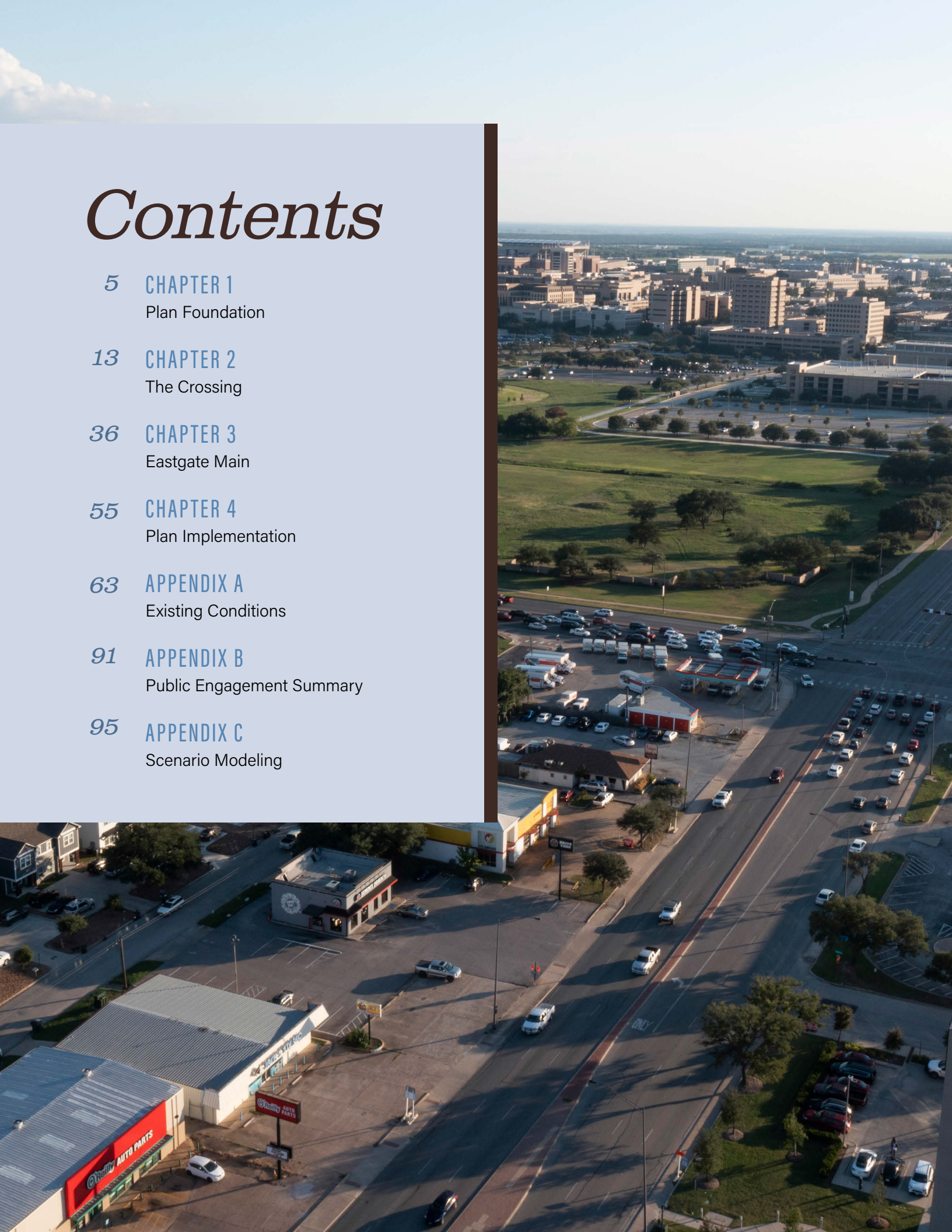
CITY OF COLLEGE STATION
Home of Texas A&M University®

NORTHEAST GATEWAY REDEVELOPMENT PLAN

Adopted September 28, 2023

Contents



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1 PLAN FOUNDATION

The Northeast Gateway Redevelopment Plan describes a coordinated strategy for future change and redevelopment within the Northeast Gateway Redevelopment Area identified in Chapter 2, Distinctive Places of the City of College Station Comprehensive Plan. This plan includes a closer look into the existing conditions, trends, and development pressures within the Northeast Gateway Redevelopment Area.

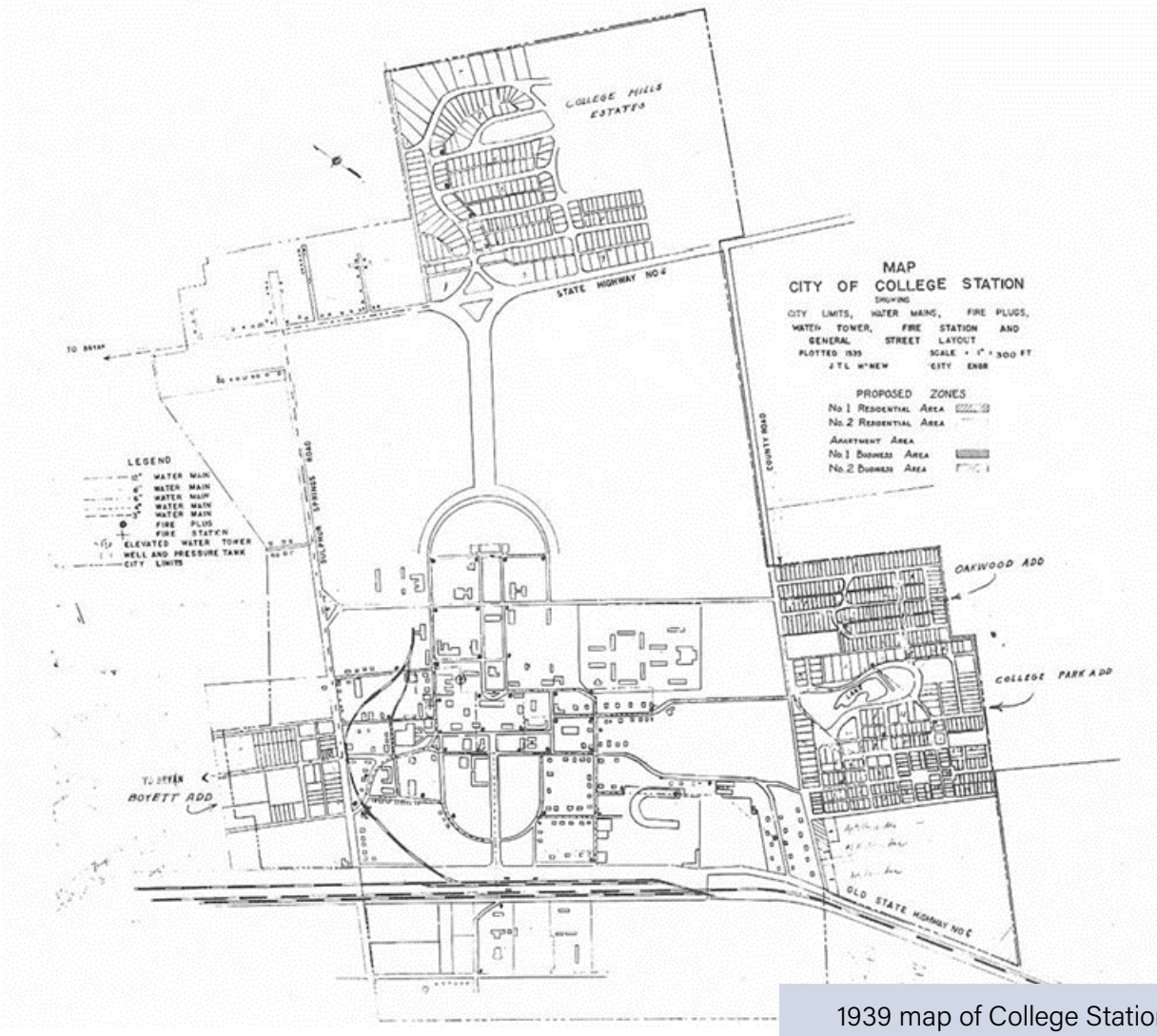
This plan covers the time horizon from 2023-2033 and serves as a statement of the community's intentions for the future. It provides goals and actions on a broad range of topics and provides strategic direction to enable infill and redevelopment and enhance mobility options throughout the planning area while providing opportunities for existing businesses and tenants.

In September 2033, on the 10-year anniversary of this plan's adoption date, the plan is officially retired and serves as a historical reference only.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.

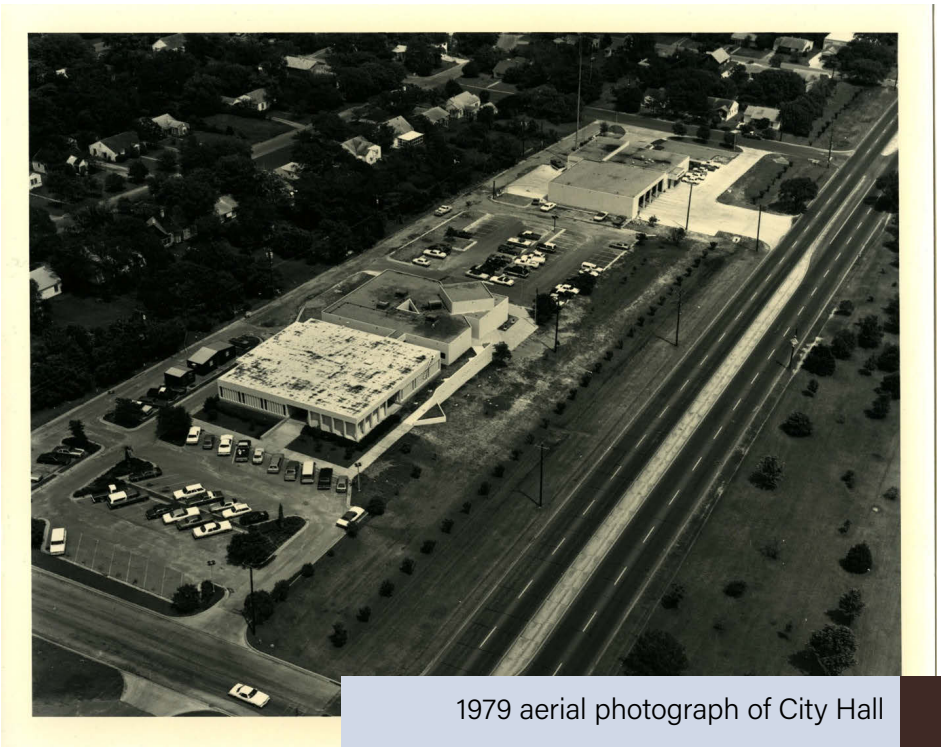
Planning Area

While once a predominantly rural and undeveloped area on the edge of the Agricultural and Mechanical College of Texas, the Northeast Gateway Redevelopment Area began to develop in earnest in the 1930s. The construction of Texas A&M University's Administration Building in 1932 reoriented the primary entrance of the campus from the historic train depot where Wellborn Road sits today to State Highway 6 (now Texas Avenue), creating a formal eastern entrance to campus on New Main Drive that acknowledged the growing primacy of the automobile.

The College Hills Estates subdivision was platted in July 1938, just months before community members voted to incorporate College Station as a city in October 1938. The entrance to the neighborhood was set opposite the new entrance to Texas A&M University, mimicking the curved highway entrance and exit pattern from across the street. The College Hills Estates neighborhood also employed the curvilinear streets and dedicated parkland practices seen elsewhere in the area during that era, while adding an auto-oriented shopping village at the New Main Drive/Walton Drive and State Highway 6 intersection (now Texas Avenue). The College Hills Estates neighborhood would be the first, but not the only, development to contribute to the Eastgate area, so named for the adjacent eastern gate into the Agricultural and Mechanical College of Texas. Another historic structure in the area at 903 Texas Avenue is documented in A Guide to Historic Brazos County. This one-story, free-standing brick building with art deco influences was constructed between 1941 and 1942.

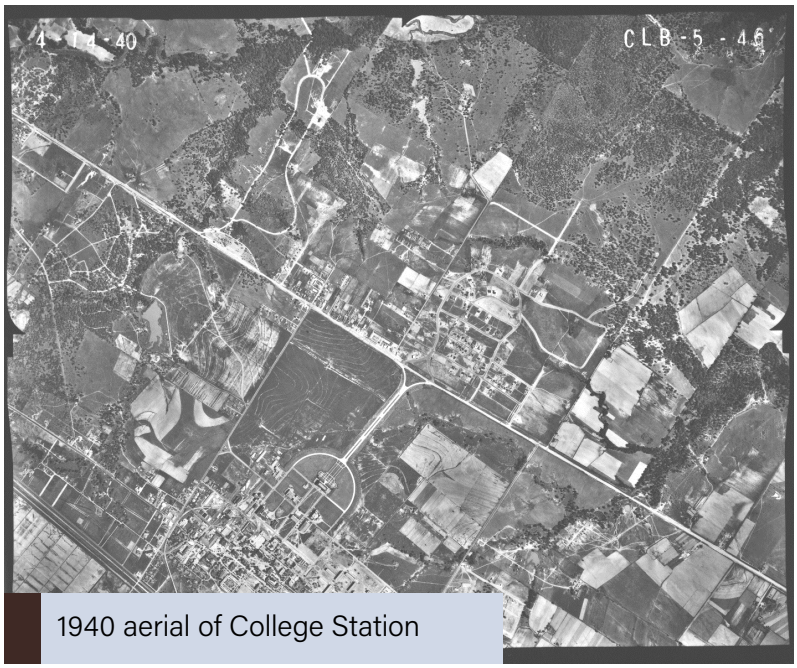


1939 map of College Station



1979 aerial photograph of City Hall

The Northeast Gateway Redevelopment Area experienced continued growth and development through the 1960s. During this period, the City of College Station established an administrative complex along Texas Avenue, including a city hall and fire station, built between 1969 and 1983. The majority of University Drive (FM 60) – previously called Sulphur Springs Road – was constructed in 1968 when it was extended east from its previous terminus at Texas Avenue to connect to the rerouted State Highway 6 – now the Earl Rudder Freeway. With this new link to the highway, the University Drive (FM 60) and Texas Avenue corridors would gradually fill in with commercial development through the 1990s.



1940 aerial of College Station

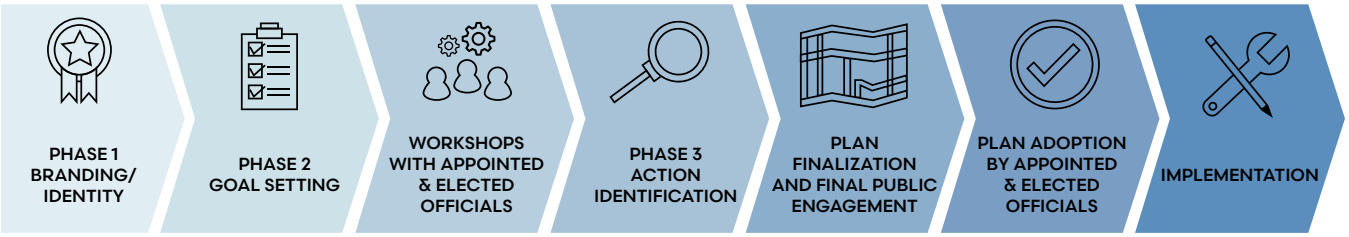
Since the 1990s, most development has been infill since much of the area had generally been developed by this point, leaving few opportunities for new, large-scale developments. Following the success of high-rise developments in Northgate after 2012, more interest and pressures for redevelopment have been seen in this area. The most significant development project was Northpoint Crossing, developed in 2014 on the northwestern corner of Texas Avenue and University Drive (FM 60). Embassy Suites also developed a new hotel along Jane Street in 2016. This structure is taller than other commercial structures around it and has reduced setbacks similar to what this plan proposes for the whole planning area. Most recently, the City of College Station developed a new City Hall along the same block as the prior site and rehabilitated the former fire station to house a visitor's center and Visit College Station.

RELATIONSHIP TO COMPREHENSIVE PLAN

The Comprehensive Plan indicates that "this area includes a number of underperforming land uses that…are poised for redevelopment," suggesting that the planning effort should complement the nearby hospitality corridor, the Eastgate area, and the Texas A&M University Campus Master Plan while bringing aspects of an urban character to this portion of the City.

Additionally, Comprehensive Plan Action 2.2 directs staff to prioritize and undertake detailed plans for priority neighborhoods, districts, corridors, or redevelopment areas. During the 2021 Comprehensive Plan update, the Northeast Gateway Redevelopment Area was identified as a priority planning area. This is the first small area plan effort to be adopted under the 2021 City of College Station Comprehensive Plan.

PLANNING PROCESS



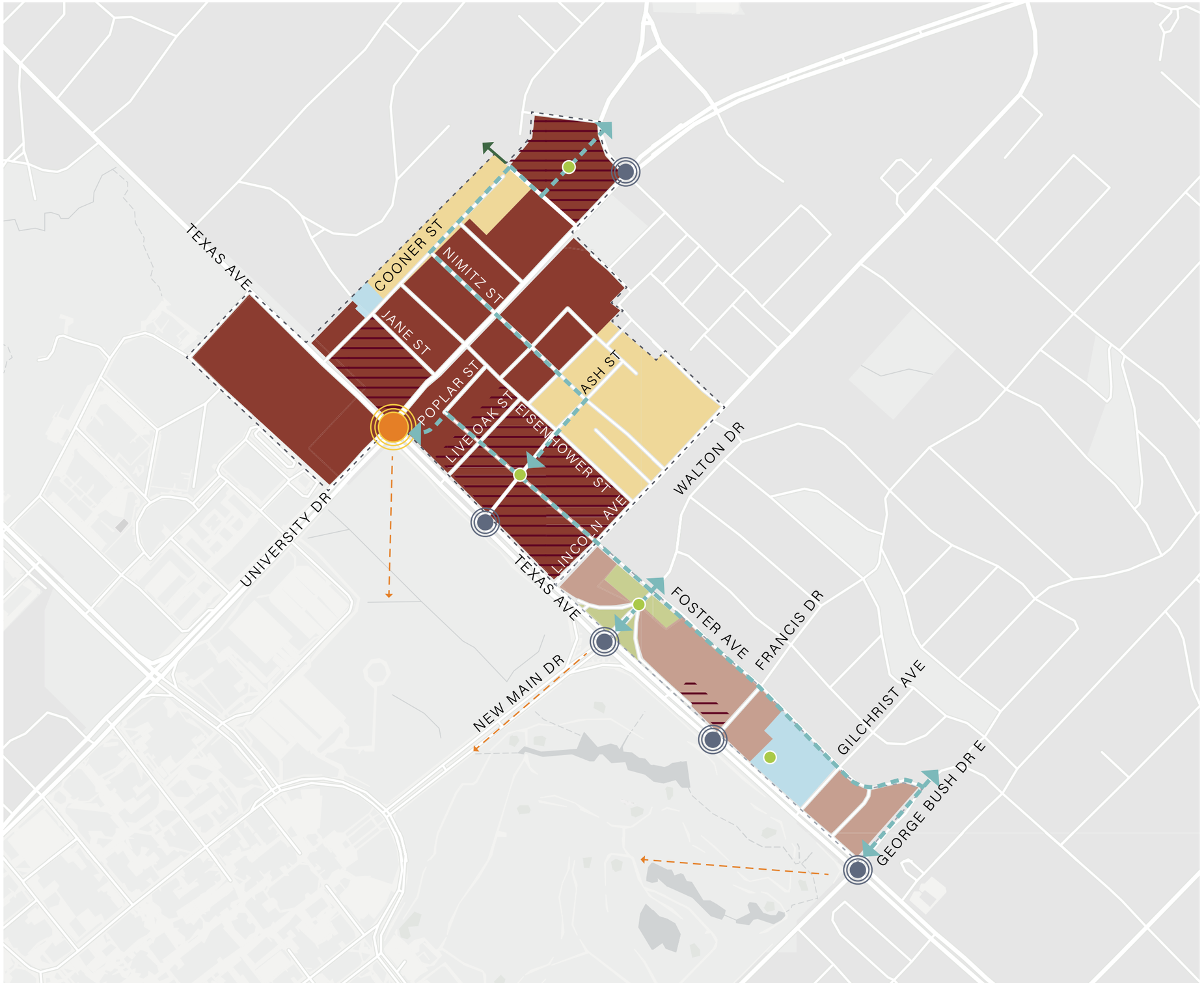
The beginning phases of the planning process included community visioning and brainstorming for the future of the planning area. During the Phase 1 meetings, participants were asked to help envision a new identity for the district, potential changes that could benefit the area, and strengths of the area that should be maintained. City staff grouped these comments into broader categories that helped inform the second phase of public engagement. The Phase 2 meetings focused on the categories from Phase 1, crafting the broad themes into goals and beginning to think about actions that would help implement them. Meeting participants helped City staff write the final goals for the plan and brainstormed actions to implement the goals of the plan. 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 through Phase 2 and ask for input and direction.

The middle phases of the planning effort focused on selecting a preferred scenario from three options that a consultant team from Asakura Robinson developed with City staff. The Phase 3 meetings offered individuals the opportunity to provide input on the scenarios and help identify additional actions that should be pursued during the plan. "Asakura Robinson and City staff then collated the preferred scenario and public feedback into **Map 1.1 Northeast Gateway Redevelopment Area Concept Plan.** Staff completed the middle phases of the planning effort with a final area-wide meeting and an online survey.

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 the plan was adopted by the City Council, staff began implementation of the actions in the plan. Implementation will occur over the planning horizon through City investments in infrastructure and programs, changes in regulations and policies that support a more urban character, and private development decisions.

MAP 1.1

Northeast Gateway Redevelopment Area Concept Plan



- CATALYST SITE
- PRIMARY ARRIVAL GATEWAY
- KEY INTERSECTION
- KEY PUBLIC SPACE ACTIVATION
- PRIORITY PED/BIKE CONNECTION
- TEXAS A&M CAMPUS VISTA
- BILLIE MADELEY PARK CONNECTION

FUTURE LAND USE

- URBAN CENTER
- NEIGHBORHOOD CENTER
- MIXED RESIDENTIAL
- INSTITUTIONAL/PUBLIC
- PARKS & GREENWAYS

SOURCE: ASAKURA ROBINSON

PROJECT TEAMS

Every planning effort requires coordination between stakeholders, staff, and appointed and elected officials. This planning effort engaged Asakura Robinson as an urban design consultancy, City staff, a working group of volunteers, the Planning and Zoning Commission and 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 Acknowledgments at the end of the plan.

ASAKURA ROBINSON

Asakura Robinson is a planning, urban design, and landscape architecture practice headquartered in Austin, Texas. They strive to bring comprehensive, equitable, sustainable, and implementable solutions to cities of all sizes. They collaborated with City staff on the scenario planning activities, concept plan, graphics, and plan content.

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 that volunteered to help City staff determine the direction of the plan and provide more focused input throughout its creation. The group was comprised of 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.

Plan Goals & Structure

The Northeast Gateway Redevelopment Plan is of interest to community residents, investors, developers, business owners, and others interested in how the area will evolve over the next 10 years. The plan is divided into chapters representing each plan subarea: The Crossing and Eastgate Main. Each chapter contains goals, corresponding actions, narrative descriptions, and maps that provide direction for how the area should redevelop over time.

CHAPTER 1: PLAN FOUNDATION

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

CHAPTER 2: THE CROSSING

The Crossing is identified as the portion of the planning area that is north of Lincoln Avenue. This area is mostly composed of the Urban Center and Mixed Residential future land use designations, anticipating a higher level of redevelopment than Eastgate Main. The Crossing anticipates significant increases in housing options and housing stock, an enhanced and expanded multi-modal system, and a denser urban form.

THE THREE GOALS FOR THE CROSSING ARE:

1. Build a vibrant and distinct identity for the crossing that embraces an attractive urban form with versatile public spaces.
2. Ensure the availability of residential and commercial opportunities throughout the district.
3. Provide a safe and connected multi-modal mobility system designed to support all modes traveling to, from, and throughout the district.

CHAPTER 3: EASTGATE MAIN

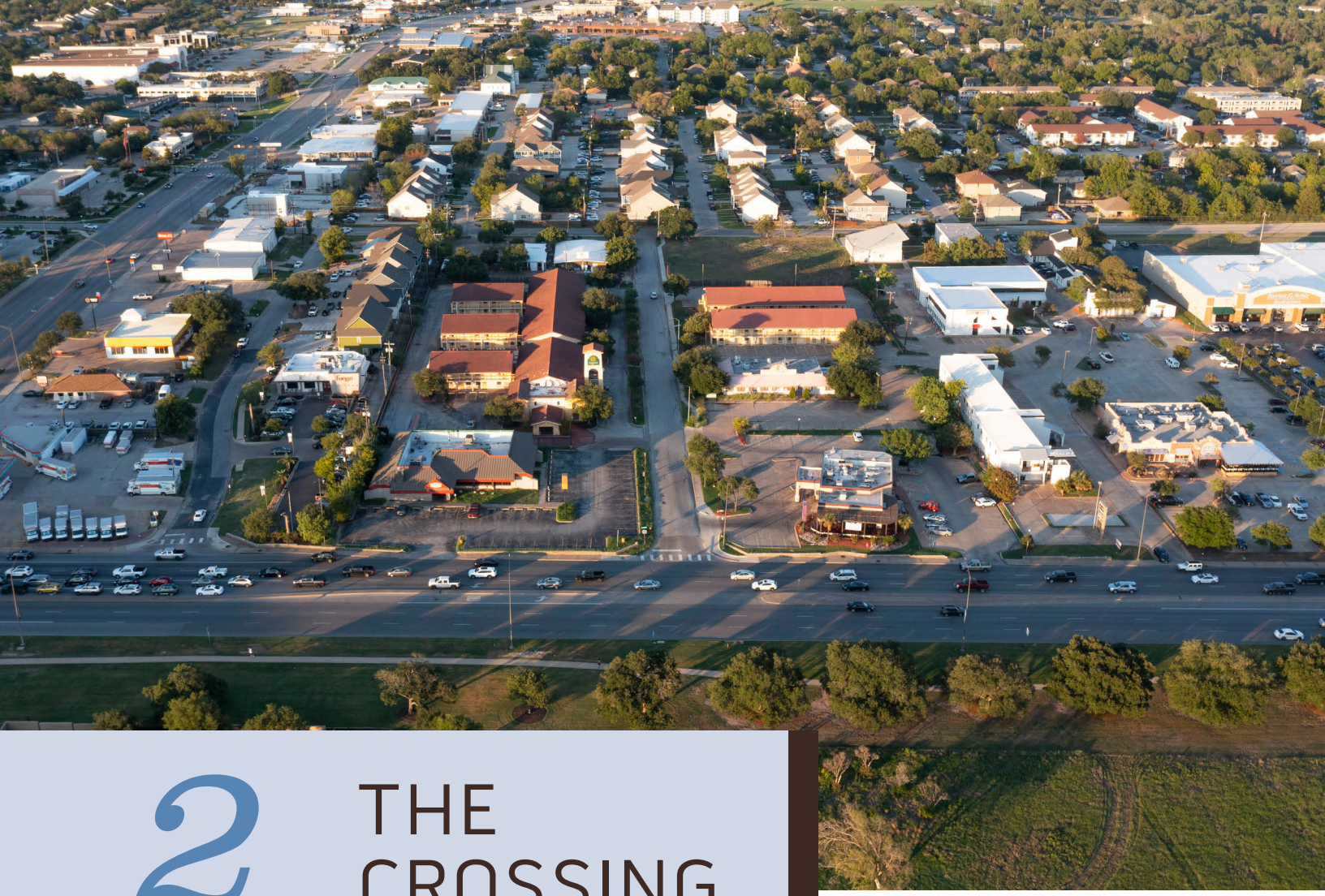
Eastgate Main is the portion of the planning area that is south of Lincoln Avenue. This area is composed of the Neighborhood Center future land use designation, which anticipates both vertical and horizontal mixed-use developments. Eastgate Main best supports horizontal mixed-use development that honors the historic commercial structures along Walton Drive while providing additional housing opportunities along Foster Avenue.

THE THREE GOALS FOR EASTGATE MAIN ARE:

1. Enhance the existing historic identity of eastgate main by enabling and incentivizing appropriate and contextual infill, redevelopment, and revitalization.
2. Support the interests of current residents and businesses while redevelopment occurs.
3. Strengthen the existing multi-modal mobility system to support a diversity of modes of travel.

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. In addition to detailing several area-wide actions, it collates the actions from the previous chapters and identifies implementation priorities and strategies.

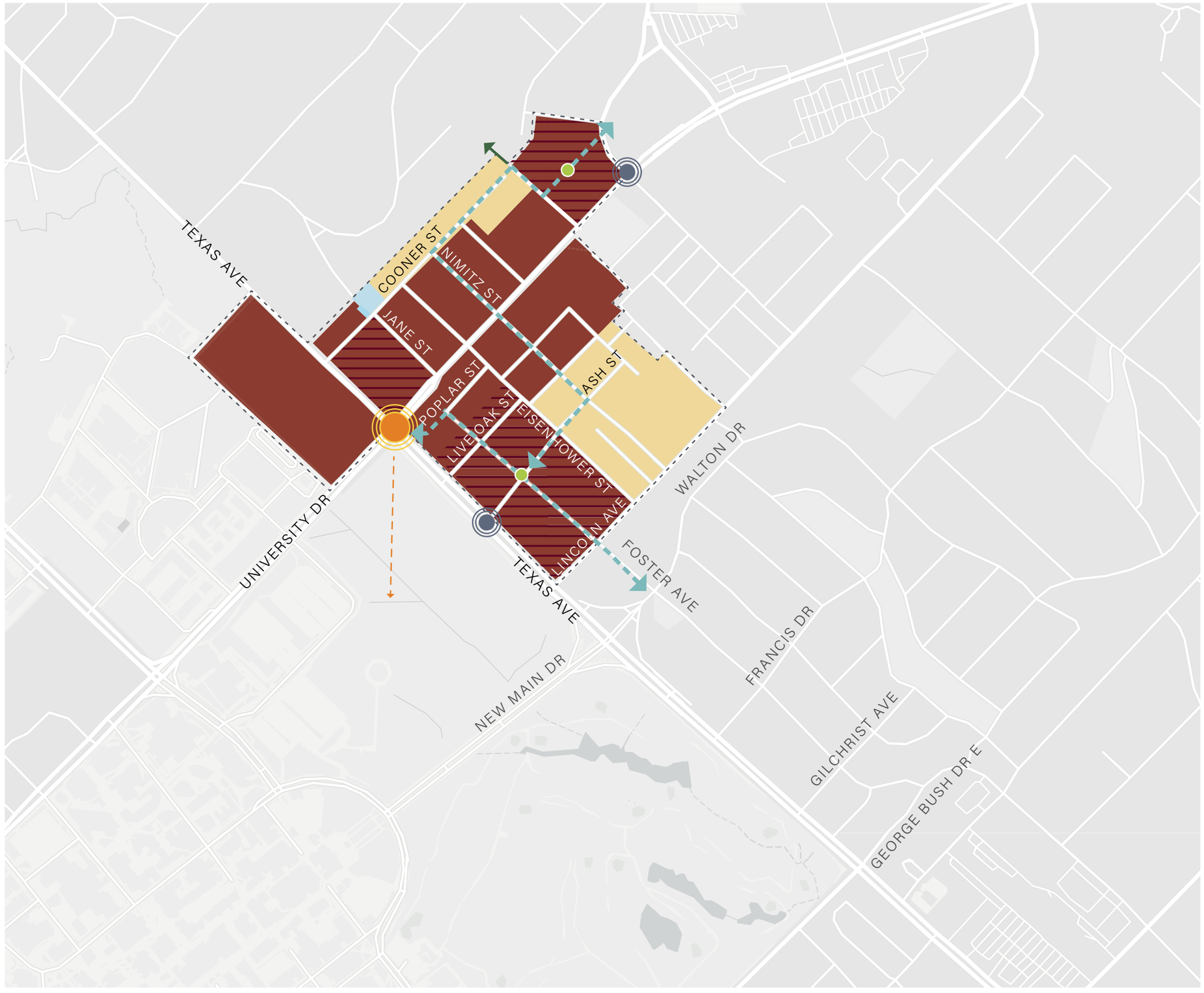


2 THE CROSSING

The Crossing is one of the subareas of the Northeast Gateway Redevelopment Area. The dividing line for the subareas is Lincoln Avenue; The Crossing is the northern half of the planning area. The Crossing is oriented to the intersection of Texas Avenue and University Drive (FM 60). It includes areas designated as Urban Center and Mixed Residential on the Comprehensive Plan Future Land Use & Character Map. Currently, The Crossing is home to a variety of automobile-oriented retail and service uses, big-box shopping centers, hotel lodging, and owner-occupied and student-oriented housing. Its prominent location at a pedestrian entrance and vista to Texas A&M University makes The Crossing a primary gateway to the City of College of Station and Texas A&M University for visitors entering from Bryan on Texas Avenue and from State Highway 6 along the University Drive (FM 60) hospitality corridor.

The Crossing's commercial setting and orientation to two major arterials have resulted in an auto-centric public realm that is poised for infill and redevelopment as aging and underperforming commercial structures depreciate. Although much of the area has been divided into smaller lots, large parcels containing big-box shopping centers and excess parking areas can provide catalytic sites for infill or redevelopment and improved street connectivity.

MAP 2.1



The Crossing Concept Plan

- CATALYST SITE
- PRIMARY ARRIVAL GATEWAY
- KEY INTERSECTION
- KEY PUBLIC SPACE ACTIVATION
- PRIORITY PED/BIKE CONNECTION
- TEXAS A&M CAMPUS VISTA
- BILLIE MADELEY PARK CONNECTION

FUTURE LAND USE

- URBAN CENTER
- MIXED RESIDENTIAL
- INSTITUTIONAL/PUBLIC

Concept Plan

Map 2.1: The Crossing Concept Plan highlights key design elements and opportunities addressed further in this chapter that can be implemented through future redevelopment or public investment.

