

City of Schertz

Comprehensive Plan Update

July 26, 2023

CPAC Meeting #2



Meeting Agenda

Introductions

Project Orientation

Market Snapshot

Future Land Use Exercise

Project Team



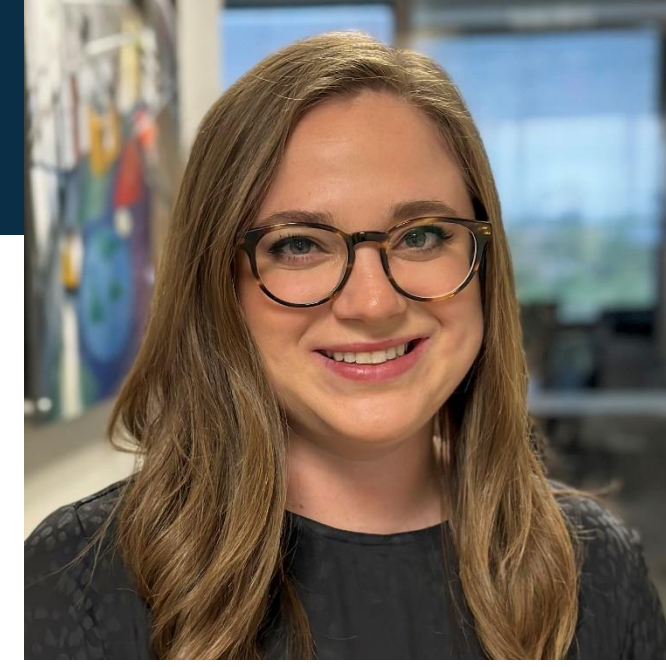
Shad Comeaux



Caitlin Admire



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City of Schertz

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Proposed Timeline



City of Schertz

Market Snapshot

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ECONOMIC BENEFITS



First Class City Services



Talent



High Quality Infrastructure



Quality Development



Local Pride



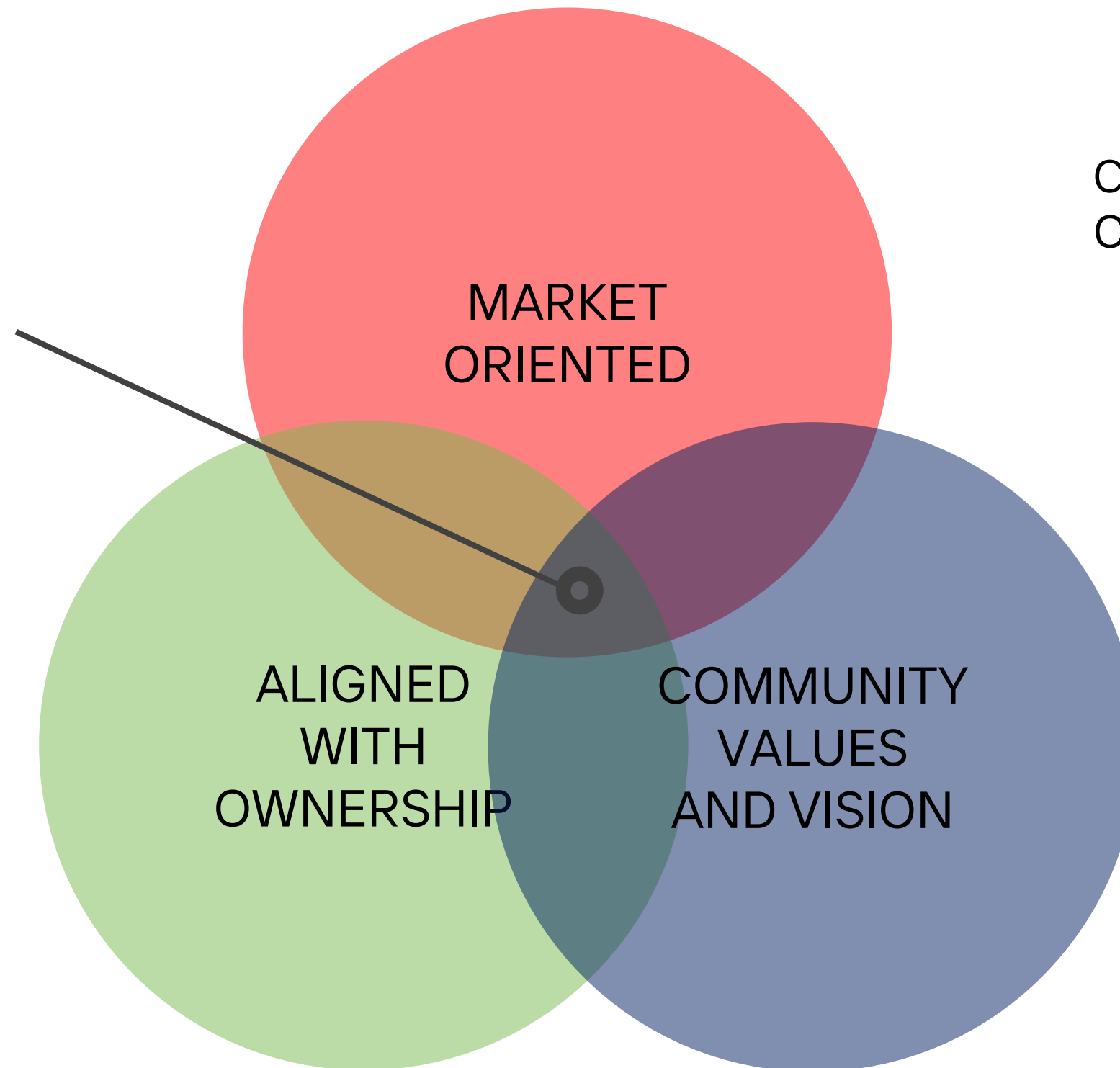
Strong Neighborhoods

AUTHENTIC ACTIVATION

NEXUS =
BALANCED &
IMPLEMENTABLE
VISION

CALIBRATED
OBJECTIVES

INTEGRATES
REAL-TIME
OWNER
OBJECTIVES



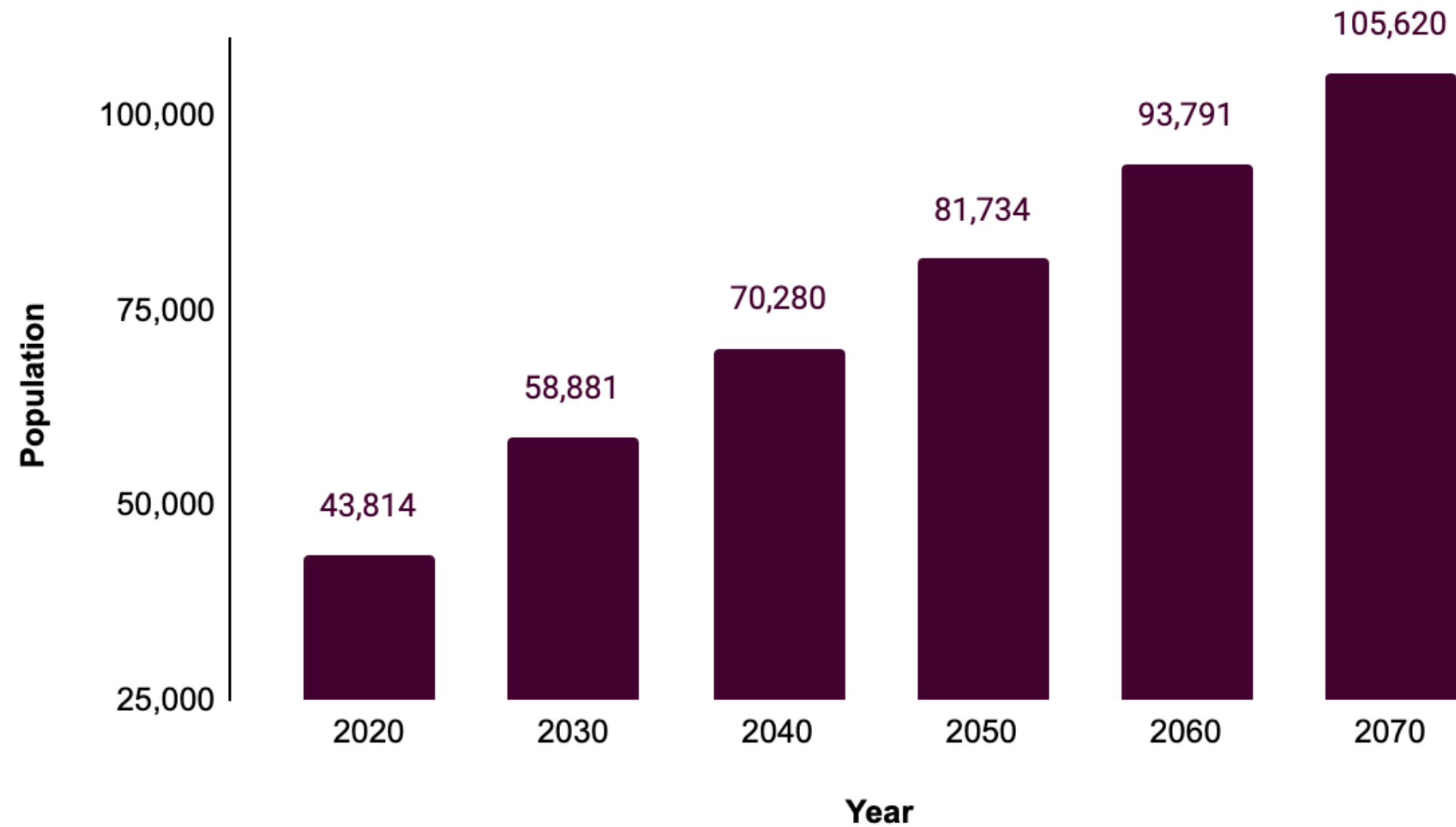
GUIDED BY
EDC STRATEGIC PLAN
AND COMPREHENSIVE
PLAN

Development Factors

- Randolph AFB acts as a strong economic driver
- Schertz has a substantial amount of undeveloped land
- Schertz's location in-between IH35 and IH10
- Schertz is centrally located within a growing region that includes large employment and population centers including San Antonio, New Braunfels, San Marcos, and Seguin, among others.

DEMOGRAPHICS

Schertz Population Projections



Key Takeaways

Schertz is projected to experience faster population growth than the State, with a projected annual growth rate of 1.8%.

By 2030, Schertz's population is expected to grow to 58,881.

DEMOGRAPHICS

Regional Snapshot	Schertz	San Antonio MSA	Texas
2022 Population	44,360	2,661,164	30,157,100
2027 Population	47,821	2,799,634	31,502,395
2022 - 2027 Compounded Annual Growth Rate	1.5%	1.0%	0.9%
Median Age	37.2	36.2	35.4
Median Home Value	\$263,895	\$235,989	\$238,757
Median Household Income	\$100,849	\$67,803	\$70,834
Owner Occupied Housing	77.7%	64.4%	62.7%

Key Takeaways

- Strong growth pressure
- High home ownership rate
- Above average incomes
- Strong neighborhood values

DEMOGRAPHICS

Income	Schertz	San Antonio MSA	Texas
Median HH Income	\$100,849	\$67,803	\$70,834
Average HH Income	\$118,183	\$94,960	\$101,658
Median Disposable Income	\$82,732	\$57,231	\$59,270

Key Takeaways

- The disposable income in Schertz is also higher than both the San Antonio MSA and Texas medians
- The average HH income in Schertz is higher than both the San Antonio MSA and Texas averages
