



Highway 151 and 1604 Regional Center Planning Team

Meeting #7

Tuesday, August 27, 2010

Hyatt Regency Hill Country

5:30 PM



Cambridge Systematics, Inc.

Bowtie

Economic & Planning Systems, Inc.

Auxiliary Marketing Services

Mosaic Planning and Development Services

SJPA

Highway 151/1604 Area Project Team

- Sarah Serpas, Project Manager
City of San Antonio
- Mukul Malhotra, Principal
MIG, Inc.
- Krystin Ramirez, Senior Project Associate
MIG, Inc.
- Matt Prosser, Economic Planning Systems



Meeting Objectives

- Summary of **Issues and Opportunities**
- Overview of **Allocation Activity** and **Initial Preliminary Capacity Analysis**
- 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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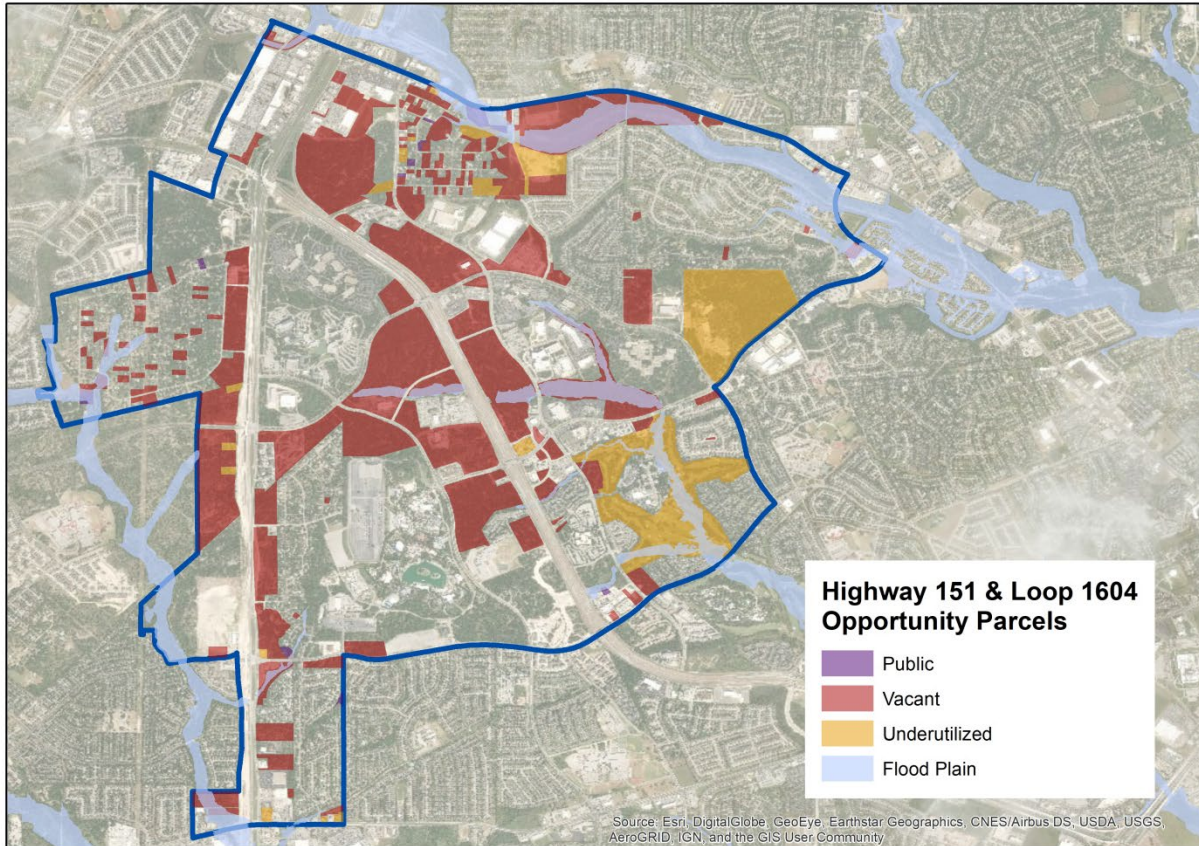
Summary of Allocation Activity and
Capacity Analysis

Summary of Allocation Activity

- Desire for nodes of mixed use
- Desire for more “play” options in the live/work/play
- Preference for more integrated multifamily housing
- Lower density housing options were not allocated
- Hwy 151 corridor is for live/work/play, while 1604 Loop is for services and access



