

Downtown Bulverde Village Vision

City Council Briefing

July 8, 2014



Purpose of the project

- To implement the goals of the Comprehensive Plan – Sunrise 2025
- To address one of the objectives in the 2013 Bulverde City Council’s Goals and Near-Term Action Items
 - Visioning process for the Bulverde Village area



Consulting Team

Anne Ricker, Principal and Owner
Bill Cunningham, Principal and Owner
Ricker Cunningham

- Real estate market analyses
- Community reinvestment strategies
- Economic feasibility studies
- Economic development analyses

- Downtowns
- Inner-ring suburbs
- Central cities
- Commercial corridors
- Transit stations

- Western US –
Colorado, Oklahoma,
Nebraska, Iowa, Idaho,
Oregon)

- Texas –
Abilene, Addison, Allen, Arlington,
Carrollton, Corpus Christi, Dallas,
Denton, Desoto, El Paso, Flower Mound, Fort Worth,
Frisco, Garland, Grapevine, Houston, Irving, Killeen,
Lubbock, Mansfield, Midland, North Richland Hills,
Pflugerville, Plano, Richardson, Richland Hills, San
Angelo, San Antonio, Southlake, Waco, Waxahachie



Consulting Team

Mark Bowers, Director of Planning Kimley-Horn Associates

- Comprehensive plans
- Corridor plans
- Downtown plans
- Area plans
- Zoning ordinances
- Streetscape projects
- Neighborhood park and trails projects
- Comprehensive parks and open space plans
- Campus master plans
- Transportation enhancement projects
- Transit projects

- Texas –
Amarillo, Bedford, Bellaire,
Bryan, Burleson, Canyon,
College Station, Coppell,
Dallas, Denton, El Paso, Flower
Mound, Fort Worth, Grand
Prairie, Houston, Irving,
Lubbock, McKinney, Mesquite,
Rowlett, Southlake, Sugarland,
Texarkana, Three Rivers, University Park



Collin County, El Paso County

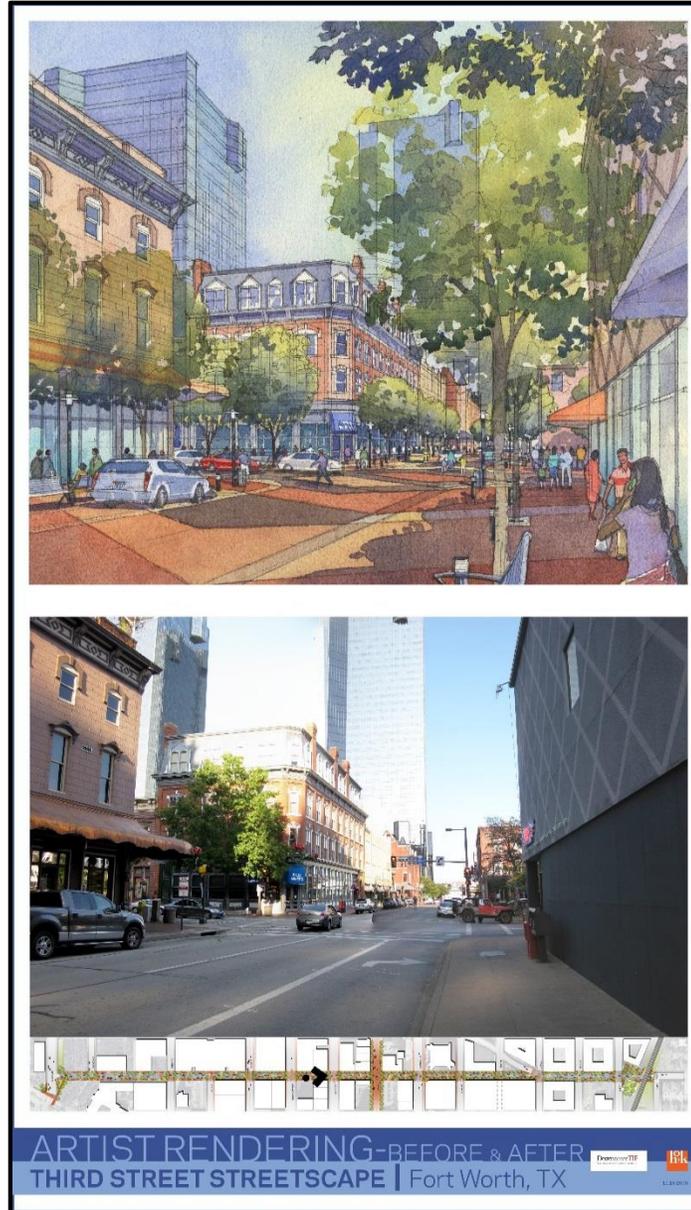
Dallas County Community College District,
Texas Tech University, Texas Christian University

