



Implementation Plan

for the

Blue Ribbon Final Report



Approach

➤ *Why a Panel?*

Civic Involvement

Common Practice

Objectivity

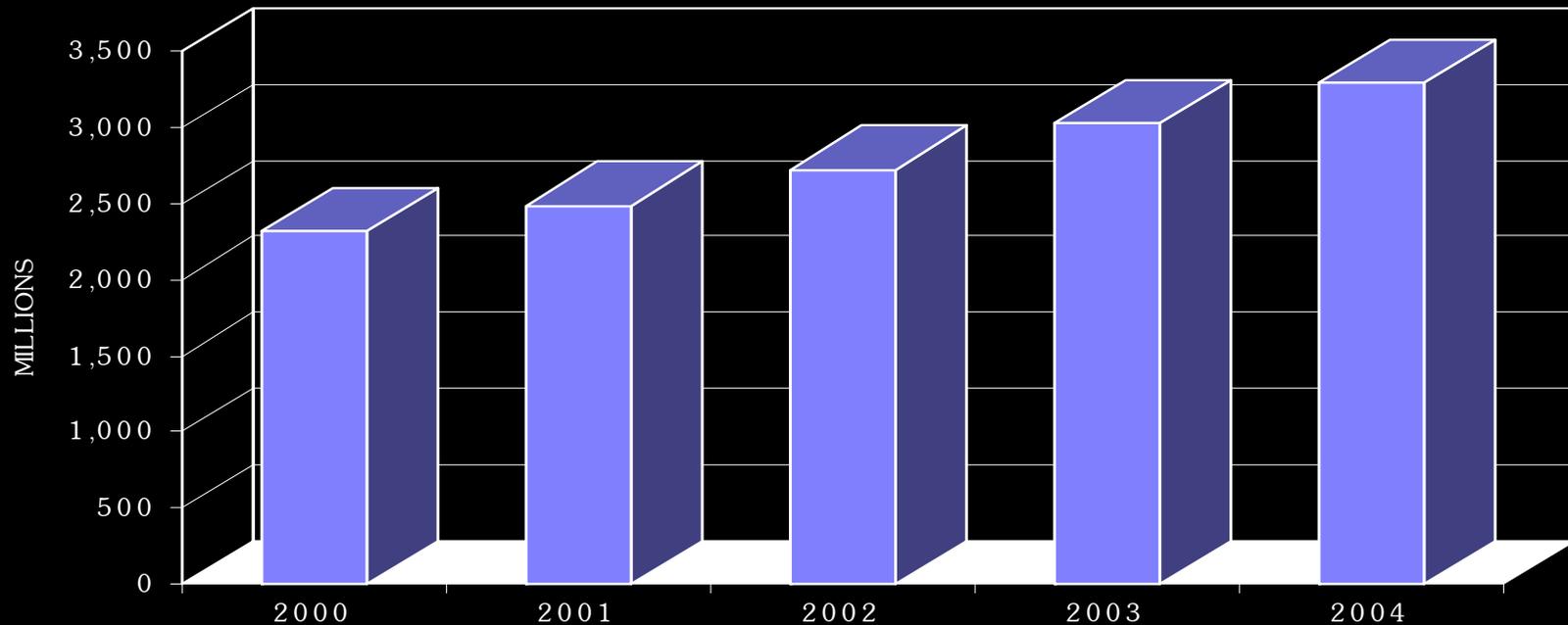
Perspective



Results

