

All Up In Your Business | We're getting a what?
Jay Socol. Aubrey Nettles
April 5, 2021

- Jay Socol: Welcome to All Up In Your Business. I'm Jay Socol.
- Aubrey Nettles: And I'm Aubrey Nettles.
- Jay Socol: And we are going to do this in mobile fashion today. We're getting out of the studio and we're going to tour you around South College Station or as I like to say, what's it called?
- Aubrey Nettles: SoCo.
- Jay Socol: Actually, SoCol in this particular edition. So we're going to be touring around South College Station to show you some of the newest things on the ground and also some things that are coming. We're going to talk about those too. So talk about some of the areas we're going to be heading today.
- Aubrey Nettles: We're going to be heading to Jones Crossing. We're going to be checking out Wellborn Road. We're going to look at all of the things going on in CapRock, Tower Point, and the many things going on. Highway 6 as well.
- Jay Socol: So Midtown, and then we're going to have a lightning round as well.
- Aubrey Nettles: Yes. There's a lot going on all over College Station. I think 2020 was a little slow, a little COVID-y, but we're back in business now and so there's a lot of catching up to do.
- Jay Socol: Okay. So we're going to hit the road and we're going to tell you about all the new stuff coming to College Station. Stop number one, Jones Crossing at the intersection of Wellborn Road and 2818. And Aubrey, I know there are several new things here, maybe people haven't seen or experienced just yet so tell us about the new stuff.
- Aubrey Nettles: Yes, that's right, Jay. So we recently had Jersey Mike's open up at Jones Crossing as well as a new Wing Stop, both of which are fantastic. And we're really excited to have them here in this neck of our woods. We've also recently found out that we are going to be getting a Buff City Soap in Jones Crossing as well. And what that is, is it's all things craft and fancy soap. And so we're really excited to welcome them to our market as well.

Jay Socol: Now, things look full at Jones Crossing. They feel full in terms of spaces occupied and so forth. Is that right? Or should we expect more things to come?

Aubrey Nettles: There's definitely some more space available at Jones Crossing in terms of pad sites. So when you look up 2818, next to Chick-fil-A, there's some pad sites available for fast food and for some restaurants, and those are actively for lease right now. And we're working with the broker here on site to get those built up. And all of the tenants here at Jones Crossing are doing really well. And so I don't think those will be vacant much longer.

Jay Socol: You bring up a good point: How closely do you actually work with folks over here to kind of help them fill things out here?

Aubrey Nettles: We have a really great relationship with the folks at Ironbridge that are representing Stratus Companies that owns this property. And we talk to them regularly about this site and we just do whatever we can to help facilitate movement because a win for them is a win for us.

Jay Socol: Yeah. Okay. So we've talked a little bit about Jones Crossing. Let's talk about some things a little bit further south on Wellborn Road.

Aubrey Nettles: Sure.

Jay Socol: There was a lot of exciting activity down there. I know we've got a Dunkin' Donuts. It's been here for a little bit now. Dutch Bros has opened up. What else is down there right now?

Aubrey Nettles: Let's see. So just south of Jones Crossing, we have Caminos Mexican Cafe that recently opened up. I've heard that it is a new favorite in town. My husband can't wait to try it out. We have to go soon. And then there is a new nutrition smoothie place called Tanked Up Nutrition. Really excited to give that a try as well. And then just south of that is Dunkin' Donut, Dutch Bros and the Rapid Express Carwash.

Jay Socol: So I am hearing from people who travel this particular corridor a lot, or are coffee addicts kind of like I am, that sometimes certain parts of the day can get really bottle-necked and crowded on Wellborn Road, but we're actively trying to work through that. Can you talk about that a little bit?

Aubrey Nettles: That's right, Jay. So this part of town really went from being a pretty commercially undeveloped to really commercially busy in a very short period of time. And so the city staff is working with the developer and the commercial tenants to work through traffic flow currently. And TxDOT

actually has a traffic signal planned at Deacon and Wellborn and that project starts in December. Once that signal goes in, it will help traffic flow tremendously.

Jay Socol: Okay. So that's good news. Anything else in terms of Jones Crossing just south of here or along the Wellborn Road corridor that we need to talk about?

Aubrey Nettles: There's a few other sites that are available on Wellborn Road, and I think those are going to fill up quickly, but those are the announcements and recently opened ones right now.

Jay Socol: Okay. Then we're done here. We can get back in the cars and head south.

Aubrey Nettles: Yes.

Jay Socol: And then you're going to tell me what's going on down there.

