



## WILLIAM J. BRYAN PARKWAY IMPROVEMENT PROJECT

The City of Bryan is working with the Texas Department of Transportation (TxDOT) and the Bryan/College Station Metropolitan Planning Organization to plan safety and mobility improvements along William J. Bryan Parkway between Texas Avenue and SH 6.

Growth in the area has brought increasing traffic congestion and safety concerns along William J. Bryan Parkway. To address these concerns, the City of Bryan developed design plans for upgrades to the roadway through a multi-year planning process. The City also engaged the public throughout the project to develop a plan that reflects community values. The City considered safety for drivers, pedestrians, and cyclists, along with crash history and congestion while developing design. Property access and potential impacts to environmental features, drainage, and utilities were other important considerations for this project.

### PLANNED IMPROVEMENTS

- Raised medians to reduce turning conflicts
- Roundabouts to slow traffic and provide U-turns
- New signals on Coulter Dr.
- New pedestrian signals near park
- Reduced lane widths to use existing right of way and slow traffic
- Shared use path and sidewalks to improve pedestrian and bicycle safety
- Landscaping and lighting improvements



[View Project Schematic](#)

### TIMELINE OF ACTIVITIES

- 2017 – 2019 Concept development, community engagement and project design
- 2019-2021 Detailed engineering and construction plans
- Currently under construction with an estimated completion of August 2024.

## COMMUNITY ENGAGEMENT

The City of Bryan worked closely with the community to gather a wealth of helpful input. Through a series of three public meetings, a design workshop, two rounds of meetings with property owners, and two community surveys, the City has developed plans that address the priorities for this corridor while reflecting community values and character. Summaries of community engagement are linked below.

- [Public Meeting Summary #1 - February 8, 2018](#)
- [Public Meeting Summary #2 - April 5, 2018](#)
- [Public Meeting Summary #3 - January 24, 2019](#)

## CONTACT INFORMATION

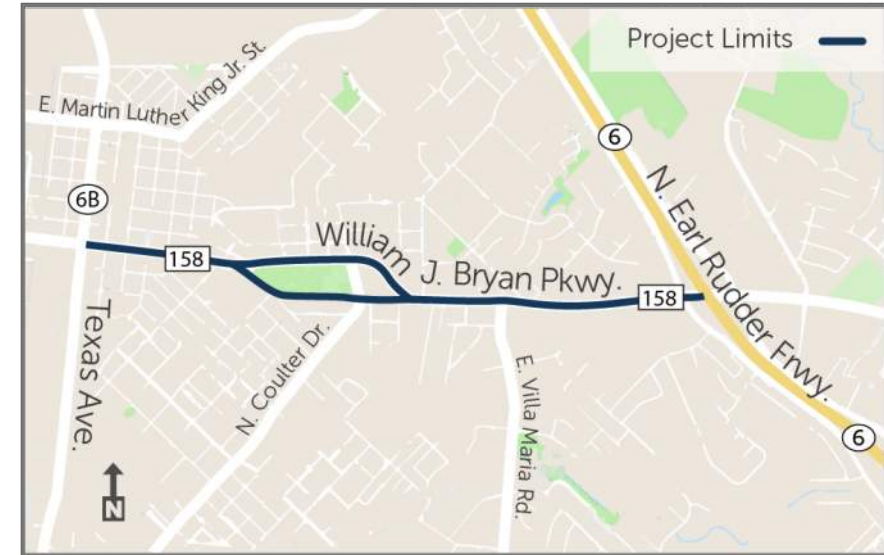
- Project Manager/City Contact: Brianna Groves, P.E., C.F.M.
- Alternate City Contact: Sam Vernon, P.E., C.F.M.

# Overview



## Project Considerations

- Safety and mobility for ***all*** users – drivers, pedestrians, and bicyclists
- Provide a safer place to live, visit, work, and recreate
- Create safe connectivity to parks, other amenities, and area locations
- Location and placement of utilities
- Improve stormwater quality through green infrastructure and multipurpose amenities



