



College Station Medical Corridor Master Plan

February 17, 2011

Schrickel, Rollins and Associates, Inc.

Townscape, Inc.

Leland Consulting Group

Objectives

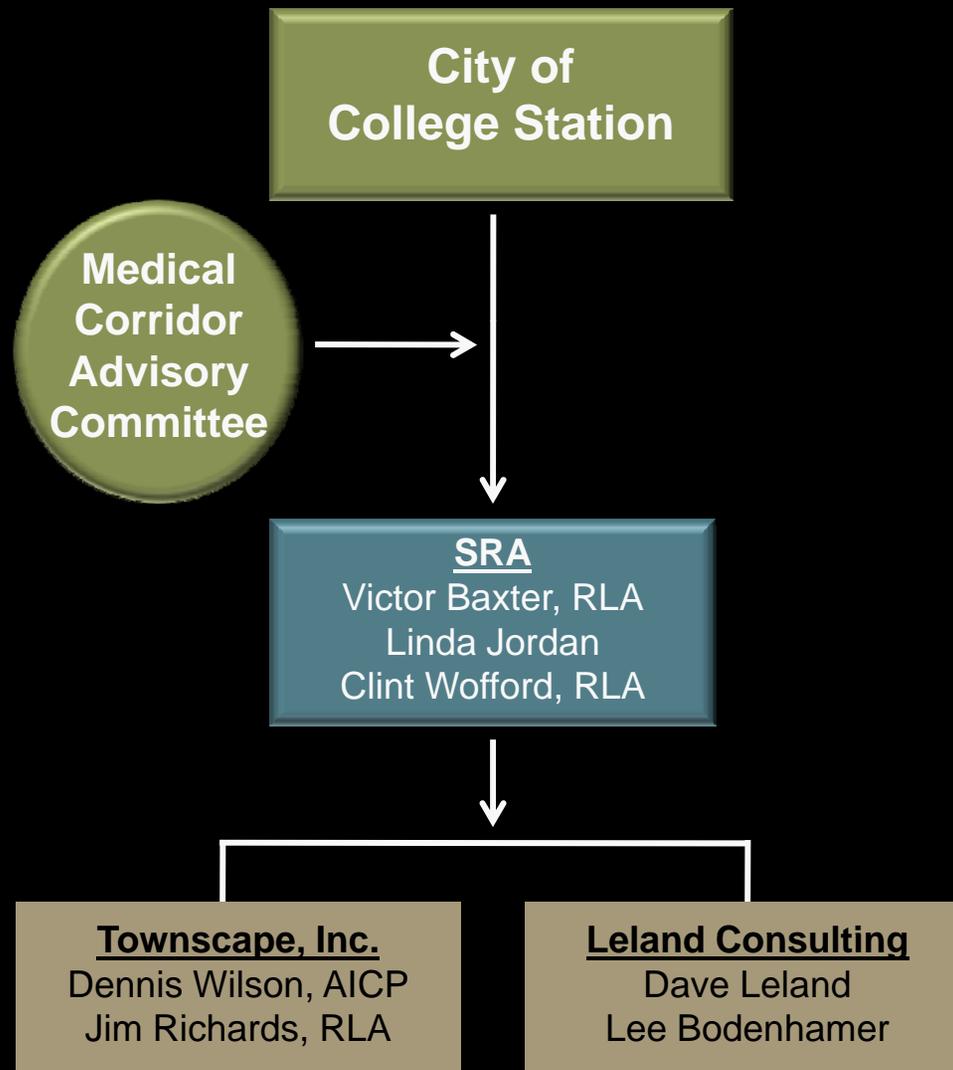


Evaluate existing development and market

Determine potential for expansion

Recommend framework and guidelines for development

Team Members



Agenda

1. Introduction of Work Plan
2. Market Analysis
3. Issues and Opportunities – Planning and Design
4. Observations and Opportunities
5. We Want to Hear From You

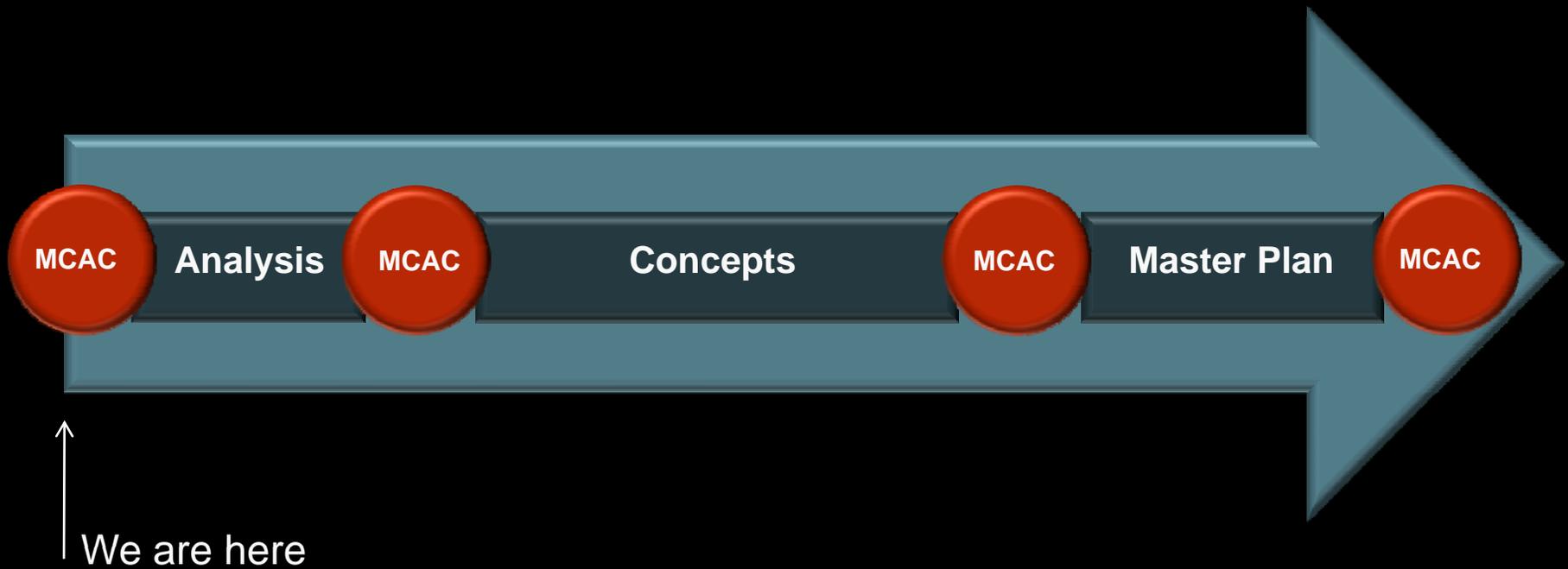
Introduction of Work Plan



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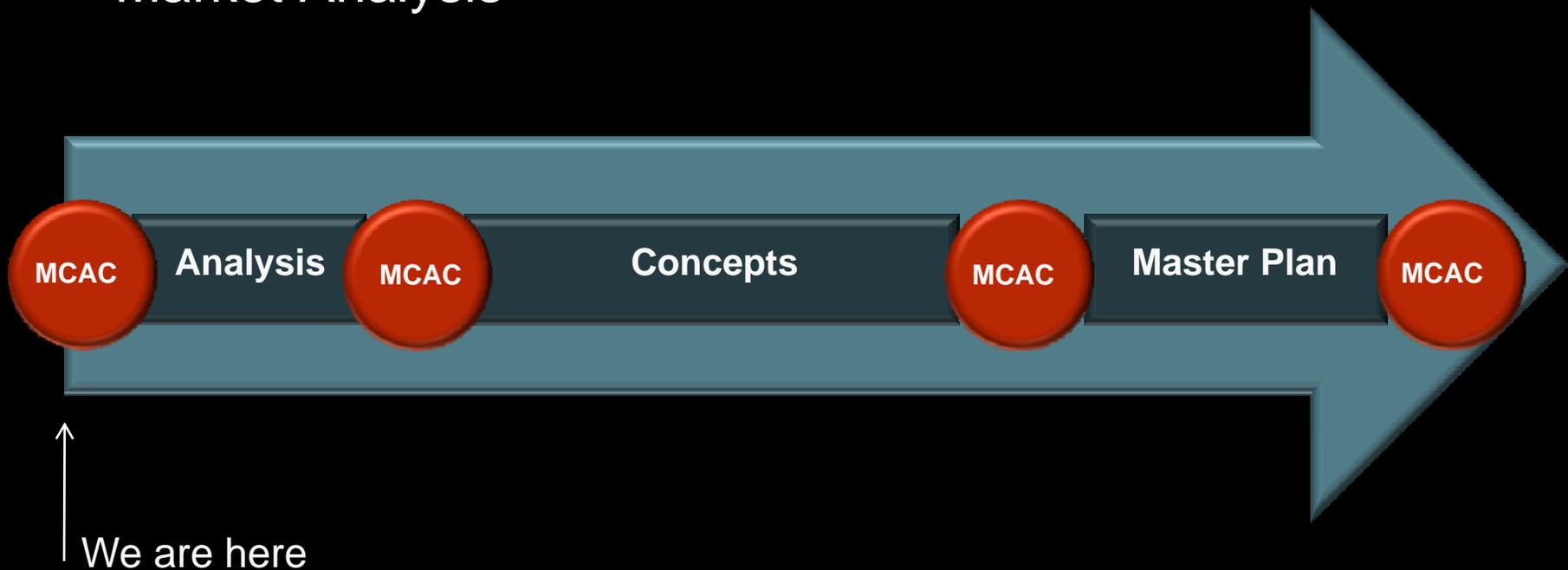