Aubrey Nettles: That sounds great.

Jay Socol: Okay. Okay. Stop number two. Aubrey, where did you bring me? I don't even know where we are.

Aubrey Nettles: We are now in the heart of South College Station. We are at CapRock and we are actually in The Yard development and this is going to be a really fantastic place come the end of the summer because there are two new tenants coming into The Yard and those new tenants are Uncorked. And some of you might be familiar with Uncorked. They are currently Downtown Uncorked in Downtown Bryan and they are going to be moving to South College Station and they will be Uncorked in South College Station. And Uncorked is just a really wonderful, chill wine, whiskey bar. They also have liquor and food and it is just the least pretentious, relaxed environment that you can go to have a date night, girls night. You might not know much about girls night, Jay.

Jay Socol: No, but I'll tell you what I do know about is the cheese platter. Do not sleep on the cheese platter.

Aubrey Nettles: Absolutely.

Jay Socol: It's fantastic.

Aubrey Nettles: Yes. So we're really excited about Uncorked. It's about three minutes from my house and we're also going to be welcoming Pinspiration to The Yard as well. And what that is, it is a craft studio. So all things craft and you can

create decor for your home, for your office, and you can have parties with your coworkers. Even kiddos can have parties. There's a splatter room there as well.

Jay Socol: Tell me about the splatter room.

Aubrey Nettles: So basically, you just make the biggest mess and splatter paint everywhere and create your own canvas and they turn out really neat and kids especially loved them, but they host birthday parties. They host team building activities as well. And if it's an adult party, you can have wine. They also have charcuterie boards. So it's very cool. And we're really excited to have these new amenities at The Yard.

Jay Socol: So Pinspiration, is that a one of a kind or is that a franchise?

Aubrey Nettles: That's a franchise and it's brand new to the market and Uncorked is one of a kind.

Jay Socol: Right.

Aubrey Nettles: And they are moving to College Station.

Jay Socol: Okay. So that explains what's happening here at The Yard.

Aubrey Nettles: Yes.

Jay Socol: Anything else in CapRock?

Aubrey Nettles: Just across the street from The Yard, we are going to be welcoming very soon Spice World Market and that is our very first boutique grocer here in College Station. And it is going to offer a variety of groceries from different cultures and so different things that you can't find at H-E-B and Kroger, come to check out Spice World Market and it's very likely that you'll be able to find it there.

Jay Socol: I gotta tell you I'm a little disappointed. I thought it was called Spies World where they sold, like, discount surveillance equipment.

Aubrey Nettles: Right.

Jay Socol: But this sounds okay, too.

Aubrey Nettles: I was also thinking it might be a Spice World Band Club Store and unfortunately, it's not, but I am excited to see what I'll be able to cook from Spice World.

Jay Socol: We are happy about it. Okay. Anything else in CapRock?

Aubrey Nettles: These are the main new things in CapRock. We have great amenities here already with MAD Taco, Rx Pizza. I'm sure you guys have checked out Costa Vida by now. And so this area has just grown tremendously. Back when I was in school, it didn't exist and now it's a flourishing part of town.

Jay Socol: Okay. So from CapRock, we're going to take the road a little bit north of here.

Aubrey Nettles: Yes. Just across 40 and check out Tower Point.

Jay Socol: Okay. Tower Point's next. We have moved down Highway 6 a little bit just north. And let me triangulate this for you just a little bit. Right here (pointing to the distant south), H-E-B. Right here (pointing nearby south), Walk-On's. Behind me, the natural savannah surrounding Highway 6. Aubrey, tell me what's going to happen right next to Walk-On's behind us.

Aubrey Nettles: This is the chosen site for our brand new Gringo's.

Jay Socol: Yes! That's great. So I'm interested about this because Natalie Ruiz and I talked about Gringo's months and months ago.

Aubrey Nettles: Yes.

Jay Socol: And then it kind of fell off the radar. So talk about that journey because it is back.

Aubrey Nettles: Yes. We have been recruiting Gringo's for years now and we thought that was a go and we had won Gringo's and they were coming and we thought that they slipped out of our hands. And so we continued to keep communication with them ongoing throughout the pandemic and it worked in our favor and they are back and they have submitted site plans. And that is a go.

Jay Socol: Any idea at all when they might open the doors?

Aubrey Nettles: I don't have the exact date yet, but I can tell you that they are actively working through our planning and development services department and things are looking great.

