



## **75 Sylvan Street, LLC**

### **Conditional Use Permit Request**

### **Purpose Built Student Housing**

75 Sylvan Street, LLC is requesting a Conditional Use Permit (CUP) for Purpose Built Student Housing in the CD-5D District. The City's Land Development Code defines Purpose Built Student Housing as follows: "One or more buildings, each containing two or more living units, that are designed, marketed, or used for the primary purpose of housing college students." This definition is broad and allows for substantial interpretation issues. The project's location will be attractive to students regardless of marketing. If more than 50% of the residents are students, the primary purpose of the property becomes housing for students. This project will meet the definition of Purpose Built Student Housing regardless of the design of the individual units and therefore, 75 Sylvan Street is requesting a CUP for Purpose Built Student Housing.

Section 2.8.3.4.A of the City's Land Development Code (LDC) provides the criteria for approval. The following outlines the approval criteria from the LDC and provides our response:

When considering an application for a conditional use permit, the Planning and Zoning Commission or City Council shall evaluate the impact of the proposed conditional use on and its compatibility with surrounding properties and residential areas to ensure the appropriateness of the use at the particular location, and shall consider the extent to which:

1. The proposed use at the specified location is consistent with the policies embodied in the adopted Comprehensive Plan.

*The proposed use of Purpose Built Student Housing encourages students to live within proximity to the University and within an area of preferred growth under the City's Comprehensive Plan. Housing students within proximity of the University along existing transportation networks with multiple transportation alternatives reduces congestion and traffic on major thoroughfares in the City and provides housing options away from single family residential neighborhoods and adjacent to more compatible uses.*

2. The proposed use is consistent with any adopted small area plan or neighborhood character study for the area.

*There is currently no small area plan or neighborhood character study adopted for this area; however, the proposed development and use meet the goals and objectives of the Comprehensive Plan and the Downtown Master Plan.*

3. The proposed use is consistent with the general purpose and intent of the applicable zoning district regulations;

*The CD-5D District is the most intense Character District under the LDC. The development of multifamily is permitted by right and is consistent with the general purpose and intent of the applicable zoning district regulations. Purpose Built Student Housing in this location is buffered from residential neighborhoods due to distance from residential neighborhoods and other developments being proposed on surrounding/adjacent properties between the project site and adjacent neighborhoods.*

4. The proposed use is compatible with and preserves the character and integrity of adjacent developments and neighborhoods, and includes Improvements either on-site or within the public rights-of-way to mitigate development related adverse impacts, such as traffic, noise, odors, visual nuisances, drainage or other similar adverse effects to adjacent development and neighborhoods;

*The property is surrounded by largely developed, commercial, retail and office uses of varying intensities. Parcels in close proximity are currently being permitted for multifamily. 75 Sylvan Street believes that it will meet the definition of Purpose Built Student Housing and will be meeting all code requirements for construction of multifamily projects in the CD-5D District. Furthermore, the project incorporates a mid-block pedestrian passage that enhances connectivity and activity within the property and between adjacent properties.*

5. The proposed use does not generate pedestrian and vehicular traffic which shall be hazardous or conflict with the existing and anticipated traffic in the neighborhood;

*The additional pedestrian traffic generated by the proposed use will be a benefit to surrounding retailers and businesses. Additional vehicular traffic will access either San Antonio Street or MLK Drive and will not conflict with existing or anticipated traffic in any surrounding neighborhoods.*

6. The proposed use incorporates roadway adjustments, traffic control devices or mechanisms, and access restrictions to control traffic flow or divert traffic as may be needed to reduce or eliminate development generated traffic on neighborhood streets;

*Access to the site is from the alley between Guadalupe Street and Fredericksburg Street. The existing alley connects MLK Drive and San Antonio Street which directs traffic flow to and from the development. The project anticipates dedication of ROW and improvements that will minimize development generated traffic on adjacent streets.*

7. The proposed use incorporates features to minimize adverse effects, including visual impacts, of the proposed conditional use on adjacent properties; and

*The proposed Purpose Built Student Housing use has no different effect on adjacent properties than conventional multifamily from an exterior appearance standpoint. The project will meet all City codes and standards for design and construction of multifamily in addition to providing the self proposed conditions that establish minimum standards that would not otherwise be required for conventional multifamily not requesting a CUP for Purpose Built Student Housing.*

8. The proposed use meets the standards for the applicable district, or to the extent variations from such standards have been requested, that such variations are necessary to render the use compatible with adjoining development and the neighborhood.