Work Plan



Analysis

- Stakeholder Input
- Site Analysis
- Market Analysis



Stakeholder Input

- Medical Corridor Advisory Committee (MCAC)
 - February 17 - Kickoff
 - May 10 - Analysis
 - July 12 - Concepts
 - September – Master Plan
- Stakeholder Interviews



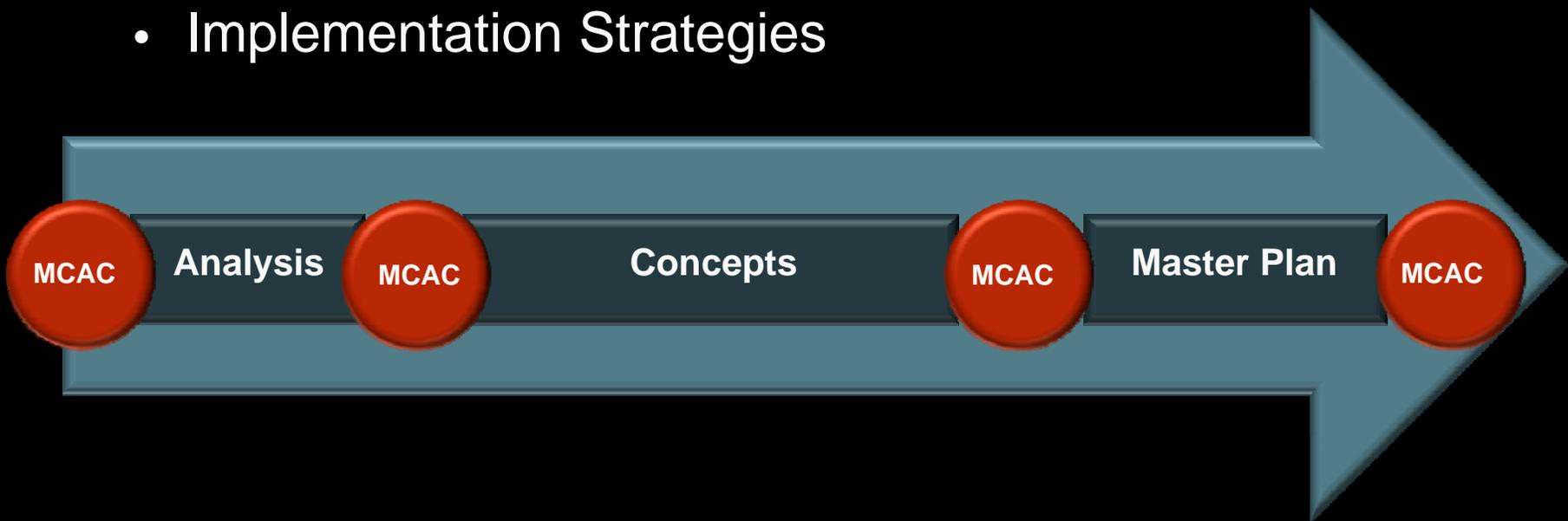
Site Analysis

- Land Use
- Infrastructure
- Circulation Patterns
- Natural Features
- Visual Quality Issues
- Safety Issues
- Opportunities and Constraints



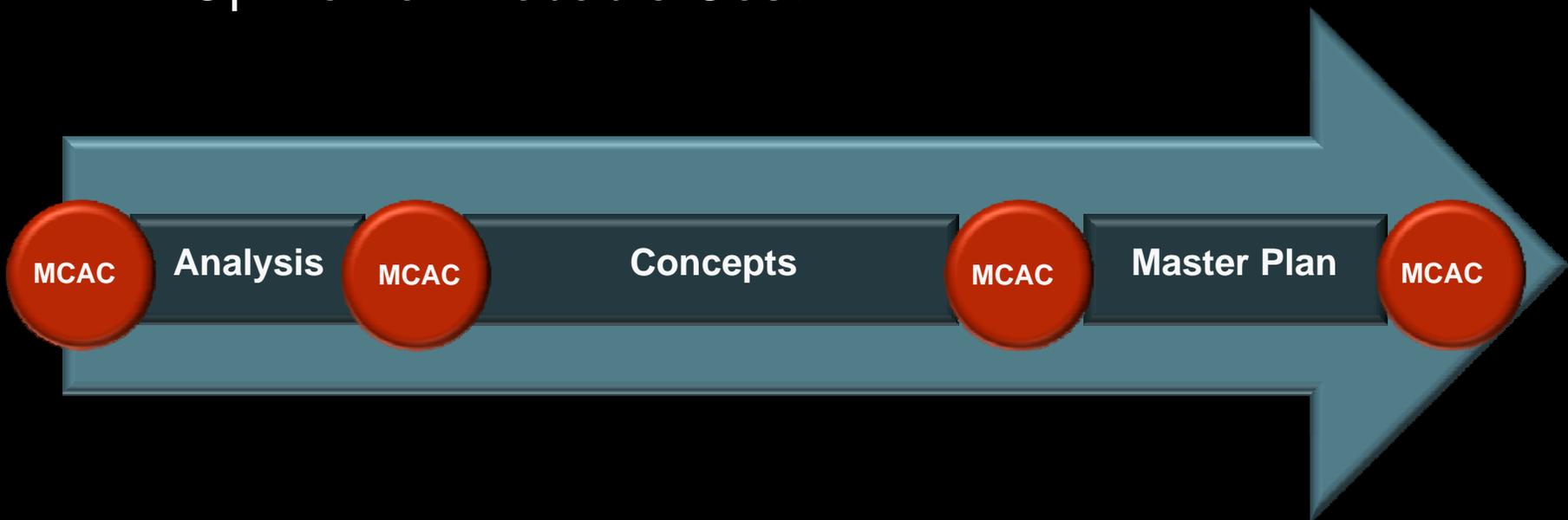
Concepts

- Land Uses
- Identity Creation
- Gateways and Landmarks
- Streetscape Enhancements
- Open Spaces
- Implementation Strategies



Master Plan

- Design Standards and Guidelines
- Market Analysis
- Implementation Strategies
- Phasing
- Opinion of Probable Cost



Market Analysis Evaluation & The Market



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Market Analysis

- Demographic and Economic Information
- Case Studies
- Real Estate Analysis
- Development Programming



Objectives



Source of Photos: <http://medicine.tamhsc.edu/campuses/bcs/affiliates.html>

- Strengthen College Station medical, health and wellness and medically related research industry.
- Promote public-private partnerships which result in sound economic development elements, and significant job creation.
- Facilitate significant job creation and increased tax base through creation of a high quality medically oriented community.

Strategic Premise



Evaluate and Recommend:

- Expansion that benefits existing and entering providers
- Medical Expansion as economic development
- Encourage new providers
- Protect Existing Providers
- Determine the form, character, and components that best accomplish those objectives with location, uses, and activities

The Region

Temple-Killeen Medical Inventory

- Beds - 3,425
- Health Care & Social Services Employment – 14,461
- Population 2009 – 179,632



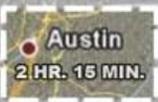
Waco Medical Inventory

- Beds - 866
- Health Care & Social Services Employment – 11,889
- Population 2009 – 126,222



Austin Medical Inventory

- Beds - 1,982
- Health Care & Social Services Employment – 58,095
- Population 2009 – 786,386



2 Hrs. 15 Min.

3 Hrs. 15 Min.

San Antonio Medical Inventory

- Beds – 6,293
- Health Care & Social Services Employment – 91,373
- Population 2009 – 1,373,668



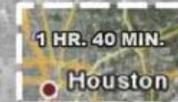
1 Hr. 50 Min.

