



Texas A&M San Antonio Planning Team

Meeting #6

Wednesday, July 10, 2019

Texas A&M San Antonio Campus

10:00 AM



Cambridge Systematics, Inc.
Bowtie
Economic & Planning Systems, Inc.
Auxiliary Marketing Services
Mosaic Planning and Development Services
SJPA

Texas A&M San Antonio Project Team

- Carlos Guerra, Project Manager
City of San Antonio
- Krystin Ramirez, Senior Project Associate
MIG, Inc.
- Matt Prosser, Economic Planning Systems



Meeting Objectives

- Overview of **Vision & Goals**
- Review **Future Land Use Map Revisions**
- **Housing and Economic Development**
- Next Steps



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Project Process and Schedule



Sub-Area Planning Project Phases

1

Analysis & Visioning

Existing conditions; existing plans review; vision and goals; focus areas and corridors; Community Meeting #1

Early 2019

2

Plan Framework

Develop plan elements; focus areas and key corridors; transformative projects; Community Meeting #2

Mid 2019-Early 2020

3

Recommendations & Implementation

Action and phasing strategies; draft Plan elements; Community Meeting #3

Late 2019-Early 2020

4

Documentation & Adoption

Public Hearings, adoption, final summary and ePlan

Early-Mid 2020

Overview of Planning Team Meetings in 2019

- ✓ **Meeting #1:** Kick-Off and Orientation; Sub-Area Plan Overview
- ✓ **Meeting #2:** Preliminary Identification of Opportunities of Challenges; Preliminary Visioning
- ✓ **Meeting #3:** Confirm Vision and Goals; Focus Areas and Corridors
- ✓ **Meeting #4:** Housing and Job Projections; Land Use (1 of 2)
- ✓ **Meeting #5:** Land Use (2 of 2)
- ➔ **Meeting #6:** Housing and Economic Development Strategies (1 of 2)
 - **Meeting #7:** Housing and Economic Development Strategies (2 of 2)
 - **Meetings #8 & #9:** Mobility
 - **Meeting #10:** Infrastructure and Amenities
 - **Meeting #11:** Transformative Projects; Design Character

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Overview of Analysis & Visioning

Preliminary Vision Statement

The **Texas A&M San Antonio Area Regional center** will be a dynamic urban community that provides **quality education, economic opportunity, and plentiful housing options** while respecting the **rural character** of the area. As a major educational and industrial hub for the region, this community will champion the major institutions that call it home, while **supporting the growth** of other **technology** and **research industries** that will be the driving force behind **private investment**. The community will lead the evolution of San Antonio's Southside by incorporating **innovative solutions** to **environmental sustainability, mobility, and public health**.

Draft Goals for Texas A&M

Goal 1: Strongly encourage the addition of **necessary infrastructure** to **facilitate appropriate development** to the area.

Goal 2: Capitalize on the projected growth of Texas A&M University – San Antonio to facilitate the addition of **retail, entertainment, and service industry** uses, as well as **off-campus housing options**.

Goal 3: Focus new development in targeted areas and along high traffic corridors, and **appropriately transition** from **new development** to **rural homes, ranches, and protected natural areas** in order to protect the rural character of the area.

Goal 4: Utilize **natural assets**, such as the Medina River and Leon Creek Greenways, as **amenities** to **educate** and to **attract future residents and visitors** while also linking the places where people live and work.

Draft Goals for Texas A&M

Goal 5: ~~Expand protected land~~ Preserve eco-system services, such as mitigating stormwater, to **enhance biodiversity, climate change resilience, and rural character** while also creating a buffer to major regional institutions.

Goal 6: Improve the multi-modal network, ~~and enhance area roadways~~, **expand multi-use trail and greenway connections**, and **attract better transit** service linking the area to Downtown and other employment centers throughout the city.

Goal 7: **Work cohesively** with area stakeholders, to **develop and attract industries** that contribute to a **sustainable, environmentally-friendly, and innovative economy**.



