The Next 10

Evaluating Our Comprehensive Plan

Scenario Analysis Summary

COLLEGE STATION, TX | AUGUST 2020

The Next 10 | Evaluating Our Comprehensive Plan

Project Introduction

Scenario planning is a performance-based planning technique used to compare a set of alternatives based on an agreed upon set of evaluation criteria. Scenario planning is typically a step in a planning process that can help illustrate trade-offs between different potential futures for an area. The process should empower the community to make informed choices regarding a path forward.

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

Specifically, for College Station, the scenario planning process considers six geographic locations to illustrate and measure differences between three land use scenarios:

A. **Existing Development**: The existing development represents how the area is developed today.

B. **Anticipated Scenario:** The anticipated development is a possible scenario under the current Comprehensive Plan's policies.

C. **Alternative Scenario**: The alternative development is a scenario that may be possible with changes to existing policies.

These scenarios are conceptual and are based on a set of assumptions. The intent is inform potential updates to the Comprehensive Plan or to make recommendation in the Comprehensive Plan for changes to other city policies.

This document serves as the presentation of results for the scenario planning analysis. It describes:
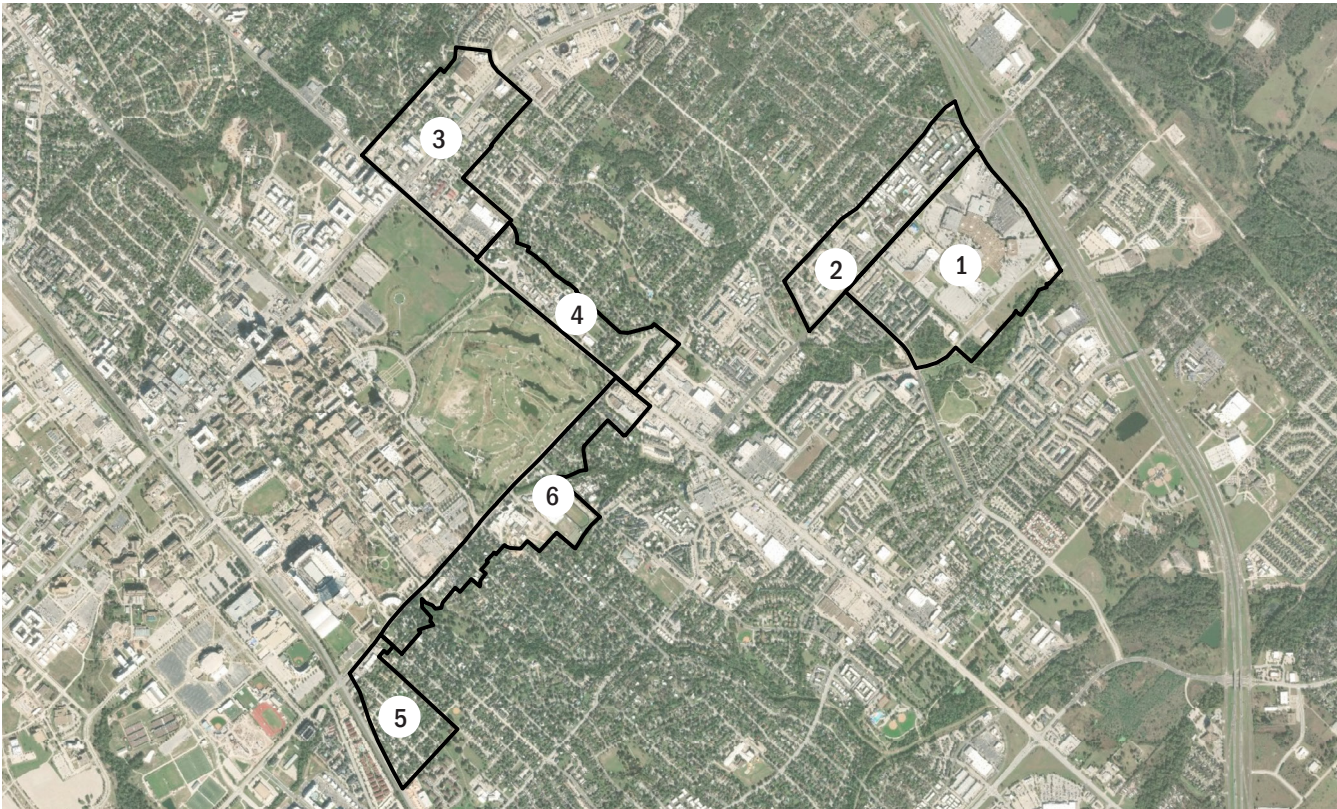
- The six subareas,
- The performance metrics used to score the three scenarios for each subarea, and
- The land use categories used for the existing and future scenarios.

Public feedback on the scenarios was obtained through the Community Choices online workshop and is integrated into the Ten-year Evaluation and Appraisal Report.

Recommended Subareas

Potential subareas were identified by City staff and the planning team using input from the first round of community engagement and discussions with the Comprehensive Plan Evaluation Committee. From these potential areas, six were selected. These areas were chosen in part due to potential opportunities for infill and redevelopment, importance to the community, and questions about the effectiveness of the current policies in those areas. The selected areas are shown below.

Subarea	Location	Acres	Current LUP Category
1	**Post Oak Mall Area**	169	Urban Mixed-Use
2	**Harvey Road (Opposite Post Oak Mall)**	84	Urban Mixed-Use
3	**University Drive East of Texas Avenue**	92	General Commercial, Urban, Neighborhood Conservation
4	**Texas Avenue across from A&M**	89	Urban
5	**George Bush Dr and Wellborn Rd Area**	52	Urban
6	**George Bush Drive across from A&M**	97	Neighborhood Conservation

Review of Performance Metrics

For each of the six areas, three scenarios were evaluated using a uniform set of performance metrics.

The eighteen metrics are organized into the following six categories:

Detailed Performance Metrics

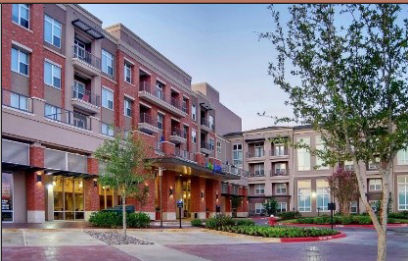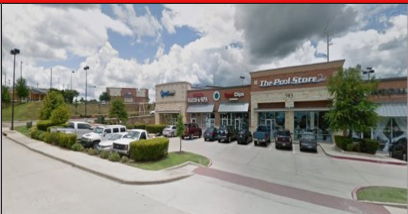| Metric	Description	Existing Scenario Calculation	Future Scenario Calculation
HOUSING			
Housing Units	**Number of housing units within the subarea**	Count of housing units within the subarea based on existing land use shapefiles provided by the City	Count of existing housing units within the subarea that did not redevelop, plus the acreage of new residential multiplied by the residential density assumptions (Table 2)
Population	**Number of residents living within the subarea**	Number of housing units within the subarea multiplied by an average occupancy rate of 90.2% and an average household size of 2.48 people	
ECONOMIC VITALITY			
Jobs	**Number of jobs provided by the office and retail businesses within the subarea**	Existing square footage of non-residential land uses within the subarea multiplied by an employment factor determined for each land use type (Table 3)	Existing jobs that did not redevelop within the subarea, plus the acreage of new non-residential land uses multiplied by a floor-area ratio and an employment factor determined by land use (Table 3)
Commercial Square Footage	**Square footage of retail space provided within the subarea**	Existing square footage of commercial buildings within the subarea based on existing land use shapefiles provided by the City	Existing commercial square footage for properties that did not redevelop within the subarea, plus the acreage of new commercial multiplied by a floor-area ratio determined by land use (Table 2)
Property Tax Revenue (Annual)	**Estimated amount of revenue generated from property taxes within the subarea. Based on 2019 actual revenues.**	2019 actual property tax revenues within the subarea	2019 actual property tax revenues within the subarea, plus property tax revenue projected using an excel-based tax model developed by Kimley-Horn
Sales Tax Revenue (Annual)	**Estimated amount of revenue generated from sales tax within the subarea. Based on 2019 actual revenues.**	2019 actual sales tax revenues within the subarea	2019 actual sales tax revenues within the subarea, plus sales tax revenue projected using an excel-based tax model developed by Kimley-Horn
TRANSPORTATION			
Total Trips (all modes)	**Total number of person trips generated by the subarea's land uses**	Input the existing land use program into the Institute of Transportation Engineer's (ITE) Trip Generation spreadsheet	Input the future land use program into Institute of Transportation Engineer's (ITE) Trip Generation spreadsheet
Vehicular Trips	**Total number of vehicular trips generated by the subarea's land uses**	Total Trips (all modes) multiplied by one minus the Multimodal Trip Rate reduction	
Intersection Density	**Average number of intersections per acre within each subarea**	Total number of roadway intersections divided by the acreage of the subarea	
Internal Capture Rate	**Number of trips captured internally by the mix of land uses within the subarea**	Total Trips (all modes) divided by land use type, input into an excel-based internal capture calculator developed by ITE	
Multimodal Trip Rate Reduction	**Percent of total trips that are estimated to be non-vehicular**	Excel-based multimodal trip rate calculator developed by Kimley-Horn	
INFRASTRUCTURE			
Water/ Wastewater Demand (gal/ day)	**Total demand of water and wastewater gallons per day generated within the subarea**	Land use program multiplied by the Water Master Plan's land use equivalents (LUE's) and average demand by land use	
Cost of Water/ Wastewater Upgrades	**Total cost of upgrades to the existing infrastructure system based on Water/Wastewater Demand (gal/day) within the subarea**	Determined by the City based an infrastructure demand model	
Annual Water/ Wastewater Revenue	**Estimated amount of revenue earned based on the increase in water/wastewater demand**	Determined by the City based an infrastructure demand model	
QUALITY OF PLACE			
Land Use Mix	**A balance of mix of uses on a scale from low to high**	Qualitative examination of the land use program by scenario on a scale from low to high	
Meaningful Open Space	**Integrated into the area with opportunities to create synergy between people and uses on a scale from low to high**	Qualitative examination of the open space by scenario on a scale from low to high	
Street Level Activation	**Active and inviting storefronts, building location and massing, and priority ped activity on a scale from low to high**	Qualitative examination of the street level activation by scenario on a scale from low to high	
Connectivity	**Ratio of nonvehicular facilities to vehicular facilities**	Miles of sidewalk and bicycle facilities divided by miles of roadway facilities	