1 Hr. 30 Min.

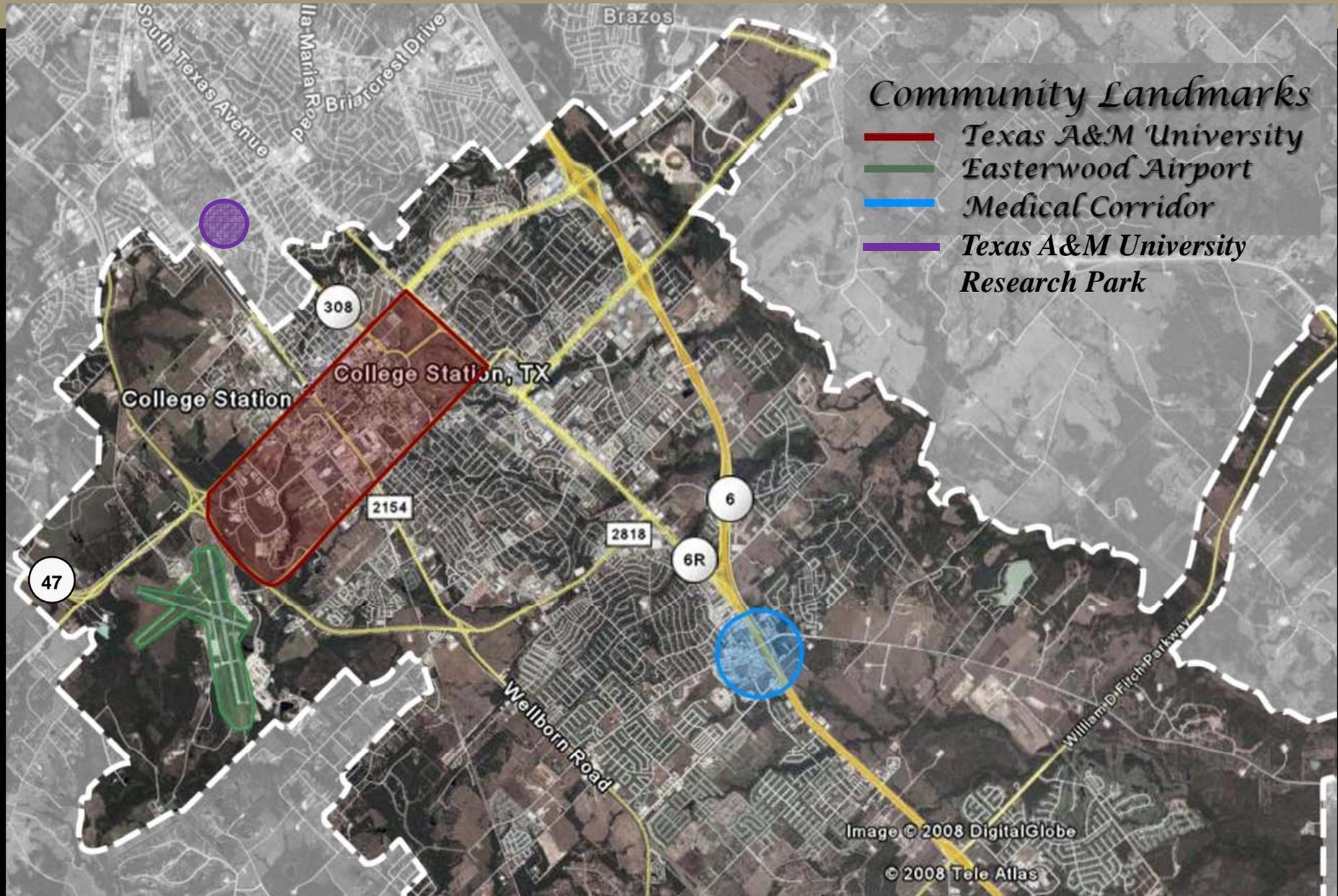
1 Hr. 40 Min.

Houston Medical Inventory

- Beds -10,177
- Health Care & Social Services Employment – 171,869
- Population 2009 – 2,257,926



Community Landmarks



Economic Benefits of the Corridor

20th Century
Employers Draw People



Natural
Resources,
Incentives



Factories
Offices



Jobs

21st Century
People and Place Draw Employers



Education,
21st Century Industries,
Quality of Life



Desirability
In-Migration



Ongoing
Job Growth

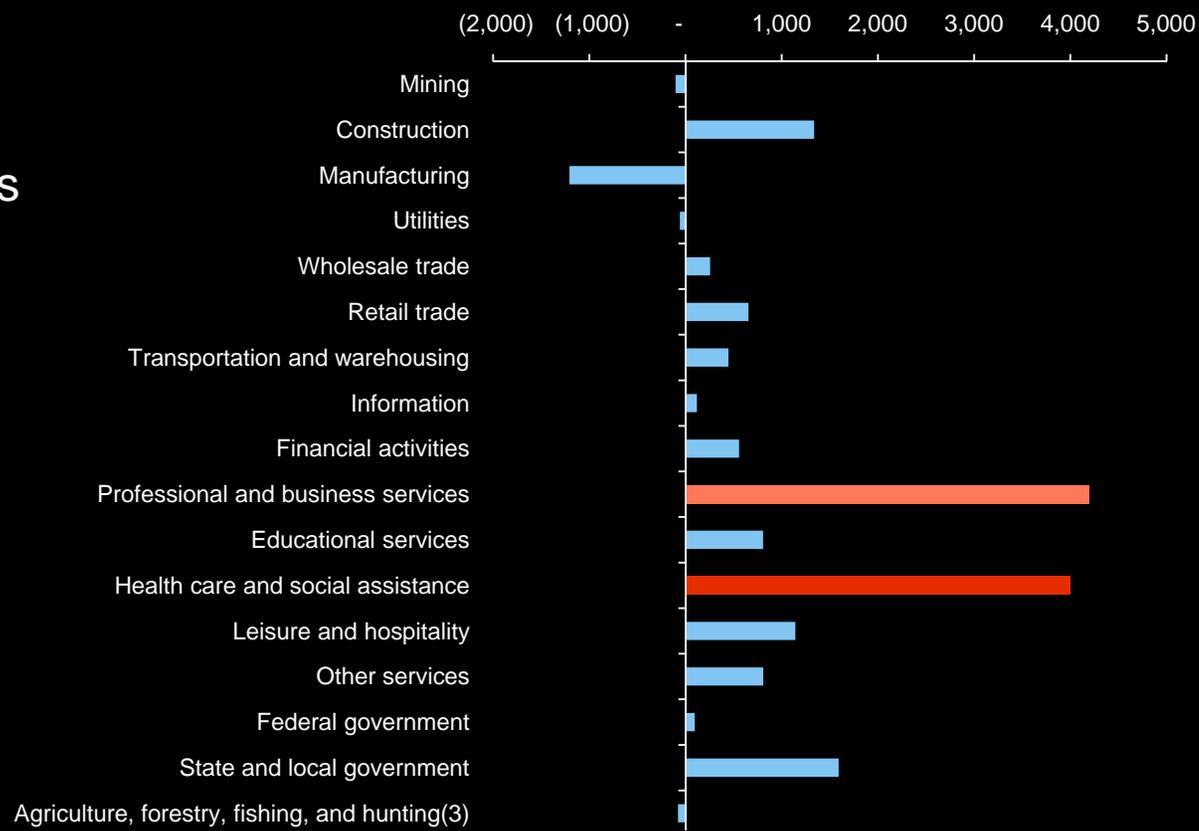
Economic Benefits of the Corridor

- America's new jobs:

- Health Care
- Biosciences
- Professional Services

- These sectors also offer higher paying jobs

Employment Growth by Industry Sector, 2008 - 2018

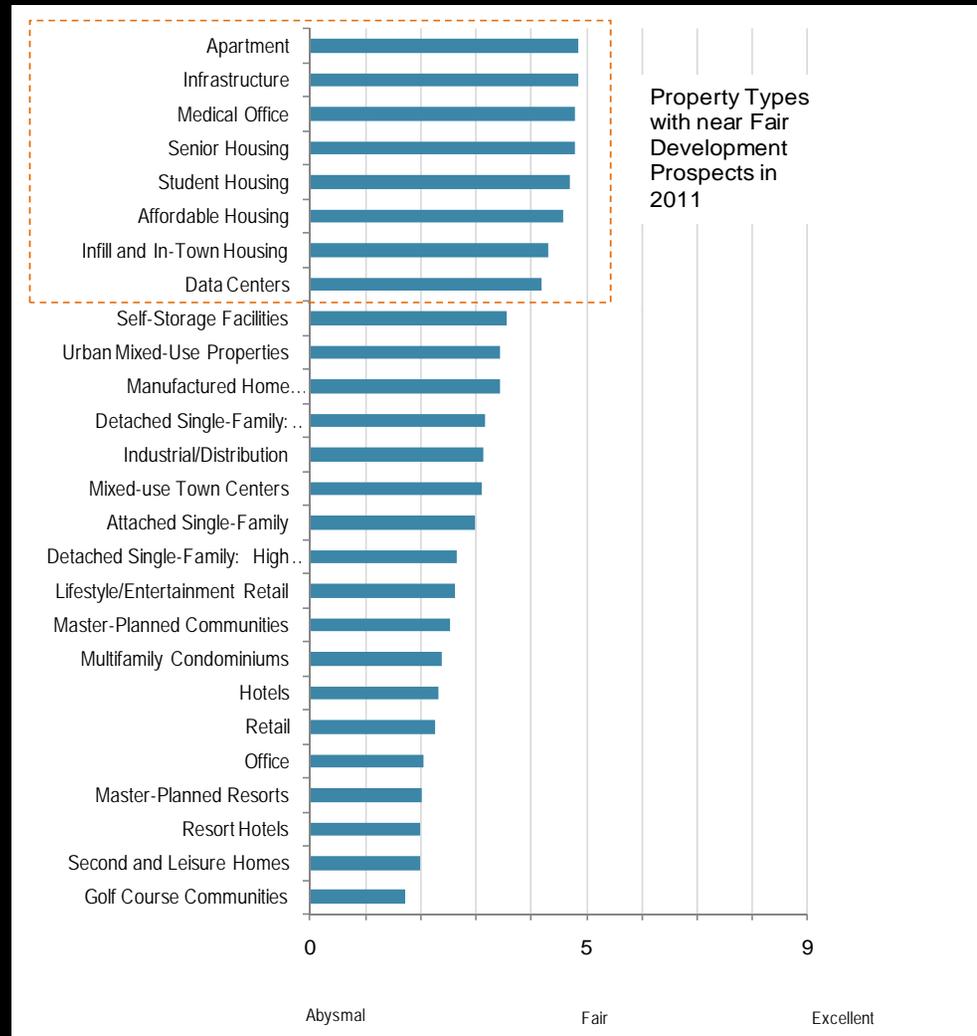


(All figures in thousands of jobs.) Source: Bureau of Labor Services

Economic Benefits of the Corridor

- Note: No “excellent” investments for 2011
- Best: Apartment, Med office, Senior housing
- Steadily aging population requires healthcare and wellness, especially in Southwest
- “The country’s 60-plus population doubles” by 2040

Development and Investment Prospects, 2011



Source: Urban Land Institute.

