



CITY OF COLLEGE STATION
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WELLBORN DISTRICT PLAN

Adopted October 12, 2023

Contents

- 5 CHAPTER 1
Plan Foundation
- 11 CHAPTER 2
Distinctive Places
- 18 CHAPTER 3
Integrated Mobility
- 27 CHAPTER 4
Plan Implementation
- 31 APPENDIX A
Existing Conditions
- 53 APPENDIX B
Public Engagement Summary





Contents

MAPS

- 14* Map 2.1: Future Land Use & Character Map Modifications
- 21* Map 3.1: Thoroughfare Plan Modifications
- 23* Map 3.2: Bicycle Plan Modifications
- 24* Map 3.3: Pedestrian Plan Modifications
- 34* Map A.1: Existing Land Use
- 35* Map A.2: Existing Zoning
- 38* Map A.3: Code Enforcement Case Density
- 40* Map A.4: Development Activity
- 43* Map A.5: Existing Thoroughfare Plan
- 44* Map A.6: Existing Bicycle Plan
- 45* Map A.7: Existing Pedestrian Plan
- 47* Map A.8: Crash Density
- 49* Map A.9: Water Service Areas
- 50* Map A.10: Wastewater Service Areas
- 51* Map A.11: Electric Service Areas
- 52* Map A.12: Floodplain



Contents

FIGURES

- 6** Figure 1.1: Wellborn District Boundary
- 7** Figure 1.2: Planning Process
- 16** Figure 2.1: Rural Community Concept
- 16** Figure 2.2: Central Sign Element Concept

TABLES

- 30** Table 4.1: Implementation Matrix
- 37** Table A.1: Code Enforcement Cases, 2012-2022
- 39** Table A.2: Development Activity, 2012-2022



1 PLAN FOUNDATION

The Wellborn District Plan is an updated planning effort built upon the Wellborn Community Plan's foundation, which established a vision and planned for coordinated actions from 2013-2023. Updating this small area plan offers the opportunity to take a closer look at the Wellborn area within the City of College Station, develop area-specific approaches to implementing the Comprehensive Plan, and directly engage with residents on the future of their area.

This update covers 2023-2033 and serves as a statement of the Wellborn community's vision for the future. It provides goals and actions on a broad range of topics and provides strategic direction to maintain the rural character of Wellborn while managing small-scale growth and maintaining a high quality of life.

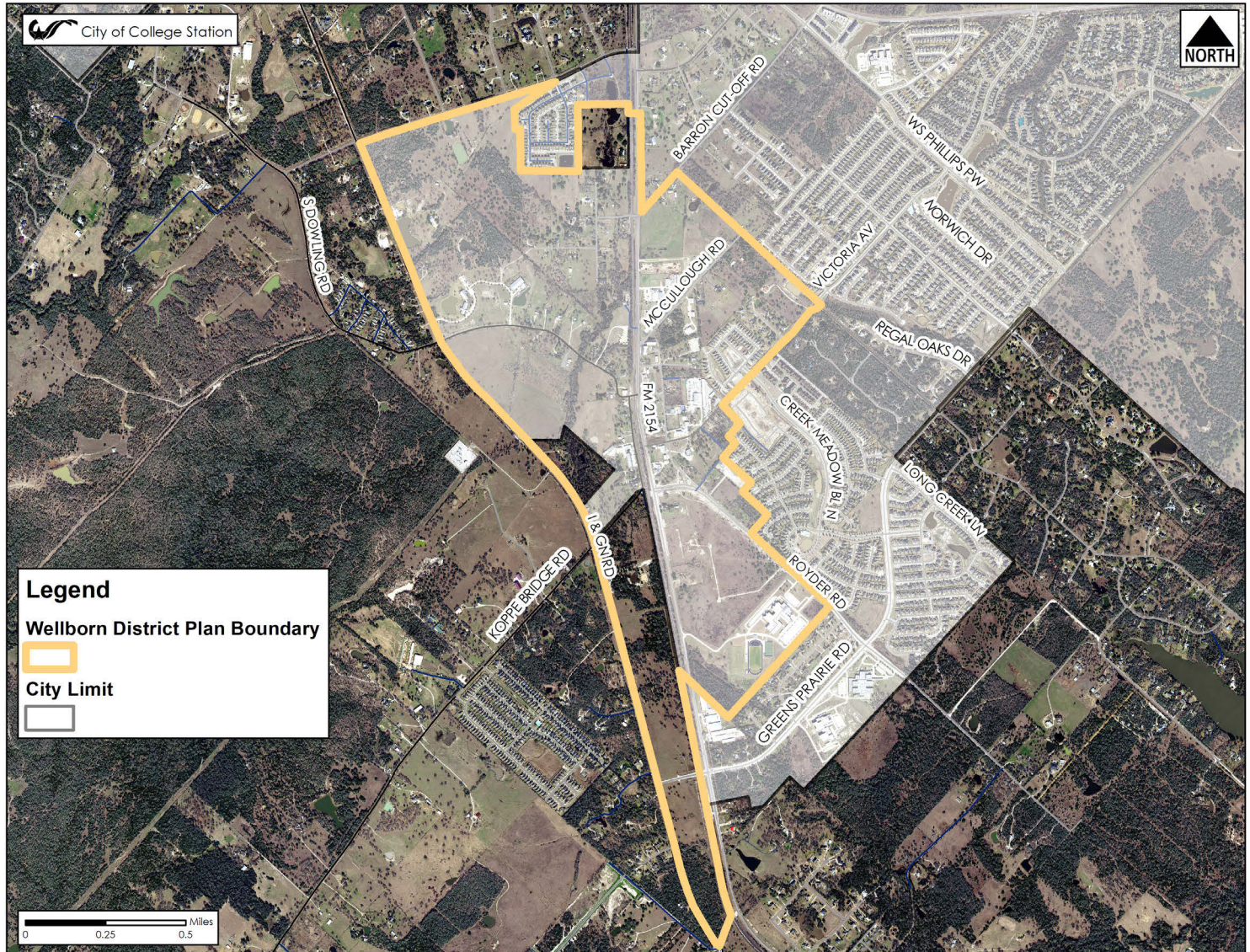
In October 2033, on the 10-year anniversary of this plan's adoption date, the plan is officially retired and serves as a historical reference only. Subsequently, the City of College Station can choose to analyze whether a renewed planning effort is warranted or whether the goals of this plan have been satisfactorily implemented. Similarly, with the adoption of this updated plan in 2023, the original Wellborn Community Plan is retired and serves as a historical reference.

ADOPTED OCTOBER 12, 2023

Planning Area

The Wellborn District is located in the southwestern portion of the city and includes much of what remains of the historic Wellborn community. The planning area is made up of over 929 acres and is bounded by I&GN Road, Victoria Avenue, Royder Rd, Barron Cut-off Road, and Capstone Drive as shown in **Figure 1.1: Wellborn District Boundary**. This area includes a mix of ranch and acreage lots, with commercial uses located along the primary thoroughfare (FM 2154). There are approximately 470 residents who live within the planning boundary.

Figure 1.1: Wellborn District Boundary



The area was annexed into the City of College Station in 2011. That process was contentious, and the development of the original Wellborn Community Plan following annexation provided residents, landowners, and business owners the opportunity to help shape the plan's focus on preserving the rural and historical character of Wellborn. The planning area for the 2013 plan, as well as this 2023 update, covers the annexed areas and adjacent properties that are under non-annexation development agreements. In 2022, a small area plan audit found that about 60% of the actions of the Wellborn Community Plan were completed.

Plan Creation

RELATIONSHIP TO THE COMPREHENSIVE PLAN

The need to update the Wellborn Community Plan was identified by community members, City staff, the Planning and Zoning Commission, and the City Council during the evaluation and adoption of the Comprehensive Plan in 2021. Many participants of that process acknowledged continued development pressures in the area and that small-scale growth in limited areas may be appropriate. The Comprehensive Plan calls for the renewed planning effort in the Wellborn area and Comprehensive Plan Action 2.2 directs staff to prioritize and undertake detailed plans for priority neighborhoods, districts, corridors, or redevelopment areas. The Wellborn District Plan update was identified as a high priority project by the Planning and Zoning Commission and the City Council. This is the second small area plan to be adopted under the 2021 City of College Station Comprehensive Plan.

PLANNING PROCESS



In November 2022, City staff began compiling existing conditions data of the planning area to identify changes in the area and trending conditions in preparation for the first public meetings. A key component of plan creation is ensuring that the residents within the area are involved in developing the vision for the planning area. Through this planning effort, residents were engaged multiple times between January and August 2023. There were a total of six area-wide meetings for this planning effort, five of which were in-person, and one was held virtually. Each meeting progressed further into the planning process and asked residents to provide feedback on a range of topics.

The beginning phase included community visioning and brainstorming for the future of Wellborn. During the Phase 1 meetings, participants were asked to evaluate the existing plan goal statements, the strengths of the area that should be maintained, and any potential changes. One of the initial topics of concern was the planning boundary. City staff analyzed a larger boundary than the original Wellborn Community Plan to holistically assess the pressures placed on the community including traffic, congestion, housing density, and demand for utilities. While the original boundary is being honored within this updated plan, residents within and around the planning area participated in the planning effort, and all feedback was considered during this plan update. There are a few established neighborhoods that border the Wellborn planning boundary – Creek Meadows subdivision, Sweetwater Forest, and Estates at Royder to name a few.

City staff organized the Phase 1 comments into broader categories that helped inform the second phase of public engagement, as well as revised the goals based on resident feedback. The Phase 2 meetings focused on defining what rural character looks like within Wellborn, where different land uses should be located, and began to draft actions that will help implement the goals. City staff hosted an additional meeting during Phase 2 to focus on infrastructure within the district including water and wastewater provision and service limitations, capital projects within the area, and the ongoing FM 2154 widening project being led by the Texas Department of Transportation (TxDOT).

While a separate project, the FM 2154 widening project was a topic of interest and concern to many meeting participants throughout the first two rounds of public engagement. As such, City staff invited TxDOT representatives to two area-wide meetings to provide more details about the widening project and to hear directly from community members. City staff wrapped the first two phases of the planning effort by conducting workshops with the Planning and Zoning Commission and City Council to explain the process and public input received thus far and ask for input and direction. The City Council directed staff to maintain the original boundaries of the Wellborn plan based on public input.

The third and fourth stages of the planning effort involved proposed changes to the Comprehensive Plan's Future Land Use & Character Map and Thoroughfare Plan, and the Bicycle, Pedestrian, and Greenways Master Plan maps and testing those proposed changes with meeting participants. Staff then worked to incorporate resident feedback and finalize the plan document and its associated map.

The final stage of this planning effort included meetings with the Bicycle, Pedestrian, and Greenways Advisory Board, the Planning and Zoning Commission, and City Council. The final plan was presented to the board and commission for their recommendation. The plan, along with the recommendations from the board and commission, was forwarded to the City Council for final adoption. After adoption, plan implementation will occur over the planning horizon through City investments in infrastructure and programs, changes in regulations and policies that support Wellborn's rural character, and private development decisions.

PROJECT TEAMS

Every planning effort requires coordination between community members, stakeholders, staff, and appointed and elected officials. This planning effort engaged a working group of volunteers, City staff, the Planning and Zoning Commission, the City Council, and the general public to build the plan's vision, goals, and actions. Members of the various project teams are identified in the Acknowledgements at the end of the plan.



Staff Resource Team

The Staff Resource Team consisted of representatives from each department within the City to shepherd the plan and offer internal coordination opportunities. The Staff Resource Team met after each phase of the project to talk through any new information or decisions and confirm the roadmap for the next phase of the project.

Planning & Development Services Resource Team

The Planning & Development Services Resource Team was comprised of staff from each of the divisions within the Planning & Development Services department to provide periodic updates and prepare for meetings with the Staff Resource Team and Working Group. This team met every other month in addition to bi-weekly check-ins on progress.

Working Group

The Working Group was a group of individuals who volunteered to help City staff determine the direction of the plan and provide more focused input throughout its creation. The group was comprised of 37 property and business owners and residents within or around the planning area. Participants learned about small-area planning, offered direction on specific components of the plan, and served as ambassadors for the project in their community circles. The group met four times during the planning process to provide guidance to staff and feedback in advance of the area-wide meetings. This group also helped to advocate for the original Wellborn community and its history.



Plan Goals & Structure

The Wellborn District Plan is of interest to community residents, investors, developers, business owners, and others interested in how the district will respond and adapt over the next 10 years. The plan is divided into topic-based chapters that each contain a specific goal, corresponding actions, narrative, and maps that provide direction to realize the community's vision.

CHAPTER 1: PLAN FOUNDATION

The first chapter details the history and context of the plan area and provides an overview of the planning process and the public participation opportunities.

CHAPTER 2: DISTINCTIVE PLACES

GOAL: Preserve the core rural character of Wellborn with small-scale growth that enhances the uniqueness and history of the area.

This chapter establishes planning strategies for future small-scale growth and appropriate development while balancing the community's desire to maintain the rural roots of the Wellborn area.

CHAPTER 3: INTEGRATED MOBILITY

GOAL: Promote a safe, efficient, and connected mobility system that encourages transportation options while recognizing the lower density of the district.

This chapter ensures the development of a cohesive and context-sensitive mobility network for all users within the district. This includes contextually appropriate integration of shared-use paths, road connections, and other changes identified through the planning process.

CHAPTER 4: PLAN IMPLEMENTATION

The final chapter establishes accountability for the execution of this plan and guides the necessary processes that come with plan implementation. It collates the plan actions from the previous chapters and identifies implementation priorities and strategies.





2 DISTINCTIVE PLACES

GOAL

Preserve the core rural character of Wellborn with small-scale growth that enhances the uniqueness and history of the area.

Purpose

This chapter provides guidance for the preservation of the rural character of the Wellborn District. Future development within the area should fit within the established community vision for limited growth in appropriate areas that enhance the historic, rural feel of the community. The Wellborn District Plan accomplishes this by retooling the Wellborn zoning districts as design districts that enhance the rural character and further identifies opportunities for improvements that the City can implement in tandem with private development decisions. Input from the district's residents and business owners identified a desire to preserve the natural and historical features of the original Wellborn community while also allowing small-scale development opportunities. Therefore, this plan places a high priority on maintaining the rural character of the district.



Community Preservation & Design

The historic Wellborn area dates to before the City of College Station was established. While most historical sites have been demolished over the years, there is a desire from the community to capture and highlight the community's roots. Effective design helps to create places of distinction – places worth remembering and protecting – and contributes significantly to the quality of life.

During the public engagement for this plan, participants expressed a desire to maintain larger residential lots to preserve the natural open space within the community as well as commercial buildings that have a unified design representative of the original ranch and homestead-style architecture seen within the area. This character has been captured through the Wellborn zoning districts that were established in 2016 after the adoption of the Wellborn Community Plan. These zoning districts are described in further detail later in this chapter. After hearing concerns from participants regarding certain aspects of the current zoning districts, this planning effort identified that the Wellborn zoning districts should become a design district within the Unified Development Ordinance (UDO), which could further require certain design elements for buildings within the planning boundary. Plan participants also made several comments about property owners not following municipal codes. A design district helps with community place-making and builds cohesion. Combining the design district with additional educational efforts increases the likelihood of compliance with the City's standards.



Future Land Use

Future land use serves as a guide for how all property within the city may develop in the future. Each future land use category contains a character-based description and overall intent of the category, along with generally appropriate zoning districts that help achieve the desired character.

In determining appropriate land use classifications, the existing land use and character were considered. The planning processes included discussions that prompted participants to identify land uses they would like to see within the planning boundary. The result of those discussions is the proposed modifications to the Comprehensive Plan Future Land Use & Character Map listed below and shown visually within **Map 2.1: Future Land Use & Character Map Modifications**.

