SA TOMORROW

Housing and Economic Development Strategies
Far East Community Area
Planning Team Meeting #4

Attendees:

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Matt Prosser, EPS
Carissa Cox, Mosaic
Chris Ryerson, CoSA
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Uchennaya Ogba
Ada Hoyle
Gretchen Roufs

Today's Objective

With projected population growth in the Community Area ...

How will we guide the addition of housing?

How will we guide the addition of job centers?

Vision

The Far East Community Area is comprised of safe and inviting neighborhoods with diverse, quality, and affordable options for housing, dining, shopping, medical services, healthy food, and community gathering spaces, all organized around quality parks and the area's own walkable arts, entertainment and shopping district. Residents of all ages and incomes can get around easily using well-lit and well-maintained sidewalks, trails, bicycle facilities, and transit amenities lined with trees and landscaping, green stormwater treatments, and public art.

Goals

- Improve comfort and safety throughout the area with improved lighting, signage, and enhancement of parks, trails, sidewalks, and other community assets.
- Increase access to healthy food and health care for all residents.
- Facilitate development patterns that include local employment and entertainment opportunities in one or more mixed use urban centers or arts districts that are highly walkable and connected and serve as an area destination.
- Increase equitable access to parks, open space, trails, community gathering facilities, and recreational amenities.
- Create housing, employment, goods and services that serve, support and are accessible to a variety of income levels, age groups, and multi-generational households.
- Encourage commercial development to be less auto-oriented and more walkable and provide a greater diversity of locally serving restaurant and retail options.
- Improve comfort, safety and aesthetics throughout the Far East Area with treelined streets, other urban greening, and integration of sustainable infrastructure.
- Expand the amount and variety of multi-modal networks throughout the Far East Area.

General comments

Copy the sticky note types into each question to indicate attendee responses.

Housing Types

Single-Family Detached | Attached/Townhomes | Garden Multi-Family | Urban Multifamily

1. What existing housing is an asset in the Far East Area?

- Single family construction expected to continue, in Foster Rd. area and beyond I-10

2. What housing types are we missing in the Far East Area?

- Single-family housing closer in / to be near retail, jobs, other destinations
- Luxury apartments / condos - only one place expecting condos to be built
- Housing for seniors that may want to downsize or trade to homes/yards needing less maintenance
- Perhaps some over 55 complexes that might offer more affordability.

3. What housing challenges do we face in the Far East Area?

- Wages for typical jobs in the Plan Area do not meet the affordability needs for cost of an affordable home (based on 1 job per HH)
- Businesses, retail, other uses to support new residents when they move here
- Being sure not to price out HHs paying more affordable rents

What desired housing types are most appropriate for the area? Where would we like to see them?

- Newer single-family homes, not "cereal box" but more attractive neighborhood-style homes, e.g. in Roseville area
- Programs to help existing homeowners fund improvements

