Downtown Bulverde Village Vision

Bulverde City Council

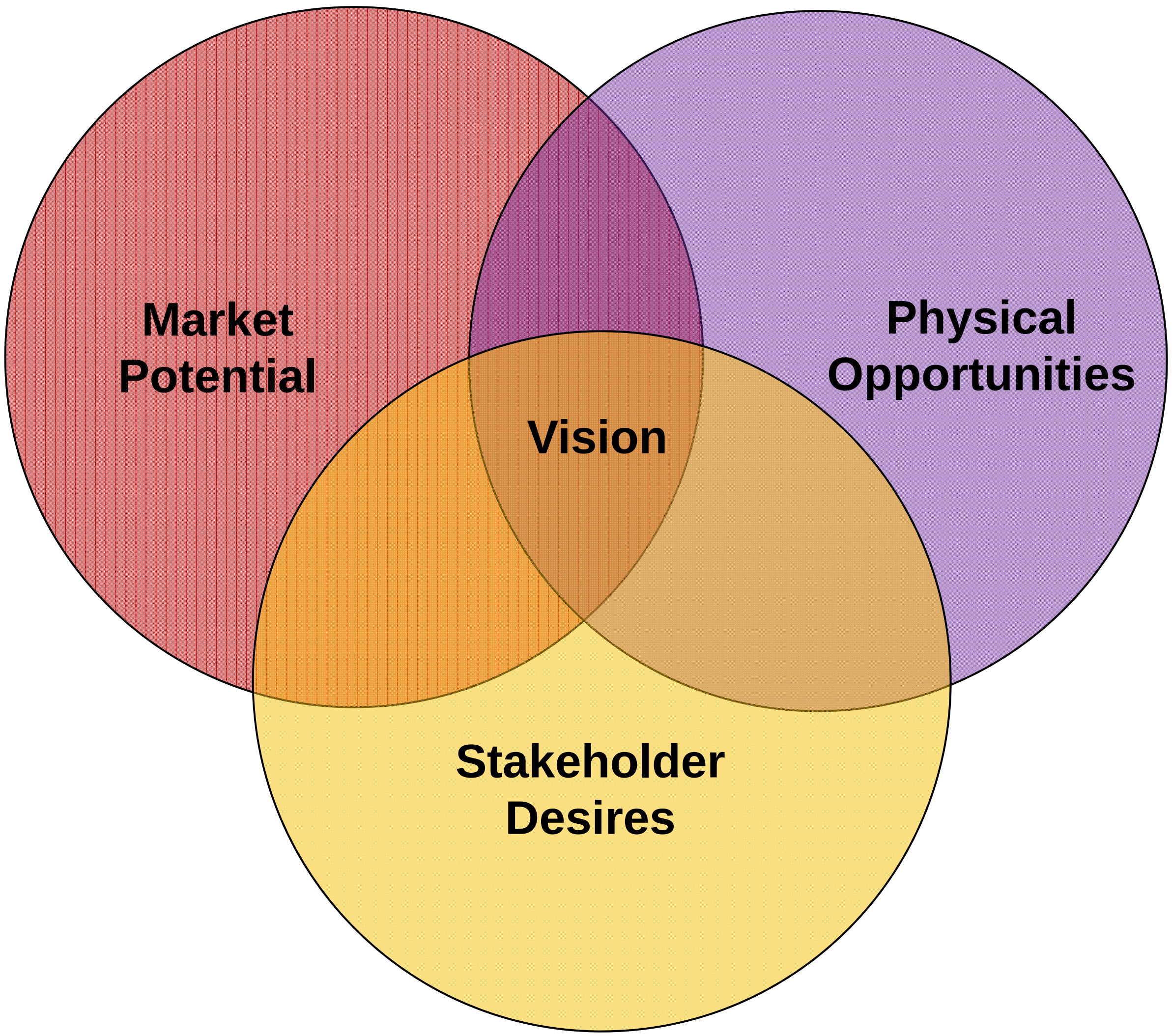
August 12, 2014

Agenda

- Project Planning Process
- Market Potential
- Physical Opportunities
- Stakeholder Desires
- Next Steps

Project Planning Process

Project Planning Process



Market Potential

Purpose of Market Analysis

- Provides a “reality check” for the planning process
- Ensures that land use decisions are grounded in market and economic reality
- Offers an independent, third-party, “story to tell” to public and private development / investment partners

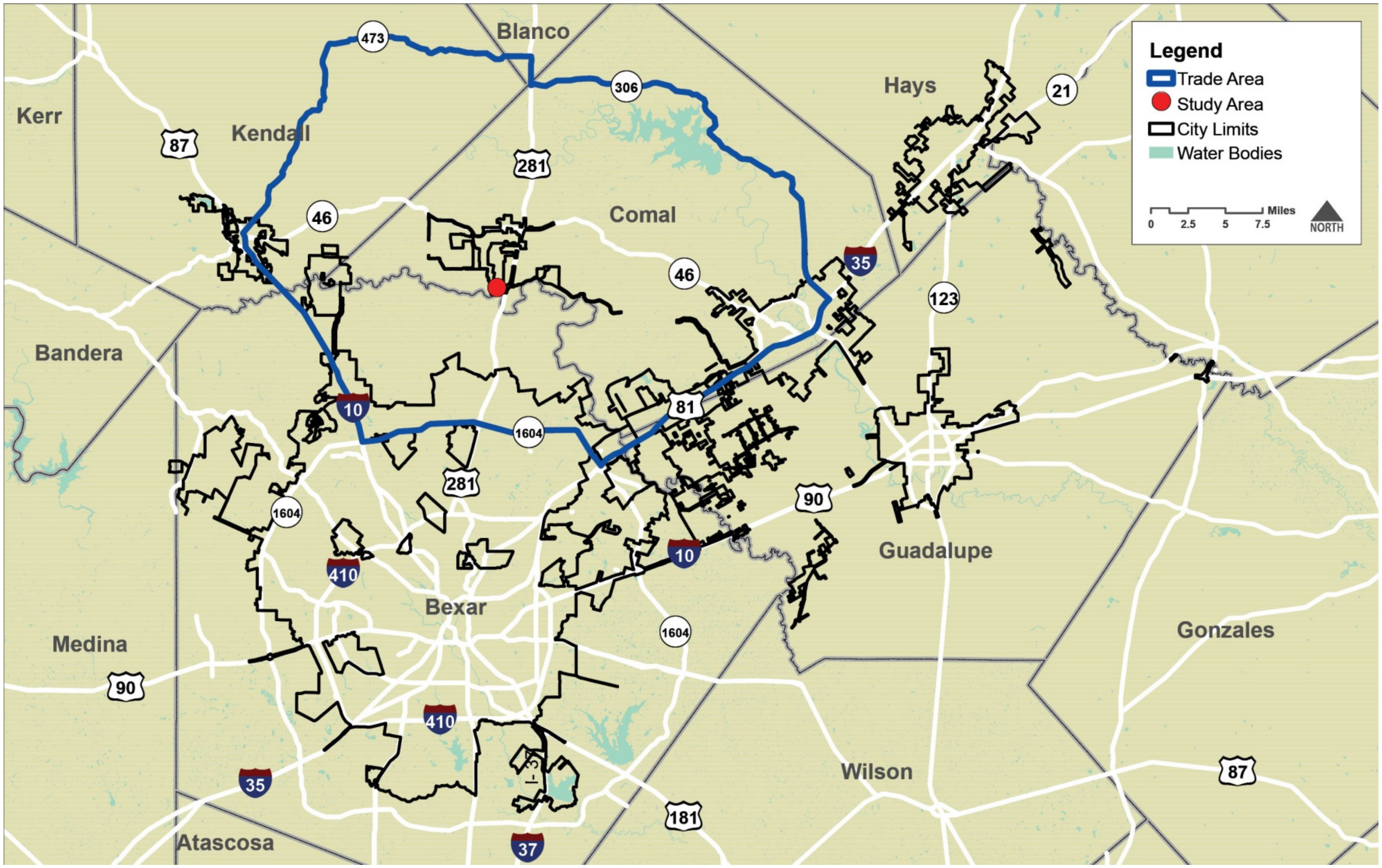
Trade Area Determination

Trade Area determined by:

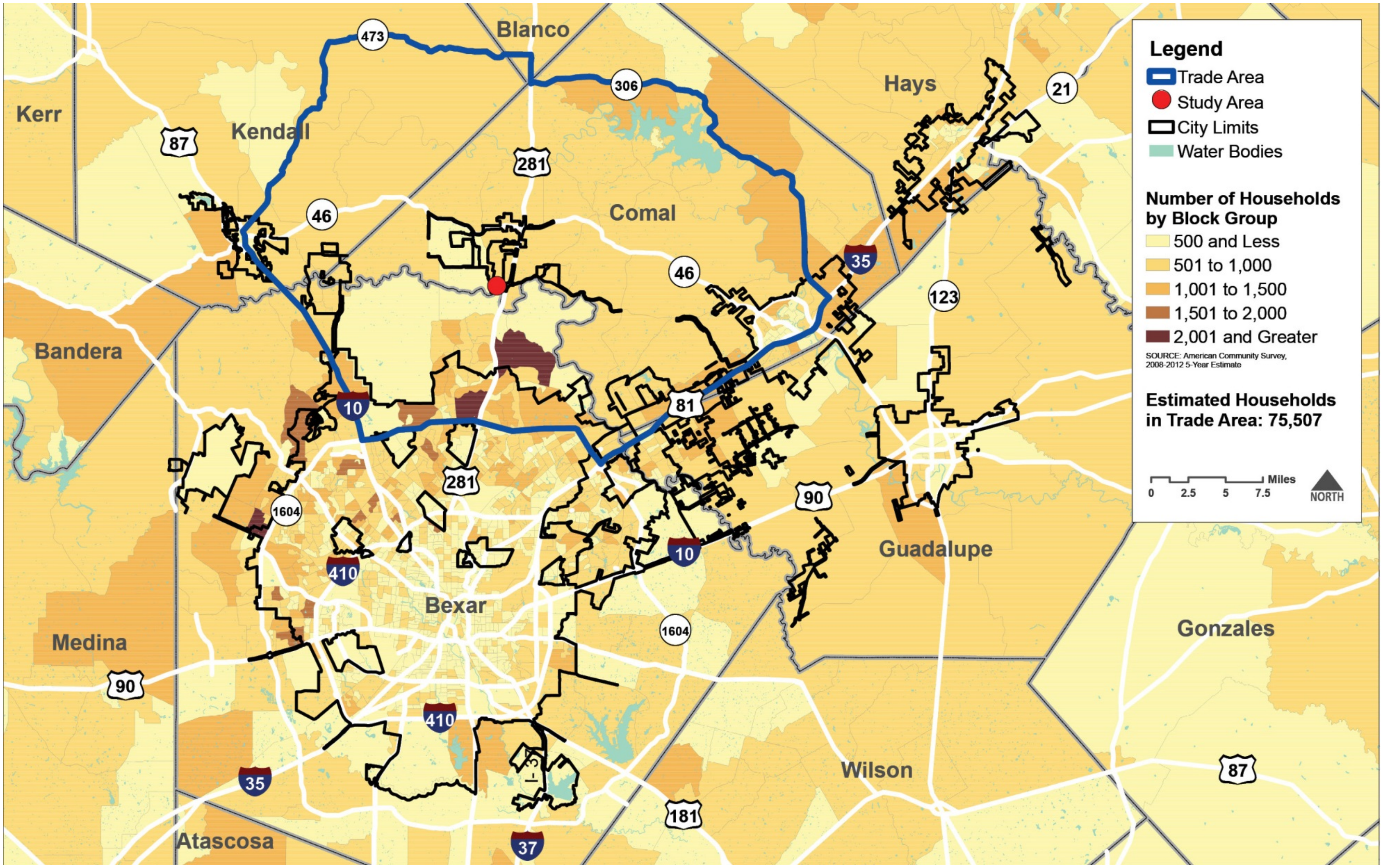
- Physical / psychological barriers
- Presence of activity generators
- Travel patterns and thoroughfares
- Competition

