Midtown Planning Process **Bryan Texas**

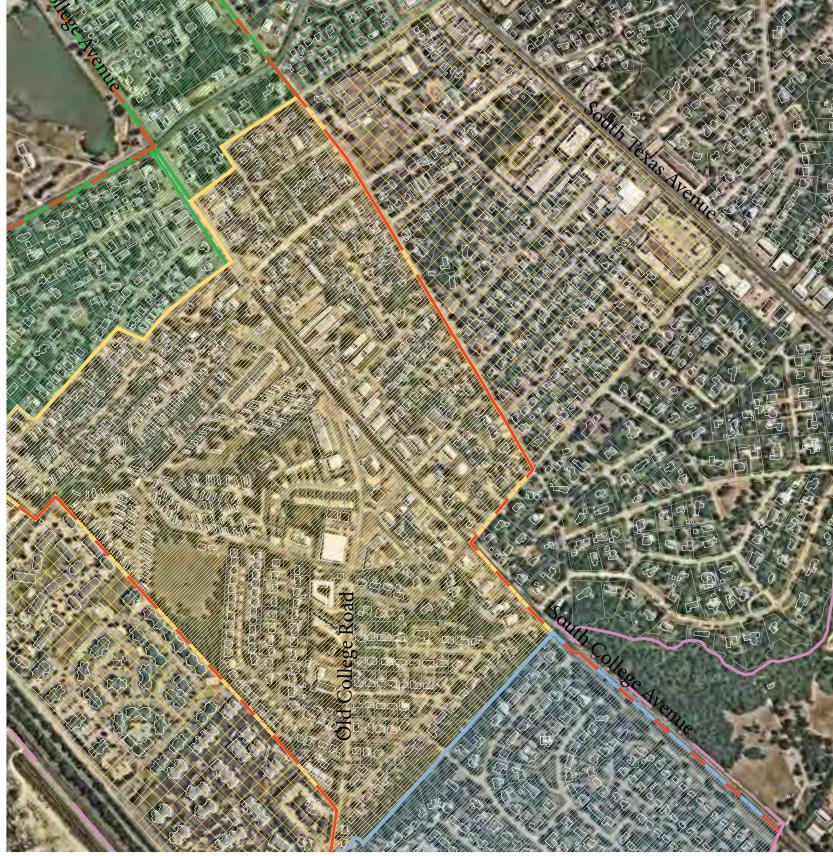
We strongly believe that fostering a sense of community is not done through a static checklist or silver bullet recipe. Authentic engagement is a way of thinking and needs an approach that strengthens a culture of mutual respect. This results in crafting a plan that allows ongoing ideation as action 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.

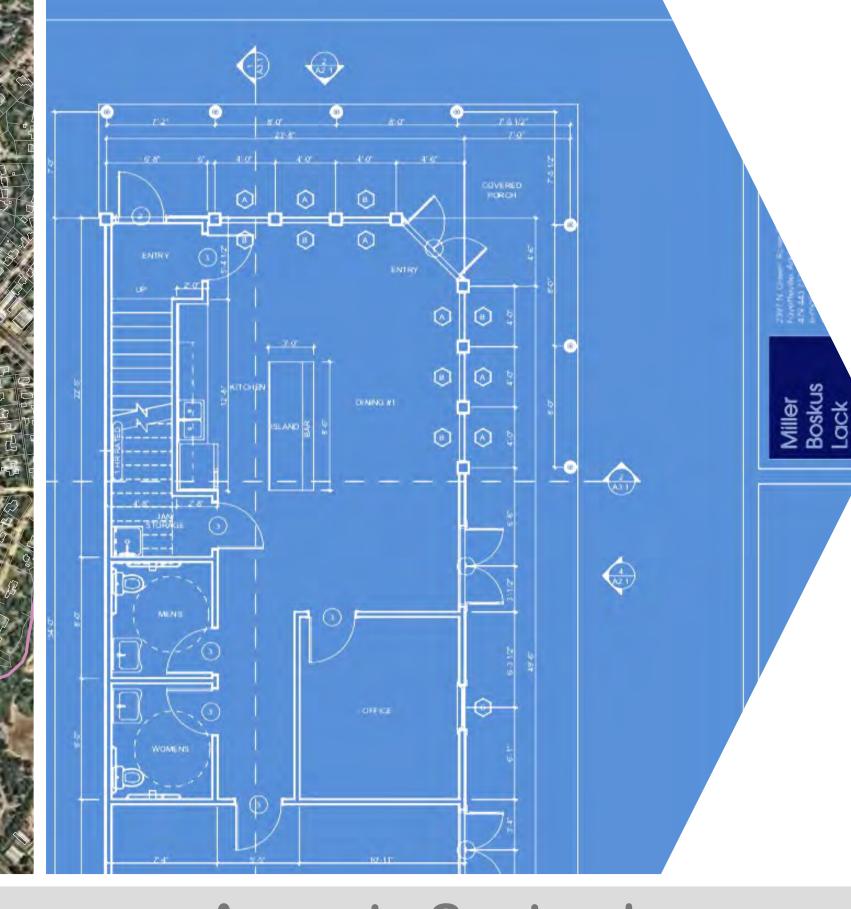
The consultant team's comprehensive analyses included looking at the existing physical, economic and cultural conditions, as well as the organizational and policy structures within Midtown and the City of Bryan. This work was strengthened by the one-on-one stakeholder interviews, public workshops, social 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**

MPAC Meeting

Public Workshop Stakeholder Meetings Media Engagement Lunch Survey # 1 Opens **Tele-MPAC Meeting**

U.B.C. Neighborhood Association Meeting **WTAW & iHeart Radio Update KBTX Update MPAC** Meeting

Public Workshop

Carriage Hills Neighborhood Association Meeting Survey #1 Closes, Survey #2 Opens

MPAC Meeting **AIA Update**

Public Workshop

WTAW & iHeart Radio Update P&Z Commission Update KBTX Update Tele-MPAC Meeting

P&Z Commission Update Joint P&Z Council Workshop Survey #2 Closes **WTAW Update** iHeart Radio Update **Public Workshop**

Public Workshops

Live TV and Radio Interviews

News Articles about Bryan Midtown

Citizens on Email List-**Serve for Updates**

Total Midtown Survey Responses

Meeting Invitations Sent to Tenants and Property Owners

2,700+5,000+13,300

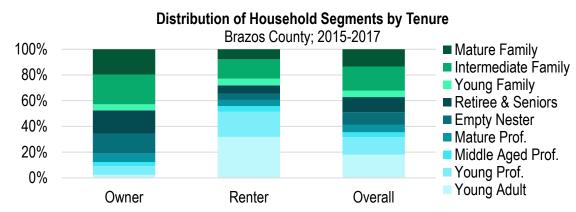
Visits to the Midtown Plan Website www.bryantx.gov/Midtown

Facebook "Impressions" to publicize Midtown Plan Meetings and Website

MARKET & ECONOMIC OVERVIEW

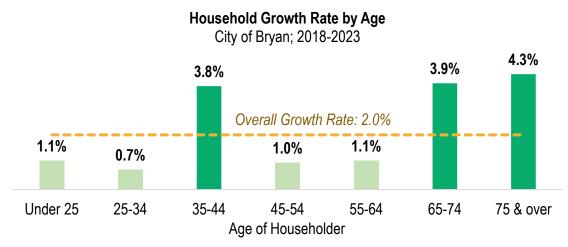
DIVERSE RANGE OF HOUSEHOLD SEGMENTS

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



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.



Sources: U.S. Census Bureau; Esri; National Association of Realtors – 2015; Costar; RCLCO

Mile Scrient Limit

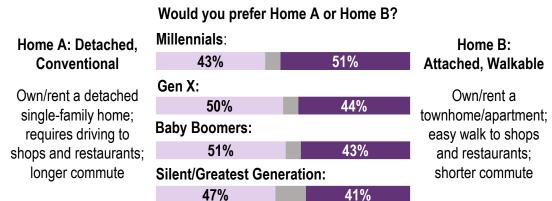






COMMUNITY & LIFESTYLE PREFERENCES BY GENERATION

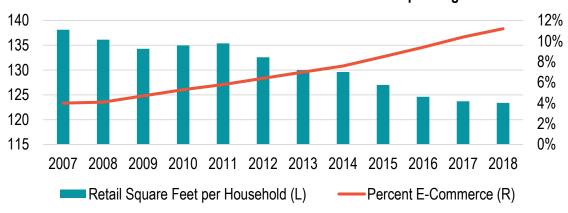
Though many households prefer detached single-family homes in suburban settings, Midtown could appeal to the large share of households with preferences for urban, walkable neighborhoods.



