

MEMORANDUM

TO: Manor City Council

FROM: Medical Office Development Team

DATE: October 27, 2025

RE: Healthcare Gap Analysis & Medical Tenant Recruitment Strategy

Proposed 10,000 SF Medical Office Building

EXECUTIVE SUMMARY

This gap analysis examines the current healthcare landscape in Manor, Texas, and identifies critical specialty medical services that are underserved or entirely absent within the community. The proposed 10,000 square foot medical office building is designed to address documented healthcare access gaps and reduce the burden on Manor residents who currently must travel 10+ miles to Austin, Round Rock, or Pflugerville for essential medical services.

****Key Findings:****

- Manor's population grew 171% between 2010-2020, creating unprecedented demand for local healthcare services
- 36.4% of Manor's population is under age 18 (10 percentage points above Texas average), indicating high demand for pediatric specialties
- Median household income of \$96,657 supports commercially viable specialty medical practices
- Multiple specialty categories have zero or minimal local representation, forcing residents to travel for routine care
- The proposed facility will target underserved specialty categories with demonstrated community need

MANOR DEMOGRAPHIC PROFILE & HEALTHCARE DEMAND DRIVERS

****Population & Growth Characteristics:****

- Current Population: Approximately 16,000+ residents (estimated 2025)
- Population Growth: 171% increase (2010-2020) — one of fastest-growing Texas communities
- Median Household Income: \$96,657 (1.3x Texas median)
- Population Under 18: 36.4% (significantly above state average of 26%)
- Population Density: 1,392.4 people per square mile
- Bilingual Market: 50.8% of residents speak Spanish at home

****Healthcare Demand Indicators:****

- Young, growing families creating demand for pediatric and family-oriented specialties
- Above-average household income supporting commercially insured patient base
- Rapid population growth outpacing healthcare infrastructure development
- Geographic proximity to Samsung facility and Austin metro driving continued growth
- Working-age population requiring convenient access to specialty care close to home

This demographic profile indicates strong, sustainable demand for specialty medical services that are currently underserved or absent in Manor.

CURRENT HEALTHCARE INFRASTRUCTURE IN MANOR

Manor currently has adequate representation in the following primary care and urgent care categories:

****Well-Represented Services (Within Manor City Limits):****

1. ****Primary Care / Family Medicine****

- Austin Regional Clinic (ARC Manor)
- Baylor Scott & White Clinic – Manor (family medicine, internal medicine, pediatrics)
- CommUnityCare Health Center – Manor
- Multiple individual family practice physicians
- ****Assessment:** ADEQUATELY SERVED** – Multiple established primary care options

2. ****Urgent Care / Emergency Services****

- CareNow Urgent Care – Manor
- Texas MedClinic Urgent Care – Manor (8am-8pm daily)
- TXM Manor Emergency Room (25,000 SF microhospital with 24/7 emergency services)
- ****Assessment:** WELL SERVED** – Three facilities providing urgent/emergency care

3. ****Women's Health (OB/GYN)****

- CommUnityCare OB/GYN Manor Office (comprehensive obstetric and gynecological services)
- Baylor Scott & White women's health services
- ****Assessment:** ADEQUATELY SERVED** – Basic OB/GYN services available locally

4. ****General Dentistry****

- Manor Total Dental and Orthodontics
- Multiple general dental practices
- ****Assessment:** ADEQUATELY SERVED** – General dentistry available

5. ****Basic Diagnostic Services****

- On-site X-ray capabilities at urgent care facilities
- Basic laboratory services at primary care clinics
- ****Assessment:** ADEQUATELY SERVED** for basic imaging and labs

CRITICAL HEALTHCARE GAPS: SPECIALTY SERVICES ABSENT OR SEVERELY UNDERSERVED IN MANOR

The following specialty medical categories have little to no representation within Manor city limits, forcing residents to travel 10-20 miles to Austin, Round Rock, Pflugerville, or Georgetown for essential services:

****CATEGORY 1: DERMATOLOGY SERVICES****

****Current Situation:****

- Zero dedicated dermatology practices located within Manor city limits
- Nearest dermatologists located in Austin (15+ miles), Round Rock (12+ miles), or Pflugerville (10+ miles)
- Manor residents must travel significant distances for skin cancer screenings, acne treatment, cosmetic procedures, and chronic skin condition management

****Market Need:****

- High demand for skin cancer screening in Texas (high UV exposure climate)
- Growing population includes families with children requiring pediatric dermatology
- Adults requiring management of chronic conditions (psoriasis, eczema, rosacea)
- Cosmetic dermatology services (Botox, fillers, laser treatments) supported by Manor's affluent demographics

****Services Needed:****

- Medical dermatology (skin cancer screening, mole removal, acne treatment)
- Pediatric dermatology (eczema, birthmarks, acne in adolescents)
- Cosmetic dermatology (anti-aging treatments, aesthetic procedures)
- Chronic skin condition management

****Tenant Recruitment Priority: HIGH****

Dermatology represents one of the most significant gaps in Manor's healthcare infrastructure.

****CATEGORY 2: SPECIALTY PEDIATRICS****

****Current Situation:****

- General pediatrics available through Baylor Scott & White and primary care clinics
- ****Pediatric subspecialties entirely absent:**** No local access to pediatric ENT, pediatric allergy/immunology, pediatric pulmonology, pediatric gastroenterology, pediatric endocrinology
- Manor's population is 36.4% under age 18 (10 points above Texas average), creating exceptional demand
- Parents must travel to Dell Children's Medical Center (Austin) or specialty clinics in Round Rock for subspecialty pediatric care

****Market Need:****

- Large pediatric population requiring specialized care beyond routine well-child visits
- Common conditions requiring specialty pediatric care:
 - Chronic ear infections and ENT issues (pediatric ENT)
 - Asthma, allergies, and immune disorders (pediatric allergy/immunology)
 - Diabetes and growth disorders (pediatric endocrinology)
 - Digestive and feeding issues (pediatric gastroenterology)
 - Speech and developmental therapies

****Services Needed:****

- Pediatric Allergy & Immunology (asthma, food allergies, chronic allergies)

- Pediatric ENT (Ear, Nose & Throat) (chronic ear infections, tonsillectomy consultations, hearing issues)
- Pediatric Pulmonology (asthma management, respiratory conditions)
- Pediatric Endocrinology (diabetes, growth disorders, thyroid conditions)
- Developmental & Behavioral Pediatrics (ADHD, autism spectrum consultations)

****Tenant Recruitment Priority: VERY HIGH****

Manor's exceptionally young population creates strong market fundamentals for pediatric subspecialties.

****CATEGORY 3: CARDIOLOGY & CARDIOVASCULAR SERVICES****

****Current Situation:****

- Zero cardiologists practicing within Manor city limits
- Limited cardiovascular diagnostic capabilities (no echocardiography, stress testing, or Holter monitoring locally)
- Residents with heart conditions, hypertension management needs, or cardiovascular risk factors must travel to Austin or Round Rock
- Growing adult population and aging residents increasing demand for cardiac services

****Market Need:****

- Preventive cardiology for at-risk populations (hypertension, high cholesterol, diabetes)
- Cardiac diagnostic services (echocardiograms, stress tests, EKG monitoring)
- Heart failure management and follow-up care
- Post-hospital discharge follow-up for cardiac patients
- Pacemaker/defibrillator monitoring

****Services Needed:****

- General cardiology (hypertension management, cholesterol treatment)
- Non-invasive cardiovascular diagnostics (echocardiography, stress testing)
- Heart failure clinic
- Preventive cardiology and cardiac risk assessment

****Tenant Recruitment Priority: HIGH****

Cardiovascular disease is leading cause of death in Texas; local access to cardiology is essential healthcare infrastructure.