Trade Area includes:

- Most of Comal and part of Bexar Counties
- North San Antonio Suburbs



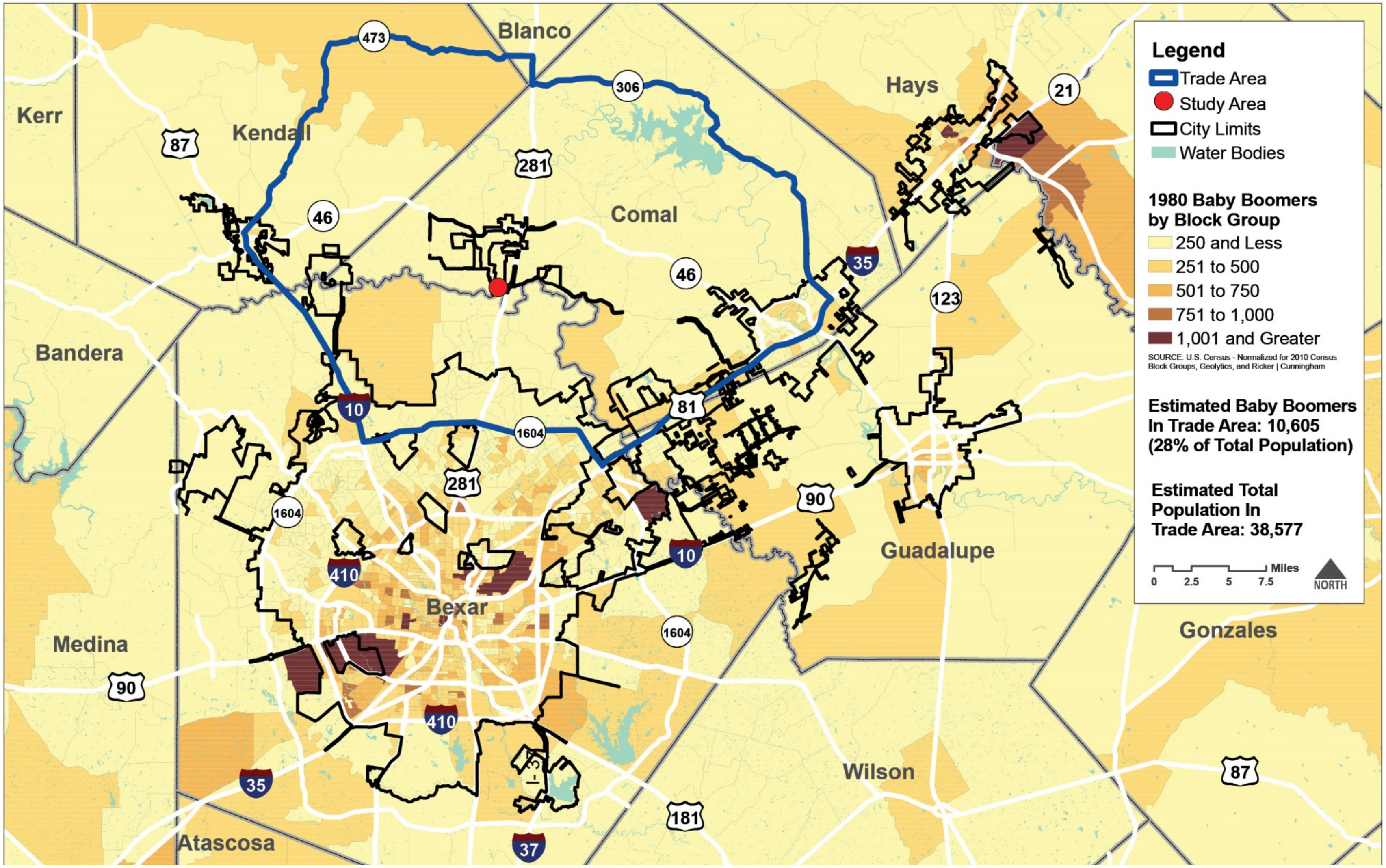
Households



Legend
Trade Area
Study Area
City Limits
Water Bodies
Number of Households by Block Group
500 and Less
501 to 1,000
1,001 to 1,500
1,501 to 2,000
2,001 and Greater
SOURCE: American Community Survey, 2008-2012 5-Year Estimate
Estimated Households in Trade Area: 75,507
Miles
0 2.5 5 7.5
NORTH
Blanco
Kerr
Kendall
Hays
Comal
Bandera
Bexar
Guadalupe
Medina
Gonzales
Wilson
Atascosa
473
306
87
281
46
21
35
123
10
81
1604
90
410
37
181