FUTURE LAND USE MODIFICATIONS

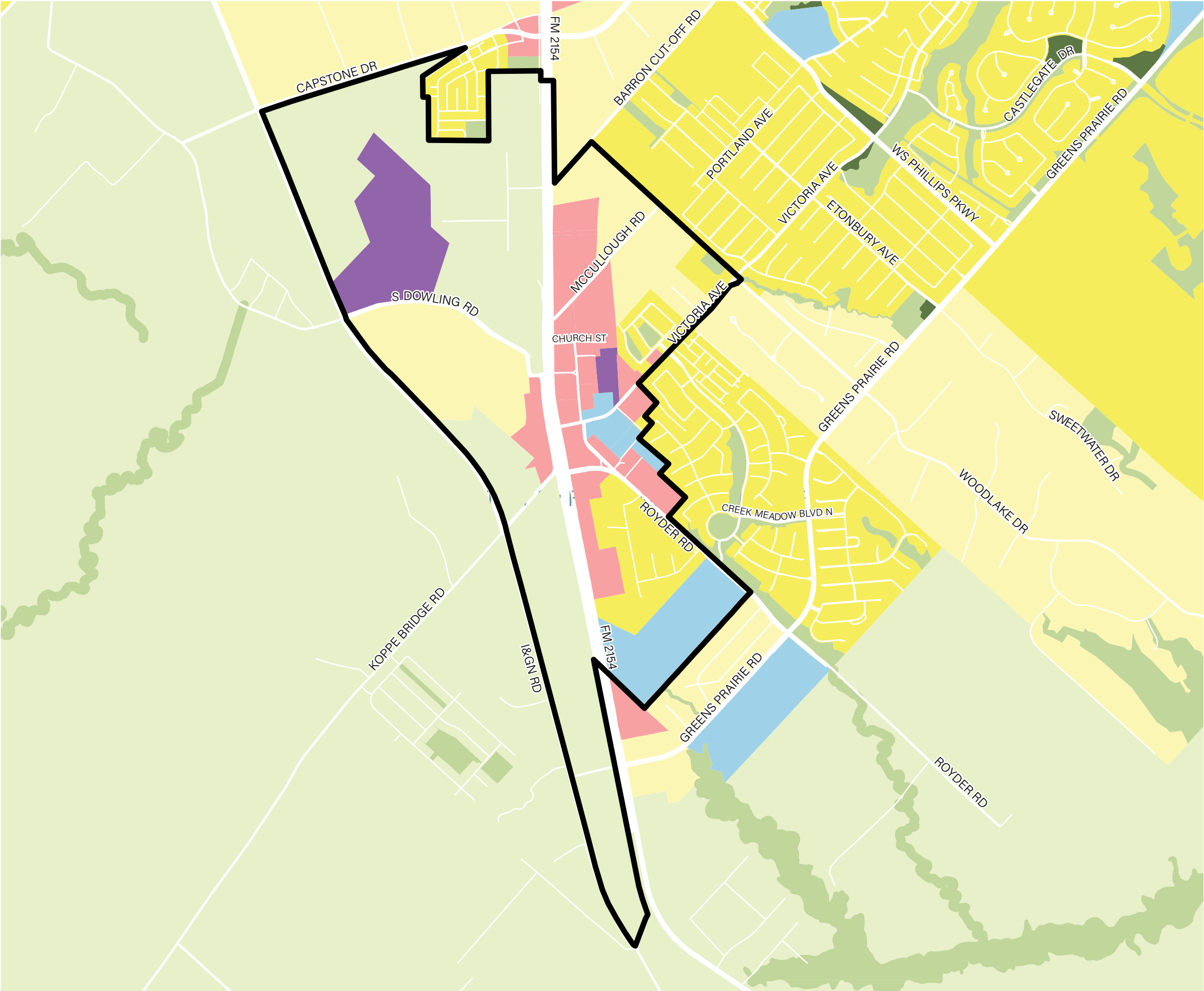
After the adoption of the Wellborn Community Plan in 2013, ten future land uses were created and implemented for the Wellborn planning area. In subsequent years, many stakeholders – including residents, business owners, developers, staff, and appointed and elected officials alike – noted that the granular level of Wellborn future land use categories was overly specific and unintentionally functioned in a “pre-zoning” fashion, requiring that most zoning change requests also involve a future land use change request. During the 2021 update to the Comprehensive Plan, there were no changes to the Wellborn future land uses, as this planning effort was anticipated to begin shortly after the updated Comprehensive Plan was adopted.

With the adoption of this Wellborn plan update, the modifications help align the future land uses categories to other parts of College Station and the City’s updated Comprehensive Plan. The future land uses within the Wellborn District now include Neighborhood Commercial, Suburban Residential, Estate Residential, Rural, Business Center, Institutional/Public, and Natural & Open Areas. These are represented visually in **Map 2.1 Future Land Use & Character Map Modifications**, and the category descriptions and associated zoning district(s) that are generally appropriate are found within the City’s Comprehensive Plan.

In addition to the map edits, there are revised future land use category descriptions within the Comprehensive Plan to better embrace the Wellborn area and its desired rural character. The edits include indicating that only the Wellborn zoning districts – WC Wellborn Commercial, WRS Wellborn Restricted Suburban, and WE Wellborn Estate – as well as the BP Business Park, BPI Business Park Industrial, CI Commercial Industrial, R Rural, and NAP Natural Areas Protected zoning districts are permitted zoning districts within the Wellborn District boundary. The specificity for Wellborn-only zoning controls remains and is embodied within the Wellborn zoning districts, which will be retooled into a Wellborn design district as an action within this plan.

*Future Land Use
& Character Map
Modifications*

- NEIGHBORHOOD COMMERCIAL
- BUSINESS CENTER
- SUBURBAN RESIDENTIAL
- ESTATE RESIDENTIAL
- RURAL
- INSTITUTIONAL/PUBLIC
- PARKS & GREENWAYS
- NATURAL & OPEN AREAS
- DISTRICT BOUNDARY



Zoning

The Wellborn Community Plan called for the creation of several zoning districts specifically for the Wellborn area. This led to the creation of three zoning districts: WC Wellborn Commercial, WRS Wellborn Restricted Suburban, and WE Wellborn Estate. While the Wellborn Community Plan also called for the creation of additional zoning districts, such as Wellborn Business Park, other citywide zoning districts were created and determined to meet the goals of the Wellborn Community Plan as well as the needs of the city as a whole.

As of the writing of this plan, the Wellborn zoning districts are all being utilized in the Wellborn District. However, there are also zoning districts present in the planning area that are not Wellborn-specific districts; most of these properties were zoned before the creation of the Wellborn zoning districts in 2016. Additionally, when an area is annexed into the City of College Station it is automatically designated as R Rural, regardless of the existing or future land use. As much of this district has not been redeveloped since the area was annexed in 2011, most of the land within the planning area still reflects the R Rural zoning designation.

As mentioned, this updated plan and the associated revisions to the Comprehensive Plan and its Future Land Use & Character Map will continue to support the need for Wellborn-specific zoning districts and will incorporate them into a Wellborn design district as an action in this plan.



District Image Corridors & Gateways

IMAGE CORRIDORS

Image corridors are predominantly found on routes that many residents and visitors travel and can have a great impact on the character of the surrounding area. Within the Wellborn District, FM 2154 serves as the primary image corridor due to the high volume of individuals who use this roadway daily. Landscaping, streetscaping, decorative markers, and themed wayfinding signs should be uniformly utilized within this corridor to further enhance the character of the district.

During the creation of the original Wellborn Community Plan, residents, property owners, and business owners participated in a design workshop to help visualize the rural character and history of Wellborn. With the community created around the Union Pacific railroad location, participants felt it was a key component that should be utilized in the creation of any identifying features to ensure that the rustic country feel was not lost. Those sentiments were identical during the plan update process.

The results of the design workshop focused on creating a more pedestrian-friendly, village-type environment with small-scale businesses located along Live Oak Street, as shown in **Figure 2.1: Rural Community Concept**. Of note was the desire to have existing and new businesses still generally front toward FM 2154 and the railroad, but to incorporate side streets, front and rear building access, and to avoid having continuous backs of buildings along the primary thoroughfare of the community. As mentioned, participants a decade ago and today expressed a desire to embrace the community's rural roots and history with the railroad. The vision to reorient toward Live Oak Street remains within this updated plan. Plan actions such as revising the land uses, extending Live Oak Street to connect to McCullough Road, and revising and implementing design district standards will help realize this vision for a new "main street" within the Wellborn community.

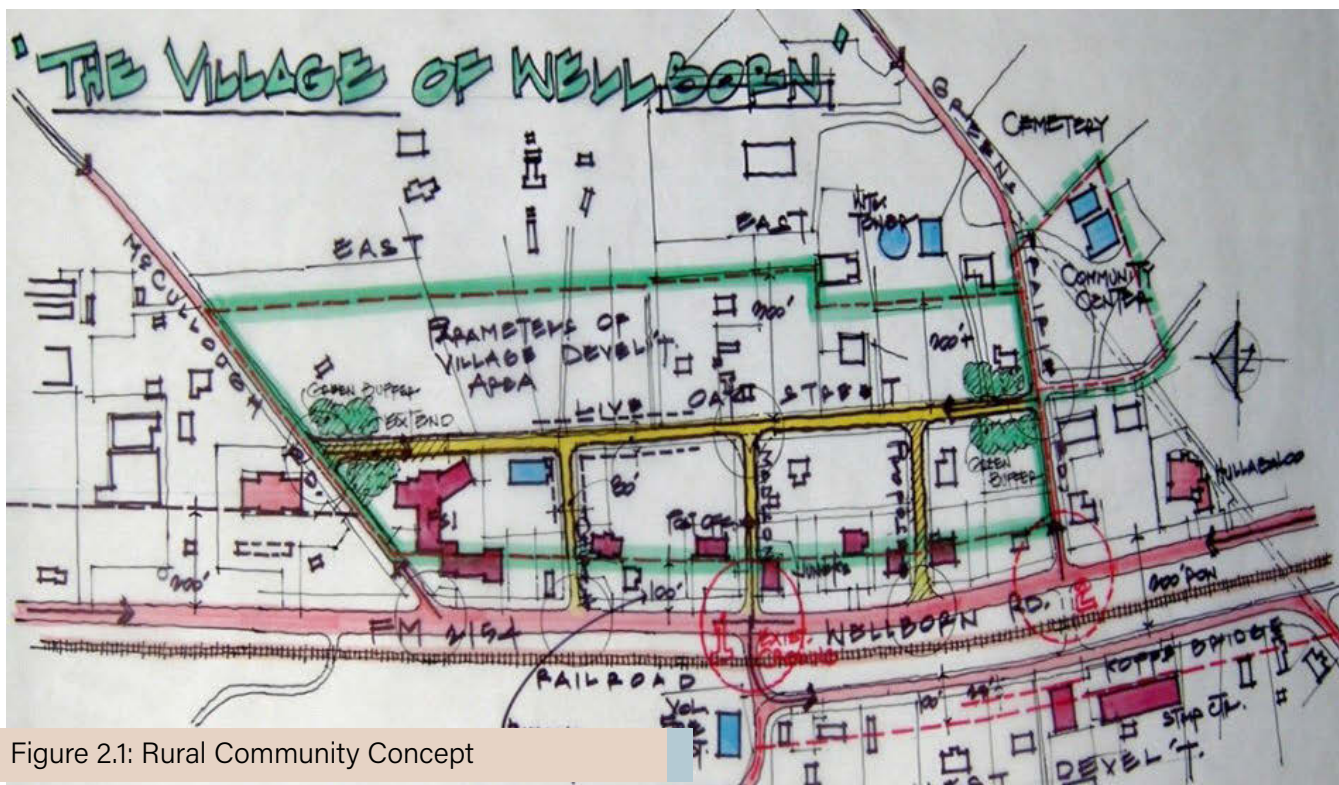


Figure 2.1: Rural Community Concept

GATEWAYS

The Wellborn District acts as the southwestern gateway into the city where visitors have a first glimpse of College Station and the district's identity. Participants identified that they would like elements, such as street sign toppers and wayfinding signs, to establish a unified feel and sense of place within the district. Identifying features for gateway elements should incorporate items that reflect the rural and railroad history of Wellborn such as railroad ties, fences, and hitching posts.

Primary gateway elements should be placed generally around the Barron Cut-Off Road and FM 2154 intersection, and south of the Greens Prairie Road and FM 2154 intersection. To tie the gateway and identifying elements together, unified plantings that lead from the gateway elements to the central point of the community should be utilized. Ultimately, these could lead to a larger sign element that could be placed within the core of the community, generally located around the Post Office. This sign element could convey historical information about Wellborn and be used as a central gathering place. This was visually represented during the Wellborn Community Plan's creation, as shown in **Figure 2.2: Central Sign Element Concept.**



Figure 2.2: Central Sign Element Concept.

Strategic Actions

- DP.1 Amend the Comprehensive Plan Future Land Use & Character Map and corresponding categories to incorporate the recommended modifications for Wellborn.** This includes retiring the prior Wellborn land uses, assigning future land uses as determined through this planning process, and revising the appropriate future land use categories to specify where the Wellborn-specific zoning districts are the only zoning districts allowed within the plan boundary.
- DP.2 Retool the Wellborn zoning districts into a design district in the Unified Development Ordinance.** To highlight the unique character of developments within the Wellborn District, the Wellborn-specific zoning districts should be reworked into a design district. The zoning standards should also be evaluated to determine if additional modifications are needed to enhance the rural character of Wellborn.
- DP.3 Create a village center around Live Oak Street to facilitate the area becoming the new “main street” for the Wellborn District.** Revising the future land uses, extending Live Oak Street to connect to McCullough Road, implementing the revised design district standards and other appropriate place making strategies will help realize the vision for a new “main street” one block away from FM 2154. This change may also help spur additional small-scale commercial development along Live Oak Street.
- DP.4 Work with residents and business owners to assess the potential need, benefit, and structure of creating a Wellborn District Association.** A Wellborn District Association comprised of local residents and business owners could collectively initiate actions to improve the Wellborn District and coordinate local events. Having an association registered with the City facilitates information sharing and courtesy notifications, including updates on development activity and City projects within the district.
- DP.5 Work with community stakeholders to create identification and gateway signage.** These placemaking features should have details that reflect the community's rural context. Consider including a central gateway element near the Post Office. City staff should collaborate with stakeholders on funding and location opportunities for improvements that highlight the Wellborn District identity.
- DP.6 Create opportunities for residents and visitors to engage with the history of the Wellborn District.** This could also extend to a citywide scale to analyze the market needs for additional retail, commercial, and hospitality uses throughout the community.
- DP.7 Conduct enhanced outreach and educational efforts about local ordinances, Code Enforcement, and the SeeClickFix program.** To expand the spread of information and encourage compliance with the Code of Ordinances, Code Enforcement officers could proactively share educational materials or host workshops in the Wellborn District.





3 INTEGRATED MOBILITY

GOAL

Promote a safe, efficient, and connected mobility system that encourages transportation options while recognizing the lower density of the district.

Purpose

This chapter provides guidance for a contextualized mobility system in the Wellborn District that considers the needs of all users. A safe, efficient, and connected mobility system addresses vehicular, bicycle, and pedestrian movements within and through the area. The Wellborn District Plan accomplishes this by providing a street network to meet the capacity of the area and designated off-street bicycle and pedestrian facilities. During the public engagement for the plan, participants shared their desire for a mobility system that supports appropriate densities, includes safe and well-connected infrastructure, and is more user-friendly for all modes of mobility.



Thoroughfares

The Thoroughfare Plan within the Comprehensive Plan establishes a network of major streets comprised of collectors, arterials, and freeways that include various bicycle and pedestrian facilities. It is one of the two major planning components for the mobility system within the City of College Station. The Thoroughfare Plan uses the future land use designations in the Comprehensive Plan Future Land Use & Character Map to identify the future needs of the mobility system based on anticipated development patterns.



FUTURE STREET NETWORK

The street network within the district consists of more than eight miles of existing streets with just over 0.5 miles of private streets. The future street network for the Wellborn District proposes one minor change to the Thoroughfare Plan; otherwise, the existing road network in addition to the Thoroughfare Plan is anticipated to be able to handle the needs of the planning area and surrounding area as they build out.