SOURCE: ASAKURA ROBINSON

CHARACTER & URBAN FORM

Building on the future land use categories described in the Comprehensive Plan, the Concept Plan prioritizes orienting development within the Urban Center areas towards Texas Avenue and University Drive (FM 60). Though the Comprehensive Plan anticipates an average of five (5) stories and mixed-use development throughout the Urban Center future land use, taller buildings at the intersection of and along the Texas Avenue and University Drive (FM 60) corridors would support a higher level of activity and help frame one of the primary gateways to the city. Infill and redevelopment along an improved Live Oak Street or the extension of Foster Avenue also provide space for a new mix of uses. The example in **Figure 2.1 Urban Street Rendering** exhibits a new development pattern that should be sought in The Crossing. Mixed Residential areas along Cooner Street and southeast of the Live Oak Street/Eisenhower Street intersection support a greater diversity of housing opportunities and help transition from Urban Center land uses to adjoining single-family neighborhoods.

Figure 2.1: Urban Street Rendering

GATEWAYS & KEY INTERSECTIONS

The intersection of Texas Avenue and University Drive (FM 60) is the pinnacle intersection within The Crossing. This intersection is one of six Primary Arrival Gateways into the city, which the Comprehensive Plan describes as "locations where the most substantial enhancements should be installed. [Enhancements] may include significant monument signage, substantial areas of landscaping and tree planting, fountains, lighted icons, and large-scale art." Texas A&M University's 2017 Campus Master Plan also recognizes the importance of this gateway, identifying new improvements for the southwestern corner of the intersection including a new monument sign. Other key intersections include the intersection of University Drive (FM 60) at Tarrow Street and the signalized entrance to the Lone Star Pavilion shopping center from Texas Avenue.

Live Oak Street

CATALYST SITES

The Concept Plan highlights four catalyst sites within The Crossing:

- The University Plaza shopping center at University Drive (FM 60) and Tarrow Street;
- The block containing the Bank of America building that is bounded by Texas Avenue, Cooner Street, Jane Street, and University Drive (FM 60);
- The restaurant and hotel area on both sides of Live Oak Street; and
- The Lone Star Pavilion shopping center and outparcels bounded by Texas Avenue, Eisenhower St. and Lincoln Ave.

While infill or redevelopment of these sites will be driven by the private sector, these sites represent development opportunities with fewer parcel assembly constraints and locations for important mobility infrastructure or new public spaces.

Distinctive Places

GOAL: Build a vibrant and distinct identity for The Crossing that embraces an attractive urban form with versatile public spaces.

As one of the subareas of the Northeast Gateway Redevelopment Area and a primary gateway to the Texas A&M University campus, The Crossing provides a strong opportunity for urban development types and public spaces that are currently only available in Northgate area and Century Square. Creating a distinct urban space that caters to a broader cross-section of the College Station community will require quality development and design stemming from public and private sector cooperation.

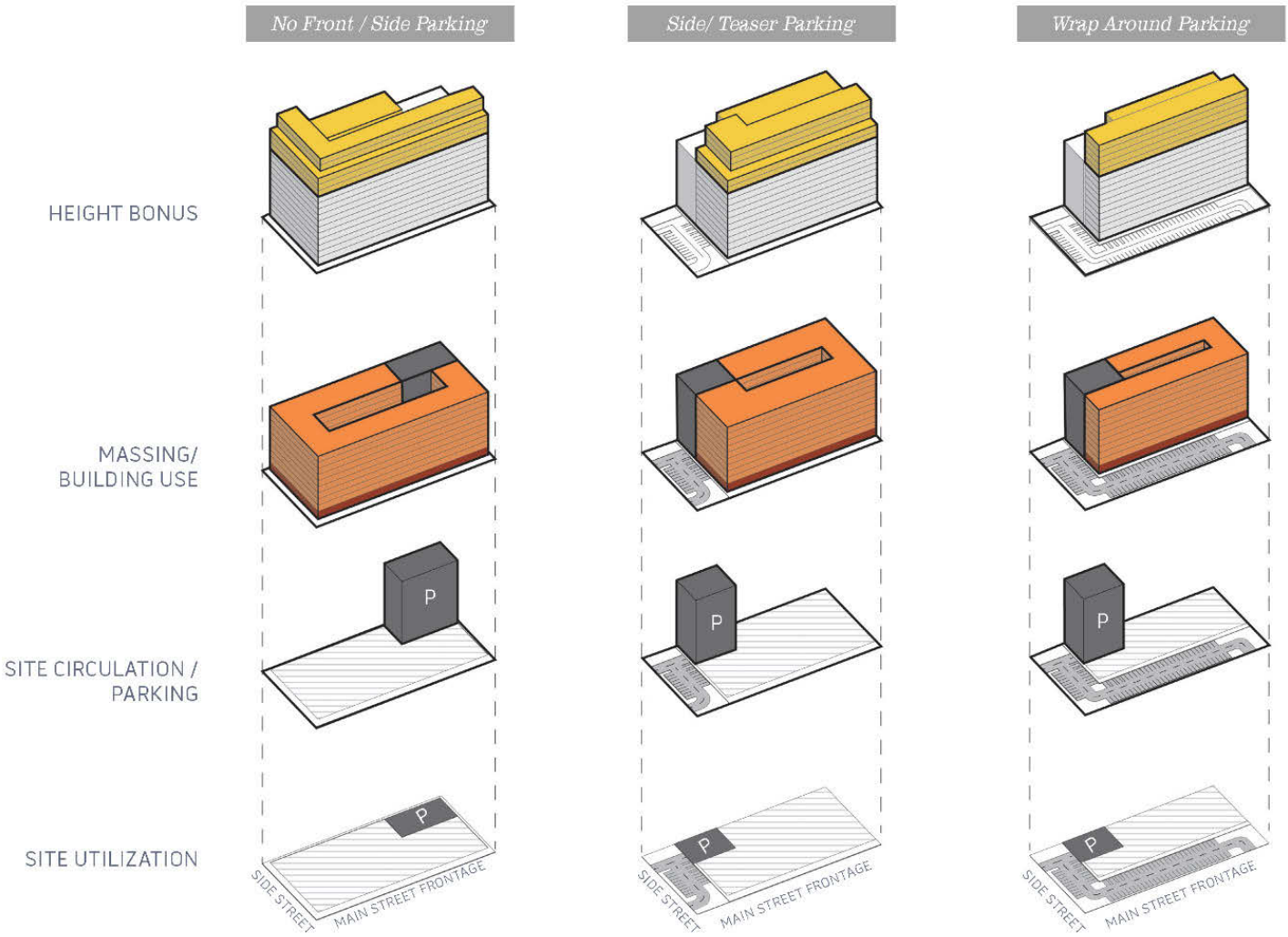
BUILDING FORM & USE

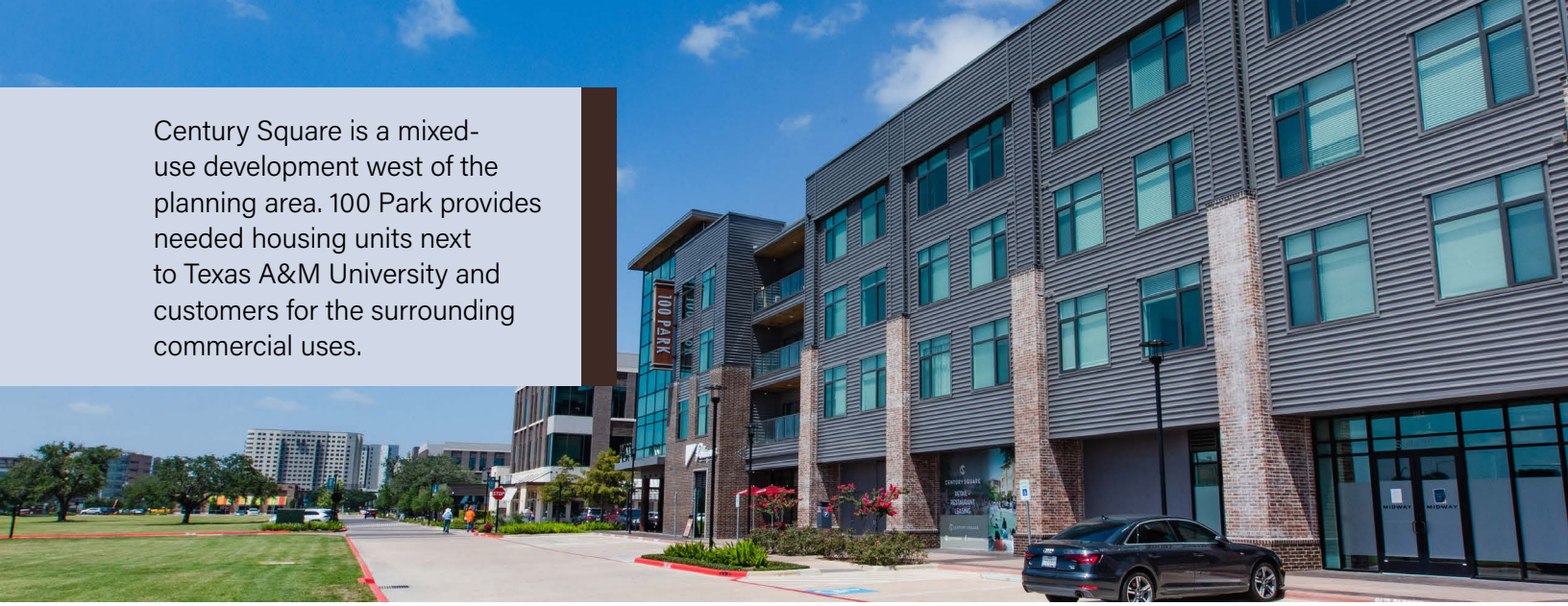
Future development within The Crossing's Urban Center areas will contribute to the creation of a vibrant, walkable district. The form, siting, and uses of buildings play important roles in creating a comfortable and inviting pedestrian realm by providing easy and convenient access close to major pedestrian routes and activating streets with ground-floor uses that generate foot traffic and visual interest.

Example branding for The Crossing

Figure 2.2: Parking and Building Placement Examples shows possible siting and location combinations for various vertical mixed-use structures. A mix of uses is encouraged in both vertical mixed-use buildings and horizontal mixed-use developments, where uses can be in separate buildings that are connected through site design. Mixed-use and multi-family housing development will help residents live close to major employers and amenities and provide customers for retail and service providers. Locating buildings close to the street with consistent massing and setbacks creates visual consistency that provides a sense of enclosure for drivers. Including several vertical elements, such as street trees or pedestrian spaces, in a driver's field of vision has a traffic-calming effect, creating a safer and more welcoming space for pedestrians and cyclists.[1]

Figure 2.2: Parking and Building Placement Examples





Century Square is a mixed-use development west of the planning area. 100 Park provides needed housing units next to Texas A&M University and customers for the surrounding commercial uses.

Table 2.1 Suggested Development Standards contains example development standards to implement the vision of the plan. These development standards should be used to assist in future ordinance amendments.

Table 2.1 Suggested Development Standards

Area	Urban Center	Mixed Residential
Maximum Height	5 stories / 60-ft (above 5 stories with density/height bonus)	35-ft
Average Number of Stories	4	2
Vertical Mixed-Use	Encouraged	Not permitted.
Minimum Front Setback	20-ft minimum setback from the curb.	5-ft minimum setback.
Maximum Front Setback	If no parking is provided: maximum 15-ft. If a one-way drive aisle and single-loaded 45-degree angled parking are provided: maximum 50-ft. If a two-way drive aisle and double-loaded perpendicular parking is provided in front of the structure: maximum 100-ft.	25-ft maximum setback. Setbacks below 15-ft encouraged.
Block Length	Not to exceed 660-ft per face. Smaller block sizes or pedestrian passages between 300-400-ft are encouraged to promote a walkable grid network.	Not to exceed 660-ft.
Front Parking	Discouraged. Not permitted along Foster Avenue. For other areas, a single row of parking is permitted when separated from the right-of-way by a sidewalk and a landscape buffer of 6-ft with street trees.	Permitted.
Side/Rear Parking	Permitted.	Permitted.
Building Orientation	The primary entrance should be facing the street or intersection (if located at an intersection).	The primary entrance should be facing the street or intersection (if located at an intersection).
Sidewalks	Minimum 8-ft. For high-traffic areas, 12-ft and canopy overhangs to provide shade are recommended.	Minimum 6-ft.

Example of new housing construction in the Mixed Residential area on Cooner Street.

Within Mixed Residential areas, residential redevelopment, including through the MH Middle Housing zoning district, is anticipated to provide a mix of housing types, including single-family homes, duplexes, townhouses, live-work units, courtyard houses, and multiplexes. In combination with the commercial uses anticipated in the Urban Center areas, the mix of different housing types embodied by the MH Middle Housing zoning district will enable a new generation of faculty, staff, and students of Texas A&M University to live, work, and recreate next to the university. These new housing opportunities are also anticipated to reduce the development pressures in the surrounding single-family residential areas.

PUBLIC SPACE

Parks, plazas, and open spaces provide opportunities for residents, workers, and visitors to relax and gather. Though parks and open spaces such as Lions Park, Billie Madeley Park, and the Polo Fields are located just outside of The Crossing, no public space exists within The Crossing. Creating new public spaces and improving connections to the existing public spaces just beyond the planning area are priorities.

Three key public spaces are proposed with the future redevelopment of The Crossing: a central green or plaza within the Lone Star Pavilion catalyst site near future extensions of Foster Avenue and Ash Street; a green or plaza within the University Plaza catalyst site with potential stormwater management features to help mitigate issues within the area; and a shared-use path connection from Cooner Street and the University Plaza area to Billie Madeley Park, which is currently only accessible through the City of Bryan. The design, function, and connectivity of these spaces should be determined in conjunction with the property owner or developer and the community to identify desired amenities and features. As The Crossing's redevelopment will provide new housing opportunities for residents and families, the design of these spaces should also consider the needs of multigenerational households and children.

In addition to providing recreational space, these spaces can be designed to provide on-site stormwater management and detention, supplementing capacity at existing stormwater management facilities. In contrast to conventional detention basins, low-impact development techniques can allow stormwater to infiltrate through the ground while minimizing the footprint dedicated to standalone space. Water features can also cool the air and provide a calming effect with white noise. Siting these spaces near existing stormwater facilities such as the detention basin at University Plaza or within the low-lying area of Lone Star Pavilion's parking lot could minimize disruptions and enhance their effectiveness.

Because there is very little public property within The Crossing, the City will need to collaborate with private property owners to locate, design, and manage public space. Public space can be either publicly owned, if purchased by or dedicated to the City, or privately owned by the developer, such as The Green at Century Square. The mechanisms to create public space vary but can include parkland dedication, land dedication for public use in return for incentives such as a height bonus, public-private partnerships that include a mix of public funds or in-kind management or maintenance, and public access easements or agreements.

Existing parking lot sign at the Lone Star Pavilion shopping center

ARTS, CULTURE, & PROGRAMMING

Cultural institutions play an important role in creating a district's identity and activating public spaces through arts and programming. Nearby Century Square includes a mix of sculptures and murals that pay homage to Texas A&M University's culture and traditions. Century Square's management also hosts events on The Green, with its Front Porch live music series, Century Square Cinema movie screenings, and monthly Shopping on the Square vendor markets. Except for religious institutions and the Benjamin Knox Gallery, there are few existing spaces for culture and art within The Crossing, and a lack of public space prevents programming opportunities.

Future public space within The Crossing can create opportunities for partnerships with arts institutions such as the Arts Council of Brazos Valley, the Texas A&M University School of Performance, Visualization & Fine Arts, and the Texas A&M University Academy for the Visual and Performing Arts. New development could support the arts, especially if site-specific art installations or contributions to art funds are included as a criterion for bonus heights. The hospitality industry and arts are closely aligned, and hotel occupancy tax revenues within the area can support Visit College Station and investment in the arts.

Besides direct investment in the arts, The Crossing can support the growth of cultural institutions by providing affordable spaces for artists and artisans. Vacant buildings and storefronts can be adapted and reused as makerspaces, creating new activity within The Crossing and increasing occupancy of otherwise underutilized spaces.

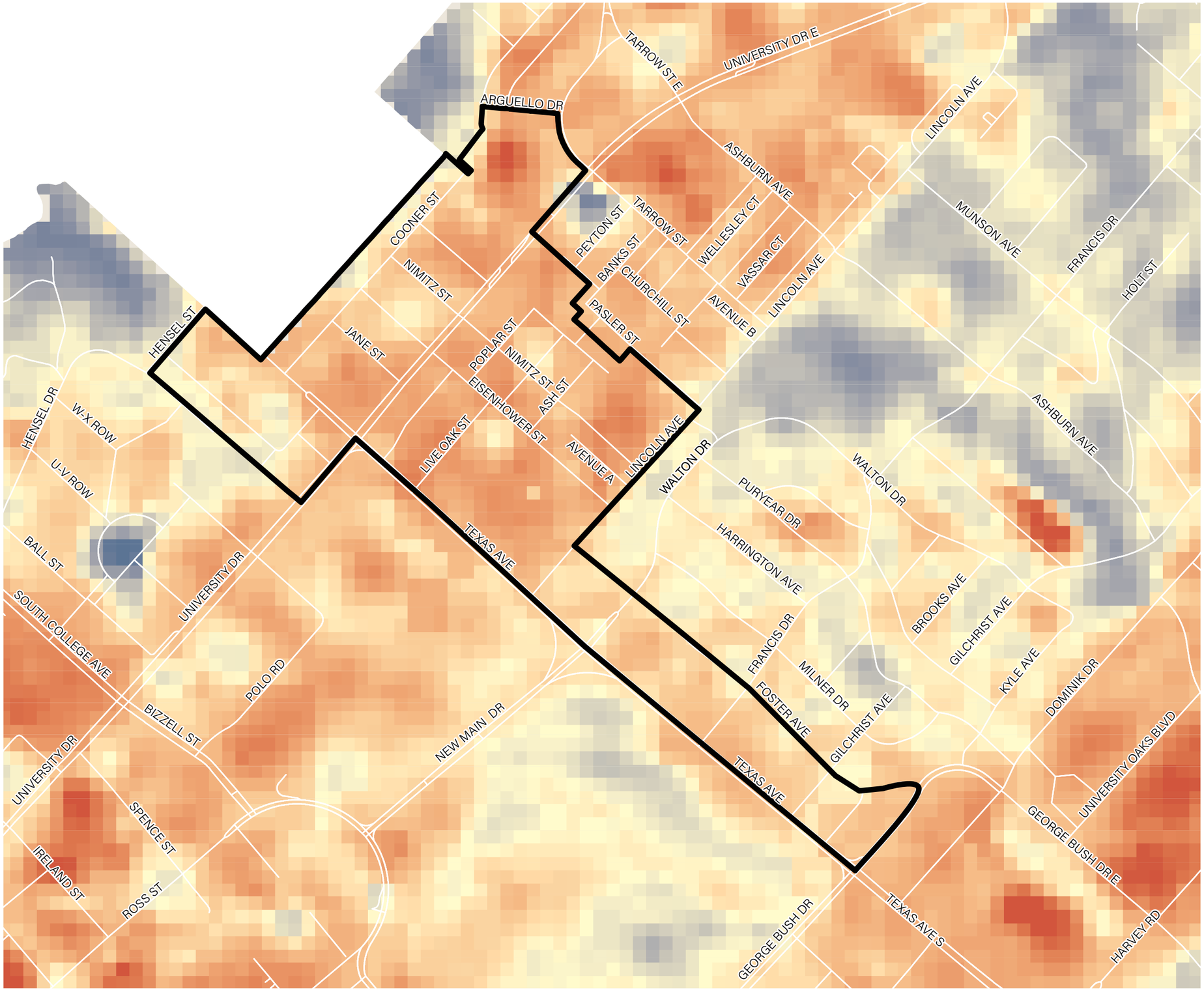
URBAN FORESTRY & HEAT ISLAND MITIGATION

While hot summers are an unavoidable fact of life in Central Texas, the additional impacts of heat can be especially pronounced in heavily paved urban areas that absorb and retain heat through pavement and building materials. According to the Environmental Protection Agency (EPA), heat islands are "urbanized areas that experience higher temperatures than outlying areas." Heat has a significant negative impact on pedestrian and cyclist comfort, with elevated surface temperatures in denser areas reducing comfort when compared to greener, more natural landscapes with trees and shade. The Cooling College Station plan addresses urban heat islands, visualized estimated surface temperatures across College Station, and outlined a five-year tree planting plan for public parks, rights-of-way, and other City properties. **Map 2.2: Surface Temperatures from Cooling College Station** shows the relative urban heat in the planning area.

Planning for urban tree canopy with future redevelopment in The Crossing can help mitigate the heat island effect present within this area: the surface temperature analysis from Cooling College Station highlights increased surface temperatures within The Crossing when compared to neighboring areas such as Eastgate Main and Century Square. Planting trees around buildings, in parking lots, and public spaces and rights-of-way is one of the most effective techniques to reduce heat islands, as the greenery provides shade and evapotranspiration that lowers surface and air temperatures.

MAP 2.2

Surface Temperatures from Cooling College Station



LOW — MID — HIGH

DISTRICT BOUNDARY

COLLEGE STATION CITY LIMITS

Strong Neighborhoods & Prosperous Economy

GOAL: Ensure the availability of residential and commercial opportunities throughout the district.

As The Crossing redevelops, the availability of residential and commercial opportunities will expand. More housing options and choices will become available and vertical mixed-use structures will bring new commercial prospects that have not been available in College Station. However, this redevelopment should be pursued in a phased approach so as not to displace residential and commercial tenants due to a lack of opportunity or skyrocketing rental prices.

HOUSING FOR DIVERSE RESIDENTS

Reflecting the community's existing and future housing needs and demographic characteristics, future development and redevelopment of different housing types will expand housing opportunities for all residents of the City of College Station, including faculty, staff, and students of Texas A&M University. While detached single-family homes have historically been the base of College Station's housing stock, the MH Middle Housing zoning district can provide more for-sale and for-rent opportunities for households and families seeking a walkable lifestyle near employment opportunities and amenities, particularly as rising land values raise the costs of single-family home ownership. Even as appraised land values increase within Brazos County, denser housing types can remain more affordable over time because they consume less land and can spread property value and tax costs across a greater number of households, reducing the burden on individual homeowners or renters. Additionally, by enabling the MH Middle Housing zoning district and incentivizing higher-density housing in this redevelopment area, development pressures can be concentrated here and outside of established single-family neighborhoods. Furthermore, the MH Middle Housing zoning district provides greater flexibility and serves as a transitionary buffer between more intense urban uses and established single-family zoning districts. Encouraging amenities such as green space and childcare close to housing opportunities can also make The Crossing more attractive to families.

MIXED-USE DEVELOPMENT TYPES

Creating an urban center within The Crossing requires compact, mixed-use development to create activity and pedestrian traffic. Mixing residential and economic/employment-generating uses in a compact development form provides housing in an amenity-rich area, generates foot traffic for retail and service uses, and creates attractive locations for office workers and employers. Mixed-use development can take the form of vertical mixed-use, where a single building contains commercial uses on the ground floor and/or upper stories as well as residential uses above, or horizontal mixed-use, which combines commercial and residential uses within a walkable, compact site. Vertical mixed-use developments should provide a variety of retail and service space sizes and configurations on their first floors to support a mix of users and needs. Use requirements should be flexible and allow complementary sectors to cluster in the area, such as wellness and lifestyle-oriented businesses like yoga studios and juice bars, or makerspaces and professional offices.

Major challenges to the successful development of vertical mixed-use buildings can include the availability of financing for the developer and commercial real estate market demand. Vertical mixed-use development is more complex than horizontal mixed-use development due to building code requirements and the mix of revenues and management needs. Additionally, a comment staff received repeatedly throughout the planning process was how perceptions of access to retail spaces can impact customer traffic. Developments that do not have clear access points, including front-row parking, have had limited success.

ECONOMIC DEVELOPMENT

Wherever possible, redevelopment within The Crossing should support the retention of existing businesses. While mixed-use development may seem like a major change to the big-box format of many retailers and anchors, many national retailers have successfully opened stores in urban and mixed-use developments, as evidenced by the Buffalo Heights H-E-B. Since a variety of big-box retailers are present within this area, development regulations should avoid setting overly restrictive maximum limits for allowable gross floor area for ground-floor retail establishments. Maintaining flexibility for retailers and commercial tenants will be critical as this sector continues to adapt to the effects of the COVID-19 pandemic, the rise of online retail, and the growing need for backroom spaces for online order fulfillment and pickup.

H-E-B store in Buffalo Heights mixed-use development in Houston.

As The Crossing continues to redevelop, small-scale commercial and office uses may be able to take root in older and lower-rent spaces, providing space for this sector. Large spaces such as the former Albertson's store at the University Plaza shopping center could accommodate a larger tenant or could be divided to permit small-scale pop-up shops that allow small businesses to scale and activate vacant spaces. Pop-ups typically include short-term agreements rather than long-term leases, providing flexibility for the property owner.

Triangle Pop-Up Market in Raleigh, NC.

Makerspaces and small-scale manufacturers, often called micro-industrial uses, can also catalyze economic development and adaptive reuse within The Crossing. As opposed to the popular conception of large factories and heavy manufacturing as massive, loud, and polluting entities, small-scale manufacturing utilizes recent technologies that are clean, quiet, and can fit into smaller spaces. Where the retail market is unable to support full occupancy of retail spaces, these makers can occupy difficult-to-lease or less desirable retail spaces. The presence of a small storefront can provide opportunities to market directly to local customers while the rear spaces are used for production. Finally, the proximity of The Crossing to Texas A&M University can also support collaborations with students, staff, and faculty from the University.

This screen-printing business is an example of a small-scale manufacturing enterprise.

INFILL & REDEVELOPMENT

The Northeast Gateway Redevelopment Area contains retail and office buildings in a variety of sizes and conditions, from larger big-box retail spaces to smaller offices. Within The Crossing, these spaces tend to be larger as part of a shopping center or strip development. However, a variety of spaces within The Crossing are currently vacant, including ground-floor retail spaces in the Northpoint Crossing development and the former Albertson's store at the University Plaza shopping center.

As market conditions begin to encourage infill and redevelopment within these areas, providing flexibility for the reuse of vacant spaces will encourage continued economic development and placemaking opportunities within the area. Key opportunities within The Crossing could include permitting spaces for small business pop-ups, makers, and small-scale manufacturers. The recent elimination of parking minimums within redevelopment areas could provide flexibility for users seeking to occupy existing spaces and remove a barrier to redeveloping vacant or underutilized parking areas or developing new pad sites.

Redevelopment encourages the continued longevity and adaptation of existing businesses and residents while creating the space and amenities to attract and house new businesses and residents. Strategies to reconnect the street grid and create new spaces for businesses and residents can be completed incrementally over time. Achieving the plan's vision of redevelopment will require smaller projects and site activations, with a phased approach ensuring the continued operation of existing tenants until they are ready for potential change. When redevelopment sites contain underutilized spaces such as vacant buildings or parking lots, redeveloping these areas provides options for businesses to temporarily relocate and remain in the area during construction and development, while reducing financial risk. However, the City should coordinate with business and economic development entities such as the Brazos Valley Economic Development Corporation to develop strategies that minimize construction disruptions and displacement. Construction disruption assistance could include technical assistance or financial assistance through short-term loans or grant programs for lost revenues due to redevelopment and construction.

INCENTIVES FOR QUALITY DEVELOPMENT

Creating the desired community character and form within The Crossing area will be primarily driven by the private sector through infill and redevelopment. Accordingly, aligning development regulations and incentives to encourage the provision of high-quality urban design and public spaces will be a critical implementation strategy.

While Texas enabling authority prohibits the outright requirement of public benefits like affordable housing in new development, cities can use financial or regulatory incentives to encourage the provision of public benefits in new development. Common regulatory incentives include height and density bonuses, which allow developers to go above a standard height or density limit in return for providing benefits such as affordable housing, public space, pedestrian and bicycle amenities, and more. This type of market-driven incentive can achieve both public and private goals in new development.

Bonuses for providing affordable housing typically require setting aside a certain percentage of on-site residential units as affordable, or contributing to an affordable housing fund, depending on the community's definitions and policies. Public spaces and facilities that exceed standard design requirements in site development plans or subdivisions standards can also qualify for bonuses, often in proportion to the amount of land dedicated. Setting base height or density limits, thresholds for bonuses, and administrative procedures should be coordinated and prioritized as strategic actions stemming from this planning effort.

As The Crossing is intended to be the site of the most intense development within the planning area, the City should incorporate regulatory incentives such as height bonuses in future zoning ordinance updates to encourage high-quality and dense development within this area. The City should develop a density bonus system to encourage public benefits as a component of development and achieve other goals in this plan, including the dedication of space for public use or the construction of priority mobility connections such as bicycle and pedestrian facilities. The incentive structure should ensure that the increases in height or developable area are proportional to the public benefits received.

Integrated Mobility

GOAL: Provide a safe and connected multi-modal mobility system designed to support all modes traveling to, from, and throughout the district.

Infill and redevelopment will bring more people to The Crossing to live, shop, or recreate. Enhancements are needed to the mobility system to handle the additional trips within the district. These additional paths and improvements should be carefully planned to maximize impact and safety for all users.

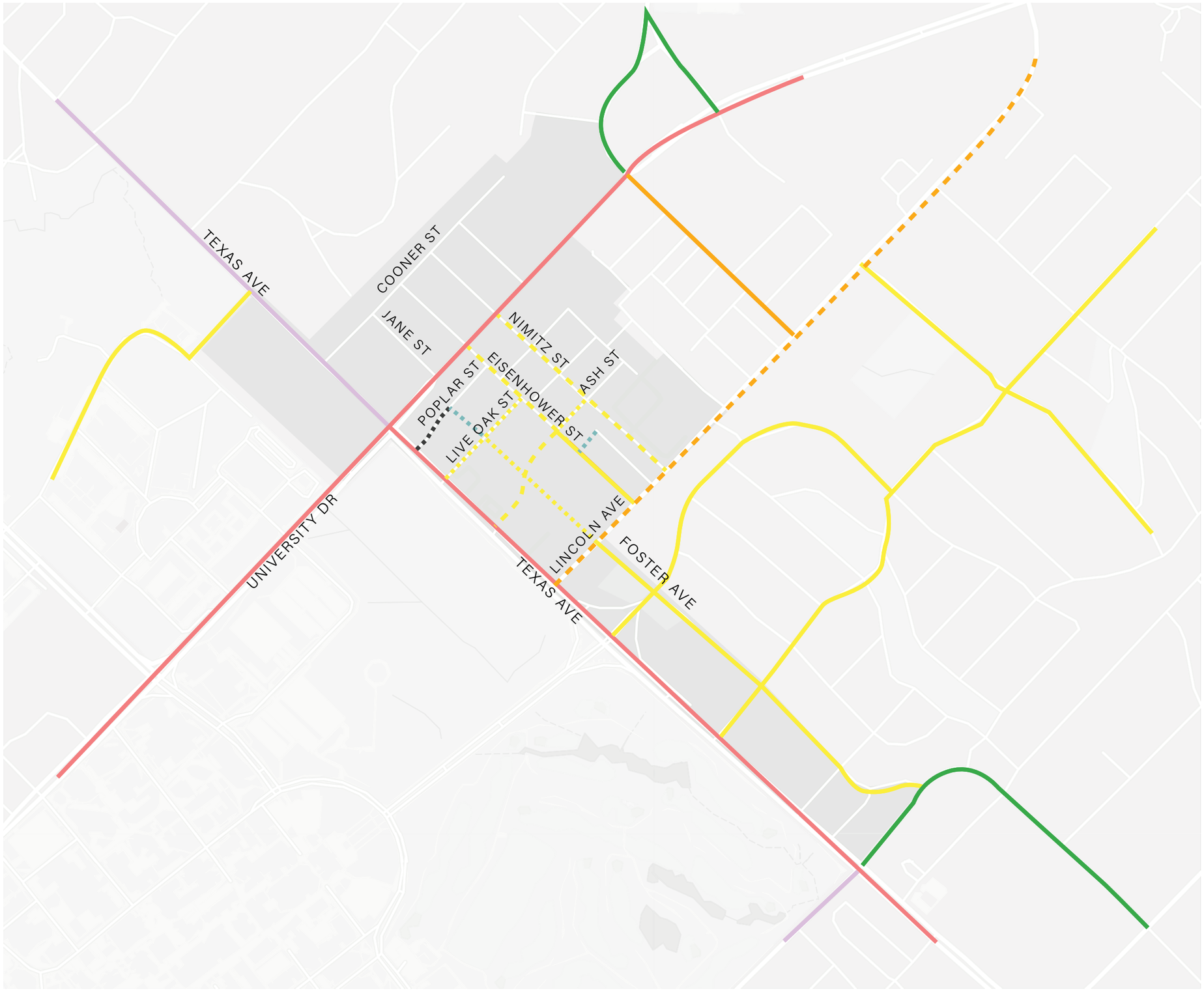
FUTURE STREET NETWORK

Map 2.3: Future Street Network focuses on building a robust, urban street grid and providing alternatives to Texas Avenue and University Drive (FM 60) with high-quality facilities for pedestrians and cyclists. While shared-use paths and sidewalks exist along sections of these two arterials, they may not be preferred routes for pedestrians and cyclists due to a lack of adequately separated facilities, gaps in the existing network, excessive noise and heat, and distances to storefronts.

Connections prioritized for future improvement within The Crossing are the extension of Foster Avenue from Lincoln Avenue to Live Oak Street, the extension of Ash Street from its existing terminus to the signal at Texas Avenue, and the bicycle facility along Ash Street and Nimitz Street between the Ash Street/ Eisenhower Street intersection and Nimitz Street's terminus at Cooner Street. These will provide improved connectivity to existing neighborhoods, create an alternative bicycle and pedestrian crossing at University Drive (FM 60), and support development within important catalyst sites. Additionally, one of the actions of the plan suggests improvements to Live Oak Street, including eliminating the existing offset at Eisenhower Street and providing improved bicycle and pedestrian facilities to encourage redevelopment.

In addition to these improvements between University Drive (FM 60) and Lincoln Avenue, an important bicycle and pedestrian connection could be made between the existing right-of-way of Cooner Street and the University Plaza shopping center to provide additional access and complete a parallel bicycle and pedestrian network to University Drive (FM 60) through the district. Although existing grades and stormwater facilities currently prevent a direct connection between Cooner Street and Chimney Hill Drive, future redevelopment of the University Plaza shopping center should formalize the bicycle and pedestrian connection between Cooner Street and Tarrow Street/Arguello Drive.

