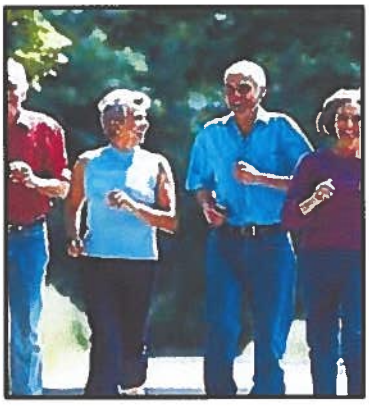
APPENDICES

PSYCHOGRAPHICS:
Segments Represented within the
Bulverde Trade Area
Claritas, Inc.

Psychographics

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 geographical areas (neighborhoods) and the local workforce into one of 66 distinct market segments based on their demographics (age, education level, income, whether there are children in the household) and consumption habits (what goods they purchase, what type of dining they do, what kind of car they drive, what media they use, where they travel). These segments are classified into four urbanization categories—Urban, Suburban, Second City or Town and Rural—and level of affluence. Characteristics range from urban and very affluent at the high end of the scale to rural and less affluent at the lower end. These characteristics also factor into projections for the demand for various types of goods and services.

Commercial retail developers are interested in understanding a community's psychographic profile, since it is an indication of its residents' 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.



Psychographics Segments Represented Within the Bulverde Trade Area

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.

Descriptions of Select Psychographic Segment Detail

God's Country

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high- power jobs and laid-back leisure.

Lifestyle Traits

- Travel for business
- Take a golf vacation
- Skiing magazine
- Outdoor Life Network
- Toyota Land Cruiser SUV

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High

Movers & Shakers

Movers & Shakers is home to Americas are up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often without children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

Lifestyle Traits

- Go Scuba diving/snorkeling
- Eat at Bertucci's
- Inc. magazine
- Home study course by internet
- Porsche 911

Demographics Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 35-54
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	High

Executive Suites

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nations beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white- collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

Lifestyle Traits

- Eat at Houlihan's
- Shop at Express
- Shape Magazine
- The Amazing Race
- Acura TSX

Demographics Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Professional
Urbanicity:	Mostly Owners
Income:	Upper-Mid
Income Producing Assets:	Above Average

Home Sweet Home

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

Lifestyle Traits

- Go mountain biking
- Eat at Quizno's
- Inc. magazine
- Smallville TV
- Saturn Vue SUV

Demographics Traits

Ethnic Diversity:	White, Black, Asian, Mix
Presence of Kids:	HH w/o Kids
Age Ranges:	Age <55
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Above Average

Greenbelt Sports

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

Lifestyle Traits

- Go snowboarding
- Go horseback riding
- North American Hunter magazine
- American Experience TV
- Subaru Impreza

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	White Collar, Mix
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upper-Mid
Income Producing Assets:	Above Average

Winner's Circle

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 15 to 44 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of $100.000, Winner's Circle residents are big spenders who like to travel, ski go out to eat, shop at clothing boutiques and take in a show.

Lifestyle Traits

- Go downhill skiing
- Shop at Ann Taylor
- Working Mother Magazine
- Nickelodeon TV
- Infinity SUV

Demographics Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	HH w/ Kids
Age Ranges:	Age 25-44
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	High

Country Squires

The wealthiest residents in exurban America live in Country Squired, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. County Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

Lifestyle Traits

- Order from online retailers
- Go skiing
- Family Fun magazine
- Pay-per-view movies
- Lexus SUV

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/ Kids
Age Ranges:	Age 35-54
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	High

Kids & Cul-De-Sacs

Upscale, suburban, married couples with children--that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Lifestyle Traits

- Shop at The Disney Store
- Go to Chuck E. Cheese
- Parenting magazines
- Nickelodeon TV
- Nissan Armada SUV

Demographics Traits

Ethnic Diversity:	White, Asian, Hispanic, Mix
Presence of Kids:	HH w/ Kids
Age Ranges:	Age 25-44
Education Levels:	College Grad
Employment Levels:	White Collar, Mix
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	Above Average

Blue Blood Estates

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawn, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

Lifestyle Traits

- Shop at Talbot's
- Take a skiing vacation
- Architectural Digest Magazine
- Scientific American magazine
- Audi A8

Demographics Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	HH w/ Kids
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy Income
Income Producing Assets:	High

Big Sky Families

Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Lifestyle Traits

- Own a camper
- Go to auto races
- North American Hunter magazine
- Outdoor Life Network
- Dodge Ram

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/ Kids
Age Ranges:	Age 25-44
Education Levels:	Some College
Employment Levels:	BC*, Service, Mix
Homeownership:	Mostly Owners
Urbanicity:	Rural
Income:	Upper-Mid
Income Producing Assets:	Moderate

*BC=Blue Collar

Big Fish, Small Pond

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

Lifestyle Traits

- Belong to a country club
- Own a motor home
- Atlantic Monthly magazine
- 1960s nostalgia music
- Lexus LS430

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upscale
Income Producing Assets:	Elite

Traditional Times

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

Lifestyle Traits

- Domestic travel by motor home
- Eat at Bob Evans
- Golf tournaments on TV
- Triple Crown on TV
- Buick LaCrosse

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 55+
Education Levels:	Some College
Employment Levels:	White Collar, Mix
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Upper-Mid Income
Income Producing Assets:	High

Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over $200,000/year or possessing a postgraduate degree. And none has a more opulent standard of living.

Lifestyle Traits

- Spend $3,000+ foreign travel
- Shop at Bloomingdale's
- Atlantic Monthly magazine
- Golf Channel
- Jaguar XK

Demographics Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	Elite

Simple Pleasures

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.

Lifestyle Traits

- Belong to a veterans' club
- Watch U.S. Senior Open (golf) on TV
- Jeopardy! TV
- Wheel of Fortune TV
- Ford Crown Victoria

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	Mostly w/o Kids
Age Ranges:	Age 65+
Education Levels:	High School Grad
Employment Levels:	Mostly Retired
Homeownership:	Mostly Owners
Urbanicity:	Town/Rural
Income:	Lower-Mid
Income Producing Assets:	Producing Assets: Above Average

Middle Managers

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents ten to be middle-class and over 45 years old, with solid managerial jobs and comfortable retirements, indoor gardening and refinishing furniture.

Lifestyle Traits

- Play bingo
- Do needlepoint
- Saturday Evening Post
- Hollywood Squares TV
- Mercury Sable

Demographics Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	HH w/o Kids
Age Ranges:	Age 45-46
Education Levels:	White Collar, Mix
Employment Levels:	Mostly Owners
Homeownership:	Midscale
Urbanicity:	Second City
Income:	Midscale
Income Producing Assets:	Above Average

DOWNTOWN BULVERDE VILLAGE VISION
IMPLEMENTATION STRATEGY MATRIX

			Strategies				
Actions for Change by Land Use Type	**Timing***	**Level of Public Intervention****	**"Shape" Market Perception**	**Diversify Commercial Mix**	**Expand Housing Choices**	**"Green the Street"**	**Grow the Funding Toolbox**
Corridor-Wide (Not all Action Items in this section pertain directly to Downtown Residential)							
Revise Building and Zoning Codes Where Necessary	Short-Term	High	X	X	X	X	
Monitor Market Conditions	Short-Term***	Low	X	X	X		
Educate Realtor Community	Short-Term***	Low	X	X	X		
Conduct Workshops with Developers/Lenders	Short-Term***	Low	X	X	X		
Develop Targeted Marketing Materials	Short-Term***	Low	X	X	X		
Prepare Wayfinding Program	Mid-Term	Medium	X	X			
Buffer, Yet Connect, Commercial and Residential Uses	Mid-Term	Medium		X	X		
Complete Open/Public Space Overlay Plan	Mid-Term	Medium	X			X	X
Construct Open/Public Space Improvements	Long-Term	High	X			X	X
Plan for Alternative Transportation Modes	Mid-Term***	Medium	X				X
Evaluate Existing Infrastructure Deficiencies****	Short-Term	High	X	X	X		X
Develop a Strategy for Infrastructure Improvements****	Mid-Term	High	X	X	X		X
Consider a Range of Financing Tools for Implementation	Mid-Term***	High	X	X	X	X	X
Downtown Residential (Selection of Action Items from the Corridor-Wide list pertaining to Downtown Residential)							
Revise Building and Zoning Codes Where Necessary	Short-Term	High	X		X	X	
Monitor Market Conditions	Short-Term***	Low	X		X		
Educate Realtor Community	Short-Term***	Low	X		X		
Conduct Workshops with Developers/Lenders	Short-Term***	Low	X		X		
Develop Targeted Marketing Materials	Short-Term***	Low	X		X		
Buffer, Yet Connect, Commercial and Residential Uses	Mid-Term	Medium		X	X	X	
Complete Open/Public Space Overlay Plan	Mid-Term	Medium	X			X	X
Construct Open/Public Space Improvements	Long-Term	High	X			X	X
Evaluate Existing Infrastructure Deficiencies****	Short-Term	High	X		X		X
Develop a Strategy for Infrastructure Improvements****	Mid-Term	High	X		X		X
Consider A Range of Financing Tools for Implementation	Mid-Term***	High	X		X		X

*Short-Term = next 1 to 3 years; Mid-Term = next 3 to 5 years; Long-Term = more than 5 years.

**Extent to which the City may be proactive in investing resources—dollars, staff time, political will, policy or regulatory changes, etc. (Low, Medium, High).

***Once initiated, this action will become ongoing

****Infrastructure includes transportation and utility systems

Source. Jacobs Team

DOWNTOWN BULVERDE VILLAGE VISION
IMPLEMENTATION STRATEGY MATRIX

			Strategies				
Actions for Change by Land Use Type	**Timing***	**Level of Public Intervention****	**"Shape" Market Perception**	**Diversify Commercial Mix**	**Expand Housing Choices**	**"Green the Street"**	**Grow the Funding Toolbox**
Crossroads Commercial Village							
Promote Mixed-Use Development	Short-Term	Low	X	X	X		X
Incorporate Lighting	Mid-Term	High	X			X	X
Minimize Curb Cuts	Short-Term	Low		X			
Prepare Parking Strategy (Flexibility, Shared, On-Street)	Mid-Term	Medium	X	X			X
Landscape Surface Parking Lots	Mid-Term	Medium	X			X	
Establish Consistent Streetscape Standards	Short-Term	High	X	X		X	X
Design Streetscape Improvements	Mid-Term	High	X	X		X	X
Construct Streetscape Improvements	Long-Term	High	X	X		X	X
Design Gateway Improvements	Mid-Term	High	X	X		X	X
Construct Gateway Improvements	Long-Term	High	X	X		X	X
Commercial Village Transition							
Establish Consistent Streetscape Standards	Short-Term	High	X	X		X	X
Landscape Surface Parking Lots	Mid-Term	Medium	X			X	
Minimize Curb Cuts	Short-Term	Low		X			
Prepare Parking Strategy (Flexibility, Shared, On-Street)	Mid-Term	Medium	X	X			X
Design Streetscape Improvements	Mid-Term	High	X	X		X	X
Construct Streetscape Improvements	Long-Term	High					
Design Gateway Improvements	Mid-Term	High	X	X		X	X
Construct Gateway Improvements	Long-Term	High	X	X		X	X
Civic Core							
Incorporate Lighting	Mid-Term	High	X			X	X
Establish Consistent Streetscape Standards	Short-Term	High	X	X		X	X
Minimize Curb Cuts	Short-Term	Low		X			
Landscape Surface Parking Lots	Mid-Term	Medium	X			X	
Design Streetscape Improvements	Mid-Term	High	X			X	X
Construct Streetscape Improvements	Long-Term	High	X			X	X

*Short-Term = next 1 to 3 years; Mid-Term = next 3 to 5 years; Long-Term = more than 5 years.