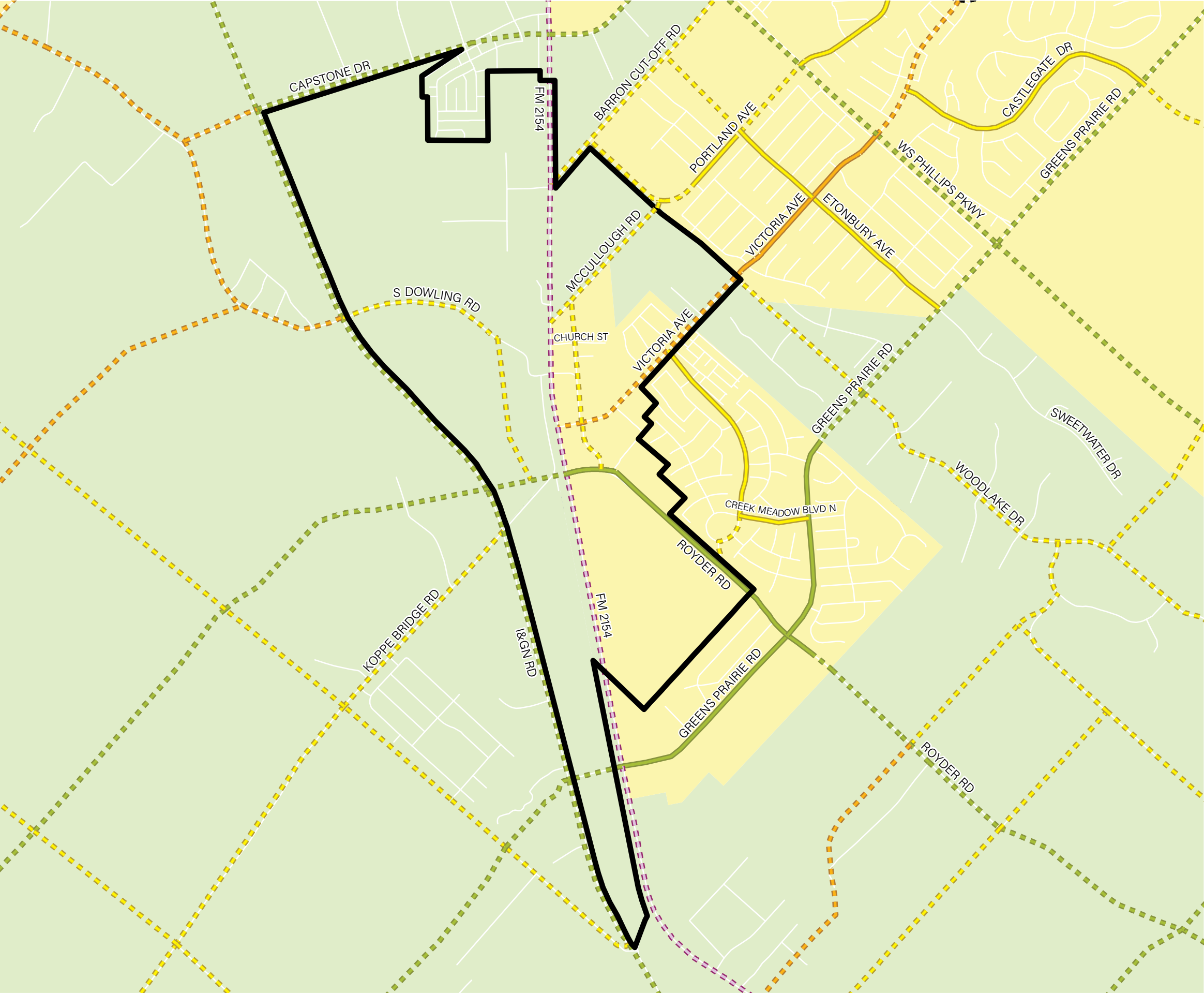
While the City of College Station builds and maintains many of the roads within the planning area, the Texas Department of Transportation (TxDOT) collaborates with the City on plans, improvements, and maintenance for Wellborn Road (Farm-to-Market Road 2154 or FM 2154). One of the major discussion points that came up during the public engagement of this plan update was the FM 2154 widening project that was being designed when the planning effort started. The existing FM 2154 is a two-lane rural highway with center turn lanes in some areas and is proposed to be widened to be a 4 Lane Major Arterial. There were concerns regarding this expansion, including the replacement of center turn lane areas with controlled left turns and raised medians. Participants mentioned the potential impact on access to businesses along the corridor to receive products and customers if there is not adequate access.

As a response to these concerns, City staff communicated resident concerns regarding the widening of the corridor to TxDOT and collaborated with them to have TxDOT representatives at several public meetings, empowering meeting participants to speak directly with TxDOT. The design of the corridor, at the time of this plan, has not been completed and TxDOT is continuing to evaluate the design and interact with area property owners and stakeholders to determine what revisions to the design may be needed.

MODIFICATIONS TO THE THOROUGHFARE PLAN

Small area planning efforts enable a closer look into an area's needs and identify potential changes within the Thoroughfare Plan. Based on participants' desire for a safe and well-connected roadway system, there is one change to the Thoroughfare Plan, which is outside the plan boundary but will provide access for people in and around the planning area. Currently, there is a proposed connection between McCullough Road and Brewster Drive. However, there is only one planned north/south connection along McCullough Road and Brewster Drive between FM 2154 and WS Phillips Parkway. Thus, a 2 Lane Minor Collector connection is proposed between the proposed extension of McCullough Road and Brewster Drive and Barron Cut-Off Road. This road would likely be constructed by the developer when the development of the parcel occurs. This future connection to Barron Cut-Off Road will be the through movement of the Brewster Drive extension and provide the suburban style development to the east of planning area an alternate route to FM 2154 other than McCullough Road.

Thoroughfare Plan
Modifications



- FREEWAY/EXPRESSWAY
- PROPOSED FREEWAY/EXPRESSWAY
- 6 LANE MAJOR ARTERIAL
- PROPOSED 6 LANE MAJOR ARTERIAL
- 4 LANE MAJOR ARTERIAL
- PROPOSED 4 LANE MAJOR ARTERIAL
- MINOR ARTERIAL
- PROPOSED MINOR ARTERIAL
- MAJOR COLLECTOR
- PROPOSED MAJOR COLLECTOR
- MINOR COLLECTOR
- PROPOSED MINOR COLLECTOR

CONTEXT ZONES

- SUBURBAN
- RURAL

DISTRICT BOUNDARY



Bicycle & Pedestrian Facilities

The Bicycle, Pedestrian, and Greenways Master Plan is the other major planning component for the mobility system within the City of College Station. Written in 2010 and updated in 2018, the plan provides guidance for and lays out improvements for bicycle and pedestrian facilities throughout College Station. The Bicycle, Pedestrian, and Greenways Master Plan identifies opportunities for improved connectivity for on- and off-street facilities as roadway projects are pursued. Within the Wellborn Community Plan (2013), there were several modifications made to the Bicycle, Pedestrian, and Greenways Master Plan to reduce the number of bicycle and pedestrian facilities to meet the citizen vision of rural section roadways.

The future facility network is comprised of more than 3 miles of existing on- and off-street bicycle facilities, off-street shared-use paths, and sidewalks, with over 5 miles of proposed facilities. Several changes are proposed by this plan to meet the needs of the planning area based on feedback received during the planning effort.

MODIFICATIONS TO THE BICYCLE, PEDESTRIAN, AND GREENWAYS MASTER PLAN

Small area planning efforts enable a closer look into an area's needs and identify potential changes within the Bicycle, Pedestrian, and Greenways Master Plan. Through feedback received during the planning effort, several changes to the bicycle and pedestrian facilities are proposed within the area as a part of this planning effort.

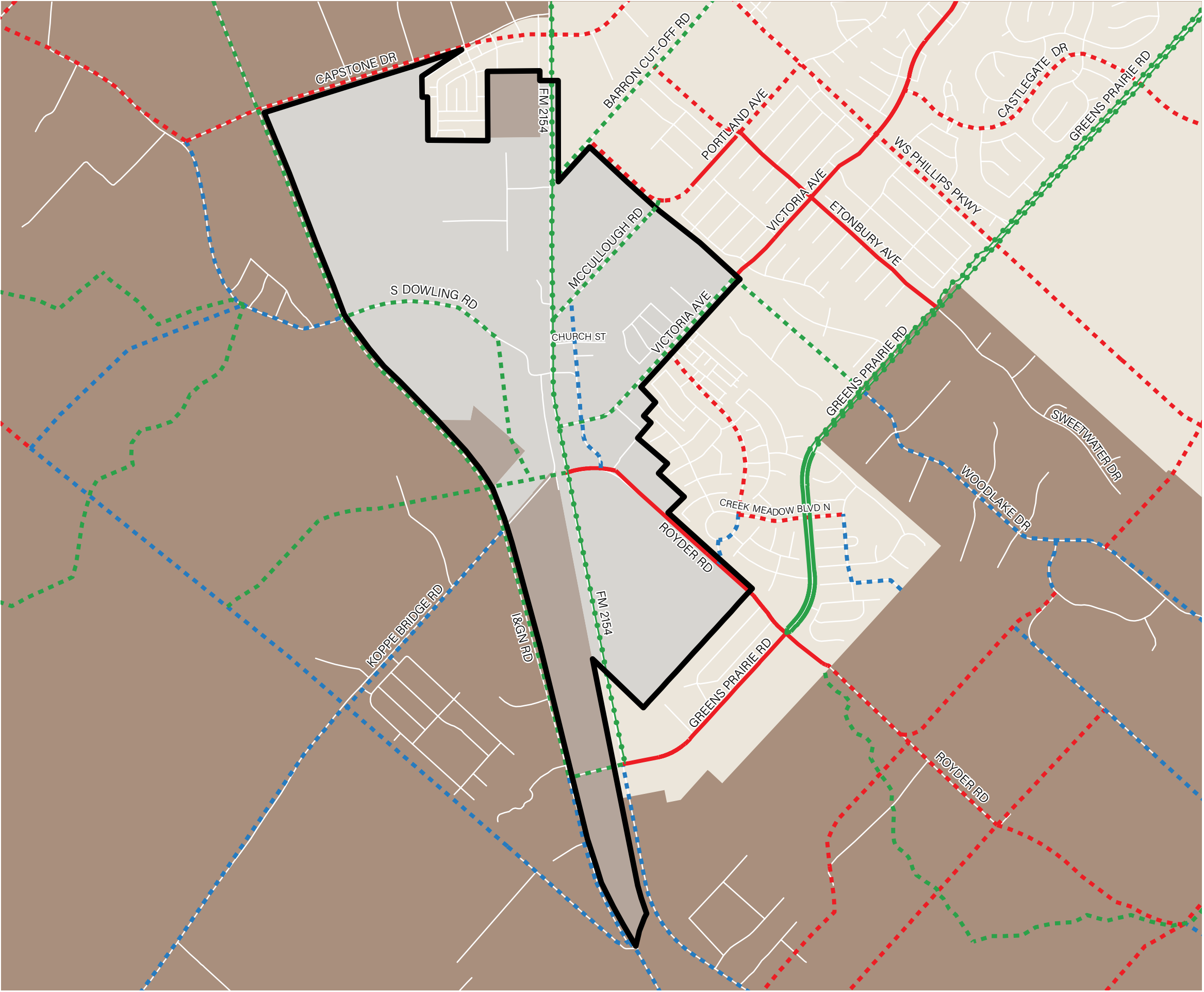
First, the majority of changes relate to planned bicycle facilities (typically bicycle lanes) and planned sidewalks being replaced with planned shared-use paths. Participants emphasized the desire for shared-use paths rather than separate sidewalks and bicycle lanes to reduce the amount of paved area along streets and maintain a more rural feel within the planning area. Shared-use paths enable pedestrian connectivity options while reducing the impact to the rural character of the area. Due to the design of rural roads, there would be more separation between pedestrians utilizing the shared-use paths and vehicles utilizing the street which also addresses safety concerns of having pedestrian facilities close to the street. The streets proposed to have a shared-use path are:

- I&GN Road from Rock Prairie Road West to Greens Prairie Road;
- South Dowling Road from I&GN Road realigned to the future Royder Road extension;
- Barron Cut-off Road from FM 2154 to WS Phillips Parkway;
- Victoria Avenue from FM 2154 to Woodlake Drive;
- Woodlake Drive from Victoria Avenue to Greens Prairie Road;
- Royder Road from Dymple Lane to FM 2154; and
- Greens Prairie Road from I&GN Road to FM 2154.

To provide additional connectivity to the existing system within and around the planning area, two new shared-use paths are proposed to provide a more complete network. First, along with the improvements to the FM 2154, TxDOT intends to construct a shared-use path. Adding this to the Bicycle, Pedestrian, and Greenways Master Plan acknowledges the new facility. Second, there is a new connection proposed along McCullough Road to connect the shared-use path along FM 2154 to Live Oak Street and the extension of Brewster Drive. Given the rural context, it is expected that a shared-use path would be provided only on one side of these roadways. All of these changes to the Bicycle, Pedestrian, and Greenways Master Plan would be constructed by development as it occurs or by the City through capital projects in the future.

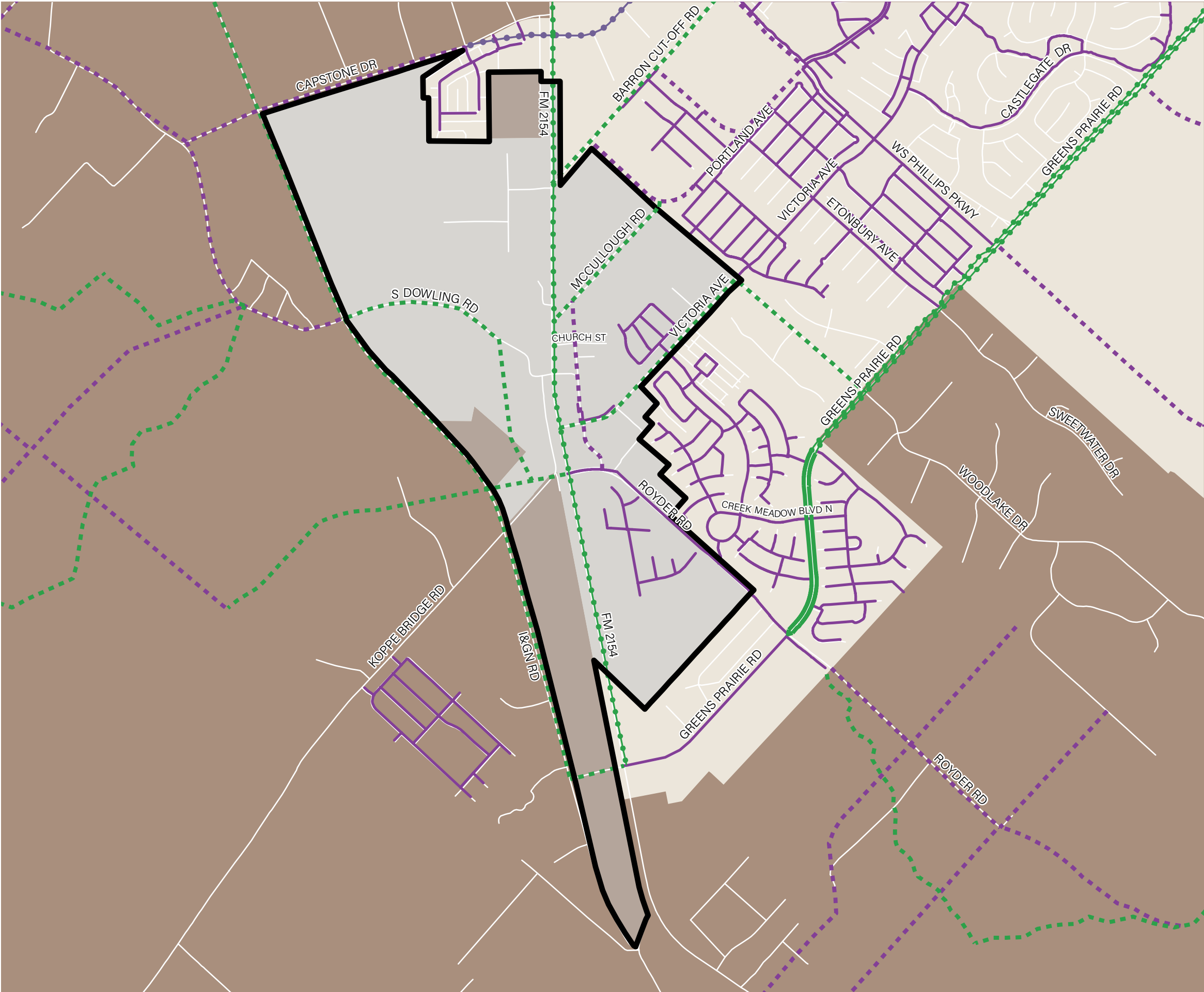
*Bicycle Plan
Modifications*

- BIKE LANE EXISTING
- BIKE LANE FUNDED
- BIKE FACILITY PROPOSED
- BIKE ROUTE EXISTING
- BIKE ROUTE PROPOSED
- SHARED-USE PATH EXISTING
- SHARED-USE PATH FUNDED
- SHARED-USE PATH PROPOSED
- GRADE SEPARATION EXISTING
- GRADE SEPARATION FUNDED
- GRADE SEPARATION PROPOSED
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ



*Pedestrian Plan
Modifications*

- SIDEWALK EXISTING
- SIDEWALK FUNDED
- SIDEWALK PROPOSED
- SHARED-USE PATH EXISTING
- SHARED-USE PATH FUNDED
- SHARED-USE PATH PROPOSED
- GRADE SEPARATION EXISTING
- GRADE SEPARATION FUNDED
- GRADE SEPARATION PROPOSED
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ





Traffic Signal and Access Management

Several significant intersections manage the flow of traffic into and out of College Station along FM 2154, one of College Station's major gateway roads. Since the Wellborn Community Plan was adopted in 2013, traffic along FM 2154 has steadily increased as more housing is developed south of College Station and outside the City limits. Two new signalized intersections have been installed at FM 2154 and Royder Road and FM 2154 and Greens Prairie Road. In addition, the City capital project to realign Capstone Drive to Barron Road includes a traffic signal at FM 2154. As part of the design for the FM 2154 widening project, TxDOT is evaluating other intersections along the corridor for potential improvements.