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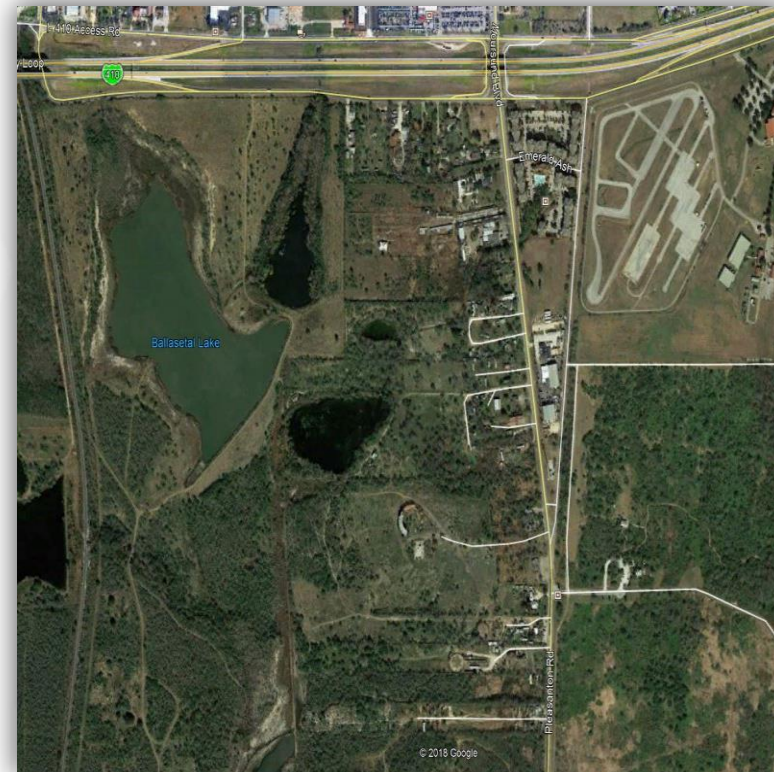
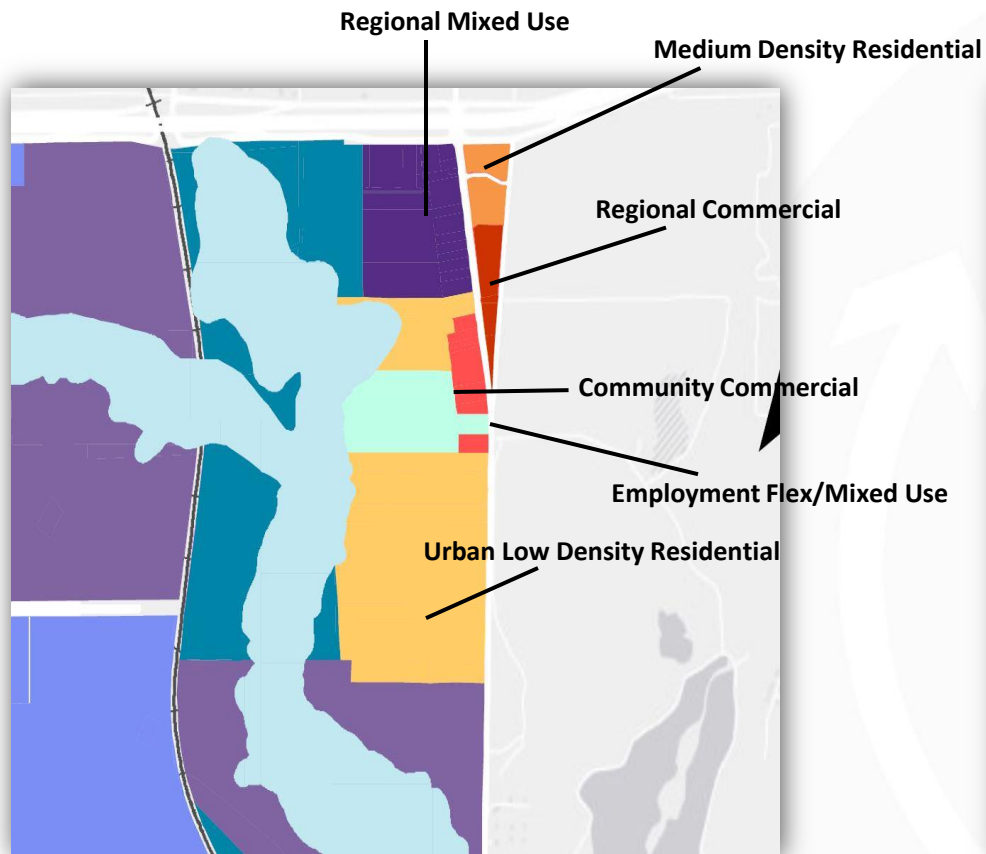