**Extent to which the City may be proactive in investing resources—dollars, staff time, political will, policy or regulatory changes, etc. (Low, Medium, High).

***Once initiated, this action will become ongoing

****Infrastructure includes transportation and utility systems

Source: Jacobs Team

DOWNTOWN BULVERDE VILLAGE VISION
IMPLEMENTATION STRATEGY MATRIX

Actions for Change by Land Use Type	Timing*	Level of Public Intervention**	Strategies				
			"Shape" Market Perception	Diversify Commercial Mix	Expand Housing Choices	"Green the Street"	Grow the Funding Toolbox
Community-Serving Commercial/Mixed Use							
Establish Consistent Streetscape Standards	Short-Term	High	X	X	X	X	X
Landscape Surface Parking Lots	Mid-Term	Medium	X	X		X	
Minimize Curb Cuts	Short-Term	Low		X			
Develop Tenanting Strategy for Retail Recruitment	Long-Term	Medium	X	X	X		X
Highway Commercial Gateway							
Establish Consistent Streetscape Standards	Short-Term	High	X	X		X	X
Landscape Surface Parking Lots	Mid-Term	Medium	X			X	
Minimize Curb Cuts	Short-Term	Low		X			
Design Gateway Improvements	Mid-Term	High	X	X		X	X
Construct Gateway Improvements	Long-Term	High	X	X		X	X

*Short-Term = next 1 to 3 years; Mid-Term = next 3 to 5 years; Long-Term = more than 5 years.

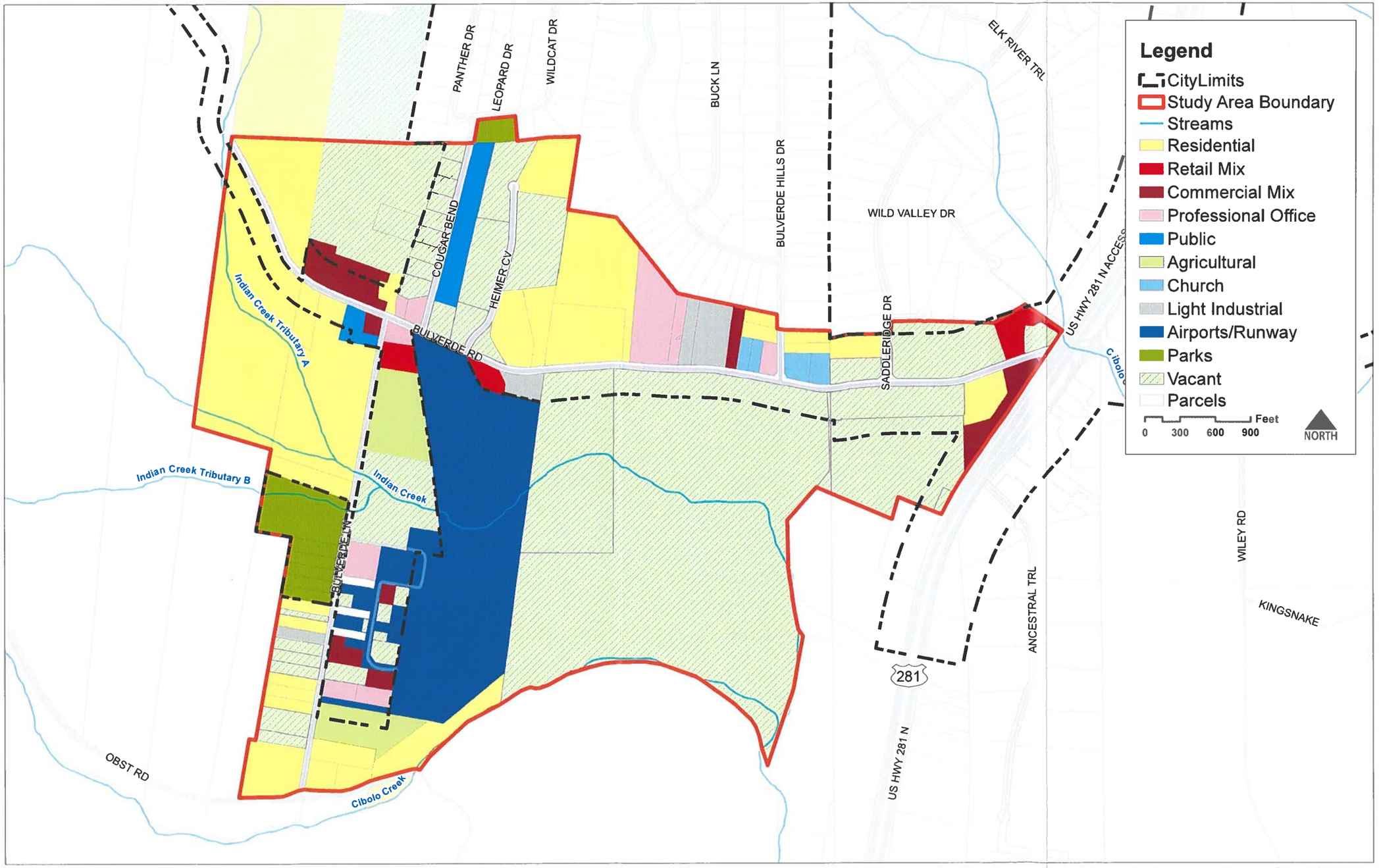
**Extent to which the City may be proactive in investing resources—dollars, staff time, political will, policy or regulatory changes, etc. (Low, Medium, High).

***Once initiated, this action will become ongoing

****Infrastructure includes transportation and utility systems

Source: Jacobs Team

Existing Land Use



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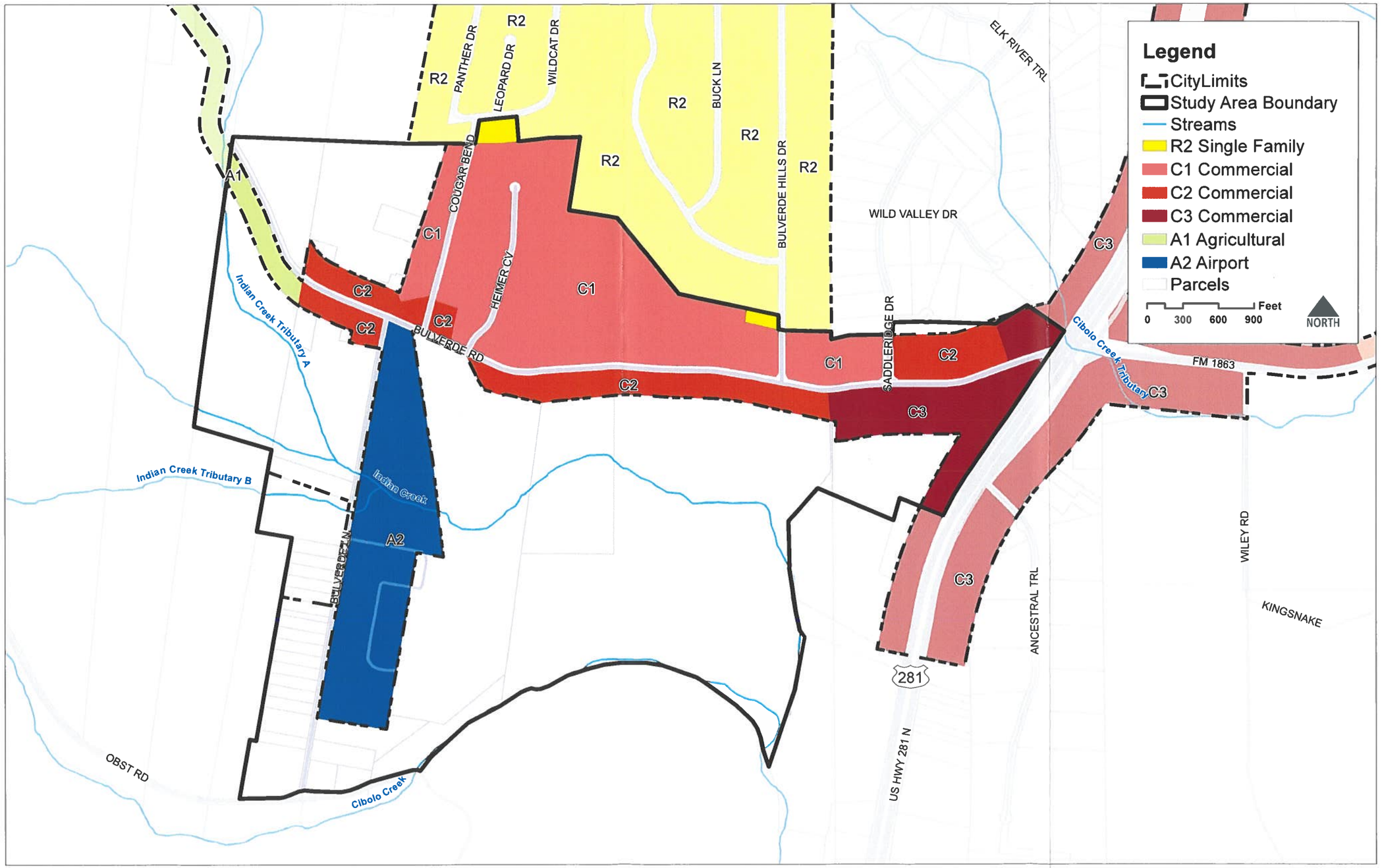
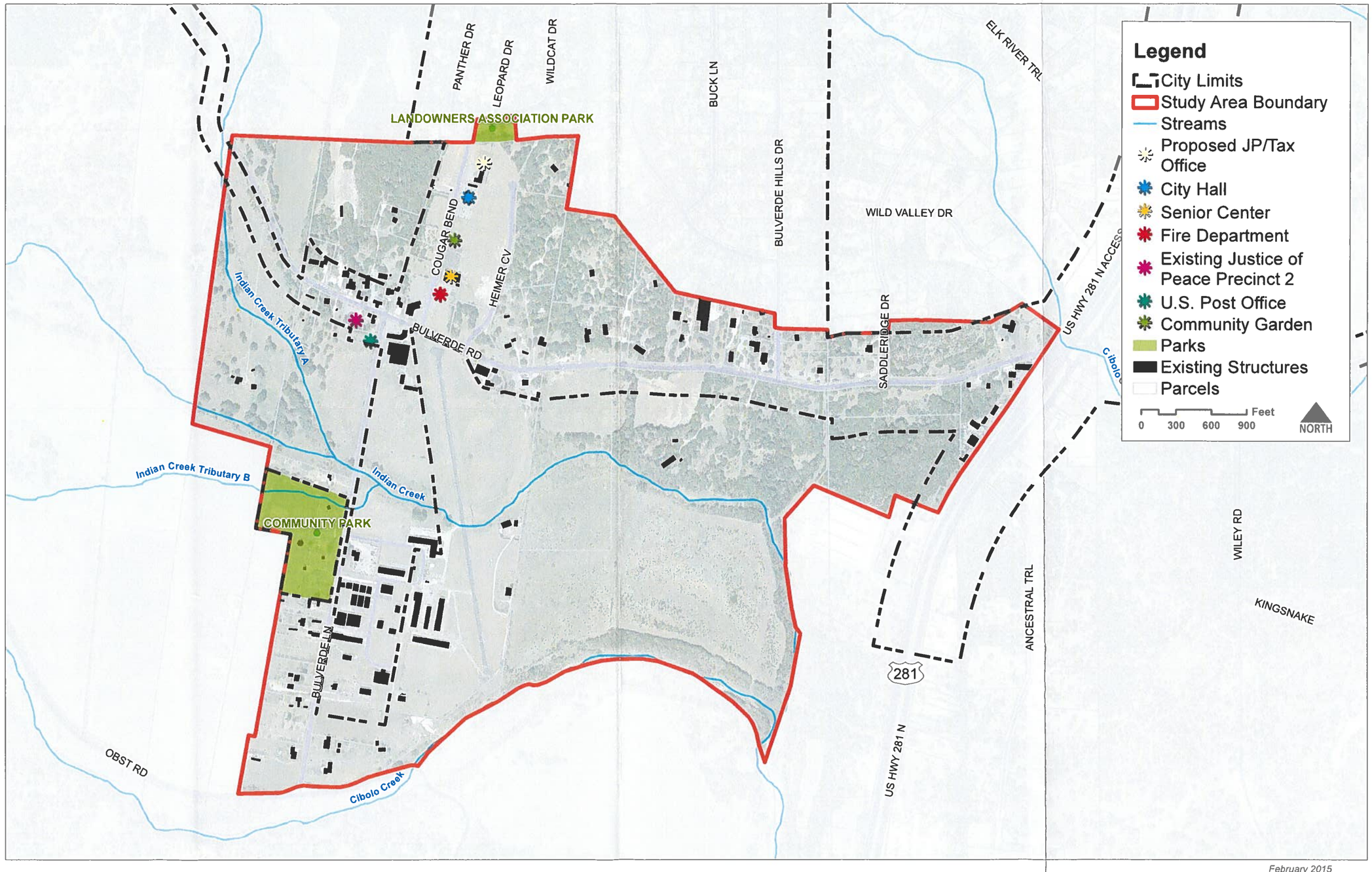
Existing Zoning