Growth Capacity



- 1,492 vacant acres
- 346 under-utilized acres

Initial/Preliminary Capacity Analysis

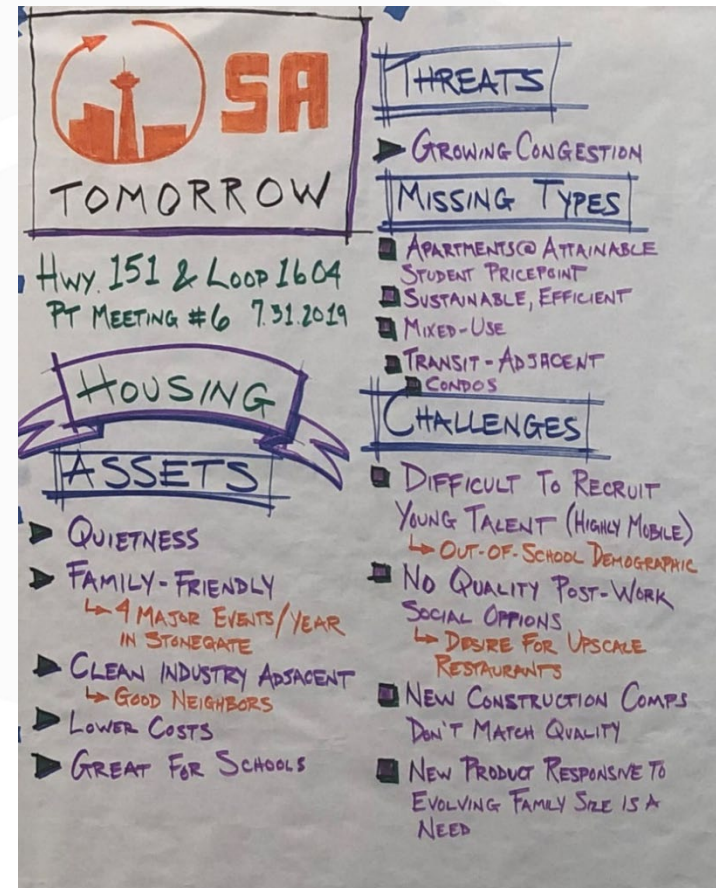
- Estimate acre demand
 - Residential – 800 acres
 - Employment – 500 acres
 - **Total – 1,300 acres**
- Estimated acre supply
 - Flood Plain Impacts – 695 acres
 - All (w/ flood impacts) – 1,840 acres
 - All (w/o flood impacts) – 1,145 acres
- Concerns
 - Flood plain impacts some parcels which will diminish capacity
 - Where/at what density should residential be encouraged

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Housing and Economic Issues &
Opportunities, Recommendations, &
Case Studies