MAP 2.3



Future Street Network

- 6 LANE MAJOR ARTERIAL
- 4 LANE MAJOR ARTERIAL
- 4 LANE MINOR ARTERIAL
- 2 LANE MAJOR COLLECTOR
- PROPOSED 2 LANE MAJOR COLLECTOR
- 2 LANE MINOR COLLECTOR
- PROPOSED 2 LANE MINOR COLLECTOR
- RECOMMENDED STREET EXTENSION
- RECOMMENDED STREET CLOSURE

SOURCE: ASAKURA ROBINSON

HIGH-COMFORT BICYCLE & PEDESTRIAN FACILITIES

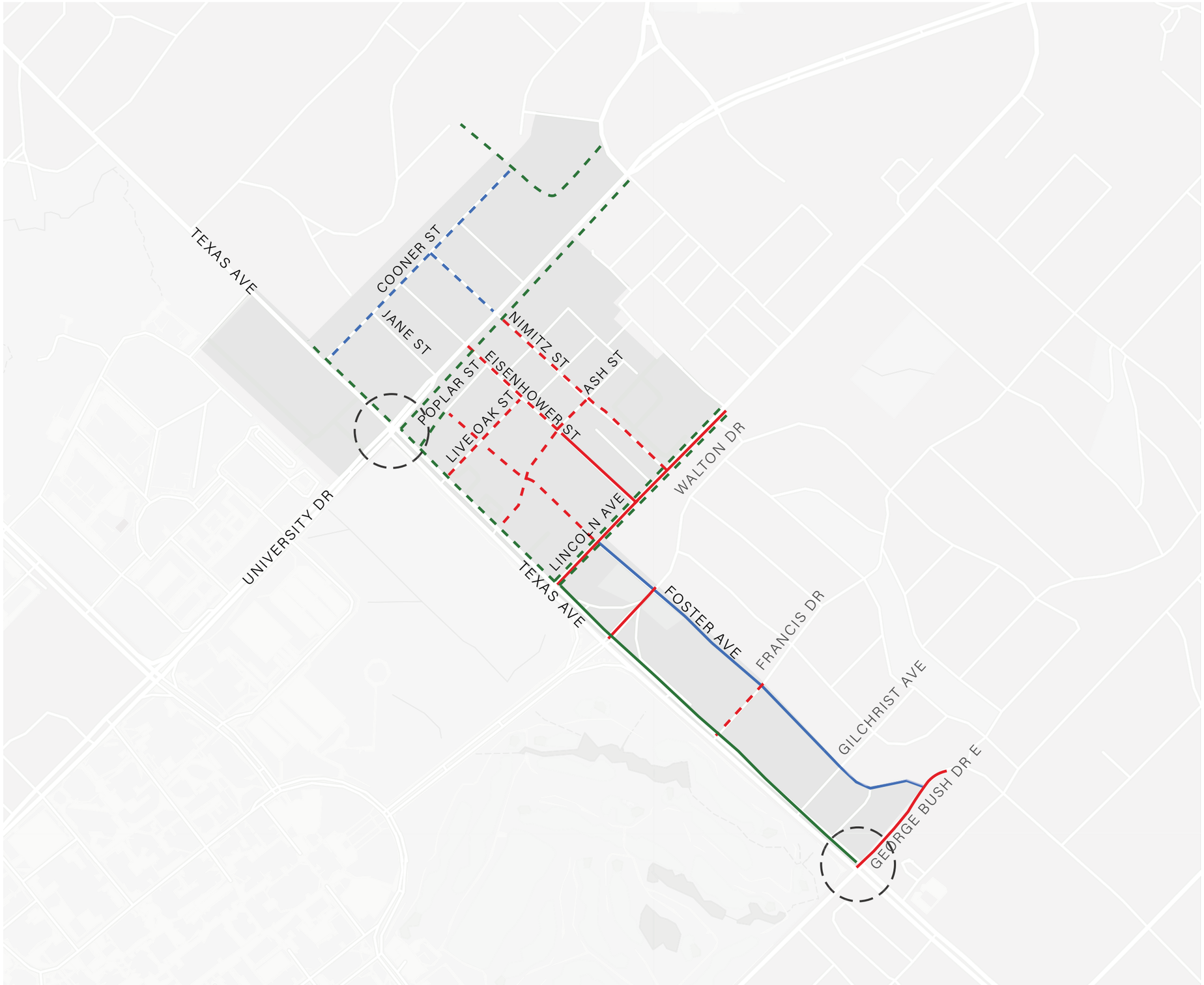
A walkable, bikeable, and vibrant urban center requires high-quality and high-comfort pedestrian and bicycle facilities. Development of pedestrian and bicycle facilities must emphasize comfort, recognizing the impacts of vehicular traffic speeds, noise, heat, and slope that can reduce perceptions of safety and create stress for users.[2] High-comfort facilities serve users of all ages and abilities.

Strategies to improve comfort can include lowering vehicular speeds, providing additional separation from vehicular traffic through horizontal or vertical separation or barriers, providing street trees and shade, and providing facilities that are sized appropriately to allow users to pass or maneuver with ease. Many of these strategies can be implemented through street section design guidance in the Bryan/College Station Unified Design Guidelines, as well as careful coordination with Texas Department of Transportation (TxDOT) design guidelines. As design standards based on functional classifications typically prioritize vehicle movement over local urban design context and pedestrian and bicycle comfort, future updates should respond to specific local contexts and anticipate where exceptions are needed. Establishing additional pedestrian crossings, such as a crosswalk at the Lone Star Pavilion signalized intersection, can reduce the length of pedestrian trips.

Several changes are proposed to the Bicycle Plan within the Bicycle, Pedestrian, and Greenways Master Plan, as reflected in **Map 2.4: Future Bicycle Network.** Proposed bike routes are suggested for Cooner Street and Nimitz Street between Cooner Street and University Drive (FM 60). These bike routes will help connect other components of the bicycle network on streets with constrained right-of-way. Proposed shared-use paths are anticipated going through the University Plaza shopping center, along Texas Avenue between Lincoln Avenue and the city limits, and along the western half of Poplar Street where the road closure is suggested. Additionally, there are new proposed bike paths along the Foster Avenue extension north of Lincoln Avenue, along Live Oak Street, along Ash Street between Eisenhower Street and Nimitz Street, and along Eisenhower Street between Ash Street and University Drive (FM 60).

Similarly, changes are proposed to the Pedestrian Plan within the Bicycle, Pedestrian, and Greenways Master Plan as shown in **Map 2.5: Future Pedestrian Network.** The proposed shared-use paths from the Bicycle Plan are suggested to be added to the Pedestrian Plan, including through the University Plaza shopping center, along Texas Avenue, and along Poplar Street. Additionally, the Foster Avenue extension is proposed to have sidewalks on both sides of the street and the extension of Avenue A to Eisenhower Street is proposed to have a sidewalk on one side.

MAP 2.4

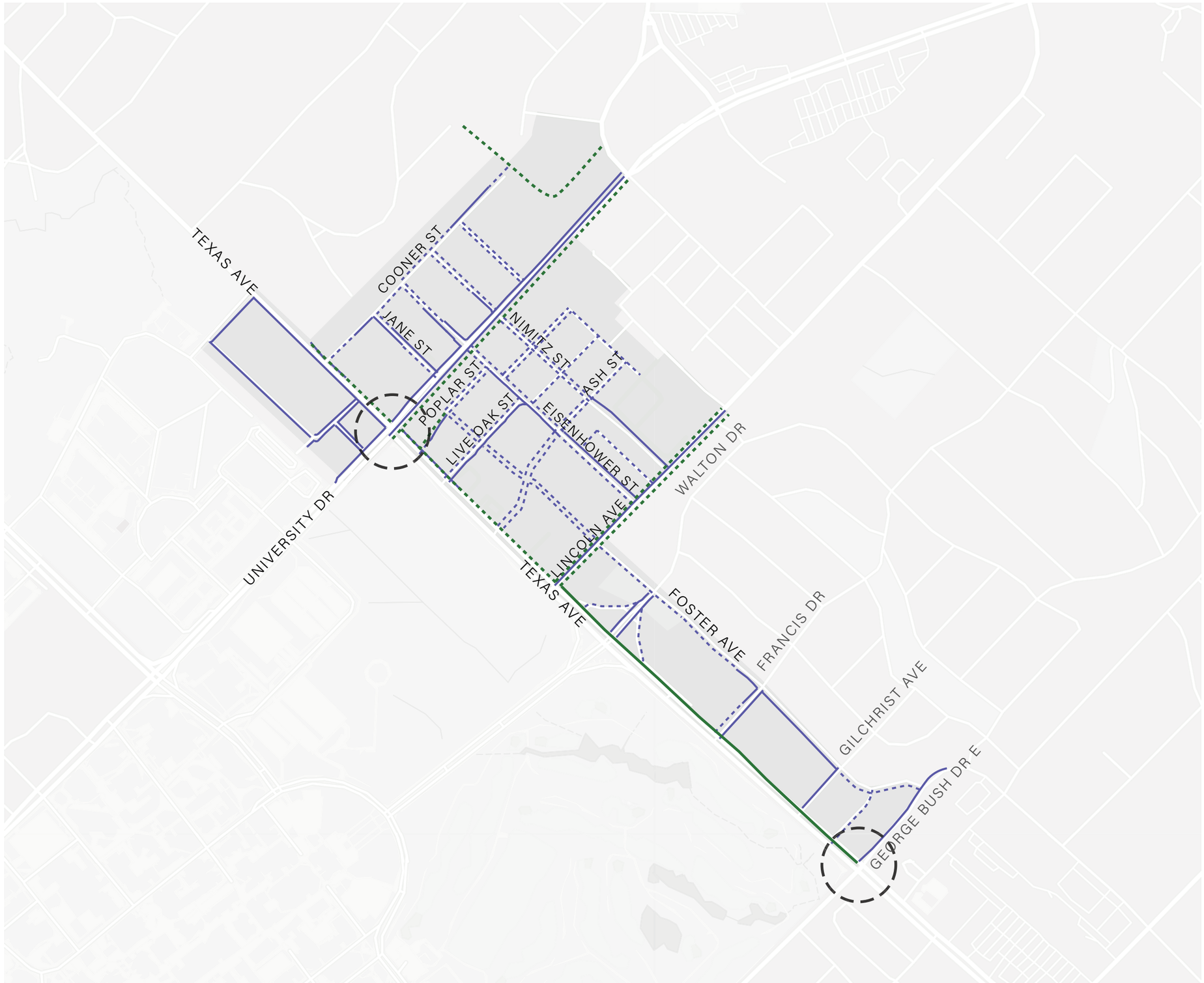


Future Bicycle Network

- BIKE LANE EXISTING
- BIKE LANE FUNDED/PROPOSED
- BIKE ROUTE EXISTING
- BIKE ROUTE FUNDED/PROPOSED
- SHARED USE PATH EXISTING
- SHARED USE PATH FUNDED/ PROPOSED
- GRADE SEPARATED CROSSING PROPOSED

SOURCE: ASAKURA ROBINSON

MAP 2.5



Future Pedestrian Network

- SIDEWALK EXISTING
- SIDEWALK FUNDED/PROPOSED
- SHARED USE PATH EXISTING
- SHARED USE PATH FUNDED/ PROPOSED
- GRADE SEPARATED CROSSING PROPOSED

SOURCE: ASAKURA ROBINSON

The Bicycle, Pedestrian, and Greenways Master Plan currently proposes a bicycle/pedestrian grade-separated facility at Texas Avenue and University Drive (FM 60). In addition to a grade-separated bicycle/pedestrian facility, facilities that separate traffic while allowing pedestrians and cyclists to remain at grade should be considered. Grade separations can negatively impact cyclist and pedestrian perceptions of safety and convenience, particularly if they add additional travel distance or difficulty or are perceived to be unsafe. In addition to separating the bicycle and pedestrian facilities at this intersection, separating through traffic should be explored, such as lowering northbound/southbound Texas Avenue below grade while maintaining an at-grade, signal-controlled intersection with bicycle and pedestrian facilities. This would potentially mitigate an existing signal phase and improve intersection performance.

PROPOSED URBAN STREET CROSS-SECTION

Within catalyst sites such as Lone Star Pavilion and University Plaza, modifications to the City's standard Minor Collector section may be appropriate to provide enhanced facilities, including separated bike lanes buffered from through traffic by on-street parallel parking, street furniture, street tree planting zones, and wide sidewalks. While street trees provide shade, they sometimes conflict with utility provision; care and intention should be shown for the location of trees outside of utility locations. Revisions to the MU Mixed-Use zoning district should include which amenities should be provided with property development The Minor Collector variation shown in **Figure 2.3: Proposed Urban Street Cross-Section** provides ample space for pedestrians and can support amenities such as sidewalk cafes within privately owned frontages.

Although the standard Minor Collector section requires a 60-foot right-of-way, retrofits to existing sections of Ash Street and Nimitz Street must consider the constrained right-of-way (typically 50 feet) and existing pavement section (typically 27 feet). As these sections will provide an important bicycle connection within the existing residential area, future improvements should consider reducing vehicular travel lane widths to manage right-of-way while maintaining adequate fire access and vertical and horizontal separation from bicycle and pedestrian facilities. Although bicycle and pedestrian facilities should ideally be separated to reduce conflicts between users, an alternative shared-use path section may be appropriate where lower bicycle and pedestrian traffic volumes are anticipated.

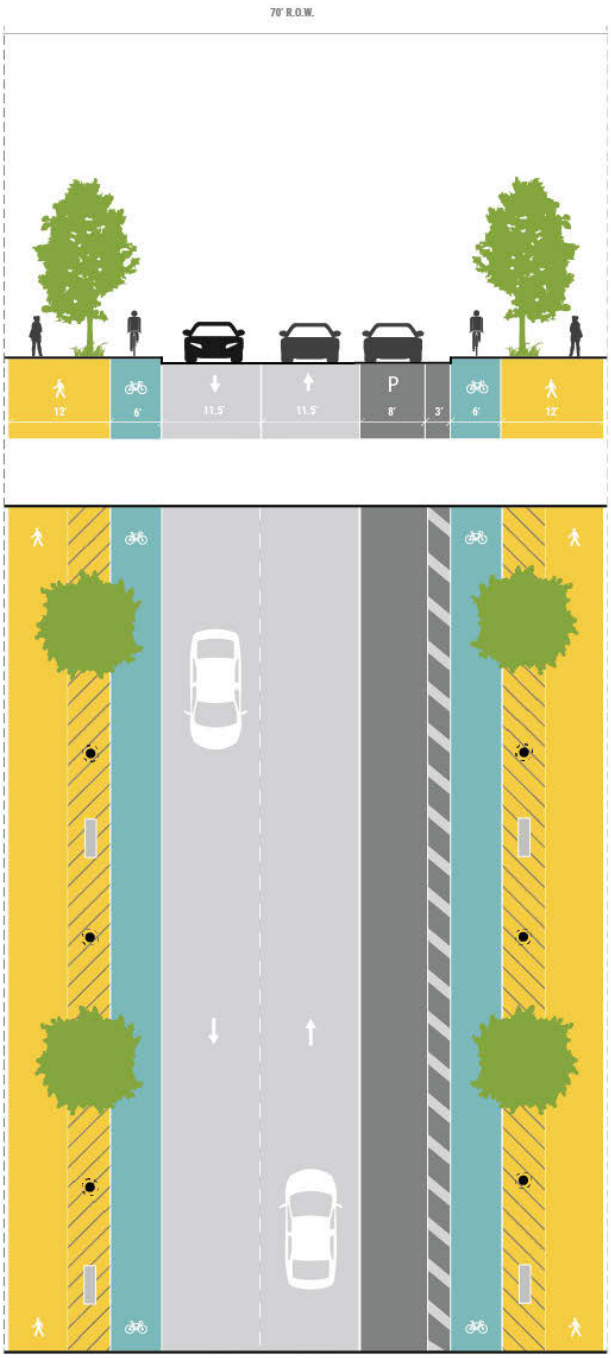
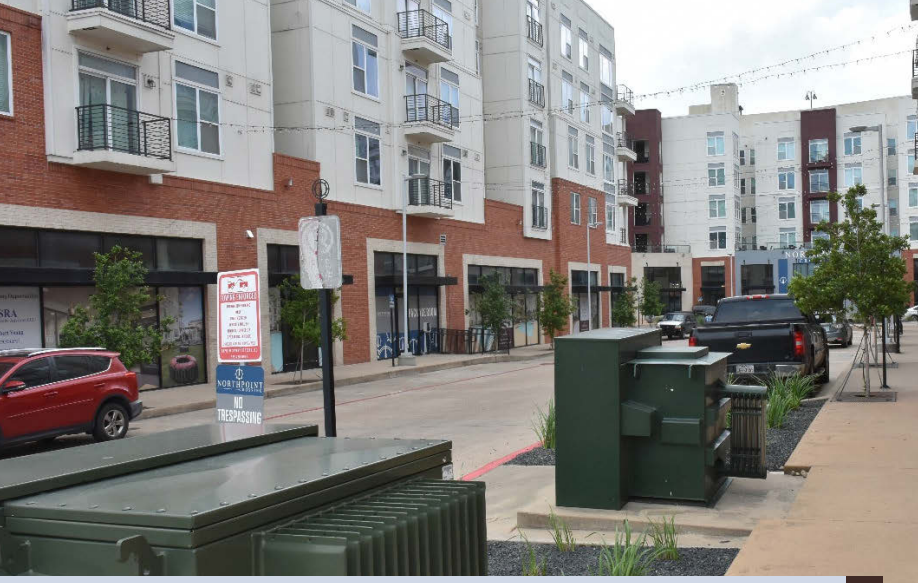


Figure 2.3: Proposed Urban Street Cross-Section



This sidewalk in Northpoint Crossing highlights how tree and furniture placement can reduce attractiveness to pedestrians. Utility infrastructure should not be located in high-traffic areas. Additionally, street trees should not reduce sidewalk width.

While the information kiosk obstructs the sidewalk, this sidewalk in Century Square maintains ample space for landscaping as well as bike storage, leaving a wide path for pedestrians.

CONNECTED STREET NETWORK

Although a street grid can be seen within The Crossing's residential areas, creating a connected street network will require addressing the larger blocks between the residential areas and the primary corridors, particularly those located between Eisenhower Street and Texas Avenue.

Typical block dimensions include 275 feet (between Ash Street and Live Oak Street) by 320 feet (between Eisenhower Street and Nimitz Street), and 300 feet (MacArthur Street to Nimitz Street) by 625 feet (Cooner Street to University Drive (FM 60). Smaller block sizes create a greater variety of route options for travel modes that are more sensitive to distance, such as walking and biking. Currently, the "superblock" bounded by Texas Avenue, Live Oak Street, Eisenhower Street, and Lincoln Avenue is over 1,100 feet and 800 feet on its faces. Though the Future Street Network Plan identifies priority connections for public investment, future redevelopment should include a mix of local streets and bicycle/pedestrian connections that provide additional connectivity. For example, Century Square's central block is about 350 feet by 550 feet and bounded by vehicular accesses, but the interior of this block contains high-quality pedestrian areas that contribute to this development's walkability. The Unified Development Ordinance prohibits block lengths greater than 660 feet in Urban Core Context Zones as defined in the Comprehensive Plan.

New connections should be designed to connect to existing public streets wherever possible and provide connectivity to adjoining neighborhoods. Offsets and jogs should be avoided or resolved with new intersection designs or realignments, such as the existing jogs of Live Oak Street and Ash Street at Eisenhower Street.

TRAFFIC SIGNAL & ACCESS MANAGEMENT

The Crossing contains several critical intersections that manage traffic flows to and from College Station's commercial corridors, the City of Bryan, and Texas A&M University. In addition to the central signalized intersection of Texas Avenue and University Drive (FM 60), traffic signals are present at University Drive (FM 60)'s intersections with Nimitz Street and Tarrow Street, as well as Texas Avenue's intersections with the access drive to the Lone Star Pavilion shopping center, Walton Drive, and George Bush Drive East.

While the existing signalized intersections are spaced with about 0.2 miles between each signal, nearly reflecting the accepted recommended minimum spacing of a quarter mile between each signal, managing parcel-level access near intersections is a crucial challenge within The Crossing. At the Texas Avenue and University Drive (FM 60) intersection, the presence of driveway and local street accesses such as the existing Exxon gas station, U-Haul location, and Poplar Street negatively impact intersection performance, safety, and pedestrian comfort. Though these accesses are primarily right-in/right-out entrances with raised medians that restrict left-turn movements near the intersection, where there is limited alternative access from local streets, a lack of alternatives can negatively impact perceptions of access near the intersection. Commercial spaces with relatively low connectivity to adjacent areas or requiring additional turning movements have been anecdotally noted to be less desirable.

Encouraging internal circulation through street connections and small blocks 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 urban development forms with parking located behind or to the side of the primary building in surface lots or parking structures. Future development and improvements to Texas Avenue and University Drive (FM 60) should be coordinated to consider the effectiveness of existing median crossovers with left-turn bays and the potential need for additional signals.

PUBLIC TRANSIT

Transit improvements can help reduce vehicular usage and limit the impact of increased demand on current infrastructure. The Brazos Transit District (BTD) is considering implementing fixed stops along all of its routes, including the three routes that frequent the area, as the addition of fixed stops could encourage ridership and improve the transit experience. Texas A&M University Transportation Services should also consider adding new fixed stops to the existing 12/Reveille route or rerouting the 12/Reveille service into the future redevelopment of the Lone Star Pavilion shopping center to service the increased housing densities. Additionally, the frequency of the busiest routes, particularly routes that have one hour or greater intervals between buses, should be shortened to ensure reliable service and encourage transit ridership. Lastly, improvements to bus stops, including but not limited to transit shelters and bike racks, will help riders by protecting them from traffic and extreme weather conditions. Transit shelters should be offered in designated furniture zones along transit corridors and bike racks should be installed to allow multi-modal riders the opportunity to lock their vehicles as neither Brazos Transit District nor Texas A&M University Transportation Services have mounted bike racks on their buses. Future opportunities to add mounted bike racks to both transit providers' buses should be capitalized upon.

Strategic Actions

The actions listed below are intended to accomplish the City's goal for creating a vibrant and distinct district that provides sufficient residential and commercial opportunities connected by a safe and comfortable multi-modal mobility system.

DISTINCTIVE PLACES

C.1 Revise the existing MU Mixed-Use zoning district standards within the Unified Development Ordinance (UDO). The revised zoning district should focus on vertical mixed-use structures and set minimum and maximum square footage requirements for active ground-floor uses, minimum and maximum setbacks, landscaping and open space requirements, a height cap, and other appropriate revisions to realize a more urban form throughout the redevelopment area and the city.

C.2 Evaluate amending the MU Mixed-Use zoning district regulations to permit micro-industrial uses with specific use standards. Micro-industrial uses are currently permitted in the GC General Commercial, CI Commercial Industrial, and BPI Business Park Industrial zoning districts. Amendments to the MU Mixed-Use zoning district should include permitting micro-industrial uses such as makerspaces and small-scale manufacturing.

C.3 Evaluate open space and plaza requirements within The Crossing to establish at least one large plaza space within the district. As The Crossing redevelops, it will be increasingly important to ensure there is at least one larger public gathering space to enable a sense of community to develop. This can be accomplished through public investment, regulatory changes, or modifications to the parkland dedication requirements.

C.4 Create and implement visually intuitive branding for The Crossing and its public spaces. Part of redevelopment will include place-making activities, including visual cues of your location in the city. District branding will help residents and visitors differentiate their experience in this area from the nearby University Drive (FM 60) Corridor, Eastgate Main, Century Square, and Texas A&M University.

STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY

C.5 Establish appropriate first row parking standards and locations within the district. In other areas of the city, first row parking has been seen as a good addition to denser commercial developments. Finding the right locations for first row parking will enable an urban form to develop while still inviting visitors to park in visible parking areas.

INTEGRATED MOBILITY

C.6 Assess the feasibility of a grade-separated facility at the Texas Avenue and University Drive (FM 60) intersection. The City should work with TxDOT to study the feasibility, cost, and design of a grade-separated facility. The feasibility analysis should determine whether keeping automotive or bicycle/pedestrian traffic at grade is possible and determine a preferred facility design.

C.7 Evaluate closing or pedestrianizing Poplar Street's terminus at Texas Avenue. Poplar Street is less than 200 feet from Texas Avenue's intersection with University Drive (FM 60), which does not meet most guidance for access spacing from intersections. This could create opportunities for a deeper block along University Drive (FM 60), enabling more urban types of development.

C.8 Explore and implement improvements to Live Oak Street as redevelopment occurs. Live Oak Street will require improvements to bring it up to Minor Collector standards and alternatives should be considered that implement a more urban street section. There is also an existing offset for Live Oak Street on either side of Eisenhower Street, and a roundabout or other improvements at the intersection should be analyzed for solutions.

C.9 Extend Foster Avenue from its terminus at Lincoln Avenue to Live Oak Street as redevelopment occurs. Foster Avenue parallels Texas Avenue from Lincoln Avenue to Gilchrist Street, providing a secondary route. The extension of Foster Avenue north of Lincoln Avenue would continue this route, offering the best opportunity to create The Crossing district.

C.10 Create pedestrian connections across Texas Avenue at the Ash Street extension. There is an existing signal at the intersection of the future Ash Street extension and Texas Avenue, but no pedestrian crossing was installed when the intersection was improved. Providing this crossing offers pedestrians another opportunity to cross Texas Avenue at a controlled intersection.

C.11 Extend Ash Street from Eisenhower Street to Texas Avenue at the existing signalized intersection as redevelopment occurs. The extension of Ash Street will help complete the thoroughfare network and offer more opportunities for navigation through the district.

C.12 Extend Avenue A from its current terminus to Eisenhower Street as redevelopment occurs. Avenue A does not meet the UDO requirements for a turnaround, leading to issues with fire and solid waste service. Extending Avenue A to Eisenhower Street allows for the continued movement of vehicles and would eliminate the service issues for Avenue A.

C.13 Improve Nimitz Street from University Drive (FM 60) to Ash Street to the Minor Collector standards. The signal at Nimitz Street and University Drive (FM 60) will likely bring additional traffic down the corridor. Nimitz Street should be improved to better handle the additional circulation and provide bicycle and pedestrian facilities that currently do not exist along the corridor.

C.14 Incorporate flexible urban street standards as an alternative within the adopted cross-sections. The cross-section alternative should allow for and encourage on-street parking, potentially limited to one side, and additional bicycle and pedestrian facilities within constrained rights-of-way.

3 EASTGATE MAIN

Eastgate Main is centered at the intersection of Texas Avenue and New Main Drive/ Walton Drive, containing one of College Station's historic retail shopping centers and the College Station City Hall. It is bounded by Foster Avenue, George Bush Drive East, Texas Avenue, and Lincoln Avenue, where it interfaces with The Crossing subarea. Designated Neighborhood Center land use in the Comprehensive Plan Future Land Use & Character Map, Eastgate Main anticipates a mix of small-scale commercial, office, and residential uses arranged horizontally and sometimes within mixed-use structures that support surrounding neighborhoods.

1939 plat of College Hills Estates

While the Northgate area redeveloped over the past 20 years as a district oriented to students and visitors of Texas A&M University due to its proximity, Eastgate maintains much of its character from the late 1930s and early 1940s as the College Hills Estates subdivision was developed. The subdivision included a shopping village with commercial parcels with retailers and small businesses such as medical offices fronting on Texas Avenue and a distinctive diamond intersection at Texas Avenue and Walton Drive providing a formal entrance into the subdivision and Texas A&M University. Today, Eastgate Main is a small commercial area retaining several one-story retailers, services, and restaurants, with remnants of the original drive lanes visible in the drive aisles and parking areas (also nicknamed the "swoops") in front of these businesses. The naming of Eastgate Main was inspired by its historical character as the east gate to Texas A&M University and the community's desire to maintain the original shopping village and main entrance character.

Between the diamond intersection and Francis Drive, the commercial area embodies an auto-oriented character, with a frontage lane providing access to several drive-thru and chain restaurants and strip-center retail. The City of College Station's administrative buildings occupy the block between Francis Drive and Gilchrist Avenue, with the distinctive City Hall building, plaza, and lawn area providing an additional civic landmark within the area before transitioning to single-family homes between Gilchrist Avenue and George Bush Drive East.

1940 photograph of Eastgate shopping village

College Station City Hall

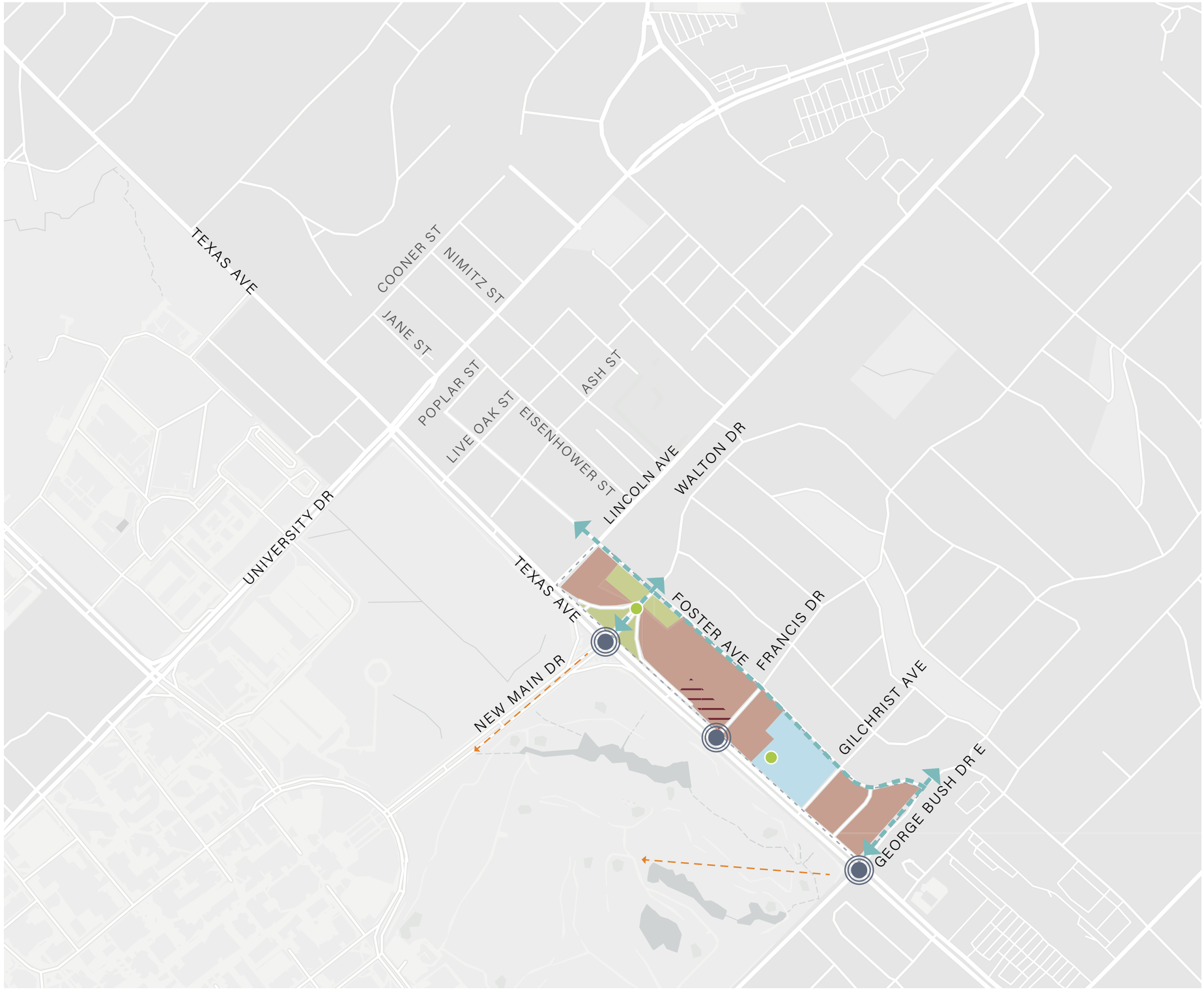
Future infill and redevelopment in Eastgate Main can support this historic center of College Station's residential community. Existing public spaces such as Eastgate Park and the City Hall site also provide opportunities for public gathering spaces and amenities that bring residents together and contribute to the area's sense of place.

Concept Plan

Map 3.1: Eastgate Main Concept Plan highlights key design elements and opportunities that can be implemented through future development and investment. With the historic commercial area and the diamond intersection at its center, the Concept Plan focuses on revitalizing the shopping area as a signature public space and gathering area and supporting it with increased housing options, commercial space, and improved bicycle and pedestrian connections.

MAP 3.1

Eastgate Main Concept Plan



- CATALYST SITE
- KEY INTERSECTION
- KEY PUBLIC SPACE ACTIVATION
- PRIORITY PED/BIKE CONNECTION
- TEXAS A&M CAMPUS VISTA

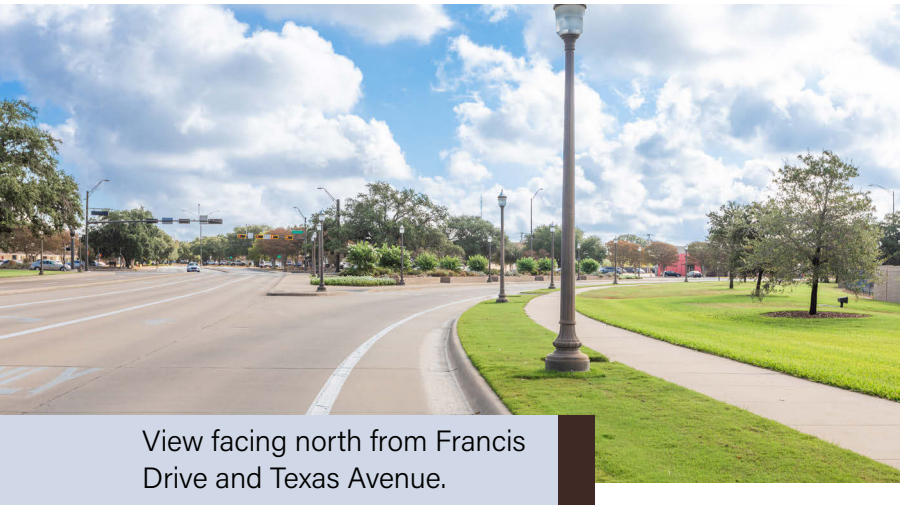
FUTURE LAND USE

- NEIGHBORHOOD CENTER
- INSTITUTIONAL/PUBLIC
- PARKS & GREENWAYS

SOURCE: ASAKURA ROBINSON

CHARACTER & URBAN FORM

As a historic, present, and future main gateway for College Station with local businesses, public green space, and City Hall, the Eastgate Main Concept Plan anticipates limited redevelopment of the historic commercial area while improving public space amenities and encouraging the creation of new mixed-use and office spaces. Developments and redevelopments should demonstrate context sensitivity, with heights averaging three (3) stories as anticipated in the Comprehensive Plan. Revitalizing the historic commercial area could include façade improvements, restorations, and additions that improve the attractiveness and utility of these spaces while remaining harmonious with the early 1940s design.