- When consumers have more disposable income, they can spend more money on goods and services, which can stimulate economic growth

SWOT ANALYSIS

Strengths

Weaknesses

Opportunities

Threats

Geographic Location: Schertz is strategically located between two major cities in Texas, San Antonio and Austin, making it an ideal location for businesses to operate.

Limited Cultural Opportunities: Schertz lacks significant cultural attractions and opportunities, such as museums, theaters, and festivals.

Business Growth: Schertz can leverage its strategic location and strong economic base to attract new businesses and industries to the area, which can create more jobs and generate more revenue.

Managing Rapid Growth: The City has experienced significant population growth in recent years, which has put pressure on city services and infrastructure. The challenge is to manage this growth effectively while maintaining the city's quality of life and economic vitality.

Strong Economy: Schertz has a strong economy supported by a few industries including manufacturing, healthcare, and retail.

Limited Higher Education: Schertz does not have any community colleges or universities, which can make it challenging for residents to pursue higher education without commuting to neighboring cities.

Tourism: Schertz can develop its cultural and historical attractions to bring more tourists to the area and promote economic growth.

Economic Diversification: Schertz's economy is heavily dependent on a few industries, such as manufacturing and healthcare. The city needs to diversify its economy to reduce the risk of economic downturns and create more job opportunities.

Good Quality of Life: Schertz has a great quality of life with excellent public services, good schools, and a low crime rate.

Lack of Housing Options: Schertz has a lack of affordable housing options as well as a limited variety of housing products that are available. This can make it a challenge for all age groups to stay and grow within the City.

Education: Schertz can work to attract colleges and universities to the area to provide more opportunities for residents to pursue higher education and create a skilled workforce.

Hazard Mitigation: Schertz has had several high impact flooding events that have caused significant damage to the community in the past 30 years. Managing developments in and around floodplains will be a high priority for the City as it continues to experience a period of significant growth.

