We strongly believe that fostering a sense of community is not done through a static checklist or silver bullet recipe. Authentic engagement is a way of thinking and needs an approach that strengthens a culture of mutual respect. This results in crafting a plan that allows ongoing ideation as action is initiated. Driven by a belief the collective wisdom of a community offers the greatest resource for a relevant and respectful planning process, we developed multiple opportunities for stakeholders to test assumptions. Their feedback and concerns drove the evolution of the plan, which also meant this dynamic and iterative process could profoundly change the documents upon a discovery or new point of view.

The consultant team’s comprehensive analyses included looking at the existing physical, economic and cultural conditions, as well as the organizational and policy structures within Midtown and the City of Bryan. This work was strengthened by the one-on-one stakeholder interviews, public workshops, social media interactions, radio and television interviews, on site and individual consultant video interviews, direct mailings, numerous site visits and weekly phone calls with City of Bryan staff.

Community engagement was at the epicenter of this process and will be vital to continue as the plan is implemented. Every interaction and subsequent change solicited through the Midtown planning process strives to offer balance between community needs and wants. It is the attention to the details of engagement, a process that invites challenge and supports change upon discovery that differentiates between a fragile or resilient plan.

**November - January**
Conduct Visual Preference Survey

**February - March**
Define Guiding Principals

**April - July**
Draft Regulating Plan

**August - September**
Adopt Plan

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**Key Numbers**

- **400+** Total Midtown Survey Responses
- **2,700+** Meeting Invitations Sent to Tenants and Property Owners
- **5,000+** Visits to the Midtown Plan Website
- **13,300** Facebook “Impressions” to publicize Midtown Plan Meetings and Website
- **280+** Citizens on Email List—Serve for Updates
- **40%** News Articles about Bryan Midtown
- **32%** Live TV and Radio Interviews
- **60%** Public Workshops
**MARKET & ECONOMIC OVERVIEW**

**DIVERSE RANGE OF HOUSEHOLD SEGMENTS**

The region contains a wide array of renter and owner households, each with different housing needs, preferences, and priorities.

**Distribution of Household Segments by Tenure**

Brazos County; 2015-2017

- Mature Family
- Intermediate Family
- Young Family
- Retiree & Seniors
- Empty Nester
- Mature Prof.
- Middle Aged Prof.
- Young Prof.
- Young Adult

**Overall Distribution of Household Segments by Tenure**

- Owner
- Renter
- Overall

**RAPID GROWTH OF KEY HOUSEHOLD AGE GROUPS**

Despite historical focus on students, households between the ages of 35 and 44, as well as households over the age of 65 are expected to grow the fastest over the next five years.

**Household Growth Rate by Age**

City of Bryan; 2018-2023

- Under 25: 1.1%
- 25-34: 0.7%
- 35-44: 3.8%
- 45-54: 1.0%
- 55-64: 1.1%
- 65-74: 3.9%
- 75 & over: 4.3%

Overall Growth Rate: 2.0%

**COMMUNITY & LIFESTYLE PREFERENCES BY GENERATION**

Though many households prefer detached single-family homes in suburban settings, Midtown could appeal to the large share of households with preferences for urban, walkable neighborhoods.

**Would you prefer Home A or Home B?**

- Home A: Detached, Conventional
  - Millennials: 43%
  - Gen X: 50%
  - Baby Boomers: 51%
  - Silent/Greatest Generation: 47%

- Home B: Attached, Walkable
  - Own/rent a townhome/apartment; easy walk to shops and restaurants; shorter commute

**HOUSEHOLDS SUPPORT ADDITIONAL COMMERCIAL SPACE**

Shifting consumer spending habits and the rise of e-commerce have reduced the ratio between households and retail space, requiring additional household growth to help support new retail.

**Brazos County Retail Square Feet Per Household & National E-Commerce as Share of Total Retail Spending**

- Retail Square Feet per Household (L)
- Percent E-Commerce (R)

Sources: U.S. Census Bureau; Esri; National Association of Realtors – 2015; Costar; RCLCO
Midtown Planning Area Aligning Principles

A dynamic and aesthetically pleasing South College Avenue Corridor: One that links a revitalized downtown Bryan to a dynamic Midtown and acts as the economic engine for the surrounding neighborhoods.

