



Texas A&M San Antonio Planning Team

Meeting #7

Wednesday, July 31, 2019

Texas A&M San Antonio Campus, Building #108B

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



Meeting Objectives

- **Summary of Issues and Opportunities**
- **Complete Allocation Activity on Jobs**
- **Review Housing Recommendations & Case Studies**
- **Review Employment Recommendations & Case Studies**
- **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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Summary of Issues & Opportunities



Summary of Housing Issues & Opportunities

- 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
- Lack of student housing options
 - However student population is generally older than typical college campus

Housing Allocation Takeaways

- Desired for denser residential near campus to help activate mixed use areas
- Mixture of housing throughout Verano area
- Utilize the drainageways as an amenity for residential. Orient housing around these areas
- Put density along major arterial corridors
- Preserve the natural feel of entry from Loop 410 frontage to the campus

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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

Employment Allocation



Retail

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

Piece Color is Red

- 5 pieces to allocate



Industrial/Flex

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

Piece Color is Dark Grey

- 14 pieces to allocate



Office/Education/Health

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

Piece Color is Blue

- 12 pieces to allocate



Hospitality/Entertain.

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

Piece Color is Pink

- 4 pieces to allocate

Where we left off





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Housing and Economic Recommendations
& Case Studies

Housing Recommendations

- Attract a diversity of housing targeted for the workers and students at the major employers in the center
- Focus initially on student-oriented and single-family housing to spur demand for retail and additional desired uses
- Utilize a value capture tool to fund major infrastructure improvements
- Cluster and orient housing to drainage ways
- Partner in investment in enhanced amenities in the center to attract residents

Employment Recommendations

- Locate university uses within town center to help catalyze development
- Provide enhanced transportation connections from Loop 410 to Toyota campus and surrounding area to attract businesses and employment-oriented development
- Identify opportunities to offer workforce education and training options in conjunction with the campus
- Cluster campus athletic fields with private entertainment and hospitality uses
- Identify and help address infrastructure needed for stand alone employment sites to attract employers desiring build to suit locations
- Identify another anchor employment use(s) to diversify economic base

Case Study Matrix

The case study analysis revealed a number of similar ingredients for the success of these projects and districts

BRAND/IDENTITY

Brands are important to establish an identity, create cohesion, and market districts and subareas. This is especially newer or less well-established areas.

ORGANIZATIONS

Non-profit, public-private agencies supported the creation and continued operation of the districts. These include BIDs and Economic Development Corporations.

ANCHOR INSTITUTIONS

Districts with anchor institutions like universities and hospitals made sure to connect with and integrate these institutions into the fabric and strategy of the district.

URBAN DESIGN/PLANNING

The creation of districts is typically preceded by a rezoning to allow for a more vibrant mix of land uses. Parks and transportation also helped catalyze subareas.

TRANSPORTATION

Transit connectivity has been identified as one of the most important factors in the location decisions of firms and start-ups and is critical to the success of a district.

INVESTMENTS

Investments in parks and other amenities are important catalysts to help create identity and a sense of place in the districts.

