

The logo features the letters 'SA' in a bold, orange, sans-serif font. To its right is a circular icon with an orange border containing a white silhouette of a city skyline with a prominent tower. Further right, the word 'TOMORROW' is written in a large, bold, grey, sans-serif font. Below 'TOMORROW', the words 'sub area planning' are written in a smaller, orange, sans-serif font.

**SA**  **TOMORROW**  
sub area planning

**NE I-35 and 410 Regional Center  
Planning Team**

Meeting #7

Wednesday, 28 August 2019

Wayland Baptist University

7:45 AM



Cambridge Systematics, Inc.

Bowtie

Economic & Planning Systems, Inc.

Auxiliary Marketing Services

Mosaic Planning and Development Services

SJPA

# NE I-35/410 Area Project Team

- Heather Yost, 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

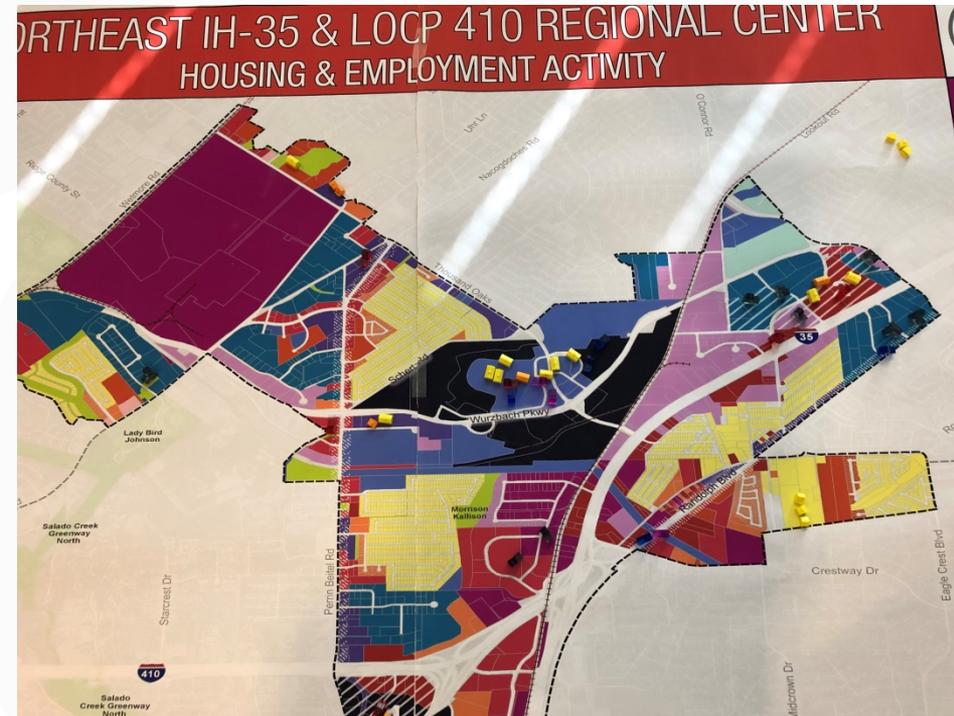
- ✓ **Meeting #1:** Kick-Off and Orientation; Sub-Area Plan Overview
- ✓ **Meeting #2:** Preliminary Identification of Opportunities of Challenges; Preliminary Visioning
- ✓ **Meeting #3:** Confirm Vision and Goals; Focus Areas and Corridors
- ✓ **Meeting #4:** Housing and Job Projections; Land Use (1 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

