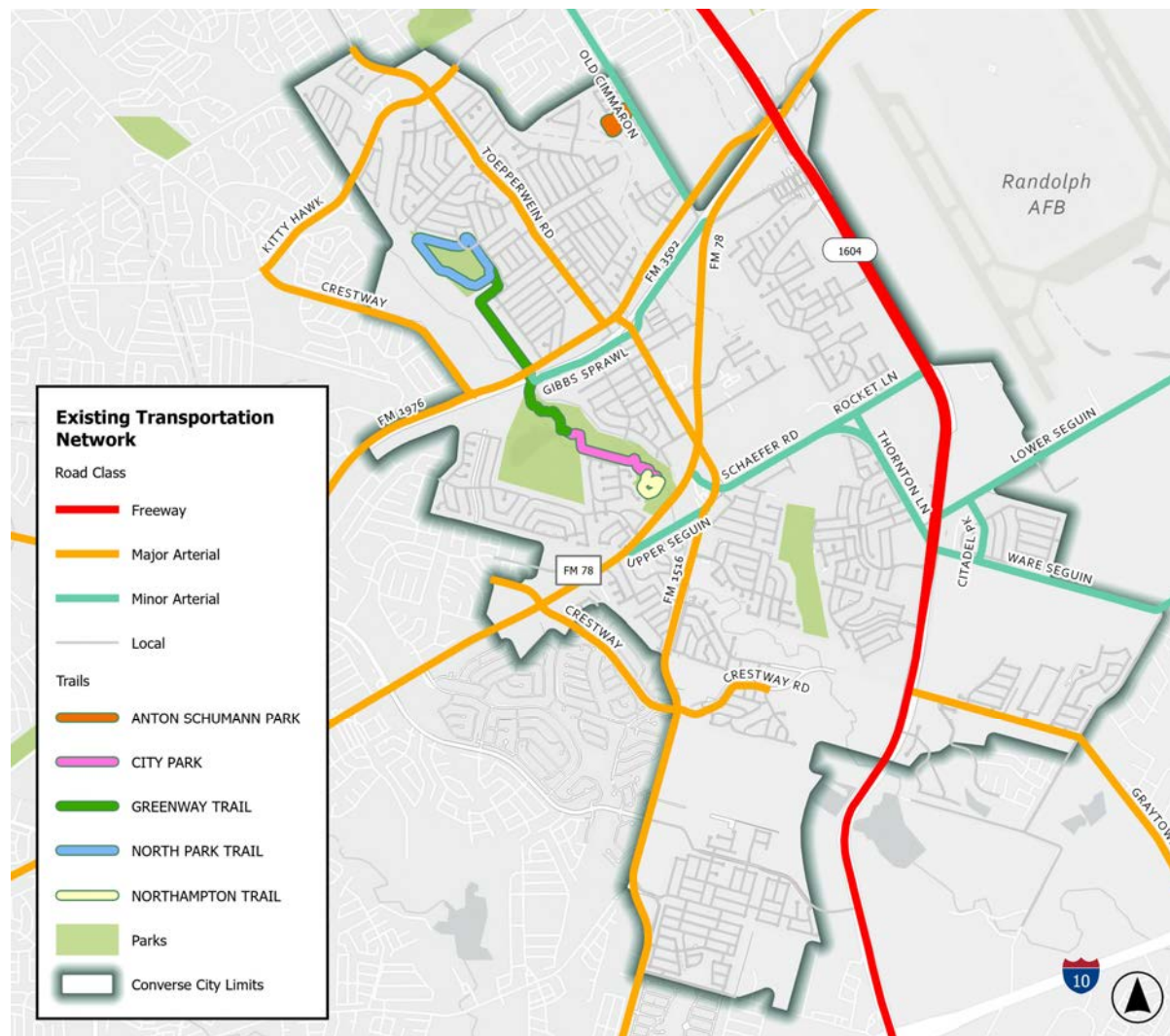
City-maintained arterials and local roads connect these on-system roads and provide access to various land uses.

Active Transportation

Several trails connect major recreational areas in Converse, as shown in Map 10.

Many roads in Converse have sidewalks on at least one side, although no database currently exists that inventories the location of all existing sidewalks and the gaps in the sidewalk network.

While no dedicated bike facilities currently exist in Converse, several Alamo Area Metropolitan Planning Organization (AAMPO) TIP Projects include sidewalk and bike facilities, including along Toepperwein Road, Crestway Road and FM 1516.



Map 10. Existing Transportation Network

Demographics & Commuting Patterns

Car ownership rates can indicate the level of dependence on personal vehicles, which in turn affects traffic congestion, parking demand, and the need for alternative transportation options. Understanding car ownership trends helps anticipate future infrastructure needs and prioritize investments in regional transit, biking and pedestrian infrastructure. In Converse, 64.0% of households have two or more vehicles (Figure 9), slightly higher than Bexar County with 58.4%. Additionally, only 2.2% of Converse households have no vehicle access, much lower than 6.3% countywide. This could indicate that development patterns in Converse have historically favored car-oriented travel or that residents of Converse are more reliant on personal vehicles than the county as a whole.

Figure 9. Number of Cars Available per Household

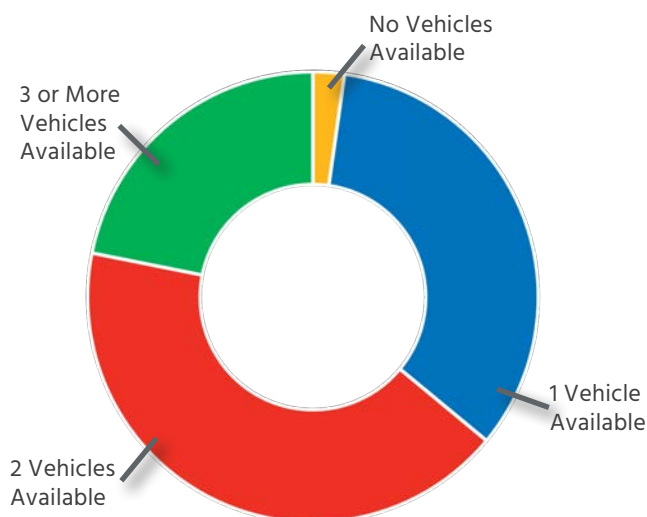
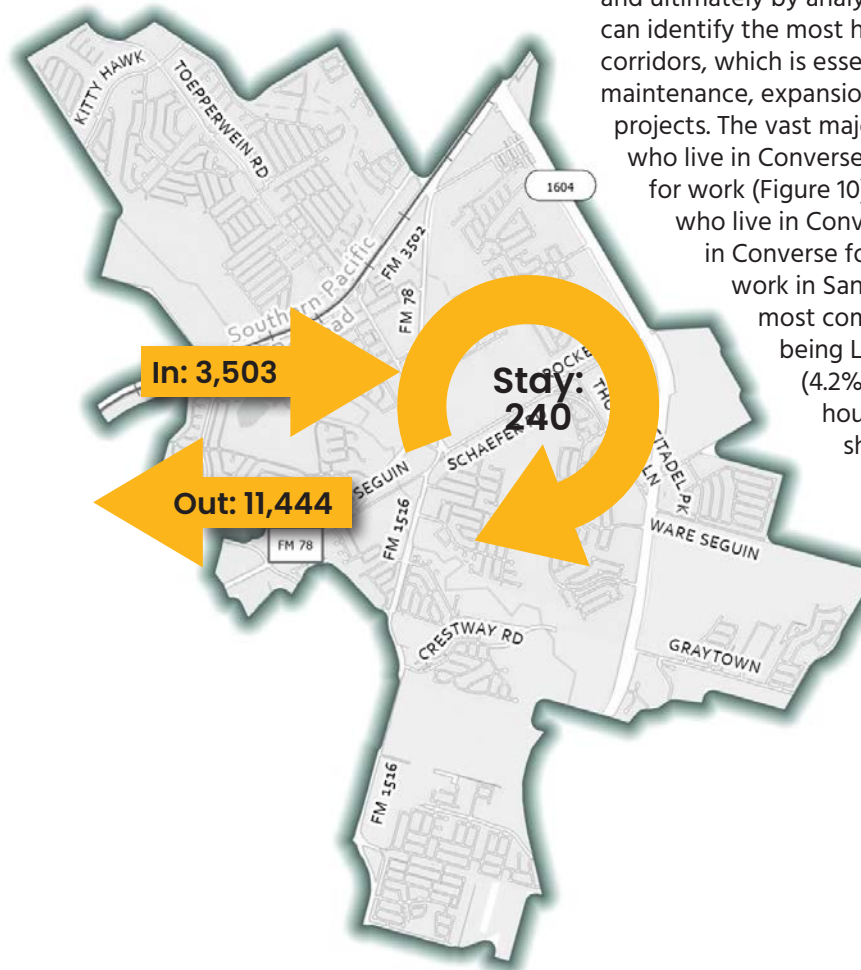


Figure 10. Inflow and Outflow of Workers in Converse



Commuting data provides insights into where residents and non-residents are going each day and ultimately by analyzing commuting data, we can identify the most heavily traveled routes and corridors, which is essential for prioritizing road maintenance, expansions, and new construction projects. The vast majority of employed people who live in Converse commute out of the City for work (Figure 10). Of the 11,684 workers who live in Converse, only 204 (2.1%) stay in Converse for work. Over half (53.6%) work in San Antonio, with the next most common work destinations being Live Oak (5.2%) and Austin (4.2%). This suggests that peak-hour traffic flow to the west should be inspected closely for appropriate flow, and that there may be a lack of employment opportunities within Converse itself.

Transportation Needs Summary

After the review of existing transportation conditions, opportunities for improvement arose in order to align the transportation network within Converse with the priorities discussed previously.

Mobility

On AAMPO's Mobility 2050 Metropolitan Transportation Plan (MTP), Loop 1604 is planned to become a 4-lane expressway with four frontage lanes total. This should improve mobility through Converse by increasing capacity along this major roadway. Within Converse itself, several projects identified in the AAMPO FY 2023-2026 TIP include upsizing roadways from two to four lanes, including Rocket Lane, Toepperwein and FM 1516. These expansions will contribute to greater mobility by increasing capacity and allowing better flow of traffic to key areas within the City.

Public feedback also indicates that there is a desire for increased alternative forms of mobility. There are no existing dedicated bike facilities within the City of Converse, although several are planned or under construction. Transit services beyond the typical fixed-route bus service could also be expanded, including solutions like on-demand microtransit.

Updating the Major Thoroughfare Plan to clarify roadway classifications and design standards would help support local improvements complement regional projects and respond to community priorities.

Connectivity

The existing roadway network is largely built out, with little room for the construction of new roads. The City should focus on utilizing existing right-of-way to create the appropriate road design for the various land uses. With the changes to land use proposed in the Future Land Use Plan, additional roadway and active transportation infrastructure will be needed to help increase connectivity to key areas of higher density.

In addition, the existing trail network is an asset to the community and should be built upon to create a comprehensive shared-use active transportation network. Several ongoing and planned roadway projects include bike

lanes and sidewalks and will contribute to this connectivity. These funded projects could be maximized by adding connections between these active transportation facilities.

The extent of the existing sidewalk network is unknown, and a full sidewalk inventory is needed to assess gaps and prioritize implementation of new sidewalks. The City of Converse's 2025 ADA Transition Plan includes plans for inventories of physical barriers at City facilities and of program barriers to City-provided services during the 2025-2026 and 2026-2027 Fiscal Years. Any plan to address active transportation needs must include a comprehensive public engagement component. This will allow the City to properly identify and prioritize the most appropriate treatments based on input from those who live and work in Converse.

Resilience

Aging infrastructure, increasing traffic demands and constrained funding create the opportunity for increased attention to resilience. Deferred maintenance accelerates pavement deterioration along the performance curve, leading to exponentially higher rehabilitation costs and reduced service life of critical assets. There is currently insufficient funding for routine roadway maintenance. This increases vulnerability to service disruptions from extreme weather events and other stressors.

Additionally, a resilient transportation system includes a robust and easy-to-use active transportation network. This ensures that residents can move around the City in a manner that best suits their lifestyle and budget without having to rely on automobiles which increase congestion and have negative health and environmental effects.

The City of Converse's Proposed Streets Maintenance Plan provides a foundation which, accompanied by up-to-date pavement condition data, could be updated to create a list of prioritized needs for when funding becomes more readily available. This update could also be integrated into processing of and permitting for new developments.

Transportation Recommendations

Roadway Recommendations

Updates to the 2012 Major Thoroughfare Plan are proposed to create the 2025 Major Thoroughfare Plan shown in Map 11 on the following page. The Major Thoroughfare map has been updated to account for roadways constructed or extended since the map was adopted in 2012, reflect the changes in roadway classifications and show changes in land use patterns and Future Land Use designations that have been identified in this Comprehensive Plan.

The changes are:

- **Schaefer Road/Rocket Lane from FM 78 to Loop 1604** - Upgrade from Minor Arterial to Major Arterial. This section has been expanded from 2- to 4-lane divided, indicating that it is a Major Arterial.
- **Binz Engleman Road from FM 1517 to Loop 1604** - Added to Major Thoroughfare Plan as Major Arterial. This road is partially completed, new proposed alignment connects existing end of Binz Engleman Road to FM 1516 at existing intersection.
- **Crestview Road from FM 1517 to Loop 1604** - Realigned to match existing alignment of Crestview Road and extend to intersect with Loop 1604 at Graytown Road.
- **New Minor Arterial between Crestview Road and Binz Engleman Road** - Added to Major Thoroughfare Plan. This road will increase connectivity in this area and create route redundancy in the case that FM 1516 or Loop 1604 is unavailable.

In addition to changes to the Major Thoroughfare Plan map, it is recommended that the City of Converse adopt more robust definitions of the roadway functional classifications. The City's Code of Ordinances describes the design standards for arterial streets, collector streets and local streets. However, these do not align with the functional classification system used on its Major Thoroughfare Plan map. This decreases understanding between the City of Converse and potential interested stakeholders, including TxDOT, AAMPO, surrounding cities, or private developers. A detailed list of design standards and typical cross sections for major arterials, minor arterials and local streets should be developed to accompany the updated Major Thoroughfare Plan map. Future updates to the Major Thoroughfare Plan map should include the addition of a collector class as lower-class roads that connect local destinations like neighborhoods and parks. A mixed-use street class would also provide a recommended configuration for roads that connect future mixed-use districts in Converse.

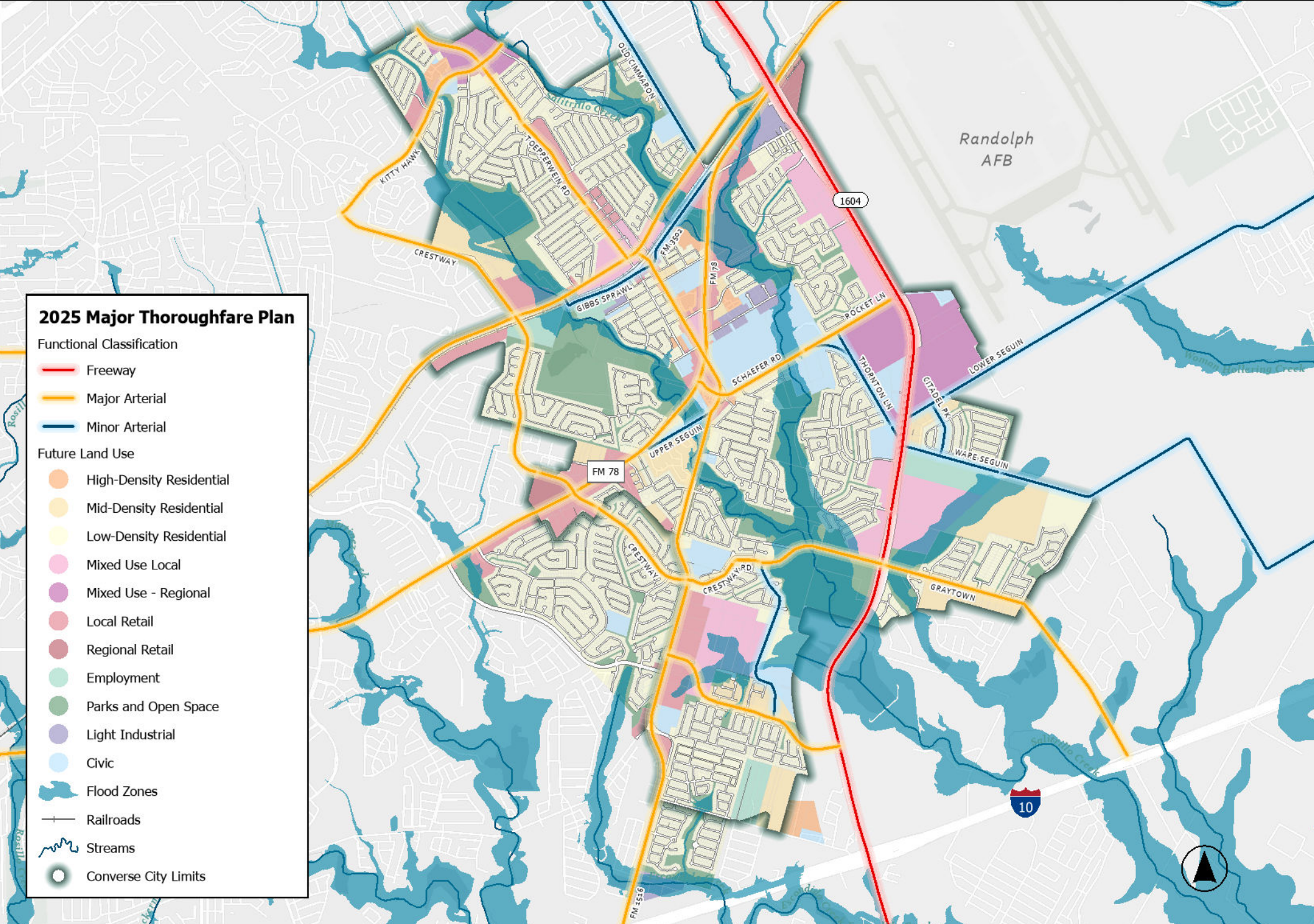
Additionally, the City of Converse should consider adopting typical cross sections that are context-sensitive in order to appropriately serve the various existing and planned land uses within the City. Contextual alternatives help decision makers and transportation design professionals select a street that aligns with the goal in each unique area. These context-sensitive alternatives can vary by lane width, active transportation facility, on-street parking, median width, etc. The Context Sensitive Solutions (CSS) Design Manual, written by the Institute of Transportation Engineers and the

Congress for New Urbanism, provides a guide on how this emerging practice can be implemented during the thoroughfare planning process. Recommended updates to the design standards and typical cross sections are included later in this chapter.

The Proposed Street Maintenance Plan should also be updated to create a list of prioritized projects for when funding becomes more readily available. Pavement condition data can be used to identify areas with maintenance needs, beginning with the most severe issues and the goal of regular preventative maintenance. The plan should be publicly available and updated every 3 to 5 years with new condition data and funding adjustments.

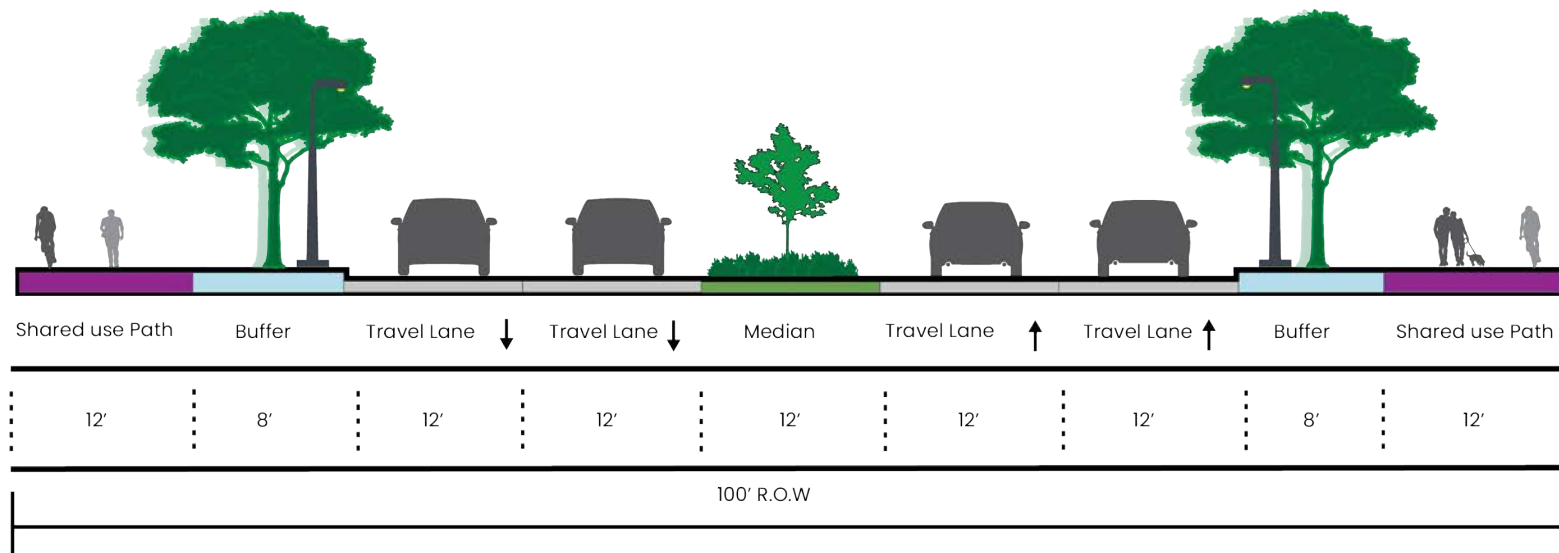
In 2025, the City of Converse was awarded a grant through Safe Streets For All (SS4A), a federal funding program for increasing roadway safety. The grant includes funding to create a Vision Zero Action Plan, with additional funding for demonstration activities. This will help the city identify areas with safety issues and prioritize future roadway improvements.

In reviewing previous transportation studies and planning efforts, it is recommended that the City of Converse complete a comprehensive Master Transportation Plan that analyzes current and projected traffic volumes, crash data, level of service, and other important data to create comprehensive and detailed network recommendations.



Map 11. 2025 Major Thoroughfare Plan

Major Arterial – Typical 100' ROW



Alternative Configurations

- 1a- Five Lane Major Arterial (w/Two Way Left Turn (TWLT))
- 1b- Median Divided Major Arterial (w/Shared-Use Path)
- 1c- Median Divided Major Arterial (w/Bike Lanes & Buffers)
- 1d- Six Lane Major Arterial (w/Median)

Pedestrian Space



Auto Lane



Buffers



TWLT/Island



Shared-Use Path



Protected Bike Lane



Median



Parking

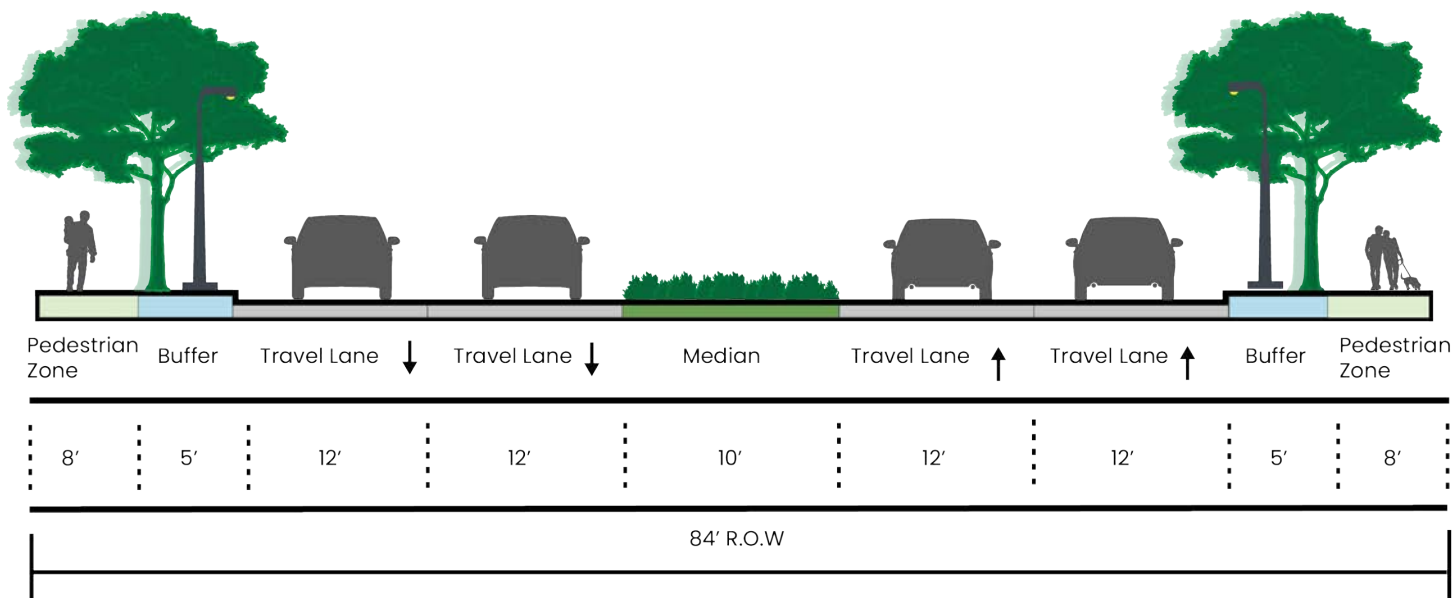


Additional Considerations

- 1a When traffic volumes are greater than 18,000 and ROW is constrained.
- 1b-1c Consider this configuration when traffic volumes are greater than 18,000 and pedestrian accommodations are emphasized. When median is employed accessibility to regional commercial and other services should not be prioritized over throughout.
- 1d Where ADT is greater than 38,000 three lane configuration may be considered.

1a	10'	10'	12'	11'	14'	11'	12'	10'	10'	100' ROW						
1b	12'	8'	12'	12'	12'	12'	12'	8'	12'	100' ROW						
1c	4'	6'	6'	5'	3'	12'	12'	11'	12'	12'	3'	5'	6'	6'	4'	107' ROW
1d	8'	8'	12'	12'	12'	16'	12'	12'	12'	12'	8'	8'	120' ROW			

Minor Arterial – Typical 84' ROW



Alternative Configurations

- 2a- Three Lane Minor Arterial (w/TWLT)
- 2b- Five Lane Minor Arterial (w/TWLT & Shared-Use Path)
- 2c- Five Lane Minor Arterial (w/TWLT & Buffer)

Pedestrian Space



Auto Lane



Buffers



TWLT/Island



Shared-Use Path



Protected Bike Lane



Median



Parking

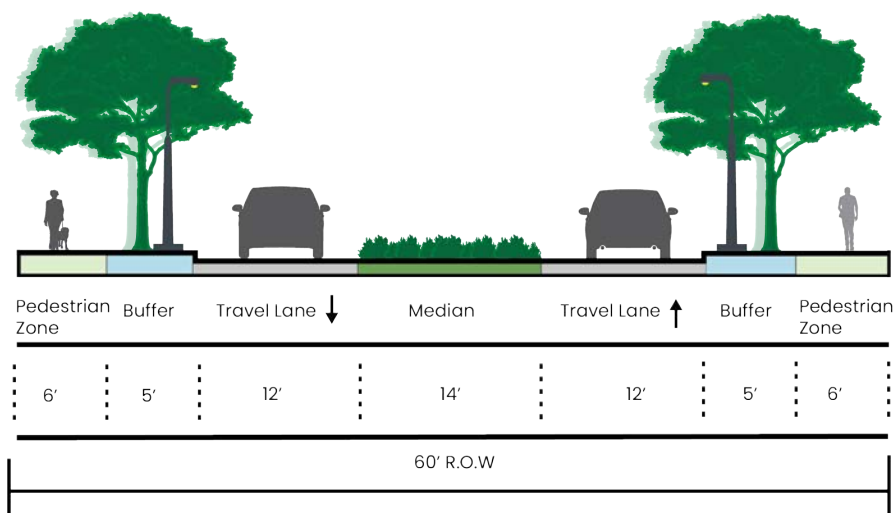


Additional Considerations

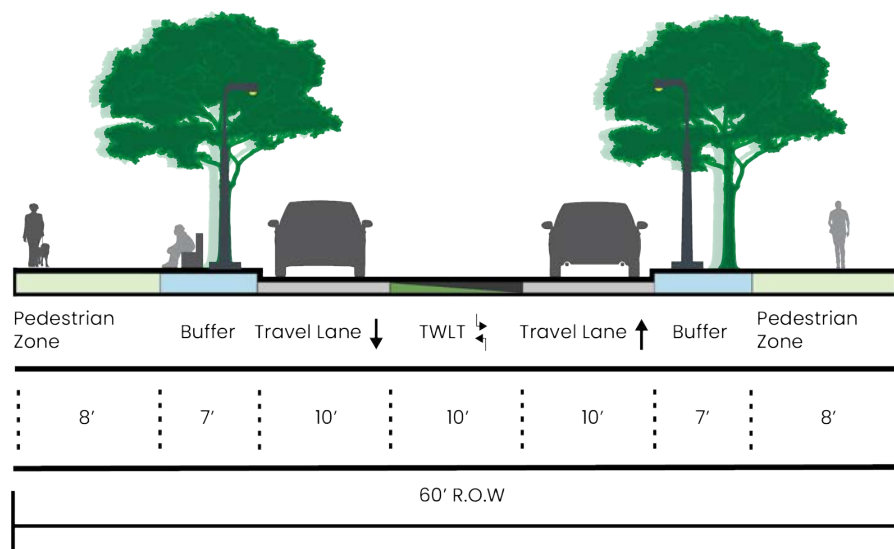
- 2a May consider including single lane arterial where daily traffic volumes per day are between 12,000-18,000 and projected population growth will not be significant in the future.
- 2b In areas where this is high demand for active transportation options may consider a road configuration that includes a shared-use path to enhance pedestrian connectivity to greenspace and reduce pedestrian conflicts with the roadway.
- 2c This configuration may be considered in areas with daily traffic volumes that are greater than 18,000 and significant development growth is expected.

Collector – Typical 60' ROW

3a - Residential Collector



3b - Commercial Collector



A collector street is a type of road that serves as an intermediate link between local streets and arterial roads, providing connectivity within a neighborhood or district and facilitating traffic flow to and from arterial roads. Typically wider than local streets, collectors are designed to handle moderate traffic volumes and provide access to residential, commercial, and industrial areas.

Commercial collectors should be utilized on roads that need to balance throughput with accessibility to commercial land uses. Providing a two-way left turn (TWLT) instead of a landscaped median provides better line of sight and increases the number of access points.

Alternative Configurations

3c- Collector (w/On Street Parking)

3d- Urban Collector (w/Bike Lanes)

3e- Industrial Collector

3c	9'	2'	8'	11'	11'	8'	2'	9'	60' ROW
3d	9'	5'	6'	10'	10'	6'	5'	9'	60' ROW
3e	6'	5'	12'	11'	12'	5'	6'		57' ROW

Pedestrian Space



Auto Lane



Buffers



TWLT/Island



Shared-Use Path



Protected Bike Lane



Median



Parking



Mixed-Use Street – Typical 56' ROW

Mixed-use street sections are integral to creating vibrant, pedestrian-friendly environments in mixed-use districts. These sections are tailored to areas designated for multi-family residences, mixed-use developments, and mid-density infill projects. They prioritize walkability while ensuring adequate parking and reasonable automobile flow.

Key elements of these street sections include on-street parallel parking, 10-foot-wide auto lanes and street trees that separate parking spaces. These features not only enhance the aesthetic appeal of the streets but also serve practical purposes. On-street parking supports local businesses by providing convenient access for customers, while narrower auto lanes help naturally calm traffic, improving safety for pedestrians and cyclists.

Depending on the specific context, alternative design elements can further enhance the streetscape. For retail and commercial areas, landscaped bump-outs between every three to six parking spaces can add greenery and a sense of place. In residential zones, space for trees in landscaped areas or tree grates along the sidewalk can provide shade and improve the overall environment.

Additionally, existing shade trees within building setbacks in residential areas should be preserved and integrated into the streetscape design. These elements collectively contribute to creating inviting, accessible, and sustainable streetscapes that benefit residents, businesses, and visitors alike.

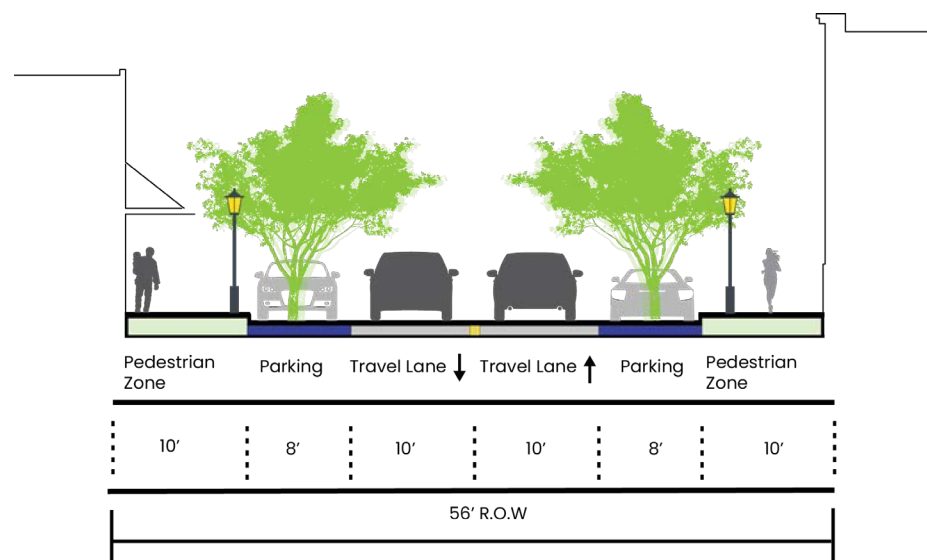
Additional Considerations

5a - 5b May include traffic lanes that are between 10-12' in width, though 10' is preferred for areas where pedestrian accessibility and safety is prioritized.

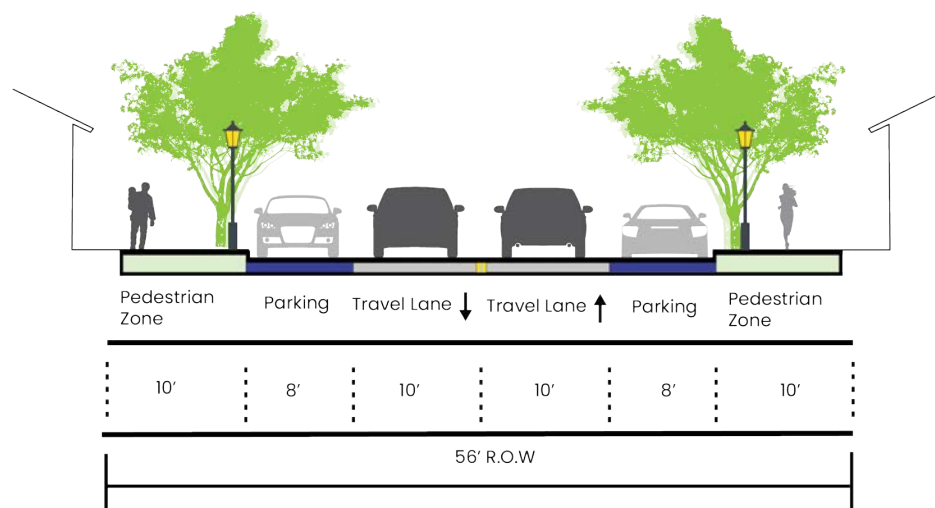
On mixed-use streets, choose the smallest curb radius that can accommodate the design vehicle. In pedestrian oriented areas where safety and walkability are prioritized, smaller actual corner radii are preferred and actual corner radii exceeding 15' should be the exception ¹

¹ Guide, Urban Street Design, and Global Designing Cities Initiative. "National Association of City Transportation Officials (NACTO)." (2013).

5a - Mixed-use Commercial

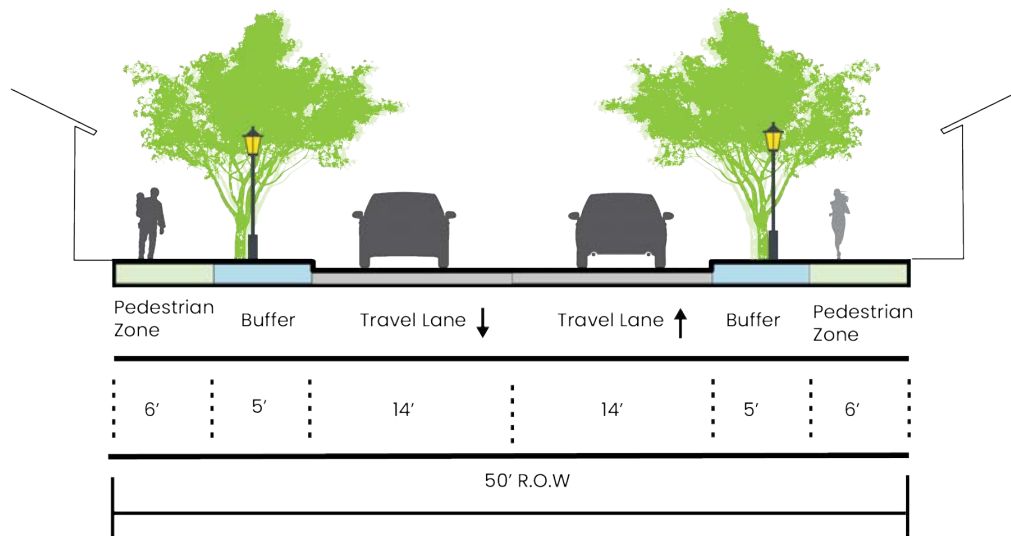


5b - Mixed-use Residential



Local – Typical 50' ROW

The purpose of local roads is to primarily provide access to residential properties, rather than accommodating high-speed throughput. Local streets should be a multi-functional space that prioritizes the needs of all road users, not just vehicles. This type of street is designed to be safe and accessible for pedestrians, cyclists and motorists alike.



Alternative Configurations

6a- On-street Parking Local

6a 6' 5' 8' 14' 14' 8' 5' 6' 66' ROW

Pedestrian Space



Auto Lane



Buffers



TWLT/Island



Shared-Use Path



Protected Bike Lane



Median



Parking



Additional Considerations

- 6a On local streets where on-street parking is permitted the 6a-On-street Parking Local configuration should be utilized.

Pavement markings are not necessary on local streets as these streets are typically designed with a focus on slower speeds and a more relaxed traffic compared to roads with a higher functional classification.

Future Active Transportation Network and Facilities

The existing active transportation conditions within Converse reveal opportunities for increased mobility and connections for cyclists and pedestrians. There are currently no dedicated bike facilities within the City. Several trails provide paths for cyclists and pedestrians and connect key destinations, primarily on the western side of the City. These trails are a valuable resource for active transportation within the City and provide the base of the 2025 Active Transportation Plan shown in Map 12. The Active Transportation Plan is informed by ongoing and planned projects, the Converse Greenway Trail Master Plan, Future Land Use Plan discussed in this Comprehensive Plan and stakeholder/public input.

The City should use the following as best practices when implementing the Active Transportation Plan:

- **Holistic Approach:** Take a comprehensive view of transportation planning that considers the needs of pedestrians, cyclists and motorists. Ensure that active transportation is integrated into broader transportation and land use planning efforts.
- **Data Driven Decisions:** Prioritizing active transportation can often feel daunting as it may be a paradigm shift from an auto-centric planning approach. Therefore, it is important to base planning and implementation decisions on reliable data and evidence, including traffic counts, crash statistics, demographic information, and public input. Use data to identify priority areas for investment and measure the effectiveness of interventions over time.

- **Incremental Implementation:** Start with small-scale, low-cost interventions to test ideas and build momentum. Implement pilot projects or temporary installations to gather feedback and evaluate effectiveness before committing to larger-scale investments.
- **Community Engagement:** Involve community members in the planning, design and implementation process to ensure that projects reflect local priorities and values. Seek input from diverse stakeholders, including residents, businesses, advocacy groups and local government agencies. Education should be a significant portion of engagement efforts as residents may need additional information and context to help elected officials make transportation policy decisions that accomplish the community's vision and goals.
- **Monitoring and Evaluation:** Establish mechanisms for monitoring and evaluating the performance of active transportation projects. Measure indicators such as mode share, safety outcomes, accessibility, and user satisfaction to track progress and inform future decision making.

The Active Transportation Plan identifies proposed dedicated bike facilities and trails, which are intended for both cyclists and pedestrians. Although an integral part of Converse's active transportation network, sidewalks are not included in the Active Transportation Plan. An up-to-date sidewalk inventory and prioritized list of sidewalk projects should be developed. The ADA Transition Plan, which is underway as of 2025, should serve as a guide for the development and implementation of needed sidewalk improvements.



Active Transportation Facility Design Considerations

Designing safe, accessible, and connected active transportation infrastructure requires more than simply adding sidewalks or bike lanes. It involves thoughtful consideration of how people move through and experience the public realm. Best practices emphasize creating facilities that are comfortable for all users, from children walking to school to older adults running errands, and that integrate seamlessly with surrounding land uses and street functions.

Many of these best practices are drawn from national design guides such as the Federal Highway Administration's Small Town and Rural Multimodal Networks Guide, the American Association of State Highway and Transportation Officials' Guide for the Development of Bicycle Facilities, and the National Association of City Transportation Officials' Urban Street Design Guide. These sources emphasize principles of safety, accessibility, and context sensitivity that can be applied to communities of all sizes.

Elements such as sidewalk width, buffer zones, and surface materials play an important role in determining whether facilities are both functional and inviting. Wider sidewalks in commercial areas, for example, support higher pedestrian volumes and outdoor activities like café seating. Adequate buffer zones help separate people on foot from moving vehicles and reduce safety risks. Materials also affect long term maintenance and environmental performance, with permeable options providing opportunities for stormwater management.

Sidewalks

Sidewalks provide a dedicated pedestrian space along streets, separating people from vehicular traffic and ensuring safe, accessible movement. The dimensions of sidewalks can vary widely depending on the land use context and pedestrian demand within an area.

Design Considerations

Width: Generally, within residential areas sidewalks should be no smaller than 5-6 feet at a minimum. In mixed-use or other commercial contexts sidewalks should be 8-12 feet.

Buffer Zone : There should be a minimum of 2-6 feet of separation between a sidewalk and the edge of roadway, using landscaping, street furniture, or parking. This buffer zone should increase significantly as the design speed of a roadway increases to maintain a safe pedestrian environment.

Materials : Concrete is the most commonly accepted material for the construction of sidewalks given its durability. However concrete does not allow for water infiltration and can exacerbate stormwater runoff. Permeable pavement is an alternative that allows for on-site water infiltration, but may cost more in terms of upfront installation and maintenance.



Complete Sidewalk Example

Trails & Shared-Use Paths

Trails and shared-use paths are dedicated off-road facilities for pedestrians, bicyclists, and other non-motorized users. They provide both recreational and transportation benefits, often following natural corridors, parks, or rail lines. These facilities are designed to create safe, comfortable environments away from vehicle traffic and to serve as key connectors between neighborhoods, schools, employment centers, and parks. Shared-use paths and trails frequently incorporate green infrastructure elements like vegetated buffers, bioswales, or permeable surfaces to manage stormwater and enhance the surrounding landscape.

Design Considerations

Width: The standard width of a shared-use path to comfortably and safely accommodate pedestrians and cyclists is 10-14 feet. High-volume areas will often require widths between 12-16 feet to accommodate all users.

Materials : Often asphalt or concrete is preferred in urban settings, but compacted gravel or permeable pavements are commonly used in parks and natural areas.

Lighting and Wayfinding : Pedestrian-scale lighting every 50 feet on urban trails and trail markers every 1/4 - 1/2 mile and at intersections are typically needed as well.

Mode separation : Whenever feasible, it is recommended that pavement markings, such as striped centerlines, are used to separate walking and biking paths to reduce conflicts.

Road Crossing & Intersection Treatments : When trails or paths must cross minor or major arterials, grade-separated crossings are necessary in most cases. When crossing lower volume roads, raised crossings with warning signs, flashing beacons, or signalized controls are recommended.



Shared-Use Path

Bike Lanes

Bike lanes are dedicated on-street facilities that give bicyclists a defined, predictable space within the roadway. They are most effective in corridors where moderate vehicle speeds and volumes make shared travel lanes uncomfortable or unsafe, but full separation is not feasible. Bike lanes work well on collectors and arterials that connect neighborhoods to schools, parks, and commercial destinations, and they provide a cost-effective way to expand bicycle networks using existing roadway space.

Design Considerations

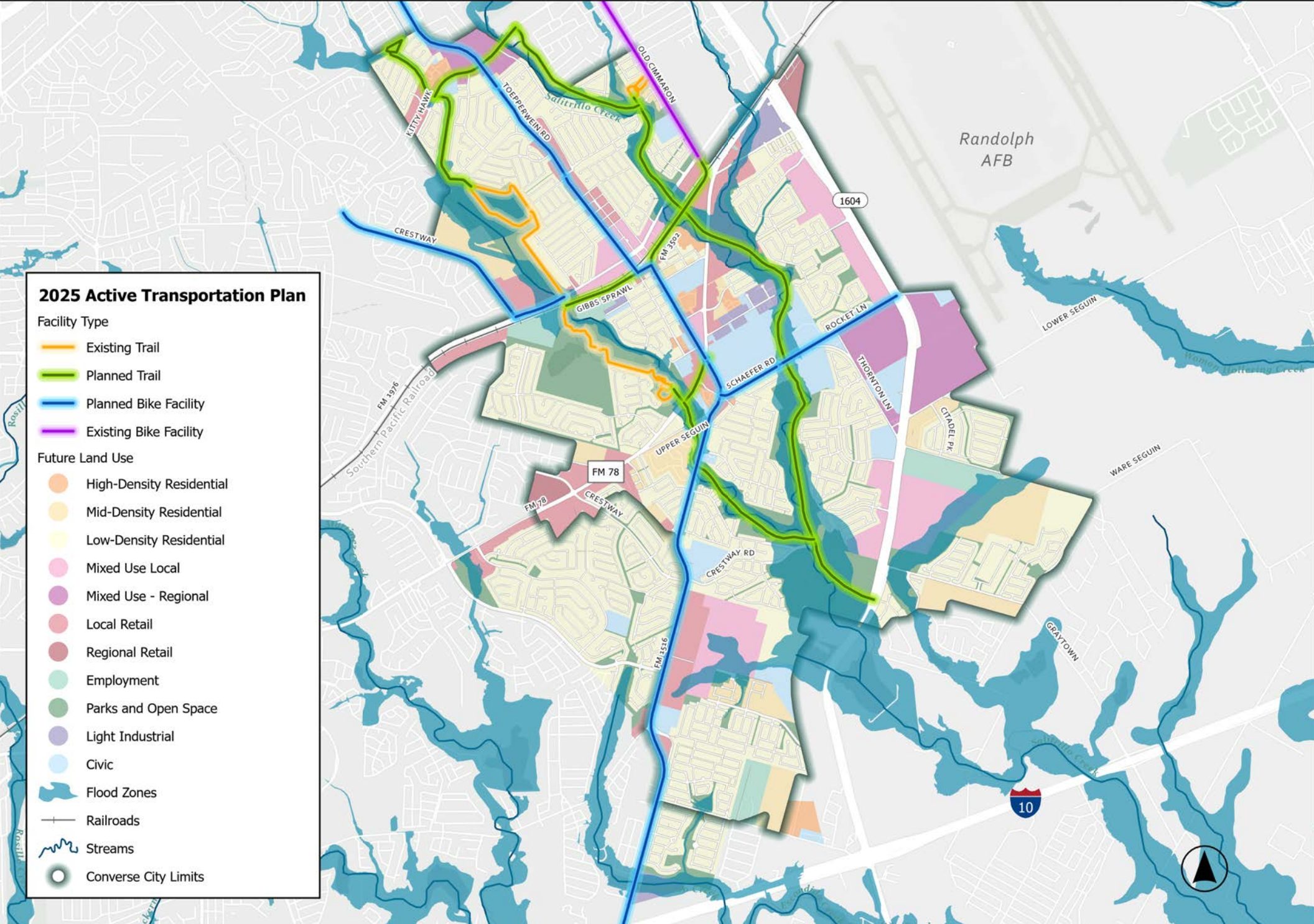
Width: Protected bike lanes with one direction of traffic should be at least 6–7 feet with an additional 3+ feet buffer from travel lanes. If a two-way bike lane is desired, between 8–10 feet should be allocated for travel lanes. Conventional bike lanes with widths of 5–6 feet without a buffer are common but discouraged in most contexts due to potential mode conflicts. Instead, a buffered bike line with bollards is encouraged where right-of-way or budget is constrained.

Road Crossing & Intersection Treatments : Intersection treatments such as green conflict pavement markings and bike boxes are effective methods of reducing conflicts with automobiles. For roadways with significant rights-of-way, median refuge islands for bicycles are encouraged to help bicyclists cross in stages. Additionally, pedestrian controlled hybrid beacons installed at mid-block crossings are another option for crossing high-speed/high-volume roadways.

Materials : In most contexts asphalt is the preferred material for bike lanes due to its low cost, ease of maintenance, and smooth ride. Concrete is also common as well, though it is typically a more expensive option.



Bike Lane



Map 12. 2025 Active Transportation Plan



CONVERSE



CHAPTER 4

INFRASTRUCTURE

& PUBLIC

FACILITIES



Infrastructure & Public Facilities

Infrastructure systems and public facilities serve as the physical backbone of a community, providing not only for the basic needs of the community but also the support structure for successful city administration and quality of life.

Simply put, the elements of the desired community vision, development patterns, economic development, and community connections and identity in this Plan are not possible without appropriate infrastructure and facilities planning and implementation.

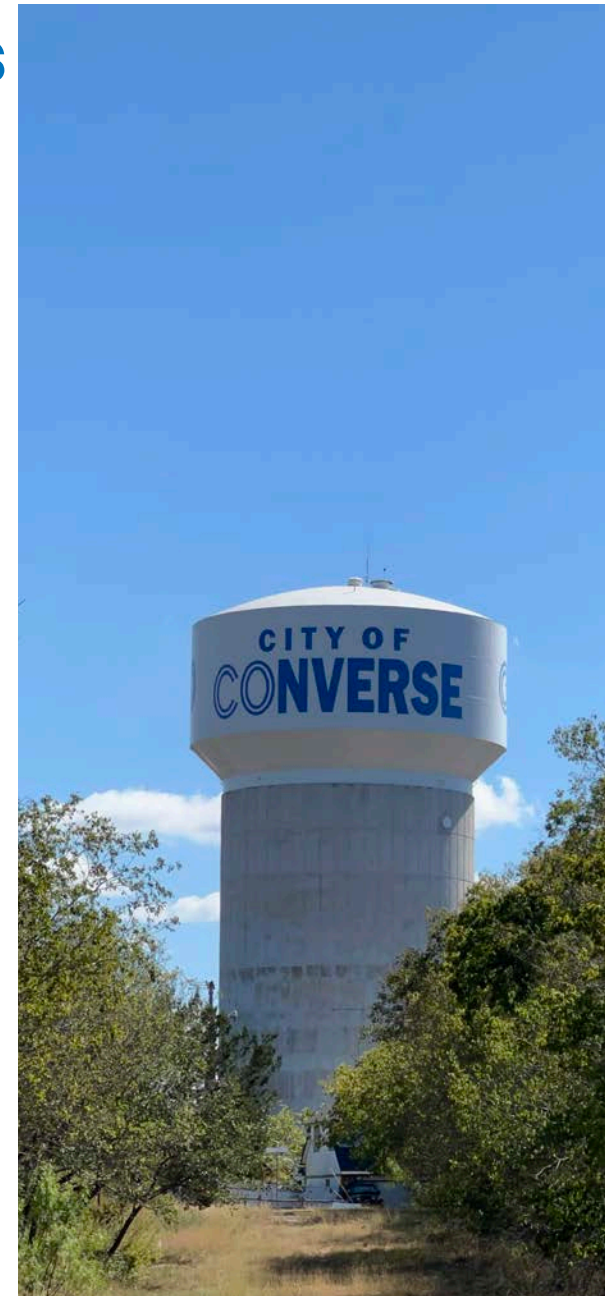
Furthermore, the design, timing and placement of infrastructure and facilities can profoundly shape the outcomes for each of these elements listed above.

The City's infrastructure consists of several systems, including transportation (discussed in Chapter 3), communications, utilities, water, wastewater, and drainage. Facilities take on a variety of forms - from public safety facilities like police stations to places of community gathering, like libraries, city halls and recreational centers. Information from this Plan, such as the Future Land Use Plan found in Chapter 2, serve as a basis for planning these various systems and facilities.

The subsequent sections of this chapter are as follows:

- Why infrastructure & Public Facilities Matters
- Public Facilities
- Facilities & Community Resilience
- Public Safety
- Water
- Wastewater
- Stormwater
- Environmental
- Infrastructure Planning & Coordination

By aligning infrastructure and public facilities with the community's long-term vision, anticipated growth, and evolving needs, the City can ensure that investments provide not only essential services but also enhance resilience, quality of life, and equitable development. Coordinated planning across systems helps maximize efficiency, reduce costs, and limit disruptions, while also creating opportunities to reinforce community identity and civic pride. In this way, infrastructure and facilities serve as more than functional assets—they become catalysts to help shape the community's future in lasting and meaningful ways.



Why Infrastructure & Public Services Matters

Regulatory, financial, and governance structure typically lead to each infrastructure system and each public facility being placed into separately-managed silos. However, solving many of today's challenges often requires breaking down barriers between these silos, with the added benefit that a holistic view introduces transformational opportunities to accomplish multiple goals in an efficient, cost-effective and even expedited manner. This view is imperative to building the momentum and coalitions that are critical for a City with stretched resources in seeking to achieve the community's vision. By linking infrastructure and public facilities planning directly to the Big Ideas as seen in Chapter 1, the City can position these critical systems to do more than serve functional needs and advance the broader vision for Converse's future.

Strengthening Community Resilience

Infrastructure and facilities are fundamental to resilience. Investments in water, wastewater, stormwater, and other systems that prioritize efficiency and redundancy reduce vulnerability to flooding, drought, and system failures. Well-designed public safety and emergency facilities also improve the City's ability to respond to natural disasters and public health events. Taken together, these investments provide stability for residents and reduce long-term financial burdens.

Creating Vibrant Community Spaces

Public facilities and shared spaces provide more than basic services; they shape how residents connect with one another and how the community expresses its identity. Libraries, recreation centers, parks, and civic buildings contribute to a sense of place while supporting cultural, educational, and social activities. When designed with character and programmed to meet local needs, these spaces strengthen civic pride and reinforce Converse's unique identity.

Utilizing Economic Vitality for Infrastructure

Infrastructure and facilities are essential to supporting growth. Reliable infrastructure systems enable quality development, while public facilities such as libraries, recreation centers, and civic buildings contribute to community services and overall quality of life. Fiscally sustainable infrastructure choices also help protect the property tax base and create a foundation for stable economic growth.

Expanding Local Experiences

Local experiences are made possible by the systems and facilities that support them. Reliable utilities and drainage support businesses and entertainment venues, while coordinated investments in corridors and neighborhood centers make it easier for residents to reach shops, dining, and cultural activities. These systems turn local destinations into practical, accessible parts of daily life.



Converse City Hall

Public Facilities

Senior Center

A city-operated facility serving adults 55 and older, located at 405 S. Seguin Road. It offers activities like exercise, arts and crafts, bingo, movies, karaoke, tech classes and social programs.

Fire Stations

The Converse Fire Department operates two stations, Station 1 at 602 Toepperwein Road and Station 2 at 8425 Thornton Lane, providing fire protection and emergency medical services. Together they handle thousands of calls annually and maintain a Class 1 ISO rating.

Converse Public Library

Located at 601 S. Seguin Road, the public library offers a wide array of services including free library cards for residents, e-books and audiobooks, public computers, and a large selection of reading materials.

Converse City Annex

The Converse City Annex consists of City Hall, Water Big Department, Police Department, and Municipal Court located at 406 S. Seguin Road.

Public Works

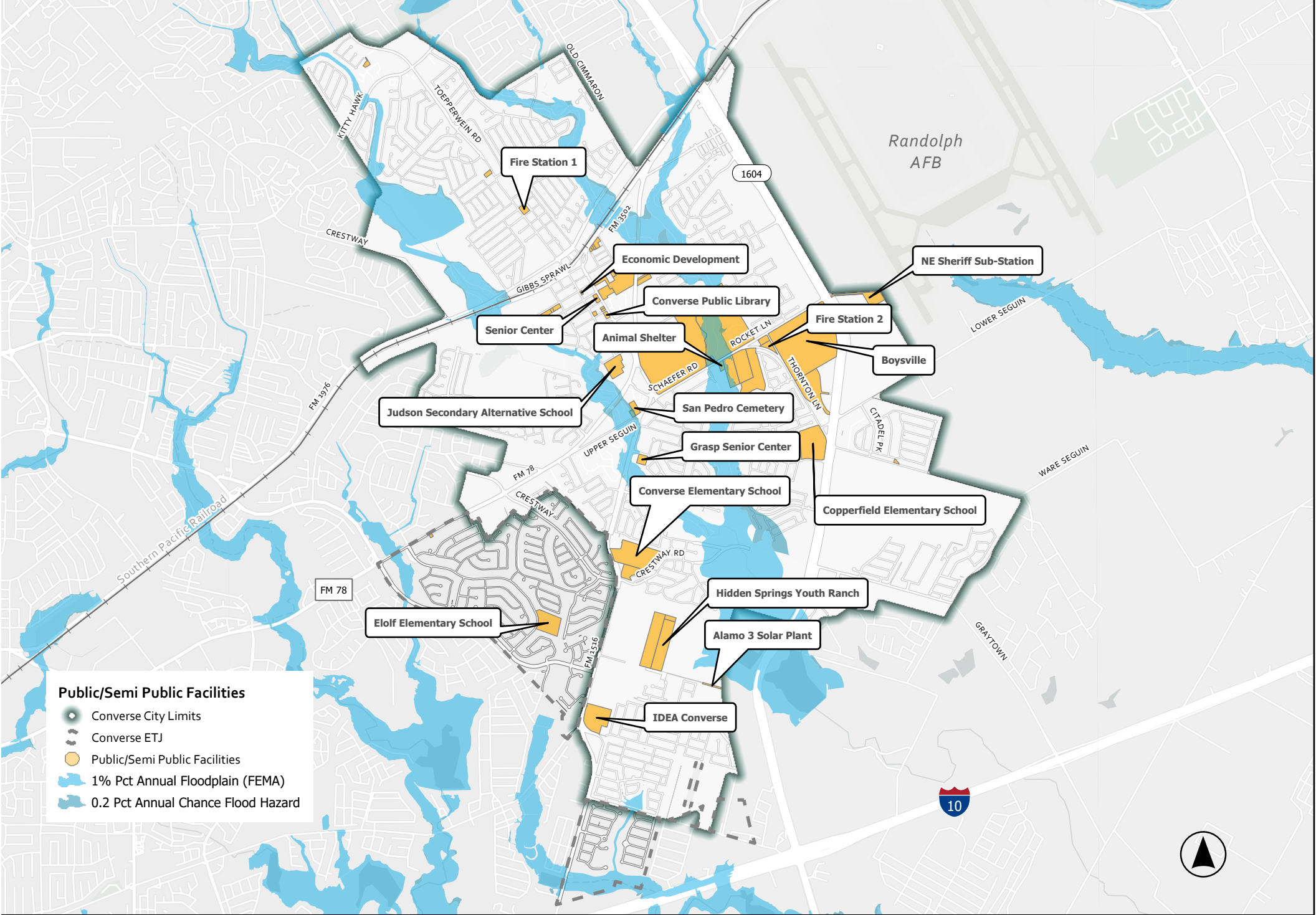
The public works department handles street maintenance, traffic control devices, parks, grounds, stormwater management and related service. The building is located at 5160 Martinez.

Converse Animal Shelter

Located at 8755 FM 1516, the animal shelter provides care for stray and impounded animals, enforces animal-related laws, conducts outreach, and adoption.



Converse Public Library



Public Facilities & Community Resilience

When Converse plans new public facilities, resilience and hazard mitigation must be central to design and siting decisions. The City faces risks from flash flooding, severe thunderstorms, tornadoes, drought, and extreme heat, along with the potential impacts of nearby rail infrastructure. Ensuring that public facilities remain safe, functional and able to serve residents during these events strengthens both the community's capacity to respond and its long-term quality of life.

Key considerations that the City may want to consider when planning public facilities include:

- Given the prevalence of localized flooding in Bexar County, all new public facilities should undergo a flood risk assessment. Facilities should be located and elevated to reduce vulnerability, with a preference for sites outside of flood-prone areas and designed in coordination with City drainage improvements.
- Backup power systems should be incorporated into essential facilities such as police, fire and emergency shelters. Natural gas generators or alternative fuel sources can help maintain operations during grid outages.
- Buildings should be constructed or retrofitted to withstand high winds, hail and severe storm events common to the region. This may include reinforced roofing, impact-resistant glazing and structural design standards that exceed basic code requirements.
- Facilities should be designed with insulation, weatherization and efficient HVAC systems to withstand winter freezes and prolonged summer heat. Designating certain facilities as cooling centers or warming shelters provides critical relief during extreme temperature events.
- Core government facilities should be equipped with resilient IT systems, redundant communications and emergency operation protocols to ensure essential services continue during disruptions.

- Being adjacent to freight rail activity, siting new public facilities at safe distances from these lines can minimize risks associated with derailments or hazardous material spills.
- Select community facilities, such as recreation centers or libraries, can be designed or retrofitted to serve as resilience hubs - safe, hardened spaces where residents can access information, shelter, charging stations, and basic services during emergencies.



Converse Senior Center

Public Safety

Insurance Services Office (ISO) Rating

Public facility design and City planning directly influence the ISO rating that insurers use to gauge fire-protection quality. A community's ISO rating depends on where fire stations are located, the level of equipment and staffing, response times, and whether hydrants and water mains deliver adequate flow and pressure.

Strategic fire station placement is important in facility and urban planning, because the street network that surrounds a station ultimately governs how quickly crews can reach an emergency. Compact, mixed-use development patterns shorten travel distances and help meet ISO's preferred response window, while sprawling, low-density neighborhoods lengthen routes and stretch resources.

Converse is recognized with an ISO Class 1 rating, the highest classification available. This achievement reflects the City's investment in fire protection facilities, equipment, staffing, training, communications and water infrastructure. The Class 1 rating provides tangible benefits for Converse residents and businesses, including reduced insurance premiums, improved emergency response times, and lower risks of property loss.

To maintain and build upon this distinction, Converse should continue to emphasize:

- **Fire Department Enhancements (50% of the score)**
 - Sustain adequate staffing and firefighter training.
 - Maintain and upgrade firefighting equipment and apparatus.
 - Ensure optimal distribution of fire stations to reduce response times.

- **Water Supply Improvements (40% of the score)**
 - Maintain a robust water distribution system to ensure adequate flow and pressure.
 - Expand the number and upkeep of hydrants across the City.
- **Emergency Communications (10% of the score)**
 - Upgrade dispatch systems for rapid and efficient response.
 - Ensure redundancy and reliability in communication infrastructure.
- **Community Risk Reduction (Up to 5.5% bonus)**
 - Expand Fire safety education and outreach programs.
 - Conduct regular code inspections and enforcement.
 - Continue prevention activities that reduce risks before emergencies occur.



Fire Station #2



Flooded Street in San Mateo County

National Flood Insurance Program (NFIP) and Community Rating System (CRS)

The NFIP, established under the 1968 National Flood Insurance Act, was created to reduce the growing cost of flood losses nationwide. Communities that participate in the NFIP agree to adopt and enforce flood-resistant building standards, particularly within mapped Special Flood Hazard Areas, in exchange for access to federally backed flood insurance policies. Converse is a participant in the NFIP, which allows property owners to purchase federally supported flood insurance and ensures that new development follows standards designed to reduce future flood damage.

While Converse participates in the NFIP, it is not currently enrolled in FEMA's CRS. The CRS program rewards communities that go beyond NFIP minimum requirements by providing discounted flood insurance premiums to property owners. CRS points are earned through activities such as enhanced floodplain mapping, stormwater and drainage improvements, open space preservation and expanded public outreach.

Although not a current CRS community, Converse could benefit from adopting CRS-aligned practices. Actions such as elevating critical facilities above the 500-year flood elevation, preserving open space along flood-prone corridors like Salitrillo Creek, and expanding floodplain education and outreach would both reduce long-term flood risk and lay the groundwork for CRS participation in the future. If pursued, CRS enrollment could provide residents and businesses with direct financial savings on insurance while further strengthening citywide resilience.

Going forward, all new or renovated public facilities in Converse should continue to meet NFIP requirements and, where feasible, integrate CRS best practices. Doing so will safeguard public investments, reduce hazard exposure and leave the door open for future CRS enrollment.

Water & Wastewater

Existing Systems

The City of Converse owns and operates a water distribution system providing treated water to approximately 9,000 customers. The City's existing water system consists of a 90 mile network of pipelines ranging from 2 to 16-inches in diameter. The City supplies water via four wells in the Edwards aquifer with a total capacity of 8,500 acre-feet per year (ac-ft/yr). The City also purchases 500 ac-ft/yr of treated water from the Canyon Regional Water Authority (CRWA) from Lake Dunlap Water Treatment Plant and Wells Ranch. In addition to the ground water wells, the City also operates two high service pump stations with a total pumping capacity of 3,550 gallons per minute (gpm) to hold pressure on the system by pumping to three elevated storage tanks with 2.15 million gallons (MG) of total elevated storage. The City also has two ground storage tanks for a total system storage capacity of 3.5 MG.

The City of Converse also owns and operates a wastewater collection system that conveys customer flows to a treatment facility. The City's existing wastewater system consists of 74 miles of pipelines ranging from 4 to 18-inches in diameter and five lift stations. The City's wastewater is treated at the Salitrillo Creek Wastewater Treatment Plan owned and operated by San Antonio River Authority (SARA).

Population Growth and Future Land Use

The City of Converse is expected to continue growing over the next decade. To anticipate and project the growth in water and wastewater connections, it is important to understand how the City's population has grown in the past. Historical growth patterns and average growth rates can provide further understanding as to how the population is expected to increase and affect a water or wastewater systems capacity. Table 5 to the right shows the past 15 years of historical population growth for the City of Converse. The City has experienced an average annually compounding growth rate of approximately 3% over the last 15-years. There is ample developable area for future growth within the existing water and wastewater service areas even though the City is landlocked with no potential for expansion.