*The proposed use will meet all standards for the applicable district and is not requesting any variations from such standards. With respect to compatibility with adjacent developments and the neighborhood and the impact of the proposed redevelopment, the proposed use is consistent with conventional multifamily that is permitted by right.*

Section 5.1.4.9.B.2 of the City's LDC outlines additional items that the Planning and Zoning Commission and City Council may consider when specifically evaluating requests for Purpose Built Student Housing. In addition to the previously provided justifications, the following identifies the various considerations and provides explanations and justifications as to how we believe the project addresses those criteria:

1. The ability for the development to transition in the future to accommodating a more diverse population.

*The request for a Conditional Use Permit for Purpose Built Student Housing is based on the property's location and proximity to Texas State University. This project will likely be occupied by greater than 50% students and therefore, by definition, the "use" as Purpose Built Student Housing, should be established as required by Code.*

*A diverse housing stock should be inclusive of all housing products. There are currently several projects in the site permitting phase near the project site that are constructing conventional multifamily and will be meeting the needs of that segment of the housing market. However, there is still a need for housing designed for students and this project will help in meeting that need.*

*The ability for the project to transition in the future to accommodate a more diverse population is subject to interpretation and future construction, technology and social needs that are currently unknown. As illustrated in the attached article, Purpose Built Student Housing not only serves a demographic of current students but also can be utilized by young professionals who are accustomed to the social interactions and lifestyle offerings provided by student housing developments that are often missing in conventional multifamily housing. Additionally, today's*

*generation of college students has on demand access to social and community events; however, values person privacy afforded by bed bath parity commonly found in Purpose Built Student Housing developments.*

*This request for Purpose Built Student Housing allows a specific housing stock that is vital in accommodating a diverse housing stock in downtown as a whole. Through future changes in technology, construction and market needs, the property will be able to accommodate future needs and respond to market demands as they occur. The ability to transition in the future is part of the natural cycle of real estate development and redevelopment.*

2. The durability, energy efficiency, and longevity of the building;

*This project will be certified under the National Green Building Standard Silver Program.*

3. The location of the development in relation to alternative transportation networks to and from the university including sidewalks, bike lanes, and transit networks;

*This project is in an excellent location to take advantage of multiple transportation options and existing networks. The project site is on Texas State University Bobcat Shuttle Bus Route 26. The City's proposed improvements to Guadalupe Street will introduce bike lanes and sidewalks where none currently exist. The project site is also approximately 2 blocks from the City bus station and Amtrak Depot. The project site offers multi-modal access to multiple alternative transportation networks.*

4. Mitigation of any adverse effects on adjacent property or neighborhoods

*The project site sits directly on the edge of the downtown square with existing businesses and largely commercial properties surrounding. Other adjacent developments currently under site permitting will be constructed between the project site and properties and neighborhoods farther away from the downtown square providing a natural transition in intensity as you move farther away from downtown. Design and construction will meet City Code that already requires mitigation of adverse effects on adjacent properties through architectural design guidelines and standards.*

5. Compliance with the Comprehensive Plan, Downtown Master Plan, and any other adopted city plans or policies.

*The project is located within a designated area for preferred growth and complies with the goals and objectives of the Comprehensive Plan, Downtown Master Plan and other adopted City plans or policies. Final design, layout and construction will be required to meet all applicable City codes and ordinances for redevelopment.*

## Summary

75 Sylvan Street, LLC is requesting a Conditional Use Permit for Purpose Built Student Housing because we believe that multifamily in close proximity to Texas State University will be greater than 50% occupied by students and therefore, by definition, are required to request this CUP. The multifamily “use” of this proposed development is appropriate in this location due to proximity to the University, is compatible with other existing or proposed developments in downtown and is consistent with the existing zoning designation, the Comprehensive Plan and the Downtown Master Plan.

