



SOUTH COLLEGE DISTRICT Redevelopment Plan, Bryan, TX

2015 Spring Plan 689_Site Planning, Texas A&M

Instructor: Yunmi Park

PLAN 689 SITE PLANNING is,

Course Description

PLAN689 is a class offered to **25 first year of master students** in Urban Planning program at Texas A&M University. The course is designed to provide basic understanding of several aspects of site planning from site analysis to the actual plan development. The course serves as an introduction course for students who are willing to serve in public sector career in the site plan submittal evaluation and also are planning more intensive study in urban design. Our primary goal is learning programmatic progress and preparation of site plans, but students will also

- learn basic understanding of urban design;
- learn design paradigm and its application;
- exercise basic graphic skills;
- develop team efforts and communication skills.



Course Format

The class was presented with a hybrid of lectures, group projects, and critiques, culminating in the completion of a final design project. One third of class focused on basic knowledge of physical planning and urban design, while the latter two thirds were comprised of the actual site planning project. The project required students to work in teams and develop a master site plan for “South College Corridor District in the city of Bryan, TX”, including data collection and analysis, planning goals and visions, and site programs and a master plan. Five students from different backgrounds worked in each group. Major contents that students were developed are

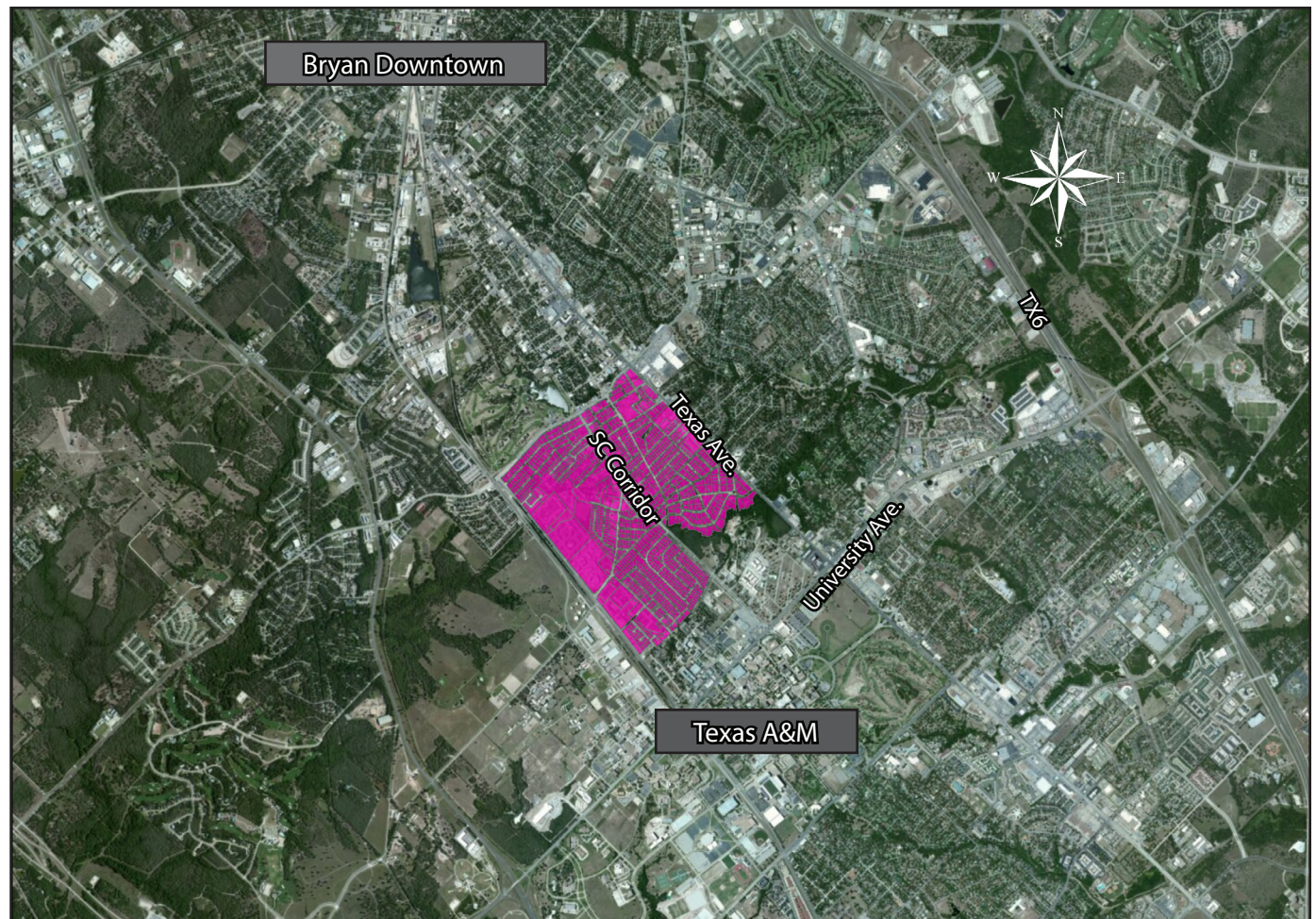
- **Context Analysis** was completed based on indoor and field research. Baseline data such as natural resources, man-made features, social-cultural factors were collected. For field observation, task Lists were given to identify street, block, building, open space, land use (not zoning), transportation, and behavior of visitors and residents. Related plans and policies were also examined.
- **Vision and Goals** were clearly stated. Students were also required to have “brand” and “logo” that matches vision and goals.
- Before landing on the final master plan, several alternative **Conceptual Maps** were created by handdrawings.
- A **Master Plan** was developed and **3D models** were presented.

Final products were presented by posters (48’*36’) and reports (11’*8.5’).

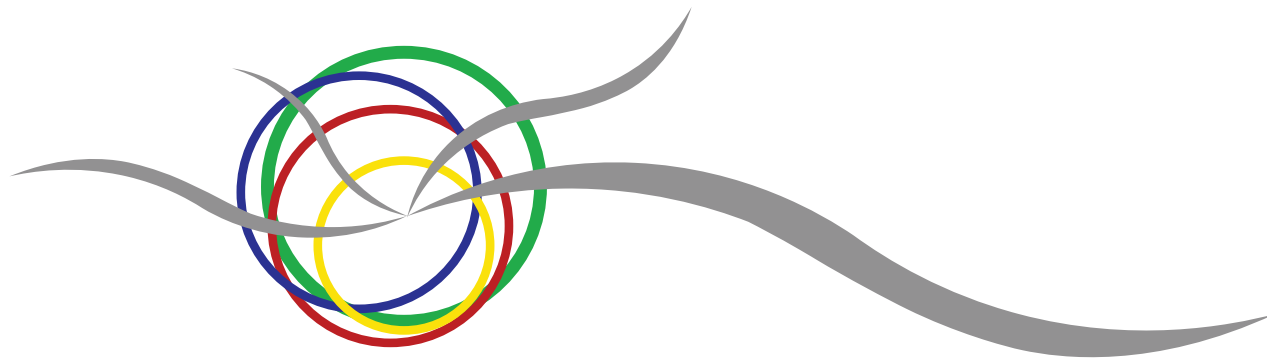
Site Description

The site, South College Corridor District, is located between the boarder of the city of Bryan and College Station where Texas A&M University is placed. South College Corridor had been served as a major throughfare to connect Texas A&M University and Downtown Bryan. In 1910, the City built a trolley system along South College Avenue.

Along with the growth of Texas A&M university and its expansion toward Texas Avenue, TX6, and University Avenue, South College Avenue has lost much of its glory as a destination point. The district has been mainly developed for single family housing units, mobiell homes, and few restaurants and bars. However, recent private redevelopment projects with mixed-use buildings and apartment complexes nearby will change the topography of this area. To provide a big picture and guide future development in this area, students were created redevelopment plans for several parts of the whole community.



South College Corridor District



SOUTH COLLEGE VILLAGE

CORRIDOR REVITALIZATION PLAN
BRYAN, TX



PLAN 689 | SITE PLANNING

PUBLISHED ON MAY 7TH, 2015
PRESENTED TO: DR. YUNMI PARK



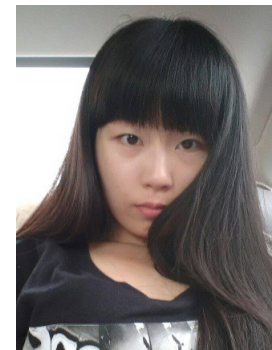
JINUK HWANG



ROB MCCHAREN



VERA ABOU SHAKRA



YI MENG

TEAM AWESOME



RYAN TERRY

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1. INTRODUCTION

Imagine living in a neighborhood just 1.5 miles from Texas A&M university where you can live, work, and play, all within a 5-minute walk from your house or apartment. Imagine being able to walk to your son or daughter's baseball or soccer game at the park just down the street. Imagine being able to run all of your basic daily errands without ever having to get into your car. Imagine a place where you know your neighbors and your children can walk to school.

South College Village will be that place. It will create a true neighborhood center that offers its residents a walkable, multi-generational, mixed-income community.

South College Village will bring the best in urban design and community amenities to one of the best small cities in Texas and will create as an intermediary link between the Texas A&M university and downtown Bryan. This node will allow the city to create a transit-oriented development corridor parallel to the existing Texas Avenue corridor.

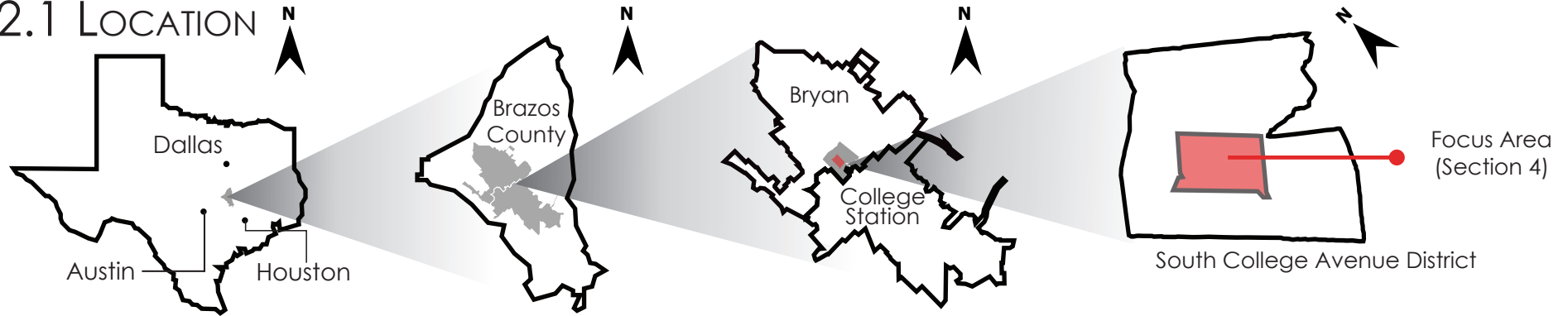
This new development corridor will drive economic growth as the city sees an increase in the number of businesses and residents seeking to take advantage of its walkable neighborhood environment and superior amenities.

LOGO



2. CONTEXT ANALYSIS

2.1 LOCATION

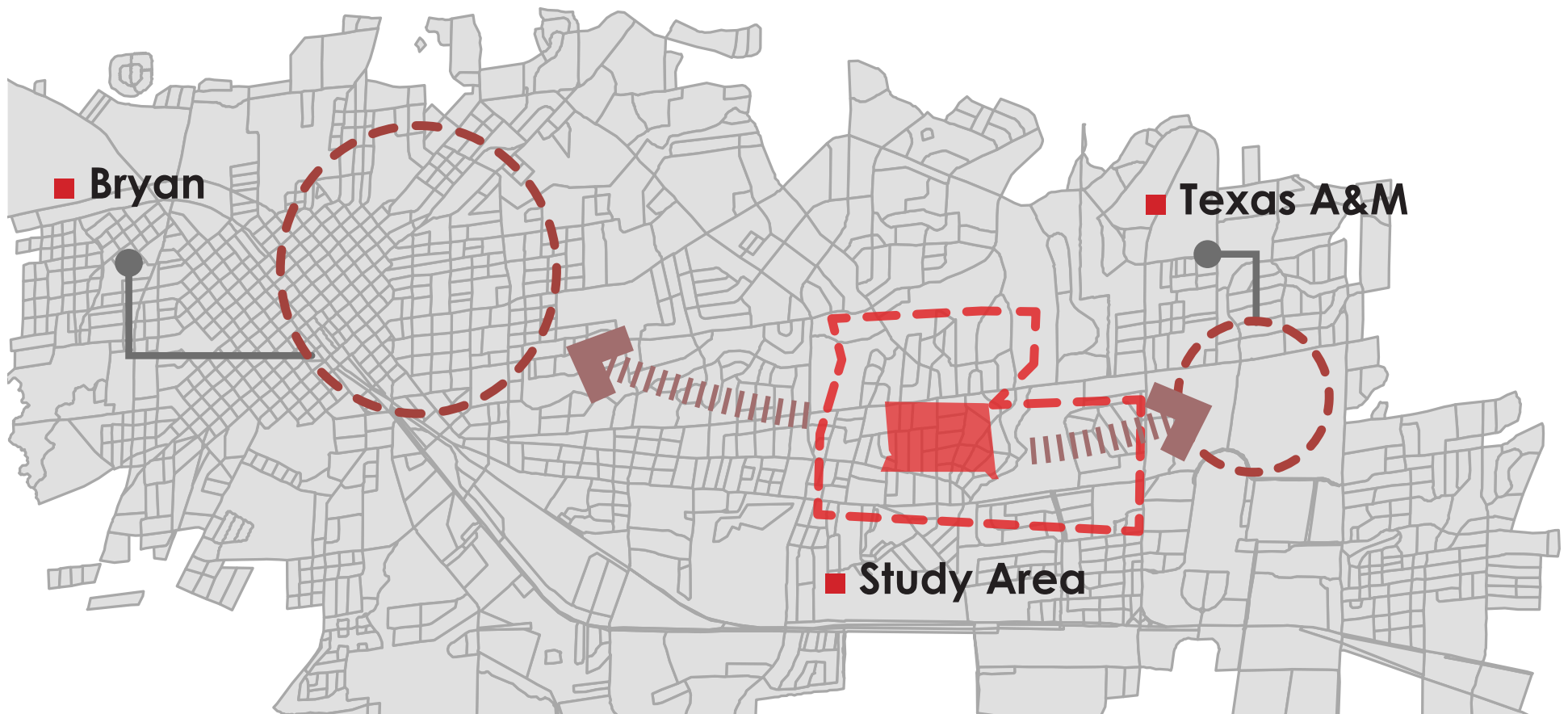


2.2 BACKGROUND

The City of Bryan is located in central Brazos County, Texas. It is connected to the City of College Station, and specifically to Texas A&M University by both Texas Avenue and College Avenue. Our site is located on South College Avenue which acts as a direct link between Downtown Bryan and Texas A&M University. This site acts as an intermediary node that connects several areas, including residences, businesses/employers, open spaces, parks, and other desirable locations within a community. This remarkable location presents the City of Bryan with a unique opportunity for development. However, public transportation and infrastructure investments will be essential for any planned redevelopment. The South College Corridor currently does not include multi-modal transportation options such as pedestrian rights of way, public transit, and bicycles.

The study corridor and neighborhood is generally bounded by the city limits of College Station to the south, Wellborn Road to the west, Texas Avenue to the east, and Villa Maria Road to the north. The proposed redevelopment site lies within this boundary, and is about 0.8 miles in length, beginning at Villa Maria and extending to the College Station City Limits near Hensel Park. The surrounding neighborhood is approximately 1.18 square miles and is home to nearly 8,000 residents.

2.2.1 PROXIMITY TO TEXAS A&M AND BRYAN



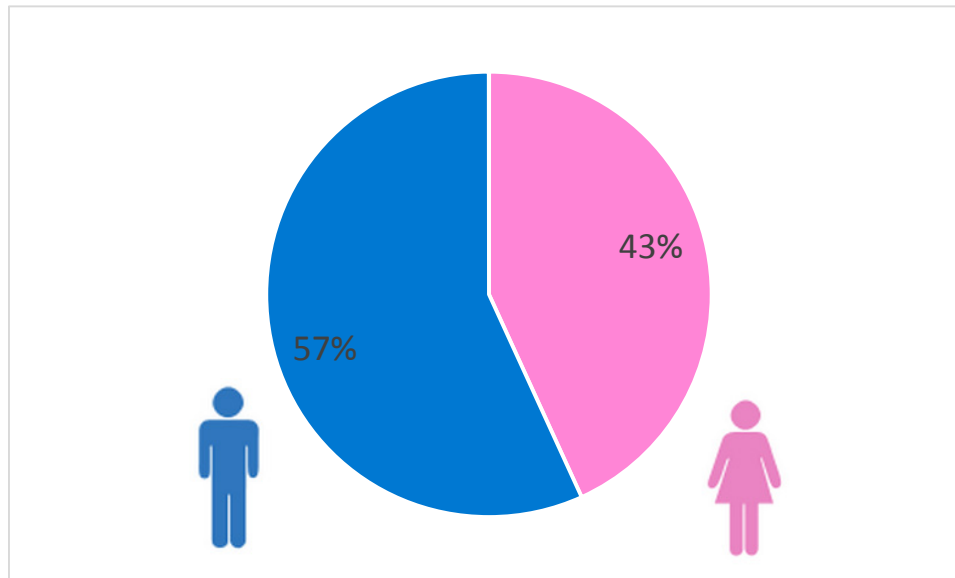
2.3 EXISTING CONDITIONS

2.3.1 DEMOGRAPHY

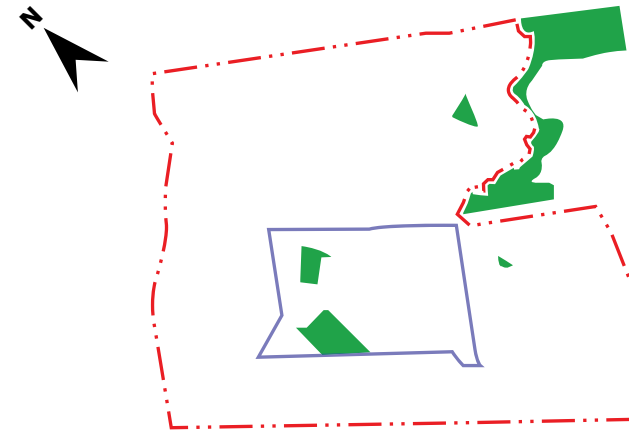
	Bryan / College Station	S. College Ave. District
Race/Ethnicity		
White	84,596	5,095
Black	16,033	1,052
Asian	7,887	721
Other	12,274	1,100
Total Population	120,790	7,968
Median Age (years)	23.3	22.8
Total Housing	48,061	3,726

Source: 2013 ACS 5-year

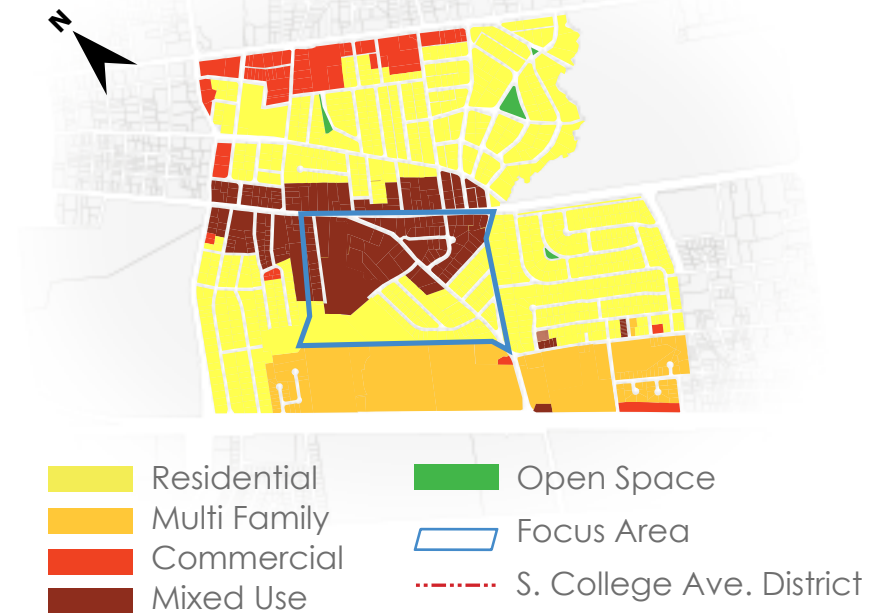
2.3.2 GENDER DISTRIBUTION



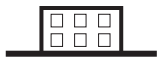
2.3.3 PARK AND OPEN SPACE



2.3.4 LAND USE



2.3.5 BLOCK TYPES & BUILDING MASSES



Commercial: 23 units



Multi-Family: 3 units



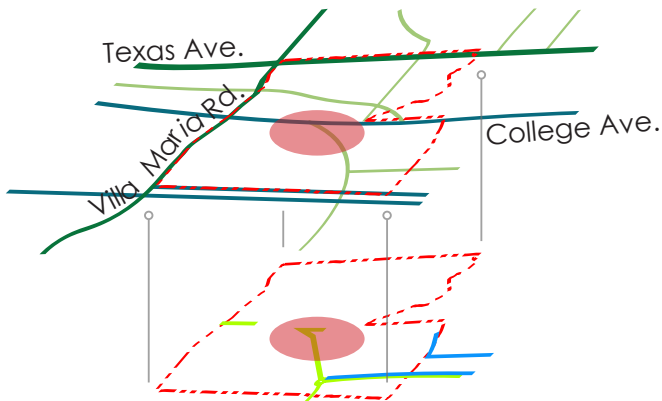
Residential: 125 units



Manufactured: 113 units

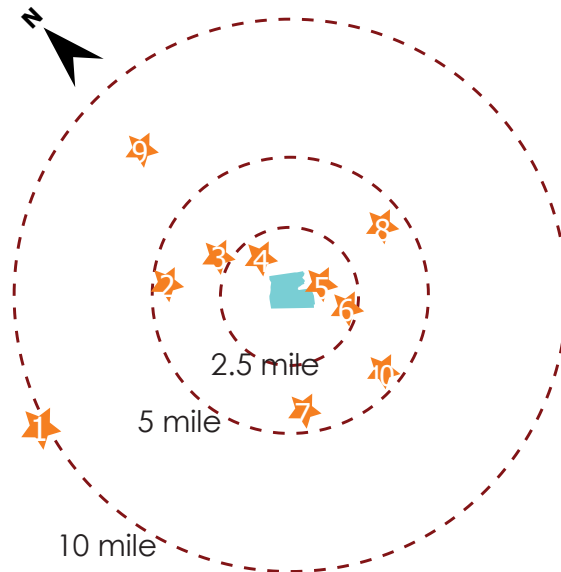


2.3.6 ROAD SYSTEM



- Major Arterials
- Minor Arterials
- Collectors
- Sidewalk
- Bike Lane
- S. College Ave. District
- Focus Area

2.3.7 POINT OF INTERESTS



1.Lake Bryan
 2.Downtown Bryan
 3.Blinn College
 4.St. Joseph Hospital
 5.Hensel Park
 6.Texas A&M Univ.
 7. ..Texas A&M Health Science
 8.Post Oak Mall
 9.Coulter Airfield
 10.Easterwood Airport
- ★ Attraction Points
 - Distance Boundary (mile)
 - S. College District

2.4 SWOT ANALYSIS

STRENGTHS

- **LOCATION:** South College Corridor site is located approx. 2 miles from Texas A&M University and 4 miles from downtown Bryan. It is surrounded by S. Texas Avenue, E. Villa Maria Rd., and University Dr.
- **ECONOMY:** Potential for commercial development. It is located approx. 1.3 miles from the Northgate Entertainment District.

OPPORTUNITIES

- **COLLEGE AVENUE:** It is a lightly trafficked minor arterial, passes through the site. This provides the opportunity to make the site more walkable.
- **PUBLIC TRANSIT SYSTEM:** Change TAMU bus route so that it passes through the site from Texas A&M to downtown Bryan via College Avenue. Expected growth and development in the area.

WEAKNESSES

- **TRANSPORTATION & INFRASTRUCTURE:** The lack of bike lanes and pedestrian sidewalks. The lack of safe roads and street lights.
- **ATTRACTION POINTS:** The lack of attraction points for pedestrians such as parks, green spaces, plazas, etc.

THREATS

- **CLIMATE:** Summers are long, warm and dry, while winters are short and mild. The warm temperate and humid continental climate shall be incorporated in the design in order to make a walkable area.
- **NEW DEVELOPMENTS:** They might be located in the proximity of South College Corridor site.

2.5 VISION AND GOALS

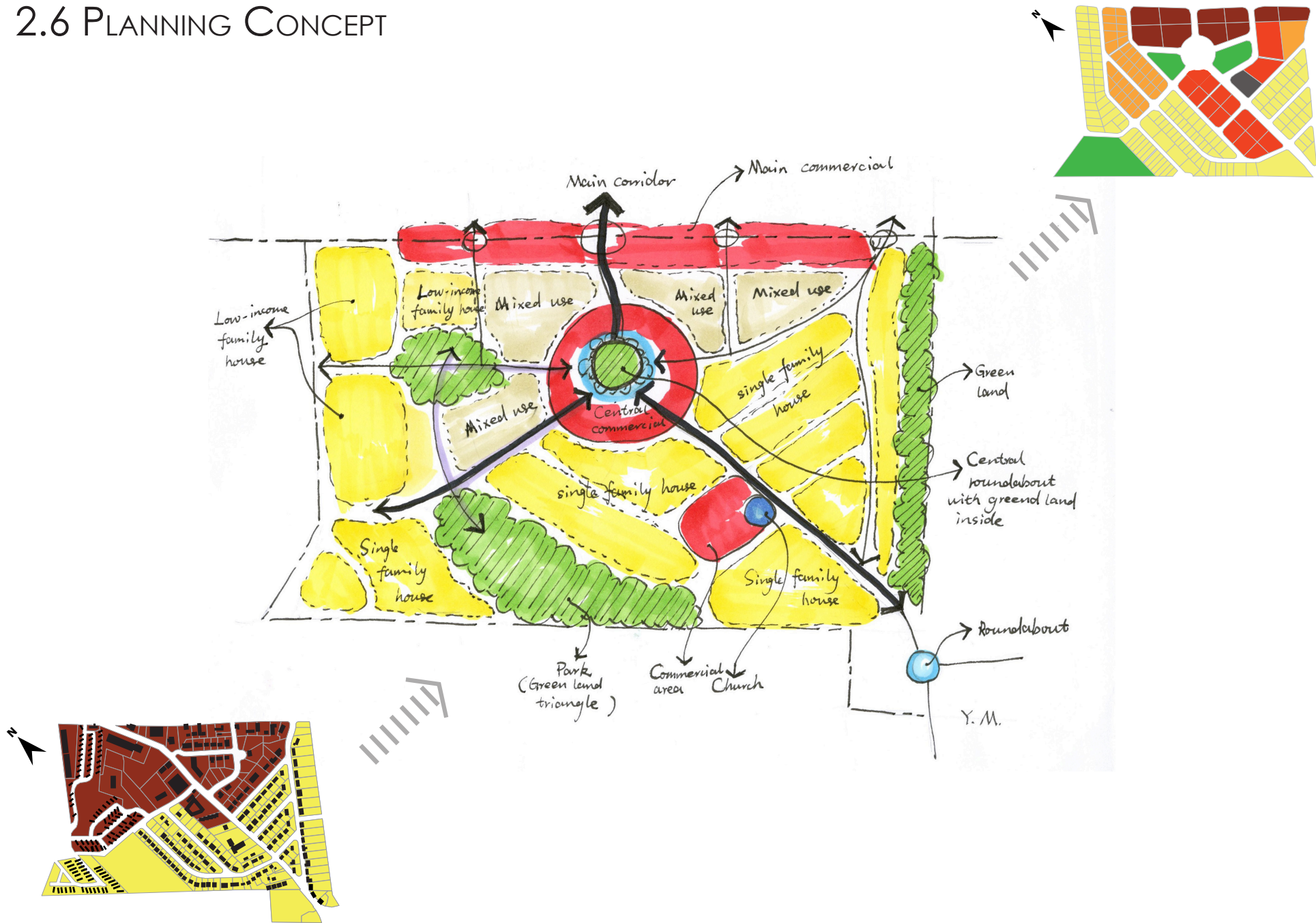
VISIONS

- Create small village between Texas A&M university and Downtown Bryan, in order to help in the revitalization of southern Bryan
- Build narrow colonnades in order to provide the residents with an opportunity to walk in the hot summer in College Station, and promote retail activity
- Incorporate open park spaces, which increase the amount of permeable surfaces
- Create Central roundabout which acts as a node for “South College Village”, with mixed use and commercial activities in its proximity
- Integrate walkability in the village by creating pedestrian connected streets
- Promote connectivity between Northgate, Texas A&M university and Downtown Bryan by creating continuous bike lanes and pedestrian friendly streets
- Create a transit-oriented development corridor parallel to the existing Texas Avenue corridor

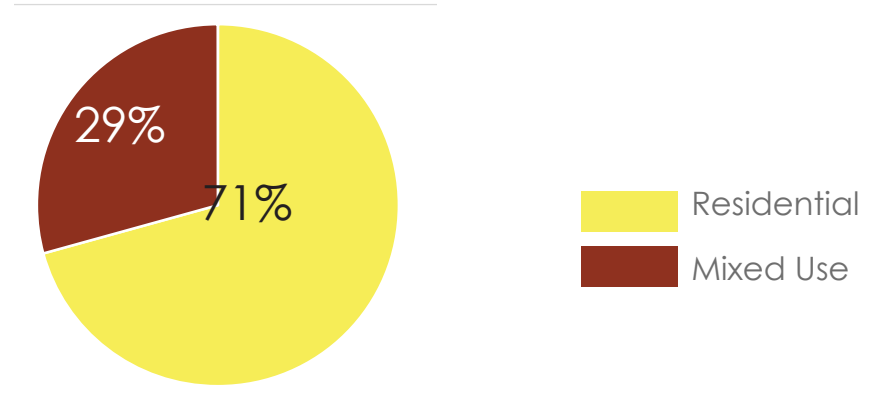
GOALS

- Promote social interaction by incorporating open spaces, plazas, walkable streets, and central roundabout
- Provide flexible plazas with various amenities for the residents and the visitors
- Encourage multi-use areas and maximize diversity
- Establish a destination and a landmark in order to motivate investors and developers to build in the village
- Connect Texas A&M university and Downtown Bryan by creating a walkable, bike-friendly environment.
- Encourage Brazos Transit District to add a bus route, which passes through “South College Village”, by providing future potential in the neighborhood and streets designed with bus stop
- Manage stormwater runoff by incorporating a retention pond within the central round-about
- Build safe streets with a median separating the drive lanes to prevent random turns and protect pedestrians.

