



College Station, TX

Meeting Agenda
City Council and Planning and Zoning Commission
Joint Workshop
Phone: 888 475 4499 and Webinar ID: 939 4561 2258
Internet: <https://zoom.us/j/93945612258>

August 28, 2020

9:00 AM

City Hall Council Chambers

1. Call to Order.

2. Joint Workshop Agenda

Speaker Protocol: An individual who wishes to address the City Council and Planning and Zoning Commission regarding any item on the agenda shall register with the City Secretary one (1) hour prior to the meeting being called to order. Individuals must register to speak or provide written comments at <https://forms.cstx.gov/Forms/CSCouncil> or provide a name and phone number by calling 979-764-3500. Upon being called to speak an individual must state their name and city of residence, including the state of residence if the city is located out of state. Speakers are encouraged to identify their College Station neighborhood or geographic location. Each speaker's remarks are limited to three (3) minutes. Any speaker addressing the Council through the use of a translator may speak for six (6) minutes. At the (3) minute mark the City Secretary will announce that the speaker must conclude their remarks.

2.1. Presentation, discussion, and possible action on the Next 10 project and the Comprehensive Plan 10-Year Evaluation and Appraisal Report.

Sponsors: Alyssa Halle-Schramm, Jason Schubert

Attachments:

1. Next10_EvaluationAppraisalReport_Draft
2. Next10_AppendixA_ExistingConditions2018
3. Next10-AppendixB_FocusontheFutureSummary
4. Next10_AppendixC_ImplementationAssessment
5. Next10_AppendixD_BestPracticesReport
6. Next10_AppendixE_ScenarioAnalysis
7. Next10_AppendixF_CommunityChoicesSummary

The Joint meeting will recess for lunch at 11:30 am.

3. Adjourn.

The City council may adjourn into Executive Session to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website of the City of College Station, Texas, on August 18, 2020 at 5:00 p.m.



City Secretary

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"Pursuant to Section 30.07, Penal Code (Trespass by License Holder with an Openly Carried Handgun) A Person Licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law), may not enter this Property with a Handgun that is Carried Openly."

Codigo Penal § 30.07. Traspasar Portando Armas de Mano al Aire Libre con Licencia.

"Conforme a la Seccion 30.07 del codigo penal (traspasar portando armas de mano al aire libre con licencia), personas con licencia bajo del Sub-Capitulo H, Capitulo 411, Codigo de Gobierno (Ley de licencias de arma de mano), no deben entrar a esta propiedad portando arma de mano al aire libre."

August 28, 2020

Item No. 2.1.

Next 10 Project and the Comprehensive Plan 10-Year Evaluation and Appraisal Report

Sponsor: Alyssa Halle-Schramm, Planner, Jason Schubert

Reviewed By CBC: City Council

Agenda Caption: Presentation, discussion, and possible action on the Next 10 project and the Comprehensive Plan 10-Year Evaluation and Appraisal Report.

Relationship to Strategic Goals:

- Good Governance
- Core Services & Infrastructure
- Neighborhood Integrity
- Diverse & Growing Economy
- Improving Mobility
- Sustainable City

Recommendation(s): Staff recommend that the City Council and the Planning & Zoning Commission receive the presentation and draft report and provide feedback as desired.

Summary: This is a joint workshop of the City Council and Planning & Zoning Commission to receive and discuss the draft Comprehensive Plan 10-Year Evaluation and Appraisal Report. The purpose of an Evaluation and Appraisal Report is to serve as a “checkup” by identifying the long range Comprehensive Plan’s successes and shortcomings and recommending appropriate modifications in response to changing conditions. College Station’s Comprehensive Plan was adopted in 2009. It is meant to be a “living document” and recommends that the City undertake regular evaluations and updates, including a thorough review every five years. Now 10 years into the plan, the City undertook a major effort to evaluate the plan, consider recent growth and best practices, and identify needed updates to the City’s policies.

This process began in June of 2019 with stakeholder and focus group interviews and the formation of a Comprehensive Plan Evaluation Committee (CPEC). The CPEC has provided guidance throughout the process and is comprised of three representatives each from the City Council and Planning & Zoning Commission, along with seven citizen representatives. The current draft report is the culmination of many months of staff and CPEC review, analysis, and multiple rounds of community and stakeholder input. The report features a list of potential strategies and actions, contains a set of considerations for future map changes, and summarizes the community and stakeholder input. The report serves to prepare the City for an update to the plan, which will begin following the report’s acceptance. City staff will draft update amendments, which will be made available for public feedback and will go through the public hearing process at future Planning & Zoning Commission and City Council meetings. Formal Comprehensive Plan updates are expected in 2021.

This report and its associated appendices:

- Builds upon the Five-Year Evaluation and Appraisal prepared in 2014
- Provides a review of existing conditions and best practices

- Evaluates plan implementation progress related to the existing goals, strategies, and action items
- Incorporates multiple rounds of citizen and stakeholder input to ensure potential plan revisions reflect the community's vision
- Prepares the City for an update to the plan by defining potential modifications to its policies, action items, maps, and structure

Budget & Financial Summary: N/A

Reviewed & Approved by Legal: No

Attachments:

1. Next10_EvaluationAppraisalReport_Draft
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*The
Next 10*

Evaluating Our
Comprehensive Plan

Comprehensive Plan 10-year Evaluation and Appraisal Report

Draft August 14, 2020

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Appendix D: Best Practices Report
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Appendix F: Public Input Summary (part 2)

Part I: Introduction

Overview and Purpose

College Station's Comprehensive Plan, adopted in May of 2009, serves as a statement of the community's vision for the future. It provides goals, policies, and actions on a broad range of topics and provides strategic direction to guide the City's physical growth while maintaining a high quality of life. As a long-range document with an anticipated life span of 20 years, the Comprehensive Plan calls for an Evaluation and Appraisal Report to be prepared every five years.

Near the end of this 10-year Evaluation process, the COVID-19 pandemic disrupted communities nationwide. While the City has many immediate needs and is working to implement its disaster-management plans, it is still important to plan for the long-term. As this situation is unfolding, many of the long-term impacts are not known. The City has many reasons to be optimistic about the future, and the Comprehensive Plan is its long-term guide. History from other disasters has taught that communities with clear long-range plans have an advantage in terms of obtaining funding and investment for recovery.

The purpose of an Evaluation and Appraisal Report is to serve as a "checkup" by identifying the long range Comprehensive Plan's successes and shortcomings and recommending appropriate modifications in response to changing conditions. This report and its associated appendices:

- Builds upon the Five-year Evaluation and Appraisal prepared in 2014.
- Provides a review of the basic conditions and assumptions related to the City's growth.
- Evaluates implementation progress related to the Plan's goals, strategies, and action items.
- Serves to prepare the City for a major update to the Plan by defining potential modifications to its policies, action items, and structure.



What is the Comprehensive Plan?

The Comprehensive Plan is a policy document adopted by the City Council that serves as a guide for decisions about our physical development. The Local Government Code, which gives cities their police powers, requires that land use decisions be in compliance with the Comprehensive Plan, so it is very important to keep it up to date. The purpose of the plan is to anticipate growth and to guide that growth in a manner that provides College Station with a balance of land uses that promote economic development while retaining quality of life.

The Plan expresses community values and aspirations through goals and objectives. It also contains policy guidance in the form of text, maps, and specific actions related to land use and character, neighborhoods, housing, environment, economic development, transportation and related topics. It is implemented over time through the City's zoning and other regulations,

Process

This 10-year Evaluation and Appraisal process, called simply *The Next 10*, is more rigorous in scope than the previous five-year evaluation. It contains a set of potential amendments to key maps, features a list of potential strategies and actions, and involved multiple rounds of community input including a scenario modeling effort that considered the potential impact of policy alternatives. The 14-month process began in July of 2019 and concluded in September 2020.

Comprehensive Plan Evaluation Committee. A 13-member group called the Comprehensive Plan Evaluation Committee (CPEC), met throughout the process to provide input and feedback to guide both the substance and the process of the Evaluation. The CPEC was composed of members of the Planning and Zoning Commission, current and former City Council members, and citizen representatives.

Community and stakeholder input. Two rounds of stakeholder and community input were conducted. The first round, during the summer of 2019, began with a series of individual and small group interviews with a variety of targeted community stakeholders including leaders from City departments, representatives of the County, City of Bryan, Texas A&M University, student government, economic development, business groups, neighborhood groups, realtors and developer, and others. Over 130 stakeholders participate in those targeted discussions. Then, four community workshops, called Focus on the Future workshops, were conducted.



Over 200 participants worked in small groups with trained facilitators to provide feedback on the existing Comprehensive Plan goals, input on issues and opportunities, and input on geographic locations for future planning. Following these workshops, similar activities were offered online with another 200 participants. Additionally, a workshop that engaged nearly 100 university students was convened in partnership with Texas A&M's student government association. In total, approximately 600 people participated in the first round of input.

The second round of public input conducted in summer of 2020 obtained feedback on potential updates to the future land use map, and conceptual scenarios for six geographic areas of the city. Due to COVID-19, this round was conducted entirely online and branded the virtual Community Choices Workshop. A web page containing a series of maps and prompts allowed for rating and open-ended input, while series of videos explained the material and expectations. Approximately 200 people participated, providing over 1,900 data points.

Details of the community and stakeholder input processes is contained in Appendices B and F.

Best Practices. Part of The Next 10 process involved considering potential best practices and planning innovations from other communities based on College Station's issues, assets, challenges, and future opportunities. A Best Practices Report (Appendix D) describes potential strategies and case studies from other comparable communities (including cities with large universities) to address topics prioritized by City leadership. That research is integrated into recommendations in this Evaluation and Appraisal Report.

Scenario modeling. Another significant component of the planning effort was the development and evaluation of scenarios for six geographic areas of the City. The scenario planning process for the Next 10 illustrated potential disparities between existing conditions, a likely future supported by existing Comprehensive Plan policies, and an alternative future that may be possible with changes to existing policies. The scenarios and their performance measures (detailed in Appendix E), along with the public feedback gathered will be used to inform potential future updates to the Comprehensive Plan or other City policies.

COMMUNICATION AND OUTREACH

To inform the public about the importance of The Next 10 and opportunities for input, the City conducted a rigorous communication and outreach campaign. That effort included traditional media and electronic media communication, as well as word-of-mouth outreach with the assistance of the Comprehensive Plan Evaluation Committee. Outreach transitioned to primarily digital toward the end of the project due to COVID-19. Specific communication and outreach activities included:

- Multiple social media campaigns
 - Twitter
 - Facebook
 - LinkedIn
- Features on the City's website and homepage
- A Next 10 project webpage and email list
- Multiple blog posts
- City Council Weekly Update articles
- City newsletters
 - Recreation Connection
 - Neighborhood eNews
 - Planning & Development Services
- Newspaper columns and letters to the editor
- Newspaper ads (digital and print)
- Radio interviews
- Personal email invitations for participation
- Personal emails to multiple Texas A&M student organizations and divisions and inclusion in student listserves
- Flyers and posters
- Presentations to civic groups and student organizations
- In-person promotion at community events

Changing Conditions

City staff prepared an assessment of existing conditions in 2018 to provide context for the Evaluation. The Existing Conditions Report (Appendix A) considered population growth and projections, demographic and socioeconomic makeup, existing land use, and other physical development trends. Much of this report is based on the most recent City data and estimates from the US Census Bureau. As the City looks to the future, significant conditions and trends include:

Continued growth. The City has maintained an average annual growth rate around 2.8% and is projected to continue to grow in population. Texas A&M University's increasing student enrollment continues to be a significant driver of this growth. The 2020 US Census will likely affirm population and demographic conditions. One anticipated outcome of the 2020 Census is that the Bryan-College Station metropolitan area will reach a population over 200,000, at which point, the region will receive less Federal funding for transit service. Providing balanced mobility choices, housing options, and quality of life amenities will be critical to serving a growing and diversifying population.

Increasing costs of growth. There are growth opportunities on the City's edge, but also challenges with providing well-timed infrastructure improvements that support long-term financial wellbeing for the City. Also, it may be cost prohibitive to provide utility services in some areas, particularly on the City's southwestern edges. The City must be strategic with its future investments in infrastructure, facilities, and services.

Changing annexation laws. In 2019, the Texas State Legislature changed how cities can annex, effectively requiring property owners to request or opt-in to annexation. Cities can no longer unilaterally annex territory. With limited incentives for annexation in the City's Extraterritorial Jurisdiction (ETJ), it is more challenging for the City to expand its boundaries in the future. The City may need to continue and potentially increase the use of other growth management tools, such as development agreements and municipal utility districts (MUDs).

Many redevelopment and reinvestment opportunities. There are many developed areas that are underutilized where infill and redevelopment could create more viable and vibrant places. While some of these areas were defined in the existing Comprehensive Plan, redevelopment activity has been slower than some expected. The pace of redevelopment is largely dependent on local economics and physical conditions, but City investments or policies could influence or incentivize redevelopment potential. Nationally, there is expected to be continued demand for walkable, integrated, mixed use districts and the City could encourage infill and redevelopment opportunities to support this type of development.

COVID-19. Near the end of this 10-year Evaluation process, the COVID-19 pandemic disrupted communities nationwide. While specific short-term impacts of the pandemic are still being assessed, the Comprehensive Plan sets long-term goals and policies that endure short-term disruptions. Even so, there may be opportunities to address relatively short-term needs in the Comprehensive Plan update. Such needs could include policies to incentivize redevelopment or reuse of vacant sites, streamline development or permitting processes, or otherwise support struggling small businesses. Other strategies could involve evaluating data regularly to fully understand how the pandemic will

impact business activity, development demand, commuting patterns, recreational facility use, or other community needs.

Plan Successes

The Comprehensive Plan's implementation chapter established a protocol for regular reporting and evaluation of progress. Each year, the City prepares a summary report of notable plan progress and development activity. At 5-year intervals, a more thorough evaluation is prepared (such as this report), which typically leads to amendments to the plan itself.

As part of this 10-Year Evaluation and Appraisal, an Implementation Progress Assessment (Appendix C) was conducted to review each action item in the plan and determine its status (complete, not complete, ongoing, etc.) Based on this exercise, many of the plan's action items have been initiated or completed, while others were no longer relevant. A smaller number of items had not been undertaken but were still supported, or had been initiated but progress was limited. This analysis also helped identify duplicate items that could be refined or consolidated.

This report contains a list of potential actions for the Comprehensive Plan that includes new recommendations and carries forward other existing actions with refinements.

Interim Amendments

Several updates and amendments to the plan have been adopted since the previous five-year evaluation was prepared. These include the following plan updates:

1. Update to the Water System Master Plan dated April 2017
2. Update to the Wastewater System Master Plan dated April 2017
3. Update to the Thoroughfare Plan section (Chapter 6) of the Comprehensive Plan (2017)
4. Update to the Growth Management section (Chapter 8) of the Comprehensive Plan based on recommendations from the annexation task force (2017)
5. Update to the Bicycle, Pedestrian, and Greenways Master Plan and associated Comprehensive Plan maps (2018)
6. Updated to the Economic Development Master Plan (Chapter 4) of the Comprehensive Plan (May 2020)

Numerous small revisions to the Future Land Use and Character map (29 in total) have been made since 2015.

Themes that the Plan Update Must Address

The following 10 themes guide the recommendations in this Evaluation and Appraisal Report. These were distilled from input of stakeholders, the public, City staff, and the CPEC. A future update to the Comprehensive Plan should address these themes.

1. Creating a stronger sense of place
2. Encouraging infill and redevelopment in strategic locations
3. Protecting the character of established stable neighborhoods
4. Expanding housing choices
5. Focusing on quality of life, amenities, and “things to do”
6. Building a more complete transportation system
7. Maintaining fiscally responsible growth
8. Addressing environmental resiliency and “green” initiatives
9. Improving coordination between the City and University
10. Creating a more actionable, strategic, and user-friendly Plan

Part II: Big Picture Recommendations

The following recommendations detailed in this section include potential updates to the Plan that address the 10 themes defined on the previous page. These Big Picture recommendations involve potential updates to the Plan's major guiding vision, goals, and policy maps. They also include recommendations that apply to the Plan's structure and each of its chapters.

- A. Consider renaming the chapters to reflect aspirations**
- B. Refine the vision statement and goals**
- C. Refine the Concept Map**
- D. Refine the Future Land Use Map**
- E. Prioritize areas for additional detailed planning**
- F. Refine the Thoroughfare Plan**
- G. Refine the Annexation Priorities and Phasing Plan**
- H. Add a chapter about partnerships and collaboration**
- I. Revise the Plan's recommendation structure and format**

A. Consider renaming the chapters to reflect aspirations

The Plan is organized into nine chapters that are named based on common comprehensive plan elements. Input with staff, stakeholders, and CPEC included potentially renaming some of the chapters to be more aspirational and to better reflect the Plan goals.

A.1. Rename Chapter 6. Transportation to “Mobility”

Use the term “mobility” in place of Transportation in the title of Chapter 6 to reflect that this element is more than roads, traffic, and cars.

A.2. Consider chapter names that use verbs or adjectives.

Some modern comprehensive plans are organized by themes rather than literal topic names. A similar idea could be implemented in College Station’s plan by renaming the existing chapters to reflect themes or aspirations. The following example renames the existing chapters using adjectives or verbs. The CPEC generally preferred a hybrid of the Example and retaining some of the existing chapter names, specifically Neighborhood Integrity. There was group consensus that Transportation should be renamed to Mobility.

EXAMPLE

Potential Chapter Titles	Existing
1. Plan foundation	1. Introduction
2. Distinctive places	2. Community Character
3. Strong neighborhoods	3. Neighborhood Integrity
4. A prosperous economy	4. Economic Development
5. Desirable amenities	5. Parks, Greenways, and the Arts
6. Integrated mobility	6. Transportation
7. Exceptional services	7. Municipal Services and Community Facilities
8. Managed growth	8. Growth management and capacity
9. Plan implementation	9. Implementation and Administration

B. Refine the vision statement and goals

The Comprehensive Plan includes a vision statement and seven goals that depict the City's high-level aspirations. A plan's vision and goals should be enduring and may not need to be re-evaluated on a regular basis. However, based on community input and discussions with the CPEC, there is a need to consider refinements to the statements in the 10-year update.

B.1 Refine the Vision Statement

The following comments were provided by the CPEC regarding the vision statement.

- Remove "Research Valley" and replace with Texas Triangle
- Consider adding resiliency, sustainability, and fiscal health
- Consider replacing "growth" with character and quality of place
- Simplify wording of bullet #2
- Consider adding "community pride"
- Remove the term "remain" – the statement should be bolder and more aspirational

The following proposed vision statement shortens the existing vision, incorporates the above comments, and utilizes the chapter themes suggested in A.2. on the previous page.

Draft Proposed Vision	Existing Vision
<i>College Station, the proud home of Texas A&M University, will serve as an example of a vibrant, forward thinking, knowledge-based community, that promotes the highest quality-of-life.</i>	College Station, the proud home of Texas A&M University and the heart of the Research Valley, will remain a vibrant, forward thinking, knowledge-based community which promotes the highest quality of life for its citizens by ... • Ensuring safe, tranquil, clean, and healthy neighborhoods with enduring character; • Increasing and maintaining the mobility of College Station citizens through a well-planned and constructed inter-modal transportation system; • Expecting sensitive development and management of the built and natural environment; • Supporting well planned, quality and sustainable growth; • Valuing and protecting our cultural and historical community resources; • Developing and maintaining quality cost-effective community facilities, infrastructure and services which ensure our City is cohesive and well connected; and, • Pro-actively creating and maintaining economic and educational opportunities for all citizens. College Station will continue to be among the friendliest and most responsive of communities and a demonstrated partner in maintaining and enhancing all that is good and celebrated in the Brazos Valley. It will continue to be a place where Texas and the world come to learn, live, and conduct business!

B.1 Refine the Goals

The Comprehensive Plan contains seven goals, one for each of the topical chapters. The existing goals are written inconsistently and may omit important ideas that relate to the vision. For the purpose of this Evaluation, a Goal is defined as: an intended outcome expressed in simple terms. The following Comprehensive Plan goals are listed below. Each topic provides a list of comments from the CPEC pertaining to that chapter's goal, followed by a proposed revision to the goal.

Community Character (chapter 2)

- Replace "rural areas" with green spaces
- Consider use of "conserve" rather than "protect"

Draft Proposed	Existing
Vibrant and distinct districts, attractive neighborhoods, revitalized gateways and corridors, and conserved natural areas, grounded in environmental stewardship and resiliency.	To be a community with strong, unique neighborhoods, protected rural areas, special districts, distinct corridors, and a protected and enhanced natural environment.

Neighborhood Integrity (chapter 3)

- Use the word "foster" as opposed to "protect"
- Goal should apply to all neighborhoods, not just established ones

Draft Proposed	Existing
Viable and attractive neighborhoods that maintain long-term neighborhood integrity while collectively providing a wide range of housing options for a diverse population.	To protect the long-term viability and appeal of established neighborhoods.

Economic Development (chapter 4)

The Economic Development chapter references the Economic Development Master Plan. An update to that master plan was adopted by City Council on May 14, 2020.

- Concern that the term "full-time jobs" excludes an important dimension of employment opportunities
- Consider entrepreneurs and workforce development
- Need to be welcoming for all – job opportunities (diverse) and housing

Draft Proposed	Existing
A diversified economy with a wide variety of quality, stable jobs; support for entrepreneurs, and opportunities to develop skills; that provides a tax base to support the City's ability to foster a high quality of life; and where economic prosperity is widespread.	A diversified economy generating quality, stable, full-time jobs; bolstering the sales and property tax base; and contributing to a high quality of life.

Parks, greenways, and the arts (chapter 5)

- Consider changing the title of this element since it is broader than parks. Perhaps "recreation and amenities"

Draft Proposed	Existing
Highly desirable parks, greenways, and arts and culture amenities that support high-quality experiences for residents and visitors.	Diversity of parks, greenways and the arts for leisure and recreation as well as for entertainment, education and culture to achieve a high quality of life for all residents and visitors.

Transportation (Mobility) (chapter 6)

- Use a comprehensive approach to mobility that is sensitive to and supportive of the surrounding land use context

Draft Proposed	Existing
An innovative, safe, and well-connected mobility system serving all user types that is designed to support the surrounding land uses.	Improved mobility through a safe, efficient, and well-connected multimodal transportation system designed to be sensitive to the surrounding land uses.

Facilities and Services (chapter 7)

- No comments

Draft Proposed	Existing
Exceptional municipal facilities and services that meet community needs, contribute to community character, exhibit environmental stewardship and resiliency, support surrounding land uses, incorporate full life-cycle costs, and are coordinated and fiscally responsible.	Municipal facilities that meet community needs, contribute to community character, are sensitive to the surrounding land uses, and provide exceptional municipal services.

Growth Management (chapter 8)

- Remove leading verb (applies to all)

Draft Proposed	Existing
Fiscally responsible and carefully managed development that is aligned with growth expectations and the ability to provide safe, timely, and efficient infrastructure and services.	Ensure fiscally responsible and carefully managed development aligned with growth expectations and in concert with the ability to deliver infrastructure and services in a safe, timely, and effective manner.

Partnerships and Collaboration (new chapter 9)

Draft Proposed	
Well-coordinated planning at all levels and effective engagement with local jurisdictions, institutions, and organizations to further realize the City's vision and support the broad community.	

C. Refine the Concept Map

The Concept Map is intended to provide a broad overview of the City's growth and development strategy. It designates general growth types including redevelopment, growth, and conservation. It also identifies locations where small area plans or neighborhood plans exist or should be created in the future. This information is used along with the Future Land Use map to guide development decisions, infrastructure, and rezonings.

However, some of the information on the Concept Map overlaps with information the Future Land Use Map, requiring staff to reference both maps together. Also, some information shown such as growth areas or special planning areas may no longer be relevant or feasible.

C.1. Make the map more strategic by highlighting only areas for change and areas with special plans.

Rather than identifying all parts of the city with a concept such as growth, redevelopment, or a neighborhood plan, the map should highlight only those areas where a change in land use or character is intended or where there are special plans and policies.

C.2. Show only neighborhood or special planning areas that have or will have a neighborhood plan or area plan.

Another more strategic option is to show only the existing neighborhood plans, special district plans (Medical District), and defined planning areas. Future or potential planning areas should be removed.

C.3. Consider renaming the map.

Consider renaming the Concept Map to "Planning Areas Map" or a similar name that reflects its new content.

C.4. Move the information describing the general intent for the planning areas into the Future Land Use Category definitions.

The map identifies growth and planning areas and defines the intent for each of those areas within the plan text. The guidance of those statements should be reflected in the definitions of Future Land Use categories and not tied to this map. That change would make the Future Land Use map and the Concept Map serve different purposes and would reduce the need to consult both maps. Growth and redevelopment areas could still be identified on the Concept Map, but they should represent strategic priority areas.

D. Refine the Future Land Use Map

The Future Land Use Map is the primary policy guide to the City's future physical development. It uses general land use categories to express the expectations and intent for how land in the City and its ETJ should be used in the future. The map is used to guide decisions about zoning changes and infrastructure investment.

A future land use map should provide clear expectations for City decision-makers, the development community, and the public, while also providing flexibility to accommodate specific site context, unique opportunities, and changing long-term conditions. This challenge means that future land use maps vary widely between communities.

Based on community and stakeholder input, changing conditions, and best practices, several updates should be considered for the Future Land Use map. These updates include renaming the categories, refining the definitions of those categories, and changing the categories applied to some locations in the City.

D.1. Consolidate and rename categories on the Future Land Use Map

One concern noted from stakeholders is that College Station's Future Land Use map appears similar to the City's zoning map in many ways, which often creates confusion. It includes a relatively large number of categories and several categories have the same name as zoning districts, but with different meaning. Additionally, there may be important development concepts that are not adequately accommodated by the current categories. The table on the following page illustrates a proposed list of categories that address three issues.

- a. **Reduce the number of categories to simplify the map.** The current map includes 25 categories, eight of which apply only to the Wellborn special district. In comparison, recent plans for similar communities typically include between 12 and 18 categories. The following proposed list includes 17 categories and shows how those proposed categories relate to existing categories. Note that the underlying zoning districts that implement these categories would not change.
- b. **Rename the categories to be distinct from zoning district names.** The category names have been changed so that they are different than zoning district names. The proposed names describe types of places, rather than specific uses or development densities.
- c. **Introduce new categories that reflect missing development types, concepts, or conditions.** A new neighborhood-scale center (mixed-use) category and a new mixed residential category are proposed.

PROPOSED: Consolidated list of Future Land Use Categories

Existing categories		Proposed categories	Map color	Color value (rgb)
Mixed Use Centers				
1	Urban Mixed Use	Urban Center		122 0 0
2	Village Center (unmapped)	Neighborhood Center		180 120 100
Commercial Areas				
3	General Commercial	General Commercial		237 18 18
4	Suburban Commercial	Neighborhood Commercial		250 162 162
5	Business Park	Business Center		149 100 189
Neighborhood and Residential Areas				
6	Urban	Urban Residential		235 152 0
7	NEW	Mixed Residential		235 194 61
8	Restricted Suburban	Suburban Residential		247 239 87
	General Suburban			
9	Estate	Estate Residential		255 255 179
10	Neighborhood Conservation	Neighborhood Conservation		176 179 14
Institutional and Special Districts				
11	Texas A&M University	Texas A&M University		216 226 237
12	Institutional/Public	Institutional/Public		158 210 232
	Utilities			
13	Medical Use	Medical		0 97 199
14	Wellborn Preserve (open) Wellborn Estate (open) Wellborn Business Wellborn Commercial Wellborn Preserve Wellborn Estate Wellborn Restricted Suburban Wellborn Suburban	Wellborn		0 149 168
Limited Development Areas				
15	Natural (protected)	Parks and Greenways		92 120 68
16	Natural (reserved)	Natural Areas		192 214 154
17	Rural	Rural		224 242 194

D.2. Clarify the definitions of each Future Land Use category

The current plan's future land use categories are each defined with a short text description. In some cases those descriptions accommodate a wide range of potential uses and development types. One example is the existing "Urban" category, which in many contexts means high density residential, but could also mean commercial, office, or a vertical mixing of uses depending on location. These current definitions provide flexibility, but may be less successful at providing clarity and predictability. In some locations, the Concept Map also indicates expectations for development.

The future land use categories could be redefined to provide clearer expectations about future development for policymakers, staff, and the public while still providing flexibility needed in a long-term city-wide policy guide. The following example definitions employ a character-based approach that include a general description, statements of intent, physical attributes, and representative example photos.

EXAMPLE: Future land use type definitions from another plan

LIMITED COMMERCIAL

Limited Commercial areas are smaller nodes of commercial development that provide goods and services to and within walking distance of surrounding neighborhoods. They generally exist near prominent intersections within a neighborhood or at its edge, and may serve as a transition between a more intense Corridor Commercial and a residential area. These centers may include mixed-use, live-work, or multi-family residential uses that are compatible in scale to nearby neighborhoods.

Intent

- Accommodate limited commercial services by-right compared to Corridor Commercial; allow other uses (such as drive-throughs, etc.) under some conditions.
- Provide pedestrian and bicycle connectivity to surrounding neighborhoods and nearby public uses (schools, parks, etc.).
- Support some residential use that is compatible with the surrounding neighborhood character.
- In a walkable neighborhood context, locate new buildings near the street and accommodate parking to the side or rear of buildings and accommodate on-street parking.
- Improve/provide public realm features such as signs, sidewalks, lighting, landscaping, and street trees.

Primary Uses

- Small-scale commercial/retail/services
- Office
- Vertical mixed-use

Secondary Uses

- Multi-family residential
- Civic/institutional
- Parks and open space

Building Blocks

Building blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setbacks, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-2 stories (generally up to 35 feet).
Building Form	Predominantly single story, but may have 2-story appearance. Includes large footprint buildings and both attached and freestanding structures.
Building Setback	15-30 feet.
Streets	Small, grid-like blocks with a streetscape designed to encourage pedestrian activity.
Transportation	Walking, biking, automobile, supportive of transit opportunities.
Parking	On-street or shared surface parking located to the side or rear of buildings.
Open Space	Increased landscaping and "green infrastructure" elements per site and integrated in streetscape. Plazas, parks and trail connections as amenities.

Example Pattern



Example Character



TRADITIONAL NEIGHBORHOOD, CORE

Residential areas encompassing Tuscaloosa's early historic neighborhoods and modern "neo traditional" neighborhood developments (TNDs). These areas are appropriate for a mix of compact housing ranging from small-lot single family, to townhomes and small multi-family buildings. Traditional neighborhoods have a walkable block pattern with integrated neighborhood amenities such as parks and schools. Small office, commercial, and civic uses may also exist in these areas along major thoroughfares.

Intent

- Encourage neighborhood-scale commercial centers located at the edges of a neighborhood.
- Allow residential infill that fits-in with neighboring homes (building scale, placement, etc.).
- Support more intense residential infill and redevelopment adjacent to commercial or mixed use centers.
- Continue historic preservation efforts to maintain the existing neighborhood character within city-designated historic districts.
- Encourage integrated neighborhoods through shared open space amenities and vehicular and pedestrian connectivity, where feasible.

Primary Uses

- Multi-family residential
- Single family residential
- Two-family residential
- Attached residential (townhomes, duplexes)

Secondary Uses

- Civic/institutional
- Parks and open space
- Neighborhood-scale office or commercial

Building Blocks

Building blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setbacks, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 35 feet).
Building Form	Variety of building types and sizes clustered and grouped but linked by a connected street network.
Building Setback	0-20 feet, generally consistent within a block.
Streets	Blocks are small and walkable. Streets generally form a grid system within the neighborhood; alleys are common.
Transportation	Walking, biking, transit, automobile.
Parking	On-street and private off-street.
Open Space	Preserved passive open space, neighborhood / community parks, pocket parks, private yards, connections to school yards.

Example Pattern



Example Character



Future Land Use and Zoning – An Overview

The Future Land Use map and categories are general policy guides for how areas of the City could develop in the future. The zoning map is a legal document that regulates how a specific property can be developed today. Each property in the City is assigned to one zoning district. The Future Land Use categories reference multiple potentially appropriate zoning districts. Zoning map changes are considered based on the Future Land Use Map, other City policies, and the context of a specific site. Zoning changes involve a public hearing process.

PROPOSED: Future Land Use Definitions based on proposed 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, biking, 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 multifamily 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.

Zoning districts:

MU Mixed-Use,

In Northgate only: NG-1, NG-2, and NG-3

In Wolf Pen Creek only: WPC



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, biking, 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.
- Encourage commercial uses along primary streets.
- Support vertical mixed-use structures with ground-floor retail in appropriate locations such as along corridors or major intersections
- Support multifamily residential as a secondary component of a center.
- 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.

Zoning districts: MU Mixed-Use

In Wolf Pen Creek only: WPC



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.

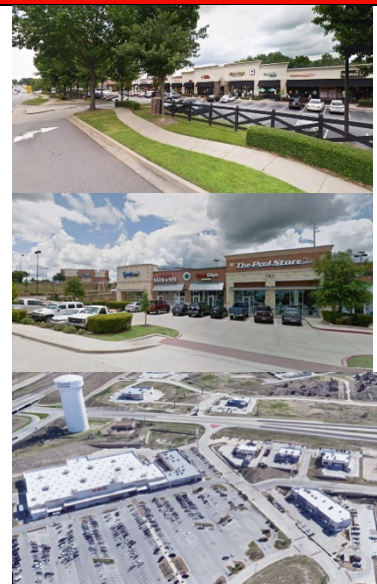
Height: 1-2 stories average

Mobility: Primarily automobile, but accessible by walking, biking, 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

Zoning districts: GC General Commercial, O Office, MU Mixed-Use



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, biking, 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 use that is 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. Zoning districts: SC Suburban Commercial, O Office	
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 Employment Centers. • Accommodate pedestrian, bicycle, and transit connectivity to and within Employment Centers. • Provide buffering through landscaping and building placement where large-scale employment sites are adjacent to residential areas. Zoning districts: BP Business Park, BPI Business Park Industrial, CI Commercial Industrial	

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, biking, 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.

Zoning districts: MF Multi-Family, MU Mixed-Use, T Townhouse



Mixed Residential

Areas appropriate for a mix of moderate density residential development including, townhomes, duplexes, and small (3-12 unit) multi-family buildings, 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.

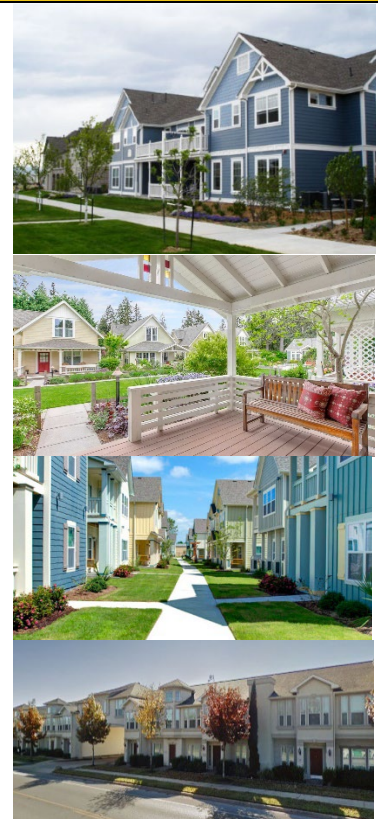
Height: Varies (generally 2-3 stories)

Mobility: Walking, biking, 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

Zoning districts: D Duplex, T Townhouse, limited scale MF Multi-Family, limited scale GS General Suburban



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. Height: 1-2 stories average Mobility: Primarily automobile, but accessible by walking, biking, 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 Zoning districts: RS Restricted Suburban, GS General Suburban	

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 one-acre or greater lot sizes or average 20,000 square feet lots when clustered around open space. Height: 1-2 story average 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 Zoning districts: E Estate, R Rural, MHP Manufactured Home Park	

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 non-conforming situations. These areas are appropriate for overlays or zoning classifications that provide additional character protection and address non-conforming issues. Height: 1-2 stories Mobility: Walking, biking, 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 non-conforming lot issues through flexible development regulations. • Maintain established trees Zoning districts: GS General Suburban and RS Restricted Suburban	
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, biking, transit, automobile. Zoning districts: Varies	
Wellborn The Wellborn Community Plan envisions the future of Wellborn to maintain its rural character with open space that is both privately and publicly held. The area will continue as a place where neighborhood commercial uses support surrounding low-density residential properties. Height: Varies Mobility: Primarily automobile Zoning districts: Where appropriate as specified in the Wellborn Community Plan - WE Wellborn Estate, WRS Wellborn Restricted Suburban, WC Wellborn Commercial	
Parks and 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, and public parks.	

Natural Areas This land use designation is generally for areas that represent a constraint to development and that should be preserved for their natural function or open space qualities. These areas include floodplains and riparian buffers. Intent • Conserve environmentally sensitive land. • Buffer incompatible land uses with open space. • Develop a connected open space network through the city for recreation. • Zoning districts: NAP 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 Zoning districts: R Rural, MHP Manufactured Home Park	

D.3. Update the future land use map to reflect new categories

The following examples are intended to illustrate a concept behind potential map changes that could be applied to various locations. Each example focuses on a small area of the city and features an existing map (with existing categories) and a potential map (with new categories).

NOTE: These examples are intended for consideration. A public review process will be conducted to obtain feedback on actual proposed changes to the Future Land Use Map.

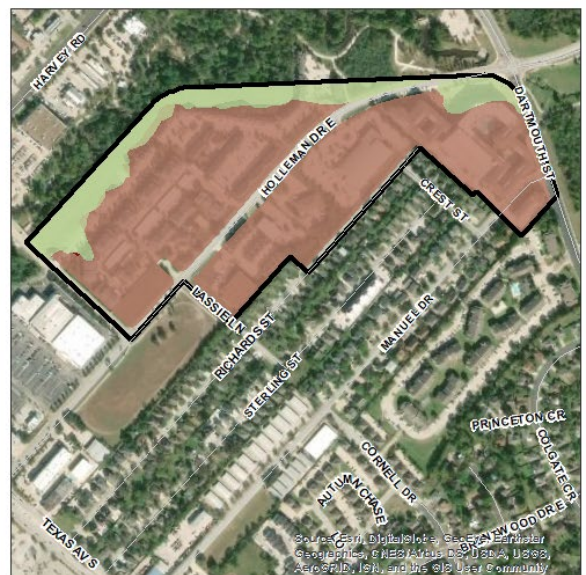
a. Introduce a new Neighborhood Center category

The Neighborhood Center category defines areas that are appropriate for a mix of uses arranged in a compact and walkable pattern at a smaller in scale than Urban Centers.

EXAMPLES



Existing Future Land Use



Potential Future Land Use



Existing Future Land Uses
 Urban Mixed Use
 Natural Areas - Reserve

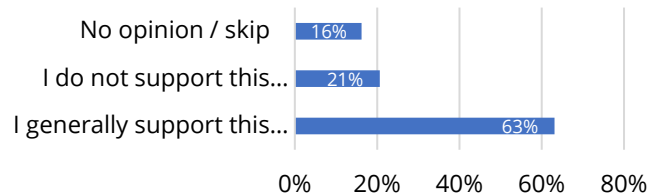
Potential Future Land Uses
 Neighborhood Center
 Natural Areas

Community Choices

Public Feedback

79% of respondents supported this potential change or had no opinion. Of the minority who did not support the potential change, their comments mentioned concern about density and loss of open space in this specific location. These comments indicate those participants also would not support the current plan's Future Land Use for this location.

Level of Support - Theme 1, Example 1



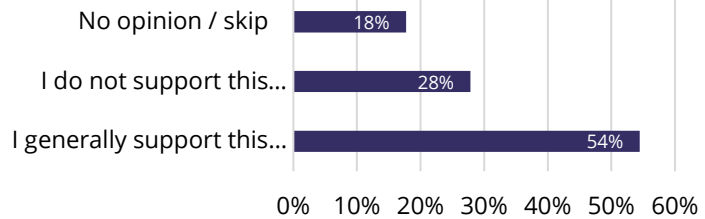


Community Choices

Public Feedback

72% of respondents supported this potential change or had no opinion. The minority who did not support the potential change either feel that a strictly commercial activity is more appropriate for this area, or do not think this specific site is suitable for a walkable, neighborhood center. Others expressed concern that neighborhood center could invite multi-family housing in this location.

Level of Support - Theme 1, Example 2



b. Introduce a new Mixed Residential category

The Mixed Residential category defines areas that are appropriate for a mix of moderate density residential development including small-lot single family, townhomes, duplexes, and small (3-12 unit) multi-family buildings. These areas are appropriate for residential infill and redevelopment that allows original character to evolve.

EXAMPLES



Existing Future Land Use



Existing Future Land Uses
 General Suburban
 Urban



Potential Future Land Use

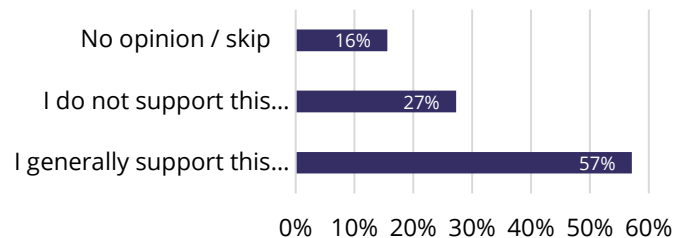
Potential Future Land Uses
 Mixed Residential

Community Choices

Public Feedback

73% of respondents supported the potential changes or had no opinion. The minority who did not support the potential change are concerned about Mixed Residential encouraging low quality housing, student housing, or higher density development and traffic. Those comments indicate that some participants would also not support the current plan's Future Land Use designations in these locations.

Level of Support - Theme 2, Example 1



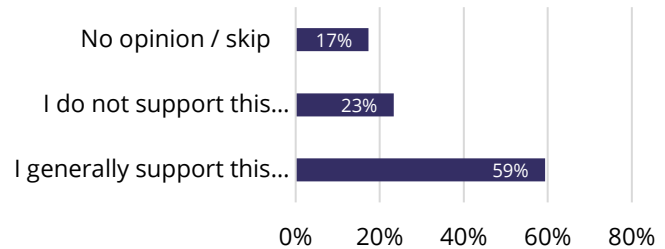


Community Choices

Public Feedback

Similar to the previous example, 76% of respondents supported the potential changes or had no opinion. The minority who did not support the potential change are concerned about Mixed Residential encouraging low quality housing, student housing, or higher density development and traffic. Those comments indicate that some participants would also not support the current plan's Future Land Use designations in these locations.

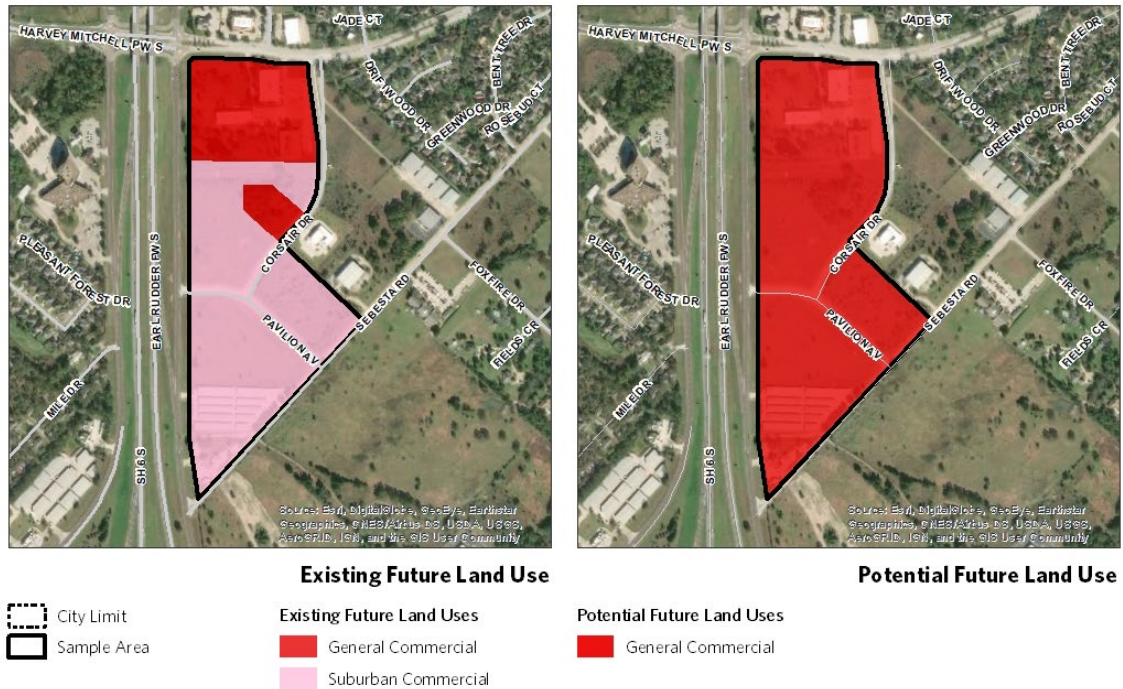
Level of Support - Theme 2, Example 2



c. Re-evaluate Suburban Commercial and General Commercial locations

The current General Commercial category name is proposed to be retained. The current Suburban Commercial category is proposed to be called Neighborhood Commercial. Areas that are currently Suburban Commercial along major corridors could be reclassified as General Commercial and additional areas within the City may be classified as Neighborhood Commercial.

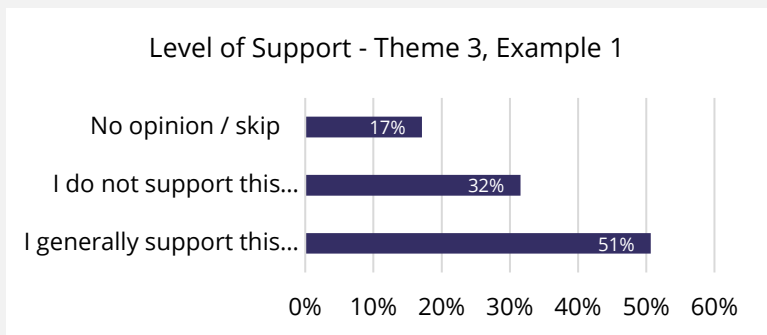
EXAMPLE



Community Choices

Public Feedback

68% of respondents supported this potential change or had no opinion. Those who did not support the potential change expressed differing opinions. Some were concerned about any new development increasing traffic in the area. Others suggested that a mixing of uses such as a neighborhood center should be considered for this location.

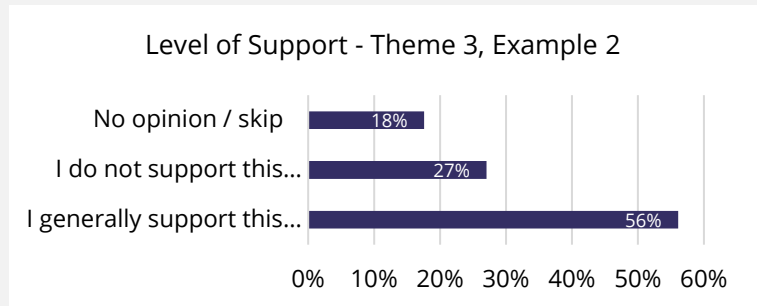




Community Choices

Public Feedback

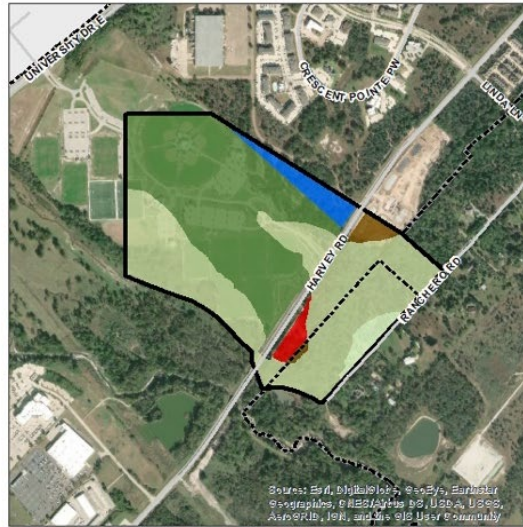
73% of respondents supported this potential change or had no opinion. Those who did not support the potential change said that existing commercial in the area was sufficient. Or, they were otherwise opposed to additional commercial development that might increase traffic or cause drainage issues.



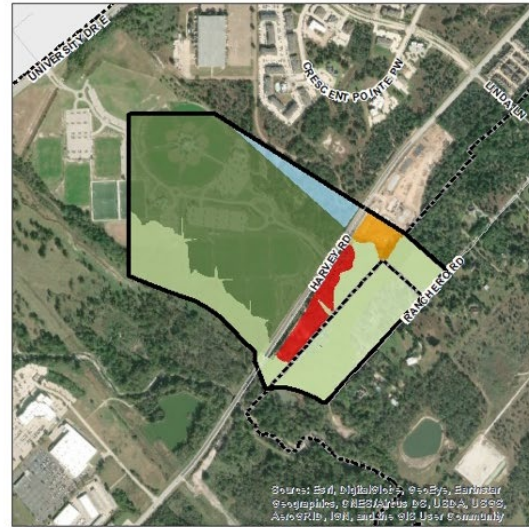
d. Update the Natural Areas boundary

The current Natural Areas can be updated using recent data to more accurately represent the FEMA floodplain and other natural features.

EXAMPLES



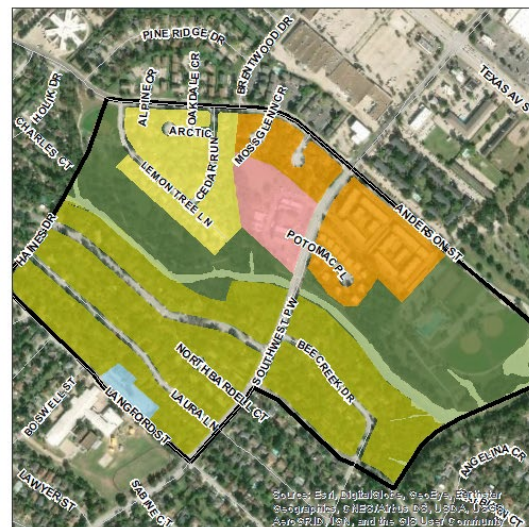
Existing Future Land Use



Potential Future Land Use



Existing Future Land Use



Potential Future Land Use



Existing Future Land Uses

- Neighborhood Conservation
- General Suburban
- Urban
- Suburban Commercial
- Institutional/Public
- Natural Areas - Reserve
- Natural Areas - Protected

Potential Future Land Uses

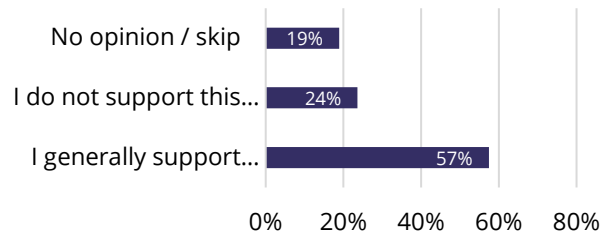
- Neighborhood Conservation
- Suburban Residential
- Urban Residential
- Neighborhood Commercial
- Institutional/Public
- Natural Areas
- Parks and Greenways

Community Choices

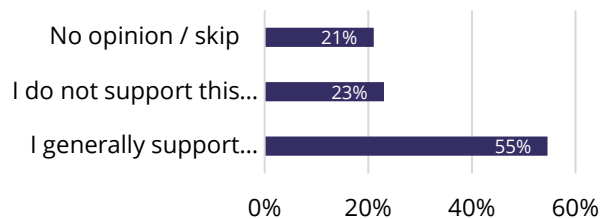
Public Feedback

76% of respondents supported these potential changes or had no opinion. The minority that did not support the potential change were concerned about loss of open space or flooding caused by reducing limitations on development.

Level of Support - Theme 4, Example 1



Level of Support - Theme 4, Example 2



Using the Scenario Planning Process to guide Future Land Use Updates

In addition to the potential changes in this section, scenarios for six locations were evaluated with the public at the virtual Community Choices workshop. The analysis and public feedback should be used to guide potential Future Land Use changes. Most of these areas will require refinements to the Future Land Use map since the existing map may not completely reflect any of the three scenarios.

As stated previously, all proposed changes to the Future Land Use & Character Map will be subject to public input. For areas where further analysis and community input are necessary, a future area planning process should be undertaken.

E. Prioritize areas for additional detailed planning (neighborhood plans and small area plans)

The current Plan relies on further planning and detailed study for specific guidance on many of the City's existing neighborhoods, districts, corridors, and growth areas. For example, it states that 13 districts and corridors "will be the subject of a future district or corridor plan that will ... refine appropriate and compatible land uses and design for vacant land within the district or corridor and for areas appropriate for redevelopment or resource protection."

Over the last 10 years, five neighborhood plans (Central College Station, South Knoll, Eastgate, Southside, and Wellborn) were developed as well as the Medical District Master Plan. However, several other neighborhoods, corridors, and redevelopment ideas identified in the Comprehensive Plan have not been undertaken.

E.1. Review neighborhood plans that are beyond their planning horizon

Develop a procedure for reviewing neighborhood plans. These plans are intended to provide strategic recommendations for an area within a defined timeframe (typically seven years). Once adopted, those recommendations would either be implemented over the plan's horizon or incorporated into relevant parts of the Comprehensive Plan.

The City should establish a more formal process for reviewing neighborhood plans at defined intervals to assess:

- What was achieved relative to the plan's recommendations
- What was not achieved (and why)
- Whether a new plan for the area is needed and what it should address

E.2. Undertake strategic area plans

The City should consider undertaking district or neighborhood planning efforts for priority locations. The information compiled during the Next 10 process should provide direction to inform potential area plans. These future area plans could include the areas considered in the scenario process, or other areas. The scenario analysis could provide guidance for other areas of the City outside of the six areas that were specifically analyzed.

Based on the scenario planning analysis, public feedback on those scenarios, and input from the CPEC, the following is a list of areas for potential future planning efforts (listed in priority order):

- **Scenario Area 4: Texas Avenue across from A&M** (City Hall area) This area was consistently ranked as a high priority by the CPEC members. The public was divided on preferred scenario options for this area indicating a need for further study and public engagement efforts.
- **Scenario Area 1: Post Oak Mall area.** This area was considered by many CPEC members to be the top priority, though others thought future planning was not needed. There was support from the public for considering alternatives for this area.
- **Scenario Area 5: George Bush Drive at Wellborn Road area.** The public was divided on scenario options for this area of the Southside neighborhood, indicating a need for further study and public engagement efforts. Future planning for this area should center around the timing of TxDOT road changes. The public felt strongly in opposing changes to the portion of George Bush Drive across from A&M (Scenario 6). Future planning efforts in the Southside area should focus on Area 5 surrounding the George Bush Drive and Wellborn Road intersection.
- **Scenario Area 3: University Drive East of Texas Avenue.** Public input generally supported the alternative scenario or a hybrid of the anticipated and alternative. This area could benefit from additional study.

Additional Areas identified by CPEC members:

- Texas Avenue around its intersection with Harvey Mitchell Parkway (2818)
- Texas Avenue and the Highway 6 frontage road between Deacon Drive to Rock Prairie Road and west to Longmire Drive
- Major gateways (generally), perhaps focusing efforts on corridor / gateway planning at the main entrances into the City

F. Refine the Thoroughfare Plan

The Thoroughfare Plan within the Transportation Chapter provides guidance on the planning and design of streets that serve moderate to high traffic volumes, serve moderate to long distance trips, and provide connectivity to regional roadway systems. The Thoroughfare Plan was last updated in 2017 and incorporates a modern, context-sensitive approach to street design. That approach means streets are designed to accommodate and prioritize various transportation modes and users based on their surrounding land use context.

F.1. Consider consolidating categories on the Thoroughfare Plan

Consolidate two street types on the Thoroughfare Plan to simplify the map and better align it with the Federal functional classifications. The 4-lane and 6-lane major arterials could be merged into a single major arterial category. The typical section illustrations in the Comprehensive Plan document would need to be updated to reflect this change.

F.2. Consider the placement of “Context Zones” in response to changes on the Future Land Use Map

Update the definition of Context Zones based on changes to the Future Land Use categories. For example, the Urban Core zone may need to include both the Urban Center and Neighborhood Center Future Land Use categories. The placement of Context Zones on the Thoroughfare Plan should also be adjusted to correspond to changes to the Future Land Use & Character Map.

F.3. Integrate components of the Bicycle, Pedestrian, and Greenways Master Plan into the Transportation (Mobility) Chapter

Input from stakeholders indicated a strong desire emphasize bicycle and pedestrian mobility along with the Thoroughfare Plan within the Transportation Chapter. The City has updated the Bicycle, Pedestrian and Greenways Masterplan, which addresses this topic. Like all masterplans, this plan is intended to be an integral part of the Comprehensive Plan. However, the current Comprehensive Plan references this masterplan briefly in Chapter 5 “Parks, Greenways, and the Arts” while Chapter 6: Transportation, contains only a small section about bicycle and pedestrian mobility.

To complement the Thoroughfare Plan, key elements from the Bicycle, Pedestrian, and Greenways Masterplan should be incorporated into the Comprehensive Plan and potential bicycle corridors could be identified. For example, consider including Map 5.5 Existing and Proposed Bicycle facilities and Map 5.6 Existing and Proposed Pedestrian Facilities within the Comprehensive Plan in the same chapter as the Thoroughfare Plan.

G. Refine the Annexation Priorities and Phasing Plan

Annexation benefits cities in many ways, including providing areas for future growth, securing tax base revenue sources, covering costs for ETJ residents already using City services such as streets and parks, and asserting zoning and other regulatory controls to implement the Comprehensive Plan. The Annexation Priorities and Phasing Plan within Chapter 8 identifies the geographic priority areas for annexation. However, recent Texas legislative changes have limited cities' ability to annex territory. The Comprehensive Plan should reflect this new reality.

G.1. Update the growth management strategy

The plan narrative describing annexation should be revised to reflect the conditions under which annexation could occur in the future. Evaluate the City's objectives with respect to recent legislation constraints and describe the approach to managing growth of the City which may rely on alternative tools in the future, such as development agreements and Municipal Utility Districts (MUDs).

G.2. Update Map 8.1 Annexation Priorities and Phasing

The annexation priorities and phasing map should be revised as follows:

- a. **Identify areas for priority annexation.** The current distinctions between Future Annexation Areas and Areas Eligible for Annexation could be revised to be all one color and renamed to "priority annexation areas." Priority areas should be strategically beneficial to the City. Areas not designated as priority areas could be considered for annexation based on the merits of each request.
- b. **Review and update current development agreements.** The current Development Agreements should be assessed in light of the Texas Legislature's changes. The City should assess the long-term interest and the viability of sustaining these agreements.
- c. **Include current Municipal Utility Agreements (MUD).** MUD #2 for Millican Reserve will need to be added to the map.
- d. **Update the ETJ Boundary.** The ETJ needs to be extended to the 5-mile boundary.

Texas Legislative Changes to Annexation

After the 86th session of the Texas Legislature in 2019, cities lost the ability to unilaterally annex territory. House Bill 347 has changed the way cities can annex, essentially requiring consent to annexation by a territory's residents and/or property owners for cities to grow. Moving forward, cities may annex in four ways: 1) consent exempt annexation, 2) annexation on request of the landowner, 3) annexation by petition of an area with a population of less than 200, and 4) annexation of an area with a population of 200 or more by election and possibly petition. A few exceptions include areas with Strategic Partnerships.

College Station currently has two Strategic Partnership Agreements—one for Brazos County Municipal Utility District No. 1 (Southern Pointe), and one for Brazos County MUD No. 2 (Millican Reserve). Both agreements define how the City may annex these territories in the future—when they are substantially developed and infrastructure costs have been reimbursed to the developers—and in the case of Millican Reserve, how the City may also annex for limited purpose. Strategic Partnerships will likely remain a viable annexation option for College Station, with evaluation and negotiations to be made on a case-by-case basis.

H. Add a chapter about partnerships and collaboration

Many of the Comprehensive Plan's recommendations relate to collaborations and partnerships with entities outside of City government. This evaluation process identified the need to emphasize and build upon the City's relationships particularly with Texas A&M University, City of Bryan, and Brazos County. Currently, these recommendations in the Comprehensive Plan are spread among many chapters.

H.1. Within a new chapter, consolidate partnership actions.

A new chapter should be added to the plan to consolidate the many action items that require collaboration with external entities (Texas A&M University, CSISD, Brazos County, etc.) and specific internal coordination actions into one location. This chapter would help to highlight the importance of the City-University relationship.

H.2. Within this new chapter, summarize internal coordination activities.

This chapter should also highlight critical internal coordination activities such as ongoing processes for updating masterplans. For example, updates to the City's water and wastewater master plans, should be coordinated with the Comprehensive Plan's future land use and growth assumptions. Each of the major ongoing coordination activities should be described.

I. Revise the Plan's recommendation structure and format

Stakeholders familiar with the Plan expressed a desire for a more action-oriented document that is written in simple and approachable language. Many observe that it contains unnecessary information, that critical action items are mixed with ongoing efforts, and that actions are difficult to track. The following recommendations address this issue.

I.1. Revise actions to be more specific, actionable, and trackable.

The current plan's recommendations are listed within each chapter in a section called "Goal, Strategies, and Actions." Within those sections, numbered strategies organize actions that are presented in a bullet format. There is a considerable amount of repetition of similar or identical actions between the chapters. Some of the current action items are specific projects or programs such as "*Neighborhood Funding Support*. Fund and expand the Neighborhood Grants program," yet others are very general, such as "*Sustainability*. Promote sustainable design for neighborhoods."

- a. **Write actions as a specific project, policy, program, or regulation.** Where the goals and strategies depict the City's broad aspirations and direction, action items should answer "how" those aspirations are achieved. The action statement should be concise. It could be supported by several explanatory sentences.

EXAMPLE: 1.2 Conduct community-wide parks and recreation needs assessments. Evaluate facilities and programs provided by the Parks and Recreation Department through community surveys at least every five years.

- b. **Use a numbering system to track action items.** To assist with cross referencing and tracking of the recommendations, each action item should be numbered. In the example above, the action 1.2 is the second item listed under strategy 1. To associate a specific action to a chapter, a third level may be added to the numbering system. Using the same example, the action from Chapter 5 could be numbered as 5.1.2. Another common numbering scheme involves abbreviating the chapter title, such as CF 1.2.
- c. **Remove duplicate or complete actions.** In the 10-years since the Plan was adopted, many of its specific action items have been completed. Other action items may not have been completed, but are no longer relevant for various reasons. In several instances, action items are duplicated or are very similar across chapters. Actions that fall into any of these three categories should be removed from the plan. Potentially duplicated actions that are still relevant, should be included once within the most appropriate chapter and strategy. A status assessment of the current plan actions is included in Appendix D.

- d. **Consider rephrasing the strategies that organize actions.** The updated actions could be organized by strategies as they are now, but those strategies could be phrased more concisely and reflect themes within the goals. For example, if the goal for Neighborhood Integrity mentions “diverse housing,” then a strategy could address “Promote housing diversity.” Similarly, if the goal for Mobility mentions “a complete transportation system” then a strategy could be “promote a more complete transportation system.”
- e. **Consider an alternative for organizing actions.** Many of the actions are ongoing, but still relevant and merit including in the plan. Other actions offer general policy guidance, but are not as specific as typical sections. Rather than using strategies to organize actions, it may be helpful to sort the recommendations into two categories: (1) Ongoing initiatives and policy direction; and (2) strategic actions. In this case, the strategic actions would only include projects or programs that are relevant and have not yet been undertaken, have not yet been sufficiently been implemented, or are new actions. Ongoing initiatives would include regular actions such as undertaking updates to plans. This alternative organization may better help the City focus its efforts.

EXAMPLE: Alternative for organizing actions (Parks, Greenways, and the Arts chapter)

Goal: *Highly desirable parks, greenways, and arts and culture amenities, that support high-quality experiences for residents and visitors.*

Strategic actions

5.1 Action title. Descriptive text.

5.2 Action title. Descriptive text.

5.3 Action title. Descriptive text.

5.4 Action title. Descriptive text.

Ongoing initiatives and policy direction

5.5 Action title. Descriptive text.

5.6 Action title. Descriptive text.

5.7 Action title. Descriptive text.

5.8 Action title. Descriptive text.

5.9 Action title. Descriptive text.

I.2. Include an implementation summary table that references the actions.

A best practice for managing a comprehensive plan is to include a table that summarizes the actions, notes timing, responsibility, and other relevant information for each action. The current Chapter 9: Implementation, includes a table that identifies various initiatives, general roles and responsibilities,

and funding sources. In addition to or in place of this table, an action summary table should be included. Such a table may resemble the following example. Similar summary tables exist in recent neighborhood plans such as the Wellborn Community Plan.

EXAMPLE: Implementation summary table from another plan

ACTION	TIME-FRAME	LEAD COORDINATOR	SUPPORTING ENTITIES
CREATING A QUALITY PLACE			
Objective 1. Promote desirable and fiscally beneficial development patterns.			
QP 1.1 Reform the city's zoning and land development codes.	Short-term (CODE REFORM)	Planning	PC
QP 1.2 Create a task force to consider various incentives for development.	Short-term	CFO	PC, CC
QP 1.3 Conduct a 'return on investment' analysis for major development proposals.	Short-term, Ongoing	CFO	Planning, PC, CC
QP 1.4 Adopt a strategic annexation policy.	Mid-term	Planning, Legal	PC, CC
QP 1.5 Collaborate with Decatur Utilities to evaluate infrastructure funding models.	Short-term	DU, CFO	Planning, PC
Objective 2. Improve the appearance of public and private property throughout the city (particularly gateways).			
QP 2.1 Redefine the 6th Avenue Gateway.	Short-term, Ongoing	DDRA, Planning	PC, EDA, Various property owners
QP 2.2 Recognize and award business and homeowners who enhance their properties.	Mid-term, Ongoing	Community Development	Planning, Building, Engineering, CC, PC

EXAMPLE: Each action could be tagged with icons or words that are defined in the text including responsible parties, time-frame, category, or status.

Action Categories

- R** Regulations (Actions that could be implemented through the Framework zoning code rewrite or other update to city ordinances)
- C** Capital Project (Physical improvements to city facilities and infrastructure)
- P** Program (Programs or initiatives that may require some ongoing city support or participation)
- O** Policy (Direction used on an ongoing basis to guide city decisions)

Action Status

-  Ongoing (currently occurring on a repeating basis)
-  Future, then ongoing (yet to be initiated, but would become ongoing)
-  Initiated (begun, but not yet complete)
-  Future (to be initiated)

I.3. Reduce the amount of text, particularly for background or contextual information

Background information is useful to support a plan's policies and recommendations, however it becomes dated quickly and can distract from the plan's important "so what?" message. Currently, a significant amount of the Comprehensive Plan's text relates to conditions, trends, and planning considerations. A modern approach to preparing a comprehensive plan is to limit the amount of contextual information to key highlights that are critical to inform the recommendations. Consider:

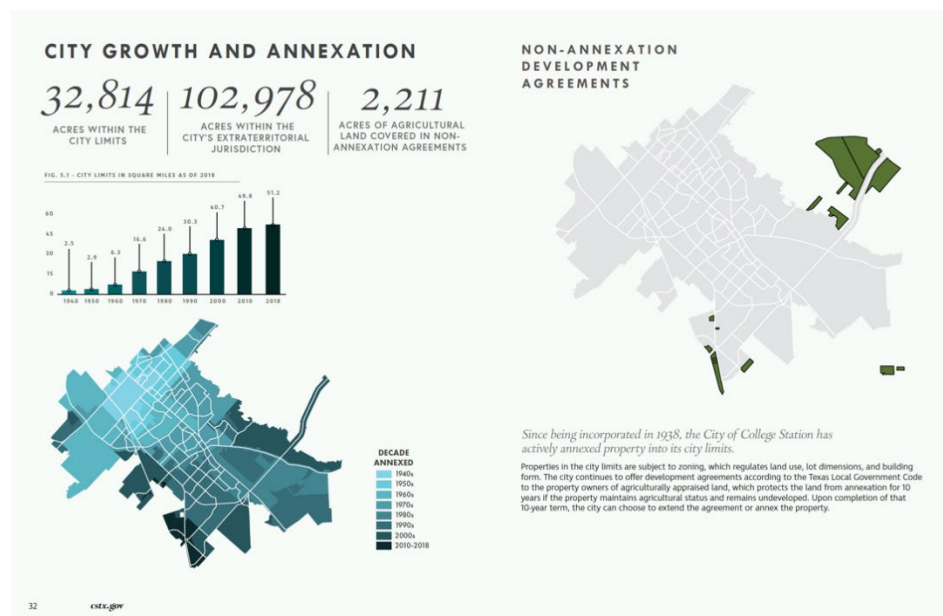
- Reducing the amount of narrative within the plan overall and breaking up text into shorter sections
- Calling attention to key points using bold descriptive statements at the beginning of a paragraph
- Referencing appendices for details of the conditions and trends

I.4. Update the document design and format

The City raised expectations in the terms of graphic design in its most recent 2018 Existing Conditions Report. The Comprehensive Plan update is an opportunity to continue that direction and create a more graphic and user-friendly document.

In preparing an updated document, the city should also consider how the community could learn about the plan and its recommendations. Consider updating the plan's online presence. Many examples exist such as the award-winning PlanOKC.org.

EXAMPLE: The excerpt below from the 2018 Existing Conditions Report serves as a precedent for redesigning the Comprehensive Plan document.



Part III: Recommendations by Plan Chapter

1. Introduction
- 2. Community Character**
- 3. Neighborhood Integrity**
- 4. Economic Development**
- 5. Parks, Greenways, and the Arts**
- 6. Transportation**
- 7. Municipal Services and Community Facilities**
- 8. Growth Management and Capacity**
- 9. New: Partnerships and Collaboration**
- 10. Implementation and Administration**

Note:

Text in brackets within this section refers to actions in the existing plan or a source for new actions. For example: [2.1.5 UDO Amendments] refers to action called “UDO Amendments” in the current plan Chapter 2, Strategy 1.

Chapter 1: Introduction

Opening and Purpose

- a. Update the opening, planning context, and process to include The Next 10 plan evaluation process.
- b. Update the vision statement (see Big Picture recommendation A)
- c. Rework the “Green College Station” box since this specific program no longer exists. Mention the importance of environmental stewardship and list actions included in the plan that promote this idea.
- d. Update the descriptions of each plan chapter to reflect any revisions to titles, numbering, and content.
- e. Update the summary of existing conditions with more current data.

Chapter 2: Community Character

Opening and Purpose

- a. Integrate the purpose statement into the opening on the first page of the chapter.
- b. State the goal of the chapter (Goal for Community Character)

Planning Considerations

- c. Remove references to “the planning process” and “participants” or make them more general such as “planning input from the community.”
- d. Consider adapting the “Growth and Development” narrative into a series of summary points led by simple statements. For example: “The City’s strong growth is projected to continue...” “population needs are changing...” and “utilization of existing land and development will be increasingly important...”
- e. Update the projections referenced on page 2-2
- f. Consider adapting the bullets under “Character and Identity” and “Resource Protection and Sustainability” into a set of principle statements that are phrased in terms of:
 - o “As College Station grows, is the City’s intent that... (Examples)
 - 1. Infill and redevelopment in strategic locations is a priority over expansion of the urban area;

2. The character of existing neighborhoods is maintained and strengthened;
3. New residential areas are created with qualities of traditional neighborhoods;
4. Transportation planning and street design is sensitive to its context. Etc.”

Existing Land Use and Character

- g. Consider combining the Existing Land Use and Character section with the Community Design and Appearance section.

Future Land Use and Character

- h. Update the Concept Map as described in Big Picture Recommendation C. Reconsider the most appropriate location for this map within the Plan. It could reside in Chapter 2 where it exists currently, or it could follow the Future Land Use and Character Map.
- i. Update the Future Land Use categories and map as described in Big Picture Recommendation D.

Community Design and Appearance

- j. See above. Consider integrating into Future Land Use and Character. Also consider extracting affirmative statements about the City's intent into principle statements as described above.

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Community Character. This list includes those actions from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

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 and Character categories and definitions. [2.1.5 UDO Amendments]
- 2.2 Prioritize and undertake detailed plans for priority neighborhoods, districts, or redevelopment areas.** The City should commit to proactively planning for a limited set

of target areas, as specified in the updated Planning Areas map. [2.1.2 and 2.3.1 Further Planning]

2.3 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. [revised 2.3.6 Greening of the City]

2.4 Create additional incentives for conservation design and evaluate the effectiveness of cluster development standards in the UDO. Common incentives include density bonuses where a project may be permitted a greater total density in exchange for preservation of common open space areas. [2.4.1 Conservation Design]

2.5 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, adaptive reuse, waste minimization, and stormwater management. [revised 2.4.5 Green Building – Private Sector]

2.6 Re-evaluate the effectiveness and purpose of the Community Assets & Image Corridors Map. Clarify the map's intent, how it should be used, and the features it represents. If retained, ensure that this map supports and does not contradict the Future Land Use and Character Map. [2.6.1 Community Assets Mapping]

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 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 UDO. Evaluate the effectiveness of the UDO's 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. [2.2.2 and 2.3.2 UDO Amendments]

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). [2.3.5 Incentives]

- 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 focus on integration of structured parking to enable more productive use of the overall site in place of extensive surface parking. [8.5.2]
- 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 and Character Map. Proactive zoning map changes may also encourage redevelopment in targeted areas. [2.1.6 and 2.2.1 Zoning Adjustments]
- 2.12 Continue beautification programs.** Maintain and consider opportunities to expand beautification partnerships with Keep Brazos Beautiful and other organizations. [revised 2.5.1 Right-of-way enhancements]

Chapter 3: Neighborhood Integrity

Opening and Purpose

- a. Integrate the purpose statement into the opening on the first page of the chapter.
- b. State the goal of the chapter within the opening or purpose (Goal for Neighborhood Integrity)

Neighborhood Conditions

- c. Consider removing this section of the chapter since it relies on data that is outdated. Otherwise, simplify the narrative on pages 3-2 through 3-6 into a series of summary points led by simple statements as described in Chapter 2 above. Update or remove the statistics and maps that are more than 10 years old, such as references to the 2005 Consolidated Plan (unless updated information exists).
- d. Consider removing the point-based maps of Student Population, Code Enforcement Cases, and Noise Violations. Reference these exhibits in the Existing Conditions Report or online. In revising these analyses, consider using a heat-map technique.

Planning Considerations

- a. Simplify the narrative and highlight key direction. Consider identifying statements of policy or recommendations that exist throughout this section. For example, there are several statements between pages 3-7 through 3-14 that begin "the City should...". These recommendations get lost in the narrative and should be prominently identified.
- b. Update the Neighborhood Partnerships Map on page 3-17.

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Neighborhood Integrity. This list includes actions those from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

Viable and attractive neighborhoods that maintain long-term neighborhood integrity and while collectively providing a wide range of housing options for a diverse population.

STRATEGIC ACTIONS

- 3.1 Evaluate the effectiveness and refine neighborhood compatibility standards in the UDO.** Standards in the UDO should address both compatibility of infill and redevelopment within established neighborhoods and transitions between neighborhoods and more intense commercial or mixed-use development adjacent to a neighborhood.
- 3.2 Create a neighborhood planning toolkit.** Build upon Neighborhood Services efforts and establish a process for neighborhood organizations to undertake a City-supported project in their area, or to create City-supported projects and policies for their area. [NEW]
- 3.3 Create a housing upkeep educational program.** An education/promotional campaign to raise awareness of existing resources to maintain existing housing stock including City grants and federal programs.
- 3.4 Develop a parking strategy for neighborhoods near the University.** Coordinate with Texas A&M University regarding university-related parking to prevent excessive on-street parking in areas adjacent to the university. Evaluate the feasibility of a program to address management of parking in adjacent neighborhoods. [3.2.8 Parking Standards]
- 3.5 Develop and refine data monitoring processes to analyze housing trends and define a strategic set of actions to address housing affordability, diversity, and gentrification.** Consider existing market data, best practices, and existing regulations and incentives. Potential actions range from regulatory provisions such as: [Revised 3.3.3 and 3.4.3]
 - Development standards that reduce barriers for affordable and diverse housing types.
 - Pre-approved building plans or pattern books for target locations.
 - Incentives such as density bonuses or more flexible standards.
Or a workforce housing capital pool where a public entity establishes a fund that is used for various types of affordable housing initiatives (capital costs).

Contextual (neighborhood) compatibility standards – Examples for action 3.1

Like many cities, College Station's Unified Development Ordinance contains standards that are intended to address the compatibility of development and redevelopment to maintain the integrity of neighborhoods, including some of the items included below. Such regulations vary widely between communities and may need to be evaluated and adjusted to respond to local conditions and preferences. The types of neighborhood compatibility standards include:

- **Standards within neighborhoods.** Consider contextual compatibility standards for some single family residential zoning districts. These standards could include a rule that requires the lot area, setback, and height standards in the district be between a certain percent of the average setbacks, lot area, and height of the lots and development on the same block face, or within a certain distance of the site. Other types of standards could address student housing conversions by limiting on-site parking, or the location and size of accessory dwelling units, or limiting the size and scale of homes.
- **Transitional areas.** Consider standards that apply to new nonresidential development, mixed-use development, and intense, multi-family development above a certain density that is adjacent to, across the street from, or within a certain distance from attached and detached residences. Such standards include building frontage, building height, signage, lighting, parking, loading and access areas, among others.

3.6 Track neighborhood change. Understanding neighborhood change is the first step to identify actions are needed to promote revitalization or address resident displacement. To identify potential areas at risk of decline and to combat displacement of existing residents, the City could maintain an inventory of housing conditions by block or neighborhood in areas with a high propensity for change. Existing data on demolitions, building permits, or occupancy could be compiled and reviewed on a regular basis. [3.2.2 and 3.2.3]

3.7 Evaluate relevancy of neighborhood and small area plans that are beyond their planning horizon. Develop a process to either retire or update plans. [See Big Picture recommendation E.1.]

ONGOING ACTIONS AND POLICY DIRECTION

- 3.8 Continue outreach and educational efforts to support existing and encourage new neighborhood organizations.** Continue Neighborhood Services initiatives such as Seminar Suppers, Neighborhood Newsletters, and training programs.
- 3.9 Continue to fund the Neighborhood Grant Program.** Continue to fund and expand the Neighborhood Grants program for neighborhood activities such as gateways, landscaping, and other permit application fees. [3.1.11 Neighborhood Funding Support]

3.10 Continue to encourage neighborhood meetings for certain development

applications. This provides a forum for applicants and neighbors to resolve conflicts in an informal setting before an application is submitted or prior to formal consideration of the item

3.11 Maintain property maintenance enforcement efforts.

Maintain enforcement resources to ensure that minimum property standards are being upheld. Utilize community development plans and current data to target and prioritize enforcement efforts, while being equitable to the needs of lower income or rental areas. [3.2.4 and 3.2.5]

3.12 Evaluate the effectiveness of short-term rental regulations.

Periodically evaluate short-term rental regulations with respect to local data, national trends, and emerging technology, to support neighborhood integrity. [NEW]

3.13 Evaluate and refine the rental registration program.

Periodically evaluate the rental registration program with respect to local data and trends to support neighborhood integrity.

Chapter 4: Economic Development

As of the 2015 update, Chapter 4 of the Comprehensive Plan references the Economic Development Master Plan prepared in 2013. An update to that master plan was adopted by City Council on May 14, 2020.

Proposed Goal:

A diversified economy with a wide variety of competitive jobs, support for entrepreneurs, and opportunities to build skills; that provides a tax base to support the City's ability to foster a high quality of life; and where economic prosperity is widespread.

The intent of the Economic Development Master Plan is to ensure that future growth and development advances the city's economic development objectives. The plan establishes a strategic framework to attract high-end investment, support retail development and redevelopment opportunities, support and retain existing, support expansion and relocation of corporate investment, destination, and hospitality activities, and to sustain and enhance community health, wellness, and a high quality of life. Specific actions are included to enhance and promote the Midtown Business Park, College Station Business Center, the Science Park/Providence Park, and the BioCorridor. The plan also focuses on enhancing awareness of College Station through improved marketing and recruitment efforts of major employers, retail and industry, and Aggie-owned and led

businesses. Amplifying existing community assets such as the Wolf Pen Creek and Northgate districts and community events is also a priority. Please see the Economic Development Master Plan for full details.

The current Economic Development Master Plan was approved during the early months of the COVID-19 pandemic. The data and competitive positions discussed in the plan reflect pre-COVID economic trends and projections. There is economic uncertainty as the pandemic continues to unfold and the City will continue to monitor trends and modify economic development plans and responses accordingly.

The Plan was approved just before City Council made the decision to move tourism efforts in house, integrating it with economic development effective August 1, 2020. This move has placed a greater emphasis on collaboration with strategic partners like Texas A&M University, enhanced branding and marketing of College Station and its sports and leisure assets, and newfound ways to generate sales tax dollars from tourism in College Station.

Chapter 5: Parks, Greenways, and the Arts

Opening and Purpose

- a. Integrate the purpose statement into the opening on the first page of the chapter.
- b. State the goal of the chapter within the opening or purpose (Goal for Parks, Greenways and the Arts)

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Parks, Greenways and the Arts. This list includes actions those from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

Highly desirable parks, greenways, and arts and culture amenities that support high-quality experiences for residents and visitors.

STRATEGIC ACTIONS

- 5.1 Create connections between key elements of the parks, recreation system, and destinations.** As described in the Bicycle, Pedestrian, and Greenways Master Plan, prioritize opportunities to connect segments of the greenway with parks, community facilities, and other destinations. [5.2.5 Implement Key Connections]

- 5.2 Investigate feasibility of incorporating riparian buffer standards to preserve sensitive land along waterways.** Consider amendments to applicable ordinances to include corridor widths and channel guidelines. [Revised 5.2.4]
- 5.3 Continue to promote major arts, entertainment, and cultural destinations.** Utilize digital platforms and coordinate with the Economic Development department to promote cultural and entertainment offerings. Promote the multi-purpose mission of the Wolf Pen Creek and Northgate Districts as live music destinations and areas to live, work, and play. [5.3.4, 5.3.5, 5.3.7]

ONGOING ACTIONS AND POLICY DIRECTION

- 5.4 Invest in the redevelopment of existing parks.** Identify new improvements and continue upgrades and maintenance to existing park facilities, particularly neighborhood scale parks as detailed in the Recreation, Park, and Open Space Master Plan, neighborhood or district plans. [5.1.4 and 5.1.8 Park Development and Maintenance]
- 5.5 Maintain a community-based greenway up-keep program.** Through the Adopt-a-Greenway program, continue involving neighborhood or other community groups in assisting with some upkeep tasks or to inventory wildlife and natural features in their area. [Revised 5.2.8]
- 5.6 Conduct community-wide parks and recreation needs assessments.** Evaluate facilities and programs provided by the Parks and Recreation Department through community surveys at least every five years. [5.1.2 Needs Assessments]
- 5.7 Pursue new programs and evaluate ongoing priorities to implement needs assessment for park facilities and recreational programs.** Identify physical and operational improvements and recreational programs to meet the needs of a growing and changing population. [5.1.5 New and Enhanced Programs]
- 5.8 Continue to secure land for future parks and to protect sensitive land.** Ensure adequate parkland provision for future neighborhood, community, and regional park developments through the Parkland Dedication Ordinance, the Capital Improvements Program, City purchases of property, acquisition programs, grants, and public and private partnerships. [5.1.3 Secure More Parkland, and 8.2.8]
- 5.9 Identify and establish partnerships with other agencies and entities.** Seek partnerships with other public agencies to provide recreational amenities and services where mutually beneficial opportunities are available. Additionally, consider public-private partnerships to offer unique facilities and programs. For example, sponsorships or investments to support additional swimming pools, a water park, or athletic fields. [5.1.7 Role of Private Sector] [5.1.6 Coordinated Improvements and Programming]

- 5.10 Continue to protect land and resources for expanding the greenway system.** Such methods can include continuing the utilization of grants, public and private partnerships, and the Capital Improvements Program; and exploring connections between developments, overlay zones, conservation easements, or open-space set-aside provisions. [5.2.8]
- 5.11 Evaluate and amend relevant ordinances to protect natural features and set aside land for parks and greenways.** Consider amendments to the Parkland Dedication Ordinance to include provisions or incentives that encourage developers to design and build greenway trails. [Revised 5.2.4]
- 5.12 Design and construct sustainable and accessible trails.** Trails should minimize environmental impact and promote scenic views and special features. Encourage developments that are oriented towards and designed for accessibility to greenway trails. [5.2.6 Careful Design and Accessibility]
- 5.13 Continue cross-jurisdictional and inter-agency coordination on greenways acquisition, maintenance, funding, and network expansion.** Promote cross-jurisdictional and inter-agency coordination on greenways acquisition, maintenance, funding and network expansion. [5.2.8 Coordination]
- 5.14 Continue to expand outreach about the parks and greenway system.** Enhance awareness and accessibility to programs and facilities through the City's website, publications and media outlets. [5.1.9]
- 5.15 Support a community-wide public art program.** Contribute to the expansion of a public art program in conjunction with the Arts Council of Brazos Valley, the City of Bryan, Texas A&M University, Brazos Valley, and the Texas Department of Transportation. [5.3.9]
- 5.16 Continue leisure and educational programming.** Continue the City's role in nurturing young local artists and offering leisure and educational activities to adults and seniors through the City's Parks & Recreation department programming. [5.3.6]

Chapter 6: Transportation (Mobility)

Opening and Purpose

- a. Integrate the purpose statement into the opening on the first page of the chapter.
- b. State the goal of the chapter within the opening or purpose (Goal for Mobility)

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Mobility. This list includes actions those from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

An innovative, safe, and well-connected mobility system serving all user types that is designed to support the surrounding land uses.

STRATEGIC ACTIONS

- 6.1 Implement context sensitive design.** Amend the street cross sections and update the Unified Development Ordinance, the Bryan-College Station Unified Design Guidelines, and the City's capital improvement process to implement context sensitive design such as primary mobility corridors, rehabilitation projects in established neighborhoods, and in areas where right-of-way is constrained. [6.1.5 and 6.3.3 Context Sensitive Solutions, 6.3.7, 6.3.8, 6.3.9, 6.4.3]
- 6.2 Evaluate Traffic Impact Analysis (TIA) requirements.** Consider updates to the traffic mitigation thresholds for intersections impacted by new development. The requirements could also be amended to address internal site elements such as circulation, queueing, connectivity, as well as bicycle/pedestrian infrastructure. [Stakeholders and 8.2.4]
- 6.3 Enhance and upgrade intersections.** Improve multimodal efficiency and implement the City's roundabout policy to improve safety and reduce congestion at intersections. Consider life-cycle costs of roundabouts compared to traditional intersection improvements as part of the decision-making process. [6.2.6 Intersection Improvements]
- 6.4 Undertake streetscape improvements within gateways and image corridors.** Identify locations and implement targeted infrastructure and streetscape improvements (perhaps through partnerships) to improve aesthetics. Consider operation and maintenance costs when identifying appropriate improvements. [revised 2.5.1 Right-of-way enhancements]
- 6.5 Conduct a Thoroughfare Plan audit.** Evaluate adjustments to the Thoroughfare Plan based on existing roadway context and consider alternatives to relieve congestion anticipated with long term growth.[NEW]

ONGOING ACTIONS AND POLICY DIRECTION

- 6.6 Maintain the various funding programs for mobility projects.** These include the Bryan-College Station Metropolitan Planning Organization (MPO) Transportation

Improvement Program, the Brazos County Regional Mobility Authority, and the City's Capital Improvements Program. [6.1.3 Project Programming]

- 6.7 Fund bicycle and pedestrian infrastructure and safety improvements** Dedicate funding for system improvements and maintain collaborative partnerships as detailed in the Bicycle, Pedestrian, and Greenways Master Plan.
- 6.8 Continue to evaluate and implement best management practices to increase bicycle and pedestrian use.** Build on the existing network of infrastructure to increase safety and comfort for all users such as separated bike lanes and shared use paths. [mentioned in Bicycle, Pedestrian, and Greenways Master Plan]
- 6.9 Evaluate transit funding partnerships.** To prepare for reductions in Federal transit funding from the region's growth, the City should explore regional partnerships to maintain and improve transit services. Transit services should link activity centers, major employers, dense residential areas, concentrations of student housing, and provide access for underserved populations. [6.3.5]
- 6.10 Collect and monitor transportation data.** This includes data such as, traffic volumes, levels of service, vehicle miles traveled, transit ridership, pedestrian and bicycle facility usage, and safety data on vehicle crashes and those involving bicyclists or pedestrians. Use data to target future interventions. [6.1.4 Monitor Trends and 6.5.4]
- 6.11 Evaluate and update access management strategies.** Coordinate with the Bryan-College Station Metropolitan Planning Organization (MPO) to align regional standards along thoroughfares to preserve modal efficiency throughout the street network. [6.2.3 Access Management]
- 6.12 Develop and implement a travel demand management program.** Build upon existing services and including real-time traffic information, traffic incident alerts, ridesharing programs, promotion of flexible work schedules, and encouragement of dense mixed-use development in strategic areas. [6.2.4 Travel Demand Management]

Chapter 7: Municipal Services and Community Facilities

Opening and Purpose

- a. Integrate the purpose statement into the opening on the first page of the chapter.
- b. State the goal of the chapter within the opening or purpose (Goal for Municipal Facilities and Services)

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Municipal Services and Community Facilities. This list includes actions those from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

Exceptional municipal facilities and services that meet community needs, contribute to community character, exhibit environmental stewardship and resiliency, support surrounding land uses, incorporates full life-cycle costs, and are coordinated and fiscally responsible.

STRATEGIC ACTIONS

- 7.1 Prioritize utility and service improvements in existing areas.** Invest in infrastructure rehabilitation within the City's older areas to maintain their viability and attractiveness and encourage infill and redevelopment where appropriate. [7.1.1, 7.1.2, 7.2.2 and 7.4.5 combined]
- 7.2 Develop a comprehensive facilities plan.** That meets the future space and functional needs of City employees, services, and the community. [7.2.5]
- 7.3 Continue capitalizing on opportunities to achieve multiple community objectives through coordinated infrastructure projects.** Incorporate a measure in the Capital Improvements Program to weigh projects that achieve multiple objectives. Examples of coordinated infrastructure projects include road improvements, utility and drainage upgrades, sidewalk rehabilitation / installation / extensions, and streetscape enhancement. [7.4.4]
- 7.4 Continue to build resiliency in municipal operations and services.** Ensure operations and services are resilient and adaptable to unforeseen circumstances, such as disaster or pandemic, and able to continuously meet community needs. Consider updating provisions in city plans and policies and develop incentive programs to better prepare for and adapt to abrupt changes or strained circumstances while simultaneously allowing for action in the face of uncertainty or unforeseen events. [NEW]
- 7.5 Evaluate the utilization of community paramedicine.** Partner with regional health care providers and social services to evaluate community paramedicine. This is an emerging field that uses a comprehensive approach and integrated deployment model to connect underserved populations to underutilized medical, social, and safety services, helping to decrease strain on emergency rooms, hospitals, and first responders such as EMS, fire, and police. [NEW]

ONGOING ACTIONS AND POLICY DIRECTION

- 7.6 Continue to pursue recognition, credentials, and accreditations City-wide.**
Continue to obtain national recognition for outstanding and innovative service in police, fire, emergency medical services (EMS), public safety communications, parks, water, and public works, planning and other areas. [7.3.1]
- 7.7 Continue using business intelligence, data analytics, and data visualization tools.**
Utilize data and business intelligence solutions to inform policy decisions and provide efficient municipal services. [NEW]
- 7.8 Continue to expand wi-fi to public buildings.** Expand existing public wi-fi services to additional facilities and consider partnership opportunities to establishing a city-wide wi-fi network. [7.3.2]
- 7.9 Update public service plans.** Continue to re-evaluate and update key public service master plans (water, wastewater, stormwater, drainage management, solid waste, electric, Police, Fire, EMS) on regular cycle or when necessary based on changing conditions. Ensure that these plans reflect long-term growth forecasts and support priority growth areas. [7.2.4 also 7.4.7 and 7.4.8]
- 7.10 Utilize municipal service cost-benefit assessments in planning utility expansion.**
The City should focus on areas that can be reliably and economically served within the City's capabilities. Consider an analysis of cost versus benefit when evaluating potential development agreements, municipal utility districts (MUDs) or annexation petitions. [7.3.5]
- 7.11 Evaluate ways to reduce energy consumption.** Implement energy and resource conservation strategies in City facilities and all areas of municipal service provision. [7.5.1]
- 7.12 Pursue and support local water conservation and reuse initiatives.** Utilize reclaimed and/or nonpotable water to irrigate City facilities where feasible. [revised 7.5.4]
- 7.13 Continue outreach and educational programs to reduce resource consumption.**
Encourage residents, businesses, and local institutions to participate in solid waste reduction and recycling, energy efficiency, and water conservation programs. Create publicity campaigns to highlight the City's sustainability and resiliency efforts within public facilities. [revised 5.5]
- 7.14 Continue to implement best practices in meeting or exceeding State and Federal standards for stormwater management.** Implement the City's Stormwater Management Program (SWMP) in accordance with State requirements of the TPDES Municipal Separate Storm Sewer Systems (MS4) program to manage stormwater discharges to protect, preserve and improve area streams and waterways. Consider

updates to better protect area creeks and bodies of water from the impacts of urban runoff. [revised 7.3.3 and 7.3.4]

- 7.15 Advance sound floodplain management practices.** Reduce the risk and impacts of flooding, adhere to higher development standards, and limit long-term infrastructure costs through continued implementation and refinement of the City's Flood Ordinance (including No Adverse Impacts) and participation in FEMA's Community Rating System (CRS) program. [revised 7.5.2]
- 7.16 Continue to meet or exceed State and Federal water quality standards for drinking water sources.** Continued phased expansion of water supply resources and associated production capabilities to meet shorter-term peak demands, as well as forecasted longer-term needs. [revised 7.3.3 and 7.4.7]
- 7.17 Continue to keep wastewater collection and treatment capacities ahead of demand.** Continued phased expansion of the existing wastewater system to comply with all regulatory permits, standards, and requirements that meet shorter-term peak demands, as well as forecasted longer-term needs.
- 7.18 Continue coordinated electric planning along with area partners.** This will ensure adequate and reliable supply to serve anticipated growth and to maintain College Station Utilities' capability for rapid response to system outages. [7.4.6]
- 7.19 Design high-quality public facilities that reflect the character of their surroundings.** These buildings, facilities and improvements should blend into existing areas, and help establish an identity and quality standard for newly developing or redeveloping areas of the City. [7.4.2]
- 7.20 Design City facilities and infrastructure to incorporate sustainable and resilient practices.** Consider design features such as stormwater management, water conservation and reuse, native or adapted plantings, or building design features that conserve energy and natural resources. [Green College Station 7.5.3]
- 7.21 Provide public safety facilities to maintain adequate service and response times.** Monitor response times and safety service needs as growth occurs; use data and national standards to make decisions about service investments. [7.4.8]

Chapter 8: Growth Management and Capacity

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Growth Management and Capacity. This list includes actions those from the current plan that are still relevant as well as potential new actions.

Proposed Goal:

Fiscally responsible and carefully managed development that is aligned with growth expectations and the ability to provide safe, timely, and efficient infrastructure and services.

STRATEGIC ACTIONS

- 8.1 Prioritize proactive infrastructure investments and programs in strategic redevelopment and infill areas.** Invest in the necessary infrastructure to increase redevelopment potential or to catalyze redevelopment activity in areas identified in the Future Land Use & Character Map or in district plans. Concentrating development and services within target areas promotes efficient use of infrastructure and supports environmental resiliency goals. [8.3.1]
- 8.2 Amend the zoning map and consider regulatory incentives to encourage infill and redevelopment.** Apply targeted zoning strategies in designated Redevelopment Areas identified on the Future Land Use & Character map. Review the effectiveness of the Redevelopment District (RDD) overlay zoning and consider updating provisions in the Unified Development Ordinance to incentivize infill and redevelopment. [8.5.3 and 8.5.4]
- 8.3 Re-envision underutilized retail uses and incentivize redevelopment and/or reuse of vacant buildings and properties.** Monitor national trends in the evolving retail sector or other sectors and continue to seek redevelopment and revitalization opportunities for vacant or underutilized sites, particularly large retail and big-box sites. [revised 8.5.1 and 8.5.3]
- 8.4 Evaluate the utilization of impact fees that provide revenues to support infrastructure demands.** Consider the need to amend the impact fees to promote the city's long-term fiscal strength. [8.2.6]

ONGOING ACTIONS AND POLICY DIRECTION

- 8.5 Evaluate and revise the Water/Sanitary Sewer Extension Policy.** Evaluate the City's service area for sanitary sewer (the Certificate of Convenience and Necessity boundary)

and extension into the Extraterritorial Jurisdiction in an incremental and carefully timed manner to meet defined growth management objectives. Ensure that extensions to water/sewer utilities and service areas are consistent with the Future Land Use & Character Plan, the City's utility master plans, and multi-year Capital Improvement Plan. [8.2.2, 8.2.1, and 8.2.5]

- 8.6 Conduct fiscal impact analyses.** Utilize financial modeling to evaluate the cost-to-serve for annexation requests, MUDs, and development agreement areas. [8.4.7]
- 8.7 Continue the City's Oversize Participation practice, where appropriate.** Continue providing funds for potential oversize participation to reduce future infrastructure costs. [8.2.4]
- 8.8 Use available tools to strategically manage growth pressure in the ETJ.** Utilize development agreements and Municipal Utility Districts (MUDs) to manage growth pressure in areas where annexation is not feasible. [8.4.3]

Chapter 9. Partnerships and Collaboration

Goal, Strategies, and Actions

The following is a potential list of actions that support the Goal for Partnerships and Collaboration.

Proposed Goal

Well-coordinated planning at all levels and effective engagement with local jurisdictions, institutions, and organizations to further realize the City's vision and support the broad community.

External Partnerships and Collaboration

Texas A&M University

- 9.1 Establish University/City annual agenda.** Conduct an annual meeting between leadership of the City and the University to reflect on the previous year's successes and challenges and to establish a collaborative agenda for the next 12 months. The intention of the agenda created is to strengthen the University and City in a way that student success and faculty/staff retention is also improved. This agenda could be informed by the Best Practices Report as well as other examples. Participants would be from the highest levels of leadership of the University and City and mutually committed to best-in-class town-gown relationship. [NEW]

- 9.2 Gather growth expectations.** Work with Texas A&M University and Blinn College concerning their projected enrollment growth and associated faculty/staff increases to plan effectively for the implications of further off-campus housing demand. [8.1.4]
- 9.3 Formalize ongoing collaborations and establish a planning coordination task force with Texas A&M University and the City.** Continue to coordinate with Texas A&M University regarding the benefits and impacts of University development projects and support ongoing efforts to provide harmonious transitions between the campus and the surrounding area. These meetings should continue to take place regularly. [2.6.4 Texas A&M University Coordination].
- 9.4 Establish a “good neighbor” initiative with Texas A&M for permanent and temporary residents.** Build upon existing programs to promote positive living experiences for students and long-term residents in city neighborhoods. Activities could include community discussions, a lecture series, door-to-door visits, or neighborhood gatherings. The activities would raise awareness about ordinances, positively communicate neighborhood norms, promote social interaction, and demonstrate what it means to be a “good neighbor.” [NEW see Best Practices Report]
- 9.5 Contribute to a joint branding effort with Texas A&M University.** Continue to work with Texas A&M University to define and promote a stronger and more unified brand identity. This includes not only graphics, but, more importantly, the underlying messages and strategies to share the brand work. [NEW]
- 9.6 Expand tourism opportunities with Texas A&M University.** Expand partnerships with Texas A&M University to recruit, create, and magnify tourism opportunities at A&M facilities and beyond. [NEW]
- 9.7 Pursue partnerships with Texas A&M University regarding environmental stewardship.** Encourage collaborations with academic departments, institutes, and operational units to capitalize on university research and expertise and help raise awareness of environmental stewardship and sustainable practices within the community. [revised and NEW]

Other local and regional coordination

- 9.8 Convene coordination meetings with neighboring jurisdictions and regional planning organizations.** Participate in collaborative efforts, such as the Intergovernmental Committee and others, on land use, infrastructure, facilities planning, and other planning issues of mutual interest. Seek opportunities to align policies or share services to create a stronger region and more efficiently utilize resources. [from Ch. 2]
- 9.9 Pursue interlocal cooperation agreements.** With Brazos, Grimes, and Burleson counties; City of Bryan; Texas A&M University; and other service providers, as

appropriate. Such agreements can address coordination of subdivision review, thoroughfare planning, floodplain management, and utility and other service provision, among other matters of mutual interest. [8.2.9]

9.10 Continue to coordinate with the College Station Independent School District and public charter schools. Coordination should address facility needs and projections, potential locations for new schools or future use of existing schools, infrastructure impacts of school development, and ensuring safe/walkable areas around schools. [7.4.3]

9.11 Continue to participate in regional transportation initiatives. Partner with the Bryan-College Station Metropolitan Planning Organization (MPO), the Brazos County Regional Mobility Authority, Brazos Valley Council of Governments, Texas A&M University, TxDOT, Brazos Transit District, and Union Pacific on initiatives such as Interstate 14, Easterwood Airport flight network expansion, Texas High Speed Rail Initiative, freight transport, the Brazos Yard, and quiet zones.

Internal Coordination

9.12 Reference the Comprehensive Plan actions within City master plans. City master plans are components of the Comprehensive Plan that provide. Master plans should be updated on a regular cycle (or as needed). The updates should include provisions that relate directly to actions within the Comprehensive Plan and the Future Land Use & Character Map within Chapter 2. [8.2.1]

9.13 Reference the Comprehensive Plan and City master plans in Capital Improvements Planning, departmental work programs, and budgeting processes. Alignment with the City's long-term plans should be among the criteria for evaluating potential capital or operating expenditures. [8.3.3]

Existing City Master Plans

Master Plan Name	Relevance to Comprehensive Plan	Created	Last Updated	Typical Horizon	City Department
Recreation, Parks, and Open Space Master Plan	Chapter 5: Parks, Greenways, and the Arts	2011	Ongoing	2011-2020	Parks & Recreation
Bicycle, Pedestrian and Greenways Master Plan	Chapter 6: Mobility Chapter 5: Parks, Greenways, and the Arts	2010	2018	2010-2020	Planning & Development Services
Economic Development Master Plan	Chapter 4	2013	2020	2020-2025	Economic Development
Water System Master Plan	Chapter 7: Municipal Services & Community Facilities	2010	2017		CSU Water Services
Wastewater System Master Plan	Chapter 7: Municipal Services & Community Facilities	2011	2017		CSU Water Services

Existing Neighborhood & Special District Plans

Plan Name	Created	Planning Timeframe	City Department
Medical District Master Plan	2012	unspecified	Planning & Development Services
Central College Station Neighborhood Plan	2010	2010-2017	Planning & Development Services
Eastgate Neighborhood Plan	2011	2011-2018	Planning & Development Services
South Knoll Area Neighborhood Plan	2013	2013-2020	Planning & Development Services
Southside Area Neighborhood Plan	2012	2012-2019	Planning & Development Services
Wellborn Community Plan	2013	2013-2023	Planning & Development Services

The Comprehensive Plan is the City's broadest and most long-term policy guide. It is supported by several focused master plans, district, and neighborhood plans. These high-level plans provide direction to several short-term strategic implementation plans and City ordinances.



Chapter 10: Implementation and Administration (currently Chapter 9)

Consider the following for updating this chapter.

- 1. Undertake a new educational initiative as described in Chapter 9 of the current Comprehensive Plan upon adoption of the updated Comprehensive Plan.**
- 2. Replace the table of initiatives (current table 9.1) with a summary table of recommendations organized by chapter. Include action type, roles, funding, etc. See Big Picture recommendation I2.**

ACKNOWLEDGMENTS

Thank you to the countless citizens, civic organizations, student groups, outside agencies, regional partners, and community leaders who participated in The Next 10 evaluation process and public input opportunities. This report would not be possible without your input and support.

A special thanks to the following contributors for their many hours of service preparing this report.

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CITY OF COLLEGE STATION

Home of Texas A&M University®

2018 EXISTING CONDITIONS REPORT





MILL CREEK AMPHITHEATER



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MESSAGES FROM CITY LEADERS



Planning is essential to maintain a thriving and financially sound city

DR. KARL MOONEY, MAYOR

"College Station is a growing community. Its attraction is its livability and the quality of life that many elements of the city cooperatively work together to sustain. To continue those collective efforts, planning is essential. The established visions of long-term residents have to be maintained in purpose and scope so that the ideas, experiences, and expectations of new residents can be merged in a way that fosters a thriving and financially sound city. By doing so, the melting pot that is created enables city leaders to evolve the comprehensive plan with regularity. The result is further evaluation and, when necessary, modification of ordinances, city budgets, and boundaries in an atmosphere of transparency and relevance."



Comprehensive planning provides a way for everyone to focus on a common vision

JANE KEE, PLANNING & ZONING COMMISSION CHAIR

"Comprehensive planning provides a way for everyone in a community to focus on a common vision for the future. In a vibrant and growing city such as College Station, this is especially important. Through the planning process, we can find areas where most of us can agree — if we are open to working together. The process provides a format for education and developing goals and objectives that once adopted, allow residents to know what to expect in and around their neighborhoods, business owners and developers to know where and how to invest in our community, and municipal decision-makers to stay focused on the long term. The key to success is having as many people as possible involved in the planning process from initial input to final adoption."



Effective planning directly confronts challenges and opportunities

JENNIFER PROCHAZKA, PLANNING & DEVELOPMENT SERVICES DIRECTOR

"Comprehensive planning is essential to preserving the unique character of College Station and creating opportunities for economic growth. In its simplest form, planning helps determine what we as a community want to protect, what opportunities are available, and provides the direction to get there. Planning engages people and creates conversations about the things that matter most to them – their neighborhoods and schools, the availability of jobs and economic opportunity, and their businesses and the ability to grow. College Station consistently ranks among the fastest-growing communities in the nation, so it is essential that we plan for continued growth in a way that is sensible, predictable, and fiscally responsible. Effective planning directly confronts the challenges and opportunities facing College Station, while providing a unified vision for the community."



2009-2030 COMPREHENSIVE PLAN MISSION STATEMENT

College Station, home of Texas A&M University, will remain a vibrant, forward-thinking, knowledge-based community that promotes the highest quality of life for our citizens by:

- Ensuring safe, tranquil, clean, and healthy neighborhoods with enduring character.
- Increasing and maintaining the mobility of our citizens through a well-planned and constructed inter-modal transportation system.
- Expecting sensitive development and management of the built and natural environments.
- Supporting well-planned, high-quality and sustainable growth.
- Valuing and protecting our cultural and historical community resources.
- Developing and maintaining high-quality, cost-effective community facilities, infrastructure, and services that ensure our city is cohesive and well connected.
- Proactively creating and maintaining economic and educational opportunities for our citizens.

College Station will continue to be among the friendliest and most responsive of communities and a demonstrated partner in maintaining and enhancing all that is good and celebrated in the Brazos Valley. It will continue to be a place where Texas and the world come to learn, live, and conduct business.

INTRODUCTION

Planning for the growth and development of a city is similar to planning for a road trip – it begins simply with knowing the starting point and the destination.

Based on these two points, one can project how long the trip will take, the necessary supplies, and come up with a general game plan for the predictable parts of the journey. After all this preparation, it is time to execute the plan, which requires constant adjustments as both the expected and unexpected unfold along the way.

In 2006, the City of College Station began a three-year process of community input to determine where and how it wanted to grow and develop. The resulting 2009-2030 Comprehensive Plan is the city's policy roadmap to plan, anticipate, and guide growth and development over a 20-year period. This Comprehensive Plan is implemented by the Unified Development Ordinance, which provides the technical regulations for all new development.

Now approaching 10 years since the adoption of the Comprehensive Plan, it is time for the College Station community to reassess and discuss where the city has come from, where it is, and how to proceed. The 2018 Existing Conditions Report kicks off this process by taking a snapshot of the growth trends and conditions from multiple planning perspectives as of September 2018. The goal of this report is to provide a common, data-informed starting point for upcoming comprehensive planning conversations and scenarios about future growth and development.

Beyond the starting point and the destination, what makes any road trip fun are the people one is traveling with. The College Station community has earned its reputation of being a city of great people that is successfully implementing its vision to “continue to be among the friendliest and most responsive of communities and a demonstrated partner in maintaining and enhancing all that is good and celebrated in the Brazos Valley.” To that end, city staff is excited and grateful to begin the community conversations and processes that will culminate in an updated Comprehensive Plan.

JUSTIN GOLBABAI, PLANNING ADMINISTRATOR





LOCATION

367
FEET ABOVE SEA LEVEL

1938
COLLEGE STATION WAS
INCORPORATED

4,198
ACRES OF FLOODPLAINS
ARE PRESERVED

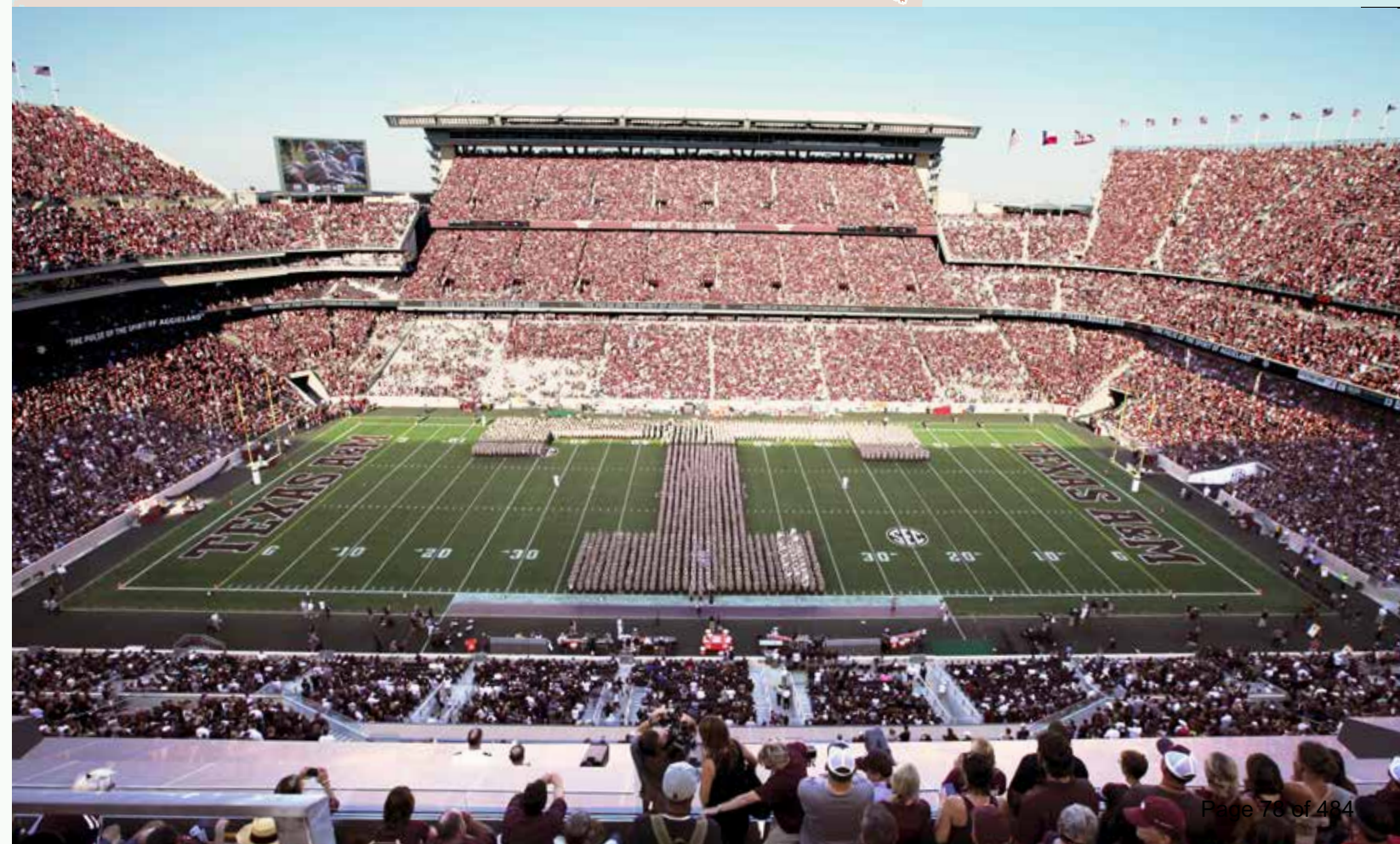
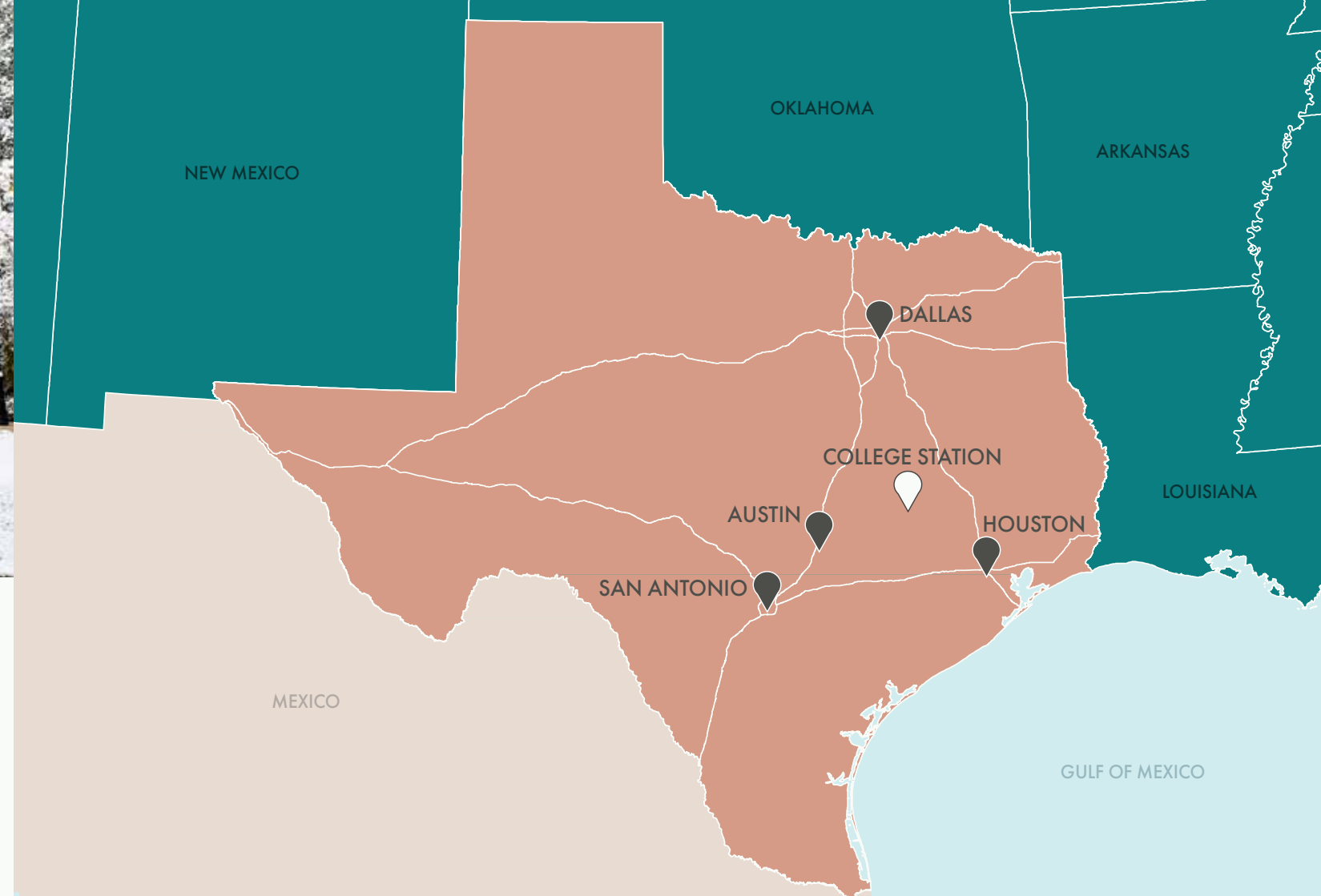
College Station is located in Brazos County in the heart of central Texas.

Its central location is within a three-hour drive of four of the 11 largest cities in the United States: Houston, Dallas, San Antonio, and Austin. The greater College Station-Bryan Metropolitan Area is made up of Brazos, Burleson, and Robertson Counties. The area is home to approximately 258,000 residents and is the 15th largest Metropolitan Statistical Area in Texas.¹ Major attractions include the George Bush Presidential Library and Museum, which attracts an average of 147,205 visitors annually². The city has almost 120,000 residents and boasts one of the lowest crime rates in the state³.

College Station is home to the main campus of Texas A&M University, the flagship institution of the Texas A&M University System. In the fall of 2018, approximately 67,003 students attended the College Station campus⁴. Texas A&M is the oldest public institution of higher education in Texas and had over \$2.79 billion dollars of endowment in 2017⁵. The university has a triple designation as a land, sea, and space-grant institution, reflecting the broad scope of the research endeavors it brings to the city, including ongoing projects funded by agencies such as NASA, the National Institutes of Health, the National Science Foundation, and the Office of Naval Research⁶.

SOURCES:

¹U.S. CENSUS BUREAU ²GEORGE BUSH PRESIDENTIAL LIBRARY AND MUSEUM ³2018 CITYRATING.COM COLLEGE STATION CRIME RATE REPORT (TEXAS) ⁴TEXAS A&M UNIVERSITY ENROLLMENT PROFILE – FALL 2018 ⁵TEXAS A&M FOUNDATION 2017 ANNUAL REPORT ⁶TEXAS A&M TODAY





HISTORY

1876 Established through the Morrill Land Grant Act, the Agricultural and Mechanical College of Texas, now known as Texas A&M University, became the first public institution of higher learning in Texas. Classes began Oct. 4, 1876. Because of its isolation, administrators provided facilities for those associated with the college. The campus became the focal point of community development. College Station, Texas, was designated in 1877 by the U.S. Postal Service. The name was derived from the train station located west of campus that was serviced by the Houston and Texas Central Railway.

1939 The first city council meeting was held on Feb. 25, 1939, in the Texas A&M Administration Building. During this time, the city relied heavily on Texas A&M for meeting space, a fire department and utility lines.

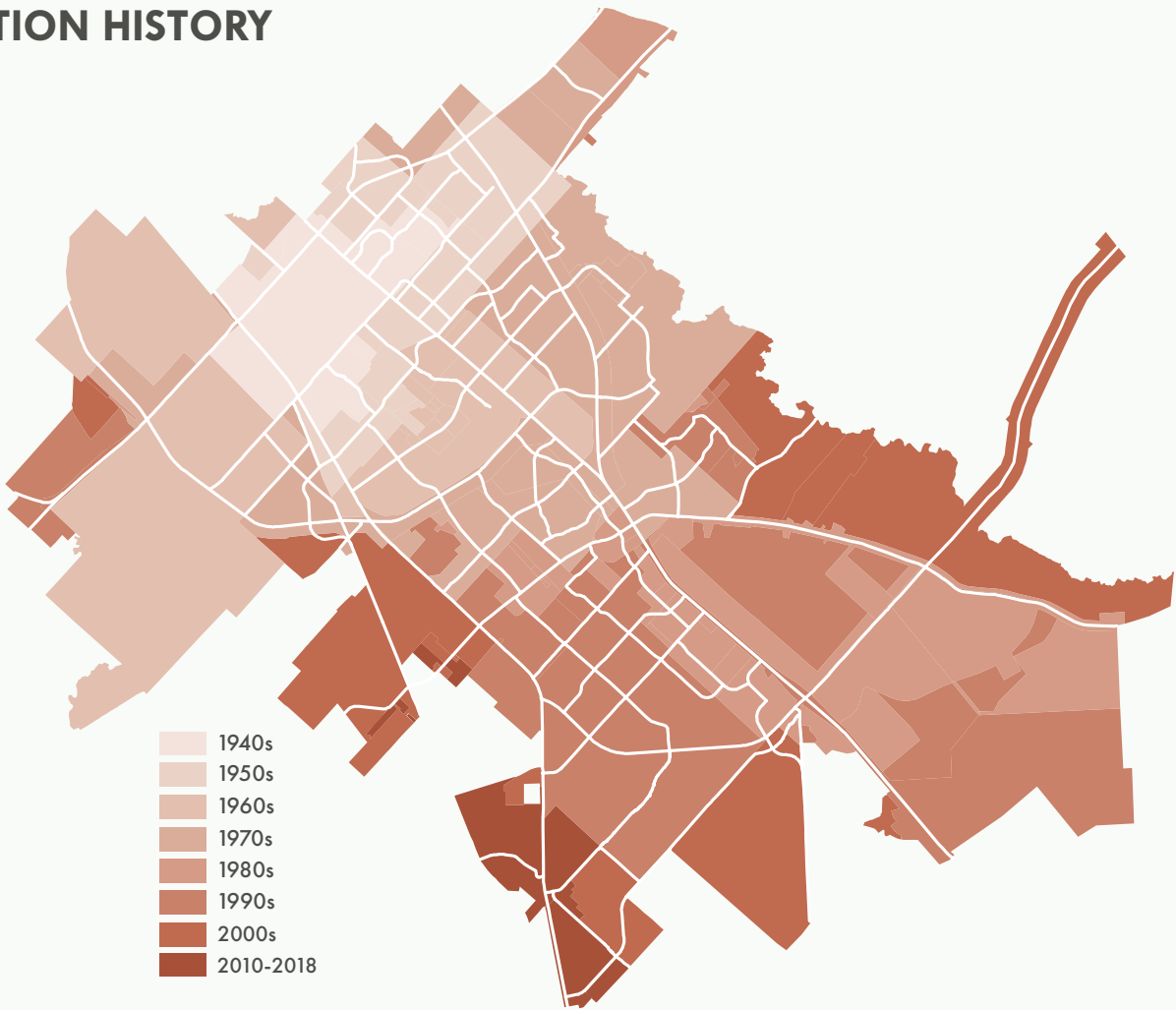
1938 The growth of both the community and college influenced residents' desire to create a municipal government. On Oct. 19, 1938, by a vote of 217-39, College Station officially incorporated as a city. The incorporation was the result of a petition to Texas A&M's Board of Directors by 23 men representing on- and off-campus interests. The board had no objections and suggested to the neighborhoods that a belt around campus be included in the proposed city. These neighborhoods are known as Northgate, Eastgate and Southside. The city jurisdiction covered roughly two square miles. The city has since expanded to 51 square miles.

1944 At the time of incorporation, state law did not allow a general law city to hire a city manager. As a result, College Station employed a business manager until 1943, when the law was changed to permit general law cities to use the council-manager form of government. On April 4, 1944, the city became the first general law city in Texas to have a city manager. Citizen committees were also formed that year.

1947 In December 1947, College Station celebrated the opening of its first city hall.

1952 College Station witnessed growth to the north, east and south during the 1940s. The city's status as a general law city, however, limited officials' ability to annex territory. Without its own city charter, the council could only annex property in areas where residents had petitioned for inclusion inside the city limits. The home rule amendment from 1912 allowed Texas cities with at least 5,000 inhabitants the legal right to compose and amend their own charters. The 1950 Census recorded College Station's population at 7,268. To compete with the City of Bryan in annexation, the council held a special election on Jan. 8, 1952, when residents voted 220-11 to adopt a home rule charter.

ANNEXATION HISTORY



2016 CITIZEN SURVEY

In 2016, the City of College Station conducted a comprehensive citizen survey to measure how citizens feel about the city’s services and quality of life.

Many of these items relate either directly or indirectly to land use and transportation-related issues.

Top 5 things citizens value most about living in College Station

- 1. Friendly people, family-friendly, good quality of life.
- 2. Quality education opportunities (schools, Texas A&M), college atmosphere, proximity to Texas A&M.
- 3. Small-town feel but has amenities of a larger city (entertainment, cultural, religious, etc.).
- 4. Safety, low crime.
- 5. Entertainment/shopping/businesses.

Top 5 changes citizens would make in College Station

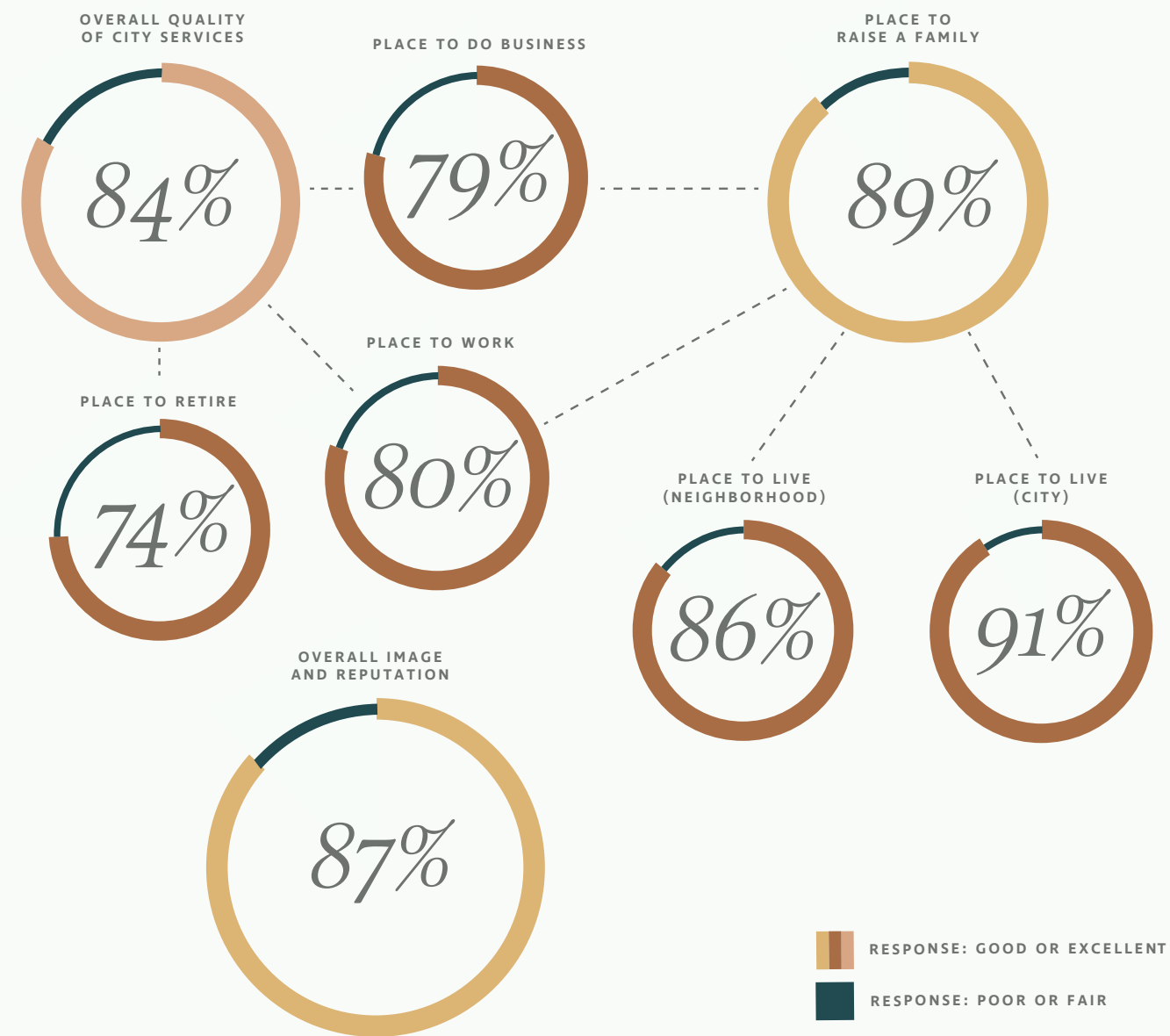
- 1. Traffic congestion, stricter traffic laws, ban texting/driving, improve traffic flow, need public transit.
- 2. Improve retail options, more entertainment activities for teens, adults, seniors, tourists.
- 3. Improve road planning and maintenance.
- 4. Efficient use of taxpayer funds, sustainable growth, more responsive to citizens, maintain infrastructure.
- 5. Less rental housing in residential neighborhoods, preserve neighborhood integrity.

Top 5 areas citizens believe should be College Station’s highest priority

- 1. Balanced city budget, managed growth, sustainability, maintain small-town feel, high-quality growth/development.
- 2. Reduce traffic congestion, alternative transportation methods.
- 3. Public safety.
- 4. Job creation.
- 5. Maintain streets/roads.



QUALITY OF LIFE





RECOGNITIONS AND RANKINGS

In recent years, College Station has received many prestigious national recognitions and rankings in a variety of economic and social categories.

Growth

- No. 1**, Fastest-Growing Non-Suburb in Texas¹
- No. 2**, Fastest-Growing City in U.S.²
- No. 3**, Fastest-Growing Cities in Texas³
- No. 4**, Fastest-Growing College Towns⁴
- No. 15**, Fastest-Growing U.S. Metros¹

Economy

- No. 1**, Best Small Texas Cities for Jobs⁵
- No. 1**, 10 U.S. Cities Primed for Economic Growth in 2018⁶
- No. 3**, Best Small Places in the U.S. for Business and Careers⁵
- No. 11**, America's Most Internet-Connected Cities⁷
- No. 15**, Best Small U.S. Cities for Cost of Business⁵

Quality of Life

- No. 4**, Safest Cities in Texas⁸
- No. 6**, America's Best College Towns⁹
- No. 11**, Best Cities to Raise a Family in Texas¹⁰
- No. 17**, Cities with the Best Public Schools in the United States⁸
- No. 28**, Best Cities to Live in America⁸

Retirement

- No. 1**, Top College Towns Drawing 55+ Homebuyers¹¹
- No. 4**, Great Places to Retire¹²

SOURCES:
¹U.S. CENSUS BUREAU (2016) ²NERDWALLET (2014) ³SAVEONENERGY (2016) ⁴SELFSTORAGE (2015)
⁵FORBES (2016) ⁶CARDRATES.COM (2018) ⁷GOVERNING (2014) ⁸NICHE.COM (2017)
⁹LIVEABILITY.COM (2017) ¹⁰ELITE PERSONAL FINANCE (2017) ¹¹NEWHOMESOURCE (2017) ¹²USA TODAY (2013)





NATURAL
ENVIRONMENT





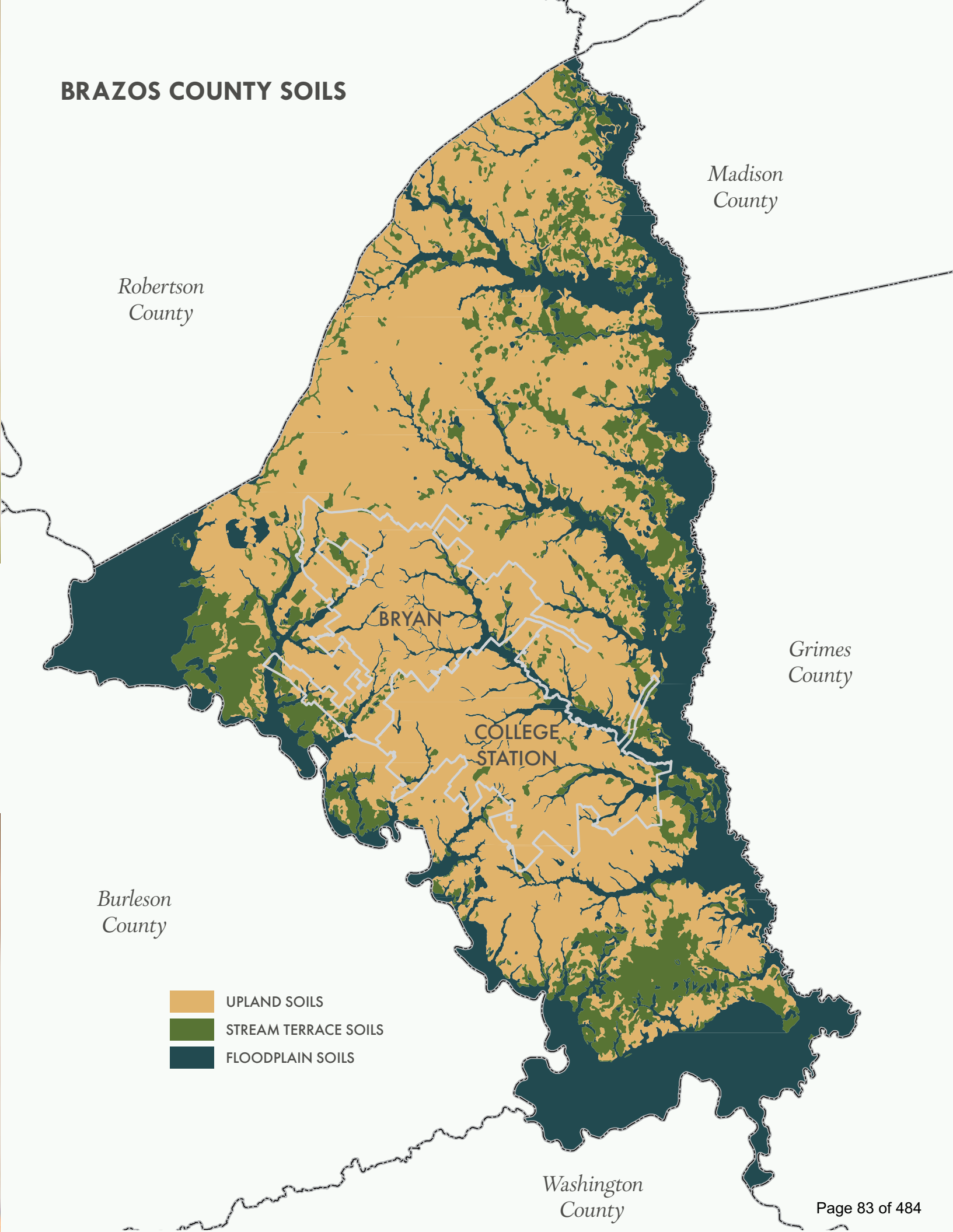
ECOREGION

College Station is located in the East Central Texas plains.

The undeveloped landscape is characterized by a mosaic of post oak woodland and grassland. The city is flanked by the Brazos River to the southwest and Navasota River to the east, with the natural topography ranging from gently hilly in the center of town to relatively level terrain along the Brazos and Navasota River floodplains. Loamy soils are dominant across the cityscape. These soils have restricted permeability and high shrink-swell potential.



BRAZOS COUNTY SOILS



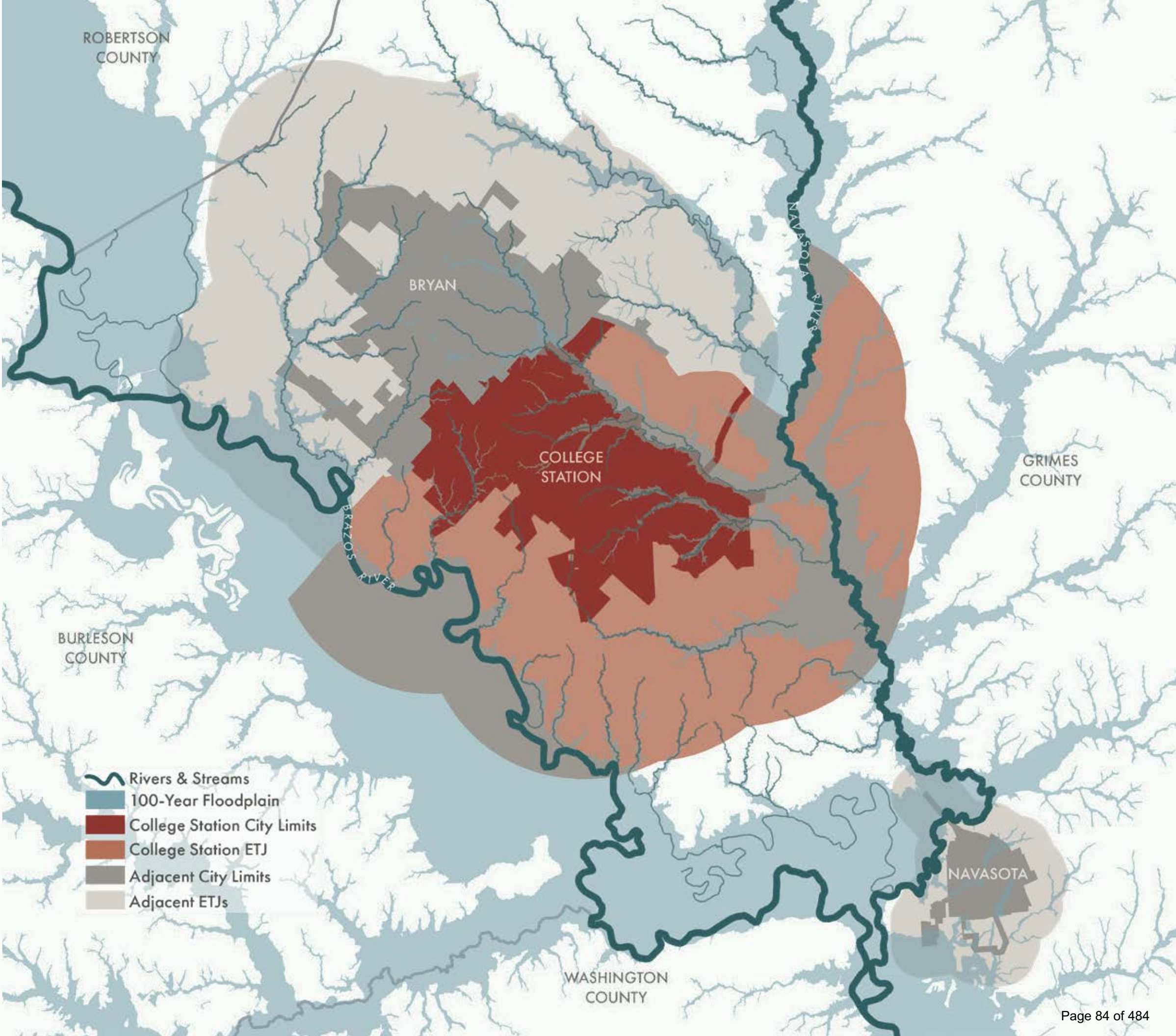
FLOOD MAP

College Station strives to protect the natural and beneficial functions of local floodplain areas.

The city's floodplain management program helps citizens minimize flood-related property damage as well as protect water quality, provide ideal wildlife habitat, and maintain dynamic travel corridors. The Comprehensive Plan provides the land use designation of Natural Areas Reserved for a desired future zoning district of Natural Areas Protected to preserve the natural function of floodplains, manage regulatory floodway and provide greenways, open space and recreation facilities. The city also employs development standards and zoning provisions to protect and preserve the natural function of the floodplains.

The National Flood Insurance Program continues to rate College Station as a Class-7 Community in recognition of the city's flood management efforts beyond the minimum National Flood Insurance Program standards. Subsequently, the flood insurance rates in College Station have been reduced by 15 percent for insurable structures in Special Flood Hazard Areas and five percent in 500-year areas.

College Station has about 91-square miles of land available for potential expansion. At that point, the city limits will meet the extraterritorial limits of Navasota and the 100-year floodplain of the Brazos and Navasota Rivers. The vast floodplains range from a half-mile to six miles wide.





CLIMATE

Located about 367-feet above sea level, College Station has a subtropical and temperate climate.

The winters are mild with periods of low temperatures that usually last less than two months. Snow and ice are rare, although College Station received five inches of snowfall on Dec. 7, 2017. Summers are hot and humid with the only real variation in weather being occasional rain showers.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	ANNUAL
RECORD HIGH F°	90	99	96	98	101	108	110	110	112	102	94	89	112
MEAN MAXIMUM F°	78.5	81.5	85.2	89.2	93.5	97.3	100.1	102.3	98.7	92.6	84.7	79.5	103.4
AVERAGE HIGH F°	61.0	64.8	71.7	78.9	85.8	91.7	94.8	96.2	90.5	81.4	71.0	62.3	79.2
AVERAGE LOW F°	41.2	44.4	51.0	58.1	72.2	74.6	74.5	74.5	69.4	60.3	50.5	42.2	58.9
MEAN MINIMUM F°	24.9	26.7	32.2	40.1	52.4	64.1	69.0	68.5	54.9	42.5	32.8	24.9	20.3
RECORD LOW F°	-3	1	17	28	42	53	60	55	41	29	19	2	-3
AVERAGE PRECIPITATION INCHES	3.24	2.85	3.17	2.66	4.33	4.45	2.14	2.68	3.18	4.91	3.22	3.23	40.06
AVERAGE PRECIPITATION DAYS (> 0.01 INCHES)	8.4	8.1	8.3	6.5	8.3	8.5	5.7	5.8	6.7	7.6	8.1	8.8	90.8

SOURCES:
NOAA CLIMATE DATA FOR COLLEGE STATION, TEXAS (EASTERWOOD AIRPORT), 1981–2010 NORMALS, EXTREMES 1882–
PRESENT RETRIEVED FROM: 2018 WIKIPEDIA.ORG: GHCN DAILY ID: USW00003904





DEMOGRAPHICS



POPULATION

In October 2018, the population estimate for College Station was 119,748.

In October 2018, the population estimate for College Station was 119,748. Since 2010, the population has increased by 26 percent. College Station’s population numbers include university students living in the city limits. The population estimates were calculated using the average household size and occupancy rate based on 2010 Census population, then calculating population growth based on residential demolition permits and certificates of occupancy issues for new residential dwelling units.