# Community Involvement



## Most Important Aesthetic Elements



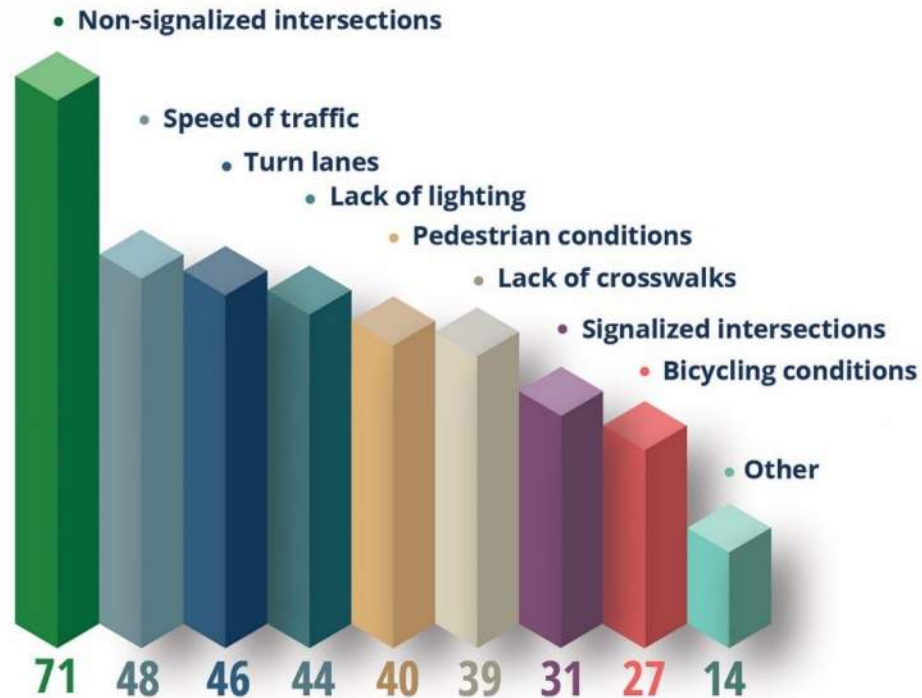
Lighting



Trees and planting



Developing a gateway to downtown



Safety Concerns

## How Do You Use WJB?



Visit the Post Office on the corridor



Live near the corridor



Commute on the corridor

100% Drive



33% Walk



14% Bike



# Proposed Plan



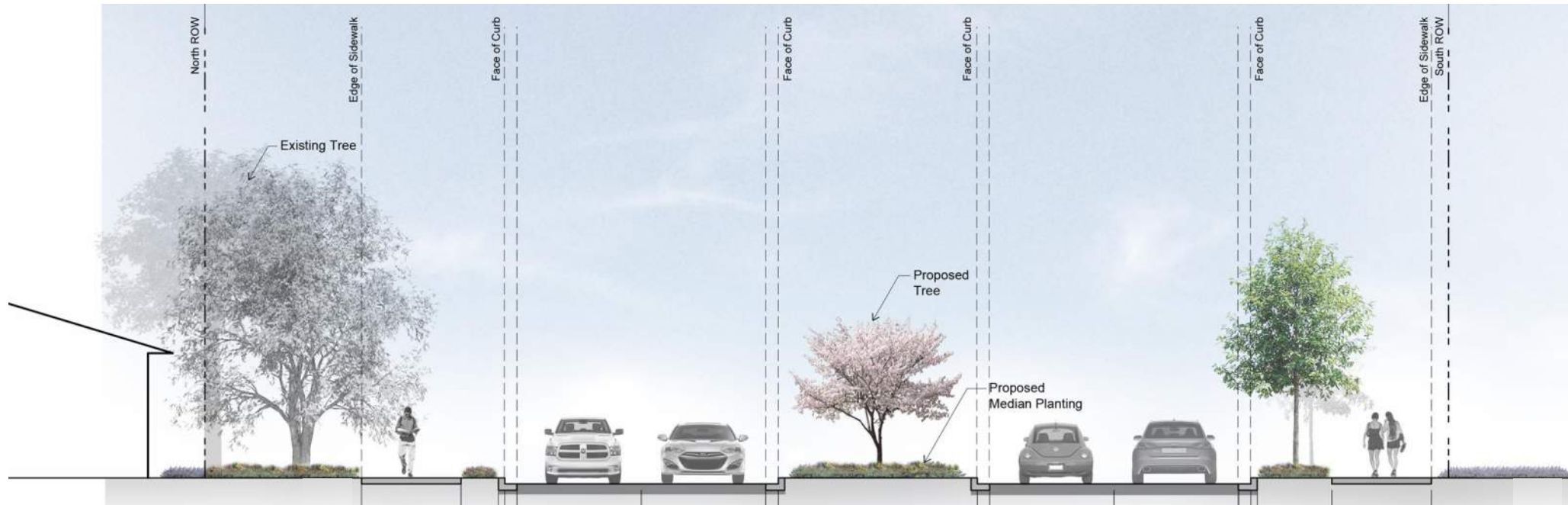
## Rendering



## Schematic



# Proposed Typical Section



# Much More Than a Street



Streets offer space to move cars and:

1. Increase equitable access to transportation alternatives
2. Improve the quality of life of residents
3. Offer a sense of place
4. Catalyze rippling economic impacts

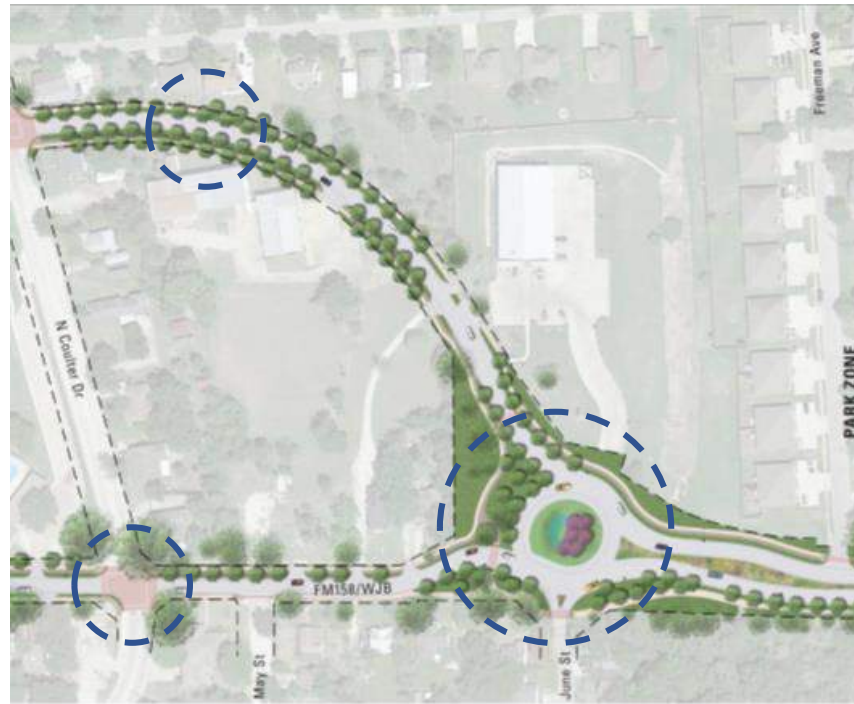
# Much More Than a Street



EXISTING



PROPOSED



- **Shade** improves walkability
- Planting Pattern as **Gateway + Identity** for Corridor
- Planting **Signals Pedestrian Crossings**
- Roundabouts offer better vehicular and pedestrian **connectivity**

# 1. Equitable Access



Achieved through:

- An increased # of pedestrian crossings
- A shorter street crossing distance
- Adding two miles of shared use path
- Introducing median crossings



