

Crash Density

Crash data collected by the College Station Police Department from 2012-2022 was used to map traffic accidents spanning all modes of transportation.

TOP 5 INTERSECTIONS WITH CRASHES

- 1 FM 2154 & S DOWLING RD
- 2 FM 2154 & CHURCH ST
- 3 VICTORIA AVE & ROYDER RD
- 4 FM 2154 & VICTORIA AVE
- 5 FM 2154 & BETWEEN MCCULLOUGH RD & BARRON CUT-OFF RD

CRASH DENSITY\*



\*Based on the number of crashes within a 250 foot radius

- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ





## *Utilities*

The Wellborn district is served by College Station Utilities (CSU), Bryan Texas Utilities (BTU), and Wellborn Special Utilities District (Wellborn SUD), depending on the utility and property location. Wellborn SUD provides water service, CSU provides wastewater service to approximately 9% of the district, and BTU provides electric service for the area. Outside of the CSU wastewater service boundary specified by the Certificate of Convenience and Necessity (CCN), most residents in the district are on septic systems.

The district is limited in what types of developments it can sufficiently support due to various utility constraints. Wastewater capacity is a primary limiting factor since most developments are not connected to the City's sewer system and must maintain a 1-acre or greater lot size for septic system requirements. All development proposals in the Wellborn District must get approvals from the applicable providers before they can begin development. Staff from all three organizations have and will continue to share information pertinent to utility provision and utility planning within the district.

## *Floodplain*

While there is no FEMA-identified floodplain within the district, there are several tributaries throughout the area providing natural drainage as part of the Peach Creek Drainage Basin. Further research and identification studies are needed to determine precise floodplain boundaries in the district.

## *Conclusion*

Analyzing the current conditions of the Wellborn District provides context for the plan update process. This data supports and informs residents, participants, and City staff to guide the decisions made when envisioning the future of the Wellborn District. The existing conditions of this district largely reflect the implementation of the original Wellborn Community Plan which has helped maintain the rural character of the area. This includes limited sidewalks connecting community areas, decreasing the functional classifications of some thoroughfares, and creating Wellborn-specific zoning districts, all of which aid in maintaining the rural character and feel of the Wellborn area. This planning effort should be intentional to guide the next decade of development and build on past successes by anticipating and guiding growth pressures and identifying additional ways to embrace the spirit of Wellborn.