From a design, architecture and site planning standpoint, the proposed redevelopment of this site and its impacts and affects on surrounding and adjacent properties will be no different, externally, than a conventional multifamily development. However, we recognize that Purpose Built Student Housing warrants additional considerations under the City’s LDC and are therefore proposing the following conditions be attached to this CUP to address concerns related to the specific use of Purpose Built Student Housing:

1. Parking will meet City Code requirements by providing a ratio of 0.75 spaces per bedroom on-site with the fee-in-lieu payment allowed by Code for the remaining 0.30 spaces per bedroom.
2. Double occupancy of bedrooms shall be prohibited.
3. The project will provide an annual report of the number of student residents vs. the number of non-student residents by ratio of bedrooms.

In consideration of the justifications and supporting information provided herein and the self-proposed CUP conditions identified above, we respectfully request approval of this CUP to allow Purpose Built Student Housing as an allowable use within this proposed redevelopment.



# MERGING THE GAP BETWEEN STUDENT HOUSING AND CONVENTIONAL HOUSING

by Campus Advantage | Feb 4, 2019 | Blog



**Millennial is not Multifamily: What the traditional apartment industry can learn from Student Housing about attracting and serving young professionals.**

**Attention Multifamily Industry: The Landscape has Changed**

Over the past decade, student housing has changed drastically. Today's

graduated millennial has no memories of stark cinder block dorms. No, they experienced resort style convenience and amenities. Student housing has evolved and so have the expectations of that Millennial generation (now ages 22 – 37).

### **Take Notes from Today's Student Housing Operators**

It is no secret that today's student housing trademarks are by-the-bed leasing, over-the-top amenities, and bed-bath parity; however, student housing goes far beyond the amenity offerings as many operators strive to build an environment that encourages academic success and promotes student interaction through resident events. This less tangible component of the experience is now an expectation of Millennial renters.

Students grow accustomed to this type of environment since they typically reside in a student housing community for most of their college tenure. Therefore, as these students mature and graduate, it is natural they are seeking the same sense of community at their next apartment complex. However, many conventional communities do not emphasize the resident experience through monthly programming and events. These young professionals move from student housing, a close-knit community in which they have built lasting relationships and achieved academic goals, into communities that do not sell the same experience, which leaves them frequently seeking new living accommodations to fulfill the void.

### **Fill the Void. Make Connections.**

As conventional property owners, there is an opportunity to merge this gap and cater to these new young professionals and their same desire for a sense of community and belonging. In student housing, students are sold on the residence life programming and these same students are later seeking a similar experience as they begin their apartment hunt in the conventional market. By creating opportunities for residents to build relationships and become part of a community, it will not only fill this void, but will help set the property apart from other properties in the multi-family market. While the programming

efforts will look quite different than the typical student housing events consisting of pool parties, tailgating events, or grocery bingo, there are plenty of opportunities to target young professionals and to create an environment that caters to their evolving lifestyles.

### **Still Human.**

While the focus and way of life of a young professional has shifted from the college mindset, they are still seeking events that will introduce them to new individuals, grow in their profession, and be a part of a larger community. Focus should be placed on creating programming that caters to life experiences, career growth, and success. Events such as social mixers, networking nights, meal preparation, community fitness classes, pet meet-and-greets, or free resume headshots are examples of programming that caters to a more mature audience. The programming should also focus on selling the lifestyle and amenities that the property offers. Young professionals tend to have a new appreciation for luxury amenities and the events should fully showcase and encourage the usage of the community's apartment and common area amenities.

Campus Advantage has successfully managed many conventional communities and implemented strategic programming to target young professionals. By providing a heightened resident experience, it bridges the gap between student housing and conventional housing and can result in a higher resident retention rate and increased leasing velocity. As such, word-of-mouth marketing is still an invaluable marketing technique, even among young professionals. By creating a sense of community and promoting interactions and career success, residents are more likely to share their experience and recommend the property to friends and colleagues – driving additional traffic and new leases. Properties within the multi-family market have the opportunity to capitalize on not only targeting this demographic but creating an environment in which young professionals are seeking, resulting in higher resident satisfaction and thus, property success.



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## ABOUT CAMPUS ADVANTAGE

Campus Advantage, an industry leader in student housing, provides property management, consulting, acquisitions, and development with the goal of creating successful communities. [Learn More](#)

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