① Obstruction



② Sinking and Cracking



③ Silt Coverage



④ Steep Slope



## 2. Improved Quality of Life

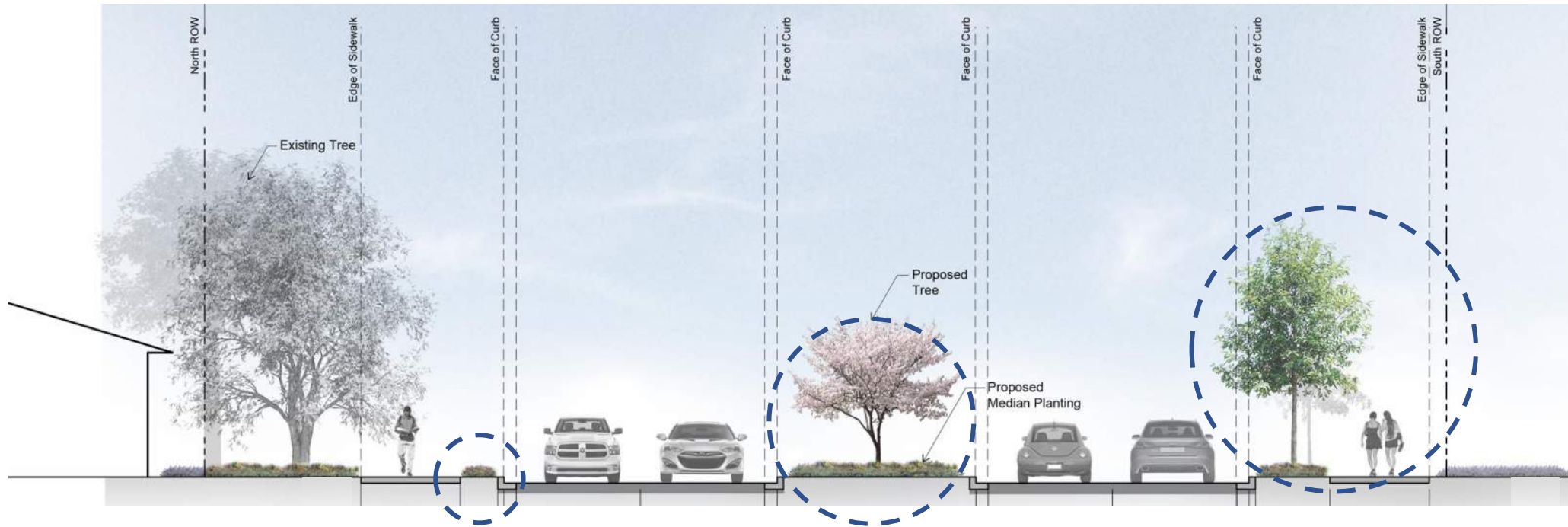


### Achieved through:

- Street plantings that shade pedestrians and cyclists
- Buffering between sidewalk and street
- Encouraging healthy lifestyles by improving cyclist/pedestrian experience and connecting to a local park
- Intangible aesthetic benefits



# Planting Improves Safety



Planted Buffer Increases  
Pedestrians' Feeling of  
Safety

Planted Median Shortens  
Crossing Length

Tree Canopy Offers Shade +  
Encourages Biking/Walking

# Roundabouts as Artistic Gateways

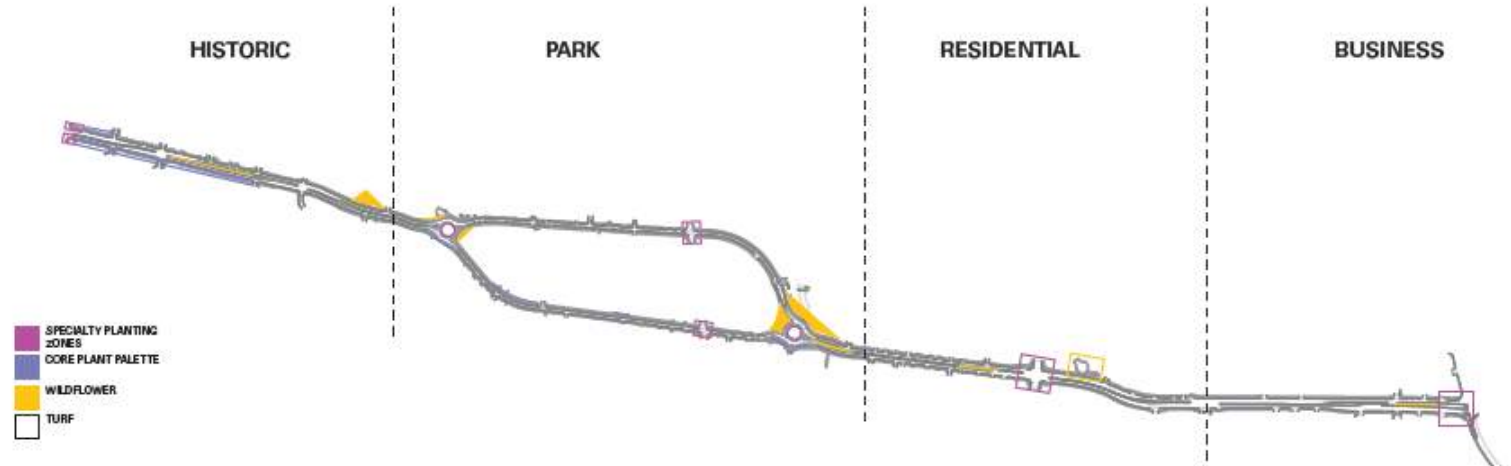


# 3. Offer a Sense of Place



Achieved through:

- A cohesive plant palette unifies corridor
- Plantings that create a welcoming gateway into Bryan
- The use of native plants that speak to local ecology



# Planting as Place Making Tool



## Core Plant Palette Unifies Corridor



- Minimize plant palette, maximize contrast and native selection



*Stemodia lanata*



*Wedelia texana*



*Pennisetum alopecuroides* 'Little Bunny'