PLEASE NOTE
FROM THE YEAR 2000 TO TODAY, THE AVERAGE ANNUAL GROWTH RATE HAS BEEN 2.8%. FIGURE 3.3 ILLUSTRATES 2030 POPULATION PROJECTIONS BASED ON 2.5%, 3% AND 3.5% ANNUAL GROWTH RATES:

FIG 3.1 - POPULATION SINCE 1940

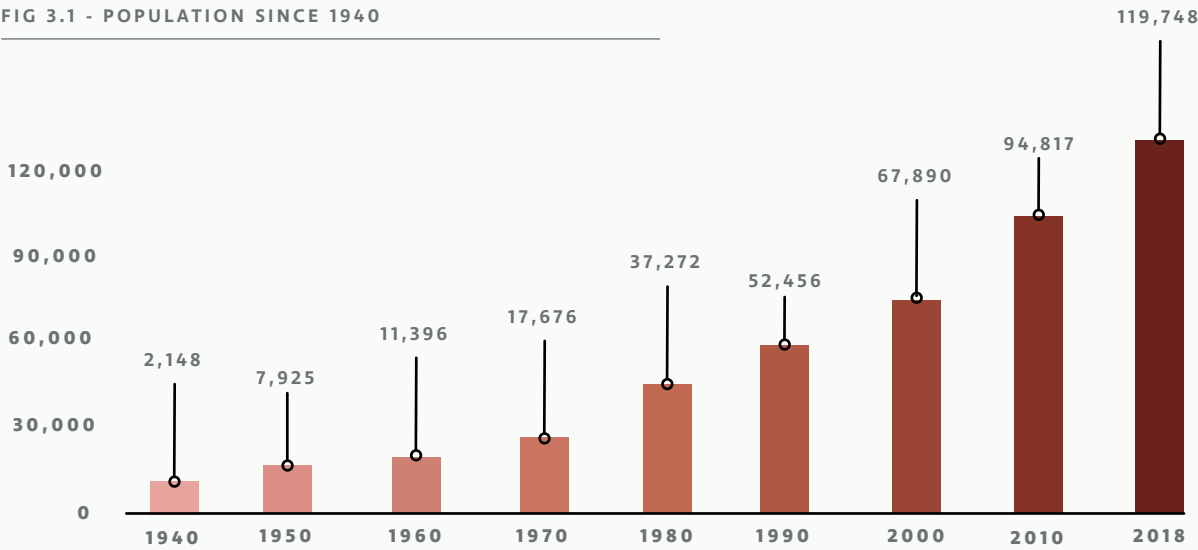
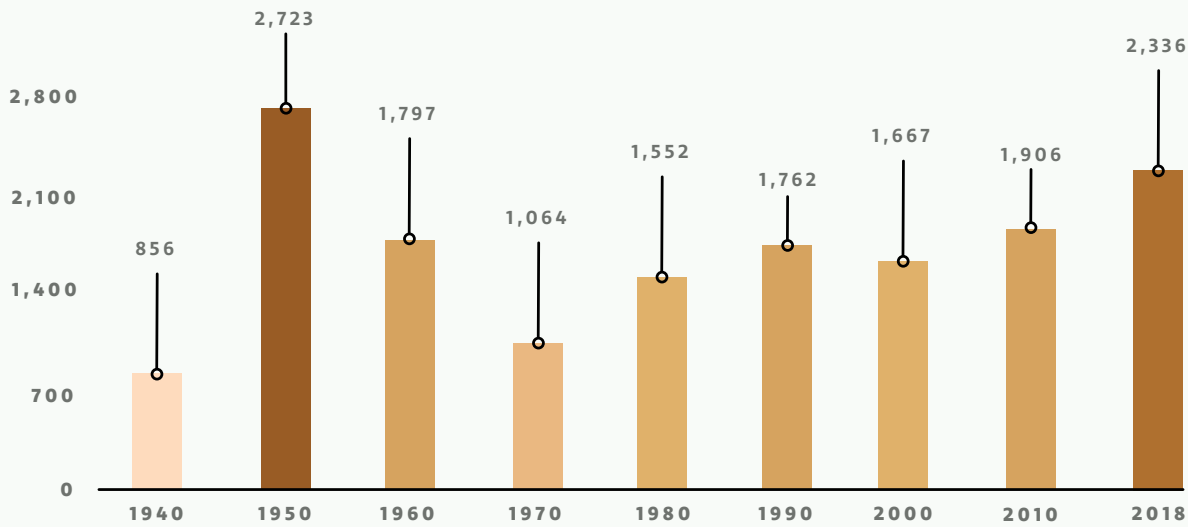


FIG 3.2 - POPULATION DENSITY SINCE 1940



POPULATION DENSITY

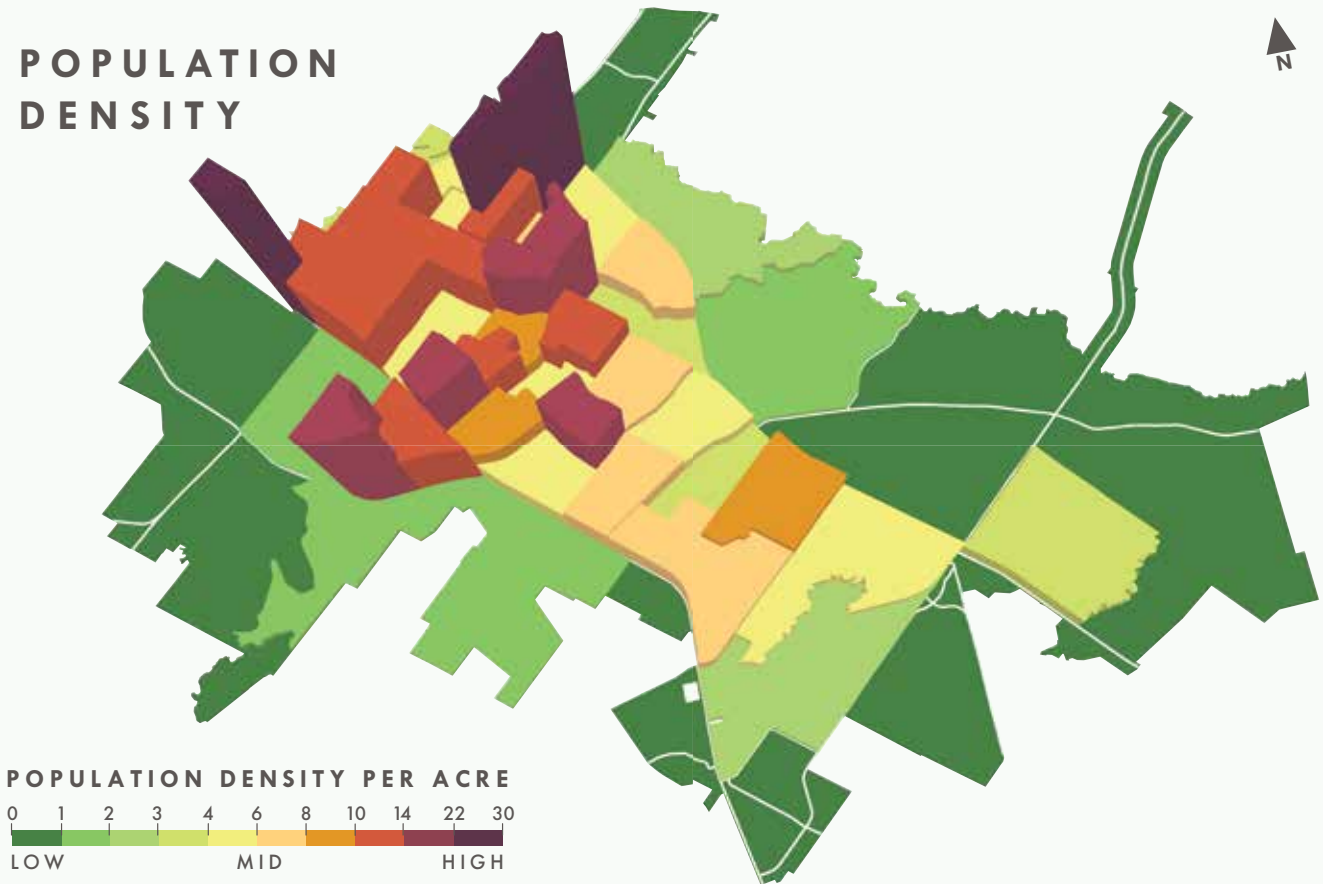
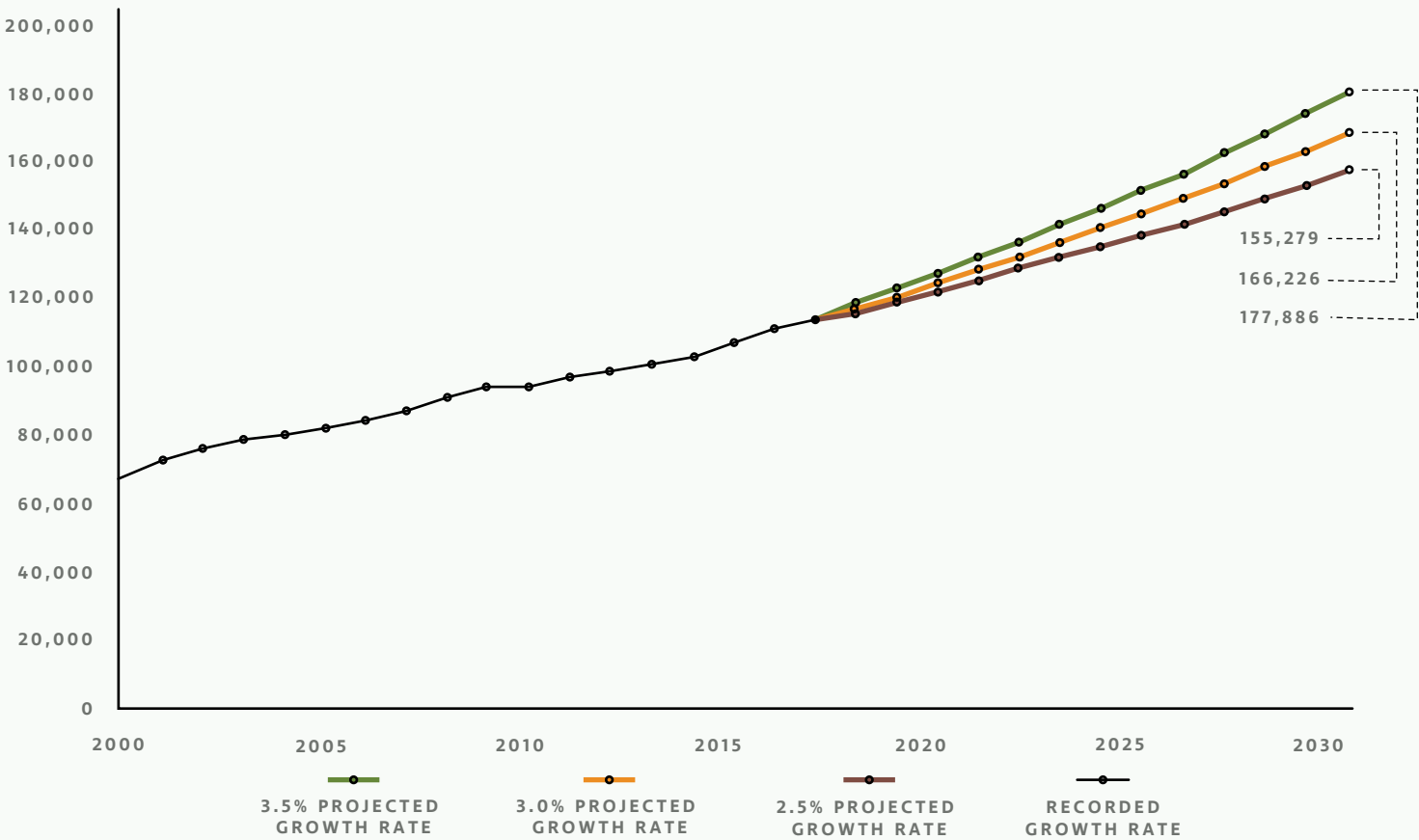


FIG 3.3 - COLLEGE STATION'S PROJECTED POPULATION GROWTH



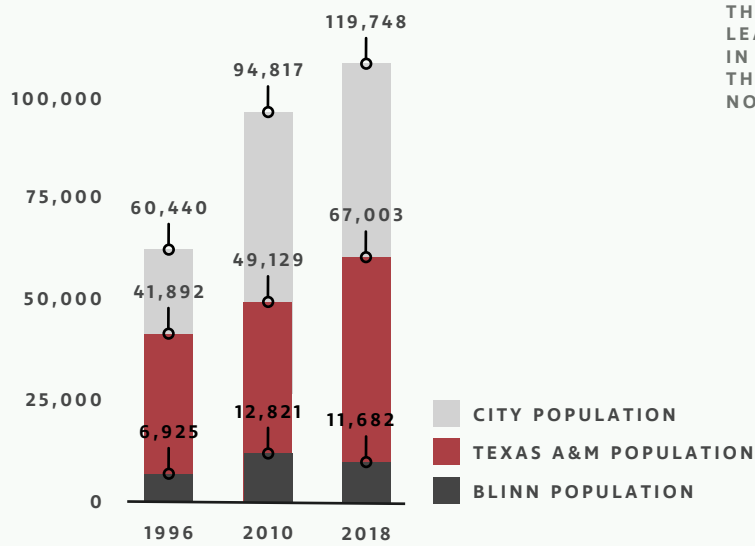


HIGHER EDUCATION POPULATION

The city's growth is significantly impacted by the growth of Texas A&M University.

Blinn College, a two-year college located in Bryan, also contributes to the student population in College Station. Fall 2018 enrollment for Texas A&M's College Station campus was 67,003¹, a new record. Fall 2018 enrollment at Blinn College's Bryan campus was 11,682². Enrollment for Texas A&M is a 25.9 percent jump from 2013 and Blinn's Bryan Campus is a decrease of 9.3 percent.

FIG 3.4 - HIGHER EDUCATION POPULATION SINCE 1996

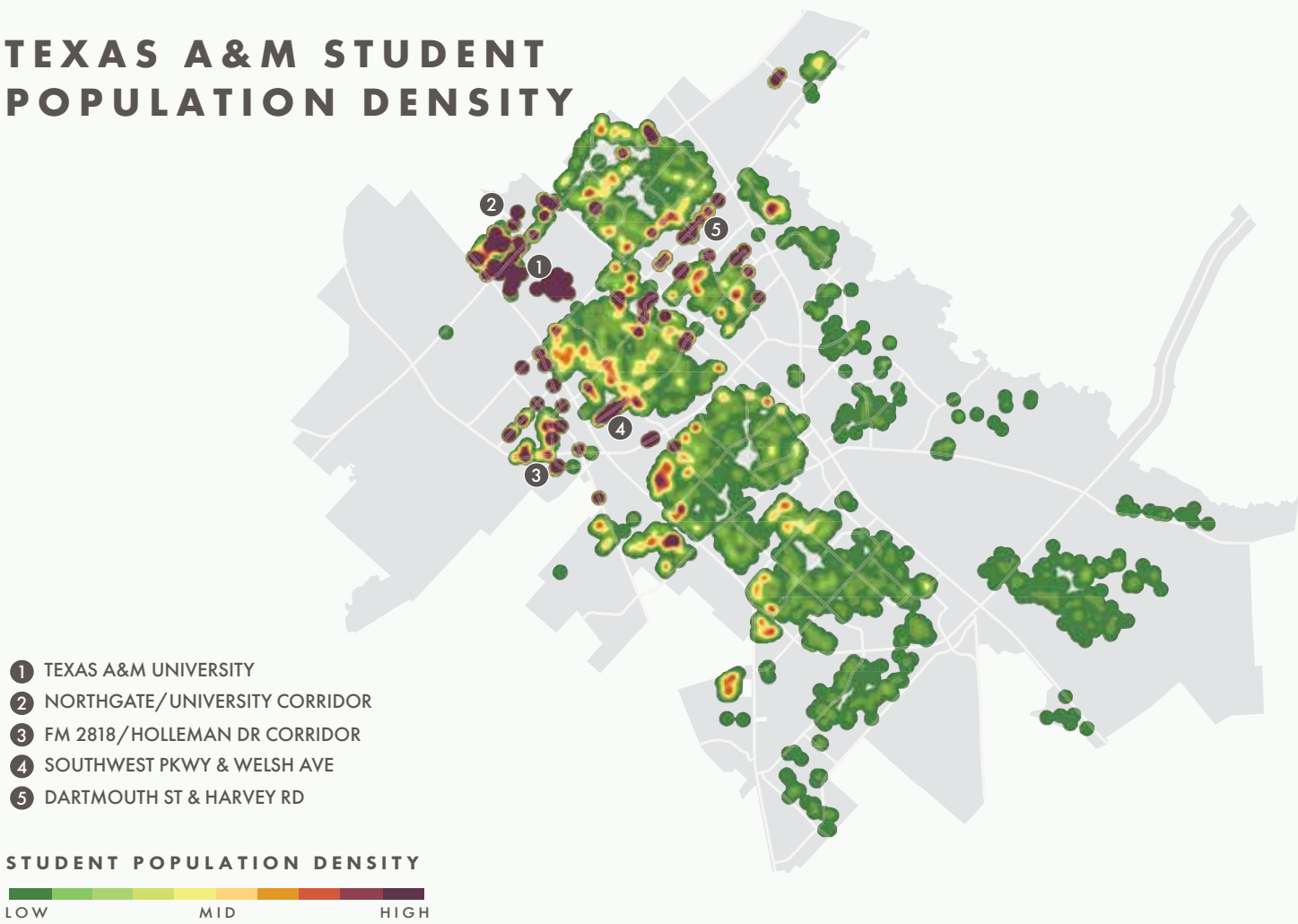


PLEASE NOTE

THE TEXAS A&M ENROLLMENT DATA INCLUDES DISTANCE LEARNING AND THE HEALTH SCIENCE CENTER, LOCATED IN BRYAN. BLINN COLLEGE ENROLLMENT DATA INCLUDES THE HEALTH SCIENCE CENTER AND RELLIS CAMPUS, BUT NO DISTANCE LEARNING PROGRAMS.

SOURCES:
¹TEXAS A&M UNIVERSITY DATA & RESEARCH SERVICES, BASED ON THE 12TH CLASS DAY ESTIMATES
²BLINN RESEARCH & REPORTING DEPARTMENT

TEXAS A&M STUDENT POPULATION DENSITY



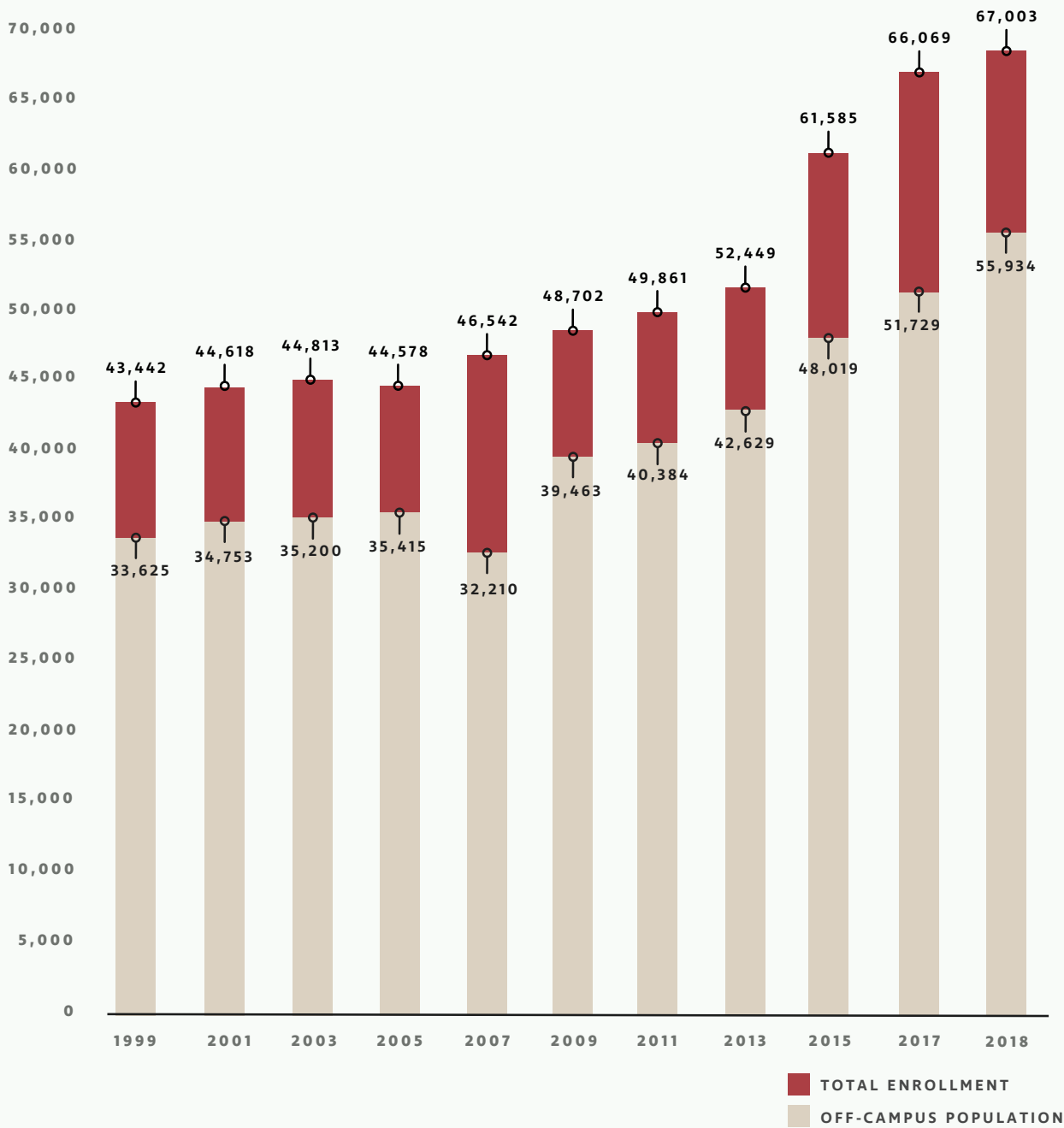


AGE GROUPS

The median age in College Station is 22.6 years old, an increase of 0.3 years from 2010.

The relatively young age of city residents is due to the large number of college students. The increase in median age is likely due to the increase in local job opportunities for recent graduates. The city’s senior population (65+) grew from 4.7 percent to 8 percent from 2010 to 2016. As the baby boomer generation ages, it is likely that the city will continue to see an increase in residents 50 years and older. About 17 percent of College Station’s population is under the age of 18, and the child dependency ratio is 21 percent, which shows the ratio of dependents under 18 years old and the total population of 18-64 year olds.

FIG 3.5 - TEXAS A&M OFF-CAMPUS POPULATION



SOURCE: U.S. CENSUS 2016, ACS 5-YEAR ESTIMATE

43%
OF THE POPULATION
IS BETWEEN 18 AND 24

21%
OF THE POPULATION
HAS CHILD DEPENDENTS

FIG 3.6 - MALE AND FEMALE POPULATION

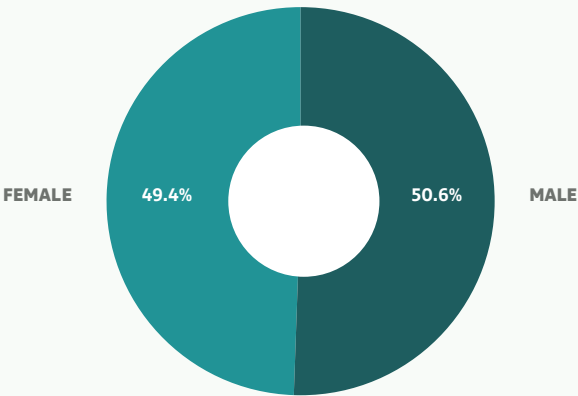
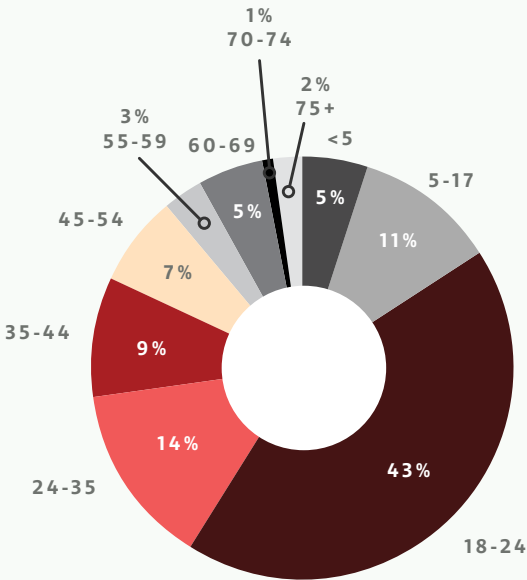


FIG 3.7 - POPULATION BY AGE GROUP





ETHNICITY AND RACE

In 2016, 78.8 percent of College Station residents identified themselves as Caucasian, 14.9 percent as Hispanic, and 9.7 percent as Asian¹.

In the Fall of 2018, 55.8 percent of Texas A&M students identified themselves as Caucasian, 21.3 percent as Hispanic, and 8.6 percent as International.² College Station has grown more diverse since the 2010 Census, with an increase in Black, Asian, and Hispanic populations.

FIG 3.8 - FALL 2018 TEXAS A&M RACIAL DIVERSITY

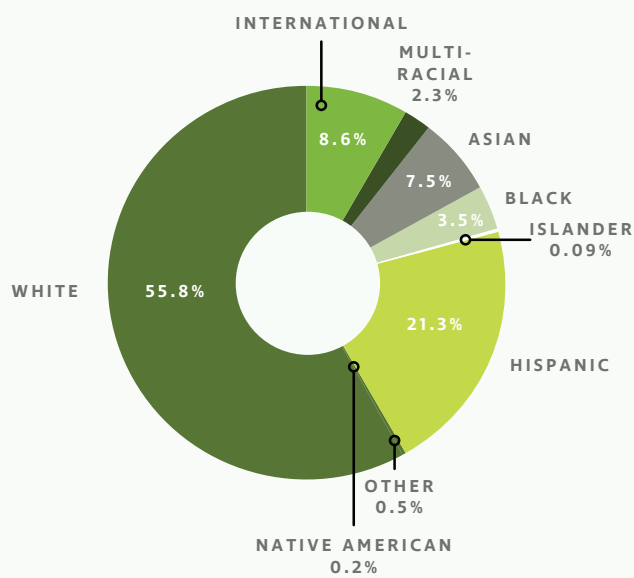
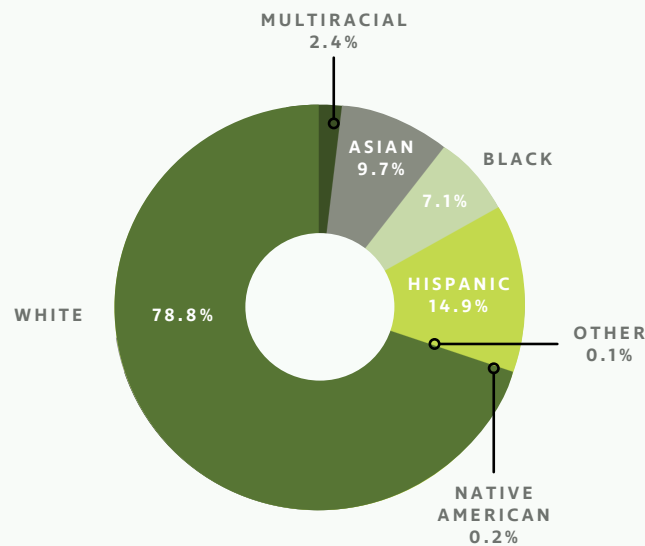


FIG 3.9 - CITY OF COLLEGE STATION RACIAL DIVERSITY



SOURCES:
¹U.S. CENSUS BUREAU, 2016 ACS 5-YEAR ESTIMATE ²TEXAS A&M UNIVERSITY DATA AND RESEARCH SERVICES (FALL 2018).

HOUSEHOLD SIZE AND COMPOSITION

In 2016, there were an estimated 38,020 total households in College Station.

Of these, 53 percent were considered non-family households and 47 percent were considered family households. A non-family household is defined by the U.S. Census Bureau as a householder living alone or with non-relatives only. Non-relatives include any household member not related to the householder by birth, marriage, or adoption. Non-relatives could include roommates or housemates, as well as unmarried partners or foster children. A family household is defined by the U.S. Census Bureau for statistical purposes as “a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people are considered as members of one family.” Families are classified by type as either a married-couple family or other family according to the presence of a spouse. Other family is further broken out according to the sex of the householder.

2.5
 AVERAGE
 HOUSEHOLD SIZE

3
 AVERAGE
 FAMILY SIZE

FIG 3.10 - HOUSEHOLD COMPOSITION

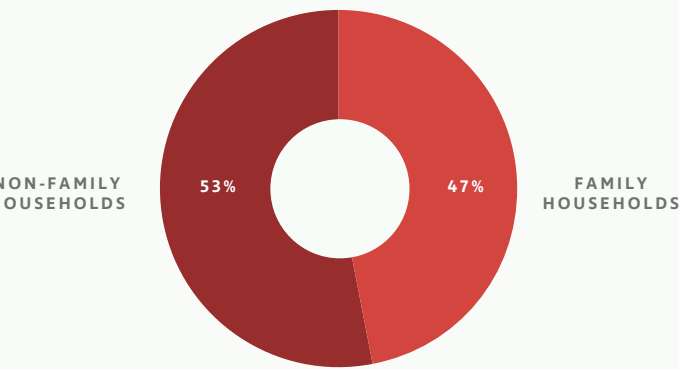


FIG 3.11 - FAMILY HOUSEHOLD COMPOSITION

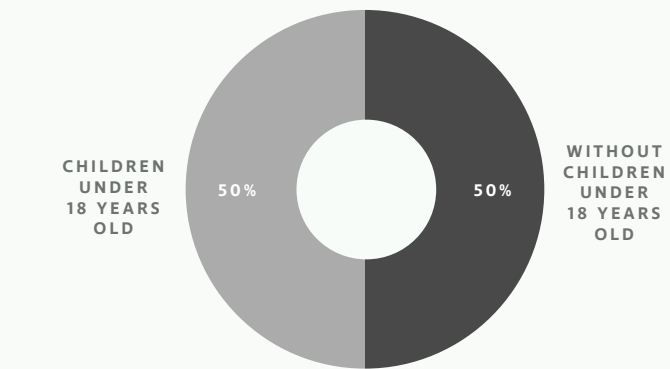


FIG 3.12 - FAMILY HOUSEHOLD COMPOSITION

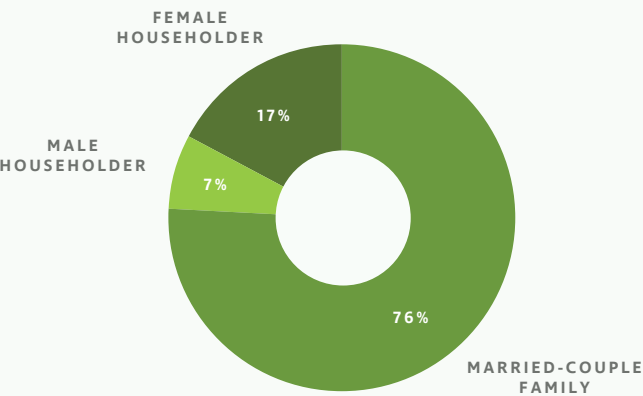
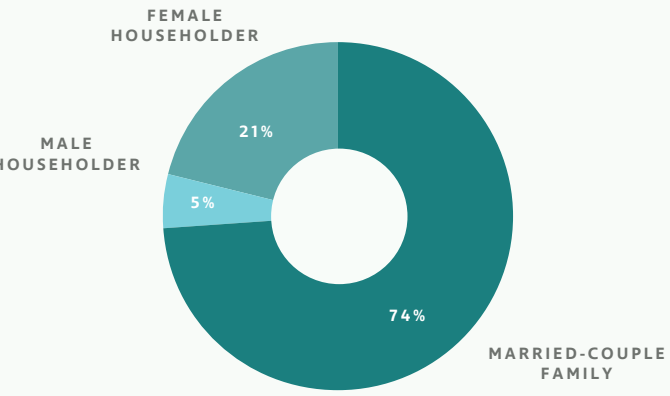


FIG 3.13 - FAMILY HOUSEHOLD COMPOSITION WITH CHILDREN UNDER 18 YEARS



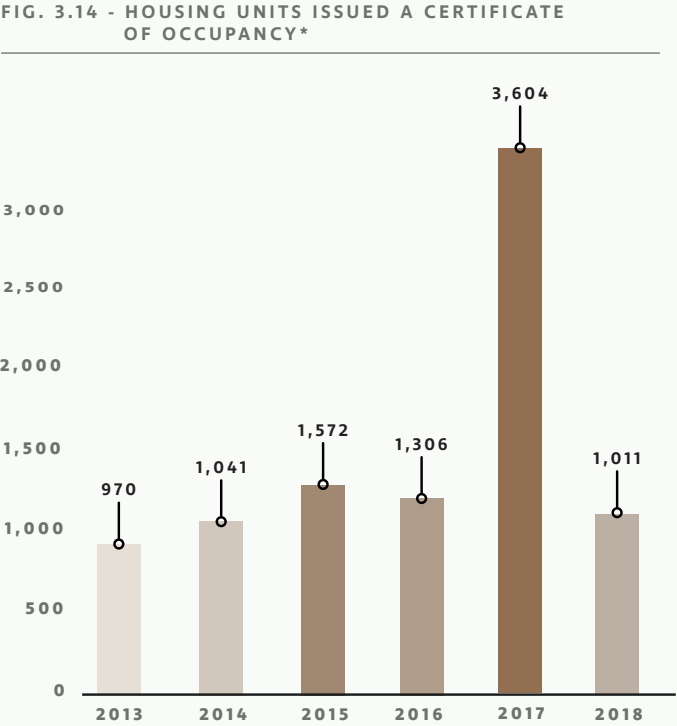
SOURCE: U.S. CENSUS BUREAU, 2016 ACS 5-YEAR ESTIMATE
 NOTE: FIGS 3.11 THROUGH 3.14 DATA REPRESENTS 38,020 TOTAL HOUSEHOLDS (FAMILY AND NON-FAMILY)

HOUSING STOCK AND INVENTORY

From 2010 to 2018, the city has seen growth in all housing unit types.

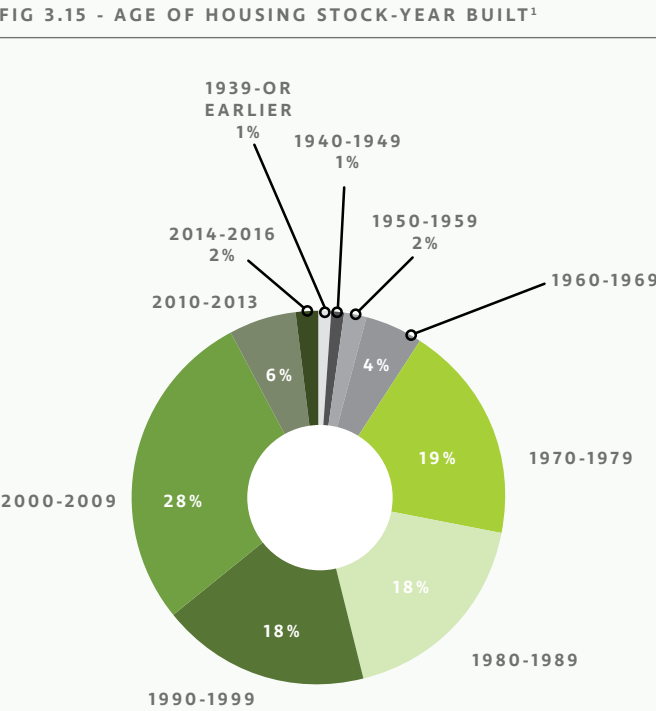
Multi-family dwelling units made up the largest segment of new residential units constructed at 5,775 units, with a large spike in multi-family construction in 2017 after the addition of 1,320 units with the Park West development. During this same period, 4,985 single-family homes were constructed, with over 400 single-family homes built each year.

PLEASE NOTE
ACCORDING TO THE 2016 AMERICAN COMMUNITY SURVEY, 7.5% OF ALL HOUSING UNITS IN COLLEGE STATION WERE BUILT FROM 2010-16, WHILE 83.7% OF HOUSING UNITS WERE BUILT FROM 1970-2009. ABOUT 1,011 HOUSING UNITS WERE COMPLETED THROUGH OCTOBER 2018 BASED ON CERTIFICATES OF OCCUPANCY.



According to the 2016 American Community Survey, College Station has about 42,239 housing units.

Almost half of the housing stock is made up of single-family homes (attached and detached). Multi-family housing units (three or more units within a structure) make up more than 43 percent of the city's housing stock, only 0.5 percent less than single-family detached.



SOURCE: CITY OF COLLEGE STATION PLANNING AND DEVELOPMENT SERVICES, BASED ON OCTOBER 2018 DATA.

FIG 3.16 - NEW RESIDENTIAL UNITS (2010-2018)²

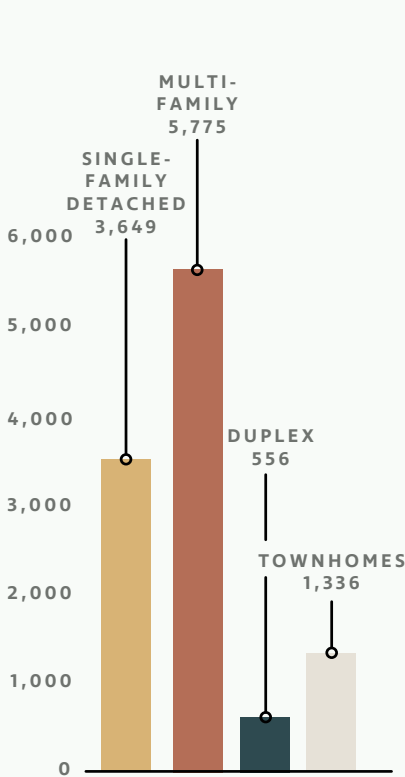
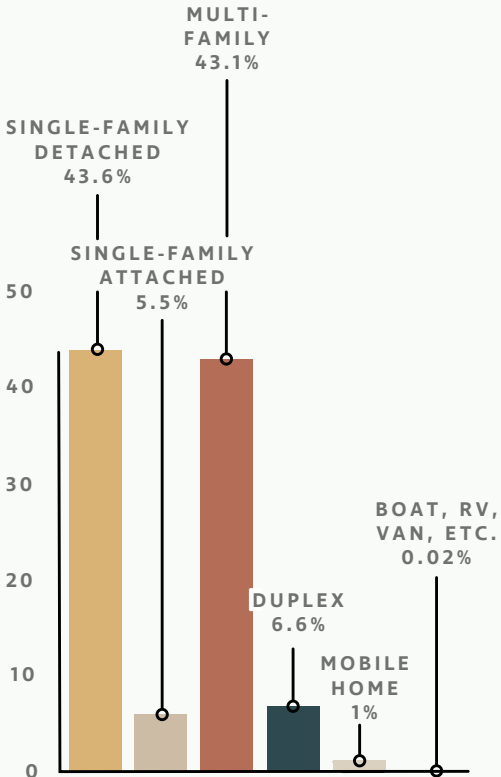


FIG 3.17 - HOUSING STOCK BY TYPE¹



SOURCE: ¹U.S. CENSUS BUREAU, 2016 ACS 5-YEAR ESTIMATE, ²CITY OF COLLEGE STATION PLANNING AND DEVELOPMENT SERVICES

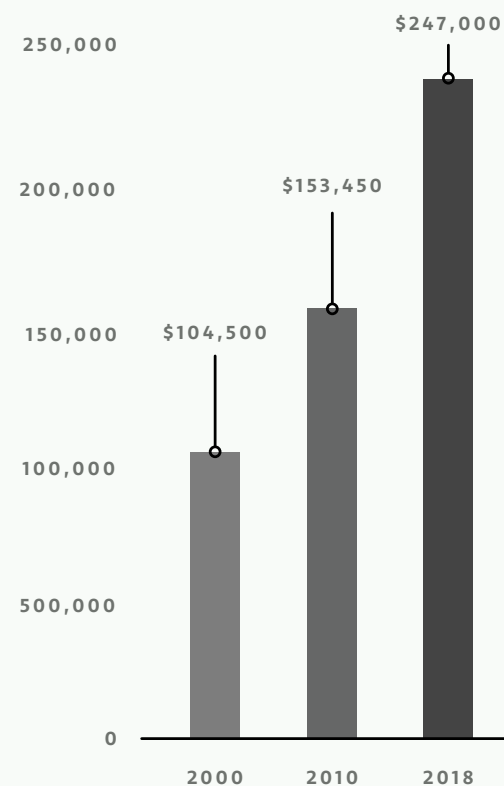


HOUSING MARKET

College Station's median home price is \$247,000.

Based on October 2018 estimates, the median home price is \$247,000¹, with an average of \$283,035—up from \$158,214 in 2013. The estimated monthly inventory, or the amount of time estimated to sell the existing stock, was 4.5 months. With the growing housing market, the total number of annual sales in 2013 has decreased from 1,820 to 1,717 for 2018.

FIG 3.18 - MEDIAN HOME PRICE



SOURCE: 'TEXAS A&M REAL ESTATE CENTER, AS OF OCTOBER 2018



HOUSING ON TEXAS A&M CAMPUS

Texas A&M has an on-campus bed inventory of more than 11,000 in four campus geographic precincts — Northside, Southside, West Campus and The Gardens.

Texas A&M's 2017 Master Plan calls for the construction of 4,245 additional beds in these areas.

5,800
ROOMS

52
AVERAGE AGE (YEARS)
OF HOUSING

11,000
BEDS

22
LIVE LEARN
COMMUNITIES

3.23M
GROSS SQ. FEET

SOURCE: DATA PROVIDED COURTESY OF TEXAS A&M UNIVERSITY AND AYERES SAINT GROSS VIA THE 2017 MASTERPLAN

OCCUPANCY AND TENURE

According to the 2016 American Community Survey, College Station’s estimated occupancy rate is 90.1 percent, a decline from 94.1 percent and 94.7 percent in 2000.

Of the total population, 39 percent owned the housing unit they lived in and 61 percent rented the unit. The chart below is the breakdown of each type of housing unit every person in College Station lived in and if it was owner or renter occupied. According to the data, 37 percent of the total population (34,952) lived in a single-family (attached or detached) home in 2016 in almost 96 percent of all owner-occupied housing units. Multi-family housed 25 percent (23,617) of the population and made up 41.4 percent of renter-occupied housing units.

FIG. 3.19 - POPULATION IN OWNER-OCCUPIED HOUSING UNITS BY TYPE

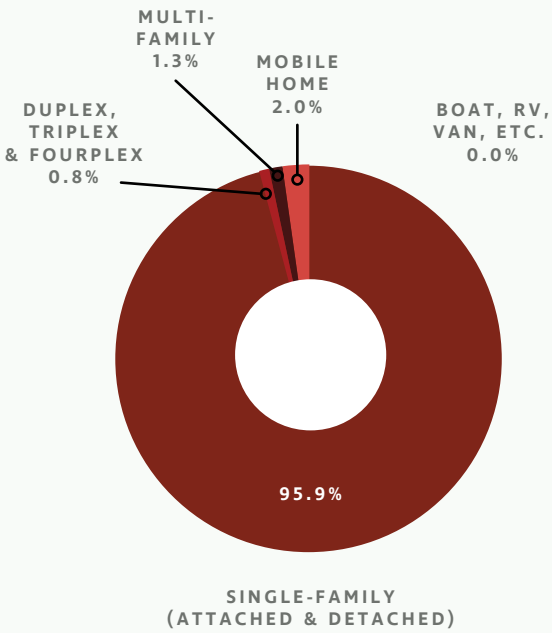


FIG. 3.20 - POPULATION IN RENTER-OCCUPIED HOUSING UNITS BY TYPE

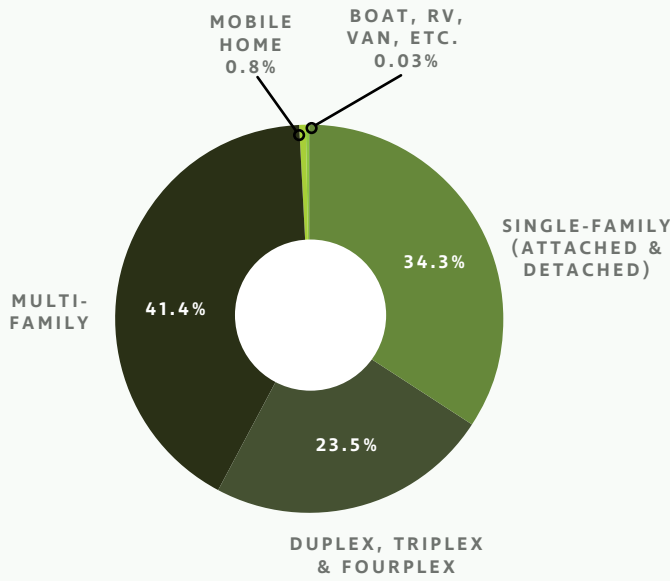
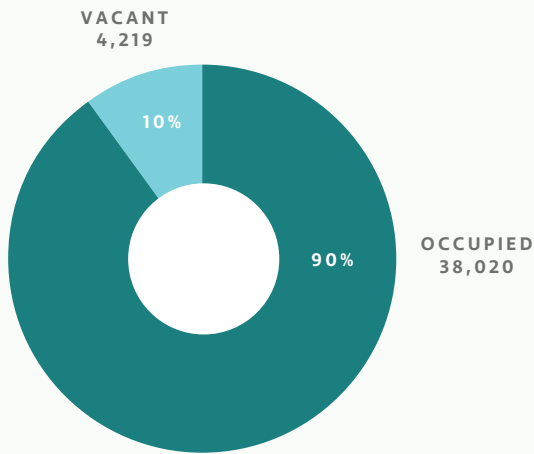


FIG. 3.21 - OCCUPANCY RATE - ALL HOUSING TYPES



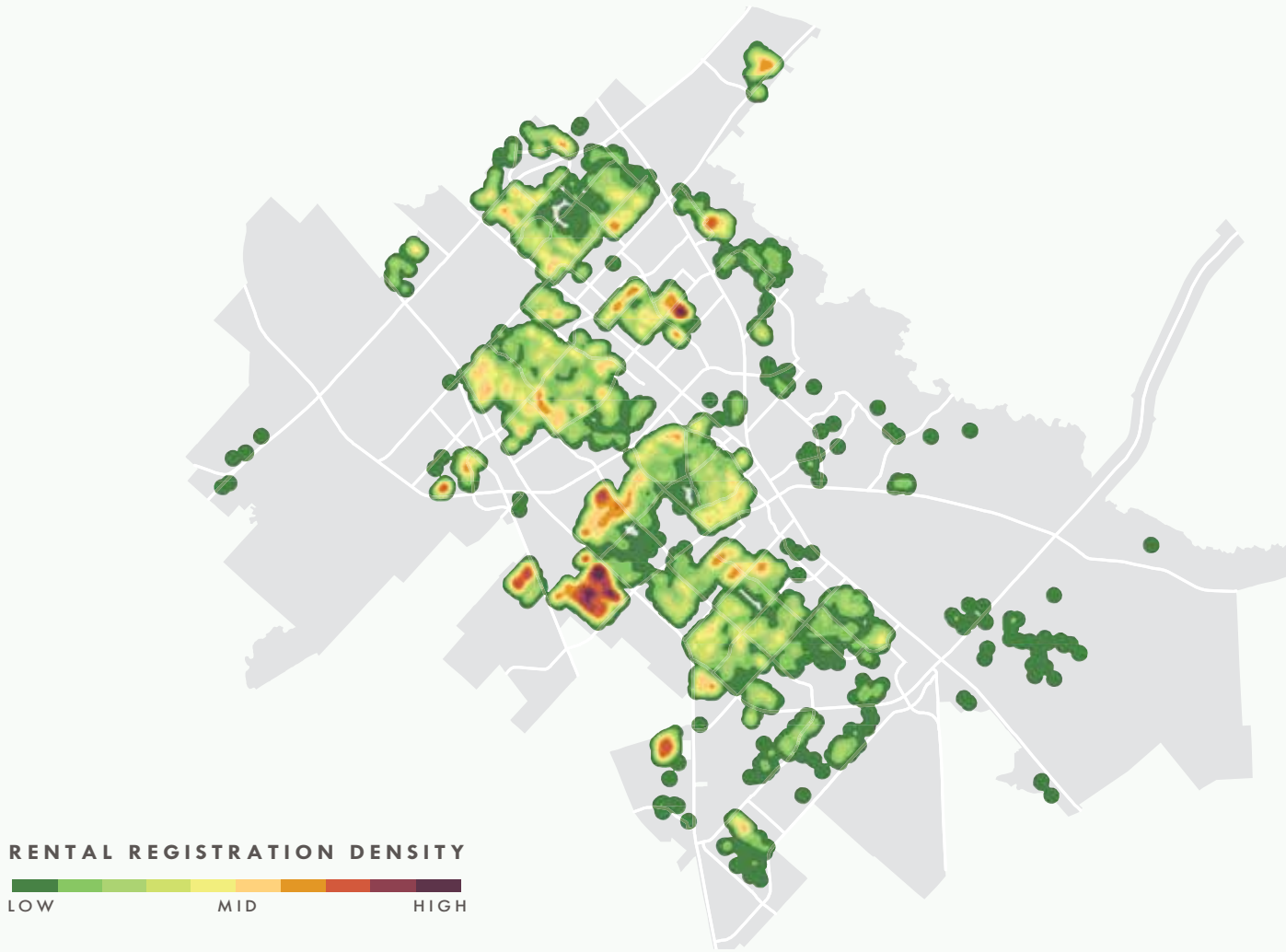
SOURCE: U.S. CENSUS BUREAU 2016, ACS 5-YEAR ESTIMATE



RENTAL REGISTRATION

Since 2014, the City of College Station has tracked rental properties through its Rental Registration program.

In October 2018, there were 6,931 single-family and duplex units registered as active rental properties. The registered properties account for approximately 13.8 percent of College Station’s single-family and duplex units based on the 2016 American Community Survey. Rental properties are located throughout the city but are concentrated near Texas A&M and to the west of State Highway 6, as shown below.



INCOME

In the 2016 American Community Survey, College Station’s estimated average income (per capita) was \$23,218.

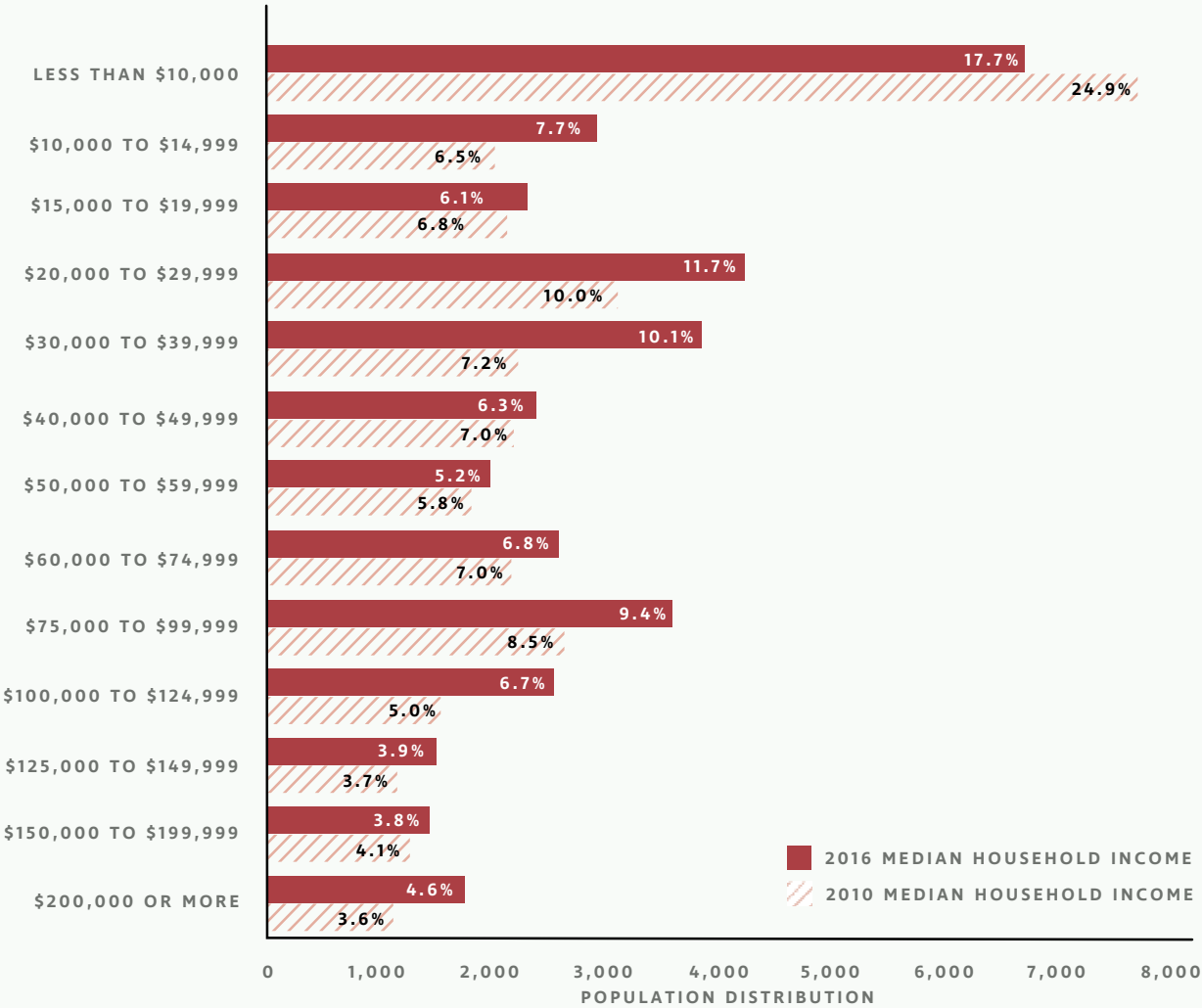
The same year, the median household income was estimated at \$36,471—up \$4,236 from 2010—and the median family income was \$72,047, up \$4,595 from 2010.

Due to the College Station’s unique demographic makeup where many households are made up of college students, it is important to distinguish the difference between family and household. The Census Bureau defines a household as “people who occupy a housing unit” and a family as “a group of two people or more related by birth, marriage, or adoption and residing together.”

The income statistics include college student households that may have little or no income, which creates a lower median household income. Additionally, the median household income in College Station was lower than the state and Brazos County, which was \$54,727 and \$41,654, respectively. Based on the American Community Survey, only 40 percent of households in College Station had an income of more than \$50,000 and 21.4 percent had an income between \$50,000-100,000.

The College Station Independent School District classified 36.3 percent of its students as economically disadvantaged for the 2018-2019 school year. Under the National School Lunch and Child Nutritional Program, students are eligible for free or reduced-priced meals when they meet the income eligibility guidelines set by the Department of Agriculture’s Food and Nutrition Service.

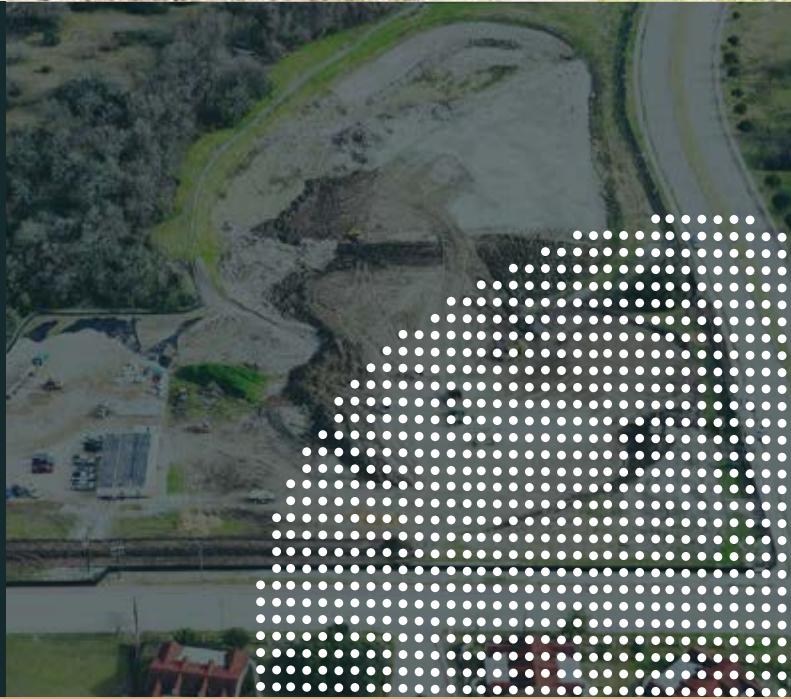
FIG. 3.22 - MEDIAN HOUSEHOLD INCOME DISTRIBUTION
2010 VS 2016



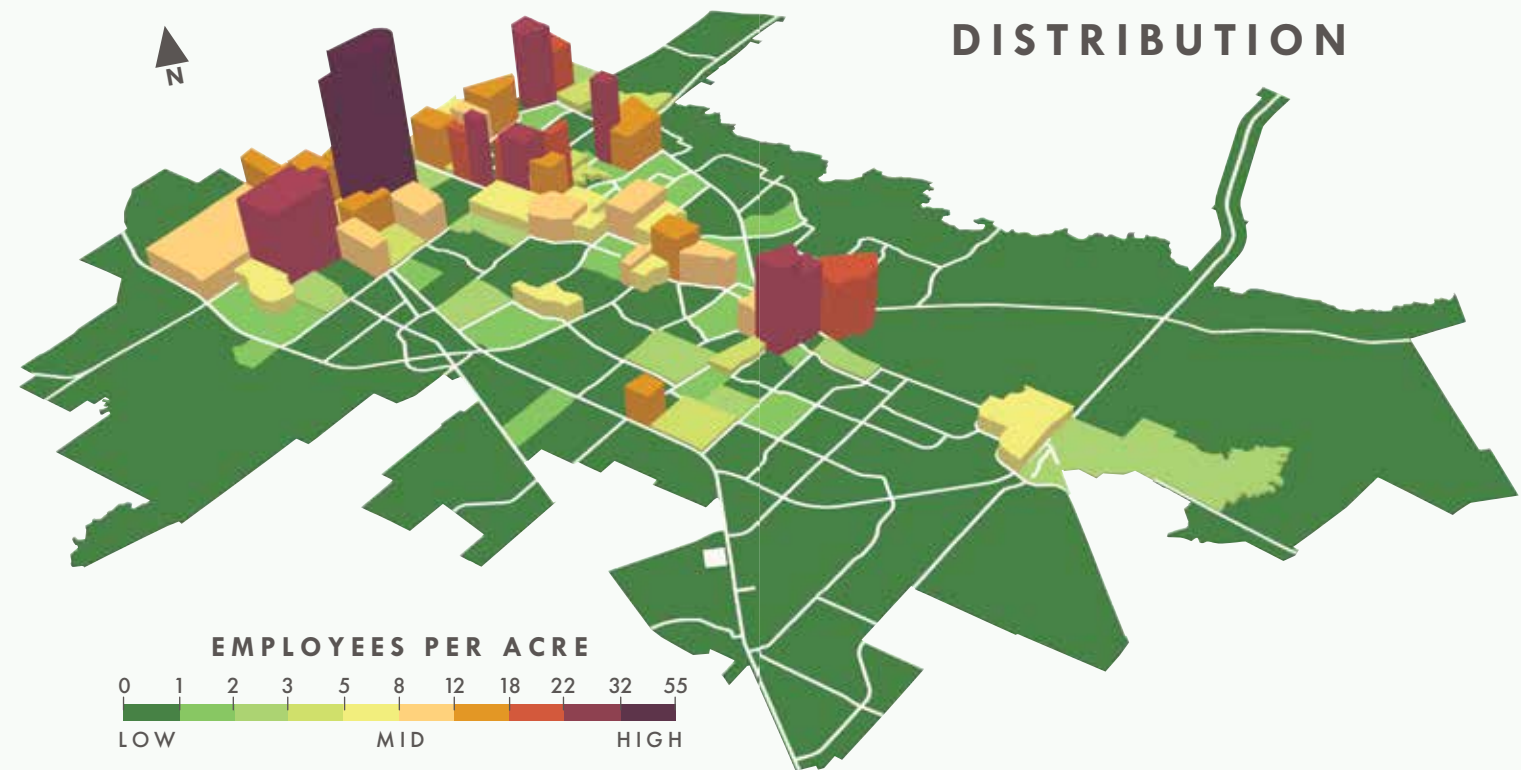
SOURCE: U.S. CENSUS, 2010 AND 2016 ACS (5-YEAR ESTIMATE)



ECONOMIC
DEVELOPMENT



EMPLOYMENT DISTRIBUTION



EMPLOYERS

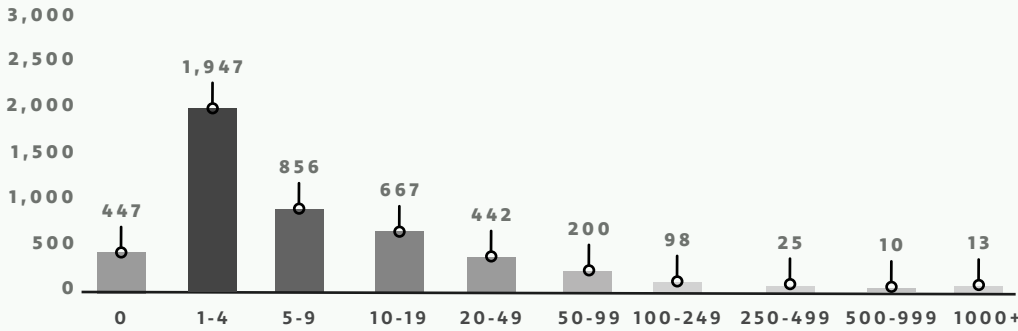
The College Station-Bryan Metropolitan Statistical Area has a growing, educated labor force and low unemployment rate.

The growth of Texas A&M is a significant driver in the positive expansion of the local economy.

FIG. 4.1¹ - TOP 10 EMPLOYERS IN BRAZOS COUNTY IN 2017

BLINN COLLEGE
BRYAN ISD
CHI ST. JOSEPH'S REGIONAL HOSPITAL
COLLEGE STATION ISD
HEB GROCERY
REYNOLDS & REYNOLDS
SANDERSON FARMS
TEXAS A&M HEALTH SCIENCE CENTER
TEXAS A&M UNIVERSITY
WALMART/SAM'S CLUB

FIG. 4.2² - MSA NUMBER OF FIRMS BY INDUSTRY SIZE CLASS



SOURCES:
¹CITY OF COLLEGE STATION 2017 COMPREHENSIVE ANNUAL FINANCIAL REPORT,
²TEXAS WORKFORCE COMMISSION, DATA AS OF OCTOBER 2018

FIG. 4.3 - METRO STATISTICAL AREA (MSA) EMPLOYMENT BY FIRM'S EMPLOYMENT CLASS

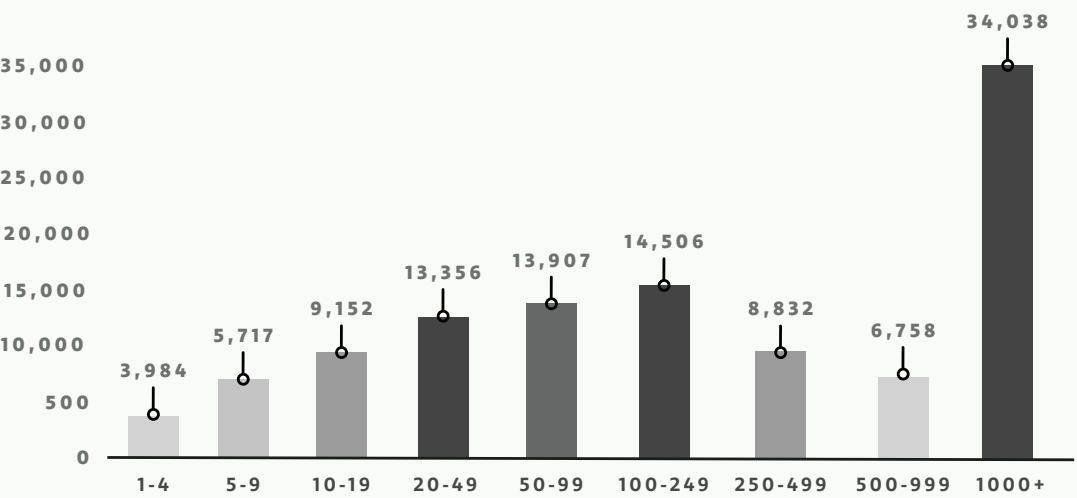


FIG. 4.4 - MSA WAGES BY INDUSTRY

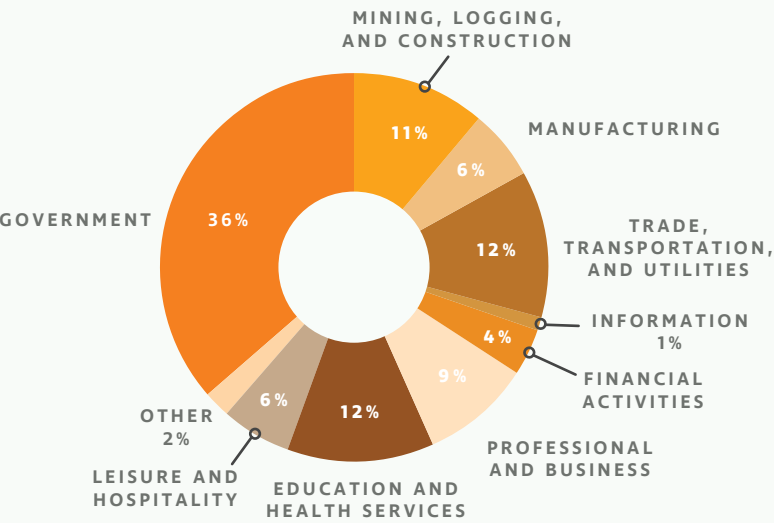
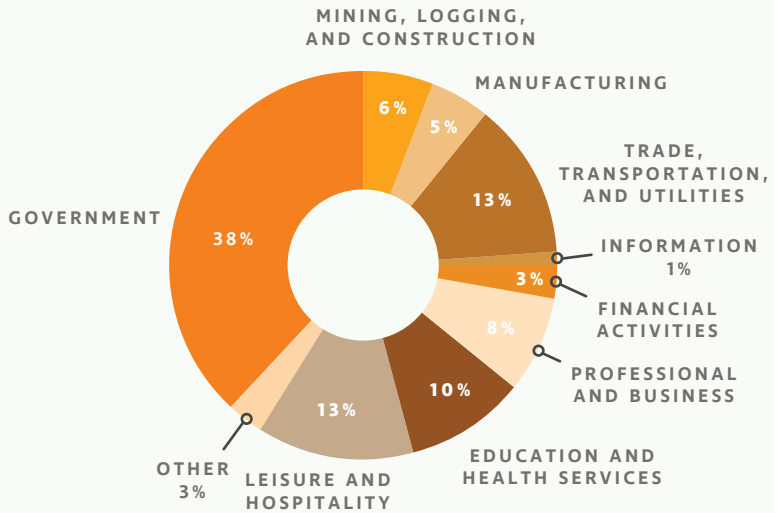


FIG. 4.5 - MSA EMPLOYMENT BY INDUSTRY



SOURCES: TEXAS WORKFORCE COMMISSION, DATA AS OF OCTOBER 2018

\$1.7B

WAGES IN THE COLLEGE
STATION-BRYAN MSA

124,200

JOB IN THE COLLEGE
STATION-BRYAN MSA

FIG. 4.6² - MSA UNEMPLOYMENT (BY YEAR)

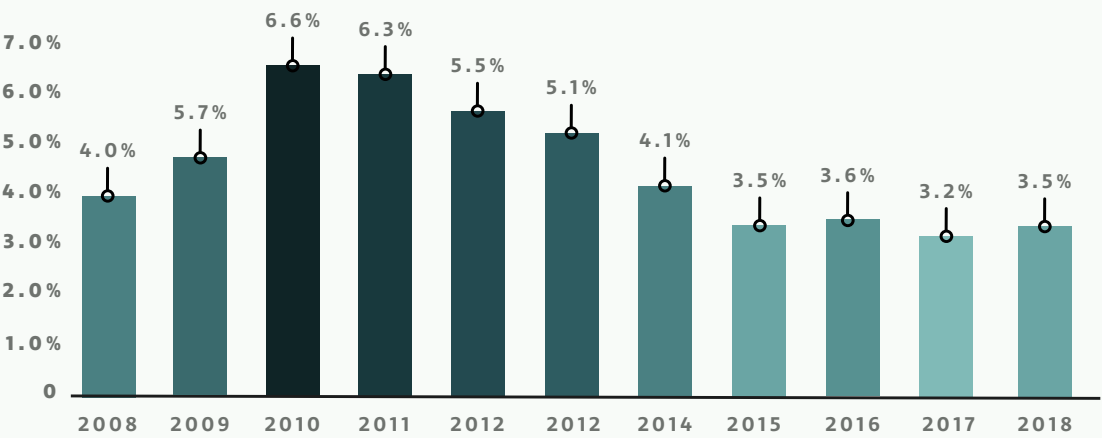
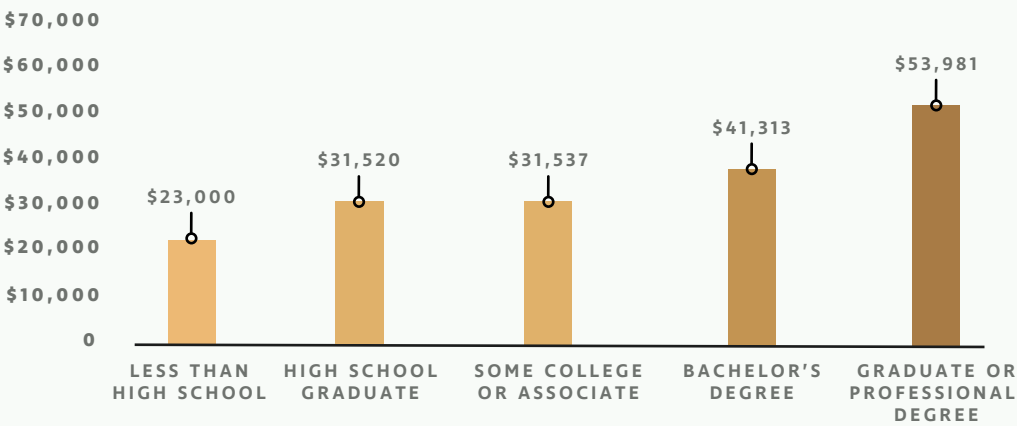


FIG. 4.7² - MSA NON-FARM EMPLOYMENT

YEAR	EMPLOYMENT	% CHANGE FROM PREVIOUS YEAR
2008	98,900	
2009	100,600	1.7%
2010	101,700	1.1%
2011	101,200	-0.5%
2012	102,000	0.8%
2013	105,900	3.8%
2014	109,200	3.1%
2015	111,800	2.4%
2016	113,800	1.8%
2017	116,500	2.4%
2018	124,200	6.6%

FIG. 4.9¹ - MEDIAN EARNINGS IN THE PAST 12 MONTHS BY EDUCATIONAL ATTAINMENT



SOURCES:
¹U.S. CENSUS 2016 AMERICAN COMMUNITY SURVEY ²TEXAS WORKFORCE COMMISSION, DATA AS OF OCTOBER 2018

College Station-Bryan MSA

#1

IN TEXAS FOR THE NUMBER OF MOVERS AS A PERCENTAGE OF POPULATION¹

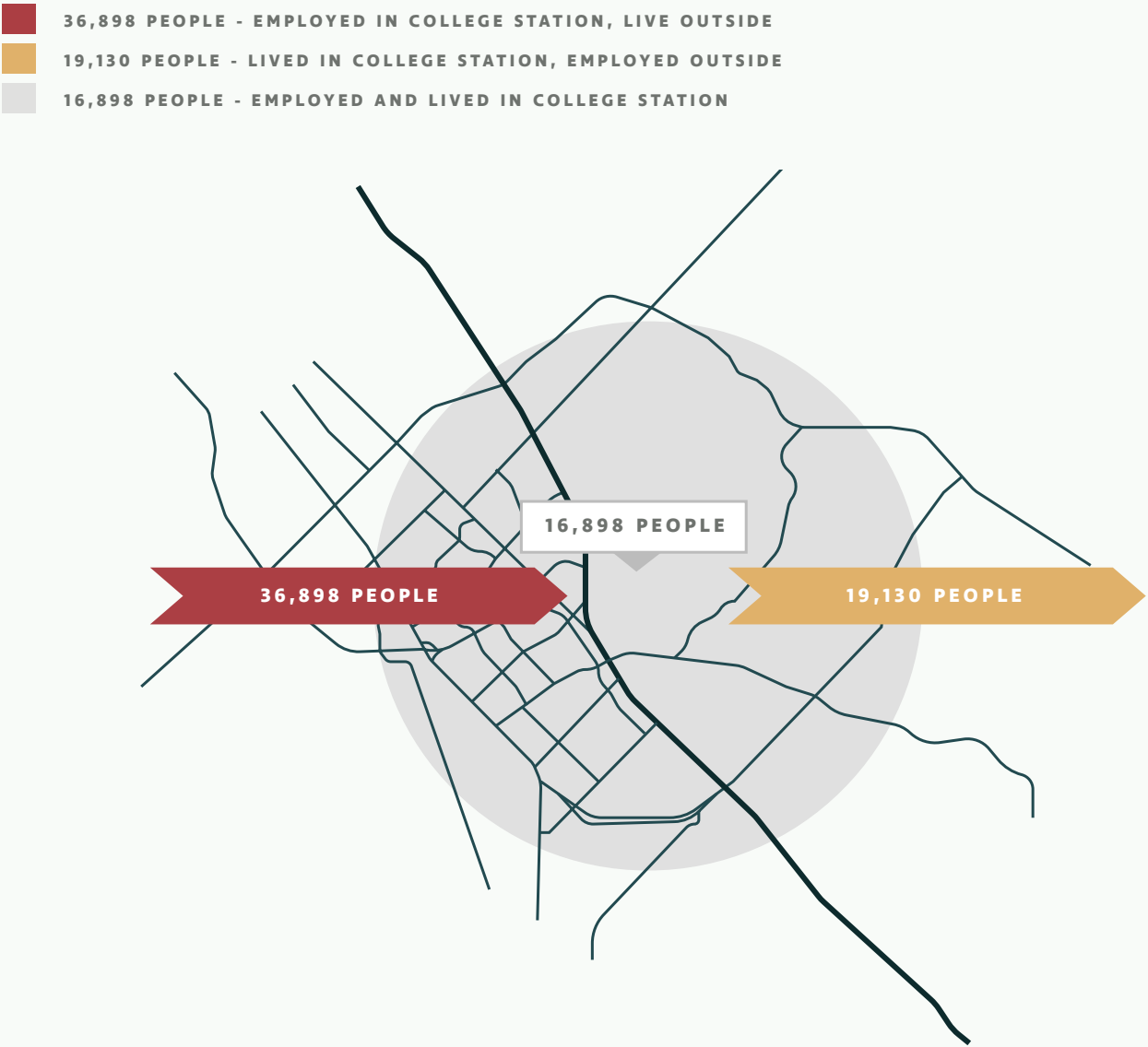
29%

OF THE POPULATION MOVED ANNUALLY BETWEEN 2011-2015¹

#2

IN TEXAS FOR MOVERS FROM ABROAD AS A PERCENTAGE OF POPULATION¹

FIG. 4.10² - EMPLOYMENT INFLOW AND OUTFLOW FOR COLLEGE STATION



SOURCE:
¹"ALL THE RIGHT MOVES," TIERRA GRANDE, JANUARY 2018 - TEXAS A&M REAL ESTATE CENTER,
²U.S. CENSUS BUREAU, 2LEHD 2015 COLLEGE STATION

TOURISM

Visitors can experience a variety of enjoyable activities.

College Station is home of Texas A&M University, the George H.W. Bush Presidential Library and Museum, and several unique entertainment districts and venues, including Northgate and Wolf Pen Creek. Since much of the area’s tourism revolves around Texas A&M, the majority of College Station’s hotels are located along University Drive and Texas Avenue.

992,000

HOTEL ROOM NIGHTS
SOLD IN 2017²

1.26M

HOTEL ROOM NIGHTS
AVAILABLE IN 2017²

\$5.4M

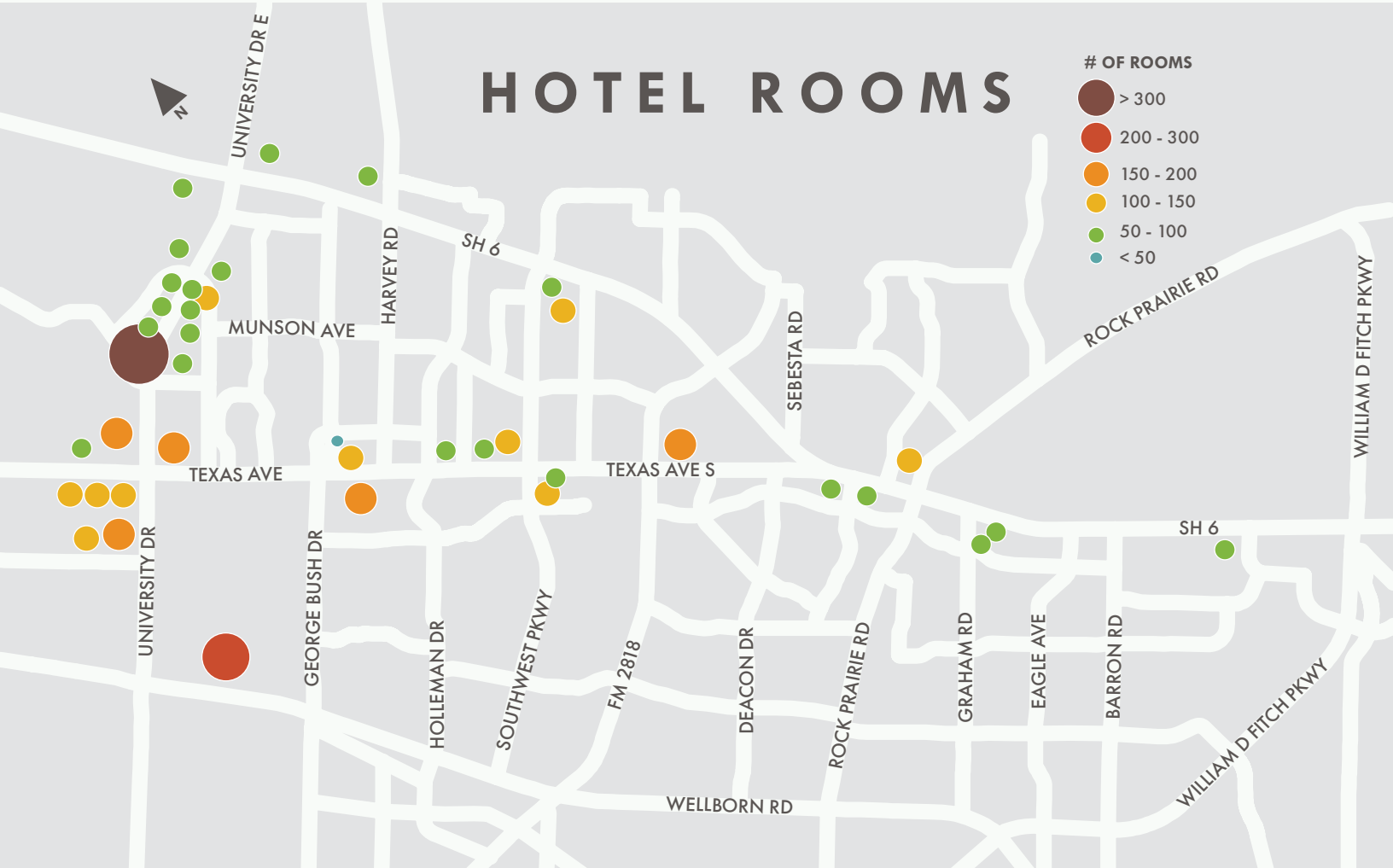
HOTEL TAX FUND
REVENUES IN FY 2017¹

78%

OF HOTEL ROOM NIGHTS
WERE OCCUPIED IN 2017²



SOURCES:
¹CITY OF COLLEGE STATION COMPREHENSIVE ANNUAL FINANCIAL REPORT
²OFFICE OF THE GOVERNOR – ECONOMIC DEVELOPMENT



\$336M

VISITOR SPENDING IN
COLLEGE STATION IN 2017

70%

OF BRAZOS COUNTY
VISITOR SPENDING
OCCURRED IN
COLLEGE STATION

4,340

TOURISM-GENERATED
JOBS IN
COLLEGE STATION

\$109M

TOURISM-GENERATED
PAYROLL IN
COLLEGE STATION

\$21.1M

STATE SALES TAX
REVENUE GENERATED
BY VISITORS TO
COLLEGE STATION

\$7.5M

COLLEGE STATION
SALES TAX REVENUE
GENERATED
BY VISITORS

COLLEGE STATION-BRYAN MSA RANKED NO. 4 OF 26 MSAS IN TEXAS WITH
AVERAGE VISITOR TRAVEL SPENDING GROWTH OF 4.6 PERCENT FROM 2000-2017.

SOURCE: OFFICE OF GOVERNOR - ECONOMIC DEVELOPMENT



PROPERTY TAX AND ASSESSED VALUE

College Station has achieved steady, healthy growth.

The city has experienced a 77 percent increase in total taxable assessed value over the last decade because of rising prices and increases in new construction. The growing assessed values have allowed College Station to maintain a low property tax rate. On a per acre basis, the highest property valuations are in the Northgate area.

FIG. 4.11 - CONSTRUCTION VALUATION (IN MILLIONS)

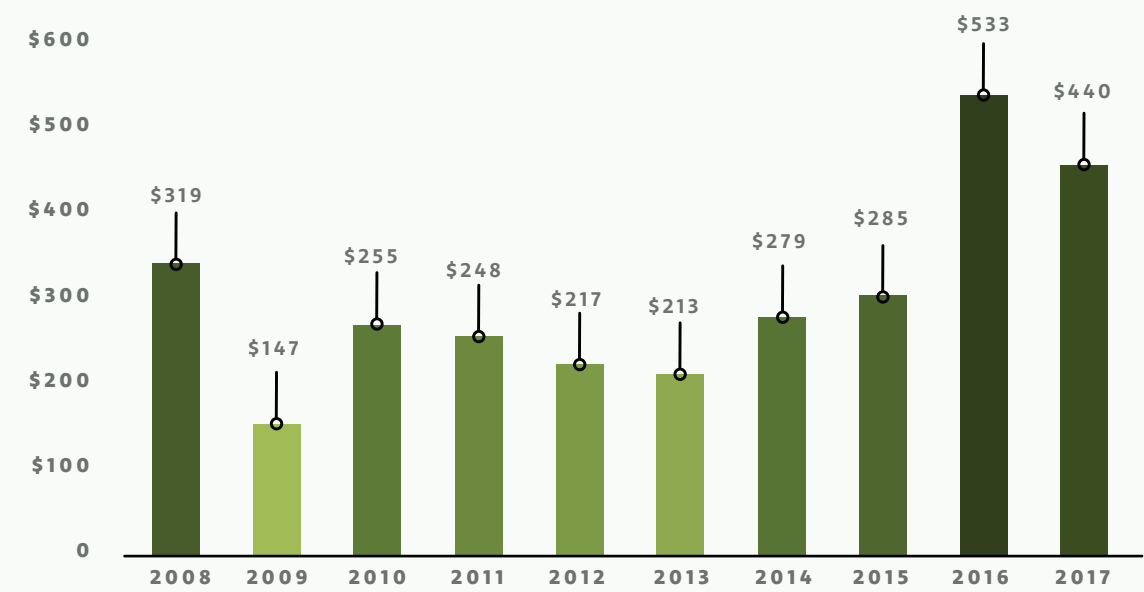
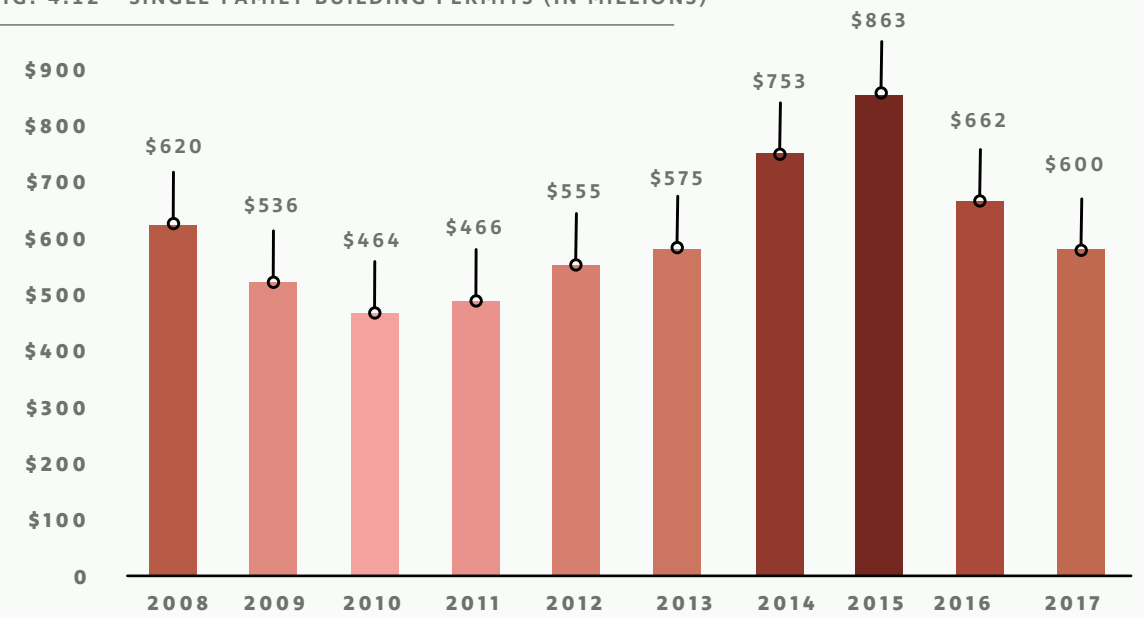


FIG. 4.12 - SINGLE-FAMILY BUILDING PERMITS (IN MILLIONS)



SOURCE: CITY OF COLLEGE STATION PLANNING AND DEVELOPMENT SERVICES

RISE AT NORTHGATE

APPRAISED PROPERTY VALUES



TEXAS A&M HOTEL &
CONFERENCE CENTER

STERLING NORTHGATE

SUMMIT CROSSING

BAYLOR SCOTT & WHITE
HOSPITAL & CLINIC

PEBBLE CREEK
GARDEN

THE WOODLANDS
OF COLLEGE STATION

THE BARRACKS

CREEK MEADOWS

PROPERTY VALUE PER ACRE

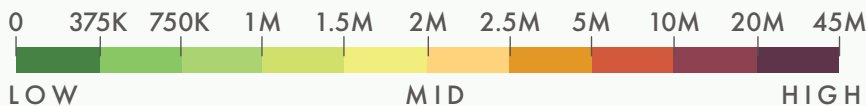


FIG. 4.13 - TOTAL TAXABLE ASSESSED VALUE (IN BILLIONS)

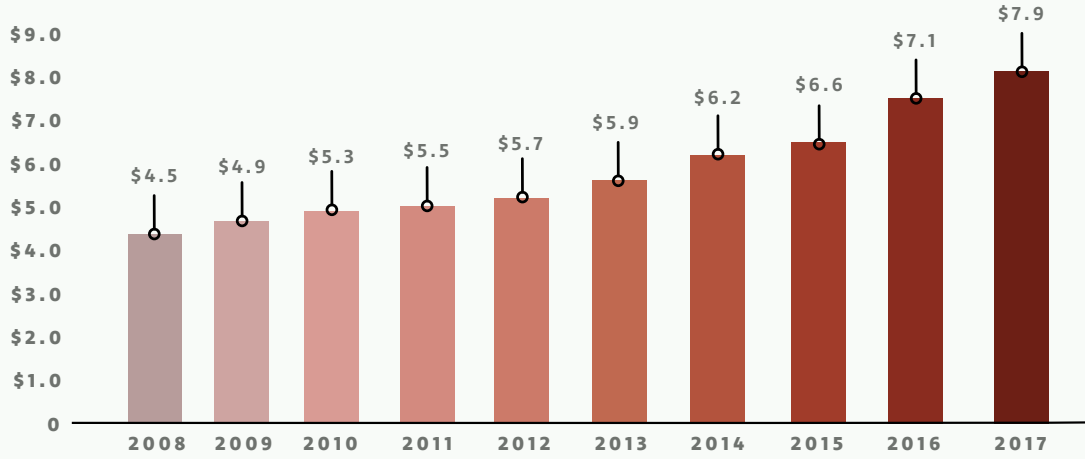


FIG. 4.14 - CITY PROPERTY TAX RATE

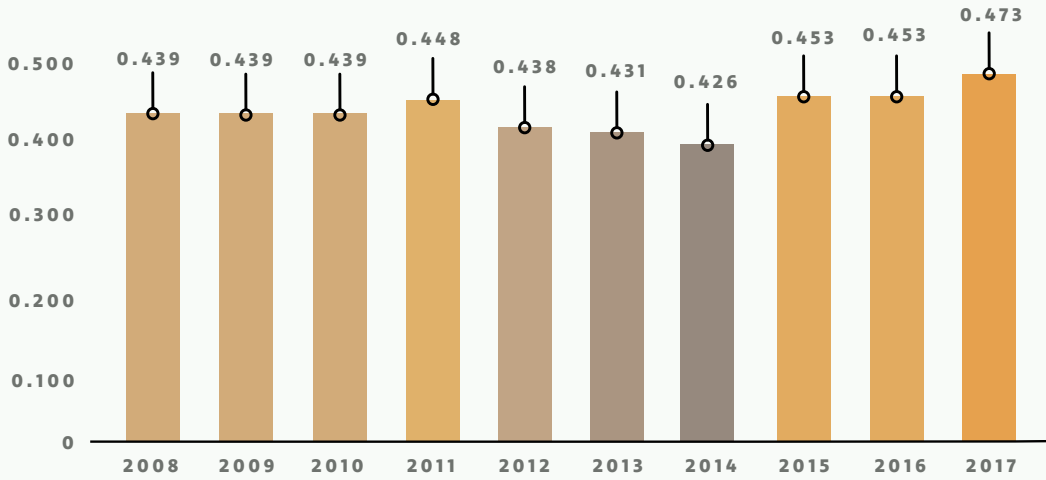
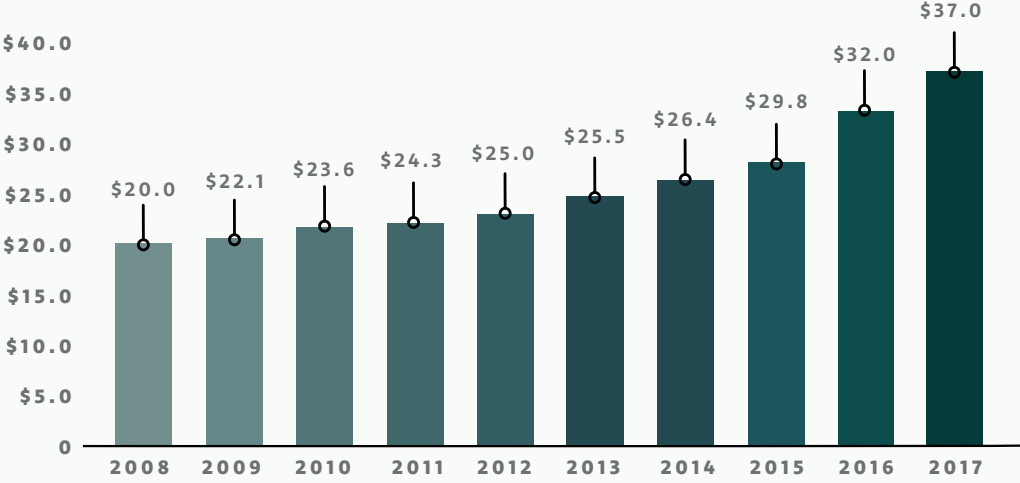


FIG. 4.15 - PROPERTY TAX COLLECTIONS (IN MILLIONS)



SOURCE: CITY OF COLLEGE STATION COMPREHENSIVE ANNUAL FINANCIAL REPORT

FIG. 4.16¹ - FY 2018 PROPERTY TAX RATE PER \$100 OF ASSESSED VALUATION (IN CENTS)

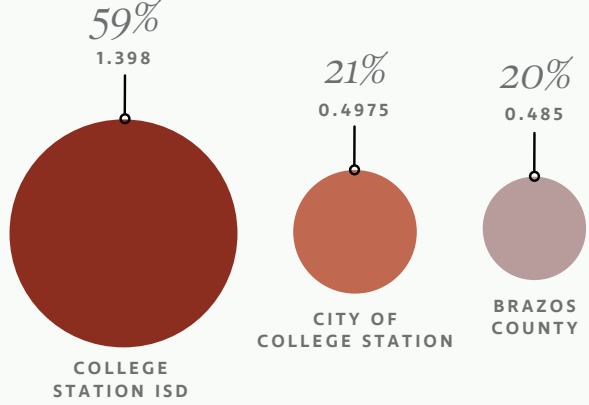


FIG. 4.17² - HOME SALES AVERAGE PRICE

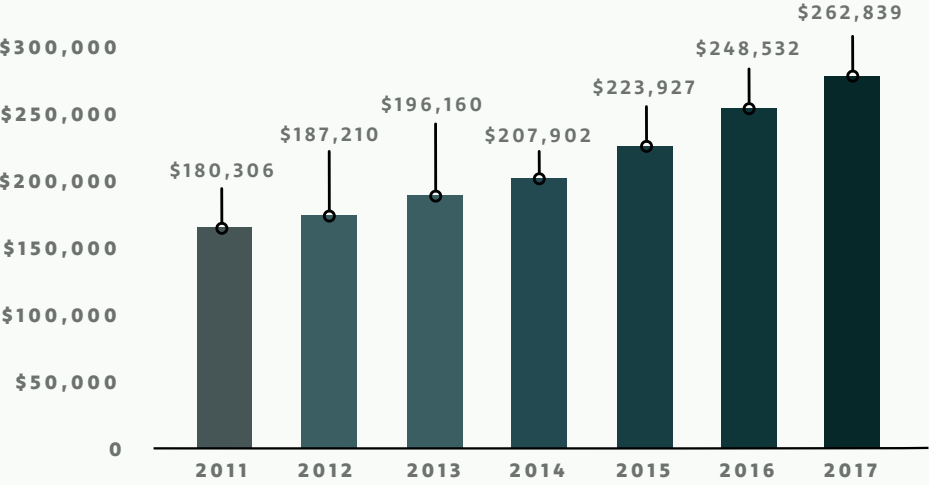
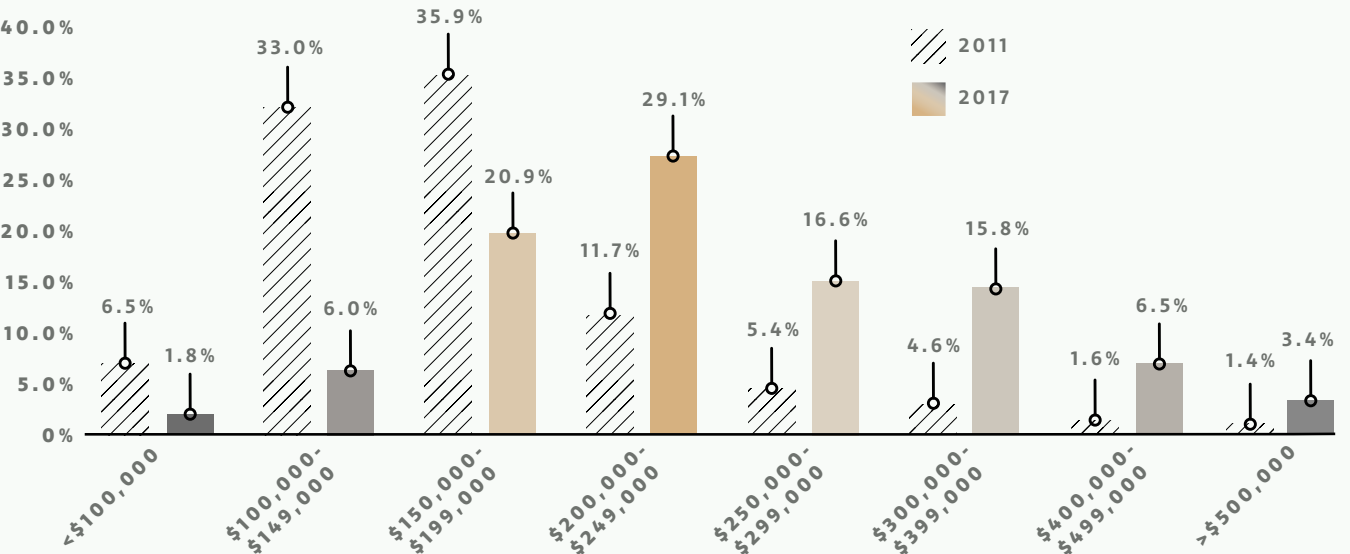


FIG. 4.18² - HOUSING SALES PRICE DISTRIBUTION



SOURCES:

¹CITY OF COLLEGE STATION FISCAL SERVICES, ²TEXAS A&M REAL ESTATE CENTER

SALES TAX

With its expanding economy, College Station has experienced a steady increase in sales tax revenue.

About 80 percent of taxable sales come from retail, accommodation and food services.

FIG. 4.19¹ - SALES TAX RATE BREAKDOWN

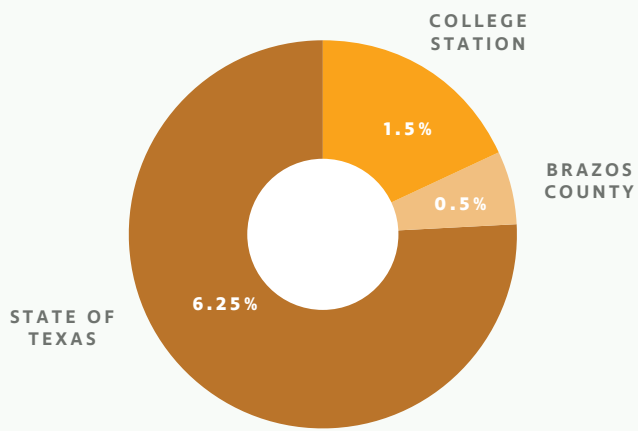


FIG. 4.20² - 2017 TAXABLE SALES BY CATEGORY (IN MILLIONS)

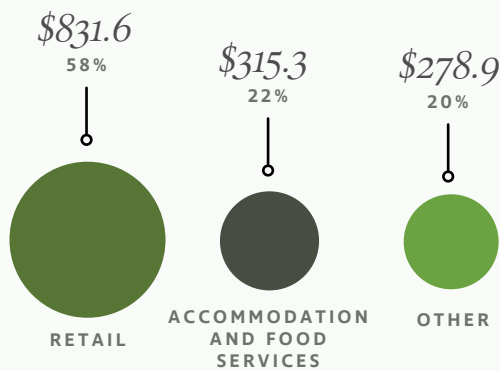
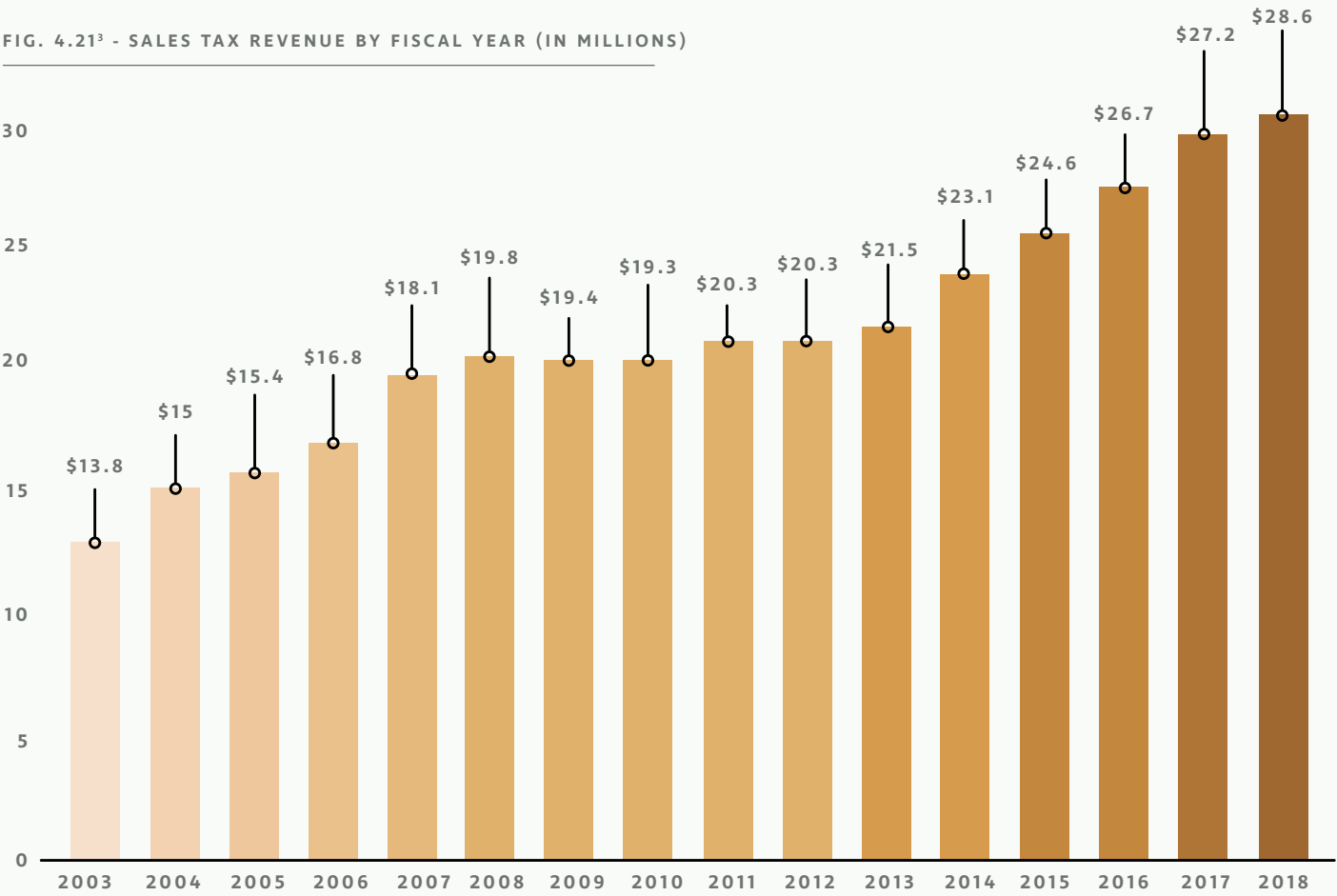
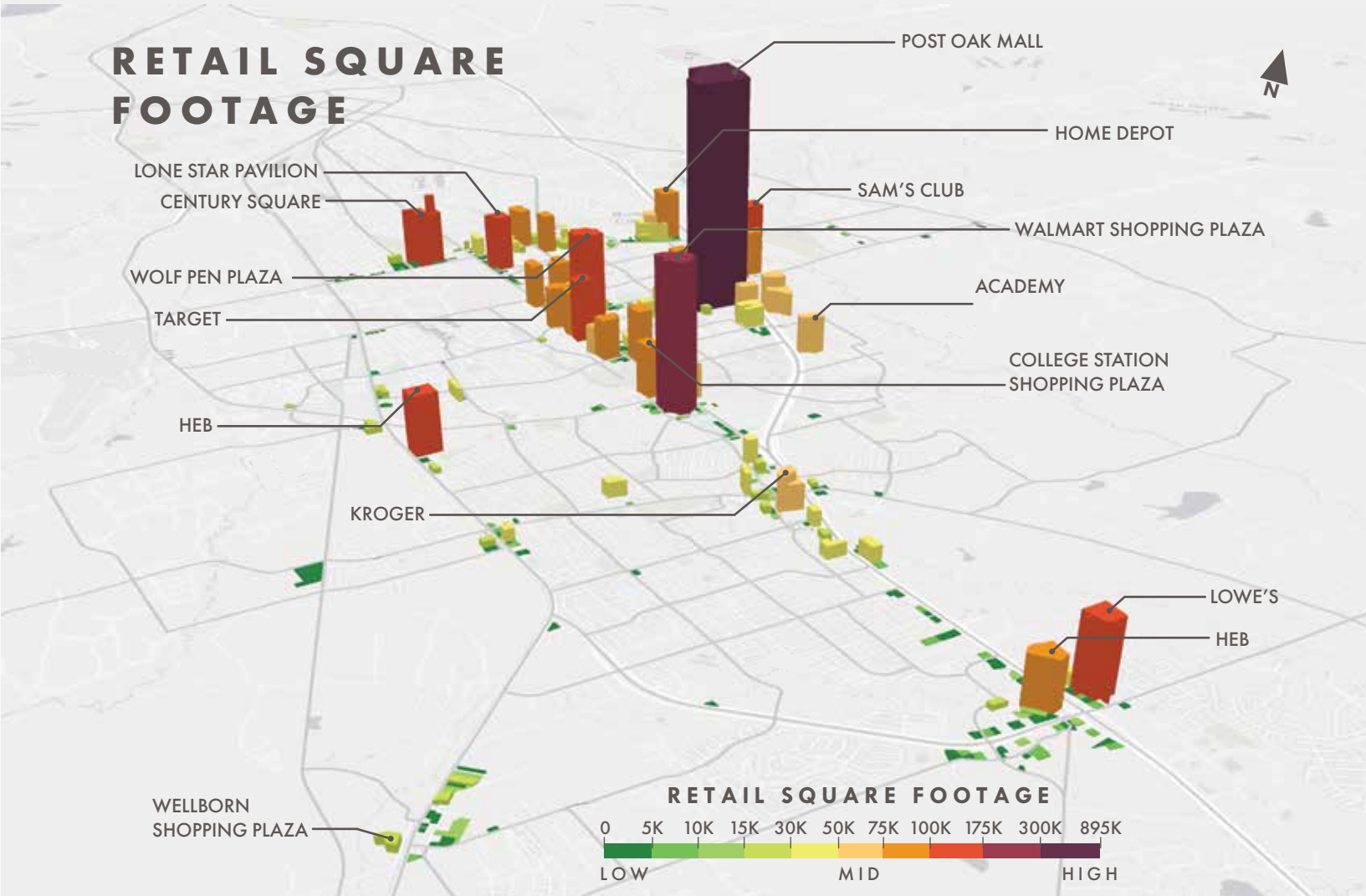


FIG. 4.21³ - SALES TAX REVENUE BY FISCAL YEAR (IN MILLIONS)



SOURCES
¹CITY OF COLLEGE STATION FISCAL SERVICES, ²³CITY OF COLLEGE STATION COMPREHENSIVE ANNUAL FINANCIAL REPORT





CITY GROWTH AND ANNEXATION

32,814

ACRES WITHIN THE CITY LIMITS

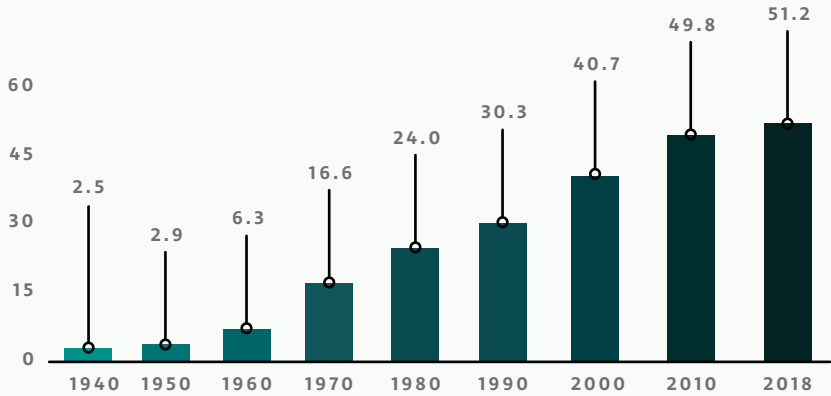
102,978

ACRES WITHIN THE CITY'S EXTRATERRITORIAL JURISDICTION

2,211

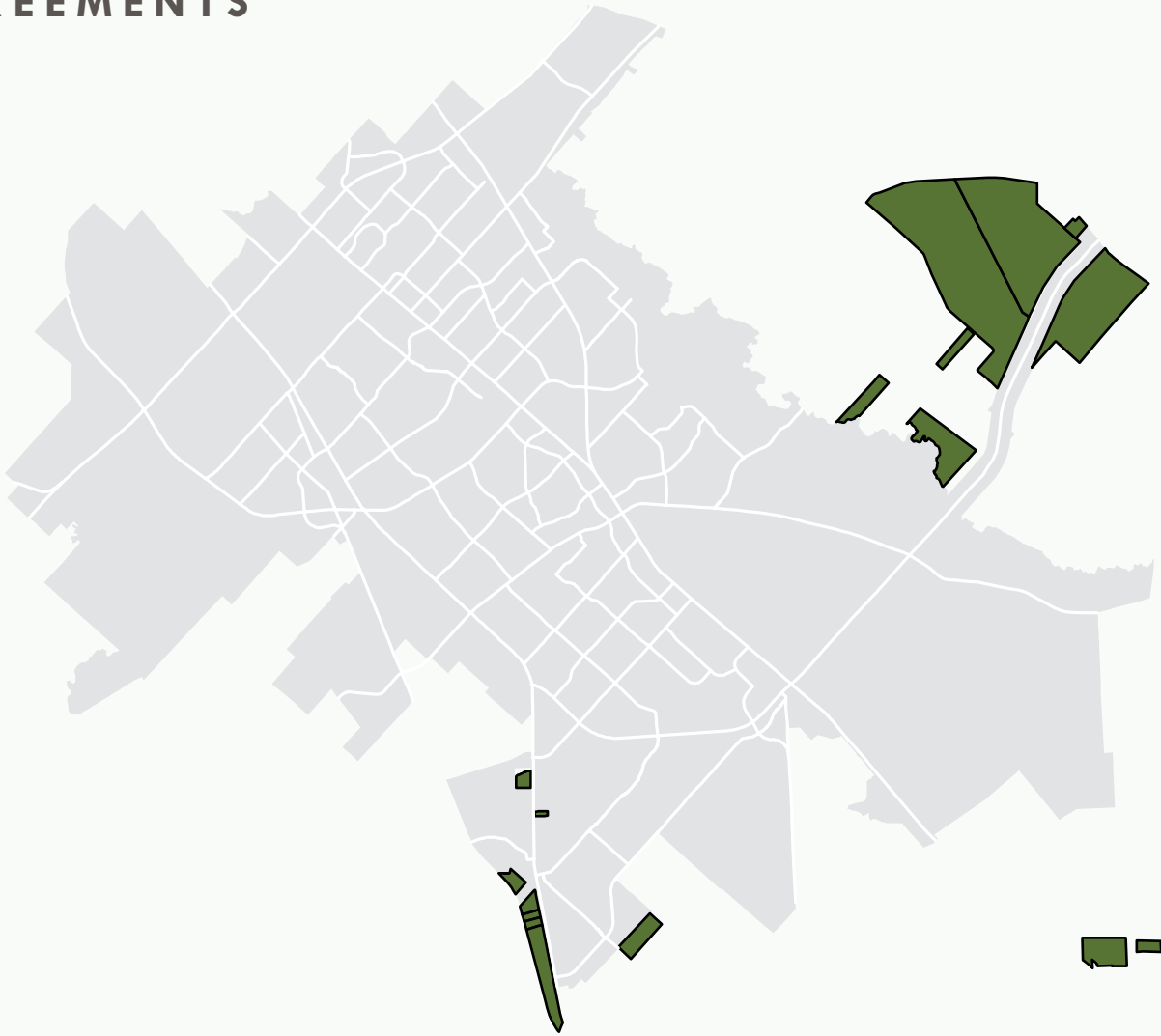
ACRES OF AGRICULTURAL LAND COVERED IN NON-ANNEXATION AGREEMENTS

FIG. 5.1 - CITY LIMITS IN SQUARE MILES AS OF 2018



- DECADE ANNEXED**
- 1940s
 - 1950s
 - 1960s
 - 1970s
 - 1980s
 - 1990s
 - 2000s
 - 2010-2018

NON-ANNEXATION DEVELOPMENT AGREEMENTS



Since being incorporated in 1938, the City of College Station has actively annexed property into its city limits.

Properties in the city limits are subject to zoning, which regulates land use, lot dimensions, and building form. The city continues to offer development agreements according to the Texas Local Government Code to the property owners of agriculturally appraised land, which protects the land from annexation for 10 years if the property maintains agricultural status and remains undeveloped. Upon completion of that 10-year term, the city can choose to extend the agreement or annex the property.

PLATTED GROWTH

Prior to developing property, platting is generally required.

The platting process prepares a property for development and subdivision by ensuring it can be served by utilities, can access the transportation network, and meets applicable zoning dimensional standards. Platting is also the principal way the city obtains necessary right-of-way and utility easements to meet the demands of growth. Growth and platting activity during College Station’s early years reflects the influence of Texas A&M as the physical, economic, and social center. Over the years, platting activity has steadily expanded outward, particularly to the south. The city is expected to process more plats in the extra-territorial jurisdiction (ETJ) with its recent expansion from 3½ to 5 miles. Under interlocal agreements, the city and Brazos County both review plats in the city’s Brazos County ETJ, while the city does not review plats in Grimes or Burleson Counties.

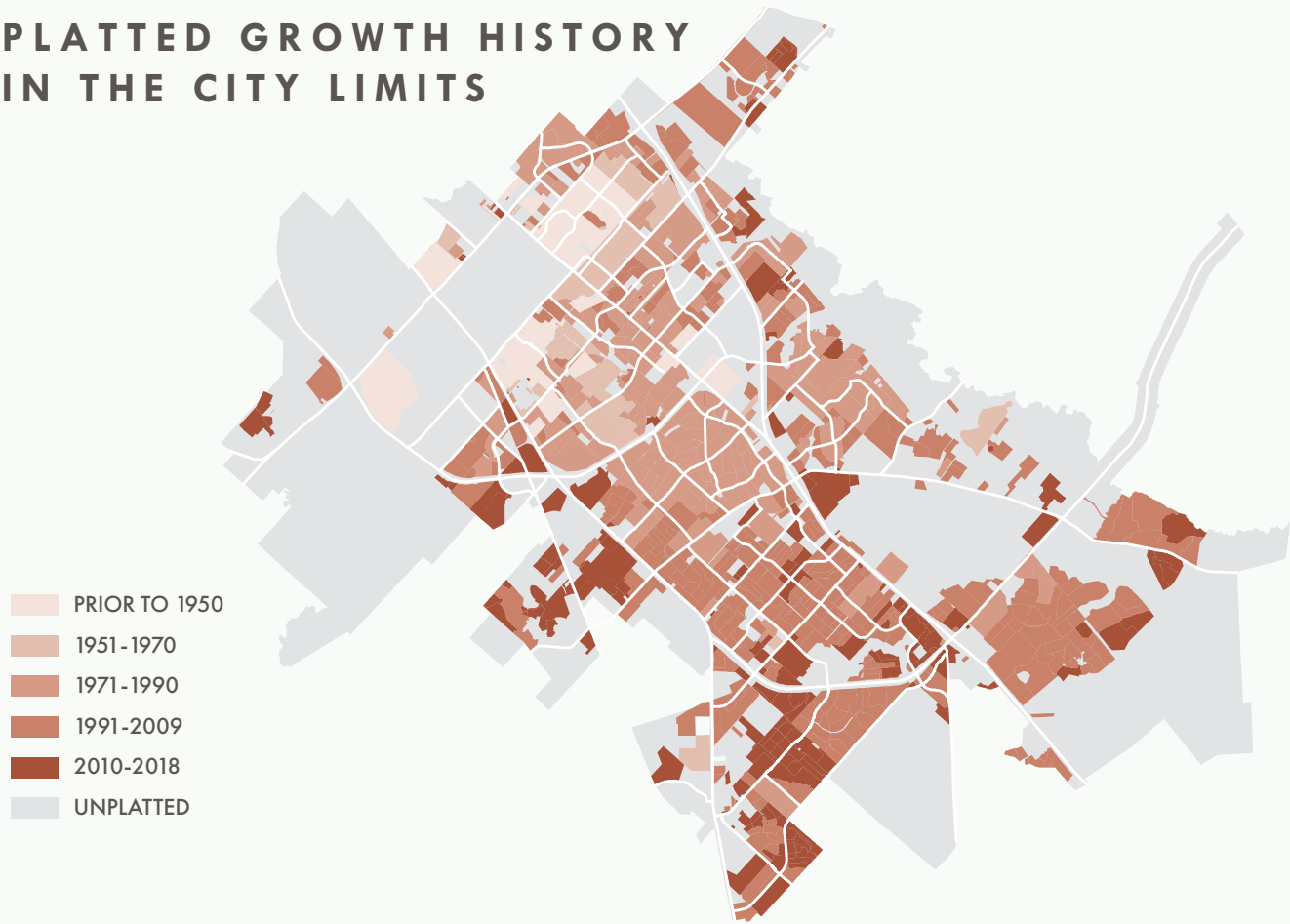


FROM 2010 THROUGH
SEPTEMBER 2018, THE
CITY PROCESSED 414
PLATS COVERING

4,192

ACRES WITHIN THE
CITY LIMITS

PLATTED GROWTH HISTORY IN THE CITY LIMITS





FUTURE LAND USE AND CHARACTER

The Future Land Use and Character Map is the part of the city’s Comprehensive Plan that represents the community’s desired future land use pattern.

Those who seek a zoning change either need to comply with the Future Land Use and Character Map or seek a Comprehensive Plan amendment.

PLEASE NOTE

FOR THE FOLLOWING GRAPHS THE TOTAL AREA OF THE COMBINED CITY LIMITS AS OF SEPTEMBER 2018 IS 32,814 ACRES. THE TOTAL AREA IN THE ZONING CATEGORIES IS 28,785 ACRES. THE DIFFERENCE IS THAT THESE GRAPHS DO NOT INCLUDE THE AREA FOR STREETS AND HIGHWAY RIGHTS-OF-WAY.

FIG. 5.2 - APPROVED COMPREHENSIVE PLAN FUTURE LAND USE AMENDMENTS BY ACREAGE (2010-SEPTEMBER 2018)

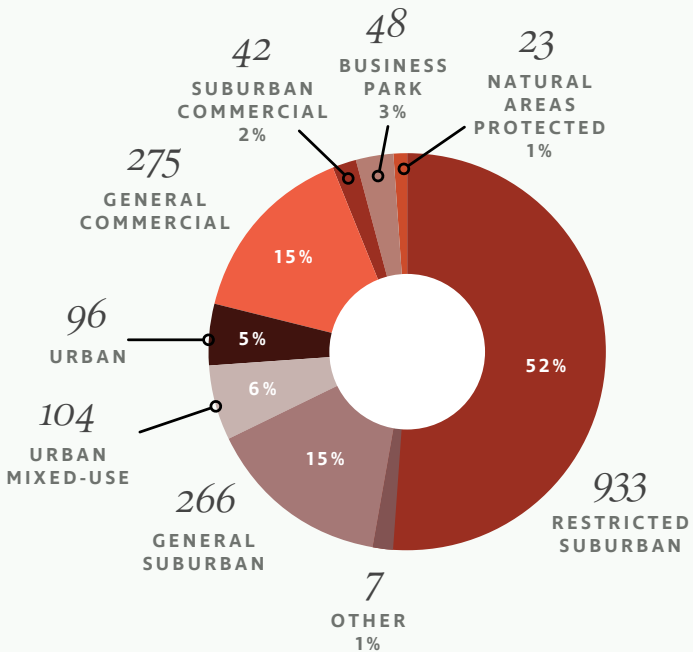


FIG. 5.3 - FUTURE LAND USE ACREAGE WITHIN CITY LIMITS

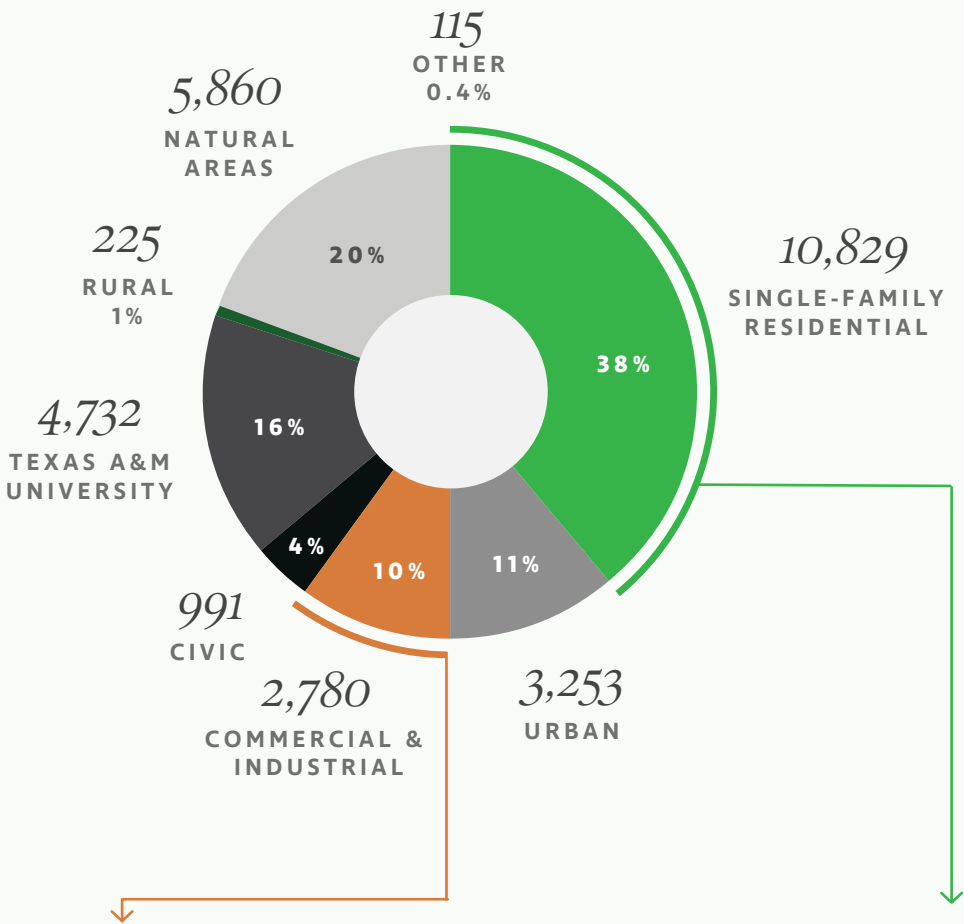


FIG. 5.4 - ACRES OF COMMERCIAL AND INDUSTRIAL FUTURE LAND USES

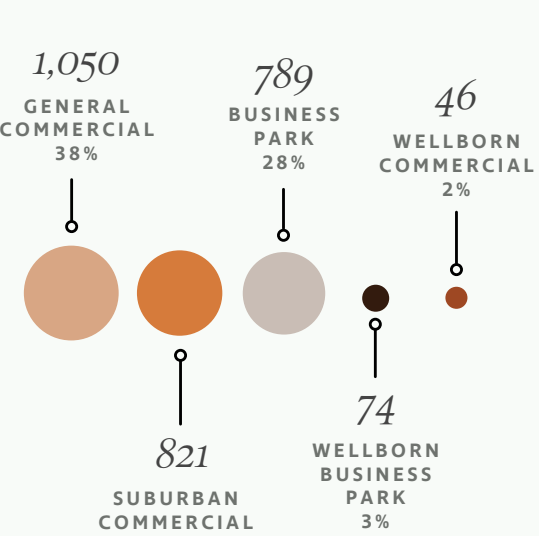
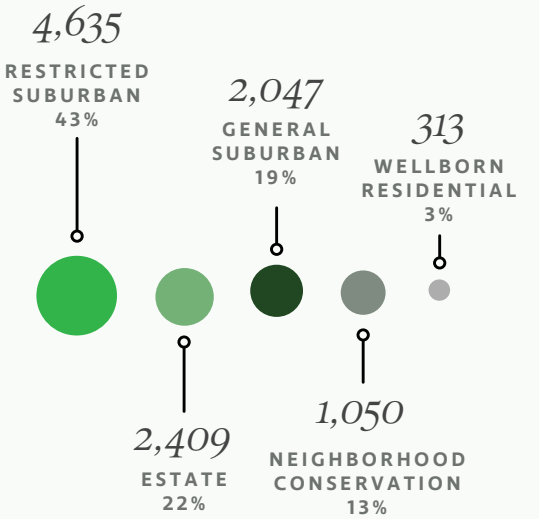
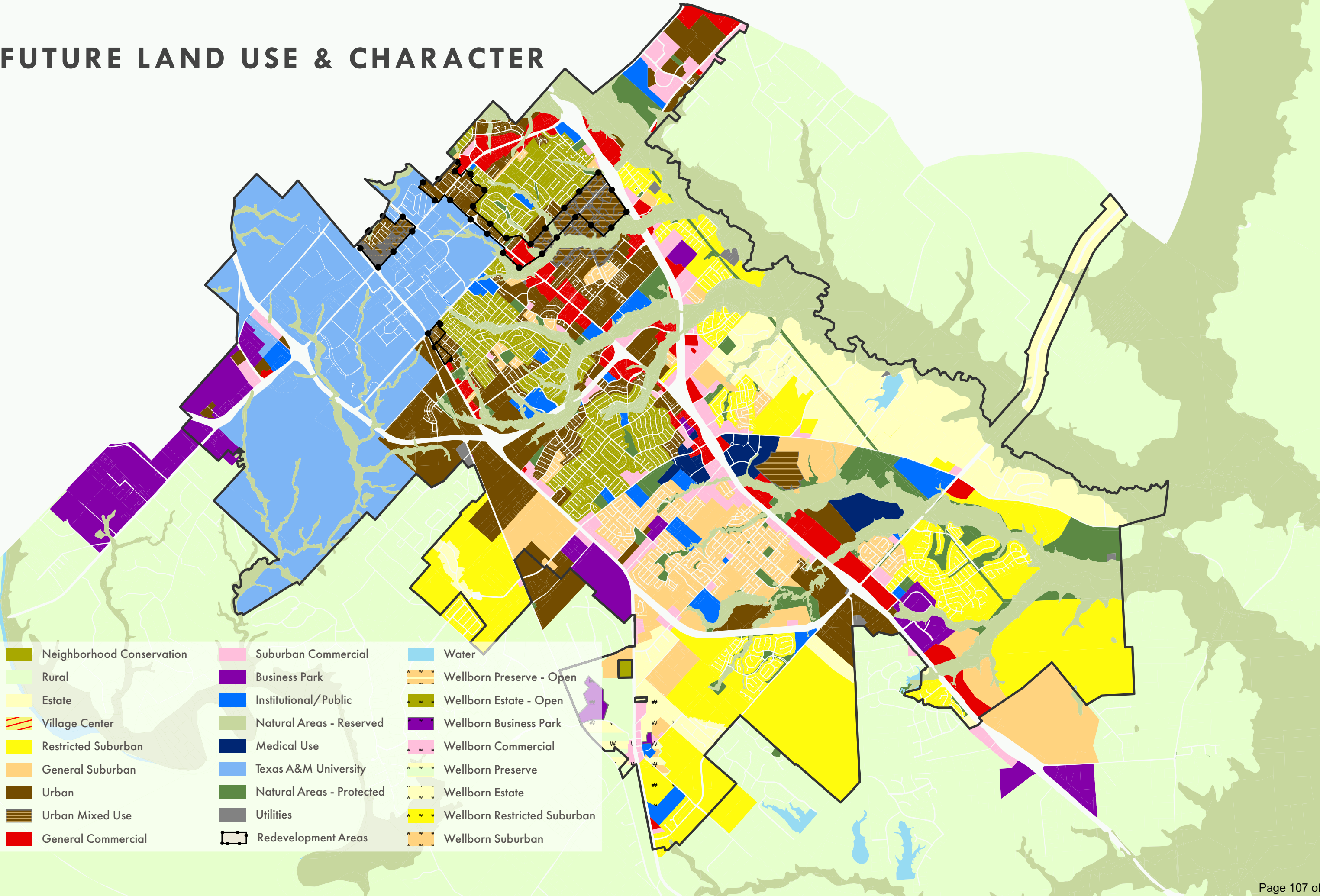


FIG. 5.5 - ACRES OF SINGLE-FAMILY RESIDENTIAL FUTURE LAND USES WITHIN THE CITY LIMITS



SOURCE: CITY OF COLLEGE STATION PLANNING AND DEVELOPMENT SERVICES

FUTURE LAND USE & CHARACTER





ZONING

Zoning provides a property’s legal entitlements regarding the types of allowed land uses, dimensional standards, and form.

At the time of annexation, land is given the residential/agricultural zoning classification of Rural, with the expectation that a rezoning request will be made for new development that requires a more intense classification.

PLEASE NOTE

FOR THE FOLLOWING GRAPHS THE TOTAL AREA OF THE COMBINED CITY LIMITS AS OF SEPTEMBER 2018 IS 32,814 ACRES. THE TOTAL AREA IN THE ZONING CATEGORIES IS 28,785 ACRES. THE DIFFERENCE IS THAT THESE GRAPHS DO NOT INCLUDE THE AREA FOR STREETS AND HIGHWAY RIGHTS-OF-WAY.

FIG. 5.6 - MAXIMUM DWELLING UNITS PER ACRE

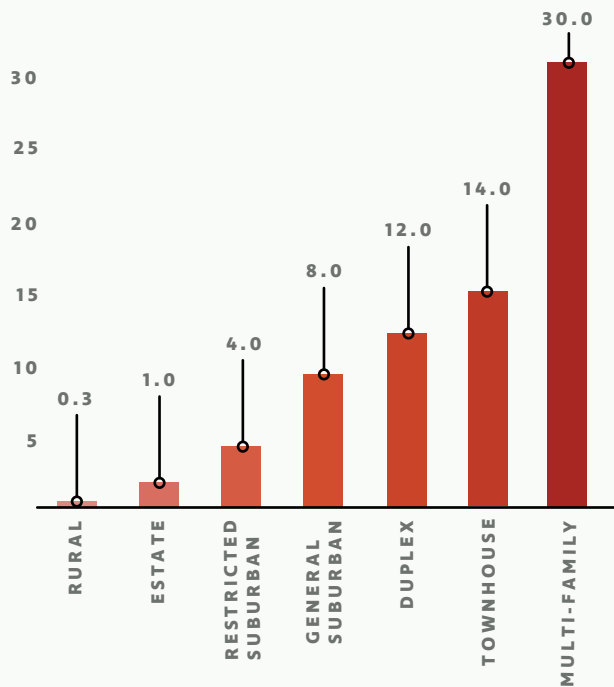


FIG. 5.7 - APPROVED REZONINGS BY ACRES, 2010-SEPTEMBER 2018

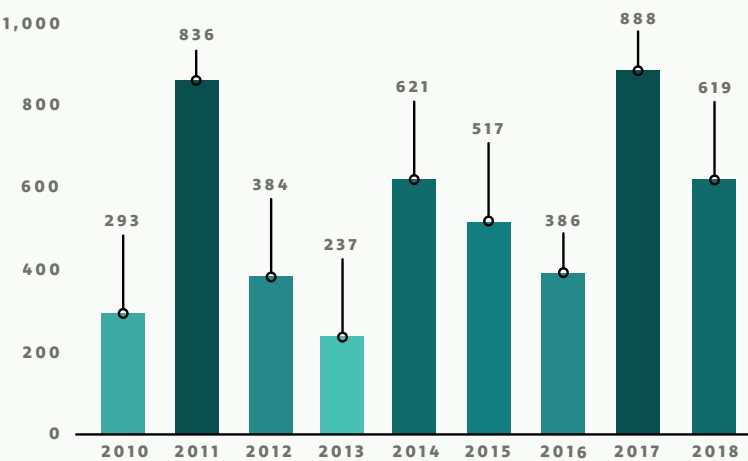


FIG. 5.8 - ACRES BY ZONING

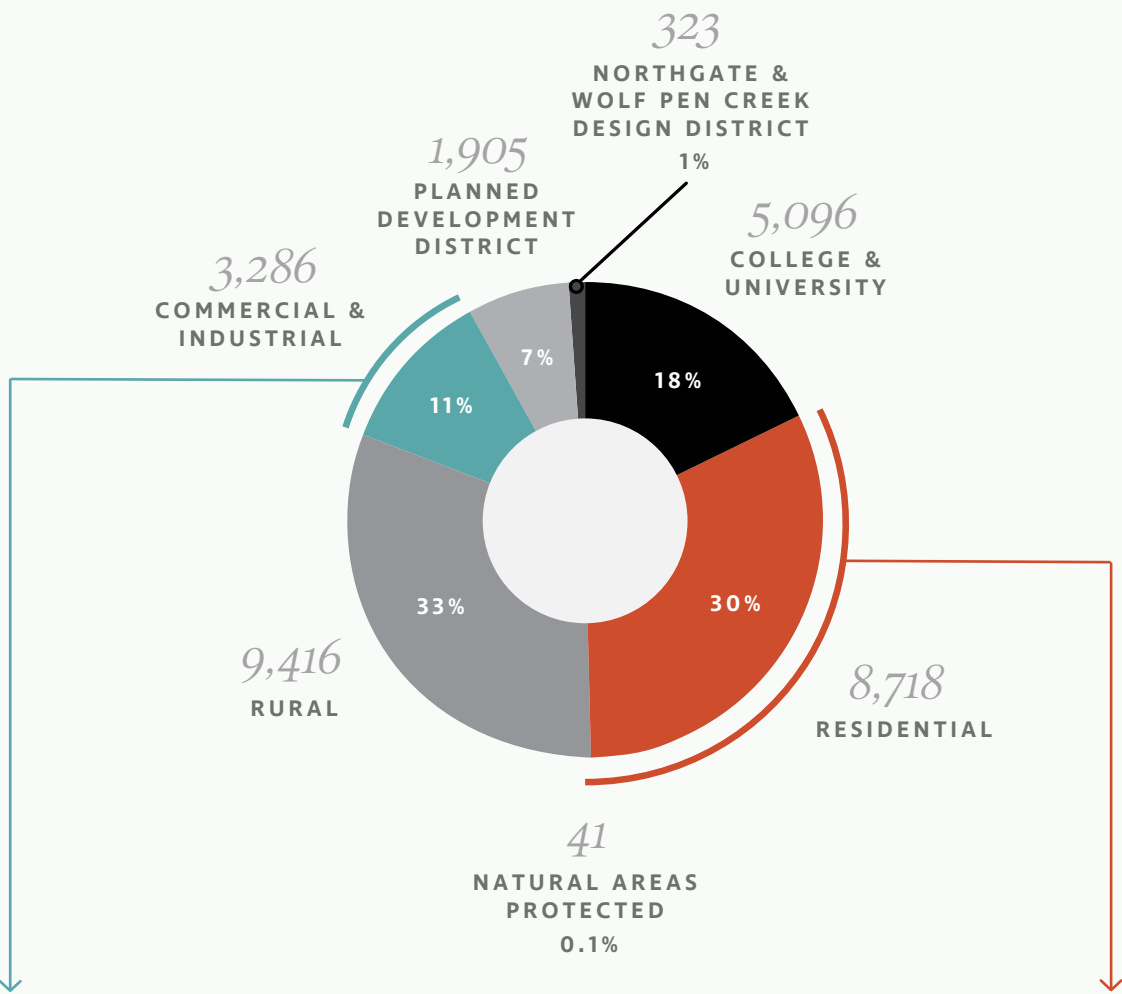


FIG. 5.9 - ACRES OF COMMERCIAL AND INDUSTRIAL ZONING

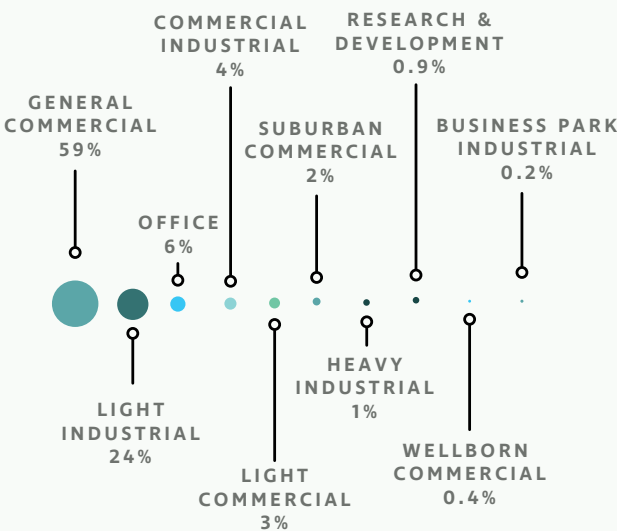
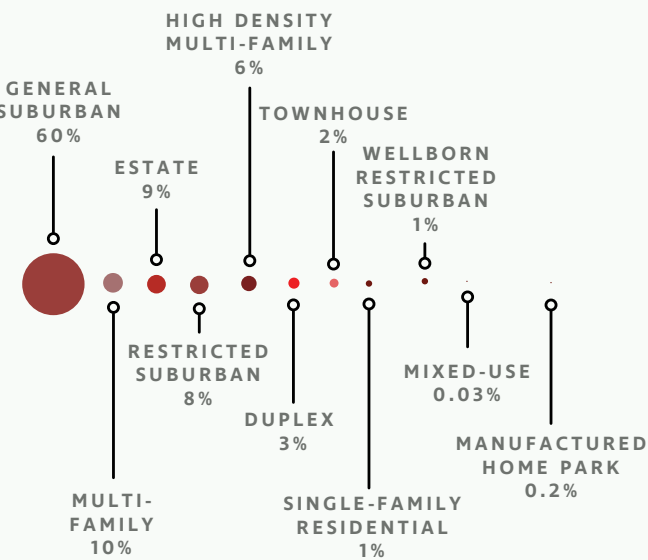
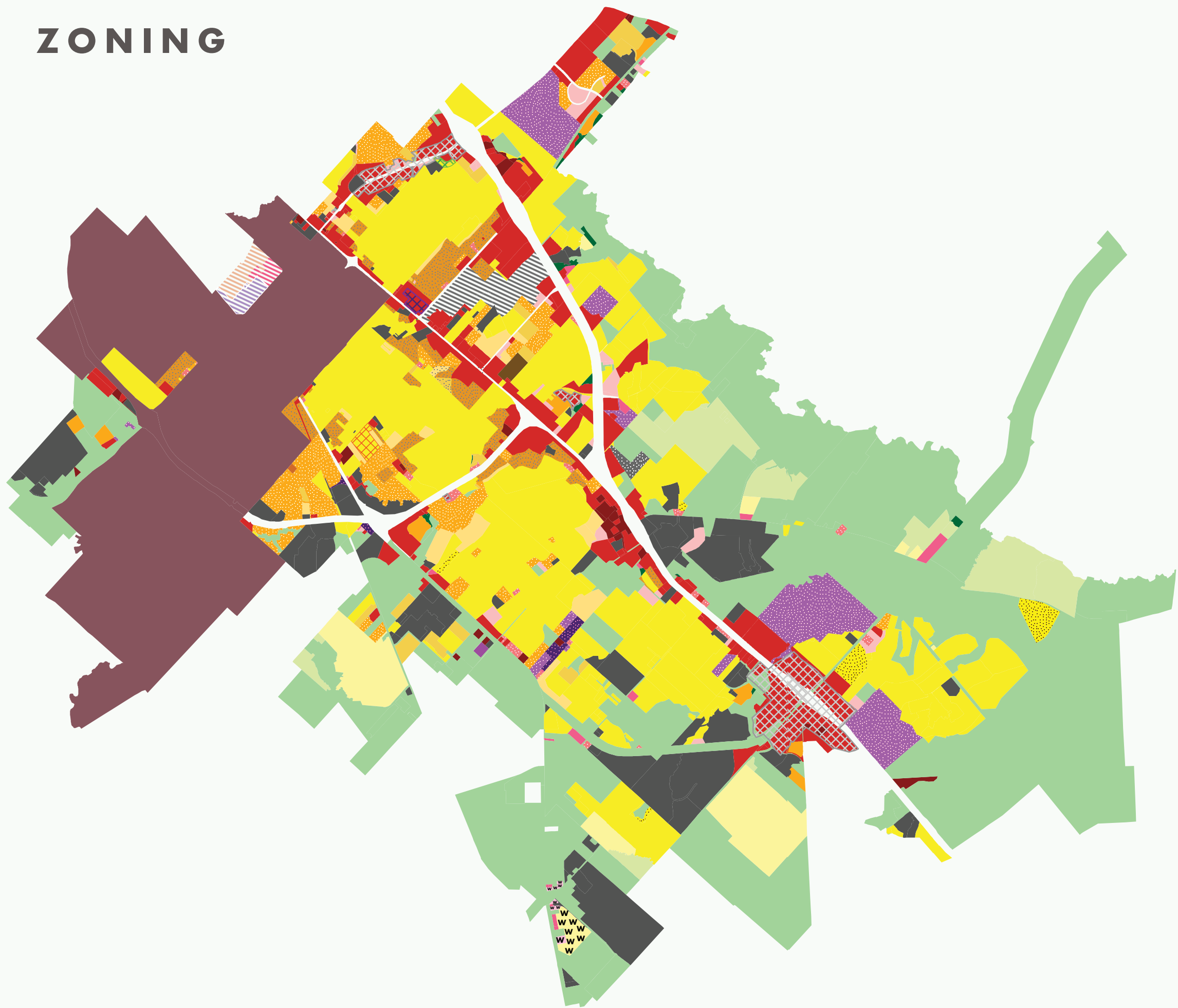


FIG. 5.10 - ACRES OF NON-RURAL RESIDENTIAL ZONING



SOURCES: CITY OF COLLEGE STATION PLANNING AND DEVELOPMENT SERVICES

ZONING

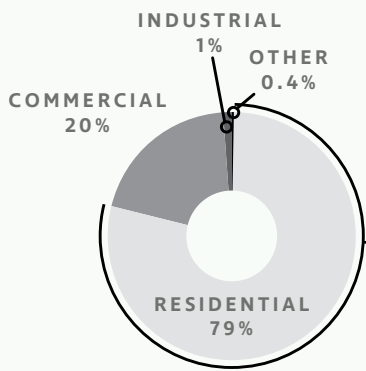


- NAP Natural Areas Protected
- R Rural
- WE Wellborn Estate
- E Estate
- WRS Wellborn Restricted Suburban
- RS Restricted Suburban
- GS General Suburban
- D Duplex
- T Townhouse
- MF Multi-Family
- MU Mixed-Use
- MHP Manufactured Homes
- O Office
- WC Wellborn Commercial
- SC Suburban Commercial
- GC General Commercial
- CI Commercial Industrial
- BP Business Park
- BPI Business Park Industrial
- C-U College and University
- P-MUD Planned Mixed-Use Development
- PDD Planned Development District
- NG-1 Core Northgate
- NG-2 Transitional Northgate
- NG-3 Residential Northgate
- WPC Wolf Pen Creek
- OV Corridor Overlay
- RDD Redevelopment District
- NPO Neighborhood Prevailing Overlay
- NCO Neighborhood Conservation Overlay
- C-3 Light Commercial
- M-1 Light Industrial
- M-2 Heavy Industrial
- R-1B Single Family Residential
- R-4 Multi-Family
- R-6 High Density Multi-Family
- R&D Research and Development

EXISTING LAND USE

As adequate infrastructure becomes available and properties are available for development over the next 10-year planning horizon, the amount of undeveloped land is expected to decrease and the discrepancy between the existing and the proposed future land uses as defined in the Comprehensive Plan will decrease.