Land Use Categories

The following nine land use categories were used when building the land use programs for the scenarios. These categories were created during the NextTen planning process, and represent only a portion of the full list of land uses in the plan.

The table below provides a description of each land use as well as the land use code color, and an example photo of the development type.
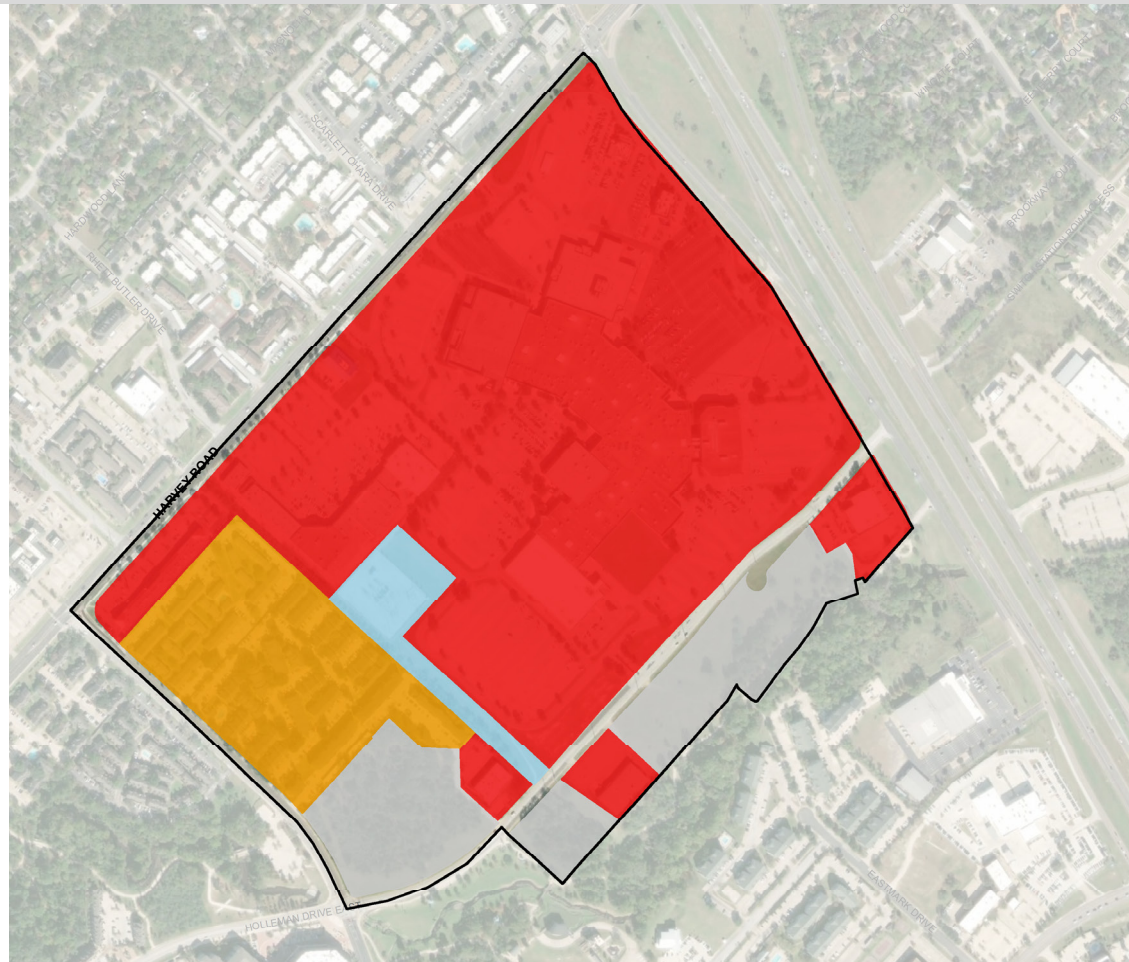
Urban Center

Areas that are appropriate for the most intense development and mix of uses arranged in a compact and walkable pattern. These areas will tend to consist of multi-story residential, commercial, and office uses that may be mixed vertically within mixed-use structures or horizontally in an integrated manner. Urban Centers should also incorporate consolidated parking facilities, access to transportation alternatives, open space and recreational facilities, and public uses.

Neighborhood Center

Areas that are appropriate for a mix of uses arranged in a compact and walkable pattern at a smaller in scale than Urban Centers. These areas consist of residential, commercial, and office uses arranged horizontally in an integrated manner and may be mixed vertically within structures. Neighborhood Centers should also incorporate consolidated parking facilities, access to transportation alternatives, open space and recreational facilities, and public uses.

General Commercial

Concentrated areas of commercial activities that cater to both nearby residents and to the larger community or region. Generally, these areas tend to be large and located along regionally significant roads. Due to their context, these areas tend to prioritize automobile mobility.

Urban Residential

Areas that are appropriate for a range of high density multi-family and attached residential development in various forms including townhomes, apartment buildings, mixed-use buildings, and limited non-residential uses that are compatible with the surrounding area.

Mixed Residential

Areas appropriate for a mix of moderate density residential development including, townhomes, duplexes, and small (3-12 unit) multi-family buildings, and limited small-lot single family. These areas are appropriate for residential infill and redevelopment that allows original character to evolve. These areas may serve as buffers between more intense multi-family residential or mixed-use development and suburban residential or neighborhood conservation areas.

Suburban Residential

Primarily single-family residential areas that consist of low to moderate density single-family lots. These areas may also include limited townhomes, duplexes, other housing types, and some non-residential uses that are compatible with surrounding single-family areas. Development types tend to be highly consistent within a subdivision or neighborhood.

Neighborhood Conservation

Residential areas that are essentially "built-out" and are not likely to be the focus of extensive infill development or redevelopment. These areas often were platted before current development regulations were in place often resulting in non-conforming situations. These areas are appropriate for overlays or zoning classifications that provide additional character protection and address non-conforming issues.

Institutional/Public

Areas that are, and are likely to remain, in some form of institutional or public activity. Examples include schools, libraries, municipal facilities, and major utilities.

Parks and Greenways

Areas that are permanently protected from development. Such areas are preserved for their natural function or for parks, recreation, or greenways opportunities. These areas include, publicly owned open space, conservation easements, and public parks.

