



# Rolling Oaks Area Regional Center Planning Team

Meeting #5

Tuesday, December 6, 2022

Zoom

2:00 – 4:00 PM



Cambridge Systematics, Inc.  
Bowtie  
Economic & Planning Systems, Inc.  
Auxiliary Marketing Services  
Mosaic Planning and Development Services  
SJPA

# Rolling Oaks Area Project Team

- **City of San Antonio, Planning Department**
  - Ana Villarreal, Project Manager
- **MIG**
  - Jay Renkens, Principal
  - Krystin Ramirez, Project Manager
- **Economic & Planning Systems (EPS)**
  - Matt Prosser, Executive Vice President
- **Mosaic**
  - Carissa Cox, Principal Planner



# Timeline of Meetings



# Meeting Objectives

- Overview of Community Meeting #2
- Discuss Housing & Economic Development Recommendations
- Review Future Land Use Map
  - Discuss Areas of Change
  - Discuss Housing Case Studies



# SA TOMORROW

Vision & Goals

# Draft Vision

*The Rolling Oaks Area Regional Center is built on **quiet, safe and family-friendly neighborhoods** stitched together with **walkable, bikeable and transit-friendly mixed use areas** including shops, restaurants, and **diverse opportunities for housing and employment**. Long-time and new residents are **connected** to each other and to ample **parks**, trails and recreation by beautiful and calm **green streets**.*

# Draft Goals, Part 1

1. Promote **quality development** that is compatible with existing neighborhoods and includes **additional housing and employment options** for existing and new residents.
2. Ensure that existing residents and businesses – and the **culture and authenticity** they represent – are a part of the Regional Center Area moving forward as public and private improvements are made.
3. Facilitate and guide new development to maintain the existing relationship of **safe and quiet neighborhoods** tucked between commercial and mixed-use areas.
4. Retrofit auto-oriented commercial **development to be more walkable** and provide a **greater diversity of locally serving restaurant and retail options**.

## Draft Goals, Part 2

5. Expand the amount and **variety of transit services** throughout and connecting the Regional Center to other area destinations and amenities.
6. Improve existing connections and create new **connections that are truly multimodal**, aesthetically pleasing and provide stormwater benefits.
7. Provide **more parks, open space, trails and recreational amenities** throughout the Regional Center.
8. Encourage **responsible watershed management** through sustainable and resilient public investments, private development, and strategic partnerships.





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Overview of Community Meeting #2



# Community Meeting #2

10.28.2022 | Julia Yates Semmes Library | 47 attendees

## Community Assessment

### Community Strengths

- Range of housing options
- Availability of affordable housing

### Neutral

- Options for seniors (tie)
- Options for young families
- Options for young adults

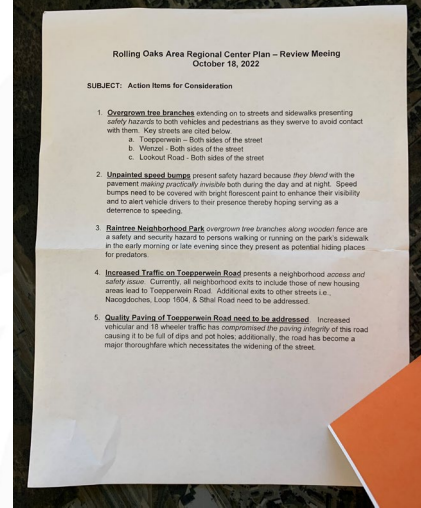
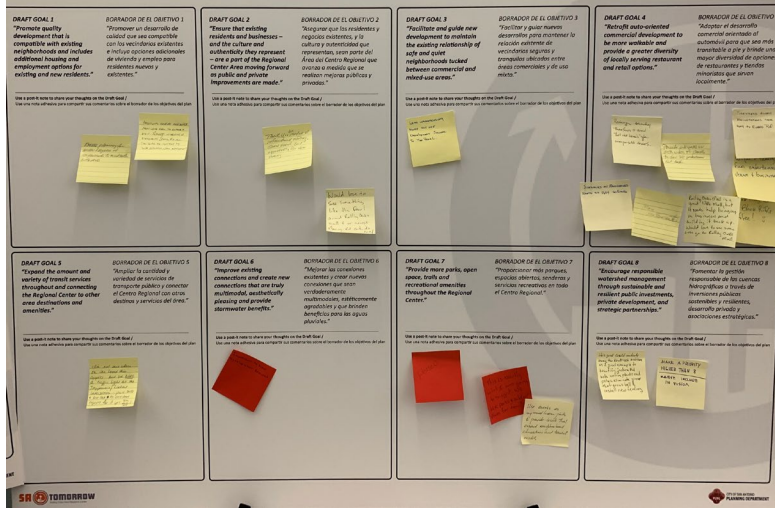
### Community Weaknesses

- Options for seniors (tie)
- Range of shopping, dining and entertainment options
- Employment opportunities
- Access to parks and open space
- Access to public transportation