Encouraging local circulation through street connections away from FM 2154 can help to provide access from side streets, minimize the need for curb cuts and driveway accesses near high-volume intersections, and improve perceptions of access within the area. The presence of secondary streets and internal connections can also support place-making in a rural context as local traffic is directed away from the 4 Lane Major Arterial and towards the local rural roadways.

The Wellborn community was established due to its proximity to the railroad. The Union Pacific Railroad line that parallels FM 2154 can be traced back to 1867 and the old Houston and Texas Central Railroad. Since the adoption of the Wellborn Community Plan in 2013, the City has been working toward establishing a quiet zone along the Union Pacific Railroad. As capital projects along the railroad have been designed, they have been designed to allow future establishment of a continuous railroad quiet zone. It has been identified that the existing railroad crossing at Butte Drive may not be designed or modified to qualify as a quiet zone, so to extend the quiet zone through the planning area, the crossing at Butte Drive may need to be closed. However, this is the only public street entrance into the Shiloh subdivision currently. The City should evaluate providing an alternative access point for the subdivision to enable the potential closure of the railroad crossing at Butte Drive to allow the completion of a railroad quiet zone through the Wellborn District.

Strategic Actions

- IM.1 Add a new 2 Lane Minor Collector connection from the extension between McCullough Road and Brewster Drive to Barron Cut-off Road.** The connection between the extension of Brewster Drive and McCullough Road and Barron Cut-Off Road provides a north/south thoroughfare parallel to FM 2154.
- IM.2 Revise various proposed sidewalks and bicycle facilities to shared-use paths.** These changes support the plan vision for a rural context mobility system while meeting the City's goal of a safe and connected multi-mobility network. These revisions are on I&GN Road, South Dowling Road, Barron Cut-off Road, Victoria Avenue, Woodlake Drive, Royder Road, and Greens Prairie Road.
- IM.3 Revise the proposed bicycle route to a shared-use path along I&GN Road.** The shared-use path meets the goals for a safer, off-street option for bicycling and walking and helps maintain the rural road character for I&GN Road.
- IM.4 Add a shared-use path along FM 2154.** As the Texas Department of Transportation improves FM 2154, they intend to add a shared-use path along the project. Adding this to City plans acknowledges the provided facility.
- IM.5 Add a shared-use path along McCullough Road.** Adding this shared-use path connects north/south and east/west bicycle and pedestrian routes inside the plan boundary and to surrounding areas.
- IM.6 Extend Live Oak Street from its current terminus near Church Street to McCullough Road.** This facilitates Live Oak Street becoming a "main street" within the Wellborn District. It also establishes a parallel route through a main commercial area.
- IM.7 Relocate the existing railroad crossing at South Dowling Road to align with the Royder Road intersection with FM 2154.** Coordinate with Union Pacific Railroad to relocate the railroad crossing to increase safety and connectivity.
- IM.8 Evaluate an alternative entrance into the Shiloh Subdivision to potentially close the railroad crossing at Butte Drive.** Assess the feasibility of possible locations for an alternative access. If a viable alternative is identified, construction of the alternative will help facilitate implementation of a continuous railroad quiet zone corridor.





4 PLAN IMPLEMENTATION

The success of the Wellborn District Plan requires the commitment of the City and the community to implement the goals of this plan. This chapter lays out several implementation methods and funding sources for accomplishing the goals and actions contained within the plan. Additionally, the implementation matrix outlines the timeframe, establishes implementation responsibilities and administration, and determines possible funding sources for actions within the plan.

Implementation Methods

Generally, the actions of this plan fall into one of five methods: capital improvement, focused planning effort, policy-based decision, project/program, or regulation. Implementation of each category requires unique approaches and produces different results. **Table 4.1: Implementation Matrix** indicates the most appropriate implementation method for each action.

CAPITAL IMPROVEMENTS

Capital improvements are large-scale infrastructure projects that the City pursues through the Capital Improvement Projects department. These expansion, modification, rehabilitation, and replacement projects include streets, utilities, parks, and public facilities and buildings. To be implemented, actions in this category need to be added to the Capital Plan, funded, and constructed.

FOCUSED PLANNING EFFORTS

Focused planning efforts are studies, plans, and designs that various City departments complete to identify specific steps needed for implementation. Actions in this category need to be analyzed with resulting recommendations. Implementation of the recommendations is commonly pursued under a different action. This Wellborn District Plan is a focused planning effort.

POLICY-BASED DECISIONS

Policy-based decisions are direction that the Planning and Zoning Commission and City Council provide to City staff. These decisions get implemented in various policy, regulatory, and guidance documents to implement the direction from the elected and appointed officials of College Station. Direction should be sought on actions in this category, and City staff should take the appropriate steps for implementation.

PROJECTS AND PROGRAMS

Projects and programs are the broadest category of plan actions. These can include projects that are not considered capital improvements and programs that the City organizes administratively. Implementation of actions in this category should be assessed individually as there are a variety of ways to accomplish these actions. Generally, the action provides an indication of what implementation should consider and how it might be implemented.

REGULATIONS

Regulations are developed by the City to guide or permit allowable activities within College Station. These can include modifications to the City of College Station Code of Ordinances, including the Unified Development Ordinance (UDO), or another regulatory document under the jurisdiction of the City of College Station. To be implemented, actions in this category should be adopted in their respective regulatory documents.

Funding

Funding for plan actions come from a variety of sources. Generally, the actions in the Wellborn District Plan can be funded by one or more of the following sources: City department budgets, the Capital Improvement Projects fund, state and federal grants, and/or private investment. All funding options should be explored, but **Table 4.1: Implementation Matrix** indicates the funding mechanisms that City staff have identified as most appropriate or likely to complete the action.

DEPARTMENTAL BUDGETS

Funding projects through City departmental budgets can be accomplished in two ways: using available funds and directing them towards the project or through service level adjustments (SLAs). SLAs are approved as part of the annual City budget process and can be for one-time or recurring expenses. Many of the actions in the Wellborn District Plan can be accomplished through departmental budgets.



CAPITAL IMPROVEMENTS

These are large infrastructure improvements that are most likely to be funded through the Capital Improvement Program funds. The projects from these funds are prioritized and budgeted on a rolling five-year Capital Plan. These funds are also allocated during the annual City budget process as one-time expenses.

STATE AND FEDERAL FUNDING

Funding opportunities from the state and federal government are also available, particularly in the areas of transportation and the environment. These funds are primarily available through grants but may also be through specific budget appropriations. Often, grant funding includes local matching requirements. Included in this funding source is Community Development Block Grants (CDBG) funds. A portion of the Wellborn area located west of FM 2154 (Wellborn Road) is currently eligible for CDBG funding. Eligibility may change in future years with updated Census data.

PRIVATE INVESTMENTS

Outside of government funding, private investments can be pursued through development exactions within the UDO, foundation investments, or donations to the City for specific projects.

Table 4.1: Implementation Matrix													
CHAPTER	ACTION NUMBER	ACTION ITEM	TASK TYPE	IMPLEMENTATION TIMELINE			CITY – RESPONSIBLE PARTY	PARTNERS – INTERNAL	PARTNERS – EXTERNAL	FUNDING SOURCES			
				Short (1-3 years)	Medium (4-7 years)	Long (8-10 years)				CITY / DEPT. BUDGETS	CIP BUDGET	GRANTS	PRIVATE
CHAPTER 2: DISTINCTIVE PLACES	DP.1	Amend the Comprehensive Plan Future Land Use & Character Map and corresponding categories to incorporate the recommended modifications for Wellborn. This includes retiring the prior Wellborn land uses, assigning future land uses as determined through this planning process, and revising the appropriate future land use categories to specify where the Wellborn-specific zoning districts are the only zoning districts allowed within the plan boundary.	Policy-based decision	X			Planning & Development Services			X			
	DP.2	Retool the Wellborn zoning districts into a design district in the Unified Development Ordinance. To highlight the unique character of developments within the Wellborn District, the Wellborn-specific zoning districts should be reworked into a design district. The zoning standards should also be evaluated to determine if additional modifications are needed to enhance the rural character of Wellborn.	Policy-based decision	X			Planning & Development Services		Residents of Wellborn	X			
	DP.3	Create a village center around Live Oak Street to facilitate the area becoming the new “main street” for the Wellborn District. Revising the future land uses, extending Live Oak Street to connect to McCullough Road, implementing the revised design district standards and other appropriate place making strategies will help realize the vision for a new “main street” one block away from FM 2154. This change may also help spur additional small- scale commercial development along Live Oak Street.	Policy-based decision, regulation, and capital improvement			X	Planning & Development Services	Capital Improvement Projects		X	X		X
	DP.4	Work with residents and business owners to assess the potential need, benefit, and structure of creating a Wellborn District Association. A Wellborn District Association comprised of local residents and business owners could collectively initiate actions to improve the Wellborn District and coordinate local events. Having an association registered with the City facilitates information sharing and courtesy notifications, including updates on development activity and City projects within the district.	Project / program	X			Neighborhood Services Economic Development & Tourism	Planning & Development Services	Residents of Wellborn	X			X
	DP.5	Work with community stakeholders to create identification and gateway signage. These placemaking features should have details that reflect the community's rural context. Consider including a central gateway element near the Post Office. City staff should collaborate with stakeholders on funding and location opportunities for improvements that highlight the Wellborn District identity.	Capital improvement		X		Planning & Development Services	Capital Improvement Projects	Residents of Wellborn	X	X		X
	DP.6	Create opportunities for residents and visitors to engage with the history of the Wellborn District. The Wellborn District predates the incorporation of the City of College Station with a rich history. A history of Wellborn was prepared in 2010 and could be a resource for the identification and preservation of the local history.	Project / program			X	Planning & Development Services	Neighborhood Services Economic Development & Tourism	Residents of Wellborn	X			X
	DP.7	Conduct enhanced outreach and educational efforts about local ordinances, Code Enforcement, and the SeeClickFix program. To expand the spread of information and encourage compliance with the Code of Ordinances, Code Enforcement officers could proactively share educational materials or host workshops in the Wellborn District.	Project / program		X		Community Services	Planning & Development Services		X			
CHAPTER 3: INTEGRATED MOBILITY	IM.1	Add a new 2 Lane Minor Collector connection from the extension between McCullough Road and Brewster Drive to Barron Cut-off Road. The connection between the extension of Brewster Drive and McCullough Road and Barron Cut-Off Road provides a north/south thoroughfare parallel to FM 2154.	Policy-based decision	X			Planning & Development Services			X			
	IM.2	Revise various proposed sidewalks and bicycle facilities to shared-use paths. These changes support the plan vision for a rural context mobility system while meeting the City's goal of a safe and connected multi-mobility network. These revisions are on I&GN Road, South Dowling Road, Barron Cut-off Road, Victoria Avenue, Woodlake Drive, Royder Road extension, and Greens Prairie Road.	Policy-based decision	X			Planning & Development Services			X			
	IM.3	Revise the proposed bicycle route to a shared-use path along I&GN Road. The shared-use path meets the goals for a safer, off-street option for bicycling and walking and helps maintain the rural road character for I&GN Road.	Policy-based decision	X			Planning & Development Services			X			
	IM.4	Add a shared-use path along FM 2154. As the Texas Department of Transportation improves FM 2154, they intend to add a shared-use path along the project. Adding this to City plans acknowledges the provided facility.	Policy-based decision	X			Planning & Development Services			X			
	IM.5	Add a shared-use path along McCullough Road. Adding this shared-use path connects north/south and east/west bicycle and pedestrian routes inside the plan boundary and to surrounding areas.	Policy-based decision	X			Planning & Development Services			X			
	IM.6	Extend Live Oak Street from its current terminus near Church Street to McCullough Road. This facilitates Live Oak Street becoming a “main street” within the Wellborn District. It also establishes a parallel route through a main commercial area.	Capital improvement		X		Capital Improvement Projects Planning & Development Services	Public Works		X	X	X	
	IM.7	Relocate the existing railroad crossing at South Dowling Road to align with the Royder Road intersection with FM 2154. Coordinate with Union Pacific Railroad to relocate the railroad crossing to increase safety and connectivity.	Capital improvement	X			Capital Improvement Projects	City Manager’s Office Public Works Planning & Development Services	Union Pacific Railroad Texas Department of Transportation	X	X		
	IM.8	Evaluate an alternative entrance into the Shiloh Subdivision to potentially close the railroad crossing at Butte Drive. Assess the feasibility of possible locations for an alternative access. If a viable alternative is identified, construction of the alternative will help facilitate implementation of a continuous railroad quiet zone corridor.	Capital improvement			X	Capital Improvement Projects Planning & Development Services	City Manager's Office Public Works	Union Pacific Railroad Texas Department of Transportation	X	X		X



APPENDIX A: EXISTING CONDITIONS

Surrounding Context

The Wellborn community was annexed into the City of College Station in April 2011. The Wellborn Community Plan, which gave residents a voice in managing the growth and development of the area, was adopted shortly thereafter in April 2013 and included a planning horizon from 2013 to 2023. The plan helped address concerns raised by residents that the rural and historic community character would be lost as development pressure loomed. As the Wellborn Community Plan reaches the end of its planning horizon, the City of College Station reexamined the area to analyze the changes that have occurred in the previous 10 years and prepare for the next 10 years. Renamed the Wellborn District Plan, this plan update aims to create a cohesive district that reflects the residents' vision for the community, recognizes the unique character of Wellborn, and supports the overall vision of College Station.

The Wellborn District is in the southwest portion of the city and intersects the extraterritorial jurisdiction. The City enforces land use, zoning, and subdivision and development standards within the city limits, but only regulates the subdivision of land within the extraterritorial jurisdiction. The City cannot enforce or establish regulatory tools to manage growth along the city's periphery.

The boundary of the area mirrors that of the Wellborn Community Plan, reflective of this plan's intention to focus on the core of the historical Wellborn area. When the 2023 planning effort began, staff analyzed the area holistically including the impacts of several nearby subdivisions. Due to resident concern over potentially expanding the plan boundary to include surrounding areas, the original plan boundary has been retained.

Demographics

The Wellborn District's population has remained consistent over the past 10 years. The Wellborn District population increased from approximately 300 people in 2013 to 468 in 2023, an increase of 56% based on estimates from the ESRI Living Atlas. The population makes up approximately 0.3% of the total city population.

AGE & SEX

The current social makeup of the Wellborn District is an even mix of age groups and sex. The largest single age range is individuals between 15-24 years old, which comprise 18% of the district population based on estimates from the ESRI Living Atlas. Individuals between 25-34 years old make up roughly 13.5% of the population, 15% are between the ages of 35-44 years old, 12.5% are between the ages of 45-54 years old, and 9.5% are between 55-64 years old. The residents are 50% female and 50% male. The district is comprised of people of all ages and is distributed evenly between women and men.

RACE & ETHNICITY

The area has a higher percentage of individuals who identify as White at 70% as compared to 62.3% citywide. The district also has 14% of people who identify as Hispanic, 12% who identify as Asian, 11% who identify as two or more races, 4% who identify as Black or African American, and 3% who identify as some other race based on estimates from the ESRI Living Atlas. When comparing these percentages to the city, Wellborn has a less racially diverse population than the city.