Existing Public Facilities & Parks



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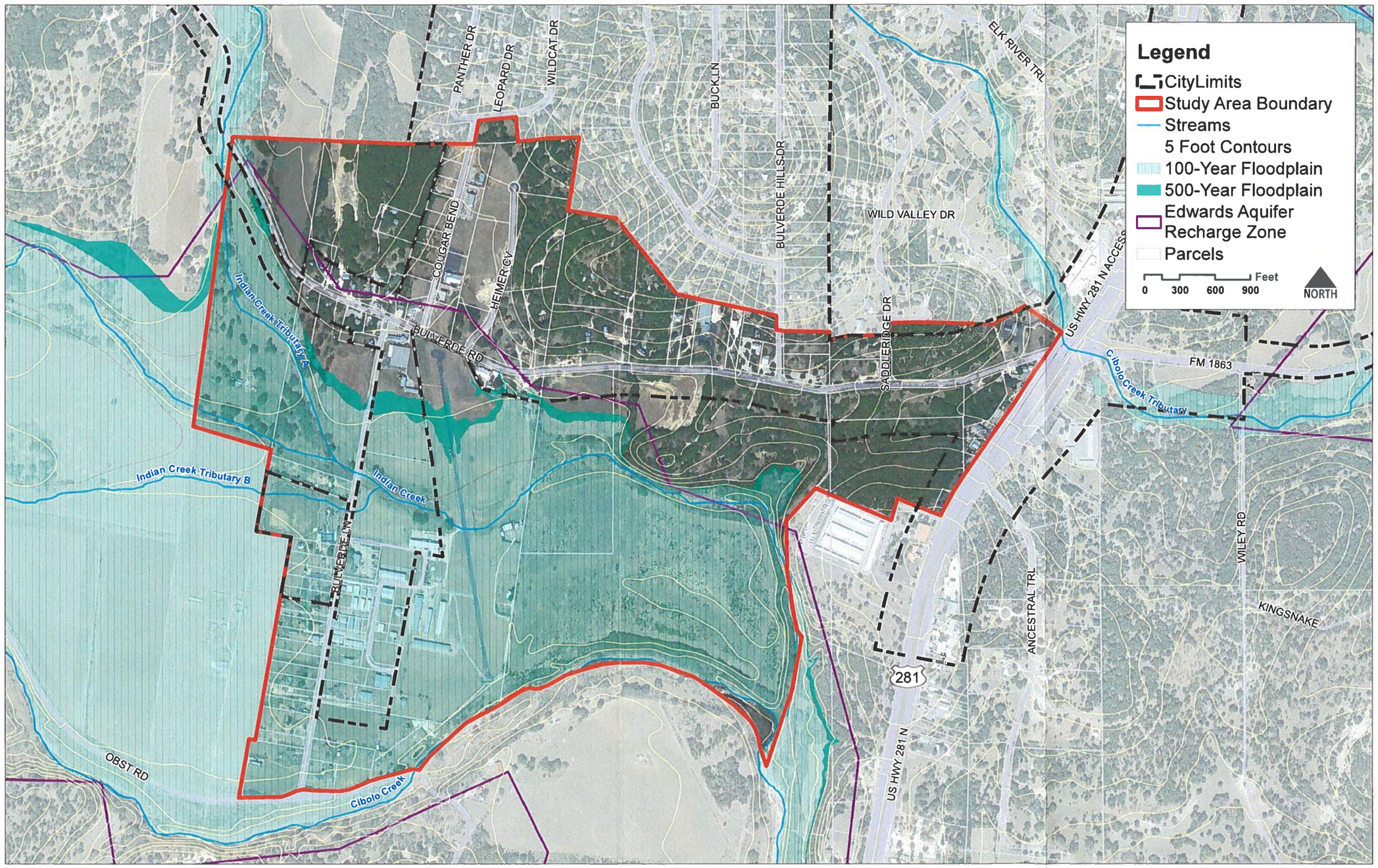
Existing Natural Systems



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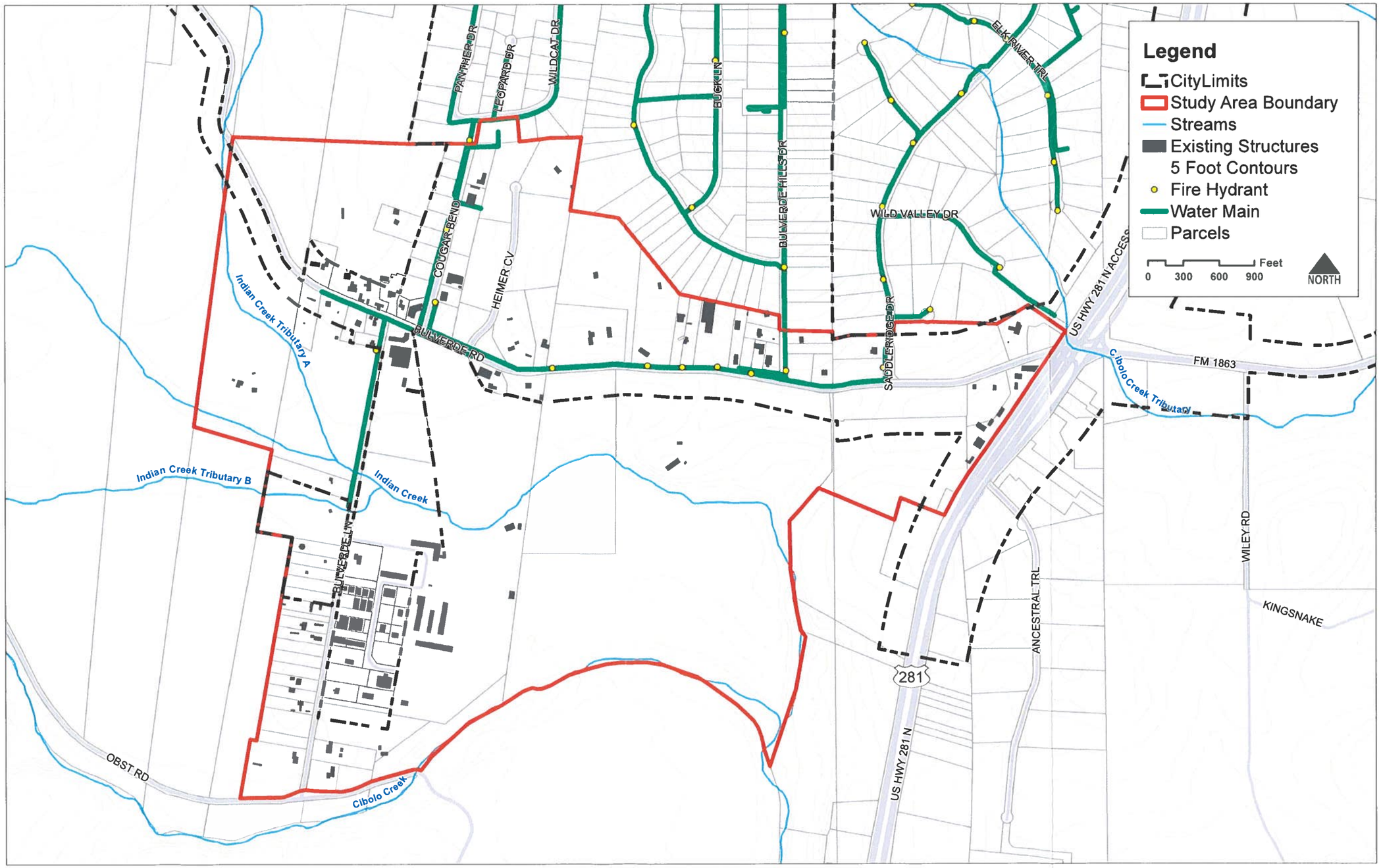
Existing Utility Infrastructure