High Quality Utilities: Schertz has high-quality water, electric, and sewer utilities that serve both residents and businesses.

Transportation Infrastructure: Many of principal arterial roads such as FM1518 and FM1103 within Schertz have not yet been upgraded to manage recent increases in traffic volume. Interstates 35 and 10 have also experienced increased congestion in the areas around Schertz, making mobility between destinations a challenge for both businesses and residents.

MARKET DEMAND

Annual Multifamily Demand	371 Units
Rental Rate <\$1,000	119
Rental Rate \$1,000 - \$1,500	49
Rental Rate \$1,500 - \$2,000	57
Rental Rate \$2,000+	146
Alternative Renter-Occupied Housing Demand	74 Units

- Moderate demand for Multi-family housing units
- The high number of units with rental rates below \$1,000 suggests a strong demand for affordable rental housing options

Understanding market realities

MARKET DEMAND

Traditional Single-Family Detached Demand	513 Units
Homes < \$200k	120
Homes \$200k - \$250k	74
Homes \$250k - \$350k	148
Homes \$350k - \$450k	106
Homes \$450k+	65
Alternative Single-Family Product Demand	108 Units

- There is strong demand for homes in the \$350k+ range
- Alternative single-family product is townhomes, condos, etc., that developers can take into consideration when starting a project

Understanding market realities

Program Justification

Category	Owner-Occupied Residential	Renter-Occupied Residential	Office	Retail	Industrial
Demand	High	High	Moderate	Moderate	Moderate
Opportunities	<ul style="list-style-type: none"> • Missing middle • Planned developments 	<ul style="list-style-type: none"> • Mixed-use 	<ul style="list-style-type: none"> • Leverage regional talent 	<ul style="list-style-type: none"> • Mixed-use • Themed 	<ul style="list-style-type: none"> • Flex-tech
Challenges	<ul style="list-style-type: none"> • Lack of infrastructure • Analog 	<ul style="list-style-type: none"> • Anti-rental culture 	<ul style="list-style-type: none"> • Inflation • Increased unemployment • Labor costs 	<ul style="list-style-type: none"> • Regional competition 	<ul style="list-style-type: none"> • Decreased demand
Target	<ul style="list-style-type: none"> • \$350+ 	<ul style="list-style-type: none"> • Urban walk up 	<ul style="list-style-type: none"> • Corporate • Garden 	<ul style="list-style-type: none"> • Destination retail • Entertainment 	<ul style="list-style-type: none"> • Advanced manufacturing
Market Values	<ul style="list-style-type: none"> • \$326,612 	<ul style="list-style-type: none"> • 1.29/SF 	<ul style="list-style-type: none"> • \$29.03 	<ul style="list-style-type: none"> • \$19.26/SF 	<ul style="list-style-type: none"> • \$8.75/SF
Absorption Rate	<ul style="list-style-type: none"> • 513 units annually 	<ul style="list-style-type: none"> • 371 units annually 	<ul style="list-style-type: none"> • 10,500 SF 	<ul style="list-style-type: none"> • 218k SF 	<ul style="list-style-type: none"> • 200k SF

Emerging Priorities

1. Explore opportunities to evolve corporate attraction to advanced technologies
2. Innovate retail with placemaking and destination to increase gravity
3. Expand housing options (missing middle, executive, attainable)
4. Invest in local talent
5. Maintain strong economic development programs
6. Leverage development projects with local and regional economic development potential
7. Relate specific development projects to one another in order to maximize sustainable development opportunities, maximize tax base and optimize the development patterns.
8. Align development outcomes with the broader goals of the community in context with current market conditions