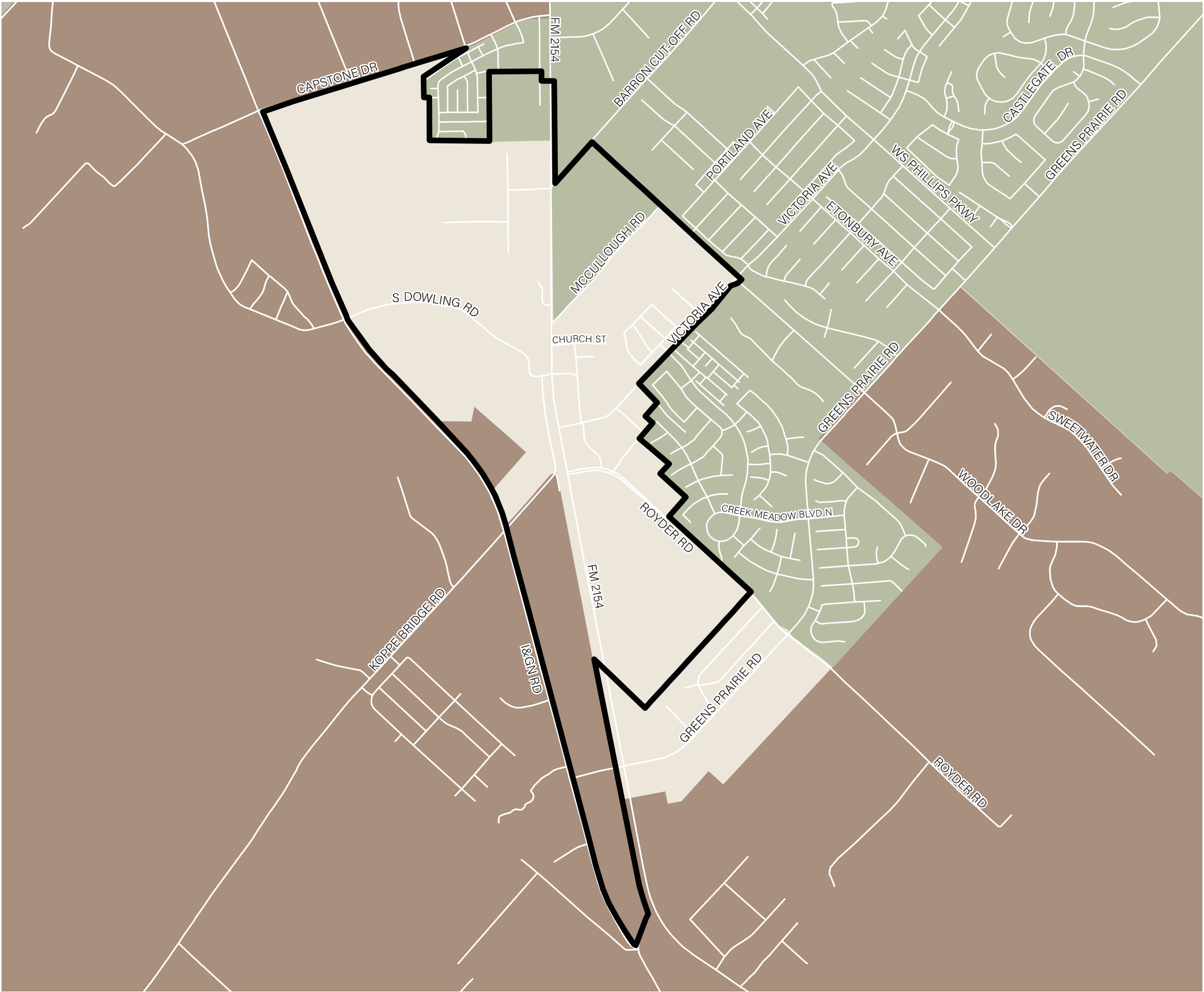
*Water Service  
Areas*

- COLLEGE STATION WATER
- WELLBORN SUD
- DISTRICT BOUNDARY



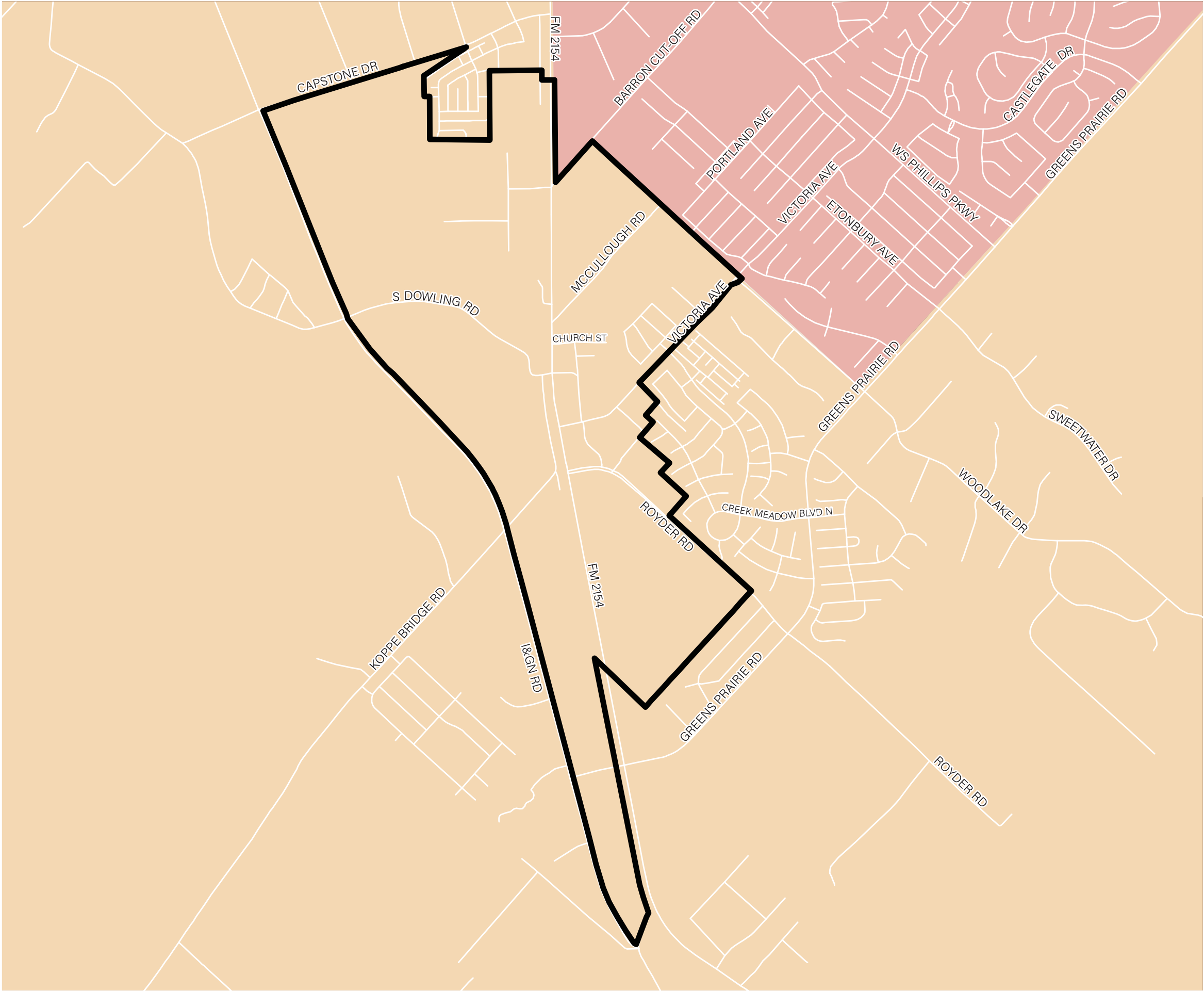
Wastewater  
Service Areas

- COLLEGE STATION WASTEWATER
- DISTRICT BOUNDARY
- COLLEGE STATION CITY LIMITS
- COLLEGE STATION ETJ

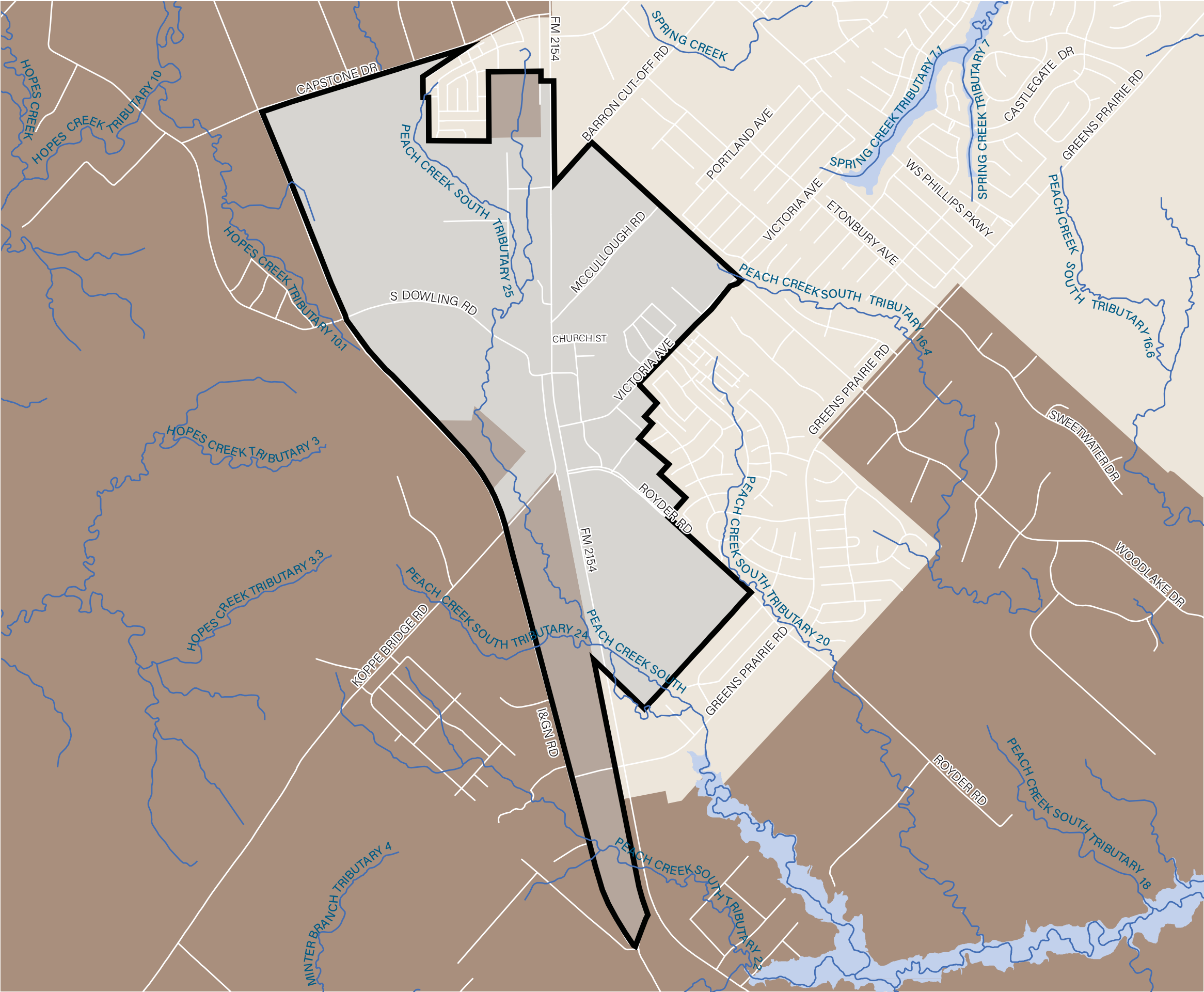


*Electric Service  
Areas*






- COLLEGE STATION UTILITIES (CSU)
- BRYAN TEXAS UTILITIES (BTU)
- DISTRICT BOUNDARY







*Floodplain*

-  RIVERS & STREAMS
-  FLOODPLAIN
-  DISTRICT BOUNDARY
-  COLLEGE STATION CITY LIMITS
-  COLLEGE STATION ETJ



## APPENDIX B: PUBLIC ENGAGEMENT SUMMARY

*Public participation and input are critical to any planning effort. The knowledge and experience of residents help City staff understand the concerns of the community and adjust the plan accordingly. The City of College Station places a high priority on receiving and responding to resident feedback; to that end, City staff offered numerous engagement opportunities in various formats to empower everyone to have their voices heard. The following describes those opportunities and summarizes the public feedback.*

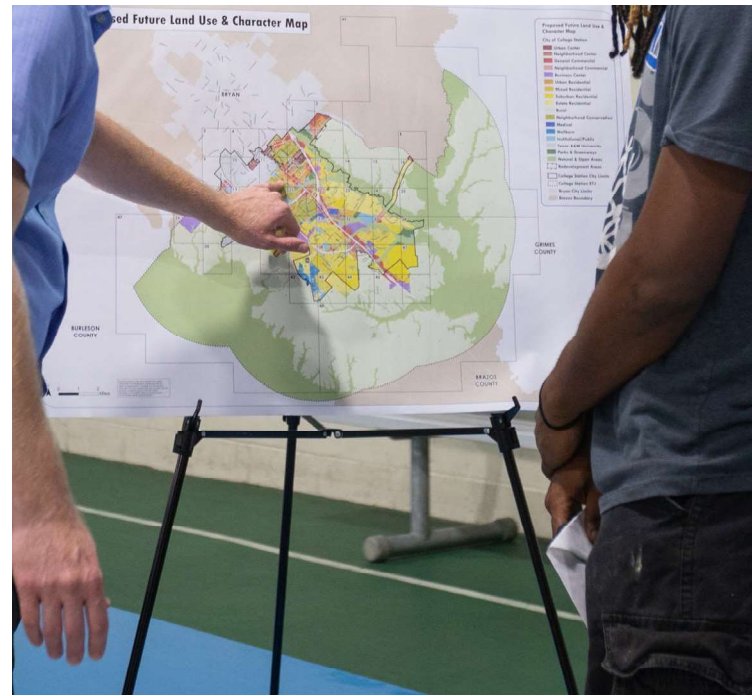


## WORKING GROUP MEETING – JANUARY 18, 2023

After compiling the existing conditions data, the Working Group held its kick-off meeting to discuss the project, lessons learned from the Wellborn Community Plan, and goals for the new planning effort. This meeting included a community listening session, which gave City staff a good jumping off point for the entire planning effort.

## AREA-WIDE MEETING – JANUARY 24, 2023

Before this meeting, City staff mailed fliers to property and business owners within the planning area with details for this meeting along with future meetings on February 28, March 21 (virtual meeting), and May 30. This first area-wide meeting centered on defining the scope of the project and continued the community listening session from the January 18 Working Group meeting.



## VIRTUAL ENGAGEMENT SITE – FEBRUARY TO JUNE 2023

In addition to the in-person meetings, staff offered numerous opportunities to provide feedback throughout the planning effort. The site launched with more information on the timeline of the planning effort, ideas on goals from the first phase meetings, and a map where individuals could provide ideas, things they liked, and things they wanted to see changed. The virtual engagement site also hosted a comment map for the proposed changes to the Thoroughfare Plan and Bicycle, Pedestrian, and Greenways Master Plan.

## WORKING GROUP MEETING – FEBRUARY 15, 2023

The Working Group met to discuss the feedback City staff received from the January 18 and 24 meetings. One of the main themes from the listening session was maintaining a rural character. In an effort to clarify that concept, the Working Group identified specific characteristics and land uses that would help to keep Wellborn rural.

## AREA-WIDE MEETING – FEBRUARY 28, 2023

Building upon the feedback from the February 15 meeting, City staff led participants in the same activities to identify the rural character and where different land uses should be located to achieve the goals of the community. The results of this meeting and the February 15 meeting were, among other things, used to establish the proposed changes to the Comprehensive Plan's Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan.

## VIRTUAL AREA-WIDE MEETING – MARCH 21, 2023

The virtual area-wide meeting focused on gathering feedback on the plan goals and actions from people who may not have been able to make it to the previous meetings. Incorporating the feedback from the virtual meeting and all of the previous meetings, staff began drafting the plan actions.





## COMBINED WORKING GROUP & AREA-WIDE MEETING – APRIL 12, 2023

At the first meeting of the planning effort, several questions were asked and concerns raised, about various infrastructure components, including sewer capacity, roadway capacity, and the FM 2154 (Wellborn Road) widening project. To address those concerns, staff from the City of College Station Water Services and Capital Improvements departments and representatives from the Texas Department of Transportation presented on infrastructure capacity and any planned improvements. Planning & Development Services staff were present to facilitate the meeting and receive community feedback.

## WORKING GROUP MEETING – MAY 16, 2023

City staff presented proposed changes to the Comprehensive Plan Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan based on the feedback received throughout the planning process and received feedback from the Working Group.

## AREA-WIDE MEETING – MAY 30, 2022

After incorporating the comments from the May 16 Working Group meeting, City staff presented proposed changes to the Comprehensive Plan Future Land Use & Character Map, Thoroughfare Plan, and the bicycle and pedestrian maps within the Bicycle, Pedestrian, and Greenways Master Plan. Following this meeting, staff collated feedback from the previous phases of the planning effort and worked to write the Wellborn District Plan. Participant responses were incorporated into the plan before it was finalized.

## WORKING GROUP MEETING – AUGUST 23, 2023

The Working Group met before the Wellborn District Plan was finalized to discuss and finalize the plan actions prior to the final area-wide meeting.

## AREA-WIDE MEETING – AUGUST 30, 2023

After finishing the Wellborn District Plan, City staff organized a final area-wide meeting to ensure the plan matched the vision of the community and gather any final suggestions or edits before bringing the plan forward for adoption.

# Acknowledgements

*Thank you to the following individuals and groups who contributed to the preparation of the Wellborn District Plan.*

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ORDINANCE NO. \_\_\_\_\_

**EXHIBIT C**

That the “Official City of College Station Comprehensive Plan” is hereby amended by amending *Chapter 2. Distinctive Places* to read as follows:





## 2 DISTINCTIVE PLACES

*The Comprehensive Plan sets the framework to create distinctive places, strong neighborhoods, a prosperous economy, and engaging natural spaces and arts for everyone in College Station. The plan provides policy direction for an integrated mobility network, exceptional City services, and carefully managed, fiscally responsible growth. Effective collaboration across City departments and with regional partners is key to achieve and implement the plan's vision, goals, and actions. The plan strives to identify, create, conserve, and connect places of distinction – those areas that make College Station unique and contribute to the City's character and sense of place.*





## *Goal*

Vibrant and distinct districts, attractive neighborhoods, revitalized gateways and corridors, and conserved natural areas, grounded in environmental stewardship and resiliency.

## *Purpose*

How land is used – including its appearance, physical arrangement, and development intensity – contributes significantly to the community's character and its sense of place with far-reaching and long-term impacts. The City must balance and encourage infill, redevelopment, and new development in appropriate areas to accommodate an increasing population while maintaining the integrity and character of established neighborhoods. Revitalization, where needed, is also essential to maintaining College Station's character.

Sound planning ensures that the City can accommodate needed development, that development can be adequately served with public services, and that its impacts can be managed to maintain compatibility and to promote the character desired by College Station's residents. Planning establishes effective strategies for future growth, infill, and appropriate redevelopment while balancing market opportunities, protecting and enhancing neighborhood character, creating and preserving unique districts and corridors, conserving natural areas, and creating a more resilient community.

The 10-year update to the Comprehensive Plan places a renewed focus on infill and redevelopment in strategic locations to accommodate population growth while ensuring the long-term fiscal sustainability of the City. Infill and redevelopment opportunities more efficiently utilize existing infrastructure, facilities, and City staff resources by encouraging growth in areas with existing capacity to maximize efficiency.

The Comprehensive Plan contains future land use categories that serve as policy guides and set expectations for how land within the City should be developed and used in the future. The terms future land use and zoning often get confused, but they are separate tools and processes. Future land use serves as a guide for how areas of the City may develop in the future. In contrast, zoning regulates how a specific property can be developed and used today. **Map 2.2, Future Land Use & Character** is used to guide decisions about infrastructure investment and zoning changes.