Economic Benefits of the Corridor

- Economic Benefits:
 - Jobs
 - Place making
 - Branding, identity, recognition
 - Quality of community
 - Public revenues:
sales, business, income,
property



OU College of Allied Health on Stonewall Avenue
Oklahoma City

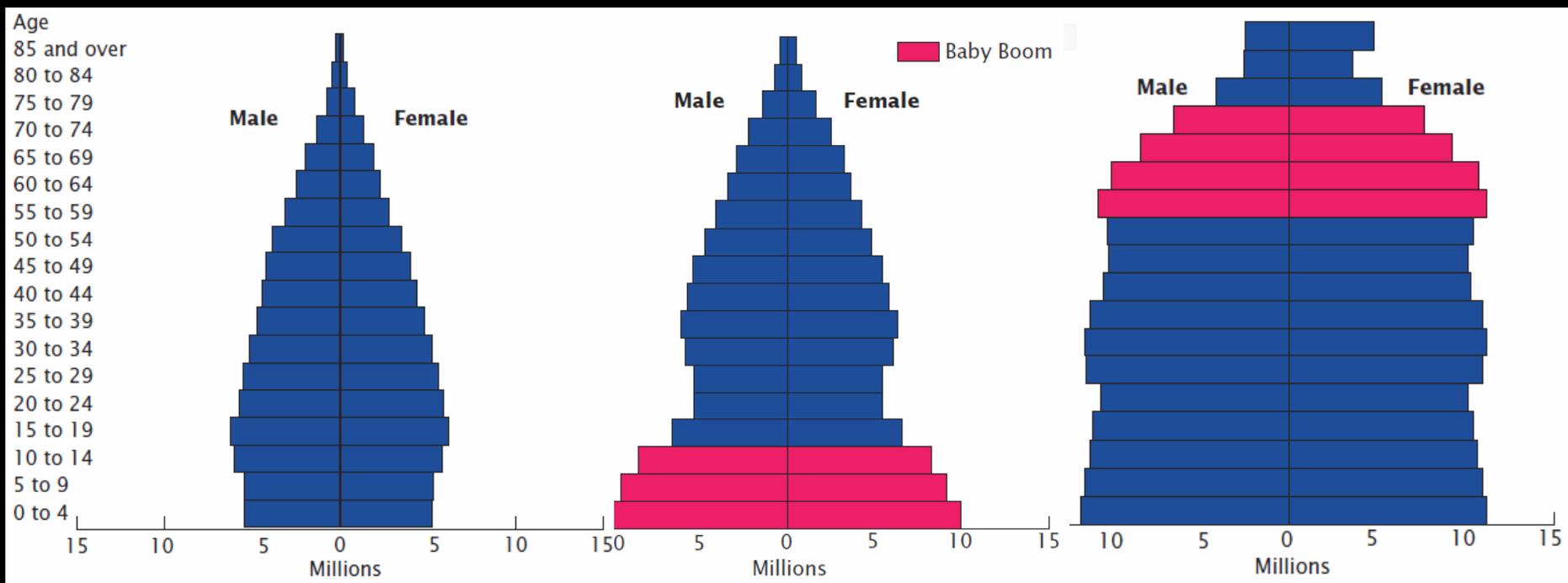
Who's Driving the Growth?

- Boomers!

1940

1960

2020



Note: The reference population for these data is the resident population.

Source: U.S. Bureau of the Census, 1943, Table 2.

Medical District Elements

Stemmons Corridor, Southwest Medical District Study Area – Dallas

- Plan adopted 2010
(to be implemented through 2013)
- 100,000 employees
- 5,000 businesses
- TIF district
- Biotechnology and medical services –
key targeted industries
- Current Providers
 - UT Southwestern Medical Center
 - Parkland Health & Hospital System
 - Children’s Medical Center
 - Texas Woman’s University School of Nursing



Medical District Models

10th Street Medical Business District Oklahoma City

**Recommended Development Program:
(2006 to 2020)**

- Office: 450,000 to 800,000 SF
- Retail: 130,000 to 175,000 SF,
- Mid-size hotel: 200-250 rooms
- Residential: 1,500 to 2,000 units
(avg of 1,200 sf per unit)



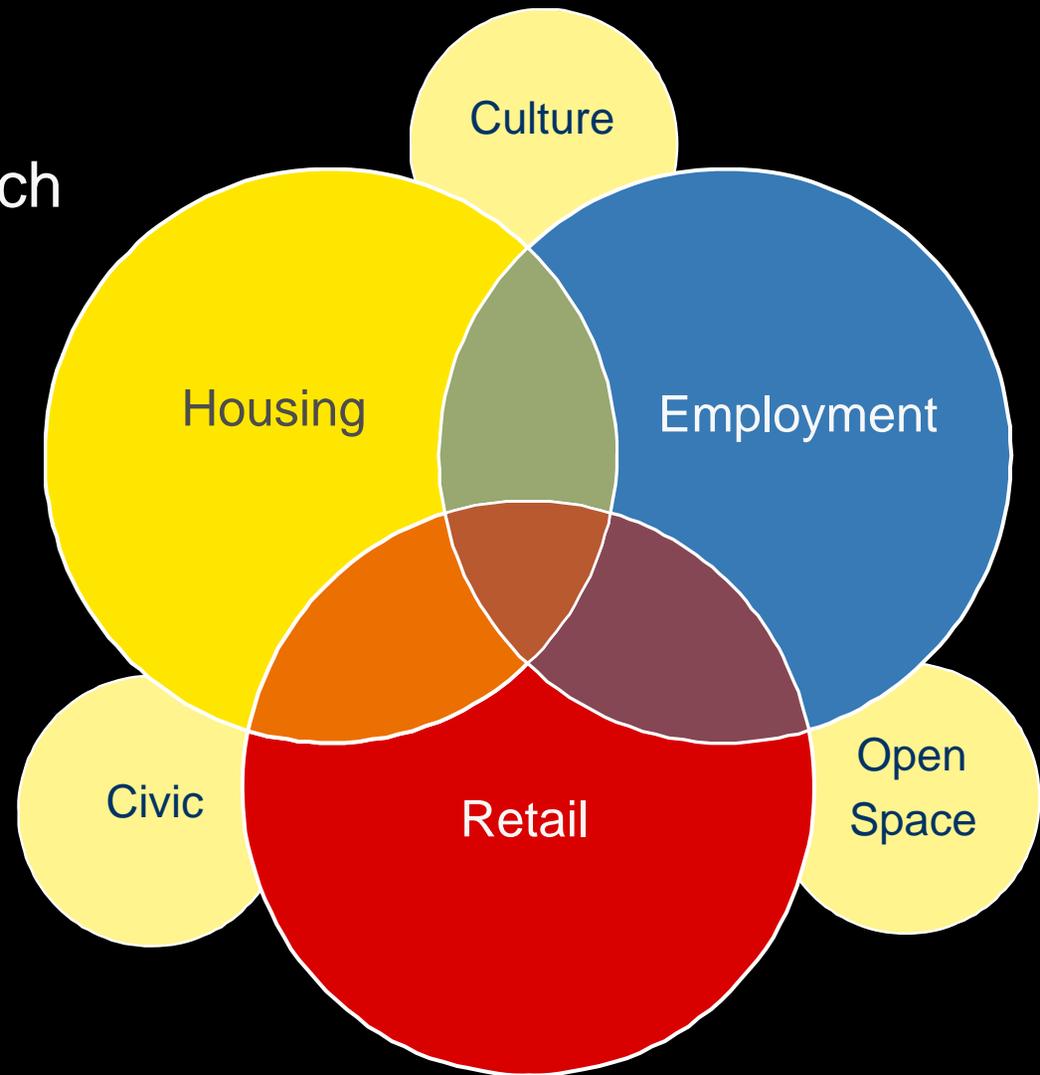
Medical District Models

10th Street Medical Business District, Oklahoma City



Medical District Elements

- Healthcare
- Medical office, biotech
- Research and Development
- Housing
- Retail
- Public spaces



What makes a great livable community?