FIG. 5.11 - EXISTING BUILDING SQUARE FOOTAGE IN CITY LIMITS*

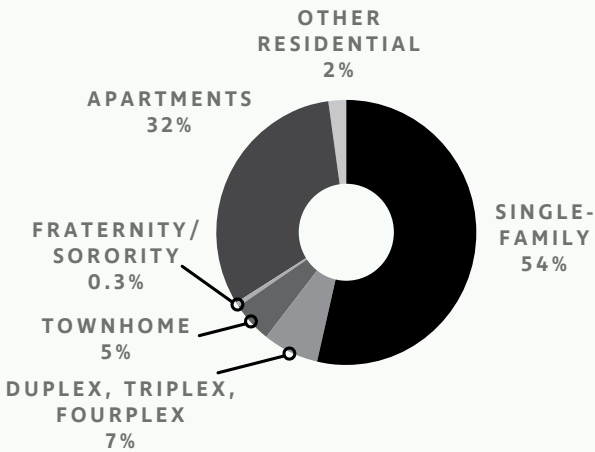


PLEASE NOTE

FOR THESE GRAPHS THE TOTAL AREA OF THE COMBINED CITY LIMITS AS OF SEPTEMBER 2018 IS 32,814 ACRES. THE TOTAL AREA IN THE EXISTING LAND USE CATEGORIES IS 28,785 ACRES. THE DIFFERENCE IS THAT THESE GRAPHS DO NOT INCLUDE THE AREA FOR STREETS AND HIGHWAY RIGHTS-OF-WAY. THE FOLLOWING DATA IS AS OF JANUARY 2018.

FIG 5.11: 84.1 BILLION SQUARE FEET OF EXISTING BUILDINGS IN CITY LIMITS

FIG. 5.12 - RESIDENTIAL BUILDING SQUARE FOOTAGE



*SOURCE: BRAZOS COUNTY APPRAISAL DISTRICT

FIG. 5.13 - EXISTING LAND USE ACRES

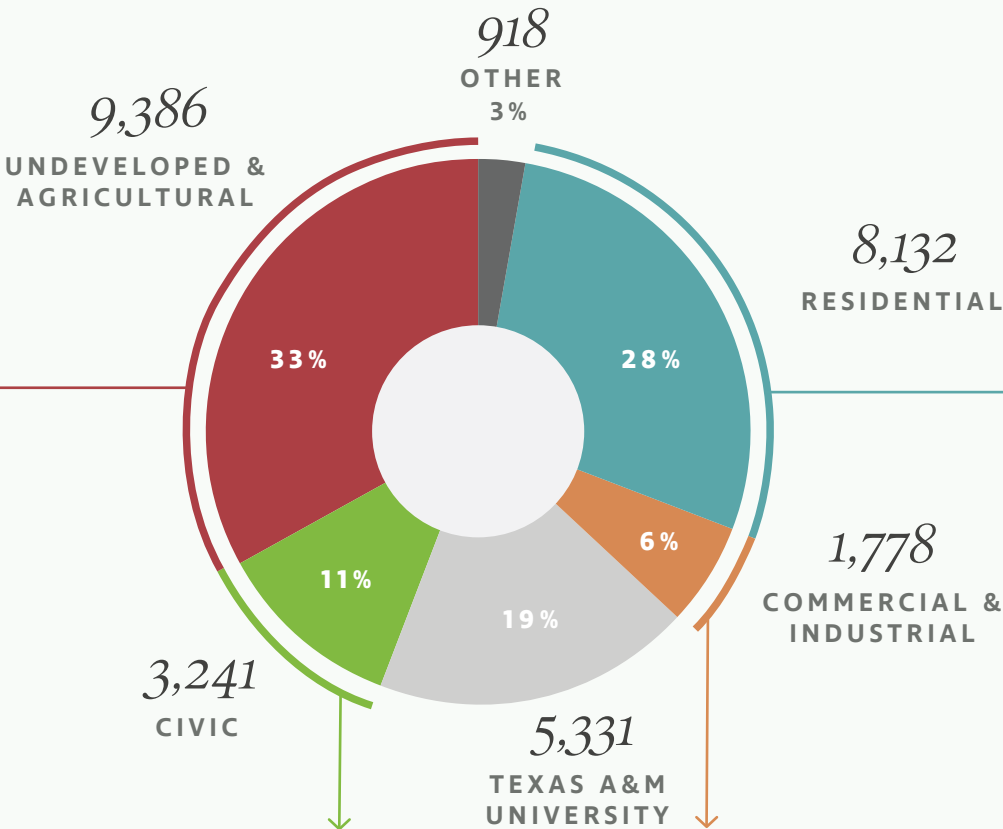


FIG. 5.14 - ACRES OF EXISTING PUBLIC AND SEMI-PUBLIC LAND USES

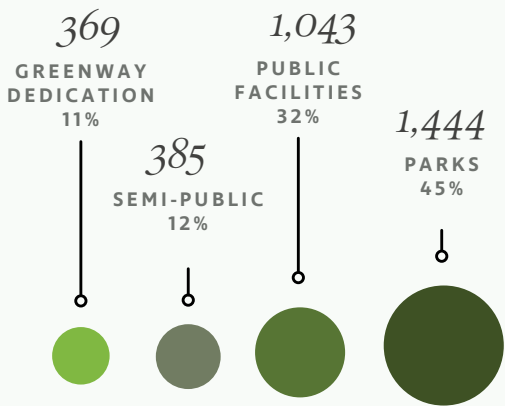


FIG. 5.16 - ACRES OF EXISTING RURAL, AGRICULTURAL, AND UNDEVELOPED LAND USES

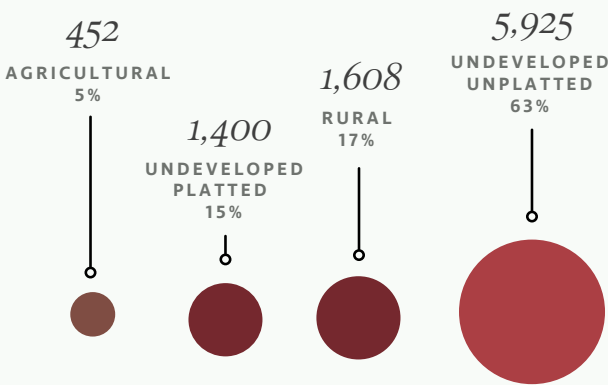


FIG. 5.15 - ACRES OF EXISTING COMMERCIAL AND INDUSTRIAL LAND USES

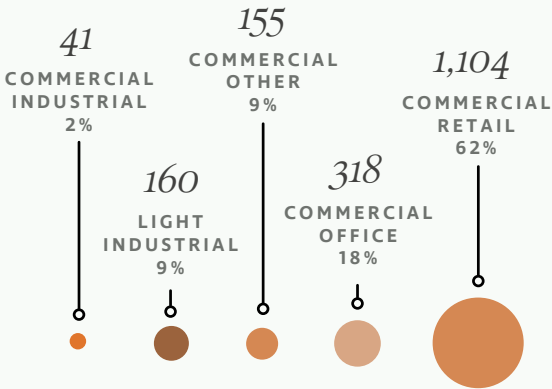
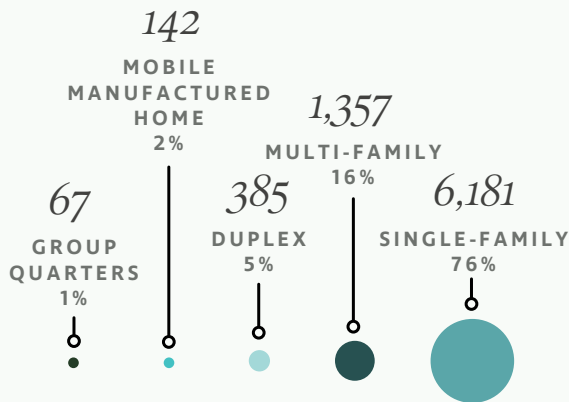
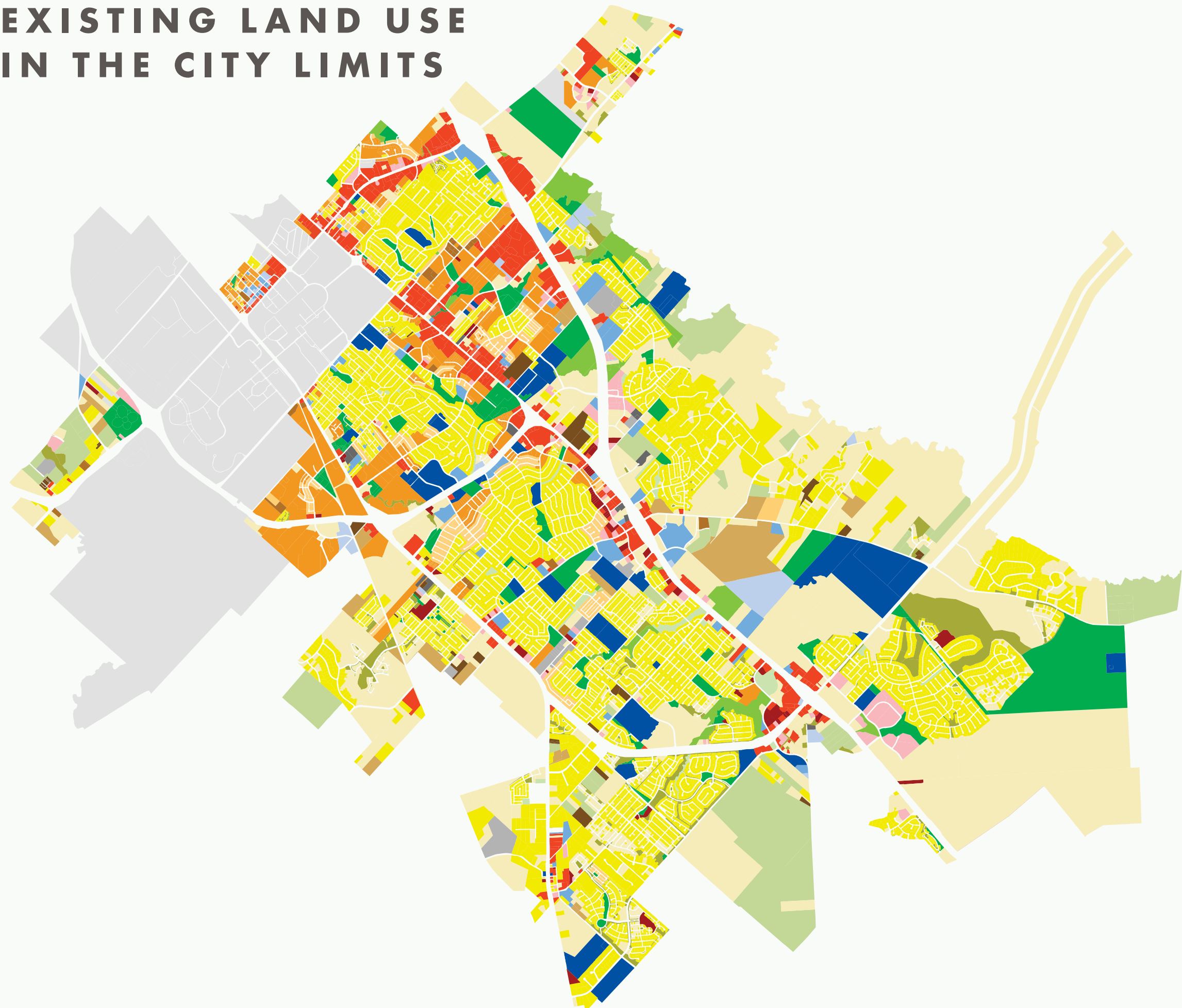


FIG. 5.17 - ACRES OF EXISTING RESIDENTIAL LAND USES (NON-RURAL)



EXISTING LAND USE IN THE CITY LIMITS



- Single-Family Residential (Including Townhouse)
- Duplex Residential
- Multi-Family
- Mixed-Use
- Group Quarters (Nursing Home, Dorm, etc)
- Mobile/Manufactured Home
- Commercial Retail (Banks, Hotels, etc)
- Commercial Office
- Commercial Other (Amusement, Service Station, etc)
- Commercial - Industrial (Warehousing/Distribution)
- Light Industrial
- Public Facilities (COCS, CSISD, Library, etc)
- Semi-Public (Religious, Hospitals, etc)
- TAMU (Easterwood)
- Transportation, Utilities & Communication
- Park (Private & Public)
- Greenway
- Drainage
- Common Area
- Agricultural
- Rural (Large lot, >= 5 acres)
- Unimproved



Residential Land Use

College Station offers a variety of housing types, from single-family homes on a variety of lot sizes to apartments, duplexes, and townhomes.

About 28 percent of land in College Station is used for non-rural residential while the Comprehensive Plan anticipates that this could increase to 49 percent at buildout. In addition to this increase in residential acreage, the city has also seen projects with increased density, particularly in the Northgate Redevelopment Area. The proximity of Northgate to a large university population has encouraged the development and redevelopment of various residential and commercial uses in the area. Over the past two decades, the city has invested over \$30 million in the area's infrastructure, which has supported and is expected to continue to support multi-story redevelopment.

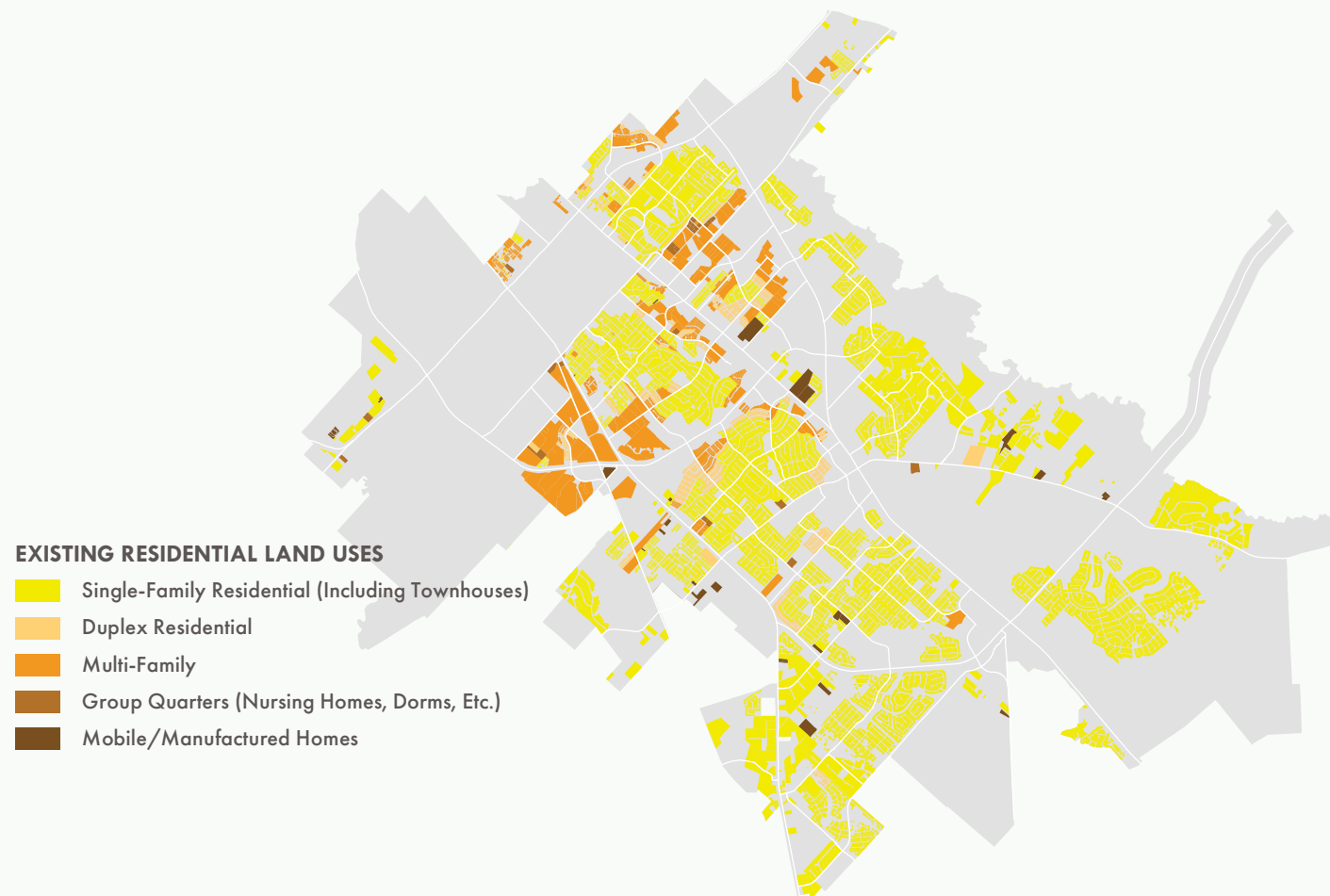


FIG. 5.18 - EXISTING LAND USE ACRES

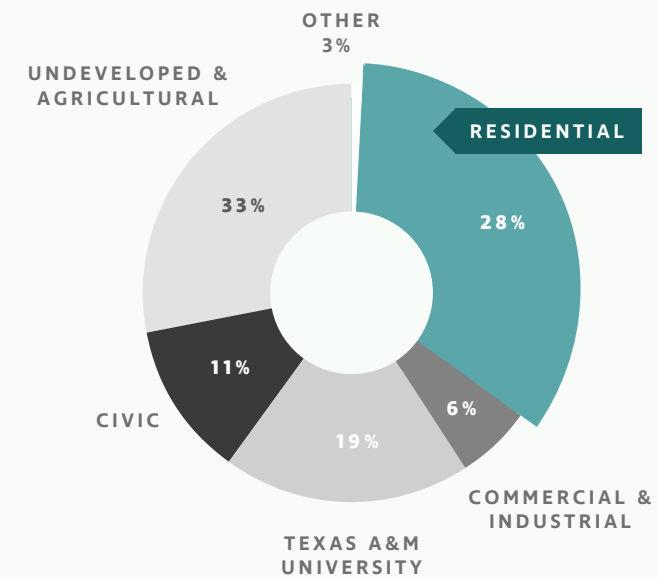
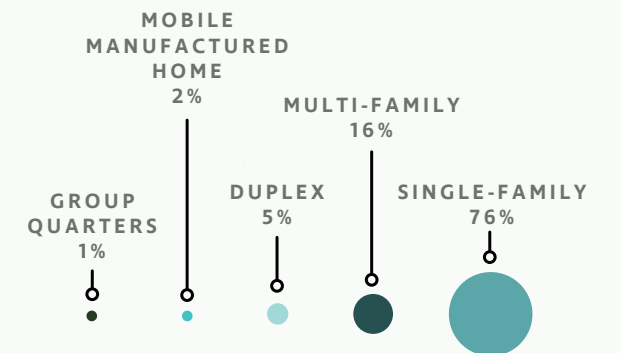


FIG. 5.19 - ACRES OF EXISTING RESIDENTIAL LAND USES (NON-RURAL)





Commercial and Industrial Land Uses

Just over half of the land area that has been planned for commercial and industrial uses has been developed for such uses.

The Future Land Use and Character Plan calls for approximately 2,780 acres (or roughly 10 percent of the city) of commercial and industrial land use, including Business Park, General Commercial, Suburban Commercial, Wellborn Commercial, and Wellborn Business Park designations. Because of the plan’s flexibility, commercial can also be developed on properties designated as General Suburban, Urban, and Urban Mixed Use, in certain circumstances. Approximately 1,778 acres have been commercially and industrially developed, the majority for retail commercial uses that cater to the general population and attract regional sales tax dollars.

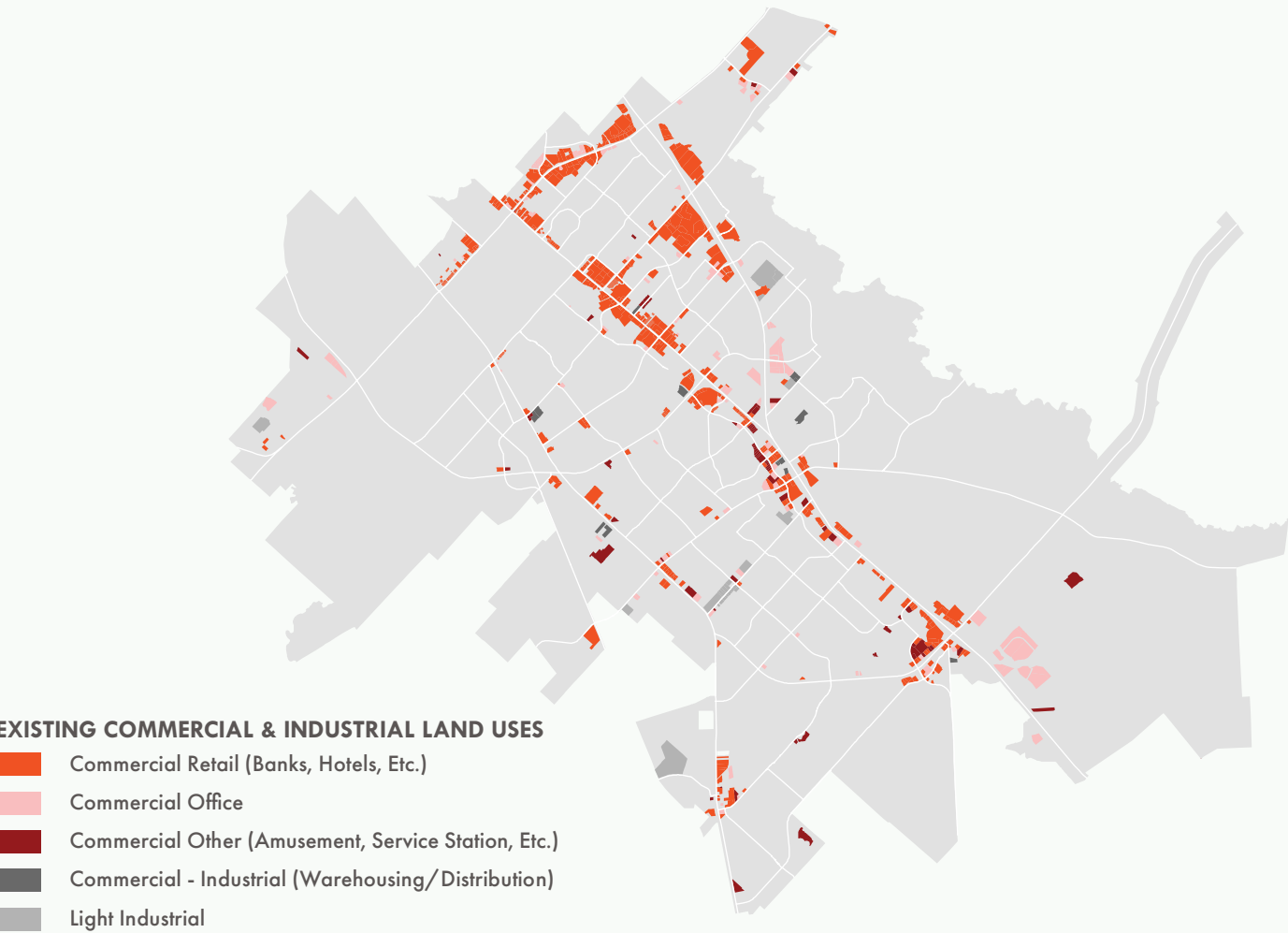


FIG. 5.20 - EXISTING LAND USE ACRES

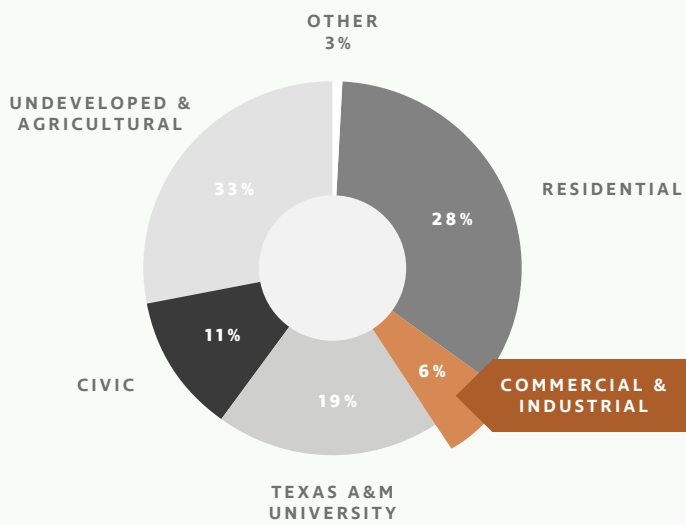
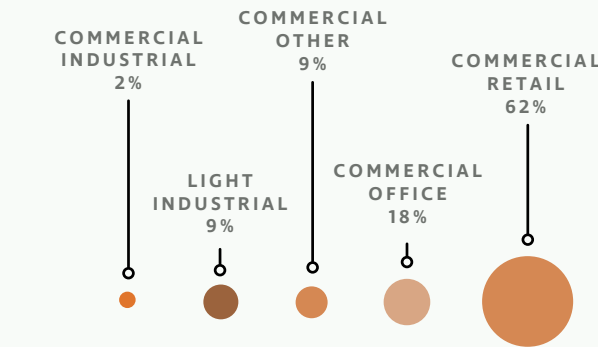


FIG. 5.21 - ACRES OF EXISTING COMMERCIAL AND INDUSTRIAL LAND USES



Undeveloped and Agricultural Land Uses

Approximately, 9,386 acres of the city are undeveloped or have rural or agriculture uses.

The majority of this land is unplatted and has a zoning designation of Rural. The Future and Land Use Character Map shows these areas designated for a mix of future land uses.

FIG. 5.22 - EXISTING LAND USE ACRES

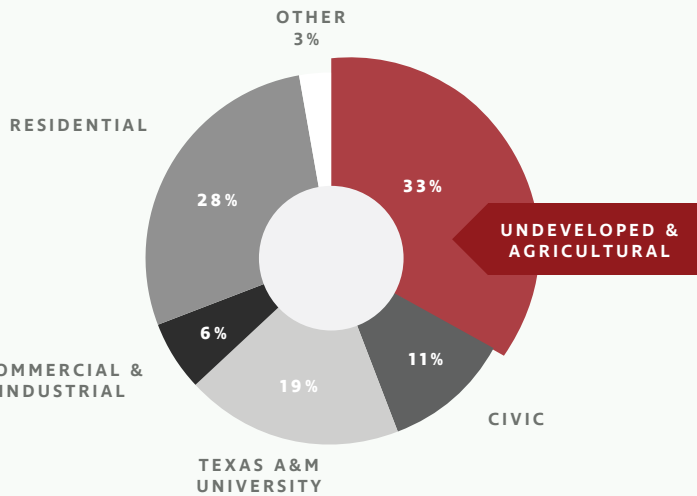
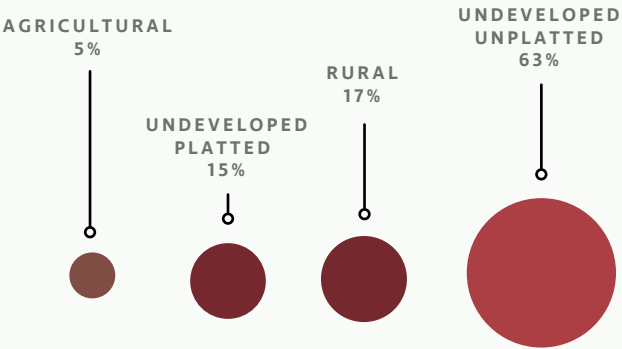


FIG. 5.23 - EXISTING UNDEVELOPED AND AGRICULTURAL LAND USES



EXISTING UNDEVELOPED, RURAL & AGRICULTURAL LAND USES

- Agricultural
- Rural (Large lots, >= 5 acres)
- Unimproved

FIG. 5.24 - ZONING OF UNDEVELOPED, RURAL AND AGRICULTURAL LAND IN CITY LIMITS

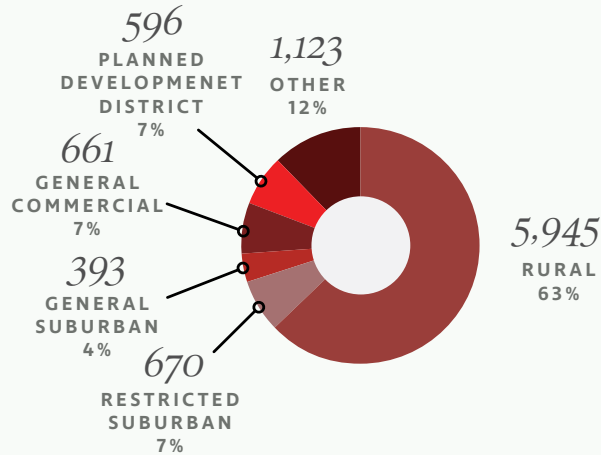
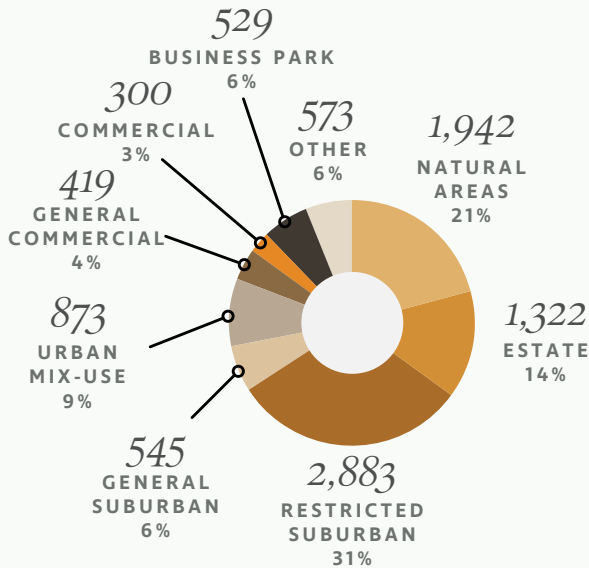


FIG. 5.25 - FUTURE LAND USE OF UNDEVELOPED AND AGRICULTURAL LAND IN CITY LIMITS



ETJ LAND USE

With the expansion of the city limits comes an expansion of the extraterritorial jurisdiction.

In July 2018, the city extended its ETJ boundary from 3½ miles to 5 miles outside the city limits. The city does not have zoning or land use controls in the ETJ but regulates the subdivision of land with the county. Per the Unified Development Ordinance, lots in the ETJ must be a minimum of one acre or be serviced by a Municipal Utility District (MUD).

College Station's ETJ has experienced a significant amount of development in recent years. Southern Pointe and Millican Reserve are two large MUDs starting development in the ETJ. In 2017, Southern Pointe received approval for a preliminary plan with 1,994 single-family lots on 553 acres. Millican Reserve is projected to have about 1,900 single-family homes on 2,354 acres.

FIG. 5.26 - EXISTING LAND USE: ETJ ACREAGE BY TYPE

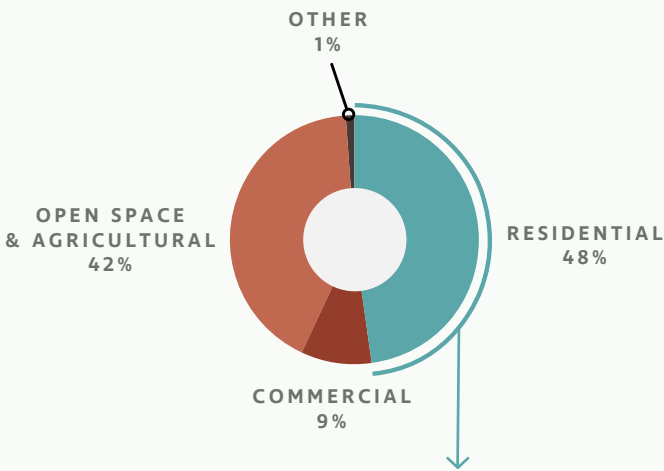


FIG. 5.27 - ETJ FUTURE LAND USE ACREAGE

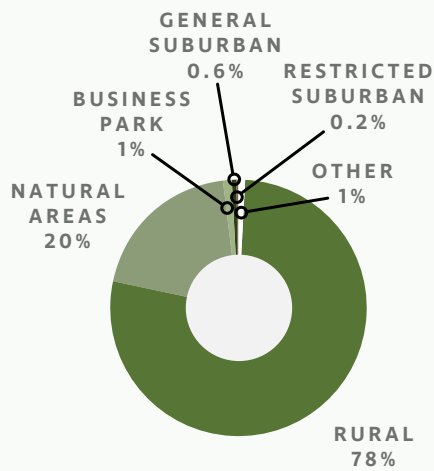
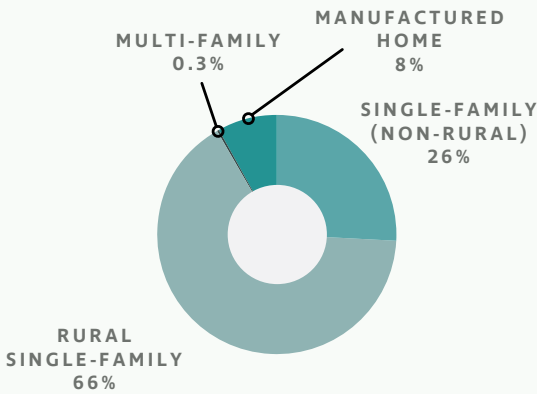
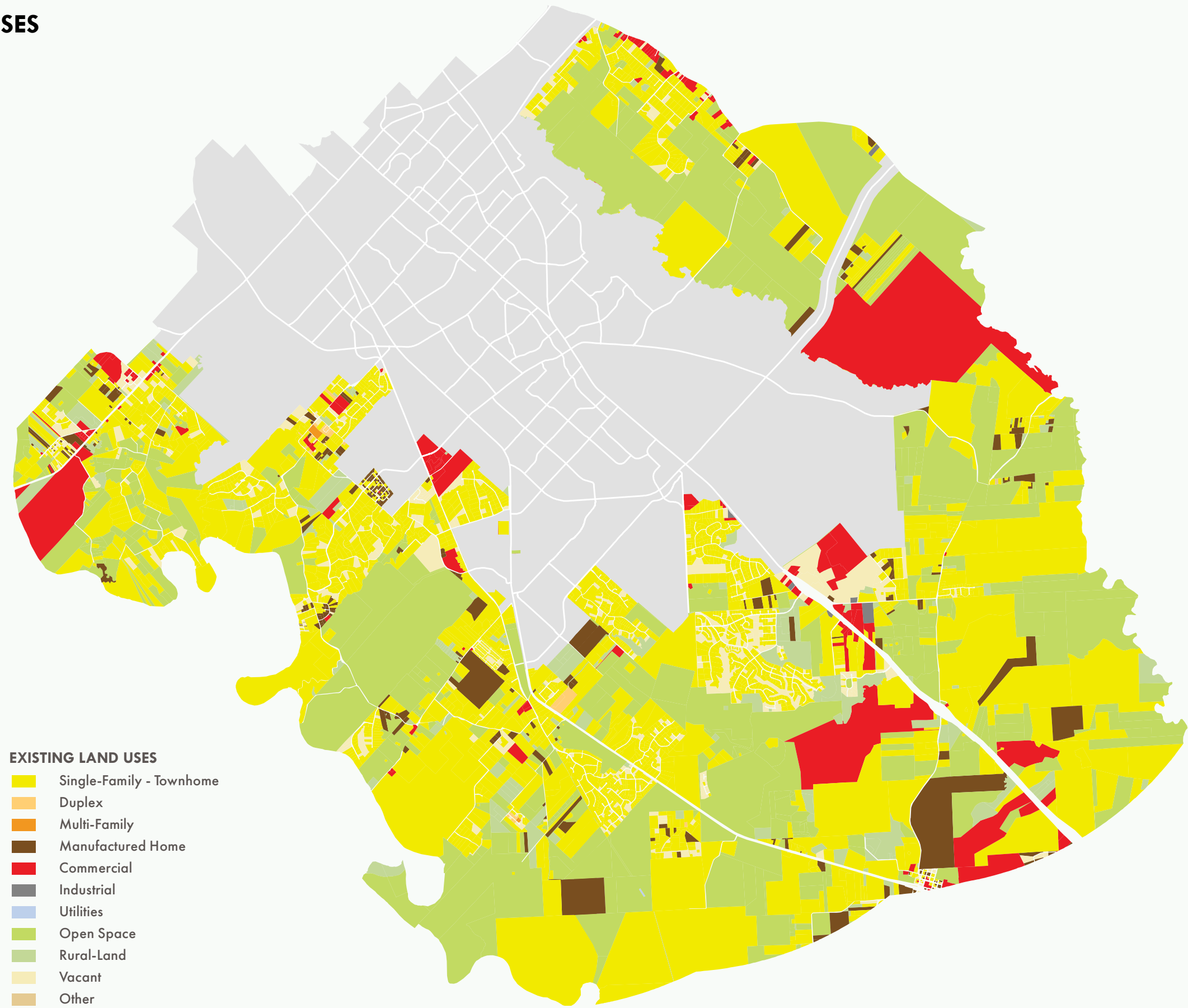


FIG. 5.28 - EXISTING LAND USE: ETJ RESIDENTIAL ACREAGE



ETJ EXISTING LAND USES





PUBLIC FACILITIES



PUBLIC FACILITIES OVERVIEW

College Station is the only city in the nation to simultaneously have national accreditations in police, fire, public safety communications, parks, water, and public works.

The city plans, maintains and invests in the infrastructure, facilities, services, personnel, and equipment required to meet projected needs and opportunities to accommodate growth. This section includes updated information regarding electric, water, wastewater, sanitation, police, fire, parks, K-12 education, and higher education related to the city's growth and development patterns.

PLEASE NOTE

3,397 ACRES MAKING UP 12% OF THE LAND WITHIN THE CITY LIMITS IS FOR CIVIC USES.

1,043 ACRES OF PUBLIC FACILITIES

1,444 ACRES OF PARKS* (*INCLUDES CEMETERIES)

369 ACRES OF GREENWAYS* (*GREENWAYS NOT DEPICTED IN MAP)

PUBLIC LANDS & CITY FACILITIES

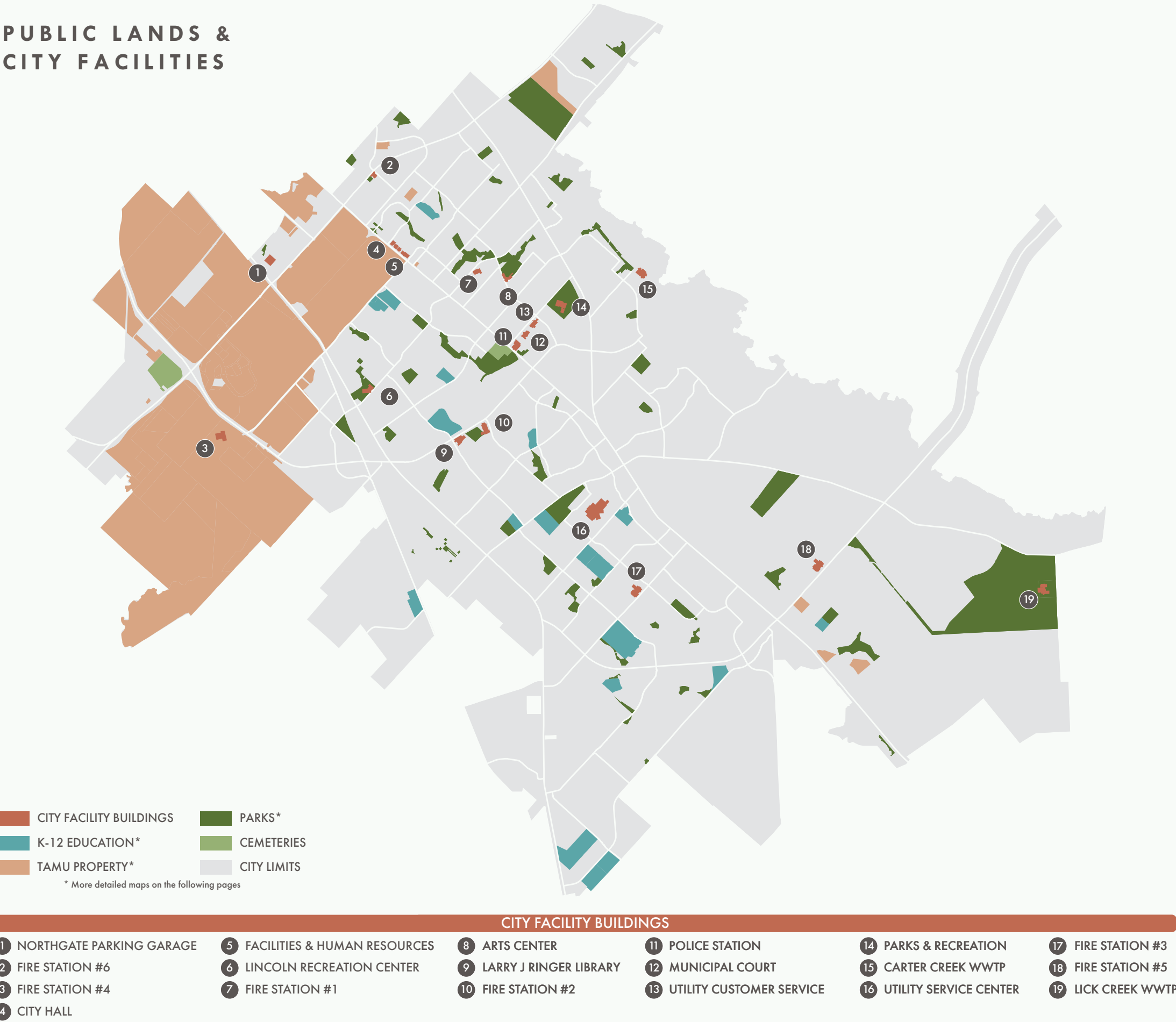
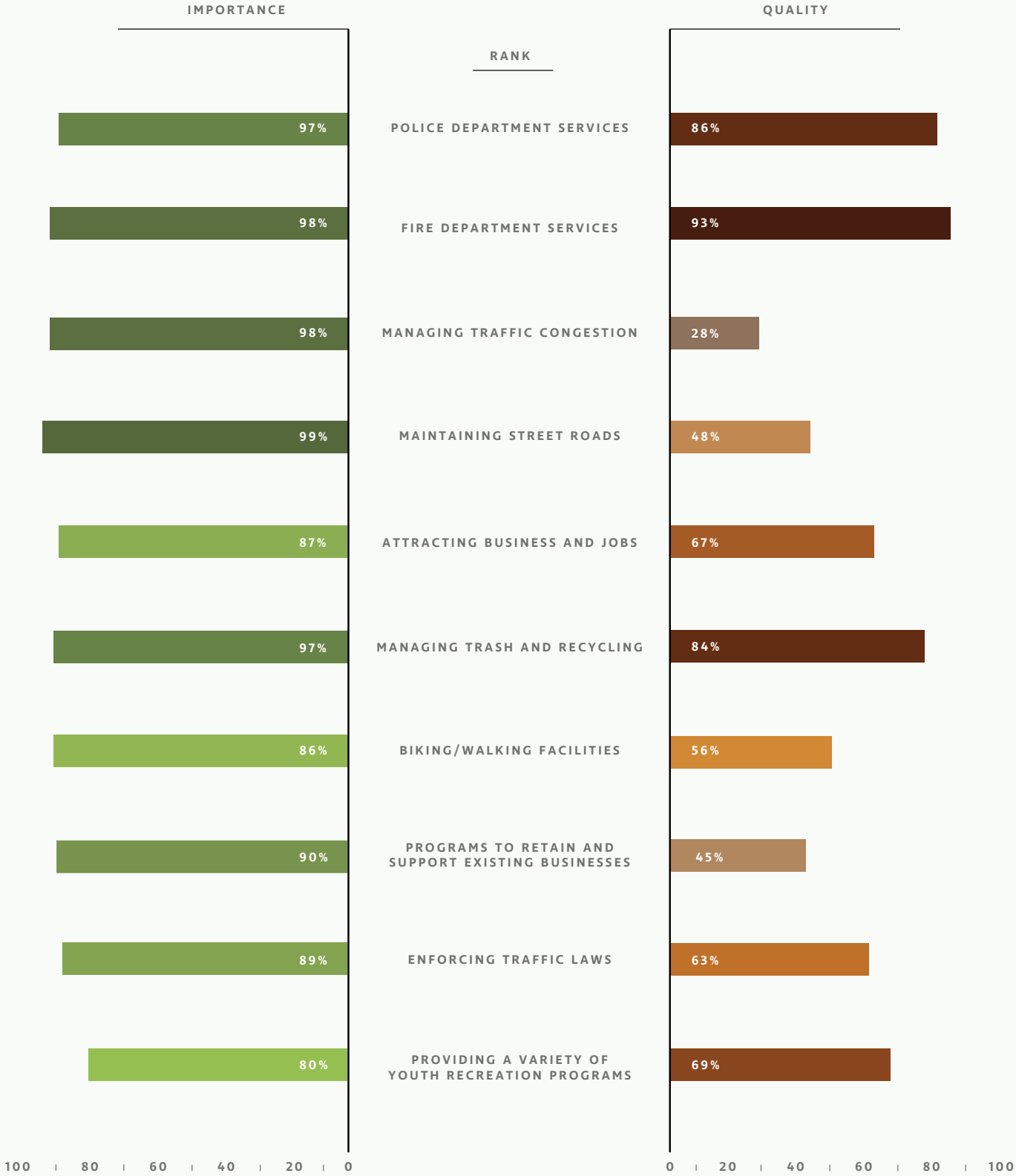


FIG. 6.1 - 2016 CITIZEN SURVEY IMPORTANCE VS. QUALITY RATING RANK



QUALITY RATINGS SHOWN ARE FOR EXCELLENT/GOOD SCORES
RANK LISTS THE CITY SERVICE IN ORDER BASED ON THE RESPONDENTS FIRST, SECOND AND THIRD MOST IMPORTANT SERVICE
IMPORTANCE RATINGS SHOWN ARE FOR VERY IMPORTANT AND SOMEWHAT IMPORTANT SCORES

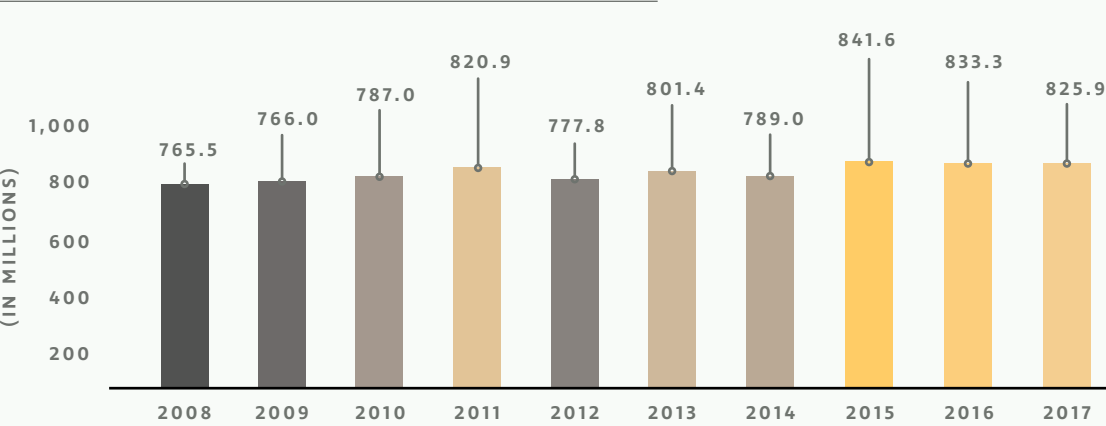


ELECTRIC

College Station’s primary electric provider is College Station Utilities, which is a wholesale power purchaser and does not have generation capabilities.

Power is supplied by American Electric Power and the City of Garland from plants located around Texas. Delivery is on the Electric Reliability Council of Texas (ERCOT) transmission grid. CSU has policies for purchasing excess power produced by customers with forms of distributed generation such as solar panels. Rebate programs are offered as incentives for these types of installations. Since 1992, the city has required that electric lines for new developments and subdivisions to be installed underground.

FIG. 6.2 - ANNUAL COLLEGE STATION UTILITY ELECTRIC CONSUMPTION (KwH)



RESIDENTIAL CONSUMPTION AVERAGE:

925 KwH
(\$119.51/MONTH)

COMMERCIAL CONSUMPTION AVERAGE:

9,937 KwH
(\$1,095.30/MONTH)

41,000+
CUSTOMERS

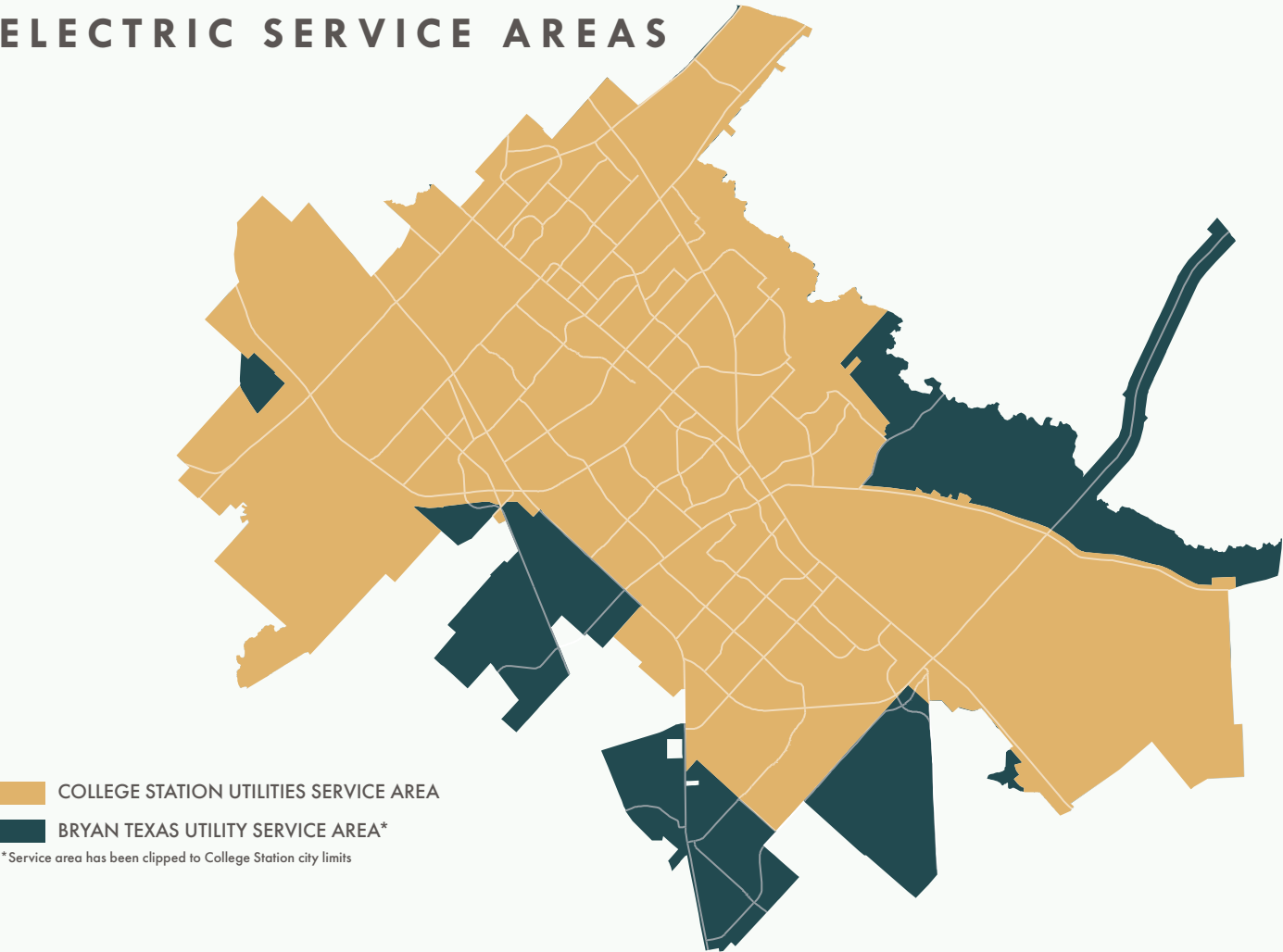
490
MILES OF ELECTRICAL LINES
(41% OVERHEAD AND 59% UNDERGROUND)

7

SUBSTATIONS AND ONE
UNDER CONSTRUCTION



ELECTRIC SERVICE AREAS



WATER

College Station’s water system is rated superior by the state and has received awards for outstanding operations and maintenance from the Environmental Protection Agency.

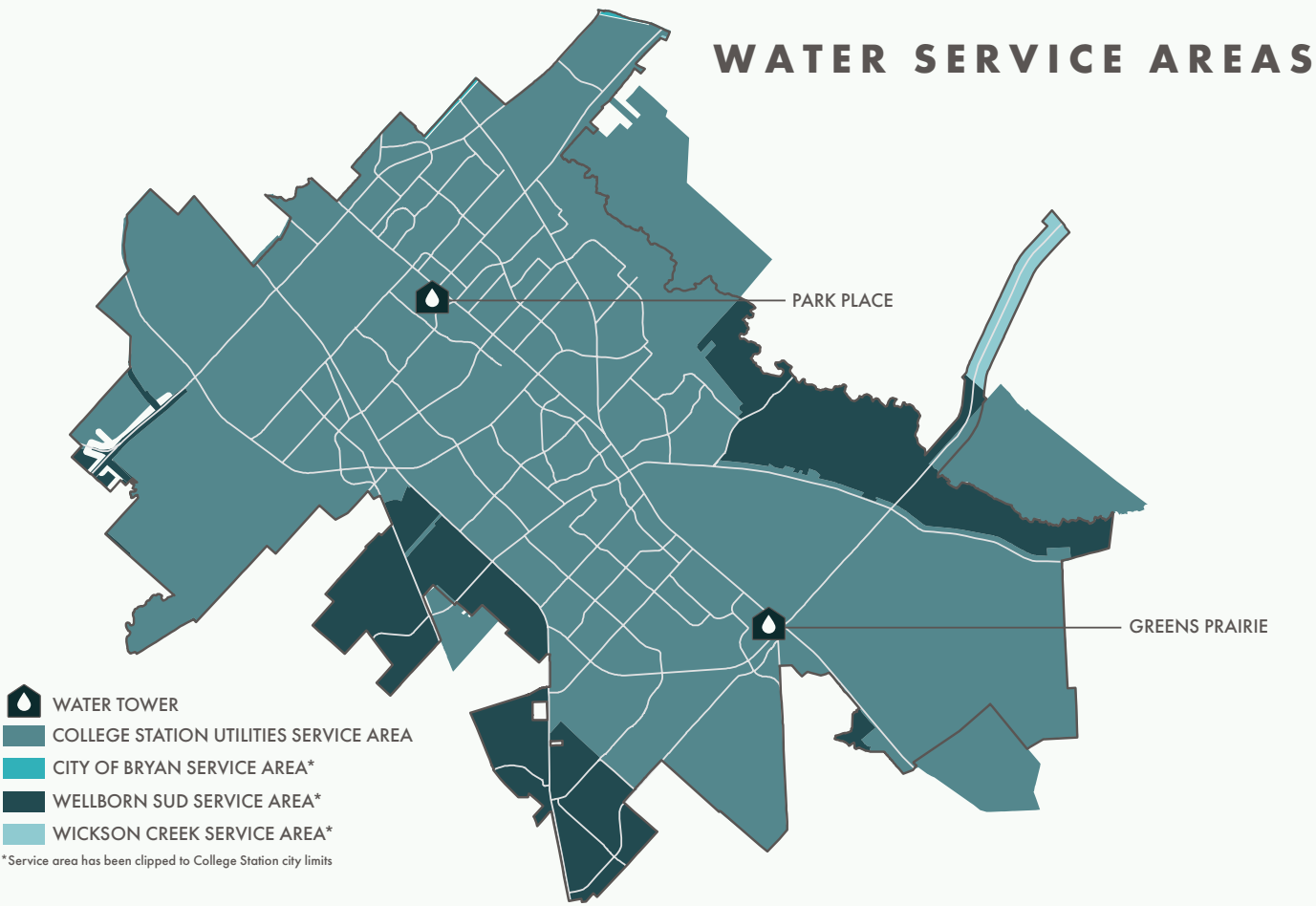
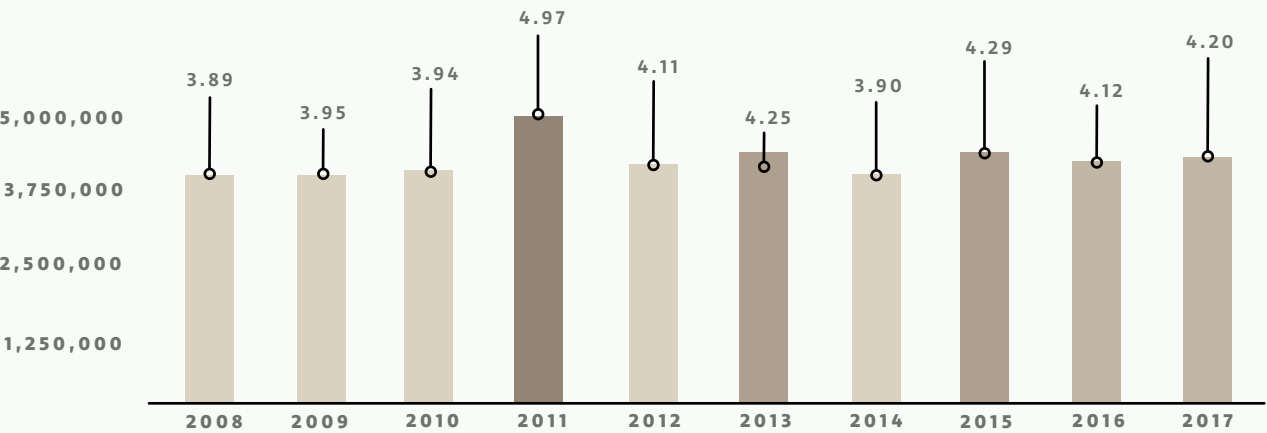


FIG. 6.3 - WATER CONSUMPTION (THOUSAND GALLONS)

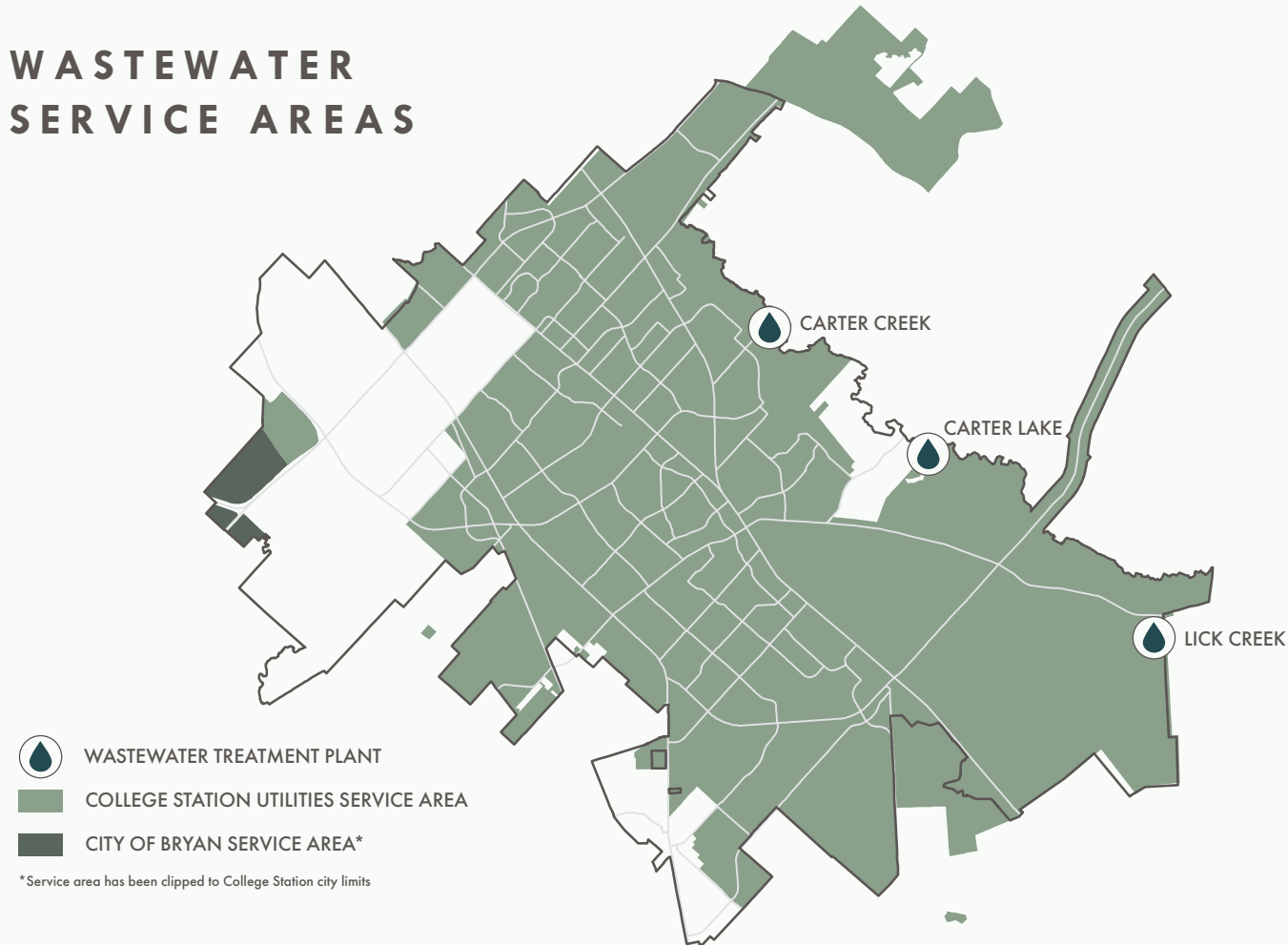


WASTEWATER

The City of College Station uses reclaimed water for irrigation at Veterans Park and Athletic Complex, which saves about 25 million gallons of drinking water each year.

The city also has rainwater harvesting cisterns at the CSU Meeting and Training Facility, Beachy Central Park, and the Lick Creek Park Nature Center.

WASTEWATER SERVICE AREAS



2017 WASTEWATER SNAPSHOT

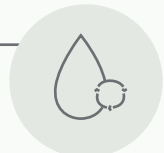
6,774 manholes • 357 miles of collection lines • 15 lift stations

3 WASTEWATER TREATMENT PLANTS

Lick Creek Wastewater Treatment Plant
> 2 million gallons per day of capacity

Carter Creek Wastewater Treatment Plant
> 9.5 million gallons per day of capacity

Carter Lake Wastewater Treatment Facility
> lagoon system with capacity of 8,500 gpd average daily flow



2017 WATER SNAPSHOT

91,000 full-time residential consumers • Average consumption of 125 gallons per day per person • 448 miles of water distribution lines

7 DEEP AND 2 SHALLOW GROUNDWATER WELLS ON THE CARRIZO-WILCOX AQUIFER

2 pump stations

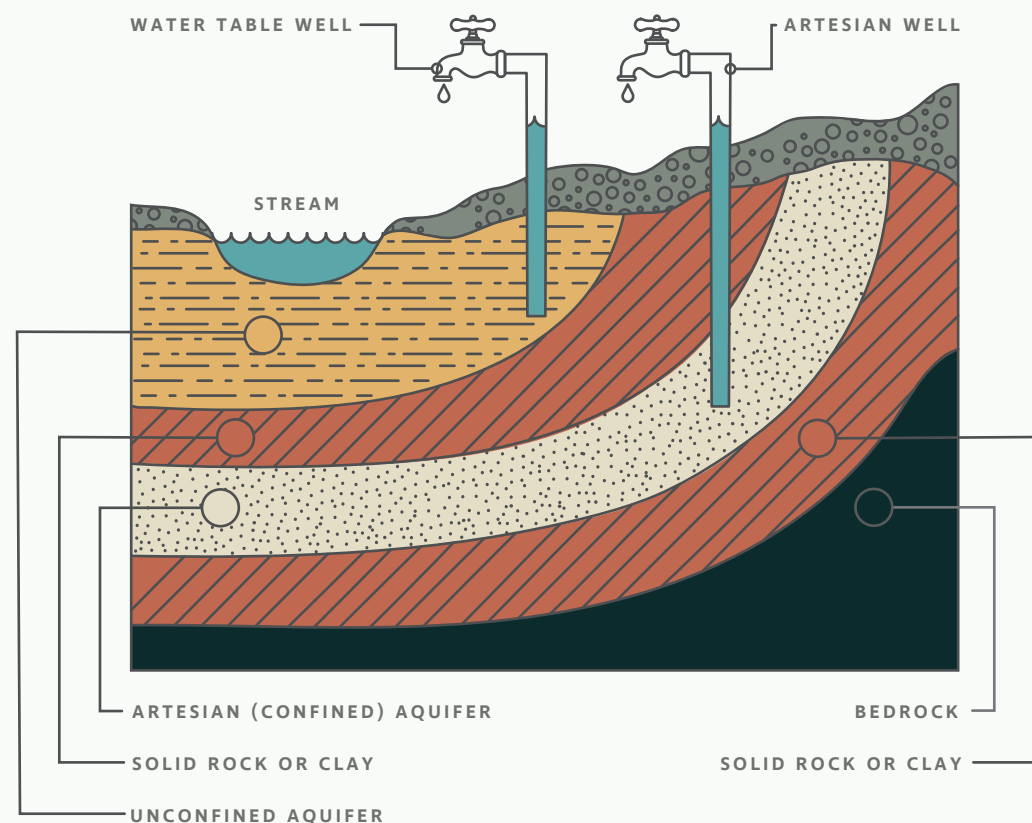
2 ground storage tanks

2 water towers

Other Area Providers: Bryan Texas Utilities, Wellborn Water Supply, Wickson Creek Special Utility District and Brushy Water Supply



FIG. 6.4 - CARRIZO-WILCOX AQUIFER

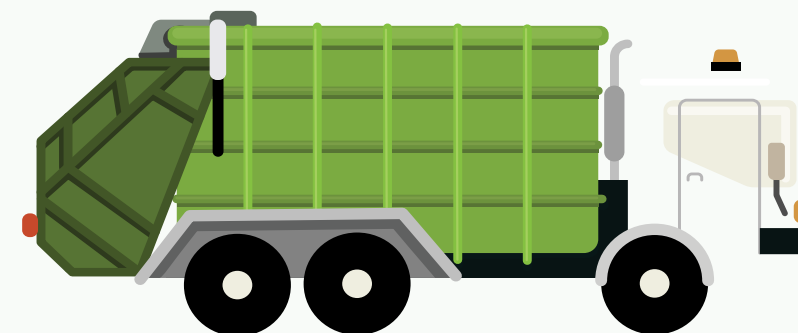


TWIN OAKS LANDFILL

SOLID WASTE

The Cities of Bryan and College Station joined in 1990 to create the Brazos Valley Solid Waste Management Agency.

BVSWMA operates from the Twin Oaks Landfill on Highway 30 in Grimes County. In 2011, the old Rock Prairie Landfill closed after reaching its capacity. The Twin Oaks Landfill, a Subtitle D landfill, accepts an estimated 1,000 plus tons of solid waste per day, primarily from Texas A&M and Brazos, Burleson, Grimes, Leon, Madison, Washington, and Robertson counties. Since the landfill is the only Type 1 facility between Austin and Houston, it accepts solid waste from 19 counties. In January 2016, the City of College station partnered with a third-party franchisee to provide single-stream recycling to residents and commercial properties.



RESIDENTIAL GARBAGE

22,355
TONS

RESIDENTIAL
RECYCLING

2,681
TONS

COMMERCIAL
RECYCLING

13,119
TONS

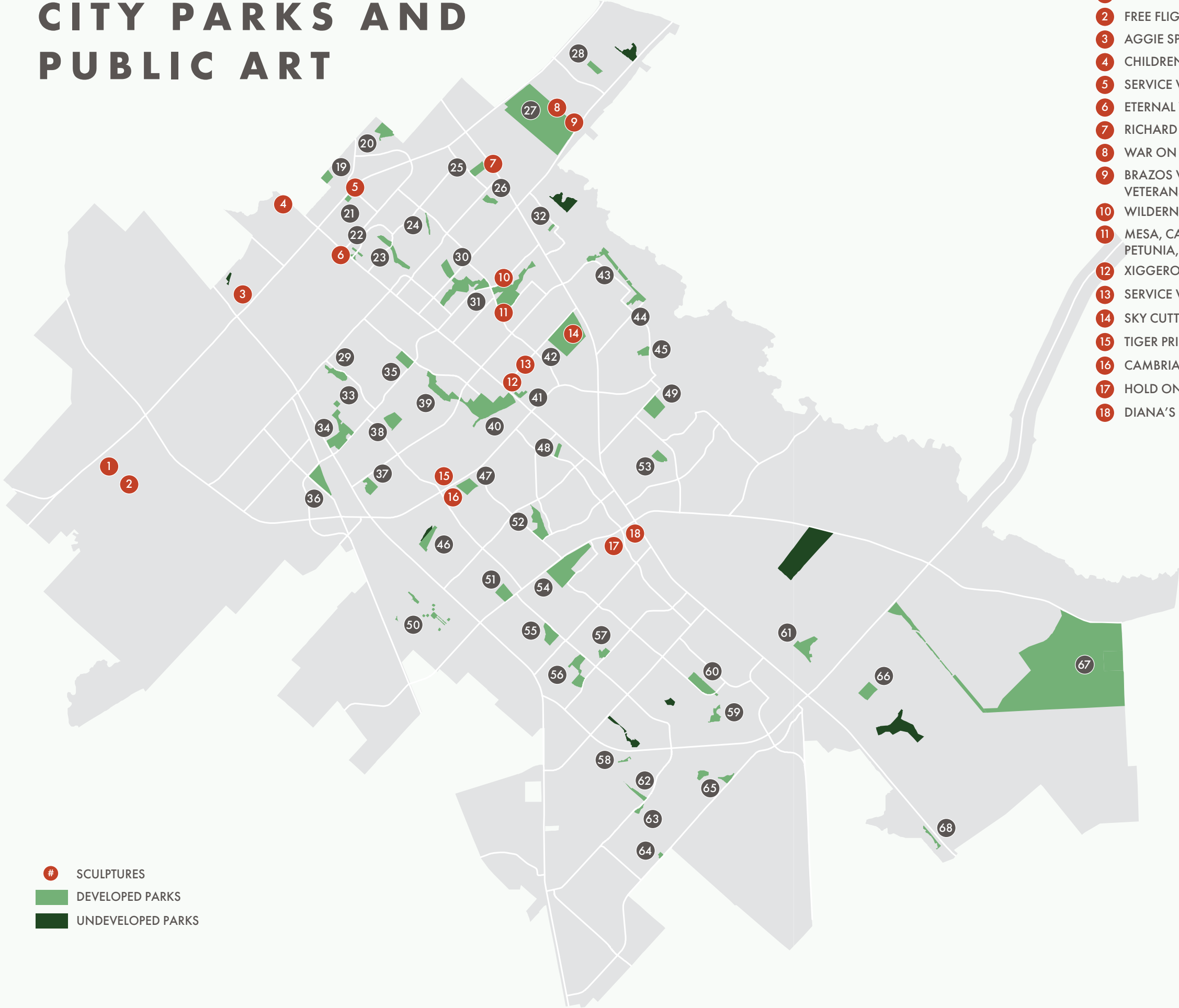
37
FULL-TIME
STAFF

COMMERCIAL
GARBAGE

39,103
TONS

28
COLLECTION
TRUCKS

CITY PARKS AND PUBLIC ART



- # SCULPTURES
- DEVELOPED PARKS
- UNDEVELOPED PARKS

- 1 GENESIS
- 2 FREE FLIGHT
- 3 AGGIE SPIRIT
- 4 CHILDREN OF PEACE
- 5 SERVICE WITH COURAGE
- 6 ETERNAL WINDS
- 7 RICHARD CARTER BRONZE SCULPTURE
- 8 WAR ON TERROR
- 9 BRAZOS VALLEY VETERANS MEMORIAL
- 10 WILDERNESS AWAKENED
- 11 MESA, CACTUS BIRD, SEA CORNUCOPIA, PETUNIA, LIFE RHYTHM
- 12 XIGGEROTTS
- 13 SERVICE WITH HONOR
- 14 SKY CUTTER
- 15 TIGER PRIDE
- 16 CAMBRIA
- 17 HOLD ON
- 18 DIANA'S QUEST

- 19 BILLIE MADELY
- 20 UNIVERSITY
- 21 LIONS
- 22 EASTGATE
- 23 THOMAS
- 24 PARKWAY
- 25 RICHARD CARTER
- 26 MERRY OAKS
- 27 VETERANS PARK & ATHLETIC COMPLEX
- 28 CRESCENT POINTE
- 29 BRISON
- 30 OAKS
- 31 WOLF PEN CREEK
- 32 WINDWOOD
- 33 LUTHER JONES
- 34 W.A. TARROW
- 35 ANDERSON
- 36 JOHN CROMPTON
- 37 SOUTHWEST
- 38 GABBARD
- 39 LEMONTREE
- 40 BEE CREEK & ARBORETUM
- 41 CY MILLER
- 42 STEPHEN C. BEACHY CENTRAL
- 43 ART & MYRA BRIGHT
- 44 CARTER'S CROSSING
- 45 EMERALD FOREST
- 46 STEEPLECHASE
- 47 GEORGIE K. FITCH
- 48 LONGMIRE
- 49 SANDSTONE
- 50 THE BARRACKS II
- 51 JACK & DOROTHY MILLER
- 52 BROTHERS
- 53 WOODCREEK
- 54 BRIAN BACHMANN
- 55 EDELWEISS
- 56 EDELWEISS GARTENS
- 57 CREEK VIEW
- 58 BRIDGEWOOD
- 59 CASTLEROCK
- 60 SOUTHERN OAKS
- 61 WOODLAND HILLS
- 62 PHILLIPS
- 63 WALLACE LAKE
- 64 ETONBURY
- 65 CASTLEGATE
- 66 PEBBLE CREEK
- 67 LICK CREEK
- 68 COVE OF NANTUCKET



PARKS AND RECREATION

The City of College Station provides parks and recreational opportunities through its Parks and Recreation Department, whose mission is “to provide a diversity of facilities and leisure services that are geographically and demographically accessible.”

The department is responsible for the design, construction, and operation of park facilities along with the development and implementation of recreation programs.

A wide array of public art is available throughout the city, including fiber art, sculptures, theater and performing arts, and literature and poetry. More than 60 regional not-for-profit arts, culture, and heritage affiliate organizations are represented by the Arts Council of Brazos Valley.

1,444

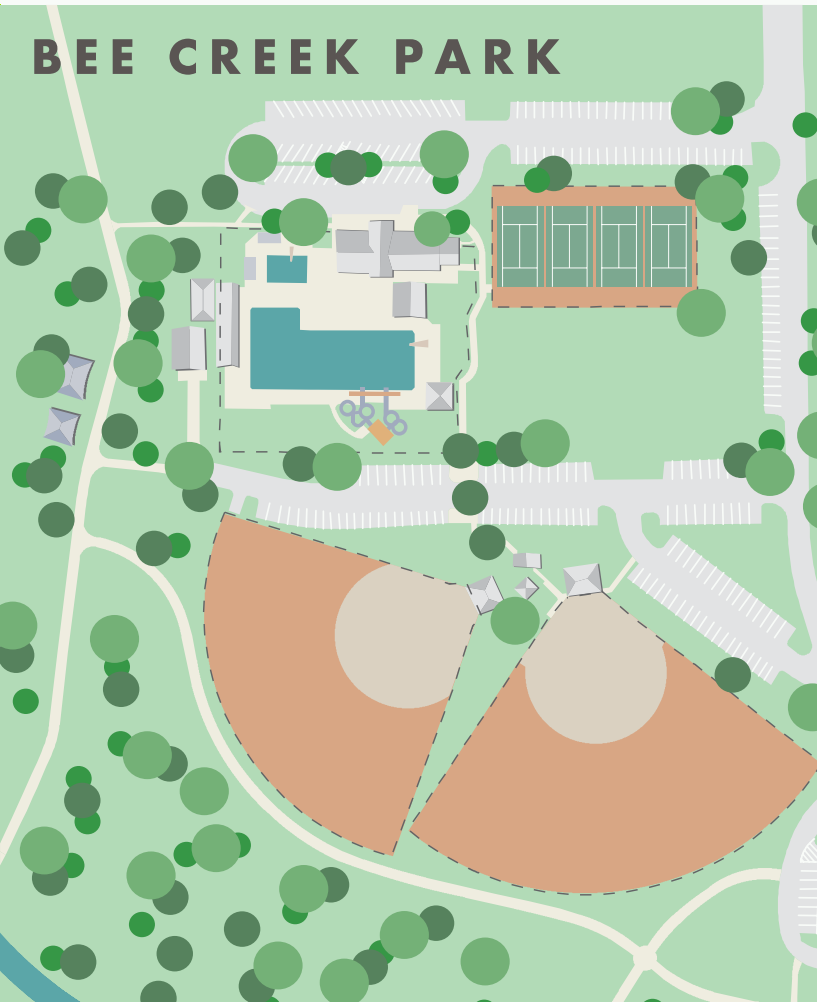
ACRES OF PARKLAND
(INCLUDES CEMETERIES)

57

PARKS

70+

BUILDINGS AND
FACILITIES



Enforcement of criminal laws and ordinances
Providing education • Recovery of property
Animal control • Traffic enforcement
Criminal investigations

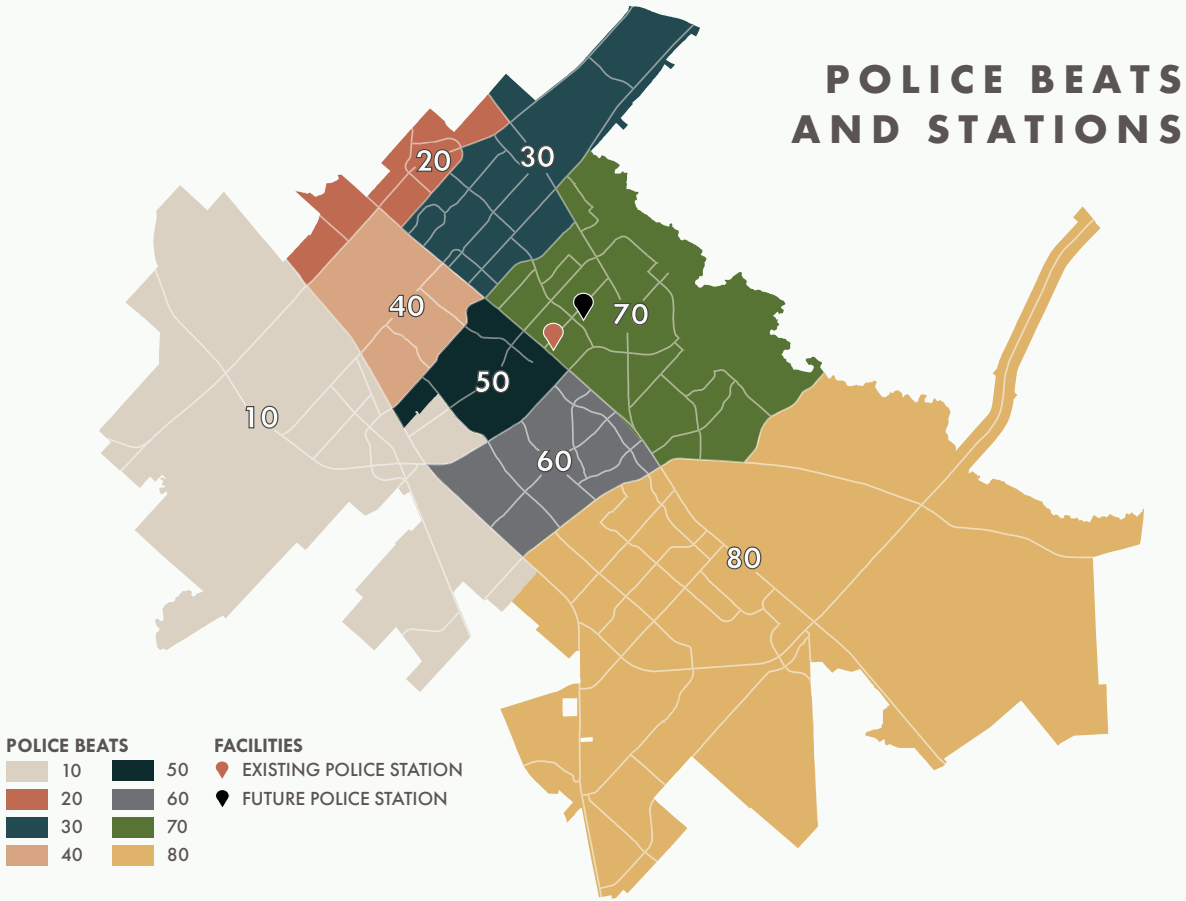
POLICE

About 96 percent of respondents in the 2016 citizen survey reported feeling safe in their neighborhoods.

The College Station Police Department, Texas Department of Public Safety, Texas A&M Police Department, federal law enforcement agencies, Brazos County Sheriff’s Department, and the constables and Justice of the Peace courts have jurisdiction in College Station.

The Police Department is divided into the Operations Support Bureau, Field Operations Bureau, and Administrative Services Bureau. The department has 218 employees with 144 sworn officers and 44 civilian positions.

The city has three sectors, each under the command of a lieutenant. The sectors are divided into a total of eight beats that are assigned a sergeant who is responsible for quality of life and crime issues affecting their beats. The system ensures faster response time to calls for assistance and makes the officers more familiar with specific areas and residents. In 2017, the department handled 106,035 incidents.



2017 CRIMES

FIG. 6.5 - MAJOR OFFENSES

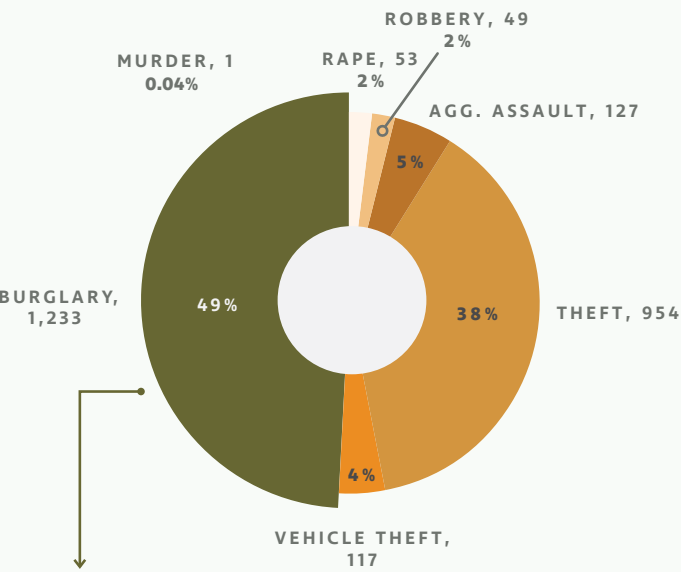


FIG. 6.7 - BURGLARIES

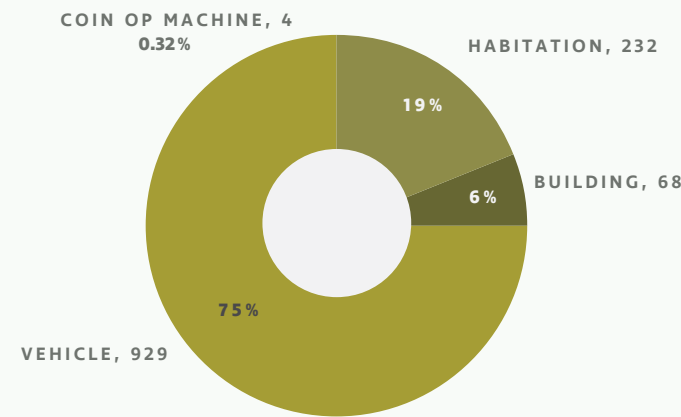


FIG. 6.9 - CITATIONS

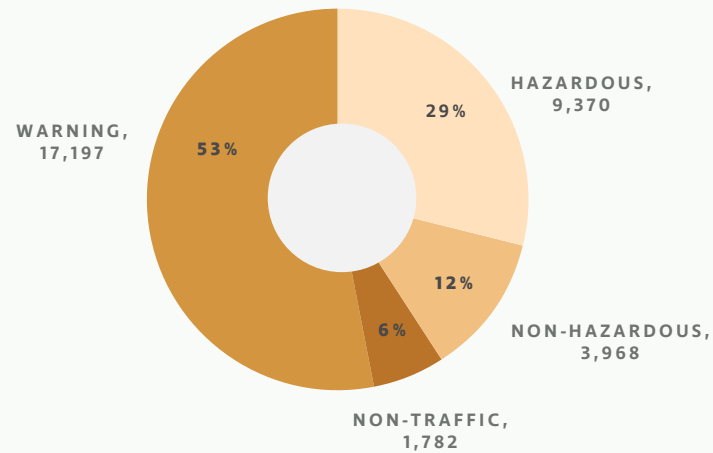
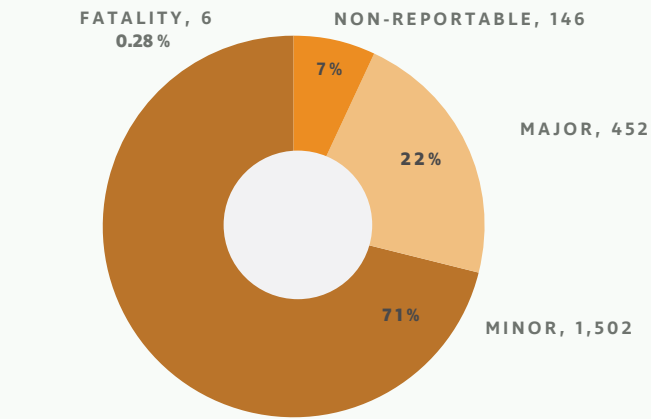


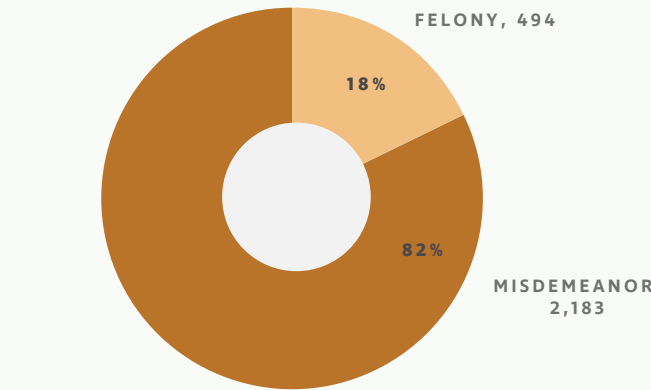
FIG. 6.6 - ACCIDENTS



PLEASE NOTE

5% OF ACCIDENTS WERE ALCOHOL-RELATED

FIG. 6.8 - ARRESTS



PLEASE NOTE

CRIME DATA DOES NOT INCLUDE CRIMES THAT OCCUR ON THE TEXAS A&M CAMPUS.

FIRE

The College Station Fire Department provides prevention, suppression, advanced life support, emergency medical services and transport, community risk reduction programs, and special operations along with Advanced Life Support to the southern half of Brazos County and fire suppression to the Texas A&M campus.

The department has 141 firefighter/paramedics on shift and 19 sworn and civilian administrators. The primary response area for EMS is College Station and southern Brazos County. Secondary response includes automatic aid with the Bryan Fire Department and mutual aid to the Texas A&M campus. The primary fire response is College Station and the A&M campus. Secondary response includes automatic aid with the Bryan Fire Department and mutual aid with Brazos County fire departments. Mutual aid agreements for both EMS and fire are in place with Texas A&M EMS, St. Joseph EMS, Texas A&M Health and Safety, and the Brayton Fire Training School in times of extreme need.

The College Station Fire Department has an Insurance Service Office (ISO) Public Protection Classification (PPC) rating of 2 (1 being best and 10 the worst), which can result in lower insurance premiums.

CSFD became an accredited agency through the Commission on Fire Accreditation International in 2015. The department is one of only seven municipal fire departments in Texas to attain that elite status.



FIG. 6.10 - 2017 CALL BREAKDOWN

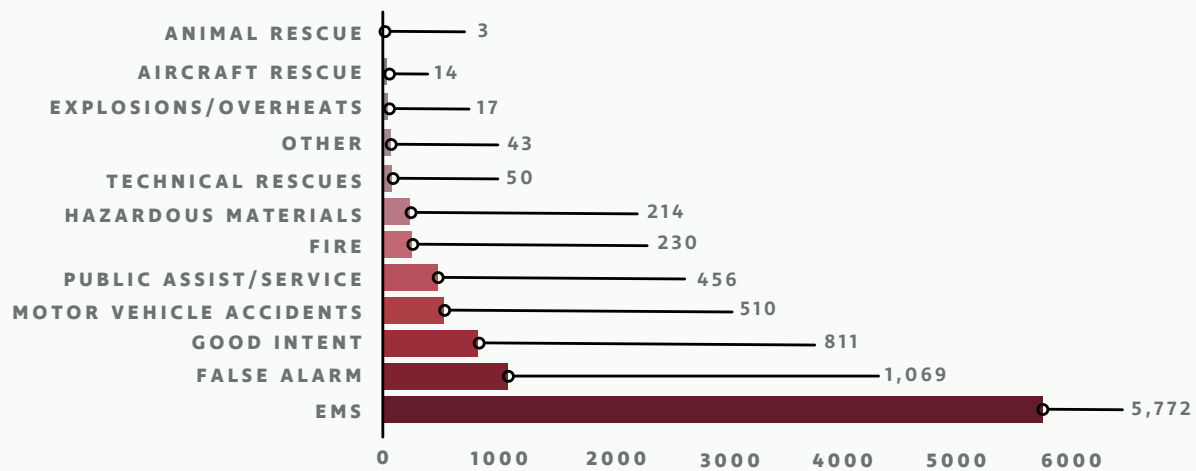
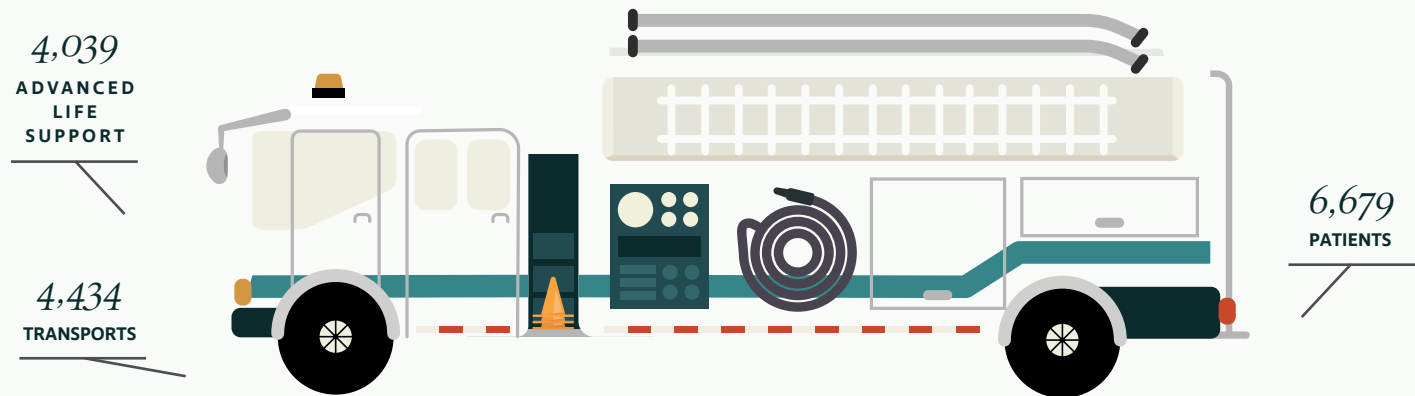
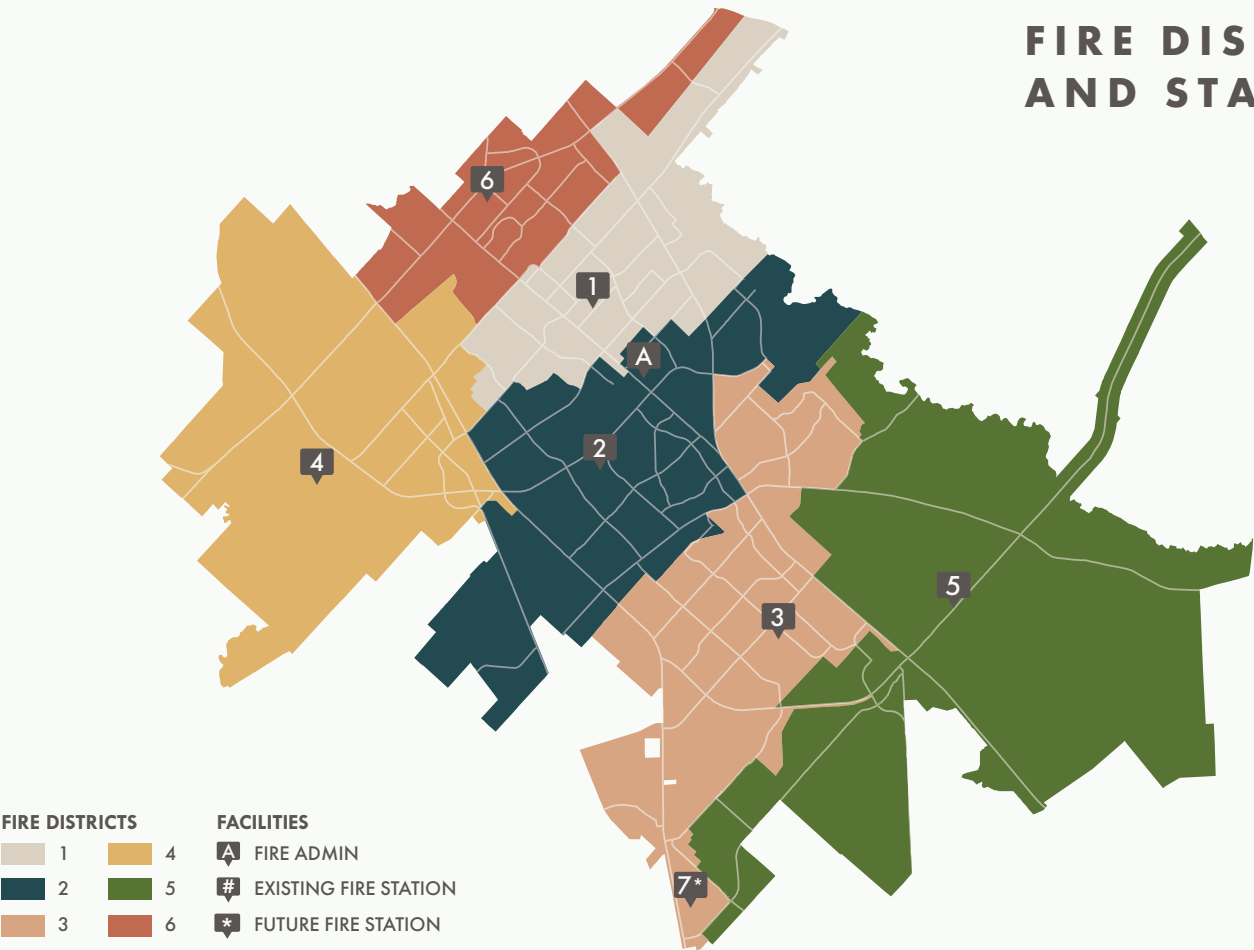


FIG. 6.11 - 2017 EMS STATISTICS



FIRE DISTRICTS AND STATIONS



PUBLIC K-12 EDUCATION

As College Station’s population has surged, the school district has grown accordingly.

Since the adoption of the Comprehensive Plan in 2009, several school facilities have opened or are under construction, including four elementary schools and one each at the intermediate, middle, and high school levels. Elementary schools are set to open off Royder Road for the 2018-2019 school year and off Wellborn Road at Holleman Drive for the 2019-2020 school year. In addition, College Station’s first public charter school off Graham Road is open for the 2018-2019 school year. The school district has also constructed a 44-acre transportation facility off William D. Fitch Parkway.

Two other school districts serve a small proportion of students in College Station and its extraterritorial jurisdiction (ETJ). Generally, Bryan ISD serves College Station residents east of Carter Creek and on the west side of Easterwood Airport. Navasota ISD serves the southernmost portion of College Station’s ETJ, just south of Peach Creek.

FIG. 6.12 - NUMBER OF CSISD STUDENTS PER ACADEMIC LEVEL IN THE 2016-2017 SCHOOL YEAR

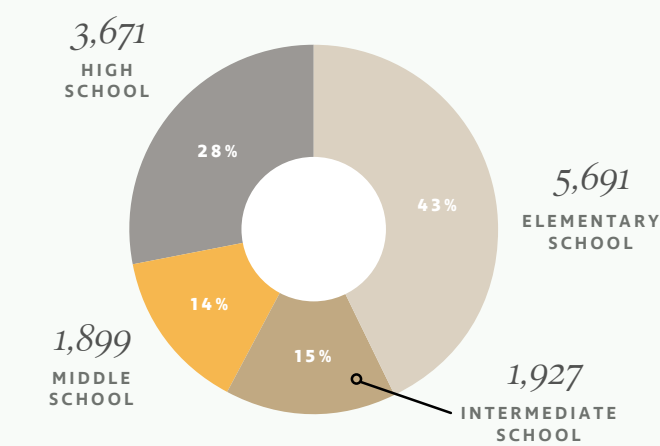
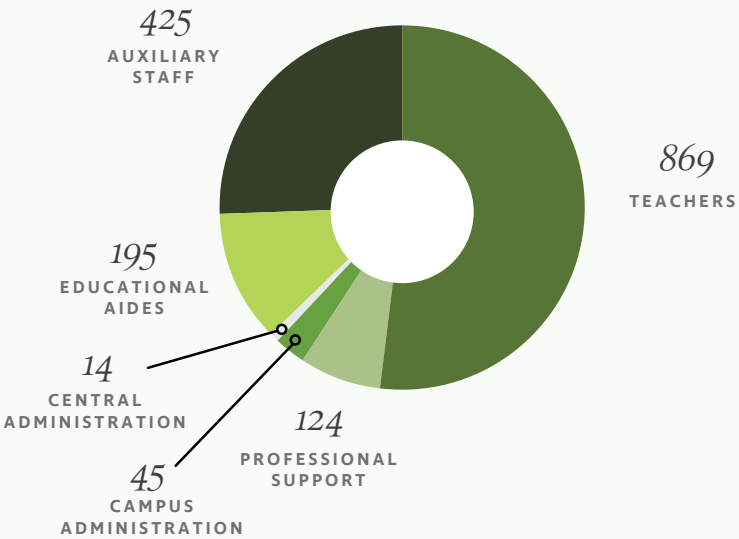
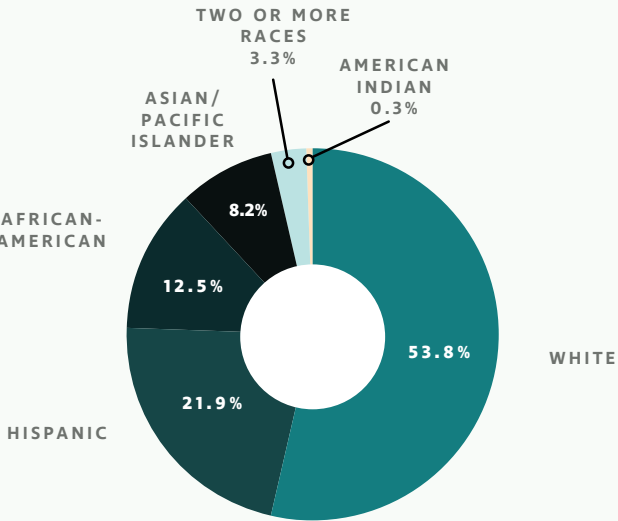


FIG. 6.13 - 2016-2017 CSISD STAFF BREAKDOWN

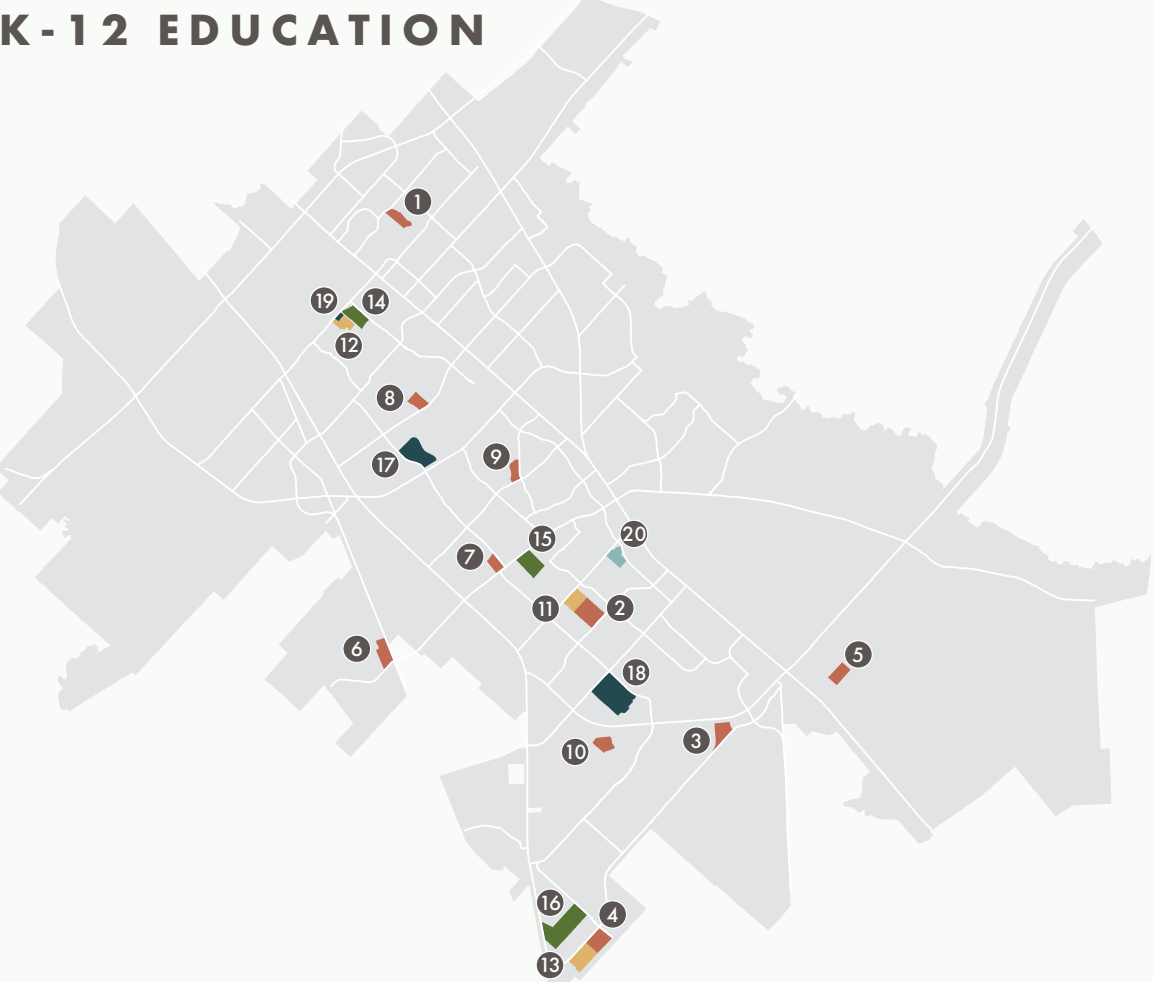


93.1%
GRADUATION RATE FOR
CSISD CLASS OF 2016

FIG. 6.14 - 2016-2017 CSISD STUDENT RACIAL POPULATION



K-12 EDUCATION



ELEMENTARY SCHOOLS

- 1 COLLEGE HILLS
- 2 CREEK VIEW
- 3 FOREST RIDGE
- 4 GREENS PRAIRIE
- 5 PEBBLE CREEK
- 6 RIVER BEND
- 7 ROCK PRAIRIE
- 8 SOUTH KNOLL
- 9 SOUTHWOOD VALLEY
- 10 SPRING CREEK

INTERMEDIATE SCHOOLS

- 11 CYPRESS GROVE
- 12 OAKWOOD
- 13 PECAN TRAIL

MIDDLE SCHOOLS

- 14 A&M CONSOLIDATED
- 15 COLLEGE STATION
- 16 WELLBORN

HIGH SCHOOLS

- 17 A&M CONSOLIDATED
- 18 COLLEGE STATION
- 19 COLLEGE VIEW

CHARTER SCHOOL

- 20 INTERNATIONAL LEADERSHIP OF TEXAS SCHOOL



100+
BUILDINGS

5,200
ACRES

130+
UNDERGRADUATE
DEGREES

HIGHER EDUCATION

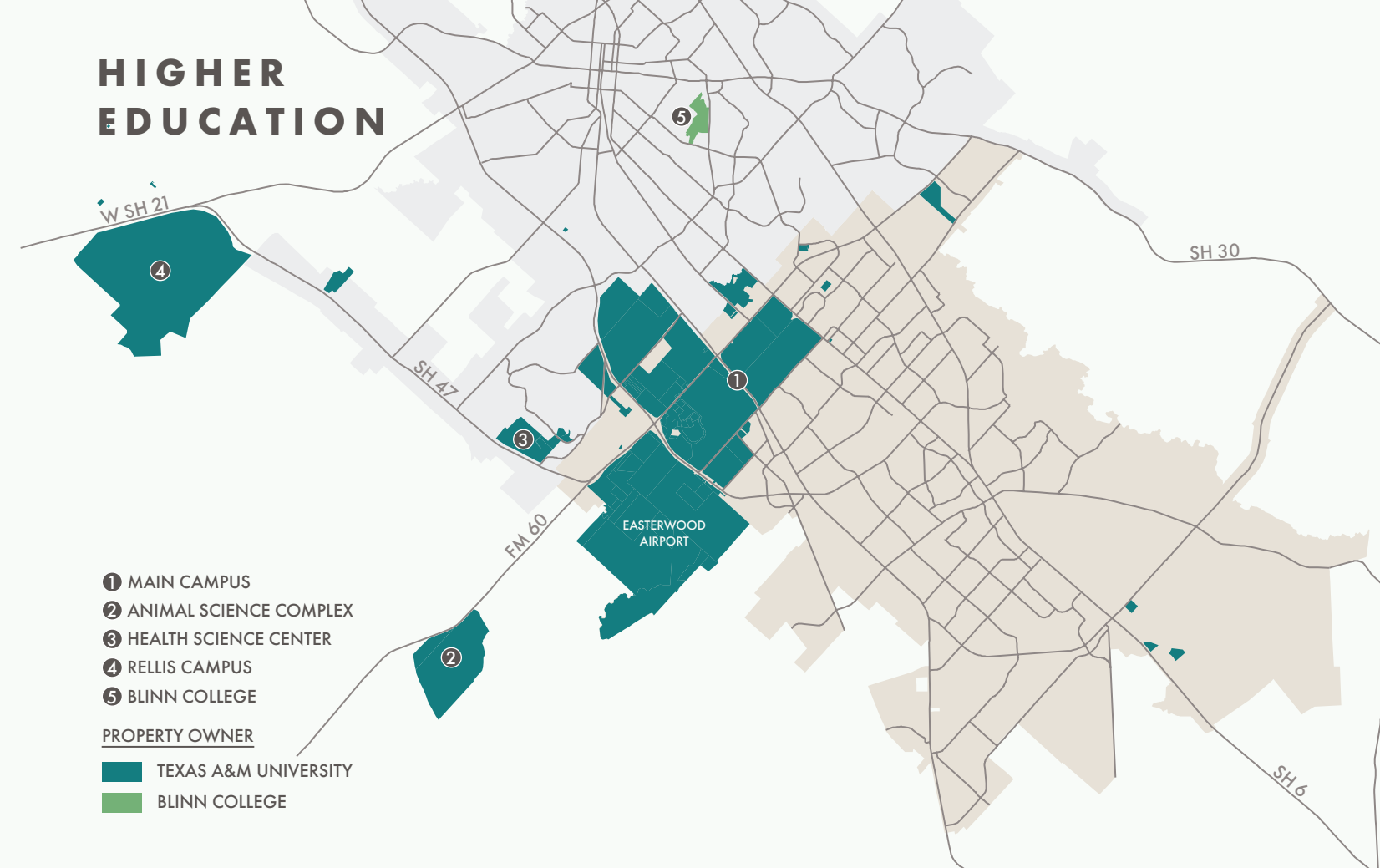
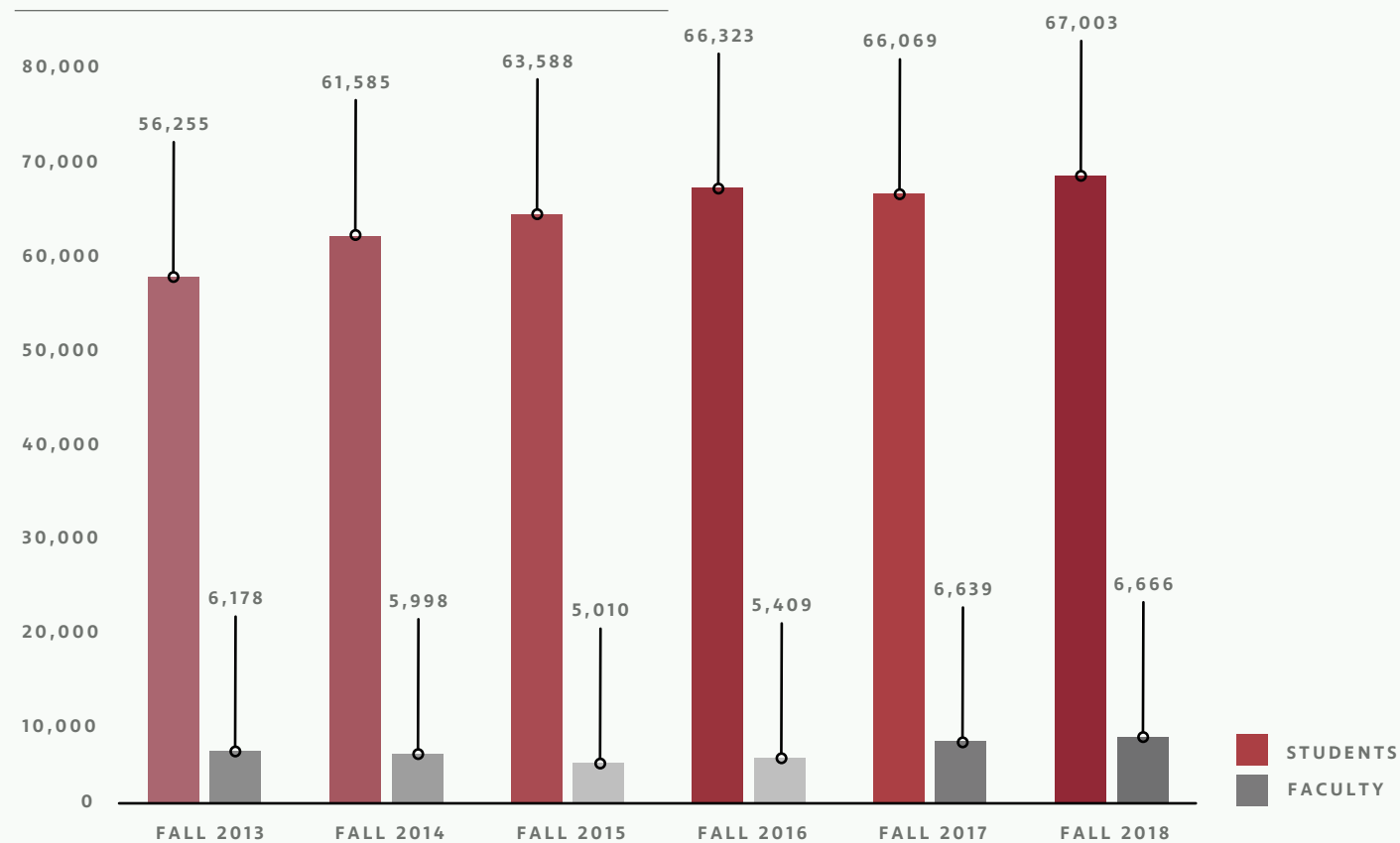
College Station is home to Texas A&M University, a land-grant, sea-grant, and space-grant institution.

During the 2016-2017 school year, 16,513 degrees were awarded at the baccalaureate, masters, doctoral, and professional levels.

Also located within the College Station-Bryan MSA is one of four Blinn College campuses. The local campus is in Bryan and conducts classes for nearly 12,000 students. Blinn offers transfer, technical and workforce education programs. More students transfer from Blinn to Texas A&M than to any other college. The Blinn system has experienced 33.4 percent growth since 2006.

The newest facility in College Station is the RELLIS Campus, which will be home to the Texas A&M Engineering Experiment Station, Texas A&M Transportation Institute, Blinn College, the Texas A&M University System Academic Complex, and the Center for Infrastructure Renewal. The campus is scheduled to be completed by 2020 with more than 560,000 square feet of vertical construction at the corner of state Highway 21 and Riverside Parkway.

FIG. 6.15 - TEXAS A&M ENROLLMENT





TRANSPORTATION





THOROUGHFARES

College Station’s economic vitality, character, and identity depend on a well-connected transportation system.

The thoroughfare system utilizes context-sensitive solution principles designed to meet the community’s multi-modal transportation needs while supporting surrounding land use and character objectives.

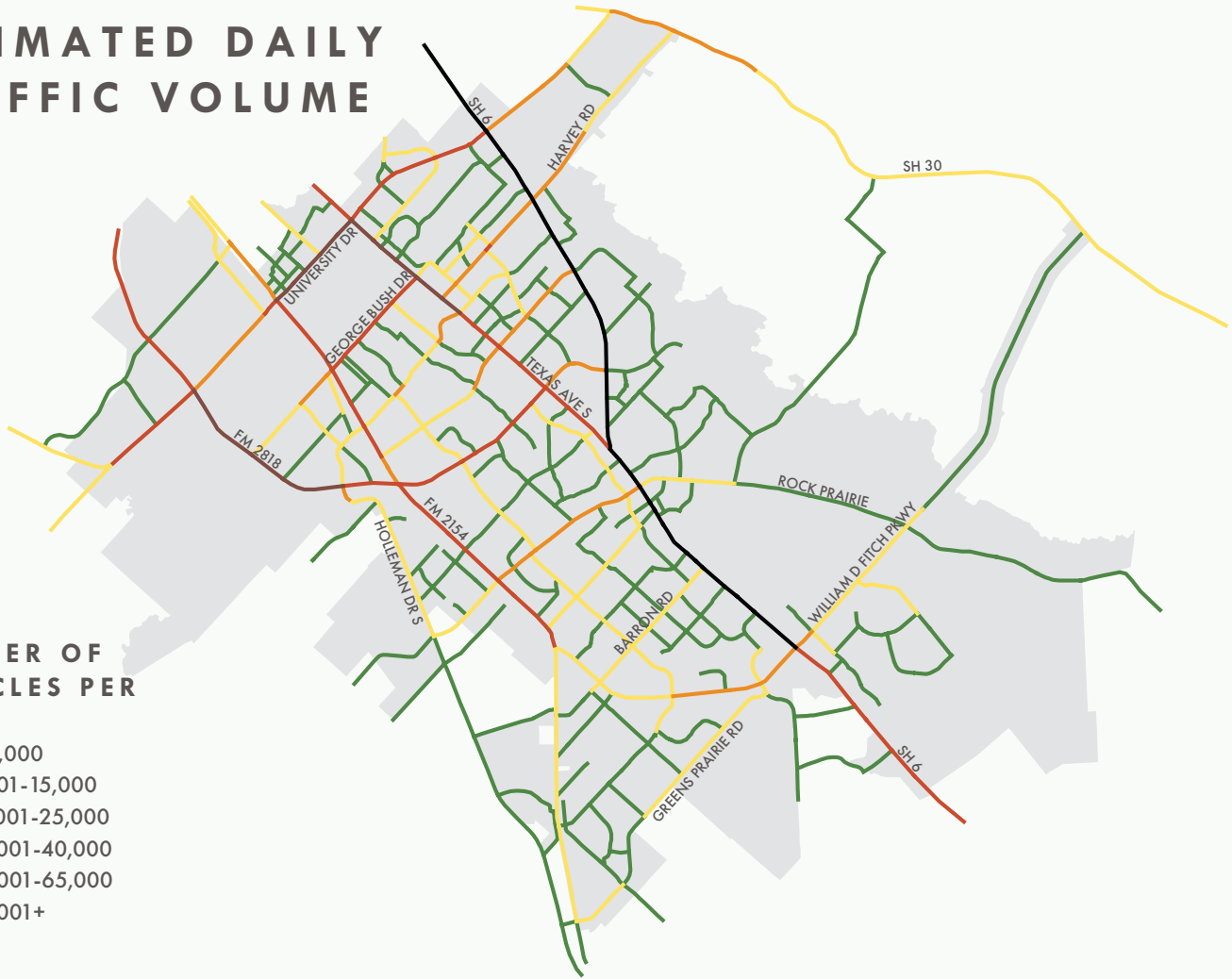
2016 Citizen Survey Results

- Of the top 10 city services, citizens were least satisfied with the quality of traffic management.
- “Managing traffic congestion” and “maintaining streets and roads” were ranked as the No. 3 and No. 4 most important city services, just after police and fire services.
- Of the 1,567 open-ended responses, citizens mentioned traffic the most and requested more enforcement of traffic laws, improved traffic flow, and mass transit.
- Ease of travel around town was ranked as the No. 7 most important community characteristic.
- When asked “If you could change one thing about College Station, what would it be?”, traffic was the most frequent response.

ESTIMATED DAILY TRAFFIC VOLUME

NUMBER OF VEHICLES PER DAY

- 0-5,000
- 5,001-15,000
- 15,001-25,000
- 25,001-40,000
- 40,001-65,000
- 65,001+



PLEASE NOTE:

AVERAGE DAILY TRAFFIC WAS ESTIMATED USING THE CITY OF COLLEGE STATION’S THOROUGHFARE PLAN AND A TRANSPORTATION STUDY CONDUCTED IN 2013 BY THE PLANNING CONSULTANT GROUP, KIMLEY-HORN. THE THOROUGHFARE PLAN PRESENTS THE LOCATIONS FOR PLANNED AND EXISTING ROADWAYS CLASSIFIED AS MINOR COLLECTOR AND GREATER WITHIN THE CITY AND ITS ETJ.



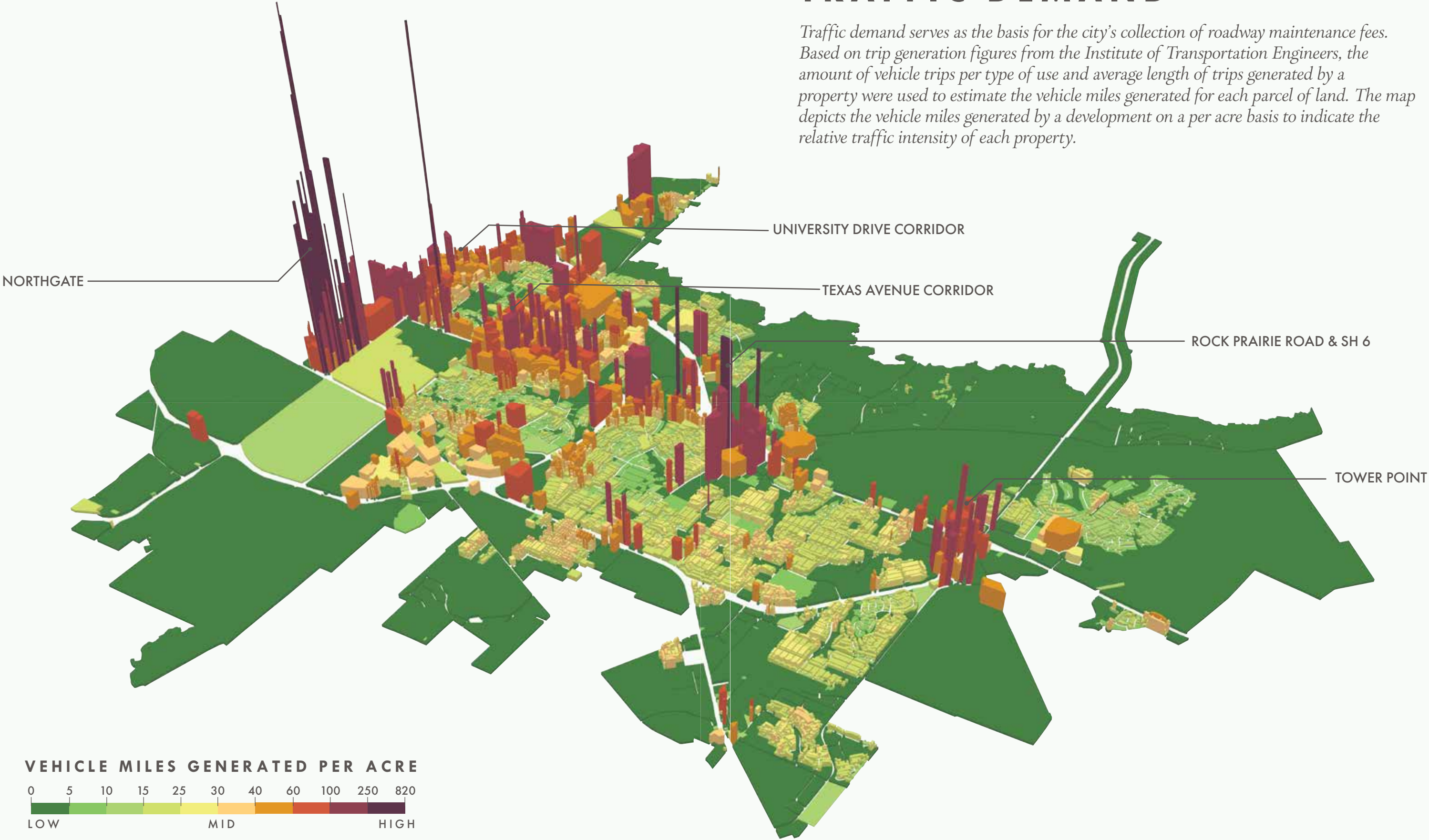
TRAFFIC CONCERNS WERE

#1

IN OPEN-ENDED RESPONSES FROM 2016 CITIZENS SURVEY

TRAFFIC DEMAND

Traffic demand serves as the basis for the city's collection of roadway maintenance fees. Based on trip generation figures from the Institute of Transportation Engineers, the amount of vehicle trips per type of use and average length of trips generated by a property were used to estimate the vehicle miles generated for each parcel of land. The map depicts the vehicle miles generated by a development on a per acre basis to indicate the relative traffic intensity of each property.



CRASH DATA

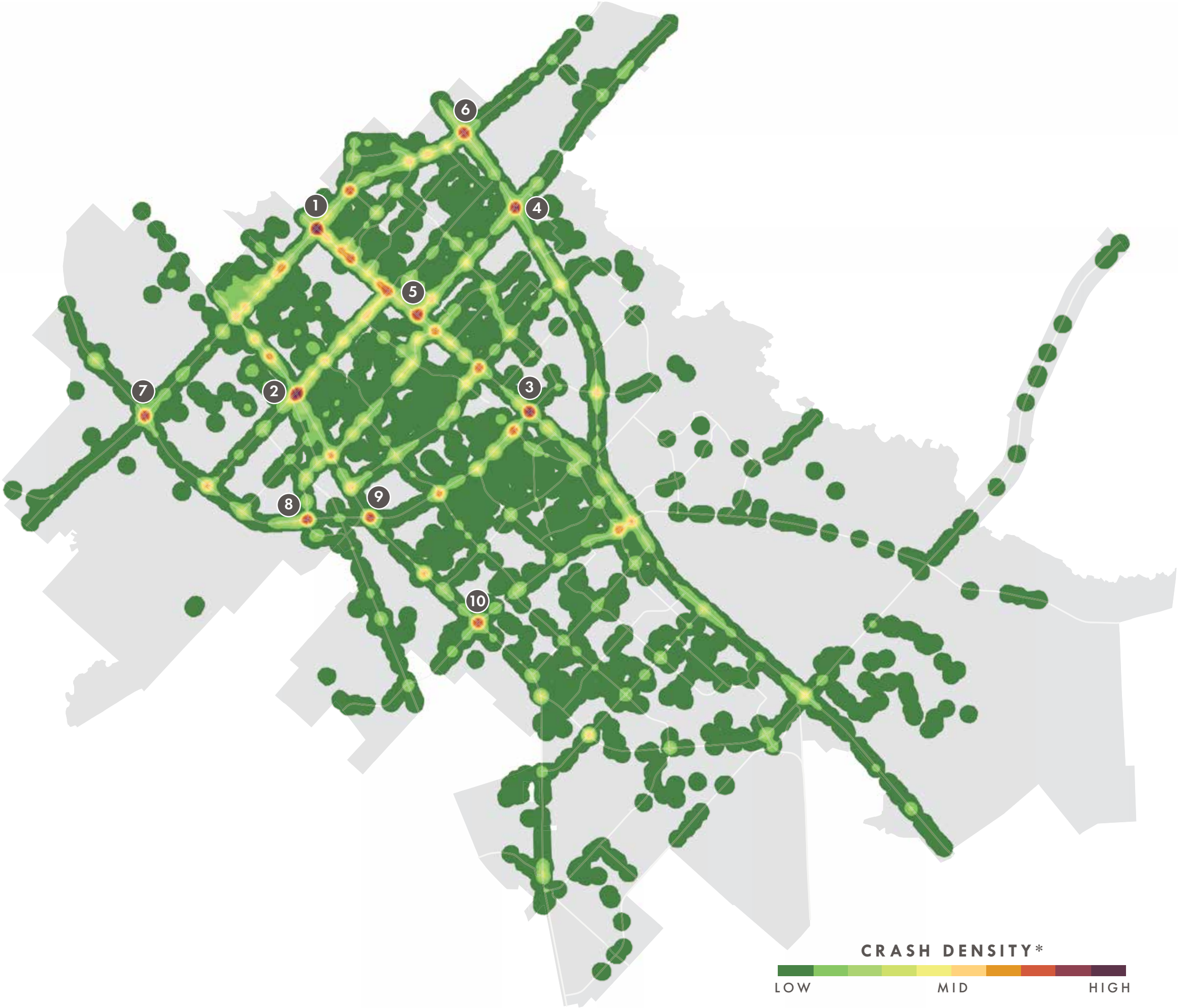
Crash data collected by the College Station Police Department from 2010-2017 was used to map traffic accidents spanning all modes of transportation.

Incidents include injury and non-injury collisions and their locations. The reports show that most accidents occur at intersections and reveal a correlation between higher traffic volume/higher speed roads and a higher density of traffic collisions.

TOP 10 INTERSECTIONS WITH CRASHES

- 1 UNIVERSITY DR & TEXAS AVE
- 2 GEORGE BUSH DR & WELLBORN RD
- 3 FM 2818 & TEXAS AVE S
- 4 HARVEY RD & SH 6
- 5 HARVEY RD & TEXAS AVE S
- 6 UNIVERSITY DR E & SH 6
- 7 FM 60 & FM 2818
- 8 FM 2818 & HOLLEMAN DR W
- 9 FM 2154 & FM 2818
- 10 ROCK PRAIRIE RD & FM 2154

*Based on the number of crashes within a 1,000 foot radius





Traffic Crash Data

56%

OF INCIDENTS OCCUR
AT INTERSECTIONS

40,206

TOTAL CRASHES FROM
2010-2017

76%

WERE MINOR CRASHES
(NOT INJURED OR
POSSIBLE INJURY)

FIG. 7.1 - WHAT KIND OF CRASHES ARE HAPPENING?

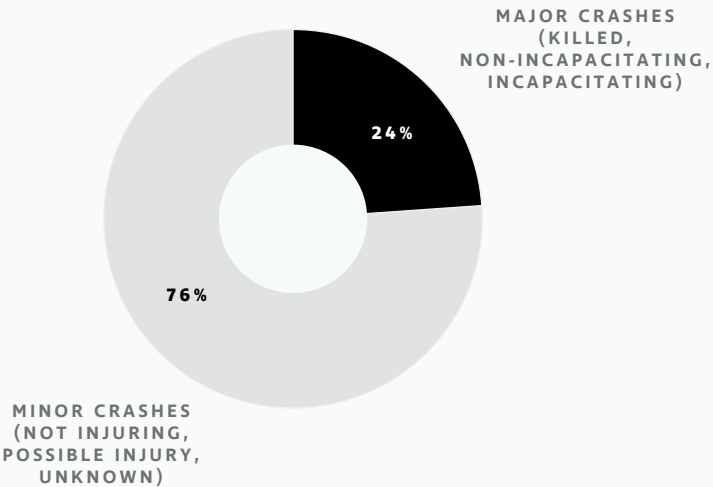


FIG. 7.2 - WHERE ARE CRASHES HAPPENING?

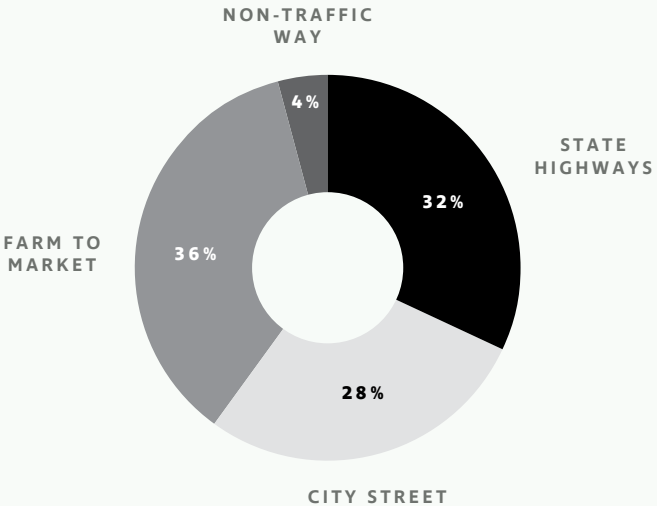
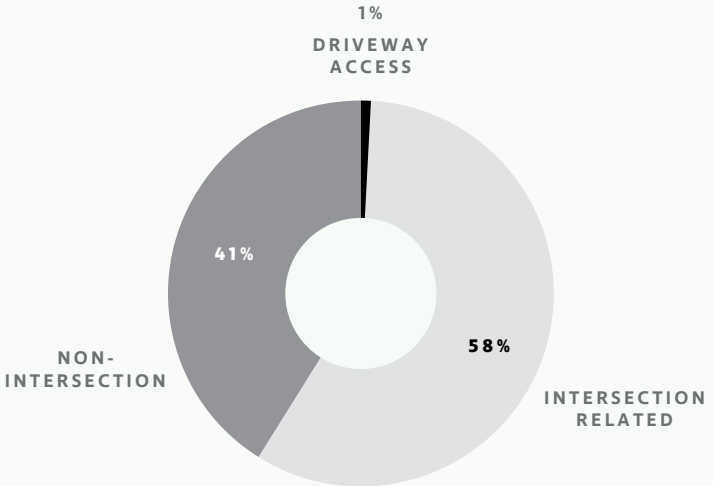


FIG. 7.3 - WHY ARE CRASHES HAPPENING?

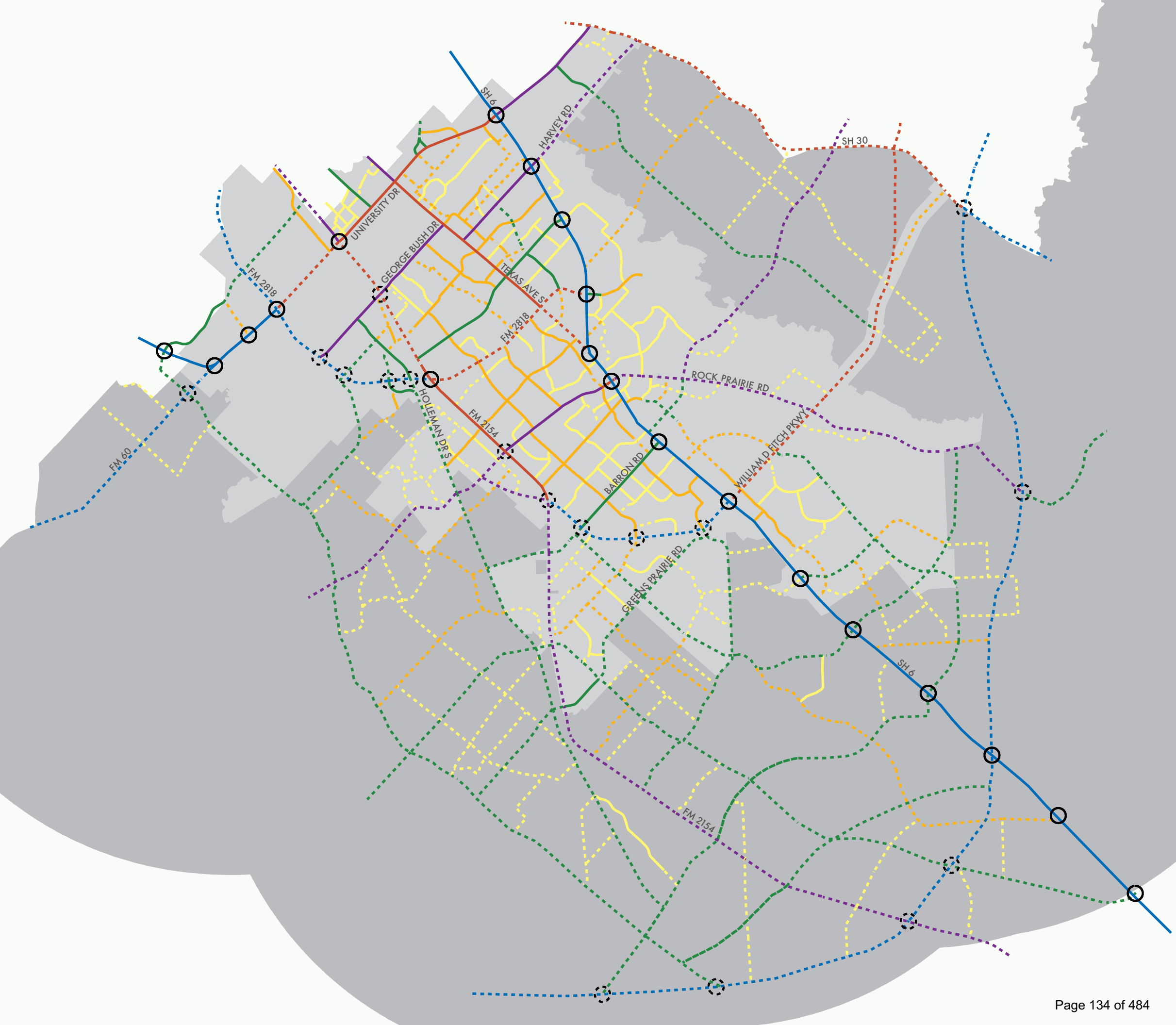


THOROUGHFARE PLAN

The Thoroughfare Plan provides a long-term vision of the major street network.

The Thoroughfare Plan locates and classifies major streets by access to adjacent land use, mobility for through traffic, and context. The Thoroughfare Plan guides future investments and provides the public and the development community with information about the long-term plan for the road network. Generally, the private sector constructs the portions of the planned thoroughfare network located on their property at the time of development.

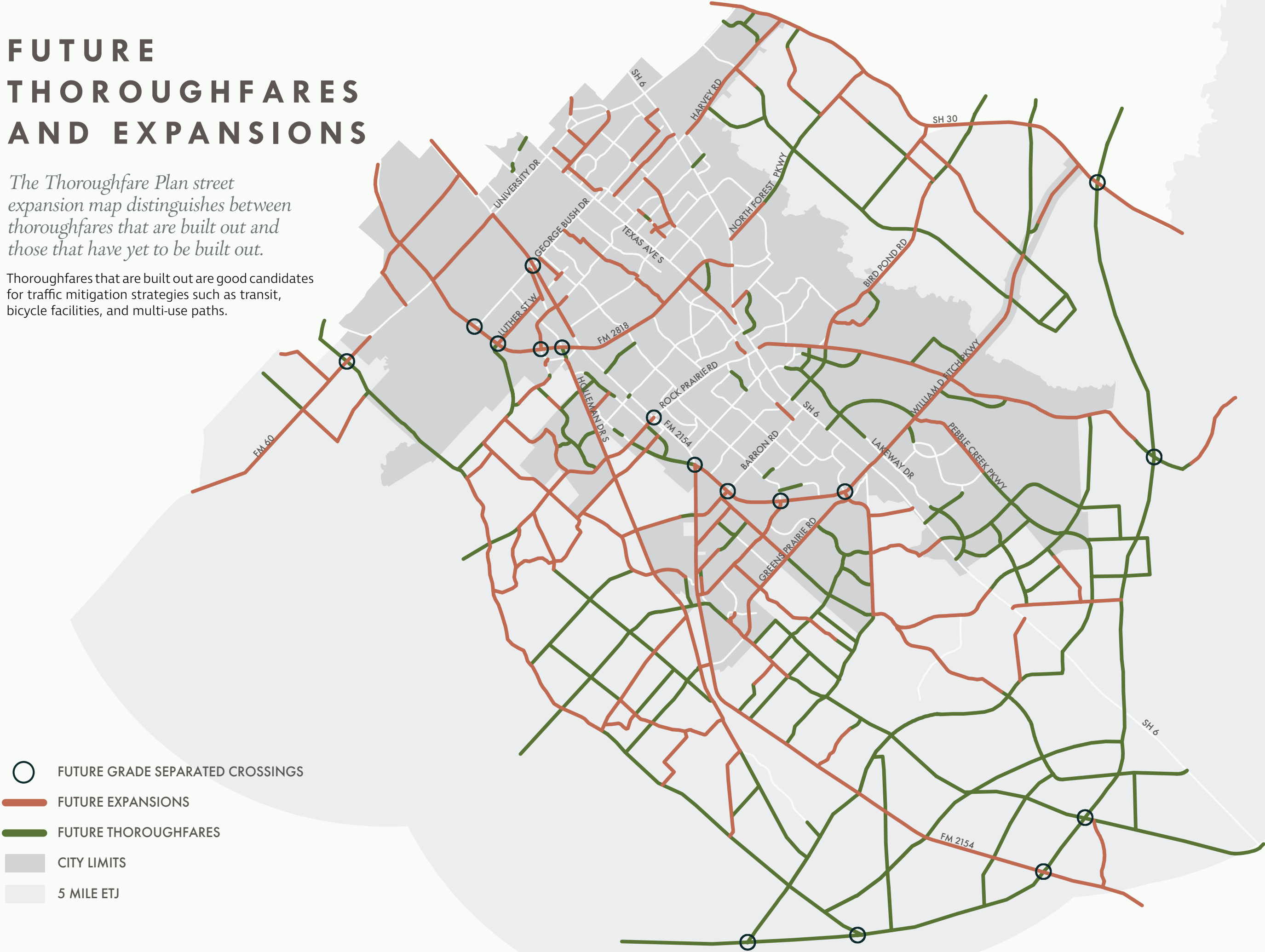
- GRADE SEPARATED CROSSING
- ⊙ PROPOSED GRADE SEPARATED CROSSING
- FREEWAY/EXPRESSWAY
- - - PROPOSED FREEWAY/EXPRESSWAY
- 6 LANE MAJOR ARTERIAL
- - - PROPOSED 6 LANE MAJOR ARTERIAL
- 4 LANE MAJOR ARTERIAL
- - - PROPOSED 4 LANE MAJOR ARTERIAL
- 4 LANE MINOR ARTERIAL
- - - PROPOSED 4 LANE MINOR ARTERIAL
- 2 LANE MAJOR COLLECTOR
- - - PROPOSED 2 LANE MAJOR COLLECTOR
- 2 LANE MINOR COLLECTOR
- - - PROPOSED 2 LANE MINOR COLLECTOR
- CITY LIMITS
- 5 MILE ETJ



FUTURE THOROUGHFARES AND EXPANSIONS

The Thoroughfare Plan street expansion map distinguishes between thoroughfares that are built out and those that have yet to be built out.

Thoroughfares that are built out are good candidates for traffic mitigation strategies such as transit, bicycle facilities, and multi-use paths.



-  FUTURE GRADE SEPARATED CROSSINGS
-  FUTURE EXPANSIONS
-  FUTURE THOROUGHFARES
-  CITY LIMITS
-  5 MILE ETJ

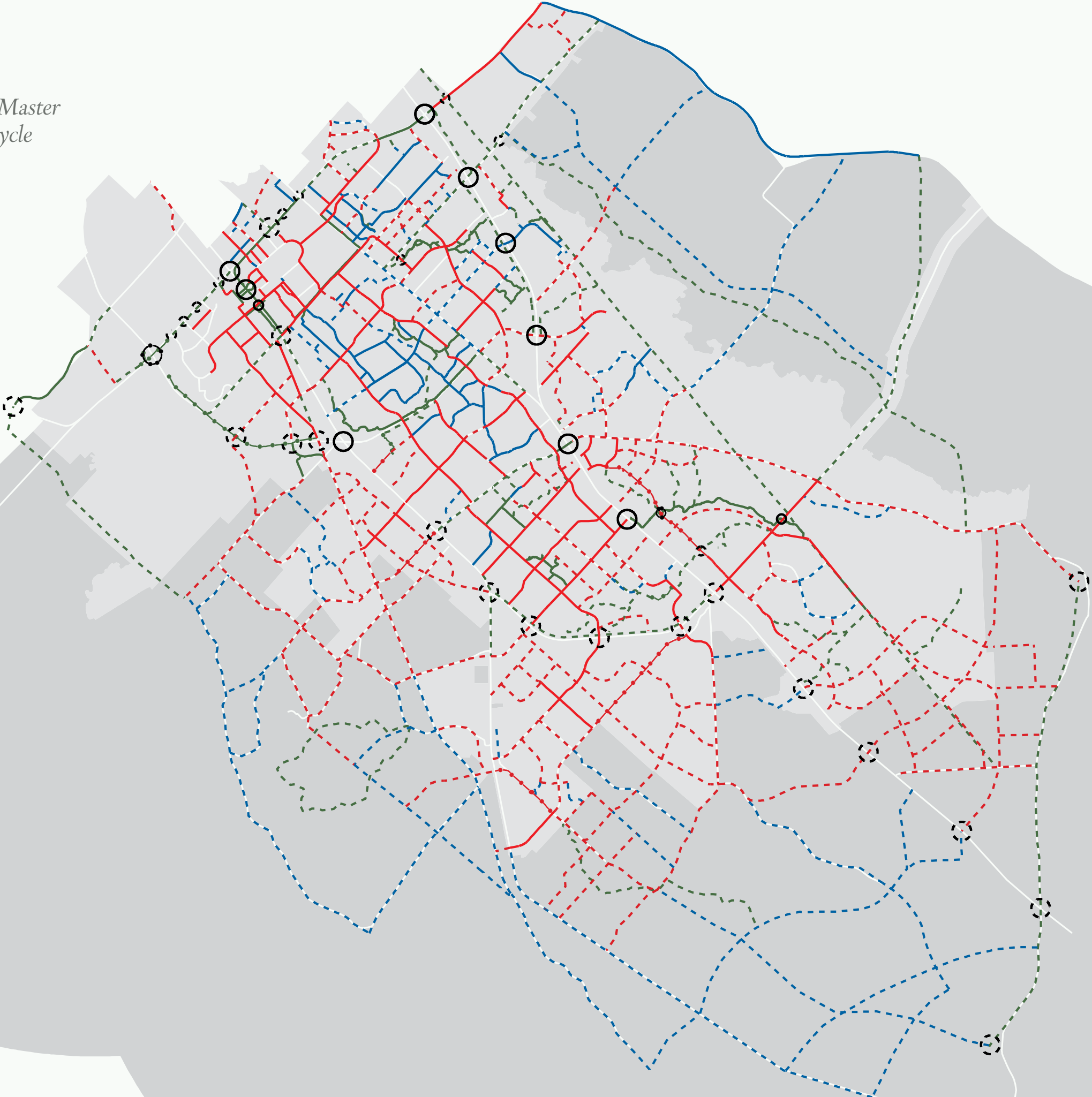
BICYCLE PLAN

The Bicycle, Pedestrian, and Greenways Master Plan designates existing and proposed bicycle and pedestrian facilities.