This chapter serves as the plan's foundation and encompasses many interrelated components as land use and development patterns are fundamental to the other topic chapters including creating strong neighborhoods (Chapter 3), a prosperous economy (Chapter 4), engaging natural spaces and arts (Chapter 5), an integrated mobility network (Chapter 6), exceptional City services (Chapter 7), and carefully managed, fiscally responsible growth (Chapter 8). Effective collaboration across City departments and with regional partners (Chapter 9) is vital to achieve and implement the plan's vision, goals, and actions (Chapter 10).

This chapter includes a series of maps that depict the City's land use strategies and goals visually, including **Map 2.1, Planning Areas**, **Map 2.2, Future Land Use & Character**, and **Map 2.3, Community Assets & Image Corridors**.

## *Planning Considerations*

Planning input from the community identified various issues and opportunities regarding land use planning, conservation of natural features, and enhanced community identity and aesthetics. The considerations highlighted in this section were used in the development of the goal and action recommendations that follow.

### GROWTH AND DEVELOPMENT

College Station is poised for continued population growth, which will bring demands for additional housing, shopping, recreational needs, public facilities, infrastructure, and services. University students continue to make up a significant portion of the population, but College Station is also diversifying in age—those aged 55 and over are the fastest-growing cohort, increasing by 83.5 percent over the last decade. The City of College Station is projected to increase by approximately 35,000 people over the next decade for a total population estimated to be 162,500 by 2030. The housing demand associated with this population growth is approximately 14,000 additional dwelling units. When factoring in assumed build-out of all existing and known development projects, there is a gap of approximately 10,000 dwelling units. This additional housing stock could come from a combination of infill development, redevelopment projects in existing areas, and new developments. This housing stock must include a variety of housing types to meet the needs and demands of all residents including students, young professionals, families and non-family households, renters and homeowners, and the retiree and 55 and older population, with an emphasis on aging-in-place. For reference, the City had a net gain of approximately 12,800 housing units over the last decade, with 6,500 single-family residences and 6,300 multi-family units added.<sup>1</sup>



If population and housing demands continue to increase and state legislation restricting annexation remains in effect, the City will naturally face a greater need for increased density in appropriately targeted areas. This presents an exciting opportunity to thoughtfully plan for a variety of neighborhoods that accommodate a wide range of lifestyles for College Station residents. Though the current population density at slightly more than 2,400 persons per square mile remains low in comparison to other metropolitan areas, the need for increased density offers opportunities for reinvigorating strategic areas and reimagining the way that new neighborhoods are designed. The City's enviable growth prospects necessitate more effective land use planning and capital investments, as well as diversified housing types including vertical mixed-use apartments, townhomes, and dense single-family neighborhoods.

<sup>1</sup>Data provided by City of College Station Planning & Development Services



## COMMUNITY CHARACTER, SUSTAINABILITY & URBAN DESIGN

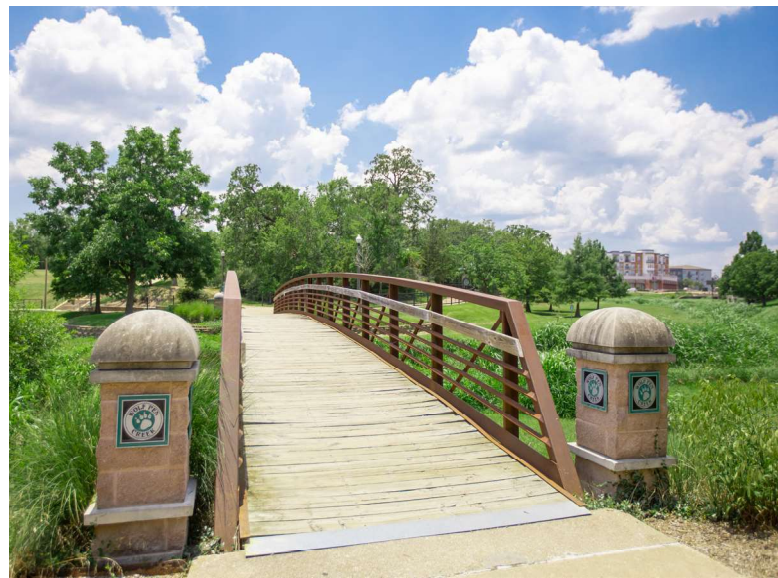
College Station residents are interested in the character of their neighborhoods, special districts, corridors, and natural areas that collectively make College Station unique. Effective design also helps to create places of distinction – places worth remembering and protecting – and contributes significantly to quality of life. The design of streetscapes and building fronts as well as the treatment of parking and other physical features all impact how people experience the public realm. This plan speaks to the urban form of the City (where, when, and how land uses are developed) as well as public realm design (sometimes called urban design) and its impact on community character and identity.

Residents expressed the desire to preserve natural features for their environmental functions as well as their contribution to the community's character, with an emphasis on ensuring that the use or enjoyment of existing resources does not compromise resource availability for future residents. This is generally recognized as the definition of sustainability – meeting the needs of current generations without compromising the ability of future generations to meet their own needs. Combining these desires for unique places, quality urban design, and development patterns that are sensitive to resident needs and natural resources, along with the efficient use of infrastructure and City resources, provides a defined vision to make College Station a more livable and sustainable community.

As College Station grows, it is the residents' and City's intent that:

- **Infill and redevelopment in strategic locations is prioritized** over expansion of the urban area, is sensitive to existing neighborhoods, and engages residents in infill and redevelopment planning.
- **Growth occurs in a sustainable manner** to steward limited resources in an efficient and responsible manner that accommodates an increasing population and mitigates negative impacts on the natural and built environment. Compact development patterns help minimize sprawl and its associated impacts and makes sound economic sense for infrastructure provision and City services (see **Chapter 8: Managed Growth**).
- **New or enhanced residential areas are created** with qualities of traditional neighborhoods that feature a mix of housing types, a balance of owner and renter occupants, where parks and open space are provided, neighborhood-serving businesses are accessible, and adjacent neighborhoods and areas are connected in a seamless fashion (see **Chapter 3: Strong Neighborhoods**).
- **Existing neighborhoods are conserved, enhanced, or revitalized** with harmonious improvements, infill development, and compatible adjacent land uses that enhance the established neighborhood's character (see **Chapter 3: Strong Neighborhoods**).
- **Unique corridors and districts are developed, enhanced, and conserved** that foster vibrant places, streets, and natural corridors that contribute to the community's character and sense of place.
- **Rural areas are preserved** to protect streams, trees, pastures, and open areas that contribute significantly to the character of rural areas.
- **Natural resources are managed and conserved through sound stewardship practices** to protect streams, wooded areas, and open spaces that provide habitat for a variety of plants and wildlife, convey and clean stormwater, improve air quality, and add to the City's character and identity (see **Chapter 5: Engaging Spaces**).

- **Sustainable site design and low impact development practices are utilized** to mitigate stormwater and prevent flooding, avoid soil erosion and mitigate urban heat island effect, encourage tree preservation and planting programs, reduce energy consumption and pursue renewable technologies, conserve and reuse water, encourage native and adapted vegetation, and minimize waste and resource consumption, among others.
- **Multiple mobility mode options are available** to access neighborhoods, major employers and attractions, and the wider community, and streets are designed in a context-sensitive manner. The design of a street should be a function of both its role as a mobility corridor and its place context (see **Chapter 6: Integrated Mobility**).
- **Streetscapes are designed at a human-scale** and contribute positively to the way people navigate and experience the City. Effective streetscapes prioritize elements like wide sidewalks, pedestrian-scaled streetlights, wayfinding signs, and canopy trees. New district and corridor plans, as well as context-sensitive street design, will help elevate streets from utilitarian elements of the community to special places in their own right.
- **Public facilities are located and designed to contribute to community character** and make a statement about the community's values and expectations. A well-designed library or community center fits into a neighborhood, enabling residents to walk safely from their homes and providing a place for neighbors to gather, and contributes positively to that neighborhood's character and reinforces the public facility as an integral part of the community.
- **Public spaces are highly visible and accessible to all residents and visitors.** Public spaces like plazas, amphitheaters, and pedestrian malls that are well designed and safe foster social interactions and community identity.





## Existing Land Use

Future land use and character is grounded in the current use of land and the prevailing character. An overview of the current conditions is necessary prior to forming policies for the future use of land and community character. College Station can be readily divided into three basic types of existing land use patterns: urban, suburban, and rural. These are common terms that should bring immediate images to mind. Attributes that define these areas contribute to the identity of College Station.

Urban character is currently concentrated in the Northgate area. It includes early 20<sup>th</sup> century lot-line commercial structures such as those along either side of College Main, and immediately north of University Drive (FM 60). More recently constructed structured parking and multi-story residential projects built close to the street continue this urban feel. This area includes vertical, mixed-use development, minimal setbacks, minimal surface parking lots, and a high level of pedestrian activity.

Suburban character dominates College Station largely due to the time period most of the City was developed (post-World War II), local preferences and building customs, and the dominance of apartment-style development to support the student population. Much of this suburban character is auto-dominated and consists of land uses that have extensive areas of parking in relationship to their floor area. Big-box retail areas and shopping malls are quintessential examples of this character. Most apartment complexes, duplexes, and single-family residential developments exhibit similar auto-oriented character and design.

Some suburban areas of the City exhibit a less auto-dependent and more walkable character. These areas retain a balance between green areas (parks and open space) and the built environment. Often these areas include parks, schools, and small-scale, neighborhood-serving businesses. The College Hills area is a good example of this type of suburban character. There are also suburban areas that are dominated by open space. These estate areas exhibit a more rural character with homes generally placed on large lots. The Foxfire subdivision is a good example of this type of suburban land use and character.

Rural areas that currently exist in and around College





Station are areas that exhibit countryside, agricultural, and natural character. Countryside is typically dominated by a few lots of estate size or greater fronting a road surrounded by agricultural or natural lands. The latter two tend to be determined by uses – crop or ranching in agricultural areas and wooded or savannah lands in natural areas. Rural areas tend to be more sensitive than other character areas to intrusions from incompatible development. Portions of the City and most of the ETJ are planned to remain rural and are identified accordingly on **Map 2.2, Future Land Use & Character**. Additional information about these areas is contained in **Chapter 8: Managed Growth**.



## *Future Land Use*

The plan for future uses of land is presented through policy guidance and associated maps. Three significant land use components work in tandem to identify, create, conserve, and connect places of distinction – those areas that make College Station unique and contribute to the City's character and sense of place. These components are: Planning Areas, Future Land Use & Character, and Community Assets & Images Corridors. Each component is visually represented by an associated map. Combined, the narrative and maps capture the City's policies regarding how and where College Station will grow and change over the course of the next decade.

- **Map 2.1, Planning Areas** depicts areas within the city with distinctive character that have existing small area plans or are priority areas for future focused planning efforts.
- **Map 2.2, Future Land Use & Character** provides specific detail regarding the desired future use and character of all land within the City and ETJ.
- **Map 2.3, Community Assets & Image Corridors** visually portrays community assets, both natural and man-made, that contribute to the character and identity of the City.



