

The BIG SIX Corridor:

A Unique Opportunity to Tell our Community's Story

Presented by Steve Beachy and Manjit Yadav | Submitted for City Council Consideration

THE OPPORTUNITY

The ongoing BIG SIX highway expansion — Highway 6 / Earl Rudder Freeway — is more than a transportation project. Spanning 12 miles from south Brazos County to the OSR north boundary, it is a once-in-a-generation canvas to introduce Bryan, College Station, and Texas A&M University to the millions of travelers who will use this corridor for decades to come.

THE PROPOSAL

We propose a coordinated, community-wide signage and public-art strategy that leverages three existing TxDOT programs — deployed deliberately across the full corridor to present a unified narrative: Welcome to Aggieland.

City Welcome Signs: Greet travelers at key entry points with a bold, consistent identity.

Wayfinding Signage: Guide visitors to destinations that define our community's character.

Community Pride Signage: Celebrate our heritage, culture, and achievements along the route.

BUILDING ON WHAT ALREADY WORKS

Our community has already demonstrated that this approach resonates. Proven examples include the Midtown and Tower Point water tower graphics, the La Quinta public art installation in College Station, Bryan's active public mural program, and the beloved Welcome to Aggieland signage on Highway 21 and the A&M water tower. The "Heart of Aggieland" and "Birthplace of Texas A&M" themes are time-tested and beloved — this proposal makes them bigger, bolder, and visible every day to millions.

WHY ACT NOW

The BIG SIX construction window is the ideal — and perhaps only — moment to integrate these elements seamlessly into the project. Once construction is complete, the opportunity to coordinate signage and public art at this scale will be significantly more costly and complex. Strategic planning now ensures a cohesive result that reflects the full partnership of Bryan, College Station, and Texas A&M University.

REQUESTED ACTION

We respectfully ask the City Council to authorize the formation of a joint planning committee — including representatives from Bryan, College Station, Texas A&M University, and TxDOT — to develop and implement a comprehensive BIG SIX Corridor Identity Plan. Together, we can turn 12 miles of highway into a powerful, permanent statement of who we are.

Welcome to Aggieland

Let's tell our story on the Big Six!