Table 5. Historical Population Growth

Year	Population	Annual Compounding Growth Rate
2010	21,761	-
2011	22,,421	3.03%
2012	23,164	3.31%
2013	23,808	2.78%
2014	24,589	3.28%
2015	25,548	3.90%
2016	26,290	2.90%
2017	26,944	2.49%
2018	27,641	2.59%
2019	28,171	1.92%
2020	27,864	-1.09%
2021	28,695	2.98%
2022	29,663	3.37%
2023	30,455	2.67%
2024	31,400	3.10%
Average		2.66%
4-year Average		3.03%

Stormwater

Stormwater and Land Use

When pursuing economic development through land development and redevelopment, it is important to consider mitigation strategies alongside other planning measures to ensure a well-rounded approach to urban growth. While new projects can boost local economies and enhance community amenities, they often bring unintended environmental consequences that, if ignored, may undermine long-term prosperity.

Stormwater mitigation techniques such as green infrastructure, permeable pavements, and restored wetlands, combined with traditional infrastructure investments, can help preserve natural ecosystem functions, manage runoff, and protect water quality.

This balanced approach not only protects vulnerable waterways and neighborhoods from flooding and pollution but also strengthens community resilience. It ensures that economic gains are sustainable and do not come at the expense of environmental health or quality of life.

Thoughtful mitigation is therefore an essential part of responsible development, aligning growth with stewardship for future generations. The following table highlights some of the benefits of development along with the tradeoffs in stormwater impacts and how they can be addressed.

Infrastructure improvements required to support the proposed land use patterns.

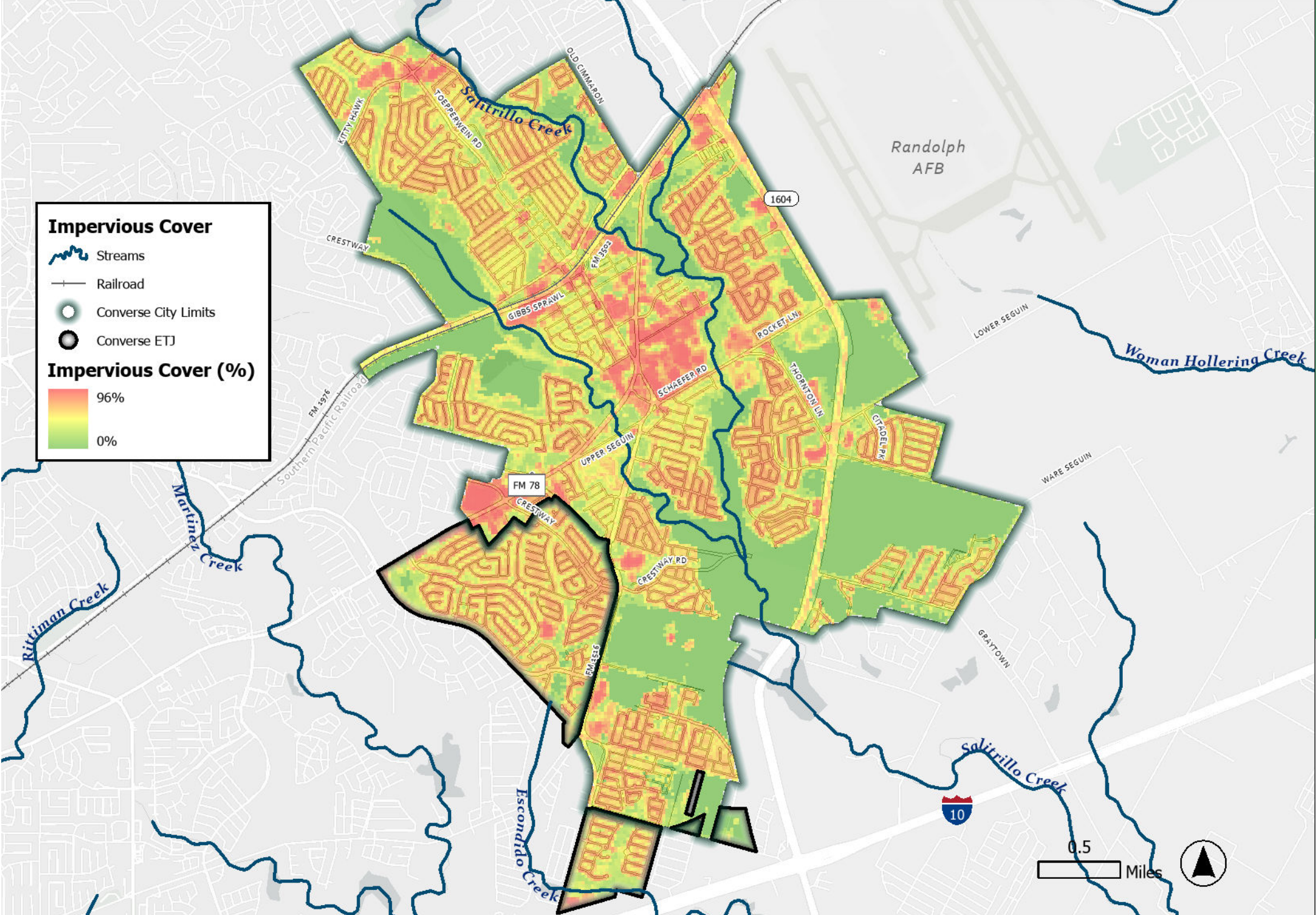
As impervious surfaces expand with urban development such as roads, parking lots, rooftops, and other paved areas, stormwater management becomes more complex and requires targeted infrastructure upgrades. Existing drainage systems may need to be retrofitted or enlarged to handle higher volumes and faster runoff caused by reduced natural infiltration. This might include installing larger or additional storm sewers, enhanced culverts, and upgraded detention or retention basins to reduce peak flows and minimize downstream flooding risks.

It is also important to study potential impacts on floodplains when planning future growth areas. Understanding how increased runoff may affect floodplain boundaries and inundation levels helps ensure new development does not inadvertently heighten flood risks or harm important natural habitats. Applying this knowledge to land use decisions can help guide the placement of new infrastructure and residential or commercial zones away from flood prone areas, fostering safer and more sustainable communities.

In tandem with traditional gray infrastructure, investments in green solutions such as bioswales, rain gardens, and tree canopy expansion can help absorb and filter runoff, relieving pressure on conventional systems. Regulations for stormwater treatment may also need to be updated to address higher pollutant loads and ensure water quality standards are upheld as urbanization increases.

Smart infrastructure, such as real time monitoring sensors and adaptive management technologies, can provide early warnings for potential overflow events and allow resources to be allocated more efficiently during storms. Maintenance programs will also need to expand to keep systems working effectively, especially as sediment and debris from intensified urban activity put extra strain on existing capacities.

Map 21 to the right shows the balance of impervious versus pervious cover in the City of Converse using National Land Cover Data (NLCD). Much of the area along Salitrillo and Escondido Creek(s) has less impervious surfaces, which is ideal for the floodplain area. Many of the areas with the highest impervious cover percentages are the commercial nodes and corridors with large parking surfaces and roadways. Some larger commercial developments have on-site stormwater detention facilities.



Map 14. Impervious Cover

Table 6. Stormwater Impacts vs. Increased Land Development with Mitigation Strategies

Aspect	Benefits of Increased Development	Stormwater Impacts/Tradeoffs	Mitigation Strategies
Economic Growth	Expands local economy; increases tax revenues	Higher costs for stormwater infrastructure and flood protection	Establish stormwater utility fees; link growth to infrastructure investments
Housing & Infrastructure	Provides more housing options and commercial space	Increased impervious cover reduces infiltration and increases runoff	Use permeable pavements, green roofs, and rain gardens
Transportation	Expands roadway network and improves connectivity	Roads add impervious surfaces, generate runoff, and transport pollutants	Install vegetated swales, infiltration trenches, and permeable shoulders
Environmental Quality	Opportunity to include parks and planned green spaces in development	Loss of natural vegetation and wetlands that absorb and filter stormwater	Protect riparian buffers; require open space or green space set-asides
Water Quality	None – development provides no direct benefit	Runoff carries oil, fertilizer, and heavy metals into streams	Install bioretention cells, filter strips, and constructed wetlands
Water Supply	None – development does not increase supply	Increased runoff and peak flows stress water systems and can worsen localized flooding	Build detention/retention basins; integrate reuse, recharge, and Low Impact Development (LID) practices
Groundwater Recharge	None – development provides no direct benefit	Reduced infiltration lowers groundwater levels	Promote infiltration basins, pervious surfaces, and aquifer recharge projects
Stream Health	None – development provides no direct benefit	Streambank erosion, habitat loss, and channel degradation from higher flows	Stabilize streambanks and restore riparian vegetation
Urban Heat Island	Higher density can justify investment in cooling green infrastructure	Impervious cover traps heat, warms stormwater, and degrades ecosystems	Increase tree canopy, use reflective materials, and install green roofs
Maintenance Costs	Larger tax base can support long-term system upkeep	Ongoing maintenance of stormwater facilities adds financial burden	Adopt asset management plans; incentivize private property retrofits

Environmental

The 2050 Future Land Use Plan shows a balanced mix of residential, commercial, industrial, and mixed-use areas that reflect regional growth trends and local priorities. As the community expands, new development will place added pressure on natural systems, particularly Salitrillo Creek and its tributaries. Protecting these corridors is important for managing flood risk, preserving water quality and habitat, and supporting recreational opportunities.

While the FLUP emphasizes compact development and strategic use of infrastructure, additional impervious cover from rooftops, streets, and parking lots will increase stormwater runoff and pollutant loading. To balance growth with watershed protection, Converse should consider the following approaches:

- **Waterway Setbacks and Buffers:** Establish minimum setbacks—such as 100 feet along Salitrillo Creek and 50 feet along smaller tributaries—to protect riparian vegetation, preserve floodplain functions, and improve water quality. Where buffers are degraded, require restoration with native riparian plantings.
- **Impervious Cover Limits:** Apply thresholds for impervious surfaces near creeks to maintain infiltration, protect baseflow, and limit runoff impacts.
- **Green Infrastructure:** Incorporate bioswales, permeable pavements, and detention basins into subdivision standards to improve stormwater quality before it reaches waterways.
- **Floodplain Protection:** Discourage development within the 100-year floodplain to reduce future flood risks in low-lying neighborhoods.
- **Monitoring:** Establish water quality monitoring and storm event sampling to track creek health and inform adaptive management strategies.
- **Salitrillo Creek Greenway:** Expand the trail and greenway system along Salitrillo Creek to serve as both a recreational amenity and a natural floodway buffer.



Biofiltration Basin in San Marcos, Tx

Infrastructure Planning & Coordination

As Converse grows, the City's ability to deliver reliable, affordable, and sustainable utility services will depend on proactive infrastructure planning and close coordination with land use decisions. Water, wastewater, electric, and telecommunications systems must be maintained and expanded in a way that both supports new development and protects the City's long-term fiscal health. The following strategies outline how Converse can align infrastructure planning with community growth.

Active Infrastructure Planning

As Converse continues to grow, steady pressure will be placed on water, wastewater, and other utility networks. At present, the City does not have formal Water or Wastewater Master Plans in place. Developing these plans will be a critical next step to test growth scenarios, identify system vulnerabilities, and schedule future plant expansions and line replacements before they create service challenges. Establishing a proactive planning framework will also allow Converse to begin design work ahead of the Texas Commission on Environmental Quality's (TCEQ) 75 percent "planning" threshold, helping the City avoid permitting delays and supply chain constraints as new subdivisions or businesses come online.

Integration of Utility Master Plans

Utility systems perform best when they are planned and managed together. By assigning condition and criticality scores to infrastructure, the City can direct investments toward assets that pose the highest risks to public health and essential services. Regularly updating system models and testing scenarios during subdivision review gives staff the tools to negotiate cost-sharing, phase improvements, and align service delivery with development timelines.

Coordination with the Future Land Use Plan

Utility planning must remain closely aligned with Converse's Future Land Use Plan. Changes in land use designations—whether increasing residential density, adding mixed-use centers, or expanding industrial districts—should be reflected in utility models and, when necessary, incorporated into updated construction schedules. This coordination helps provide utility infrastructure that is prepared to serve new growth efficiently and sustainably.

Compact Development and Fiscal Health

Land use decisions directly shape long-term utility costs. Encouraging infill development, mixed-use projects, and well-connected street grids increases the number of service connections, reduces per-unit maintenance expenses, and strengthens fee revenue. Promoting compact, fiscally responsible development patterns will help Converse keep rates affordable, sustain reliable service, and ensure that investments in water and wastewater infrastructure remain viable well into the future.



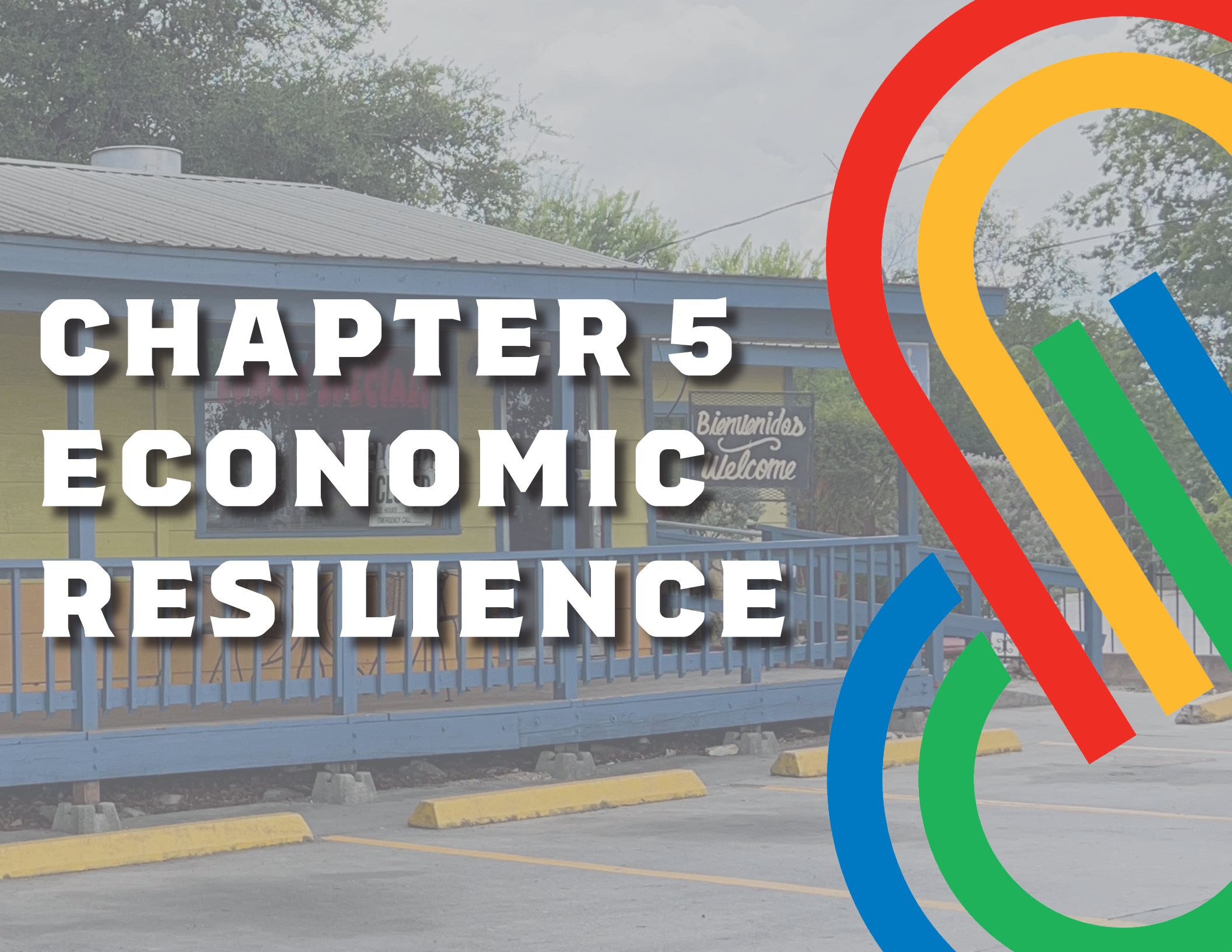
Converse Water Storage Tank



Additional
Parking
In
Rear

MADE TORTILLAS!
MACHOS, TORTAS
SOPES, HUARACHES
AND MORE...





CHAPTER 5

ECONOMIC

RESILIENCE

Economic Resilience

This section is intended to identify key issues and trends that will assist in aligning future land use planning, economic development initiatives, and long-term fiscal sustainability. Communities across the San Antonio region face challenges in managing growth, and Converse is no exception. Like many suburban cities, Converse has limited capacity to influence the timing and character of growth through annexation, which creates both opportunities and constraints as the City works to provide infrastructure and maintain quality services while keeping tax rates affordable.

Future land use policies and economic development strategies that are too restrictive could limit Converse's ability to respond to unforeseen opportunities that may ultimately benefit the community. A central challenge facing Converse, as with many communities, is balancing near-term development pressures with longer-term goals such as tax base diversification, locally owned business growth, and recruitment of employers that provide stable jobs.

Because this is a comprehensive plan, the focus is on equipping Converse to make informed decisions about land use and economic development that are consistent with community priorities. This plan considers the interplay between fiscal health, land use efficiency, and the capacity of infrastructure to serve new development. The Converse Economic Development Corporation has emphasized the importance of business retention and expansion while also seeking to attract new investment to the community.

Economic development is also a cornerstone of resilience. A strong, diverse, and inclusive economy provides the resources and adaptability needed to face disruptions and support recovery. Communities with a healthy mix of industries, locally owned businesses, and workforce opportunities are better positioned to absorb economic shocks, such as job losses or supply chain interruptions, without affecting the core stability of the City.

This analysis builds on those efforts by identifying the most significant land use and economic development trends shaping Converse's future. The findings summarized here provide the foundation for the Comprehensive Plan and the Future Land Use Map, ensuring that Converse is well positioned to manage growth in a way that supports community character, fiscal responsibility, and economic opportunity.

The subsequent sections of this chapter are as follows:

- Why Economic Resilience Matters
- Current Economic Development initiatives
- Socio-economic Analysis
- Future Demand Analysis
- Recommendations



Small Pad Commercial Converse

Why Economic Resilience Matters

Economic resilience is about how well Converse can handle change and keep moving forward. As the community grows, the City has to balance household needs, business opportunities, and long-term costs. A resilient economy means residents have access to jobs, businesses can adapt, and the City can deliver the services people rely on without overextending its resources.

Supporting Local Prosperity

Local businesses and jobs are the backbone of Converse's economy. When residents can find work close to home and businesses have room to grow, the City benefits from a stronger tax base and households benefit from more stability. Supporting prosperity at the local level helps keep money circulating in the community.

Diversifying Opportunities

Communities that depend on a single industry or type of business can be more vulnerable to downturns. By encouraging a mix of retail, service, industrial, and knowledge economy jobs, Converse can create more options for residents and reduce the risk of major disruptions.

Growth and Mobility

A resilient economy depends on how people and goods move. When businesses are well connected to neighborhoods, roads, and transit options, it's easier for residents to reach jobs and for businesses to reach customers. Aligning growth with mobility and land use reduces costs for the City and creates a stronger foundation for long-term economic activity.

Investing in Workforce and Skills

Economic resilience is not just about attracting jobs but also about preparing residents to fill them. Building partnerships with schools, training programs, and regional employers ensures the local workforce has the skills to adapt as industries change. A flexible workforce makes the community more competitive and more resilient to disruption.

Strengthening Overall Resilience

Economic stability supports other parts of community resilience. A strong economy generates tax revenue to fund police, fire, and parks. It creates local jobs that reduce commuting stress and environmental impacts. It also gives the City options for reinvestment in infrastructure and other quality of life improvements.



Healthy Main Street Example

Current Economic Development Initiatives

Economic development activity in Converse is coordinated through the City and the Converse Economic Development Corporation (EDC), with support from regional and state partners. These efforts are intended to guide both near-term business recruitment and long-term fiscal sustainability. As population growth continues in Bexar County, Converse faces the challenge of expanding its local employment base while ensuring that land use decisions align with infrastructure capacity and community priorities. The City's role is largely centered on land use regulation, infrastructure provision, and policy direction, while the EDC focuses on business recruitment, retention, and support for local enterprises. Regional and county partners provide additional resources such as workforce development programs, site selection support, and financial incentives. Together, these entities form the framework through which Converse manages economic development and evaluates opportunities for investment.

Local economic development efforts are supported by the Converse Economic Development Corporation (EDC) and several other partner organizations.:

- City of Converse
- Bexar County
- Bexar County Economic & Community Development
- Greater SATX Regional Partnerships

FY 2023–2024 Work Plan

This plan lays out the City's priorities for the year, with a focus on economic development and community investment. It includes efforts to bring quality jobs to Converse, support existing businesses, and ensure new development is backed by the right infrastructure. Marketing and communications are also a part of the plan, aimed at raising the City's profile and showing that Converse is ready for investment.

SizeUp Converse

SizeUp Converse gives local businesses access to market research tools that are often out of reach for small firms. Business owners can use it to compare their performance to similar companies, identify competitors, and find opportunities to reach new customers. Overall, this initiative helps reduce the barrier to entry for small businesses looking to invest in Converse.

Business Resources & Support

Converse provides support across many areas of business activity, including financing, marketing, and data tools, as well as assistance with permits, licensing, zoning, and codes. Services also cover business planning, product development, technical assistance, and legal support. In addition, the City offers programs for minority-, woman-, and veteran-owned businesses and invests in workforce training and education.



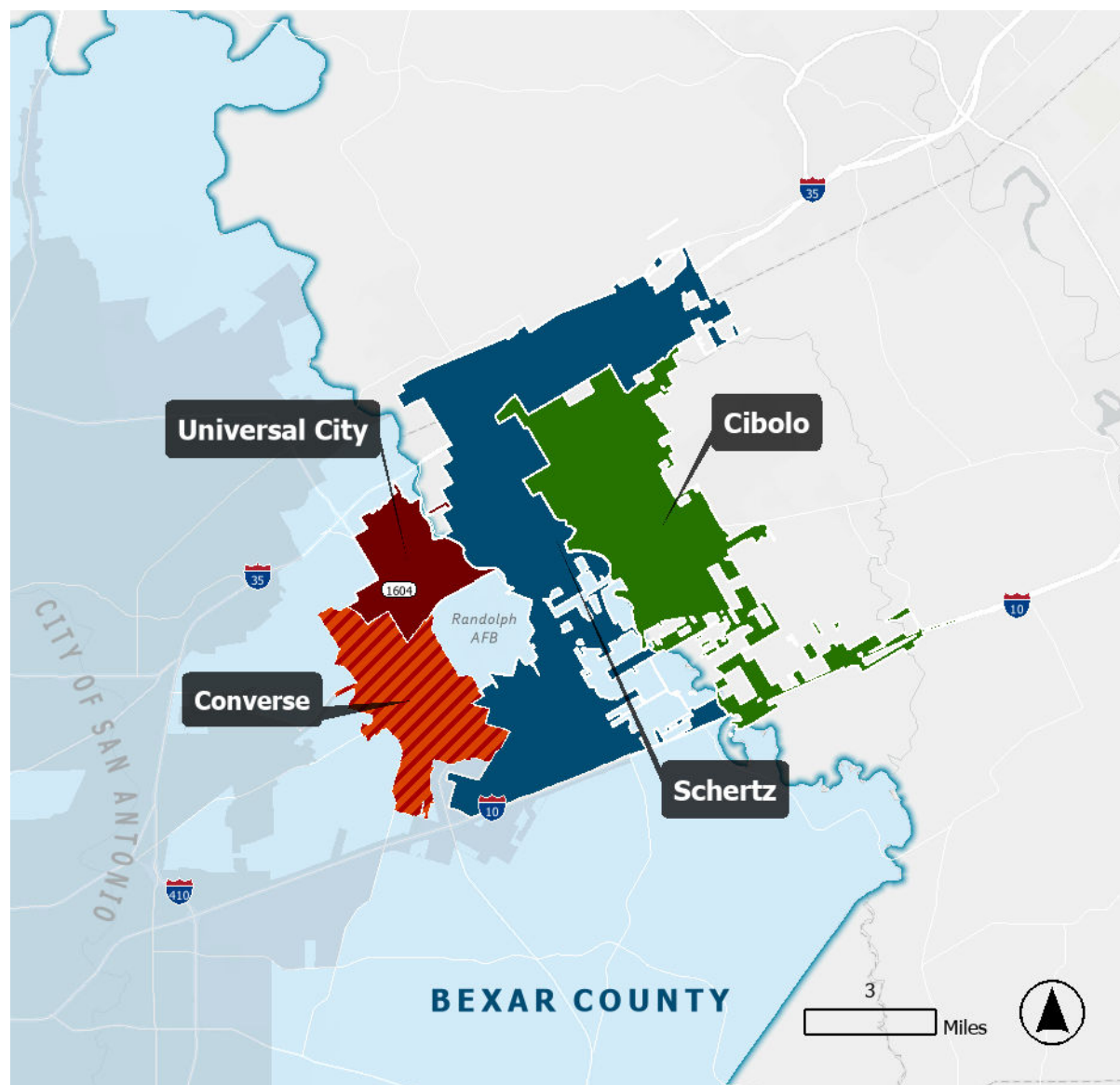
Northeast Lakeview College

Comparison Geographies

This analysis uses a set of nearby communities to provide context for Converse's economic position and growth patterns. In addition to Converse, the comparison geographies include Universal City, Schertz, and Cibolo.

These cities share proximity to Randolph Air Force Base and are part of the same northeast Bexar County growth corridor between I10 and I35, making them useful benchmarks for evaluating economic resilience and competitiveness.

Looking beyond the immediate area, Bexar County and the broader San Antonio metropolitan region are also used in certain comparisons. These geographies provide perspective on countywide and regional trends, while helping highlight how Converse's performance fits within the larger market. These comparison geographies provide a balanced picture of Converse's role in the region and create a framework for evaluating how the City's economy is performing relative to its peers.



Map 15. Converse and Comparison Geographies

Socio Economic Analysis

The City of Converse has established itself as a suburban community that combines affordability with accessibility, making it an attractive destination for both families and businesses. TxDOT's planned improvements to Loop 1604 between FM 78 and Interstate 10 will further strengthen Converse's connectivity within the San Antonio region. At the same time, the Converse Economic Development Corporation (Converse EDC) is working to diversify the local economy and attract new quality-of-life projects. The Socioeconomic Analysis examines key demographic and economic trends in Converse and Bexar County, offering insights that will guide the city toward a stronger, more sustainable future.

Population

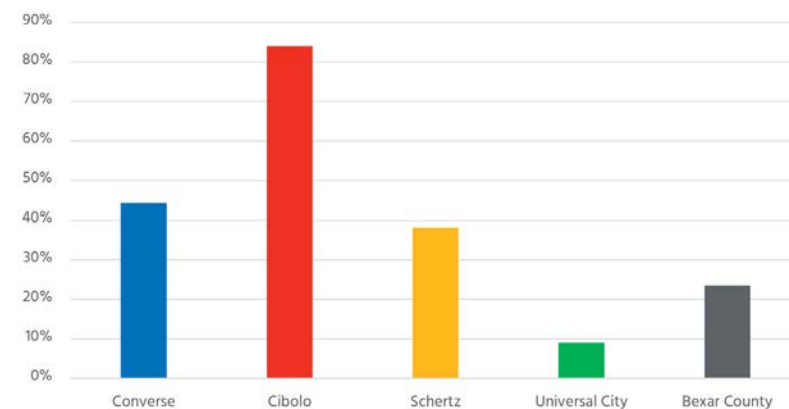
The City of Converse is one of the most populous cities in Bexar County. Since 2010, Converse's population has increased by 14.6 percent, adding more than 9,600 new residents. The 2024 population estimate for Converse is 31,400 residents. Converse has consistently represented roughly 1.5 percent of Bexar County's overall population. As a point of reference, Bexar County's population expanded by 23.5 percent over this period. Converse's population growth is above the city of Schertz but well behind the much faster growing city of Cibolo.

Over the next five years, ESRI projects that Converse will add about 1,000 new residents, reflecting a compound annual growth rate of roughly 0.58 percent. By 2030, the City's population is expected to surpass 33,000. Even at this moderate pace, continued growth will generate increased demand for local goods and services.

Age

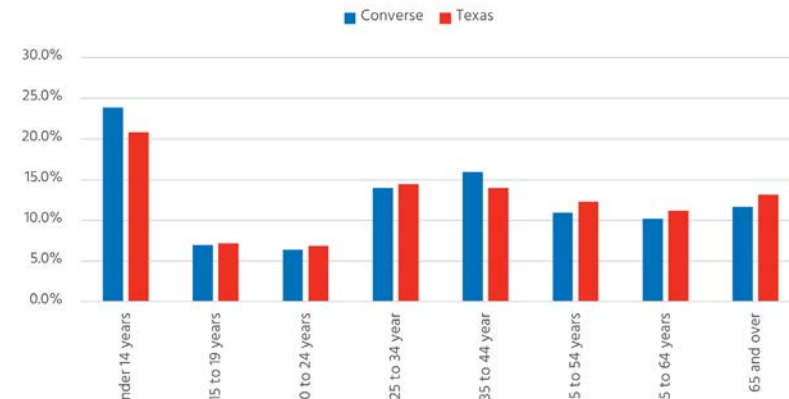
Converse's age distribution closely mirrors that of Bexar County; however, it has a slightly higher proportion of residents under the age of 14. As of the most recent data, individuals in this age group comprise approximately 23.9 percent of Converse's population, compared to 20.7 percent for Bexar County. The City's median age is 33.9 years, significantly younger than the Texas median of 35.5 years. The age distribution in Converse has remained relatively stable over the past decade, suggesting sustained appeal as a location for young families.

Figure 11. Population Growth Rates (2010 to 2024)

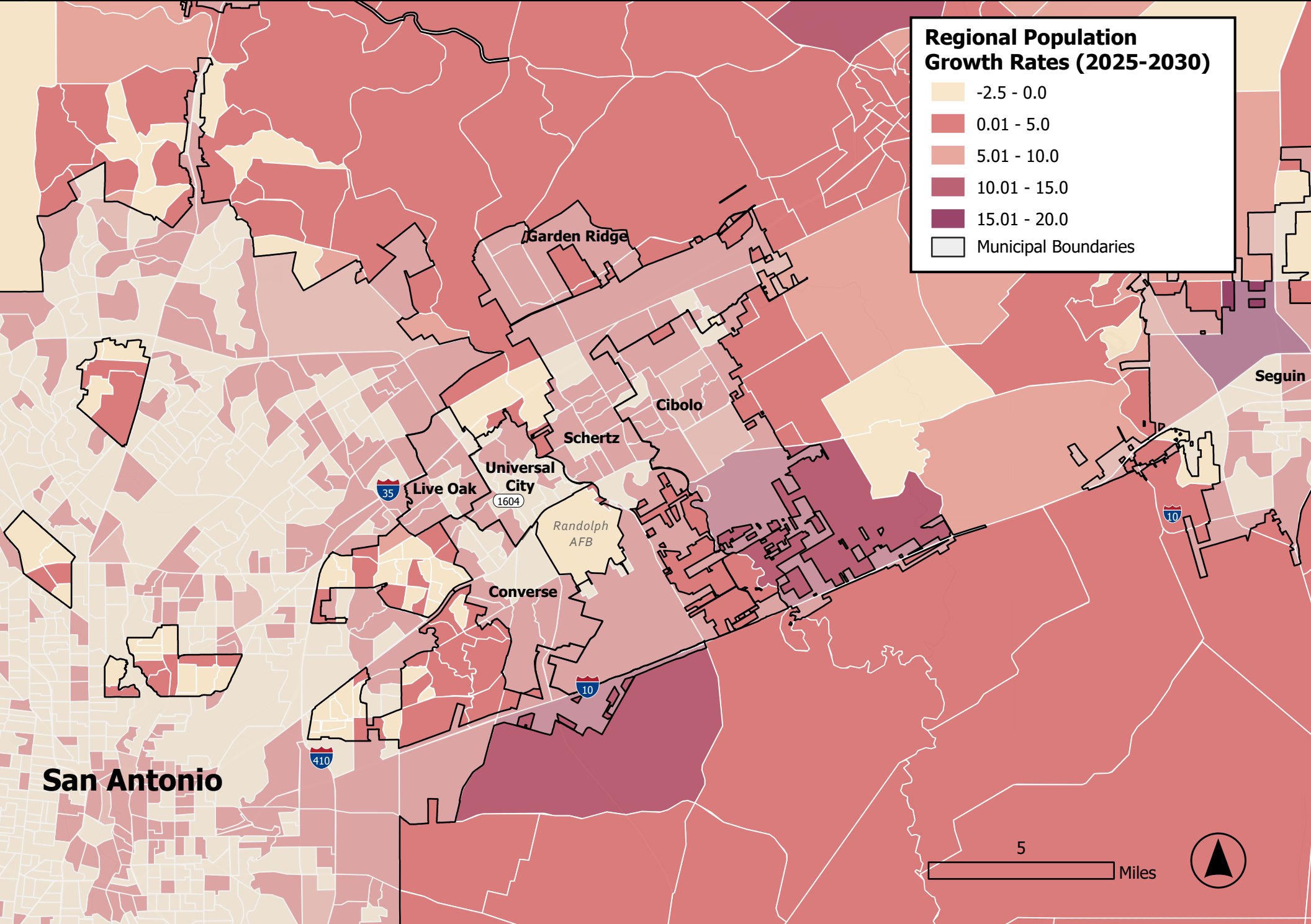


Source: U.S. Census Bureau

Figure 12. Age Distribution (2023)



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

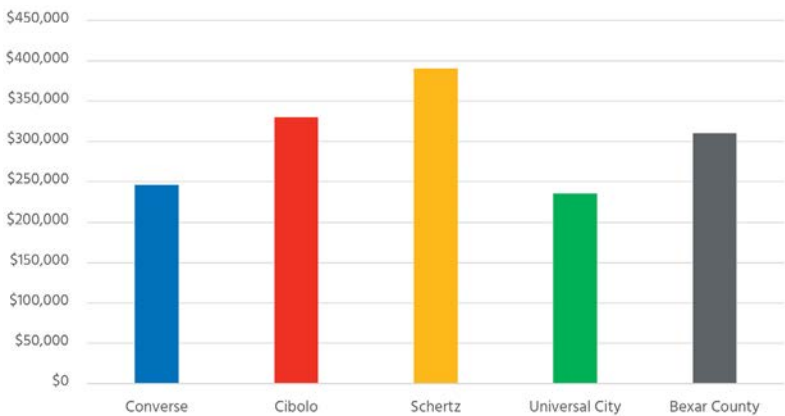


Residential Real Estate

New single-family housing developments in Converse have generally tracked with population growth. Since 2010, the city has issued building permits for approximately 228 new single-family units per year. Over the past five years, the average construction value for these homes has been \$170,000. Market data from Redfin indicates that the median home sales price in Converse has declined significantly from over \$300,000 in 2022 to approximately \$250,000 in 2025. Much of this decline can be attributed to the increase in mortgage interest rates.

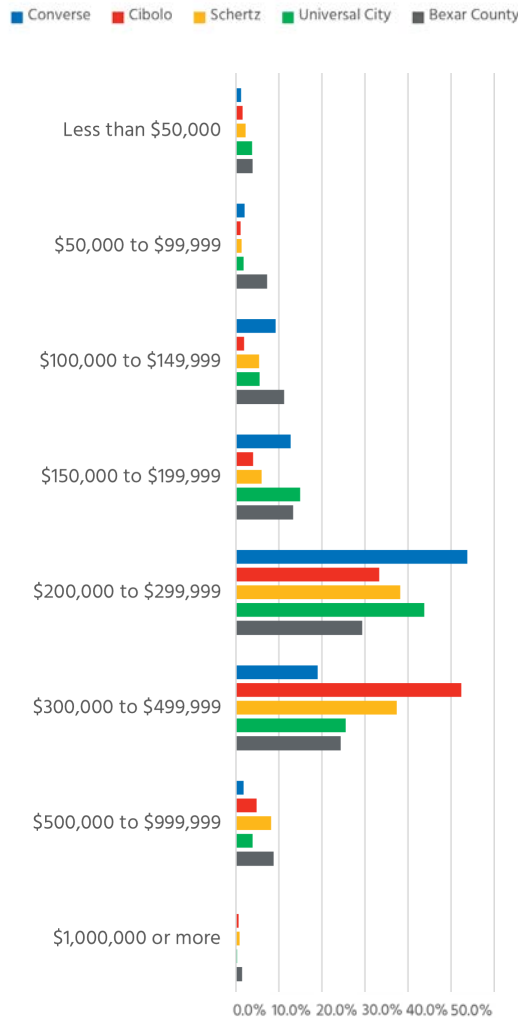
Converse’s housing remains relatively affordable compared to peer communities in the region. However, over 87.0 percent of the housing stock in Converse is single-family detached homes. About 25.0 percent of homes are renter-occupied versus 40.9 percent for Bexar County. Relative to regional peer communities, Converse has a shortage of homes costing over \$300,000. Looking forward, Converse should continue to be an affordable location within the San Antonio region.

Figure 13. Regional Median Home Sales Price (July 2025)



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Figure 14. Value of Owner-Occupied Housing Units (2023)



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Labor Force Participation

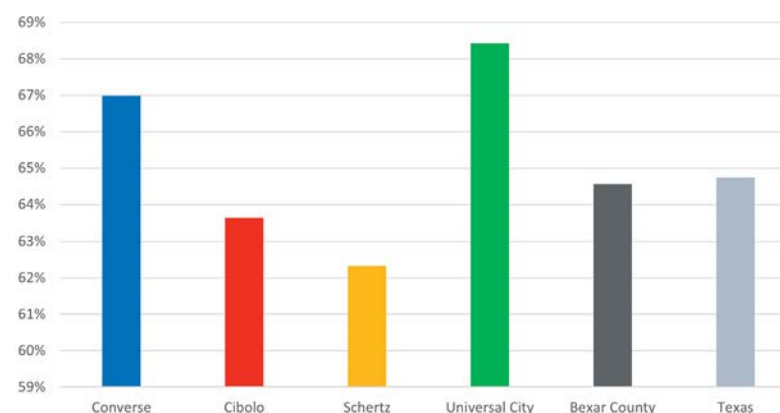
The number of Converse residents in the labor force has increased over the past decade at a faster pace than overall population growth. According to the Texas Workforce Commission, 15,211 Converse residents were active in the labor force in 2024.

The City's unemployment rate stood at 4.1 percent, well below the peak rate of 8.3 percent in 2010. With a substantial portion of the population under the age of 19, Converse possesses a sizable long-term labor pool. Realizing this potential, however, will depend on the availability of quality employment opportunities and targeted workforce development initiatives to equip future workers with the necessary skills.

Another metric used to evaluate the health of a labor market is the share of local jobs held by residents. This can be evaluated using two statistics: 1) the % of Converse residents who work in the city and 2) the % of overall jobs in the city held by Converse residents. In 2023, less than 20.0 percent of Converse residents indicated they worked at a job within their place of residence. This implies about 11,000 residents commute outside the city each day for work.

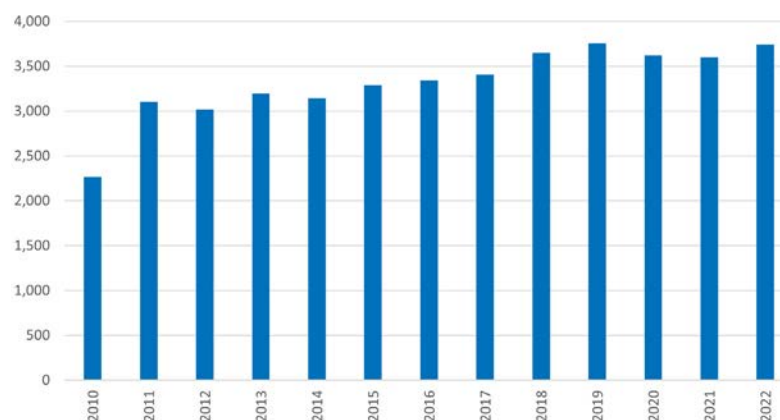
Based on data from the US Census Bureau LEHD program, 90.0 percent of employees at Converse-based businesses (or 3,000 workers) commute to the city each day for work. This indicates Converse-based businesses can draw upon a regional labor market without overly relying on existing residents. An economic development opportunity for Converse is to better align the skill sets of its residents with the needs of the businesses choosing to locate in the City.

Figure 15. Percentage of Working Age Residents in the Civilian Labor Force (16 Years and Over) (2023)



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Figure 16. Total Jobs Based in Converse



Source: U.S. Census Bureau - Longitudinal Employer-Household Dynamics

Employment

Where Residents Work

According to U.S. Census data for full-time workers aged 16 and over, about 25 percent of Converse residents are employed in the Educational Services, Health Care, and Social Assistance sector. This concentration is expected given the presence of the Judson Independent School District.

The local workforce is also well represented in higher-wage industries such as Professional, Scientific, and Technical Services, Finance and Insurance. By contrast, Converse residents appear to be underrepresented in the Manufacturing and Construction sectors. About 500 residents or 3.4 percent of the total Converse labor force reported working for the armed forces. Looking forward, Converse has an opportunity to create development sites tailored to the industry sectors in which its residents are employed.

In 2023, 13.1 percent of Converse residents worked from home. This is a similar percentage to the averages for Bexar County and several peer cities. Although the COVID-19 pandemic accelerated the shift toward remote work, particularly in rural and suburban communities, the trend has begun to reverse as more employers mandate partial returns to the workplace.

Figure 17. Full time, Year-Round Civilian Employed Population 16 years and over by Industry

Industry	Converse	Bexar County	Texas
Agriculture, forestry, fishing and hunting, and mining	0.4%	1.0%	2.7%
Construction	4.8%	8.5%	9.1%
Manufacturing	7.7%	6.5%	10.0%
Wholesale trade	2.1%	2.2%	2.9%
Retail trade	14.6%	10.3%	9.6%
Transportation and warehousing, and utilities	7.4%	5.5%	6.9%
Information	2.8%	1.8%	1.7%
Finance and insurance, and real estate and rental and leasing	8.5%	10.4%	7.9%
Professional, scientific, and management, and administrative and waste management services	10.8%	13.0%	12.9%
Educational services, and health care and social assistance	23.8%	23.5%	21.2%
Arts, entertainment, and recreation, and accommodation and food services	4.8%	7.4%	5.7%
Other services, except public administration	3.9%	4.1%	4.2%
Public administration	8.4%	5.9%	5.0%

Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Converse Based Employment

Total employment at businesses located within Converse has grown steadily over the past decade. As of 2022, Converse-based employers supported approximately 3,700 jobs. Between 2012 and 2022, local businesses added an estimated 725 new jobs, representing a growth rate of 32.0 percent. This rate of job growth has outpaced the City's overall population growth during the same period, indicating a strengthening local employment base and increasing economic activity within the city limits.

A location quotient (LQ) is an analytical statistic that measures a region's industrial specialization relative to the United States. An LQ is computed as an industry's share of total regional employment divided by the industry's share of the national total employment. Using employment data from ESRI, it was possible to compute Converse's LQ. Converse has relatively strong concentrations in Retail Trade; Transportation & Warehousing; Educational Services; and Food Services & Drinking Places.

Figure 18. Converse Industry Clusters Location Quotient (2024)

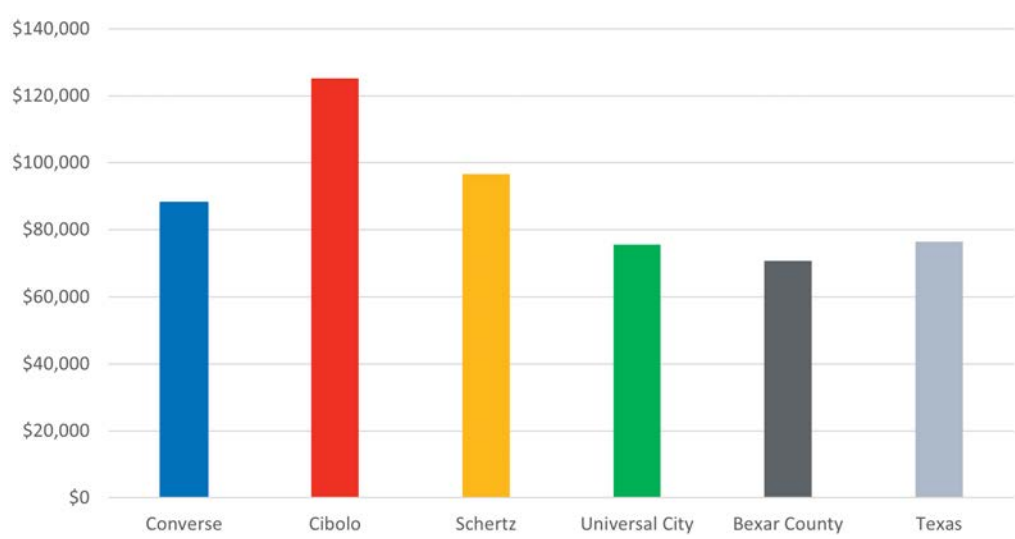
Description	Location Quotient
Agriculture, Forestry, Fishing & Hunting	0.00
Mining	0.04
Utilities	0.00
Construction	1.01
Manufacturing	0.59
Wholesale Trade	0.73
Retail Trade	2.23
Transportation & Warehousing	1.12
Information	0.33
Finance & Insurance	0.34
Real Estate, Rental & Leasing	0.89
Professional, Scientific & Tech Services	0.30
Management of Companies & Enterprises	0.00
Administrative, Support & Waste Management Services	0.35
Educational Services	1.62
Health Care & Social Assistance	0.69
Arts, Entertainment & Recreation	0.84
Accommodation & Food Services	1.29
Accommodation	0.00
Food Services & Drinking Places	1.49
Other Services	1.06
Public Administration	0.60

Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Wages & Income

Similar to other communities in northern Bexar County, Converse’s wage and income levels remain above countywide averages. In 2023, the City’s median household income was about \$88,000, compared to \$76,300 for Texas as a whole. Converse’s per capita income, however, was \$35,311 – below the statewide average of \$39,446. Taken together, wage, income, and unemployment statistics point to Converse as a stable community where residents earn wages broadly in line with regional averages.

Figure 19. Median Household Income (2023)

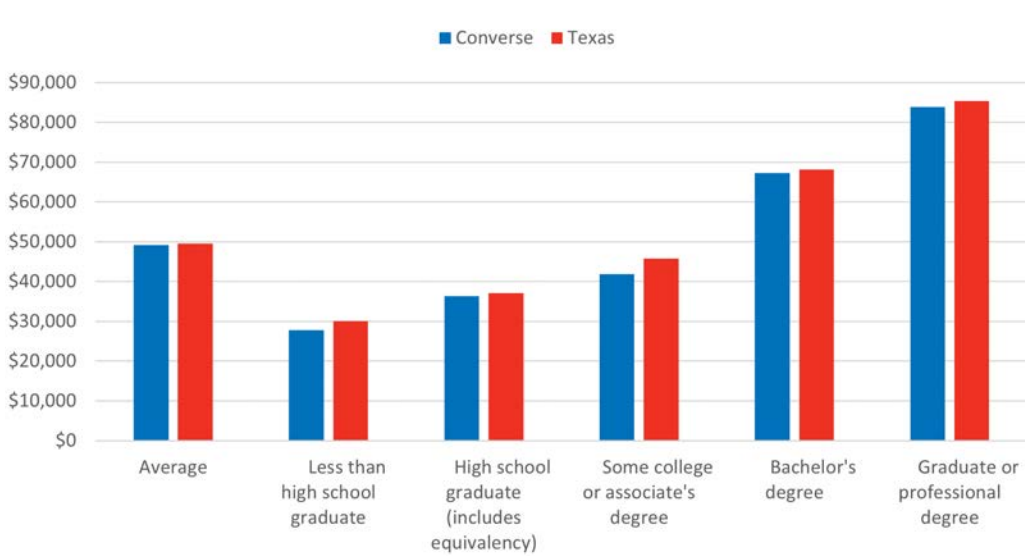


Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates



Attainable Multi-family Housing Converse

Figure 20. Converse Median Earnings by Educational Attainment (2023)



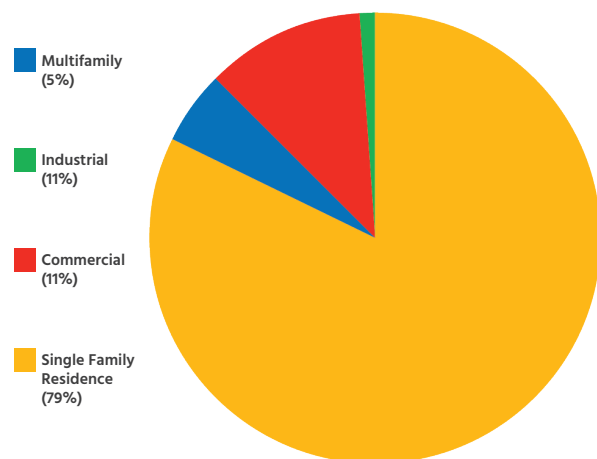
Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Tax Revenue

The General Fund serves as the primary operating fund for the City of Converse, supporting essential municipal services and accounting for all financial resources not assigned to other specific funds. For Fiscal Year 2025, General Fund revenues should be approximately \$20.0 million. Property taxes represent approximately 47.0 percent of the General Fund's budgeted revenues. Sales tax accounts for 29.8 percent of the General Fund, making it the second-largest revenue source. Converse will need to aggressively recruit new property and sales tax generators to expand General Fund resources.

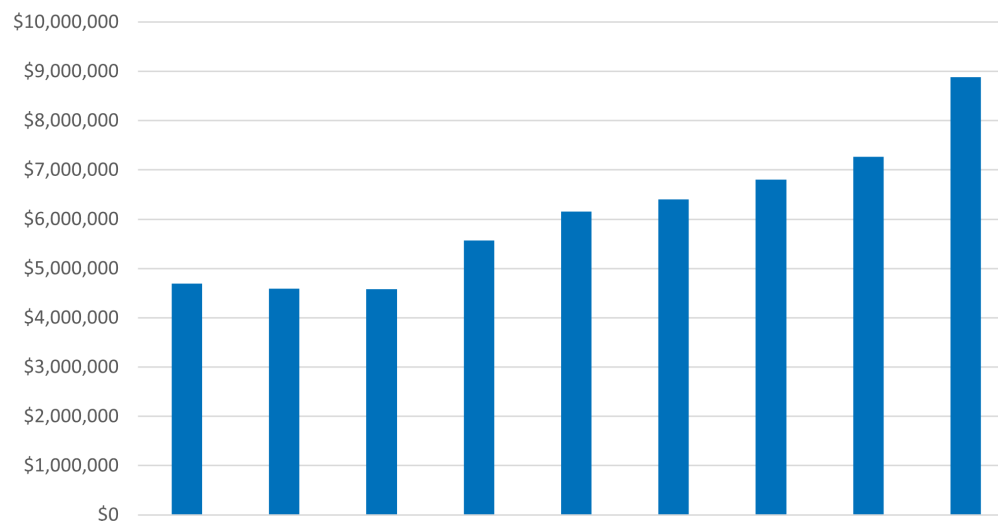
Based on a review of property tax data from the Bexar Appraisal District, almost 80.0 percent of the property tax base in Converse is single-family residential. This is much higher than the Bexar County value of 56.0 percent. Given these differences, Converse should continually evaluate the highest and best use of undeveloped and underdeveloped land.

Figure 23. Taxable Value by Land Use



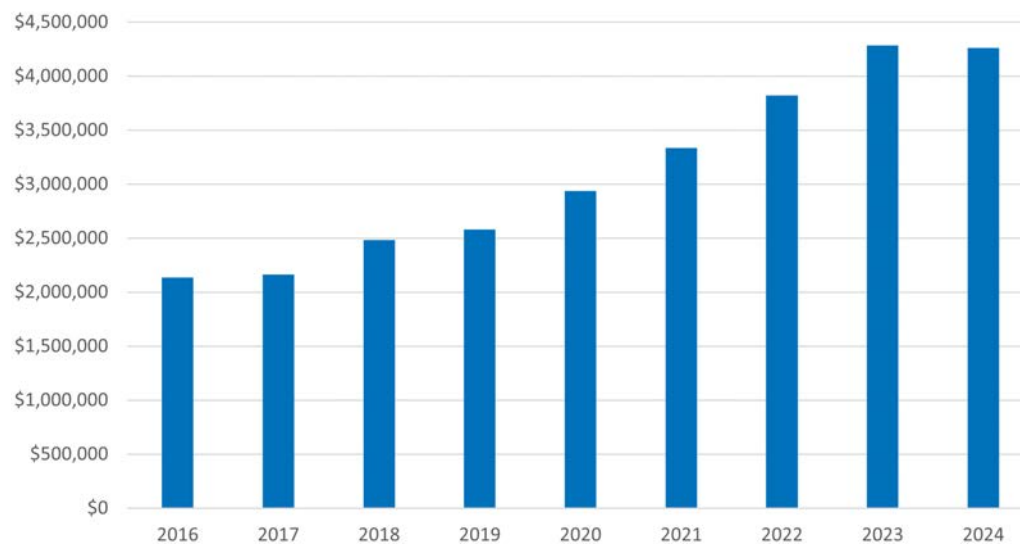
Source: Bexar County Appraisal District

Figure 21. Converse Property Tax Revenue by Fiscal Year



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Figure 22. Converse Sales Tax Revenue by Fiscal Year



Source: U.S. Census Bureau - American Community Survey (ACS) 5-Year Estimates

Future Demand

According to demographic forecasts from the Alamo Area Metropolitan Planning Organization, Converse and the surrounding area are expected to gain 10,000 new residents and 6,000 new jobs by 2050. While not all of this growth will occur within Converse's city limits, these projections highlight a significant opportunity for the community.

To capture its share, Converse must proactively invest in infrastructure, advance workforce development strategies, and prepare development-ready sites. Success will depend on coordinated efforts among economic development partners to align local assets with regional labor market trends and employer needs.

An ESRI retail demand forecast projects rising consumer demand in Converse, particularly in dining, entertainment, and general retail. While the City's strategic location is a clear advantage, capturing this demand will require the availability of suitable commercial sites.

To fully leverage projected growth, Converse should prioritize expanding its retail and commercial property base through infrastructure investment, targeted incentives, and public-private partnerships. Increasing the supply of market-ready sites will strengthen the City's competitiveness in attracting new businesses.

Figure 24. : Converse Retail Demand Outlook for Key Sectors

Sector	2025	2030	Projected Growth
Apparel and Services	\$24,329,789	\$28,091,684	\$3,761,895
Entertainment & Recreation	\$38,715,763	\$44,730,850	\$6,015,087
Food	\$111,983,117	\$129,218,512	\$17,235,395
Food at Home	\$70,767,288	\$81,622,322	\$10,855,034
Food Away from Home	\$41,215,829	\$47,596,190	\$6,380,361
Health			
Nonprescription Drugs	\$1,946,327	\$2,246,531	\$300,204
Prescription Drugs	\$3,692,652	\$4,248,676	\$556,024
Eyeglasses and Contact Lenses	\$1,169,604	\$1,350,349	\$180,745
Household Furnishings and Equipment			
Household Textiles	\$1,174,304	\$1,354,445	\$180,141
Furniture	\$9,061,488	\$10,466,097	\$1,404,609
Rugs	\$356,197	\$411,684	\$55,487
Major Appliances	\$5,194,878	\$6,001,802	\$806,924
Housewares	\$922,234	\$1,064,419	\$142,185
Luggage	\$754,729	\$870,715	\$115,986
Telephones and Accessories	\$231,920	\$267,997	\$36,077

Source: ESRI

Strategies

The following recommendations build on the “big ideas” introduced in the visioning chapter of this plan. They focus on how Converse can shape both its physical environment and its economic strategies to create a more connected, resilient, and attractive community. Each recommendation identifies a strategy that can help align public and private investment with the City’s broader vision.

Focus on the highest and best use of undeveloped land along Loop 1604.

TxDOT’s planned improvements to Loop 1604 and the completion of the I-35 NEX Program should improve access to and from Converse. Many of the City’s largest undeveloped tracts of land are along the Loop 1604 corridor. The City and Converse EDC should focus on attracting projects that increase tax revenue, create jobs, and enhance quality of life.

The challenge will be prioritizing long-term, transformative developments over short-term opportunities that may not align with the City’s future goals outlined in the Comprehensive Plan.

Support the redevelopment of older properties throughout the city.

Converse is home to a variety of new and old businesses located throughout the city. In a growing community, economic development efforts tend to focus on attracting new businesses.

However, older shopping and retail centers should be redeveloped and enhanced.

The Converse EDC and the City should continually reevaluate what level of incentives are needed to upgrade existing businesses, older shopping centers, and the complete redevelopment of larger sites. As part of this strategy, Converse EDC should have discussions with property owners regarding redevelopment opportunities.

Develop a concentration of retail, restaurant, and entertainment businesses in the core of the city.

Converse lacks a traditional downtown characterized by a concentration of commercial businesses. Additionally, the city is landlocked and surrounded by neighboring communities of similar size and built environment.

The absence of a historic or destination district presents a significant challenge in establishing a recognizable brand and attracting visitors from outside the area. Converse should prioritize the long-term development of an arts and entertainment district within the City’s core. Such an initiative would serve as a cultural and social hub, enhancing the quality of life for residents while also positioning the city as a more attractive destination for visitors.

Update Converse’s incentive guidelines and policies to align with the new Comprehensive Plan.

Converse has already adopted key economic development tools such as a dedicated economic development sales tax. While Texas offers a wide array of incentive options, each tool comes with specific legal and financial constraints that limit its application.

To maximize the effectiveness of these incentives and ensure a coordinated approach, Converse’s economic development partners should align their strategies and collaborate on unified guidelines and policies. This coordination will help stretch limited public resources and increase the overall impact of the City’s economic development initiatives. In addition, these new guidelines should take into consideration the vision and goals of the new comprehensive plan.





CHAPTER 6

PARKS, RECREATION & OPEN SPACE



Introduction

Purpose

Parks and recreation opportunities are crucial quality-of-life amenities for Converse residents. Development of a high-quality parks and recreation system doesn't happen overnight. Likewise, decisions about park amenities and recreational offerings should not happen in a vacuum. Rather, a cohesive vision for the community's parks and recreation system must be determined and then guidance provided toward incremental implementation over time. This plan, in concert with the overall Comprehensive Plan, provides that guidance.

This Parks, Recreation and Open Space (PROS) Master Plan:

- Identifies the implications of current community demographics and projected population growth as it relates to parks and recreation.
- Analyzes the current state of the City's parks, recreation and open spaces.
- Identifies parks and recreation deficiencies and needs.
- Establishes goals, objectives and recommendations for the next five to 10 years.
- Prioritizes improvements to the parks and recreation system.
- Aids the City in seeking funding opportunities.

This document should be used as a planning tool by City staff, elected and appointed officials, residents, and the private development community to understand community desires and move toward long-term community success. The plan is intended to help coordinate local efforts for Converse and to work in conjunction with Bexar County, area school districts, local organizations and sports leagues.

Benefits of Parks

Access to quality parks and recreation is an important component of a high-quality community. Planning for a successful, equitable parks system ensures that all residents can experience these key benefits:

Overall Well-Being Benefits

- Contact with nature helps to improve overall well-being and quality of life.
- Recreation provides multi-generational opportunities for mental, physical, social and emotional stimulation.

Health Benefits

- Access to nature and recreation increases frequency of fitness and improves psychological health.
- Play provides crucial developmental opportunities for children.
- Physical activity helps to reduce obesity, depression and many other health problems.

Environmental Benefits

- Parkland helps to mitigate climate, air and water pollution impacts.
- Preserved open space protects vital habitat for plants and wildlife.
- Parks foster environmental stewardship in citizens.

Economic Benefits

- Parkland increases property values within close proximity.
- Quality parks and recreation can attract new residents and businesses.
- Unique park and recreation amenities can encourage tourism and associated economic benefits.



Planning Process

In 2024, the City commissioned Freese and Nichols, Inc. to prepare a Comprehensive Plan, followed in 2025 by a PROS Master Plan as part of the same process. Prior to this, the City had conducted several public engagement activities and completed a parks inventory. The firm then helped finalize the assessment, develop park recommendations and integrate the parks content into the Comprehensive Plan. The engagement outcomes, vision, goals and recommendations from that process are carried forward into this PROS Master Plan.

This PROS Master Plan is intended to address parks and recreation needs over the next 5 to 10 years. Recommendations should be re-evaluated periodically to ensure they are still valid. Texas Parks and Wildlife Department (TWPDP) master plan guidelines recommend updating the Plan every 5 years or before any new major developments occur that significantly change the parks and recreation needs of residents.

Planning Time Frame

The planning process included a variety of public engagement opportunities to gather community input and help shape the Plan. These efforts overlapped with the overall Comprehensive Plan engagements and also included a parks-specific online survey hosted by the EDC and multiple meetings with the Parks and Recreation Commission. Detailed documentation of the public input process is provided below:

- **April 2024:** Launch of Converse EDC parks-specific online survey
- **March 2025:** Parks and Recreation Commission Workshop
- **April 2025:** Converse Green Day
- **May 2025:** Parks and Recreation Commission Meeting #1
- **August 2025:** Parks and Recreation Commission Meeting #2
- **October 2025:** National Night Out
- **November 2025:** Parks and Recreation Commission Recommendation Meeting
- **November 2025:** Planning and Zoning Commission Recommendation Meeting
- **December 2025:** City Council Adoption

Planning Area

The study area outlined in this Plan encompasses Converse's entire city limits and extraterritorial jurisdiction (ETJ), as indicated on Map 24 on the following page. Situated in Bexar County, Converse holds a strategic location, being in close proximity to the Randolph Air Force Base and the growing I-35 corridor. The City is also experiencing a recent shift in population growth trends and is now on an accelerated upward trajectory.

The City of Converse is the primary governmental entity responsible for providing parks and recreation facilities for its citizens. While implementation will be largely led by the City, everyone in the community has a vested interest in seeing parks and recreation improve and succeed. Potential partners during implementation may include other governmental entities, local industry and businesses, and the residents of Converse.

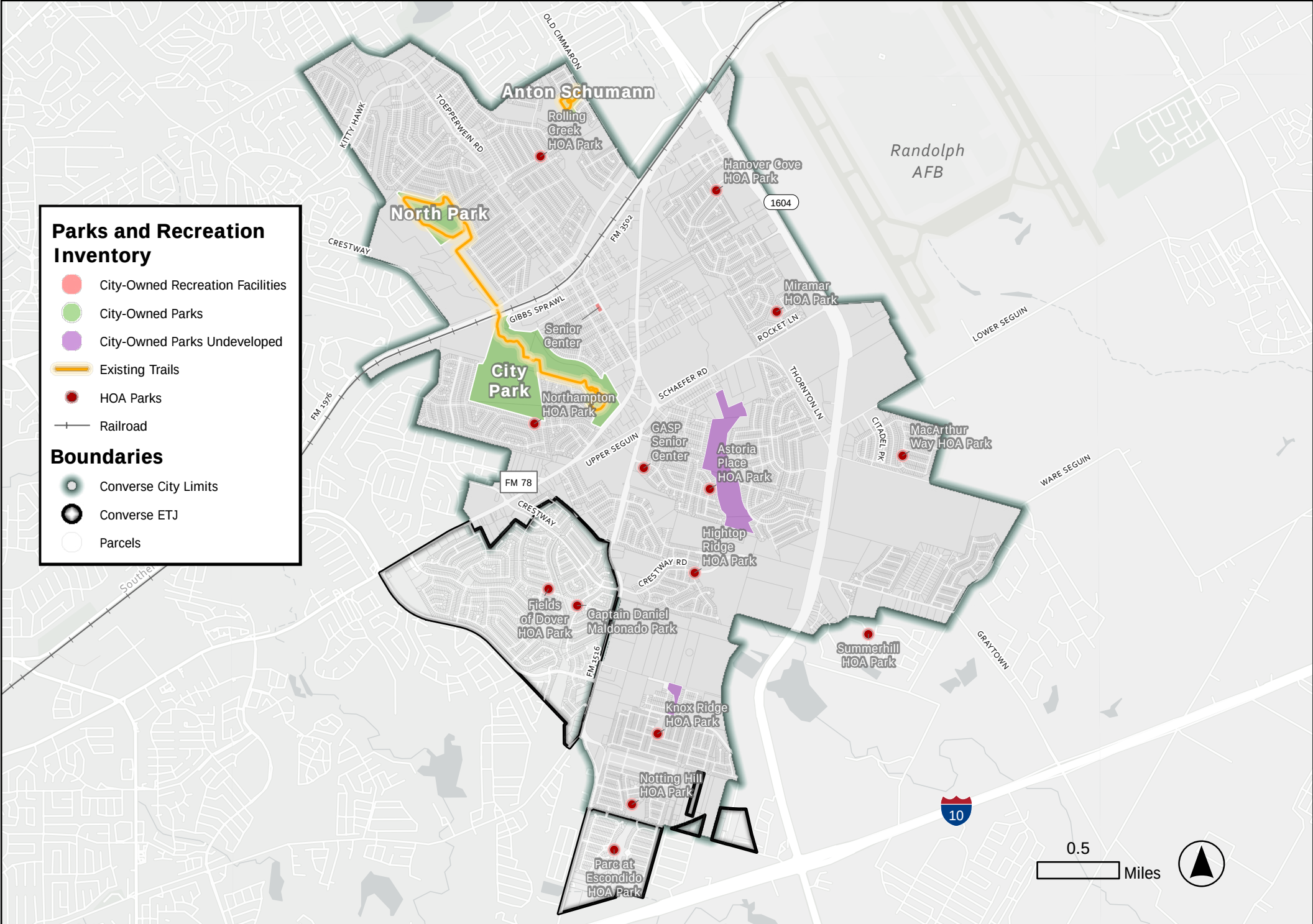


Parks and Recreation Inventory

- City-Owned Recreation Facilities
- City-Owned Parks
- City-Owned Parks Undeveloped
- Existing Trails
- HOA Parks
- Railroad

Boundaries

- Converse City Limits
- Converse ETJ
- Parcels



Map 17. Parks and Recreation Overview

Converse Parks and Recreation Administration

Converse Parks and Recreation Commission

The Converse Parks and Recreation Commission meets the second Monday of the month and is charged with identifying renovations, future improvements and major projects and their relative priorities for the City's parks and recreational facilities. The commission reviews suggestions for projects, develops a plan and makes recommendations to the City Council. The commission is responsible for providing various park activities for the Converse residents throughout the year. The commission is also authorized to receive gifts, bequests of money, and donations for park and recreation programs on behalf of the City. The commission may seek feedback on policies and priorities for property use and maintenance by coordinating with home owners' associations, business owners, non-profit organization and citizens.