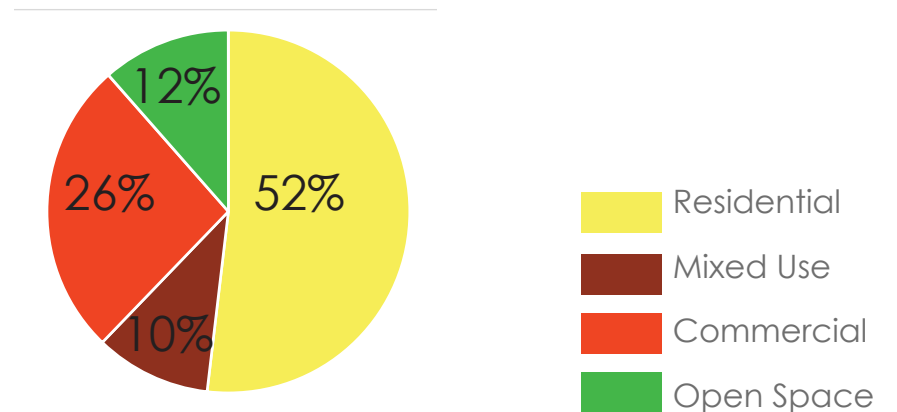
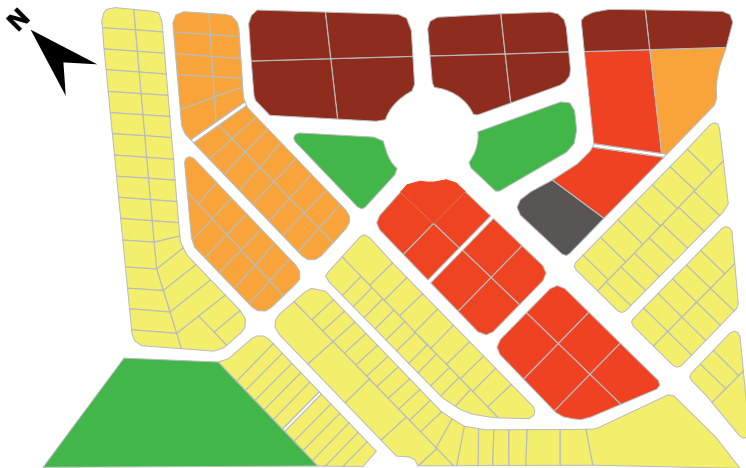
2.6 PLANNING CONCEPT



2.6.1 CURRENT ZONING



2.6.2 PROPOSED ZONING



2.7 CONCEPTUAL VISUALIZATION

PEDESTRIAN STREETS

Pedestrian-oriented shopping streets are the key to create a more livable community. They are designed in a connected pattern to public transit networks, pedestrian paths, colonnades and bike routes. Pedestrian friendly streets encourages walkability by providing pedestrian crossings, trees, street furniture, shades, etc.



FOUNTAIN AND ROUNDABOUT

The Central Roundabout acts as a node for "South College Village". It is designed to include place-making, sculptures, retention ponds for storm-water, and green spaces. It is a commercial hub where street vendors can park in its proximity.



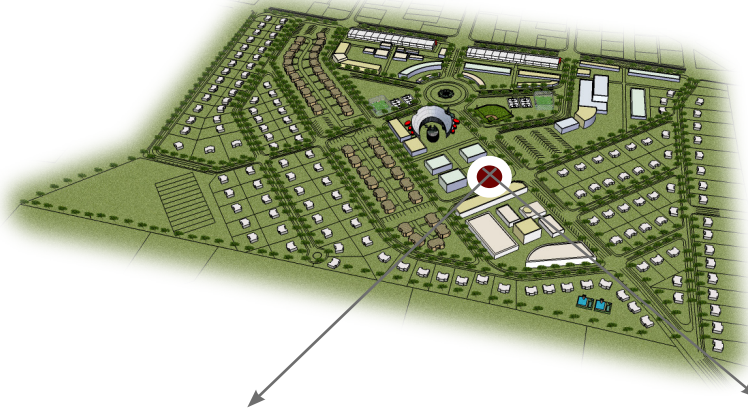
COLONNADES

The buildings located in the mixed-use area in the proximity of the central round-about will be two or three stories. The second floor will overhang the sidewalk and will be supported by columns. The sidewalk will be completely absorbed within the Colonnade in order to provide the pedestrians with shade.



FARMERS MARKET

Community Farmers Market promote long term sustainability and meaningful community impact, with a focus on building a stronger local food system. It acts as a community hub and provides farmers with a more profitable way to sell their crops.



3. REDEVELOPMENT PLAN

3.1 PROGRAMMING

3.1.2 TOTAL AREA PER LAND USE TYPE

	AREA (HECTARES)
MIXED USE	4.68
SINGLE FAMILY	16.71
MULTI-FAMILY	6.83
COMMERCIAL	11.95
OPEN SPACE	5.21
TOTAL	45.38

3.1.2 NUMBER OF UNITS PER LAND USE TYPE



Commercial: 93 units*



Multi-Family: 248 units*

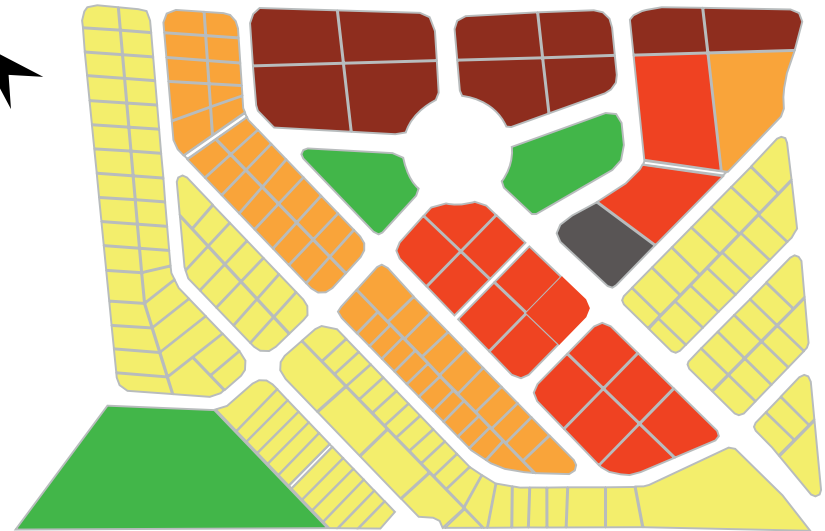


Residential: 133 units

* 45 standard commercial units, 48 commercial units in mixed-use properties

** 176 standard multi-family units, 72 multi-family units in mixed-use properties

3.1.3 LAND USE



- Residential
- Multi Family
- Commercial
- Mixed- Use
- Open Space
- Parking

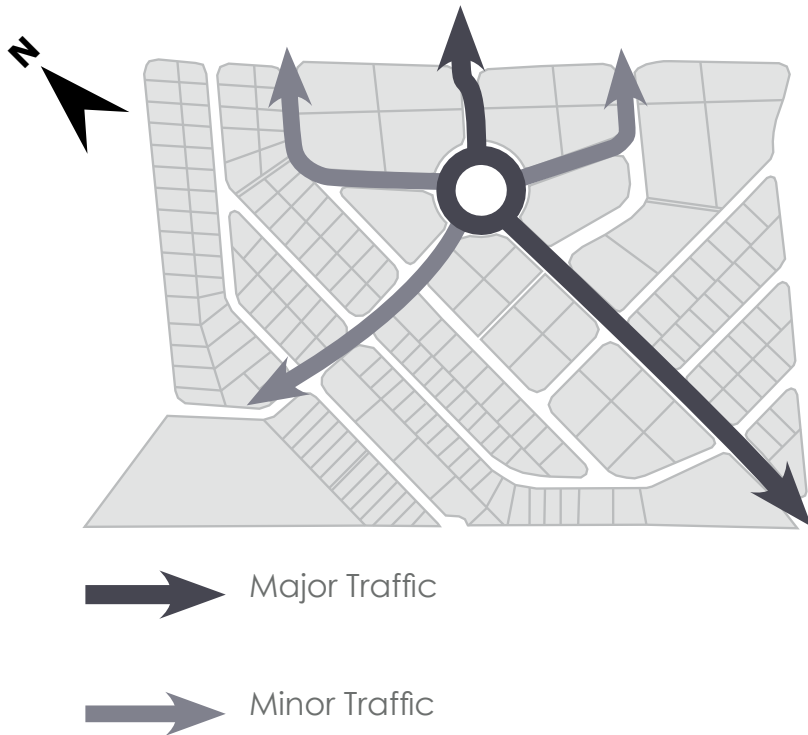


3.2 MASTER PLAN

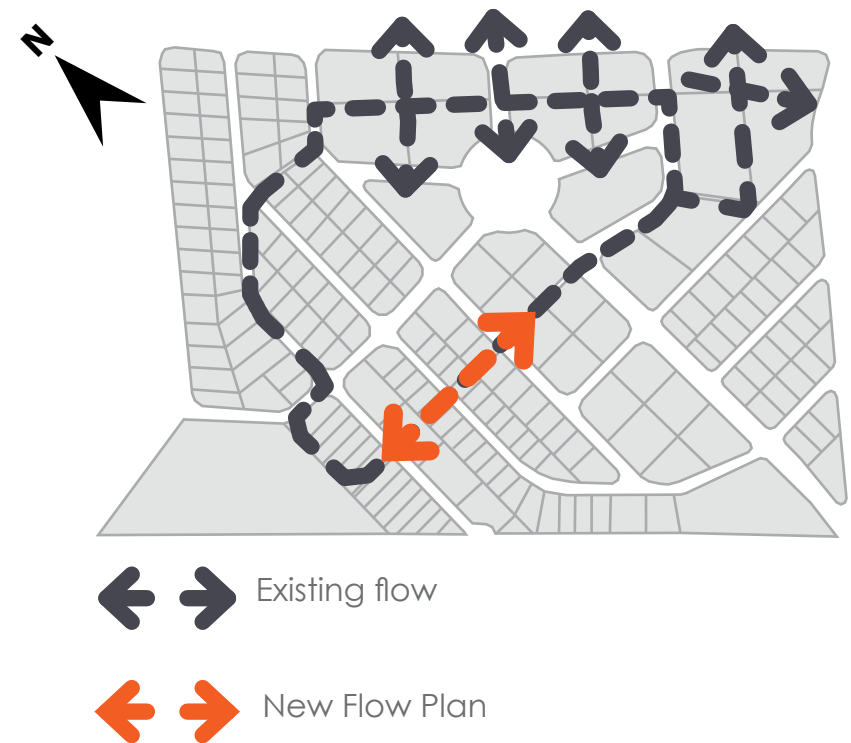


3.3 TRANSPORTATION NETWORK

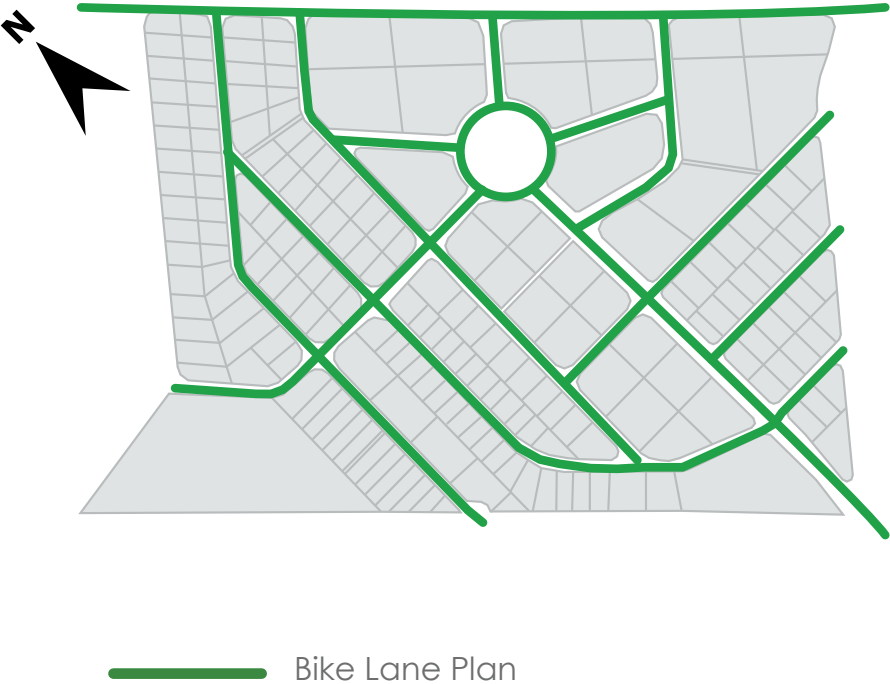
3.3.1 TRAFFIC FLOW



3.3.2 PEDESTRIAN FLOW



3.3.3 BIKE LANE PLAN

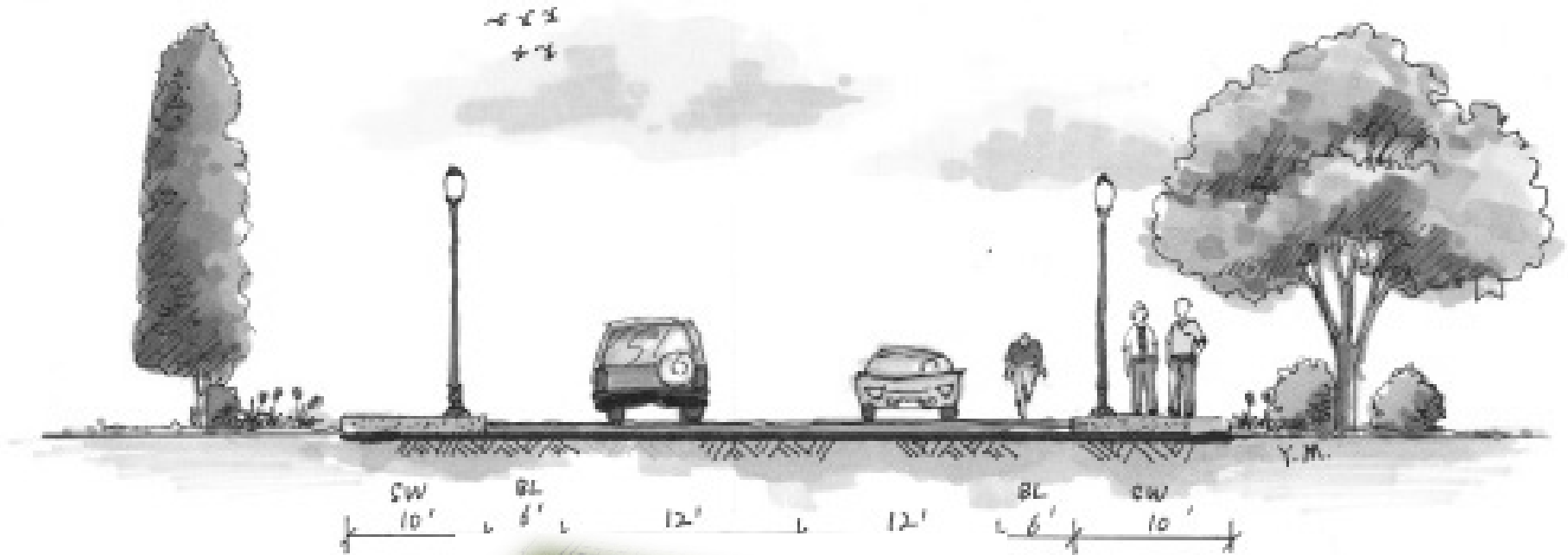


3.3.4 BUS STATION LOCATIONS & ROUTE

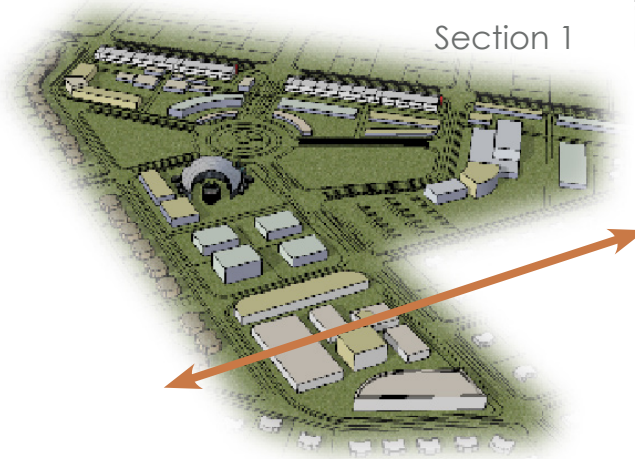


3.4 STREET SECTIONS

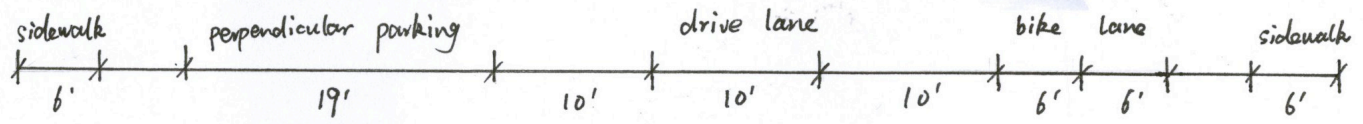
3.4.1 EXISTING ROAD DESIGN - SECTION 1



Section 1

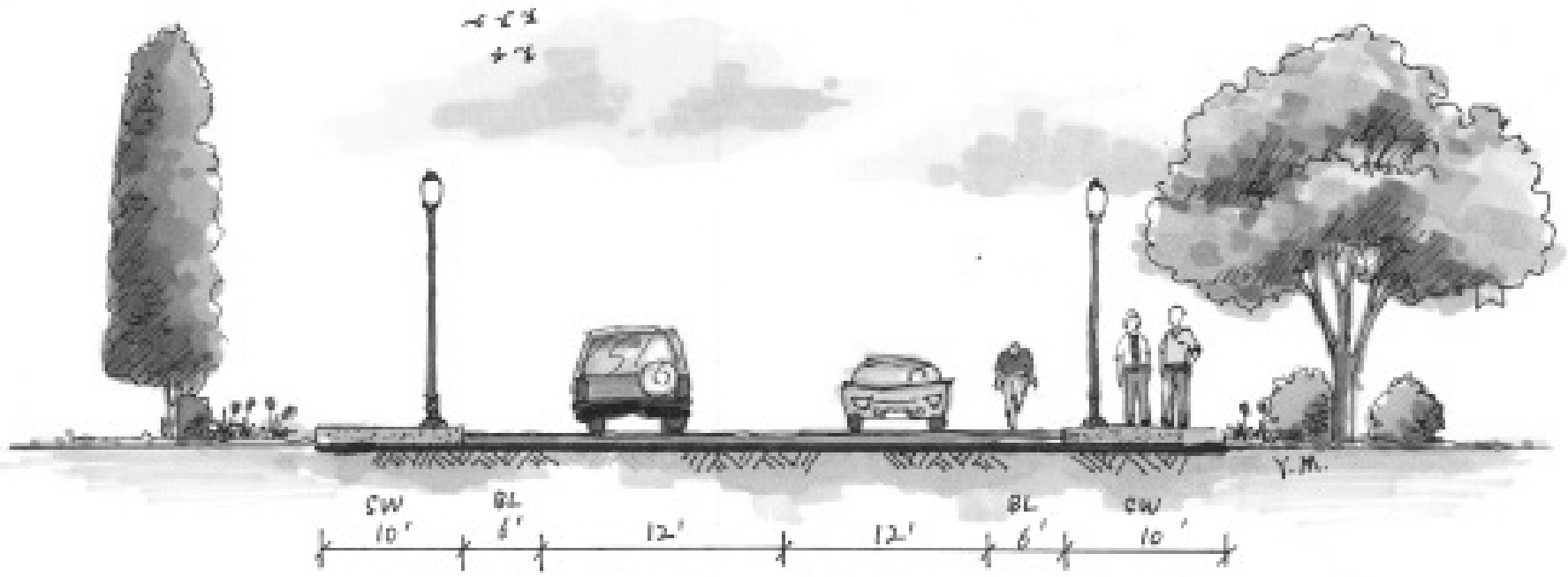


3.4.2 NEW ROAD DESIGN - SECTION 1

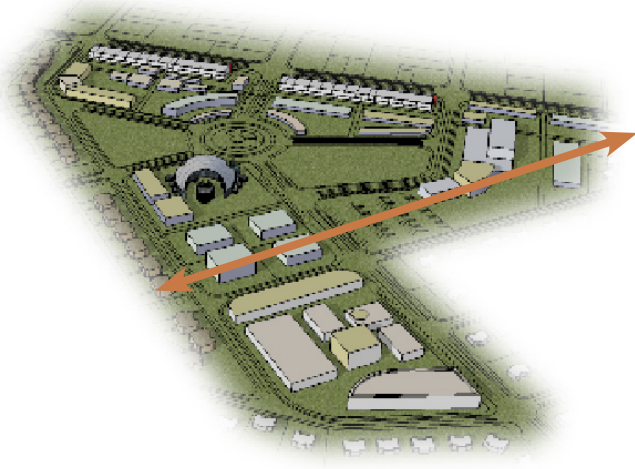


SECTION 01

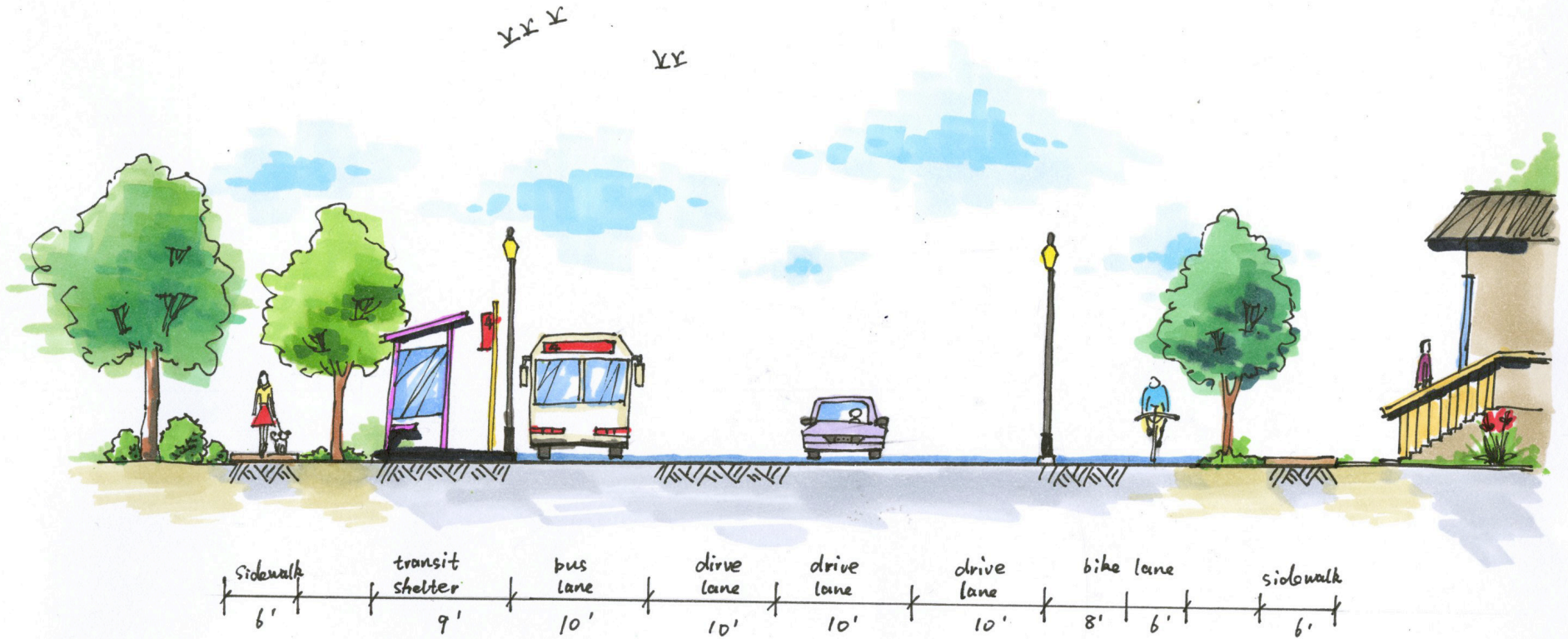
3.4.3 EXISTING ROAD DESIGN - SECTION 2



Section 2

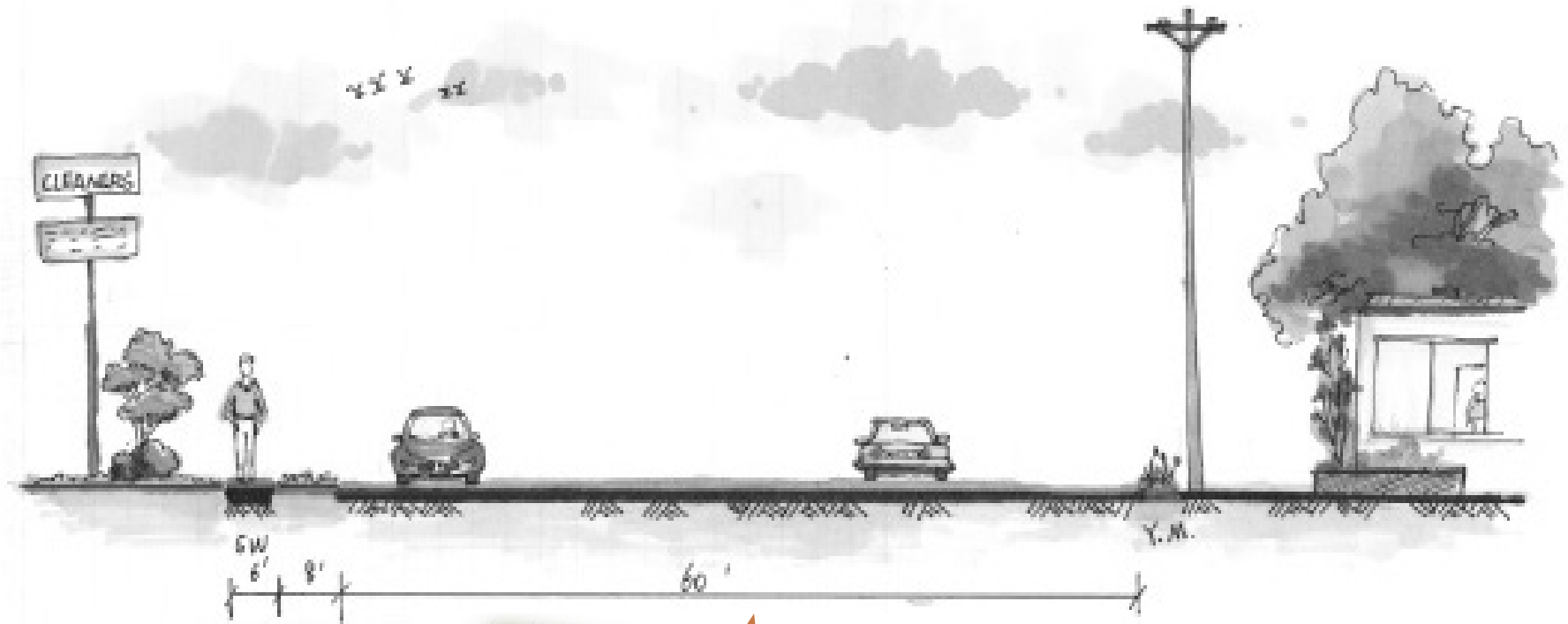


3.4.4 NEW ROAD DESIGN - SECTION 2

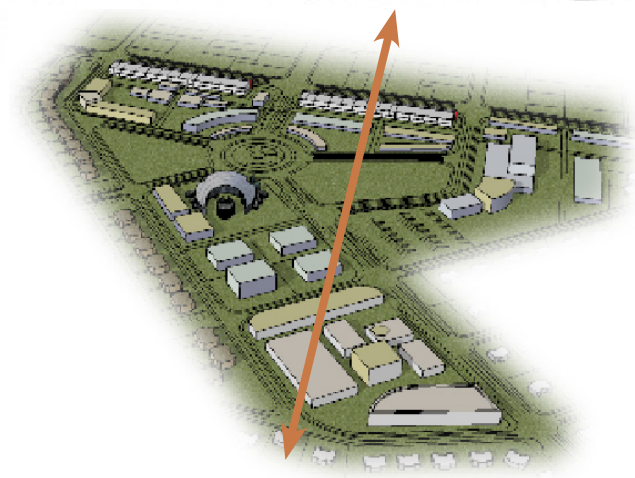


SECTION 02

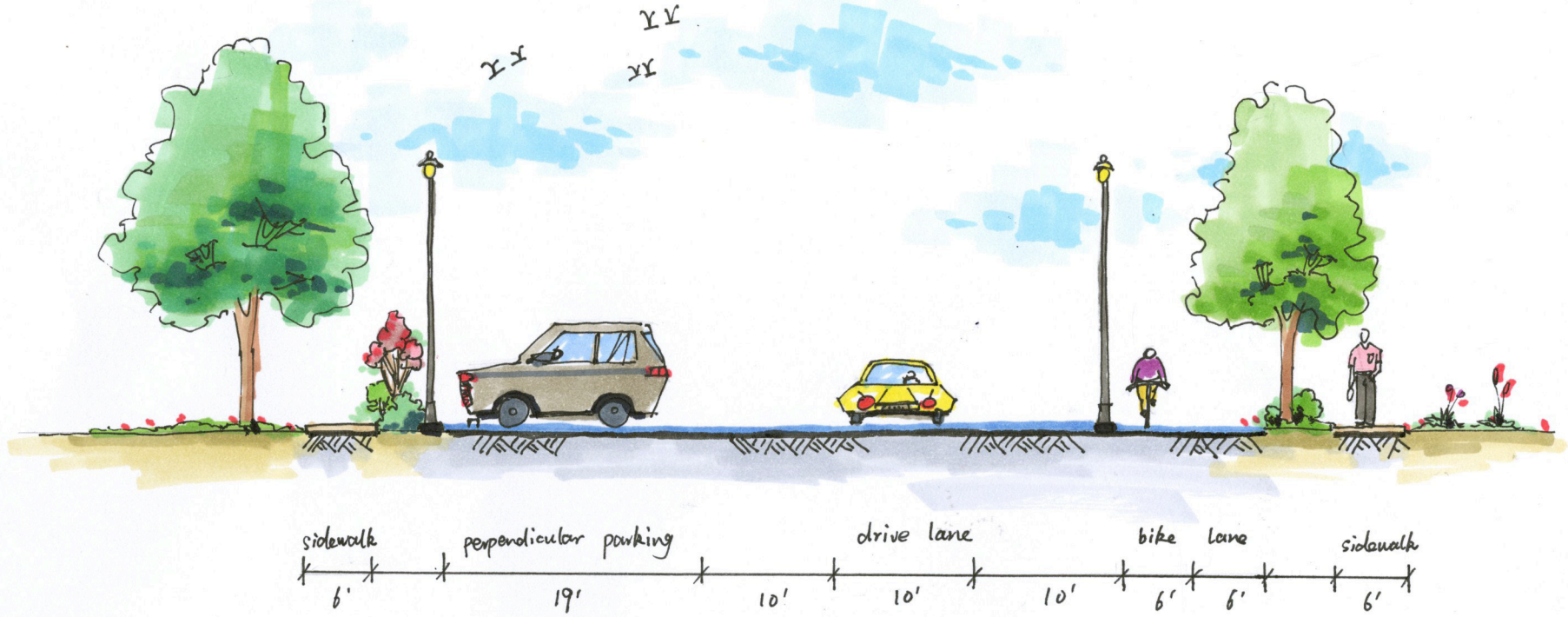
3.4.5 EXISTING ROAD DESIGN - SECTION 3



Section 3



3.4.6 NEW ROAD DESIGN - SECTION 3



SECTION 01

4. IMPLEMENTATION

The project will be implemented in an incremental seven-phase process designed to minimize disruption to the neighborhood. Phase 1 will consist of the re-routing of Old College Road where it intersects South College Avenue and the building of the northernmost mixed-use complex and the central roundabout. Phase 2 will be the construction of the south-eastern mixed-use complex. Phase 3 will include the construction of the outdoor pavilion, farmer's market, and multi-family housing/commercial buildings.