View facing north from Francis Drive and Texas Avenue.

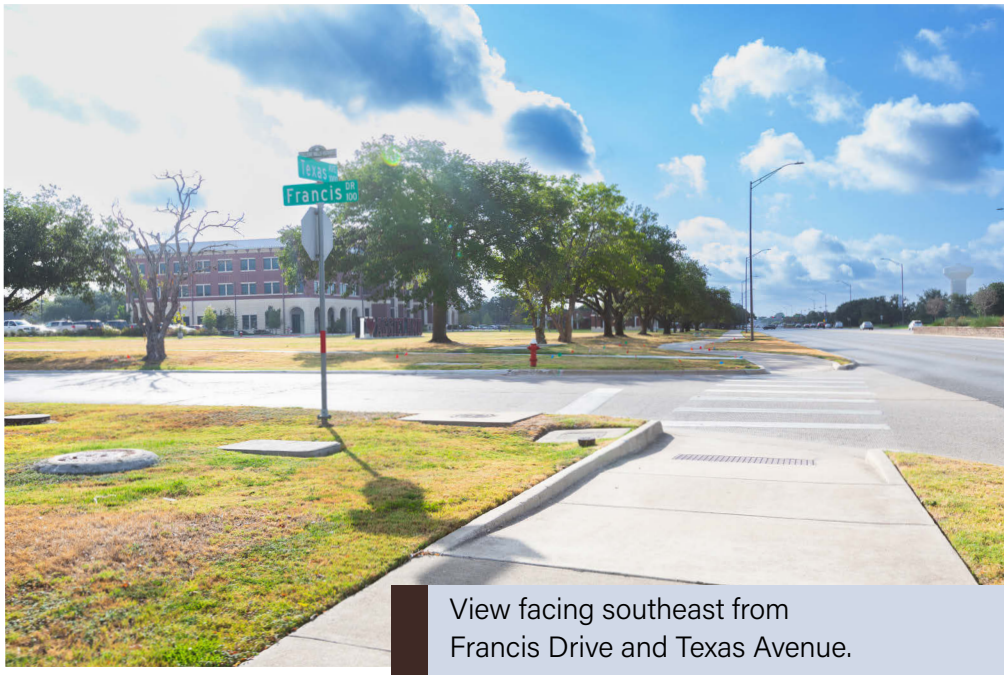
GATEWAYS & KEY INTERSECTIONS

The historic (now signalized) diamond intersection at Texas Avenue and New Main Drive/Walton Drive is a key intersection within Eastgate Main, providing an entrance to Texas A&M University and the College Hills Estates subdivision. This intersection is home to the historic commercial district for the area and green spaces with landscaping and public art and is designated as a key image/design intersection in the Comprehensive Plan.

The intersection of Texas Avenue and George Bush Drive East provides views to the Texas A&M University campus for northbound travelers on Texas Avenue and is an important crossing for cyclists using the bike lanes on George Bush Drive East. Several median openings are present within the study area, providing access to Lincoln Avenue, Francis Drive, and Gilchrist Avenue. Future improvements to these intersections, including signalization, could provide an additional crossing of Texas Avenue for cyclists and pedestrians.

CATALYST SITES

The Concept Plan highlights the strip-center commercial area between the frontage drive aisle and Francis Drive as likely sites for redevelopment due to their prominent location and potential for mixed-use development. These sites could provide improved bicycle and pedestrian connectivity between City Hall and the Walton Drive gateway and generate additional foot traffic for the historic commercial area. Small-scale multi-family development, similar to the existing structure at the corner of Francis Drive and Foster Avenue, could create additional density and housing variety on this block.



View facing southeast from Francis Drive and Texas Avenue.

DISTINCTIVE PLACES

GOAL: Enhance the existing historic identity of Eastgate Main by enabling and incentivizing appropriate and contextual infill, redevelopment, and revitalization.

Eastgate Main is a historic gateway to College Station and public comment throughout the planning process highlighted participants' desire to see the historic shopping center succeed into the future. While smaller in scale than The Crossing and nearby commercial districts such as Century Square and Northgate, the smaller footprint and its adjoining residential neighborhood context help Eastgate Main stand apart from its peers. Its historic nature and distinguishing green space provide an opportunity to create an urban environment that is wholly and uniquely College Station.

Possible Branding for Eastgate Main

BUILDING FORM & USE

The historic shopping center primarily consists of small, single-story commercial buildings with storefronts, minimal setbacks, and perpendicular parking in front of businesses along the "swoops." Parapet walls and rooflines create the appearance of varying heights of the front façades. Future development in Eastgate Main should demonstrate sensitivity to the massing and height of existing structures, particularly the historic commercial area and City Hall. Two to three-story mixed-use or commercial/office buildings can support this area's continued future while neither overwhelming the historic commercial area and surrounding neighborhood nor rivaling the prominence of City Hall. While a row of parking can be provided in front of businesses, large parking areas are discouraged to orient building façades close to the street, maintaining consistent setbacks and a pedestrian environment.

Outside of the "swoops," vertical mixed-use development is preferred along Texas Avenue, though adding residential uses within the existing commercial area can effectively create a horizontal mixed-use environment. Denser housing types, such as multiplexes, live-work units, and small multi-family buildings fronting on Foster Avenue can also provide a transition between Texas Avenue and the College Hills Estates neighborhood.

Table 3.1 Suggested Development Standards contains example development standards to implement the vision of the plan. These development standards should be used to assist in future ordinance amendments.

Table 3.1 Suggested Development Standards

Area	Neighborhood Center
Max. Stories/Height	4 stories / 60-ft (above 4 stories by exception or with height bonus)
Average Number of Stories within Area	3
Vertical Mixed-Use	Encouraged. Ground-floor active uses are required on the Texas Avenue corridor between Lincoln Avenue and Francis Drive.
Minimum Front Setback	20-ft minimum setback from the curb.
Maximum Front Setback	If no parking is provided: maximum 30-ft. If a one-way drive aisle and single-loaded 45-degree angled parking are provided: maximum 50-ft. If a two-way drive aisle and double-loaded perpendicular parking is provided in front of the structure: maximum 100-ft.
Front Parking	Permitted.
Side/Rear Parking	Encouraged.
Building Orientation/ Entrance Location	The primary entrance should be facing the street or intersection (if located at an intersection), with precedence to Texas Avenue.
Sidewalks	Minimum 8-ft. For high-traffic areas, 12-ft and canopy overhangs to provide shade are recommended.

PUBLIC SPACE

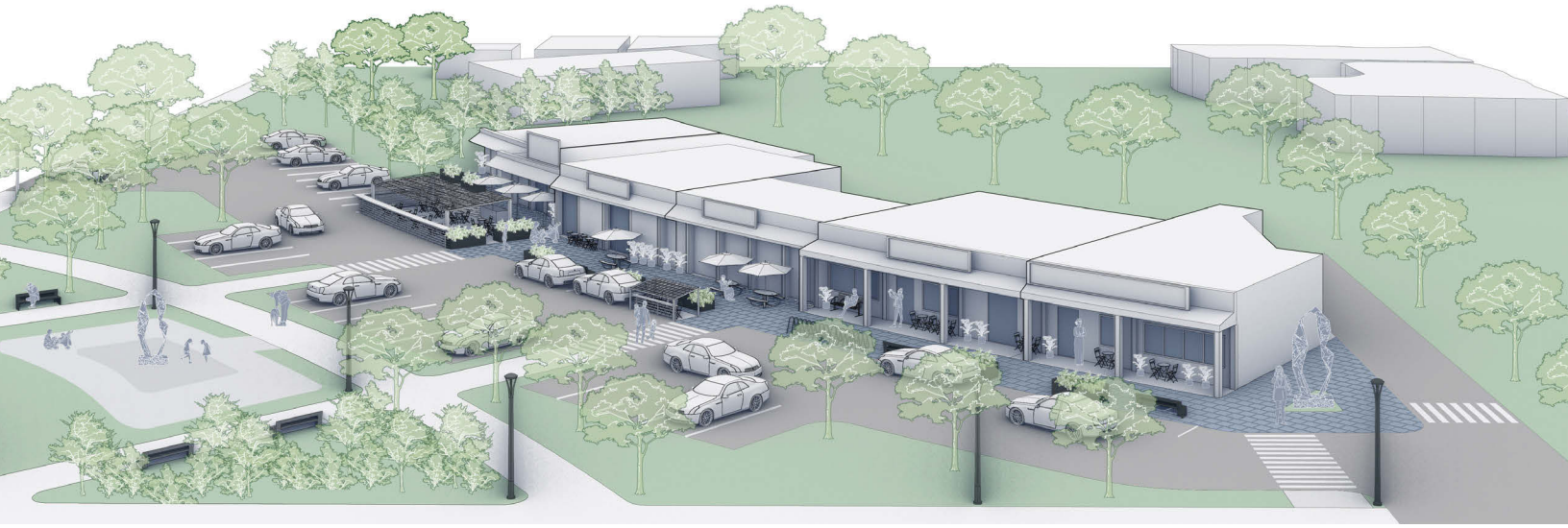
Eastgate Main is home to prominent and highly visible City-owned open spaces including Eastgate Park, the plaza and lawn in front of City Hall, and the landscaped area on George Bush Drive East. These spaces vary in their utility as public space; while Eastgate Park is a City park, the City Hall site is a more formal event/programming space, and the George Bush Drive East landscaping is not a formal park but includes berms, mounds, and planting areas.

Eastgate Park is the most visited park space within Eastgate Main and it includes both rectangular sections on Foster Avenue and the triangles at Texas Avenue and Walton Drive. Though Eastgate Park is highly divided by Walton Drive and the historic shopping village, the different areas are landscaped with grass, mature trees, and planting beds. The triangles at Texas Avenue and Walton Drive include additional hardscaping, with a public art installation in the northeast triangle. There are no amenities such as seating or trash cans in the park, limiting the park's current usefulness as a gathering space. **Figure 3.1: Eastgate Park Perspective View** shows an example of a small improvement to Eastgate Park that could make it more usable. A needs assessment and park plan should be organized for the park to better identify improvement possibilities.

Figure 3.1: Eastgate Park Perspective View

Some café seating is visible in the northern "swoop's" limited sidewalk area, highlighting a latent demand for gathering and seating in this area. Reworking the "swoops" to improve walkability in the shopping village could improve the attractiveness of the storefronts and transform Eastgate Park and the intersection into a true gathering space and a main plaza for the district. **Figure 3.2: Eastgate Main Rendering** shows an improvement scenario that would not require redevelopment of the commercial spaces but would make the northern "swoop" more usable as a plaza.

Figure 3.2: Eastgate Main Rendering



Measurements of the northern "swoop" highlight the excess pavement width, which exceeds 70 feet from curb to curb, with parking on both sides and a two-way travel lane. This pavement width likely reflects the through traffic in this travel lane before the signalized intersection at Texas Avenue and Walton Drive was constructed. This pavement width could support curb and sidewalk extensions in front of the storefronts through the narrowing of travel lanes and the driveways could be evaluated for consolidation and reconfiguration as shown in **Figure 3.2: Eastgate Main Rendering.** Adopting a shared street approach and replacing the asphalt paving in the "swoops" with textured pavement, bricks, or pavers could allow this area to function as a plaza when closed to traffic. The City should also undertake a study to assess geometric design options to improve the "swoops" as a part of the master plan for Eastgate Park.

The use of paving patterns, planting, and bollards in Century Square shows how parking areas and storefronts can be separated while maintaining flexibility for both vehicles and pedestrians.

ARTS, CULTURE & PROGRAMMING

Partnerships between the City's Parks and Recreation Department and the Eastgate Main commercial community could activate Eastgate Park as a venue for events, festivals, and markets. Temporarily closing the "swoops" to vehicular traffic would create a low-cost street festival atmosphere, with vendors and tents occupying existing parking areas. The City Hall plaza is another important venue for programming, with ample parking for events.

Establishing a programming schedule in this area will require coordination between the City and Eastgate's commercial community. The City should work with the business community to support the development of a business association or provide ongoing support for marketing and event coordination in Eastgate Main, similar to prior efforts in Northgate.

Strong Neighborhoods and a Prosperous Economy

GOAL: Support the interests of current residents and businesses while redevelopment occurs.

Although Eastgate Main anticipates a lower level of infill and redevelopment, there is always the potential for unintended impacts on existing residents and businesses. The City should support changes that will enhance the area, including the interests of the existing community. That may come through the development of and direct engagement with an Eastgate Business Association or another engagement mechanism.

ECONOMIC DEVELOPMENT

Eastgate Main is home to long-time residents and small businesses, including offices, bakeries and restaurants, retailers, and service providers. Many of these businesses own their buildings and depend on vehicular traffic to access their customer base. Festivals held in the plaza area by pedestrianizing the "swoops" could also provide opportunities to highlight the businesses located in Eastgate Main. **Figure 3.3: Dining Box Perspective View** shows a business expanding their usable space by including a dining box. Future construction and redevelopment should work with business owners to minimize disruptions to parking availability and customer access.

Figure 3.3: Dining Box Perspective View

Future economic development strategies should continue to encourage the retention and growth of businesses within Eastgate Main. Redevelopment of auto-oriented parcels could include new office spaces that provide daytime foot traffic to Eastgate Main's businesses, including spaces for larger employers that would not fit within smaller historic structures. Additionally, any city participation in a public-private partnerships or development agreement should consider anti-displacement measures.

INFILL & REDEVELOPMENT

Redevelopment within the Eastgate Main area should respect existing historic structures and character of the area. While no structures within Eastgate Main are formally protected or recognized with historic markers, the 1941 Walton Medical Building at 903 Texas Avenue is listed in the Brazos Heritage Society's 2003 Guide to Historic Brazos County. Future modifications to these buildings such as façade improvements should maintain similar setbacks and massing, and taller additions may be appropriate if stepped back from the original elevation.

Integrated Mobility

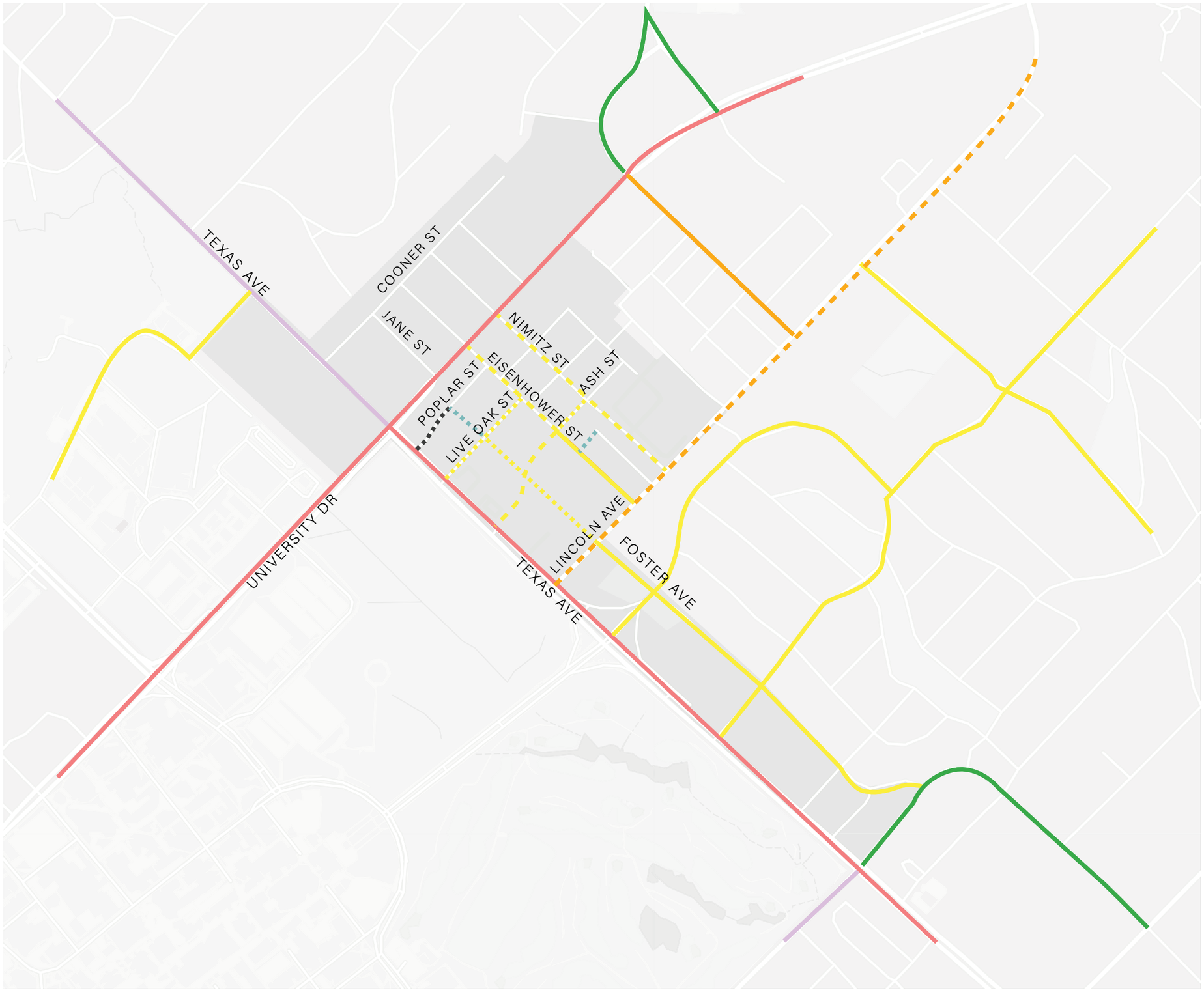
GOAL: Strengthen the existing multi-modal mobility system to support a diversity of modes of travel.

As infill and redevelopment occur, a stronger mobility system will enable residents of the planning area and the surrounding neighborhoods to access the improvements. Enabling mobility options empowers choice in navigation, reducing the overall congestion on ....

FUTURE STREET NETWORK

Map 3.2: Future Street Network does not propose significant new connections within this area, as adequate connectivity is already provided between Foster Avenue and Texas Avenue. Foster Avenue, Walton Drive, and Francis Drive are existing Minor Collectors with a mix of dedicated bike lanes and shared routes for bicycles and automobiles, as well as planned shared-use paths. The southern boundary of Eastgate Main, George Bush Drive East, is classified as a 4 Lane Minor Arterial in the City's Thoroughfare Plan, and the northern boundary, Lincoln Avenue, is a 2 Lane Major Collector with planned shared-use paths on both sides.

MAP 3.2



Future Street Network

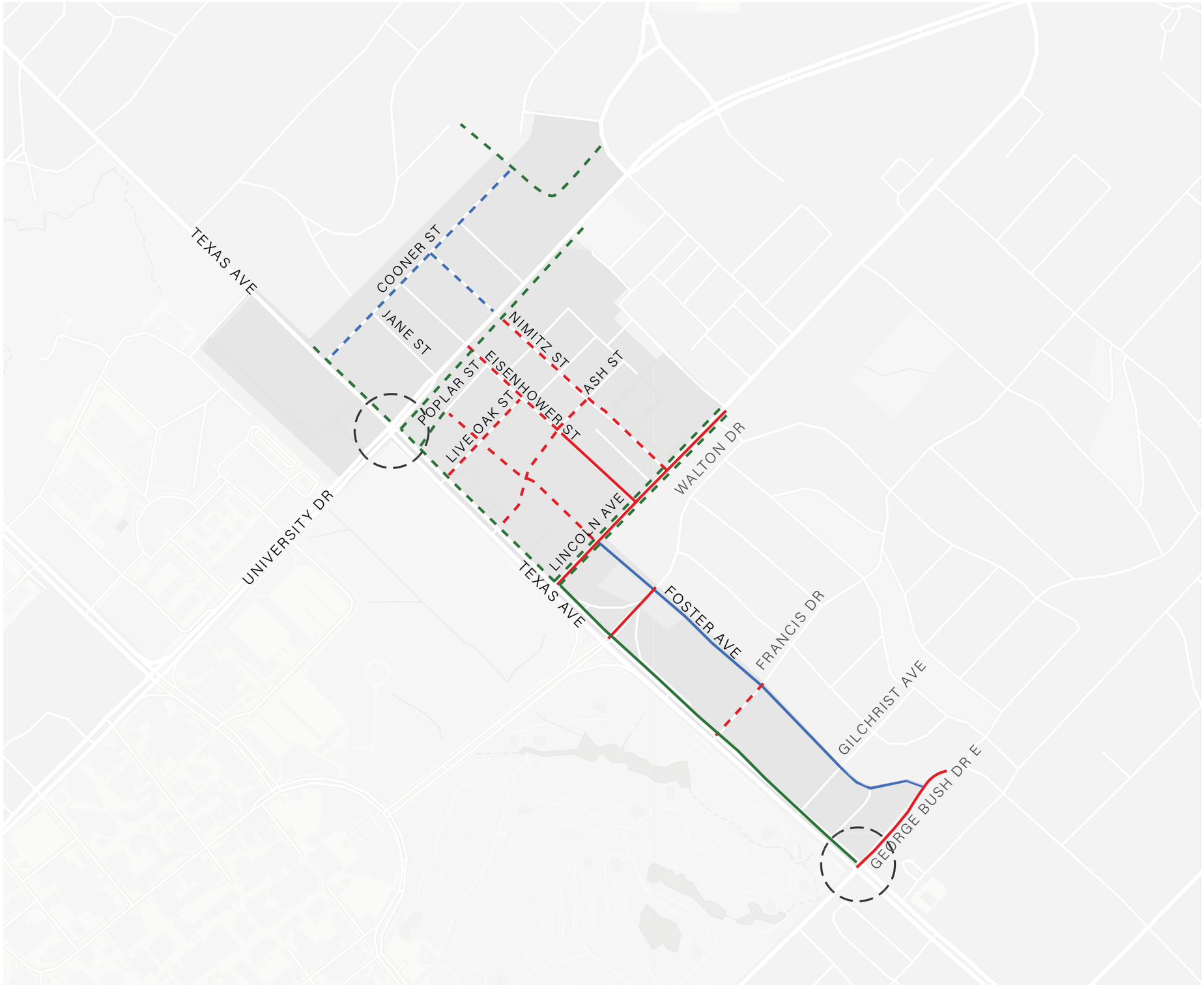
- 6 LANE MAJOR ARTERIAL
- 4 LANE MAJOR ARTERIAL
- 4 LANE MINOR ARTERIAL
- 2 LANE MAJOR COLLECTOR
- PROPOSED 2 LANE MAJOR COLLECTOR
- 2 LANE MINOR COLLECTOR
- PROPOSED 2 LANE MINOR COLLECTOR
- RECOMMENDED STREET EXTENSION
- RECOMMENDED STREET CLOSURE

SOURCE: ASAKURA ROBINSON

HIGH-COMFORT BICYCLE & PEDESTRIAN FACILITIES

Eastgate Main's small blocks and connected street network allow easy and convenient access within Eastgate Main. The area is also an important hub for pedestrians and cyclists seeking to connect from Texas A&M University to the nearby College Hills Estates and College Hills Woodlands neighborhoods, and from the Harvey Road corridor along Foster Avenue. **Map 3.3: Future Bicycle Network** shows the proposed bicycle connections through the district. Foster Avenue, Francis Drive, and Gilchrist Avenue are currently signed as bike routes with shared lanes for bicycles and automobiles. Bike lanes currently exist on Lincoln Avenue and Walton Drive and are proposed on Francis Drive. Shared-use paths are currently planned on both sides of Lincoln Avenue. The only addition to the bicycle network is the grade-separated crossing at Texas Avenue and George Bush Drive East. All design options for such a facility should be explored to determine the best possible outcome.

MAP 3.3



Future Bicycle Network

- BIKE LANE EXISTING
- BIKE LANE FUNDED/PROPOSED
- BIKE ROUTE EXISTING
- BIKE ROUTE FUNDED/PROPOSED
- SHARED USE PATH EXISTING
- SHARED USE PATH FUNDED/ PROPOSED
- GRADE SEPARATED CROSSING PROPOSED

SOURCE: ASAKURA ROBINSON

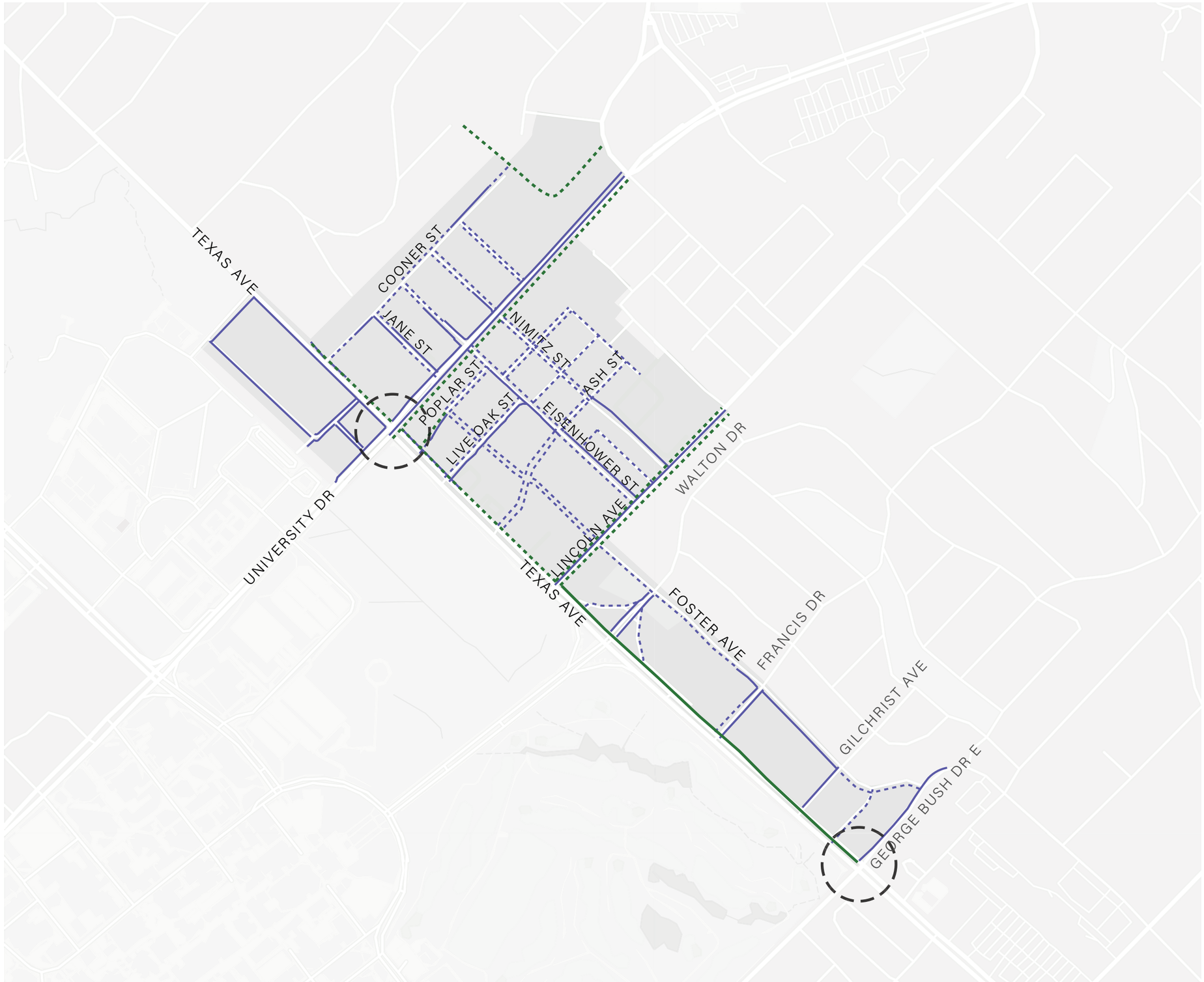
Additionally, **Map 3.4: Future Pedestrian Network** shows the network of pedestrian facilities through the planning area. In Eastgate Main, the only addition to the Pedestrian Plan is the sidewalks along the "swoops" to create better connectivity from Texas Avenue to Foster Avenue and Walton Drive. The proposed grade-separated crossing at Texas Avenue and George Bush Drive East is also proposed to be added. As micromobility ridership grows, including electric and non-electric bicycles, scooters, and skateboards, the provision of a network of safe facilities will become increasingly important.

Missing sidewalks along the "swoops

MAP 3.4

Future Pedestrian Network

- SIDEWALK EXISTING
- SIDEWALK FUNDED/PROPOSED
- SHARED USE PATH EXISTING
- SHARED USE PATH FUNDED/ PROPOSED
- GRADE SEPARATED CROSSING PROPOSED



SOURCE: ASAKURA ROBINSON

Bike lanes, buffered bike lanes, or separated bike lanes are preferable to shared bike routes on high-speed or high-traffic corridors. They provide physical separation from automobile traffic, and continuous, high-comfort lanes without gaps or interruptions can be highly preferable routes for cyclists. They are also relatively low-cost interim improvements that can be implemented within existing pavement widths with paint, and the addition of vertical barriers such as planters and precast concrete curbs can provide an added degree physical separation. However, vertical barriers may not be appropriate when frequent curb cuts such as driveways are present on the corridor.

Planters used in temporary installation.

TRAFFIC SIGNAL & ACCESS MANAGEMENT

Texas Avenue within Eastgate Main currently has signalized intersections at New Main Drive/Walton Drive and George Bush Drive East. Median openings with left turn bays currently exist at Lincoln Avenue, the entrance to the frontage access road serving Raising Cane's and Torchy's Tacos, Francis Drive, and Gilchrist Avenue.

Over time, traffic volumes caused by continued growth within the College Station area and Texas A&M University, as well as redevelopment within the Eastgate Main and The Crossing areas, may necessitate replacing these median openings with a different design. While a warrant analysis will be required to determine its need, Francis Drive would likely be the most appropriate location for an additional signalized intersection within Eastgate Main due to its spacing from Walton Drive (0.2 miles) and George Bush Drive East (0.28 miles) and its continuity through the College Hills Estates and College Hills Woodlands neighborhoods. A signalized intersection at Francis Drive would provide an additional crossing opportunity for cyclists and pedestrians to access the Texas A&M University campus.

PARKING MANAGEMENT

Future redevelopment within the Eastgate Main area will need to consider the location and availability of parking, which stands in contrast to the excess parking currently within The Crossing. The historic shopping village has little off-street parking, with the "swoops" providing the primary parking for visitors and limited off-street parking available for employees in the alleyways behind the buildings. The suburban-style strip development along the frontage road between the shopping village and Francis Drive has ample on-site parking provided. No parking is available at Eastgate Park, and on-street parking is prohibited along most of Foster Avenue. Public parking is available at City Hall.

As Eastgate Main redevelops, the City should develop a parking management strategy that maintains on-street parking in front of businesses, encourages shared parking across users and property owners, manages overflows and peak demand during events, and helps visitors identify parking areas through signage and awareness. Parking availability is likely to be a major concern for businesses with future development, and proactive management and study will alleviate this concern.

Strategic Actions

DISTINCTIVE PLACES

E.1 Revise the existing P-MUD Planned Mixed-Use District standards within the Unified Development Ordinance. The revised zoning district should focus on horizontally mixing uses within a development or defined area, ensuring sufficient commercial and residential opportunities throughout the district. The revisions should maintain the concept plan requirement and clarify an appropriate baseline mix of uses.

E.2 Create a master plan for Eastgate Park. These park spaces are currently unprogrammed, landscaped lawns with no amenities or seating. Identifying opportunities for Eastgate Park to become a usable community gathering space distinct from the plaza and lawn at City Hall will open more opportunities for place-making.

E.3 Assess the feasibility of temporarily closing the "swoops" to through traffic. Temporarily pedestrianizing the "swoops" and converting parking spaces and drive aisles could create a street festival-style atmosphere for events such as markets and festivals. Closures should consider traffic and parking impacts on businesses and surrounding neighborhoods.

E.4 Activate the City Hall site to host public events and gatherings that bring residents and tourists to the center of Eastgate Main. With the development of the new City Hall in 2021 and the rehabilitation of the old fire station in 2023, the City of College Station has developed a municipal complex that can be activated to host community events throughout the year.

E.5 Create and implement visually intuitive branding for Eastgate Main and its public spaces. Part of redevelopment will include place-making activities, including visual cues of your location in the city. District branding will help residents and visitors differentiate their experience in this area from the nearby Eastgate neighborhoods, The Crossing, and Texas A&M University.

E.6 Create opportunities for residents to engage with the history of the area. Eastgate Main was part of one of the earliest developments in College Station. Opportunities include signage discussing the history of the area and identification of historic buildings.

STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY

E.7 Create a façade improvement program for Eastgate Main. A façade improvement program could provide grants for building owners to improve the appearance of their façades and restore architectural styles from the founding of the City of College Station and the initial development of the Eastgate Main area in the late 1930s and early 1940s.

E.8 Work with property owners to assess the potential need, benefit, and structure of creating an Eastgate Business Association. An Eastgate Business Association could collectively initiate actions to improve the Eastgate Main area and coordinate hosting local events in the plaza area at Eastgate Park. Additionally, having an Eastgate Business Association enables more coordination with City staff, including updates on development activity and City projects within the district.

INTEGRATED MOBILITY

E.9 Study traffic operations and access needs on the Texas Avenue corridor to assess the need for changes to median break locations and future signalized intersections. Several unsignalized median openings with left-turn bays exist along Texas Avenue, including at Live Oak Street, the entrance to the Lone Star Pavilion shopping center, Lincoln Avenue, the frontage road near the "swoops," Francis Drive, and Gilchrist Avenue. Future modifications to these intersections should review traffic volumes and crossing movements to enhance traffic safety and operations.