- Nationally –
Phoenix, AZ; Aurora, CO; Jacksonville FL;
Wichita, KS; Kansas City, MO; St. Louis, MO;
Albuquerque, NM; Philadelphia, PA; Franklin,
TN; Greater King County, WA

Consulting Team

Ignacio Mejia, Planner
Jacobs

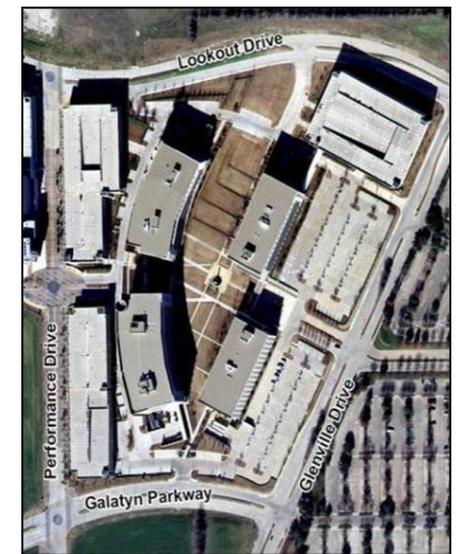
- Comprehensive plans
- Corridor plans
- Redevelopment strategies
- Park/Trail plans
- Streetscape projects
- Airport plans
- Transit-oriented development projects
- Texas –
Arlington, Burleson, Dallas, Fort Worth, Lancaster, Richardson, Rowlett



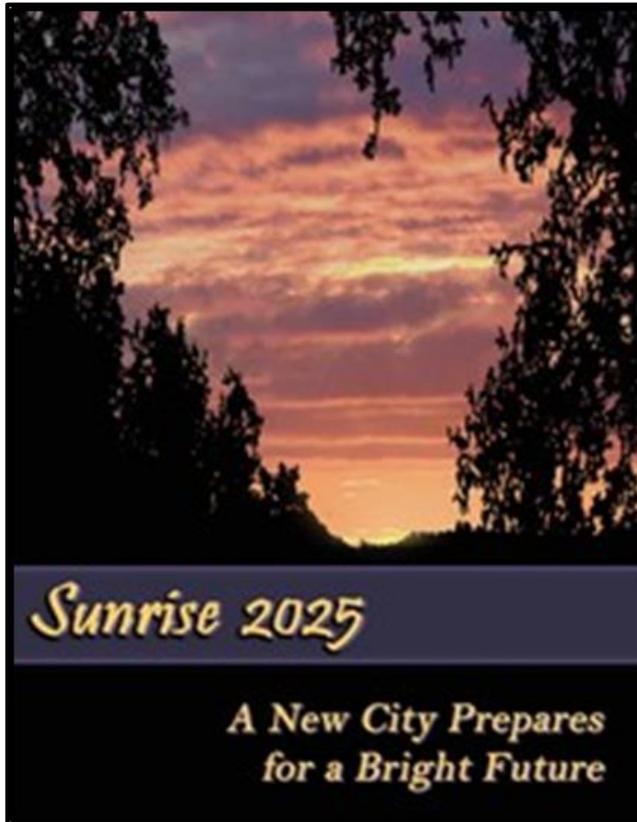
Consulting Team

Monica Heid, Principal and Owner
Prologue Planning Services

- Zoning and development application review
- Comprehensive plans
- Special projects and studies
- Code amendments
- Policy issues
- Department administration
- Texas –
Richardson (30+ years), Frisco,
Addison



Sunrise 2025 – Bulverde Comprehensive Plan



Land Development and Growth Management Goals

- Ensure that we have plans and ordinances that support and guide development **consistent with the goals and objectives in the Bulverde Comprehensive Plan.**
- Manage the future growth of the City to preserve the **character and uniqueness that is Bulverde** as well as the integrity, compatibility and value of existing neighborhoods.
- Encourage land development that **enhances an aesthetically pleasing appearance** for the city.