Continuity



Attractive design



Historic connection



Sense of place



Human scale



Compact form



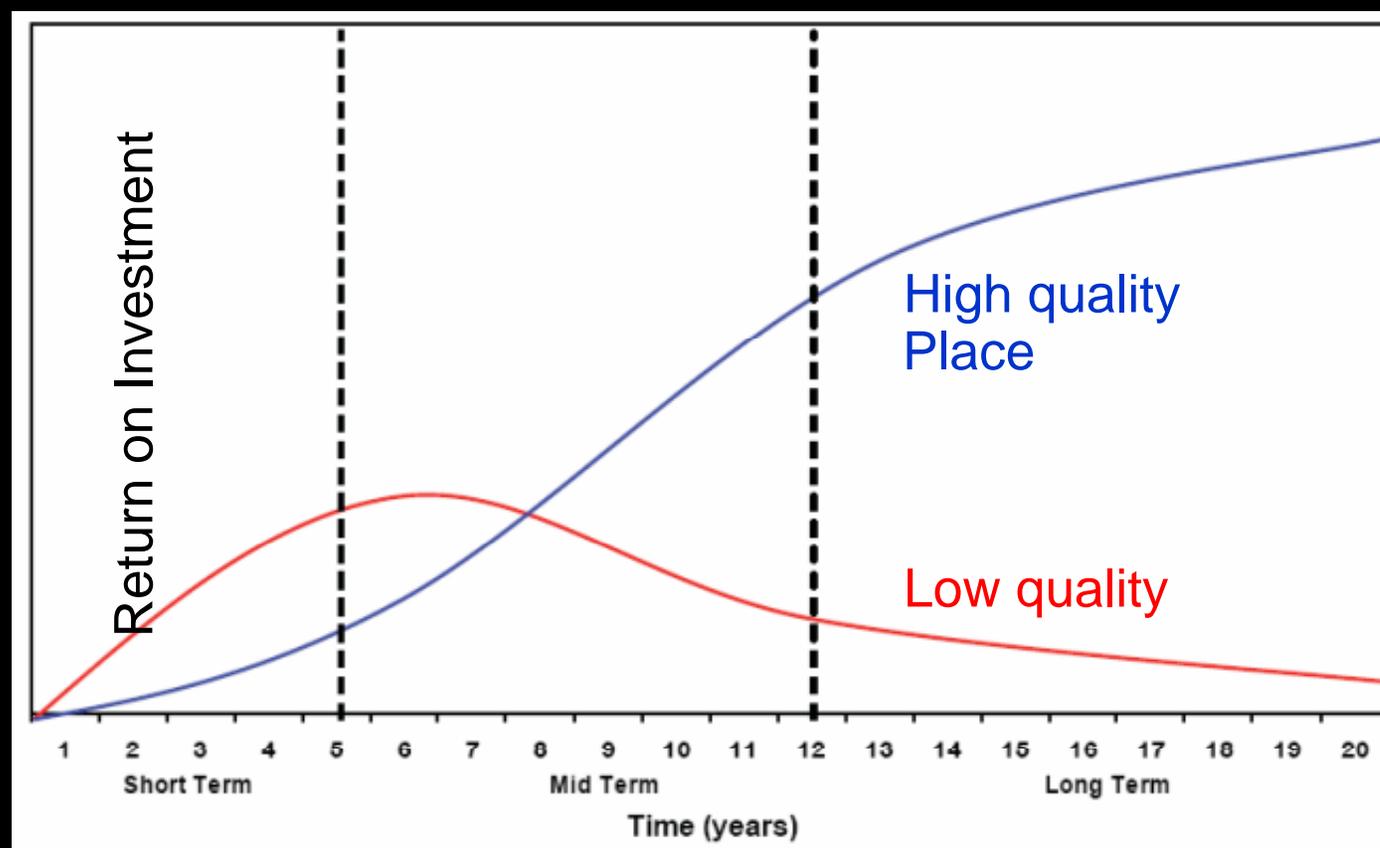
Open space



Amenities:
Water, public art, parks

Financial Principles of Place Making

- Private investment follows public commitment
- Up front investment
- Durability, Long term returns



Public Private Partnerships

- A key urban development tool
- Why Partnerships:
 - Enhance feasibility
 - Leverage public investment
 - Achieve more: higher quality, public realm, other public goals
 - Capitalize on strengths of each sector
 - Every deal is different



Stemmons Corridor, Southwest Medical District
Dallas, TX

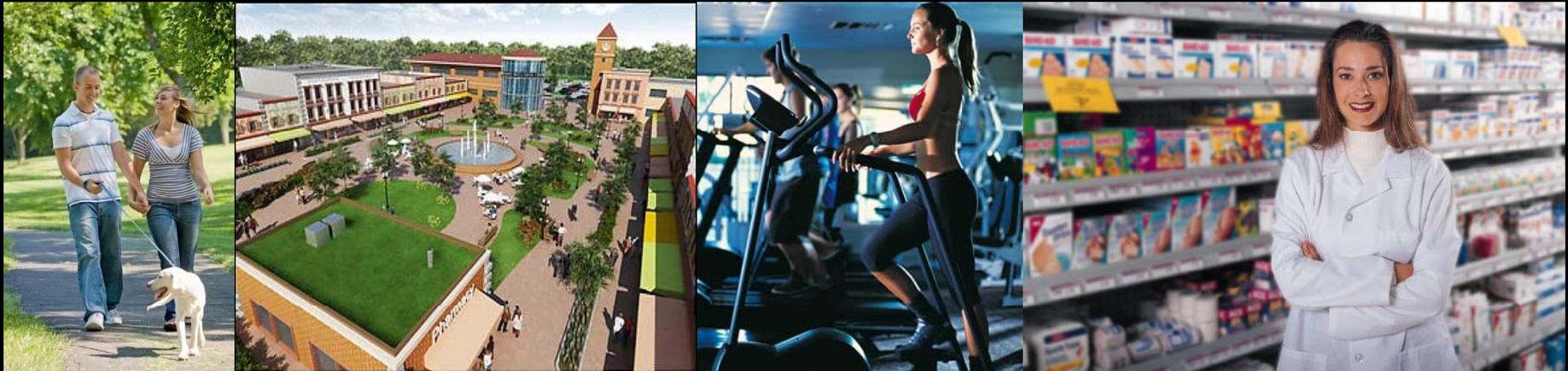
Issues and Opportunities Planning and Design



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An Opportunity: to create a mixed use district of developments that focuses on medical care, health and wellness and becomes a regional destination and an economic catalyst for the City without detrimental impacts on the adjoining properties or areas of the community.

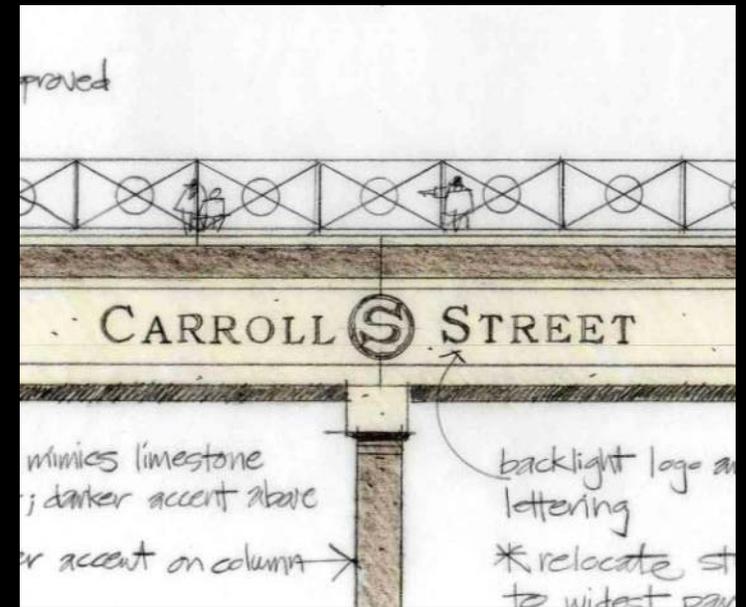
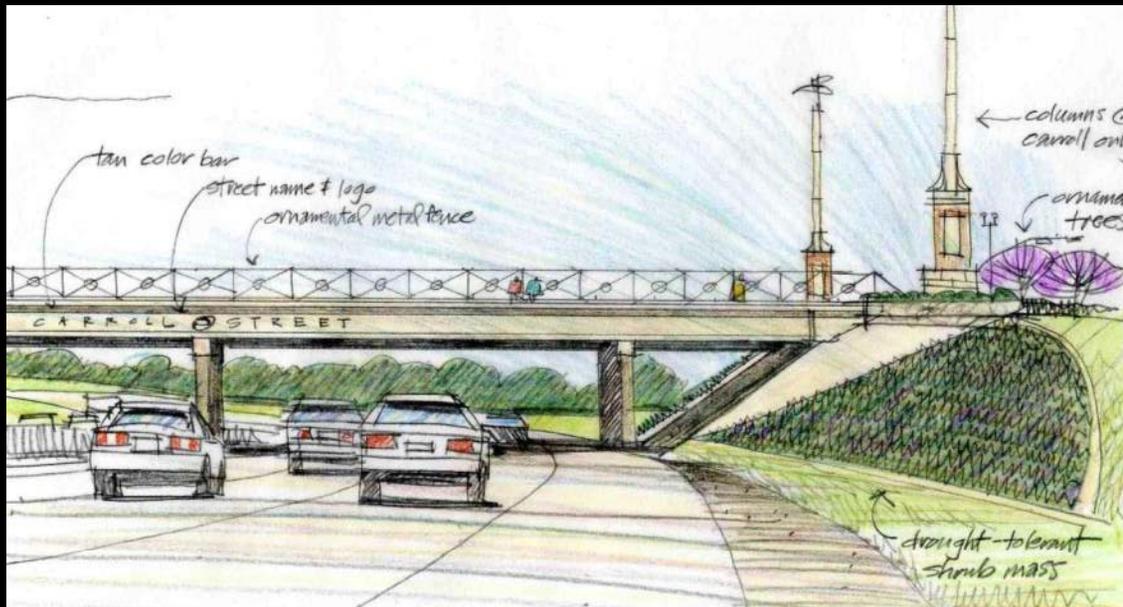


- Acute Care
- Rehabilitation
- Assisted Living
- Hospice
- Medical Offices
- Hotels
- Housing
- Healthfulness
- Connected Open Space
- Image / Identity
- Public Transportation
- Walkability
- Indoor / Outdoor Recreation
- Coffee Shops, Retail and Restaurants