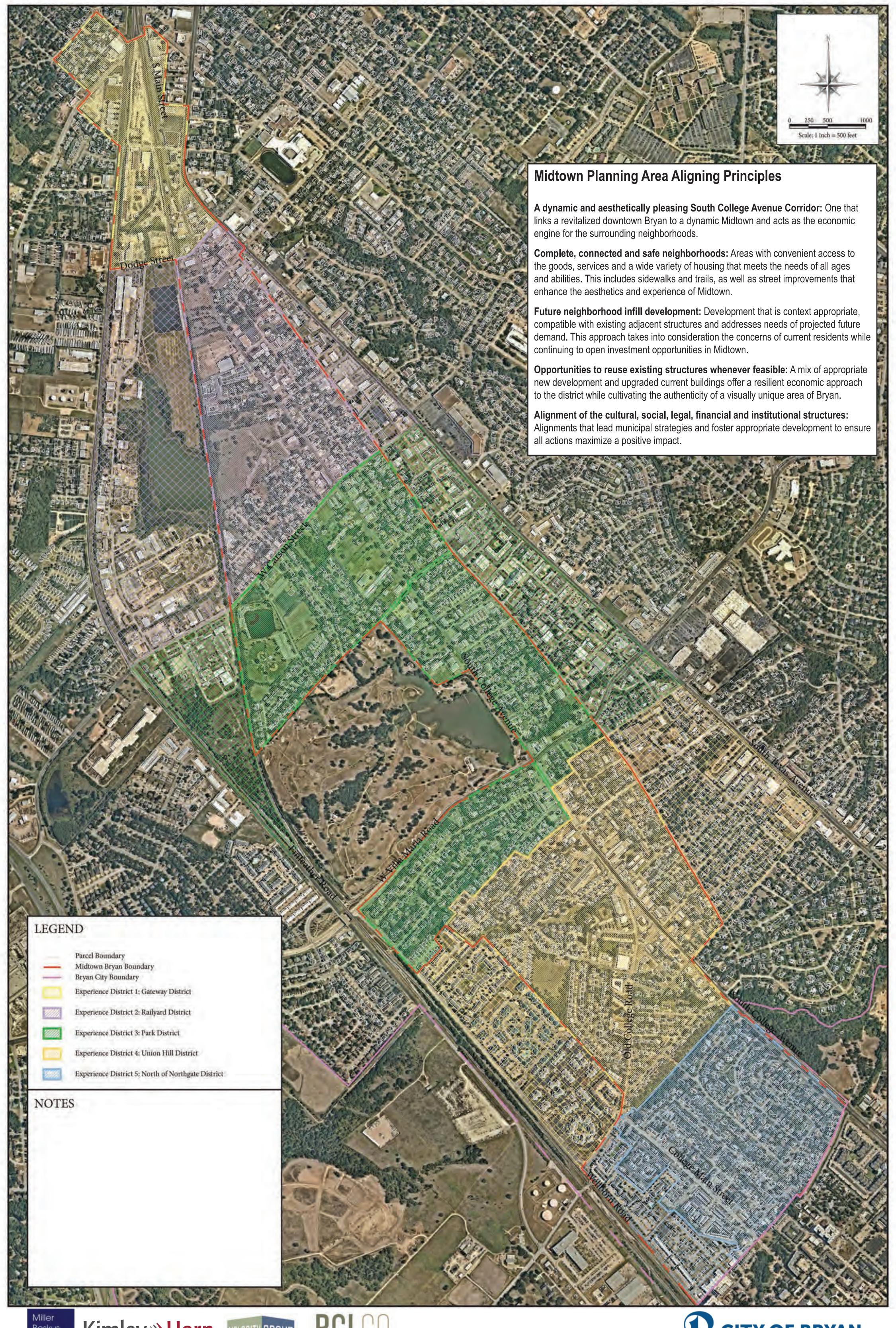
HOUSEHOLDS SUPPORT ADDITIONAL COMMERICAL SPACE

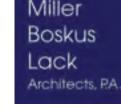
Shifting consumer spending habits and the rise of e-commerce have reduced the ratio between households and retail space, requiring additional household growth to help support new retail.

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





















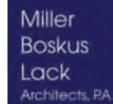


































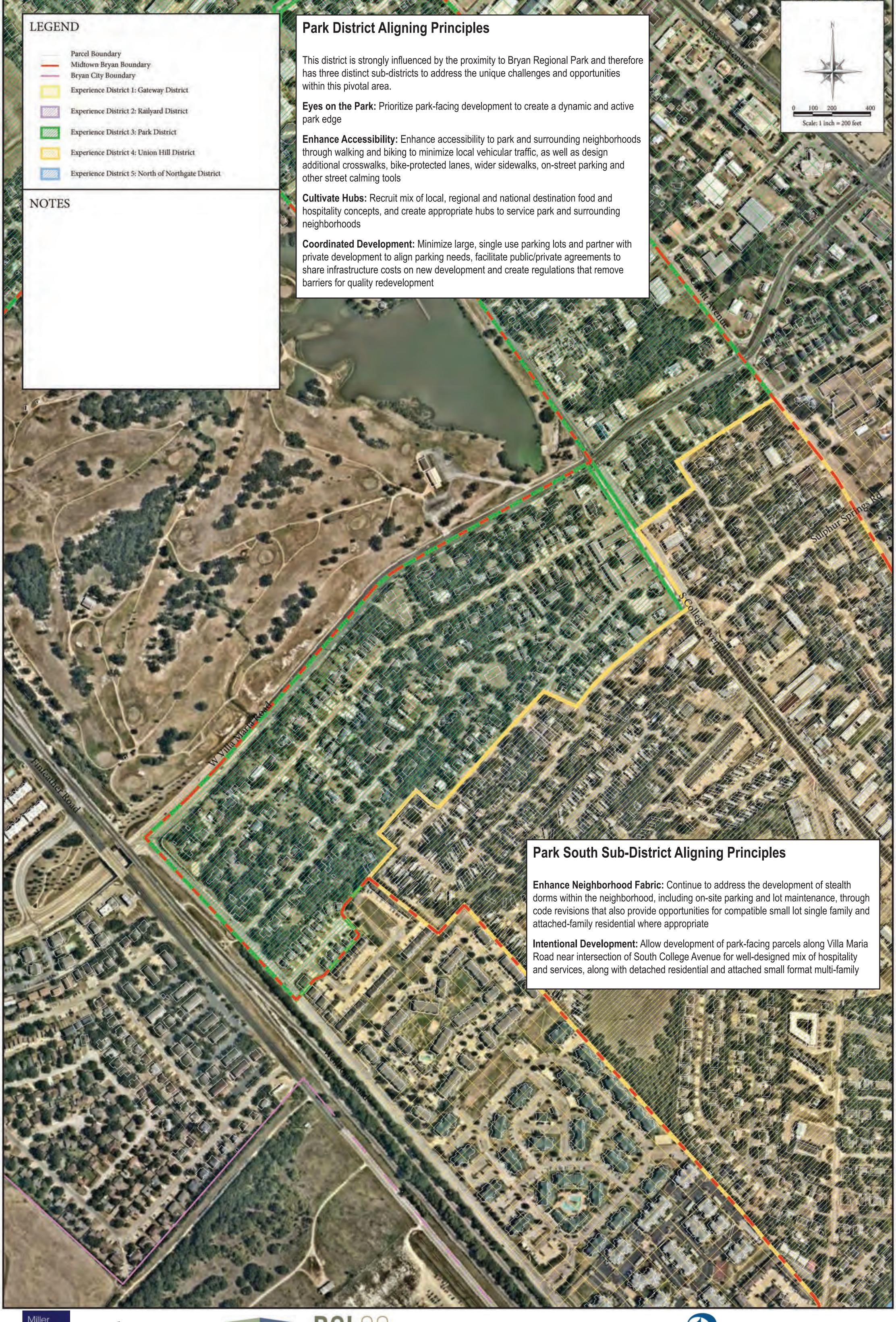










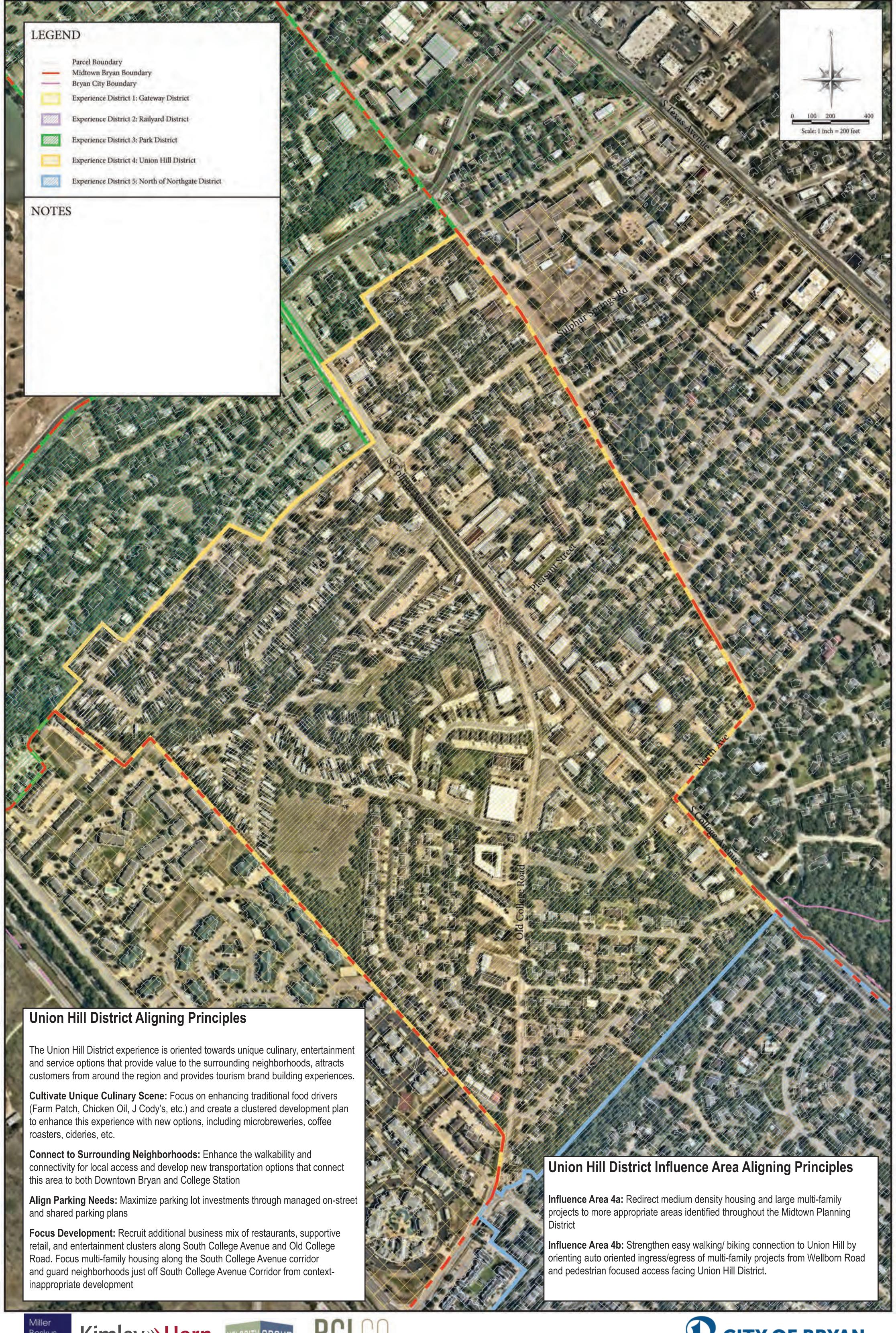














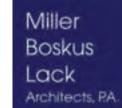




















Midtown Area Plan

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 bicyclist amenities, the existing right-ofway uses 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 Travis Field and the Bombers. Install 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 distinct 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 as infill occurs. Upgrading streets, such as Rountree Drive, to be park-edge streets with trail connections, pedestrian linkages, plaza spaces, entertainment access and outdoor dining 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 shade 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.