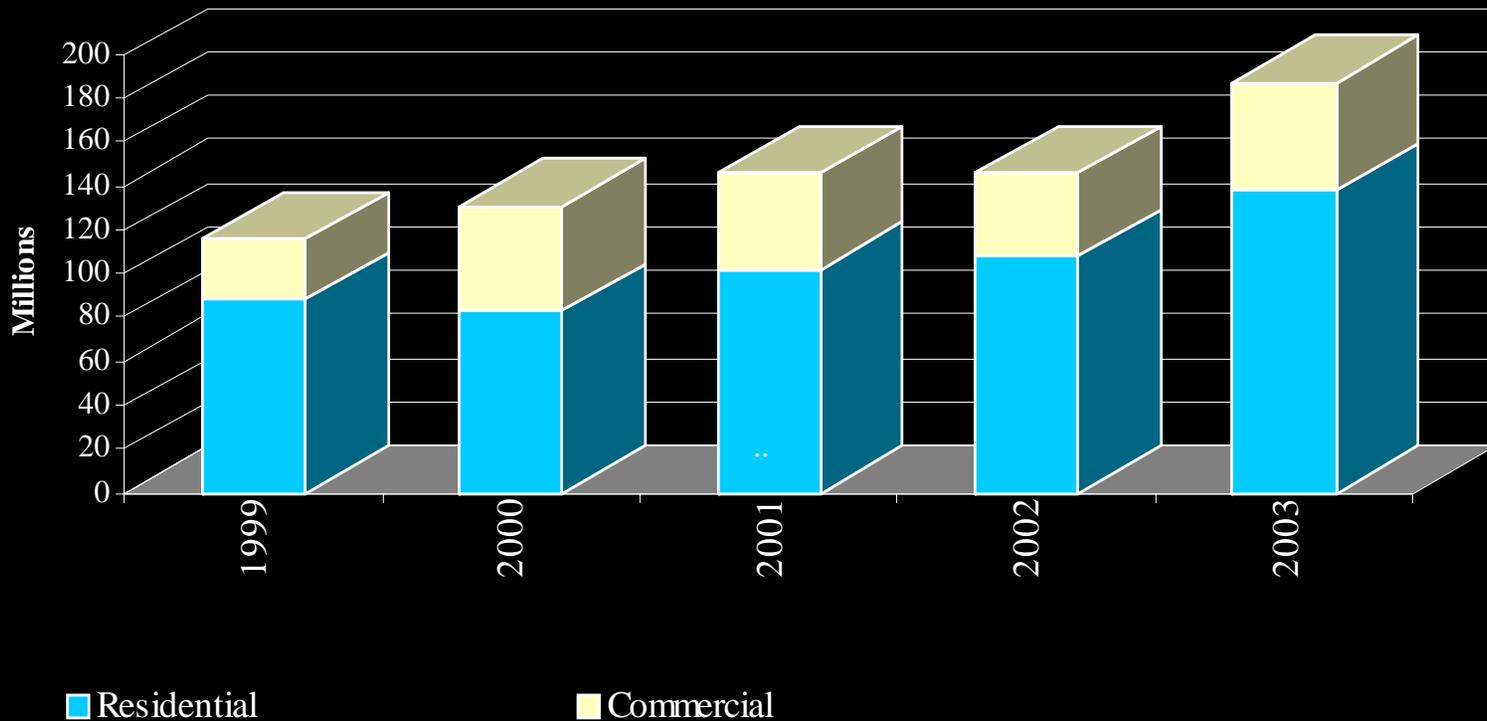
- *What has happened in last 5 years?*
 - Increases in Property Valuations*
 - Residential & Commercial Development*
 - Population Growth*
 - Economic Development Initiatives*

