



Planning and Development Services is beginning work on the second neighborhood plan under the City's adopted Comprehensive Plan. The proposed area for this plan is the Eastgate neighborhood, comprised of several residential subdivisions in the City core. The neighborhood planning process is anticipated to take approximately 10 months to complete, and Staff is currently working on Phase One of that process as outlined in the Neighborhood, District, and Corridor Planning Handbook.

**Phase One** of the Neighborhood Planning Process includes the pre-planning steps that occur prior to the start of plan development. This step in the process identifies:

- The area of focus for the plan;
- The team members that make up the Planning Resource Team, Staff Resource Team, and Neighborhood Resource Team;
- Known joint jurisdictional issues in the area;
- A preliminary timeline of events; and
- A Citizen Engagement Plan.

**PURPOSE OF NEIGHBORHOOD PLANNING**

Neighborhood plans are part of the City's Comprehensive Plan. A comprehensive plan is a city's guidebook for how to manage change and growth. It allows a city the opportunity to set goals for the future of the community and insure adequate infrastructure and facilities for that future. One of the goals of College Station's Comprehensive Plan is to take a more

in-depth look at smaller areas - neighborhoods, districts, and corridors – to guide growth and change at a smaller scale that promotes the long-term stability of those areas.

## **AREA IDENTIFICATION**

The Eastgate Neighborhood Planning Area is made up just over 560 acres located directly across the northeast edge of the Texas A&M University campus. Bounded by Texas Avenue, University Drive, Munson Avenue, and Dominik Drive, this area includes eighteen residential subdivisions, and is home to more than 2,400 residents. The area is surrounded by a neighborhood planning area to the east, the Hospitality Corridor planning area to the north, and a redevelopment planning area to the west and south along Texas Avenue and Harvey Road.

### **Housing and Business**

The Eastgate Planning Area primarily developed over a period of nearly 40 years between 1940 and 1980, with new infill developments occurring in the past decade (2000). The most recent addition is the University Preserve Subdivision in 2002, but the earliest development took place in 1919 with the creation of the D.A. Smith subdivision. Annexations took place between 1939 and 1956. The 1939 annexation was the second ordinance passed by the newly formed City of College Station (incorporated, 1938).

The area holds more than 500,000 sq. feet of commercial and business space and 794 single-family homes, 55 (110 units) duplexes, and 362 other multi-family units. The planning area is primarily residential, but ringed by commercial space along major corridors (Texas Avenue and University Drive).

### **Education and Institutions**

Eastgate is served by College Hills Elementary School, located in the core of the planning area. All of the subdivisions within the planning area are zoning for attendance at College Hills Elementary, Oakwood Intermediate, A&M Middle, and A&M Consolidated High School.

College Station City Hall is also within the planning area. Fire Service is generally provided from Fire Station #1 on Holleman Drive East; however interlocal agreement with the City of Bryan provides additional coverage until an additional fire station is constructed along University Drive at Tarrow Street.

Two churches are located within the planning area and Scott and White operates a medical campus just outside the planning area to the west along University Drive.

### **Natural Features**

Forty acres in the planning area are identified on the City's Comprehensive Plan as Natural Area Protected and Reserved. These areas generally cover the floodplain for two Wolf Pen Creek tributaries that traverse the center of the planning area. Overall, this area is relatively flat, with a slight downward slope from the northwest to

southeast end – falling 62 feet over 5,275 linear feet (1.2% slope) with the lowest points corresponding with the creek beds.

The City of College Station maintains 21.3 acres of park space in this area. The planning area is part of Neighborhood Park Zone 2 and Community Park Zone C. Overall, there are 8.75 acres of park for every 1,000 residents.

### Mobility

Eastgate is served by over 16 miles of road. The area is bounded by two arterials – Texas Avenue and University Drive. Within the planning area, there is no direct north-south connectivity, while Lincoln Avenue, Francis Drive, and Dominik Drive provide direct east-west connection. Eisenhower Street, Tarrow Street, Foster Avenue, Walton Drive, and George Bush Drive serve as local collector roads.

The planning area is served by three bus systems. Texas A&M University serves students living in this area with one bus route that runs between 7:00 a.m. and midnight on weekdays during the regular fall and spring semesters. College Station Independent School District (CSISD) provides buses in this area for students attending A&M Consolidated High School. The District provides limited general public service to this area along Texas Avenue, University Drive, and Lincoln Avenue.

The area is served by a network of dedicated bicycle lanes and routes. Sidewalks are also located through parts of the planning area.

### Selection

The Eastgate Neighborhood Planning Area was chosen because of opportunities and issues that are arising in the neighborhood due to redevelopment pressures. This area was also part of a neighborhood plan that was completed in 2001. A new plan will identify what issues and opportunities from the previous plan were not addressed, and what new opportunities and pressures face the neighborhood.

The physical boundaries of this planning area were based on the contiguous area of neighborhood conservation identified in this area of town in the Comprehensive Plan, and the surrounding areas of influence. Learning from the Central College Station Neighborhood Plan, the area was scaled back to include only half of the neighborhood conservation area and focuses specifically on the historic core of Eastgate, while a future plan will focus on the more recent developments east of Munson Avenue.