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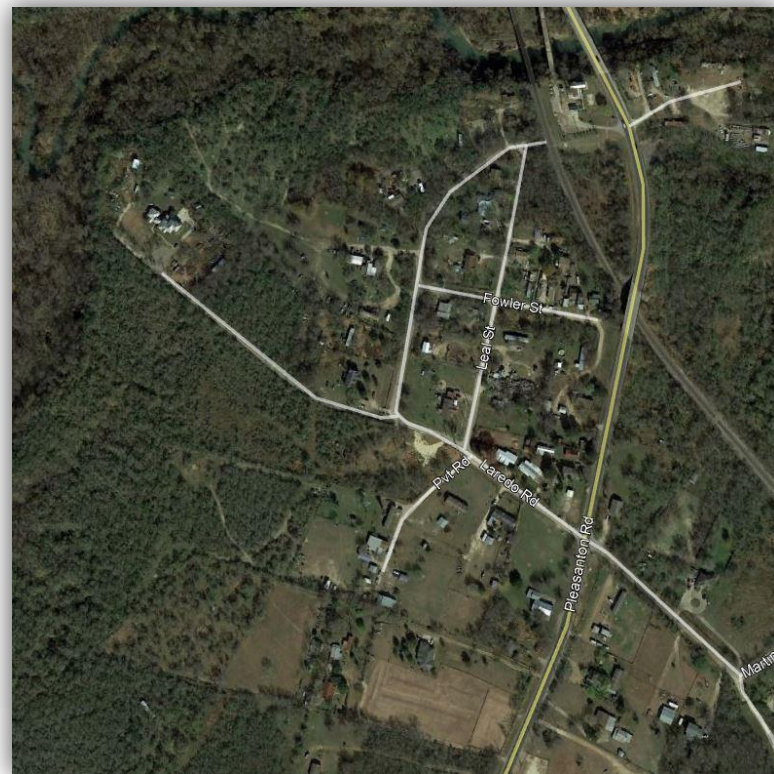
Draft Land Use Map Changes



Revised Land Use Map



Revised Land Use Map





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Housing & Employment Conditions Overview

Housing Overview

Total Population (2018) | **1,430**

Total Households (2018) | **411**

Total Housing Units (2018) | **514**



Average Household Size

3.23 persons

2.71 City of San Antonio Average



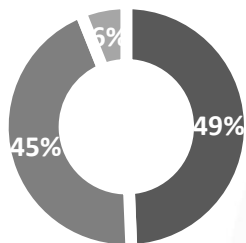
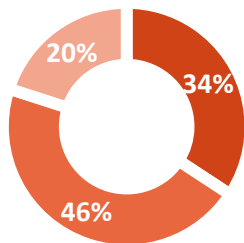
10% one-person households
29% City of San Antonio Average