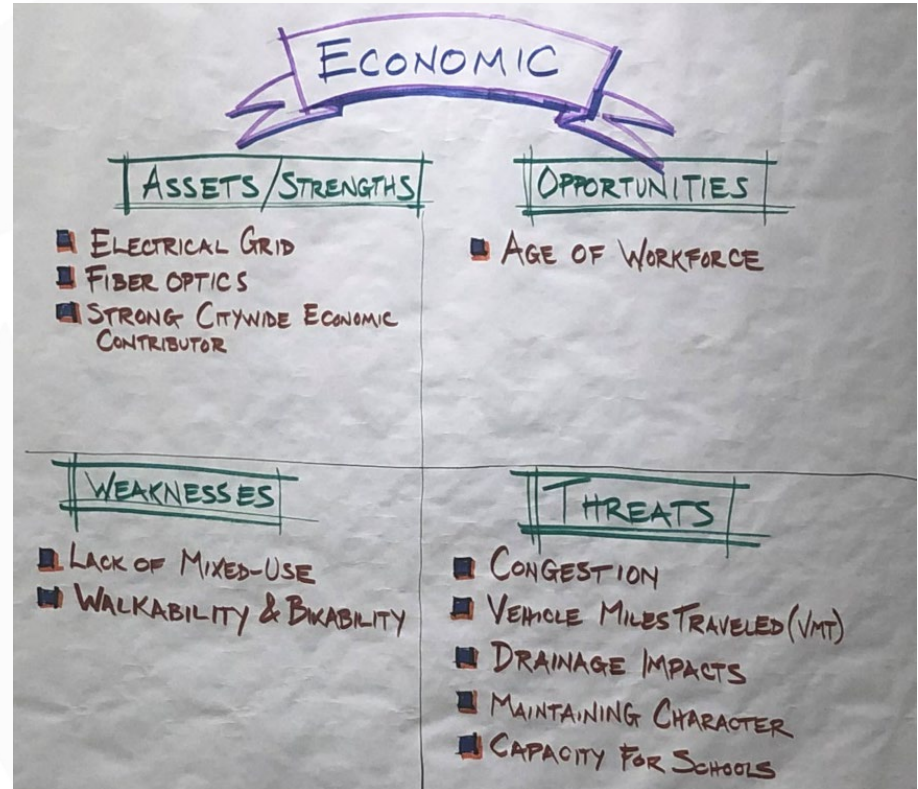
Housing Issues and Opportunities

- Opportunities
 - Attractive place to live, especially for families
 - Mixture of employment and residential uses in area
- Challenges
 - Congestion
 - Housing diversity
 - Lack of gathering spaces/destinations for area residents/workers



Economic Issues and Opportunities

- Opportunities
 - Attractive infrastructure
 - Young workforce
- Challenges
 - Congestion
 - Maintaining character
 - Hill Country
 - Secure employment campuses within mixed use context



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

Retrofitting Suburban Office Park

South I-25 Corridor Denver

- 8-mile long corridor with several major office business parks and several Fortune 500 companies
- Area has same amount of employment as downtown Denver
- The majority of business parks are suburban style, campus parks with little mixture of uses
- Orienting future development in around major highway interchanges and light rail stations along the corridor
- Denver South is advocating for change in development pattern to ensure area remains competitive
- Identifying investments (streets, transit, mobility, smart-cities) that will facilitate shift

Brand:

Denver South

Organizations:

Denver South Economic Development Partnership and Transportation Management Authority; City of Denver; City of Greenwood Village; City of Centennial; City of Lone Tree; Arapahoe County; Douglas County

Anchor Institutions:

Charles Schwab, Western Union, Arrow Electric, SkyRidge Medical Center; Kieser Permanente, Newmont Mining

Urban Design/Planning:

Mixed-use nodes at light rail stations;

Transportation:

Light-rail, mobility hubs, regional trails, Smart-Cities and ITS solutions

Finance/Incentives

Area wide metro district used to seed projects

South I-25 Corridor



Bridge Street District

- 1,100 acre area around Scioto River
- Bridge Park is the mixed-use core Phase 1
 - 150,000 sf office
 - 115,000 sf retail
 - 450 multifamily units
 - 151 room AC Hotel
- Public-Private Partnership with Crawford Hoying and City of Dublin
- City of Dublin made major investments into amenities that would support the creation of an urban center
 - River-way path/improvements
 - Pedestrian bridge
 - Shared parking garage



BRIDGE PARK
DUBLIN, OH

Brand:

Bridge Park

Organizations:

City of Dublin, Crawford Hoying, Bridge Park New Community Authority (NCA)

Anchor Institutions:

None

Urban Design/Planning:

Mixed-use entertainment center around river trail and pedestrian bridge

Transportation:

Light-rail, mobility hubs, regional trails, Smart-Cities and ITS solutions

Finance/Incentives

Tax Abatement Incentives, Community Development Charge, Tax Increment Financing, Hotel Bed Tax

Housing Recommendations

- Encourage higher density multifamily uses in mixed use centers near retail, services, and access to transportation systems
- Attract greater diversity of housing products and price points that can evolve with changing demographic conditions
- Provide transitions and buffers from higher density/employment areas and residential neighborhoods
- Create more areas and opportunities for community gathering beyond neighborhood boundaries

Economic Development Recommendations

- Continue to support the attraction of clean industry employers
 - Technology, back office support, advanced manufacturing
- Attract entertainment/shopping focused mixed-use destinations and gathering places oriented to area residents and workforce
- Maintain security and aesthetics of office campuses while encouraging better integration into surrounding uses
- Form a public-private partnership entity to support economic health of area
 - Economic development, transportation management, area promotion/branding, public gathering space management

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Next Steps



Coming Up...