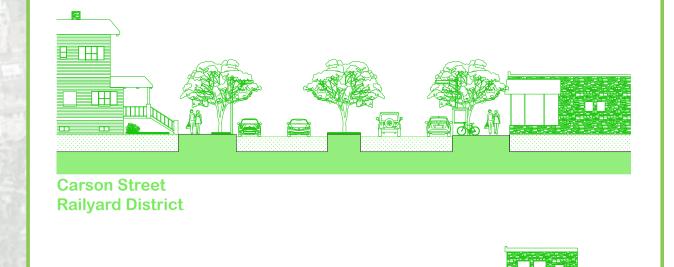
North of Northgate Catalytic Project

Existing College Main is a great public improvement. Improve connections to College Main and South College Avenue for pedestrian and bicyclists. Rezone private property to South College **Zoning District to maximize use allowances and** create a balanced density pattern.

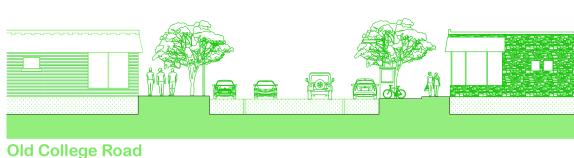
General Aligning Principles

- 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 returns.
- Opportunities to reuse existing structures whenever feasible, as a mix of appropriate new development and upgraded current buildings offer a resilient 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.

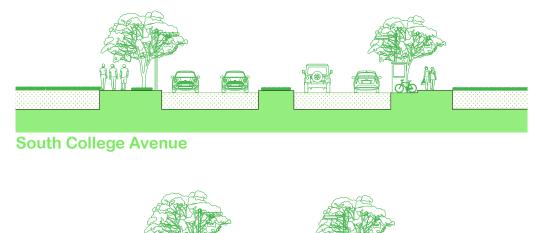
South College Avenue Infrastructure Improvements



Rountree Drive Park District



Union Hill District

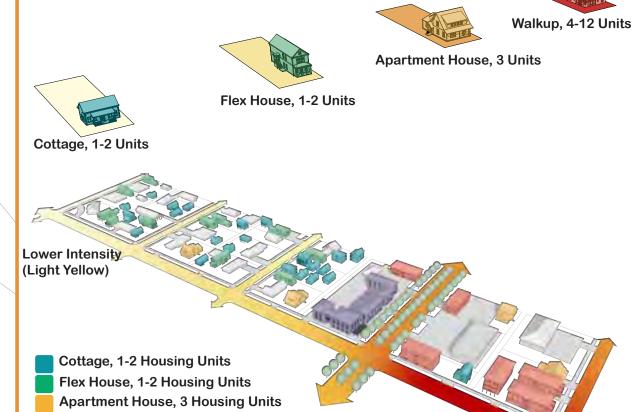


South College Avenue (Narrow)

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.









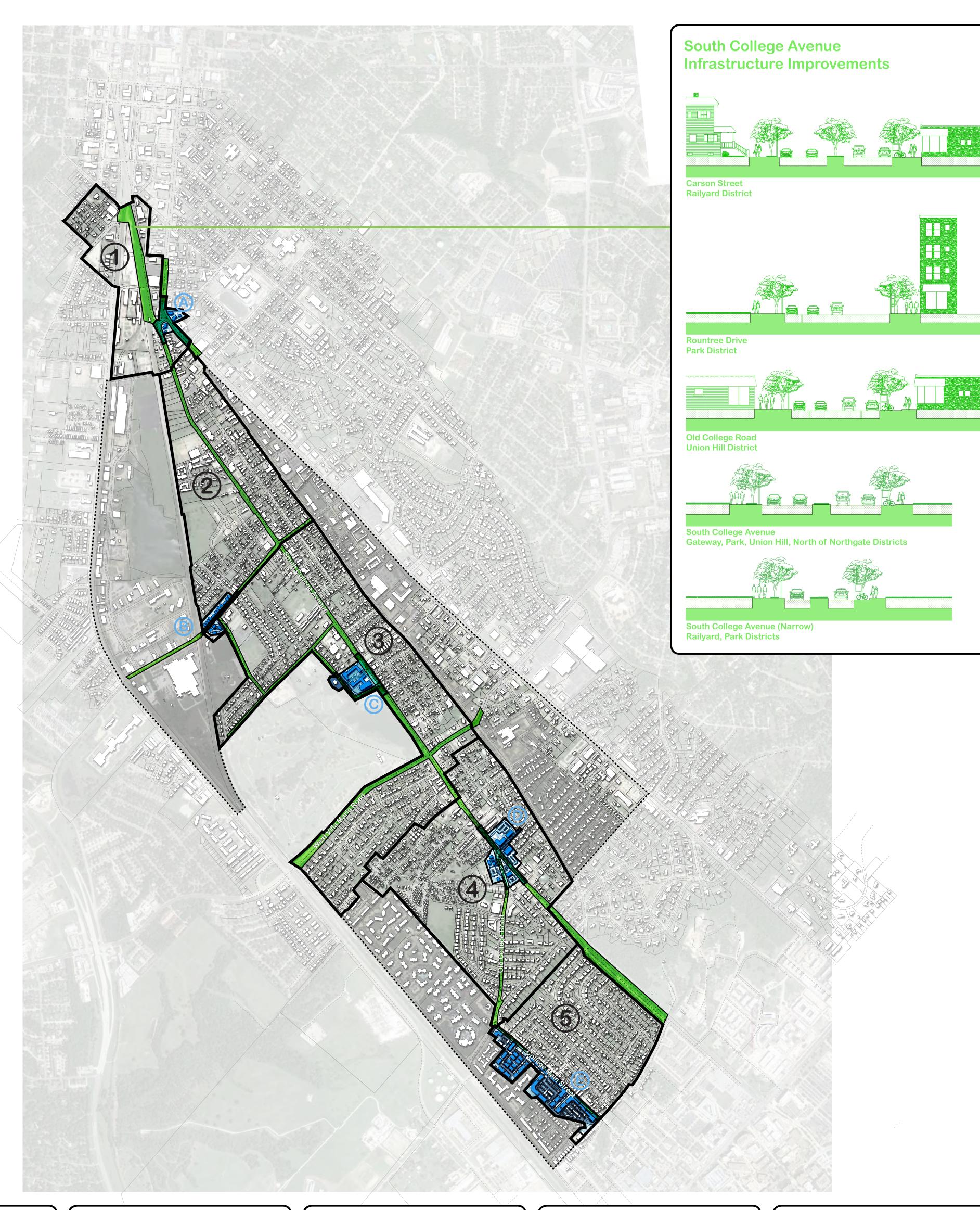




Higher Intensity (Dark Red)

South College

Bryan Texas



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.

Catalytic Project Description

Serve as gateway addressing the edge of Downtown and Midtown. Utilizing enhanced pedestrian and bicyclist amenities, the existing right-of-way uses 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.

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.



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

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, plaza spaces, entertainment access and outdoor dining 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.

Catalytic Project Description

Build on current key drivers by installing pedestrian and bicycle amenities, especially shade 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.**

Catalytic Project Description

Existing College Main is a great public improvement. Improve connections to College Main and South College Avenue for pedestrian and bicyclists. Rezone private property to South College District to maximize use allowances and create a balanced density pattern.