Jay Socol: That's awesome. So this is going to be a busy spot. It's already busy with Walk-On's. It'll be even busier with Gringo's. Is there more room for expansion kind of around these two restaurants?

Aubrey Nettles: So these two restaurants here on this site will be the last two right here on Highway 6 feeder that will be available.

Jay Socol: Okay. All right. So let's talk about the area just a little bit south of here, Tower Point.

Aubrey Nettles: Yes.

Jay Socol: Because there's some new stuff already on the ground, and then some things are still coming.

Aubrey Nettles: Yeah. So on just a little south, on the other side of H-E-B in Tower Point, we have a brand new really phenomenal Italian restaurant called 1860 Italia. And it is truly phenomenal. Truly phenomenal Italian food. So if you haven't tried it yet, you have to give it a go. And we are getting a new Japanese grill and sushi bar called Shogun Japanese Grill and Sushi Bar right behind Freddy's and adjacent to the Gold's Gym. And so we are going to be getting several new restaurants in South College Station, which is greatly needed. I think all of the restaurants out here are very busy most evenings because so many of us, myself included, live in South College Station.

Jay Socol: So we talked earlier at Jones Crossing about how closely your office works with the developer and so forth. Are you doing the same sort of work in this area of College Station?

Aubrey Nettles: Yes. We have a great relationship with the brokers that represent areas like Tower Point and they are working hard to fill up the spaces in Tower Point and we support them however we can.

Jay Socol: Okay. So anything else that we need to talk about in this portion in the Tower Point area?

Aubrey Nettles: I think we've covered Tower Point, but there's quite a few things to cover on the other side of Highway 6.

Jay Socol: Okay. So we're going to go cross over...

Aubrey Nettles: Yes.

Jay Socol: To the Lowe's area and talk about that area next. We are continuing our safari in South College Station, better known as SoCol. Aubrey, where are we now?

Aubrey Nettles: We are now in the Lowe's Shopping Center. It's what I call it. And we are at TaD's Louisiana Cooking.

Jay Socol: Which has not been here that long.

Aubrey Nettles: No, it recently opened just a few months ago and it has been incredibly popular. They're open for lunch and dinner and I believe brunch as well, and everybody loves it and they're doing great.

Jay Socol: Who doesn't like a good brunch?

Aubrey Nettles: Nobody.

Jay Socol: Right. But some other things have recently opened here or coming soon. Right?

Aubrey Nettles: Yes. So we also recently welcomed Last Shot Xpresso. They just opened up and they have a drive through as well where you can get breakfast and lunch. In fact, they're open all the way up until eight o'clock and you can get a variety of amenities there such as muffins, pastries, flatbreads, coffee, teas, et cetera. And so that's been a welcome addition as we are all hurrying from South College Station to get into town for work in the morning.

Jay Socol: And that was kind of a high-profile opening. We had a number of former A&M athletes there.

Aubrey Nettles: Yes.

Jay Socol: That was kind of a big deal.

Aubrey Nettles: It was because the owner of this franchise is Floyd Raven, and he's a former Aggies football player and is great friends with many of his former teammates who now play in the NFL. And so it's just great to see Aggies succeed and continue to be a part of our community. And so we're really excited to have them continue to stay in College Station and welcome them into our community.

Jay Socol: For sure. Okay. What else is coming here?

Aubrey Nettles: So we are currently waiting for Bubbie's Kolache Kitchen and Bakery to open up just behind TaD's and that is going to be another welcome to breakfast edition as well. And they are currently working on their tenant finish out. And so as soon as that's done, they'll be ready to go.

Jay Socol: So can we then rename this area, the Bubbie's Shopping Center?

Aubrey Nettles: That or the breakfast capital of my heart.

Jay Socol: Oh, okay. Yeah, actually that makes sense, considering all the things here that are breakfasty or brunchy.

Aubrey Nettles: Absolutely.

Jay Socol: Okay. Anything else we need to cover in this particular area or even looking way into the future about some future phases or things like that?

Aubrey Nettles: I think we've got everything covered for the immediate future.

Jay Socol: Okay. We're good here.

Aubrey Nettles: Yes.

Jay Socol: So next stop. We're going to move up Highway 6, just a little bit. And we're going to visit Midtown, right?

Aubrey Nettles: Yes. We are going to visit the Midtown Business Park. That is a city-owned business park and fronting the business park, the city owns 57 acres of land that are commercial. And so that is land that is designated for commercial development. And we're going to talk about that a little more and see what's coming a little further north as well.

Jay Socol: Okay. Enough of this Bubbie's stuff. We're headed to Midtown.