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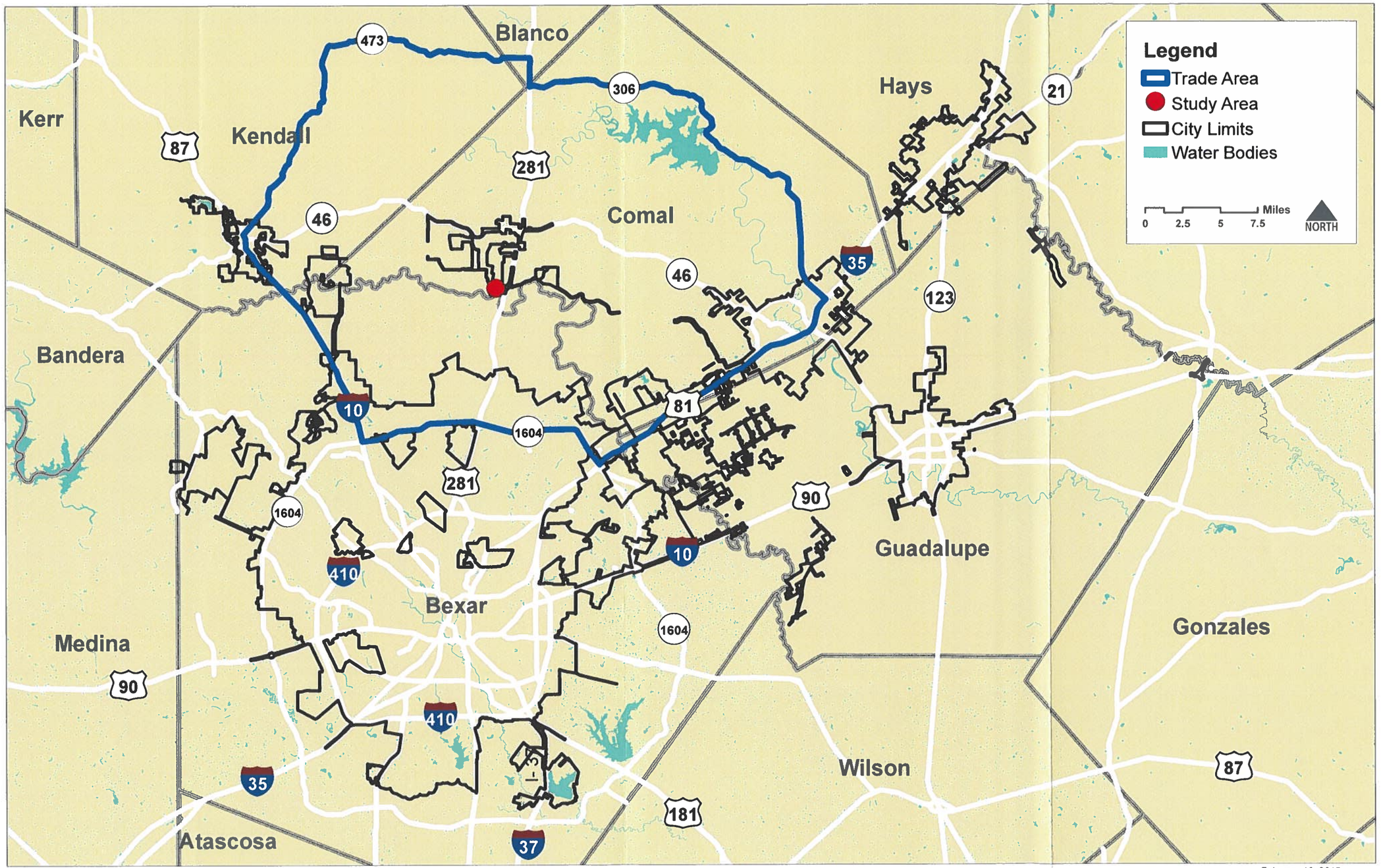
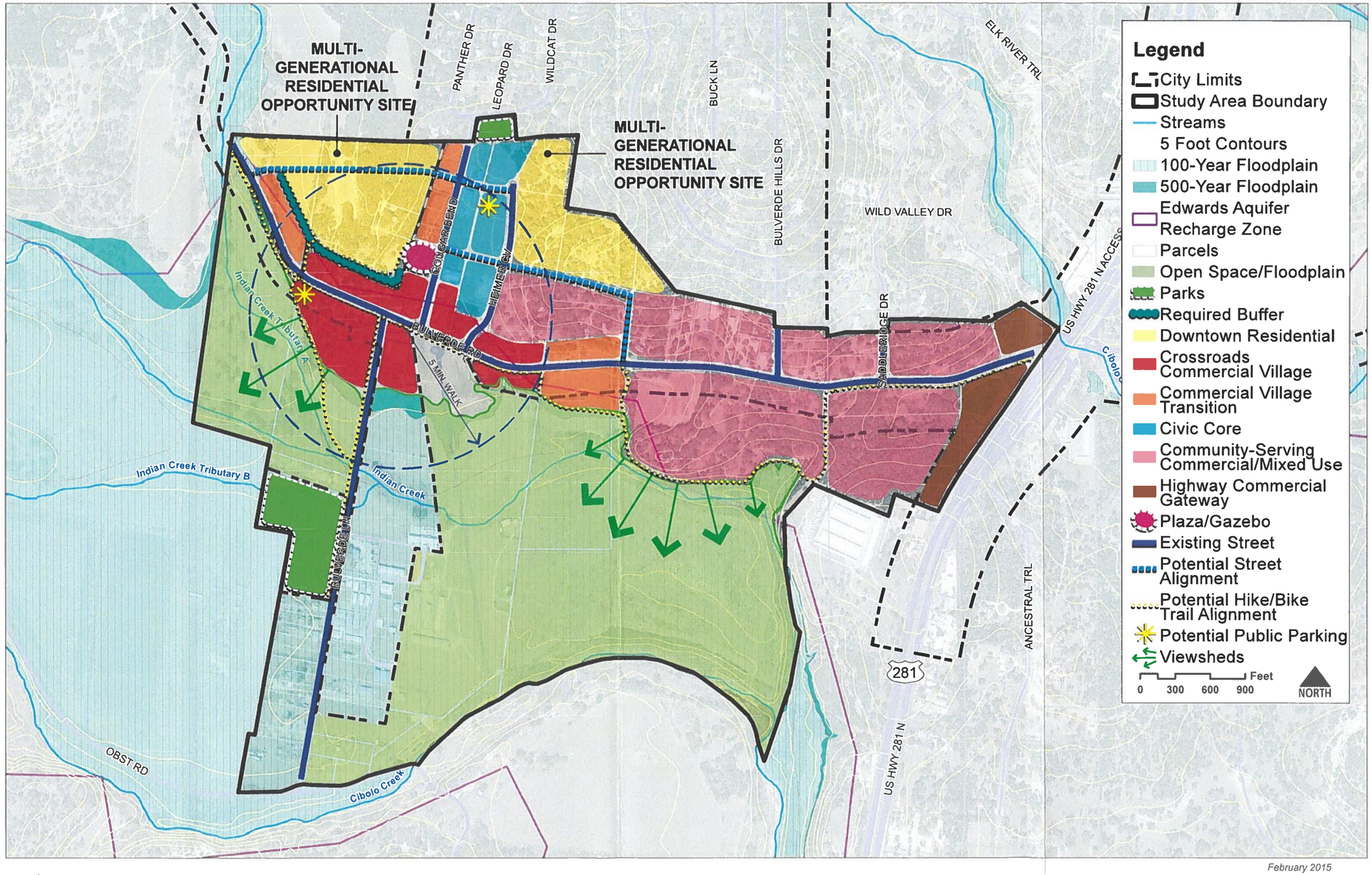
Trade Area



February 10, 2015

Land Use Framework Plan



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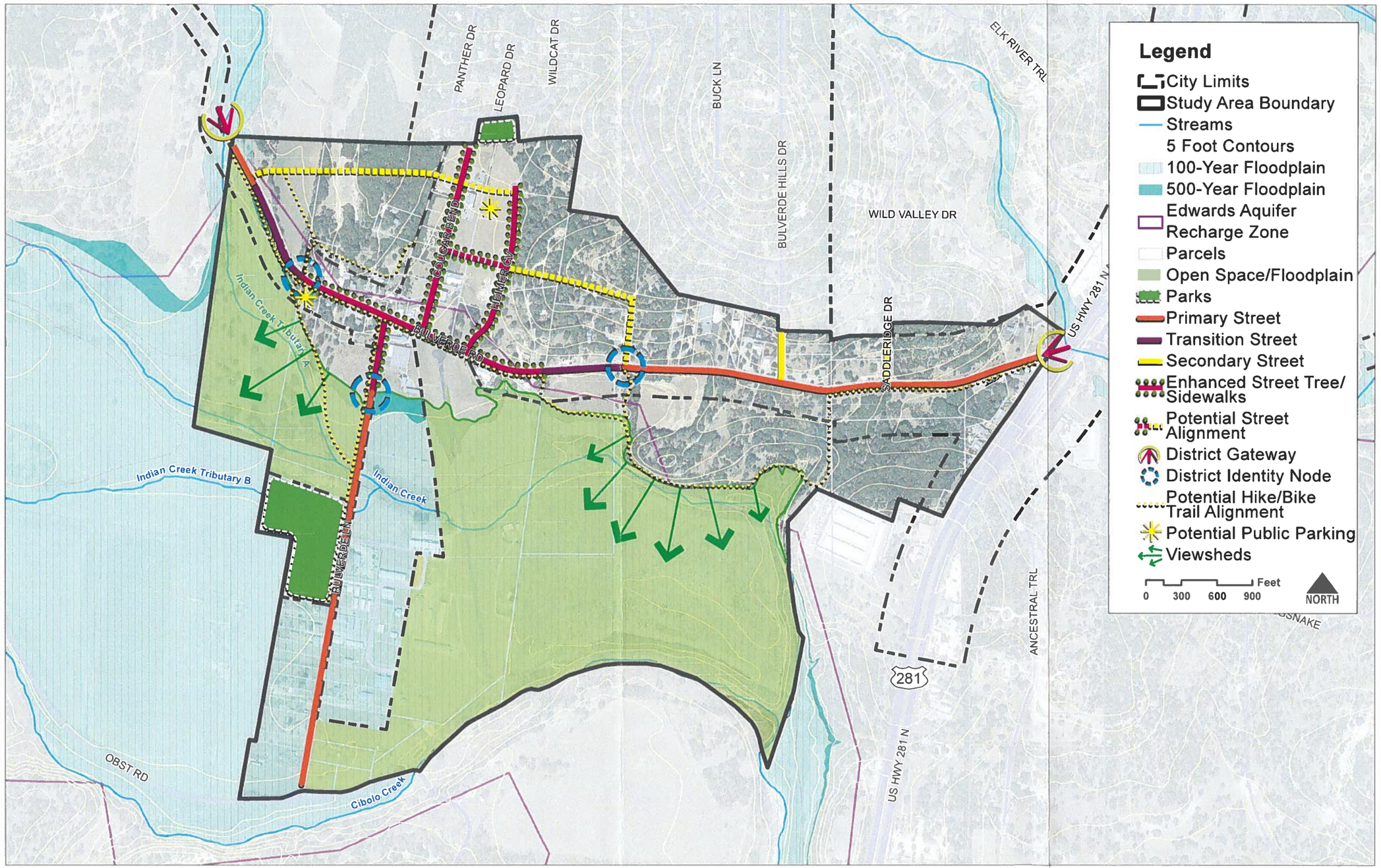
Urban Design / Transportation Framework Plan



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Market Supportable Land Use Types

