

## MEETING SUMMARY

**Meeting:** Highway 151 & Loop 1604 Area Regional Center Planning Team Meeting #7  
Housing and Economic Development Strategies (2 of 2)

**Date:** August 27, 2019

**Time:** 5:30 – 7:30 pm

**Location:** Hyatt Regency Hill Country

**Attendees:** *Taris Bell, Westover Valley Neighborhood Association*  
*Doug Handlin, Stonegate Hill at Westover Hills*  
*Susan Handlin, Stonegate Hill at Westover Hills*  
*Joe Hindsley, Hyatt Regency Hill Country*  
*John Hadden, Oak Creek Neighborhood Association*  
*Mukul Malhotra, MIG, Inc.*  
*Krystin Ramirez, MIG, Inc.*  
*Matt Prosser, Economic Planning Systems (EPS)*  
*Sarah Serpas, COSA Planning Department*

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### Meeting Purpose

The objectives of this meeting were to:

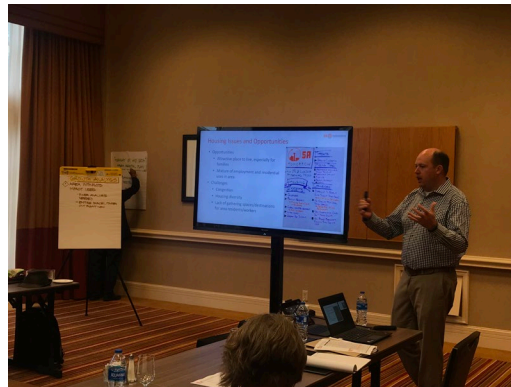
- Summarize of Issues and Opportunities from previous meeting
- Review Allocation Activity and Initial Preliminary Capacity Analysis from previous meeting
- Review Draft Housing Recommendations & Case Studies
- Review Draft Employment Recommendations & Case Studies

Feedback from this meeting will be used to refine housing and economic development recommendations for the plan. These draft recommendations, along with draft land use recommendations and future land use map will be presented to the public at the next community meeting on September 16, 2019 at Northwest Vista College from 5-7pm.

### Meeting Format

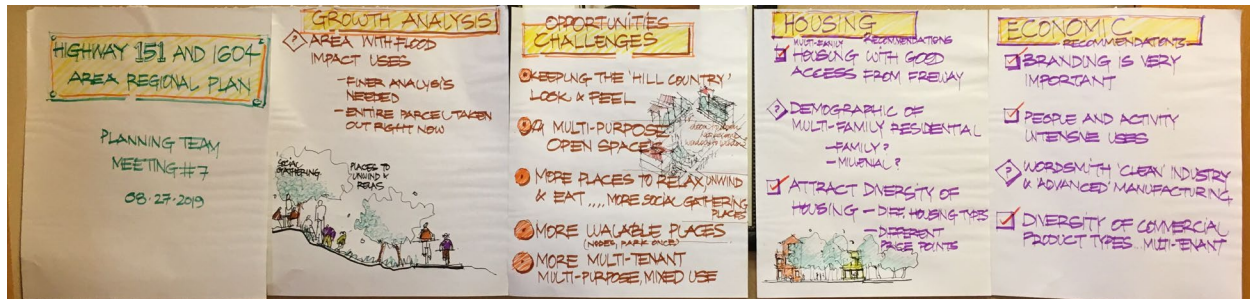
MIG, EPS, and COSA staff facilitated the meeting, and provided a presentation which guided the meeting agenda. The presentation can be found at the documents library on the plan website:

<https://highway151.sacomplan.com/documents/>



## Topics discussed

Notes from the discussion can be found in the graphic below, and are summarized in the below descriptions.



### Growth Analysis

In discussing the growth allocation activity and results from Matt’s analysis, the team stressed the importance of considering areas that will have flood impacts due to the topography of the area. In this first analysis, if a parcel had flood risk, it was removed from the “growth potential” allocation completely. This means that there could be additional developable area in the Regional Center with a finer-grained analysis.