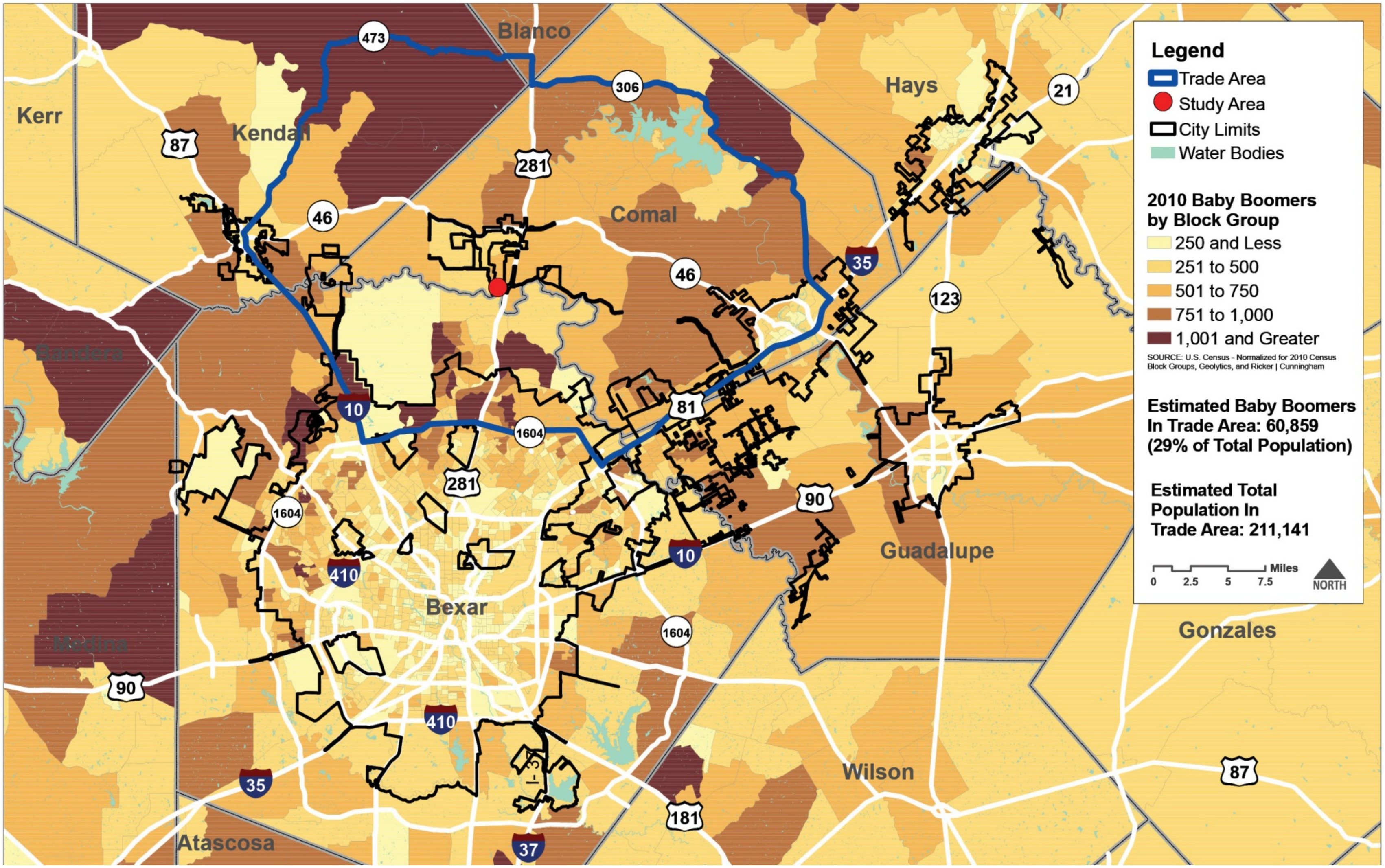
Age Cohort Shifts

1980 Baby Boomers (Born 1946 to 1964)



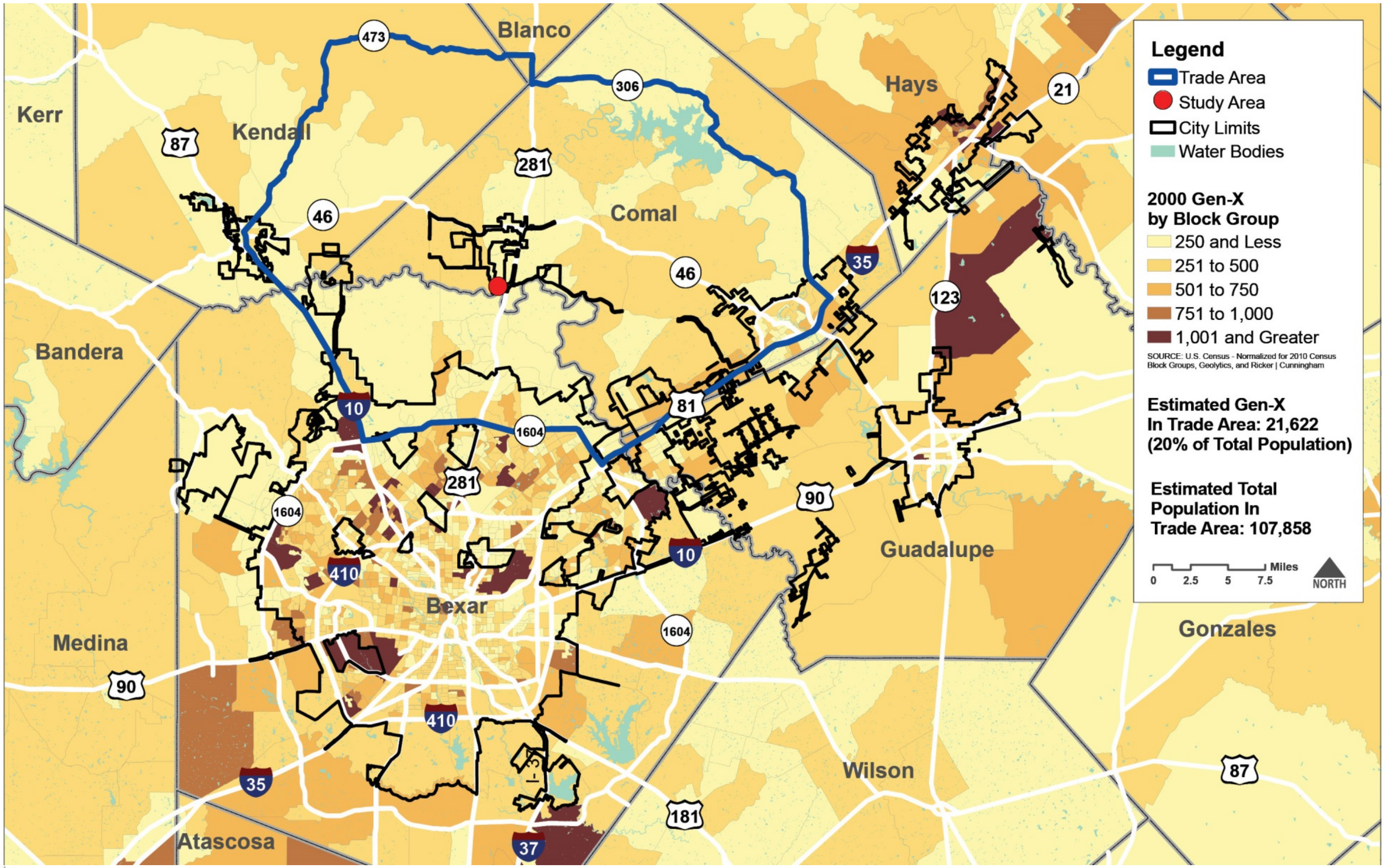
Age Cohort Shifts

2010 Baby Boomers (Born 1946 to 1964)



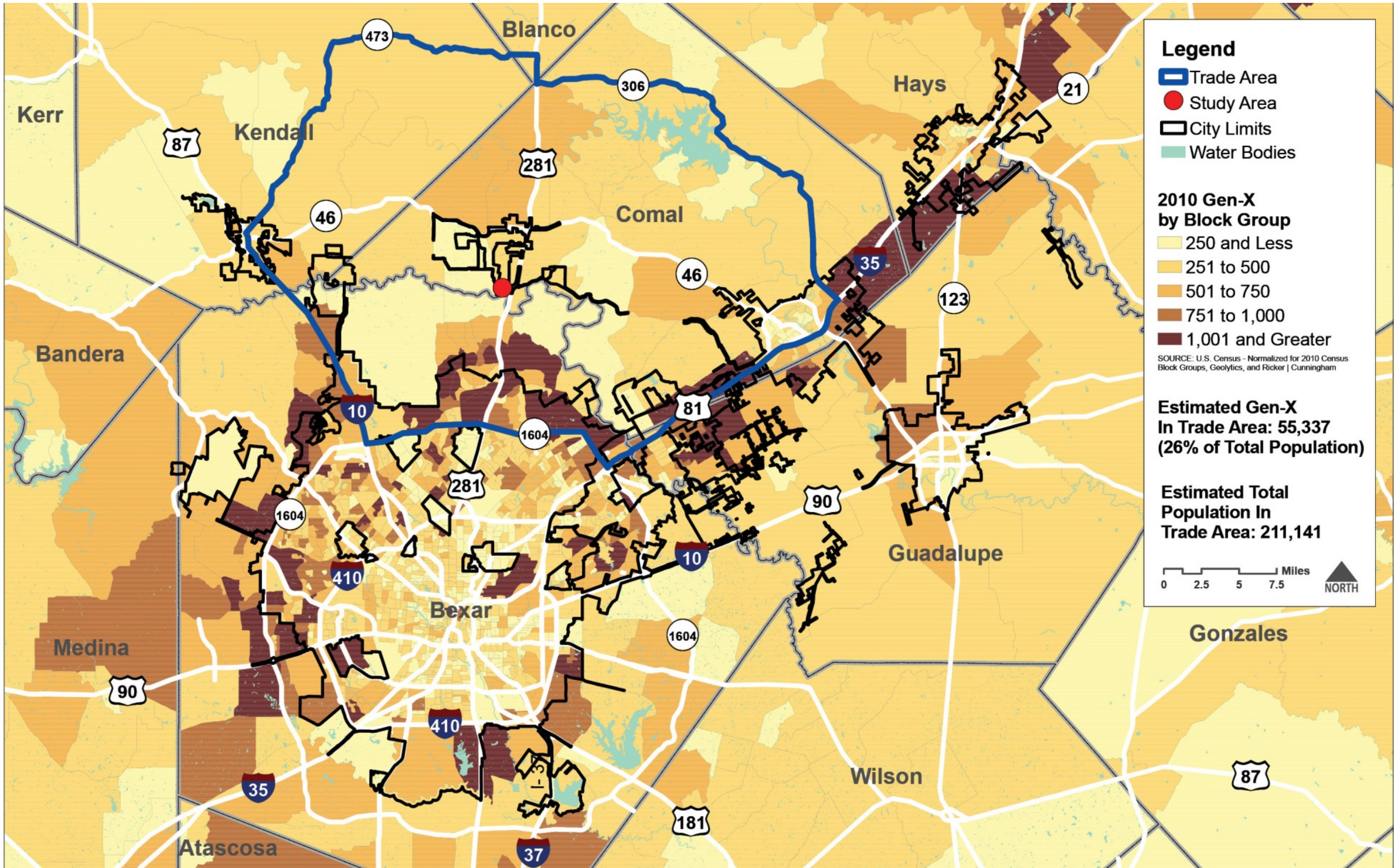
Age Cohort Shifts

2000 Generation X (Born 1968 to 1979)



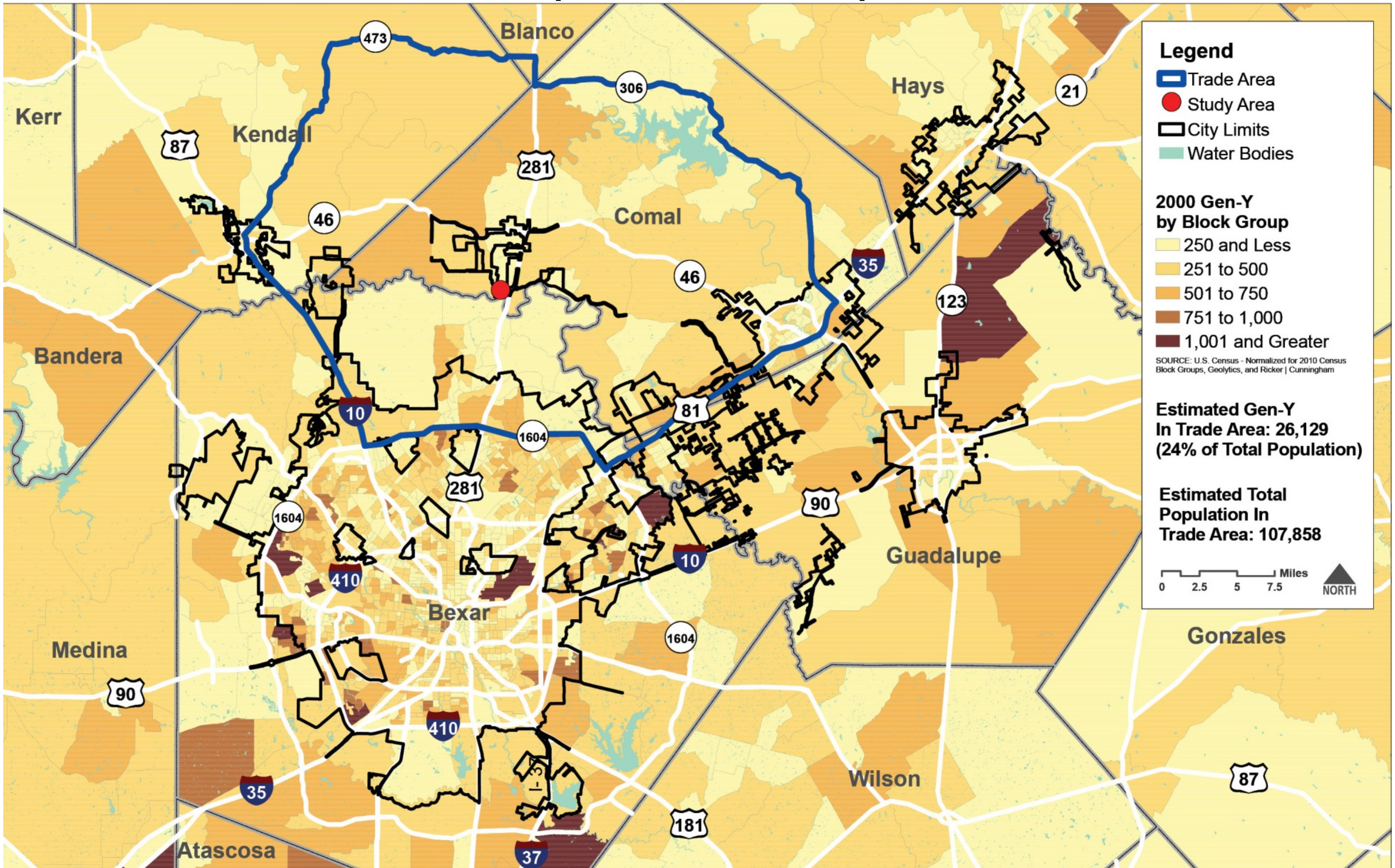