City of Schertz

Future Land Use Exercise

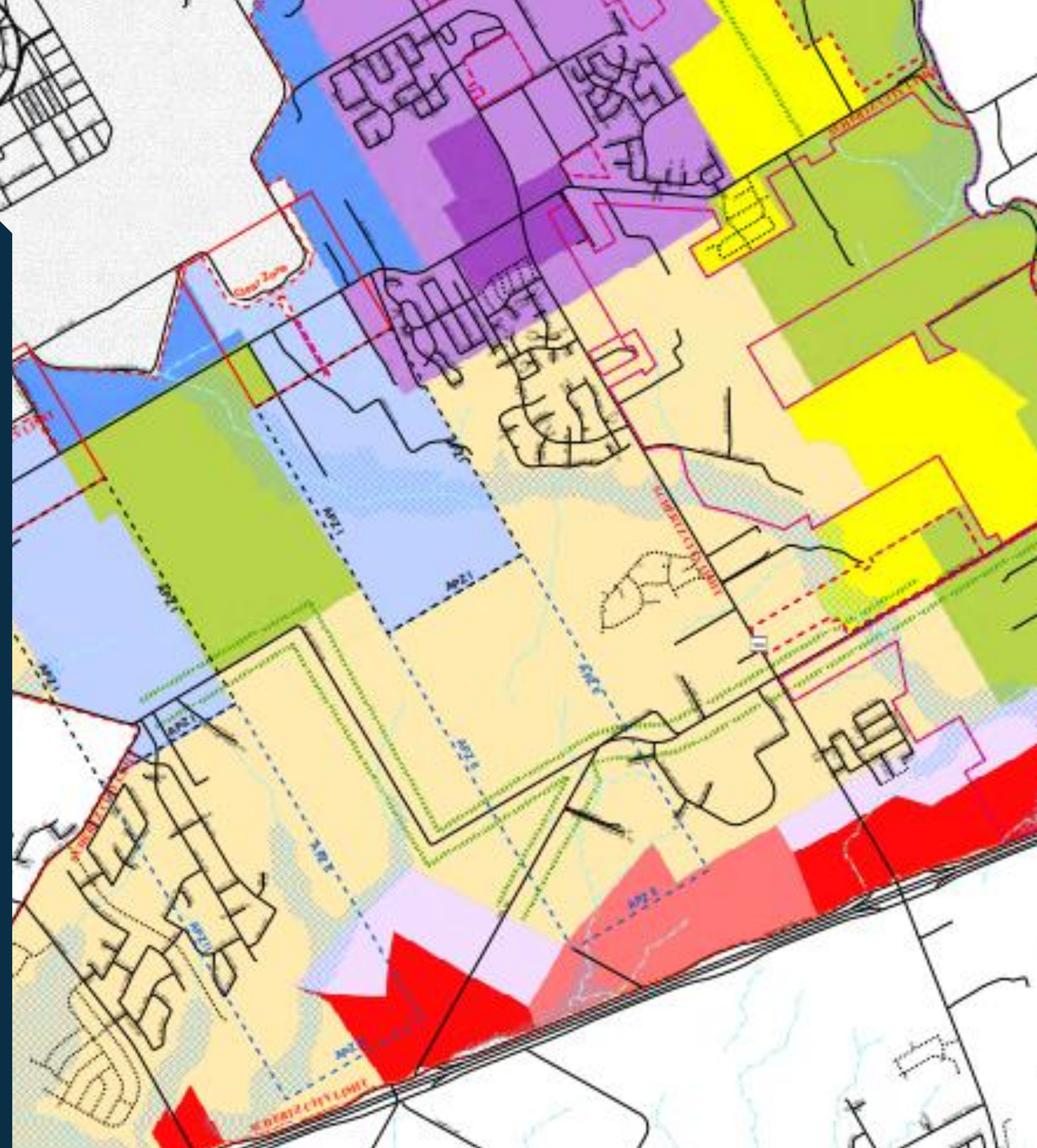
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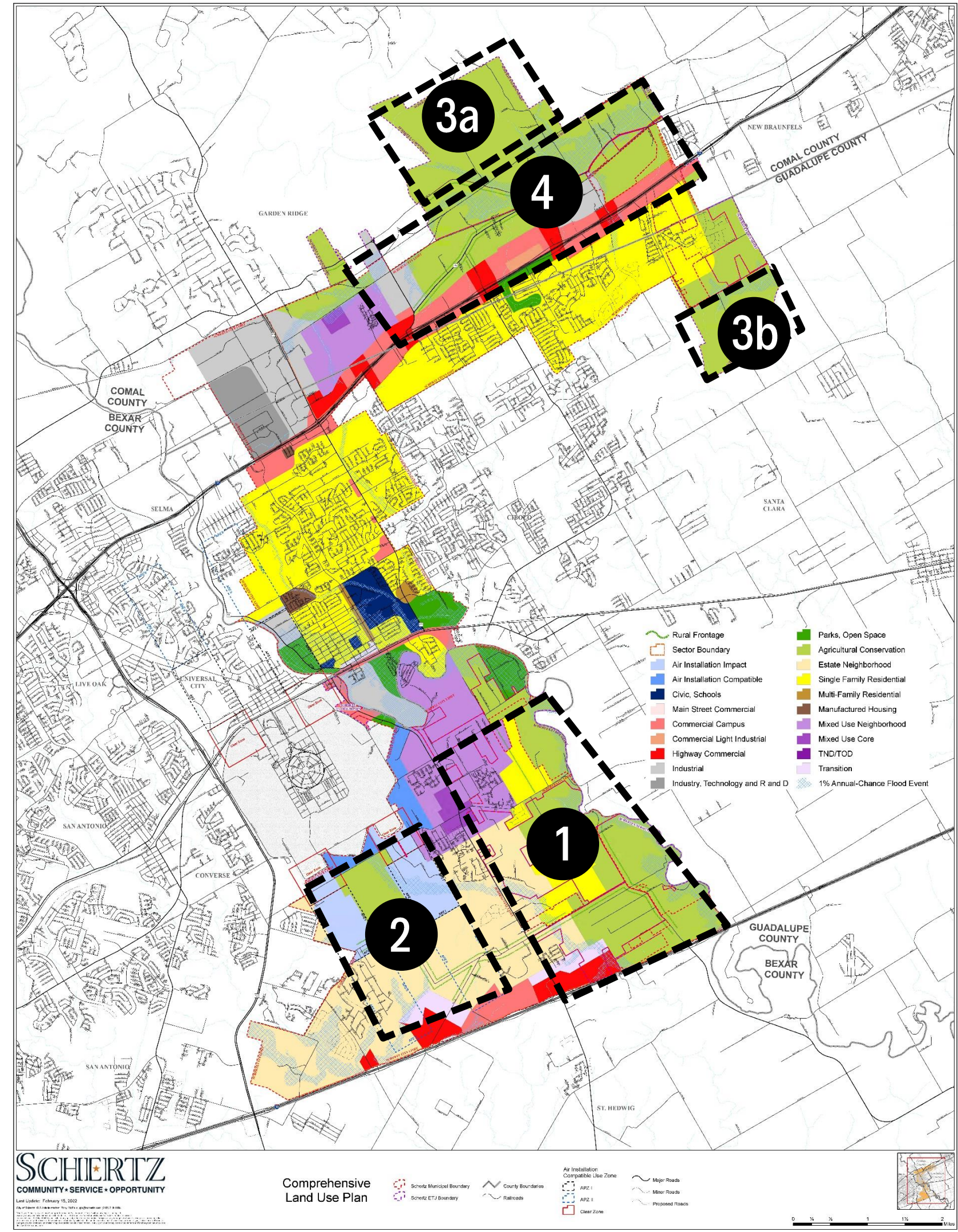


Previous Studies

- Future Land Use Plan
- Comprehensive Land Plan
- Sector Plan
- Parks and Recreation Master Plan
- Thoroughfare Plan