### Opportunities and Challenges

Planning team members reviewed Matt’s summary of the previous meetings discussion of opportunities and challenges within the Regional Center. The following comments were gathered.

- Keeping the “Hill Country” look and feel
- Considerations around multi-purpose open spaces
- More places to relax, unwind and eat.. more social gathering spaces (even though many neighborhoods already have great places for gathering themselves)
- More livable places (“nodes” where someone could park once then walk around to many different places)
- More multi-tenant, multi-purpose mixed use (meaning places where small businesses could co-locate, and share resources or amenities. Planning team members also stressed that having places like this with retail or restaurants would also be a great addition for both the retail businesses and small business owners in the shared spaces)

### Case Studies

Matt then presented two case studies:

- South I-25 Corridor in Denver, CO
- Bridge Street District in Dublin, OH

These two case studies were successful developments that combined a suburban feel with more compact, mixed use development. Planning Team Members thought both case studies were great examples for the Highway 151 & Loop 1604 Regional Center. The case studies are summarized in the below slides.



## 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

## 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 Hoving 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

#### Brand:

Bridge Park

**BRIDGE PARK**  
DUBLIN, OH

#### Organizations:

City of Dublin, Crawford Hoving, 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

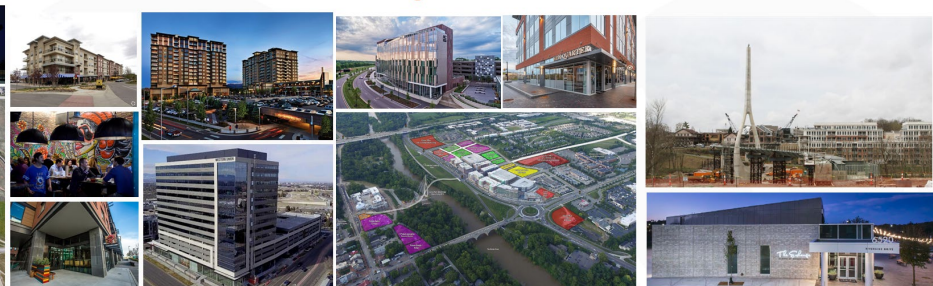
Tax Abatement Incentives, Community Development Charge, Tax Increment Financing, Hotel Bed Tax

South I-25 Corridor



SA TOMORROW

Bridge Park



SA TOMORROW



### *Draft Housing Recommendations*

Matt presented draft recommendations for housing strategies within the Regional Center, which are shown in the below slide from the presentation. Feedback included:

- When adding multi-family housing, do so where there is good access to the freeway or transportation
- Planning team members were interested in learning more about the demographic of people living in the current multi-family residential. Are they families? Are they young professionals or students?
- Planning team members were also interested in continuing to attract diverse housing types at various price points.

### 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

### *Draft Economic Development Recommendations*

Matt then presented Draft Economic Development recommendations for strategies within the Regional Center, which are shown in the below slide from the presentation. Feedback included:

- Planning team members stressed that branding is very important, and hoped to find a cohesive identity for the area. Many suggested continuing the “Westover Hills” branding
- Planning team members also liked that people and activity intensive uses would be separated from the single family neighborhoods within the area.
- There was some concern around the term “industry” in “clean industry” so additional wordsmithing will be necessary to come up with a better term. This was intended to mean non-polluting or disruptive industries, such as the data centers, but could be defined more specifically to not suggest new or noisy manufacturing uses.
- Planning team members were also interested in the idea of attracting multi-tenant office uses, such as a “WeWork” style of development into the area with shared amenities.



## 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

### Next Steps for Highway 151 and Loop 1604

This discussion will further refine the draft housing and economic development recommendations and capacity analysis which will be presented at the next meeting.

**The next planning team meeting is scheduled for the week of November 4<sup>th</sup> with location and date TBD.**

**The next public community meeting will be an open house format on Monday, September 16<sup>th</sup>, 2019 at Northwest Vista College from 5-7pm.**

More information about the upcoming meeting, materials from previous meetings, and other information can be found on the plan website: <https://highway151.sacompplan.com/>

If you have any questions please contact me:

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