## PLANNING AREAS

The policy guidance within this section and **Map 2.1, Planning Areas** are intended to provide a broad overview of the City's land use strategy. Significant neighborhoods, districts, corridors, redevelopment areas, and places that would benefit from future small area planning efforts are identified. Small area plans are focused planning efforts that provide a more granular level of study and specific actions for a smaller, defined geographic area to help implement the Comprehensive Plan's overarching goals. The City has several existing small areas plans and identified priority areas for additional planning efforts through recent citizen input and the 10-year plan update.

The basic land use strategy is to strategically accommodate the projected demand for new housing, businesses, public facilities, and infrastructure needs resulting in multiple places of distinction. This enables the City to continually strengthen its principal competitive advantage for attracting and retaining residents, visitors, and new businesses along with the employment and tax revenues that accompany them – that is, a high quality of life. The land use strategy and planning areas focus on identifying, creating, conserving, and connecting:

- Strong and sustainable neighborhoods
- Unique districts and corridors, both natural and man-made
- Redevelopment areas that renew, revitalize, and infill underperforming areas of the community through partnerships with public and private interests
- Rural areas that preserve open spaces and respect the limits of public infrastructure and services, and
- A context sensitive mobility system that links the community together (as discussed in **Chapter 6: Integrated Mobility** and visually represented through the **Thoroughfare Plan and Bicycle, Pedestrian, and Greenways Master Plan**)



### *Neighborhoods & Districts*

Neighborhood planning areas are places in which the current land use, character, and identity will generally remain and be enhanced. Among other activities, these plans identify appropriate and compatible land uses and design for vacant lands within the neighborhood and its area of influence. They also designate areas appropriate for redevelopment. Neighborhood plans typically contain strategies that address existing challenges (for example, code issues) and identify enhancement actions (such as pedestrian or park improvements).

District planning areas present opportunities for a mix of appropriate uses that enhance the unique characteristics of a defined area of the City. Existing examples include the Wellborn Community Plan which centers on the unique, rural character of the Wellborn area and the Medical District Master Plan which focuses on creating a cohesive healthcare and wellness district.

Between 2009 and 2013, residents, staff, and City leadership worked together to create five neighborhood and small area plans and two district plans. These plans provided strategic recommendations for an area within a defined timeframe (typically seven years). Once adopted, those recommendations were either implemented over the planning period or incorporated into relevant parts of the Comprehensive Plan or other master plans. Occasionally, some action items were not pursued due to changed conditions, project feasibility, available funding, or waning neighborhood interest. The City established a formal process for reviewing existing plans and conducted an audit of the five neighborhood and small area plans in 2022. Nearly 70 percent of actions across all plans were either completed or in progress as of the audit date, demonstrating a positive implementation success rate. The audit also analyzed challenges in plan implementation and provided key recommendations for future small area planning efforts. Based on the audit's findings, four of the original five neighborhood and small area plans that were beyond their planning horizons were retired.

The City will continue pursuing new neighborhood and district planning efforts for areas facing significant changes or development pressures, or to create or enhance the unique character of an area.



- **Planning Area 1: Wellborn District Plan** – Adopted in October 2023, this plan encompasses 929 acres in the southwestern portion of the City, including much of the historic Wellborn community and focuses on retaining the rural character of the area. The community is facing continued development pressures for growth, and the plan directs that pressure into appropriate areas while preserving, supporting, and enhancing the rural character of the area. The zoning districts allowed within the Wellborn District Plan boundary are limited to: Wellborn zoning districts, BP Business Park, BPI Business Center, CI Commercial Industrial, R Rural, and NAP Natural Areas Protected.
- **Planning Area 2: Medical District Master Plan** - Adopted in October 2012, the Medical District Master Plan creates a focused healthcare and wellness district that includes the City's major hospitals and medical facilities. This area is generally located along State Highway 6 near the Rock Prairie Road interchange, which is one of the primary gateways into the City as one approaches from the south. The plan links medical facilities into a cohesive district with supporting commercial and residential areas that are being realized through the Midtown Reserve & City Center master planned development. The City-owned Midtown Business Park, consisting of over 250 acres, is located in this general area as well, providing economic development opportunities for office, light and heavy-industrial, and limited commercial uses. There are also significant natural features in the area – branches of Lick Creek and Spring Creek – and these should continue to be incorporated into the district as parks, greenway trails, and open space. Future development should also continue cohesive identity elements such as signage, landscaping, and design that visually tie the district together.
- **Planning Area 3: Wolf Pen Creek District** - This district along the Wolf Pen Creek corridor combines parks, arts, and commerce by linking a variety of private and public facilities together with an urban greenway. This area has been the subject of considerable planning efforts, including specific Wolf Pen Creek Design Standards (within the Unified Development Ordinance), and substantial public and private investment. Future planning should build upon these existing efforts to expand the district's reach into the adjacent areas of influence, resulting in a more urban character.



## Redevelopment

Portions of the City are identified for focused redevelopment activities. Within these areas it is anticipated that a change in use – and, if appropriate, character – requires some form of direct intervention by the City. This intervention may involve regulation (e.g., City-initiated rezoning), investment (e.g., capital expenditure on infrastructure), or incentives (e.g., fast-tracking of a project or density bonuses). This stands in contrast to areas that experience changes in use based on market opportunities alone. Some of these redevelopment areas may overlap established neighborhood areas, districts, or corridors and careful attention and cohesive planning will be needed to provide appropriate transitions between redeveloping and existing areas.



- **Planning Area 4: Northgate District & Redevelopment Area** - This area serves as the City's primary entertainment district and represents the City's only current urban character area. This area has been and will continue to be the subject of considerable planning along with substantial public and private investment. These efforts should be guided by the Northgate District Design Standards (within the Unified Development Ordinance), the Mobility Study and Operations Plan, and any emerging plans for the area. Continued development and redevelopment efforts in the Northgate District should enhance the vibrant entertainment district and include vertical mixed-use projects, retail and entertainment uses, and tourist attractions.
- **Planning Area 5: Northeast Gateway Redevelopment Plan** - Adopted in September 2023, the Northeast Gateway Redevelopment Plan creates a coordinated strategy for future change and redevelopment along two of the busiest corridors in the city: Texas Avenue and University Drive (FM 60). The plan is divided into two subareas: The Crossing and Eastgate Main. The Crossing is the primary gateway into the City of College Station and Texas A&M University for visitors entering from Bryan on Texas Avenue and from State Highway 6 along the University Drive (FM 60) hospitality corridor. The Crossing generally includes the area surrounding the intersection, east along University Drive (FM 60) to Tarrow Street, and south along Texas Avenue to Lincoln Avenue. The Crossing anticipates a high level of redevelopment, vertical mixed-use structures, significant increases in housing options and housing stock, an enhanced and expanded multi-modal transportation system, and a denser urban form. Eastgate Main is centered at the intersection of Texas Avenue and New Main Drive/Walton Drive. It contains one of College Station's historic retail shopping centers, the College Station City Hall and Visitor Center, and is adjacent to the College Hills Estates neighborhood. Eastgate Main is bounded by Foster Avenue, George Bush Drive East, Texas Avenue, and Lincoln Avenue, where it interfaces with The Crossing subarea. Eastgate Main anticipates both vertical and horizontal mixed-use developments that honor the historic commercial structures along Walton Drive while providing additional housing opportunities along Foster Avenue.

- **Planning Area 6: Harvey Road Redevelopment Area** – This section of Harvey Road includes newer commercial areas and a number of underperforming commercial and older multi-family properties and apartment complexes. This area also includes the Post Oak Mall, which will likely need to reposition itself in the near future to remain competitive. This presents an exciting opportunity to evolve into a denser area of the City, including vertical and horizontal mixed-use developments, which could compliment the adjacent Wolf Pen Creek District. During the 10-year Comprehensive Plan evaluation, residents and City leadership expressed interest in alternative options for future redevelopment and revitalization of this area, indicating a need for additional study and engagement.
- **Planning Area 7: George Bush Drive & Wellborn Road (FM 2154) Redevelopment Area** - This area includes a number of underperforming commercial properties and poor-quality residences that, due to planned road changes to the George Bush Drive and Wellborn Road (FM 2154) intersection along with the area's proximity to Texas A&M University, are poised for redevelopment. Much of the area is currently subdivided into small lots, making it difficult to consolidate land for redevelopment. The presence of existing residences and businesses, and proximity to established neighborhoods and the university campus, requires careful site planning and building design. Redevelopment planning efforts should focus on bringing vertical and horizontal mixed-use and other aspects of urban character to this portion of the City, while providing contextually appropriate transitions to established areas of the Southside neighborhood. During the 10-year plan evaluation residents were divided on alternative options for this area, indicating the need for further study and public engagement. Residents strongly opposed changes to interior portions of the Southside neighborhood across from Texas A&M University, thus future planning efforts within the Southside neighborhood should center on the area surrounding the George Bush Drive and Wellborn Road (FM 2154) intersection. These planning efforts will be prioritized and synced with the proposed road changes, once the timing is known.

### *Gateway Corridors*

Gateway corridors serve as functional and focal entry points into the City and its unique districts, neighborhoods, redevelopment, and natural areas. These gateway corridors are prominent routes for College Station residents and visitors alike. An effective gateway corridor establishes a positive impression and identity that reinforces the community's character. Several of these corridors serve as a link between districts, further reinforcing their importance. Identity and beautification elements, such as decorative markers and themed wayfinding signs, should be placed along these corridors. Additionally, landscaping and streetscape elements should be unified and significant along these corridors. These corridors also offer the opportunity for the placement of public art and other design elements.

- **Planning Area 8: Presidential Gateway & BioCorridor** - This area located near the intersection of State Highway 47 and Raymond Stotzer Parkway (FM 60) is a main entryway into the City from the west. It is adjacent to the Texas A&M University Health Science Center, Easterwood Airport, and nearby the RELIS Campus in Bryan. The BioCorridor contains interconnected, master planned properties specializing in corporate office, biomanufacturing, research and development, and industrial uses. The area's character is managed and regulated jointly by the cities of College Station and Bryan largely through the BioCorridor Planned Development District. Future development should build upon existing assets in the area and continue to enhance this primary gateway into the City through cohesive design, landscaping, and signage.



- **Planning Area 9: Hospitality Corridor** - This area along University Drive (FM 60), spanning from Tarrow Street and Fire Station #6 to the interchange at State Highway 6, is one of the main entryways into the City from the highway. A number of hotels and restaurants are currently located along this corridor. The focus of this corridor should be linking current and future hospitality facilities into a cohesive corridor along with adjacent redevelopment areas that, over time, could emerge as another urban character area. The plan should include identity elements such as signage, landscaping, and enhanced design to visually tie the corridor together.
- **Planning Area 10: Municipal Center Corridor** - This area located along Krenak Tap Road between State Highway 6 and Texas Avenue includes Stephen C. Beachy Central Park, the original City cemetery, and several municipal facilities. The area also includes significant natural features such as Bee Creek and several wooded areas. Plans for this corridor should enhance the municipal facilities and support a mix of residential and commercial activities with an emphasis on cohesive design that integrates the natural features of the area.
- **Planning Area 11: Harvey Mitchell Corridor** - This is an area of Harvey Mitchell Parkway (FM 2818) generally around its intersection with Texas Avenue extending eastward to State Highway 6. This area includes a significant amount of floodplain area adjacent to Bee Creek and significant road frontage along Harvey Mitchell Parkway and Texas Avenue. The focus of this plan should be the development of an urban area that incorporates the natural features of the area and design elements that positively contribute to two prominent entries into the core of the City.
- **Planning Area 12: Longmire & Highway 6 Frontage Road Corridor** – This gateway corridor is a major entryway into the City from State Highway 6. The area is generally defined as the State Highway 6 Frontage Road at its intersection with Texas Avenue between Deacon Drive to Rock Prairie Road and west to Longmire Drive. The corridor contains a series of older, underperforming, and in many cases nonconforming, commercial and multi-family uses. As a key corridor, future planning efforts should focus on redevelopment opportunities and identity enhancements such as signage, landscaping, and design to create a more visually cohesive entryway and corridor.
- **Planning Area 13: Wellborn Road (FM 2154) and William D. Fitch Corridor (State Highway 40)** – This area is generally the southwestern gateway into the City near the intersection of Wellborn Road (FM 2154) and William D. Fitch Parkway (State Highway 40). There is a future grade-separated crossing at the intersection of these roads that will significantly change the area's character. The land west of the railroad and generally south of Rock Prairie Road is largely undeveloped but limited in development potential due to sewer capacity constraints. A plan for this area should focus on opportunities for visual enhancements such as signage, landscaping, and enhanced design to



create a more attractive entryway, along with compatible land uses such as light industrial that can operate within existing constraints.

