

# INTRODUCTION

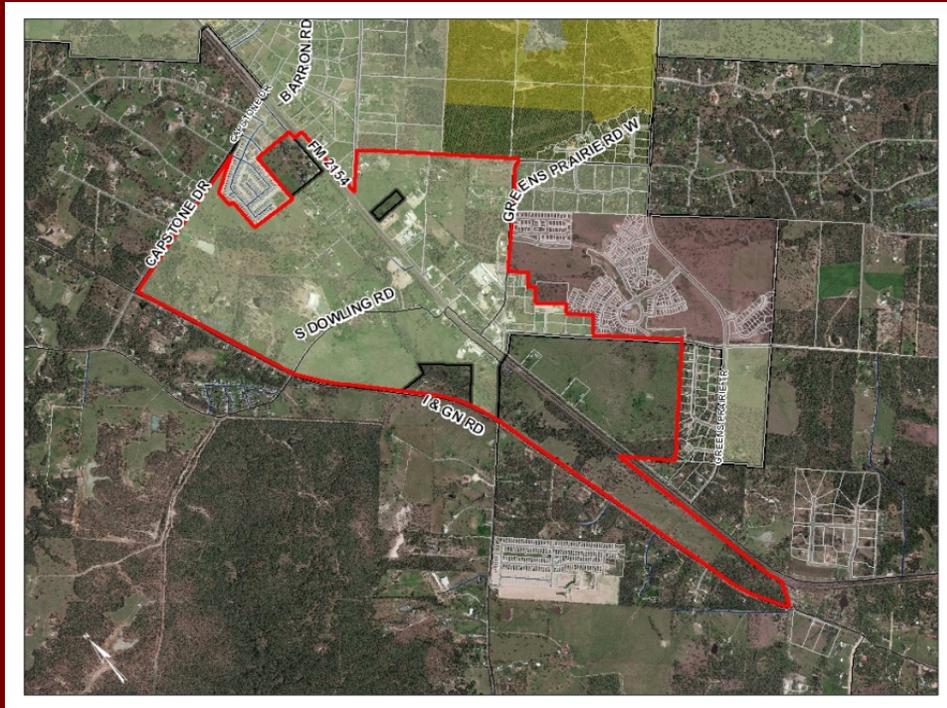


Figure 1.1 Wellborn Planning Area  
Source: City of College Station Staff

The Wellborn Community Plan is the fourth plan in an on-going series of neighborhood, district, and corridor plans that will assist in implementing the goals and strategies of the City's Comprehensive Plan. The neighborhood planning process offers the opportunity to develop an in-depth knowledge of an area and develop area-specific approaches to implementing the Comprehensive Plan.

The planning area is located in the southwestern portion of the City and includes much of what remains of the historic Wellborn Community. In recent years the Wellborn area has seen extensive new residential construction develop around its boundaries that threaten the rural character of the area. The planning area is comprised of the area that was most recently annexed by the City of College Station in April of 2011, as well as adjacent properties that signed non-annexation development agreements. The annexation of the Wellborn Community was a contentious process, with citizens from the community raising a variety of issues and concerns. Throughout the annexation process, residents, land-owners and business owners were told that they would be given an opportunity to create a plan for the area to help preserve the rural character and elements of the area. This planning process was initiated to work with these stakeholders to identify and retain elements of the community that contribute to its rural character, as well as to guide future development within the area.

## PLANNING PRINCIPLES

The intent of the small area planning process is to plan for future growth and development and its impact, while promoting and protecting the character and identity of places of distinction. The process furthers College Station's goals of "creating and protecting unique districts and corridors; and protecting natural features and the rural character of certain areas in and surrounding the City."

The Wellborn Community plan has a planning horizon of ten years, although changes with longer-term implications are considered during the process. The City's various Master Plans, including the Thoroughfare Plan, Bicycle, Pedestrian, and Greenways Master Plan, and others, will be amended and implemented as approved – though specific details, such as exact location and design, may be further defined through the planning process.

## ABOUT THE WELLBORN COMMUNITY

The Wellborn planning area is made up of over 929 acres (1.45 square miles) located in the southwestern most portion of the City. It is bounded by I&GN Road, Greens Prairie Road West, Royder Road, Barron Cut-Off Road and Capstone Drive. This area includes a mix of ranch and acreage lots, with commercial uses located along the primary thoroughfare (F.M. 2154). The area is home to approximately 300 residents (US Census 2010).