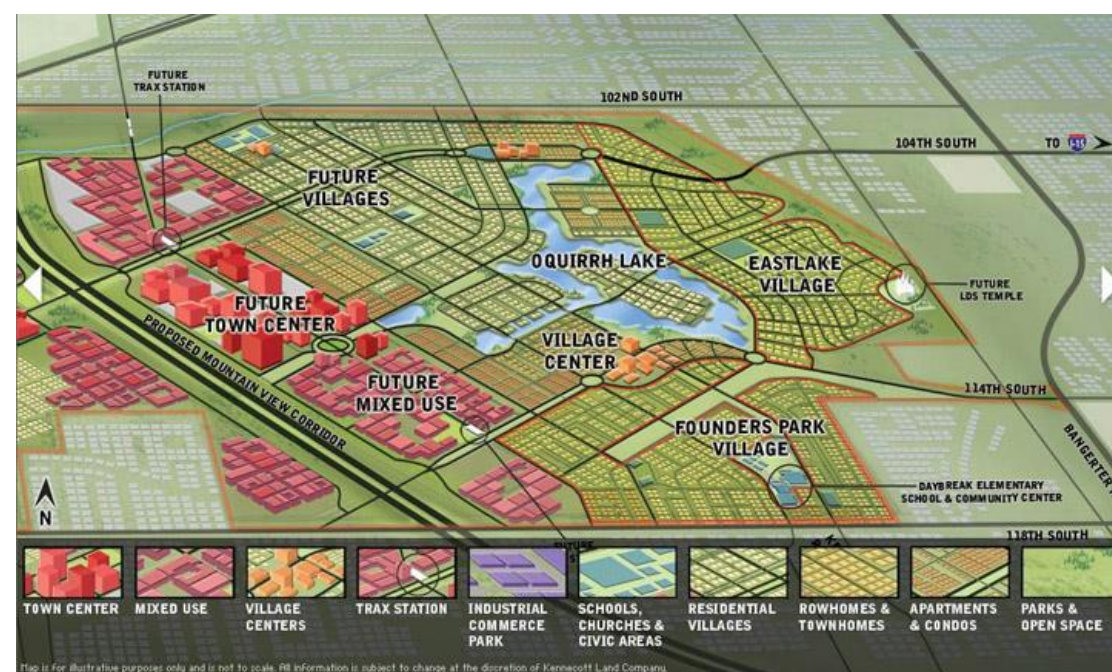
FINANCE/INCENTIVES

The subareas also include improvement districts like BIDs and TIF that helped to finance capital projects as well as the operation and maintenance of the district.



Daybreak Utah

- Formerly undeveloped and mining site
- 4,000-acre master planned community
 - 20,000 housing units
 - 9 million sf of commercial
- Rio Tinto Group has headquarters in town center
- Oriented around large lake
- Provided alternative housing options for region



Mueller Airport

- Formerly Mueller Airport
- 700-acre master planned community
 - 4,600 housing units
 - 4.2 million sf of non-residential space
- Anchored by Dell Children's Medical Center
- Oriented around significant amount of open space
- Used regional retail, single family homes and health care use to spur development



SkySong ASU | Scottsdale, AZ

- Arizona State University (ASU) and the City of Scottsdale joined together to revitalize the area and **to attract growing technology firms**
- The City provided the initial capital investment to acquire the site and pay for infrastructure improvements and then transferred control to the ASU Foundation
- In initial phases, ASU, with help of a master developer, **built two office buildings and agreed to occupy 80,000 square feet with an incubator and accelerator as well as shared-working spaces and conference rooms**
- ASU also constructed a visually striking outdoor structure as its center piece
- In subsequent phases, the site has made a point to **add multifamily housing and retail to complement the office development** and create a more complete district
- The City's financial investment and **"patient capital"** along with the ASU Foundation's ability to **promote entrepreneurship** were integral to success



Brand:

SkySong



Organizations:

ASU Foundation; City of Scottsdale

Anchor Institutions:

ASU

Urban Design/Planning:

Mixed-use district; visually striking outdoor structure

Transportation:

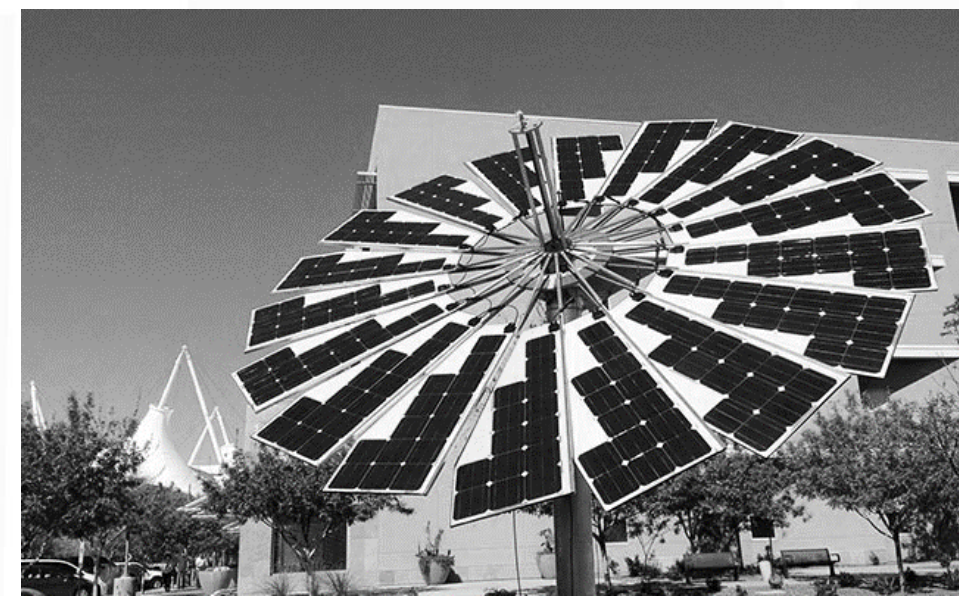
N/A

Investments

Land purchase

Finance/Incentives

City municipal bond investment



Discussion

- Are the recommendations in the right direction?
 - What is missing or needs to be added?
- What elements do you like of the case studies?
 - What are the takeaways from the examples?
- Are there other examples we should explore?

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Next Steps



Coming Up...

Community Meeting #2 (Open House)

Thursday, August 29th

Vista Room; 4th Floor, Central Academic Building

Texas A&M San Antonio Campus

5:30 PM to 7:30 PM

Next Planning Team Meeting #8: Mobility

Week of September 16th

Texas A&M San Antonio Campus

10:00 AM to 12:00 PM



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