Age Cohort Shifts

2010 Generation X (Born 1968 to 1979)



Age Cohort Shifts

2000 Generation Y—"Millenials" (Born 1977 to 1994)



Age Cohort Shifts

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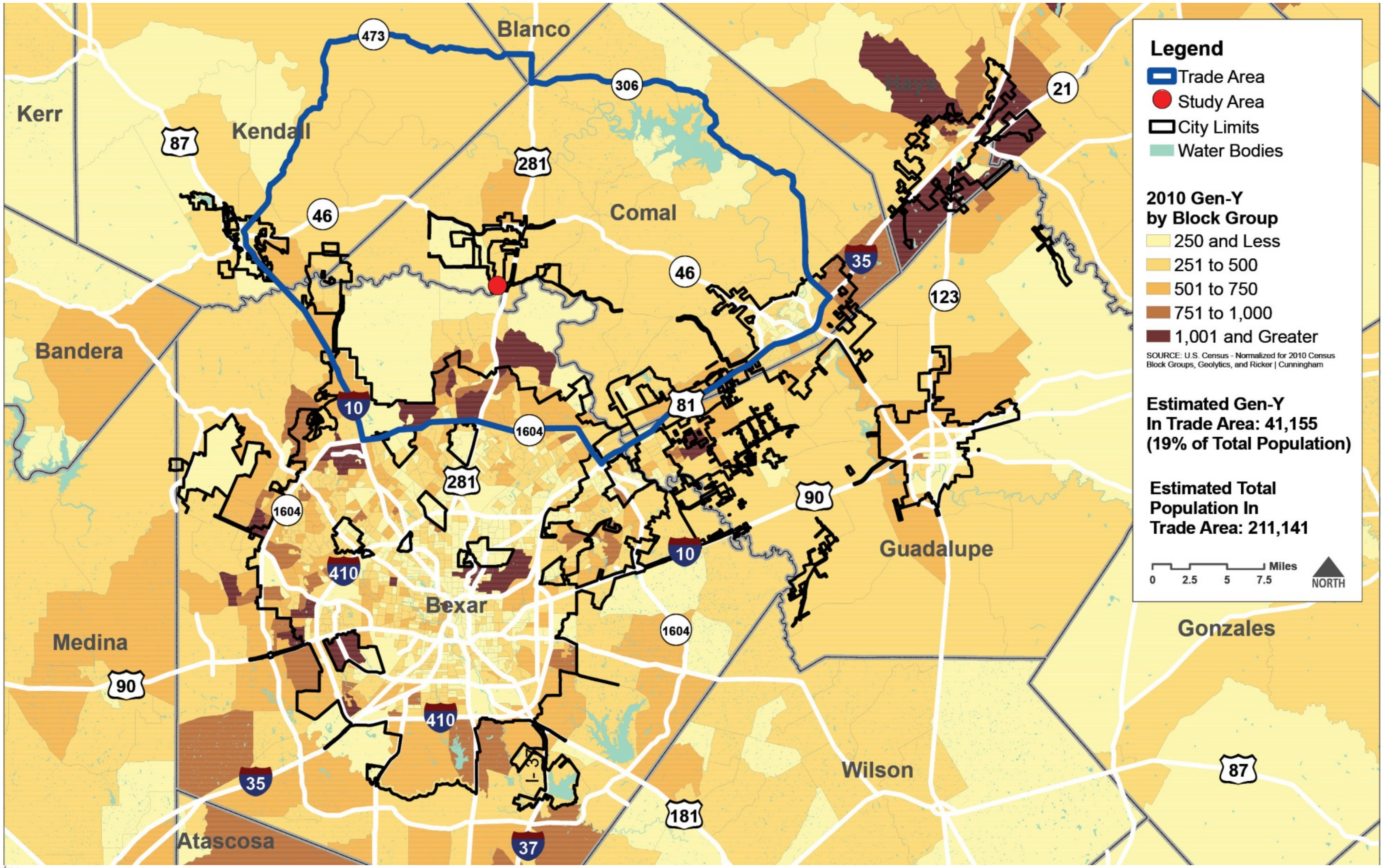
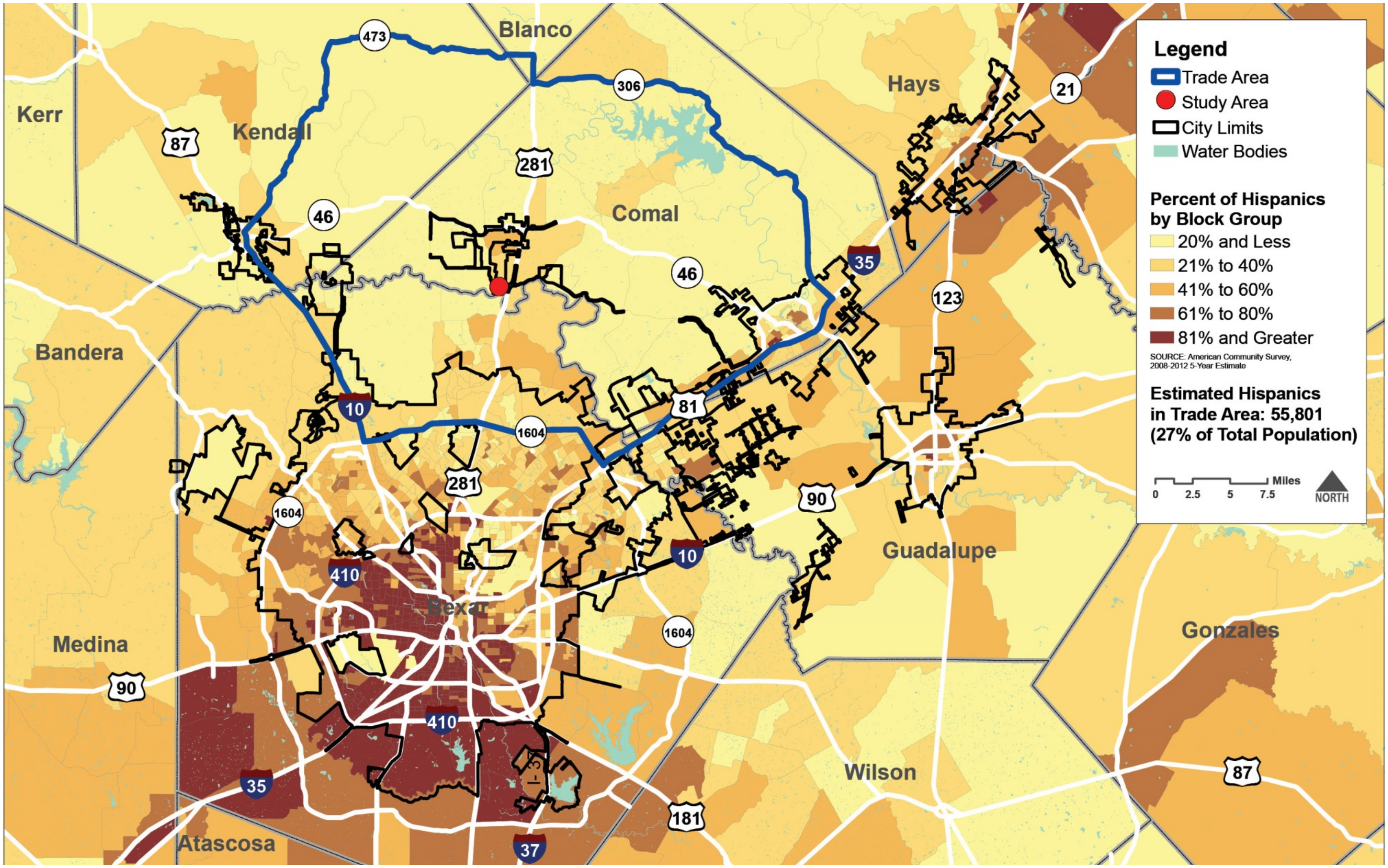
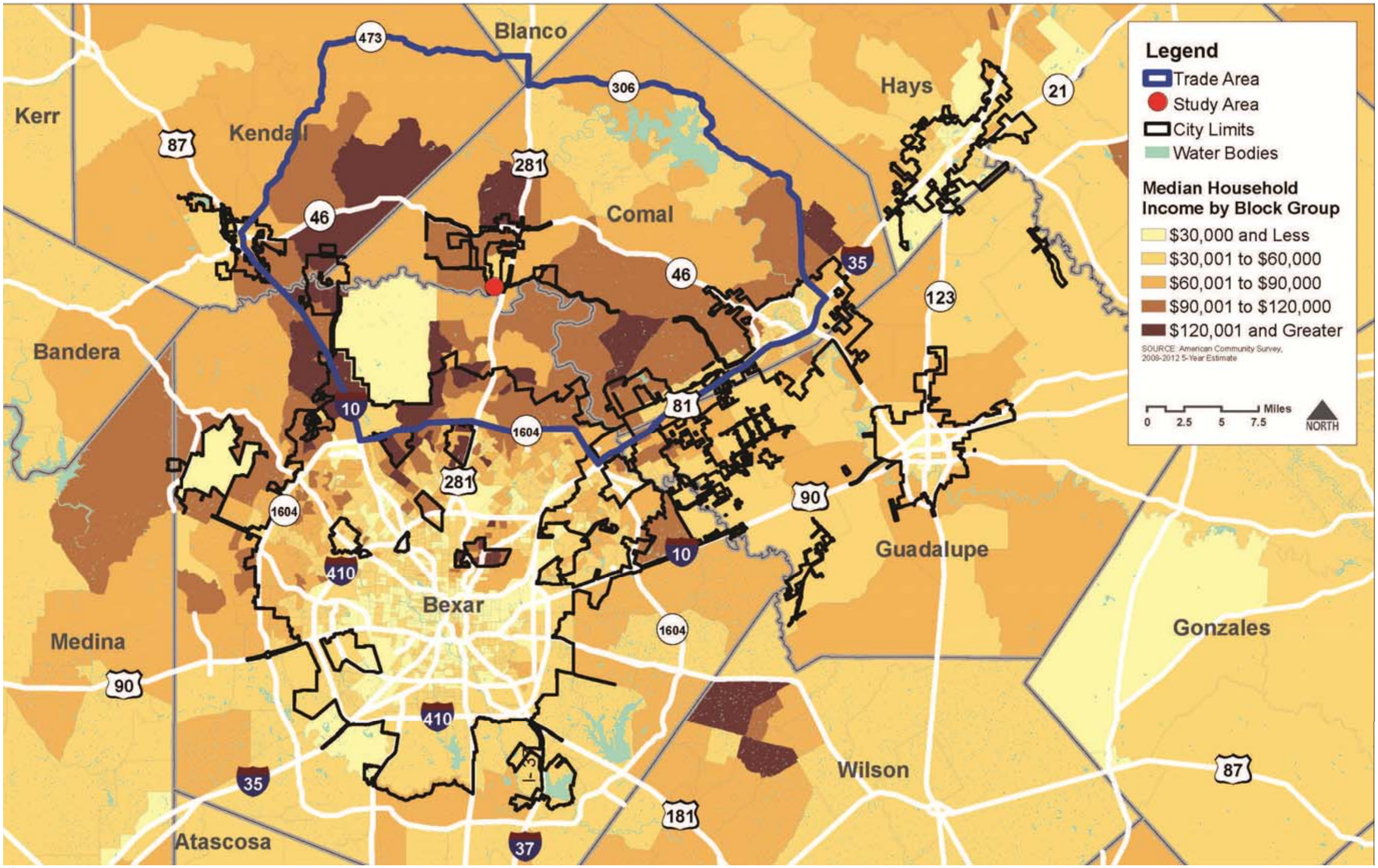