*Muhlenbergia capillaris*



*Ilex cornuta* 'Carissa'



*Viburnum obovatum* 'Densa'

# Planting Speaks to Local Context



Specialty Native Plant Palettes Developed to Complement the Context

## HISTORIC



*Hesperaloe parviflora*  
*Scutellaria suffrutescens*  
*Salvia coccinea*  
*Lantana x "New Gold"*



## PARK



*Leucophyllum frutescens* 'Green Cloud'  
*Salvia guaranitica*  
*Ajuga reptans*  
*Nasella tenuissima*



## RESIDENTIAL



*Galphimia glauca*  
*Rosemarinus officinalis*  
*Salvia greggii* 'Texas Wedding'  
*Liriope muscari*



## BUSINESS



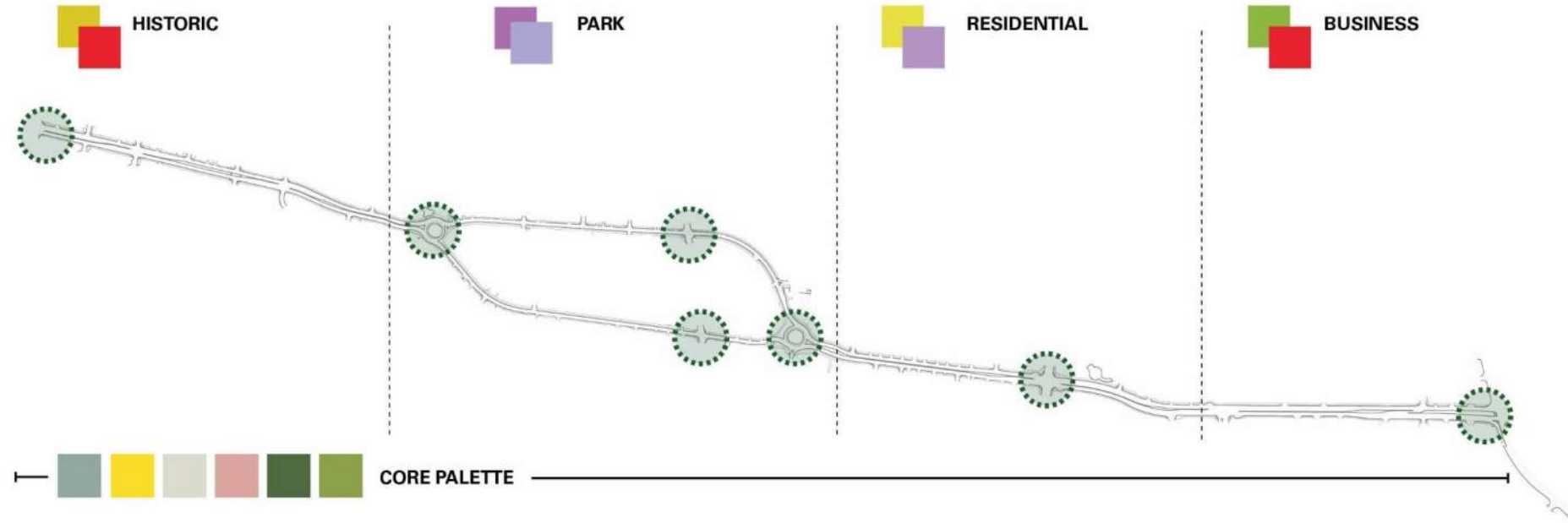
*Hesperaloe parviflora*  
*Salvia microphylla* 'Hot Lips'  
*Salvia coccinea*  
*Ficus tikoua*



# Planting Strategy



Planting Unifies Corridor and Amplifies Key Pedestrian Crossings



# 4. Positive Economic Impacts



Walkability correlates with higher housing values\*

- Bryan's current walk score: 33 out of 100 (car dependent)  
With increased crossings and unbroken sidewalk connections along the 2-mile corridor, this is expected to improve

\*Joe Cortright, Impresa, Inc. "Walking the Walk: How Walkability Raises Home Values in U.S. Cities." *CEOs For Cities*. August 2009



HISTORIC ZONE



PARK ZONE



BUSINESS ZONE



RESIDENTIAL ZONE

# KEY TAKEAWAYS



- Contribute to an improved quality of life
- Emphasize the desired image for the community
- Lead to positive economic development
- Involve the public
- Create a template for streetscape improvements throughout city