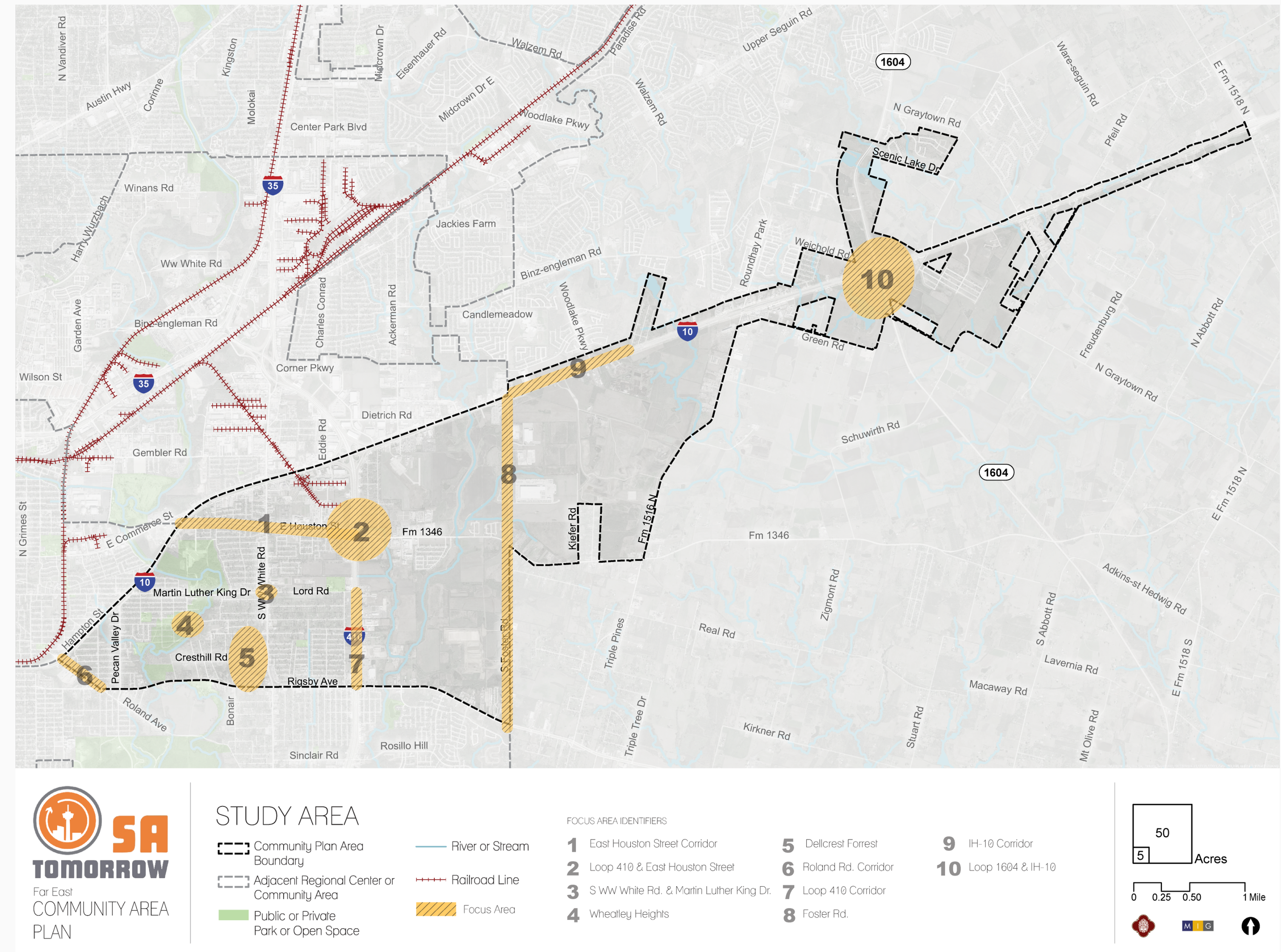
Additional comments

- How do we continue to attract more residents to move here, and what do we build first, chicken-or-egg dilemma
- Not a lot of retail, restaurant, or other draws to Far East, losing out to areas with these assets

Drop housing type icons (on a proportional basis from projected growth) into map as attendees respond to each prompt. Screenshot the completed map.

NOTE: Trades are appropriate.

Single-Family Detached	Attached/Townhomes	Garden Multi-Family	Urban Multifamily
• 1 piece = 100 units • 20 acres per piece	• 1 piece = 100 units • 8 acres per piece	• 1 piece = 100 units • 6 acres per piece	• 1 piece = 100 units • 3 acres per piece
7 PIECES TO ALLOCATE	2 PIECES TO ALLOCATE	7 PIECES TO ALLOCATE	2 PIECES TO ALLOCATE



Additional comments

Retail | Industrial/Flex | Office/Education/Health | Hospitality/Entertainment

1. What existing job types are assets in the Far East Area?

- Distribution center jobs - though they don't promote walkable land uses

2. What job types are we missing in the Far East Area?

- Locally serving retail, restaurant options
- Medical/ health care/ research - higher-paying jobs
- Locally serving medical needs
- Recreation activities - uses that take advantage of undeveloped open space and trails

3. What employment challenges do we face in the Far East Area?

- Area near I-10 and I-410; major job center but need to support convenient housing options for these workers
- Jobs to attract young professionals (20 - 30 year olds)
- Without a cluster of hospitals, could be challenging to attract medical research to Far East

What desired job types are most appropriate for the Far East Area? Where would we like to see them?

