

Memorandum

To: Planning and Zoning Commission
From: Lindsay Hackett, AICP, Project Planner, Midtown Project Manager
Date: April 2, 2020
Re: Midtown Area Plan for the City of Bryan

In September 2018, the City of Bryan initiated the process of creating the Midtown Area Plan by signing a contract with Miller Boskus Lack Architects (MBL). The consultant team worked alongside staff and in partnership with the Midtown Plan Advisory Committee (MPAC), which was appointed by the City Council in September 2018. The MPAC met five times throughout the project to brainstorm ideas and issues, provide input, and review draft recommendations.

Following the 18-month planning and public input process, with letters of support from the MPAC, the Bryan Business Council, the Brazos Valley Economic Development Corporation, and the Chamber of Commerce, staff are now presenting the final draft Plan for review by the Planning and Zoning Commission. The City Council is scheduled to consider adopting the Plan during its regular meeting on May 12, 2020.

Public Engagement

Feedback and involvement of the community was a top priority throughout the creation of the Midtown Area Plan. The community members that formed the MPAC and the citizens who participated in the extensive public engagement process provided essential input and direction for the Plan's recommendations. Policy guidance was obtained through an extensive public outreach process including City staff, along with MBL was able to engage in a variety of ways including the following:

- 1 dynamic project website (www.bryantx.gov/midtown)
- 4 public workshops and open houses
- 5 MPAC meetings
- 6 presentations to update special interest groups
- 15 updates to broadcast media
- 15 updates to elected and appointed official's workshop meetings
- 200+ email addresses on Midtown listserv
- 430+ responses to three online surveys
- 11, 600+ views on the Midtown Project Website (Nov. 2018 to March 22, 2020)

The Midtown project website remained live throughout the process with new information, surveys, and updates. The website continues to be updated and utilized as the Plan Implementation process is being created.

What is inside the Midtown Plan?

The Midtown Area Plan is the guidebook for growth and development within the two-square mile area of Bryan, which is bounded by South Texas Avenue and Finfeather Road from the Bryan/College Station City limit line to the southern edge of Downtown Bryan and defined as “Midtown”. This tool includes a significant amount of public input and employs three innovative components: pre-approved pattern zoning, catalytic site concepts, and site-specific recommendations for the future development along key Midtown corridors. In short, the plan includes the following:

- Chapter 1: Executive Summary (Attached)
 - This is a stand-alone document that summarizes the plan as a whole and depicts the Midtown area within Bryan. It also introduces the broad strategies of the Midtown Area Plan and explains the motivations that triggered the plan to be created in the first place.
- Chapter 2: Midtown Corridor
 - The Midtown Area Plan gives recommendations for each of five Experience Districts. These districts define specific areas within Midtown. Included in each Experience District are recommendations for how development could occur moving forward as well as conceptual design options for catalytic projects within the areas. Separate from land use designs are public infrastructure recommendations for how the City could redevelop the public realm.
- Chapter 3: Market Opportunity Study
 - At the beginning of this 18-month process, a market analysis was completed to discover potential for commercial opportunities within this critical area of Bryan. It was revealed that the Midtown area is on the verge of experiencing significant growth as people move into the community. This analysis has helped to inform many of the implementation recommendations seen throughout the plan.
- Chapter 4: Pattern Book
 - The Midtown Area Plan proposes “pattern buildings”, which include four building types, ranging from a one-unit cottage to a three-story mixed-use building. The pattern building plans include design variations that can be selected upon development. These buildings are proposed to be pre-approved in certain areas of Midtown with development criteria for each pattern that guides site layout, parking, and drainage.
 - This chapter is a stand-alone document that will serve as a guide to the various patterns buildings that have been created to be pre-approved in the Midtown area. While these buildings have not been formally approved yet, they will only be allowed in specific areas and will be required to be developed with specific site conditions.
- Chapter 5: Implementation Workplan
 - The implementation chapter describes the three specific strategies that can be used to accomplish the recommendations of this plan. This includes near-term to long-term action items with key priority items called out. This will be the guidebook to potential changes within the Midtown Area. Some of these changes could include:
 - A new Midtown Zoning District to allow more flexibility for development along South College Avenue and College Main Street.
 - A recommendation to allow accessory dwelling units to be used as an income property.
 - A new ordinance to allow food truck courts in specific situations with key development regulations.

The Midtown Plan Advisory Committee and staff recommend **approving** this proposed Area Plan.

- The Midtown Area Plan has been created through an extensive public engagement process over the course of a year and half.
- The recommendations of the Midtown Area Plan, collected from the plan and categorized in the Implementation Workplan chapter will guide the Midtown area's growth and development over the next 15 years and longer.
- The Plan outlines measures to capitalize on the area's growth potential and new development opportunities and makes suggestions to efficiently plan land uses and public / private partnership opportunities.
- The Midtown Area Plan prioritizes various projects and action items in order to assist the City in making rational and reasonable development decisions in the future

Attachments:

- Midtown Area Plan Executive Summary.
- Letters of Support from:
 - Midtown Plan Advisory Committee
 - Bryan Business Council
 - Brazos Valley Economic Development Corporation
 - Chamber of Commerce
- The Plan is accessible on the Midtown Project website, www.bryantx.gov/midtown as well as the online agenda for the April 2, 2020 regular meeting agenda.