TOMORROW Building a Better Region Center October 18, 2022		Community Assessment Consider the existing conditions in the Rolling Oaks area today, and identify with a dot whether each of the following topics is a strength or weakness.			
Housing		Weakness	Neutral	Strength	
Range of Housing Options		● ●	●	●	● ● ● ● ● ● ● ●
Housing Options for Seniors		● ●	●	● ● ● ●	●
Housing Options for Young Adults			● ● ● ●		● ●
Housing Options for Young Families			● ● ●		● ● ● ●
Availability of Affordable Housing		● ● ●	● ●		● ● ● ● ●
Economic Development					
Range of Shopping, Dining and Entertainment Options		● ● ● ● ● ● ● ●	● ● ● ●		● ● ● ● ● ● ● ●
Range of Entertainment Options		● ● ● ● ● ● ● ●			● ● ● ● ● ● ● ●
Range of Employment Opportunities		● ● ● ● ● ● ● ●	●		● ● ● ● ● ● ● ●
Access to Parks and Open Spaces		● ● ● ● ● ● ● ●			● ● ● ● ● ● ● ●
Access to Public Transportation		● ● ● ● ● ● ● ●			● ● ● ● ● ● ● ●

# Community Feedback

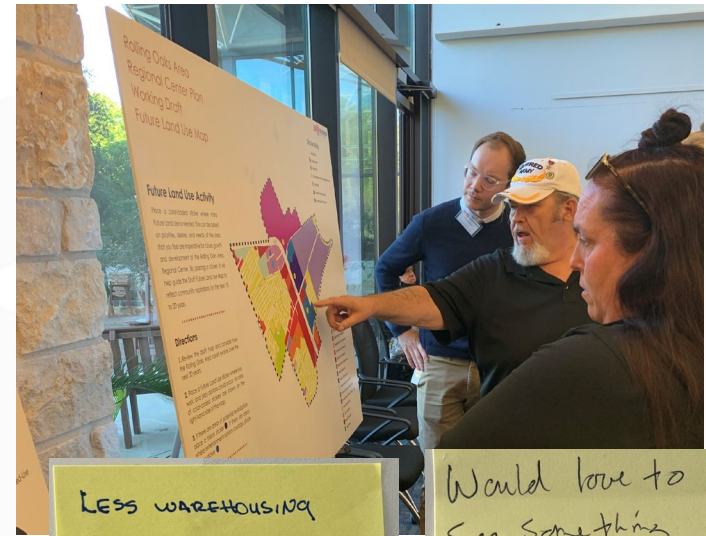


- Community Meeting #2
- Online Survey (November 20)
- Email



# Community Feedback

- Improve infrastructure
  - sidewalks, crosswalks, and walking trails
- Expand neighborhood connections to parks and green spaces
- Increase transit modes
- Consider water, the environment and the wildlife- specially near the creeks
- Support the Rolling Oaks Mall so it can bring more businesses
- Provide better shopping and dining options
- Increase access to mix-use development
- Beautification of corridors
  - Judson and Nacogdoches



LESS WAREHOUSING  
MORE MIX USE  
DEVELOPMENT SIMILAR  
TO THE PEARL.

Would love to  
see something  
like the Pearl  
around Rolling Oaks  
mall & or across  
Nacog. Rd outside  
1004

Rolling Oaks Mall is a  
great little Mall, but  
it needs help bringing  
in businesses and  
building it back up.  
Would love to see some  
love go to Rolling Oaks  
Mall.

Provide sidewalks on  
both sides of streets  
to facilitate pedestrian  
foot traffic.