E.10 Evaluate the intersection of Foster Avenue and George Bush Drive East to determine necessary improvements. Traffic frequently backs up on Foster Avenue at this intersection. The City should explore congestion mitigation improvements including possible dedicated left and right turn lanes.

E.11 Assess the feasibility of a grade-separated facility at the Texas Avenue and George Bush Drive intersection. The City should work with TxDOT to study the feasibility, cost, and design of a grade-separated facility. The feasibility analysis should determine whether keeping automotive or bicycle and pedestrian traffic at grade is possible and determine a preferred facility design.

E.12 Improve bicycle and pedestrian connections to Thomas Park along Walton Drive, Francis Drive, and Gilchrist Avenue. Located nearby Eastgate Main, Thomas Park is one of the more significant park spaces in this area of the city. As more potential users of the park move into the planning area, improved connections to the park should be explored.

E.13 Develop an Eastgate Main parking management strategy. This could include improving existing parking within the "swoops" and creating shared parking areas that are easily accessed from the surrounding streets.

4 PLAN IMPLEMENTATION

The Northeast Gateway Redevelopment Plan lays out a new vision for a key redevelopment area, corridor, and intersection for the City of College Station. Implementation requires collaboration between the City, Texas A&M University, and the community to achieve the goals of this plan. This chapter lays out planning considerations, implementation methods, and funding sources for accomplishing the goals and actions contained within the plan. This chapter also includes several actions that should be pursued across the entire planning area. Additionally, Table 4.1: Implementation Matrix outlines the timeframe, establishes implementation responsibilities and administration, and determines possible funding sources for actions within the plan.

Key Considerations

FISCAL HEALTH

Redevelopment within the Northeast Gateway Redevelopment Area will require both public and private investment, and the City of College Station must balance both the increased tax revenues and the increased demand for services that come with redevelopment. While urban areas may appear on the surface to require greater investment in infrastructure than suburban areas, research has found that increased density allows infrastructure to be provided more efficiently on a per-capita or per-acre basis.[1] The greater amount of real property improvement translates to increased real property values and tax revenues, and strong hospitality and retail sectors can support increased revenues through sales taxes and hotel occupancy taxes. Although redevelopment can support long-term revenues, College Station will need to coordinate near- and mid-term investments to catalyze redevelopment.

TARGETED INVESTMENT

A major Special Revenue Fund for the City of College Station is the Hotel Occupancy Tax (HOT) Fund. Hotel occupancy taxes can be used to enhance and promote tourism and the convention and hotel industry and can support administrative and programming costs through the HOT Fund. While expenditure categories are defined by statute, they can include tourism advertising and promotion, funding programs that enhance the arts, funding mobility systems for tourists, and signage and wayfinding directing the public to sights and attractions frequented by visitors to the community. Because of this area's proximity to Texas A&M University, its existing hotel presence, and the location of the Visitor Center at the City Hall complex, the HOT fund may be a viable tool with which to fund activities in the planning area.

Because of the extent of redevelopment anticipated within this area, College Station should explore establishing a special taxing entity such as a Tax Increment Reinvestment Zone (TIRZ) to capture new revenues and provide dedicated funding for redevelopment. A TIRZ captures the added real property tax revenues above "base year" revenues (when the TIRZ is established) that are attributable to new development within a designated reinvestment zone. These new revenues are then set aside in a stand-alone fund that is used to reinvest in public infrastructure within the area. Two important considerations with TIRZ financing are impacts on the City's General Fund since the revenues above the base year will be dedicated to the TIRZ rather than the General Fund, and its financial viability to support projects based on revenues over time. Two TIRZs are present within the City, including East Medical District TIRZ #19 and the Dartmouth Synthetic TIRZ. TIRZ funds can finance projects through a pay-as-you-go method or as the security for debt financing.

Should the City pursue active management of parking facilities, such as City-owned or City-operated paid on-street parking or off-street lots or structures, it may be appropriate to create an Enterprise fund to support operations. The City currently maintains a Northgate Parking Fund that allocates parking revenues for operational costs in the Northgate area. The Community Services department also provides staffing and administrative services for Northgate.

LAND USE AND ZONING UPDATES

City staff are currently exploring options to improve the City's provisions for mixed-use and middle housing development, including text and map amendments for the existing MH Middle Housing, MU Mixed-Use, and P-MUD Planned Mixed-Use districts. The current MU Mixed-Use zoning district is primarily focused on vertical mixed-use development, and horizontal mixed-use development is covered through the P-MUD Planned Mixed-Use District process. Potential modifications include the use of density/height caps and aligned bonuses, ground floor use requirements, percentage requirements to ensure mixes of residential and non-residential uses, and dimensional standards. Proactive zoning map amendments may be needed after the zoning districts are established to fully realize the vision in the Comprehensive Plan and this plan.

Implementation Methods

Generally, the actions of this plan fall into one of five categories: 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 Northeast Gateway Redevelopment Plan is a focused planning effort that also indicates additional studies that are needed, particularly related to mobility improvements within the planning area.

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 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 Northeast Gateway Redevelopment 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.

CAPITAL IMPROVEMENTS

Capital improvements 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.

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.

Area-Wide Actions

DISTINCTIVE PLACES

A.1 Create a consistent wayfinding system based on the district branding to help people navigate the district. Using each district's branding, a wayfinding system should be developed to enable and encourage exploration of the planning area and spotlight specific shops and services.

A.2 Develop and implement a pedestrian-scale street lighting system. Work to determine a standard in accordance with the College Station Utilities Construction Specifications, Electric Service, and Meter Installation Guidelines. The feeling of safety in an area is directly tied to its success, and streetlights generally make a district feel safer.

STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY

A.3 Establish a density/height bonus program to encourage public benefits as a component of development. While state enabling authority does not permit municipalities to require affordable housing in new development, future zoning updates can incentivize public benefits through height or density bonus provisions. Potential benefits could include affordable housing, art installations or contributions to art funds, or additional public open space and landscaping, among other options.

A.4 Establish an affordable housing incentives program or programs. This can include the height cap and density program, tax incentives, tax increment financing, grant programs, and other City-initiated tools to ensure the affordability of both new and existing housing stock. These programs should be aimed at both affordable and workforce housing and income levels to ensure continued affordability within the district.

A.5 Establish a Legacy Business Program to recognize and support longtime small businesses. Legacy business programs nominate and recognize small local businesses meeting certain criteria such as longevity, family ownership, historic status, and cultural contributions to the community. In addition to public recognition, designation as a Legacy Business can also provide eligibility for grant funding (such as façade improvements or renovations) or targeted technical assistance to ensure the business' continued longevity.

A.6 Commission a market study to understand space needs and capacity within the redevelopment area. This could also extend to a citywide scale to analyze the market needs for additional retail, commercial, and hospitality uses throughout the community.

A.7 Study the feasibility of establishing a Tax Increment Reinvestment Zone (TIRZ) to reinvest in the area. This study should include cost estimates for projects that could be funded by a TIRZ and a detailed study of redevelopment potential and year-to-year revenues to support potential financing.

INTEGRATED MOBILITY

A.8 Coordinate with Brazos Transit District to establish fixed stops and improve service provision from existing conditions. The location of the new fixed stops should be explored to maximize efficacy and access to areas that are important to transit passengers.

Table 4.1: Implementation Matrix

CHAPTER	SECTION	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
AREA-WIDE ACTIONS	DISTINCTIVE PLACES	A.1	**Create a consistent wayfinding system based on the district branding to help people navigate the district.** Using each district's branding, a wayfinding system should be developed to enable and encourage exploration and spotlight specific locations around the planning area.	Project / program		X		Capital Improvement Projects Planning & Development Services	Economic Development & Tourism		X	X	X	X
		A.2	**Develop and implement a pedestrian-scale street lighting system.** Work to determine a standard in accordance with the College Station Utilities Construction Specifications, Electric Service, and Meter Installation Guidelines. The feeling of safety in an area is directly tied to its success, and streetlights generally make a district feel safer.	Project / program		X		Capital Improvement Projects Planning & Development Services	CSU - Electric Police			X	X	X
	STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY	A.3	**Establish a density/height bonus program to encourage public benefits as a component of development.** While state enabling authority does not permit municipalities to require affordable housing in new development, future zoning updates can incentivize public benefits through height or density bonus provisions. Potential benefits could include affordable housing or commercial spaces, art installations or contributions to art funds, or additional public open space and landscaping, among other options.	Policy-based decision	X			Planning & Development Services	Community Services		X			X
		A.4	**Establish an affordable housing incentives program or programs.** This can include the height cap and density program, tax incentives, tax increment financing, grant programs, and other City-initiated tools to ensure the affordability of both new and existing housing stock. These programs should be aimed at both affordable and workforce housing and income levels to ensure continued affordability within the district.	Policy-based decision	X			Community Services Planning & Development Services	Fiscal Services		X		X	X
		A.5	**Establish a Legacy Business Program to recognize and support longtime small businesses.** Legacy business programs nominate and recognize small local businesses meeting certain criteria such as longevity, family ownership, historic status, and cultural contributions to the community. In addition to public recognition, designation as a Legacy Business can also provide eligibility for grant funding (such as façade improvements or renovations) or targeted technical assistance to ensure the business' continued longevity.	Project / program		X		Economic Development & Tourism	Community Services		X		X	
		A.6	**Commission a market study to understand space needs and capacity within the redevelopment area.** This could also extend to a citywide scale to analyze the market needs for additional retail, commercial, and hospitality uses throughout the community.	Project / program		X		Economic Development & Tourism Planning & Development Services			X			
		A.7	**Study the feasibility of establishing a Tax Increment Reinvestment Zone (TIRZ) to reinvest in the area.** This study should include cost estimates for projects that could be funded by a TIRZ and a detailed study of redevelopment potential and year-to-year revenues to support potential financing.	Policy-based decision	X			Economic Development & Tourism	Planning & Development Services Fiscal Services City Manager's Office		X			
	INTEGRATED MOBILITY	A.8	**Coordinate with Brazos Transit District to establish fixed stops and improve service provision from existing conditions.** The location of the new fixed stops should be explored to maximize efficacy and access to areas that are important to transit passengers.	Project / program		X		Planning & Development Services	Capital Improvement Projects		X	X		

CHAPTER 2: THE CROSSING	DISTINCTIVE PLACES	C.1	**Revise the existing MU Mixed-Use zoning district standards within the Unified Development Ordinance (UDO).** The revised zoning district should focus on vertical mixed-use structures and set minimum and maximum square footage requirements for active ground-floor uses, minimum and maximum setbacks, landscaping and open space requirements, a height cap, and other appropriate revisions to realize a more urban form throughout the redevelopment area and the city.	Regulation	X			Planning & Development Services			X			
		C.2	**Evaluate amending the MU Mixed-Use zoning district regulations to permit micro-industrial uses with specific use standards.** Micro-industrial uses are currently permitted in the GC General Commercial, CI Commercial Industrial, and BPI Business Park Industrial zoning districts. Amendments to the MU Mixed-Use zoning district should include permitting micro-industrial uses such as makerspaces and small-scale manufacturing.	Regulation	X			Planning & Development Services			X			
		C.3	**Evaluate open space and plaza requirements within The Crossing to establish at least one large plaza space within the district.** As The Crossing redevelops, it will be increasingly important to ensure there is at least one larger public gathering space to enable a sense of community to develop. This can be accomplished through public investment, regulatory changes, or modifications to the parkland dedication requirements.	Regulation	X			Planning & Development Services	Parks & Recreation		X			X
		C.4	**Create and implement visually intuitive branding for The Crossing and its public spaces. Part of redevelopment will include place-making activities, including visual cues of your location in the city.** District branding will help residents and visitors differentiate their experience in this area from the nearby University Drive (FM 60) Corridor, Eastgate Main, Century Square, and Texas A&M University.	Project / program		X		Capital Improvement Projects Planning & Development Services	Economic Development & Tourism		X		X	
	STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY	C.5	**Establish appropriate first row parking standards and locations within the district.** In other areas of the city, first row parking has been seen as a good addition to denser commercial developments. Finding the right locations for first row parking will enable an urban form to develop while still inviting visitors to park in visible parking areas.	Regulation	X			Planning & Development Services			X			
	INTEGRATED MOBILITY	C.6	**Assess the feasibility of a grade-separated facility at the Texas Avenue and University Drive (FM 60)** intersection. The City should work with TxDOT to study the feasibility, cost, and design of a grade-separated facility. The feasibility analysis should determine whether keeping automotive or bicycle/pedestrian traffic at grade is possible and determine a preferred facility design.	Capital improvement		X		Planning & Development Services Capital Improvement Projects	Public Works	Texas Department of Transportation BCS Metropolitan Planning Organization Texas A&M University	X	X		
		C.7	**Evaluate closing or pedestrianizing Poplar Street's terminus at Texas Avenue.** Poplar Street is less than 200 feet from Texas Avenue's intersection with University Drive (FM 60), which does not meet most guidance for access spacing from intersections. This could create opportunities for a deeper block along University Drive (FM 60), enabling more urban types of development.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works	Texas Department of Transportation	X	X		
		C.8	**Explore and implement improvements to Live Oak Street as redevelopment occurs.** Live Oak Street will require improvements to bring it up to Minor Collector standards and alternatives should be considered that implement a more urban street section. There is also an existing offset for Live Oak Street on either side of Eisenhower Street, and a roundabout or other improvements at the intersection should be analyzed for solutions.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works	Texas Department of Transportation		X		X
		C.9	**Extend Foster Avenue from its terminus at Lincoln Avenue to Live Oak Street as redevelopment occurs.** Foster Avenue parallels Texas Avenue from Lincoln Avenue to Gilchrest Street, providing a secondary route. The extension of Foster Avenue north of Lincoln Avenue would continue this route, offering the best opportunity to create The Crossing district.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works			X		X
		C.10	**Create pedestrian connections across Texas Avenue at the Ash Street extension.** There is an existing signal at the intersection of the future Ash Street extension and Texas Avenue, but no pedestrian crossing was installed when the intersection was improved. Providing this crossing offers pedestrians another opportunity to cross Texas Avenue at a controlled intersection.	Capital improvement		X		Public Works	Planning & Development Services	Texas Department of Transportation	X			
		C.11	**Extend Ash Street from Eisenhower Street to Texas Avenue at the existing signalized intersection as redevelopment occurs.** The extension of Ash Street will help complete the thoroughfare network and offer more opportunities for navigation through the district.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works	Texas Department of Transportation		X		X
		C.12	**Extend Avenue A from its current terminus to Eisenhower Street as redevelopment occurs.** Avenue A does not meet the UDO requirements for a turnaround, leading to issues with fire and solid waste service. Extending Avenue A to Eisenhower Street allows for the continued movement of vehicles and would eliminate the service issues for Avenue A.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works			X		X
		C.13	**Improve Nimitz Street from University Drive (FM 60) to Ash Street to the Minor Collector standards.** The signal at Nimitz Street and University Drive (FM 60) will likely bring additional traffic down the corridor. Nimitz Street should be improved to better handle the additional circulation and provide bicycle and pedestrian facilities that currently do not exist along the corridor.	Capital improvement		X		Planning & Development Services Capital Improvement Projects	Public Works			X		
		C.14	**Incorporate flexible urban street standards as an alternative within the adopted cross-sections**. The cross-section alternative should allow for and encourage on-street parking, potentially limited to one side, and additional bicycle and pedestrian facilities within constrained rights-of-way.	Policy-based decision	X			Planning & Development Services			X			

CHAPTER 3: EASTGATE MAIN	DISTINCTIVE PLACES	E.1	**Revise the existing P-MUD Planned Mixed-Use District standards within the Unified Development Ordinance.** The revised zoning district should focus on horizontally mixing uses within a development or defined area, ensuring sufficient commercial and residential opportunities throughout the district. The revisions should maintain the concept plan requirement and clarify an appropriate baseline mix of uses.	Regulation	X			Planning & Development Services			X			
		E.2	**Create a master plan for Eastgate Park.** These park spaces are currently unprogrammed, landscaped lawns with no amenities or seating. Identifying opportunities for Eastgate Park to become a usable community gathering space distinct from the plaza and lawn at City Hall will open more opportunities for place-making.	Focused planning effort		X		Parks & Recreation	Planning & Development Services		X			
		E.3	**Assess the feasibility of temporarily closing the "swoops" to through traffic.** Temporarily pedestrianizing the "swoops" and converting parking spaces and drive aisles could create a street festival-style atmosphere for events such as markets and festivals. Closures should consider traffic and parking impacts on businesses and surrounding neighborhoods.	Project / program		X		Planning & Development Services	Public Works		X			
		E.4	**Activate the City Hall site to host public events and gatherings that bring residents and tourists to the center of Eastgate Main.** With the development of the new City Hall in 2021 and the rehabilitation of the old fire station in 2023, the City of College Station has developed a municipal complex that can be activated to host community events throughout the year.	Project / program	X			Economic Development & Tourism			X			
		E.5	**Create and implement visually intuitive branding for Eastgate Main and its public spaces.** Part of redevelopment will include place-making activities, including visual cues of your location in the city. District branding will help residents and visitors differentiate their experience in this area from the nearby Eastgate neighborhoods, The Crossing, and Texas A&M University.	Project / program		X		Capital Improvement Projects Planning & Development Services	Economic Development & Tourism		X			
		E.6	**Create opportunities for residents to engage with the history of the area.** Eastgate Main was part of one of the earliest developments in College Station. Opportunities include signage discussing the history of the area and identification of historic buildings.	Project / program		X		Planning & Development Services	Economic Development & Tourism Parks & Recreation		X		X	X
	STRONG NEIGHBORHOODS & PROSPEROUS ECONOMY	E.7	**Create a façade improvement program for Eastgate Main.** A façade improvement program could provide grants for building owners to improve the appearance of their façades and restore architectural styles from the founding of the City of College Station and the initial development of the Eastgate Main area in the late 1930s and early 1940s.	Project / program		X		Economic Development & Tourism	Planning & Development Services		X		X	X
		E.8	**Work with property owners to assess the potential need, benefit, and structure of creating an Eastgate Business Association.** An Eastgate Business Association could collectively initiate actions to improve the Eastgate Main area and coordinate hosting local events in the plaza area at Eastgate Park. Additionally, having an Eastgate Business Association enables more coordination with City staff, including updates on development activity and City projects within the district.	Project / program			X	Economic Development & Tourism	Planning & Development Services	Eastgate Business Owners	X			X
	INTEGRATED MOBILITY	E.9	**Study traffic operations and access needs on the Texas Avenue corridor to assess the need for changes to median break locations and future signalized intersections.** Several unsignalized median openings with left-turn bays exist along Texas Avenue, including at Live Oak Street, the entrance to the Lone Star Pavilion shopping center, Lincoln Avenue, the frontage road near the "swoops," Francis Drive, and Gilchrist Avenue. Future modifications to these intersections should review traffic volumes and crossing movements to enhance traffic safety and operations.	Focused planning effort		X		Planning & Development Services	Public Works	Texas Department of Transportation	X		X	
		E.10	**Evaluate the intersection of Foster Drive and George Bush Drive East to determine necessary improvements.** Traffic frequently backs up on Foster Drive at this intersection. The City should explore congestion mitigation improvements including possible dedicated left and right turn lanes.	Capital improvement			X	Planning & Development Services Capital Improvement Projects	Public Works		X	X		
		E.11	**Assess the feasibility of a grade-separated facility at the Texas Avenue and George Bush Drive intersection.** The City should work with TxDOT to study the feasibility, cost, and design of a grade-separated facility. The feasibility analysis should determine whether keeping automotive or bicycle and pedestrian traffic at grade is possible and determine a preferred facility design.	Capital improvement		X		Planning & Development Services Capital Improvement Projects	Public Works	Texas Department of Transportation BCS Metropolitan Planning Organization Texas A&M University	X	X		
		E.12	**Improve bicycle and pedestrian connections to Thomas Park along Walton Drive, Francis Drive, and Gilchrist Avenue.** Located nearby Eastgate Main, Thomas Park is one of the more significant park spaces in this area of the city. As more potential users of the park move into the planning area, improved connections to the park should be explored.	Capital improvement		X		Planning & Development Services Capital Improvement Projects	Public Works		X	X		
		E.13	**Develop an Eastgate Main parking management strategy.** This could include improving existing parking within the "swoops" and creating shared parking areas that are easily accessed from the surrounding streets.	Focused planning effort			X	Planning & Development Services	Public Works		X			

APPENDIX A: EXISTING CONDITIONS

Surrounding Context

The planning area is bounded by the College Station-Bryan city limit to the north, Tarrow Street to the east, George Bush Drive East to the south, and the Northpoint Crossing development to the west. Most of the western boundary is the Texas A&M University campus, while most of the eastern boundary is comprised of the Prairie View Heights and Eastgate neighborhoods.

Texas A&M University is a major component of the City of College Station with significant influence on the proposed development within this area. Texas A&M University's College Station campus consistently ranks in the top five universities with the largest enrollment nationally and is the biggest employer in the region as identified by the Brazos Valley Economic Development Corporation, making Texas A&M University an important hub for a significant portion of the regional population. The location of the redevelopment area necessitates careful consideration of the University's goals for their eastern boundary and inter-organizational collaboration to create cohesion across Texas Avenue. Texas A&M University updated its College Station Campus Master Plan in 2017, which depicts the expansion of their developments along University Drive (FM 60) across from Century Square, bringing the northeastern edge of campus development much closer to Texas Avenue. This expansion provides a key opportunity for the City and the University to work together to ensure that development on either side of Texas Avenue enhances both organizations. With Texas A&M University's continued growth, the success of the plan will be partially attributed to how efficiently people can get on and off campus.

Looking to the opposite boundary, the planning area adjoins the Prairie View Heights neighborhood, which was platted in 1947. It is bounded today by Tarrow Street, Peyton Street, Columbus Street, and Chappel Street. Prairie View Heights is one of the three historically Black neighborhoods in College Station, reflective of the racial segregation patterns of the time. The area has experienced significant gentrification pressures in recent years with the increased demand for student-oriented housing near Texas A&M University. Neighborhood representatives expressed interest in pursuing a Neighborhood Conservation Overlay (NCO) zoning designation in 2011 to support preservation efforts and limit redevelopment pressures but ultimately did not move forward with pursuing the NCO. Changes pursued by this plan should remain sensitive to this context and work to mitigate further gentrification effects on this neighborhood. Outside of the Prairie View Heights neighborhood, many other Eastgate neighborhoods adjoin the planning area, including multiple phases of the College Hills Estates subdivision. Similar careful consideration should be given to potential impacts on these neighborhoods.

A final geographic consideration surrounding the redevelopment area is the proximity to residents in the City of Bryan. The northern boundary is the city limit line, with the City of Bryan beginning on the other side. Along Texas Avenue, the developments continue in a low-density commercial fashion, matching the current development pattern along Texas Avenue in College Station. However, just north of Cooner Street is a low-density residential neighborhood that necessitates consideration. Any changes to the planning area, especially along Cooner Street, may have impacts outside the planning area. Careful consideration of those impacts is needed to ensure the best outcome of the plan.

Demographics

The planning area has more than doubled in population between 2010 and 2020, increasing from 1,387 to 2,787 people. The estimated population of the area in 2022 is 2,912, making up just over 2% of the total population of College Station. The median age for the area is 22.4, slightly younger than the College Station median age of 23.7. The area population leans slightly more male at 52%. Educational attainment is reflected in the American Community Survey by respondents selecting their highest level of educational attainment. The area has a similar educational attainment for people who are 25 years old or older when compared to the rest of the city. The city and the planning area have 12% of the population with a high school diploma or equivalent, and the planning area has a slightly lower percentage of college graduates at 30% compared to 31% citywide. The planning area has a much higher percentage of people with less than a high school education at 18% compared to the 5% for the city. The area is slightly more diverse than the rest of the city, with the White population being 60.4% compared to the citywide 62.3%. There is a significantly larger Asian population within the area with 29.2% of people identified as Asian, compared to 10.3% of people across the city. Overall, 19% of the people in the planning area identify as Hispanic or Latino, 8.3% of people identify as Black or African American, and 2.6% identify as two or more races.

The average household size in the planning area is 3.14 people. The median family income for the area is $38,397, about 70% of the median income for College Station. Average income is also lower than the rest of the city at $55,694, about 66% of the average income across the whole city.

Relevant to demographic change within the City of College Station and the planning area will be influenced by continued increases in the student population at Texas A&M University. The proximity to the university campus makes it an attractive area for housing staff and students as identified in existing housing development in the study area. Per **Table A.1: Texas A&M University College Station Campus Participation Projections**, Texas A&M University's enrollment is expected to continue increasing through 2035.

Table A.1: Texas A&M University College Station Campus Participation Projections

Actual 2010	Actual 2015	Actual Prelim 2020	Anticipated 2025	Anticipated 2030	Anticipated 2035
49,129	58,515	65,272	70,279	73,432	77,842

Source: Enrollment Forecast for Texas Institutions of Higher Education 2021-2035 – January 2021, Texas Higher Education Coordinating Board

Interpretation of these figures is sometimes complicated by the inclusion of distance education in enrollment figures. According to **Table A.2: Texas A&M University College Station Campus Student Headcount,** 60,033 students were enrolled on the 20th class day of the spring 2023 semester. Not all students who attend Texas A&M University in non-distance programs live in College Station, but the continued growth of Texas A&M University will likely increase the population of the region, the City of College Station, and the planning area.

Table A.2: Texas A&M University College Station Campus Student Headcount

Year	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Fall	60,521	60,368	61,503	63,025	64,131
Spring	56,316	56,260	57,765	58,626	60,033

Source: Enrollment Profile, Texas A&M University Office of Academic & Business Performance Analytics

People who live in the planning area tend to be younger, have lower incomes, and are more diverse when compared to the city overall. These are three indicators that are commonly seen when looking at the student population. Based on these indicators, as well as the proximity to Texas A&M University, it is likely that many people living within the plan boundaries are students.

Area Character

To assess the existing character of the redevelopment area, staff looked at existing and future land uses, zoning, characteristics of housing and neighborhood centers, and municipal functions, including code enforcement, capital improvements, and permitted development activity.

EXISTING LAND USE

The planning area is primarily made up of low- to medium-density commercial areas, with some residential throughout the area. Exclusively commercial uses make up 47.3% of the area, with an additional 4.2% of the planning area composed of mixed-use buildings with commercial on ground floors. In addition to the mixed-use residential uses within those structures, 37.8% of the land is being used for an assortment of residential uses. The rest of the area is comprised of public or semi-public uses, including the College Station City Hall, a Bryan Texas Utilities electrical substation, and three religious institutions.

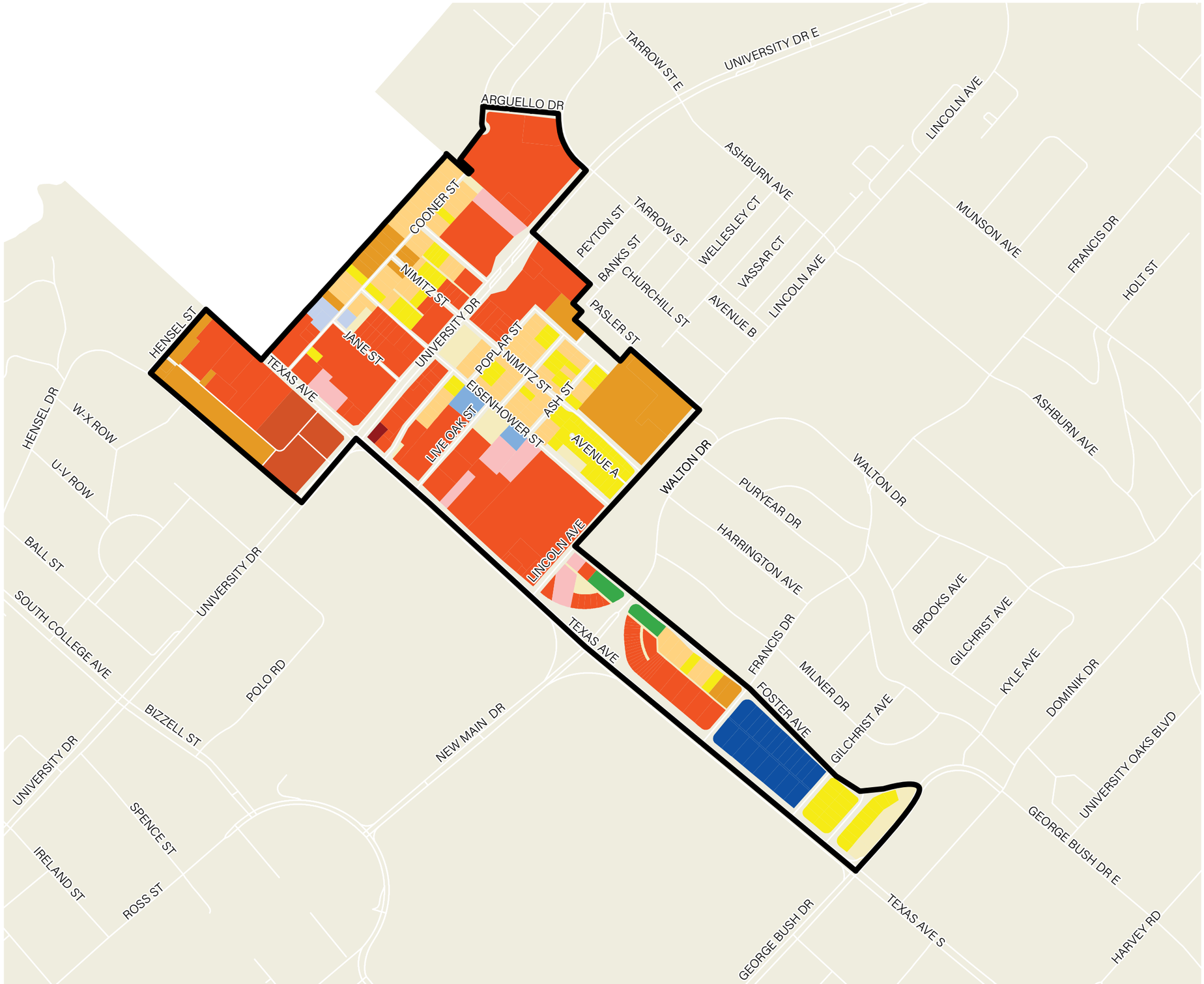
FUTURE LAND USE

The future land use designations depict the area as a much denser urban area with a greater mix of commercial and residential uses and more housing options. In the Comprehensive Plan Future Land Use & Character Map, the boundary is designated as a Redevelopment Area. The prevailing future land use is the Urban Center land use at 63.7%, which is the most urban form of commercial and residential development. The intent of this land use is a compact and walkable use pattern with multi-story mixed-use structures, a stark contrast from the existing uses within the area. Secondarily, the land uses Neighborhood Center at 12.2% and Mixed Residential at 18.6% comprise a significant portion of the area. These land uses aim to have dense, accessible residential and commercial uses to support the surrounding lower-density residential areas. The Neighborhood Center future land use operates like Urban Center but at a smaller scale to serve as a transition down to lower-density commercial areas and surrounding residential areas. The Mixed Residential future land use serves as a buffer between land uses of different intensities by stepping down in scale and density when approaching existing neighborhoods. Comparing the existing land uses with the future land uses, it becomes clear that planning for redevelopment in this area is a high priority.

ZONING

Future land uses exist in the Comprehensive Plan to guide policy decisions on properties throughout the city, including changes in zoning. The existing zoning can be evaluated to see how well it aligns with the future land uses envisioned for the area. Commercial zoning districts make up 48.1% of the zoning in the area, with the majority of that being GC General Commercial. Comparatively, 42.9% of the area is zoned for residential uses. Only 9% of the planning area is currently zoned for mixed uses that would be compatible with the urban forms depicted by the future land uses in the area. Zoning changes will need to occur within the planning area to realize the intended future land uses.