EXISTING DEVELOPMENT

Context Photos

ANTICIPATED SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

|	
Retail:	(15,000) sqft
Office:	245,000 sqft
Residential:	215 units

Overall Notes
- Post Oak Mall remains intact
- Develop empty or underutilized parcels into urban center

Zone 1
- Urban center developments along the corners and edges of sub area
- South-western developments to link in high density residential to create the feel of one contiguous walkable development

ALTERNATIVE SCENARIO
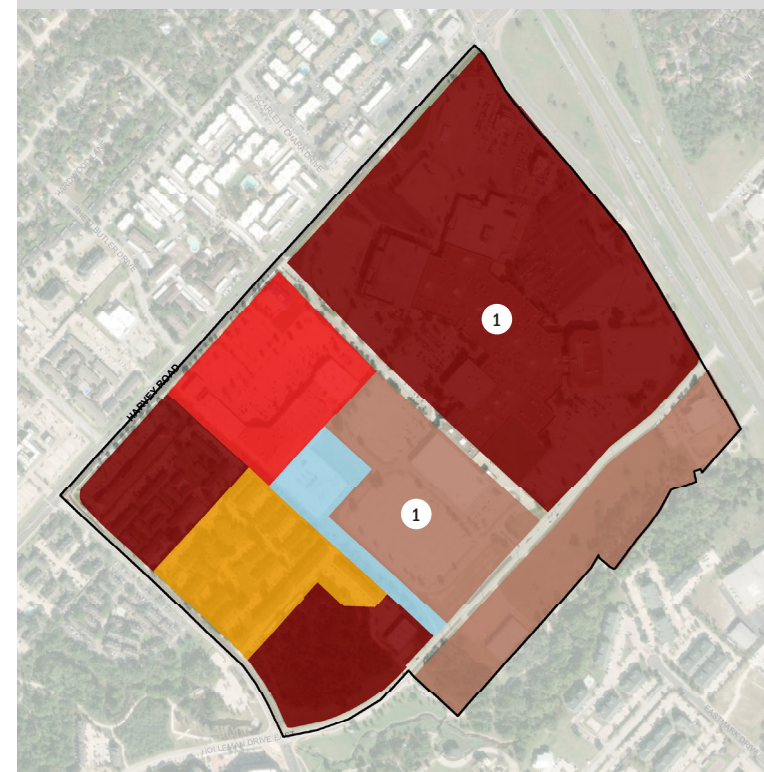
Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	(265,000) sqft
Office:	735,000 sqft
Residential:	1,209 units

Overall Notes
- Assumes major rework of Post Oak Mall
- Adds new minor collector between Harvey Rd & Holleman Dr

Zone 1
- Redevelopment of Post Oak Mall into a large urban & neighborhood center
- Increased access points from surrounding thoroughfares
- Replaces a large amount of commercial square footage with office and residential

Land Use Types*

Urban Center:
Vertical mixes of commercial, office, & residential

Neighborhood Center:
Horizontal mixes of commercial, office, & residential

General Commercial:
Retail, office, & commercial uses

Urban Residential:
Apartment complexes

Institutional/Public

Unimproved/Vacant

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

Area 1: Post Oak Mall Area

SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Urban Center	-	21%	55%
Neighborhood Center	-	-	23%
General Commercial	70%	67%	10%
Urban Residential	13%	9%	9%
Institutional/Public	4%	4%	4%
Vacant/Unimproved	13%	-	-
Single-Family	-	-	-
Multi-Family	594 units	809 units	1,803 units
Commercial	1,125,000 sqft	1,110,000 sqft	860,000 sqft
Office	15,000 sqft	260,000 sqft	750,000 sqft

SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
HOUSING			
Housing Units	594	809	1,803
Population	1,329	1,811	4,033
ECONOMIC VITALITY			
Jobs	2,299	2,731	3,219
Commercial Square Footage	1,140,027	1,364,825	1,608,665
Property Tax Revenue (Annual)	$771,000*	$1,158,000	$2,217,000
Sales Tax Revenue (Annual)	$1,974,000*	$1,946,000	$1,477,000
TRANSPORTATION			
Total Trips (All Modes)	28,543	59,626	70,312
Vehicular Trips	24,427	48,419	45,928
Intersection Density	0.06	0.06	0.11
Internal Capture Rate	0.20%	5.30%	12.70%
Multimodal Trip Rate Reduction	14.25%	14.25%	25.18%
INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	277,920	351,120	566,040
Cost of Water/Wastewater Upgrades	$1,911,325	$2,055,850	$3,037,060
Water/Wastewater Revenue (Annual)	$886,004	$1,114,169	$1,754,912
QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Low	Medium	High
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Low	Low	High
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	Medium	High
Connectivity: *A ratio of multimodal facilities to roadway facilities*	1.31	1.56	1.91

Tax revenue assumptions were based on actual 2019 revenues

EXISTING DEVELOPMENT

Context Photos
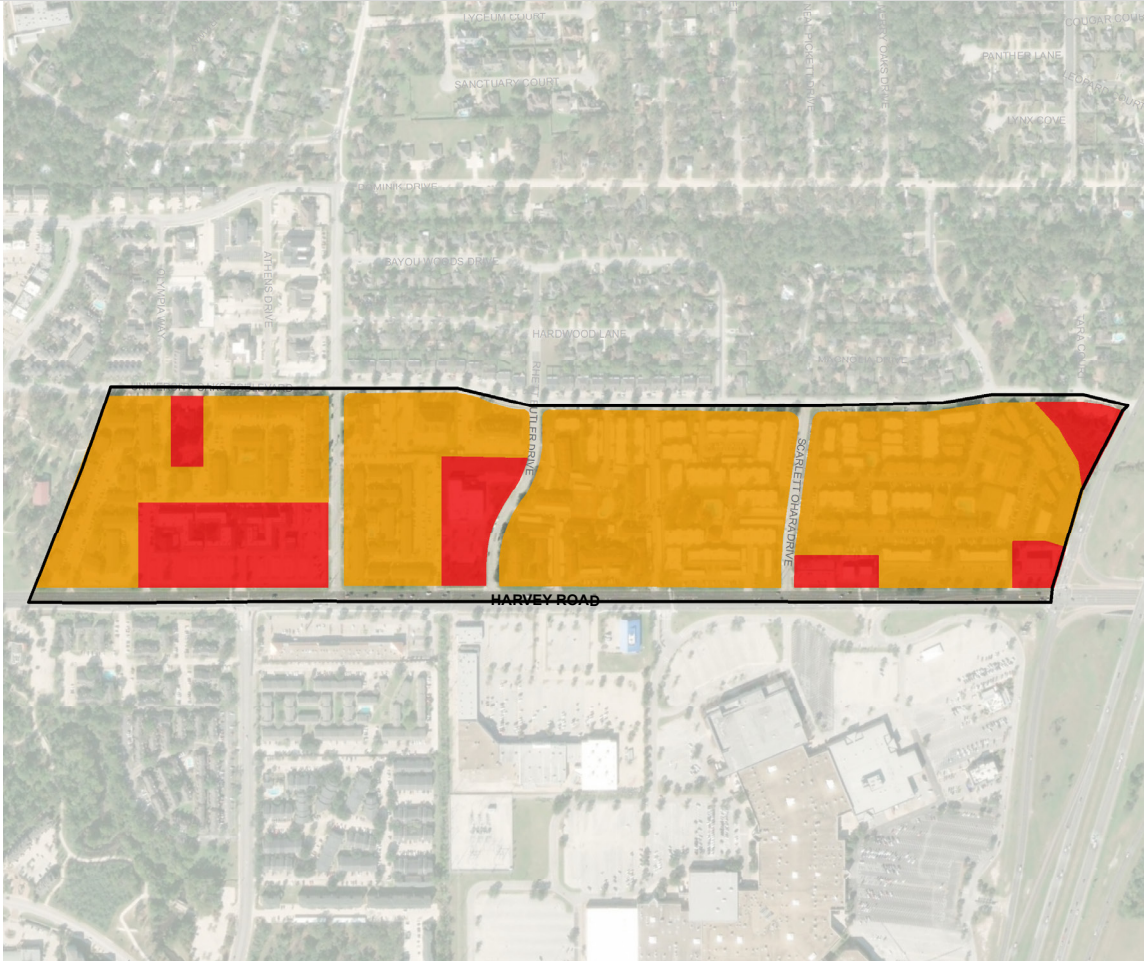
Land Use Types*

|	
Urban Center: Vertical mixes of commercial, office, & residential	**General Commercial:** Retail, office, & commercial uses
Neighborhood Center: Horizontal mixes of commercial, office, & residential	**Urban Residential:** Apartment complexes