Okay. We are at our last physical stop. We are at a place we like to call Midtown.

Aubrey Nettles: Yes.

Jay Socol: What the heck is Midtown and what's going on here?

Aubrey Nettles: Well, first of all, it is the middle of our town. Let's get that.

Jay Socol: Geographically speaking.

Aubrey Nettles: Yes.

Jay Socol: Okay. I understand.

Aubrey Nettles: This is also the site of the Midtown Business Center. And this is the commercial acreage that we have designated for commercial

development because it fronts Highway 6 and in the back is Midtown Drive. And we are really excited because we are getting ready to see our first commercial development at Midtown Business Park.

Jay Socol: What is it? What is it??

Aubrey Nettles: I cannot announce the name of the development just yet.

Jay Socol: Come on.

Aubrey Nettles: But I can tell you that it will be for about 19 acres and we're going to be taking this to council in April. So it's something large and it's coming very soon.

Jay Socol: 19 acres... 19 acres...

Aubrey Nettles: Yes.

Jay Socol: So I have to just think of something that occupies 19 acres, and that will lead me to an early conclusion of what this is.

Aubrey Nettles: Yes. So just keep on guessing for the next month.

Jay Socol: Okay.

Aubrey Nettles: Less than a month, and you will just have to wait and see.

Jay Socol: So talk a little bit more about the significance of this whole evolving area, because this is really going to be a destination as I understand it.

Aubrey Nettles: It has. Now the City of College Station has owned this land for a really long time. And we had a lot of inquiries about it. A lot of people have wanted to do single family development, multi-family development on it, but the city council has been very strategic in making sure that we retain this last really rare large tract of land for commercial development fronting Highway 6, and then in the back for industry, for offices, for industrial. And so we already have three tracts of land that are on the market currently for corporate office. And if you're interested, please reach out to me directly. And we continue to move the business part forward with capital investment that is needed so that the remainder can be on the market as well. And so this has been a long-term play that has taken place over many councils and we are really at the point that we're going to see this moving forward. And so the time is now at Midtown Business Park and you're really going to be excited come April when you hear the announcement.

Jay Socol: And are you ensuring that we get to announce this first?

Aubrey Nettles: Yes.

Jay Socol: Thank you for the certainty in your voice. Okay. So I know you want to talk about a couple of other things that are in close proximity.

Aubrey Nettles: Yes. So just a little bit north of this site heading into campus, we have a new Harley-Davidson, the folks are currently leasing the property they're on right now, but they are building just next door a bigger footprint and they're also going to have a track site where they teach people, so a training course as well. So we love the books at Harley-Davidson. We're so excited to keep them and expand their footprint as well. And then we're also getting on the feeder road an additional Dutch Bros. So those that are not thrilled with the line right now, although those folks are the Chick-Fil-A of coffee, I will say, we will be spreading the love over to Rock Prairie Marketplace where an additional Dutch Bros is underway right now.

Jay Socol: So I have to ask, is it really pronounced Dutch Bros or is it Dutch Brothers?

Aubrey Nettles: It's Dutch Bros.

Jay Socol: Do you know that for sure?

Aubrey Nettles: Yes. I've asked them personally. I actually met with them at the ICSE Conference two years ago and I was the one who had initial contact with them and they're here now.

Jay Socol: Now you're just name-dropping. Okay. So Dutch Bros. That's good. Are we done with Midtown and kind of proximity here?

Aubrey Nettles: I think so.

Jay Socol: Can we get to our lightning round?

Aubrey Nettles: Sure. Let's do it.

Jay Socol: Because what happened was Aubrey sent a long list of more things coming and quite honestly, I don't have enough gas in the truck to go to all those places. So we're just going to cover those here. I'm going to read what you sent me one by one, and you're going to give me a little burst of info.

Aubrey Nettles: Okay. Let's do it.

Jay Socol: Okay. You ready?

Aubrey Nettles: Yes.

Jay Socol: Here we go. In the order that you sent these to me.

Aubrey Nettles: Okay.

Jay Socol: 5.11 Tactical.

Aubrey Nettles: Yes, I am so excited about 5.11 Tactical. It is going into the old Joseph A. Bank and what I call the Ulta Shopping Center. It's not. It's just where I'm always going. It's the Gateway Shopping Center there on University Drive.

Jay Socol: Let me just make a note that you're more excited about 5.11 Tactical than you were earlier about the craft place. Just want to point that out. Okay. On my list, additional Dutch Bros.