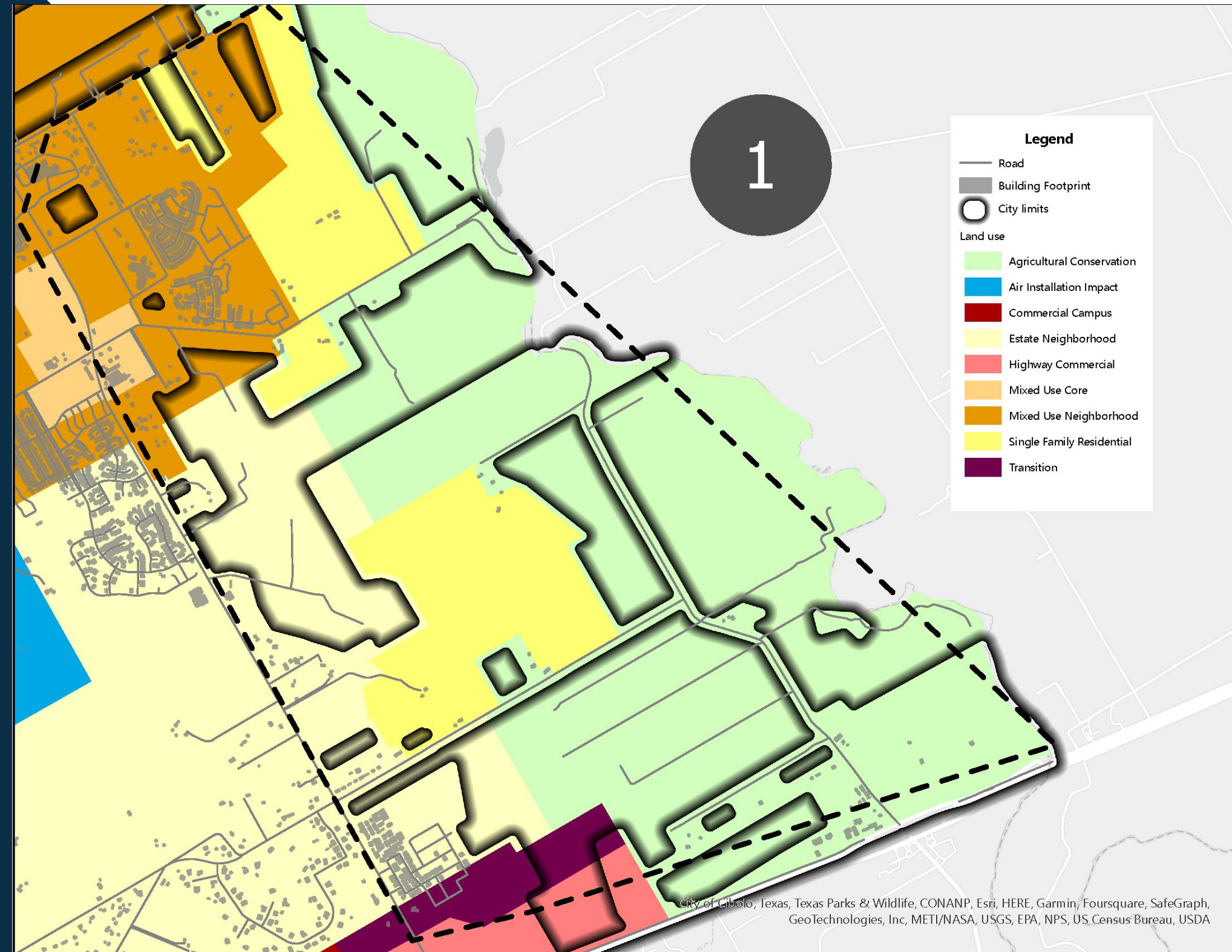
4 Key Areas



4 Key Areas

Vision, Opportunities, Issues/Constraints

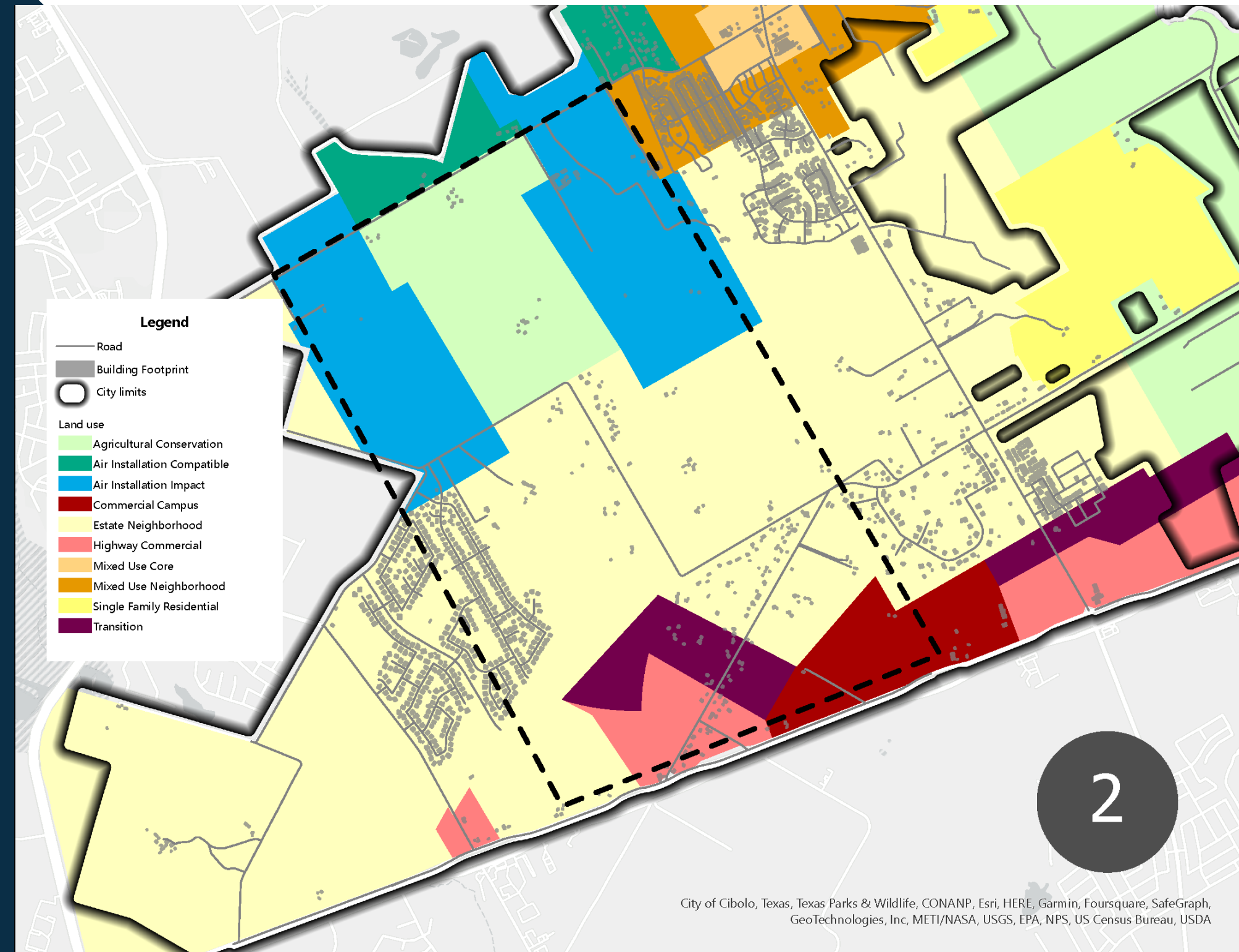
- **Area 1** – designated as Agriculture Conservation (5-acre min lot size) and Estate Neighborhood (½ acre min lot size). Mostly undeveloped, but several property owners are interested in selling to developers. There have been rezoning approvals for single-family residential (suburban size lots – 6,000 sq ft to 10,000 sq ft).