Downtown Residential

Market supportable products:
- Housing on upper floors of commercial space
- Patio/cluster homes
- Small cottages
- Senior living

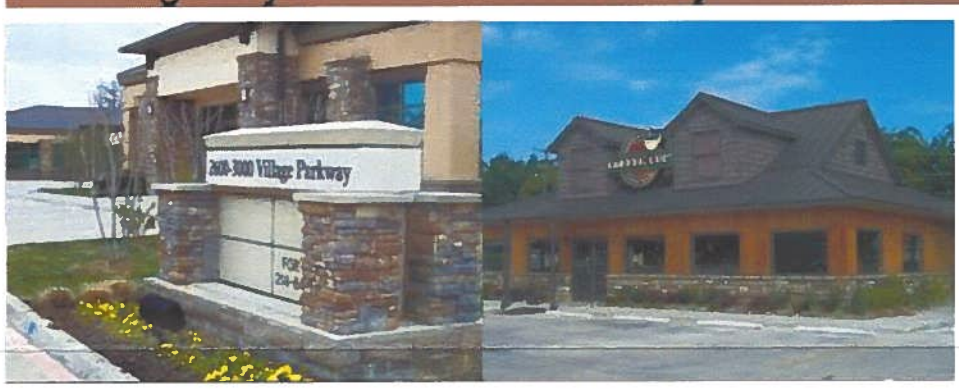
Crossroads Commercial Village

Market supportable products:
- Small retail shops (boutique)
- Restaurants
- Lodging (inn or bed and breakfast)
- Local service office
- Studio/gallery
- Live/work space

Commercial Village Transition

Market supportable products:
- Retail/service
- Restaurants
- Lodging
- Business park
- Senior living

Highway Commercial Gateway



Market supportable products:
- Highway commercial
- Lodging

Community-Serving Commercial/Mixed Use

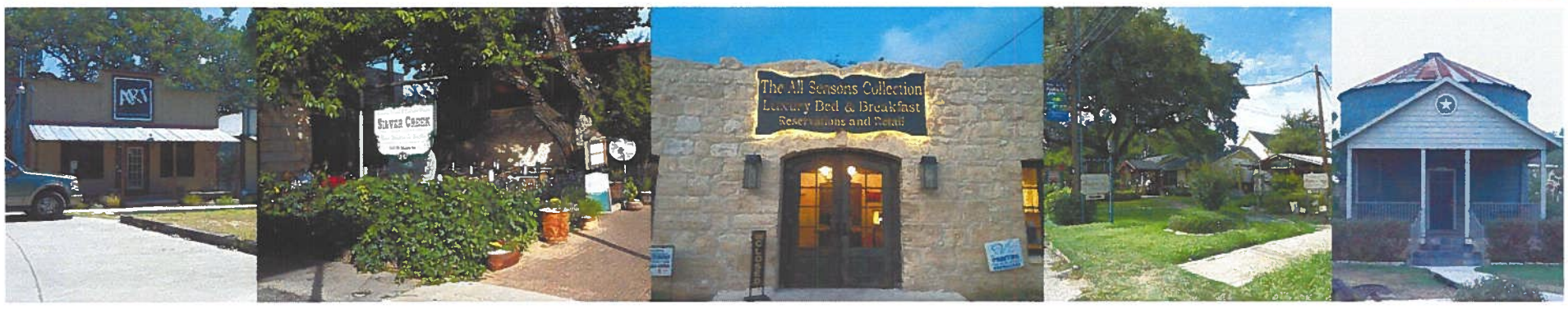
Market supportable products:
- Retail/service
- Restaurants
- Lodging
- Business park
- Multifamily