Aubrey Nettles: Yeah. So we're getting two additional Dutch Bros in addition to the two I've already spoken about. Another one at University Drive at Eisenhower and then one at the shopping center at Texas Avenue and Southwest Parkway just next to the new Popeye's.

Jay Socol: Oh. Okay.

Aubrey Nettles: Yes. And the new Le Macaron place is located there too so you can get a croissant and some coffee at the same time. That's my game plan.

Jay Socol: Next on the list, Insomnia Cookies.

Aubrey Nettles: Yes. So everyone who knows me knows that cookies are my love language. Hint, hint. And we are getting an Insomnia Cookies at Northgate.

Jay Socol: Okay.

Aubrey Nettles: Yes.

Jay Socol: Anything special about an Insomnia Cookie?

Aubrey Nettles: The best thing about them is that they're open very, very late. Hence, the name Insomnia.

Jay Socol: I see.

Aubrey Nettles: And so if you're up late at night, I don't know if maybe you can't sleep or you had a tough day. You can get cookie delivery even abnormally late in the evening.

Jay Socol: I like the business model.

Aubrey Nettles: Yes.

Jay Socol: Okay. Next on the list. CALZ at Northgate.

Aubrey Nettles: Yes. I'm really excited about CALZ as well. There's new ownership at the food truck park and they are working really hard to make that more family friendly and more active. And right there at the old West End Elixir, CALZ is coming up to town and it's a calzone, salad place. And it's really going to open up some more opportunity to get family daytime traffic into Northgate, into the food truck park into that area. And so CALZ is going to be opening up by the end of the summer. And so it's go time at Northgate for the family folks.

Jay Socol: So is that a one of a kind or is that also a franchise?

Aubrey Nettles: That's a great question. I'm not sure.

Jay Socol: I'm sorry to stump you on that one.

Aubrey Nettles: Sorry. I know. I've known everything else today.

Jay Socol: Look that up.

Aubrey Nettles: I will.

Jay Socol: Okay. Next on the list. Something called Five Guys.

Aubrey Nettles: Yes. I don't know if you know about these Five Guys, but they have really great burgers and fries.

Jay Socol: Okay.

Aubrey Nettles: And they are coming in at Chimney Hill. Some of you may have seen a sign go up recently on the building. They're opening mid-April. So it's almost go time on Five Guys Burgers and Fries.

Jay Socol: Okay. I like that. Kendra Scott.

Aubrey Nettles: Yes. So Kendra Scott, I'm wearing today to show my excitement for them coming in. They are going to be opened by mother's day. We have been recruiting them for years and I'm so excited to have them at Century Square.

Jay Socol: Okay. Lucchese Bootmaker.

Aubrey Nettles: Yes, they're another one coming in to Century Square and they should be open mid-April.

Jay Socol: All right. Likely you're knocking these things right out. Juanita's Tex Mex Cantina.

Aubrey Nettles: Yes. Another one at Century Square. And this is when the Century Square folks have done a great job bringing to College Station and they should be open, I believe, this summer.

Jay Socol: Okay. I'm going to do these last three together because I think they're clustered in the same location.

Aubrey Nettles: Okay, great.

Jay Socol: Okay. Ready? Chipotle, Starbucks, Andy's Frozen Custard.

Aubrey Nettles: Yes. So this is a really exciting one coming into Wellborn and Southwest Parkway. And so it's next to the new Whataburger that has done really well. And really, that area for a while didn't have a lot of food options. Jones Crossing brought some options to that area of town, but we're getting three additional ones with the Chipotle, Starbucks and Andy's Frozen Custard. And we saw some dirt work going on over there just today. And so things are moving forward and we're really excited for those as well. So happy tummies, good clothes, mother's day gifts, it's all good news in College Station.

Jay Socol: So did we cover everything or did you hold any back?

Aubrey Nettles: There are a couple of announcements that are just now getting signed that I couldn't announce today that will be coming up. And so we'll have to do this again in a couple weeks or months.

Jay Socol: Okay. Okay. So we covered a lot of ground. We hit a lot of South College Station, SoCol. We hit the Lowe's, now called the Bubbie's Shopping Center. We hit Tower Point, CapRock, Jones Crossing, Midtown, and talked about other places in College Station. We did pretty well.

Aubrey Nettles: I think so.

Jay Socol: Okay. So that's a wrap on this edition of All Up In Your Business and stay tuned to find out what that big 19 acre announcement is in Midtown. I cannot wait and we'll see you next time.