4 Key Areas

Vision, Opportunities, Issues/Constraints

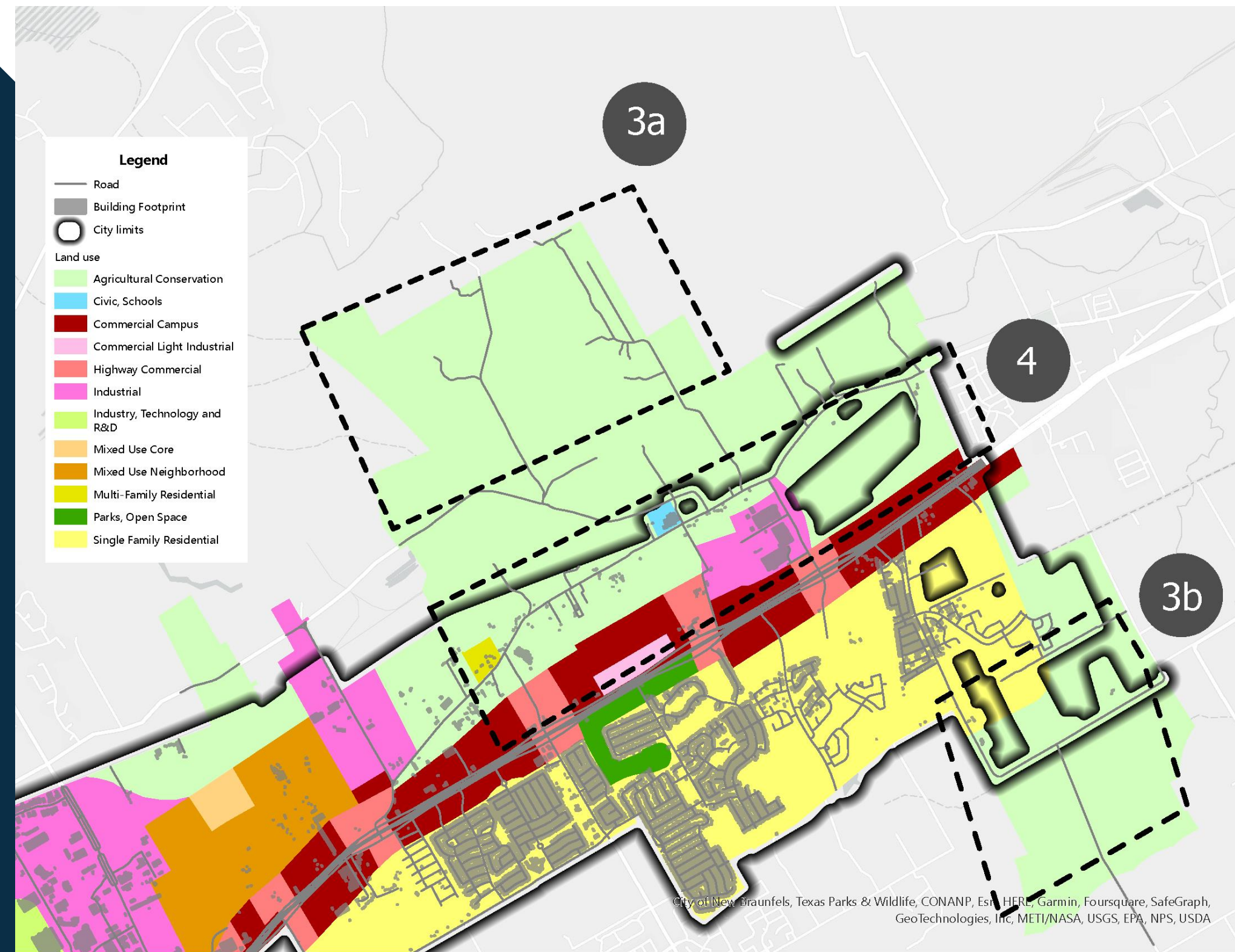
- **Area 2** – within the JBSA Randolph Clear Air Impact Compatible Use Zones and the area in between them. Mostly Estate Neighborhood but JBSA Randolph has concerns about the density – pushing for 2-acre minimum. APZ 1 (northern light blue) does not allow residential.



4 Key Areas

Vision, Opportunities, Issues/Constraints

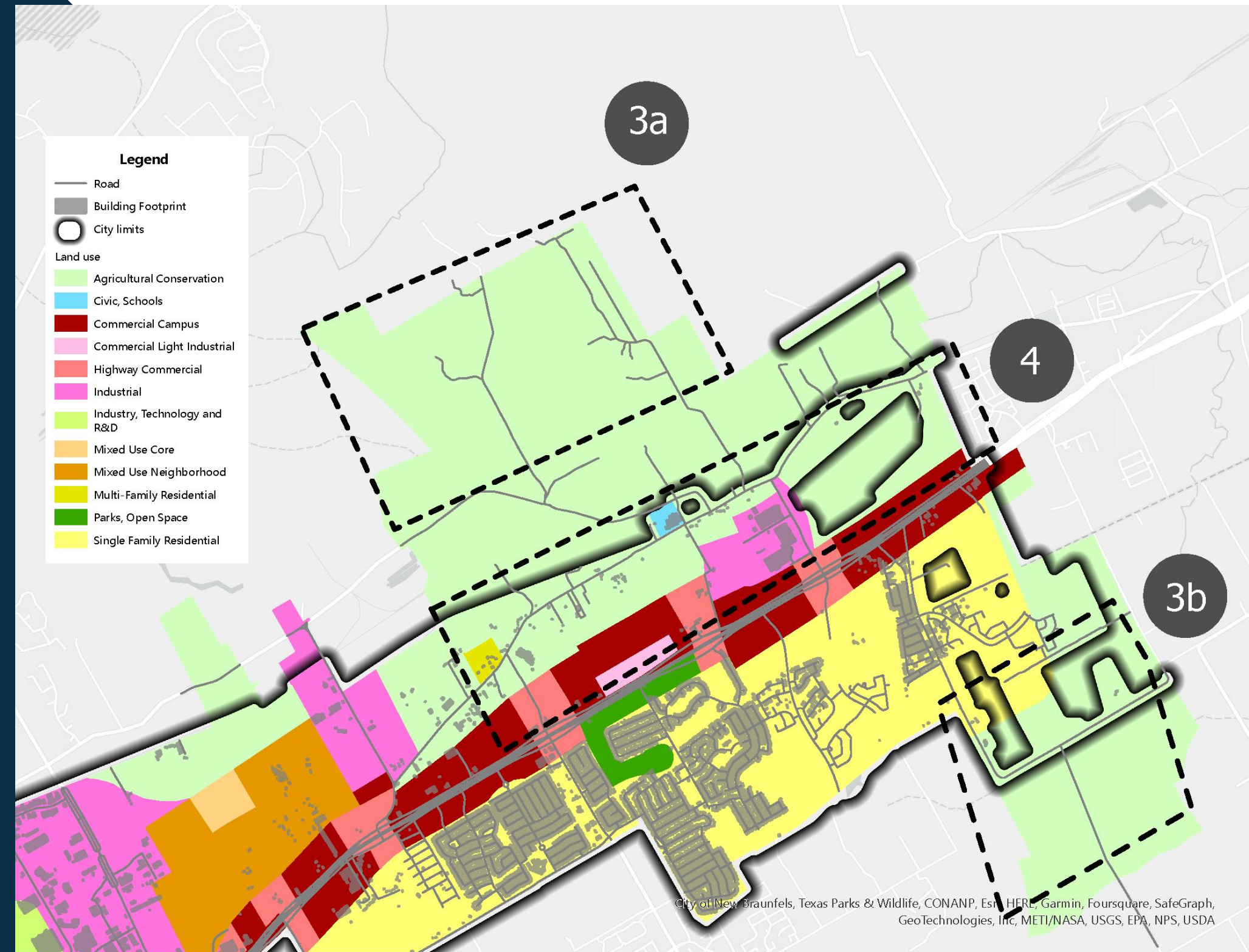
- **Areas 3A and 3B** – Do these areas remain inside the ETJ, or should they be released? If they remain, what land use designation should they have?
 - 3B would likely develop as suburban single-family residential development.
 - 3A has a quarry in the middle and estate lots. Providing services and road access is challenging, There are issues with regulating and dealing with complaints related to the quarry.