Land use types are for scenario development only and do not represent the existing Land Use Plan categories

ANTICIPATED SCENARIO
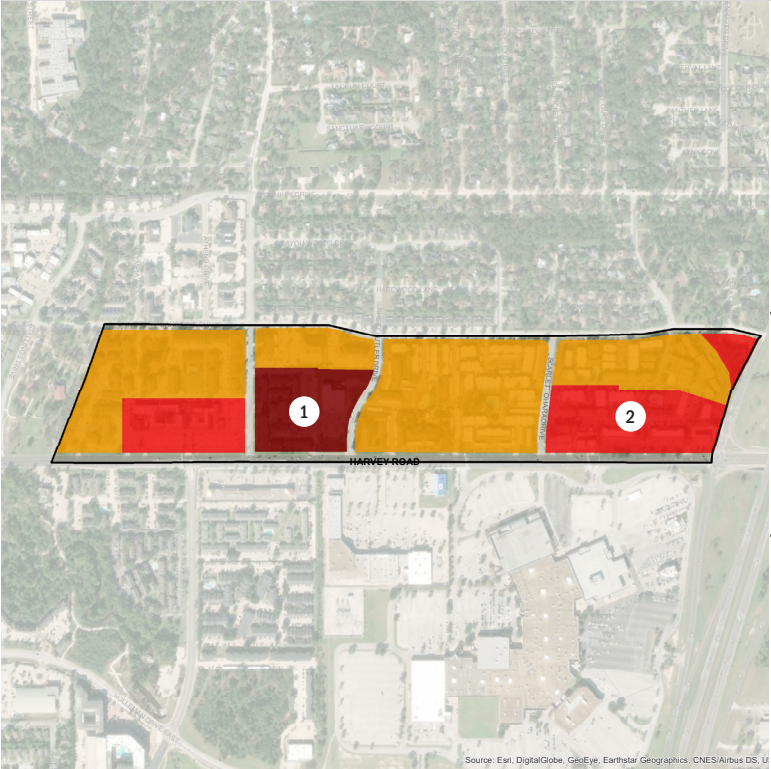
Scenario Assumptions

Proposed Land Use Change (net new)

Retail: 116,000 sqft
Office: 96,000 sqft
Residential: (163) units

Overall Notes
- Carries over urban style mixed use from mall redevelopment
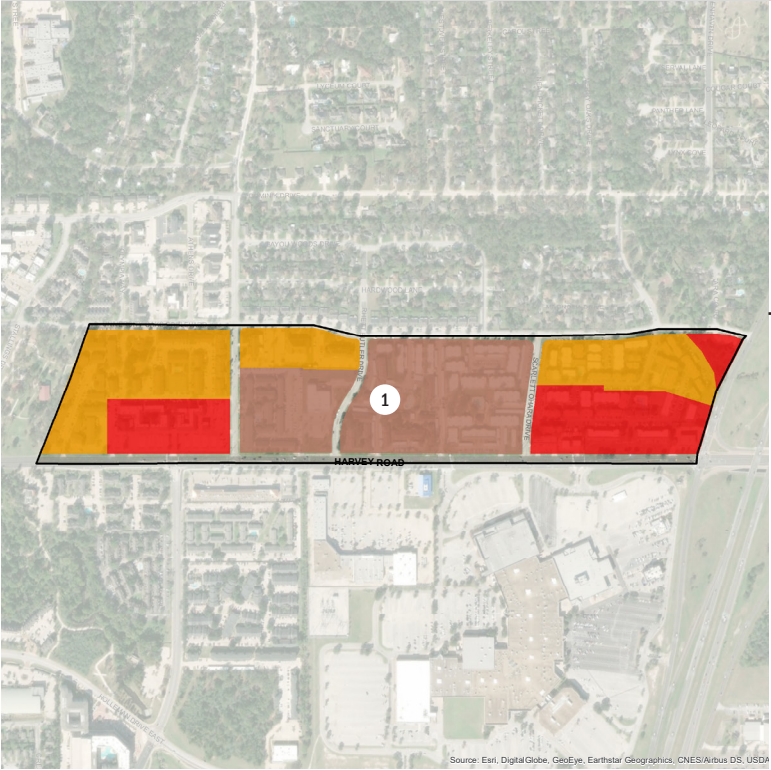- Mixing in more commercial with existing multi-family

Zone 1
- Smaller pocket of urban center development towards the center of the sub area

Zone 2
- Expanded general commercial development along Harvey Rd across from Post Oak Mall

ALTERNATIVE SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail: 436,000 sqft
Office: 296,000 sqft
Residential: (308) units

Overall Notes
- A portion of existing apartments converted to neighborhood center
- Providing a buffer between urban center and neighborhood

Zone 1
- Neighborhood center along Harvey Rd
- Commercial and office located near highway, residential in the back closer to the neighborhoods

Area 2: Harvey Road (Opposite Post Oak Mall)

SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Urban Center	-	11%	-
Neighborhood Center	-	-	38%
General Commercial	19%	26%	26%
Urban Residential	81%	63%	37%
Single-Family	-	-	-
Multi-Family	1,501 units	1,338 units	1,193 units
Commercial	114,000 sqft	230,000 sqft	550,000 sqft
Office	4,000 sqft	100,000 sqft	300,000 sqft

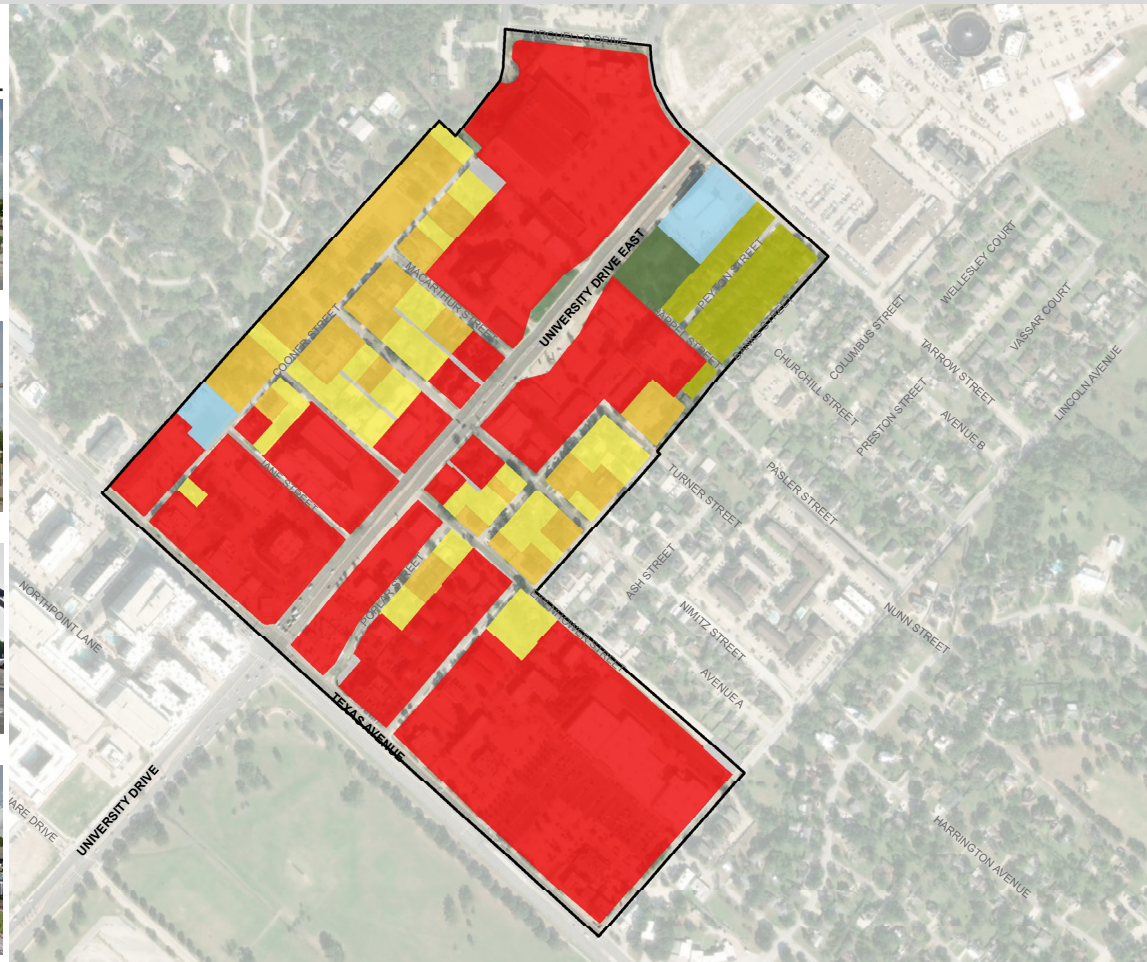| SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
HOUSING			
Housing Units	1,501	1,338	1,193
Population	3,358	2,993	2,670
ECONOMIC VITALITY			
Jobs	252	677	1,700
Commercial Square Footage	117,848	158,566	850,053
Property Tax Revenue (Annual)	$342,000*	$395,000	$727,000
Sales Tax Revenue (Annual)	$113,000*	$331,000	$931,000
TRANSPORTATION			
Total Trips (All Modes)	12,426	17,689	31,310
Vehicular Trips	10,427	11,905	22,195
Intersection Density	0.19	0.19	0.19
Internal Capture Rate	1.00%	20.60%	13.80%
Multimodal Trip Rate Reduction	15.24%	15.24%	17.76%
INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	287,880	290,340	342,240
Cost of Water/Wastewater Upgrades	$2,009,913	$2,085,113	$2,526,294
Water/Wastewater Revenue (Annual)	$843,808	$865,994	$1,052,546
QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Medium	Medium	Medium
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Low	Low	Medium
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	Medium	Medium
Connectivity: *A ratio of multimodal facilities to roadway facilities*	1.29	1.52	1.56