****CATEGORY 4: ORTHOPEDICS & SPORTS MEDICINE****

****Current Situation:****

- Zero orthopedic surgeons or orthopedic clinics located in Manor
- TXM Manor Emergency Room offers orthopedic consultations but not ongoing orthopedic practice
- No sports medicine physicians practicing locally
- Residents with musculoskeletal injuries, chronic joint pain, or athletic injuries must travel to Austin, Round Rock, or Pflugerville

****Market Need:****

- Active, young population (median age in 30s) requiring sports medicine and injury treatment
- Growing youth sports participation requiring pediatric sports medicine
- Workplace injuries requiring workers' compensation orthopedic evaluation

- Aging population requiring joint care, arthritis management, and joint replacement consultations
- Fracture care, sprain/strain management, and post-injury rehabilitation

****Services Needed:****

- General orthopedics (fracture care, joint injuries, chronic musculoskeletal conditions)
- Sports medicine (athletic injury evaluation and treatment, concussion management)
- Joint preservation and arthritis management
- Workers' compensation orthopedic evaluations
- Orthopedic urgent care / walk-in services

****Tenant Recruitment Priority: HIGH****

Orthopedics represents high-volume, commercially viable specialty with strong reimbursement.

****CATEGORY 5: GASTROENTEROLOGY & DIGESTIVE HEALTH****

****Current Situation:****

- Zero gastroenterologists practicing in Manor
- No endoscopy or colonoscopy services available locally
- Residents requiring digestive health care, colon cancer screening, or GI procedures must travel to Austin or Round Rock facilities

****Market Need:****

- Colon cancer screening (colonoscopy) for average-risk adults 45+ and high-risk patients
- Management of chronic GI conditions (IBS, Crohn's disease, ulcerative colitis, GERD)
- Diagnostic endoscopy for abdominal pain, reflux, and digestive symptoms

- Liver disease management
- Growing adult population creating demand for preventive colorectal cancer screening

****Services Needed:****

- Diagnostic gastroenterology (endoscopy consultations and follow-up care)
- Colorectal cancer screening programs
- Management of inflammatory bowel disease and chronic GI conditions
- Hepatology (liver disease management)

****Note:**** Endoscopy/colonoscopy procedures would be performed at hospital-affiliated surgery centers, but consultation and follow-up care could be provided locally

****Tenant Recruitment Priority: MODERATE TO HIGH****

Strong demand for GI services, though procedural component limits full-service local practice.

****CATEGORY 6: ALLERGY & IMMUNOLOGY (ADULT)****

****Current Situation:****

- Zero dedicated allergy/immunology practices in Manor
- Central Texas has high allergen exposure (cedar fever, mold, pollen)
- Residents with environmental allergies, asthma, or immune disorders must travel for specialty care
- Allergy testing and immunotherapy (allergy shots) not available locally

****Market Need:****

- Environmental allergy management (cedar fever, seasonal allergies)

- Asthma management for adult population
- Food allergy testing and management
- Chronic urticaria (hives) and angioedema treatment
- Immunotherapy (allergy shots/drops) for long-term allergy relief

****Services Needed:****

- Comprehensive allergy testing (environmental, food, drug allergies)
- Asthma management and pulmonary function testing
- Immunotherapy services (allergy shots, sublingual immunotherapy)
- Chronic sinus disease management

****Tenant Recruitment Priority: MODERATE TO HIGH****

Central Texas allergen profile creates strong year-round demand; immunotherapy generates recurring revenue.

****CATEGORY 7: EAR, NOSE & THROAT (ENT / OTOLARYNGOLOGY) – ADULT****

****Current Situation:****

- Zero ENT specialists practicing in Manor
- TXM Manor ER references ENT specialty but not full-service local practice
- Chronic sinus issues, hearing problems, and throat conditions common in Central Texas
- Residents must travel for ENT consultations, hearing evaluations, and sinus treatment

****Market Need:****

- Chronic sinusitis management (very common in Central Texas climate)

- Hearing loss evaluation and hearing aid consultations
- Sleep apnea evaluation and treatment
- Thyroid nodule evaluation
- Voice disorders and throat conditions
- Tonsillectomy and adenoidectomy consultations (adult patients)

****Services Needed:****

- General otolaryngology (sinus disease, ear infections, hearing loss)
- Rhinology (chronic sinusitis, nasal polyps)
- Sleep medicine (sleep apnea evaluation and treatment options)
- In-office procedures (nasal endoscopy, ear cleaning, minor ENT procedures)

****Tenant Recruitment Priority: MODERATE TO HIGH****

High prevalence of sinus disease in Texas; strong commercial viability.