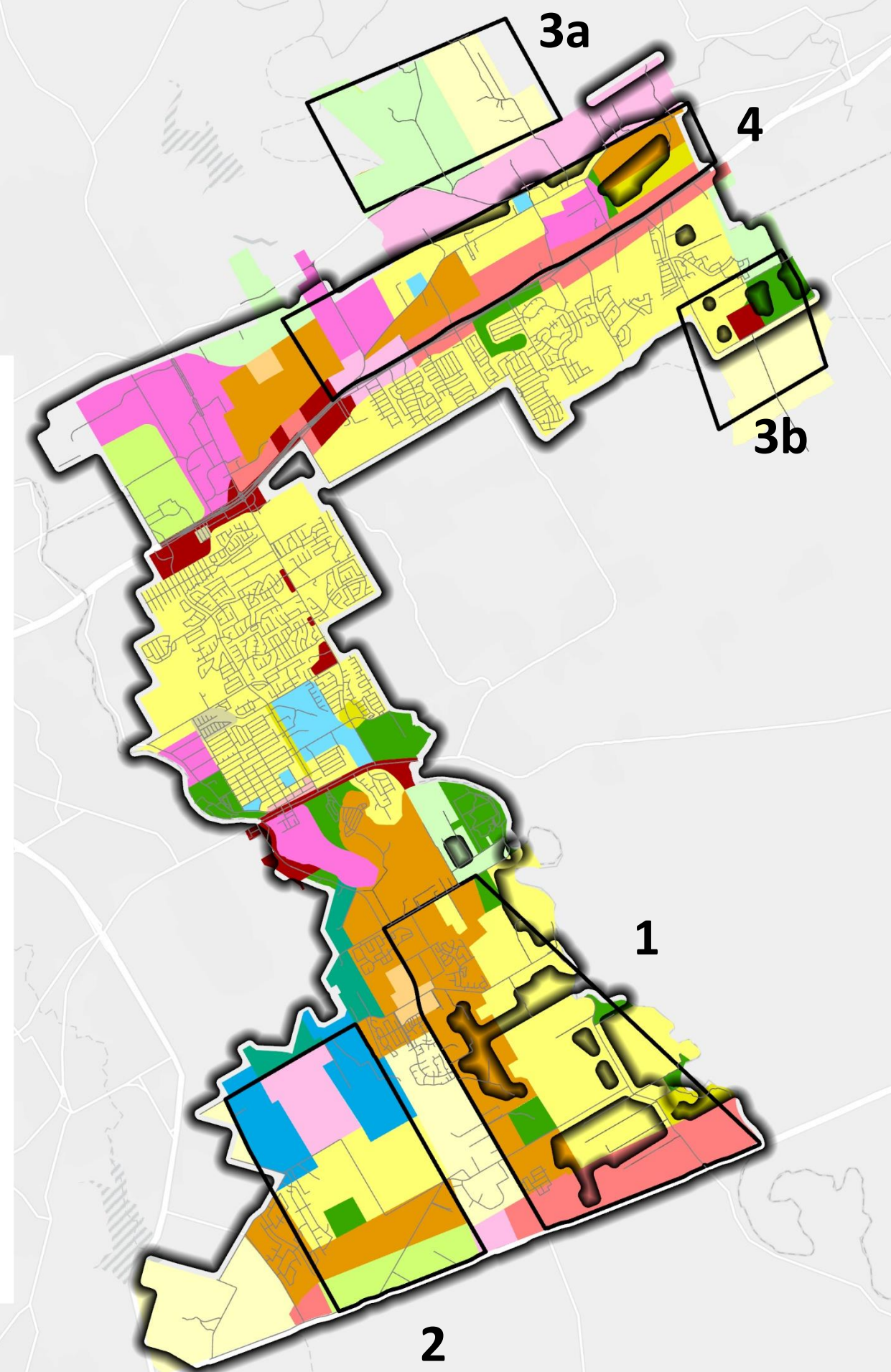
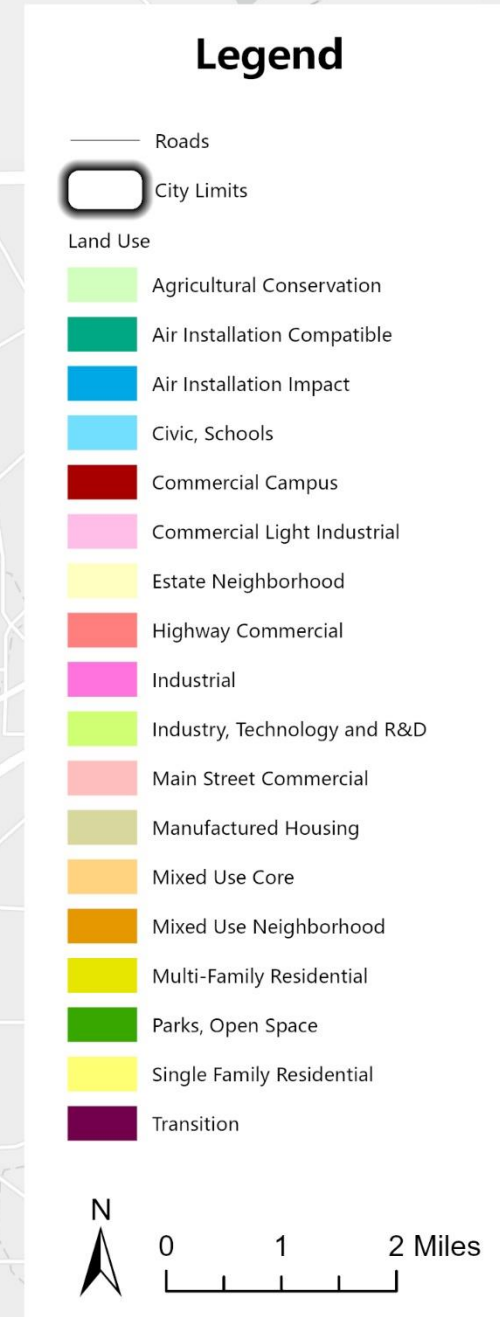
4 Key Areas