Economic Development Goals

- Promote **appropriate economic development**.
- Diversify and expand the tax and economic base through the promotion of **desired businesses and activities**.
- Promote Bulverde as an attractive **center for retailing, services, health care entertainment and education**.
- Involve the **business community and the local Chamber of Commerce** in Bulverde's growth and development.
- Develop Bulverde's **historical and natural assets** to take advantage of heritage tourism in the Hill Country region.
- Foster a **positive attitude towards growth and development** among local government and business groups.
- Plan for **infrastructure** needs that will accommodate prospective businesses and activities.



Community Development Goals

- Preserve the **natural/rural character** of the city as much as possible.
- Encourage an **aesthetically pleasing appearance** for the city.
- Encourage **tasteful development of all kinds**, including affordable housing, roads, signs, lights, buildings, parks and some higher density type development where appropriate.
- Use the **relaxed atmosphere of the Hill Country** to Bulverde's advantage.
- Make people feel like part of a **community**.
- Develop a **village center/downtown** with defined edges.



2013-2014 Bulverde City Council Goals and Near-Term Action Items



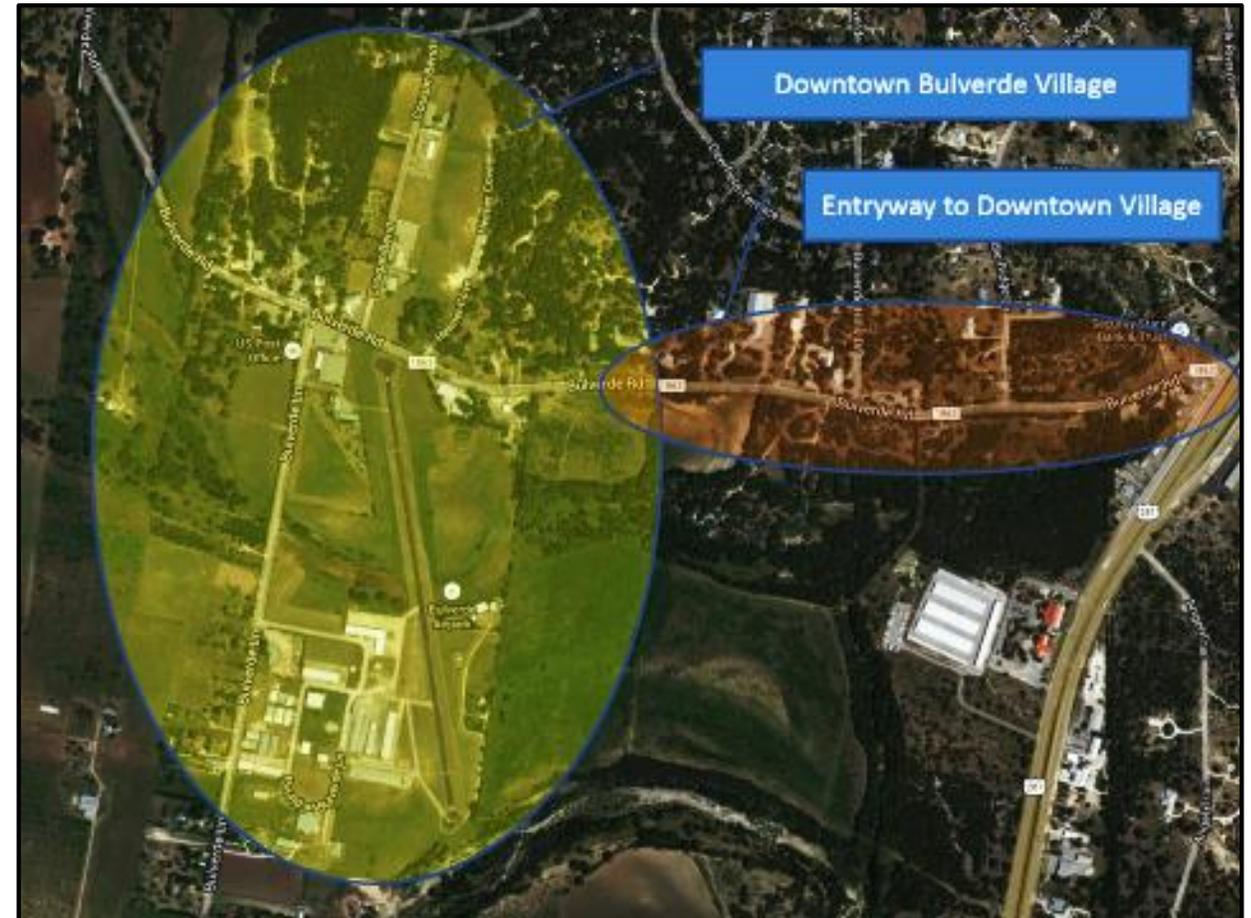
2013-2014 Bulverde City Council Goals

- Plan for the orderly managed development of Bulverde and the surrounding areas
- Enhance the viability and vibrancy of the Downtown Bulverde Village area
- Promote transportation improvements and greater mobility through the City and the region
- Enhance Parks and Recreation opportunities
- Facilitate better communication, marketing, and branding of the City in the community and the region
- Promote the managed growth of desirable business development in the community via proactive economic development
- Ensure a strong customer service orientation for all City services