****CATEGORY 8: ENDOCRINOLOGY & METABOLISM****

****Current Situation:****

- Zero endocrinologists located in Manor
- Diabetes epidemic in Texas creating exceptional demand
- Thyroid disorders, metabolic conditions, and hormone imbalances require specialty management
- Residents must travel to Austin, Round Rock, or Georgetown for endocrine care

****Market Need:****

- Type 1 and Type 2 diabetes management and education
- Thyroid disease management (hypothyroidism, hyperthyroidism, thyroid nodules)
- Metabolic syndrome and obesity medicine
- Osteoporosis screening and management
- Pituitary and adrenal disorders
- Diabetes technology management (insulin pumps, continuous glucose monitors)

****Services Needed:****

- Comprehensive diabetes management (insulin adjustment, CGM/pump management, diabetes education)
- Thyroid disease management and thyroid ultrasound
- Metabolic and obesity medicine
- Bone health and osteoporosis management

****Tenant Recruitment Priority: HIGH****

Diabetes prevalence and aging population create strong, sustained demand.

****CATEGORY 9: PAIN MANAGEMENT & INTERVENTIONAL PAIN****

****Current Situation:****

- Zero dedicated pain management practices in Manor
- TXM Manor ER references pain management specialty but not ongoing pain clinic
- Chronic pain patients must travel to Austin or Round Rock for interventional pain services
- Opioid epidemic increases demand for multimodal pain management approaches

****Market Need:****

- Chronic back and neck pain management
- Joint pain and arthritis treatment
- Neuropathic pain conditions
- Post-surgical pain management
- Interventional procedures (epidural steroid injections, joint injections, nerve blocks)
- Non-opioid pain management strategies

****Services Needed:****

- Interventional pain management (epidural injections, facet joint injections, nerve blocks)
- Chronic pain consultation and medication management
- Physical medicine and rehabilitation approaches
- Multimodal pain management (avoiding opioid dependence)

****Tenant Recruitment Priority: MODERATE****

Growing demand for non-opioid pain management; procedural services generate strong revenue.

****CATEGORY 10: PULMONOLOGY & RESPIRATORY MEDICINE****

****Current Situation:****

- Zero pulmonologists practicing in Manor
- No pulmonary function testing available locally
- Residents with COPD, asthma, sleep apnea, and other respiratory conditions travel for specialty care

****Market Need:****

- COPD management for aging population
- Complex asthma management (beyond primary care capabilities)
- Sleep disorder evaluation and CPAP management
- Chronic cough evaluation
- Lung disease management (interstitial lung disease, pulmonary fibrosis)

****Services Needed:****

- General pulmonology consultation and management
- Pulmonary function testing (spirometry, lung capacity testing)
- Sleep medicine and sleep apnea management
- COPD management and education

****Tenant Recruitment Priority: MODERATE****

Aging population and respiratory disease prevalence support demand.

****CATEGORY 11: RHEUMATOLOGY****

****Current Situation:****

- Zero rheumatologists in Manor
- Autoimmune diseases (rheumatoid arthritis, lupus, psoriatic arthritis) require specialty management
- Nearest rheumatology practices in Austin (15+ miles)

****Market Need:****

- Rheumatoid arthritis and inflammatory arthritis management
- Lupus and other autoimmune disease treatment
- Osteoarthritis management
- Gout management
- Biologic medication management and infusion therapy coordination

****Services Needed:****

- Comprehensive rheumatology evaluation and management
- Biologic medication initiation and monitoring
- Autoimmune disease management

****Tenant Recruitment Priority: MODERATE****

Smaller patient population but high complexity and medication costs support commercial viability.

