



College Station Medical District Master Plan

October 25, 2011

Schrickel, Rollins and Associates, Inc.

Townscape, Inc.

Leland Consulting Group

Agenda

1. City Commitments to Medical District
2. Rock Prairie Road Bridge Update
3. Development Concept
4. Land Use Strategies
5. Implementation Strategies
6. Q&A



Senior Housing

Conditional Funding Agreement - \$1.0 million HOME Funds Loan



Rock Prairie Road West

Analysis and ROW Acquisition - \$740,000



Rock Prairie Road East

Design and ROW Acquisition - \$2.9 million



Bird Pond Road

Road Rehabilitation - \$1.8 million



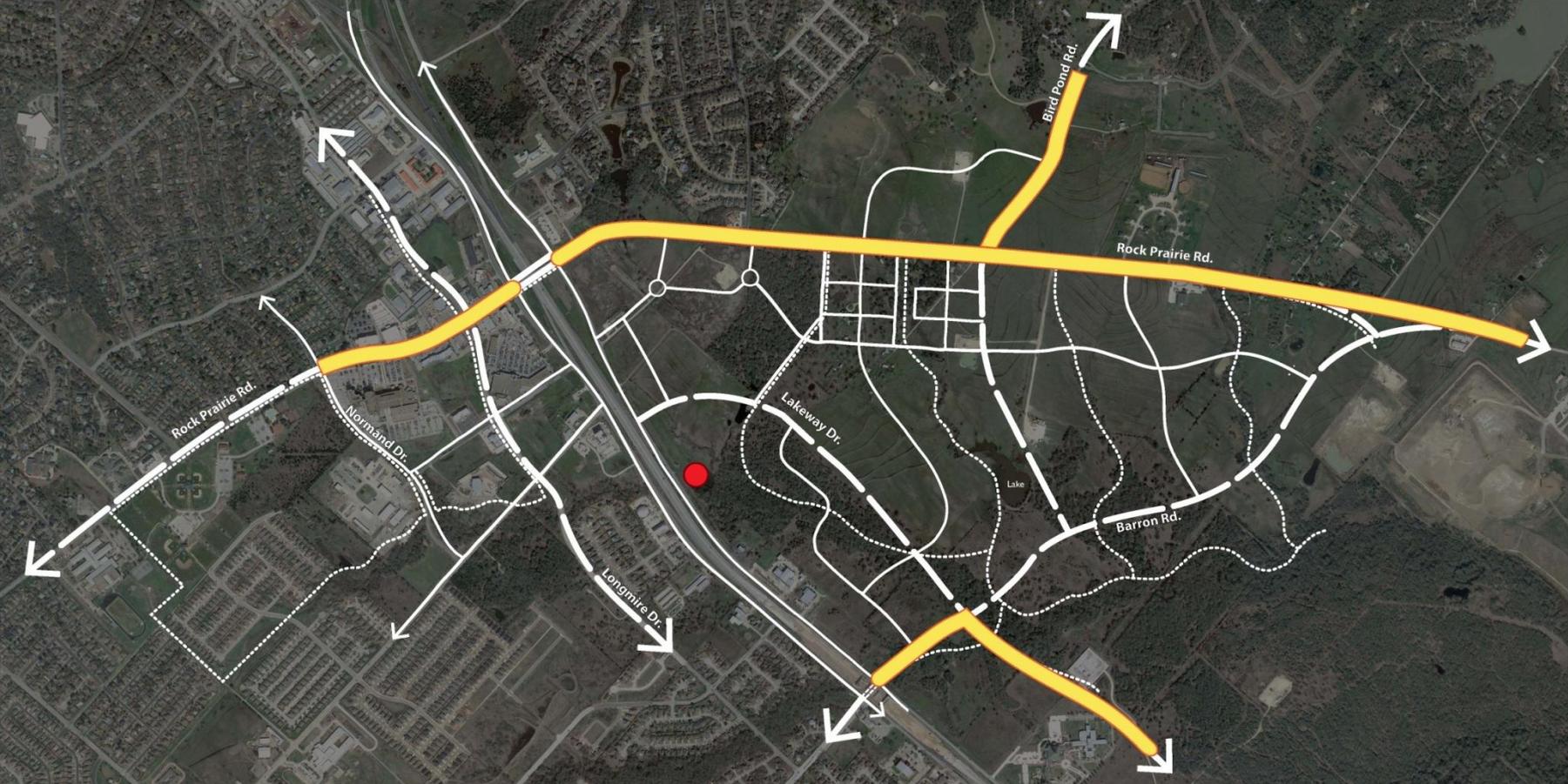
Barron Road and Lakeway Drive

Design and Construction - \$15.1 million



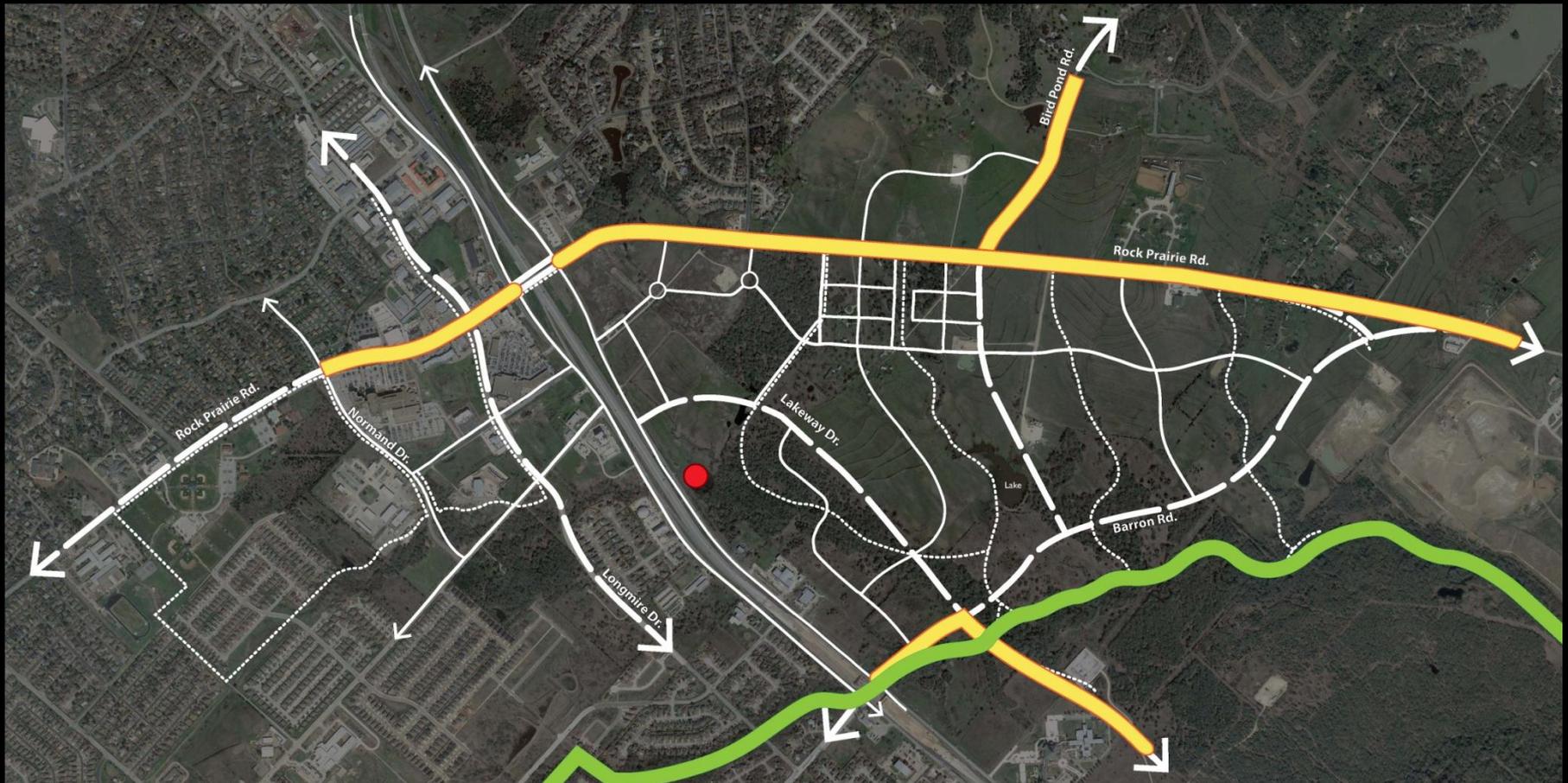
Scott and White Lift Station

Design and Construction - \$1.5 million



Lick Creek Hike and Bike Trail

Design and Construction - \$4.4 million



Rock Prairie Road & SH 6 Transportation Corridor Analysis

Introduction

- Analysis Area
- Context/History
- Traffic Operation Modeling & Analysis
- Recommendations
 - Conceptual Schematic
 - Purpose & Need
 - Construction Costs
- Funding Scenarios/Phasing
- Next Steps

City Initiated Analysis of Needs Kimley-Horn TDM Model Results



Table 4 - Rock Prairie Corridor Study Intersection Capacity Analysis

Option		1		2		3		4		5		6		7		8	
		No Build				4 Lane Bridge with U-Turns				6 Lane Bridge with U-Turns				6 Lane Bridge without U-Turns			
		2009	2035	2009	2035	2009	2035	2009	2035	2009	2035	2009	2035	2009	2035	2009	2035
SH 6 NBFR	Delay (LOS)	16.5 (B)	69.9 (E)	17.4 (B)	70.8 (E)	18.9 (B)	40.1 (D)	25.3 (C)	50.4 (D)	22.7 (C)	25.4 (C)	21.2 (C)	27.8 (C)	19.9 (B)	21.8 (C)	18.4 (B)	29.6 (C)
SH 6 SBFR	Delay (LOS)	22.5 (C)	70.1 (E)	27.7 (C)	60.1 (E)	21.0 (C)	53.9 (D)	32.0 (C)	61.1 (E)	17.4 (B)	30.8 (C)	18.0 (B)	32.1 (C)	18.1 (B)	45.8 (D)	19.1 (B)	38.5 (D)
Longmire Drive	Delay (LOS)	24.9 (C)	42.5 (D)	33.6 (C)	39.5 (D)	25.6 (C)	69.0 (E)	29.0 (C)	53.2 (D)	26.4 (C)	49.7 (D)	31.7 (C)	33.1 (C)	26.2 (C)	38.5 (D)	30.4 (C)	37.0 (D)
Rio Grande Boulevard	Delay (LOS)	8.1 (A)	31.9 (C)	9.7 (A)	26.2 (C)	9.5 (A)	29.9 (C)	9.8 (A)	25.8 (C)	10.1 (B)	24.8 (C)	8.4 (A)	25.8 (C)	9.4 (A)	25.0 (C)	8.2 (A)	25.1 (C)

City Initiated Analysis of Needs

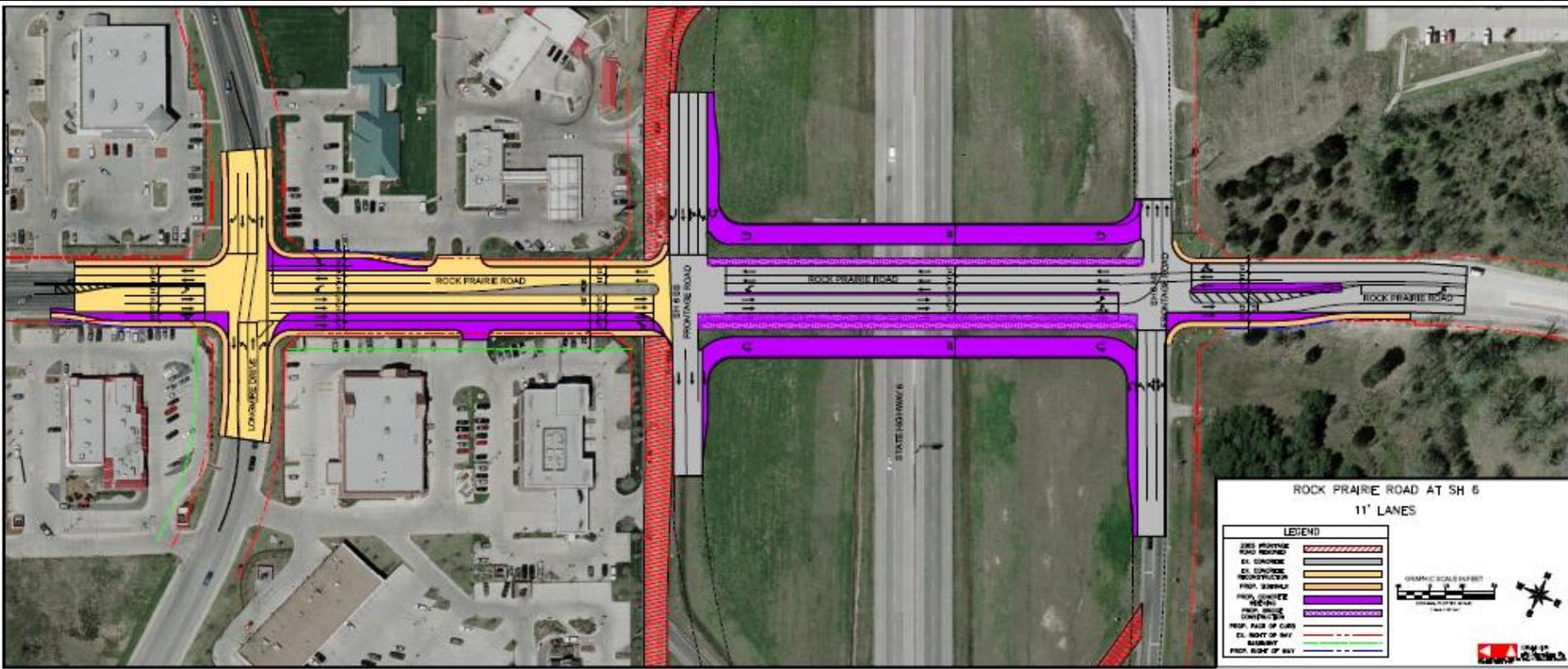
Kimley-Horn Traffic Impact Analysis Results



Table 5 - Existing and Future SH 6 & Rock Prairie Road Interchange Capacity Analysis

Intersection	Approach	Existing - 2010		2011		2012		2013		2014		2015		2016		2017	
		LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay
Rock Prairie Rd. & SH 6 SBFR	EB	C	33.9	D	40.0	D	41.8	D	35.6	D	43.2	D	37.5	D	44.8	E	52.5
	WB	A	6.5	A	6.5	A	7.0	B	10.3	B	10.8	B	12.0	B	12.1	B	12.1
	SB	C	29.9	C	31.4	D	35.2	D	42.5	D	44.3	D	54.4	E	64.2	E	76.1
	Overall	C	27.0	C	30.0	C	32.4	D	33.6	D	37.4	D	39.6	D	46.6	D	54.5
Rock Prairie Rd. & SH 6 NBFR	EB	A	4.5	A	4.9	A	5.6	A	5.5	A	7.1	A	8.2	A	8.8	A	9.4
	WB	D	49.3	D	51.7	D	49.2	D	53.3	D	53.5	D	53.4	E	55.1	E	57.2
	NB	C	31.4	C	31.4	C	32.4	D	42.3	D	41.0	D	42.5	D	42.6	D	42.8
	Overall	B	18.7	B	19.4	B	19.5	C	22.0	C	22.8	C	23.7	C	24.5	C	25.3
Rock Prairie Rd. & Longmire Dr.	EB	C	31.6	C	34.9	D	38.7	D	44.5	D	49.5	D	53.1	E	57.8	E	63.9
	WB	C	32.9	D	36.1	D	38.0	D	48.4	D	53.2	D	54.0	E	57.3	E	60.4
	NB	C	27.9	C	27.4	C	26.9	C	29.7	C	29.1	C	29.7	C	30.4	C	31.1
	SB	C	23.7	C	23.1	C	22.5	C	24.9	C	25.0	C	25.3	C	25.5	C	25.8
	Overall	C	30.2	C	32.1	C	33.7	D	39.9	D	42.9	D	44.5	D	47.2	D	50.4