Land Use Building Types

Downtown Residential

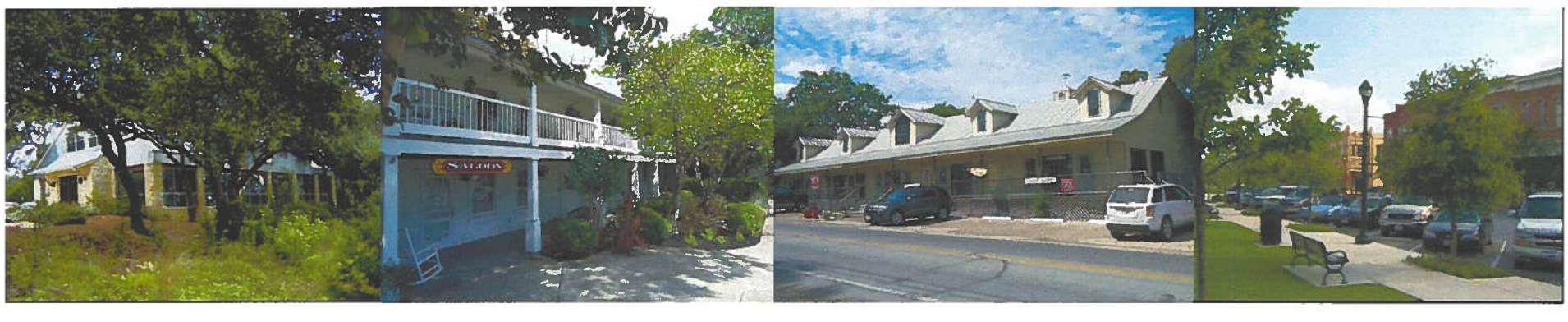
Crossroads Commercial Village

Commercial Village Transition



Civic Core & Plaza / Gazebo

Community-Serving Commercial/Mixed Use



JACOBS Kimley»Horn

Land Use Building Types

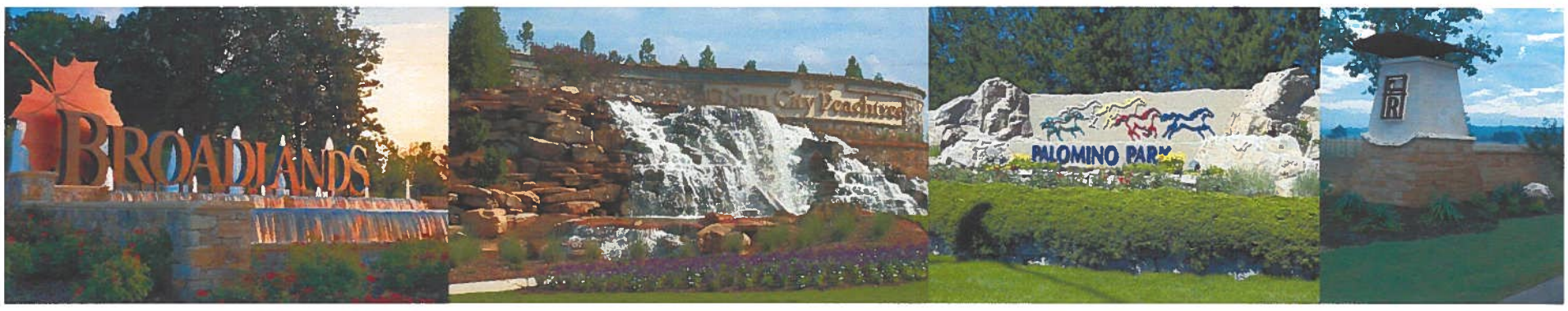
Highway Commercial Gateway

Required Buffer

Open Space / Floodplain

Urban Design Elements

District Gateway



District Identity Node

Pedestrian Light

Bench

Trash Receptacle

Planters

Bike Racks

Tree Wells

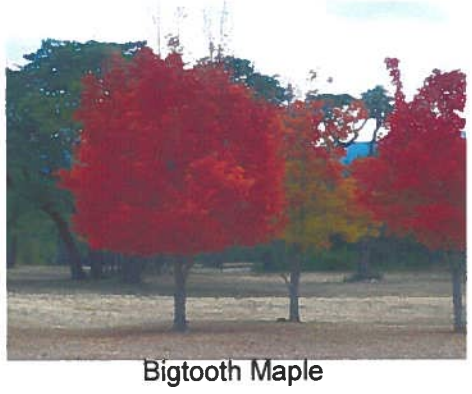
Urban Design Elements

Light Bollard

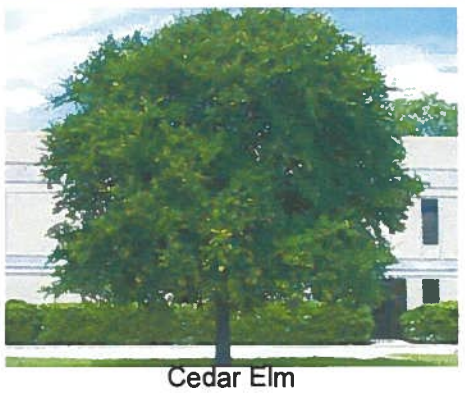
Enhanced Crosswalk / Pavement Material

Street Trees

Allee Elm



Bigtooth Maple

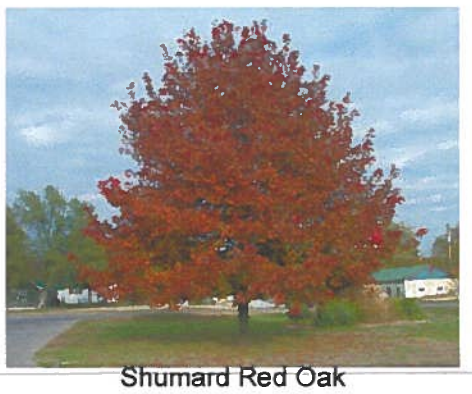


Cedar Elm

Chinquapin Oak

Lacey Oak

Mexican White Oak



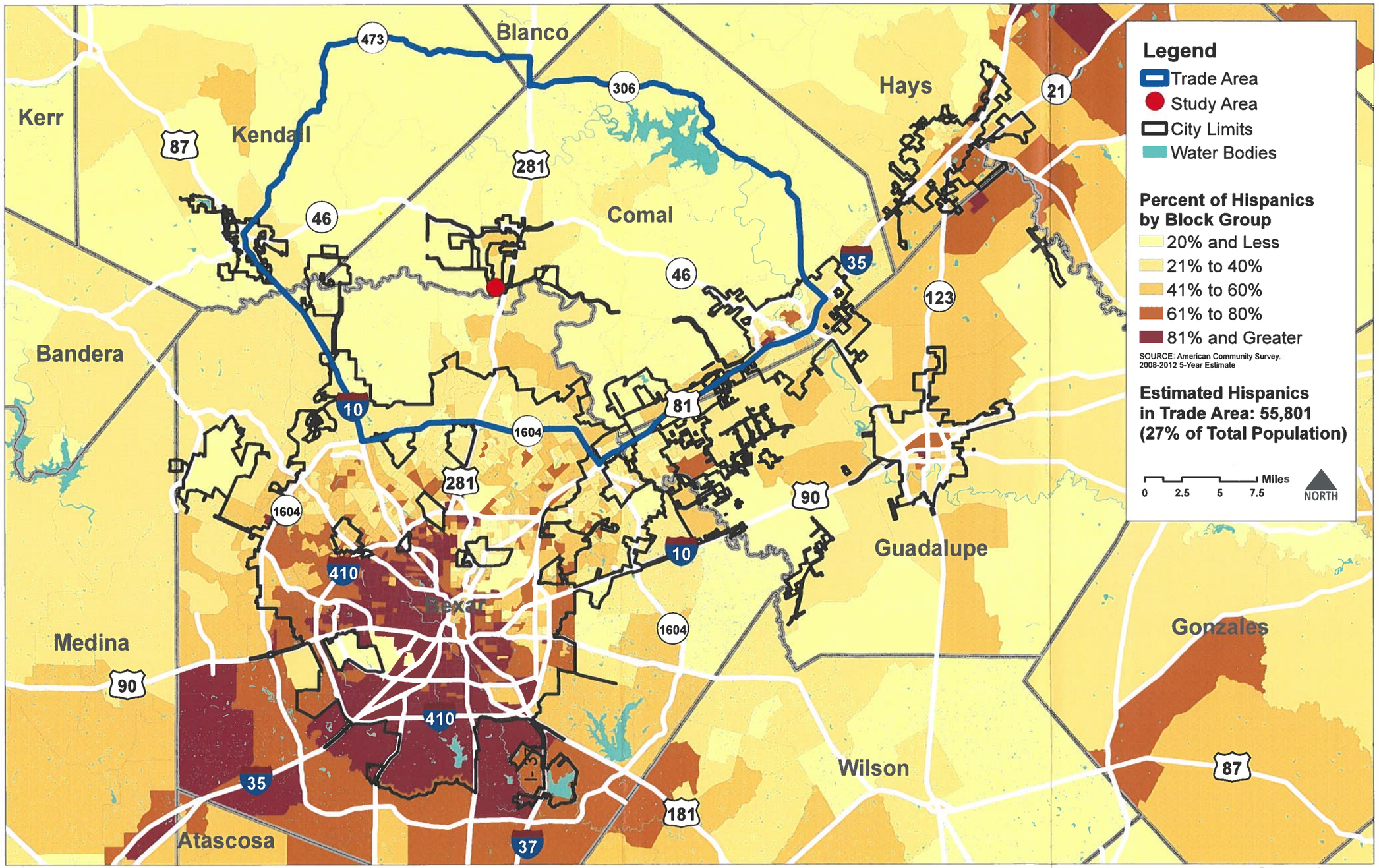
Shumard Red Oak

Southern Live Oak

Texas Ash

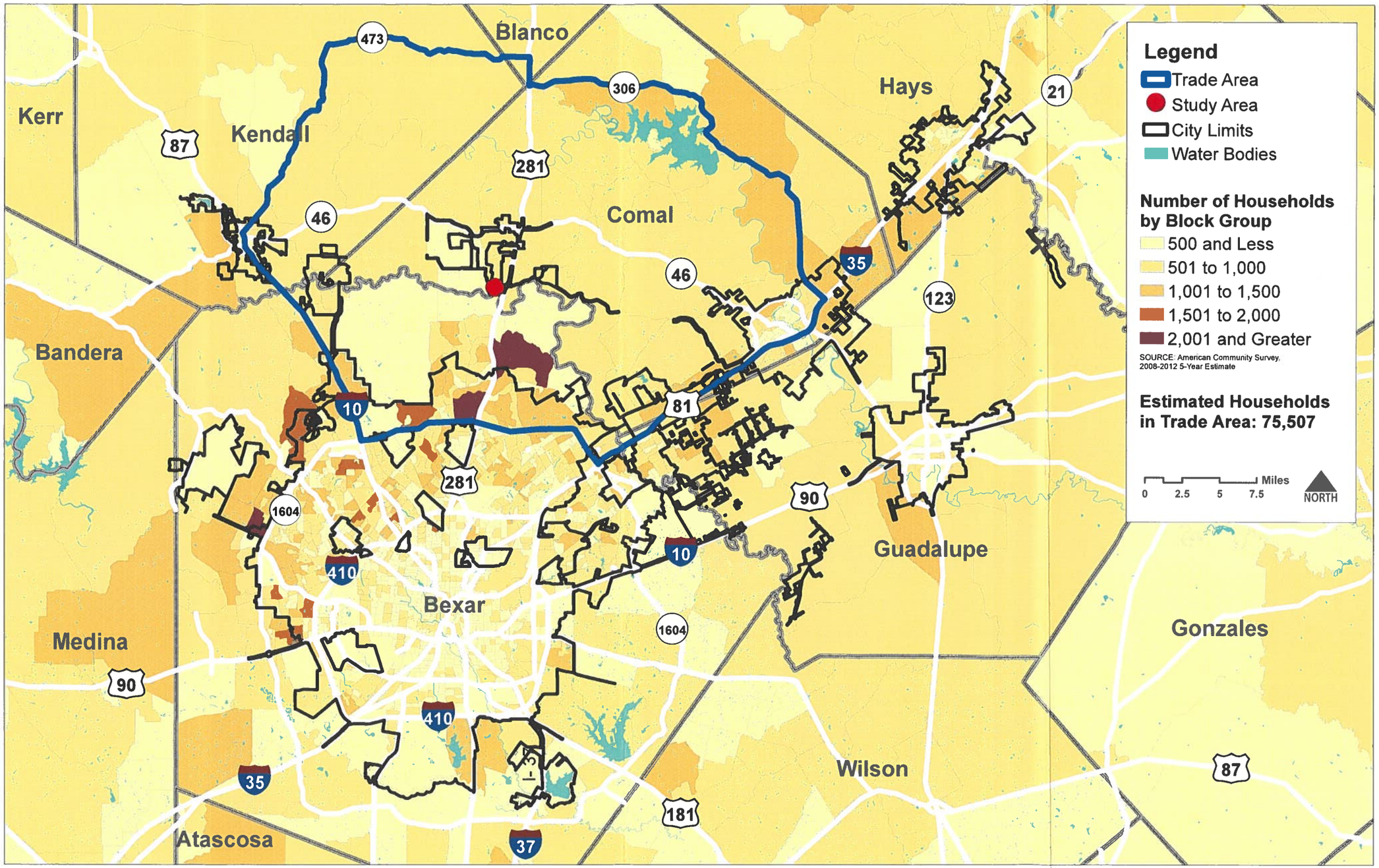
Texas Red Oak

Ethnicity (Hispanics)



February 10, 2015

Households



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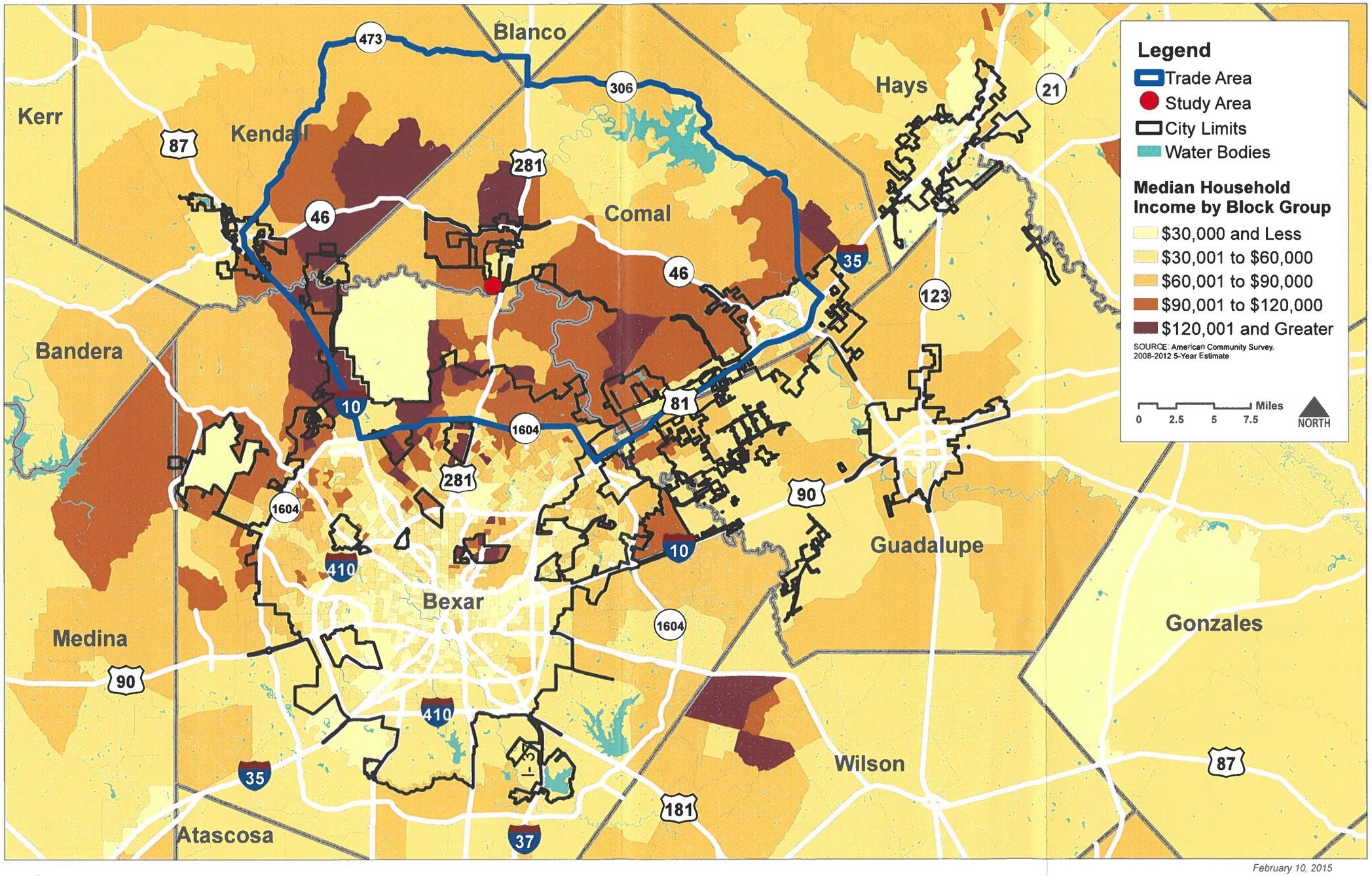
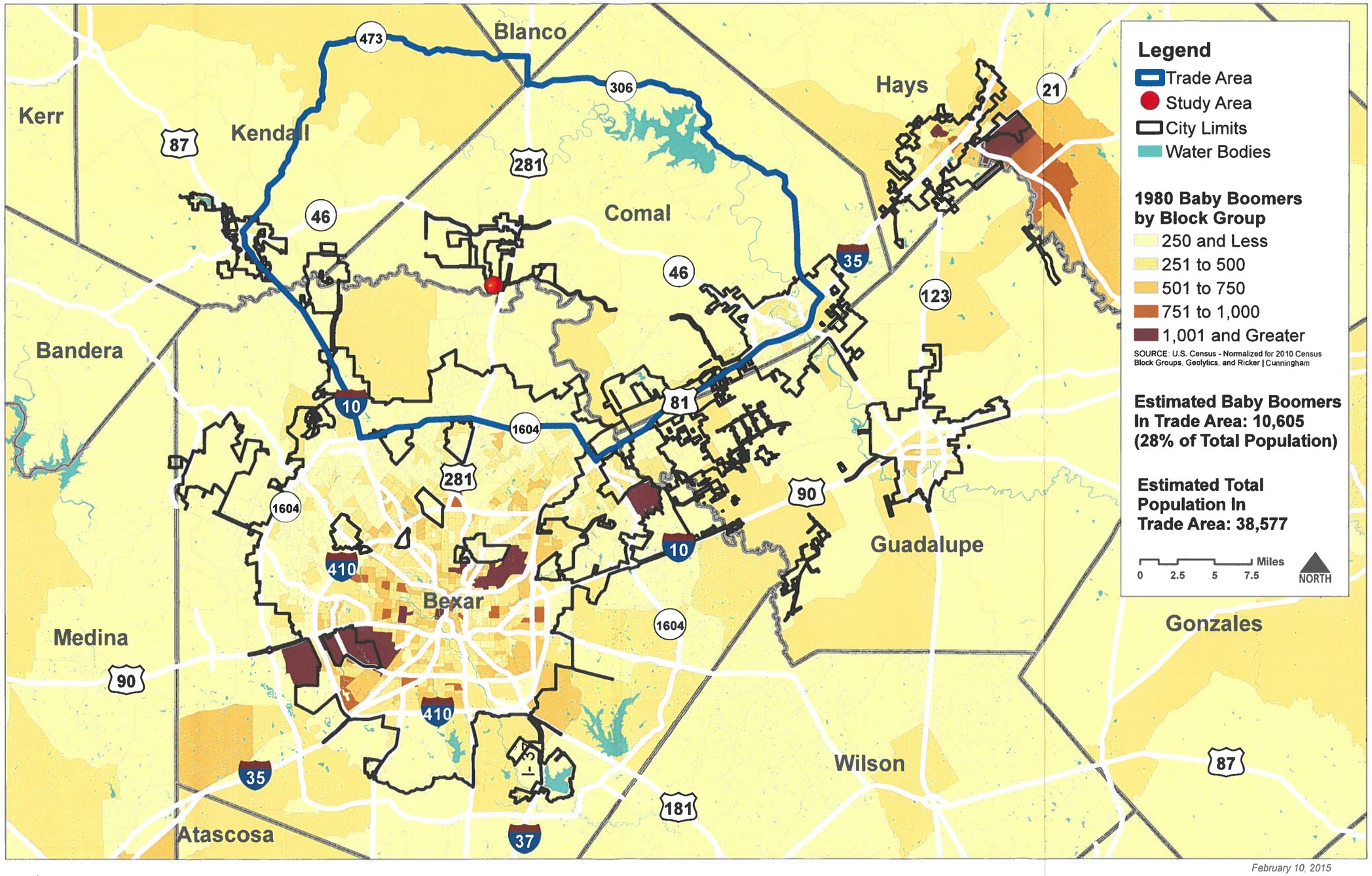
Median Household Income