# SA TOMORROW

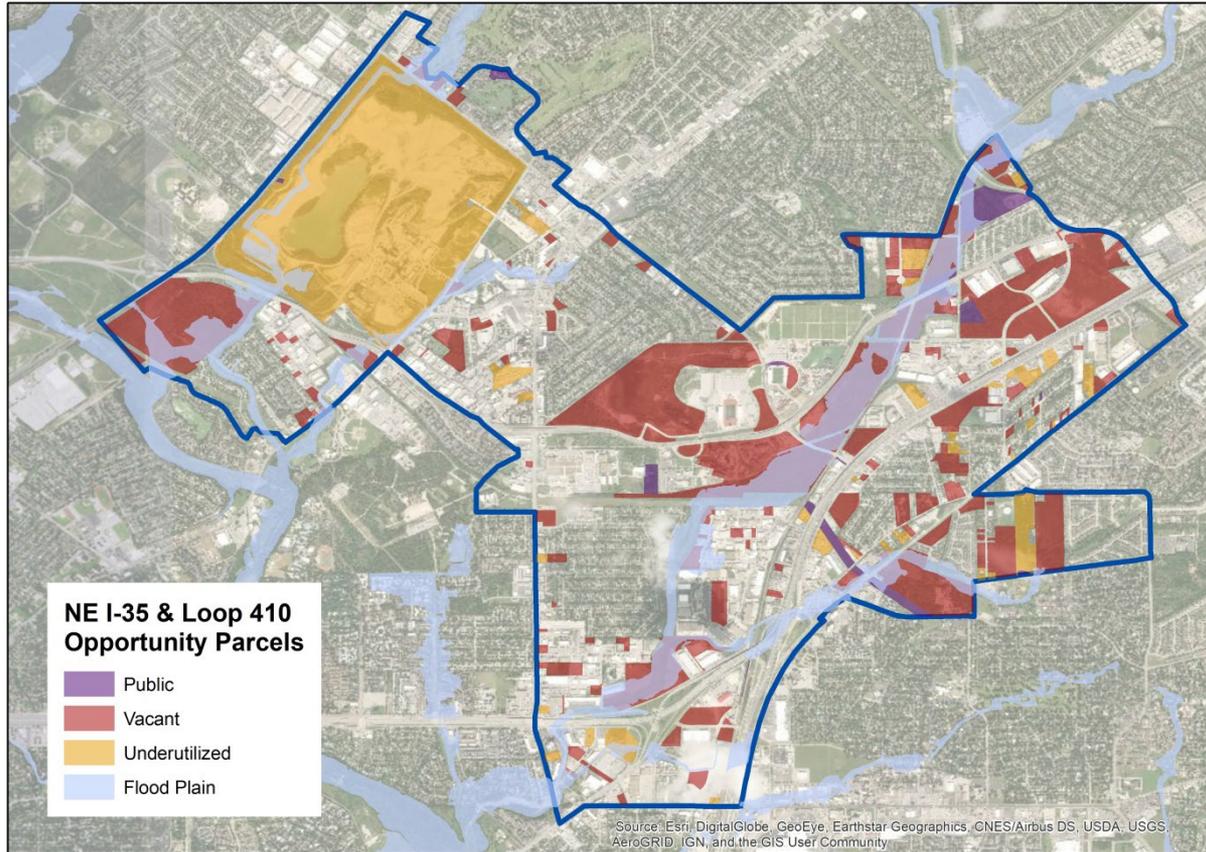
Summary of Allocation Activity and  
Capacity Analysis

# Summary of Allocation Activity

- Limited areas for lower density housing
- Longhorn Quarry a major opportunity
- Wurzbach Parkway connection will impact future land use pattern



# Growth Capacity



- 480 vacant acres
- 60 under-utilized acres

# Initial/Preliminary Capacity Analysis

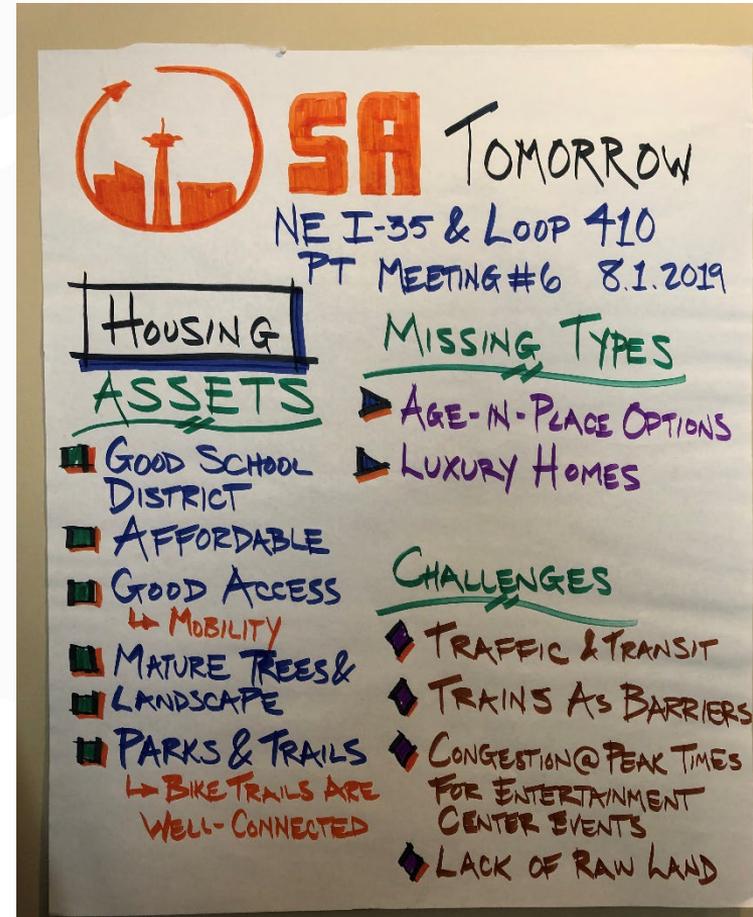
- Estimate acre demand
  - Residential – 95 acres
  - Employment – 325 acres
  - **Total – 420 acres**
- Estimated acre supply
  - Floodplain Impacts – 430 acres
  - All (w/ flood impacts) – 975 acres
  - All (w/o flood impacts) – 540 acres
- Concerns
  - Floodplain impacts some parcels which will diminish 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
    - Good schools
    - Central location
    - Proximity parks and trails
- Challenges
  - Traffic, transportation, and train barriers
  - Lack of areas for growth