FAMILY SIZE & INCOME

As of 2023, the population estimate of the district is 468 individuals. There are 74 households within the district with an average family size of 3.6 individuals. The median household income is \$98,276 and the per capita income is \$43,946 based on estimates from the ESRI Living Atlas. When looking at the rest of the city, the district has a higher average household income and a lower per capita income.

EDUCATION

Educational attainment data is reflected in the American Community Survey by respondents selecting their highest level of educational attainment. This is measured by calculating the number of residents who have graduated from high school and/or graduated from college. A majority of the population within the Wellborn district have achieved a bachelor's degree or a graduate degree, representing roughly 64% of area residents. Approximately 10% hold an associate degree, 15% have attended some college without graduating, and 9.5% are high school graduates. Wellborn residents have graduated college at a similar rate compared to the rest of College Station.

When looking at all demographic data presented, this district is less racially diverse, has a higher median income, and is more evenly distributed by age than College Station as a whole. This can be attributed to the location of the district within the city, as it is farther away from the Texas A&M University campus and predominantly contains medium to low-density single-family residences and large acreage properties, which often are owned by more affluent residents.





District Character

EXISTING LAND USE

The district is primarily made up of a mix of single-family residential lots and undeveloped land, with some commercial and light industrial uses as well. Residential uses make up just over 39% of the area and approximately 36% of the area is undeveloped, reflecting the rural character of the area. Public and semi-public uses comprise just over 10% of the land uses in the district, and the remaining areas are light industrial or commercial uses, including retail and restaurants.

FUTURE LAND USE

The future land use designations within the district are grounded in historical land use patterns. In 2013, the Wellborn Community Plan classified future land uses into eight categories – Wellborn Business Park, Wellborn Commercial, Wellborn Suburban, Wellborn Restricted Suburban, Wellborn Preserve, Wellborn Preserve-Open, Wellborn Estate, and Wellborn Estate-Open. Other future land uses in the area include Estate Residential, Suburban Residential, Institutional/Public, Natural & Open Areas, and Rural, all of which support the rural character represented in the original Wellborn Community Plan. During the 2021 Comprehensive Plan Update, the eight land use designations specific to the Wellborn area were grouped and depicted simply as Wellborn, while also retaining the underlying future land uses. This change was made in anticipation of this Wellborn District Plan update effort in 2023, recognizing that residents would be reengaged to further discuss the future of Wellborn. Appropriate modifications to the future land uses will be made with this planning effort. In general, anticipated changes will continue to prioritize maintaining rural character with open space that is both privately and publicly held and small-scale commercial uses that support nearby low-density residential properties.

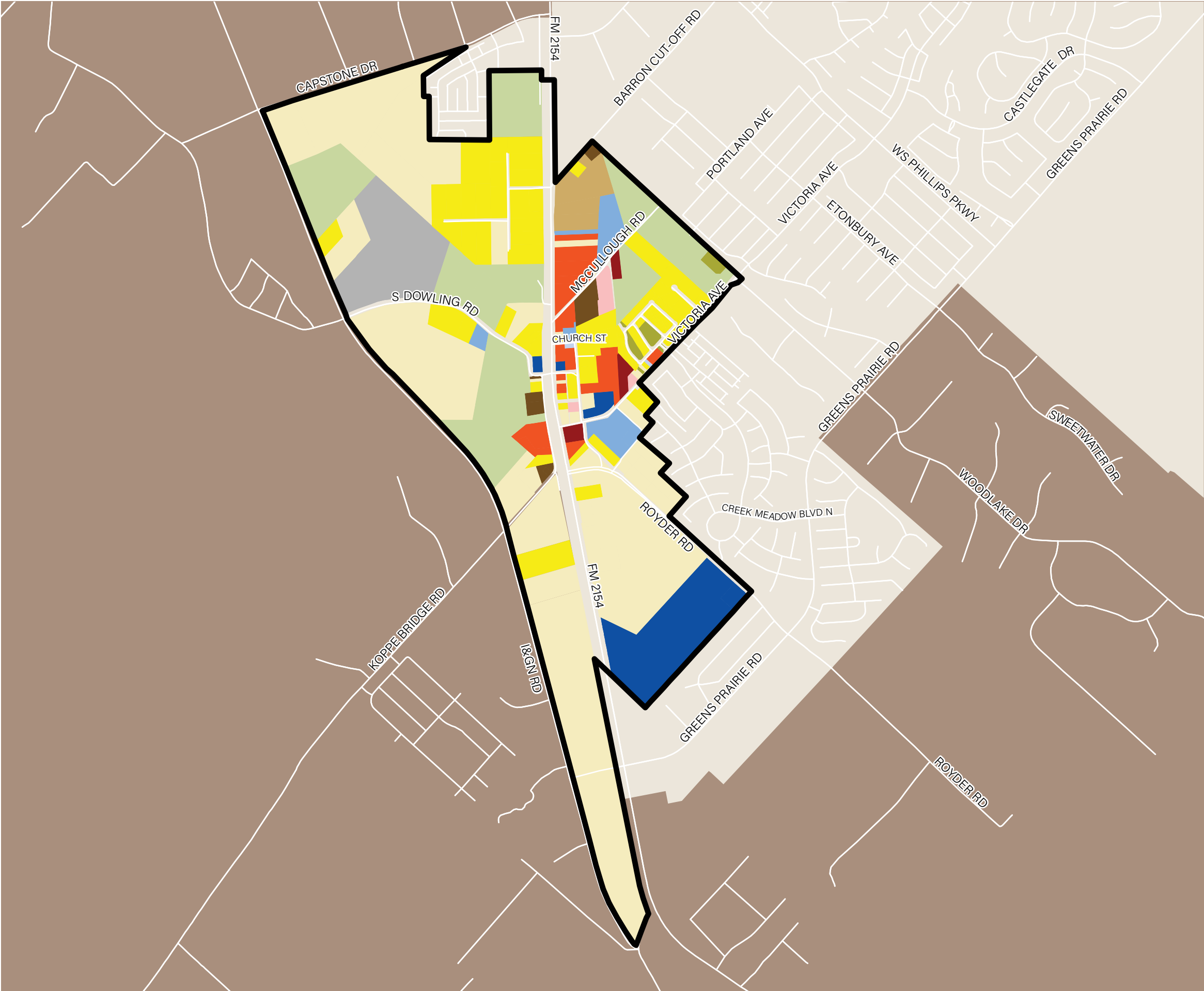
ZONING

The zoning of the area reflects the future land use categories detailed above and the vision of the Wellborn Community Plan. One of the recommendations from the 2013 plan was the creation of several Wellborn-specific zoning districts. Following the plan's adoption, staff created the WC Wellborn Commercial, WRS Wellborn Restricted Suburban, and WE Wellborn Estate zoning districts in late 2016. Only the WC Wellborn Commercial and WRS Wellborn Restricted Suburban zoning districts actively exist on properties within the district today, though the WE Wellborn Estate zoning is still an available option for property owners.

There are currently four zoning districts on the ground within the district – WC Wellborn Commercial, SC Suburban Commercial, WRS Wellborn Restricted Suburban, and R Rural. The zoning in Wellborn reflects the low-density residential and commercial uses of the area. The properties zoned SC Suburban Commercial were zoned before the creation of the WC Wellborn Commercial zoning district. A few properties have made use of PDD Planned Development Districts, which is a customized zoning district option that utilizes a base zoning of one of the other districts mentioned above with modifications. PDD Planned Development Districts within the area have primarily been utilized for moderate-density single-family subdivisions. Properties that are zoned R Rural account for 85.5% of the area. When areas are annexed into the City of College Station, they are assigned the R Rural zoning designation. The majority of lots in Wellborn have not undergone a zoning change since annexation.

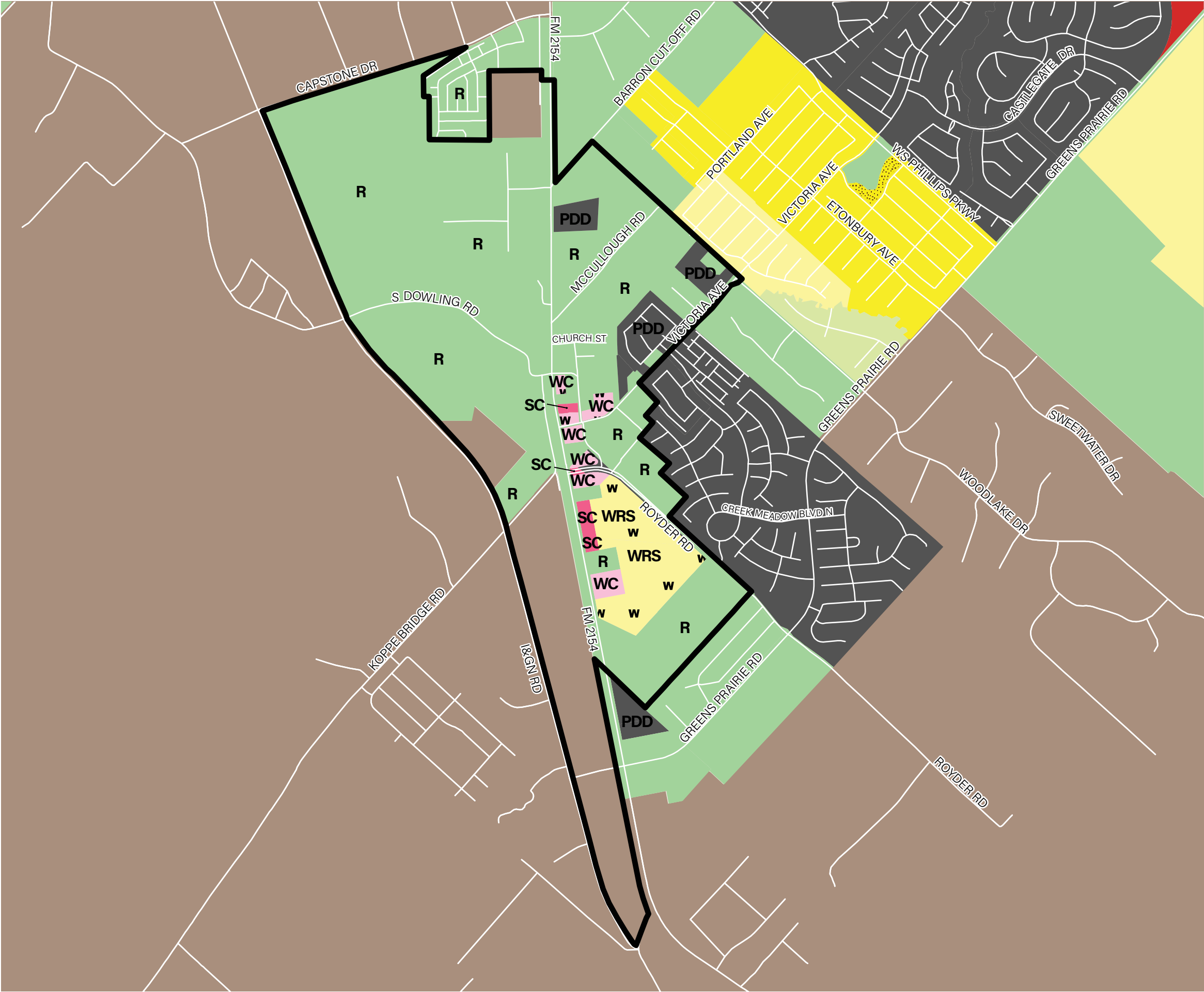
Existing
Land Use

- SINGLE- FAMILY RESIDENTIAL
 - MOBILE/ MANUFACTURED HOME
 - COMMERCIAL RETAIL
 - COMMERCIAL OFFICE
 - COMMERCIAL OTHER
 - LIGHT INDUSTRIAL
 - PUBLIC FACILITIES
 - SEMI-PUBLIC
 - TRANSPORTATION, UTILITIES & COMMUNICATION
 - COMMON AREA
 - AGRICULTURAL
 - RURAL
 - UNIMPROVED
-
- DISTRICT BOUNDARY
 - COLLEGE STATION CITY LIMITS
 - COLLEGE STATION ETJ



Zoning

- WC WELLBORN COMMERCIAL
- WRS WELLBORN RESTRICTED SUBURBAN
- R RURAL
- E ESTATE
- RS RESTRICTED SUBURBAN
- GS GENERAL SUBURBAN
- R-1B SINGLE FAMILY RESIDENTIAL
- SC SUBURBAN COMMERCIAL
- GC GENERAL COMMERCIAL
- PDD PLANNED DEVELOPMENT DISTRICT
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ





HOUSING CHARACTERISTICS

Housing in the district illustrates the single-family nature of the area. According to the ESRI Living Atlas, 83% of the 163 housing units are owner-occupied, which is an increase from 2010 when 65% of the 83 housing units were owner-occupied. This trend is also seen in the number of housing units that are registered with the City's Rental Registration program which sits at only 12%. Of the owner-occupied housing units, the average home value is \$375,000 which is higher than the city's average home value of \$368,995 as of July 2023.

NEIGHBORHOOD CENTERS

Neighborhood centers are areas where individuals naturally congregate when they are outside of their homes. This includes schools, churches, commercial areas, or a general gathering point that primarily serves residents. Three schools operated by the College Station Independent School District serve the Wellborn area and neighborhoods nearby. Wellborn Middle School is located within the boundary of this planning effort while Greens Prairie Intermediate School and Pecan Trail Elementary School are just outside of it. There are also several churches in the area including Wellborn Baptist Church, Saint Meena Coptic Orthodox Church, and Salem Baptist Church. Additional neighborhood centers include the Wellborn Community Center and America's Country Store that both act as congregating locations while catering to different needs for residents.

CODE ENFORCEMENT

Code Enforcement responds to complaints made regarding a wide range of issues that typically do not require the attention of law enforcement. The district had 114 code enforcement cases in the past decade ranging from illegal signs and use violations to property maintenance complaints. The most common code violations were illegal signs, amounting to just over 25% of cases. The City regulates and permits signage under specific standards. If a property does not have its signage permitted through the City, then this would result in a code enforcement case violation. The second highest violation at just over 20% was violating the City's Rental Registration program requirement. These violations were usually due to properties still functioning as a rental without renewing their registration with the City. The third largest issue was general property maintenance concerns with almost 15% of all cases. During these investigations, Code Enforcement officers reach out to property owners to ensure their structure is safe to live in and help them find resources to ensure the structure complies with the City of College Station Code of Ordinances.

Table A.1, Code Enforcement Cases, 2012-2022 reflects the past 10 years of code enforcement cases within the district.