2013-2014 Bulverde City Council Goals: Action Items

- Enhance the viability and vibrancy of the Downtown Bulverde Village area
 - Evaluate initiating a visioning process for the Downtown Bulverde Village area to review the feasibility of future private and public investments and compatibility with current zoning classifications
 - Review available **Code Enforcement** mechanisms to enhance the image of Bulverde Village
 - Engage **Comal County** on creating a plan for the future use of their facilities



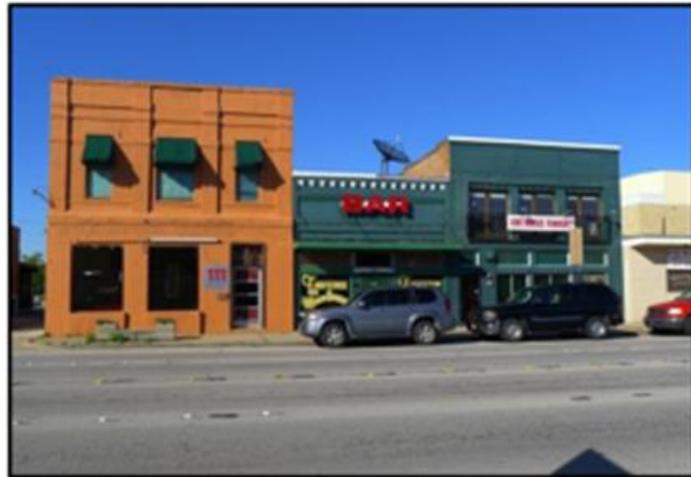
Key Concepts Applicable to Downtown Bulverde Village from Comprehensive Plan Goals

- Character and uniqueness that is Bulverde
- Aesthetically pleasing appearance
- Appropriate economic development
- Center for retailing, services, health care entertainment and education
- Positive attitude towards growth and development
- Infrastructure
- Feeling of community
- Downtown village center

Key Concepts Applicable to Downtown Bulverde Village from 2013-2014 City Council Goals and Action Items

- Viability and vibrancy of the Bulverde Village area
- Visioning process

Existing Conditions



Future Vision



Discussion

- Additional goals for Downtown Bulverde Village?



The Vision

.....The dream we share for the future of Bulverde.....

.....Front porch of the Texas Hill Country.....



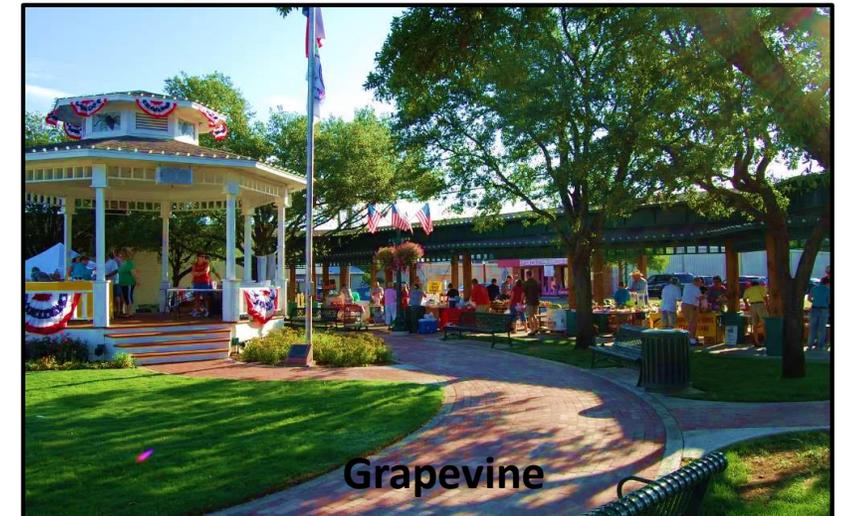
Purpose of Visioning

- The purpose of the visioning process is to develop a **plan for the future of the Downtown Bulverde Village area**
- A thoughtful plan which sets the tone for investment will produce a **better result than incremental development**
- Having an adopted vision will give **greater confidence to the citizens, the development community and the finance industry**
- Development is likely to take place over a **long period of time**
- The **time to plan is now**, not when property begins to redevelop on its own