Next Public Community Meeting:

Monday, September 16, 2019

Northwest Vista College, Lago Vista Room

5:00-7:00 pm (Open House Format)

Next Planning Team Meeting #8: Mobility (1 of 2)

Week of Nov. 4th, 2019

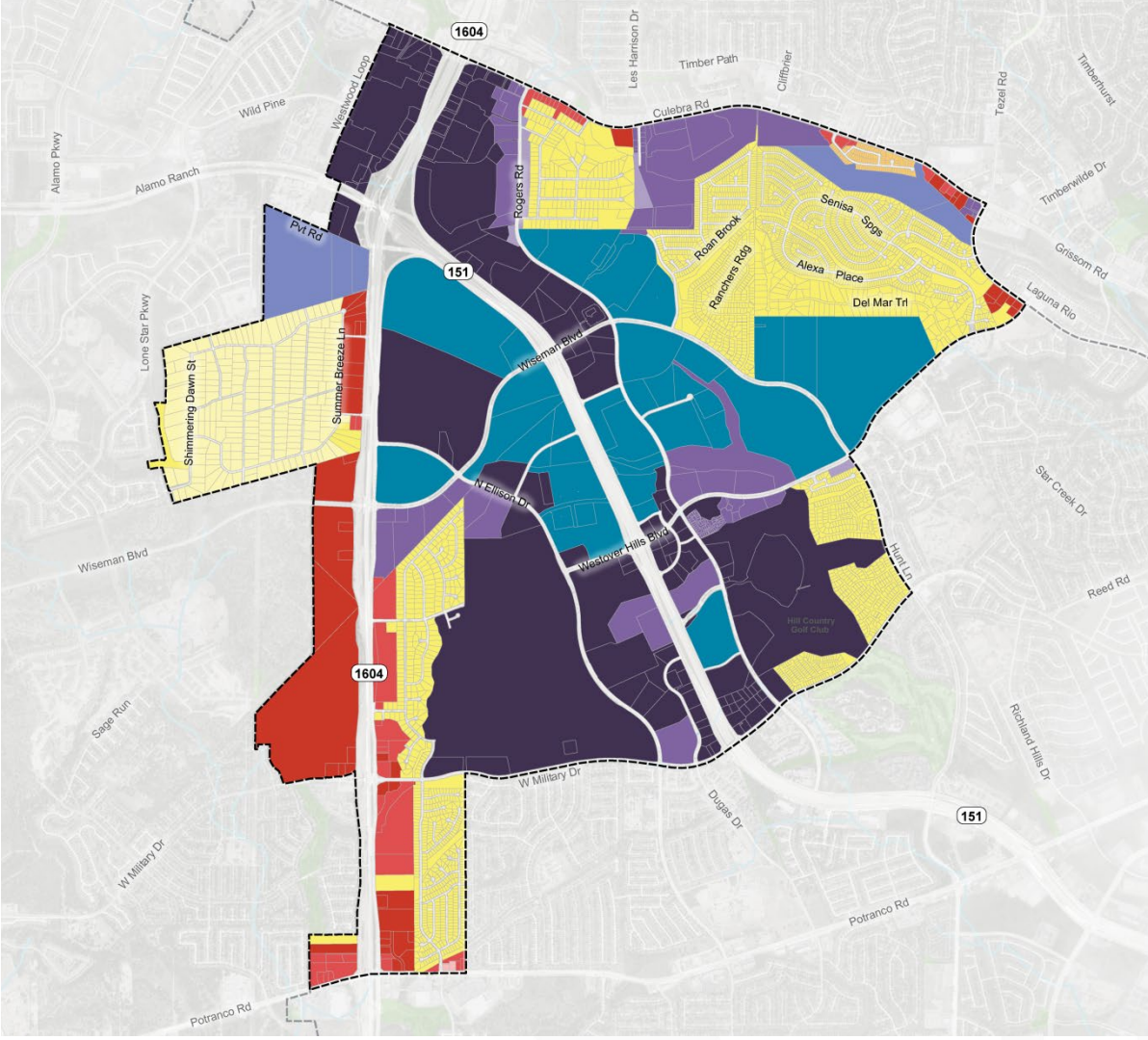
Location TBD



Highway 151 and Loop 1604 REGIONAL CENTER FUTURE LAND USE

LEGEND
 Regional Center Plan Boundary
 Rights-of-Way

- Land Uses**
- Residential Estate
 - Low Density Residential
 - Urban Low Density Residential
 - Medium Density Residential
 - Neighborhood Mixed-Use
 - Urban Mixed-Use
 - Regional Mixed-Use
 - Business / Innovation Mixed-Use
 - Neighborhood Commercial
 - Community Commercial
 - Regional Commercial
 - State and Federal Lands