Tax revenue assumptions were based on actual 2019 revenues

EXISTING DEVELOPMENT

Context Photos

Land Use Types*

Urban Center:
Vertical mixes of commercial, office, & residential

Neighborhood Center:
Horizontal mixes of commercial, office, & residential

General Commercial:
Retail, office, & commercial uses

Urban Residential:
Apartment complexes

Mixed Residential:
Duplexes, townhomes, and small-scale apartment

Suburban Residential:
Single-family homes

Neighborhood Conservation:
Established Neighborhoods

Institutional/Public

Parks and Greenways

Unimproved/Vacant

Land use types are for scenario development only and do not represent the existing Land Use Plan categories

ANTICIPATED SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	120,000 sqft
Office:	170,000 sqft
Residential:	152 units

Overall Notes
- Northern commercial to be redeveloped
- New urban residential housing in place of duplexes

Zone 1
- Focused on redevelopment of larger tracts that are underutilized for enhanced gateway at University Drive

Zone 2
- Redevelopment of underutilized low density commercial sites into focal points that serve as a gateway between the university and its surrounding commercial

ALTERNATIVE SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	140,000 sqft
Office:	480,000 sqft
Residential:	313 units

Overall Notes
- More redevelopment with a mixed-use pattern
- Adding residential on top of the proposed new commercial

Zone 1
- Neighborhood mixed use development that offers access to both vehicles and pedestrians
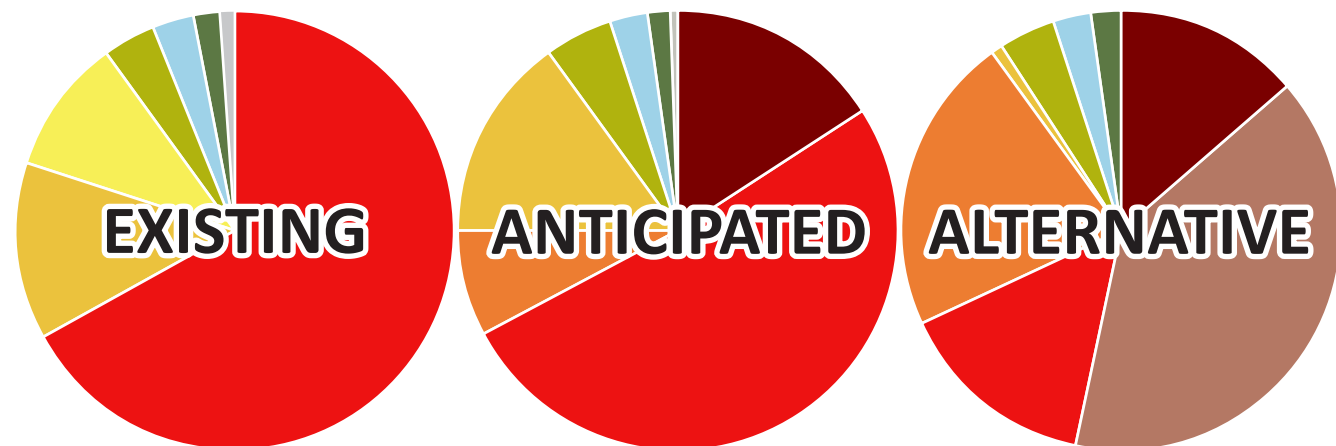- Increased amount of office uses

Zone 2
- Urban mixed use, creating strong focal points moving away from university campus to draw people in
- Corners are set to frame an entrance into the northern section of University Drive

Area 3: University Drive East of Texas Avenue

SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Urban Center	-	16%	14%
Neighborhood Center	-	-	40%
General Commercial	67%	52%	15%
Urban Residential	-	8%	22%
Mixed Residential	13%	15%	1%
Suburban Residential	10%	-	-
Neighborhood Conservation	4%	5%	4%
Institutional/ Public	3%	3%	3%
Parks & Greenways	2%	1.5%	2%
Vacant/ Unimproved	1%	0.5%	-
Single-Family	87 units	35 units	35 units
Multi-Family	168 units	372 units	533 units
Commercial	530,000 sqft	650,000 sqft	670,000 sqft
Office	70,000 sqft	240,000 sqft	550,000 sqft

SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
HOUSING			
Housing Units	255	407	568
Population	570	911	1,270
ECONOMIC VITALITY			
Jobs	1,410	1,804	2,464
Commercial Square Footage	603,125	862,955	1,192,943
Property Tax Revenue (Annual)	$849,000*	$1,229,000	$1,662,000
Sales Tax Revenue (Annual)	$412,000*	$637,000	$675,000
TRANSPORTATION			
Total Trips (All Modes)	23,320	39,637	42,401
Vehicular Trips	19,477	31,745	31,242
Intersection Density	0.28	0.28	0.26
Internal Capture Rate	2.60%	6.60%	10.40%
Multimodal Trip Rate Reduction	14.25%	14.25%	17.76%
INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	139,725	212,865	293,760
Cost of Water/Wastewater Upgrades	$4,068,657	$5,364,315	$6,087,918
Water/Wastewater Revenue (Annual)	$445,545	$670,549	$923,953
QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Low	Low	High
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Medium	Medium	Medium
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	Low	High
Connectivity: *A ratio of multimodal facilities to roadway facilities*	0.50	0.67	0.75