<i>Table A.1: Code Enforcement Cases, 2012-2022</i>	
Code Violation Type	Number of Cases
Accumulation of Trash <i>Trash over-flow, typically in yards</i>	5
Cans Out After Collection Day <i>Trash cans still on curb after trash collection day</i>	0
Illegal Signs <i>Signs that are being displayed are prohibited per the City Code</i>	29
Junk Motor Vehicles <i>Dilapidated cars are left in the yard, visible from the street</i>	12
Liquor License Expired <i>Business establishments running with an expired liquor license</i>	3
Non-Specific Investigation <i>General inquiries/complaints that don't fit into a specific violation-type</i>	3
Open Storage <i>Storage visible from the street</i>	0
Parking <i>Illegal parking violations</i>	4
Property Maintenance <i>Property is not being maintained, including structural and safety issues</i>	17
Rental Registration <i>A property's Rental Registration with the City has expired</i>	23
Use Violations <i>Prohibited use type is being used</i>	15
Weeds & Grass <i>A property's yard is not being properly maintained</i>	3




Code Enforcement Case Density

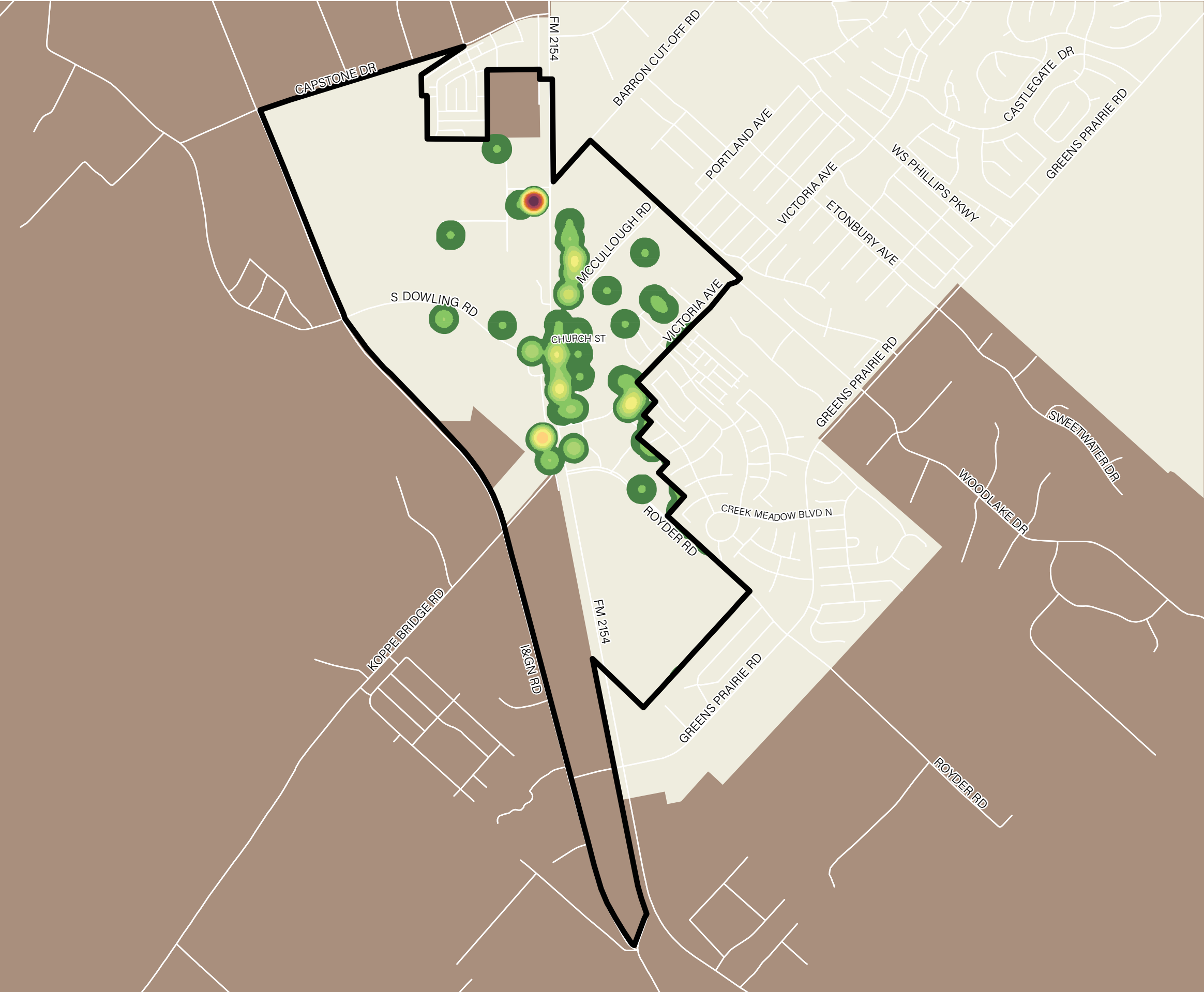
Code Enforcement Cases collected by the College Station Code Enforcement Division from 2012-2022 was used to map code issues. These are cases concerning compliance with codes related to: parking, weeds & grass, health & safety, zoning violations, sanitation & illegal dumping.

CODE ENFORCMENT DENSITY*



*Based on the number of cases within a 250 foot radius

-  DISTRICT BOUNDARY
-  COLLEGE STATION CITY LIMITS
-  COLLEGE STATION ETJ



DEVELOPMENT ACTIVITY

The City of College Station manages requests and reviews of development proposals and administers development standards through a variety of processes. One development project often necessitates multiple processes, reviews, permits, and inspections before it can be constructed and occupied. An example is a new commercial center that could require a Final Plat, a Development Permit, a Site Plan Review, an Architectural Review, and a Building Permit with inspections. Another example is a new residential subdivision that could require a Zoning Map Amendment, a Preliminary Plan, Final Plats, and Building Permits with inspections.

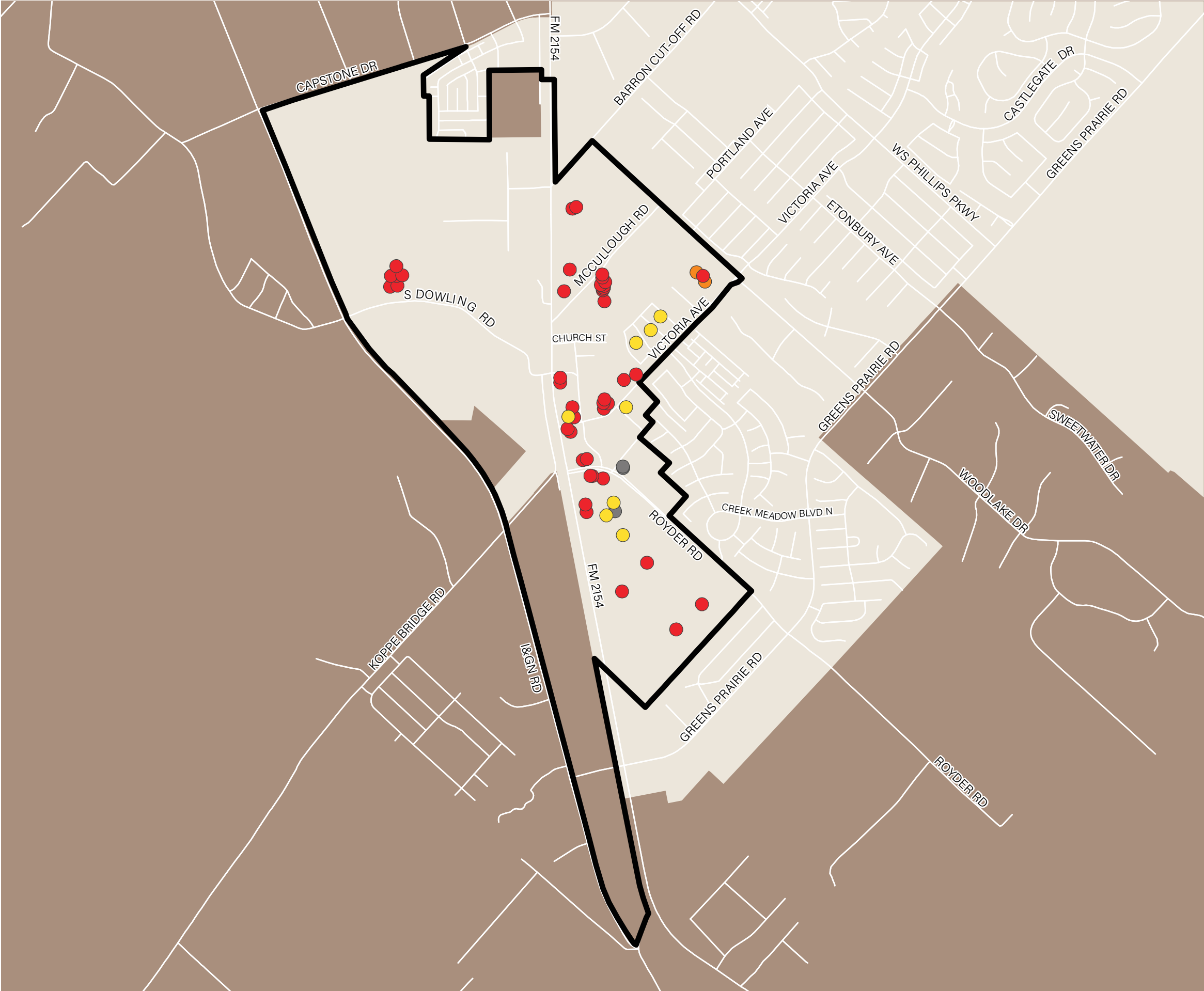
Each project is analyzed for the permits or reviews that will be needed, and in what order those must be obtained. Each permit or review undergoes review by numerous staff in various departments throughout the City. Before the initiation of a project, the City offers pre-application conferences that allow all applicable reviewing departments to communicate the expectations of the project clearly to a future applicant to assist with quicker reviews down the line.

Table A.2, Development Activity, 2012-2022 shows archived and approved project applications over the last 10 years within the district boundaries. Common applications included rezonings to districts supported by the Wellborn Community Plan, site plans for commercial properties, and right-of-way permits. Pre-application conferences were also common and the frequency of these has increased in recent years, which shows increasing pressures to develop within the area.

<i>Table A.2: Development Activity, 2012-2022</i>	
Review Type	Number of Reviews
Annexations	2
Appeals, Waivers, and Variances	1
Architectural Reviews	8
Commercial Final Plats	1
Comprehensive Plan Amendments	3
Development Permits	3
Pre-Application Conferences	26
Preliminary Plans	1
Residential Final Plats	3
Rezonings	10
Right-of-Way Permits	6
Site Plans	9

*Development
Activity*

- COMMERCIAL
- NON-RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- SINGLE FAMILY RESIDENTIAL
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ



PUBLIC INVESTMENTS

As the Wellborn District and surrounding areas have grown, the City has continued to invest in designing, rehabilitating, and constructing streets to continue to support commuters into, out of, and through the area. The two primary capital improvement projects that have been completed in the last 10 years were Royder Road Rehabilitation Phases 1-3 and Greens Prairie Trail Phases 1-3. The Royder Road Rehabilitation project included the realignment and widening of the road from the north of Backwater Drive to Wellborn Road which reclassified the road as a major collector with sidewalks and bike lanes on both sides of the road. This project was largely in response to Wellborn Middle School, Greens Prairie Elementary School, and Pecan Trail Intermediate School being built and increasing the amount of traffic flow in the area. The Greens Prairie Trail (now Greens Prairie Road) project widened the road to a 4 Lane Minor Arterial with bike lanes and sidewalks. These projects directly achieved the Wellborn Community Plan's action items M1.2, M8.2, M2.2, and M3.1 which state that road improvements, such as road maintenance and rehabilitation, be made for Greens Prairie Road, Greens Prairie Road W, Royder Road, and Victoria Avenue. Other projects pursued under these action items include road improvements on McCullough Road, Church Street, Madison Street, and Live Oak Street, in which the City provided preventative road maintenance to the street pavement that included lane stripes and bicycle markers for a protected bike lane.



Economic Indicators

The development in the area has primarily been residential, but the area has seen some commercial growth as well. According to the data provided by the ESRI Living Atlas, the district currently contains approximately 55 different businesses and employs 377 individuals which equates to roughly 7 employees per business. That is considerably lower than the city's overall average of 12.5 employees per business.

Property ownership stability is an important indicator of how frequently new people or businesses are occupying the area. Of the 279 properties, 120, or 43%, were owned by the same entity in 2017 and 2022. Of those properties, 42, or 15%, were owned by the same entity in 2012 and 2022. This data shows that more than 80% of properties changed hands in the past 10 years, indicating a significant turnover in property ownership and change within the district.

Mobility

STREETS

The Thoroughfare Plan within the City's Comprehensive Plan details the location and size of existing and future major roadways throughout College Station. It is based on the projected traffic demand resulting from the anticipated growth in population and employment and is guided by the Future Land Use & Character Map. It includes the location of streets which may need to be constructed, extended, or improved and the number of lanes for each thoroughfare in the system. Functional classifications for thoroughfares differentiate the number of vehicles they are anticipated to accommodate and the number of lanes that are required. In the Wellborn Community Plan, action item M1.1 specified removing several streets from the Thoroughfare Plan to further retain the rural characteristics of the community. This is now reflected in the current classifications of thoroughfares within the district.

The highest classification road within the district is Wellborn Road (FM 2154), which is a future 4 Lane Major Arterial that runs along the Union Pacific Railroad. Greens Prairie Road is a partially constructed existing 4 Lane Minor Arterial between Wellborn Road and Royder Road. The remaining section to be improved was approved on the 2022 Brazos County Bond Proposition A and is anticipated to be complete within the next five years. Royder Road is also a future 4 Lane Minor Arterial. Victoria Avenue is a proposed 2 Lane Major Collector and Creek Meadow Boulevard North is an existing 2 Lane Minor Collector. Three streets within the district are proposed 2 Lane Minor Collectors: McCullough Road, Live Oak Street, and South Dowling Road.



BICYCLES

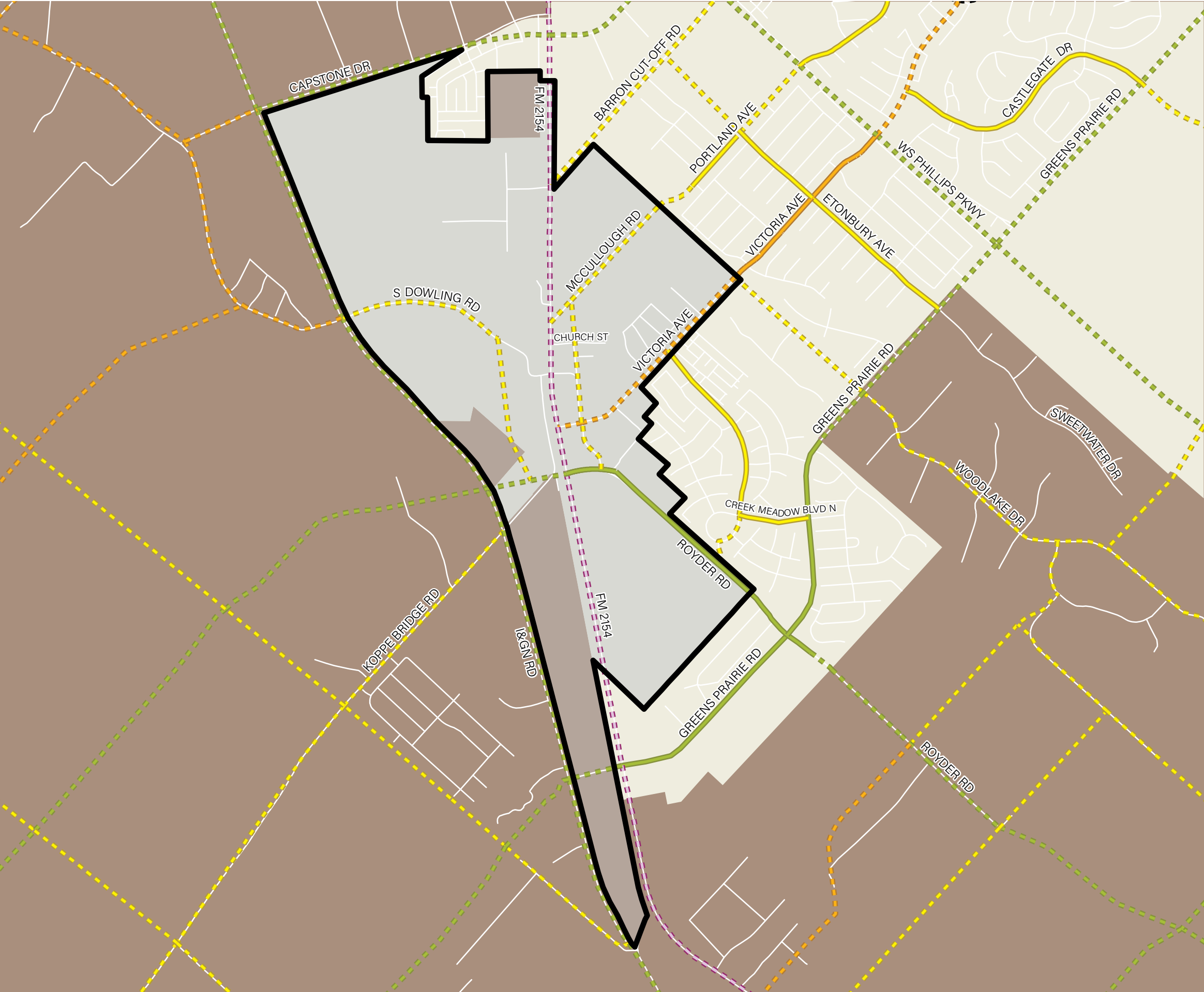
In conjunction with the Comprehensive Plan, the Bicycle, Pedestrian, and Greenways Master Plan works to expand the bicycle and pedestrian network through the development of facilities on new and rehabilitated streets, off-street shared-use paths, and along the city's greenways.