Study Recommendations Conceptual Schematic



To include Bike and Pedestrian accommodations across the bridge

Purpose and Need

- Additional Capacity
- Improved Traffic Operations
- Improved Safety for Bikes/Pedestrians
- Improved Emergency Respond Times
- Economic Development

Funding Scenarios/Phasing

- MPO and TxDOT funding through Proposition 12 funds/category 2-urban mobility \$4.6 million

City's Funding Commitment

- To pay for design, environmental clearance and stakeholder outreach for the Rock Prairie bridge portion of the project – approximately \$500,000
- The design and construction of Rock Prairie west and east of SH 6

Funding Sources

- Bridge design & environmental clearance – savings from other recently built CIP projects
- West and East of SH 6 2015 Bond

Next Steps

- Work with MPO and TxDOT to put project in pipeline
 - MPO Policy Committee approved for project to be funded through Proposition 12 funds
- Work with TxDOT to meet milestone dates
 - Texas Transportation Commission will vote on approving MPO proposition 12 projects September 29, 2011 or October 27, 2011
 - Letting date (going out for construction bids) August of 2013 at the latest
- Go before City Council for design funds
- Award design contract to consultant to include environmental clearance requirements
- Continue ROW acquisition on Rock Prairie east and west of SH 6
- Promote using 2015 bond as means to fund construction widening of Rock Prairie east and west of SH 6

TEXAS
6 BUSINESS
Texas A&M Univ
LEFT EXIT



EXIT 123
BUSINESS 6



CENTER STREET

16 FT 8 IN

30 WEST
Ft Worth
↓

Center St
↗
↘

75

↑

EXIT
↘

8511





BAIRD FARM ROAD



PER BOWL XLV

DON DAVIS

TOYOTA

DON DAVIS

888-58-ARIES
(27437)



CENTER STREET

16 FT 8 IN

EXIT 26

Fielder Rd
1/4 MILES

EXIT 27

Lamar Blvd
Cooper St
1/2 MILE

Texas
TWO STOP
280

EXIT
➔





SUPER BOWL XLV

CENTER STREET



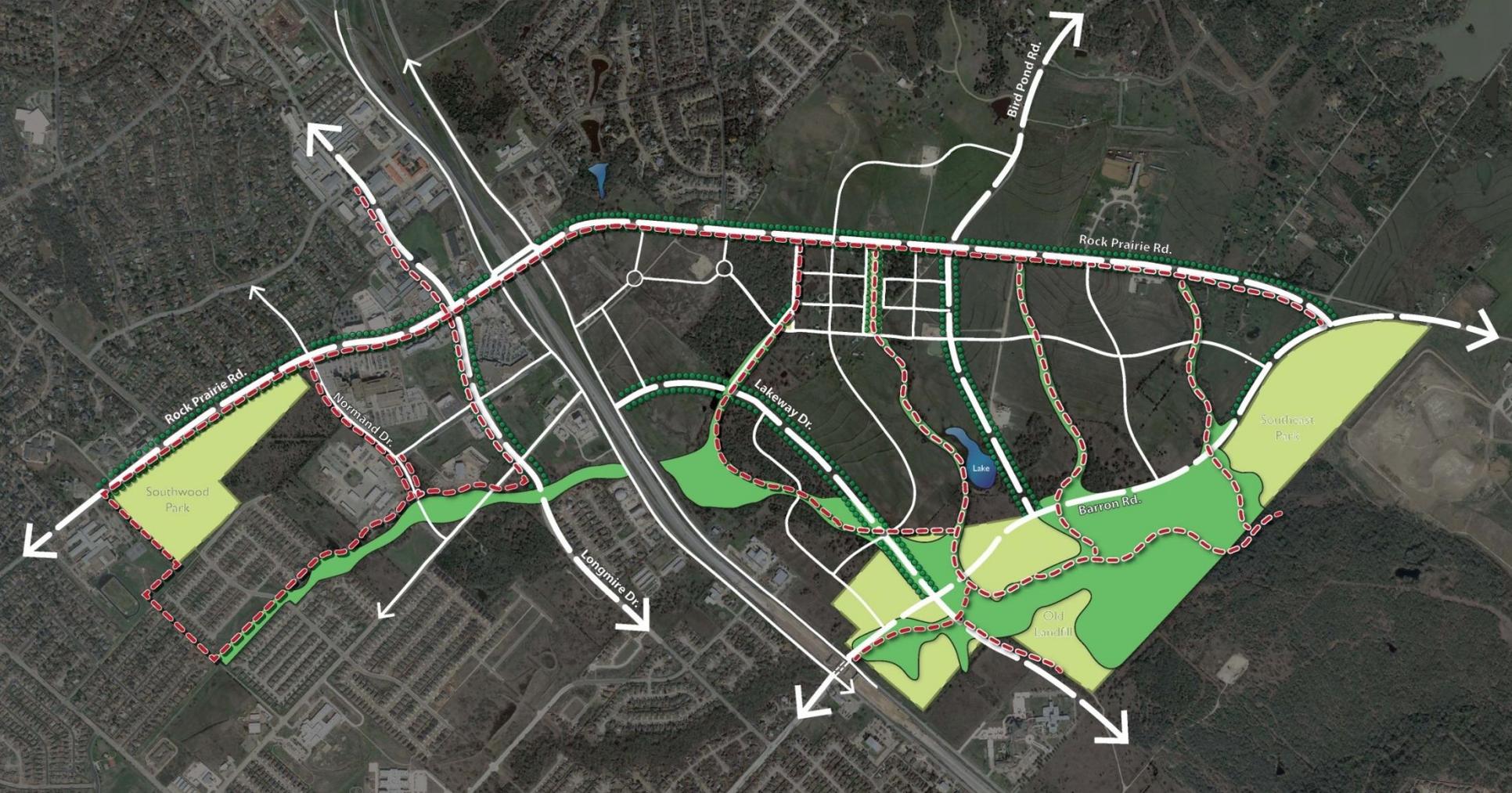
Development Concept



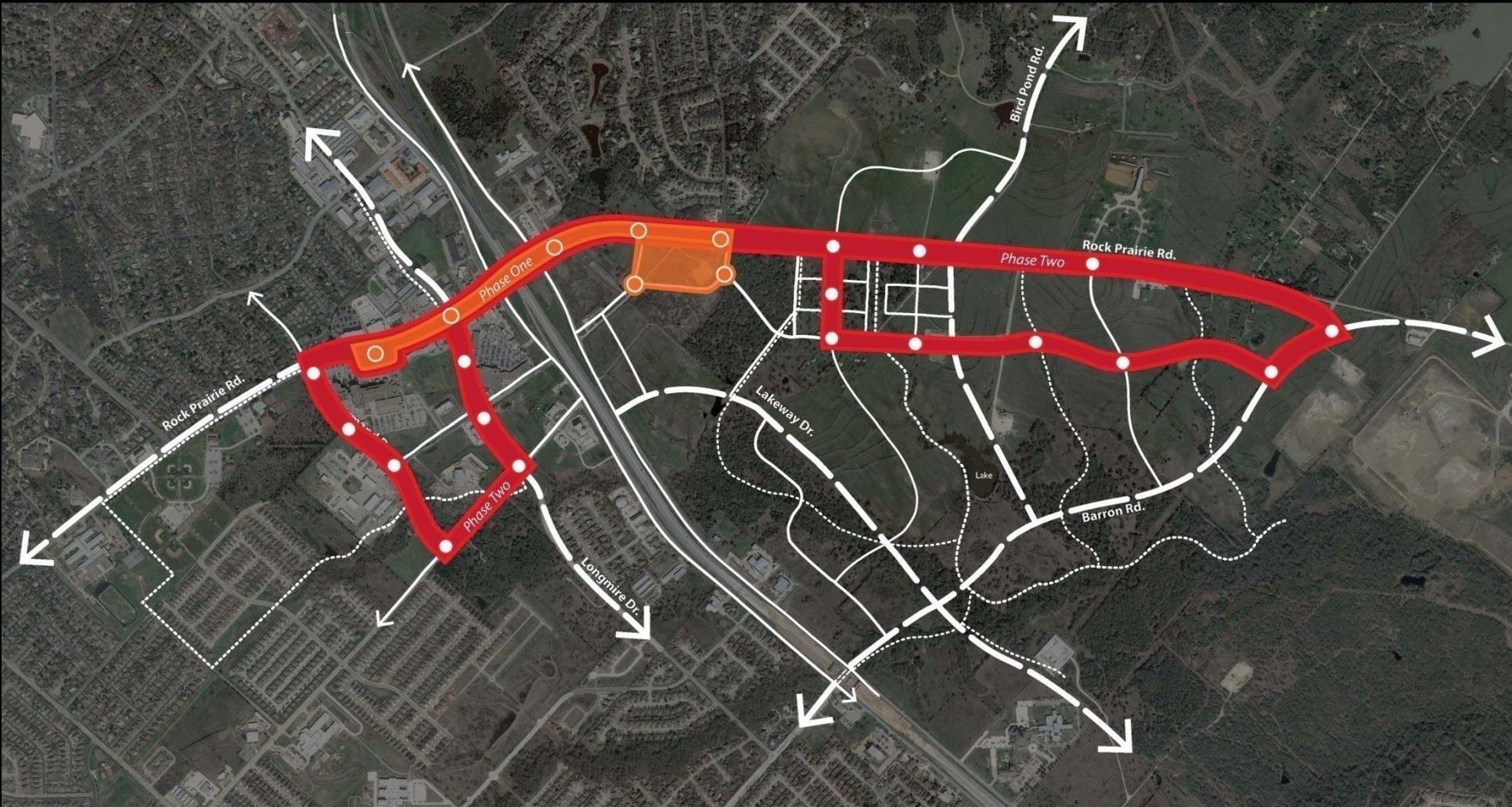
TOWNSCAPE, Inc.



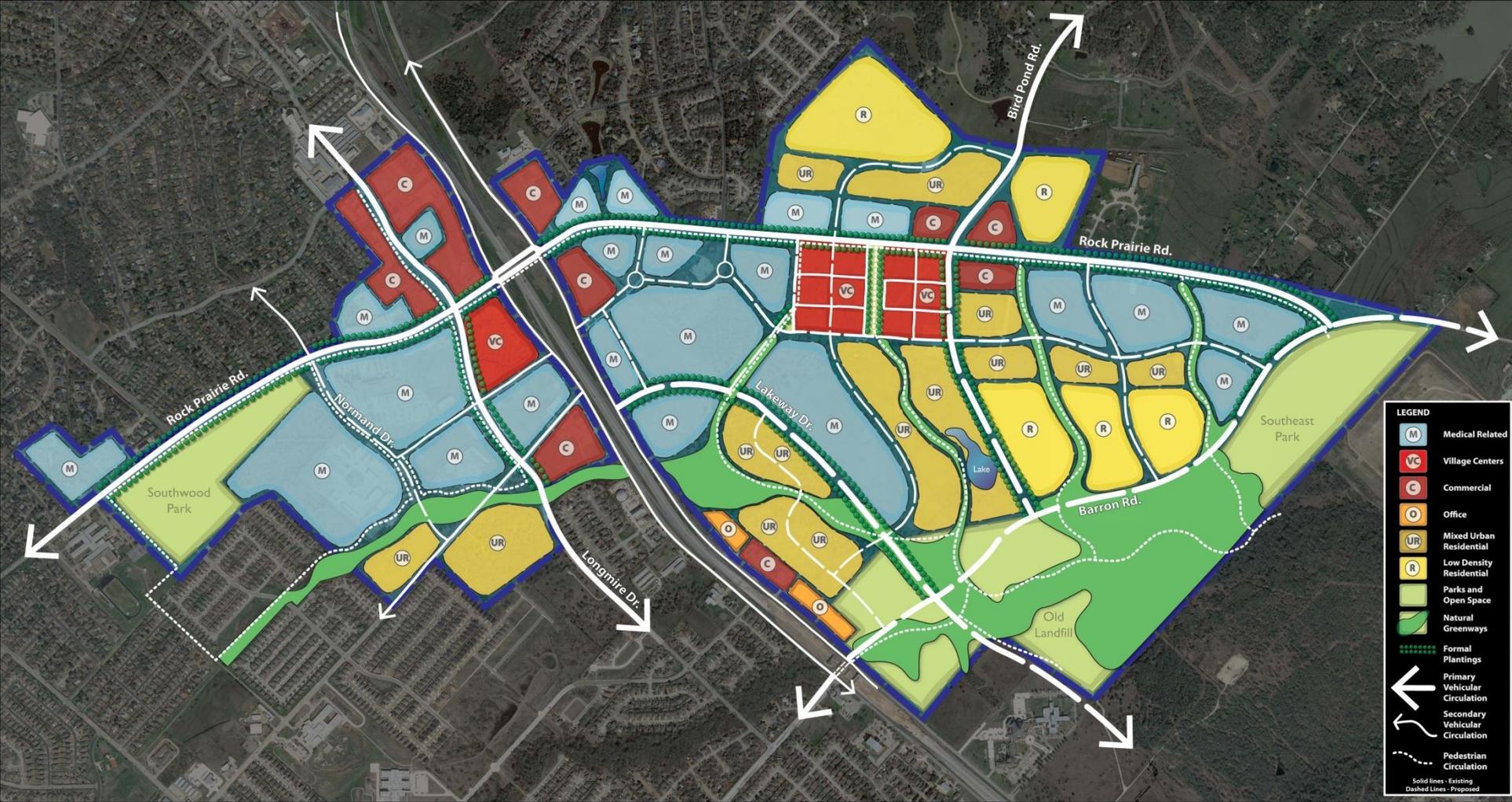
Framework



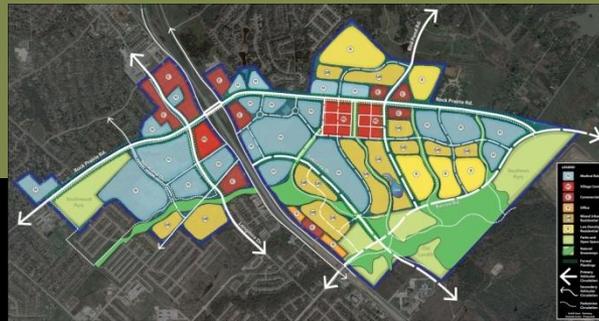
Infrastructure Concept



Land Use Concept



Land Use



Land Use Categories

Medical-Related: Intended to provide a concentration of medical-related uses including labs, professional offices, pharmacies and others which will provide a full range of support uses for medical activities. It should also be pedestrian-friendly.

Uses include: All Medical Services, Rehabilitation, Sports Medicine, Psychiatric, Laboratories, Pharmacies, Senior Housing, Assisted Living, Hotel, Education.



Village Centers

Village Centers: Intended to provide a mixture of retail and residential uses, possibly with supporting offices in a very pedestrian and bicycle -friendly environment.