Tax revenue assumptions were based on actual 2019 revenues

Area 4: Texas Avenue across from A&M Campus

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

Context Photos
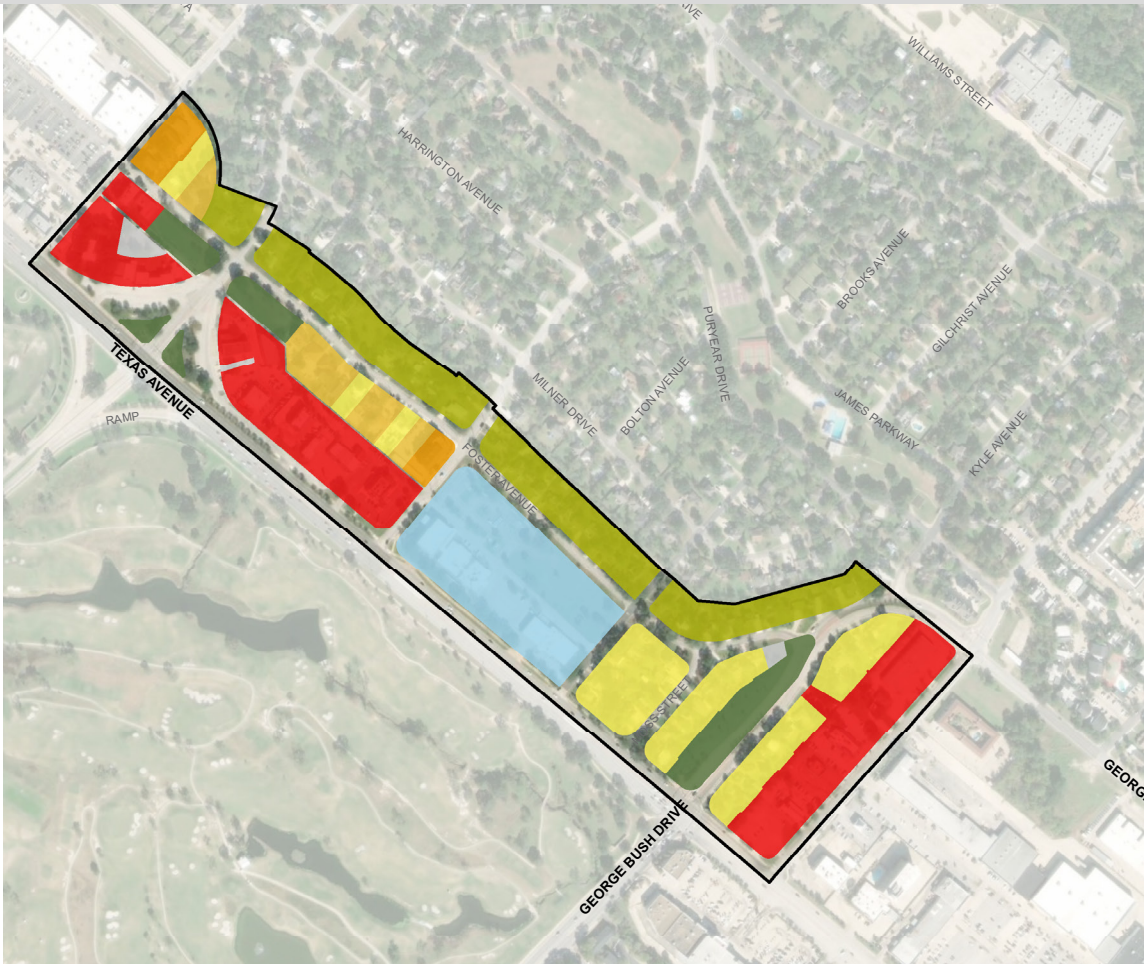
Land Use Types*

Neighborhood Center:
Horizontal mixes of commercial, office, & residential

General Commercial:
Retail, office, & commercial uses

Urban Residential:
Apartment complexes

Mixed Residential:
Duplexes, townhomes, and small-scale apartment

Suburban Residential:
Single-family homes

Neighborhood Conservation:
Established Neighborhoods

Institutional/Public

Parks and Greenways

Unimproved/Vacant

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

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ANTICIPATED SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	86,000 sqft
Office:	121,000 sqft
Residential:	(19) units

Overall Notes
- City Hall redevelopment with plaza space

Zone 1
- Neighborhood center mixed-use to compliment City Hall redevelopment

Zone 2
- New general commercial development along George Bush Drive

ALTERNATIVE SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	176,000 sqft
Office:	211,000 sqft
Residential:	11 units

Overall Notes
- More neighborhood center uses to compliment City Hall redevelopment

Zone 1
- Townhomes and mixed residential along edge of sub-area to buffer between neighborhood center and single-family neighborhood

Zone 2
- Increased neighborhood center uses with structured parking
- Moss St area consolidated to neighborhood center

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Area 4: Texas Avenue across from A&M Campus

SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Neighborhood Center	-	28%	48%
General Commercial	27%	17%	17%
Urban Residential	3%	-	-
Mixed Residential	5%	9%	21%
Suburban Residential	17%	-	-
Neighborhood Conservation	22%	21%	-
Institutional/Public	16%	16%	10%
Parks & Greenways	8%	8%	4%
Vacant/Unimproved	1%	-	-
Single-Family	82 units	49 units	-
Multi-Family	56 units	70 units	149 units
Commercial	94,000 sqft	180,000 sqft	270,000 sqft
Office	9,000 sqft	130,000 sqft	220,000 sqft

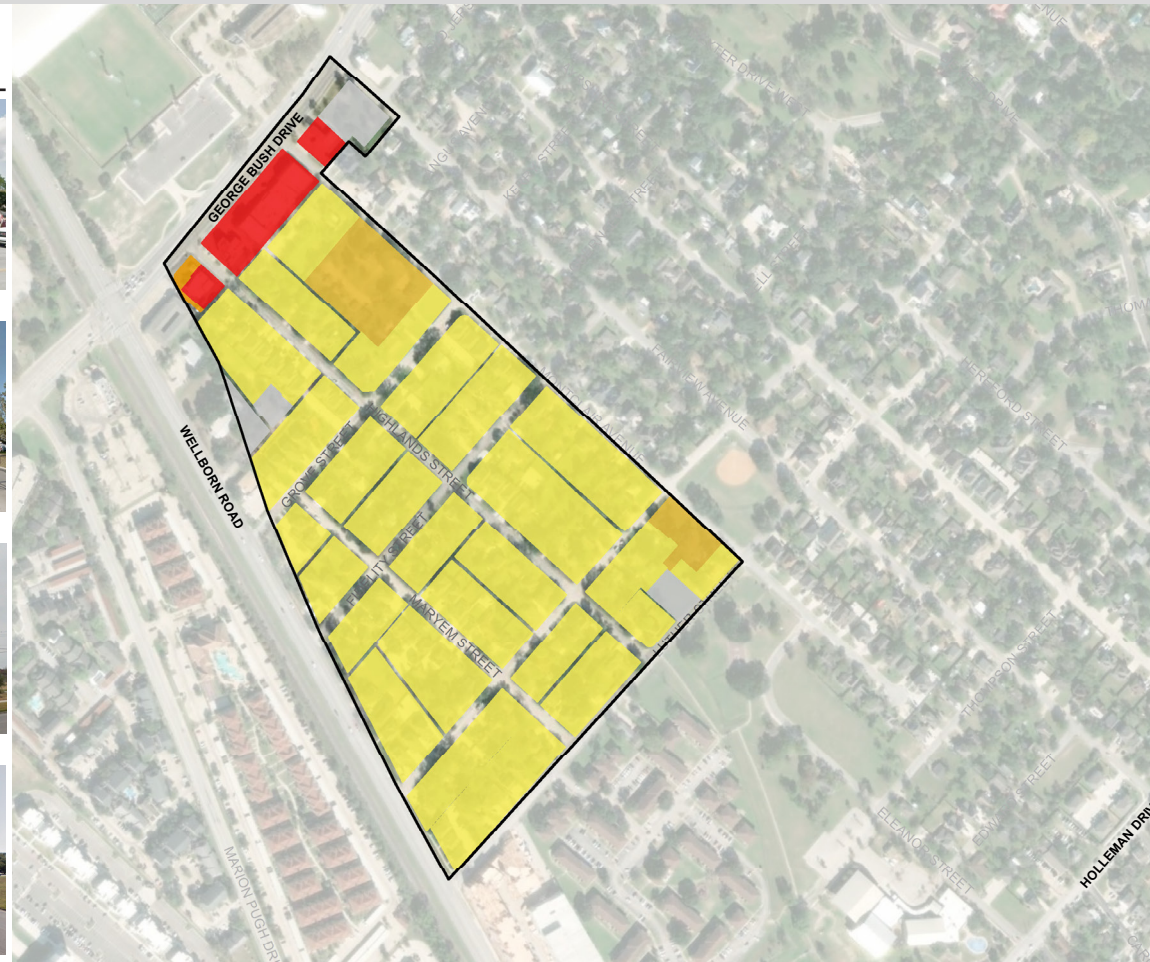| SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
🏠 HOUSING			
Housing Units	138	119	149
Population	309	266	333
💲 ECONOMIC VITALITY			
Jobs	370	890	1,239
Commercial Square Footage	102,987	313,656	487,965
Property Tax Revenue (Annual)	$231,000*	$399,000	$581,000
Sales Tax Revenue (Annual)	$1,245,000*	$1,406,000	$1,575,000
🚦 TRANSPORTATION			
Total Trips (All Modes)	5,553	8,118	10,230
Vehicular Trips	4,627	5,152	6,065
Intersection Density	0.28	0.28	0.25
Internal Capture Rate	1.00%	24.60%	25.30%
Multimodal Trip Rate Reduction	15.83%	15.83%	20.63%
🔧 INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	40,290	67,920	100,320
Cost of Water/Wastewater Upgrades	$1,521,838	$1,643,638	$1,772,960
Water/Wastewater Revenue (Annual)	$128,740	$221,536	$325,087
🏢 QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Medium	Medium	Medium
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Low	Low	High
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	Medium	Medium
Connectivity: *A ratio of multimodal facilities to roadway facilities*	1.55	1.74	1.78