### Housing and Business

Housing stock within the Wellborn planning area includes a variety of styles and type. Traditional brick single-family homes, mobile homes, and ranchettes can all be found in the area and all on varying sizes of property. Most property in the planning area is unplatted, with the three subdivisions listed below containing most residential development:

#### *Benjamin Graham Subdivision*

The Benjamin Graham subdivision consists primarily of commercial, office and industrial type uses, with a few single-family residences. It includes land on both sides of the railroad / F.M. 2154, located along Koppe Bridge Road, Greens Prairie Road and Live Oak Street.

#### *Turnberry Place Subdivision*

The Turnberry Place subdivision is the newest residential subdivision in the planning area. It is located along Greens Prairie Road West and faces the Wellborn Oaks subdivision. This subdivision was platted in 2001 and consists of 8 lots, which are all one acre or greater in size.

### *Shiloh Subdivision*

The Shiloh Subdivision is located on the west side of the railroad tracks across from Barron Cut-Off Road. This subdivision was platted in 1970 and consists of single-family homes and ranches that vary in size, with most being three acres or more in size.

The planning area includes more than 438 acres of land that is currently undeveloped and that is predominantly classified as agricultural or ranch land on the Brazos County Appraisal District tax rolls. Commercial uses are primarily located along its major travel corridor (F.M. 2154) and predominantly on the east side of the railroad tracks. These uses include a feed store, a stone and turf business, furniture store, gas station, two restaurants, a small grocery store, and liquor store.

### **Schools and Institutions**

There are no schools currently located within the planning area; however Greens Prairie Elementary is located just outside the planning boundary to the south. Additionally, College Station ISD owns property within the planning area that could potentially be used for a new school. In general, students in the planning area are zoned to attend Greens Prairie Elementary, Cypress Grove Intermediate School, College Station Middle School, and the new College Station High School.

The Wellborn Community Center and Wellborn Cemetery are also located within the planning area. The Community Center is utilized as primary gathering point for community meetings, while the cemetery is recognized with a Texas Historical Marker. Emergency Services come from outside of the planning area boundaries. Fire and ambulance services are generally provided from Fire Station #4 located on Barron Road; as well as through a mutual aid agreement with the South Brazos County Volunteer Fire Department, which has a station located within the planning area.

The Wellborn Community is within Police Sector C and is divided into community policing Beat 80. The area is also served by the Code Enforcement division which monitors violations such as litter and property maintenance.

This area is home to two Baptist churches:

- Wellborn Baptist Church on FM 2154,
- Salem Missionary Baptist Church on Royder Road,

## Natural Features

The planning area is part of Neighborhood Park Zones 13 and 20, as well as Community Park Zones A and B. Within these park zones, the City maintains approximately 14 acres of park space, with none currently located within the planning boundaries. A privately owned and maintained park is currently located adjacent to the Wellborn Community Center and Wellborn Cemetery.

## PLANNING PROCESS

The Wellborn Community Plan was developed over the course of a year, beginning in late 2011. The process was broken into four phases, each with a specific function.

**Phase 1, Pre-Planning (November 2011 – January 2012):** The pre-planning phase was the first step in small area planning. This phase focused on the mechanics of getting a plan started and moving it forward. During this stage of the Plan, the boundaries were identified, a timeline established, existing conditions analysis was done, and public outreach efforts were identified.

**Phase 2, Existing Conditions and Planning Vision (February 2012 – November 2012):** This phase focused on data collection, public outreach, and determining the goals for the Plan. Five public meetings and 13 Wellborn Resource Team meetings were held during this time to educate the community on land use, zoning, thoroughfares, roles of the various city departments, the planning process and to develop the planning goals.

**Phase 3, Plan Development (November – February 2013):** This plan development phase focused on the development of the Plan chapters, utilizing the goals and existing conditions that were developed during the previous phase. Draft strategies and actions were developed to achieve the stated goals and were presented at three Wellborn Resource Team meetings. A Design Workshop was held to formulate a vision for the commercial corridor along F.M. 2154 and gateway sign elements. At the end of the process, an Open House meeting was held in March to present the draft Plan at an area-wide meeting and gauge acceptance of the proposed strategies.

**Phase 4, Adoption and Implementation (April 2013 and ongoing):** After adoption, implementation will be on-going for the duration of the time period of the Plan (ten years) and may be tracked on the Plan's website at: <http://www.cstx.gov/ndcplanning>.