# Economic Issues and Opportunities

- Opportunities
  - Diverse economic base
  - Superior location and access
  - Recreation and entertainment options
  - Financing tools
- Challenges
  - Wurzbach future and connectivity
  - Competition from other areas
  - Lack of awareness



# 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

# 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



# Railyards Sacramento

- Redevelopment of former rail yards north of downtown Sacramento
  - 244-acre project is one of the largest urban infill projects in the country
  - Planned for 1 million sf of retail, 5 million sf of office, commercial, hospitality, entertainment, and 6,000 residential units
- Area was former industrial area with significant environmental remediation needs
- Distinct Attractions
  - Soccer Stadium
  - Central Shops District
  - Kaiser Permanente Hospital
  - Mixture of housing

## **Brand:**

Railyards

## **Organizations:**

City of Sacramento, Downtown Sacramento Partnership, DRV Venture LLC

## **Anchor Institutions:**

MLS soccer stadium, Kaiser Permanente Hospital

## **Urban Design/Planning:**

Mixed-use entertainment center, connection to river, historic building reuse and rehabilitation

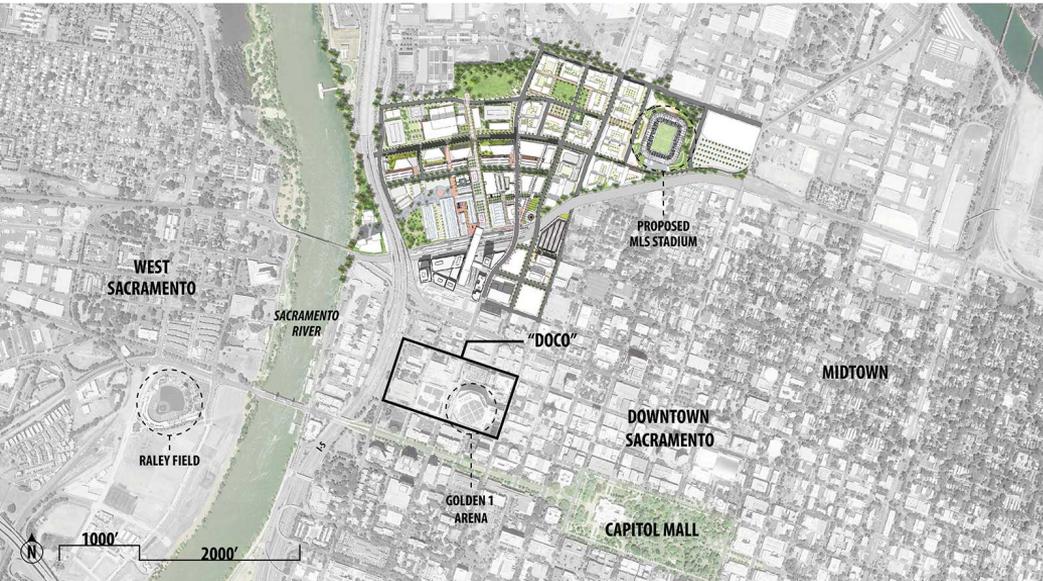
## **Transportation:**

Intermodal transportation center, trunk street network

## **Finance/Incentives**

Impact fee program, community facilities district, tax increment financing, public-private partnership

# Railyards Sacramento



## Economic Development Recommendations

- Create a live/work/play destination at the Longhorn Quarry.
- Promote the area as a destination for health care and entertainment for those with disabilities.
- Support the growth of area as a destination by attracting uses that support the visitor experience and provide opportunities for more frequent and varied visits to the area.
- Facilitate reinvestment and increased employment activity in existing industrial areas focusing on small-scale manufacturing, local distribution, and showrooming/design services.
- Encourage reinvestment and redevelopment of aging retail areas in mixed use areas.

# Housing Recommendations

- Attract and focus higher-density housing to mixed-use and entertainment centers
- Attract a greater diversity of housing product types
- Support reinvestment in neighborhoods and existing homes
- Connect and orient neighborhoods and housing to area parks, greenways, and open spaces

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Next Steps



# Coming Up...

Community Meeting #2

**Thursday, September 19 from 5:30 – 7:30 PM**

The Tool Yard, 10303 Tool Yard, SATX 78284

(East and West Assembly Halls)

Next Planning Team Meeting #8: Mobility

**Week of November 4th**