Uses include: Retail, Office, Urban Residential, Restaurants, Medical-Related (no major facilities), Hotel



Commercial



Commercial: This is targeted for sites primarily along Rock Prairie and Longmire to provide more professional office space and services



Uses include: Professional office, retail, personal service, medical related, Hotel and other similar uses



Urban Residential

Urban Residential: This is a neighborhood adjacent to Medical-related facilities and the Village Center which is fairly high density and very pedestrian and bicycle-friendly. It should contain a variety of residential types and sizes.

Uses include: Townhome, Live-Work, Loft, Apartment, Independent Living, Assisted Living, Hotel





Low Density Residential

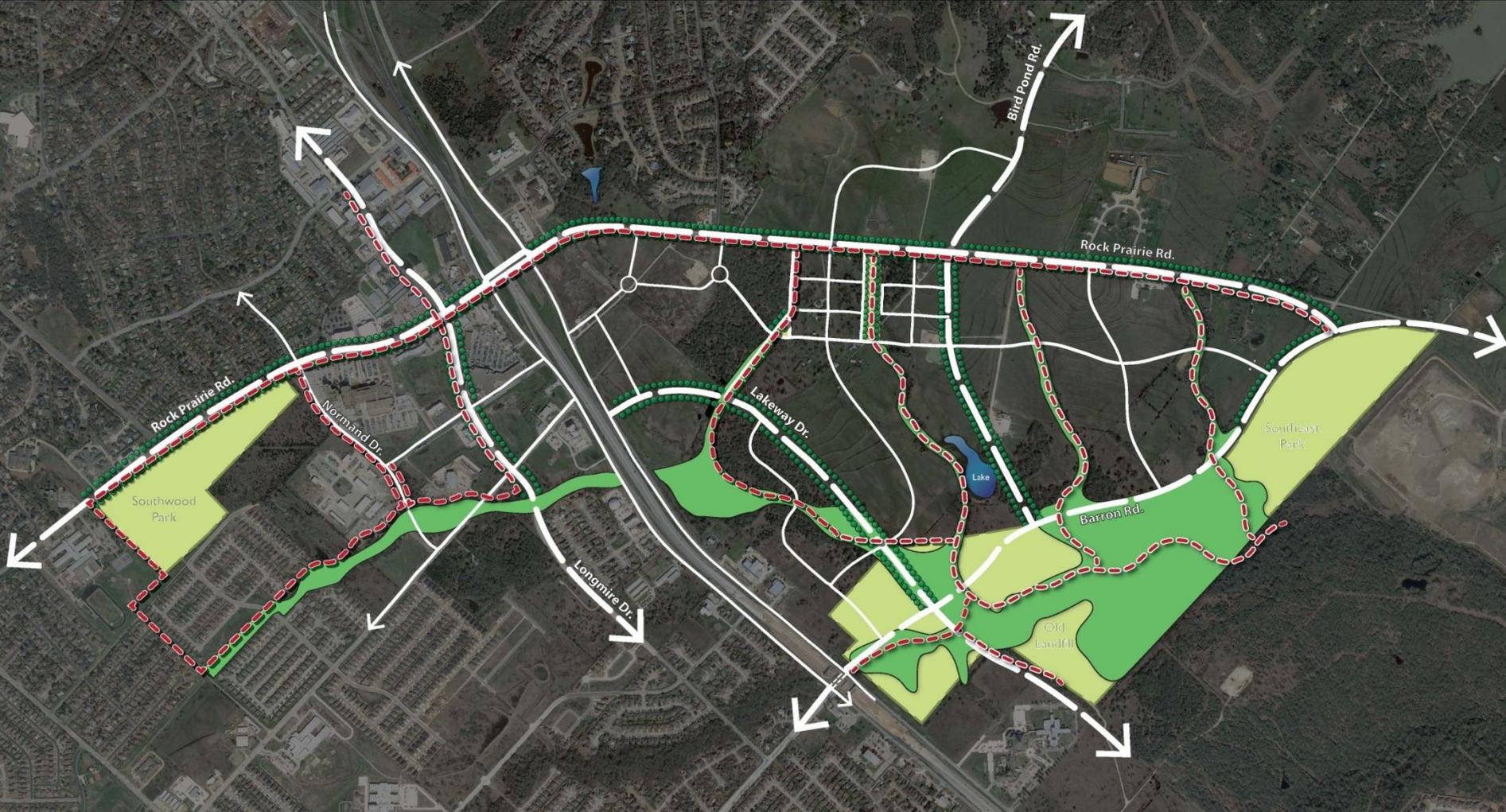
Low Density Residential: This is an area of low density single family lots which will provide a buffer and transition to existing single family neighborhoods north of Rock Prairie Rd. east of Hwy 6. It may also be used to provide a limited amount of low density residential south of Rock Prairie adjacent to Barron Rd. in order to ensure a mixture of residential unit types.



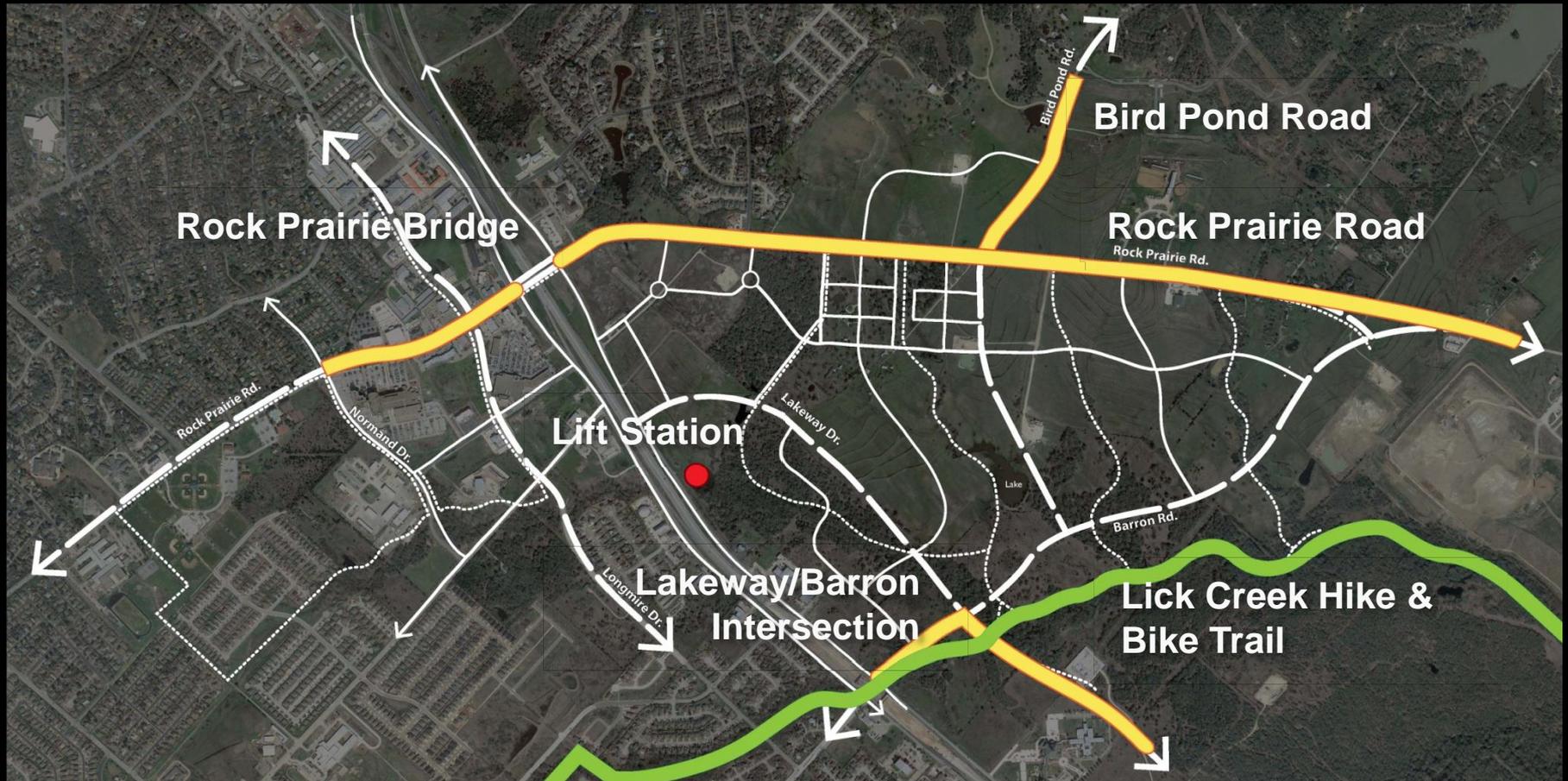
Uses include: Minimum 5,000 s.f. lot single family (adjacent zoning is R-1, also min 5,000 s.f.)