The original master plan was adopted in 2010, and the master plan update was adopted in May of 2018. The master plan reflects the desires of College Station residents and community leaders to “improve mobility through a safe, efficient, and well connected multi-modal transportation system designed to be sensitive to the surrounding land uses” as well as to “protect environmental assets, both for their ecological functions and as key elements of community character and livability.”

- EXISTING GRADE SEPARATED CROSSINGS
- FUNDED GRADE SEPARATED CROSSINGS
- PROPOSED GRADE SEPARATED CROSSINGS
- EXISTING BICYCLE LANES
- FUNDED BICYCLE FACILITIES*
- PROPOSED BICYCLE FACILITIES*
- EXISTING BICYCLE ROUTES
- PROPOSED BICYCLE ROUTES
- EXISTING MULTI-USE PATHS
- FUNDED MULTI-USE PATHS
- PROPOSED MULTI-USE PATHS
- CITY LIMITS
- 5 MILE ETJ

*Bicycle facilities could be bicycle lanes, buffered bicycle lanes, or separated bicycle lanes.



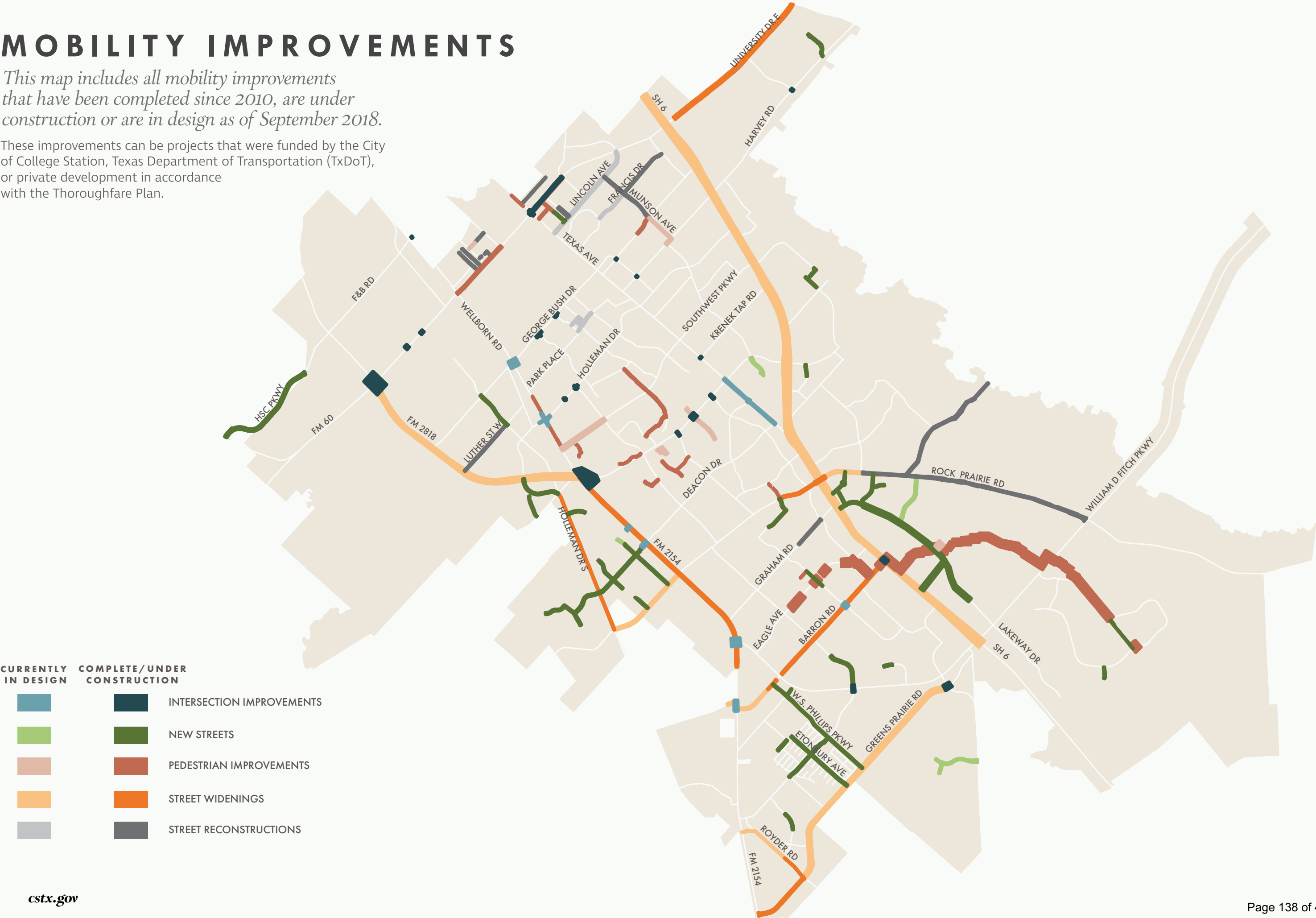
PEDESTRIAN PLAN

- EXISTING GRADE SEPARATED CROSSINGS
- FUNDED GRADE SEPARATED CROSSINGS
- PROPOSED GRADE SEPARATED CROSSINGS
- EXISTING SIDEWALKS
- FUNDED SIDEWALKS
- PROPOSED SIDEWALKS
- EXISTING MULTI-USE PATHS
- FUNDED MULTI-USE PATHS
- PROPOSED MULTI-USE PATHS
- CITY LIMITS
- 5 MILE ETJ

MOBILITY IMPROVEMENTS

This map includes all mobility improvements that have been completed since 2010, are under construction or are in design as of September 2018.

These improvements can be projects that were funded by the City of College Station, Texas Department of Transportation (TxDoT), or private development in accordance with the Thoroughfare Plan.



BUS TRANSIT

Brazos Transit District

The Brazos Transit District was founded in 1974², originally providing services to the seven counties of the Brazos Valley. The district has since expanded to 16 counties in Central and East Texas covering over 13,000 square miles with a population over 1.2 million. In 2017, the district estimates over 296,000 total trips were made with an average daily ridership of 1,183 riders.

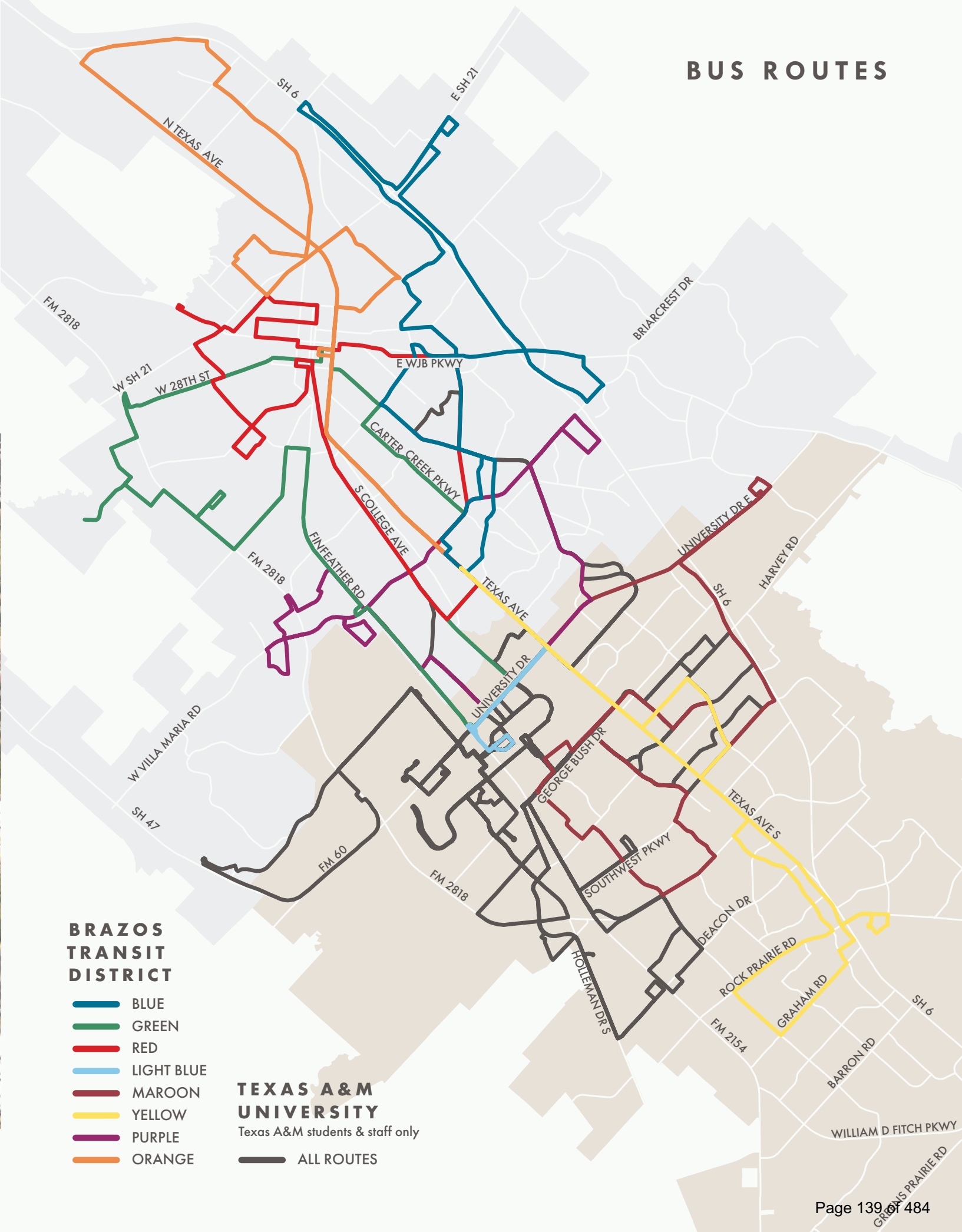
Texas A&M Transportation

Texas A&M's Transportation Services department provides bus transit, parking, and fleet services to the campus community. Transportation Services provides over 80 buses used daily for transit routes.¹ These buses run eight on-campus routes and 10 off-campus routes. An estimated 7.6 million riders per year utilize the transit system with daily average ridership estimated at 20,000 for on-campus routes and 32,000 for off-campus routes.



SOURCES:
¹TRANSPORT.TAMU.EDU, ²BTD.ORG

BUS ROUTES

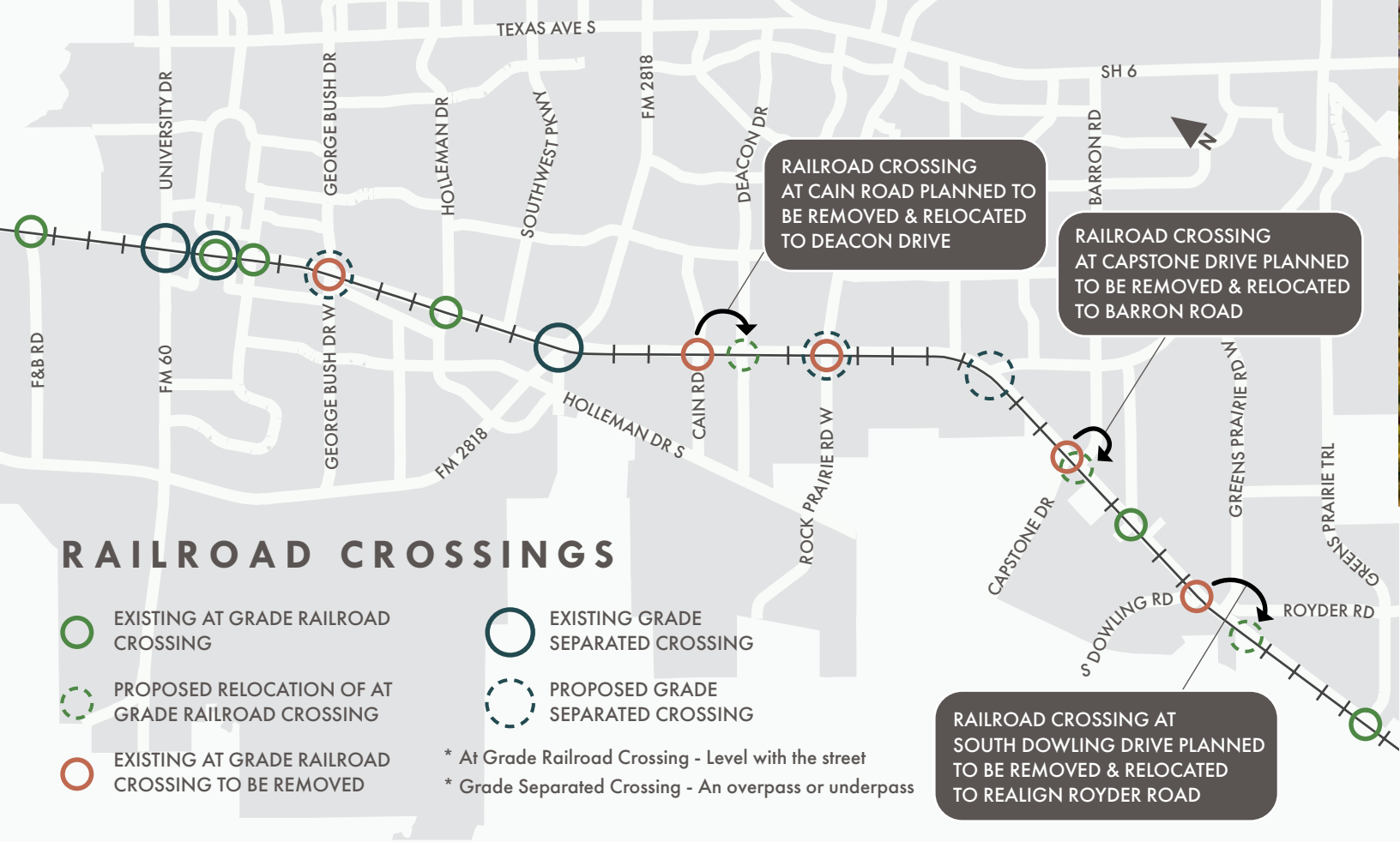


BRAZOS TRANSIT DISTRICT

- BLUE
- GREEN
- RED
- LIGHT BLUE
- MAROON
- YELLOW
- PURPLE
- ORANGE

TEXAS A&M UNIVERSITY

- Texas A&M students & staff only
- ALL ROUTES



RAIL DATA

Union Pacific operates the rail line that parallels Wellborn Road.

There are 18 trains daily along this corridor. Three grade-separated railroad crossings exist with three additional separated crossings proposed. Commonly described as an overpass, these crossings increase safety by separating vehicular traffic from the railroad. There are 11 at-grade crossings with the railroad and street on the same level. Three of these are proposed to be relocated.

In January 2018, Union Pacific began construction on the Brazos Yard 20 miles outside of College Station. The \$550 million facility is located strategically at the convergence point of seven Union Pacific Rail lines. Once completed, the Brazos Yard will be one of Union Pacific's highest-capacity rail yards, where rail cars will be separated, sorted, and assembled into new trains based on final destination.



AIR TRAVEL AT EASTERWOOD AIRPORT

Services offered

- Fuel 100LL and JetA+
- Hangar tie down and storage
- Charter
- Flight school/instructor
- Military rapid refuel
- Flight planning
- Commuter flights
- Fuel and flight planning for life flights and military medi-vac flights.

2017 Operations

- 48,038 total operations (take-offs and landings)
- 5,010 Air taxi
- 172 Air carrier
- 7,429 general aviation local
- 20,209 general aviation itinerant
- 15,218 military aircraft operations



SOURCE: UP.COM/MEDIA/RELEASES/180125-BRAZOS-YARD.HTM

SOURCE: CLL-ADMIN@ASTIN.US (EASTERWOOD AIRPORT ADMIN)



NEXT STEPS



WHERE DO WE GO FROM HERE?

Having assessed the existing conditions of College Station, the next step on the Comprehensive Plan journey will be to engage citizens and stakeholders to answer the question, “Where Do We Go From Here?”

A robust public participation process will take place and a joint Planning & Zoning Commission—City Council sub-committee will be established to provide policy guidance. It is anticipated that several important issues will be discussed, including:

- Exploring more flexible Future Land Use and Zoning options, including re-evaluating the amount and placement of Suburban Commercial land uses.
- Discussing issues related to neighborhood integrity and student housing.
- Evaluating the status of neighborhood, community and corridor plans.
- Anticipating the impact of RELLIS on city growth pattern.
- Recalibrating the Thoroughfare Plan.

With the assistance of the 2018 Existing Conditions Report as a baseline, the 10-Year Comprehensive Planning Update process provides the opportunity for an inclusive and expansive community dialogue on high-level planning decisions that will shape College Station.



FIG. 8.1 - TIMELINE FOR THE COMPREHENSIVE PLAN UPDATE PROCESS

TENTATIVE TIME FRAME	COMP PLAN PROCESS
SPRING 2019	CONSULTANT SELECTION
SUMMER/FALL 2019	LISTENING SESSIONS, IDENTIFYING PRIORITY ISSUES
WINTER 2020	SCENARIOS AND PUBLIC INPUT FOR LAND USE AND CHARACTER AND THOROUGHFARE PLAN MAPS
SPRING 2020	DRAFT EVALUATION AND APPRAISAL REPORT
SUMMER 2020	ADOPTION OF 10-YEAR EVALUATION AND APPRAISAL REPORT
FALL 2020	BEGIN IMPLEMENTATION

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*The
Next 10*

Evaluating Our
Comprehensive Plan

APPENDIX B

Public and Stakeholder Engagement Summary

October 31, 2019

This document presents a summary and analysis of the first round of public engagement for The Next 10 process. It represents input from nearly 600 people including various stakeholder groups and the general public through workshops, focus groups, interviews, and online activities.

Key findings at a glance

The input in this report provides insight into:

- Issues and opportunities to address in the community (from stakeholders and the public)
- Perceptions of the City's progress on goals in the existing Comprehensive Plan and the public's basis for those perceptions (public input).
- Potential locations in the City for future development, or where there are challenges that should be addressed in the future (from stakeholders and public).
- Specific updates that should be considered in the Comprehensive Plan update (provided by stakeholder interviews)

Major themes

The following points, listed in no particular order, summarize common themes from the input. They reflect participant sentiments and perceptions but may not reflect consensus. They are not intended to be statements of fact.

Transportation needs. Traffic is widely perceived as a major issue for the community. Many participants believe that infrastructure improvements have not kept pace with growth. However, they also acknowledged that these challenges cannot be addressed solely through road widening. Participants generally support making a more complete transportation system with better public transportation and opportunities to bike and walk.

Sense of place. A number of participants believe that the City lacks an identifiable center and a historic downtown like Bryan. However, there are a few areas including Northgate, Century Square, and some older neighborhoods that are identified as having a sense of place. Participants say that creating more quality places, that are walkable, mixed-use, and attractive, would help the City to remain competitive in the future.

Neighborhood integrity. There is a concern that neighborhoods near Texas A&M University are seeing single-family homes being replaced by student housing. This redevelopment is perceived to represent a significant change in physical character and to introduce traffic and other nuisance issues into these neighborhoods. There is a belief that the City could be doing more to implement neighborhood conservation areas identified in the Comprehensive Plan. Many older neighborhoods were perceived to be in need of infrastructure maintenance.

Quality of life, amenities, and “things to do.” Another major theme in public and stakeholder comments is a desire for quality of life to be a bigger focus of City efforts. These comments reflect a desire for amenities beyond simply managing growth, providing infrastructure, and City services. These participants say that the City needs more things to do for all ages. Specific desires vary, but include arts and cultural events, festivals, and venues; access to nature and places to run and bike; locally-owned restaurants; and recreational facilities and programs.

Development opportunities. There are several locations identified by participants to encourage development. These locations include the Biocorridor, Wellborn Road (west of the railroad), Midtown, Northgate, Century Square, and Post Oak Mall. In general, there was more discussion and comment about infill and redevelopment versus outward expansion.

Housing needs. Affordable housing to serve the City’s workforce, families, and young adults was stated as being a critical need to many participants. Some of these housing needs were believed to be potentially met within older neighborhoods. Some participants report that it is challenging to provide new single-family homes to purchase at a price point that is affordable to first-time buyers.

Responsible, strategic growth. Many participants stated that they believe the City has been pro-development at the expense of long-term fiscal health and the needs of existing residents. These participants say that growth should be guided by an understanding of long-term fiscal benefit and community needs. Many participants also would like to see a stronger emphasis on conserving natural resources and mitigating environmental threats.

This document is organized into two parts:

Part I: Stakeholder Engagement

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B. Common Themes	1
C. Areas of Potential Conflict	3
D. Opportunities for Plan improvement	4

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B. What we did.....	6
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o Rating of Existing Plan Goals	8
o Mapping Opportunities	13
D. Who we heard from	18
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Part I: Stakeholder Engagement

A. Overview and Purpose

Between June 7 and August 28, The Next 10 consultant team conducted dozens of individual and small group informational interviews with key internal and community stakeholders. The purpose was to identify community issues, assets, challenges and opportunities regarding the Comprehensive Plan. Interview participants included: City Council members, Departmental Directors, Planning and Zoning Commission members, applicable Boards and Commissions; and key external stakeholders representing a wide range of community interests. Over 32 distinct interviews were conducted covering 24 categories of stakeholders listed in the sidebar.

The interviews were facilitated in a consistent manner, but some were tailored to the size of group, subject matter knowledge, familiarity with the existing Plan, and role within the community. Generally, the interviews touched on positive progress the City/community has been making, and major opportunities that the City should address within the next 10 years. Participants who were familiar with the Comprehensive Plan provided specific suggestions for improvements, new actions, or best practices to consider.

This report summarizes these interviews. It reflects personal opinions and stakeholder perceptions.

B. Common Themes

Below is an outline of 12 themes distilled from all stakeholder interviews. They reflect participant sentiments and perceptions but may not reflect consensus. They are not intended to be statements of fact. The themes are listed in order of most mentions. The approximate number of stakeholder groups that discussed each idea is noted in brackets: <24>.

STAKEHOLDER CATEGORIES

1. Agriculture
2. Business community
3. City elected officials
4. City Planning and Zoning Commission
5. City management team
6. County officials
7. Developers (Housing)
8. Economic Development
9. Environment
10. Neighborhoods
11. Parks, recreation, community facilities
12. Public health and healthcare services
13. Public safety
14. Realtors, real estate
15. Religious institutions
16. Social services, housing services
17. Schools (CSISD)
18. Tourism and cultural amenities
19. Transportation
20. Texas A&M University officials
21. Texas A&M University Student Government
22. Utilities
23. Young professionals
24. Youth development organizations

1. Amenities, quality of life, and “things to do” <19>

- Desire for more “things to do”, particularly for families (recreation, parks and greenways, events, venues etc.)
- Desire for more unique places to experience (walkable districts, locally owned restaurants, retail)
- Desire for more access to nature

2. Housing, choice and affordability <14>

- Need to continue expanding options for affordable or workforce housing
- Need for housing options for types and settings that would appeal to families and young professionals

3. Transportation, alternatives, a more complete system, smarter <13>

- Need to expand public transportation service area, frequency, and reliability
- Create more opportunities to walk and bike

4. Transportation, traffic, planning and coordination <11>

- Address concurrency with growth, and perceptions that the City is playing catch-up with infrastructure (particularly roads)
- Address traffic issues / perhaps through better management of demand

5. Sense of place, quality of place <10>

- Desire to create more mixed-use, walkable places
- Desire to encourage more open space and amenities in new neighborhoods
- Recognition that quality of place is important in retaining and recruiting workers of all types

6. Growth management and strategy <10>

- Concern about paying for growth, understanding fiscal impacts of development choices and infrastructure investment
- Acknowledgement of recent State Legislation that impacts annexation
- Maximize City investments (of past and future infrastructure investments)
- Support for focusing more on infill and redevelopment
- Need for locations to support new business growth
- Understanding University growth, and improve coordination with University

7. Economic Development and community image <10>

- Focus on talent retention (wage competitiveness, opportunities for graduates)
- Need to diversify jobs (including more living wage employment opportunities)
- Continue to encourage entrepreneurship (progress has been made in this area)
- Need to better define and convey City image, vision, brand (for talent retention, job growth, and tourism)
- Discussion of locations and sites for new business growth (Biocorridor, Midtown, Class-A office space)

8. Neighborhood integrity and student housing <7>

- Need to better regulate student housing (character, use, and location)

- Concern about mitigating student housing impact on neighborhoods
- Consider zoning standards to protect existing neighborhoods from incompatible development (neighborhood conservation areas as example)

9. Environmental stewardship and resiliency <7>

- Desire for fostering a greater environmental ethic and protecting natural resources
- Need to address standards for impervious surfaces and stormwater management (reduce flooding)
- Desire for reducing clear cutting practices (aesthetics, mitigate urban heat island impact)
- Encouraging native plantings through landscape standards (reduce maintenance costs)

10. Services and facilities <6>

- Desire for more emphasis on health and wellness education
- Desire for more spaces available for events and meetings (for community groups / non-profits)
- Concern about public safety impacts from growth
- Concern about growing needs versus limited funding

11. Plan shortcomings or improvements <6>

- Plan could be more strategic and actionable
- Plan could be written in a more approachable language
- Concern about continuity and perception that the Plan's interpretation is inconsistent, and it is too easy to change

12. Public engagement and communication <3>

- Recognize long-term nature of Plan (some flexibility is expected)
- Track Plan deviations and reasoning
- Communicate the rationale behind City decisions

C. Areas of Potential Conflict

The following are a few groups that seem to have potentially conflicting perspectives.

City / County infrastructure policy: Multiple stakeholders report that there are policy differences regarding infrastructure between the City and County. It was reported that the County does not take on debt, has a \$90m reserve, and has bonding capacity. These Stakeholders believed that there may be an opportunity to better coordinate between the City and County on infrastructure policy and funding.

Neighborhoods / developers: Various neighborhood groups believe that the City is more concerned with desires of developers vs. long-time residents. There are also perceptions that the Plan is not always followed and there is little political will to do so. These groups perceive that there are few zoning protections in place to implement the Plan's idea of neighborhood conservation areas.

Developers / City: Some developers stated that housing affordability is negatively impacted by City fees, but others are not opposed to "reasonable" impact fees. Most developers interviewed, believe

that process inefficiency and unpredictability are more problematic, creating unnecessary hidden costs. Planning Commissioners report that more decisions are being made administratively (by staff), which could streamline development. However, some developers stated that they perceive staff guidance as inconsistent.

Environmental advocates / developers: Environmental advocates, many neighborhood groups, and other stakeholders discussed the need for commonplace measures to improve environmental resiliency. These measures include standards to reduce stormwater runoff, encourage native plantings, conserve natural areas, or design buildings and sites to minimize heat impacts. Developers and many other stakeholders did not discuss these issues and it could be speculated that some would oppose some of these measures. However, most of the resiliency topics discussed would have practical benefits for the City and pro-development community. These benefits include reducing flood risks (through low-impact development) and reducing maintenance costs (native plantings).

Students / community: The large number of Texas A&M students that reside in the city are a significant part of the community. However, student leaders and others acknowledge that students (particularly undergraduates) tend to exist in a “college-mindset bubble” and typically do not acknowledge that they are part of a larger community. There is a perception among many students that the broader community views students negatively. There may be an opportunity to improve this relationship through more deliberate efforts to engage students, particularly those that live off-campus. Students are not aware of programs that exist (or could exist) to welcome students to the City or to communicate expectations about City policies, rules, etc.

D. Opportunities for Plan improvement

While many stakeholders were not familiar with the City’s Comprehensive Plan, those who were suggested the following improvements:

- a) **Creating a more user-friendly Plan:** Stakeholders reflected a desire for the Plan document to be more user-friendly, strategic and actionable. Many stated it contains too much unnecessary information.
- b) **Reduce or consolidate Future Land Use Categories.** The Future Land Use map categories were seen to be too complex and often confused with zoning. The suburban commercial category was identified as one that has not met expectations.
- c) **Consider an action item regarding block length in the UDO:** Stakeholders spoke of ongoing disputes about the appropriate length of blocks.
- d) **Consider an action item regarding zoning to protect neighborhood character:** Some stakeholders reflected a desire for a Plan action for additional zoning protections such as Neighborhood Compatibility Standards or a Residential Neighborhood Conservation overlay district.

- e) **Consider an action item about updating the short-term rental regulations:** Some stakeholders believe there is an opportunity to better monitor short-term rentals and their impacts on neighborhoods and to capture hotel occupancy taxes.
- f) **Better address environment and resiliency:** Another theme that developed was addressing the relationship between quality of place and natural resources and to consider ways to mitigate risks from climate change.
- g) **Consider action items with affordable housing strategies:** Housing strategies such as a land trust or equity pool were suggested as action items for the Plan.

Part II: Public Engagement

Focus on the Future Workshops

A. Overview and Purpose

Between September 23 and October 16, 2019 approximately 500 people participated in the Focus on the Future Workshop activities. This series of workshops was the first public input opportunity for the Next 10 effort. It included four widely advertised open public workshops held in different locations throughout the City, additional workshops that targeted university student populations, and an online opportunity.

The purpose of the workshops was to introduce the Next 10 process and key trends facing the City, obtain insight on the existing Comprehensive Plan's goals, and identify locations in the City that should be considered in the Plan evaluation.

B. What we did

The Focus on the Future workshops were interactive and designed to obtain input from the community. Participants were seated in small groups of 6-8 people at tables. Activities were led from a key facilitator in the room and a City staff member or volunteer at each table served as a recorder of that group's work. After a brief introduction to the Next 10 process, the workshop included three activities.

Activity 1: Did you know? The first activity was an interactive presentation of key trends. Groups competed to answer a series of eight multiple choice questions about current demographic, economic, housing, and land use conditions. Each answer was followed by additional context and related facts. The purpose of the trivia game was to share key findings from recent research in a fun, interactive format and to serve as an "ice-breaker" for subsequent activities. To review the full set of questions and answers, refer to the report appendix.

Activity 2: Evaluating existing Comprehensive Plan goals. Next, participants were asked to individually evaluate the existing Comprehensive Plan goals. Score cards listing the seven existing Comprehensive Plan goals were provided.

WORKSHOP LOCATIONS

Monday Sept. 23

7 PM – 8:30 PM

Southwood Valley Elementary

Tuesday, Sept. 24

11:30 AM – 1 PM

Municipal Training Facility (MTF)

Tuesday, Sept. 24

7 PM – 8:30 PM

Forest Ridge Elementary

Wednesday, Sept. 25

7 PM – 8:30 PM

Oakwood Intermediate School

SPANISH FACILITATION

At each workshop, City staff offered to facilitate groups in Spanish with translated recording forms and other documents.

Each participant was asked to rate, on a 5-point scale how well they felt the City had progressed on that goal each outcome and provide comments as to why they have provided that rating. The rating scales ranged from one to five, corresponding to “1 – very limited progress” to “5 – very good progress”. Once individuals had completed their score cards, they worked in groups to discuss ratings and why they gave each goal that rating. The rating and response were recorded by the group leader on a recording form.

Activity 3: Opportunity mapping. In this activity, participants were given three green and three red dots to identify locations in the City that they think are strong places or opportunity places. The green dots identified locations that are strong, reflect well on the City, should be protected, or are positive examples to replicate. The red dots identified opportunity areas which can reflect places that represent conditions participants would like to see changed or offer greater potential than what currently exists. Participants numbered the dots to correspond with a separate comment list where the participant wrote why they identified the location.

Exit questionnaires. Before participants left the workshop, they were asked to fill out an exit questionnaire. Those responses provide insight into the overall satisfaction with the workshops and characteristics of the participants.

Additional engagement. In the two weeks following the four workshops, there were additional opportunities conducted to obtain input. These opportunities included:

- **Online activity.** A website portal gathered individual input between September 26 and October 16. The tool included a survey on the existing Comprehensive Plan goals (that mimicked workshop Activity 2) and an interactive map (similar to workshop Activity 3) for identifying and describing strong places and opportunity places. The survey tool was promoted by email and social media. Approximately 200 people participated online.
- **University student engagement.** At the invitation of the Texas Transportation Institute, and in partnership with the Texas A&M Student Government Association, Planning staff conducted the mapping activity from the Focus on the Future workshops on-campus at Texas A&M University. The event took place in the hallway of the Memorial Student Center on Wednesday, October 9th from 11 AM – 2 PM. Approximately 97 students participated.

COMMUNICATION AND OUTREACH

To inform the public about the importance of The Next 10 and Focus on the Future Workshops, the City conducted a communication and outreach campaign. That effort included traditional media and electronic media communication, as well as word-of-mouth outreach with the assistance of the Comprehensive Plan Evaluation Committee. Specific communication and outreach activities included:

- Flyers and posters
- A social media campaign
- Presentations to civic groups
- Door-to-door canvassing
- Newspaper columns and letters to the editor
- Radio interviews
- A project website
- Email



C. What we learned

Rating of Existing Comprehensive Plan Goals

Below are the average ratings collected from the responses in the evaluating existing Comprehensive Plan goals activity. The purpose of this exercise was to understand how successful the City has progressed on each goal, based on the community's perspective. Participants had the opportunity to provide a rating out of 5 and a written explanation as to why they gave that rating for each goal.

Overall findings

- Over the four workshops held in September and online participation, a total of 415 responses (both individual and group) were collected and analyzed.
- *Goal 4: Parks, recreation, and the arts*, received the highest progress rating with an average of 3.25.
- *Goal 5: Mobility*, received the lowest rating of 2.23.
- *Goal 3: Economic development*, *Goal 4: Parks, recreation, and the arts*, and *Goal 5: Municipal facilities & community services* averaged positive ratings above 3.0.
- More than 140 written comments were collected to explain the ratings.

Participants provided many comments to explain the ratings and how the City could further improve on the goals. The information is summarized below.

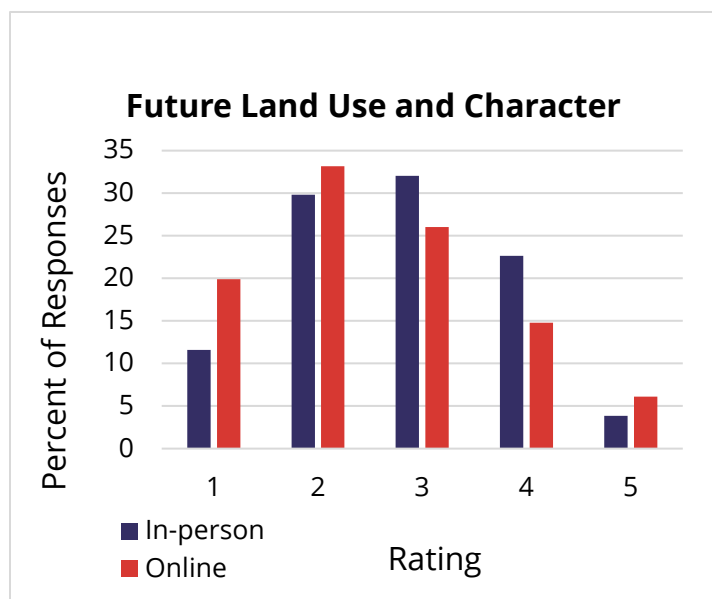
1. Future land use and character

Goal: To be a community with strong, unique neighborhoods, protected rural areas, special districts, distinct corridors, and a protected and enhanced natural environment.

Average rating: **2.64**

Reactions or ideas from 171 written comments:

- Most comments to Goal 1 relate to neighborhood characteristics, and green and natural spaces.
- Perceived lack of respect and protection of older, family neighborhoods, as the City seems to focus on newer and higher-end developments.



- Concern that older neighborhoods are being infiltrated with student housing. Concern that some housing products are specifically designed for student living, but not appropriate for family occupancy.
- Concern that there is a lack of distinct character in certain areas (i.e. business areas, corridors) and most new developments are similar in character (big box developments).
- Concerns with disappearing green and natural spaces. Participant felt that rural and environmentally sensitive areas were being destroyed, unprotected and or fragmented.
- Other concerns include sprawl and cookie-cutter subdivision development, inadequate infrastructure and repair (i.e. sidewalks), and parts of the City that are deteriorating (i.e. South Side).

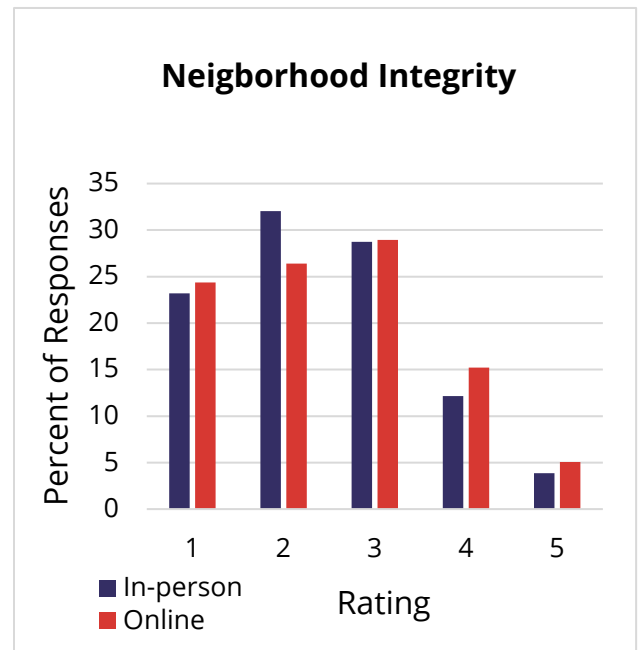
2. Neighborhood integrity

Goal: To protect the long-term viability and appeal of established neighborhoods.

Average rating: **2.43**

Reactions or ideas from 179 written comments:

- Similar to responses for Goal 1, participants expressed concern about higher density rental housing infiltrating neighborhoods, creating student housing centers. Some expressed concerns about changing neighborhood character, rising housing prices, and reducing supply of affordable living options in the City.
- Concern with the City allowing demolition of family-friendly single-family homes in favor of student rentals. Participants would like zoning code regulations (and enforcement of those regulations) that protects family-oriented housing from student housing redevelopment.
- Concern about parking becoming a challenge in residential neighborhoods. There is an influx of parking in these areas from students, making it difficult to drive down the residential streets, especially during game days.
- Perception that infrastructure is unable to meet the demands of new developments, while older areas need infrastructure updates. The City should focus on improving municipal services and infrastructure maintenance.



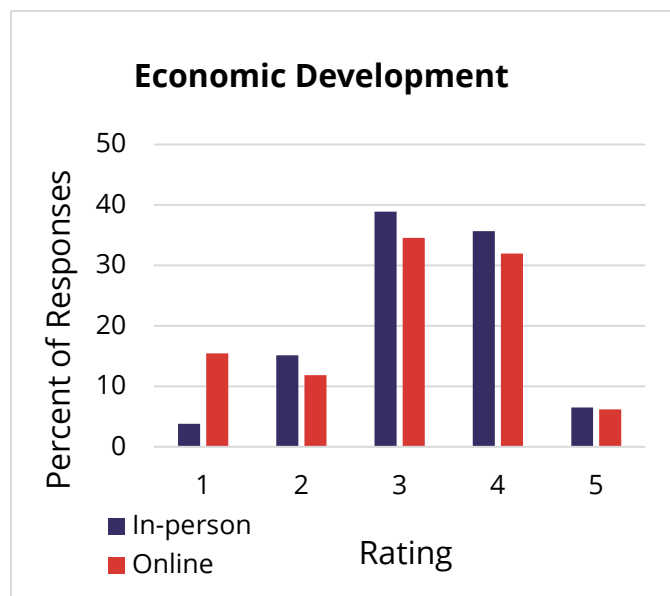
3. Economic development

Goal: A diversified economy generating quality, stable, full-time jobs; bolstering the sales and property tax base; and contributing to a high quality of life.

Average rating: **3.13**

Reactions or ideas from 146 written comments

- Concerns that there are few full-time jobs available for residents and that most are minimum wage and/or university related jobs. The diversity of employment levels is unbalanced, as there are many entry level, low skill jobs, and executive positions but limited middle-range opportunities.
- Concern that the current employment market is dominated by chain restaurants and retail, which are employ mainly college students.
- Belief that the City could do more to encourage new business development and diversify industry sectors (manufacturing, technology, etc.). This would improve the tax base.
- Perception that residential property taxes are increasing to a point where first-time home buyers are unable to afford a home.
- Concern that infrastructure repair and maintenance seemed to be falling behind. There is little evidence of long-term infrastructure planning.



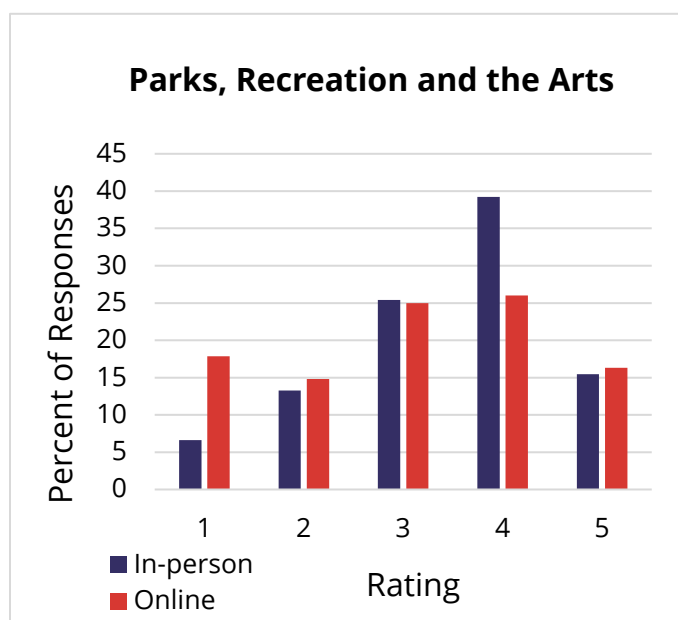
4. Parks, Recreation, and the Arts

Goal: Diversity of parks, greenways and the arts for leisure and recreation as well as for entertainment, education and culture to achieve a high quality of life for all residents and visitors.

Average rating: **3.24**

Reaction or ideas from 141 written comments:

- There were mixed responses related to existing parks in College Station. Participants generally commented that, over the years, parks have improved. There are good parks and park systems, sports fields and good use of public spaces.



Particularly, participants enjoy Lick Creek Park and Wolf Pen Creek Park.

- Participants expressed concern about the amount of green space, natural/wildlife space and trails in the City. Some felt that Lick Creek could be improved by keeping up with maintenance, and wildlife habitat has been destroyed by tree removal.
- Desire for more recreational facilities, dog parks, venues for performing arts and a community center for senior citizens.
- Desire for more aquatic facilities and references to the Thomas Park pool closure.

5. Mobility

Goal: Improved mobility through a safe, efficient, and well-connected multimodal transportation system designed to be sensitive to the surrounding land uses.

Average rating: **2.23**

Reaction or ideas from 178 written comments:

- Most comments pertained to concern about traffic congestion. Participants mentioned the difficulty of driving during rush hour in places such as Highway 6 and George Bush Drive. Although development densities have increased, transit services, and road infrastructure have not kept up with the growth.
- The second most mentioned issue was concern about very limited transportation alternatives, which could be a challenge for several segments of the community. Transportation services are very especially limited on weekends and in the evening.
- Concern that active transportation options are limited, such as bicycle facilities (lanes and paths) and pedestrian sidewalks. Sidewalks need maintenance or are unavailable in some areas. Participants feel that the streets are unsafe for pedestrian and cyclists due to heavy traffic volume and car-oriented design. Participants noted that improving “alternative” transportation systems could alleviate some traffic congestion.



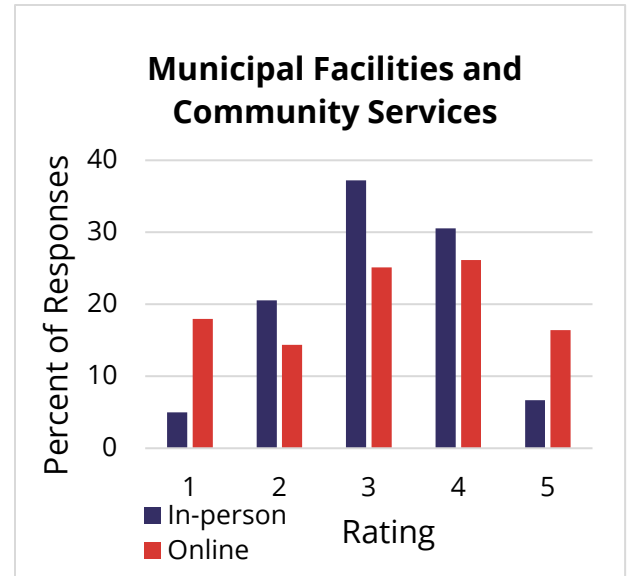
6. Municipal facilities & community services

Goal: Municipal facilities that meet community needs, contribute to community character, are sensitive to the surrounding land uses, and provide exceptional municipal services.

Average rating: **3.11**

Reaction or ideas from 150 written comments:

- Most responses were neutral for Goal 6, however many indicated that they were unclear or unsure what this goal meant. Participants mentioned they did not have enough knowledge about facilities to provide a written response.
- Desire for additional recreational facilities such as a community center. There are perceptions that community needs are not being met and there is a lack of recreational facilities in certain areas (i.e. Eastgate).
- Desire for additional facilities and venues for concerts, for senior activities, to serve younger adults (20s to 30s), and to serve children and families.
- Other comments relate to infrastructure and park repair / maintenance.



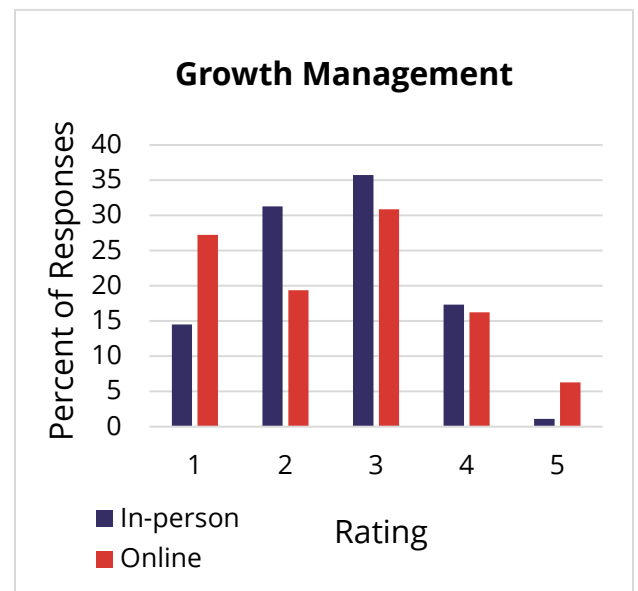
7. Growth management

Goal: Ensure fiscally responsible and carefully managed development aligned with growth expectations and in concert with the ability to deliver infrastructure and services in a safe, timely, and effective manner.

Average rating: **2.56**

Reaction or ideas from 160 written comments:

- Concern that infrastructure has not kept up with increased population growth and new development. As a result, traffic has increased, and drainage issues and water problems have occurred.
- Desire for the City to focus on street repair, and not just in certain areas such as University Drive and Texas Avenue, for example.
- Concern about growth not paying for itself. Although taxes seem to be increasing, services in existing neighborhoods seem to have decreased.
- Concern that taxes have gone to accommodating new development rather than addressing issues with existing (aging) infrastructure.
- Concern that some feel developers are receiving benefits from City investment over residents.



- Concern about limited development diversity, for instance the majority of new retail is chains, and residential is either single family or student housing. Some suggested that the City should focus high density development towards the center.
- Concern about flooding that has occurred in some areas (i.e. Emerald Forest). Green infrastructure such as a storm water management pond or sustainable practices (water conservation, energy technology, etc.) could be implemented.

Mapping Opportunities

The mapping activity provides insight into strong places and opportunity places in the community. This section notes general observations from the input, identifies the most frequently discussed places, and summarizes participant comments for each place. All group and individual map comments can be viewed on an interactive composite map available at the following links:

All dots from all participants: <https://www.planning-next.com/cstxcomposite/>

Only **strong places**: <https://www.planning-next.com/cstxcomposite/?ptype=strong%20place>

Only **opportunity places**: <https://www.planning-next.com/cstxcomposite/?ptype=opportunity%20place>

General Themes

The input provided insight on the general characteristic of strong places in College Station and common themes among the opportunity places. It is important to note that participant comments indicate that there is overlap between strong places and opportunity places; several places are both. Some participants identified a place as an opportunity while others called it a strong place. In many cases, the same issue, concern, or opportunity was discussed in relation to that place.

Strong Place Characteristics

Most of the strong places identified by participants were either parks or other community gathering places such as Texas A&M University, Northgate, and Century Square. Common characteristics of strong places based on comments include:

- Well-maintained parks and greenspace that offer recreational opportunities, access to nature, community gathering spaces, and family-friendly programming
- Neighborhoods with a strong sense of character and identity
- Vibrant, walkable, mixed-use development
- Dining and retail amenities that offer good variety and span all price points
- Well-designed intersections or traffic improvements

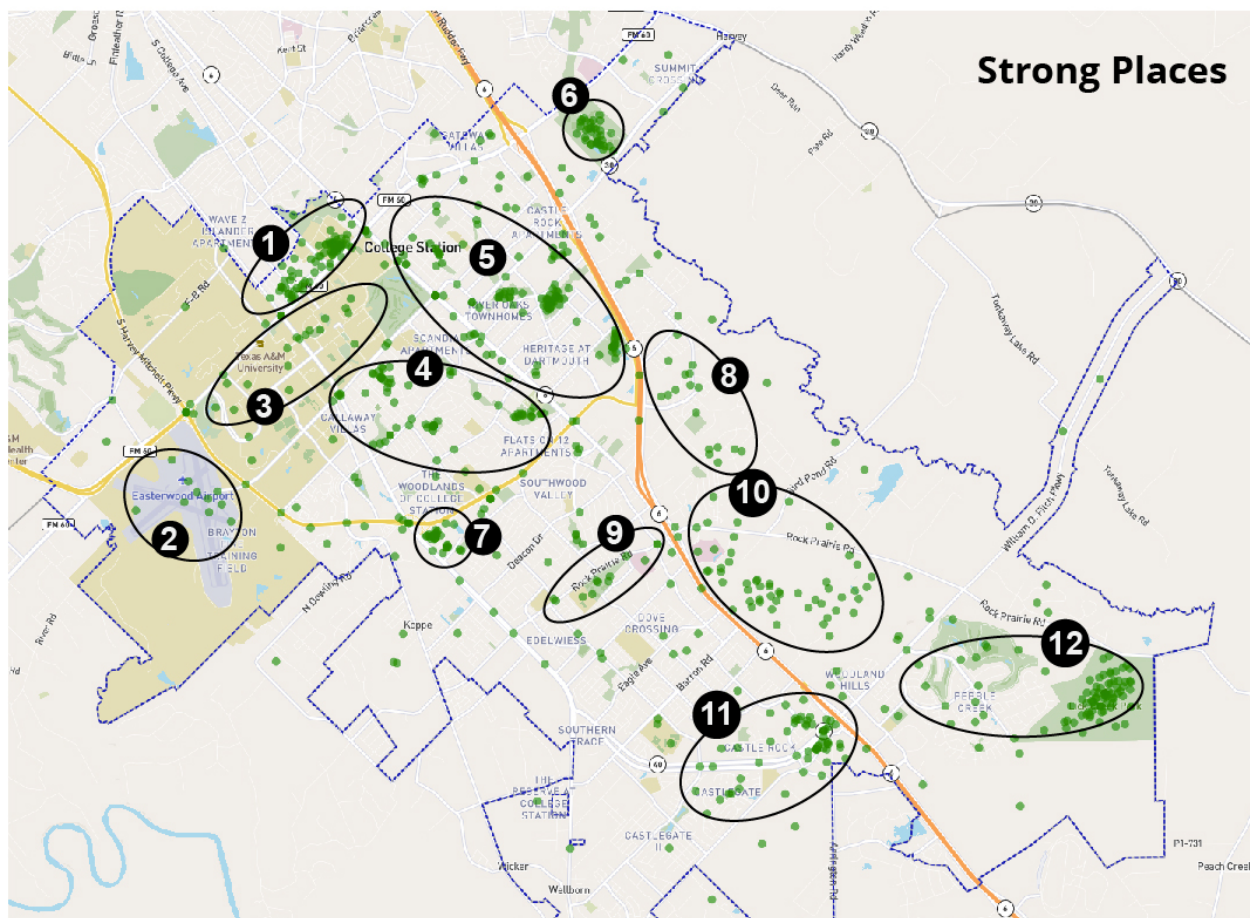
Opportunity Place Characteristics

Many opportunity place comments involved traffic and specific road safety issues. Other opportunity places included neighborhoods that have changing character due to student housing development, which need to be protected, and areas that could use redevelopment.

Common characteristics of opportunity places include:

- Traffic and safety concerns such as perceived poorly designed, inefficient intersections, streets that suffer from high levels of congestion, or inadequately maintained streets.
- Neighborhoods that are facing student housing redevelopment or transition toward rental properties. Participants say such change should be focused and neighborhood integrity better managed.
- Need to address non-transportation infrastructure issues such as flooding.
- Lack of safe connectivity for vehicles, cyclists, and pedestrians across major corridors.
- Outdated, underachieving retail centers that present opportunities for redevelopment.

Strong Places



1. Century Square & Northgate

- Century Square is a great example of mixed-use development that offers an attractive, walkable place for both students and families.
- Northgate's revitalization and redevelopment has reinforced a sense of place. It is one of the strongest places in College Station with a walkable urban character. Its development could offer restaurants and amenities that serve more than students.

2. Easterwood Airport

- Convenient location that has out-of-state destinations
- Seen as a potential economic benefit for the city

3. Texas A&M University

- Texas A&M University provides a strong sense of identity for College Station.
- Campus points of interest like the George Bush Presidential Library attract residents and visitors alike.

4. Brison Park / Gabbard Park / Bee Creek Park Area

- The historic neighborhoods contain unique, quaint homes, and mature trees.
- Amenities like the neighborhood parks and Lincoln Center are positives for residents.
- Compact, relatively walkable neighborhoods.
- Neighborhood integrity should be emphasized.

5. Wolfpen Creek Area

- The neighborhood parks provide amenities such as trail connections, recreational greenspace, and special events to residents in the area
- Neighborhoods are attractive and relatively affordable
- Good concentration of commercial that is accessible to students

6. Veterans Park

- The sports complex attracts tournaments and provides a boost to the local economy
- Memorial "exemplifies College Station"

7. Jones Crossing

- Jones Crossing serves as a shopping hub that was needed in the area.
- The mix of commercial services and complementary amenities is appreciated.

8. Emerald Forest Neighborhood

- Emerald Forest serves as a good example of a neighborhood that could be replicated elsewhere.
- Residents appreciate environmental preservation in the neighborhood's development.

9. Southwood Park Area

- Provides a good blend of parks, healthcare, and education in the neighborhood

- Community pool is a nice amenity for the residents in the area

10. Midtown

- Feeling that the future development in Midtown offers a lot of potential for College Station to create a strong quality of place.
- Midtown could serve as the city center for a place that never had one historically.

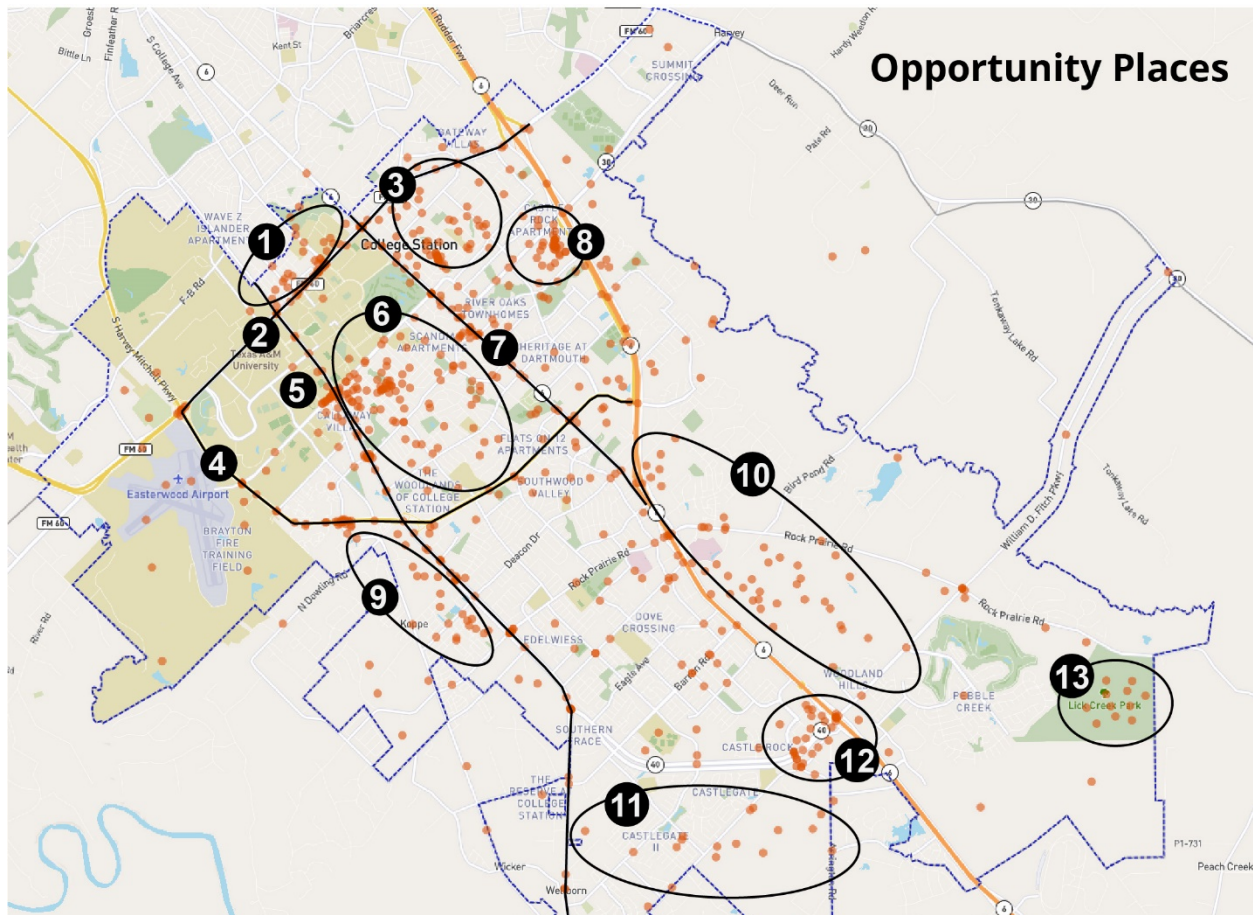
11. Tower Point / Caprock Crossing / Castle Rock Neighborhood

- Tower Point and Caprock Crossing boast a good variety of desirable restaurants and retail. The two shopping centers are near adjacent neighborhoods like Castle Rock.
- Roads are well planned, but some intersections are congested.
- Surrounding neighborhoods are attractive / desirable.

12. Lick Creek Park & Pebble Creek

- Lick Creek is a unique park complete with a nature center and robust trail system.
- Pebble Creek is a distinct neighborhood and example community for the rest of College Station.

Opportunity Places



1. Northgate

- Lighting in Northgate could be improved to make the area feel safer.
- Observations made regarding a lot of congestion impacting pedestrian movement

2. University Drive Corridor

- Congestion and safety. Observations that University Drive is dangerous to cross for pedestrians and difficult to turn for vehicles.

3. Thomas Park Area

- A strong desire to rebuild the neighborhood pool at Thomas Park.
- Both the neighborhood housing stock and infrastructure require maintenance.
- Desire to better preserve the neighborhood from redevelopment.

4. Harvey Mitchell Parkway Corridor

- Harvey Mitchell's major intersections are noted as dangerous or inefficient with light signalization and designated turns.
- Intersections identified included Raymond Stotzer Pkwy, George Bush Dr, and Holleman Dr.

5. Wellborn Road Corridor

- Intersections along Wellborn Road south of the University are frequently identified for traffic safety issues that relate to railroad tracks.
- Other challenging intersections were identified at Cain Rd, Rock Prairie Rd, and William D. Fitch Pkwy.

6. Southside Neighborhood

- The single-family housing in the area has been steadily transitioning into student rentals that has increased traffic and parking-related issues.
- There is a strong desire to preserve the overall neighborhood integrity.

7. Texas Avenue Corridor

- Texas Avenue is perceived as a dangerous place for pedestrians and cyclists due to the amount of traffic and number of U-turns. With surrounding neighborhoods and proximity to the University, this area should be more pedestrian and bicycle friendly.
- There is an opportunity to redevelop the corridor adjacent to the University. There is a desire to encourage local businesses rather than national chains.

8. Post Oak Mall

- The Post Oak Mall is perceived as both an eyesore for the city and an underperforming asset.
- The mall could serve as a redevelopment opportunity that could better adapt to the changing retail economy.

9. The Barracks Area

- Undeveloped land along Wellborn Road (southwest of the railroad) could be an opportunity for affordable housing, workforce housing, or student housing. However, that development could potentially be more attractive.
- The Barracks Townhomes has connectivity issues with the surrounding roads due to the high density, railroad tracks, and overall traffic congestion.

10. Sebesta Area & Midtown

- Supportive comments about the Midtown development plans particularly the potential to create a sense of place, new residential and employment areas, recreational opportunities, and access to natural areas.
- Concern about flooding potential along Lick Creek.
- The Sebesta area could serve as a redevelopment opportunity.

11. Greens Prairie Road Neighborhoods

- There are no sidewalks for children walking to the adjacent school.
- The suburban development taking place is making the area lose its rural character.

12. Tower Point & Caprock Crossing

- Criticism that the area is not walkable, not adequately connected to neighborhoods, and there are traffic issues at intersections.

13. Lick Creek Park

- Improvements need to be made to prevent flooding of the trails

D. Who we heard from

Attendance

Based on sign-in sheets, a total of 204 individuals attended the Focus on the Future workshops, not including staff, consultants, and volunteers. Of those participants, 199 completed exit questionnaires. Additionally, 199 people participated in the online survey, and 154 of those people submitted exit questionnaires online. Approximately 100 students were engaged at the October 9 event and 97 exit questionnaires were collected. Overall, approximately 500 people participated in this round of engagement and 450 exit questionnaires were received. The following summarizes the demographic characteristics and experience of those who participated based on the exit questionnaire responses. For a full summary of questionnaire topics please refer to the appendix.

Demographics

The exit questionnaires provide insight into the demographic makeup of workshop participants compared to College Station's demographics reported by the American Community Survey, 2017 (5-year estimates). The exit questionnaires reflect only those 450 participants who responded.

Age

- **Participants mostly middle-age and older.** Participants over age 45 made up 47% of respondents, compared with 19% of residents according to American Community Survey (ACS).
- **Younger demographic under-represented.** Only 26% of participants were between the ages of 18-24, a group that makes up 41% of College Station's population.

Race

- **Racial composition roughly aligned with that of the entire community.** Approximately 77% of respondents identified as White/Caucasian, compared to 78% in the ACS.
- **However, minority groups were underrepresented.** Approximately 3% of respondents identified as Black/African American, compared to the 8% of College Station's population identified in the American Community Survey. Approximately 9% of respondents identify as Hispanic or Latino, falling short of the 15% approximation set by the ACS.

Income

- **Participants represented higher levels of income.** Approximately 43% of respondents identified their household income at a level above \$100,000 per year, compared to 20% reported by the ACS. Groups identifying with household earnings below \$50,000 comprised just 31% of respondents, in comparison to 58% of College Station's households as according to the ACS.

Educational Attainment

- **Participants generally have high levels of education.** Respondents had higher overall levels of educational attainment including 30% with Bachelor's Degrees and 38% with either a Ph.D. or Master's degree. This compares to 29% and 27%, respectively, from the ACS. 8% of respondents had a high school diploma or less, while 19% fall under this category in College Station.

Residency

- **Most participants are homeowners.** 69% of respondents indicated that they owned their homes rather than rented (31%).
- **There was a nearly even split of those who work within College Station.** 51% of respondents work within the City, with the remaining 49% working elsewhere.
- **A mix of resident tenure but mostly long-time residents.** Approximately 62% of respondents have lived in the City for 10 years or longer.

Motivation and Satisfaction

The exit questionnaires polled participants on their interests and opinions about the meeting. The results indicated that most participants were both highly satisfied and willing to stay engaged with the process.

How did you hear about this public meeting? Common responses

- | | |
|---------------------------------------|-----|
| • Word of mouth / personal invitation | 33% |
| • Social Media | 22% |
| • Newspaper article or online news | 20% |
| • Email from City | 18% |
| • Community event | 12% |

	YES
<i>Were you comfortable completing the meeting activities?</i>	99%

<i>Did you feel your input was heard and recorded accurately?</i>	96%
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<i>Will you continue to participate in the planning process?</i>	96%
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	<i>Too Long</i>	<i>Too Short</i>	<i>About Right</i>
<i>Rate the workshop length.</i>	4%	10%	85%

Stakeholder Summary Notes by Category

1. Agriculture

PROGRESS TO MAINTAIN / CONTINUE

- a) **Culture.** Agriculture is a big part of the community's culture and identity. There is need for this continue.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- b) **Health and wellness.** The rural part of the community is very underserved from other perspective of health.
- c) **Sense of place.** There is a crisis of sense of place on the City. There is no ecological identity, so the built environment is critical.
- d) **Infrastructure coordination.** The City needs to better coordinate development and the provision of infrastructure.
- e) **Housing Affordability.** If the City is to remain viable, must address affordability.
- f) **Amenities.** The City needs to be more thoughtful about an amenity strategy, including restaurants and the talent to run them.
- g) **Brazos River.** How can this be better utilized? Is there potential for a "River Walk"?
- h) **Walkability.** Pedestrian choices in the City are terrible.

Specific updates to the Plan mentioned

- The City and the current Plan are not serious enough about the natural resources in the community.
- Strategic development is needed, versus just anywhere.
- Traffic is going to continue to get worse, so address it.

2. Business Community (included bike and pedestrian advocates)

PROGRESS TO MAINTAIN / CONTINUE

- a) **Business has improved.** The City's growth has supported growth of small local businesses.

- b) **Bike culture developing.** There has been growth in people interested in cycling as a mode of transportation. A&M now has a bike share program.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- c) **Bike routes.** There is a need for designated low traffic (or no-car traffic) bike routes or facilities. A “veloway” was suggested, which is a bikeway or greenway that is separated from streets (but is only for cyclists or skaters).
- d) **Safe passing ordinance.** There is no state legislation regarding safe distances for vehicles passing cyclists. The City should consider this to encourage better sharing of streets and safety for cyclists.
- e) **More things to do.** Desire for more recreational, entertainment venues and events, and community festivals. More amenities such as parks and retail to help recruit and retain employees.
- f) **Affordable housing.** Need for more attractive, entry-level homes for rent or purchase. Ideally in locations that are close to jobs, retail, or recreation areas.
- g) **Paying for growth.** It is believed that the City has a large sum of unfunded liabilities. Growth should pay for itself.
- h) **Continuity and sticking to Plan.** Due to the fast paces of growth and turnover with City staff there has been challenges addressing long-term issues over short-term needs. Also there seems to be weak institutional awareness of plans and policy precedents (leading to perceived inconsistencies and deviations from plans).
- i) **Resiliency, fostering an environmental ethic.** The climate is hotter than 30 years ago. The City should encourage resilient design to reduce the effects of heat. For example, maximizing shade through close building placement, design elements like shades, awnings, green roofs, greywater recycling, and use of native plantings (Abu Dhabi referenced as an example).
- j) **Public safety.** Being aware of risks and potential threats in an age where mass shootings are common. The City should have safety plans for all City facilities and major community gathering spaces.

3. City Elected Officials (current and past)

PROGRESS TO MAINTAIN / CONTINUE

- a) **Park system.** The parks—facilities and programs—are high quality and important community amenity.
- b) **Community facilities.** The new police station and City hall are important community investments.
- c) **General direction.** Not unhappy with the direction of the City.

- d) **Staff.** Council relies on staff and they are good.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- e) **Student housing.** There is a need to address the Aggie Shack phenomenon.
- f) **Fiscal health.** The City needs to address its fiscal health. State policies will have an impact. The City may need to consider new fees, e.g. road maintenance fee. The City has not raised taxes in a long time. Perhaps this should be considered.
- g) **Traffic/transportation.**
- o Not concerned about City traffic issues.
 - o Slip lanes at key intersections could help.
 - o Need to accommodate bikers and scooters.
 - o People think it is ok to walk in the streets.
- h) **Family neighborhoods.** The City needs to create residential places attractive to families.
- i) **Neighborhood condition.** The City's older neighborhoods are suffering (student encroachment).
- j) **Housing choice.** There are not enough product choices (type and price) for young families and young professionals.
- k) **Image development.** The City needs to do a better job of defining and conveying its image. Bryan has done a much better job of marketing itself.
- l) **Mixed use.** The City needs more places where it is possible to live, work and play in proximity (walkable). Northgate is only example. Need more. Midtown may be an opportunity.
- m) **Vision.** The City has no vision.
- n) **Location of development.** Need to encourage more infill.
- o) **Talent.** Recent graduates can earn more in other places. College Station is not wage competitive. There are limited employment opportunities for recent graduates. Many more would stay in College Station if there were jobs. The same is true for high school students.
- p) **Amenities.** The City needs more amenities, e.g. access to the river. More retail and entertainment are needed.
- q) **Airport potential.** The airport could be a greater asset. Need to increase capacity. Create a regional airport. The land around the airport is not realizing its potential.
- r) **Lack of control.** There are many forces of change that are out of the control of the City. This includes decisions by TAMU (student enrollment, building construction).
- s) **Infrastructure planning.** The City could do better planning and timing of infrastructure delivery.
- t) **City services.** Concierge service level is provided, e.g. trash pickup. Police and fire services are very good.

- u) **University benefits and consequences.** The University's growth (enrollment, facilities and research) is a good thing for the City. There are negative consequences, such as street maintenance, increased housing cost and student housing encroachment in nearby neighborhoods.
- v) **Block length:** There have been ongoing disputes about the appropriate length of blocks. This needs to be addressed.

Specific updates to the Plan mentioned

- The Plan cannot be fully "comprehensive." Impossible to fully predict what might happen, e.g. Northgate. The Plan cannot be locked in stone.
- Annexation must make sense fiscally.
- The comprehensive Plan is of no use. It is easy to change it and that happens too often. There should be a significant threshold to justify a change. It is critical to create predictability. We don't "walk the talk."
- The current version of the Plan is better. There haven't been as many changes with this version. It is used as a firm guide.
- Some residents think the Plan is permanent, fixed.
- Need to have greater consistency between policies and practices.
- There is fluff in the Plan. It could be more concise.
- Need to look at land constraints (getting land-locked in key areas.)
- Attention needs to be given to Wellborn Road. There is great pressure on the corridor.
- Need to address climate change, global warming.
- Public transportation needs to be thoughtfully addressed.
- Need to better integrate transportation and land use recommendations.

4. City Planning and Zoning Commission

PROGRESS TO MAINTAIN / CONTINUE

- a) **City initiative.** The City has initiated rezoning to support economic development.
- b) **Quality schools (K-12).** The City should continue to find ways to support schools.
- c) **Staff versus commission:** A lot of review and approval has been moved to staff. (Also a challenge.)

OPPORTUNITIES / CHALLENGES TO ADDRESS

- d) **Housing affordability.** This is a challenge in the City and has negative impact on economic development. (Challenging for trailing spouses/significant others.)
- e) **Office space.** There is not enough Class A office space in the City to attract more business. Supply is dampening demand.
- f) **No center, no heart.** The City lacks a heart, a central business district.
- g) **Housing choice.** Young adults lack adequate choices. They do not want to live in multi-family buildings/complexes with students.

- h) Parks and recreation.** The City has great assets but could be better managed.
- i) Traffic and congestion.** This is increasingly becoming a problem for some residents and employees. North/south connectivity is a challenge.
- j) Developer-neighborhood divide.** The City has long had two camps that creates a polarized dynamic on growth and development issues.
- k) Concurrency with infrastructure.** The City needs to do better at coordinating development and infrastructure.
- l) Fees and affordability.** Some developers claim high housing costs are due to high development fees (They represent a barrier to entry.) There is also a perception that the City is not serious about addressing housing affordability.
- m) Park needs and issues.** Generally, parks are well-maintained. (Thomas Pool is the exception.) Parks are being built with revenue generation in mind. A large park is needed in south part of the City.
- n) County challenges.** The county has zero debt and \$90m reserve. County has capacity (bond) to support more infrastructure investment. This reluctance creates limitations for the City.
- o) Fees.** Impact fees are “bad news” in part because no one knows how to use them. The delays in obtaining approval and the development fees represent hidden taxes for developers.
- p) Bryan situation.** Bryan is a much more progressive City. Schools hold the City back. College Station is losing businesses to Bryan (and to the county).

Specific updates to the Plan mentioned

- Plan needs to be more user-friendly.
- There are too many land use categories.
- Land use map is too complex. It is now more like a zoning map
- There is mutual dependency between economic development and neighborhood integrity. The Plan should more strongly address this relationship.
- There have been a lot of amendments (zoning), but rezoning has slowed.
- Traffic challenges are getting worse.
- A Plan update is an opportunity to think about alternatives to cars.
- City could use 200-acre business park.
- Post Oak Mall should be designated for redevelopment, perhaps with housing.
- High-speed rail could create annexation opportunities.
- Alignment is needed for zoning and Plan, especially south of southside. (Look at restricted suburban vs. general subdivision.)
- Policies of the current Plan have driven developers to the ETJ.
- The UDO is ambiguous, rules change and, in general, there is a culture of “no.”
- The last (current?) comprehensive Plan tried to keep college students away. Tough to be a college town without students. There is no place where, “This is for students.”

5. City Management Team

PROGRESS TO MAINTAIN / CONTINUE

- a) Plan is used by various City departments. The comprehensive Plan is used regularly to inform City budget reports and capital plans.
- b) Regular evaluations. The Plan has been regularly assessed, but this assessment could be more robust (as described below).

OPPORTUNITIES / CHALLENGES TO ADDRESS

- c) **Identify what to annex and why.** The City needs to consider where to annex and provide services that supports long-term fiscal health. Need to consider “cost to serve,” utility revenue streams, and property/sales tax revenue impacts.
 - **Fiscal health.** Maintaining fiscal health is a core responsibility of City management. The City obtains most revenue from sales taxes, property taxes and utility fees. State of Texas has capped sales tax rates while in-store retail sales are declining nationally. Large areas of the City’s land are publicly owned (not taxable).
 - **Maximize past investments.** There is a need to understand where there is existing capacity for growth and where it makes the most sense to develop from a fiscal standpoint.
 - **School district plans.** Improving coordination between the local schools and the City. School location decisions impact growth and infrastructure needs but are not timed to realistic provision of services.
- d) **Affirm and communicate core ideas in the Plan.** There is some disagreement among City leaders as to the meaning of some ideas in the Plan (such as neighborhood integrity).
- e) **Consider ongoing public communication and input.** There is a strong need to continue to communicate externally (to the community) about why the City is pursuing certain actions and how that relates to the Plan. Communication could go a long way to managing expectations vs reality. Ongoing public input and engagement opportunities could be provided. Also, there is a need to communicate about the long-term nature of capital planning. City often requests large sums (which can be scary) but those dollars are utilized or disbursed over a long period. It is essential to carry out this long-term capital planning to finance infrastructure projects.
- f) **Track Plan deviations.** Some deviations from a long-term Plan are to be expected but need to be better tracked. In what cases were policy decisions contradicting Plan or staff recommendations and why. Is it because the Plan direction was unclear, not feasible, etc.?

Specific updates to the Plan mentioned

- Establish a more user-friendly and actionable document.

6. County Officials

PROGRESS TO MAINTAIN / CONTINUE

- a) **Collaboration has improved.** There is a recognition of the value of regionalism – that the College Station, Bryan, the county, the University, and school districts must work together. There have been significant positive strides in the past 5-10 years.
- b) **School districts becoming closer in quality.** While some old perceptions about Bryan vs College Station linger, the schools are in fact becoming comparable in quality.
- c) **Biocorridor.** The biocorridor has great potential. Officials attribute the slow progress to leadership personalities and market timing. Both situations have improved.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- d) **Transportation and mobility.** This is one of the biggest issues for the future – maintaining and expanding road infrastructure and improving transportation opportunities. The region got behind in funding transportation and is now playing catch-up. Additionally, due to the region's growth, the MPO is expected to be designated a Transportation Management Area (TMA) which will reduce the amount of federal subsidy for public transit.
- e) **Improving coordination between land use planning and transportation planning.** Ensuring that density is supported by roads or transit.
- f) **Resiliency.** Tree planting, addressing flooding hazards, and urban heat island effects.

Specific updates to the Plan mentioned

- Make Plan simpler, more user friendly
- Reduce number of land use categories
- Make sure to coordinate with Bryan on future land use near the Bryan/College Station City lie (Northgate).
- Harvey Road may not need to be a Major Thoroughfare in the next 10 years

7. Developers (Housing)

PROGRESS TO MAINTAIN / CONTINUE

- a) **Demand.** There is strong demand for housing due to many factors, including schools, cultural offerings of TAMU.
- b) **A Citywide trail system has been proposed.** Opportunities for growing a linear system of parks is being explored.

- c) **City management.** Developers have regular meetings with City management and development leadership and believe they are good partners.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- d) **Residential types.** Need something between 5,000 and 10,000 SF (in code). Going to fewer categories made things more difficult.
- e) **A more consistent and predictable development process.** Developers expressed frustration that (in their view) they often received conflicting information from staff regarding code requirements, process, and fees (such missteps are major hidden costs for development). They attribute this largely to younger staff and turnover. These developers wanted to do great work in College Station and were not opposed to “reasonable” development fees.
- f) **Development review.** “Bryan is blowing us away.” It takes less time (about one half) for approval, rules are more friendly, and staff is friendly.
- g) **Suburban commercial.** This category was a “fiasco.” City has stopped pushing it, but it is still in the comprehensive Plan.
- h) **Reacting to Texas A&M.** The University is a great asset, but the City is in a reactionary posture.
- i) **Creating a sense of place.** Projects such as Century Square, Midtown, etc. will give College Station the high quality, walkable, setting that it has historically lacked.
- j) **Redevelopment challenges.** There is a perception that high land prices will make redevelopment difficult. It is easier to develop on the edge of town where land is cheap.

Specific updates to the Plan mentioned

- Any amendments should be mailed to property owners.
- Need to be more intentional about the relationship and timing infrastructure construction and development approval. (City has been short-sighted on infrastructure investments.)
- Need to test the fiscal strength of land use recommendations. (Financial outlook is bleak.)

8. Economic Development

PROGRESS TO MAINTAIN / CONTINUE

- a) **Job growth and diversification.** The number of primary jobs has grown along with population. That growth has been seen in companies of all sizes including small-mid-size companies and entrepreneurs. Continue to diversify the job base from a reliance on government jobs. Continue to grow entrepreneurship (A&M partnerships, Midtown development “makers village”).

- b) **New development types.** Century Square offers a new type of development with a mixed-use experience.
- c) **Growth in retail.** There has been a significant growth in retail within the City over the past decade with new stores and restaurants.
- d) **New economic development strategic Plan nearly complete.** Led by the Brazos Valley Economic Development Corporation (BVEDC), the Plan identifies strategic initiatives, regional partnerships, and specific actions. The BVEDC has developed an economic benchmark index that is available on their website.
- e) **University collaboration in economic development.** Texas A&M is now a member of BVEDC. The University's leadership is growth-minded and willing to form strategic partnerships.
- f) **Promoting a business-friendly image.** The City is perceived as business friendly.
- g) **Cooperation / collaboration has improved.** The City of College Station and City of Bryan have improved cooperation in recent years.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- **Talent retention.** It is challenging to retain talented workers and university graduates. This primarily is about quality of life and amenities. The City needs more things to do (unique, attractive places to be, and recreational amenities to experience).
- **Housing affordability / Labor challenges.** It is challenging to find unskilled or low-skilled workers due to housing costs in the City.
- **Lack of sites for businesses.** There is a large amount of undeveloped land in the City, but most is owned by the University or the local school district. There are few sites that are development ready with utilities and suitable connectivity. The City should identify areas for annexation / infrastructure investment.
 - a. **Biocorridor.** The Biocorridor vision is viable, but poor market timing has limited development. The biomedical industry has recently begun to grow again after a period of contraction.
- **Focus on redevelopment potential.** While growth in new areas is important, redevelopment will be key to future economic development more than in the past.

9. Environment

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Expanding public access to nature.** There is limited public access to natural areas in the region for active or passive recreation such as greenways, nature trails, natural play areas. There is a need to expand opportunities to get people to experience natural areas such as riparian corridors. Conservation areas with safe access can

serve a to promote awareness and stewardship of the environment, strengthening sense of place, and conserving habitat.

- b) Creating a more transit-supportive, walkable, bikeable community.** There is a desire to creating or expand a connected system of on-street and off-street bikeways and more pedestrian oriented developments. This would benefit personal health, offering active recreational opportunities, and potentially reduce vehicle trips and traffic. Transit service should be expanded.
- c) Flooding and stormwater management.** There are no impervious surface restrictions in the zoning code which has contributed to flooding problems. Also, better stormwater management practices such as on-site retention would improve the quality and health of local waterways.
- d) Low impact development standards.** Related to stormwater management, Other low-impact standards should be encouraged. There are limited standards to prevent clearcutting, encourage permeable paving, raingardens, and native vegetation. The City's recommended plant list includes several species that are not native to the area and are potentially problematic for our environment (invasive).

Specific updates to the Plan mentioned

- Update the City's recommended plant list to focus on native plants/trees.
- Consider best practices for low-impact development (pocket prairies – Texas friendly yards.)
- Implement impervious surface limitations for development.
- Consider Austin's "grow green" initiative.

10. Neighborhoods

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) Limiting tear-downs and maintaining neighborhood character.** There are areas designated in the Plan as "conservation neighborhoods", but the character of these areas is changing due to proliferation of student housing. These groups perceive that there are limited zoning tools in place to protect neighborhood character. Some believe these housing types operate more like commercial properties and are incompatible with neighborhoods. Some believe conservation neighborhoods should have their own plans/protections.
- b) Student housing.** Some believe that the City missed an opportunity to work with the University to house more students on campus. Could the City collaborate with the University to accommodate future student growth on campus?
- c) Affordable housing.** There are limited opportunities to live near where you work. Student rentals inflate housing prices – middle income renters must compete in the market with student rentals. It is difficult to build new affordable housing for purchase (price points would need to be under \$250k, so there is a significant wage gap for most residents.)

- d) **Few areas of “developable land.”** There are few areas in which the City can accommodate new residential growth which puts pressure on existing areas and limits affordability.
- e) **Infrastructure concurrency.** There is a perception that the City is always playing catch-up in terms of road improvements. There is a desire to see road infrastructure improved in advance of new development.
- f) **Negative perceptions.** Various neighborhood groups believe that the City is more concerned with desires of developers vs long-time residents. There are also perceptions that leaders do not respect the Plan and there is weak political will to follow the Plan.
- g) **Drainage and environmental stewardship.** Some neighborhoods experience flooding and drainage issues during storm events. They blame a lack of impervious surface restrictions in the zoning code and inadequate on-site stormwater management protocols. Greater landscaping and tree preservation requirements and could be introduced in the zoning code to reduce heat island effect in the City.

Specific updates to the Plan mentioned

- Consider developing/adopting neighborhood compatibility standards in the zoning ordinance.
- Consider a residential neighborhood conservation zoning overlay (reference Bryan.)

11. Parks / Recreation / Community Facilities

PROGRESS TO MAINTAIN / CONTINUE

- a) **City conducted a community survey of parks.** That survey found that the top three desires are for more nature trails, bike trails, and open green spaces.
- b) **A Citywide trail system has been proposed.** Opportunities for growing a linear system of parks is being explored.
- c) **Open space set aside.** There are provisions in the zoning ordinance to obtain land for future parks through dedication or a fee-in-lieu when new residential subdivisions are established.
- d) **Collaborative regional library system.** The City contracts with Bryan for the library system. This arrangement was audited five years ago and recommended maintaining this arrangement. There is some need for library facilities in the south of College Station.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- e) **Generational shifts in preferences for “quality of life” amenities.** More than previous generations, people today place a high value on quality of life amenities in their community such as parks and recreational facilities. Some stakeholders believe that there has been an overemphasis on capital funding for infrastructure and not enough emphasis on quality-of-life amenities.

- f) **Lack of indoor facilities.** The City lacks indoor recreational facilities for sports or aquatics that exist in some similarly sized communities. There is a need to assess whether the City should fund neighborhood pools.
- g) **Desire for more multi-use sports facilities.** The City is not competitive as a major location for youth sports events (state-level tournaments). Some see the multi-billion-dollar youth sports industry as something the City should be a part of. Little league fields were mentioned as a type of facility that the City needs more of.

Specific updates to the Plan mentioned

- Consider best practices for various entities working together to support youth sports.

12. Public Health and Healthcare Services

PROGRESS TO MAINTAIN / CONTINUE

- a) **Contributions to health district increasing.** The City provides funding to support the Brazos County Health District.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Transportation needs, particularly public transportation.** There is a need to expand public transportation connecting people to jobs, housing, and commercial areas. The frequency and extent of the local bus system is challenging to many users. It impacts the ability for people to access healthcare services such as medication assistance.
- b) **Gap widening between needs and funding.** There are increasing needs as population grows, yet, funding from the City has not increased. Brazos County Health District's funding situation may change with the next Census.
- c) **Educating the community about healthy lifestyles.** There is a need for more prevention efforts to improve health outcomes. College Station ranks in the middle tier of Texas communities on health. Funding does not account for the student population, which is a challenge. There could be an app that encourages healthy choices such as diet, exercise, mental health tips etc.
- d) **Wellness, recreational center.** The community needs a place where residents can access recreational resources, facilities, programs (YMCA, etc.).
- e) **Few affordable housing opportunities.** It is challenging to find affordable rental housing in College Station as there is pressure to rent by bedroom (for students). Most affordable rentals are in Bryan. Also, utilities are less expensive in Bryan.

13. Public Safety

PROGRESS TO MAINTAIN / CONTINUE

- a) **High level of service.** The City's public safety services have provided a high level of service despite resource constraints. 70-80% of City's general fund goes to public safety, but costs are rising.
- b) **Cooperative agreements.** The City of College Station, City of Bryan, and the University maintain effective cooperative mutual aid agreements. The City provides fire service for the University. The University reimburses the City for "gameday" services, but this is not believed to cover all costs.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- **Resource allocation to maintain service levels.** Public safety officials note rising costs of personnel, training, consumables (medical supplies), technology (cameras), and equipment (vehicles).
- **Personnel stress / morale.** The growing number of special events brought by the University (beyond football games) puts a burden on police units that are frequently working overtime.
- **Recruitment / quality of life / things to do.** Officials note that recruitment is a challenge – not because of pay, but due to community amenities. There is a need for more "things to do" particularly for young families such as recreational facilities, cultural venues, and unique places to live and shop.
- **Limited affordable housing.** Like many others, lack of affordable housing is a concern for recruitment.
- **Development and land use must consider public safety impacts.** Public safety officials expressed concerns about development density and concentrating crime. They cite Northgate's entertainment districts and older apartment developments (that are no longer primarily student occupied) as areas experiencing high call volumes.

14. Realtors/Real Estate

PROGRESS TO MAINTAIN / CONTINUE

- a) **Desirability.** There is considerable demand for development in the City.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- b) **Political dynamics.** Positions swing violently, depending on the particular majority at any given time. Current leadership appear less interested in development/growth.
- c) **Consistency.** The comprehensive Plan and the zoning code do not align. They need to be consistent.

- d) **Site development cost.** The City's requirements drive-up the cost of housing and impact development costs. The result is a negative impact on housing affordability.
- e) **Infrastructure cost.** The county has the capacity to issue debt to support infrastructure investments. They won't do it. The City and school district should put pressure on them to do so.
- f) **Housing affordability.** There is a need, but it is unclear if this is a priority for the City leaders.
- g) **Oversupply of apartments.** There is too much product despite rents being high. Park West "bombed the market." (Similarly, there are four hotels in the City in some phase of bankruptcy.)

Specific updates to the Plan mentioned

- The comprehensive Plan and zoning code need to be assessed more often than every five years.
- The fiscal impacts of land use should influence policies and land use designations. (Be clear of the return on investment.)
- The Comprehensive Plan should not be seen as a hurdle to developers.

15. Religious Institutions

PROGRESS TO MAINTAIN / CONTINUE

- a) **Student participation.** Many students make their way to services of the represented groups (in this meeting).
- b) **Needs versus taxes.** Need to be good fiscal stewards.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- c) **Relationship with University.** More needs to be done to nurture the relationship between the City and Texas A&M for mutual benefit.
- d) **Environment and Technology.** More eco-friendly development and programs could be more beneficial (busses, solar panels, electric car accommodations, etc.)
- e) **Quality of Place.** More work is needed to create a sense of place, including a central gathering place.
- f) **Access to Information.** Improve internet speeds.
- g) **Contemplative Spaces.** The community could benefit from more passive, contemplative spaces versus all of the active parks.
- h) **Affordability.** As we grow, need to be thoughtful about housing affordability.

16. Social Services / Housing Services / Public Health

PROGRESS TO MAINTAIN / CONTINUE

- a) **Federal funding collaboration.** City of College Station and Bryan collaborate to allocate CDBG funding to address blight and fund many social services. The Brazos Valley Council of Governments is working to update how money gets allocated.
- b) **Park system is improving.** The City is created a “playground for all” which is a facility designed for people of all ages and abilities, which opened August 2, 2019
- c) **Economic growth.** The City enjoys new restaurants and retail choices.
- d) **Culture of community service.** Residents of College Station help each other. This includes college students.
- e) **Positive attitude.** There is a strong sense of wanting to be positive and do positive acts.
- f) **Diversity.** The community—in part due to Texas A&M is diverse.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- g) **Transportation needs, particularly public transportation.** There is a need to expand public transportation connecting people to jobs, housing, and commercial areas. The frequency and extent of the local bus system is challenging to many users. There is no public transportation on the weekends. There is no handicap accessible transportation after 6 PM, M-F. Broken sidewalks are a challenge, as are bus stops that are not covered.
- g) **Gap widening between needs and funding.** There are increasing needs as population grows, yet, funding from the City has not increased. In addition to transportation, rent, food assistance, and childcare are mentioned as frequent needs for low income residents.
- h) **Living wage employment opportunities.** Limited growth in low-skill jobs. Students drive down wages for low skilled workers, but cost of living is relatively high. At one point the University hired laborers, but now works with a contractor for most needs.
- i) **Job training.** There are not enough workers to fill job openings. Need more vocational training.
- j) **Daycare.** There is a lack of affordable daycare.
- k) **Lincoln Center neighborhood.** The streets may need to be widening to allow easier navigation for busses and or on-street parking could be eliminated.
- l) **Collaboration between agencies.** While agencies work together on occasion, some have overlapping services and at times compete for funding. Partners acknowledge that collaboration could be improved. Opportunities to share should be explored.
- m) **Few affordable housing opportunities.** It is challenging to find affordable rental housing in College Station as there is pressure to rent by bedroom (for students). Most affordable rentals are in Bryan. Also, utilities are less expensive in Bryan.
- n) **Redevelopment opportunities.** Consider whether redevelopment could offer settings for workforce housing proximate to employment areas and whether incentives could support that intent.

- o) Expanding unique amenities.** Participants mention that the City lacks unique destinations (downtown) and has few locally owned dining options.
- p) School rezoning.** These are efforts are frequent and disruptive to the community.
- q) Crime.** There is a drug and mental health challenge. Regarding drugs, college students are a key market.

Specific updates to the Plan mentioned

- Look at the Family Protection Center in Athens Clarke County, GA.
- Look at physical fitness initiatives in Fort Worth (Trail System, etc.)
- Consider a workforce housing land trust for affordable housing.

17.Schools (CSISD)

PROGRESS TO MAINTAIN / CONTINUE

- a) Collaborative relationship.** There is a great working relationship between the planning staffs of the schools and City. This is valued.
- b) Schools and pride.** People love the schools. They are a major growth driver and should be managed carefully. The pride translates to voter support.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- c) Continued growth.** The District has had five straight years of opening a new school. Also:
 - More growth is expected, and property is needed for new schools.
 - Growth brings with it the need to fund, Plan and construct infrastructure. (If a bond fails, it takes three years for another chance.)
 - Permitting process seems to be taking significantly more time.
- d) Affordability.** There is a housing affordability challenge in the City.

18.Tourism and Cultural Amenities

PROGRESS TO MAINTAIN / CONTINUE

- a) Collaborative destination marketing.** Experience Bryan College Station is the destination marketing organization for the region and serves the City of College Station and City of Bryan. It receives funding from hotel occupancy taxes.
- b) Collaborative venues.** In recent years, the University has become more open to partnering and sharing its facilities with outside organizations (such as theater space). In practice, however, availability of these facilities is limited and their capacity is small.

- c) **Diversifying experiences.** As it's grown, the City has added more "big City" amenities like more public events and festivals, settings such as Century Square, and unique places such as The Bush Library.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- d) **Investing in tourism.** The region could be doing more to promote itself. Tourism is an import industry (brings outside money in), it is cleaner than most "industry," and it can give a place a competitive edge in economic development. There is a sense from some that more could be done to invest in destination marketing.
- e) **Promoting what College Station is today.** The City's rapid growth has created new opportunities and experiences in the area, but there is a need to continually reeducate both residents and visitors about the City and what it offers. Most people recognize the City as home of Texas A&M, but do not know where the City is located or what it offers. Even past Aggies but they are surprised at the City's growth. Destination marketing focuses on much more than promoting the university experience. Texas A&M has its own marketing initiatives.
- f) **Continuing to develop more amenities and unique marketable assets.** Whether it be cool mixed-use settings, unique venues, recreational features, there is a need to continue developing attractions that set the City apart. The City lacks a unique downtown like Bryan or signature features like the "Silos" of Waco. It could use more unique places for "Instagram moments" that are not just tied to the University.
- g) **Funding.** Hotel occupancy taxes fund most of the destination marketing and Arts Council activities. Hotel occupancy is down, due to a combination of overbuilding of hotel units and the short-term rental phenomenon (Air B&B etc.). The City does not regulate or collect occupancy taxes on short-term rentals, which is a missed opportunity.
- h) **Hotel capacity.** Recent building of hotels has outpaced the market. This overbuilding presents both a risk and opportunity. The risk is that high vacancy rates lead to lower hotel revenue, which could lead to requests for reassessments of property value, and therefore reduced property tax revenue. The opportunity is that the City can support more visitor stays if destination marketing efforts are successful.
- i) **Nurturing local businesses and restaurants.** Related to the previous point, the City needs to expand the number of locally-owned dining and retail options.
- j) **Creating walkable places.** The City lacks a significant walkable place or area that could be a destination connecting multiple experience opportunities.
- k) **Event spaces.** There is a need for an event space or spaces for conferences or performances that can accommodate more visitors than the available University facilities.
- l) **Addressing transportation infrastructure.** There is a need for a more complete regional transportation system.

19. Transportation

PROGRESS TO MAINTAIN / CONTINUE

- a) Mapping alignments and up-to-date Thoroughfare Plan.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- b) Funding of improvements
- c) Right-of-way constraints – every road cannot be everything
- d) Prioritization of projects
- e) Incorporating safety into all transportation elements
- f) The MPO becoming a Transportation Management Area (TMA) that requires a transit funding decision from the City. Will the City fund transit?
- g) TIAs currently do not address site specific elements such as circulation, queueing, connectivity as well as bicycle/pedestrian infrastructure.

Specific updates to the Plan mentioned

- Tweak the goal for Mobility: “improved mobility through an innovative, safe, efficient, reliable and well-connected multi-modal complete transportation system serving all user types that is designed to be sensitive support to the surrounding land uses.
- The list of strategies and actions blends processes and solutions. Separate them.
- Tie the strategies to the vision (Strategy 1: Innovation; Strategy 2: Reliable, Strategy 3: Connected; Strategy 4: Complete; Strategy 5: Supportive to the Land use, etc.)
- More emphasis on access management, transit, prioritization, and TIA.
- Add the following:
 - Incident Management
 - Safety
 - Priority Corridor Evaluations
 - Comprehensive Intersection Evaluation Process
 - Connectivity
 - Core Bike Network
 - Public Outreach/Education to let the public understand the decisions

20. Texas A&M University Officials (and system)

PROGRESS TO MAINTAIN / CONTINUE

- a) **Working relationship.** The City and university enjoy a mutually supportive relationship. The City is responsive to infrastructure needs and fire support is excellent.

OPPORTUNITIES / CHALLENGES TO ADDRESS

- b) **Market challenges.** The City is overbuilt relative to hotels.
- c) **Talent retention.** It is hard to retain talented employees. It is especially challenging to address employment opportunities for spouses and significant others.
- d) **Housing choice.** The City is missing housing that would appeal to young professionals. They do not want to live amongst students. Many don't desire large-lot, single family detached units and the associated maintenance.
- e) **Master planned developments.** Many do not have amenities.
- f) **Identity.** There is work to be done to distinguish the identity of College Station. This is especially true as it relates to comparisons to Bryan. (The realtors make the distinction.)
- g) **More coordination.** There used to be quarterly meetings with leaders from City, university and school. (Not sure if this is happening, but would be beneficial to conduct.)

Specific updates to the Plan mentioned

- More growth is expected. (There is significant construction underway and anticipated on campus.)

21. Texas A&M University Student Government

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Housing occupancy restrictions.** City code attempts to limit occupancy to 4 unrelated individuals. However, many homes recently built in single-family areas and marketed to students are designed for six or more people. No solution was offered, but the disconnect adds to tension between students and neighbors.
- b) **Student / community relationships.** Students perceive that the community harbors negative views of students. Students are not aware of any existing programs to inform those who live off-campus about City ordinances and expectations.
- c) **Perceptions of police.** Students report generally negative perceptions of the City police department, believing officers are intimidating and adversarial. As a contrast, students report generally positive relationships with the A&M police.
- d) **Factors driving student housing choices.** Student leaders reside in all parts of College Station and Bryan in various types of housing. Various factors influencing housing choices, but the group felt that cost and safety were the primary factors. Being pet friendly was another major factor. Students rely on online rating websites to assess potential properties.
- e) **Amenities and things to do.** Students want more coffee shops, places to run or access nature, and restaurant options. Century square was mentioned as a positive

place which should be expanded or replicated. Entertainment and concert venues were mentioned.

- f) **Transportation.** Most students drive, yet at the same time bus ridership is very high. There is a need to upgrade the A&M bus fleet with newer busses and there is opportunity to collaborate on a regional level to provide bus transit.
- g) **Retaining graduates.** While there may be some opportunities to retain more graduates, these students noted that the University is very diverse and most will leave. This group particularly all came from more urban places and were unlikely to consider staying in College Station. The opportunity would be stronger if there were more jobs and pathways into those jobs (engineering internships as an example). There could be a local career fair or more programs to support or incentivize startups.
- h) **Aggies returning home.** There is a trend of Aggies buying homes in College Station for their children to live in while they are students. These homes often become retirement homes for the parents once their adult children graduate.

22. Utilities

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Utilize / maximize existing utility capacity.** There is significant existing capacity with utilities in the ground today which could support redevelopment. There should be an effort to make the most of utility capacity that exists before adding capacity or expanding the network.
- b) **Address development standards to account for utilities.** Recent development standards have conflicted with the provision of utilities. For example, some zero lot line homes did not account for overhead electric service lines.
- c) **Incorporate / consider University plans.** The University's plans should be considered in making assumptions about the community's growth.
- d) **Update impact fees.** City's impact fee structure should be evaluated to ensure that it is reasonable to contribute to the cost of growth. Impact fee rates could be discounted as incentives to encourage some types of economic development.
- e) **Consider strategic annexation and utility plans.** There is a need to determine where the City is going to annex and provide utilities and to communicate why or why not. The west and southwest of the City is noted as the primary area in question.

23. Young Professionals

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Things to do.** Desire for more large events such as concerts or festivals.
- b) **Expand retail / services.** Desire for higher-end grocery stores such as Whole Foods. It seems there should be a market to support this. More locally-owned restaurants.
- c) **It seems that the City is reluctant to take risks.** The “we don’t want to be like Austin” may not be the mentality that attracts young people.
- d) **Transportation alternatives.** More opportunities to bike, walk, or access transit.
- e) **Outdoor amenities / recreational opportunities.** There is a sense that the City is lacking in outdoor recreational opportunities such as parks, trails, and greenways.

24. Youth Development Organizations

OPPORTUNITIES / CHALLENGES TO ADDRESS

- a) **Lack of a downtown or center.** There is a missed opportunity to create a center for the City. For example, Fishers, Indiana, a suburban City in the Indianapolis region, created “Municipal Park” a walkable mixed-use center around their City hall as part of a public-private partnership.
- b) **Family oriented restaurants.** Many restaurants are either fast food or cater to students.
- c) **Meeting spaces.** There is a need for spaces for meetings that are affordable and accessible to non-profits.
- d) **Transportation (roads/traffic).** Traffic congestion and safety are concerns.
- e) **Public transportation.** Is needed for all groups but is critical to support the limited resource population.

Public Comments

Activity 2 Comments

The following are the ratings and comments from the Activity 2 Goal Evaluation, sorted by each goal.

Goal 1. Future Land Use & Character		
Source	Rating	Comment
Group Workshop	1.5	No diverse neighborhoods, protected rural areas - haven't fought for 82 amendments in comp place, natural environmental these cars dealerships big concrete blob no landscape ; protect trees; positive Lick Creek Park
Group Workshop	2	Planning process more reactive to growth as opposed to proactive; area around university most precious, development has no consideration for long term Plan
Group Workshop	2	Zoning has been bad in student housing; too expensive and poor quality in residential zones; recycling is non existing; students being moved out further from town
Group Workshop	3	They keep changing the zoning rubber stamping don't stick to plans. It's about money/land and not neighborhoods instead of using existing building turn green space
Group Workshop	3	Too easily changed. Amendments approved /processed with caution. Impossible to meet all these goals with rapid rate of growth. Not doing well preserving special areas.
Group Workshop	3	Water control is not efficiently managed. Too much flooding storm drain
Group Workshop	3	We're not maintaining / per serving natural resources, riparian, flood control, connectivity. Reserve water where it is. Building in sensitive areas. Should engage higher density around campus, to reduce traffic.
Group Workshop	3	What are we doing to protect rural and natural areas. Need to inform public about stormwater management efforts. Connect greenways, natural corridors, bike trails, etc. Better connect east and west sides of the bypass, and between parks. Worry there's not enough people to support all the additional commercial. Too many places to try and visit.
Group Workshop	3	Wishes Bryan, College Station, A&M worked comp Plan process together, increase communication
Group Workshop	5	University of Texas century square is so beautiful The Lowes shopping center even the apartments she fought against look beautiful Lick Creek park, absolutely lovely
Group Workshop		Southside; disruptive bike and scooter traffic
Online	1	1. No goal from the prior committee. 2. The goals the City determined are not being followed
Online	1	Allowing apartments to be built on South college station, where we used to have "nature" on our backyard is a mistake. People bought properties here because we wanted to be away from students. The roads do not support the future traffic. I agree this end of town needs development, but students apartments isn't equal to development
Online	1	Because commercial interests always seem to override neighborhood concerns and many City council members seem to have never seen a strip center, fast food or apartment Plan they didn't love.
Online	1	Because so many green areas, and especially those near streams, are being developed without consideration of the need for green corridors that not only link fragmented habitats for the benefit of wildlife but also provide nearby green areas for people to benefit from.

Online	1	College Station is not doing a great job preserving green space and natural corridors. The long-term closure of the multi-use path in South College Station (Lick Creek Greenway) is a tragedy. This greenway was open for less than a year before it was blocked off for utilities construction. Furthermore, the current destruction in Lick Creek Park - one of the only parks in town with unpaved trails, and with valuable migratory bird breeding area, is unacceptable.
Online	1	Constant changes make it worthless resulting in no protection
Online	1	Constantly changing for development and not protecting neighborhoods.
Online	1	Devastation of Lick Creek Park. An unmitigated travesty.
Online	1	Developments are being thrown up hodge podge without adequate infrastructure (planning for traffic congestion, water/sewage, hike and bike pathways). 1000 houses at the Speedway? Where is the planning?
Online	1	Green spaces are quickly disappearing and the natural environment is being destroyed, replaced with strip mall-type developments and what appears to be significant overbuilding of rental housing of poor quality that will degrade quickly.
Online	1	High occupancy, student rentals have completely overrun all neighborhoods. There are no "unique neighborhoods" left. Protected and enhanced environment now means a "retention pond" which is useless.
Online	1	I have lived here for 30+ years and am concerned. The natural environment is not being protected. I see lots completely cleared of all existing vegetation and being paved over. We need more green corridors. Unique neighborhoods are disappearing. Historic homes and areas are being torn down to make way for student housing. Rural areas are disappearing at an alarming rate.
Online	1	I have not seen any indication that the City has any interest in anything other than commercial and residential real estate development.
Online	1	I participated in the many many meetings, briefings, workshops, etc etc that were held almost 10 years ago, supposedly to get citizen/neighborhood input into the 10-year Plan. We were given a lot of promises by City staff; a lot of assurances were made. We were told that "Ag-Shacks" would not be allowed to intrude into the historic Southside neighborhoods. We were told that impermeable cover would be limited over new construction and re-development. We were told that on-street parking and traffic congestion in long-established residential neighborhoods would be managed and discouraged. We were told that "soft curbs" would be used and expanded. We were told that sidewalks and other safe paths would be established and expanded for children walking to neighborhood schools. NONE of these promises were kept!! We have learned that NOTHING that City staff says can be trusted or relied on. Whatever a developer wants to do, they are allowed to do, even if it plainly violates code and zoning ordinances. City staff will look A PERSON IN THE EYE AND TELL THEM ANYTHING JUST TO GET THEM TO GO AWAY. What good does it do to attend meetings and hear a lot of platitudes when no one at the City has any intention of following what the long-time residents want??? We have learned by sad experience NOT to rely on City staff -- many of whom are related to developers --- to do ANYTHING to protect our neighborhoods.
Online	1	I think the parks department is missing a huge opportunity for unique play equipment. With only a few exceptions, they seem to be doing the same things at most of the parks.
Online	1	I would be hard pressed to identify any of the listed community "unique neighborhoods", protected rural areas are being rezoned to suburban and commercial WEEKLY, I suppose is a "special district" that works during daylight but at night more than half our police dept personnel is required to maintain safety, distinct corridors might be Texas Ave as a commercial corridor, but the Medical area is only Scott and White Hosp. (The Med now belongs to St Joseph-Bryan). What remains of protected and enhanced natural environment are all "Flood Zones" which are barely useful as green space and often results in a "retention pond".
Online	1	It feels as though all the green spaces in the City are disappearing and being replaced by retail developments often duplicating things we already have. For instance: the green space that disappeared on Wellbourne that is being developed for a car wash. Or the space on Texas Ave opposite the cemetery, where a green space with beautiful trees has been cleared (a few trees are currently still standing). I find this depressing and certainly not protecting and enhancing the natural environment.

Online	1	Landlords are taking over our family neighborhoods, even right around the schools. Although the students are supposed to be limited to 4, there is no control for this. I had twelve living in one house on one side and eight on the other (South Knoll). New neighborhoods are cookie cutter and for the rich, or apartments for the students. True middle class is being run out. Our City likes to find history and tear it down instead of embrace it and protect it. Instead of redeveloping empty areas in the City, we continue to sprawl out with very poor planning... so much for nature.
Online	1	More community pools are needed. You have done a very poor job at having neighborhoods with enough sidewalks. There should be sidewalks on every residential street in every neighborhood. You need bike and running pathways around and throughout the City.
Online	1	My neighborhood is impacted & planners & developers never document those impacts or try any fix our problems caused by development & rezoning.
Online	1	Neighborhood is quickly changing from the quiet family atmosphere it once was. A place to raise your children and grandchildren. Beer cans, and other trash are dropped along the residential streets by students, and loud parties at all hours of the night.
Online	1	Only certain neighborhoods are important to y'all...
Online	1	Our family neighborhoods are being destroyed, as City colludes with commercial interests to rezone single-family neighborhoods, lot by lot, in violation of its own ordinances! Planning and zoning commission's voting record speaks for itself - it makes a mockery of the law!
Online	1	Quit rezoning areas around neighborhoods that bring in traffic, ruining night sky with parking lot lights.
Online	1	Stealth dorms are replacing single family housing and clogging up streets because of limited parking. Not enough land is being made into recreational park areas for jogging/walking/open grass areas. Apartment complexes are built without regard to the traffic congestion they will create. Lick Creek Park is being decimated and is the only "nature park" in the area.
Online	1	Strong, unique neighborhoods? If they are, they have HOA's or deed restrictions to protect them. The unique neighborhoods closer in are decimated by the proliferation of stealth dorms. Streets west of the bypass have so many rentals that parking on both sides of the street is almost prohibitive to emergency vehicles. These are largely student rentals in neighborhoods which used to be predominantly families, but because of the stealth dorms and no protections, they fled. These neighborhoods and many of the houses look rundown, but with lots of cars! Lick Creek is nice, but at this point, is being overdeveloped. The swath cut across it recently is in no way justifiable. Midtown plans seem good, and Northgate seems to be have been a success. But not all areas surrounding campus need to look like Northgate. Higher density areas need to be concentrated, and those areas should be designated instead of neighborhoods always paying the price and having to fight for any protections.
Online	1	The City is allowing micro-dormitories (ag Shaks) to be built and take over traditional single family home neighborhoods.
Online	1	The City is being too greedy about making and squeezing more money, and making sweetheart deals with developers, at the expense of creating concrete jungles, and removing green areas and habitat for the wildlife
Online	1	The City should have intervened to prevent the destruction of Southside before it was too late. Given that Lick Creek Park has suffered overuse for at least 10 years, the City should have kept the land adjoining and expanded the park AS A NATURAL PARK, which we ALL need. Because the City decided instead to turn it into a developed park, we need some kind of a natural park, with narrow dirt paths through woods. I would argue that we need several, along a Metroparks model, given the population growth.

Online	1	The more established neighborhoods are no longer unique. They are a hodgepodge of Aggie Shacks, rental property occupied by at least 4 unrelated occupants (I.e., students), and single family residents struggling to maintain some semblance of single family neighborhoods.
Online	1	The older neighborhoods are being left behind.
Online	1	The only neighborhoods I see being protected are the high end well off people and wherever council folks live
Online	1	We are failing our older neighborhoods by allowing multi-resident housing to infiltrate established single family neighborhoods. Our historic neighborhoods could become something akin to the area in Houston near Rice University, instead we are failing to maintain the infrastructure in those older neighborhoods and leaving those residents who have and are restoring the older homes to fend for themselves. Some neighborhood associations have spent many thousands of dollars in legal fees to protect themselves against AgShacks because the City has basically sold them out to developers. It's time to maintain and protect existing neighborhoods.
Online	1	We live on Neal Pickett and our street and the others around us (Carter's Grove) are always lined with cars and overloaded with rental students in houses. It's hard to get up and down the streets and the houses aren't kept up
Online	2	"Historic" neighborhoods are not being protected in any meaningful way. Elected officials in College Station have exhibited strong suspicion at even the most basic efforts to protect the character of older neighborhoods. Strong cities maintain aspects of their roots and that includes the places, the neighborhoods. Research indicates that protecting historic places can add to the value (taxable value included). Enterprises like AirB&B and VRBO also threaten neighborhoods. The City should address these types of enterprises and create legal policy to limit their use in established neighborhoods. In many cases these are well organized outside owned commercial ventures and should not run unchecked in single family zones. The City is also likely to be missing A LOT of uncollected occupancy tax on these types of commercial lodging.
Online	2	50% lipservice and 50% reality in pursuing this goal.
Online	2	Aggie shacks that have more than four unrelated individuals in the home proliferated in established neighborhoods since the last comprehensive Plan. The rural areas are not being protected. The densities were increased in south College Station. The natural environment are being encroached upon to make room or provide infrastructure capacity for development.
Online	2	Allowing the destruction of lick creek park habitat. Also, this town is not unique.
Online	2	Allowing too much development for retail space and housing, when there is no demand. I see land being cleared for new homes, apartments, condo's, and retail space, and then these new buildings sit empty because supply exceeds demand.
Online	2	Although progress has been made in this area in the last 4-5 years, prior to that I didn't notice much in the way of protecting rural areas and the natural environment. New neighborhoods that are constructed where houses are just a few feet from each other and streets too small for parking on either side are helpful to the developer, but do nothing to enhance the community or provide a unique neighborhood. This is why Southwood Valley, Raintree, Emerald Forest, Wood Creek, Chimney Hill, and even Shenandoah were great developments. They remain true neighborhoods. Each very distinctive.
Online	2	Because the Council continues to allow rampant dismantling of older neighborhoods, subdivision of large lot size and infill building of "homes" which are clearly designed, built and marketed as student housing (parking pad, no garage, all BR each have adjoining bath), which will never be occupied by a family raising children.
Online	2	Cause they need to focus more on the greenways and protect them and they are not. When ever there is a need that "supersedes" the green space the green space goes away.
Online	2	City is too focused on keeping residents South of town happy. Doing great job in that area.

Online	2	College Station is currently a very suburban town, with very similar chain stores in every part of town, and very similar suburban single-family housing throughout most of it, with some scattered apartments in parking lots. The entire City is auto-oriented, with no pedestrian-friendly areas outside of the Texas A&M campus (and even some very large parts of the campus, west of Wellborn are fairly hostile to pedestrians). The City has done a better job than Bryan at protecting the creeks, and there are some good bicycle trails, but since destinations are still scattered very far apart at low densities, and are always surrounded by vast seas of parking, it's rare for anyone to actually choose to use a bicycle to get anywhere.
Online	2	College station is pieced together with poorly planned roads, no character, and no distinction.
Online	2	Developers are winning out...
Online	2	Developers have run amok...
Online	2	Every piece of undeveloped land in this town is being developed. To the point College Station is starting to look more like Garland, Texas, than the unique looking town with plenty of green spaces it was. The City Council also seems hell bent on selling any property they own for development as a strip mall or restaurant.
Online	2	Everything feels very piecemealed together. You have commercial areas that look like they're being built just to build something.
Online	2	generally the new developments remove all trees, and natural areas. i really wish we could develop residential areas without bulldozing everything first. natural areas being left not only will benefit the native plants/animals, but also mitigate flooding, etc.
Online	2	Holding rezoning hearings to rezone Lick Creek Park into Pebble Creek 2.0. Sidewalks on thoroughfares where the speed limit is 40 but most people go 55 and the sidewalks are themselves falling apart. Far side of Rock Prairie is being torn up for two massive subdivisions and a third downtown area while Thomas Park pool is closed due to disrepair. The bluebonnet areas on highway 40 have heavy machinery parked on them and it appears as though they're about to get paved over as well. The trees at Deacon and Wellborn got torn up for yet another carwash and strip mall. The fields at 2818 got torn up for student housing and an HEB and now Koppe Bridge no longer had the quiet scenery for outdoor concerts over burgers because it's a parking lot. Quiet neighborhood streets are suddenly main thoroughfares. There is no Plan to enhance green infrastructure of any type. There are no incentives through the City for homeowners to replant their yard with natives. All of the open spaces are being covered with concrete, trees are being torn up and not replanted, all the lush greenery is turning into concrete.
Online	2	I am not seeing improvement, but deterioration in many areas.
Online	2	I do not feel the City respects older established neighborhoods. Thomas Pool for example and Ag shacks
Online	2	I do not think we are protecting enough of the natural environment or rural areas. Too many trees are being torn down and too many green areas are being cleared for development.
Online	2	I don't believe there is much in the way of protecting our neighborhoods or rural areas by our City government. It appears that business, especially builders and developers, have the most say in this City.
Online	2	I feel like the rural areas could use more protecting. There has been a lot of development which is good for the economy, but some of the rural areas are being pushed out to make room for more development for retail and etc. It's understandable when it comes to growth, but there are still folks that have small farms/ranches in and around the City. They would like to keep their land, but are concerned with the extra traffic that more development brings. We have some unique neighborhood communities however I would like to see more protected neighborhoods. There are a lot of rent homes and almost always those homes are being rented out by college students.

Online	2	I have continued concerns of rental property encroachment of non- family units in our neighborhoods especially with the plethora of apartments built and being built around campus. Infra structure for moving traffic well is an increasing concern. I am concerned about the possibility of our community being forced, by the state, to install 5G towers all over town and in our schools in coming years. There has been NO research or studies on the health effects of this more powerful radiation on our children and adults and there is increasing concern by scientists (not sponsored by the wi-fi industry) that current 4G does cause health issues in many people -all ages. Fiber optics are proven safer by all studies.
Online	2	I think some areas are being overdeveloped and not in the best interest of green space for parks, recreational facilities, etc.
Online	2	I think we have lost a lot of green space to development. The parks in this town are small and scattered. Any loss of trees is a major detriment to the environment.
Online	2	I would be interested to see what is actively being done to protect natural environment.
Online	2	In the 50 years I've lived in my home, I've seen the area around me go downhill. Routine maintenance on streets and infrastructure is planned and then suddenly canceled due to lack of funds. The funds seem to be diverted to the new area which developers are planning. Our street hasn't been resurfaced in over 25 years.
Online	2	In the City's core, North Gate has seen the most attention and change, but we need special combining overlay districts to the East and South of campus as well. Without special designations, our City's oldest treasures will be destroyed, rather than renovated or repurposed. A mix of old and new, big and small, rather than just new and big is needed to give our City some character. I feel like the natural environment has not been enhanced or protected whatsoever. Lick Creek is experiencing detrimental development all around and it seems as if the goal of all the neighborhood parks is to make them easy to mow rather than enhancing them with more vegetation and trees. Our neighborhoods continue to be cookie-cutter with codes that support more pavement/concrete/fewer trees/larger structures that can be built in three months.
Online	2	It doesn't seem like areas are being protected all, everywhere you look theres more new construction rather than redesigning/rebuilding existing buildings/lots.
Online	2	It seems that developers are ruling the decisions. Everything is addressed to generating housing that can be taxed.
Online	2	It seems that the preponderance of new development is cookie-cutter, single family housing and student apartments with very little nearby land use for parks and public use. New roads do not seem to be of the size to accommodate the growth and intersections are constantly having to be upgraded. When I visit Austin, I see parks and public use land everywhere. It makes for a very unique character.
Online	2	Lick Creek Park is the area's only 'nature' park, yet new development around the park have meant encroaching on the park in order to provide utilities/easements for the new developments. The park is well-used and enjoyed by all, so more effort should be made to protect it.
Online	2	Most of the newer neighborhoods tend to have a cookie cutter feel lacking in character, with the natural environment being clear cut rather than integrated. Established neighborhoods with diverse houses and mature trees are more and more being turned over to college rentals, resulting in issues with street parking, noise, and lack of property maintenance that discourage families from moving into or remaining in these areas. There has been a great migration to south College Station, resulting in traffic issues and loss of families in older, established neighborhoods.
Online	2	Neighborhoods are cookie cutter and they offer boring amenities. Very limited natural environment because trees are bulldozed anytime things are built.
Online	2	Neighborhoods are either cookie cutter subdivisions, or jumbled mix use. The neighborhood I live in was unique and is now filled with student housing.
Online	2	Rural areas are being destroyed, are being cleared and built upon. Near us, a large open field with lots of wildlife was cleared and now there are around a dozen house being built upon it. Where is the wildlife? Looking for homes. Where will the rainwater go? Into our current homes. What is the benefit? A dozen more families can move to the edge of town. We need to stop the growth if we're keeping the natural environments.
Online	2	Seems like developers aren't considering the needs of all citizens, and cater to students. Poor planning for retirees who want to relocate here. Neighborhood streets aren't wide enough and parking isn't adequate.

Online	2	Seems like there are several members on our City council that want to turn neighborhoods into commercialized areas by letting more Aggie shacks to be built in family-oriented neighborhoods.
Online	2	Seems to be little in this area happening... Everything continues to be cookie cutter chain development.
Online	2	Stealth dorms, heavy traffic, parks not funded, etc
Online	2	Steps have been taken slowly with the new development of century square. But the mass of large chain box stores that are left empty only hurt the City.
Online	2	Stop building apartment complexes near elementary schools and subdivisions. We have moved south to get away from the college students. Just stop.
Online	2	The City has been overly aggressive on annexing new areas without providing services. The City has approved new subdivision designs that are unsightly and not enjoyable to live in - specifically planned communities such as Castlegate II with its narrow streets and grid pattern layout. ESPECIALLY THE GRID PATTERN LAYOUT.
Online	2	The City is selling out to developers. There is no attention to maintaining green spaces, sidewalks, bicycle paths, reasonable zoning, traffic, or sewage or anything that makes a livable community.
Online	2	The City is too focused on college students or professionals moving in. There isn't focus on family living areas and they aren't defined as much since the appearance of Ag Shacks in older neighborhoods in town. It's driving the housing market way up when it shouldn't be.
Online	2	The sameness of the population assures that the neighborhoods end up being more or less the same. I'm not sure how it'd be possible to establish a unique character to the massive apartment complexes across town. I'm also not aware of many rural areas--the land is probably worth too much. I'd be strongly in favor of that, of course, but I'm not sure how anyone would go about making this more than just a college town. Maybe fewer chain stores and an actual downtown area.
Online	2	The student rentals are being allowed to sweep the City clean of families and children who cannot live with, or buy among, the conditions created by 4-5 students per house. "Family Flight is real. We are hollowing out the City and their will be a high price played in decay in the middle neighborhoods. Neighborhoods need the right to control this and I think this has to be dealt with as part of the 10 year update process.
Online	2	There is virtually no protection of older neighborhoods from the incursion of "stealth dorms" and the rental of existing residential homes by large numbers of unrelated people.
Online	2	We have made some progress in protecting neighborhoods, but little is being done to protect the historical areas of College Station from noncompliance with 4 unrelated occupants. There seems to be no enforcement of this ordinance and little interest in upholding it.
Online	2	Well, I have a mixed response to this goal. On the one hand, I think College Station has nice neighborhoods and distinct corridors. On the other hand, the City's steps to protect the natural environment are absolutely insufficient. I'm speaking specifically when it comes to addressing the current climate crisis. At the moment, College Station is powered by mostly fossil fuels. The small fraction of wind power is simply not nearly enough. The Intergovernmental Panel on Climate Change makes it clear that, to address the climate crisis, we, as a society, must stop our emissions of greenhouse gases (or at least significantly reduce them). Therefore, it's imperative that the City do its part by switching to electricCity sources that do not emit carbon. Whether that's solar, wind, nuclear, or a mix is entirely up to the City, but it needs to be done. Will there be financial costs to the City from making this transition? Probably. But if we do not make meaningful, substantial changes, there will be financial costs associated with climate change in the future anyway. (These are costs associated with stronger hurricanes, more intense heat waves, droughts, etc.) So, I submit to you that money spent now will actually help mitigate future costs associated with climate change's impacts.
Online	2	While there has been some attempt to maintain or create character (wellborn special district, soco commercial area), there doesn't appear to be much consideration on protecting, enhancing or connecting to the natural environment. Recent median additions to boulevards are just bricked in instead of being landscaped. Median trees are known to calm and slow traffic, help reduce temperatures and filter stormwater, yet we've left them out of the design.
Online	3	Aggie Shacks!
Online	3	As more students move into neighborhoods they lose the unique qualities. It feels like the City mainly caters to TAMU too and not necessarily all citizens.

Online	3	City is no way safe in this town because City has been growing quit a bit and more it grows the more high crimes. I've never seen this town have been this bad before. Also, we have enough hotels and apartment living for students, now we need family affordable living housing.
Online	3	Could have more natural environments promoting out door activities.
Online	3	Could use more nature trails/parks with less focus on playgrounds/sports, but more on the wildlife and plants. Could also use a downtown/central City center to ground the City and give it more character.
Online	3	District could be more enhanced with a few more distinct characteristics added to them. A social community is a huge concept in College Station so that needs to be focused on and more attention called to it through the City Plan and layout. I believe that a business district would also do very well, provide a centralized location for business, restaurants, bars, etc that is more adult/upscale
Online	3	Doing well in protecting new areas with zoning, but using "code" that are not affective or enforceable for student housing. Need to have protective neighborhoods for single family residents and other areas for multiple tenants.
Online	3	For the kids safety, and even adults, every street/neighborhood should have sidewalks! Is absurd that having the amount of college students and all the new schools and every construction fail to do them, and the City fail to request it!
Online	3	I don't think I specifically recognize any of these things. Distinct corridors? What does that mean? Special districts? I see commerce areas, more car dealerships on the highway, and neighborhoods where they were. The parks are great!
Online	3	I feel like the City is moving towards having more personality. I love that the City is attempting to interconnect bedroom communities with activities/stores to decrease the need to drive.
Online	3	I love places like Northgate, the historic south side neighborhood. But there is not much distinctiveness and charm to a lot of the other neighborhoods in College station. More neighborhoods with Amenities, food, etc... within walking distance are preferred! There does not seem to be a lot of distinct corridors. However, the plants and greenery around college station are wonderful! it is a Very beautiful place.
Online	3	I see many areas being rezoned after petitions to the City to consider individual zoning considerations without looking at how each of these decisions effect the long term value of the neighborhood and not just the short term value of allowing businesses to throw up shopping centers and corner stores that will be abandoned or neglected within 10 years. Land is limited within the City limit and should be treated as the cities most precious commodity. Decisions on land use need to be slow and methodical and not just pandering to the developer with the most money at the time.
Online	3	I think much of the municipal goals are being executed well but protection and enhancement of natural environments is failing colossally. I am specifically thinking of natural areas like Lick Creek Park which has been operated well and enhanced with the nature center and the garden but the recent destruction for a utilities corridor was thoughtless, lacked foresight and planning, and was, ultimately, poorly executed.
Online	3	I think people are moving further and further out to "escape the college kids". So there's this kind of divide - South College Station (I'd say ~Rock Prairie and down) and "toward campus". I think there are definitely areas people try to avoid (looking at you Texas Ave). I don't think there are necessarily unique neighborhoods, just some older, prettier neighborhoods that are discontent with students living there. All that to say though, I am not against college kids living in neighborhoods. I just sense a divide in this City. I do see some progress in the addition of Century Square and the pursuit of Midtown.
Online	3	I think the strength of unique neighborhoods is dwindling but we do well with parks and contemplating them in the design of new areas.
Online	3	I think there's good progress in new development, bike lanes and sidewalks, special corridors and some parks work, but not strong protections or preservation efforts for older neighborhoods to keep them unique.
Online	3	Integrity of historic landmarks and neighborhoods need to be protected!

Online	3	It doesn't seem like the City does a good job of bringing in business and other entities to use land properly. There are numerous buildings across the City that are not used, the Westinghouse building on Hwy 6, the old Albertsons on University, the Silk Stalking on Hwy 6, the Academy on Hwy 6. and other commercial buildings around the City. we also don't have any industry. So it seems we are okay with different types of commercial property, but not industry. This is unintelligent as industry, warehouse, shipping, manufacturing, etc. brings jobs, and income to the City.
Online	3	Natural areas are very neglected, poorly maintained, invasive/aggressive species are allowed to take over, potential land for natural areas are sold off, no public education is done, City plants non-native plants, staff doesn't seem to know the difference. Some efforts to create bike trails, corridors is evident--more needed.
Online	3	Neighborhoods are compromised and Lick Creek Park is threatened.
Online	3	No respect for the Eastgate area and its permanent residence.
Online	3	Personal opinion is a more comprehensive, more community centric Plan to develop/maintain the integrity, and iniquity of our various neighborhoods, protected rural areas, special districts, distinct corridors, and protected and enhanced natural environment, needs to be developed.
Online	3	Some areas are doing well. The Northgate area is developing into a high density student-oriented zone which is good. The new midtown area seems to be progressing but it is too soon to determine the outcome. Older neighborhoods with protective restrictions are declining into commercial rental zones that discourage any traditional families from living there. Also, the streets are built to serve a typical one or two car family. Now, there are 4, 5 or more people living in these properties and all have vehicles and friends with more vehicles that visit or stay with them. The streets become parking lots making traffic flow a real issue. Also, delivery services such as mail and UPS along with garbage collection, sweeping and others basic functions are hampered.
Online	3	The City is growing and builders continue to buy up the rural areas for the folks who don't necessarily want to be around the student population. Why not use existing buildings that are just laying empty for student housing
Online	3	The City needs to carefully regulate replacement of buildings so neighborhood retain character and aren't over built with investment properties.
Online	3	The established neighborhoods (East Gate, South Gate) are being neglected or drastically changed in favor of development in south college station.
Online	3	The future of College Station needs to either stretch outward, or go upward. More skyscrapers need to be allowed. Less road medians do not need to be added to the City streets. It is overkill, and the City is obsessed with installing road medians.
Online	3	The neighborhoods are unique, but the districts and corridors are not distinct. We could stand to gain more of a natural environment by incorporating more green spaces as new businesses and buildings are introduced. I know nothing about whether or not our rural areas are protected.
Online	3	The neighborhoods are very uniform, separated only by price range. As a young family, we enjoyed the many parks with playscapes, but aside from Lick Creek Park (which we do love) there don't seem to be a lot of protected rural areas for public use. As my children have gotten older, we would benefit from more special districts and distinct corridors, but the City council seems so averse to any development or progress at all that they refuse to allow reasonable growth because of the fear of disrupting neighborhood integrity.
Online	3	The rural areas are not being protected, they are being incorporated.
Online	3	There is so much construction going on between Sams and 30. This is a flood zone that needs to be protected, not paved over. I am furious just thinking about how the extra concrete could be the reason my house floods one of these days.
Online	3	too many of the neighborhood parks are a flat slab of land with a playground. Give me some trees for shade, some interest.
Online	3	Where the City is not doing well is protecting older established neighborhoods from encroachment of multi-person buildings that are clearly businesses operating youth hostels. These should be in areas zoned for them, not disguised as "single family" residences where between 4 - 8 people reside. The Northgate district, on the other hand is very nice now and caters to young adults and young families. There is also an area specifically zoned for the multi-person buildings -- that is a good idea, too.

Online	3	Windwood sub div has trouble getting onto H30 or H6 access in am/pm and Football game day. Need light with short timed light activated by pressure plate. The park was recently improved. Needs more seating. It is kind of hard to monitor activity on trail.
Online	3	Would like to see more protected rural areas. Seems like the older, original ranch lands are being developed at will. Left a metropolitan area and don't want to see this become similar.
Online	4	We have strong and unique neighborhoods and some protected rural areas. College station, although working to improve, does not have distinct corridors in the town and is missing a central or 'downtown' area.
Online	4	Century Square, Lick Creek bike trail
Online	4	Could always use more green space, but what we have is nice.
Online	4	I believe the City is trying to build our communities with all that this goal implies. But there is always more that can be done. One of my concerns is the mixing of primarily student housing with what was once mainly family homes.
Online	4	Neighborhoods are unique and produce a great atmosphere for community. The business areas have remained distinct and separated from neighborhoods. We have good parks.
Online	4	Objective is to grow but at the same maintain the essence of the town and the culture of this area.
Online	4	Overall, I feel like this goal is being very well addressed. I see college station maintaining the parks and natural areas that exist.
Online	4	P and enhanced natural environment could be better
Online	4	The City has grown rapidly & the major thing that has not been appreciated were the trees. I realize they can't always be saved. But, left in clusters, they have a better chance. CS is not teeming with physical beauty...other than trees & creeks & wildlife. When the required commercial minimum landscaping is done after clear cutting, it appears no follow up is done to replace dead landscaping, as was done in years past. The need of north/south traffic arteries is clear. We have Hwy 6, Wellborn, & Texas. Ex., Welsh could have helped, but development dictated it end before Bush on the north end & at Rock Prairie, rather than continue on what is presently Victoria. So, every a.m. & p.m., it is a bottleneck for families getting to school/work. Plan for the teeming traffic on Wellborn. Turn lane brick pavers at Rock Prairie/Wellborn create a backup daily. Deacon/Wellborn needs to open asap to relieve Rock Prairie/Wellborn & curtail all the U-turns. Closing the Cain Rd crossover has probably saved lives & a good decision. Lastly, we can't leave older neighborhoods behind. It will hurt us all in the long run. Who wants any neighborhood in their beautiful City to not be maintained? Also, what about periodically having designated neighborhood clean up days? Maybe with extra pick up of trash & old brush, dead trees? Working as a group or HOA may inspire others & doing it by small areas makes it doable. Maybe it could coincide with TAMU Big Event. As other Texas cities are clogged with rapid growth, College Station is looking like a pretty nice place to live!
Online	4	The parks system in College Station is great! From my house I can walk to at least 4 parks.
Online	4	There are unique neighbourhoods and I see efforts to preserve natural areas. The effort to protect these areas has been good in the past but recently I see the footholds established eroding. I still say the goal deserves a 4 because it is not too far gone and there is still plenty to preserve.
Online	4	There has been a lot of good publiCity regarding new areas, opportunities, and economic development within the City. Keeping CS feeling small while addressing and fulfilling the needs of the community has been successful.
Online	4	Would like to see better protection of the floodplains
Online	5	I generally think we tend to overplan and regulate as a community, so this goal has been met.
Online	5	I've begun to see signage that tells about future development plans for a particular area and have seen improvements in our natural environment spaces too.
Online	5	The City is well thought out and planned. There are some new corridors and districts that are gaining momentum.
Online	5	There is a great balance of all of these items.

Online		Didn't attend the appropriate meetings, can't go further.
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Goal 2. Neighborhood Integrity		
Source	Rating	Comment
Group Workshop	1	Poor job of protecting appeal of neighborhoods. Poor maintenance of roads, services being removed...ex pool closed/poor maintenance. Allowing MF style housing in SF neighborhoods. Older neighborhoods not preserved. New growth/infrastructure funds targeted to new growth, taking away from maintenance of older neighborhoods. Traffic congestion.
Group Workshop	1	Small neighborhood had no tools or teeth; buyer income housing; many multi-family Ag shacks; paved front yard park in front; Not happy; Where do we put families?
Group Workshop	1.2	system cant be enforced; bad traffic, trash houses, property maintenance
Group Workshop	1.5	No diverse neighborhoods, protected rural areas - haven't fought for 82 amendments in comp place, natural environmental these cars dealerships big concrete blob no landscape ; protect trees; positive Lick Creek Park
Group Workshop	1.5	Concerns about single family neighborhoods being over taken w/renters and parking issues. Not just limited to university area. 4 unrelated regulation is not enforceable.
Group Workshop	2	speeding addressed; sigh in so-side; need to encourage strong HOA's; rental vs homeowner; sidewalk maintenance
Group Workshop	2	More and more multi-family and rental homes. Can't drive on own streets during game days. Lincoln and Tarrow redevelopment and gentrification which spread throughout many established neighborhoods surrounding TAMU.
Group Workshop	2	Stealth dorms major concern; Ag shacks are a concern; maybe select 5 district neighborhoods to protect - southside, Eastgate, emerald, forest, woodcreek
Group Workshop	2	need higher percentages for overlay district; too much student housing; impossible to get majority; lack of involvement from landlords; should be more protection; political will overbearing and concerned with development; need better code enforcement; parking education for code enforcement
Group Workshop	2	Nothing has been done about Ag Shacks (student rentals) despite all the talk. People w/large swams of rental homes are businesses not SF residential. Code doesn't protect # of unrelated or capacity. Code enforcement is not enforcing. Shoddy construction. lacking maintenance
Group Workshop	2	cottage grove. Property value issues when land becomes more valuable than home. Lacked of care/concern for lower SES; HUD housing residents forced out of college Station. Incentivize/encourage affordable housing for this who work working class/ minimum wage jobs; developers not making transferrable housing; incentivize home building that is not strictly desirable to students, but may also work for families. lack of transparency from developer to end product, ends up being student housing. better code enforcement.
Group Workshop	2	Unqualified to speak on this issue (3) neutral. Not taking care of neighborhoods that were here before growth (1) more emphasis on maintenance, not just new growth. Protection for students saying fewer limits per household should protect students. viable asset as well (2) more pubic transportation would allow for reduced parking.
Group Workshop	2.3	Students shouldn't be moving into SF neighborhoods. Lifestyle difference. TAMU privatizing housing makes it worse. City isn't preserving southside like they should. Students should live close to campus. Home and property value inflation because of underdevelopment of rental properties. Variances and rezoning are granted frivolously. Schools are suffering because of families vacating neighborhoods. The rate of TAMU growth is the issue. Too much too fast.
Group Workshop	3	Inner neighborhoods redevelopment of student housing is causing loss of integrity. Slow degradation of certain areas. Need to enforce rules regarding rental homes. Because rentals, it will be harder to revitalize the older neighborhoods. How do you keep integrity with increasing density. Should have groceries near high concentrations of student housing to cut down on traffic. Nicer areas with HOAs only (Chimney Hill, N. Forest, Pebble Creek, etc).
Group Workshop	3	Single family homes built for students not adaptive to neighborhoods; Torn "single family needs to change

Group Workshop	3	Shenandoah, has kept great property value and the neighborhoods look nice, but the increase in property value; property tax, which may kick some people out due to unaffordability, which may change neighborhood
Group Workshop	3	cant keep students out of neighborhoods near university; demolition of traditional homes for single family student houses; and code enforcement not enforcing in neighborhoods; poor quality of construction of homes in neighborhood; enforcement inconsistent
Group Workshop	3	Developing homes into AG shacks and changing neighborhood feel and look. Rental property for students encroaching single family neighborhoods. on street parking in single family neighborhoods is an issue. Too many cars blocking traffic. Renewing parking pushes cars down the street but the cars don't go away, they just move. Worse on game day. Maybe require parking fee /permit
Group Workshop	3	Doing well in areas w/HOA's. Students need off-campus, but maintaining the character. Doing well keeping commercial lighting away from homes. Concentrated areas of student housing bring too many cars, trash, unkempt lawns. Large scale rental (single-family) areas are an issue and take space away from families in certain school zones. Concerned /curious about the correlation between TAMU and B/CS
Group Workshop	3.5	Code enforcement is an issue. No place where families are protected from AG shacks being developed next to them unless maybe you're in a HOA that enforces its regulations. Ag Shacks & game day rentals aren't being regulated. The older neighborhoods have some real character, and it's important to maintain that. Historic buildings are torn down without consideration. ON the flipside, this can impact economic development. Ag shacks need more regulation.
Group Workshop	3.5	Ag shack parking A&M growth w/o support for housing w/o restriction. The screwed up the neighborhoods; Predevelopment City council conversion single family homes Ag shack "family isn't" destroys the street. Fight with P&Z and City Council don't understand neighborhood integrity. My neighborhood is families and that's a good thing. We don't live anywhere near A&M
Group Workshop	3.5	(1-2)SFR Residential blocks are turning to student rental; too make way for student houses around campus; street parking bad around campus; inability to enforce unrelated individuals. Diminishing attendant facilities. (4-5) Frequent topic at council. Citywide some neighborhoods to SFR???HOAs that are active providing effective restrictions. Some of the older neighborhoods are still intact.
Group Workshop	4	The historic neighborhoods are being changed into Aggie shack town
Group Workshop		neighborhoods - should pay more taxes if they rent their homes; rental properties should be kept nicer and upkept to high neighborhood standards; neighborhood living needs to be added
Group Workshop		Neighborhoods/people pushed out by student; students rentals drive economy double edged sword; parking issues trash issues; smaller homes not available for first time homebuyers, safety issues for families and children, people running business in res neighborhoods
Online	1	1. Money speaks
Online	1	Aggie Shacks have been allowed into existing single family neighborhoods.
Online	1	Aggie Shacks have taken over some of the neighborhoods and the City has failed to help the residents in those neighborhoods defend the integrity of those neighborhoods.
Online	1	Castlegates sidewalks and roads are already starting to look run down in some areas. Older neighborhoods in town are being over run by rental properties that are not always well managed.
Online	1	Central and also outer neighborhoods are being destroyed by absentee landlord student rentals. This, in turn, is destroying the City itself, and our schools. If the City is going to allow absentee landlord rentals in single family neighborhoods, it should be confined and rezoned to a very limited number of neighborhoods Single family neighborhoods should always have been ONLY single families.
Online	1	City council is catering to developers not the citizens who live here
Online	1	Established neighborhoods are currently fodder for out-of-town or out-of-state developers. Money trumps long-term viability.
Online	1	Existing neighborhoods are essentially just apartment centers after apartment centers. There are older homes that were clearly once very beautiful that have turned to look more like run down ex-government housing. Beautification of areas other than the University needs to be lifted.
Online	1	For older neighborhoods to be attractive to young adults (other college renters), resources need to allocated to infrastructure (roads, schools, parks, etc.).

