The Design Problem
University Drive corridor is a convergence of the old and the modern, and the past, the present and the future. Several historical buildings are in the Northgate area on the north side of the corridor. Modern TAMU buildings are emerging on the south side of the corridor. Many outdated commercial buildings are under redevelopment pressure. There are also some churches around. Stakeholders of the corridor include TAMU, TAMU System, Texas Department of Transportation, private property owners and both cities (Bryan and College Station). Issues related to urban development are complex.

University Drive is a six-lane minor arterial that collects extremely high automobile, bicycle and pedestrian traffic daily. Conflicts between different transportation modes and movements continue to exist. During regular semesters, there are constant cyclists and pedestrians crossing the University Drive throughout the day and night. In specific, estimated more than 2,300 people (mostly students) live in and around Northgate which is the City of College Station’s entertainment district. It is projected that as many as 3,000 additional residents will be arriving in the area in the next couple of years. Approximately 27 restaurants and 23 bars are in place. A conservative projection indicates that an additional 70,000 square feet of new retail and entertainment uses in the area will occur in the next few years.

What the proposed area (Areas E and W shown below) lacks is a unifying, practical, and affordable plan to bring together the many stakeholders and diverse needs. Several years ago, a plan was created for Northgate, followed by a series of successful redevelopment and revitalization projects. Ever since, many have benefited from the plan. Design Week has the potential of generating ideas and plans that address pressing challenges and opportunities for the proposed area.
Northgate

W

E

Two Major Areas Within the Boundary

(Map source: Google)