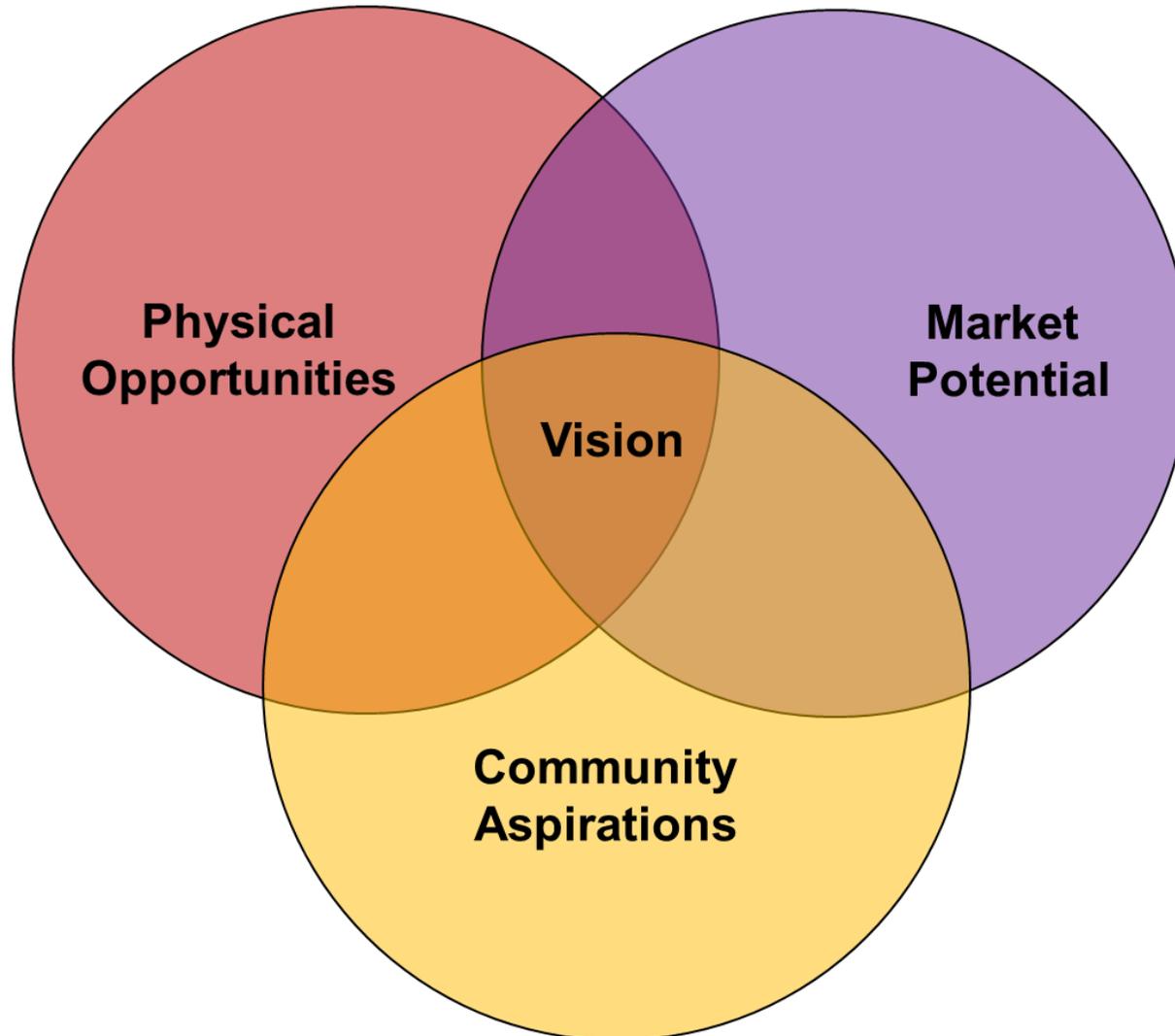


Key Components of Vision

- Understanding of existing conditions--
 - *to identify strengths/weaknesses, opportunities/challenges*
- Analysis of the market--
 - *to bring reality to the planning process*
- Community desires--
 - *to arrive at common values and to develop a shared vision for the future*
- Plan--
 - *to achieve the vision*