### RESOURCE TEAMS

The advice and expertise of three advisory teams will be used throughout the planning process - the Planning Resource Team, the Staff Resource Team, and the Neighborhood Resource Team. These teams will meet throughout the process to offer input and advice, and assist with the planning process including public outreach.

#### Planning Resource Team

The purpose of the Planning Resource Team is to provide technical

assistance in planning and related fields, as well as oversight and guidance throughout the planning process. This team will assist in the development of the Citizen Engagement Plan, plan timeline, neighborhood outreach, and maps, as well as working as facilitators and other group leaders during public meetings. This team is made up of City employees within the Planning and Development Services Department.

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#### Staff Resource Team

The Staff Resource Team will provide additional expertise on issues and opportunities related to their specific departments and fields. These representatives will assist in identifying capital projects going on in the area, and facilitating solutions to multi-disciplinary planning issues that may arise during process. This team will meet at the beginning of the planning process to provide an introduction to the process and their role, and will meet on an ad hoc basis as the plan progresses. This team is made up of City employees from across the many City departments that provide services to the planning area. The following departments and divisions are anticipated to be involved with the Staff Resource Team:

- Police
- Capital Projects
- Water/Wastewater Services
- Code Enforcement
- Public Communication
- Water Resource Conservation
- Traffic
- Parks and Recreation
- Public Works
- Economic Development

#### Neighborhood Resource Team

The team will serve as an advisory board for the Plan Manager during the planning process. Members will also assist the Plan Manager in creating a Citizen Engagement Plan and Timeline, as well as serve as

community champions for the plan by encouraging their neighbors to become active and involved in the planning process. Currently, Staff is working with the Bryan/College Station Apartment Association, registered organizations, Texas A&M Student Services, and the Chamber of Commerce to recruit interested individuals for the Neighborhood Resource Team.

### JOINT JURISDICTIONAL ISSUES

Information will need to be gathered from TxDOT, Texas A&M University (TAMU) and CSISD Transportation Services, as well as the Metropolitan Planning Organization (MPO) relating to regional transportation issues that may affect this area.

### TIMELINE

This plan is intended to be completed between September, 2010, and June, 2011. The adjacent timeline is a proposed general timeline for the process.

### CITIZEN ENGAGEMENT PLAN

The purpose of the Citizen Engagement Plan is to coordinate opportunities for productive citizen involvement in the planning effort. This plan will identify methods to reach out directly to citizens for participation in planning events, opportunities for media involvement, and methods for receiving feedback about these efforts to better adapt future planning processes.

#### Public Outreach

City Staff will work with neighborhood and community organizations to reach residents of the planning area, and utilize the Neighborhood Resource Team to assist in promoting the plan to neighbors, colleagues, and businesses.

Community meetings will also be promoted through direct mail and/or doorhangers. This will insure that each resident and business in the planning area has the basic information about the location, date, and purpose of the meeting and also include contact information for the Plan Manager and the website for additional information. Staff will keep newsletters and websites current with information about the planning process. Meetings will also be advertised through information provided at previous meetings, and by direct emails to individuals that sign up for mailing lists at previous meetings.

#### Media

Staff will work with the Public Communications department to

### DRAFT TIMELINE

#### *September*

- Initial Stakeholder Team Meeting
- Phase 1 Completion
- Kick-off Meeting with Community

#### *October*

- Issues and Opportunities Meeting with Community

#### *November*

- Vision and Goals Meeting with Community
- Phase 2 Completion
- Draft chapter work begins

#### *December – February*

- Draft chapter work is completed for Neighborhood Resource Team Review
- Phase 3 Completion

#### *March*

- Draft chapters available for public comment
- Community meeting to present plan

#### *April*

- Revisions completed

#### *May*

- Presentation and adoption by City Council
- Phase 4 Completed

coordinate interviews and coverage of local meetings by area media outlets, in addition to coverage on Channel 19, the City's website, and social media accounts.

### Learning and Adapting

The final stage of the Citizen Engagement Plan is identifying methods to receive feedback from residents and businesses about their involvement in the plan and how best to reach citizens. Several online surveys will be used throughout the process to allow community members to offer feedback on planning issues, how they were contacted, activities they felt promoted dialogue between residents, and on the effectiveness of different types of communications they received from the City. This feedback will allow Staff to better focus the next neighborhood, district, or corridor Plan, and assist Public Communications in developing new communication strategies. Staff will also continue to work with the Neighborhood Resource Team to identify additional opportunities for feedback.

### **NEXT STEPS**

As Phase One of this neighborhood plan is completed, the next steps will be focused on creating the Existing Conditions Report and establishing vision and goals for the plan.

A series of public meetings will be held during Phase Two to introduce the plan to the community, let the community identify issues and opportunities for the area, and create a vision and goals for the plan. Dates for these meetings are as follows:

Neighborhood Kick-off Meeting <i>Location: College Hills Elementary</i>	Tuesday, 7:30 p.m. September 28, 2010
Issues and Opportunities Meeting	Week of October 18th
Vision and Goals Meeting	Week of November 8th