Ethnicity (Hispanic)



Median Household Income



Demographic Overview

- Over the last 4 years, the Trade Area has grown at a rate over twice that of the Metro Area overall.
- The Trade Area's average household size is lower than the Metro Area overall. Not surprisingly, the Trade Area has a higher share of one- and two-person households. However, the significantly lower share of renter households indicates a high concentration of smaller, though affluent, households.
- The Trade Area's age profile skews toward either end of the age group range, with a higher degree of school-age children and a higher share of persons age 65 and over. The Trade Area has a significantly higher median age than the Metro Area overall.

2014 Estimates unless noted	Bulverde Trade Area	Greater San Antonio Metro Area
2010 Population	183,542	2,142,508
2014 Population	210,484	2,292,310
Annual Population Growth (2010-2014)	3.5%	1.7%
Average Household Size	2.80	2.92
% 1- and 2-Person Households	60%	57%
Percent Renters	23%	35%
Percent Age 65+	13%	11%
Percent Age <18	25%	21%
Median Age	39.0	33.7

Source: U.S. Census Bureau; San Antonio/Bexar County Metropolitan Planning Organization; Alamo Area Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Demographic Overview (cont'd)

- The Trade Area has a significantly higher degree of college-educated residents, as compared to the Metro Area overall.
- Incomes in the Trade Area are also substantially higher than those for the Metro Area.
- The Trade Area's ethnic profile shows lower degrees of Hispanic and African-American residents, and a higher degree of Asian-American residents, as compared to the Metro Area.

2014 Estimates unless noted	Bulverde Trade Area	Greater San Antonio Metro Area
2012 Percent w 4-yr College Degree	34%	25%
2012 Percent Self-Employed (16+)	10%	10%
Median Household Income	$84,600	$51,900
Per Capita Income	$32,400	$21,800
Percent with Income <$25K	11%	26%
Percent with Income $100K+	42%	18%
Percent Hispanic (of any race)	29%	52%
Percent African-American	4%	6%
Percent Asian	4%	2%

Source: U.S. Census Bureau; San Antonio/Bexar County Metropolitan Planning Organization; Alamo Area Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Psychographic Overview

- Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. PRIZM (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of 65 distinct market segments
- Commercial retail developers are interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types
- The Bulverde Trade Area is dominated by upper class psychographic segments, indicating high incomes and high disposable retail spending. In fact, nearly 2/3 of Trade Area households fall into PRIZM's top income/wealth segments.

Lifestyle Segment	Area Households	% of Total Households	U.S. Index=100*
God's Country	9,504	12.5%	505.3
Movers and Shakers	3,530	4.6%	444.6
Executive Suites	2,839	3.7%	673.3
Home Sweet Home	2,455	3.2%	184.6
Greenbelt Sports	2,033	2.7%	158.8
Younger Years Subtotal	**20,361**	**26.8%**	**--**
Winner's Circle	10,526	13.9%	1,316.3
Country Squires	7,867	10.4%	566.8
Kids and Cul-de-Sacs	4,385	5.8%	370.7
Blue Blood Estates	2,718	3.6%	388.7
Big Sky Families	1,180	1.6%	84.9
Family Life Subtotal	**26,676**	**35.1%**	**--**
Big Fish, Small Pond	5,485	7.2%	386.5
Traditional Times	3,693	4.9%	119.1
Upper Crust	2,055	2.7%	150.5
Simple Pleasures	1,844	2.4%	72.7
Middleburg Managers	1,676	2.2%	59.9
Mature Years Subtotal	**14,753**	**19.4%**	**--**
Total Above Segments	**61,790**	**81.4%**	**--**
Total Trade Area	**75,942**	**100.0%**	**--**

* Indicates concentration of this segment relative to U.S. average. A segment index of 200 would mean that this group contains 2 times the concentration of employees/households compared to the average U.S. community.

Source: Claritas, Inc. and Ricker | Cunningham.

Residential Market Demand (10-Yr)

Residential Demand Analysis								
Bulverde Trade Area			Households	2014	75,942			
10-yr Demand Estimates				2019	88,038		Annual Growth Rate	3.0%
				2029	102,060			
			Household Growth (2014-24)		26,118		Adjust for 2nd homes, demolition, vacancy	1.0%
			Adjusted Unit Requirement		26,379		% Rental	25%
					Trade Area Demand from New Households (10-yr)			
Household Income Range (2010 dollars)	Approximate Rent Range	Supportable Home Price Range	Current Households in Income Bracket	New Households by Income Bracket	Total Units	Estimated % Rental	Total Rental Units	Total Ownership Units
up to $15K	up to $375	up to $75K	5%	5%	**1,319**	90%	1,187	132
$15-25K	$375 - $625	$75 to $100K	6%	6%	**1,583**	85%	1,345	237
$25-35K	$625 - $875	$100 to $150K	7%	7%	**1,847**	75%	1,385	462
$35-50K	$875 - $1,000	$150 to $200K	10%	9%	**2,374**	45%	1,068	1,306
$50-75K	$1,000+	$200 to $250K	17%	17%	**4,484**	15%	673	3,812
$75-100K	$1,000+	$250 to $350K	12%	13%	**3,429**	10%	343	3,086
$100-150K	$1,000+	$350 to $500K	20%	20%	**5,276**	8%	422	4,854
$150K and up	$1,000+	$500K and up	23%	23%	**6,067**	3%	182	5,885
Totals			**100%**	**100%**	**26,379**	**25%**	**6,605**	**19,774**

Source: U.S. Census; San Antonio/Bexar County MPO; Alamo Area COG; Claritas, Inc.; and Ricker Cunningham.

- The Bulverde Trade Area has the opportunity to realize significant growth in residential development activity over the next 10 years – potentially adding over 26,000 new housing units, approximately 25% of which could be rental housing.

Retail Market Demand (10-Yr)

Trade Area Demand – Existing Leakage

Retail Category	Estimated 2014 Household Retail Demand	Estimated 2014 Retail Sales (Supply)	Estimated 2014 Retail Void (Leakage)	Estimated Retail Sales/s.f.	New Retail Space Needed to Recapture Void/Leakage
Furniture & Home Furnishings	$67,746,695	$102,129,527	$0	$275	0
Electronics & Appliance	$56,301,359	$39,830,196	$16,471,163	$300	54,904
Bldg Materials, Garden Equipment	$314,652,611	$435,638,868	$0	$375	0
Food & Beverage (Grocery)	$323,897,699	$243,163,524	$80,734,175	$450	179,409
Health & Personal Care	$156,423,875	$168,238,175	$0	$400	0
Clothing and Accessories	$153,341,576	$140,558,264	$12,783,312	$300	42,611
Sporting Goods,Hobby, Book, Music	$59,562,257	$44,598,934	$14,963,323	$300	49,878
General Merchandise	$337,696,646	$283,743,327	$53,953,319	$375	143,876
Miscellaneous Stores	$75,914,578	$55,733,474	$20,181,104	$275	73,386
Foodservice & Drinking Places	$308,054,592	$385,159,254	$0	$425	0
Total	**$1,853,591,888**	**$1,898,793,543**	**$199,086,396**		**544,063**

Source: San Antonio/Bexar County MPO; AACOG; Claritas, Inc.; Urban Land Institute; and Ricker Cunningham.

- Support for retail space is derived from two sources – the "recapture" of expenditures by residents of the Trade Area that occur <u>outside</u> the Trade Area referred to as "leakage"; and expenditures by new residents of the Trade Area resulting from household growth. As shown here, there is a significant level of "leakage" among several retail categories, potentially supporting an additional 544,000 square feet of space.

Retail Market Demand (10-Yr)

Trade Area Demand – New Household Growth

Retail Category	Estimated 2014 Household Retail Demand	Estimated 2014 Retail Sales (Supply)	Annual Household Growth Rate (2014-2024)	Net New Household Retail Demand	New Retail Space Needed for Household Growth
Furniture & Home Furnishings	$67,746,695	$102,129,527	3.0%	$54,611,372	198,587
Electronics & Appliance	$56,301,359	$39,830,196	3.0%	$45,385,158	151,284
Bldg Materials, Garden Equipment	$314,652,611	$435,638,868	3.0%	$253,645,005	676,387
Food & Beverage (Grocery)	$323,897,699	$243,163,524	3.0%	$261,097,574	580,217
Health & Personal Care	$156,423,875	$168,238,175	3.0%	$126,095,043	315,238
Clothing and Accessories	$153,341,576	$140,558,264	3.0%	$123,610,367	412,035
Sporting Goods,Hobby, Book, Music	$59,562,257	$44,598,934	3.0%	$48,013,805	160,046
General Merchandise	$337,696,646	$283,743,327	3.0%	$272,221,060	725,923
Miscellaneous Stores	$75,914,578	$55,733,474	3.0%	$61,195,594	222,529
Foodservice & Drinking Places	$308,054,592	$385,159,254	3.0%	$248,326,267	584,297
Total	**$1,853,591,888**	**$1,898,793,543**		**$1,494,201,245**	**4,026,542**

Source: San Antonio/Bexar County MPO; AACOG; Claritas, Inc.; Urban Land Institute; and Ricker Cunningham.

- Expenditures by new residents of the Trade Area over the next 10 years could support 4 million square feet of new space.