****CATEGORY 12: NEUROLOGY****

****Current Situation:****

- Zero neurologists practicing in Manor
- TXM Manor ER has neurosurgery affiliations but no ongoing neurology practice
- Residents with migraines, seizures, neuropathy, and neurologic conditions must travel for care

****Market Need:****

- Migraine and headache management
- Seizure disorder management

- Multiple sclerosis and neurodegenerative disease care
- Neuropathy (diabetic neuropathy, peripheral neuropathy)
- Stroke prevention and post-stroke management
- Parkinson's disease and movement disorders

****Services Needed:****

- General neurology consultation and management
- Headache/migraine specialty care
- Seizure disorder management
- Neuromuscular disease evaluation

****Tenant Recruitment Priority: MODERATE****

Complex conditions requiring specialty care; moderate patient volumes.

****CATEGORY 13: PODIATRY / FOOT & ANKLE****

****Current Situation:****

- Limited or no podiatry services within Manor
- Diabetic population requires routine foot care and diabetic foot monitoring
- Sports injuries and foot/ankle problems common in active population

****Market Need:****

- Diabetic foot care and ulcer prevention
- Sports-related foot and ankle injuries
- Plantar fasciitis and chronic foot pain

- Bunion, hammertoe, and foot deformity treatment
- Ingrown toenails and nail disorders
- Wound care for diabetic foot ulcers

****Services Needed:****

- Comprehensive podiatric care (medical and surgical)
- Diabetic foot screening and prevention
- Sports podiatry
- Wound care for high-risk diabetic patients

****Tenant Recruitment Priority: MODERATE****

Diabetic population and active demographics support practice viability.

****CATEGORY 14: MENTAL HEALTH & PSYCHIATRY****

****Current Situation:****

- Very limited psychiatry and mental health services in Manor
- Mental health crisis nationally and in Texas
- Long wait times for psychiatry appointments forcing residents to travel or go untreated

****Market Need:****

- Adult psychiatry (depression, anxiety, ADHD, bipolar disorder)
- Child and adolescent psychiatry (given Manor's large pediatric population)
- Medication management for mental health conditions
- Telemedicine-enabled psychiatry services

****Services Needed:****

- Adult psychiatry and medication management
- Child/adolescent psychiatry
- ADHD evaluation and treatment (pediatric and adult)
- Anxiety and depression management

****Tenant Recruitment Priority: HIGH****

Critical shortage of psychiatric services; high demand across all age groups.

****CATEGORY 15: PHYSICAL THERAPY & REHABILITATION SERVICES****

****Current Situation:****

- Texas MedClinic Manor offers physical therapy in partnership with Pro Sport Rehab
- Limited comprehensive rehabilitation services within Manor

****Market Need:****

- Post-surgical rehabilitation
- Sports injury rehabilitation
- Chronic pain management through PT
- Geriatric rehabilitation
- Work-related injury rehabilitation

****Services Needed:****

- Outpatient physical therapy

- Occupational therapy
- Sports rehabilitation programs

****Tenant Recruitment Priority: MODERATE****

Some services available; opportunity for additional providers.

SPECIALTY SERVICES ADEQUATELY SERVED WITHIN 10-MILE RADIUS

The following specialty categories have robust representation in Austin, Round Rock, Pflugerville, and Georgetown (within 10-15 mile radius of Manor), and therefore represent lower recruitment priorities:

- ****Oncology / Hematology:**** Multiple cancer centers in Austin and Round Rock (Dell Seton, Baylor Scott & White, Texas Oncology)
- ****Nephrology:**** Adequate dialysis centers and nephrology practices in greater Austin area
- ****Vascular Surgery:**** Well-represented in Round Rock and Austin hospital systems
- ****General Surgery:**** Adequate representation through regional hospital systems
- ****Plastic Surgery / Reconstructive Surgery:**** Concentrated in Austin metro area
- ****Ophthalmology:**** Multiple practices in Round Rock, Pflugerville, and Austin
- ****Optometry:**** Adequately served within 10-mile radius
- ****Urology:**** Strong representation in Round Rock and Austin
- ****Infectious Disease:**** Specialty typically requiring hospital affiliation; adequate regional access
- ****Hospital-Based Specialties:**** Anesthesiology, radiology, pathology, emergency medicine appropriately hospital-based