Establishing the Vision



Aligns

- Physical Opportunities
- Market Potential
- Community Aspirations

Understanding of existing conditions

- *To identify strengths/weaknesses, opportunities/challenges*
 - Comprehensive Plan
 - Zoning
 - Land use
 - Land parcelization and ownership patterns
 - Infrastructure (transportation, utilities, other)
 - Natural assets
 - Community facilities



Analysis of the market

- *To bring reality to the planning process*

- Market Trade Area
- Supply and demand
- Demographics
- Barriers to investment

Trade Area



Analysis of the Market

Demographics Overview

Data for 2010 (unless noted)	Trade Area	City	Region
2000 Population	485,642	91,802	5,197,317
2012 Households	189,300	39,200	2,475,000
Annual Household Growth (2012-2022)	0.9%	0.8%	1.8%
Average Household Size	2.51	2.54	2.73
Percent Non-Family Households	38%	34%	31%
Percent Renters	49%	38%	38%
Percent Age 65+	12%	13%	9%
Percent Age 0 - 19	26%	26%	30%
Median Age	36.2	35.8	33.8

Data for 2010 (unless noted)	Trade Area	City	Region
Percent w 4-yr College Degree	50%	50%	29%
Percent Self-Employed	6%	7%	6%
Median Household Income	\$53,900	\$54,500	\$53,600
Per Capita Income	\$31,400	\$31,800	\$26,800
Percent w Income <\$25K	19%	17%	21%
Percent w Income \$100K+	23%	29%	23%
Percent Hispanic (any race)	28%	16%	27%
Percent African American	14%	9%	14%
Percent Asian	9%	15%	5%

Psychographics

- System that characterizes neighborhoods and the workforce according to attitudes, interests, opinions, and lifestyles rather than only by demographics
- PRIZM (Claritas, Inc.), a leading system, identifies 65 distinct market segments/categories
- Important to commercial retail developers as an indication of propensity to spend across select retail categories
- Important to residential developers as it suggests preferences for certain housing product types

Top Trade Area PRIZM Segments

Social Group	Area Households	% of Total Households	U.S. Index=100
Urban Achievers	17,035	13.6%	623.7
American Dreams	9,910	7.9%	249.2
Big City Blues	9,346	7.5%	464.0
Money and Brains	8,537	6.8%	231.5
Multi/Cuti Mosaic	6,039	4.8%	195.2
Urban	50,867	40.7%	--

Social Group	Area Households	% of Total Households	U.S. Index=100
Brite Lites, Li'l City	6,756	5.4%	232.8
Up-and-Comers	4,890	3.9%	209.6
Second City Elite	3,788	3.0%	164.8
Middleburg Managers	3,328	2.7%	92.5
Upward Bound	3,205	2.6%	104.6
Second Cities	21,967	17.6%	--

Social Group	Area Households	% of Total Households	U.S. Index=100
Executive Suites	9,653	7.7%	556.8
Movers and Shakers	7,839	6.3%	250.0
New Beginnings	7,274	5.8%	255.2
Pools and Patios	6,104	4.9%	240.5
Upper Crust	6,068	4.9%	207.6
Suburbs	36,938	29.6%	--
Total Top Segments	109,772	87.9%	--
Total Trade Area	189,300	100.0%	--

Source: Ricker | Cunningham.

Analysis of the Market

- **Development Highlights**
 - Provide an overview of existing types and patterns of development and infrastructure in the study area – *What is here today?*
- **Market Highlights**
 - Provide an overview of real estate market indicators that will influence what potential future development may occur in the study area – *Who likely will want to locate here in the future?*
- **Property Highlights**
 - Provide an overview of key property indicators related to financial influences on specific properties in the study area - *What properties have the best potential to accommodate new development in the future?*



Community Involvement

- Stakeholder Interviews
- Online information and input
- Community engagement events
- City Council/P&Z briefings
- Public hearing



Community Desires

- *To arrive at common values and a shared vision for the future*
 - Opinions and desires relative to
 - Community character
 - Appropriate mix of land uses and locations
 - Environmental issues
 - Sustainable development
 - Health and safety
 - Arts and culture
 - Neighborhoods
 - Urban design



The Plan

- *To achieve the vision*
 - Community's vision in an adopted plan
 - Land Use
 - Transportation/Infrastructure
 - Urban Design
 - Tools for encouraging investment and implementing change
 - Priorities
 - Incentives
 - Action Plan
 - Implementation Matrix