MAP A.1

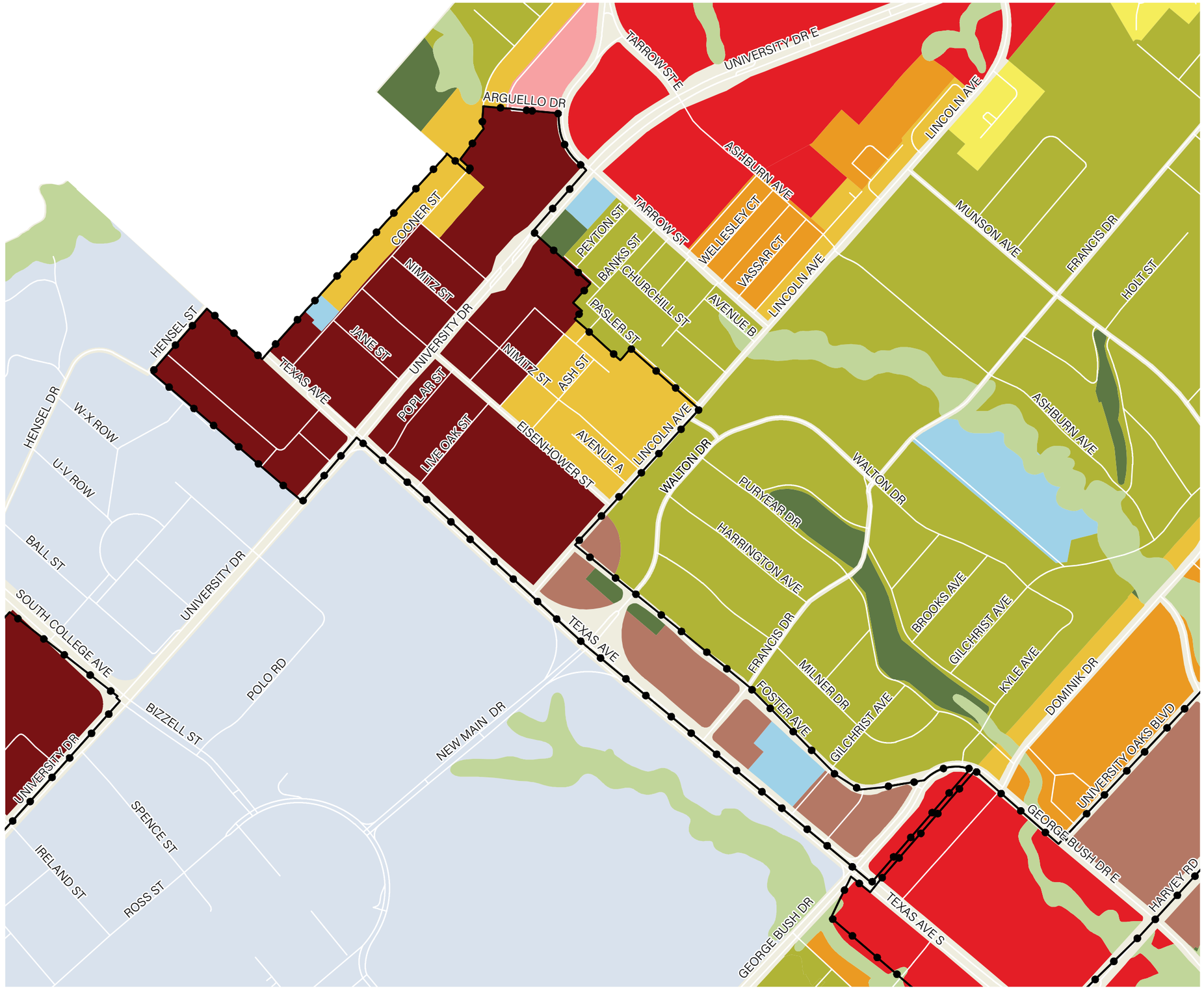


Existing Land Use

- SINGLE- FAMILY RESIDENTIAL
- DUPLEX RESIDENTIAL
- MULTI-FAMILY
- MIXED-USE
- COMMERCIAL RETAIL
- COMMERCIAL OFFICE
- COMMERCIAL OTHER
- PUBLIC FACILITIES
- SEMI-PUBLIC
- TRANSPORTATION, UTILITIES & COMMUNICATION
- PARK
- UNIMPROVED

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS

MAP A.2

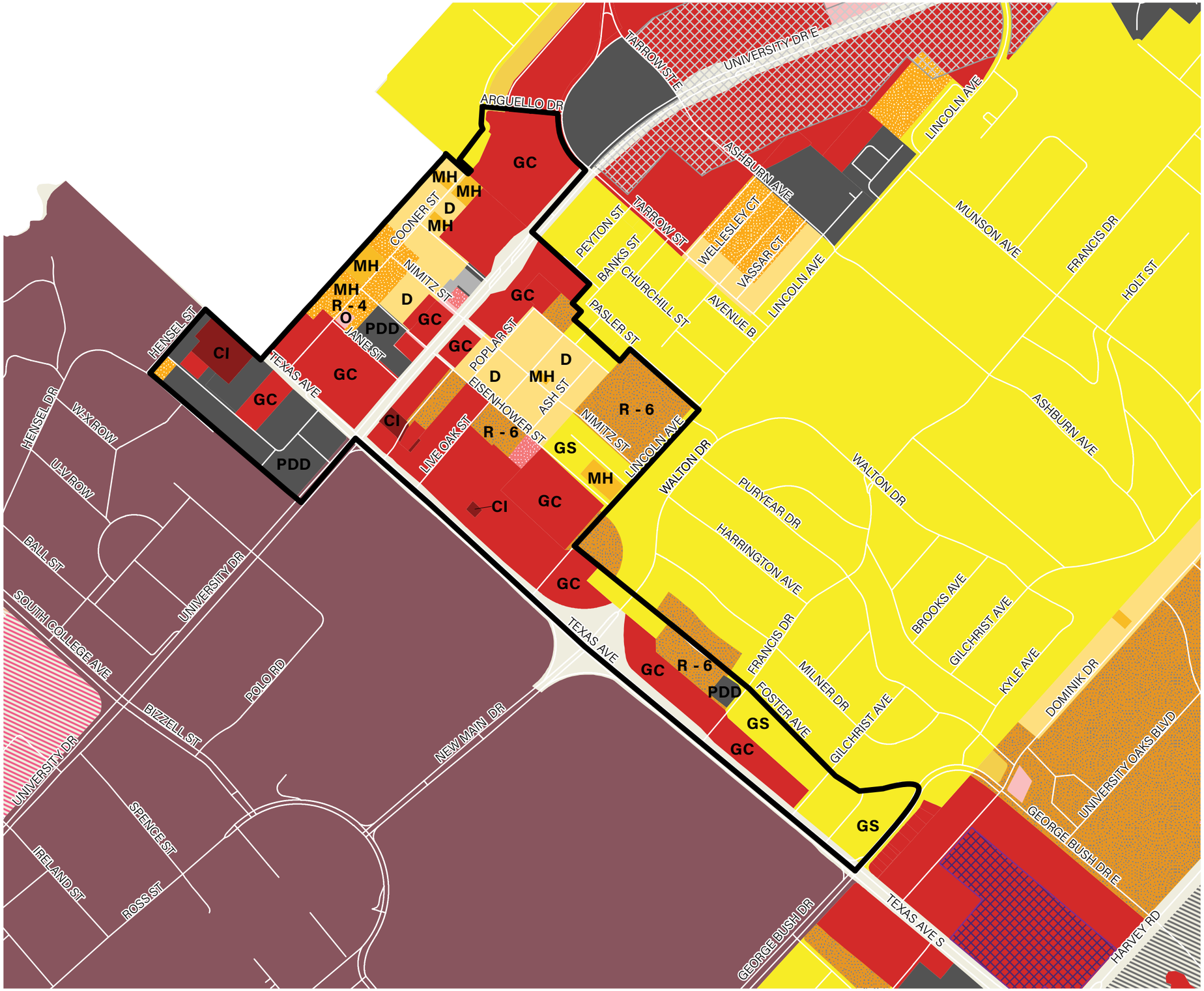


Future Land Use & Character

- URBAN CENTER
- NEIGHBORHOOD CENTER
- GENERAL COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- URBAN RESIDENTIAL
- MIXED RESIDENTIAL
- SUBURBAN RESIDENTIAL
- NEIGHBORHOOD CONSERVATION
- INSTITUTIONAL/PUBLIC
- TEXAS A&M UNIVERSITY
- PARKS & GREENWAYS
- NATURAL & OPEN AREAS
- REDEVELOPMENT AREAS
- COLLEGE STATION CITY LIMITS

*NOTE: A COMPREHENSIVE PLAN SHALL NOT CONSTITUTE ZONING REGULATIONS OR ESTABLISH ZONING BOUNDARIES

MAP A.3



Zoning

- GS GENERAL SUBURBAN
- D DUPLEX
- T TOWNHOUSE
- MH MIDDLE HOUSING
- MF MULTI-FAMILY
- O OFFICE
- GC GENERAL COMMERCIAL
- CI COMMERCIAL INDUSTRIAL
- C-U COLLEGE AND UNIVERSITY
- P-MUD PLANNED MIXED-USE DEVELOPMENT
- PDD PLANNED DEVELOPMENT DISTRICT
- NG-2 TRANSITIONAL NORTHGATE
- WPC WOLF PEN CREEK
- OV CORRIDOR OVERLAY
- RDD REDEVELOPMENT DISTRICT
- C-3 LIGHT COMMERCIAL
- R-4 MULTI-FAMILY
- R-6 HIGH DENSITY MULTI-FAMILY

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS

HOUSING CHARACTERISTICS

Housing in this area reflects a substantial college student presence. According to the ESRI Living Atlas, almost two-thirds of housing units in the planning area are renter occupied, and that is also reflected in the 71% of housing units that are registered with the City's Rental Registration program. While primarily rentals, there are still some owner-occupants dotted throughout the area. Of those homes that are owner-occupied, the average home value of $150,575 is less than half of the city's overall average home value of $363,544. Finally, based on the City's Housing Conditions survey from 2020 that evaluated the outside maintenance upkeep of living units throughout the city, 84% of homes in the planning area were determined to be in excellent condition. Only 2.5% of the homes in the planning area needed major repairs, being designated as substandard or dilapidated in condition.

NEIGHBORHOOD CENTERS

The term "third places" describes spaces where people gather outside of their homes and workplaces. These are spaces open to everyone that encourage interactions between people and the community. Many of these third places and community spaces lie just outside the plan boundary, including Thomas Park, Lions Park, and Century Square. Within the planning area, the most significant neighborhood center is the new College Station City Hall, which has been open since December 2021. It provides several meeting spaces available for public reservation to hold community gatherings of all types. Down the street from City Hall is Eastgate Park, a pocket park split across Walton Drive that allows for unprogrammed activities and green space. Finally, there are three religious buildings including the Rohr Chabad Jewish Center at Texas A&M University, the College Station Chinese Bible Church, and the College Hills Baptist Church.

CODE ENFORCEMENT

The planning area has had several code enforcement investigations throughout the last 10 years. Most code enforcement investigations resulted in property owner education and voluntary compliance, while a small portion resulted in fines or summons to court. More than half of the issues were solid waste and recycling violations with cans being left out after collection day. This creates conflicts with road users, including cars and bikes, trying to share already narrow roads. The next biggest category was weeds and grass violations at 17.5%. Weeds and grass violations are property maintenance issues where the grass has grown over 12 inches in length. This provides low aesthetic value, can increase issues with pests and vermin, and can hang over into the sidewalk creating access problems for sidewalk users. Finally, the third biggest issue was rental registration violations at 11%, which entails operating a single-family, duplex, triplex, or fourplex rental housing unit without registering with the City's Rental Registration program or letting existing registration lapse. Compliance with the program helps the City accurately gauge the rental housing stock, keep track of the owner-occupied and renter-occupied homes, and have a local point-of-contact in case issues arise with a rental home. **Table A.3: Code Enforcement Cases, 2012-2022** describes the code enforcement cases in the planning area over the past 10 years.

Table A.3: Code Enforcement Cases, 2012-2022

Code Violation Type	Number of Cases
Accumulation of Trash *Trash over-flow, typically in yards, causing aesthetic and safety concerns*	127
Cans Out After Collection Day *Trash or recycling cans still on the curb after trash collection day*	1,460
Illegal Signs *Signs that are being displayed are prohibited per the City Code*	117
Junk Motor Vehicles *Dilapidated cars are left in the yard, visible from the street*	25
Liquor License Expired *Business establishments running with an expired liquor license*	17
No More Than Four Unrelated Tenants Violation *Permanent occupancy of the structure over the family definition of four unrelated persons*	21
Non-Specific Investigation *General inquiries/complaints that don't fit into a specific violation-type*	37
Open Storage *Storage visible from the street*	77
Parking *Illegal parking violations*	49
Property Maintenance *Property is not being maintained, including structural and safety issues*	35
Rental Registration *A property's Rental Registration with the City has expired*	312
Use Violations *Prohibited use type is being used*	30
Weeds & Grass *A property's yard is not being properly maintained*	495
Total	2,802

MAP A.4

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**

LOW — MID — HIGH

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

DISTRICT BOUNDARY

COLLEGE STATION CITY LIMITS

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.

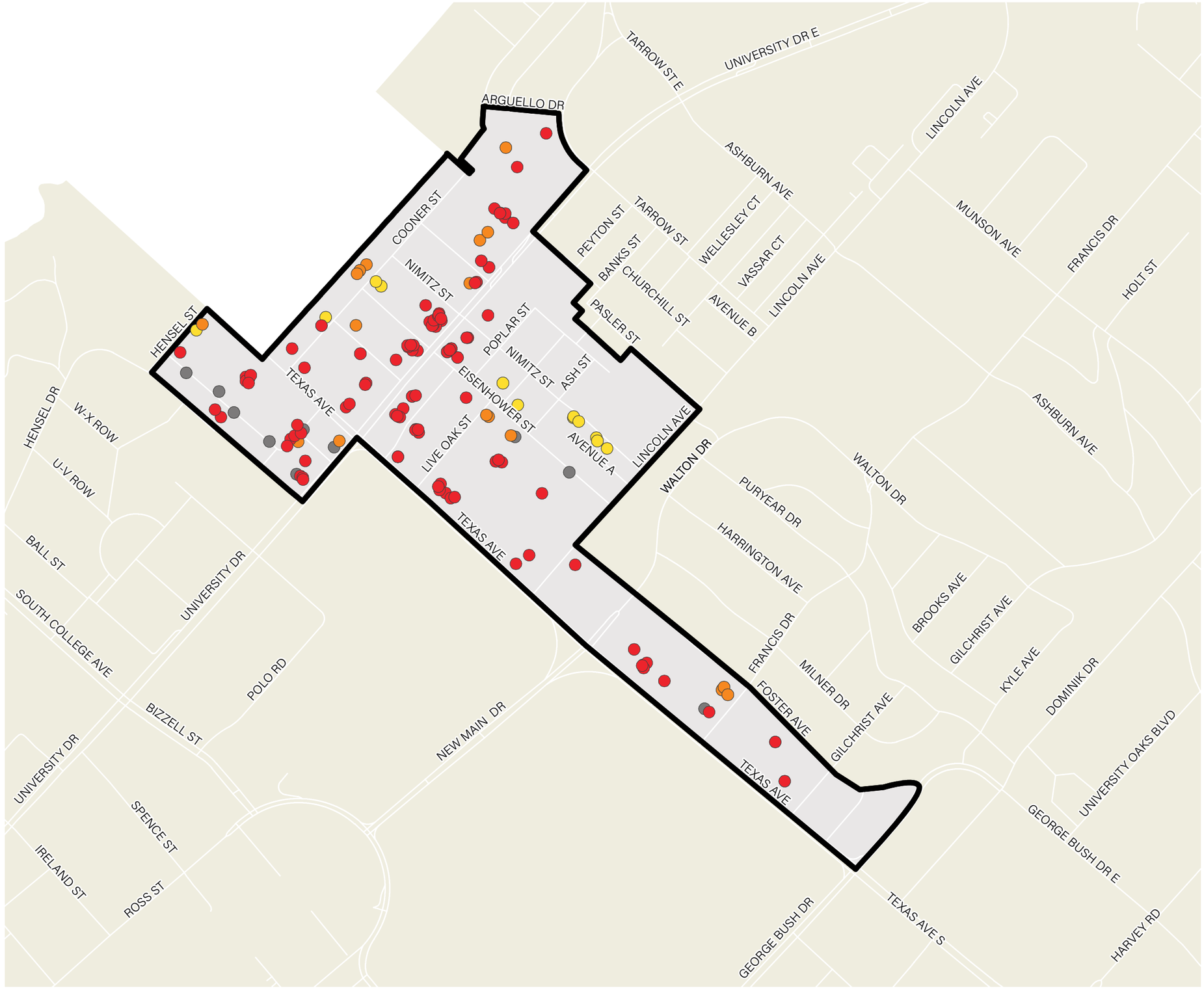
Each project is analyzed for the permits or reviews that will be needed, and in what order those must be obtained. Each permit or review undergoes review by numerous staff in various departments throughout the City. Before the initiation of a project, the City offers pre-application conferences that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

The numbers in **Table A.4, Development Activity, 2012-2022** show archived and approved project applications over the last 10 years within the plan boundaries. Architectural reviews and site plans were common in the area, reflective of the commercial nature of the planning area. Pre-application conferences were also common in the area, showing interest in development and redevelopment within the area.

Table A.4: Development Activity, 2012-2022

Review Type	Number of Reviews
Abandonments	11
Appeals, Waivers, and Variances	11
Architectural Reviews	34
Commercial Final Plats	4
Development Permits	7
Pre-Application Conferences	28
Preliminary Plan	1
Private Improvements in ROW	1
Residential Final Plats	4
Rezonings	9
Right-of-Way Permits	13
Site Plans	24

MAP A.5



Development Activity

- COMMERCIAL
- NON-RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- SINGLE FAMILY RESIDENTIAL

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS

PUBLIC INVESTMENTS

Several major capital improvement projects have been pursued in the planning area over the last 10 years. University Drive (FM 60), one of the major thoroughfares through the area, has had pedestrian improvements (completed in FY2020), raised median improvements (completed in FY2020), and a new signal installed at Nimitz Street (completed in FY2021). Texas Avenue, the other major thoroughfare going through the planning area has had pedestrian improvements (completed in FY2014), planter boxes replaced (completed in FY2017), and a new signal installed at Walton Drive (completed in FY2021). University Drive (FM 60) and Texas Avenue are managed by the Texas Department of Transportation (TxDOT), meaning costs for improvements to those roads are shared between the State of Texas and the City. Other roads throughout the planning area are managed locally, meaning they are funded through the Capital Improvement Program or federal and state grants. Several streets were constructed, reconstructed, or rehabilitated, including Cooner Street (completed in FY2013), Nimitz Street (completed in FY2014), Lincoln Avenue (construction begins FY2023), Francis Drive (construction begins FY2023), and Eisenhower Street (construction begins FY2024). In addition to roadway improvements, both the Lincoln Avenue and Francis Drive rehabilitation projects include water, wastewater, and stormwater improvements. Finally, the biggest non-street improvements in the area were the new College Station City Hall building (completed in FY2021) and the Northeast Sanitary Sewer Trunk Line (construction begins FY2024).

PUBLIC REALM CONDITIONS

Streetscapes within the study area are largely suburban. University Drive (FM 60) between Tarrow Street and Texas Avenue is a primarily commercial thoroughfare, with roadway conditions creating a largely uncomfortable environment for cyclists due to a lack of bike lanes and a lack of comfort for pedestrians due to a lack of separation between the sidewalk and vehicle travel lanes. Tree canopy is infrequent along pedestrian areas or placed behind the sidewalk, resulting in relatively little shade or cooling effect. Parking is primarily located in front of buildings, with a minimal feeling of enclosure due to large setbacks, lack of trees, and the wide street right-of-way. The Northpoint Crossing development attempts to create an improved sense of enclosure with minimal setbacks from the right-of-way, and planting buffers and trees between the travel lanes and sidewalk create a more comfortable pedestrian experience. Pedestrian ramps are also available near this intersection, however, interruptions to sidewalk connections such as bicycles locked to fences and frequent turns may impact access.

A similar streetscape environment exists along Texas Avenue, with large setbacks, front parking areas, and wide right-of-way. However, on the Texas A&M University campus, the presence of a sidewalk that is separated from the right-of-way by a grassy buffer strip and shaded by trees provides a preferred pedestrian alternative. The trees also promote a sense of enclosure along the corridor despite the suburban-style commercial setbacks and the expansive green spaces on the Texas A&M University campus.

Near the intersection of Walton Drive and Texas Avenue, a neighborhood commercial environment is evident with primarily one-story commercial buildings with parapet rooflines, a single row of parking separating drive lanes, and some activity such as outdoor displays or dining available on the sidewalk directly in front of businesses. Landscaped islands separating these buildings from Texas Avenue help to reduce road noise and provide greenery, public art, and visual interest. Also in this area is Eastgate Park. This publicly owned park space is unprogrammed, with no amenities or park furnishings aside from the park sign.

Between Walton Drive and George Bush Drive East, the pedestrian streetscape experience improves somewhat, with trees and a grassy buffer separating the sidewalk from the Texas Avenue travel lanes, though the sidewalk abuts the frontage drive. There is a public space at the entrance to the new College Station City Hall with a grassy lawn and plaza. A landscaped area along George Bush Drive East between Texas Avenue and Foster Avenue includes some ornamental plantings. This corridor includes painted bike lanes on both sides of the road and sidewalks adjacent to drive lanes.

Little public art or wayfinding was identified within the planning area, except for gateway signs to Texas A&M University, the public art installation within the northern Walton Drive/ Texas Avenue island, and gateway elements at City Hall.

As mentioned, the current development pattern of the area is mostly commercial, offering many opportunities for economic growth. According to **Table A.5 Estimated Total Sales, Employees, and Businesses,** the planning area contains 200 businesses that employ an estimated 1,947 people, averaging approximately 10 employees per business. That is slightly lower than the city's overall average of 12.5 employees per business.

ESRI's Business Locator report estimates business activity based on address points, including estimates of total sales, number of businesses, and employees. An inspection of **Table A.5 Estimated Total Sales, Employees, and Businesses** reveals potential estimation issues due to the size of the comparison areas, as well as newer businesses not being accurately captured – for example, sales and employment for the Century Square area are likely substantially higher than the ESRI estimates, based on a comparison to the City's actual tax revenues.

Table A.5 Estimated Total Sales, Employees, and Businesses

Area	2022 Total Sales	Total Employees	Total Businesses
Northeast Gateway Redevelopment Area	$212,061,000	1,947	200
Century Square	$18,386,000	336	27
Northgate	$79,517,000	1,100	122
Texas Avenue from George Bush Drive to Southwest Pkwy	$283,985,000	1,954	126

Source: ESRI Business Locator

RETAIL, OFFICE, AND HOTEL MARKET

Table A.5 Estimated Total Sales, Employees, and Businesses highlights the high sales volume of existing big-box retailers such as Best Buy, Office Depot, and Barnes & Noble in the planning area. Several offices are located within the area, with larger groupings including the Bank of America office building on University Drive (FM 60), 526 University Drive, small-scale offices at 707 Texas Avenue, and some small offices near Eastgate Main. The City of College Station City Hall is also located in the planning area. Six hotels are present within the redevelopment area, including the Hampton Inn, Home2 Suites, and Knights Inn near the Northpoint Crossing development, the Super 8 between Cooner Street and the Bryan city limits, the Embassy Suites at University Drive (FM 60) and Jane Street, and the La Quinta on Live Oak Street. While hotel occupancy tax revenue data was not available for the planning area, the City of College Station levies a 7% hotel occupancy tax.

PROPERTY OWNERSHIP

Property ownership stability is an important indicator of how frequently new people or businesses are occupying the area. Of the 307 properties, 176, or 57.33%, were owned by the same entity in 2017 and 2022. Of those, 112, or 36.48%, were owned by the same entity in 2012 and 2022. This data shows that almost two-thirds of properties changed hands in the past 10 years, meaning there has been a high turnover in property ownership.

SALES AND PROPERTY TAX

Another way to track the economic vitality of an area is to assess the amount of taxes that the City collects from the area. The City of College Station currently levies a property tax rate of $0.524613 per $100 valuation and a 1.50% sales tax. Sales tax and property tax revenue performance was estimated using data provided by City staff and appraisal data from the Brazos Central Appraisal District. City staff provided data on sales tax revenues for the redevelopment area as well as nearby commercial areas between January 2018 and September 2022. The comparisons across these areas highlight the relative fiscal productivity of the areas. Generally, more urbanized areas with a higher degree of investment in buildings and improvements as reflected in the Improvement/Land Value Ratio produce higher estimated property tax revenues on a per-acre basis. Though big-box strip areas supporting retailers like H-E-B on Texas Avenue may lead in terms of sales tax revenue, they require a large amount of land and may cost more to service with utilities and infrastructure. Redevelopment and infill in the planning area have the potential to improve the area's fiscal performance by generating increased property tax and sales tax revenues for the City, offsetting the cost of potential improvements and investments.

Table A.6 Sales Tax Revenues

Area	Estimated Acreage	Amount Received October 2021-September 2022	Average Sales Tax/ Month	Estimated Annual Sales Tax Revenue/ Acre
Northeast Gateway Redevelopment Area	141.27	$769,017.75	$64,085	$5,444
Century Square	26.6	$485,647	$40,471	$18,257
Northgate	112.11	$490,320	$40,860	$4,374
Texas Avenue from George Bush Drive to Southwest Pkwy	132.03	$6,009,557	$500,796	$22,758

Source: City of College Station Sales Tax Figures

Table A.7 2022 Property Values

Area	Estimated Acreage	Land Value	Improvement Value	Total Value	2022 Total Value/Acre
Northeast Gateway Redevelopment Area	141.27	$107,723,158	$152,327,076	$260,050,234	$1,840,839
Century Square	26.6	$34,434,101	$49,316,979	$83,751,080	$3,148,537
Northgate	112.11	$156,596,002	$376,126,108	$532,722,110	$4,751,497
Texas Avenue from George Bush Drive to Southwest Pkwy	132.03	$71,737,868	$78,064,077	$149,801,945	$1,134,574

Source: Brazos Central Appraisal District 2022 Certified Tax Roll

Table A.8 Tax Performance per Acre				
Area	**Estimated Property Tax Revenues**	**Estimated Property Tax Revenues/Acre**	**Estimated Annual Sales Tax Revenue/ Acre**	**Estimated Total Tax Revenues / Acre**
Northeast Gateway Redevelopment Area	$1,364,257	$9,657	$5,444	$15,101
Century Square	$0*	$0*	$18,257	$18,257
Northgate	$2,794,729	$24,927	$4,374	$29,301
Texas Avenue from George Bush Drive to Southwest Pkwy	$1,364,257	$5,952	$22,758	$28,710
** Century Square is owned by Texas A&M University, a state entity, and thus does not contribute to local property taxes. However, the City does collect sales tax at Century Square.*				

Source: City of College Station Sales Tax Figures, Brazos Central Appraisal District 2022 Certified Tax Roll

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. The redevelopment area has 10 streets on the Thoroughfare Plan, many of which are already constructed. Texas Avenue and University Drive (FM 60) are constructed as 6-Lane Major Arterials and George Bush Drive East is an existing 4-Lane Minor Arterial.

Eisenhower Street is partially constructed as a 2-Lane Major Collector, while Lincoln Avenue is proposed to be improved as a 2-Lane Major Collector. Three existing 2-Lane Minor Collectors are already constructed in the planning area: Foster Avenue, Walton Drive, and Francis Drive. Nimitz Street is proposed to be constructed as a 2-Lane Minor Collector, while Ash Street is proposed to be continued through future redevelopment as a 2-Lane Minor Collector to align with the existing light at Texas Avenue.

MAP A.6

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
- 4 LANE MINOR ARTERIAL
- PROPOSED 4 LANE MINOR ARTERIAL
- 2 LANE MAJOR COLLECTOR
- PROPOSED 2 LANE MAJOR COLLECTOR
- 2 LANE MINOR COLLECTOR
- PROPOSED 2 LANE MINOR COLLECTOR

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS

CRASH DATA

In the planning area over the last 10 years, 1,167 vehicular crashes have occurred, which is an average of 117 crashes per year. Of those, 913 were minor crashes where no or only minor injuries occurred and 254 were major crashes where major injuries were likely or confirmed. Crashes occurred most frequently at intersections, with 646 in total. Of those, 363 crashes occurred at the intersection of Texas Avenue and University Drive (FM 60), one of the top 10 intersections for crashes in College Station. Improved vehicular safety is a high priority across the city and especially in the area with its high vehicular volumes. Other intersections in the planning area with a high number of crashes include the intersections of Texas Avenue and New Main/Walton Drive, Texas Avenue and Live Oak Street, Texas Avenue and George Bush Drive East, and Texas Avenue and Lincoln Avenue. Of the other crashes in the planning area, 80 were related to private driveway access points, and 441 were not related to an intersection or private driveway.

MAP A.7

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. UNIVERSITY DR & TEXAS AVE
2. TEXAS AVE & NEW MAIN DR
3. TEXAS AVE & LIVE OAK ST
4. TEXAS AVE & GEORGE BUSH DR
5. TEXAS AVE & LINCOLN AVE

*CRASH DENSITY**

LOW — MID — HIGH

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

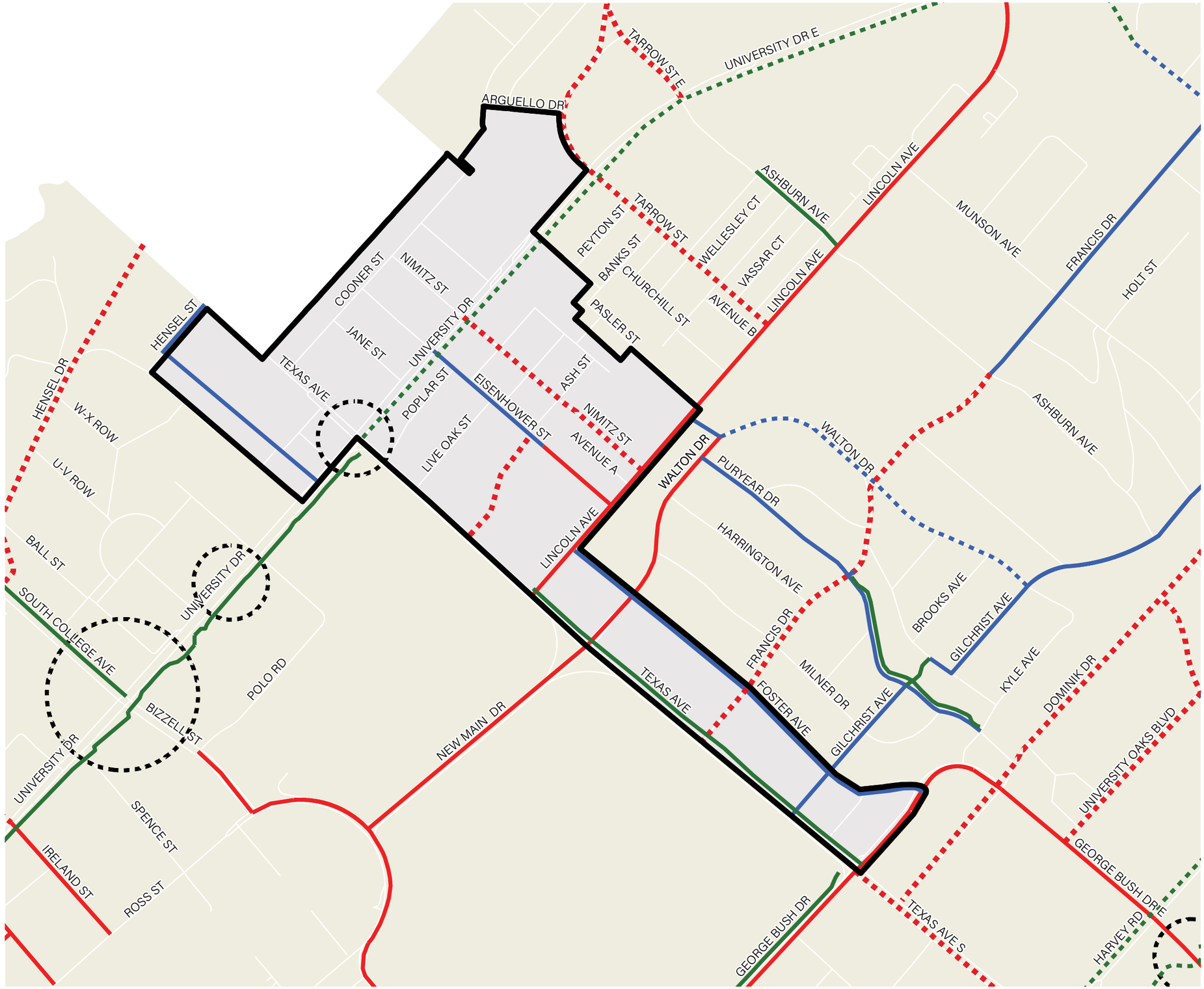
DISTRICT BOUNDARY

COLLEGE STATION CITY LIMITS

BICYCLE AND PEDESTRIAN FACILITIES

Bicycle facilities are important infrastructure throughout the city to enable mobility choices for bicyclists navigating into, out of, and throughout the planning area. Within the planning area, there are 3.69 miles of existing bicycle lanes, with an additional 2.66 miles proposed in the Bicycle, Pedestrian, and Greenways Master Plan. For those navigating into the planning area, there are 385 bicycle parking spots provided across 24 commercial locations throughout the planning area, for an average of 16 spots per location.