Development Framework For Growth, Expansion



Highway Enhancement/Gateway Identity



District Identity and Wayfinding



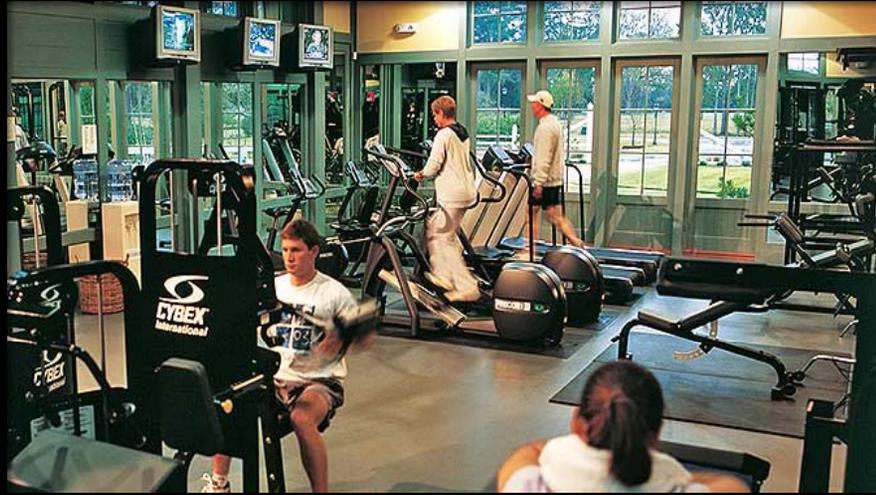
Complete Streets



Open Space, Linkages, Physical Activity



Mix of Complementary Uses



Housing



People Places



Public Art



Sense of Place



Observations and Opportunities



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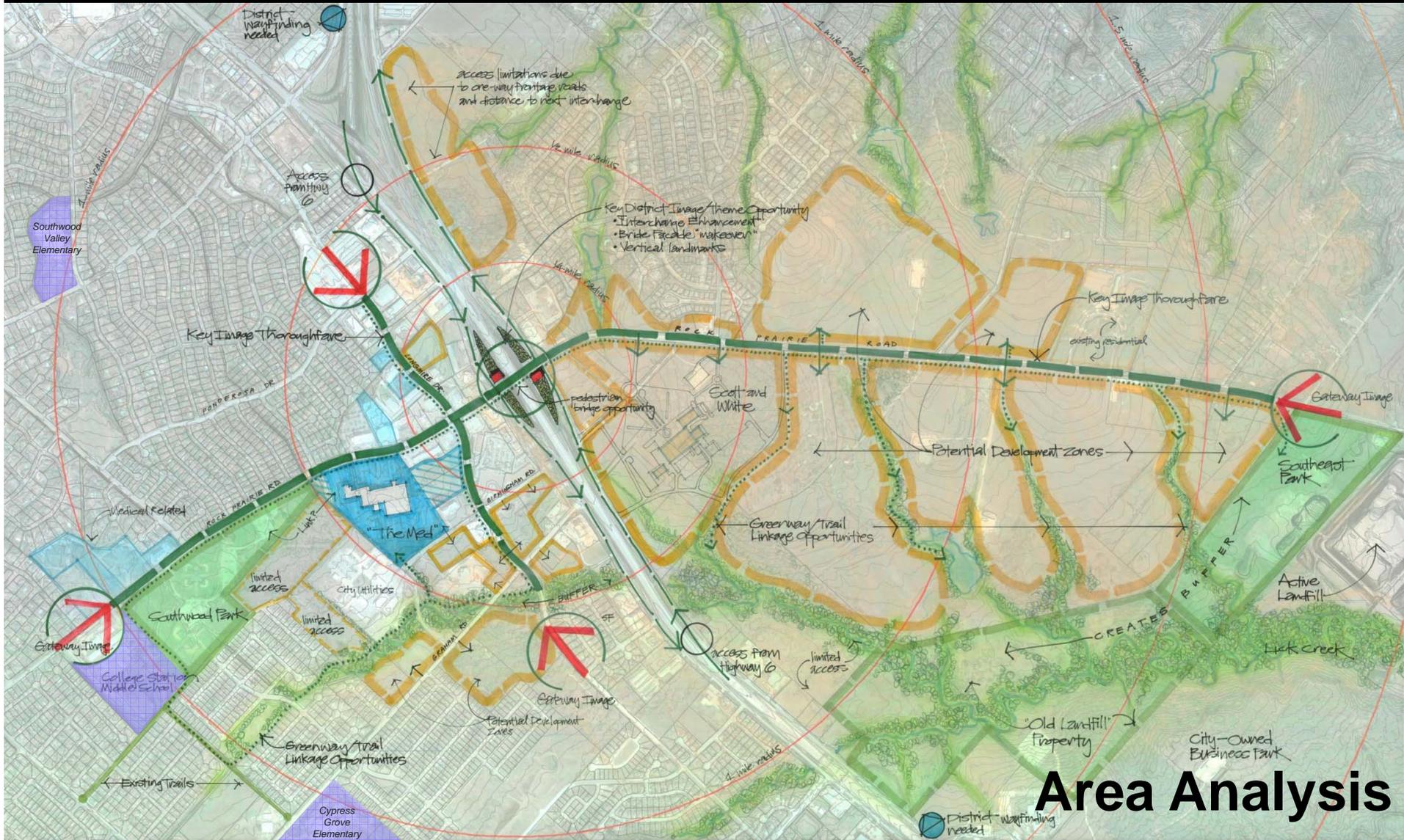
- LEGEND**
- The Med
 - Vacant Med Property
 - Non - Med Medical Property
 - City Parkland
 - City Utilities
 - Vacant / Unimproved
 - Bike Lanes



GRAPHIC SCALE: 1" = 100'