1980 Baby Boomers



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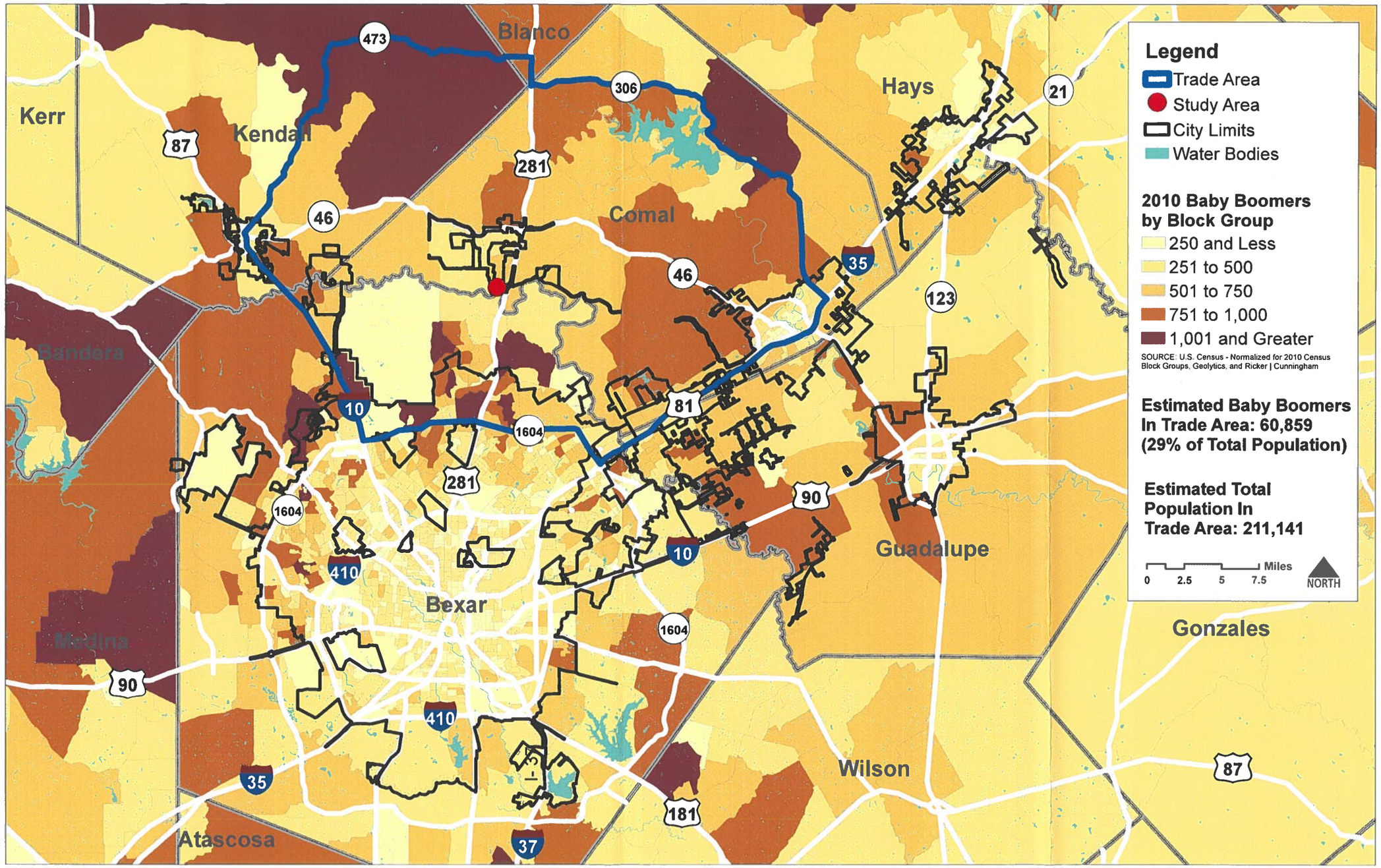
2010 Baby Boomers



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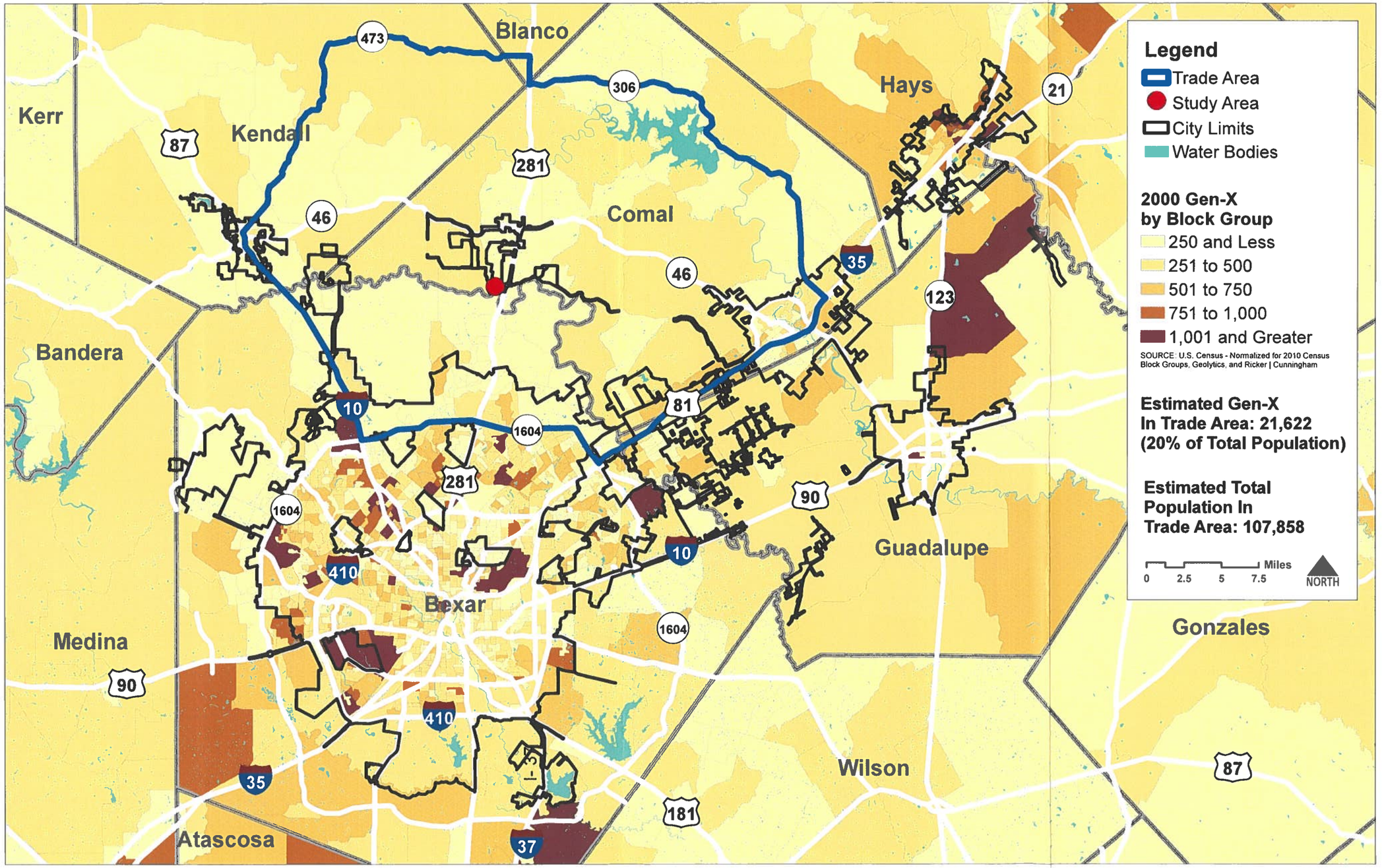
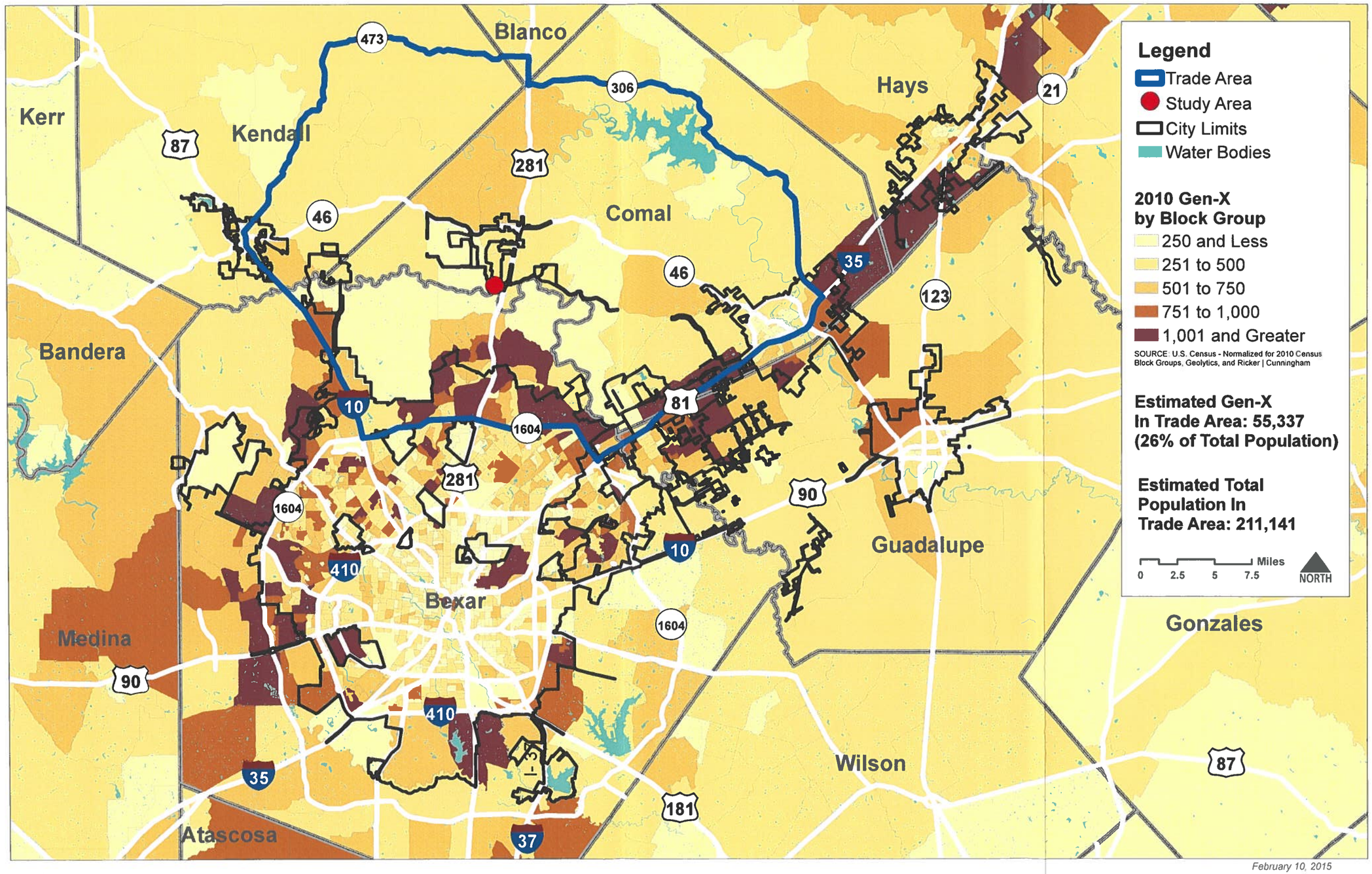
2000 Generation-X