MAP A.8

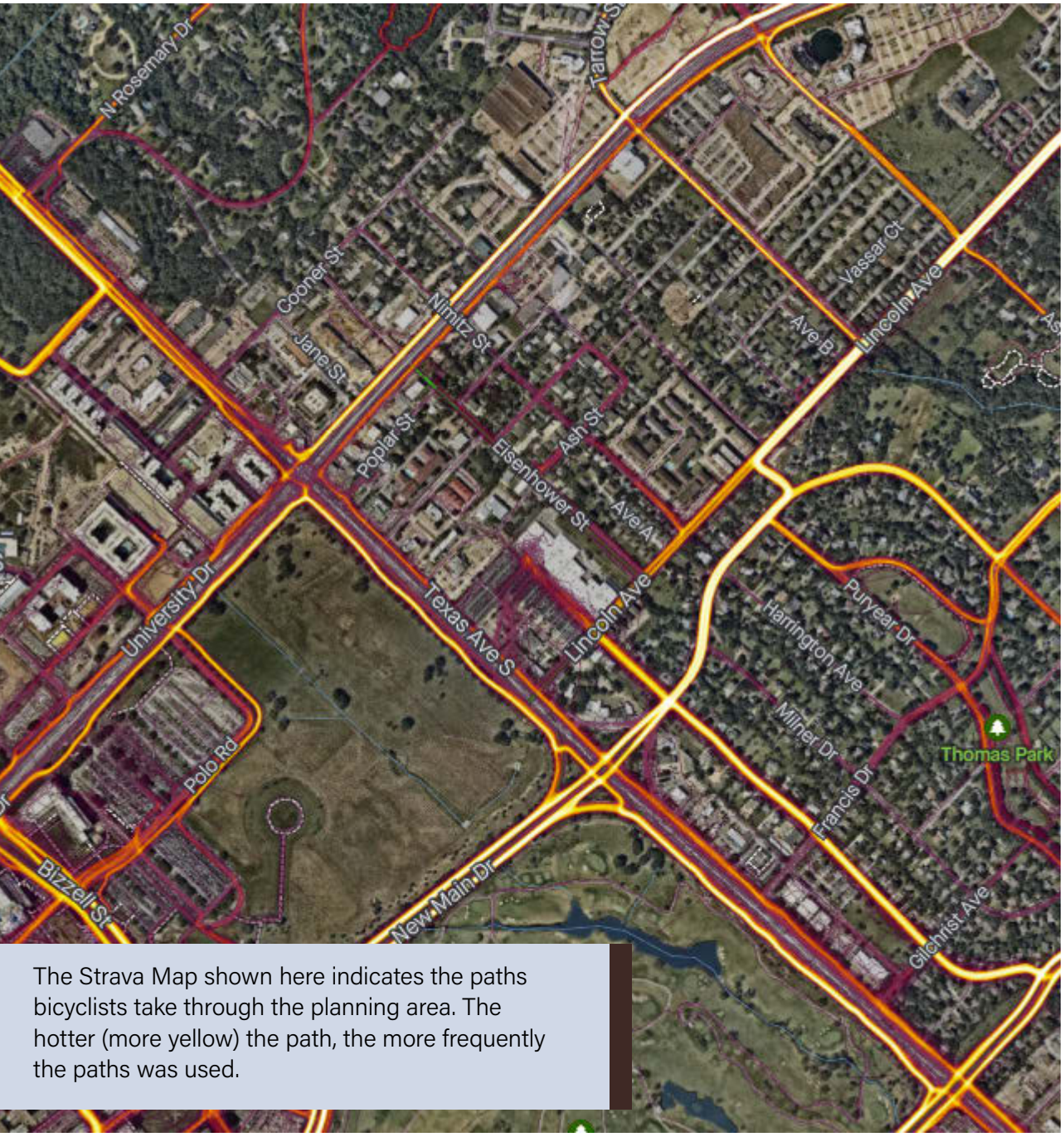


Existing Bicycle Plan

- 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

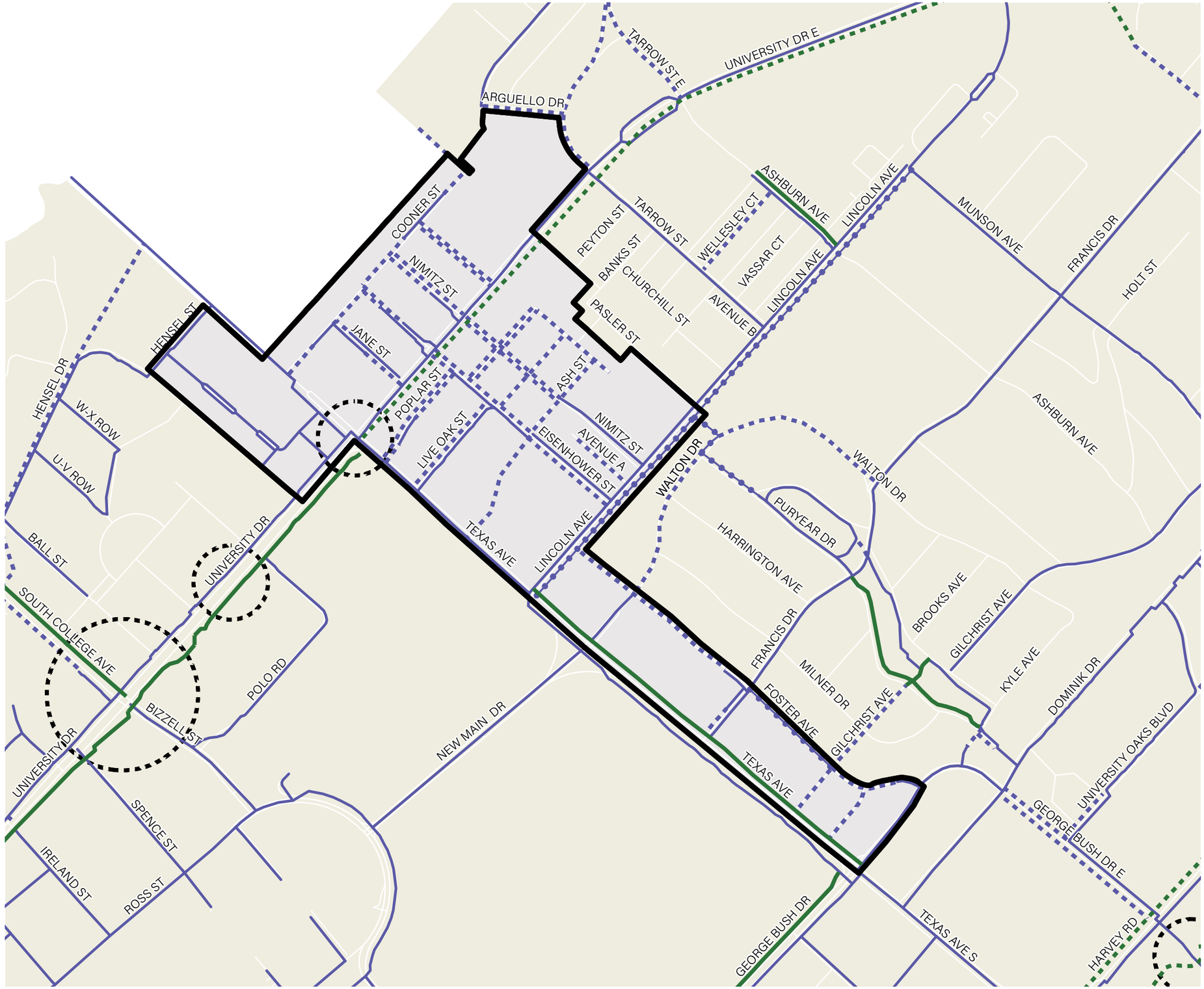
Strava heatmap data shows that cyclists prefer to cross Texas Avenue at its intersections with New Main Drive/Walton Drive and George Bush Drive East. This highlights that low-comfort conditions along Texas Avenue and University Drive (FM 60) encourage cyclists to utilize alternative routes such as New Main Drive/Walton Drive and George Bush Drive East to reach their destinations. Cycling use is also higher on the shared-use path on the perimeter of Texas A&M University rather than their accompanying street right-of-way. Strava also highlights higher cyclist use on Foster Avenue, which drops off significantly at Lincoln Avenue when Foster Avenue enters the shopping center. A stronger bicycle connection to the east side of Texas Avenue at the Crossing would help cyclists connect more effectively to amenities and housing in this area.



The Strava Map shown here indicates the paths bicyclists take through the planning area. The hotter (more yellow) the path, the more frequently the paths was used.

Pedestrian facilities offer yet another mobility choice for people living in or wanting to access the planning area. The area has 8.46 miles of existing pedestrian facilities, with an additional 0.97 miles funded. There are 5.43 miles of proposed future pedestrian connections throughout the rest of the planning area.

MAP A.9

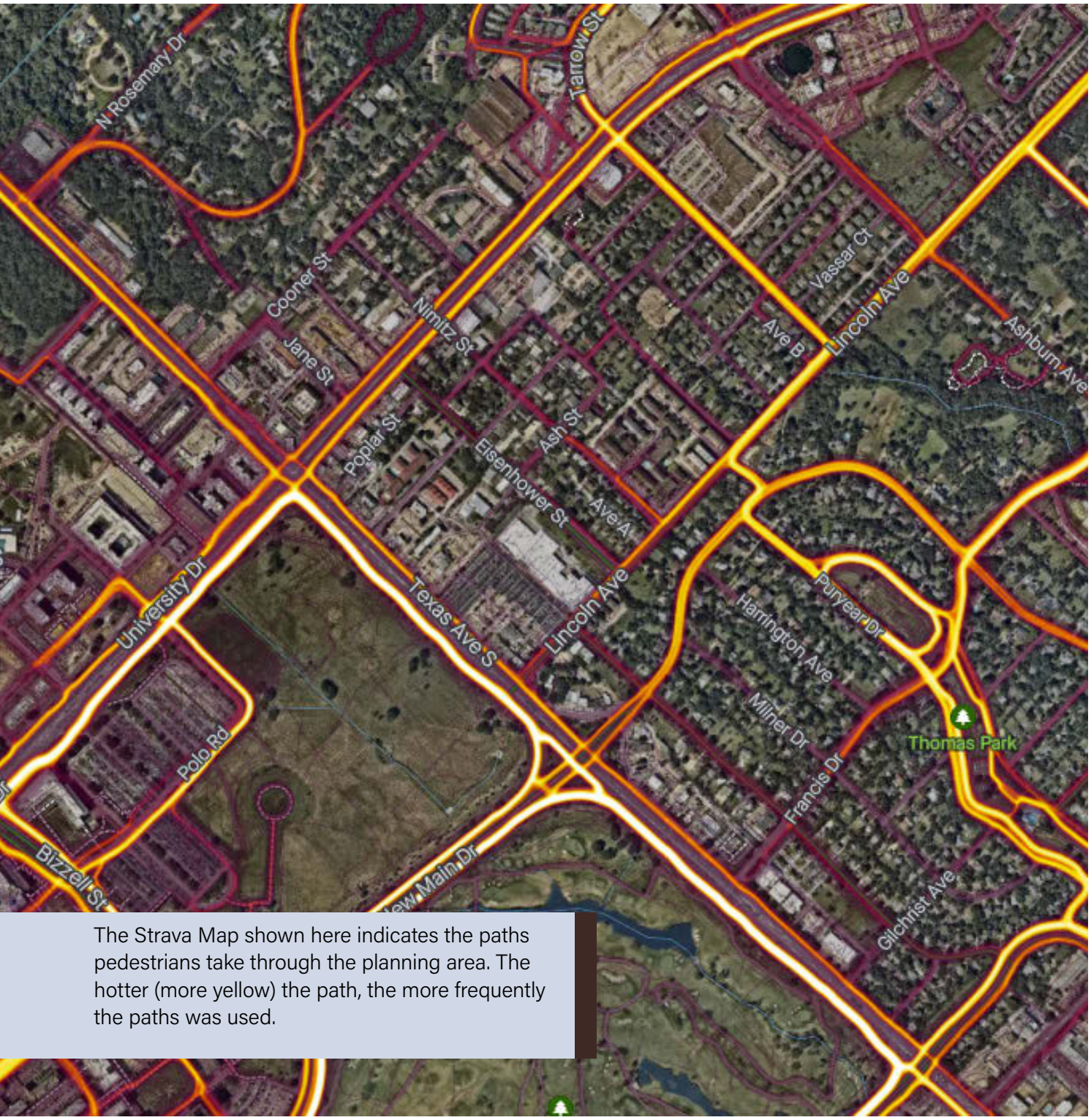


Existing Pedestrian Plan

- 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

Strava's heatmap data for runners and walkers is similar to cyclist data, though it highlights higher volumes along the perimeter of the Texas A&M University campus and the Texas Avenue and University Drive (FM 60) corridors. Volumes are still fairly low within the interior of the redevelopment area. While Strava running/walking data may reflect recreational user traffic volumes, it also highlights preferred intersection crossings, such as the south and east crossings of Texas Avenue and University Drive (FM 60) that connect to the Texas A&M University perimeter path, and the north side of George Bush Drive East at Texas Avenue. Accordingly, there are key opportunities to improve bicycle and pedestrian connectivity throughout the redevelopment area.

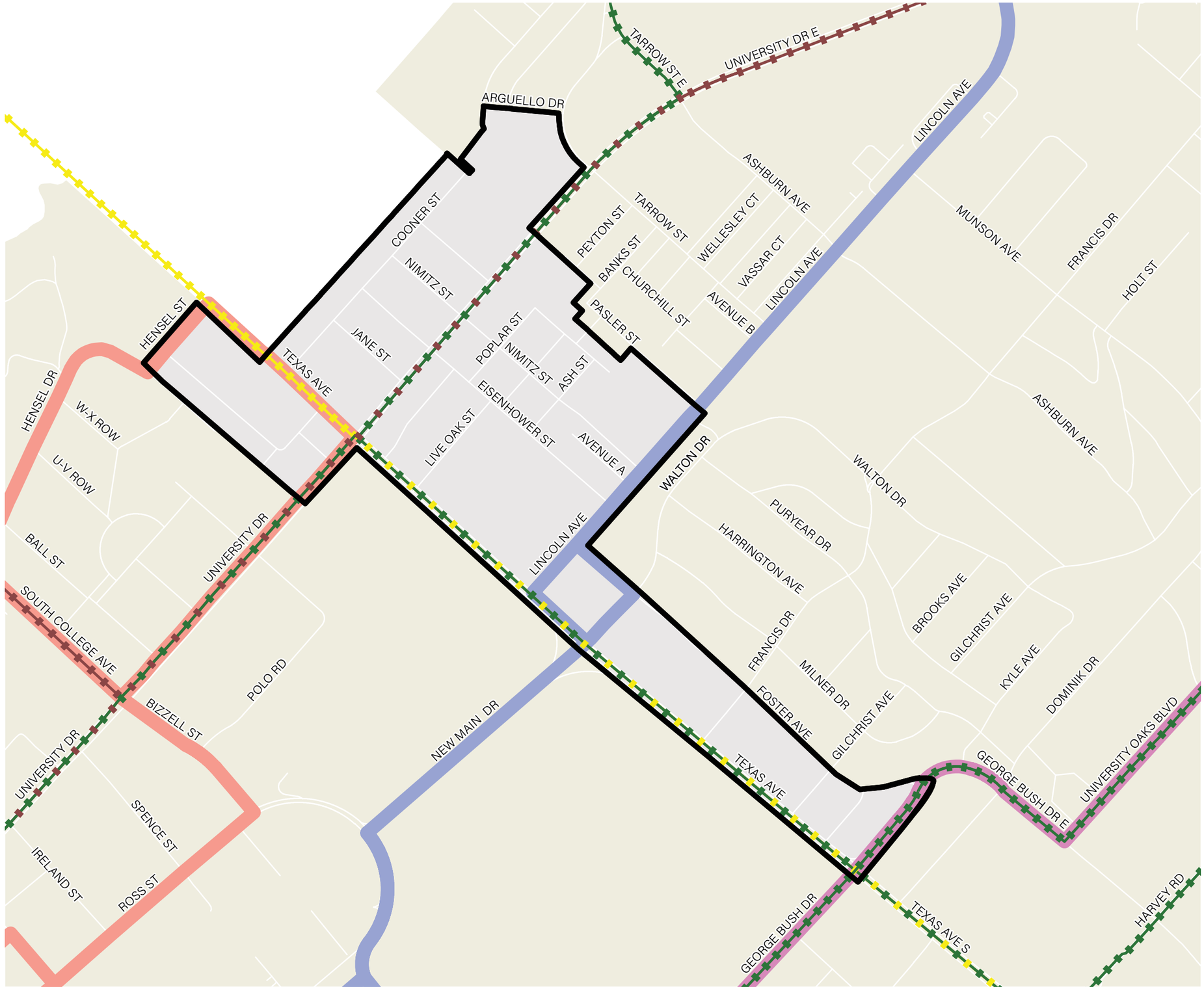


The Strava Map shown here indicates the paths pedestrians take through the planning area. The hotter (more yellow) the path, the more frequently the paths was used.

TRANSIT

Several bus routes go through the planning area from both major transit providers in the region. First, Brazos Transit District (BTD) operates three routes within the planning area, including the Texas Express, 03 Green, and 04 Maroon. BTD does not currently operate with fixed stops, but all three routes stop in the planning area when requested. BTD is investigating the feasibility of transitioning to a fixed-route bus system, and it will be important to engage them in redevelopment planning discussions within the planning area. Additionally, Texas A&M University Transportation Services runs four bus routes through the planning area, with only the 25 Centerpole having a fixed stop on Lincoln Avenue. The other three, the 04 Gig 'Em, 12 Reveille, and 22 Excel, drive through the planning area but do not stop.

MAP A.10



Bus Routes

BRAZOS TRANSIT DISTRICT BUS ROUTES

- GREEN
- MAROON
- TEXAS EXPRESS

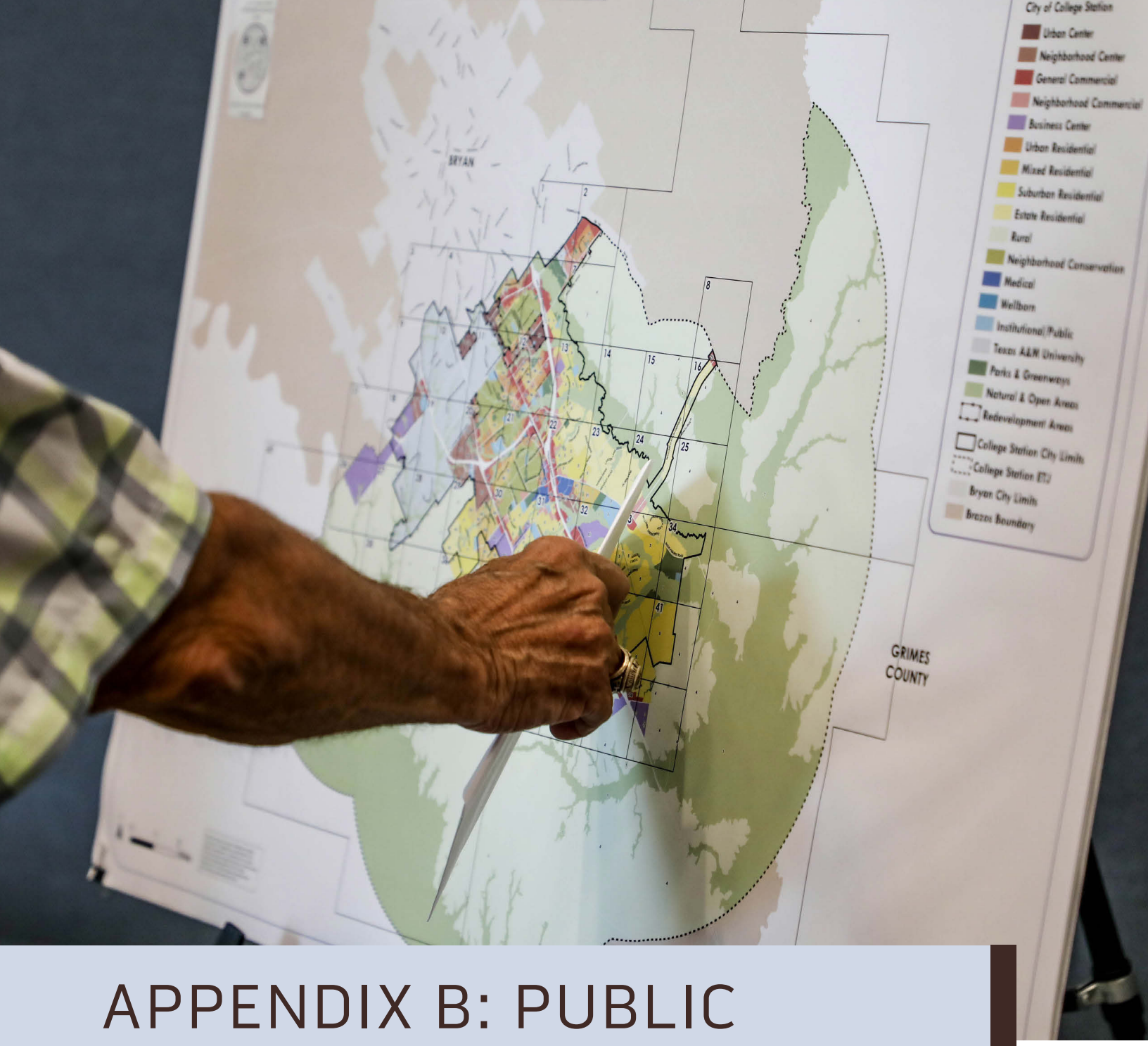
TEXAS A&M UNIVERSITY BUS ROUTES

- GIG 'EM
- REVEILLE
- EXCEL

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS

Conclusion

Analyzing the existing conditions of the redevelopment area provides context and serves as the baseline for the plan creation process. Based on the collected data, some important conclusions can be drawn. First, the data shows that the area is primed for redevelopment. The Comprehensive Plan Future Land Use & Character Map reflects significant changes in uses from what is on the ground today, properties have been frequently changing hands, major infrastructure investments have been made from the public and private sides, and there has been an increase in density in recent developments. Second, the current population of the planning area is younger when compared to the rest of the city. While not all, a high percentage of people living in the plan boundaries likely attend classes or work at Texas A&M University due to its proximity, and that is unlikely to change. Additionally, the plan for redevelopment to a more urban form is expected to draw in people who are interested in living in a more walkable street pattern, including students, young families, and professionals. The plan should reflect this fact in its goals and actions. Finally, investments will need to be made by the City to fully realize the goals of an urban redevelopment plan. Vehicular crashes and mobility safety remain an issue along Texas Avenue and University Drive (FM 60), transit is not common in the planning area, and utility constraints are likely to force redevelopment to be phased over multiple years to align with substantial increases in utility demands from mixed-use projects. Each of these investments, whether public or privately initiated, will need to be carefully considered and coordinated. The resulting plan should reflect and address these conclusions in its implementation.



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 residents to participate and have their voices heard. The following describes those opportunities and summarizes the public feedback.

WORKING GROUP MEETING - NOVEMBER 16, 2022

After compiling the existing conditions data, the Working Group held its kick-off meeting to discuss the project, set expectations for the December 5 and December 7 public meetings, and begin discussions around project names and branding.

PROPERTY & BUSINESS OWNER MEETING - DECEMBER 5, 2022

Before this meeting, staff mailed fliers to property owners within the planning area with details for this meeting and the January 30 property owner meeting. This meeting centered on defining the scope of the project, as well as a naming and branding discussion.

AREA-WIDE MEETING - DECEMBER 7, 2022

Before this meeting, staff mailed fliers to residents within the planning area with details for this meeting and the February 1 area-wide meeting. Similar to the property owner meeting on December 5, this meeting centered on defining the scope of the project, as well as a naming and branding discussion.

WORKING GROUP MEETING - DECEMBER 12, 2022

The Working Group then met to discuss the public input from the December 5 and 7 meetings. During this meeting and based on the feedback from the previous meetings, the Working Group decided to split the planning area at Lincoln Avenue and plan for the two subareas separately. The discussion also included the upcoming meetings and the rest of the plan timeline.

VIRTUAL ENGAGEMENT SITE - JANUARY TO MAY 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 the scenario modeling activities prior to the April 26 meeting.

ON-CAMPUS MEETING - JANUARY 25, 2023

To offer members of the Texas A&M University community opportunities to engage with the planning effort, staff held two meetings in the Memorial Student Center. This was the first of those meetings where the campus community provided feedback on the branding options and ideas for plan actions.

PROPERTY & BUSINESS OWNER MEETING - JANUARY 30, 2023

Staff held a second meeting with property owners to discuss their ideas on the plan goals and begin brainstorming plan actions. The goal was to bring the ideas to the February 1 meeting for broader community feedback. However, this meeting and the meeting on February 1 were impacted by an unseasonal cold snap and were scarcely attended. Staff instead gathered feedback from those in attendance and began to develop the virtual area-wide meeting that was held on February 21.

AREA-WIDE MEETING - FEBRUARY 1, 2023

Due to the cold snap, the meeting was not well attended. However, staff incorporated the activities from this meeting into the virtual area-wide meeting on February 21.

WORKING GROUP MEETING - FEBRUARY 7, 2023

The Working Group met to discuss the January 30 and February 1 meetings and some of the proposed plan actions. The group finalized the subarea goals, which were then added to the project website for broader community feedback.

ON-CAMPUS MEETING - FEBRUARY 13, 2023

The second and final meeting in the Memorial Student Center, this meeting focused on brainstorming for plan actions and reflecting on the campus community vision for the planning area.

VIRTUAL AREA-WIDE MEETING - FEBRUARY 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 any of the previous meetings. Incorporating the feedback from this and all of the previous meetings, staff began working with Asakura Robinson on the scenario modeling for the April 26 area-wide meetings.

WORKING GROUP MEETING - MARCH 28, 2023

The Working Group met to discuss and suggest changes to the different scenarios that were offered for public comment on the website and at the April 26 area-wide meeting. City staff and Asakura Robinson collaborated on the modifications to the scenarios.

AREA-WIDE MEETING - APRIL 26, 2023

This area-wide meeting empowered residents to view and provide comments on three development scenarios for the planning area. The feedback from this meeting and internal City discussions were compiled into a preferred scenario.

WORKING GROUP MEETING - MAY 23, 2023

In the penultimate meeting of the Working Group, the conversation focused on the results of the scenario exercise and helping staff identify a preferred scenario. Following this meeting, City staff and Asakura Robinson collated the feedback from the previous meetings into a draft of the Northeast Gateway Redevelopment Plan.

WORKING GROUP MEETING - AUGUST 8, 2023

The Working Group met before the Northeast Gateway Redevelopment Plan was finalized to discuss the plan actions and help finalize the plan narrative. This feedback was incorporated into the plan before the final area-wide meeting.

AREA-WIDE MEETING - AUGUST 28, 2023

After finishing the Northeast Gateway Redevelopment Plan, City staff organized one final area-wide meeting to ensure the plan matched the vision of the community and gather any final edits before bringing the plan forward for adoption.

APPENDIX C: SCENARIO MODELING

In preparation for the April 26 meeting, Asakura Robinson developed three alternative buildout scenarios within the Northeast Gateway Redevelopment Area: a low redevelopment scenario called Big Box Retrofit, a medium redevelopment scenario called High-Quality Housing, and a high redevelopment scenario called Urban Village. These scenarios helped visualize and quantify the impacts of potential redevelopment within the planning area. These three illustrative scenarios were used at the April 26 area-wide meeting and on the virtual engagement website to shape the conversation around a preferred redevelopment scenario. The scenario boards used during the April 26 meeting are available at the end of this chapter in Graphic C.1: Preferred Scenario, Graphic C.2: Big Box Retrofit, Graphic C.3: High-Quality Housing, and Graphic C.4: Urban Village. The scenarios were scoped to highlight a varied mix of land uses and development intensities. Based on community feedback, City staff and Asakura Robinson developed a preferred scenario that was incorporated into the final plan recommendations, drawing on elements from the three original scenarios.

Process & Methods

Asakura Robinson outlined three scenarios that were reviewed by City staff. Following initial feedback, the team held an internal charette and developed strategies for connectivity, building footprints, heights, and use. Working with City staff, the team refined these scenarios to develop building types.

The building types formed the basis of the model in Urban Footprint, an interactive online mapping and analysis tool. Urban Footprint's base parcel dataset utilizes CoreLogic's proprietary datasets to estimate the mix and amount of land and building uses, residents, and employment on each parcel. Asakura Robinson staff conducted an initial quality control review of the base parcel dataset to correct discrepancies between this product and known development within College Station. Parcel attributes were modified to reflect actual development, with the results of Urban Footprint's base scenario available in **Table C.1: Base Conditions Comparison.**

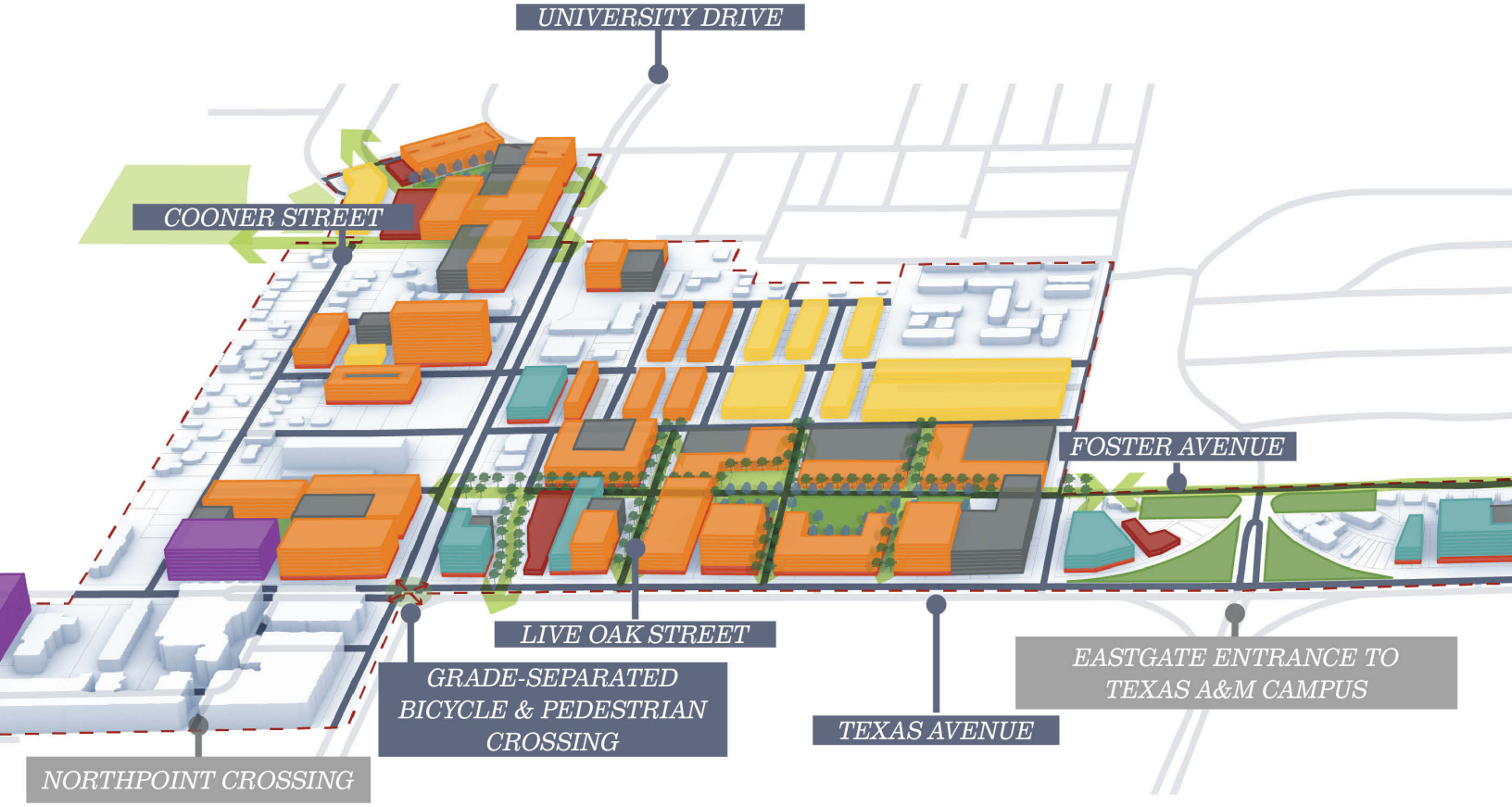
Table C.1: Base Conditions Comparison

	Population	Dwelling Units	Employment	Improvement Square Footage
Existing Conditions Data (Appendix A)	2,912	1,291	1,954	2,483,791
Urban Footprint Base Scenario	2,686	1,221	2,467	2,439,182

Urban Footprint's assumptions utilize publicly available US Census data as well as per-unit assumptions. The City's existing conditions data notes an average household size of 3.14, which is higher than Urban Footprint's residents-per-unit assumptions for single-family and multi-family units. A review of Census 2020 block level information and unit counts showed an approximate household size of 2.58 for the Northpoint Crossing development, which is likely more reflective of the mix of unit types in new multifamily development. New single-family and middle housing developments, therefore, used the 3.14 persons per household multiplier in Urban Footprint, while multifamily developments used the 2.58 persons per household multiplier.

Although corrected parcels included the Northpoint Crossing development and infill shared housing, the base scenario's estimate of population is likely low due to the Urban Footprint platform's use of multipliers. Conversely, Urban Footprint's base scenario estimate for employment is likely higher than the estimate in the existing conditions data sourced from ESRI Business Analyst due to existing vacancies within the study area, such as the former Albertson's site within the University Plaza shopping center, vacant commercial space near Live Oak Street, and the ground-floor retail at Northpoint Crossing. ESRI Business Analyst utilizes Data Axle business-level data to identify business locations, sales, and employee counts, while Urban Footprint uses the US Census Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) dataset (2018) disaggregated to the parcel level using land use designations.

Asakura Robinson also identified the larger parking areas within the planning area and reallocated the population/employment attributes from those areas to their respective buildings. This is an important step for infill development scenarios that preserve existing buildings while new buildings are constructed in excess parking areas. As the base scenario figures are primarily used to calculate and contextualize the increment of new development when compared to existing conditions, the estimates were deemed appropriate to proceed.



BUILDING & PLACE TYPE ASSUMPTIONS

Asakura Robinson reviewed Urban Footprint's library of land use paints (building types) for appropriateness and consistency with the building types identified in each scenario and developed new building types to respond to desired local conditions. The new building types reflected known developments within the College Station area and Texas as a whole, aiming to capture site design considerations including increased setbacks and parking needs that were not well-represented in Urban Footprint's standard paints. The final building types used across the scenarios are identified in **Table C.2: Building Type Assumptions.**

The land use paint best reflecting the development shown in the scenario was applied to parcels in Urban Footprint to approximate new development. Urban Footprint calculated a standardized set of buildout metrics for each scenario which were then exported and processed.

For a 100% redevelopment scenario, blended place types were created to approximate the overall composition of the Urban Center and Neighborhood Center land use types. Public parcels and parks were excluded from the 100% redevelopment scenario. The results of this aggregation are identified in **Table C.3: Place Type Assumptions.**

3D VISUALIZATION & GRAPHICS PRODUCTION

Asakura Robinson recreated the sketched scenarios in the Rhino 3D graphics and computer-aided design (CAD) software to visualize the heights and massing within the context of the study area. Graphic callouts and explanations were inserted in Adobe Illustrator and Adobe InDesign to support clear communication for public understanding and interpretation during the public meeting.

Table C.2: Building Type Assumptions

Building Type Name	Description	Floor Area Ratio	Residential Density	Population Density	Employment Density	Average Gross Floor Area per Employee	Residential Square Footage (%)	Commercial Square Footage (%)
3-4 Story Commercial Retail and Office	A mix of ground floor retail and services with office uses.	1.281	0	0	148.221	340.852	0%	100%
3-4 Story Vertical Mixed Use	A mix of ground floor retail and services with residential.	1.529	46.704	84.109	32.306	528.825	71.9%	28.1%
6-10 Story Vertical Mixed Use	6-8 story apartment building with a garage, some ground-floor retail.	3.279	117.748	210.299	61.263	488.854	78.8%	21.2%
8-10 Story Multifamily	Mid-rise multifamily with ground-floor retail.	4.564	138.366	247.122	83.639	454.183	77.1%	22.9%
Low-Rise Strip Retail	1-story restaurant and retail with a front row of parking.	0.390	0	0	23.901	584.854	0%	100%
Retail Green/Hub	Central green space with low-rise restaurants flanking the green.	0.433	0	0	41.82	429.427	0%	100%
Standard Podium Multifamily	3-4 story multifamily.	1.954	65.257	116.549	7.293	260.265	95.6%	4.4%
Urban Podium Multifamily	3-6 story multifamily with some mixed use.	3.239	133.813	238.99	16.969	260.265	94.9%	5.2%
Suburban Townhome	Townhouse density with increased setbacks and larger unit sizes.	0.770	20.173	59.544	0	N/A	100%	0%
Urban Townhome Live/Work	Townhouse with minimal setbacks, greater heights, small unit size, and workspaces on the ground floor.	1.368	35.457	104.654	18.167	168	92.2%	7.8%

Table C.3: Place Type Assumptions

Place Type Name	Description	Floor Area Ratio	Residential Density	Population Density	Employment Density	Average Gross Floor Area per Employee	Residential Square Footage (%)	Commercial Square Footage (%)
Urban Center	18% urban podium multifamily, 18% standard podium multifamily, 15% low-rise strip retail, 14% 3-4 story commercial retail and office, 12.5% 8-10 story multifamily, 12.5% 6-8 story multifamily, 5% retail green/hub, 5% parking structure	2.181	66.49 du/ac	118.751 pop/ac	48.385 emp/ac	396.5	53.8%	46.2%
Neighborhood Center	20% 3-4 Story Vertical Mixed Use, 10% Low-Rise Strip Retail, 60% Suburban Townhome, 10% Urban Townhome Live/Work	0.943	24.99 du/ac	63.014 pop/ac	10.668 emp/ac	181.1	83.6%	16.4%
Mixed Residential	90% Suburban Townhome, 10% Urban Townhome Live/Work	0.829	21.702 du/ac	64.055 du/ac	1.817 emp/ac	16.8	99.2%	0.8%

Modeling Results

The Urban Footprint Summary Statistics in **Table C.4: Summary Statistics for Scenarios** include all initial outputs from Urban Footprint. Because parcel-specific base values were not verified, specific square footage estimates are not guaranteed to be accurate. However, the differences between the base scenario values and the individual scenario outcomes can highlight the relative scale of potential changes between each scenario.