Project Tasks

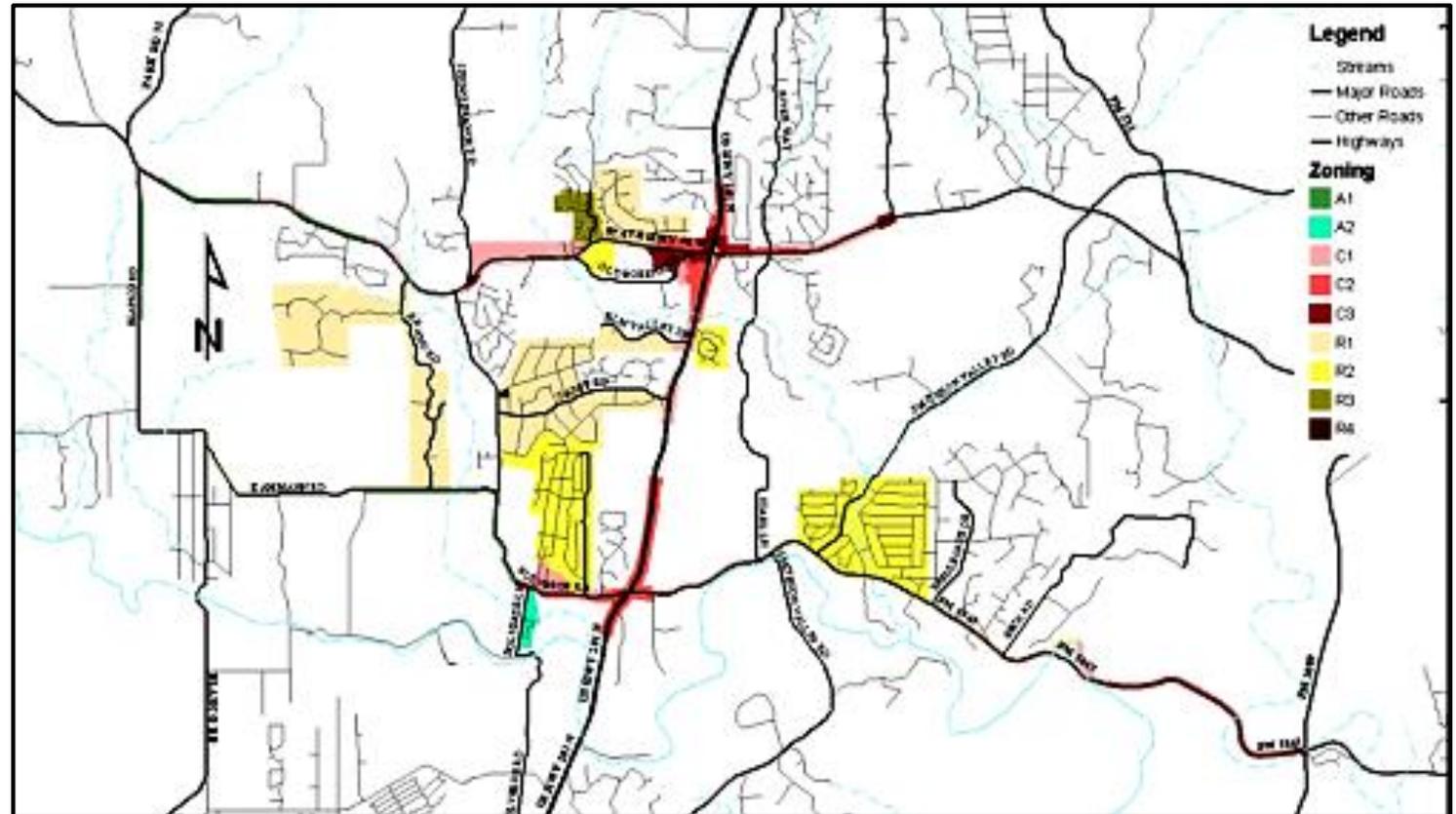
- Confirm study area boundaries
- Perform preliminary assessment of land use, transportation, and infrastructure
- Identify market potential and opportunities/constraints in the study area
- Determine community desires
- Identify opportunity (catalyst) sites
- Create development concepts and market test
- Invite additional community input
- Finalize an implementation strategy (assortment of implementation techniques)