### *Natural Corridors*

Natural corridors exhibit opportunities for resource conservation and recreational activities. Examples include the Carter Creek and Lick Creek Corridors. Each of these will be the subject of a future district or corridor plan.

- **Planning Area 14: Bee Creek Corridor** - This corridor contains Bee Creek, which is a significant stream that traverses many neighborhoods in the core of the City. This watershed has been the location of intense development resulting in significant alteration to the stream. The focus of this corridor should be on the continued restoration of the creek, development of recreational opportunities, and expansion of its role in linking adjacent areas.
- **Planning Area 15: Carter Creek Corridor** - This corridor consists of the entirety of Carter Creek and its associated floodplain. Carter Creek is a significant natural feature stretching along much of the eastern edge of the City and linking College Station, Bryan, and the remainder of Brazos County. The focus of this corridor should be the protection of this natural feature and development of recreational opportunities that could cohesively connect the region.
- **Planning Area 16: Lick Creek Corridor** - This area includes Lick Creek Park and the surrounding area. Lick Creek Park is one of the most significant natural features in College Station. It offers a unique natural setting and protects much of the Lick Creek watershed along with a large, wooded area and the



habitats of rare and endangered species. The focus of this corridor should be the continued protection of the natural features, additional recreational and educational opportunities, and the expansion of its role in linking adjacent areas.

## FUTURE LAND USE & CHARACTER

Future land use serves as a guide for how all property within the City may develop in the future. Each future land use category contains a character-based description and overall intent of the category, along with generally appropriate zoning districts that help achieve the desired character. There are also example photographs from existing developments in College Station or other communities to visually illustrate the desired development characteristics.

The appropriateness of zoning change requests will be considered using multiple criteria including, but not limited to, whether the request is aligned with **Map 2.2, Future Land Use & Character**, whether changed or changing conditions exist in the area, compatibility with existing uses and development patterns, impact on environmentally sensitive and natural areas, impact on and timing of infrastructure, and consistency with all goals and strategies of the Comprehensive Plan. The zoning districts listed as generally appropriate under each future land use category are meant to provide guidance and do not represent affirmative support of each listed zoning district.

The land use strategies discussed in this chapter are further clarified by the future land use category descriptions and are visually portrayed in **Map 2.2, Future Land Use & Character**. The associated acreages in each land use category are compiled in **Table 2.1, Summary of Future Land Use Acreages**.

With the 10-year Comprehensive Plan update several changes were made to the future land use categories and map based on community and stakeholder input, changing conditions, and best practices identified during the evaluation process. These changes include renaming, simplifying and reducing the number of categories, refining the land use definitions, creating new categories to encourage and support emerging development forms, and reconsidering how land uses apply to various areas of the City.

*Table 2.1 - Summary of Future Land Use Acreages*

Future Land Use	City Limits	ETJ
Urban Center	335.6	
Neighborhood Center	1,255.9	
General Commercial	1,855.0	159.4
Neighborhood Commercial	523.9	
Business Center	968.0	874.0
Urban Residential	963.9	
Mixed Residential	1,093.4	209.1
Suburban Residential	6,342.9	577.7
Estate Residential	2,822.7	885.0
Rural	7.9	57,785.4
Neighborhood Conservation	1,795.7	
Medical	170.9	
Wellborn	434.6	38.0
Institutional/Public	952.4	4.2
Texas A&M University	4,839.8	44.4
Parks & Greenways	870.4	*17.3
Natural & Open Areas	5,131.9	41,804.3
<b>TOTALS</b>	<b>30,364.9</b>	<b>102,398.8</b>

\*Note: The 17.3 acres of Parks & Greenways in the ETJ is the park within the Southern Pointe subdivision, which will be annexed into the City in the future per their development agreement

## Planning Areas

### NEIGHBORHOODS & DISTRICTS

1. WELLBORN DISTRICT PLAN\*
2. MEDICAL DISTRICT MASTER PLAN\*
3. WOLF PEN CREEK DISTRICT\*

### REDEVELOPMENT AREAS

4. NORTHGATE DISTRICT\*
5. NORTHEAST GATEWAY REDEVELOPMENT PLAN\*
6. HARVEY ROAD AREA
7. GEORGE BUSH DRIVE & WELLBORN ROAD AREA

### GATEWAY CORRIDORS

8. PRESIDENTIAL GATEWAY & BIOCORRIDOR\*
9. HOSPITALITY CORRIDOR\*
10. MUNICIPAL CENTER CORRIDOR
11. HARVEY MITCHELL CORRIDOR
12. LONGMIRE & HIGHWAY 6 FRONTAGE ROAD CORRIDOR
13. WELLBORN ROAD & WILLIAM D. FITCH CORRIDOR

### NATURAL CORRIDORS

14. BEE CREEK CORRIDOR
15. CARTER CREEK CORRIDOR
16. LICK CREEK CORRIDOR

**MAIN CORRIDORS**

**TEXAS A&M UNIVERSITY**

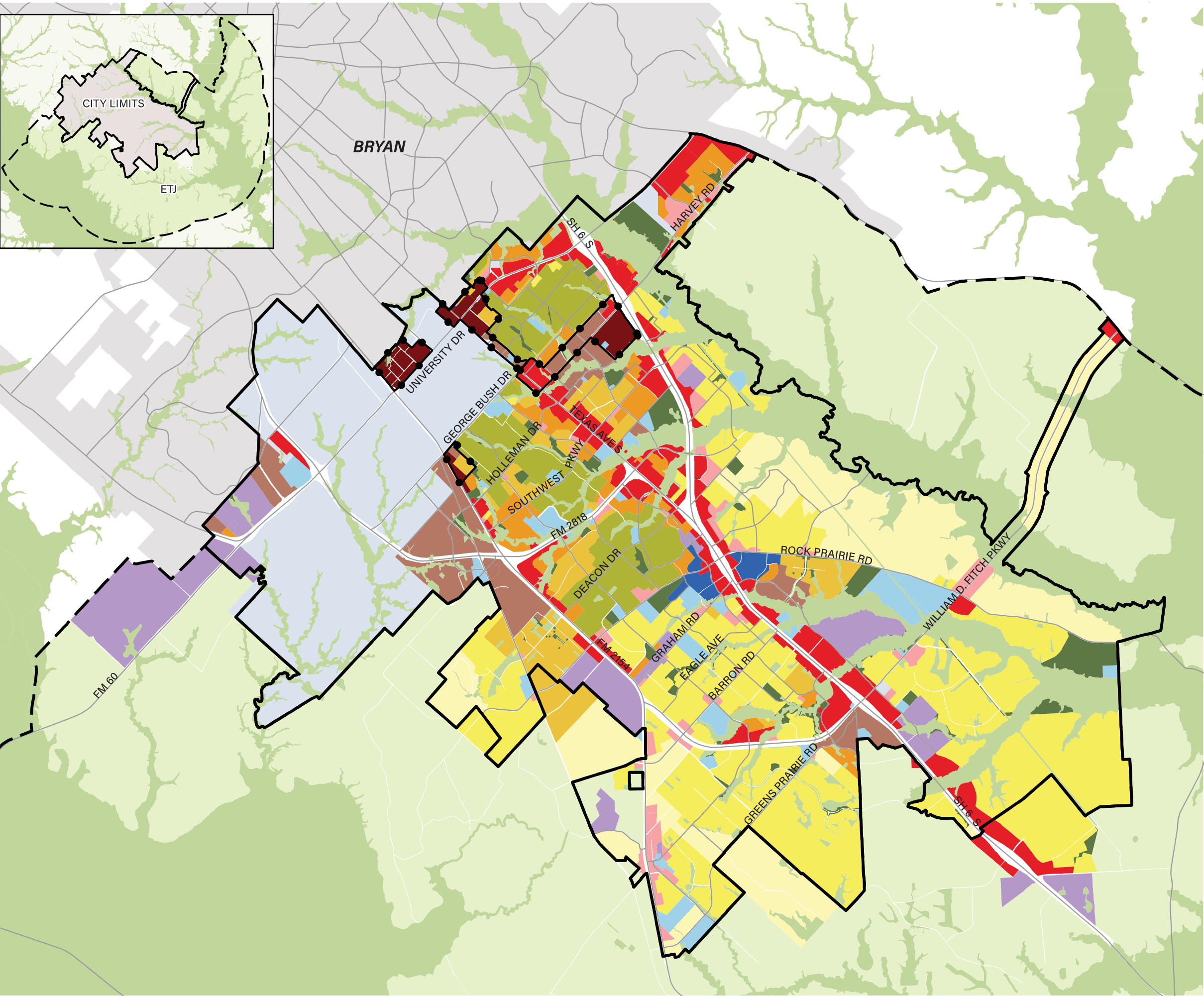
**FLOODPLAIN**

**CITY LIMITS**

**5 MILE ETJ**

**BRYAN**





*Future Land Use  
& Character*

- URBAN CENTER
- NEIGHBORHOOD CENTER
- GENERAL COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- BUSINESS CENTER
- URBAN RESIDENTIAL
- MIXED RESIDENTIAL
- SUBURBAN RESIDENTIAL
- ESTATE RESIDENTIAL
- RURAL
- NEIGHBORHOOD CONSERVATION
- MEDICAL
- INSTITUTIONAL/PUBLIC
- TEXAS A&M UNIVERSITY
- PARKS & GREENWAYS
- NATURAL & OPEN AREAS
- REDEVELOPMENT AREAS

\*NOTE: A COMPREHENSIVE PLAN SHALL NOT  
CONSTITUTE ZONING REGULATIONS OR ESTABLISH  
ZONING BOUNDARIES

## Future Land Use Categories

### URBAN CENTER

---

Areas that are appropriate for the most intense development and mix of uses arranged in a compact and walkable pattern. These areas will tend to consist of multi-story residential, commercial, and office uses that may be mixed vertically within mixed-use structures or horizontally in an integrated manner. Urban Centers should also incorporate consolidated parking facilities, access to transportation alternatives, open space and recreational facilities, and public uses.