Tax revenue assumptions were based on actual 2019 revenues

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

Context Photos

Land Use Types*

Urban Residential: Apartment complexes

Mixed Residential: Duplexes, townhomes, and small-scale apartment

Suburban Residential: Single-family homes

Urban Center: Vertical mixes of commercial, office, & residential

Neighborhood Center: Horizontal mixes of commercial, office, & residential

General Commercial: Retail, office, & commercial uses

Parks and Greenways

Unimproved/Vacant

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

ANTICIPATED SCENARIO

○ = intersection closure

Scenario Assumptions

Proposed Land Use Change (net new)

Retail: 46,000 sqft
Office: 70,000 sqft
Residential: 109 units

Overall Notes
- Representative of Southside Area Neighborhood Plan
- More density along George Bush and Wellborn
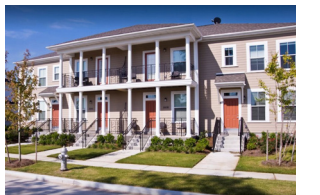- Assumes Bush-Wellborn interchange construction

Zone 1
- Urban and neighborhood center along George Bush and Wellborn
- Designed to be easily accessible to both TAMU campus and nearby single family residential
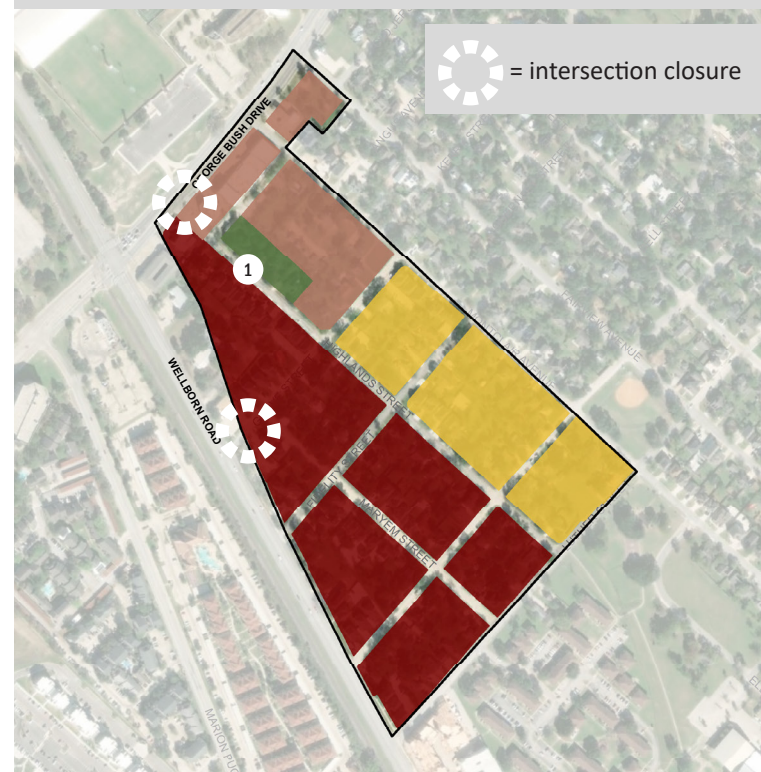
Zone 2
- Medium density residential to buffer between new urban center and existing Southside single-family homes
- Duplexes and fourplexes that match the nearby suburban context

ALTERNATIVE SCENARIO

○ = intersection closure

Scenario Assumptions

Proposed Land Use Change (net new)

Retail: 90,000 sqft
Office: 124,000 sqft
Residential: 97 units

Overall Notes
- Assumes Bush-Wellborn interchange construction
- Additional urban center areas with removal of some local streets

Zone 1
- Creating an enhanced pedestrian-friendly neighborhood center on the south side of campus (similar to Century Square)
- Road closures along Highland St and Grove St (marked on map) due to Bush-Wellborn interchange
- Highland St from George Bush Dr to Grove St closed to vehicular traffic, similar concept to College Main

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SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Urban Center	-	33%	55%
Neighborhood Center	-	20%	16%
General Commercial	5.5%	-	-
Urban Residential	0.5%	-	-
Mixed Residential	7%	47%	26%
Suburban Residential	83%	-	-
Parks & Greenways	-	-	3%
Vacant/ Unimproved	4%	-	-
Single-Family	170 units	-	-
Multi-Family	17 units	296 units	284 units
Commercial	34,000 sqft	80,000 sqft	124,000 sqft
Office	-	70,000 sqft	124,000 sqft

SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
🏠 HOUSING			
Housing Units	187	296	284
Population	418	663	635
💲 ECONOMIC VITALITY			
Jobs	68	317	497
Commercial Square Footage	33,851	158,566	104,620
Property Tax Revenue (Annual)	$331,000*	$521,000	$599,000
Sales Tax Revenue (Annual)	$253,000*	$339,000	$422,000
🚦 TRANSPORTATION			
Total Trips (All Modes)	1,771	9,264	13,659
Vehicular Trips	1,536	6,751	9,839
Intersection Density	0.48	0.42	0.42
Internal Capture Rate	0.00%	16.00%	12.40%
Multimodal Trip Rate Reduction	13.25%	13.25%	17.76%
🔗 INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	42,500	81,700	94,000
Cost of Water/Wastewater Upgrades	$1,014,176	$1,435,018	$1,534,613
Water/Wastewater Revenue (Annual)	$128,648	$236,950	$279,854
🏢 QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Low	High	High
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Low	Low	Medium
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	High	High
Connectivity: *A ratio of multimodal facilities to roadway facilities*	0.29	0.96	1.02