Converse Parks and Recreation Commission Workshop (March 2025)

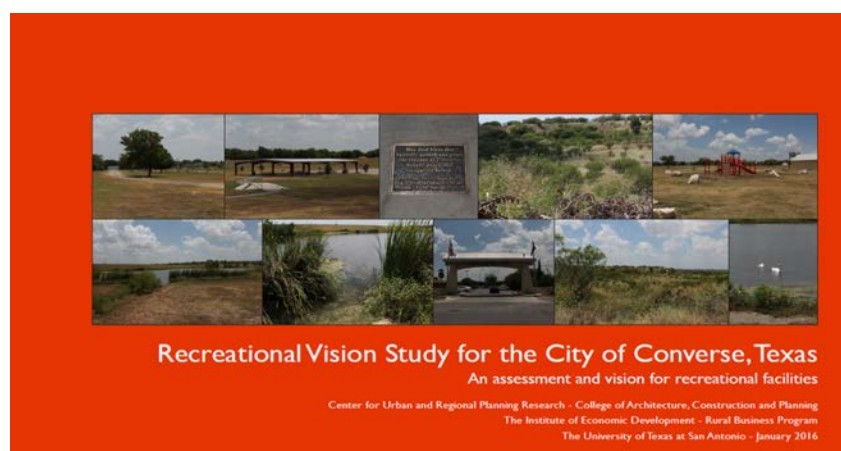
Converse Public Works Department

The Converse Public Works Department is responsible for the maintenance and upkeep of parks, including mowing and trimming. The department also handles reservations for park facilities such as the pool, pavilions and picnic tables. The Public Works Department has seven full-time staff members dedicated to the care of Converse North Park and Converse City Park.

Previous Planning Efforts

In 2016, the City carried out a Recreational Vision Study prepared with the Center for Urban and Regional Planning at the University of Texas at San Antonio (UTSA) to assess the condition of its parks, review demographic and population growth trends, and outline improvements to better serve the community. The report documented the existing inventory of parkland, conducted a level-of-service (LOS) analysis, and identified strategies to strengthen recreational opportunities. Key priorities focused on planning for long-term growth, creating stronger park connectivity, and broadening both cultural and recreational amenities to meet the needs of a diverse and expanding population. Key recommendations included:

- Develop a 17-mile citywide hike-and-bike trail network utilizing drainage corridors and sidewalks.
- Construct an amphitheater at City Park Lake to provide cultural programming opportunities.
- Add new recreational facilities, including soccer fields, a campground and a dog park.
- Enhance lake recreation by improving fishing access at North Park and boating and paddle craft access at City Park.
- Expand park infrastructure with additional parking, upgraded softball fields, community gardens and a skate park.



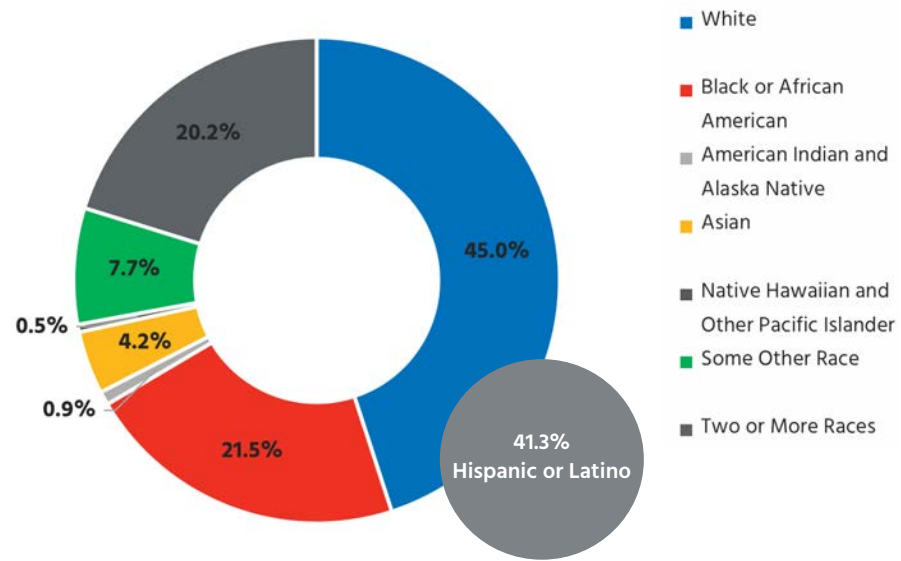
Community Demographics

Converse’s population has experienced rapid growth in recent years. The largest cohorts of the population today include children and teens between the ages of 5 and 14, and adults between the ages of 30 and 39. As the City considers recreational opportunities, it will be essential to provide diverse opportunities that are suitable for residents of varying age groups.

Converse boasts a diverse population, with a large portion identifying as White (45%) and Black or African American (21.5%). There is also a large population within the City overall who identify as Hispanic or Latino (41.3%). Taking the community’s diversity into account in parks and recreation planning is essential to ensure that facilities and programs reflect and support a wide range of cultural and recreational needs.

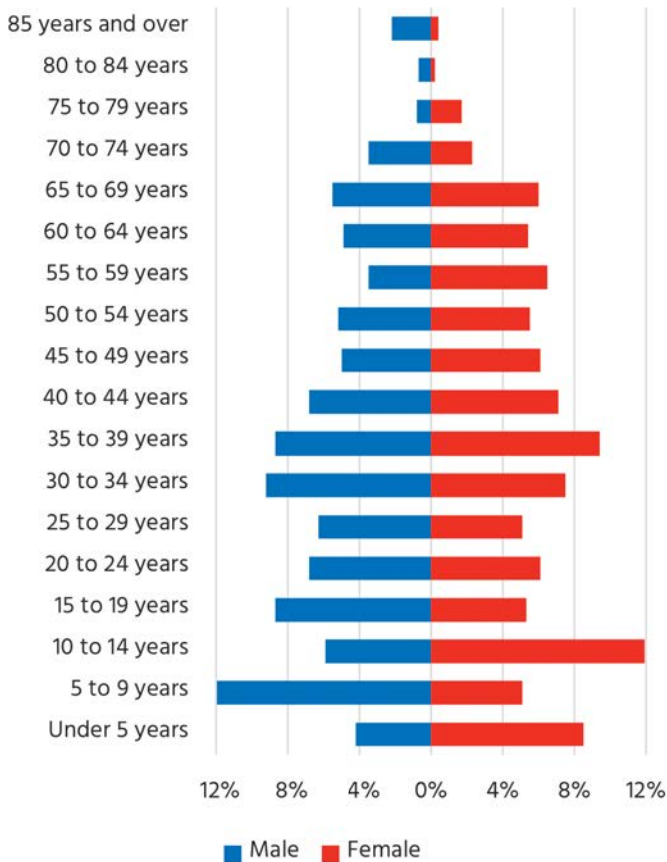
Additionally, the City’s population is projected to continue growing over the next 10 to 20 years. Parks and recreation opportunities should increase accordingly to provide quality facilities and programming for the growing population.

Figure 25. Race and Ethnicity



Source: 2019 -2023 American Community Survey 5-Year Estimates

Figure 26. Age Distribution



Source: 2019 -2023 American Community Survey 5-Year Estimates

Figure 27. Population Projections

Year	Growth Rate
	2.5%
2030	35,159
2035	39,779
2040	45,006

Source: 2020 Decennial Census

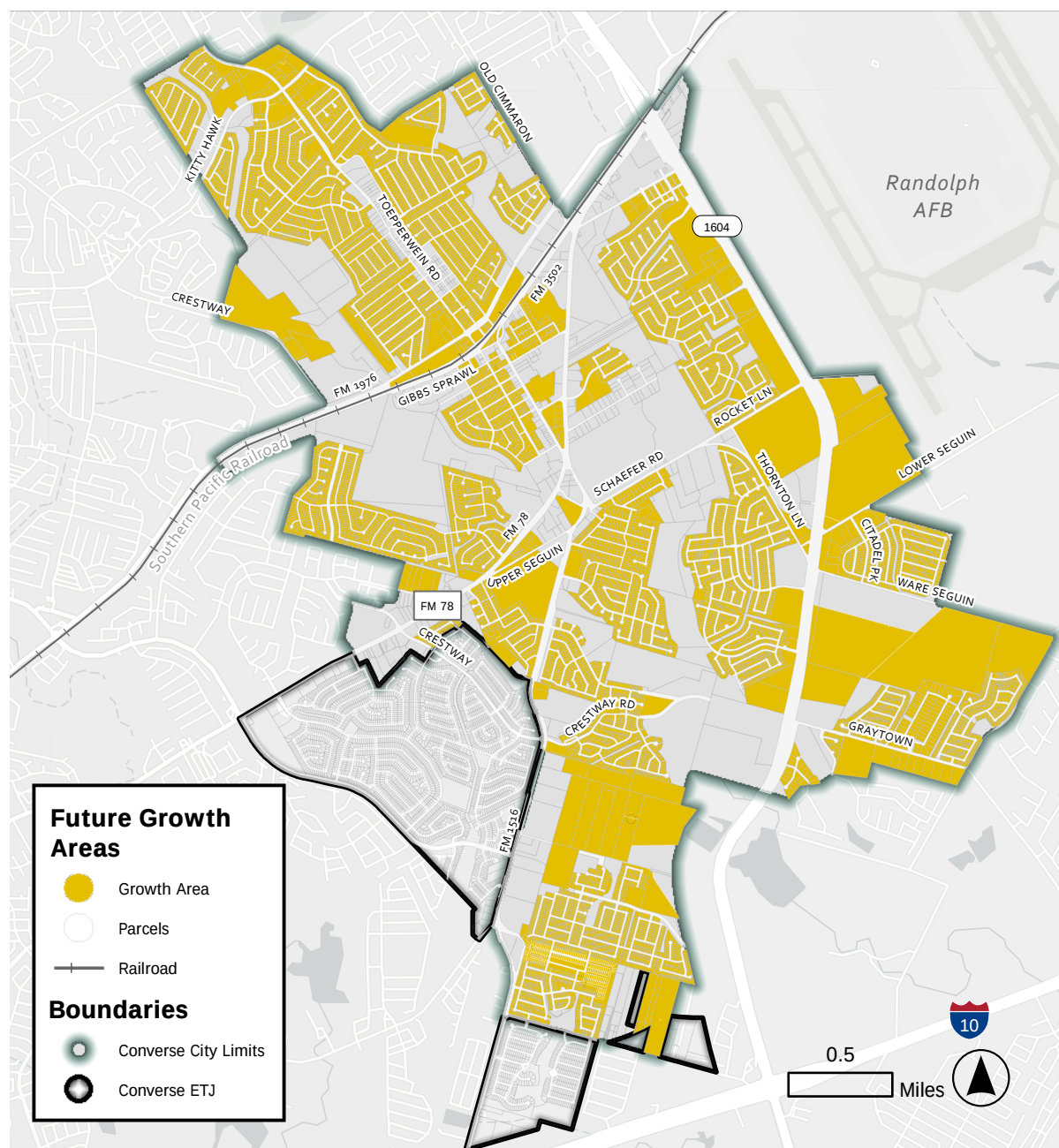
Growth Areas

As seen in the population projections, the City's population is projected to continue growing at an accelerated rate. Some of the residential subdivisions under construction or recently completed in Converse include:

- Hightop Ridge Subdivision: East of FM 1516
- Knox Ridge Subdivision: West of Loop 1604
- Notting Hill Subdivision: East of FM 1516
- Summerhill Subdivision: West of Loop 1604

While much of the City and ETJ has already been developed (see Residential Growth Areas Map), there is potential for future residential development in southeast Converse. There is also potential for redevelopment of aging properties in other areas of the City as identified in the Future Land Use Map (FLUM). The yellow areas on the Residential Growth Areas Map include areas where current or future development or redevelopment would likely include a residential component (based on the FLUM found in the Land Use Chapter).

As the City considers the future of its parks system, it's important to locate parks in close proximity to residential areas. Future parkland acquisitions and/or development should aim to provide adequate parkland resources to serve under-served neighborhoods in these areas (see the Needs Assessment later in this Chapter for Parkland Service Area Maps).



Park & Facilities Inventory

Park Classifications

Parks and open space systems include a variety of different types of parkland that meet the varying recreational needs in a community. Types vary by size, function, typical amenities and service area. As the City grows and new park spaces are acquired, an adopted classification system should be used to guide the development for each type of park.

Pocket Parks

Pocket parks provide passive recreational opportunities to a concentrated population within an immediate proximity (e.g., a playground and/or picnic area in a residential area).

Typical Size: 1/4 to 1 acre

Service Area: 1/4-mile radius in immediate neighborhoods

Characteristics and Considerations: Pocket parks generally range in size from 2,500 square feet to one acre and usually contain a playground and picnic area. They should be located within close proximity to medium/high density residential areas. They are often located at the street edge and should be safely accessible by pedestrians. These parks are often built by developers and can be operated and maintained by a homeowners association or the City.

Pocket parks can also be found in urban contexts. In these situations, they often include amenities such as shaded seating and gathering areas, enhanced plantings, and water features.

Neighborhood Parks

Neighborhood parks are the foundation of a well-balanced park system and provide the daily park experiences for residents. They serve as the social centers for residential districts in an active and passive capacity for a wide variety of age groups. Anton Schumann Park and most HOA parks are local examples of neighborhood parks.

Typical Size: 3 to 10 acres

Service Area: 1/4- to 1/2-mile radius

Characteristics and Considerations: These parks should be located in the center of neighborhoods with good public access. At least one side of the park should front a residential street. Sites should drain properly and be suitable for a variety of uses such as playgrounds, sports courts, trail access and areas for family functions. Safe and convenient pedestrian and bicycle access is important. Locations in flood areas should be avoided.



There are currently no City-owned pocket parks in Converse. This is an example of a pocket park in Harlingen, TX.



Anton Schumann Park is an example of a neighborhood park.

Community Parks

Community parks are larger in size and serve a broader population than neighborhood parks. They are intended to meet the recreational needs of several neighborhoods. Park development should protect desirable natural amenities and include active and passive activities for all ages.

Typical Size: 10 to 100 acres

Service Area: 1- to 3-mile radius

Characteristics and Considerations: Whenever possible, these parks should be adjacent to desirable natural resources and have amenities such as athletic fields, pools, playgrounds, sports courts, picnic areas and restrooms. Community parks should be connected to citywide trail networks and be conveniently accessed by cars. Park programming should include adequate space for off-street parking.

Regional Parks

Regional parks are the largest type of park for a typical community's park system. The size varies depending on the purpose and character of the site. Regional parks provide recreational amenities for the entire community and even serve as a hub for surrounding communities. Converse City Park and North Park are examples of regional parks.

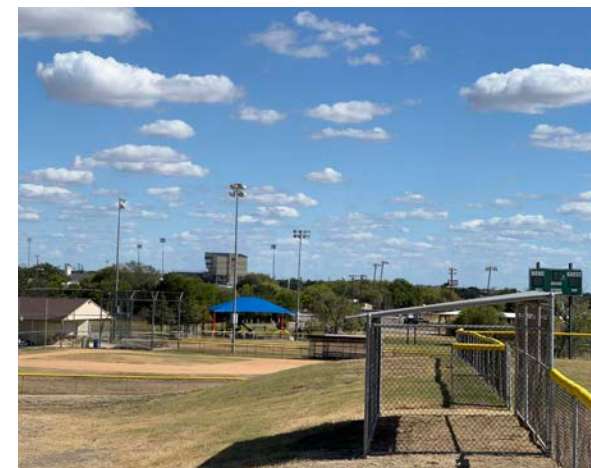
Typical Size: Varies from less than 10 acres to several thousand acres

Service Area: Up to 50-mile radius, depending on site features

Characteristics and Considerations: Regional parks often help to protect and showcase valuable natural resources such as habitat preserves or bodies of water. These parks include a very wide range of active and passive recreation opportunities and can be an economic generator through sports tournaments, ecotourism or hosting large events. Typical amenities include destination playgrounds, athletic courts and fields, trail systems, water activities, unprogrammed open space, and preserved natural areas. These parks can be located almost anywhere in the community. They should be accessible by car and connected to citywide trail networks.



Converse does not have any City-owned community parks. However, this is an example of a community park in La Grange, TX.



Converse City Park is an example of a regional park.

Greenbelts and Linear Parks

Greenbelts and linear parks are often located along linear natural (e.g., creeks) or man-made (e.g., utility rights-of-way) features. These parks often include hike and bike trails and connect two or more parks or points of interest in a city. They are also used to protect wildlife migration routes and natural processes such as floodways or stormwater drainage. The Greenway Trail System is a local example of a linear park in Converse.

Typical Size: Varies based on surrounding environment

Service Area: Varies based on amenities

Characteristics and Considerations: Greenbelts and linear parks include amenities for walking, jogging, bicycling, and/or hiking. When property adjacent to creeks and floodplains is developed, floodplain property should be dedicated to the City. The City should not purchase floodplain property unless it provides an opportunity to preserve key natural resources and/or provide a link to another park. The City should also be careful in accepting dedication of linear parks unless they provide trail links or useful recreation. Acquisition of linear parks, if small in size, can burden maintenance budgets.

Special Use Parks

Special use parks can have a wide range of uses, but parks are designated as special use when the park facilities are oriented toward a single purpose. Skate parks and dog parks are examples of special use parks.

Typical Size: Varies

Service Area: Varies

Characteristics and Considerations: Special use parks serve varying user groups based on the programming. The location of the park within the community will vary based on available land and appropriate adjacent uses. Typical examples of special use parks include golf courses, skate parks, aquatic facilities, tennis complexes, ballfield complexes, nature centers or historic sites. These parks can be operated and maintained by the City or a private enterprise.



The Greenway Trail System is an example of a linear park.



There are currently no City-owned special use parks in Converse. This is an example of a skate park in Seguin, TX.

Converse's Existing Parks and Facilities

In total, the City of Converse owns six parks, two of which are undeveloped, covering 305.7 acres with 4.2 miles of trails and two recreational facilities. The parks range in size from just over 5 acres to 162 acres. The system includes two neighborhood parks, one linear park and three regional parks.

Privately owned amenities, such as those provided by neighborhood HOAs, provide residents with an additional 14 parks, one senior center and 40.3 acres. The local ISDs also maintain recreational facilities at schools throughout the City. It should be noted that while privately owned and ISD-owned facilities provide amenities to some residents, they are often restricted from public use and therefore do not function like true public parks. However, with appropriate agreements, ISD facilities could serve a larger portion of the community.

The City's parks are distributed throughout Converse, with the majority located on the west side near the City's older, more established neighborhoods. The parks offer opportunities for both active and passive recreation. Active recreation refers to structured activities for individuals or teams that typically require specialized facilities, such as baseball, soccer, and football. Passive recreation refers to unstructured activities that usually do not require specialized equipment or facilities, such as jogging, picnicking and fishing.

Based on the close proximity between the majority of the parks, there are opportunities to connect much of the parks system with an on- and off-street trail network. There are also multiple opportunities to expand Converse's park facilities and programming using the two undeveloped parks the City currently owns.

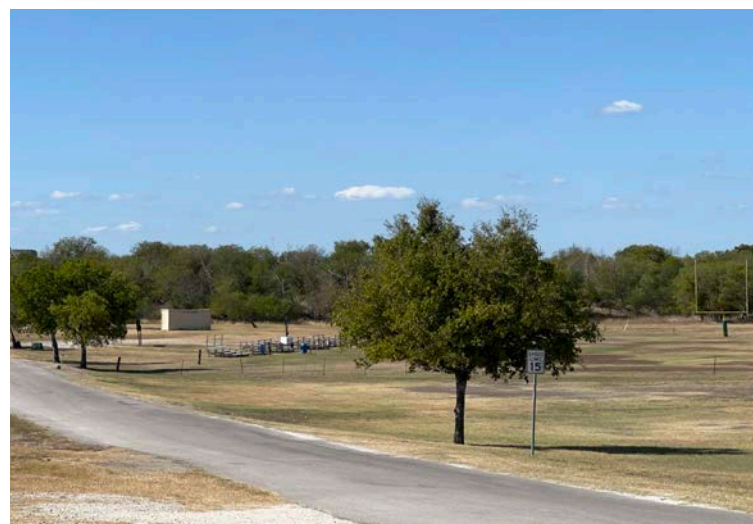


Figure 28. Converse Existing Parks and Facilities Inventory Table

#	Park Name	Address	Acreage	Classification	Active Recreation							
					Baseball/Softball Field (#)	Soccer Field (#)	Football Field (#)	Multipurpose Practice Field (#)	Basketball Court (#)	Pickleball Court (#)	Tennis Court (#)	Volleyball Court (#)
City-Owned Parks (Developed)												
1	Anton Schumann Park	10565 Old Cimarron Trail	17.30	Neighborhood								
2	Converse North Park	800 Spring Town Street	42.30	Regional			1		2			2
3	Converse City Park	307 School Street	162.50	Regional	5		1					
4	Greenway Trail System	N/A	N/A	Linear								
Total			222.10		5		2		2			2
City-Owned Parks (Undeveloped)												
5	East Park	N/A	78.20	Regional								
6	Knox Ridge Northeast Park	N/A	5.43	Neighborhood								
Total			83.63									
City-Owned Recreation Facilities												
7	Converse Community Center	407 South Seguin	0.72	N/A								
8	Converse Senior Center	407 South Seguin	0.72	N/A								
Total			1.44									
City-Owned Total			307.17		5		2		2			2

							Water Recreation				Passive Recreation								Miscellaneous			
Concession Stand (Y/N)	Skate Park (#)	Disc Golf Course (#)	Improved Trail (Miles)	Unimproved Trail (Miles)	Fitness Equipment (#)	Fitness Center (#)	Fishing Pier (#)	Canoe/Kayak Launch (#)	Swimming Pool (#)	Splash Pad (#)	Dog Park (#)	Playground (#)	Community Garden (#)	Community Library (#)	Picnic Tables (Y/N)	BBQ Grill (Y/N)	Pavilion (#)	Outdoor Event Space (#)	Community Recreation Facility (#)	Restrooms (Y/N)	Historic House (Y/N)	Parking Area (Y/N)
				0.53										1	Y	Y				Y	Y	Y
			1.00		7		1					2		1	Y	Y	1			Y		Y
			0.71		2	1	1		1			2			Y	Y	1			Y		Y
			1.94																			
			3.65	0.53	9	1	2		1			4		2			2					
																			1	Y		Y
																			1	Y		Y
																			2			
			3.65	0.53	9	1	2		1			4		2			2		2			

#	Park Name	Address	Acreage	Classification	Active Recreation							
					Baseball/Softball Field (#)	Soccer Field (#)	Football Field (#)	Multipurpose Practice Field (#)	Basketball Court (#)	Pickleball Court (#)	Tennis Court (#)	Volleyball Court (#)
Privately Owned/Home Owner Association (HOA) Parks												
9	Northhampton Park	8989 FM 78	20.45	Community								
10	Northhampton HOA Park	8625 Manderly Place	1.33	Pocket								
11	Rolling Creek HOA Park	Shawnee Bluff	0.45	Pocket								
12	MacArthur Way HOA Park	MacArthur Way	0.72	Pocket								
13	Hightop Ridge HOA Park	Napa Ferry	0.48	Pocket		1						
14	GRASP Senior Center	250 Donalan	2.00	N/A								
15	Astoria Place HOA Park	Dolly Drive	0.50	Pocket								
16	Knox Ridge HOA Park	9105 McCoy Pass	3.48	Neighborhood								
17	Notting Hill HOA Park	8906 Pembridge Way	0.79	Pocket								
18	Miramar HOA Park	Civil Crossing	2.63	Neighborhood								
19	Hanover Cove HOA Park	9530 Hanover Cove	0.47	Pocket								
20	Fields of Dover HOA Park	8226 Morning Grove	0.43	Pocket							1	
21	Captain Daniel Maldonado Park	6255 Ironmill Creek	2.56	Neighborhood					1			

							Water Recreation				Passive Recreation								Miscellaneous			
Concession Stand (Y/N)	Skate Park (#)	Disc Golf Course (#)	Improved Trail (Miles)	Unimproved Trail (Miles)	Fitness Equipment (#)	Fitness Center (#)	Fishing Pier (#)	Canoe/Kayak Launch (#)	Swimming Pool (#)	Splash Pad (#)	Dog Park (#)	Playground (#)	Community Garden (#)	Community Library (#)	Picnic Tables (Y/N)	BBQ Grill (Y/N)	Pavilion (#)	Outdoor Event Space (#)	Community Recreation Facility (#)	Restrooms (Y/N)	Historic House (Y/N)	Parking Area (Y/N)
			0.48		7							1		1	Y	Y						
									1			4			Y					Y		Y
												1										
									1			1			Y					Y		Y
												2			Y	Y	1					Y
																			1	Y		Y
												1			Y		1					
									1	1		1								Y		
									1			1			Y					Y		Y
			0.11									2			Y	Y	1					Y
									1						Y					Y		Y
									1											Y		
			0.17								1	1			Y	Y						

#	Park Name	Address	Acreage	Classification	Active Recreation							
					Baseball/Softball Field (#)	Soccer Field (#)	Football Field (#)	Multipurpose Practice Field (#)	Basketball Court (#)	Pickleball Court (#)	Tennis Court (#)	Volleyball Court (#)
22	Parc at Escondido HOA Park	4150 Olmstead Park	3.79	Neighborhood					1		1	1
23	Summerhill HOA Park	10200 Waverunner	0.25	Pocket								
Total			40.33			1			2		2	1
Judson ISD and Idea Public School Facilities (even if not currently open to public)												
24	Copperfield Elementary	7595 TX-1604 Loop	18.09	N/A					1			
25	Converse Elementary	6720 FM 1516	22.14	N/A					2			
26	Judson Middle School	9695 Schaefer Road	60.35	N/A	2	1	1		2		6	2
27	Judson High School	9142 FM 78	82.34	N/A	2	1	1		2		8	2
28	Elolf Elementary	6335 Beech Trail	10.48	N/A					1			
29	IDEA Converse	5490 FM 1516	13.84	N/A								
Total			207.24		4	2	2		8		14	4
Non-City Owned Total			247.57		4	3	2		10		16	5
TOTAL ALL PARKS AND FACILITIES			554.74		9	3	4		12		16	7

							Water Recreation				Passive Recreation								Miscellaneous			
Concession Stand (Y/N)	Skate Park (#)	Disc Golf Course (#)	Improved Trail (Miles)	Unimproved Trail (Miles)	Fitness Equipment (#)	Fitness Center (#)	Fishing Pier (#)	Canoe/Kayak Launch (#)	Swimming Pool (#)	Splash Pad (#)	Dog Park (#)	Playground (#)	Community Garden (#)	Community Library (#)	Picnic Tables (Y/N)	BBQ Grill (Y/N)	Pavilion (#)	Outdoor Event Space (#)	Community Recreation Facility (#)	Restrooms (Y/N)	Historic House (Y/N)	Parking Area (Y/N)
									1			1			Y		1			Y		Y
															Y		1					
			0.76		7				7	1	1	16		1			5		1			
												1								Y		Y
												1								Y		Y
4												1								Y		Y
4																				Y		Y
												1								Y		Y
												1								Y		Y
8												5										
8			0.76		7				7	1	1	21		1			5		1			
8			4.41	0.53	16	1	2		8	1	1	25		3			7		3			

Anton Schumann Park

Location and Access

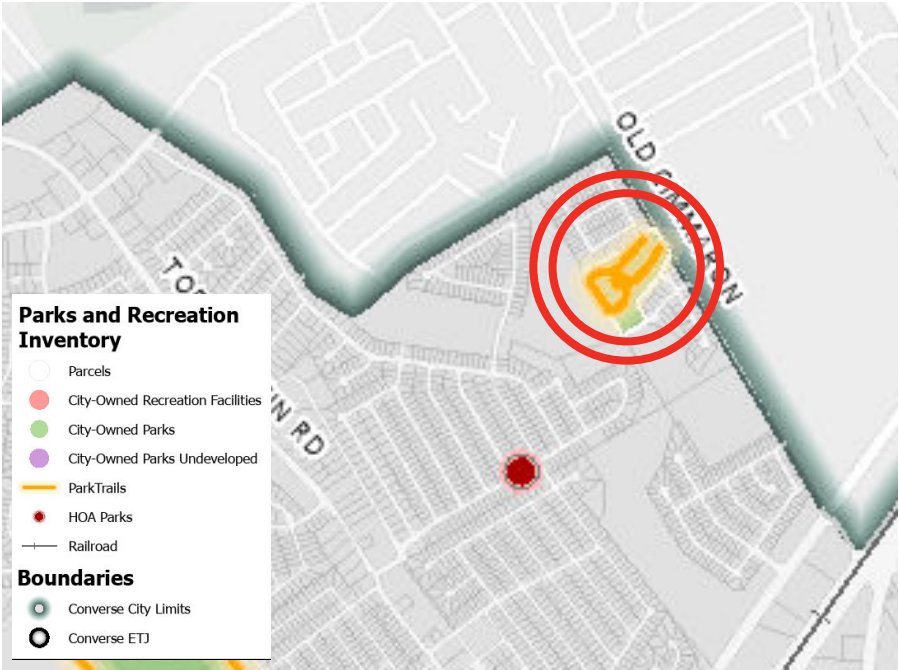
The park is accessible through one main entrance off Old Cimarron Trail. It is positioned along a feeder road that connect to FM 1976. The access road, Cimarron Trail is a paved two-lane roadway featuring ADA-compliant concrete sidewalks, making it easy for visitors to reach the park.

Existing Conditions

Nestled within the park is the historic Schumann-Scheel residence, the oldest structure in the city. The 17.3 acre park features dirt walking trails and a camping area, enhancing the natural ambiance and inviting visitors to immerse themselves in the beauty of nature.

Opportunities for Improvement

- Wayfinding Signs
- Picnic Tables and Benches
- Playscape
- Trail Extension
- Restrooms



About the Park



Park Location	Park Size	Park Type
10565 Old Cimarron Trail	17.3 Acres	Neighborhood
Park Features		
▪ Community Library ▪ Picnic Tables ▪ BBQ Grills	▪ Restrooms ▪ Unimproved Trail ▪ Historic Home	



Existing Conditions in Anton Schumann Park

Converse North Park

Location and Access

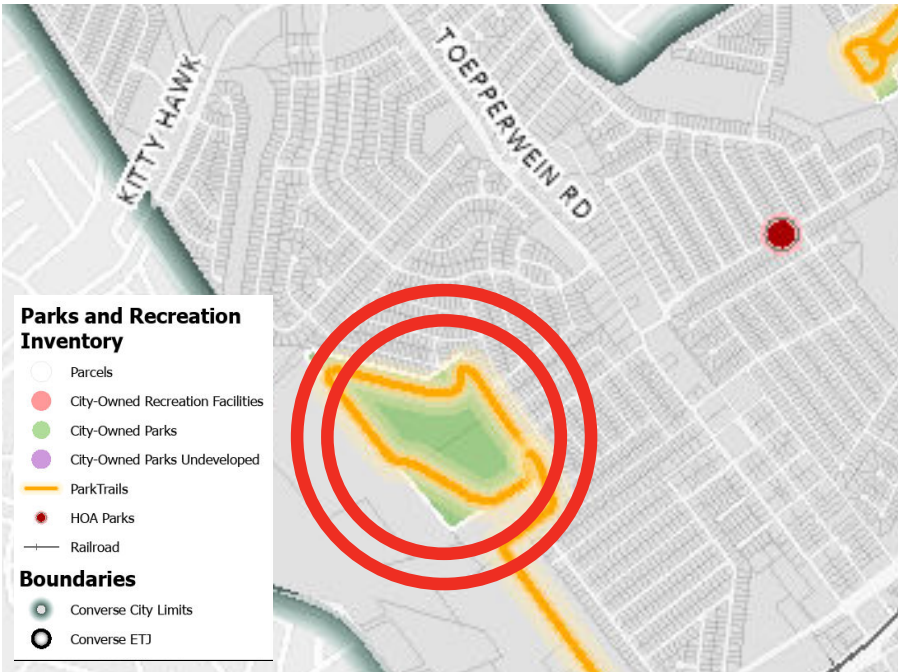
Converse North Park features two primary entrances, one located in the 700 block of Lonesome Valley and the other in the 800 block of Spring Town Street. These entrances are situated within a residential neighborhood that can be accessed via Windburn Trail and Toepperwein Trail. The neighborhood is equipped with paved two-lane roadways and ADA-compliant concrete sidewalks, ensuring accessibility for all.

Existing Conditions

Converse North Park offers a variety of recreational opportunities, both active and passive. Active recreation includes a sand volleyball court, a basketball court, and a football field. The park also features two playgrounds and walking trail that connect to the City’s greenway trail system. A small, regularly stocked lake provide excellent fishing opportunities. Additionally a spacious pavilion is available for events and private rentals. However, it is important to note that there is currently no paved roadway or parking lot for accessing the football field.

Opportunities for Improvement

- Road Repair, Parking Lot Restriping
- Outdoor Lighting
- Pavilion Painting and Cosmetic Repair
- Emergency Call Boxes
- Picnic Shade Structures
- Direct Access Without Neighborhood Routing



About the Park



Park Location	Park Size	Park Type
800 Spring Town Street	42.3 Acres	Regional
Park Features		
▪ Pavilion	▪ Fitness Equipment	
▪ Football Field	▪ Playgrounds	
▪ Volleyball Courts	▪ Picnic Tables	
▪ Basketball Courts	▪ BBQ Grills	
▪ Fishing Pier	▪ Improved Trail	



Existing Conditions in Converse North Park

Converse City Park

Location and Access

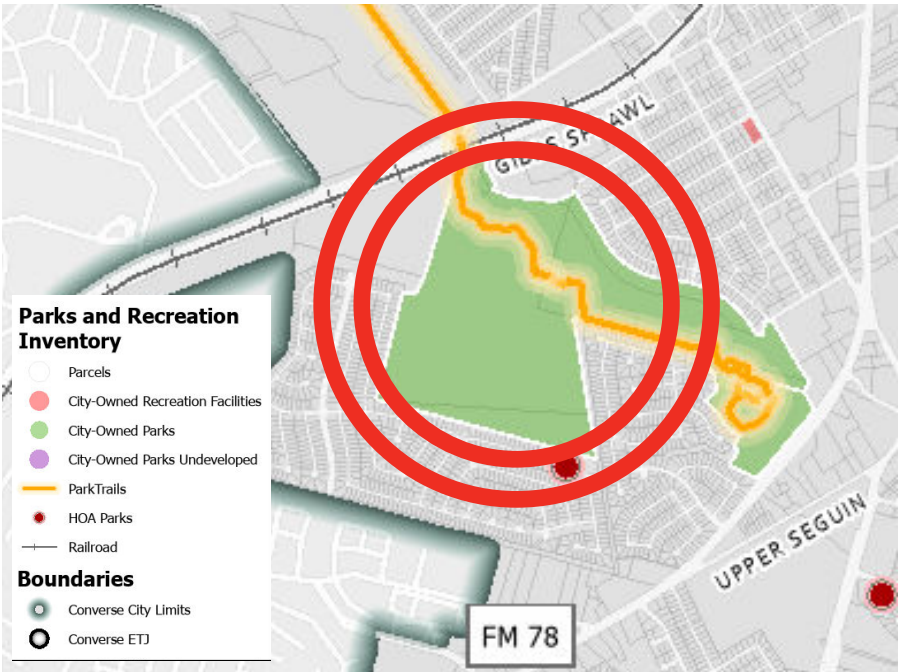
Converse City Park has a single main entrance located off School Street, which is also accessible through a residential area on South Seguin Road. Similar to North Park, this neighborhood boasts paved two-lane roadways and ADA-compliant concrete sidewalks, providing a safe and convenient route for visitors.

Existing Conditions

Converse City Park, the largest park in the City, covers an impressive 162.5 acres and features four baseball fields, a softball field, and a football field. The park also includes a spacious pavilion that is available for events and private rentals. One of its main attractions is a junior Olympic-sized public swimming pool, which has recently been renovated thanks to funding from a TPWD grant and the City of Converse EDC. City Park offers a variety of active recreational opportunities for youth, including sports such as baseball, football, and competitive swimming. Additionally, there is a walking trail and a fitness center available. However, paved parking is limited near the football field and the fitness center.

Opportunities for Improvement

- Road Repair, Parking Lot Restriping
- Skate Park
- Tennis/Pickelball Court
- Emergency Call Boxes
- Additional facilities to host community events and festivals



About the Park



Park Location	Park Size	Park Type
307 School Street	162.5 Acres	Regional
Park Features		
▪ Pavilion	▪ Fitness Equipment	
▪ Fishing Pier	▪ Fitness Center	
▪ Baseball Fields	▪ Picnic Tables	
▪ Softball Fields	▪ BBQ Grills	
▪ Playgrounds	▪ Improved Trail	

East Park

Location and Access

East Park has its main entrance on Norris Drive East. While this road is paved, it currently lacks ADA-compliant sidewalks, and the park itself remains undeveloped.

Existing Conditions

The park is currently in its natural state, characterized by dense woodlands and few open spaces. The land exhibits a more elongated shape compared to its width. It is in the special flood hazard area of E. Salitrillo Creek. Three ponds are identified on the National Wetlands Inventory. Sam Antonio River Authority owns a small adjacent parcel that would enhance the City’s ability to activate more recreational activities.

Opportunities for Improvement

- Maintain Scenic Open Space
- Disc Golf
- Trails, Trailhead/Access
- Playscape
- Picnic Tables/Benches
- Pickelball/Tennis Courts
- Restrooms
- Pavilion
- Wetlands Preservation or Restoration/Habitat Conservation Areas
- Living Sustainability Laboratory showcasing stormwater management techniques (e.g., bioswales, rain gardens)
- Creek restoration in conjunction with San Antonio River Authority



About the Park



Park Location	Park Size	Park Type
East Norris Drive	78.2 Acres	Regional
Park Features		
▪ Undeveloped		



East Park Future Entrance off East Norris Drive



Existing Conditions in East Park

Knox Ridge Northeast Park

Location and Access

This area is accessible through a residential area from Rio Cyn and Canyon Bend. This neighborhood has ADA-compliant concrete sidewalks, providing a safe and convenient route for visitors. The area also fronts Walzem Rd. which is a divided 4-lane street with sidewalks.

Existing Conditions

This area “which is mostly located in a special flood hazard area” was an open space dedication to the City by the developer in 2023. The parcel functions as a drainage channel and has steep slopes. Only a small portion could be developed. The area is has significant tree canopy.

Opportunities for Improvement

- Maintain Scenic Open Space
- Living Sustainability Laboratory showcasing stormwater management techniques (e.g, bioswales, rain gardens)
- Riparian Habitat Restoration (with nature trails and plant identification labels)
- Unimproved Trail
- Pervious Trailhead
- Birding/Observation Blind
- Small Tot Lot
- Dog Park



About the Park



Park Location	Park Size	Park Type
Walzem Road	5.4 Acres	Neighborhood
Park Features		
▪ Undeveloped		



Existing Conditions in Knox Ridge Northeast Park

Greenway Trail System

Location and Access

The Greenway Trail begins at City Park, establishing a connection to the trail at North Park. Subsequently, the trail extends from North Park alongside a drainage, concluding at Kitty Hawk Road.

Existing Conditions

The Greenway Trail, which was completed in 2022, begins at Converse City Park, goes underneath the UPRR tracks, and extends to Converse North Park. The trail is located on the bank of W. Salitrillo Creek. Phase 2 will extend the Greenway Trail from Converse North Park to Kitty Hawk Rd.

Opportunities for Improvement

- Mile Markers
- Completion of Pedestrian Crosswalk and Signals at FM 1974
- Maintain Scenic Open Space
- Pedestrian Amenities
- Emergency Call Boxes
- Security Cameras
- Waste Receptacles



Construction of Greenway Trail System



Existing Conditions of Greenway Trail System

About the Park



Park Location	Park Size	Park Type
Walzem Road	N/A	Linear
Park Features		
▪ 10 Foot Concrete Trail ▪ Natural Terrain ▪ Benches		

Converse Community Center and Senior Center

Location and Access

The Converse Community Center and Senior Center are situated in the same building at the intersection of FM 1516 and Avenue E, conveniently accessible from FM 78. The building provides ample parking and direct access to a nearby bus stop.

Existing Conditions

The building is divided into two distinct halves. The Community Center features a well-equipped kitchen and versatile rental space, offering an accessible venue for all members of the community. It doubles as an emergency center and resilience hub to support residents before, during and after a natural disaster. The Senior Center provides a variety of activities designed to help seniors maintain their health, stay engaged and enjoy their independence. It boasts a spacious 1,200 sq. ft. patio complete with a pergola, perfect for outdoor activities.

Opportunities for Improvement

- Kitchen Appliances
- Audio/Visual Equipment
- Comfortable Chairs
- Storage Area



Land Use Workshop at the Converse Community Center



Senior Lunch at the Converse Senior Center



Converse Recreational Programming

Converse’s recreational programming consists of a variety of seasonal events and festivals for residents. Several of these events are geared toward children 12 years of age and under, while few are targeted specifically to adults or seniors. Most events are held at Converse North Park, with the Veterans Day Festival being the only event hosted at Converse City Park. All events are open to the public at no cost. In addition, several youth sports leagues utilize park facilities. Looking ahead, there may be opportunities to expand recreational offerings for different age groups by routinely evaluating programming based on demographic trends, participation rates, available funding, and comparable programs offered by other organizations in the community.

Figure 29. Recreational Programming in Converse Parks

Program Name (City run or operated by other vendor on City property)	Age Group				Location	Season	Fee	Estimated Annual Attendance/ Participation				
	Age 12 and under	Age 13-18	Adults	Seniors				2020	2021	2022	2023	2024
Festivals/Events												
Movies in the Park	x	x	x	x	North Park	All Year	\$0					
Easter Egg Hunt	x				North Park	Spring	\$0					
Spring Fest/Farmers Market	x	x	x	x	North Park	Spring	\$0					
Veterans Day Festival	x	x	x	x	City Park	Fall	\$0					
Touch a Truck	x	x			North Park	Summer	\$0					
Cow Visits the Park	x	x			North Park	Summer	\$0					
Back to School Fun Run	x	x	x	x	North Park	Summer	\$0					
Trunk or Treat	x				North Park	Fall	\$0					
National Night Out	x	x	x	x	North Park	Fall	\$0					
Youth Athletics												
Venom Youth Sports	x	x			City Park	Fall and Spring	N/A					
Judson Youth Sports Association Pony Baseball & Softball	x	x			City Park	Spring	N/A					
Converse Crocodiles Swim Team	x	x			City Park	Summer	N/A					

Needs Assessment

Assessment Methodology

This Plan uses a multifaceted analysis to help determine the parks and recreational needs of the Converse community. The needs assessment analyzes whether those needs are being met and what types of improvements or changes would be beneficial for Converse. Existing parks and recreation opportunities are analyzed in terms of public opinion, the location and quantity of parkland, the quantity of facilities within parks, and natural resources in the City.

The needs assessment includes three parts. The use of multiple assessment methods helps to establish an understanding of key parks and recreation needs and inform Plan recommendations to address those needs.

Demand-Based Assessment

The needs assessment starts with a demand-based assessment. This includes an analysis and summary of public feedback to identify what the community wants and expects from the parks and recreation system, and how this compares to its current state.

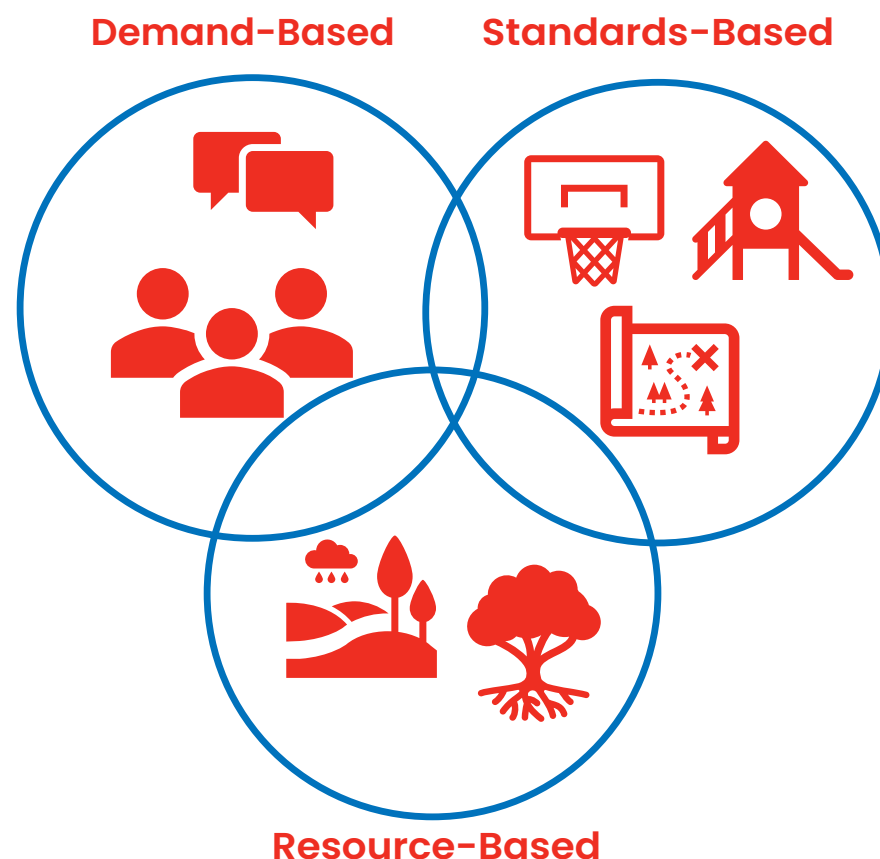
Standards-Based Assessment

The standards-based assessment then analyzes parkland acreage, location and amenities in comparison with the needs and location of the current population and future growth areas. This is used to determine an appropriate target level of service for the Converse community and identify surpluses or deficits.

Resource-Based Assessment

Lastly, the resource-based assessment evaluates Converse's existing physical, man-made and natural resources to identify opportunities to leverage for public recreation benefit.

Figure 30. Three Elements of the Needs Assessment



Demand-Based Assessment

The demand-based assessment is a reflection of the community's needs, as expressed directly by residents through various public engagement opportunities. Community engagement included:

- Converse 2050 Comprehensive Plan Survey
- Online Mapping
- National Night Out Coin Jar Activity (2024)
- Converse EDC Parks Survey
- Public Meetings
- Converse Green Day
- Parks and Recreation Commission Meetings
- National Night Out (2025)

The following pages present highlights from the community input received. These highlights present varying opinions from Converse residents and/or park users and may differ between the varied engagements.

Converse 2050 Comprehensive Plan Survey

At the outset of the Comprehensive Planning process, a community survey was conducted, which included feedback related to parks and recreation. There were 181 survey responses. The parks related takeaways included:

- Parks and recreation received overwhelming support from residents, with more than two-thirds strongly supporting additional recreational or green land uses such as parks, trails and community gardens.
- When asked what amenities they would like to see more of, residents ranked City-wide walking and biking trails as the most important, followed by neighborhood parks with playgrounds, picnic areas, and multipurpose fields.
- Pools, splash pads and specialty parks such as dog parks or skate parks were also frequently cited as desired additions.
- Residents repeatedly emphasized the need for improvements to existing parks, including better maintenance and upgraded facilities.
- Converse North Park was frequently mentioned as an enhancement priority, with requests for a splash pad, dog park and expanded trails.

Figure 31. How supportive are you of bringing more recreational/green land-uses (e.g., parks, trails, community gardens) to Converse?

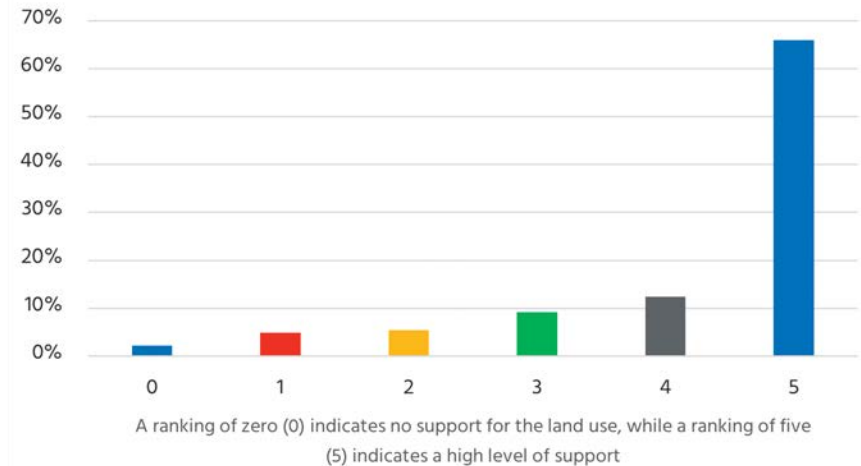
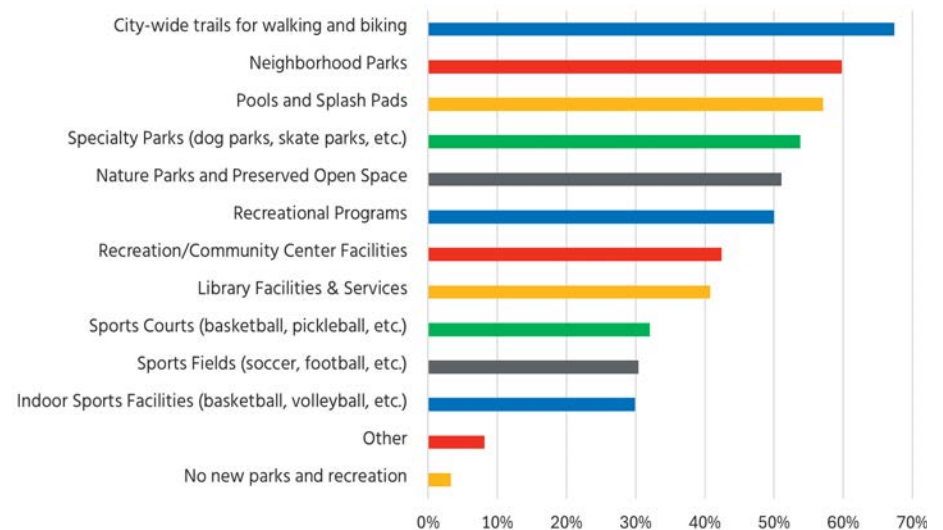


Figure 32. What parks and recreation opportunities would you like to see more of in Converse?



Online Mapping Comments

Throughout the course of the project, there was an online mapping exercise available for residents to provide comments and ideas related to specific points around Converse. Participants were able to upvote and downvote other comments. The following represents real responses from participants regarding parks and recreation feedback:

Converse North Park

- I think a gate that helps enforce the times that the park is open/closed would be great. I live next to the park and you see and hear people in the park at all hours of the night. It would help with trash and graffiti left in the park. I think a sidewalk from the red playground to the basketball court would be nice. I also think a splash pad or dog park would be perfect here.
- Love this park and use it frequently so good work so far guys but I think we could use some more trees especially drought resistant and native ones to add shade to the paths and a plan to water them till they are established.
- Upkeep for doggy bags would be great, So many people leave dog droppings behind due to the lack of doggy bag stations. Water fountains would be great too.
- The old football field is an ideal location for a splash pad similar to those in Selma and Universal City, especially considering the pavilion is nearby.
- The park needs mosquito control through chemical or non chemical means. For example periodic spraying or installation of bug catching machines.

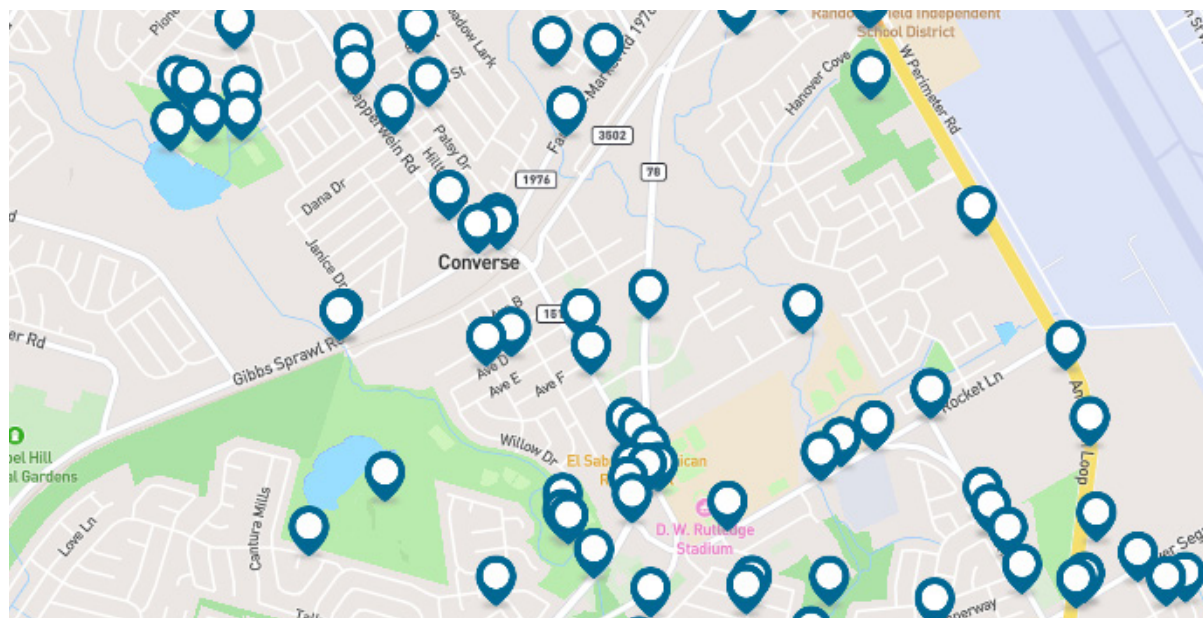
Anton Schumann Park

- I bike this area all the time and didn't even know it was here till I saw it on this map today. That's how little signage. Didn't even realize its a camping spot, too. Perhaps add at a minimum a restroom and better parking. It looks like a unique spot. Historical to be preserved.
- Do something of value with the old house. At a minimum maintain what is there. Preserve City of Converse history. We don't have too many houses of historical significance in Converse.

Converse City Park

- Add more shade canopies to this park. Thank you.
- A dog park would be nice in this park.
- Would love this park to get an overhaul. Almost all moms I know drive to the Live Oak Park instead of go here locally. Live Oak park is a great example to follow...clean, gated, safe and lots of shade.
- It would be nice to have a splash pad here!

Figure 33. Online Mapping Comment Pin Distribution



Parks and Recreation Commission Workshop

On March 25, 2025, City staff and the Parks and Recreation Commission conducted a public workshop to prioritize parks and recreation projects for future budget consideration and to gather feedback on priorities for the PROS Master Plan. The Commission outlined priorities for the three developed City parks as well as the undeveloped East Park. The top priorities included:

Converse City Park

- Parking Lot and Road Repair
- Tennis/Pickleball Courts
- Emergency Call Boxes

Converse North Park

- Road Repair/Parking Lot with Striping
- Picnic Shelters
- Pavilion Cosmetic Repair and Painting
- Emergency Call Boxes

Anton Schumann Park

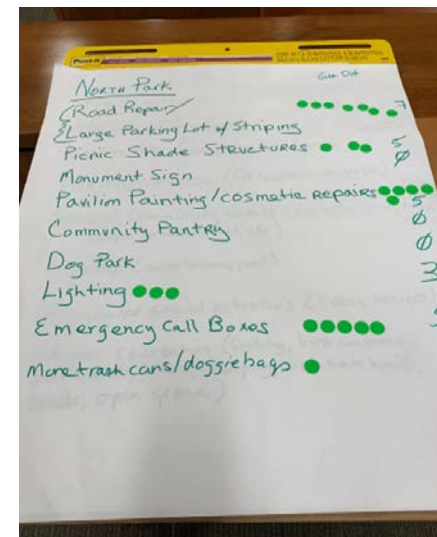
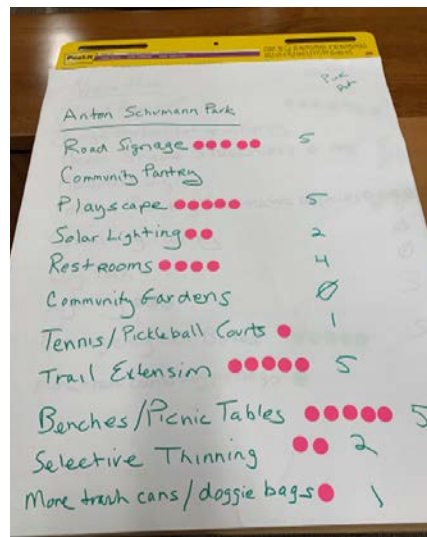
- Road Signage
- Playground
- Trail Extension
- Picnic Facilities (e.g., benches, tables)

East Park

- Disc Golf
- Trails
- Picnic Facilities (e.g., benches, tables)
- Playground
- Park Access/Trailheads
- Restrooms



Converse Parks and Recreation Commission Workshop (March 2025)



Commission Facility Priority Boards (Anton Schumann Park and Converse North Park)

Public Engagements

During a number of public engagements held for the Comprehensive Plan, community input was gathered for the PROS Master Plan. Feedback related to parks and recreation included:

National Night Out (Oct 2024)

A coin jar investing activity was conducted for the Comprehensive Plan where participants were asked to invest three coins into key areas of interest. It was revealed that Parks, Trails and Public Spaces received the greatest number of coins, indicating strong public support for investment in parks.

Coin Jar Investing Activity	
Category	Number of Coins
Parks, Trails and Public Spaces	13
Shopping, Dining and Entertainment Options	12
Small and Local Business Support	10
Road Infrastructure	8
Housing Affordability	6
Arts, Music and Cultural Programs	6
Bringing Job Opportunities	5
Walking and Bicycling Routes	5
Utility Infrastructure	4

Land Use Workshop (Jan 2025)

A land use workshop was conducted for the Comprehensive Plan where participants were asked to provide input on the development of the future land use plan for the City. During the facilitation of this event, participants expressed interest in an expansive trail network utilizing Salitrillo Creeks and expressed support for a green feature to be incorporated in the southeast part of the City.

Green Day (Apr 2025)

The project team attended the Converse Green Day event, which included a park visual preference survey. During this event, participants were provided up to four dots to indicate their top priorities for a future green feature in southeast Converse as identified on the Future Land Use Plan. Participants' primary priorities included a community garden, a water feature, playgrounds, and restrooms, with additional mention of trail mile-markers and a pollinator garden.

GREEN FEATURE VISIONING

The land use plan shows a large green feature or park within the floodplain in the southern portion of the City. The intent is to connect the two sides of the City via bicycle and pedestrian trails as well as provide recreational amenities for residents in this area. The city-wide trail network could meet in this area. The amenities would need to be contextual and sensitive to the natural features and floodplain in the area.

What types of park amenities are most needed in this area? Place a dot under your top four (4) priorities.

Other (Others)

Lighting

Trail mile markers

Bus & Stand

Pollinator Garden

Parks and Recreation Commission Meetings (2025)

On May 12, 2025, the Parks and Recreation Commission conducted a public meeting that included a presentation and an opportunity for public comment. The meeting was also broadcast live on Facebook for community members who were unable to attend in-person. Public comments included:

- Glad to see the parks plan is being developed.
- Add the additional city-owned property to the Anton Schumann Park boundary map.
- Add the number of swimming pools to the non-city facilities list.
- I did not realize that Converse North Park has the highest level of visitation.
- We need more enforcement to prevent ATVs in city parks.

On August 11, 2025, an additional Parks and Recreation Commission public meeting was held. The meeting was also broadcast live on Facebook for community members who could not attend in person to provide comments on the PROS Master Plan.



Converse Economic Development Corporation Parks Survey

A comprehensive 30-question public survey focusing on parks was conducted during the planning process to gather input from a wide range of Converse residents and stakeholders. The survey, open for approximately one month from April to May 2024, received just over 200 responses.

Survey respondents represented a range of ages, with the majority falling between 26 and 45 years old. Most were Converse residents, with only 2.5% of respondents living outside the City. The most frequently used park facilities by respondents were North Park, followed closely by parks located outside Converse. The least utilized facilities included Anton Schumann Park and neighborhood or subdivision parks.

Figure 34. Which park do you use most often?

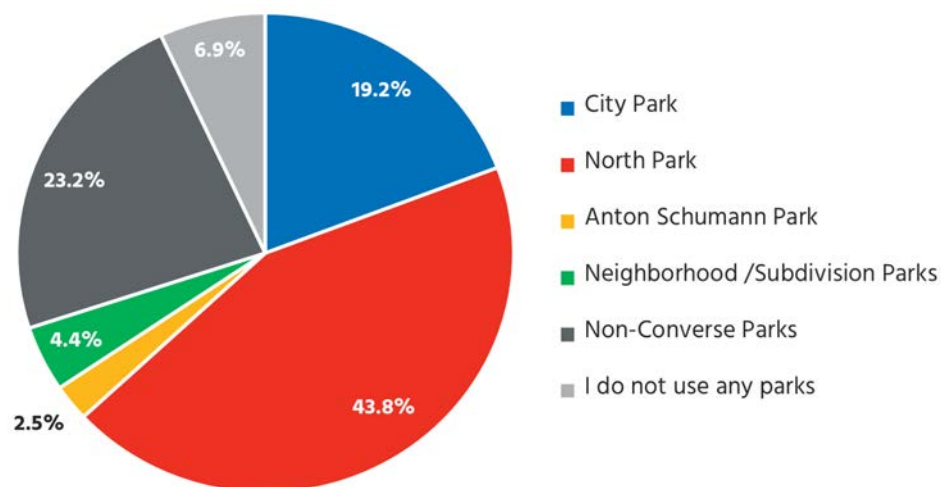


Figure 35. Are you a Converse resident?

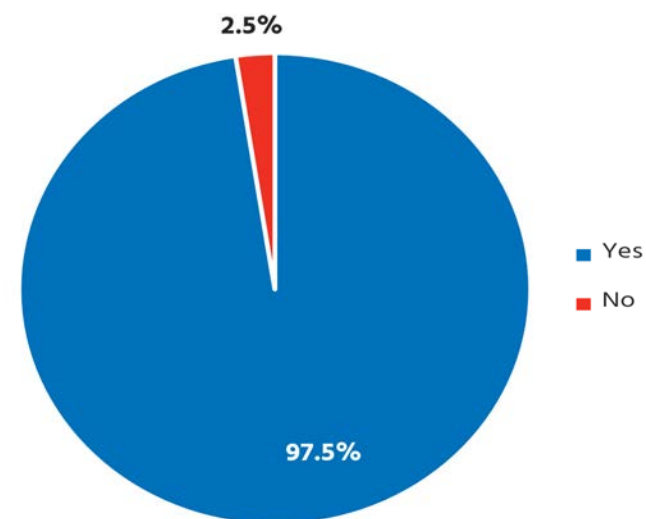
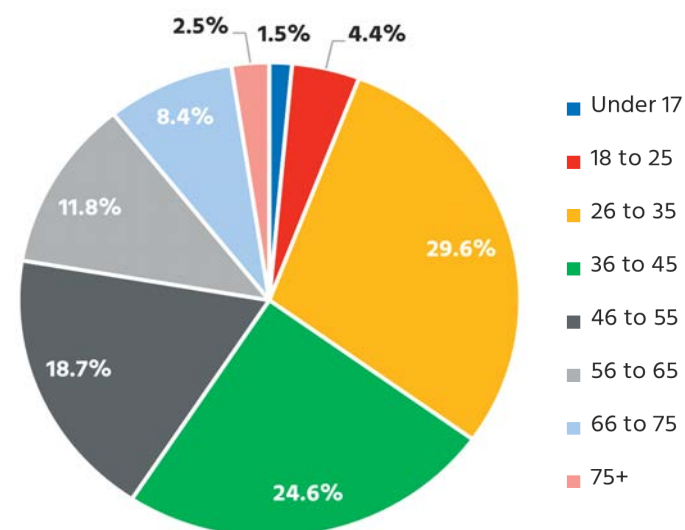


Figure 36. What is your age?

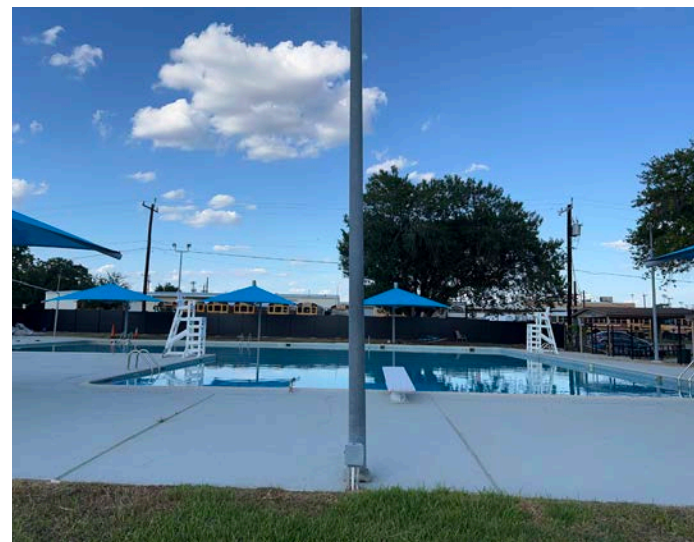


Parks and Recreation System Priorities

Overall Priorities for Parks and Recreation System

Respondents were asked to identify the single most important issue or need for the City of Converse Parks System. The top ten priorities included:

- Improved maintenance and upkeep of parks, facilities and playground equipment.
- Additional shade structures for playgrounds, seating and picnic areas.
- Expanded community amenities, such as splash pads or other water features.
- Development of dog parks and other pet-friendly areas.
- Enhanced safety and security, including increased lighting and visibility.
- Creation of community gardens and farmers markets.
- Improved and expanded playgrounds with modern, family-friendly equipment.
- Improved landscaping and beautification, including signage and curb appeal.
- Expanded trails, walking paths and trail connections throughout the city.
- Construction of pavilions, seating and gathering spaces for families and events.



Swimming pool at Converse City Park

Parks and Recreation Facility Priorities

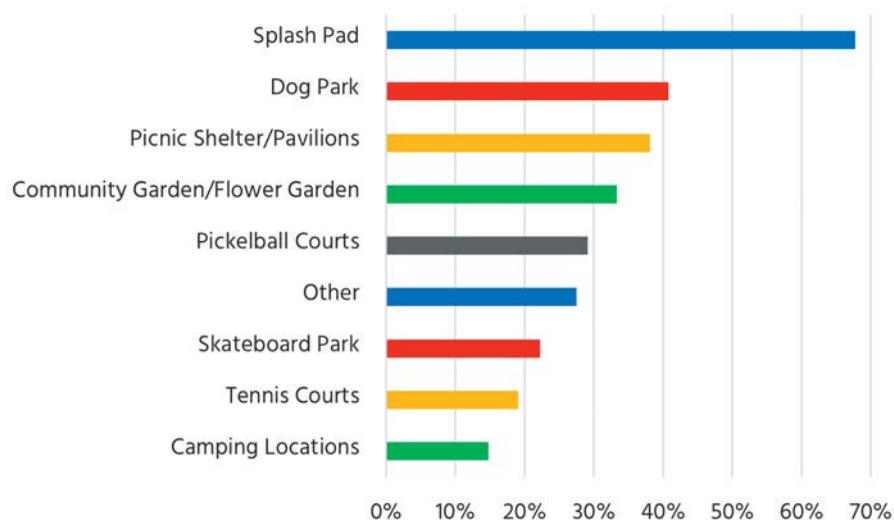
Respondents were asked to identify their top athletic and recreational facility priorities for parks in the City of Converse. The top priorities included:

- Addition of a splash pad or water play feature (68%)
- Development of a dog park (41%)
- Construction of additional picnic shelters and pavilions (38%)

The facility priorities that respondents considered least important included:

- Development of camping locations (15%)
- Addition of tennis courts (19%)
- Construction of a skate park (22%)

Figure 37. What athletic or recreational facility would you like to see added?