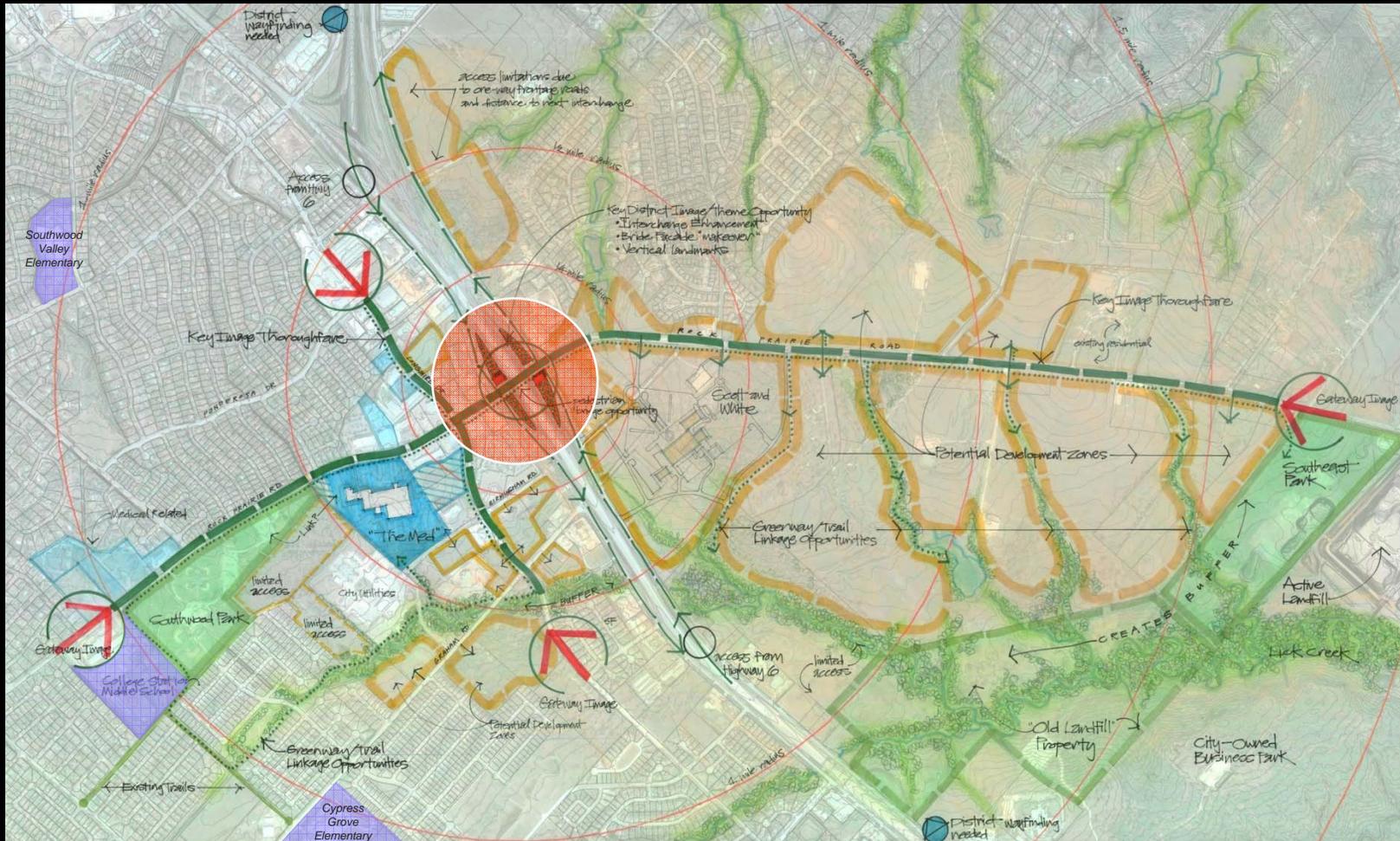


EXISTING LAND USE PLAN
COLLEGE STATION MEDICAL CORRIDOR MASTER PLAN



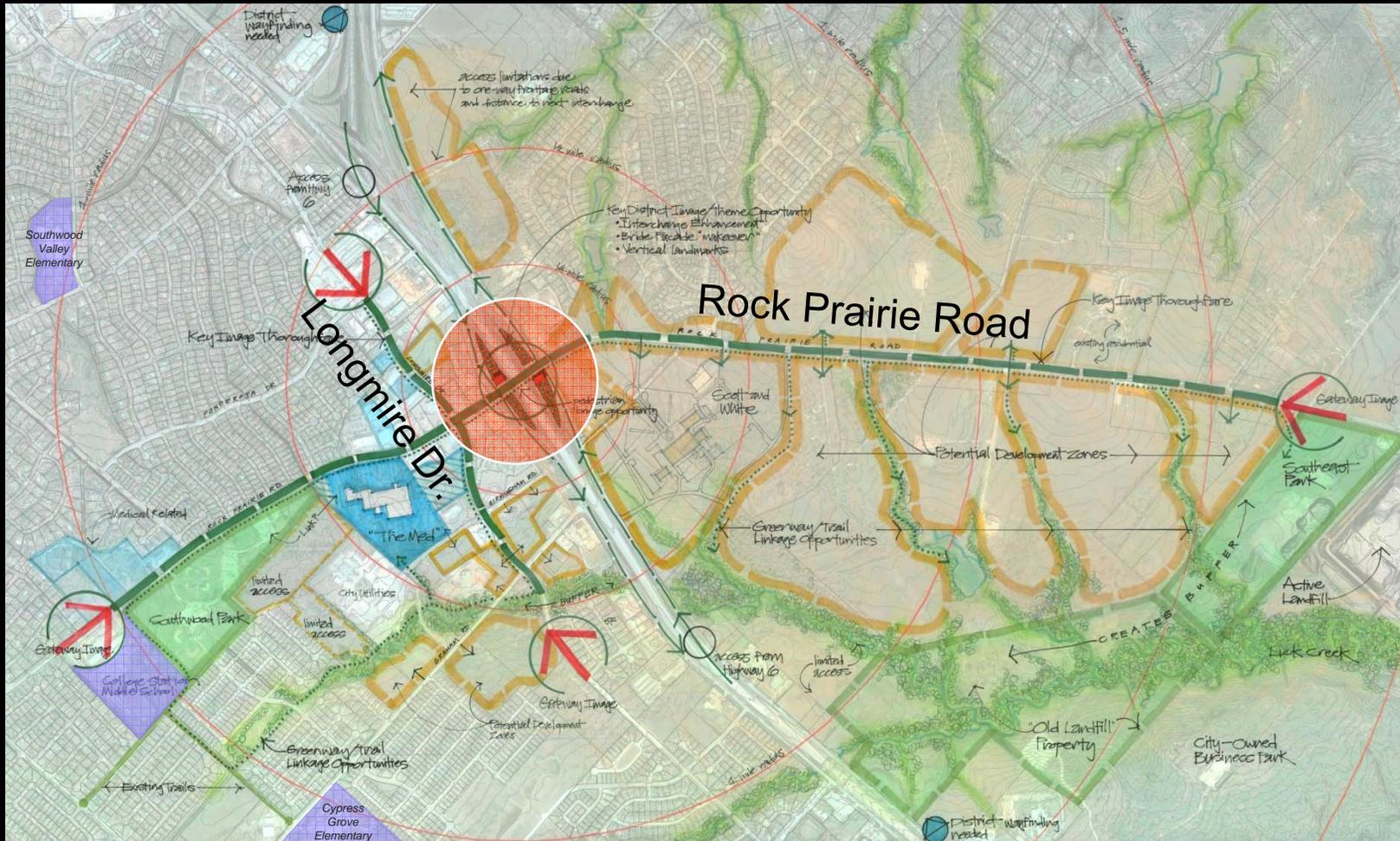
Area Analysis

Key Site Observations



Access via major interchange at Rock Prairie Rd.

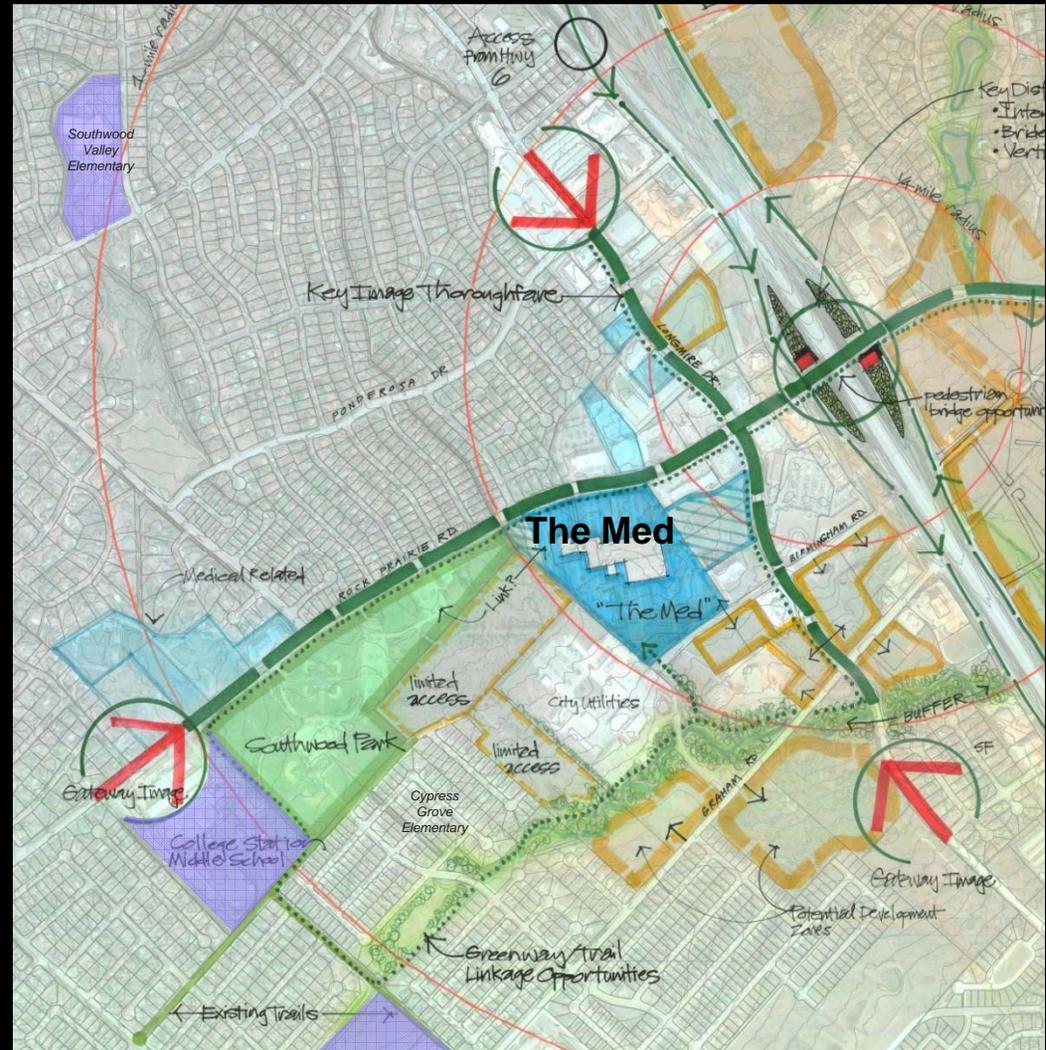
Key Site Observations



Rock Prairie Rd. and Longmire Dr. act as spines of potential district

Key Site Observations: West side

- The Med acts as anchor and catalyst west of SH 6.
- Related businesses have been attracted to west side.
- Undeveloped areas west of Hwy 6 are scattered infill opportunities; range from 3.5 to 15 acres.
- Existing park and trails are district amenity opportunities