16% non-family households
35% City of San Antonio Average

Housing Overview



Tenure

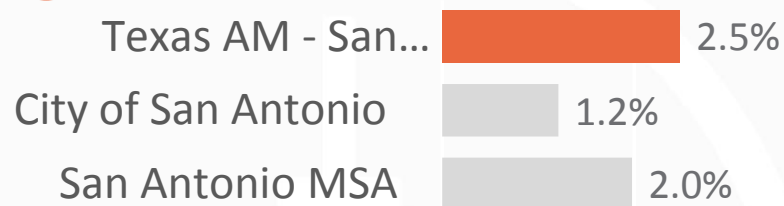


Household Income

Average HH income is **\$58,800**
16% lower than City of San Antonio



Annual Household Growth | 2010-2018



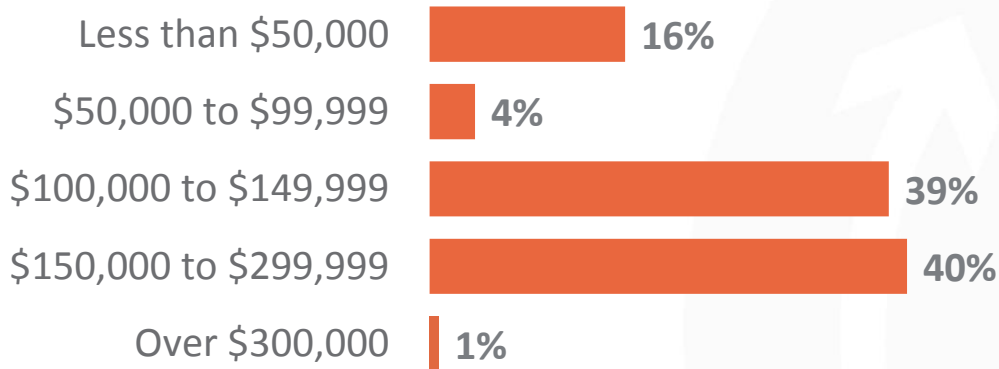
Texas A&M has more **family households** than the City average, and households have **lower household incomes** than the City overall

Housing Accessibility and Affordability



Owner-Occupied

40% of homes are valued between \$150,000 and \$299,999



Average home price is around **\$178,866**
City of San Antonio is around **\$300,000**

56% of Texas A&M – San Antonio households with a mortgage have housing costs that are affordable to a household earning the Citywide median income of **\$50,300**

16% Texas A&M – San Antonio homeowners do not have a mortgage
37% Bexar County average

Housing Accessibility and Affordability



Renter-Occupied

Average rent for apartment units near the Texas A&M Regional Center are generally **lower than** the County average

76% of rentals are **affordable** to a household earning the Citywide median income of **\$50,300** (Census data)

Since 2005, average monthly rents have increased by **\$101, 66% less** than the County overall

New apartment projects in the area are along Loop 410 or near Port SA/Brooks.

New projects are mixture of income restricted and market rate



Employment

Total Employment - (2018) | **1,840**
 Number of businesses (2018) | **47**
 Average firm size | **39** employees
 Employment Density | **0.18** jobs/acre