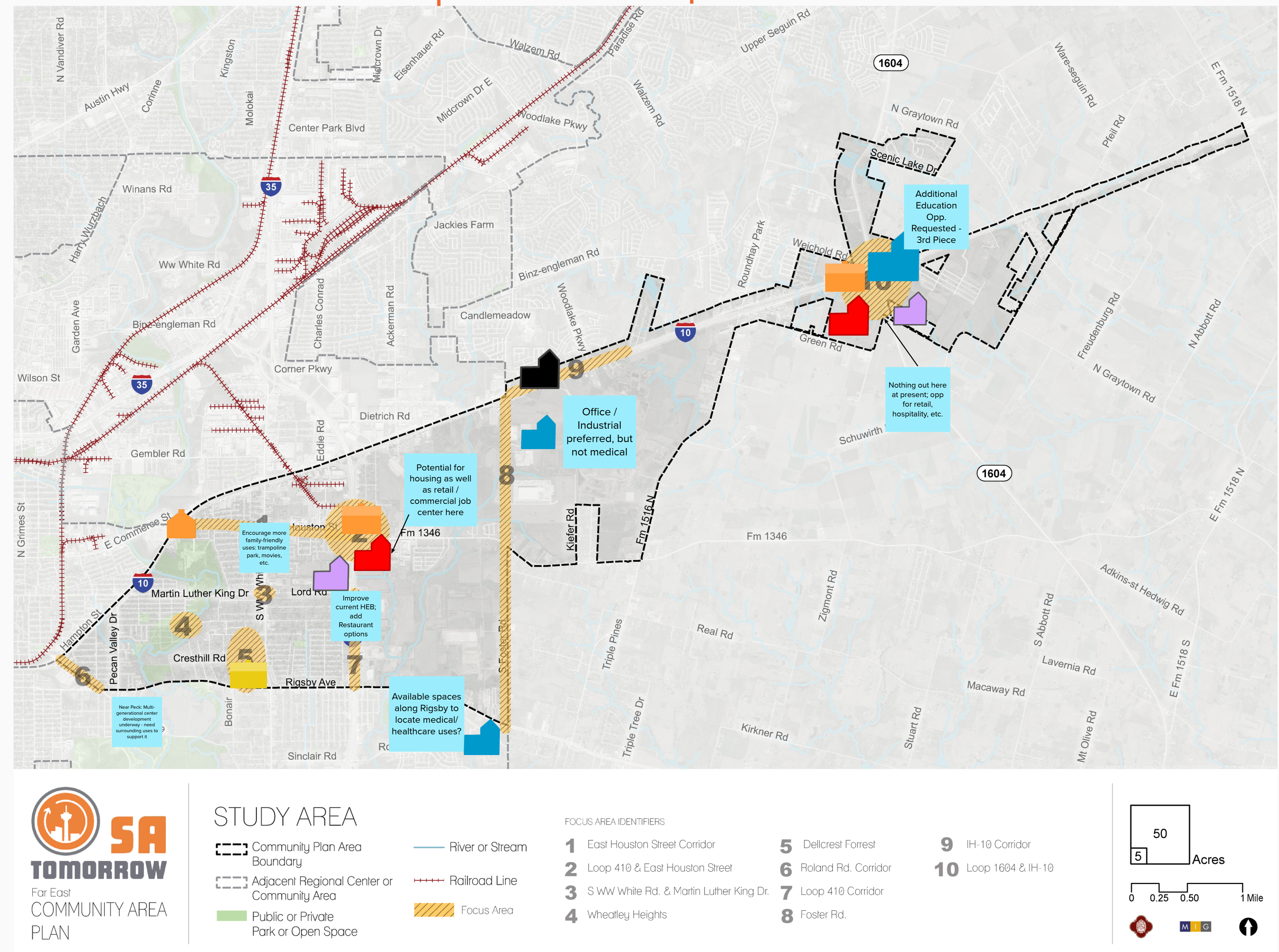
- New and small business incubators - low cost to start up here is attractive

Additional comments

- Utilize bioretention development methods for conservation AND potential way to attract for jobs/ residents to the area

Drop employment type icons (on a proportional basis from projected growth) into map as attendees respond to each prompt. Screenshot the completed map.

Retail	Industrial/Flex	Office/Education/Health	Hospitality/Entertainment
• Est. 800 jobs • 1 piece = 200 jobs • 2 acres per piece	• Est. 2,000 jobs • 1 piece = 200 jobs • 5 acres per piece	• Est. 400 jobs • 1 piece = 200 jobs • 1 acre per piece	• Est. 800 jobs • 1 piece = 200 jobs • 1.5 acres per piece
4 PIECES TO ALLOCATE	10 PIECES TO ALLOCATE	2 PIECES TO ALLOCATE	4 PIECES TO ALLOCATE



Additional comments

- Improve the H-E-B and surrounding area? Congested and could be upscaled
- if HEB does not want to upgrade their facility to accommodate curbside pick up or additional grocery options maybe Kroger or another retailer can take advantage and build a new store
- East Houston St and I-10 - opportunity to build new senior housing, available land in 1-2 story apartment format