**Building Height:** 5 stories average

**Mobility:** Walking, bicycling, transit, automobile

#### *Intent*

---

- Create and reinforce walkable activity centers with small blocks that are connected to surrounding development and include a mix of complementary uses
- Accommodate a mix of building types including freestanding and attached structures that frame attractive pedestrian zones between buildings and streets
- Encourage commercial uses along primary streets
- Encourage vertical mixed-use structures with ground-floor retail in appropriate locations such as along major corridors
- Support multi-family residential as a secondary component of a center
- Encourage shared surface parking located behind buildings or to the side of buildings, structured parking, and on-street parking where possible

#### *Generally appropriate zoning districts:*

---

Mixed-use, Northgate zoning (in Northgate only), Wolf Pen Creek zoning (in Wolf Pen Creek only)





## NEIGHBORHOOD CENTER

Areas that are appropriate for a mix of uses arranged in a compact and walkable pattern at a smaller scale than Urban Centers. These areas consist of residential, commercial, and office uses arranged horizontally in an integrated manner and may be mixed vertically within structures. Neighborhood Centers should also incorporate consolidated parking facilities, access to transportation alternatives, open space and recreational facilities, and public uses.

**Height:** 3 stories average

**Mobility:** Walking, bicycling, transit, automobile

### *Intent*

- Create and reinforce walkable activity centers that are connected to surrounding development and include a mix of complementary uses
- Accommodate a mix of building types that frame attractive pedestrian spaces
- Support vertical mixed-use structures with ground-floor retail in appropriate locations such as along corridors or major intersections
- Encourage all land generally within 300 to 500 feet of streets classified as major collectors or higher to be commercial uses, unless providing vertical mixed-use structures with residential uses on upper floors. The exact location and extent can be modified if creating commercial nodes, such as at intersections, and/or if other characteristics of the site require an alternative design that provides a mixture of uses in an integrated manner.
- Stand-alone commercial uses with a preferred emphasis on urban form may be allowed if the size and scale of the property and/or development does not adequately support mixing uses in a horizontal manner
- Support multi-family residential as a complementary secondary component of a center that includes commercial and/or office uses
- Encourage shared surface parking located behind or to the side of buildings (with some limited parking in front of buildings), structured parking, and on-street parking where possible

### *Generally appropriate zoning districts:*

Mixed-use, Wolf Pen Creek zoning (in Wolf Pen Creek only), commercial and multi-family zoning may be considered in some circumstances if designed in an integrated manner through a Planned Development District with a preferred emphasis on urban form





## GENERAL COMMERCIAL

---

Concentrated areas of commercial activities that cater to both nearby residents and to the larger community or region. Generally, these areas tend to be large and located along regionally significant roads. Due to their context, these areas tend to prioritize automobile mobility.

**Height:** 1-2 stories average

**Mobility:** Primarily automobile, but accessible by walking, bicycling, and transit

### *Intent*

---

- Accommodate a wide range of commercial uses
- Concentrate future commercial development at major intersections
- Provide connectivity to surrounding bicycle and pedestrian networks and provide safe pedestrian facilities within sites
- Encourage transitions in building height and mass when adjacent to residential neighborhoods
- Support multi-family residential as secondary uses on a site
- Encourage shared surface parking

### *Generally appropriate zoning districts:*

---

General commercial, office, and mixed-use zoning





## NEIGHBORHOOD COMMERCIAL

Areas of commercial activities that cater primarily to nearby residents. These areas tend to be smaller format than general commercial and located adjacent to major roads along the fringe of residential areas. Design of these structures is compatible in size, architecture, and lot coverage with surrounding residential uses.

**Height:** 1-2 stories average

**Mobility:** Primarily automobile, but accessible by walking, bicycling, and transit

### *Intent*

- Accommodate limited commercial services compared to General Commercial
- Provide pedestrian and bicycle connectivity to surrounding neighborhoods and nearby public uses (schools, parks, etc.)
- Support some residential uses that are compatible with the surrounding neighborhood character
- Encourage transitions in building height and mass when adjacent to residential neighborhoods
- In a walkable neighborhood context, locate new buildings near the street and accommodate parking to the side or rear of buildings with some limited parking in front of buildings and accommodate on-street parking where possible

### *Generally appropriate zoning districts:*

Suburban commercial and office zoning.  
Within the Wellborn District, limited to Wellborn Commercial zoning.



## BUSINESS CENTER

Areas that include office, research, or industrial uses that may be planned and developed as a unified project. Generally, these areas need convenient access to arterial roadways.

**Height:** Varies

**Mobility:** Primarily automobile

### *Intent*

- Accommodate a variety of large footprint buildings
- Accommodate commercial and service uses within Business Centers
- Accommodate pedestrian, bicycle, and transit connectivity to and within Business Centers
- Provide buffering through landscaping and building placement where large-scale employment sites are adjacent to residential areas

### *Generally appropriate zoning districts:*

Business park, industrial, and commercial industrial zoning





## URBAN RESIDENTIAL

Areas that are appropriate for a range of high-density multi-family and attached residential development in various forms including townhomes, apartment buildings, mixed-use buildings, and limited non-residential uses that are compatible with the surrounding area.

**Height:** 3 stories average

**Mobility:** Walking, bicycling, transit, automobile

### *Intent*

- Accommodate a wide range of attractive multi-family housing for a diverse population. Buildings may be clustered and grouped. Building setback from street varies but is generally consistent within a development
- Provide vehicular and pedestrian connectivity between developments
- Accommodate streetscape features such as sidewalks, street trees, and lighting
- Support commercial, service, office uses, and vertical mixed-use within redevelopment areas

### *Generally appropriate zoning districts:*

Multi-family, townhouse, mixed-use, and limited suburban commercial zoning





## MIXED RESIDENTIAL

Areas appropriate for a mix of moderate density residential development including, townhomes, duplexes, small multi-family buildings (3-12 unit), and limited small-lot single family. These areas are appropriate for residential infill and redevelopment that allows original character to evolve. These areas may serve as buffers between more intense multi-family residential or mixed-use development and suburban residential or neighborhood conservation areas.

**Height:** Varies (generally 2-3 stories)

**Mobility:** Walking, bicycling, transit, automobile

### *Intent*

- Accommodate a walkable pattern of small lots, small blocks, and well-connected street pattern
- Accommodate streetscape features such as sidewalks, street trees, and lighting
- Encourage community facilities, parks, and greenways within neighborhoods
- Support neighborhoods with a mix of housing types and where larger or more dense housing is located near community facilities or adjacent to commercial or neighborhood centers

### *Generally appropriate zoning districts:*

Duplex, townhouse, middle housing, and limited-scale single-family





## SUBURBAN RESIDENTIAL

Primarily single-family residential areas that consist of low to moderate density single-family lots. These areas may also include limited townhomes, duplexes, other housing types, and some non-residential uses that are compatible with surrounding single-family areas. Development types tend to be highly consistent within a subdivision or neighborhood. Residential lot size requirements are larger within the Wellborn District and limited to single-family lots.

**Height:** 1-2 stories

**Mobility:** Primarily automobile, but accessible by walking, bicycling, and transit to surrounding neighborhood services and centers

### *Intent*

- Accommodate streetscape features such as sidewalks, street trees, and lighting
- Support neighborhoods with a mix of housing types
- Encourage community facilities, parks, and greenways within neighborhoods
- When establishing new residential areas or expanding existing developments, provide pedestrian and vehicular connectivity between adjacent developments

### *Generally appropriate zoning districts:*

General and restricted suburban zoning.  
Within the Wellborn District, limited to Wellborn Restricted Suburban zoning.





## ESTATE RESIDENTIAL

Primarily single-family residential areas that have a low level of development activities. These areas are appropriate for very low-density residential lots of one-acre or greater lot sizes or average 20,000 square foot lots when clustered around open space. Residential lot size requirements are larger within the Wellborn District.

**Height:** 1-2 stories

**Mobility:** Primarily automobile

### *Intent*

- Support a wide range of lot sizes, long blocks, and curvilinear streets. Buildings tend to be located greater than 30 feet from a fronting street.
- When establishing new residential areas or expanding existing developments, provide pedestrian and vehicular connectivity between adjacent developments

### *Generally appropriate zoning districts:*

Estate, rural, and manufactured home park zoning. Within the Wellborn District, limited to Wellborn Estate zoning.





## NEIGHBORHOOD CONSERVATION

Residential areas that are essentially “built-out” and are not likely to be the focus of extensive infill development or redevelopment. These areas often were platted before current development regulations were in place often resulting in nonconforming situations. These areas are appropriate for overlays or zoning classifications that provide additional character protection and address nonconforming issues.

**Height:** 1-2 stories

**Mobility:** Walking, bicycling, transit, automobile; on-street parking and private off-street parking

### *Intent*

- Maintain the existing housing stock, lot patterns, and character of neighborhoods
- Support infill housing that fits-in with neighboring homes (scale, placement, use, etc.)
- Address nonconforming lot issues through flexible development regulations
- Maintain established trees

### *Generally appropriate zoning districts:*

General and restricted suburban, single-family overlays





## TEXAS A&M UNIVERSITY

Areas owned by Texas A&M University and are appropriate for campus development as described in the Texas A&M Campus Master Plan and related documents.

## INSTITUTIONAL/PUBLIC

Areas that are, and are likely to remain, in some form of institutional or public activity. Examples include schools, libraries, municipal facilities, and major utilities.

## MEDICAL

Areas appropriate for medically related uses and supporting office, commercial, and residential uses. The medical land use designation surrounding Rock Prairie and State Highway 6 is further detailed in the Medical District Master Plan, which envisions a wide array of medical and supporting services and activities concentrated in the district. This includes the two major hospitals in close proximity to residential neighborhoods, neighborhood centers, offices, and commercial uses.

**Height:** Varies

**Mobility:** Walking, bicycling, transit, automobile

*Generally appropriate zoning districts:*

Varies





## PARKS & GREENWAYS

Areas that are permanently protected from development. Such areas are preserved for their natural function or for parks, recreation, or greenways opportunities. These areas include, publicly owned open space, conservation easements, greenway trails, and public parks.

## NATURAL & OPEN AREAS

This land use designation is generally for areas that represent a constraint to development and that should be conserved for their natural function or open space qualities. These areas include floodplains, riparian buffers, common areas, and open space. The boundaries of the Natural & Open Areas land use are illustrative, and the exact location of floodplains and other physical constraints are determined during the development process.

### *Generally appropriate zoning districts*

Natural areas protected

## RURAL

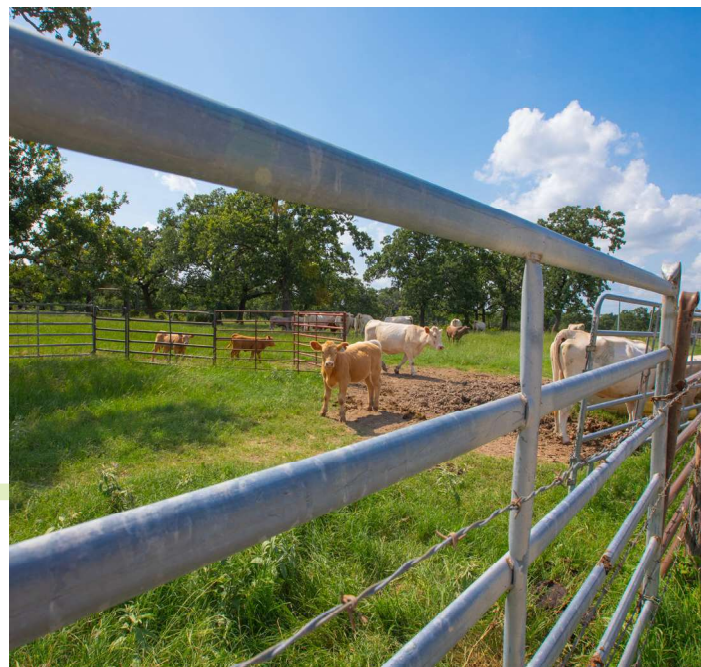
Areas that, due to public service limitations, inadequate public infrastructure, or a prevailing rural or agricultural character, should have very limited development activities. These areas will tend to include a mix of large acreages (ranches and farmsteads) and limited large-lot (two acre or larger) residential developments. Open space is the dominant feature of these areas.