Parks and Recreation System Programming

Overall Rating of Parks and Recreation Programming

Slightly under one-third of respondents (29.7%) rated the quality of parks and recreation program opportunities as excellent or good, while the largest share (33.9%) rated them as fair. These results indicate that many residents see a need for improvement in the programming opportunities offered within the Converse parks and recreation system.

Parks and Recreation Programming Event Interest

The top parks and recreation programming events that respondents expressed interest in attending included a farmers market (84.1%), the fall festival (72%), and the Movies in the Park program (62.4%). There was comparatively little interest in participating in a 5K/10K or the Easter Egg Hunt. These results may reflect the preferences of those who completed the survey and may not fully represent the broader community.

Figure 38. Overall, how would you rate the recreation program opportunities in Converse?

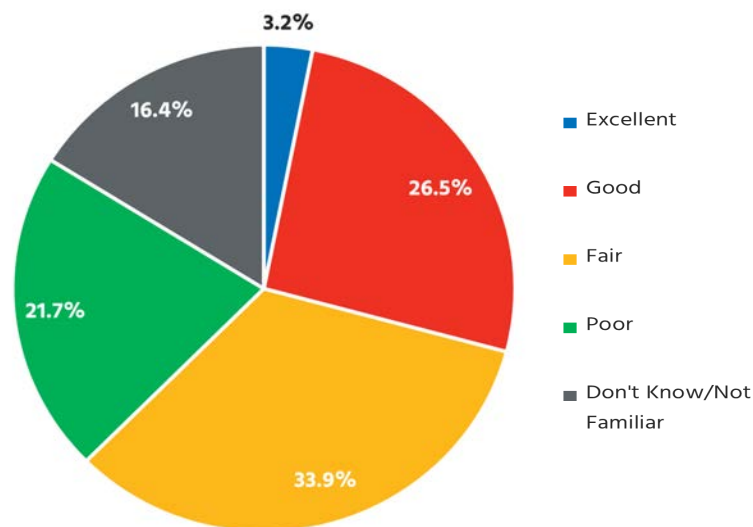
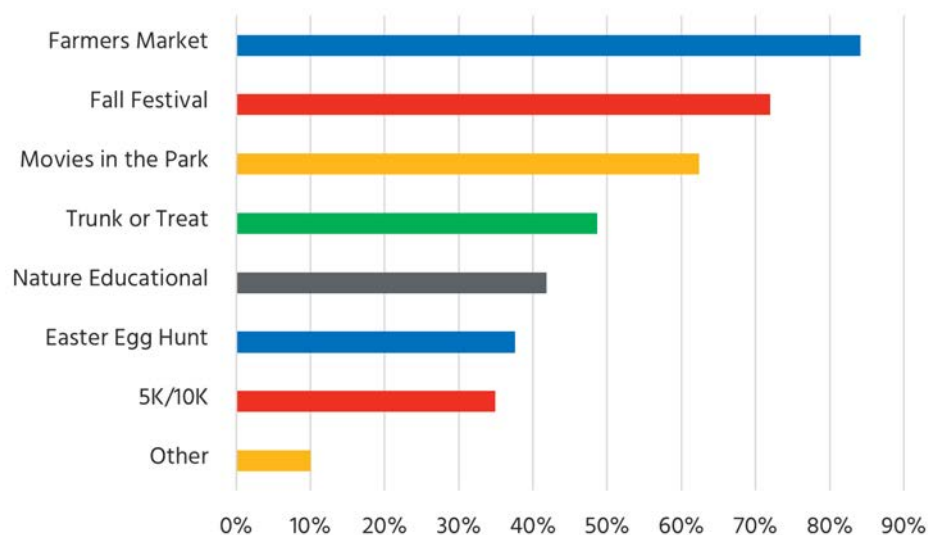


Figure 39. What events would you be interested in attending?



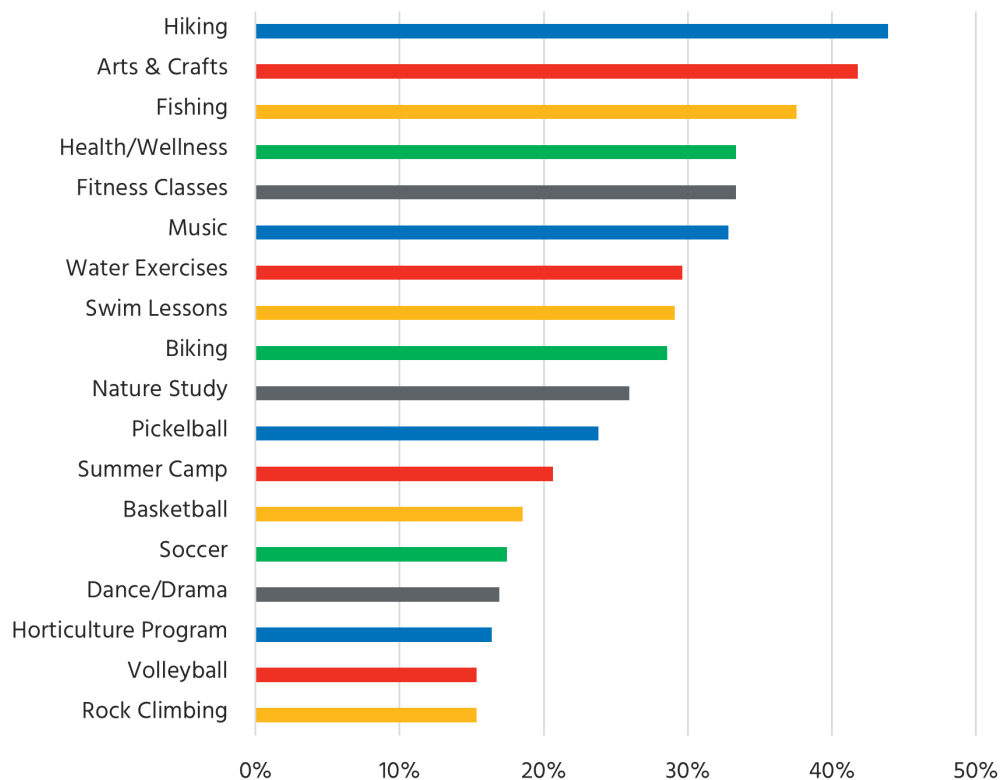
Parks and Recreation Programming Priorities

Respondents were asked to select the programs or activities they or their family would be interested in participating in. Of the 36 programs or activities respondents could select, only the top half were included in Figure 41. The top ten programming priorities included:

- Hiking (44%)
- Arts & Crafts (42%)
- Fishing (38%)
- Health/Wellness (33%)
- Fitness Classes (33%)
- Music (33%)
- Water Exercises (30%)
- Swim Lessons (29%)
- Biking (29%)
- Nature Study (26%)

These results indicate a high-level of respondent interest in both creative and nature-based activities, including hiking, fishing, biking, arts and crafts, music and nature study. Health and wellness also emerged as a priority, with respondents selecting fitness classes, water exercises, swim lessons and wellness programs. These activities have broad appeal across a range of age groups in the City of Converse.

Figure 40. In which recreation programs or activities would you or members of your household be most interested in participating?



Overall Rating of Anton Schumann Park

Overall Park Condition

Respondents were asked to provide their overall perception of the condition of Anton Schumann Park. Slightly under half (43.3%) rated the condition of the park as good, while an equal share (20%) rated it as excellent or fair. The smallest share (16.7%) rated the park's condition as poor.

Identified Improvements

Respondents were asked to identify the most important improvements for Anton Schumann Park. The top six priorities included:

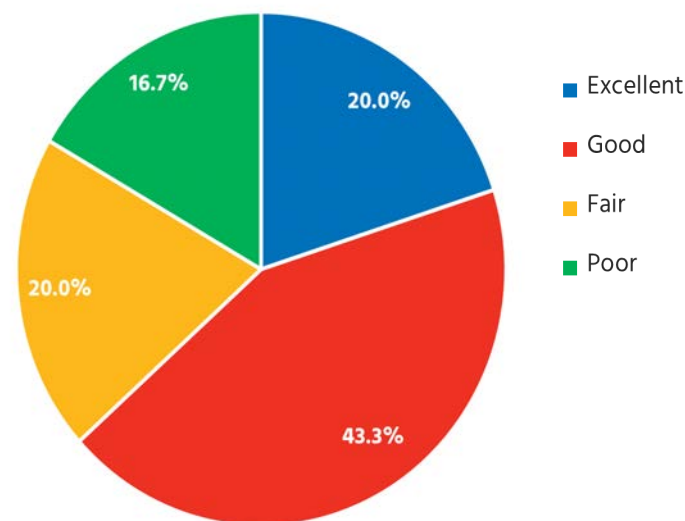
- Expanded trails and walking paths, including longer routes and improved signage.
- Improved and expanded playgrounds with additional equipment and safer, soft-surface flooring.
- Addition of shade structures and seating areas for comfort
- Expanded community amenities, such as picnic tables and gathering spaces.
- Improved maintenance and cleanliness of trails, gardens and landscaped areas.
- Enhanced features such as lighting and parking to improve access and safety.

Identified Amenities

Respondents were asked to identify the most important amenities to be included in future improvements to Anton Schumann Park. The top six amenities included:

- Splash Pad/Water Features
- Dog Park
- Playground
- Benches and Shaded Seating
- Restrooms
- Community Garden

Figure 41. How would you rate the condition of Anton Schumann Park?



Key Quotes

"Walking trails are poorly designed, too narrow, not shaded."

"Since this is a nature park, it is kept in very good condition. I think the trail could be extended. I love the flora diversity."

"It's small and really nothing to do. The trail is so short it's not worth going."

Overall Rating of Converse North Park

Overall Park Condition

Respondents were asked to provide their overall perception of the condition of Converse North Park. More than half (53.2%) rated the condition of the park as good, while the next largest share (20.7%) rated it as fair. The smallest share (10.8%) rated the park’s condition as poor.

Identified Improvements

Respondents were asked to identify the most important improvements for Converse North Park. The top six priorities included:

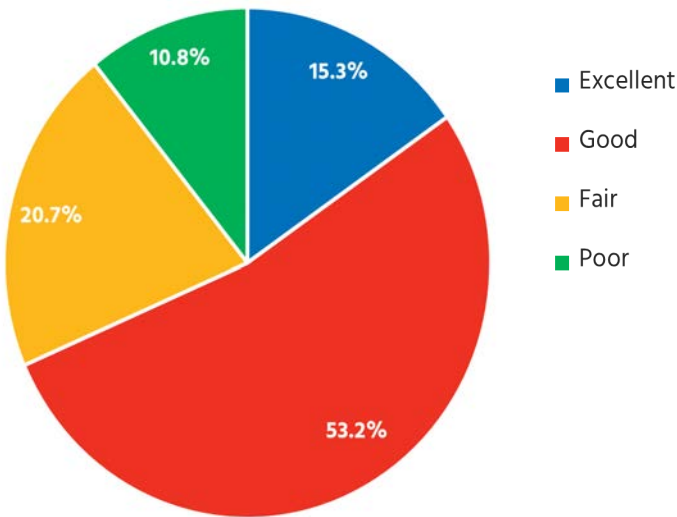
- Splash pad and water features, including interactive play areas for families.
- Expanded trails and walking paths, with improved surfaces and better connectivity.
- Addition of shade structures and trees.
- Restrooms and bathroom facilities, including upgrades to existing structures and new additions.
- Improved and expanded playgrounds with modern, family-friendly equipment.
- Roadway, parking, and general maintenance to ensure safe and accessible infrastructure.

Identified Amenities

Respondents were asked to identify the most important amenities to be included in future improvements to Converse North Park. The top six amenities included:

- Dog Park
- Splash Pad
- Shade Structures and Pavilions
- Pickelball Courts
- Playgrounds
- Lighting, Rest Areas and Water Fountains

Figure 42. How would you rate the condition of Converse North Park?



Key Quotes

“Great walking trail and natural area.”

“The playground equipment is newer but the road, pavilion, fields and volleyball courts need lots of love.”

“Grounds are not nicely landscaped. Grass in the football field is full of weeds and spurs. Small walking path and doesn’t connect to City Park yet.”

Overall Rating of Converse City Park

Overall Park Condition

Respondents were asked to provide their overall perception of the condition of Converse City Park. More than half (58.6%) rated the condition of the park as good, while the next largest share (21.2%) rated it as fair. The smallest share (9.1%) rated the park's condition as excellent.

Identified Improvements

Respondents were asked to identify the most important improvements for Converse City Park. The top six priorities included:

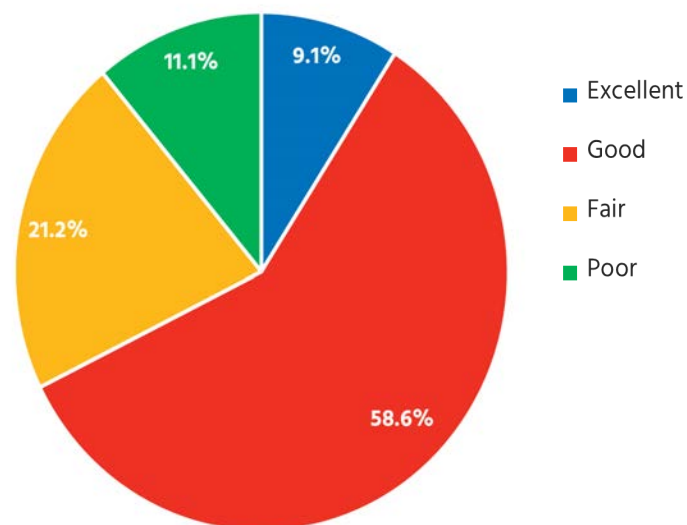
- Improved and expanded playgrounds with modern equipment.
- Addition of splash pads, an upgraded swimming pool and other water features for families and children.
- Increased shade through a greater quantity of trees, pavilions, and covered seating areas.
- Expanded trails, sidewalks and walking paths with clearer markers and improved surfaces.
- Development of a dog park and other pet-friendly amenities.
- Enhanced maintenance and safety, including restroom upgrades, lighting and roadway repairs.

Identified Amenities

Respondents were asked to identify the most important amenities to be included in future improvements to Converse City Park. The top six amenities included:

- Splash Pad/Water Features
- Dog Park
- Shade Structures and More Trees
- Playground
- Sports Courts (Basketball, Tennis and Pickleball)
- Trail Connections

Figure 43. How would you rate the condition of Converse City Park?



Key Quotes

"It is a lovely outdoor space, particularly by the pond."

"Pavilion needs painting. Bleachers and ball fields are run down. Not enough trees/shade. Parking lots are terrible and need resurfacing."

"Appears run down, could be phenomenal but needs landscaping and clean up. The space and size is fantastic but needs some TLC."

Standards-Based Assessment

The standards-based assessment analyzes parkland in terms of acreage, location and number of park facilities. It identifies the current level of service and whether it is meeting the community's needs. Levels of service represent a specific acreage of parkland or number of facilities needed per given population.

The National Recreation and Park Association (NRPA) publishes their Agency Performance Review annually. It presents data and insights from 1,000 parks and recreation agencies around the country. This information was referenced throughout the standards-based assessment as a baseline comparison.

Three types of standards were examined in this assessment: acreage, location and facilities.

Acreage Level of Service

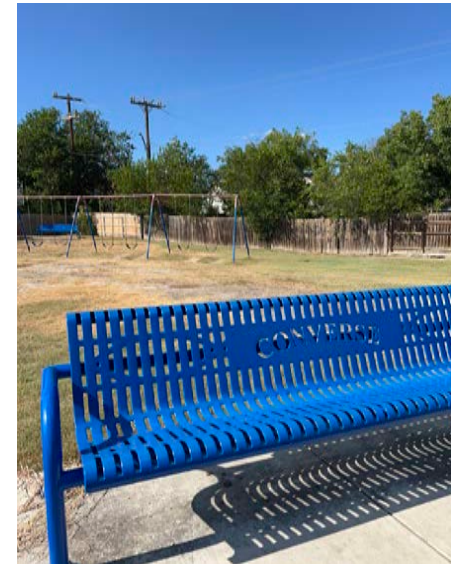
The acreage level of service defines the quantity of parkland acreage as a ratio to population. The results are expressed as park acreage per 1,000 residents. The analysis examines whether there is sufficient parkland for residents today and in the future.

Spatial Level of Service

The spatial level of service looks at the location and distribution of different park types to identify underserved areas and where new parks may be needed.

Facility Level of Service

The facility level of service defines the number of park facilities needed to meet the community's recreational needs. Standards are expressed as a ratio of facility per population size (e.g., one baseball field per 3,500 residents).



Acreage Level of Service

Different types of parks are designed to meet different community needs. Pocket, neighborhood, and community parks, collectively referred to as close-to-home parks, are primarily intended to provide recreational opportunities for residents living nearby. Regional parks, in contrast, attract visitors from beyond the immediate community. Linear parks/greenbelts offer passive recreation experiences for the broader public, while special purpose parks cater to specific user groups (e.g., dog park, skate park).

As noted in the 2025 NRPA Agency Performance Review, the median community with 20,000-49,999 residents maintains 10.9 acres of parkland per 1,000 residents. For Converse, a target level of service has been established by comparing these NRPA benchmarks with the community's unique goals, opportunities, and challenges.

Converse's parks system includes 344.1 acres of parkland, of which 38.4 acres are owned by homeowners associations. Existing and target service levels for each park type are shown in Figure 45. At present, the City provides a total level of service of 10.6 acres of parkland per 1,000 residents for City-owned parks and 12.0 acres per 1,000 residents when including privately owned parks across all park categories. When privately-owned parks are excluded, this results in a current parkland deficit, with projections indicating that the deficit will continue as the population approaches its 2035 population forecast.

The City lacks sufficient acreage dedicated to close-to-home parks in 2025 and is projected to continue this deficit as identified in the "surplus/deficit acreage" columns in the table. Additionally, approximately 83.6 acres of City-owned parkland included in Figure 45 remains largely undeveloped. To address this shortfall, additional parkland should be developed specifically for pocket and neighborhood parks. The City should consider locating these parks in areas with new residential development in the future. To meet the recreational needs of the community, these parks should be equipped with amenities appropriate to the park type, providing diverse recreational opportunities and addressing facility deficiencies identified later in this chapter.

The City should also seek opportunities to build upon the Greenway Trail System and develop a network of linear and greenbelt parks. When thoughtfully located and designed with bicycle and pedestrian trails, these parks can strengthen

community-wide connectivity to existing parks and other key destinations. Furthermore, the demand-based assessment identified the expansion of bicycle and walking trails as a priority for Converse residents.

Special use parks are oriented towards a single purpose, and no target level of service has been established for this park type. However, when considering future improvements, the inclusion of special use parks such as skate parks, golf courses or dog parks can serve varying user groups within the City. The construction of a dog park was specifically cited during the demand-based assessment as a priority for Converse residents.

National Recreation & Parks Association (NRPA) 2025 Agency Review

Average Total Parkland per 1,000 Residents (for communities 20,000-49,999 people):

Lower Quartile = 5.7 acres/1,000 people

Median: 10.9 acres/1,000 people

Upper Quartile: 17.5 acres/1,000 people

Figure 44. Parkland Acreage Level of Service

Park Classification	Existing Level of Service (LOS)		Recommended Level of Service (2025)			Recommended Level of Service (2035)	
	Existing Acreage (2025)	Current LOS (based on 28,764 pop. ¹)	Recommended Target LOS (2025-2035)	2025 Recommended Acreage (based on 28,764 pop. ¹)	Surplus/Deficit Acreages (2025 ²)	2035 Recommended Acreage (based on 39,779 pop. ¹)	Surplus/Deficit Acreages (2035 ²)
Pocket Parks (City Owned)	0.0	0.0 Ac/1,000 Residents	0.25 Ac/1,000 Residents	7.2	-7.2	9.9	-9.9
Pocket Parks (City + HOA)	5.4	0.19 Ac/1,000 Residents			-1.8		-4.5
Neighborhood Parks (City Owned)	22.7	0.79 Ac/1,000 Residents	2.5 Ac/1,000 Residents	71.9	-49.2	99.4	-76.7
Neighborhood Parks (City + HOA)	35.2	1.22 Ac/1,000 Residents			-36.7		-64.2
Community Parks (City Owned)	0.0	0.0 Ac/1,000 Residents	4.15 Ac/1,000 Residents	119.4	-119.4	165.1	-165.1
Community Parks (City + HOA)	20.5	0.71 Ac/1,000 Residents			-98.9		-144.6
Regional Parks	283.0	9.84 Ac/1,000 Residents	4.0 Ac/1,000 Residents	115.1	167.9	159.1	123.9
Greenbelt and Linear Parks	0.0	0.0 Ac/1,000 Residents	Varies	N/A	N/A	N/A	N/A
Special Use Parks	0.0	0.0 Ac/1,000 Residents	Varies	N/A	N/A	N/A	N/A
All Park Types (City Owned)	305.7	10.6 Ac/1,000 Residents	10.9 Ac/1,000 Residents	313.6	-7.9	433.5	-127.8
All Park Types (City + HOA)	344.1	12.0 Ac/1,000 Residents			30.5		-89.4

¹ Source: Current Population: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates; 2035 Population: 2.5% Growth Rate based from 2020 Decennial Census

² Negative numbers = acreage deficits

The bottom row includes all park types (including those without target levels of service) and an overall recommended level of service of 10.9 acres of parkland per 1,000 residents. The total 2025 and 2035 surplus and deficit calculations are based on all parks combined (e.g., 305.7 existing acres - 313.6 recommended acres in 2025 = 7.9 acre deficit).

Spatial Level of Service

Access to Neighborhood-Level Parks

Neighborhood-level parks are generally designed to serve residents living within a quarter mile to a half mile of the park. These parks, which typically include pocket parks and neighborhood parks, are intended to meet the daily recreational needs of nearby residents and are typically accessed on foot or by bicycle. In this spatial level of service analysis, regional parks have also been included as neighborhood-level parks due to their function as neighborhood-serving parks in Converse. The service boundaries of neighborhood-level parks of a quarter mile typically represents about a five-minute walk, while a half mile results in a ten-minute walk. For better accessibility, these parks should be sited away from major roadways, such as arterial roads or highways, and positioned so residents can reach them without having to cross significant traffic barriers.

Map 26 illustrates the service areas of all developed City-owned parks, showing the current quarter-mile and half-mile service boundaries. These service areas were determined based on Converse's existing pedestrian infrastructure.

Map 27 illustrates the service areas of all developed privately-owned parks, such as HOA parks. These parks include pocket, neighborhood and community parks, as there are no privately-owned parks of a regional scale in size. This map includes only quarter-mile service boundaries from the central node of each privately-owned park.

Comparing park service areas with residential growth patterns highlights where current and future neighborhoods lack adequate parkland within walking distance. Need areas are defined as portions of the growth area not currently served by neighborhood-level parks. In Converse, the primary need areas are located in the southeast portions of the City, and along Loop 1604, where much of the recent growth is or is anticipated to be occurring. As the City plans for new park facilities, priority should be given to locating neighborhood-level parks within these areas to ensure convenient access for nearby residents. As the City considers improvements to its sidewalk, bicycle and trail network, priority should be given to streets within a half-mile distance of existing parks to allow safe and convenient pedestrian access to nearby neighborhood-level parks.



Privately Owned Parks Service Area

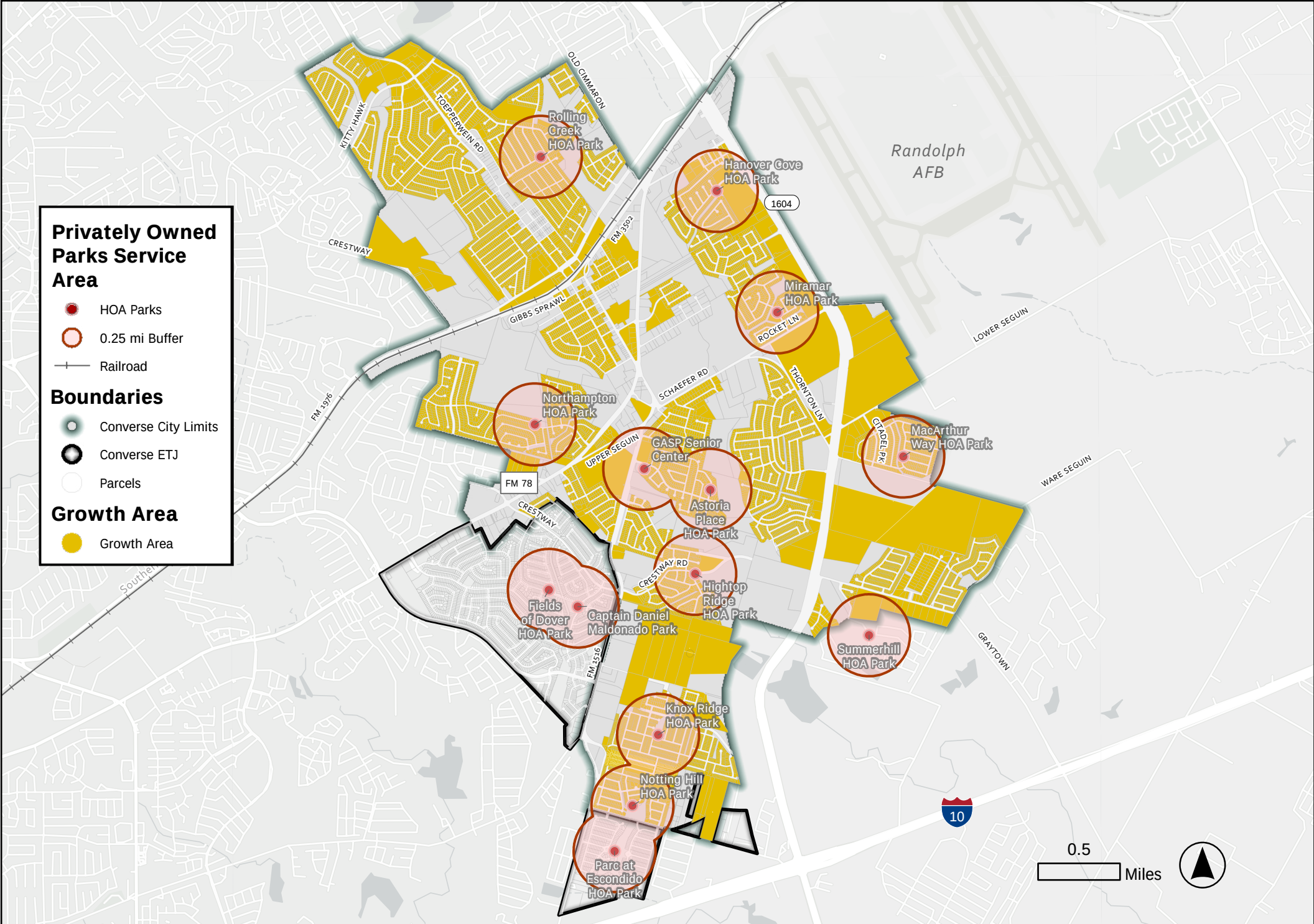
- HOA Parks
- 0.25 mi Buffer
- Railroad

Boundaries

- Converse City Limits
- Converse ETJ
- Parcels

Growth Area

- Growth Area



Map 20. Access to Privately-Owned Neighborhood-Level Parks

Facility Level of Service

In addition to reviewing overall parkland acreage and types of parks, it is also necessary to evaluate the range of recreation facilities available to residents. A facility level of service assessment summarizes Converse's existing inventory and compares it against established benchmarks. The 2025 NRPA Agency Performance Review serves as a reference point, offering national data on the availability of outdoor recreation facilities relative to population. Initial facility targets were developed using baseline averages for communities with 20,000-49,999 residents, and these benchmarks were further refined for Converse through local input, community goals, and consideration of staffing capacity and parkland availability.

The facility level of service table on the next page outlines the current number of facilities in Converse and evaluates them to the City's 2025 population and 2035 population projections. Targets from the 2025 NRPA Agency Performance Review are applied to identify current and future facility deficits.

There are currently deficits in the following facilities:

- Baseball/Softball Fields
- Basketball Courts
- Disc Golf
- Football Fields
- Multipurpose Fields and Courts
- Pickelball Courts
- Skate Parks
- Soccer Fields
- Tennis Courts
- Trails
- Amphitheater/Outdoor Event Space
- Community Gardens
- Dog Parks
- Picnic Facilities and Pavilions
- Playgrounds
- Pool/Aquatic Facility
- Splash Pads

Looking toward 2035, without the addition of new facilities, deficits will increase or emerge in:

- Volleyball Courts
- Fishing Piers



Figure 45. Facility Level of Service

		Current Available	Current LOS (1 Facility per # Residents)	Target LOS (Per Residents)	2025 Need (based on 28,764 pop.)	2025 Deficit or Surplus	2035 Need (based on 39,779 pop.)	2035 Deficit or Surplus	Cities 20,000 to 49,999
Active	Baseball/Softball Fields	5	1 per 5,753	1 per 3,408	9	-4	12	-7	1 per 3,408
	Basketball Courts	2	1 per 14,382	1 per 8,000	4	-2	5	-3	1 per 8,000
	Disc Golf	0	0	1 per 32,519	1	-1	2	-2	1 per 32,519
	Fitness Equipment Circuits	10	1 per 2,876	1 per 21,468	2	8	2	8	1 per 21,468
	Football Fields	2	1 per 14,382	1 per 4,002	8	-6	10	-8	1 per 4,002
	Multipurpose Courts	0	0	1 per 17,209	2	-2	3	-3	1 per 17,209
	Multipurpose Fields	0	0	1 per 4,002	8	-8	10	-10	1 per 4,002
	Pickleball Courts	0	0	1 per 7,333	4	-4	6	-6	1 per 7,333
	Skate Parks	0	0	1 per 35,000	1	-1	2	-2	1 per 35,000
	Soccer Fields	0	0	1 per 4,002	8	-8	10	-10	1 per 4,002
	Tennis Courts	0	0	1 per 6,284	5	-5	7	-7	1 per 6,284
	Trails (miles)	4.2	1 per 6,848	Median: 10 miles		-5.8		-5.8	Median: 10 miles
	Volleyball Courts (Outdoors)	2	1 per 14,382	1 per 16,487	2	0	3	-1	1 per 16,487
Passive	Amphitheater/Outdoor Event Space	0	0	1 per 34,275	1	-1	2	-2	1 per 34,275
	Community Gardens	0	0	1 per 27,230	2	-2	2	-2	1 per 27,230
	Dog Park	0	0	1 per 26,534	2	-2	2	-2	1 per 26,534
	Picnic Pavilions	2	1 per 14,382	1 per 3,000	10	-8	14	-12	
	Picnic Facilities (e.g., tables)	35	1 per 822	In all publicly accessed parks	In all publicly accessed parks	-3	In all publicly accessed parks	-3	
	Playgrounds	4	1 per 7,191	1 per 3,320	9	-5	12	-8	1 per 3,320
Water	Canoe/Kayak Launch	0	0	Varies					
	Fishing Piers	2	1 per 14,382	1 per 15,000	2	0	3	-1	
	Pool/Aquatic Facility	1	1 per 26,900	1 per 26,900	2	-1	2	-1	1 per 26,900
	Splash Pad	0	0	1 per 29,804	1	-1	2	-2	1 per 29,804
Misc	Recreation Center	2	1 per 14,382	1 per 29,445	1	1	2	0	1 per 29,445
	Restrooms	14	1 per 2,054	1 per 4,976	6	8	8	6	1 per 4,976

Resource-Based Assessment

The resource-based assessment is the third analysis for the needs assessment. This exercise recognizes key physical, man-made or natural resources within the community that may provide potential recreational opportunities. These areas can either support active recreational pursuits or provide opportunities for passive enjoyment. The following areas have potential to be further leveraged for recreation or open space preservation in Converse.

Topography

Converse contains topographical change that creates natural high points. One of the higher points in the City is located along the FM 1516 corridor, providing opportunity for a unique close-to-home park.

Utility Corridors

Utility corridors are great opportunities for multi-purpose facilities, for example, implementing trails in utility rights-of-way that would otherwise remain underutilized land.

Development of structures is largely prohibited in utility corridors. While these areas need to remain clear of vertical development, they are great locations for extensive trail segments. As the City develops additional trails, consideration should be given to best leveraging utility corridors for connectivity. To the extent possible, shrubs or small trees should be integrated to provide some shade for users.

Salitrillo Creek

Salitrillo Creek is a major natural drainage corridor that flows through the City of Converse. These areas are inherently unsuitable for most types of development. However, there is much interest and opportunity along Salitrillo Creek for the implementation of both hiking and biking trails. The creek already flows through Converse North Park, City Park and the undeveloped East Park which could allow it to serve as a source of connection among the parks. The trail map in the Transportation and Mobility Chapter already utilizes Salitrillo Creek as an ideal location for future trail expansion.



Topographic change near FM 1516 corridor



Salitrillo Creek natural drainage channels in Converse City Park

Summary of Needs

Through the needs assessment and public engagement process, the need for additional distribution of parkland, increased connectivity, new and improved facilities, and expanded recreational programs were identified. These are inclusive of services that are currently lacking for existing residents as well as needs expected as Converse's population grows through 2035.



Parkland Acreage and Development

- Develop and activate East Park and Knox Ridge Northeast Park.
- Acquire and develop additional close-to-home parks in southeast Converse.
- Expand the quantity of City-owned pocket parks.
- Reinvest in Converse City Park and North Park with a phased redevelopment plan.



Park Facilities

- Splash Pads
- Dog Park
- Community Gardens
- Picnic Shelters/Pavilions
- Shaded Seating
- Pickelball Courts
- Trails



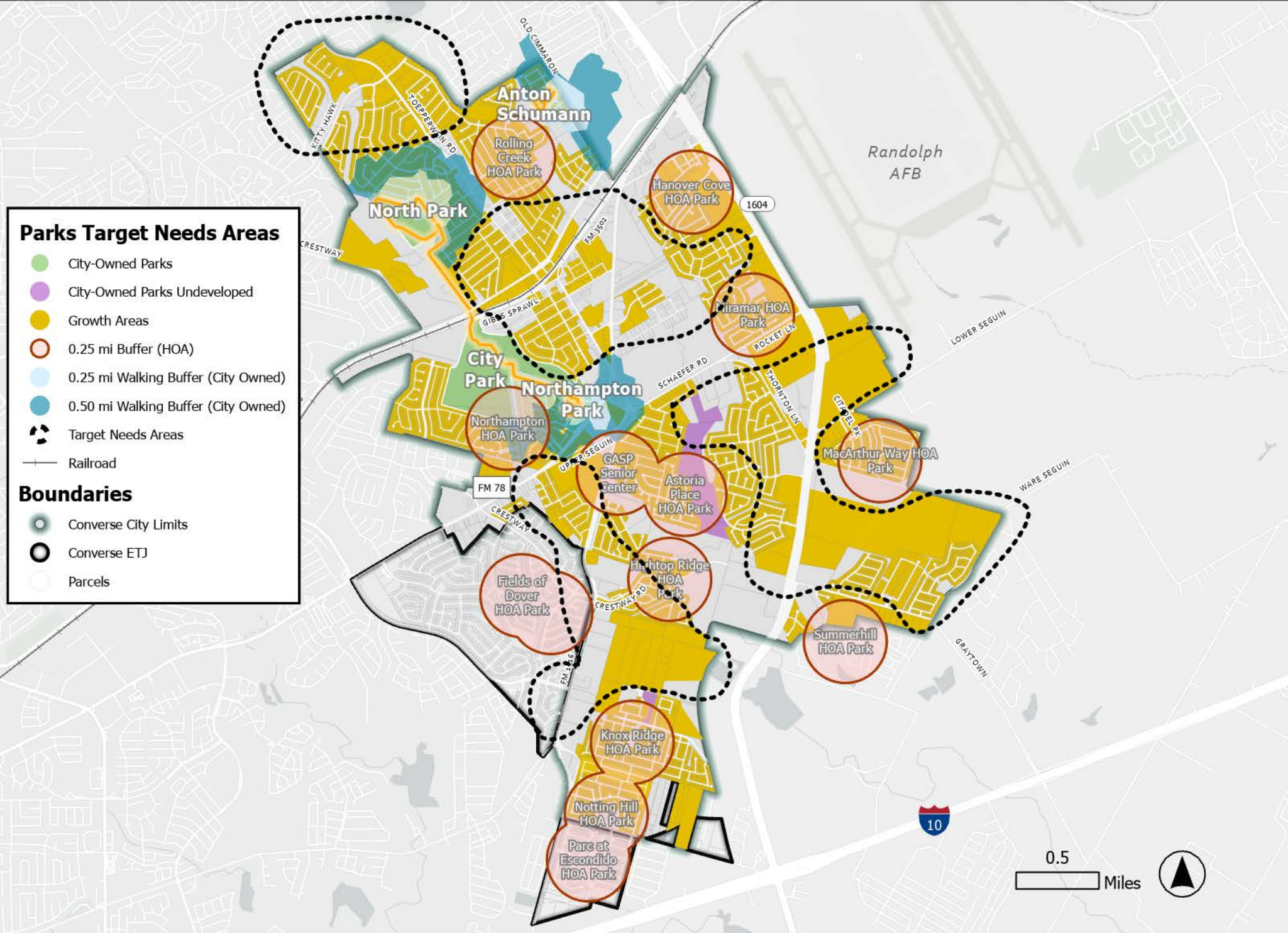
Parkland Access and Connectivity

- Complete Greenway Trail extensions to connect Judson High School to Converse North Park and City Park.
- Provide safer and more continuous trail networks for walking and biking.
- Improve signage, wayfinding and lighting for trailheads and park entries.
- Create regional trail links along Salitrillo Creek.
- Improve parks access within target needs areas that lay outside the 1/2 mile walking buffers from community parks and 0.25 mi buffer from HOA parks as shown in Map 28.



Recreational Programs

- Expand community events such as farmers markets, festivals and concerts in the park.
- Introduce adult wellness and fitness programming, including outdoor fitness classes and walking groups.
- Enhance aquatics programming with swim lessons and water fitness classes.
- Provide more creative and nature-based activities for the youth, such as arts and crafts, hiking, biking and nature study.



Map 21. Parks Target Needs Areas

Recommendations

This chapter details the recommendations formulated as part of this Plan. These recommendations are based on the assessment of current conditions, input from the public and stakeholders, and a needs assessment. They encompass a combination of strategies for maintaining and improving the existing parks and recreation infrastructure, as well as introducing new facilities where a need has been identified.



Goals for the Parks and Recreation System

The following goals provide overall direction for Converse's parks and recreation system to achieve the community's vision and aspirations. These goals should be used to help guide the City's decision-making processes and form the basis of the PROS plan's recommendations.

1. The City will proactively acquire and retain parkland acreage for permanent open space to provide access for existing and future residents of Converse.
2. The City will continually update and improve existing parkland to be responsive to the needs and desires of Converse residents.
3. The City will provide a range of recreational opportunities accessible for all ages, abilities and interests.
4. The City will promote a parks system that prioritizes safety, maintenance and accessibility.
5. The City will pursue partnerships and diverse funding strategies to support the expansion of parks and recreation opportunities for Converse residents.

Parkland Acquisition and Preservation

Goal 1: The City will proactively acquire and retain parkland acreage for permanent open space to provide access for existing and future residents of Converse.

Action 1.1 – Proactively pursue acquisition of additional parkland in target areas

As identified in the needs assessment, there are key portions of the City of Converse that lack adequate access to close-to-home parks and recreation amenities. The City should proactively pursue acquisition of parkland in areas outside existing park service boundaries. This can be accomplished through parkland dedication or the purchase of parcels. Close-to-home parks are particularly needed in southeast Converse, where much of the recent residential development has occurred. Consideration should be given to the type of recreational amenities a site could support based on accessibility, topography, size, and proximity to residential development. Properties that meet the greatest diversity of needs should be prioritized.

Action 1.2 – Proactively pursue preservation of existing parkland in the City

Divesting parkland acreage is not in the long-term interest of Converse or its residents. The City has particularly large parks with significant acreage, as well as two undeveloped parks that also have high acreage counts. The City should prioritize retaining this parkland and activating the two undeveloped parks with appropriate recreational amenities. In

addition, preserving these lands ensures long-term opportunities for both passive and active recreation, safeguarding natural resources and open space for future generations.

Action 1.3 – Review parkland dedication policy and modify as needed

To meet parkland needs the City should review the current parkland dedication policy, located in the Converse Code of Ordinances, and update it as needed. This could allow additional dedication of land and/or collection of funds from the private development community for the acquisition, development and improvement of parks within defined need areas. It is important that any accepted land has true recreation potential.

The City may also consider privately owned parks, such as those managed by homeowners' associations, to account for some level of pocket or neighborhood parks accessible to residents in communities that provide such amenities.

Action 1.4 – Acquire parkland in southeast Converse for future park development

As identified in the Future Land Use Plan, a large portion of land in southeast Converse lies within the City's special flood hazard zone. The surrounding area has experienced recent residential growth and is expected to see continued development. The City should proactively pursue opportunities to acquire land within this area for the development of a future park or green feature. Acquisition efforts should prioritize parcels that provide potential connections to the undeveloped East Park and Salitrillo Creek trail system.



Park Improvements and New Facilities

Goal 2: The City will continually update and improve existing parkland to be responsive to the needs and desires of Converse residents.

Action 2.1 – Improve Converse North Park

Converse North Park is the City's most frequently visited park by local residents. Recommended improvements include:

- Ensure amenities stay safe and in good condition via proactive maintenance.
- Construct a dog park with additional supporting amenities.
- Resurface existing trails and the parking lot within the park.
- Expand opportunities for shade by adding picnic shelters.
- Enhance the park through beautification and landscaping.
- Repair and repaint the pavilion.
- Develop a splash pad or similar aquatic facility.
- Explore opportunities to provide vehicular access that does not require routing traffic through residential neighborhoods.

Action 2.2 – Enhance Anton Schumann Park

Recommended enhancements include:

- Extend and expand park trails.
- Ensure amenities stay safe and in good condition via proactive maintenance.

- Upgrade existing signage and lighting to increase park visibility.
- Incorporate a community garden.
- Consider additional amenities such as a playground or upgraded picnic facilities.
- Integrate greater shade structures and seating areas.

Action 2.3 – Develop East Park

The City currently owns a significant amount of acreage in East Converse along Salitrillo Creek, referred to as East Park. This property presents multiple opportunities to address facility deficiencies and improve access to recreation, open space and trails. Recommended amenities or facilities include:

- Develop a multi-use trail along Salitrillo Creek.
- Construct a disc golf course.
- Preserve portions of the park for scenic open space or habitat conservation.
- Develop pickleball and tennis courts.
- Provide opportunities for shade and passive recreation.

Action 2.4 – Develop a Dog Park in Converse

A dedicated dog park was identified as one of the top priorities for the community, ranking second among most requested amenities. Adding this type of facility would provide residents with a dedicated space for exercising pets while also creating a social hub for owners. A well-designed dog park would support active lifestyles, build community connections, and strengthen the variety of recreational opportunities available.

Considerations during development should include:

- Identify a centrally located site within the park system that is accessible to a wide range of residents.
- Construct a fenced, off-leash area.
- Incorporate shaded seating areas, water fountains and waste disposal stations to ensure comfort and cleanliness.
- Use durable materials and appropriate landscaping to minimize long-term maintenance and preserve visual appeal.
- Explore funding opportunities such as partnerships, sponsorships, or grants to reduce development and upkeep costs.

Action 2.5 – Develop Concept Designs for Existing and Undeveloped Parks

Many of Converse’s existing parks are currently unprogrammed and lack defining features or characteristics, which have limited their use and diminished their role in the community. To remedy this, the City should prepare concept designs for each park that establishes a general theme, while still fitting into the broader park system. These designs will provide a framework for programming, guide future improvements and help ensure each park is both unique and cohesive within the overall system. Concept designs should focus on strengthening character, creating a sense of place and aligning with community feedback. Key considerations for concepts should include:

- Establishing a unique identity for each park while maintaining consistency across the park system.
- Identifying opportunities for programming and amenities that will activate currently underused spaces.
- Ensuring design concepts reflect the needs of a wide variety of user groups, ages and abilities.
- Using durable, sustainable and low-maintenance materials to support lasting functionality.
- Incorporating branding, signage and landscape features that contribute to a cohesive system-wide identity.

Action 2.6 – Develop a System-Wide Parks Brand

While branding at each individual park can highlight the unique character of each site, it is equally important that the overall Converse parks system convey a sense of consistency and unity. It is recommended that the City establish a system-wide brand identity that ties all parks together through consistent signage, messaging and design elements. Unified branding will make it easier for residents and visitors to see each park as part of a larger system, while also raising the profile of the parks across the City. This way, each park can keep its own character, but the system as a whole will still feel consistent and recognizable.

Action 2.7 – Improve Converse City Park

Converse City Park is the City’s largest park in overall acreage. Recommended improvements include:

- Ensure amenities stay safe and in good condition via proactive maintenance.
- Repurpose under-utilized open space within the park for multi-use courts or fields.
- Resurface existing trails and the parking lot within the park.
- Expand opportunities for shade within the park.
- Enhance the park through beautification and landscaping.
- Conduct a feasibility study for construction of an amphitheater or outdoor event space to host community events.

Action 2.8 – Construct an Outdoor Event Space at Converse City Park

Converse City Park serves as a primary central location for the City’s community events and recreational activities. Developing an outdoor event space or amphitheater within this park would provide a permanent, purpose-built venue to better accommodate large gatherings, events and festivals and would enhance the City’s ability to host a greater number of recreational events. The preferred location for this facility is in the southeastern portion of the park. This area offers convenient connections to commercial corridors, providing direct access to local businesses. The site benefits from existing access points for music and lighting, which simplifies event setup and operations. Additionally, a natural buffer provided by Northampton Park and an adjacent riparian area helps minimize potential noise and traffic impacts on surrounding neighborhoods. Key considerations for the space should include:

- Identifying a location that balances accessibility, visibility and compatibility with existing park amenities.
- Incorporating seating and stage infrastructure to support a variety of events.
- Utilizing low-maintenance materials and landscaping to preserve aesthetics and long-term functionality of the space.
- Providing adequate parking, transit access and ADA-compliant pathways to ensure the space is welcoming and usable for all visitors
- Designing lighting and sound systems that support both daytime and evening events while minimizing impacts on nearby neighborhoods.

Action 2.9 – Update the PROS Plan

The community's parks and recreation needs and desires will change as the population grows and demographics shift. The City should plan to update the Parks, Recreation and Open Space Master Plan (PROS) periodically to ensure that it reflects current needs and priorities. The TPWD recommends updating the Plan every five years or before any new major developments occur that significantly change the parks and recreation needs of residents. This can also help the City during a TPWD grant funding evaluation, as TPWD places a higher point value on submittals that demonstrate that a plan has been updated within the previous five years. All Plan updates should include a public involvement process.

In the coming years, the City should review and update the Plan using the following steps:

- Annually: Staff review implementation to identify progress and provide an annual report to the City Council.
- Every five years (or sooner if needed): Conduct a full review and make needed updates to the inventory, needs assessment, recommendations, and prioritization, if needed.

Action 2.10 – Enhance Park Beautification

The community voiced a desire for an overall improvement in park attractiveness. Doing so would help to increase community pride, attract greater usage and improve the City's overall image. The City should consider beautifying existing parks through enhanced landscaping in high-visibility areas, choosing amenities with upgraded materials for durability and aesthetics and proactively repairing and replacing amenities as needed.

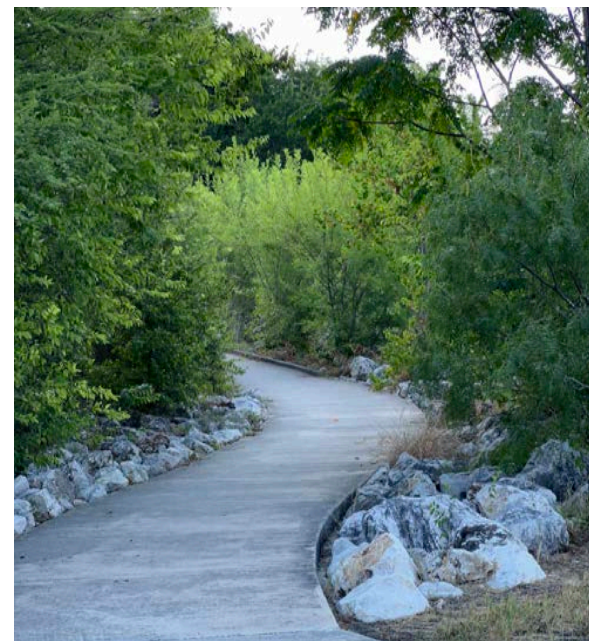
Action 2.11 – Activate Knox Ridge Northeast Park

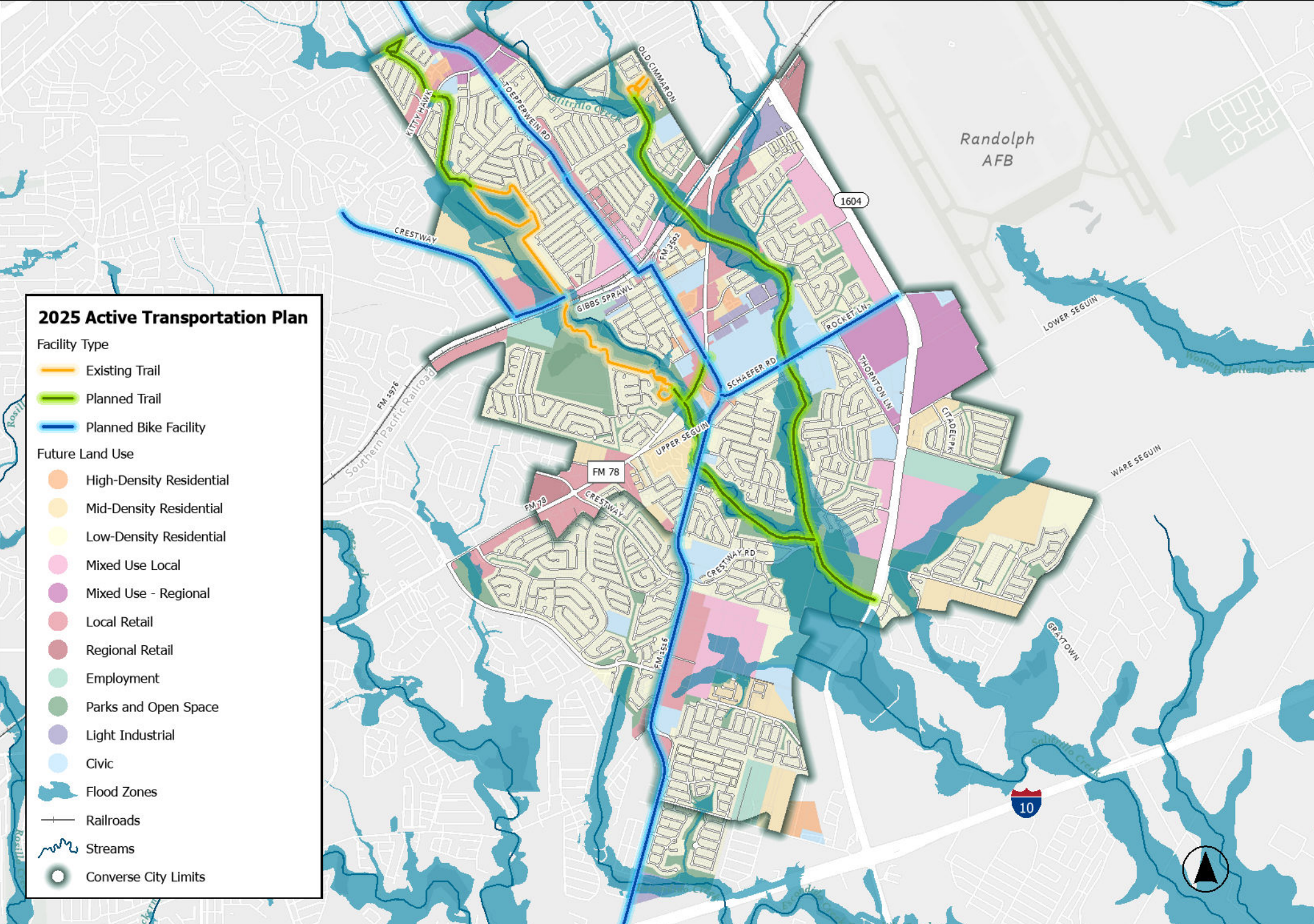
The City currently owns a small portion of land in the Knox Ridge residential neighborhood large enough for a neighborhood park. This property is located in a flood hazard area and has steep slopes, limiting the potential use of the site. Recommended amenities or facilities include:

- Develop a small dog park for nearby resident access.
- Construct a playground or small tot lot
- Provide opportunities for shade and passive recreation such as pavilion or picnic shelter.

Action 2.12 – Implement a Continuous Multi-Use Trail Along Salitrillo Creek

As identified in the Transportation and Mobility Chapter of this Comprehensive Plan, the City should develop a multi-use trail along Salitrillo Creek as an alternative form of transportation connecting schools, parks, and points of local interest within the City. This trail route would also provide an opportunity to connect the undeveloped East Park to other City parks. The Active Transportation Map, with the trails identified, is provided on the following page.





Map 22. 2025 Active Transportation Plan

Recreational Facilities and Programming

Goal 3: The City will provide a range of recreational opportunities accessible for all ages, abilities and interests.

Action 3.1 – Conduct a Recreational Programming and Event Assessment

Input from the community indicated an overall desire for recreational programs that are applicable to different age groups. In order to determine specific future programs and the resources required to implement them, the City should consider conducting a Recreational Programming and Event Assessment. This includes collecting information about all recreational programming, events, and facilities that are currently serving the Converse community. The data should then be evaluated to determine programming gaps and overlaps to identify opportunities for new programs. Consideration should be given to:

- The target ages of participants
- Changes in level of participation
- When and where the program/event is offered
- Whether the program/event is free or fee-based
- What types of programs are not currently offered elsewhere.

The programming and event list included in the Inventory section can be used as a starting point for the Assessment.

Action 3.2 – Evaluate Adult Recreational Programming Options

Depending on the results from the Recreational Programming and Event Assessment, the City should evaluate options to support adult recreational programming as the existing programming and event list in the Inventory section was primarily targeted towards families and children. Further community outreach to local organizations should be conducted to validate the interest in activities such as adult sports, group fitness or social programming.

Action 3.3 – Develop a Community Garden Program

During public outreach, community gardens were identified as a desired facility that residents would like to see incorporated within City parks. Community gardens provide a variety of health and wellness benefits for the community. The City should identify and allocate garden plots within select City parks. In addition to providing the physical space, there must be a management program in place to ensure successful operation. This program may be a community or City-led and should address elements such as area upkeep, communal tools, rules and security and educational programming opportunities

Action 3.4 – Establish a Farmers Market at Converse North Park

Input from community stakeholders indicated a strong interest in utilizing City parks to host a regularly-scheduled farmers markets. A farmers market would provide opportunities for residents to access fresh, locally produced foods while also supporting small businesses and creating a community gathering space. Converse North Park would be the most suitable location for a future farmers market due to its overall layout, central location and space availability for vendors and visitors. In order to establish this program, the City should identify potential market partners, determine vendor requirements and set a regular schedule. Consideration should be given to the range of vendors included and the necessary supporting infrastructure.

Action 3.5 – Evaluate Senior Programming Options

Based on the current population distribution, the City has a large contingent of residents over the age of 55 living within the City. To account for the existing and increasing need for senior recreation in the coming years, the City should consider expanding a greater diversity of senior recreation options. Some considerations could include game nights, picnics in the park, and fishing days. The City should also directly poll senior center visitors regarding their ideas for programs and events.

Safety and Maintenance

Goal 4: The City will promote a parks system that prioritizes safety, maintenance and accessibility.

Action 4.1 – Conduct a Staffing Assessment

The Converse Public Works Department currently includes seven staff members to maintain the City's parks. These parks related staff primarily focus on day-to-day maintenance and not on long-range parks planning.

It is recommended that the City conduct a staffing assessment to determine needs for additional staff and consider the establishment of an official Parks and Recreation Department. The assessment should consider increased maintenance regularity, capacity to quickly address safety and security concerns, and handle recreational programming. The assessment should also consider the staffing needs beyond day-to-day operations and maintenance.

Action 4.2 – Ensure Adequate Funding and Staffing Accompany Park System Expansions

As the City develops additional park facilities, and undeveloped parks such as East Park and Knox Ridge Northeast Park begin to be developed, it is crucial to budget adequate funding and staffing for increased park system maintenance and repairs. This will help to ensure that maintenance, repairs and programs/events hosted in the City's parks maintain a high level of service.

Action 4.3 – Develop a Proactive Maintenance Plan

Overall, park beautification and maintenance were recurring issues for Converse residents. A maintenance plan that focuses on proactive updates and quickly addresses any equipment safety concerns should be created. Proactive maintenance can help prevent unexpected costs and undue risk for the City as well as allow staff to identify the most efficient and effective way to maintain parks. At a minimum, this plan should include:

- An inventory of park assets.
- Proactive park maintenance plans and schedules for each park.
- Replacement or upgrade plans for amenities.
- Required training necessary to develop the specialized skill sets needed to maintain City parks.

Action 4.4 – Develop a Parks and Recreation Asset Resilience Plan

As the frequency of extreme weather events such as flooding, drought and extreme heat or cold increases, the City should develop a resilience plan to evaluate the potential impacts on park assets, infrastructure and maintenance needs. The plan should also identify strategies to mitigate these impacts and adapt park facilities.

Action 4.5 – Develop Park Design Guidelines

Incorporating similar materials, furnishings, and level of maintenance throughout all City parks will help to build greater continuity within the parks system and provide improved efficiency for design decisions. The City should consider adopting park design guidelines to steer the design of new and improved parks and recreation facilities. Consideration should be given to:

- Choosing furnishings and facilities that use attractive, durable, vandal-resistant materials.
- Implementing standards for native and water-efficient landscaping.
- Minimizing maintenance requirements to the extent possible.
- Increasing security and safety through design decisions.
- Designing for all ages and abilities.
- Considering adjacencies between amenities and the target audiences.
- Allowing for flexibility of use.
- Maximizing shade.
- Beautifying the parks.
- Incorporating a consistent parks brand through styles and materials used in parks.

Action 4.6 – Conduct Access and Wayfinding Studies for City Parks

Several of Converse's parks currently have primary access points located within residential neighborhoods, which has resulted in traffic congestion and safety concerns on local streets. To address these issues, it is recommended that the City conduct access and wayfinding studies for each park. These studies should determine how visitors enter and navigate parks, identify opportunities for new or improved access routes, and ensure circulation systems are designed for safety and efficiency. This coordinated approach will improve traffic flow, reduce neighborhood impacts and create a consistent wayfinding experience across Converse parks. Key considerations for the studies should include:

- Evaluating existing entry points and identifying opportunities for new primary access routes from primary arterial or collector roads.
- Assessing impacts of current traffic patterns on surrounding neighborhoods.
- Improving signage, maps and wayfinding elements to guide visitors efficiently.
- Ensuring all access routes and internal pathways meet ADA accessibility standards.
- Generating distinct identities for the City's primary parks, such as Converse City Park and North Park.



Partnerships and Funding

Goal 5: The City will pursue partnerships and diverse funding strategies to support the expansion of parks and recreation opportunities for Converse residents.

Action 5.1 – Evaluate Opportunities for Inter-Local Agreements with Judson Independent School District

Cities and school districts often provide similar types of recreational amenities for their target users. In order to maximize the sharing of mutually beneficial resources, the City should evaluate development of interlocal agreements with the Judson Independent School District. This could include allowing the school district use of facilities such as City-owned athletic fields, and public use of school facilities such as playgrounds and athletic facilities outside of school hours.

Action 5.2 – Pursue Grant Funding

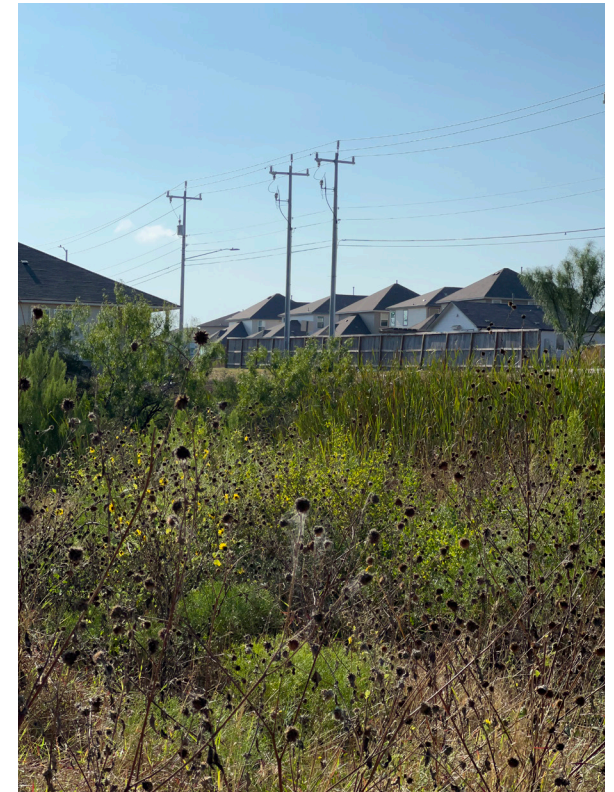
In order to maximize park system development potential, the City should consistently evaluate and pursue appropriate grant funding opportunities. This includes Texas Parks and Wildlife Grants as well as a variety of other recreational grants available to cities.

Action 5.3 – Evaluate Opportunities for Public-Private Partnerships

Partnerships between cities and private-sector companies can be powerful tools to finance, build, and/or operate parks and facility projects. It is recommended that the City evaluate and pursue opportunities for public-private partnerships to best leverage its existing resources and expand offerings for the community. This could include consideration of partnerships and sponsorships from the local business community, among others.

Action 5.4 – Consider Pursuing Bond Funding for Parks and Recreation Improvements

As the City explores large-scale capital improvements, it should consider approaching the citizens with a bond election. This requires preparation of bond ready projects with detailed design plans and vetting the projects with a citizen bond committee.



Implementation

High Priority Needs

This Plan includes a variety of recommendations to improve and expand the parks, facilities, trails and recreational programming in Converse. The Plan meets the TPWD's requirements for a parks, recreation and open space master plan, and can help increase the City's competitiveness when applying for TPWD grant funding.

Converse's top priority parks facility needs are summarized in the table below. These are based on community input, needs assessments, consultant evaluation, and staff input. Future parks and recreation efforts should work toward fulfilling these community needs.

Figure 46. Top Priority Facility Needs

New facilities needed based on community input	New facilities needed based on level of service	Upgraded facilities needed based on existing condition
1. Splash Pads	1. Multipurpose Courts	1. Volleyball Courts
2. Dog Park	2. Multipurpose Fields	2. Shade, generally
3. Expanded Trails	3. Playgrounds	3. Trail Pavement
4. Community Gardens	4. Skate Park	4. Picnic Facilities (e.g., tables, BBQ grills)
5. Pavilions/Shaded Areas	5. Tennis Courts	5. Playgrounds
6. Pickelball Courts	6. Amphitheater/Outdoor Event Space	
Top 6 Cumulative Facility Needs in Converse		
1. Splash Pads - Incorporate splash pads in key parks to provide accessible, family-friendly aquatics opportunities.		
2. Dog Park - Construct a fenced, off-leash dog park with shaded seating, water access and waste stations.		
3. Expanded Trails - Complete the Greenway Trail System and create additional connections to schools, retail and other notable City destinations utilizing the Salitrillo Creek.		
4. Community Gardens - Establish community gardens within City parks to promote local food production, encourage social interaction and provide educational opportunities for all ages.		
5. Multipurpose Fields/Courts - Construct multipurpose fields and courts by enhancing existing parkland and utilizing additional undeveloped parkland.		
6. Pavilions/Shaded Areas - Identify high-traffic locations within City parks to expand shaded gathering spaces, such as pavilions, picnic shelters, and shade structures.		

Prioritized Action Plan

Prioritization

The recommended actions of this Plan have been prioritized based on the following criteria:

- Level of need based on community input
- Level of need based on the level of service
- Existing conditions evaluations
- Less complex actions that can create early wins

Actions have been organized into near-term (1-2 years), mid-term (3-7 years) and long-term (8-10+ years) time frames, with an indication of actions that will be ongoing. Some actions will be initiated and completed within their designated time frame, while others may be initiated during their designated time frame and then completed over time. Near- and mid-term actions have been ranked. Long-term actions should be further prioritized in subsequent Plan updates.

The priorities set forth in the Prioritized Action Plan on the next page are intended to guide staff and the City Council as they improve and operate the parks and recreation system for the next five to 10 years. This does not, however, preclude the City from initiating an action sooner than recommended if opportune circumstances arise.

To note, not all of the recommendations above are translated into specific action items. Many of the recommendations, such as funding and partnerships, will be necessary to pursue as a part of implementing the actions noted here.

Potential Cost Ranges

Each action item is assigned a rough cost estimate using dollar signs to indicate scale. This helps the City prioritize actions based on available funding and anticipated expenses. Ultimate costs will be dependent on detailed design and construction plans, industry trends, and timing of implementation.

- \$ – Minimal cost: covers maintenance, signage, or small-scale repairs (e.g., new signs, benches)
- \$\$ – Moderate cost: minor infrastructure, equipment, or landscaping improvements (e.g., shade structures, lighting)
- \$\$\$ – Significant cost: new amenities, courts, restrooms, trail extensions (e.g., splash pads, playgrounds)
- \$\$\$\$ – Highest cost: large-scale projects such as major park renovations, new construction, or multi-phase expansions (e.g., new indoor rec center, multiple sports fields)



Rank	Action Items	Implementation Timeframe				Potential Cost Range
		Short-Term (1-2 years)	Mid-Term (3-7 years)	Long Term (8-10+ years)	Ongoing	
Goal 1: The City will proactively acquire and retain parkland acreage for permanent open space to provide access for existing and future residents of Converse.						
PR-1	Proactively pursue the acquisition and preservation of parkland in the City. Parkland acquisition should be concentrated on areas outside existing park service boundaries.				▲	\$\$\$\$
PR-2	To meet the parkland needs as additional areas of Converse are developed, the City should evaluate its current parkland dedication policy and update as needed.	▲			▲	\$
PR-3	Acquire parkland in southeast Converse for the development of a future park or green feature with potential connections to the undeveloped East Park and the Salitrillo Creek trail system.			▲		\$\$\$\$
Goal 2: The City will continually update and improve existing parkland to be responsive to the needs and desires of Converse residents.						
PR-4	Consider park beautification improvements through enhanced landscaping in select locations, upgraded amenity materials and the proactive maintenance and replacement of park facilities.	▲			▲	\$\$
PR-5	Improve Converse City Park - Ensure amenities stay safe and in good condition via proactive maintenance. - Construct multi-use courts or fields. - Resurface existing trails and the parking lot. - Expand opportunities for shade. - Enhance the park through general beautification and landscaping. - Construct an amphitheater/outdoor event space to host community events.		▲			\$\$\$
PR-6	Implement a multi-use trail along Salitrillo Creek to provide alternative transportation connections to schools, parks and points of local interest.		▲			\$\$\$

Rank	Action Items	Implementation Timeframe				Potential Cost Range
		Short-Term (1-2 years)	Mid-Term (3-7 years)	Long Term (8-10+ years)	Ongoing	
PR-7	Construct a dog park in Converse North Park to provide a safe space for pet exercise and foster resident social connections, with consideration for location, shaded seating, secure fencing, water fountains and waste disposal stations.	▲				\$\$
PR-8	Activate Knox Ridge Northeast Park - Develop a small dog park. - Construct a playground or small tot lot. - Provide opportunities for shade and passive recreation such as a pavilion or picnic shelter.	▲				\$\$
PR-9	Improve Converse North Park - Ensure amenities stay safe and in good condition via proactive maintenance. - Construct a dog park with supporting amenities. - Resurface existing trails and the parking lot. - Enhance the park through general beautification and landscaping. - Expand opportunities for shade by adding picnic shelters. - Repair and repaint the pavilion. - Develop a splash pad or similar aquatic facility.			▲		\$\$\$\$
PR-10	Develop an amphitheater at Converse City Park to provide a permanent venue for community events and recreational activities, with consideration to site selection, seating and stage infrastructure, low-maintenance materials and landscaping, parking and ADA-compliant pathways, and lighting and sound systems that support both daytime and evening events while minimizing impacts on nearby neighborhoods.		▲			\$\$\$\$

Rank	Action Items	Implementation Timeframe				Potential Cost Range
		Short-Term (1-2 years)	Mid-Term (3-7 years)	Long Term (8-10+ years)	Ongoing	
PR-11	Enhance Anton Schumann Park - Extend and expand existing trails within the park. - Ensure amenities stay safe and in good condition via proactive maintenance. - Upgrade existing signage and lighting to increase park visibility. - Incorporate a community garden. - Construct additional amenities such as a playground or upgraded picnic facilities. - Integrate greater shade opportunities and seating areas within the park.		▲			\$\$
PR-12	Develop East Park - Develop a multi-use trail along Salitrillo Creek. - Construct a disc golf course. - Preserve portions of the park for scenic open space or habitat conservation. - Develop pickleball and tennis courts. - Establish opportunities for shade and passive recreation.			▲		\$\$\$\$
PR-13	The City should plan to update the Parks, Recreation and Open Space Master Plan periodically to ensure that it reflects current needs and priorities.				▲	\$\$
PR-14	Prepare concept designs for each existing and undeveloped park to establish unique themes that strengthen park character while maintaining consistency within the overall system.	▲				\$\$
PR-15	Develop a system-wide parks brand to unify signage, messaging and design elements across all parks while allowing each site to maintain its unique character.	▲				\$\$

Rank	Action Items	Implementation Timeframe				Potential Cost Range
		Short-Term (1-2 years)	Mid-Term (3-7 years)	Long Term (8-10+ years)	Ongoing	
Goal 3: The City will provide a range of recreational opportunities accessible for all ages, abilities and interests.						
PR-16	The City should conduct a study or assessment of recreational programming and event offerings at City parks to identify programming gaps and overlaps.	▲				\$
PR-17	Expand adult and senior recreational programming opportunities at City parks and recreation centers.	▲				\$
PR-18	Implement a community garden program with plots provided in select City parks as well as the facilitation of a management program.	▲				\$
PR-19	Consider hosting a local farmers market at Converse North Park to expand access to fresh, locally produced foods and support small businesses, with attention to vendor selection and supporting infrastructure.	▲				\$\$
Goal 4: The City will promote a parks system that prioritizes safety, maintenance and accessibility.						
PR-20	Conduct a staffing assessment to determine needs for additional staff and consider the creation of an official Parks and Recreation Department.	▲				\$
PR-21	Consider adopting park design guidelines to steer the design of new or improved parks and recreation facilities, incorporating similar furnishings, materials and maintenance across all City parks.	▲				\$\$
PR-22	Develop a Parks and Recreation Asset Resilience Plan to evaluate the impacts of extreme weather on park facilities and identify strategies to mitigate them.		▲			\$\$
PR-23	Develop a Park Maintenance Plan to guide proactive upkeep of park facilities, reducing risk, liability, and unexpected costs.	▲				\$\$
PR-24	Conduct access and wayfinding studies for each park to improve circulation, reduce neighborhood traffic impacts and create a consistent, accessible navigation system across the park system.	▲				\$\$

Rank	Action Items	Implementation Timeframe				Potential Cost Range
		Short-Term (1-2 years)	Mid-Term (3-7 years)	Long Term (8-10+ years)	Ongoing	
Goal 5: The City will pursue partnerships and diverse funding strategies to support the expansion of parks and recreation opportunities for Converse residents.						
PR-25	Evaluate opportunities for interlocal agreements with Judson Independent School District.	▲				\$
PR-26	Consider public-private partnerships or sponsorships to leverage existing resources and expand park offerings.				▲	\$
PR-27	Pursue grant funding such as Texas Parks and Wildlife grants for park system development.				▲	\$
PR-28	Consider pursuing bond funding for parks and recreation improvements.				▲	\$



Funding Sources

General Funds

This source of funding is supported by ad valorem tax revenues and is generally the primary source of funds for maintenance and operation of the existing park system. The general fund is also the source for projects requiring smaller amounts of capital investment. It is important to include funding for ongoing maintenance and staff requirements for new trail and park improvements

Economic Development Corporation

Economic Development Corporations (EDCs) are often utilized in communities as a means of concentrating resources toward economic development and creating new jobs. One advantage to EDCs is that they may exist as a public entity (directly associated with municipal government) or as a non-profit organization. EDCs may be created to promote and attract economic development for the City as a whole, or they may be created to specifically address issues within a particular neighborhood or area within the community. EDCs often receive funding from both public and private sources, such as funding by 4B sales tax revenues, and essentially act as an ambassador for the area that they serve. Advocacy and proactive outreach are important functions of EDCs in their attempt to reach out to potential development and provide reasons and incentives for choosing to locate within the identified area.

Bonds

Bonds are generally the most common source used by cities for the purchase of land and for providing development monies. Debt financing through the issuance of municipal bonds is one of the most common ways to fund park, recreation and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades.

A general obligation bond is amortized using ad valorem taxes and is used to fund capital projects that are not supported by a revenue source. These projects include water service, sanitary sewer service, and park acquisition and development. The availability of bonding for parks is often dependent upon the overall municipal needs financed by this source. Capital items such as purchase of land and physical improvements with a usable life expectancy of 15 to 20 years can be funded with general obligation bonds.

A revenue bond finances projects which produce enough revenue to retire their debt, such as golf courses, batting cages and enterprise-oriented park projects.

Developer Requirements

This involves requiring new development to provide a dedication of land for parks (or fee-in-lieu of land), park development fees, and trail rights-of-way or easements to offset the City's costs.

Texas Parks and Wildlife Department Local Park Grants

The Texas Parks and Wildlife Department's Local Park Grant Program includes five individual programs that assist local governmental entities with the acquisition and/or development of public recreation areas and facilities. In general, these grants provide percentage matching grant funds to local units of government to acquire and develop parkland, renovate existing public recreation areas, or construct recreation centers, nature centers and other indoor recreation-related buildings. Current grant requirements can be found at <https://tpwd.texas.gov/business/grants/recreation-grants/about-local-parks-grants>.

Figure 47. TPWD Local Park Grant Programs

Grant Program	Eligible Population
Small Community	<20,000
Non-Urban Outdoor Recreation	<500,000
Urban Outdoor Recreation	<500,000
Non-Urban Indoor Recreation	>500,000
Urban Indoor Recreation	>500,000

Texas Parks and Wildlife Department Community Outdoor Outreach Program (CO-OP) Grants

The CO-OP grant helps to introduce underserved populations to the services, programs and sites of TPWD. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities and other tax-exempt groups. Funds may be used for direct program costs for outdoor recreation or environmental education and conservation programs.

Texas Parks and Wildlife Department Recreational Trail Grants

TPWD administers the National Recreational Trail Grants in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal gas taxes paid on fuel used in non-highway recreational vehicles.

Private Donations

This source of financial assistance would usually come from a citizen, organization or business that has an interest in assisting with the development of the park system. Land dedication is a common occurrence when property is being developed. The location of a neighborhood park within a residential development offers additional value to residential units within that neighborhood, especially if the residential development is occupied by younger families with

children. Once property is acquired through this method, the City should be prepared to improve the facility for use within a reasonable length of time and to maintain the new facility.

Private donations may also be received in the form of funds, facilities, recreation equipment, art and in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued. A Parks Improvement Trust Fund may be set up to manage donations by service organizations, benevolent citizens, willed estates and other donated sources. The purpose of this trust is to establish a permanent source of principal value that will increase as donations occur. The principal cannot be decreased; however, the annual interest can be used for park development.

Public Improvement District (PID)

When authorized by City Council in compliance with state laws, new developments can establish a Public Improvement District (PID). As a taxing district, the PID provides funds specifically for the operation and maintenance of public facilities such as parks and major boulevards.

Tax Increment Reinvestment Zones (TIRZ)

A TIRZ is a tool used by local governments to finance public improvements in a defined area as approved by the City Council. When an area is designated as a TIRZ district, the tax base is frozen at the current level. As development occurs within the TIRZ, the increased value of property, or the tax increment, is captured. The tax increments are posted to a separate fund to finance public improvements within the district.

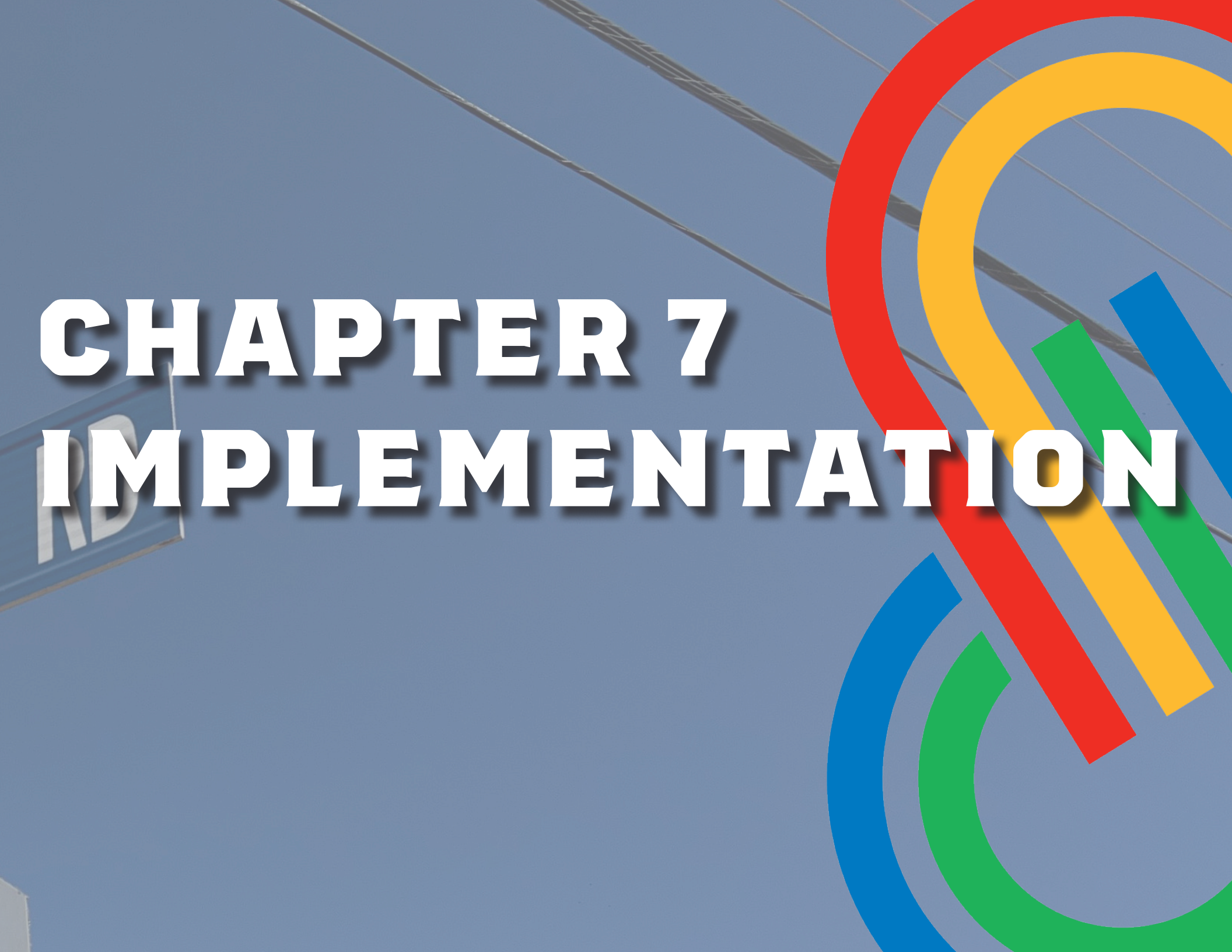
Partnership with the School District and County

The City can investigate opportunities to share park facilities and their associated cost with both the local school district and county as they have many common goals. Additionally, assets and costs can be shared between the entities to help meet each of their specific needs. For example, the City may purchase land next to a future school site and a school district may install the facilities, such as a playground, which can be enjoyed by the entire community. As a result, the entire community benefits.



CHAPTER 7

IMPLEMENTATION

The background features a solid blue sky with several thin, dark power lines stretching diagonally across it. On the right side, there are large, thick, concentric arcs in red, yellow, green, and blue. A blue rectangular sign with white text is partially visible on the left side, showing the letters 'RD'.

Introduction

The implementation plan is a crucial component of the Comprehensive Plan, as it translates strategic goals into actionable steps. The Comprehensive Plan Steering Committee expressed a need for an actionable and feasible implementation plan.

This chapter presents a detailed list of implementation strategies, clearly outlining the specific actions required, assigning roles and responsibilities, and establishing a timeline for achieving the desired results. This thorough approach details what needs to be done, who is responsible for each task, and when each step should be completed, ultimately facilitating the successful execution of the Comprehensive Plan's goals.



Implementation Best Practices

Proactive and Reactive Strategies

Plan implementation is often achieved through one of two methods: proactive and reactive implementation strategies. While both are effective in putting the recommendations of this Plan into action, using a balance of both approaches will better set Converse up for success in achieving these goals. Examples of proactive and reactive strategies are provided below.

Proactive Strategies

Proactive strategies are those that the City leads in seeking implementation of the Plan's recommendations and actions. City-initiated efforts are effective because they may occur immediately but may prove costly regarding staff time and City resources. Examples include:

- Updating policies, such as Capital Improvement Plans (CIPs), thoroughfare plans, and development codes to achieve the recommendations identified within this Plan.
- Initiating zoning changes within target areas to encourage development that is compatible with the land use designations within this Plan.
- Acquiring property from private individuals and entities in strategic locations to support responsible development, design, and engineering practices.

Reactive Strategies

Reactive strategies involve opportunities brought to the City on a case-by-case basis rather than those the City seeks out independently. These strategies rely on elected and appointed officials to act with the recommendations of this Plan in mind, placing further emphasis on the continuing updates and communication of the Plan suggested in this chapter. Examples include:

- Assessing rezoning requests against the intent and purpose of the future land use categories established in this Plan.
- Reviewing development applications for compliance with the adopted development standards and the intent of this Plan.
- Updating the recommendations and actions of this Plan based on public feedback and initiatives.
- Considering economic development projects and incentive options that expand the City's tax base and employment opportunities.

Implementation Education

An essential part of implementation is education about the role and significance of the Comprehensive Plan. Public education about the Comprehensive Plan builds consensus on the initiatives in the Plan and gains buy-in from the community. When the community supports the Plan for the future development of Converse, the Plan receives the consensus it needs to successfully implement these initiatives.

Regular education and training should be offered to City Council, Planning and Zoning Commission, City Staff, and other individuals with a direct role in the implementation of the Plan. Training is intended to update or educate participants so that those involved with the Plan are always informed about the current status of the Comprehensive Plan. Training initiatives should include:

- A review of the goals and guiding principles that guide the Plan's recommendations.
- An overview of segments of the Plan that most directly relate to their responsibilities and purposes.
- Discussion of the roles and responsibilities of each individual entity and its function regarding Plan implementation.
- Implementation tasking and priority setting that allows each group to establish their own short- and long-term agendas.
- A review of current Plan initiatives and status updates on the progress of recommended implementation strategies.

Roles and Responsibilities

No single individual or entity is responsible for the implementation of the Comprehensive Plan. There are multiple aspects of the Plan that require participation by various parties, such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in its implementation based on their authority and expertise.

City Council

The key responsibilities of the City Council are to establish priorities, set time frames for when actions should be initiated and completed, and determine the financial resources to be made available for implementation efforts. The City Council works with outside entities or provides direction for City Staff and City Commissions to implement the initiatives of the Plan.

City Commissions

City Commissions play an important role in supporting the implementation of the Comprehensive Plan. Commissions such as the Planning and Zoning Commission, Historic Preservation Commission and Parks and Recreation Commission provide guidance and make recommendations to the City Council on matters related to their areas of responsibility. In this role, the commissions act as a connection between City Staff and City Council. It is important for these commissions to remain knowledgeable about the Comprehensive Plan and to make sound recommendations in the best interest of the City.

City Staff

City Staff is involved in the most direct application of the Comprehensive Plan. Staff is responsible for administering the Plan through the zoning ordinance, subdivision codes, and other regulations directly influenced by the Comprehensive Plan. Staff also provides recommendations to commissions and the City Council regarding departmental budgets and the alignment of projects with the goals of the Plan.

Partners

Implementation of the Comprehensive Plan is not solely dependent on the City's resources. Entities like private developers, federal agencies, and local non-profit organizations are useful partners to implement specific recommendations of the Comprehensive Plan. These entities can provide resources and support for elements of the Plan to assist the City in completing particular tasks. Partnerships can take the form of public-private partnerships (PPP), grant funding, establishment of programs, and other various methods. The following list of partners is not exhaustive, but provides examples of outside entities that can be beneficial to the success of this plan:

- Alamo Area Metropolitan Planning Organization (AAMPO)
- Bexar County
- Converse Economic Development Corporation
- Home Owner Associations
- San Antonio Chamber of Commerce
- Texas Department of Transportation (TXDOT)
- Adjacent local communities (on projects with mutual benefits)
- Additional affected agencies and entities
- Area property and business owners and the development community

Updating the Plan

This Plan is intended to serve as a guide for policy decisions and to reflect the community's vision for the future. As such, the Plan is not a rigid document but a living tool that should be revisited and revised, if necessary, depending on the City's changing economic, physical, and social composition. The Plan should be reviewed for accuracy as the City grows to maintain alignment with the vision and guiding principles.

Annual Progress Reporting

Following adoption, the City should assign a responsible body to provide an annual progress report on the status of the Comprehensive Plan to City leadership. This annual review will help verify if the Plan's relevance of content and the appropriateness of the Plan's recommendations and actions are still applicable. With assistance from City Staff and involved departments, the responsible body could present an annual report on the City's implementation from the year prior to the City Council. This report should be coordinated with the annual budget and can be used as an opportunity to celebrate the City's achievements and reflect on opportunities in the coming year.

Annual Updates

Following the annual progress reporting, the implementation action plan should be reviewed and updated as part of an annual plan amendment. This annual amendment will allow the City to update the implementation plan and identify near-term actions for the coming year. Annual Plan amendments also provide opportunities for relatively minor Plan updates and revisions as needed.

Five-Year Audit Diagnostic

In addition to the annual reviews, the City should conduct a thorough audit of the Plan's outcomes and content every five years following the Plan's original adoption. Such reviews should be a joint effort between all involved departments and officials and should include an analysis of the Plan's successes and shortcomings as it relates to implementing the community's vision for the City. During this process, staff should work to identify any necessary revisions, either minor or comprehensive, to organize potential revisions to the document. Topics of interest should include any shifts in demographic composition, economic factors, and societal factors that may impact the trajectory of the City.

10-Year Update

The Plan sets the stage for subsequent implementation actions in the 10-year planning horizon. Environmental conditions, population composition and City trends and concerns change over time. To help the Plan continue to provide the best and most appropriate direction possible, it should undergo a full update process every 10 years, including community and stakeholder engagement.



Implementation Action Plan

One of the most important elements of a comprehensive plan is having actionable recommendations that clearly outline the initial steps that a city must take to begin implementing the Plan. The following implementation table provides individual actions that will help achieve the vision established by the community. The table is organized by each plan topic and includes several action items related to each topic. For each action, an associated time frame for implementation, involved entities and action type are identified to assist with planning and completing the action. Additionally, each action item includes the associated vision statement(s) the action is addressing.

1 Action Items

The action items include recommended strategies paired with corresponding action keys. They are developed based on assessments and community input across various topics outlined in this Plan. These action items represent practical strategies that the City can implement to achieve the vision set forth in this Plan.

1

Action #	Action Items

2 Implementation Time Frame

This Plan provides a phased approach to implementation to help the City identify achievable actions in the near future and distinguish them from long-term actions that might need extensive studies and preparation. The recommended actions are categorized into the following time frames.

Ongoing

Recommendations that are continuously being implemented or should be revisited regularly throughout the life of the recommendation or implementation of the Plan.

Short-Term (1-3 years)

Actions that are typically “low-hanging fruit” or easier to achieve because they do not require a large amount of capital.

Mid-Term (4-6 years)

Actions that may require more planning and capital than the short-term 3-year horizon.

Long-Term (7+ years)

Actions that generally need a large amount of capital, require significant planning and coordination for completion or other steps must take place before implementation. In some cases, there may be opportunities to make some initial progress in the short- or mid-term.

2

Implementation Time Frame

3 Responsible Entities

Assigning the key entities responsible for following through on an action is essential to implementing the suggested recommendation. This portion of the table identifies the departments, groups within the City, and potential partnerships that may assist with completing the action. Communication with these individuals and groups is essential to explain their roles and expectations when implementing this Plan. Please note that the entities mentioned below do not constitute an exhaustive list of partners.

City Entities

City Council, City Manager's Office, Community Development, EMS, Finance, Fire, Historic Preservation Commission, Parks and Recreation Commission, Planning and Zoning Commission, Police, Public Works, Water/Wastewater

Partner Entities

AAMPO, Bexar County, Converse Economic Development Corporation, San Antonio Chamber of Commerce, TXDOT

3

Responsible Entities

4 Action Type(s)

Successful implementation of the Comprehensive Plan will take coordination on the part of the City and area partners. The various actions in the table have been identified by one of eight action types. This distinction assists the City in identifying the individuals or groups responsible for carrying out the action and plan for proper resources and staffing. The action types are listed below:

- Project
- Partnership
- Plan
- Policy
- Financial Investment
- Study
- Regulation
- Operational Change

4

Action Type(s)

5 Corresponding Vision Statements

The recommendations in this Plan reflect Converse's vision for its future, with the vision statements and corresponding big ideas serving as the foundation for every recommendation throughout the document. The table in the following pages highlights the alignment between these vision statements and the recommended implementation strategies, offering a clear framework for translating the Plan's vision into action. Every recommended strategy will correspond with an applicable vision statement, providing a clear and visually organized way to identify how the goals are integrated into the recommended actions.

- 1 A City with Access to Vibrant Public Spaces.**
- 2 A Destination and a Place to Call Home.**
- 3 A Community with Safe and Convenient Transportation.**
- 4 A City with Growing Prosperity.**
- 5 A Place with Future-Ready Infrastructure.**

5

Corresponding Vision Statements
1
1 2

Land Use and Development					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
LU-1	Assign an individual or department within the City as the primary Comprehensive Plan Champion to be accountable for internal Comprehensive Plan implementation and coordination across the City.	Ongoing	City Manager	Plan	1 2 3 4 5
LU-2	Regularly update the Future Land Use Plan to reflect demographic shifts, economic trends and evolving community needs, ensuring alignment between land use, transportation and infrastructure.	Ongoing	Community Development	Plan, Policy	4
LU-3	Provide development incentives to encourage mixed-use development in appropriate districts.	Mid-Term	Community Development	Policy	1
LU-4	Examine and amend the zoning ordinance to better align with the Future Land Use Plan to permit mixed-use development and a wider variety of “missing middle” housing.	Short-Term	Community Development, City Council	Regulation	1 4
LU-5	Designate and preserve environmentally sensitive areas, floodplains and green corridors as open space.	Long-Term	Community Development, Public Works	Policy	4
LU-6	Coordinate land use decisions with transportation investments to reduce congestion, enhancement safety and support multi-modal access.	Ongoing	Community Development, Public Works	Partnership	3 4
LU-7	Update development review processes to streamline the review process for projects in alignment with the Comprehensive Plan.	Short-Term	Community Development	Operational Change	2 4
LU-8	Coordinate with Judson ISD and regional partners to develop interlocal agreements that expand access to recreational and educational facilities.	Mid-Term	City Manager, Judson ISD	Partnership	4

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 3 Safe and Convenient Transportation
 4 Growing Prosperity
 5 Future-Ready Infrastructure

Land Use and Development					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
LU-9	Enhance the appearance and identity of key gateways such as FM 78 and Loop 1604 through coordinated signage, landscaping, lighting and other corridor improvements.	Mid-Term	Public Works, EDC	Project, Financial Investment	2 4
LU-10	Develop incentives for the redevelopment of vacant or underutilized parcels within Converse to maximize existing infrastructure and reduce sprawl.	Mid-Term	Community Development	Policy	1 4 5
LU-11	Prepare detailed small area plans for key locations such as the Main Street Civic Center and the Kitty Hawk/Toepperwein area to guide future investment.	Short-Term	Community Development, EDC, City Council	Plan	1 2
LU-12	Apply transitional zoning tools to create appropriate buffers between low-density neighborhoods and higher-intensity uses.	Short-Term	Community Development	Policy	2
LU-13	Coordinate with the JBSA-Randolph to ensure surrounding development is compatible with base planning practices, such as the AICUZ and JLUS, and meets the needs of base operations and support functions.	Ongoing	City Manager, Community Development, JBSA-Randolph	Partnership	4
LU-14	Update site design and landscaping ordinances to enhance the visual character of the community while ensuring compatibility with existing neighborhoods.	Short-Term	Community Development	Regulation	1 4
LU-15	Create a Unified Development Code (UDC) that combines the various land development ordinances into one organized and updated document.	Mid-Term	Community Development, City Manager	Regulation	1 2 3 4 5

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Transportation and Mobility					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
TM-1	Adopt and implement the roadway improvements identified in the 2025 Major Thoroughfare Plan to ensure roadway classification, alignment and extension reflect land use patterns and future growth.	Long-Term	Public Works, AAMPO	Project	3 4
TM-2	Advance trail and bicycle facility connections identified in the 2025 Active Transportation Plan to expand safe, connected options for cyclists and pedestrians.	Long-Term	Public Works	Project	3 4
TM-3	Develop a Master Transportation Plan analyzing traffic volumes, crash data and overall system level-of-service to create a framework for future transportation investment.	Short-Term	City Manager, Public Works	Study, Plan	2 3
TM-4	Update roadway functional classifications and adopt context-sensitive cross-sections that balance mobility and land use context.	Short-Term	Community Development, Public Works	Regulation	3
TM-5	Revise the Street Maintenance Plan with prioritized projects based on pavement condition data and establish a 3-5 year cycle for updates.	Ongoing	Public Works	Plan, Operational Change	3
TM-6	Conduct a full sidewalk inventory and update the 2017 Sidewalk Master Plan.	Short-Term	City Manager, Public Works	Study, Plan	2 3 4
TM-7	Build upon the existing Greenway Trail System, utilizing Salitrillo Creek to create a comprehensive active trail network linking neighborhoods, schools and commercial centers.	Mid-Term	Community Development, Public Works	Project, Partnership	1 2 3
TM-8	Adopt preventive maintenance practices to extend pavement life, reduce long-term costs and improve overall system resilience.	Ongoing	Public Works	Operational Change	3 5

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Transportation and Mobility					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
TM-9	Develop a Safe Routes to School Plan to support safe and connected routes to schools within Converse.	Short-Term	Community Development, City Manager, Assistant City Manager	Plan	3
TM-10	Update roadway design standards within the Code of Ordinances for alignment with the Major Thoroughfare Plan.	Short-Term	Community Development, Public Works	Regulation	3 5
TM-11	Establish a collector road class and a mixed-use street class in future updates to the Major Thoroughfare Plan to improve circulation and address mixed-use districts.	Mid-Term	Community Development, Public Works	Regulation	1 2 3
TM-12	Adopt connectivity index requirements within the subdivision design standards which increases connectivity between subdivisions and commercial development.	Short-Term	Community Development, Public Works	Regulation	1 3
TM-13	Develop incentives such as density bonuses or fee reductions for developments that exceed minimum connectivity standards.	Mid-Term	Community Development	Policy	1 3
TM-14	Continue to coordinate transportation improvements and planning with regional partners including Bexar County, AAMPO, the City of San Antonio, the City of Universal City and the City of Schertz.	Ongoing	City Manager, Public Works	Partnership	3 4
TM-15	Review and update the Thoroughfare Plan on a regular basis establishing guidelines for determining when an amendment to the Thoroughfare Plan is necessary.	Short-Term	Community Development, Public Works	Policy/Regulation	3 4

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Infrastructure and Public Facilities					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
IPF-1	Develop City water and wastewater master plans to ensure capacity matches projected population growth.	Short-Term	Water/Wastewater	Plan	5
IPF-2	Construct new water and wastewater lines and upgrade existing systems to serve areas experiencing increased development.	Long-Term	Water/Wastewater	Project, Financial Investment	5
IPF-3	Update stormwater management standards to address flooding risk, improve drainage capacity and incorporate green infrastructure.	Short-Term	Public Works	Project	5
IPF-4	Establish an asset management plan to track and prioritize maintenance of water, wastewater, drainage and public utility infrastructure.	Short Term	City Manager	Operational Change, Plan	5
IPF-5	Align infrastructure investments with the Future Land Use Plan to ensure growth areas are adequately served by utilities and public facilities.	Ongoing	Community Development	Policy	4 5
IPF-6	Upgrade aging utility systems to improve system reliability and extend service life.	Ongoing	Water/Wastewater	Project, Financial Investment	5
IPF-7	Pursue regional partnerships to coordinate infrastructure expansion and share costs for major facilities.	Ongoing	City Manager	Partnership, Policy	5
IPF-8	Implement energy-efficient facility upgrades (lighting, HVAC) to existing City buildings to reduce long-term operational costs and overall environmental impact.	Mid-Term	City Manager, Finance	Project, Financial Investment	5

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Infrastructure and Public Facilities					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
IPF-9	Identify sites and funding strategies for future civic and community facilities to account for future projected population growth.	Short-Term	Community Development, City Manager	Project, Financial Investment	1 2 4 5
IPF-10	Establish a resiliency and emergency preparedness program developing plans for utilities and public facilities to ensure service continuity during extreme weather events.	Short-Term	City Manager	Study, Operational Change	5
IPF-11	Complete a comprehensive facility needs assessment for public safety facilities (police, fire, EMS).	Mid-Term	City Manager, Fire, EMS, Police	Study	4 5
IPF-12	Evaluate Capital Improvement Projects (CIP) annually to see if critical infrastructure needs require a shift in the schedule.	Ongoing	City Manager	Policy	5
IPF-13	Advocate for compact, interconnected development patterns that foster efficiency and high fiscal performance in terms of tax revenue per acre and number of connections per linear foot of infrastructure.	Ongoing	Community Development	Policy	1 2 4 5
IPF-14	Reserve land optimal for key infrastructure or public facilities, seeking ideal locations rather than settling for lesser locations.	Long-Term	City Manager, Community Development	Project	4 5
IPF-15	Promote a build it once approach, using oversizing agreements to construct ultimate infrastructure whenever possible and ensuring capacity-related elements like elevated tanks and lift stations are built to ultimate need.	Long-Term	City Manager	Operational Change	4 5

Economic Resilience					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
ER-1	Develop and consistently update an economic development strategic plan, ensuring it is continually updated to reflect evolving economic trends, community needs and emerging opportunities.	Short-Term	City Manager, EDC	Plan	4
ER-2	Leverage TXDOT improvements to Loop 1604 by targeting highest and best uses for large undeveloped tracts along the corridor focusing on long-term transformative developments (strong tax revenue and quality jobs).	Long-Term	Community Development, EDC	Policy	1 2 4
ER-3	Implement a redevelopment incentive program for aging commercial properties to encourage reinvestment in underutilized commercial sites.	Mid-Term	Community Development, EDC	Policy, Financial Investment	1 2
ER-4	Establish an Arts and Entertainment District as a central hub for retail, dining, cultural and entertainment uses within the City.	Mid-Term	Community Development, EDC	Project, Financial Investment	1 2
ER-5	Maintain and enhance regional partnerships with neighboring communities, economic development partners and higher-level agencies to position Converse within a broader economic network.	Ongoing	City Manager, EDC	Partnership, Policy	4
ER-6	Increase infrastructure capacity in a targeted manner to support economic development initiatives and target industries.	Ongoing	Community Development, Public Works, Water/Wastewater	Partnership, Policy	4 5
ER-7	Strengthen City fiscal resilience through economic diversification, reducing dependence on a small number of revenue sources.	Ongoing	Community Development, EDC	Policy	4

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Economic Resilience					
#	Action Item	Implementation Time Frame	Responsible Entities	Action Type(s)	Corresponding Vision Statement
ER-8	Encourage public-private partnerships with developers to share the costs associated with infrastructure improvements, site preparation and public facilities.	Ongoing	Community Development, City Council	Policy	1 5
ER-9	Use infrastructure investments as an economic development tool to attract private investment, taking into account the short and long-term economic development impact.	Long-Term	Community Development, Public Works, Water/Wastewater	Policy, Partnerships	2 4 5
ER-10	Collaborate with regional education institutions (e.g., UTSA, Alamo Colleges), workforce boards and employers to align workforce training programs with current and future job opportunities.	Mid-Term	EDC	Partnership, Plan	4
ER-11	Establish measurable performance metrics for business attraction, job creation and investment, and evaluate progress annually to adjust strategies.	Ongoing	Community Development, EDC	Operational Change	4
ER-12	Increase the supply of workforce housing by encouraging diverse housing options in terms of type and affordability to align with workforce needs.	Long-Term	Community Development	Policy	2
ER-13	Support local business incubators to foster entrepreneurship and growth in technology-related businesses.	Mid-Term	EDC	Policy	2 4

1 Access to Vibrant Public Spaces

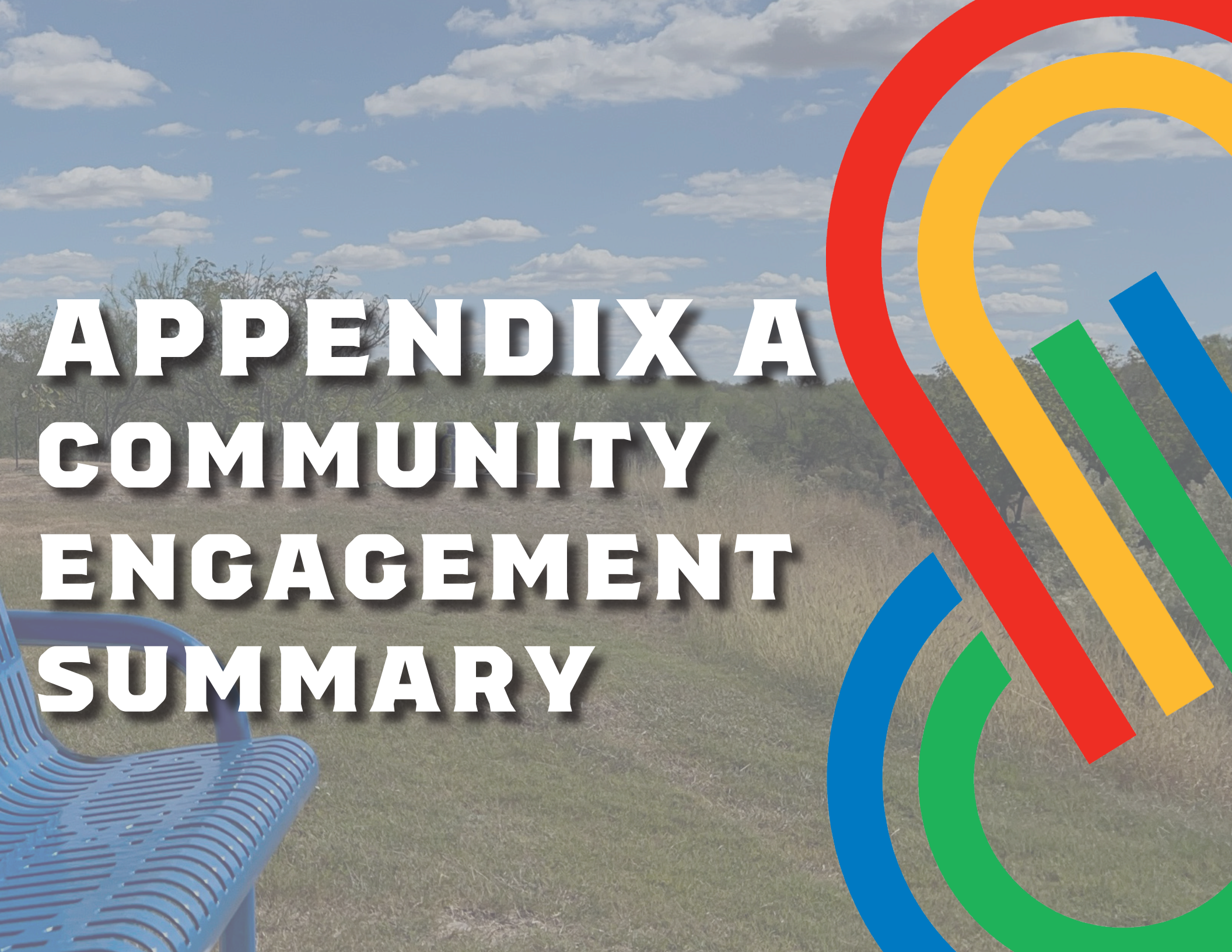
2 Destination and a Place to Call Home

3 Safe and Convenient Transportation

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APPENDIX A COMMUNITY ENGAGEMENT SUMMARY

National Night Out – Oct 2024

Summary

On October 1, 2024, from 6:30 to 8:30 pm at Converse North Park, the planning team held its first community engagement event, tabling at National Night Out. The event was hosted by the Converse Police Department. Advertisements were shared via the City's communication channels, social media and the project website. All promotional materials and meeting documents were made available in both English and Spanish. During the event, Freese and Nichols, the City's consultant, conducted a coin jar investing exercise and presented several interactive boards to gather feedback from the public.

The purpose of this event was to educate the community about the upcoming project process, explain how to get and stay involved, and gather initial feedback on their values, priorities and goals. At this event, participants indicated that the top priorities for the community were:

- Parks, Trails and Public Spaces
- Shopping, Dining and Entertainment Options
- Small and Local Business Support
- Road Infrastructure
- Housing Affordability



Coin Jar Investing Activity	
Category	Number of Coins
Parks, Trails and Public Spaces	13
Shopping, Dining and Entertainment Options	12
Small and Local Business Support	10
Road Infrastructure	8
Housing Affordability	6
Arts, Music and Cultural Programs	6
Bringing Job Opportunities	5
Walking and Bicycling Routes	5
Utility Infrastructure	4

Land Use Workshop – Jan 2025

Summary

On January 25, 2025, from 1:00 to 4:00 PM, the City of Converse and the Converse Economic Development Corporation (EDC) hosted an interactive Community Land Use Workshop at the Converse Community Center as part of the Converse 2050 Comprehensive Plan process. The workshop, facilitated by Freese and Nichols, the City's consultant, was open to the public.

The primary objective of the workshop was to engage residents in discussions about the City's future growth and to generate community-created land use scenarios that could accommodate anticipated population growth through 2050. A total of 29 community members attended the workshop, which began with a presentation by the consultant before transitioning into a series of three small-group exercises. These exercises asked participants to use colored bricks to illustrate their ideal mix of housing typologies to accommodate future growth, identify the types of jobs, retail and services they would like to see in the City and determine where these land uses should be located within Converse.

The small groups developed eight potential growth scenarios for the City of Converse. These scenarios reflected a strong interest in expanding local retail within the City core, encouraging higher-density housing in strategic locations, increasing investment in horizontal and vertical mixed-use spaces, improving access to parks and open spaces, locating regional retail uses along major thoroughfares, and diversifying housing options throughout the City.

The meeting agenda included:

- Introductory Presentation
- Land Use Exercises (x3)
- Discussion & Debrief
- Arts & Entertainment District Activity

The land-use exercises included:

- Housing Mix Activity
- Jobs and Commercial Mix Activity
- Land Use Mapping Activity





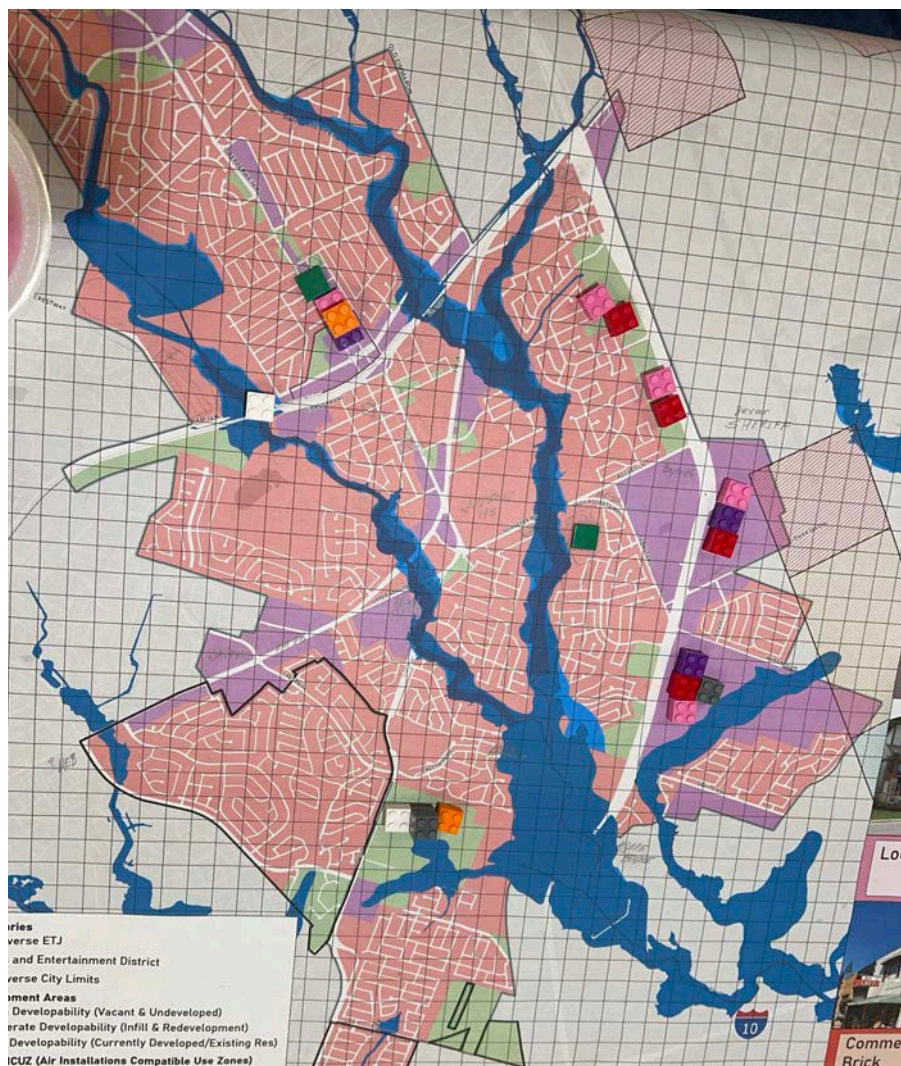
Group 1

The first group's preferred land use scenario concentrates mixed-use development, regional retail, and commercial employment on the eastern side of the City, with low-density residential to the south, industrial uses to the northwest, and local retail distributed throughout the community. This scenario does not include any missing middle housing types.



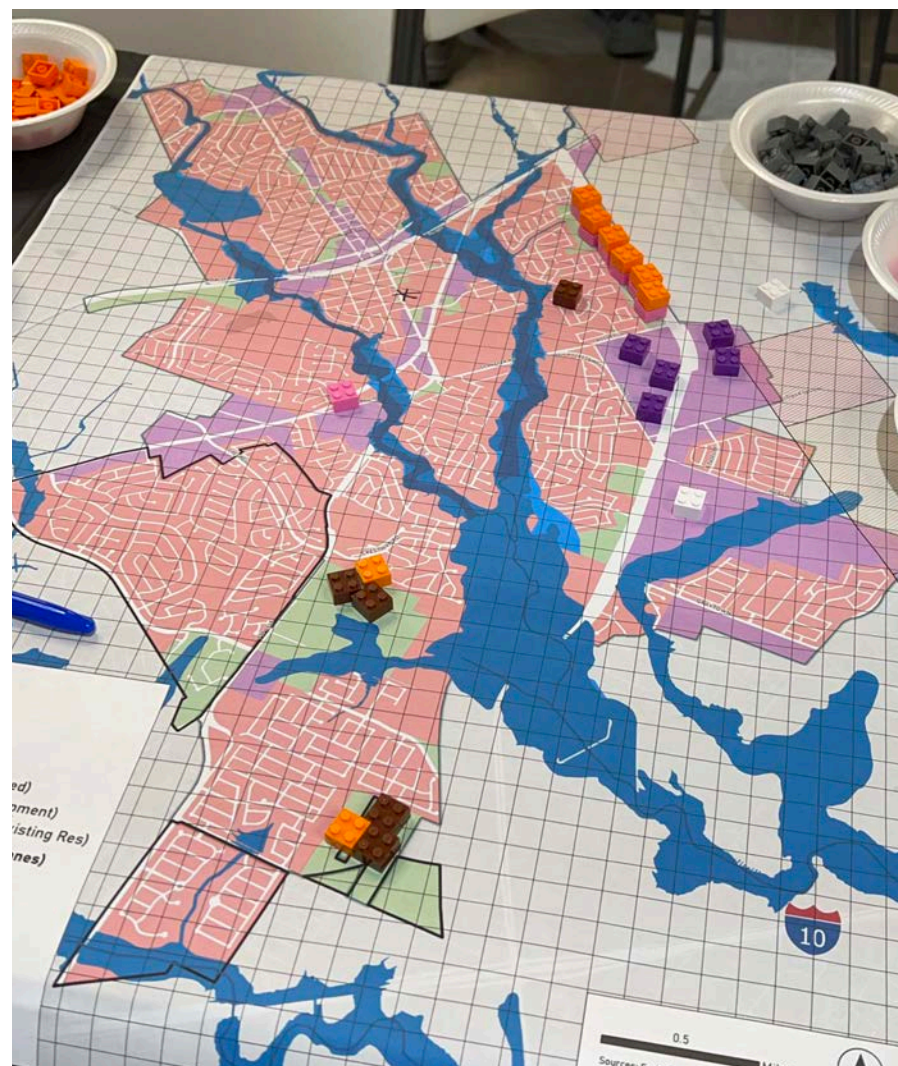
Group 2

The second group's preferred land use scenario features a more dispersed pattern of development, with high-density residential, commercial employment, and missing middle housing distributed throughout the City. Local retail is primarily concentrated in the center of the community, while mixed-use developments of a regional scale are located along Loop 1604. This scenario does not include any new low-density residential development.



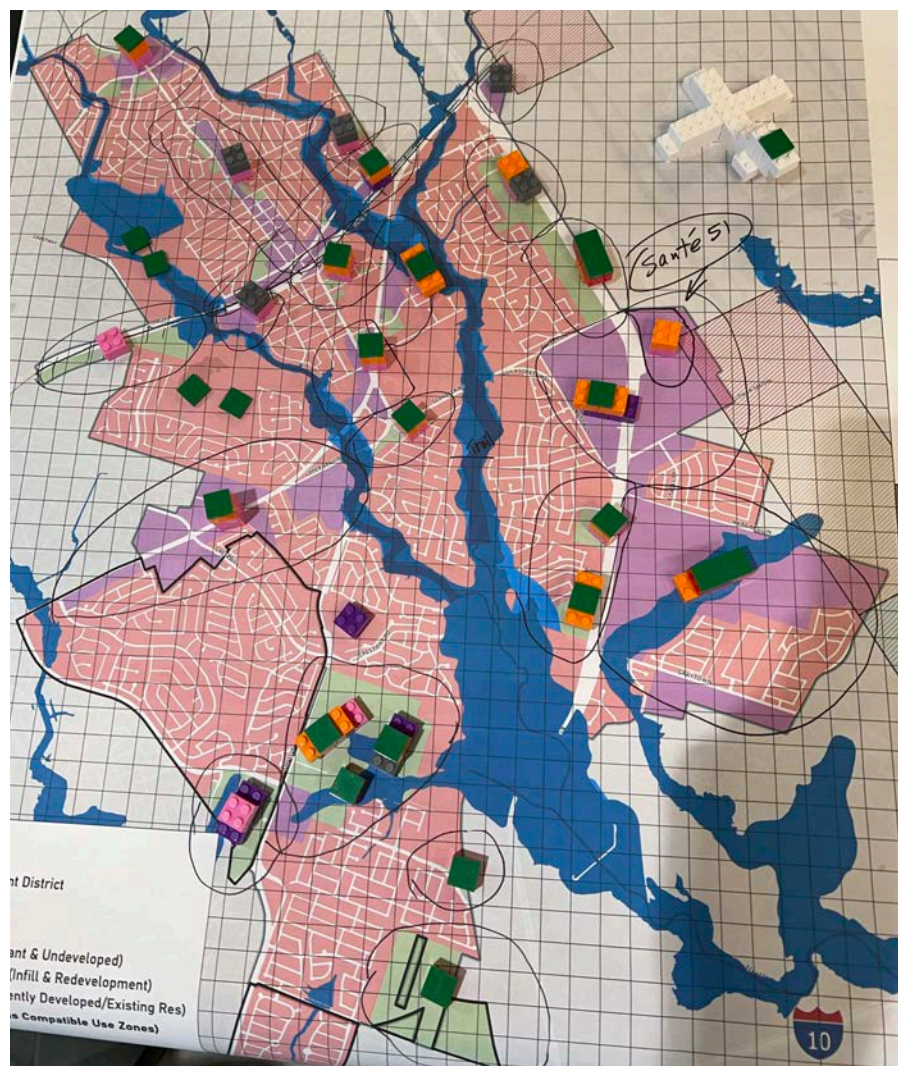
Group 3

The third group's preferred land use scenario reflects less overall growth, with new commercial employment, local retail, and regional retail concentrated along Loop 1604. Additional local retail, regional retail, green space, and high-density residential uses are located along Toepperwein Road. Industrial, missing middle, and high-density residential uses are shown in the southern portion of the City.



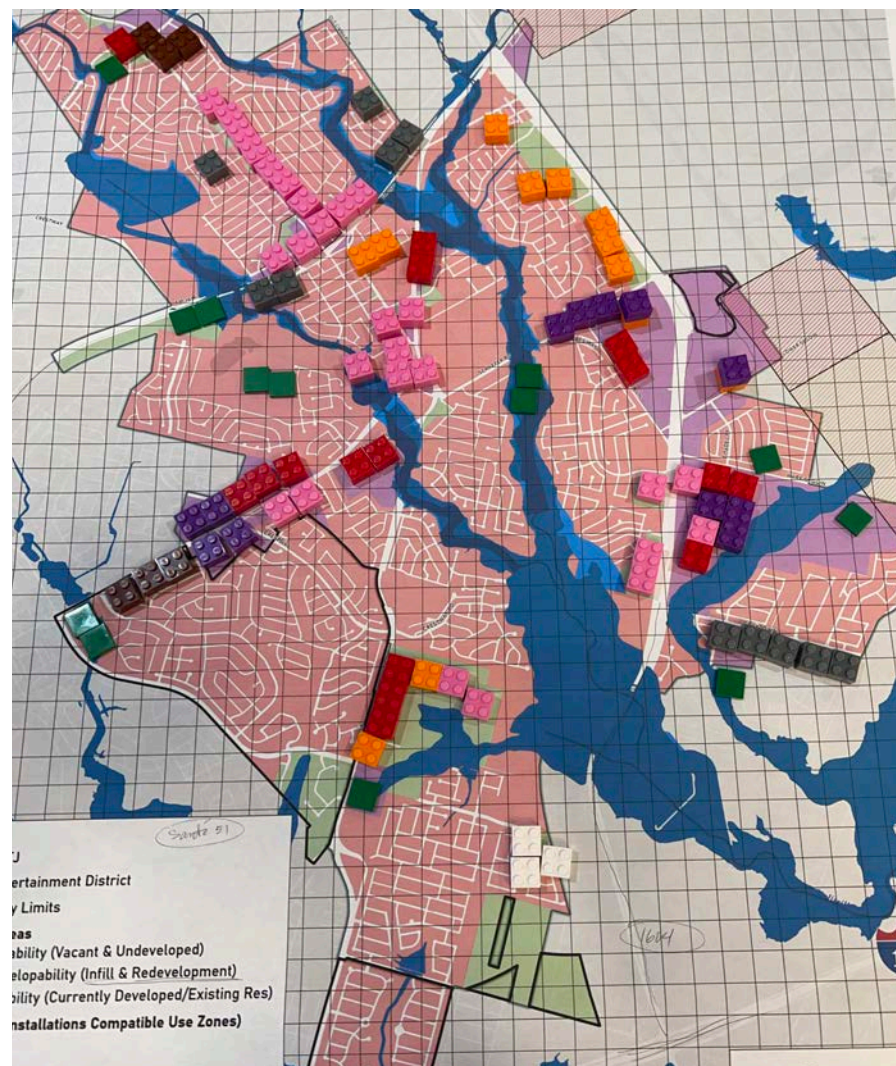
Group 4

The fourth group's preferred land use scenario includes mixed-use local retail located along Loop 1604, with regional retail uses concentrated on several larger parcels. This scenario also features a new local retail center on Old Seguin Road and a mix of residential subdivisions, including both low-density and high-density residential development.



Group 5

The fifth group's preferred land use scenario prioritized green space and mixed-use development, represented by stacking high-density residential bricks on top of bricks symbolizing commercial uses. These mixed-use areas are distributed along major transportation corridors, accompanied by some missing middle residential development. The group also expressed interest in incorporating green infrastructure into these mixed-use areas.



Group 6

The sixth group's preferred land use scenario concentrates most development along major transportation corridors. Local retail is primarily located along Toepperwein Road and South Seguin Road, while regional retail, high-density residential, and commercial employment uses are concentrated along Old Seguin Road and Loop 1604. Green space and missing middle residential development are distributed throughout the City.



Group 7

The seventh group's preferred land use scenario focuses development in the southeastern portion of the City. Mixed-use developments of a local scale are concentrated in the south, with green space located within the floodplain. Regional retail and limited commercial employment uses are primarily located along Loop 1604.



Group 8

The eighth group's preferred land use scenario focuses on increasing the concentration of retail uses within the City. Local retail is concentrated in the City core around FM 78, while a mix of local retail, regional retail, and commercial employment uses is prioritized along Loop 1604 and Old Seguin Road. This scenario also features green space strategically located within the floodplain in South Converse.

Intercept Surveys – Jan 2025

Summary

On January 18, 2025, sub-consultants for the planning team, CD&P, conducted intercept surveys at Walmart locations in Converse. Throughout the day, approximately 66 people engaged with the team, while only eight people completed the intercept survey.

Key Takeaways:

- Support for enhanced community resources and social programs
- Support for parks and green spaces
- Improve public transit options in Converse
 - Develop a robust and efficient bus system
 - Connect sidewalks and streets safely
- Improve road infrastructure
 - Better maintain existing roads
- Provide more shopping options (grocery, clothes, etc)
 - Support for small businesses
 - Develop and diversify retail options; no more car washes and vape stores.
- Preference for affordable single family starter homes



Green Day - Apr 2025

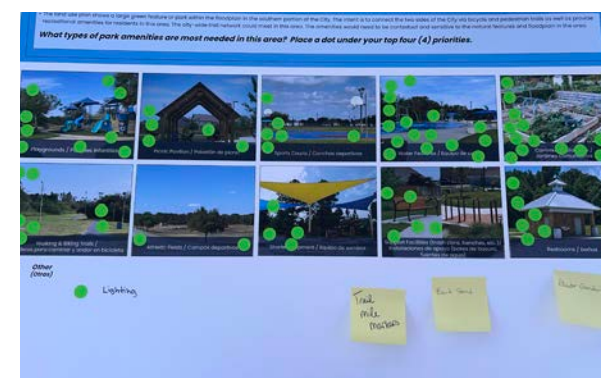
Summary

On April 12, 2025, from 10:00 AM to 1:00 PM, members of the planning team tabled at the City of Converse's Green Day event. The purpose of this engagement was to gather feedback on the draft land use plan, gather further feedback on a proposed green feature in South Converse, encourage the public to provide input on the overall Comprehensive Plan, promote awareness of the planning process, and direct attendees to learn more through the project website.

Key Takeaways:

- Support for green features, native landscaping and a trail system.
- Concerns about drainage issues and impacts.
- Desire for additional restaurants, retail and banks.
- Support for active transportation infrastructure, such as wider bike lanes and trails.
- Concerns about traffic congestion and commuting difficulty.

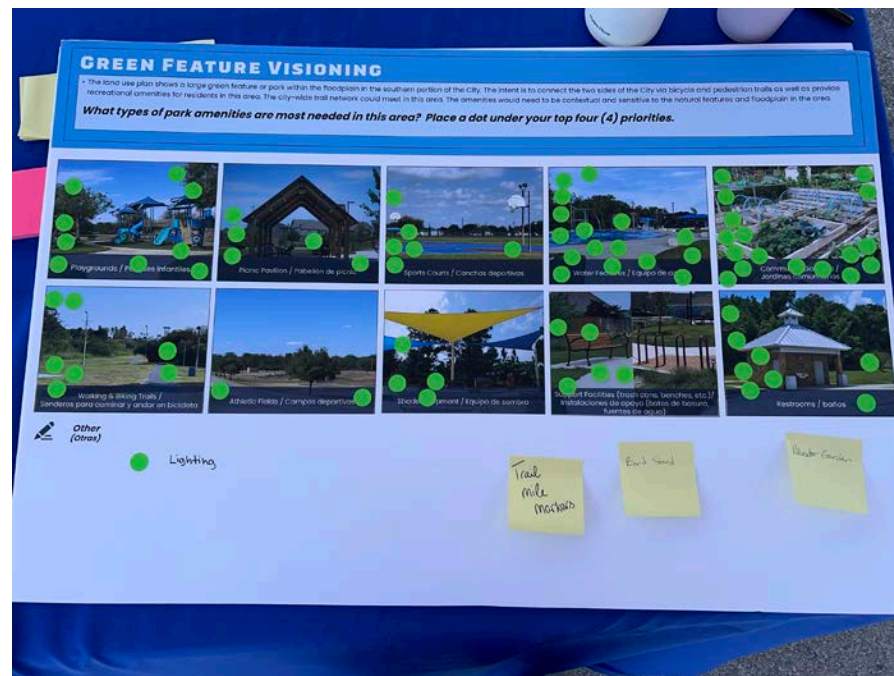
Green Feature Visioning Boards	
Category	Number of Stickers
Community Gardens	17
Water Features	16
Playgrounds	9
Walking and Biking Trails	7
Sports Courts	6
Picnic Pavilion	5
Support Facilities	5
Shade Equipment	4
Restrooms	3
Athletic Fields	2
Other	Lighting, trail mile markers, a band stand, and a pollinator garden





Three individuals left notes on the preferred growth scenario map. The comments included:

- Traffic issues at the intersection of Kitty Hawk and Toepperwein Road
- An empty lot along Kitty Hawk Road
- Drainage issues in neighborhoods near Converse North Park



When asked what types of park amenities are most needed in a future green feature in South Converse, participants expressed the strongest support for the inclusion of community gardens, water features, and playgrounds. There was also additional support for walking and biking trails, sports courts, picnic pavilions, and supporting facilities.

Public Open House – July 2025

Summary

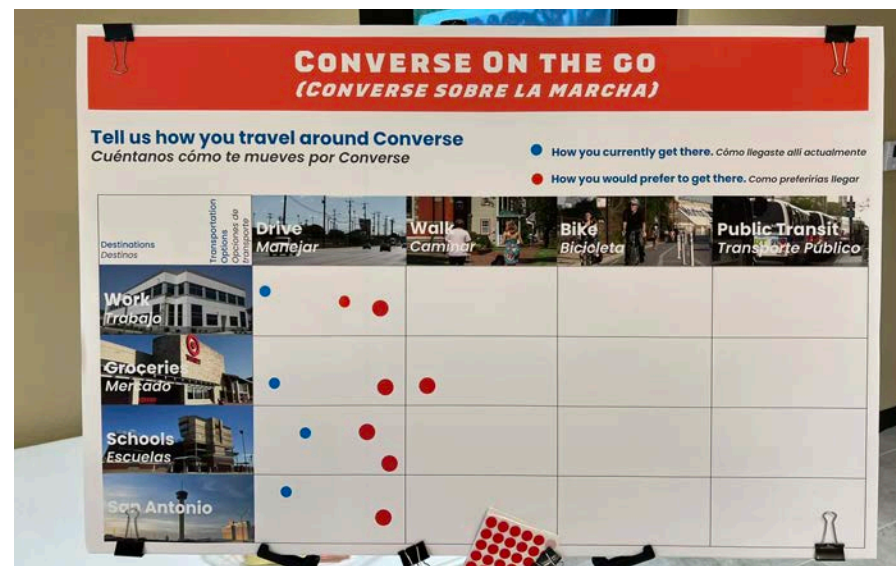
On July 19, 2025, from 1:00 to 3:00 PM, the City of Converse held a public open house to gather feedback on the Comprehensive Plan's recommendations. At the start of the event, a presentation was given to attendees providing an overview of the future land use plan, along with objectives related to transportation and mobility, economic resilience, infrastructure, and public facilities. Following the presentation, attendees were invited to provide feedback on a series of engagement boards, while members of the planning team were available to answer questions and discuss comments.

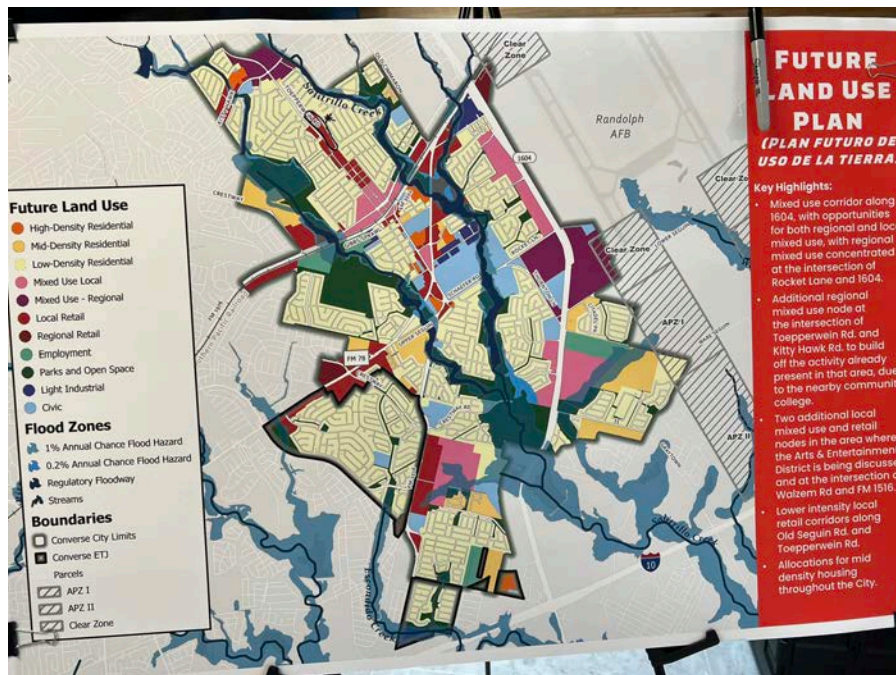
The meeting agenda included:

- Schedule Progress Review
- Community Feedback
- Land Use Review
- Economics of Land Use
- Comprehensive Plan Contents
- Interactive Stations

The interactive stations topics included:

- Project and Website Information
- Land Use and Development
- Small Area Plans
- Transportation and Mobility
- Infrastructure and Public Facilities
- Economic Resilience
- Shocks and Stressors





There was no feedback left on the Future Land Use Plan board by participants.

SMALL AREA PLANS (PLANES PARA ÁREAS PEQUEÑAS)

Arts & Entertainment District – Guiding Principles

Place a dot by the guiding principles you support, then share any other thoughts—what you like, what you don't, and anything we may have missed.
Coloca un punto junto a cada principio rector que apoyes y comparte cualquier otra opinión: lo que te gusta, lo que no te gusta y lo que crees que falta.

Only in Converse A unique and memorable destination that contributes to the identity of our city and distinguishes it as a destination for a great day or night out.	Variety & Choice There are many reasons to visit the district with its eclectic mix of amenities and range of options for dining, entertainment, and experience.	Community at the Center Where people come together for social connection, whether for traditions and events or casual interactions in a place that represents and celebrates the community.
Flexible & Dynamic Flexible community areas, temporary installations spaces, and a rotating calendar of events bring the district to life throughout the year and means there's always something new to see or do.	Loyal Regulars The day-to-day needs of the community met and leveled up, whether to see what's new at a favorite shop, beloved family routines, or mainstays for an evening out with friends or a date.	For Everyone An affordable and multi-generational place designed for everyone to take part, including families.
Easy & Hassle-Free Accessible, easy and safe to get around on foot and to get in and out of by car.	Engaging & Fun It is alive and full of energy all day with live performance and music, places to eat and drink, and activities. Visitors can be active in nature with greenspace and interactive, functional public art.	Local Makers A place for shopping, especially from local artisans, artists, and vendors, that helps support the economic life of Converse.

Participants were asked to place a dot next to the guiding principles of the proposed Arts & Entertainment District that they supported. Each guiding principle received at least one dot, indicating that the principles overall align with the community's vision and goals.

INFRASTRUCTURE & PUBLIC FACILITIES (INFORMACIÓN Y FACILIDADES PÚBLICO)

What is Working?
¿Qué está funcionando?

Place three (3) dots for each question
Coloque tres (3) puntos para cada pregunta

What is not Working?
¿Qué falta?

Electricity
Electricidad

Water
Agua

Roads
Calle

Waste Water
Agua residuales

Internet
Internet

City Facilities
Instalaciones de Ciudad

Write other ideas here:
Escribe otras ideas aquí.

When assessing the state of infrastructure and public facilities in Converse, residents were asked to identify both strengths and areas for improvement within the City. Electricity, water, and City facilities were identified by participants as “working,” while roads, wastewater, and internet were identified as “not working.”

WHERE SHOULD ACCESS IMPROVE? (¿DÓNDE SE DEBE MEJORAR EL ACCESO?)

Indicate locations where you would like improved access for walking, biking or public transit
Indique las ubicaciones donde le gustaría el acceso para caminar, andar en bicicleta o transporte público.

Walking
Caminando

Biking
Ciclismo

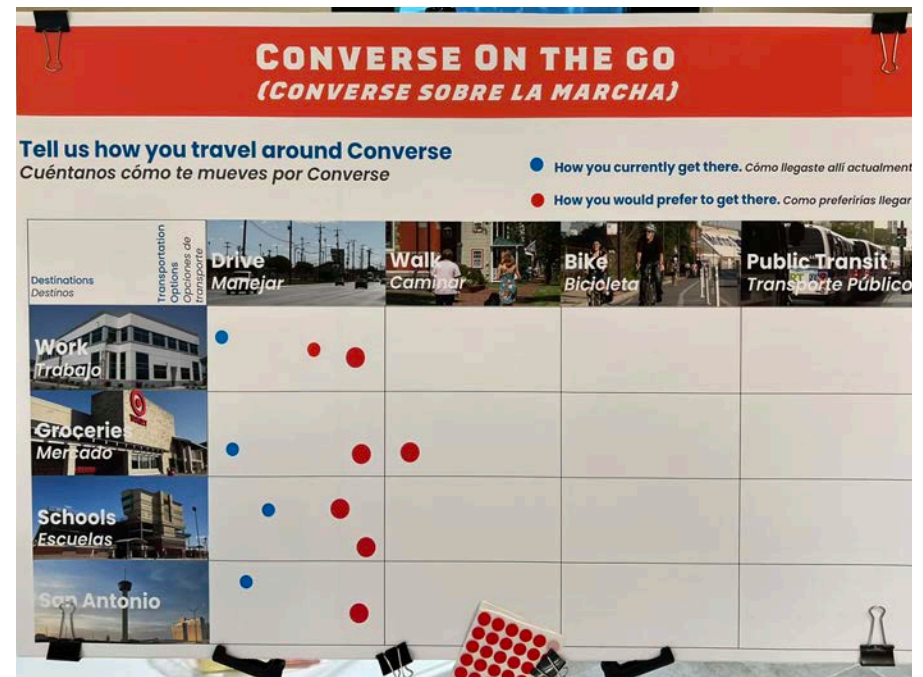
Public Transit
Transporte público

Aerial Map
○ Converse City Limits
○ Converse ETJ
— Streams
— Railroad

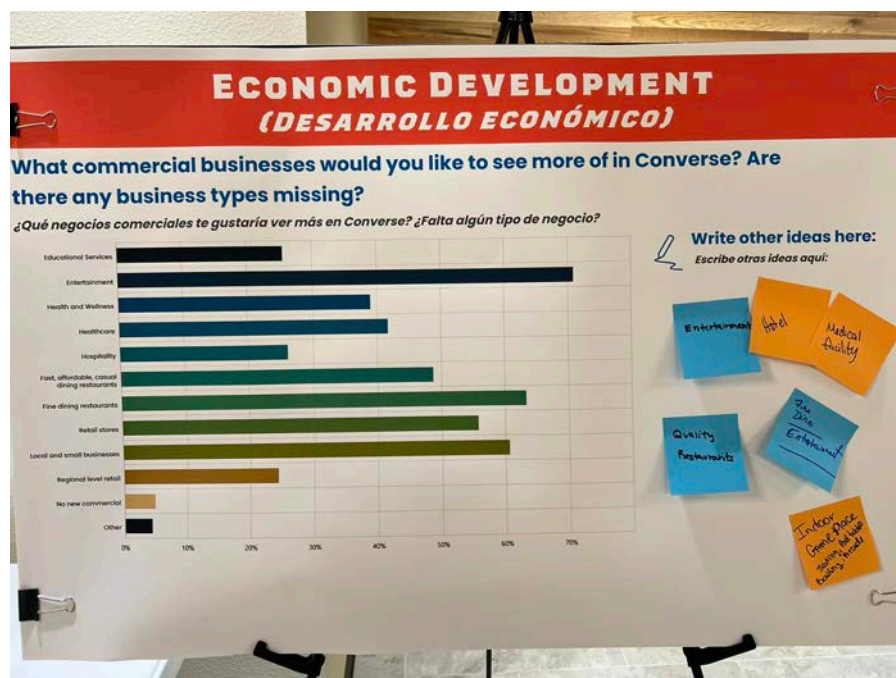
Participants were asked to identify locations within the City that need improved access for walking, biking or public transit by placing color-coded stickers on a map. Trail connections were suggested between the subdivisions along FM 1516, as well as along Thornton Lane and Toepperwein Road. A need for improved biking access was also identified along Thornton Lane and Toepperwein Road.



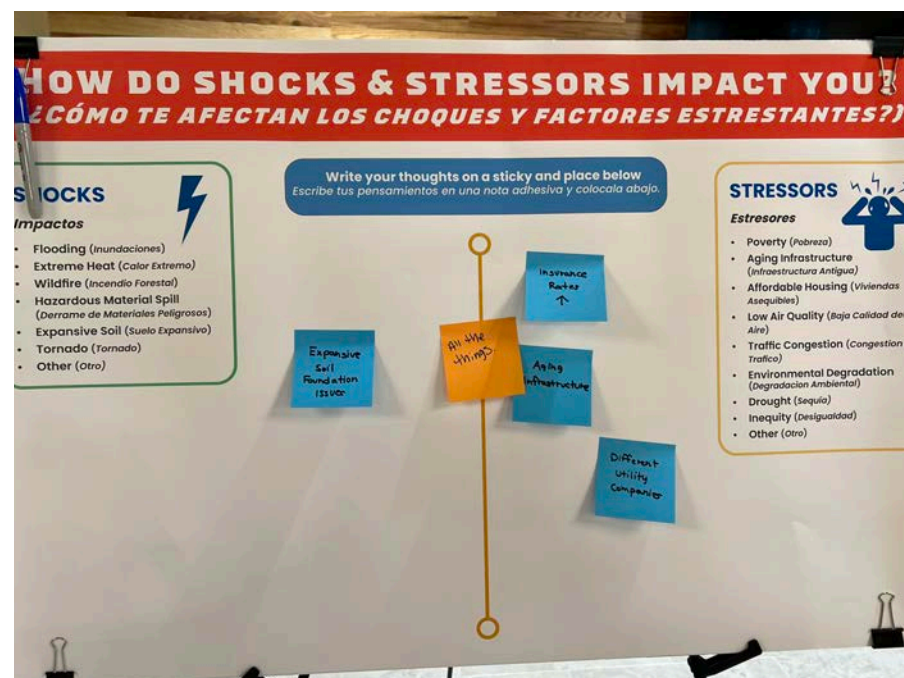
Participants were asked to identify their transportation priorities for Converse. Feedback indicated a strong preference for car-oriented transportation infrastructure, while also emphasizing the importance of improving walkability. Key priorities included maintaining existing roads, providing high-speed and wide streets, and encouraging amenities and services that are located close together and accessible by foot.



When participants were asked how they currently travel around Converse and how they would prefer to get around, they overwhelmingly indicated that they currently travel by car and would prefer to continue doing so. Only one participant expressed a preference for walking to the grocery store.



When participants were asked what types of commercial businesses they would like to see in Converse, they primarily suggested entertainment uses such as an indoor recreation center or bowling alley. Additionally, responses indicated a desire for more hospitality services, including hotels and high-end restaurants, as well as a medical facility within the City.



Participants were asked how shocks and stressors affect the City, describing specific concerns that impact them directly. These included rising insurance rates, aging infrastructure, dealing with multiple utility companies, and widespread foundation issues. One comment simply read, “all things,” in reference to the list of shocks and stressors printed on the board.

National Night Out – Oct 2025

Summary

On October 7, 2025, from 6:30 to 8:30 PM, the planning team held another community engagement event at National Night Out. The event, hosted by the Converse Police Department at Converse North Park, invited participants to provide feedback on the draft Comprehensive Plan using a Halloween-themed activity. Participants were given stickers to place on a board featuring the six common themes of the plan, candy stickers represented themes they most agreed with, while ghost stickers indicated those they least agreed with. The purpose of this engagement was to gather community input to inform the finalization of the Comprehensive Plan.

Key Takeaways:

- Multiple participants expressed that additional gas stations and car washes are not needed in Converse.
- Participants emphasized the need for a greater variety of dine-in and fast-food restaurant options.
- Roadway repaving and general improvements were identified as key priorities.
- Participants noted a need for more trash and recycling receptacles in City parks to help address littering.
- Community members expressed interest in additional recreation centers to provide activities for children during the summer and after school.
- Suggestions were made to improve bus stop safety, including the addition of covered stops with adequate lighting.

Comprehensive Plan Themes		
Theme	Candy Stickers	Ghost Stickers
Parks and Trails Development	18	1
Recreation and Retail Opportunity	15	1
Enhancements to Existing Facilities and Infrastructure	12	0
Economic Opportunity and Improvements	11	2
Transportation and Mobility Enhancements	10	0
Utilization of Remaining Mixed-Use Zoning	3	6





Residents expressed overwhelming support for the Comprehensive Plan theme emphasizing additional recreation and retail opportunities, parks and trails development, economic opportunity and improvements, transportation and mobility enhancements, and upgrades to existing utilities and infrastructure. In comparison, responses were least supportive of the utilization of remaining mixed-use zoning.

Project Website & Virtual Engagement

The project website has served as a key tool for providing the community with up-to-date information about the project, publicizing upcoming events and engagements, and sharing draft deliverables. It also hosted the online community survey and virtual engagement activities. The website included the following components:

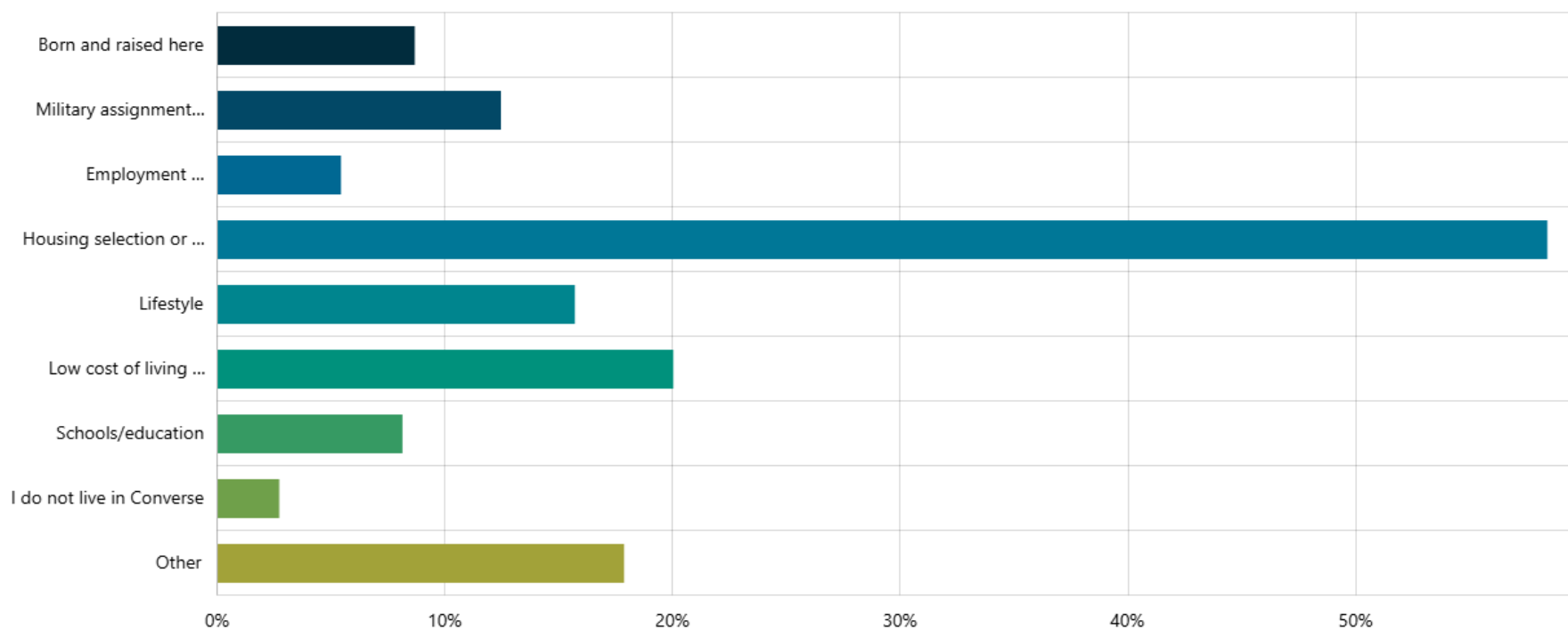
- A landing page featuring the project branding, an introduction to the project and its purpose, a project timeline outlining completed, current, and future phases of work, and buttons linking to the virtual engagement opportunities.
- A project team page introducing the individuals involved in the project, including consultants, City staff, and CPAC members.
- A “Get Involved” page listing upcoming and past in-person engagements and hosting the virtual engagement opportunities.
- A documents page providing links to the City’s planning documents, as well as downloadable draft documents and public engagement materials.
- A contact page where visitors could leave general comments for the team or sign up for email updates on future engagements.

Online Community Survey Results

From September 23 to November 15, 2024, a community survey was available online through the project website. The survey was open to all and included online translation capabilities, allowing it to be completed in multiple languages. It was accessible on both desktop and mobile devices. Outreach promoting the survey was conducted through multiple channels, including push cards distributed at National Night Out and posts on the City’s social media platforms.

The survey received a total of 181 responses. A summary of these responses follows. Input from this survey, along with feedback and conversations gathered at engagement events, provided the planning team with valuable baseline information and community priorities to guide the development of this project.

1. What is your primary reason for choosing to live in Converse?



When asked what their primary reason was for choosing to live in Converse, most responses related to housing selection or affordability (58.4%). Respondents also stated additional reasons such as the low cost of living (20%) and the lifestyle of the area (15.7%).

2. In your opinion, what are Converse's greatest strengths? What differentiates it from any other city?



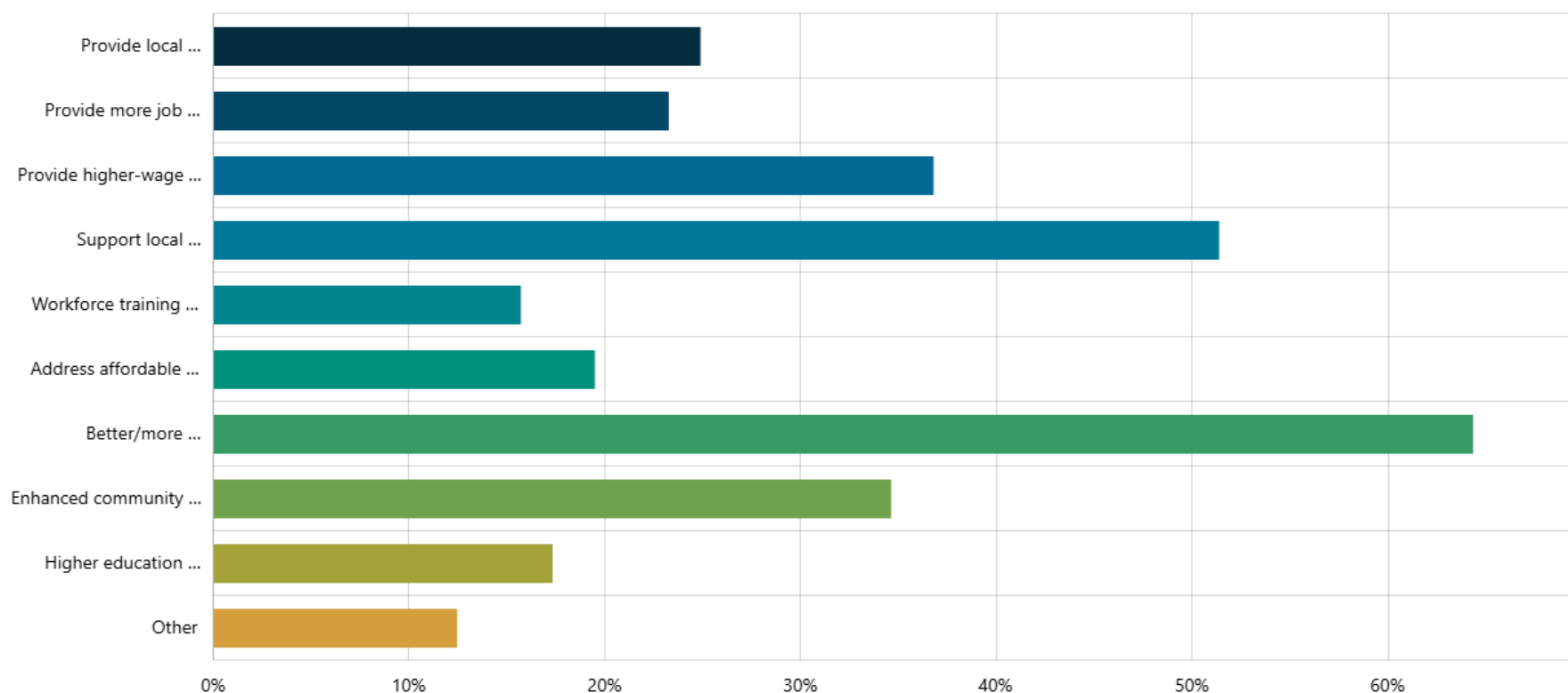
3. What do you think will be the most critical issues facing Converse in the future?



4. What about Converse would you like to see change or improve?

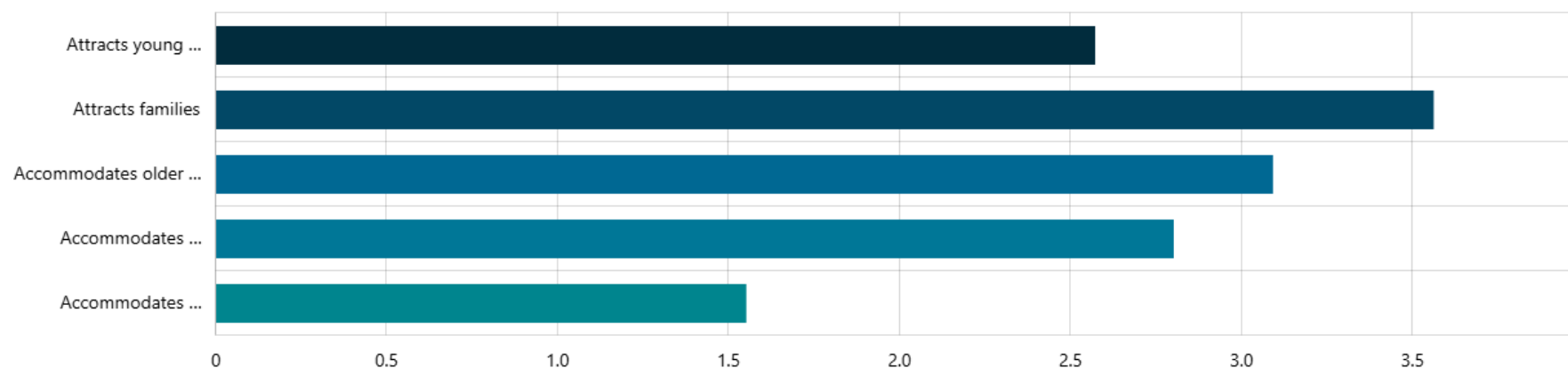


5. In your opinion, how can we support all Converse residents to thrive and prosper in our community?



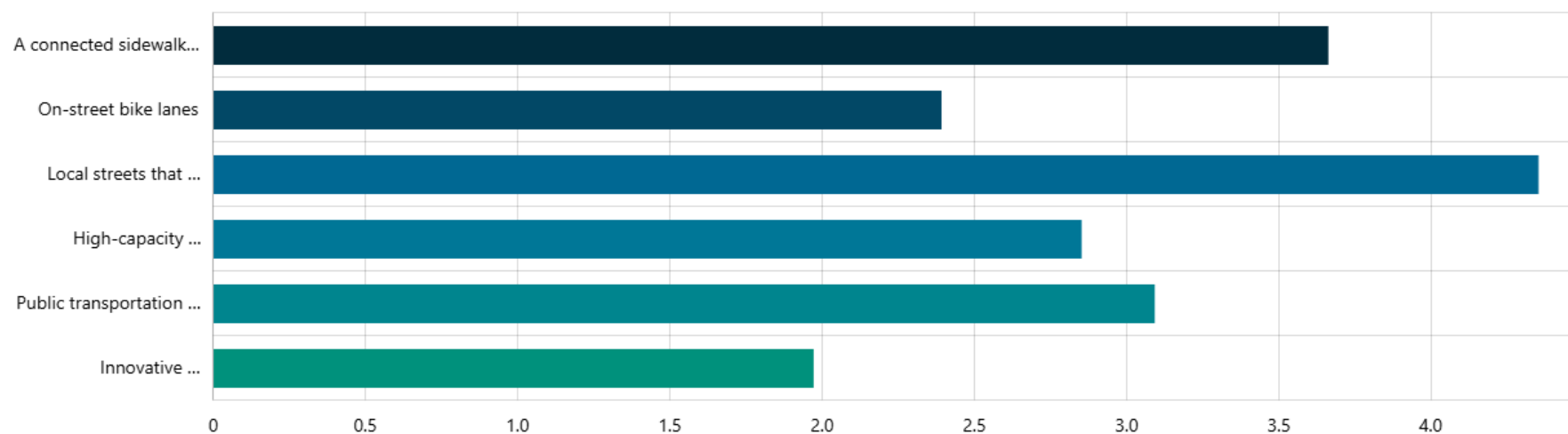
When asked how Converse can support residents to thrive and prosper in the City, most responses related to greater access to retail, services and entertainment options within the City (64.3%). Respondents also stated support of local businesses and entrepreneurs (51.4%) and a greater supply of higher-wage jobs within the City (36.8%) would also help Converse residents to thrive.

6. In the future, Converse should focus on housing that:



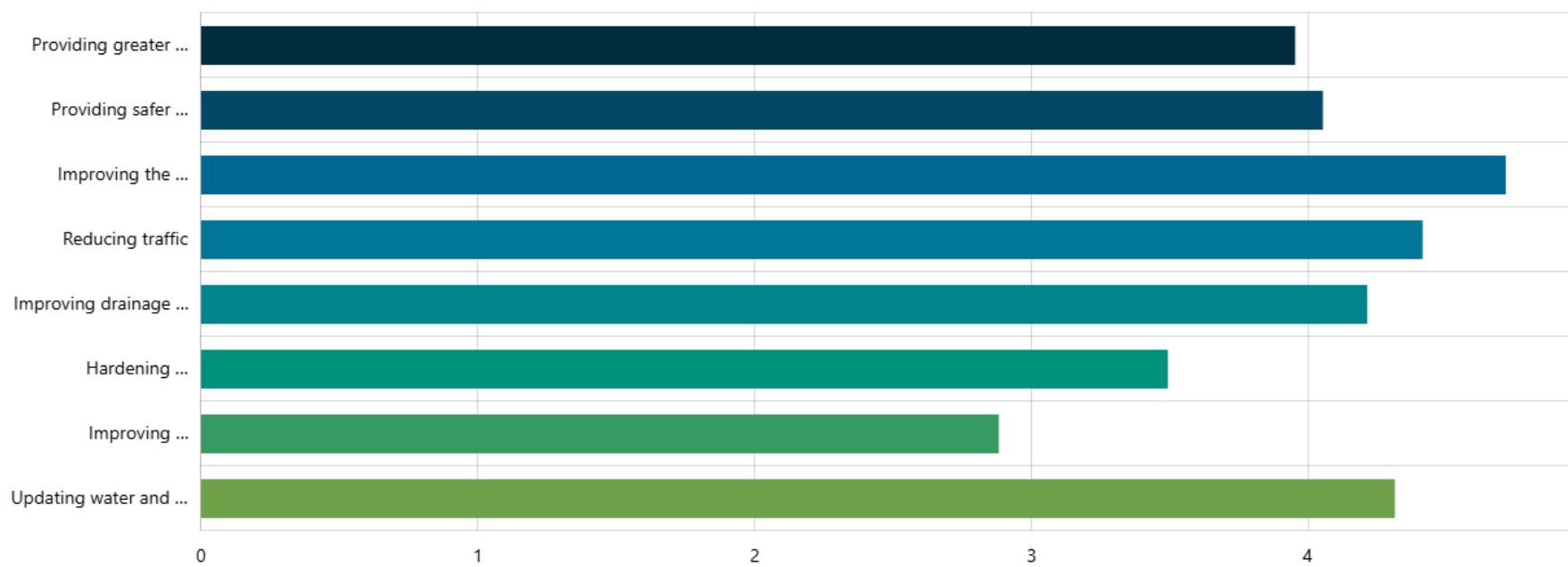
Respondents were asked to rank housing priorities. For most respondents, Converse should prioritize housing that attracts families to the City (3.56). There was also support for the City to focus on housing that accommodates older residents who want to remain in the community but downsize (3.09).

7. In the future, residents should be connected to destinations within the City through:



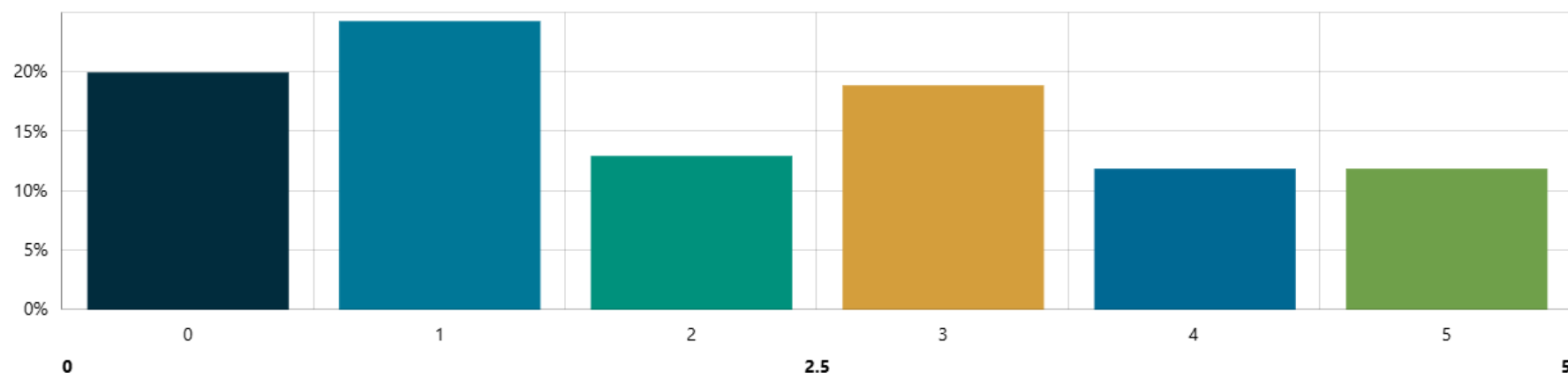
Respondents were asked to rank transportation preferences. For most respondents, they prefer to connect to nearby local destinations using more local streets that accommodate bikes, transit, cars and pedestrians (4.35). There was also an interest in a connected sidewalk or off-street network (3.66) and using public transportation (3.09) to reach destinations within the city.

8. Infrastructure investments the city should focus on:



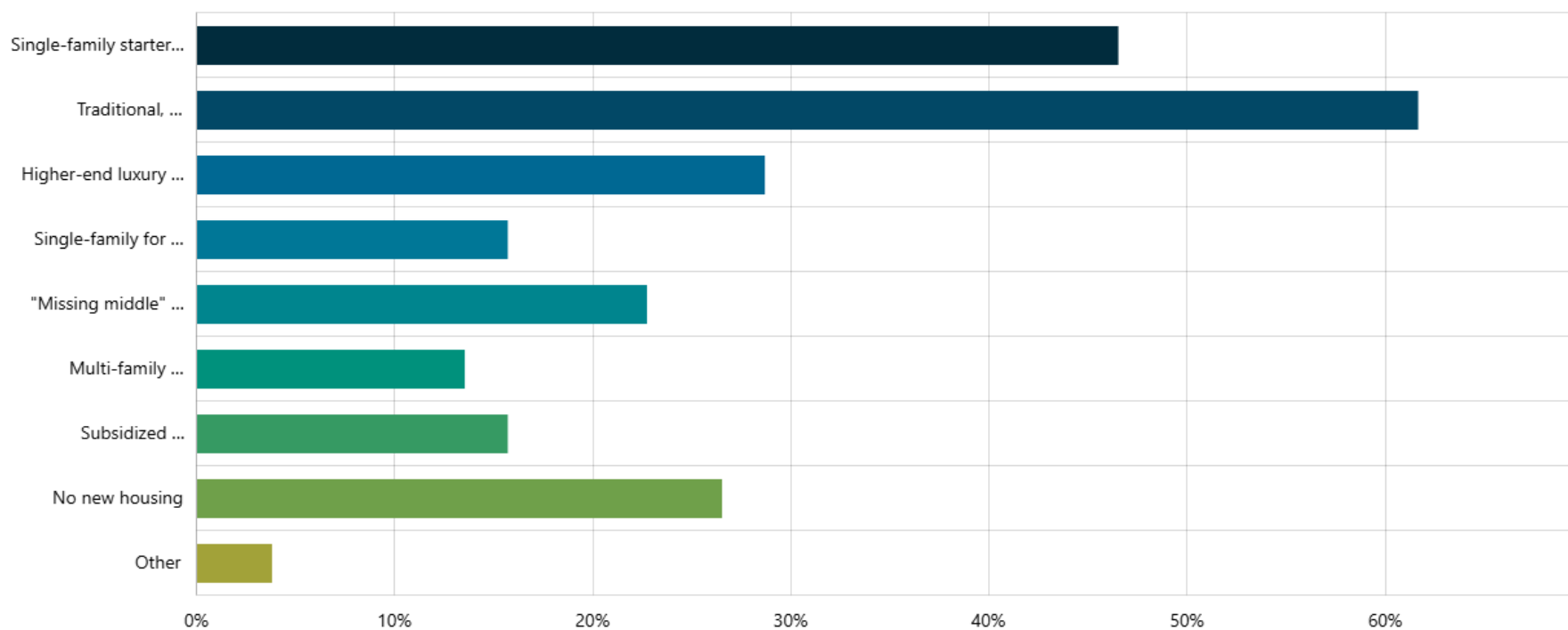
Respondents were asked to rank infrastructure investment priorities. Respondents have the greatest preference towards improving the appearance and quality of key road corridors (4.71). The next priorities are to reduce traffic (4.41) and to update water and sewer system infrastructure (4.31).

9. How supportive are you of bringing more residential land-uses (e.g., housing, apartments) to Converse?



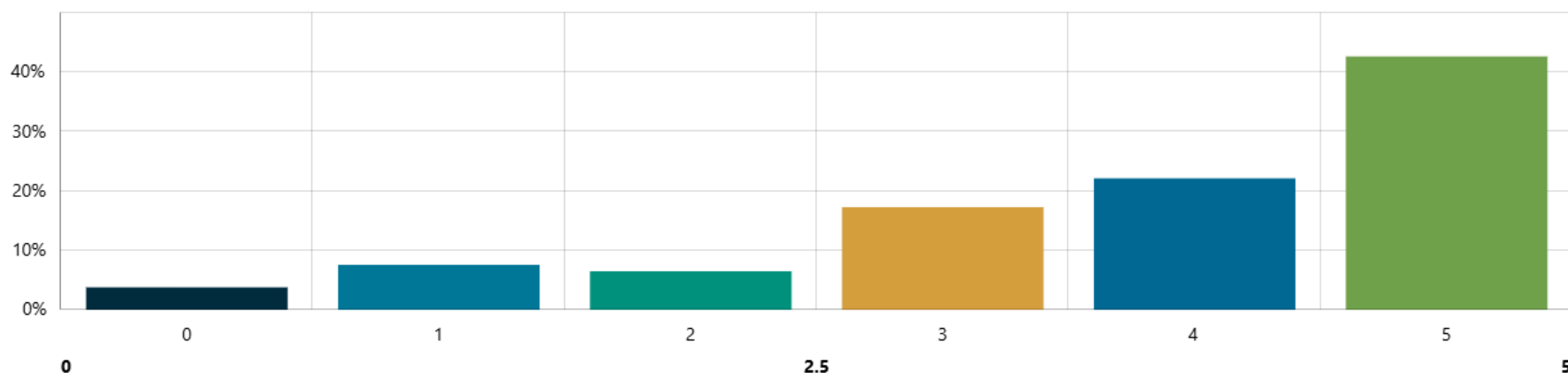
Respondents were asked to rank how supportive they are of bringing more residential land uses into Converse, with 0 meaning no support and 5 meaning very supportive. The results from respondents is mixed, with a greater majority of respondents indicating less support for more residential land uses within the City.

10. I would support more of the following housing options in Converse:



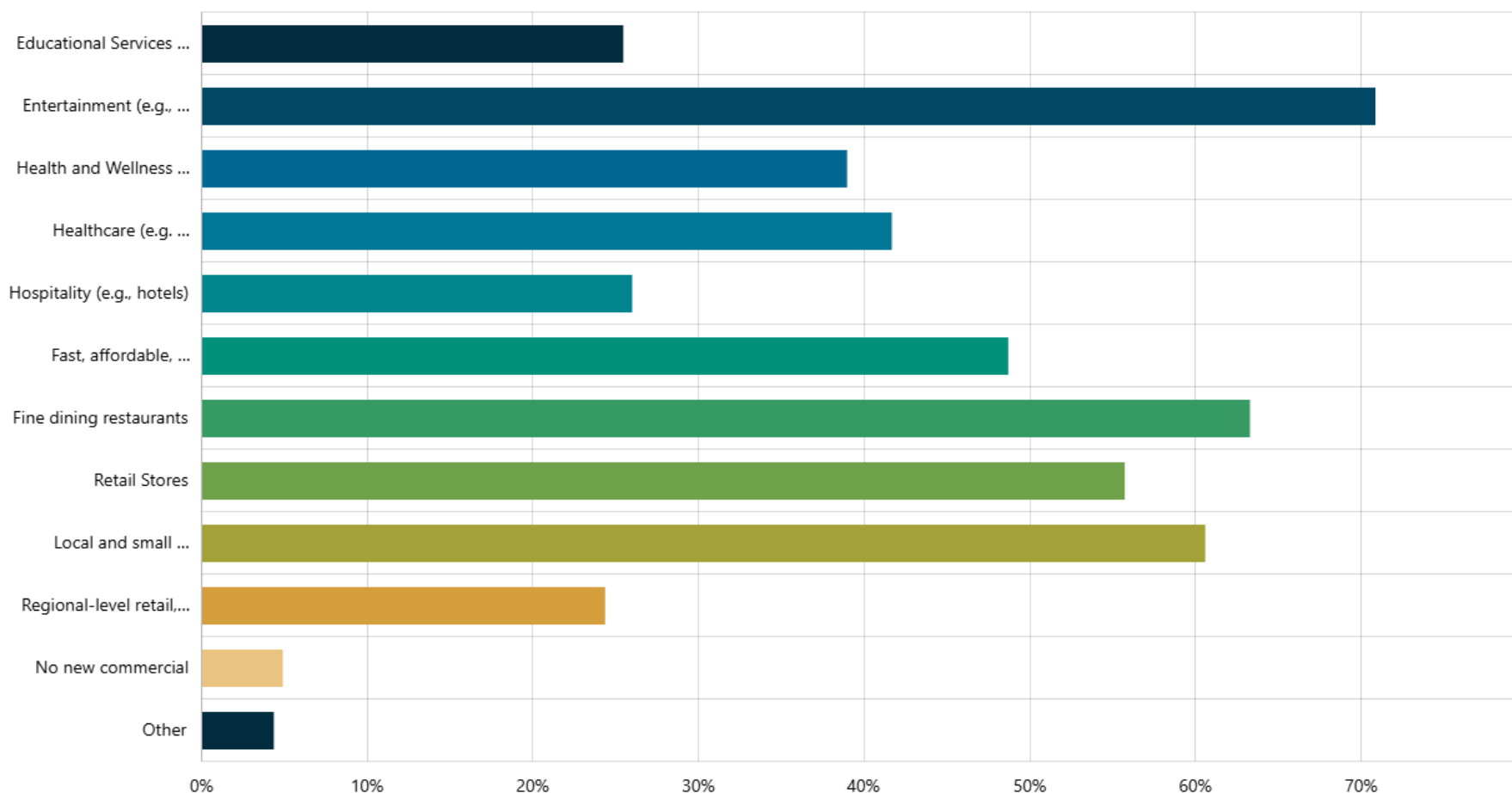
According to most respondents they prefer any future housing in the city to focus on traditional single-family suburban homes (61.6%). The next most popular housing type would be single-family starter homes at affordable price ranges (46.5%). There was also a slight bit of support for higher-end luxury housing (28.7%) and then no new housing in the City (26.5%).

11. How supportive are you of bringing more commercial land uses (e.g., shops, restaurants, offices) in Converse?



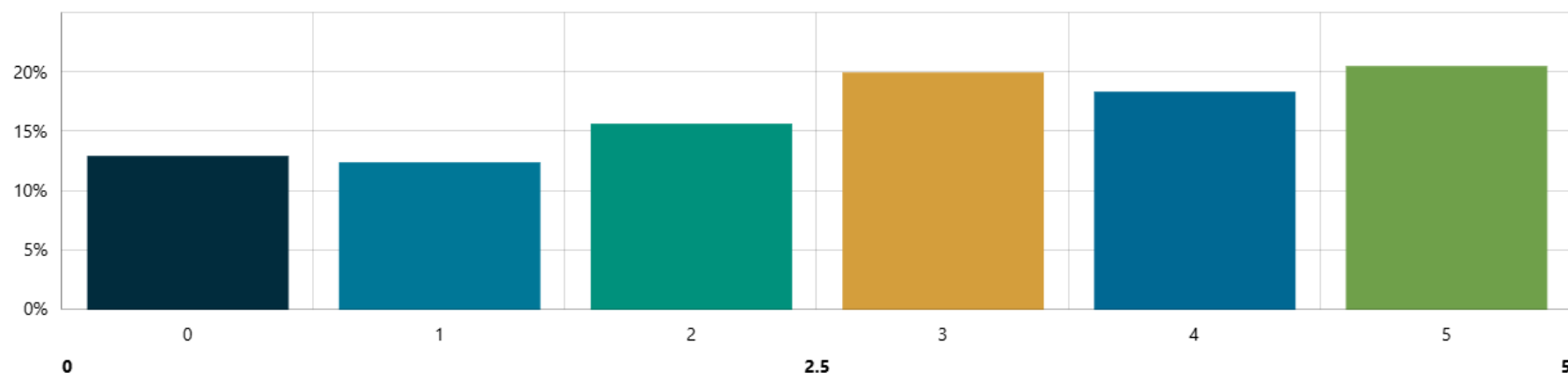
Respondents were asked to rank how supportive they are of bringing more commercial land uses into Converse, with 0 meaning no support and 5 meaning very supportive. The results from respondents overwhelmingly indicate support for more commercial uses within the City.

12. What commercial businesses would you like to see more of in Converse?



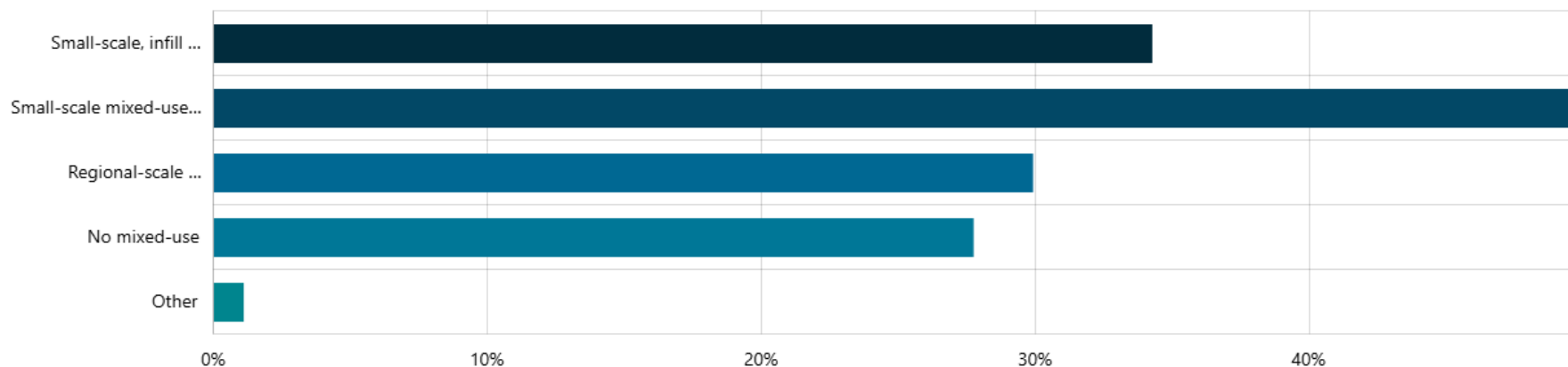
According to most respondents they prefer commercial businesses focused on entertainment (e.g., movie theaters, music venues)(70.8%). The next most popular commercial business type would be fine dining restaurants (63.2%). There was also support from respondents for local small businesses (60.5%) and retail stores (55.7%).

13. How supportive are you of bringing more mixed-use developments (e.g., areas where residential, commercial and recreational uses are combined) to Converse?



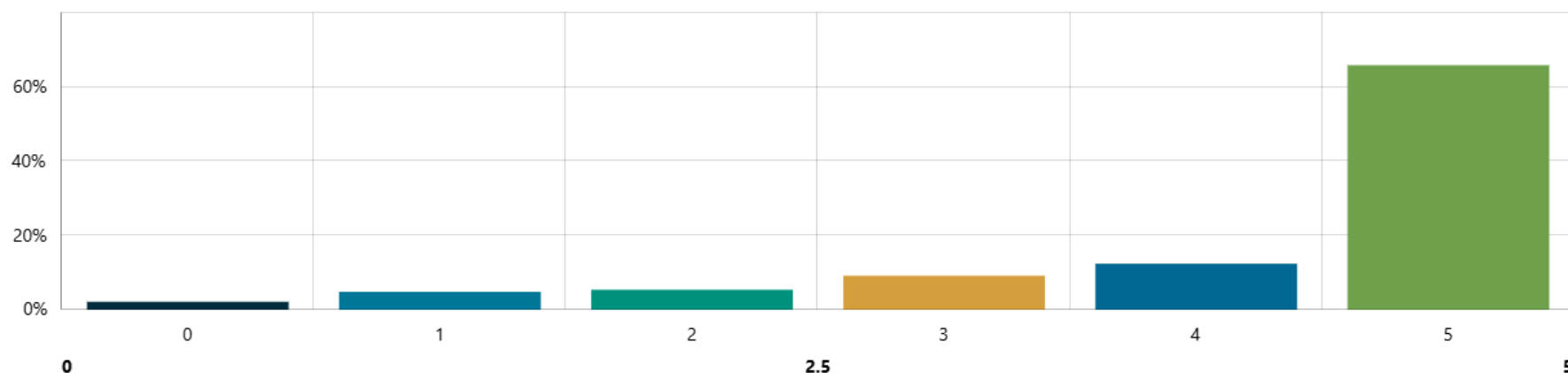
Respondents were asked to rank how supportive they are of bringing mixed-use developments into Converse, with 0 meaning no support and 5 meaning very supportive. The results from respondents indicate a general level of support for more mixed-use developments within the City.

14. What types of mixed-use development would you like to see in Converse?



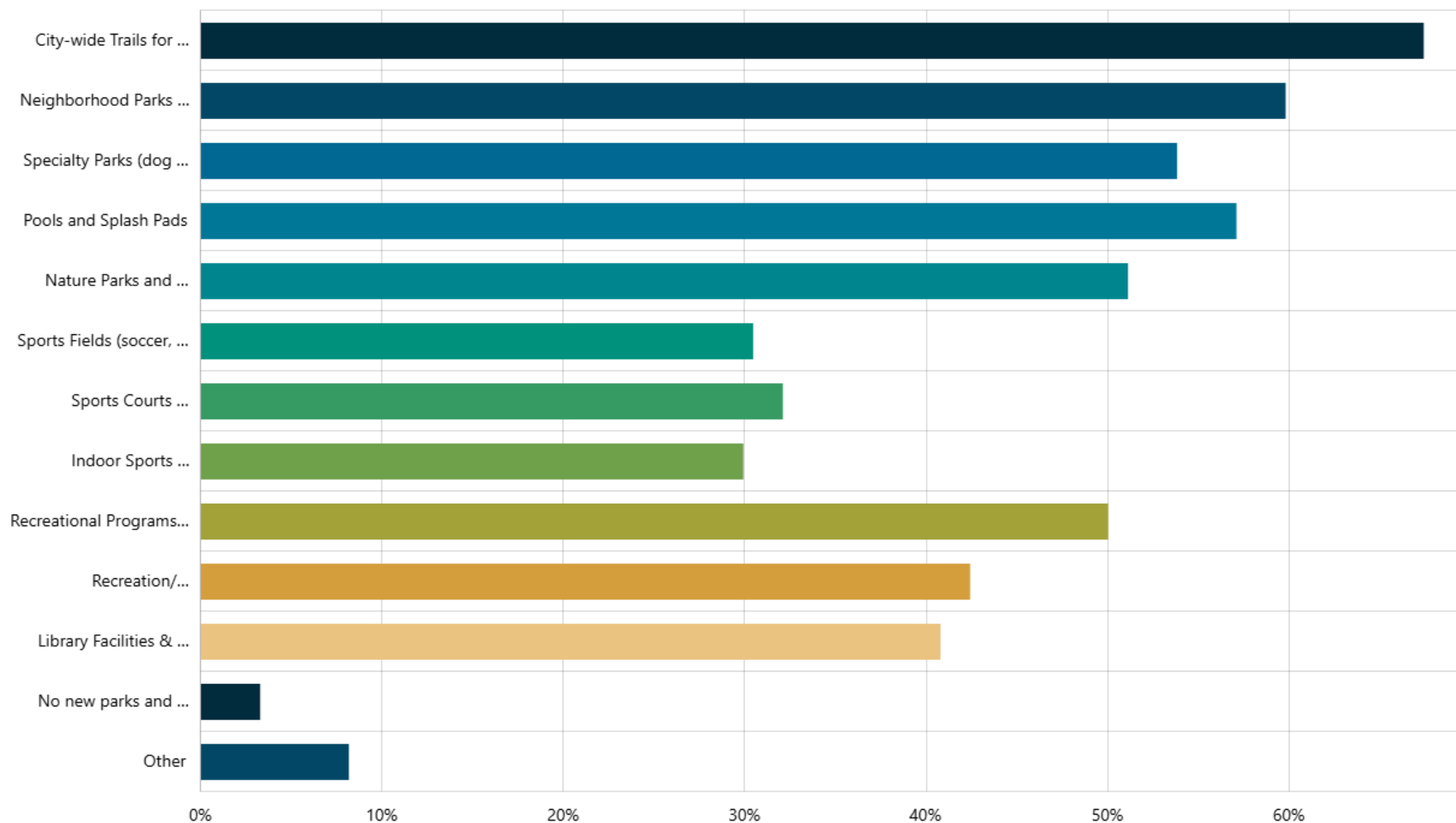
For most respondents they prefer mixed-use developments that are small in scale with businesses on the ground floor and offices or lofts up to 3 stories which are on multiple lots (49.5%). This type of mixed-use development is called a small-scale mixed-use activity center. There was also some support for small-scale infill mixed-use developments (34.2%). This mixed-use development type is similar to the small-scale mixed-use activity center but is only contained on one lot.

15. How supportive are you of bringing more recreational/green land-uses (e.g., parks, trails, community gardens) to Converse?



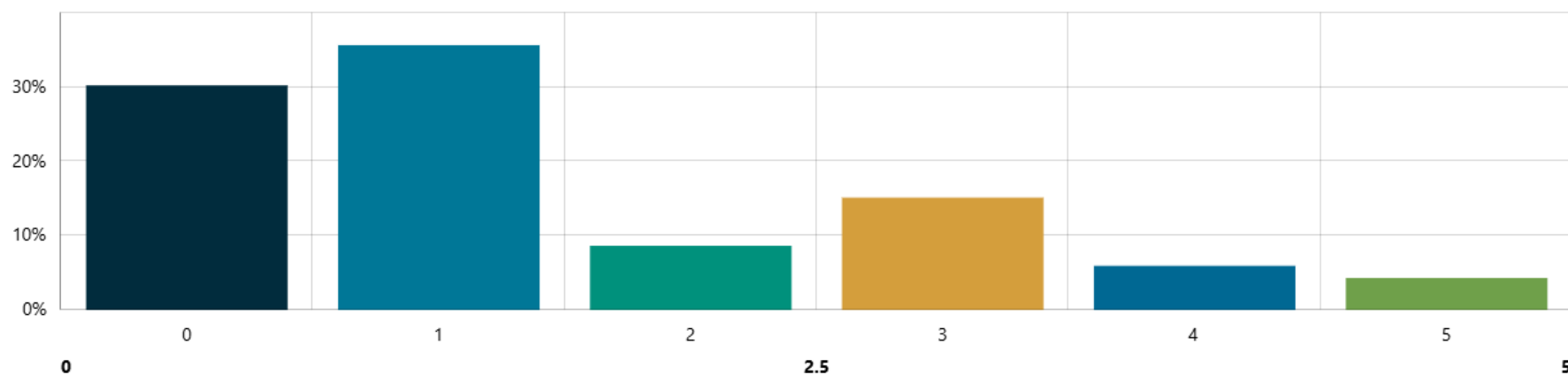
Respondents were asked to rank how supportive they are of bringing more recreational/green land uses into Converse, with 0 meaning no support and 5 meaning very supportive. The results from respondents indicate overwhelming support for more recreational/green land uses within the City.

16. What parks and recreation opportunities would you like to see more of in Converse?



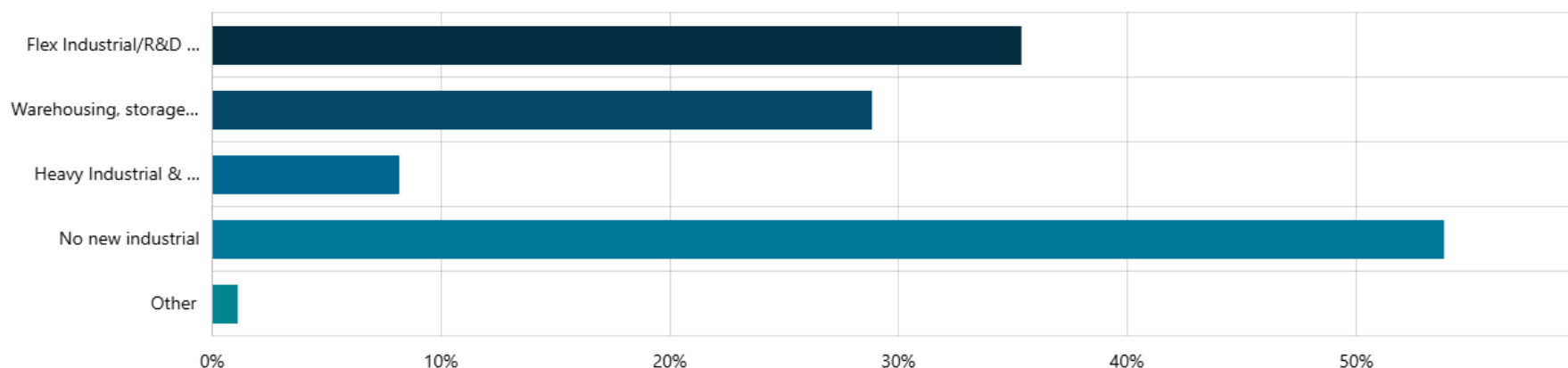
When asked what parks and recreation opportunities respondents would like to see more of in Converse, city-wide trails for walking and biking received the highest level of support from respondents (67.4%). They also showed support for more close-to-home neighborhood parks (59.8%), a greater number of pools or splash pads (57.1%) and the inclusion of specialty parks such as dog parks or skate parks (53.8%) within the City.

17. How supportive are you of bringing more industrial land-uses (e.g., factories, warehousing) to Converse?



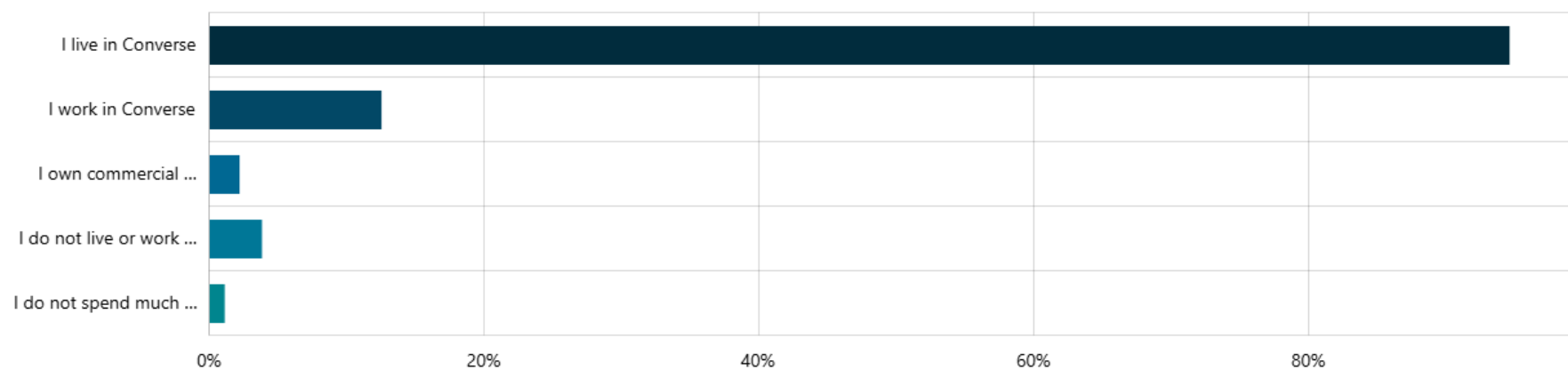
Respondents were asked to rank how supportive they are of bringing more industrial uses into Converse, with 0 meaning no support and 5 meaning very supportive. The results from respondents indicate a lack of support for additional industrial land uses in the City.

18. What types of industrial development would you like to see more of in Converse?



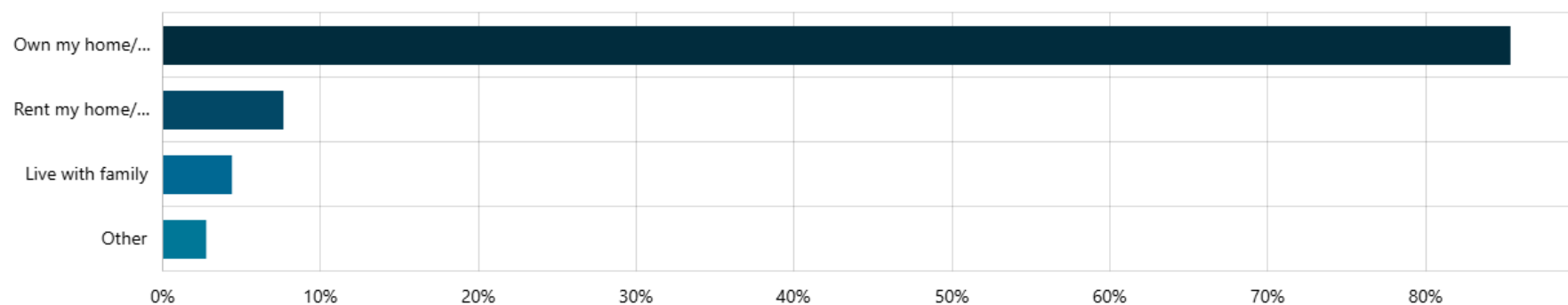
For most respondents they would like to see no new industrial development within the City (53.9%). If industrial development does come to the City respondents support flex industrial/R&D industrial uses which include office along with clean manufacturing and warehousing (35.3%). There is also a slight bit of support for warehousing, storage and logistics industrial uses (28.8%).

19. Which of the below describes you?



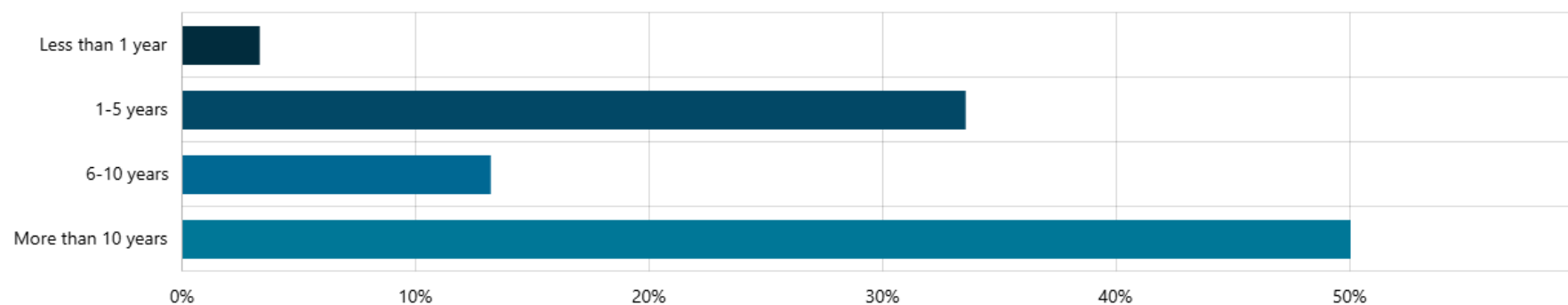
The overwhelming majority of respondents live in Converse (94.6%), with a few respondents working in Converse (12.5%).

20. If you live in Converse, what best describes your living situation?



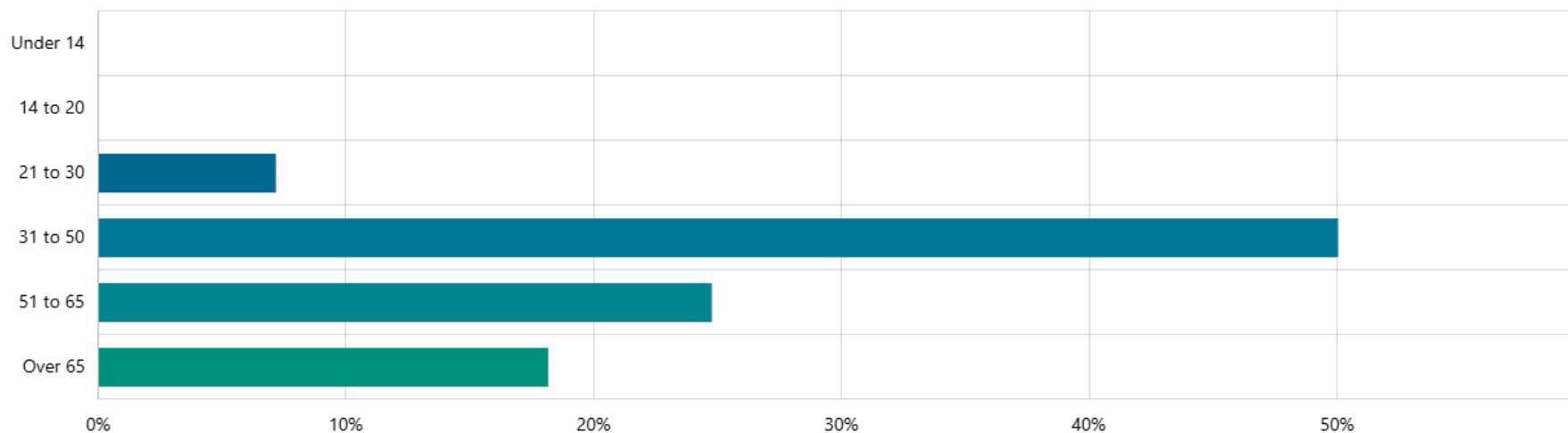
Most respondents own their own home or condo (85.3%). Some respondents rent their home, condo or apartment (7.6%).

21. If you live in Converse, how many years have you lived here?



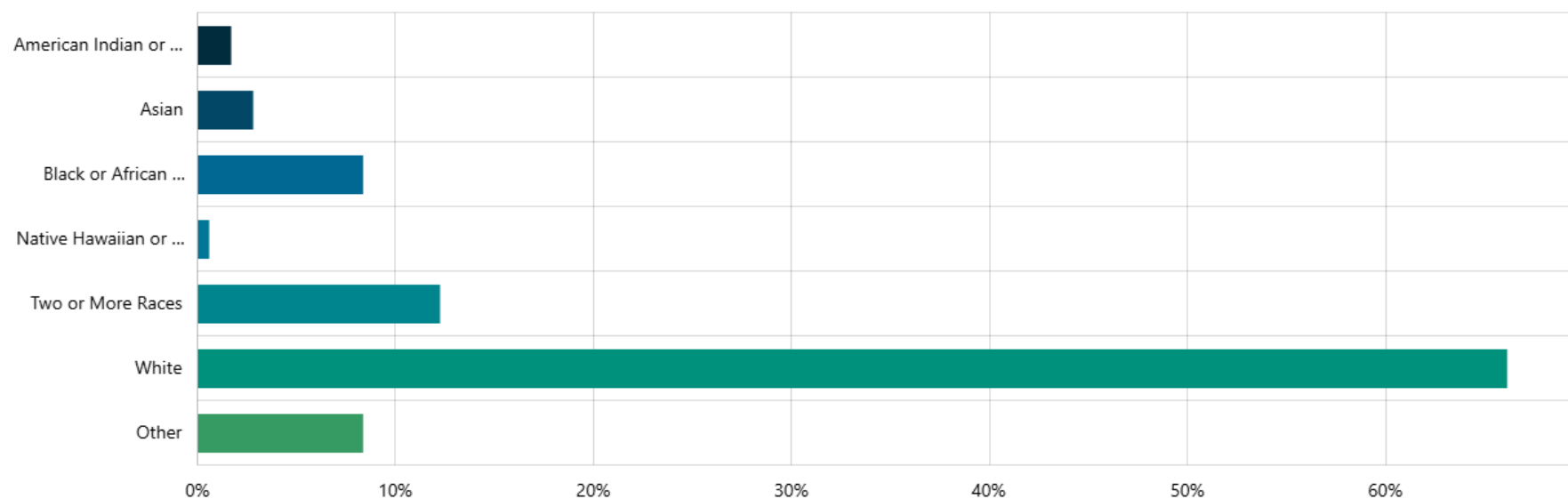
When asked how many years respondents have lived in Converse the majority have lived in the City for more than 10 years (50%). There was also a number of respondents who have lived in the City for less than 5 years (33.5%).

22. What is your age?



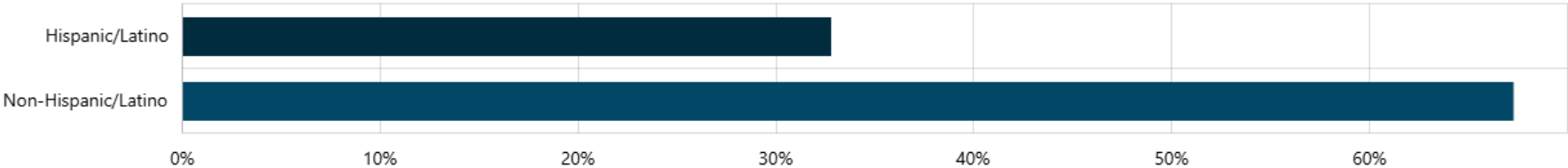
Respondents who participated in the survey are between the ages of 31 to 50 (50%), with the next largest group being those between the ages of 51 to 65 (24.7%). The survey received no respondents under the age of 20 and overall skewed older in participant age.

23. What best describes your race?



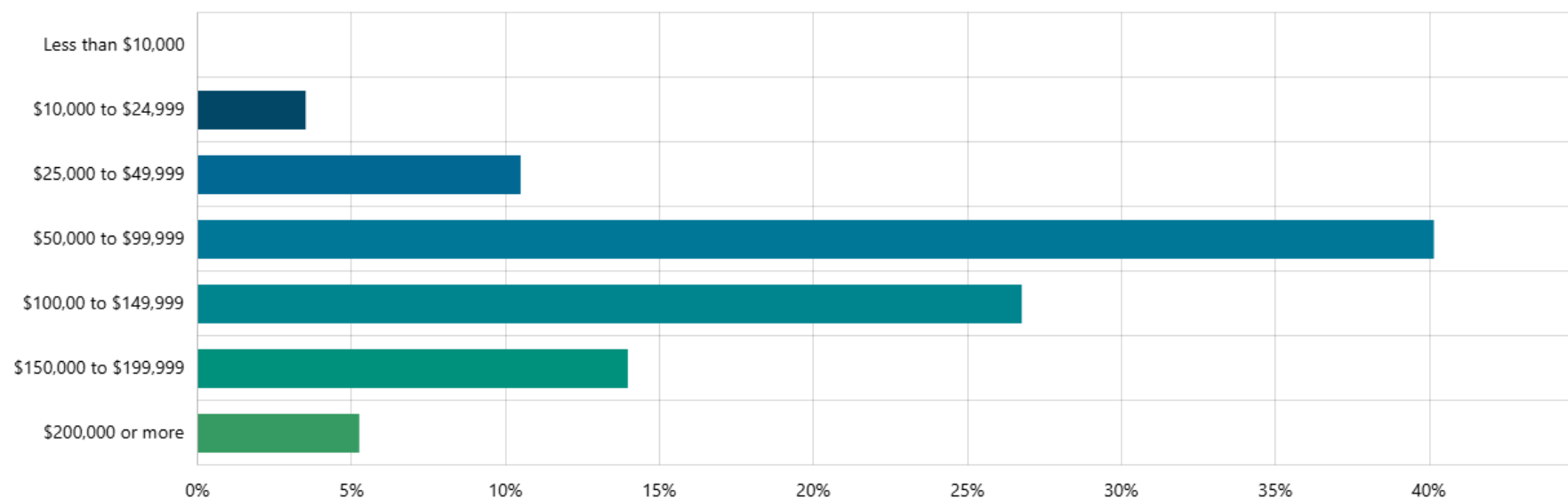
The majority of respondents are White (66.1%), with the next largest group being those who identify as two or more races (12.2%). There is an underrepresentation of participants from other racial groups.

24. What best describes your ethnicity?



When asked what their ethnicity is, most respondents stated they are not Hispanic or Latino (67.2%) with less respondents identifying as Hispanic or Latino (32.8%).

25. What is your household income in the last 12 months?

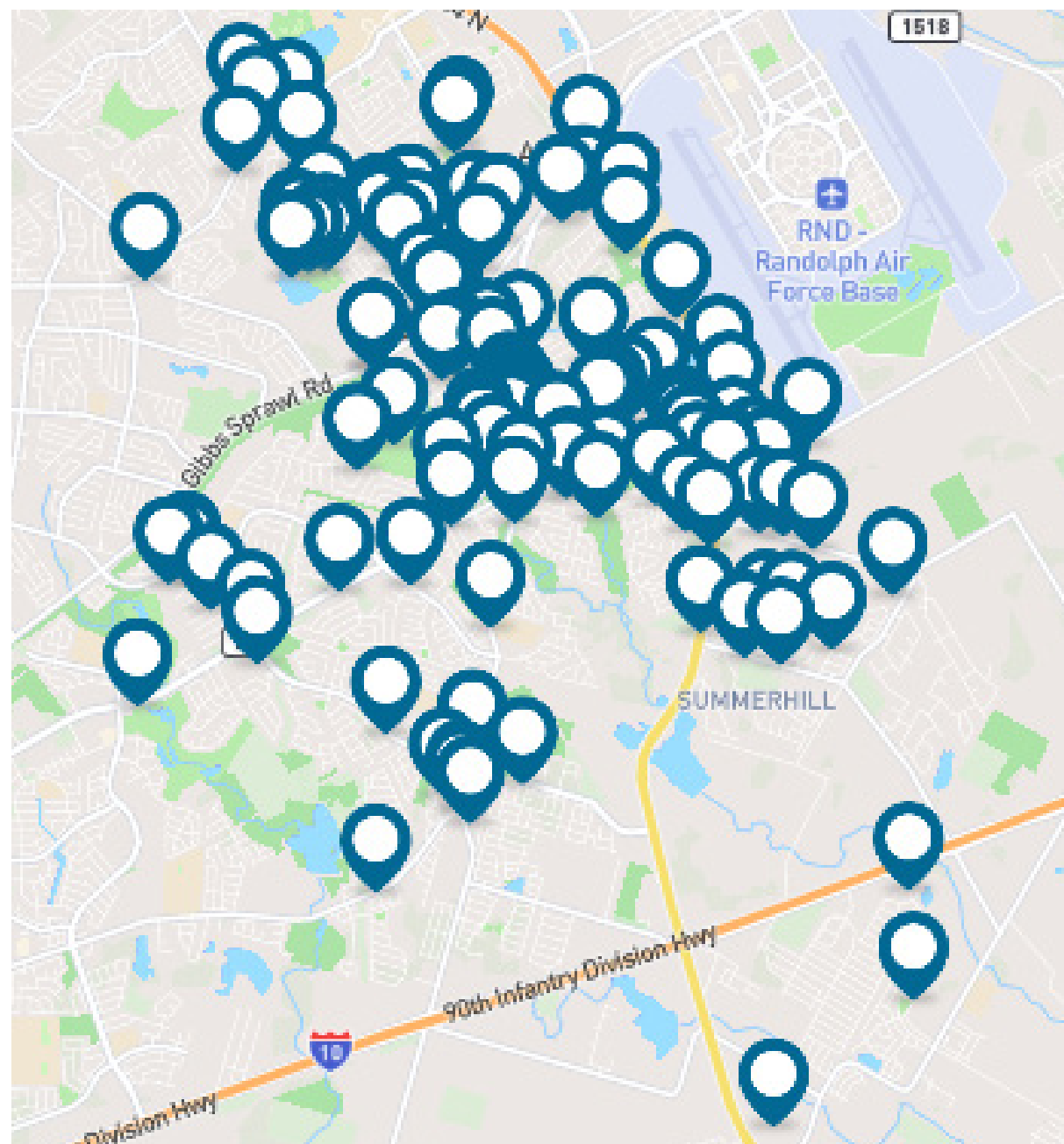


The largest share of respondents make an annual income between \$50,000 to \$99,999 (40.1%) with the next largest group being those who make an annual income between \$100,000 to \$149,999 (26.7%). Respondents overall skew higher in annual income.

Online Mapping Comments

Another virtual engagement offered for this plan was an online mapping exercise where visitors could leave geo-referenced comments on a map of Converse. Participants could read the comments left by others and up or down vote them to show agreement or disagreement. This is useful in helping the planning team understand which comments rise to the top in priority during the creation of recommendations.

All comments from the mapping exercise can be found on the following pages, although they are not geo-referenced, as they were when the planning team reviewed them via the online platform. The online mapping exercise opened with the launch of the project website in September, 2024 and was available for continuous participation throughout the entire project process.



Online Mapping Comments

There's a lot of new construction in this area. We would greatly appreciate some stores, gyms, daycares, etc close by

A via bus stop in this area would help out a lot. Even if it just comes here and then drops off at the Randolph Park and Ride. Will help with transportation.

Residents and guests drive too fast in this residential neighborhood. Speed limit signs, children play signs or even speed humps should be installed.

I think a gate that helps enforce the times that the park is open/closed would be great. I live next to the park and you see and hear people in the park at all hours of the night. It would help with trash and graffiti left in the park. I think a sidewalk from the red playground to the basketball court would be nice. I also think a splash pad or dog park would be perfect here.

We need speed bumps on windburn all the way through and also on meadow branch. Way too many cars speed through here at all hours. I have had way too many close calls of being hit as I am either entering or leaving my driveway. Not to mention the many times I have come close to being run over going to my mailbox because drivers aren't paying attention and don't try and say emergency vehicles can't drive over speed bumps they do it in San Antonio all the time.

Development of food establishments and family friendly facilities in open pockets along 1604 will provide job opportunities for young people in the surrounding communities and potentially increase revenue to the city. This side is sort of a dead pocket of opportunity.

Bike Lane Improvement. Specifically between the lights at 1976, Toepperwein and S. Sequin Rd intersections and access to/fro on cycle. With the new traffic lights, you've taken off/cut off the shoulder significantly to allow safe passage.

I bike this area all the time and didn't even know it was here till I saw it on this map today. That's how little signage. Didn't even realize its a camping spot, too. Perhaps add at minimum a restroom and better parking. It looks like a unique spot. Historical to be preserved.

Please add a paved trail between this area and the Miramar housing area for people to BIKE or WALK connecting the areas. Avoiding the Rocket Lane Schaeffer Rd traffic and enjoy the bit of waterway/shade this area has to offer.

Why is there TWO names for this Road? Either make it Schaeffer Rd or Rocket Lane. And now you've added Lady Rocket Way to the mix. Do you realize how confusing it is to give directions? Pick a name and stick with it. Please.

Add more shade canopies to this park. Thank you.

Please add SHARE THE ROAD bike signs on Copperway and Copper Gate (facing outward to Thornton Lane). Plenty of cyclists in this neighborhood and traverse Thornton Lane and driver awareness is critical. Signs may jog their memory to be careful when approaching the Stop Sign.

Thornton Lane gets a LOT of pedestrians. We are forced to walk in the weeds/grass(?) on uneven surface. Or we walk in the road. The traffic on this one access has dramatically increased. Please add a sidewalk in future planning.

PLEASE add SHARE THE ROAD BIKE SIGN. This is a highly traversed biking road with plenty cyclist. If this is not a Converse decision, please work with TxDOT to install this sign. If only as a reminder to drivers that there is vulnerable humans on the road

Copper Gate gets way too many speeders. The posted 20mph is often ignored. This is a major school children and pedestrian walk way for public to use and exercise. Consider upping traffic control to send the message.

Online Mapping Comments

In future expansion, please consider adding a dedicated BIKE lane from 78 Intersection of S. Seguin Rd all way to Schaeffer to allow access for cyclist traveling Schaeffer/Rocket safely heading towards the Public Library and Water Department. Accessing Post Office via BIKE is also requested via Schaeffer/Rocket.
Please connect the BIKE lane to the North and Converse Parks as was promised several years ago. Wish to ride from one side to the other safely.
The old football field is an ideal location for a splash pad similar to those in Selma and Universal City, especially considering the pavilion is nearby.
Why are barrels still in the left only lane. Whoever designed this intersection needs his head examined. I thought originally that it was going to go over the railroad tracks as an overpass and continue straight and join up with Toepperwein Rd.
We need a light here especially once this road has more lanes.
We should Try to get a CVS or Walgreens to put a store in this area. It would give the neighborhood easy access to quick shopping and would allow people driving 1604 a place to get items quickly without having to go into uc or go down fm 78.
Can you please work with City of Schertz to fix Lower Seguin; this road has damaged too many cars with all the potholes!
Why are all the streets on this side neglected?? Not to mention the lack of up keep of trimming the grass.
Every street in this community needs to be redone!
Need a traffic light at the entrance to the community. Very hard to exit during morning and afternoon rush hour.
A CROSSWALK IS NEEDED WITH FLASHING PERSON SIGN. MANY PEOPLE WALK THE AREA INCLUDING KIDS TO AND FROM SCHOOL
With our subdivision being so far out crime has increased since we bought a few years ago. Be nice to have law enforcement patrol more regularly.
This area has been close for almost a year since the accident with the 18 wheeler. A walkway bridge would be great or even just simply fixing the broken/fallen down crosswalk.
Upkeep for doggy bags would be great. So many people leave dog droppings behind dude to the lack of doggy bag stations. Water fountains would be great too.
Is there any planning in place regarding the now empty family dollar building. The neighborhood really benefited from having an area store for quick stop shopping for home / grocery /clothing children etc. We now in this area do not have that, the convenience is much needed. We are surrounded with a plethora of eating establishments, but nothing retail or multipurpose related.
Worst street in this community; the dips and bumps are not normal!
Having buses come farther down Seguin than the one stop by the high school would encourage more people to rode.
Fix the roads
Add a park and side walks on Graytown road that connects the communities

Online Mapping Comments

This building is falling apart as we speak it was too small to accommodate staff from inception. Everyone on council and executive staff should be ashamed of this eyesore shit hole. Converse is a complete failure thanks to Al Suarez and his idiot team. "Lowest taxes since 1987" yeah well thats why the city looks the same as it did 40 years ago.... Like shit.

Would love for more things for the children to do; maybe a EVO, andrettis , more restaurants, grocery stores, shopping . We love to get everything i need in my own ecosystem (city).

Concern is too many gas stations and car washes in the area. 10 gas stations within a 5 mile radius from where I live. We need more shopping and sit down restaurants.

El patio cafe is a blessing ! Clean & delicious food.

Two issues here: First, I am hoping that Hilltop (main street) will be connected to Toepperwein Rd. at Schuman Rd. area instead of another dog leg. Second, Fire Dept. Training Bldg. yard, 8' privacy fenced or moved to a more unsightly location. THANKS!

Family Restaurant (Cracker Barrel, Papa Dante, ETC.) would be nice coming into Converse.

It would be nice to have a splash pad here!

Need more restaurants and shopping here, especially since there's extremely limited public transportation and it is not close by. Want more than just gas stations.

I've lived here for 26 years and I'm worried about the children that practice running up and down Kunepper rd. Since they build the new subdivision and factories the traffic has increased by 100%. The kids have to run on the uneven grounds to get off the street. The street does not have a separating lane marks. The increase of drivers could be dangers for the school kids and people trying to walk for exercise. In all my years of living here I've never seen so much trash like beer cans, leftover food, glass drinks, girls underwear etc.

Widen this road and extend the turn lane into Santa Clara Neighborhood.

Love this park and use it frequently so good work so far guys but I think we could use some more trees especially drought resistant and native ones to add shade to the paths and a plan to water them till they are established!

Rocket Lane new paving is horrible. Even though it's not done, I bet the issues will be over looked for the fact residents are ready, contractor is over it. But we waited this long let's get it right. City inspector should really go out there and drive it and walk it. Hold the contractor to the terms.

Road drops off considerably. Severe road damage causing damage to vehicles. Thornton Lane needs repaving from Coppergate to Rocket Lane.

"Dogs are a problem- people do not pick up behind their dogs in the park near me
New people moving in should fill out a form that they would do the following: keep the yard neat & clean
keep their kids on their property
Stop blowing trash into the streets
Do not block others driveways"

Online Mapping Comments

Drainage grate and road are on separate levels needs repairs.

Rocketlane new paving is horrible. Even though it's not done, I bet the issues will be over looked for the fact residents are ready, contractor is over it. But we waited this long let's get it right. City inspector should really go out there and drive it and walk it. Hold the contractor to the terms.

Finish the road construction. The new cut through. Waste of tax payer money and time. Let's get this resolved already.

Traffic light patterns is what causing the major back ups. They aren't syncing correctly with each other. Turn left onto 1516 and then the next light a few feet up is immediately red. It's the same messed up traffic pattern in all directions even at Topperwien /1516 light.

Roads right in front of Judson Stadium needs re-stripping. I was run off the road months ago because someone didn't know it was two lanes, not one. And if you try and look at the stripping it's not present. Plus cross walks in the area of Schaefer and Rocketlane lane needs painting for pedestrian, student safety.

Safety issues. Traffic delays. Without stop signs or a traffic light Thornton Lane will be backed up for miles especially during school drop off and pick up times. When temporary stop signs were present the flow moved so much better. The lack of planning for this intersection was a fail.

Marker there's a lack of walkways / bike paths between these neighborhoods. The walkability rating is zero if I'm trying to visit friends in the next neighborhood over. Recommend building bike path or sidewalk between the neighborhoods.

Huge, vehicle damaging, dip in the road with no warning signs. Either place signage or resurface.

This parcel of land I was told could not have houses built but what about a park for the surrounding neighborhoods. Walking paths, playgrounds, etc?

Need better drainage on our roads. Less congestion on roads plus flooding during heavy flash rain storms. Clear out some trees to reduce natural fire hazard

As I drive through surrounding areas such as Live Oak, Universal City and Windcrest there is a stark difference between those places and Converse. Here is what I notice: the streets are well maintained (without potholes) and paved, the lane markers are clear, common areas are mowed, continuity and consistency of signage, etc. In Converse areas are not mowed along the side walks, roads have potholes and are uneven, streets are sometimes dirty, and the area by the railroad tracks has construction markers for years. There seems to be no plan. Well kept areas make a city desirable. And when you drive down Converse's side of Toepperwein Rd and Live Oaks side of the road it is clear that leaders in one city have a clear plan and the other do not. I'm disappointed but I hope to see immediate change. (And 2050 plan does not have to be in place to start making a some difference. It should not take much effort to mow along curbs, sidewalks and common areas.) As far as a larger plan that may take some time ensure that the roads are paved, signage is clean and consistent, plan with a design and intention. And stop spending money on city offices and buildings before you spend money on things that actually benefit citizens.

A stop sign at the intersection once construction is completed would allow traffic to continue to run smoothly as it has during construction

Bumpy, clumpy choppy most unattractive street Margarita hill converse, Texas 78239. Please get this street taking cared of . Also, the traffic to leave loma alta community due to people not following the 30 mp drive .

This part of the road crossing over the creek's bridge keeps sinking and creating divot and gaps on the road/ connection.

Online Mapping Comments
Road needs repaving.
Finish the ditch in concrete. Build concrete fence like in Schertz and Cibolo areas for neighborhood due to increase in noise, accidents, etc.
Add a small playground for property across from fire station or land right by the fire station.
House caught on fire. Already condemned. Should be torn down as it attracts infectious animals.
There needs to be a better plan for the traffic caused by the Idea charter school. It never should've been built without the infrastructure in place. Too much growth in the area and not enough room on the roads. Plus, there are no sidewalks for these kids to walk home safely which forces parents to drive them and contribute to the traffic nightmare in this area.
There should be two left turn lanes here, not two right turn lanes.
We could use more shopping and meal options in this area. Not cheap fast food but healthier or more sit down options.
We don't need a car wash, nail salon, vape shop, or gas station anymore. The city is over run with them. We need nicer restaurants and quality shopping.
It is do difficult to get onto FM78 from this spot. There needs to be some kind of access. Not a light since there is one right after but this spot can be impossible.
There should be a light here not just for the pedestrian cross walk but a traffic light. There have been a lot of close calls and this may help with the congestion that occurs there.
It would be nice to have a variety of commerce here.
Sidewalks in Northampton are broken, jagged, and unusable for strollers and bikes. This forces pedestrians into the road with a 30mph speed limit.
Our public library is the gem of the city. It deserves and would put to excellent use every additional opportunity for programs, support, and budget.
Can there please not be a vape shop anywhere else in this city? There are too many and right across from a school.
When will this connect with 1516? People cut through the Knox subdivision to get to 1516 and the volume of traffic is awful.
Intersection needs repaving. Horribly bumpy.
Need light in entrance to see exit/entrance.
Get rid off or fix traffic lights. They would not change the light to turn.
This entire intersection needs to be improved. It's a major intersection for Converse and looks run-down. Business need to be held accountable for their properties and invest in visual improvements.
Would be nice to add additional retail around Dollar General. Nothing to crazy that would disturb the neighborhood behind it, but having just one standalone building just seems wasteful.

Online Mapping Comments

This intersection should have been a traffic circle. Impossible to turn left at peak hours.

This intersection is terrible at peak hours. Consider traffic circle? I hate the idea of adding another light on this road.

This neighborhood needs better sidewalks. We can't walk at all on the sidewalks because every ones mailboxes are in the middle of the sidewalk.

There are so many business parks going into this area, and while they a lot of small business owners are going in, none of them benefit the community. We need more grocery store options. We feed into one HEB with other surrounding communities and are in desperate need of another option.

"Widen or extend the right turning lane from South Seguin Road onto John E Peterson Blvd. The current width limits the number of cars that can turn right contributing to the congestion around South Seguin and Judson High School.

Since pedestrians cross at that corner and most drivers speed through the right yielding lane into John E. Peterson, it could be helpful to create or expand the right turning lane to allow for a dedicated right lane instead of the yield lane and add a no right on red traffic light that allow pedestrians to safely cross when needed and allow safer flow of traffic onto John E Peterson."

The middle turn lane where Walmart/dollar tree are across from each other is a nightmare. Constantly almost a head on collision. We need cement barriers that prevent one way or the other.

People ride this turning line starting far back at McDonald's all the way to the intersection. We need those cement barriers that block that , and only allow people to get in the lane at the appropriate time.

Would love this park to get an overhaul. Almost all moms I know drive to the Live Oak Park instead of go here locally. Live Oak park is a great example to follow its clean, gated, safe, lots of shade.

It would be nice to have walking and bike trails here.

We need sidewalks here all up and down FM1516. There should always be a sidewalk where a school is located.

We need sidewalks here.

Do something of value with the old house. At a minimum maintain what is there. Preserve City of Converse history. We don't have too many houses of historical significance in Converse.

Would like to see a bike lane a walking way along the highway in the future. Make bike lanes to connect the schools.

Need a pedestrian sidewalk+bike lane. Students go to school and come home on the road from Judson.

A TON of vehicles use Tuttle to skip the FM78 light during rush hour. 18-wheelers also use Tuttle constantly causing damage to the road that never seems to be fixed. This road is a primary entrance/ exit for a few subdivisions and shares a light with RAFB school causing even more issues during rush hour.

Inconvenient access to city resources. Must cross 1604 and with Rocket Lane under construction, it is often quicker to access Universal City or Schertz for parks and libraries.

The road (Red Iron Creek) has such large bumps that both directions of traffic drive on the same side of the street creating a safety concern.

Online Mapping Comments
This road is in POOR condition for the number of vehicles that travel on it daily.
Crosswalk signals need to be repaired. The signal does not turn on when walking across Toepperwein from Walgreens to the Kitty Food Mart.
Commuters use Tuttle road to skip the stop light at FM78 and 1604. They often run the stop sign to make the light, use the oncoming lanes as turning lanes, or outright block the turning lanes trying to force their way into traffic. Commuters also run the red light on 1604 to turn into Tuttle to skip the off ramps and traffic which have caused accidents and when couple with those on Tuttle, cause a backup that residents in Hanover Cove then have to deal with as it's one of two exits from the neighborhood and the dangers that come with dealing with extremely impatient drivers who have no concern for the safety of others let alone basic traffic laws. This doesn't even take into account them speeding down Kneupper and not sharing the road with people leaving the subdivision the back way either.
1604 could benefit from overpasses to help reduce the stoplight traffic. Lower Seguin Rd and Rocket Lane.
This road could benefit from widening with the traffic that comes to 1604 from neighborhoods that continue to expand down Lower Seguin Road. An extension of the right turn lane as it causes a significant back up during peak traffic hours.
Shopping plaza was supposed to be built? The land with just concrete roads here is being used as a short cut for the red light turn. Something needs to be built already as the land with the paved roads make this look worse with the weeds growing.
This neighborhood needs speed bumps/humps, kids at play signs, painted crosswalks or pedestrian signs. School traffic diverts through here and people speed like crazy. There are lots of little kids. It's crazy dangerous!!!
78 all the way to Foster road needs repaved. Crap job done last time, road is chipping causing damage to vehicle paint and leaving craters.
Street needs to be repainted.
I would love to see a nice little restaurant go in at this new strip center. Do NOT need nail salon, Subway, coffee place. Maybe even a nice donut place or bakery.
Topperwein needs to be repaved. Some areas are lacking a sidewalk resulting in people in the street. Surrounding neighborhood streets are falling apart as well.
No sidewalks on this street. Most of this neighborhood doesn't have sidewalks and the ones that do have mailboxes in the middle of them. Not very ADA friendly.
We need more stores around this area. There is so many apartments, town homes, etc. being built around here but only have one grocery store near by
Construction to widen 1516 needs to move along, very little progress seen.
We need a traffic light here. Even if just for high traffic times.
We need our streets cleaned up.
A dog park would be nice in this park.

Online Mapping Comments

Mosquito control through chemical or non chemical means. For example periodic spraying or installation of bug catching machines.

This entire neighborhood, only like half has sidewalks. People speed and kids need a safe spot to walk.

The service here is excellent. The store is always clean and employees very friendly. I love this Subway.

Wasn't there supposed to be a park here? What happened to that? East Park?

Community Survey Form

Converse Comprehensive Plan Community Survey

The purpose of this comprehensive plan survey is to gather input from community members about their vision and priorities for the future development of Converse. Your feedback will help shape policies and initiatives that address key issues such as land use, housing, transportation and recreational amenities.

The survey will be open through October 27, 2024. Please note that the survey will not save progress, so you must complete the survey in one sitting. The survey should take approximately 20 minutes to complete.

City Vision & Priorities

This section asks you to help set the vision and identify future priorities for the City of Converse.

01. What is your primary reason for choosing to live in Converse?

Select all that apply

Select all that apply
☐ Born and raised here
☐ Military assignment/JBSA-Randolph
☐ Employment opportunity
☐ Housing selection or affordability
☐ Lifestyle
☐ Low cost of living (e.g. taxes)
☐ Schools/education
☐ I do not live in Converse
☐ Other

02. In your opinion, what are Converse's greatest strengths? What differentiates it from any other city?

03. What do you think will be the most critical issues facing Converse in the future?

04. What about Converse would you like to see change or improve?

05. In your opinion, how can we support all Converse residents to thrive and prosper in our community?

Select your top 3 priorities

Select 3 answers
☐ Provide local transportation alternatives that do not require vehicle ownership
☐ Provide more job opportunities within the city
☐ Provide higher-wage jobs within the city
☐ Support local businesses and entrepreneurs
☐ Workforce training and technical education programs
☐ Address affordable housing
☐ Better/more convenient access to retail, services, and entertainment options in the city
☐ Enhanced community resources and social programs

☐ Higher education opportunities
☐ Other

06. In the future, Converse should focus on housing that:

Rank your priorities

Select one answer only
☐ Attracts young professionals
☐ Attracts families
☐ Accommodates older residents who want to remain in the community (e.g., downsizing)
☐ Accommodates service industry workers and blue-collar employees
☐ Accommodates executives/high-income workers

07. In the future, residents should be connected to destinations within the City through:

Rank your priorities

Select one answer only
☐ A connected sidewalk or off-street network
☐ On-street bike lanes
☐ Local streets that accommodate bikes, transit, cars and pedestrians
☐ High-capacity roadways for cars
☐ Public transportation that provides an alternative to private vehicles
☐ Innovative transportation strategies (rideshare, van pool, micro mobility)

08. Infrastructure investments the city should focus on:

Rank your priorities

Select one answer only
☐ Providing greater access to natural amenities (e.g., parks, trails)
☐ Providing safer options for walking and bicycling throughout the city

☐ Improving the appearance and quality of key road corridors
☐ Reducing traffic
☐ Improving drainage and flood prevention infrastructure
☐ Hardening infrastructure to withstand extreme weather
☐ Improving communications infrastructure (e.g., internet access)
☐ Updating water and sewer system infrastructure

Future Land Uses

This section asks you to help identify what types of future land use and development the City of Converse needs.

09. How supportive are you of bringing more residential land-uses (e.g., housing, apartments) to Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.



On a scale between 0 and 5, and in increments of 1, provide your rating below.

10. I would support more of the following housing options in Converse:

Select all that apply

Select all that apply
☐ Single-family starter homes at affordable price ranges
☐ Traditional, suburban single-family homes
☐ Higher-end luxury housing options (large lot/estate homes)
☐ Single-family for rent products
☐ "Missing middle" housing options such as small-lot single family homes, townhomes, and duplexes
☐ Multi-family (apartments/condos) at a range of price points
☐ Subsidized affordable housing
☐ No new housing
☐ Other

11. How supportive are you of bringing more commercial land-uses (e.g., shops, restaurants, offices) in Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.



On a scale between 0 and 5, and in increments of 1, provide your rating below.

12. What commercial businesses would you like to see more of in Converse?

Select all that apply

Select all that apply
☐ Educational Services (e.g., tutoring services, language schools, vocational training)
☐ Entertainment (e.g., movie theaters, music venues)
☐ Health and Wellness (e.g., fitness centers, yoga studios)
☐ Healthcare (e.g. clinics, doctors offices, hospitals)
☐ Hospitality (e.g., hotels)
☐ Fast, affordable, casual dining restaurants
☐ Local and small businesses
☐ Regional-level retail, big box
☐ No new commercial
☐ Other

13. How supportive are you of bringing more mixed-use developments (e.g., areas where residential, commercial and recreational uses are combined) to Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.



On a scale between 0 and 5, and in increments of 1, provide your rating below.

--

14. What types of mixed-use development would you like to see in Converse?

Select all that apply

Select all that apply
☐ Small-scale, infill mixed-use (e.g. a single building on a lot with businesses on the ground floor and office or lofts above, up to 3 stories)
☐ Small-scale mixed-use activity center (e.g. multiple lots and buildings with businesses on the ground floor and office or lofts above, up to 3 stories; creating a "downtown" type feel)
☐ Regional-scale mixed-use nodes with multiple buildings incorporating retail, office, and housing into a larger planned development (e.g. lifestyle center)

☐ No mixed-use

☐ Other

--

15. How supportive are you of bringing more recreational/green land-uses (e.g., parks, trails, community gardens) to Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.



On a scale between 0 and 5, and in increments of 1, provide your rating below.

--

16. What parks and recreation opportunities would you like to see more of in Converse?

Select all that apply

Select all that apply
☐ City-wide Trails for Walking and Biking
☐ Neighborhood Parks (local parks with playgrounds, picnic areas, and multipurpose fields)
☐ Specialty Parks (dog parks, skate parks, etc. - please describe under "other")
☐ Pools and Splash Pads
☐ Nature Parks and Preserved Open Space
☐ Sports Fields (soccer, football, etc.)
☐ Sports Courts (basketball, volleyball, pickleball, etc.)
☐ Indoor Sports Facilities (basketball, volleyball, etc.)
☐ Recreational Programs (arts programs, senior programs, sports leagues, etc)
☐ Recreation/Community Center Facilities
☐ Library Facilities & Services
☐ No new parks and recreation
☐ Other

17. How supportive are you of bringing more industrial land-uses (e.g., factories, warehousing) to Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.

17. How supportive are you of bringing more industrial land-uses (e.g., factories, warehousing) to Converse?

A ranking of zero (0) indicates no support for the land use, while a ranking of five (5) indicates a high level of support.



On a scale between 0 and 5, and in increments of 1, provide your rating below.

18. What types of industrial development would you like to see more of in Converse?

Select all that apply

Select all that apply
☐ Flex Industrial/R&D (e.g. includes office along with "clean" manufacturing and warehouse; often used for tech companies)
☐ Warehousing, storage and logistics (good for economic development without the level of nuisances of heavy industrial)
☐ Heavy Industrial & Production (good for economic development with some nuisances such as traffic, noise and dust)
☐ No new industrial
☐ Other

Demographic Questions

The following questions are **optional**. If you prefer not to answer, you can just skip to the end of the survey and submit it.

19. Which of the below describes you?

Please be aware that not everyone with a Converse address is within the City's municipal boundaries. If you receive garbage/recycling services from the City, you live within the municipal boundaries of Converse. If you pay a different service for waste collection, you live outside of the municipal boundaries of Converse.

Select between 0 and 3 answers
☐ I live in Converse
☐ I work in Converse
☐ I own commercial property or business in Converse
☐ I do not live or work in Converse, but visit often
☐ I do not spend much time in Converse, but am interested in it's future

20. If you live in Converse, what best describes your living situation?

Select one answer only
☐ Own my home/condo/apartment
☐ Rent my home/condo/apartment
☐ Live with family
☐ Other

21. If you live in Converse, how many years have you lived here?

Select one answer only
☐ Less than 1 year
☐ 1-5 years
☐ 6-10 years
☐ More than 10 years

22. What is your age?

Select one answer only
☐ Under 14
☐ 14 to 20
☐ 21 to 30
☐ 31 to 50
☐ 51 to 65
☐ Over 65

23. What best describes your race?

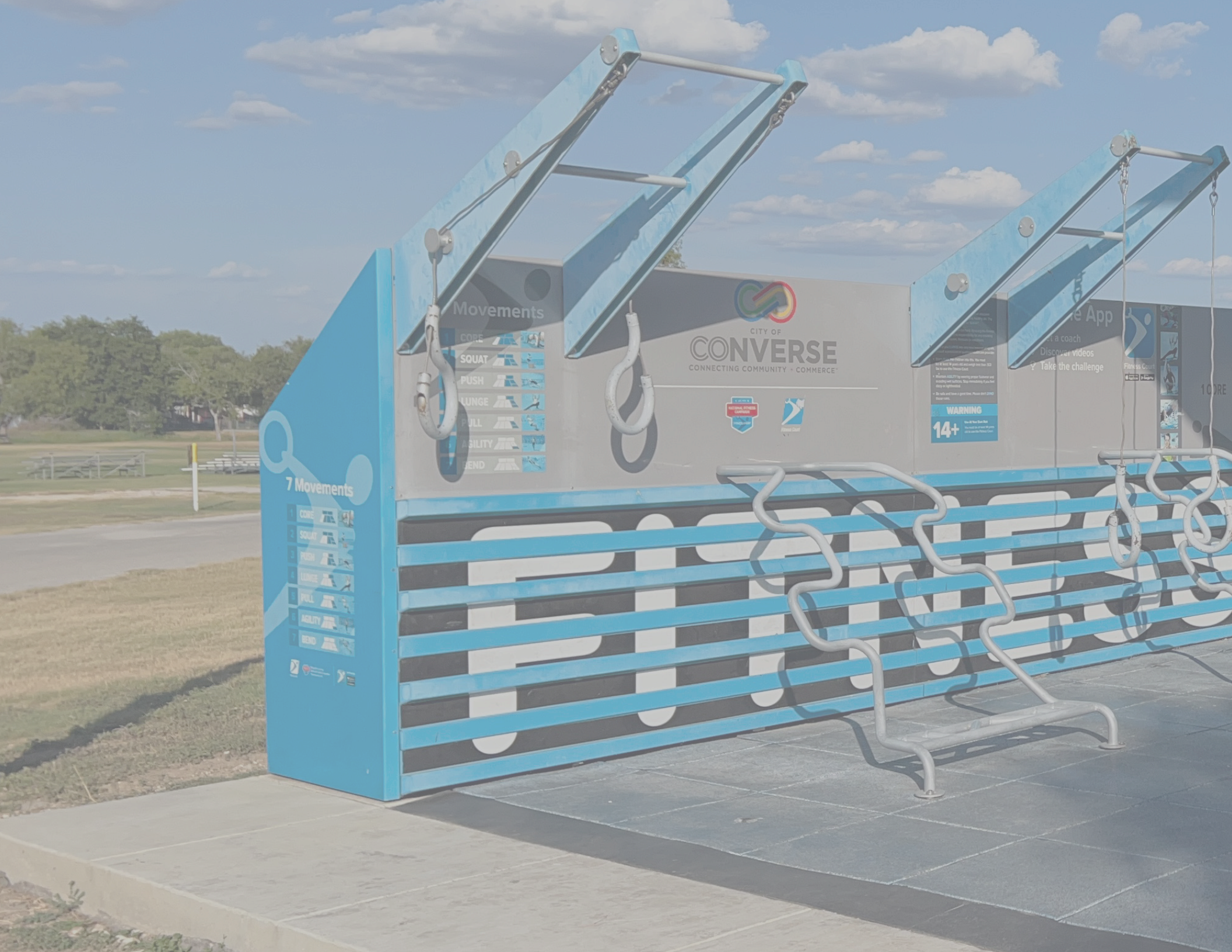
Select one answer only
☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ Two or More Races
☐ White
☐ Other

24. What best describes your ethnicity?

Select one answer only
☐ Hispanic/Latino
☐ Non-Hispanic/Latino

25. What is your household income in the last 12 months?

Select one answer only
☐ Less than \$10,000
☐ \$10,000 to \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,00 to \$149,999
☐ \$150,000 to \$199,999
☐ \$200,000 or more



Movements

- CORE
- SQUAT
- PUSH
- LUNGE
- PULL
- AGILITY
- BEND

CITY OF
CONVERSE
CONNECTING COMMUNITY + COMMERCE



WARNING
14+

7 Movements

- 1 CORE
- 2 SQUAT
- 3 PUSH
- 4 LUNGE
- 5 PULL
- 6 AGILITY
- 7 BEND

Get a coach
Discover videos
Take the challenge



10 CORE



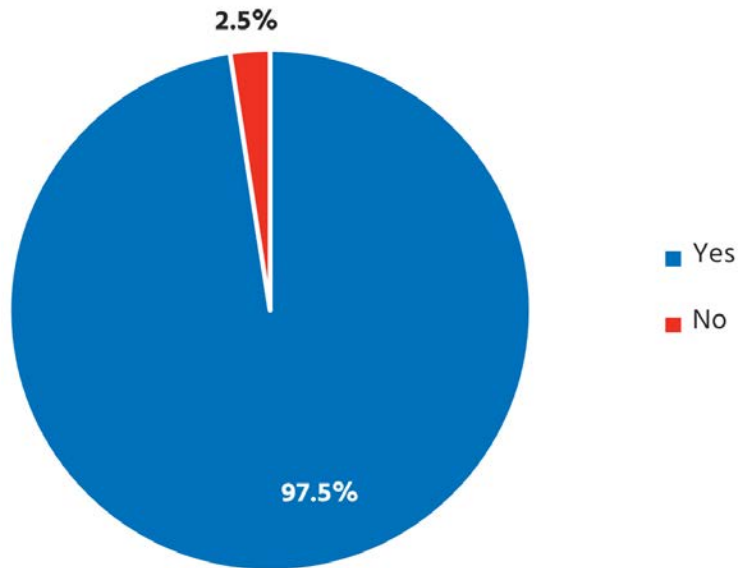
APPENDIX B

PARKS, RECREATION & OPEN SPACE ENGAGEMENT SUMMARY

Converse Economic Development Corporation Parks Survey

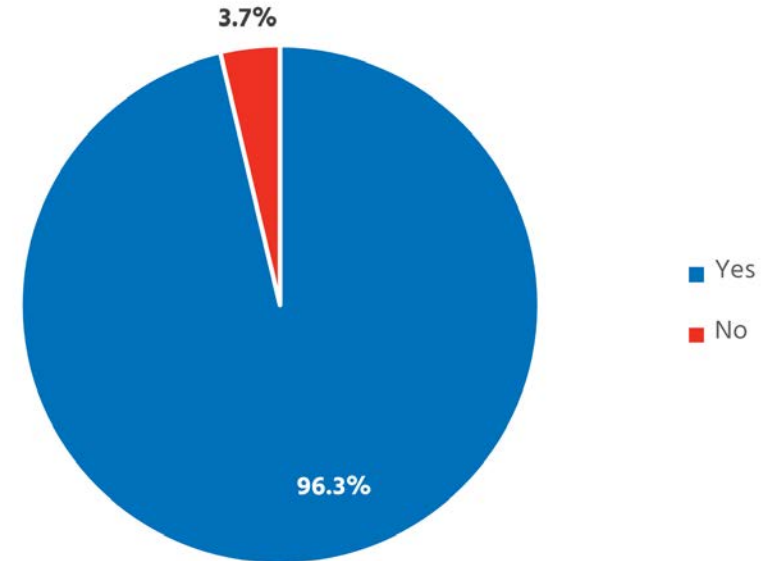
A comprehensive 30-question public survey focusing on parks was conducted during the planning process to gather input from a wide range of Converse residents and stakeholders. The survey, open for approximately one month from April to May 2024, received just over 200 responses.

1. Are you a Converse Resident?



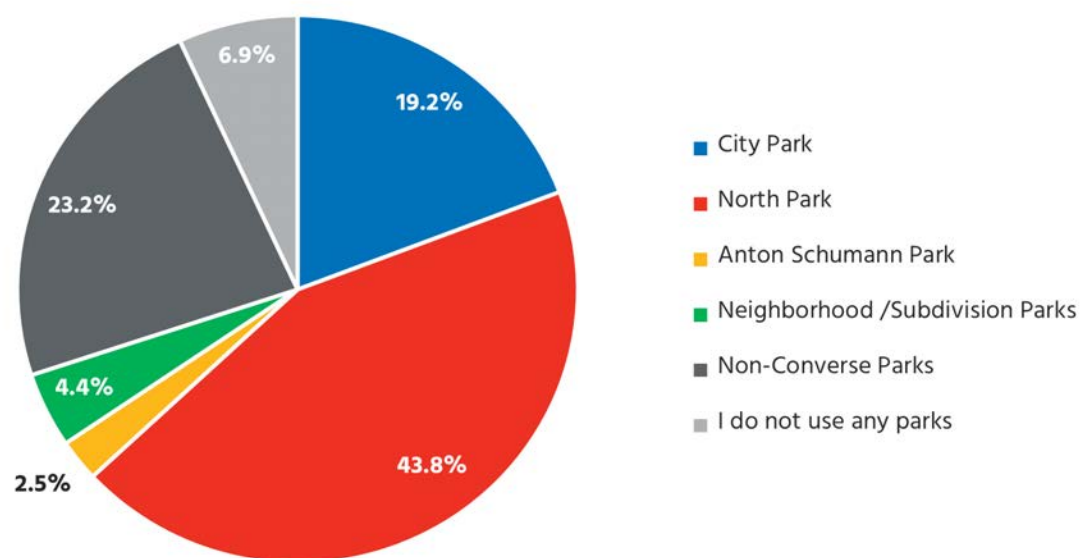
The overwhelming majority of respondents to the EDC parks Survey reside in the City of Converse (97.5%), while only a few respondents are not residents (2.5%).

2. Have you every visited one of our Converse Parks?
(North Park, City Park, Schumann Park)



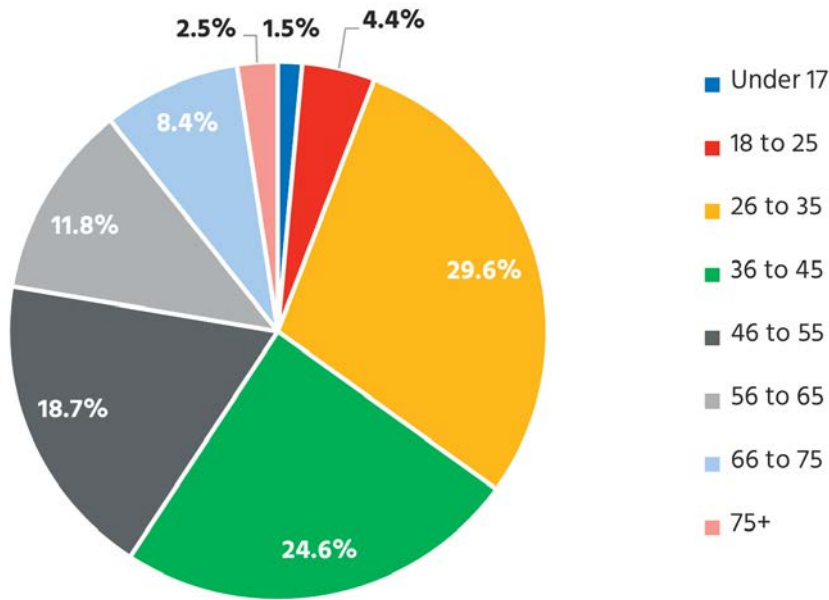
When asked whether they have visited one of the City of Converse's parks, the majority of respondents answered yes (96.3%).

3. Which park facility do you use most often?



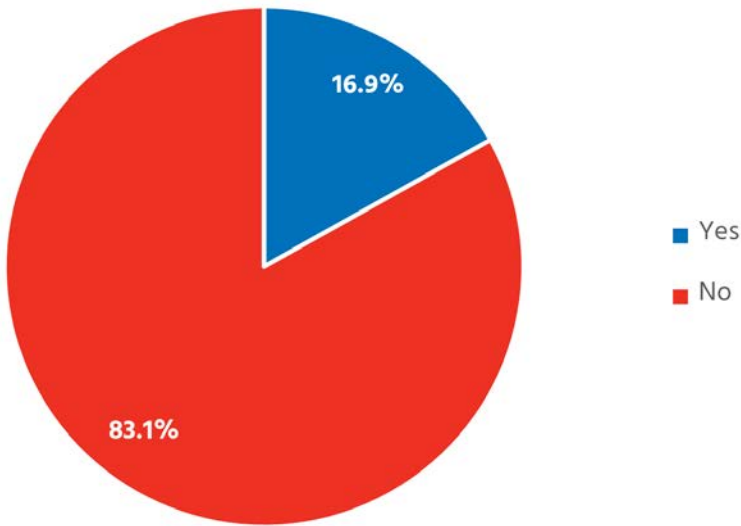
The park in Converse that receives the most use among respondents is North Park (43.8%) followed by City Park (19.2%). A significant percentage of respondents mostly use parks that are not operated by the City of Converse (23.2%).

4. What is your age?



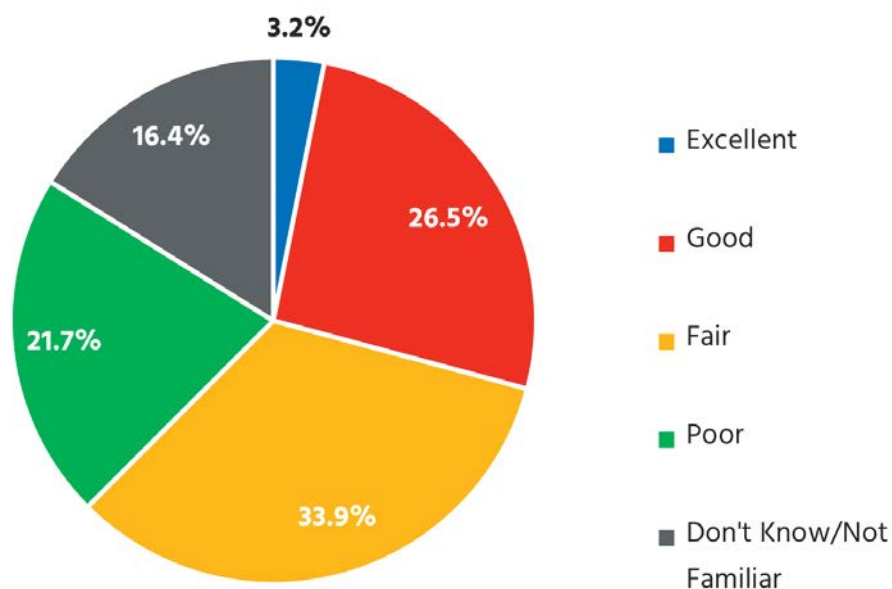
Most respondents to the EDC’s Parks survey are working age adults with the largest age groups being 26 to 35 years old (29.6%), 36 to 45 years old (24.5%), and 40 to 55 years old (18.7%). Notably, a small percentage of the respondents were below the age of 17 (1.5%) or aged 75 and older (2.5%).

5. Would you be interested in helping with fundraisers?



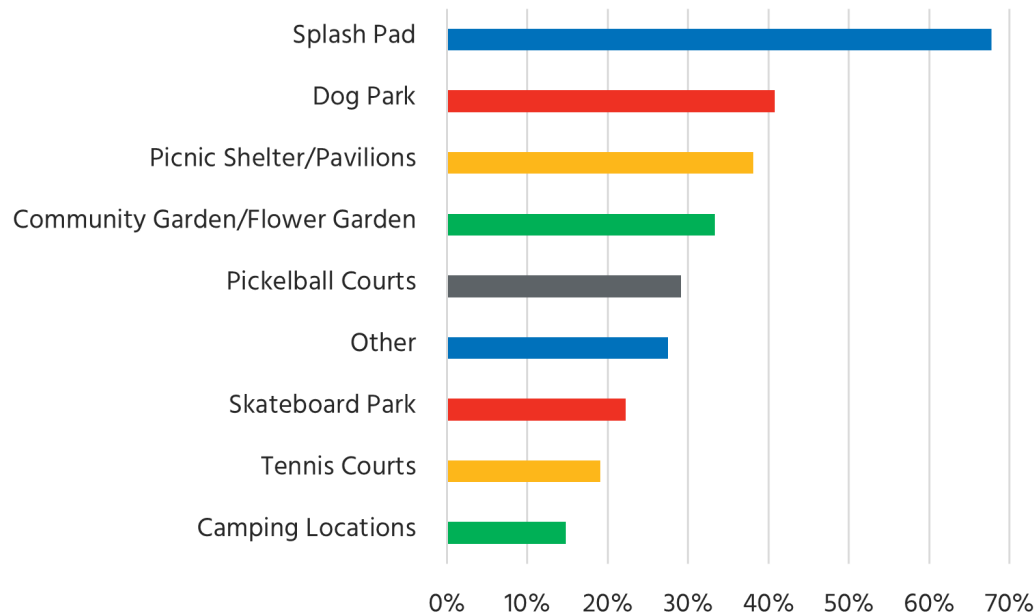
While the large majority of respondents are not interested in helping with fundraisers (83.1%) for the City’s Parks and Recreation, several respondents are (16.9%). 27 people provided their email or a comment related to fundraising.

6. Overall, how would you rate the recreation program opportunities in Converse?



Most respondents gave the recreation program opportunities in Converse a "Fair" (33.9%) rating with slightly more people rating them as "Good" (26.5%) over "Poor" (21.7%). Only a few respondents gave the City of Converse's recreation program opportunities an "Excellent" (3.2%) rating while other respondents are "Not familiar" (16.4%).

7. What athletic or recreational facility would you like to see added? (You can choose more than one)

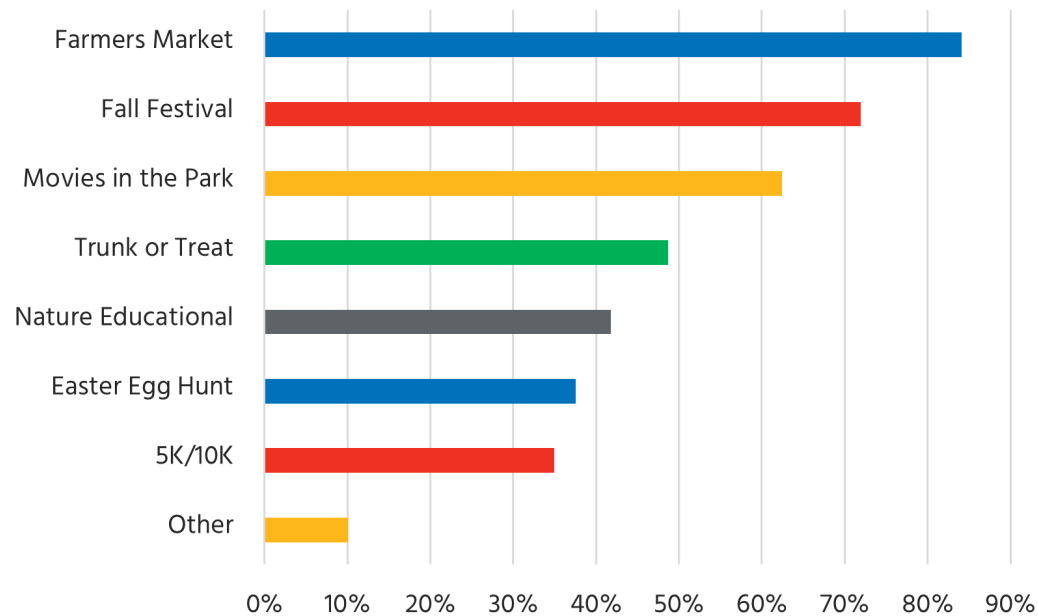


The main athletic or recreational facility that respondents want to see in the City of Converse is a splash pad (67.7%) followed by a dog park (40.7%), and picnic shelters and pavilions (38.1%). Tennis courts (19.1%) and camping locations (14.8%) received the least interest. Other responses included trails for walking and biking, soccer fields, and upgraded playground equipment.

Other (please specify):

- Amphitheater
- Would love to see a brand new pool facility. The pool we currently have is small and run down, closed more than half the year.
- Bike Trails/Greenway Connection
- More hiking trails, another pool
- Well designed and paved walking/biking trails, Covered/shaded areas for exercise classes, places to canoe/kayak
- Toddler area
- An amphitheater for live concerts
- Upgraded playscapes, well maintained playgrounds
- Young families need more outdoor spaces and activities for the kids.
- It be nice for certain departments so show photos with the community, not how there favors are, it's a shame Converse has favors and just mingle With certain people.
- Basketball courts
- Updated park playground areas that include shade and seating
- Well maintained nature trails
- Exercise/Walking trails
- More SAFE walking paths. Safe from people up to no good and safe from stray dogs. I don't even walk my neighborhood anymore cuz of stray dogs. I'd like a place to walk safe from that
- SHADE AT PARKS
- More trees
- Disc Golf Course
- Shade structures
- Soccer field
- Soccer goals
- More hiking trails
- Gaga ball
- An all-inclusive public park for everyone including families that have convicts. There is no where for these families to enjoy but yet they pay taxes. LGBTQ+++ also Everyone!
- Disc Golf Course
- Volleyball sand court
- Walking paths
- Movie theater
- Pool house
- Big playground for my kids
- Basketball court
- Any other kinds of amenities for families. We pay HOA & do not have any kind of amenities.
- Soccer fields
- Parks, pools, and trails. Near Greytown road off 1604 (think Santa Clara new development community). There's only gas stations and a couple fast food spots. Nothing for the community to get together or get outside.
- Trail walks
- Would LOVE a pickleball court at North Park.
- Walking Park behind Copperfield
- Shaded walking trails -bird blind -Nature viewing area -trees
- Recreational Center, basketball court volleyball court board games room ping pong , etc
- Walking/bike trails with mile markers
- More exercise equipment
- More native plants... some trees wouldn't hurt at north park
- More playgrounds
- Bike trails walking trails
- Overhead connection / bridge over Gibbs Sprawl connecting parks
- Bowling!
- Sand Volleyball Court
- Better playgrounds and more amenities overall!
- Pellet/Bb gun range so young kids can learn gun safety

8. What events would you be interested in attending?

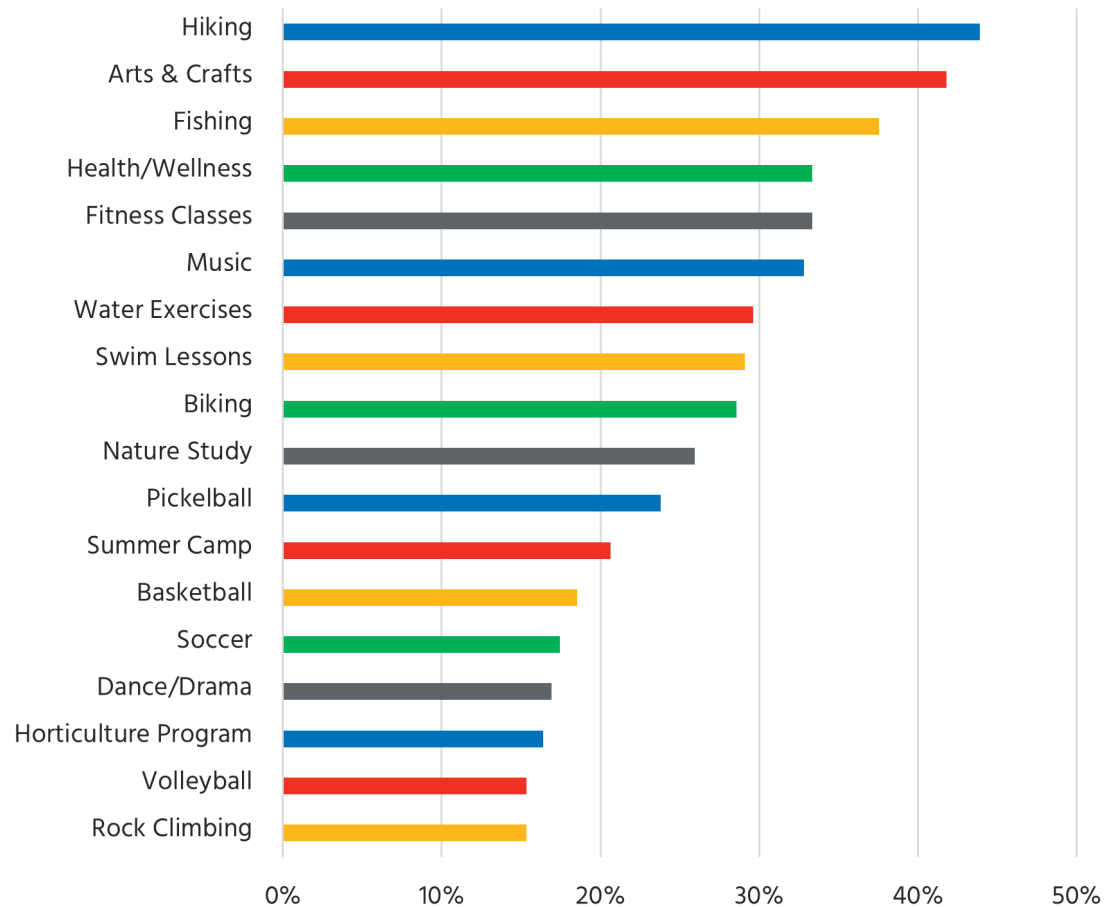


When asked what kind of events they would be interested in attending, the majority of respondents expressed interest in a Farmers Market (84.3%) along with a Fall Festival (72%) and Movies in the Park (62.4%). The most common event suggested among “Other” (10%) responses is live music in the parks.

Other (please specify):

- Live music
- Kids Fishing Tournament
- Free fruit tree giveaway/gardening events
- Bike Events
- Live music, plays, community performances
- Tree lighting
- Concerts in the Park
- I've never attended an event
- Fitness yoga or zumba
- I have 3 boys and they love all events!
- Vendors included in fundraising to the community
- Food truck park. Concessions in the park. Update Converse pool with slides , more shaded areas/ picnic areas
- Music concerts in the park
- It would be really cool if there were events for mental health month & pride month!
- It would be awesome to have mental health month events, as well as pride month events.
- None because the parks are horrible!

9. In which recreation programs or activities would you or members of your household be most interested in participating? (Mark those you would be **most** interested in participating)

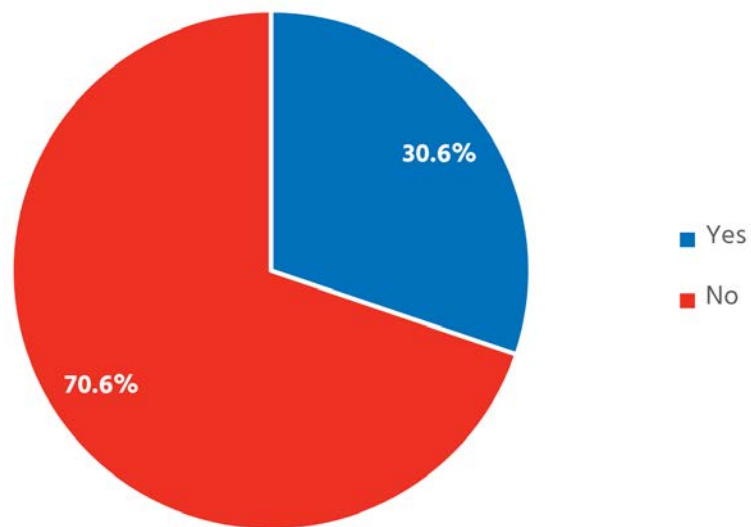


When respondents were asked to select which recreational programs they or members of their household would be want to participate in, hiking (43.9%), arts and crafts (41.8%), and fishing (37.6%) received the most interest.

Other (please specify):

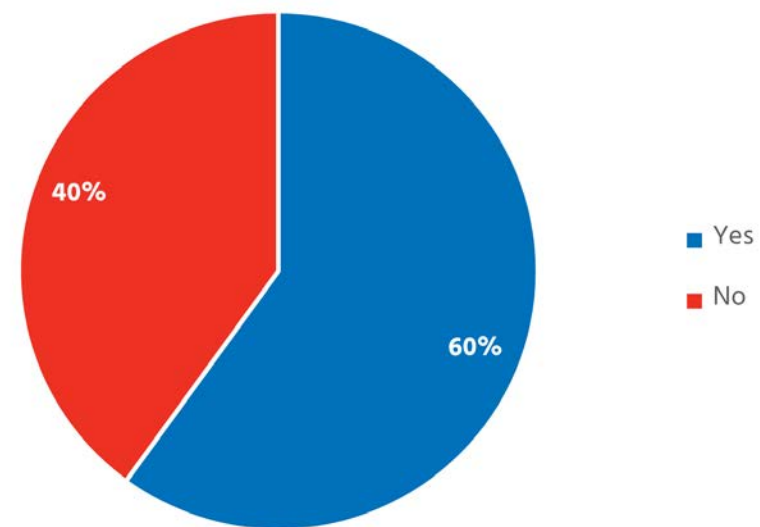
- We have a huge community with Autistic children. We also need sensory friendly parks.
- Professional Wrestling
- Safe walking paths as stated above
- Walking/ Running
- Boating, kayaking
- Walking and just enjoying being together outside in nature. All inclusive!
- Yoga
- Swimming pool with water slides for all ages. a nice splash pad with Pavillion for all ages.
- Something to cool down and get together.
- Telescope tower Astronomy
- Birding
- Vintage cars
- Walking

10. Would you be interested in volunteering to help with Parks & Recreation events?



Although most respondents are not interested in volunteering to help Parks & Recreation events (70.6%), some respondents are (30.6%). 38 people provided their email or a comment related to volunteering.

11. Do you visit City Park?



Over half of respondents visit City Park (60%), while nearly half of respondents have not (40%)

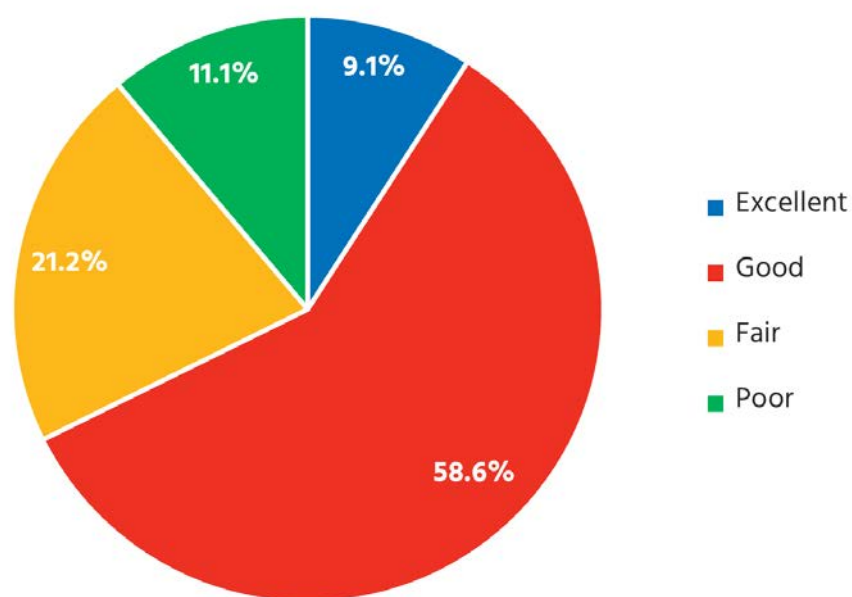
12. If not, what would make you interested in using this park?

Nature
Sensory friendly
Events
Shade
Closer

Other (please specify):

- Special events
- Sensory friendly parks, with splash pads, larger
- Fun activities
- Access
- Well designed and planned paved with concrete walking/biking trails that are shaded
- List of activities available
- Bathroom cleanliness
- It 'seems' too secluded for my safety
- Less secluded
- I don't know where it is
- Tennis courts, pickleball courts, make it more welcoming.
- North park is closer to us
- Never heard of it
- I guess if there were a more convenient route to it. Or if it were just better than North Park.
- Nothing too far to go
- More publicity on what is available and where.
- I did not realize there was a park over there. I usually visit the neighborhood park
- Skateboard Park.
- If it had NO restrictions for prior convicts so my family and other families could be all inclusive.
- City events, family events
- It's too far from my house. We need something closer to the 1604 side of converse
- Closer to home and hopefully up to date playground for my kids
- The closer proximity
- I actually didn't know about this park but after googling it I'm going to visit with my kids.
- Too far away
- More shade/trees. more paved parking.
- Better shade, benches, landscaping
- Birding/nature. A park should be a park, not a sports complex
- More shade
- More natives
- I'm new here. Haven't explored but plan to.
- Pool, activities update
- I used to go there when I was younger but I don't have much reason to now that I'm older.
- I would be interested in going to events!
- I don't go there anymore. I went there when I was younger. I think it just doesn't suit my interests now that I'm a young adult.
- I live around the corner from North Park.
- Better playgrounds! Converse Parks are just horrible. My kids don't even enjoy them.
- I could walk there if I didn't have to cross Gibbs-Sprawl

13. Overall, how would you rate the condition of City Park?



Over two thirds of respondents gave City Park a rating of “Good” (58.6%) or “Excellent” (9.1%). The second most common rating after “Good” was “Fair” (21.2%) followed by “Poor” (11.1%).

14. Why would you give it this rating?

Activities
Pavillion
Clean
Maintenance
Outdated
Run Down

Other (please specify):

- Pavilion needs painting. Bleachers and ball fields are run down. Not enough trees/shade. Feels like two parks because you can't drive from one side to the other. Parking lots are terrible and need resurfacing/ painting of lines.
 - Trash
 - Could be better
 - Overall appearance
 - Great park
 - It is a lovely outdoor space, particularly by the pond.
 - Lack of seating areas
 - Clean, grass mown, pavilions clean
 - Could be better
 - It's showing it's age & could use some improvements
 - I take my Nephew over there and he has a good time.
 - Needs more play sets
 - Needs to b kept up sooner. Cut grass more often.
 - Would like to see recreational activity
 - Clean and inviting atmosphere
 - Clean
 - Not a lot to do if you aren't in to sports
 - It could be better
 - Could have better upkeep. Lack of bbq pits
 - Shade trees are dying, few
 - The open spaces of the parks are really nice. I would like the playgrounds astro turfed.
 - There is room for improvement.
 - It's large
 - Run down
 - Baseball field are not in useable condition, benches need repair.
- Playground is too small. Huge area with potential for more playspace
- Nothing is maintained, the whole park is in poor condition. The bathrooms are terrible, the roads are awful and the pool area is disgraceful.
 - Need less 4 wheel vehicles invading and irritating families who are trying to enjoy their time in the park
 - It has a variety of things for a family to d
 - It need more trees
 - Could use some fresh paint on the pavilion
 - The ground around the park area isn't level not allowing our older family members to walk out to swings etc
 - Needs minor upkeep
 - Fitness court
 - Maintained pretty well. Standing water stinks and no water fountains.
 - It is well maintained.
 - Trash, no working water fountains, leash laws not being enforced
 - Lots of space and kept clean
 - Park and baseball looks good.
 - Lots of open undeveloped nature
 - Overall, I have had a good experience at this park. My family and I enjoy the walking trails.
 - The area
 - The playground is nice, but needs more sidewalks connecting from parking lot for strollers
 - It was pre-COVID so memory is fuzzy
 - Enhancing the roads by the pond area cleaning it up a little more sometimes it's a little scary to walk down there
 - Sidewalks are damaged. Unkept dog bag locations. Water fountains don't work.
 - Some equipment needs repairing. Love how open it is. Parking needs improvement.

- Clean
- Nice but showing wear
- Clean and all basic needs
- Clean and in good working condition
- Our parks look like they could stand an upgrade. They just need to be kept up better.
- Appears run down, could be phenomenal but needs landscaping and clean up. The space and size is fantastic but needs some TLC
- Needs more activities for all the land it has.
- Has pavilions and lots of space. Walking trails in woods.
- Feels worn down and old.
- It's needed to provide awareness
- Clean
- Poorly maintained
- Cleanliness
- Dilapidated pavilion, sparse grass, few play/workout materials
- It's very clean and nice. Need to add more lights
- Better than it used to be, I do see improvements
- Very clean but needs lights for guests that want to come in later or early during winter.
- I would like to see more things happening there for my grandkids to do
- Aside from cleaning trash there's no sign of maintenance at the park. Structures are old. Fields are uneven. Grass is dry. Pavilion could use a paint job
- Good improvements
- Needs more parking.
- Not much shade, little to do
- Well kept. Provides for various activities.
- Could be cleaner
- Jogging trails are uneven
- Variety of activities available
- Fairly clean and not too crowded
- Too woody
- North park the walk etc...track has crack I almost fell down it needs a recap to cover all the cracks thank you
- It's just ok.
- They are boring
- It's clean and signs are good.
- We need better nature trails
- Could use a lot of upgrades
- Everything has room for improvement
- Needs more activities
- Clean and fun for kids
- Haven't been to one here
- I enjoy walking at this park.
- The park by my house is awesome!
- Park equipment like 30 years old
- It's a nice park
- Walking trail needs cracks repaired
- Things can be worked on and fixed
- Playground is great, walking/bicycle trails great, baseball fields great, overall is great
- Nothing interest me there. The lake is trashy, not because the parks people aren't trying

15. If you could improve one thing about City Park, what would it be?

Upkeep
Shade
Playground
Trails
Roads

Other (please specify):

- Make it accessible from one side to the other.
- Clean up
- Drive ways
- Pool
- More things for kids
- Improved trails.
- Addition of more seating, kayak launch
- Add more hiking/bike trails
- Better swings
- The playground equipment
- Better pool
- Roads are extremely bumpy
- Adding recreational activities
- More shaded sitting areas
- Add splash pad
- Dog park
- More kids activities
- Add restrooms and bbq pits.
- More shade
- Astro turf playgrounds instead of wood mulch.
- Better people to make better decisions.
- Benches around the playscape.
- The restrooms
- Baseball fields and parking
- Actual upkeep of the grounds and equipment.
- Need better playground equipment and restroom updates
- I enjoy it when nobody is using the baseball field. I take my dog in so he can run safely with no other dogs around
- Splash pad, better landscaping, more flowers
- The only thing is more trees
- Adult playground
- More shade
- Maintaining the playground equipment
- Add a disc golf course
- Trees
- Water fountains
- More shade
- Trash clean up and continued clean up
- Adding more tree coverage to the front parking lot.
- Add soccer goals
- Trail markers
- I would keep up with the nature scene of the park. At times, the grass is over grown alongside the trail.
- Bigger playground, shade, splashpad
- More sidewalks from parking lot
- I would put more covered tables by the pond
- Improved walk ways
- Fixing equipment
- Improve sponge floor
- Pool and splash pad
- Better fishing
- More playgrounds
- Fix the pool and area around it
- Landscaping
- Make it more like Live Oak Park - put my taxes to work!
- More shade or trees.

- The pavilion - needs attention - the parking and just that area - paint, etc.
- Promoting, advertising include health outdoor classes
- Landscape
- Playground cleanliness
- Shade, please!
- More lighting for safety
- Better and more trees
- Lighting
- More pavilions for shade and activities
- Recreational programs for adults.
- Astronomy tower for Telescopes
- Parking
- More shade
- Indoor rec center for basketball, volleyball, along with a rec center room for indoor games like ping pong and board games
- Shade and cleanness
- More shade
- Events inviting the community
- Make it more scenic
- Too secluded, more lighting
- Put a walking trail
- More trails
- Better involvement in the community getting people out and about
- Put out signs at high lakes of when they were stocked with fish.
- Playgrounds are horrible and outdated
- More trails
- Roads
- Room for improvement
- A splash pad and pickle ball court
- Better sand volleyball court
- Haven't been to one here
- Re-pave the walking path
- Better lighting
- The playground and pavilion
- A fenced in area for dogs
- Dog fountains never work!!
- Spacing
- Adding more benches
- It's a perfect place for an adult supervised children's gun safety. Pellet/BB only

16. If you could add one amenity to City Park, what would it be?

A word cloud visualization of responses to the question 'If you could add one amenity to City Park, what would it be?'. The words are arranged in a cluster, with 'Splash Pad' being the largest and most prominent word in blue. Other words include 'Basketball' in red, 'Water Fountains' in green, 'Disc Golf' in red, and 'Restrooms' in yellow, all in smaller font sizes.

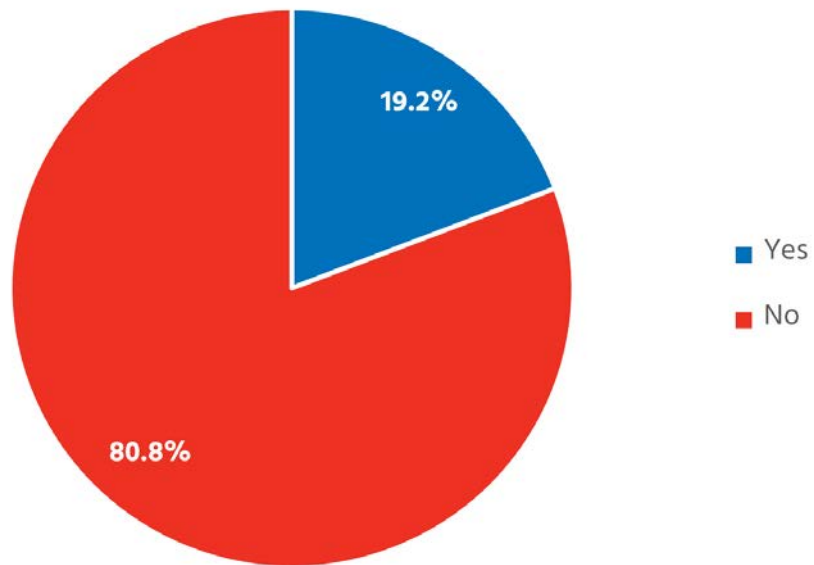
Basketball
Water Fountains
Splash Pad
Disc Golf
Restrooms

Other (please specify):

- Amphitheater
- Splash pad or tennis courts
- Splash pad
- Splash pad and sensory
- Camping.
- Not sure
- Proper pool facility open year round
- Greenway Trail connecting through greenbelt behind CASI
- Trees
- Dog agility
- Dog area
- Well designed and planned paved with concrete walking/biking trails with adequate shade on the trail
- Never been
- Splash pad
- Splash Pad
- Splash pad
- More covered picnic areas
- Make it more spacious
- Less seclusion
- Splash pads
- Basketball
- Splash pad
- A track with tennis and pickleball courts
- Not sure, we've never been there
- More fun gym for kids
- Dog park
- Splash pad
- I don't know
- Water park
- Restrooms by lake
- Extended pool hours (by 1 hour)
- Yes
- Splash pad with nearby restrooms.
- Not sure. Maybe Splash Pad. I would probably go more then.
- Give it to the police department to get them involved also to stop crime at the same time.
- Splash pad.
- Splash pad
- Basketball
- More play ground equipment
- Not sure. I've never been there
- Disc golf
- Rest areas on walking trails.
- Paddle boat options
- Maybe a gated walking area that people can walk in that no stray dogs can get into
- Trees
- Community Garden
- I have never been, so don't know what amenities it does or doesn't have
- Not sure
- More shade
- Disc golf course
- Drinking fountains or bottle refill stations
- Trees
- Batting cages

- Soccer field
- I have no suggestions
- Dog park
- Working water fountains, one away from the playground maybe
- Exercise
- Canoe kayak launch
- Better restroom facilities better facilities for people teenagers
- Skate park area for my child to enjoy
- More benches and trees
- Splash pad
- Shaded picnic tables
- Splash pad
- Playground
- More water fountains
- Splash pad
- Splash pad
- Splash pad
- I'm not sure
- Shade or pavillions
- Basketball court
- Basketball courts
- Up to date playground
- Basketball court or tennis court
- Splash pad
- More benches around the fishing area or picnic tables
- Splash pad
- Swimming pool
- Splash pad
- More hiking trails
- Water
- Waterside or splash pad for all ages.

17. Do you visit Schumann Park?



A large majority of respondents (80.8%) have never been to Schumann Park although some have (19.2%).

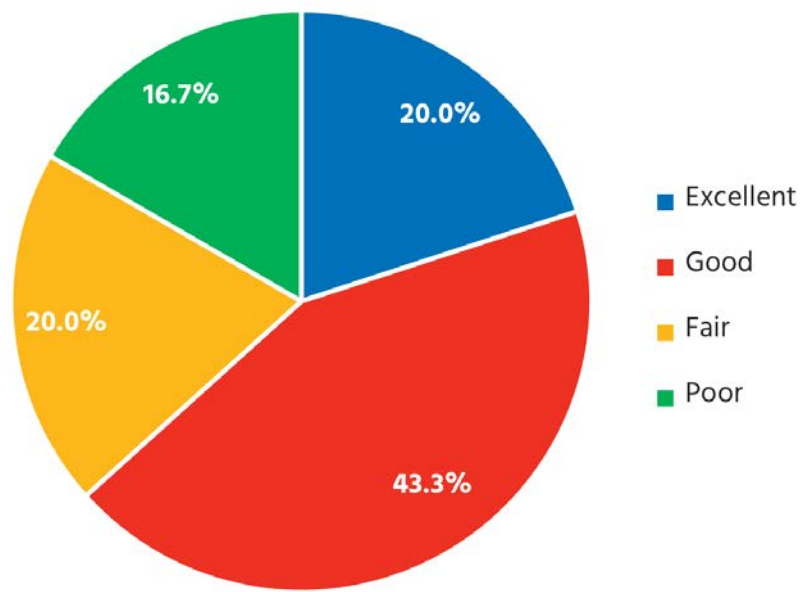
18. If not, what would make you interested in using this park?

Amenities
Trails
Awareness
Make Bigger
Events

Other (please specify):

- Honestly, I haven't been to this park yet, so I can't really make a comment.
- Same response as previous
- I've never heard of it.
- Not sure
- Kayaking
- Don't know where this one is
- Dog park
- Not sure
- Less seclusion
- Never heard of it actually
- Benches under trees
- Picnic
- Out of the way
- If I heard more about it. Didn't know we had it.
- Unaware it existed
- More events.
- What does it have to offer
- Don't even know where it is!
- I usually go to the neighborhood park
- Make it bigger
- Trails
- This park is very close and near my home but so hidden that at times I forget it's even there.
- Events and festivals
- If I knew where it was
- More information about it-larger?
- I don't know what park that is
- Don't know where it's located
- The amenities
- It looks nice. I'll have to visit. Didn't know of it.
- I really only use the parks at this point due to my work.
- I didn't know about this park either but it looks great for hiking
- More awareness that it exists more advertised
- Not interested
- Playground
- Knowing where it is, and that it exists!
- Long trails to walk in
- I've never heard of this park
- A larger park
- Tennis
- Splash pad
- More awareness that the park exists
- Unknown
- Too far from where I live
- I don't know where it is.
- I'm new here. Haven't explored but plan to.
- From the pictures, all I see is a walking trail.
- Pickleball
- Making it bigger
- I don't really have much information on this park. Not sure where it is.
- I have never heard of this park.
- I don't understand how this is even labeled a park.
- Never heard of this park
- No reason

19. Overall, how would you rate the condition of Schumann Park?



The condition of Schuman Park primarily mostly received positive ratings with the most common choice among respondents being "Good" (43.3%), with "Excellent" (20%) and "Fair" (20%) tied for second. The least amount of respondents gave Schuman Park a "Poor" (16.7%) rating.

20. Why would you give it this rating? Please give specific examples.



A word cloud of reasons for rating, with the words arranged in a triangular shape. The words are: Campouts (red, diagonal), Trails (green, horizontal), Clean (blue, horizontal), Natural (green, large, horizontal), Scouts (yellow, diagonal), and Simple (blue, diagonal).

Other (please specify):

- The natural trails are neatly cut. It's the newest one so it doesn't look tired.
- Love the natural setting
- Walking trails are poorly designed, too narrow, not shaded
- Needs more covered area
- Clean
- Good walking trail but short
- It's cute
- It's good for the size and what it's meant for (walking)
- Not very interesting
- I only visited once before it officially opened
- See prior comment
- No reason
- Went once for a boy scout campout. Quite nice but lacking amenities
- Home is closed to public
- Small
- More hiking trails, restroom facilities, old home for events
- Don't find camping in the city often. Good alternative for people wanting to test the waters before investing too much.
- Since this is a nature park, it is kept in very good condition. I think the trail could be extended.
- Clean
- It's so cute and secluded. i love the antique house. we love sitting under the big tree
- Pick it areas are not covered
- It's small and really nothing to do. The trail is so short it's not worth going
- Love the flora diversity
- It's a simple park more nature/ natural related
- Small
- Feels like it needs more like live oak park.
- The water, the huge trail, both kids park. There is enough room for everyone
- It's not a place I would use, however I know how much work went into it. It should be dedicated for Metroplex scouting use

21. If you could improve one thing about Schumann park, what would it be?

Signage
Nothing
Garden
Picnic Area
Trails
Clean

Other (please specify):

- Give me a reason to go there other than natural walking trails.
- Longer trails
- Need water where people can canoe and kayak
- Add more playground equipment
- Add more soft floors for kids playground
- Possibly expansion into adjoining property.
- Lighting?
- Nothing
- More family engagement events with snacks and hydration
- Unknown
- More shade areas
- Nothing, nice quiet park
- Add amenities
- Na
- Open home for activities
- Label trails better
- See above
- Trails and signs need repair
- The addition of good solid picnic tables
- None
- Better walking paths. the garden box by the memorial bench isn't kept up. they could do with more picnic tables.
- Parking
- The community garden is a wreck
- Tear down some of the houses nearby and let nature reclaim the land
- Nothing
- Longer walking area
- Cleanliness
- More gravel on the paved roads
- Na
- For its use, I would add nothing

22. If you could add one amenity to Schumann Park, what would it be?

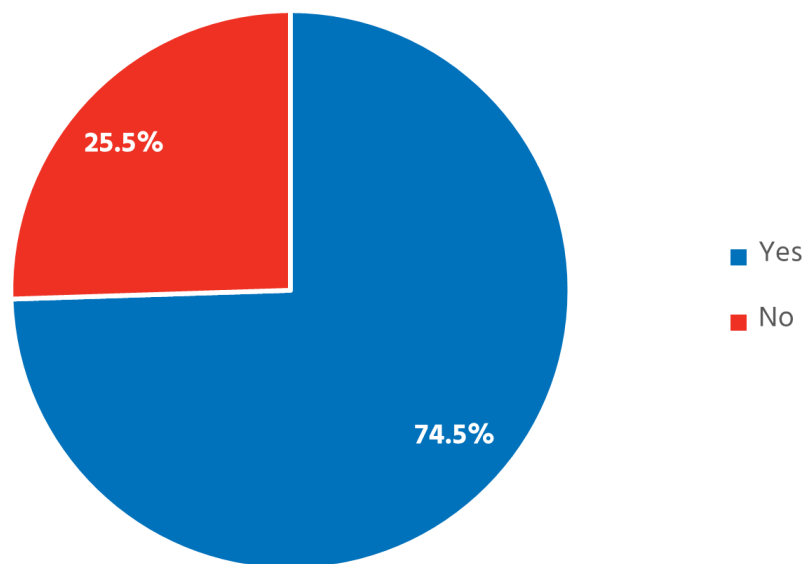
Benches
Trails
Garden
Dog Park
Restrooms

Other (please specify):

- Community garden
- Not sure
- Better access and promotion.
- Garden
- Splash pad
- Same response as previous
- Not sure
- Kayak launch
- Dog area
- None
- See above
- Never been
- Nothing
- Benches
- Add more trees plants
- Less seclusion
- Make it well known?
- Baseball
- Not sure, we've never been there
- Add more covered tables
- Dog park
- Not sure
- I don't know
- Kids activities
- More tables with bbq grills
- Yes
- Splash Pad
- Unknown because I have not been here.
- Water fountain
- None
- Nothing
- Not sure never been there
- Better bathrooms
- Location?
- Need park benches and better interactive accessories for the families.
- Unsure
- Have not been
- Not familiar with this park
- More shade area
- Public restrooms
- Benches
- Open home and garage for public
- Dog park
- Soccer field
- Never been
- Walking trails
- Don't know
- I'm not sure
- Haven't visited enough
- See above
- More benches
- Bathroom
- Make it larger
- Playground
- Drinking Water fountains
- Can't say

- Not sure
- Nothing
- Basketball
- Splash pad
- Not sure
- Never been
- None
- Splash pad
- Disc golf
- Not sure. Haven't been yet
- Uncertain, need to go visit. Does it have room for a community garden?
- A playground or a nature playground like Phil Hardberger park
- I don't know the park I could not tell
- None
- Nothing
- Basketball courts
- Splash pad

23. Do you visit North Park?



Most respondents have visited North Park (74.5%), although approximately a quarter have not (25.5%)

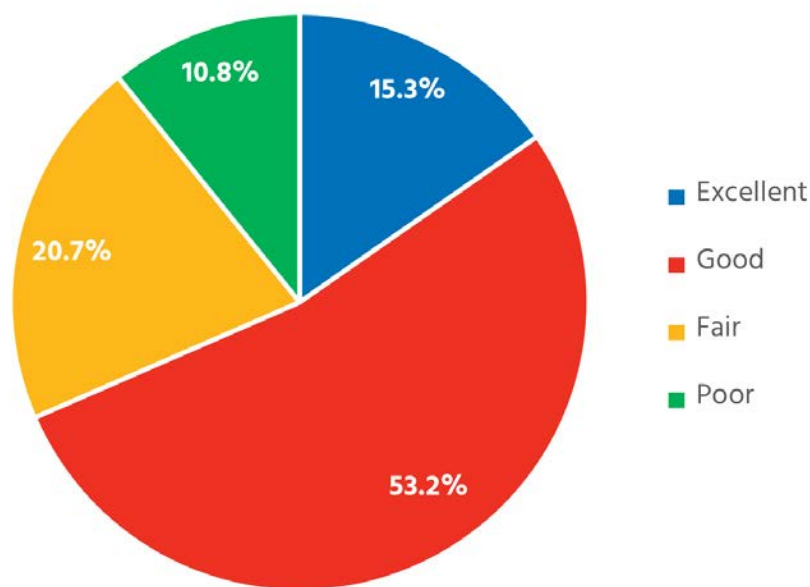
24. If not, what would make you interested in using this park?

Shade
Closer
Information
Playground
Parking
Amenities

Other (please specify):

- Not sure
- None
- I use it the most as it's down the street from my home.
- Events
- Pickleball
- More amenities
- Water feature
- I use this park
- Fix the running path
- More shade
- Less seclusion
- More parking.
- Splash pad
- More security
- Nothing
- Close to me
- Astro turf
- Musical playscape.
- Improve the park
- Information on what is available
- Have a good space to run
- Visit this for walking trails
- I've been visiting almost every single day for years
- Dog park
- Knowing what I can do there
- Soccer goals
- More places to fish and more benches but it needs to be all-inclusive for everyone.
- Events or festivals
- Better playground
- Shaded areas
- The walkway
- Nothing
- Too far away
- Closer to our house
- Have not been
- Better playgrounds.
- Splash the pad
- More trees
- I've been
- I go every day
- Options
- Shaded playground
- Already use
- Adding a roof top and lights to basketball courts
- I go to this park often
- Not sure
- Cleanliness and overall grounds care
- This park needs more trees and more shade. The sports focus is disruptive and makes me avoid the park.
- Dog park
- I do visit, School St. park is just closer to me
- More shade
- More fish in pond
- My children love the zip line
- I visit North Park because I like fishing out there.

25. Overall, how would you rate the condition of North Park?



The condition of North Park primarily mostly received positive ratings with the most common choice among respondents being "Good" (53.3%), with "Fair" (20%) coming in as the second most common answer. The least amount of respondents gave North Park a "Poor" (10.8%) rating.

26. Why would you give it this rating? Please give specific examples.

Upkeep
Playground
Clean
Zipline Trail
Closely

Other (please specify):

- The playground equipment is newer but the road, Pavilion, fields, and volleyball courts need lots of love.
- Clean
- Great park, but could be better
- Good overall appearance
- Great park
- Duck poop tends to get out of control
- Clean
- Further than others
- Excellent playground equipment
- Need more fish
- Needs a better marked basketball court with coverage
- Roads needs smoothing out
- Some of the park pieces are broken / missing
- Great place
- Cleanliness
- Clean
- Great walking trail and natural area
- Walking trail and 2 playgrounds
- The zipline
- I love this park.
- The walking trail
- The roads need improvement
- The roads and the trail are in poor shape.
- Needs better improvements
- I've never visited it
- Needs more trees
- Equipment needs some upkeep
- Lots to do, for all ages
- Maintained pretty well.
- Cleaner and better maintained than city park
- Playgrounds look well kept.
- Lots to do and see
- Same as above
- Looks runned down, needs landscape
- Playground is in poor condition. Grounds are not nicely landscaped. Small walking path. Doesn't connect to city park yet.
- Run down walk way. Water stations that dont work. Broken play ground equipment
- Some broken equipment parking can be rough at peak hours
- Clean and open
- I need something closer
- Has enough space and activities
- Clean
- Not close to house
- The playgrounds are horrible and outdated. The lake looks horrible. Grass in the football field is full of weeds and spurs.
- Basketball courts are nice to have but need to be kept up, nice pond and trails, nice big playground.
- Nice park....maybe as grows more amenities
- Clean
- Poorly maintained
- Splash pad
- Plenty of benches, green grass, pond active with wildlife, decent condition workout equipment, decent basketball and volleyball courts, walking track in good condition, deer life, little trash on ground
- It's nice but needs some cleaning and lighting in some areas

- Always room for improvements
- Two playgrounds are far apart, little shade, limited seating
- I like the walking/biking trail
- Shaded and clean
- Running trails are uneven. Snakes
- Walking path, exercise equipment available
- Clean and shady
- Needs improvements
- Needs more trails
- More things to do to much space
- It's always busy and it's fun go fishing there if you catch one.
- The playground is the worst. I have small children and they cannot even play at the main playground because it just sucks.
- Walking
- Roads need improvement
- Plenty of variety
- More amenities
- Clean and fun for kids
- Large space with lots to do
- Not sure where this is
- Lawn overgrown, track needs repairs
- Things can be fixed
- Its nice
- The grass is maintained and trash is removed. I would remove the basketball court and install tennis or pickleball. The majority of the court use is not by converse residents. It's always left trashy

27. If you could improve one thing about North Park, what would it be?

Splash Pad
Shade
Maintenance
Playground
Pavement

Other (please specify):

- The road and parking lots
- Trails
- Driveways
- Pavilion appearance
- A couple more types of courts
- Splash pad
- More activities
- Additional cleaning
- Fixing the zip line for one thing.
- Skatepark
- Trees, more sitting areas
- More bathrooms
- Paved road behind wagon train. Cops decreasing loud bass noise
- People walking pets not on a leash
- Need more fish
- Updated facilities
- Add a pickleball
- Fix roadway
- Maintenance on the park
- Pavilions for family events. Splash pad
- Visit Some Dallas parks and you'll see how parks are done well
- Make it more inviting
- Dog park
- Bathrooms
- Security
- Expand trails into wooded area
- More workout stops on trail
- More restrooms
- AstroTurf
- I remember the spring animals being wonky, maybe even the ground having holes. The slide glide also needs to be greased and see-saw tires are going out.
- More shade
- Pier
- Develop the trail behind the lake
- Roads. Pot holes and gravel by fishing area is not fun after rain
- Splash pad, better play equipment like what live oak has. Also a dog park
- The whole park needs improving
- The pool
- More trees
- More trails and garbage cans for dog poop pick up
- Adding a path that connects the park path with Comanche pass - when it rains the gravel area is full of mud and puddles, and is hard to walk through
- Replace the walking path with the white cement like they have on the side trail/path.
- Maintain the playground and exercise equipment
- Clean up around lake
- Add trees
- Better grounds keeping
- Soccer field
- Continued maintenance and cleaning
- Football/soccer fields
- Formal trails north of the lake and a nature trail
- Same as above
- Playground, landscape

- Connect to city park-we need longer places to run and walk
- Update play structures/swings more shaded seating areas, maintaining current equipment
- Fixed walk way updated restrooms
- Fix the equipment
- More tables
- The parking spot and bathroom
- More playgrounds
- Upgrade the playground
- Parking
- More water activities for children
- Get water fountains working
- Basketball courts could be improved and include some shade.
- The asphalt trails. They're so cracked up and un-leveled that it makes it difficult to walk, my younger kids have tripped over the cracked parts too many times. We don't walk there anymore sadly.
- People stop throwing trash on ground & not cleaning up dog poop
- Maintain zip line swing in larger playground and install new picnics tables and shade trees at this park
- Add a pickleball court
- Adding a roof top to the basketball courts with lights
- The Zipline at the playground is often broken. Shade ove the picnic tables
- Lighting
- Same thing with city park, more shade, more interesting features. It's flat and ugly mostly.
- Please have football teams pick up there water bottles and food wrappers. After practice the trash is very bad. Trash amount on game days is a little less
- I would get rid of the sports focus on this park. I would add native trees

to the giant fields that have nothing, and reduce the amount of mowing that takes place there. I would focus on native plants to reintroduce native birds and animals.

- Repaving the track heard about it for years never completed all the way around
- Additional restrooms.
- Add more amenities
- More shade
- Addition of a pool to use for an additional option because it seems like the main public pool closes frequently for maintenance
- Splash pad
- Trees for shade
- Add a second pool or splash pad
- Wider sidewalks
- Uneven trail asphalt
- More trails
- TREES
- Cleaning and maintenance
- Splash pad
- Putting signs up as to when the lake has been stocked with fish would be helpful.
- Instead of spending my tax money on new cop cars, spend on something that actually prevents crime and makes the park more appealing to families not teens committing crimes.
- Make the "track" more walking-friendly. The surface has SO many cracks and upheavals.
- Quit fixing the 1 mile track and put in a real track. Clearing land and putting down asphalt won't last. It's a waist of taxpayer dollars.
- Roads
- Shade
- More sand in volleyball court

28. If you could add one amenity to North Park, what would it be?

Shade
Splash Pad
Dog Park
Pool
Pickleball

Other (please specify):

- Dog park
- Family activities all ages
- Lighting
- More shade, another pavilion
- Tennis
- Splash pad
- Pickleball
- A little free library
- More water fountains
- Bike/greenway connecting all parks
- Water feature
- Dog area
- Splash pad
- More Shade on the walking/biking trail and better signage.
- Fever Dog area
- Dog park
- Add pickle ball
- Add more picnic tables
- Less seclusion
- Splash pad here for sure
- Pavilions
- It needs more than just one amenity to improve it.
- Splash pad
- Dog park
- Updated playscapes, sun coverage and seating
- Kids amenities
- Better native landscaping.
- Volleyball upgrade of grounds
- Splash pad
- Splash pad
- I would grease the slide glide.
- Fishing pier/dock
- Pier
- Pickleball court
- More basketball courts
- Splash pad
- A trail around the lake
- Rest areas on walking trails
- Go carts
- More garbage cans and benches. Also the path could use a little work at the entrance
- Working water fountains for people and dogs
- More shaded areas
- None, it's built out
- Parking lot by basketball court
- Add trees
- Dog park
- Soccer field
- Soccer fields
- Swimming pool
- A canoe, kayak launch
- Skate park area and better trails
- More freedoms
- Shade structure, picnic tables
- Better playgrounds/nature park like Acorn in Live Oak
- Repave running paths shaded seating

- Shaded areas
- Skate park
- More tables
- I can't say
- Shade and a better bathroom
- Splash pad
- Not sure, never been there
- Splash pad
- Have not been
- Splash pad/ Pool
- Handicap accessible playground
- More trails, and more trees planted possibly pool facilities!
- Water feature for everyone to cool down. More shade.
- Splash pad
- A splash pad
- More trash barrels chained down so they're not stolen
- Lights
- Splash pad
- Splash pad
- Same as above (Pickleball)
- Soccer field/soccer goals
- Splash pad
- Something nice for around the lake.. like a dock

29. What is the single most important issue or need concerning the City of Converse Parks and Facilities?

Accessibility
Ammenities
Programming
Upkeep
Roads
Safety

Other (please specify):

- Everything has an age. It looks like certain things need to be replaced or at least cleaned and painted. I can't remember the last time the city made any significant investments to our parks.
- Programs
- Putting more of a spotlight on our parks. Reminding residents they are there and what each park offers regularly.
- More amenities for the community
- Maintenance. If the area is not well maintained, I will not want to spend time there.
- Funding and staff
- Larger investment. Let's build pavilions to host local bands and farmers markets. Let's create more seating for the elderly families. Let's build a proper pool facility so a real swim team and train and host competitions. Let's start a community garden.
- Upkeep
- There are no dog friendly areas in town. We have to go to Live Oak for a dog park
- Loud bass in park that disturbs everyone. No cop on duty in evening at park. Parent waiting in cars for football practice are the worst.
- Facilities look shabby. The parks are not well landscaped and not well maintained. Need more shade!!!!!! Signage is deplorable. Lighting is very limited.
- It just looks run down needs fresh paint and newer playscapes
- Roads
- They seem too secluded for my safety
- Less seclusion
- Lack of amenities that families can enjoy, along with organized events
- The facilities need an overhaul, parks are always locked during regular hours, there is no where to play tennis nor golf in the city. The city pool is dirty and closed most days when I've tried to visit. I use to volunteer as a teen in Dallas to help programs for the city and Converse offers nothing like this and has no center for such programs for Parks and Rec.
- Cleaning most importantly
- The playgrounds and parking are not attractive or enjoyable. I drive outside of our city to well maintained and new playgrounds, such as Live Oak or Universal City.
- To have a park that is lively, with lots of different things to do, and that fits family, individual needs. There's no close dog park, splash pad, community garden, shade.
- Safety and benches
- Programs to getting more community involvement. Develop programs such a "plant a tree" or such. Develop a park landscaping plan to bring a native sustainable landscape to the parks. Local college Horticulture departments or the local Bexar County master gardeners could help with this.
- Encouraging visitors to respect the land, facilities, and each other
- Security
- AstroTurf
- Making them a continually inviting and known of location for families. North Park is close and the ducks are great, there just isn't much to do there and the amenities and layout of Live Oak park just makes it more enticing, despite being farther.
- MAINTENANCE OF PLAYGROUNDS. The zip line is always broken/stuck.
- Maintaining the equipment, fixes broken items efficiently
- Making them better than our neighboring cities. We have some of the worst parks around.
- Converse is rundown and does not take care of the facilities or the park in general. Take a drive to Live Oak park. Well maintained grounds, equipment is in good shape, trails through trees and around the lake, activities for children and adults, what a park should be. Even the pool is nicer, the sports fields have sitting, the list goes on and on.
- Communication
- Need better parking options
- Some place safe from stray dogs and people up to no good

- I mainly use north park. Some more benches on the walking trail along with fixing some large cracks would be nice. Otherwise it is a good park
- Upkeep is important for safety
- Add a disc golf course. Either a 9-hole pitch and putt or something that accommodates kids.
- Address the cities lack of responsibility with regard to Anton Schumann home. It is boarded up, roof leaks, tree limbs scraping roof. Home is very large, could be meeting place for many types of events.
- Adding a new park. I thought we had land by Astoria Place called East Park. When will this be developed??
- Loose dogs and leash laws not being enforced make walking with or without dogs stressful sometimes.
- More nature paths
- Maintaining the open spaces for nature, not just for sporting events
- It's prejudice against families that have prior convicts. It's time to end the tyranny or lower taxes.
- Just better playgrounds and landscaping. More welcoming for mothers and children
- They are in disrepair and not targeted towards people that want exercise. Look at Live Oak and Universal city for examples.
- Shade for all playground structures, shaded seating areas.
- The biggest issue is not having enough working drinking water stations. Essential to keep people hydrated and at the park during the summer time.
- From the meetings I've seen, there's a lot of talk but no action from the board to get things moving.
- Safety
- There is not much for us near 1604
- We need a facility closer to 1604
- The bathroom and need shade for a hot summer
- Updated amenities
- Clean it up, landscape it and have it monitored daily for safety and clean up.
- Lighting!!!! Lack of lighting. My family and I visit Converse North Park very often, but the lighting is just horrible and lacking so much.
- Adding shade trees is important to try to keep the temperatures down
- Shade & access for everyone. There are no parks in the area near south east / the New developments / past Randolph base / near I10 & 1604. Not everyone has access to the base and not everyone has access to HOA pools or parks.
- We definitely need a community garden and a farmers market.
- I think the parks could be updated and maintained better. I know that North Park recently got the newer playground but the picnic areas around it could be maintained better and the mulch on the playground needs to be refilled. Mostly the trails at North park are the biggest concern.
- More trash barrels needed
- Shaded playground, more trees, splash pad
- Maintain zip line swing in larger playground needs maintenance and new picnics tables and shade trees needed at this park
- Improvement to what's already in place at each park
- Comfort and safety
- Regular up keeping. Having employees specifically for parks.
- Roads are horrible, parking lots are dirt/falling apart gravel asphalt, it's a nightmare when it's been raining and it's bumpy to drive on.
- We need a 4 way stop at corner of Spring town and meadow branch. This is where walkers, bikers, skateboarders and scooters enter the park. Cars drive way too fast in this area. The 2 way stop needs to be made into a 4 way stop. This area is extra dangerous during park parties, ball practice and football games.
- Overall feeling of safety
- The parks seem to be focused on sports, rather than them being parks. The few trails we have are simply that, few. And again I would annoyingly add that there is not enough shade. We live in an area that

can cause heat strokes, and yet we have outdoor spaces that imagine themselves to be in 70 degree weather. What's the point of all the benches and picnic areas when there's no shade, and the structures are made of metal. Metal. People also seem to think that because they're in a public space that they can blast music. I am tired of hearing multiple people blasting music all over the place. I go to parks because I want to move, and observe nature, plants and animals. There is so much potential for these parks for the people of Converse. Converse already offers little to its people, and it has the responsibility and opportunity to provide wonderful outdoor spaces.

- Repaving north park track has never been done completely just partially. The track is great but needs attention.
- Not enough to do that is safe
- Little shade for toddlers
- Updates. Renovations to the existing pool, adding a slide or swing something other than just the diving board. Maybe adding diving boards at different heights. Adding additional options for water fun like a splash pad. Adding more indoor options like a rec center.
- Landscaping
- Lack of water activity options
- Raising awareness for the free programs, either social media, using the Judson marquee, or flyers at local businesses
- Lack of activities for toddlers and very little shade in most parks.
- Separate bike trail; some people ride their bikes too fast as they pass you when you're walking, scary
- They need to be connected with more trails
- Please visit Pollinatives right down the street & support a local business that has good intentions
- Having a Farmers Market or community veggie garden would be great to have since we are on water restrictions. It's difficult to keep up a garden at home with stage 4 water restrictions.
- Too new to comment but I would like to see more parks in neighborhoods of Autumn Run and surrounding communities. Walking distance from homes. I walk frequently and haven't seen any parks

within 4-5 miles.

- Playgrounds is what attracts families with small children. If Converse is looking to grow, more amenities like attractive playgrounds are much needed. We don't even go to Converse Parks anymore. We go to Live Oak Park because everything about that park is new including the landscaping. That's just one example of what can be done. It's horrible that Converse is spending money on cop cars to increase the monetary aspect of the community nothing is being done to make the city itself better. Converse has really ignored the curb appeal and the parks aspect because they are worried about what the cop cars look like. South Seguin Rd looks like homeless people run that street even though the Police Station is on the same road. The Committee of Converse needs to look at the city as whole from the outside looking in. Would they want to move to Converse by the current conditions of the city? I'm really saddened to be called a resident of Converse.
- I see maintenance vehicles in North Park often so thank you for that.
- Activities. Keep the park busy.
- More children's programs
- Cleanliness and more amenities and family events
- Pickleball courts
- Feels like we need to update these parks and have more events.
- We need like a community trash pick up.
- They desperately need an update, a refresh. Which is exactly what is happening—yay! I'm so excited for the new additions coming. I also LOVE the image in the magazine with the grassy area, market, and hanging lights. I think that would be popular with young adults and teens.
- Outdated. They need an update, a refresh. Which is exactly what is happening—yay! I also LOVE the image used in the magazine with the grassy area, market, and string lights. I think that would be very popular with young adults. It would be an awesome spot for reading, hanging out, or tanning.
- The parks are dirty and poorly maintained.
- Pool for kids!!

30. Considering the image below and the outline of this future park, what amenities would you like to see here that may be different from our other parks?

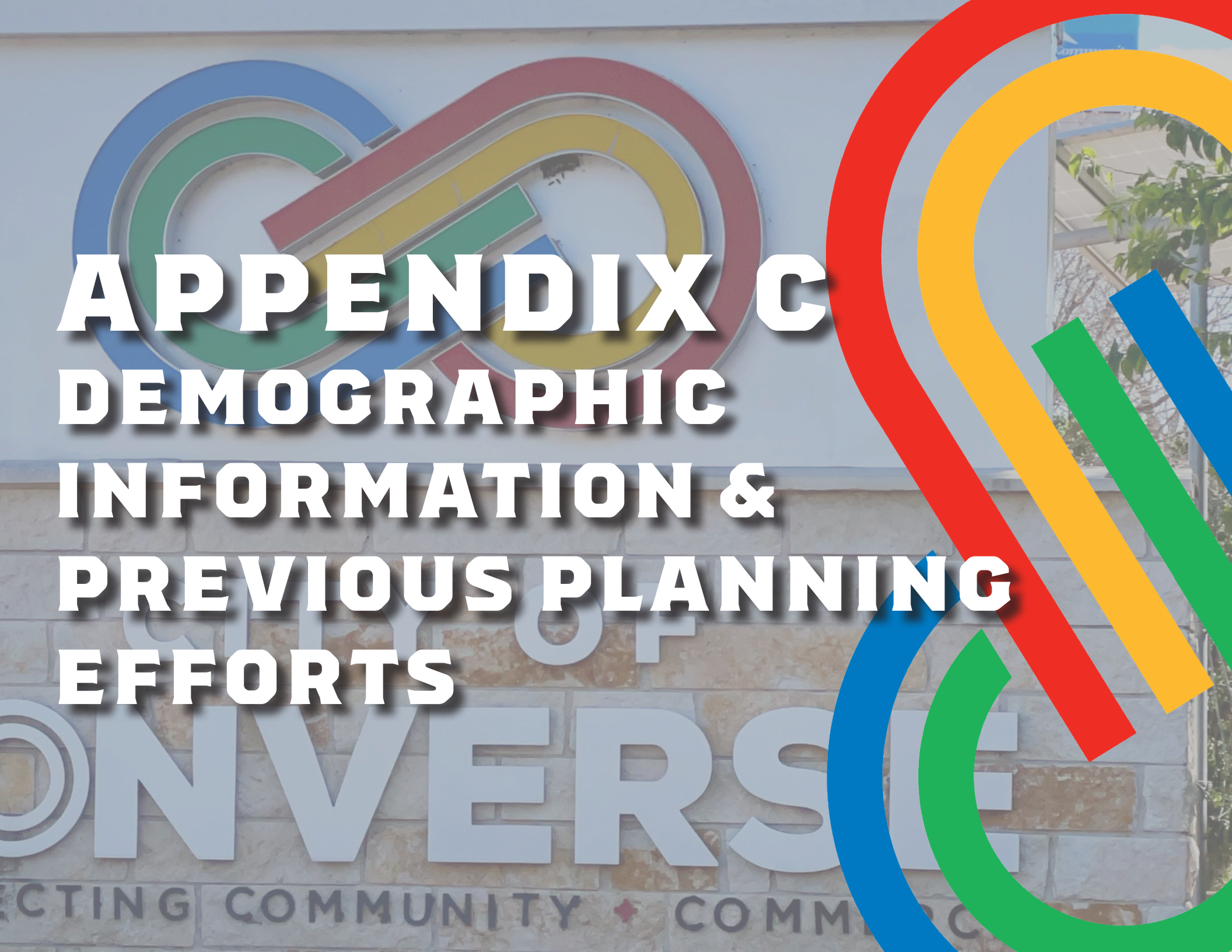


- Disc golf, dog park, and to be connected to the other parks with trails.
- Water
- Skate park
- Disc golf
- Tennis & splash pad. Maybe a path wide enough with one side that is dedicated for walkers and another side that's dedicated for bike riders.
- Skate park and bike trails
- Splash pads, large play area and sensory play
- Disc golf
- Trails, pavilions, movie area, dog park, equipment and pickleball
- Pool facility!!
- As long as you don't cut down any trees or mess with current nature? Anything.
- Bike trail starting at Autumn run and connecting all parks, playground, hiking trails, dog park, extend it all the way to 1604 and 1516
- Local art installations, water features, more hiking, lots of trees
- Splash pad
- Bike trail starting at Autumn run and connecting all parks, playground, hiking trails, dog park, extend it all the way to 1604 and 1516
- No new park needed
- Swimming Pool equipped for people with disabilities with a lift, easy steps to enter pool, no more than 5 ft deep
- Sidewalks to get there
- Splash pad, garden, shaded area
- Dog park
- Dog park
- Walking trail
- Benches, walking trails, security, dog park
- Adding sandbox, summer programs for kids and a splash pad

- Classroom and rental space for events/lids/family classes. Pavilions & BBQ pits
- Maybe a bicycle/scooter trail/paved area to drive that is kid friendly
- Bench's rest areas
- Nature studies or paths
- Splash pad
- Lots of shade, areas to picnic, outdoor seating, pavilion, splash pad, outdoor games.
- WOW, close by...
- Water amenities, picnic area, pavilions
- Disc golf or pickleball
- Splash pad
- Definitely a splash pad. Also things for smaller kids to do. Live Oak park has little gears and stuff, as well as a big kids playground and a little kids playground. My wife also says AstroTurf.
- Train rides.
- Hiking
- Basketball
- Dog park, splash pad
- Looks perfect for disc golf and nature trails
- Pickleball courts
- Golf, sport programs
- Places for families like a playground, safe walking area (area where stray dogs can't get into), splash pad, restrooms, dog poop bags, shaded places areas to sit and read, disc golf, things like that
- Water splash area
- Walking paths and courts for either basketball, tennis, pickleball etc.
- Hiking trails instead of walking trails - more wilderness
- More shaded areas that permit smaller groups
- Nature park with a walkway
- Disc golf course
- Hiking trails
- A dog park and batting cages
- Soccer field. Dog park.
- Dog park
- More tree coverage along the path, water fountains, dog park
- Soccer fields, pickleball or tennis courts
- Unpaved hiking trails, camping areas
- Splash pad, skateboard park. Dog park.
- More family freedoms to enjoy the park together. No more tyranny.
- A" botanical garden " feel with benches to sit and enjoy the scenery. Bathrooms, a small trail outlining the area to walk/skate on
- Walking trails and splash pad
- Running and biking paths
- Running paths, shaded playgrounds and seating
- Disc golf course
- A walk way that lines the perimeter of the park
- Nature trail, creek side camping, and nature expos. I go back there during fire fly season and it's beautiful
- Splash pad, handicap accessible playground, a playground similar to Live Oak's
- ANYTHING!!!!!! Please make this park happen as promised
- Pool, walking trail, picnic shelters
- Hiking trail, pool, dog park, basketball courts, pickleball, and playground
- Wooded walking trails. We need our trees still
- Splash pad, pool, nature trail
- Fishing, basketball, tennis, playground, pool, restrooms, bike trail, volleyball court, soccer field

- Splash pad
- Nature hike trail, bike trail
- I believe I walked back there before and saw a creek so some clearing for fishing would be great especially for handicapped, do not remove shade trees please
- Splash Pad/Pool, walking trail, bike trail, gardens, a huge playground, benches, barbecue pits, lots of huge Oak Trees for kids to climb. I live right in front of this area and would love for a park to be there. Don't forget the lighting to prevent crime.
- Swimming pool, dog area, splash pad
- Splash pad
- Hiking trails, pools
- Splash pad or pool with slide for all ages w/ shade, basketball hoops, trails w/ nature views, keep the trees, bathrooms, larger playground, pond, garden, lights, grilling areas and a pavilion.
- A community garden, or butterfly garden, something educational like an ecological center that hosts community events. A splash pad would be great. A farmers market would be amazing.
- More trash barrels!
- Golf nets
- Splash pad, hiking trail, shaded playground and picnic tables
- Elevated walkway like offered at Jones Maltsberger Park
- Pickleball
- Basketball court soccer/football field baseball/kickball field
- Nature programs
- Long walking trails with pretty flowers
- Kid activities
- A bike path and picnic tables with shade. It'll be nice to have a new field for softball and tennis courts.
- Too many parks, not necessary
- Big long walking trails with fun nature signs. Think of crescent bend park in Cibolo.





APPENDIX C

DEMOGRAPHIC INFORMATION & PREVIOUS PLANNING EFFORTS

Demographic Information

Community Profile

Converse City, TX 4
Converse City, TX (4816468)
Geography: Place



Population Summary	Converse city...
2010 Total Population	21,512
2020 Total Population	27,712
2020 Group Quarters	197
2025 Total Population	32,083
2025 Group Quarters	206
2030 Total Population	33,020
2025-2030 Annual Rate	0.58%
2025 Total Daytime Population	24,250
Workers	8,234
Residents	16,016

Household Summary	
2010 Total Households	7,210
2010 Average Household Size	2.96
2020 Total Households	9,268
2020 Average Household Size	2.97
2025 Total Households	10,920
2025 Average Household Size	2.92
2030 Total Households	11,463
2030 Average Household Size	2.86
2025-2030 Annual Rate	0.98%
2025 Families	8,187
2025 Average Family Size	3.43
2030 Families	8,538
2030 Average Family Size	3.38
2025-2030 Growth Rate	0.8%

Community Profile | Converse City, TX 4 | Geography: Place

Housing Unit Summary

2010 Total Housing Units	7,654
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	5.8%
2020 Housing Units	9,751
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	29.8%
Vacant Housing Units	5.0%
2025 Housing Units	11,414
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	4.3%
2030 Total Housing Units	11,936
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	4.0%

Median Household Income
Converse city...

2025	\$92,885
2030	\$102,783

Per Capita Income

2025	\$34,949
2030	\$39,222

2025 Households by Income

Household Income Base	10,920
<\$15,000	2.7%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	29.9%
\$150,000 - \$199,999	8.9%
\$200,000+	8.2%
Average Household Income	\$102,578

Community Profile

| Converse City, TX 4 | Geography: Place

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	108
Percent of Income for Mortgage	19.2%
Wealth Index	75

Median Home Value

2025	\$284,240
2030	\$342,726

2025 Home Value**Converse city...**

Total Owner Occupied Housing Units	8,165
<\$50,000	1.6%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	11.0%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	22.2%
\$300,000 - \$399,999	28.7%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.1%
Average Home Value	\$304,836

2025 Population by Sex

Males	15,595
Females	16,488

Median Age

2010	32.2
2020	34.1
2025	34.9
2030	35.6

Community Profile | Converse City, TX 4 | Geography: Place

2025 Population by Age	Converse city...
Total	32,083
0 - 4	6.9%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	14.3%
25 - 34	14.6%
35 - 44	15.1%
45 - 54	12.6%
55 - 64	10.2%
65 - 74	7.9%
75 - 84	3.5%
85 +	0.8%
18 +	74.3%

2025 Pop 25+ by Educational Attainment	
Total	20,641
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	18.2%
GED/Alternative Credential	6.7%
Some College, No Degree	21.6%
Associate Degree	13.3%
Bachelor's Degree	21.8%
Graduate/Professional Degree	11.8%

2025 Population 15+ by Marital Status	
Total	25,243
Never Married	32.9%
Married	50.8%
Widowed	4.2%
Divorced	12.2%

Community Profile

| Converse City, TX 4 | Geography: Place

2020 Population by Race/Ethnicity	Converse city...
Total	27,712
White Alone	39.5%
Black Alone	22.3%
American Indian Alone	1.0%
Asian Alone	2.9%
Pacific Islander Alone	0.6%
Some Other Race Alone	11.9%
Two or More Races	11.9%
Hispanic Origin	42.8%
Diversity Index	86.3

2025 Population by Race/Ethnicity	
Total	32,083
White Alone	37.0%
Black Alone	23.0%
American Indian Alone	1.1%
Asian Alone	3.2%
Pacific Islander Alone	0.6%
Some Other Race Alone	12.8%
Two or More Races	22.4%
Hispanic Origin	45.0%
Diversity Index	87.0

2025 Employed Pop 16+ by Occupation	
Total	16,300
White Collar	63.8%
Management/Business/Financial	17.5%
Professional	24.2%
Sales	11.1%
Administrative Support	11.0%
Services	15.8%

Community Profile

| Converse City, TX 4 | Geography: Place

2025 Employed Pop 16+ by Occupation	Converse city...
Total	16,300
Blue Collar	20.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	3.9%
Production	4.5%
Transportation/Material Moving	9.6%
2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	16,300
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	12.7%
Population 16-24 Unemployment rate	4.6%
Population 25-54 Employed	67.1%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	13%
Population 55-64 Unemployment rate	1.6%
Population 65+ Employed	5%
Population 65+ Unemployment rate	2.9%
2025 Employed Population 16+ by Industry	
Total	15,812
Agriculture/Mining	1.0%
Construction	3.6%
Manufacturing	6.3%
Wholesale Trade	2.7%
Retail Trade	13.5%
Transportation/Utilities	7.5%
Information	2%
Finance/Insurance/Real Estate	9.9%
Services	43.7%
Public Administration	10.1%

Community Profile

| Converse City, TX 4 | Geography: Place

2025 Consumer Spending	Converse city...
Apparel & Services: Total \$	\$24,329,789
Average Spent	\$2,228.00
Spending Potential Index	91
Education: Total \$	\$14,870,325
Average Spent	\$1,361.75
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$38,715,763
Average Spent	\$3,545.40
Spending Potential Index	86
Food at Home: Total \$	\$70,767,288
Average Spent	\$6,480.52
Spending Potential Index	87
Food Away from Home: Total \$	\$41,215,829
Average Spent	\$3,774.34
Spending Potential Index	91
Health Care: Total \$	\$73,959,501
Average Spent	\$6,772.85
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$28,523,565
Average Spent	\$2,612.05
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$10,338,569
Average Spent	\$946.76
Spending Potential Index	90
Shelter: Total \$	\$254,485,099
Average Spent	\$23,304.50
Spending Potential Index	88
Support Payments/Gifts in Kind: Total \$	\$34,793,404
Average Spent	\$3,186.21
Spending Potential Index	96

Community Profile | Converse City, TX 4 | Geography: Place

2025 Consumer Spending	Converse city...
Travel: Total \$	\$33,207,771
Average Spent	\$3,041.00
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$13,395,387
Average Spent	\$1,226.68
Spending Potential Index	91

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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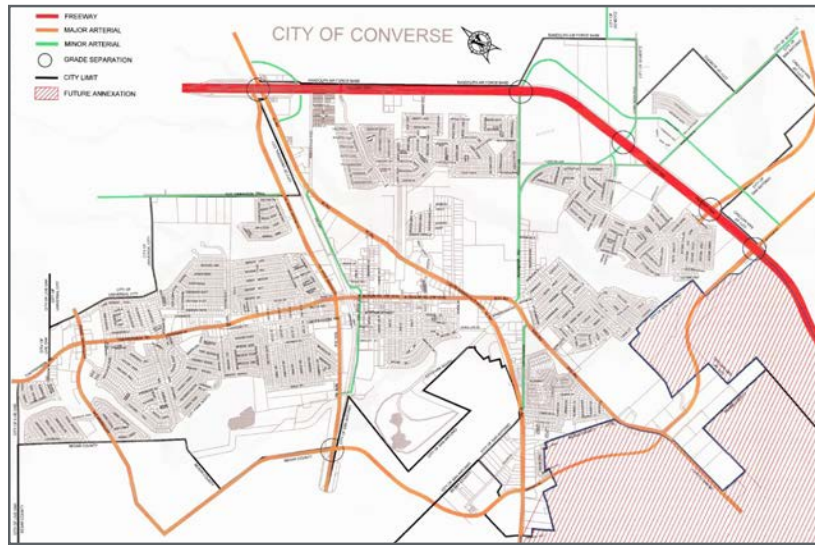
Previous Planning Efforts

Municipal Planning Efforts

Major Thoroughfare Plan (2012)

The City of Converse Major Thoroughfare Plan (MTP) was developed and approved by the Converse City Council in 2012. It is a long-range plan for identifying needed roadway connections as well as for classifying existing thoroughfares for future improvements and adequate right-of-way reservation.

The plan focuses primarily on major thoroughfares and connections throughout the City and Extraterritorial Jurisdiction (ETJ), including the identification of freeways and major/minor arterial roadways.



Map 23. Major Thoroughfare Plan (2012)

1604 Commercial Corridor Plan (2014)

The 1604 Commercial Corridor Plan was initiated by the Converse Economic Development Corporation (EDC) in 2014. In this plan, parcels along Loop 1604 from FM-78 to IH-10 were identified for commercial, residential, multi-family, industrial, recreational and institutional development.

The primary objective of this plan was to serve as a policy document to guide design, improvements and economic strategy to revitalize the Loop 1604 corridor within the City limits and ETJ. Some of the recommendations for Converse included:

- The development of a 1604 Commercial Corridor Overlay District.
- The acquisition of proposed future ETJ from the City of San Antonio.
- The creation of development incentives for anchor tenants within the corridor.
- The implementation of a marketing strategy to lure commercial businesses to the area.

Park Vision Study (2016)

In 2016, the City carried out a Recreational Vision Study prepared with the Center for Urban and Regional Planning at the University of Texas at San Antonio (UTSA) to assess the condition of its parks, review demographic and population growth trends, and outline improvements to better serve the community. The report documented the existing inventory of parkland, conducted a level-of-service (LOS) analysis, and identified strategies to strengthen recreational opportunities. Key priorities focused on planning for long-term growth, creating stronger park connectivity, and broadening both cultural and recreational amenities to meet the needs of a diverse and expanding population. Key recommendations included:

- Develop a 17-mile citywide hike-and-bike trail network utilizing drainage corridors and sidewalks.
- Construct an amphitheater at City Park Lake to provide cultural programming opportunities.
- Add new recreational facilities, including soccer fields, a campground and a dog park.
- Enhance lake recreation by improving fishing access at North Park and boating and paddle craft access at City Park.
- Expand park infrastructure with additional parking, upgraded softball fields, community gardens and a skate park.

Converse 2040 Study (2017)

In 2017, the Center for Urban and Regional Planning Research (CURPR) at the University of Texas at San Antonio (UTSA) conducted a study to develop a vision for the future, as Converse's population was anticipated to nearly triple with the 2017 ETJ annexation agreement with the City of San Antonio. In this plan, the research team came to several recommendations, including:

- Establishing a Converse Planning Department.
- Creating a Downtown District to serve as the cultural center of Converse.
- Implementing a Unified Development Code (UDC) to tie together various City codes and regulations.
- Creating three distinct overlay districts targeting the downtown, historic preservation and commercial corridors.
- Developing a City brand using formal City gateways, signage and wayfinding.
- Upgrading existing City facilities to account for the population growth.

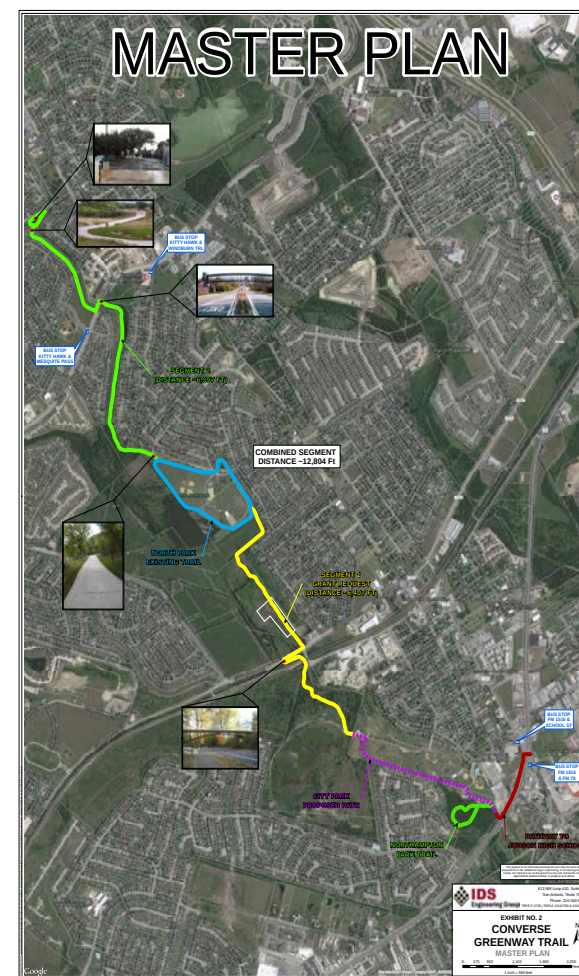
5-Year Strategic Plan (2019)

In 2019, the City Council, City Manager, and department heads of the City of Converse participated in a strategic planning process to develop a five-year strategic plan. This plan identified department successes and challenges and proposed initiatives to address them. Within each initiative was an associated cost and year for implementation. The central priorities for the City Council in the Strategic Plan were:

- Replace Outdated Infrastructure
- Improve Department Efficiency
- Revise Municipal Code
- Address Local Resident's Perception of Increased Crime
- Increase Resident Awareness of City Resources
- Improve City Appearance

Greenway Trail Master Plan

The Greenway Trail Master Plan shows existing and proposed trails along the Greenway on the west side of the City. Connections to Judson High School and Converse City Park are proposed.



Map 24. Greenway Trail Master Plan

Americans with Disabilities Act (ADA) Transition Plan (Underway as of 2025)

In 2025, the City of Converse kicked off its ADA Transition Plan, which fulfills the requirements outlined in Title II of the ADA. The ADA states that a public entity must reasonably modify its policies, practices, or procedures to avoid discrimination against people with disabilities. This report will assist the City of Converse in identifying policy, program, and physical barriers to accessibility and developing barrier removal solutions that will facilitate access for all individuals.

The purpose of the Transition Plan is to identify physical barriers that may limit access to City programs and services. Many potential barriers are associated with facilities with accessible features such as designated parking, accessible restrooms, access ramps, accessible door hardware, and other code-compliant and usable features. The needs of the community of persons with disabilities will be driving factors and incorporated into plans to create more access.

Regional Planning Efforts

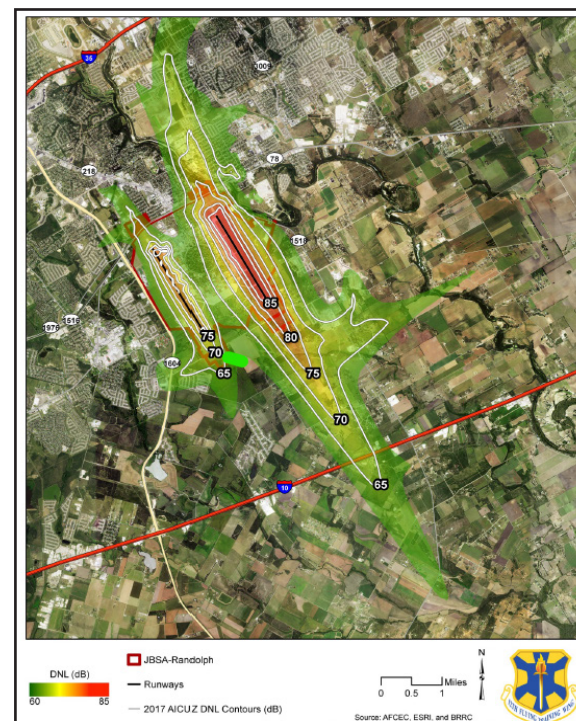
JBSA-Randolph Joint Land Use Study (2015)

In 2015, Joint Base San Antonio-Randolph (JBSA-R) entered a land use study with cities and counties surrounding JBSA-R to guide planning and development to verify future land use compatibility. This resulted in strategy recommendations in legislation, policy, planning and zoning, coordination and communication, acquisition, and outreach. In the study, it was advised that the City of Converse:

- Update City code to limit height, artificial lighting, and developments that generate dust, smoke or steam within the approach or departure zone of JBSA.
- Create a Military Overlay District surrounding JBSA-R to coordinate local development outcomes.
- Involve JBSA-R in long-range utility infrastructure and capacity planning efforts to minimize military operational impacts.
- Amend local zoning to prohibit the clustering of residential land uses in APZ I and APZ II.
- Address sound attenuation surrounding JBSA-R in existing and new construction through updated building techniques, codes and the creation of a noise easement.

JBSA-Randolph AICUZ Study (2017)

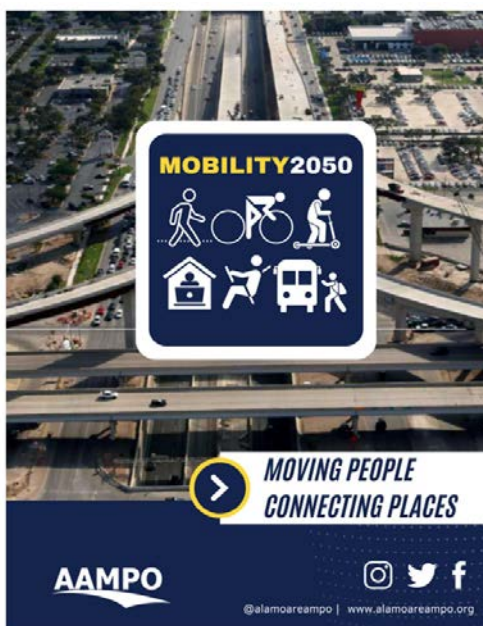
The Randolph Air Force Base updated the region's 2008 Air Installations Compatible Use Zones (AICUZ) study due to anticipation of operational changes and improvements in noise modeling software.



Map 25. Existing JBSA-Randolph Airfield Noise Contours

Alamo Area MPO Mobility 2050 Plan (2022)

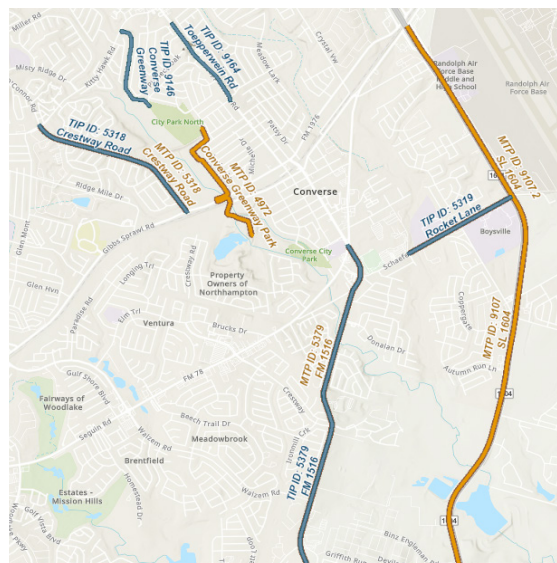
In 2022, the Alamo Area MPO, which includes Bexar County, which Converse is a part of, released its strategic plan to account for area growth while preserving the region's quality of life and standard of living. In the Mobility 2050 Plan, current trends are identified, progress over the previous three years is outlined, future projects are explored, and project funding is addressed.



Alamo Area MPO FY 2023–2026 TIP Plan (2022)

The Transportation Improvement Plan (TIP) outlines several significant projects for Converse, aimed at enhancing road capacity, safety, and accessibility. Key projects include a proposed expansion of Topperwein Road from a two- to four-lane roadway, featuring a continuous center turn lane, sidewalks, and a bike lane/multi-use path. Similarly, FM 1516 will be upgraded from a two-lane to a four-lane divided highway, complete with bike lanes and sidewalks.

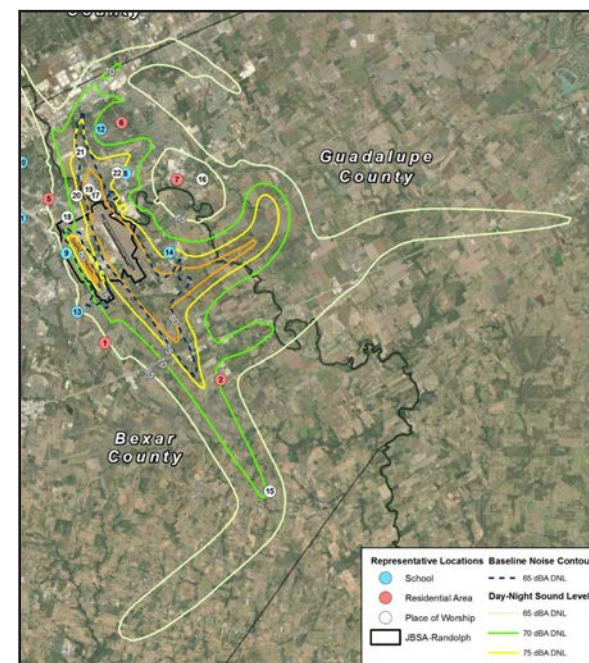
Recently, Rocket Lane was expanded with the addition of a center turn lane, sidewalks, and a multi-use path. Additionally, Crestway Road reconstruction improved operations with new bike lanes and sidewalks.



Map 26. AAMPO TIP and MTP Projects in Converse

Final Environmental Impact Statement (FEIS) for T-7A Recapitalization at JBSA-Randolph

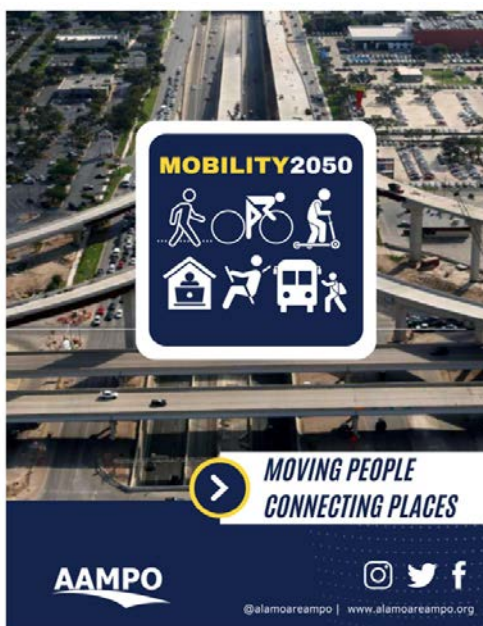
The FEIS supports the Secretary of the Air Force's plan to upgrade T-38A training sites, starting with JBSA-Randolph, and considers improvements for T-7A training at JBSA. It evaluates options, including taking no action, and uses existing data plus early T-7A test results to estimate noise and air quality impacts. Since T-7A aircraft haven't yet flown in San Antonio, the FEIS relies on T-38A parameters and initial T-7A test data, with plans to refine projections as training begins and more data is collected.



Map 27. Proposed Action Noise Contours

Alamo Area MPO Mobility 2050 Plan (2022)

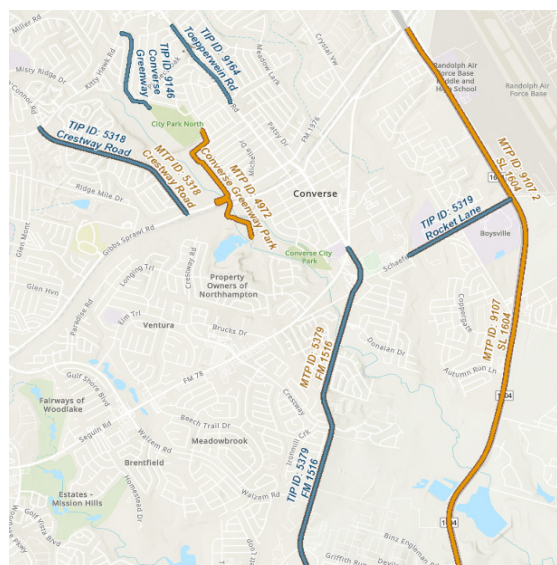
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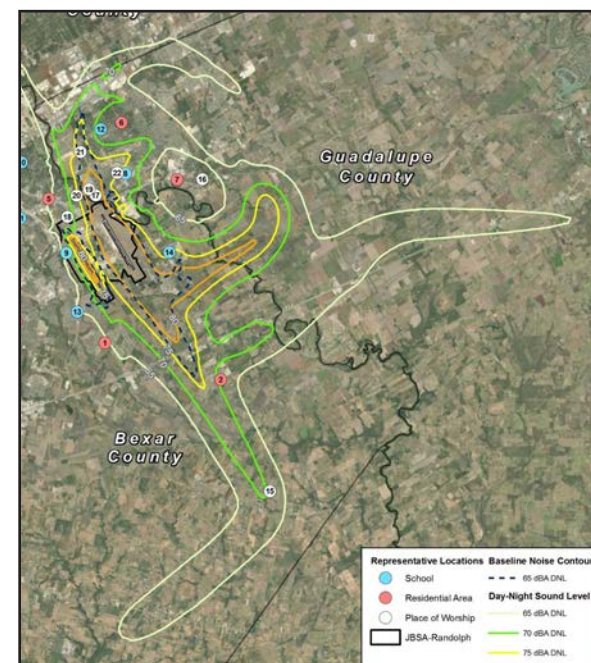
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Map 28. Proposed Action Noise Contours