Tax revenue assumptions were based on actual 2019 revenues

EXISTING DEVELOPMENT

Context Photos
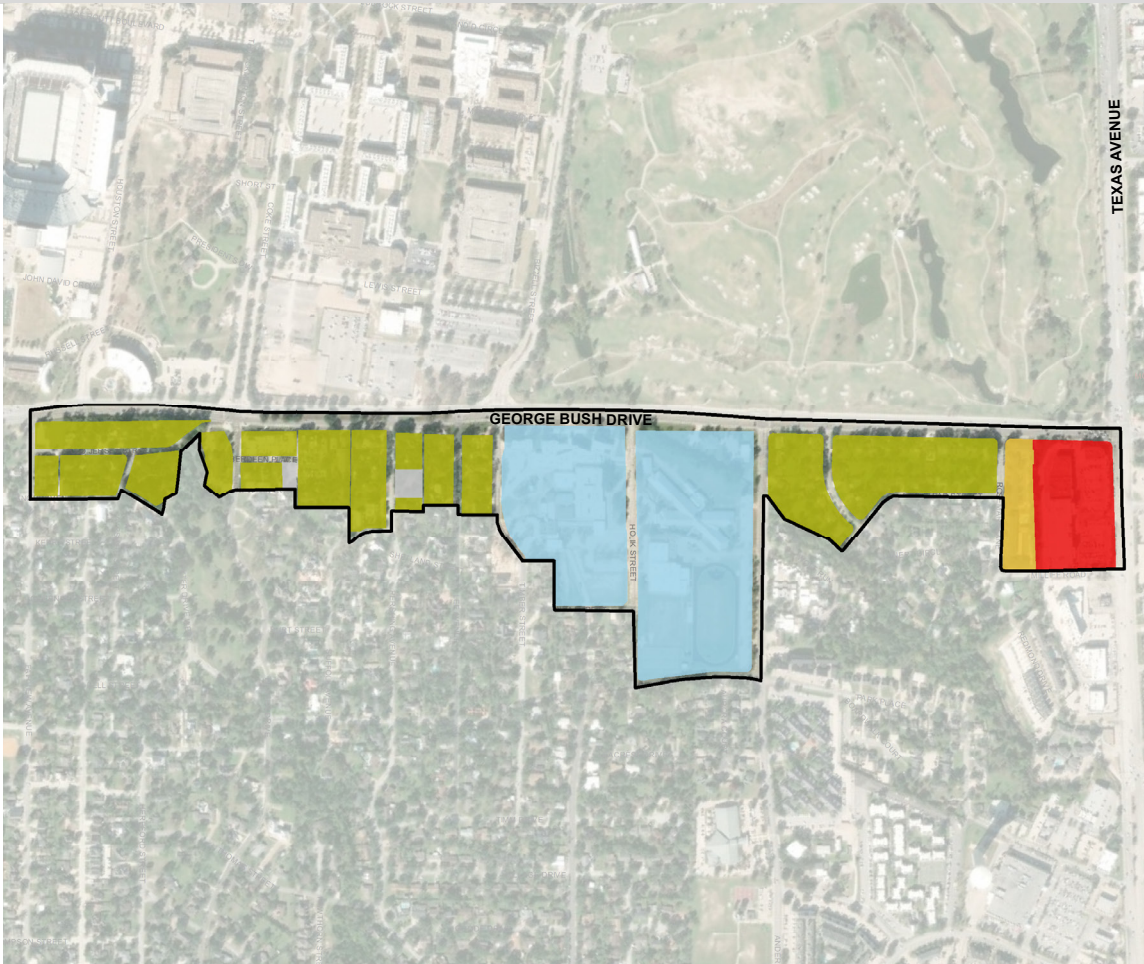
Land Use Types*

🟨	**Mixed Residential:** Duplexes, townhomes, and small-scale apartment
🟩	**Neighborhood Conservation:** Established Neighborhoods
🟫	**Neighborhood Center:** Horizontal mixes of commercial, office, & residential

🟥	**General Commercial:** Retail, office, & commercial uses
🟦	**Institutional/Public**
⬜	**Unimproved/Vacant**

ANTICIPATED SCENARIO

Scenario Assumptions
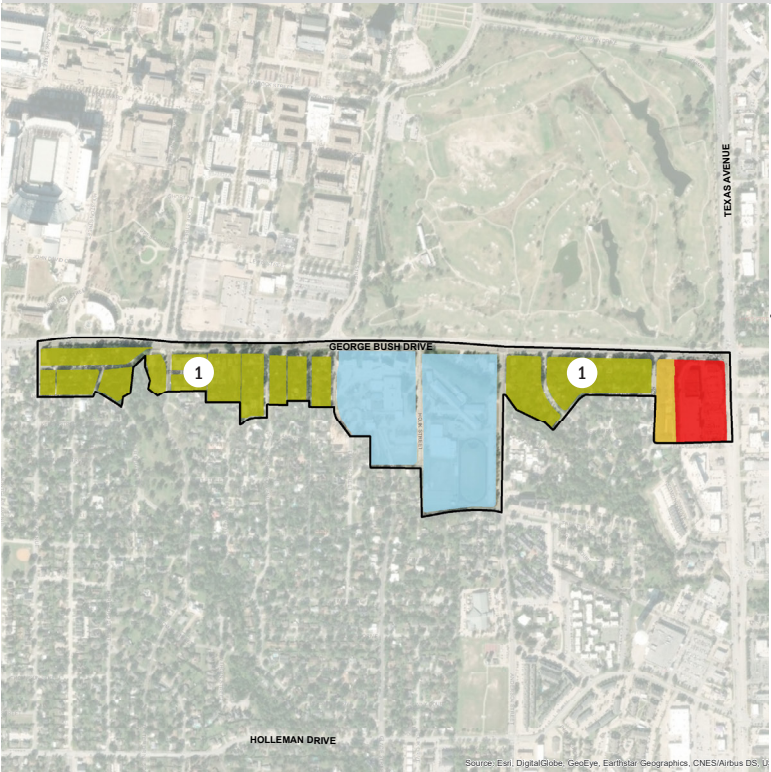
Proposed Land Use Change (net new)		**Overall Notes**
Retail:	-	• Full residential buildout of neighborhood conservation area
Office:	-	
Residential:	4 units	

Zone 1
- Matches existing Southside Area Neighborhood Plan
- Neighborhood conservation, historic suburban context
- Development of currently vacant lots

ALTERNATIVE SCENARIO

Scenario Assumptions
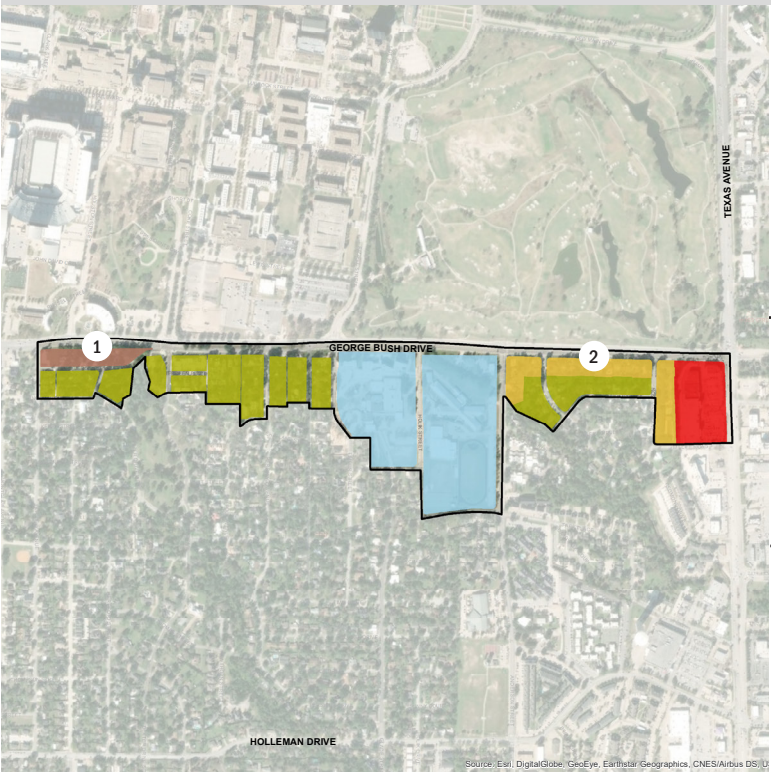
Proposed Land Use Change (net new)		**Overall Notes**
Retail:	-	• Redevelopment of select areas with frontage along George Bush Dr
Office:	20,000 sqft	
Residential:	10 units	

Zone 1
- New neighborhood center development
- Old town style to match the character of the surrounding neighborhood

Zone 2
- New mixed residential along George Bush Dr that matches the character of the Southside Neighborhood
- Brownstone style homes

Land use types are for scenario development only and do not represent the existing Land Use Plan categories

SCENARIOS AT A GLANCE

	EXISTING	ANTICIPATED	ALTERNATIVE
Mixed Residential	4%	4%	11%
Neighborhood Conservation	40%	41%	31%
Neighborhood Center	-	-	3%
General Commercial	10%	10%	10%
Institutional/Public	45%	45%	45%
Vacant/Unimproved	1%	-	-
Single-Family	98 units	102 units	76 units
Multi-Family	52 units	52 units	84 units
Commercial	90,000 sqft	90,000 sqft	90,000 sqft
Office	-	-	20,000 sqft
Education	300,000 sqft	300,000 sqft	300,000 sqft

SCENARIO SUMMARY	EXISTING	ANTICIPATED	ALTERNATIVE
🏠 HOUSING			
Housing Units	150	154	160
Population	336	344	358
💲 ECONOMIC VITALITY			
Jobs	834	1,201	1,218
Commercial Square Footage	95,827	95,827	104,620
Property Tax Revenue (Annual)	$254,000*	$257,000	$281,000
Sales Tax Revenue (Annual)	$309,000*	$309,000	$309,000
🚦 TRANSPORTATION			
Total Trips (All Modes)	10,968	11,823	12,021
Vehicular Trips	8,636	8,357	8,225
Intersection Density	0.33	0.33	0.33
Internal Capture Rate	10.90%	12.30%	12.30%
Multimodal Trip Rate Reduction	15.24%	15.24%	17.76%
INFRASTRUCTURE			
Water/Wastewater Demand (GPD)	39,750	40,450	44,500
Cost of Water/Wastewater Upgrades	$658,675	$727,250	$765,922
Water/Wastewater Revenue (Annual)	$265,356	$267,666	$278,967
🏢 QUALITY OF PLACE			
Land Use Mix: *A balance of mix of uses*	Medium	Medium	Medium
Meaningful Open Space: *Integrated into the area with opportunities to create synergy between people and uses*	Low	Low	Low
Street Level Activation: *Inviting storefronts, building location and massing, and pedestrian activity*	Low	Low	Low
Connectivity: *A ratio of multimodal facilities to roadway facilities*	0.86	0.89	0.94

Tax revenue assumptions were based on actual 2019 revenues

Thank you.