Ad Valorem Tax Valuations



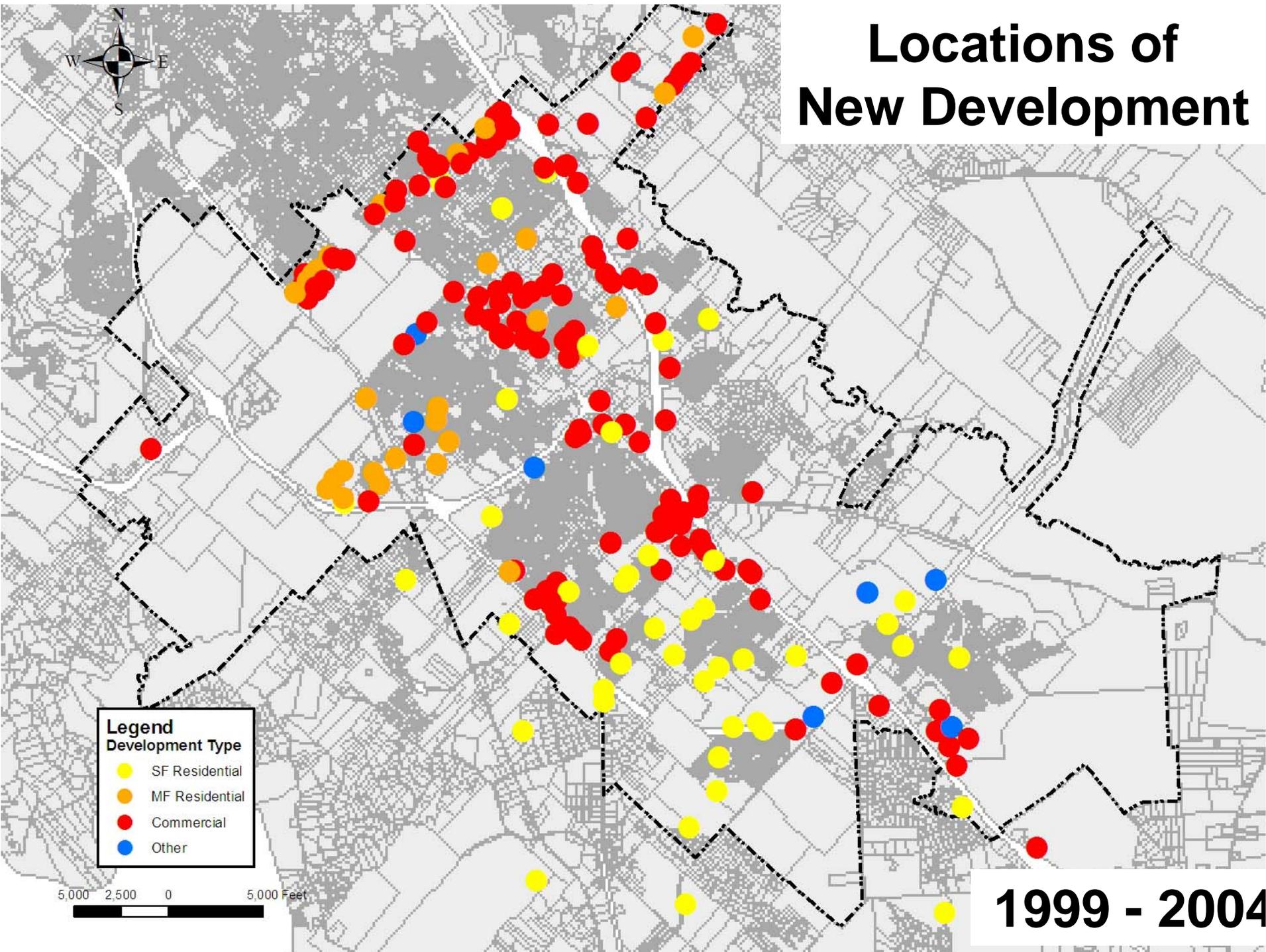
➤ Increase of \$1 Billion over past 5 years