Online	1	High-density rental properties are infiltrating most neighborhoods.
Online	1	I answered this above.
Online	1	I don't think the City is doing much that has been effective. The commercial rental industry has taken over many neighborhoods and destroyed any concept of single family neighborhoods .
Online	1	I participated in the many many meetings, briefings, workshops, etc etc that were held almost 10 years ago, supposedly to get citizen/neighborhood input into the 10-year Plan. We were given a lot of promises by City staff; a lot of assurances were made. We were told that "Ag-Shacks" would not be allowed to intrude into the historic Southside neighborhoods. We were told that impermeable cover would be limited over new construction and re-development. We were told that on-street parking and traffic congestion in long-established residential neighborhoods would be manged and discouraged. We were told that "soft curbs" would be used and expanded. We were told that sidewalks and other safe paths would be established and expanded for children walking to neighborhood schools. NONE of these promises were kept!! We have learned that NOTHING that City staff says can be trusted or relied on. Whatever a developer wants to do, they are allowed to do, even if it plainly violates code and zoning ordinances. City staff will look A PERSON IN THE EYE AND TELL THEM ANYTHING JUST TO GET THEM TO GO AWAY. What good does it do to attend meetings and hear a lot of platitudes when no one at the City has any intention of following what the long-time residents want??? We have learned by sad experience NOT to rely on City staff -- many of whom are related to developers --- to do ANYTHING to protect our neighborhoods.
Online	1	If you live outside of South College station your neighborhood is supplemental to the goals of the City Council. Even though people live there, like in Eastgate and the College Hills neighborhood (which I might add has an elementary school, therefor a large child population, though much of that population is lower socio-economic), to warrant the City not taking services and activities away to either pay for what the developers in South College Station should be paying or to appropriate for other uses down south.
Online	1	Just look around you. There are Ag Shacks in every neighborhood. If it weren't for individual neighborhoods taking control there wouldn't be any "established" neighborhoods left.
Online	1	Lack of concern for older established neighborhoods....much more concerned about student housing/development in general
Online	1	Long term viability is not being addressed as the current infrastructure is insufficient to cope up with all the new development which is happening all around the neighborhoods, try traveling to 2818, university or tx ave, at rush hour, the City gave developers green light to make big housing but failed to address the corresponding infrastructure needs, the City council and managers rip in big financial benefits while the ordinary citizens suffer.
Online	1	No
Online	1	Older neighborhoods were not protected or helped. 75% of housing are now rentals in older neighborhoods.
Online	1	Read above #1
Online	1	See above comment.
Online	1	See above.
Online	1	See goal 1
Online	1	See Goal 1
Online	1	Sidewalks are needed everywhere. You have families walking their babies in the street. You have toddlers riding bikes in the street. It's not safe.
Online	1	Stealth dorms are replacing single family housing and clogging up streets because of limited parking. Not enough land is being made into recreational park areas for jogging/walking/open grass areas. Apartment complexes are built without regard to the traffic congestion they will create. Code enforcement needs to enforce the unrelated people living together number limit.
Online	1	The City seems to value the developers more than the residents in the established neighborhoods. I feel like the City has written off East Gate as student/rentals. There are a lot of permanent residents in this neighborhood and increasing everyday. We should preserve the older unique homes instead of tearing them down for cheap ag shacks

Online	1	The City's Plan has done nothing to protect the Southside neighborhood. Nor the South Knoll neighborhoods, nor the Eastside neighborhoods. And I don't remember if it was the McCullough neighborhood, but the black neighborhood between Lincoln, Tarrow and University Drive is simply gone. Only a few houses remain in this neighborhood. The old established homes are being torn down and rebuilt as Aggie shacks. It's just a matter of time before it spreads to Southwood Valley. Of course, the owner plays the most important role, but when they don't even live in town and only own properties in established neighborhoods strictly for income purposes, of course, they want as many students in one place as possible. 6 or more students in one "house" is NOT A SINGLE FAMILY. The Southside residents had to beg, scratch and claw for a most minimal overlay for their neighborhood, which has to do with trees and parking. It doesn't even touch the issue of how many students can live in one "home". It's so sad to see what's happening to the oldest neighborhood in CS. It's as if no one in the City cares anything about it at all. And after 9 months of meetings and discussions, the South Knoll neighbors tried to add an overlay to their neighborhood but was shot down by the City. I'd love to name the members on the City council that voted against them, but that's neither here nor there at this time.
Online	1	The greed that is destroying our City and our neighborhoods is fueled solely by the "four unrelated" rule for renting houses room-by-room. It is not localized in any one area of town. It has artificially driven up our housing prices and tax rates to obscene levels. My tax valuation has increased 2500% in 25 years. This is obscene. The code enforcement that is supposed to keep our neighborhoods clean and orderly, is a farce. Every single time I have called in a code violation of overgrown yards, I have received a DIFFERENT interpretation of the code. What do you call that???
Online	1	The more investors that buy houses for the purpose of renting the more the neighborhoods will no longer be established for the long term. Investors are buying starter homes and are driving up the prices of homes for young families that want to buy a house. The business community does not have enough high paying jobs to buy the starter homes at the prices they're being sold.
Online	1	The older neighborhoods east and south of TAMU have not been protected in any way, and in fact, the City seems to have purposely let those areas, and their parks (Thomas Park!) fall into disrepair. Stealth dorms have overrun those areas, and what could have been areas where visitors to the City could have marveled at unique older established neighborhoods, are areas which are fast becoming eyesores - with the exception of a few streets, or a few houses on a few streets. The overlays in the "tool box" offer no way to really prevent more than two-unrelated. Citizen who have gone before City council to complain in the past have not been heard, and some council members were condescending in responding to them, to the extent that one council member was openly booed because of her attitude. Other cities have made more of an attempt to protect neighborhoods in a university town.
Online	1	The Plan appears to be to sell off the older neighbors to the landlords/slumlords and let the students trash them. So yeah, no.
Online	1	The student stealth dorms continue to encroach on family neighborhoods. These "dorms" create huge paved parking places and foster crowded street parking.
Online	1	There has been no long-term viability of established neighborhoods. A quick drive through any neighborhood built before 1980 is in poor condition, with constant rental turnover, property owners that rarely live in the Brazos County, and little to no investment or upkeep of the property. Where is the protection?
Online	1	They drive cut-thru traffic they our neighborhood because we are partly in ETJ. TIAs don't show true impacts because they don't include all potentially impacted streets.
Online	1	To little is done in my neighborhood to protect it from loopholes in the system...
Online	1	Trashy & unkept lawns by student renters.
Online	1	unchecked rampant multifamily student-oriented housing development continues
Online	1	We have failed to protect the long-term viability and appeal of our oldest neighborhoods. Southside has been overtaken by rental businesses in the form of AgShacks. The East Gate community of neighborhoods is fighting a similar takeover, without any real help on behalf of the City.
Online	1	We live on Neal Pickett and our street and the others around us (Carter's Grove) are always lined with cars and overloaded with rental students in houses. It's hard to get up and down the streets and the houses aren't kept up

Online	1	Wow, really? Ditto answer in #1. On what information can I base my answer? In my nearly 30 years here I have never seen the City actually support neighborhood integrity. In fact, it seems that the City has gone out of its way to punish and destroy the older neighborhoods.
Online	2	AG Shacks
Online	2	Again, little to no enforcement of City ordinances which protect and preserve older neighborhoods.
Online	2	Again, problems with the City holding areas as protected from what are clearly not "single family" homes. Why has the City NEVER gathered together the impacted leadership of subdivisions, or neighborhood associations and asked them to work on ways to address this situation? Instead, we always end up at City hall after the fact, mad about the City's latest decisions. We could work together to resolve this, but we don't. The City seems bent on developing everything well beyond what we can actually support with City services and existing streets, too. Also, it has been 30 years since the woman misunderstood what the neighborhood in Eastgate was trying to do and misinformed everyone about Munson traffic calming efforts. Why can't the City ordinance be changed/eliminated? Things have changed. This needs to be re-examined. With all the oak trees dying off in established neighborhoods, the City could help us play a big role in re-planting in conjunction with Master Gardeners and the City parks, perhaps on Arbor Day or even Big Event. Think of how much we could accomplish!
Online	2	Aggie shacks in some of the most established neighborhoods
Online	2	Aggie shacks that have more than four unrelated individuals in the home proliferated in established neighborhoods since the last comprehensive Plan.
Online	2	Aggie Shacks!
Online	2	Allowing commercial development right up against existing neighborhoods. Allowing the school district to move kids out of the neighborhood schools in which homes were purchased and busing them across town.
Online	2	Allowing small neighborhoods to be surrounded up to or back fence by commercial business after 20 years with no one behind them. Need a bigger buffer zone than 10-15 ft
Online	2	As more apartments come in near neighborhoods and students live in the neighborhoods they lose appeal to families. The cost of houses is also ridiculous, as well as limited options for things like restaurants and entertainment.
Online	2	Damage is done for some neighborhoods. Perhaps we can protect others from facing the same.
Online	2	Existing neighborhoods are largely being frozen in time, with very little growth in the central neighborhoods. Instead there is growth in outlying areas, that causes more car traffic in the central neighborhoods, and makes the central neighborhoods get more expensive. To preserve neighborhood character, the neighborhoods in the center of town need to densify so that it is not only the richest people that can afford to live in them.
Online	2	First, "Stealth dorms" went up all over the area along Welborn and George Bush. They were primarily made of siding and had cute white columns that were painted with sub standard paint. After 8 or so years, these "dorms" in residential neighborhoods are now eye sores, not properly maintained by property owners and bring down the over all aesthetic of the neighborhood. There seems to be no long term management by the City in enforcing the maintenance of what are "oversized structures" in residential neighborhood areas. Second, these "oversized multifamily structures" are not houses. They bring a property value to the area that is unrealistic for the existing historical (original) housing in the area. The City has done nothing to prevent the disproportionate increase in residential home taxes that result in land being valued based on the ability of developers to house 10-12 students at a time versus a true single family home. Finally, it seems that the City is allowing these wealthy developers to take over the areas closer to campus. It makes homeowners nervous about when the City will allow this to spread to other neighborhoods destroying the integrity of the single family areas of town.

Online	2	Growth at all costs, quantity over quality, newer and bigger has clearly been the mission/core values of the City of College Station over the past 10 years. We need special designations/codes that the City will actually enforce, such as 4-unreleased (the students are not the problem, but the developers/investment property owners who build knowing the City is not going to enforce the code. The system is continually taken advantage of. The main fail is that the school system and the City are not working together to protect the long-term viability and appeal of established neighborhoods or schools. When families move south, developers build student housing all over town, apartments deteriorate, new parking restrictions encourage more pavement, etc. families won't move back in. The inner City schools are going down (or at least perceived to be going downhill) alongside steep increases in property values. Families can't afford to move to the core City and pay for private school at the same time and therefore settle for the cookie-cutter home south, with the good price-point and better school option.
Online	2	Historic houses are being torn down on a regular basis. I understand that the City Council has the legal authority to designate areas historic and give that designation some meaning (as in Bryan, for example), to prevent further teardowns. I do not understand why, if this is true, that the Council has not done so. It may not be in the developers best interests, but it is clearly in the best interests of the City, beyond just the interests of those who live in those areas to preserve them as historic neighborhoods. I gave a 2 instead of a 1 because of the attention to the McCulloch neighborhood.
Online	2	I can surely see that most neighborhoods around the university have been gentrified. Other, older neighborhoods have been altered by becoming rental property mostly students and single family homes are now rented to students. The neighborhoods in College Station are nothing like what they were 20 years ago.
Online	2	I have lived in Eastgate for 17 years with my family. Over the past several years, there has been a trend toward houses designed for student living at the expense of families, professionals, and retirees. Many historic homes have become student rentals and are losing their maintenance and character. Street parking, noise, garbage, and lack of home maintenance are a constant concern. Please do more to preserve the historic and established neighborhoods in the heart of College Station.
Online	2	I live in the southside historic district and while it is a very nice neighborhood, it's disappointing to see how many students are living in what I was told were deed-restricted areas. The students are a constant disruption to our neighborhood life during the school year especially with their erratic driving behavior. I don't mind the new construction of homes, as I think they actually contribute to the charm of the neighborhood but I am unsettled by the students. There are so many other areas for them to infiltrate that I wish the southside historic district was off-limits to students, AND to the leasing agents who rent properties to students.
Online	2	I see established neighbourhoods near the A&M campus becoming de-facto apartment districts displacing low income housing and placing high property value taxes on long term residents. Redevelopment of areas near campus may be a reality that must be faced but there needs to be some effort to mitigate the impact that this has on the existing residents. Failing to recognise this impact will raise the ire of the residents and discourage the dialogue that is needed to create success.
Online	2	I see the old, established neighborhoods bordering the TAMU campus being taken over by student housing, mainly in the form of "aggie shacks."
Online	2	It seems like replacing residences with Aggie shacks is what you can count on to happen to any residential property within 5 miles of TAMU.
Online	2	My kids have to dodge traffic to use the neighborhood walking paths to get to the neighborhood parks which are not being maintained. Green spaces get covered over with monstrosities.
Online	2	Neighborhoods change as they age - thats a simple fact however I believe that the City has not done enough to limit rental properties, especially student rental properties to areas near the campus.
Online	2	Rapid development in College Station is spoiling the character of established neighborhoods by taking away rural and green spaces that those neighborhoods had previously enjoyed as a buffer around them, from e.g., Highway 6.
Online	2	Same as the first.

Online	2	See above.
Online	2	See above. I don't see that this has improved in the past six years; it has only gotten worse.
Online	2	Since the majority of the homes have become student rental properties, they are not maintained. Several near me aren't rented lately as I'm told the interior is in bad condition but the landlord will not do maintenance inside. I have been in one and I have seen what the previous tenants had done.
Online	2	Some neighborhoods are going downhill.
Online	2	Stealth dorms rule.
Online	2	Streets and sidewalks are not maintained in older neighborhoods. Very little protection from Aggie shack type structures being built in established neighborhoods, or students moving into neighborhoods where single family residents have lived for years, causing loud parties and parking problems.
Online	2	Student rental properties are expanding into family neighborhoods. Strip mall like restaurant and retail developments are expanding.
Online	2	The (as it seems to me) unchecked allowance of single family houses being used to house 4-6 renters, ag shacks being built in established neighborhoods ruins moral of the full time residents.
Online	2	The bike lanes in Horse Haven are never enforced, rarely used. Students parking on Appomattox and Windwood corner and street block vision into Horse Haven Lane. They park up to both corners. Several neighborhoods have problems with students parking on grass and both sides of street.
Online	2	The City is in a hard spot here. Very difficult to balance needed redevelopment and investment with protecting the established neighborhoods and property rights. But, I also feel the neighborhoods themselves could have been more proactive in protecting themselves through organizing.
Online	2	The main historic neighborhood in town isn't even being preserved as such!!
Online	2	There is absolutely no integrity left in single family neighborhoods. None. Every family neighborhood is being overrun with college students and rental houses.
Online	2	There is virtually no protection of older neighborhoods from the incursion of "stealth dorms" and the rental of existing residential homes by large numbers of unrelated people.
Online	2	Two words - Aggie shacks
Online	2	We need to stop building student housing. Especially taking away family housing to do so.
Online	2	We see Ag shacks going up regularly. Residential areas are being threatened or are being consumed by higher occupancy rates or commercial establishments. There has been effort to preserve the established trees and that is good. Yea Southside!!! It is disappointing that Variance committees are often heavily weighted by realtors and neighbors supporting requested variances are ignored. Follow the money.
Online	3	A small amount of modernization would go a long way in brightening up some neighborhoods and transforming their overall perceived value and viability to make them more attractive
Online	3	Artificially restricting property use (i.e. limiting ability to rent out property to students or peer-peer vacation rentals) drives down property values. I believe this should be handled at the HOA or Deed restriction, not City, level.
Online	3	Enforcement of number of residents restrictions could be better. Traffic should be improved and alternative transportation encouraged to reduce congestion around campus.
Online	3	established neighborhoods are being changed with stealth dorms and changes not consistent with long term residents views
Online	3	Few neighbors need updated streets, signs and much more in Bryan college station.
Online	3	Have not lived in the area long enough to evaluate.
Online	3	I am bothered by what appears to be gentrification happening in older neighborhoods. Student housing goes up in the middle of residential housing that stands in stark contrast to the homes of the neighbors. I'm concerned on the effect this is having/will have on more separated "minority" and white neighborhoods.
Online	3	I believe that we are now electing officials who value this and are not just thinking of money but we still have a long way to go

Online	3	I don't think there has been action on the City in older established neighborhoods one way or another.
Online	3	I don't think there should be any ag shacks near any houses in any neighborhood.
Online	3	I recognize that changing demographics and various economic pressures can make it difficult to maintain established neighborhoods. However, I feel that the City could do more to support efforts of occupants to preserve their neighborhoods.
Online	3	I see stuff going up all the time, and little being done to help those already there.
Online	3	I think development threatens this. The neighborhood around the Lincoln Center used to be established and had real character but the property values keep going up and forcing people out.
Online	3	I think the City is doing their best to help with this, but more work needs to be done to ensure that these established neighborhoods continue to be protected.
Online	3	I'm not sure what's specifically been done
Online	3	Individual neighborhoods have to struggle mightily to maintain their integrity. Southwood Valley, for example, is just open season for multi-person rentals/leases because there's no HOA or possibility of an organized effort for an overlay, for example.
Online	3	It takes me as long to get to the university from Pebble Creek as it does for my friends in new Milligan/Wellborn areas. I think that putting a light (or ramp to not slow traffic) at Fitch and 40 or figuring out what is causing 6 to back up every morning. Or at least put a light at entrance or fitch or a back way to the highway for the pebble creek neighborhood to the highway (that does not pass by the pebble creek elementary traffic). I only am mentioning Pebble Creek because I am familiar with our issues. To make Midtown and biking connectivity great you need to make living in closer communities more convenient than the continual move to south.
Online	3	Little worried about the older ones, like Southwood Valley
Online	3	Neighborhood integrity needs to be more closely addressed.
Online	3	neighborhoods are being taken over by agshacks that all look the same and have too many cars parked on the streets
Online	3	Neighborhoods further into town where the space is as it were "used up" are largely being preserved, and some useful work on sidewalks and pavement has been carried out. The protection of established neighborhoods near any green spaces is wanting however.
Online	3	Overlay was a step in the right direction but sadly it may be too little, too late.
Online	3	Parking on lawns is ignored by enforcement unless a neighbor complains. Not good. No effort to encourage landlords in family neighborhoods to landscape with native plants to prevent/discourage parking on lawns, parking on wrong side of streets ignored by enforcement. No effort to really stop overfilling trash cans, trash blows all over. New neighborhood development could be improved, required trees/shrubs should ALL be natives, encourage better site development so not all lined up, more walking trails to connect neighborhoods.
Online	3	Progress being made but not as strong as I would like!
Online	3	See #1
Online	3	see above Neighborhoods need to have green spaces and if they don't the quality of life goes down. In addition, student housing needs to be zoned so that it doesn't appear everywhere and destroys the overall out look of the existing neighborhood. Student housing should go more vertical and should be on campus more than out in the community.
Online	3	some established neighborhoods in College Station don't look so good. In particular, I'm talking about the Southwood Valley area with older homes that don't appear to be well maintained.
Online	3	some neighborhoods are doing well, some are not. But i understand how hard this is here with the need for student housing
Online	3	The City only protects those well off established neighborhoods and they won't come out to other locations and make them appealing such maintenance services on rural communities
Online	3	The Eastgate & Southgate areas are already permanently changed & are student housing with some families. There was no regulation on what was going up where existing older homes, some of which were not salvageable, were leveled. It is a hodgepodge of Ag shacks, older rentals, a few apts. thrown in. I realize the students need places to live & that CS would not be prospering without them, but it seems haphazard at best. Rapid growth took over. Preserving older, densely populated areas, such as Southwood Valley, for example, should be in the Plan. Parked, non-

		working autos, semi trailer trucks parked curbside where children play, & high weeds are not uncommon, as many are rentals, with absent owners. Where commercial development abuts a neighborhood, as has rapidly occurred along Wellborn Rd, could a buffer of trees be left where possible? It's much more attractive & saves some of the disturbed wildlife. I do give a 5 star rating to our neighborhood fire depts., esp in our older neighborhoods, that are densely populated. They are the best!!!
Online	3	The lack of understanding of the importance of older neighborhoods and parks, The staff support of those neighborhoods' need for preservation is not adequate and that's not necessarily their fault. They are stretched thin and some may not have the experience. The high investment/college aspect of our community makes this difficult, but experienced staff who have seen what other communities have done might be able to help shape policy and support.
Online	3	The roads are in poor shape around Southwood Valley.
Online	3	This area needs a bit of work between the large population boom that is occurring. A lot of the housing neighborhoods that were one considered desirable and affordable are now being rented out to students, where families don't want to purchase and dwell. So it's creating a lot of new subdivisions s that are all very nice, but not the most affordable for mid class and growing families. Especially considering college station has once again raised the property taxes and also applies a mud tax to some of these new communities. As the City grows in terms of year around residents (and tax payers), I hope to see them address the lack of middle class housing options for first time home owners and families.
Online	3	Two words - Ag shacks. I do not like driving through a neighborhood that has developed its own character, just to see a row of giant, new, obvious Ag Shacks with a parking lot taking up space. It's disruptive. However, I'm not sure what the solution is. I'm all for college kids living in established neighborhoods - if they can be good neighbors and follow the same rules etc that non college students follow. But I don't like the obvious insertion of the 5 bed 5 bath mini dorm in a space that's meant for single family homes. I think special districts for these types of homes might be a good idea. I don't like reducing freedoms on what someone can do with their property, but at the same time, I am saddened by how many properties are being turned over in this manner.
Online	3	Unsure
Online	3	We are building to many new neighborhoods and this is making the current ones decline in appeal.
Online	3	When there is no control on occupancy, the streets turn into parking lots in the evening. If students live in a home, they need to live like homeowners and not park everywhere and mow their lawns. I'm not sure it is students to blame, but I think so. Stop allowing "Aggie shacks" to destroy neighborhoods.
Online	3	While most of the established neighborhoods are well established, the west side neighborhoods of the train tracks need improvement. The neighborhood from the area of the Wellborn Road-George Bush Drive intersection to George Bush Drive-Harvey Mitchell Parkway bridge to the Harvey Mitchell Parkway bridge that crosses over Wellborn Road need more exits. In the morning and afternoon rush hours, this area becomes an island unto itself as traffic clogs the roads leading to the exits leading out of the area.
Online	4	As far as I have seen, the established neighborhoods are fairly appealing
Online	4	Avoiding the through cutting of streets in existing neighborhoods has helped this tremendously.
Online	4	Don't know the details but this would help people to trust the growth around
Online	4	Everything is built for short term residence with short term immediate needs.
Online	4	Fairly good here. Think more neighborhood rehabilitation grants and assistance from the City is possible but overall, neighborhoods are defined and in good condition.
Online	4	greatly appreciate capital improvements in older neighborhoods. wish there was more enforcement of residential property maintenance ordinances
Online	4	I'd say the majority of our neighborhoods have long-term viability and appeal, however, because of the transient nature of the student population, there are neighborhoods that are not quite established yet and are even older in nature.
Online	4	I'm very happy with our neighborhood services.

Online	4	Most of the neighborhoods in this town are good, even the older ones. A lot of this is due to home owners associations, and also due to the City ordinances in place thanks to the police officers and code enforcement officers who enforce the ordinances.
Online	4	Road work in several neighborhoods has taken much longer than expected but, overall, everything has been done reasonably well.
Online	4	See goal one
Online	4	Sometimes this is successful not at the cost of old neighborhoods turning into new student housing
Online	4	The individual neighborhoods are very well set. Though it would be nice to see more public care or "DIY City planning "
Online	4	The older neighborhoods around campus are adorable
Online	4	We need more parks or splash pads
Online	5	I think sometimes the neighborhoods are given too much say in development. You need to listen to both sides.
Online	5	Neighborhoods are clearly defined and have unity
Online	5	Neighborhoods in college station seem to be very strong.
Online	5	The neighborhoods are expensive and exclusive.
Online	5	This seems to be the City council's only interest.

Goal 3. Economic Development		
Source	Rating	Comment
Group Workshop	1	Retail is declining, were not going after industrial and manufacturing business that are needed to create new jobs.
Group Workshop	2	need more diversified business to pay into tax base; not generating enough business; not business friendly; City paying above market price for development
Group Workshop	2.75	diversity in job options and diversity in people service industry doesn't have living wage; concern over low wage; low education jobs. City doesn't appear business friendly, desire for streamlined processes for development, concerns over cost of living
Group Workshop	2.8	Too hard for businesses to get established ex: concerns w/ building codes. Not enough local owned businesses proportionately. Farm patch is example (see good examples in other parts of Bryan)
Group Workshop	3	Jobs added outside of medical are primarily. Harder to find certain jobs with varying degree types. Jobs for non 4 year.
Group Workshop	3	land for places for industry - help with tax base recruit variety
Group Workshop	3	Concerns about stable fulltime jobs. Out side of the university there's not a lot of full time jobs. Retail/services businesses don't have enough staff. In-experienced staff for service jobs, w/a temporary mindset. A lot of turnover for service industry positions. Generational gap between employees and customers. Better customer-service training. A lot of turnover and seasonal staff, negatively affects customer service. Not a divers economy or variety in retail /service that makes the City attractive for people that aren't students. not an adult economy. Doing great.
Group Workshop	3	TAMU is a drawing factor for the cities growth. Bringing new development to the detriment of the City. No infrastructure to support the growth and always playing catch up. A lot of emphasis on retail not industrial or large scale commercial
Group Workshop	3	Need higher paying jobs 70-120k, keep high performing students. Austin is doing a good job attracting tech companies. Why cant we?
Group Workshop	3	Not strategic enough with types of development / jobs
Group Workshop	3.5	Make it easier for businesses perception that Bryan is easier for businesses growth of business going east/west; congestion along major corridors; cross City bypass to access alternative businesses
Group Workshop	4	Overall very healthy local economy

Group Workshop	4	Medical growth is great; TAMU/relies/ASC; more industry/bigger companies; more jobs of all levels; TAMU paying their fair share
Group Workshop	4	all the City cares about if they've been doing great; City to find local businesses and restaurants encourage local development
Group Workshop	5	Trying to push out middle class income households - need to cater to the middle class including housing.
Group Workshop		Rely too much on retail; do not have diversified base
Group Workshop		New jobs don't pay enough to afford overage rent or buy average home price. Roommates are almost necessary to afford average housing. WE need things that attract higher paying jobs.
Group Workshop		Lots of new businesses, more help wanted ads, has seen the importance of football games as family works in a hotel and saw the first hand importance of the economy of the university.
Group Workshop		increasing retail and part-time jobs not enough jobs for minorities; easier to hire college students more stills; pay is lower, difficult being female in minority
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Online	1	Although I think we're very fortunate to have a low unemployment rate, I wouldn't say the quality of life is high. The air around the University Drive/Glenhaven/Francis Dr smells of sewage every time the north wind blows. That's not a high quality of life for those living in the area. Student housing is largely unstoppable and so often makes the neighborhoods feel like they've been taken over by teenage boys. The trucks! The beer cars in the front yard! The lack of frontal lobe development!
Online	1	Do not see many real jobs created.
Online	1	Eroding our all our established, fully developed neighborhoods with the "four unrelated" rule leaves no place that is peaceful, pleasant, and safe to live or even raise children. The monster trucks that MOST students appear to drive in our tiny residential streets are a nightmare and a real safety issue. Who would want to move here, unless they absolutely had to? What quality industry are you attracting with your idiotic policy of "four unrelateds" in a house - a surefire way to destroy any neighborhood. Seems you are shooting for "gated communities only."
Online	1	Hardly any good full time jobs.
Online	1	I am not interested in being a big City
Online	1	I understand that allowing St. Joseph's CHI to buy The Med hospital negatively impacted our tax base. I do not agree with the continued increase in our property taxes every year.
Online	1	Jobs are that are being made have very minimal pay. Jobs with any type of substance or given to people related to the Aggie system or commuters.
Online	1	No
Online	1	Our economy is based on student housing and student oriented business. This is understandable considering Texas A&M University is located in the City limits, but there has been no diversity.
Online	1	Property taxes are being hiked to compensate for the loss of revenue from people who can't afford to compete with either students or tourists.
Online	1	Speaking to business owners, and others in the community it appears that the City of College Station is a tough place to do business because of the City and more importantly the community development office. Funny, because I would think this division of the City would be responsible for bolstering business, not hindering growth. This seems true since businesses go to Bryan or TAMU properties rather than develop within our City. Our economic development office talks about businesses that they are trying to get to come here, but they don't come here. No Costco, no Buckees, instead these businesses go elsewhere this then hurts our cities ability to grow properly. We can't constantly grow through increased property tax, we need business growth.
Online	1	Taxes to high in my neighborhood to to y'all loopholes...
Online	1	The appraisals of property go up, but the City also ups the tax rate. Shame on you.

Online	1	the economy is totally student-focused, who spend little money locally. Sixty-nine percent of employees in College Station can't afford to live in town. They take their income out of town.
Online	1	There is a shortage of jobs in College Station besides the University. NO large tax base!
Online	1	University jobs and minimum wage jobs. If you want an actual job, you have to work somewhere else. In Bryan or farther. We do not encourage industry, tech, oilfield, construction...high taxes and permits force good businesses out.
Online	1	We do NOT have a diversified economy in CS.
Online	1	We have done a poor job as a community of attracting, retaining, and supporting business development. The City is difficult to work with and not accommodating. It is difficult to develop within the City of College Station and very expensive. There is a ton of competition to attract and recruit business and jobs. We have to be more accommodating and faster to respond in order to compete.
Online	1	We have many new businesses, but most of the jobs that have been added aren't at a living wage. Those that are of a living wage often go to people who are being brought to town from elsewhere. Why are we spending so much money to create jobs for other people to come here? Shouldn't we be focused on bringing jobs that provide living wages to existing residents? We are spending an amazing amount of money to attract low wage jobs. Our focus should be to bring high paying jobs that allow our existing residents to live AND work here. Currently 1/3 of the workforce of BCS must work in other cities (Houston or Austin) to afford to live here. And, even more people commute from lower cost cities (Herne, Caldwell, Navasota) to work here. We need jobs with wages that will allow our citizens to both live and work in College Station...\$65K-\$100K jobs.
Online	1	We may be bringing more jobs to town, but most of them seem to be low paying jobs that won't enable current residents to continue living here.
Online	1	We need more jobs that pay \$75K+ for existing residents. It's shocking that 1/3 of BCS workers have to work elsewhere in order to be able to afford to live here.
Online	1	We're not attracting the businesses we need to support the City, and the high quality of life? Young people have no incentive to move here except for a job, unless they are Aggies.
Online	2	As a new young professional who just moved to town, job hunting for a STEM position that wasn't directly related to the university, was very difficult.
Online	2	College Station does not have a diversified economy. You can work at Texas A&M University or a public school, a restaurant, or a car dealership. Where are the specialized skills jobs? There are engineering consultants, but we need more unique employment to keep up with the growing unemployment. There are residents that have lived here their entire lives and cannot even get a job at Arby's because college students are getting the job offers. Bryan is starting an initiative to give high school students specialized skills with machinery and technical knowledge. What is College Station doing to bring jobs into this area so those residents don't move to Houston, Austin or Dallas as soon as they graduate? College Station has the opportunity to grow as a metropolitan area, but the jobs are not here for that, yet. We have the opportunity to bring jobs and employ our residents, not just the students.
Online	2	Infrastructure is failing despite high taxes, because repairs are made patchwork and piecemeal to react to situation, not fix as has been promised. The tax base is growing however taxes remain high. Traffic is becoming worse every year, but there seem to be no plans to fix.
Online	2	Largest effort seems to be towards attracting restaurants and retail stores. Those only offer limited high quality employment and at some point also just mostly have to out-compete each other.
Online	2	More focus is needed on increasing tourism & livability
Online	2	Most of the jobs in this town are near-minimum wage positions in chain stores/restaurants. Locals who aren't college students and who don't already have a college education have limited prospects for quality full-time work. It seems most of the town is set up for people who already have money coming in and who don't need to work.
Online	2	Nothing changed except more low paying jobs at restaurants
Online	2	Property taxes are insane high
Online	2	The City has allowed rapid development with seeming no long-term planning in terms of aesthetics, walkability, bikability, access to green space, or traffic. Go almost anywhere else! When people come visit--from other cities in Texas, from other cities in the U.S., from other countries--they ALWAYS ask, why is it so ugly, why are there no trees, why can't you walk anywhere. Why, indeed?

Online	2	The City is visibly trying, but to much neglect has gone to this goal in the past letting us fall far behind
Online	2	The College Station City council is focused on the low-hanging fruit of retail and restaurants. While it is true these bring jobs, they are not well-paying and satisfying jobs the citizens of College Station would like or deserve. The City needs to seek out company headquarters and (what little remains) manufacturing to develop a broad economic situation in College Station. Also, the City council makes too many deals with developers. Its like they forgot that there is a reason those developers are coming here, and the council holds the better bargaining position.
Online	2	The goal appears to be self-contradictory and fails to define what is meant by "a high quality of life." For example, does a plethora of fast food restaurants contribute to a high quality of life or not?
Online	2	the quality of life is good for the developers and business owners with close ties to City officials, while the ordinary citizens suffer from the burden of increased fees , taxes, and congestions while City officials and council members have their taxes freeze or get exemptions by deploying loopholes in the system, we the people pay the price.
Online	2	We have much more business than when I moved to College Station in 2012. Many of these businesses are food establishments or entertainment venues. We continue to lack a growing sector of high paying and high caliber jobs that function as careers for college graduates. I'll put it this way - students may no more interest or viability to stay in College Station to work with their degrees than in 2012.
Online	2	What small amount of economic development has occurred has been entirely due to outside interest, usually in the form of national chains, who come in and erect small- or medium- or big-box stores that cater solely to the teenage and college-age crowds. I have seen nothing done by the City, except to roll over and give out-of-town money whatever they want in terms of zoning, code exceptions, etc. We desperately need fast, reliable, broadband internet service throughout the City. Instead we have Suddenlink. Why has the City not taken aggressive pro-active steps to provide infrastructure for City-wide broadband access?
Online	3	Again, have not lived here long enough to evaluate.
Online	3	Although everything doesn't revolve around A&M, the economy here is still geared primarily towards students. Families can find things to do but is not as accessible as other cities. Home prices and rental prices are not aligned with job wages and growth.
Online	3	Although we have made progress (through developments like Century Square & Midway), we are still losing a lot of young professional (25-35) talent that is sorely needed in the workforce.
Online	3	As we are home to A&M, we should encourage and look to seek out more prominent business becoming located in or near this area. As it is not a large City yet, it is expected to grow in and around it tremendously and we need to Plan ahead so that there can continue to be not only jobs to support the people, but high scale, successful companies that are nation wide to provide more real growth to KEEP people IN college station during or after graduation.
Online	3	By destroying communities and constantly rezoning to permit Aggie Shacks and businesses, you may be creating jobs but people will actually live elsewhere.
Online	3	diversity is improving to some degree but emphasis still is not equal enough to even out the event driven income of many of the local industries like the hotel industry. Eco-tourism is one industry that is totally ignored.
Online	3	Economy is growing but without addressing the quality of life part.
Online	3	Good effort here but it still seems like the college age population consumer is driving much of the economy. I'd like to see the City move toward agreements with companies getting incentives from the City to encourage a living wage.
Online	3	Great for upper income; not a great economy for working poor.
Online	3	House taxes are way too high. The job base is good.
Online	3	I guess things are better in this area than in homes in the older parts of the City.
Online	3	I like the effort being made to attract more sporting events to the area.
Online	3	I see some efforts in research and medical, but not sure that feels diversified necessarily
Online	3	I think this is just happening due to Texas A&M's growth and retired Aggies wanting to return. If more is not done to enhance amenities like access to trails and park space, arts, cultural attractions, inter-generational facilities. Sports are valuable but we can't be all about sports. The best cities diversify their attractive qualities and host many different kinds of events.

Online	3	I'm on the fence on this because I don't really know how the City is doing on this.
Online	3	In the middle as I am not aware of the main business other than health care, TAMU, and apartment construction that are diversifying the economy.
Online	3	It's getting there but if they remodeled the mall and added more stores up here for game weekends and locals to attract business it would be nice and create more jobs.
Online	3	Jobs? I'd give a 4 Sales tax? Again a 4 Bolstering property tax? Here's the problem. Residential property values (and taxes) are increasing to the point that first time buyers find it difficult to get into the market. Properties with high commercial potential are developed by tax exempt entities. Land development can't be the number one commercial enterprise in College Station.
Online	3	Large developments with out-of-town investors should be taxed in proportion to their impact on the City's infrastructure - traffic concerns, etc.
Online	3	Many of the jobs in the area are based around Texas A&M, and a majority of those that aren't lack the pay to be sustainable for a proper livelihood.
Online	3	Maybe for students and grad students but what about the long term residence. My husband drives to Houston's surrounding area to work in order to have a decent paying job
Online	3	Most jobs seem to be in the service sector. We need more high-paying jobs.
Online	3	Most of our economy is not really quality stable full-time jobs, we have a huge part-time service jobs economy that keep the unemployment numbers low.
Online	3	Need to Plan for traffic flow.
Online	3	Not the City's fault but employers like Walmart and Texas A&M outsourcing it's housekeeping and maintenance means we have a lot of people who don't have full time jobs. I'd like to see a City ordinance that requires employers in our City pay a living wage.
Online	3	Property taxes are way too high.
Online	3	Raising property taxes by a combined 15% or so (combined with the county) is NOT smart.
Online	3	Really the only quality full-time jobs are through the cities or TAMU
Online	3	Same developments fostering student market
Online	3	See above. The property tax base may be distributed if we were able to undergo more commercial development. The population of this City has grown considerably, but access to retail and commercial offerings has been slow to catch up.
Online	3	Stable jobs are hard here. Most want to hire the college students and pay minimum wage, until they move on, and hire the next.
Online	3	stop building apartments!
Online	3	Stop using the term increased tax base to promote growth. It is disingenuous. While the tax base will indeed increase, the implication is that taxes for existing residents will not. New growth creates the need for additional City/school services, whose costs inevitably exceed the additional taxes from the new growth. Those costs are borne by increased taxes on existing residents. I'm not against growth. I am against promoting it with erroneous implications.
Online	3	The City is getting there
Online	3	The City's identity than just the university, bars, restaurants, and the mall. More industries need to be allowed to enter play for the City's identity. The tourism industry for example needs to be more than just touring the university.
Online	3	The market isn't well balanced, there a many lower entry level jobs as well as higher executive/tenured jobs but not a lot to offer for the middle income range.
Online	3	there are few jobs here outside of the university besides retail

Online	3	There is a lot of economic growth, but it is mainly in low-value strip malls and power centers. Even though some of the stores are quite high end, they take up a lot of land, and aren't as economically effective as creating some walkable developments near campus with greater density. The Century Square development is a good example - even though it is close enough to campus to walk, the sidewalks are laid out in a way that discourages people from walking there and instead encourages people to drive. (You have to zigzag around turn lanes and can't walk directly there, and the shops are surrounded by parking.)
Online	3	There is almost no economic development independent of the university. If it grows we grow. The problem is that growth at the university does not generate the tax revenue that a business does. All cities know that residential never pays for itself and that commercial pays for more than it costs the City. The two have to balance or you grow debt, which is basically what is happening. When the university grows we get houses, but not the tax revenue we expect in the big balancing act. We need commerce that grows more tax than growth at the university does. It is also absurd that we subsidize new housing at the same time we are going further in debt.
Online	3	There is some diversity in the economy, but more diversity is definitely desirable
Online	3	Too many chain restaurants, some improvement in how new businesses look is noticed but more needs to be done. Plant fewer Crepe Myrtles--they don't help our environment--need native plants.
Online	3	Unsure and unknown.
Online	3	Very anti retail with little to no help and mostly roadblocks
Online	3	We are getting more medical businesses.
Online	4	A lot of fantastic businesses are in college station. The food options may be the most significant improvement. However, there seems to be more diversity in the industries in BCS. The bio corridor and other things like that are impressive. College station still needs to diversify beyond the university though in order to keep graduates in college station.
Online	4	Agreed : typical growth cycle
Online	4	As the university grows, supporting industries are growing and becoming more "year-round" jobs that are diversified. Still, if you removed the university from the situation, the economy would be seriously altered.
Online	4	College Station has become a City more focused on establishing opportunities for the people that live here full time and not just for the students.
Online	4	Enough things to see and do around town that we don't have to travel to the larger cities all the time.
Online	4	Good mix of businesses catering to students and TAMU events and established businesses for residents. Would like to see more support for senior citizen activities.
Online	4	I am still satisfied that College Station is a great place to work and raise a family.
Online	4	I believe this is happening
Online	4	I don't know as much about this subject as I should. But I believe the City is diversifying the City as quickly as they can and for the better. Bringing in new business is a must for this growing City.
Online	4	I see lots of new and varied businesses arriving in the area. Some of this growth has come, however, at the expense of long term, local businesses. The restaurant market, especially, is saturated, and many local restaurants are struggling.
Online	4	I think Baylor Scott & White instead of Walmart was one of the best decisions in recent history to support a stable economy and provide the anchor for a distinct district for business and living that will support additional business growth. The concern is the lack of taxes the hospital pays and that possibly had something to do with The Med failure as they were a private business and paid more than \$1 million a year in property taxes.
Online	4	I think the economic development team in CS does a very good job of recruiting businesses that make our economy stronger. I like the variety of shopping and restaurants available and am encouraged to see all of the primary employers in our area, and the new construction going on everywhere to make room for growth.
Online	4	I think there should be plenty of opportunities.

Online	4	I'm happy to see the amount of new businesses being developed and brought to College Station, now the City needs to shift their focus to creating more long term positions by partnering with a middle to large sized company that would like to relocate its headquarters here. (Possible Aggie alumni that understands how great the community is?) this will help to bring the population increase to a better average in terms of age, diversity, and quality stable full time residents.
Online	4	More retail is great, but I would love to see more full time jobs, with good benefits, that can support buying a house and raising a family. I'm not sure I've seen that, but I do believe the City is working on attracting it.
Online	4	New businesses and retail shops have moved in and that is good. Unfortunately most of our Mom and Pop restaurants or business have had to close due to the franchised companies (restaurants in particular) moving in.
Online	4	On the last 6 years I saw incredible progress. More still needed to be done, and done business don't seem as necessary. How many taco places, ER, car washes, and hotels CS really need? Bring on better restaurants, not fast food. The number of new hotels seem unrealistic to me. Do they have enough business out of football season? I fear a crash in the future
Online	4	Over the years, CS has added so much in addition to TAMU, although, it will always be the engine that drives our train. But the City has done a nice job overall in bringing in business & tech jobs. Retailers & some light manufacturing would be nice. Health care availability has been good with our 2 hospitals and our strong school system & private schools are definitely an educational & economic plus.
Online	4	The City has done a good job in planning for commercial spaces around campus, and around the medical centers in town. The City has not presented a recent proposal for an update of the mall area and the area across from the mall. The mall is deteriorating, and is starting to look sad from the inside and out. The area across from the mall that used to house the Sears repair center and the old Toys are Us are both in need of revitalization. The old Sears center is an eyesore that is what greets participants that use the Wolf Pen Creek area. It is sad that the City holds great events but patrons must pass by the dilapidated centers to access the park area.
Online	4	The City is great at this . . . almost to the detriment of everything else.
Online	4	The City seems to be doing pretty well economically. Regarding quality of life, make sure the City's plans for the future consider the quality of life for future generations as well, and therefore include an ambitious Plan to address climate change.
Online	4	The economic diversity is lacking it'd be nice to see more options for entertainment and food. We've got a lot of chains, and only Grand Station for anything beyond a movie or bars.
Online	4	The local economy is becoming more diverse and is expanding. A&M is still the main generator but other areas are thriving as well. The medical community is one very positive example.
Online	4	There are many things to do here.
Online	4	There do seem to be many job possibilities here.
Online	4	There's constant building and progress and I know y'all are working hard to recruit new biotech companies... probably others too, but that's my industry so it's what I'm familiar with.
Online	4	This is a great community with multiple opportunities for cultural, educational, and spiritual development.
Online	4	We do not like high property taxes.
Online	4	Would be nice to attract some larger corporations but overall a strength
Online	5	All aspects seem addressed
Online	5	Great! We are taxing College Station right out of development. I am sure Bryan is very happy too as they did this in the 80s-90s and helped College Station grow. Good neighbors!
Online	5	lots of new enterprises, big name companies, etc.
Online	5	This is definitely where the attention has been focused. Century Square has definitely been a positive addition to our City.
Online	5	This seems like the only thing the City is doing nowadays.
Online	5	We were booming since the last comprehensive Plan, and because of relaxing development regulations plus providing tax payer paid incentives.

Online	Here's a quiet neighborhood with small, locally-owned independent businesses. Let's rezone, tear down the old buildings and build over-sized retail and entertainment structures with LOTS of concrete for parking.
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Goal 4. Parks		
Source	Rating	Comment
Group Workshop	2	New development not prioritizing existing trees. Inclusive parks and good fun for all. Panic in flood plain not sufficient or reliable for users. Lack of connectivity to non care drivers to access park. Need more natural parks rather than activated.
Group Workshop	2.5	We need more maintenance in our existing parks, specifically on Victoria. They have become a pond when it rains, parks become flood control not for actual active use
Group Workshop	3	Diversity and well manicured/kept. Programs successful.
Group Workshop	3	Park district activities for children more park amenities trails playgrounds good
Group Workshop	3	Long term maintenance is an issue
Group Workshop	3	concerns about parks budget, lack of improvement and concerns about miniatous; veterans park is positive attractions and central park and fun for all; Lincoln center renovations, Lick Creek all positive; but concerns about sewer expansion. Not enough recreation facilities, specifically baseball and basketball
Group Workshop	3	Rebuild Thomas park pool. More parks! Used dilapidated homes, acquire them and turn into pocket parks. Put trees near sidewalks. Add trails and paths. More green on the maps and connect development with them. Bike add flexible space (multi-use) at all parks.
Group Workshop	3	Want so much more. Essential for increase in quality of life
Group Workshop	3	Lick Creek Park. Lacking in location of parks and how the City is growing. Need to preserve more acres for parks. Fire, police, and parks are fighting for money. Aging parks need to be maintained.
Group Workshop	3.5	Thomas Park should have a swimming pool; pay to use soccer fields cancelled by staff for a larger events; parks are beautiful, but management; Baseball fields - like Franklin Ranch brings in more events tournaments; good policy to set aside by developers too many pocket parks longmore inefficient
Group Workshop	3.5	great improvement in 10 years; draining/green space should not be parks; positive Lick Creek, ???; Good Shade; need better dog park; parks for activities
Group Workshop	3.5	nice to have parks w/in neighborhoods. lick creek is hard to walk with the grave rock trails. Sidewalks are easier. Water drainage is an issue
Group Workshop	3.5	Abundance of diverse parks. Excellent facilities. Taxes bringing in sports tourism; pools are great. Some of the parks aren't very functional Strip parks.
Group Workshop	3.5	Happy with parks no dog parks further south
Group Workshop	4	Absolutely love Lick Creek Park. The have been very well thought, with the animal prints in the sidewalk and the trails.
Group Workshop	4	Headed in right direction; more bike trails; more ??? Lamps
Group Workshop	4	Parks competing with police and fire for budget; overall very well maintained
Group Workshop	4	Loss of Thomas pool is going to change focus of water safety - quality of life doesn't have to make a profit. More family and teen activities needed - dancing hall for example water park. Protected bike laws with more than lane paint use "not right turn on red in certain places. Safe way for cyclist to cross Texas business
Group Workshop	4	As much green space as possible, plant trees, obtain more parks. Need to consider green infrastructure and reward of long term impacts.

Group Workshop	5	Like the number of parks. Parks have good variety. The aquatic dept is limited - losing pools. Slash pads locks community interest. Check out Franklin TX parks; need more dog parks
Group Workshop		Need to retain pools in parks. Need to maintain existing parks. Nice diversity of parks and numbers. Park priority out of sync with the community
Group Workshop		H is busy and hard to use the fields; Parks are doing great
Group Workshop		More parks good for children activities; parks and rec doing great job; attend often competing between park activities over whelming; sport over people like fun for all but needs restructure not in Phase 1 likes Christmas at the part; bathroom facilities head etc be better; updated some parks need more lighting
Group Workshop		missing diversity; some bad some good
Online	1	College Station has very few parks and true greenways and green spaces compared to other cities. And the ones it does have are not prioritized by the City - Lick Creek Park and Greenway are being ruined by no concern for environmental or community impact of construction projects.
Online	1	College Station is sorely lacking in greenways. In most cities of our size and demographic there are walking and bike trails that provide a safe, clean alternative way to get from place to place. Connecting established districts like SoCo and Century square with green spaces like Wolf Pen and Lick Creek through a hike/bike trail along existing drainage easements would bring this community closer to the level residents expect. We can not afford to overlook what the Brazos River could offer us long-term. It could be our Riverwalk, or at minimum, a recreational trail like it is in Waco.
Online	1	Currently, our Parks Department is using a very cookie cutter approach to parks. With the exception of the Fun For All Park (which was funded with donations), they are often making broad decisions that are neither efficient nor protect the individual integrity of the parks. It also decreases the likelihood that residents will travel to parks outside their neighborhood when they are all the same. Outside organized sports, there is also very little for adolescents and young adults to do at our parks. We have put safety over fun to such an extent that there is nothing for our adolescents to do at most parks.
Online	1	I remember when wolf pen creek was hopping. Now it's three starlights a year if they don't get rained out. Thomas Park pool is closed. Edelweiss area pathways are being crossed by major traffic that requires parents to act as crossing guards in the mornings so their kids can get to school safely.
Online	1	If it's not the university it receives no attention.
Online	1	Look at comparable sized towns like Lawrence, KS for inspiration... So much more character, so many more parks. We have a lot of room for growth here.
Online	1	More community pools are needed.
Online	1	Poor maintenance of parks
Online	1	See Lick Creek
Online	1	The woods so necessary for this area's role in flyways for birds, and for other wildlife, are being rapidly destroyed. Existing parks are being transformed in ways that generate more profit but destroy the natural environment at great and irreversible cost.
Online	1	there is such a dirth of this in these towns and it is always plays 2nd fiddle to everything else in the community
Online	1	This is surely College Station's weakest area. There are barely any green spaces bigger than pocket parks (to do even a 5k run you have to go round them endless times!). Lick Creek is the only "Nature Park" in the City that I am aware of, and even that now has a new easement through it! There's a real shortage of wilder green space and running/hiking trails that get further out into the countryside (and are not just going through new housing developments) especially if you live a bit closer in (as opposed to Pebble Creek etc). I'm also concerned about the loss of wildlife habitat and places for migrating birds throughout the City. Not to mention that the cutting of trees increases heat in the City! The arts facilities are also pretty poor. There is no arts cinema, no performing arts venue (where would you go to see a Shakespeare performance, even, in College Station? - Bryan has slightly better facilities than College Station, but even that is not impressive).

Online	1	try driving around 2818, Welborn, university, William d fitch, how many green spaces are left? everywhere there is a new retail shopping center is being built or an apartment complex.
Online	2	Allowing lick creek park to be ransacked. Also the parks all seem to be geared toward sports and not other uses.
Online	2	Austin, Dallas, San Antonio and other states have much better Greenway and parks.
Online	2	Closure of Thomas Pool and replacement with splash pads. It isn't as if the City didn't know it would need to rebuild the pool - but made no plans to set aside capital reserves or funds. Another example of not supporting the older neighborhoods.
Online	2	College Station is a rapidly growing town, so it still mostly has the cultural and entertainment offerings of a town of only 100,000. It will gradually develop more. But it needs to have more varied neighborhoods, including greater density, and walkable development near the university, so that more artistic and cultural uses can find a home. The greenways and parks that do exist are underused because you have to drive to get to them.
Online	2	More outdoor recreation opportunities are needed
Online	2	Not enough arts or culture. Much more is necessary on this end. I believe these areas will develop once younger, highly educated people can be attracted to the area
Online	2	Not much going on unless it TAMU related. Bryan has more cultural events than CS. Wolf Pen has potential, but not utilized for music, cultural and arts. No City murals on CS history. Not many statues in parks to relate to history or culture of CS. No ties to RR, agriculture. Nothing on highway to advertise upcoming events. No defining logo or yearly event that CS residents participate in. It seems CS defaults to TAMU and just lets it dictate event schedule.
Online	2	Rebuild Thomas Pool. Crazy that a town this size in Texas only has two pools. Rebuild Thomas.
Online	2	We need more parks, more greenways, more outdoors for people to wander, and not just pretty areas that are cleared. We need more trees and undergrowth.
Online	2	We need parks accessible and open to all residents.
Online	3	All attention has been geared towards the Park for All, which is great, but our neighborhood parks, such as Thomas, need some attention as well.
Online	3	Developing things to cater to families are improving.
Online	3	First the most part doing OK job with this with the exception of older parks such as Thomas Park. Need to update the park and maintain it. Need to put the pool back in. There are families that use it in the surrounding areas.
Online	3	I love the cultural and educational work done at places like Lincoln Center and Lick Creek. These programs are so important and interesting for the community. This is where you will find an ability to develop a community center based on communal involvement, not a recycled thinly veiled commercial development like "Mid-Town". As far as parks go, most baseball fields are closed for public use (I know, I'm teaching my boy how to play and we have to drive around to find an open one most times), which I honestly get because we have so many tournaments and they are good for the City. But, what I don't get it how we can be so good about taking care of the fields but College Station can't seem to find it within themselves to do anything about the fire ants around playgrounds and available fields. Generally, Bryan does a much better job of maintaining their parks and making them friendly for families. The Thomas Pool fiasco is nothing less than utter stupidity. The reasons for taking it away from that neighborhood fall flat as a lead pancake. Offering a dog park instead? While there are a lot of college kids living in that neighborhood, there are still a lot of families with young kids. Kids who need a safe place to play (I don't take my kids to parks near dog parks, because all too often the folks who bring their dogs there do not control them properly), a pool to swim in and LEARN to swim in during the summer, and a point of neighborhood centrality. I'll double down on the pool, Eastgate and College Hills need a community center, even a small one, there. The apartments on Harvey have become a haven for crime and the kids there need a safe place with safe influences to escape to. The City Council has a responsibility for ensuring the future safety and well-being of our town, and that includes the kids growing up here now. The Thomas Park pool fiasco shows that the City Council doesn't care about the older, north part of town. It also shows that they are vastly more concerned

		with the upper middle-class to upper-class white folks who live in south College Station than they are their middle-class and poor citizens who live in the north part of town (I'm white, for the record).
Online	3	It's pretty good.
Online	3	Neutral. We do a good job with parks, but community events are too crowded with no room for expansion. Not enough for middle school/high school students to do. Not enough public pool/water access.
Online	3	Parks are the saving grace of College Station, but so much more could be accomplished.
Online	3	Spending \$25 M in a YMCA where rich kids will still have to pay \$400 to use it doesn't make sense. Why is the City in this business. We are also defunding existing neighborhood parks that are actually an integral element in the character and fabric of our older neighborhoods. If leadership decides to leave any part of our City behind there will be a price to pay.
Online	3	The amount and accessibility of the parks is wonderful. The upkeep of our parks is lack luster. Though fighting the heat is a tough job.
Online	3	The City needs another competition size pool that's open to the public. Thomas park pool needs to be replaced.
Online	3	The City parks and greenways are our only City attractions to citizens and visitors (excluding the University) and these are exclusively from years past, except for Lick Creek Park which has been well done.
Online	3	The existing parks are nice, but they cater heavily to children and athletics, and not necessarily to those interested in nature/wildlife/hiking.
Online	3	The number of parks in the City is enough. College Station is obsessed with installing City parks, and the diversity of the parks just doesn't seem like it's there. The diversity of the parks just isn't quite there. The City seems to be obsessed with sports leading to more athletic parks than any other kind of parks.
Online	3	There are some decent parks in town with things like basketball courts and drinking fountains, and the number of parks is really nice. I'm not sure if there's anything approaching culture/art in town that isn't immediately connected to the university though.
Online	3	There needs to be a more robust park system. And Splash pads. The phase one off 6 was a nice start.
Online	3	This question is hard to answer as stated. I believe there should more entertainment options for young professionals and less emphasis on parks.
Online	3	we have some wonderful parks. Lick creek is a treasure. the greenbelt through midtown is wonderful. Central Park needs a lot of help!
Online	3	We need more parks for kids, there is not so much to do with the in here!
Online	4	Can we maintain our older parks as well as new ones? A City with neighborhood parks is always a winner! Parks that are unique stand out as well. Every park doesn't have to have the same standard equipment & use. Some may have more biking trails, splash pads, tennis courts, etc. But, overall, we are pleased with our parks & appreciate the holiday lighting at Central Park every year. It appears efforts are made to preserve native trees & wildlife.
Online	4	College Station has a lot of parks and has done very well with some of them like Wolf Pen Creek and Lick Creek Park. However, there are very few greenways in this area and they are not connected at all. We have Lemontree Park, Wolf Pen Creek trails, the trail at Pebble Creek and the loop around Bee Creek. There are thousands of bikes in this City and many people ride to work or class. Accidents involving motorists and cyclists happen too often even with bike lanes and especially because the town gets new 18 year olds every fall driving on unfamiliar roads. If our City had a path cut out that ran from South College Station to the university that was totally protected from the road, we could avoid a lot of the problems we've had especially during the busy traffic times. Less people would use cars and thereby stop the emission of more greenhouse gasses. Instead of waiting for our City to grow bigger and then introducing a large greenway, this City could build a greenway along with the growth in an unprecedented way.
Online	4	College STation parks are really nice, unless you don't do organized sports. There are VERY few parks set up for just sitting and enjoying nature. They are organized around softball, tennis, etc. We need more parks that are green spaces in neighborhoods. Even taking a few vacant lots and turning them into small green spaces with benches and areas to enjoy outside would be great. That's the good thing about Thomas Park, for example -- great City park for multi-use activities in the one end of that park. Also, would vote to put a pool back in there. The north end needs one -- the others are overcrowded and it is too far for kids to go on their bikes to get to the others.

Online	4	Could use more of these aspects
Online	4	Decently done however, with expansion, I think another dog park would be very appropriate as College Station is home to people who are very dog focused and active, but also a big "state: park if you will. There is no gorgeous park area here where people can picnic, walk dogs, hangout and bar b q, relax, have family gatherings, etc. that should become a center point for people on weekends looking to relax with friends, families dogs, etc.
Online	4	Great events and use of public spaces. Not sure if library is part of Parks department, but the length of time it took to re-open was not good planning.
Online	4	It's time for the City to focus less on this subject and start addressing MUCH more pressing issues
Online	4	Parks get plenty of focus. How about roads which are used more.
Online	4	Parks have been kept up and there are plenty of them.
Online	4	Some of the best parks. Having lived in multiple cities, states, and countries, the parks here are above par.
Online	4	The City has a lot of parks, I would like to see more parks that are meant for use by the residents. Parks like Lick Creek Park, and the walkway off of Barron Road.
Online	4	The facilities at the current time are minimal. ie. The buildings for Senior citizens. They are adequate for things like lectures, games, etc. However, for the exercise, dance, etc. do not have proper areas.
Online	5	Amazing parks and rec!
Online	5	green space is great as well as the cultural events that are available in the area
Online	5	I've noticed new programs going on at our City parks, and the recreation magazine that I get via email is helpful to me to stay connected with these types of activities or opportunities within our City
Online	5	Our parks department is great! Really love the movement to add more dog parks near homes for easy access and the Fun for All playground at central park.
Online	5	Very important! As these are outlet opportunities ... enables overall well-being of the City
Online	5	We have relatively good parks
Online	5	We love the free concerts. The parks are great.
Online	5	Yes, only bc the Central Park is finally being improved. It's been a long time coming! Very happy about it. It'd be nice to have a better bigger and better splash pad in CS. Will there be one at the newly renovated park?

Goal 5. Mobility		
Source	Rating	Comment
Group Workshop	1	George Bush drive busy; plans for improving travel
Group Workshop	1	public transportation system; get tAMU/BC and University to come together poor walkability; traffic has gotten worse; do the road after the development infrastructure terrible
Group Workshop	2	New development not prioritizing existing trees. Inclusive parks and good fun for all. Panic in flood plain not sufficient or reliable for users. Lack of connectivity to non care drivers to access park. Need more natural parks rather than activated.
Group Workshop	2	prioritize bile lanes/ improve safety
Group Workshop	2	Event management of traffic. Better access to mass transit (rapid bus transit.)
Group Workshop	2	We build up to keep up not get ahead. 3rd lane on 6. Texas Ave. Deacon and 6 with the island looks beautiful
Group Workshop	2	Overpasses; remaining could not read????

Group Workshop	2	Parking /lack of parking alternative modes (busing/cycling) Brazos Transit (no est routes, times, covered waiting areas) behind in thoroughfare dev. Resident only parking in neighborhoods and major thoroughfares, ped. And bicycle safety (Mont Claire, Welch, etc)
Group Workshop	2	The state controls a lot of the roads. Not enough planning ahead. 2818 development, thought there would be no direct access to 2818, and HOA it's a nightmare. Should be no direct access. The RR impacts traffic and mobility. There should be no u-turns on major roads; Texas, University, Haney, 2818. Mobility has been declining and quality of life is suffering. Double travel time. Roads aren't planned for future growth. George Bush and Wellborn improvements. Can TAMU change schedule to increase traffic flow? More flexibility. More bike/pedestrian facilities, 6 months out of the year is too hot. Move alternate modes of transportation are needed.
Group Workshop	2	Dexter/Bryce Park speed limits need to be enforced and bikeways need to be connected. Happy about changes coming to SH6. Is Brazos transit effective? Needs to be for low income riders. Pedestrian crossing at SH6 are a concern.
Group Workshop	2	Students want to bike and scooter to school more to reduce traffic. Delineate bike lanes with grade separations, visual buffers, bike lines stop abruptly and are not contiguous. Make the railroad a passenger train.
Group Workshop	2	bike lanes; connection
Group Workshop	2	University & Texas, George Bush roads around campus on gamedays. Railroad tracks (2) Roadway maintenance an issue (2) enforcement/accidents with people/ pedestrians. Education for biking training proper timing of street lights.
Group Workshop	2	No Integration between public and TAMU transportation. Bike lanes are in the street, not safe. Protected bike lanes are needed, especially with on street parking. New development don't connect bike/pedestrian connectivity. Hollerman & 2818 not safe intersections. From George Bush, South parking on the street has gotten out of control. Reserve parking from one side to increase safety. Safety, Safety, Safety.
Group Workshop	2.5	HWY is too slow during max use times. Public trans. Almost non existent for those disabled. more services roads not keeping up with growing neighborhoods. Transportation should be easier to use, especially services for disable.
Group Workshop	2.5	Bike trails are chopped up (Lakeway) Routes don't meet have more comprehensive bike ped plans. Need bike lanes not much for scooters either - Bike lanes diminishing not walkable Uni has done a good job for bus routes. Brazos county bus system hasn't been well publicized. B Trans need transportation - Bike lanes should be separated.
Group Workshop	2.8	Bottlenecks around wellborn. I can bike faster than I can drive. Need more alternative modes of transportation. TXDOT has underfunded projects in the City. More funding is coming but its delayed ; what do we do until then? Safety is a concern amount our crashed each year. More creative solutions to deal with safe driving.
Group Workshop	3	Has experienced other similar-sized City that have less of an issue with mobility and transportation. Compared to Houston or Austin, traffic in college station isn't bad. Existing infrastructure isn't planned for future development. Development at TX and University was poorly blamed. Holleman and Texas is grid locked when TAMU classes let out. ??? is always congested.
Group Workshop	3	Its all relative - compared to other communities all pavement determined in conjunction with TXDOT; I've seen better constructed Bake lanes; systems work well for own vehicle; w/o car very difficult cant get to grocery "food deserts"; infrastructure barriers. I don't let my daughter bike cant get to Bryan on bike; bike poorly maintained some of the cracks bigger than the wheel
Group Workshop	3	Need improved bike facilities; upgraded maintenance to roads needed. Need improved water facilities along bike routes. Need to follow pattern of strong ...to uns, mixed use/dense development. Sprawling development to promote walkable/bikeable areas rather than...
Group Workshop	3	public transportation system areas/ hours limited to lower SES. Need expansion services and better coordination with Texas A&M. More multimodal efforts to reduce congestion; safety concerns with uturn signs; need no uturn signs; more T A&M students = more congestion. Lack of communication with City to anticipate increase in traffic. more state to medium size cities. education persuasion use public transportation or to stagger peak home incentivize. lack of connectivity between users. bike / peds/ auto
Group Workshop	3	TIA are useless and development drive. Public transportation is limited and difficult to catch. Need more robust extensive bike/ped facilities. Connecting schools and neighborhoods. Need room for bike lines. Bike lanes should be considered in the ETJ. North/South direction paths/roads are limited more signage/education about sharing the road

Group Workshop	3	George Bush & Harvey off set 29th & Tarrow connection are poor and cause congestion. Lack of alignment
Group Workshop	3.5	1-2 Traffic has gotten very bad - Bus routes are terrible bike racks are needed near bus stops. University moves ??? Students well but the City not so much. Lots of accidents. Intersections need more lights. Compared to Houston/Dallas this is great! During Christmas and summer its great. Growth v Traffic - game days traffic are much better ??? the traffic Timing better
Group Workshop		bike laws; bringing more central location for bike paths besides the university; sidewalks need more as they dead ends; ADA accessibility; more buses are needed w/ shelters; park and ride areas
Group Workshop		Bad traffic; streets need better maintenance esp. in older neighborhoods, potholes esp north of 2818; light syncing not good. Widening Wellborn Rd Holleman Or bad; historical areas fallen behind; neighborhoods not built for size; Fire/ ambulance cant get through
Group Workshop		bike lanes in middle of street bad; Dexter used major collection
Online	1	are you kidding me about improved mobility, the traffic problem is getting worst.
Online	1	Bike and running paths are needed. Start with a goal of 25 miles of bike and running paths weaving all over with multiple off and on places. Look at Sioux Falls SD as an example.
Online	1	Does not exist as described.
Online	1	Getting around this town at rush hour is terrible. 2818 is really awful, not to mention University and Texas Ave. I would never feel safe riding a bike in any major roadways.
Online	1	Haven't seen any "multimodal" transportation near where I live. Well, unless you count walking. Here's a thought: at least align the lanes from one side of an intersection to the other. And STOP permitting gigantic apartment complexes to be built on 2 lane country roads like Arrington that are clearly inadequate to handle the resultant traffic.
Online	1	I have mobility concerns and if I were unable to drive, I would lose my independence. There is no viable alternative here.
Online	1	I laughed when I read "well-connected multimodal transportation system" in regards to how its being addressed today. It hardly exists. The development in this area would be a great thing!
Online	1	I think we are too big of a town to have the left turn yields be longer than left turn green arrows. You have too many people pulling out in front of traffic on a left turn yield because they are seeing only 3 or 4 cars get through the left turn arrows. Especially in peak traffic hours including game days.
Online	1	If there are options other than driving your personal vehicle, I am not aware of them.
Online	1	It's all about cars and trucks. Bike lanes are limited, sidewalks are not to be found except in newer residential areas. Public transport, except for university students, is unavailable.
Online	1	Lack of public transit in a community that is inching closer to urban and further away from suburban is detrimental to the growth of the community. There could definitely be more sidewalks, especially wide sidewalks to accommodate more than 2 people walking/riding side-by-side. Aggie Spirit buses and bikes will only take us so far. The Brazos Transit District runs are a joke.
Online	1	Mobility for... ? People? Bikes? Cars, ok, yes, that's fine. But if you don't have a car, or you want to walk for fitness or as a lifestyle, mobility is very very difficult. If you're handicapped, ditto. I've watched visitors staying at hotels, as well as residents, risking their safety trying to cross University Drive, Texas Ave, Southwest Parkway, etc, etc, on foot. I was nearly run over while pushing my baby across Harvey at Dartmouth/Munson. I had to RUN with a stroller to get across. I did that once, but I had the luxury of choosing another route. Some people have to cross at that wretched intersection daily.
Online	1	Mobility issues come with population growth. As long as the University is the ONLY job in town, traffic will continue to flow in that direction. You can not build wide enough roads to accommodate traffic headed to one location at the same time every day. 8am and 5pm.
Online	1	no bus system in place aside from a&m buses
Online	1	Not at all. The streets are labeled something they were never intended to be - collectors. Just because a street is there doesn't mean you should drive cut thru traffic there.
Online	1	Nothing meaningful for separate walking/bicycle paths. It is unsafe to just say "here's a narrow strip on the side of a busy street" and what paths we have don't go into the university

Online	1	Only geared for cars. Eldest kid has been hit twice and youngest once while obeying the law on bikes. Public transportation is a joke. Sidewalks are cracked/broken or nonexistent in many areas, parking on both sides of busy streets (glade for example) causes young kids to be weaving in and out of traffic on bikes because the sidewalk is a nightmare to ride on. No one gets tickets for parking in "no stopping, standing, parking" areas (say, south knoll elementary). This town is for drivers only, and its risky...no feeders to apartments on 2818 near holleman...that area is crazy...and its not the only place.
Online	1	Oversized trucks owned by students parked on residential streets making it difficult for two-way traffic. Vehicles parking across from a single driveway, making homeowner unable to easily back out of the single driveway.
Online	1	Stop forcing everyone to turn right everywhere. Stop with the traffic lights.
Online	1	Street parking, limited biking options, and underutilized multimodal transportation offerings
Online	1	Students living in the main campus should not have cars. The bus routes should cover more area and be frequent enough so the population would use them more. Traffic on Texas and hwy 6 are absurd.
Online	1	The City is constantly encouraging pedestrian and bike users but have not provided system wide mandated training. A lot of these people think that the kids are required to stop at their more so like on campus. Im tired of people getting killed or injured.
Online	1	The public transportation is all but non existent.
Online	1	There is no mobility in College Station other than autos. Why can't the City reach out to A&M to increase pressure on students to use buses, scooters, and bikes?
Online	1	This community would be very well served by light rail and/or by bus service that extended further out.
Online	1	To many Aggie shakes making almost impossible to get up and down roads...
Online	1	Traffic congestion has reached crisis levels due to near-sightedness of City planning, and follow-through.
Online	1	Traffic grows worse every day, neighborhoods become cut throughs, even basic things such as coordinated signal timing is not addressed.
Online	1	Traffic has become impossible during certain hours.
Online	1	traffic is a disaster.
Online	1	Traffic is bad, and is forced onto major roads because there are very few smaller crossroads that people can take to relieve congestion. The train crossing at George W. Bush and Wellborn creates bad traffic snarls. It would be nice if 2818 could be made into a true loop without lights with entrances and exits like the Villa Maria intersection so that people can quickly get across town. Please bring back the red light cameras, or provide more police to stake out red light runners, this community has a bad culture of running red lights.
Online	1	Traffic is pretty awful for a City our size. Roads across town are limited in number and tend to be filled with school zones, stop signs, and lights that aren't synchronized. Roundabouts in place of stop signs could improve flow and please, please, please synchronize lights so that if you drive the speed limit on major roads (Texas, 2818, Fitch), you can make most signals without stopping. In most cities of our size and demographic there are walking and bike trails that provide a safe, clean alternative way to get from place to place. Connecting established districts like SoCo and Century square with green spaces like Wolf Pen and Lick Creek through a hike/bike trail along existing drainage easements would bring this community closer to the level residents expect. A light rail system that parallels the existing railway from Milican to downtown Bryan with a spur down WD Fitch would help alleviate traffic and provide true alternatives.
Online	1	Traffic is terrible for such a small town. There is no multimodal transportation unless you're on campus. Bus stops are few and far between. Bike lanes get filled by cars trying to turn bc there's not enough lanes created at intersections during peak traffic hrs.
Online	1	Vehicular traffic is slow. Bicycle faster but dangerous.
Online	1	What transportation system other than Aggie buses.
Online	1	What? This question is so filled with jargon as to be difficult to understand. We have roads. We don't really have any useful mass transit. Our roads are becoming more and more congested, and the City keeps building barriers to "control" how we can use the roads. It is progress that the lights near campus are now giving pedestrians their own turn.

Online	1	You have to be kidding.
Online	2	Because the City is still pretty small, it has managed to avoid having any serious traffic congestion problems. However, apart from students going from a few neighborhoods to the university, there are very few options for anyone who wants to travel by any means other than an automobile, so traffic is likely to get prohibitive very soon. Austin has followed this automobile-centric growth pattern, and has achieved big City traffic problems while still being just barely a million people. College Station will be there in a few decades if it doesn't Plan ahead. We need more development that encourages cycling and walking, and better space for scooters and bikeshare and other options that don't require as much land as automobiles. Some day Bryan and College Station should start running a transit system that is designed to attract riders (as opposed to one that serves as a very last resort for people who have absolutely no other options). There should be a major bus route up and down Texas Ave, and there should be greater residential and commercial density along Texas Ave to encourage more car-free living.
Online	2	Bike planning has been good. Enhanced bus system would be valuable for low-income residents.
Online	2	Bypass is awful and can not handle traffic.
Online	2	Cars only. Buses are schools or TAMU. No carpooling lots. If there were central lots for CS people that work in Bryan or go to school at Blinn would be utilized.
Online	2	City not addressing much towards this goal
Online	2	Good effort on bike trails and paths. Very little planning around increasing use of public transportation. Growth is fueling more driving and traffic problems.
Online	2	Huge room for improvement. The default is to design for cars, when alternative transport methods should be encouraged instead. Improving bike infrastructure with safe protected bike lanes (especially at intersections!!) is needed and would hugely reduce traffic and congestion around campus. It is not enough to paint a stripe on the straightaways that just disappears at intersections - there need to be protected bike lanes or bike/ped paths that connect through the City and to campus. More people will use bikes if they feel safe.
Online	2	I am unaware of any way to get around except by car. Why isn't there a passenger train to Houston??
Online	2	I live very close to several parks with good walking trails and cannot safely walk or bike to either one. I must get in my car to walk to them.
Online	2	I understand that many streets are under construction, but too many are at one time. One area needs to be focused on to get it done fast instead of 10 at a time. Also, streets need to be expanded before the growth happens. Wellborn, Hwy 6, Texas, etc needs to be expanded and tended too now before all the new growth comes in.
Online	2	Lack of safe alternative pedestrian paths and bike lanes away from A&M campus, although the improvements on University have helped, there needs to be more
Online	2	Mobility is degrading rapidly due to a lack of advanced planning for traffic growth. Too few arterials to handle traffic volume and the arterials we do have are often only 3 lanes instead of 5. Too much high density dwellings along major arterials, for example Holleman Dr can not take any more development on either end it is already too congested for a 3 lane road.
Online	2	Multimodal is the key word above. We have a limited public transportation system and rely heavily on the university to help with students to and from campus. Better choices for SAFE walking and cycling are needed and would be used. Simple things like making sure that ALL traffic lights easily detect cyclists would be a good start. Getting off of a bicycle to hit a button is not workable it is almost like asking someone to get out of a car to activate the light. NO one would ever consider asking a motorist to inconvenience themselves in this manner. Truly integrate the different parts of the system to make them easy to use for people using all types of transportation. There are many great examples in cities throughout the US.
Online	2	Need local and regional long-range mobility.
Online	2	No.. It's almost like driving in Houston. The City is slow at creating infrastructure bc they are more concerned with being conservative with can be built

Online	2	Public transportation could stand to be much better in this City. There are people who live here without cars and they can't go to work on Saturday or Sunday because the transportation does not run on those days. If they get off work after 7pm, they have to walk home or catch a ride. The people who are living here without cars are not working 8-5pm jobs, they work at restaurants and retail, places that are open later than 7pm and are busy on the weekends. Tell me why our public transit system does not cater to those who are using it the most? Our transportation is not multimodal, it is designed for the most efficient use of cars. It is a dangerous system for cyclists and it is a dysfunctional system for buses. Honestly, our transportation system leans on A&M Transportation services too much. Go look at places like Portland, Oregon or Denver, Colorado and see the difference that useful public transportation has made on their cities and create a system that uses the strengths from those transportation systems to uniquely fit the needs of our City.
Online	2	The corner of Rock Prairie and Hwy6 went through a major renovation that did very little to help the traffic increase due the the Scott and White Center, the CSISD Bus Barn on Rock Prarie, the TP Dumping ground on Rock Prairie and now the car dealerships that are being built along the frontage roads. There are regular accidents at this corner and it is unsafe for children to cross HWY 6 at this point to access Bachman and CSMS on bikes.
Online	2	There are very few bike lanes and when cars drive in them no tickets are issues. No e-scooters are in town.
Online	2	There HAS been limited progress on adding bike lanes and giving bicyclists the ability to trigger a green light.
Online	2	Those without cars can't go very far from home base. I'm fortunate to be able to drive where I need to go, but if I had to rely on public transportation, I would be very limited in shopping, recreation and church choices.
Online	2	Transportation will always be a significant issue for College Station. There is a long term aversion to through streets going back to the City's founding. The City has relied on the state for major thoroughfares such as Texas, University, Wellborn, Rudder, Fitch and Mitchell are all state roads. To my knowledge, there is only one City street that goes from one City limit to another. Rock Prairie Road. Also, all new neighborhoods are purposely designed to discourage traffic flow. Over the years, these designs have created an extremely inefficient traffic flow that results in major impacts on the few thoroughfares that exist. Solutions will be extremely expensive and unpopular.
Online	2	We need mass transit, not more highways for more cars. Less cars, please, and better ways to get from place to place safely.
Online	2	We need more belts of walking/biking paths through the City going towards TAMU. If we could establish these (perhaps taking some older buildings and creating pathways if necessary) we may be able to get some of the cars off the streets. Right now, we have to ride bikes in the streets once we get off campus, and it is not safe. Many people park in bike lanes and in some neighborhoods, bike lanes disappear in favor of on street parking. I would ride more if I felt safe off campus riding a bike. These greenbelts could also connect parks making it safer for kids to bike to/from homes to parks.
Online	2	When was the last time I saw City transportation? Hmm, I think it was about 7 years ago. I am currently immobile due to an injured knee and a broken toe, on different sides. Yet there is no public transportation near here, nothing to help, and yes, I'm within City limits.
Online	2	With the influx of so many students into both towns that they cannot keep up with the infrastructures needed to make ease and safe movement through town. They do the best but the university just keeps overwhelming it
Online	2	Yikes. Unfortunately this is one of the biggest issues in our community. The students use and have access to a great busing system that runs all around town, but what about the rest of the residents? Additionally, the traffic is horrendous and is not able to accommodate the amount of drivers on some of the roads.
Online	3	2818 and wellborn rd are both over used and the design of the City has made those areas increasingly difficult to traverse during 'rush hour'. Great job on the new University pedestrian signals though, I feel MUCH safer crossing with the new setup.
Online	3	A&M provides bus service but then students use City's Parks lots as a Park & Ride lot

Online	3	All for being sensitive to the surrounding land use so this can always be improved however the bypass needs to be addressed. The traffic is terrible especially during the morning and afternoon commute. I know it was recently under construction with the ramps being moved, but something needs to be done about the lanes there needs to be added lanes to help with the flow of traffic. Living here as long as I have, I am accustomed to taking all of the back roads to move through the City.
Online	3	Getting better but still room for improvement eg George Bush and Wellborn
Online	3	I can't speak much to what it was like before. As a person who works with many individuals in poverty, the latest update to transportation has been a downgrade in quality in their eyes. The bike lanes have much improved and I would like to continue seeing more!
Online	3	I don't see an issue with any transportation so far.
Online	3	I don't understand the question.
Online	3	I feel like 6 is less safe after the on/off ramps have changed. Turning onto Graham off ramp issues, on ramp issues with rock prairie and cutting over to Texas Ave. Further up going North on 6 I have had to slam on my breaks multiple times and I have no idea why. This happens in the morning, night and randomly in between. Getting onto 30 from Fitch is extremely dangerous, there is more traffic going both directions on 30 and to turn into traffic going 70-80 mph.
Online	3	I have mixed feelings about this issue. Multimodal seems to mean busses and bikes in addition to the usual cars. That is all good in concept but I see a lot of bike route infrastructure (stripes and signs) that are in places where there is no bicycle traffic. I see trail systems that don't get much use. There is a LOT of infrastructure that cost someone a lot of money and needs money dedicated to maintenance. These multimodal facilities take money away from the City's maintenance of pavement in older parts of town. Busses. A&M's shuttles are effective. Brazos Transit's busses seem to have low ridership but they may be effective. The biggie in my opinion is School Busses. Our public schools operate expensive bus systems yet the biggest traffic snarls I see are at schools in the morning and afternoon. Do parents not consider those busses safe to ride? Do pick up and drop off locations encourage ridership? Does the bus pick up so early before school that it seems unreasonable? There seems to be some room for improvement here that could reduce traffic congestion.
Online	3	I'm not sure what is meant here so I really can't answer your question
Online	3	It seems like the mobility planners can never get out ahead of the increase in population. Always seems like upgrades to roads are after-the-fact.
Online	3	Lack of more north/south travel addressed in goal # 1, keeping in mind, that when more natural area is left intact, the more attractive, quieter & cooler, our City will be. Ex. nicely done on areas of WD Fitch. Please buffer neighborhoods with existing screen of trees where possible. No one wants to live with business lights & traffic in their back yard. Just as on 2818 Harvey Mitchell, Wellborn should not have any blinking left turn lights. The volume & speed of traffic & cars pulling U turns is dangerous.
Online	3	Lack of vision and planning for the future allows for challenges for development.
Online	3	Opting for mixed-use pathways INSTEAD of bicycle lanes has a negative impact on bicyclist (and pedestrian) safety.
Online	3	Particularly students should be encouraged to utilize public transportation and public transportation should be expanded. The cost for that should be charged to the university, which in turn can add a fee to the tuition. Additionally instead of de-risking more and more roads and intersections through expensive reconfiguration, there should be a greater effort towards education students how to participate in traffic safely.
Online	3	Pedestrian safety is a bug issue right now and I think the City needs to enforce texting and driving more to eliminate pedestrian accidents. Red light cameras should also come back.
Online	3	Places should be marked by a sign or seat to indicate places one should wait for a bus. Few people know anything about the system. Most know that little to nothing about the transportation in this area.
Online	3	Priority is given to cars for most places.
Online	3	Public transit is inconvenient so I'm part of the problem of traffic.

Online	3	Public transportation could be better. Not sure if it was the City, County, or State, but the choice of tar and gravel for Wellborn rd was a poor choice.
Online	3	Really need to address the traffic problem on 2818 between George Bush D and Holleman Dr
Online	3	Still a LOT of single commuters (not unique to CS)
Online	3	The bus system here is essential only for the university, we need a system that helps out the rest of the population.
Online	3	the south side of town is way behind, but we are catching up.
Online	3	There are buses, bikes, and routes for all types of transit, but some of the block lengths (especially around the university) are very long and make the City feel less walkable. Also, there are areas (in northgate and eastgate in particular) where there are only sidewalks on one side of the road or where they just disappear entirely. I once walked from campus to Wolf Pen Creek park and there were not sidewalks the entire way and I felt unsafe walking near the traffic.
Online	3	There aren't very many opportunities to increase the usability of the transportation system. The established roadways don't have many options for increasing traffic flow due to the limitations of the existing structures in college station. Not sure there is much the City can do other than increase the appeal of and create more opportunities for public transport.
Online	3	There has been improvement to sidewalks, especially for people in wheelchairs; the cycle lanes are not bad though there could be better road marking, better traffic light sensitivity to cyclists etc. There's no bus service except the university one (which is great if you live in some places and useless in others).
Online	3	There needs to be better mobility in place to help with traffic congestion - adding more bus routes, making more bike lanes, etc. Working with TAMU and CSISD would also be ideal to help start a campaign encouraging more people (parents, students, AND employees) to carpool, walk, bike, or ride the bus.
Online	3	There needs to be more bike/walk lanes in south CS. It's so dangerous that people are biking down roads where drivers are going 55 mph. I'm surprised nobody has been hit yet on the main road between Forest Ridge Elementary and Pecan Trail Intermediate.
Online	3	This is one area where the City must move more quickly. Hour population is growing by leaps and bounds. It is no longer a City that gets much smaller during the summer. For various reasons, more and more students stay twelve months of the year. The work on the entire length of Texas and the entire length of University can just be the beginning. There are so many other areas that need to be addressed. The farther south the City grows, the more the need.
Online	3	Traffic is bad, but I think that's the university's fault for accepting too many students more than it's anything that the City has done. I would like to see some more traffic circles at existing intersections in town. Only being required to yield at a traffic circle and not necessarily stop can make traffic flow through intersections more efficiently. Also, would it be possible to make Holleman Dr go under the train tracks at the intersection with Wellborn Rd so traffic going straight can bypass the tracks and Wellborn entirely?
Online	3	Traffic is becoming a problem, and unfortunately, it's very challenging to address the issue of traffic once it's already begun to be an such an apparent issue. Please take action now, as quickly and strategically as possible.
Online	3	Traffic is getting heavier all the time. Existing roadways should be improved to address this issue.
Online	3	Traffic is getting horrendous there needs to be more options for travel and increased accessibility to bike lanes.
Online	3	Unless you are a student, there's really one mode of transportation - cars. I think the traffic in our town is not bad and is manageable. A 15-20 min rush hour is nothing to cry over. I know the City is installing more bike lanes, but to many they seem pointless as hardly anyone uses them. But that's not the City's fault. Perhaps it would help entice those who may ride bikes for transportation to present and market a network of bikes lanes and where they can get you to and from. I'm not sure we need multi-modal transportation at our size.
Online	3	We need to come up with something for better road/transportation. HWY 6 becomes a parking lot headed north in the mornings and south in the evenings.
Online	3	We're not in bad shape right now, but we need a different vision as to what we need to be in 10 years. We can't solve this with wider roads. We need to concentrate the students toward the open land to the SW and at the same time provide unique and effective transportation to the area. If that is a feature like light rail that would help create a progressive and cutting edge (and cool) reputation for A&M, I

		think they would help for a change. Anyway, we cannot solve the problem that is coming without being bold, and I don't see anyone doing that.
Online	4	Although not the City's responsibility, Hwy 6 will need to be expanded soon. The streets are well conditioned throughout most of the City and much better than other cities. I do not use public transportation so I cannot comment on it.
Online	4	Consider diverting funding of mass transit (i.e. Brazos Transit, paratransit) to subsidized private ridesharing (Lyft/Uber)
Online	4	Except for the congested parking around the stealth dorms.
Online	4	Good progress on bike lanes and sidewalks. More connectivity is still needed. Public transportation still lacking.
Online	4	It's really good for students. The Texas A&M bus system is imperfect, but it works well and helps a lot of people get around without needing to add yet another car to roads with limited space. The bike paths on some roads are nice as well.
Online	4	More freeways need to be installed. While the east, the southwest, and southern areas seem to have good freeways to get around both morning and afternoon utilizing Highway 6, Wellborn Road leading south, and William D Fitch Parkway, the most clogged road both morning and afternoon is Harvey Mitchell Parkway when the long semesters of the university are in session. In more than a decade to come, Interstate 14 will follow Highway 6/190 south into Bryan before turning northeast toward Interstate 45. I believe that Harvey Mitchell Parkway should be upgraded and become Interstate 114 starting at it's northern terminus in North Bryan, continue south to Harvey Mitchell's southern terminus, and then follow Highway 6 back northwest to end at Highway 6/190 where 190 turns northeast. By making Harvey Mitchell, and part of Highway 6 interstate standard, it can help to reduce stalled traffic in both morning and afternoon rush hours. Interstate 114 also has the potential to attract more businesses to College Station alone based on the fact that the City would have an interstate.
Online	4	Need to have a better transit system from Downtown Bryan to TAMU campus.
Online	4	Side walks need to be built from the Windwood neighborhood to Sams.
Online	4	The town has a lot of traffic, but that is because we are growing so fast. I think TXDOT and the City are doing the best they can. They seem to be constantly trying to improve. I do find it weird that we seem to resurface roads when they are already in good condition. Maybe we could save money if we waited longer to resurface some of the neighborhood roads that are already in good shape.
Online	5	I think there are very few problem areas with regard to transportation. However, south College Station will have some severe growing pains if streets are not widened and created before development gets out there.
Online	5	I've noticed more mobility focused efforts on building sidewalks and parking lots
Online	5	Yes, for drivers and residents and businesses... safety and ease
Online		I don't see much besides cars and A&M busses.

Goal 6. Municipal facilities & community services		
Source	Rating	Comment
Group Workshop	2	more for seniors; little for children; 20's and 30' little to do
Group Workshop	3	New City hall a plus; more family facilities and park district program options; more shaded options; more for families vs college students
Group Workshop	3	Development should pay for itself. Reasons for rezoning for increases in business how doesn't impact the City as a whole; cost benefit net gain should be looked at. Rezoning should be looked at more closely. The infrastructure and impacts of development should be looked at holistically; mobility taxes, more strategic impact study. A lot of public infrastructure is ????? City, so not enough control
Group Workshop	3	Water and power on west side in need; Aging population need focus;

Group Workshop	3	The response to growth has been lacking because we don't want to burden taxpayers w/raising taxes to maintain facilities, and then we end up with needing to accommodate a new police station and City hall at one time because the buildings are filling and it requires lots of money last minute and cant afford fire state #7. We need to be competitive w/salaries to retain people.
Group Workshop	3	Recycling access. Need a car to recycle (2) multimodal efforts need to be incorporated to facilities
Group Workshop	3.5	Jobs for disabled; coordinate efforts for permits slow down school related constructions
Group Workshop	3.5	Lack places (indoor) for concerts - always university. We need to maintain and improve facilities. Don't take them away, Fire, Police doing well, Pools not so much need concert venues. Shade areas needed.
Group Workshop	3.5	Need more amenity type City faculties we've made improvements were still not keeping up. Teen center became senior center. City hall is a disaster. Library finally got caught up; but took over. Need a centralized police force combine Brazos College Station Bryan and TAMU. Emergency responders do coordinate and are a model for how it should be done. Response time is still suffering. Property tax used to pay CSPD. Parks department used to have a bigger budget than fire department
Group Workshop	3.5	City hall needs upgrade; police quick response
Group Workshop	4	add drive in recycling facilities
Group Workshop		Possibly make Lick Creek have an event hall for events for extra revenue
Group Workshop		utility building well utilized for voting and meetings. More places for meetings.
Group Workshop		more underground
Online	1	College Station has very few parks and true greenways and green spaces compared to other cities. And the ones it does have are not prioritized by the City - Lick Creek Park and Greenway are being ruined by no concern for environmental or community impact of construction projects.
Online	1	College Station is sorely lacking in greenways. In most cities of our size and demographic there are walking and bike trails that provide a safe, clean alternative way to get from place to place. Connecting established districts like SoCo and Century square with green spaces like Wolf Pen and Lick Creek through a hike/bike trail along existing drainage easements would bring this community closer to the level residents expect. We cannot afford to overlook what the Brazos River could offer us long-term. It could be our Riverwalk, or at minimum, a recreational trail like it is in Waco.
Online	1	Currently, our Parks Department is using a very cookie cutter approach to parks. With the exception of the Fun For All Park (which was funded with donations), they are often making broad decisions that are neither efficient nor protect the individual integrity of the parks. It also decreases the likelihood that residents will travel to parks outside their neighborhood when they are all the same. Outside organized sports, there is also very little for adolescents and young adults to do at our parks. We have put safety over fun to such an extent that there is nothing for our adolescents to do at most parks.
Online	1	I remember when wolf pen creek was hopping. Now it's three starlights a year if they don't get rained out. Thomas Park pool is closed. Edelweiss area pathways are being crossed by major traffic that requires parents to act as crossing guards in the mornings so their kids can get to school safely.
Online	1	If it's not the university it receives no attention.
Online	1	Look at comparable sized towns like Lawrence, KS for inspiration... So much more character, so many more parks. We have a lot of room for growth here.
Online	1	More community pools are needed.
Online	1	Poor maintenance of parks

Online	1	See Lick Creek
Online	1	The woods so necessary for this area's role in flyways for birds, and for other wildlife, are being rapidly destroyed. Existing parks are being transformed in ways that generate more profit but destroy the natural environment at great and irreversible cost.
Online	1	there is such a dirth of this in these towns and it is always plays 2nd fiddle to everything else in the community
Online	1	This is surely College Station's weakest area. There are barely any green spaces bigger than pocket parks (to do even a 5k run you have to go round them endless times!). Lick Creek is the only "Nature Park" in the City that I am aware of, and even that now has a new easement through it! There's a real shortage of wilder green space and running/hiking trails that get further out into the countryside (and are not just going through new housing developments) especially if you live a bit closer in (as opposed to Pebble Creek etc). I'm also concerned about the loss of wildlife habitat and places for migrating birds throughout the City. Not to mention that the cutting of trees increases heat in the City! The arts facilities are also pretty poor. There is no arts cinema, no performing arts venue (where would you go to see a Shakespeare performance, even, in College Station? - Bryan has slightly better facilities than College Station, but even that is not impressive).
Online	1	try driving around 2818, Welborn, university, William d fitch, how many green spaces are left? everywhere there is a new retail shopping center is being built or an apartment complex.
Online	2	Allowing lick creek park to be ransacked. Also the parks all seem to be geared toward sports and not other uses.
Online	2	Austin, Dallas, San Antonio and other states have much better Greenway and parks.
Online	2	Closure of Thomas Pool and replacement with splash pads. It isn't as if the City didn't know it would need to rebuild the pool - but made no plans to set aside capital reserves or funds. Another example of not supporting the older neighborhoods.
Online	2	College Station is a rapidly growing town, so it still mostly has the cultural and entertainment offerings of a town of only 100,000. It will gradually develop more. But it needs to have more varied neighborhoods, including greater density, and walkable development near the university, so that more artistic and cultural uses can find a home. The greenways and parks that do exist are underused because you have to drive to get to them.
Online	2	More outdoor recreation opportunities are needed
Online	2	Not enough arts or culture. Much more is necessary on this end. I believe these areas will develop once younger, highly educated people can be attracted to the area
Online	2	Not much going on unless it TAMU related. Bryan has more cultural events than CS. Wolf Pen has potential, but not utilized for music, cultural and arts. No City murals on CS history. Not many statues in parks to relate to history or culture of CS. No ties to RR, agriculture. Nothing on highway to advertise upcoming events. No defining logo or yearly event that CS residents participate in. It seems CS defaults to TAMU and just lets it dictate event schedule.
Online	2	Rebuild Thomas Pool. Crazy that a town this size in Texas only has two pools. Rebuild Thomas.
Online	2	We need more parks, more greenways, more outdoors for people to wander, and not just pretty areas that are cleared. We need more trees and undergrowth.
Online	2	We need parks accessible and open to all residents.
Online	3	All attention has been geared towards the Park for Allâ€, which is great, but our neighborhood parks, such as Thomas, need some attention as well.
Online	3	Developing things to cater to families are improving.
Online	3	First the most part doing OK job with this with the exception of older parks such as Thomas Park. Need to update the park and maintain it. Need to put the pool back in. There are families that use it in the surrounding areas.

Online	3	I love the cultural and educational work done at places like Lincoln Center and Lick Creek. These programs are so important and interesting for the community. This is where you will find an ability to develop a community center based on communal involvement, not a recycled thinly veiled commercial development like "Mid-Town". As far as parks go, most baseball fields are closed for public use (I know, I'm teaching my boy how to play and we have to drive around to find an open one most times), which I honestly get because we have so many tournaments and they are good for the City. But, what I don't get it how we can be so good about taking care of the fields but College Station can't seem to find it within themselves to do anything about the fire ants around playgrounds and available fields. Generally, Bryan does a much better job of maintaining their parks and making them friendly for families. The Thomas Pool fiasco is nothing less than utter stupidity. The reasons for taking it away from that neighborhood fall flat as a lead pancake. Offering a dog park instead? While there are a lot of college kids living in that neighborhood, there are still a lot of families with young kids. Kids who need a safe place to play (I don't take my kids to parks near dog parks, because all too often the folks who bring their dogs there do not control them properly), a pool to swim in and LEARN to swim in during the summer, and a point of neighborhood centrality. I'll double down on the pool, Eastgate and College Hills need a community center, even a small one, there. The apartments on Harvey have become a haven for crime and the kids there need a safe place with safe influences to escape to. The City Council has a responsibility for ensuring the future safety and well-being of our town, and that includes the kids growing up here now. The Thomas Park pool fiasco shows that the City Council doesn't care about the older, north part of town. It also shows that they are vastly more concerned with the upper middle-class to upper-class white folks who live in south College Station than they are their middle-class and poor citizens who live in the north part of town (I'm white, for the record).
Online	3	It's pretty good.
Online	3	Neutral. We do a good job with parks, but community events are too crowded with no room for expansion. Not enough for middle school/high school students to do. Not enough public pool/water access.
Online	3	Parks are the saving grace of College Station, but so much more could be accomplished.
Online	3	Spending \$25 M in a YMCA where rich kids will still have to pay \$400 to use it doesn't make sense. Why is the City in this business. We are also defunding existing neighborhood parks that are actually an integral element in the character and fabric of our older neighborhoods. If leadership decides to leave any part of our City behind there will be a price to pay.
Online	3	The amount and accessibility of the parks is wonderful. The upkeep of our parks is lack luster. Though fighting the heat is a tough job.
Online	3	The City needs another competition size pool that's open to the public. Thomas park pool needs to be replaced.
Online	3	The City parks and greenways are our only City attractions to citizens and visitors (excluding the University) and these are exclusively from years past, except for Lick Creek Park which has been well done.
Online	3	The existing parks are nice, but they cater heavily to children and athletics, and not necessarily to those interested in nature/wildlife/hiking.
Online	3	The number of parks in the City is enough. College Station is obsessed with installing City parks, and the diversity of the parks just doesn't seem like it's there. The diversity of the parks just isn't quite there. The City seems to be obsessed with sports leading to more athletic parks than any other kind of parks.
Online	3	There are some decent parks in town with things like basketball courts and drinking fountains, and the number of parks is really nice. I'm not sure if there's anything approaching culture/art in town that isn't immediately connected to the university though.
Online	3	There needs to be a more robust park system. And Splash pads. The phase one off 6 was a nice start.
Online	3	This question is hard to answer as stated. I believe there should more entertainment options for young professionals and less emphasis on parks.

Online	3	we have some wonderful parks. Lick creek is a treasure. the greenbelt through midtown is wonderful. Central Park needs a lot of help!
Online	3	We need more parks for kids, there is not so much to do with the in here!
Online	4	Can we maintain our older parks as well as new ones? A City with neighborhood parks is always a winner! Parks that are unique stand out as well. Every park doesn't have to have the same standard equipment & use. Some may have more biking trails, splash pads, tennis courts, etc. But, overall, we are pleased with our parks & appreciate the holiday lighting at Central Park every year. It appears efforts are made to preserve native trees & wildlife.
Online	4	College Station has a lot of parks and has done very well with some of them like Wolf Pen Creek and Lick Creek Park. However, there are very few greenways in this area and they are not connected at all. We have Lemontree Park, Wolf Pen Creek trails, the trail at Pebble Creek and the loop around Bee Creek. There are thousands of bikes in this City and many people ride to work or class. Accidents involving motorists and cyclists happen too often even with bike lanes and especially because the town gets new 18 year olds every fall driving on unfamiliar roads. If our City had a path cut out that ran from South College Station to the university that was totally protected from the road, we could avoid a lot of the problems we've had especially during the busy traffic times. Less people would use cars and thereby stop the emission of more greenhouse gasses. Instead of waiting for our City to grow bigger and then introducing a large greenway, this City could build a greenway along with the growth in an unprecedented way.
Online	4	College Station parks are really nice, unless you don't do organized sports. There are VERY few parks set up for just sitting and enjoying nature. They are organized around softball, tennis, etc. We need more parks that are green spaces in neighborhoods. Even taking a few vacant lots and turning them into small green spaces with benches and areas to enjoy outside would be great. That's the good thing about Thomas Park, for example -- great City park for multi-use activities in the one end of that park. Also, would vote to put a pool back in there. The north end needs one - the others are overcrowded and it is too far for kids to go on their bikes to get to the others.
Online	4	Could use more of these aspects
Online	4	Decently done however, with expansion, I think another dog park would be very appropriate as College Station is home to people who are very dog focused and active, but also a big "state: park if you will. There is no gorgeous park area here where people can picnic, walk dogs, hangout and bar b q, relax, have family gatherings, etc. that should become a center point for people on weekends looking to relax with friends, families dogs, etc.
Online	4	Great events and use of public spaces. Not sure if library is part of Parks department, but the length of time it took to re-open was not good planning.
Online	4	It's time for the City to focus less on this subject and start addressing MUCH more pressing issues
Online	4	Parks get plenty of focus. How about roads which are used more.
Online	4	Parks have been kept up and there are plenty of them.
Online	4	Some of the best parks. Having lived in multiple cities, states, and countries, the parks here are above par.
Online	4	The City has a lot of parks, I would like to see more parks that are meant for use by the residents. Parks like Lick Creek Park, and the walkway off of Barron Road.
Online	4	The facilities at the current time are minimal. ie. The buildings for Senior citizens. They are adequate for things like lectures, games, etc. However, for the exercise, dance, etc. do not have proper areas.
Online	5	Amazing parks and rec!
Online	5	green space is great as well as the cultural events that are available in the area
Online	5	I've noticed new programs going on at our City parks, and the recreation magazine that I get via email is helpful to me to stay connected with these types of activities or opportunities within our City
Online	5	Our parks department is great! Really love the movement to add more dog parks near homes for easy access and the Fun for All playground at central park.
Online	5	Very important! As these are outlet opportunities ... enables overall well-being of the City
Online	5	We have relatively good parks

Online	5	We love the free concerts. The parks are great.
Online	5	Yes, only bc the Central Park is finally being improved. It's been a long time coming! Very happy about it. It'd be nice to have a better bigger and better splash pad in CS. Will there be one at the newly renovated park?

Goal 7. Growth Management

Source	Rating	Comment
Group Workshop	1.5	We're trying to catch up not stay ahead. Very against the Wellborn annexation. Feels like gerrymandering and people were upset. Apt bldgs. near Hollerman & 2818. Residential developments should not have direct driveway access to 2818. Barron and Decatur monument for neighborhood blocks visitor. Barron & Alexandria fences along Barron block all visibility and may be fatal
Group Workshop	2	Spending too much on subsidizing new growth. Higher impact fees so growth pays for itself
Group Workshop	2	Lower/Moderate income housing availability; growth primarily in student housing; many commute because they can't find housing.
Group Workshop	2	Water conserve/ natural areas / energy technology / new development; incentives rather than require; infrastructure to keep growth inside / resp TAMU roadway
Group Workshop	2	Infrastructure poor after the development
Group Workshop	2	large ??? Infrastructure for more ??? Diversity in housing different housing options
Group Workshop	2.5	detention-Emerald Forest seems to be flood more and more, should a regional pond be built near SH6 and 2818? Sometimes the comp Plan gets ignored need more scrutiny on comp Plan Amendments. Emergency services and timelines are important smart traffic light. Systems not great. One sided parking on small streets is necessary.
Group Workshop	2.5	Rock Prairie; evolution sucks for City planning rebuilding 5 times; react rather than respond; where can y'all put students without transforming neighborhoods; emergency response -so much traffic on HWY 6 even the backway has too much traffic; football traffic mitigated well - Real Accomplishment
Group Workshop	3	not keeping up with infrastructure. Road condition/maintenance. Occupancy issue better info need to communication with TAMU their # not accurate; negative influencing # of MF complexes built; water fresh capacity concerns.
Group Workshop	3.5	may be getting ahead on taxes somewhat area specific
Group Workshop	4	traffic congestion public services are behind w/keeping up w/ the development not spent on infrastructure. Compared to larger cities we are very good City v A&M City does its best to keep up w/A&M development. Better intergovernmental mental cooperation.
Group Workshop		we need a drainage district
Group Workshop		Note: the meeting have not been properly advertised to attract the Latino or African communities
Group Workshop		Reactive to growth, larger developments limited access..???? And modifications a joke.
Group Workshop		develop for dev sake; good against comp Plan; A&Z members have; City land sold to non-revenue producing entities
Online	1	Are you kidding?
Online	1	Don't see much careful management with this goal
Online	1	Growth is not paying for itself.
Online	1	Infrastructure lags behind construction causing traffic problems, drainage problems & water problems
Online	1	Our property taxes are going up so rapidly because we can't sustain the other two thirds of the population here that we can't afford to live and work here.

Online	1	Something needs to be done about the traffic! I know the university was the basis for founding our City, but the student traffic is overwhelming. If I wanted to deal with traffic I'd move to Houston or Austin. Highway 6 needs to be widened, and the police need to strictly enforce the no texting or using cell phones. Too many people get away with this and it's very unsafe.
Online	1	The Comprehensive Plan has been amended so many times no one can claim "careful managed development" unless you are a developer.
Online	1	TRAFFIC IS HORRIBLE; it is 10 years behind the curve. I have waited 7 times to turn left from 2018 to Holleman Drive South before on a weekday. We have a real crime/drug problem here! Focus on the real tasks of what a City government does rather than on extra things; and quit working on a deficit budget - live within your means!
Online	2	Growth is primarily being concentrated in sprawling single-family housing developments, and apartment complexes in parking lots with fences to prevent the apartment-dwellers from walking everywhere. The City needs to embrace density in its center rather than in car-oriented forms. The City is obviously growing quickly. Bryan/College Station is currently at the population that Austin was at in 1970. Will we be prepared to grow in a more sustainable way than they have? We can't pretend that we will never reach a population of a million - the question is just what a City of a million people will look like in 2070, and how we will become that.
Online	2	not fast enough...
Online	2	Seriously. You have to make sure all of the new building between 6 and 30 is being done with an eye to flooding. The only place that flooded after Harvey was the entrance to Sams. The next time a big hurricane like that comes along it is going to be so much worse thanks to the natural drainage being altered.
Online	2	Way too many apartments. Do we know the occupancy rate of all these complexes that we already have before more go up?
Online	2	We are overrun with apartment complexes and Aggie Shacks. We are putting up retail while part of the mall is empty.
Online	3	A lot of construction is always taking place in College Station but it always seems as if its behind. Construction needs to be done in advance so that when expansion comes, it is not an issue to cause traffic, etc.
Online	3	Construction in College Station is rapid and overzealous. This City needs to move to create greener communities that take away from climate change.
Online	3	Development decisions creating unsafe traffic
Online	3	Don't know anything about this one.
Online	3	From what I've seen after returning to the area, growth of citizens has far outpaced the ability of the City to provide adequate infrastructure. It seems that a lot of areas are mixed and being serviced by Bryan and other surrounding entities for utilities. Basic, underlying infrastructure is important to have before growth and building begins.
Online	3	I don't know but we could use a grocery store or something in the Eastgate area while our taxes remain on the rise.
Online	3	I don't know much about this issue.
Online	3	I have no idea of the finances.
Online	3	I'm not sure what this means either.
Online	3	Neighborhood roads and sidewalks are terrible in many older areas. Expanding too fast and ignoring established areas. Old, failing water lines. Electric that should be buried. No ability to choose competing cable/electric to get better service or maybe newer lines. Too much money spent on our lovely, but expensive parks and too many ignoring middle-class families in favor of students.
Online	3	New developments should be required to also provide improvement to access roads. Road work shouldn't take 3 years (University drive)! Nonsensical road work must be avoided (William Fitch)
Online	3	Some good road improvement choices

Online	3	The City has grown so rapidly, it seems the roads are the same, but with twice the population we had 30 years ago. Fitch has been helpful to new areas, but what can we do about daily congestion at Harvey Mitchell & Holleman & other areas near campus. The problem isn't really at Bush, it's at Holleman. Could TAMU have some long term parking for students who want to bring a car to school, but use TAMU transit & really only need their car to drive back to their home City occasionally? This is done at some universities, ex, with freshman class & have long term pkg at a very low rate & transit transport for students to those lots. With the news of an on campus grocery store, the need to have a car at hand at all times may not be necessary. Maybe they just need a bike (where areas are safe) or TAMU transit. You have a complex job ahead in accommodating our growth, esp the Wellborn Rd corridor.
Online	3	The City seems to be growing faster than the City government can keep up. The police department is short people, the taxes have to constantly go up, and it never seems like enough. Maybe some commercial development rather than constant residential would help.
Online	3	Unfortunately with TAMU's growth, it is difficult to grow the City as fast in terms of roads, bike lanes, pedestrian walkways.
Online	4	I believe there is an effort to Plan ahead. The main thoroughfares that were laid out before building out the sub div helps. Like Fitch and Boonville. But is there some way to bleed the commuters off H6 with a second ramp that people driving straight through could take upper ramp and bypass the exits in Bryan/CS? That would prevent the backups at H30 and University to get to TAMU events. Same thing morning and afternoon rush hour. It would benefit school buses on their runs.
Online	4	Traffic is bad during certain hours, but it's difficult to do much about that
Online	5	Active communications with county and areas in the ETJ that face annexation within 20 years if they don't self-regulate is important.
Online		City didn't get the jump on CISD, so they raise taxes to pay for new schools, while City continues to muddle and struggle to keep up with demands caused by greater population

Exit Questionnaire (All) – Public Workshops, Online, Texas A&M Workshop

The following are the summary results from the exit questionnaires. Of the approximately 500 participants, 450 exit questionnaires were received. Response rates vary per question.

1. How did you hear about this public meeting?	Responses	Percent
Word of Mouth / Personal Invitation	149	33%
Newspaper Article / Ad	45	10%
Poster / Flyer	28	6%
Social Media (Facebook/Twitter)	99	22%
Online News	47	10%
Email from City	82	18%
Community Event / Presentation / Organization	55	12%
The Next 10 / City website	21	5%
Other	5	1%
Total Count of Responses	531	
Total Completed Questionnaires	450	118%

2. Were you comfortable completing the meeting activities? If not, explain why. (only asked at the workshops)		
Yes	191	99%
No	1	1%
Total	192	100%

3. Did you feel your input was heard and recorded accurately? If not, explain why. (only asked at the workshops)	Responses	Percent
Yes	184	96%
No	7	4%
Total	191	100%

4. Was the meeting? (only asked at the workshops)	Responses	Percent
Too long	8	4%
Too short	19	10%
Just right	157	85%
Total	184	100%

5. Will you continue to participate in the planning process? If not, explain why.	Responses	Percent
Yes	321	96%
No	15	4%
Total	336	100%

7. Gender	Responses	Participation	ACS
Female	239	54%	51%
Male	203	46%	49%

Total	442	100%	100%
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8. Which racial group do you most closely identify with?	Responses	Participation	ACS
Asian	19	4%	10%
Black / African American	14	3%	8%
Two or more races	20	5%	2%
White / Caucasian	335	77%	78%
Other	10	2%	2%
Total	-	-	100%
Hispanic or Latino*	39	9%	15%
Total	437	100%	

* "Of any race" as defined by the US Census (and American Community Survey). The Census treats Hispanic or Latino ethnicity as a separate question from race.

9. What is your age?	Responses	Participation	ACS (Total Population)
Under 18	12	3%	17%
18-24	113	26%	41%
25-34	45	10%	15%
35-44	62	14%	9%
45-54	50	11%	7%
55-64	71	16%	6%
65 or over	89	20%	6%
Total	442	100%	100%

10. Are you a student that attends Blinn College or Texas A&M University?	Responses	Participation
Yes, Blinn College	5	2%
Yes, Texas A&M	110	38%
No	171	60%
Total	286	100%

11. What is your highest level of education?	Responses	Participation (25+)*	ACS
Less than a high school diploma	12	3%	6%
High school diploma	24	5%	13%
Some college /technical	102	23%	19%
Completed technical school	5	1%	7%
Graduated college	131	30%	29%
Graduate / advanced degree	166	38%	27%
Total	440	100%	100%

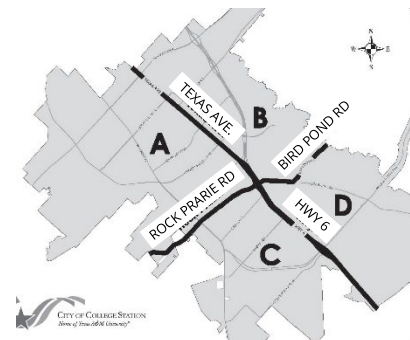
12. How long have you lived within the City of College Station?	Responses	Percent
0-4 years	89	20%
5-9 years	74	17%
10-19 years	37	8%
20-29 years	68	15%
30-39 years	54	12%
40-49 years	111	25%
50+ years	8	2%
Live outside City	0	0%
Total	441	100%

13. Do you work within the City of College Station?	Responses	Participation
Yes	222	51%
No	215	49%
Total	437	100%

14. Do you own or rent your home?	Responses	Participation
Own	298	69%
Rent	137	31%
Total	435	100%

15. Please tell us about your annual household income:	Responses	Participation	ACS
Less than \$10,000	62	15%	16%
\$10,000 to \$14,999	12	3%	7%
\$15,000 to \$24,999	18	4%	13%
\$25,000 to \$34,999	10	2%	10%
\$35,000 to \$49,999	28	7%	12%
\$50,000 to \$74,999	52	13%	13%
\$75,000 to \$99,999	52	13%	10%
\$100,000 +	173	43%	20%
Total	407	100%	100%

16. In what area of College Station do you live?	Responses	Participation
A	199	47%
B	91	21%
C	96	23%
D	38	9%
Total	424	100%



The following are the expository responses from the exit questionnaire.

2. Were you comfortable today's meeting activities? If not, explain why.		
1	Workshop	It was great and informative
2	Workshop	The group contributed many ideas and I learned a lot about issues from other parts of the City.
3	Workshop	Working different areas of the community
4	Workshop	Very! It was great to hear more opinions about the City!
5	Workshop	open minded discussion
6	Workshop	It was really difficult to hear during the group discussions
7	Workshop	everyone was wonderful!
8	Workshop	seats uncomfortable
9	Workshop	Y'all did good icebreakers that made it easy for us to share with each other even though we disagreed on some things
10	Workshop	Yes! This was fantastic!
11	Workshop	loved discussing and seeing how we all just love our town and want it to be the best
12	Workshop	good group interaction
13	Workshop	Liked the small group approach
14	Workshop	Small group conducive to discussion with a facilitator
15	Workshop	Liked how open and respectful group was
16	Workshop	Lot more people speak out loud
17	Workshop	Hard seat!
18	Workshop	We had a great leader (Jade)
19	Workshop	Relaxed, nice, non-threatening atmosphere
20	Workshop	I just moved here a few months ago so I feel limited in providing much informed thoughts, but appreciated the opportunity to participate in this event

3. Did you feel your input was heard and recorded accurately? If not, explain why.		
1	Workshop	Yes, but there is so much that wasn't covered because of time.
2	Workshop	A lot of my ideas were already explained
3	Workshop	A bit rushed
4	Workshop	Working with two people
5	Workshop	Just to be heard literally!
6	Workshop	There was not a real analysis of whether the last 10-year Plan was actually good thing to do. No questioning of the underlying assumptions
7	Workshop	Too noisy - could not hear each other maybe groups of no more than 6
8	Workshop	at first it was being compounded by one person but gradually got spread out to people got comfortable

9	Workshop	Somewhat we were strong armed by an individual who insisted on emphasizing his concerns in a matter that did not meet us 1/2 way. Our recorder was excellent and did her best
10	Workshop	Yes
11	Workshop	There were obvious rental owners who were driving conversation
12	Workshop	mostly we could have used more time this was a lot to cover not sure a longer time would have kept people coming though
13	Workshop	needed more time
14	Workshop	she was good at calling on people so we each had a chance to be heard
15	Workshop	Not sure if the input will be actually addressed, the City may still cater to developers
16	Workshop	Great format. A lot of hesitation over survey format. Felt led & not effective
17	Workshop	a very negative woman monopolized the conversation with her very negative comments so my positive comments were not reflected
18	Workshop	Everyone was allowed to express their opinion without interruption.
19	Workshop	Good group size; just enough for diversified opinions
20	Workshop	Not enough time for everyone
21	Workshop	Justin C did a great job!
22	Workshop	Well she heard us and wrote all whether or not it matters we will find out.
23	Workshop	No way to judge this one
24	Workshop	As long as the City uses the information

5. Will you continue to participate in the planning process? If not, explain why.

1	Online Survey	Never heard about it, just stumbled on it through a friend.
2	Online Survey	I will participate as a citizen but not in committee.
3	Online Survey	Moving away from College Station but wanted to take the survey.
4	Online Survey	Honestly, don't know if I will. This is my first time
5	Online Survey	Will anyone listen, or are the zoning board and City council completely beholden to developers?
6	Online Survey	I have participated for over 30 years. The council and staff do what they want with little to no concern for citizens.
7	Online Survey	I have done so in the last advisory capital campaigns. At this stage, 80 years old, it is time for me to the younger generation.
8	Online Survey	Possibly
9	Online Survey	Although I marked "Yes," I will participate VERY LITTLE in the planning process. I wasted a lot of time several years ago, participating in what was then advertised as a "planning process." It was all futile. Almost NONE of our recommendations were followed, in spite of promises from City staff. I see little hope that this time will be any different.

6. Additional Comments (optional)

1	Workshop	Focus more on economic development, mobility and better infrastructure
2	Workshop	Thank you- I appreciate having this opportunity to voice my thoughts
3	Workshop	I was pleasantly surprised by the structure of the meeting and felt it was effective. I hope the input it used.
4	Workshop	Create second left turn lane at corner of Rock Prairie/wellborn
5	Workshop	Thank you for making it easy to bring our kids. You made it possible for me to have a voice!
6	Workshop	Well done! Engaging! Lauren did a great job!
7	Workshop	Appreciated the format
8	Workshop	Rebuild Thomas Pool
9	Workshop	Well energized Laura was an excellent leader.

10	Workshop	Encourage local businesses
11	Workshop	I do not think the City has developed confidence that they are listening to people who just live here
12	Workshop	Stricter codes for developers when they open a new area regarding infrastructure
13	Workshop	Figure out a way to reach the working class in this community
14	Workshop	only 3 of 7 areas were discussed. Questions stemmed toward progress. Nothing for deterioration
15	Workshop	yes, we understood how and fact this work help benefit other generations. 6. Lack of community. And pedestrian friendly modes of transportation. This town has done well for the pressure and insane size/growth that has been placed on it, but the input of current and past
16	Workshop	good interactive meeting - well done!
17	Workshop	Student input, given that A&M comprises 1/5 of the City, feels incredibly underrepresented in this town hall, by #. I'd love to see students more engaged! And would love to make it happen. 6. Issues like the insane traffic and sup-par slap-shack houses are only going to get much much worse. Biking/alternate transportation is nightmarish. For the record I think you do amazing given the strong-arming pressure of A&M's expansion. Keep up the good work!
18	Workshop	Thank you for arranging this opportunity to be involved!
19	Workshop	Thank you! Excellent and more fun/interesting than I anticipated.
20	Workshop	Facilitator Alyssa did a great job
21	Workshop	I would like to see more City Recreation facilities including pools
22	Workshop	I feel there should be more information should be given to what the Plan is going to be. Then you should ask for input
23	Workshop	Good way for getting requested input
24	Workshop	Not my area. #6 NA
25	Workshop	Well put together meeting. I felt like I was actually heard and listened to
26	Workshop	Easy to contribute and well planned
27	Workshop	Love to talk about our future
28	Workshop	Need to know how the date will be used and when
29	Workshop	where are neighborhoods for families, don't drive traffic to neighborhoods without sidewalks; ITA process broke - driven by developer - should focus on neighborhoods to be impacted and those should have input if developers promise something that isn't in UDO - they still should be held accountable.
30	Workshop	Neighborhood integrity is doomed until single family residence limit in UPO is lowered from 4 down to 2
31	Workshop	is the quiz online? Way to show how much we don't know
32	Workshop	great start
33	Workshop	It is important and I worry there are important stakeholders (students) that will be affected and maybe not considered like they should. #6 Y'all made this way more productive than I expected.
34	Workshop	great job
35	Workshop	Shortage of trade personnel too
36	Workshop	Good opportunity to add input. Would recommend taking this to local groups like Rotary and Lions club to get more info
37	Workshop	Need a topic that addresses taxes/affordability of living in OS in final updates to the 10-year Plan
38	Workshop	loved our table facilitator!
39	Workshop	NA
40	Workshop	Concerned with tracking oil wells. There is one in Woodlake presently. What does CS/Bryan do about this?
41	Workshop	Jade Broadnax was very good @ directing the show!
42	Workshop	My first experience with this kind of activity, and I found it very enlightening.
43	Workshop	Thank you for doing this Very Informative. Very good process
44	Workshop	I love this town and feel there's much that can be done to make it a standout, stellar college town, starting with better green areas and tress along our streets
45	Workshop	In general, for college station not Next10...Have a one stop shop for communications. I feel like I get different info from next door, blog, neighborhood news, City Facebook page. Have all that flows on the City Facebook feed flow into nextdoor.com
46	Workshop	Thanks for engaging community
47	Workshop	Very good idea for the meeting
48	Workshop	Thank you for setting the process in motion
49	Workshop	I don't feel that the City should annex property if they can't get City Services to the property, i.e. sewer and water
50	Workshop	I appreciate the opportunity to provide input. I felt like my opinions were heard.

51	Workshop	Nothing was mentioned about the state of family rental affordability. CSISB states this is a massive issue
52	Workshop	Needed family affordable housing
53	Workshop	Introduction to the comp Plan City fact was helpful
54	Workshop	Effective program for engagement
55	Workshop	Thank you for the opportunity would love to keep participating up!
56	Workshop	Great job! Lot of enthusiasm!
57	Workshop	Very pleased by the workshops. Informative. My comments were heard
58	Workshop	Make it clear on the material that goes out that the process is formal and best done by being in the room the entire time. Other activities have been "come and so".
59	Workshop	many residents are not aware of concerns regarding low income residents, elderly and folks who commute here to work, especially low wages for TAME employees
60	Workshop	Please include ask recommendation from planning faculty students
61	Workshop	Enjoyed having input on the Next 10 looking forward
62	Workshop	More affordable housing; planning out road ways before approving residential building certificates; adjusting 1st time home buyer program to benefit more families, not realistic numbers with current home prices; have prices don't match average income numbers ; encouraging? to have more self-policing and do more for pressuring their communities
63	Workshop	yes
64	Workshop	Thank you
65	Workshop	Great workshop. I enjoyed meeting different individuals from all over town. Waiting on my mug!
66	Workshop	Justin C. was a great listener and helped with every question
67	Workshop	Was on the past comprehensive Plan and view it as a waste of time because A. The committee was never allowed to vote on site B. The Council had amended what they passed so many times
68	Workshop	Political discussion on a local event will not concern me until I am 18
69	Workshop	only here for a temporary time
70	Workshop	5. I really enjoyed this and appreciated the opportunity to learn and contribute. 6. I love our parks! Only request is please add more bike lanes that connect routes around town
71	Online Survey	We also need a Plan for climate change. I've been asking for two years now.
72	Online Survey	Rebuild Thomas Pool. I was unable to post on the map because the instructions were blocking the map
73	Online Survey	Please plant more trees. Medians, parking lots, City parks, new developments. The City is so bare and desolated sometimes. More trees would help during the heat of the summer and help prevent flooding. Also, an expansion on the recycling services would be fantastic. Maybe some policies on single use plastics?
74	Online Survey	wish the City would become pro-development with regards to transportation projects. complete them prior to development/increased volume of traffic.
75	Online Survey	Nice map of the City, yet I have no idea what to put where.
76	Online Survey	Right now, College Station is like a suburb without the City attached. It's grown, but mostly in expanding chain stores/restaurants and apartment complexes. Establishing a walkable area with shops (something other than bars) would help give the town an identity beyond just being the location of A&M.
77	Online Survey	Thank you for the opportunity to provide my feedback and I hope it's considered in future planning. I have helped to share the opportunity with my friends and family through email and social media.
78	Online Survey	We need more outdoor and exercise-oriented things: Pools, more sidewalks, running and biking paths.
79	Online Survey	We need more outdoor and exercise-oriented things: Pools, more sidewalks, running and biking paths.
80	Online Survey	I am glad we are doing this. But I worry that few residents believe in the process. I have tried to urge people to complete the survey and about 50% of the people I tell have said "why -- they won't listen to us anyway". The pattern established by the City in the last 7-8 years has been to do something, a crowd comes to City hall and is upset, and little changes anyway.
81	Online Survey	This is a great exercise. I wish I could have done it in a group.
82	Online Survey	Thank you for the opportunity to offer feedback.
83	Online Survey	Thank You to all members of the City council and administration for your service and dedication.
84	Online Survey	We are too new here to have formed a lot of opinions about the community's needs, but we are interested in being involved.
85	Online Survey	I live in North Oakwood in Bryan (on the border of Bryan college station.)
86	Online Survey	I'm grateful for this process and grateful to live in College Station!
87	Online Survey	Would like to know more about why these kinds of questions.

88	Online Survey	I have been dismayed by the decline in College Station neighborhoods since 2010 and the development of Century Square which could have taken lessons from similar developments in Austin and had pedestrian friendly sidewalks, trees, and parking garages that you could get too. The corner of 6 and Texas with its bad traffic set up, no setback from the street, and narrow sidewalks and unattractive brick fortress style probably explains why they have trouble getting tenants. So giving in to developers does not mean that we get the business.
89	Online Survey	Quit rezoning to bring in car dealerships, banks and hotels.
90	Online Survey	Thanks for going all out to get citizen input. I hope the citizens are listened to (unlike our neighbor to the north)
91	Online Survey	Years ago, there was talk of a regional park at Gibbons Creek Reservoir. What happened? Can the City target land nearby for one (or several, given the population growth) nature parks?
92	Online Survey	McCulloch Subdivision...
93	Online Survey	I live in the ETJ
94	Online Survey	Thank you for asking for our input. I hope that you will listen to us.
95	Online Survey	I keep filling out City surveys, but not sure input is relevant to what the City plans on doing regardless of our opinion.
96	Online Survey	Despite my comments, I do love where I live. The best comment that I can compare how I feel is to say that like a child, friend, loved one etc... that is not living up to their potential, we can do so much better!



Implementation progress assessment tool

Updated 7/28/2020

The following is a tool for staff assessment of the Comprehensive Plan's progress. It lists the actions identified in the 2009 Comprehensive Plan (as amended in 2015) organized by the plan's seven topics. Each topic contains a goal and multiple strategies that organize the actions. The first topic chapter is 2: Community Character.

This tool is similar to the Implementation Progress Report in the 5-year Evaluation, Appendix B. The progress assessment from that report is pre-populated into the tables below.

For each action there is a progress assessment from the five-year Evaluation, a progress assessment for the 10-year Evaluation and fields for progress description and Consultant Team notes. The Progress Assessment uses the following scale:

Progress assessment

✓ Complete

-- No progress (future)

N/A – No longer applicable

OG - Ongoing

IP – Underway / In progress

For Ongoing or Underway items, please indicate whether the progress meets or does not meet internal expectations

+ Limited progress – does not meet expectations

++ Good progress – meets expectations

NOTES

- A. This document contains all the recommendations as listed in the plan. There is considerable repetition of action recommendations between chapters and between strategies within the same chapter.
- B. This assessment will be integrated with the consultant team's review of the comprehensive plan and potential updates.
- C. To improve the Team's ability to track specific recommendations in the plan, all action recommendations have been assigned a number.
- D. In the Team's view, a recommendation (action) should be a specific project, policy, or program. Many of the plan's existing actions are more general and difficult to assess.

Actions have been color-coded by the Team as follows:

Complete, redundant, or not relevant / Consider removing or consolidating
Relevant / carry forward with refinements

Chapter 2: Community Character

Goal: “to be a community with strong, unique neighborhoods, protected rural areas, special districts, distinct corridors, and a protected and enhanced natural environment”

Strategy 1: Develop and maintain, through regular review, a land use plan that identifies, establishes, and enhances community character.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Land Use Plan Application. Use the Concept Map and the Future Land Use & Character map in the development of planning studies, development review, capital improvements programming, and economic development efforts.	OG	OG++	The Land Use Plan is regularly used by Planning staff and works well overall. It is mainly used by staff to determine staff support for Comprehensive Plan amendments and identifying areas for future studies. There is a desire for Future Land Use categories to not be so aligned with zoning to allow more flexibility while still providing density/utility sizing guidance.
1.2	Further Planning. Develop neighborhood, district, corridor and redevelopment plans to refine the Concept Map and Future Land Use & Character map.	OG	OG+	Over the last 10 years, 5 neighborhood plans (Central CS, South Knoll, Eastgate, Southside, and Wellborn) were developed as well as the Medical District Master Plan based on areas identified by the concept map. Several other neighborhood, corridor and redevelopment areas were not yet started over the first 10 years of the plan. Prioritizing the future of small area studies to include the future status of neighborhood plans that have or are set to expire needs to be a topic of discussion in the planning process.
1.3	Land Use Tracking. Monitor the actual acreage in various land use and character types in comparison to the amounts presented on the Future Land Use & Character map.	OG	IP/--	This item is not being monitored on a regular basis. Acreages are calculated as part of the Existing Conditions report for future land use, zoning, and existing land uses. With that it's difficult to determine, actual existing land use acres and compare that to future land use acres as there are different land use categories for each of these.
1.4	Plan Adjustments. Refine the Future Land Use & Character map through additional planning studies and periodic reviews as indicated in Chapter 9: Implementation and Administration.	OG	OG+	The City conducted an annual review of the Plan. In 2014, a 5-year update was made to address changes that required attention since the adoption. A 10-year update is now underway to evaluate on a deeper level what areas of the plan require additional attention. The Future Land Use and Character map is anticipated to undergo a number of adjustments to accommodate for updated FEMA information and changes in growth patterns since 2009.
1.5	UDO Amendments. Amend the Unified Development Ordinance as appropriate to establish zoning classifications and related standards consistent with the guidance provided in this chapter.	IP	OG++	The renaming of existing zoning districts and creation of new districts to implement the Comprehensive Plan was accomplished in 2012 and 2013. Further UDO amendments will be needed after the Next 10 Evaluation and Appraisal report is completed.
1.6	Zoning Adjustments. Amend the zoning map designations as appropriate for identified growth areas.	--	--	Nothing to note.

Strategy 2: Establish and protect distinct boundaries between various character areas				
Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Zoning Adjustments. Amend the zoning map designations as appropriate to reinforce the desired character areas.	--	OG+	City initiated rezonings are currently underway for commercial preservation.
2.2	Unified Development Ordinance Amendments. Amend the Unified Development Ordinance as appropriate to address scale and form issues for neighborhood commercial uses, such as buffering between uses.	✓	✓	The SC Suburban Commercial district was adopted in 2012 and later amended in 2018. Single-family height protection was modified in 2018. Buffer and landscaping requirements were updated with the Site Design Standards.

Strategy 3: Promote public and private development and design practices that ensure distinct neighborhoods, districts, and corridors.				
Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Further Planning. Develop neighborhood, district and corridor plans to refine the Concept Map and Future Land Use & Character map.	OG	--	Six Neighborhood/District Plans were adopted (2010-2013). Since that time, there have not been the resources to pursue additional plans.
3.2	Unified Development Ordinance Amendments. Amend the Unified Development Ordinance as appropriate to address design issues that arise through the neighborhood, district, and corridor planning process.	OG	OG++	Ordinances such as single-family parking, single-family height protection, Neighborhood Conservation Overlay, non-conforming structures/uses in annexed areas, single-family tree requirements were all amendments that came from the planning process.
3.3	Context Sensitive Roadway Design. Adopt the context sensitive design approach to thoroughfare planning and roadway design outlined in this Plan. Coordinate with the Texas Department of Transportation to implement these same provisions in State corridors.	--	OG+	Revised right-of-way widths were provided in 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.
3.4	Public Facility Design. Design and renovate municipal buildings to establish or reinforce the desired character. Coordinate with Texas A&M University and the College Station Independent School District to implement these same practices as they construct new facilities.	N/A	N/A	Several new municipal building have been under design or construction. The redevelopment of City Hall is under design. The new Police Station is under construction. The Larry Ringer Library expansion was completed in 2019. The Myers Center was acquired from the Arts Council, renovated, and opened to the public in 2019. The Carter Creek Waste Water Treatment Plan was expanded in for additional training space. There is not a coordinated design plan with the University or CSISD. The University has a Campus Master Plan that dictates the character of campus buildings.
3.5	Incentives. Develop a variety of incentive mechanisms to promote the preferred design practices where	--	--	Increased use of the PDD Planned Development District has allowed developers to customize their product according to their surrounds and to more efficiently use

	market conditions or regulatory measures may not guarantee their implementation.			property with physical constraints as developable property within City limits because more scarce.
3.6	Greening of the City. Increase tree planting and preservation efforts along streets, in parks, and in private developments.	OG	OG+	In 2009, the City adopted an ordinance requiring each new single-family house to be constructed with canopy trees. Mature tree and native trees receive more points on required landscape plans to incentivize protection.

Strategy 4: Promote public and private development and design practices that encourage resource conservation and protection.				
Action		Progress Assessment		Progress Description
		5-year	Current	
4.1	Conservation Design. Encourage more extensive use of cluster design in portions of identified growth areas through mandatory open space conservation in exchange for more development options than currently entitled on properties.	--	OG+	The cluster provision has been updated and could use further refinement to better incentivize cluster development.
4.2	Preservation and Protection. Amend the Unified Development Ordinance and other ordinances to protect significant natural features from development. This may include tree preservation and other ordinances to provide for riparian buffers and other environmental protections.	N/A	OG+	NAP Natural Areas Protected zoning is used to protect floodplain and wetland areas through the rezoning process. No Adverse Impact regulations protect such areas during the development phase.
4.3	Land Acquisition. Acquire land that is valued for its natural features or open space through purchase or through conservation easements.	OG	OG+	Property along Southland which was prone to flooding was acquired and enhanced for trail system.
4.4	Green Building - Public Sector Leadership. Continue the development and implementation of the "Green College Station" initiative. Coordinate with Texas A&M University and the College Station Independent School District in the implementation of similar efforts.	N/A	N/A	The City adopts the newest IBC and NEC when these codes are revised. The preservation of mature trees and the planting of native species have been incentivized through additional point allotments in non-residential developments. In FY2010, a rain water harvesting program was in place with the City. Major outreach and streamline recycling has made recycling a more ubiquitous activity. The City created a grant-funded Sustainability Coordinator position. That position no longer exists, but "green" and sustainable practices have been incorporated into city policies.
4.5	Green Building - Private Sector Encouragement. Develop a variety of incentive mechanisms to promote green building practices for private site and building design where market conditions or regulatory measures may not guarantee their implementation.	N/A	N/A	The preservation of mature trees and the planting of native species have been incentivized through additional point allotments in non-residential developments. Over-sided eaves and recessed entries are considered architectural relief elements through the Non-residential architectural standards which decrease sun exposure to windows and reduce utility consumption. Decorative stormwater management is also considered an architectural relief element to encourage alternative means of rainwater dispersal.

Strategy 5: Focus community enhancement activities to promote a strong sense of community identity.

Action		Progress Assessment		Progress Description
		5-year	Current	
5.1	Right-of-Way Enhancements. Add design features and beautification enhancements within road rights-of-way and at key highway intersections to further a common identity at important gateways and along image corridors.	OG	OG+	The City partners with Keep Brazos Beautiful each year to enhance the intersection of George Bush and Texas Avenue. A large project was undertaken through this partnership to beautify George Bush from Texas to Foster. Gateway signage has been added on Highway 6 at the intersection with University Drive and south of the former Texas World Speedway.
5.2	Unified Wayfinding. Implement a formal, City-wide wayfinding system, providing a unifying and consistent design element that assists residents and visitors in locating community attractions.	✓	✓	The City coordinates with Experience BCS to develop and install a City-wide wayfinding system that is highly visible and leads to major attractions within the City. Additional wayfinding was added to Northgate in the way of a directory of businesses.

Strategy 6: Identify, protect, and enhance unique community assets in our natural and built environment.

Action		Progress Assessment		Progress Description
		5-year	Current	
6.1	Community Assets Mapping. Continue to refine and amend, as appropriate, the Community Assets Map contained in this Plan to provide a visual portrayal of the City's unique natural and man-made assets.	OG	N/A	Nothing to note
6.2	Further Planning. Develop neighborhood, district, corridor and redevelopment plans to refine the Concept Map and Future Land Use & Character map.	OG	OG+	In 2009, the Neighborhood, District, and Corridor Planning Guidebook was adopted to assist the planning process. Examples of this can be found in each of the six neighborhood/district plans. In Southside, details were provided for the redevelopment area known as Area V in great detail which later became adopted into the UDO. The Eastgate Plan provides guidance for the University Drive/Lincoln corridor, as well as other areas.
6.3	Unified Development Ordinance Amendments. Amend the Unified Development Ordinance as appropriate to address explicitly the protection and enhancement of unique community assets.	--	✓	The UDO was amended to add neighborhood overlay options that can be used to protect neighborhood character and integrity. The Landmark Commission was also established to assist in the regulation of the Historic Preservation Overlay District.
6.4	Texas A&M University Coordination. Continue to coordinate with Texas A&M University regarding the benefits and impacts of University sponsored development projects, and support ongoing efforts to implement the Campus Master Plan.	OG	--	Nothing to note currently. Future coordination efforts are desired.

Chapter 3: Neighborhood Integrity

Goal: "to protect the long-term viability and appeal of established neighborhoods."

Strategy 1: Identify, protect, and enhance elements that contribute positively to neighborhood identity.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Asset Mapping. Identify and map community wide assets that contribute to College Station's identity as exhibited in Chapter 2: Community Character.	OG	OG+	With the 2019 existing conditions report, features such as art, public space, and places of interest were mapped to provide an overall view of the community's assets.
1.2	Neighborhood Specific Planning. Utilize neighborhood plans to further identify and outline protection options for neighborhood-specific elements that contribute to neighborhood integrity.	OG	OG+	Accomplished for Southside Area, Eastgate, South Knoll area, Central College Station area, Wellborn Community, and the Medical District. We have updated the NCO provisions in the UDO and created a Handbook to guide residents on the application process (as of March 2020).
1.3	Strategic Long-Range Planning. Adopt recommendations from the Comprehensive Plan that help establish and protect neighborhood identity.	OG	OG++	Progress has been made, but this is a continuous effort. Amendments to address single-family parking, lot coverage, parking locations, tree coverage, and other items have materialized from specific recommendations out of one or more neighborhood plans.
1.4	Sustainability. Promote sustainable design of developing neighborhoods by utilizing concepts such as those included in LEED ND™ requirements.	N/A	N/A	Nothing to note. Incorporated through other strategies and policies. The City may not pursue LEED ND specifically.
1.5	Historic Preservation. Establish a historic preservation program that includes preservation ordinances, design guidelines, and educational and promotional programs.	✓	✓	Accomplished. A Historic Preservation Overlay, in addition to related regulations, was adopted along with a governing body (Landmark Commission).
1.6	Neighborhood Associations. Encourage establishment of homeowner, neighborhood, and tenant associations for all residential developments to ensure a direct, cooperative means for residents of an area to maintain neighborhood standards.	OG	OG++	The number of HOA/NAs has increased to 103 at the end of FY19 through the outreach and assistance provided by Neighborhood Services. Services such as the Neighborhood eNewsletter and Seminar Suppers keep associations active and informed.
1.7	Predictable Infill. Continue to utilize and adapt Single-Family Overlay regulations to protect neighborhood development patterns.	OG	OG++	The Neighborhood Conservation Overlay was revised and adopted in March 2020, along with a Handbook for residents interested in pursuing a NCO for their neighborhood. The amendments clarified and streamlined the NCO process.

1.8	Environmental Protection. Develop regulations and incentives that protect and preserve the natural environment in and around College Station including tree preservation, floodplain and greenway management, design flexibility, and growth management policies.	OG	OG+	NAP Natural Areas Protected zoning is used to protect floodplain and wetland areas through the rezoning process. No Adverse Impact regulations protect such areas during the development phase. Linear parks are now being accepted along floodplain and can potentially act as a buffer area so people can access and appreciate the natural features. Incentives area in places for non-residential development to maintain and protect mature trees.
1.9	Transportation Options. Promote multi-modal, context sensitive transportation connectivity to improve safety on neighborhood streets through the adoption of the Thoroughfare Plan; the Bicycle, Pedestrian, and Greenways Master Plan; development regulations; and capital improvement plans that insure these facilities are constructed in accordance with adopted plans.	OG	OG++	The Bicycle, Pedestrian and Greenways Master Plan was adopted in 2010. Sidewalk fund established in 2011. Numerous CIP projects have been completed to fill-in sidewalk gaps, add new systems, and support Safe Routes to School.
1.10	Enhanced Aesthetics. Develop standards for streetscaping, perimeter treatment, and signage for new residential subdivisions.	--	--	Ordinances were amended to require trees to be planted with residential lots. Townhouse developments may plant the required number of trees in groupings.
1.11	Neighborhood Funding Support. Continue to fund and expand the Neighborhood Grants program for neighborhood activities such as gateways, landscaping, and other permit application fees.	OG	OG++	Neighborhood Services works with HOA and NAs to promote neighborhood identity and health. Area signage has been added for both Southside and Eastgate. Subdivisions, such as Foxfire, have utilized programs like Strong & Sustainable Grant Program to do signage and landscaping improvements.
1.12	Attractive Public Facilities. Enhance the standards for maintenance of public facilities such as streets and parks to ensure that these facilities are attractive assets for a neighborhood.	N/A	N/A	Nothing to note.

Strategy 2: Identify and minimize elements that detract from community identity.				
Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Neighborhood Specific Planning. Utilize neighborhood plans to help identify neighborhood-specific issues that detract from neighborhood identity and integrity, and develop options to minimize those issues.	OG	OG+	Six neighborhood/district plans were created with varying stages of implementation success.
2.2	Housing Maintenance Trends. Maintain inventories of housing conditions by neighborhood to monitor trends in housing maintenance and upgrades, as well as signs of deterioration.	OG	OG+	Community Services provides grants funds to repair/maintain single-family properties.

2.3	University Growth. Monitor student enrollment and student housing trends to track impacts on the local housing market, including pressure for additional student-focused housing in new locations.	OG	OG++	Population estimates area calculated monthly which include the student population. This is partially accomplished by observing the number of single-family and multi-family building permits issued. TAMU is also providing additional housing options which impact the utilization of the non-TAMU housing stock city-wide.
2.4a	Code Enforcement. Create an effective code enforcement program that expediently and efficiently resolves code violations, including: ○ Develop methods to address noise violations – including working with Texas A&M University police – to establish weekend patrols for noise, as well as public intoxication and other violations.	✓	--	Nothing to note.
2.4b	○ Create a system for the public to monitor enforcement complaints and track their resolution.	✓	✓	A citizen portal was established (See-Click-Fix).
2.4c	○ Prioritization of enforcement activities based on input from neighborhood plans.	OG	N/A	Nothing to note.
2.5	Property Maintenance Standards. Increase enforcement resources to ensure that minimum property standards are being upheld.	IP	OG+	Nothing to note.
2.6	Public Maintenance Standards. Enhance the standards for maintenance of public facilities such as streets and parks to ensure that these facilities are attractive assets for a neighborhood.	N/A	N/A	Nothing to note.
2.7	Absentee-Owner Housing Policies. Adopt the strategies found in the Strong and Sustainable Neighborhoods Report for managing the impacts of rental and absentee owner housing.	✓	✓	The City maintains a Rental Registration program.
2.8a	Parking Standards. Develop programs and policies to better manage on-street parking such as: ○ Coordinate with Texas A&M University regarding construction activities and/or special events to prevent excessive on-street parking in adjacent neighborhoods.	IP	IP	Several streets in the Southside Area have had parking removed due to safety concerns, specifically in regards to Fire access. Public Works' Traffic Engineering has been working on an on-street parking removal process.
2.8b	○ Consider options to streamline neighborhood traffic management processes to address traffic calming and parking concerns in established neighborhoods.	✓	IP	Public Works has been working on an update to the traffic calming program.

Strategy 3: Identify and implement tools to ensure that infill or redevelopment adjacent to or within a neighborhood is sensitive to its surroundings.

Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Asset Mapping. Identify and map areas for redevelopment as outlined in Chapter 2: Community Character.	OG	✓	This initiative was accomplished in the Southside Area, South Knoll, and Eastgate plans.
3.2	Redevelopment. Utilize neighborhood plans to further identify appropriate infill and redevelopment options, as well as to develop appropriate protection options for redevelopment that is incompatible with neighborhood plans.	IP	OG++	This is reflected in the redevelopment area designations in the Future Land Use map.
3.3	Gentrification. Create methods to identify, track, and minimize the undesirable effects of gentrification in established neighborhoods.	N/A	N/A	Nothing to note.
3.4	Compatible Infill. Establish development regulations to address the compatibility of infill or redevelopment in established neighborhoods and the transition of land uses around the fringes of such neighborhoods, including regulations relating to height, setback, buffering, architectural style, lot coverage, landscape protection, and other development standards.	--	OG++	Buffering, landscaping, and height protection ordinances added and refined in recent years. The single-family height protection was modified in 2018.
3.5	Regulatory Obstacles. Evaluate City codes to identify and remove regulatory obstacles to desired, compatible infill development and revitalization activity.	--	✓	For the last couple of years PDS has been working to streamline the UDO under P&Z's direction.