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Housing Recommendations



# Factors for Rolling Oaks Area

## Regional Center Growth Goals:

**60% of Jobs**  
(forecast is 50%)

**20% of Housing Units**

**50% of Multifamily Units**



**Household Growth | 2010-2040**

**7,200** new housing units  
240 new units per year



**New Housing Development**

**Approx. 1,085** total units since 2010  
including **932** apartment units



**Employment Growth | 2010-2040**

**8,900** new jobs  
297 jobs per year

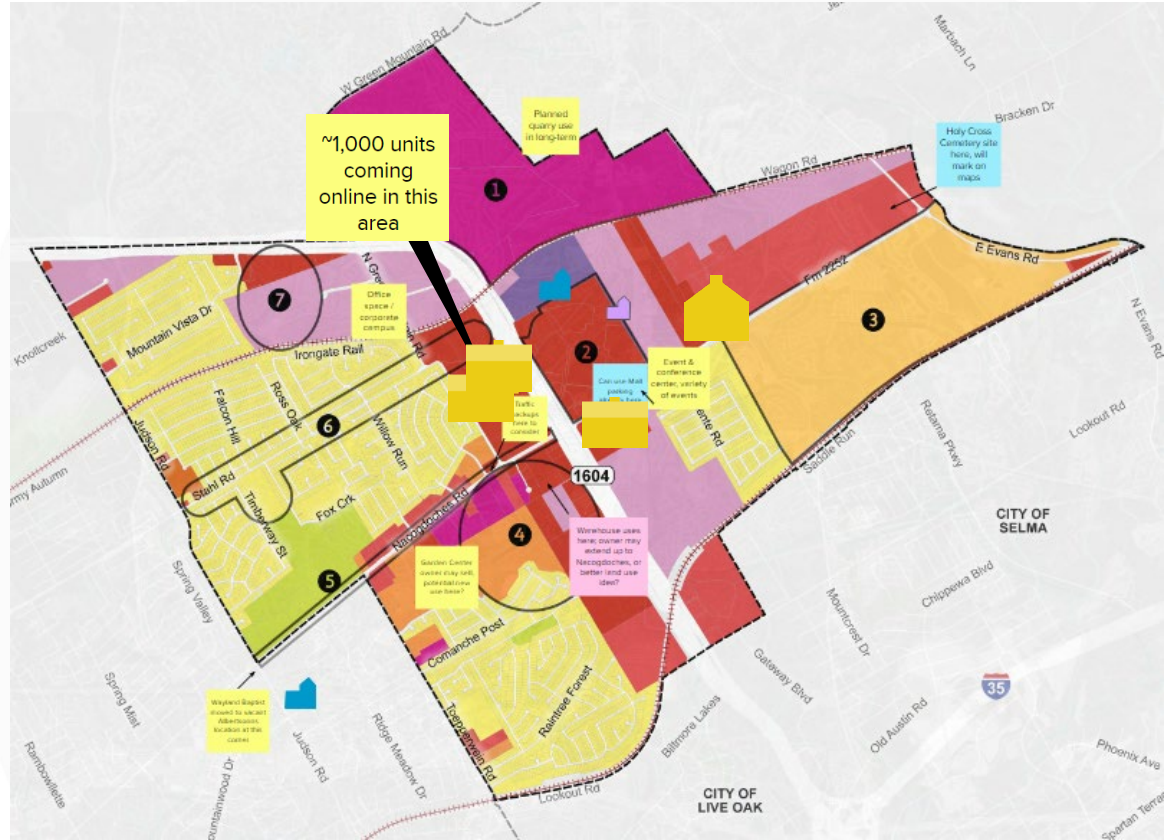


**New Employment since 2010**

**719** new jobs (US Census LEHD 2010 to 2019)  
Approx. 80 jobs per year

# Summary of Housing Allocation Activity

1. Desires to focus denser housing development near 1604 and Nacogdoches interchange
2. Mixture of housing options desired
3. Some commercial designation areas may be better housing sites



\* Icons only enlarged for visibility in presentation

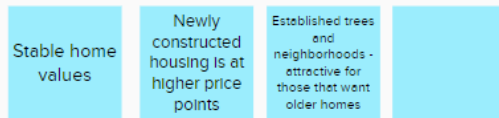


# Housing Issues and Opportunities

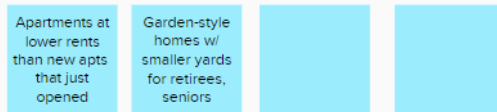
## Challenges:

- Maintaining the established neighborhood context with more mature trees with new development
- Affordability of new housing development

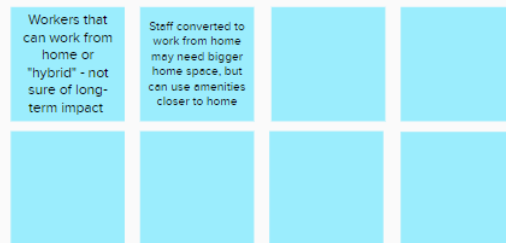
### 1. What existing housing is an asset in the Rolling Oaks Area?



### 2. What housing types are we missing in the Rolling Oaks Area?



### Additional comments



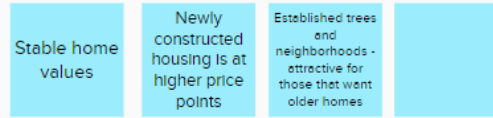


# Housing Issues and Opportunities

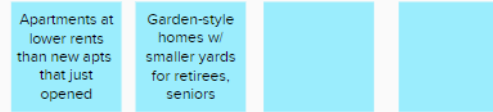
## Opportunities

- Greater diversity of housing options
- More garden style or smaller format homes for retirees and seniors
- Areas east/north of 1604, near mall, may be better suited for housing

### 1. What existing housing is an asset in the Rolling Oaks Area?



### 2. What housing types are we missing in the Rolling Oaks Area?



### Additional comments



# Draft Housing Recommendations

- Allow for a **greater mixture of housing** options especially smaller format, middle density products, within the land use plan
- Allow for **higher density housing** near major transportation routes and away from existing neighborhoods
- Attract development of housing types that allow residents to remain in the area including **small scale** and **attached single family housing** and **senior housing**



**SA**



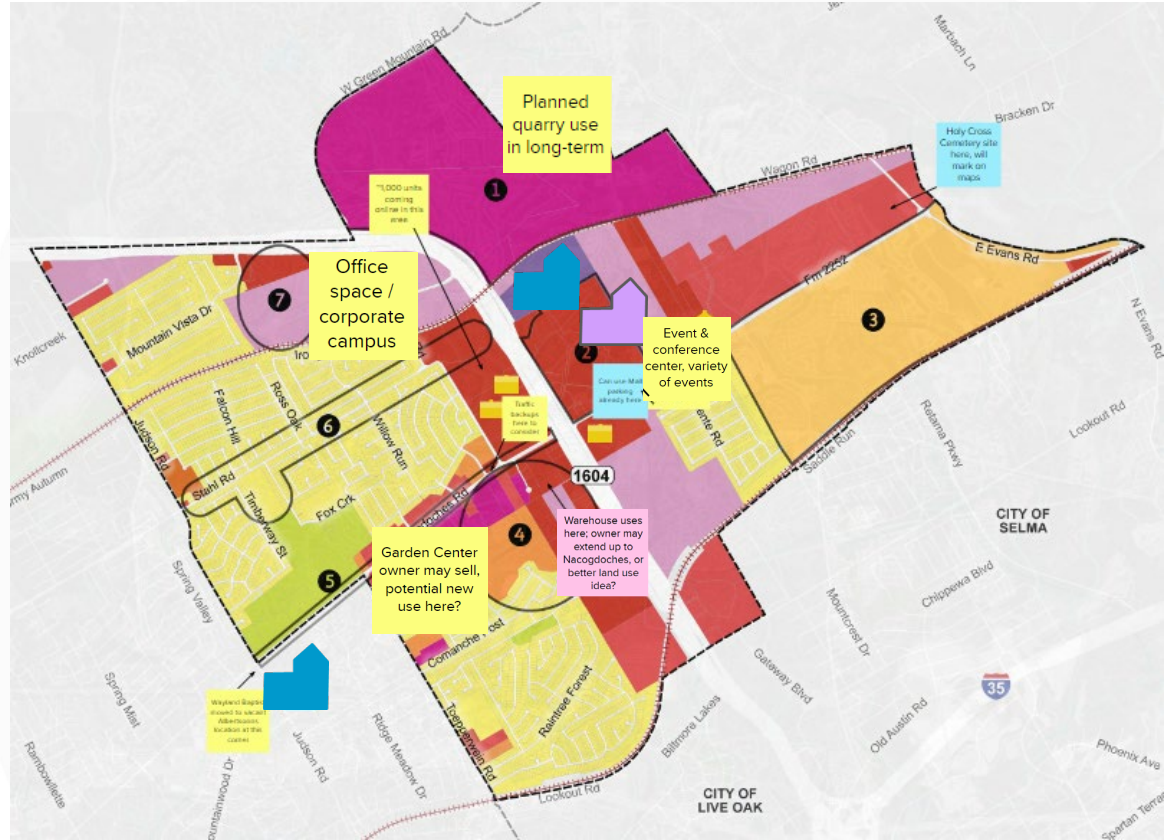
**TOMORROW**

Economic Development  
Recommendations



# Summary of Employment Allocation Activity

1. Gun Club Site could be a good office job location
2. The mall area present an opportunity for variety of uses
3. Continue build out of employment area Green Mountain Rd at 1604
4. Potential for reuse of aging commercial areas



\* Icons only enlarged for visibility in presentation

# Economic Issues and Opportunities

## Challenges:

- Lack of corporate campus locations in the northeast SA area
- Lacking mixture of jobs types in area
- No event, conference spaces in the Northeast area

### 1. What existing job types are assets in the Rolling Oaks Area?

Leverage the mall to create mixed-use environment



### 2. What job types are we missing in the Rolling Oaks Area?

Corporate campus

If retail types that left the Mall can be attracted to return, would bring those jobs back

Need to attract Industries w/ higher-paying jobs (tech)

More medical / health industry jobs

### 3. What employment challenges do we face in the Rolling Oaks Area?

Most people who live in this area must not work in the area



#### Additional comments

Can you track the Area residents now working from home?

Wayland Baptist moving their nursing program to previously vacant space; good repurposing

Gun Club site has easy access on/off 1604, good for office/job ctr



# Economic Issues and Opportunities

## Opportunities:

- Mall is a designation that could attract other uses
- More opportunity to live and work in the area
- Wayland Baptist moving nursing program to area in existing vacant space, can we attract similar uses
- Attract medical/health care jobs

### 1. What existing job types are assets in the Rolling Oaks Area?

Leverage the mall to create mixed-use environment



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# Draft Economic Development Recommendations

- Work with Rolling Oaks Mall owner to **reinvest** and **revitalize** the mall and surrounding parcels by encouraging more mixed use
- **Attract additional employment uses** to diversify employment opportunities including additional corporate office and medical uses
- **Focus traffic generating employment uses** near 1604 and major interchanges
- Identify opportunities to **increase event, meeting, conference,** and **gathering spaces** within the area to support employers and workers in the area

# SA TOMORROW

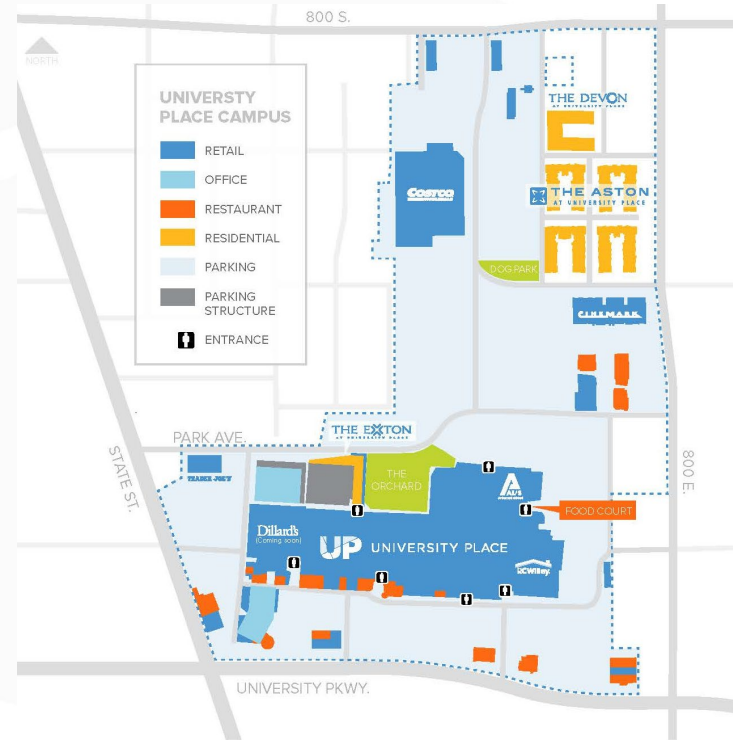
Case Studies





# University Place

- Redevelopment of University Mall built in 1970's
  - Cycled through multiple anchor store closing and openings
- Major revitalization plan announced in 2013 to added a mixture of uses around existing mall led by owner Woodbury Corporation with support from City of Orem
- New and Proposed Development includes:
  - Additional 200,000 sf of retail
    - Trader Joe's attracted
  - 600,000 to 900,000 sf of office
  - Over 1,300 units of multifamily
  - Hotel
  - Structured parking



# University Place





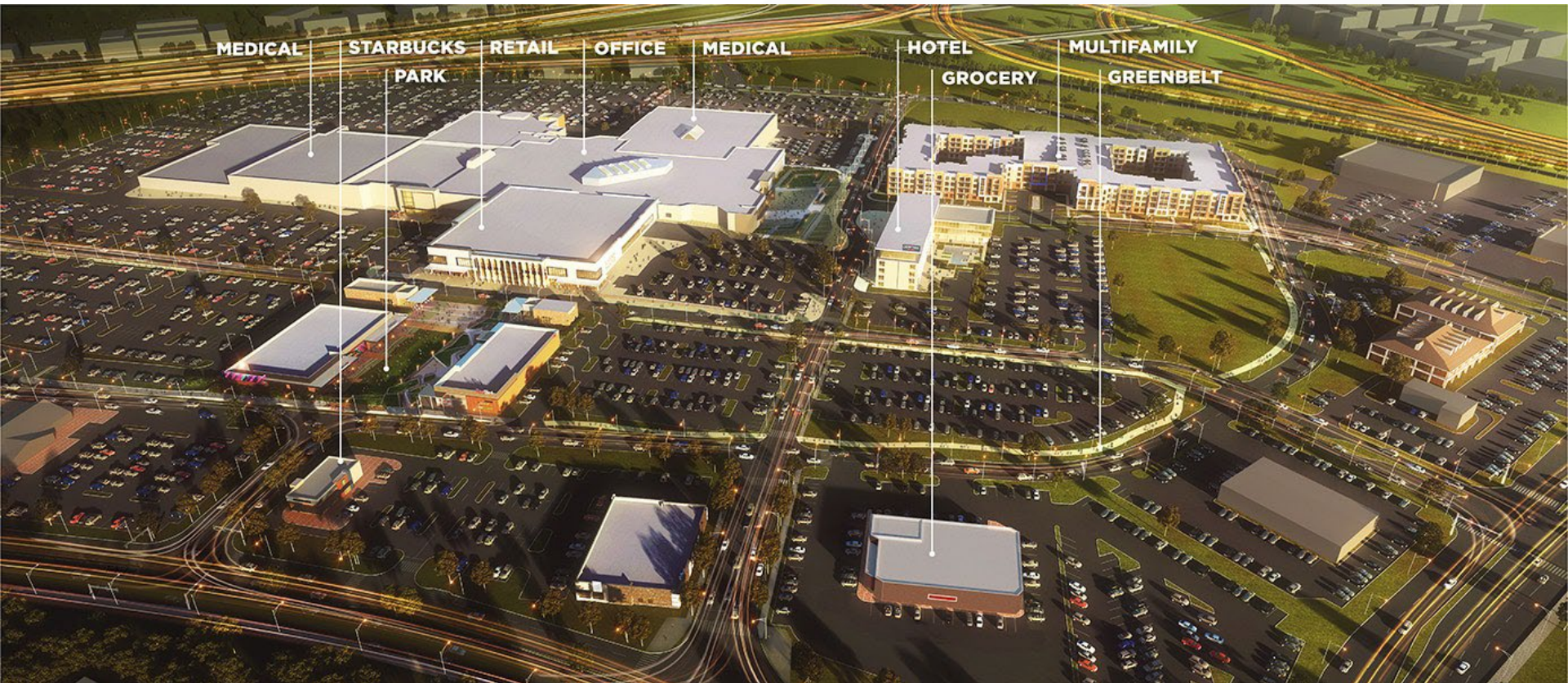
# Red Bird (Dallas, TX)

- Redevelopment of Red Bird Mall in south Dallas
- Built in 1970's and under-went name change/rebranding in 1990's
- Started losing anchor stores in 2000's and bankrupt in mid 2010's
- Major revitalization plan announced to transition the mall into a mixture of uses
- New and Proposed Development includes:
  - Reduced retail footprint
  - New Anchor Uses
    - Medical Center (UT Southwestern Medical Center)
    - Call Center/Back office
  - Added greenbelt and plaza
  - New multifamily and hotel





# Red Bird (Dallas, TX)



**SA**

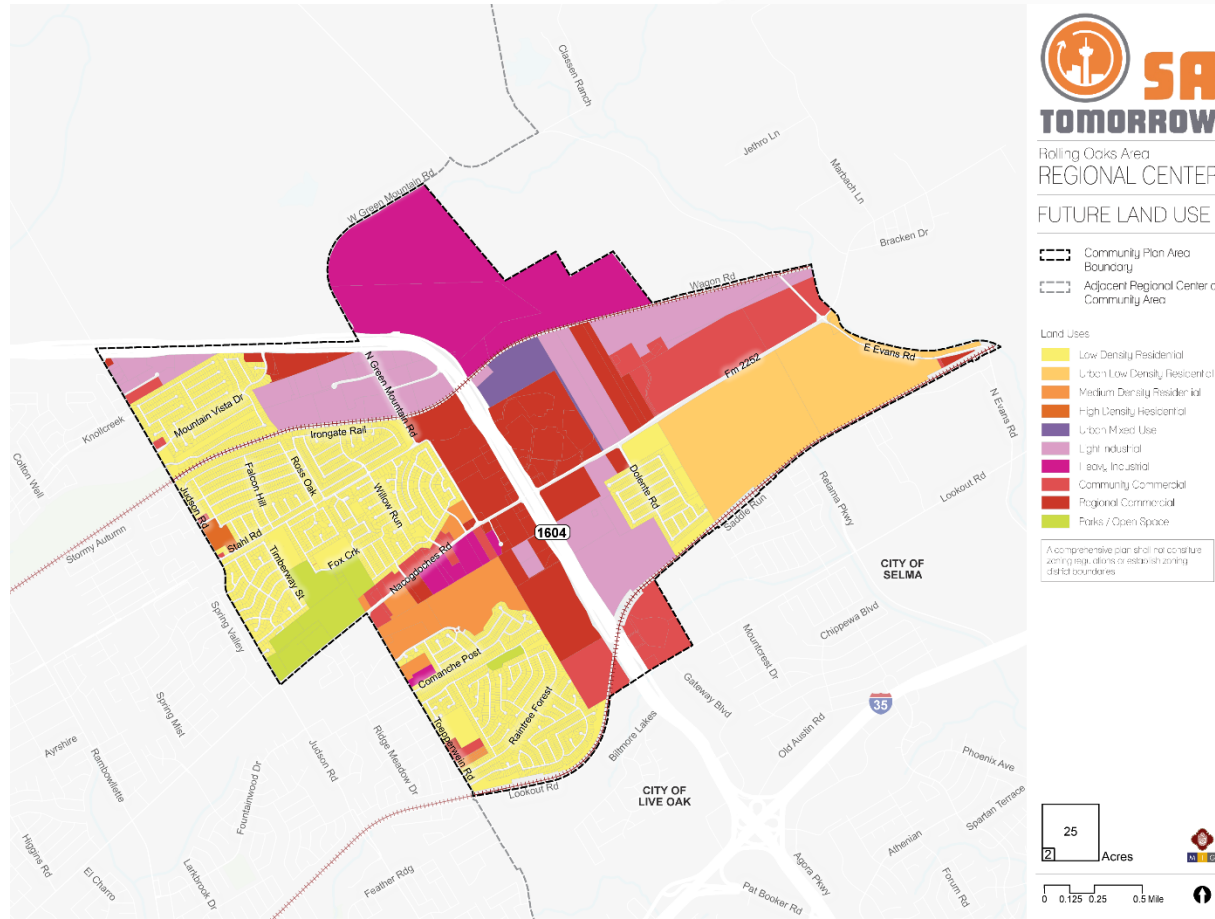


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Future Land Use Review

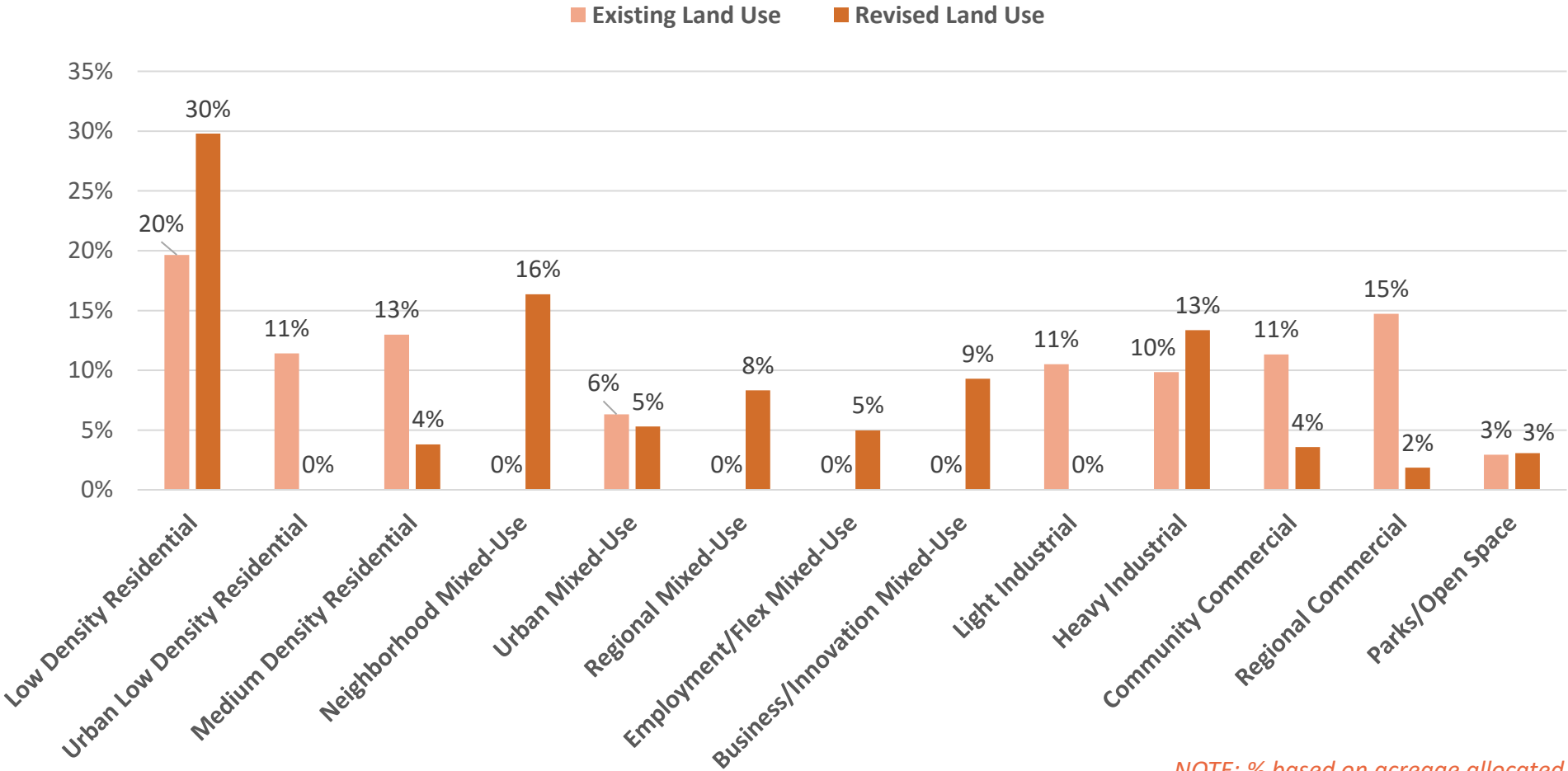


# Original Future Land Use Map



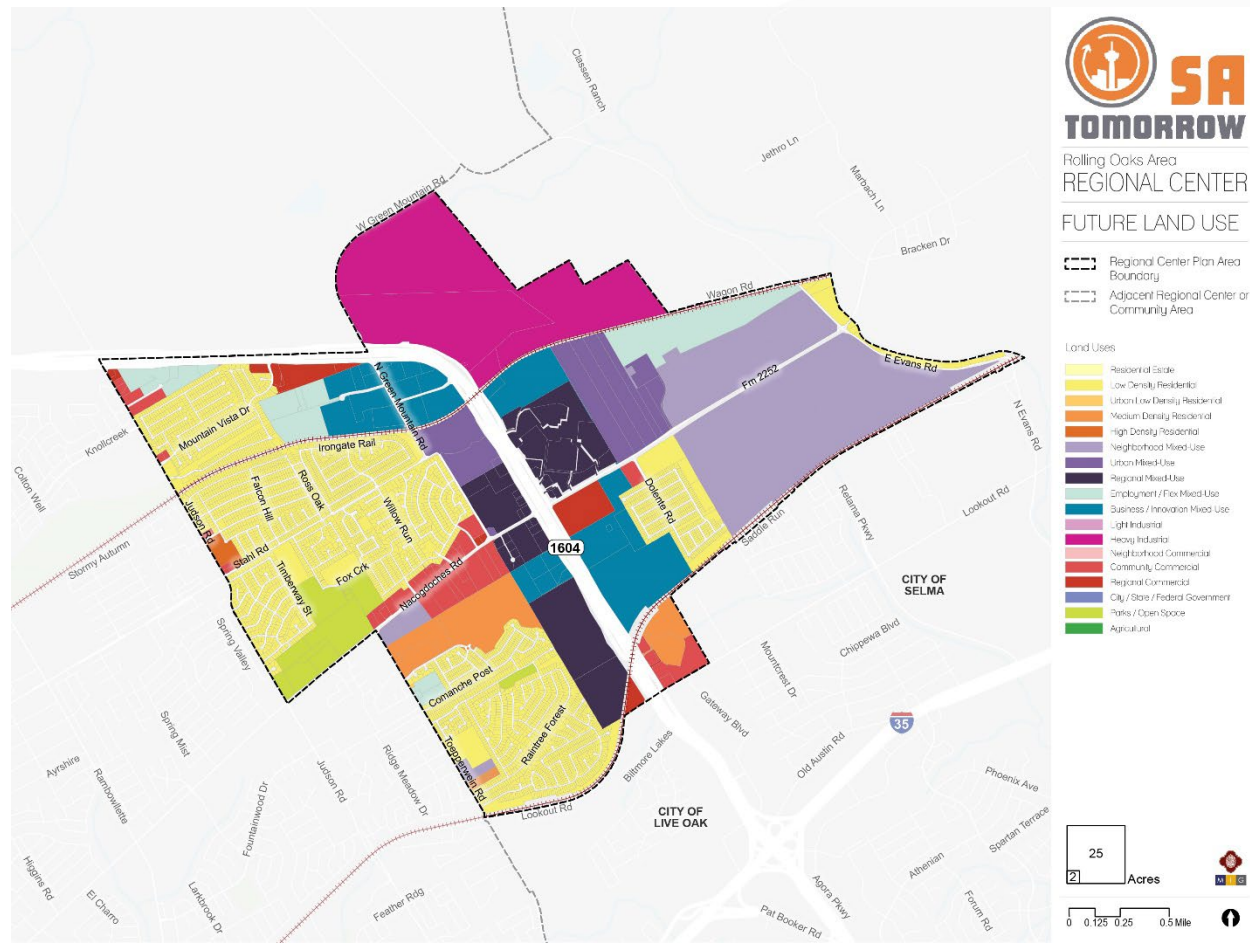


# Rolling Oak Area: Future Land Use Changes



*NOTE: % based on acreage allocated*

# Revised Future Land Use Map





# Land Use Recommendations

- Integrate green infrastructure into future development projects to protect riparian areas and facilitate integrated stormwater management practices.
- Protect the stability and character of existing neighborhoods.
- Promote place-making and value stability through differentiation along major corridors, creating nodes of higher density uses at key intersections.
- For larger, undeveloped properties outside of Loop 1604, a mixture of commercial development and new residential subdivisions is likely. Mixed-use projects, community commercial uses, multi-family residential and master planned community developments are appropriate along Nacogdoches Road.

# Land Use Recommendations

- Promote vibrant commercial activity along Nacogdoches inside of Loop 1604, including a mixture of neighborhood services, community commercial uses and regional commercial where appropriate.
- Encourage regional-scale, mixed-use redevelopment of the Rolling Oaks Mall site.
- Density should be a function of proximity to major thoroughfares. Moving outward from 1604 toward Evans Road, density should decrease.

# Land Use Recommendations

- Facilitate development of more arts and entertainment venues in this part of the City by ensuring that AE zoning and related uses are allowed where appropriate.
- Foster economic success of active industrial areas by preserving adequate access to transportation corridors and aggregation of compatible uses. Avoid new residential development in proximity to industrial areas.

# SA TOMORROW

Next Steps

# Next Steps

- Next Planning Team Meeting(s):
  - Planning Team Meeting #6 – Late January 2023 from 2 PM-4 PM
  - Planning Team Meeting #7 – Late February 2023 from 2 PM-4 PM
  - Digital Design Charrette – TBD, week of March 27th-30th

# Questions?

Ana Villarreal, City of San Antonio

[ana.villarreal@sanantonio.gov](mailto:ana.villarreal@sanantonio.gov)

(210) 207-5404



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