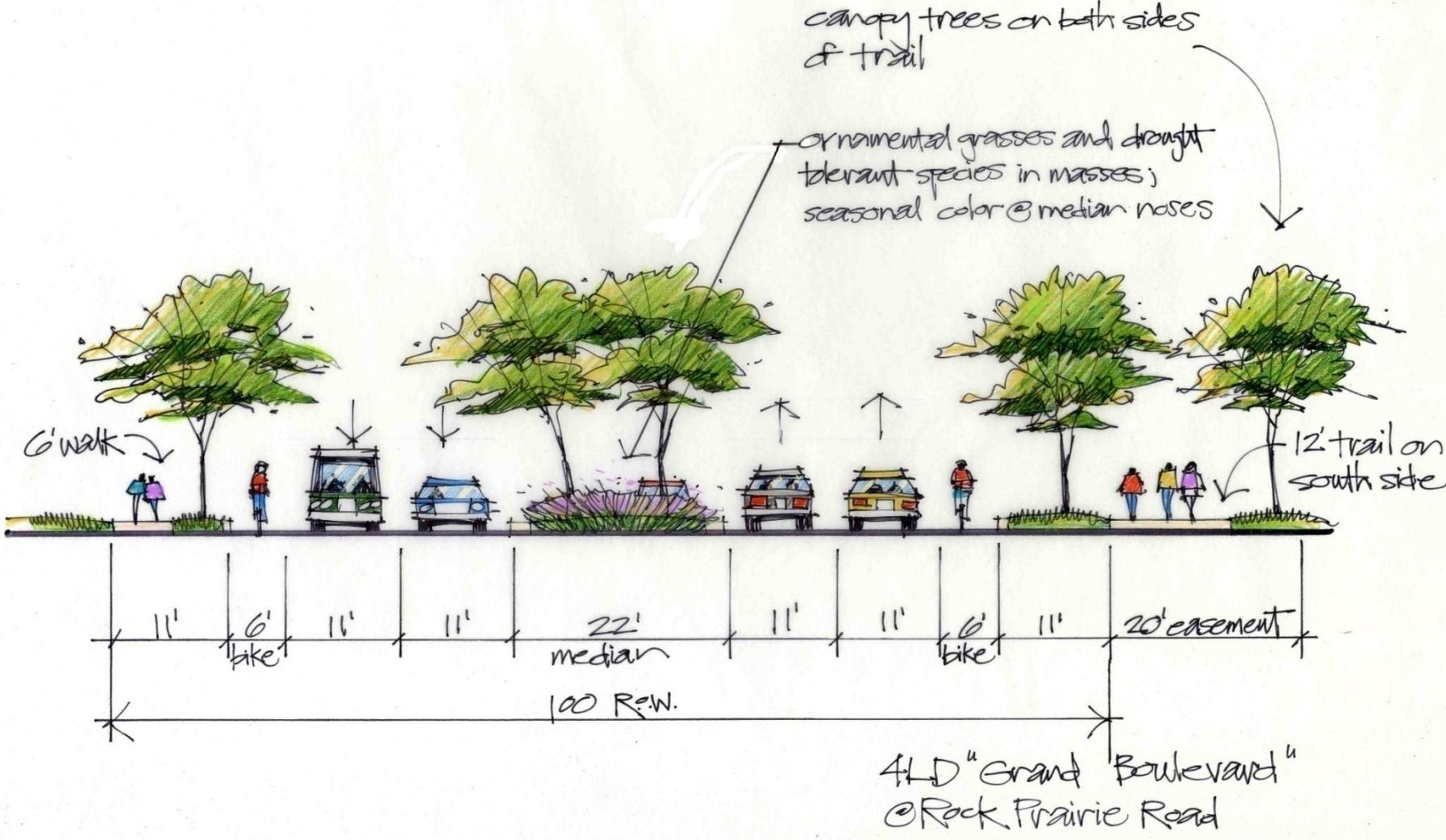
Infrastructure Concept



Planned Infrastructure Improvements

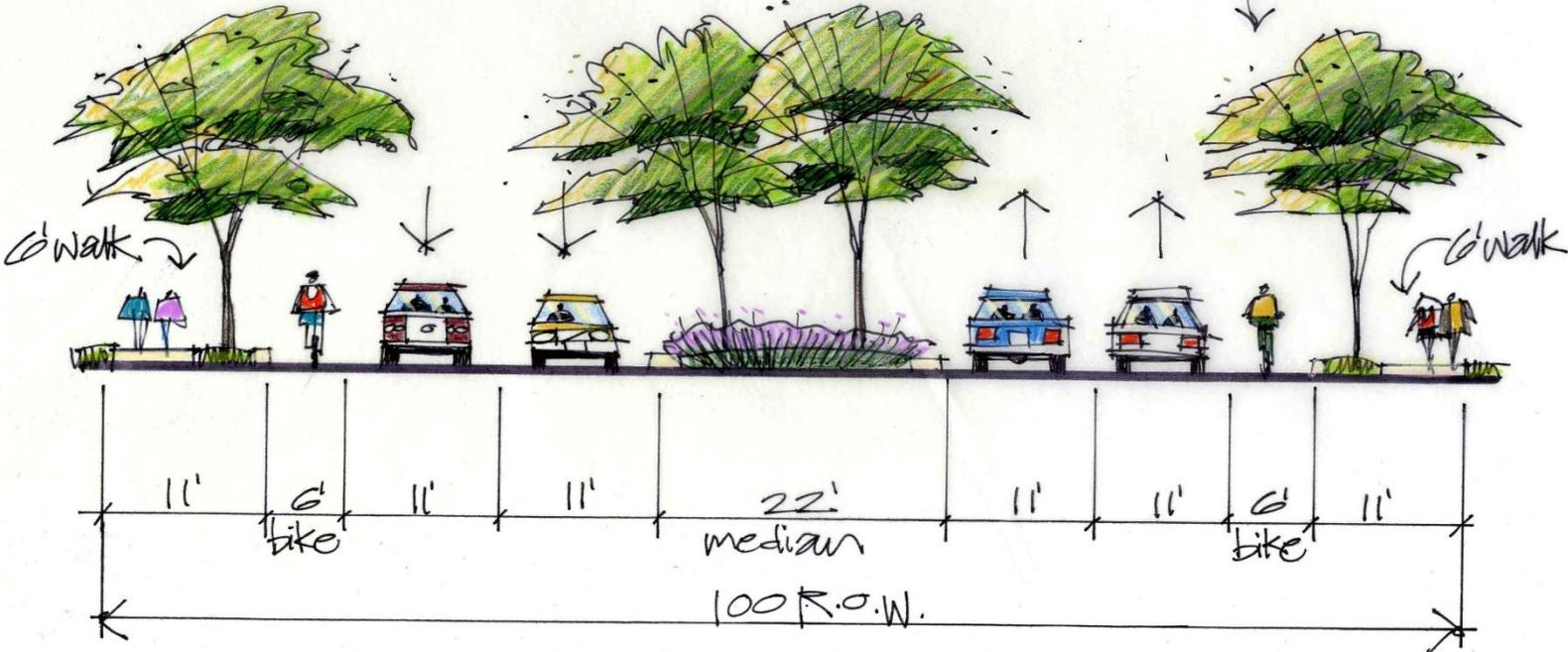


Infrastructure Concepts

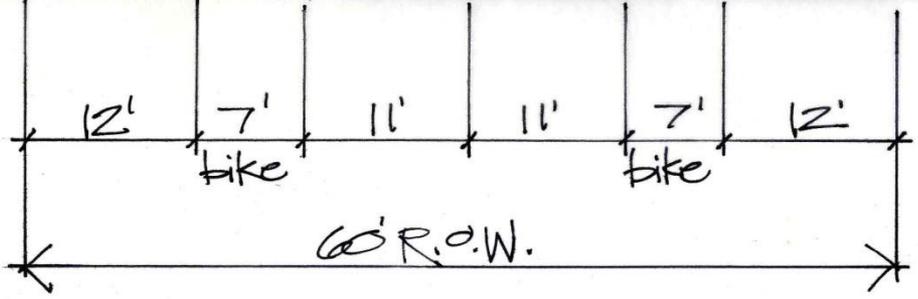
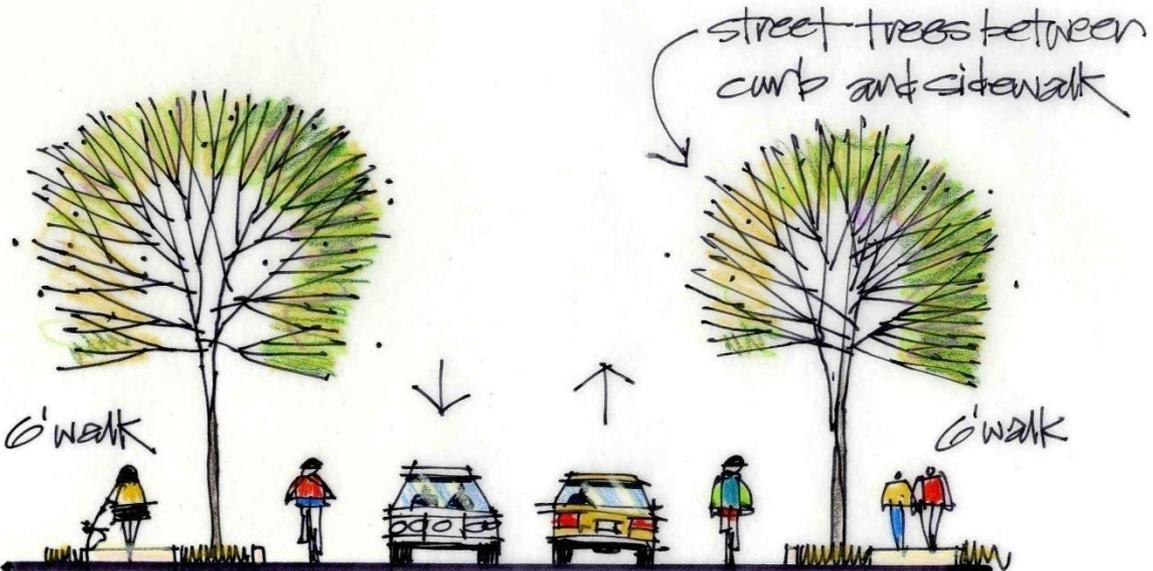