Complete, connected and safe neighborhoods: Areas with convenient access to the goods, services and a wide variety of housing that meets the needs of all ages and abilities. This includes sidewalks and trails, as well as street improvements that enhance the aesthetics and experience of Midtown.

Future neighborhood infill development: Development that is context appropriate, compatible with existing adjacent structures and addresses needs of projected future demand. This approach takes into consideration the concerns of current residents while continuing to open investment opportunities in Midtown.

Opportunities to reuse existing structures whenever feasible: A mix of appropriate new development and upgraded current buildings offer a resilient economic approach to the district while cultivating the authenticity of a visually unique area of Bryan.

Alignment of the cultural, social, legal, financial and institutional structures: Alignments that lead municipal strategies and foster appropriate development to ensure all actions maximize a positive impact.
Gateway District Aligning Principles

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 Avenue

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
Railyard District Aligning Principles

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.
Park North Sub-District Aligning Principles

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

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 Travis Field with focus on recruiting neighborhood-oriented services with small format and food/hospitality concepts clustered near the field
Park District Aligning Principles

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.

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**Foster Commercial Corridor:** Provide an integrated shopping, dining, office and multi-family living options along South College Avenue Corridor

**Improve Streetscape:** Street improvements on South College Avenue 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 Avenue 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.
**Park District Aligning Principles**

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**Park South Sub-District Aligning Principles**

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 Road near intersection of South College Avenue for well-designed mix of hospitality and services, along with detached residential and attached small format multi-family
Union Hill District Aligning Principles

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 Bryan 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.

Union Hill District Influence Area Aligning Principles

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 Road and pedestrian focused access facing Union Hill District.
North of Northgate District Aligning Principles

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 Street and auto oriented ingress/egress off Wellborn Road.
Midtown Area Plan
Bryan Texas

Miller Boskus Lack Architects, P.A.

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.

Gateway Catalytic Project
Serve as gateway addressing the edge of Downtown and Midtown, utilizing enhanced pedestrian and cyclist amenities, the existing right-of-way over multi-modal infrastructure to enhance the aesthetics of the district.

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.

Railyard Catalytic Project
Amenitize and theme public improvements around key drivers in the area, such as Transit station and baseball fields, integrate bicycle and pedestrian trails to connect to South College Avenue, Park District and other neighborhoods in the Railyard.

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

Park Catalytic Project
Development adjacent to the park should be scaled appropriately to the park and its uses. Respect for existing neighborhoods is paramount to success on this project. Upgrading streets, such as Rountree Drive, to be park-edge streets with bike connections, pedestrian walkways, green spaces, entertainment access and outdoor eating experiences will bring more activity to the Park District.

Union Hill District
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.

Union Hill Catalytic Project
Build on current key drivers by installing pedestrian and bicycle amenities, especially key elements within the core of the district. Support shared parking to allow existing businesses to grow their market and expand their facilities.

North of 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.

North of Northgate Catalytic Project
Existing College Main is a great public improvement. Improve connections to College Main and South College Avenue for pedestrian and bicycle. Rezone private property to South College Avenue (Narrow) for pedestrian and bicyclist amenities, the existing right-of-way over multi-modal infrastructure to enhance the aesthetics of the district.

Pattern Zoning
Pattern zones are a complementary strategy that follows from improvements to the South College Avenue Corridor. Demand for new and more diverse housing in Midtown is already strong and is poised to grow as public improvements are constructed. A pattern zone is a new pathway for project approvals that lets applicants choose from a set of pre-permitted buildings. Pre-permitting buildings with site development guidelines results in faster permitting, better design, and lower costs.