PROPOSED TENANT RECRUITMENT STRATEGY FOR 6,000 SF MEDICAL BUILDING

****Building Configuration:****

- Total Building Area: 6,000 square feet
- Recommended Suite Layout: 2-4 medical suites ranging from 1,200 to 2,500 SF each
- Shared waiting area and common facilities to maximize efficiency
- ADA-compliant design with ample parking

****Primary Recruitment Target Categories (Ranked by Priority):****

****TIER 1 – HIGHEST PRIORITY (Largest Gaps + Strong Commercial Viability):****

1. ****Dermatology**** – Zero local providers; high demand; strong reimbursement
2. ****Pediatric Subspecialties**** (Allergy, ENT, Pulmonology, Endocrinology) – Manor's 36.4% pediatric population creates exceptional demand
3. ****Adult Endocrinology**** – Diabetes epidemic; no local access
4. ****Cardiology**** – No local cardiologists; preventable disease management

****TIER 2 – HIGH PRIORITY (Significant Gaps + Good Commercial Viability):****

5. ****Orthopedics / Sports Medicine**** – Zero local providers; active population
6. ****Adult Allergy & Immunology**** – Cedar fever and environmental allergies; immunotherapy revenue
7. ****Adult ENT**** – Chronic sinusitis prevalent in Central Texas
8. ****Psychiatry**** (Adult or Child/Adolescent) – Critical shortage; high demand

****TIER 3 – MODERATE PRIORITY (Notable Gaps):****

9. ****Gastroenterology**** – Consultation services (procedures at surgery center)
10. ****Pain Management**** – Chronic pain population; interventional procedures
11. ****Pulmonology**** – COPD and asthma management
12. ****Podiatry**** – Diabetic foot care needs

****Recommended Initial Tenant Mix for 10,000 SF Building:****

****Option A: Specialty-Focused Configuration****

- Suite 1 (2,000 SF): Dermatology practice (2-3 exam rooms, procedure room, cosmetic treatment room)
- Suite 2 (2,000 SF): Pediatric subspecialty (Pediatric Allergy or Pediatric ENT with 3-4 exam rooms)
- Suite 3 (2,000 SF): Adult Endocrinology or Cardiology (3-4 exam rooms, diagnostic capabilities)

****Option B: High-Volume Multi-Specialty Configuration****

- Suite 1 (2,500 SF): Dermatology with cosmetic services
- Suite 2 (1,500 SF): Psychiatry / Mental Health (4 consultation offices for medication management)
- Suite 3 (2,000 SF): Pediatric Allergy & Immunology with allergy shot/immunotherapy room

****Option C: Orthopedic / Sports Medicine Focus****

- Suite 1 (3,000 SF): Orthopedics & Sports Medicine (5 exam rooms, X-ray suite, casting/splinting room)
- Suite 2 (1,500 SF): Physical Therapy (rehabilitation gym, treatment rooms)
- Suite 3 (1,500 SF): Pain Management (consultation and minor procedures)

MARKET DEMAND VALIDATION

****Population-to-Physician Ratios Supporting Recruitment:****

Based on national benchmarks and Manor's population of ~16,000:

- ****Dermatology:**** National standard ~1 dermatologist per 30,000 population = Manor should support 0.5 FTE (currently has ZERO)

- **Cardiology:** Standard ~1 cardiologist per 20,000 population = Manor should support 0.8 FTE (currently has ZERO)
- **Pediatric Subspecialties:** With 5,824 residents under age 18, Manor should support multiple pediatric subspecialists (currently has minimal specialty pediatric services)
- **Endocrinology:** Texas diabetes prevalence of 11.4% = ~1,824 diabetic residents requiring endocrine care (currently ZERO local endocrinologists)
- **Orthopedics:** National standard ~1 orthopedist per 20,000 population = Manor should support 0.8 FTE (currently has ZERO)