There are currently 0.7 miles of existing bike lanes within the district. The Bicycle, Pedestrian, and Greenways Master Plan calls for an additional 2.2 miles of proposed bike facilities and 0.5 miles of proposed bike routes. There are currently bike racks provided in four different locations across the district, including Wellborn Middle School, the Magruder Office, TDI Brooks International Lab, and Wellborn Business Park. There are also bike racks located at Pecan Trail Elementary School and within the Creek Meadows subdivision, though these are outside of the district boundary.

SIDEWALKS

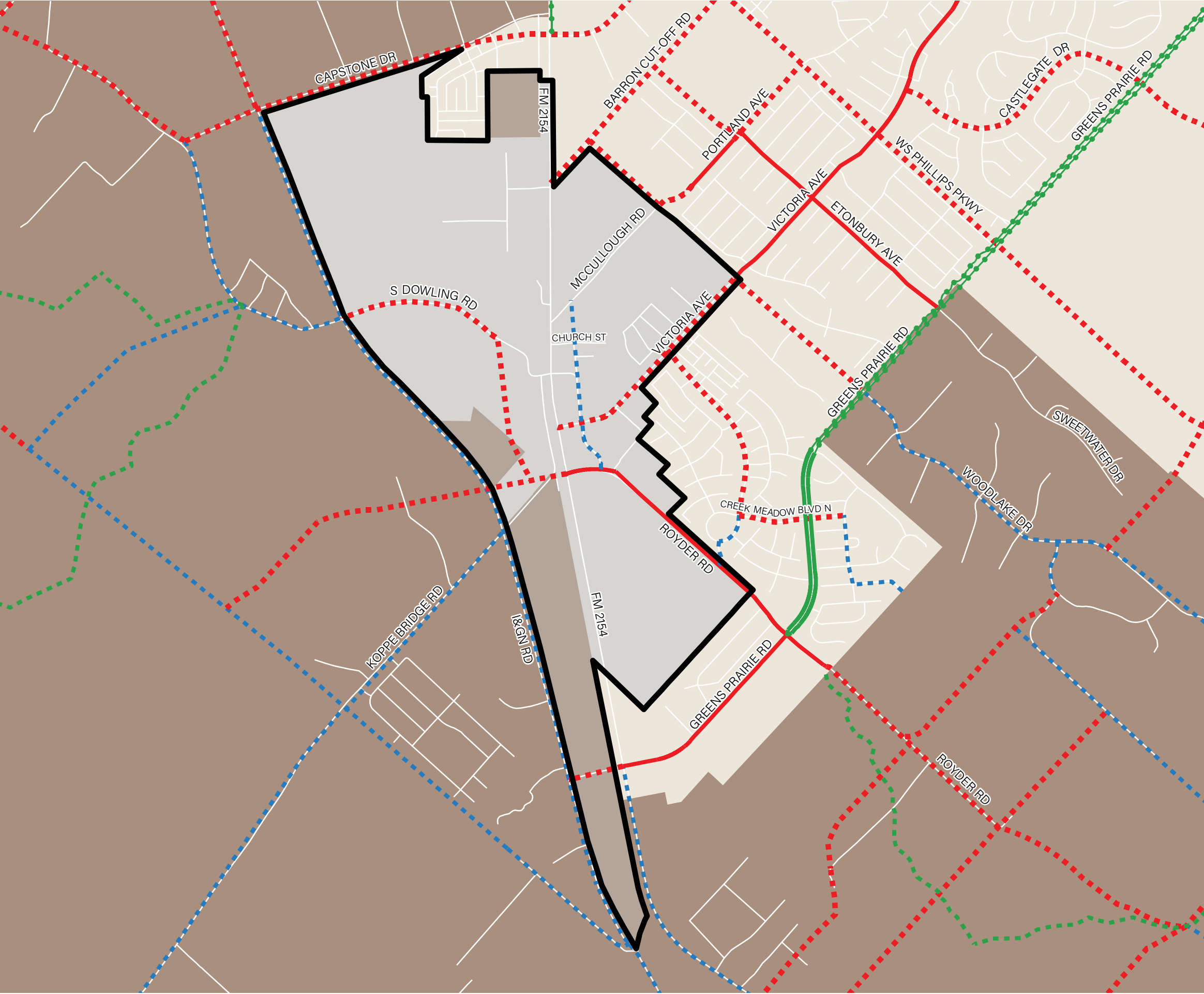
There are currently roughly 2.4 miles of existing sidewalks within the district and 2.7 miles that are proposed to be developed in the future. Similar to decreasing the intensity of the street classifications, the Wellborn Community Plan also called for the removal of proposed sidewalks within the Bicycle, Pedestrian, and Greenways Master Plan on McCullough Road, Greens Prairie Road West, I&GN Road, and South Dowling Road. During the public engagement for the Wellborn Community Plan, residents mentioned the desire to maintain rural open ditch section roads, arguing that sidewalks did not reflect the rural character they desired. These changes were ultimately incorporated into the Bicycle, Pedestrian, and Greenways Master Plan.

Existing
Thoroughfare Plan



- FREEWAY/EXPRESSWAY
- PROPOSED FREEWAY/EXPRESSWAY
- 6 LANE MAJOR ARTERIAL
- PROPOSED 6 LANE MAJOR ARTERIAL
- 4 LANE MAJOR ARTERIAL
- PROPOSED 4 LANE MAJOR ARTERIAL
- MINOR ARTERIAL
- PROPOSED MINOR ARTERIAL
- MAJOR COLLECTOR
- PROPOSED MAJOR COLLECTOR
- MINOR COLLECTOR
- PROPOSED MINOR COLLECTOR
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ

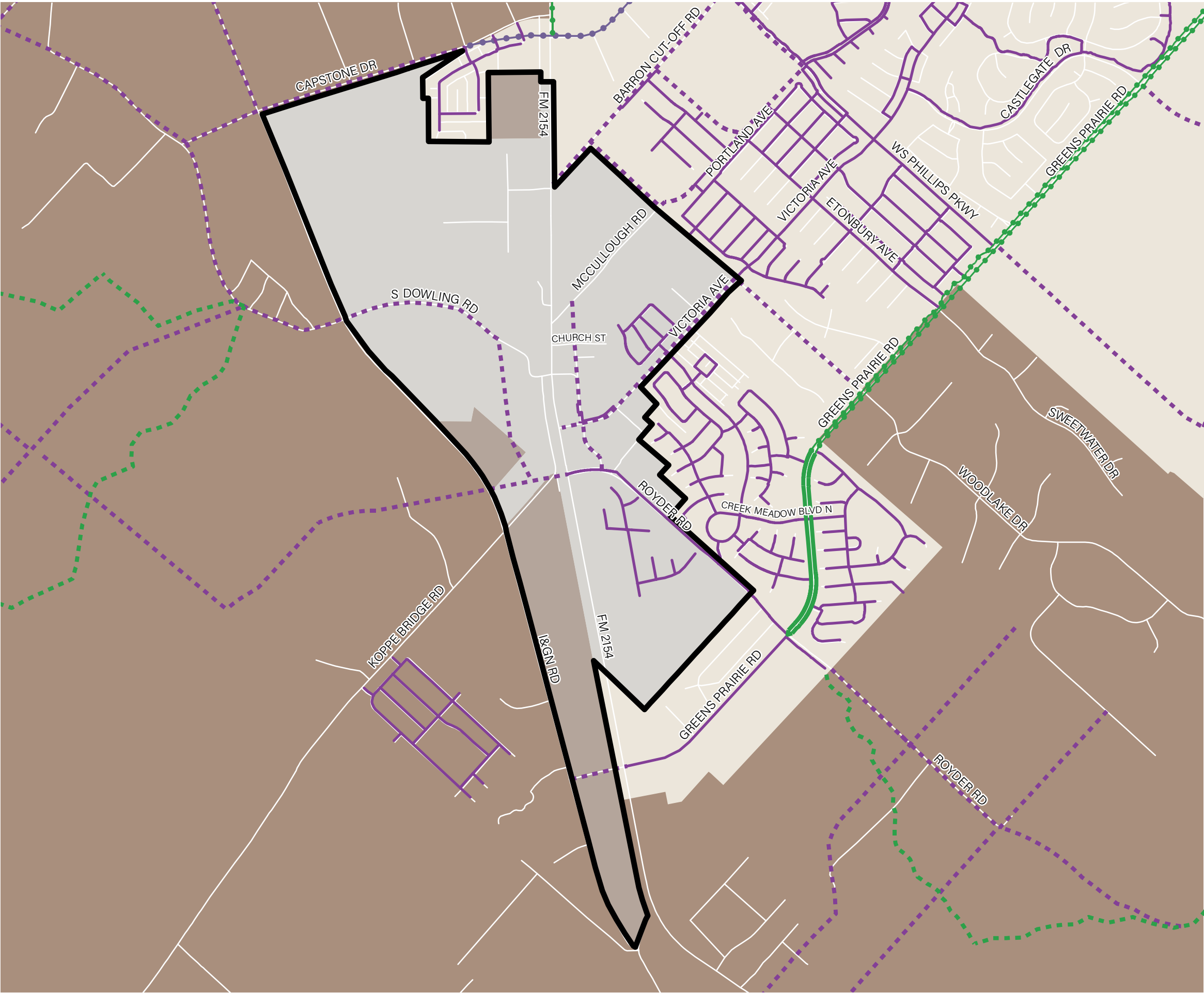
Existing Bicycle Plan



- BIKE LANE EXISTING
- BIKE LANE FUNDED
- BIKE FACILITY PROPOSED
- BIKE ROUTE EXISTING
- BIKE ROUTE PROPOSED
- SHARED-USE PATH EXISTING
- SHARED-USE PATH FUNDED
- SHARED-USE PATH PROPOSED
- GRADE SEPARATION EXISTING
- GRADE SEPARATION FUNDED
- GRADE SEPARATION PROPOSED
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ

Existing
Pedestrian Plan

- SIDEWALK EXISTING
- SIDEWALK FUNDED
- SIDEWALK PROPOSED
- SHARED-USE PATH EXISTING
- SHARED-USE PATH FUNDED
- SHARED-USE PATH PROPOSED
- GRADE SEPARATION EXISTING
- GRADE SEPARATION FUNDED
- GRADE SEPARATION PROPOSED
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ





TRANSIT

Neither Brazos Transit District nor Texas A&M University Transportation Services offer transit service in the Wellborn District. College Station Independent School District has bus routes serving students who live in the neighborhoods that feed into their schools. Residents in the Wellborn District depend heavily on personal automobiles to navigate around the area and the city.

CRASH DATA

Over the last 10 years, there have been 154 vehicular crashes within the district. Out of these, 147, or 95%, were indicated to be minor crashes and either had no injuries, suspected minor injuries, or possible injuries. Of the crashes, 105, or 68%, occurred on Wellborn Road (FM 2154), the largest thoroughfare in the district.

Crash Density

Crash data collected by the College Station Police Department from 2012-2022 was used to map traffic accidents spanning all modes of transportation.

TOP 5 INTERSECTIONS WITH CRASHES

- 1 FM 2154 & S DOWLING RD
- 2 FM 2154 & CHURCH ST
- 3 VICTORIA AVE & ROYDER RD
- 4 FM 2154 & VICTORIA AVE
- 5 FM 2154 & BETWEEN MCCULLOUGH RD & BARRON CUT-OFF RD

CRASH DENSITY*



*Based on the number of crashes within a 250 foot radius

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ





Utilities

The Wellborn district is served by College Station Utilities (CSU), Bryan Texas Utilities (BTU), and Wellborn Special Utilities District (Wellborn SUD), depending on the utility and property location. Wellborn SUD provides water service, CSU provides wastewater service to approximately 9% of the district, and BTU provides electric service for the area. Outside of the CSU wastewater service boundary specified by the Certificate of Convenience and Necessity (CCN), most residents in the district are on septic systems.

The district is limited in what types of developments it can sufficiently support due to various utility constraints. Wastewater capacity is a primary limiting factor since most developments are not connected to the City's sewer system and must maintain a 1-acre or greater lot size for septic system requirements. All development proposals in the Wellborn District must get approvals from the applicable providers before they can begin development. Staff from all three organizations have and will continue to share information pertinent to utility provision and utility planning within the district.

Floodplain

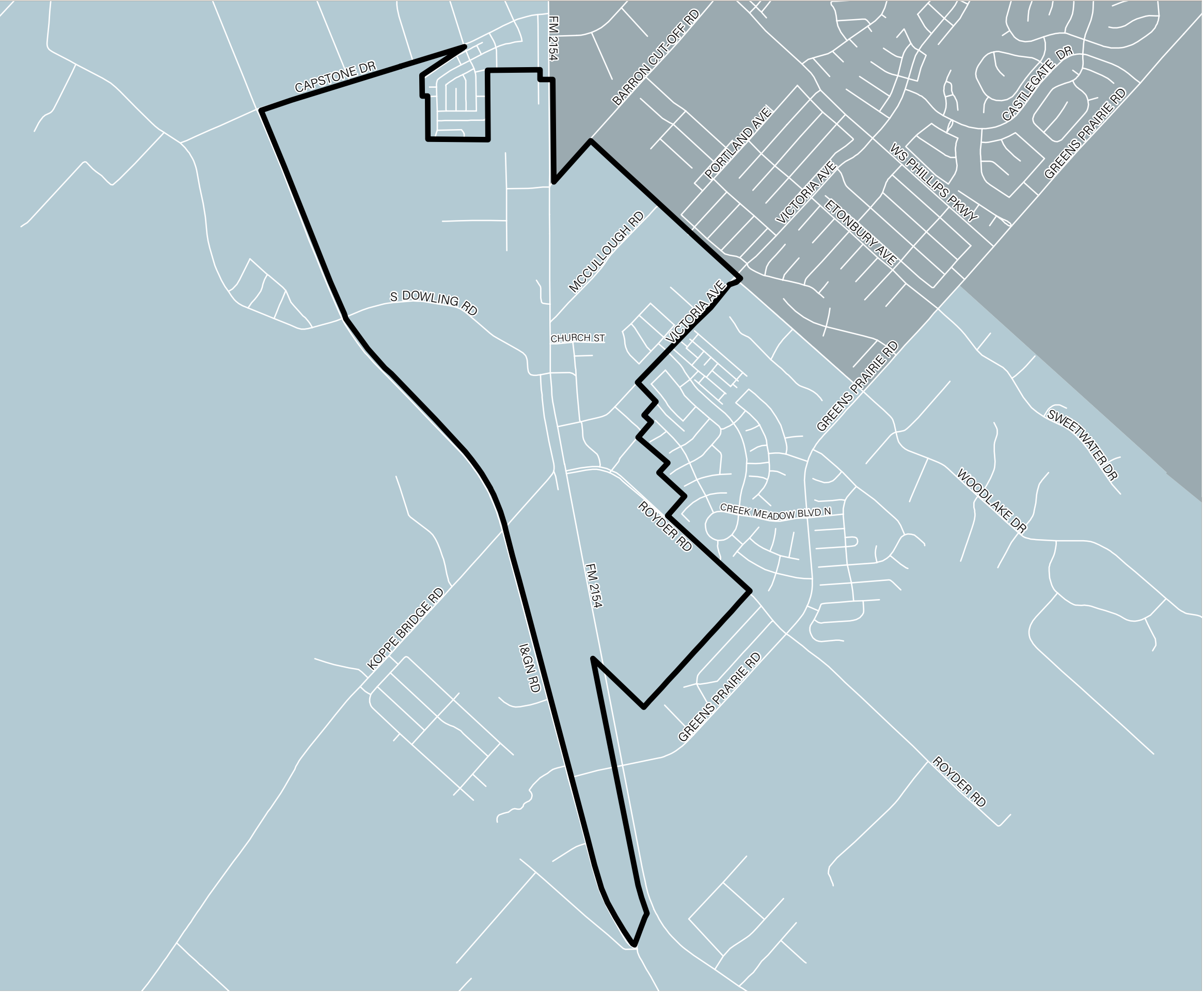
While there is no FEMA-identified floodplain within the district, there are several tributaries throughout the area providing natural drainage as part of the Peach Creek Drainage Basin. Further research and identification studies are needed to determine precise floodplain boundaries in the district.