Retail Market Demand (10-Yr)

Trade Area Demand – Total

Retail Category	New Retail Space Needed to Recapture Void/Leakage	New Retail Space Needed for Household Growth	Total 10-Year New Trade Area Retail Demand (s.f.)
Furniture & Home Furnishings	0	198,587	198,587
Electronics & Appliance	54,904	151,284	206,188
Bldg Materials, Garden Equipment	0	676,387	676,387
Food & Beverage (Grocery)	179,409	580,217	759,626
Health & Personal Care	0	315,238	315,238
Clothing and Accessories	42,611	412,035	454,646
Sporting Goods,Hobby, Book, Music	49,878	160,046	209,924
General Merchandise	143,876	725,923	869,798
Miscellaneous Stores	73,386	222,529	295,915
Foodservice & Drinking Places	0	584,297	584,297
Total	**544,063**	**4,026,542**	**4,570,605**

Source: San Antonio/Bexar County MPO; AACOG; Claritas, Inc.; Urban Land Institute; and Ricker Cunningham.

- Collectively, the recapture of lost dollars and capture of new dollars could result in the addition of over 4.5 million square feet of retail space in the Trade Area over the next 10 years.

Office Market Demand (10-Yr)

Trade Area Demand

Industry Category	Estimated 2014 Employees	Estimated Growth Rate 2014-2024	Estimated 2024 Employees	Estimated New Employees	Estimated % in Office Space	Estimated Net New Office Employees	Sq Ft per Office Employee	Estimated 10-yr Office Demand
Natural Resources, Mining and Construction	7,899	2.7%	10,310	2,411	40%	965	200	192,902
Manufacturing	3,424	2.3%	4,298	874	5%	44	200	8,741
Trade, Transportation and Utilities	14,777	2.6%	19,102	4,324	10%	432	200	86,485
Information	649	2.6%	838	190	80%	152	200	30,368
Financial Activities	8,648	2.9%	11,510	2,862	90%	2,576	200	515,150
Professional and Business Services	6,779	3.6%	9,655	2,876	80%	2,301	200	460,178
Educational and Health Services	6,700	4.2%	10,111	3,410	20%	682	200	136,408
Leisure and Hospitality	8,880	3.4%	12,406	3,526	10%	353	200	70,513
Other Services (includes Self-Employed)	3,871	2.8%	5,102	1,231	30%	369	200	73,868
Government	6,174	3.0%	8,297	2,123	30%	637	200	127,393
Totals	**67,800**	**3.1%**	**91,628**	**23,828**	**36%**	**8,510**	**200**	**1,702,005**

Source: San Antonio/Bexar County MPO; Texas Workforce Commission; Claritas, Inc.; and Ricker|Cunningham.

- Support for office space is derived from two sources – growth / expansion among existing users in the Trade Area; and the relocation of new companies into the market. Based on overall annual employment growth of 3.1%, the Trade Area could support an additional 1.7 million square feet of new office space over the next 10 years.

Demand Summary (10-Yr)

Total Trade Area Demand

Land Use Type	Trade Area Demand (10 Year)
Residential (Units):	
Single Family Detached	12,800
Single Family Attached	6,900
Rental Apartments	6,600
Non-Residential (Sq Ft):	
Retail	4,600,000
Office	1,700,000

Source: Ricker | Cunningham.

- Within the Trade Area serving the Bulverde market, there is expected to be significant growth over the next 10 years among all of the primary land uses and many of the product types within them.

Study Area Share of New Development/Redevelopment

Top Down Considerations

- **Demand** for certain land uses
- **Demographic and psychographic conditions** which support land uses
- Untapped **market niches** (product voids)
- **Competitive projects** (proposed, planned and under construction)

Bottom Up Considerations

- **Physical capacity** of the area
- **Vision** and desire for certain uses and product types
- **Parcel size**, **ownership** (public and private), owner **investment objectives**
- **Zoning** (and other regulations)

External Considerations

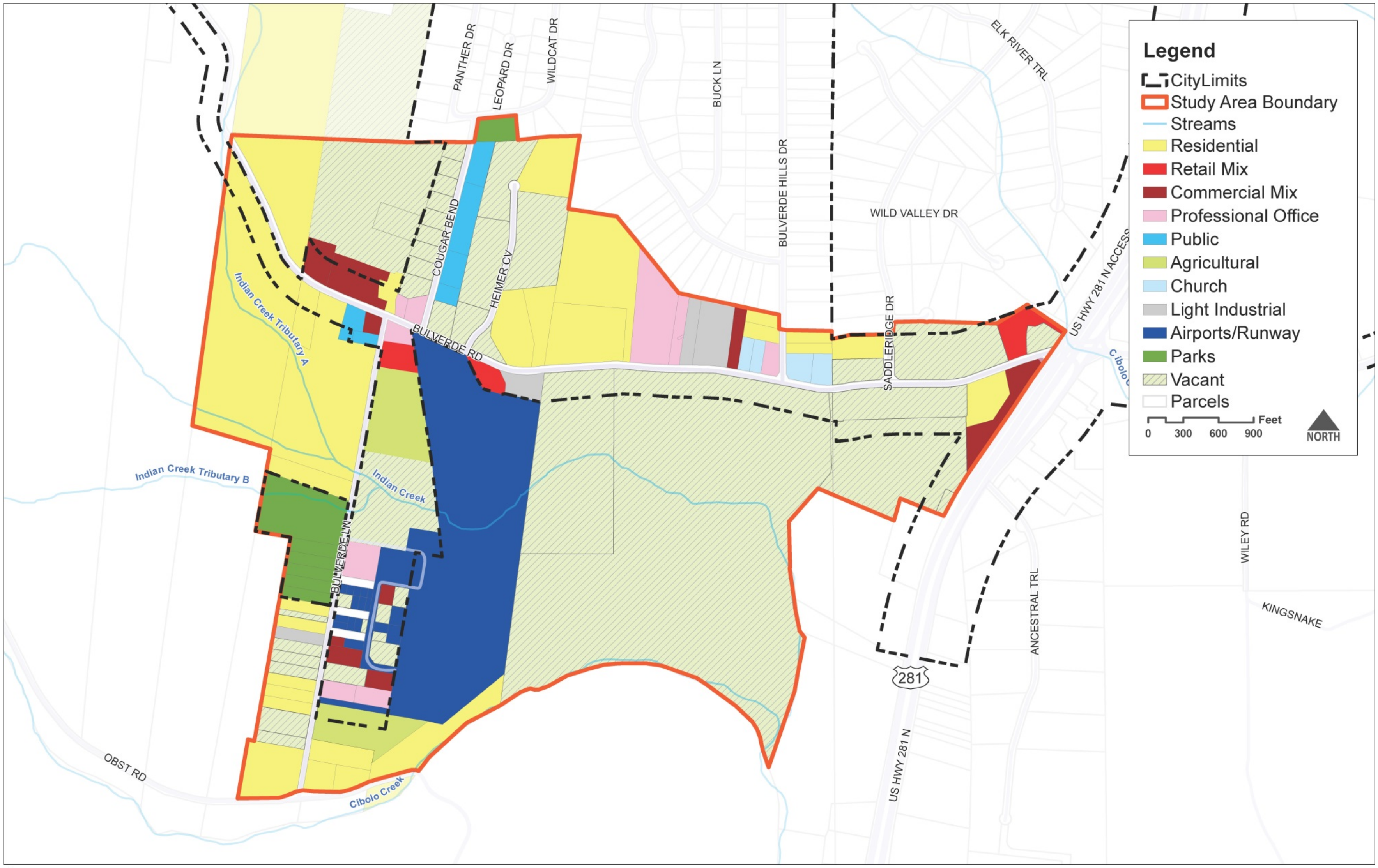
- **Delivery system** – property owners, developers, lenders, etc.
- **Financing markets** – availability of capital
- **Market forces** beyond those currently in the market

Other Considerations

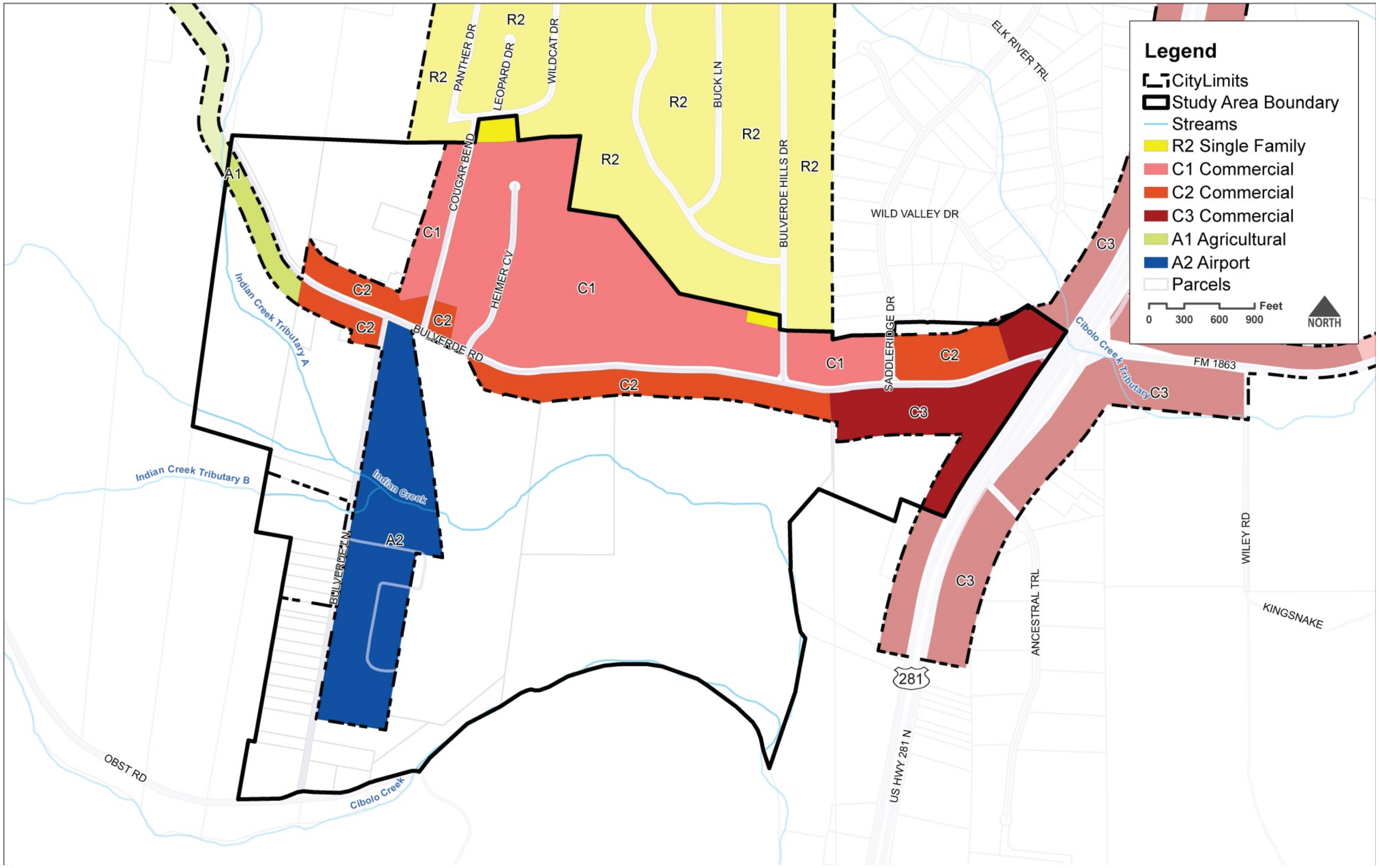
- **Public support** for a long-term vision