**Height:** Varies

**Mobility:** Primarily automobile

### *Generally appropriate zoning districts*

Rural and manufactured home park zoning



## *Community Assets & Images Corridors*

The physical design and appearance of the built environment – what buildings, streets, and parks look like – contributes significantly to the character and identity of the City. This section identifies many of the community's unique assets and provides general policy guidance regarding suburban and urban design, streets and streetscape design, public buildings and facilities, image corridors, and gateways. More specific and detailed guidance will be provided through subsequent neighborhood, district, and corridor plans, as well as master plans and other studies and plans adopted by the City Council.

### COMMUNITY ASSETS

College Station has a number of existing assets (both natural and man-made) that contribute significantly to the character and identity of the City and, thus, are deserving of identification and worthy of policy guidance. **Map 2.3, Community Assets & Image Corridors**, visually portrays these assets which include natural features such as Carter Creek and Lick Creek, connections to the greater region such as Easterwood Airport, public facilities such as the Texas A&M University campus and Veterans Park, and various vistas and views. Care should be taken to protect each of these assets from encroachment by incompatible land uses and from insensitive development activities that would compromise their contribution to the area's character and identity.

### IMAGE CORRIDORS

Image corridors are delineated on **Map 2.3, Community Assets & Image Corridors**, reflecting their importance as routes that many residents and visitors travel and, along the way, form impressions of College Station. Several of these corridors serve as a link between districts, further reinforcing their importance. Identity and beautification elements, such as decorative markers and themed wayfinding signs, should be placed along these corridors. Additionally, landscaping and streetscape elements should be unified and significant along these corridors. These corridors also offer the opportunity for the placement of public art and other design elements. Primary image corridors include corridors that carry high volumes of traffic and move travelers through or along some of the City's most significant assets. Examples include State Highway 6, Texas Avenue, and Wellborn Road (FM 2154). Secondary image corridors include corridors that tend to carry slightly less traffic volume and move travelers mainly through the community's significant business or residential areas. Examples include Rock Prairie Road, Harvey Road (FM 30), and portions of University Drive (FM 60). Image corridors also offer an opportunity to support the City's resource conservation objectives through the preservation of open space and other natural features along these key corridors. Where these corridors cross streams, go through forested areas, or offer attractive vistas, care should be taken in how bridges are constructed, banks are stabilized, stormwater is managed, trees are protected, and views are kept unobstructed to maximize the positive impressions gained by these assets.

### GATEWAYS

A gateway serves as the symbolic entry point to an area, whether the City, a neighborhood, or a district. An effective gateway establishes an immediate positive impression that reinforces the character of an area and is visually harmonious with its surroundings. The key gateways into these areas need specific design elements and enhancements to create such an experience. For neighborhoods this may be in the form of landscaping or an entrance monument. For districts and corridors this may be in the form of landscaping,



streetscape, special lighting, signage, public art, or building design. Along the image corridors at key entry points to the City this may be in the form of landscaping, special signage, public art, or enhancements to bridges and overpasses.

Each of the neighborhood area plans, district plans, and corridor plans should address the most effective means to enhance associated gateways. This section outlines the framework for the most appropriate manner to address the key gateways into and out of the City as a whole. This plan identifies three levels of gateways, each with its own specific purpose and related design focus.

**Early Image-Setting Gateways** are locations where those approaching the community can first be engaged and experience College Station's unique identity. These areas offer opportunities for tasteful signage and landscaping that are harmonious with the surrounding rural areas while announcing one's pending arrival into College Station. Examples of appropriate locations for such enhancements are the intersection of University Drive/Raymond Stotzer Parkway (FM 60) and Wellborn Road (FM 2154), the FM 60 crossing of the Brazos River, and the intersection of State Highway 47 and Raymond Stotzer Parkway (FM 60).

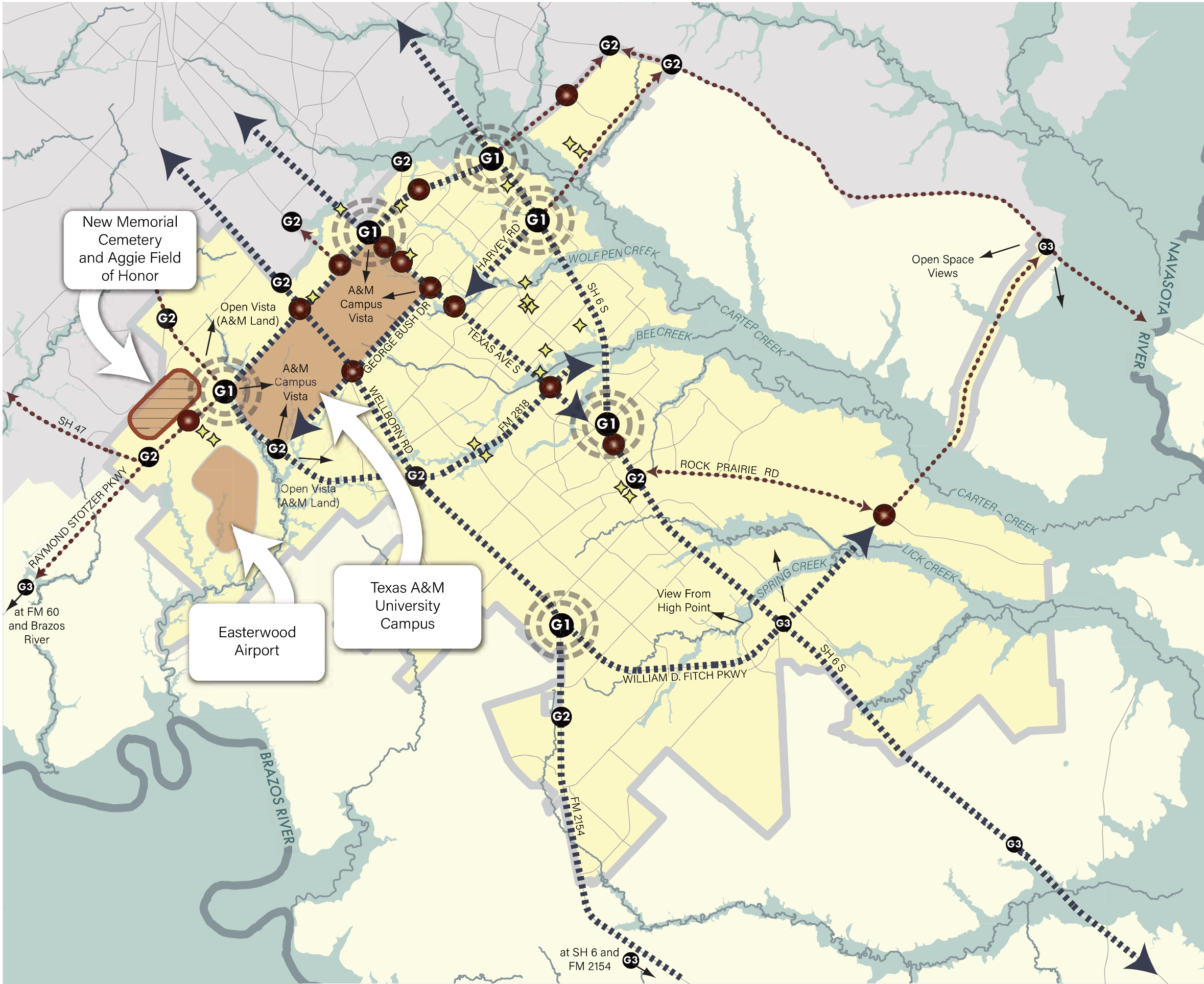
**Secondary Welcoming Gateways** are locations where community identity and themes can be reinforced through more substantial enhancements. These may include significant monument signage, substantial areas of landscaping and tree planting, and flags. Generally, these are located within the city limits but prior to arrival in the core of the City itself. Examples of appropriate locations for such enhancements are the Rock Prairie Road interchange with State Highway 6, the intersection of George Bush Drive and Harvey Mitchell Parkway (FM 2818), and the city limits at South College Avenue.

**Primary Arrival Gateways** are locations where the most substantial enhancements should be installed. These may include significant monument signage, substantial areas of landscaping and tree planting, fountains, lighted icons, and large-scale art. Examples of appropriate locations for such enhancements are the intersection of Texas Avenue and State Highway 6, the University Drive/Raymond Stotzer Parkway (FM 60) interchange with Harvey Mitchell Parkway (FM 2818), and the intersection of Texas Avenue and University Drive (FM 60).

For these gateways to succeed, it is essential that common elements be used throughout each of the three levels. Further, enhancements should be focused and sized properly to have the intended impact. Enhancements dispersed over a wide area, lacking common elements, and sized inappropriately will have less of an impact and will miss a critical opportunity to reinforce the character and identity of College Station.



Community Assets & Image Corridors



- KEY IMAGE / DESIGN INTERSECTION
- ⊙ G1 PRIMARY ARRIVAL GATEWAY
- G2 SECONDARY WELCOMING GATEWAY
- G3 EARLY IMAGE-SETTING GATEWAY
- ★ PUBLIC ART LOCATION
- ↔ PRIMARY IMAGE CORRIDOR
- ⋯ SECONDARY IMAGE CORRIDOR
- FLOODPLAIN
- EXISTING UNIQUE COMMUNITY ASSET AREA
- ▨ EMERGING / POTENTIAL UNIQUE COMMUNITY ASSET AREA
- CITY LIMITS
- 5 MILE EXTRATERRITORIAL JURISDICTION (ETJ)



## *Strategic & Ongoing Actions*

The actions listed below designed to achieve the City's goal of vibrant and distinct districts, attractive neighborhoods, revitalized gateways and corridors, and conserved natural areas, grounded in environmental stewardship and resiliency.