Conclusion

Analyzing the current conditions of the Wellborn District provides context for the plan update process. This data supports and informs residents, participants, and City staff to guide the decisions made when envisioning the future of the Wellborn District. The existing conditions of this district largely reflect the implementation of the original Wellborn Community Plan which has helped maintain the rural character of the area. This includes limited sidewalks connecting community areas, decreasing the functional classifications of some thoroughfares, and creating Wellborn-specific zoning districts, all of which aid in maintaining the rural character and feel of the Wellborn area. This planning effort should be intentional to guide the next decade of development and build on past successes by anticipating and guiding growth pressures and identifying additional ways to embrace the spirit of Wellborn.

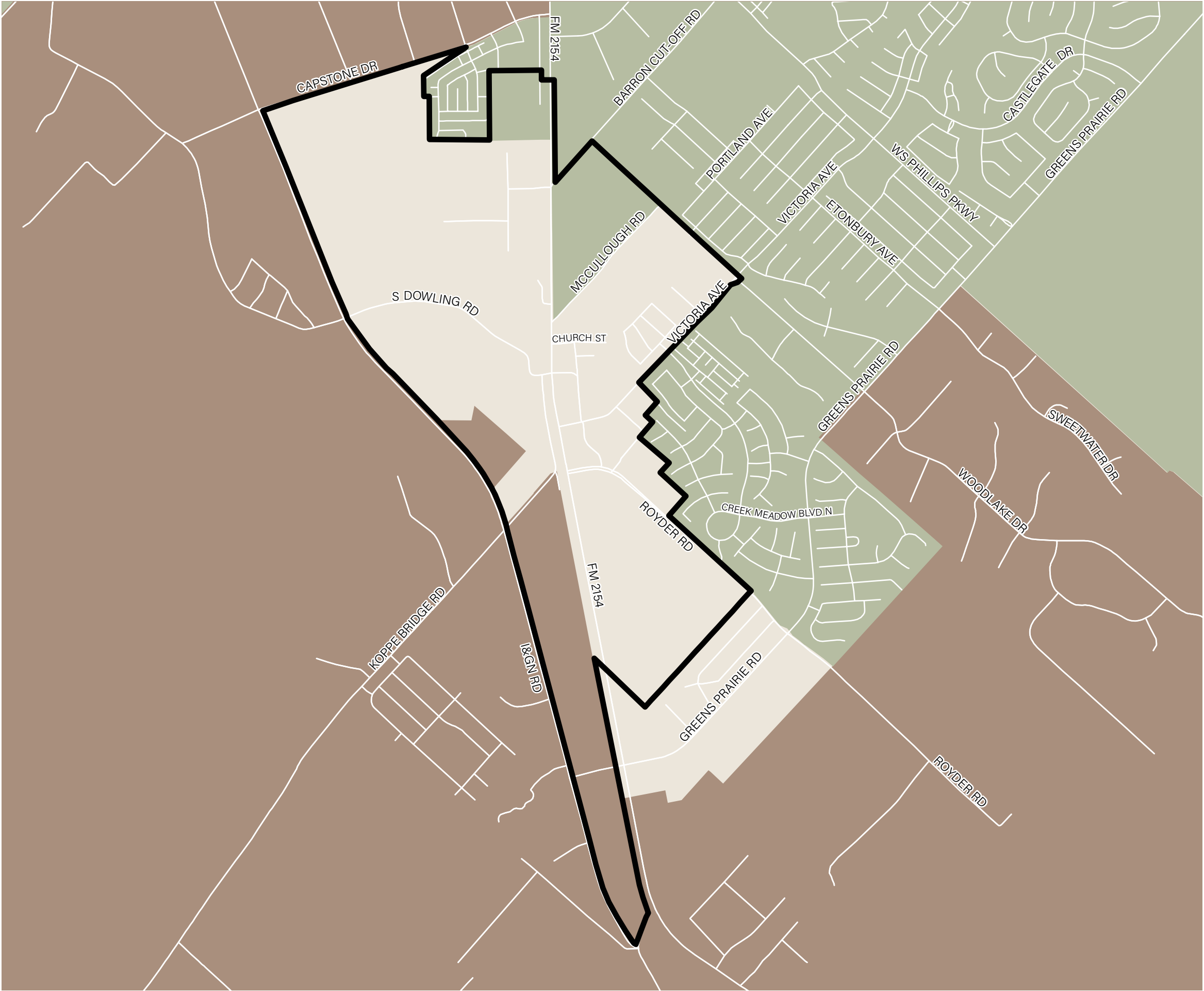
*Water Service
Areas*

- COLLEGE STATION WATER
- WELLBORN SUD
- DISTRICT BOUNDARY






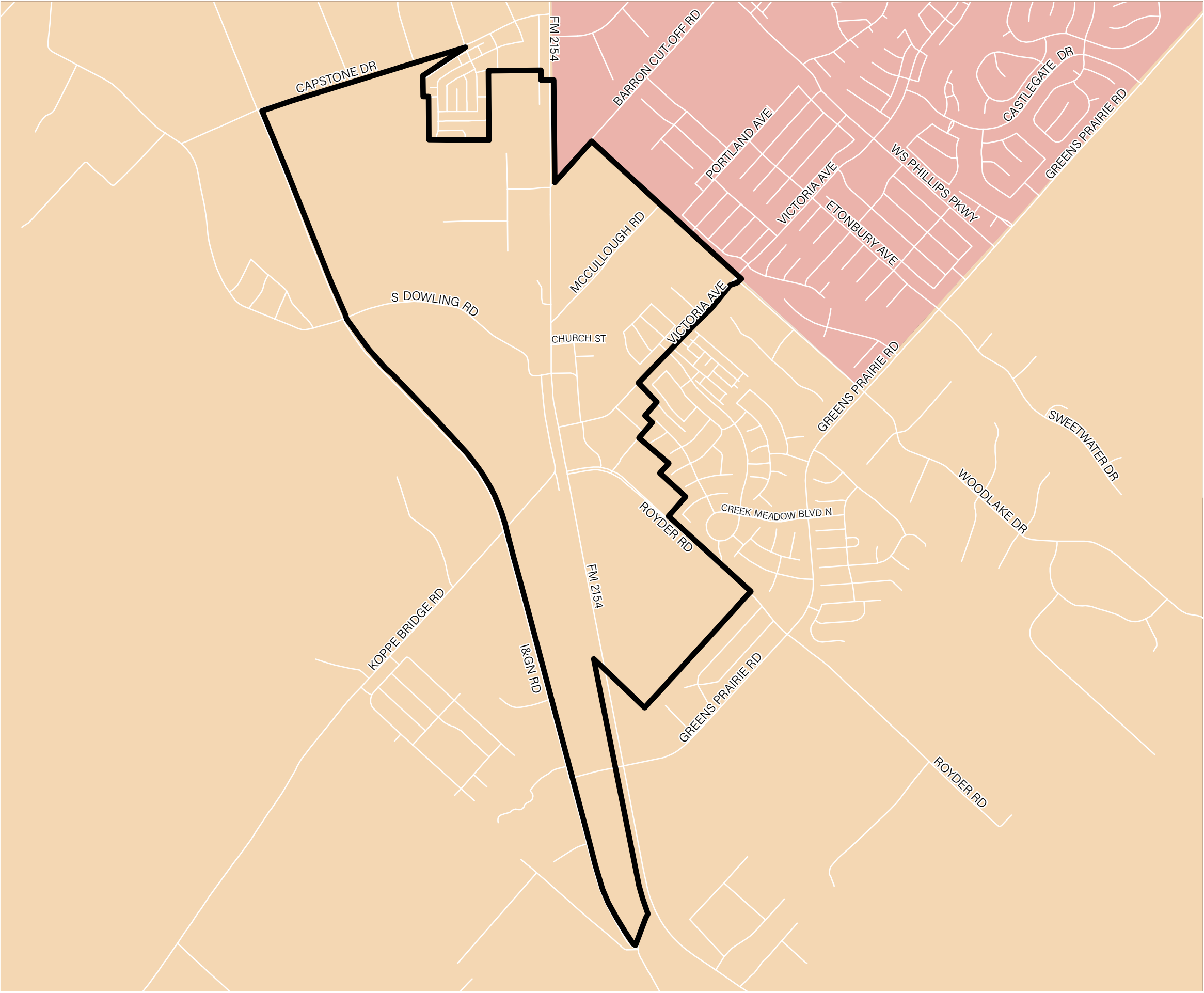
Wastewater
Service Areas

- COLLEGE STATION WASTEWATER
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ








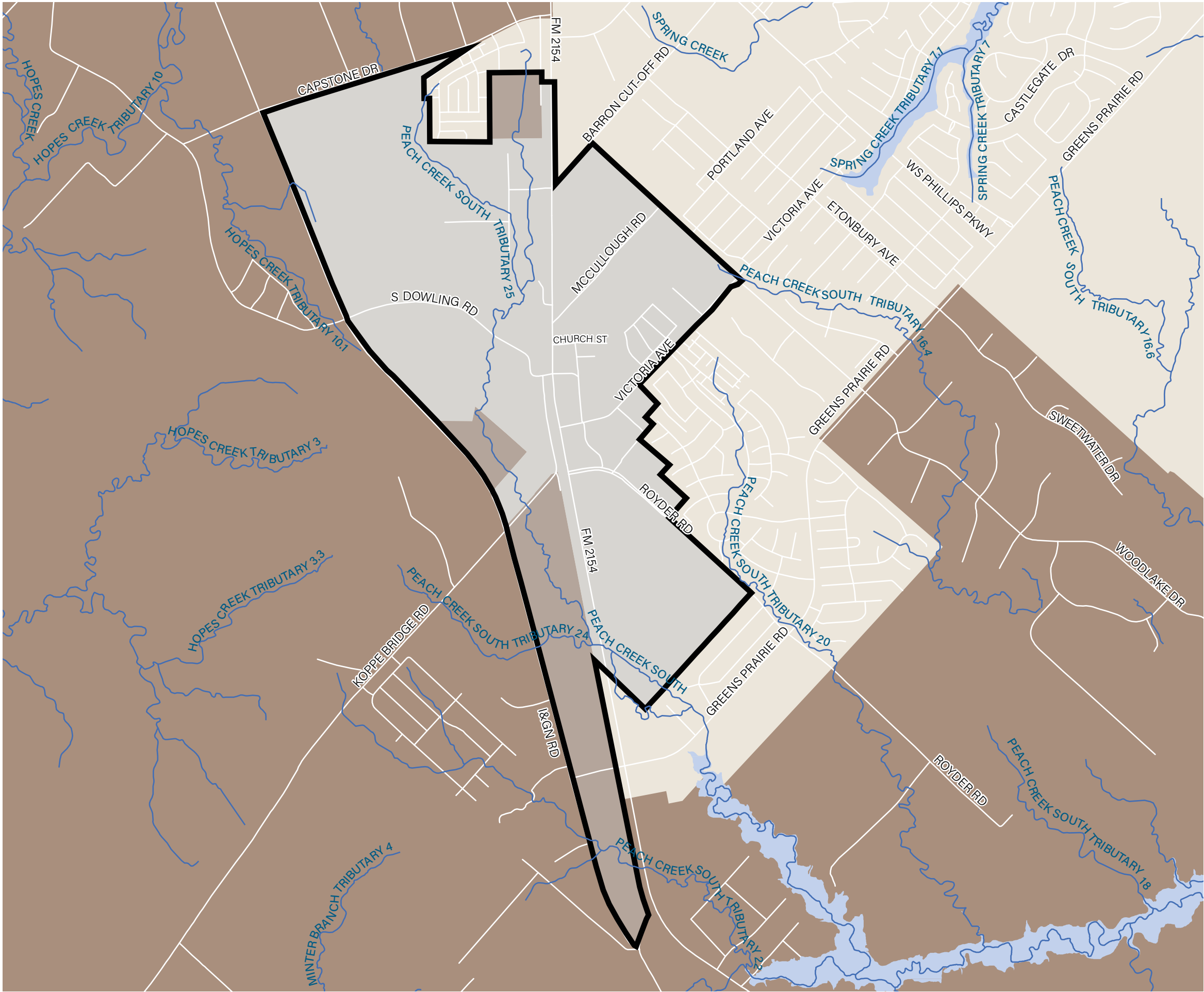
*Electric Service
Areas*

-  COLLEGE STATION UTILITIES (CSU)
-  BRYAN TEXAS UTILITIES (BTU)
-  DISTRICT BOUNDARY



Floodplain

-  RIVERS & STREAMS
-  FLOODPLAIN
-  DISTRICT BOUNDARY
-  COLLEGE STATION CITY LIMITS
-  COLLEGE STATION ETJ





APPENDIX B: PUBLIC ENGAGEMENT SUMMARY

Public participation and input are critical to any planning effort. The knowledge and experience of residents help City staff understand the concerns of the community and adjust the plan accordingly. The City of College Station places a high priority on receiving and responding to resident feedback; to that end, City staff offered numerous engagement opportunities in various formats to empower everyone to have their voices heard. The following describes those opportunities and summarizes the public feedback.

WORKING GROUP MEETING - JANUARY 18, 2023

After compiling the existing conditions data, the Working Group held its kick-off meeting to discuss the project, lessons learned from the Wellborn Community Plan, and goals for the new planning effort. This meeting included a community listening session, which gave City staff a good jumping off point for the entire planning effort.

AREA-WIDE MEETING - JANUARY 24, 2023

Before this meeting, City staff mailed fliers to property and business owners within the planning area with details for this meeting along with future meetings on February 28, March 21 (virtual meeting), and May 30. This first area-wide meeting centered on defining the scope of the project and continued the community listening session from the January 18 Working Group meeting.



VIRTUAL ENGAGEMENT SITE - FEBRUARY TO JUNE 2023

In addition to the in-person meetings, staff offered numerous opportunities to provide feedback throughout the planning effort. The site launched with more information on the timeline of the planning effort, ideas on goals from the first phase meetings, and a map where individuals could provide ideas, things they liked, and things they wanted to see changed. The virtual engagement site also hosted a comment map for the proposed changes to the Thoroughfare Plan and Bicycle, Pedestrian, and Greenways Master Plan.

WORKING GROUP MEETING - FEBRUARY 15, 2023

The Working Group met to discuss the feedback City staff received from the January 18 and 24 meetings. One of the main themes from the listening session was maintaining a rural character. In an effort to clarify that concept, the Working Group identified specific characteristics and land uses that would help to keep Wellborn rural.

AREA-WIDE MEETING - FEBRUARY 28, 2023

Building upon the feedback from the February 15 meeting, City staff led participants in the same activities to identify the rural character and where different land uses should be located to achieve the goals of the community. The results of this meeting and the February 15 meeting were, among other things, used to establish the proposed changes to the Comprehensive Plan's Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan.

VIRTUAL AREA-WIDE MEETING - MARCH 21, 2023

The virtual area-wide meeting focused on gathering feedback on the plan goals and actions from people who may not have been able to make it to the previous meetings. Incorporating the feedback from the virtual meeting and all of the previous meetings, staff began drafting the plan actions.



COMBINED WORKING GROUP & AREA-WIDE MEETING - APRIL 12, 2023

At the first meeting of the planning effort, several questions were asked and concerns raised, about various infrastructure components, including sewer capacity, roadway capacity, and the FM 2154 (Wellborn Road) widening project. To address those concerns, staff from the City of College Station Water Services and Capital Improvements departments and representatives from the Texas Department of Transportation presented on infrastructure capacity and any planned improvements. Planning & Development Services staff were present to facilitate the meeting and receive community feedback.

WORKING GROUP MEETING - MAY 16, 2023

City staff presented proposed changes to the Comprehensive Plan Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan based on the feedback received throughout the planning process and received feedback from the Working Group.

AREA-WIDE MEETING - MAY 30, 2022

After incorporating the comments from the May 16 Working Group meeting, City staff presented proposed changes to the Comprehensive Plan Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan. Following this meeting, staff collated feedback from the previous phases of the planning effort and worked to write the Wellborn District Plan. Participant responses were incorporated into the plan before it was finalized.

WORKING GROUP MEETING - AUGUST 23, 2023

The Working Group met before the Wellborn District Plan was finalized to discuss and finalize the plan actions prior to the final area-wide meeting.

AREA-WIDE MEETING - AUGUST 30, 2023

After finishing the Wellborn District Plan, City staff organized a final area-wide meeting to ensure the plan matched the vision of the community and gather any final suggestions or edits before bringing the plan forward for adoption.

Acknowledgements

Thank you to the following individuals and groups who contributed to the preparation of the Wellborn District Plan.

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