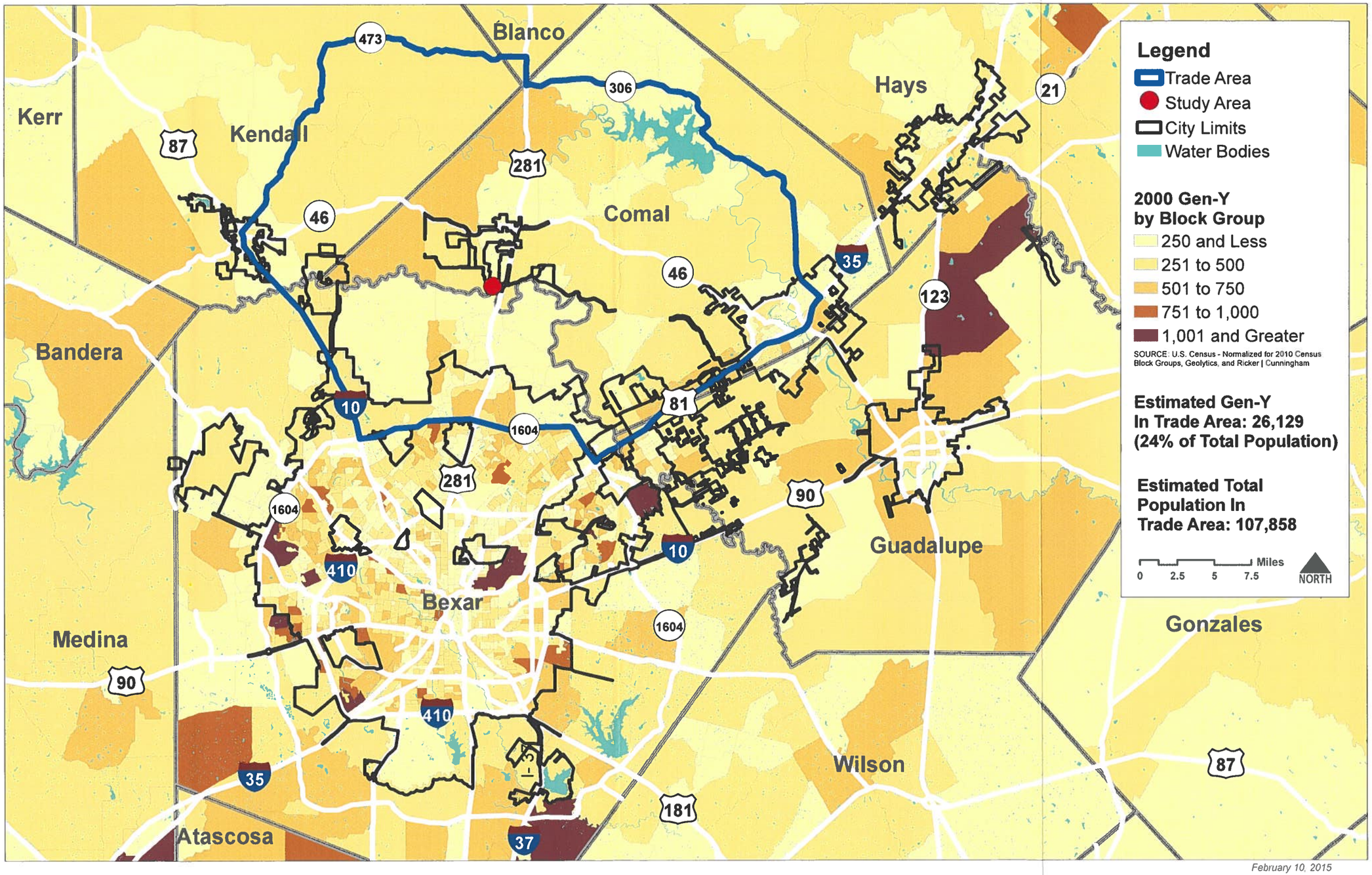
February 10, 2015

2010 Generation-X



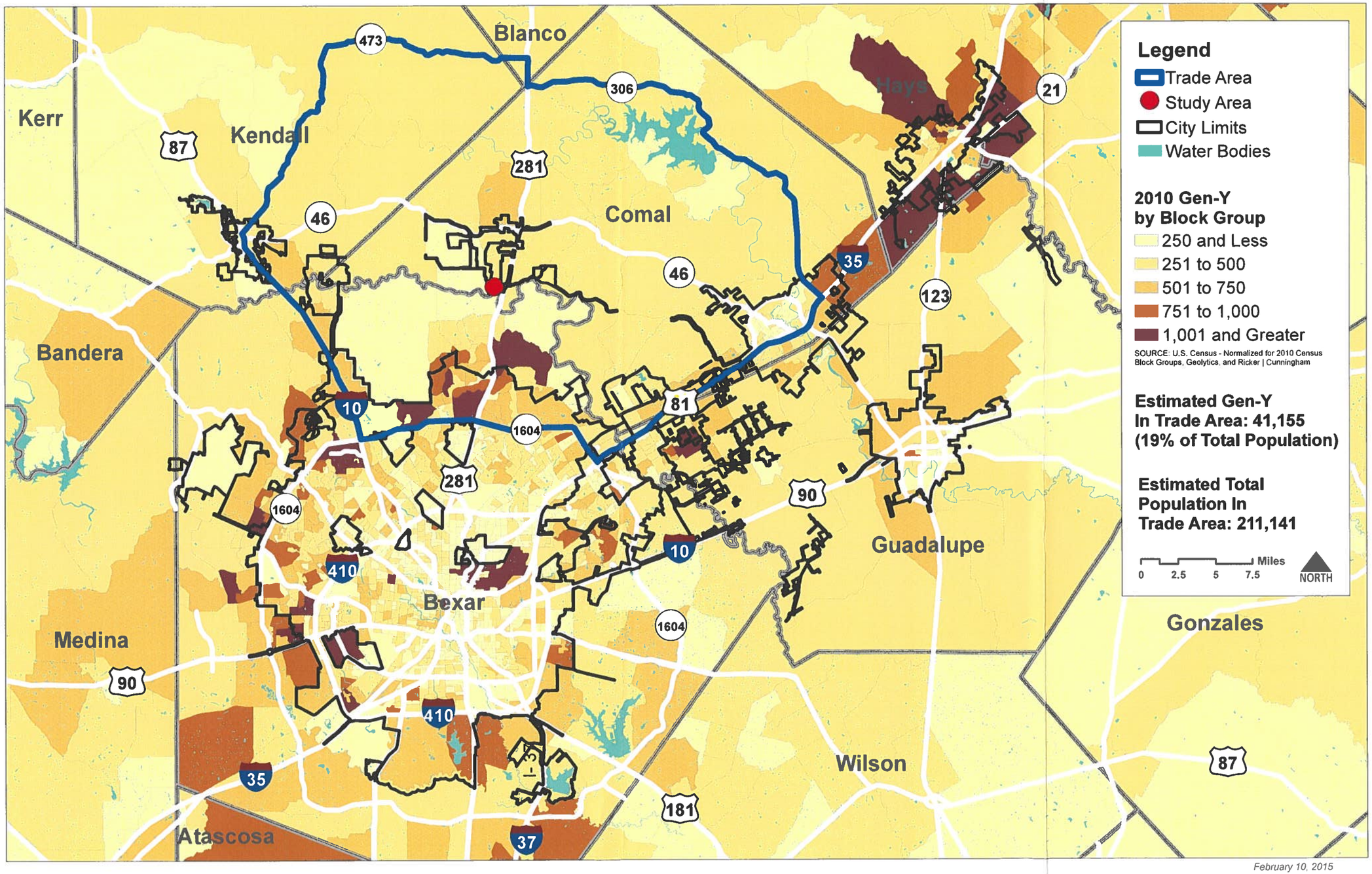
February 10, 2015

2000 Generation-Y



February 10, 2015

2010 Generation-Y



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