Potential Implementation Actions

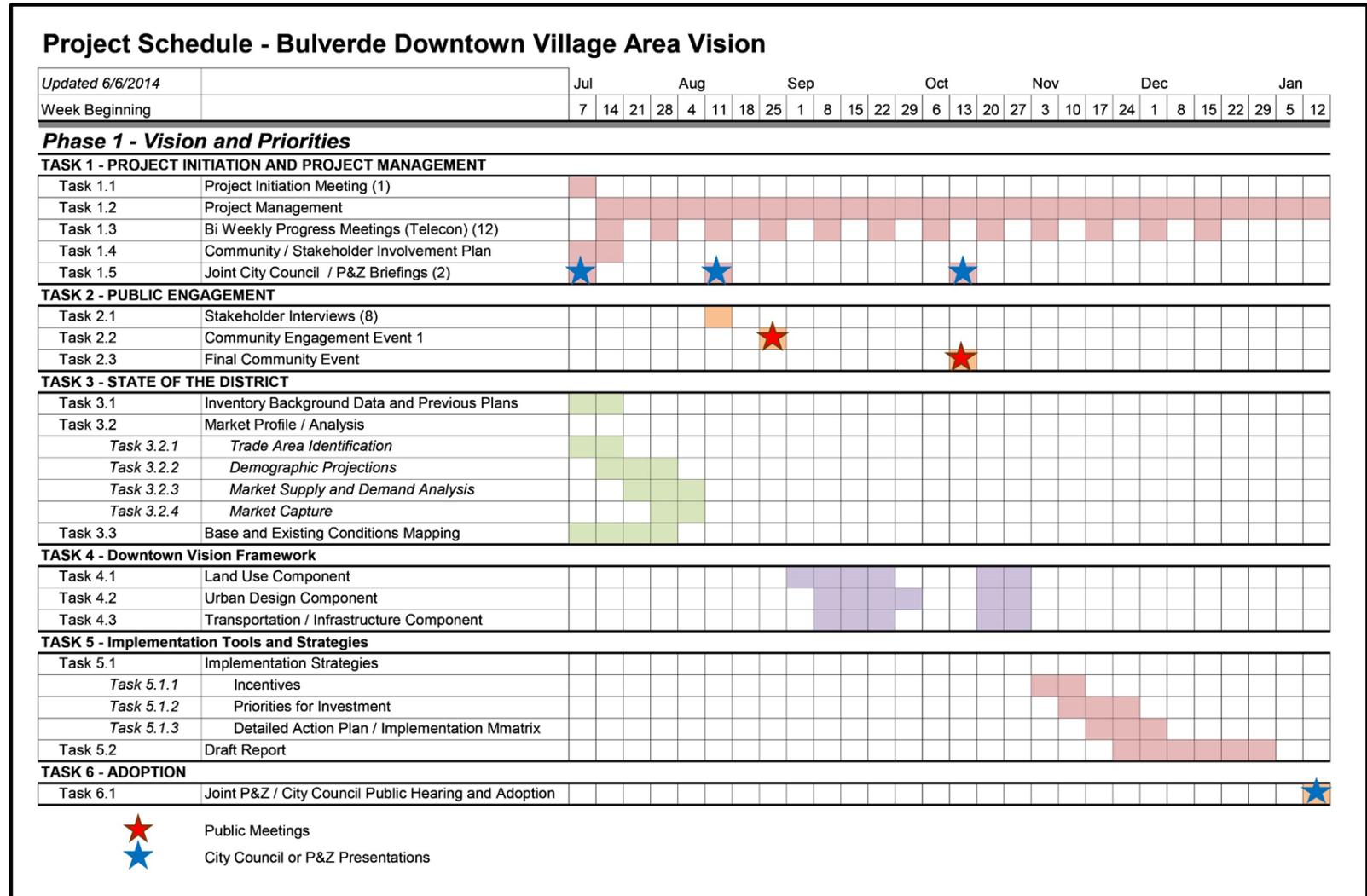
Zoning Map

- Amend zoning requirements, transportation plan and other standards to support investment
- Plan, fund and construct necessary infrastructure improvements
- Investigate public private partnership opportunities
- Develop a marketing and recruitment plan



Schedule

- Jul 8** - Council Briefing 1
- Aug 12** - Council Briefing 2
- Aug 26** - Community Mtg 1
- Oct 14** - Community Mtg 2
- Oct 14** - Council Briefing 3
- Jan 13** - Council/P&Z Hearing and Adoption



Downtown Bulverde Village Vision