SUMMARY STATISTICS

Table C.4: Summary Statistics for Scenarios

Scenario	Population	Dwelling Units	Jobs	Residential Square Footage	Non-Residential Square Footage
Base Scenario	2,686	1,221	2,467	1.25M	1.19M
Scenario 1 – Low	5,041	2,188	3,862	2.25M	1.71M
Scenario 2 – Medium	9,038	3,888	4,058	3.87M	1.77M
Scenario 3 – High	13,420	5,675	5,152	5.52M	2.06M
Preferred Scenario	11,373	4,873	3,795	4.74M	1.70M
Preferred Scenario (100% buildout)	17,760	7,351	5,078	7.06M	2.196M

Source: Urban Footprint

ESTIMATED FLOOR-AREA RATIO & FISCAL IMPACT

As Urban Footprint does not have modules to calculate the planning area's floor-area ratio or fiscal impact, selected estimates were processed in spreadsheet software. The area-wide floor-area ratio figures in **Table C.5: Estimated Floor-Area Ratio** were calculated for each scenario to approximate their relative levels of building area and parcel coverage.

Table C.5: Estimated Floor-Area Ratio

Scenario	Floor Area (acres)	Parcel Area (acres)	Floor-Area Ratio
Base Scenario	57.02	152.46	0.37
Scenario 1 – Low	90.88	152.46	0.60
Scenario 2 – Medium	129.58	152.46	0.85
Scenario 3 – High	173.92	152.46	1.14
Preferred Scenario	148.04	152.46	0.97
Preferred Scenario (100% buildout)	212.58	152.46	1.39

Source: Urban Footprint

Improvement values are the primary driver of increased real property values through redevelopment and generally vary depending on construction type and improvement size. The 2022 certified tax roll appraisal data from the Brazos Central Appraisal District was gathered for the planning area as well as nearby commercial districts in College Station and are listed in **Table C.6: 2022 Land and Improvement Values.**

Table C.6: 2022 Land and Improvement Values

Study Areas	Acreage	Appraised Land Value	Appraised Land Value per Acre	Livable Square Footage	Appraised Improvement Value	Improvement Value Per Square foot
Century Square	26.6	$34,434,101	$1,294,515	437,911	$49,316,979	$113/SF
Northgate	112.11	$156,596,002	$1,396,723	3,760,879	$376,126,108	$100/SF
Texas Avenue (from George Bush Dr. E to Southwest Pkwy)	132.03	$71,737,868	$543,330	1,412,544	$78,064,077	$55/SF
Northeast Gateway Redevelopment Area	152.46	$124,893,968	$819,211	2,483,791	$253,836,266	$102/SF

Source: Brazos Central Appraisal District 2022 Certified Tax Roll

The project team chose two scenarios to analyze possible outcomes for improved square footage valuation: $100/SF and $125/SF. The $100/SF scenario in **Table C.7: Estimated Property Tax Revenues - $100/SF Scenario** is similar to the valuation already seen within the planning area, and the $125/SF scenario in **Table C.8: Estimated Property Tax Revenues - $125/SF Scenario** is an approximate average of the valuation of newly constructed mixed-use building types across College Station. Newer improvements typically have higher values per square foot than older improvements, which have depreciated over time. Mixed-use building types, particularly those over six or seven stories, also include more costly steel, masonry, and concrete construction materials instead of wood framing.

Table C.7: Estimated Property Tax Revenues - $100/SF Scenario

Scenario	Estimated Added Square Footage	Value of Estimated Added Square Footage	Additional Property Tax Revenue ($0.524613 /$100 value)	Estimated Property Tax Values (Land and Improvement)	Estimated Total Property Tax Revenue
Base Scenario	-	-	-	$1,986,868	$1,986,868
Scenario 1 – Low	1,475,127	$147,512,745	$773,871	$1,986,868	$2,760,739
Scenario 2 – Medium	3,160,887	$316,088,661	$1,658,242	$1,986,868	$3,645,110
Scenario 3 – High	5,092,329	$509,232,859	$2,671,502	$1,986,868	$4,658,370
Preferred Scenario	3,965,045	$396,504,550	$2,080,114	$1,986,868	$4,066,982
Preferred Scenario (100% buildout)	6,776,297	$677,629,679	$3,554,933	$1,986,868	$5,541,801

Source: Urban Footprint, Brazos Central Appraisal District 2022 Certified Tax Roll

Table C.8: Estimated Property Tax Revenues - $125/SF Scenario

Scenario	Estimated Added Square Footage	Value of Estimated Added Square Footage	Additional Property Tax Revenue ($0.524613 /$100 value)	Estimated Property Tax Values (Land and Improvement)	Estimated Total Property Tax Revenue
Base Scenario	-	-	-	$1,986,868	$1,986,868
Scenario 1 – Low	1,475,127	$184,390,932	$967,339	$1,986,868	$2,954,207
Scenario 2 – Medium	3,160,887	$395,110,826	$2,072,803	$1,986,868	$4,059,671
Scenario 3 – High	5,092,329	$636,541,074	$3,339,377	$1,986,868	$5,326,245
Preferred Scenario	3,965,045	$495,630,687	$2,600,143	$1,986,868	$4,587,011
Preferred Scenario (100% buildout)	6,776,297	$847,037,098	$4,443,667	$1,986,868	$6,430,535

Source: Urban Footprint, Brazos Central Appraisal District 2022 Certified Tax Roll

Sales tax revenue per square foot was estimated using Urban Footprint's estimate of additional retail square footage within the planning area and sales tax information provided by the City, which was estimated to be $0.937/SF based on existing revenues ($769,018 in FY2022) and square footage (821,110). As this estimate includes vacant retail spaces that are not currently producing sales tax revenues, increased occupancy or sales will cause this multiplier to increase. Thus, additional sales tax revenues in **Table C.9: Estimated Sales Tax Revenues** should be regarded as a conservative estimate.

Table C.9: Estimated Sales Tax Revenues

Scenario	Added Retail Square Footage	Estimated Additional Sales Tax Revenue ($0.937/SF of retail space)	Estimated Sales Tax Revenue
Base Scenario	-	$0	$769,018
Scenario 1 – Low	188,834	$176,938	$945,955
Scenario 2 – Medium	302,104	$283,072	$1,052,090
Scenario 3 – High	401,819	$376,504	$1,145,522
Preferred Scenario	343,578	$321,933	$1,090,951
Preferred Scenario (100% buildout)	725,736	$680,015	$1,449,033

Source: City of College Station Sales Tax Figures

Sales tax revenue performance from **Table C.9: Estimated Sales Tax Revenues** were added to the results from **Table C.7: Estimated Property Tax Revenues - $100/SF Scenario** and **Table C.8: Estimated Property Tax Revenues - $125/SF Scenario** to show a potential range of outcomes based on improvements within the planning area. Those outcomes are available in **Table C.10: Estimated Total Tax Revenues Per Acre - $100/SF Scenario** and **Table C.11: Estimated Total Tax Revenues Per Acre - $125/SF Scenario.**

Table C.10: Estimated Total Tax Revenues Per Acre - $100/SF Scenario

Scenario	Estimated Total Property Tax Revenue	Estimated Sales Tax Revenue	Estimated Total Tax Revenue	Total Acreage	Estimated Tax Revenues per Acre
Base Scenario	$1,986,868	$769,018	$2,755,886	152.46	$18,076
Scenario 1 – Low	$2,760,739	$945,955	$3,706,694	152.46	$24,313
Scenario 2 – Medium	$3,645,110	$1,052,090	$4,697,200	152.46	$30,809
Scenario 3 – High	$4,658,370	$1,145,522	$5,803,892	152.46	$30,809
Preferred Scenario	$4,066,982	$1,090,951	$5,157,933	152.46	$33,831
Preferred Scenario (100% buildout)	$5,541,801	$1,449,033	$6,990,834	152.46	$45,854

Source: Urban Footprint, Brazos Central Appraisal District 2022 Certified Tax Roll, City of College Station Sales Tax Figures

Table C.11: Estimated Total Tax Revenues Per Acre - $125/SF Scenario					
Scenario	**Estimated Total Property Tax Revenue**	**Estimated Sales Tax Revenue**	**Estimated Total Tax Revenue**	**Total Acreage**	**Estimated Tax Revenues per Acre**
Base Scenario	$1,986,868	$769,018	$2,755,886	152.46	$18,076
Scenario 1 – Low	$2,954,207	$945,955	$3,900,162	152.46	$25,582
Scenario 2 – Medium	$4,059,671	$1,052,090	$5,111,761	152.46	$33,529
Scenario 3 – High	$5,326,245	$1,145,522	$6,471,767	152.46	$42,449
Preferred Scenario	$4,587,011	$1,090,951	$5,677,962	152.46	$37,242
Preferred Scenario (100% buildout)	$6,430,535	$1,449,033	$7,879,568	152.46	$51,683

Source: Urban Footprint, Brazos Central Appraisal District 2022 Certified Tax Roll, City of College Station Sales Tax Figures

Finally, parcel-level estimates were also developed to estimate utility and transportation demands within the area. Utility demands, expressed as land use equivalents, are derived using estimated water and wastewater demands based on building types and square footage. Vehicle trips per day were generated using Urban Footprint's built-in transportation modeling capabilities with ITE trip generation calculations. These estimates were developed without professional engineering guidance, and future studies should assess existing capacity and refine demand projections.

Table C.12: Utility and Transportation Model Outcomes		
Scenario	**Land Use Equivalents**	**Vehicle Trips Per Day (ITE)**
Base Scenario	2,614	57,473
Scenario 1 – Low	3,680	72,650
Scenario 2 – Medium	5,142	85,473
Scenario 3 – High	6,900	100,886
Preferred Scenario	6,038	90,977
Preferred Scenario (100% buildout)	8,945	122,492

Source: Urban Footprint

PREFERRED SCENARIO

AT A GLANCE:

+ 3,583 **DWELLINGS**
NEW **RESIDENTIAL** UNITS

+1,841 **JOBS**
NEW **EMPLOYMENT** OPPORTUNITIES

+ 343,578 **SQ. FT.**
NEW **RETAIL** SPACE

+ 174,125 **SQ. FT.**
NEW **OFFICE** SPACE

SITE DENSE HOUSING FOR ACCESS AND AMENITIES
RESIDENTIAL BUILDINGS WITH GROUND-FLOOR RETAIL OR AMENITY SPACES CAN ACTIVATE FOOT TRAFFIC AND SERVE RESIDENTS AND WORKERS

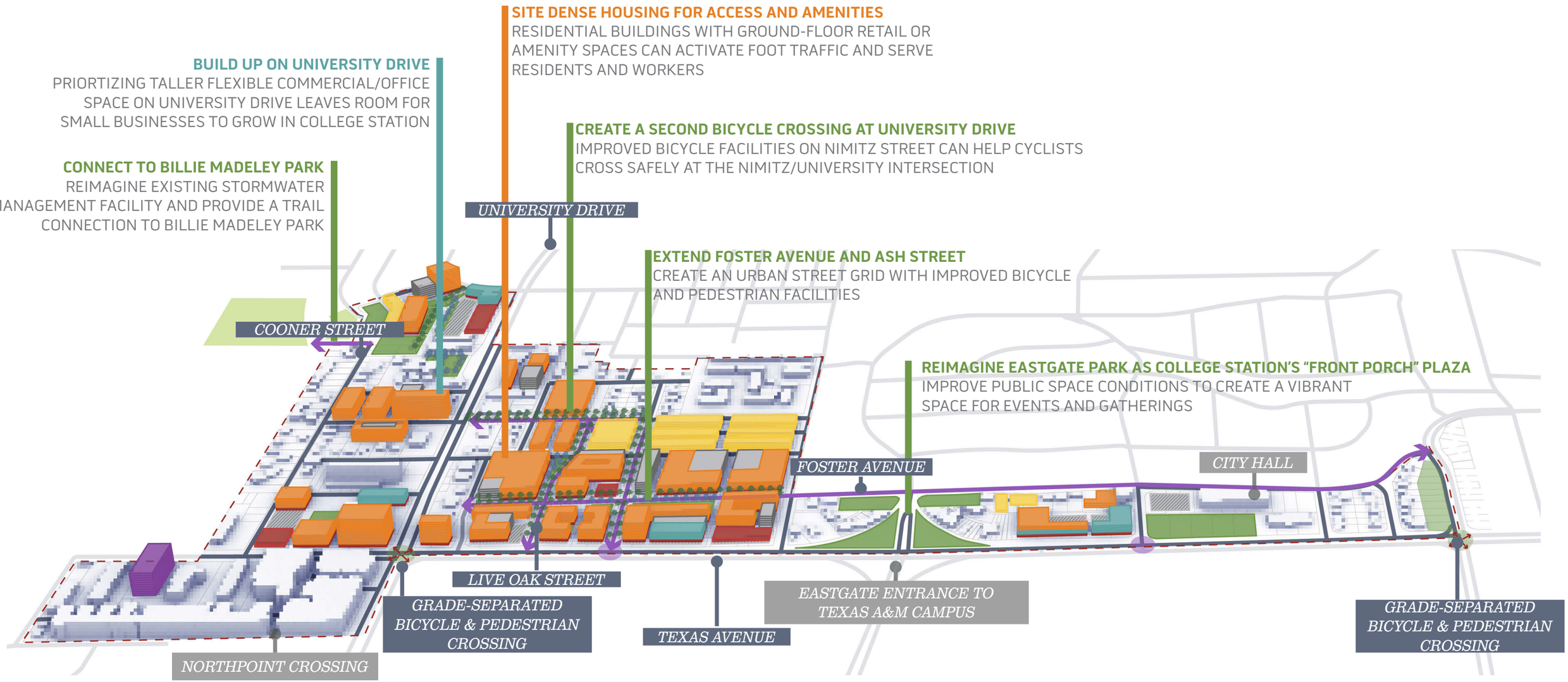
BUILD UP ON UNIVERSITY DRIVE
PRIORTIZING TALLER FLEXIBLE COMMERCIAL/OFFICE SPACE ON UNIVERSITY DRIVE LEAVES ROOM FOR SMALL BUSINESSES TO GROW IN COLLEGE STATION

CONNECT TO BILLIE MADELEY PARK
REIMAGINE EXISTING STORMWATER MANAGEMENT FACILITY AND PROVIDE A TRAIL CONNECTION TO BILLIE MADELEY PARK

CREATE A SECOND BICYCLE CROSSING AT UNIVERSITY DRIVE
IMPROVED BICYCLE FACILITIES ON NIMITZ STREET CAN HELP CYCLISTS CROSS SAFELY AT THE NIMITZ/UNIVERSITY INTERSECTION

EXTEND FOSTER AVENUE AND ASH STREET
CREATE AN URBAN STREET GRID WITH IMPROVED BICYCLE AND PEDESTRIAN FACILITIES

REIMAGINE EASTGATE PARK AS COLLEGE STATION'S "FRONT PORCH" PLAZA
IMPROVE PUBLIC SPACE CONDITIONS TO CREATE A VIBRANT SPACE FOR EVENTS AND GATHERINGS



LEGEND

- COMMERCIAL (LOW RISE)
- COMMERCIAL/RETAIL (STOREFRONT)
- MULTIFAMILY RESIDENTIAL
- MIDDLE HOUSING AND TOWNHOMES
- OFFICE
- HOTEL
- OPENSPACE/GREENSPACE
- SURFACE PARKING
- STRUCTURED PARKING
- PRIORITY IMPROVEMENT
- STREET
- DISTRICT BOUNDARY

SCENARIO 1

"BIG BOX RETROFIT"

AT A GLANCE:

+ 897 **DWELLINGS**
NEW **RESIDENTIAL** UNITS

+1,908 **JOBS**
NEW **EMPLOYMENT** OPPORTUNITIES

+ 188,834 **SQ. FT.**
NEW **RETAIL** SPACE

+ 326,614 **SQ. FT.**
NEW **OFFICE** SPACE

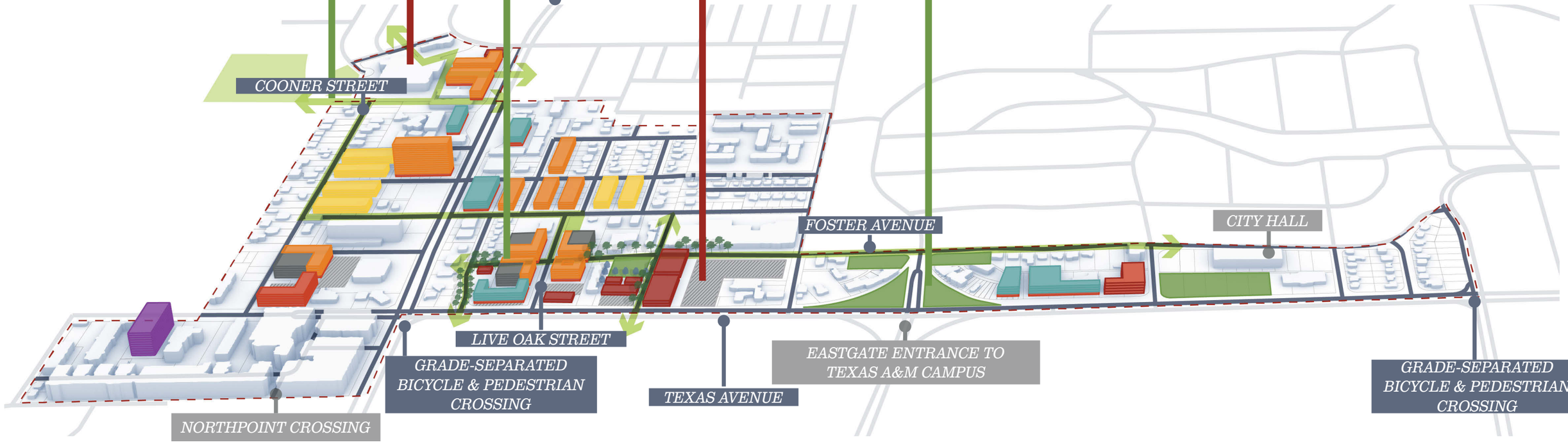
ENHANCE EXISTING SHOPPING CENTERS
LARGE RETAILERS AND ENTERTAINMENT FACILITIES REMAIN AT THE CORE OF THIS SCENARIO. RIGHTSIZING PARKING REQUIREMENTS LEAVES ROOM FOR NEW COMMERCIAL AND OFFICE INFILL REDEVELOPMENT.

CONNECT TO BILLIE MADELEY PARK
REIMAGINE EXISTING STORMWATER MANAGEMENT FACILITY AND PROVIDE A TRAIL CONNECTION TO BILLIE MADELEY PARK

EXTEND FOSTER AVENUE
COMPLETE A SECOND EAST-WEST CONNECTION AS A SECOND MAIN STREET WITH GATHERING SPACES

SUPPORT HISTORIC EASTGATE
MAINTAIN EXISTING SMALL RETAIL AND OFFICE SPACES WHILE ENHANCING GREEN SPACE AND PEDESTRIAN ACCESS. SUPPORT BUSINESS WITH NEARBY EMPLOYMENT OPPORTUNITIES

RETROFIT RETAIL WITH PHASED DEVELOPMENT
PROMOTE INFILL DEVELOPMENT THAT ADDRESSES EXISTING "MEGABLOCKS" AND RESTORES THE CITY STREET NETWORK WHILE SUPPORTING EXISTING BUSINESSES



LEGEND

- COMMERCIAL (LOW RISE)
- COMMERCIAL/RETAIL (STOREFRONT)
- MULTIFAMILY RESIDENTIAL
- MIDDLE HOUSING AND TOWNHOMES
- OFFICE
- HOTEL
- OPENSPACE/GREENSPACE
- SURFACE PARKING
- STRUCTURED PARKING
- CONNECTIVITY IMPROVEMENT
- STREET
- DISTRICT BOUNDARY

SCENARIO 2

"HIGH-QUALITY HOUSING"

AT A GLANCE:

+ 2,597 **DWELLINGS**
NEW **RESIDENTIAL** UNITS

+2,104 **JOBS**
NEW **EMPLOYMENT** OPPORTUNITIES

+ 302,104 **SQ. FT.**
NEW **RETAIL** SPACE

+ 283,875 **SQ. FT.**
NEW **OFFICE** SPACE

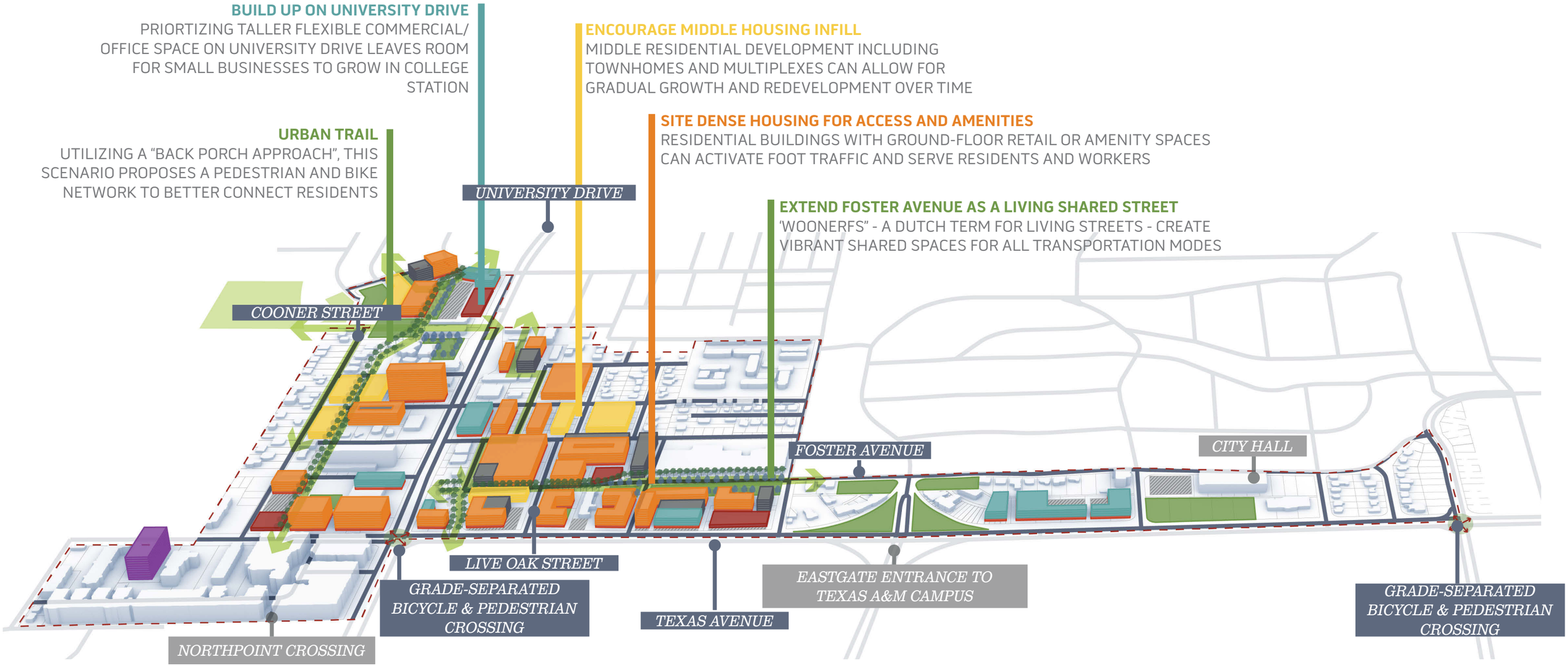
BUILD UP ON UNIVERSITY DRIVE
PRIORTIZING TALLER FLEXIBLE COMMERCIAL/ OFFICE SPACE ON UNIVERSITY DRIVE LEAVES ROOM FOR SMALL BUSINESSES TO GROW IN COLLEGE STATION

URBAN TRAIL
UTILIZING A "BACK PORCH APPROACH", THIS SCENARIO PROPOSES A PEDESTRIAN AND BIKE NETWORK TO BETTER CONNECT RESIDENTS

ENCOURAGE MIDDLE HOUSING INFILL
MIDDLE RESIDENTIAL DEVELOPMENT INCLUDING TOWNHOMES AND MULTIPLEXES CAN ALLOW FOR GRADUAL GROWTH AND REDEVELOPMENT OVER TIME

SITE DENSE HOUSING FOR ACCESS AND AMENITIES
RESIDENTIAL BUILDINGS WITH GROUND-FLOOR RETAIL OR AMENITY SPACES CAN ACTIVATE FOOT TRAFFIC AND SERVE RESIDENTS AND WORKERS

EXTEND FOSTER AVENUE AS A LIVING SHARED STREET
'WOONERFS" - A DUTCH TERM FOR LIVING STREETS - CREATE VIBRANT SHARED SPACES FOR ALL TRANSPORTATION MODES



LEGEND

- COMMERCIAL (LOW RISE)
- COMMERCIAL/RETAIL (STOREFRONT)
- MULTIFAMILY RESIDENTIAL
- MIDDLE HOUSING AND TOWNHOMES
- OFFICE
- HOTEL
- OPENSPACE/GREENSPACE
- SURFACE PARKING
- STRUCTURED PARKING
- CONNECTIVITY IMPROVEMENT
- STREET
- DISTRICT BOUNDARY

SCENARIO 3

"URBAN VILLAGE"

AT A GLANCE:

+ 4,384 **DWELLINGS**
NEW **RESIDENTIAL** UNITS

+3,198 **JOBS**
NEW **EMPLOYMENT** OPPORTUNITIES

+ 401,819 **SQ. FT.**
NEW **RETAIL** SPACE

+ 473,887 **SQ. FT.**
NEW **OFFICE** SPACE

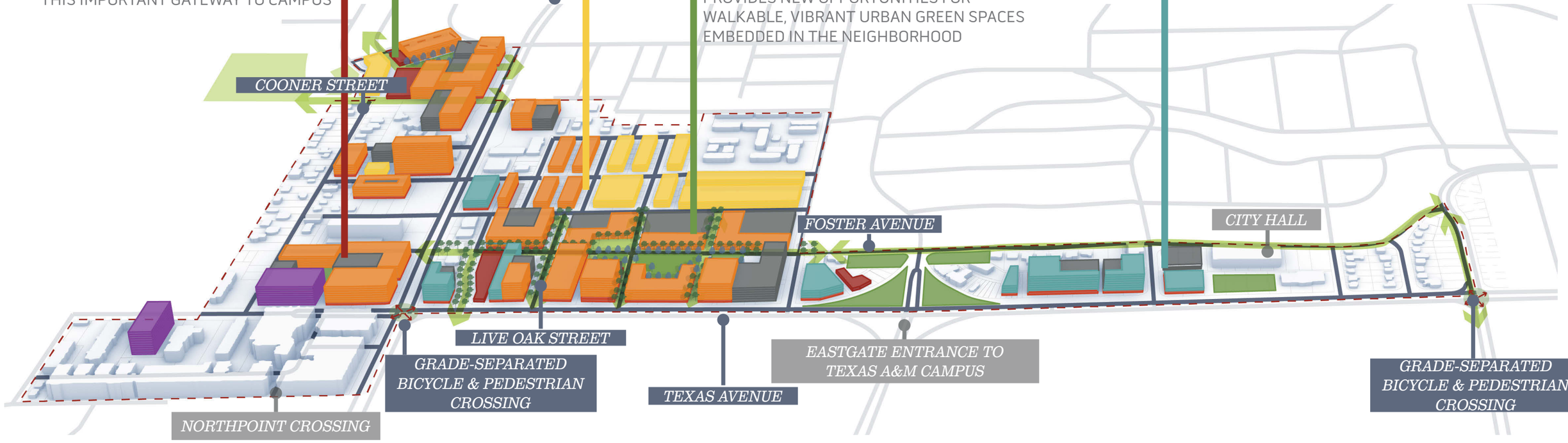
RETHINK SHOPPING CENTERS AS MARKET STREETS
PEDESTRIAN ORIENTED RETAIL INTEGRATED WITH HIGH QUALITY RESIDENTIAL DEVELOPMENT

CREATE A NEW GATEWAY TO TEXAS A&M
DENSE VERTICAL DEVELOPMENT WILL ALSO SUPPORT GROUND FLOOR RETAIL THAT PROVIDES AN "URBAN VILLAGE" ATMOSPHERE AT THIS IMPORTANT GATEWAY TO CAMPUS

ENCOURAGE MIDDLE HOUSING INFILL
MIDDLE RESIDENTIAL DEVELOPMENT INCLUDING TOWNHOUSES AND MULTIPLEXES CAN ALLOW FOR GRADUAL GROWTH AND REDEVELOPMENT OVER TIME

CREATE NEW GREEN GATHERING SPACES
PRIORITIZING HIGH-DENSITY DEVELOPMENT PROVIDES NEW OPPORTUNITIES FOR WALKABLE, VIBRANT URBAN GREEN SPACES EMBEDDED IN THE NEIGHBORHOOD

PURSUE PUBLIC-PRIVATE PARTNERSHIPS
REDEVELOPING THE OLD CITY HALL SITE TO SUPPORT ECONOMIC DEVELOPMENT PRIORITIES WOULD SUPPORT THE LOCAL ECONOMY AND NEARBY BUSINESSES



LEGEND

- COMMERCIAL (LOW RISE)
- COMMERCIAL/RETAIL (STOREFRONT)
- MULTIFAMILY RESIDENTIAL
- MIDDLE HOUSING AND TOWNHOMES
- OFFICE
- HOTEL
- OPENSPACE/GREENSPACE
- SURFACE PARKING
- STRUCTURED PARKING
- CONNECTIVITY IMPROVEMENT
- STREET
- DISTRICT BOUNDARY

Acknowledgements

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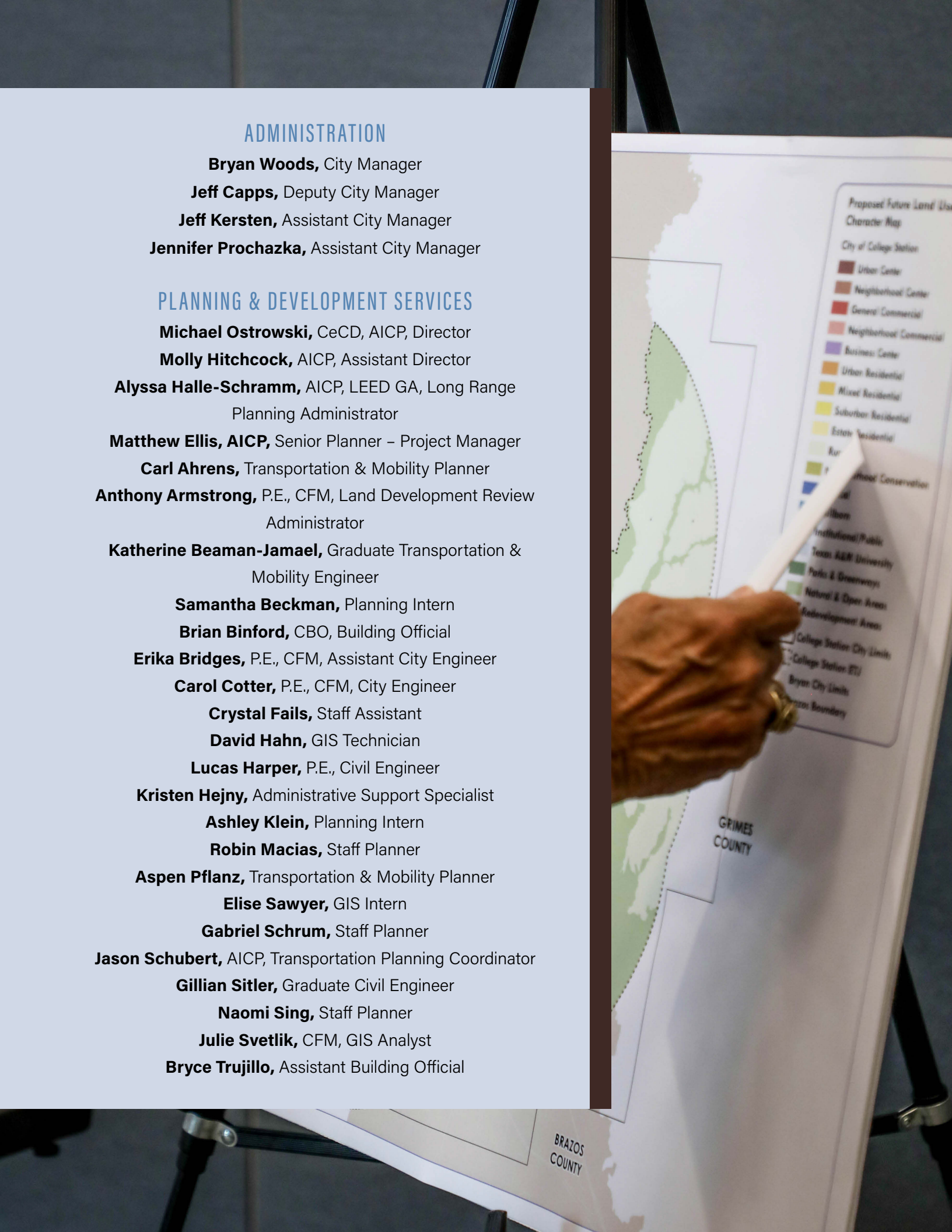

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