Strategy 4: Develop, implement and maintain, through regular review, neighborhood plans.

Action		Progress Assessment		Progress Description
		5-year	Current	
4.1	Neighborhood Programming. Establish a neighborhood program that provides a single point of entry into the City organization oriented to addressing neighborhood issues and coordination of all City programs.	✓	✓	Neighborhood Services serves as the go-to point of contact for residents.
4.2	Public Engagement. Create communication, education, and training programs for neighborhood representatives to encourage stability, cross-communication, and development of skills to help neighborhoods make the best use of the resources available to them.	✓	OG++	Training is available. Services such as the Neighborhood eNewsletter and Seminar Suppers keep associations active and informed.

	Develop programs to increase public engagement in the planning process to keep citizens aware of development issues as they arise so that there is adequate time for review and understanding by the citizens before construction occurs.			
4.3	Data Monitoring. Improve data collection and mapping regarding neighborhood opportunities and challenges.	IP	--	Nothing to note.
4.4	Neighborhood Specific Planning. Establish neighborhood-specific plans which provide clear guidance for evaluating the appropriateness and compatibility of individual developments and their particular intensities and impacts within the context of the existing, desired community identity and conditions.	OG	OG+	Accomplished for the six neighborhood/district plans established.
4.5	Character-Based Development. Adopt a character-based approach to development regulation as outlined in Chapter 2: Community Character to increase flexibility and ease and encourage the implementation of planned developments which feature mixing of housing types and integration of other supportive uses and neighborhood amenities in a well-designed setting.	N/A	N/A	Not pursued.

Chapter 4: Economic Development

As recommended in 5-year Evaluation and Appraisal, Chapter 4 was replaced with the adopted Economic Development Master Plan (2013). That master plan contains a set of recommendations and actions around six strategic initiatives.

1. Sustain and Enhance Quality of Life
2. Support and Partner with Texas A&M University and the Texas A&M University System
3. Support Retail Development
4. Support and Stimulate Biotechnology Research and Advanced Manufacturing
5. Support and Stimulate Health and Wellness Market; and
6. Support and Stimulate Sports, Entertainment, and Hospitality Market

An update to the Economic Development Master Plan was adopted in May 2020.

Chapter 5: Parks, Greenways and the Arts

Goal: “diversity of parks, greenways and the arts for leisure and recreation as well as for entertainment, education and culture to achieve a high quality of life for all residents and visitors.”

Strategy 1: Maintain and expand the parks and recreation system as well as its facilities and programs consistent with growth expectations.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Plan Update. Complete an update of the 2003 Recreation, Park, and Open Space Master Plan.	✓	✓	Accomplished in 2011. The current plan spans 2011-2020. Another update is launching in late 2020 through 2021.
1.2	Needs Assessment. In addition to periodic plan review and updates, a comprehensive, community-wide needs assessment should be completed at least every five years to evaluate facilities and programs provided by the Parks and Recreation Department.	OG	OG++	Parks conducts needs assessments and will continue to do so with their Master Plan update.
1.3	Secure more Parkland. Continue to provide adequate land for future neighborhood, community, and regional park development. The Parkland Dedication Ordinance should continue to ensure community and neighborhood parkland dedication in the City limits and the Extraterritorial Jurisdiction. Additional methods should be used to supplement this effort in order to acquire prime parkland that is quickly disappearing through land development. This can be achieved through the Capital Improvements Program, public and private partnerships, and grants.	OG	OG++	Linear Park are now being accepted for parkland dedication which are helping to boost the trail system in College Station.
1.4	Park Development and Enhancement. Invest in the rejuvenation of existing parks as well as complete improvements already detailed in previously approved master plans for specific parks and recreation facilities. Also develop additional master plans as appropriate (e.g., for future park development in the vicinity of the Rock Prairie Landfill once it closes, and for a skate park).	OG	OG+	Parks such as Brothers Pond and Crompton, along with many others, have undergone revitalization projects to replace and enhance the on-site amenities. New parks have come into the system since the Plan's adoption such as Castlerock and Reatta Meadows. Design for the Southeast Community Park is completed and construction timing is to be determined.

1.5	New and Enhanced Programs. Pursue new programs and ongoing priorities that meet the needs of a growing and changing population.	OG	OG++	The Parks & Recreation Department provides educational and activity-based programs.
1.6	Coordinated Improvements and Programming. Implement new and improved facilities and programs with other agencies and entities where mutually beneficial partnership opportunities are available.	OG	OG+	YMCA partnerships have been discussed.
1.7	Role of the Private Sector. Encourage the provision of parks facilities and programs that are unique or where demand exceeds supply through private sponsorship or investment such as additional swimming pools, a water park, or athletic fields.	OG	--	Nothing to note.
1.8	Park Maintenance. Further refine park maintenance standards that address growing needs of parks and facilities by optimizing and re-evaluating level of service standards.	✓	✓	Maintenance standards have been developed and are included in the Parks and Recreation Master Plan.
1.9	Communication and Marketing. Enhance awareness and accessibility to programs and facilities through the City's website, publications and media outlets.	OG	OG++	In 2019, the Parks webpage was replaced. The Parks Guide is produced twice per year which provides details on upcoming Parks events and facility information, as well as additional information about other City services.
1.10	Resource Protection and Sustainability. Continue to program and budget for streetscape and gateway projects that include the planting of native trees and other vegetation to improve neighborhoods, transportation corridors and other public places to create a greener City.	OG	OG+	The City has worked with TxDOT to provide street trees. The City currently allows limited landscaping in the right of way or adjacent easements.

Strategy 2: *Preserve and enhance the greenways system of linear open spaces and trails for their intrinsic and functional value.*

Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Plan Update. Complete an update to the 1999 Greenways Master Plan.	✓	✓	The Greenways Master Plan was incorporated into the Bicycle, Pedestrian, and Greenways (BPG) Master Plan that was created in 2010. The Plan was updated in 2018.
2.2	Target Natural Corridors. Designate key areas as "natural corridors" for phased greenway acquisition and development (specifically, the portion of Carter Creek from University Drive (SH 60) to the confluence with the Navasota River, and Lick Creek,	✓	OG++	Natural corridors were designated in the BPG Master Plan. Property has been acquired along various creek corridors including over 100 acres along Carter Creek.. Additional property is still needed in fee simple or public access easements for proposed trails along various corridors.

	from Pebble Creek Subdivision to the confluence with the Navasota River).			
2.3	Focus on Acquisition. Determine additional methods to secure greenways that will help to establish the system. Utilization of grants, public and private partnerships, and the Capital Improvements Program should continue. Building incentives that encourage developers to design and build greenway trails. Connections between developments should be explored, as well as overlay zones, annexation opportunities and conservation easements.	OG	OG++	The Bicycle, Pedestrian, and Greenways Master Plan highlighted methods to protect greenways. They include private ownership using land use and zoning regulations, private ownership with public access easements where trails are proposed and public ownership when other methods won't protect the greenway. All methods are being used. Developers are also now using parkland development funds to design and construct trails.
2.4	Amend Ordinances. Amend the drainage ordinance to include corridor widths and channel guidelines to protect greenways. Amend the Parkland Dedication Ordinance to complement recreation opportunities available in greenways.	--	N/A	Riparian area protection was explored by staff in 2009 but no direction was given to move forward at that time. The Parkland Dedication Ordinance was updated in 2019.
2.5	Implement Key Connections. Create connections between key elements of the parks and recreation system and key destinations.	--	OG++	Key connections have been completed in different areas of the City to link parks using the trail system. Examples include the trail along FM 2818 that connects Bee Creek Park and to Southwest Park and a recent connection between Larry Ringer Library and Georgie K Fitch Park.
2.6	Careful Design and Accessibility. Design and construct sustainable and accessible trails that minimize environmental impact and promote scenic views and special features. Encourage developments that are oriented towards and designed for accessibility to greenway trails.	OG	OG	On-going. Trails are required to be built using concrete.
2.7	Attention to Maintenance. Develop maintenance standards for greenways and trails. Costs of ongoing maintenance should be addressed through initial budgeting for new or extended greenway segments.	--	OG++	Draft standards were developed with staff and need to be finalized
2.8	Coordination at all Levels. Promote cross-jurisdictional and inter-agency coordination on greenways acquisition, maintenance, funding and network expansion. Encourage neighborhood associations and other organizations to assist with upkeep (adoption programs) and inventory (wildlife, vegetation, wetlands and other natural features).	OG	OG++	The creation of the Metropolitan Planning Organization Active Transportation Advisory Panel has created additional inter-agency coordination and planning. This includes collaboration with the City of Bryan and Texas A&M University on planning key connections across jurisdictions. The Adopt-A-Greenway program was created to encourage individuals and organizations to help keep our greenways and parks clean.

Strategy 3: *Create and promote the arts through entertainment, educational and cultural opportunities that serve a variety of interests and abilities.*

Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Leadership and Partnership. Continue the City's direct engagement, promotion and support of local and regional arts through representation on the Board of Directors of the Arts Council of Brazos Valley (ACBV), and through direct annual budget allocations to the Arts Council of Brazos Valley from the City's hotel occupancy tax revenue.	OG	✓	Art installations have been focused at Veteran's Park and Northgate since Plan adoption.
3.2	Facility Potential. Determine whether the City, potentially in coordination with one or more other partners, should develop a performing arts facility. It should also be determined whether the City's anticipated new convention center (to be at the redeveloped Chimney Hill Shopping Center on University Drive) can and will include a performing arts component with appropriate space and design (e.g., theater/stage size and seating range, potential dual large and small performance spaces), either initially or through potential future expansion phases.	✓	N/A	Nothing to note.
3.3	Wolf Pen Creek District. Continue to promote the multi-purpose mission of the Wolf Pen Creek District, particularly the City's intent as an area to live, work, and play.	OG	N/A	Nothing to note. The portion of the park closer to Dartmouth was developed as an outdoor event space with a trail and lighting.
3.4	Northgate Promotion. Continue to implement the Northgate Redevelopment Implementation Plan, particularly as it relates to promotion of a live music scene in the area, and especially to provide opportunities for local talent.	N/A	N/A	Nothing to note.
3.5	Redevelopment Opportunities. Through anticipated redevelopment activity in coming years, especially where older apartment blocks are likely to be redone in similar or new land uses and/or use mixes, monitor opportunities to incorporate arts space or other components into redeveloped sites.	--	--	Nothing to note.

3.6	Arts Related Programming. Continue the City's role in nurturing young local artists and offering leisure and educational activities to adults and seniors, such as through the Senior Xtra Education program.	OG	OG+	Nothing to note.
3.7	Direct Promotion. Continue direct promotion of local cultural and entertainment offerings through the City's own website, and in coordination with the Bryan-College Station Convention & Visitors Bureau.	OG	OG++	The City promotes local arts and entertainment through the City's updated website and social media. The City collaborates with Experience BCS, the Arts Council, and other organizations to promote local and community-wide events and entertainment.
3.8	City Staff Support. Continue to provide direct staff support for arts and cultural offerings.	OG	OG++	Nothing to note.
3.9	Public Art. The City should continue to support a community-wide installation and maintenance program in conjunction with the Arts Council of Brazos County, the City of Bryan, Texas A&M University, Brazos Valley, and the Texas Department of Transportation.	OG	OG+	Installations have been focused in Veteran's Park and Northgate.

Chapter 6: Transportation

Goal: "improved mobility through a safe, efficient, and well-connected multimodal transportation system designed to be sensitive to the surrounding land uses"

Strategy 1: Develop, implement and maintain, through regular review, a multi-modal transportation plan that supports the planned growth and development pattern.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Thoroughfare Plan. Adopt and implement the Thoroughfare Plan.	OG		The plan was adopted with the 2009 Comprehensive plan and later updated with the MPO 2050 Thoroughfare Concept.
1.2	Future Planning. Amend the Thoroughfare Plan as necessary as neighborhood, district, corridor, and master plans are adopted by the City.	OG	OG++	Periodic amendments have been approved by Council to make incremental adjustments to keep the plan responsive and relevant.
1.3	Project Programming. Maintain and amend as necessary the City's various programs (Bryan-College Station Metropolitan Planning Organization Transportation Improvement Program, Capital Improvements Program, etc.) used to fund projects.	OG	OG++	Updates are made as needed.
1.4	Monitor Trends. Continue to collect and monitor transportation data	OG	OG+	Limited monitoring occurs with Existing Conditions reports, updates to the Bike-Ped-Greenways Master

	including vehicle miles traveled, traffic counts, levels of service, transit ridership, and pedestrian and bicycle facility usage, crashes.			Plan, TIAs as submitted, and warrant studies as performed by Public Works.
1.5	Context Sensitive Solutions. Amend as necessary, the various tools used to implement the Thoroughfare Plan to ensure context sensitive solutions are employed. These include the Unified Development Ordinance, the Bryan-College Station Unified Design Guidelines, and the City's project development process.	OG	OG+	Block length ordinance have been amended to increase block lengths for medium-density residential development (2013). A Public Way option was created to allow for private street development to supplement the Thoroughfare Plan while not adding to the City's maintenance (2011). Revised right-of-way widths were provided in the 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.

Strategy 2: Reduce and manage traffic congestion.				
Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Thoroughfare Plan. Adopt and implement the Thoroughfare Plan.	OG	✓	The plan was adopted with the 2009 Comprehensive plan and later updated in 2015 and 2017.
2.2	Monitor Trends. Continue to collect and monitor transportation data including vehicle miles traveled, traffic counts, levels of service, transit ridership, and pedestrian and bicycle facility usage, crashes.	OG	OG+	This is a continuous effort on behalf of the Traffic Engineer. Additional data is collected in regards to the bike and pedestrian activity through the annual Community Survey conducted by the City Manager's office.
2.3	Access Management. Promote access management strategies where appropriate to preserve modal efficiency throughout the thoroughfare system.	OG		Nothing to note.
2.4	Traffic Control Technology. Install a state-of-the-art computerized traffic control system including signal synchronization.	IP	✓	A system is now in place and is monitored by City Staff.
2.5	Travel Demand Management. Develop and implement a travel demand management program including real-time traffic information, traffic incident alerts, ridesharing programs, promotion of flexible work schedules, and encouragement of dense mixed-use development.	--	OG+	This effort has been aided by the popularization and real-time traffic information available through phone applications such as Apple Maps, Google Maps, and Waze. Rideshare companies such as Lyft and Uber have been accommodated in areas such as Northgate to promote ridership.
2.6	Intersection Improvements. Continue enhancements and upgrades at intersections to improve multi-modal efficiency.	OG	OG+	City has made strides in adding signalized pedestrian crossings that are visually-impaired assessable.

Strategy 3: Develop and implement context sensitive transportation solutions.				
Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Thoroughfare Plan. Adopt and implement the Thoroughfare Plan.	OG	✓	The plan was adopted with the 2009 Comprehensive plan and later updated in 2015 and 2017.
3.2	Future Planning. Amend the Thoroughfare Plan as necessary as neighborhood, district, corridor, and master plans are adopted by the City.	OG	OG++	Periodic amendments have been approved by Council to make incremental adjustments to keep the plan responsive and relevant.
3.3	Context Sensitive Solutions. Amend, as necessary, the various tools used to implement the Thoroughfare Plan to ensure context sensitive solutions are employed. These include the Unified Development Ordinance, the Bryan-College Station Unified Design Guidelines, and the City's project development process.	OG	OG+	Context Sensitive Solutions were added to the UDO. Revised right-of-way widths were provided in the 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.
3.4	Bicycle and Pedestrian Planning. Amend and implement the bicycle and pedestrian system master plans.	OG	OG++	The Bicycle, Pedestrian and Greenways Master Plan was created in 2010 and amended in 2018.
3.5	Transit. Pursue opportunities with the current transit providers to expand and enhance transit services within and between activity centers and dense residential areas, concentrations of student housing, etc.	--	OG+	The Brazos Transit District has updated their fleet. New covered bus stops have been added for TAMU and limited district locations (i.e. Wolf Pen Creek on Holleman Drive and at the Lincoln Center (under construction)). BTD is working to transition from a "flag stop" model to fixed-stop locations.
3.6	Project Programming. Maintain and amend as necessary the City's various programs (Bryan-College Station Metropolitan Planning Organization Transportation Improvement Program, and Capital Improvements Program) used to fund projects.	OG	OG++	Block length ordinance have been amended to increase block lengths for medium-density residential development (2013). A Public Way option was created to allow for private street development to supplement the Thoroughfare Plan while not adding to the City's maintenance (2011).
3.7	Primary Mobility Corridors. Adopt and implement the context sensitive approach identified in this Plan for identified primary mobility corridors.	OG	OG+	Revised right-of-way widths were provided in the 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.
3.8	Rehabilitation Projects. Adopt and implement the context sensitive approach identified in this Plan for rehabilitation projects located within established neighborhoods or districts.	OG	OG+	Revised right-of-way widths were provided in the 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.
3.9	Right-of-way Constrained Projects. Adopt and implement a context sensitive approach and decision matrix for City projects where the available right-of-way is constrained.	OG	OG+	Revised right-of-way widths were provided in the 2012 version of BCS Unified Design Guidelines. Street cross sections were updated and simplified in 2015 but have not yet been incorporated into the BCS Unified Design Guidelines.

Strategy 4: Promote and invest in alternative transportation options.

Action		Progress Assessment		Progress Description
		5-year	Current	
4.1	Thoroughfare Plan. Adopt and implement the Thoroughfare Plan.	OG	✓	The plan was adopted with the 2009 Comprehensive plan and later updated in 2015 and 2017.
4.2	Commuter Rail. Continue to participate in the Texas High Speed Rail Initiative and similar efforts to bring commuter rail services to the City.	OG	OG++	The City has publicly stated its support of the passenger rail from Dallas to Houston. The anticipated stop between these cities is Roans Prairie. The City will continue to monitor these efforts.
4.3	Future Planning. Amend the Thoroughfare Plan as necessary as neighborhood, district, corridor, and master plans are adopted by the City.	OG	OG++	Periodic amendments have been approved by Council to make incremental adjustments to keep the plan responsive and relevant.
4.4	Context Sensitive Solutions. Amend, as necessary, the various tools used to implement the Thoroughfare Plan to ensure context sensitive solutions are employed. These include the Unified Development Ordinance, the Bryan-College Station Unified Design Guidelines, and the City's project development process.	OG	OG+	The UDO and BCS Design guidelines were updated to include context-sensitive solutions. These requirements have been reduced over time.
4.5	Bicycle and Pedestrian. Amend and implement the bicycle and pedestrian system master plans.	OG	OG++	Adopted in 2010. Updated in 2018.
4.6	Transit. Pursue opportunities with the current transit providers to expand and enhance transit services within and between activity centers and dense residential areas, and concentrations of student housing.	--	OG+	Community Development Block Grant funds have been utilized to fund an additional bus stop near the Lincoln Center. Additional adjustments have been made to the Brazos Transit District and TAMU bus system routes to accommodate for new development. The addition of Veoride, and associated ordinances to allow rideshare bicycles, has aided in availability of transit options. Accommodations are made for rideshare programs such as Uber and Lift in Northgate thus reducing the number of intoxicated drivers and alleviating the need for new parking options. The District is moving to a designated-stop pick-up system in lieu of the current at-will system.
4.7	Project Programming. Maintain and amend as necessary the City's various programs (Bryan-College Station Metropolitan Planning Organization Transportation Improvement Program, and Capital Improvements Program) used to fund projects.	OG	OG++	On-going effort The Planning and Zoning Commission was brought into the CIP decision making process to oversee Comp Plan implementation in 2010.

Strategy 5: Balance changes in land use with the capabilities of the transportation system.				
Action		Progress Assessment		Progress Description
		5-year	Current	
5.1	Use of Future Land Use & Character Map. Adopt and implement the Future Land Use & Character map contained in this Plan.	OG	✓	Adopted with the Comprehensive Plan in 2009.
5.2	Land Use and Development Review. Continue to evaluate the capacity of the existing and proposed transportation system in Comprehensive Plan amendments, rezoning requests, and site plan reviews.	OG	OG++	Both the existing conditions and future/proposed build-out of the supporting roadway system is evaluated and taken into consideration with each development and Comprehensive Plan amendment request. This evaluation is included in each Staff Report provided to Planning and Zoning Commission and City Council to enable informed decision making.
5.3	Traffic Impact Analysis. Require traffic impact analyses for all development proposals anticipated to generate significant volumes of traffic.	OG	✓	A traffic impact analysis or letter is required to be submitted with all qualifying developments as part of Preliminary Plan, Final Plat, and/or Site Plan submittal.
5.4	Monitor Trends. Continue to collect and monitor transportation data including vehicle miles traveled, traffic counts, levels of service, transit ridership, and bicycle and pedestrian facility usage, crashes.	OG	OG+	Limited monitoring occurs with Existing Conditions report, updates to the Bike-Ped-Greenways Master Plan, TIAs as submitted, and warrant studies as performed by Public Works.

Chapter 7: Municipal Services & Community Facilities

Goal: “municipal facilities that meet community needs, contribute to community character, are sensitive to the surrounding land uses, and provide exceptional municipal services.”

Strategy 1: Maintain existing infrastructure.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Focus on Infill. Concentrate municipal services and facilities in infill areas versus fragmenting services.	IP	OG++	The new Police Station is located off Krenak Tap Road near other municipal facilities. The new City Hall is currently under construction and located adjacent to the existing complex. The Larry Ringer Library was recently expanded on its existing site.
1.2	Rehabilitation. Invest in the sensitive rehabilitation of older water, sanitary sewer, electric, drainage, and other infrastructure in the City's oldest neighborhoods to maintain their viability and attractiveness for private property owners and homeowners.	OG	OG++	The 2010 Water System Master Plan identified existing service areas needing rehabilitations. Since then, numerous projects have undergone replacement in the Southside and Eastgate areas. The master plan was updated in 2017. Roadway maintenance fees were adopted in Fall 2016 to help provide funds for street maintenance and rehabilitation.

Strategy 2: Develop, implement and maintain, through regular review, facilities and service master plans that support the planned growth and development pattern.

Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Land Use Planning. Establish a Land Use Plan that will meet the needs of the growing population through the planning horizon, while being mindful of growth limitations such as a lack of public infrastructure and services.	IP	✓	Accomplished with the adoption of the Plan.
2.2	Rehabilitation. Invest in the sensitive rehabilitation of older water, sanitary sewer, electric, drainage, and other infrastructure in the City's oldest neighborhoods to maintain their viability and attractiveness for private property owners and homeowners.	OG	OG++	The 2010 Water System Master Plan identified existing service areas needing rehabilitations. Since then, numerous projects have undergone replacement in the Southside and Eastgate areas. The master plan was updated in 2017. Roadway maintenance fees were adopted in Fall 2016 to help provide funds for street maintenance and rehabilitation.
2.3	Service upon Annexation. Develop plans for the expansion of municipal services in conjunction with annexation plans to ensure that the City is prepared to serve its residents upon annexation.	OG	OG+	In 2010 the Water System Master Plan and Waste Water Master Plan were adopted which identified growth areas, these plans were updated in 2017. This guidance has resulted in new facilities to accommodate current and anticipated growth in the central and south College Station area. Per the Texas legislative changes to Annexation, utility expansions will occur in the future through development agreements and municipal utility districts.
2.4	Keep Master Plans Current. Continue to re-evaluate and update, as needed, key master plans every 3-5 years (water, wastewater, storm water, drainage management, solid waste, electric, Police, Fire).	OG	OG++	The Water System Master Plan and Waste Water Master Plan were updated in 2017. The Electric Utility System Master Plan was revised in 2019, and is currently undergoing an additional update.
2.5	Plan for Future Facilities. Develop a comprehensive facilities plan that meets the future space and functional needs of City employees as well as the desired community space needs.	IP	OG+	Though a comprehensive facilities plan has not been assembled, individual departments have overseen their needs.

Strategy 3: Maintain exemplary levels of municipal services.

Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Accreditations. Pursue and receive accreditations City-wide.	OG	OG++	The City has national accreditations in police, fire, EMS, public safety communications, parks, water, and public works. Fiscal Services and Planning & Development Services annually receive excellence awards.
3.2	City-wide Wi-Fi. Determine feasibility of a City-wide, public "wi-fi" network (possibly in partnership with the City of Bryan and/or Texas A&M University).	IP	OG+	The City provides free public wi-fi at Veteran's Park and City Hall.
3.3	Water Standards. Meet or exceed State water quality standards for area streams, and maintain exemplary level	OG	OG++	Achieved annually. Continue to expand services with new wells and above-ground storage tanks.

	of public drinking water quality and associated monitoring.			
3.4	Storm Water Management. Adhere to and require effective storm water management practices.	OG	OG++	Adopted a No Adverse Impact requirement to limit run-off from new development. The City developed a Stormwater Management Program (SWMP) in accordance with requirements of the municipal separate storm sewer systems (MS4) program to manage stormwater discharges.
3.5	Economical Service. Plan utility infrastructure and services and approve development only in areas that can be reliably and economically served within the City's capabilities.	OG	OG+	Nothing to note. By extending utilities to support greenfield "growth areas" we have encouraged the southward spread of College Station and its population.
3.6	Regional Cooperation. Continue regional cooperation on solid waste management, and consider opportunities to consolidate or better coordinate other utility services with other area governments or service providers.	OG	OG++	The Rock Prairie landfill stopped accepting waste in 2011 and was replaced by the Twin Oaks, located on Hwy 30 near Carlos, in 2011. The City entered into an ILA with the City of Bryan to serve the Biomedical District in west College Station.
3.7	Excellent Service. Maintain commitment to an excellent level of system operation and customer service for all City utilities and services.	OG	OG++	Achieved daily. Customer service is recognized for its excellent dedication to public safety and information security.

Strategy 4: Expand municipal services and facilities consistent with growth expectations and to support the planned growth and development pattern				
Action		Progress Assessment		Progress Description
		5-year	Current	
4.1	Consolidated Facilities. Establish consolidated facilities for storage and maintenance of service vehicles and equipment, records storage, materials storage and other needs in locations that are accessible to areas served.	--	--	Nothing to note.
4.2	Character of Public Buildings. Design and construct public buildings, facilities and improvements, including a new City Hall, which reflect the character of their surroundings, blend well into existing neighborhoods and districts, and help to establish an identity and quality standard for newly-developing areas of the City.	IP	OG++	All City projects are required to meet all development standards. Since the adoption of the Plan, three fire station of exemplary design have been constructed. Each also provide additional small-scale meeting space that may be used by the community. The new Fire Station, Police Station, Larry Ringer Library expansion, and City Hall, which is currently under construction, exhibit an architectural style that will be carried through future projects.
4.3	School Facilities. Communicate with College Station Independent School District on facility coordination opportunities, especially to locate new elementary schools within neighborhoods whenever possible, and to ensure safe/walkable areas around schools.	OG	OG+	The CSISD voluntarily complies with development regulations for the City. Staff works with them through the Safe Routes to School Program to install sidewalks along areas utilized by students.

4.4	Coordinated Improvements. Capitalize on opportunities to achieve multiple community objectives through major infrastructure projects, such as coordinated road improvements, utility and drainage upgrades, sidewalk rehabilitation / installation / extensions, and streetscape enhancement.	OG	OG++	The CIP department coordinates the needs of all services providers in the City of College Station network to ensure communication is open and design/ construction funds are maximized to meet their needs.
4.5	Promote Infill and Redevelopment. Program utility improvements and extensions to promote infill and redevelopment versus expansion of the urbanized area.	OG	OG++	Infill development is being encouraged through rehabilitation projects and expansion is encouraged through the extension of utilities.
4.6	Electric Infrastructure. Continue phased implementation of the long-range Electric Transmission Plan, along with other area partners, to ensure adequate and reliable supply to serve anticipated growth and to maintain College Station Utilities' capability for rapid response to system outages.	OG	OG++	While a specific long-range Electric Transmission Plan has not been created, the City coordinates with other areas partners to provide adequate and reliable services.
4.7	Water Infrastructure. Continue phased expansion of water supply resources and associated production capabilities to meet shorter-term peak demands, as well as forecasted longer-term needs.	OG	OG++	The City has constructed new water wells to increase capacity and contacts high-demand water users to help identify ways to reduce use.
4.8	Public Safety. Expand public safety facilities, including a satellite Police station in southern College Station and strategically placed Fire Stations, in order to provide adequate service and response times.	OG	OG++	Three fire stations have been constructed since the adoption of the Plan. The satellite Police station idea was explored and was not preferred. A new Police Station has been constructed on Dartmouth Street.

Strategy 5: Promote facilities and services delivery practices that encourage resource conservation and protection.				
Action		Progress Assessment		Progress Description
		5-year	Current	
5.1	Resource Conservation. Determine practical ways to reduce energy consumption and implement resource conservation strategies in all areas of municipal service provision.	OG	OG+	Nothing to note.
5.2	Runoff. Limit the impacts of urban runoff on area creeks and bodies of water.	OG	OG++	The City adopted a No Adverse Impact requirement to limit run-off from new development. The City developed a Stormwater Management Program (SWMP) in accordance with requirements of the municipal separate storm sewer systems (MS4) program to manage stormwater discharges.

5.3	Green College Station. Implement Green College Station initiatives and use “green” technologies and practices to reduce utility consumption, operate more efficiently, and limit facility impacts on nearby areas of the community.	OG	OG+	Solar panel and other rebates offered for energy efficient appliances and upgrades
5.4	Water Conservation. Pursue and support local water conservation and re-use initiatives, specifically including the reuse of water to irrigate City facilities.	OG	OG+	Continuous outreach and education is undergone by City Staff to promote water conservation. A proclamation was made by the Mayor declaring June “Water Conservation Awareness” month. Veteran’s Park has graywater reuse for irrigation.
5.5	Recycling. Promote solid waste reduction and recycling by residents, businesses, and local institutions, through the creation of initiatives that provide residents a convenient means of disposing of household hazardous waste.	OG	OG+	The City has implemented a single-stream recycling program and hosts semi-annual hazardous household waste drop-off events.
5.6	Consolidated Services. Identify ways to consolidate service delivery and create efficiencies in City government by minimizing sprawl and reducing service delivery costs.	OG	--	Nothing to note.

Chapter 8: Growth Management

Goal: “ensure fiscally responsible and carefully managed development aligned with growth expectations and in concert with the ability to deliver infrastructure and services in a safe, timely, and effective manner.”

Strategy 1: Identify land use needs based on projected population growth.				
Action		Progress Assessment		Progress Description
		5-year	Current	
1.1	Strategic Land Use Planning. Delineate planned growth areas and protection areas by assigning appropriate character classifications (e.g., urban and suburban versus rural) for the 20-year planning horizon, through the Future Land Use & Character map in the Comprehensive Plan.	OG	OG++	Accomplished. The NAP Natural Areas Protected land use designation could be further clarified with newer FEMA information in applicable areas.
1.2	Holding Area Zoning. Ensure that the growth timing aspect of municipal zoning is employed effectively by establishing a direct link between character areas indicated on the Future Land Use & Character map	OG	OG++	Timing of development is taken into consideration with a request to change zoning. This information is provided as part of a professional recommendation given to City Council by Staff.

	and the development intensity permitted in these areas through the zoning map and Unified Development Ordinance provisions.			
1.3	Zoning Integrity. Guard against zoning map amendments that, cumulatively, can lead to extensive residential development in growth areas without adequate land reserves for a balance of commercial, public, and recreational uses.	OG	OG++	Accomplished. This is taken into considered with each request to change zoning. This information is provided as part of a professional recommendation given to City Council by staff.
1.4	University Coordination. Coordinate with Texas A&M University and Blinn College concerning their projected enrollment growth and associated faculty/staff increases to plan effectively for the implications of further off-campus housing demand.	OG	OG+	Ongoing to the extent possible under current communication constraints, which are reducing constantly.
1.5	Monitor Trends. In conjunction with periodic review of the Comprehensive Plan, identify market shifts that could have implications for desired housing types, retail or other commercial offerings, and particular public service and recreational needs.	OG	OG	Accomplished. The increased number of student-focused single-family housing developments is impacting the mulit-family market. Short-term rentals are impacting the viability of the hotel stock. Online shopping is impacting the brick-and-mortar retail establishments.

Strategy 2: Align public investments with the planned growth and development pattern.				
Action		Progress Assessment		Progress Description
		5-year	Current	
2.1	Coordinated Planning. Ensure that the strategies and actions of this Comprehensive Plan carry through to the City's master plans. The City master plan updates should include provisions that relate directly to the City's Future Land Use & Character Plan (e.g., future utility master plans; Recreation, Park, and Open Space Master Plan; Bicycle, Pedestrian and Greenways Master Plan).	OG	OG++	Accomplished.
2.2	Certificate of Convenience and Necessity Boundary Extensions. Extend the City's service area for sanitary sewer (the Certificate of Convenience and Necessity boundary) into the Extraterritorial Jurisdiction in an incremental and carefully timed manner, in concert with annexation activity and defined growth management objectives.	OG	OG+	Sewer extension was made following the Wellborn Community annexation and is also being extended to serve the Southern Pointe Development through MUD #1 at the former Texas Speedway location. There is also MUD #2 at Millican Reserve. Limited extension of public services have been made.

2.3	Strengthen the Water/Sanitary Sewer Extension Policy. Amend the water/sewer extension policy to require extensions to be consistent with the Future Land Use & Character Plan; the City's ongoing growth area planning; and the City's utility master plans and multiyear Capital Improvement Plan.	--	✓	The Water/Sanitary Sewer Extension Policy was updated. Further updates may be desired based on changes to state annexation laws.
2.4	Oversize Participation. Establish criteria to evaluate the fiscal impact and cost effectiveness of proposed over-sizing commitments by the City.	--	✓	The City provides funds to oversize infrastructure as needed and appropriate to meet the City's long term water, sanitary sewer, and transportation plans.
2.5	Capital Improvements Programming. Expand municipal facilities consistent with growth expectations and to support the desired growth and development pattern.	OG	OG++	Three new fire stations have been constructed to serving a growing/spreading population. A new Police Station has been constructed on Dartmouth Street. The new City Hall, located adjacent to the existing site, is currently under construction.
2.6	Impact Fees. Extend water and wastewater impact fees into new, targeted growth areas in the Extraterritorial Jurisdiction. Also, establish road impact fees within the City as authorized by Texas statute.	--	✓	City-wide impact fees for water, sanitary sewer, and roadways were adopted in 2016. Future evaluation of impact fees will occur at regular intervals per Texas statute.
2.7	Traffic Impact Analysis. Protect road capacity and safety by strengthening requirements for Traffic Impact Analyses when proposed developments exceed a designated size or projected trip generation. Provisions for analysis and potential mitigation should be extended to significant single-family residential developments as requirements in the Unified Development Ordinance currently apply only to non-residential and multi-family projects.	--	OG++	The ordinance to require TIAs for single-family development was adopted in 2016. Further evaluation should be undertaken to refine mitigation thresholds and consider inclusion of site and multimodal provisions.
2.8	Parkland Dedication. In follow-up to the City's extension of parkland dedication requirements into the Extraterritorial Jurisdiction, monitor the program parameters to ensure desired outcomes.	OG	OG+	The monitoring of the Parkland dedication funds has been tighter in recent years due to the expiration of funds for a large development.
2.9	Interlocal Cooperation. Pursue interlocal cooperation agreements with Brazos, Grimes, and Burleson counties; City of Bryan; Texas A&M University; and other service providers, as appropriate. Such agreements can address coordination of subdivision review, thoroughfare planning, floodplain management, and utility	OG	OG+	Communication and coordination between the City of Bryan and Brazos County has improved in recent years. Additional communication has led to better enforcement of regulations in the ETJ and consistent road design between the cities.

	and other service provision, among other matters of mutual interest.			
--	--	--	--	--

Strategy 3: Balance the availability of and desire for new development areas with redevelopment and infill opportunities.				
Action		Progress Assessment		Progress Description
		5-year	Current	
3.1	Infrastructure Investments. Invest in the necessary infrastructure to increase redevelopment potential for areas identified in Chapter 2: Community Character. Concentrating property development within the City makes efficient use of infrastructure and supports the City's Green College Station effort.	OG	OG++	Major utility and street rehabilitation projections have taken place in the Eastgate and Southside areas.
3.2	Holding Area Annexations. Use annexation to incorporate and appropriately zone areas to protect them from premature development. This strategy can also be employed in areas where the City wishes to maintain a rural character.	--	N/A	Several minor annexations have taken place since the plan adoption. However, in regards to strategic annexation, that has been limited to the annexation of the Wellborn Community in 2011. In recent times, MUD #1 has been established at the Texas Speedway location that requires development annexation at a future date. There is also MUD #2 at Millican Reserve. Future annexations have been limited by recent legislation.
3.3	Growth Area Targeting. Coordinate zoning, capital improvement programming, and municipal services planning to prepare targeted growth areas as identified on the Concept Map in Chapter 2: Community Character.	--	OG	Water and sewer capacity has been increased to prepare for the development of growth areas.
3.4	Zoning in Support of Redevelopment. Together with other incentive measures, apply targeted zoning strategies to designated Redevelopment Areas identified on the Future Land Use & Character map. Options may include items such as reduced setbacks, waiver to height limitations, increased signage, increased density, reduced parking standards, and reduced impact fees.	--	OG+	Non-conformities section of the UDO was revised to allow more flexibility. Redevelopment areas have more flexibility in buffer requirements and height protections.

Strategy 4: Identify and implement growth management techniques for areas within the Extraterritorial Jurisdiction.

Action		Progress Assessment		Progress Description
		5-year	Current	
4.1	Intergovernmental Cooperation. Coordinate the City's regulatory strategy for rural lot sizes with efforts by the Brazos County Health Department to increase the minimum required lot size for allowing on-site sewer treatment systems from one acre to a larger size, as needed, to address public health and safety concerns.	N/A	--	Nothing to note.
4.2	Pursue Development Balance. Consider the development of regulations and fees that help level the playing field between in-City and Extraterritorial Jurisdiction development. Ensure that Extraterritorial Jurisdiction development contributes its fair share to the long-term costs of extending public infrastructure and services to fringe areas.	OG	OG	Nothing to note. Some parkland dedication requirements apply to the ETJ.
4.3	Growth Area Annexations. Pursue strategic annexations, if feasible from a fiscal and service provision standpoint, to extend the City's land use regulations to Extraterritorial Jurisdiction areas facing immediate and near-term development pressures. This should also include areas where City utilities have already been extended.	--	OG+	Several minor annexations have taken place since the plan adoption. However, in regards to strategic annexation, that has been limited to the annexation of the Wellborn Community in 2011. In recent times, MUD #1 has been established at the Texas Speedway location that requires development annexation at a future date. There is also MUD #2 at Millican Reserve. Future annexations have been limited by recent legislation.
4.4	Conservation Area Annexations. Pursue strategic annexations in areas not targeted for significant urban or suburban development in the near term. This enables the City to apply growth management measures to discourage premature and inappropriate development.	--	--	Several minor annexations have taken place since the plan adoption. However, in regards to strategic annexation, that has been limited to the annexation of the Wellborn Community in 2011. In recent times, MUD #1 has been established at the Texas Speedway location that requires development annexation at a future date. There is also MUD #2 at Millican Reserve. Future annexations have been limited by recent legislation.
4.5	Voluntary Annexations. Utilize the utility extension policy as a means to encourage landowners to agree to annexation by way of voluntary petition to protect the City's long-term interests in significant areas of the Extraterritorial Jurisdiction, such as along key transportation corridors.	OG	OG	Access to sewer is primary driver for property owners to petition annexation.
4.6	Non-Annexation Agreements. Target certain annexation efforts to areas	OG	OG	Accomplished until 2019.

	where land owners maintain a TEXAS TAX CODE exemption on their property for agricultural use. In such cases, the City must offer the property owner an opportunity to enter into a non-annexation development agreement with the City in lieu of annexation. This strategy can be an effective way of assuring limited development on the property for up to 15 years.			
4.7	Fiscal Impact Analysis. Continue to complete thorough cost-benefit analyses to evaluate all proposed annexations. Explore available fiscal impact models that provide a more robust analysis.	OG	OG	Accomplished with each annexation. The only large-scale annexation that has taken place since the plan adoption is the Wellborn Community. A fiscal analysis was created at that time. In 2019, legislation was passed limited the City's ability to initiate future annexations.
4.8	Land Conservation. In support of the Green College Station Action Plan, protect natural resources by recruiting land trusts and conservation organizations to consider acquisition and preservation of targeted open areas.	--	--	Nothing to note.

Strategy 5: Encourage and promote the redevelopment of land that is currently occupied by obsolete or non-functioning structures.

Action		Progress Assessment		Progress Description
		5-year	Current	
5.1	Redevelopment of Retail. Continue to emphasize redevelopment and revitalization opportunities for large retail sites such as Post Oak Mall and the vacant former grocery anchored retail center along South College Avenue near University Drive.	OG	OG+	Economic Development is attuned to this effort. The long-vacant science/research campus off State Highway 6 has been filled with a commercial entity.
5.2	Parking Management. Encourage residential, commercial and mixed development models in the City's targeted Redevelopment Areas, as identified on the Future Land Use & Character map, that focus on integration of structured parking to enable more productive use of the overall site in place of extensive surface parking.	OG	OG++	This option has been utilized, specifically in regards to Redevelopment Areas, at the Northpoint Crossing development, several others in Northgate, and the new Embassy Suites site on University Drive. The UDO parking requirements were revised in 2017 to be more flexible.
5.3	Zoning in Support of Redevelopment. Review the effectiveness of the Redevelopment District (RDD) overlay zoning. Specifically, determine whether the minimum 20-year age	--	OG+	The RDD overlay currently applies to only one site within the City (the Kohl's shopping center).

	requirement for pre-existing development is excessive or an obstacle. Consider applying the RDD zoning to designated Redevelopment Areas identified on the Future Land Use & Character map to encourage market-responsive development to occur at intersections of arterials within the City limits where there are significant amounts of underutilized lands.			
5.4	Density/Intensity Bonuses. Use the prospect of increased development yield (retail/office square footage and/or additional residential units in mixed-use developments) to entice redevelopment projects aiming for increased development intensity.	--	--	Discussions have taken place for both infill and redevelopment prospects. However, none have come to fruition to date.



Best Practices Report *January 23, 2020*

Part of *The Next 10* process is to consider potential best practices and planning innovations from other communities based on College Station's issues, assets, challenges, and future opportunities. Lessons learned from this research will inform recommendations for the Comprehensive Plan evaluation.

This report is intended as a resource to be used as the City considers updates to its Comprehensive Plan. It provides a set of twelve case studies of communities that have pursued a strategy or set of strategies that address one or more topics of interest to College Station. The case studies have been selected to offer potentially valuable thinking about similar challenges and opportunities. However, they should not be viewed as recommended solutions. While these issues exist in other communities, College Station is somewhat unique in its scale, its location, physical character, its culture, and the size and impact of Texas A&M University. Also, some topics that College Station is most interested in addressing, are those where there is not a clear "best practice" solution. For other topics, the complexity of issues requires multiple related strategies to be successful. In both of those cases, this report will highlight actions that communities are undertaking, while emphasizing the latest thinking about these emerging issues. The City should use this information to consider how it might apply similar concepts or approaches within its unique context.

Topics

1. **City-University cost sharing.** How have other college towns engaged and convinced their large public, State-run University to contribute to paying for the services they are using/needing?
2. **City-University coordination.** How could we continue to improve the University-City relationship to better manage growth?
3. **City-Student community building.** How can we build a stronger sense among University students that they are part of a larger community?
4. **City identity.** How could we create a stronger sense of place and community identity (internally and externally) to distinguish our City?
5. **Neighborhood character and student housing.** How do we better maintain the character of established neighborhoods with redevelopment pressure for student housing?

6. **Housing affordability.** How could we create more opportunities for new housing that is affordable to moderate income households, including families and young professionals?
7. **Redevelopment and infill development.** How do we encourage redevelopment or infill development?

Report Organization

This report is organized by the topics above. Twelve case studies organized by these topics provide examples of relevant strategies. Each case study describes the community challenge, the approach that was undertaken to address the challenge, and the impacts of that approach. Resources that provide further details and information of the case study are included in this report.

The first three topics and first four case studies address interrelated issues and are grouped together. Topics four through seven are each followed by two case studies.

Case Studies	Topics						
	1	2	3	4	5	6	7
Strategic Development Plan Implementation, University of Florida Gainesville, FL	✓	✓		✓			✓
Creative Campus, Columbus State Community College Columbus, OH	✓	✓					
Collaboration Corvallis Oregon State University and The City of Corvallis, OR	✓	✓	✓				
University of Alabama Master Plan Committee & Neighborhood Partnership Committee, University of Alabama Tuscaloosa, AL		✓	✓				
Nickel Plate District Fishers, IN				✓			
Branding Campaign Albuquerque, NM				✓			
Student Home Licensing and Neighborhood Sustainability Initiative State College, PA					✓		
College and University Neighborhoods District Waco, TX (Baylor University)					✓		
Georgia Initiative for Community Housing Athens-Clarke County, GA						✓	
My Chatt House, online pattern book and building plans Chattanooga, TN						✓	
Economic Development Partnership and Land Swap Lexington, KY							✓
Infill Incentive Program Yuma, AZ							✓

Topic 1: City-University cost sharing.

How have other college towns engaged and convinced their large public, State-run University to pay for the services they are using/needing? For example: Streets, Drainage, PD, Fire.

Context

Large, prestigious universities provide significant economic benefits to their surrounding communities. However, a rapidly growing institution, which is exempt from city taxes and most fees, can make it difficult for a city to establish and fund timely improvements to infrastructure and services. Texas A&M has been one of the fastest growing large public universities in the country over the past decade, so the challenge for College Station is unique in its magnitude.

The examples of public universities contributing financially to their host cities is relatively uncommon, but there are several different examples for College Station to consider. One method is financial partnership involving a payment by the university to reimburse a city for a specific expense (gameday policing for example) or to fund a specific project or program. Another method is a “payment-in-lieu-of-taxes” (PILOT) program. PILOT programs mostly apply to private institutions, however there are a handful of examples involving public universities (including Pennsylvania State University, The University of Iowa, and The University of Minnesota). The case studies that relate to this topic are examples of university’s contributing financial, intellectual, and programmatic resources to benefit the community and institution.

Most examples of university-city cost sharing appear to be initiated by the university, rather than the city. Financial partnerships arise out of a collaborative relationship (Topic 2) and or a university identified need to address community issues that directly impact the university’s ability to recruit or retain students, faculty, or research dollars.

Potential Strategies

1. **Partnerships and cost-sharing agreements for a specific initiative** – Collaborative programs or funding to address specific city and community issues or to facilitate development in a specific geography.
2. **Development entity supported by the institution** – A third party entity that receives funding from the institution to support development in a specific area.
3. **Payment-in-lieu-of-taxes (PILOT) program** – Voluntary payments made by tax-exempt nonprofits as a substitute for property taxes.

Topic 2: City-University coordination

How could we continue to improve the University-City relationship to better manage growth?

Topic 3: City-Student community building

How can we build a stronger sense among University students that they are part of a larger community?

Context

University-community partnerships offer institutions and the communities in which they are located, enormous potential for mutual benefit. Historically, many university-community relationships have been fraught with tension, are sporadic or redundant in nature, or have been limited by the whims of changing leadership. But that characterization may be changing. A 2019 study conducted by The University of Virginia's Thriving Cities Lab found that 95% of universities surveyed included a statement of support for city-university partnerships in their strategic plans. Examples of these partnerships have grown in the past two decades, but implementation success remains a challenge.

The City of College Station is interested in ways that it can build enduring, on-going relationships with Texas A&M University at multiple levels that endure even with respective organizational turnover. At another level is a desire to promote good relationships between students and residents. Such student-level community building has been shown to improve the likelihood that graduates will choose to stay in the area after graduation. It has also been shown to benefit the educational institution by improving student academic outcomes.

Potential Strategies

- 1. Partnership and cost sharing agreements** (as identified under topic 1)
- 2. Town / gown advisory boards or committees** – Organizations of city and university stakeholders that advise on issues of mutual concern.
- 3. Agreements to utilize university facilities** – Sharing policies that allow community groups access to university facilities.
- 4. “Good Neighbor” programs** – Initiatives designed to engage students living off-campus and other residents to improve relationships.
- 5. Signature events for students** – Events that provide opportunities for students to familiarize themselves with the community beyond the campus.
- 6. Community service opportunities or requirements** – Programs for students to apply learning and research within the community.

Case Study

Strategic Development Plan Implementation | University of Florida and the City of Gainesville

The Challenge

The University of Florida in Gainesville is a large land grant institution with many characteristics comparable to Texas A&M and College Station. In the summer of 2015, the University Board of Trustees re-examined the over 100-year-old, 2,000-acre campus and environs with the goal of establishing the institution as a top 10 public university in the nation. To achieve that goal, the University's leadership recognized that it must examine the important relationships between the University, City of Gainesville and Alachua County, and create what it described as the framework for the "New American City".

City	College Station	Gainesville, FL
Population	116,218	133,857
Pop. Growth Rate*	23%	8%
Metro Pop. (2019)	273,101	288,212
Median Age	22.7	26.0
City Land Area	51 sq mi	61.31 sq. mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	70-115 miles (Jacksonville, Orlando)
University	Texas A&M University	University of Florida
University Type	Public	Public
Total Enrollment (2017)	68,603	56,079
Enrollment Growth Rate*	63%	12%

*since 2010

The Approach

To kickstart the Strategic Development Plan process, a 26-member Steering Committee was established in February 2016. The Committee is made up of members from the University, the City and County, and professional consultants were retained to undertake the nine-month study. The planning process led to the development of four initiatives that emphasized City and University collaboration:

1. **New American City.** To help align the City and University, the plan calls for a joint planning group and a "Smart City Lab" to gather and analyze data to inform future decisions. The plan also recommends ways to establish a presence in downtown Gainesville for some of the university's programs, especially its cultural amenities.
2. **Proximity.** The University will concentrate future development in a portion of the eastern campus and coordinate with the City to encourage development between downtown and campus.
3. **Strong Neighborhoods.** The plan recommends that the University and City collaborate to preserve historic neighborhoods, creating a diverse housing stock and improving amenities while defending them from gentrification, examining major corridor connections and improving identity of specified areas.
4. **Stewardship.** Outdoor spaces emerged as one of the greatest attractions in the city. The plan recommends studying elements that relate or impact outdoor spaces (i.e. open space, landscaping, utilities, stormwater, etc.), and partnering with the City on related projects that advance the region's ecological health and outdoor amenities.

In December 2016 the Board of Trustees endorsed the Strategic Development Plan. Since the endorsement, the University has provided seed funding for each initiative. To support the new American city initiative, the University has provided \$250,000 for community research that will help connect the University's talent to community issues; to enrich strong neighborhoods, \$50,000 has been provided to the College of the Arts/City Arts Initiative and \$250,000 distributed towards community research that explores further monetary and talent resources to help preserve and strengthen neighborhoods; and \$50,000 has been provided to support the stewardship initiative, in which the funding will be used to identify solutions that will address the University/City/County environmental issues.

The Impact

Since the Development Strategic Plan was developed, the following specific actions that involve both the University and the City have occurred:

- In April 2017 the university awarded over \$300,000 of research awards to researchers whose submitted proposals that utilize the campus and community as a living laboratory to address real-world problems. A second call for proposals (March 2017) was announced with a total award value of \$250,000.
- To reinforce the University and City relationship, the University sponsored a grant to the College of Arts to identify impactful ways to share arts with the city. In November 2017, the artwork was revealed at Innovation Square and now stands as a permanent display.
- The Plazas of America was renovated to better serve both the campus and neighboring communities.
- The University, the Florida Department of Transportation, and City partnered to launch the advanced transportation technologies testbed I-STREET (Implementing Solutions from Transportation Research and Evaluation of Emerging Technologies). The goal of the project was to improve travel time reliability, throughput, and traveler information, as well as deploy pedestrian and bicyclist safety applications.
- The University and City joined MetroLab Network, a network of regional city-university partnerships focused on bringing data, analytics, and innovation to local government. The City of Gainesville mayor noted that joining the network is a testament to the strength of their partnership with the University of Florida, as they strive to realize their mutual goal of becoming a New American City.
- The University released the June 2019 Framework Plan that guides the University's physical development. This plan aligns with the Strategic Development Plan.
- The City created a new department, the Strategic Initiatives Department, to expand community engagement efforts and coordinate with the UF's Strategic Development Plan Initiatives

Resources:

- <https://strategicdevelopment.ufl.edu/strategic-master-plan/>
- <https://www.cityofgainesville.org/Newsroom/tabid/805/PostID/1055/New-City-Department-Combines-Efforts-to-Focus-on-Strategic-Initiatives.aspx>

Case Study

Creative Campus | Columbus State Community College and the City of Columbus, Ohio

The Challenge

The northeast side of downtown Columbus is home to a concentration of major cultural and higher educational institutions such as Columbus State Community College, Columbus College of Art and Design, the Columbus Museum of Art, major employers such as State Auto Insurance, as well as students and residents. The 2010 Downtown Master Plan identified this area as the Creative Campus, but the area lacked a cohesive planning direction and did not reflect the potential that the City and institutional leaders recognized. Each institution has its own master plan and initiatives underway within the area, but they have never coordinated on a large scale.

City	College Station	Columbus, OH
Population	116,218	892,533
Pop. Growth Rate*	23%	13%
Metro Pop. (2019)	273,101	2,106,541
Median Age	22.7	31.8
City Land Area	51 sq mi	217.17 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	N/A
University	Texas A&M University	Columbus State Community College,
University Type	Public	Public
Total Enrollment (2017)	68,603	27,204
Enrollment Growth Rate*	63%	-11%

*since 2010

Columbus State adopted its most recent strategic plan in 2013. They recognized that implementation of its vision would require collaboration. Working with The Mid-Ohio Regional Planning Commission (MORPC), Columbus State initiated a process to convene area stakeholders to discuss the various plans in the area. What came out of this process was a collaborative planning effort, focused on making “The Creative Campus” into a more cohesive and unique downtown neighborhood.

The Approach

In early 2015, Columbus State convened neighborhood and local government stakeholders in a charette to discuss how to make the Creative Campus neighborhood a more vibrant and attractive place. The participants included representatives from Columbus Museum of Art, State Auto Insurance, Columbus College of Art and Design, and Edwards Companies (a major developer), the City, the Columbus Downtown Development Commission, the Central Ohio Transportation Authority, and MORPC. From this discussion, a 14-point action agenda that centered around topics such as collaboration, infrastructure, safety and improving community character was created. In order to realize the action agenda, the City asked Columbus State to lead this work.

In November of 2016 Columbus State entered into a formal three-year agreement with the City to serve as the “quarterback” for the 14-point action agenda. The purpose of this collaboration was to

implement the action agenda to make this area of downtown a more vibrant neighborhood. The agreement outlined a scope of work based upon the action agenda.

The Impact

Columbus State Community College, an essential institutional anchor for Central Ohio recognized that forming partnerships with the City and other institutional partners was critical to achieving the goals and initiatives of the master plan. This partnership resulted in all parties leveraging their collective powers to undertake the actions in the agenda. Once the City and Columbus State formed this partnership, committing \$300,000 funding across three years encouraged stakeholders to get involved in the process. This process convened all partners around the table to not only engage in discussion about shaping the future of the neighborhood, but also allocating time and resources towards the planning effort.

The three-year partnership realized several accomplishments:

- Over the three years, the city and college contributed \$300,000 to the coordination and implementation of the neighborhood initiatives. The stakeholders collectively contributed an additional \$250,000 across the three years.
- Partner institutions have proactively engaged developers and generated significant interest from the development community.
- The City and College collaborated on various neighborhood improvements to help define Cleveland Avenue and the surrounding neighborhood as the opportunity corridor.
- Neighborhood stakeholders convened at least twice a year for updates and coordination of initiatives.
- A market analysis on the Creative Campus neighborhood downtown confirmed that there was a demand for workforce and some market rate housing and modest amount of office and retail.
- A parking strategy included 33 specific actions to manage parking assets in the neighborhood.
- Upon a request from the Creative Campus partners, \$7.5 million was granted by the City was spent towards a streetscape improvement project that included on-street parking, a more generous sidewalk and street trees.
- A branding initiative that told the story of the neighborhood was developed.

Resources

- **Robb Coventry**, Director, Facilities Planning, Design & Construction, Columbus State Community College | rcoventry@csc.edu (614) 287-3662
- **Rory McGuinness**, Deputy Director, Department of Development, City of Columbus
ROMcGuinness@columbus.gov (614) 645-6253

Case Study:

Collaboration Corvallis | Oregon State University and The City of Corvallis

The Challenge

Oregon State University is in the Town of Corvallis. Like many universities, Oregon State's enrollment began a period of growth in the early 2000s. By 2015, the University had a total enrollment of over 30,000 students, an increase of nearly 30% since 2010. The annual Corvallis Citizen Attitude Survey of 2011 revealed negative impacts experienced by residents including parking issues, new student-oriented housing sprouting up in formerly quiet neighborhoods, and frequent late-night partying.

City	College Station	Corvallis, OR
Population	116,218	57,961
Pop. Growth Rate*	23%	7%
Metro Pop. (2019)	273,101	86,591
Median Age	22.7	27
City Land Area	51 sq mi	14.3 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	35-45 miles (Eugene, Salem)
University	Texas A&M University	Oregon State University
University Type	Public	Public
Total Enrollment	68,603	30,986
Enrollment Growth Rate*	63%	30%

*since 2010

The Approach

To address the negative impacts residents revealed in the 2011 Corvallis Citizen Attitude Survey, the University and City came together to first form a campus-community collaboration, which subsequently led to the formation of a partnership agreement, advisory board and several "town-gown" initiatives.

In September 2011, a memorandum of understanding (MOU) was signed by the University President, Corvallis Mayor, and campus and community leaders, pledging to address negative effects associated with the University's growing enrollment. The MOU led to the formation of Collaboration Corvallis, a three-year agreement between the signing parties.

The first act of Collaboration Corvallis was a public meeting to launch the initiative. Over 140 residents attended and offered suggestions on how the collaboration could address issues. Approximately a month later, Collaboration Corvallis officially got under way when the City Council approved an intergovernmental agreement that mapped out a timeline and an equally split shared cost of \$300,000 to go towards the collaboration project. The agreement described how the university and city would address three tracks: neighborhood parking and traffic mitigation, neighborhood planning, and neighborhood livability.

The Impact

Since the formation of Corvallis Collaboration, changes at the City and University levels were made, such as property managers meeting monthly to share information and strategize about improving the quality of life in the Town. After the three-year agreement ended, joint efforts and initiatives continued to solve issues such as parking and traffic and neighborhood livability challenges. These initiatives and successes include:

- The formation of Community Relations Advisory Group in May 2015. Members include individuals from: University faculty, staff and students; Corvallis Police Department; neighborhood and businesses representatives; Benton Community College; and the Corvallis Rental Property Management Group. This group meets monthly to monitor progress of livability improvement projects and share policy recommendations with the Corvallis City Council and University.
- The City adopted the Corvallis Livability Code in September 2016 “to address livability concerns in neighborhoods throughout” the City.
- An education program for students about the community and how to be a good neighbor.
- The Preferred Renters Program which provides students the tools to be informed tenants and responsible neighbors. Students who attend a workshop and pass a quick exam receive a \$50 rental deposit credit as a Preferred Renter. This program is hosted by the university. The \$50 credit is applied by a participating housing provider.
- In the area of community livability, calls for police and fire services have reduced. Programs and coalitions have contributed to the reduction of student high-risk drinking. Finally, students are held accountable for their behavior off campus, as a conduct-code system is now in place.
- The university has hired staff to deal with student conduct and off-campus behavior.
- A group of property managers and landlords have organized training sessions, monthly meetings and outside speakers to discuss rental housing issues.
- The university adopted a three-tiered pricing system for parking, paid for transit and bike improvements and applied for approval on a parking expansion.

Resources

- <https://safesupportivelearning.ed.gov/resources/case-study-strengthening-campus-community-collaboration-oregon-state-university-and-city>

Additional resources on town-gown partnerships

- *Town-Gown: From Conflict to Cooperation*, Michael Fox
- *Field Guide for Urban-Community Partnerships*, Joshua J. Yates & Michaela Accardi, Thriving Cities Lab, University of Virginia <https://iasc.typeform.com/to/toK2D5>

Case Study

Neighborhood Partnership Committee and UA Master Plan Committee | University of Alabama and the City of Tuscaloosa

The Challenge

The University of Alabama (UA) is a major driver of the City of Tuscaloosa's growth. In the early 2000s, UA began a significant expansion initiative. From 2000 to 2016, the University grew its enrollment from 18,347 to 37,665, an increase of 19,318 students. UA was considered the fastest growing flagship University in the nation during that period. The pressure from UA's growth created a strong need for both coordination between the City and University and programs to address tensions between students and neighborhoods near the campus.

City	College Station	Tuscaloosa, AL
Population	116,218	100,287
Pop. Growth Rate*	23%	11%
Metro Pop. (2019)	273,101	243,575
Median Age	22.7	28.6
City Land Area	51 sq mi	60.23 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	58 miles (Birmingham)
University	Texas A&M University	University of Alabama
University Type	Public	Public
Total Enrollment (2017)	68,603	38,986
Enrollment Growth Rate*	63%	30%

*since 2010

The Approach

The City of Tuscaloosa and the University of Alabama have not always had a collaborative relationship, but a few past and current leaders from both ends have recognized the value and worked hard to nurture a positive relationship. The collaborative initiatives are showcased through two programs, the Neighborhood Partnership Committee and the UA Master Plan Committee.

The Neighborhood Partnership Committee (NPC) was formed in 2003 as a result of a unique degree of cooperation between the City and University. The NPC's mission is to improve communication between neighbors, business owners, students and law enforcement officials to proactively address issues that are a mutual concern of the groups represented on the committee. Today the NPC is led by staff in the University's Division of Community Affairs and includes wider group of community stakeholders comprised of students, off-campus neighbors, business owners, community leaders, City officials, University police officers, City police, and University administrators.

The NPC meets twice a year with an invited group of 50-60 stakeholders. The meetings are casual, informational, and involve presentations from the City staff, City Council representatives, University police, and student government representatives. Meeting agendas are developed through a small working group of stakeholders. When conflicts or questions cannot be adequately addressed during the large meeting, separate smaller working meetings are convened to follow-up.

The UA Master Plan Committee is a group intended to coordinate on topics related to implementation of the University's Campus Master Plan. It includes University administrators,

facilities planners, and leaders from the City's Office of Urban Development. The group has met on an as-needed basis, approximately twice a year. The focus of the group is to coordinate and share information among the various University entities concerned with campus facilities and infrastructure planning. The City's role on the group is largely for the benefit of information sharing and encouraging an ongoing spirit of collaboration. The meetings have allowed coordination on areas such as City policy in its comprehensive plan update and the University's parking study.

The Impact

The impact of these groups is difficult to quantify, but longtime stakeholders report that the collaborative spirit between the City and University has improved significantly since the early 2000s. Examples of the impacts include:

- Stakeholders report that they obtain pertinent information that they can use in their own work, including insight about their own organizations.
- The NPC provides a unique forum for community leaders to hear directly from City and University officials. Specific business owners are often invited to attend NPC meetings.
- The committees proactively seek to address conflicts. In the case of the NPC, a resident concern about student behavior led to a separate working group that provided detailed recommendations for a "good neighbor program" that was included in the City's comprehensive plan update. The working group further developed potential steps for creating the new program. In another example, a presentation of crime statistics led to a group of students engaging with City, University and County police to address a concern.

Representatives from the groups shared the following lessons learned:

- ***Be persistent, foster relationships.*** *The success of these groups reflects the continued efforts of the Mayor, leaders in the City's Office of Urban Development, and key leaders at the University. While not every interaction is productive, these individuals believe strongly in the importance of collaboration and seek opportunities to foster relationships in both a formal and casual setting.*
- ***Start small, allow the group to evolve.*** *Identify and reach out to stakeholders from the University that are currently working on areas of mutual interest.*
- ***Be strategic and respectful of other's time.*** *For large groups of stakeholders, try to gather people only when necessary, have meaningful and succinct updates, and arrange separate meetings to address focused issues.*
- ***Have a leader.*** *Someone needs to own and manage the group. In the case of the NPC, the University has staff dedicated to the effort. A strong facilitator is crucial to effective meetings.*

Resources

- <http://communityaffairs.ua.edu/neighborhood-partnership-committee/>
- **Ashley Crites**, Director of Planning, Office of Urban Development City of Tuscaloosa
acrites@tuscaloosa.com (205) 248-5131
- **Dr. Nicole Prewitt**, Director of programs and partnerships for community engagement, Center for Community-Based Partnerships, The University of Alabama | nbprewitt@ua.edu (205) 348-9819

Topic 4: City identity

How could we create a stronger sense of place and community identity (internally and externally) to distinguish our City?

Context

A community's sense of place and identity is a combination of its physical attributes (both the built and natural setting), its culture and people, and its unique amenities. Elements of a community's identity and sense of place are often intangible but they are shaped by that place's physical attributes and strategic messaging.

Community branding is one approach to shaping internal and external sense of city identity and can be a strategy for economic development. A brand is deeper than logos and taglines. It is a set of ideas that reflect emotions people might have about a product, service, organization or place. A brand is expressed through visuals, written and spoken messages, and products or services. Like a brand for a product or service, a strong community brand attracts new people to the brand (place) while strengthening the emotional attachment that existing residents have to their community. When branding a place, collaboration between many entities is essential. A strong community brand should align with how organizations speak and write about the community, the visuals used to convey those messages, and how and where those messages are applied (internal and external).

Unfortunately, studies show that the vast majority of city branding campaigns are unsuccessful. Creating a successful city brand is much like creating a product or personal brand. It involves embarking on a discovery effort to determine what your community can offer and or what it can become. Distilling that discovery into a simple, clear, and compelling idea. Then creating elements needed to support the idea such as communication material. If the community lacks physical elements to support its brand, it should devise a plan to develop them.

Potential Strategies

1. **A collaborative community branding initiative** – A process of discovery and research to define and strengthen the community's internal and external image.
2. **Create or revitalize distinctive physical places** – Districts or facilities that reflect the brand and create or strengthen a sense of place.

Case Study

Nickel Plate District | City of Fishers, Indiana

The Challenge

Fishers is a growing suburban city in the Indianapolis region. Initially called Fishers Station, the community formed around a rail depot and was a town of only a few hundred people until the late 1960s. Since the arrival of I-69, Fishers has grown steadily following a primarily car-oriented pattern. While successful in many measures, the City lacked a downtown center and struggled with a sense of identity to distinguish itself from other suburban communities.

City	College Station	Fishers, IN
Population (2018 est.)	116,218	93,362
Pop. Growth Rate*	23%	20%
Metro Pop. (2019)	273,101	1.9 million (11 county Indianapolis MSA)
Median Age	22.7	35.2
City Land Area	51 sq mi	37 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	20-30 miles (Indianapolis)
University	Texas A&M University	NA

*since 2010

The Approach

In 2012, then Town Manager Scott Fadness, initiated an effort to develop a stronger sense of place in Fishers by planning for a unique community gathering place, civic core, and economic center in the downtown area known as the Nickel Plate District. That effort created a downtown master plan that envisioned offices, residences, retail, and a public amphitheater adjacent to its municipal facilities. The conceptual master plan was followed by the creation of the Nickel Plate District development code. Fishers developed a public amphitheater, actively marketed its plan, and sought public-private partnerships with developer.



Since 2015, when Fishers became a city and Fadness its mayor, the community has cultivated an identity as “smart, vibrant, and entrepreneurial.” Those words are a deliberate part of the Fishers identity that are exhibited through its neighborhood development, dedication to supporting high-growth companies, and innovative city processes. Those words are included throughout promotional material, used as organizational themes in the Mayor’s annual State of the City address and even featured throughout the Fishers2040 Comprehensive Plan. The Nickel Plate District exemplifies each of these attributes.



To pursue the “entrepreneurial” aspect of its brand, the City helped create an entrepreneurial facility with programs and co-working spaces to nurture “high impact” startups in the community.

LaunchFishers was initially housed in a portion of the City library but has grown to a larger facility within the Nickel Plate District. Launch claims to be the largest co-working space in the Midwest. The City has also helped create the Indiana IoT Lab (Internet of Things) to elevate Fishers as a center for tech innovation.

The Impact

The Nickel Plate District development has taken place much faster than anticipated. Initially expected to take shape over a period of 10 to 30 years, the district has been transformed in the past five years. The City's planning and initial investments in infrastructure have led to hundreds of millions of dollars of private investment. The mixed-use district composes less than one percent of the City's land, but it is part of an important economic development strategy for attracting innovative businesses and creative, entrepreneurial talent to Fishers.

The success of private investment has allowed the City to move ahead with new initiatives. It has recently created a greenway master plan to transform part of the Nickel Plate Railroad into a recreational trail with amenities within the Nickel Plate District.

The City's profile within Indiana and nationally has risen significantly in the past 10 years. It has climbed the ranks as one of Money magazine's best places to live, earning the top spot in 2017. The City has also been recognized by International City / County Management Association (ICMA).

Resources

- **Leah McGrath**, Deputy Mayor of Community Development
- <http://online.encodeplus.com/regs/fishers-in-npdc/doc-viewer.aspx?>
- <https://www.ibj.com/articles/71923-how-fishers-created-a-downtown-almost-overnight>
- <https://www.rqaw.com/7-developments-are-adding-vibrancy-to-downtown-fishers/>
- [http://www.fishersecondev.com/101/Entrepreneurship](http://www.fisherseconddev.com/101/Entrepreneurship)

Case Study

Branding Campaign | Albuquerque, NM

The Challenge

During the 2008 to 2013 television series run of Breaking Bad, the City of Albuquerque, where the series takes place, was put on the map and experienced an influx of tourists. However, City leaders wanted to be known for more than just a television show and its annual nine-day hot air ballooning event that occurs in October. It had been nearly 15 years since the City's visitor's bureau revised its branding strategy.

The Approach

In 2015 The Albuquerque Convention and Visitor's Bureau engaged an advertising agency to lead the branding effort. That year-long process involved stakeholder engagement and market research to identify community assets and its aspirations, and to develop a brand message. Early on it was important to City leaders to promote an image of innovation, unpretentiousness, and openness.

The branding process led to a comprehensive campaign to highlight the City's distinctive blend of culture, history, cuisine, art, blue skies and high-desert terrain. It included:

- A new marketing tagline "change your perspective"
- a new name for the visitors bureau - *Visit Albuquerque*.
- A modern logo that represented the city, its strong native American roots and beautiful artwork; and
- An advertising campaign across a variety of channels, including print publications, billboards, websites, social media, direct mail and airport kiosks.

In 2017 the City began a campaign that focused on raising awareness about how the City benefits entrepreneurs. The campaign included:

- A content and information hub and a biweekly newsletter on the City's economic development organization's website;
- Utilizing social media (Facebook and Instagram), search engine marketing, digital advertising and content marketing were used as promotional opportunities;
- Sponsored relevant conferences in New Orleans, New York and California to reach entrepreneurs around the country;

City	College Station	Albuquerque, NM
Population	116,218	560,218
Pop. Growth Rate*	23%	3%
Metro Pop. (2019)	273,101	915,927
Median Age	22.7	36.2
City Land Area	51 sq mi	187.7 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	N/A
University	Texas A&M University	University of New Mexico
University Type	Public	Public
Total Enrollment (2017)	68,603	24,393
Enrollment Growth Rate*	63%	-15%

*since 2010



- A 26-page advertorial buy in Southwest Airlines' in-flight magazine;
- Press releases when the City was ranked number one in the country for gender equality, education, pay and homeownership; and
- Organization of a downtown music festival;

These marketing efforts built on other initiatives underway in the city. In 2014, the University of New Mexico purchased a seven-acre site near downtown to create an innovation district. The district, called InnovateABQ, is anchored by a \$35 million, 160,000-square-foot mixed-use building, created as a public private partnership. The building will house students, office space, and the University of New Mexico's Innovation Academy.



The Impact

Initiating the rebranding process was done in phases and focused on tackling small parts of the brand each year. This process allowed the City not only to be successful in the rebranding process but also sustain the initiative. Since the rebrand, Albuquerque is gradually becoming a tourist spot for more diverse things including arts, culture and heritage, cuisine, film and most notably, entrepreneurship.

In a place where there were no previous start-up accelerators, Albuquerque is now home to a few venture capitalists investing in new based businesses. According to U.S. Census Bureau Data, the state had the fourth-highest percent increase in the number of startups from 2013 to 2014. The effort to utilize social media and other tactics paid, as for example, the ABQic videos featuring different entrepreneurs and organizations have earned 44 million views as reported by Forbes.

On the tourism side, the City has seen an increase in visitor spending, hotel occupancy, and number of conventions. Visit Albuquerque reported that the 2018 fiscal year ended with a 7.3 percent increase in the hotel tax revenue.

Resources

- <https://www.visualfizz.com/blog/branding-a-city-albuquerque-new-mexico/>
- <https://www.abq.org/innovation-central.aspx>
- <https://www.forbes.com/sites/steveolenski/2017/10/23/how-to-rebrand-a-city/#33e1abf63bdf>
- <https://www.inc.com/anna-hensel/how-albuquerque-new-mexico-is-becoming-the-next-entrepreneurial-hot-spot.html>

Topic 5: Neighborhood character and student housing

How do we better maintain the character of established neighborhoods with redevelopment pressure for student housing?

Context

Like many college towns, College Station has faced challenges from students living off-campus in traditional neighborhoods. Similar to other college towns, there are two core issues occurring in College Station: 1) conversion of single-family homes to student occupancy; and 2) redevelopment pressure to create student housing that is out of scale with surrounding development.

When large numbers of “single family” homes in a neighborhood are occupied by students, there can be conflicts with other residents due to noise, traffic, parking, and other nuisance issues. Redevelopment pressure in neighborhoods for student housing can also lead to negative changes to the neighborhood’s physical character. In some places, the zoning in single family residential areas allow for redevelopment of housing intended for single family occupancy with housing designed for students (5-6 bedrooms) that is significantly different in scale from existing homes. In other places, this redevelopment brings multi-story buildings that do not relate well to their surroundings.

Potential Strategies

1. **Rental Licensing Programs** – Mandatory licensing to track and manage the supply and location of student occupancy.
2. **Neighborhood Compatibility Zoning Standards** – Design and form standards to ensure redevelopment or infill development fits in to the existing context. They may regulate the size, scale, and number of bedrooms in homes, on-street or front-yard parking, and accessory dwelling units. For larger development, they may limit the width of a building, façade articulation, or address transitions when adjacent to single family development.
3. **Neighborhood Conservation Overlays** – Special zoning provisions that in seek to maintain a specific area’s existing character, such as historic districts.
4. **Discretionary review processes** – A board of commission reviews projects for design quality; sometimes applied to specific types of projects or locations;

Case Study:

Student Home Licensing, Neighborhood Sustainability Initiative, and Neighborhood Compatibility Standards | State College, PA

The Challenge

The Borough of State College developed along with Penn State University. Like many college towns, the campus is adjacent to the historic downtown and older neighborhoods. Also like many college towns, State College has a large number of students living off campus. The borough has several well-organized neighborhoods near the University that have pushed hard for protections from high levels of student occupancy, gameday rentals, and changes to physical character amid redevelopment pressure for new student housing.

City	College Station	State College, PA
Population	116,218	42,352
Pop. Growth Rate*	23%	1%
Metro Pop. (2019)	273,101	162,805
Median Age	22.7	21.6
City Land Area	51 sq mi	4.6 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	85 miles (Harrisburg)
University	Texas A&M University	Penn State University
University Type	Public	Public
Total Enrollment (2017)	68,603	46,803
Enrollment Growth Rate*	63%	4%

*since 2010

The Approach

State College has put several programs in place and is considering adopting others. These initiatives include:

Student Home Licensing (SHL). The SHL program began in 2015 and requires all one and two-family properties being used as a Student Home (more than one unrelated student living in the property) be licensed, and license renewal once a year. The total number of licenses are managed through a quota system with limits per district to prevent concentrations of student housing in certain areas.

Neighborhood Sustainability Program. The Neighborhood Sustainability Program is a related, exploratory project for converting student duplexes and houses into single family homes in areas that are on the verge of shifting away from primarily resident housing. Competition for houses in the neighborhoods around Penn State University Park drives up prices and investors renting to students can often afford to pay more for houses than families can. The goal of the Neighborhood Sustainability Program is to maintain diversity in the neighborhoods near downtown, keeping students from taking over. The initiative was established by the Borough's Redevelopment Authority in 2014 to advance opportunities for home ownership and to maintain safe, stable and attractive neighborhoods in the Borough. Through this program, the Redevelopment Authority purchases homes in the four State College neighborhoods that are registered as student homes. Prior to resale, the Redevelopment Authority will forfeit the student home license and place a restrictive covenant on the property to ensure the home is maintained as an owner-occupied residence or rented for single family residential purposes. The program has focused on blocks deemed at risk of transitioning to student occupancy.

Neighborhood Compatibility Standards. Amid considerable redevelopment pressure, the borough has currently achieved its neighborhood compatibility and other design goals through a Design Review Board and a set of design guidelines for development in various context areas. Both the Planning Commission and Design Review Board currently review development plans for compatibility. However, this process means that design quality is achieved through negotiation on a per-project basis. The borough is considering updating this discretionary review process to include more design standards within the zoning ordinance and to streamline the plan review process. The neighborhood compatibility standards address building height, massing, and placement; parking location areas; roof forms; and transitions between development types. The rewritten ordinance is currently in the adoption phase.

The Impact

The student home licensing program has been successful in limiting the proliferation of student rentals within traditional neighborhoods where it is not desired. The community's strong neighborhood groups and the Borough's thorough enforcement of the licensing requirement mean that there has been a high level of compliance (residents report suspected violations).

The Neighborhood Sustainability Initiative to convert student rental homes to resident occupancy has seen modest success. The program has bought and sold a half dozen houses between 2014 and 2018. This low number is partly due to the cost of acquiring properties and available funding. The properties that have sold, have received for more than asking price. The numbers alone however, do not reflect the potential impact. A block can quickly transition from mostly resident occupancy to mostly student once it reaches 10-15% student occupied. One property could be enough to change the trajectory of an entire block. The program has been successful in maintaining resident occupancy in designated areas. The borough is considering other, potentially cost-effective changes to the program, including buying the student rental permits instead of the homes.

Resources

- **Edward LeClear**, Director of Planning & Community Development, Borough of State College (814) 234-7109 | elec clear@statecollegepa.us
- <http://www.statecollegepa.us/2847/Student-Home-License>
- <https://statecollegepa.us/2750/Neighborhood-Sustainability-Program>

Case Study

College and University Neighborhoods District | Baylor University, Waco, Texas

The Challenge

Enrollment at Baylor University is approximately 17,000 and has grown by more than 2,000 since 2010. It is estimated 65% of students live off-campus. The University growth has driven interest in student housing development, with a number of student housing project built in the City in recent years.

Existing residential neighborhoods has been disrupted by large student housing development as it brings parking, traffic and noise to the neighborhoods. To mitigate these negative impacts, the Waco City Council sought to better manage the development of student housing and protect existing neighborhoods.

The Approach

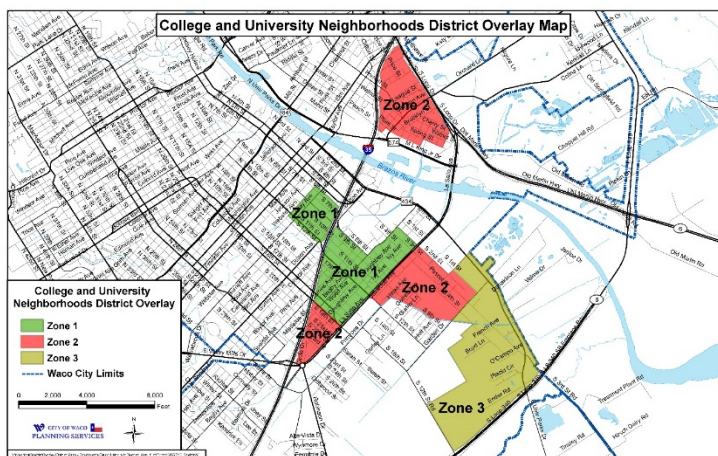
Waco's approach is similar to many university communities. The City created zoning standards to address the location and compatibility of large student housing developments. It also has special standards to protect the character of certain existing neighborhoods.

In 2014 the City created a special zoning overlay district for areas around the university that may be prime locations for student rental housing projects. The *College and University Neighborhoods District* is located within approximately a 2.85 mile radius around the University. The overlay was developed to protect neighborhoods and not displace existing neighborhoods in favor of development. It has three context zones with different standards regulating front yard parking, building heights, landscaping, and architectural features such as requiring windows front major streets.

In zone 1, which includes part of campus and downtown, permitted building heights are greater, which allows for large-scale student housing developments. In zones 2 and 3, the standards are more in keeping with the scale of single-family residential development.

City	College Station	Waco, TX
Population	116,218	138,186
Pop. Growth Rate*	23%	11%
Metro Pop. (2019)	273,101	271,942
Median Age	22.7	28.6
City Land Area	51 sq mi	88.96 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	95-100 miles (Austin, Dallas)
University	Texas A&M University	Baylor University
University Type	Public	Private
Total Enrollment (2017)	68,603	17,217
Enrollment Growth Rate*	63%	16%

*since 2010



The Impact

The regulations initially faced some skepticism and received a 5-5 vote from the City's planning commission. Although there was some concern that the regulations would reduce affordability and lead to higher property taxes, those fears were unfounded. There was criticism that the City waited too long to put the policies in place. A 2018 City study highlighted several larger projects (undertaken in zone 1) including:

- URSA – 3 story, 250 units student housing community with on-site amenities. The development is located in an area where it is compatible with adjacent properties that are also of similar nature.
- The view on 10th – 4 story, 178-bedroom housing with amenities and reserve parking. The development is located at an intersection, with windows and entrances facing the street, promoting pedestrian activity. The development is scaled to “step down” to the heights of adjacent existing properties, and height transitions between properties are appropriate or are similar to existing buildings. In parts of the development that are adjacent existing single detached homes, proper landscaping treatment has been applied to prevent parking along the student building.
- West Campus Lofts – 3 story, 180-bedroom student project that received Tax Increment Funding for public improvements in the amount of \$465,000. The building has an appropriate front yard setback, parking on site and is compatible in height with the adjacent two-story rental units and single-family homes located across the street. Side street parking has been provided at the front.

While “neighborhood compatibility standards” are a “best practice” in college towns, it is worth noting that many communities’ standards address things that Waco’s regulations do not. Specifically, most have different standards for building height and setbacks when student housing is adjacent to single-family properties. They may also limit building width and include other architectural standards such as for façade articulation.

Resources

- <https://www.waco-texas.com/planning-special-zoning-overlay-districts.asp>
- https://www.wacotrib.com/news/government/controversial-baylor-area-overlay-district-gets---council-vote/article_10065868-3678-5cdc-8070-7457ce5d5df2.html
- <https://www.waco-texas.com/economic-development/pdf/12.26.18.Downtown%20Market%20Study%20Final%20Report.pdf>

Other university communities that have recently implemented new zoning regulations related to the location and character of student housing include:

- Columbia, SC
- Columbia, MO
- Ann Arbor, MI
- Chapel Hill, NC
- Bloomington, IN

Topic 6: Housing Affordability

How could we create more opportunities for new housing that is affordable to moderate income households, including families and young professionals?

Context

The challenge of providing housing that is affordable and desirable to young adults, families, and moderate-income households is one facing most communities today. Following the Great Recession, housing construction trailed population growth while costs of construction exploded. In most markets today, it is now impossible to build market-rate housing that is affordable to most of the population without subsidy. Beyond rising housing costs, lifestyle factors, and high rates of personal debt are compelling many young adults to delay purchasing a home. Desirable and affordable rental housing is important. But rents are also increasing, particularly in growing cities and those with large universities where students disrupt the market.

This is an extremely complex issue and there is not a single strategy that solves it. Most communities having any success are addressing multiple cost drivers (some of which are difficult for a city to solve). These cost drivers are: price of land, capital and financing costs, construction costs, development soft costs, and expected return on investment.

Potential Strategies

1. **Regulatory incentives** – Such as fee reductions (development soft costs) or density bonuses (expected developer return on investment).
2. **Pre-approved building plans** – That reduce the uncertainty in the development process and the risk in building new housing types (development soft costs).
3. **Land banking or land acquisition** – Where the city or another entity acquires land for future redevelopment (price of land)
4. **Community land trust** – Where a public entity owns and leases land for affordable housing (price of land).
5. **Workforce housing capital pool** – Where a public entity establishes a fund that is used for various types of affordable housing initiatives (capital costs). Source of funding varies.

Case Study

Georgia Initiative for Community Housing | Athens-Clarke County, GA

The Challenge

Between 2000 and 2016, the Athens-Clarke County population grew by 7,000 residents. The City is a high poverty community with 37% of residents (including students) living below the poverty line. Approximately one in four families earn less than the low-income threshold (\$58,000).

Nearly half of Athens residents are considered “cost burdened,” meaning they pay more than 30% of their gross income on rent. To put the issue in perspective, a two-person household earning minimum wage (\$7.25/hour) would require working 97 hours a week to afford a fair market rent two-bedroom apartment (average rent is \$911 /month) and not be qualified as a cost burden.

Homeownership is also out of reach for many low to moderate income residents. Based on the city's median household income of \$32,162, affordable home prices should range from \$130k to 150k. However, the average sale price for a home is between \$200,400 and \$338, 028.

Rental availability has also been a challenge. Nearly 30% of residents are students and about 50% of rental units are student occupied. Newly constructed units that have been built recently have been dedicated to student occupancy.

The Approach

In 2015, Athens-Clarke applied for and was accepted into the Georgia Initiative for Community Housing (GICH), which is a preeminent source for housing best practices, information and training. The program helps communities improve their quality of life and economic vitality through development of locally driven and revitalization strategies. The local Athens GICH is composed of members from the public, private and non-profit sectors who, as part of the three-year program, developed a plan to address the affordable housing needs in the community.

The planning process involved a detailed study of the local housing market and best practices. The resulting plan includes a set of priority recommendations and actions. In developing the recommendations, the team realized that a variety of options was important in addressing the systematic nature of the challenge. The recommendations include five initiatives that are supported by specific actions or policies.

City	College Station	Athens-Clarke County, GA
Population	116,218	125,964
Pop. Growth Rate*	23%	9%
Metro Pop. (2019)	273,101	211,306
Median Age	22.7	26.2
City Land Area	51 sq mi	116 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	70 miles (Atlanta)
University	Texas A&M University	University of Georgia
University Type	Public	Public
Total Enrollment (2017)	68,603	38,652
Enrollment Growth Rate*	63%	11%

*since 2010

The initiatives are:

1. **Investing in the housing trust fund** – involves creating a fund for affordable housing from a special sales tax and a payment-in-lieu from a density bonus incentive.
2. **Incentivizing inclusionary development** – involves evaluating development processes, fees, and other regulatory standards to incentivize housing affordability.
3. **Identifying opportunities for redevelopment** – Involves inventorying opportunity sites and considering specific rezonings to promote redevelopment.
4. **Solidifying code enforcement practices** – involves using the housing trust fund to establishing a property maintenance fund strengthen code enforcement to maintain the existing rental housing stock.
5. **Combating displacement** – involves developing a tool for tracking neighborhood change and evaluating a property tax freeze on low income residents/landlords.

The Impact

Since joining the Georgia Initiative for Community Housing and establishing its plan, the City has:

- Received a Georgia Dream award in the amount of \$881,015. This award is given to help first time home buyers purchase a home.
- Evaluated the feasibility of an inclusionary zoning ordinance in Athens-Clarke County. By doing this, they were able to establish a housing trust fund, and other mechanisms for creating accessible, affordable rental housing.
- Partnered with the Athens Land Bank Authority to meet with the Center for Community Progress and discuss the viability and feasibility of voluntary inclusionary zoning in Athens-Clarke County. Vital elected officials and community members attended this meeting and discussions continued to progress for the potential implementation.
- Approved a memorandum of understanding for affordable housing. The MOU provides a non-binding basis for negotiations between Athens-Clarke County and the Athens Housing Authority. To help an area Athens that has struggled in the past, approximately \$39 million of the Special Purpose Local Option Sales Tax (SPLOST) money will go towards the renovation or redevelopment of the low-income Bethel Midtown Village apartment complex. The funding comes out of the proposed \$44.5 million SPLOST Affordable Housing Project budget.

Resources

- <https://www.accgov.com/DocumentCenter/View/57881/GICH-Final-Report?bidId=>
- <https://www.fcs.uga.edu/fhce/gich-program-reports>

Case Study:

My Chatt House, Online Pattern Book and Building Plans | Chattanooga, TN

The Challenge

The City of Chattanooga sought to address two related issues: 1) residential infill and redevelopment in its desirable traditional neighborhoods that is not in keeping with the existing character of the areas; and 2) an imbalance between housing supply, demand, and affordability.

The Approach

After completing an analysis of “missing middle housing types” in 2016, the City set out to create a pattern book with design guidance to encourage development of new housing that addresses those two challenges. Unique to Chattanooga, this pattern book took the form of a website.

“My Chatt House” as the website is called, is a resource developed for the Chattanooga community to encourage appropriate development in two of their central neighborhoods. The two neighborhoods are outside of the city’s downtown form-based code and are not protected by historic districts. The effort was a collaboration involving the Chattanooga Neighborhood Enterprise, the Chattanooga Design Center, and the City. The site contains design guidance and resources pertaining to landscaping, additions, renovations, and new construction to help homeowners and developers uphold the characteristics of these unique neighborhoods.

A key component of this program is the preparation of building site plan, floor plans, and elevations for a variety of single-family and small multi-family homes. The homes are based on common architectural styles of the neighborhoods from colonial to craftsman and include details for the minimum lot size, floor plans, gross square footage, and design elements such as porches, patios, etc. These plans streamline the process for developers and homebuilders by providing the baseline requirements for a variety of residential homes that integrate into the neighborhood context. Local

City	College Station	Chattanooga, TN
Population	116,218	180,557
Pop. Growth Rate*	23%	6%
Metro Pop. (2019)	273,101	547,776
Median Age	22.7	37
City Land Area	51 sq mi	137 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	125-134 miles (Knoxville, Nashville)
University	Texas A&M University	The University of Tennessee at Chattanooga
University Type	Public	Public
Total Enrollment (2017)	68,603	11,587
Enrollment Growth Rate*	63%	10%



manufacturers are listed with building material specifications to further encourage high-quality design.

The Impact

The website has been active for nearly two years, but the direct impact is unclear. The idea behind a pattern book is to communicate expectations and provide ideas for potential development. For small developers, the resources should reduce effort, uncertainty, and streamline the development process. These factors all reduce “development soft costs,” which is one small factor behind the costs of development, albeit one that a City can potentially impact.

Chattanooga is also pursuing additional initiatives to address the affordable housing needs. These include a Neighborhood Reinvestment Fund and an Affordable Housing Fund.

Some communities have taken the idea of pattern books a step further by establishing formally pre-approved plans. In addition to reducing effort and uncertainty, a builder can enjoy an expedited permitting process by selecting a pre-approved plan. Roanoke, Virginia, and Knoxville, Tennessee are two examples.

Resources

- **Martina Guilfoil**, President and CEO, Chattanooga Neighborhood Enterprise.
- **Eric Myers**, Executive Director, Chattanooga Design Studio
- <http://www.mychatthouse.com/>
- [*Report: Missing Middle Housing Types for Chattanooga*](#)

Topic 7: Redevelopment and Infill Development

How do we encourage redevelopment or infill development?

Context

College Station has several geographic areas designated in the Comprehensive Plan as intended “redevelopment areas” as well as other places that are appropriate for infill and redevelopment. Yet, aside from a few small areas, actual redevelopment activity has been limited. With the rising long-term costs of infrastructure and recent state laws making annexation more challenging, growing inward through infill and redevelopment is increasingly important for the City. Encouraging redevelopment or infill development typically involves a combination of factors including marketing and communication, financial incentives, removing regulatory barriers, or leveraging catalytic public or private investment.

Potential Strategies

1. **Establish or refine incentives** – Such as fee or tax reductions, density bonuses, or more flexible development standards for specific types of development (reducing costs, reduce developer risk).
2. **Create catalytic investments** – Such as proactive infrastructure improvements or a public-private partnership to create development momentum and leverage limited funding.
3. **Prepare and communicate a vision** – A conceptual plan or vision for a district that may be accompanied by a marketing/communication component (like a development prospectus, clear vision, etc). An important part of the vision is political alignment in support of the vision (getting politics in order, to reduce uncertainty).

Case Study

Economic Development Partnership and Land Swap | Lexington, KY

The Challenge

The City of Lexington has an extraterritorial boundary, its urban service area. It was established in 1958 to limit sprawling development from the unique Bluegrass landscape and horse farms surrounding the city. The boundary was last expanded in 1996 when 5,400 acres were added. In 2017, the Lexington-Fayette Urban County Council held a public hearing to vote for the 2018 Comprehensive Plan. The Plan recommended that the urban service area boundary not be expanded for the next five years and instead the City should focus on its recent policy of infill and redevelopment within existing urban land.

City	College Station	Lexington, KY
Population	116,218	323,780
Pop. Growth Rate*	23%	9%
Metro Pop. (2019)	273,101	516,697
Median Age	22.7	34.3
City Land Area	51 sq mi	283.65 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	75 miles (Louisville)
University	Texas A&M University	University of Kentucky
University Type	Public	Public
Total Enrollment (2017)	68,603	29,182
Enrollment Growth Rate*	63%	5%

*since 2010

At that time, staff's recommendation not to expand the urban service boundary had raised concerns about the potential impacts the city may face. For example, business leaders felt that Lexington did not have enough land available to accommodate growing businesses or attract new ones. As well, the existing 100-acre Bluegrass Business Park was full, and City Officials had expressed concerns that a lack of publicly controlled industrial park land would decrease job growth and business recruitment.

The Approach

A day before the Lexington-Fayette Urban County Council was to vote for the 2018 Comprehensive Plan, an announcement of a land swap between Lexington and the University of Kentucky was made. The City of Lexington would allow the University of Kentucky (UK) to control 13 acres of roadways sections of 26 streets and alleys near campus. UK would contribute \$3 million and the City \$1 million for the next 10 years towards traffic safety improvements in the area. In exchange, UK transferred (at no cost) 250 acres of land at Coldstream Research Park to the City.

As part of the land swap, the City received 50 acres of "shovel ready" land within the Coldstream Research Campus plus 200 acres located close to the Coldstream Research Park and the Bluegrass Business Park. These lands are located within the designated urban service boundary.

The City intended to sell land within the 50-acre site to potential businesses. Proceeds would then be split 50/50 between the City and University. The City profits would be spent on improving roads and infrastructure on the 200 acres of land, while the University would use their share towards relocating the agricultural research operations from the 200-acre site.

The University agreed to develop a transportation safety improvement plan that will discuss enhanced wayfinding, improvements to intersections, infrastructure and safety, and traffic mitigation (i.e. speed tables). The study will focus on the neighborhoods surrounding the campus, and street avenues and corridors. Other issues that would be addressed as expressed by the community include parking on lawns and trash cans that have been left out for days.

The land swap transaction required state approval. On December 12, 2017 both the state and the University of Kentucky Board of Trustees approved the proposal for the land swap. A memorandum of understanding, which sets the conditions and time-line for the land swap and the Master Development Agreement for a Tax Increment Financing (TIF) district was approved and signed by the parties.

The Impact

The partnership has opened opportunities that will benefit both the City and University. For the City, the deal preserves farmland, limits long-term utility infrastructure costs, revitalizes an important gateway, brings new employment and commercial growth to expand the tax base, and creates new job opportunities will benefit residents (including students). On the University's side, the partnership advances the institution's campus development and demonstrates its interest in public-private partnerships and in strengthening and community connections.

The land swap was praised locally as an important partnership for economic development in Lexington and increasing safety in the campus areas. In 2019 the land swap initiative received national recognition as a finalist in the 2019 University Economic Development Association (UEDA) Awards of Excellence for their impactful and creative initiatives. The UEDA Awards validate and promote innovative programs that contribute to economic prosperity and encourages other institution and communities to adopt similar programs.

The global headquarters for A&W Restaurants Inc. will likely be the first company to located in the new industrial park. The city sold properties to the company for \$585,000 and an agreement is planned to be finalized by January 2020.

Resources

- <https://www.lexingtonky.gov/economicdevelopment>

Case Study

Infill Incentive Plan | Yuma, AZ

The Challenge

As the City of Yuma grew over the years, development codes changed to accommodate automobile-centric development and new construction in existing areas of the City became more difficult. Today, many properties in the City sit vacant or in disrepair.

The City realized that as government budgets become tighter, there was a strong need to grow through infill and redevelopment, rather than expanding outwards.

City	College Station	Yuma, AZ
Population	116,218	97,908
Pop. Growth Rate*	23%	8%
Metro Pop. (2019)	273,101	229,957
Median Age	22.7	34
City Land Area	51 sq mi	120 sq mi
Proximity to larger cities:	95-100 miles (Waco, Austin, Houston)	185-237 (Phoenix, Tucson, Mesa)
University	Texas A&M University	Arizona Western College
University Type	Public	Public
Total Enrollment (2017)	68,603	11,493
Enrollment Growth Rate*	63%	-16%

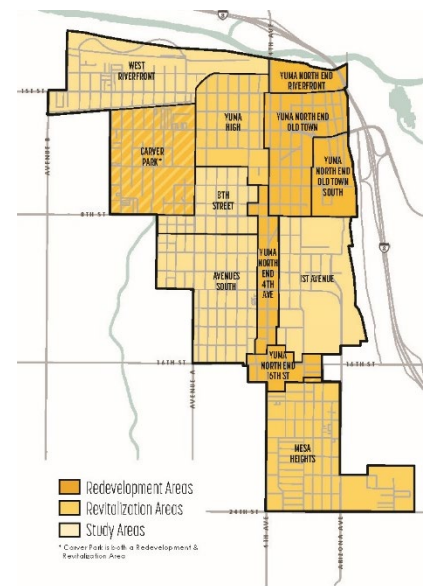
*since 2010

The Approach

Encouraging infill development has been a topic of discussion amongst the City of Yuma Council and staff for several years. In 2016, Council directed planning staff to develop incentives that would encourage infill development. Staff prepared a draft ordinance to identify the twelve targeted areas within the Infill Overlay (IO) District, which is located in the historic heart of the City and the Infill Incentive Plan that outlines incentives related to the development within the IO. The Infill Incentive Plan explored issues associated with infill development and identifies potential incentives available to those who develop or redevelop within the Infill Overlay District.

The plan and the designation of the IO was prepared as per the Arizona State Statute (ARS 9-4999.10) which allows areas to be designated as an Infill Incentive District if they meet at least three of the six State requirements. The following three requirements, are met and applicable to the City:

- Large number of vacant older or dilapidated buildings or structures;
- Large number of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes or environmentally contaminated sites; and
- Absence of development and investment activity compared to other areas in the city.



As part of the plan, The City prepared an Infill Incentive Toolkit that describes the thirteen incentives available for development within the IO:

- | | | |
|-----------------------------|---|-----------------------------------|
| 1. Reduced setbacks | 6. Alternative Alleyway paving | 10. Utility fee waivers |
| 2. Increased lot coverage | 7. No-build easements | 11. Development fee credits |
| 3. Accessory dwelling units | 8. International existing building code | 12. Reduce permit and review fees |
| 4. Reduced landscaping | 9. Fire code flexibility | 13. Lease excise tax |
| 5. Reduced parking | | |

The toolkit functions as a “deck of card” where staff can help developers assemble their best hand for each project. As such, not all incentives apply to every project, but staff can determine the appropriate incentives on a case by case basis.

The Impact

Since the Infill Development Plan was passed by council in June 2017 the following development has occurred:

- After a year since adoption, there have been 68 predevelopment meetings (62% increase since the previous year) for potential projects in the target areas.
- There were 67 planning cases (almost double from the previous year) and 18 new homes versus seven from the previous year.
- Developers have been purchasing property within the IO and proposing projects.
- Applicants have met with the City for improvements to existing buildings ranging from patios to building additions.
- Interest to redevelop smaller commercial properties.
- Larger developments including an apartment building and hotels such as the Hilton 2 Suites have been constructed.
- Schools have been supportive, as they anticipate increased enrollment to counter the impacts as families moved to new subdivisions on the outskirts of the City.
- New residents are moving in and improving the neighborhood.

Resources

- <https://www.yumaaz.gov/community-development/community-planning/infill-yuma.html>
- https://www.yumaaz.gov/documents/community-development/miscellaneous/Infill_Incentive_Plan_ADOPTED_20170621_LowRes.pdf
- https://www.yumachamber.org/documents/attachments/YumaBIZ_05May_2019_sm.pdf



The Next 10

Evaluating Our
Comprehensive Plan

Scenario Analysis Summary

COLLEGE STATION, TX | AUGUST 2020



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Project Introduction

Scenario planning is a performance-based planning technique used to compare a set of alternatives based on an agreed upon set of evaluation criteria. Scenario planning is typically a step in a planning process that can help illustrate trade-offs between different potential futures for an area. The process should empower the community to make informed choices regarding a path forward.



Specifically, for College Station, the scenario planning process considers six geographic locations to illustrate and measure differences between three land use scenarios:

- A. **Existing Development:** The existing development represents how the area is developed today.
- B. **Anticipated Scenario:** The anticipated development is a possible scenario under the current Comprehensive Plan’s policies.
- C. **Alternative Scenario:** The alternative development is a scenario that may be possible with changes to existing policies.

These scenarios are conceptual and are based on a set of assumptions. The intent is inform potential updates to the Comprehensive Plan or to make recommendation in the Comprehensive Plan for changes to other city policies.

This document serves as the presentation of results for the scenario planning analysis. It describes:

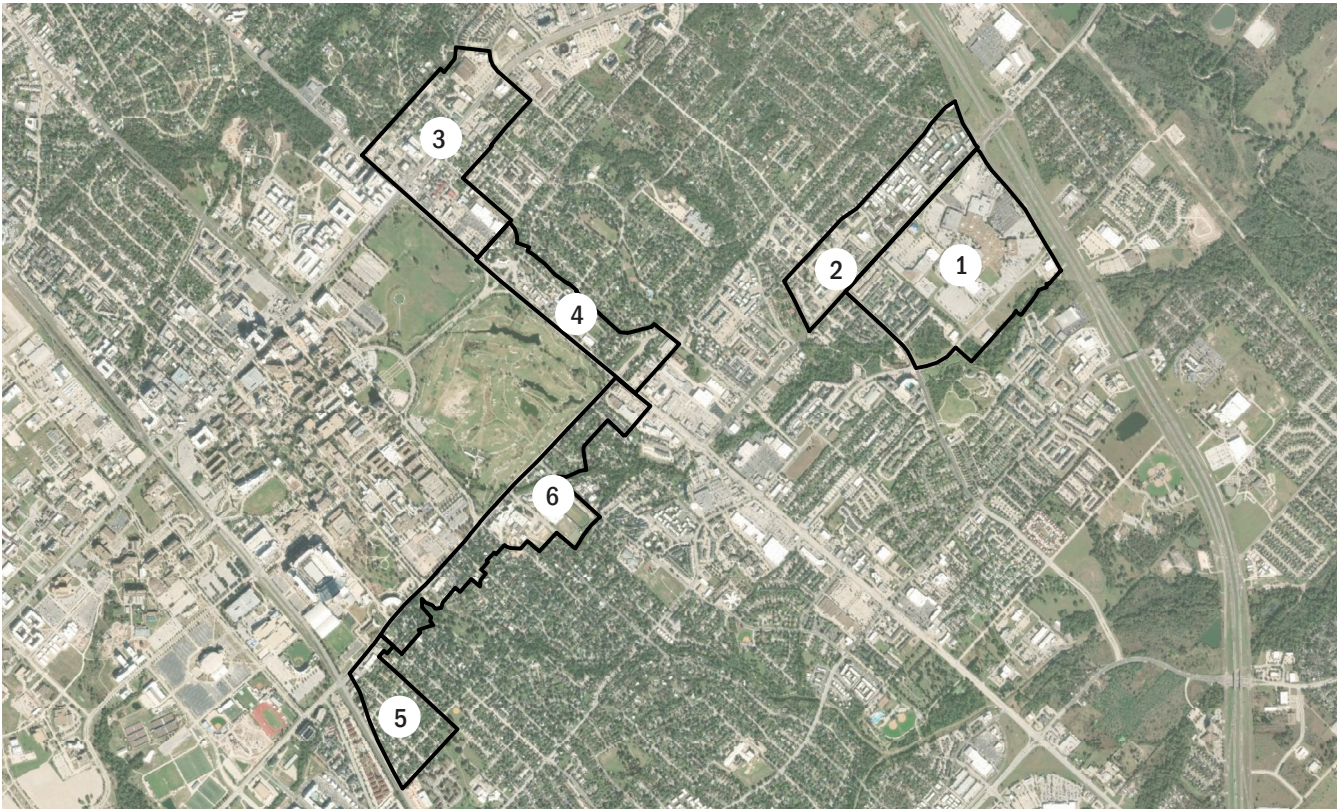
- The six subareas,
- The performance metrics used to score the three scenarios for each subarea, and
- The land use categories used for the existing and future scenarios.

Public feedback on the scenarios was obtained through the Community Choices online workshop and is integrated into the Ten-year Evaluation and Appraisal Report.

Recommended Subareas

Potential subareas were identified by City staff and the planning team using input from the first round of community engagement and discussions with the Comprehensive Plan Evaluation Committee. From these potential areas, six were selected. These areas were chosen in part due to potential opportunities for infill and redevelopment, importance to the community, and questions about the effectiveness of the current policies in those areas. The selected areas are shown below.

Subarea	Location	Acres	Current LUP Category
1	Post Oak Mall Area	169	Urban Mixed-Use
2	Harvey Road (Opposite Post Oak Mall)	84	Urban Mixed-Use
3	University Drive East of Texas Avenue	92	General Commercial, Urban, Neighborhood Conservation
4	Texas Avenue across from A&M	89	Urban
5	George Bush Dr and Wellborn Rd Area	52	Urban
6	George Bush Drive across from A&M	97	Neighborhood Conservation



Introduction

Review of Performance Metrics

For each of the six areas, three scenarios were evaluated using a uniform set of performance metrics. The eighteen metrics are organized into the following six categories:



Detailed Performance Metrics

Metric	Description	Existing Scenario Calculation	Future Scenario Calculation
HOUSING			
Housing Units	Number of housing units within the subarea	Count of housing units within the subarea based on existing land use shapefiles provided by the City	Count of existing housing units within the subarea that did not redevelop, plus the acreage of new residential multiplied by the residential density assumptions (Table 2)
Population	Number of residents living within the subarea	Number of housing units within the subarea multiplied by an average occupancy rate of 90.2% and an average household size of 2.48 people	
ECONOMIC VITALITY			
Jobs	Number of jobs provided by the office and retail businesses within the subarea	Existing square footage of non-residential land uses within the subarea multiplied by an employment factor determined for each land use type (Table 3)	Existing jobs that did not redevelop within the subarea, plus the acreage of new non-residential land uses multiplied by a floor-area ratio and an employment factor determined by land use (Table 3)
Commercial Square Footage	Square footage of retail space provided within the subarea	Existing square footage of commercial buildings within the subarea based on existing land use shapefiles provided by the City	Existing commercial square footage for properties that did not redevelop within the subarea, plus the acreage of new commercial multiplied by a floor-area ratio determined by land use (Table 2)
Property Tax Revenue (Annual)	Estimated amount of revenue generated from property taxes within the subarea. Based on 2019 actual revenues.	2019 actual property tax revenues within the subarea	2019 actual property tax revenues within the subarea, plus property tax revenue projected using an excel-based tax model developed by Kimley-Horn

Sales Tax Revenue (Annual)	Estimated amount of revenue generated from sales tax within the subarea. Based on 2019 actual revenues.	2019 actual sales tax revenues within the subarea	2019 actual sales tax revenues within the subarea, plus sales tax revenue projected using an excel-based tax model developed by Kimley-Horn
TRANSPORTATION			
Total Trips (all modes)	Total number of person trips generated by the subarea’s land uses	Input the existing land use program into the Institute of Transportation Engineer’s (ITE) Trip Generation spreadsheet	Input the future land use program into Institute of Transportation Engineer’s (ITE) Trip Generation spreadsheet
Vehicular Trips	Total number of vehicular trips generated by the subarea’s land uses	Total Trips (all modes) multiplied by one minus the Multimodal Trip Rate reduction	
Intersection Density	Average number of intersections per acre within each subarea	Total number of roadway intersections divided by the acreage of the subarea	
Internal Capture Rate	Number of trips captured internally by the mix of land uses within the subarea	Total Trips (all modes) divided by land use type, input into an excel-based internal capture calculator developed by ITE	
Multimodal Trip Rate Reduction	Percent of total trips that are estimated to be non-vehicular	Excel-based multimodal trip rate calculator developed by Kimley-Horn	
INFRASTRUCTURE			
Water/Wastewater Demand (gal/day)	Total demand of water and wastewater gallons per day generated within the subarea	Land use program multiplied by the Water Master Plan’s land use equivalents (LUE’s) and average demand by land use	
Cost of Water/Wastewater Upgrades	Total cost of upgrades to the existing infrastructure system based on Water/Wastewater Demand (gal/day) within the subarea	Determined by the City based an infrastructure demand model	
Annual Water/Wastewater Revenue	Estimated amount of revenue earned based on the increase in water/wastewater demand	Determined by the City based an infrastructure demand model	
QUALITY OF PLACE			
Land Use Mix	A balance of mix of uses on a scale from low to high	Qualitative examination of the land use program by scenario on a scale from low to high	
Meaningful Open Space	Integrated into the area with opportunities to create synergy between people and uses on a scale from low to high	Qualitative examination of the open space by scenario on a scale from low to high	
Street Level Activation	Active and inviting storefronts, building location and massing, and priority ped activity on a scale from low to high	Qualitative examination of the street level activation by scenario on a scale from low to high	
Connectivity	Ratio of nonvehicular facilities to vehicular facilities	Miles of sidewalk and bicycle facilities divided by miles of roadway facilities	

Introduction

Land Use Categories

The following nine land use categories were used when building the land use programs for the scenarios. These categories were created during the NextTen planning process, and represent only a portion of the full list of land uses in the plan.

The table below provides a description of each land use as well as the land use code color, and an example photo of the development type.

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.	
Neighborhood Center	
Areas that are appropriate for a mix of uses arranged in a compact and walkable pattern at a smaller in 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.	
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.	
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.	

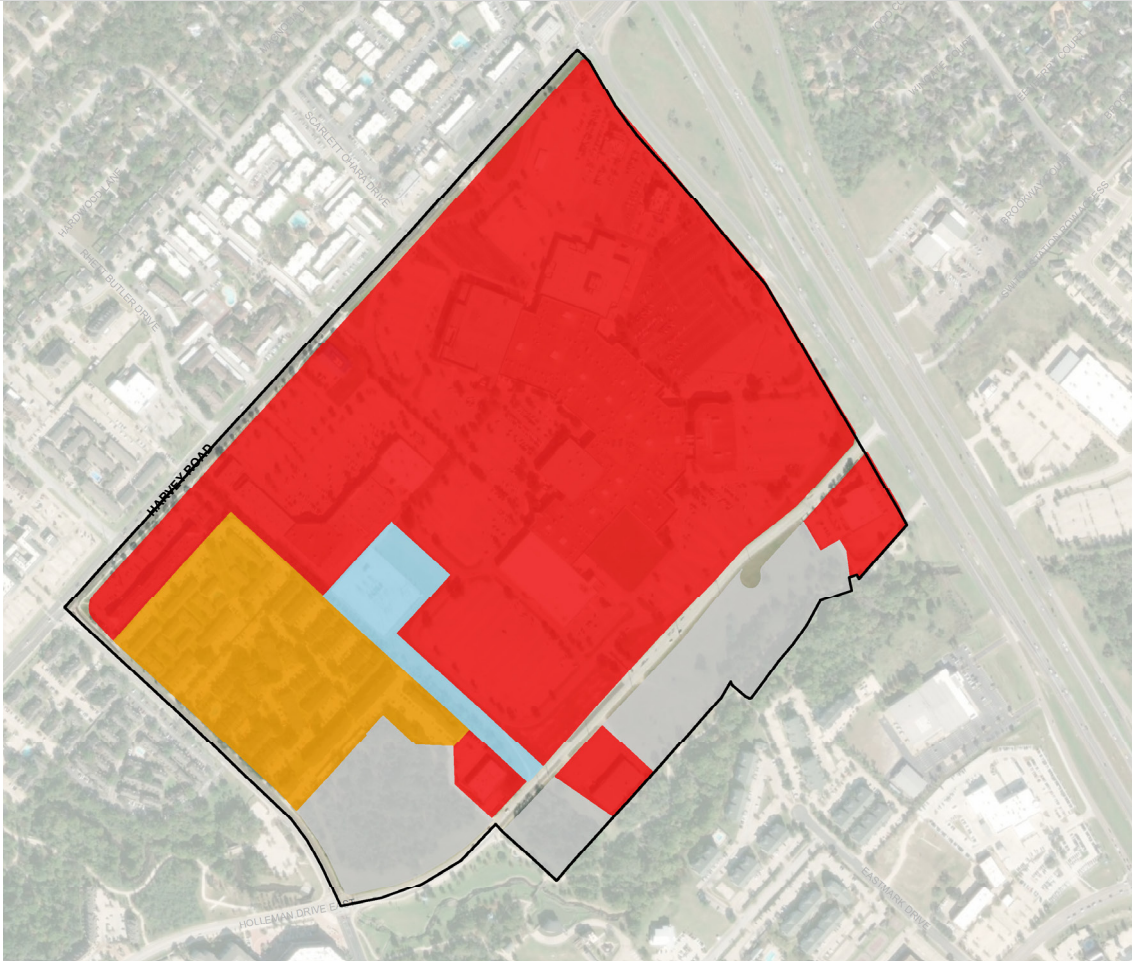
Mixed Residential	
Areas appropriate for a mix of moderate density residential development including, townhomes, duplexes, and small (3-12 unit) multi-family buildings, and limited small-lot single family. These areas are appropriate for residential infill and redevelopment that allows original character 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.	
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.	
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 non-conforming situations. These areas are appropriate for overlays or zoning classifications that provide additional character protection and address non-conforming issues.	
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.	
Parks and 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, and public parks.	

Area 1: Post Oak Mall Area

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

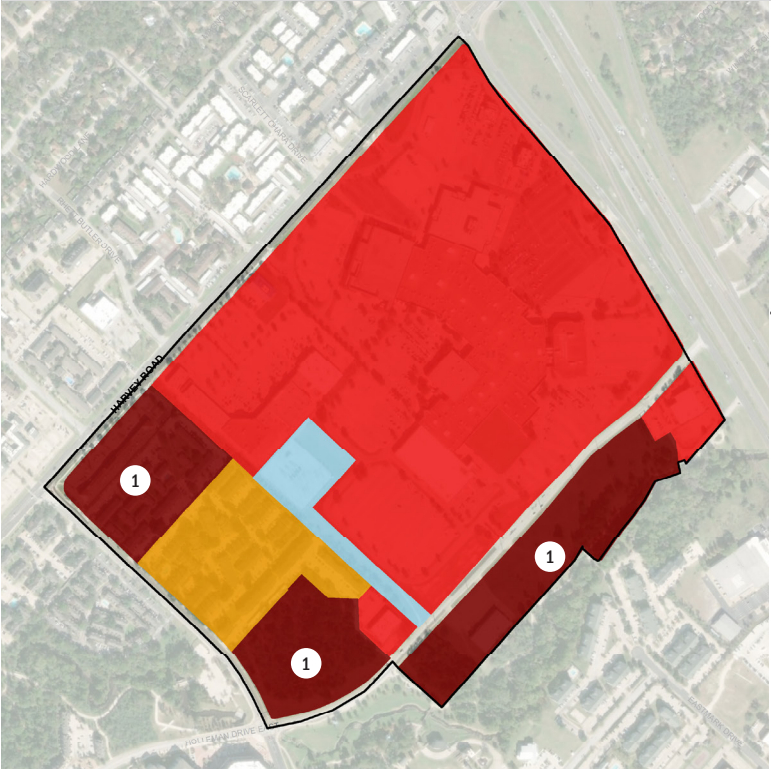
Context Photos



Land Use Types*

	Urban Center: Vertical mixes of commercial, office, & residential		Urban Residential: Apartment complexes
	Neighborhood Center: Horizontal mixes of commercial, office, & residential		Institutional/Public
	General Commercial: Retail, office, & commercial uses		Unimproved/Vacant

ANTICIPATED SCENARIO



Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	(15,000) sqft
Office:	245,000 sqft
Residential:	215 units

Overall Notes

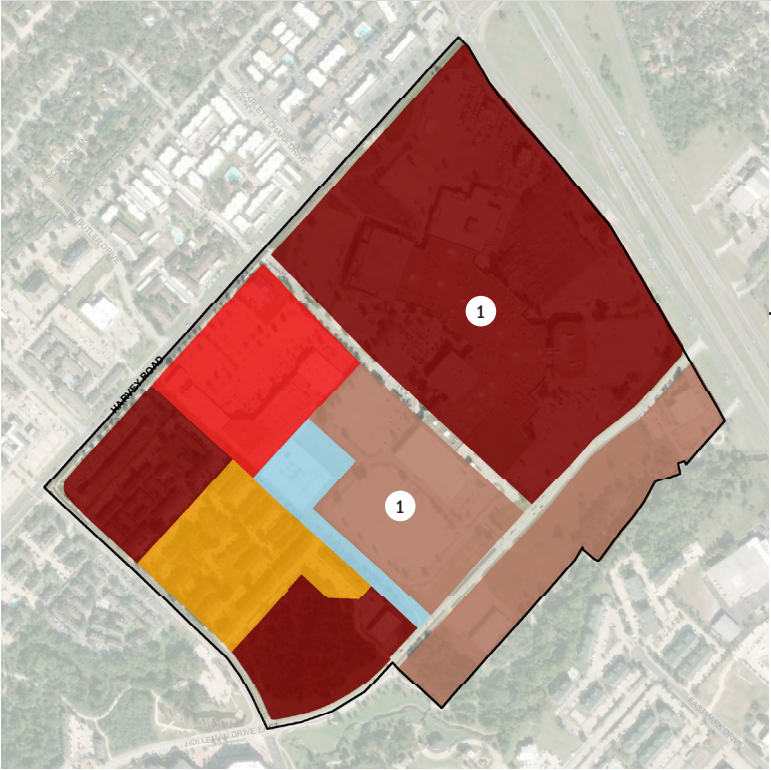
- Post Oak Mall remains intact
- Develop empty or underutilized parcels into urban center

Zone 1

- Urban center developments along the corners and edges of sub area
- South-western developments to link in high density residential to create the feel of one contiguous walkable development



ALTERNATIVE SCENARIO



Scenario Assumptions

Proposed Land Use Change (net new)

Retail:	(265,000) sqft
Office:	735,000 sqft
Residential:	1,209 units

Overall Notes

- Assumes major rework of Post Oak Mall
- Adds new minor collector between Harvey Rd & Holleman Dr

Zone 1

- Redevelopment of Post Oak Mall into a large urban & neighborhood center
- Increased access points from surrounding thoroughfares
- Replaces a large amount of commercial square footage with office and residential



*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

Area 1: Post Oak Mall Area

SCENARIOS AT A GLANCE



Urban Center	-	21%	55%
Neighborhood Center	-	-	23%
General Commercial	70%	67%	10%
Urban Residential	13%	9%	9%
Institutional/ Public	4%	4%	4%
Vacant/ Unimproved	13%	-	-
Single-Family	-	-	-
Multi-Family	594 units	809 units	1,803 units
Commercial	1,125,000 sqft	1,110,000 sqft	860,000 sqft
Office	15,000 sqft	260,000 sqft	750,000 sqft

SCENARIO SUMMARY		EXISTING	ANTICIPATED	ALTERNATIVE
HOUSING				
	Housing Units	594	809	1,803
	Population	1,329	1,811	4,033
ECONOMIC VITALITY				
	Jobs	2,299	2,731	3,219
	Commercial Square Footage	1,140,027	1,364,825	1,608,665
	Property Tax Revenue (Annual)	\$771,000*	\$1,158,000	\$2,217,000
	Sales Tax Revenue (Annual)	\$1,974,000*	\$1,946,000	\$1,477,000
TRANSPORTATION				
	Total Trips (All Modes)	28,543	59,626	70,312
	Vehicular Trips	24,427	48,419	45,928
	Intersection Density	0.06	0.06	0.11
	Internal Capture Rate	0.20%	5.30%	12.70%
	Multimodal Trip Rate Reduction	14.25%	14.25%	25.18%
INFRASTRUCTURE				
	Water/Wastewater Demand (GPD)	277,920	351,120	566,040
	Cost of Water/Wastewater Upgrades	\$1,911,325	\$2,055,850	\$3,037,060
	Water/Wastewater Revenue (Annual)	\$886,004	\$1,114,169	\$1,754,912
QUALITY OF PLACE				
	Land Use Mix: <i>A balance of mix of uses</i>	Low	Medium	High
	Meaningful Open Space: <i>Integrated into the area with opportunities to create synergy between people and uses</i>	Low	Low	High
	Street Level Activation: <i>Inviting storefronts, building location and massing, and pedestrian activity</i>	Low	Medium	High
	Connectivity: <i>A ratio of multimodal facilities to roadway facilities</i>	1.31	1.56	1.91

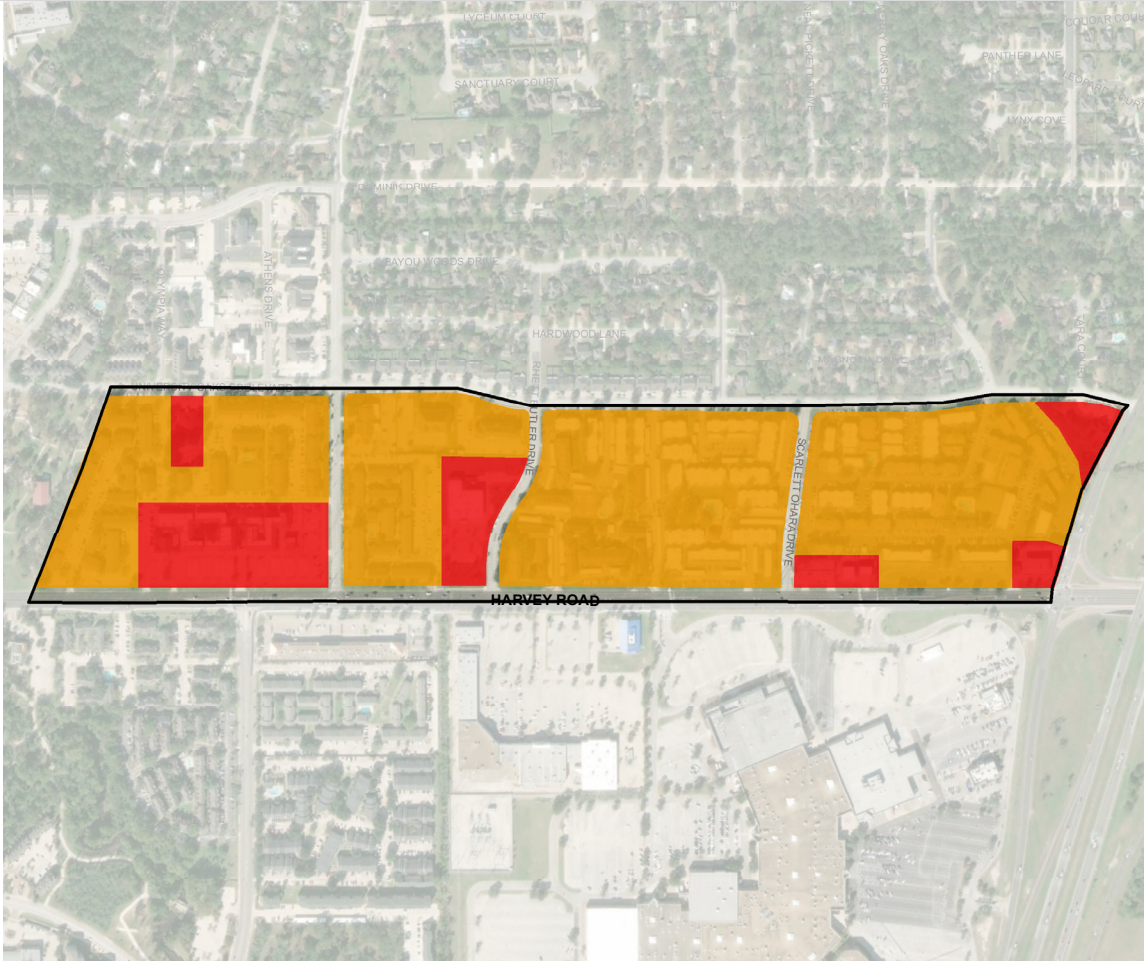
*Tax revenue assumptions were based on actual 2019 revenues

Area 2: Harvey Road (Opposite Post Oak Mall)

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

Context Photos



Land Use Types*

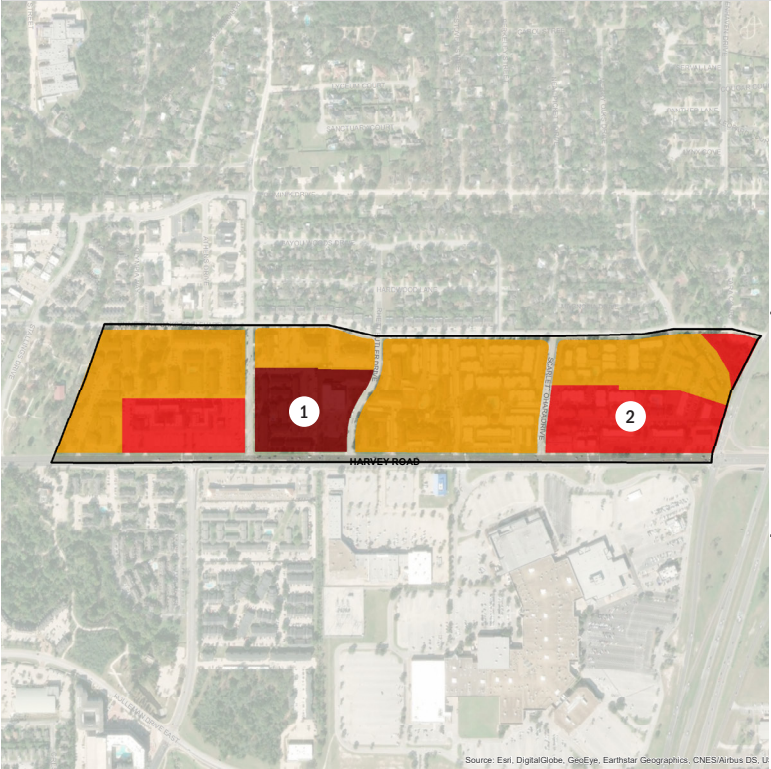
Urban Center:
Vertical mixes of commercial, office, & residential

General Commercial:
Retail, office, & commercial uses

Neighborhood Center:
Horizontal mixes of commercial, office, & residential

Urban Residential:
Apartment complexes

ANTICIPATED SCENARIO



Scenario Assumptions

Proposed Land Use Change (net new)

Retail:

Office:

Residential:

116,000 sqft

96,000 sqft

(163) units

Overall Notes

- Carries over urban style mixed use from mall redevelopment
- Mixing in more commercial with existing multi-family

Zone 1

- Smaller pocket of urban center development towards the center of the sub area

Zone 2

- Expanded general commercial development along Harvey Rd across from Post Oak Mall

ALTERNATIVE SCENARIO

Scenario Assumptions

Proposed Land Use Change (net new)

Retail:

Office:

Residential:

436,000 sqft

296,000 sqft

(308) units

Overall Notes

- A portion of existing apartments converted to neighborhood center
- Providing a buffer between urban center and neighborhood

Zone 1

- Neighborhood center along Harvey Rd
- Commercial and office located near highway, residential in the back closer to the neighborhoods

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

12

13
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Area 2: Harvey Road (Opposite Post Oak Mall)

SCENARIOS AT A GLANCE



	EXISTING	ANTICIPATED	ALTERNATIVE
Urban Center	-	11%	-
Neighborhood Center	-	-	38%
General Commercial	19%	26%	26%
Urban Residential	81%	63%	37%
Single-Family	-	-	-
Multi-Family	1,501 units	1,338 units	1,193 units
Commercial	114,000 sqft	230,000 sqft	550,000 sqft
Office	4,000 sqft	100,000 sqft	300,000 sqft

SCENARIO SUMMARY

EXISTING

ANTICIPATED

ALTERNATIVE



HOUSING

Housing Units

1,501

1,338

1,193

Population

3,358

2,993

2,670



ECONOMIC VITALITY

Jobs

252

677

1,700

Commercial Square Footage

117,848

158,566

850,053

Property Tax Revenue (Annual)

\$342,000*

\$395,000

\$727,000

Sales Tax Revenue (Annual)

\$113,000*

\$331,000

\$931,000



TRANSPORTATION

Total Trips (All Modes)

12,426

17,689

31,310

Vehicular Trips

10,427

11,905

22,195

Intersection Density

0.19

0.19

0.19

Internal Capture Rate

1.00%

20.60%

13.80%

Multimodal Trip Rate Reduction

15.24%

15.24%

17.76%



INFRASTRUCTURE

Water/Wastewater Demand (GPD)

287,880

290,340

342,240

Cost of Water/Wastewater Upgrades

\$2,009,913

\$2,085,113

\$2,526,294

Water/Wastewater Revenue (Annual)

\$843,808

\$865,994

\$1,052,546



QUALITY OF PLACE

Land Use Mix:

A balance of mix of uses

Medium

Medium

Medium

Meaningful Open Space:

Integrated into the area with opportunities to create synergy between people and uses

Low

Low

Medium

Street Level Activation:

Inviting storefronts, building location and massing, and pedestrian activity

Low

Medium

Medium

Connectivity:

A ratio of multimodal facilities to roadway facilities

1.29

1.52

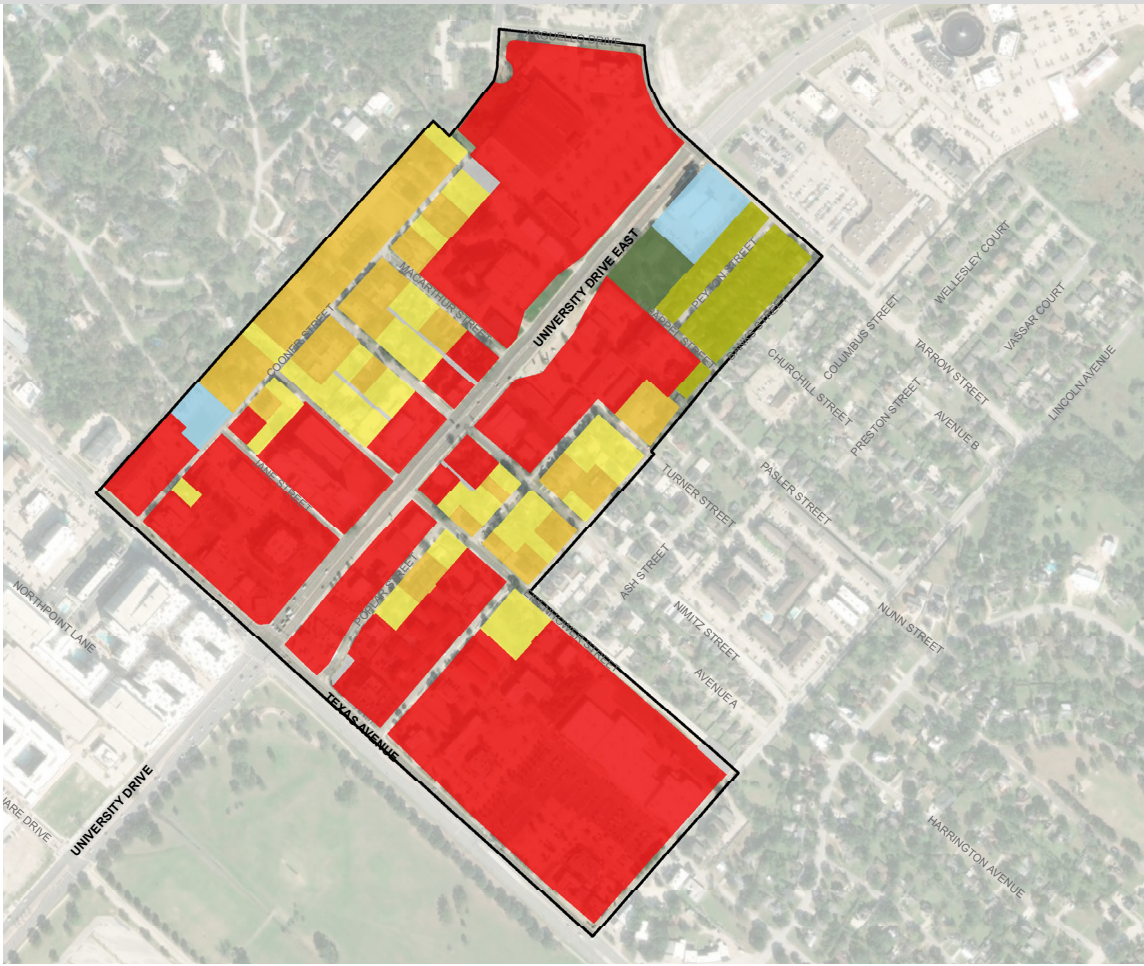
1.56

*Tax revenue assumptions were based on actual 2019 revenues

Area 3: University Drive East of Texas Avenue

EXISTING DEVELOPMENT

Context Photos



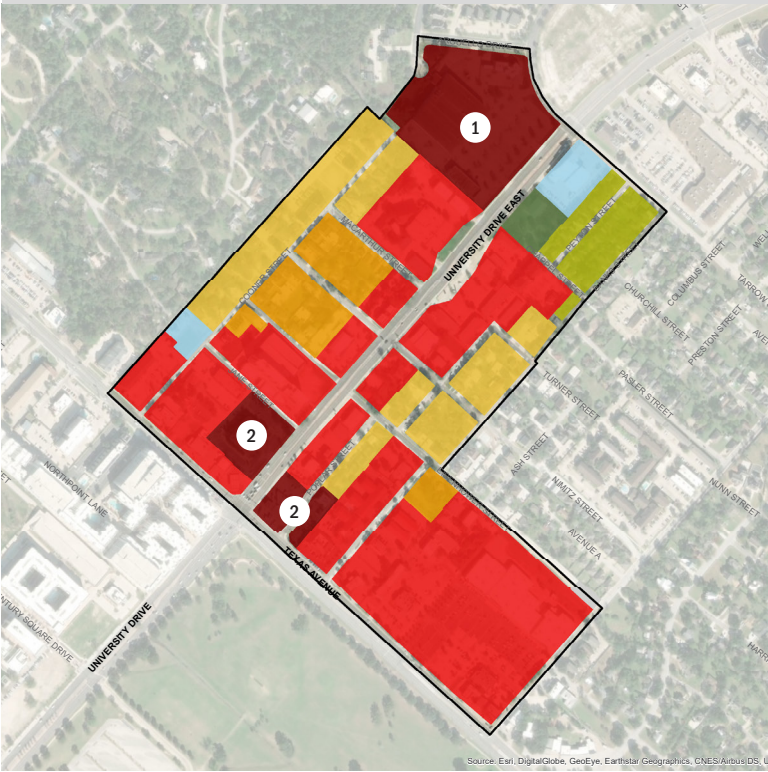
Land Use Types*

Urban Center: Vertical mixes of commercial, office, & residential	Suburban Residential: Single-family homes
Neighborhood Center: Horizontal mixes of commercial, office, & residential	Neighborhood Conservation: Established Neighborhoods
General Commercial: Retail, office, & commercial uses	Institutional/Public
Urban Residential: Apartment complexes	Parks and Greenways
Mixed Residential: Duplexes, townhomes, and small-scale apartment	Unimproved/Vacant

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

SCENARIO DESIGN CONCEPTS

ANTICIPATED SCENARIO



Scenario Assumptions	
Proposed Land Use Change (net new)	Overall Notes
Retail: 120,000 sqft	• Northern commercial to be redeveloped
Office: 170,000 sqft	• New urban residential housing in place of duplexes
Residential: 152 units	

Zone 1

- Focused on redevelopment of larger tracts that are underutilized for enhanced gateway at University Drive

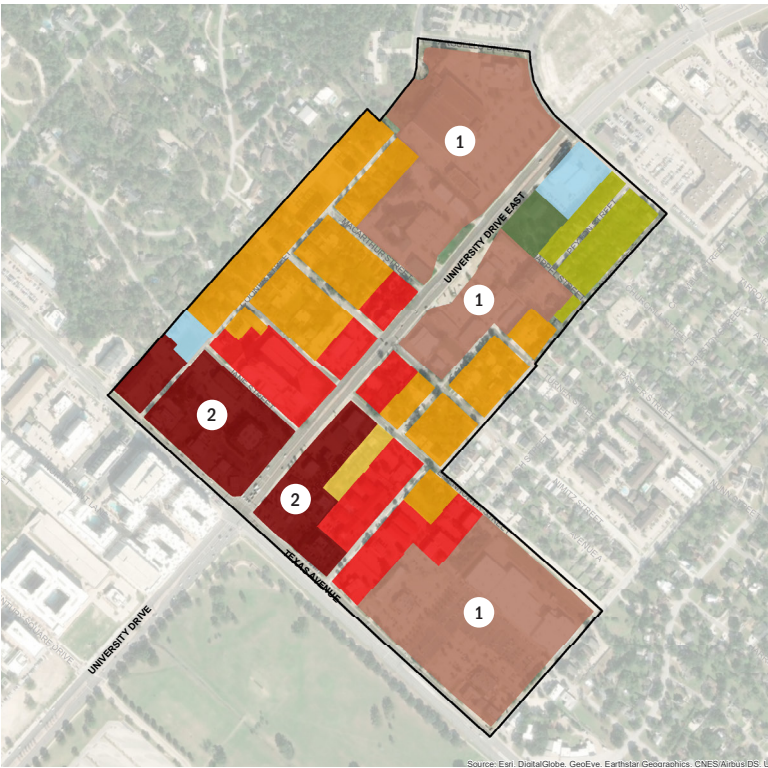


Zone 2

- Redevelopment of underutilized low density commercial sites into focal points that serve as a gateway between the university and its surrounding commercial



ALTERNATIVE SCENARIO



Scenario Assumptions	
Proposed Land Use Change (net new)	Overall Notes
Retail: 140,000 sqft	• More redevelopment with a mixed-use pattern
Office: 480,000 sqft	• Adding residential on top of the proposed new commercial
Residential: 313 units	

Zone 1

- Neighborhood mixed use development that offers access to both vehicles and pedestrians
- Increased amount of office uses



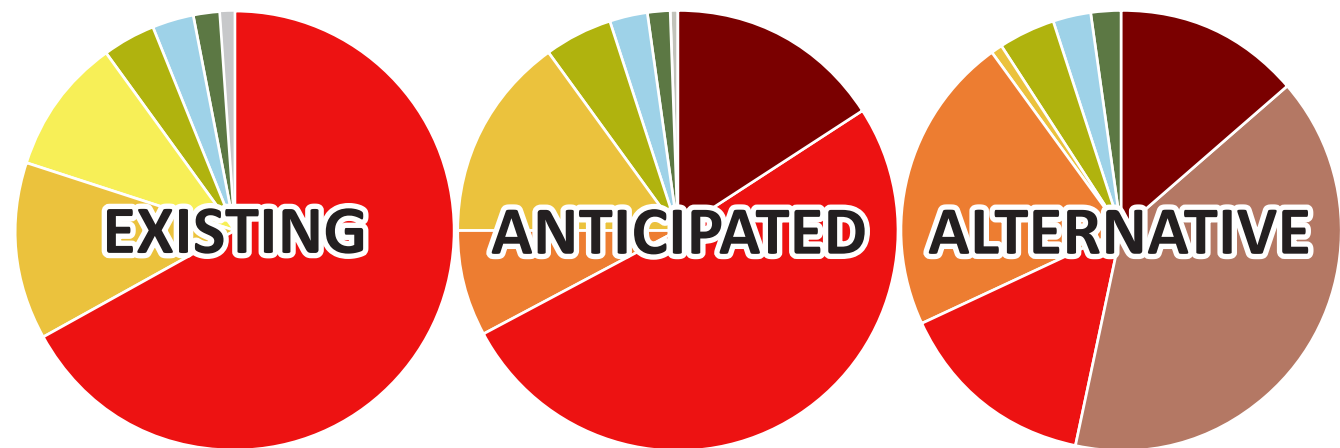
Zone 2

- Urban mixed use, creating strong focal points moving away from university campus to draw people in
- Corners are set to frame an entrance into the northern section of University Drive



Area 3: University Drive East of Texas Avenue

SCENARIOS AT A GLANCE



Urban Center	-	16%	14%
Neighborhood Center	-	-	40%
General Commercial	67%	52%	15%
Urban Residential	-	8%	22%
Mixed Residential	13%	15%	1%
Suburban Residential	10%	-	-
Neighborhood Conservation	4%	5%	4%
Institutional/ Public	3%	3%	3%
Parks & Greenways	2%	1.5%	2%
Vacant/ Unimproved	1%	0.5%	-
Single-Family	87 units	35 units	35 units
Multi-Family	168 units	372 units	533 units
Commercial	530,000 sqft	650,000 sqft	670,000 sqft
Office	70,000 sqft	240,000 sqft	550,000 sqft

SCENARIO SUMMARY		EXISTING	ANTICIPATED	ALTERNATIVE
HOUSING				
	Housing Units	255	407	568
	Population	570	911	1,270
ECONOMIC VITALITY				
	Jobs	1,410	1,804	2,464
	Commercial Square Footage	603,125	862,955	1,192,943
	Property Tax Revenue (Annual)	\$849,000*	\$1,229,000	\$1,662,000
	Sales Tax Revenue (Annual)	\$412,000*	\$637,000	\$675,000
TRANSPORTATION				
	Total Trips (All Modes)	23,320	39,637	42,401
	Vehicular Trips	19,477	31,745	31,242
	Intersection Density	0.28	0.28	0.26
	Internal Capture Rate	2.60%	6.60%	10.40%
	Multimodal Trip Rate Reduction	14.25%	14.25%	17.76%
INFRASTRUCTURE				
	Water/Wastewater Demand (GPD)	139,725	212,865	293,760
	Cost of Water/Wastewater Upgrades	\$4,068,657	\$5,364,315	\$6,087,918
	Water/Wastewater Revenue (Annual)	\$445,545	\$670,549	\$923,953
QUALITY OF PLACE				
	Land Use Mix: <i>A balance of mix of uses</i>	Low	Low	High
	Meaningful Open Space: <i>Integrated into the area with opportunities to create synergy between people and uses</i>	Medium	Medium	Medium
	Street Level Activation: <i>Inviting storefronts, building location and massing, and pedestrian activity</i>	Low	Low	High
	Connectivity: <i>A ratio of multimodal facilities to roadway facilities</i>	0.50	0.67	0.75