Travel Burden on Manor Residents:

Current situation forces Manor residents to travel for specialty care:

- **To Austin:** 15-20 miles (30-40 minutes each direction in traffic)
- **To Round Rock:** 12-15 miles (25-35 minutes each direction)
- **To Pflugerville:** 10-12 miles (20-25 minutes each direction)
- **To Georgetown:** 18-22 miles (35-45 minutes each direction)

Total time burden: 1-2 hours per specialty appointment including travel time

Annual impact: Residents making multiple specialty appointments lose significant work/school time and incur transportation costs

LOCAL ECONOMIC & HEALTHCARE ACCESS BENEFITS

Benefits to Manor Community:

1. **Reduced Travel Burden:** Manor residents gain access to specialty care within 5-10 minutes of home
2. **Improved Healthcare Outcomes:** Local access to specialists improves chronic disease management and preventive care

3. **Economic Development:** Medical office building creates jobs and increases local tax base
4. **Quality of Life:** Healthcare access is key factor in resident satisfaction and community desirability
5. **Emergency Response:** Local specialists can provide urgent consultations, reducing ER utilization
6. **Spanish-Language Access:** Local practices can hire bilingual staff to serve Manor's 50.8% Spanish-speaking population

Job Creation:

- Each 2,000 SF medical suite typically employs 5-8 staff (physicians, nurse practitioners, medical assistants, front desk)
- 6,000 SF building could create 15-24 local jobs
- Average healthcare wages exceed retail/service industry wages, benefiting local economy

Tax Revenue:

- Medical office buildings generate property tax revenue
- Healthcare professionals and staff spend locally, supporting Manor businesses
- Reduced travel reduces carbon footprint and supports sustainability goals

CONCLUSION & RECOMMENDATION

Manor, Texas has experienced extraordinary population growth (171% from 2010-2020) that has dramatically outpaced the development of specialty medical infrastructure. While primary care, urgent care, and basic OB/GYN services are adequately represented, **Manor has critical gaps in virtually every medical specialty category**, forcing residents to travel 10-20 miles for routine specialty care.

Key Findings:

- **12-15 specialty categories** are entirely absent or severely underrepresented in Manor

- Manor's young, growing, and affluent population creates strong commercial fundamentals for specialty medical practices
- Population-to-physician ratios indicate Manor should support multiple medical specialists
- Geographic isolation from Austin/Round Rock specialty hubs creates travel burden on residents

****Recommended Tenant Recruitment Focus:****

****Highest Priority Specialties for 6,000 SF Building:****

1. ****Dermatology**** (medical, pediatric, and cosmetic)
2. ****Pediatric Subspecialties**** (allergy, ENT, pulmonology, or endocrinology)
3. ****Adult Endocrinology**** (diabetes and thyroid management)
4. ****Cardiology**** (preventive cardiology and diagnostics)
5. ****Orthopedics / Sports Medicine****
6. ****Psychiatry / Mental Health Services****

The proposed 6,000 square foot medical office building will address documented healthcare gaps, improve resident quality of life, support Manor's economic development goals, and establish essential healthcare infrastructure for a rapidly growing community.

We respectfully request Manor City Council's approval to proceed with development of this critically needed medical facility.

****Appendix A: Data Sources****

- U.S. Census Bureau (Manor demographics)
- Unicorn Moving & Storage (Manor population analysis)
- WebMD, Healthgrades, U.S. News Health (provider directories)

- Baylor Scott & White, CommUnityCare, CareNow, Texas MedClinic (existing services)
- American Medical Association (physician-to-population ratios)
- Texas Department of State Health Services (diabetes and chronic disease prevalence)

****Appendix B: Comparable Markets****

Analysis of similar fast-growing Texas suburbs (Pflugerville, Georgetown, Cedar Park) demonstrates successful specialty medical recruitment in communities of Manor's size and demographic profile.

****Appendix C: Site Plan & Building Specifications****

[To be provided separately - building layout, parking, ADA compliance, zoning conformity]