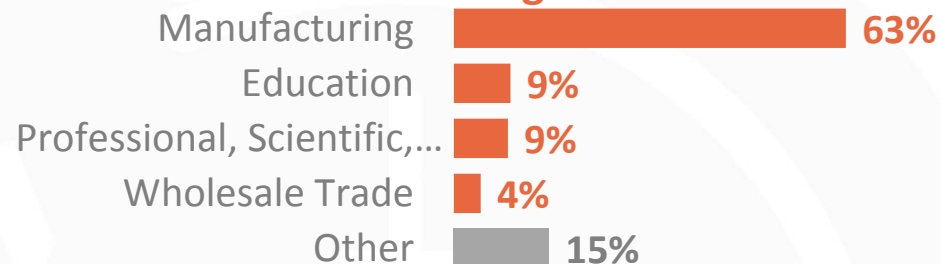
Largest Employers

- **Toyota**
- **Texas A&M – San Antonio**

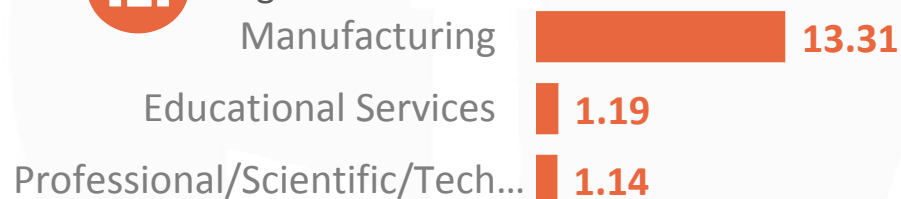


Largest Employment Sectors

Manufacturing and Education



Target Industries Location Quotient

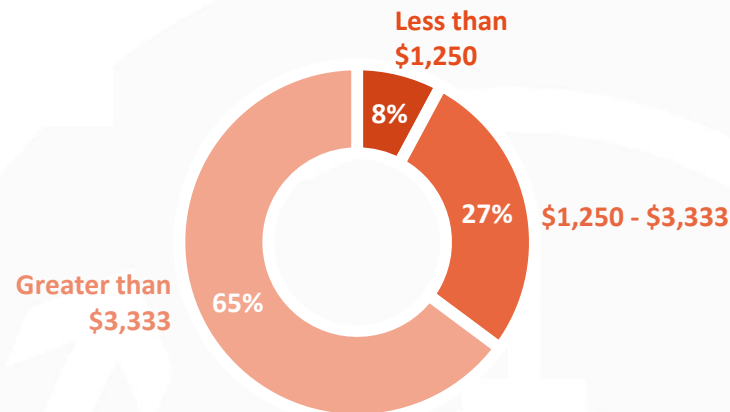


Workforce



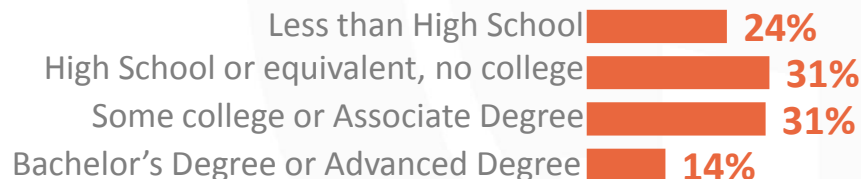
Wage Distribution

65% of workers earn more than \$3,333 per month (\$40,000 annually)

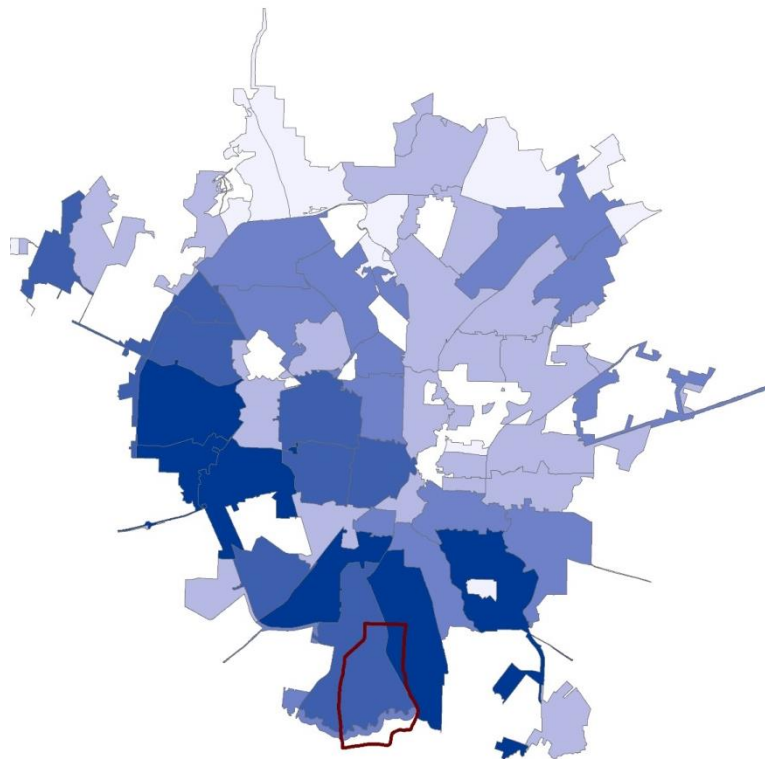


Education

45% of workers have some college or higher

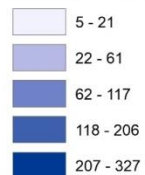


Workforce



Where Texas A&M Workers Live

Number of Workers Texas A&M



Housing Types and Affordability



Average Rental Rates for New Apartments = \$1,100 to \$1,600 per month



Average Home Price for New Home = \$187,000



Average Rental Rates for Student Apartments start at approx. \$600 per bed per month