Preliminary Building Types
- Cottage, 1-2 Units
- Flex House, 1-2 Units
- Apartment House, 3 Units
- Walkup, 4-12 Units
- Apartment House, 3-12 Units

General Aligning Principles
- A dynamic and aesthetically pleasing South College Avenue Corridor that links a revitalized downtown Bryan to a dynamic Midtown and acts as the economic engine for the surrounding neighborhoods.
- Complete, 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. This includes sidewalks and trails, as well as street improvements that enhance the aesthetics and experience of Midtown.
- Future neighborhood infill development that is context appropriate, compatible with existing adjacent structures and addresses needs of projected future demand. This approach takes into consideration the concerns of current residents while continuing to open investment opportunities in Midtown. Coordinated Development: Align City of Bryan municipal investment with strategies that foster appropriate private development to ensure projects maximize taxpayer return.
- Opportunities to reuse existing structures whenever feasible, as a mix of appropriate new development and upgraded current buildings offer a realistic economic approach to the district while cultivating the authenticity of a dynamic and visually diverse area of Bryan.
- Alignment of the cultural, social, legal, financial and institutional structures that lead municipal strategies and foster appropriate development to ensure all actions maximize positive impact.
South College Avenue
Infrastructure Improvements

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.

A Catalytic Project Description
Serve as gateway addressing the edge of Downtown and Midtown. Utilizing enhanced pedestrian and bicycle amenities, the existing right-of-way offers high traffic and infrastructure to enhance the aesthetics and provide multiple access points.

2 Railyard 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 the pivot area.

B Catalytic Project Description
Amenitize and theme public improvements around key drivers in the area, such as Travis Field and the Bombers. Install bicycle and pedestrian trails to connect to South College Avenue, Park District and other neighborhoods in the Railyard.

3 Park District
Development adjacent to the park should be scaled appropriately to the park and its uses. Respect for existing neighborhoods is paramount to success as infill occurs. Upgrading streets, such as Rountree Drive, to be park-edge streets with trail connections, pedestrian linkages, places spaces, entertainment zones and outdoor dining experiences will bring more activity to the Park District.

C Catalytic Project Description
Development adjacent to the park should be scaled appropriately to the park and its uses. Respect for existing neighborhoods is paramount to success as infill occurs. Upgrading streets, such as Rountree Drive, to be park-edge streets with trail connections, pedestrian linkages, places spaces, entertainment zones and outdoor dining experiences will bring more activity to the Park District.

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

D Catalytic Project Description
Build on current key drivers by installing pedestrian and bicycle amenities, especially chain elements within the core of the district. Expand shared parking to allow existing businesses to grow their market and expand their facilities.

5 North of 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.

E Catalytic Project Description
Existing College Main is a great public improvement. Improve connections to College Main and South College Avenue for pedestrian and bicyclists. Expand private property to South College District and south boundary to create a sustainable activity pattern.
Lot Development Considerations

Guidance for coordinated zoning improvements includes prescribed development standards, focused on building and parking placement.

Commercial Development Considerations

Guidance for building development and construction revolves around minimum design standards that maintain a human scale balance that supports walkability and bikeability along South College Avenue.
Gateway Proposed Project

Older structures can be renewed with facade enhancements, and they can bring new life to the street while enhancing the character of the neighborhood.

South Main Street gateway to the north to enhance the connection from Downtown to Midtown.

A round-a-bout can serve as a gateway intersection, denoting wayfinding signage and providing aesthetic improvements.

Redevelopment of the car lots with infill development opportunities.

South College Avenue reinvented as a multi-modal street that connects Downtown to Midtown.

Proposed Street Improvements

Existing Conditions

Consolidated and shared parking allowing new development to be built on large lots.

Infill development addresses the street frontage and allows pedestrian passages through to shared parking.

Pedestrian crossings and bicycle connections across Texas Ave to connect east neighborhoods to South College Avenue and South Main Street.

Texas Avenue reconstructed as a walkable urban thoroughfare with pedestrian amenities.

Existing roadway is a collection of turn-off drives and "pork chop" islands that do not add any value to the pedestrian, bicycle or aesthetic conditions of the street. Significant intervention is required to become a gateway district.