Physical Opportunities

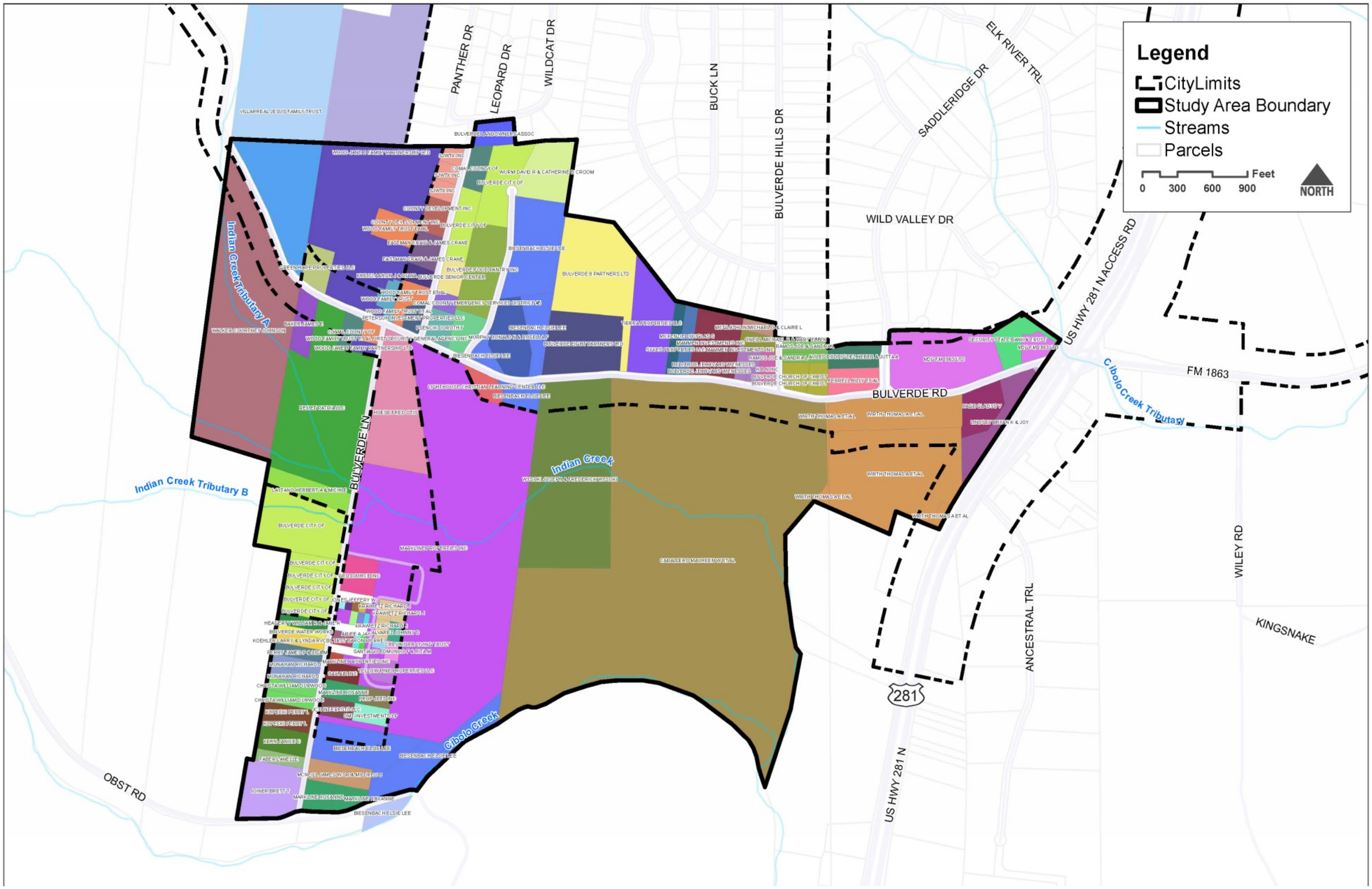
Existing Land Use



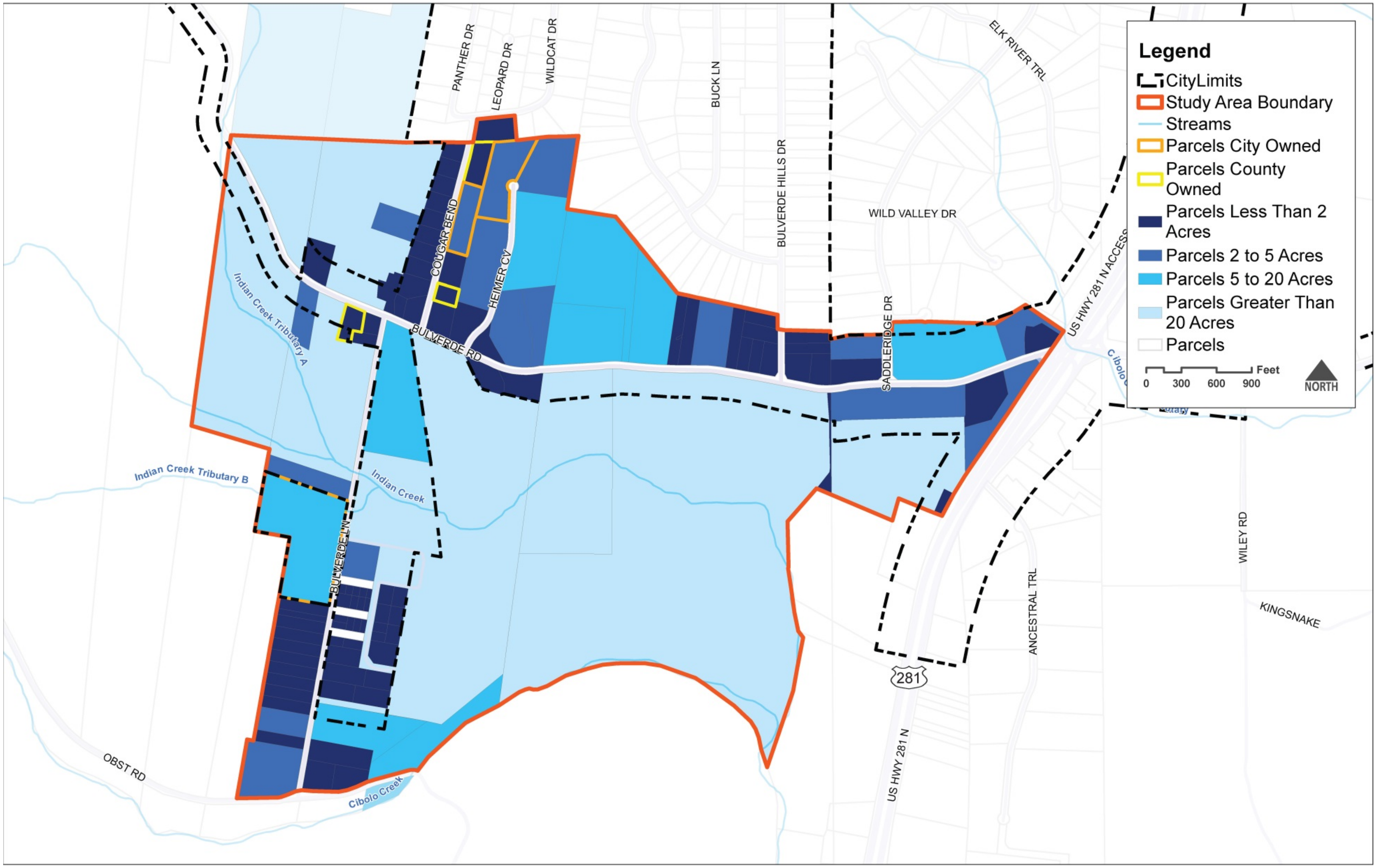
Existing Zoning



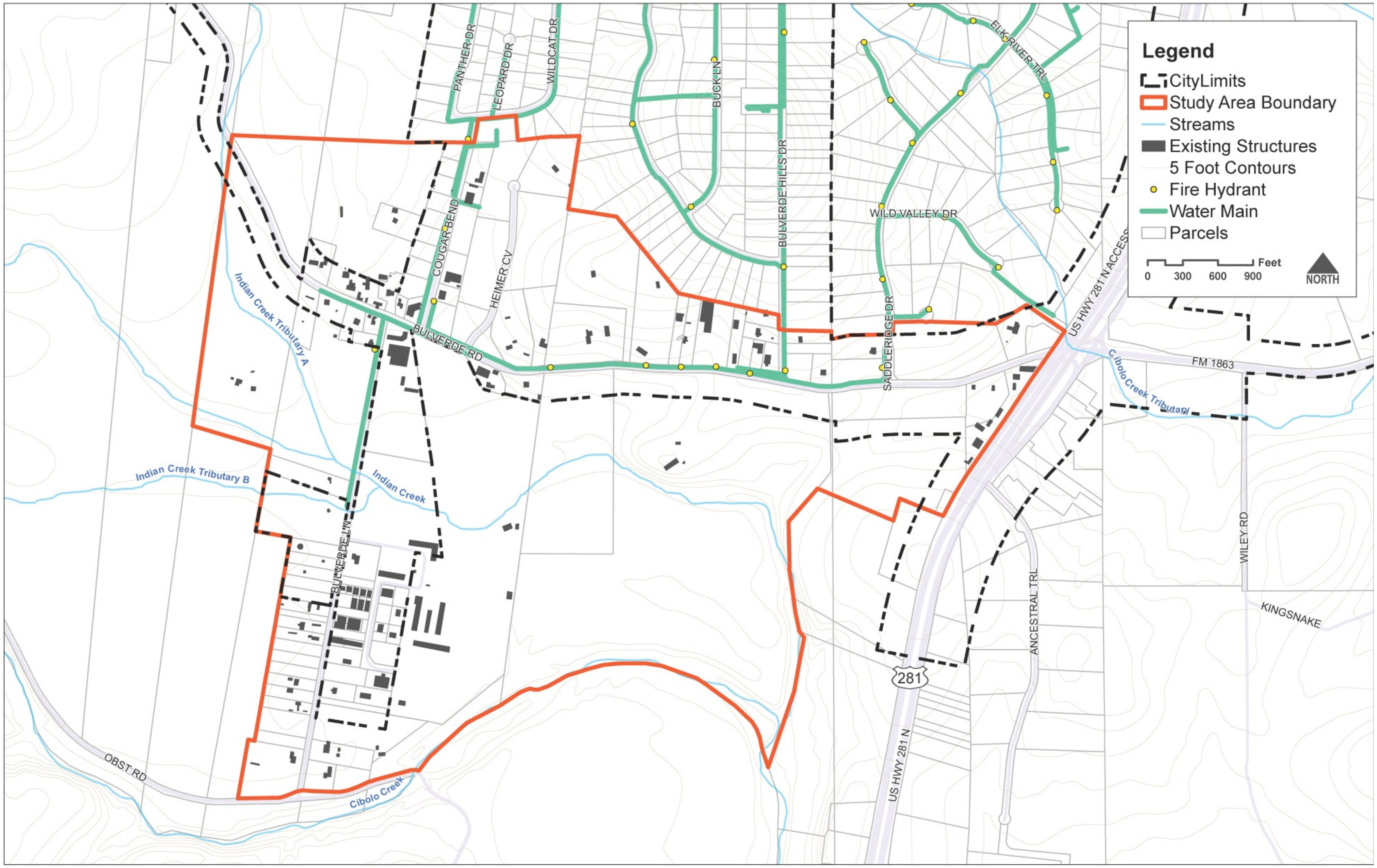
Existing Ownership



Existing Parcel Size

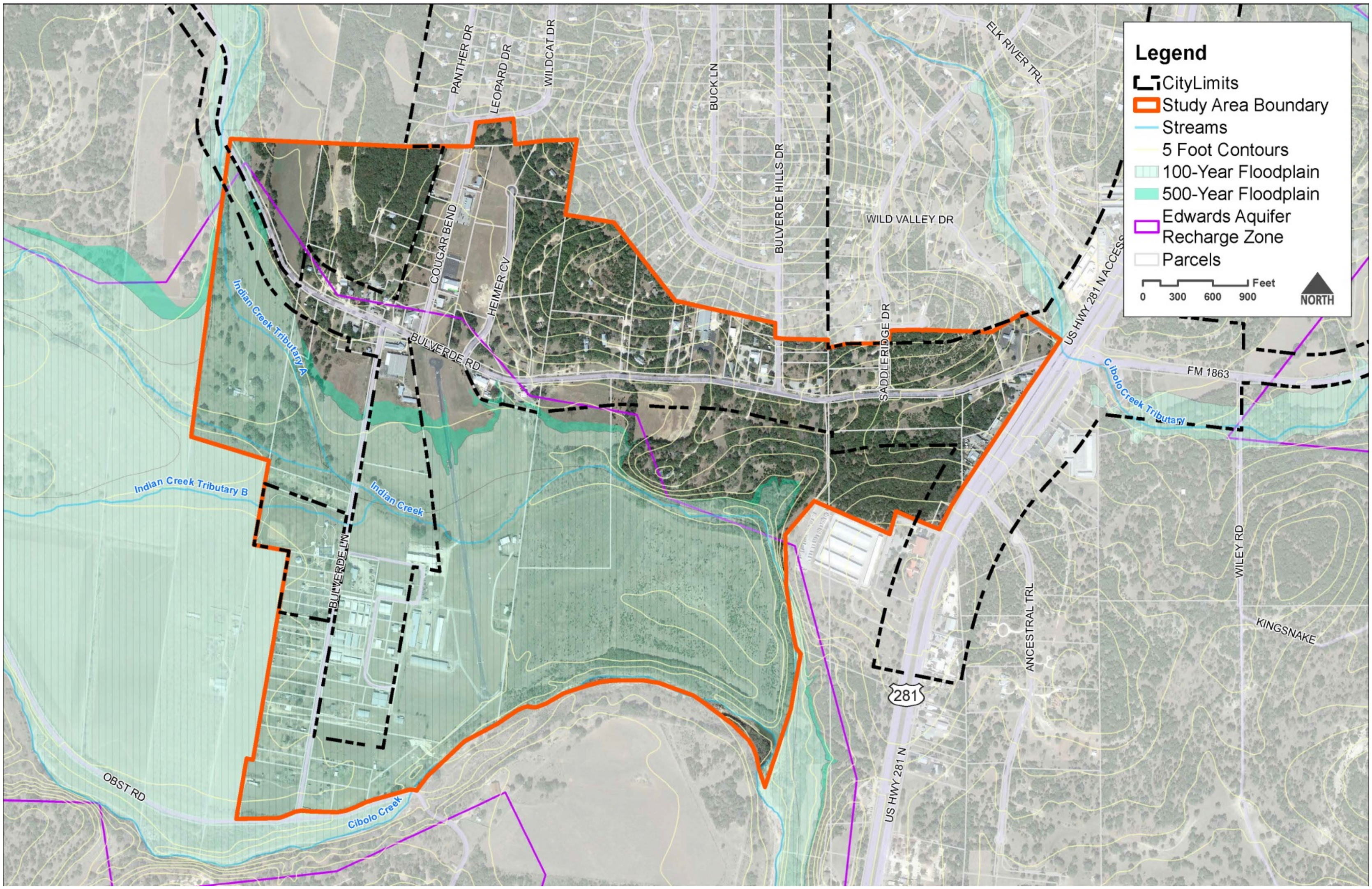


Existing Utility Infrastructure



Existing Parks and Public Facilities

Existing Natural Systems



Stakeholder Desires

Community Involvement and Information

- ✓ Stakeholder Interviews
- ➢ Online information
- ➢ Online surveys
- ➢ Community engagement events
- ➢ City Council/P&Z briefings
- ▪ Final public hearing

Community Aspirations

- Common values and a shared vision for the future
- Comments from the July 8, 2014 Council briefing
  - Keep village quaint but progressive
  - Emulate Boerne/Gruene/Wimberley
  - Use the new Bulverde Community Park as a catalyst
- Additional sources of input on community aspirations
  - Stakeholder interviews