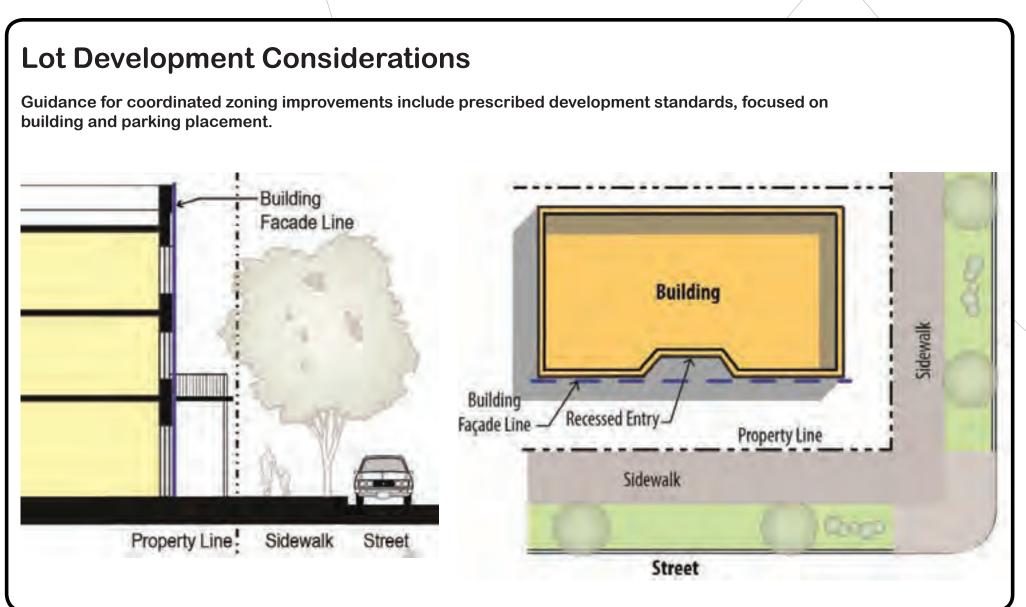


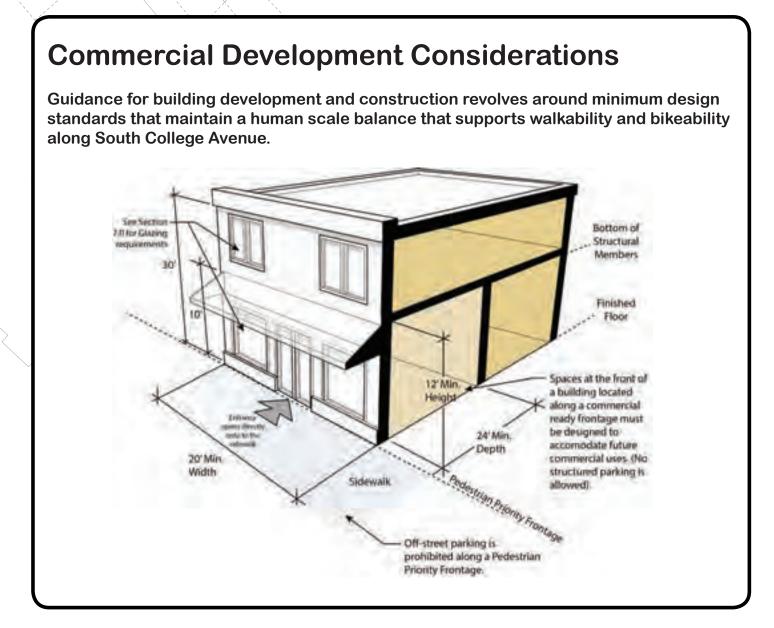


Existing South College Zoning District

Proposed Expansion of South College Zoning District













Gateway Catalytic Projects

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



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

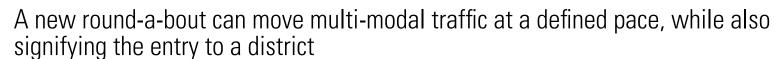
Infill development addresses the street frontage and allows pedestrian passages through to shared parking

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

Experience Imagery







Gateway art features that denote the entrance to the district

Existing Conditions



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.

Proposed Street Improvements



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



Connecting South College Avenue to Travis Field is important. Carson Street improvements incorporate

medians and on-street parking

event parking

to support local commercial and

Alley connection to support private

Pedestrian crossing can be themed to represent the major drivers. In this case, a baseball thread paving system for the crosswalks

Enhanced pedestrian and bicycle amenities along Bomber support connectivity to Park and neighbors





Existing Conditions

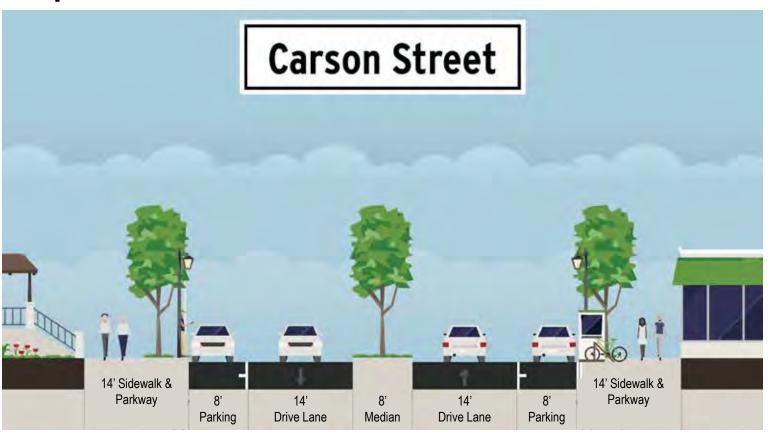


Existing roadway lacks pedestrian connectivity at a major entertainment venue within a neighborhood. Need to provide multi-modal options within these neighborhood streets.

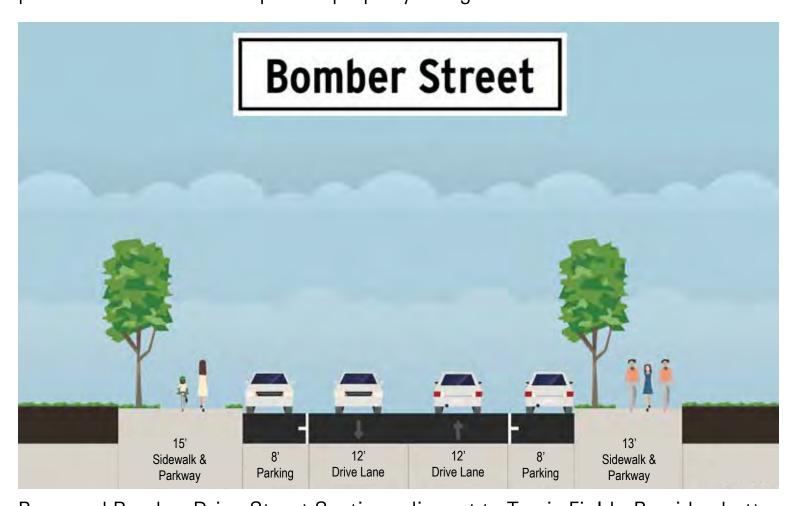


Lack of tree/shade coverage shortens the length that pedestrians are willing to walk. Take advantage of excellent walking path by extending it to the park, neighborhoods and activity on Carson.

Proposed Street Cross Sections



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 sidewalk.



Proposed Bomber Drive Street Section adjacent to Travis Field - Provides better multi-modal connectivity around Travis Field. Includes extension of multimodal trail system to provide better connectivity for adjacent neighborhoods.

Experience Imagery



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.



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.







TRAVIS

FIELD



Park Catalytic Projects

Park Proposed Project

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

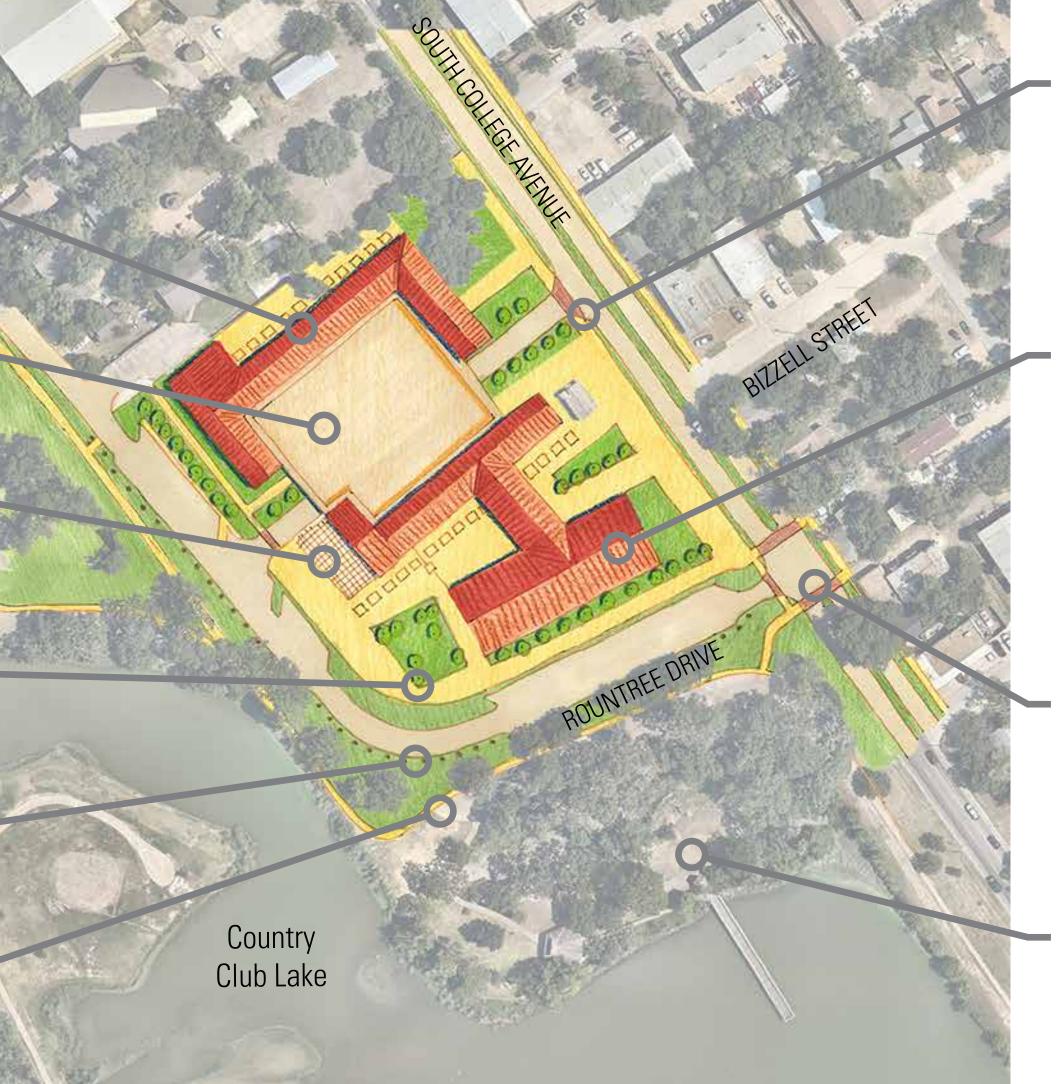
Shared parking facility, wrapped by mixed-use development

> New restaurant to mix public space and outdoor dining space

Plaza space used to transition to park-edge street from mixed-use

Rountree Drive reinvented as a pedestrian-oriented plaza street to connect seamlessly with trail system

Park trail system connected to development and pedestrian crossing at South College Avenue



Minimize vehicular access and utilize this access to shared parking opportunities

Mixed-use building with potential hospitality above non-residential

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

Existing Conditions

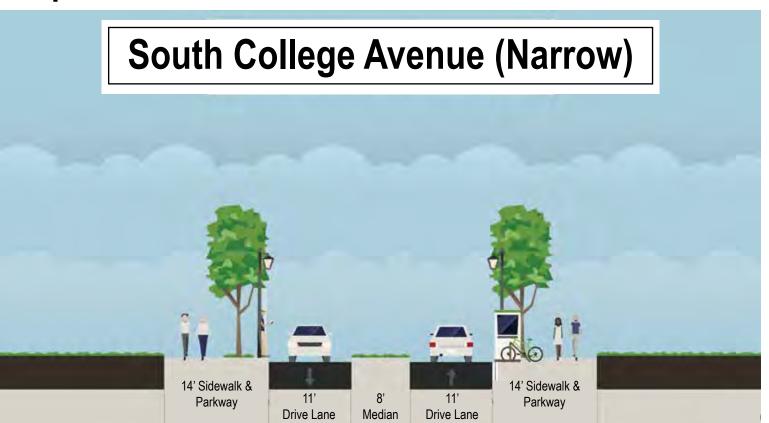


Existing roadway has a tight space for improvements and existing trees close to the curb. Minimal opportunity for on-street parking requires better use of alley access and shared parking.