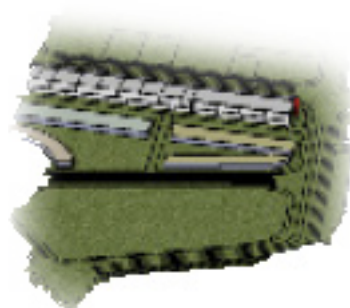
Phase 4 will complete the mixed-use complex with the addition of a hotel. Phase 5 will be the conversion of the existing single-family homes into mid-density multifamily housing. Phase 6 will convert the current manufactured housing into low-income single-family housing. Phase 7 will build the park and multi-sport complex at the northwestern boundary of the site.



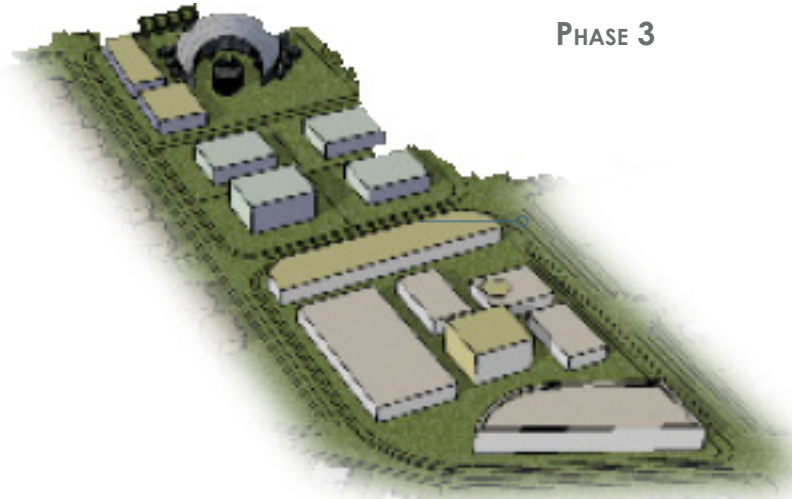
4.1 IMPLEMENTATION PHASES



PHASE 1



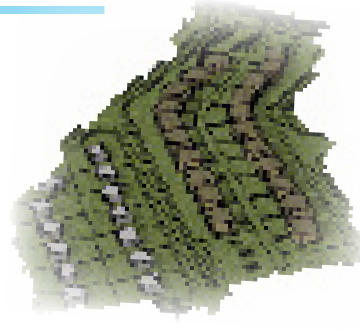
PHASE 2



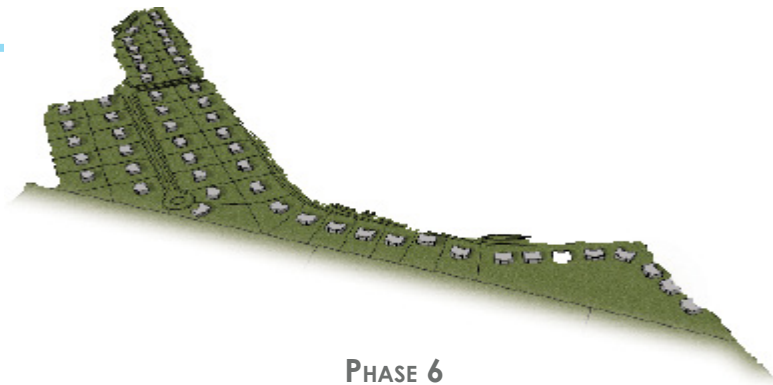
PHASE 3



PHASE 4



PHASE 5



PHASE 6



PHASE 7

5. CONCLUSION

South College Village represents a new way to jump start the revitalization of southern Bryan. By establishing a mixed-use, fully integrated, walkable neighborhood center, the city of Bryan will be able to use the ever-growing student and administrator populations at Texas A&M to sponsor redevelopment of some of Bryan's poorest areas.

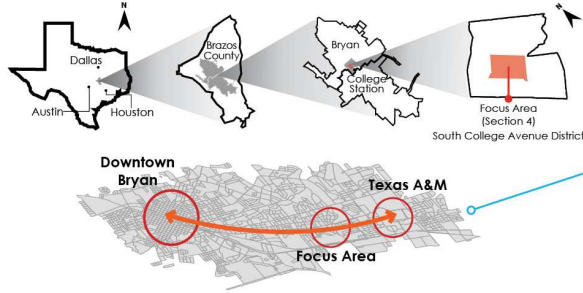
The South College Village concept creates a neighborhood center that will act as an intermediary node between the university and downtown Bryan. By creating this node, the city will be able to create a transit-oriented development corridor parallel to the existing Texas Avenue corridor. This new development corridor will drive economic growth as the city sees an increase in the number of businesses and residents seeking to take advantage of its walkable neighborhood environment and superior amenities.

We look forward to working with you to make this vision a reality!

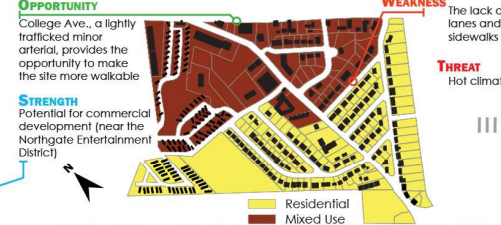
Thanks!

Rob McCharen, Jinuk Hwang, Vera Abou Shakra, Yi Meng, &
Ryan Terry

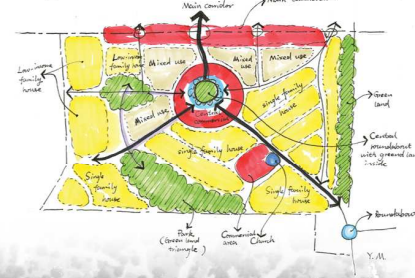
LOCATION



SWOT ANALYSIS



PLANNING CONCEPT



REDEVELOPMENT PLAN



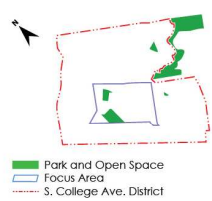
EXISTING

Demography

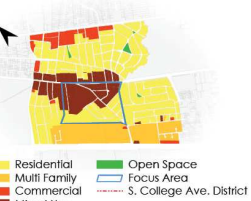
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Source: 2013 ACS 5-year

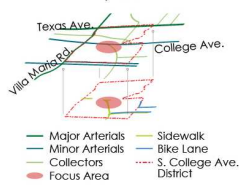
Park and Open Space



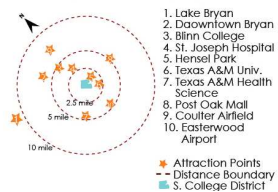
Land Use



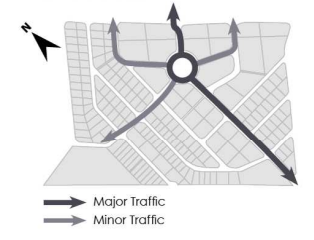
Road System



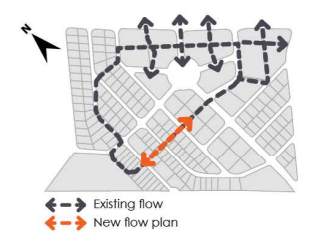
Point of Interests



Traffic Flow



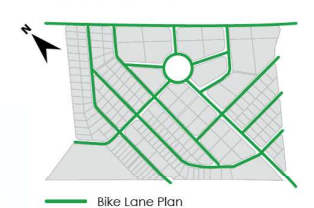
Pedestrian Flow



Implementation

- 1st Phase
- 2nd Phase
- 3rd Phase
- 4th Phase
- 5th Phase
- 6th Phase
- 7th Phase

Bike Lane Plan



FUTURE

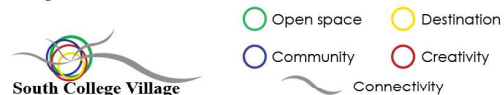
Visions

- Small creative village
- Narrow colonnades
- Open park spaces
- Central roundabout
- Walkability
- Connectivity

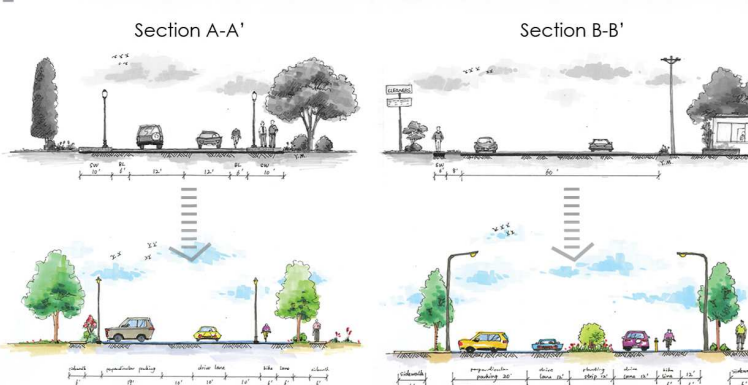
Goals

- Promote social interaction
- Provide flexible plazas
- Encourage multi-use areas
- Establish a destination
- Provide amenities
- Connect TAMU and Bryan

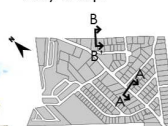
Logo



STREET DESIGN



Key map



Program

Commercial	23 units	→	93 units
Multi-Family	3 units	→	248 units
Residential	125 units	→	133 units
Manufactured	113 units	→	0 units

Before After

Bus Station & Route





MIDTOWN, Bryan

Redevelopment Plan Proposal_Team Nice Guys

Redevelopment Proposal · Midtown, Bryan · Team Nice Guys

2015 · Spring · SitePlan · PLAN 689

Dept. Landscape Architecture & Urban Planning

Texas A&M Univeristy

Team Nice Guys



Rachel Prelog



Richard Nira



Xi Chen



Kanhyun Lee



Md Yousuf Reja

I. INTRODUCTION

1.1 South College Corridor District

“Midtown” is located in Bryan, Texas approximately two miles south of Downtown Bryan and a half-mile north of Texas A&M University along College Avenue. The approximately 17.84 acre site is bordered by S. College Ave. on the west, Holick Drive on the east, Sulphur Springs Avenue to the north and North Avenue to the south.



II. CONTEXT ANALYSIS

1.2 Related Plans

1.2.1 Bryan, Comprehensive Plan (2009)

Use-Specific Land Use Policies

Regional Retail land serves as a commercial resource for the greater metropolitan area and generates vital sales and advalorem income. These uses should be located in areas that are: At points of highest visibility and access; and in close proximity to major intersections (freeway/expressways and freeways, freeways and major arterials, and major arterials and major arterials).

Future Park Requirements

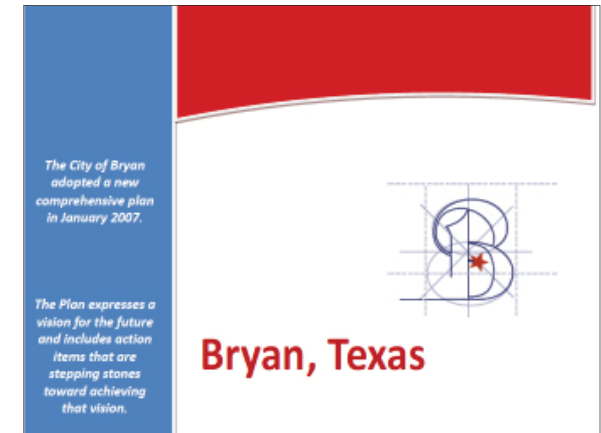
The National Recreation and Park Association recommends a total of 6.5 to 10.5 acres of open space per 1,000 population. With the population of the site is 7,867, the required open space should be 51~83 acres.

1.2.2

Redevelopment & Refill Policies

Areas where broad agreement exists that redevelopment would be beneficial, i.e. areas targeted for redevelopment according to adopted area plans

- Texas Avenue Corridor
- South College Corridor
- Martin Luther King / Old Reliance Corridor
- Downtown, north of 23rd Street



Streets

College Ave. is a five lane travel corridor, consisting of four 11-foot travel lanes and one continuous, 11-foot turning lane. While the turning lane provides good access to both sides of the road, these lanes are known to raise the number of motor vehicle conflict points, increasing the potential for motor vehicle crashes.

Lack of Sidewalks & Parking

While motor vehicle access to businesses from College Ave. is plentiful, parking is often insufficient. Parking is located along the front of businesses in most cases, taking up most of the setback, and creating a barrier to pedestrian movement. Pedestrians navigate the street through a mix of sidewalks, driveways, and parking lots.

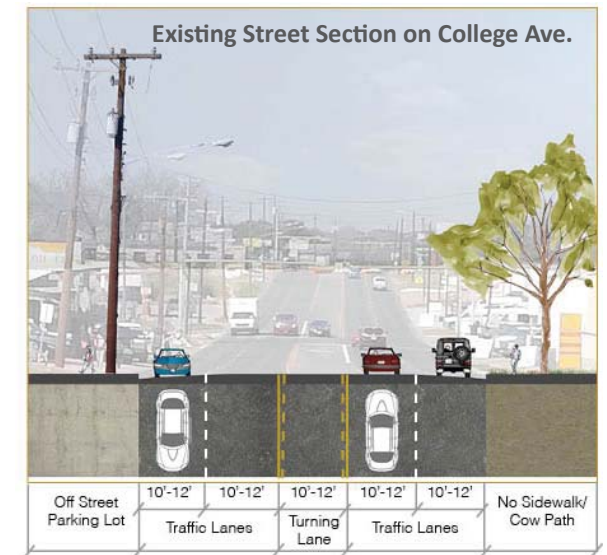
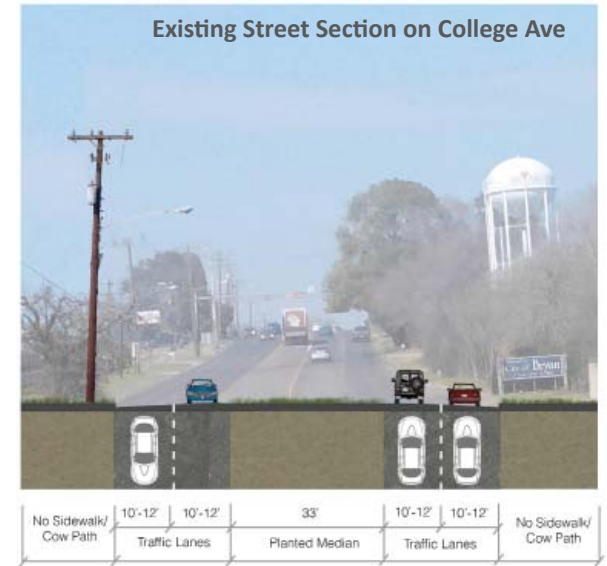
The sidewalks that do exist in the area are problematic in of themselves in that they are not continuous and are narrower than National Association of City Traffic Officials recommendations. Any pedestrian movement that takes place is done by “cow paths,” an unofficial path, self-worn from multiple use.

In the heart of the site’s commercial area is an awkward intersection at Old College Road. and College Ave. In addition to being a confusing intersection for motorists, is is problematic for pedestrians because of the lack of any sidewalks despite several businesses in the area. Due to the lack of parking for the Farm Patch, patrons often have to park across the street and navigate the dangerous intersection that lacks a signal for pedestrian crossing or crosswalk striping.

Bike Lane Possibility

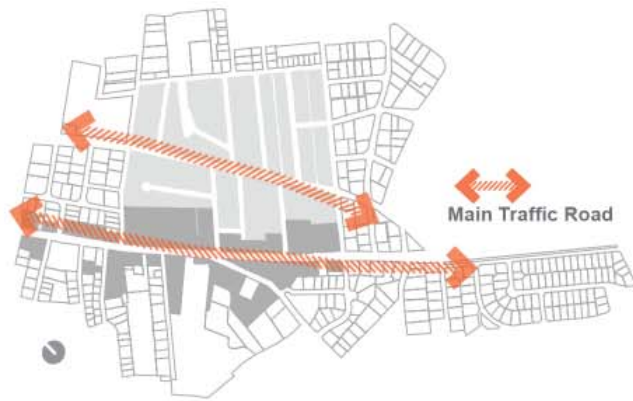
Within the site, Cavitt Ave. provides another good opportunity for improving bicycle infrastructure. It is a broad street reflecting its prior use for the Bryan/ College Station interurban trolley. Bike lanes along Cavitt Ave could provide a good connection to Hensel Park and access to businesses along Texas Ave. This route would also provide a good alternative for riders who would wish to avoid traffic on College Ave. and ride in a neighborhood setting.

The site either borders or is very close to several important Bryan features, including the Bryan Independent School District’s Crockett Elementary School, Bryan Golf Course, and the Tejas Center, a major shopping cluster that includes H.E.B., Hastings and several other retailers.



II. CONTEXT ANALYSIS

Physical Attributes



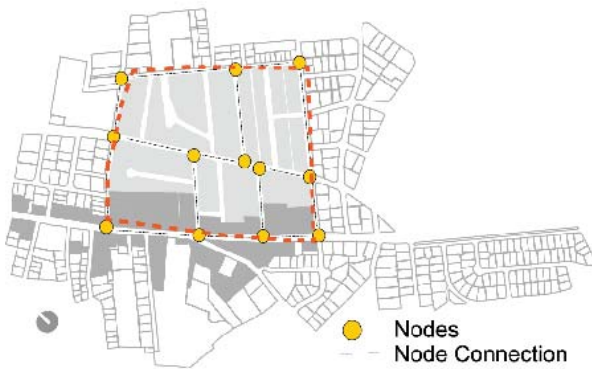
Major Traffic



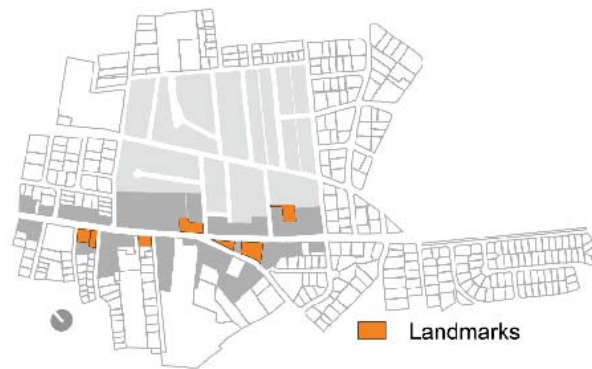
Pedestrian Circulation



Access by Public Transit



Nodes & Links



Land Marks



Zoning (Master Planned Area)

III. PLAN PROPOSAL

3.1 Vision and Goals

Midtown is an enhanced travel corridor connecting Downtown Bryan and Texas A&M University. It is a vibrant retail destination offering a diverse range of shopping and dining amenities. Midtown promotes community cohesion. It offers a variety of housing choices attractive to residents of all ages. Midtown provides ample open spaces and connections, that enhance the open space network in the area and provide the community open space to gather and come together.

Goals

- Enhancing multi-modal options through the establishment of pedestrian and bicycle infrastructure
- Increase economic vitality by increasing density and providing increased retail and hospitality.
- Provide community space through the creation of a community center and opens apace.
- Attract activity to the area through the provision of student housing.



III. PLAN PROPOSAL

3.2 Design Process



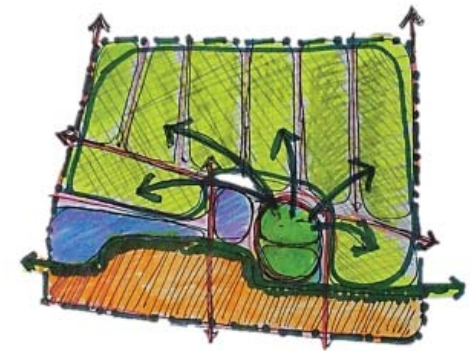
Concept of bike lane on Cavitt St.



Concept of public space behind Farm Patch



Concept of bike lane on College Ave.



Conceptual Drawing: Networks

Conceptual Drawing: Land Use

3.3 Proposed Plan

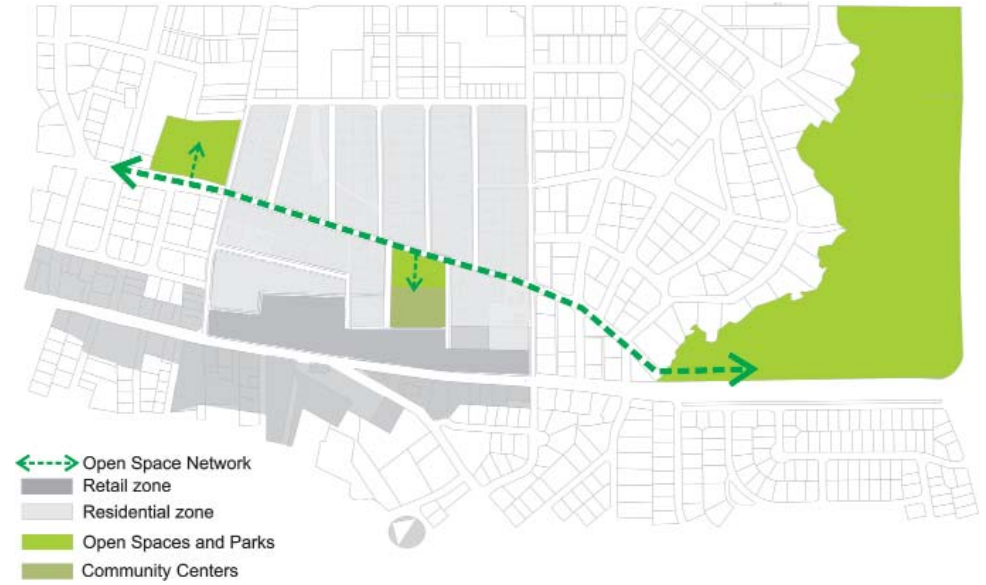
Land Use Buffer b/w Residential & Retail



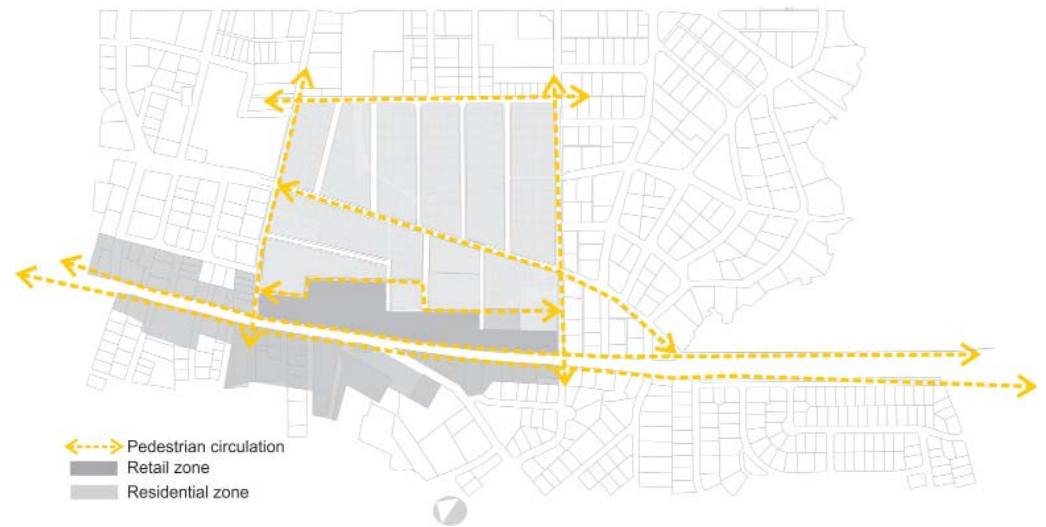
Proposed Land Use



Open Space Network



Pedestrian Network



III. PLAN PROPOSAL

4.1 Site Layout



IV. PLAN DETAILS

4.2 Redevelopment Plan

Recommended changes to the study area will result in a new identity, Midtown. Midtown Bryan will return a bygone luster to the area, creating a new destination for the Brazos Valley and reestablish it as a major connection between Bryan and Texas A&M University.

The primary attraction in Midtown will be the revitalized stretch of College Avenue, which will become a vibrant shopping and eating destination and a new hub for community activities.

The Farm Patch, already a major shopping destination for people in Bryan and College Station, will be expanded to include a public, open area that will provide additional space for family activities, such as fall petting zoos, organization fundraising car washes, Easter egg hunts, chess tournaments, summer movie nights — a range of activities that will attract organizations of all stripes and people of all ages. The street could even be temporarily closed from time to time for street festivals that would provide even more business to the site's shops and restaurants.

Site Section



IV. PLAN DETAILS

Midtown will include a new green space bordering Cavitt Ave., E. Royal St., and Medina St., ideal for families and housing community activities, as well as a new community center that will be available to host a wide range of activities for all ages.

The corridor will become a “complete street” accommodating multiple modes and users of all levels. College Ave. will be reduced to one travel lane in each direction in order to provide bicycle infrastructure through the inclusion of protected bicycle lanes.

Safety will further be enhanced by removing the continuous turning lane and replacing it with a planted median. The median will not only improve safety and be aesthetically pleasing, it will contain low impact development through the inclusion of a bioswale. This bioswale will provide a much needed water management service as the road contains no storm drains and is often plagued by flooding.

New student housing will enhance Midtown revitalization, diversifying its housing types from the existing single-family residential housing to add a new component of student housing behind retail establishments on College Ave. between Sulphur Springs and Helena St.

Student housing will help establish a stronger link between Midtown and the nearby Texas A&M campus. Students will benefit from the services and goods provided by local restaurants and shops along College Ave. and help maintain their economic resiliency. Students will also benefit from the establishment of bike lanes along College Ave. that will provide a physical link to both campus and Downtown Bryan.

Additionally, new bike lane along Cavitt Ave. will increase connectivity the north of the site and provide an additional connection to Hensel Park.

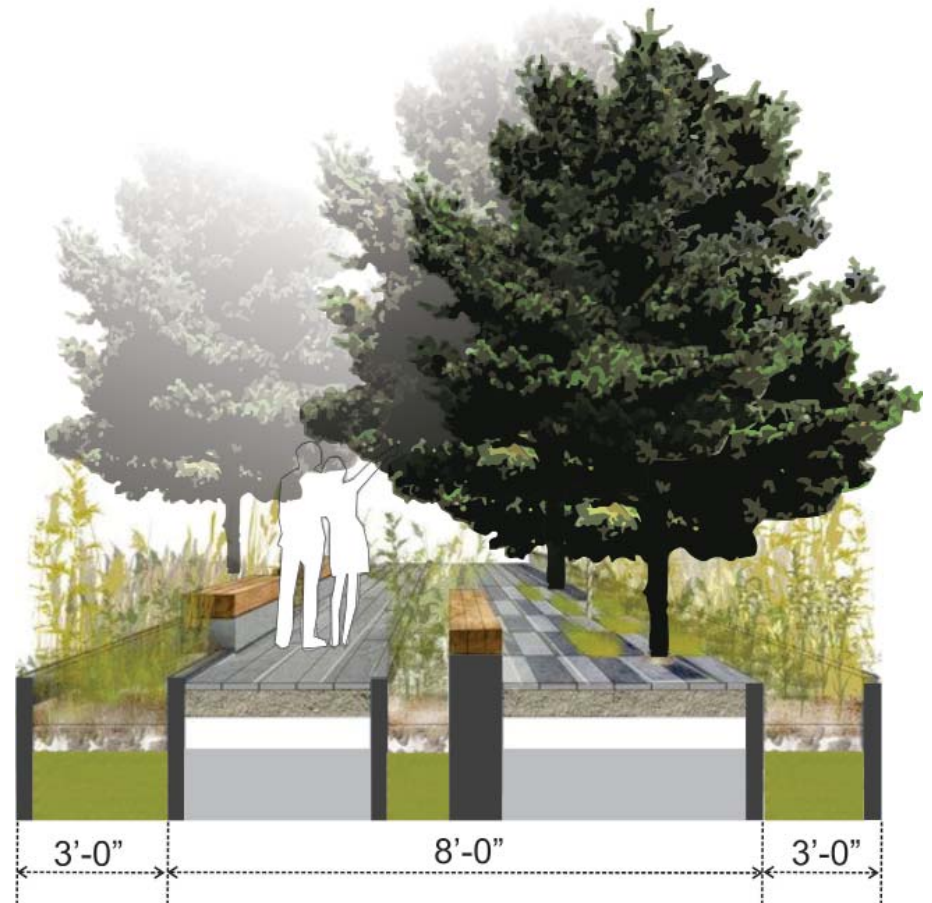


Complete Street Isometric Section

Midtown will include a new green space bordering Cavitt Ave. E. Royal and Medina Streets, ideal for families and housing community activities, as well as a new community center that will be available to host a wide range of activities for all ages.

The park, which is part of the Texas A&M University System, is accessible only by automobiles at its College Ave. entrance; this section of College Ave. does not have any pedestrian or bicycle infrastructure. Cavitt Avenue's current southern terminus is a dead end into a stand of greenery at the northern edge of the park. Bicycle infrastructure that provides a new entrance into the park creates an entirely new mode of access in the park and a convenient way for Midtown residents to visit the park and enjoy its amenities.

Pedestrians will also enjoy a major new addition to Midtown Bryan — a new walking path between Sulphur Springs Road and North Avenue that acts as a buffer between retail areas on College Ave. and Midtown single-family residential areas. Walkers will be able to combine the walkable buffer with new pedestrian infrastructure along College Ave. or Cavitt Ave. and create new walking loops that will add to Midtown's ambience and accessibility for pedestrians.

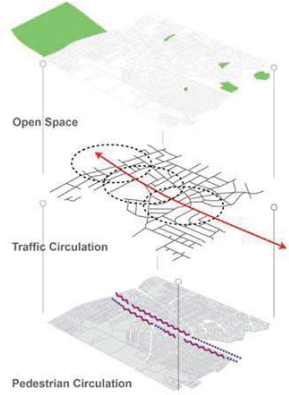


Pedestrian Trail Section

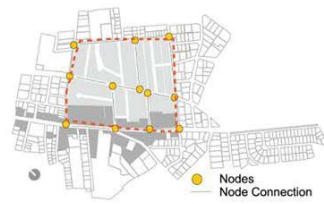
IV. Appendix

5.1 Site Analysis Poster

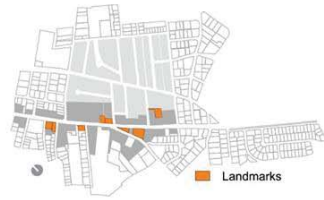
CONTEXT ANALYSIS



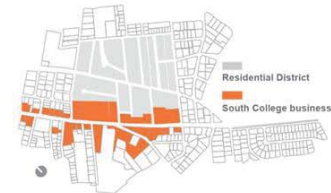
NODES & EDGES



LANDMARKS



ZONING

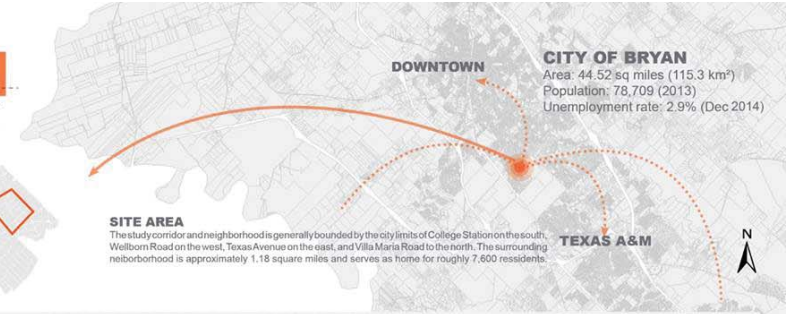
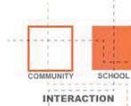


ZONING



The South College Ave. study area is a prime location for redevelopment. Situated between downtown Bryan and Texas A&M University campus it has the potential to serve as a main corridor, connecting two main hubs of activity and providing much needed accessibility. The City of Bryan has zoned the corridor for future commercial development while the surrounding areas remains zoned for residential use. The median age of residents residing in the site lie between 21-33 years old. Combined with its location, this demographic provides tremendous opportunity to cater development towards young professionals and college students.

DEMOGRAPHY

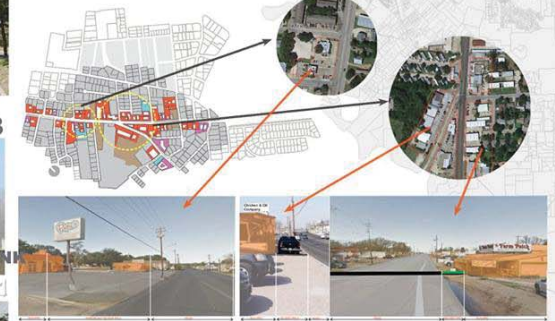


MIDTOWN SITE ANALYSIS

PLAN 689 | SITE PLANNING | NICE MUP GUYS
South College District | Section 2 | Site Analysis
Richard Nira | Xi Chen | Rachel Prelog | Kanghyun Lee | Md Yousuf Reja



BUILDING INTERFACE



SWOT ANALYSIS

Strengths

- Distinctive business character (Farm Patch, Chicken Oil Co., J. Cody's)
- Diversity of businesses
- Within walking distance or short drive to HEB
- Ideally situated between downtown Bryan and Texas A&M University
- Provision of public transit on Old College Rd., Wellborn and Villa Maria

Weakness

- Dated architecture may be unattractive to potential home buyers and renters
- Lack of sidewalks and bike lanes

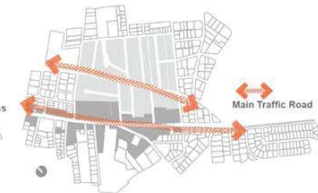
Opportunities

- Create a walkable, bikeable corridor that would establish a strong link between Bryan and Texas A&M University
- Revitalize the area through infill and redevelopment

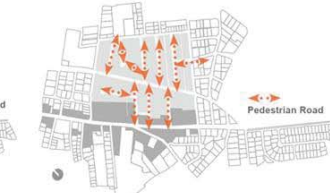
Threats

- Development in College Station creates heavy competition for business, residents, and patrons
- Uncertain funding and government support

TRAFFIC CIRCULATION



PEDESTRIAN CIRCULATION



ACCESSIBILITY





SITE PLAN South College District

PROJECT REPORT

Team "Mighty Ducks"

Faisal Aldalbahi | Fan Gao | Lauren Simcic | Nur Hamidah | Ricardo J Maga Rojas | Ying Jiang

PLAN 689 | SPRING 2015 | INSTRUCTOR: YUNMI PARK, PhD | TEXAS A&M UNIVERSITY

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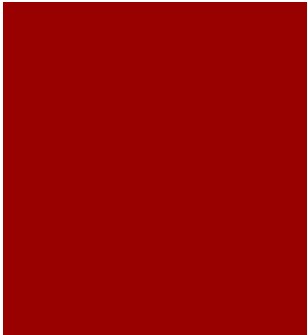
COMMUNITY CENTER DEVELOPMENT

PARK DEVELOPMENT

CONCLUSION

REFERENCES

INTRODUCTION



The site is located on South College Corridor, the city of Bryan, Brazos County, TX. With the site as the center, there San Antonio and Dallas are within 200 miles, Austin and Houston within 100 miles, Downtown Bryan and Easterwood Airport within 3 miles, and Texas A&M University within 1 mile.



The complete corridor of South College Avenue is shared between Bryan and College Station, and is oriented from north to south spanning a distance of about 4.6 miles. The northern end begins at Martin Luther King Jr. Street in Bryan, and the southern end extends to University Drive in College Station. Although the street itself changes names throughout its four miles stretch, it is a continuous corridor, linking Texas A&M University to and through Downtown Bryan.



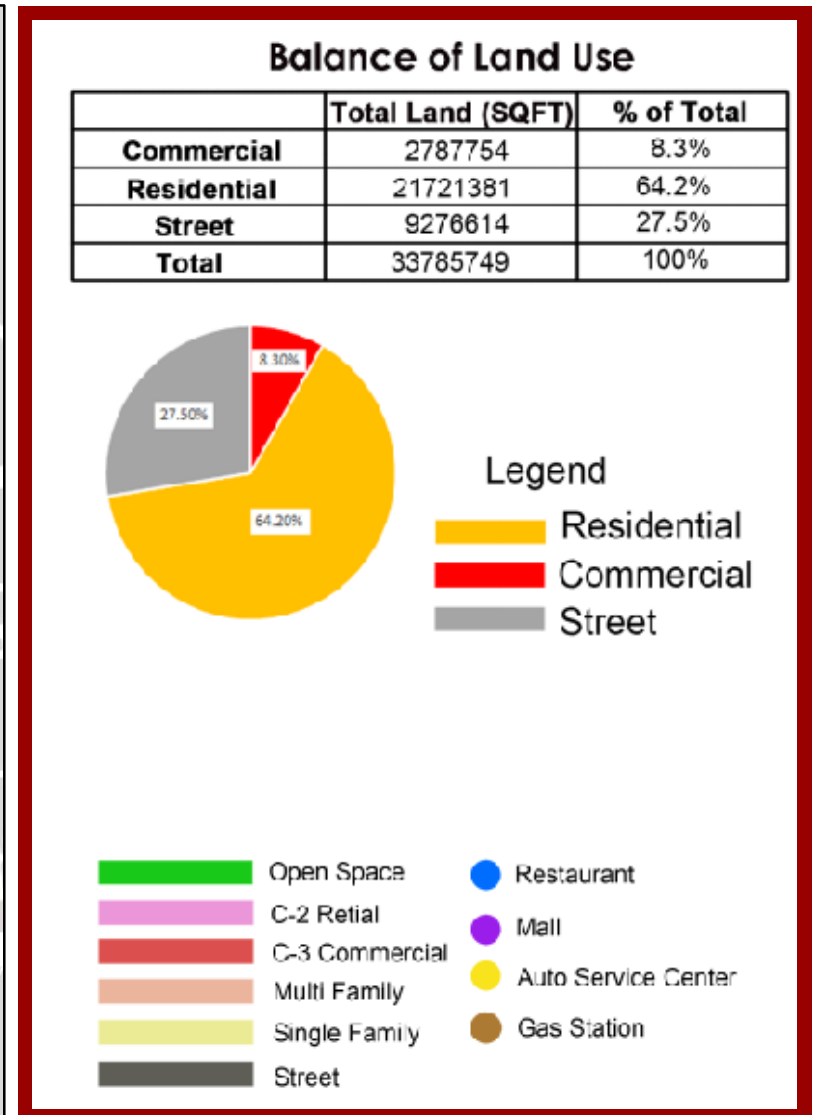
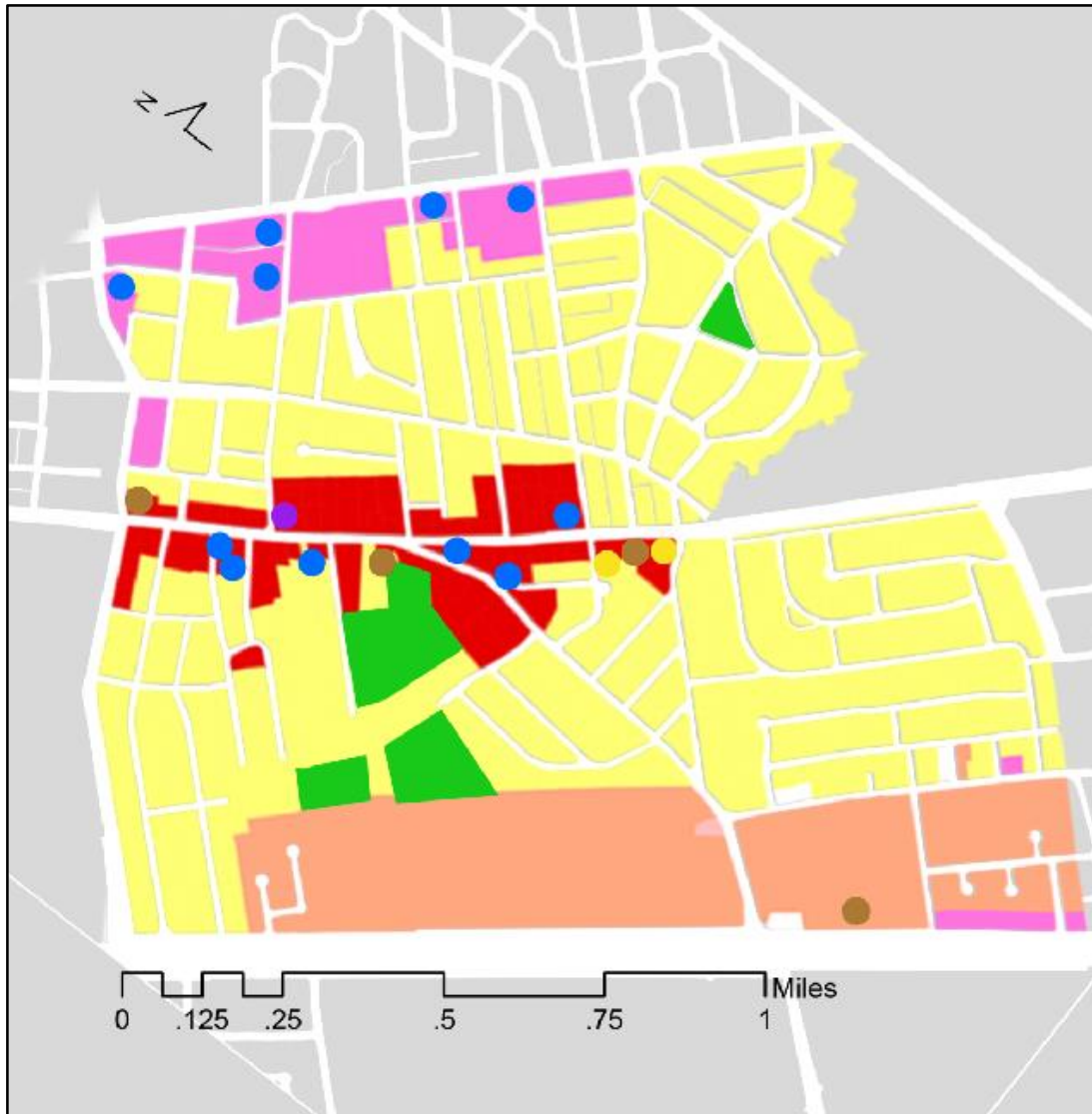
CONTEXT ANALYSIS

SOUTH COLLEGE DISTRICT OVERVIEW

Bounded by city limits of College Station on the South, Wellborn Road on the west, Texas Avenue on the east, Villa Maria Road to the north.



LAND USE



Most of the land use is residential, including single family and multi-family housing. Commercial mainly along the S College Ave. Retail mainly along S. Texas Ave. and there are only few open spaces.

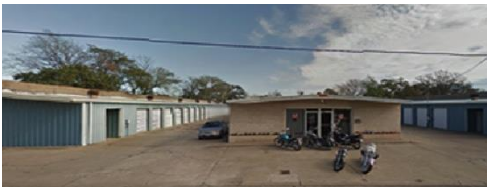
BUILDING TYPES



RESIDENTIAL



COMMERCIAL



PUBLIC FACILITIES

Characteristics	Residential	Commercial	Public Facility
Height	1-3 stories for multi-family 1-2 stories for single-family	1 story	1 story
Shape	Box with triangle roof, mobile houses are completely box	Mostly box	Mostly box
Main materials	Mostly wood	Wood and brick	Brick
Color	Natural (white, beige, brown, light yellow)	Mostly natural with some accents	Natural (beige, orange, brown)
Connector with closest street	Front yard for single family, parking lot for multi-family	Side walk and/or parking lot	Small park and/or parking lot

There are three existing building types which consist of residential, commercial and public facility. Residential buildings are made up of single family houses and multi-family.

TRANSPORTATION



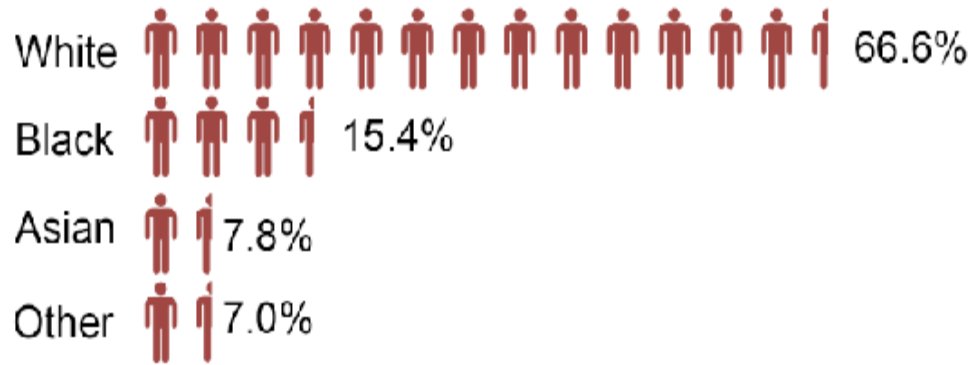
Types of Street

Road Way Network	Length (mile)	Width (ft)
Arterial	4.4	80
Collector	2.35	50-80
Local	29.25	30-40
Total	36	N/A



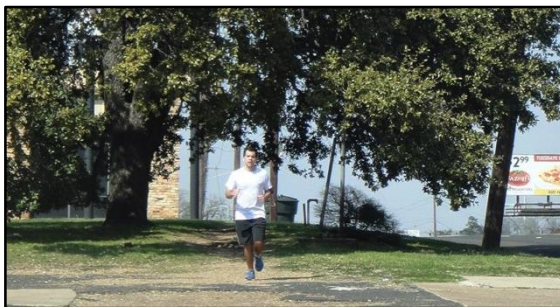
Most local roads are 30 ft - 40 ft wide. Arterial roads such as Wellborn Rd, W Villa Maria Rd, S College Ave and S Texas Ave are 80 ft wide while collector roads such as Old College Rd, W Brookside Dr, Cavitt Ave, and College View Dr are 50 ft - 60 ft wide. Residents in the area primarily depend on transportation via private automobiles. Within the site context, there is an exigent bus route that serves Texas A&M University Transportation Transit and Brazos Transit.

DEMOGRAPHY



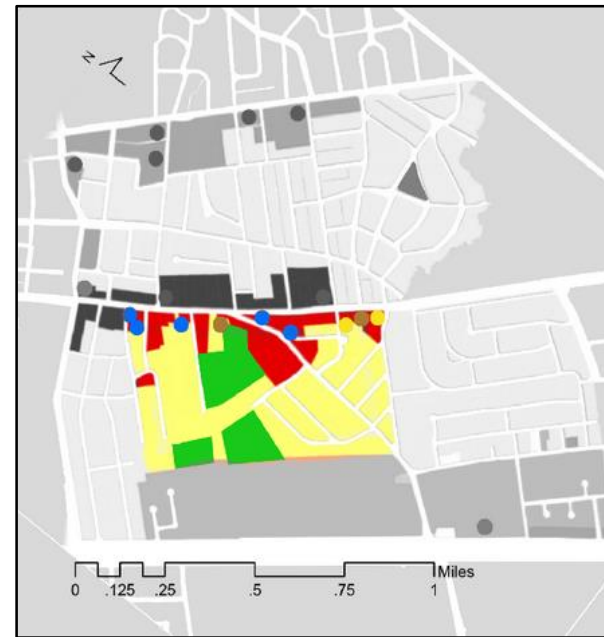
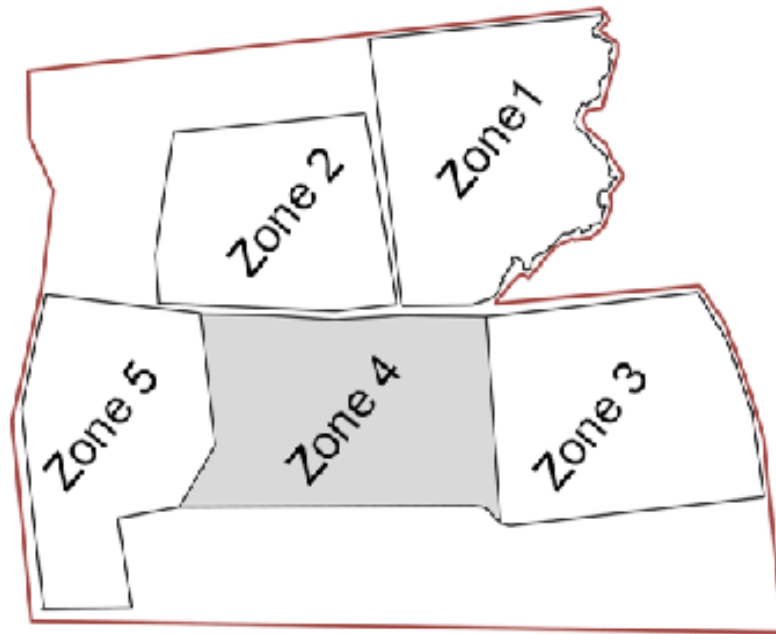
Source: ACS 5-year estimates, 2008-2012

HUMAN BEHAVIOR



The racial composition of South College District consists of White, Black, Asian, and other races. The majority is primarily White. Human Behaviors in here are limited: there were only few social activities to observe. Some of the behaviors observed were walking, jogging, eating, and playing.

ZONE 4 OVERVIEW



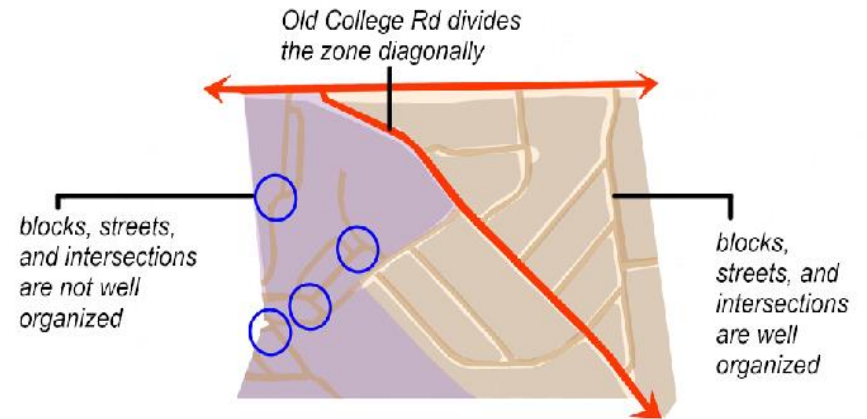
- Commercials within the site
- Residential
- Open spaces
- Commercial outside of the site

Zone 4 was chosen as the potential site. The site is surrounded by W Brookside Dr on the south, Olive Street on the west, S College Ave on the east, and Watson Ln to the north.

The land use consists of residential, commercial, and open spaces. Residential consists of single family houses and mobile houses. Commercial is located mainly along the South College Avenue. And open spaces are less use and less organized. During our field survey, we found single family housing is under good quality which could be used further while the mobile housing is under poor quality within an impoverished environment which will be taken into consideration to be replaced. Commercial shows a faded tendency illustrating that some famous restaurants, retail and commercial should be redeveloped.

ZONE 4 OVERVIEW | BLOCKS AND BUILDINGS

Categories	Count	Characteristics
Single family houses	139	Shabby Vancat Fewer activities
Mobile houses	122	Less organized
Commerical	25	Less organized Different style Discontinuous
Open space	4	Vacant
Church	1	Good condition



Old College Rd bisects our site. Block shapes including rectangle, trapezium, triangle, and undefined shapes. Blocks, streets and intersections in the right side are better organized than left side.

Single family houses are concentrated on the right side. Commercials and public facilities are mostly placed close to the main streets and separated by parking lots and other buildings. Mobile houses are located on the left side.



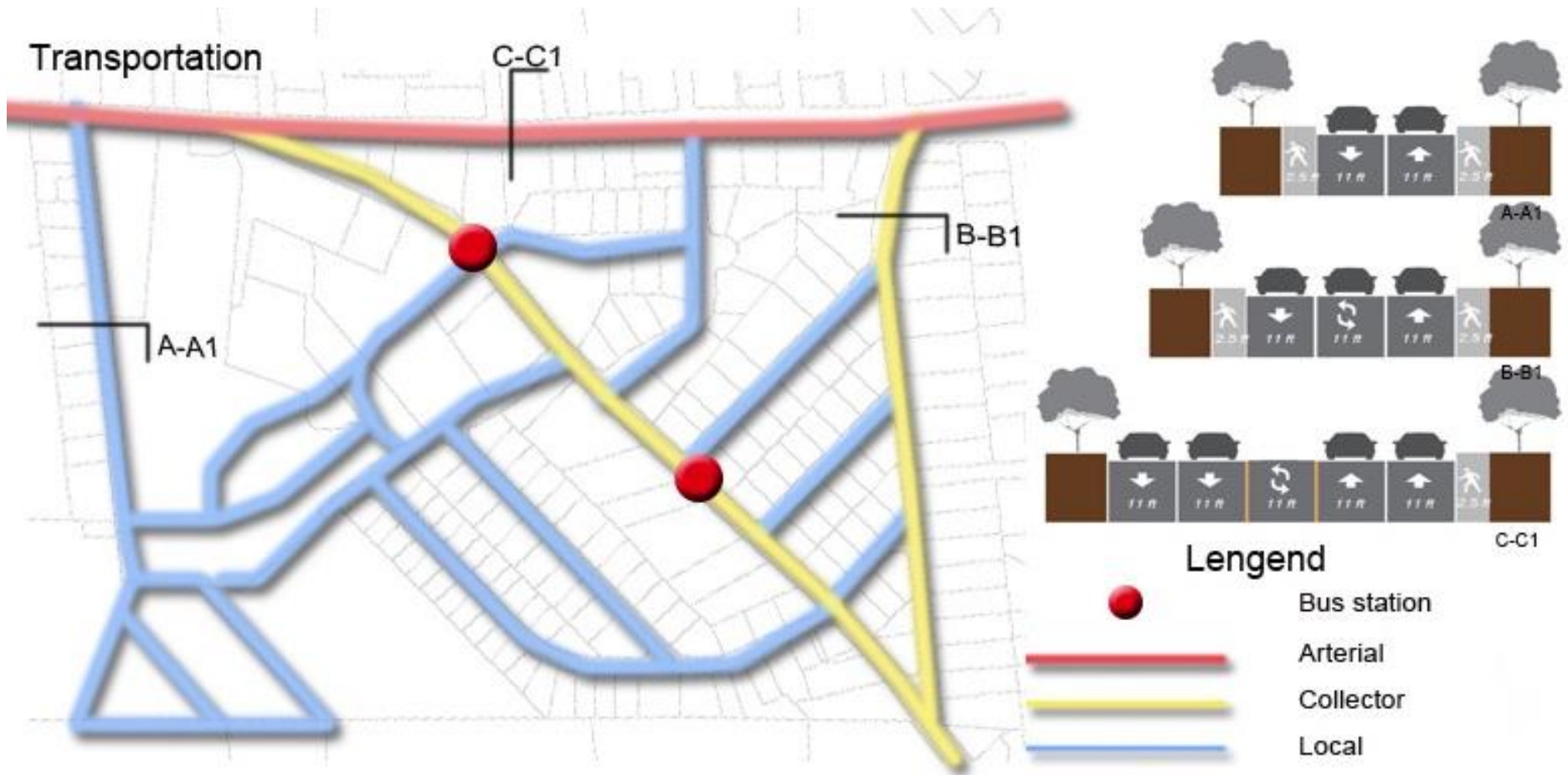
Single Family Housing

Commercial

Opens Spaces

Church

TRANSPORTATION



There are three types of roads in Zone 4.

- South College Avenue, the red line in the picture above is the arterial road, which consists of 5 11-foot lanes for vehicular flow and one 2.5-ft wide sidewalk along one side. The total width of it is 57.5 ft.
- Old College Road, the yellow line in the picture above is the collector road, which consists of 3 11-foot lanes for vehicular flow and 2.5-foot sidewalk along both sides of the road.
- The blue lines in the picture above is the local road, whose main purpose is to connect the area within our respective site. It includes two lanes for vehicular flow and two sidewalks along both sides of the roads.

PLAN PROPOSAL | SOCO JUNCTION

BRANDING



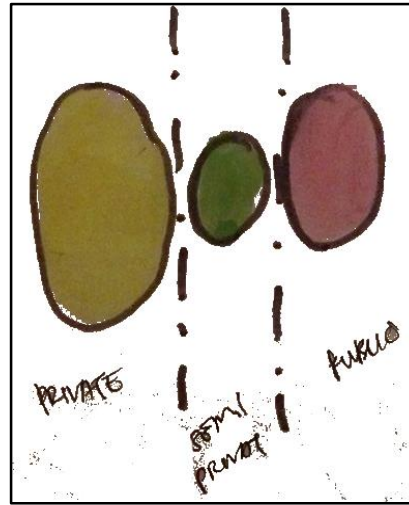
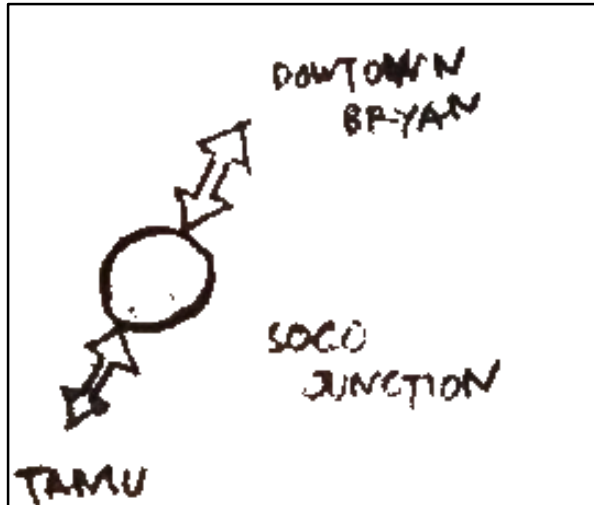
“Junction” refers to a crossing of paths. This word was selected for several reasons:

- To draw attention to the connectivity of roads and general walkability of the neighborhood
- To stir up thoughts of people meeting and interacting
- To reinforce the intersection of South College Ave. and Old College Rd. as the center of commercial activity
- To allude to the railroads that pass through Bryan-College Station, since the word “junction” is associated with trains

The name “SOCO junction” highlights several characteristics of our site plan. First, SOCO stands for South College, as the site is part of the South College District and is bordered by South College Avenue.

The logo design further reflects this concept of meeting or intersecting. Four letters of different colors are linked together to spell “SOCO,” and the black cursive word “junction” is overlaid across the bottom edges of the letters. The bright colors communicate the vibrant atmosphere that is anticipated for the site, which will be largely populated by young families and students. The geometric design of “SOCO” implies the modern, fast-paced environment typical of a commercial strip, while the classic script of “junction” harkens to the quiet atmosphere of a single-family neighborhood. The site plan contains both of these settings, so the logo is designed to hint at harmony between them.

CONCEPT



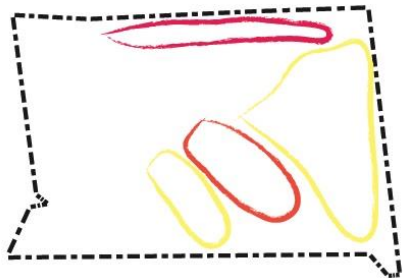
GOALS

- Junction=Connection
- Connect downtown Bryan and TAMU
- Connect private area and public area

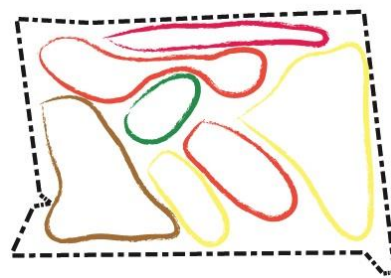
STRATEGIES

- Encourage neighborhood unity through community and pocket parks
- Encourage walking by adding sidewalks in neighborhoods
- Install attractive facades along street to attract commercial development
- Emphasize mature, well-preserved trees

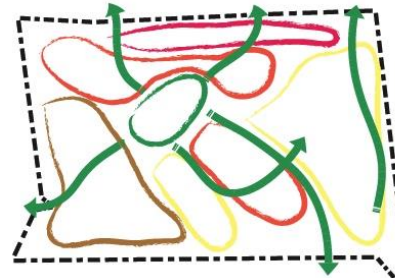
PLANNING ROCESS



(A)



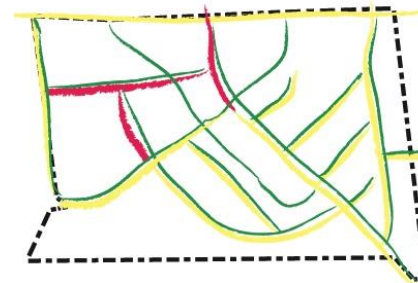
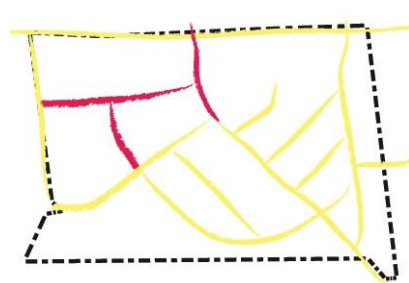
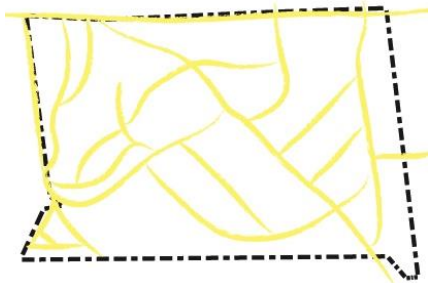
(B)



(C)

LAND USE

- (A) Maintain existing area (red and yellow border)
- (B) Add commercial, new residential, and mix uses
- (C) Put community center as center point and parks

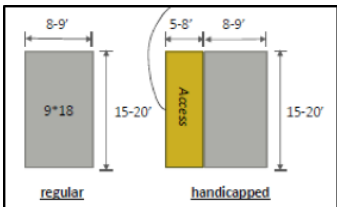


ACCESSIBILITY

- (A) Study the current accessibility
- (B) Maintain the function of major roads
- (C) Add more access for bike and pedestrian to encourage active mobility

PROGRAMMING

Facilities	Physical Components	Activities	Count	Total Land Sq.ft	
Community center	Basketball half-court	Playing	1	44,868	
	Multipurpose rooms	Learning			
	Event hall	Convening			
	Kitchen	Eating			
	Playground	Parenting			
	Cafe with patio	Socializing			
	Lounge	Relaxing			
	Residential	Single family houses			Living Playing
Town houses		Living Playing	73	204,400	
Commercial		Small business shops	Shopping	14	108,400
		Restaurants	Vending Eating		
Mixed use	Small business shops	Shopping	26	221,600	
	Restaurants	Vending			
	Apartments	Eating			
		Playing			
		Living			
Park/Open Space	Park	Walking/Jogging			
	Greenway	ng			
	Grass buffer	Interaction			
		Playing			



Parking Standard and Open space illustration



Residential Illustration



Community Center Illustration



Commercial Illustration

SITE PLAN



- 1. Commercial
- 2. Mixed-use (apartment & retail)
- 3. Community center
- 4. Townhouses
- 5. Single family houses

LAND USE



Illustration

In this master plan, housing is divided into three types: (1) Mixed use: In order to maximize the value of the land, the commercial and multifamily housing are combined. The first and second floor are planned to be used for commercial activities while the floors above are planned for residential. To decrease the multi-impact of each other and provide different entrances. (2) Townhomes: Townhomes replace the mobile houses to make a better community--more safe space for children and the old and better living standard. (3) Single family housing: So as to minimize the change, the original single family housing keeps in the region since it is good quality and environment.

STREET CONNECTIVITY

The biggest current transportation problem in Zone 4 is the connection of the Old College Road and the South College Avenue. There is a triangle crossing which dangers the turning car and passing pedestrians. To solve this risk, some changes are made for the crossing. Yellow line is the current pattern of Old College Road. To improve the road pattern, another new part will replace it. The red line is the pattern planned. The new goes across several parking lots at the no expense to turn down some buildings. Then new road connects to another road crossing to replace the old one.

Small block lengths in a loose grid pattern promote easy navigation of the site. To preserve good quality residential housing, the plan leaves Olive Street, Hilltop Drive, Laurel Street, Borderbrook Drive, or West Brookside Drive unchanged. In the north section of the site, dead end streets are replaced by parallel and perpendicular-street to South College Ave.



The site contains 5 points of access--3 by car and 2 by walking or biking. This choice of access points is expected to draw visitors into the commercial use area without compromising the safety of the residential

PEDESTRIAN AND BIKE OPTIONS

In this master plan, how to improve facilities for pedestrian and biking is the priority. To encourage residents walking and biking, bikeside and walkside are placed along each street. Besides, to enrich the connection from one place to another, some of them are added in the middle of the area.

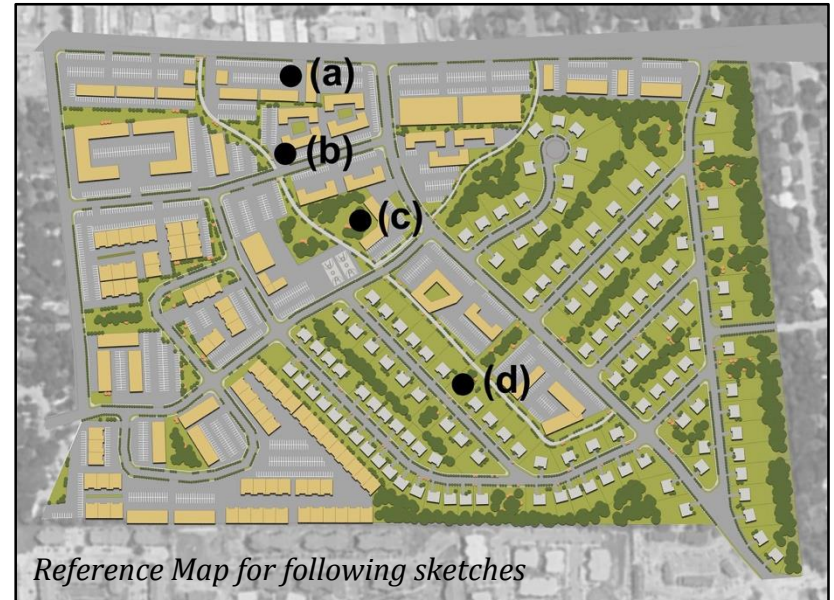
The advantage of depending on walking and biking:

- Decrease air pollution: Encouraging walking and biking means the decrease in the auto-dependency which is one of main source of air pollution
- Public health: Auto dependency raises the risk of obesity and relative health problems. How to improve or even change this situation should be takes into consideration. If people can rely on walking and biking more frequently, the physical exercise will raise passively which helps to decrease the health risk.
- Emotional connection: Compared to using automobiles, walking and biking provide more chance for people to communicate in their daily life. Some small talk can increase the bonds between the people living here and make the community more energetic.
- Increase the commercial value: Some surveys show that the walking behavior can make the profit of the nearby commercial increase.
- Increase the community safety: Like the “Eye Watch”, a program to increase the safety of neighborhood, the higher the chance to be watched, the lower the chance the criminal actions happen. When the street is filled with people, the safety of the community can be improved.



The site plan contains two pedestrian streets that intersect near the community center. Land uses are arranged on a human scale.

Therefore, most residents can reach any destination within the site without driving. Currently, much of Old College Road lacks sidewalks, and the road contains no bike lanes. The site plan proposes that Old College be converted into a "complete street" with ample sidewalk space and bike lanes throughout.



COMMERCIAL DEVELOPMENT

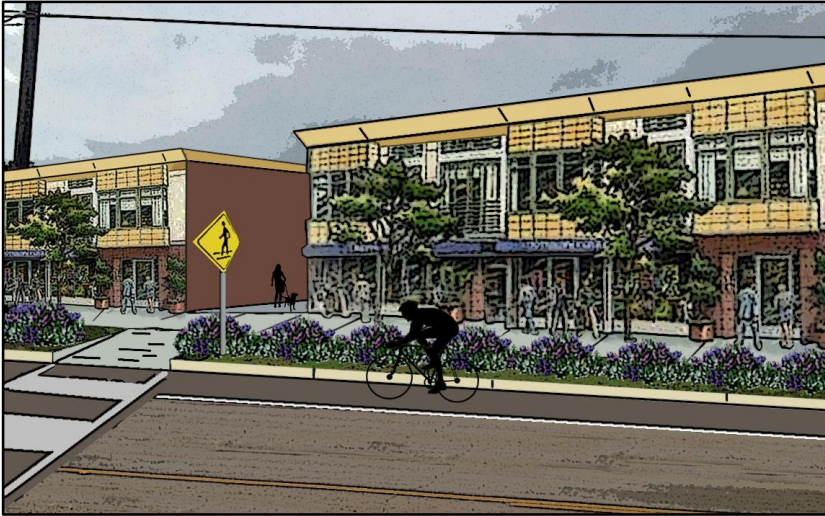


(A) Commercial Building

In the current state of Zone 4, commercial buildings are concentrated along South College Avenue. The proposed site plan maintains this land use pattern.

The site plan proposes retrofitting of storefronts to include attractive facades and landscaping. Parking will be available at the fronts and backs of the buildings. Improved lighting will enhance public safety at night.

MIXED USE DEVELOPMENT



(B) Mixed Used Development

Mixed-use development will be situated in the far north portion of the site. This area will contain two story buildings with stores on the first floor and residences on the second floor.

This sketch envisions mixed-use development combined with features that enhance walkability. A bike lane, wide sidewalk, pedestrian street, and crosswalk allow for easy travel via walking, biking, or driving.

The community center will offer a variety of services to neighborhood residents, outlined in detail on page 20. All indoor events will take place in a single one-story building. Outdoor facilities will be located directly adjacent to the building.

COMMUNITY CENTER



(C) Community Center

Many successful community centers recruit volunteers to run the cafe and front desk (“30 Most Beautiful,” n.d.). We suggest that our proposed community center adopt this practice. We expect that it will reduce the costs of running the center and give neighborhood residents opportunities to gain community service hours for school or organizations.

Green features that could be added to the community center include recycled playground materials, permeable surfaces in outdoor areas, and a rainwater collection system on the roof.

COMMUNITY CENTER Cont.

The table on the next page summarizes space requirements for the various programs provided by the proposed community center. Suggested space requirements per person were obtained from The Engineering Toolbox website and adjusted for the specific needs of this community. Square footage for the basketball court was obtained using the typical dimensions for half of a high school basketball court: 42 feet by 50 feet.

For community centers, the City of Bryan requires 1 parking space per 250 square feet of gross floor area (City of Bryan, 2012). Without parking, we intend for gross floor area to be 12,368 square feet, which requires 50 parking spaces. However, the community center can hold 239 people, so we will include 100 parking spaces. This number is still less than half of the center's capacity, which will encourage people to carpool, walk, or bike.

(a) Children's art class in multipurpose room (www.theepochtimes.com)

(b) Example of coffee shop outdoor (www.fox-arch.com)

(c) Community dinner event hall (www.cumberlink.com)



(a)



(b) and (c)

COMMUNITY CENTER Cont.

Program and Space Requirements

Program	Structure	Indoor / outdoor	Capacity (people)	Selected sq. ft. / person	Area (sq. ft.)
Basketball	Basketball half-court	Outdoor	10	N/A	2,100
Meetings, classes, events	3 multipurpose rooms	Indoor	20 / room	17	340 x 3 rooms = 1,020
Large community events	Hall	Indoor	60	20	1,200
Cooking for events	Kitchen adjoined to hall	Indoor	8	50	400
Children's play	Playground	Outdoor	15 children + 15 parents = 30	30	900
Meals, social interaction, study	Cafe	Indoor	20	18 (+350 sq. ft. for kitchen)	710
Outdoor meals and relaxation	Patio adjoined to cafe	Outdoor	16	18	288
Watching television, social interaction	Lounge	Indoor	20	30	600
Front desk	Lobby	Indoor	15	10	150
Additional facilities	Restrooms, hallways, sidewalks, lawn, etc.	Indoor & outdoor	N/A	N/A	5,000
Parking	Parking lot	Outdoor	100 cars	325	32,500
Total					44,868

PARK DEVELOPMENT



Community Park A and D are proposed to be urban farming park that can be adopted by citizens with community land trust system.

The proposed site plan allocates a considerable amount of space to parks. There are two kinds of parks in this area, community and pocket park. Community parks are four bigger connected parks in the site (from left to right). Each of them will have a unique theme, along with equipment that reflects that theme.

Pocket parks are distributed on some area for multipurpose such as community barbeque, jogging, etc.

This figure shows a proposed park for the elderly. Unique features include light exercise stations, numerous benches, and a birdhouse. Other suitable park themes include health and fitness, a children's playground, and community gardening.



CONCLUSION

The redevelopment plan focuses on how to improve the community environment and approach the concept of connectivity while redeveloping the economic development.

Within the context of our site, mobile homes are at the core of redevelopment as it is under impoverished quality. Mobile homes will be replaced by townhomes which will provide a better quality of living. The region along the South College Avenue focus on the commercial development. Our attempt retains two famous restaurants in order to drive the development of retail and around commercial activities.

In terms of the redevelopment of transportation, biking and walking behaviors are encouraged. Improvement of biking and walking facilities will provide opportunities for residents who would like to depend on biking and walking. This encourages residents who would like to experience these activities.

The Community Center is the place that strengthens the emotional connectivity of the community. Residents can experience exercising and other leisure activities which will increase the connectivity between them.

REFERENCES

30 Most Beautiful Modern Community Centers In The World - Social Work Degree Center (n.d.). Retrieved from <http://www.socialworkdegreecenter.com/30-beautiful-modern-community-centers-world>.

Area per Person - The Engineering Toolbox (n.d.). Retrieved from http://www.engineeringtoolbox.com/number-persons-buildings-d_118.html.

City of Bryan (2012). City of Bryan Land and Site Development Ordinance, Chapter 62. Retrieved from http://docs.bryantx.gov/planning_development/Land%20and%20Site%20Development%20Ordinance%2007-10-12.pdf.

Attachment 1

SITE ANALYSIS

Team: Mighty Ducks
 PLAN 689 Site Planning
 Department of Landscape Architecture & Urban Planning
 Texas A&M University

LOCATION

South College Corridor
 Area: 880 acres
 Population: 7671
 (Source: American Community Survey 2008-2012, 5 year estimates)

Bounded by
 • College Station on the south,
 • Wellborn Road on the west,
 • Texas Avenue on the east,
 • Villa Maria Road to the north.

AREA OF STUDY

STREET TYPES & TRANSPORTATION

Road Way Network	Length (miles)	Width (ft)
Arterial	4.4	80
Collector	2.35	30-60
Local	29.25	30-60
Total	36	N/A

LAND USES & OPEN SPACE

	Total Land (SQFT)	% of Total
Commercial	2797764	8.3%
Residential	21711361	66.3%
Street	9276814	27.5%
Total	33785499	100%

BLOCK & BUILDING TYPES

Total area: 569,936 acre, average area of blocks: 0.48 acre
 Block shapes: rectangle, trapezium, triangle, curve, undefined shape

Building Types	Residential	Commercial	Public Facility
height	1-3 stories for multi-family 1-2 stories for single family	1 story	1 story
form	Box with triangle roof, mobile houses are completely box	Mostly box	Mostly box
material	Mostly wood	Wood and brick	Brick
color	Natural (white, beige, brown, light yellow)	Mostly natural with some accents	Natural (beige, orange, brown)
parking	Front yard for single family, parking lot for multifamily	Side walk and/or parking lot	Small park and/or parking lot

STREET TYPES & TRANSPORTATION

Types of Street

Road Way Network	Length (miles)	Width (ft)
Arterial	4.4	80
Collector	2.35	30-60
Local	29.25	30-60
Total	36	N/A

LAND USES & OPEN SPACE

	Total Land (SQFT)	% of Total
Commercial	2797764	8.3%
Residential	21711361	66.3%
Street	9276814	27.5%
Total	33785499	100%

HUMAN BEHAVIOR

White: 66.6%
 Black: 15.4%
 Asian: 7.8%
 Other: 7.0%

Activity -- walking
 Activity -- exercising, playing
 Activity -- eating

LAND USES & OPEN SPACE

	Total Land (SQFT)	% of Total
Commercial	2797764	8.3%
Residential	21711361	66.3%
Street	9276814	27.5%
Total	33785499	100%

HUMAN BEHAVIOR

White: 66.6%
 Black: 15.4%
 Asian: 7.8%
 Other: 7.0%

Activity -- walking
 Activity -- exercising, playing
 Activity -- eating

RELATED PLAN

Neighborhood Develop
 land use
 crosswalk
 historic
 Park
 Sustainability
 Develop
 commercial
 Economic
 Community
 maintenance

Street Enhancements
 Encourage street lighting
 multi-modal
 Pedestrian
 Public Transit
 Affordable Housing
 Corridor
 traffic signal
 UPGRADING INFRASTRUCTURE

ZONE 4

Block types

- Old college road divides area diagonally.
- Block shape: rectangle, trapezium, triangle, and undefined shape.
- Commercials and public facilities are mostly placed close to the main streets and separated by parking lot one and each other buildings.
- Mobile houses located in the north side.

Building types

- Single family housing that gathered in the south side.
- Commercials and public facilities are mostly placed close to the main streets and separated by parking lot one and each other buildings.
- Mobile houses located in the north side.

Block types: A-A1, B-B1, C-C1

ZONE 4 SWOT

	Helpful	Harmful
Internal	STRENGTHS <ul style="list-style-type: none"> Transportation Connectivity of local streets Destinations clustered together Land Uses Commercial buffer between residences and S. College Some mixed use Economy Proximity to Northgate Existing commercial development at Old College Rd / S. College Ave. Intersection Environment Abundance of mature trees within neighborhoods Historical landmark: Chicken Oil Co. 	WEAKNESSES <ul style="list-style-type: none"> Transportation Absence of sidewalks and crosswalks Limited public transit Haphazard neighborhood street layout Land Uses Excess of residential land use Housing inequality (houses vs. mobile homes) Block/Building Types Poorly lit parking lots Public Space No designated parks No neighborhood activity centers
External	OPPORTUNITIES <ul style="list-style-type: none"> Policy Alterations in development codes to benefit businesses New development Single- or multi-family housing at Old College/ S. College Retail along S. College Open Space "Pocket parks" 	THREATS <ul style="list-style-type: none"> Economy Rental overturn Slow projected population growth in South College District Human Behavior Retail of residents to embrace walkability Differing needs among racial/ income groups

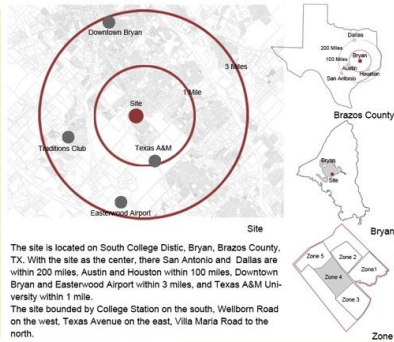
Attachment 2



Site Plan of South College District, Bryan, Texas

Texas A&M University
Department of Landscape Architecture and Urban Planning
PLAN 689 - Site Planning
Team Mighty Ducks

LOCATION



CONCEPTUAL DEVELOPMENT



MASTER PLAN & SKETCH



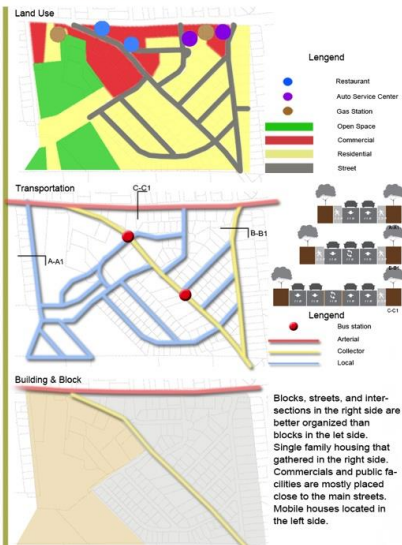
Goals
 Junction - Connection
 Connect downtown Bryan and TAMU
 Connect private space and public space

Strategies
 Encourage neighborhood unity through "pocket parks"
 Encourage walking by adding sidewalks in neighborhoods
 Install attractive facades to attract commercial
 Emphasize mature, well-proportioned trees



1. Commercial
2. Mixed-use (apartment & retail)
3. Community center
4. Townhouses
5. Single family houses

SITE ANALYSIS



SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Connectivity of local streets Destinations clustered together Commercial buffer between residences and S. College Some mixed use Proximity to highway Existing commercial development Abundance of mature trees within neighborhoods Historical landmark: Chicken Oil Co. 	<ul style="list-style-type: none"> Absence of sidewalks and crosswalks Limited public transit High-density neighborhood street layout Excess of residential land use Single storyfronts Poorly lit parking lots No designated parks No neighborhood activity centers
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Alterations in development codes to benefit businesses Single- or multi-family housing at Old College Retail along S. College "Pocket parks" 	<ul style="list-style-type: none"> Rental overturn Slow projected population growth in South College District Refusal of residents to embrace walkability Offering needs among retail income groups

THEMED PARKS



BLOCK MODEL



Team Mighty Ducks

Master of Urban Planning

Texas A&M University



SOUTH COLLEGE AVENUE REDEVELOPMENT PLAN

PLAN 689 SITE PLANNING

TEXAS A&M UNIVERSITY

SPRING 2015

DR. YUNMI PARK



SCOTT PERKES

JEEWASMI THAPA

THIAGO OLIVEIRA

SITONG DENG



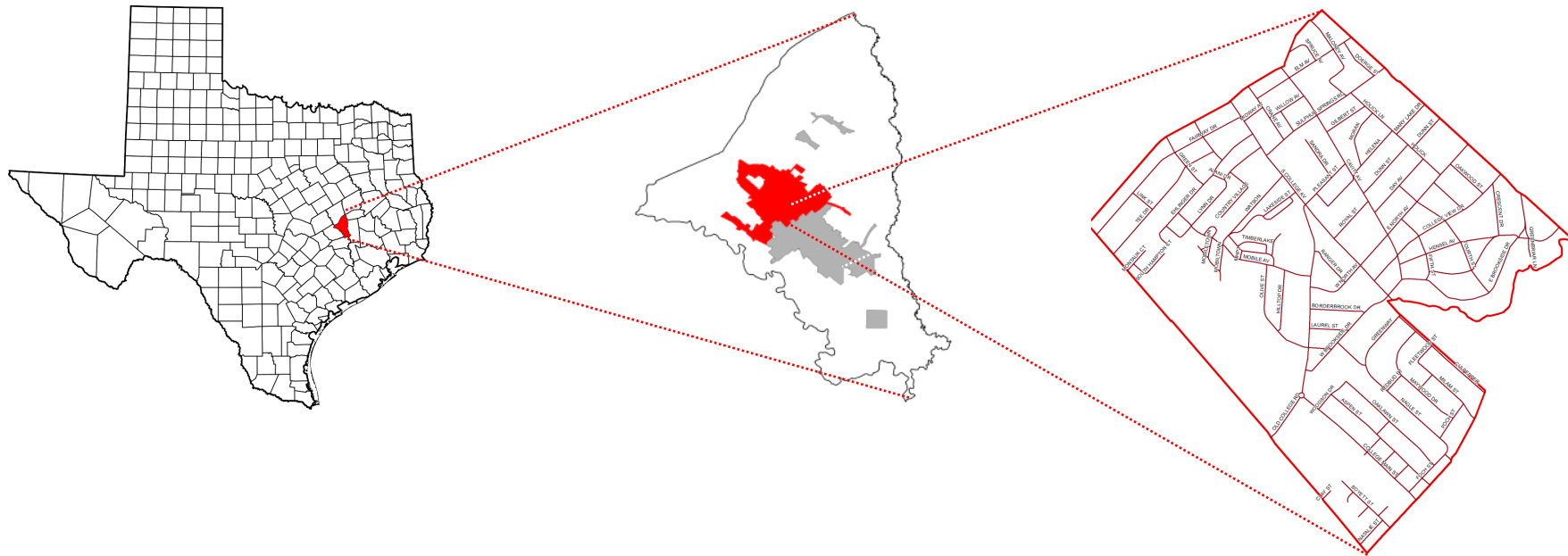
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STUDY AREA

SOUTH COLLEGE AVENUE DISTRICT



Our study area is located in the City of Bryan of Brazos County, South East Texas. More specifically, our study area consists of the census tract 10 boundaries. This area is known as the South College Avenue District of the City of Bryan. The District begins at the City of Bryan and City of College Station border to the South East, Wellborn Road to the South West, West Villa Maria Road to the North West, and South Texas Avenue to the North East.

The South College Corridor and especially South College Avenue was and still is an important transportation thoroughfare between the City of Bryan and the City of College Station. At a point in the history of Bryan and College Station City's growth, South College Avenue even became a destination point within the City of Bryan.

Unfortunately, the South College Avenue District has declined over the last several years and could use a good dose of revitalization. This project offers one group's conceptual idea for the area.



PREVAILING CONTEXTUAL ANALYSIS



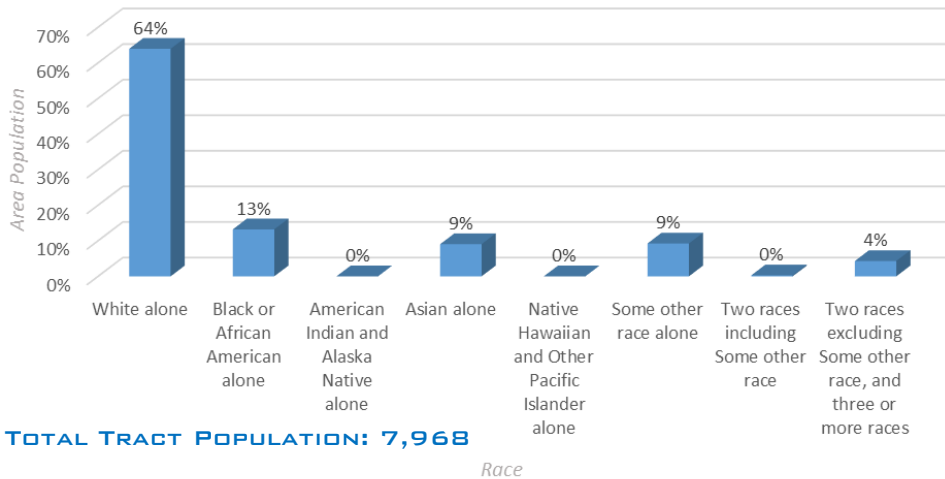
Upon first inspection of the South College Avenue District our group observed the prevailing conditions and made notes as to various aspects that could use improvements. As you can see from the above maps and corresponding photos these major improvement suggestions include:

A,H) Unsightly commercial buildings; **B)** Water tower landmark; **C,E,L)** Single Family Detached Homes; **D)** Manufactured Homes along South College Avenue; **F)** Lack of connected pedestrian infrastructure (sidewalks and bike lanes), poor street design, poor storm water drainage, and unsightly above ground utility lines; **G)** Awkward intersection of South College Avenue and Old College Road; **I)** Churches; **J)** Over Head Utilities; **K)** Large and blighted manufactured home park.

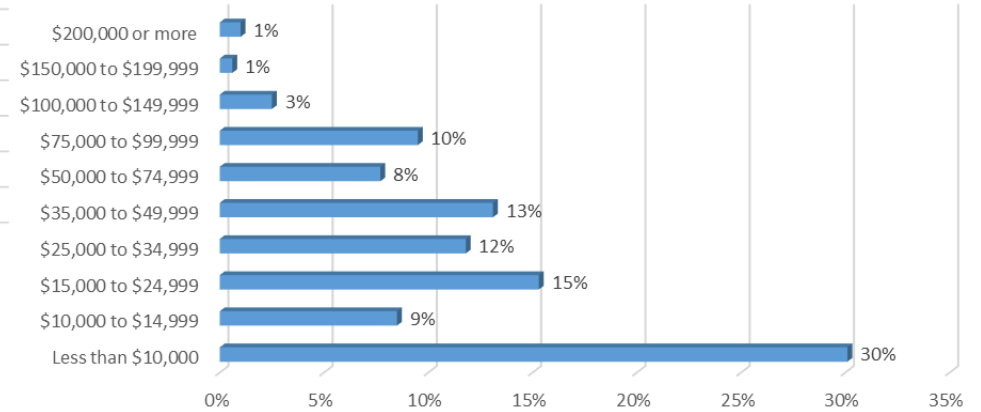


PREVAILING CONTEXTUAL ANALYSIS

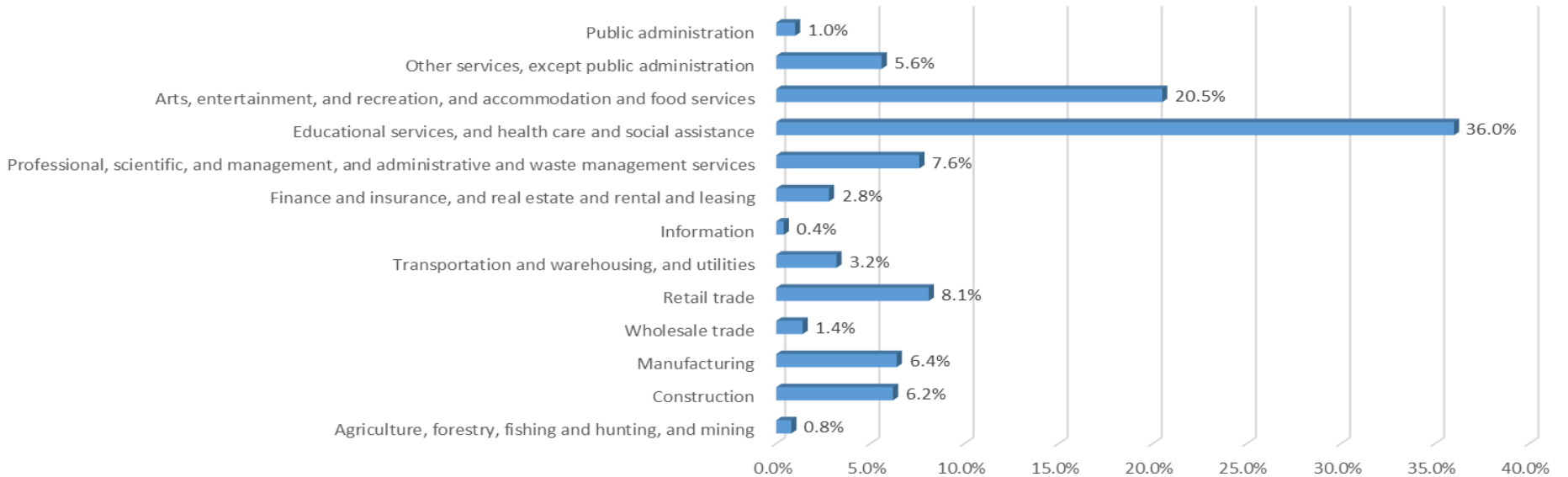
Census Tract 10, South College District Populaion Race Distribution



Census Tract 10, South College District Household Income



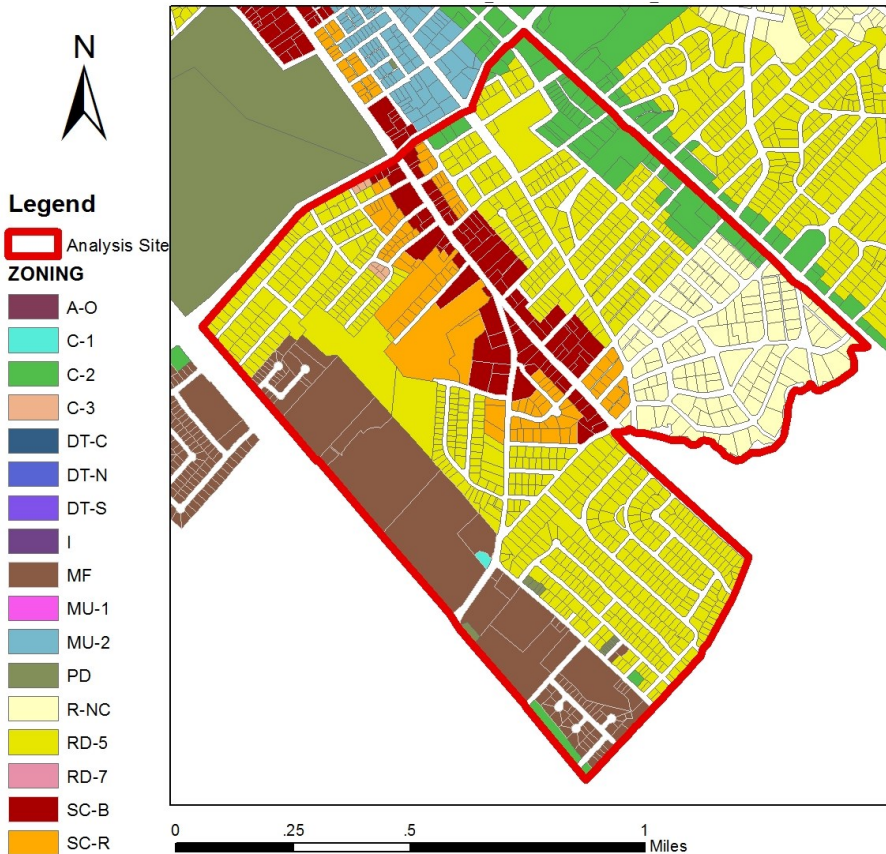
Census Tract 10, South College District Industry Population



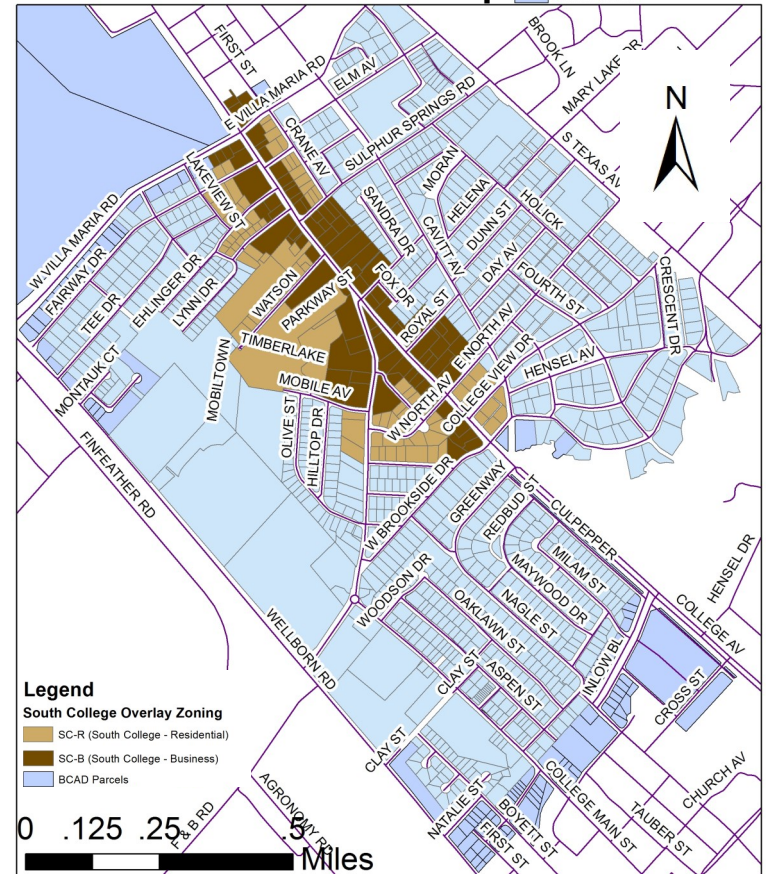


PREVAILING CONTEXTUAL ANALYSIS

ZONING



SC-R & SC-B ZONING



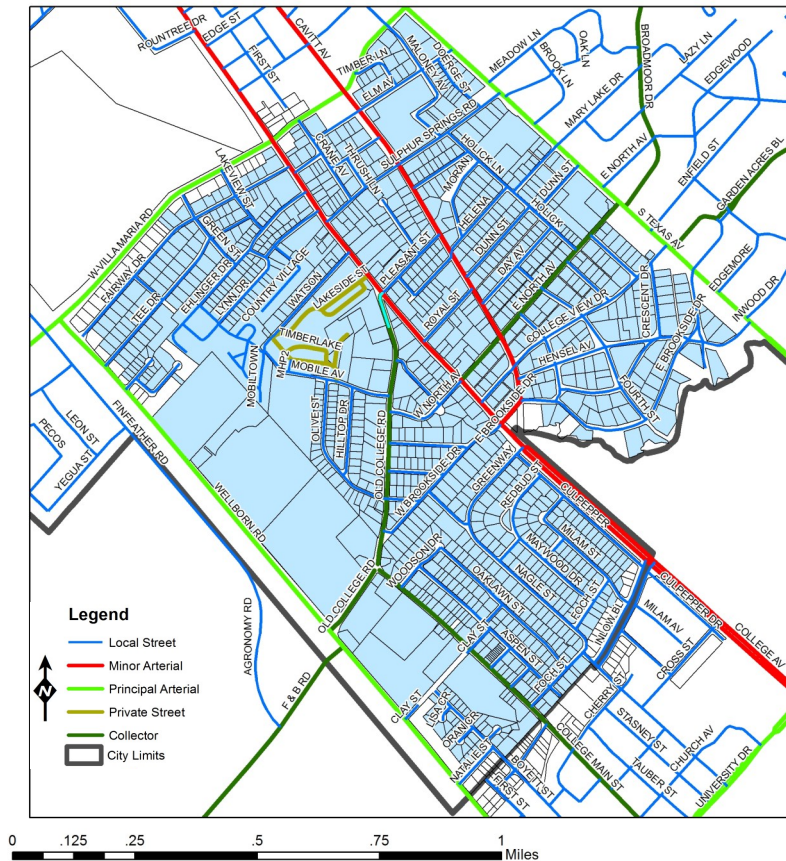
Zoning within the South College Avenue District consists of 7 different zoning designations. They are: MF (Multi-Family), C-1 (Commercial 1 - Office), C-2 (Commercial District 2 - Retail), C-3 (Commercial District), RD-5 (Residential District 5), SC-R (South College Residential), SC-B (South College Business), and R-NC (Residential Neighborhood Conservation). This allows for a wide array of development within the census tract 10 study area.

Unique to the South College Avenue District are the SC-R and SC-B zoning designations. These special overlay zoning overlays were created in an effort to reduce setback requirements, move parking lots to the rear of lots, and increase density. However feedback city staff has revealed that these zoning regulations have caused development to slow down due to lack of vehicular access to parking in front of businesses.

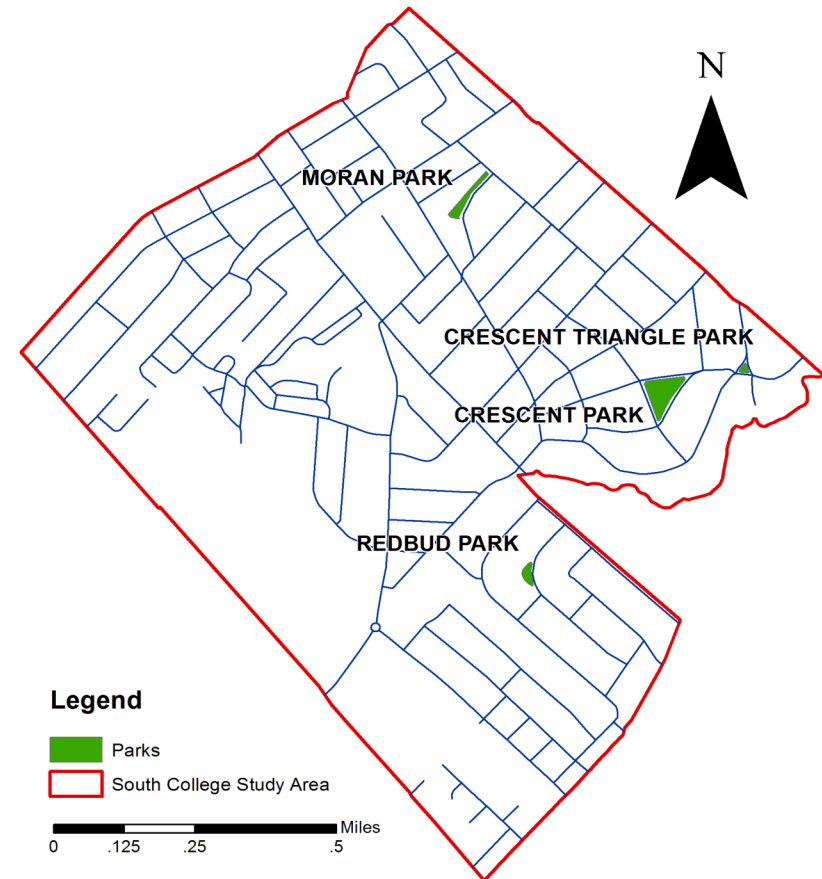


PREVAILING CONTEXTUAL ANALYSIS

SOUTH COLLEGE CORRIDOR STREET TYPES



SOUTH COLLEGE STUDY AREA PARKS

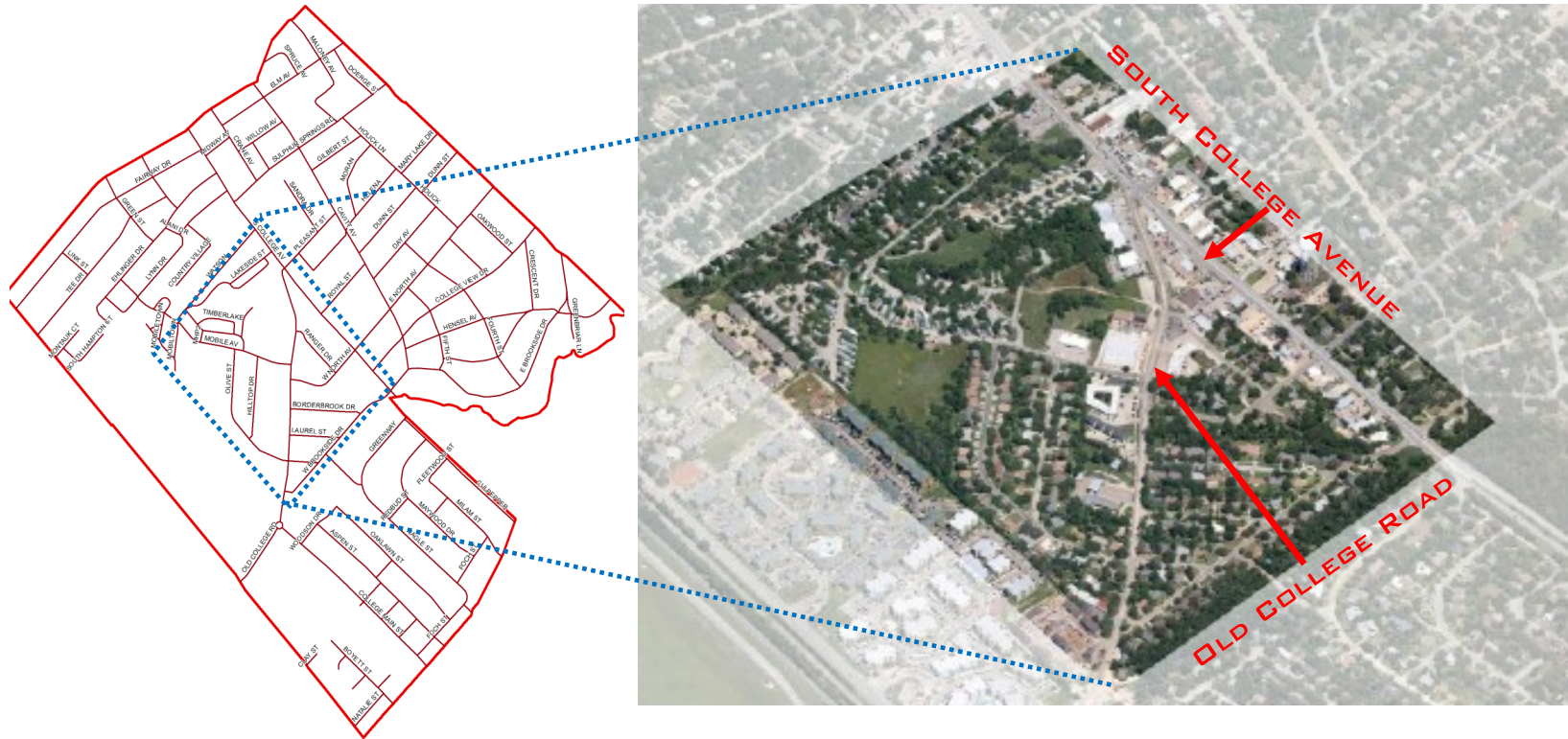


There are five different classifications of streets within the South College Avenue District. They are: Private Streets, Local Streets, Collector Streets, Minor Arterial, and Principal Arterial.

In addition, a total of four public parks exist within the study area. They are: Moran Park, Crescent Triangle Park, Crescent Park, and Redbud Park. Looking at the map above pertaining to parks, it is easy to see a lack of public park space (quantity, total area, and location distribution) within the study area.



FOCUS AREA



Within census tract 10, our group focused our time on smaller core area depicted above that we believed to be the most vital part of the greater census tract 10 and South College Avenue District. This focus area has its North East boundary defined by South College Avenue, North West boundary by Watson Lane, South West boundary the large student apartment complexes' property line, and South East by Brookside Drive. Bisecting the focus area through the middle is Old College Road running North and South.



VISION AND GOALS

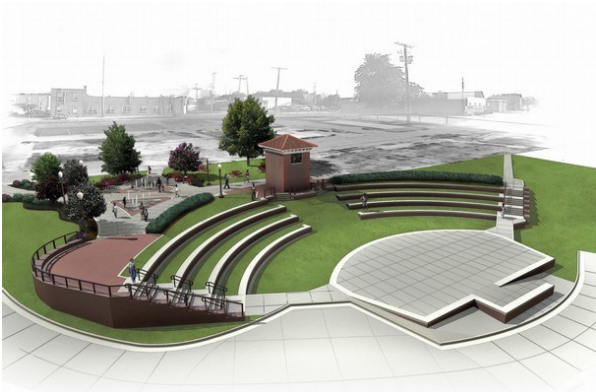
Our vision for the South College Avenue District is to be a futuristic, green, interconnected, renewable energy driven node linking Bryan and College Station.

Drawing from our group's prevailing contextual analysis, we came up with a list of goals. The completion of these goals will then allow the South College Avenue District to evolve into a blossoming link connecting the City of Bryan, College Station, and Texas A&M University. These goals are:

- ◇ Improve street design and traffic Flow
- ◇ Replace manufactured housing with modern and affordable multi-family housing
- ◇ Provide a modern public green space interconnected with revitalized and pedestrian friendly retail and dining establishments.
- ◇ Wi-Fi connectivity throughout the retail, dining, and interconnected green spaces.
- ◇ Provide solar energy generation trees to provide power stations throughout the public spaces allowing for device charging and evening lighting.
- ◇ Create a new node connecting downtown Bryan to College Station and Texas A&M University.
- ◇ Design this new node to allow it to be an alternative to the “Northgate District” for students and families.
- ◇ Improve the economic performance within the South College Avenue District.
- ◇ Bike lanes connecting Bryan, College Station, and Texas A&M University on South College Avenue and Old College Road.
- ◇ Providing a transit stop to the South East of the current Chicken Oil Co. Restaurant.



SOURCES OF INSPIRATION



AS PART OF OUR PROPOSED INTERCONNECTED GREEN SPACE, WE HAVE INCLUDED AN AMPHITHEATER AND STAGE TO ALLOW FOR LOCAL MUSICIANS TO SHOWCASE THEIR MUSIC AS WELL AS PROVIDE A VENUE OR FAMILY FRIENDLY MOVIES IN THE PARK.



CENTRAL TO OUR INSPIRATION FOR CLOSING OLD COLLEGE ROAD BETWEEN SOUTH COLLEGE AV. AND RANGER DR. WAS THE SANTA MONICA PROMENADE IN SOUTHERN CALIFORNIA.



IN ADDITION TO AN AMPHITHEATER FOR MUSIC AND MOVIES, ANOTHER AMPHITHEATER IS PROPOSED JUST OPPOSITE OF THE OTHER TO ALLOW FOR CASUAL SITTING AND VISITING. THE FOCAL POINT OF THIS

AMPHITHEATER WILL BE STATIC ART OR STATES.



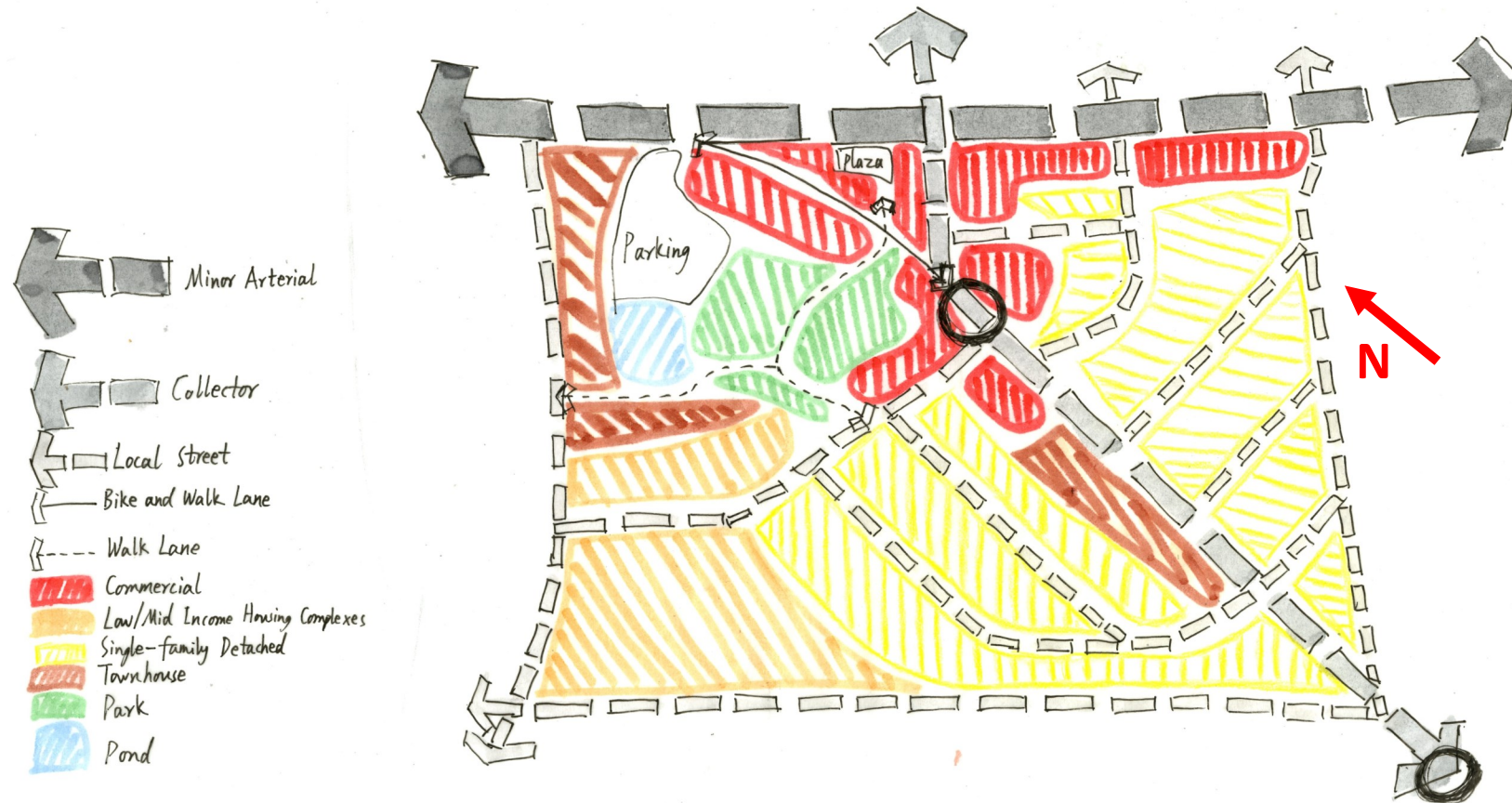
PERHAPS THE MOST UNIQUE ASPECT OF OUR CONCEPT PLAN IS THE USE OF GREEN SOLAR ENERGY GENERATION TREES TO PROVIDE CHARGING STATIONS AND EVENING LIGHTING. INTEGRAL TO THE SOLAR TREES AND POWER STATIONS THROUGHOUT THE PUBLIC SPACES WILL BE THE AVAILABILITY OF A FREE WI-FI CONNECTION. PEOPLE WILL BE ABLE TO ENJOY THE PARK WHILE STILL BEING ABLE TO WORK OR STUDY.



IN AN EFFORT TO INCREASE THE CONNECTIVITY TO THE SOUTH COLLEGE AVENUE DISTRICT, IMPROVED STREET DESIGN FOR SOUTH COLLEGE AVENUE AS WELL AS OLD COLLEGE ROAD WILL ALLOW FOR BIKE LANES AND NEW TRANSIT STOPS.



ROUGH CONCEPTUAL PLAN



During our rough conceptual planning process, we knew we wanted to accomplish some major overarching changes. They were the closing of Old College Road from its intersection with South College Avenue South to its intersection with Ranger Drive and using the closed street section for a walkable retail and dining focused promenade while redirecting traffic on Old College Road North East on a new street section linking it to the South College Avenue and Royal Street intersection; Eliminating the mobile home park to the South East of Watson Lane and replacing the housing stock with new multi-family townhomes and apartments to the South East of the focus area; Opening up a futuristic “Wi-Fi Park” green space with solar tree powered charging stations and Wi-Fi connectivity connecting the multi-family housing with the newly revitalized promenade on the closed portion of Old College Road; Lastly we wanted to change the street design on South College Avenue from Watson Lane to Brookside Drive to allow for on-street parking , and transit stops.



CONCEPTUAL MASTER PLAN



- 1) South College Avenue
- 2) Transit stops
- 3) Food focused plaza with central fountain
- 4) Commercial establishments
- 5) New proposed segment of Old College Road
- 6) Wi-Fi Walk promenade
- 7) Solar trees and charging stations
- 8) Concert amphitheater
- 9) Sitting amphitheater
- 10) Wi-Fi Park public green space
- 11) Retention pond with fountain
- 12) Proposed parking garage
- 13) Townhomes
- 14) Apartments
- 15) Proposed bike lanes



WI-FI WALK PROMENADE





WI-FI WALK PROMENADE





WI-FI WALK PROMENADE





WI-FI WALK PARK



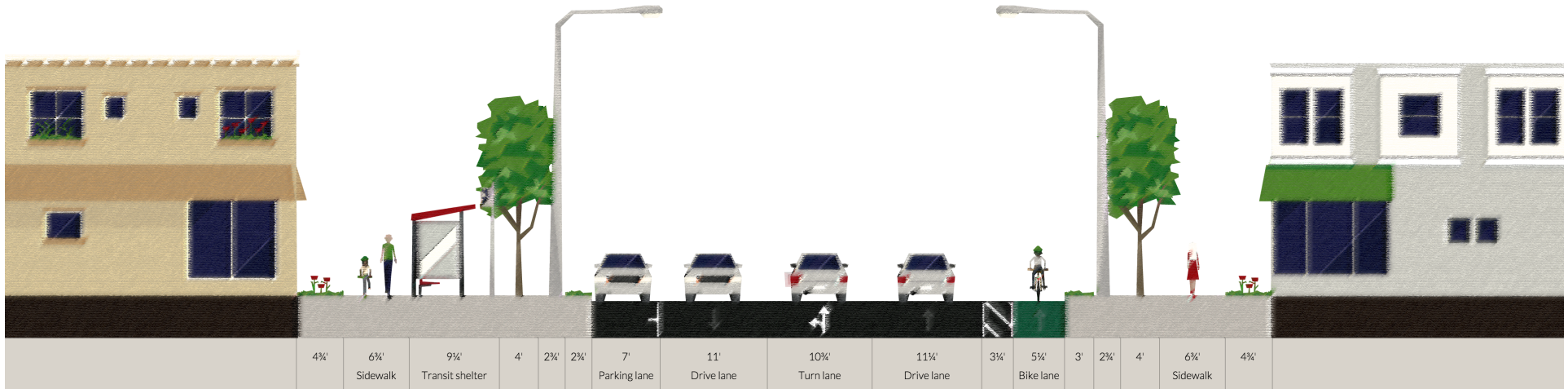
Wi-Fi Park Public Green Space complete with:

- Sitting amphitheater
- Concert amphitheater
- Scenic retention pond
- Solar trees for green energy charging stations
- Open space for exercise, sports, picnics, etc.



CONCEPTUAL STREET CROSS SECTIONS

South College Ave.



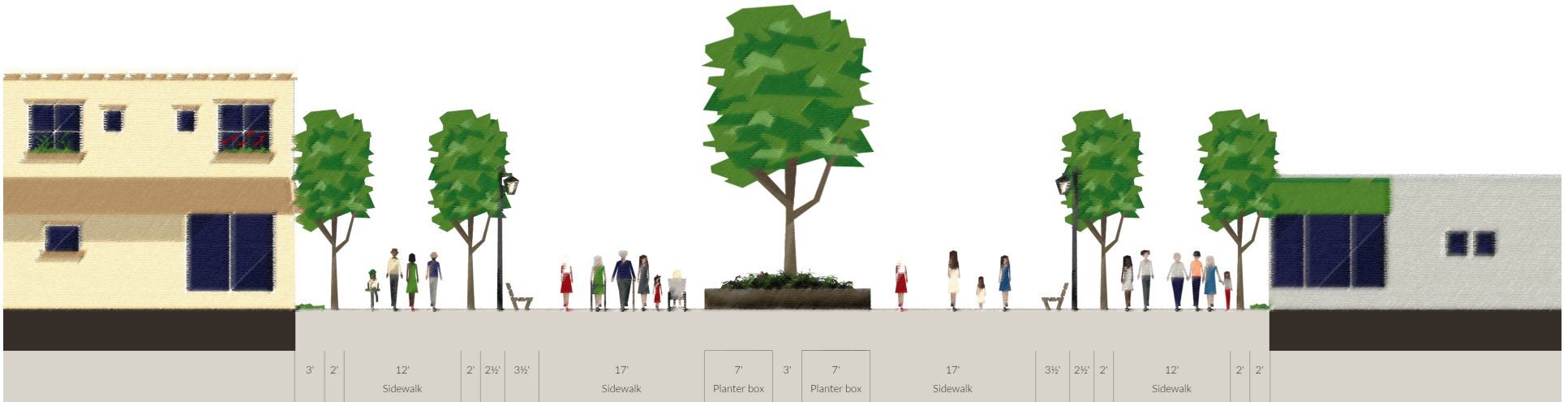
The above street cross section depicts our vision for South College Avenue between Watson Lane and Brookside Drive. Previously, South College Avenue through this stretch of the road has been a four lane minor arterial with a median turn lane running the full length of the segment. This allowed for 11 foot wide lanes with no shoulder or buffer area leading up to the curbs on either side. Inconsistent sidewalk pedestrian infrastructure staggers along either side of the road. Utility lines and poles line the side of the road for an unattractive entrance into the South College Avenue District as well as the City of Bryan.

We envision closing the far lanes of South College Avenue on both sides of the road in favor of slower moving traffic, on street parking, transit stops, and a dedicated bike lane with a 3 1/4 foot buffer from traffic. In addition to the proposed alteration of street design, we propose burying the utility lines and provide more on-street lighting with intermittent light fixtures. Sidewalks and landscaping will then lead to the front of commercial, office, and retail establishments.



CONCEPTUAL STREET CROSS SECTIONS

Wi-Fi Walk



A new pedestrian-friendly retail and dining focused promenade branded as “Wi-Fi Walk”, will occupy the closed street portion of Old College Road from it’s intersection with South College Avenue South to it’s intersection with Ranger Drive. Wi-Fi Walk will provide plenty of seating and connections to the commercial establishments lining the edges of the promenade. Wi-Fi Walk will have having plenty of trees to shade pedestrians from the warm Texas climate and provide a pleasant atmosphere to relax and hang out. Unique to this promenade will be the ability to connect to a free Wi-Fi network. This network will run throughout the commercial establishments, promenade, and into the green space “Wi-Fi Park” just South East of the Wi-Fi Walk promenade. This will allow for the large student and young professional population to work, study, and play outside in a peasant and relaxing atmosphere.



CONCLUSION

Although this conceptual plan is a first attempt at site planning for us as Masters of Urban Planning students at Texas A&M University, we believe that our core concepts are a viable option to help revitalize the South College Avenue District. Furthermore, we also believe that our proposed principles will allow the area to become a new node within the Bryan/College station in which people will have a modern alternative to the Northgate District in College Station. Modern and green solar power generation trees will allow for people to enjoy the outdoors while still being able to work or study instead of being cooped up indoors.

Through this revitalization and creation of a new node, the economic vitality of the South College area will also increase. Local business will enjoy the new flow of students and Aggieland residents in the area and the City of Bryan will also enjoy a healthy bolstering of their tax coffers.

A limitation to our project included our limited graphic design skills. Forgive us for any substandard graphical representation of our envisioned concept plan.





Scott Perkes, Thiago Oliveira,
Sitong Deng, Jeevasmi Thapa

VISION
This site plan's vision is to breath new life in to the South College Avenue district by providing:

- Improved street design and traffic flow.
- Modern and affordable multi-family housing.
- Wi-Fi connected green space, and modern pedestrian friendly retail and dining.
- Provide an alternative to "North Gate" for residents of the BCS area.

GOALS
Main goals of the South College Avenue Site Plan include:

- Creating a new node connecting downtown Bryan and Texas A&M.
- Providing modern green space for all to enjoy, especially students looking to get outside while still being able to connect to the web for education puposes.
- Improve the economic performance within the South College Avenue District.

PROGRAMING

Site Plan Area:	86 Acres
Proposed Green Space Area:	6.77 Acres
Proposed Retail Commercial:	184,740 s.f.
Proposed Restaurant Commercial:	11,108 s.f.
Proposed Multi-Family Housing:	417,547 s.f.

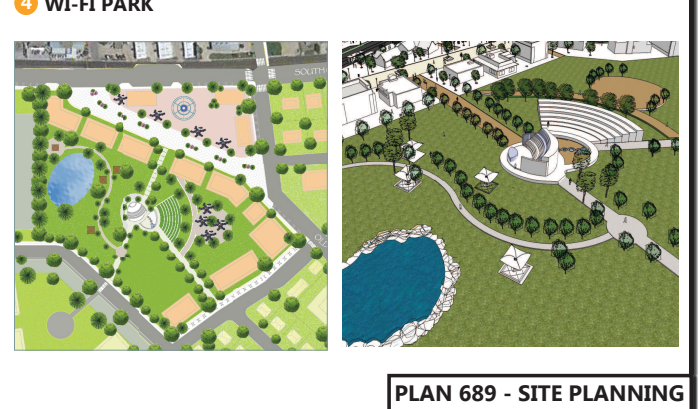
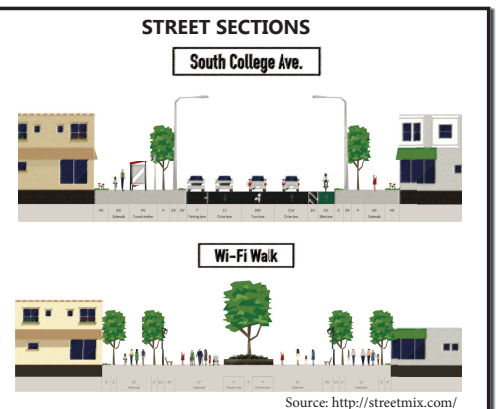
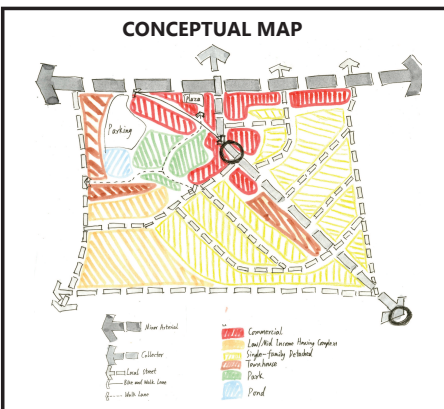
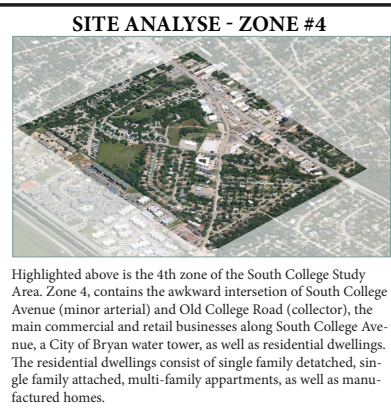
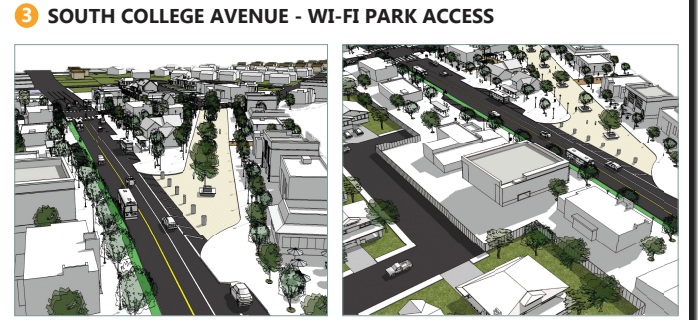
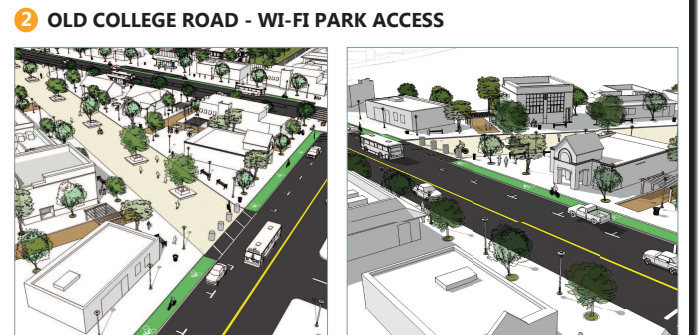
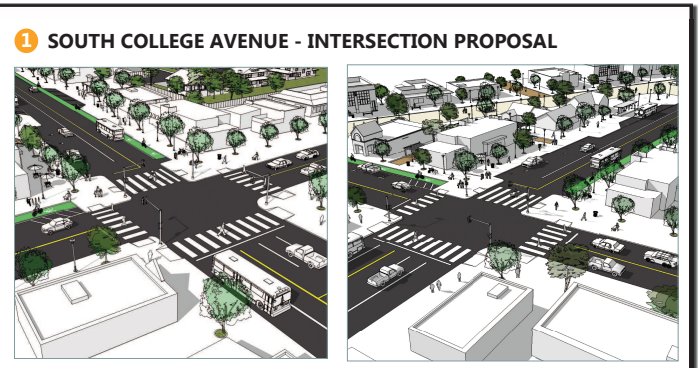
The primary attractions to the "Wi-Fi Walk" promenade and "Wi-Fi Park" green space are the availability to connect to a free high-speed Wi-Fi connection and charging stations powered by solar trees through out the area.

PREVAILING CONDITION ANALYSIS

South College Avenue serves as a main thoroughfare connecting College Station and Texas A&M University to the City of Bryan. The major built up area between Watson Lane and Brookside Drive suffers from poor street design, unsightly utility lines, blighted manufactured homes, run down commercial establishments, and lack of green open space.

Chicken Oil Co. No Crossing Aids

Awkward Intersection Lack of Sidewalks



Hensel Crossing

Nurture Nature

BRYAN, TEXAS

2015





**Plan 689 - Site Planning, Spring 2015, LAUP Department
Texas A&M University**

Team T:

Tiffany Cousins



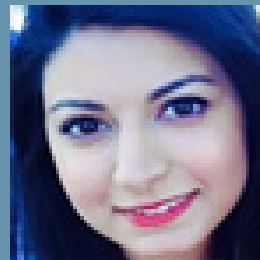
Jeffrey English



Hilary Page



Fathima Raza



Dong Xiao



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Overview

Background

South College Avenue has been a major link connecting the twin cities of Bryan and College Station since the days when they were separated by acres of open fields. During its heyday, the thoroughfare boasted an interurban trolley line shaded by beautiful live oak trees and lined with small shops, eateries, and homes. The trolley system was eventually dismantled and the area has been showing signs of dilapidation and abandonment in recent decades.

Nevertheless, South College Avenue still serves as major arterial connecting Downtown Bryan to the north and Texas A&M University to the south. Several of the historic businesses and well-known local favorites, such as Chicken Oil Co. and Farm Patch, remain as landmarks along the corridor. Just to the south is the hopping Northgate district, with its diverse mix of bars, cafes, dense student housing, and religious fellowship centers.

Our site runs along a 1.2 mile portion of the thoroughfare and encompasses 750 acres. Several arterial roads make up the boundaries of the site and it's adjacent to two major public green spaces: the Bryan Municipal Golf Course and Hensel Park. No matter exactly where the city limits may lie, this South College Avenue belongs to us all, both Bryan and College Station, town and gown.



Nikki Marie Smith, Fine Art America

“No matter where exactly the city limits lie,
South College Avenue belongs to us all...”

Existing Planning Documents

South College Avenue Corridor Redevelopment Plan Goodman Corporation (2002)

In a project sponsored by the City of Bryan and the Brazos Transit District in 2002, the Goodman Corporation created a Corridor Redevelopment Plan for South College Avenue. Their plan set long-term goals of improving connectivity and encouraging economic development along the corridor. Objectives included repaving the pavement, improving drainage and turning movements, installing sidewalks and pedestrian lighting, and providing bike infrastructure

In order to develop a neighborhood identity, the authors recommended providing street amenities in a traditional style similar to that in adjacent areas of Northgate and Old College Road, in addition to building gateway monuments. Pocket parks were recommended, as was a park with water features and a spillway at the intersection of South College Avenue and Villa Maria. Finally, the report advocated for improvement of public transit service in the area by installing landscaped bus shelters.

Financing strategies for this project included public-private partnerships, federal and state grant funding, non-profit development and transportation corporations, municipal bond issue, and special assessment taxes. To encourage commercial activity, the report recommended city property donations and tax incentives.

Common Gateways and Corridors Report Cities of Bryan and College Station (2009)

As of 2009, many of the land use patterns in this area did not conform to regulations. Taking into consideration of the state of development and the zoning of the area, the authors of the Common Gateways and Corridors Report found it unlikely that the area to the east of South College Avenue would change from its current composition of single-family dwellings. To the west there was more multi-family and commercial zoning, so the city expected to regulate to mitigate incompatible uses and respond to more dynamic development activity in this area.

The document called for the construction of sidewalks along both sides of South College Avenue from Carson Street to the Bryan city limits near Hensel Park, with landscaping and street lights if funding permitted. They also list the creation of bike facilities as a priority, but without no specific plans.



Landscaped Bus Stop (Goodman Corporation)



Gateway Water Feature (Goodman Corporation)



Old College Street Design

Bryan Comprehensive Plan City of Bryan (2006, 2009)

In the Implementation chapter of this plan, the authors ranked the priority level of various municipal services and capital improvement projects as stated by the citizen participants and the Comprehensive Plan Advisory Committee. The South College Plan Implementation ranked 14 out of 16 (excepting core services provision and monitoring, which were considered essential and not ranked) for the public and T-11 for the CPAC (rating system not explained). The perceived low priority as expressed by the public may be a key reason why the 2002 plan was never implemented, especially considering budget constraints.

The 2009 Comprehensive Plan Update states that funding has been set aside for a stormwater detention facility in order to mitigate drainage problems and allow future widening of the road. There are plans to reconstruct South College Avenue from Villa Maria to Sulphur Springs in 2012 in the Capital Improvement Program. No further progress has been made.

Site Plan Report Outline

The report in your hands describes the site planning process undertaken by the team and the design proposal that resulted. The entire site and the community context were analyzed in order to determine suitable goals that would match the needs of the residents and reflect the type of environment they might wish to live in. The scope of the project did not allow for public participation in the visioning or planning process.

Chapter 2, Context Analysis, outlines the existing conditions of the site and the SWOT analysis conducted by the authors. Chapter 3, Design Proposal, describes the Vision, Goals and Objectives, and Core Site Plan for section 3 of the site, adjacent to South College Avenue and Northgate.



Bryan City Limits at Hensel Park



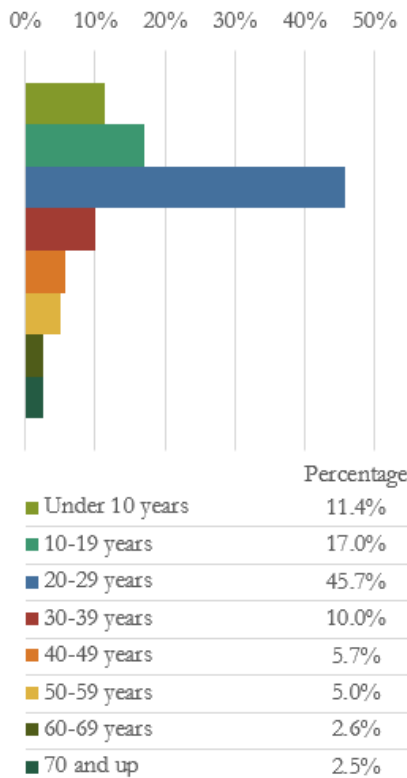
Famed Local Burger Joint

Context Analysis

Our site analysis began with a walking tour of the South College area, making our way north-west along College Avenue and taking note of the types of commercial enterprises there, the speed and volume of vehicular and pedestrian traffic, and the general comfort and safety of the environment. We took detours into the neighborhoods on either side of corridor to get the flavor of the residential communities there. This exploration of the area formed the basis of understanding of the site, with subsequent visits by car to gather more specific measurements and information about particular locations.

Demographic Analysis

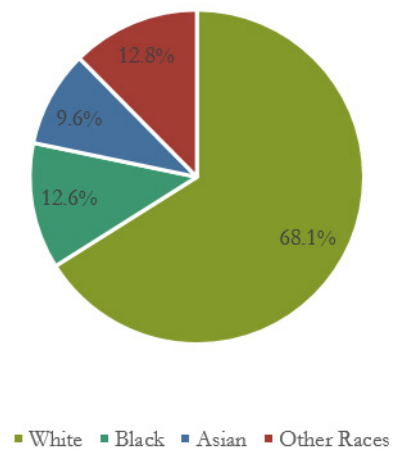
Age Groups



The South College Corridor is home to Census Tract 10, which is 755 acres (1.18 square miles) in size. Within this tract the total population is 7,867 people, or 10 people per acre. The population is disproportionately male (56% vs. 44%), and the racial composition is predominantly White (see right).

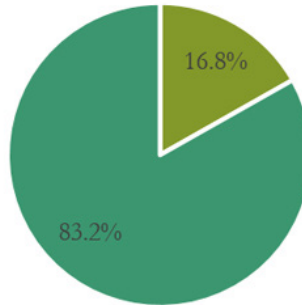
The population reflects many of the demographic features common to college students. The majority of people living in their late teens or their twenties, as shown in to the left. Two-thirds of households in the area are non-family, and half of them are singles living alone. The vast majority of the dwelling units were renter-occupied (see figures on next page). All figures come from the 2010 US Census.

Race/Ethnicity



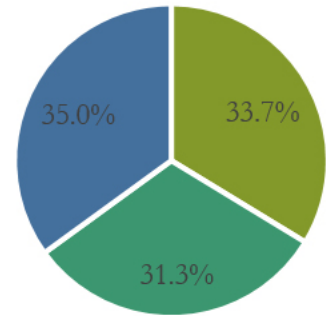
The core section for our design proposal was in Census Block Group 4, which is about 150 acres. The total population within the block group is 1,084 people, a little less dense at just over 7 people per acre. The gender composition of the section is even more heavily skewed male (61.1% vs. 38.9%). Forty percent of the population in the section is between 18 and 24 years old, and over 80% is White. Similar to the whole site, 61.4% of the households are non-family.

Housing Tenure



- Owner-occupied housing units
- Renter-occupied housing units

Household Type



- Family Household
- Nonfamily Household: Other
- Nonfamily Household: Single-Person

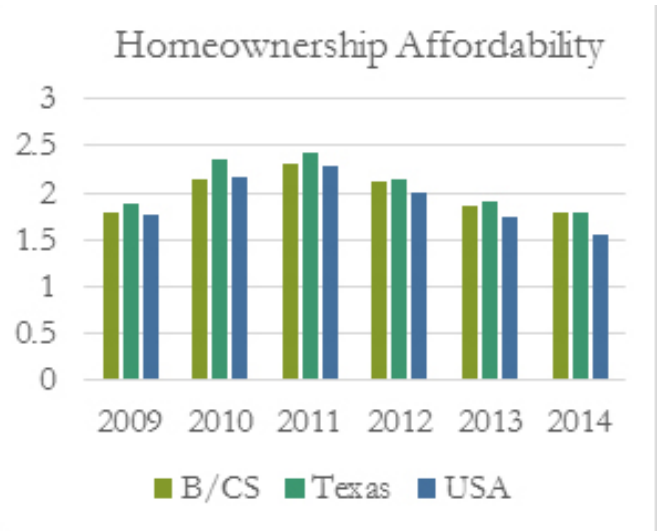
Economic and Market Analysis

Area and City Housing Affordability

The figure to the right shows the Homeownership Affordability Index (HAI) from 2009-2014, in which higher values indicate greater affordability. Homeownership affordability was increasing from 2009 to 2011, meaning that homebuyers did well during the economic recession. As pent-up housing demand began to be satisfied in 2012, home prices rose, which led to a fall in affordability.

The shift in 2012 described above coincided with a different change in affordability in Bryan-College Station. Starting in 2012, Bryan-College Station's affordability rose to equal state levels, which were higher than U.S. averages. Thus the area is competitive with other urbanized areas in Texas in terms of affordability and can attract future residents from other states who value homeownership affordability when deciding where to live and work.

The average area home sales price broke the \$200,000 threshold in 2014, having risen approximately \$50,000 in the past decade. In



The area is competitive with other urbanized areas in Texas in terms of affordability

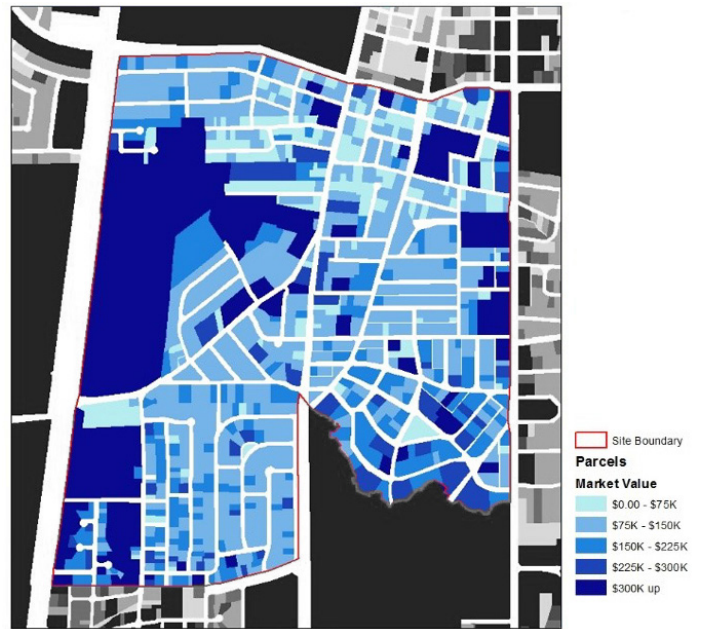
2004 home sale values clustered around \$100,000-\$120,000, but now they are more evenly dispersed across the \$140,000-\$300,000 range. The majority of this increase has occurred in construction boom in south College Station.

Due to low incomes, housing affordability is still a problem in Bryan. Using the ACS 2013 median household income in Bryan of \$38,356, area households earning less than \$30,000 are considered low-income and are cost-burdened if their housing costs exceed \$767 per month. Households earning less than \$19,000 are very low-income and are cost-burdened with housing costs over \$480 per month. Roughly one-third of Bryan households earning less than \$35,000 are labeled cost-burdened by U.S. Department of Housing and Urban Development.

Site Property Characteristics

The total market value of the site is \$286 million, of which \$79 million is land and \$207 million is building improvements. There are 100 acres of living area. The property values per parcel can be seen in the figure to the right.

Average square footage for single-family dwellings is 1,739 sq. ft., 1,847 sq. ft. for duplexes, 3,181 sq. ft. for fourplexes, and 79,569 sq. ft. for multi-family apartments.



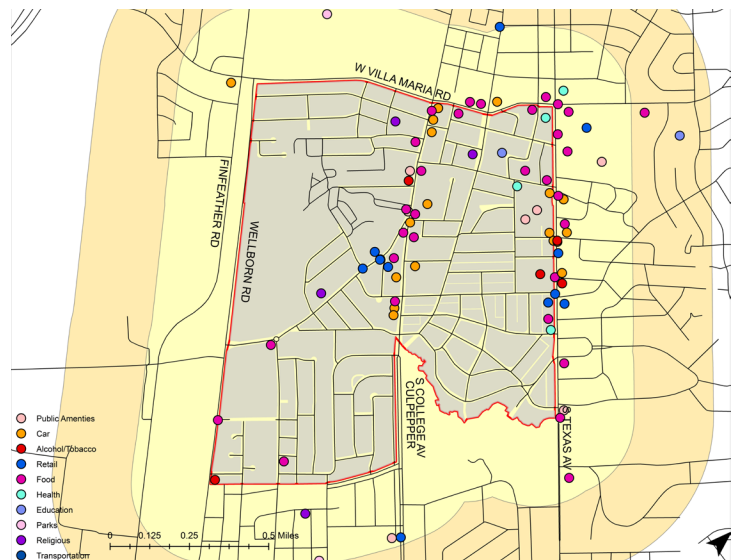
Property Values

...many auto-oriented businesses which are not conducive to livability...

Nearby Employment and Commercial Activities

Near the site are several major area employers, including Texas A&M University, St Joseph Regional Health Center, Wal-Mart, and H-E-B. They can potentially provide employment for workers without reliable access to private vehicles. The figure at the bottom right shows the businesses within a ¼-mile buffer of the site.

There are many auto-oriented businesses which are not conducive to livability. Some retailers of everyday goods and services (groceries, drugstores, restaurants, etc.) operate within walking or biking distance and could be accessed via those modes if the suitable infrastructure existed.



Local Businesses

Land Use Analysis

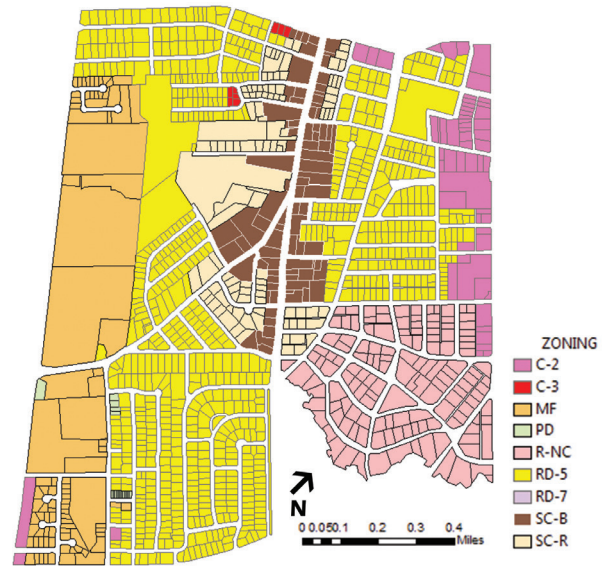
Current Site Zoning and Land Use

Most of the land use types along the South College Avenue corridor are retail and services. Beyond the narrow corridor, most of the area is residential dwellings of different types. Single-family residential (conventional detached dwellings) and multi-family residential (Triplexes and apartments) are the most common types.

There are 8 categories of land use in the area: C-2 Retail, C-3 Commercial, Multi-Family, Residential district 5000, South College Business, South College Residential, Residential N.C.D and Planned development. South College Business and Residential zonings aim to provide the diversity for economic development, while Residential 5000 and NCD aim to promote the aesthetics of the area.

Core Site Zoning and Land Use

In our core section, most of the land use is single-family detached housing. Only few small commercial parcels are located along the edge. A very small part is vacant and needs to be developed in the future. The residents living in the middle of the area lack accessibility to other land uses, especially the green space and commercial area across South College Avenue but separated by high traffic volume. The current land use has created problems both within the site and the whole corridor, and may be the reason why the land value is relatively low.



Bryan Zoning Codes

Green Space Analysis

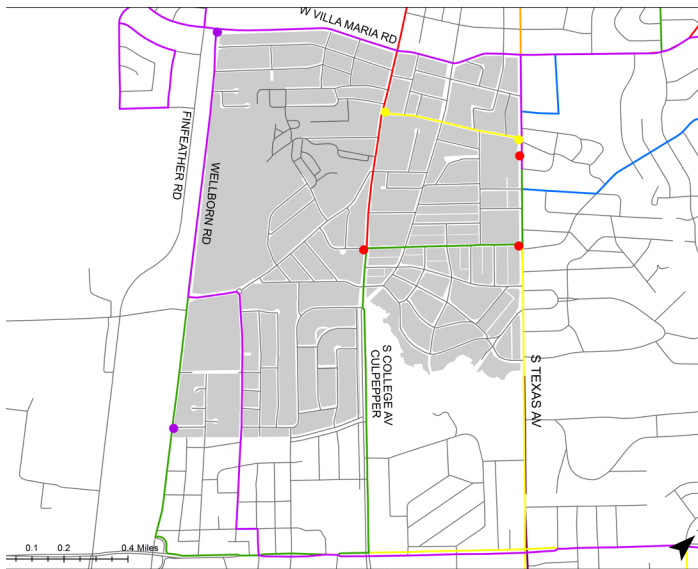
The site is currently lacking in public green space. Besides Hensel Park, there is Redbud Park. The City of Bryan refers to it as a ‘pocket park’ on its website, adding that “the Neighborhood Association has added a nice walking path, landscaping, benches and a beautiful gazebo to the property.” It is a fairly small, subpar park--an island of grass surrounded by residences.

The predominate building type within our core section is single-family homes. Hensel crossing is in close proximity. In fact, it is within walking distance but not easily accessible due to low pedestrian connectivity.



Green Spaces

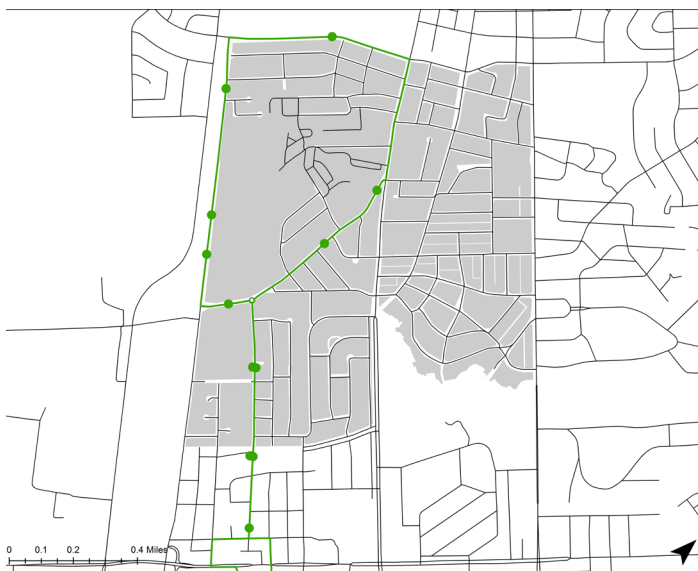
Transportation Analysis



Brazos Transit District Routes

Arterials and collectors are sufficient...

Pedestrian and bike infrastructure are limited



Texas A&M Aggie Spirit Bus Routes

Roadways

The primary transportation mode in the site is private automobile. There are 5 arterial roads: S Texas Avenue, S College Avenue, Wellborn Road, Villa Maria Road, and Cavitt Avenue. Old College Road, College Main, and North Avenue are collectors, and the remaining streets are classified local. The provision and distribution of arterials and collectors are sufficient to support automobile circulation.

Transit

Transit provision includes routes from Brazos Transit District (BTD) and Aggie Spirit. There is one Aggie Spirit route and three BTD routes running through the site, in addition to four BTD routes that have stops on its boundaries (see left). BTD Green, Red, and Yellow lines run along College Avenue and through the neighborhoods. BTD Blue, Maroon, Orange, and Purple run along either Texas Avenue, University Drive, or Villa Maria, connecting the site to more distant locations in Bryan-College Station.

The Aggie Spirit route makes a loop along Wellborn Road, Villa Maria Road, South College Avenue, and Old College Road. It connects the site to the Texas A&M University campus, providing neighborhood residents with transportation to and from their place of work or study. Bus stops are located on all four major roads.

Non-motorized Transportation

Pedestrian and bicycle infrastructure are limited within the site. Sidewalk facilities exist along S College Ave, but are so disjointed as to be mostly useless. Crosswalks are rare and lack signals. Less than one quarter of the intersections are four-way, which significantly reduces connectivity and increases trip distances. There is one bike lane along College Main and several roads designated “bike-friendly”, but their only network connection is to the campus to the south.

Strength Weakness Opportunity Threat Analysis

<ul style="list-style-type: none"> • High education & job accessibility due to proximity to TAMU and Blinn College • Easy access to major arterial roads of B/CS • Access to transit (Aggie Spirit Bus, Brazos Transit District Bus) • Nearby religious facilities and Schools for community support • Adjacent to large public green spaces • Place-making local landmarks (Chicken Oil Co., Farm Patch) • Plentiful nearby dining and nightlife options (Northgate, Texas Avenue) • Large, densely-housed student population nearby that can be a large built-in market for any commercial enterprises 	<ul style="list-style-type: none"> • Inadequate sidewalk, crosswalk, and bike lane provisioning • Pervasive use of open drainage ditches • Inadequate stormwater management infrastructure • Aging housing stock (average age: 56 years) • Inadequate neighborhood retail amenities within walking distance, e.g., affordable grocery store • Low-income tenant population in need of affordable housing • Street network connectivity impaired • Poor landscaping, especially along S College Ave • Low level of perceived safety in some areas • Some street surfaces in need of repair
<ul style="list-style-type: none"> • Growing prominence of Downtown Bryan as a regional tourist destination and public space for developing common sense of place • Brazos Transit District show interest in developing a trolley route connecting TAMU and Downtown Bryan if federal funding opportunities reappear • Growth of Blinn College with new campus construction within 2 miles and increased funding for Bryan location • Increasing trend for multi-family housing in Bryan/ College Station 	<ul style="list-style-type: none"> • Competition with College Station for development projects • Low-income population concentrated in Bryan complicates or impedes financing large capital investment infrastructure projects • Poor reputation of some Bryan I.S.D. schools deters prospective residents from settling in Bryan • Political fragmentation in local government can hinder cooperation and improvement • Possible or imminent market saturation of multi-family and student housing demand

Design Proposal

Health, wealth, and happiness...

It's a truism that these are three things we all seek. It's also true that the first—health—is the foundation on which we build the others. In Hensel Crossing, residents enjoy an environment that supports their health, so they can focus their attention on the other things that make their lives fulfilling. This support is provided via easy access to green spaces, walkable streets, healthy food, lively eateries, educational and sports activities—all at your fingertips!

Despite being fundamentally social creatures, we've become increasingly isolated with our eyes glued to a screen and headphones blaring in our ears. Social ties are key to a satisfying life. That's why our community seeks to lure people out of the isolating four walls of their homes and into welcoming streets and public spaces where they can socialize with friends, families, and neighbors as they pursue common interests or discover new ones.

It's also important to remember that health is an asset, both figuratively and as a matter of dollars and cents. From reduced healthcare expenses to increased earning potential, it pays to be healthy, and we feel confident that our community is one in which its members will reap both the tangible and intangible rewards.

In sum, good health can be *physical, mental, social, and financial*, which are mutually reinforcing. The design concept of Hensel Crossing has four goals to address the various aspects of good health, with specific objectives to ensure that its physical form helps these goals to be realized.

Hensel Crossing: Nurturing Communities in a Natural Environment

Goals and Objectives



Promote an Active and Healthy Lifestyle

Research shows that one of the key things that motivates people to engage in physical activity is simple: seeing other people exercising! Being out and about with friends and family has a twofold effect: it develops both robust bodies and robust social ties. The following measures make it easy to do in Hensel Crossing.

- Build a new pedestrian entrance connecting Hensel Crossing to Hensel Park to increase public recreation access.
- Provide pocket parks and community gardens to encourage outdoor activities in cozier environments.
- Install pedestrian wayfinding signage directing visitors and residents to recreational areas.
- Continue the traditional street design of the Old College Road area to increase the aesthetic appeal and improve walkability.



Artistic rendering of walkable community

Provide Convenient and Safe Travel Routes

Everyone agrees that physical activity is necessary for health. But we also know that it can be tough to dedicate time specifically for exercise, no matter how much we'd like to. Playing a game of tennis with friends or taking the dog for a walk are great ways to be active, but sometimes our schedules are too jam-packed. This is where “built-in” activity comes in.

What is built-in activity? Simply put, it's walking to pick up a few things at the drugstore, taking your bike to work, or heading over to the bus stop on foot. For folks too busy to make time to work out, these kinds of destination-based walking and biking trips are the key to maintain or regain good health, both for ourselves and for the environment. But we've got to make it safe, comfortable, and convenient. To that end:

- Provide sidewalks with shade-bearing trees to keep pedestrians safe and comfortable.
- Build a crosswalk with signal light connecting Hensel Crossing to the new pedestrian entrance to Hensel Park.
- Improve street network connectivity with increased four-way intersections to make all trips as efficient as possible.
- Increase transit access by building bus stops for Aggie Spirit & Brazos Transit District buses.
- Construct bike lanes on major roads for commuters and recreational bikers.



Bicycle lanes for safety and convenience

Encourage Neighborliness

Nowadays, young people are delaying starting families, baby boomers are watching their nests empty, and workers are moving frequently to follow career opportunities. It's easy to become isolated if you aren't paying attention to cultivating social ties. The measures below will help residents avoid that particular kind of modern loneliness.

- Provide infrastructure for social gatherings in public spaces: benches, picnic tables, barbecue pits, etc.
- Zone for medium-density multifamily dwellings (townhomes and apartments) to achieve greater population density and more vibrant public spaces.
- Zone for mixed uses, including neighborhood retail and restaurants for increased walkability and social interaction.
- Change some setbacks to put pedestrians and porch-sitters within hailing distance.
- Create gathering points in the city around conversation pieces, such as the sculpture garden in the central node.
- Coordinate with Bryan, College Station, and Texas A&M University to increase the park programming and community outreach efforts to bring citizens together.

Capture the Economic Value of Health

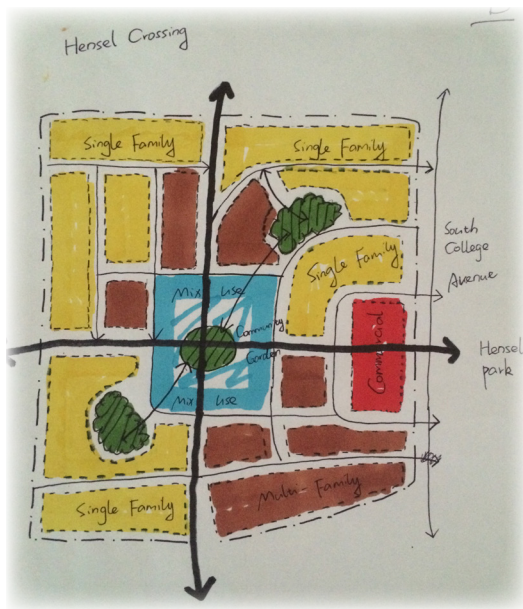
Being unhealthy is expensive, and Hensel Crossing creates the opportunity for residents to benefit financially from their living environment. Reduced household medical and transportation expenses, in addition to the value of proximity to such wonderful neighborhood amenities, help to improve the bottom line of many households. Furthermore, increased economic activity of the neighborhood commercial activities improve the financial situation of the city as well.

- Create public spaces and infrastructure that make Hensel Crossing a desirable place to live, thus increasing the property values of neighborhood homes.
- Zone for multi-family housing to ensure that affordable housing is within reach of the large student population.
- Cluster retail and restaurant establishments in order to create an agglomerative effect in a walkable environment, increasing the profitability of the businesses and tax base of the city.
- Increase biking, pedestrian, and transit opportunities to allow residents to reduce transportation costs.
- Emphasize the economic benefits of good health: reduced medical expenses and increased productivity.

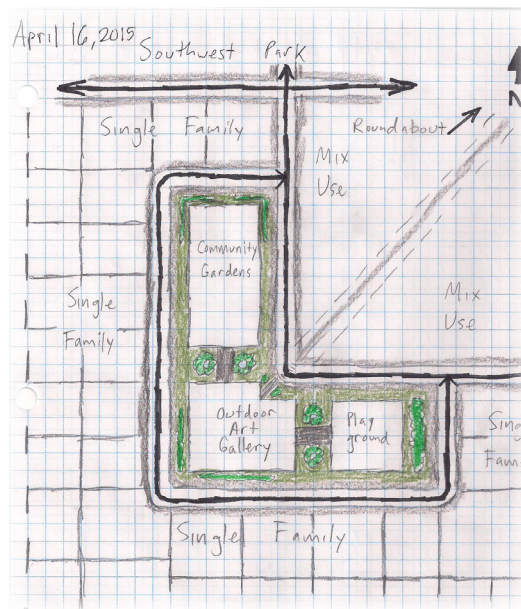
Design Process

After conducting our SWOT analysis and discussing the vision and goals for our project, we began sketching out possible designs, all of which focused on improving connectivity and land use diversity. We settled on Conceptual Plan B over the alternatives because of its higher density and the way that it ensured that amenities would be accessible to all site residents—not just those on the same block.

While some team members were sketching and drafting CAD files, others were researching possible programming features to enhance the physical design with activities and outreach efforts. These efforts came together in the final design described below.

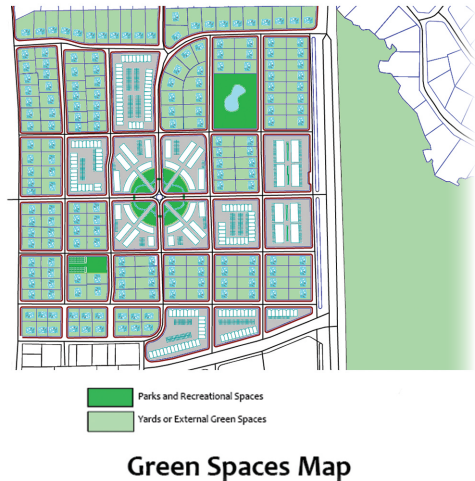
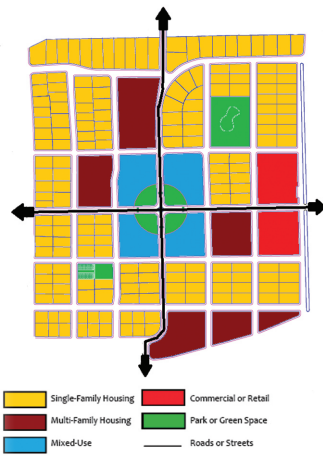
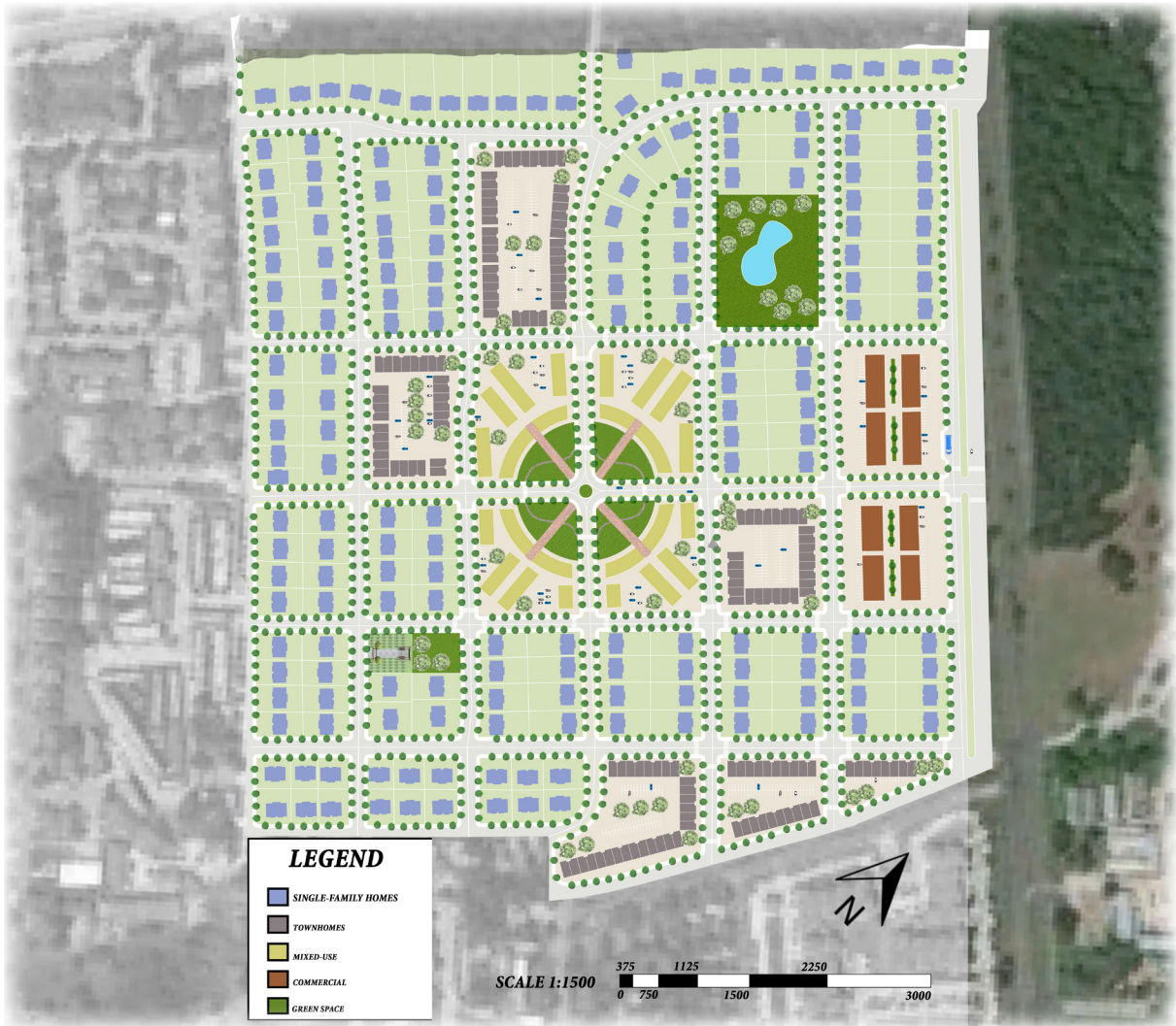


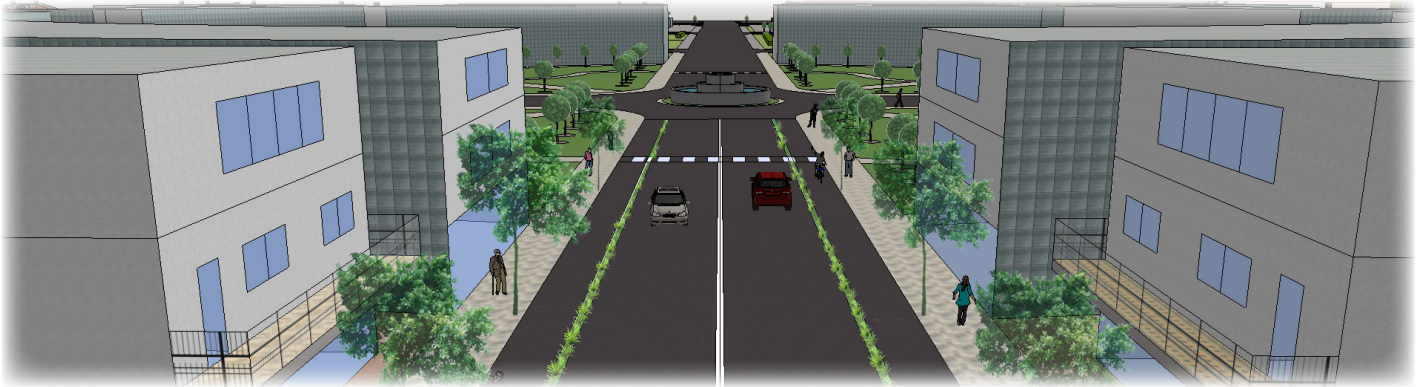
Design Concept 'B'



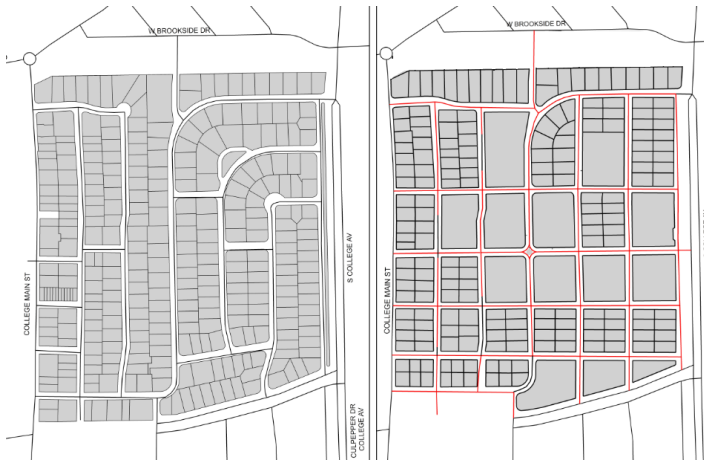
Hand rendering of mixed-use area

Site Plans And Implementation





Axial street section



Existing streets and parcels

New streets and parcels

Changes from Existing Conditions

Our design proposal keeps many of the original parcels unchanged, but others are replatted in order to accommodate the new street network. The grid pattern is vital for increasing connectivity and walkability.

Some parcels have been resized in order to accommodate denser housing units or non-residential land uses. The axial roads have been widened in order to accommodate the sidewalks and bike lanes.

A new pedestrian entrance to Hensel Park near the current city boundary line needs to be constructed. This protects pedestrians from vehicular traffic when entering the park, while maintaining auto access at the original entrance.

Physical Site Programming

Land Use	Building Type	Units
Residential	Detached Single-Family	170-180
	Mixed-Use Units	24
	Townhouse Units	80-100
Commercial	Restaurant	30-35
	Grocery	5-10
	Parking	120 9'X18'
Parking	Neighborhood	450 9'X18'



Narrative Programming

Community Garden

To promote a healthy outdoor lifestyle in Hensel Crossing, neighborhood residents have access to a community garden. Here neighbors can play in the dirt together, sharing equipment, knowledge, and experience—not to mention the literal fruits of their labor!

While any neighborhood resident can lease a plot, it's a wonderful amenity to offer to people living in nearby multifamily housing who don't have a large private yard of their own. In addition, for single-person households and newcomers, building positive and supporting relationships with their neighbors can be doubly important.

Of course, not everyone has a natural green thumb, which is why we have partnered with the AgriLife Extension Service Master Gardener Program. During the growing season a Brazos County Master Gardener will visit our garden once a month to give hands-on instruction and their own tips of the trade for harvesting success in local conditions. AgriLife has also sponsored the community garden, providing the raised beds and some communal equipment to remain on-site.



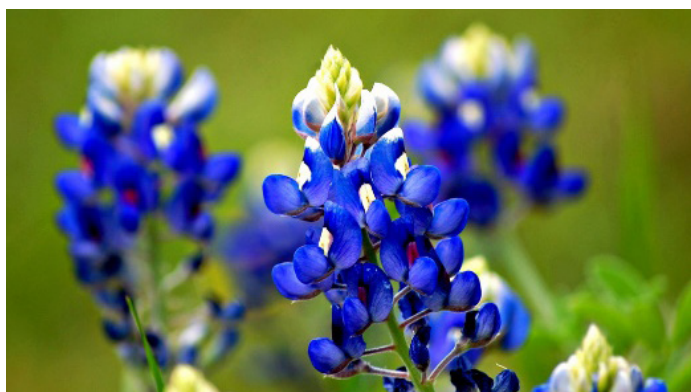
Community garden with raised-bed plots

The garden has 60 raised-bed plots that measure 4 feet by 12 feet with 3-foot walkways in between; the size is suitable for one household or can be split between individuals. The yield from the plot can be taken home and enjoyed by the plot owners in order to fill a gap in local grocery retailing. The gardening yield can also be sold at the local farmers' market or donated to food banks. It's a wonderful opportunity to teach children—and adults—not only about healthy eating and sustainability, but also civic service.

Native Plants and Edible Landscaping

We turn to sustainable landscaping to enhance the natural beauty of Hensel Crossing. Our landscaping features plants native to Texas, edible plants, and bioswales. Thoughtful landscaping enables residents to connect with the environment. It's a means of taking care of the Earth, while also taking care of ourselves.

Consultation with AgriLife Extension Master Gardener program yielded an array of plants that are native to Texas and indexed according to the principles of Earth-Kind Landscaping. Earth-Kind Landscaping is a technique that maximizes gardening enjoyment while being environmentally responsible. AgriLife provides an Earth-Kind Index that measures the heat, drought, and pest tolerances, in addition to soil and fertility requirements. Higher index values are desirable in order to promote landscape water conservation, reduce fertilizer and pesticide use, promote landscaping for energy conservation, and reduce landscape wastes entering landfills.



Texas Bluebonnets

There are numerous plants from the Earth-Kind Index in our site landscaping. For example, these native plants have an Earth Index of 6 or higher: Texas Bluebonnets, Evening Primrose, Bush Morning Glory, Engelmann's Prickly Pear, Mexican Hat, Daylilies, Black-eyed Susan, and Fragrant Sumac. These plants are meant to

enhance the natural attractiveness of the site by providing vibrant colors. Everyone knows and loves Texas Bluebonnets, the state flower. The Evening Primrose is a native perennial wildflower which provides a range of pink colors during springtime. Bush Morning Glories can grow in the spring, summer, and fall and are a lovely shade of lavender.

The landscape should not only provide food for our eyes, but also nutrition for our bodies. To that end, we have sought out fruit trees and herbs that residents can harvest from during a casual stroll. Fig, persimmon, peach, and pecan trees are all notable for thriving in the Texas climate. Several herbs thrive in our climate, including sage, rosemary, and parsley.

Bioswales

Another landscaping feature in Hensel Crossing is bioswales, a type of green infrastructure designed to reduce urban flooding and pollution. They are a vegetated, mulched, or xeriscaped channels that serve as a treatment and retention for stormwater by slowing down infiltration and filtering stormwater flows. Placed towards the end of the street that has slightly lower elevation, they can function as a partial replacement of curbs, gutters, and storm sewer systems. Therefore they should be located in areas that have low flow and smaller populations, such as Hensel Crossing. With enough bioswales, the amount of flow won't need to be taken into consideration. Bioswales are also cost efficient.



Rendering of bioswale

There are design requirements that go into making an effective bioswale. The soil must have high infiltration rates, should be able to support dense vegetation, and have alkaline soil. The vegetation in the bioswale are fine, close-growing, water-resistant grass—the more, the better. The pollutant removal depends on the plants in the system. Reed canary grass, grass-legumes mixtures, and red fescue are good vegetation for a bioswale system. Bioswales should be parabolic or trapezoidal in cross-section with sloped sides. The design storm for sizing swales is a 6-month frequency, 24-hour storm event, not to exceed flow rates of 140 liters per second.

Hensel Park Activities

Hensel Park is maintained by the Texas A&M University system. The park has the equipment to host volleyball and softball games, not to mention an informal game of soccer or flag football in its open fields. There are also exercise stations and jogging trails across its 30 acres to stay fit in the fresh air while avoiding those gym fees! Or take it easy on one of the park benches while the kids keep busy on the playground equipment.

If you're looking for something a bit more social, there are three pavilions that can be rented in advance to hold events, in addition to picnic benches and BBQ grills for more everyday gatherings.

HENSEL PARK PROGRAMMING

In conjunction with the Cities of Bryan and College Station, we've developed a great program of activities open to all area residents. Weekend and evening classes and activities will be offered on park premises in a variety of areas, such as Sunrise Yoga, Landscape Watercolor, Wildlife and Nature Photography, Trangleball, Zumba, Young Writers Workshop, and more.



Hensel Park play area

Sculpture Garden

The central node of Hensel Crossing will host sculptures and art installations from A&M art students as well as contributors from the local arts community. These pieces may or may not be conventionally beautiful, but they will certainly be conversation starters and open our minds to new ways of thinking.

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