Experience Imagery

A new round-a-bout can move multi-modal traffic at a defined pace, while also signifying the entry to a district.

Gateway art features that denote the entrance to the district.

Improvements centered around the reinvention of the intersection could be done as a round-a-bout. The benefits of this new intersection is in how the vehicle flows from Texas Avenue to South Main Street and South College Avenue. It also has a net benefit on additional pedestrian and bicycle facilities, art exhibit space and significant gateway feature opportunities.
Railyard Catalytic Projects

**Railyard Proposed Project**

- **Preserve tree line to maintain landscape buffer along existing residential lots.**
- **Apartment House pattern that helps mix housing types and provides an iterative streetscape.**
- **New restaurant cluster to mix public space and dining space.**
- **Street improvements continue down Carson Street to the rail, supporting a design that helps with quiet zone.**
- **Plaza area focused on restaurant and entertainment cluster.**
- **Parallel parking for food trucks to open up to an open-air pavilion for food service and entertainment.**

**Existing Conditions**

- **Existing roadway lacks pedestrian connectivity at a major entertainment venue within a neighborhood. Need to provide multi-modal options within these neighborhood streets.**
- **Lack of tree/shade coverage shortens the length that pedestrians are willing to walk. Take advantage of excellent walking path by extending it to the park, neighborhoods and activity on Carson.**
- **Outdoor spaces that create activity and shade. Ideally themed after the Bombers and orienting special events towards sports activities and utilizing outdoor plaza for spill-out space.**

**Proposed Street Cross Sections**

- **Proposed Bomber Drive Street Section adjacent to Travis Field - Provides better multi-modal connectivity around Travis Field. Includes extension of multi-modal trail system to provide better connectivity for adjacent neighborhoods.**
- **Proposed Typical Street Section for Carson Street - Median may be inverted to provide for extra stormwater storage at key intervals. Where street trees are not feasible within the right-of-way. Recommend working with landowners to place street trees within private property along the sidewalks.**

**Experience Imagery**

- **Existing conditions and proposed project images.**
- **Using food trucks appropriately can build activity at special events and also to help create a node of activity that will eventually become a restaurant and entertainment cluster.**
Park Catalytic Projects

**Park Proposed Project**

- Wrap development around shared parking to hide the parking in the middle of the block
- Shared parking facility, wrapped by mixed-use development
- New restaurant to mix public space and outdoor dining space
- Plaza space used to transition to park-edge street from mixed-use development
- Rountree Drive reinvented as a pedestrian-oriented place street to connect seamlessly with trail system
- Park trail system connected to development and pedestrian crossing at South College Avenue

**Existing Conditions**

- Minimize vehicular access and utilize this access to shared parking opportunities
- Mixed-use building with potential hospitality above non-residential
- Existing roadway has a tight space for improvements and existing trees close to the curb. Minimal opportunity for on-street parking requires better use of alley access and shared parking.
- Pedestrian and bicycle crossing to access development and the Park across South College Avenue
- Consolidate existing parking into shared parking facility, renovate lot into natural and programmed space in the park

**Proposed Street Cross Sections**

- **South College Avenue (Narrow)**
  - Proposed Typical Street Section for narrow South College Avenue - Median may be inverted to provide for extra stormwater storage at key intervals. Recommend avoiding existing trees and use pedestrian easements to keep continuous sidewalks around existing trees.
  - **Rountree Drive**
    - Proposed Street Section for Rountree Drive - Provides a pedestrian-first experience on a park-edge street plaza. Curb-less street promotes freedom for the pedestrian, where bollards tightly control vehicle maneuvering.

**Experience Imagery**

- Mixed-use hospitality can add regular activity to the streetscape, while also serving as a valued resource for events, staging and conference meetings with healthy access to the park and its trail and recreation amenities.
- Restaurants tied to the hotel can benefit from users of the hotel, but should remain as a separate entity to maintain autonomy from the hotel management, branding and financial structure. This restaurant can help elevate the services of the hotel.
- Housing that matches the mixed-use hotel can wrap a shared parking facility and create a better edge than just a parking structure.
- Select use of food trucks for activation in plaza spaces aligning with Park activities. This could be a great use for interim events on Rountree Drive.
Union Hill Catalytic Projects

Union Hill Proposed Project

Repositioned Farm Patch in a new format, built to the corner to emphasize the focus on pedestrian realm

Old College transitions to private, one-way for one block, adding angled parking. New retail and experience development to mix public and dining space

Shared parking to promote denser development patterns for commercial tenants

Traffic calming systems like round-a-bouts help increase pedestrian safety

Existing Conditions

Lack of tree/shade coverage shortens the length that pedestrians are willing to walk. Tight walkways prohibit multi-modal use of streets and paths.

Missing or unidentified crosswalks discourage walkability

Pedestrian walkways should be relatively uninhibited by driveways. Sidewalks should be used on both sides of the street in areas that are envisioned to be walkable entertainment areas.

Proposed Street Cross Sections

Proposed Typical Street Section for South College Avenue - Median may be inverted to provide extra stormwater storage at key intervals. Where street trees are not feasible within the right-of-way, recommend working with landowners to place street trees within private property along the sidewalk.

Proposed Typical Street Section adjacent to Chicken Oil - Provides better traffic flow from Pleasant to new round-a-bout. Includes a fresh streetscape to provide better connectivity for adjacent restaurant uses.

Proposed Typical Street Section - Multi-modal streets should treat each mode equally, providing the recommended allocation of right-of-way, and encourage awareness and steady speeds for each mode.
North of Northgate Proposed Project

- New development that advances the walkable street pattern
- Mixed-use development including ground floor non-residential placed at important corners
- Consolidate parking into shared parking facility, enclosed by development to focus buildings on College Main Street
- Minimize vehicular access and utilize this access to shared parking opportunities

Existing Conditions

- College Main Street is complete and well designed for walkability. As new development comes in, requirements for sidewalk edge street trees will be needed for shade over the street.
- South College Avenue needs to serve as a gateway into Bryan and Midtown. Realizing a walkable, bikeable street section will enhance the entranceway and encourage cars to slow down as they enter the City and Midtown.
- Mixed-use development including ground floor non-residential placed at important corners
- New development that advances the walkable street pattern

Experience Imagery

- Jefferson Street is a good example of street improvements as development occurs on the full block.
- Aspen is a typical neighborhood street that incorporates old growth trees and accommodates local traffic.
- Non-residential in mixed-use placed at strategic corners
- Select use of food trucks for activation in plaza spaces aligning with development along College Main Street
- Existing multi-unit homes in Bryan speak to a compatibility between for-rent and for sale housing in Midtown

Private roads should be required to serve as access for all properties adjacent and should accommodate pedestrian and bike facilities

Redevelopment adjacent to round-a-bout so that parking can be hidden behind the building

A range of building types, both for-sale and for-rent

Multi-unit homes can frame the street and transition between for-sale and for-rent housing

Wrap development around shared parking to hide the parking in the middle of the block

Townhomes facing a pedestrian walkway. Alleys to garage allow for these desirable amenities to existing in the front of the townhomes.

Framing the street, like College Main Street, creates an enticing environment that guides pedestrians along the street from node to node in Midtown

Multi-unit homes can frame the street and transition between for-sale and for-rent housing

Private roads should be required to serve as access for all properties adjacent and should accommodate pedestrian and bike facilities

Minimize vehicular access and utilize this access to shared parking opportunities

New development that advances the walkable street pattern

Mixed-use development including ground floor non-residential placed at important corners

Consolidate parking into shared parking facility, enclosed by development to focus buildings on College Main Street
Midtown Pattern Zone

How Pattern Zones Work

Pattern zones are a complementary strategy that follows from improvements to the South College Avenue. Demand for new and more diverse housing in Midtown is already strong and is poised to grow as public improvements are constructed. A pattern zone is a new pathway for project approvals that lets applicants choose from a set of pre-permitted buildings. Pre-permitting buildings with site development guidelines results in faster permitting, better design, and lower costs.