* Lane widths, street tree placement contributes to traffic calming

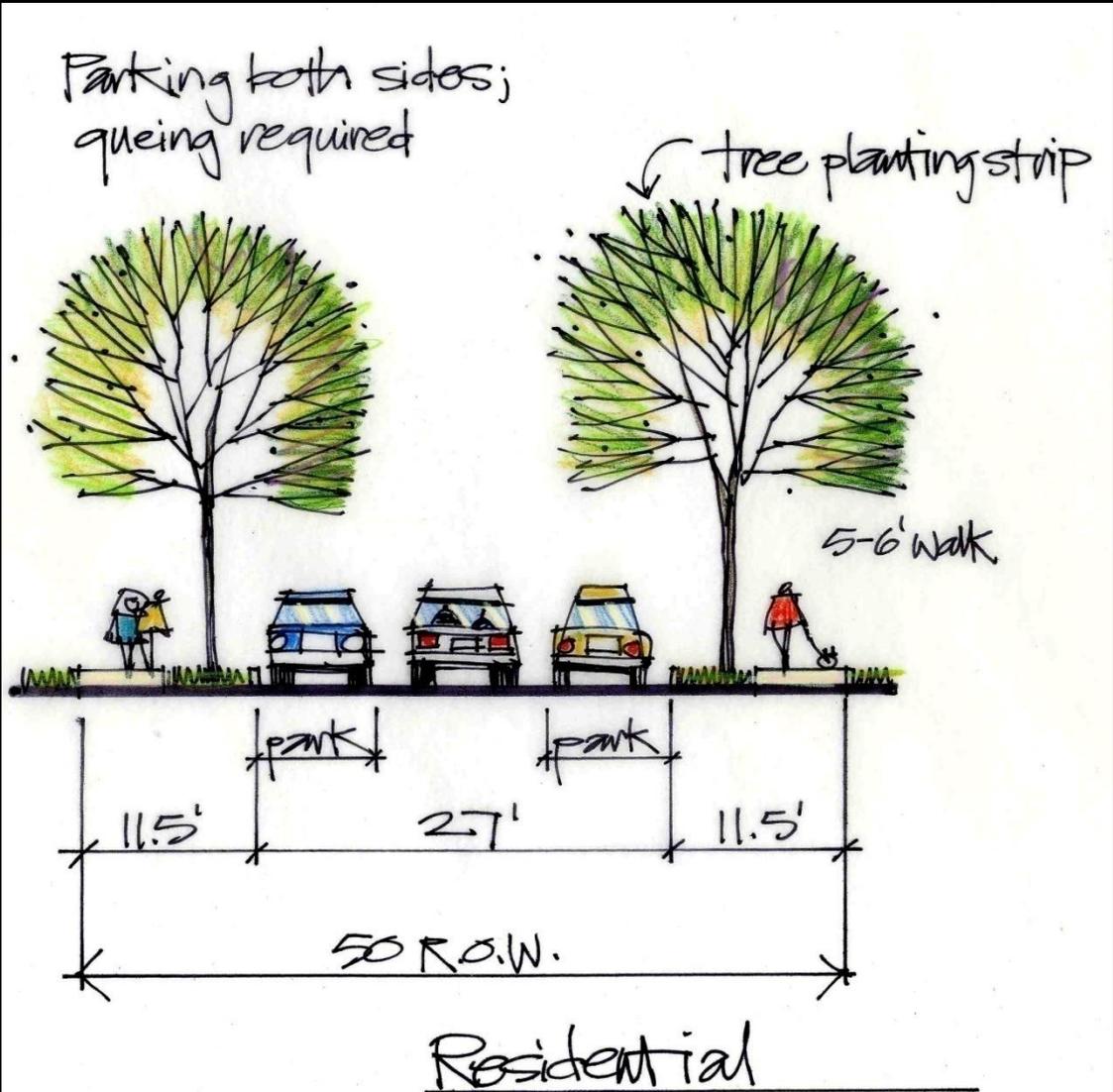
street trees between curb and sidewalk



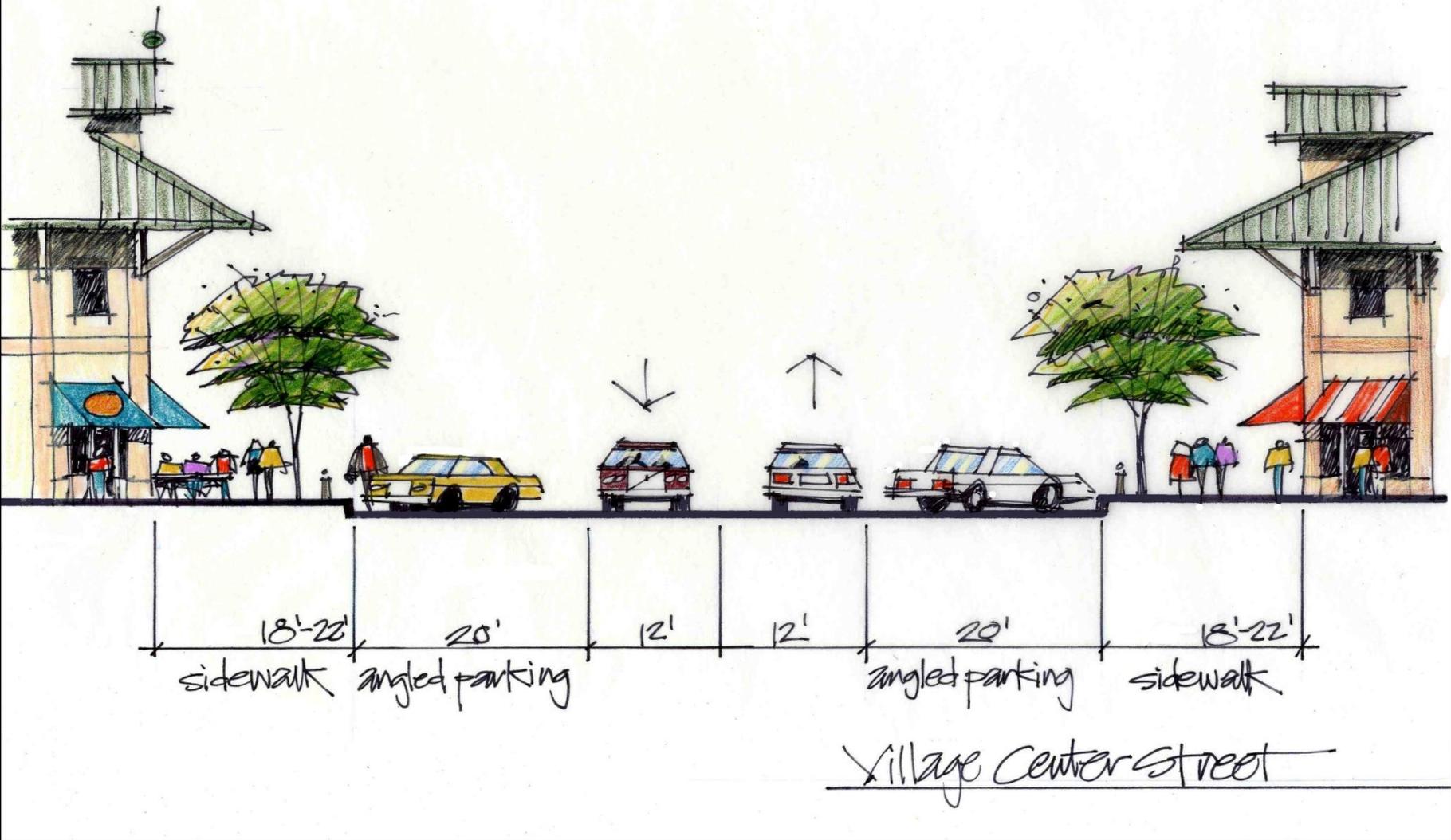
4LD Minor Arterial



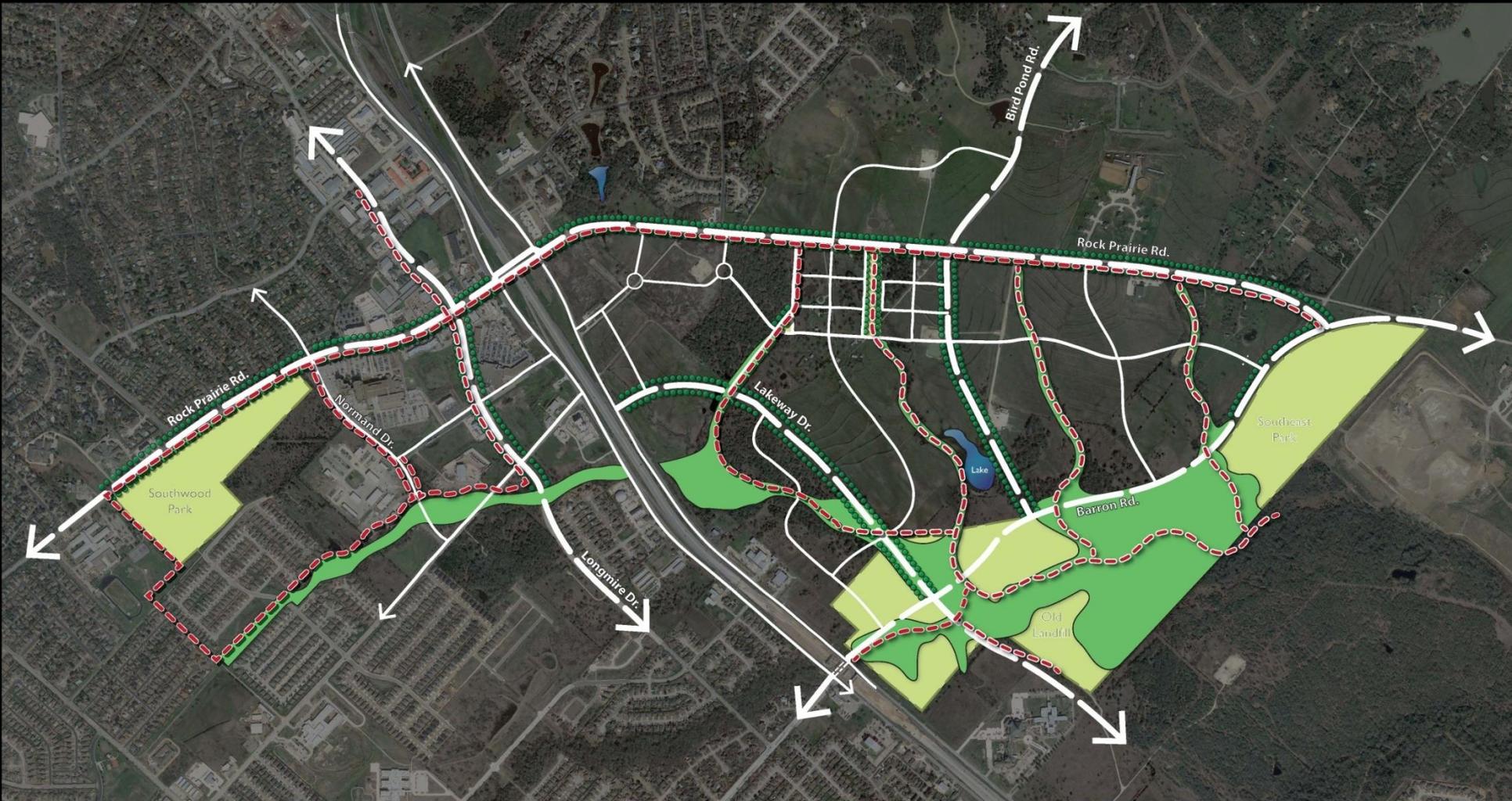
2LU Minor Collector



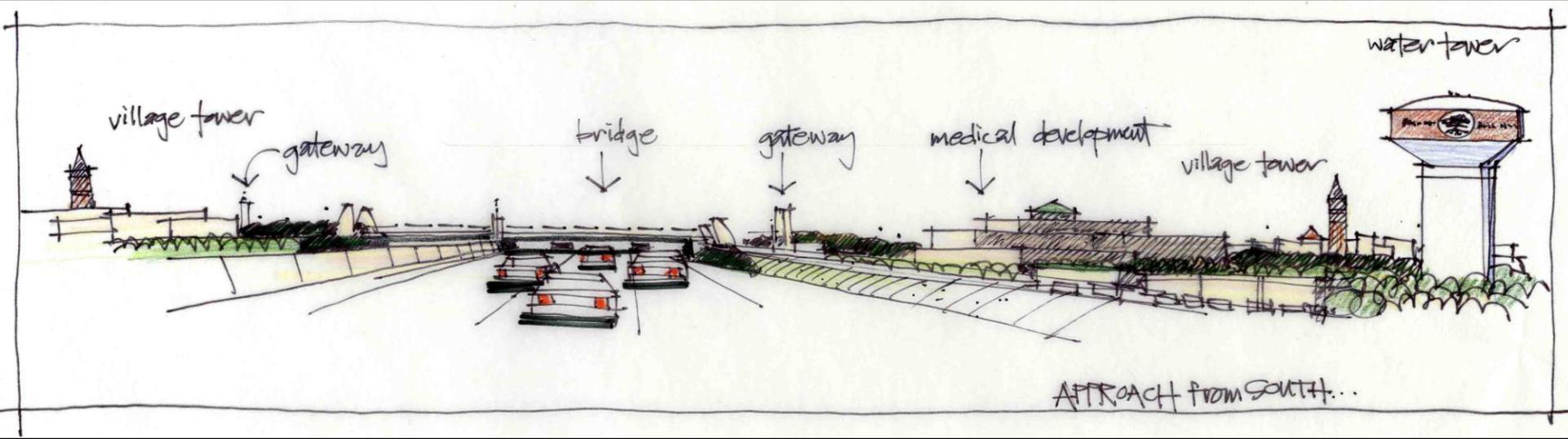
Infrastructure Concepts



Identity Concepts



Identity Concepts



Identity Concepts

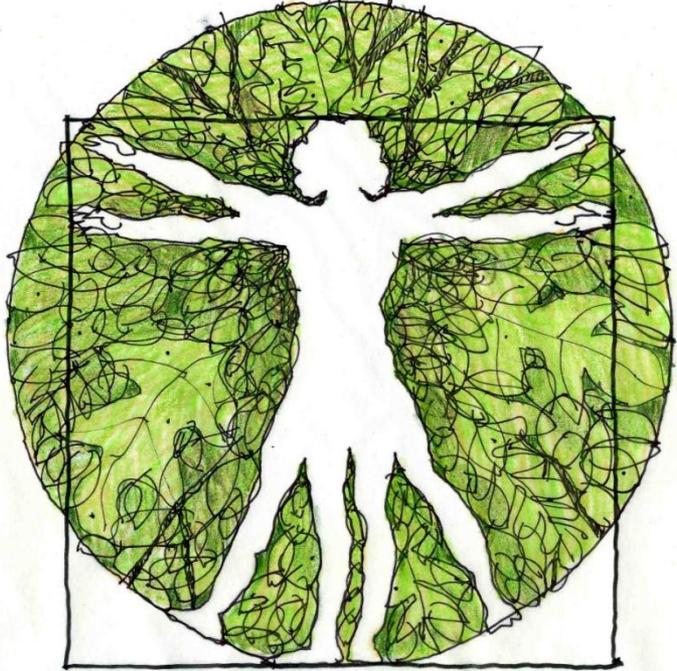
Examples of Branding Names/Themes

- College Station Medical District
- Live Oak Medical District
- Greenway Medical District
- Rock Prairie Medical District
- Others?

Identity Concepts



LIVE OAK
MEDICAL DISTRICT

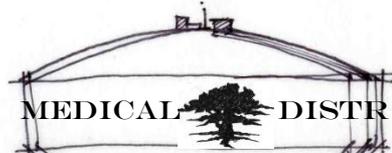


GREENWAY
MEDICAL DISTRICT

Identity Concepts

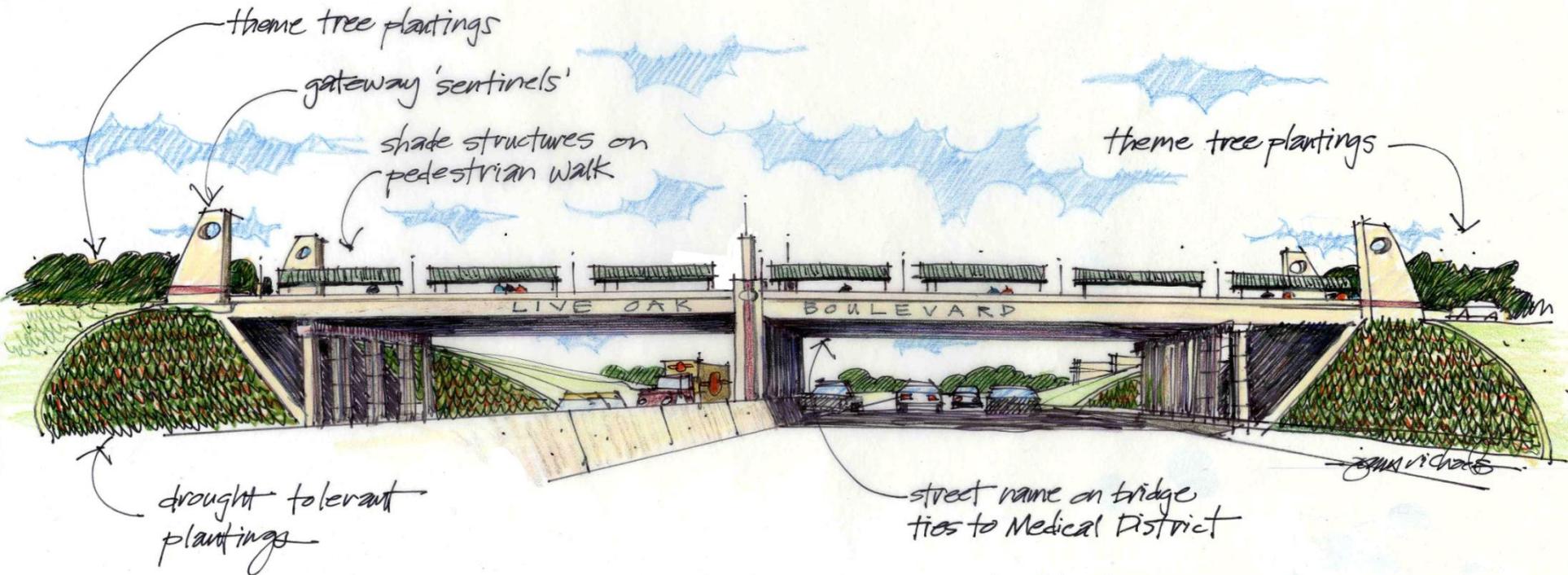


Tower: Landmark Opportunity



Tower: Landmark Opportunity

Identity Concepts

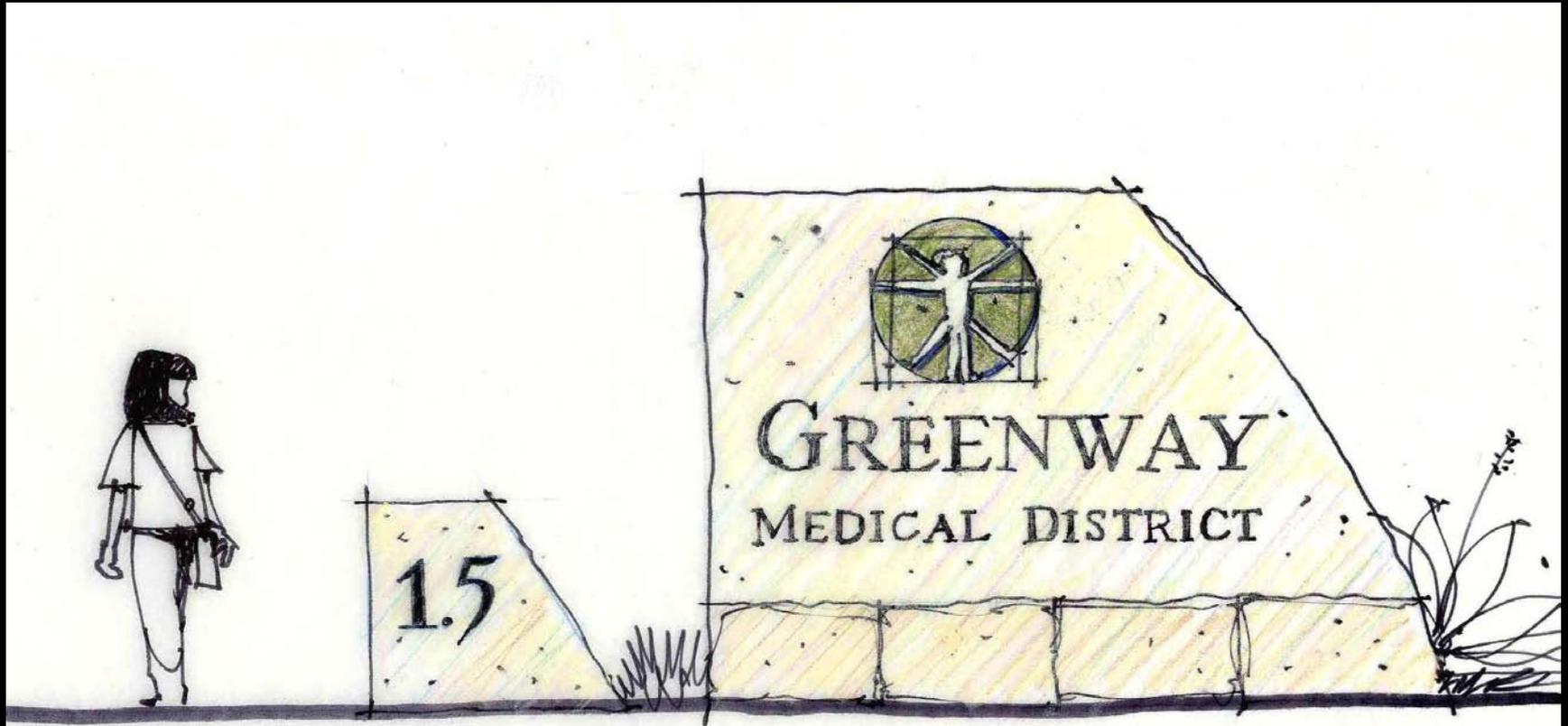


District Identity @ Bridge

Identity Concepts



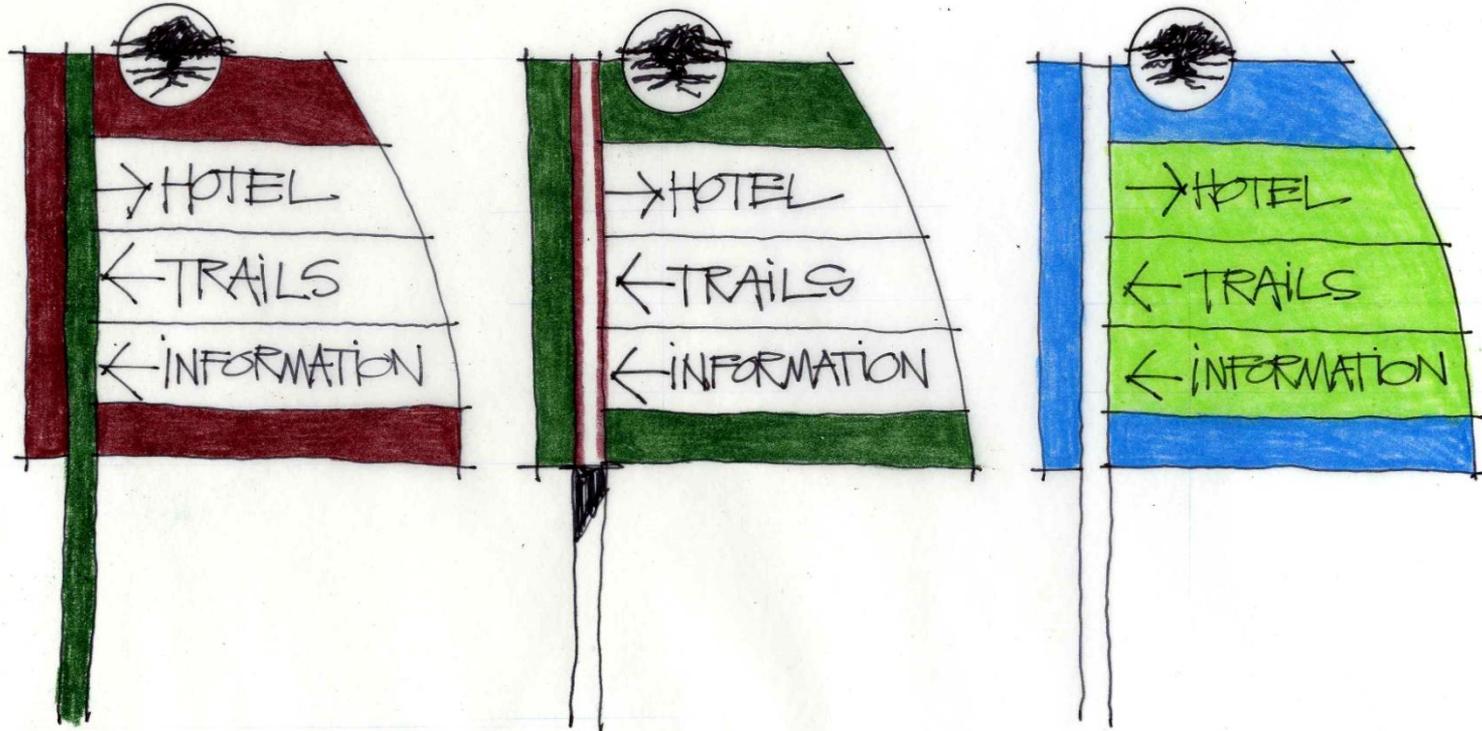
Identity Concepts



TRAIL MARKER

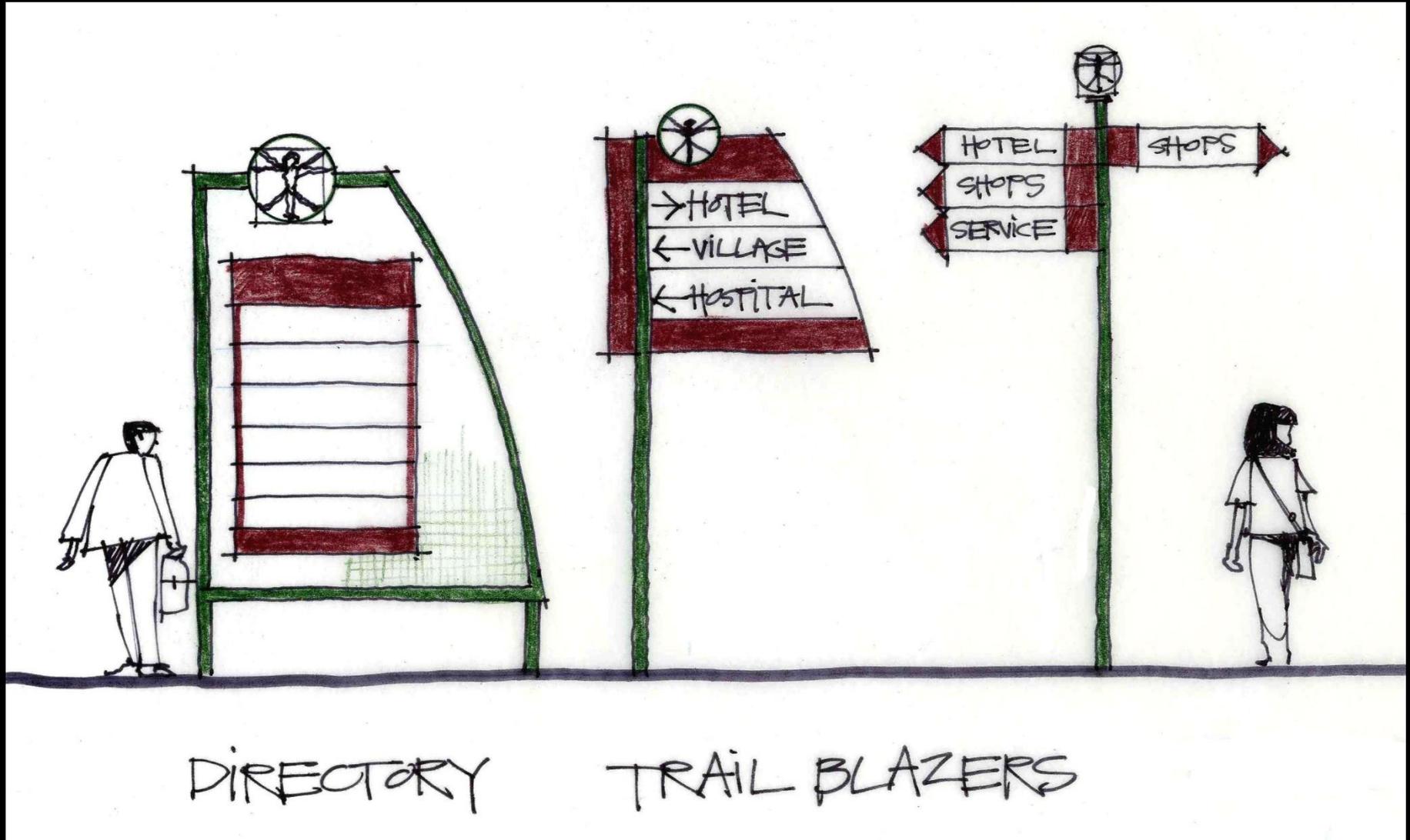
SECONDARY GATEWAY

Identity Concepts



Color Scheme Prototype Sketches

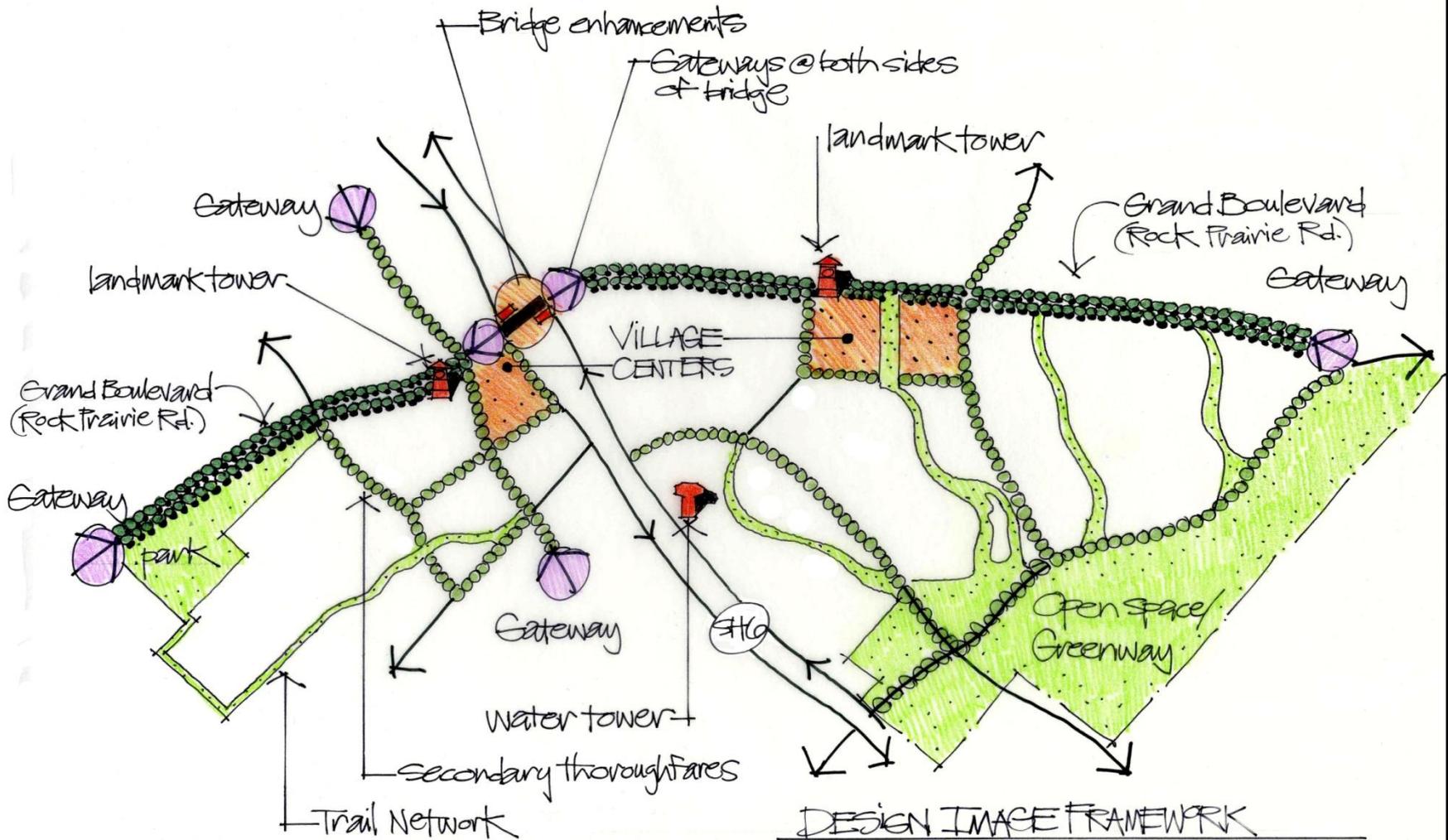
Identity Concepts



Identity Concepts



Identity Concepts



Land Use Implementation



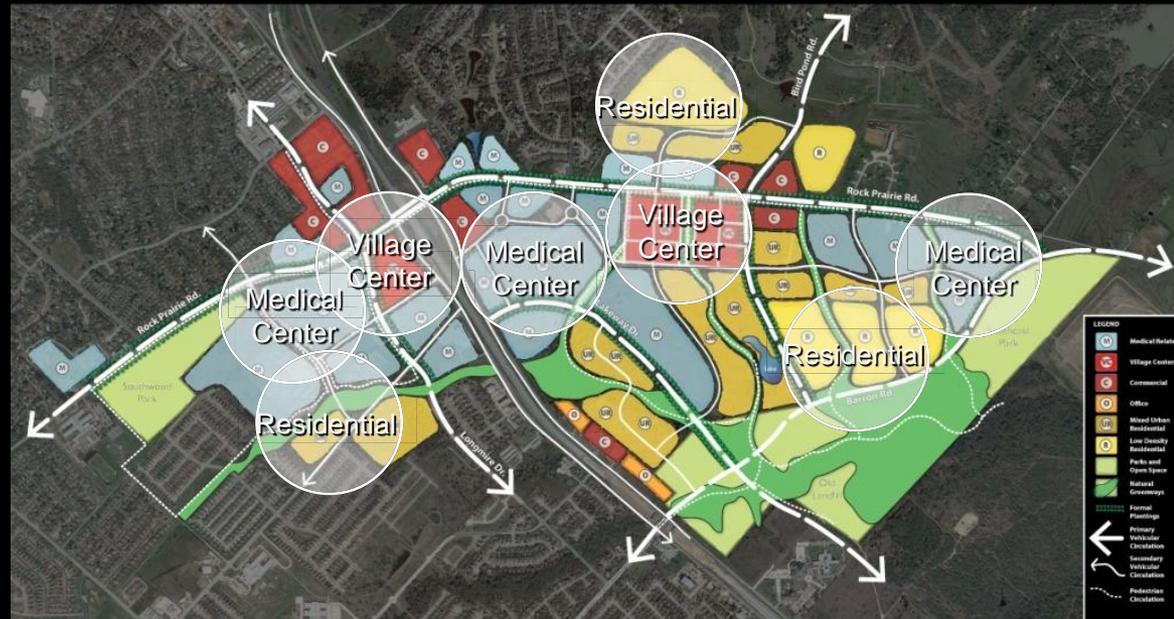
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Land Use Strategy

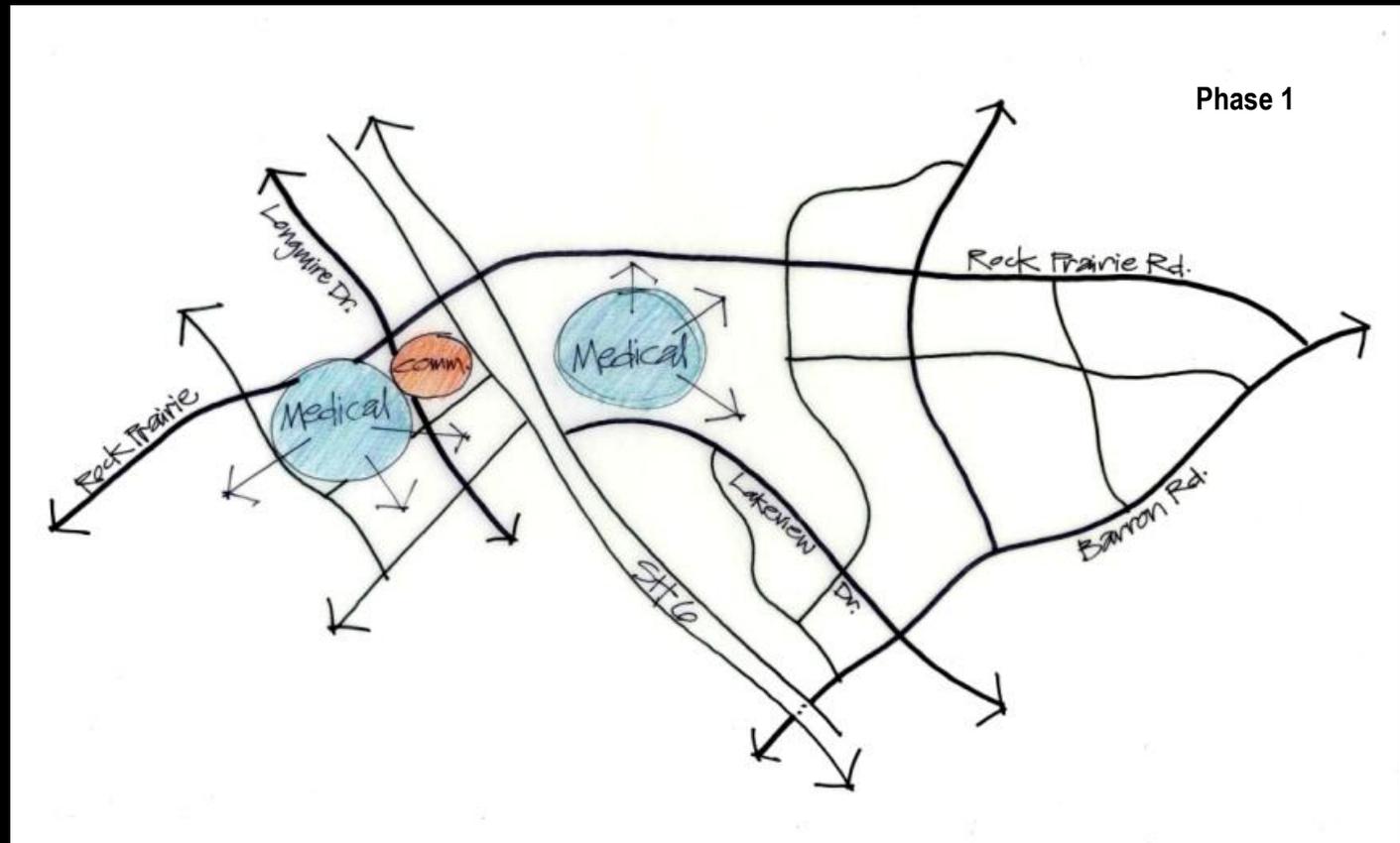
1. **Establish Core Land Use Areas.** With the framework plan of streets and open space established, the “Core” areas should be established—

- The Medical Center (the Med)
- Westside Neighborhood Center
- Scott and White Hospital
- The Village Center
- Residential Areas



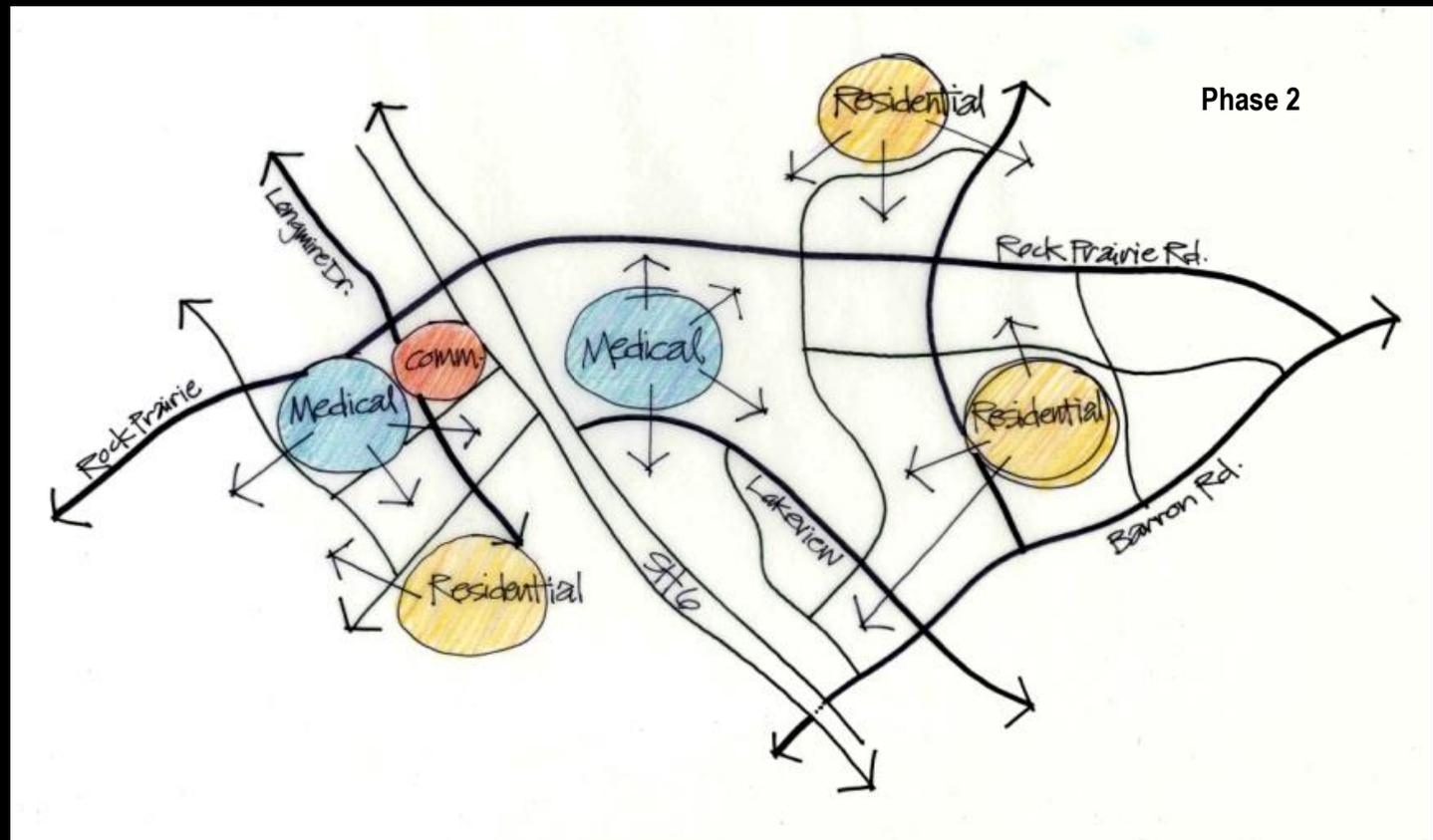
Land Use Strategy

2. **Growth of Uses Based on Demand.** Allow the Core areas to grow outward based on market demand



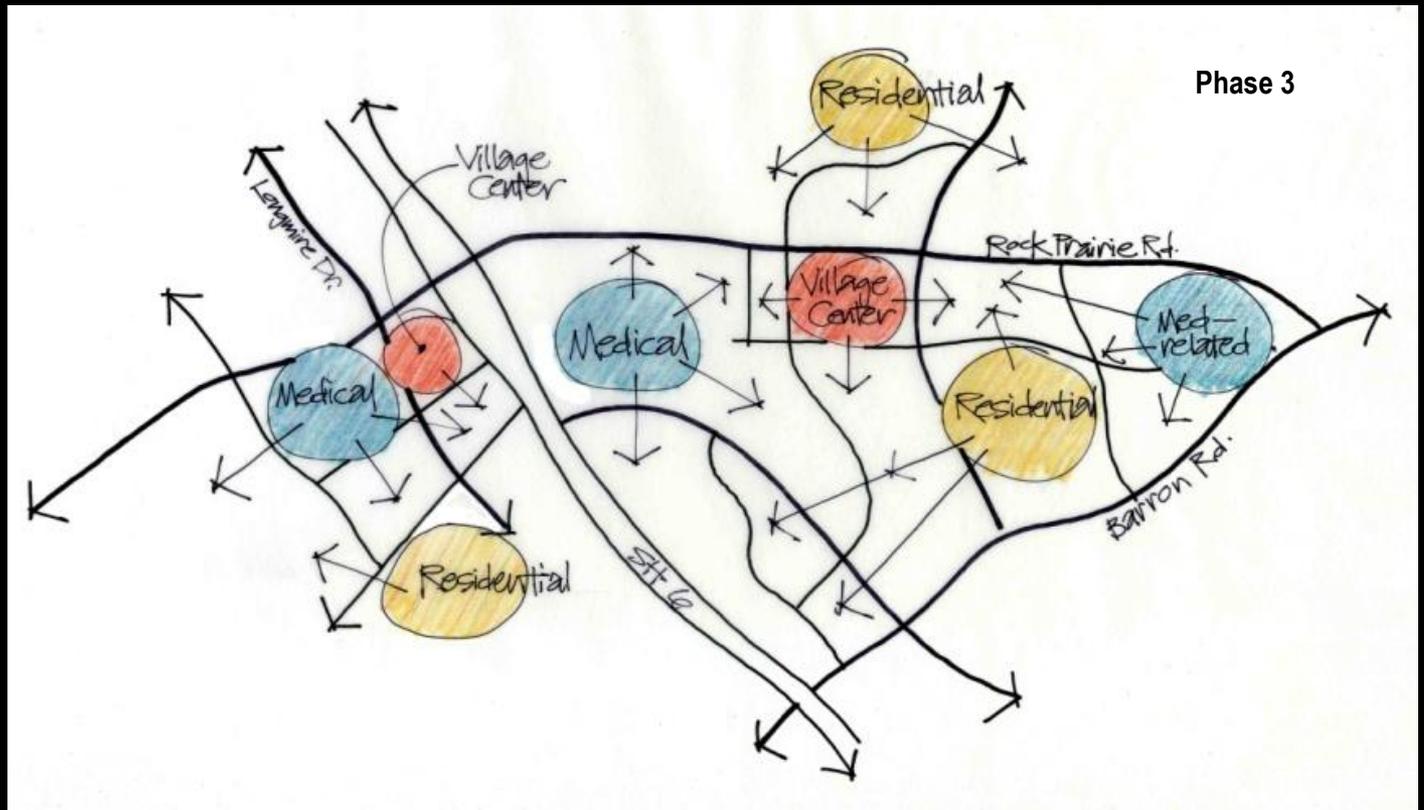
Land Use Strategy

2. **Growth of Uses Based on Demand.** Allow the Core areas to grow outward based on market demand



Land Use Strategy

2. **Growth of Uses Based on Demand.** Allow the Core areas to grow outward based on market demand



Land Use Strategy

- 3. Create Density.** Promote walking, cycling and transit, as well as easy access to shopping, dining, services and amenities
- 4. Encourage Mixed Use.** Allow for a reasonable mixture of uses in all areas except the Core residential areas



Land Use Strategy

5. Residential Mix

Ensure a mixture of residential unit types and sizes throughout the Medical District to provide housing for a person's full life cycle – families with children, young adults, young married couples, empty nesters, seniors, and those who are handicapped with age or illness.

6. Age Restrictions

Some residential should be age-restricted to avoid dominance of university students.



Development Guidelines

1. Form-Based Code

- Based on a “Framework Plan” – Provides a predictable outcome similar to a master-developer
- Reflect timeless principles of successful “placemaking”
- Approvals for complex projects can be streamlined

2. Land Uses

- **Generally a broad range of uses allowed.**
- **In residential, a broad range of residential unit types are encouraged**



Development Guidelines

3. Buildings

- **Materials** – solid, enduring materials requiring little maintenance
- **Height:** Generally 3-7 stories in height in order to frame the streetscape, capitalize on amenities, encourage pedestrianization, make efficient use of the land and support local transit. Low Density Residential – 1-3 stories
- **Building Character:** Central Texas traditions in terms of materials and articulation.
- **Energy Efficiency:** LEED Silver



4. **Site Layout.** Building and parking layout greatly affect the visual and functional character of an area.

- **Building Orientation:** Orient to a shaded sidewalk for ease of access by pedestrians, to easily find services, and to enclose the public realm.

Buildings adjacent to trails and open space should front on to those amenities to take advantage of the value creation opportunities and to provide “eyes on the sidewalk” security.

- **Parking:** Parking should be located toward the center of a block and largely screened from streets and pathways. It should be easily accessible, but not dominate the image of the development or the district.



- 5. Public Open Space and Trails.** Public open space and trails are an important source of transportation (or conveyance), recreation, exercise, amenity and value creation for the district, and is central to the theme of *Healthfulness*.
- 6. Environmental.** Shade can significantly reduce energy cost and increase the level of comfort for people who are walking, jogging and exercising outside. (Shading of paved areas lowers the surface temperature by 40 degrees and the ambient temperature by 7-11 degrees.)

All sidewalks and trails should be well planted with shade trees; and surface parking areas should also be planted with canopy trees that shade and cool those asphalt and concrete surfaces.



Form Based Codes offer Potential Incentives for Quality Development:

1. Ensures consistent building quality, streetscape and placemaking character
 - Will protect developer's higher level of investment
2. Accelerated approval process – using high standards, minor waivers and administrative approval for meeting standards
 - Reduces land-holding and legal costs, so they can be applied to the development
3. Flexible range of uses
 - Mix of residential types accelerates absorption
 - Flexible space can be used for different uses over time, just like old Texas downtowns



Development Guidelines

4. Quality long term infrastructure of buildings, streets and trails

- Provides “good bones” which can accommodate re-use, re-investment and selective infill

5. Maximizes property use and value with just a little patience

- Greater intensity and building on a District-wide theme creates value over incidental development



Implementation Strategies

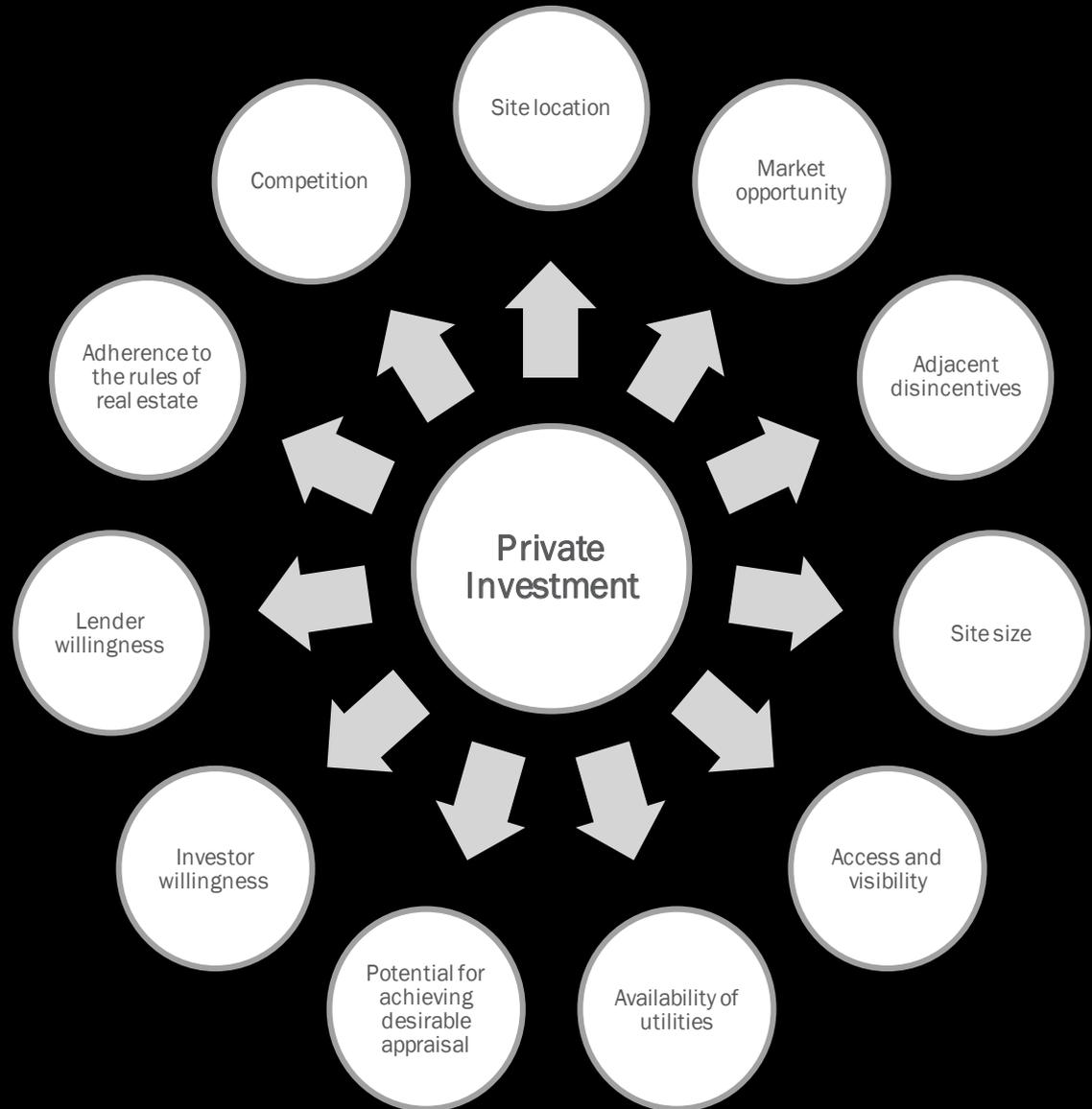


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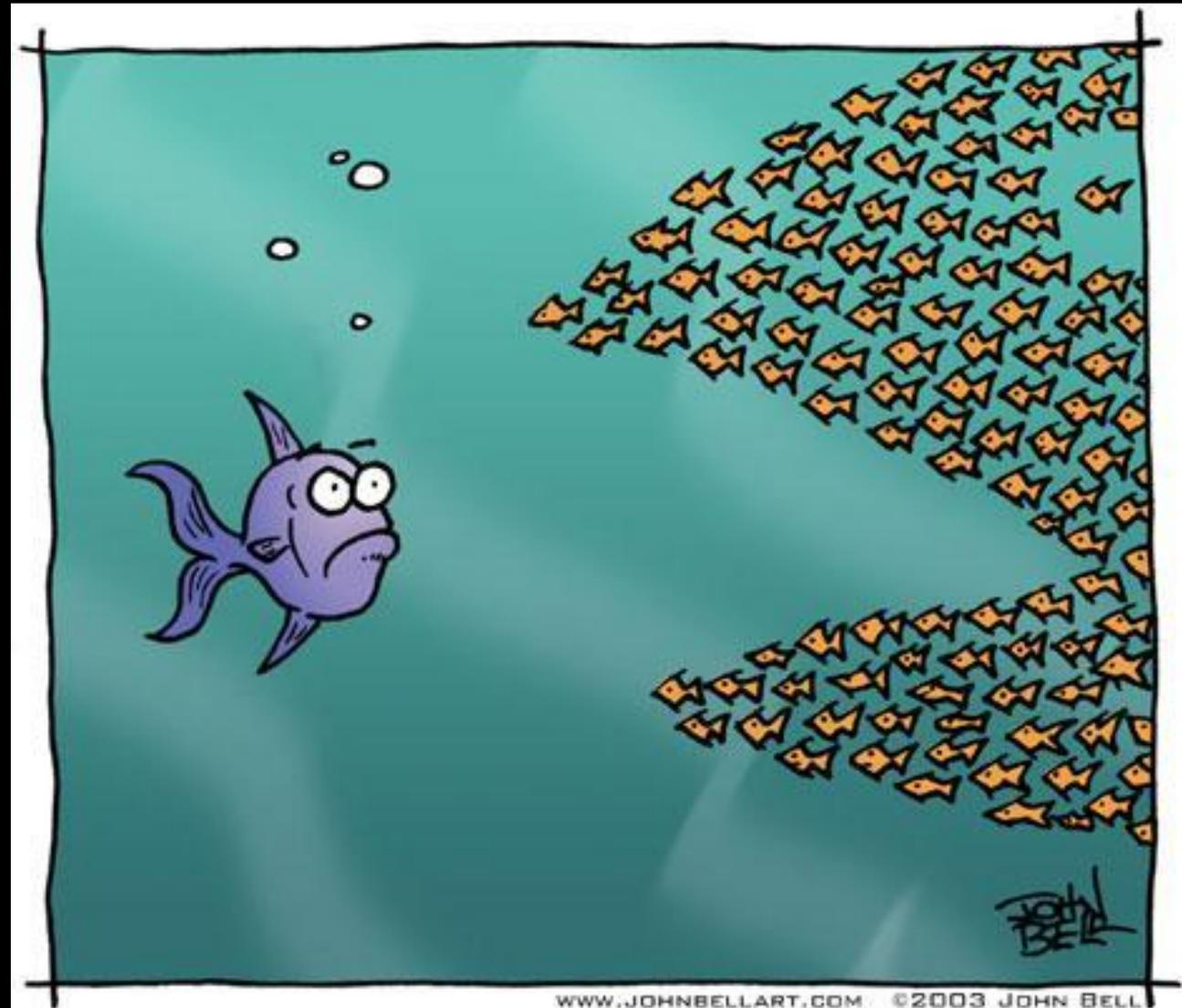