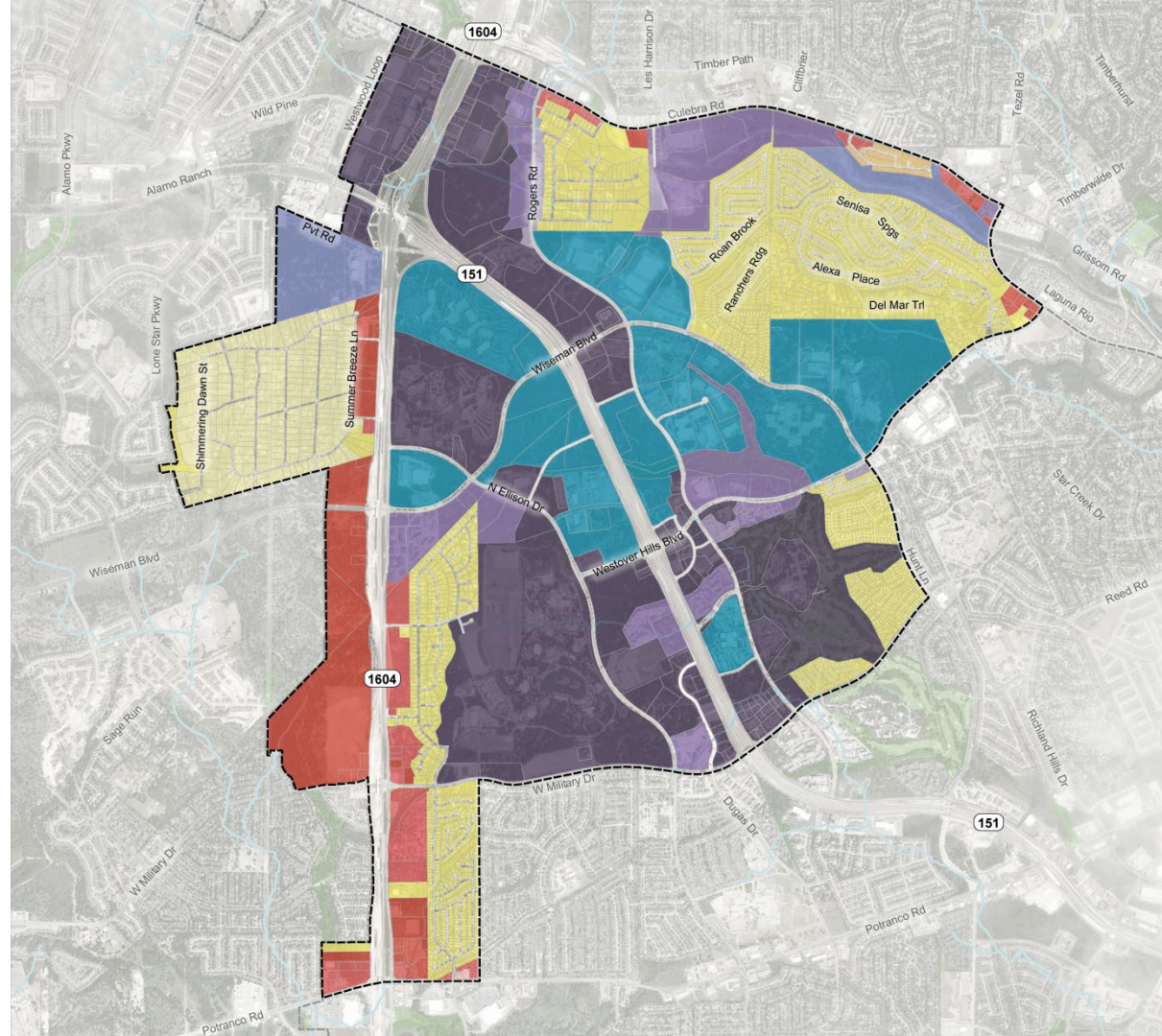


50
5 Acres

0 0.125 0.25 0.5 Mile



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50

5 Acres