

MINUTES FOR THE MEDICAL CORRIDOR ADVISORY COMMITTEE

PUBLIC MEETING

Tuesday July 12, 2011

3:30 PM – 5:00 PM

City of College Station

Economic & Community Development

1207 Texas Avenue

College Station, TX 77842

Members Present (17):

Rodney Bailey
James Batenhorst
Carol Bode
Joe Brown
Patricia Cleere
Ruth Cohen
Chuck Ellison
Frank Hartman
Anne Hazen
Tom Jackson
James Mason
Nick McGuire
Tim Ottinger
Sheila Rinard
Marsha Sanford
Kirsten Walker
Gentry Woodard

Staff Present (4):

David Gwin
Debbie Eller
Eric Stein
Jennifer Prochazka

Members Absent (20):

Dennis Anderholm
John Anderson
Bobby Bains
Denise Barnett
Sharon Bond
Angela Clendenin
Alicia Dorsey
Eleanor Ebanks
Ed Hard
Rajesh Harrykissoo
Shane Lechler
Jan McMurrey
Jim Morgan
Doug Phillips
Bill Rayburn
Chuck Sanders
Julie Schultz
Jon Turton
Garland Watson
Randy Yates

Guests (2):

Doug Bramwell – Jones & Carter, Inc.
Lindsey Joy – Scott & White

A. Call to Order

B. Introduction – David Gwin welcomed committee members and guests and introduced the SRA project team. Linda Jordan (SRA) welcomed committee members and guests to the third committee meeting and briefly reviewed the remaining work plan. Her comments included a brief project history, a summary of previously presented concepts, and an update on upcoming opportunities for public comment and engagement.

C. Briefing on CIP Projects in Medical Corridor – Ms. Jordan summarized the major capital improvement projects that are either currently underway, currently in the design phase or currently planned for but not yet funded. These projects include improvements to Rock Prairie Road West and East, Bird Pond

Road, Barron Road, Lakeway Drive, the new Scott & White Lift Station, and the Lick Creek Hike and Bike Trail.

D. Presentation and discussion of Land Use Strategies and Design Guidelines – Dennis Wilson (Townscape) updated the committee on the background and guiding principles used to develop the land use concepts and strategies initially presented to the committee. Mr. Wilson explained that the corridor should be a distinct medical district with integrated parks and open spaces, pedestrian-oriented centers on both sides of Highway 6, and provide for a variety of mixed-use developments. Themes chosen by the City would be carried throughout corridor development and could also be utilized by external stakeholders who want to identify with the health and wellness theme. Mr. Wilson also presented the team’s current corridor framework and land use concepts, which were defined very broadly yet established core land use areas near the two major medical providers.

D. Presentation and discussion of Corridor Concepts, Identity, Branding and Streetscapes – Jim Richards (Townscape) delivered remarks on corridor infrastructure and identity concepts and offered several graphic examples of how those concepts might be physically represented in specific elements of corridor development. Additionally, Mr. Richards also offered examples of potential funding sources for establishing and meeting these new development standards and designs.

E. Presentation and discussion of Preliminary Implementation Strategies – Lee Bodenhamer (Leland Consulting) delivered remarks on barriers to corridor implementation, implementation philosophies and principles and the tools and policies necessary for successful corridor implementation. Mr. Bodenhamer emphasized the need for a strong plan, the need for numerous broadly defined public and private development projects, widespread stakeholder involvement and committed ongoing leadership from the City. Mr. Bodenhamer also provided several references to successful corridor projects where these implementation strategies were successfully executed.

F. Input from Medical Corridor Advisory Committee members – The floor was opened for questions, comments and feedback from the committee members.

Kirsten Walker expressed her approval of the corridor plan. She remains concerned about developer support of the corridor.

Anne Hazen expressed her concerns about whether or not current and future City Councils can agree on methods of implementation. She questioned the ability of the community to remain committed to the corridor project based on her experience with past TIF projects.

Chuck Ellison voiced concerns about the project based on his knowledge of the Wolf Pen Creek TIF implementation process. His concerns arise predominantly from the assumption that there is a strong desire for the medical corridor to be developed as a walkable mixed-use district similar to the original intent of the Wolf Pen Creek area.

Marsha Sanford stated that she believes the College Station community has matured significantly since the Wolf Pen Creek project’s implementation and is ready to support this project. Additionally, she feels this project already has existing traffic counts and ongoing development to spur the success of the corridor which sets it apart from past corridor projects.

Tom Jackson mentioned that approximately \$400 million dollars in private investment already exists in the proposed corridor area without any City intervention. He feels the existing private investment is extremely significant and that public investment would be a very wise, long-term choice by the City.

Nick McGuire asked what the City Council expected to get from the study and subsequent citizen comments. **David Gwin** responded that the City Council has tasked City staff with finding ways to diversify development efforts, and medically-oriented development meets this strategic goal. Mr. McGuire commented further that the project is very “do-able” since the anchors (College Station Medical Center and Scott & White) are already in place. He is interested in hearing the City’s plan for promoting the project to the general public.

Gentry Woodard voiced his support of the project, but stated his concerns about its success if redevelopment of the Rock Prairie Road intersection with Highway 6 is not completed in a timely manner.

G. ADJOURNMENT. Hearing no further questions or comments, the meeting was adjourned.

NOTE: Please refer to the specific presentation from 7/12/11 to view all slides and graphics related to the above comments.