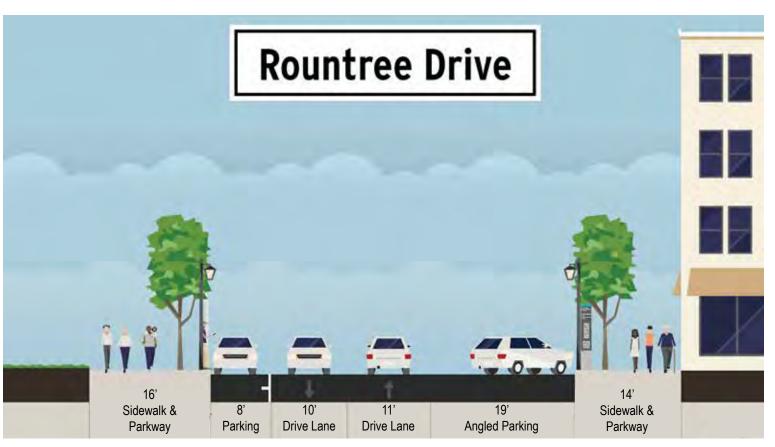


Rountree Drive, as a park-edge street, lacks pedestrian facilities, but has significant tree coverage. Take advantage of existing trees and connections to existing park trails.

Proposed Street Cross Sections



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.



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.





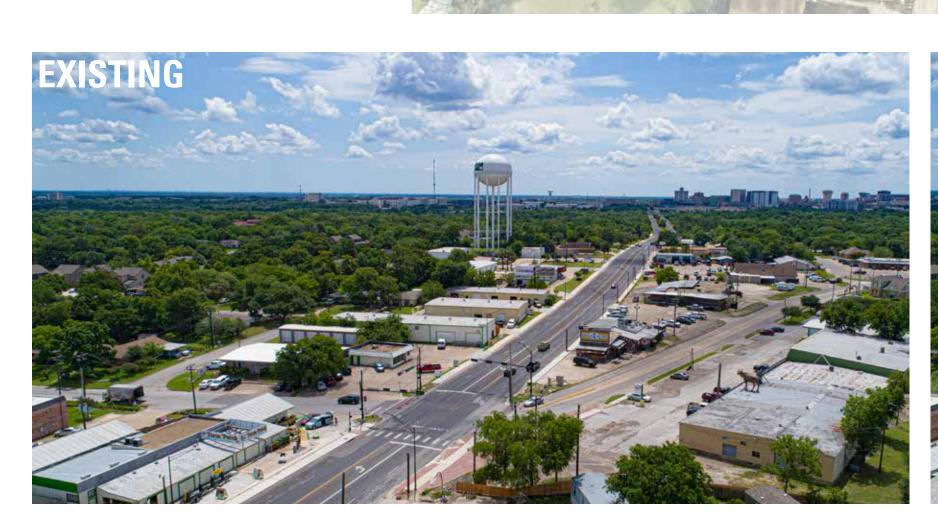




Union Hill Catalytic Projects

Union Hill Proposed Project







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.

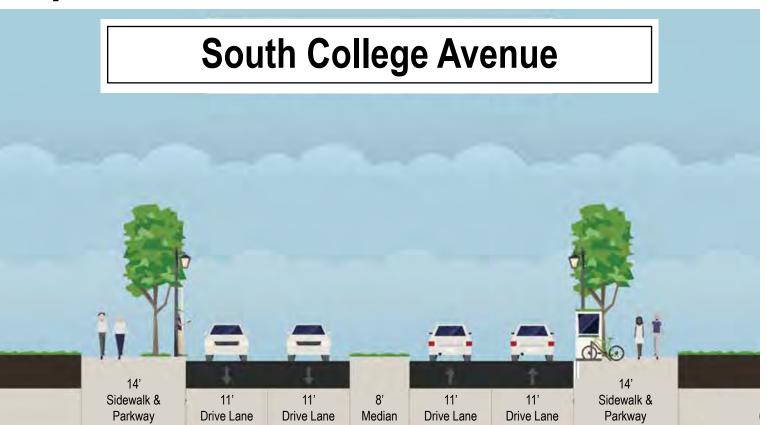


Missing or unidentified crosswalks discourage walkability



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.

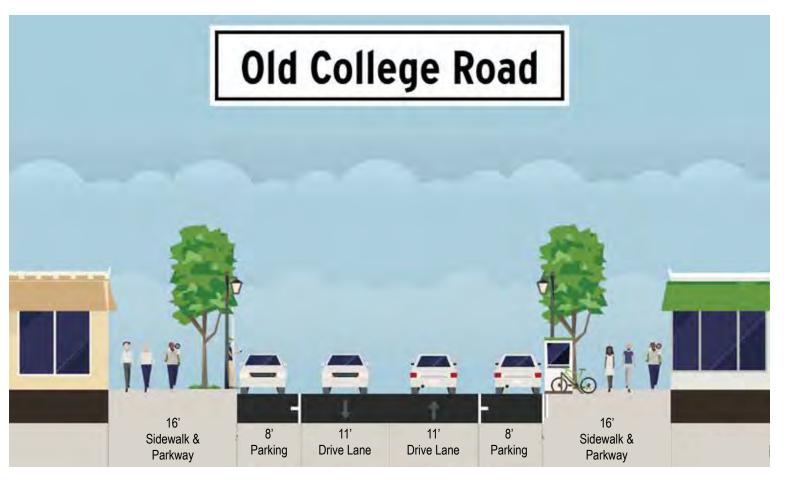
Proposed Street Cross Sections



Proposed Typical Street Section for South College Avenue - Median may be inverted to provide 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 sidewalk.



Proposed Select 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.