## WELLBORN COMMUNITY PLAN DEVELOPMENT

### PUBLIC PARTICIPATION

Public input is critical in the planning process. Receiving information and feedback from the community enhances the process by allowing those who know the area best – the residents, property owners, and

business owners- to identify issues facing their community and possible solutions. Ample opportunity was provided for members of the community to voice their opinions on the direction of the community and discuss ways in which to change or maintain that direction and character of the area.

Feedback received during the planning process is provided as an appendix to the Plan (**Appendix C, Public Input Summary**).

### Community Plan Kick-off Meeting

The Wellborn Community Plan Kick-Off Meeting was held to introduce the planning process and provide information about City services. Maps of existing conditions within the planning area were displayed, including information such as development activity, traffic incidents, vacant property, and existing land uses. Those interested in becoming more involved in the planning process were encouraged to volunteer for the Wellborn Resource Team.

A survey was distributed during the Kick-Off Meeting. Those in attendance were asked to complete the survey to identify the most important issues facing the area. Information from the survey was used to determine discussion topics at future meetings.

The Kick-Off Meeting was held on February 6, 2012 at the Wellborn Community Center and was attended by approximately 75 residents and property owners from the area. The meeting was publicized to the community through postcards, signage posted throughout the planning area, the City's website, and information distributed to area organizations.

### Issues and Opportunities Meeting

A second area-wide meeting was held to collect more in-depth information about the issues that were identified through the survey at the Kick-Off Meeting. These issues included code enforcement, public safety, infrastructure, biking and walking, development, and preservation.

The Issues and Opportunities Meeting was held on April 10, 2012 at the Wellborn Community Center and was attended by over 29 residents and property owners. The meeting was publicized to the community through an email to Kick-Off Meeting attendees, signage placed in the area, and information on the City's website.

### Area Meetings

Two additional area-wide meetings were held to discuss proposed land



Fig. 1.2 – Kick-Off Meeting

use concepts and strategies, as well as parks, open space and corridor improvements. These meetings gave those citizens that were not involved with the Wellborn Resource Team an opportunity to provide feedback on proposals and concepts. From these meetings, feedback was discussed with the Wellborn Resource Team and any tweaks to plan documents would be made.

These two meetings were held on June 19, 2012 and November 13, 2012 at the Wellborn Community Center. These meetings were attended by approximately 20 residents and property owners for the June 19<sup>th</sup> meeting, and approximately 30 residents and property owners for the November 13<sup>th</sup> meeting. These meetings were publicized to the community through an email to contacts within the area, signage placed in the area, and information on the City's website.

### Design Workshop

The City hosted a Design Workshop in conjunction with area design professionals from the fields of Architecture, Landscape Design and Planning. The workshop was focused on gathering input and ideas from residents in order to provide a guiding vision for the look and character of the commercial areas along F.M. 2154, as well as the key entry points into the community. Residents, property owners, and business owners were invited to attend the one day workshop, which culminated in a public presentation the following day on the results of the workshop.

The Design Workshop was held at the Wellborn Community Center on February 18<sup>th</sup> and lasted the entire day. A public presentation was held at the Wellborn Community Center on February 19<sup>th</sup> to present the results and conceptual ideas that came about from the workshop. Overall, there were approximately 20 residents and property owners that took part in the workshop. The meetings were publicized to the community through a

direct mail out to all property owners, business owners and residents in the area, flyers posted at commercial businesses, area signage, information on the City's website and information distributed to the Wellborn Resource Team.

### Open House

A final area-wide Open House Meeting was held to present the draft Plan and receive feedback. Participants discussed recommended actions with City staff and Wellborn Resource Team members.

The final Open House meeting was held on March 5, 2013 at the Wellborn Community Center and more than 25 residents, property



Fig. 1.3 – Design Workshop

owners, and business owners were in attendance. The meeting was publicized to the community through a direct mail out to all property owners and residents in the area, area signs, and information on the City's website.

## RESOURCE TEAMS

The advice and expertise of two advisory teams were used throughout the planning process - the Planning Resource Team and the Wellborn Resource Team. These teams met to offer input and advice, and assist with the planning process, including public outreach.

### Planning Resource Team

The purpose of the Planning Resource Team is to provide technical assistance in planning and related fields, as well as oversight and guidance throughout the planning process. This team assisted in the development of the citizen engagement plan, plan timeline, outreach, facilitation of public meetings, and development of the Plan document. This team is made up of City employees within the Planning and Development Services Department. In addition, there were several other members of City staff that contributed or assisted in the development of the Plan.

Plan Manager – Matt Robinson, AICP, Senior Planner

Bob Cowell, AICP, CNU-A, Executive Director

Molly Hitchcock, AICP, Assistant Director

Lauren Hovde, AICP, Staff Planner

Venessa Garza, Greenways Program Manager

Kristen Hejny, Staff Assistant

Mandi Alford, Staff Assistant

Joe Guerra, AICP, PTP, Transportation Planning Coordinator

Barbara Moore, Neighborhood Services Coordinator

Jenifer Paz, Planning Technician

### Wellborn Resource Team

The Wellborn Resource Team consisted of approximately 20 individuals that included residents, property owners and business owners in and around the planning area. The team of volunteers typically met twice monthly and served as an advisory board for the Plan Manager during the planning process. Members provided feedback on the direction of the Plan and served as community champions for the Plan by encouraging their neighbors to become active and involved in the planning process.

David Alexander, Wellborn Area Property Owner

Jane Cohen, Wellborn Area Resident

Renee Evans, Wellborn Area Property Owner

Walter Evans, Wellborn Area Property Owner

Bob Fountain, Wellborn Area Resident

Carol Fountain, Wellborn Area Resident

Keith Franze, Wellborn Area Resident

David Gerling, Wellborn Area Resident \*(outside planning area)

Patricia Gerling, Wellborn Area Resident \*(outside planning area)

Darren Hartl, Wellborn Area Resident \*(outside planning area)

Linda Hale, Wellborn Area Resident

Dale Holocek, General Area Resident \*(outside planning area)

Mary Ann Nagyvary, Wellborn Area Resident

Alton Ofczarak, Wellborn Area Business Owner

Rich Risbon, Wellborn Area Business Owner

Sydney Risbon, Wellborn Area Business Owner

Lynn Ruoff, Wellborn Area Resident

Elizabeth Terry, Manager Wellborn Community Center

Kristin Schaefer, Wellborn Area Resident \*(outside planning area)

Craig Hall, Planning & Zoning Commission Representative

Mike Ashfield, Planning & Zoning Commission Representative

## PLAN CONTENTS

The Wellborn Community Plan includes four chapters, described below. Within the chapters, information related to citizen discussions that formed the Plan recommendations is included. Each chapter has a goal that is supported by a series of strategies and action items that reflect the work of the Wellborn Resource Team.

### Chapter 1: Introduction

This chapter describes the Wellborn Community and its unique history and outlines the neighborhood planning process.

## Chapter 2: Community Character

Community character relates to the stability, sustainability, and vitality of an area through the appropriate placement and interaction of land uses. The Community Character section of this chapter identifies the location of future land uses and appropriate locations for new development in order to create, protect, and enhance places of distinction throughout the community.

This chapter focuses on land use, development, and character preservation, with an established **Community Character Goal** for the Wellborn Community *to be a community of rural character positioned for contextually appropriate growth that embodies and sustains the uniqueness and history of the area.*

The strategies in this chapter focus on the creation of Wellborn specific zoning districts, the creation of commercial development standards that promote and continue the rural character of the area, and the designation of the Wellborn community as a place of distinction.

## Chapter 3: Mobility

Mobility addresses vehicular, bicycle, and pedestrian movements within and through an area. Whether for transportation or recreation, good connectivity improves the quality of life for neighborhood residents. The purpose of mobility in the planning process is to ensure that all modes and routes of transportation are safe and reliable, and minimize congestion on the road system including an adequate and efficient street network, designated bike routes, and a sufficient sidewalk network.

This chapter focuses on the function and design of streets, accessibility, and pedestrian and bicycle safety, with an established Mobility Goal for the Wellborn Community *to promote a multi-modal transportation network that responds to the low density, rural context of the community.*

The strategies in this chapter focus on maintaining the character of the existing street network, increasing vehicle safety adjacent to the railroad, intersection improvements, and increasing pedestrian and bicycle safety and accessibility.

## Chapter 4: Implementation

The final chapter includes all of the strategies and actions that are proposed in the Plan. The plan implementation period is six to ten years. Specifically, this chapter assigns the estimated cost of implementing a particular strategy, a timeframe for when the strategy will be implemented, and the entity that is responsible for implementing the strategy.