Understand Private Investment Decision-making

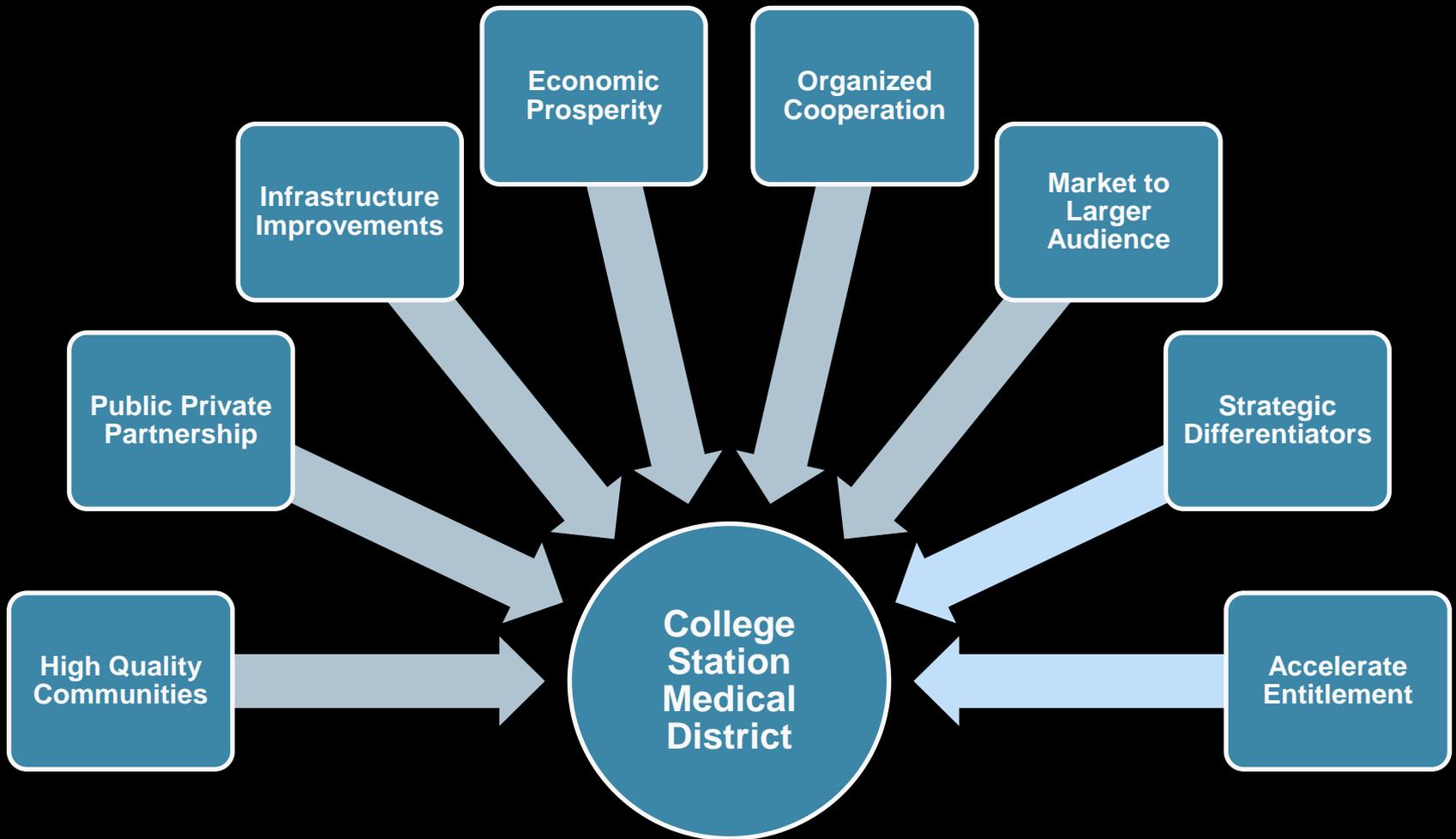
Public plans that do not take private investment behavior into account are not likely to be implemented.



Strength in Collaboration

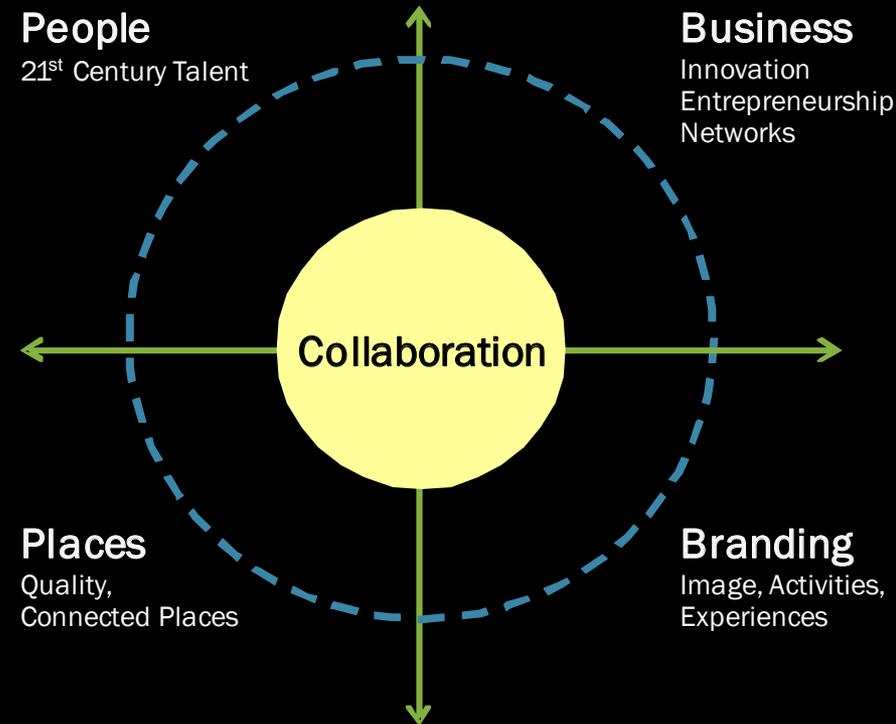


Obtain Positive Objectives through Cooperation



A Collaborative Strategy will:

- Present College Station as a progressive community
- Promote united public and private leadership
- Connect to regional marketing structure to pursue more diverse markets
- Pool financial resources and personnel
- Communicate a consistent brand and image



Highest and Best Use Requires Community Support

Land Use	Area (Net acres)	Density FAR or DU/acre	Development Quantity		Value Per SF	Total Development Value
			Building Area (SF)	Dwelling Units		
Medical land uses	75					
Hospital Expansions	10	0.35	150,000	-	\$500	\$75,000,000
New Hospitals	-	-	-	-	\$500	\$0
Medical Office Buildings	25	0.30	330,000	-	\$375	\$123,750,000
Specialty Clinics	25	0.30	330,000	-	\$375	\$123,750,000
Research and Development	10	0.30	130,000	-	\$300	\$39,000,000
Pharmacies, Medical Supplies	5	0.30	70,000	-	\$300	\$21,000,000
Subtotal	75		940,000	-		
Commercial Development	67					
Retail	25	0.30	330,000	-	\$145	\$47,850,000
Hotel	12	0.50	260,000	-	\$275	\$71,500,000
General Office	25	0.35	380,000	-	\$250	\$95,000,000
Mixed Use Village Center	5	1.00	220,000	-	\$250	\$55,000,000
Other	-	0.35	-	-		
Subtotal	67		1,190,000	-		
Housing	260					
Senior Housing						
Independent Living	95	10	950,000	950	\$150	\$142,500,000
Assisted Living	20	20	390,000	390	\$175	\$68,250,000
Skilled Nursing Facility	5	25	130,000	130	\$225	\$29,250,000
Senior Housing Subtotal	120	-	1,470,000	1,470		
General Housing						
Single Family Housing	110	6.5	715,000	715	\$135	\$96,525,000
Attached Housing	30	12	360,000	360	\$145	\$52,200,000
General Housing Subtotal	140	-	1,075,000	1,075		
Housing Subtotal	260		2,545,000	2,545		
All Uses	402					
To Be Developed in Later Phases	133		TBD	TBD		
Total	534		4,675,000	2,545		\$1,040,575,000

Healthcare Means Jobs

- Medical District Goals
 - \$1 Billion+ in development value
 - 4.6 million+ net new square feet



What is Implementation?

- *Physical:*
Roads, sidewalks,
gateways, landscaping
- *Organizational/Political:*
Operational structure,
management, marketing
- *Real estate:*
Public private partnerships
- *Financial: Funding*
Sources and strategies
- *Regulatory/Policy:*
Zoning and Comp Plan



Implementation Principles

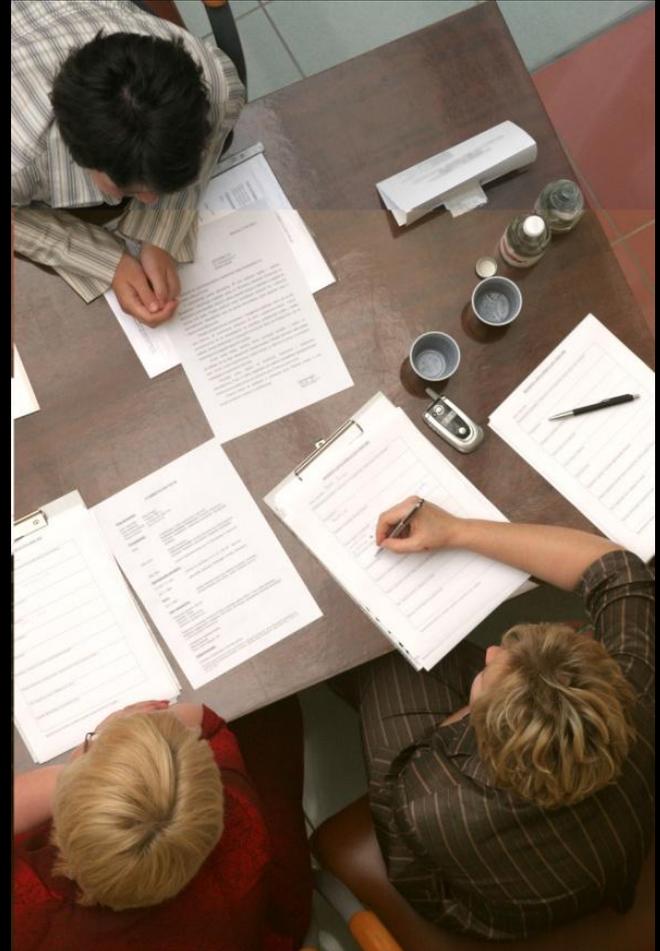
1. Make a Great Plan
2. Many, Many Projects
3. Many, Many Stakeholders
4. Committed, Ongoing Leadership
5. A Good Organization
6. Development Standards
7. Communications and Marketing
8. Supportive Government
9. Ongoing Review



Organization

“Run the District Like a Business”

- An ongoing business, not a one time plan or project
- The District is the convening organization
- Must be staffed, funded, marketed, planned, maintained as a business
- Staff for success



Organization

Business Improvement District (BID)

- Used for urban (downtown) districts
Dallas, Houston, 40+ states
- Public and private members
- Roles:
 - Management, decision making
 - Funding
 - Marketing, advertising
 - Transportation
 - Safety, security
 - Events



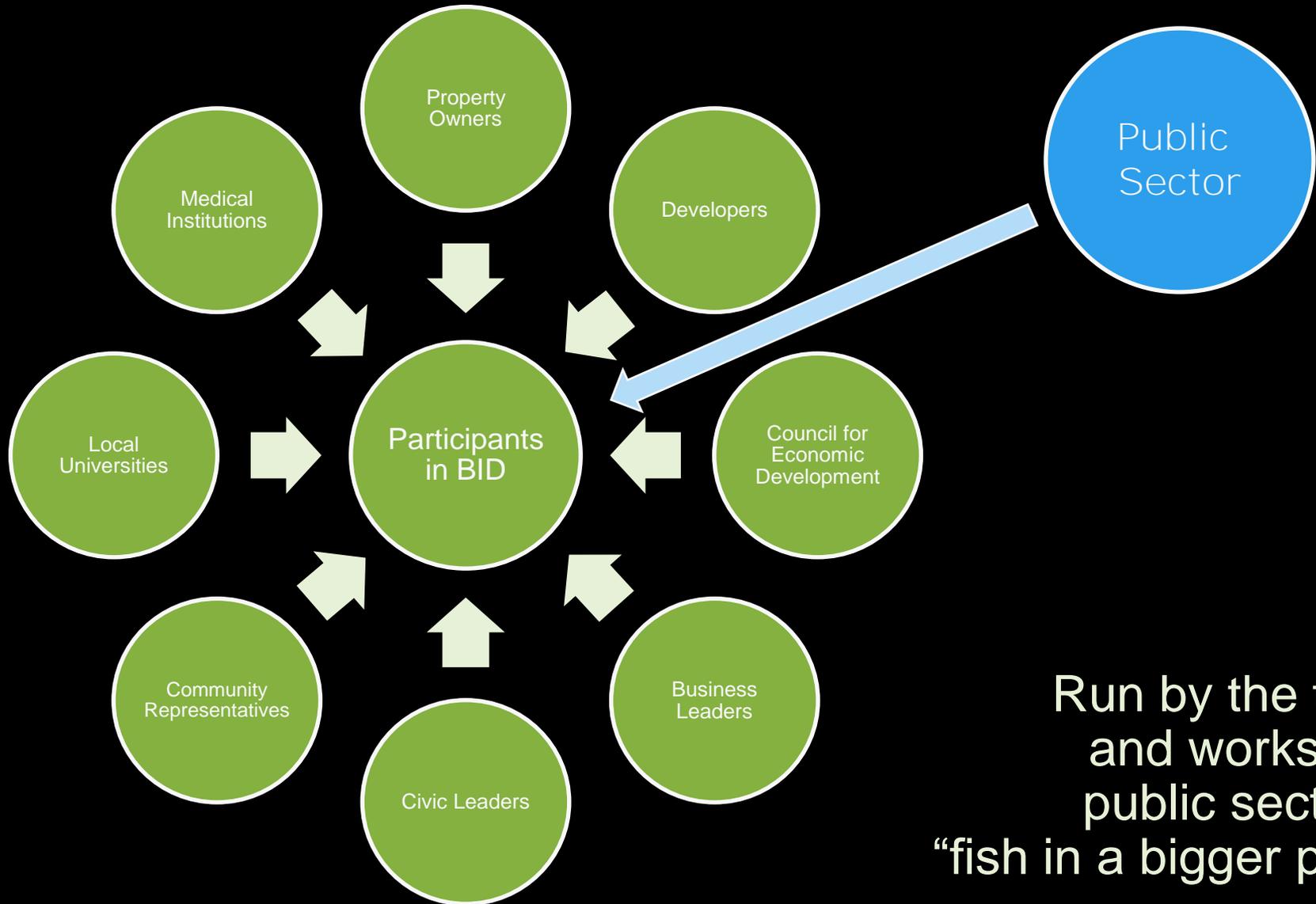
Organization

District Management Team

- Tailored to local culture/challenge
- Public and private members
- Chaired by Proven Leader(s)
 - Consultant advisory assistance
 - Infrastructure Funding: TIF, Bonds, etc
 - Central Marketing Campaign funded by district owners & city 80/20
 - Expedited deal making
 - Distinctive district appearance
 - Events



Community Players Working as a Team



Run by the team
and works with
public sector to
“fish in a bigger pond”

Defining Success

- Success will produce:
 - Viable medical district
 - More profitable, & faster land sales
 - Profitable private sector development
 - Increased employment
 - Increased sales
 - Increased tax base
 - Happy participants*

* Investors, developers, medical community, residents, visitors, patients, business owners, citizens of College Station



What's Next

1. Adopt the Master Plan
2. Create a District Management Team
3. Identify and empower Team leadership
4. Select consultant advisors (every Team needs a coach)
5. Select Team membership, establish goals and objectives
6. Create a form based code
7. Create an expedited project approval process
8. Create a finance strategy for infrastructure and amenities
9. Coordination of CIP projects with plan recommendations

Q&A



TOWNSCAPE, Inc.