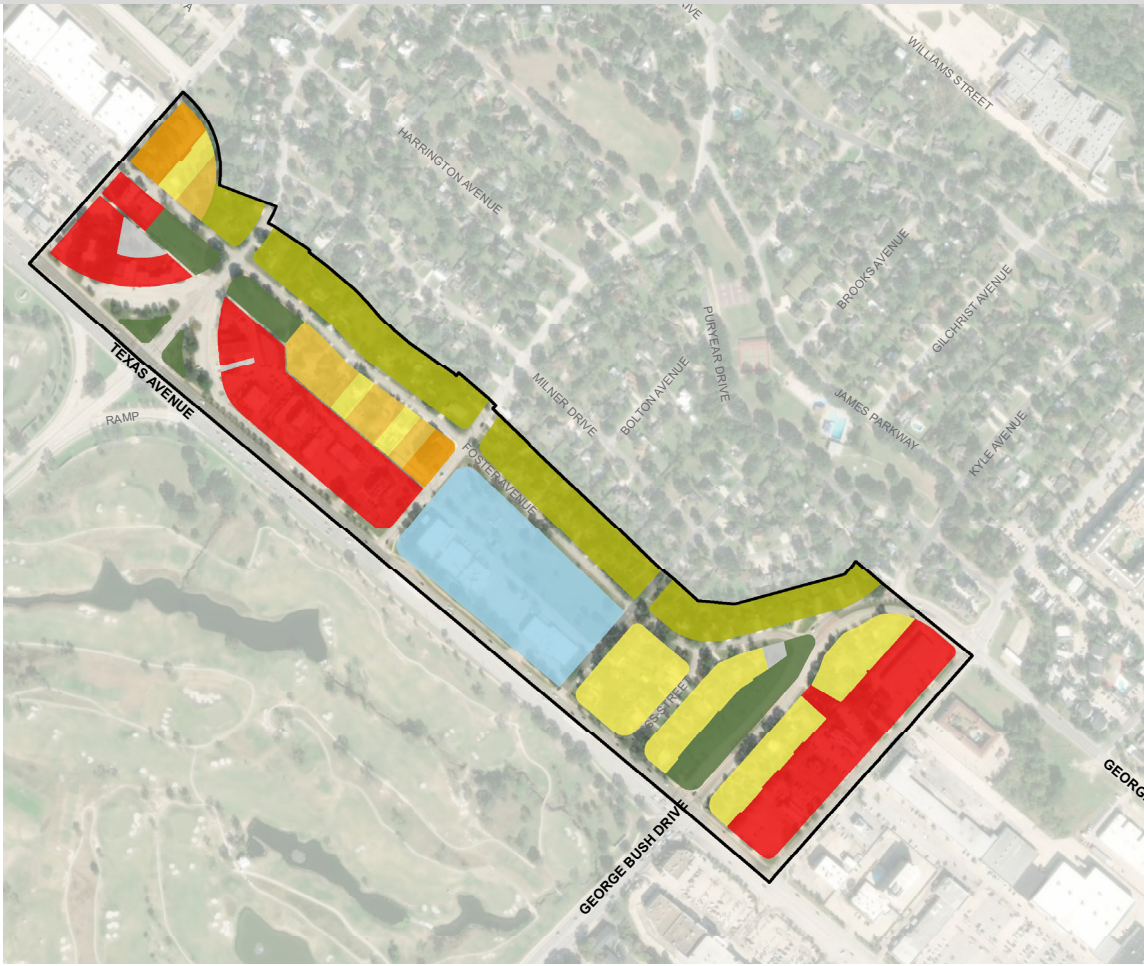
*Tax revenue assumptions were based on actual 2019 revenues

Area 4: Texas Avenue across from A&M Campus

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

Context Photos



Land Use Types*

Neighborhood Center:
Horizontal mixes of commercial, office, & residential

Neighborhood Conservation:
Established Neighborhoods

General Commercial:
Retail, office, & commercial uses

Institutional/Public

Urban Residential:
Apartment complexes

Parks and Greenways

Mixed Residential:
Duplexes, townhomes, and small-scale apartment

Unimproved/Vacant

Suburban Residential:
Single-family homes

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

ANTICIPATED SCENARIO



Scenario Assumptions

Proposed Land Use Change (net new)

Retail:

Office:

Residential:

86,000 sqft

121,000 sqft

(19) units

Overall Notes

- City Hall redevelopment with plaza space

Zone 1

- Neighborhood center mixed-use to compliment City Hall redevelopment

Zone 2

- New general commercial development along George Bush Drive

ALTERNATIVE SCENARIO



Scenario Assumptions

Proposed Land Use Change (net new)

Retail:

Office:

Residential:

176,000 sqft

211,000 sqft

11 units

Overall Notes

- More neighborhood center uses to compliment City Hall redevelopment

Zone 1

- Townhomes and mixed residential along edge of sub-area to buffer between neighborhood center and single-family neighborhood

Zone 2

- Increased neighborhood center uses with structured parking
- Moss St area consolidated to neighborhood center

Area 4: Texas Avenue across from A&M Campus

SCENARIOS AT A GLANCE



Neighborhood Center	-	28%	48%
General Commercial	27%	17%	17%
Urban Residential	3%	-	-
Mixed Residential	5%	9%	21%
Suburban Residential	17%	-	-
Neighborhood Conservation	22%	21%	-
Institutional/ Public	16%	16%	10%
Parks & Greenways	8%	8%	4%
Vacant/ Unimproved	1%	-	-
Single-Family	82 units	49 units	-
Multi-Family	56 units	70 units	149 units
Commercial	94,000 sqft	180,000 sqft	270,000 sqft
Office	9,000 sqft	130,000 sqft	220,000 sqft

SCENARIO SUMMARY

EXISTING

ANTICIPATED

ALTERNATIVE



HOUSING

Housing Units

138

119

149

Population

309

266

333



ECONOMIC VITALITY

Jobs

370

890

1,239

Commercial Square Footage

102,987

313,656

487,965

Property Tax Revenue (Annual)

\$231,000*

\$399,000

\$581,000

Sales Tax Revenue (Annual)

\$1,245,000*

\$1,406,000

\$1,575,000



TRANSPORTATION

Total Trips (All Modes)

5,553

8,118

10,230

Vehicular Trips

4,627

5,152

6,065

Intersection Density

0.28

0.28

0.25

Internal Capture Rate

1.00%

24.60%

25.30%

Multimodal Trip Rate Reduction

15.83%

15.83%

20.63%



INFRASTRUCTURE

Water/Wastewater Demand (GPD)

40,290

67,920

100,320

Cost of Water/Wastewater Upgrades

\$1,521,838

\$1,643,638

\$1,772,960

Water/Wastewater Revenue (Annual)

\$128,740

\$221,536

\$325,087



QUALITY OF PLACE

Land Use Mix:

A balance of mix of uses

Medium

Medium

Medium

Meaningful Open Space:

Integrated into the area with opportunities to create synergy between people and uses

Low

Low

High

Street Level Activation:

Inviting storefronts, building location and massing, and pedestrian activity

Low

Medium

Medium

Connectivity:

A ratio of multimodal facilities to roadway facilities

1.55

1.74

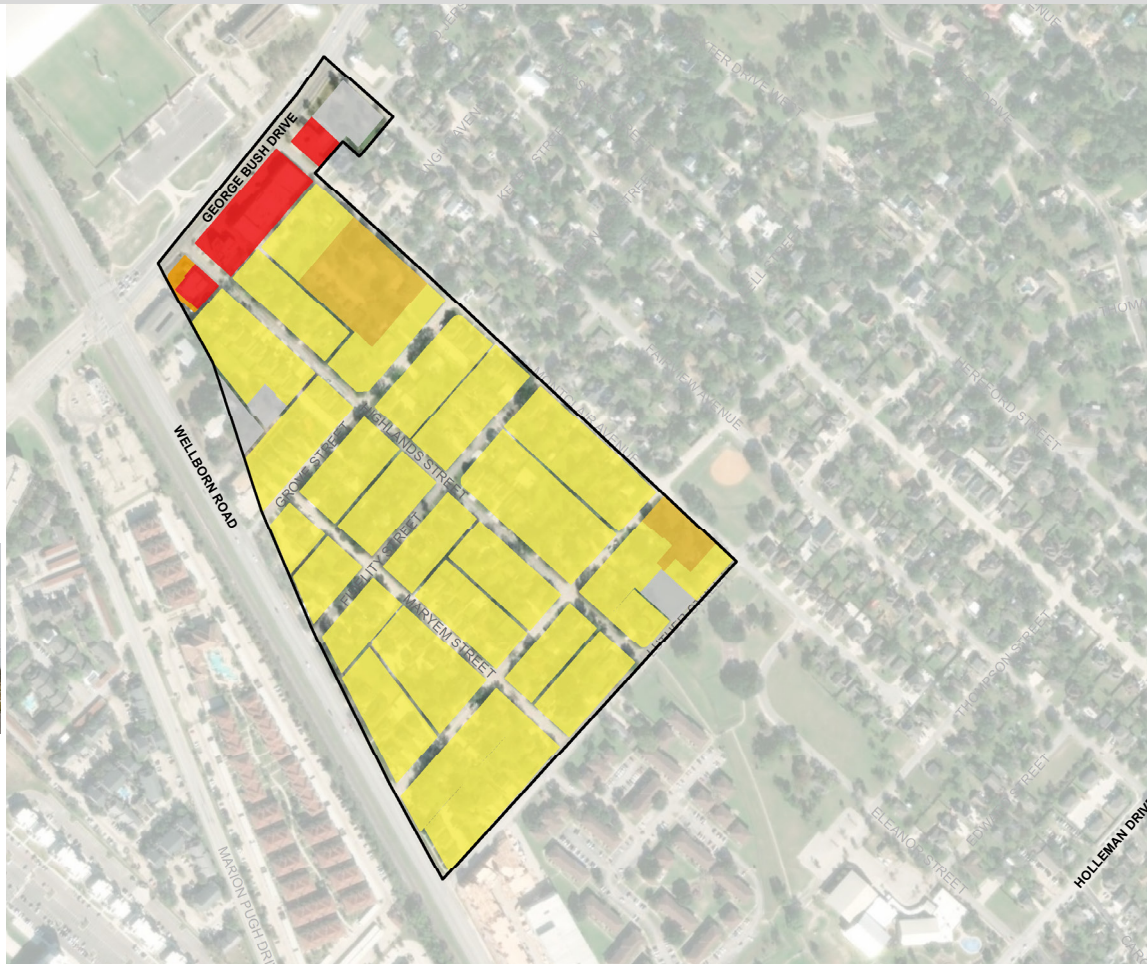
1.78

**Tax revenue assumptions were based on actual 2019 revenues*

Area 5: George Bush Drive and Wellborn Road Area

EXISTING DEVELOPMENT

Context Photos



Land Use Types*

	Urban Residential: Apartment complexes		Neighborhood Center: Horizontal mixes of commercial, office, & residential
	Mixed Residential: Duplexes, townhomes, and small-scale apartment		General Commercial: Retail, office, & commercial uses
	Suburban Residential: Single-family homes		Parks and Greenways
	Urban Center: Vertical mixes of commercial, office, & residential		Unimproved/Vacant

*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

SCENARIO DESIGN CONCEPTS

ANTICIPATED SCENARIO



Scenario Assumptions

Proposed Land Use Change
(net new)

Retail:	46,000 sqft
Office:	70,000 sqft
Residential:	109 units

Overall Notes

- Representative of Southside Area Neighborhood Plan
- More density along George Bush and Wellborn
- Assumes Bush-Wellborn interchange construction

Zone 1

- Urban and neighborhood center along George Bush and Wellborn
- Designed to be easily accessible to both TAMU campus and nearby single family residential



Zone 2

- Medium density residential to buffer between new urban center and existing Southside single-family homes
- Duplexes and fourplexes that match the nearby suburban context



ALTERNATIVE SCENARIO



Scenario Assumptions

Proposed Land Use Change
(net new)

Retail:	90,000 sqft
Office:	124,000 sqft
Residential:	97 units

Overall Notes

- Assumes Bush-Wellborn interchange construction
- Additional urban center areas with removal of some local streets

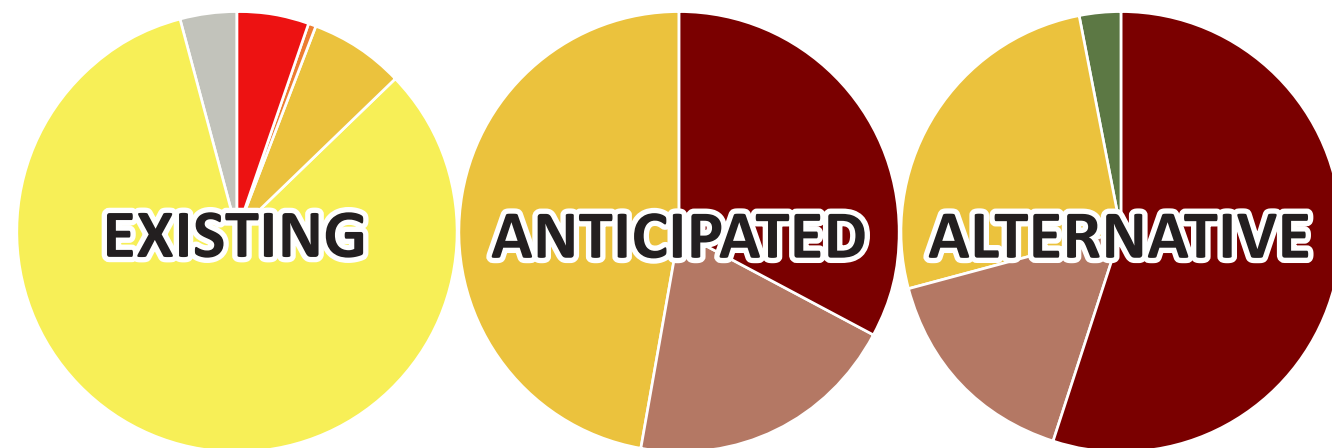
Zone 1

- Creating an enhanced pedestrian-friendly neighborhood center on the south side of campus (similar to Century Square)
- Road closures along Highland St and Grove St (marked on map) due to Bush-Wellborn interchange
- Highland St from George Bush Dr to Grove St closed to vehicular traffic, similar concept to College Main



Area 5: George Bush Drive and Wellborn Road Area

SCENARIOS AT A GLANCE



Urban Center	-	33%	55%
Neighborhood Center	-	20%	16%
General Commercial	5.5%	-	-
Urban Residential	0.5%	-	-
Mixed Residential	7%	47%	26%
Suburban Residential	83%	-	-
Parks & Greenways	-	-	3%
Vacant/Unimproved	4%	-	-
Single-Family	170 units	-	-
Multi-Family	17 units	296 units	284 units
Commercial	34,000 sqft	80,000 sqft	124,000 sqft
Office	-	70,000 sqft	124,000 sqft

SCENARIO SUMMARY

EXISTING

ANTICIPATED

ALTERNATIVE



HOUSING

Housing Units

187

296

284

Population

418

663

635



ECONOMIC VITALITY

Jobs

68

317

497

Commercial Square Footage

33,851

158,566

104,620

Property Tax Revenue (Annual)

\$331,000*

\$521,000

\$599,000

Sales Tax Revenue (Annual)

\$253,000*

\$339,000

\$422,000



TRANSPORTATION

Total Trips (All Modes)

1,771

9,264

13,659

Vehicular Trips

1,536

6,751

9,839

Intersection Density

0.48

0.42

0.42

Internal Capture Rate

0.00%

16.00%

12.40%

Multimodal Trip Rate Reduction

13.25%

13.25%

17.76%



INFRASTRUCTURE

Water/Wastewater Demand (GPD)

42,500

81,700

94,000

Cost of Water/Wastewater Upgrades

\$1,014,176

\$1,435,018

\$1,534,613

Water/Wastewater Revenue (Annual)

\$128,648

\$236,950

\$279,854



QUALITY OF PLACE

Land Use Mix:

A balance of mix of uses

Low

High

High

Meaningful Open Space:

Integrated into the area with opportunities to create synergy between people and uses

Low

Low

Medium

Street Level Activation:

Inviting storefronts, building location and massing, and pedestrian activity

Low

High

High

Connectivity:

A ratio of multimodal facilities to roadway facilities

0.29

0.96

1.02

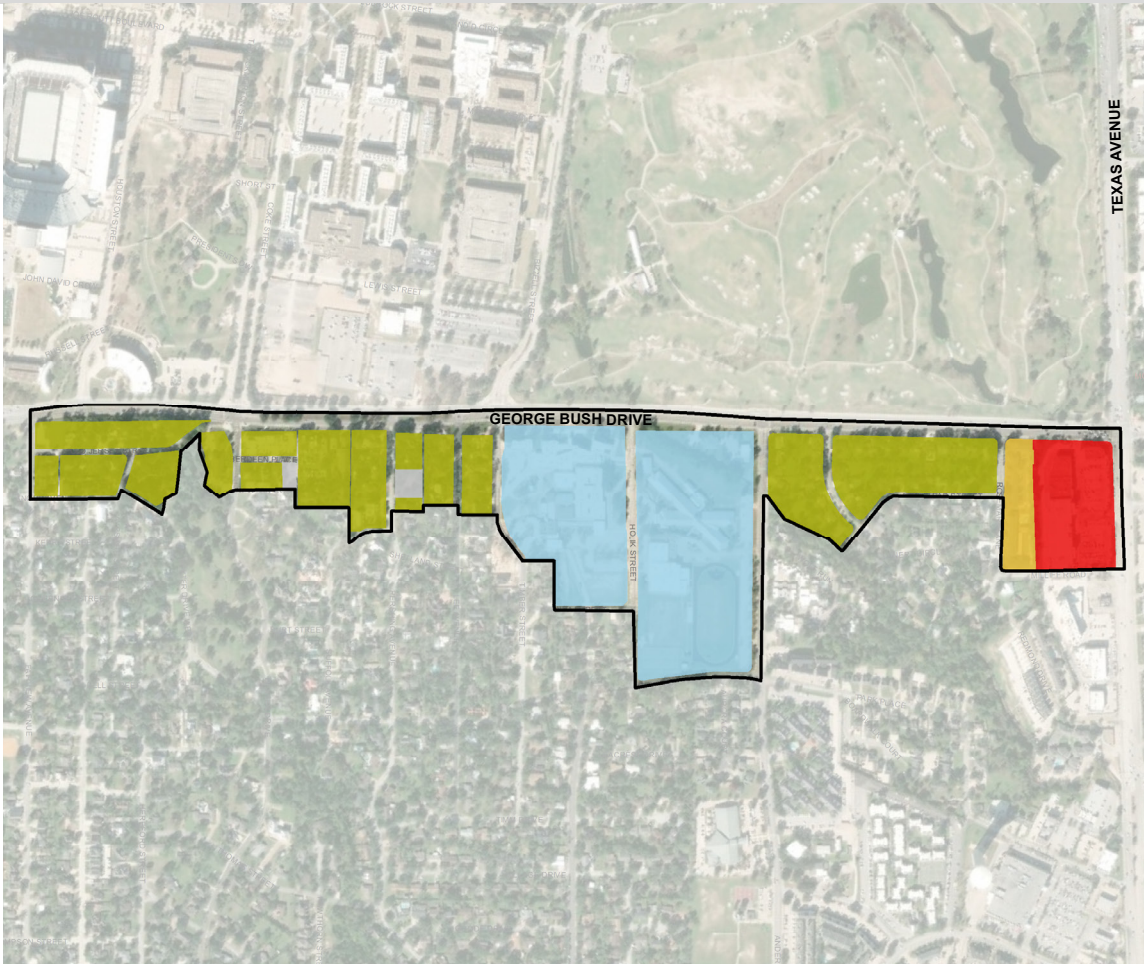
*Tax revenue assumptions were based on actual 2019 revenues

Area 6: George Bush Drive across from A&M Campus

SCENARIO DESIGN CONCEPTS

EXISTING DEVELOPMENT

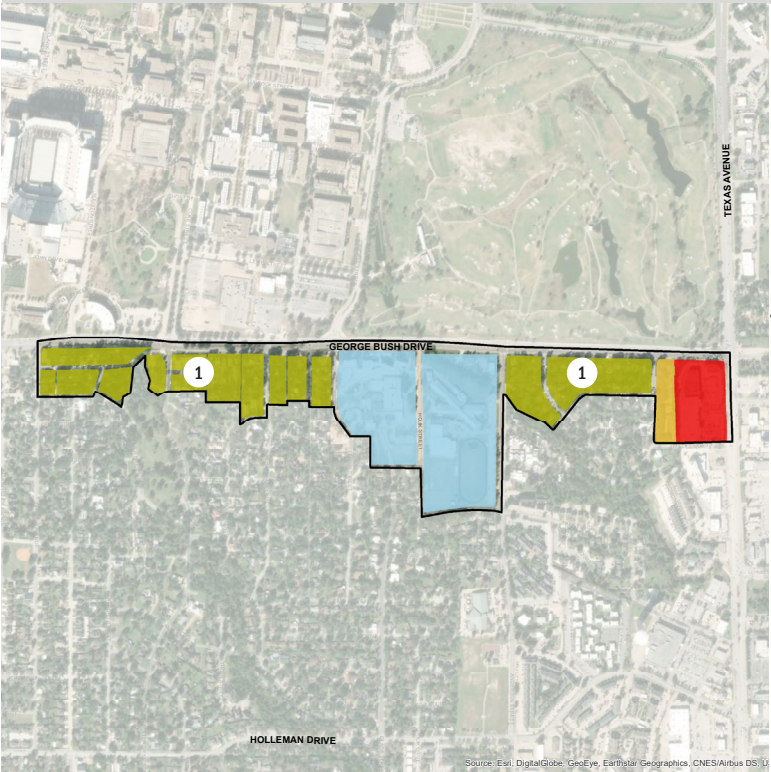
Context Photos



Land Use Types*

Mixed Residential: Duplexes, townhomes, and small-scale apartment	General Commercial: Retail, office, & commercial uses
Neighborhood Conservation: Established Neighborhoods	Institutional/Public
Neighborhood Center: Horizontal mixes of commercial, office, & residential	Unimproved/Vacant

ANTICIPATED SCENARIO

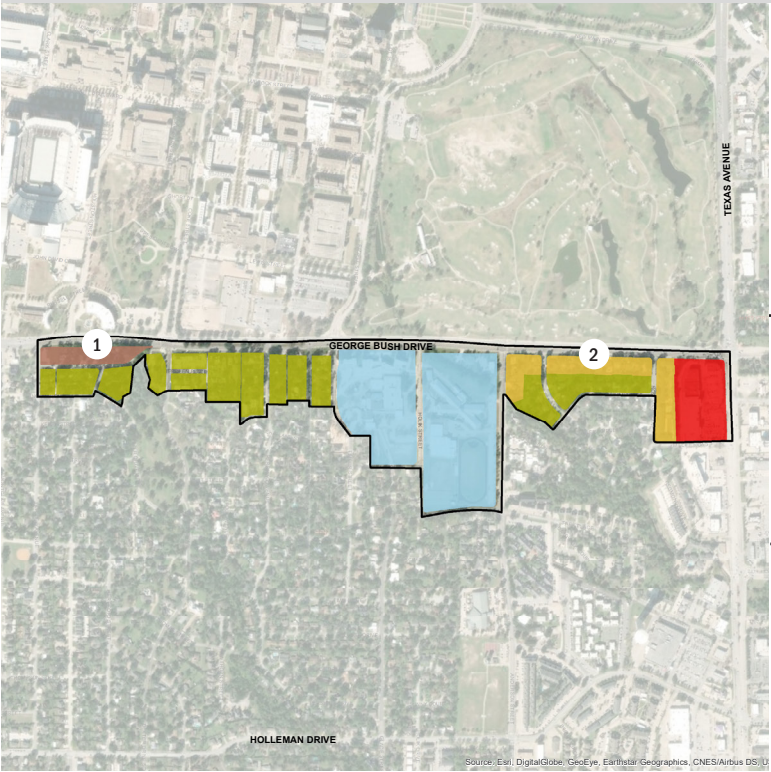


Scenario Assumptions	
Proposed Land Use Change (net new)	Overall Notes
Retail: -	• Full residential buildout of neighborhood conservation area
Office: -	
Residential: 4 units	

- Zone 1**
- Matches existing Southside Area Neighborhood Plan
 - Neighborhood conservation, historic suburban context
 - Development of currently vacant lots



ALTERNATIVE SCENARIO



Scenario Assumptions	
Proposed Land Use Change (net new)	Overall Notes
Retail: -	• Redevelopment of select areas with frontage along George Bush Dr
Office: 20,000 sqft	
Residential: 10 units	

- Zone 1**
- New neighborhood center development
 - Old town style to match the character of the surrounding neighborhood



- Zone 2**
- New mixed residential along George Bush Dr that matches the character of the Southside Neighborhood
 - Brownstone style homes



*Land use types are for scenario development only and do not represent the existing Land Use Plan categories

Area 6: George Bush Drive across from A&M Campus

SCENARIOS AT A GLANCE



Mixed Residential	4%	4%	11%
Neighborhood Conservation	40%	41%	31%
Neighborhood Center	-	-	3%
General Commercial	10%	10%	10%
Institutional/ Public	45%	45%	45%
Vacant/ Unimproved	1%	-	-
Single-Family	98 units	102 units	76 units
Multi-Family	52 units	52 units	84 units
Commercial	90,000 sqft	90,000 sqft	90,000 sqft
Office	-	-	20,000 sqft
Education	300,000 sqft	300,000 sqft	300,000 sqft

SCENARIO SUMMARY

EXISTING

ANTICIPATED

ALTERNATIVE



HOUSING

Housing Units

150

154

160

Population

336

344

358



ECONOMIC VITALITY

Jobs

834

1,201

1,218

Commercial Square Footage

95,827

95,827

104,620

Property Tax Revenue (Annual)

\$254,000*

\$257,000

\$281,000

Sales Tax Revenue (Annual)

\$309,000*

\$309,000

\$309,000



TRANSPORTATION

Total Trips (All Modes)

10,968

11,823

12,021

Vehicular Trips

8,636

8,357

8,225

Intersection Density

0.33

0.33

0.33

Internal Capture Rate

10.90%

12.30%

12.30%

Multimodal Trip Rate Reduction

15.24%

15.24%

17.76%



INFRASTRUCTURE

Water/Wastewater Demand (GPD)

39,750

40,450

44,500

Cost of Water/Wastewater Upgrades

\$658,675

\$727,250

\$765,922

Water/Wastewater Revenue (Annual)

\$265,356

\$267,666

\$278,967



QUALITY OF PLACE

Land Use Mix:

A balance of mix of uses

Medium

Medium

Medium

Meaningful Open Space:

Integrated into the area with opportunities to create synergy between people and uses

Low

Low

Low

Street Level Activation:

Inviting storefronts, building location and massing, and pedestrian activity

Low

Low

Low

Connectivity:

A ratio of multimodal facilities to roadway facilities

0.86

0.89

0.94

**Tax revenue assumptions were based on actual 2019 revenues*



Thank you.



*The
Next 10*

Evaluating Our
Comprehensive Plan

APPENDIX F

Community Choices Engagement Summary

August 11, 2020

This document presents a summary and analysis of the second round of public engagement for The Next 10 process. It represents input from approximately 200 people through the online Community Choices workshop.

What does this report contain?

The input in this report provides insight into:

- Public input on potential changes to the City's Future Land Use Map including updates to the categories and example locations where the change could apply.
- Public input on conceptual development scenarios for six locations in College Station.

This document is organized into the following sections:

A. Overview and Purpose (what we did)	3
B. What we learned	4
I. Evaluating the Future Land Use Map	4
▪ Level of support	
▪ General comments from the public	
II. Evaluating Scenarios	13
▪ Scenario preference	
▪ Reactions to the scenarios	
▪ General comments from the public	
C. Who we heard from	25
Public Comments	27

A. Overview and Purpose (what we did)

Between July 13 and August 3, 2020, The Next 10 team hosted the Community Choices online input activities to gain insight on specific elements of the Comprehensive Plan evaluation. The purpose was to measure support or concern for potential recommendations, gather reactions on conceptual scenarios, and identify opportunities to enhance the Comprehensive Plan. Due to COVID-19, the workshop was conducted entirely online to protect the health and safety of the community. The workshop sought feedback from the general public and was widely promoted. Approximately 200* people participated, generating over 1,900 data points (ratings and open-ended comments).

The Community Choices online workshop was composed of two major parts. Part 1 involved evaluating potential changes to the City's Future Land Use Map driven primarily by proposed updates to the categories on the map. These changes were organized into four themes which included two maps showing example locations where the change could apply. Part II focused on evaluating three scenarios for six unique locations in College Station conducted as part of the Comprehensive Plan evaluation. These conceptual scenarios illustrated and measured the differences between existing conditions, a future supported by the current Plan, and an alternative future that may be possible with changes to City policies. Additionally, participants were asked to respond to a set of questions about their demographics and background.

Participants had the choice to complete all three activities in its entirety or select specific activities and associated questions of their choice. Although roughly 200* people participated, not all of those individuals may have completed the entire three activities.

This report summarizes the results of the workshop. It is qualitative research. It is not intended to be representative of overall community opinions. It reflects personal opinions and perceptions of participants.

* Conservative participant counts have been used. These are estimates due to:

- Participants were not required to register or provide identifying information
- Each workshop activity could be submitted independently and most participants did not complete all activities
- Tracking cookies show some participants completed the activities in multiple sessions on different devices

WORKSHOP OUTREACH

To promote the online workshop, City Staff coordinated a wide range of communication methods. This publicity strived to reach a broad audience, notifying them of the opportunity to participate and provide input.

Communication methods included:

- Social media posts
 - Facebook
 - Twitter
 - LinkedIn
- Creation of a Facebook event
- Posts to the City's website
- Update to the City's Calendar
- Inclusion in the City Council's Weekly Update
- Newsletter updates
 - Parks & Recreation
 - Neighborhood
 - Planning & Development Services
- Interview on radio station WTAW
- Digital and print ads in the local newspaper, Eagle
- Personal emails to previous participants, The Next 10 mailing list, and CPEC members

B. What we learned

This section summarizes feedback received for each of the workshop activities. They reflect participant sentiments and perceptions but may not represent consensus. The results are organized by activity and corresponding theme. The number of responses varies as not all participants completed every activity or prompt.

I. Evaluating the Future Land Use Map

Part I: Evaluating the Future Land Use Map included four themes for potential changes to the future land use categories with two corresponding example locations of where the change could apply.

Note, while the potential changes shown were intended to represent examples that could apply to multiple locations in the city, comments indicate that most respondents focused on the specific change in the location shown.

Theme 1: Introduce a new Neighborhood Center category

Example 1

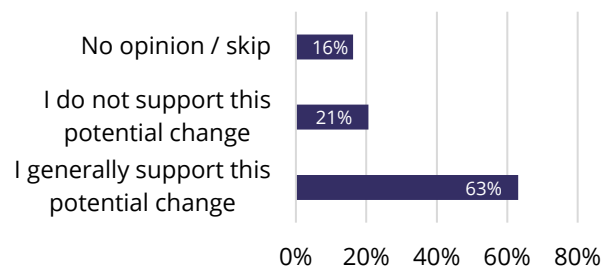


Many participants felt it was difficult to understand the difference between the existing character and what the Neighborhood Center category would encourage.

Those who support the potential change...

- Like the idea of having a walkable Neighborhood Center which is sensitive to the scale of the adjacent neighborhoods
- Note that Urban (Mixed Use) would result in higher density developments which could bring additional concerns to the neighborhood
- Encourage flexible areas that can allow for a variety of land uses from residential to commercial

Level of Support - Theme 1, Example 1



Those who opposed the potential change...

- State that the existing development character in this location was appropriate and should not be changed
- Feel the new category permits too broad a range of land uses for this area
- Are concerned with the potential loss of natural areas to new development

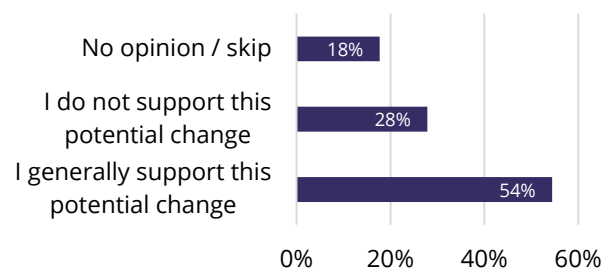
Example 2



Those who support the potential change...

- Are in favor of providing walkable activity centers with a mix of residential and commercial uses
- Emphasize the importance of connecting activity centers to existing parks and green spaces to provide more robust destinations
- View mixed-use development as an improvement from the Suburban Commercial designation which limits development types

Level of Support - Theme 1, Example 2



Those opposed to this potential change...

- Feel that a commercial oriented area in this location is more appropriate given the surrounding context and access
- Note that the intersection is not supportive of the Neighborhood Center as defined, being a challenging area for pedestrians
- Are concerned about the type of development intended for the Neighborhood Center, allowing large multi-family buildings or suburban commercial designs

Theme 2: Introduce a new Mixed Residential category

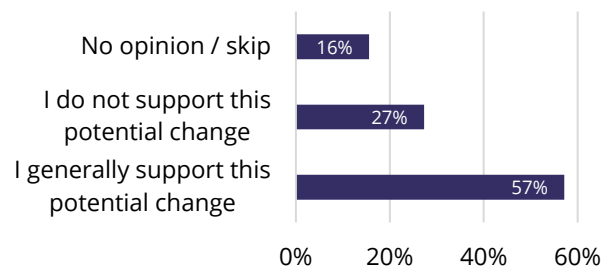
Example 1



Those who support the potential change...

- Share their hope in revitalizing the area by providing a variety of housing types
- Feel the Mixed Residential land use designation matches the existing character
- Support new housing options across the City allowing both for-rent and for-sale options

Level of Support - Theme 2, Example 1



Those opposed to this potential change...

- Express concerns around the number of existing multi-family units and quality of housing units that the Mixed Residential category would encourage
- Feel the Mixed Residential category is more appropriate in new development areas rather than established neighborhoods
- Are concerned with the potential for integrating student housing in these neighborhoods and the impact on the current residents
- Want to ensure that commercial or urban areas are not changed to the Mixed Residential category to allow for multi-family units

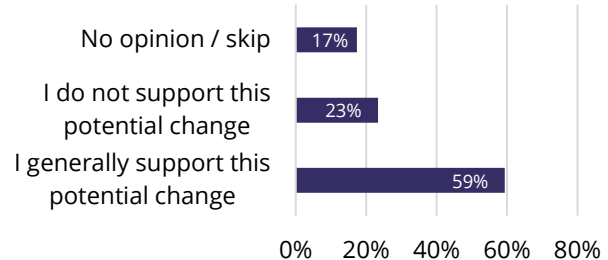
Example 2



Those who support the potential change...

- See benefit in providing opportunities for mixed residential housing types
- Feel it would promote aging in place, provide housing for all income levels, and help revitalize the area through new development opportunities
- Prioritize retaining neighborhood character with new development by ensuring new development maintains high-quality design that accents the community

Level of Support - Theme 2, Example 2

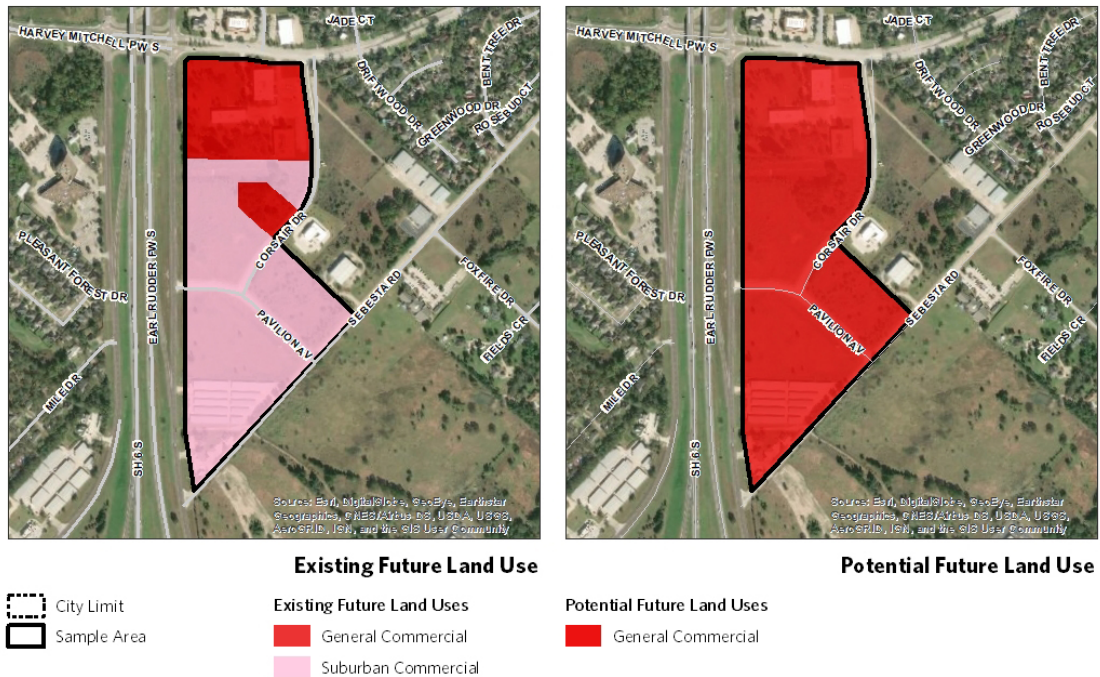


Those opposed to this potential change...

- Are concerned with mixed housing options encouraging student housing in additional areas of the City
- Feel that increasing density would result in further congestion leading to traffic concerns and impacts on the school district
- Promote new single-family housing in the Mixed Residential category as it is more appropriate than multi-family units
- Emphasize that the Mixed Residential category would encourage any type of residential regardless of surrounding context

Theme 3: Re-evaluate Suburban Commercial and General Commercial locations

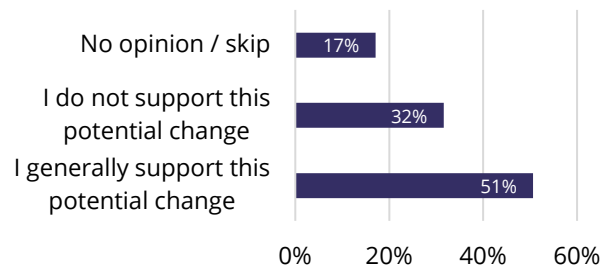
Example 1



Those who support the potential change...

- Comment that the commercial character in place today is appropriate with access to major thoroughfares
- Encourage additional commercial in this area to support business growth provided that improvements are made to support increased traffic
- Support an appropriate transition / buffer to the adjacent neighborhoods as development approaches the single-family homes

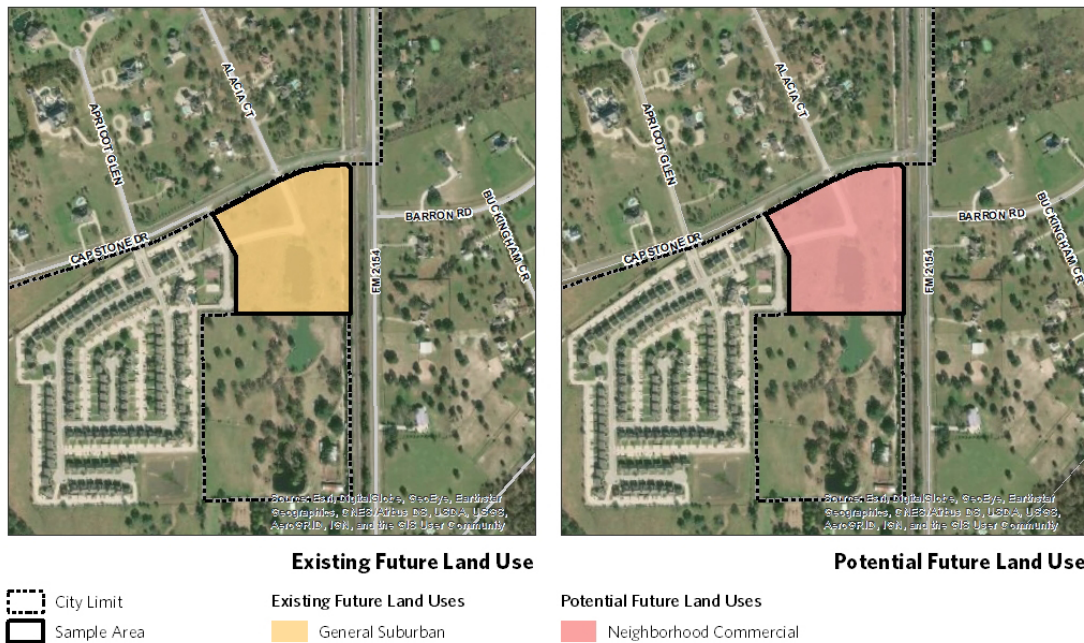
Level of Support - Theme 3, Example 1



Those opposed to this potential change...

- Are concerned with increased traffic congestion at this location and excess commercial areas around the City
- Encourage implementing a Neighborhood Center in this area given the proximity to surrounding neighborhoods
- Promote a mixture of land uses such as office or residential alongside the commercial
- Endorse creating buffers between residential neighborhoods and commercial areas to protect residents

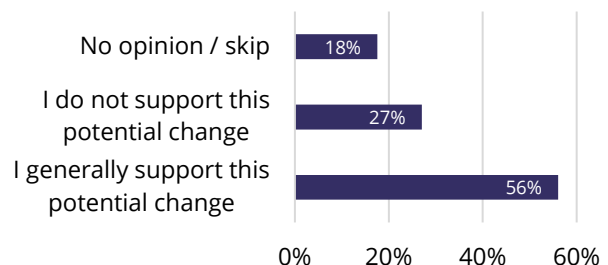
Example 2



Those who support the potential change...

- Feel the Neighborhood Commercial is appropriate given the new development within Wellborn
- Identify a need for commercial areas to provide services to the adjacent neighborhoods
- Encourage access from the collector streets to minimize traffic concerns on the major thoroughfare
- Promote convenience commercial services for the nearby residents with opportunity to provide mixed housing options

Level of Support - Theme 3, Example 2

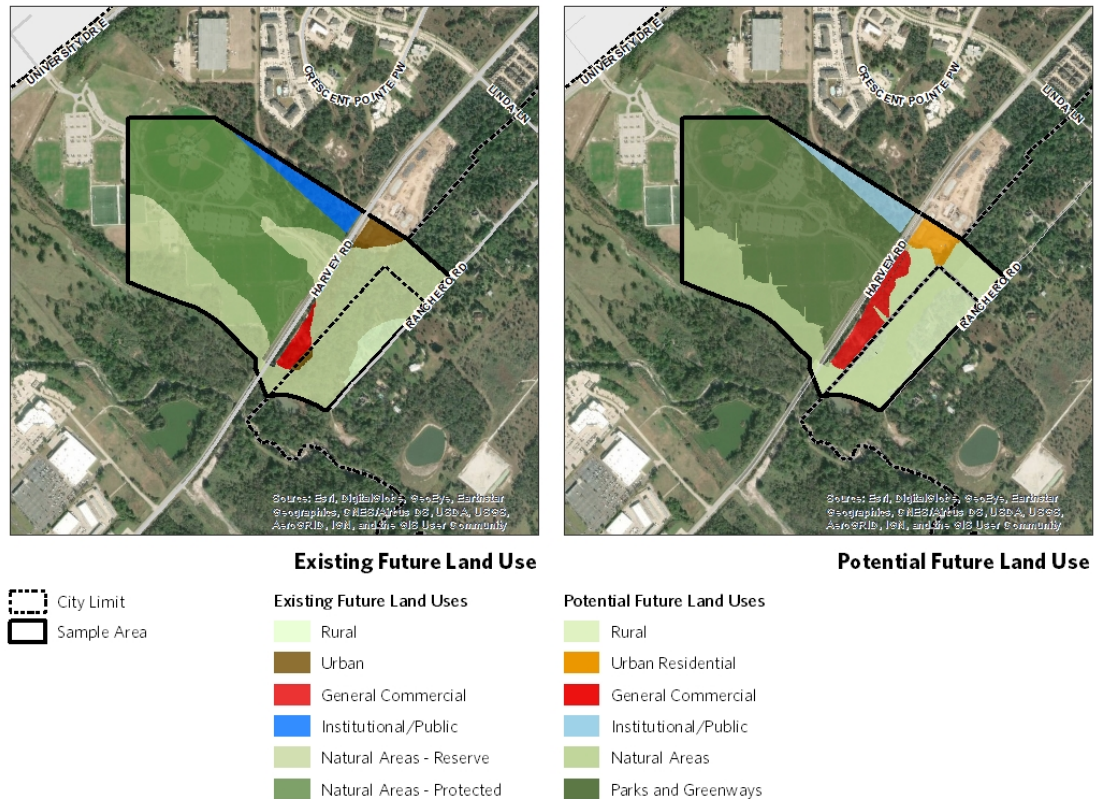


Those opposed to this potential change...

- Identify the surrounding existing commercial areas as sufficient for the residential growth
- Feel that this area is inappropriate for commercial use adding to traffic concerns and removing potential open space from the community
- Believe a minimum buffer zone should be established between residential neighborhoods and non-residential areas
- Are concerned with drainage issues from new development being directed into residential neighborhoods

Theme 4: Update the Natural Areas boundary

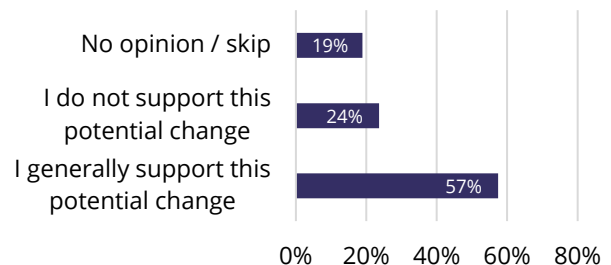
Example 1



Those who support the potential change...

- Support preserving natural areas while allowing opportunities for park improvements and recreational activities
- Want to ensure that natural areas are protected from development using available data to support greenways and parks such as FEMA regulations
- Promote greenway development and improved pedestrian access across the city

Level of Support - Theme 4, Example 1



Those opposed to this potential change...

- Are concerned with the potential loss of natural areas and open space
- Feel that changing the boundary results in the potential for additional development which would remove natural features from the community
- Are concerned with drainage issues and the potential for flooding as a result of new development altering the natural area

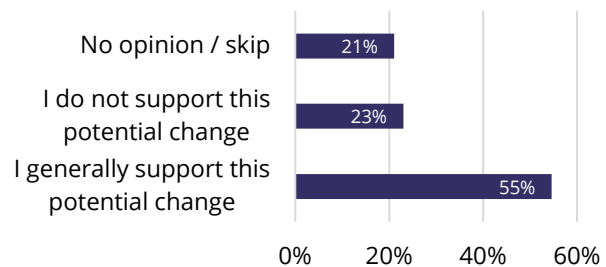
Example 2



Those who support the potential change...

- Feel that the natural areas should relate to floodplain zones or specific natural features for protection and preservation
- Discourage the removal of natural areas for new development but support redevelopment in certain areas provided there are protective measures in place
- Believe that this change reflects the existing conditions of the area

Level of Support - Theme 4, Example 2



Those opposed to this potential change...

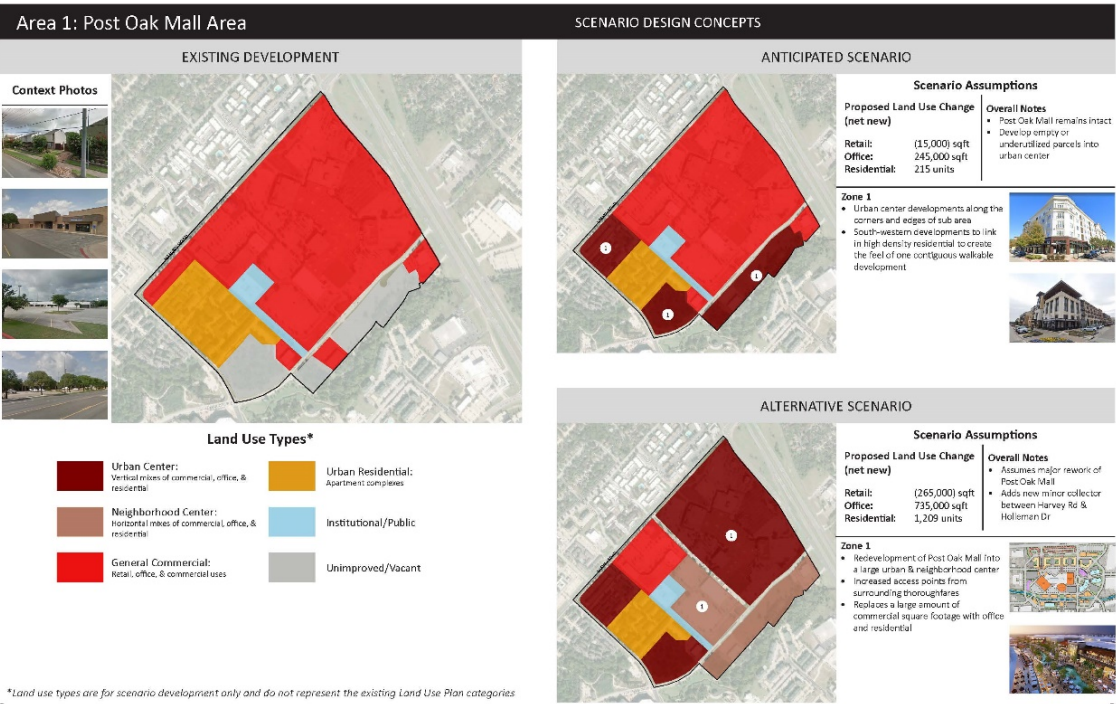
- Are concerned with losing natural areas and green space to new development
- Encourage additional open spaces across the City to provide unique amenities and recreational opportunities such as bike trails
- Endorse retaining protective measures for natural areas focusing development to other areas of the City

II. Evaluating Scenarios

Below is a summary of the responses received for Part II: Evaluating Scenarios. This activity illustrated and measured three conceptual development scenarios for six locations in College Station. Participants were asked to respond to preferable scenario, scenarios to avoid, and reactions to future development in each specific location.

For each area, participants were asked to select one of the three scenarios they thought was most preferable. Also, participants could select any of the scenarios that they felt the City should not support. **In the charts that follow, while everyone indicated their preference, only 60% of the people responded to the second question, indicating which scenario they did not like.**

Area 1: Post Oak Mall Area



Comments summary for Area 1: Post Oak Mall Area

Participants that prefer scenario A

- Are concerned about traffic from additional development
- Believe urban mixed use is not feasible and is unlikely to be successful
- Do not like the other scenarios

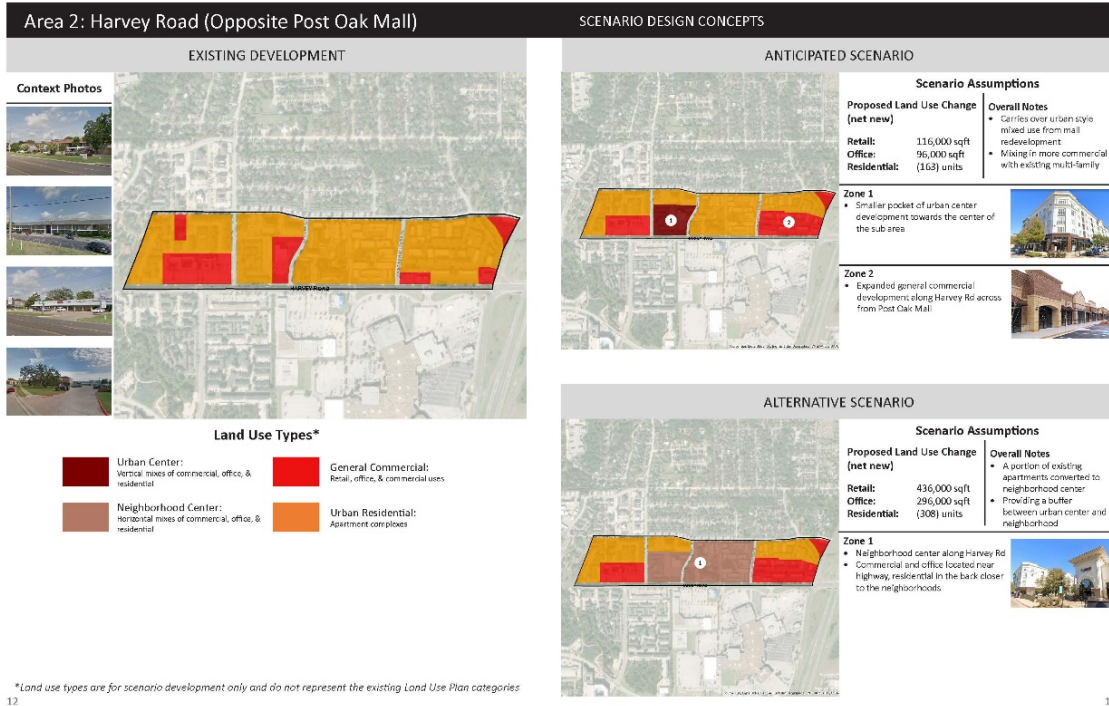
Participants that prefer scenario B

- Recognize that the existing condition is not viable but believe scenario C does not offer enough retail
- Believe a major retail center is important

Participants that prefer scenario C

- Support significant redevelopment in the mall area with vertical and horizontal mixing of uses
- Believe that this type of change could benefit residents and the city economy

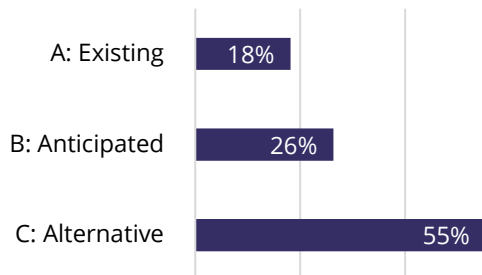
Area 2: Harvey Road (Opposite Post Oak Mall Area)



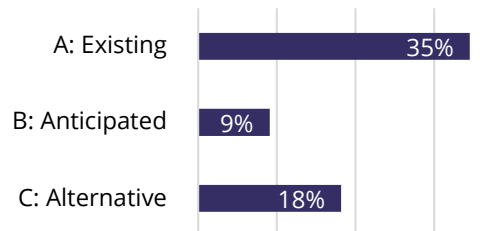
12

13

Which scenario should City policies encourage? (Area 2)



Which scenario should City policies NOT encourage? (Area 2)



Comments summary for Area 2: Harvey Road (Opposite Post Oak Mall Area)

Participants that prefer scenario A

- Are concerned about loss of existing affordable housing options
- Are concerned that commercial development may take away demand from other, more important development areas

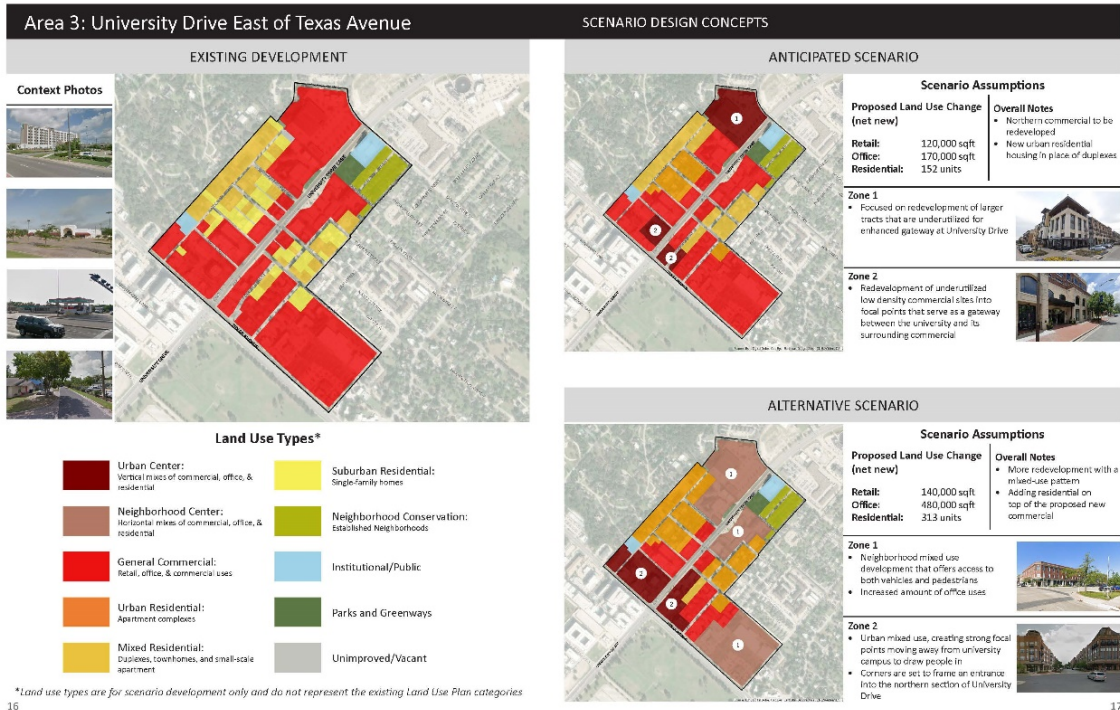
Participants that prefer scenario B

- Acknowledge that the area needs some redevelopment
- May support the limited “urban” area as a compliment to the area’s residential and nearby retail
- Feel scenario C would not be viable across from the mall (too much retail)
- See little benefit with the increase in cost and traffic in scenario C

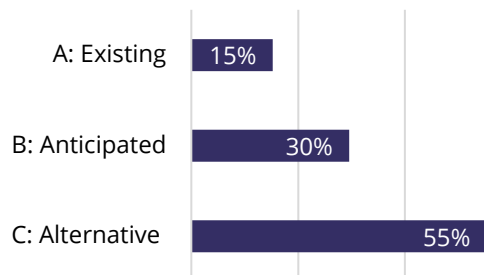
Participants that prefer scenario C

- Support neighborhood center redevelopment and mixed use
- Feel it is potentially more compatible with existing areas
- Have varying opinions on urban centers vs neighborhood centers
- Like that it would provide more revenue and jobs
- May support scenario C for the Mall site (Area 1)

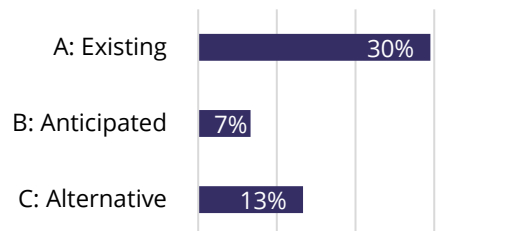
Area 3: University Drive East of Texas Avenue



Which scenario should City policies encourage? (Area 3)



Which scenario should City policies NOT encourage? (Area 3)



Comments summary for Area 3: University Drive East of Texas Avenue

Participants that prefer scenario A

- Do not feel the area needs to change. It provides affordable single-family housing and viable businesses.
- Express concerns about high density development

Participants that prefer scenario B

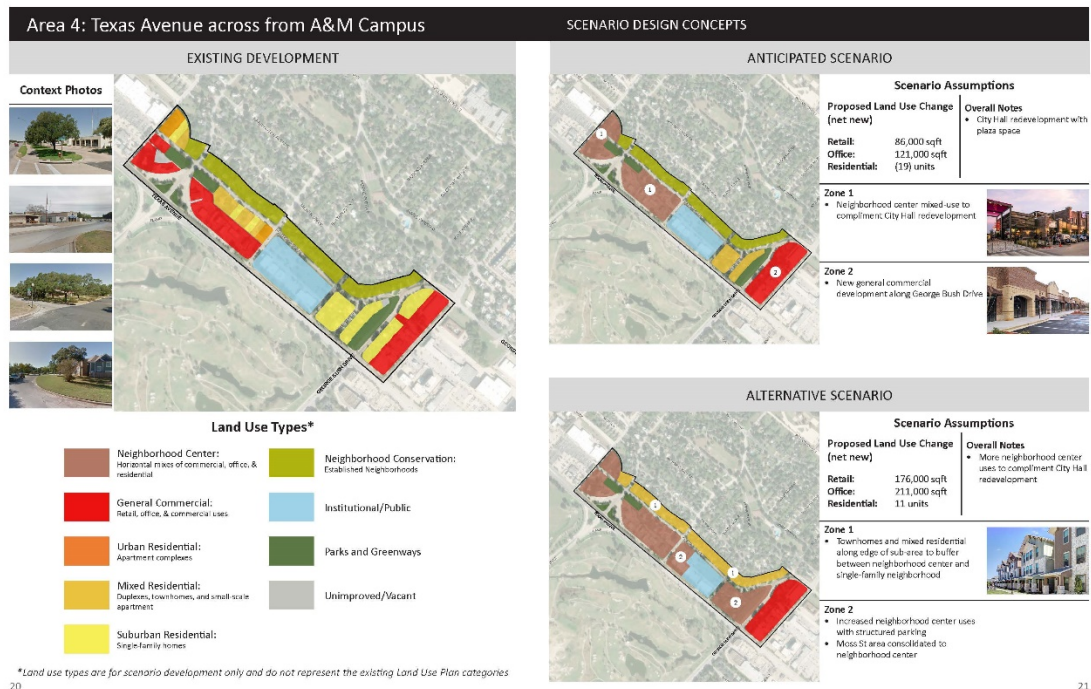
- Support the zones 1 and 2 urban centers

- Support mixed use redevelopment opportunities while supporting existing viable general commercial areas
- May also be comfortable with scenario C or a hybrid
- May be concerned that scenario C is not realistic for the market

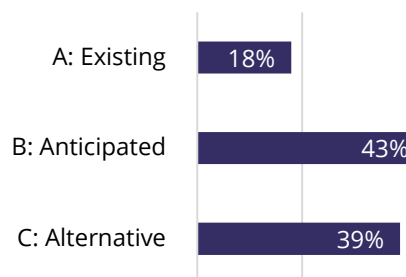
Participants that prefer scenario C

- Support denser and more walkable development
- Believe scenario C provides the most opportunity for redevelopment
- Believe this is the most appropriate place in the City for mixed use redevelopment
- May be opposed to this type of development in other parts of the city

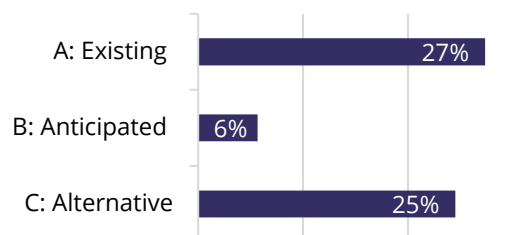
Area 4: Texas Avenue across from A&M Campus



Which scenario should City policies encourage? (Area 4)



Which scenario should City policies NOT encourage? (Area 4)



Comments summary for Area 4: Texas Avenue across from A&M Campus

Participants that prefer scenario A

- Are concerned about changes to the character of the corridor that negatively impact adjacent neighborhoods
- Desire existing single-family areas to remain
- Feel the existing commercial development is successful

Participants that prefer scenario B

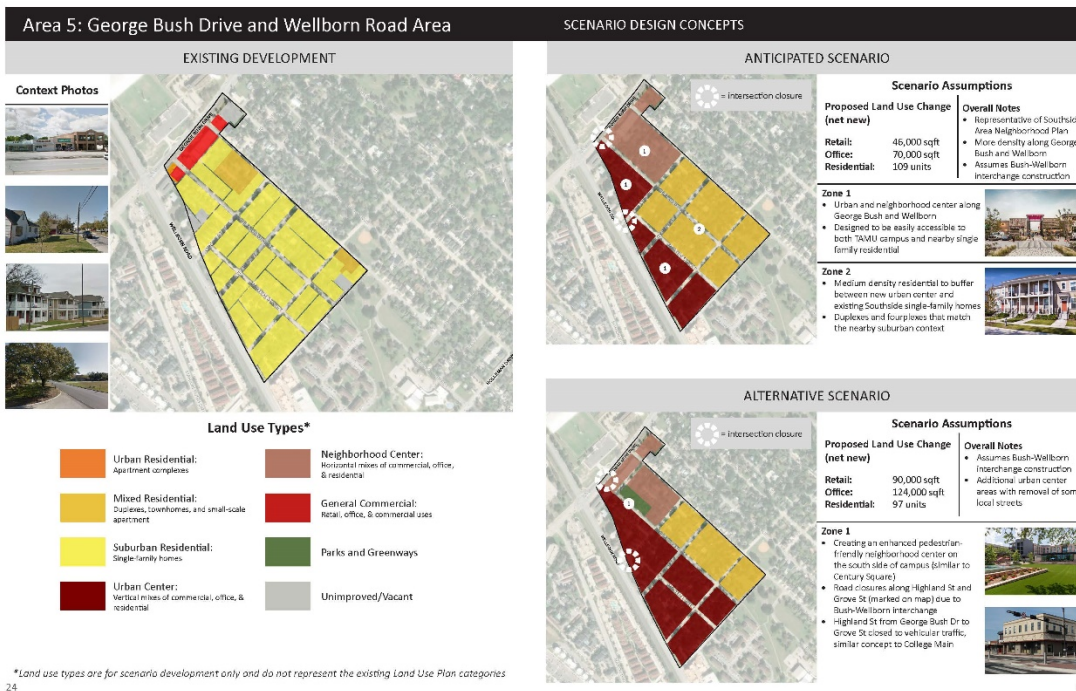
- Feel it is more realistic than the Alternative Scenario C
- Do not like that Alternative C removed the parks and open space area
- Do not like that Alternative C removed the neighborhood conservation area

- Feel that Scenario C diminishes the significance of the new city hall site

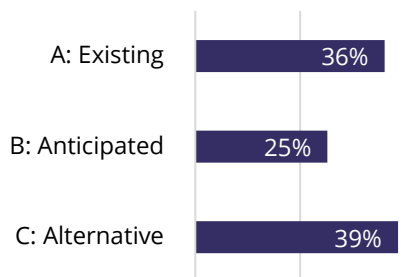
Participants that prefer scenario C

- Like the neighborhood center mixed use concept around the city hall site
- Observe that much of the existing residential within the area has already changed and the proposed “mixed residential” category is a good reflection of reality
- Support redevelopment with appropriate transitions to the adjacent neighborhoods

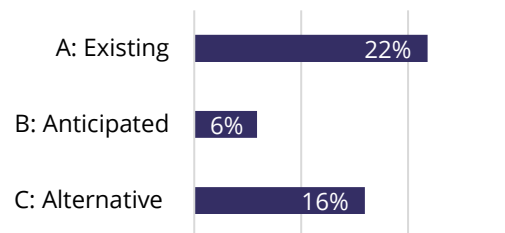
Area 5: George Bush Drive and Wellborn Road Area



Which scenario should City policies encourage? (Area 5)



Which scenario should City policies NOT encourage? (Area 5)



Comments summary for Area 5: George Bush Drive and Wellborn Road Area

Participants that prefer scenario A

- Suggest leaving this area as-is until the timing of the Wellborn-George Bush intersection is known
- Are opposed to the Alternative Scenario C
- Are opposed to any changes to the existing character of the area, including those that may be supported by the Southside Neighborhood Plan (Scenario B)
- Are opposed to any commercial or increasing residential density away from the Wellborn and George Bush corridors

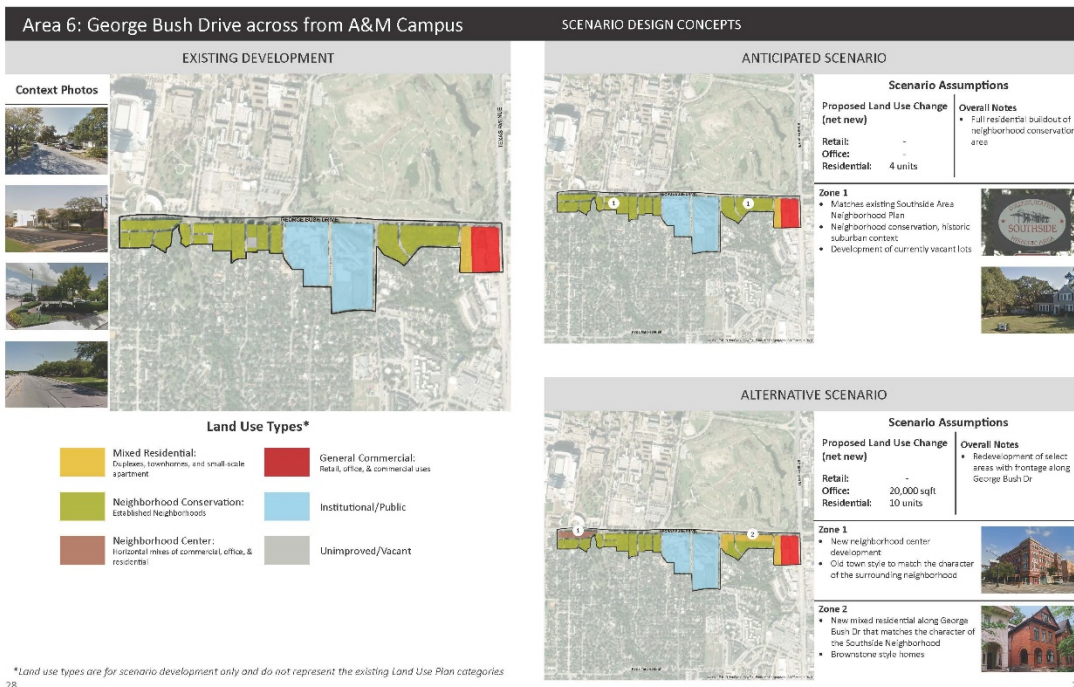
Participants that prefer scenario B

- Are opposed to the Alternative Scenario C
- Acknowledge that additional planning in the area is needed but are concerned about deviations from the Southside Area plan which required a lot of community buy-in.
- Express concerns about the viability of the neighborhood center shown in this scenario

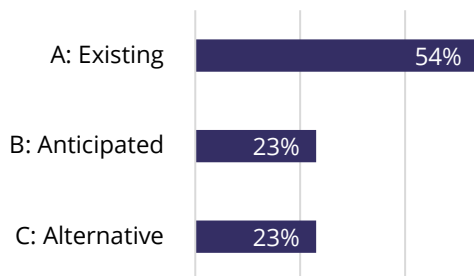
Participants that prefer scenario C

- Support mixed-use walkable areas and greater density and housing options close to campus
- Observe that the larger scale of mixed-use center in this scenario would make it more viable
- Acknowledge that additional planning in this area could offer improvements and still protect nearby neighborhoods
- See either Scenario C or B as better than A (existing)
- Suggest hybrids between scenarios B and C

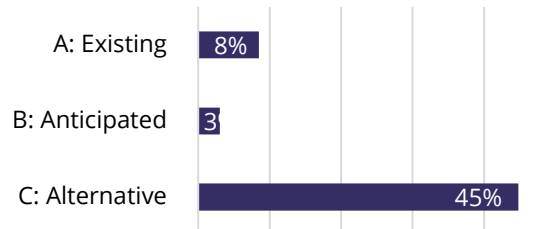
Area 6: George Bush Drive across from A&M Campus



Which scenario should City policies encourage? (Area 6)



Which scenario should City policies NOT encourage? (Area 6)



Comments summary for Area 6: George Bush Drive across from A&M Campus

Participants that prefer scenario A

- Do not think changes are needed to the area as it exists today
- Did not like the anticipated or alternative (the alternative is not very different)
- Are concerned about losing the existing historic character and adding traffic
- Are opposed to commercial growth or residential redevelopment along the corridor
- Note that the analysis shows very little benefit to change from existing conditions
- Express concern about the motivation for analyzing scenarios for this area

Participants that prefer scenario B

- Think this scenario is most compatible with protecting the existing neighborhood character
- Selected B because the analysis showed the most single-family housing units
- Are opposed to changes to the use and character shown on Alternative Scenario C
- Observe that there is no financial benefit to the City in Scenario C

Participants that prefer scenario C

- Feel this scenario allows for limited redevelopment that could improve the corridor
- Observe that traffic on George Bush is not supportive of single family residential that exists today, so this is a reasonable and market-supported scenario
- Say the character of redevelopment is important to maintain the integrity of the neighborhood (neighborhood integrity is still important)
- Like the idea of a small “neighborhood center” or “brownstones” across from the University

C. Who we heard from

Participation

170 participants completed the exit questionnaire (part III). The following summarizes the demographic characteristics and experience of those who participated based on those responses.

Demographics

The exit questionnaires provide insight into the demographic makeup of workshop participants compared to College Station's demographics reported by the American Community Survey, 2017 (5-year estimates).

Age

- **Participants mostly middle-age and older.** Participants over age 45 made up 68% of respondents, compared with 19% of residents according to American Community Survey (ACS).
- **Younger demographic under-represented.** Only 3% of participants were between the ages of 18-24, a group that makes up 41% of College Station's population.

Race

- **Racial composition roughly aligned with that of the entire community.** Approximately 90% of respondents identified as White/Caucasian, compared to 78% in the ACS.
- **However, minority groups were underrepresented.** Less than 1% of respondents identified as Black/African American, compared to the 8% of College Station's population. Approximately 3% of respondents identify as Hispanic or Latino, falling short of the 15% approximation set by the ACS.

Income

- **Participants represented higher levels of income.** Approximately 61% of respondents identified their household income at a level above \$100,000 per year, compared to 20% reported by the ACS. Groups identifying with household earnings below \$50,000 comprised just 12% of respondents, in comparison to 58% of College Station's households as according to the ACS.

Educational Attainment

- **Participants have high levels of education.** Respondents had higher overall levels of educational attainment including 39% with Bachelor's Degrees and 51% with either a Ph.D. or Master's degree. This compares to 29% and 27%, respectively, from the ACS. Less than 1% of respondents had a high school diploma or less, while 19% fall under this category in College Station.

Residency

- **Most participants are homeowners.** 78% of respondents indicated that they owned their homes rather than rented (11%). An additional 11% of respondents live outside the city limits.
- **There was a nearly even split of those who work within College Station.** 58% of respondents work within the City, with the remaining 42% working elsewhere.
- **A mix of resident tenure but mostly long-time residents.** Approximately 67% of respondents have lived in the City for 10 years or longer.

Motivation and Participation

The exit questionnaires polled participants on The Next 10 process and their participation in previous workshops or activities.

How did you hear about this public meeting? Common responses

- | | |
|---------------------------------------|-----|
| • Word of mouth / personal invitation | 33% |
| • Email from City | 15% |
| • Online news | 13% |
| • Social Media | 13% |
| • Community event / presentation | 12% |

	YES	NO
<i>Did you participate in any of the in-person workshops or online activities for The Next 10 process between July-October 2019?</i>	43%	57%

Public Comments

The following are all comments collected. They are organized as follows:

1. Evaluating the Future Land Use Map

a. Theme

- Participants who support the potential change
- Participants who do not support

2. Evaluating Scenarios

a. Area

- Participants who prefer scenario A
- Participants who prefer scenario B
- Participants who prefer scenario C

3. Other input

- a. Comments on the themes
- b. Exit questionnaire responses

Evaluating the Future Land Use Map

Theme 1: Introduce a new Neighborhood Center, Example 1	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	n/a
I generally support this potential change	We need to maintain traditional neighborhoods in the heart of the city
I generally support this potential change	On one hand this looks like simply a change in names, but the differentiation of neighborhood center from urban center is significant. It adjusts the scale of the old mixed use designation so that inappropriate developments can be discouraged in neighborhood areas.
I generally support this potential change	I value reduced traffic by bringing commercial closer to residential
I generally support this potential change	In all changes OR new development in the coming years, serious plans must be implemented to mitigate water shortages, resulting from severe droughts that are predicted to occur within "The Next 10". Guidelines for developers, investors and landscapers must be enforced to ensure that all new technology is implemented for water conservation and recycling.
I generally support this potential change	I support any building changes that give the city more walkability
I generally support this potential change	Friendlier approach than just more apartments
I generally support this potential change	Mixed use area should be walkable and bike-able. Should include bike lanes.

I generally support this potential change	I like the idea of walkable neighborhood centers.
I generally support this potential change	Due to proximity to Wolf Pen Creek Park, this is an excellent candidate for Neighborhood Center, emphasizing walkability. Neighborhood Center is preferred for this region over Urban Center because of the general character, and transforming this area into Urban Center could quickly overshadow Wolf Pen Creek Park.
I generally support this potential change	Like that is walkable and has business mixed in with residential.
I generally support this potential change	I don't see this area generating the demand to require vertical density.
I generally support this potential change	It would add more housing
I generally support this potential change	Should not have commercial mixed with residential
I generally support this potential change	Why can't this be left blank? I don't have any comments
I generally support this potential change	This change makes sense based on the existing neighborhoods in the area.
I generally support this potential change	I 100% endorse the further development of pedestrian friendly areas with mixed residential and commercial activity. I am somewhat concerned about the removal of the "reserve" status in the example. I'm not sure what the difference is but I hope that these changes will have minimal effect on local wildlife.
I generally support this potential change	Might like some more natural areas
I generally support this potential change	I believe that is what is there currently.
I generally support this potential change	That area could be nice, but it does not seem well used. Maybe calling it a neighborhood center will help.
I generally support this potential change	Support more walkable pedestrian scale developments that encourage us to know our neighbors, live denser, and provide a variety of affordable housing stock.
I generally support this potential change	I support this change since that area is mostly residential.
I generally support this potential change	(Structured) neighborhood center would be preferable and potentially more sustainable than proliferation of existing.
I generally support this potential change	Focusing on walkable neighborhoods is a great idea!
I generally support this potential change	I concur with this potential change.
I generally support this potential change	It looks like an effective use of space
I generally support this potential change	As long as natural areas are preserved (or increased), I support this potential change.
I generally support this potential change	This area could use some revitalization
I generally support this potential change	More sidewalks needed.
I generally support this potential change	I like the walkable pattern that is possible in this theme. It seems like a good mix of the city but pocket sized.
I generally support this potential change	I particularly like the idea of a 'walkable activity centers' that's accessible by bike (with bike racks) and accessible by public transit. Also I like the limited parking behind or to the side of buildings, so that the main walkable area is attractive. Multi-level, small shops sounds appealing.
I generally support this potential change	Having multi-level buildings of either housing or shops/eateries sounds delightful around this area.
I generally support this potential change	It was unclear to me what the differences were except that the Neighborhood Center seemed to be buildings with less height. I could not find anything in the category definitions

	called "Urban Mixed Use". However, based on what I could surmise, this change seems reasonable. I doubt if there will be a big demand for high-rise buildings in this area.
I generally support this potential change	We need more options for affordable middle class housing. We have very limited options for under 300k.
I generally support this potential change	I think specific plans and definitions should be provided for generalized terms.
I generally support this potential change	I support the concept of a neighborhood center
I generally support this potential change	Neighborhood centers are more attractive and consistent in use and physical presentation and would improve the utility and value of the older, surrounding area.
I generally support this potential change	This would be a good transition area between the commercial development along Harvey and the residential development to the southeast.
I generally support this potential change	Urban Mixed would be better served with more traffic access, like closer to Hwy. 6 or University Drive.
I generally support this potential change	Urban centers or neighborhood centers will be an upgrade when compared to more rows of single family homes or duplexes. The city should be aggressively seeking the placement of concrete-frame high-rise residences with mixed use lower floors. The value of moving from urban sprawl to a more compact, efficient environment is immediately seen in the increase in property taxes without the increase in needed infrastructure.
I generally support this potential change	Any changes related to this need to truly support biking/walking/other-non-auto options as the primary mode of transportation. Furthermore, this needs to focus on young/working professionals who might be able to grow into the surrounding neighborhoods rather than allowing student creep into traditionally non-student areas.
I generally support this potential change	Support the smaller scale.
I generally support this potential change	Support contingent upon how "walkable" the intended use model is.
I generally support this potential change	It is not clear what the difference is from "urban center" which is not a use I see on the map, but in general I support planned land use that integrates the community and supports walkability
I generally support this potential change	Neighborhood Centers encourage neighbors to get to know each other and strengthen the community.
I generally support this potential change	It would be better if the neighborhood residents themselves participated in the development of this proposed change.
I generally support this potential change	is urban mixed use different from an urban center? what difference would this change mean? more and denser housing? the area is the same: what does the "smaller scale" of a neighborhood center have or lack from an urban center?
I generally support this potential change	Provides more flexibility
I generally support this potential change	Would prefer more commercial than residential
I generally support this potential change	No large buildings in this area. Maintain neighborhood character as much as possible
I generally support this potential change	The change shown appears to be nothing more than cosmetic use of a new term name. The area is too developed for much effect on the future use.
I generally support this potential change	Seems similar to before
I generally support this potential change	I like this option
I generally support this potential change	I like it.
I generally support this potential change	Anything that creates more opportunities for mixed use development
I generally support this potential change	I would be a little concerned if some of the existing urban areas that abut older neighborhoods were turned into this category. It seems like it would need to have some sort of buffer between a traditional neighborhood and this type of land use to keep them a little separated. Perhaps consider a small walkable greenbelt between them?

I generally support this potential change	It will bring the neighborhood together more.
I generally support this potential change	Knowing this part of town pretty well, I would support the change because this area is already developed with residential uses. Mixed use would not be appropriate.
I generally support this potential change	Is this only a name change? What is the difference between UMU and NC? With what is presented, I do not have an opinion but I could not ask questions with that option. Why the lack of explanation?
I generally support this potential change	this area has never been successful as a high-dense urban area. neighborhood center seems more appropriate for that area.
I generally support this potential change	This area has expanded with many new people, neighborhood area will be welcome
I generally support this potential change	I don't see much of difference?
I generally support this potential change	I like the concept of thoughtful integration instead of delineated commercial, suburban commercial, multifamily, etc.
I generally support this potential change	The difference between Urban Mixed Use and Neighborhood Center is somewhat vague, but if the Potential Future Land Use calls for denser development with integrated retail and social services then it would be an improvement.
I generally support this potential change	This zoning classification needs to be flexible and adaptable as the market changes
I generally support this potential change	I support increased walkability
I generally support this potential change	Please ensure mobile homes or government housing are created.
I generally support this potential change	Great plan
I generally support this potential change	This seems like it would allow more flexibility for redevelopment in this area.
I generally support this potential change	I like the idea of neighborhood centers.
I generally support this potential change	No reconfiguring existing communities! But this may be a better use of the current array of townhouse complexes
I generally support this potential change	This area is very nice and any interest in additional development is likely to be appropriate to the existing properties under either definition "Urban Mixed Use" or "Neighborhood Center."
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	What is the difference between "Urban Mixed Use" and "Neighborhood Center?" If it allows a greater leeway for property owners to figure out what to put on their property, I am for it. But it is difficult to tell with this description what the difference is.
I generally support this potential change	I agree with this change, the neighborhood center development would be an asset to the area.
I generally support this potential change	I support this.
I generally support this potential change	Seems to be more or less the same. Neighborhood Center seems to clarify the original intent of Urban Mixed Use in this area.
I generally support this potential change	In trying to create walkable areas, the current restrictions and buffers make it difficult if not impossible to develop mixed use areas that are usable by pedestrians
I generally support this potential change	The mixed use and walkability for residents to stores, restaurants and parks makes sense.
I generally support this potential change	This area would be ideal for a neighborhood center.
I generally support this potential change	Although I would prefer this area not be developed and is kept as green space around Wolf Pen Creek, this change from Urban Mixed Use to Neighborhood Center is appealing because it would be a smaller scale development (3 story average height buildings instead of the currently planned 5 story average height buildings).
I generally support this potential change	3 stories is better than 5 to be less of an eye sore.

I generally support this potential change	3 stories look better around a park compared to 5 stories. The current building cannot even support business under the three stories.
I generally support this potential change	three stories is less of a distraction to the park than 5 stories. Currently, 3 stories are having a hard time being filled. I never wanted for the Wolf pen creek park area to even go commercial
I generally support this potential change	This is OK. It should have never be 5 stories in this area, 3 is better than what it is now. As it is, no one has seen it to be viable to put 5 stories here anyway.
I generally support this potential change	it makes sense
I generally support this potential change	The change to Neighborhood center provides an area more inviting of foot traffic and quaint. It would be supportive of the social/business and living of residents in the area and surrounding, more than the urban mixed used description
I generally support this potential change	good
I generally support this potential change	We need more space available for the Urban/Neighborhood Center development type. It would be nice if we also could have some of those developments for non-students? Or at least older students? Some of us "olds" are no longer interested in living in a suburban house, but almost all of the dense developments near restaurants, etc are for students.
I generally support this potential change	Please know that I relocated from the Houston area to College Station And please do whatever you can to ensure homeless Camps DO NOT enter the city. I know this is a sensitive topic however homeless camps bring so much pollution and drugs along with crime to the city.
I generally support this potential change	I am a little unclear as to the major differences in these two types of plans - but I like hearing "neighborhood" and "walkable" and "smaller scale" so therefore it sounds like something I would support.
I generally support this potential change	Reasonable land use considering roadway network and surrounding land uses
I generally support this potential change	Looks good but would be nice if there was more natural green space
I do not support this potential change	I like the idea of a more intimate neighborhood center that an urban mixed use area.
I do not support this potential change	The current development has a predictable usage of infrastructure, traffic and density. I see no advantage to change the future land use, however I would encourage the economic development dept to advertise suburban commercial opportunities for business in this already established area.
I do not support this potential change	No or very little raw land in that area.
I do not support this potential change	Seems like a residential location not a retail location
I do not support this potential change	This is a beautiful area of town where many people enjoy walking and feeling close to nature. Adding more retail to this particular would be very disappointing.
I do not support this potential change	Removal of fire department would cost more to taxpayers because city would then need to build a new fire department.
I do not support this potential change	It seems like a good use of the land.
I do not support this potential change	This area is already established as a neighborhood center with commercial and residential.
I do not support this potential change	An urban mixed use area would be more appropriate for this area to entice traffic which stops in this area vs just passing through. The vehicular traffic is not conducive to a neighborhood center.
I do not support this potential change	Is there an example drawing/elevation of what this could entail? Very broad and at description as "areas consist of residential, commercial, and office uses arranged horizontally in an integrated manner and may be mixed vertically within structures." How is that a neighborhood center? To me, a neighborhood center is more in line with the Lick Creek Park with an amphitheater and walking trails that is walking distance to residential uses. Is that the same thing?? Need a better description.
I do not support this potential change	College Station has grown too fast. The city should better control the growth and the loss of natural areas. There should not be a nail shop in every strip center.

I do not support this potential change	The potential change appears benign, however; the need for the change is unclear.
I do not support this potential change	It is very difficult to evaluate what the difference between the two examples would REALLY be when it is built out.
I do not support this potential change	It is not good to mix residents with commercial unless you want it urban.
I do not support this potential change	Neighborhood Center allows too many alternatives for a Neighborhood
I do not support this potential change	Any further development along Holleman Dr. should be frozen until Holleman can be widened to 5 lanes along its entire length. It is already too congested and developing this area in any residential or commercial use will only make the current situation worse.
I do not support this potential change	I'm not supporting anything you do....you don't listen....you just do what you want! Example: THOMAS PARK POOL!
I do not support this potential change	EXISTING OFFERS BETTER FLEXIBILITY
I do not support this potential change	There is no such thing as "existing future" and "potential future", the future does not exist yet, therefore it is all potential. This area is more-or-less developed already and isn't that old. Calling it something different won't change that.
I do not support this potential change	There's not enough information here so, at this time, I feel I cannot support the change to Neighborhood Center from the existing Urban Mixed use in these neighborhoods.
I do not support this potential change	I don't know a lot of detail on this but it sounds like a lot of sidewalks and additional costs to develop. I would think if this style of connectivity was deemed appropriate the market would make it this way. Too much required additional costs will be passed on to us citizens.
I do not support this potential change	Not needed
I do not support this potential change	Quit adding shopping centers and yet another damn burger, fried chicken, or pizza restaurant! CS is ruining the small town vibe
I do not support this potential change	this is all apartments and mostly student housing. I don't believe they'll walk to places.
I do not support this potential change	Need more buffer to protect existing "single family residential", and I use that term a lot tighter than the city does.
I do not support this potential change	Not a dramatic change, but naming indicates more focus on the neighborhood scale and an improved sense of place
I do not support this potential change	We do not need more housing here in BCS!
I do not support this potential change	1. Retaining the word "Reserve" has much stronger connotations regarding Natural Areas that should be retained. 2. Neighborhood Center is better than and not the same as Urban Mixed Use. Changing to Neighborhood Center without fundamentally changing the requirements is whitewashing the same old crap.
I do not support this potential change	My concern is the difficulty of making a Neighborhood Center attractive. It will be an ugly mess of apartments, strip malls and tacky office space.
I do not support this potential change	I do not believe that there is enough infrastructure in terms of roadways to support this kind of development. The City has, in the past, passed on making changes to intersections of Holleman that would allow those roads to support increased traffic. Traffic is already a major problem on that road and until that's fixed there is no sense in even talking about it.
I do not support this potential change	The city did a poor job of the suburban commercial zoning- why would this be any different. This classification only works if the residential (not Aggie Shack or apartment) neighborhood is the largest land use, not the "center" commercial.
I do not support this potential change	Residential areas should be separate from commercial and office spaces.

Theme 1: Introduce a new Neighborhood Center, Example 2	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	The neighborhood center designation allows more flexibility in the development of this area. While there is a need for commercial development; the reality may be that "the market" would make this location more salable as multi family or some other medium density residential development.
I generally support this potential change	I generally support reducing traffic by bringing business closer to residential
I generally support this potential change	College Station is in a position to lead the way to renewable energy for all changes and new development, both residential and commercial. Solar and wind energy are becoming cheaper, while providing for a cleaner and healthier city life, and should be mandated for all upgrades and new development. We also have a major university that has the knowledge and resources to share, and also benefit, in this endeavor.
I generally support this potential change	I support any building changes that will create more walking & biking areas.
I generally support this potential change	It is a natural linkage to Bee Creek Park
I generally support this potential change	Agree, this location has the potential to be a centric location of importance, due to the two large roadways intersection.
I generally support this potential change	This is a great idea. I would love to see more neighborhood & walkable uses near all the East Side existing neighborhoods.
I generally support this potential change	Support the move from Suburban Commercial, especially as new developments come online on the South side of Harvey Mitchel from this region. I don't know if Neighborhood Center is the best option, seems like a better candidate for Neighborhood Commercial.
I generally support this potential change	This area will likely continue to develop with the new road opening of Dartmouth and apartments currently under construction. My concern is the water runoff which will be directed into Bee Creek and the properties to the south of this location.
I generally support this potential change	mostly raw land so I can support the change.
I generally support this potential change	This area could use some revitalization and a neighborhood center would serve that area well.
I generally support this potential change	Seems like a place for retail or higher density uses.
I generally support this potential change	That area is not at all a neighborhood currently. It seems like a good area for mixed use.
I generally support this potential change	Good location.
I generally support this potential change	I support this potential change since that area is a location that would be good for different uses together. So having a integrated pattern allows for that location to not only be commercial, but residential as well.
I generally support this potential change	We do not need more suburban style development.
I generally support this potential change	A likely area for commercial but will probably be developed with housing
I generally support this potential change	This would be a great use for that property.
I generally support this potential change	It's good that the natural environment is being kept on the edge
I generally support this potential change	More mix of commercial and residential is nice than just purely commercial area
I generally support this potential change	I would prefer the majority of the green area there be developed as a continuation of the other portion of bee creek walking/biking trail.
I generally support this potential change	Once again, I do not know the current definition of "Suburban Commercial". However, based on the definition of "Neighborhood Center", this seems like a logical change. It seems like this area is already moving in that direction anyway.

I generally support this potential change	This area is already commercialized so having a mixed used mid rise development isn't a bad option at all
I generally support this potential change	More community programs would be good. We've had an exponential growth in businesses that have subsequently gone out of business due to the pandemic, allowing a decrease in building commercial locations and utilizing recently vacated buildings.
I generally support this potential change	I support the concept of a neighborhood center
I generally support this potential change	Same comments as #1 above...more attractive use and consistent environment with a neighborhood center.
I generally support this potential change	This allows for more flexibility.
I generally support this potential change	It's good that the natural environment is being kept on the edge
I generally support this potential change	I generally support the potential change with the caveat that adequate drainage retention is incorporated into any site plan to mitigate any potential flooding downstream.
I generally support this potential change	I see no reason for this area to be commercial only given its proximity to the park
I generally support this potential change	It would be better if the residents in this area were part of the decision making process.
I generally support this potential change	so essentially, denser, more mixed-use development, yes? makes sense to increase density and variety of businesses there.
I generally support this potential change	provides more flexibility
I generally support this potential change	I don't like suburban commercial. If commercial has to be introduced then residency would help contain it.
I generally support this potential change	I'm going to repeat my main points on probably the bulk of these specific sites. CS needs green space, well thought out infrastructure upgrades, bike/ebike/bus specific lanes to TAMU, and WIDE (i.e., 60") sidewalks.
I generally support this potential change	Neighborhood center is preferable to suburban commercial in concept.
I generally support this potential change	If the Neighborhood Center really contains quality residential areas for single family dwellings, and not merely high density apartments and "stealth dormitories."
I generally support this potential change	Removing the commercial aspects of this area will strengthen property values and neighborhood pride.
I generally support this potential change	I support the Neighborhood Center concept in this area.
I generally support this potential change	any changes that support walking areas and green spaces are good ones
I generally support this potential change	I support this change if it leads to more density
I generally support this potential change	I like it.
I generally support this potential change	Suburban commercial has been an ineffective Land Use. I support anything that makes mixed-use developments more economical
I generally support this potential change	I believe we need more family housing not just businesses and student housing.
I generally support this potential change	Any departure from the use of Suburban Commercial is an improvement.
I generally support this potential change	Hard to tell what types of homes would be in such an area. The type where apartments are on top of restaurants, businesses haven't gone over well at Wolf Pen Creek and other locations such as the corner of TX ave. and University drive.
I generally support this potential change	Neighborhood centers being more compact and and walkable is a very good thing. (Also, my response for the previous example should have been "generally support", but may have errantly been marked "do not support". Apologies, if so. I support neighborhood center mixed use.)
I generally support this potential change	Mixed use for this area would be appropriate

I generally support this potential change	This change allows for more density and flexibility than what Suburban Commercial provides
I generally support this potential change	Again, without more explanation of the distinction between these land uses it is difficult to offer an opinion.
I generally support this potential change	this area is susceptible to flooding, so the future property owners need to be alerted of this fact.
I generally support this potential change	My view that commercial should stay out by the highway
I generally support this potential change	This makes sense to redevelop the specified area.
I generally support this potential change	The current developments along Harvey Mitchell East are disappointing (Motor Part Stores, etc) so a denser mix with integrated neighborhood services would be an improvement.
I generally support this potential change	This new zoning classification should be flexible and able to adapt to the changes in the market.
I generally support this potential change	Neighborhood center seems more flexible
I generally support this potential change	This depends on the specifics of Neighborhood Center vs Suburban Commercial land uses.
I generally support this potential change	I like this improvement
I generally support this potential change	good
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	Again, I don't know what the difference between "suburban commercial" and "neighborhood center." If you are talking about allowing owners having a greater ability to put the right things on their property, I am for it.
I generally support this potential change	I think this would be a good change for the area
I generally support this potential change	I support Neighborhood Center.
I generally support this potential change	The suburban commercial district has been very difficult to implement in an economically viable manner, and the resulting plans have not increased pedestrian access
I generally support this potential change	This area would need better traffic management and multi-modal transportation.
I generally support this potential change	This change is generally better, although I would prefer that this area be left alone. The increase in traffic if this is developed continues to make it harder to get around town. There are almost no streets left to cut through for those of us who live here all the time to avoid all the extra traffic.
I generally support this potential change	If this was going to be only commercial, then a neighborhood center would be beneficial to more parties. If we need more living spaces, then make them in this modern way of intermixing with varying business and convenient pedestrian access.
I generally support this potential change	Feels like in 2020 anything north of Rock Prairie is no longer "suburban". In future this line will move southward; this seems like a good recognition of reality.
I generally support this potential change	I love College Station and I am happy that I relocated from a large city. Please ensure the city stays safe and Clean.
I generally support this potential change	May be an improvement
I generally support this potential change	Reasonable land use considering roadway network and surrounding land uses and previously described potential future land use
I generally support this potential change	same as last question - seems like more green space/natural areas would enhance the beauty and create a calming environment for citizens
I do not support this potential change	too dense
I do not support this potential change	This is a fairly commercial area and should remain that way.
I do not support this potential change	What's going to happen to IL Texas?

I do not support this potential change	This area would be better suited for commercial.
I do not support this potential change	With Post Oak Mall site so close I do not see how this site could compete successfully to become a neighborhood center. Let's make Post Oak Mall a strong center (it is largest of potential centrally located redevelopment sites) and not try for nearby neighborhood centers.
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	I think there is a lot of existing commercial development in that area and no additional businesses are needed.
I do not support this potential change	I would rather a majority of this area be a continuation of the Bee Creek Walking Biking Trail, and be converted to natural area - reserve. I'm okay with the already developed portion being converted to a neighborhood center, but I'm not sure it would be beneficial since the area is so isolated from foot traffic. I'm also worried about the noise pollution from and the unattractive view of Texas Ave/Harvey Mitchell Pkwy. Removing the trees is only going to make the noise and appearance worse.
I do not support this potential change	Without first increasing/updating transportation infrastructure adding more residents into this area will just put increased pressure on a major intersection.
I do not support this potential change	What neighborhoods would this neighborhood center be supporting? Neighborhood center should feature commercial and a trail system are walkable from . . . neighborhoods.
I do not support this potential change	Suburban commercial should be reserved for Texas Ave. location, like presently zoned.
I do not support this potential change	Due to its proximity to the existing commercial district, the amount of visiting traffic that passes this area, Suburban commercial is more appropriate
I do not support this potential change	Prefer not to have the increased housing and taller buildings.
I do not support this potential change	It is very difficult to evaluate what the difference between the two examples would REALLY be when it is built out.
I do not support this potential change	Not a friendly intersection for neighborhood center definition
I do not support this potential change	neighborhood center is too broad and allows too many options
I do not support this potential change	More "suburban" sprawl means more harm than good over the course of time. Vertical/high-rise housing is the way of the future.
I do not support this potential change	With much of the land in this area already developed and given how busy the area already is, this would likely not add to the quality of life in the area.
I do not support this potential change	If there were a neighborhood anywhere close, a neighborhood center might be a good idea. But this will end up being commercial.
I do not support this potential change	This area will be more inclined to support the commercial use, rather than a neighborhood concept
I do not support this potential change	This change would increase traffic along in neighborhoods.
I do not support this potential change	Depends on the location. This example doesn't make sense for a new Neighborhood Center
I do not support this potential change	I don't wish to increase Tx ave traffic
I do not support this potential change	Quit adding shopping centers and yet another damn burger, fried chicken, or pizza restaurant! CS is ruining the small town vibe
I do not support this potential change	FOCUS ON WHAT WE HAVE!!! How about Thomas Park?
I do not support this potential change	ok
I do not support this potential change	Leave some commercial business along Texas Ave. Looking at just the first 2 options, it looks as if your proposals is to change everything to neighborhood areas which I assume means more high rise apartment complexes.
I do not support this potential change	do not like Neighborhood center concept

I do not support this potential change	This is a very busy intersection and should stay more commercial.
I do not support this potential change	We do not need more housing here in BCS!
I do not support this potential change	Commercial seems better. Leave as is.
I do not support this potential change	There is so much traffic that walkability in this area is questionable. It might be possible to zone or build, but I doubt people would accept it. Walmart would destroy most economic potential for new small business.
I do not support this potential change	Poor choice, bad traffic pattern
I do not support this potential change	We do not need more multifamily housing in this area.
I do not support this potential change	I don't think having a walkable focused environment along Texas and 2818 is generally safe. While SC may be a little to soft, I think GC and commercial uses should be used on this hard corner area.
I do not support this potential change	Same comment as prior: 1. Prefer the stronger term "reserve" for its more permanent connotations. 2. Only support switch to "Neighborhood Center" if associated with meaningfully different design standards than "Suburban Commercial." Otherwise it is whitewashing with a more appealing term for traditional big box without real change. If it is going to be regular old strip shopping and big box, call it what it is: "Suburban Commercial." If really Neighborhood center designs, with squares and green space, by all means make the change.
I do not support this potential change	With the new apartment community being built on Harvey Mitchell Pkwy near Dartmouth I would expect suburban Commercial would be the best use of this land
I do not support this potential change	Do we really need more offices and apartments?
I do not support this potential change	I do not support this. This area does not need 3 stories in the neighborhoods that adjoin this area. It's very out of character with the surrounding areas.
I do not support this potential change	Neighborhoods do not want to be next to 3 story buildings.
I do not support this potential change	Neighborhoods do not want more than 2 stories next to them!!!!
I do not support this potential change	Neighborhoods do not want more than 2 stories next to them!!
I do not support this potential change	This sounds like code for "more apartments" at the expense of commercial so I am not in favor of this.
I do not support this potential change	Suburban commercial areas should not be developed into neighborhood centers consisting of residences. Although redevelopment of suburban commercial areas to include both commercial and office spaces can be done.

Theme 2: Introduce a new Mixed Residential category, Example 1	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	n/a
I generally support this potential change	Development closer to the university needs to allow for denser residential choices.
I generally support this potential change	What type of building typologies are proposed?
I generally support this potential change	I like the idea of including more housing options that aren't catered toward students. Young professionals, families, retirees, may not be able to afford a suburban house, or may not

	need the space. Offering more affordable housing options away from student populations is a move in the right direction in my opinion.
I generally support this potential change	I support mixed residential , perhaps it will blur some of our socio economic lines.
I generally support this potential change	I would like to see this area of town revitalized with new housing options
I generally support this potential change	Height allowances for urban are not in keeping with the character of this area
I generally support this potential change	I support, allow the market to dictate what residential use is most preferred.
I generally support this potential change	This area of town is in need of redevelopment, and this seems like a good idea.
I generally support this potential change	Looks like this is taking the existing Land Use Designation and not changing anything, but realigning it with the new Land Use Designations. Provides a little bit of flexibility and adds important density near a new large shopping area.
I generally support this potential change	Is this just a name change to reflect what is already there?
I generally support this potential change	Makes sense
I generally support this potential change	I don't imagine this area will become "urban" but can see it being successful as Mixed Residential.
I generally support this potential change	It is very good
I generally support this potential change	I think this potential change could help revitalize the area, although it may overburden the school district zone.
I generally support this potential change	This makes sense for this area.
I generally support this potential change	I like this
I generally support this potential change	support
I generally support this potential change	Product types are evolving.
I generally support this potential change	N/a
I generally support this potential change	I would clarify if this is to be student housing or family.
I generally support this potential change	This already is already built out so the change is aporilriate
I generally support this potential change	I am surprised that the current designations do not include a level between "urban residential" and "general suburban". It seems important to acknowledge and plan for areas that are somewhere between single family homes and giant apartment complexes.
I generally support this potential change	Seems to be more flexible.
I generally support this potential change	Already a lot of duplexes in this area, good redevelopment strategy.
I generally support this potential change	This area has been growing as residential and would be nice to integrate more housing types.
I generally support this potential change	It is a great idea to get rid of suburban style development. Mixed residential is great. However, aim to create a sense of place by providing activities within walking distance of these homes (i.e. parks, restaurants, coffee shops, etc..)
I generally support this potential change	no comment
I generally support this potential change	In general I think we should allow a greater density in neighborhoods without existing HOAs
I generally support this potential change	n/a

I generally support this potential change	Prefer mixed residential.
I generally support this potential change	I think there needs to be more single-family homes to help persuade future A&M graduates to stay here.
I generally support this potential change	I guess I am a little confused by the "change". My limited knowledge of this area would indicate it is already more "Mixed Residential" already. Question.....Has the city allowed this to happen already under a different land use category? This appears to have happened in other areas of the city, which is disturbing.
I generally support this potential change	This isn't a bad option at all and offers a mix of options for students and residents
I generally support this potential change	If we continue to grow and build more rental properties/ multi family dwellings, then it's imperative for healthy growth to support the creation of a tenants council for fair treatment and ethical housing. As it is, we have potential slum buildings, apartments that do not upkeep their properties, and no significant way to hold the apartment managers, owners, and rental companies accountable for providing decent, healthy homes, while they're capitalizing off students and families.
I generally support this potential change	Would this be for future redevelopment since it's pretty built out right now? I agree with the "mixed" concept to introduce some diversity in construction and residential options.
I generally support this potential change	This would allow for incremental development.
I generally support this potential change	This area is developed as residential and change would better serve this area.
I generally support this potential change	I generally support the change as long as there are no additional flooding risks to existing structures as a consequence of development activities.
I generally support this potential change	This area seems perfect for that pursuit.
I generally support this potential change	I support Mixed Residential over Urban
I generally support this potential change	Again it would be better if residents in this area were a part of the decision making process to confirm the change.
I generally support this potential change	more varied options
I generally support this potential change	It is very difficult to evaluate what the difference between the two examples would REALLY be when it is built out.
I generally support this potential change	This mix of living spaces fits all pocket books and would help with school zoning. We came from Ann Arbor, MI and Scio Township, MI. They required that all new developments have apartments, Townhouses condos, Single family houses, large single family houses, and luxury single family house neighborhoods within their plans. They were very nice with big nature preserves and trails. The whole thing was then zoned to a single school.
I generally support this potential change	Good location for Mixed Residential from what I know
I generally support this potential change	Since it's all rental anyway, might as well call it the same thing.
I generally support this potential change	It would be nice to see a similar design, but again it appears to be nothing more than a name change in this particular area. The challenge going forward is the commitment of the City to honor this land use plan when development wants an exception.
I generally support this potential change	support if this encourages redevelopment
I generally support this potential change	I do see a need for duplexes and small multifamily.
I generally support this potential change	Makes sense
I generally support this potential change	Anything to increase density in areas and stop the urban sprawl is a good thing.
I generally support this potential change	I like it.

I generally support this potential change	As we grow, additional density is important... especially in infill areas.
I generally support this potential change	I don't live in such an area, so I don't have a lot of ideas about this.
I generally support this potential change	Na
I generally support this potential change	More flexibility for transitional density is a good thing.
I generally support this potential change	good suggestion
I generally support this potential change	Allows for more flexibility based on what is needed
I generally support this potential change	Unfortunately, the issue here has less to do with land use and more to do with poor connectivity.
I generally support this potential change	N/a
I generally support this potential change	this area is already being used in the potential future land use manner.
I generally support this potential change	The need for additional single family housing
I generally support this potential change	Makes sense
I generally support this potential change	This is a great way to redevelop an area with a variety of housing options.
I generally support this potential change	Would be good to see some comprehensive (single developer) design for such areas, with integrated services and recreation space, with walkable access to small-scale retail.
I generally support this potential change	It appears that this area contains a variety of housing types currently.
I generally support this potential change	This new zoning classification should be flexible and able to adapt to the changes in the market.
I generally support this potential change	a mixture of residential type structures is beneficial
I generally support this potential change	This is dependent on the differences between urban and Mixed residential land uses.
I generally support this potential change	good
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	good idea!
I generally support this potential change	You didn't describe the differences between the categories. If you are saying that this would allow landowners to have more ability to figure out the type of building to put on their property, I am for it.
I generally support this potential change	The area appears to be primarily student housing and rentals. Allow it to mold overtime into a dense concentration may take off pressure for single family neighborhoods. Although by denoting such an area, it may rise the price of properties which is good for existing owners, but may push away investors interested in student rentals and they'll just go back to SF neighborhoods where land values could be cheaper if a "premium" gets placed on this area.
I generally support this potential change	The proposed change will help to provide a mix of residential redevelopment options in what is generally considered a student housing neighborhood. unfortunately several units in this area have been poorly maintained, but it is not economically feasible to update them due to the current land use restrictions
I generally support this potential change	This is ok since it allows for single family homes, townhomes, and duplexes. I am against including small multi-family buildings in this area.
I generally support this potential change	there are already duplexes in that area
I generally support this potential change	I support this change.

I generally support this potential change	No 5 story buildings near our neighborhoods!
I generally support this potential change	Again, the nearby neighborhoods do not want silhouette of 5 story building looming in the near distance.
I generally support this potential change	Again, the nearby neighborhoods do not want the silhouette of 5 story buildings looming in the near distance.
I generally support this potential change	No problem
I generally support this potential change	Reasonable residential land use considering flexibility in development density
I generally support this potential change	looks good
I generally support this potential change	As long as residences are separate from commercial dwellings, this is a doable proposition.
I do not support this potential change	We have too many apartments already.
I do not support this potential change	Increased traffic issues with more dense residential areas.
I do not support this potential change	The current density is balanced with current infrastructure and traffic. I see no advantage to increasing the density at this location.
I do not support this potential change	Not sure we need the addition of more townhomes and apartments
I do not support this potential change	If you mix urban and suburban it takes away the safety feeling from any sort of suburban area
I do not support this potential change	Here you see the problem with some of the new land use categories. A 12 nit multi-family building is a very different thing than a single family home. You say you're just aligning what is already there with the new definitions. No, you're allowing someone to propose an apartment in the of houses on Pronghorn. like many categories, the new definition may make sense for new areas. They just don't work for those that are already developed. They are allowing uses in the future that are incompatible with the promise you made these people when they bought. Will it happen? Doesn't matter. This is bad planning.
I do not support this potential change	Despite my "vote" to "not support" I would support this if we have assurance that it would not become an area with a mix of "cheap" SF detached, townhomes, duplex-quadrplexes, Aggie shacks, apartments/condos. If it is just more like recently redeveloped parts of Southside then I oppose.
I do not support this potential change	Renovation of current housing is needed
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	Mixed residential land use makes it sound like there are more spaces to shove people into. I like the area as is with affordable single-family housing. Think about families instead of students.
I do not support this potential change	The urban area is in an appropriate location (close to the city center and A&M) and provides affordable housing. There needs to be more clarification on what changing to Mixed Residential means.
I do not support this potential change	This area has no need to be changed, the amount of housing and the location it is in are perfect for affordable housing, and the general suburbs are fine.
I do not support this potential change	Changing would allow development of high density housing in an established area leading to a potential larger population of off campus housing. With more students living alongside single family housing would put higher pressure on upkeep from the renters of these dwellings, as well as the city that would need to deal with the potential code violations and noise complaints. By keeping the existing land use it would allow established residents to maintain their status quo and not feel like their livelihood is being intruded upon and feeling like they are no longer welcome in their neighborhood.
I do not support this potential change	This concept is a threat to the whole notion of suburban allowing existing suburban areas to "evolve" into much higher density.
I do not support this potential change	Putting the potential for apartments to abut single family homes detracts from neighborhood stability given the influx of ag-shacks and off-campus "dorms." Seeing the

	changes to the neighborhoods in eastgate, expanding areas where this could take effect is detrimental to the community.
I do not support this potential change	Multifamily buildings can easily degrade into student "stealth dormitories" including excessive vehicle parking and party and noise generation offensive to single family dwelling.
I do not support this potential change	don't know if I support or oppose: from what I remember, there is not much "urban" development there. what would a completely mixed residential area look like? what would be the advantage?
I do not support this potential change	I dont see any parks
I do not support this potential change	Against Aggie shacks
I do not support this potential change	Low cost housing
I do not support this potential change	Why are new categories being introduced?
I do not support this potential change	mixed residential must be from somebody smoking pot
I do not support this potential change	More mixed residential is not beneficial to the city.
I do not support this potential change	We don't need any more infringement of apartments and rentals in single family home areas.
I do not support this potential change	Too broad. A mix match within an area would look chaotic.
I do not support this potential change	We need to keep our family homes the way they are. There is plenty of student housing elsewhere. This is making current residents want to leave their current homes.
I do not support this potential change	ok
I do not support this potential change	Seems like a very broad land use. Many different types and sizes of residential development would occur here. It would be hard for this neighborhood to develop any kind of identity.
I do not support this potential change	No reconfiguring existing neighborhoods! This is a residential area and you want to stuff multi-family dwellings into it and make it into a new low-income neighborhood. "allows the original character to evolve" Boy, does it ever. What BS.
I do not support this potential change	College students and families dont mix.
I do not support this potential change	I am against increased density
I do not support this potential change	Please ensure mobile homes or government housing are NOT created.
I do not support this potential change	The change from Urban to Mixed Residential is ok. The change from General Suburban to Mixed Residential is not ok.
I do not support this potential change	I am worried that this approach will bring low price homes/apartments which will decrease land value. Please ensure College Station DOES NOT allow homeless camps. Thank you for your understanding.
I do not support this potential change	There is way too much flexibility in the proposed plan to be fair to current landowners in protecting their investments. Once the city staff is given authority to make changes according to a "plan" then in actuality the homeowner has very little say in what happens next. That's historically what happens in this city and there is no reason to believe it will be any different in the future.
I do not support this potential change	With the proposed ROO, it would negatively effect the ability of students to use these properties.
I do not support this potential change	This area seems like it is already a mixed residential area
I do not support this potential change	This area is already a great mix of single and two family homes. We should not open the door for larger multifamily buildings; as the area is already built around single family homes. Multifamily rentals are also way overbuilt in College Station.
I do not support this potential change	College Station needs affordable single family homes in the heart of the city that are not manufactured housing. It should not be only the rich that can have a yard.

I do not support this potential change	I understand the need for a "mixed residential" zone descriptor. I do not support changing general suburban or urban zones to this. I do not support putting in duplexes and small apartments in neighborhoods with single family homes.
I do not support this potential change	This sounds very hodgepodge and "anything goes" - sounds messy and something I would not support.
I do not support this potential change	The multi-family means that it will be taken over by thinly disguised Aggie Shacks- the neighborhood will be lost. Give us a classification that actually has teeth and limits the use to what is intended.

Theme 2: Introduce a new Mixed Residential category, Example 2	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	n/a
I generally support this potential change	The location would further keep residential development closer to the heart of the city and further reduce commuting traffic
I generally support this potential change	No comment
I generally support this potential change	This would make sense for this area.
I generally support this potential change	I like the idea of revitalizing the area, but not with AgShacks. Quality, affordable housing needs to be a priority. I think those living in the neighborhood long term should have an input on what happens in the development.
I generally support this potential change	The proposed mixed residential designation seems reasonable for this area but it is not clear to me what is allowed in "urban" and how changing it to mixed residential might change it. Is Urban a commercial designation?
I generally support this potential change	I support mixed residential , perhaps it will blur some of our socio economic lines.
I generally support this potential change	This area of town has a lot of beautiful trees, large lot sizes and historical value. I would like to see updated housing options available but still maintain the trees and historical integrity of the area.
I generally support this potential change	I support
I generally support this potential change	This area could also use a facelift.
I generally support this potential change	Maps existing land use onto new land use designation. No issues, I support this change.
I generally support this potential change	The Mixed Residential option would rule out the likelihood of commercial development in this area with the existing "urban" land use. This area of town is in desperate need of well constructed, low cost housing for families with or without children.
I generally support this potential change	Is this just a name change to reflect what is already there?
I generally support this potential change	Makes sense
I generally support this potential change	This area could use an upgrade, but without apartments.
I generally support this potential change	The proposed change makes sense.
I generally support this potential change	I think the proposed change could help revitalize the area, but could overwhelm the current CSISD school zone.
I generally support this potential change	more continuity
I generally support this potential change	Mixed residential is a good step forward

I generally support this potential change	I think this would be a wonderful change.
I generally support this potential change	support
I generally support this potential change	I think there needs to be more single-family homes to help persuade future A&M graduates to stay here.
I generally support this potential change	This area needs some modernization.
I generally support this potential change	Urban is really MF - which does not fit the context here. positive change.
I generally support this potential change	Adding mixed residential to this area is great!
I generally support this potential change	given the proximity to schools and the nature of the area, the mixed residential is appropriate
I generally support this potential change	It looks like the city has allowed this to happen already anyway.
I generally support this potential change	It would be better if staff would get buy in from the residents themselves on this change.
I generally support this potential change	More residential over there would be good give it all a more neighborhood feel especially with the CISD schools and offices there
I generally support this potential change	Creating specific requirements for multi family dwellings that remain affordable and in relation to costs of living for families, as opposed to capitalizing off students, including increasing minimum a/c unit sizes to lower electricity costs, increase requirements for multi family dwellings insulation ratings, and overall livability ratings.
I generally support this potential change	Same comment as example 1...introduces more diversity in construction and housing options.
I generally support this potential change	This would all for a variety of housing types within a single neighborhood and promote 'aging in place'.
I generally support this potential change	Area is already residential and should stay the same.
I generally support this potential change	This is another area that could only benefit by having mixed residential building.
I generally support this potential change	I support Mixed Residential over Urban
I generally support this potential change	better options for redevelopment
I generally support this potential change	It is very difficult to evaluate what the difference between the two examples would REALLY be when it is built out.
I generally support this potential change	A good model for this type of land.
I generally support this potential change	Any and all development must have upgraded infrastructures to handle increased traffic. A designated bus lane TO the university would help traffic flow. Returning buses are not pressed for time to return passengers. There should be adequate parks, NOT sports parks that allow people to get out, walk the dog, etc....like my Brother's Park in Southwood valley.
I generally support this potential change	Mixed Residential seems appropriate for this type of area, allowing for more density, but no fear of abrupt change to allowed fully urban-type uses.
I generally support this potential change	This area is smaller than the previous scenario. Mixed residential might be a better fit here.
I generally support this potential change	Allows flexibility while buffering the existing neighborhood
I generally support this potential change	This designation is OK on an area that has made this change
I generally support this potential change	support if this encourages redevelopment
I generally support this potential change	I do see a need for duplexes and small multi family.
I generally support this potential change	Anything that increases density and stops urban sprawl is a good thing.

I generally support this potential change	This is closer to the University therefore compatible for those who don't mind living around all the students.
I generally support this potential change	I am supportive as long as current residents want it.
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	Again, you didn't describe the differences between the categories. If you are saying that this would allow landowners to have more ability to figure out the type of building to put on their property, I am for it.
I generally support this potential change	this area is already being used in the future manner
I generally support this potential change	Makes sense
I generally support this potential change	Again, this provides with flexibility to support mixed residential redevelopment that may actually attract investment.
I generally support this potential change	With this area being close to the high school and an elementary school it would make sense to offer a variety of housing types.
I generally support this potential change	This new zoning classification should be flexible and able to adapt to the changes in the market.
I generally support this potential change	More flexible land use
I generally support this potential change	mixed residential use may work better than urban with just multi-family
I generally support this potential change	This is dependent on the differences between urban and Mixed residential land uses. This is highly dependent on how this correlates with the zoning process.
I generally support this potential change	The character of Swiss Ct and Chalet Ct is already appropriate for a new multi-dwelling unit.
I generally support this potential change	Definitely appropriate.
I generally support this potential change	No real problem
I generally support this potential change	Reasonable residential land use considering flexibility in development density
I generally support this potential change	The change on Swiss and Chalet make perfect sense. However, I do think that Urban, turning into MF, makes sense here as this whole area is generally speaking apartment complexes and solely rentals. Tearing down the existing rentals to put up MF wouldn't be a bad thing in my opinion. But Mixed Res also works just fine to redevelop with basically the same uses. (duplexes, triplexes, etc.)
I generally support this potential change	Updating the land use will allow property owners options to update the housing in this area rather than continuing to let it run down.
I generally support this potential change	This area does not want 5 story building backing up to them!!
I generally support this potential change	I support getting rid of 5 story buildings near our neighborhood.
I generally support this potential change	Please know that 5 story buildings near neighborhoods are UGLY!!! First Wolf Pen creek got raped by the previous zoning and now Gabbard park is suggested to follow suit, NEVER will I support that plan.
I generally support this potential change	Please know that 5 story buildings near neighborhoods are UGLY!!!
I generally support this potential change	The mixed residential appeals to me here, and I think is an improvement from Urban. This looks like mostly duplexes and likely rentals, they would probably enjoy a close by mix of small business establishments accessible by foot or bike
I generally support this potential change	As long as residences are separate from commercial dwellings, this proposition is doable.
I do not support this potential change	Too many apartments.
I do not support this potential change	Prefer single family neighborhoods. Limited multifamily areas.

I do not support this potential change	The mixed residential here will cause more population density in this area
I do not support this potential change	Increased density in this already saturated area will cause more congested streets close to campus and this area is an area with an active Neighborhood Overlay to the west.
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces! Too many apartments. The old apartments such as The Pearl look like drug dens.
I do not support this potential change	I would rather families not have small-lot options with multiple families per building. These are elementary and high school areas and should be family-focused, not university student-focused
I do not support this potential change	I do not think it should change.
I do not support this potential change	We need more urban land use area close to Texas A&M because it provides affordable housing for students and Texas A&M staff. Again, it's vague as to what Mixed Residential means. If anything, there should be an increase in urban around Texas A&M and along bus routes.
I do not support this potential change	This is good as affordable housing for students and those who work at Texas A&M, I see no reason to change it. I believe we need more designated urban zones closer to the school like this for students and staff.
I do not support this potential change	Do not favor original character to evolve.
I do not support this potential change	These are residential neighborhoods that do not need to see additional apartment/multi-family growth.
I do not support this potential change	We need more single family homes in the area. Not rental property.
I do not support this potential change	Why promote "mixed residential" degradation of housing towards multi occupancy?
I do not support this potential change	Any change will be exploited by developers to build multi-story structures, probably Ag Shacks, thereby helping to ruin the single-family neighborhoods surrounding it.
I do not support this potential change	Mixed use/urban builds are the best way to control the growth of the city.
I do not support this potential change	again, I cannot understand what the impact and advantage or disadvantage of turning that entire area into a mixed residential area. more realistic, smaller (3- vs 5-story buildings)? hard to envision - a ground-oriented view would be helpful.
I do not support this potential change	Against Aggie shacks
I do not support this potential change	Looks like low cost housing coming in - not supportive of that
I do not support this potential change	How will this actually encourage redevelopment?
I do not support this potential change	same comment on mixed residential
I do not support this potential change	Again, give the existing neighborhoods a chance to organically grown - if you keep 'fencing them in' with commercial entities, you are discouraging people from moving into those surrounding neighborhoods - you don't want to buy a home close to a commercial area.
I do not support this potential change	Neighborhood overlay conflicts with zoning
I do not support this potential change	Mixing up the zone rather than definitive separate areas would not look good.
I do not support this potential change	Mixed is a very different outcome than general suburban
I do not support this potential change	Single families don't want student neighbors.
I do not support this potential change	With the proposed ROO, this would greatly effect the ability for students to make use of these properties.
I do not support this potential change	No need for higher density multifamily. Multifamily is overbuilt.
I do not support this potential change	Please ensure mobile homes or government housing are NOT created. Please do NOT turn College Station into Houston.

I do not support this potential change	There is no protection for current or future property owners who live next to what could become a higher density housing area. Once approved then as long as something new meets the "plan" there would be nothing that anyone could do to object. All the power would rest with the city staff.
I do not support this potential change	Can you please explain "mixed residential". I am worried that mixed residential may be low income homes/apartments which unfortunately at times bring crime. I am saying this from experience- I lived in Houston many years and saw the city go down hill very fast bc of "affordable" housing. "Affordable" housing turned into rows of homeless camps.
I do not support this potential change	Again, "mixed residential" sounds very hodgepodge and "anything goes" which sounds really messy and I do not support this.
I do not support this potential change	I prefer "mixed residential" but I don't trust the commitment to the zoning.
I do not support this potential change	There are plenty of areas with apartments and duplexes in College Station. Single family homes should be preserved. This area has enough traffic problems already.

Theme 3: Re-evaluate Suburban Commercial and General Commercial locations, Example 1	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	n/a
I generally support this potential change	Already a heavily commercial area.
I generally support this potential change	the freeway can support larger commercial
I generally support this potential change	As a resident that lives close to this area, I would like to see the land be used for something purposeful; whether that be housing, parks, walking trails, or commercial use; I am open to any and all of it. I feel like this land has set unused for too long.
I generally support this potential change	We need more businesses.
I generally support this potential change	Seems driven by commercial already, don't see many adverse impacts of all commercial
I generally support this potential change	I support, potential future land use looks to be less complicated then the previous plan
I generally support this potential change	Considering proximity along major thoroughfare, the entire area should be designated General Commercial.
I generally support this potential change	Because the land use plan has been rezoned around this location already, I generally support this potential change.
I generally support this potential change	ok since along highway and not too close to residential
I generally support this potential change	It makes sense to simplify the zoning
I generally support this potential change	This is close to a neighborhood, so businesses would need to be closed by 9 during the week. Also, a light needs to go in at the 2818 and Emerald Forest intersection.
I generally support this potential change	I think this is a good future land use for this location.
I generally support this potential change	General commercial dominated area provides a wider variety of opportunities while social distancing
I generally support this potential change	I think it is better to have commercial development along the highway feeder road.
I generally support this potential change	I agree with this based on the descriptions of general and neighborhood commercial.
I generally support this potential change	Brings more centralized business area

I generally support this potential change	I agree with General Commercial when adjacent to major thoroughfares.
I generally support this potential change	more general commercial is needed
I generally support this potential change	Very much needed as commercial revenue generators!
I generally support this potential change	Since one of the goals is to create a stronger sense of place, "neighborhood commercial" seems like a better fit than "suburban commercial".
I generally support this potential change	Yes, this needs to be GC. Coopers BBQ needs some friends out there, and an art studio doesn't exactly fit into the context of the sweeping landscape of the highway.
I generally support this potential change	This area is has access off of major arterials which is a good area to place commercial development.
I generally support this potential change	...although it may be difficult for the City to control separating neighborhood from general commercial since the use can change simply through tenant changes. Is this controllable?
I generally support this potential change	This area needs to be Commercial.
I generally support this potential change	Earl Rudder s/b general commercial where possible, it is our main business highway.
I generally support this potential change	Making this area General commercial will produce more traffic to the Harvey Mitchell corridor.
I generally support this potential change	Although I live near this area and don't really want there to be increased traffic, I agree that it makes sense for the city to consider this change
I generally support this potential change	This allows for more commercial opportunities and more entertainment options would be great in town
I generally support this potential change	Commercial use seems appropriate for this area
I generally support this potential change	Suburban Commercial does not make sense along a freeway.
I generally support this potential change	Its a natural commercial area. Will need better traffic controls.
I generally support this potential change	not directly adjacent to private homes
I generally support this potential change	Suburban commercial has been largely a failure, so getting rid of it probably makes sense. I do not know what the other options are for this area so can't evaluate if this is the best option for this area.
I generally support this potential change	Good for business
I generally support this potential change	appropriate
I generally support this potential change	I generally prefer the option for denser commercial areas.
I generally support this potential change	The city lives (and dies) too heavily on sales tax. General commercial-light industrial zoning is superior in the fight for revenue.
I generally support this potential change	suburban commercial is very restrictive and doesn't allow for many development opportunities.
I generally support this potential change	I feel that suburban commercial is very limiting.
I generally support this potential change	This is a great idea!
I generally support this potential change	Makes sense
I generally support this potential change	I like it.
I generally support this potential change	eliminate suburban commercial
I generally support this potential change	Unclear what is different between suburban and general commercial.

I generally support this potential change	I like this suggestion.
I generally support this potential change	Being located adjacent to the freeway, General Commercial would be best
I generally support this potential change	Makes more sense for the use
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	seems logical
I generally support this potential change	All of that can be General Commercial
I generally support this potential change	Makes sense
I generally support this potential change	Suburban commercial has not been a successful concept in CS. I think neighborhood commercial and general commercial need to be carefully considered, but may be more useful definitions than suburban commercial.
I generally support this potential change	I would want to know what variances will be allowed or not allowed for each to determine if it makes sense.
I generally support this potential change	I strongly support this change. The entire Rudder Freeway frontage should be General Commercial.
I generally support this potential change	Please ensure mobile homes or government housing are NOT created. Please do NOT turn College Station into Houston, Texas.
I generally support this potential change	I support changing to general commercial, Suburban Commercial on major roads is not appropriate. Where there is high traffic counts there should be more intense development
I generally support this potential change	This is great!
I generally support this potential change	All Suburban Commercial should be General Commercial
I generally support this potential change	i think it makes more sense to have the same LU type for the area shown. Recognizing that the plot will get developed by different owners, it still doesnt make sense to have different standards for the pink and red areas of current map.
I generally support this potential change	Appears it needs to be zoned general commercial.
I generally support this potential change	This would be a good place for commercial development
I generally support this potential change	More reasonable commercial development considering freeway/arterial interchange location
I generally support this potential change	I think highway frontage should be General Commercial.
I generally support this potential change	It's SH6. And with some pretty unfortunate access when paired with the visibility as it is. Needs all the help it can get. GC.
I generally support this potential change	The number of commercial districts and the differences between them has resulted in a lot of unnecessary land use changes in order to get the right category for the proposed development
I generally support this potential change	This is a reasonable change.
I generally support this potential change	This is fine.
I generally support this potential change	If neighborhood commercial is still a zoning option, I don't see why not.
I generally support this potential change	Areas that are currently Suburban Commercial along major transportation corridors could be reclassified as General Commercial = welcome change. Additional areas within the City may be classified as Neighborhood Commercial = as long as residences are separated from commercial dwellings, this is doable.

I do not support this potential change	Designate the north-most area as Business Center and the remainder General Commercial.
I do not support this potential change	We already have too many "strip" shopping areas in our city. Hate them. More shopping could be incorporated within housing developments to discourage excess automobile traffic on roads that are already overused and do not accommodate the heavy traffic we are experiencing.
I do not support this potential change	Changing this area to general commercial will create too much extra traffic in connected neighborhoods.
I do not support this potential change	This change will put too much pressure on existing residential neighborhoods, including traffic, crime, and the potential for flooding.
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	The change would not be good for the existing residential area.
I do not support this potential change	Detailed definitions detailing changes and expectations should be provided.
I do not support this potential change	By changing the land use seems like the entire area will be paved over without much consideration to preservation of the natural environment. Also keeping the existing plan would give business owners the freedom to build their businesses with architecture of their choosing and not being forced to work within the confines of a prebuilt strip mall.
I do not support this potential change	suburban commercial is better than straight general commercial
I do not support this potential change	Extension of general commercial would not be acceptable and would represent too intensive development.
I do not support this potential change	Simply because an area is adjacent to the highway doesn't make it unsuitable for it to be a neighborhood commercial area. Given the large number of established subdivisions in the area, this area could significantly benefit from a neighborhood center development with ease of access from biking and walking.
I do not support this potential change	Entrance to a subdivision and is currently a very busy 2 4-way stop sign area
I do not support this potential change	Why expand General Commercial status at the expense of more limited Suburban Commercial?
I do not support this potential change	The area in question is being over-developed with insufficient attention given to future flooding as climate changes and severe storms and rain intensify. The proposed change would adversely affect nearby residential developments.
I do not support this potential change	Calling something Neighborhood Commercial sounds like an excuse to get commercial development into neighborhoods.
I do not support this potential change	It would be more appropriate to keep the general commercial and change the pink area to neighborhood commercial.
I do not support this potential change	Pros and cons of keeping or changing? Advantages and disadvantages? It just seems like the changes would make an area more homogeneous
I do not support this potential change	No. Not all general commercial so close to emerald forest.
I do not support this potential change	No no no... quit rezoning and encroaching residential life. We don't want it
I do not support this potential change	Suburban commercial has been almost entirely rezoned to general commercial recently. Why are we revisiting this?
I do not support this potential change	No supporting ANYTHING y'all are doing.....you can't be trusted!
I do not support this potential change	That area would be served well with general and suburban commercial
I do not support this potential change	do not like this change at all but the city will find a way around whatever the plan is
I do not support this potential change	This area already has enough large commercial. It would look over crowded into a nice neighborhood.
I do not support this potential change	I do not want our area to look like Houston. Too much development along the highway is ugly. Once you allow development everywhere there is no undo button.

I do not support this potential change	Suburban commercial is a good designation for spacing with moderate to heavy traffic close to a residential single family designation area.
I do not support this potential change	I don't like this 'creeping' strategy that the city is using. We fought to stop the "General Commercial" in this area several years ago and, from the numerous meetings that were held, I inferred that the rest of the land (that you now want to turn into full General Commercial) would remain Suburban Commercial. Hopefully, this ten year plan will help eliminate this "let's change our minds every other year" mentality.
I do not support this potential change	Many of the existing areas along the major corridors back up into established neighborhoods and the residents of those neighborhoods have been to P&Z and city council many times to beg the stoppage of increased commercial areas in their backyards. Each time, they have lost. So, I know this is a losing cause. There needs to be a buffer of some sort between existing neighborhoods and these areas. Without that, how can you expect people to support it?
I do not support this potential change	Leave it the way it is. Somebody has realized their property values could be worth way more, but that's not a good reason. Access to this area could be improved, and there are many clinics/medical offices at Emerald Parkway. Leave it.
I do not support this potential change	General commercial allows big box retail, which kill small businesses, walk-ability and a sense of place and the development of community.
I do not support this potential change	I support having restaurants in that area.
I do not support this potential change	No one would shop there.
I do not support this potential change	Too much density along the feeder road.
I do not support this potential change	This area is heavily used by the surrounding neighborhoods for walking and biking. We have been severely impacted by the 3 auto dealerships that were developed recently: Constant noise from music being piped over loud speakers. Dangerous water runoff on to the sidewalks causing algae growth and slippery walking conditions and excessive lighting from these businesses to surrounding private homes.
I do not support this potential change	The existing developments are best described as Neighborhood Commercial. The proximity to a neighborhood that is very vocal about this area suggests that previously "Suburban Commercial" lots should be designated as Neighborhood Commercial. Additionally, there is not sufficient space here for a large box store or other General Commercial development.
I do not support this potential change	We already have too many General Commercial designations near developed neighborhoods. This is another piecemeal change. It's like death by a thousand cuts. Emerald Forest, Foxfire, Sandstone area and others will strongly oppose this proposed change. Don't let it happen.
I do not support this potential change	The 9 neighborhoods that surround this land want either suburban commercial or neighborhood commercial development.
I do not support this potential change	too close to an established neighborhood
I do not support this potential change	We should not back up to the emerald forest subdivision with massive parking lots like those that would be found around general commercial classification
I do not support this potential change	Emerald Forest residents do not want General commercial because of the scale of businesses are larger than Neighborhood commercial.
I do not support this potential change	Emerald forrest doesn't want to have huge amounts of concrete parking lots that could be developed in General commercial. Smaller areas found in Neighborhood commercial are preferred.
I do not support this potential change	Emerald Forest doesn't want to have huge amounts of concrete parking lots that could be developed in General commercial. Smaller areas found in Neighborhood commercial are preferred.
I do not support this potential change	The suburban commercial was a great idea that gets changed anytime a landowner says they can't sell the property (real-estate is speculative). I would prefer to see that zoning actually used as intended.
I do not support this potential change	like what is already planned

I do not support this potential change	Good grief - this sounds like a trick to get more land zoned as general commercial. If you do plan to create something called Neighborhood Commercial - then this existing section of Suburban Commercial should be changed to Neighborhood Commercial - not to General Commercial. It is close to neighborhoods and light traffic should be a priority given the high speed of the highway and its arteries nearby.
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Theme 3: Re-evaluate Suburban Commercial and General Commercial locations, Example 2

Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	More business is great
I generally support this potential change	I would not support this if the multi-family had not been allowed to be built 15 years ago (as it shouldn't have been).
I generally support this potential change	No comment
I generally support this potential change	in ten years, I think wellborn will be big enough to support commercial, it would be a challenge to have your house on wellborn
I generally support this potential change	Good idea.
I generally support this potential change	This seems like a reasonable use for this land area.
I generally support this potential change	Supports small scale retail near new population centers and is set off from the main road (2154) enough to not cause traffic impacts.
I generally support this potential change	ok
I generally support this potential change	Allows more options for use it seems
I generally support this potential change	would provide small restaurants and services to this area where there is not a lot around
I generally support this potential change	In time, I think there could be a future need for some kind of commercial pad sites in this location.
I generally support this potential change	This will keep suburban dwellers within a more compact area which will keep them from spreading germs to other areas of the town
I generally support this potential change	I agree with this based on the descriptions of general and neighborhood commercial.
I generally support this potential change	no comment
I generally support this potential change	Good corner for this proposal.
I generally support this potential change	Not many people will be interested in living that close to the railroad tracks unless you can get quiet zones established. No horn.
I generally support this potential change	Neighborhood commercial seems like a more focused descriptor than "general suburban".
I generally support this potential change	SF development trending in this area, neighborhood commercial is very desirable.
I generally support this potential change	This area would be great for a neighborhood commercial because there is a community already existing adjacent to said property. The location is also at a busy intersection.
I generally support this potential change	My concern is with the retention ponds in the area. Drainage is a concern not covered with a change in the future land use plan.
I generally support this potential change	Will work well as a transition area for an existing single family neighborhood
I generally support this potential change	As this area is generally residential in character, neighborhood commercial is appropriate.
I generally support this potential change	It would be good to have more businesses on the outskirts of town where more families are living.

I generally support this potential change	this makes sense
I generally support this potential change	Nothing there and that housing could use a cute little eatery/relaxation place nearby.
I generally support this potential change	It would be an appropriate location for a park and small businesses.
I generally support this potential change	There is not much convenient shopping near these residences, so this seems like a good change to allow for cleaners, groceries, etc. However, if I lived nearby, I would want to better understand what is meant by "Neighborhood Commercial".
I generally support this potential change	The conversion to neighborhood commercial seems to fit with the existing and future growth of residential patterns in the area and would serve those communities.
I generally support this potential change	Adding more residential and commercial property in the proposed undeveloped area will allow for more off campus housing along with more local job opportunities to the area. It would also lessen the commute of those in the area to other commercial centers decreasing both vehicular traffic as well as emissions by use of walking or bicycling.
I generally support this potential change	It makes sense to have commercial development at the intersection of 2 collector streets.
I generally support this potential change	Neighborhood commercial use should be of limited density.
I generally support this potential change	As population grows towards this area, this might be an appropriate place for business locations.
I generally support this potential change	The area west of Wellborn Rd is barren of any amenities, making it unattractive to students, which is where they should be housed.
I generally support this potential change	"Earmarking" some parcels/areas for commercial development provides better direction for locating such developments in the most appropriate places, such as main road intersection.
I generally support this potential change	Also next to a major road, commercial would be best
I generally support this potential change	This is a hard corner with significant traffic counts. This makes sense
I generally support this potential change	This is a better designation for this plan, as it encourages a land use that compliments the existing area.
I generally support this potential change	If change has to be made, this area may be appropriate.
I generally support this potential change	I feel that suburban commercial is very limiting.
I generally support this potential change	Highest and best use
I generally support this potential change	This should be a positive change.
I generally support this potential change	I like it.
I generally support this potential change	commercial zoning makes sense on major thoroughfares
I generally support this potential change	Seems like a modest change
I generally support this potential change	Nice suggestion.
I generally support this potential change	Probably a better use of land right next to the tracks.
I generally support this potential change	Again, you have said that you welcome nonprofessional input yet you are providing no information for the layperson. This frustration is exacerbated by being forced to provide a binary choice in order to communicate frustration in the question.
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	Makes sense
I generally support this potential change	Very little demand for suburban commercial as currently defined; neighborhood commercial may actually allow some thoughtful development ad integration to occur.

I generally support this potential change	Increased density probably appropriate
I generally support this potential change	It would make sense to have a more "community" feel, no big box type of commercial simply because of the rural nature of the area.
I generally support this potential change	This new zoning classification should be flexible and able to adapt to the changes in the market.
I generally support this potential change	That is a good place for neighborhood commercial
I generally support this potential change	Please ensure mobile homes or government housing are NOT created. Please do NOT turn College Station into Houston.
I generally support this potential change	general suburban use next to the railroad and at this intersection is not appropriate
I generally support this potential change	This is great!
I generally support this potential change	This area is appropriate for neighborhood Commercial rather than General as it is small and so adjacent to a neighborhood. That area of FM2154 would likely be negatively impacted by a high traffic development from a General Commercial area.
I generally support this potential change	good
I generally support this potential change	Seems like a good place to make this change.
I generally support this potential change	More appropriate commercial development considering location and surrounding residential
I generally support this potential change	While I'm sure the surrounding estate lots like won't like the change. With the GS next door, being at the corner of wellborn and Barron, and next to the train tracts. Something not res makes the most sense.
I generally support this potential change	This seems reasonable.
I generally support this potential change	This open area going to neighborhood commercial would be OK. This brings commercial development along the RR tracks, where suburban building is not likely.
I generally support this potential change	Services in this under developed area would benefit new neighborhood development.
I generally support this potential change	Services in this area would help the people living in Tree Line apartments.
I generally support this potential change	Services in this under developed area would benefit new neighborhood development.
I generally support this potential change	yes, seems appropriate being surrounded by neighborhoods.
I do not support this potential change	I support leaving it a pasture. Wellborn Road cannot support any additional traffic further south.
I do not support this potential change	I realize that the development just to the north is outside the city limits and is shown as rural. In fact this area is Estate Residential and existed prior to the apartment development. The adjacency of the higher density residential and commercial development was and is inappropriate
I do not support this potential change	There is already major shopping area on Wellborn and 2818 (Jones Crossing), and more "strip" commercial (still!) under construction now, just South of Jones Crossing on Wellborn. Why more - is this for tax income only?
I do not support this potential change	Developing traffic problems in this area, we should limit business activities that exacerbate traffic
I do not support this potential change	This property has a huge retention pond that probably drains the water runoff in the area. Any Neighborhood commercial development will be pushed to the exterior of the area and too close to the neighborhood to the west. If the southwest corner were established as NAP-R, I would support this potential change.
I do not support this potential change	Y'all need define these terms better
I do not support this potential change	May be best to have more separation between neighborhoods and commercial development.