Vision, Opportunities, Issues/Constraints

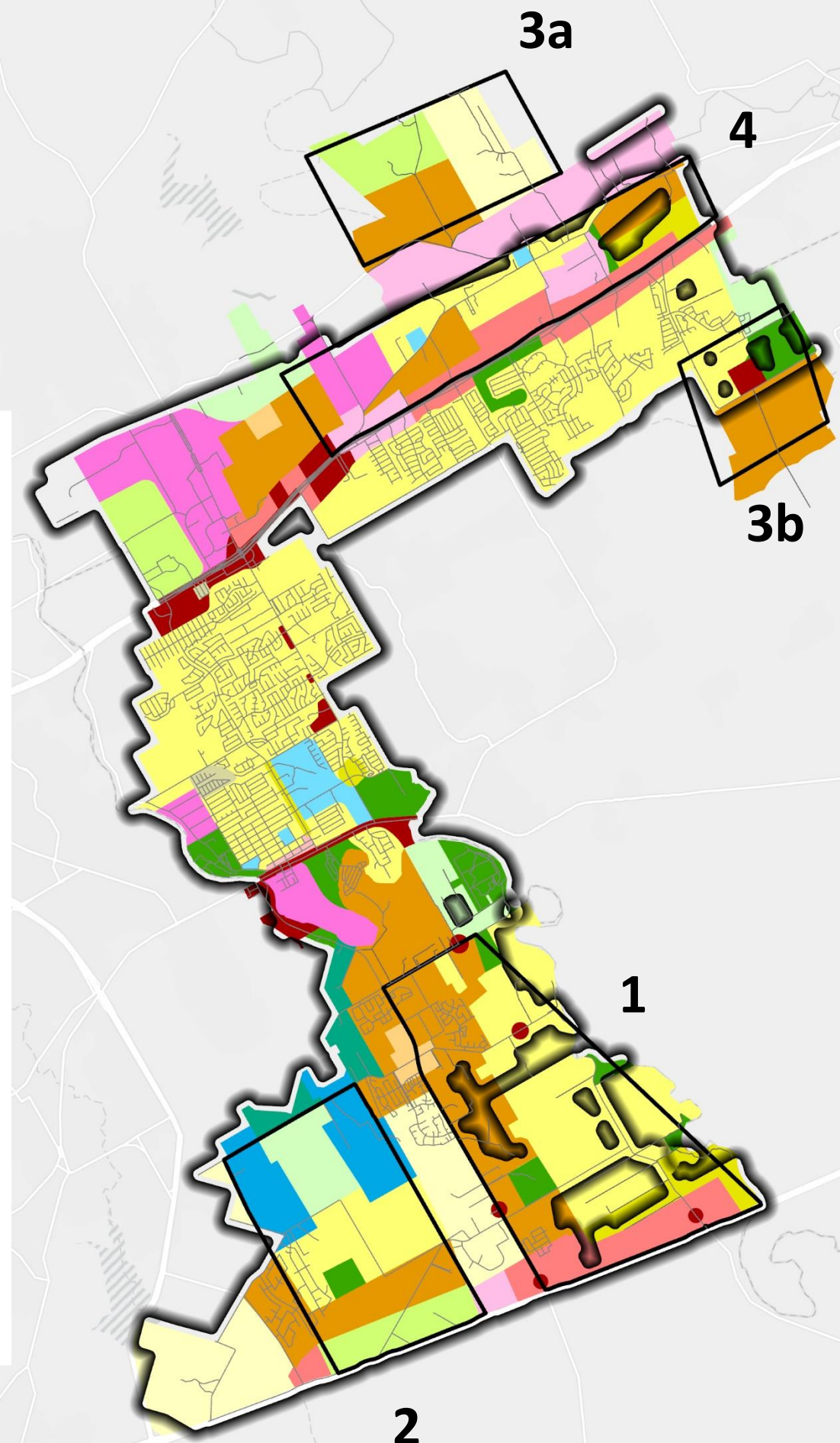
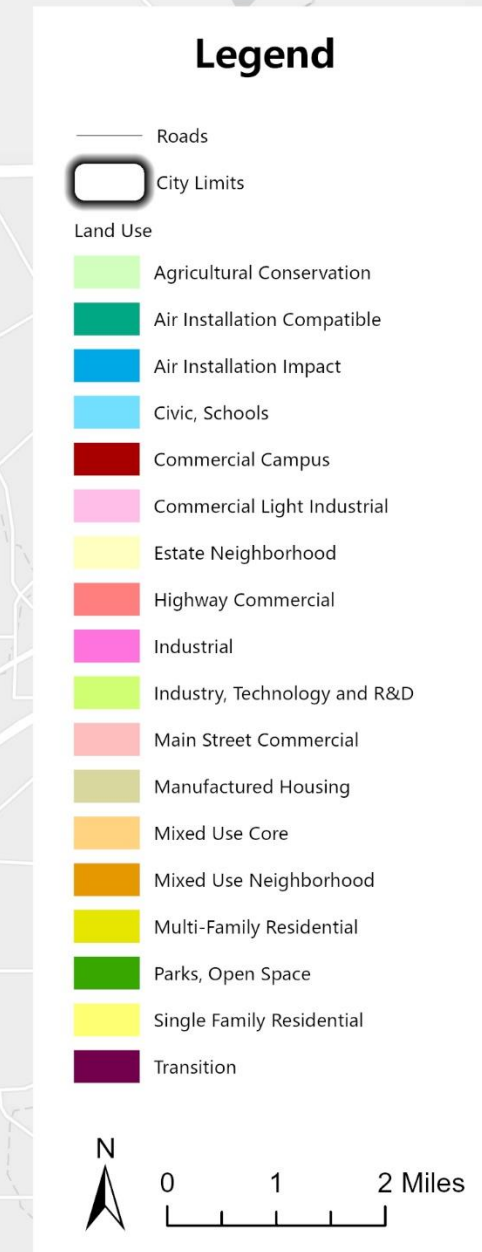
- **Area 4** – Development pressures on the Estate designated area and Industrial uses starting to develop. There needs to be a balance of Industrial, Commercial, Retail etc.



Land Use Scenario 1



Land Use Scenario 2



Next Steps

- **Revise Draft Future Land Use Map**
- **Monitor and Summarize Community Survey and Interactive Map Input and Comments**
- **Community Engagement Events**
- **CPAC Meeting #3 – August/September**