### STRATEGIC ACTIONS

- 2.1 Review and undertake amendments to the Unified Development Ordinance's zoning districts.**  
Consider amendments necessary to implement the Future Land Use & Character categories and definitions.
- 2.2 Prioritize and undertake detailed plans for priority neighborhoods, districts, corridors, or redevelopment areas.** The City should commit to proactively planning for a limited set of target areas, as specified in [Map 2.1, Planning Areas](#).
- 2.3 Creative incentives and programs to revitalize existing areas and established neighborhoods.**  
This could include façade or landscaping improvement programs or rehabilitation initiatives. New programs should align with and complement existing City efforts through the Neighborhood Partnership Program, Neighborhood Grant Program, and proposed property maintenance programming.
- 2.4 Evaluate existing policies and create incentives for low impact and sustainable development.**  
Encourage policies and regulations that incentivize sustainable practices such as energy reduction, renewable energy, water conservation, protection of natural resources, use of native and adapted vegetation, adaptive reuse, waste minimization, and stormwater management.
- 2.5 Pursue feasibility of a tree preservation and/or tree planting incentive program.** This could involve regulatory changes, incentives to preserve existing trees (especially large canopy trees) in new development and redevelopment projects, requiring replacement of trees that are destroyed or removed, proactive efforts by the City such as planting trees and installing landscaping along major road corridors and gateways, or a program where the City or a partner agency provides trees at reduced cost.
- 2.6 Create additional incentives for conservation design and evaluate the effectiveness of cluster development standards in the Unified Development Ordinance.** Common incentives include density bonuses where a project may be permitted a greater total density in exchange for preservation of common open space areas.
- 2.7 Integrate parks, greenways, and community facilities within new neighborhoods.** Ensure that parks, greenways, and other types of open spaces are integrated into the design of new neighborhoods and that appropriate connections are made to existing facilities. Also consider opportunities and partnerships to locate civic uses (such as recreation centers, schools, libraries) within new neighborhoods or redevelopment areas.



## ONGOING ACTIONS AND POLICY DIRECTION

- 2.8 Evaluate and update development standards in the Unified Development Ordinance.** Evaluate the effectiveness of development standards such as mobility and connectivity, off-street parking, building form and design, landscaping and buffers, exterior lighting, or other applicable standards to achieve desired design form and quality.
- 2.9 Develop or refine incentives to promote high quality design.** Such incentives may include regulatory (flexible standards, density bonuses), procedural, cost-sharing agreements, and tax incentives, among others. Incentives could be targeted to specific geographies or types of development (such as mixed-use or commercial).
- 2.10 Encourage parking alternatives to support redevelopment opportunities.** Use regulatory or other incentives to encourage residential, commercial, and mixed development models in the City's targeted Redevelopment Areas that integrate structured parking, reduced parking requirements, or shared parking agreements to enable more productive use of the overall site in place of extensive surface parking.
- 2.11 Continue to initiate proactive zoning map updates.** Amend the zoning map in strategic areas to encourage transitions to the desired community character and help implement the Future Land Use & Character Map. Proactive zoning map changes may also encourage redevelopment in targeted areas.
- 2.12 Continue beautification programs.** Maintain and consider opportunities to expand beautification partnerships with Keep Brazos Beautiful and other organizations.



ORDINANCE NO. \_\_\_\_\_

**EXHIBIT D**





That the “Official City of College Station Comprehensive Plan” is hereby amended by amending *Map 6.3. Functional Classification & Context Class* as follows:

## Functional Classification & Context Class

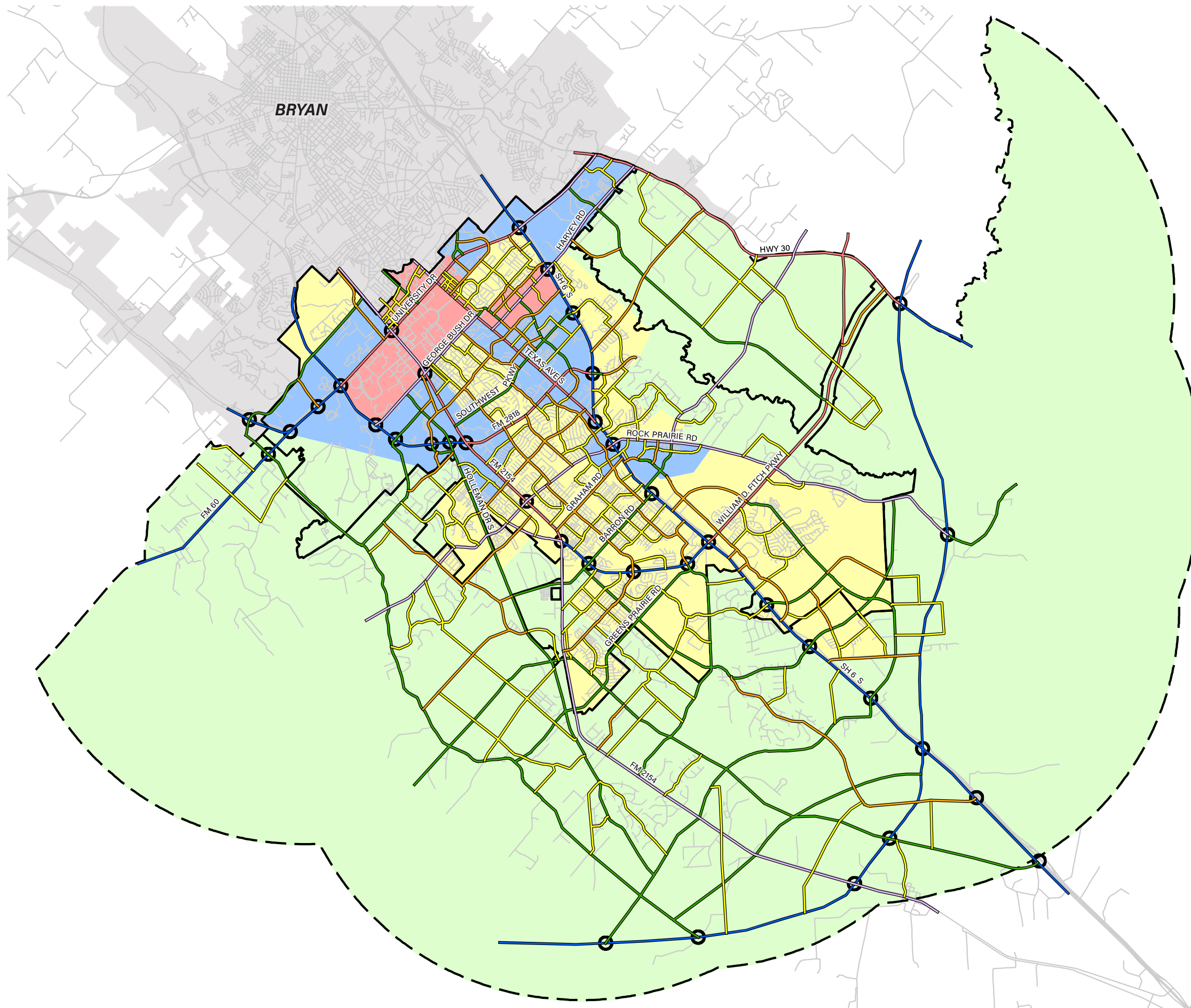
### THOROUGHFARE PLAN

-  GRADE SEPARATION
-  FREEWAY/EXPRESSWAY
-  6 LANE MAJOR ARTERIAL
-  4 LANE MAJOR ARTERIAL
-  MINOR ARTERIAL
-  MAJOR COLLECTOR
-  MINOR COLLECTOR

### CONTEXT ZONES

-  URBAN CORE
-  GENERAL URBAN
-  SUBURBAN
-  RURAL

-  CITY LIMITS
-  ETJ

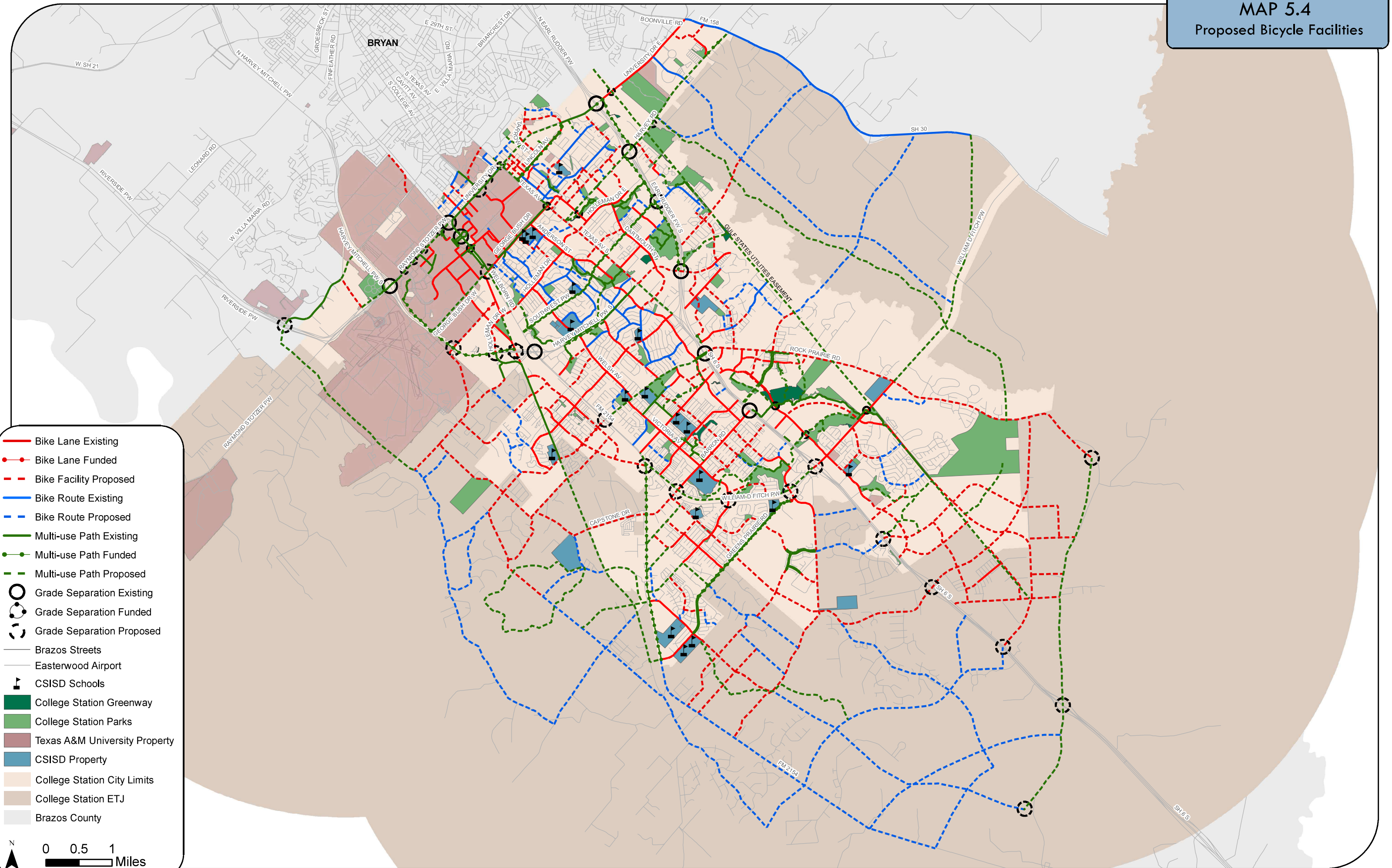




ORDINANCE NO. \_\_\_\_\_

**EXHIBIT E**

That the “Official City of College Station Comprehensive Plan” is hereby amended by amending *Map 5.4 Proposed Bicycle Facilities* within the Bicycle, Pedestrian, and Greenways Master Plan as follows:





ORDINANCE NO. \_\_\_\_\_

**EXHIBIT F**

That the “Official City of College Station Comprehensive Plan” is hereby amended by amending *Map 5.5 Proposed Pedestrian Facilities* within the Bicycle, Pedestrian, and Greenways Master Plan as follows:

