

URBAN PLANNING SERVICES

HELOTES, TEXAS

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An illustrative plan shows one potential build-out scenario for Old Town Helotes.



After: New wayfinding signage

Old Town Helotes Master Plan

Helotes is located 25 miles north of downtown San Antonio along the Bandera Highway. The city's scenic location at the edge of the Texas Hill Country is helping to drive rapid growth. The changes present both opportunities and risks. Helotes has an opportunity to attract high quality development that may be combined with public amenities to create gathering places and reinforce a sense of community. Market trends, however, could lead to uncontrolled commercial and residential development that would threaten the city's small town feeling and idyllic natural setting.

In light of this, the City of Helotes and the Winter & Company team developed a plan, design guidelines and updated zoning for long-term development of the city's historic village center. The Old Town Helotes Plan provides a blueprint for revitalization while ensuring that future development reflects the country charm and lifestyle that first attracted residents to the area. The plan seeks to respect the past and honor the community's current values while also positioning the city to benefit from its strong market position.

In planning for the area it was important to listen to community members, grasp the essence of the character of the area, and create plan concepts and guidelines that relate to Old Town's unique design traditions. The Plan recommends civic improvements and economic strategies to facilitate the development of specialty retail, dining and entertainment options within a village-scale setting. The Plan also provides strategies to leverage the commercial potential along an adjacent highway to benefit the local tax base.



After: The revitalized village center



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Active public participation in a series of workshops helped shape the Old Town Helotes Plan. The Winter and Company team of Bender Wells Clark, Urban Advisors and Code Studio guided workshop participants through such topics as design vision, economic feasibility, protection of natural resources, provision of community amenities, site design, parking strategies protection of historic resources and economic sustainability of current and future businesses.

The Plan, design guidelines and special district zoning were adopted in 2007.

SERVICES:

- » Community visioning and planning workshops
- » Economic and demographic trends analysis
- » Streetscape design
- » Parking strategy
- » Wayfinding systems
- » Specialized zoning and design guidelines

CLIENT:

City of Helotes

DATE:

2006-2007



Streetscape concept



A recent rehabilitation



After: Streetscape completed



New redevelopment in Old Town



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