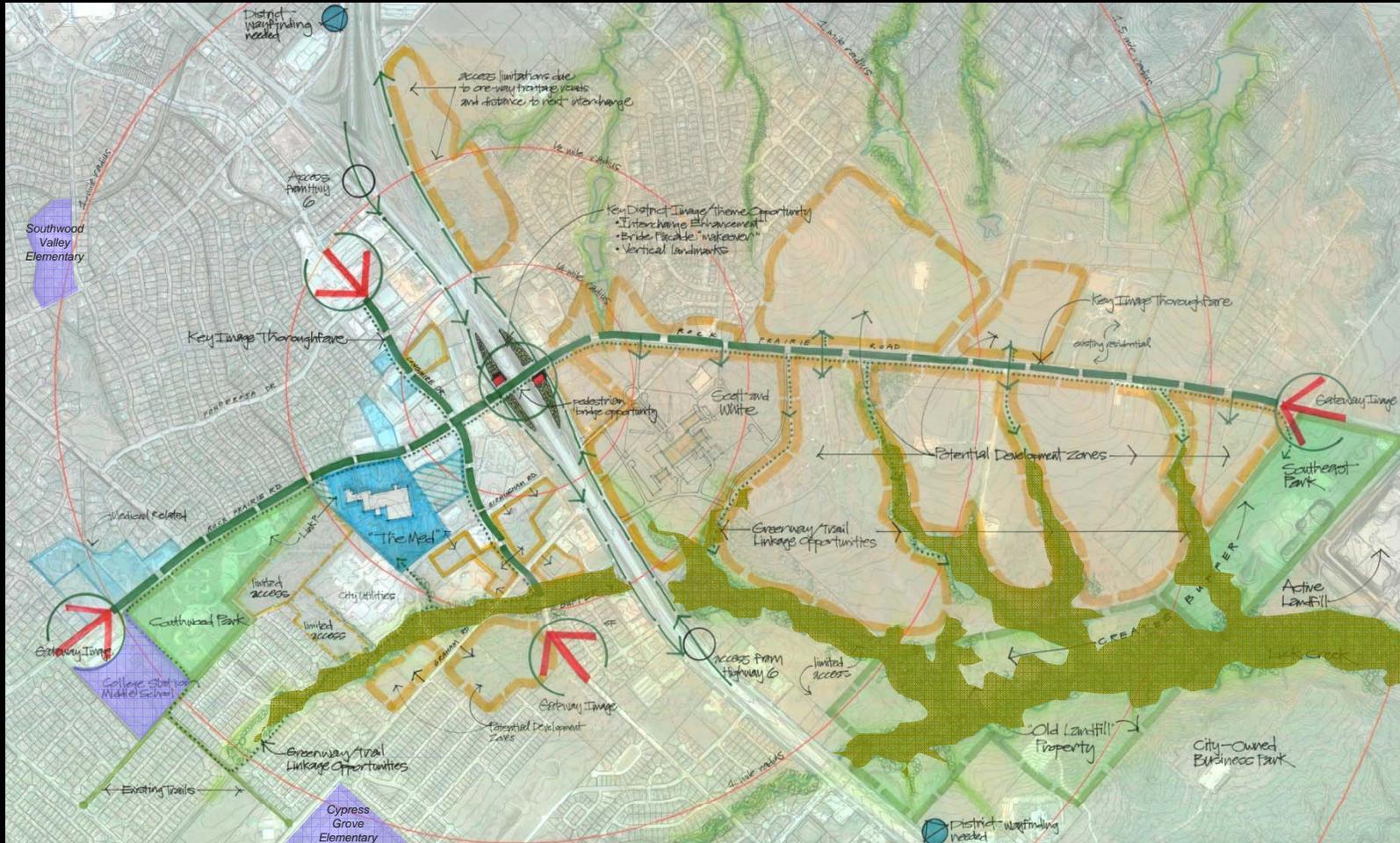


Key Site Observations: East side

- Scott & White development will act as catalyst east of SH 6.
- Undeveloped areas east of Hwy 6 are contiguous; range from 4 acres to 100 acres.

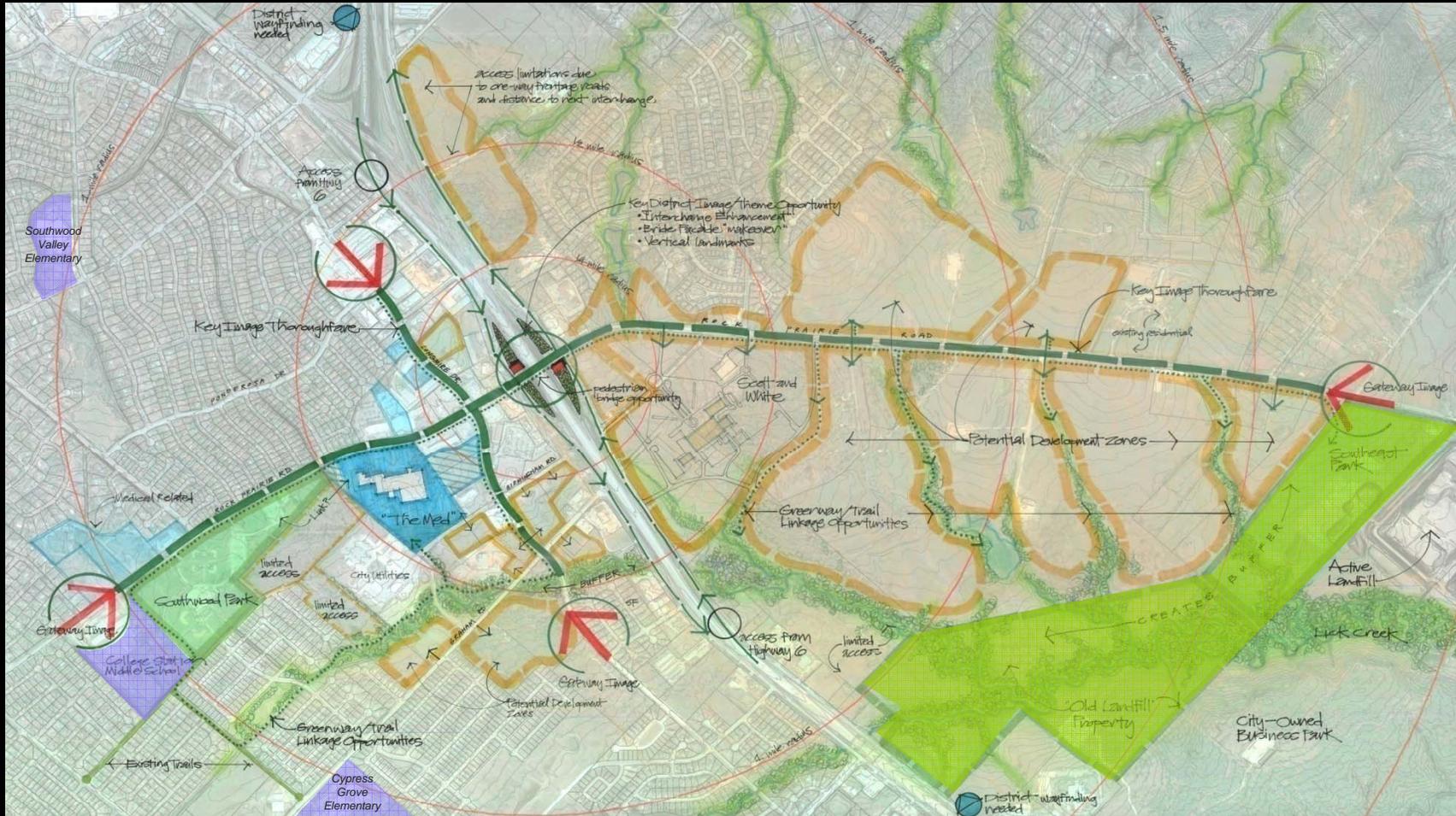


Key Site Observations



Wooded creek tributaries could provide network of buffers and greenway linkages

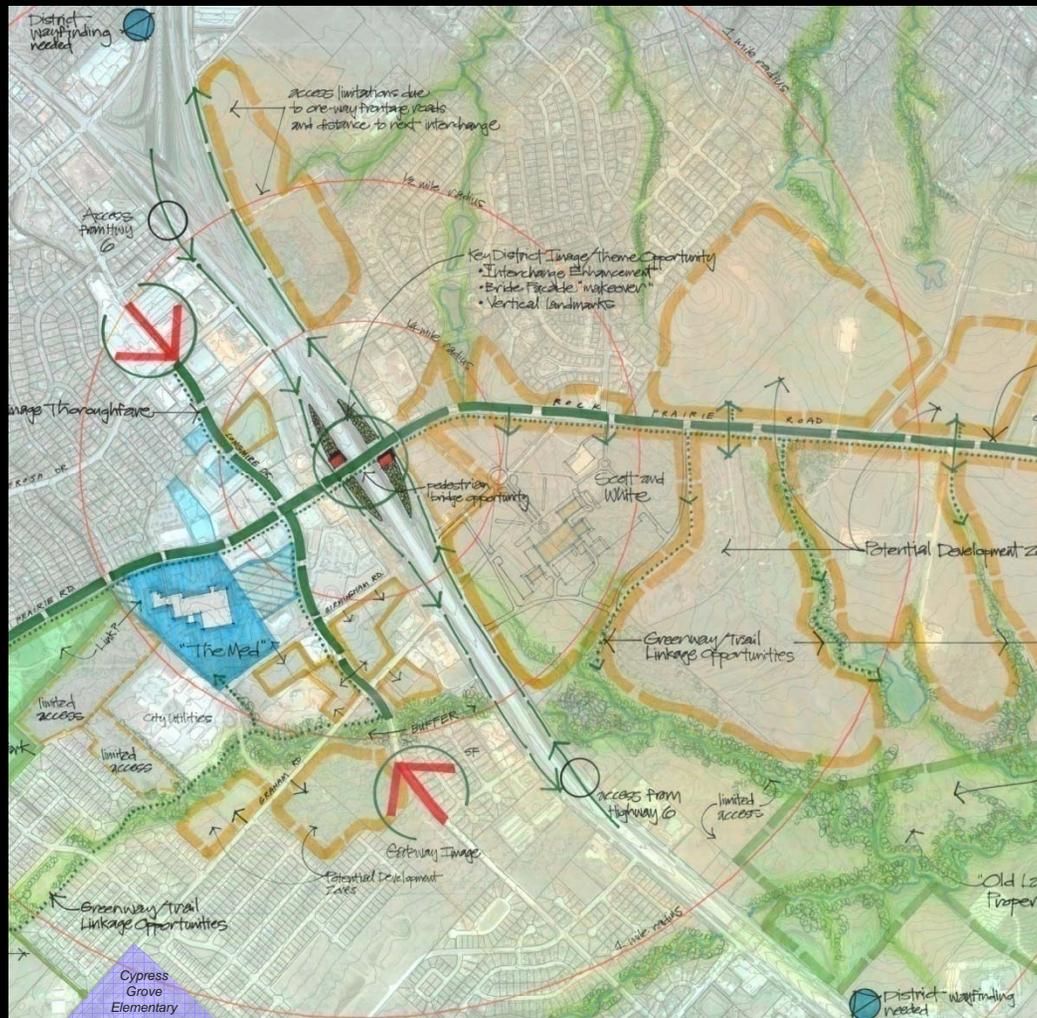
Key Site Observations



Landfills and Southeast Park create boundary and buffer to east.

Key Site Observations

- Limited visibility from highway or surroundings
- Need for wayfinding
- Need for visibility, image, branding



WE WANT TO HEAR FROM YOU



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