Typical Jobs/Wages and Affordability

Occupation	Average Annual Wage	Est. HH Income	Affordable Rent (based on wages)	Affordable Home Price (based on wages)
Professor	\$72,879	\$102,694	\$1,822	\$247,789
Janitorial	\$32,775	\$46,183	\$819	\$111,435
Administrative	\$53,347	\$75,171	\$1,334	\$181,379
Factory worker	\$39,294	\$55,369	\$982	\$133,600
Supervisor	\$69,900	\$98,496	\$1,748	\$237,660
Mechanical Engineer	\$108,240	\$152,520	\$2,706	\$368,016
Average for Area		\$58,800	\$1,100*	\$178,900

Source: US BLS; CoStar; MLS

Mitigating Factors for Texas A&M San Antonio

- **Employment**

- Growth (timing and amount) of Toyota and Texas A&M will impact future opportunities
- Need to create a market beyond Toyota and Texas A&M

- **Housing**

- Baseline forecast based largely on Verano land use plan and vacant acreage
- Desirability of area for new housing
- Limitations due to Toyota
- Infrastructure cost to support new housing development

Desired Economic and Housing Future

Employment

- What can we attract to the area that isn't related to Texas A&M and Toyota?
- What opportunities are there to leverage the anchors?
- What types of jobs do we want to attract to the Regional Center?

Housing

- Desired mixture of housing in the Regional Center?
- Is there a need for affordable housing in the Regional Center?
 - Who for?



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Growth Allocation Game

Regional Center Growth Forecasts

- Employment should be the focus of centers with dense housing
- Regional Center Growth Goals:
 - **60% of Jobs (forecast is 50%)**
 - **20% of Housing Units**
 - **50% of Multifamily Units**

Share of Growth

Forecast Growth



Household Growth | 2010-2040

6,500 new housing units

215 new units per year



Employment Growth | 2010-2040

20,000 new jobs

660 jobs per year

Progress Metrics



New Development

80 housing units since 2010



New Employment since 2010

2,660 new jobs (US Census LEHD 2010 to 2015)

Approx. 530 jobs per year

Housing Allocation



Single Family Detached

- Est. 4,000 units
- 1 piece = 250 units
- 50 acres per piece

Piece Color is X

- 16 pieces to allocated



Attached/Townhomes

- Est. 500 units
- 1 piece = 250 units
- 20 acres per piece

Piece Color is X

- 2 pieces to allocated



Garden Multifamily

- Est. 1,500 units
- 1 piece = 250 units
- 10 acres per piece

Piece Color is X

- 6 pieces to allocated



Urban Multifamily

- Est. 500 units
- 1 piece = 250 units
- 5 acres per piece

Piece Color is X

- 2 pieces to allocated

Employment Allocation



Retail

- Est. 2,500 jobs
- 1 piece = 500 jobs
- 20 acres per piece

Piece Color is X

- 5 pieces to allocated



Industrial/Flex

- Est. 7,000 jobs
- 1 piece = 500 jobs
- 50 acres per piece

Piece Color is X

- 14 pieces to allocated



Office/Education/Health

- Est. 6,000 jobs
- 1 piece = 500 jobs
- 10 acres per piece

Piece Color is X

- 12 pieces to allocated



Hospitality/Entertain.

- Est. 2,000 jobs
- 1 piece = 500 jobs
- 15 acres per piece

Piece Color is X

- 4 pieces to allocated



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Next Steps



Coming Up...

Next Planning Team Meeting #7:

Housing and Economic Development Strategies Pt. 2

Wednesday, July 31st

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10:00 AM to 12:00 PM



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