  - Online surveys (Survey 1 posted approx. Aug. 15)
  - Community events (Notice posted approx. Aug. 15)

Schedule

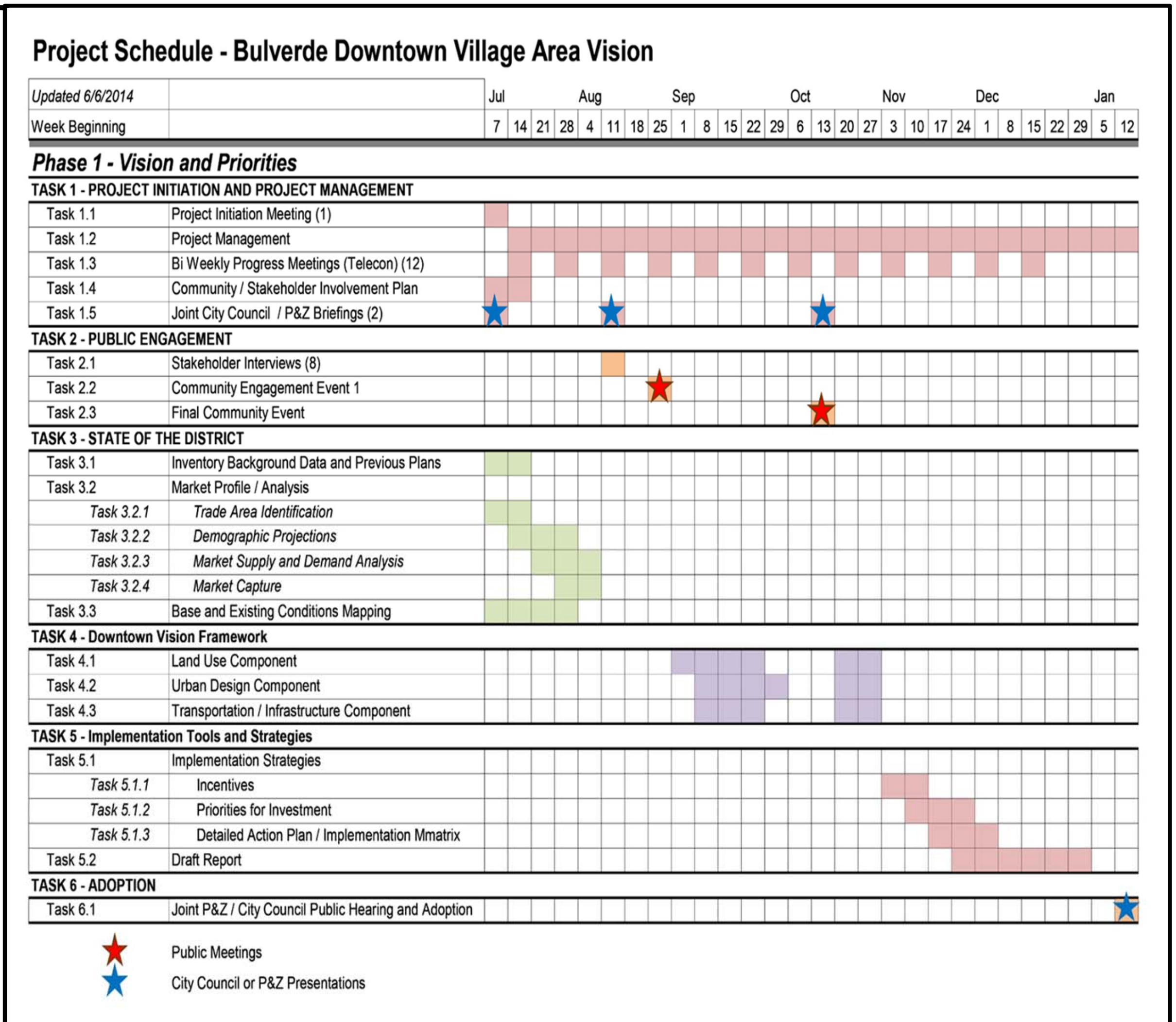
✓ **July 8**
Council Briefing 1

✓ **Aug 12**
Council Briefing 2

Aug 26
Community Meeting 1

Oct 14
Community Meeting 2
Council Briefing 3

Jan 13
Council/P&Z Hearing and Adoption



Next Steps

Next Steps

- The consultant team will facilitate a community meeting to establish community direction related to desired components of Bulverde's future Downtown Village
- The team will then establish a preliminary plan framework based upon the community's desired vision
- A second community meeting will be conducted in October to validate the preliminary plan direction
- A final plan and implementation strategies will be established for City Council consideration for adoption in January 2015

Downtown Bulverde Village Vision

Bulverde City Council

August 12, 2014