Meridian Health District
Strategic Development Plan

December 17, 2015
Agenda

• Introduction
• Opportunity for a Health District
• Key Elements of the Health District Vision
• Key Steps for Implementation
Introduction
The National Resource Network

Strategic Partners and other providers (e.g. Jobs for the Future, Urban Institute, Center for Community Progress, Trust for Public Land, etc.)
HR&A Advisors, Inc. is a real estate development consulting firm working at the intersection of the nonprofit, for-profit, and public sectors. Our works transforms communities and revitalizes urban environments in the United States and abroad.
PERKINS + WILL

An interdisciplinary, research-based architecture and design firm established in 1935.

- 24 offices, 1800 employees worldwide
- National Leader in Health and Research District Planning
- National Planning Excellence Award (APA, 2015)
- #1 Healthcare Design Firm (HDM, 2015)
NRN Process

SELECTED AS BETA CITY
• April 2014

2-DAY ASSESSMENT
• July 2014
• 100% HUD funded

ASSESSMENT REPORT
• September 2014
• 100% HUD funded

ENGAGEMENT
• January – November 2015
• 75% HUD funded, 25% local match
Goals for NRN Engagement

- Define Vision for Health District
- Establish Framework for District Development
- Recommend Implementation Strategy
- Position City to Take Advantage of State and Federal Incentives
Engagement Milestones

January
Kick-Off Phone Call

March
Site Visit & Stakeholder Meetings

May
Boundary Analysis

July
Market Analysis & Case Studies

September
Framework Plan

November
Implementation Plan

Final Strategic Plan
Opportunity for a Health District
Key Findings from the Assessment Visit

Downtown Revitalizing

Strong Health Care Industry

Committed Leadership

Anchor Institutions

City Council

Mayor
Health District Opportunity

Spur Development

Improve Health of Meridian Residents

Increase Jobs

Obesity

- Lauderdale County
- Mississippi
- USA

37% 36% 27%
Health District Opportunity

- Mississippi Health Care Zone Act (enacted 2012)
- Mississippi Health Care Industry Master Plan Act (proposed 2014)

Capitalize on State Incentives

Align Stakeholders

Local Governments

Community Stakeholders

Healthcare Institutions
Case Studies

College Station, TX
Jackson, MS
La Crosse, WI
Cedar Rapids, IA
Key Findings from Successful Districts

**Partnerships**
- Identify priorities & combine resources
- Align stakeholder goals
- Develop new partnerships

**Funding Opportunities**
- Pursue combination of public & private funding sources
- Offer incentives to attract private development

**Implementation**
- Develop master plan to provide framework
- Designate Entity with clear responsibility
- Ensure zoning code aligns with health district plans
Key Elements of the Health District Vision
Health District Vision Elements

1. Connect the Health District to Downtown
2. Enhance Priority Corridors
3. Support Residential Infill Development
4. Add a Signature Public Space
1. Connect the Health District to Downtown

**Physical Connections**
- Improved Streetscapes
- “Complete Streets”

**Programmatic Connections**
- Partnerships between Hospitals and Downtown Businesses
- Healthcare Workforce Housing
- Use of Vacant Downtown Structures

**Positive Step**
- Free Trolley Loop
1. Connect the Health District to Downtown
2. Enhance Priority Corridors

14th Street
- Priority Vehicle Corridor
- Streetscape Improvements

Constitution Avenue
- Pedestrian Priority Corridor
- Safe Sidewalks
2. Enhance Priority Corridors – 14th St.
2. Enhance Priority Corridors – Constitution Ave.

- Safe, tree-shaded sidewalks
- Spill-out activity onto sidewalks
- Planted Landscape Buffer
- Clearly visible crosswalks
3. Support Infill Development: Goals

- Increase Retail Viability
- Activate Public Space
- Increase “Eyes on the Street”
- Repurpose Vacant buildings
- Enhanced Streetscape
3. Support Infill Development

Assisted Living

Multi-Family Residential

Medical Offices

Townhomes
3. Support Infill Development

- surface parking
- assisted living
- multi-family housing
- structured parking
- supportive housing
- townhomes
3. Support Infill Development

INFILL OPPORTUNITY AREA

23RD AVE

14TH ST

6TH ST
4. Signature Public Space

Highly Visible
- Equal Distance to three hospitals
- Adjacent to key corridors
- Surrounded by right-of-way
- Adjacent to Pedestrian amenities (cafés, retail)

High Quality Design
- Passive & Active use
- Paths connect key destinations
- Shade trees & seating
4. Signature Public Space

Passive Zone

Paved Area for Events

Active Zones

Healing Garden

Water Feature
Long Term Health District Development
Key Steps for Implementation
Key Steps for Implementation

1. Phasing Strategy
2. Structure for Responsibility
3. Investment Plan
4. Marketing Strategy
1. The Phasing Strategy

A. Infrastructure Improvements
B. Catalytic Project
C. Residential/Commercial Infill
D. Public Space
2: Structure for Responsibility

- Anchors
- City
- Land Owners
  - Project Manager
  - Steering Committee
2: Structure for Responsibility

- **Project Manager**
  - Dedicated salary
  - Knowledge of Meridian
  - Experience with public-private partnerships
  - Reliable & direct access to the Mayor’s office
  - Convenes & leads steering committee

- **Steering Committee**
  - City of Meridian
  - Hospitals:
    - Anderson Regional
    - Rush Health System
  - Education:
    - Meridian Community College
    - MSU Meridian
  - Other Stakeholders:
    - Local business owners
    - Church leaders
## 3: Investment Plan - Infrastructure Costs

<table>
<thead>
<tr>
<th>Project</th>
<th>Estimated Cost</th>
</tr>
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<tbody>
<tr>
<td>Constitution Avenue</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>• streetscape, sidewalks, street trees</td>
<td></td>
</tr>
<tr>
<td>14&lt;sup&gt;th&lt;/sup&gt; Street</td>
<td>$600,000</td>
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<tr>
<td>• crosswalks, sidewalks, signage/banners</td>
<td></td>
</tr>
<tr>
<td>Signature Park</td>
<td>$11,000,000</td>
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</table>
3: The Investment Plan - Funding

Federal/National
- Grants – TIGER, CDBG
- Tax Credits - NMTC
- Philanthropies

State
- State Incentive Programs
- Job Tax Credits

Local
- Bond Financing
- Incentives for Development
- Special Revenue Funds
- Budget Resources
- Contribution City Assets
4: Marketing Strategy

Unique Brand Identity

Promotional Materials

Share Information with Economic Development Entities

Physical Branding of the Health District
Next Steps

• Submit health plan to the State
• Secure letters of support
• Explore funding sources
  – TIGER Grant
Questions & Answers