- A pattern zone pre-permits a set of buildings to make appropriate development easier for everyone.
- Buildings in a pattern zone are designed to match the city’s unique architecture and feel familiar after they are completed.
- Different buildings and building heights are pre-permitted in different places, on a block-by-block basis.
- Site development guidelines ensure high-quality projects that make city streets look and function better.
- Using a pre-permit is voluntary for property owners. Custom projects that meet the development standards can still be approved.

Four Flexible Building Types, With Variations

Each of the four building types in the Midtown Pattern Zone will be available to property owners as a per-approved development, complete with a builder’s set of architectural drawings. Each building type in the pattern zone will come with several options for applicants to customize the project to their individual needs, and to ensure that there is adequate variation between buildings when several are constructed together. Applicants may request additional modest variations that can be approved by city planners. Significant variations will need to be approved by the Planning and Zoning Commission.
Midtown Cottage

Maximum Flexibility in a Small Footprint

The Cottage is an adaptable building that offers variable functionality through a modular design.

When constructed with an optional second story, the lower level serves either as a garage, or a fully accessible apartment. Builders have the option of adding a carport to increase automobile storage. The second level is accessed via an exterior stair which saves valuable floor space and allows both levels to utilize similar floor plans.

The second level efficiently stacks plumbing over the first level, but offers a bathroom arrangement that is more conventional. In situations where accessibility is not required, the second level plan can be used on both levels.

The Cottage can be built in a variety of different site conditions, either as a standalone primary structure fronting the street, a backyard cottage ("Accessory Dwelling Unit"), or several cottages can be built together to form a courtyard format.
Flex House

Single Family Home or Twin and Back Again

Flex House is a simple two-story 1,800 square foot building that adds duplex functionality to a single-family house. In its most basic form, it offers an efficient four-bedroom, two and 1/2 bath arrangement with a master bedroom on the ground floor.

With very minimal changes, the house can be made into a stacked ‘one over one’ duplex. In this configuration, the building offers a generous one-bedroom, one and 1/2 bath apartment with a front porch on the lower level, and a two-bedroom, one 1/2 bath apartment on the second level that is accessed via a private entrance on the side of the building.
Apartment House

Gentle Density for Existing Neighborhoods

The Apartment House is a context sensitive approach to adding gentle density within an existing neighborhood. From the street, the building presents as a 1.5 story single-family house. Within the building, three modest but dignified apartments offer a variety of sizes and amenities.

Unlike similarly sized buildings that provide separate sleeping areas with a common kitchen and living area, the apartment house has three fully independent housekeeping units with only a small stairwell shared between them. Separate living units reduce the building's individual household sizes to numbers that are more consistent with small families living in typical existing neighborhoods.

Pattern Zone
Apartment house

Allowed in most places, but not nodes designated for mixed use and commercial construction.

Apartment houses look like houses anyone would find familiar in Mid-town. They have three units and a porch, and they can be constructed with different roof and frontage details for variety.

Pre-approval map for Apartment Houses

Shed Dormer Apartment House

Gable Dormer Apartment House

Low-Slope Apartment House
Midtown Walk-Up

Neighborhood Oriented Mixed-Use Apartment Building

Residential or mixed-use, two or three stories, the Walkup Apartment is a classic of American cities. This updated version maximizes a small footprint by providing up to twelve individual one-bedroom units in a three-story wood-frame building with no elevator.

Two story residential and mixed-use versions of this building may be constructed from the provided builder’s sets without the need to hire an architect.

Applicants wishing to build any three-story version of the building will be required by the State of Texas to retain the services of a licensed professional architect. Applicants are welcome to use any qualified architect for these services. As a convenience to applicants, the city has pre-negotiated these services at a reasonable rate for those applicants looking for a referral.

Pattern Zone

Walkups

Allowed along corridors and at the edges of neighborhoods. Not allowed in many areas that are still exclusively single family. There are a variety of frontage options. Pink areas are limited to 2 stories. Purple areas allow up to 3 stories. Generally pre-approved for residential use only, except where the zoning allows commercial use.