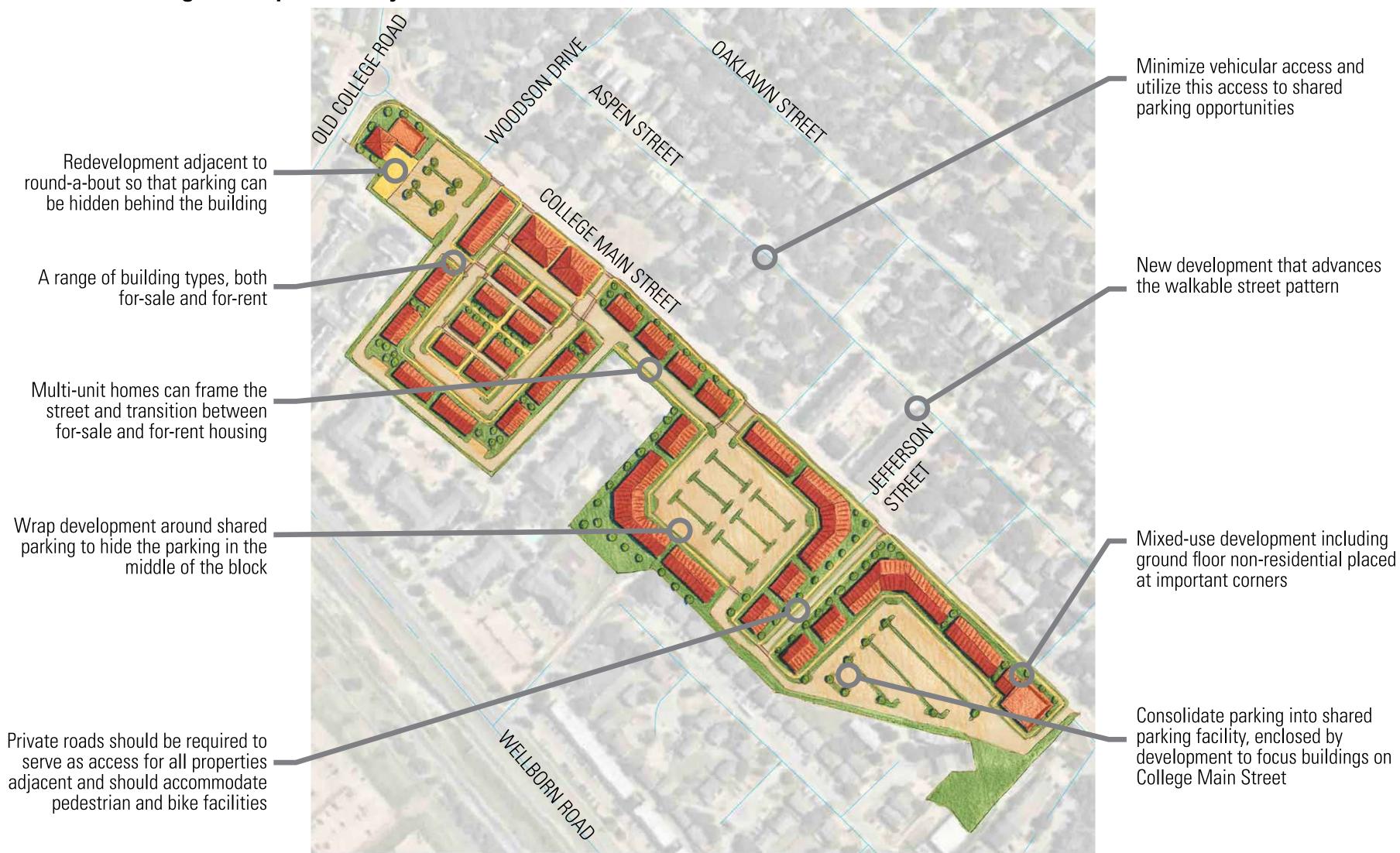




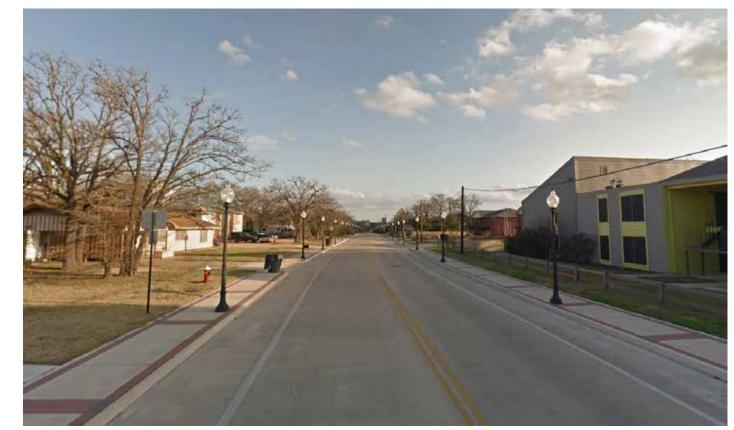


North of Northgate Projects

North of Northgate Proposed Project



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.



Jefferson Street is a good example of street improvements as development occurs on the full block.



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.



Aspen is a typical neighborhood street that incorporates old growth trees and accommodates local traffic.

Experience Imagery



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



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



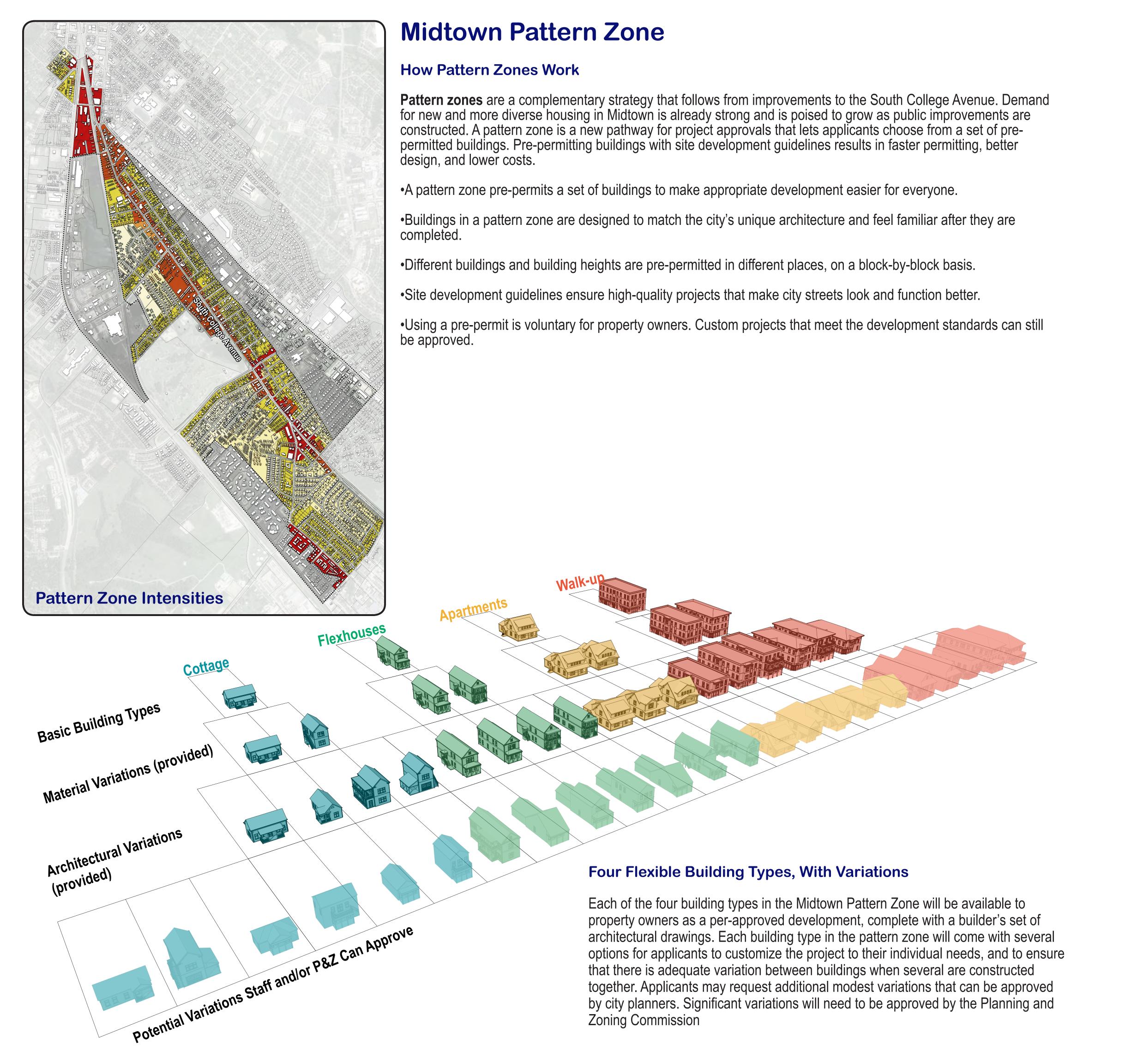
Existing multi-unit homes in Bryan speak to a compatibility between for-rent and for-sale housing in Midtown

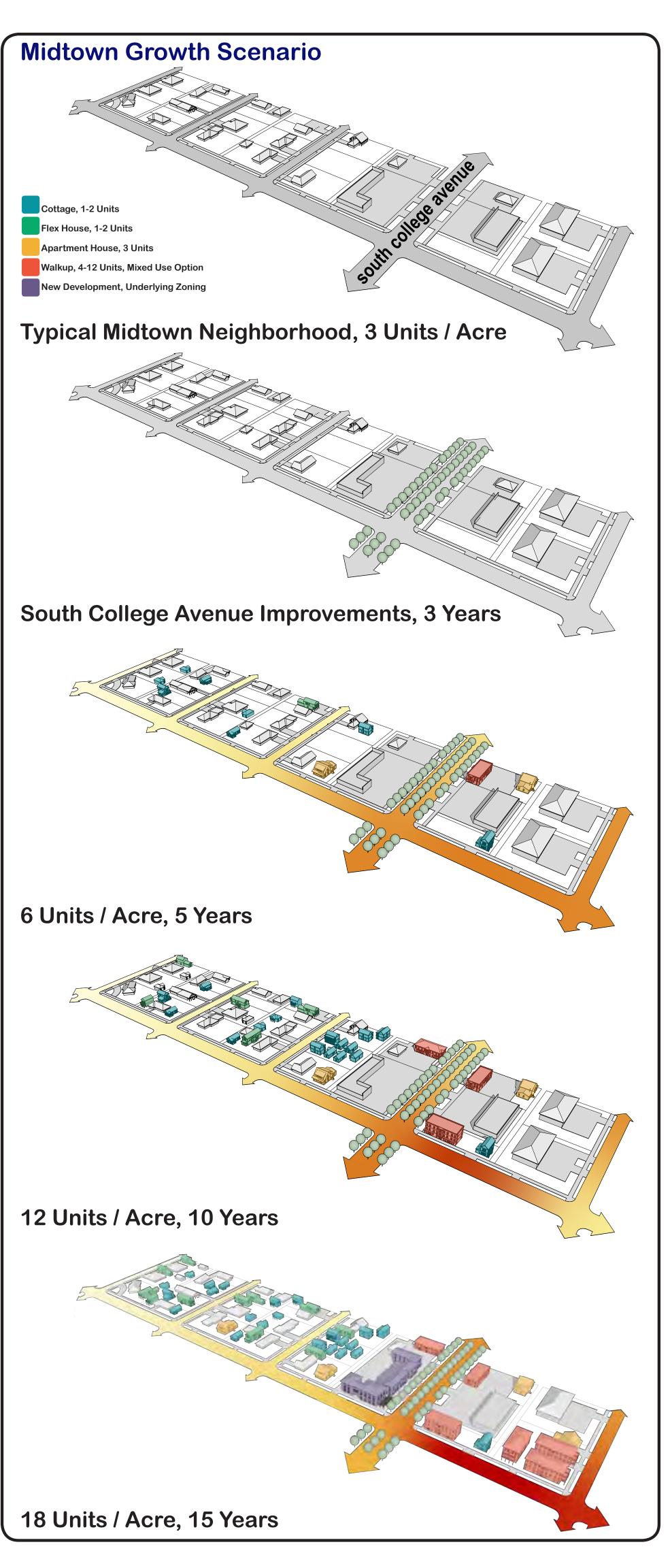


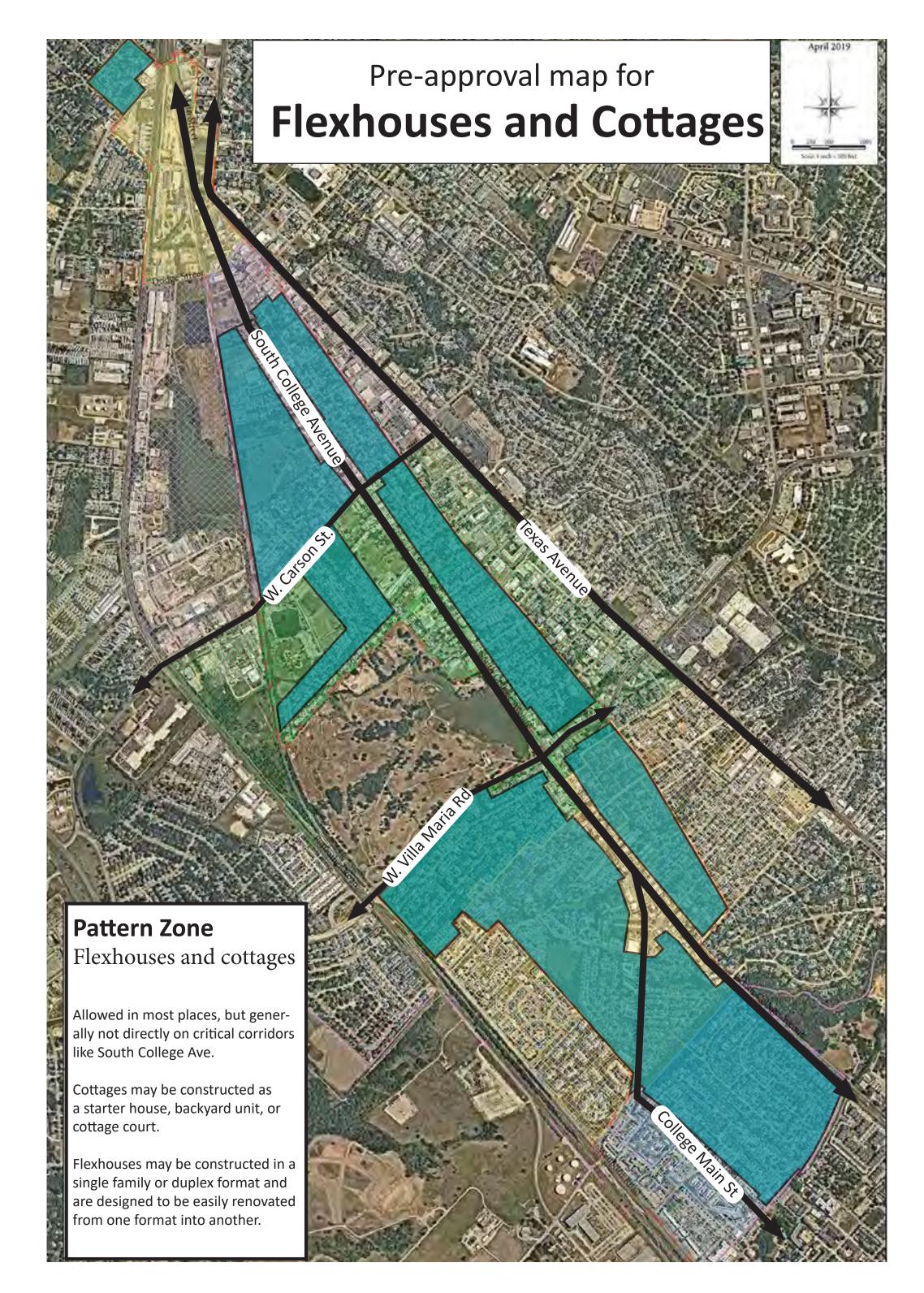












Midtown Cottage

Maximum Flexibility in a Small Footprint

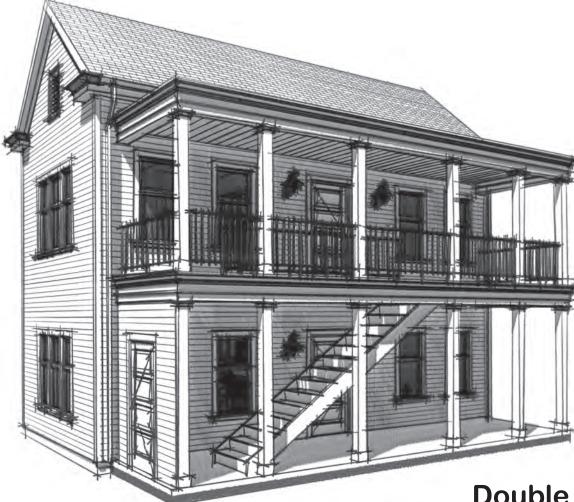
The Cottage is an adaptable building that offers variable functionality through a modular design.

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.

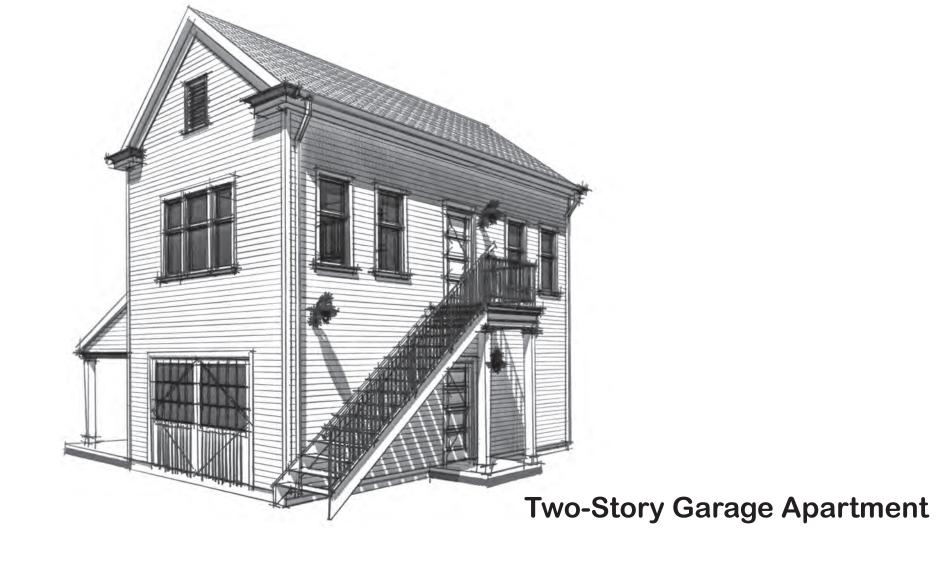
The second level efficiently stacks plumbing over the first level, but offers a bathroom arrangement that is more conventional. In situations where accessibility is not required, the second level plan can be used on both levels.

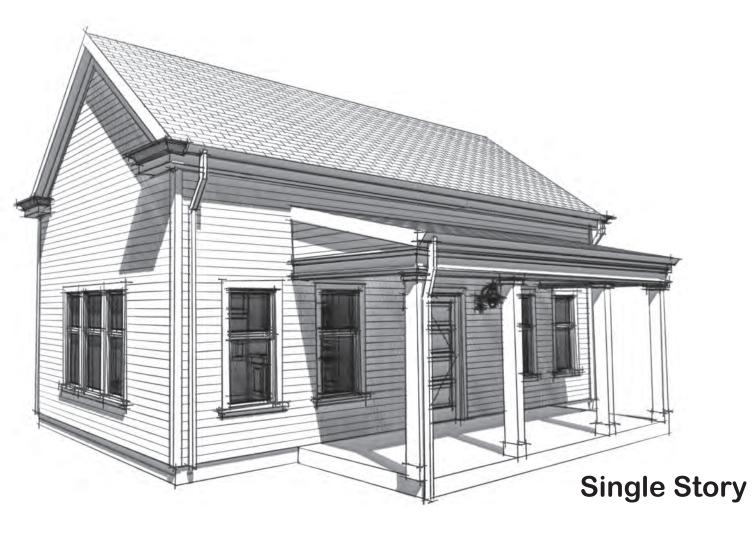
The Cottage can be built in a variety of different site conditions, either as a standalone primary structure fronting the street, a backyard cottage ("Accessory Dwelling Unit"), or several cottages can be built together to form a courtyard format.





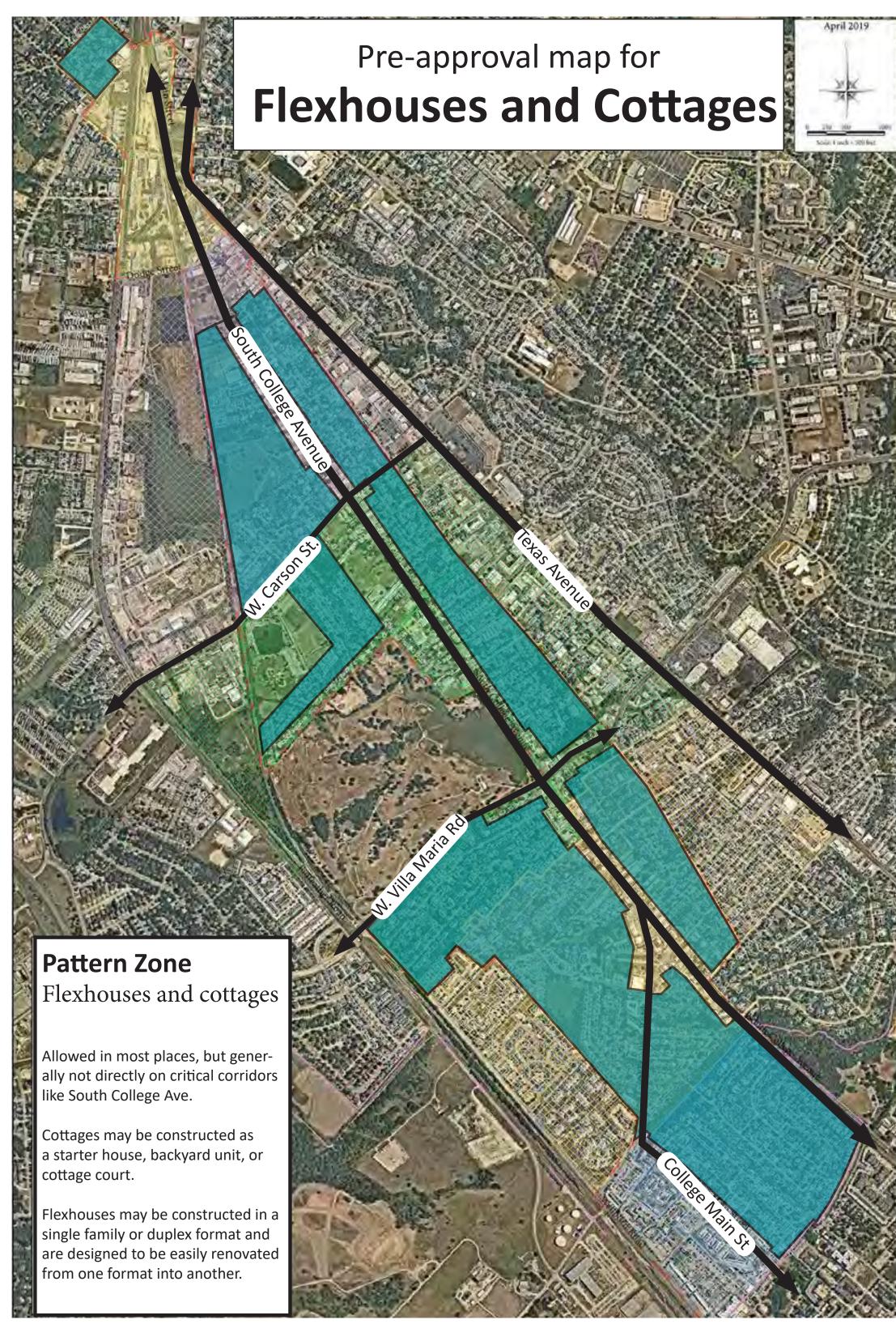








Two-Story Twin Apartment





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 bath apartment on the second level that is accessed via a private entrance on the side of the building.

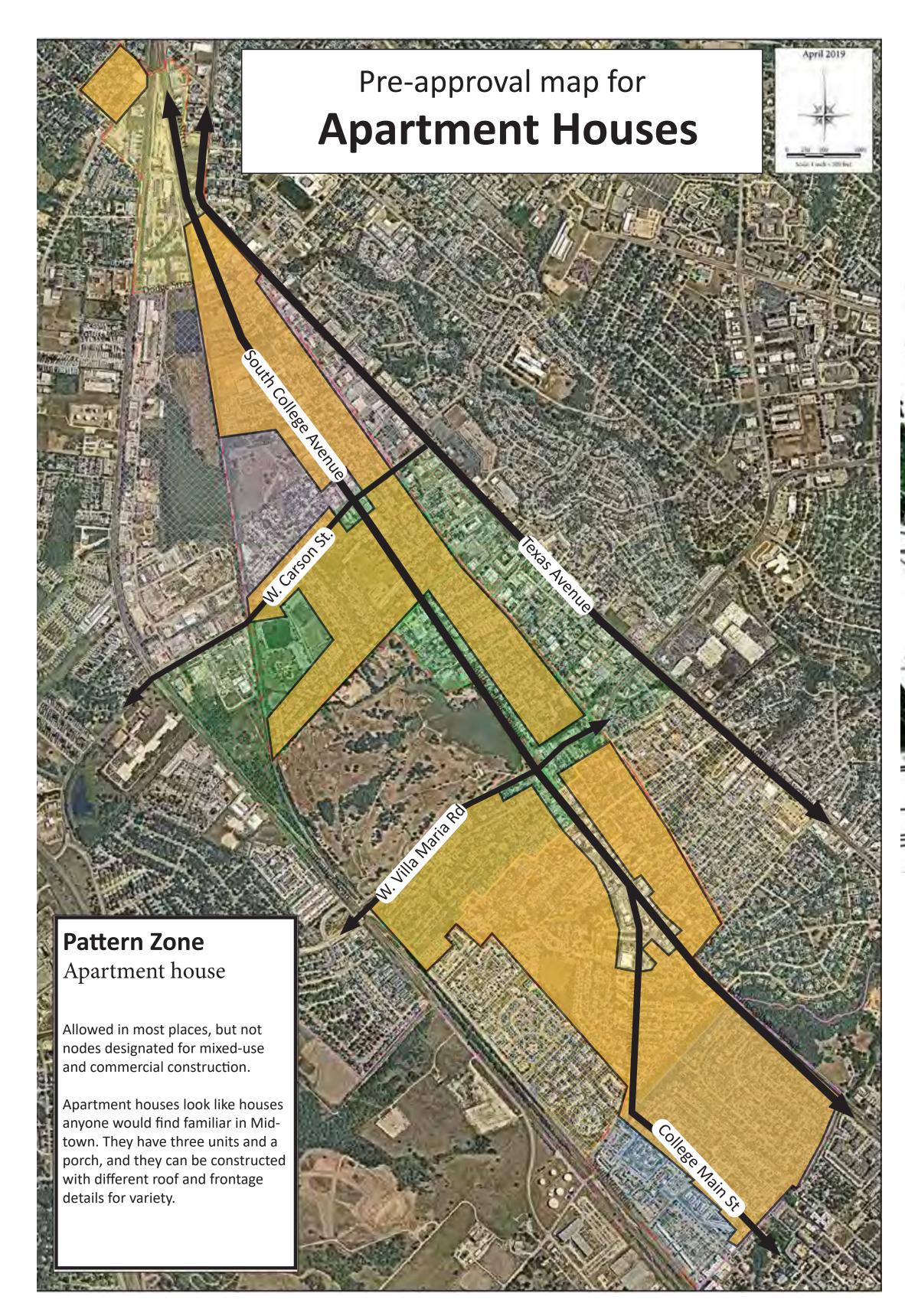








Single Porch Flex House with Cottage ADU Behind











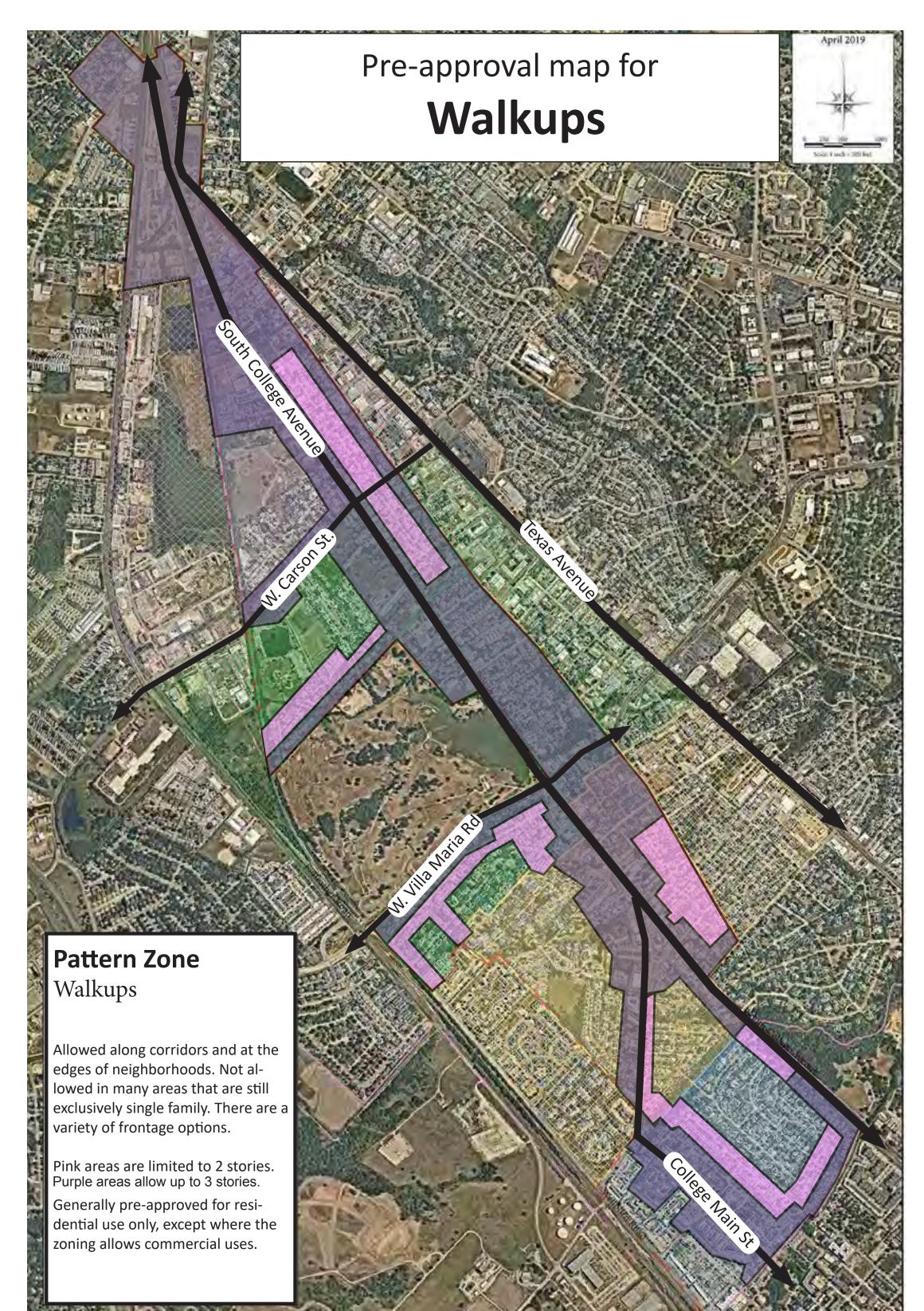
Low-Slope Apartment House

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.









Three-Story Brick Mixed-Use Walk-ups with Optional Architectural Detailing

Three-Story Brick Residential 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.







Three-Story Fiber Cement Mixed-Use v with Optional Architectural Detailing

Three-Story Fiber Cement Residential Walk-Up