Our Process

1. Define the Stage
2. Align the Vision
3. Identify the Opportunities
4. Craft the Tools
5. Implement the Plan
Midtown Planning Area
Definitions

Experience Districts – a focused planning area which incorporates physical, cultural and social realms to align and advance a desired way of living, working and playing while clearly distinguishing the unique personality of an area.

Influence Areas – while not in the core planning area, these areas will need additional attention as they have influence on and are influenced by the adjacent experience district.

Aligning Principles – an organizing structure that helps align and prioritize multiple strategies within generally approved guidelines
General Aligning Principles: Midtown Planning Area

**FOSTER COMPLETE NEIGHBORHOODS:** Cultivate connected and safe neighborhoods with convenient access to the goods, services and a wide variety of housing that meets the needs of all ages and abilities

**COMPATIBLE INFILL:** Neighborhood infill should focus on context appropriate small and medium scale buildings that foster an incremental approach for new development that is compatible with existing adjacent structures and address needs of projected future demand

**ENHANCE EXISTING ASSETS:** Reuse existing structures whenever feasible

**COORDINATED DEVELOPMENT:** Align City of Bryan municipal investment with strategies that foster appropriate private development to ensure projects maximize taxpayer returns
Experience Districts
District #1: Gateway District
District #2: Railyard District
District #3: Park District
District #4: Union Hill District
District #5: North of Northgate District

Please note that these are working titles that provide common language for discussion.
District #1: GATEWAY DISTRICT
This district is a mix of the existing Downtown and the emerging Midtown experiences and acts as a transition between the two areas.

**ENHANCED AESTHETICS**: Coordinate design and implementation of streetscape and gateways along South College

**REPURPOSE AND DENSIFY**: Prioritize development on repurposing light-industrial and warehouse space to be used to attract artists, makers, etc., encourage mixed-use and multi-family residential and recruit adjacent neighborhood-oriented services and clustered food/hospitality concepts

**ART & CULTURE FOCUS**: Develop public art corridor and look to recruit arts organizations to the area
District #2 RAILYARD DISTRICT

The district experience is driven by a walkable neighborhood feel that looks to the adjacent baseball park and north park edge as major assets.

DYNAMIC NEIGHBORHOODS: Promote residential development and neighborhood repair efforts to include a dynamic mix of single family, duplex and small apartment houses appropriate to enhance the current neighborhood fabric

PLAY BALL I: Strengthen connection between the surrounding neighborhood and the Bombers baseball stadium in the North Park Area

Influence Area 2a: Focus on mixed-use and small format multi-family residential

Influence Area 2b: Use well designed green space and repurposing of existing buildings to buffer the adjacent neighborhoods against the visual nuisances associated with the industrial zone along Finfeather Road.
District #3 PARK DISTRICT

This district is strongly influenced by the proximity to Bryan Regional Park and therefore has three distinct sub-districts to address the unique challenges and opportunities within this pivotal area.

EYES ON THE PARK: Prioritize park-facing development to create a dynamic and active park edge

ENHANCE ACCESSIBILITY: Enhance accessibility to park and surrounding neighborhoods through walking and biking to minimize local vehicular traffic, as well as design additional crosswalks, bike-protected lanes, wider sidewalks, on-street parking and other street calming tools

CULTIVATE HUBS: Recruit mix of local, regional and national destination food and hospitality concepts, and create appropriate hubs to service park and surrounding neighborhoods

COORDINATED DEVELOPMENT: Minimize large, single use parking lots and partner with private development to align parking needs, facilitate public/private agreements to share infrastructure costs on new development and create regulations that remove barriers for quality redevelopment
District #3: Park Sub-Districts

PARK NORTH
CULTIVATE RESIDENTIAL VIBE: Prioritize additional small lot homes and compatible attached housing types to densify streets adjacent to the northern park edge and surrounding neighborhoods.

PLAY BALL II: Reinforce connection to the Bomber baseball stadium with focus on recruiting neighborhood-oriented services with small format and food/hospitality concepts clustered near the field.

PARK SOUTH
ENHANCE NEIGHBORHOOD FABRIC: Continue to address the development of stealth dorms within the neighborhood, including on-site parking and lot maintenance, through code revisions that also provide opportunities for compatible small lot single family and attached-family residential where appropriate.

INTENTIONAL DEVELOPMENT: Allow development of park-facing parcels along Villa Maria near intersection of South College for well-designed mix of hospitality and services, along with detached residential and attached small format multi-family.
District #3: Park Sub-Districts

PARK EAST

FOSTER COMMERCIAL CORRIDOR: Provide an integrated shopping, dining, office and multi-family living options along South College corridor

IMPROVE STREETSCAPE: Street improvements on South College should balance pedestrian, bike, and automotive traffic to create more connectivity between park and surrounding neighborhoods

Influence Area 3a:
Future development should provide transition between the Park East sub-district with focus on densified commercial and multi-family between South College and Texas Avenue.

Influence Area 3b:
Development should follow Park District General Aligning Principles to enhance adjacent park, help aesthetics of Finfeather Road and minimize visual impact of rail line and adjacent industrial area.
District #4: Union Hill

The Union Hill District experience is oriented towards unique culinary, entertainment and service options that provide value to the surrounding neighborhoods, attracts customers from around the region and provides tourism brand building experiences.

**CULTIVATE UNIQUE CULINARY SCENE:** Focus on enhancing traditional food drivers (Farm Patch, Chicken Oil, J Cody’s, etc.) and create a clustered development plan to enhance this experience with new options, including microbreweries, coffee roasters, cideries, etc.

**CONNECT TO SURROUNDING NEIGHBORHOODS:** Enhance the walkability and connectivity for local access and develop new transportation options that connect this area to both Downtown and College Station.

**ALIGN PARKING NEEDS:** Maximize parking lot investments through managed on-street and shared parking plans.

**FOCUS DEVELOPMENT:** Recruit additional business mix of restaurants, supportive retail, and entertainment clusters along South College Avenue and Old College Road. Focus multi-family housing along the South College Avenue corridor and guard neighborhoods just off South College Avenue corridor from context-inappropriate development.

*Influence Area 4a:* Redirect medium density housing and large multi-family projects to more appropriate areas identified throughout the Midtown Planning District.

*Influence Area 4b:* Strengthen easy walking/biking connection to Union Hill by orienting auto oriented ingress/egress of multi-family projects from Wellborn Rd and pedestrian focused access facing Union Hill District.
District #5: North of Northgate

NORTH BY NORTHGATE DISTRICT
As the gateway between College Station and Bryan, this district should be driven by an enhanced residential experience that takes advantage of the proximity to the services and amenities of both Union Hill District and College Station.

INCORPORATE STUDENT EXPERIENCE: Address on-street and off-street parking from multi-family housing and develop effective standards and design conditions for student-oriented housing

CULTIVATE STRONG NEIGHBORHOODS: Focus new development on maintaining a complete neighborhood fabric that may include small format retail, corner stores, paired housing, attached single family, and small apartment houses

CONCENTRATE DEVELOPMENT: Higher density office/commercial and larger multi-family projects should focus on direct adjacency along South College Avenue Corridor and College Main Street

Influence Area 5a: Multi-family housing should remain a primary focus that reinforces a more pedestrian experience along College Main and auto oriented ingress/egress off Wellborn Rd.