Value of New Development



➤ Total of \$700,000,000 over past 5 years

Locations of New Development



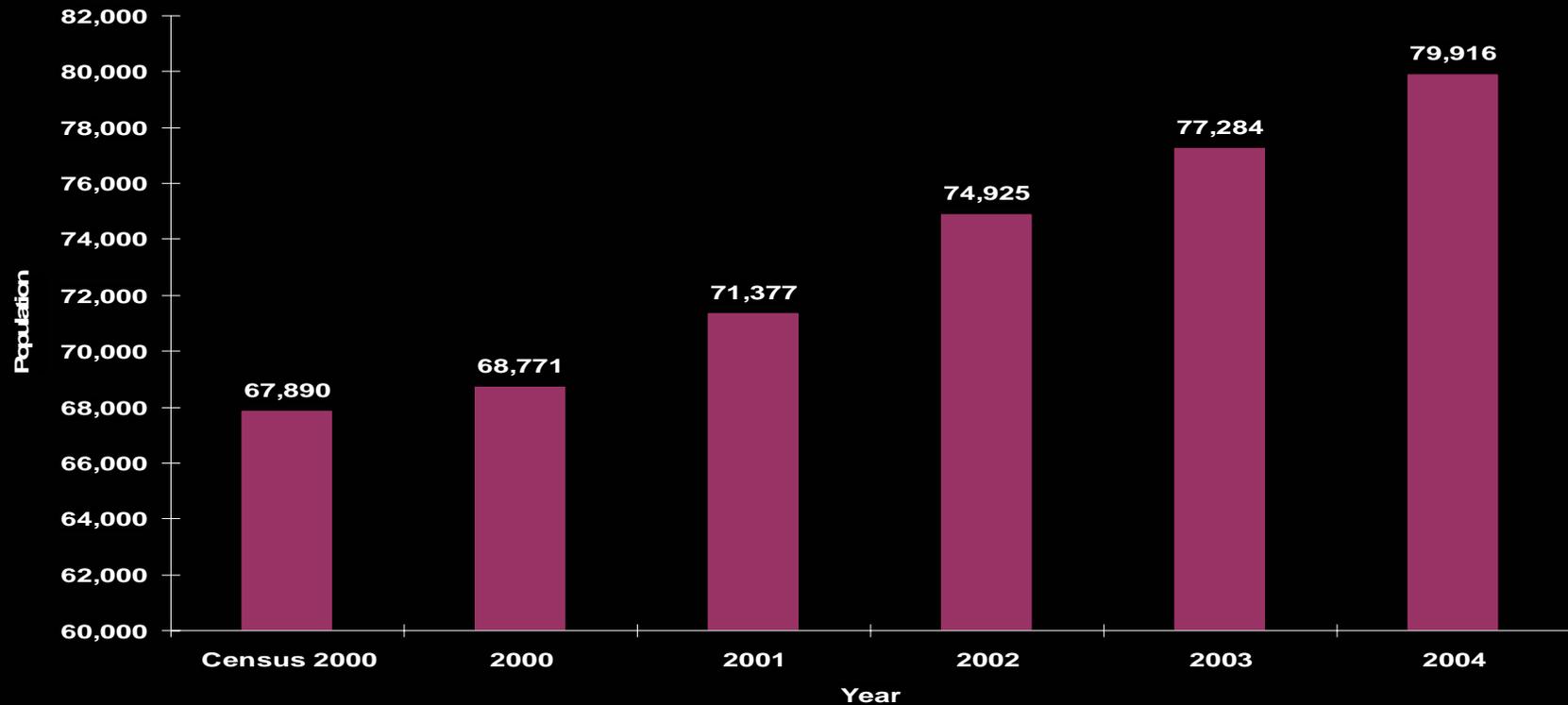
Legend
Development Type

- SF Residential
- MF Residential
- Commercial
- Other

1999 - 2004

Population Estimates

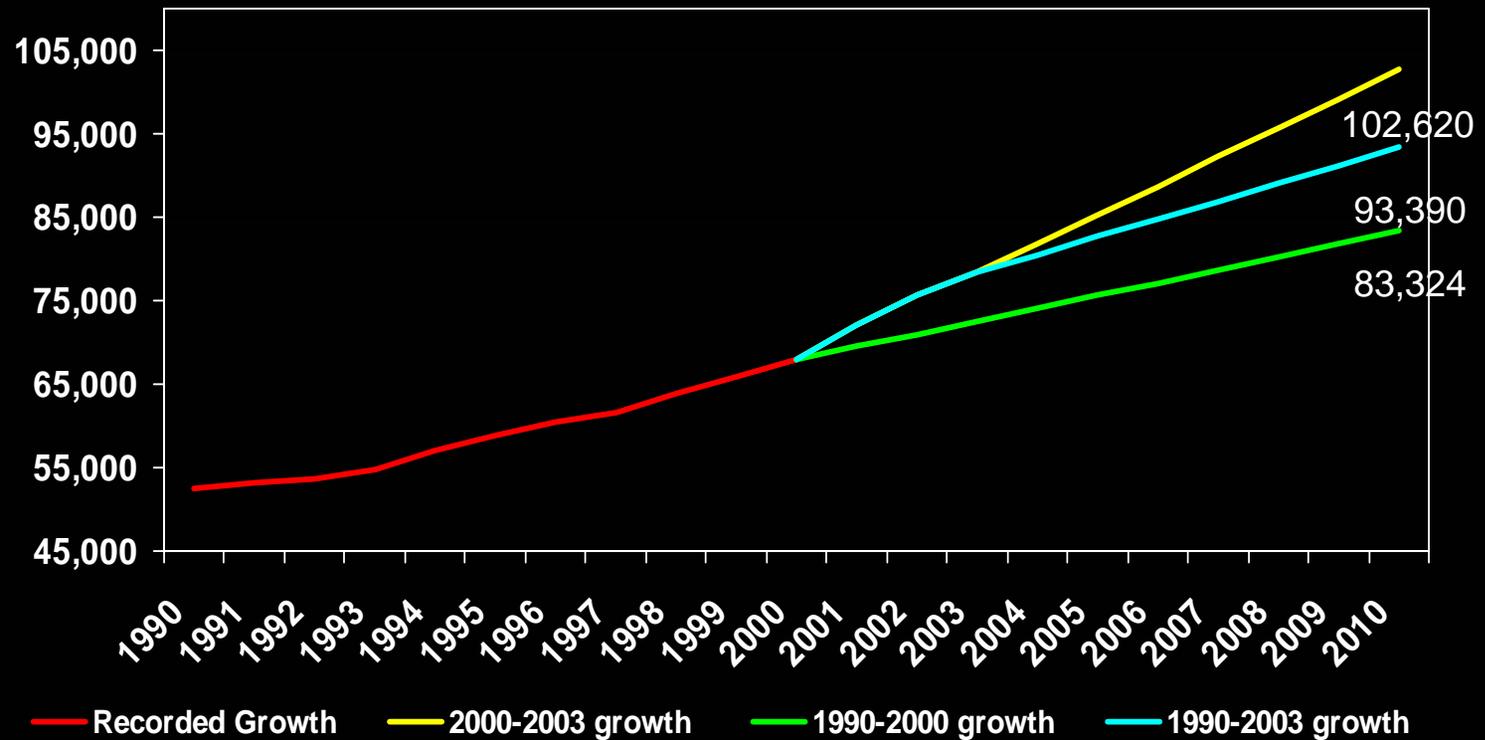
Based on Certificates of Occupancy



➤ Over 17 Percent Growth over past 5 years

Population Projections

Based on Recorded Growth since 1990



➤ Project over 100,000 by year 2010



Traditions Dorm



Cross Street Warehouse Apartments



Gameday Centers



Texas Ave Crossing



Greens Prairie Shopping Center



TAMU System



THE HOME DEPOT



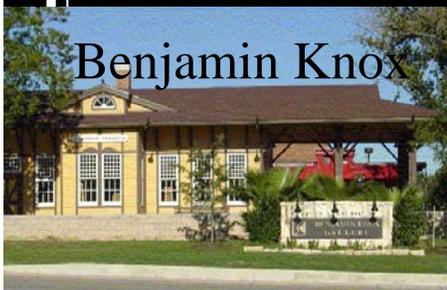
Hilton



H-E-B



Ice Rink



Benjamin Knox

Economic Development

Total Capital Investment: \$125 Million



FMA Alliance, Ltd.



Lynntech



Adam Corporate Office



STATA Corporation



Caldwell Watson



Schlumberger



Rechargeable Battery



SourceNet



OI Corporation

Hewlett Packard



CITY OF COLLEGE STATION

GROWTH = *CHANGE*



Implementation Methods

- *Communication*
- *Organizational Structure*
- *Culture*
- *Policy*



Communication

- *Internal*
- *External*
- *Customer Interaction*



Organizational Structure

- *New Department Name:
 "Planning & Development Services"*
- *Assistant Director Position*
- *Combined long-range/current planning*
- *Support Staff*



Culture

- *People – right people on the Bus*
- *Continuous Learning*
- *Customer Service*
- *Professional Office Environment*



Policy Issues

- *Comprehensive Plan*
- *Strategic Plan for Growth & Development*
- *Subdivision Ordinance*



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Questions?