I do not support this potential change	Not unless Wellborn Road is widened
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	Prefer residential.
I do not support this potential change	I'd leave this area as residential
I do not support this potential change	There needs to be a distinct plan and definitions put in place
I do not support this potential change	I prefer the neighborhood center concept over the neighborhood commercial concept whenever possible.
I do not support this potential change	This shift of suburban to commercial is not acceptable.
I do not support this potential change	Why expand Commercial status areas?
I do not support this potential change	In this particular area the citizens of Wellborn did not like the density of the student housing. They would be more at ease if this was Wellborn Commercial instead of neighborhood commercial.
I do not support this potential change	What's the rationale?
I do not support this potential change	It is very difficult to evaluate what the difference between the two examples would REALLY be when it is built out.
I do not support this potential change	Stop making everything commercial.
I do not support this potential change	Quit rezoning... we bought homes here and don't want general commercial
I do not support this potential change	Neighborhood commercial appears to be the same as Suburban commercial, with the option of housing alone. How do we encourage businesses if all our land is zoned for housing options?
I do not support this potential change	not appropriate
I do not support this potential change	Barron and Capstone need to be connected
I do not support this potential change	Putting small commercial into this area would be a shame. this area has nice higher end homes.
I do not support this potential change	Unless the "neighborhood commercial" includes mixed use buildings as well as mixed residences and businesses, I am against it.
I do not support this potential change	this corner should be less restrictive
I do not support this potential change	Again, there is no mention about strips of adjacent land between such areas serving as a buffer. A 20 foot strip of land with trees, fencing and hedges that could also serve as a small community walkway may be enough to create a zone between them that would allow more privacy for the homes.
I do not support this potential change	Too close to many homes
I do not support this potential change	I would not support any plan that does not specifically say what the buffering requirement would be in a situation like this. They would have to be a lot more clearer than what the city currently has as developers seem to be able to find work arounds that allow establishments to be built close to existing housing.
I do not support this potential change	I currently live downstream of the apartment complex on Capstone (The Reserve). When it rains, our entire front yard and back yard are flooded. If this is changed to commercial, more concrete, (run-off) will occur to the houses downstream and further damage our poorly draining creek. Shiloh Subdivision, has been severely neglected in regards to drainage. I believe this needs to be addressed before further development is established.
I do not support this potential change	I live in Shiloh, we receive the runoff from The Reserve development which drains into Peach Creek. The watershed for our entire neighborhood is directed through a ditch onto our property and into Peach Creek. If more developments with concrete space and more runoff

	water are added it will be at a great cost to the residents of Shiloh. When I contacted the city about our flooding and drainage problems they said that there isn't anything they could do because of budget cuts. The city then came out and put a few pieces of bull rock on one of our fence lines where the soil is being eroded and our fence is falling over. No soil was replaced and we still have flooding during heavy rains.
I do not support this potential change	General Suburban areas need to be surrounded by general suburban development.
I do not support this potential change	functions well as is
I do not support this potential change	The neighborhood commercial designation has not been very effective, the tract above would be even less developable once you take out the section of Barron Road running through the center.
I do not support this potential change	there are some nice rural neighborhoods that would be too close to commercial
I do not support this potential change	This is a dangerous area already and I do not support adding commercial businesses to this area. It would only increase the dangers already posed by high speeds, lots of traffic, no stop lights or protected turns, etc.
I do not support this potential change	Again - this is just trying to suggest more commercial - right next to a neighborhood. I do not support this at all - and I think the name Neighborhood Commercial is a trick to make you think it's okay to rezone neighborhood areas to commercial.
I do not support this potential change	Additional areas within the City may be classified as Neighborhood Commercial = as long as residences are separated from commercial dwellings, this is doable.

Theme 4: Update the Natural Areas Boundary, Example 1	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	I'm moderately concerned that Parks and Greenways will be developed parks and no natural areas will be protected.
I generally support this potential change	Includes more protected land.
I generally support this potential change	I agree with updating natural areas with new FEMA data.
I generally support this potential change	harvey road is a great place for commercial
I generally support this potential change	I do support increased green areas, but why more commercial?
I generally support this potential change	As our family frequently uses Veteran's Park, I would like to see more general commercial options available in that area, however, I would love it if some of the trees could be saved. The area across from Veteran's Park would be a great place for an outdoor restaurant/venue of some sort. After sporting events at Veteran's Park, parents/families are always looking for fun places to eat with the team that accommodate large groups w/ outdoors areas for kids to play.
I generally support this potential change	Ok with me.
I generally support this potential change	It seems like this lets Harvey Rd be a clear dividing line between areas, rather than have uses cross over the road
I generally support this potential change	Natural areas to control runoff should be increased.
I generally support this potential change	I'm not really sure what the difference is here.
I generally support this potential change	Just need to make sure the city is not infringing on property rights
I generally support this potential change	I am not sure that there will be a lot of commercial demand but if there is, it should be allowed.

I generally support this potential change	Keeping the urban and commercial areas closer will allow for fewer reason to step outside of quarantine
I generally support this potential change	no comment
I generally support this potential change	more protected is good
I generally support this potential change	I will always support parks and greenways.
I generally support this potential change	love more green space
I generally support this potential change	If it results in more parkland and less natural areas where nothing can be done, then all good. As long as it doesn't take away someone's private property rights to develop if they had the right to develop as it stands today. That should never happen in America.
I generally support this potential change	I would increase the "red" commercial area all the way down Harvey Rd. all the way to the city limit boundary.
I generally support this potential change	-
I generally support this potential change	We should use science-based approaches to keep the Natural Area boundaries correct. In particular, floodplains may be critical with the changing climate.
I generally support this potential change	Need to update FEMA map, good change.
I generally support this potential change	a no-brainer. Just updates per updated data.
I generally support this potential change	Generally, I am concerned when Natural areas are changed.
I generally support this potential change	Expanding General Commercial in this area make sense.
I generally support this potential change	I generally support this if it does not mean losing green areas
I generally support this potential change	Updating natural areas boundaries, and having more natural areas would be wonderful.
I generally support this potential change	This would seem to make sense since there are a lot of activities in Veterans Park that could be served by commercial entities.
I generally support this potential change	This gives a good mix I would also look at the potential for a firehouse to be built near there in the future as this is an outlying area for any of the existing 6 companies. With the natural area a potential for a tifmas apparatus may be good as well as a med cart or bike medics to aid in supporting community events in the park. Also having more community events there would be good too
I generally support this potential change	Parks should have their own designation, especially if they are not always located in the floodplain.
I generally support this potential change	ok
I generally support this potential change	This change is needed and necessary, and should perhaps go further to help ensure that CS has enough greenspace so as to absorb abnormal weather events and not put the City in a position like Houston and its surrounding communities who didn't include enough greenspace to help offset effects from events like Harvey.
I generally support this potential change	I support the extension of natural areas, but I question the creation of more General Commercial. We need to preserve as much natural area as possible to protect against excessive runoff and flooding from future storms, that are guaranteed to intensify as climate changes.
I generally support this potential change	The only reservation to this change is how can the City guarantee this area would be protected.
I generally support this potential change	The addition of urban residential is probably a necessary use in the future.
I generally support this potential change	Ok
I generally support this potential change	general commercial is fine here as long as it stays out of the flood plain. Not adjacent to and residential homes. Need some commercial near Veterans Park.

I generally support this potential change	If you're trying to evaluate changes in Natural Area, why would you present a scenario in which lots of things change?
I generally support this potential change	I prefer the untouched land to be left alone.
I generally support this potential change	Good for business
I generally support this potential change	I support the additional Natural Area- Protected
I generally support this potential change	More accurately incorporating FEMA floodplain information is important, though the emphasis should be on protecting larger areas and directing development to less vulnerable places. An area just outside the demarcated FEMA floodplain is not automatically "safe" from flooding, and this needs to be reflected in College Station's planning and development policies.
I generally support this potential change	Anytime you can expand parks is great.
I generally support this potential change	I think the general commercial area should include some mixed use
I generally support this potential change	Makes sense to update the maps to effectively use the space that we have
I generally support this potential change	required verbiage.
I generally support this potential change	updating with FEMA maps is good.
I generally support this potential change	Sounds good
I generally support this potential change	I like it.
I generally support this potential change	there is no need to remove developable land from the community if FEMA hasn't already done so.
I generally support this potential change	Strongly support this change, flood plains need to be kept as current as possible. An increase in the density of use in one part of the City may impact other parts of the City that are far removed from where the increased density is taking place.
I generally support this potential change	up to date
I generally support this potential change	looks like a good change
I generally support this potential change	May be wiser choice.
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	as long as no one from the rural areas get kicked off their private land due to them becoming natural areas, I'm good with this.
I generally support this potential change	I like the idea of greenways
I generally support this potential change	Makes sense
I generally support this potential change	Using the best and most current data is important and appropriate.
I generally support this potential change	Appropriate expansion of parks and greenways and down grade to urban residential
I generally support this potential change	Updating to current FEMA maps is a good idea.
I generally support this potential change	This new zoning should be flexible and able to adapt to the changes in the market.
I generally support this potential change	more protection for natural areas
I generally support this potential change	Whatever you do, please ensure mobile homes or government housing are NOT created. Please do NOT turn College Station into Houston, Texas.

I generally support this potential change	all the infrastructure is in place for development along Harvey Road so limiting development in this area is not appropriate
I generally support this potential change	no comment.
I generally support this potential change	More realistic combination of land uses considering location and surrounding development
I generally support this potential change	While I agreed it should be cleaned up in some area, it may be useful to keep in mind BPG master plans to ensure that MUPs along floodplain areas do not end up located within the floodplain if it possible. Also would allow for the visual flexibility/expectation for existing/potential property owners and staff in areas where the floodplain depicted through MapMod and the actually floodplain using contours and BFEs differs
I generally support this potential change	Seems reasonable.
I generally support this potential change	not much change
I generally support this potential change	The park area want not changed.
I generally support this potential change	I do not want 5 story buildings around our parks.
I generally support this potential change	I do not support the changing of natural areas there toward the south to rural and enlarging general commercial into it. Don't cut down trees and use undeveloped land before using land already treeless, like all that "natural area" north of Harvey that doesn't look natural at all.
I do not support this potential change	Need to preserve natural areas as much as possible and not build in or around them.
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	Not sure about adding homes here, or adding businesses in around a park/natural area. Is that side of Harvey flood-prone?
I do not support this potential change	keep more green space
I do not support this potential change	The changes are unnecessary and the map shouldn't change colors unnecessarily.
I do not support this potential change	The changes are unnecessary. Also, the map needs improvement--particularly the legend and colors.
I do not support this potential change	Our protected green areas and natural areas are important to the health of the city and should remain protected and not ruined by commercial buildings. We have plenty of commercial areas, especially when utilizing the vacant spaces caused by the pandemic.
I do not support this potential change	By changing the designation of the protected natural areas sounds as though it would be easier to redesignate the areas for development in the future.
I do not support this potential change	Expansion of general commercial to this extent would not be desirable nor is urban residential.
I do not support this potential change	Change tends to promote more commercial areas as well as shift from a "Natural Area" to more developed Park and Greenway. Why promote more development?
I do not support this potential change	This looks like a good way to put commercial in a flood plane and ruin the natural character of the area. Dumb.
I do not support this potential change	How realistic are the new maps? Houston demonstrates the problems of maps that understate the reality of potential flooding. I firmly favor upgrading floodplain maps - better safe than sorry: Are these maps realistic?
I do not support this potential change	Seems incongruent to increase greenways AND increase general commercial. How about for specific parts of the city, such as this huge sports park, that we not fill in the periphery with commercial development. Greenspace should be just that.
I do not support this potential change	Stop rezoning
I do not support this potential change	Drainage areas should remain as currently mapped. Runoff during heavy rain or heavy watering seasons is unpredictable.
I do not support this potential change	not necessary

I do not support this potential change	Nothing the city does preserves or protects anything!
I do not support this potential change	Why do you want building in the flood plain. Commercial would just be layers of concrete which could lead to more flooding of other land in the area.
I do not support this potential change	too much commercial
I do not support this potential change	I don't know enough about the potential effects of making these changes so I'm going to go with "Stay the course."
I do not support this potential change	No need to cut into the Protected Natural Areas. They are supposed to be protected.
I do not support this potential change	This goes well until a flood destroys all the businesses that then want to get bailed out.
I do not support this potential change	Not in support of this change.
I do not support this potential change	flood plain left as is
I do not support this potential change	As evident by the boundary's curved nature and adjacency to the Natural Area, this area is too low for development. I do not support anything previously deemed best for a natural area to be developed. Any change from a Natural Area to Parks and Greenways is in harmony with the nearby floodplain and welcome to connect to other Parks and Greenways for a future goal of connecting neighborhoods along HWY 6 with walking and biking trails.
I do not support this potential change	hate to be so negative but before increasing the amount of paved area there has to more thought before approval is granted. Retention ponds don't always work.
I do not support this potential change	An increase in natural areas would be welcome due to FEMA floodplain; but then there should not be a corresponding increase in General Commercial. It would be counter productive.
I do not support this potential change	Does this actually change anything? If it increases development, I am not for it.
I do not support this potential change	flood plain natural areas protected I support
I do not support this potential change	That narrow road cannot support the stops and starts and incoming/outgoing traffic of more commercial and residential along that road. What a cluster that would be during events.
I do not support this potential change	Protected is better! More natural areas in College Station.
I do not support this potential change	The potential future land use seems to markedly reduce areas "natural areas - reserve" and redevelop "natural areas - protected" into Parks & Greenways. This is highly detrimental to the natural environment and should not be pursued. Furthermore, there seems to be a marked increase in "Urban (Residential)" and "General Commercial" areas again highlighting the proposed changes are not keeping in mind the serious consequences of environmental degradation.

Theme 4: Update the Natural Areas Boundary, Example 2	
Please tell us your level of support for the potential change above	Share your comments about this potential change below
I generally support this potential change	A good opportunity to contain residential growth closer to heart of city and the university which will result in less commuting traffic.
I generally support this potential change	I like the expansion of neighborhood conservation and parks and greenways.
I generally support this potential change	The proposed change is more realistic. Designating the entire floodplain as natural areas - reserve isn't feasible unless the City is willing to buy up all of that existing development. The floodplain regulations can deal with the technical aspects of future development in those areas.

I generally support this potential change	Don't understand difference between "Natural areas - protected" conversion to "Neighborhood Conservation". Also need to add that there are future plans to add commercial areas (i.e. Capstone & Wellborn) to locations that currently already have major traffic issues, in what are now residential only!
I generally support this potential change	I have been driving my kids to the schools in this area of town for the last 8 years. While I would like to see updates to the area, I would be so sad for any of the natural areas to be taken away. I do see an increase on the Parks & Greenways map, so that would be great. I am in support of the changes to this area but would like for as much of the natural areas to stay protected as possible.
I generally support this potential change	Increase park and Green space to control flooding, no new buildings in flood prone areas.
I generally support this potential change	This area could definitely use some redevelopment to make it feel attractive & safe and to help traffic flow on school days.
I generally support this potential change	There are multiple changes to this area, some of which make sense and others do not. Decreasing the natural areas is always taking a chance but changing the "urban" area to "urban residential" assures no commercial development in this residential area, which I believe should continue to serve residents.
I generally support this potential change	Better planned growth with added arks and greenway areas as well as residential areas.
I generally support this potential change	I agree with updating natural areas with new FEMA data.
I generally support this potential change	Again, the more parks and greenways, the better.
I generally support this potential change	More parks and more developable land, and less natural areas reserved is all good. We have millions of acres of natural areas in Texas, we don't have to keep a large amount inside our cities.
I generally support this potential change	I agree. This area needs to be cleaned up.
I generally support this potential change	We should use science-based approaches to keep the Natural Area boundaries correct. In particular, floodplains may be critical with the changing climate. I support the updating based on new information and better analyses, but not shrinking natural areas just because the city has grown.
I generally support this potential change	Yay channelization! let's get some trails along the floodplain and invest in active recreation near the water. Enhanced paving, multi-use paths.
I generally support this potential change	Incorporating more residential space next to natural areas would be better to develop in that location.
I generally support this potential change	As an EXAMPLE this concept makes sense.
I generally support this potential change	This seems like it is just an update of terms.
I generally support this potential change	General concern with "adjustments" of natural areas and greenways.
I generally support this potential change	Urban Residential is a better plan than Urban as it will better fit with the parks and residential in the area.
I generally support this potential change	Upgrading this area's parks and residential areas could be an improvement.
I generally support this potential change	More parks is always a nice way to beautify the city
I generally support this potential change	As long as it does not reduce green space
I generally support this potential change	Good. but try not to change the colors on the before and after. Makes it hard for other people to follow.

I generally support this potential change	Updating natural areas boundaries, and having more natural areas would be wonderful.
I generally support this potential change	I'm curious what would go there though for public services, another firehouse, or community recreation facility?
I generally support this potential change	Support expansion of parks, would prefer neighborhood center to neighborhood commercial
I generally support this potential change	Adding the designation to a larger area of well established and older housing/neighborhoods makes it less likely for rampant gentrification due to low property values without removing current residents that might otherwise be forced to leave. It also allows for more off campus housing without having to mix rental property with permanent residents and keeping the integrity of these neighborhoods.
I generally support this potential change	This paints a much clearer picture of what land is used for.
I generally support this potential change	Are greenways and parks synonymous at this point? The changes appear benign in this specific instance.
I generally support this potential change	It would seem that the change has already occurred. Call it whatever you want.
I generally support this potential change	This zoning seems irrelevant
I generally support this potential change	It would be better if the residents in this area were part of the decision making process on this change.
I generally support this potential change	And the difference between general suburban and suburban residential is? Justification?
I generally support this potential change	Better matches property lines.
I generally support this potential change	It is nice to see preservation of an older neighborhood and the green space possibly being preserved.
I generally support this potential change	The neighborhood commercial is too large considering the amount of commercial that is within a few blocks.
I generally support this potential change	Updating the flood areas is good.
I generally support this potential change	Perfect example of how these can coexist with some green space between them that allows for people to have their tiny piece of woodland and still access the amenities that some of the restaurants and businesses would bring. We need something in the code that requires these green spaces for ecological means, too. We are a hot zone. We need to keep bands of green throughout the city.
I generally support this potential change	this will improve the city.
I generally support this potential change	This is not a significant change and I do not oppose it.
I generally support this potential change	the new parks and greenways areas will need to be designed in a way that is minimally invasive to the environment, due to them being previous natural areas. I feel more park area in this neighborhood is a good idea otherwise.
I generally support this potential change	Fine with me
I generally support this potential change	Much bigger area for parks and greenways
I generally support this potential change	Makes sense

I generally support this potential change	Again, proposed change makes more sense in the specific area.
I generally support this potential change	This will really help to retain some lower density residential with park and greenway spaces that should raise land values and encourage investment in higher quality housing as in Oak Park.
I generally support this potential change	This new zoning classification should be flexible and able to adapt to the changes in the market.
I generally support this potential change	increasing neighborhood conservation and protection of natural areas
I generally support this potential change	Whatever you do, please ensure mobile homes or government housing are NOT created. Please do NOT turn College Station into Houston, Texas.
I generally support this potential change	The new definitions are better descriptions of existing development.
I generally support this potential change	still no comment (I should be able to respond without adding a comment??)
I generally support this potential change	This new plan looks nice- please ensure College Station stays safe- if that means increasing college station police force in these efforts when these plans are built please know that would be appreciated. I relocated from Houston to escape the crime! Please do whatever you can to ensure college station stays safe and beautiful.
I generally support this potential change	I like the increase in parks and greenways
I generally support this potential change	This seems to support the usage already present.
I generally support this potential change	Would repeat a concern of the depicted floodplain versus the BFEs. Additionally, if the future land use is intended to be fluid and not parcel base, I would think the Natural Areas use should not be "snapped" to the Mapmod depiction of it.
I generally support this potential change	More flexible land use options based on location and surrounding land uses
I generally support this potential change	I agree with removing urban designation for the areas shown, on balance it is a good plan.
I generally support this potential change	Not really a change.
I generally support this potential change	The change represents the building that are already place. So, not too much of a change.
I generally support this potential change	This looks protective of established neighborhoods and expanding on green areas. I am in favor.
I generally support this potential change	Am inclined to support the potential future land use only because I see more space for natural areas and parks and greenways as well as what I think is neighborhood conservation.
I do not support this potential change	This looks like too much of our natural areas left unprotected and allowed to be developed. A ball field does not provide the same human health benefits as natural settings.
I do not support this potential change	No comment
I do not support this potential change	Please cut back on building apartments.
I do not support this potential change	I am in favor of reducing Urban, however, I feel this is too radical a change in terms of use areas and size of area
I do not support this potential change	N/a
I do not support this potential change	Control the growth and the strip malls. More green/natural spaces!
I do not support this potential change	Do not decrease the natural areas of Bee Creek Trail. Stop developing in this area.

I do not support this potential change	Is this just for relabeling? The places that are "to be developed" are already developed into... Stop expanding into the natural areas.
I do not support this potential change	Green and protected natural areas should not be compromised for commercial growth.
I do not support this potential change	I support the expansion of the Parks and Greenways on the Future option but not so much the shrinking of the existing Natural Areas to expand residential into that area.
I do not support this potential change	Things are crowded enough. We need more natural areas.
I do not support this potential change	Shrinking natural areas to allow for future development does a disservice to those who build in those areas that might be affected by unusual weather events and to those who would otherwise not be affected but subsequently are due to the inability for the land to help mitigate the impacts.
I do not support this potential change	still needs more single family development in the area, not rental property.
I do not support this potential change	Again, reduction of Natural Areas in favor of more development and more commercial use. Not necessarily beneficial.
I do not support this potential change	This appears to eliminate a park with a beautiful bike path near the core of the city. WHAT A TERRIBLE IDEA!!!
I do not support this potential change	Leave our natural areas as green space. These areas are connections between neighborhoods in College Station. Possibly bike routes, pedestrian paths and greenways.
I do not support this potential change	not appropriate
I do not support this potential change	I do not support the decrease in Natural Area -Reserve. I do not support the increase in Urban Residential, Suburban Residential and Neighborhood Commercial land use. Natural areas are important to neighborhoods.
I do not support this potential change	keep as much protection as possible for the single family
I do not support this potential change	This type of land use mix appears to enable encroachment of on otherwise protective buffer zone along the creek, which at the very least gives decision-makers (staff, etc.) a chance to take a closer look at (re)development proposals in such areas. It may be conforming better to the development that has (disconcertingly) already been allowed, but that's not a good enough reason to reduce potential land-use-based safeguards.
I do not support this potential change	Neighborhood commercial says "primarily automobile." Since it's surrounded by park space, it should be primarily walking and biking
I do not support this potential change	Without more information on potential consequences of changing natural areas, I cannot agree to this change.
I do not support this potential change	This would take away way too much housing.
I do not support this potential change	I wouldn't wish to decrease natural area
I do not support this potential change	No reconfiguring existing neighborhoods to shift to multi-family dwellings.
I do not support this potential change	We do not need more housing in BCS
I do not support this potential change	The city does not have proper funding for a large park.
I do not support this potential change	It is hard to tell. I favor more green space and more residential.

I do not support this potential change	Opposed to the loss of Natural Areas. There is plenty of land to be developed without encroaching on green space.
I do not support this potential change	i prefer how it is now
I do not support this potential change	Do not support as I like the natural areas to remain in a town where natural areas are rare
I do not support this potential change	The proposed changes in this example are again highly detrimental to the natural Brazos setting with marked increases in "General Suburban", "Urban", and "Suburban Commercial" areas - all encroaching into "Natural Areas - Reserve". Redevelopment of "Natural Areas - Reserve" into Parks and Greenways is unnecessary and will only contribute to increased degradation of the natural setting.

Evaluating Scenarios

Area 1: Post Oak Mall Area			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	Again dumping more traffic on the end of Holleman Dr. before it is widened to 5 lanes along its entirety is only making traffic in the city worse.	B: Anticipated Scenario, C: Alternative Scenario	no, except 5 lane Holleman Dr.
A: Existing Development	Less development is better development	C: Alternative Scenario	Over concentration of use, even though supposedly open area is greatest.
A: Existing Development	The Alternative scenario seems like a pipe dream for the Holleman area that has failed to attract much attention over many years after Post Oak Mall was built. Lining it with multi-story structures will only lessen the appeal of Wolf Pen Creek.	C: Alternative Scenario	
A: Existing Development	It's fine		No
A: Existing Development	It seems as if all the city is concerned is building more student housing.	B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	vertical mixed uses are not feasible in College Station, none have been successful	C: Alternative Scenario	no
A: Existing Development	Vertical Mixes of Commercial and Residential don't seem to be sustained.	B: Anticipated Scenario	
A: Existing Development	From a historical view this city had neve held to what they said how the city would	C: Alternative Scenario	

	develop areas. No plan can be set in concrete but the developers get their way and what gets built never turns out to be what was sold to the public in 10 year plans.		
A: Existing Development	I don't believe we need new/additional housing in this area.	C: Alternative Scenario	
A: Existing Development	That borders on Wolf Pen Creek and that green space and residential uses should be protected and increased, not flung over for another failed mall or big box. Or too-dense apartment buildings or Aggie shack.	B: Anticipated Scenario, C: Alternative Scenario	green space
A: Existing Development	Too soon to give up on the only area mall. Existing Urban Centers have much vacant ground floor space. I question the commercial viability of the Anticipated and Alternative Scenarios	C: Alternative Scenario	Give the mall time to reinvent itself or return this area to an empty field until the existing inventory of retail and office space is filled.
A: Existing Development	Don't want the other options, especially the alternative version	C: Alternative Scenario	
A: Existing Development	I like the way it is now.	B: Anticipated Scenario, C: Alternative Scenario	I like the green areas.
A: Existing Development	don't like the other options.	B: Anticipated Scenario, C: Alternative Scenario	Keep the green area it adds to the wolf Pen creek park.
A: Existing Development	Do not like the other options.	C: Alternative Scenario	Keep the green area it adds to the wolf pen creek park.
B: Anticipated Scenario	There are many apartment complexes surrounding the area that need to be redeveloped into multifamily. Let's not promote multifamily here. If the mall isn't here, where will the mall be? I realize they aren't as popular but they are still a part of every city.	C: Alternative Scenario	We need a mall. We should help the mall owner's bring the mall up to date.
B: Anticipated Scenario	The undeveloped space should be used, but the mall still serves the need of being a destination shopping area for the type of store one generally finds in malls. The land it is on could be re-developed, but those stores would still need a place to be, so it seems to make more sense to leave them as they are.		
B: Anticipated Scenario	College Station needs to continue to attract department store type shopping venues, without the	A: Existing Development, C: Alternative Scenario	The Woodlands has developed an area to run alongside their mall area that appears to be successful. Freestanding stores

	cost of entirely replacing the entire mall area. We have no shortage of housing but lack local long-lasting enterprise.		like "outlet malls" with outdoor parking, restaurants and grocery shopping.
B: Anticipated Scenario	The anticipated scenario allows for more commercial development. It does not seem like many individuals like to spend time outdoors in that area so creating a outdoor mixed use development wouldn't be helpful in this case.	C: Alternative Scenario	
B: Anticipated Scenario	I think this area makes sense somewhere between the Anticipated and Alternative Scenario. I don't see this area being able to absorb the lofty amount of office space and residential units proposed in the Alternative Scenario.		
B: Anticipated Scenario	I like the anticipated scenario		
B: Anticipated Scenario	Existing Development is not viable to sustain and the alternative scenario has too little Commercial.	A: Existing Development, B: Anticipated Scenario	I would envision a more even mix of commercial and urban center. This property is highly visible to Rudder Freeway and easily accessible from Veterans Park. It would seem that the commercial aspect is logical and should be emphasized, but it could probably be reduced somewhat to allow for more urban center.
B: Anticipated Scenario	The anticipated scenario will give the area a much needed update. It also does not add a large spike in population to the area allowing other infrastructure to be updated and expanded prior to expected increases in demand for the area.	A: Existing Development	
B: Anticipated Scenario	Post Oak Mall will dramatically influence the development options in this area. Anticipating a redevelopment of the mall area is logical for single story commercial.	C: Alternative Scenario	Economic realities will not justify vertical development in this area.
B: Anticipated Scenario	The anticipated scenario provides an option for vacant land that is less intensive than the alternate scenario.	C: Alternative Scenario	
B: Anticipated Scenario	1		
B: Anticipated Scenario	Increased use of Urban development is high traffic area.	A: Existing Development	Moat of my answers are based on Urban Commerical development should be encouraged in high traffic

			areas with close proximity to A&M, so my choices usually reflex this opinion. The anticipated scenario on Area 1 was chosen, mostly because of the mixed urban increases.
B: Anticipated Scenario	Less neighborhood, more business, renovate mall	A: Existing Development	Less office space more retail and restaurants
B: Anticipated Scenario	because the mall is not viable	C: Alternative Scenario	the city will go with what makes them the most money. Why bother because all the planning in the world us wasted time
B: Anticipated Scenario	I like the shops	C: Alternative Scenario	We do not need more housing in BCS
B: Anticipated Scenario	Gives a better variety		
B: Anticipated Scenario	The anticipated scenario allows for additional development in the area without blocking the alternative scenario at a future point.		
B: Anticipated Scenario	Seems inevitable. I still don't think the parking will be worked out.	B: Anticipated Scenario	Will malls /office / urban density be used in the future? Human-contact health risk is not going away. Urban center developments have not been successful in this area to this point. (Texas / University and the Lofts of WPC)
B: Anticipated Scenario	I do not think that the city has proper funding to develop the area without going into further debt. It is a risk if the development will create enough revenue to pay its self off in an appropriate amount of time. Allowing housing into the area will cause more parking congestion to an already frustrated city.	C: Alternative Scenario	No, the mall parking lots are well used and putting housing in them would create a parking deficit.
B: Anticipated Scenario	good mix of residence and business	A: Existing Development	improved appearance for a very unattractive area of town
B: Anticipated Scenario	Increase in urban centers	C: Alternative Scenario	More shopping areas
C: Alternative Scenario	Something has to be done to bring the mall area into modern times.	A: Existing Development	I'd love to see outdoor walkable shopping. The close proximity to Wolf Pen Creek and trails makes this a prime outdoor mall.
C: Alternative Scenario	No comment	A: Existing Development	This is probably not a realistic exercise. The message sent on the land use plan should probably just be that the objective iis to redevelop it and we will entertain zoning that

			accommodates a viable plan. Beggars can't be choosers.
C: Alternative Scenario	The mall currently appears to have too much available commercial space as many stores are vacant. This scenario makes the area more desirable for a multitude of uses and could encourage redevelopment.		
C: Alternative Scenario	I really like the proposed idea of turning the mall into an urban and neighborhood center. These layouts have proven popular in other cities and provide a place for people to gather. Malls are outdated, and to be honest, the building just needs to be torn down.	A: Existing Development	
C: Alternative Scenario	It is aesthetically pleasing.	A: Existing Development	Yes - the alternative scenario
C: Alternative Scenario	Post Oak Mall needs to be updated and accommodate more residential.	A: Existing Development	N/A
C: Alternative Scenario	Looking at the numbers it is the best option. However, I wonder how likely this scenario is to happen. The market dictates so much about commercial development. We could see the bug investment in infrastructure without the payback in property and sales taxes.	A: Existing Development, B: Anticipated Scenario	I think that the collector connecting Holleman and Harvey as a key to making this area work. How about the anticipated scenario with the addition of the collector? I can see giving the property owner the maximum amount of latitude in development of an area like this where the adjacent development would be compatible with pretty much any type of commercial development. The City needs to look at adjacent development, mobility, and infrastructure and make sure that works but leave the rest to the market.
C: Alternative Scenario	I would like to see the Mall area repurposed. The Mall is outdated and there could be something better there that can be seen from Hwy 6.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	The alternative plan would look and feel better in that area. The mall kills a useful chunk of needed developments. No one goes to the mall anymore.	A: Existing Development	Commercial and restaurants would be a great addition. Also revitalization of the old run down residential is much needed.
C: Alternative Scenario	Malls in general are not the future of retail. The land the mall is on is valuable to a developer but not a long-term	A: Existing Development	

	viable option. Most likely the mall will be bought and redeveloped. The city should push for an alternate scenario so that the land is utilized versus becoming an eyesore based on changes in how land is being used		
C: Alternative Scenario	The alternative scenario allows the city to encourage attractive development without trying to find a use for the entire mall building.		
C: Alternative Scenario	Neighborhood Center is a better fit than Urban Center around the Wolf Pen Creek Area.	B: Anticipated Scenario	Southwest Corner of region (NE corner of Dartmouth/ Holleman intersection) should be developed into Neighborhood Center. Region South of Holleman and North of Wolf Pen Creek Park should be developed into General or Neighborhood Commercial. Northwest Corner of region (Harvey and Dartmouth) and existing mall area are great candidates for Urban Center or stay as existing General Commercial.
C: Alternative Scenario	I want better connectivity and I kind of want department stores to die. Shop small, shop local. Would love the mall to be a destination with third spaces.	A: Existing Development	
C: Alternative Scenario	"encourage" is fine, but property owners should not be forced to change.		City should support property owners and not force any change via new or changed laws.
C: Alternative Scenario	Post Oak Mall needs to be torn down and remodeled into an open air outdoor mall like La Cantera. It is embarrassing, unsafe, and underutilized mall. Most people go out of town to shop because this mall is so bad.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	Need more modern updating to area.	A: Existing Development	
C: Alternative Scenario	I like the idea of a larger urban center	A: Existing Development	
C: Alternative Scenario	The effort to revitalize/improve that area should be done "all the way". It will modernize and uplift that area of the city,		
C: Alternative Scenario	Post Oak Mall is not a successful commercial area	A: Existing Development	It would be good to upgrade this area into something more

	and the neighborhoods need an upgrade.		attractive with consideration to how close these areas are to the local parks while also providing more free public parking-to-shuttle options.
C: Alternative Scenario	Malls are dying. Might as well get ahead of it	A: Existing Development	
C: Alternative Scenario	Malls are becoming more unnecessary. Use that area for community centers.	C: Alternative Scenario	More mixed used. Good.
C: Alternative Scenario	Because of the larger urban center.		
C: Alternative Scenario	Malls are no longer a usual gathering place and massive department stores are replaced with internet shopping. A bunch of smaller boutiques and shops (similar to Fredericksburg) would reinvigorate this area. The portion cutting into the Wolf Pen Creek Trail goes a little too deep though. I feel the trail should be preserved.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	I would be excited to see the Post Oak Mall being redeveloped into a neighborhood center and urban center. I hope there would be much more outdoor seating and greenery, possible with water features (fountains), and less parking lot. Also, making the neighborhood center a walkable/bikeable area with shops on either side would great. Preferably something far more aesthetically pleasing than the current mall and parking lot. It would be nice to see buildings that conserve space so that you don't have to walk forever just to reach another shop (maybe even multilevel shops?). Also, definitely need some greenery and trees to stay cool. I was hoping this redevelopment could attract more local, small businesses as opposed to giant corporations.	A: Existing Development, B: Anticipated Scenario	I'm disappointed seeing that the patch of trees next to the United States Department of Agriculture would be converted to an urban center. I was hoping these trees could be preserved. Maybe we could hold off on developing it and instead use it as a dog park with butterfly gardens later? Also, I was hoping more trees/wildlife could be added/maintained along the Wolf Pen Creek Trail. I do enjoy the idea of having shops accessible along the trail, but I would hope they wouldn't ruin the trail by placing buildings directly next to it.
C: Alternative Scenario	Post Oak is okay but there is a lot of wasted space too. Having a more mixed used development would allow for greater traffic of stores and more community growth. This also would attract more	A: Existing Development	The mall needs a rework one way or another there's a lot of unused space. Better shopping and food options or the total rework are both viable options

	companies to college station. I work in Spring as a firefighter and the mixed use areas seem to be growing rapidly by us there.		
C: Alternative Scenario	The urban and neighborhood center concept seems to be the way of the future. It has a lower environmental impact. People living in multifamily housing can walk to grocery store, salon, gym, and work as opposed to driving. Often have a much more aesthetic appeal. College Station will seem old and outdated without this sort of redevelopment.	A: Existing Development	
C: Alternative Scenario	If left alone (Existing or even anticipated) this area will continue to decline as trends shift away from large malls, etc. This is prime area along a major thoroughfare so the Alternative scenario is a good attempt to revitalize the use to the community and add value.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	This would be an excellent location for MXD more like The Domain in Austin	A: Existing Development, B: Anticipated Scenario	See comment to above right.
C: Alternative Scenario	I believe this is the highest and best use of the property.	A: Existing Development	
C: Alternative Scenario	Dedicating massive amounts of land to parking lots and car-centered modes of transportation do not make a city better, it makes it worse. While it takes time, investing in human-oriented development is a much better investment and improves quality of life over time.	A: Existing Development	
C: Alternative Scenario	Allows for better vehicular and pedestrian access in the are.	A: Existing Development	The current layout is outdated and conducive to an active, walkable community.
C: Alternative Scenario	Alternative scenario looks to provide the most sustainable form of long-term development.	B: Anticipated Scenario	
C: Alternative Scenario	Progress	A: Existing Development	Na
C: Alternative Scenario	Malls nationwide are fading. Planning for what's next seems prudent.	A: Existing Development	Convention Center
C: Alternative Scenario	The mall property has to redevelop. Suburban malls in general around the country	A: Existing Development	I think the scenario has to much office space it needs more entertainment venues

	are disappearing or becoming empty store front property. Brick and mortar can no longer compete with shopping on-line. In order for people to patronize this area it needs to be a destination.		and this would be a good place to put a transit oriented development if the Bravos Transit District could be brought in to build a transfer center and a parking garage.
C: Alternative Scenario	This looks like a good place to build the Neighborhood Centers.	B: Anticipated Scenario	
C: Alternative Scenario	big malls will be increasingly challenged in the next decade good area for higher density chance to redo area that would otherwise decline good central location	A: Existing Development	
C: Alternative Scenario	I like that a park was added.	B: Anticipated Scenario	
C: Alternative Scenario	I think malls are a thing of the past. I'd like to see a nice development along the freeway rather than just more big box or mall retail.	A: Existing Development	
C: Alternative Scenario	need to create a scenario for this part of town to be redeveloped - we need to make that as easy as possible for the market		
C: Alternative Scenario	Increases opportunity to redevelop highly valuable mall area and increases property tax rolls		No
C: Alternative Scenario	Urban commercial has not worked in College Station and I see no reason to believe it will in this area. Successful transition of this area will require a huge investment. For the next decade the city needs to ask, what's going to happen at this huge empty space.		
C: Alternative Scenario	This is the front door step to so many people visiting CS. This style of development would benefit the City.	A: Existing Development	Existing is an eye sore and does not benefit the City.
C: Alternative Scenario	If it worked it would be cool.	B: Anticipated Scenario	
C: Alternative Scenario	It provides for more options for people, more jobs locally, and doesn't just keep it all a sea of concrete. I also links the neighborhood center to the Wolf Pen Creek area, which could be a very attractive place to live for many.	A: Existing Development	It is a decaying space -- more retail is going to go online vs. face to face.

C: Alternative Scenario	Better mix of open spaces and more interesting possibilities	A: Existing Development	This area needs to change -- it's a depressing part of town as is. Either Anticipated or Alternative would be a great improvement.
C: Alternative Scenario	It appears that housing is needed and the mall is dying. This would be an attractive solution to both problems.	A: Existing Development	Most of the current mall area ava and surrounding neighborhoods are deterring people from coming there. I had an employee that moved away due to crime. Redevelopment will hopefully raise everything above the current standard.
C: Alternative Scenario	The existing development in that area is pretty dated, not very welcoming, and seemingly not conducive to encouraging even the development in the anticipated scenario. The large, mixed-use redevelopment would turn this well-situated part of the city into a real draw, and would provide a more inviting atmosphere for live-work-play.	A: Existing Development	
C: Alternative Scenario	Increased density of land use in this part of the City should generally be ok. The transportation system will probably support additional travel volume and additional transportation capacity can probably be provided at a reasonable cost. Since the roadways surrounding this area are largely TxDOT owned the TxDOT planners and their travel modeling expertise should be brought into the planning process now. Trip ends are only a part of the story. The trip origins and destinations are needed for a demand and capacity analysis of the supporting transportation system. How much additional roadway capacity will be needed to support the Alternative Scenario? Need to know this to reach an informed opinion.		
C: Alternative Scenario	A lot of people are shopping online and the large malls are going to be obsolete. Open air	A: Existing Development	

	mall and making them apart of nature would be nicer.		
C: Alternative Scenario	The development of mixed uses next to wolf pen creek park is a great idea. Turn this mall area into a work/live/play area with plenty of outdoor opportunities.	A: Existing Development	
C: Alternative Scenario	Retail is a dwindling industry and if we want to have this area be a vibrant part of the city than we need it to be more experiential mixed-use	A: Existing Development	
C: Alternative Scenario	Increasing high density at the core is always desirable. Avoiding big box commercial is always desirable.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	Large box retail is not a viable land use going forward. College Station should progressively move to use this space for attracting high-tech businesses.	A: Existing Development	Obsolete land use.
C: Alternative Scenario	the alternate scenario would get much more use by the general public and help boost college station's economy.	A: Existing Development	
C: Alternative Scenario	Existing mall concept is dated and will continue to flounder	A: Existing Development	
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	additional density makes sense in this already urban area.	B: Anticipated Scenario	
C: Alternative Scenario	There is a need for destination development that can mix commercial and other uses with a comprehensive approach. The changing patterns of shopping are rendering malls obsolete and this will encourage a more vibrant area at a critical junction.	B: Anticipated Scenario	
C: Alternative Scenario	I believe the alternative scenic would spur on new development but the new zoning classification should be flexible and able to adapt to the changes in the market.		
C: Alternative Scenario	Whatever you do please ensure HOMELESS CAMPS DO NOT TAKE ROOT as in Houston, TEXAS.		
C: Alternative Scenario	See my comments on Area 2	A: Existing Development, B: Anticipated Scenario	See comments on Area 2
C: Alternative Scenario	I like this option as it seems to be a departure from the norm which seems to be more and		

	more four-story apartment buildings		
C: Alternative Scenario	This would be a good area for utilizing space to a much better degree, and for shifting commercial traffic away from Texas / University .	A: Existing Development	
C: Alternative Scenario	If POM is redeveloped, it would be nice to promote denser mixed uses. My concern is that - given our historic reluctance to tell developers to do anything they aren't already inclined to do - the Alt Scenario is too much change. Is something like the Urban Center development possible within the general commercial type?		I think the Mall building will generally remain, but some residential and restaurants will develop around the edge. Is that possible within the Urban Center designation?
C: Alternative Scenario	The total economic value of the alternative scenario is the highest of all three maps. The character of the area is most appropriate to choosing to a Neighborhood Center. The need for increase in affordable rental housing in College Station could be best done with our best with Neighborhood Center developments as well as services would support those limited in transportation.	A: Existing Development	This area is already under served by the Aquatics Department of the Parks and Rec Department. The Park's Department would need to add a splashpad or swimming pool within walking distance of the anticipated increased residences.
C: Alternative Scenario	It looks like this gives the most choice to the landowners to figure out the best thing to do.		What do the landowners want? They are probably in the best position to figure out what is the best fit and mix.
C: Alternative Scenario	The retail portion of Post Oak is all but dead- the restaurants in the parking lot are keeping it open. This is eventually going to happen anyway, so just make it happen.		
C: Alternative Scenario	The City of College Station needs new retail area updated to capitalize on business.	A: Existing Development	No.
C: Alternative Scenario	The alternative scenario seems to be the best area for a "walkable community" in the City of College Station. The area could have a "new mall", office space and living space, all while close to a park. I would be worried about traffic generation along Harvey and the intersection		

	with Texas as that is already a little rough, but if the area is true a walkable community, there would be hope of little need for people to be driving around. Existing scenario is also perfectly fine in my opinion if the Mall is simply reworked.		
C: Alternative Scenario	Like the neighborhood center concept. As long as it really is that and not a white-wash of traditional big box, do it!		
C: Alternative Scenario	The economic impact of the Alternative Scenario is very beneficial and uses best practices for increasing population density while bringing additional benefits to this area that currently is desperate for change. This area has significant potential and is well located on HWY 6 to benefit the entire surrounding area. It is currently underutilized and can benefit the lack of affordable or government subsidized housing.	A: Existing Development	The Wolf Pen Creek District's requirements for walk-ability, landscaping, unpaved surfaces and significant trees should continue in any nearby development.
C: Alternative Scenario	More job opportunities, more diversified land use mixes	A: Existing Development	The alternative scenario
C: Alternative Scenario	Post Oak Mall has been fairly useless for a very, very long time. This scenario would be a much better use of the space for shopping, offices, etc.	B: Anticipated Scenario	
C: Alternative Scenario	The mall area is tired and outdated.	A: Existing Development	The new modern ideas in development would be well showcased in this location right next to our through highway. I think the ideas look very promising. Our old mall is only inviting to our residents. People driving through from other places have nothing to dazzle them with a need to stop, except for the cool restaurants that have popped up in the parking lot.
C: Alternative Scenario	The "alternative" scenario to me is the least worst of the options - b/c the "anticipated" scenario is just an veil for allowing high rise apartment complexes (with commercial or retail on the ground floor that is likely low performing) -	B: Anticipated Scenario	Honestly I don't have the solution, as the future of malls is generally in jeopardy - however in this town we have unique needs and opportunities with the high percentage of young people. I believe the former Highland Mall in Austin should be looked

	something we do not need more of. Thank you.		at - the mall has been converted for multiple uses including Austin Community College facilities, theater space, etc. You should also look at the former Northcross Mall in Austin - which has been converted for multiple uses. One is a vast indoor beautician facility where individual operators can rent their own small space and share amenities. Another is a small scale Wal-Mart which I would not advise as it was hotly contested. Thank you.
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Area 2: Harvey Road Area (Opposite Post Oak Mall Area)			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	I accidentally submitted my comments for Area 2 in the Area 3 feedback. This is a great area for multifamily, and more retail here would hurt mall redevelopment efforts.	C: Alternative Scenario	Too much retail, will take 30 years.
A: Existing Development	I do believe the commercial areas in this map need to be upgraded, they don't seem very successful. But I do not like the idea of taking away residential land inside the city.	B: Anticipated Scenario, C: Alternative Scenario	I do not envision converting residential land to urban centers/commercial.
A: Existing Development	Both scenarios decrease the amount of housing in this area. By creating either urban/neighborhood centers would also increase property values that would force lower income individuals to leave their residence.	C: Alternative Scenario	
A: Existing Development	Traffic at max capacity now.	B: Anticipated Scenario, C: Alternative Scenario	No growth in traffic compared to the the new numbers projected.
A: Existing Development	This is an area of lower cost housing and strip malls. Gentrifying the housing will not help anybody. It'll wind up being a glorified strip mall regardless.	C: Alternative Scenario	
A: Existing Development	The other scenarios reduce the population density, but its proximity to A&M and the mall		

	make it a good place for density.		
A: Existing Development	With an "higher than 80%" residential, we should keep things as they are.		
A: Existing Development	Improves chances of redevelopment of aging multi family and strip center properties	A: Existing Development	I think Alternative C would be improved with addition of corner shown in Anticipated B shown as urban center
A: Existing Development	Leave all those folks alone.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	provides more buffer for residential	C: Alternative Scenario	
A: Existing Development	It is perfect how it is. It seems as if all the city is concerned is building more student housing.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	The current area is completely developed by multiple land owners. The anticipated or alternate scenario would require the city purchasing land to assemble the proposed areas, or forcing multiple landowners into a very specific redevelopment pattern.		
A: Existing Development	the demand for office and commercial in this area is not going to increase so it needs to stay primarily multi-family		no
A: Existing Development	This is a good development now and should be combined with Area 1 Alternative Scenario. There are different housing styles already and urban and neighborhood centers might be easier to form. This is a high density area for traffic and needs to be encouraged to remain out there rather than moving toward the University.	B: Anticipated Scenario, C: Alternative Scenario	Shopping in Malls is no longer the fun it used to be. Online is easier, faster, more choices. I do not like having many overgrown buildings. There must be some way to design the two areas to allow families, children, visitors, etc. can walk and enjoy different activities.
A: Existing Development	Why would you reduce the area for housing unless you going to have more high density housing which would be more pressure on existing streets and landowners in the area. If you follow this kind of progression in 20 years there wouldn't be any single family hosing left close to campus.	C: Alternative Scenario	Less not more high density housing. Where is all of the traffic going to go.
A: Existing Development	Retail development should first occur at the mall instead of being spread out on Harvey road. No more Urban Centers should be build until the current ones are fully occupied.	C: Alternative Scenario	I see the Mall being converted into on open air design that could be an area destination. Perhaps hosting a community theater and a variety of restaurants.
A: Existing Development	Don't take away existing living areas in the apartments there	B: Anticipated Scenario, C: Alternative Scenario	

	now to increase general commercial - non-housing		
A: Existing Development	Don't take away family housing that is affordable.	C: Alternative Scenario	Where are you pushing families to move? Further out away from their jobs without providing good public transportation.
A: Existing Development	don't reduce apartments across from the mall where people who work near the highway live	B: Anticipated Scenario, C: Alternative Scenario	Keep it the same as it is. It is not a bad arrangement.
A: Existing Development	don't take away family housing that is affordable.	B: Anticipated Scenario, C: Alternative Scenario	Where are you pushing families to move? Further out away from their jobs without providing good public transportation.
B: Anticipated Scenario	I'm really indifferent about this area, but I think the anticipated scenario is a more likely reality for how this area would be developed.		
B: Anticipated Scenario	While I like the Alternative Scenario, I choose the Anticipated Scenario because I do not one to see anyone lose their home if the apartments in that area are removed.	A: Existing Development	
B: Anticipated Scenario	It offers the best diversity to a living area. There should be commercial areas in walking distance to residential. This gives a neighborhood feel and identity. It also makes is super convenient to not have to drive for daily necessities.	A: Existing Development	In all actuality I think the Harvey road frontage should be all commercial with the residential behind.
B: Anticipated Scenario	Makes good use of the land while changing the mall area to allow for great change in how the land is used	A: Existing Development	
B: Anticipated Scenario	The current usage of that area seems under-used. Harvey Rd is a prime thoroughfare, but that area is not well developed. Adding some urban center would give it a stronger pull/usefulness. The idea of making it a neighborhood center does not make sense to me if we expect that area to continue to grow. If that area stays roughly as it is, then neighborhood center makes more sense. But given the recent growth of the city, it does not seem right.		
B: Anticipated Scenario	In the next 10 years, I think promoting the alternative scenario will lead to gentrification. Let century	C: Alternative Scenario	

	square be the century square. This area of town houses working class families that deserve to have a modest, yet attractive shopping and dining experience.		
B: Anticipated Scenario	Let property owners decide	C: Alternative Scenario	Why support fewer apartments - city keeps saying there are not enough
B: Anticipated Scenario	Most economically viable in next 20-50 years.	C: Alternative Scenario	I think it will continue to be a mix of apartments and retail
B: Anticipated Scenario	The cost and increase in traffic with the alternative scenario is unlikely with current circumstances and long term effects.	A: Existing Development, C: Alternative Scenario	I believe the "anticipated development" represents a more reasonable growth expectation in this area. If a "neighborhood center" is encouraged rather than "urban" growth in the "anticipated development", we avoid increased traffic to the area, while increasing taxes to the city and maintaining housing choices for students.
B: Anticipated Scenario	This Alternative Scenario would create an astronomical amount of retail space when also taking into account the Post Oak Mall site. Large retailers are struggling as is, I don't see all this space being absorbed.	C: Alternative Scenario	
B: Anticipated Scenario	this works for that area.		
B: Anticipated Scenario	The existing area is a hodgepodge of inconsistency	A: Existing Development	
B: Anticipated Scenario	There needs to be more vertical development. I'm also concerned about the amount of affordable housing that will be available after all the changes.	A: Existing Development	
B: Anticipated Scenario	The residential and commercial areas along Harvey Road do need to be modernized, but believe the alternative scenario is too much urban/commercial.	C: Alternative Scenario	
B: Anticipated Scenario	This is a logical projection without the Urban Center vertical mix area. The remainder is viable.	B: Anticipated Scenario	I would change the Urban Center Vertical Mix area to General Commercial. The alternative scenario has potential but will require more than 10 years and redevelopment of Post Oak Mall.
B: Anticipated Scenario	1		
B: Anticipated Scenario	Less concentration of people living in the area.	C: Alternative Scenario	Greater concentration of residency.
B: Anticipated Scenario	This seems most likely to be able to develop.	A: Existing Development	This area is an eye sore for the community and does not benefit the City.

B: Anticipated Scenario	Vertically mixing businesses and residential is more efficient and more attractive.	C: Alternative Scenario	Horizontal mixing just leads to strip malls mixing into residential neighborhoods
B: Anticipated Scenario	Cannot answer this question in isolation to the answer to the Area 1 selection. Will the transportation system support both Area 1 and Area 2 Alternative Scenarios? I think not and you don't tell me. I prefer Area 1 Alternative Scenario to the Area 2 Alternative Scenario.	C: Alternative Scenario	Cannot support without additional analysis. The Area 1 and Area 2 Alternative Scenarios are probably not both feasible. I support the Area 1 Alternative Scenario and consequently not the Area 2 Alternative Scenario.
B: Anticipated Scenario	This area needs modernizing. It looks old and run down.	A: Existing Development	
B: Anticipated Scenario	Good mix		
B: Anticipated Scenario	This should work with the rethinking of the mall to create as much mixed use density as possible.	C: Alternative Scenario	Re-imagining this entire area increasing mixed use density could considerably change some of the assumptions. If done right your trip numbers will be way off. A high density self-sustaining area can be developed where most needs are within walking distance. This will decrease not increase trips.
B: Anticipated Scenario	I like this one better	C: Alternative Scenario	We do not need more housing in BCS
B: Anticipated Scenario	The addition of some vertical elements will add interest to this important street. The alternative proposes too much development that should be pushed to the Post Oak Mall site (Area 1).		NO
B: Anticipated Scenario	Proposed urban center in an already urbanized region	C: Alternative Scenario	No residential areas around commercial settings
B: Anticipated Scenario	It seems like the alternative scenario is simply like more of the same of the anticipated scenario. I'm fine with the current path/proposal		
B: Anticipated Scenario	The area does need redevelopment. Urban Center development provides more affordable rental units. We should not reduce the number of affordable rental units as significantly as the Neighborhood Center development. If the older apartment developments are replaced within walking distance, they will need to be equally affordable.	A: Existing Development	
B: Anticipated Scenario	Affordable housing should not be removed without being	C: Alternative Scenario	

	replaced. Priority should be given to redeveloping other commercial areas first such as the Post Oak Mall, University Drive and Welborn and George Bush area.		
C: Alternative Scenario	Anticipated scenario might work, too.	A: Existing Development	
C: Alternative Scenario	This is too detailed.	A: Existing Development	No
C: Alternative Scenario	I think this option gives the most freedom for redevelopment for all residential, commercial and office uses.		
C: Alternative Scenario	With multiple Greek housing units near that area, this looks to be the safest option.	A: Existing Development	Yes - the alternative scenario.
C: Alternative Scenario	Harvey Road needs to be updated and accommodate more residential.	A: Existing Development	N/A
C: Alternative Scenario	Just looking at the numbers the alternative scenario is the best choice. Again, how likely is this to occur? I also note that there is apparently a need for substantial water and wastewater improvement regardless of the scenario.		
C: Alternative Scenario	Having a neighborhood center could reinvigorate the historic neighborhoods nearby, and reducing the number of apartments in the area would be beneficial.		
C: Alternative Scenario	Perfect option not to outgrow region, provide flexibility. Consolidates Commercial into a denser area and allows for more residential redevelopment.	A: Existing Development	
C: Alternative Scenario	This entire strip needs revitalized, including the apartments.	B: Anticipated Scenario, C: Alternative Scenario	
C: Alternative Scenario	I prefer the larger urban center and denser development	A: Existing Development	
C: Alternative Scenario	Better to do a horizontal development in that area than vertical.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	This area is very ugly and about anything to improve it would be good. I liked the additional vertical development and green space	A: Existing Development	
C: Alternative Scenario	More resources for residents.	A: Existing Development	More affordable housing.

C: Alternative Scenario	Because of the larger neighborhood center.		
C: Alternative Scenario	It doesn't look to me like Urban Center fits into this location and the Alternative Scenario might be more attractive by pushing the apartments off of the main thoroughfare.		It seems to me that this would be a good area for more commercial, but I am not a city planner.,
C: Alternative Scenario	This looks close to what it is already.	A: Existing Development	
C: Alternative Scenario	The apartments and businesses are run down looking this detracts from the area. The alternative maximizes use of the area and it also is a major exit from the highway and entrance from Huntsville via Hwy 30. Having more entertainment and shopping options as well as areas for business growth would allow for more growth and in turn more revenue for better service delivery and pay/benefits of services like police, fire, or public works	A: Existing Development	
C: Alternative Scenario	Alternative scenario appears best in terms of aesthetics and revenue.	A: Existing Development	
C: Alternative Scenario	The Alternative scenario maintains a level of consistency with the Alternative for Post Oak mall area. This site needs to evolve to improve the visual appeal and utility of the area and, as stated, create an effective buffer with residential areas that also improve the land value.	A: Existing Development	
C: Alternative Scenario	The alternative scenario allows for more growth for a mixed used development.	A: Existing Development	
C: Alternative Scenario	Creating 'livable places' should be the goal. Build neighborhoods that benefit the people living in them not the people who want to drive through them.	A: Existing Development	
C: Alternative Scenario	Allows for more flexibility and variety of housing types.	B: Anticipated Scenario	Too much concentration of the same housing type.
C: Alternative Scenario	The alternative scenario provides a better mix.		
C: Alternative Scenario	More responsible and sustainable development. Why does the anticipated scenario allow for multi-story commercial development into	B: Anticipated Scenario	

	areas where it wouldn't match the surrounding aesthetic.		
C: Alternative Scenario	Na	A: Existing Development	Na
C: Alternative Scenario	Chose Alternative Scenario because of the increased commercial and urban development planned and hopefully the Post Oak Mall owners will respond with an upgrade on their property as well.	A: Existing Development	We need to protect the trails in this area.
C: Alternative Scenario	This area needs to be tied to the post oak mall redevelopment effort.	A: Existing Development	Again you need entertainment venues as opposed to office space. This needs to be tied to the Post Oak redevelopment effort. With entertainment venues complementing the retail and general commercial areas.
C: Alternative Scenario	This choice allows for 'as needed' changes - with the amount of dormitory space being built at A&M, the city may not need to keep adding multi-family units.	B: Anticipated Scenario	
C: Alternative Scenario	I like this approach at this location.		
C: Alternative Scenario	This is an eye sore, and Harvey needs to be commercial.	A: Existing Development	
C: Alternative Scenario	this area is aging and should be a place where the city helps motivate the market to invest in redevelopment	A: Existing Development	
C: Alternative Scenario	Whatever happens here needs to be coordinated with the development of Post Oak Mall.		
C: Alternative Scenario	Less apartment	A: Existing Development	Needs to be redeveloped. More retail and commercial less apartment
C: Alternative Scenario	More compatible with the neighborhoods that abut it. Putting a lot of apartment complexes there would mean another set of empty apartment complexes. More young people want to live in areas similar to this neighborhood center area you have described.	B: Anticipated Scenario	That concept is not compatible with the conservation neighborhoods that abut it. Just creating more density of people in these spaces doesn't link the existing with the new in a way that would be beneficial to all. There would need to be consideration for creating a barrier so that light and noise pollution doesn't seep over into the backyards of the homes that are adjacent, though.
C: Alternative Scenario	Better balance and meaningful open space prioritized. Less potential of creating just another strip mall.	A: Existing Development, B: Anticipated Scenario	Such potential for this area -- walkable open space / entertainment / higher end shopping and restaurants / nicer condos and apartments

C: Alternative Scenario	The alternative scenario seems to fit the area, and would complement the alternative scenario for the Post Oak Mall area nicely.	A: Existing Development	
C: Alternative Scenario	They seem about the same		Get a grocery store in this area to meaningfully reduce traffic.
C: Alternative Scenario	maybe switch neighborhood center with urban center for the alternative scenario	A: Existing Development	
C: Alternative Scenario	Like neighborhood horizontal use.		No
C: Alternative Scenario	To match mall alternative plan	A: Existing Development	
C: Alternative Scenario	a mix of land uses would bring more safety/security to this area, plus make the land more usable.	A: Existing Development	
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	I think commercial should be on the highway		
C: Alternative Scenario	additional density	B: Anticipated Scenario	
C: Alternative Scenario	I believe the alternative scenic might spur on new redevelopment but this new zoning classification should be flexible and able to adapt to the changes in the market.		No
C: Alternative Scenario	Whatever you do please ensure HOMELESS CAMPS DO NOT TAKE ROOT as in Houston, TEXAS.		
C: Alternative Scenario	It seems like if you want to encourage more infill you would want commercial on the main thoroughfares instead of residential.	B: Anticipated Scenario	
C: Alternative Scenario	Same thing as before. This becomes a very active area, near the bypass, away from Texas/University.	A: Existing Development	
C: Alternative Scenario	It looks like this gives the most choice to the landowners.		What do the landowners want? They are in the best position to figure out what would be the best fit and mix.
C: Alternative Scenario	This area might be redeveloped a few times - better to be less restrictive, but encouraging more dense mixed use in the area. Rather than trying to guess where it will happen.		Prime area for new ideas, but no clear idea of what will be developed.
C: Alternative Scenario	Increased jobs and tax revenue would be beneficial in this area.	A: Existing Development	
C: Alternative Scenario	This area would benefit from neighborhood centers and some more commercial space. Most of the buildings are		

	dilapidated and the shopping areas are struggling.		
C: Alternative Scenario	This makes the most sense b/c it adds some commercial in a spot that makes sense. I believe the neighborhood center makes more sense than the urban center - b/c again we have enough high rise apartment complexes in this town and apartments are way overbuilt. It's getting ridiculous.	B: Anticipated Scenario	I do not envision something different for this area. It would be great to have an enclave of restaurants and outdoor coffee shops with lots of trees and foliage in some random spot like this - but I guess I'm dreaming. It could serve the high density population nearby.
C: Alternative Scenario	I think this is better use.		
C: Alternative Scenario	Because a buffer is provided for existing residential	B: Anticipated Scenario	
C: Alternative Scenario	Going hand in hand with Alternative Scenario 1, I think having the option to reduce the multifamily apartment complexes and allow a range of more commercial along Harvey Road is the best use of the land there.		
C: Alternative Scenario	one of the best improvements to the city's appearance	A: Existing Development	for obvious reasons
C: Alternative Scenario	Increased sales tax revenue, more jobs, more appropriate land use mix	A: Existing Development	Alternative scenario
C: Alternative Scenario	As time goes on this old apartment complex will be hard to fill.	A: Existing Development	
C: Alternative Scenario	This is a better use of this land.	B: Anticipated Scenario	
C: Alternative Scenario	this area needs an update.	C: Alternative Scenario	they are pretty similar. I don't think anyone will be put out in the long run and the area will be improved. Y'all are consolidating some of the smaller the commercial areas...it looks good!

Area 3: University Drive East of Texas Avenue			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	N/A		
A: Existing Development	Keep the multifamily here. The mall doesn't need immediate competitors across the street for retail.	C: Alternative Scenario	Too much retail. This will take 30 years before it is viable.
A: Existing Development	Any changes that increase auto trips into and out of this area is to be discouraged. There has been no	B: Anticipated Scenario, C: Alternative Scenario	If current locations for business (bottom floors of Century Square buildings)

	good data to indicate commercial business will move into the CURRENT developments much less building more. The cost of infrastructure and increased traffic makes this unreasonable.		begin to show leasing agreements, and demand for location on University Drive, there may be reason to consider the "anticipated scenario". But only after a move toward more interest in the area.
A: Existing Development	I think increasing the population in this already too busy area is a bad idea. Too many apartment buildings.		I do think some of the alternative scenario options could be good, but I don't think single-family homes should go. This area has too much traffic already.
A: Existing Development	Preserving maximum single family dwellings.	C: Alternative Scenario	What happened to single family dwelling? We all can't live in apartments
A: Existing Development	Do you really want to have multi-story buildings lining the streets of what is already the busiest intersection in the county? Still another example of gentrification.	C: Alternative Scenario	
A: Existing Development	Keep single family units	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	I don't understand why the density all has to become so high. The streets and other infrastructure is already overloaded in many scenarios. Let's have some areas that aren't all high high structures.	B: Anticipated Scenario, C: Alternative Scenario	no
A: Existing Development	It is perfect how it is. It seems as if all the city is concerned is building more student housing.	B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	The proposed area is completely developed currently, the anticipated and alternate scenarios would require either purchase of multiple properties by the City or spending years trying to get multiple land owners to bend to the City plan.		
A: Existing Development	Get a grocery store in this neighborhood to meaningfully reduce traffic on Texas. The Uhaul is convenient for me. I live near this area and the urban center / neighborhood center would not benefit me due to obtuse parking.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	Get rid of the AgShacks. That is low density crappy home values. terrible parking and traffic.
A: Existing Development	I believe growth still needs to respect the older neighborhoods near the campus.	C: Alternative Scenario	

A: Existing Development	I don't believe we need more housing in this area.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	B and C reduce the number of single family homes in the only lower income housing in this area of town. Where are our lower income people supposed to live?		I'd like to see the development on Texas Ave while leaving single family homes. That really does mean single family homes, not homes that are rented by the room which are not homes at all.
A: Existing Development	Existing development meets the current and future needs of this area	B: Anticipated Scenario, C: Alternative Scenario	Residential areas are separate from commercial dwellings.
A: Existing Development	There is no need to change this area at all. It would only add major congestion to an already overly congested area. The Texas Ave./University Drive intersection is horrendous when A&M is in session and this would only make it worse.	B: Anticipated Scenario, C: Alternative Scenario	
B: Anticipated Scenario	Allow the residential redevelopment that is already occurring to continue (Stealth Dorms and apartments). Do not attract more commercial traffic to this area!!	A: Existing Development	Need to be aware you are displacing a minority rental neighborhood. This is not intentional, but it's a general pattern in all areas near the center of the city. It's not that you want to stop the market, but you do need a plan to avoid driving low income resident out of the city.
B: Anticipated Scenario	Makes best use of the way the development is in that area. High commercial area so residential may not be as necessary unless it is part of a Mixed development (commercial on lower floors and residential on upper floors)	C: Alternative Scenario	
B: Anticipated Scenario	The central location of that area (Texas Ave & University), makes it a prime candidate for urban center. Both Zone 1 & 2 could be amazing urban centers. Neighborhood centers make more sense to me further away from such busy roads.		
B: Anticipated Scenario	This existing area does not have a area to gather. Allowing for the anticipated scenario to develop allows for more urban centers.	A: Existing Development	
B: Anticipated Scenario	C is not realistic; how many neighborhood centers can you have in one vicinity? How large does a neighborhood center need to be to serve its purpose? Also, is there a need to have big box type retail at both Texas-University and Texas-Harvey locations? There is big potential to upgrade this high-visibility area.	C: Alternative Scenario	See comment to upper right.

B: Anticipated Scenario	I am torn between the Anticipated and Alternative.		There are aspects of both the Anticipated and Alternative that I think are very good. I do not think vertical mixed use on the corner is the right move for the corners of Texas and University on the East side of the intersection (UHAUL and the gas station). You can look across the street at North Point Crossing and realize this is not an intersection that is conducive to retail on the ground floor, the whole retail square footage is vacant. There is not enough pedestrian traffic to drive urban retail sales. That being said, Neighborhood Center for the old Albertson's site is more realistic than the idea of an Urban Center in that location.
B: Anticipated Scenario	works well		
B: Anticipated Scenario	B or C is fine	A: Existing Development	
B: Anticipated Scenario	1		
B: Anticipated Scenario	It seems like a good way to draw people in.		
B: Anticipated Scenario	I think this area is ideal for urban development and should include some Urban Center.	A: Existing Development	
B: Anticipated Scenario	The anticipated scenario allows for the development of new commercial property while allowing established business the ability to remain as they are. While also creating more residential housing closer to campus for students.	C: Alternative Scenario	
B: Anticipated Scenario	This anticipated scenario is likely without the Urban Center vertical mix areas. Office space in our market is too weak to drive the project and has not significantly changed in 10 plus years.	C: Alternative Scenario	The Urban Center vertical mix areas in both plans is unrealistic for our market over the next 10 years.
B: Anticipated Scenario	This is commercial real estate and should stay that way.	C: Alternative Scenario	
B: Anticipated Scenario	Pro vertical commercial	C: Alternative Scenario	Less residential single or multi
B: Anticipated Scenario	changing the zoning/future land use will not make this happen		
B: Anticipated Scenario	Increased density and more appropriate uses, especially at the University Drive/Texas Avenue intersection. The Alternative might		NO

	over-stress the traffic, but is worth considering.NO		
B: Anticipated Scenario	It is more consistent with the current use of the land and the density of people in residential areas are not needed there.	C: Alternative Scenario	This puts too much strain on existing older neighborhoods that about it. This land is better suited for the anticipated scenerio.
B: Anticipated Scenario	This area looks run down with the U'Haul store on the corner and some run down businesses. This is what people see when they are looking at the beginning of the University area.	A: Existing Development	
B: Anticipated Scenario	I like the shops	C: Alternative Scenario	We do not need more housing in BCS
B: Anticipated Scenario	Seems most likely to be developed this way.	A: Existing Development	no
B: Anticipated Scenario	a mix of the anticipated and alternative scenarios would work best.	A: Existing Development	
B: Anticipated Scenario	Makes better use of this area with multi-family housing and easy transportation		
B: Anticipated Scenario	this area is likely to become more urban so I think this scenario is appropriate		
B: Anticipated Scenario	The areas around campus need to include higher density residential and not single family residential.		
B: Anticipated Scenario	Fine with B or C actually	A: Existing Development	
B: Anticipated Scenario	My fear is that the "urban" toehold will take over.	C: Alternative Scenario	
B: Anticipated Scenario	Good plan.		
B: Anticipated Scenario	I don't think allowing MF on the hard corners while also potentially increasing them down the corridor makes sense. If you end up putting mixed use on the hard corner of Texas/University then I think the University corridor needs to be painted with GC like the existing shows. I personally feel that that the anticipated scenario makes the most sense overall.		
B: Anticipated Scenario	Like the gateway focal points	A: Existing Development	Love the B and C options but like the C option best
B: Anticipated Scenario	I like the zones one and two descriptions. I don't like the transition from single family homes to something else in alt. C. We have enough land to leave these alone. Why encroach?	C: Alternative Scenario	no. But I am not in favor of changing neighborhoods zoned with single family homes. Change things around them. Houses will always be in style.
C: Alternative Scenario	Providing housing allows people to live where they work and play and helps reduce the transportation problem.	A: Existing Development	

C: Alternative Scenario	This option seems like it would allow for more student housing- which is great as this area is close to the university. It also still allows for commercial uses along major ROWs.		
C: Alternative Scenario	I like the proposed idea of creating more neighborhood centers than strictly general commercial space, since there is a lot of unused space there right now.	A: Existing Development	I would really like to see an HEB where the old Randalls/Albertsons use to be. If not a standard HEB, how about a Central Market or a Trader Joes. I think the city can support such a boutique grocery store and the only grocery store really in the middle of town is the HEB on Texas. It is overcrowded and hard to get into.
C: Alternative Scenario	I like the incorporation of pedestrian-friendly developments.	A: Existing Development	alternative scenario
C: Alternative Scenario	I choose the Alternative option because it mentioned creating more walkways for pedestrians. I fully support any changes that create more opportunities to walk instead of drive.	A: Existing Development	
C: Alternative Scenario	The city should venture away from creating the same thing in every region.	A: Existing Development	Nothing of use east of highway 6. Too much potential to not take advantage of.
C: Alternative Scenario	Having more mixed uses in this area would be great, plus I think it would make the area more walkable.		
C: Alternative Scenario	Enables the most density in a key area of the city that needs dense walkable residential and commercial redevelopment for current and future demand from university population. For urban center to thrive, it needs to have a large area and not set off by un-walkable general commercial.	B: Anticipated Scenario	
C: Alternative Scenario	This area is surrounded by students with wealthy families. Builds on the character of NG and provides a connection and sense of arrival to our version of "downtown". We should incentivize development/redevelopment in this area but ensure housing types for the historically black neighborhoods aren't disturbed. A lot of those folks need help but make just barely too much to qualify for HUD assistance. Tax increases are a substantial issue there.		
C: Alternative Scenario	Seems to be more what is demanded in the area	A: Existing Development	Either option would be great long term

C: Alternative Scenario	I like more of the mixed use being so close to the university. But do need to keep in mind traffic. I hope the u-haul business goes away.	B: Anticipated Scenario, C: Alternative Scenario	
C: Alternative Scenario	I am in favor of denser developement	A: Existing Development	
C: Alternative Scenario	I think it is better to leave the vertical development to the corner of Texas & University and the rest horizontal development (those high rise buildings are ugly! so the less of them, the better).		
C: Alternative Scenario	I like the idea of encouraging residential here and this part of town becoming more walkable		
C: Alternative Scenario	More neighborhood centers would be good idea.	A: Existing Development	
C: Alternative Scenario	I like the urban/vertical development in the center combined with neighborhood center around it.	A: Existing Development	
C: Alternative Scenario	more income, jobs & housing	A: Existing Development	
C: Alternative Scenario	This plan allows for a better look and feel coming into the campus area as well as creates an opportunity for a "downtown" which we don't really have. This would be great for community events as well as commercial growth. The public use spaces could also be developed into a substation for law enforcement for that area to enhance service delivery specific to that high traffic area. This would also provide a centralized location for community policing by having more officers in a CSTEP type of unit which enables greater communication opportunities with the public than working solo in a patrol vehicle.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	Aesthetics and revenue as well as keeping pace with what other cities are doing.	B: Anticipated Scenario	City needs to be careful about spending money with no real economic return.
C: Alternative Scenario	I prefer the aesthetics and efficient use provided by the Alternative scenario with use of neighborhood centers, urban centers, and urban residential. This is probably THE major intersection of College Station and should reflect a desirable place to live, shop, and dine.	A: Existing Development	
C: Alternative Scenario	After recently moving back to College Station, this area is my least favorite area. I am not a fan of the towering multifamily residential buildings and sea of concrete commercial development areas.	B: Anticipated Scenario	Wish I could think of something, but agree this should be a focal point.

C: Alternative Scenario	Again, creating 'livable places' should be the goal. This type of development would give college station an incredible sense of place. By eliminating surface parking, you make better use of the land and give the people that live here a great space to be. It is also obvious that the massive parking lots in this area are NEVER full. Our parking minimums are wayyyyy to high. Eliminate them. They hinder the types of businesses that we love!	A: Existing Development	
C: Alternative Scenario	Concentrates residential density around commercial nodes and creates a place where people can work, live and play.		
C: Alternative Scenario	Keeping high rise residential near TAMU makes sense.		no
C: Alternative Scenario	Provides greater options		
C: Alternative Scenario	Alternative seems to allow for better long-term growth around campus, provided that those vertical spaces can actually be filled with adequate parking. The current zoning in the area can be cleaned up, significantly.	A: Existing Development	
C: Alternative Scenario	Na	A: Existing Development	Na
C: Alternative Scenario	This area is the proper place for increased commercial and urban development		
C: Alternative Scenario	CS needs office space, not more residential or commercial - however, the mall may become mostly vacant due to COVID at which time we will have too much empty space to fill.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	This is an important gateway to our city that should be visually attractive.	B: Anticipated Scenario	
C: Alternative Scenario	This area need sits own district plan to make sure the residents and business owners agree moving forward.	A: Existing Development	
C: Alternative Scenario	This area could support this development.		
C: Alternative Scenario	good location for higher density		
C: Alternative Scenario	I like the direction of both B and C, but I'd like to see more office along Texas rather than big box retail.		
C: Alternative Scenario	this area is the most likely area for future vertical development additionally, we should expand the vertical development areas further east down university drive several more blocks - limiting to such a small area doesn't allow for market competition on the land - this could	A: Existing Development, B: Anticipated Scenario	more area that allows for vertical - need a enough land to create competition for deals

	inhibit development from occurring with just a couple of owners controlling all of the develop-able land		
C: Alternative Scenario	better use of land and options for redevelopment in the long run	A: Existing Development	no
C: Alternative Scenario	Fine I guess		
C: Alternative Scenario	better use of open space and walkable urban area. Need a gateway area built here to frame this valuable part of town.	A: Existing Development	This area needs better traffic flow and more potential for pedestrian traffic being so close to the university. Needs to be a focal point and right now it is an area that gets ignored.
C: Alternative Scenario	damfino	B: Anticipated Scenario	
C: Alternative Scenario	Mixed use with pedestrian access sounds attractive. Cavalry court showed what this could mean. though, I'm not sure if it is economically successful	A: Existing Development, B: Anticipated Scenario	Currently the area is underutilized.
C: Alternative Scenario	The alternative scenario is what this important and central part of the city ought to look like -- especially the Texas/University intersection. The other corners of that intersection should reflect the height/density/mix of uses in the Northpoint Crossing development. The other transitional land uses make sense for the area, too.	A: Existing Development	
C: Alternative Scenario	more urban center near the intersection of university and Texas avenue is good	A: Existing Development	
C: Alternative Scenario	Provides much better flexibility for good mixed-use projects and for developing what makes sense instead of forcing it to be developed in a certain way	A: Existing Development	
C: Alternative Scenario	It is the lease bad.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	No more Strip malls or Big Boxes!!! This should all be Urban and the City should be seeking mixed use developers. The best way to keep students ut of single family neighborhoods is to create great mixed use student areas. Also Cooner should be put through.
C: Alternative Scenario	Like neighborhood center		No
C: Alternative Scenario	Dated space that needs significant upgrading	A: Existing Development	
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	this is our urban core. should be urban	B: Anticipated Scenario	

C: Alternative Scenario	I believe the alternative scenic might spur on new redevelopment but this new zoning classification should be flexible and able to adapt to the changes in the market.		The Neighborhood Conservation area should be Neighborhood Center too.
C: Alternative Scenario	Less commercial space which seems to be something we will need less of in the future. Like the neighborhood center feature		
C: Alternative Scenario	It looks like this gives the owners more choice in what to do with their property.		What do the landowners want? They are in the best position to figure out what would be the best fit and mix.
C: Alternative Scenario	"Northern part of Univ Drive" LOL - out of town consultant speaks!!! Let's build on the Campus plan which shows denser development along University Drive (and existing Northpoint). Seems tough to push for a new density center between A&M and the Univ Dr East/Bypass center.		
C: Alternative Scenario	The area would benefit from additional neighborhood centers. The Century Square development has been so successful I would like to see something similar in this area.		
C: Alternative Scenario	The economic value of the alternative scenario and the addition of affordable rental units is a perfect fit for the proximity to our largest employer. This is excellent placement of population and commercial density near the intersection of our largest streets. Due to the current lack of affordable or government subsidized rental housing in College Station, affordable or government subsidized rental housing should be included in the new development. This is especially important in walking distance of so many wage jobs.		This area is under served by the Aquatics Department of the Parks & Rec. A significant community access pool should be included in this development or in nearby Thomas Park. In Texas' summers, no other city amenity is so utilized.
C: Alternative Scenario	Again, too much "urban" is appearing everywhere I look - and I don't believe we need more high rise student housing. Alternative scenario is the least worst option b/c it has some neighborhood context, at least.	B: Anticipated Scenario	This area you outline covers a LOT of land and a lot of different types of uses. Traffic is already a concern there - so whatever you allow there is going to add to the mess and create havoc for the existing infrastructure. I'd advise caution and care and thoughtful planning instead of rolling over to whichever developer comes along and demands carte blanche to do whatever.

C: Alternative Scenario	I adamantly oppose the commercial encroachment in Areas 5 & 6 but it makes sense here. I am not all anti-development!		
C: Alternative Scenario	This is an ideal area to increase population density for the efficiency of our city plan. Existing single family dwellings are less historical and in need of redevelopment. This highly commercial area within walking distance of wage employment should also include affordable or government subsidized rental units. Best practices of mixing residential and commercial locations should be imposed upon the developer for the long term benefit of the City of College Station. Careful consideration to landscaping, existing trees and a high percentage of unpaved areas should also be maximized.		
C: Alternative Scenario	Increased sales tax revenue, more jobs, more appropriate land use mix including residential above retail/commercial	A: Existing Development	Alternative scenario

Area 4: Texas Avenue across from A&M Campus			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	Double the trips to this area just increases the traffic issues and the infrastructure expense to change the current development is not fiscally responsible. There has been nothing to indicate business will infill in these locations with the associated expense.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	The best scenario for the location of the College Station City Hall is to purchase the street frontage behind, to the south and north and make it parkland. (Large live oaks, pedestrian areas, benches, fountains, etc.) Currently there is little to recommend the site for City Hall except it's position in regards to TAMU.
A: Existing Development	The area does not need to be redeveloped.	C: Alternative Scenario	
A: Existing Development	There is not enough pedestrian traffic to justify the Anticipated or Alternative Scenario in this area. The golf course and small neighborhood don't generate enough customers.	B: Anticipated Scenario, C: Alternative Scenario	

A: Existing Development	Preserving as much single family dwelling as possible	B: Anticipated Scenario, C: Alternative Scenario	What happened to single family housing?
A: Existing Development	Not all space should be monetized - this city lacks green space. Until we know the number of empty stores and apartments next year we should put this planning on hold. Adding more retail space seems very out of touch with current conditions.		When Council voted to redo the City Hall as an ugly high school I lost all hope for something good looking. Now all I want is a buffer between ugly and the rest of the area - a walking or biking route would be nice. We do not need more retail, we need more computer and engineering firms.
A: Existing Development	It is perfect how it is. It seems as if all the city is concerned is building more student housing.	B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	It would be nice to see some part of College Station have some "original" look and not everything high density and all built about the same time with the same look .	B: Anticipated Scenario, C: Alternative Scenario	keep it original looking. I was sad to see the original city hall building not preserved but turned into commercial business.
A: Existing Development	do not need to compliment city hall	C: Alternative Scenario	
A: Existing Development	The ugliest facades on the street belong to the city. Clean those up. Blue baker, whataburger, cains, laynes, and torchy's are some of the highest use restaurants in the city. Leave them alone!	B: Anticipated Scenario, C: Alternative Scenario	higher density encroachment on the neighborhood is not helpful
A: Existing Development	I am going to be consistent in my responses to changes in Areas 4, 5, and 6. Increasing the density of trips on the four main roadways that enclose the main campus is nuts, crazy, a bad idea. The University will attract additional trips in the future as the density of campus land use increases. See the adopted TAMU long-range plan. For the City to further increase the density of the adjacent land uses adjacent to the campus in clearly not in the Cities or the Universities interests. Why is this even being evaluated as a Scenario?	B: Anticipated Scenario, C: Alternative Scenario	Yes, less density, more open space, more landscaping, a larger park, more parks, less density. TAMU will benefit the most by having adequate capacity on the roadways providing immediate access to the University. Have you thought about what this might look like? Have you visited other major university campuses where you cannot tell where the university starts and the city begins? These campuses have no eye appeal and vehicle access is terrible. Surely this is not what the City wants. Use the roadways we now have to provide access to the campus and do not use them to serve new commercial, office, high-rise apartments, and other high density uses that are not already in place. We need less density in Area 4 not greater density. And, don't

			buy the walk-trip alternative argument. This is not going to happen.
A: Existing Development	I don't like any of these	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	Expand neighborhood conservation
A: Existing Development	I disagree with the sales tax projection, the option with the most General Commercial will generate the most sales tax.	C: Alternative Scenario	no
A: Existing Development	This seems to very satisfactory at present.		
A: Existing Development	Townhomes is just another term for apartment house. They do not belong to be classified as a buffer to single family homes	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	It would be unfortunate for the single family residents in the proposed areas to be zoned neighborhood centers. However, it would beneficial to utilize the city hall property and parks and greenway property, that is outlined in the alternative plan.		
A: Existing Development	I refer you to my comments below. Some of what has been suggested might be beneficial, however, to make Lee Avenue and any of Oakwood commercial or mixed use is not a good plan, to the extent that this changes the quiet residential quality of this neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	My wife and I own a home at 207 Lee Avenue. This is a special, and very quiet street and neighborhood. It is considered historic and is an area which adds charm to College Station as a whole, to someday make College Station more of a destination, and to add to the overall economic health of the community. Please do not implement any suggested change which would affect the quiet residential quality of Lee Avenue and the surrounding Oakwood area. Such a change is misguided and a very bad idea.
A: Existing Development	I'd hate to live in the adjoining single family homes if multi story buildings were put in my front yard or back yard.	C: Alternative Scenario	
A: Existing Development	The area focuses on commercial property and meets the current and future needs.	B: Anticipated Scenario, C: Alternative Scenario	Commercial development. No residential housing.
A: Existing Development	Existing Urban Centers are almost unoccupied. Currently businesses are fully occupied. See no benefit in changing use at this time.	C: Alternative Scenario	Let the businesses organically change.

B: Anticipated Scenario	I really hate to see more AgShacks or student housing encroaching on the historic part of the neighborhood. I like that the anticipated scenario proposes conservation.	C: Alternative Scenario	
B: Anticipated Scenario	Commercial needs updating	C: Alternative Scenario	
B: Anticipated Scenario	It follows the look and feel of the new city hall.	B: Anticipated Scenario	anticipated scenario
B: Anticipated Scenario	I choose the Anticipated Scenario because I would like to see an updated City Hall with a nice plaza. I would not be happy to see Town-homes built across from campus as I think that would create more traffic accidents with students.	A: Existing Development, C: Alternative Scenario	
B: Anticipated Scenario	Good use of the area in proximity to campus. Golf course is on highly valuable real estate and possibility that TAMU could repurpose and close/move the golf course becomes increasingly more likely as main campus land is being built on	A: Existing Development	
B: Anticipated Scenario	I like having more neighborhood conservation and parks in this option.		
B: Anticipated Scenario	Best option in order to preserve neighborhood conservation in a treasured neighborhood while allowing substantial redevelopment along Texas Ave.	C: Alternative Scenario	
B: Anticipated Scenario	Best mix of residential and retail	A: Existing Development	Present residential is unattractive
B: Anticipated Scenario	This area is right across the street from campus and students like to eat at a couple of the existing restaurants. Incorporating more office, and residential space along with the existing commercial would complement the area.	A: Existing Development	
B: Anticipated Scenario	Either B or C would be good. Need buffer between neighborhood residential and commercial fronting on Texas Ave. This could be great place to strengthen for a neighborhood center.		Given commitment to locate new City Hall here this could also become a government center location (for offices serving visitors to city departments).
B: Anticipated Scenario	I think either option is good. Maybe need to allow for more vertical development along Walton and Texas to capitalize on land values.	A: Existing Development	Prime area for redevelopment.

B: Anticipated Scenario	Like this area for new businesses but not homes that close to A&M entrance.	B: Anticipated Scenario	
B: Anticipated Scenario	The anticipated plan is very reasonable and realistic.		
B: Anticipated Scenario	more purposeful		
B: Anticipated Scenario	Any improvement is better than what's there.	A: Existing Development	
B: Anticipated Scenario	Good balance between refurbishing the commercial area and keeping parks and green areas intact.	C: Alternative Scenario	
B: Anticipated Scenario	I think the businesses here could stand to be upgraded but do it without taking away residential areas as much as possible.	C: Alternative Scenario	This area is difficult for people who live on the other side of town to get to, but I think the business are successful being so close to TAMU and it could have more of them if it does not take away too much from residential land areas.
B: Anticipated Scenario	Less clear that this area is good for increased residential		
B: Anticipated Scenario	n/a	B: Anticipated Scenario	Don't displace the local commercials and residents.
B: Anticipated Scenario	Conserve the neighborhoods.		
B: Anticipated Scenario	The mix-use neighborhood to compliment city hall redevelopment seems better than townhomes.		
B: Anticipated Scenario	Adding more housing just off campus is a huge plus for the students and staff, plus keeping that green space makes the area look nicer.	A: Existing Development, C: Alternative Scenario	
B: Anticipated Scenario	Don't develop the strip of Park and Greenway. It would be better used as a park or garden area. Having that strip of greenery improves the appearance from Georgebush drive the neighboring residential areas.	C: Alternative Scenario	In the Anticipated scenario, I would have preferred that Zone 2 not be converted entirely to general commercial. Instead, leaving the suburban residential strip in Zone 2 as some form of residential would maintain a nice appearance from the road/intersection.
B: Anticipated Scenario	By doing this option entertainment options can be enhanced near the campus allowing for options in other parts of the city to be focused more towards residents and not just students.	A: Existing Development, C: Alternative Scenario	
B: Anticipated Scenario	Not enamored with either the anticipated or alternative scenario. So much neighborhood center areas in these scenarios that include office space. . is College Station truly lacking in office	C: Alternative Scenario	

	space and neighborhood commercial. We have a lot of empty strip centers as it is. The development near the new City Hall looks like it could be promising, so I went with the anticipated scenario.		
B: Anticipated Scenario	So more intentionality to Eastgate.	C: Alternative Scenario	Too high a density for true campus East Gate.
B: Anticipated Scenario	Prefer neighborhood commercial to expansion of general commercial and do not think increasing population density adjacent to established neighborhood (town homes) is desirable.	C: Alternative Scenario	
B: Anticipated Scenario	Anticipated and alternative scenarios seem to give a significant effort towards establishing a "downtown" area surrounding the new city hall, something the city could benefit from.	A: Existing Development	
B: Anticipated Scenario	Na	C: Alternative Scenario	Looks like loss of green space for multi residential
B: Anticipated Scenario	The anticipated scenario for this area is good because it is part of the look and feel the college area needs. We the planned public grounds and neighborhood conservation the area will give residents and visitors the feel the city is aware and protective of our college and our history.	C: Alternative Scenario	
B: Anticipated Scenario	Plaza space would be nice there.	A: Existing Development	
B: Anticipated Scenario	The Eastgate plan needs to be completely implemented including the redevelopment of Thomas Park (pool, James Parkway and Puryear). If changes are proposed especially the neighborhood conservation the City needs to revisit with the neighborhoods for approval.	C: Alternative Scenario	Stick with the Eastgate plan
B: Anticipated Scenario	It looked best	C: Alternative Scenario	
B: Anticipated Scenario	City hall needs renovation	A: Existing Development	Less residential
B: Anticipated Scenario	The Anticipated Scenario supports the integrity of the City Hall site, and provides for some higher density retail between George Bush East and Dominic. The Alternative weakens the presence of City Hall.	C: Alternative Scenario	I would have preferred City Hall to be developed on land further south, coordinated with the Municipal Court, etc., but that is now water under the bridge. The access to City Hall will be forever limited and its appearance from Texas Avenue

			will be permanently marred by the needed parking area. The result will be an old-fashioned shopping center building with cars as the primary view, and a building that was quite obviously designed by a committee.
B: Anticipated Scenario	We need the green belt that separates these areas. To put more density in this area, abutting a conservation neighborhood is unconscionable. It devalues the property for all who live there in single family homes. People imagine that this area is all rental and just students or old people hanging on to homes. It is NOT. There are many families moving back into these areas because of their proximity to campus and the easy access to amenities.	C: Alternative Scenario	It could be left as it is. Certainly not building a raft of townhomes and higher density to dump more people out into a neighborhood without the water/sewer, etc. capacity to handle it. We already have serious drainage problems in Eastgate because there is so much concrete and everything drains into the creeks vs. a city wastewater management system underground. If you put more concrete and take away green space, it will be a worse nightmare.
B: Anticipated Scenario	Keep changes minimal with recognition of some changes necessary.	C: Alternative Scenario	Unnecessary commercialization.
B: Anticipated Scenario	Commercial expansion is likely needed and welcome in this area, but the approach should be balanced to not drive local residential away.	C: Alternative Scenario	The city shouldn't sell its parking lot for commercial expansion.
B: Anticipated Scenario	This area needs modernization, it's a mish mosh of different styles. Needs uniformity. Looks bad right in front of the University.	A: Existing Development	
B: Anticipated Scenario	Looks like a good plan to me	A: Existing Development	
B: Anticipated Scenario	I like the idea of maintaining the park area		
B: Anticipated Scenario	The proposed land uses allow development to happen organically and do not require land purchase or condemnation to work. The alternative scenario will be a difficult fight with the neighborhood association.		
B: Anticipated Scenario	Let's try to move this to nice walkable stores but NOT destroy the neighborhood. The high rises with small sidewalks, no bike paths, and no green spaces were terrible, terrible choices and should not be repeated. Make the area like the area around Ann Arbor (U Michigan).	C: Alternative Scenario	

B: Anticipated Scenario	This one is really tricky. It's super annoying that neighborhood conservation is something you want to remove so that's why I chose "anticipated." I also think it's super annoying to try to squeeze in more dense housing in this prominent location right across from campus. Traffic is a mess and the pedestrian/bicycle interchange is dangerous. Stick to light commercial and stop trying to cram people into sardine-like situations.	C: Alternative Scenario	I would not support the alternative option simply b/c it shows removal of a neighborhood conservation area.
B: Anticipated Scenario	Anticipated is fine. Ever since GB East was widened it was inevitable.	C: Alternative Scenario	Anticipated is fine. Ever since GB East was widened it was inevitable. Any moves to ease the single family conservation line eastward is a HORRIBLE planning idea.
B: Anticipated Scenario	B fair (to the residents and businesses) and improved (structures and orgaization) . C doesn't include neighborhood preservation and I don't like that. C also reduces greenway and parks. Dont like that.	C: Alternative Scenario	no. I envision the maintenance of greenways and parks.
C: Alternative Scenario	I like the neighborhood centers for here but I'm uncomfortable with removing parks and greenways	A: Existing Development	I really prefer a combination of Anticipated and Alternative.
C: Alternative Scenario	No comment	A: Existing Development	No
C: Alternative Scenario	There are already many Aggshacks in this area, and this scenario embraces that and encourages these developments. This makes sense with the area's proximity to the university.		
C: Alternative Scenario	Great strip of land and the city has their new city hall in the middle of it. Push this towards the hot new trends and highest land values. It has the highest chance of developing out sooner than any of the other locations, other than Midtown.	A: Existing Development	This area is prime for redevelopment and there is no reason to set our sights low in this area. The city has a major investment of public dollars going into the area for an anchor with city hall. Go big here.
C: Alternative Scenario	Nothing to me ties the city hall closer to its citizens than a community feel. The alternative plan adds residential on Texas Ave. with mixed use commercial behind. this would be a neat focal	A: Existing Development	Needs to change. It has looked the same for over 40 years.

	point of the city since we don't have a down town.		
C: Alternative Scenario	That strip of land to the East makes more sense as Mixed Residential.	A: Existing Development	I'm not sure what sort of neighborhood center would be expected along Texas Ave. At best it seems like a strip mall...but then I didn't think anything along University Ave would ever have any sort of draw either. I guess I envision that Texas Ave in the future should be more Urban Center. It's not far from the University and is centrally located. Or General Commercial if that area won't support Urban Center at this time.
C: Alternative Scenario	I am in favor of denser development. I live in this neighborhood and I support the denser development scenario.	A: Existing Development	
C: Alternative Scenario	The Neighborhood Center designation makes more sense than Urban Residential	A: Existing Development	There are currently very few Suburban Residential homes in this area. It is mostly rental property. We might as well call it what it is.
C: Alternative Scenario	College Station needs more Neighborhood Center type development, where people can walk more and drive less. Would like to see more park area included if possible.		
C: Alternative Scenario	Next to the Texas Ave/University Ave, I think this area is ripe for update/upgrade. With the university being the origin of College Station, this area across Texas Ave could almost represent a small "downtown" and, as such, would benefit from the Alternative planning with neighborhood centers and mixed residential. If done right, it could be a nice complement to Century Square.	A: Existing Development	
C: Alternative Scenario	Development like this would make Texas Ave an extremely desirable place. It would encourage walking and biking.	A: Existing Development	

C: Alternative Scenario	This is more realistic of how this area is developing.		
C: Alternative Scenario	This area needs to be better utilized. The buffer between commercial and residential â€¦ if it actually happens â€¦ is a good idea.	B: Anticipated Scenario	
C: Alternative Scenario	This area lends itself to this type of development.	A: Existing Development	
C: Alternative Scenario	Texas already has a lot of traffic; this development would provide reasons for people to visit and work there. Denser housing is a good use for that location.		
C: Alternative Scenario	I like the alternative scenario much more to the current or anticipated development. I think it would help create more of a downtown feel along Texas near the university.		
C: Alternative Scenario	area is perfectly located for redevelopment we need to make it easy for this to happen	A: Existing Development	
C: Alternative Scenario	Allows for redevelopment and transition zone to residential	A: Existing Development	no
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	this is our urban core. should be urban	B: Anticipated Scenario	
C: Alternative Scenario	More meaningful open spaces and better design with buffer	A: Existing Development, B: Anticipated Scenario	Take advantage of this location to do something really meaningful and unique for this town.
C: Alternative Scenario	The alternative scenario makes a lot of sense for this area across from campus and surrounding city hall.	A: Existing Development	
C: Alternative Scenario	developing commercial uses along this stretch of Texas avenue is good	A: Existing Development	
C: Alternative Scenario	Makes the most sense for maximizing density closest to campus, minimizing traffic, and keeping students closer to the university and out of the regular neighborhoods		
C: Alternative Scenario	Shops across from campus makes sense. Though zoning should be controlled to make it more connected and walkable.		
C: Alternative Scenario	It looks like it gives the most choice to the landowners.		What do the landowners want? They are in the best position to figure out what would be the best fit and mix.

C: Alternative Scenario	Like neighborhood center		No
C: Alternative Scenario	I liked it	A: Existing Development	We need to improve the area.
C: Alternative Scenario	Keep students close to the school		
C: Alternative Scenario	I believe the alternative scenic might spur on new redevelopment but this new zoning classification should be flexible and able to adapt to the changes in the market.		All Texas Avenue frontage should be all be General Commercial.
C: Alternative Scenario	Seems more pedestrian friendly than B		
C: Alternative Scenario	There needs to be more general commercial along Texas Ave.	B: Anticipated Scenario	
C: Alternative Scenario	I'm OK with B or C		
C: Alternative Scenario	Makes a lot more sense for this area to end up looking like this. The residential will go away - question is 'will we plan for it, or will it just happen?'	A: Existing Development	
C: Alternative Scenario	The park area could provide the city with income instead of sitting as an empty space that is not often used. There is a large park that is well utilized in the same area.		
C: Alternative Scenario	I think greater density closest to TAMU is the most beneficial.	A: Existing Development	
C: Alternative Scenario	Much of the single family home area is in need of redevelopment. Careful and collaborative consideration should be made in creating an ideal buffer between commercial/city center areas and existing neighborhoods. The aesthetics of the current green space along George Bush east should be continued in the transition to a Neighborhood Center and the General Commercial area should be likewise symmetrical with landscaping and green requirements. Existing trees of moderate size should be preserved. Affordable or Government subsidized rental housing should be included in this development within walking distance of wage employment.		This area is under served by the Aquatics Dept. of the Parks and Rec Department. This development should include a swimming pool or support the replacement of the pool at Thomas Park.
C: Alternative Scenario	The change to neighborhood center between Moss and		

	Gilchrist makes a ton of sense and makes good use of the frontage while transitioning to the sensitive neighborhood area towards the back. Calling out the Mixed Res in the alternative is really just classifying whats there in my opinion, but it visually will look nice on a map as a transition between commercial/office along Texas and the neighborhood. While I can appreciate wanting to create another Century Square like area, I worry about it's success with the Student population since it is much further away from A&M buildings to be walkable from there like Century Square and that whole strip along University is. Could still be a great potential development.		
C: Alternative Scenario	Many existing single family dwellings are less historical and in need of redevelopment. Mixed residential zoning should provide an appropriate buffer. Existing recent development should be able to be grandfathered as it also includes lawns and mature trees keeping a harmony between the development and the nearby historical neighborhood. As this is within walking distance of TAMU and the City Offices, this development should also include affordable or government subsidized rental units. Best practices of mixing residential and commercial locations should be imposed upon the developer for the long term benefit of the City of College Station. Careful consideration to landscaping, existing trees and a high percentage of unpaved areas should also be maximized. Existing green space along George Bush should inspire the future landscaping of both sides of George Bush. A walking path from the City of College Station offices and the nearby Thomas Park should		

	also be included in the development for a significant benefit to our quality of life and pedestrian/bike use.		
C: Alternative Scenario	Increased sales tax revenue, more jobs, more appropriate land use mix considering urban density and proximity to City Hall redevelopment	A: Existing Development	alternative scenario
C: Alternative Scenario	This would be a better use of the land and would spruce it up.	A: Existing Development	

Area 5: George Bush Drive and Wellborn Road Area			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	the intersection not being funded is a big deal, and will need to be done prior to redevelopment. I suggest leaving it alone until then so you have a clearer picture of the potential.	B: Anticipated Scenario, C: Alternative Scenario	These may be possible but you need to know when the intersection will be done and that may not be until the 2030's.
A: Existing Development	I don't like any of these. See comment to lower left.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	To me this looks like a neighborhood center (or just a couple of convenience retail businesses) plus residential. The interchange will limit accessibility for retail and there are more versatile and larger locations at Wellborn at Holloman and Southwest Parkway.
A: Existing Development	The current development is the agreement made when the Southside Neighborhood Plan was formulated in 2012. The agreement was established with the understanding no alternative development until the Wellborn/Bush interchange is complete. At that time, the agreed plan is still the "anticipated scenario" not shown here.	B: Anticipated Scenario, C: Alternative Scenario	Any vision of commercial business in this area other than along Wellborn and in the current location on Bush, is an unwelcome change to an area of Southside where single family houses have existed for almost 100 years. Recommendations should be considered to encourage the construction of housing near the University in this particular location even if it is high occupancy student housing. Our campus houses have been lost in this area and cannot be recovered.
A: Existing Development	I don't know how a developer could realistically acquire all of	B: Anticipated Scenario, C: Alternative Scenario	

	those residential houses to establish anything near the size of Century Square. George Bush and Wellborn don't have the residential density nor traffic counts to drive a project of that scale. Also without any lighted intersections, the site would not be easily accessible. None of the density of A&M is on this side of campus. I could envision student housing on the corner but retail on the ground floor would be tough.		
A: Existing Development	I think this area is often crowded already and we don't need more tall apartment buildings to stuff more people into this location. I do not agree with taking away single-home family areas when these are so close to CSISD.	C: Alternative Scenario	I think the focus should maybe be on the roads and traffic lights and not more business and apartment buildings; look for ways to make traffic pass more freely in this area.
A: Existing Development	Keep residential. Moving will displace people.	C: Alternative Scenario	
A: Existing Development	This area is developing in a way that makes sense. Students need to locate close to campus and Southgate offers this. The redevelopment for this section of town is taking place as it should, but the student housing needs to be restricted to the area as defined on your map.	C: Alternative Scenario	
A: Existing Development	Stop with all the vertical! It is getting claustrophobic.	C: Alternative Scenario	
A: Existing Development	Restrict change of non-single family homes in an existing neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	continued rape of existing neighborhoods
A: Existing Development	Maximum single family dwelling commitment.	B: Anticipated Scenario, C: Alternative Scenario	No single family housing areas. Way too much apartment housing in limited area close to already congested campus area.
A: Existing Development	Replacing a sea of Ag Shacks with commercial and multi-story will further threaten Southside.	B: Anticipated Scenario	
A: Existing Development	Adding more density next to Wellborn and Bush makes NO SENSE - too many cars going too fast. The only way for cars to get out of this area is to dump onto already congested streets. The ugly parking structure next to the State Streets is a double insult. Instead a buffer zone could have been used to make the	B: Anticipated Scenario, C: Alternative Scenario	This area looks terrible as it has been developed - structures are too big for the space and there is no green space to allow for trees to help absorb the noise and exhaust. There should have been a wide setback between the road and structures to buffer the look but greed got in the way.

	place more attractive and more enjoyable for the people who end up renting.		
A: Existing Development	I chose the Existing Development because I do not like the Neighborhood Commercial area on the West end of the Alternative Scenario. This area is very good excepted for the 1960's homes ranch style homes on the Eastern end of the area near Texas Ave. I think Condos or small luxury apartments in the area are better fit than Existing. If I was offered a Scenario without the Commercial I would have selected C.	C: Alternative Scenario	
A: Existing Development	Again, stop disrupting neighborhoods.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Why is College Station constantly destroying residential areas? There is so much poorly utilized land already! Drive down University... an old Albertsons that has been abandoned for the 14 years we've lived here. What about the strip mall with the closed Cenare and Mr. G? Drive from Easterwood down University and imagine that as a person's first impression. (I almost refused to relocate here after seeing that!) Yet we're encroaching residential areas and developing beautiful cattle grazing lots?	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	This has recently redeveloped and should remain until any intersection construction is complete.		
A: Existing Development	It is laughable to consider this "single family homes". Everyone already knows it is a sea of mini dormitories. That density serves a purpose, though. Adding more density is just adding more strain to the abutting conservation neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	The people who live in Southgate don't need more density there. The apartment capacity in this town is not at full occupancy now. Yet, you are providing two scenarios that will create more apartment space that people don't want.
A: Existing Development	once again why does everything have to do to high density. there doesn't have to be offices and commercial space in every section of town. I am opposed to closing streets to make more room for	B: Anticipated Scenario, C: Alternative Scenario	no, keep it as it is

	development. If the city allows very high density as it has done for the complex at the corner of Texas Ave and University, if there is some sort of major disaster , how can help get the the occupants with closed and narrow passage ways between buildings?		
A: Existing Development	other alternatives have way too much commercial	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	I believe an Urban center would completely change the character of Old College Station. Due to the eventual changes to the major intersection at GBD and Wellborn, there might be some necessity for change, but an Urban Center is too drastic.	B: Anticipated Scenario, C: Alternative Scenario	Renovating the existing commercial structures is all that is needed. Any vertical development would be a major distraction for the area. The campus should stand out in this location.
A: Existing Development	It preserves our oldest neighborhood. I might be inclined to suggest changes that would reduce residential at the Bush facing areas but unfortunately we have seen Developers push variances that harm the neighborhood so those areas should be maintained as residential as defense against aggressive developers.	C: Alternative Scenario	The city should make more investments to enhance this old university neighborhood.
A: Existing Development	I do not agree with the plan	B: Anticipated Scenario, C: Alternative Scenario	This is the oldest neighborhood in College Station - the heart of Aggieland. The streets are named after cattle breeds to honor the agricultural part of Texas A&M. The area should be preserved and developed single family residential to honor the history of the city and the area.
A: Existing Development	Too much traffic congestion there already	B: Anticipated Scenario	
A: Existing Development	It is perfect how it is. It seems as if all the city is concerned is building more student housing.	B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	This area already high density enough	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Reduce commercial encroachment of a beautiful SF Residential neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	Get rid of the AgShacks.
A: Existing Development	It is premature to evaluate the Anticipated and Alternative Scenarios for Area 5. The TxDOT roadway interchange and grade separation project	B: Anticipated Scenario, C: Alternative Scenario	See the above discussion. Wait for the interchange and evaluate its operation before making decisions that will result in the increased traffic

	needs to be completed and its operation evaluated before adding trips to the Wellborn-George Bush intersection. There is no reason to rush this. Many, maybe most, of the student housing units in Area 5 have been replaced in the last five years. These units ought to be good for another 10 or 15 years, time for a new comp. plan. The Southside Neighborhood Plan says to leave Area 5 alone until the interchange project is completed. I strongly recommend we follow the recommendations of this City Council adopted Plan.		volumes caused by increasing the density of land use in Area 5. There is no need to do this in this update to the comp. plan.
A: Existing Development	See past responses. Destroy existing neighborhoods, destroy middle-class values, destroy the core of society. No.	B: Anticipated Scenario, C: Alternative Scenario	Greedy campus leave our neighborhoods alone!
A: Existing Development	It currently looks as if it is already filled with everything that can be handled. We don't know when the big intersection of George Bush Drive, Wellborn RD and the railroad will take place. There does not need to be more traffic at any time for any reason at this time.	B: Anticipated Scenario, C: Alternative Scenario	We cannot envision anything about the use of George Bush Dr. without the interchange of Bush & Wellborn in existence. Planning for street removals, street closures, deciding to close off cars going West on Bush turning left onto Fairview Ave. makes for very difficult access to the neighborhood.
A: Existing Development	I don't think it would be beneficial to remove the single family homes. Also, Wellborn road to the south would need a major overhaul to accommodate the amount of traffic in the area with the proposed changes. Without redirecting the Union Pacific Railroad and making use of the land to enlarge Wellborn road, this area will be congested for the foreseeable future.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Alternatives need to be consistent with the historic district. No more aggie shacks	A: Existing Development	Alternatives need to be consistent with the historic district. No more aggie shacks
A: Existing Development	We want the maximum buffer between commercial and single family residential to the east. The City already has abdicated in not enforcing existing	C: Alternative Scenario	I have absolutely NO faith that Montclair will remain a magic buffer if the alternative scenario is approve. High density student housing will creep that much further to the east.

	occupancy codes. Going to anticipated or alternative scenarios would encourage senior planners to write off southside all the more.		
A: Existing Development	Nice quiet setting with no commercial interference	B: Anticipated Scenario, C: Alternative Scenario	Focus on preserving the natural setting and residential setup of the area.
A: Existing Development	Prefer less density and not removing streets	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Wait for the Interchange construction. Leave all of Southside as residential. Already too much commercial on the Northside.	C: Alternative Scenario	Leave Southside as a Historic District. Plenty of room for Urban Centers around College Station.
A: Existing Development	Please leave this area alone! This area does not need to be turned into businesses. It is a high density/high traffic area already and on football weekends it's absurd. This area does not need to be changed at all. As well, if you mess with this area you are starting to mess with the historic area and that is NOT acceptable.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Keep the neighborhood protected.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Keep the neighborhood protected	C: Alternative Scenario	no
A: Existing Development	Keep the neighborhoods protected	B: Anticipated Scenario, C: Alternative Scenario	No
A: Existing Development	Protect the current neighborhoods.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	As this is a 10 year plan people will still be using private transportation in the next 10-20 years. Any development along these lines would increase congestion in that area. It's already not possible to drive down many of those streets during the semester with all of the student parking.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	Both the anticipated and the alternative are terrible b/c they would allow more high rise apartment complexes. If you end up going with "anticipated" - at least freeze the existing houses to mitigate the impact of high density. Good grief - it's like we want to be Shanghai.	C: Alternative Scenario	Well it's already been allowed to rezone itself to stealth dorms - which let's be real are not single family dwellings. Maybe just allow more of those up in there and call it a day with some extra commercial on the parameter. "Alternative" would be terrible. A cluster of high rises. Concrete jungle. Awful.
A: Existing Development	If B or C are chosen, we are completely wiping out the	B: Anticipated Scenario, C: Alternative Scenario	Perhaps the "Ag Shacks" currently within the

	history of this community, in addition to adding to an already untenable transportation issue by increasing the car trips of that area.		neighborhood could used as group homes for assisted living, and owners be required to landscape.
B: Anticipated Scenario	It is appealing to both TAMU students and families.	A: Existing Development	anticipated
B: Anticipated Scenario	Provides a buffer, with urban center zoning, from train to neighborhood without encroaching too much in to the neighborhood	A: Existing Development	
B: Anticipated Scenario	These scenarios both assume interchange work. It is hard to imagine what that intersection will be like after such work. However, if the daily traffic jams on that road reduce to the point that people could actually get to an Urban Center there, it would be nice to have. I am cautious about making it bigger because I worry about the traffic.		
B: Anticipated Scenario	Best fits the space and traffic concerns.	B: Anticipated Scenario	
B: Anticipated Scenario	The alternative scenario incorporates a green space just in the middle which I think isnt necessary.	C: Alternative Scenario	
B: Anticipated Scenario	like this one the best		
B: Anticipated Scenario	B or C	A: Existing Development	
B: Anticipated Scenario	I think this is something the southside residents should have the most say in		
B: Anticipated Scenario	much preferred.		
B: Anticipated Scenario	Based on the way this has been allowed to develop, this makes sense. The larger Mixed Residential allows a larger buffer from the Single Family Residential. I don't understand how this area was allowed by the city to develop with the existing zoning. It appears the city ignored the zoning and did whatever they wanted to do. Surely the Single Family Residential designation does not allow the Aggie Shack type development. If this is allowed through some type of technicality, there needs to be some way to prevent this. I am not necessarily opposed to this	A: Existing Development	This seems to be a moot point because this development has already happened.

	type of development, but not if it violates the current designation. Otherwise, this whole exercise is a waste of time. The existing development should not have been allowed until the designation was changed.		
B: Anticipated Scenario	The area does need more formal planning and I think introducing some element of urban center is good. However, the Alternative would seem to overbuild the area and the street infrastructure and not adequately accommodate a "Century Square" in addition to being so close to suburban residential areas. A "sized-down" compromise would seem to be better which is why I selected the Anticipated scenario.		
B: Anticipated Scenario	This could be possible over 20 years but the Neighborhood Center area is overly optimistic. The vertical residential/student housing area is possible over time.	C: Alternative Scenario	The economics will not justify this type of density and depth off George Bush.
B: Anticipated Scenario	Unless upgrades are made to the transportation system, a mid-density of residential is more appropriate in this area.		
B: Anticipated Scenario	This neighborhood should not be substantially modified as would be the case of the alternate scenario. I do not think the character of the neighborhood should be completely changed.	C: Alternative Scenario	
B: Anticipated Scenario	Has the highest number of residents; this is where we want increased density.	A: Existing Development	
B: Anticipated Scenario	There were many compromises made during the development of the Southside Plan. A lot of effort went into getting buy in from the residents of this area. If changes are envisioned the City needs to go back and create another neighborhood plan with the participation of the residents.	C: Alternative Scenario	Stick with the Southside Plan
B: Anticipated Scenario	one side of the university should be low density to avoid creating an urban island. heavy	C: Alternative Scenario	why so much traffic increase with both scenarios? the existing approach is the most neighborhood friendly and low traffic, but already endangered

			by the proliferation of Aggie shacks. lower congestion on Welborn and Bush would be desirable and important for safe commuting by car and bike.
B: Anticipated Scenario	Allows for some urban center along Welborn road but does not intrude too far into the residential area where mixed residential provides for a transition to more historic area.	A: Existing Development, C: Alternative Scenario	no
B: Anticipated Scenario	The anticipated scenario would create a more gradual transition to traditional neighborhoods to the east of this area	C: Alternative Scenario	Why are there no scenarios evaluating areas of the city that are undeveloped or were developed since 1980?
B: Anticipated Scenario	More vertical commercial	A: Existing Development	
B: Anticipated Scenario	Commercial expansion should be allowed, but limited	C: Alternative Scenario	Commercial expansion should be allowed, but limited
B: Anticipated Scenario	Good Balance		
B: Anticipated Scenario	Prefer neighborhood centers		Hate the Ag shacks. Don't pretend they are single family dwellings.
B: Anticipated Scenario	I like this one because this area is a great residential neighborhood, and I think maintaining more residential would be best. the green park space of the alternative scenario might be something to consider adding to the anticipated scenario.		
B: Anticipated Scenario	I'm not in this area a lot		
B: Anticipated Scenario	Plan is consistent with current HOA expectations		
B: Anticipated Scenario	Some redevelopment of this area to provide neighborhood retail (e.g., non drive through restaurants, small grocery store) can help make the area more walkable and attractive to residents.	C: Alternative Scenario	
B: Anticipated Scenario	the value of the housing that has been recently constructed is going to deter the change of the area to more Urban type development, even though I think it should be developed		no
B: Anticipated Scenario	The alternative scenario didnt have enough residential specific areas.	C: Alternative Scenario	
B: Anticipated Scenario	I think more density closest to TAMU is the most beneficial.		I recommend Urban plan on the first block of land from

			George Bush Drive as well. Currently all options show Neighborhood Center, but highest density in the first block across from TAMU would be the most beneficial and provide more space for walking traffic and use.
C: Alternative Scenario	Makes it more walkable and livable.	A: Existing Development	
C: Alternative Scenario	There needs to be a larger commercial area or it isn't viable. This shape also helps to get traffic in and out of the are.	A: Existing Development, B: Anticipated Scenario	This area needs to be designed to be the neighborhood center for Southside. That may mean bringing safe bike lanes and walking paths over from the east. Southside generally supports this (now) and the city needs to ride that horse. At this point, the problem is that it's already been redeveloped to \$ 550k student rentals. The intact area to the north needs to seed this as soon as the exchange is built. The city might consider sponsoring a dialog with the neighborhoods on how to get this small area going. You also need a plan to get access off Wellborn, not Bush.
C: Alternative Scenario	This would encourage more student housing close to the university.		
C: Alternative Scenario	I like the idea of brining in commercial areas near campus. With the hotel not far, it allows guests walking distance to shopping.		
C: Alternative Scenario	N/A	B: Anticipated Scenario	
C: Alternative Scenario	I am a big supporter of any family friendly/pedestrian areas like Century Square. I believe creating more areas for the families that actually live here instead of Town-homes for students is a much better use. While I want enough housing for students, I would imagine that housing for them is not as important right now because of COVID and so many students are now doing online learning.	A: Existing Development	
C: Alternative Scenario	Area needs to be welcoming to game day visitors and not congested with crowded gas stations and souvenir shops with no parking.	A: Existing Development	Public pay Parking garage for game day.

C: Alternative Scenario	Provides scale needed for a successful Urban Center. Promotes density near TAMU campus for students. Adds greenspace to enhance livability of region. Increased proposed Sales tax revue is beneficial.		
C: Alternative Scenario	go big or go home - this is our student area let's make quality development a priority. Not fast, cheap ag shacks.		
C: Alternative Scenario	Adds more density in a location close to campus	A: Existing Development	I think higher density walkable small apartment and hotels is perfect
C: Alternative Scenario	The creation of new green space is always nice. Also, denser more compact housing is a better use of land typically.	A: Existing Development	
C: Alternative Scenario	I am in favor of denser development	A: Existing Development	
C: Alternative Scenario	Attractive to have an area like Century Square on the other side of campus that is pedestrian friendly (closed to traffic).	A: Existing Development	
C: Alternative Scenario	An area like century square there would be in walking distance for a lot of people.		
C: Alternative Scenario	Na	A: Existing Development	Na
C: Alternative Scenario	More housing next to campus is a major plus, and possible work right there is also great!	A: Existing Development	
C: Alternative Scenario	I like the added urban center being an a good location as well as an addition of park/greenway. A few more park/greenways in other Urban/Residential Centers would be nice as well.	A: Existing Development	
C: Alternative Scenario	This offers options for current businesses to stay in town and grow as well as gives a second entertainment district even closer to the sports venues at TAMU. This would offer even more revenue from sales tax during campus events and throughout the year too.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	Assuming there will be enough commercial demand to support this... hope city has done studies indicating sufficient demand prior to spending the money.		
C: Alternative Scenario	It already seems to be moving in this direction, but smarter p&z should help facilitate the	A: Existing Development	

	smart growth and development in the area. An area similar to century square could be beneficial.		
C: Alternative Scenario	This area is near campus, and students need to live here. We need to make it as dense as we can to save other neighborhoods.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	this areas should be redeveloped into higher density housing that is more attractive than the 'ag shack' this currently can't happen with existing restrictions	A: Existing Development	this area should be mid-rise high end condos and mf with some walkable to Kyle Field retail along Wellborn and GB
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	this is our urban core. should be urban	B: Anticipated Scenario	
C: Alternative Scenario	There is obviously a need to rethink this area, in which much of the housing is obsolete and in poor condition. The Alternative is a bolder proposal, based on creating a new urban environment with some park space. Hopefully it will still buffer some of the older neighborhood.	A: Existing Development	NO
C: Alternative Scenario	takes advantage of this location and the beautiful area for walkable open spaces. Enhances Southside	A: Existing Development, B: Anticipated Scenario	Potential here for a beautiful place for residents to gather outside
C: Alternative Scenario	Anticipated and alternative scenarios both make sense for the area, though alternative gives a bit more room for neighborhood- and city-focused service offerings.		
C: Alternative Scenario	The Alternative scenario seems a bit of overkill, but the addition of a bit of green space is attractive. If you had asked me 20 years ago, I might have said to leave the existing development. At the time there were small historic houses and many mature oak trees. The "development" of the last decade, which has involved the cutting down of most of the trees, the destruction of the historic homes, the construction of cheap student		

	housing, and the paving of the yards, is soulless (not to mention hot as hell to bicycle through on a sunny day).		
C: Alternative Scenario	Needs to be cleaned up and modernized. Looks unorganized.	A: Existing Development	
C: Alternative Scenario	I like the idea of adding a park in there	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	I like the park area	A: Existing Development	We need to improve this area.
C: Alternative Scenario	I believe the alternative scenic might spur on new redevelopment but this new zoning classification should be flexible and able to adapt to the changes in the market.		No
C: Alternative Scenario	Like the pedestrian friendly aspect		
C: Alternative Scenario	It's nice to have large pedestrian areas.	A: Existing Development	
C: Alternative Scenario	We do not need another urban center with start up business that start and then go out of business. there are lots of empty buildings in College Station. Not another urban center. How in the world will businesses on George Bush have adequate access? Why can we not keep College Station a smaller town in Texas. I do not like this push to make it Dallas or Houston. And I am sure this is a waste of time. I only answered alternative scenario as you gave me no other choice. Do not like alternative either.	B: Anticipated Scenario	
C: Alternative Scenario	It looks like it gives the most choice to the landowners.		What do the landowners want? They are in the best position to figure out what would be the best fit and mix.
C: Alternative Scenario	The area would benefit from mixed use instead of Ag Shacks. I do not think that a park in the area would be necessary.		
C: Alternative Scenario	The change between anticipated and alternative		

	isn't all that much. And the two additional blocks of Urban Center could be used to redevelop a large area into a cohesive development potentially. If that doesn't happen, the area is still large around to do something with each block.		
C: Alternative Scenario	A hybrid of the Anticipated and Alternative Scenarios should be chosen. The closure of the two intersections and the possibility of transforming the spaces nearest George Bush and Welborn should be fully maximized as has been done with Century Square and consequently benefit the entire surrounding area. Priority should be given to those lots in this development. Office or commercial space in the blocks between Maryem St and Highlands St. between Luther St and Fidelity St will not be as effective as Mixed Use Residential. Many existing single family dwellings are less historical and in need of redevelopment, but some existing recent development should be able to be grandfathered as it also includes lawns and mature trees keeping a harmony between the development and the nearby historical neighborhood. Extending the beauties of the historical neighborhood should be expected of the Mixed Use Residential area as more buffer would be ideal. We simply do not need that amount of office space and additional commercial space in those blocks would be less advantageous than development in other areas of the city. Best practices of mixing residential and commercial locations should be imposed upon the developer for the long term benefit of the City of College Station. Careful consideration to landscaping, existing trees and a high percentage of		Careful consideration to landscaping, existing trees and a high percentage of unpaved areas should also be maximized to be in harmony with the TAMU campus and the nearby historical district.

	unpaved areas should also be maximized.		
C: Alternative Scenario	Increased sales tax revenue, more jobs, more appropriate land use mix with existing historic neighborhood and across from A&M campus	A: Existing Development	alternative scenario
C: Alternative Scenario	Preserve the historic area.	B: Anticipated Scenario	Prefer existing or alternative with the caveat that limited commercial development is included.
C: Alternative Scenario	B and C are both similar. my concern again is for the single family housing. Yall would raze the entire neighborhood and rebuild?	A: Existing Development	I am not familiar with the neighborhood behind this strip mall/business center. But why cant you renovate the business area and leave the homes alone? Are the homes run down? Sorry, I don't think Im much help.
C: Alternative Scenario	The pedestrian paths sound nice and would help have the A&M north gate feel/ambience. Please ensure homeless individuals do not infiltrate the area- this will cause businesses to leave and increase crime! I moved from Houston to College Station to escape the homeless camps that have taken over Downtown Houston, Midtown and the University of Houston.		
C: Alternative Scenario	There will be a lot of development pressure in this area. It would be better if more of the new development were ped/bike friendly areas that didnt rely on autos to serve the commercial. Century Square is a nice goal, but I would settle for Rise/Stack style housing that generates few car trips during daytime.		
C: Alternative Scenario	loved this plan	A: Existing Development	need a change to keep the city moving forward
C: Alternative Scenario	The intersections blocked off should be utilized by the development and the thoughtful amenities of Century Square should also be included in the Southside area. However, there is not a need for increased office space at that amount. That much office space is far above our demand including future demand. I support a hybrid of scenarios B & C. The blocks between Maryem St. and Highlands St.		The blocks between Maryem St. and Highlands St. fro Luther to Fidelity St. should be Mixed Use Residential rather than Urban Center development. Careful consideration to landscaping, existing trees and a high percentage of unpaved areas should also be maximized to be in harmony with the TAMU campus and the nearby historical district.

	from Luther to Fidelity St. should be Mixed Use Residential rather than Urban Center development. Preserving existing trees and more mixed use residential buffer is an important consideration this close to a historical neighborhood. Office and commercial space will not be well utilized tucked into small streets. Mixed use residential areas should also grandfather lots that have recently been redeveloped and are fitting with the mixed use redevelopment. Careful consideration to landscaping, existing trees and a high percentage of unpaved areas should also be maximized to be in harmony with the TAMU campus and the nearby historical district.		
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Area 6: George Bush Drive across from A&M Campus			
Which scenario best reflects the direction you think the City policies should encourage in this area? (choose one)	Why did you respond this way?	Are there any of these scenarios that you think the City should NOT support? (select all that apply)	Did you envision something different for this area?
A: Existing Development	College Station needs the market identity of this area. Without it we are just a bunch of bedrooms for the University	C: Alternative Scenario	It's not obvious why you would show this area when you don't even have a scenario that uses it all. It just looks like another attack on Southside. The city needs to stop opening this door to developers. If a scenario were proposed it should be to greatly enhance the character to make it a more prominent part of our city's market identity. We have no market identity that is warm and attractive other than what people see across Bush on game

			day. How about a brick wall with Southside written on it? Maybe include visuals in city promotionals (like Bryan does with downtown). We could get great value out of this for our city, but not unless we actually plan to. Where is that scenario plan? Where is it's value assessment?
A: Existing Development	The existing development of Southside has shown over 82 years of change that College Station has a place for an older, historic neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	No rezoning in Southside for any commercial development should be encouraged. Deed restrictions, both current and lapsed have sought to maintain this area as a residential area alongside Texas A&M University: an area "finally protected" and appreciated for the short history it holds.
A: Existing Development	Leave as is, not worth changing this part of town.	C: Alternative Scenario	
A: Existing Development	Alternative scenario will change the neighborhood---single family to multi-family with commercial development along George Bush Drive calling the changes a Neighborhood Center. This is only a NC in the creative minds of planners. This is a neighborhood destroyer. Think camel in the tent.	C: Alternative Scenario	First off the long awaited overpass (I have watched for over 35 years) is still at least 6 years away if it ever happens. The traffic problem will only be exasperated by adding more housing units and commercial developments. Of course this type of development will by construction remove existing single family dwellings and push the remaining ones into competition with multi housing units. Good bye classic neighborhood.
A: Existing Development	This neighborhood is a treasure which many people enjoy, even if they don't live here. By going to the alternative scenario, you are changing the neighborhood from a single family area to mixed housing with business, which will totally change the character of the neighborhood. Most of this city is just housing developments with houses all very similar or strip malls. This is one part of the city which has history and character.	C: Alternative Scenario	I envisioned the area being a living historical area - much like cities developed with urban renewal areas. It is unique within the city - and once lost can not be replaced. I envisioned the city supporting and continuing to protect the area, not seeking to enhance the pockets of developers.
A: Existing Development	Leave it alone, proposed changes not significant enough to make a difference.		
A: Existing Development	do not like the other 2 choices	C: Alternative Scenario	brings more traffic onto Geo Bush
A: Existing Development	It is not broke, don't try to fix it.	C: Alternative Scenario	
A: Existing Development	The existing land use is very cohesive and working with the current pattern of developments that are already there. No change is needed.	C: Alternative Scenario	

A: Existing Development	Stop destroying neighborhoods with multifamily and commercial creep.	B: Anticipated Scenario, C: Alternative Scenario	Stop destroying neighborhoods with multifamily and commercial creep.
A: Existing Development	Neighborhood integrity	B: Anticipated Scenario, C: Alternative Scenario	No. Leave it as it is.
A: Existing Development	There is not much of a change in these 3 options but I would rather there be single-family homes than duplexes or fourplexes or apartment buildings or townhomes.		
A: Existing Development	great the way it is! I see little difference between existing & anticipated.		
A: Existing Development	This area is beautiful but I did not like the idea of a Commercial in the Western area in the Alternative Scenario, so I chose existing. I would like the homes on the Eastern end of this area be re-developed as town homes or small luxury apartments, rather than the 1960's model ranch homes currently in that location.		
A: Existing Development	preservation of existing neighborhoods. fear that adding offices and townhouses would compete with other areas (especially on University and Post Oak which are underdeveloped or in greater need of change), increase traffic and accidents, and increase the blandness of architecture.	C: Alternative Scenario	residential
A: Existing Development	Leave existing as is	C: Alternative Scenario	No addition of multi residential
A: Existing Development	Leave residential areas alone.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	1. I strongly oppose the commercialization of George Bush Dr. 2. College Station needs at least ONE historic residential area next to the University! 2. Alternative scenario would destroy the historic southside residential neighborhoods. 3. Residential redevelopment of George BUsh is already underway. 4. Recent high-density housing has a "project look" and destroy the charm and character of College Station. 5. "Brownstones" may fit in NYC or Chicago, but are out of character with the historic southside neighborhood. 6. Commercial mixed/residential-commercial development will be difficult to access from George Bush, and traffic will come through established historic residential	C: Alternative Scenario	1. College Station needs at least ONE historic residential district next to the University! I strongly oppose the commercialization of George Bush Dr. 2. Alternative scenario would destroy the historic southside residential neighborhoods. Access to commercial development or so-called "neighborhood center" - mixed residential/commercial development - at the corner of Bush and Wellborn Road and all along Bush Dr. will be difficult to access - ingress and egress. I AVOID difficult to access businesses like the plague! In this proposed scenario, commercial traffic will spill over into residential area behind development, disturbing existing southside neighborhoods.

	neighborhoods. 7. Alternative scenario makes no sense from a fiscal perspective for the city.		3. Alternative scenario makes no sense from any perspective. a. Existing mixed commercial/residential projects have been failures elsewhere. Storefronts remain vacant, such as at the corner of Texas Ave and University Dr. as well as in the projects in Wolf Pen Creek, to name just a couple. To what extent these high-density "project-looking" residential units are filled is anyone's guess. We do not need another such fiasco - let alone at the expense of our only remaining historic residential district! b. The current southside residential area provides the highest tax revenue for the city, anywhere. It does not make sense from a fiscal perspective to open up Bush Dr. for commercial development, destroying the historic southside residential area. c. Brownstones are "NYC," or "Chicago," not Bryan College Station! They will be as mismatched as the salt box-type homes and "ag-shacks" that belong on the eastern seashore! 4. Residential development is already underway along the Bush corridor. 5. The city needs to consider newer areas of town for commercial development.
A: Existing Development	The existing development has been established for over 70 years. It is stable and provides steady property taxes for the city, as well as a welcome sight for University visitors.	B: Anticipated Scenario, C: Alternative Scenario	Have the city embrace it's only remaining history. Place Southgate waysigns and neighborhood gateways.
A: Existing Development	Since this area has historic overlay, it should stay the same. leave the undeveloped land the same. by changing this area you will destroy the small historical part of College Station which has managed to still exist.	B: Anticipated Scenario, C: Alternative Scenario	no keep it intact
A: Existing Development	need way more protection of homes here	B: Anticipated Scenario, C: Alternative Scenario	

A: Existing Development	This is a quiet family neighborhood and there are far too few of them in College Station.	B: Anticipated Scenario, C: Alternative Scenario	This area does not need more commercial development. It is already dense with traffic from rental properties. If the city wants to help the Southside area, then they should be more concerned with growing it into a more affordable, single-family residential area to support the influx of new workers that the university is anticipating with its newest development. Not everyone in this town wants to live in 3,000+ square foot houses or rent 5 or 6 bedroom places to live. We DO NOT NEED more commercial establishments in this area. There are plenty of vacant and available business locations throughout other parts of the city.
A: Existing Development	This is a historic area and should stay that way.	A: Existing Development	
A: Existing Development	The south-side area is one of the most desired single family home areas in the city and the price per square foot of land reflects that. It gives the city an identity, is performing at its highest use and it should be preserved. There are plenty of other low performing areas along Texas Ave and University that the city should look at to re-develop. Leave this area as is.	C: Alternative Scenario	I envision the city working harder to preserve and protect this area as it currently exists. It gives the city an identity that the city council should be proud of and should protect instead of trying to destroy. Protect the integrity of one of the oldest neighborhoods in College Station. NO commercial development should be allowed on George Bush south of the campus.
A: Existing Development	Any change in use along Bush will only result in increased traffic and further encroachment into College Station's only remaining historic neighborhood. Neighborhood Center is just another name for commercial encroachment. If protected from commercial development and further conversion to student housing, Southside WILL become the most sought-after neighborhood in the city. If not protected, it will become student slums.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	No business or office space should exist in this area as it will cause accidents and traffic on Bush drive and put more traffic in the Southside residential streets. This area also has deed restrictions. Someone is clueless regarding the desires of the neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	Yes, College Station has almost no character - the only unique older areas that exist are under attack from stealth dorms. College Station will have to decide either to stand up and protect these areas or it will be left with nothing. Once you ruin the sense of place it will be gone for good. In contrast Bryan has really done a terrific job.

A: Existing Development	This is College Station. It's where it started. It's our history.	C: Alternative Scenario	The alternative scenario (or anything similar) is like a leak in the dike that goes un-corrected. There is too much history in Area 6 that would be potentially compromised by any land-use changes. I know this area. It is frequented by many walkers, joggers, and cyclists on a daily basis. The population is diverse and the owners take care of their property, their city, and their neighbors. Though mostly residential, the area economy is vibrant with all sorts of trades (landscaping, electricians, contractors, painters, etc.). The area should be showcased as is, not hidden behind some contrived "city center" or other pleasant sounding category renaming scheme.
A: Existing Development	Stop trying to get rid of our Historical Neighborhoods - every city needs a piece of their history -- by comparison to Bryan, CS has so very little. Without a 'downtown', CS appears haphazard.	B: Anticipated Scenario, C: Alternative Scenario	The administrations in the past made a mistake when they allowed the Aggie Shacks to invade the Historical area. Please think of a way to discourage future Aggie Shacks, particularly in this area.
A: Existing Development	It is perfect how it is. It seems as if all the city is concerned is building more student housing.	B: Anticipated Scenario, C: Alternative Scenario	It is perfect how it is. It seems as if all the city is concerned is building more student housing.
A: Existing Development	This is a lovely and historic residential area. Leave it alone so that single family homes can continue to house families successfully as they have for many years. It is a vibrant successful neighborhood!	C: Alternative Scenario	Keep it for single family housing! These home are beautiful and have high value. Leave it alone.
A: Existing Development	3 religious institutiions now in this area need to remain this close to A&M Campus.	C: Alternative Scenario	Absolutely not! No need here for commerical establishments. Enough already. More commercial would increase already enough traffic. Leave this area for the history necessary for/to A&M. Many A&M professors, their families and students live and lived in this area.
A: Existing Development	The people in Southgate already said what they wanted in the Southgate plan. Why should the rest of us overthrow that?	B: Anticipated Scenario, C: Alternative Scenario	if the people of Southgate would agree to these, i would support it. Otherwise no.
A: Existing Development	The existing development is a combination of single family dwellings, churches and institutional (schools). As someone who lives one block south of George Bush, I don't believe the area could handle more traffic that would be generated by the alternative scenario. This area already produces high	C: Alternative Scenario	No, I believe the existing uses are good.

	taxes for the city. I see no advantage to increasing traffic with no clear gain in taxes. And since TXDOT controls George Bush, further access to these properties is extremely problematic.		
A: Existing Development	George Bush Drive already has as much traffic as it can handle getting drivers from one side of campus to the other. The current use of this area is NOT an underperforming. The mix of residential (not in disrepair), church, schools (public and church-related), and county usage provides a pleasing view of College Station to anyone exiting the A&M campus. Converting some of the properties on Lee and Pershing to average commercial use would result in LOWER tax revenue than is currently being generated! The property at 107 Pershing was recently purchased at a price over \$500,000 and is being extensively updated to be used as owner-occupied home. That is redevelopment that is leading to immediate increased tax revenue. The Oakwood and College Park area contains a number of houses that need to be celebrated as a core part of College Station. Purchase and updating these home should be encouraged, not opening strip malls between them and the University. Commercial development at the Wellborn Road and Texas Avenue ends of George Bush can handle the needs of the area. These need to be developed in a logical manner rather than encouraging haphazard development along a narrow strip. Why doesn't College Station promote a driving tour of historic and notable homes in the areas South and East of campus to show visitors some of its history and current attractive inner neighborhoods. Not everyone wants to live on a golf course.	C: Alternative Scenario	George Bush Drive across from TAMU should NOT be commercialized. It is not needed by residents living elsewhere in the city, and it is not needed by residents living in the area. Why is it even being considered???
A: Existing Development	These are established neighborhood areas	C: Alternative Scenario	No
A: Existing Development	Our neighborhood is unique in that we have preserved many of the original homes that were relocated from the TAMU campus. Our passion is to preserve the historical significance and nature of this area .	C: Alternative Scenario	We do not support development that will infringe on our established neighborhoods or jeopardize the values of our homes.
A: Existing Development	I do not agree with the plan	B: Anticipated Scenario, C: Alternative Scenario	This is the oldest neighborhood in College Station - the heart of Aggieland. The streets are named after breeds of cattle honoring the Agricultural side of Texas A&M. The area should remain residential and be upgraded to additional single family residential to reflect the history of the university and the town. This can be seen at other

			SEC towns/campuses such as Old Miss and Alabama.
A: Existing Development	This is a very bad idea and comes with the added problems of creating more commercial traffic in this area.	C: Alternative Scenario	The city should avoid making plans that change the character of residential neighborhoods. Turning housing areas on the south side of George Bush Drive into commercial property creates dangerous traffic patterns and endangers everyone who travels down George Bush Drive. The suggested encroachment of commercial property into the residential neighborhoods is a violation of deed restrictions that currently only allow neighborhood-oriented commercial businesses in any part of the neighborhood. General commercial should not be allowed to build in any part of these neighborhoods.
A: Existing Development	Single family homes are being built and remodeled in the area; oldest neighborhood in CS and should be preserved. Historical overlay should have been established but could still help preserve many solid and attractive older homes. TAX rebates or incentives for rental owners to rent to single families in first responder or other categories--who want to live in the city they work and protect but cannot afford to do so.	C: Alternative Scenario	Historic overlay Incentives for single family renters versus by the bedroom rentals. Stop the proliferation of poorly constructed college rentals (e.g. AgShacks, Ag Pads)
A: Existing Development	This area is the historical heart of CS. Lee Ave was the first paved street replacing a corn field. Several of the remaining homes in Area 6 were the first homes for faculty built off campus. Some of the homes were actually moved off campus to Southside/ Oakwood subdivision. Nationally recognized architects designed homes in this area. Streets are narrow and designed for single family dwellings with one or 2 cars. This was adequate back then. Now with increasing rental properties and increased density, traffic has become an issue. Parking is frequently allowed on one side only to allow emergency vehicles to pass. Homes belonging to Maj. Gen Earl Rudder, (Pres. TAMU 1925-1943) Dr. Thomas O. Walton (President of TAMU 1925-1943) along with distinguished faculty and city fathers built homes on Lee Ave. It was considered the "Silk Stocking" area of faculty and administrators.	B: Anticipated Scenario, C: Alternative Scenario	I would like to see better traffic control at Lee Ave and Geo. Bush: Do not block the intersection would be very helpful and allow traffic to exit or enter Lee Ave. I am very concerned that the city will put medians from Welborn to Texas Ave. and remove all the existing trees to do that. How will emergency vehicles get through the traffic if raised medians are placed in the middle of Geo. Bush? Traffic is a primary issue in this part of CS.

	Increasing by 11% the mixed residential and by 3% the mixed commercial areas would further increase the traffic problems and erode the established neighborhoods. Property values and taxes in Area 6 are among the highest in CS. There is significant pride of ownership in this area. To make higher profits than property taxes currently bring the city, the land would have to be converted to something like NorthGate. Imagine the traffic and noise with those changes. It would be a night mare. The property values of residential areas would tumble and beautiful, established neighborhoods would be ruined. From an economic perspective, the anticipated and alternative changes make no sense. I passionately recommend permanent preservation of the existing development- NO CHANGES.		
A: Existing Development	In one of the photos posted, there is a picture of the sign that shows it as The College Station Southside Historic Area. If anything, there should be more efforts to preserve this area , rather than make changes that would negatively impact it.	C: Alternative Scenario	I've always envisioned that this area would have more protections. It seems it's always having to try to protect itself over and over and over from threats of development. For what should be a jewel of a neighborhood, with a huge nod to CS history, the city should be the one more proactively trying to "Save Southside."
A: Existing Development	The neighborhood is one of only two historic neighborhoods in the city. Each individual house has a history that many residents know and value. People who do not live in this neighborhood come to it to bike, run, and walk. Much has already been lost. Please preserve what remains.	C: Alternative Scenario	Old Jersey is a lovely route that many people use who commute by bike to and from campus. It, West Dexter, and Ayreshire contain many mature oaks. Converting the area into a commercial "Neighborhood Center" would, in face, shrink the actual neighborhood and compromise the neighborhood character of Southside. Brison Park is a treasure, for people and for wildlife. It is the real neighborhood center of Southside. The birds that use the park as a migratory resting spot do not distinguish between the park boundary and the surrounding wooded lots. Allowing for the development of a neighborhood center abutting Brison Park would reduce its character as a natural park and a destination for walking, birdwatching, picnicking,

			introducing children to the natural world, studying, etc. It may also ruin the park's role in bird migration. There are breeding pairs of Great Horned Owls and Mississippi Kites in Brison Park. The construction involved in development of a neighborhood center would disturb them. Also, if the city permits the construction of a "Neighborhood Center" at Wellborn and George Bush, where the neighborhood has already been destroyed, an additional one just to the east would be redundant.
A: Existing Development	If football / in-person classes go away, you will wish you did not have so much high-density housing adjacent to campus	B: Anticipated Scenario, C: Alternative Scenario	Leave them be!
A: Existing Development	Area 6 is the north border of the College Station Historic District. This District is a unique part of College Station and it needs to be supported. This is the original part of the City developed when the facility homes were moved off the Campus in the 1940s. Some of these homes remain and efforts need to be continued to help them survive. George Bush is one of the four main roadways serving the Campus. George Bush today provides adequate access for most, but not all hours of the day. There is no need to increase the intensity of land use that is served by George Bush as the Anticipated and Alternative Scenarios do. To do so is NOT a good idea. Instead, encourage the redevelopment of any substandard house to become a quality student or non-student house, quality neighborhoods adjacent to a quality Campus.	A: Existing Development	Keep Area 6 as it is currently being used. Help upgrade its identity. Encourage and increase in the numbers of canopy trees and work to preserve the mature trees. Improve walking and bicycle facilities. Find alternatives to unsightly front-yard and on-street vehicle parking. Improve walking access to several public schools. Find ways to encourage residents to be responsible for the appearance of their homes. Work to encourage the congenial coexistence of students and traditional families living in the same neighborhoods. Encourage and work with neighborhood associations. Work to minimize the need for code enforcement.
A: Existing Development	This is the highest quality, marquee neighborhood in College Station and has the most character. The studies show that there is virtually no economic benefit to either of the proposed plans. Even putting this out for comment is a dangerous path. You should be protecting neighborhoods like this as opposed to "going out for comment" and eroding confidence in the path and direction of this area.	C: Alternative Scenario	No, I don't. This neighborhood is the heart and soul of College Station and should be treasured as such. The property values are the highest in the City and this area should be protected as it is. I am a perfect example of someone that comes in and invests in the area. I recently made a significant investment to buy a house in the Southside District. Subsequently, I also invested a considerable sum of money in the property. The taxes on the property went up 300% after we completed the project. I'm not sure under

			what legal authority the City believes they are operating as these are deed restricted neighborhoods but I stand prepared to challenge any action to change the single family status of my home/lot. I knew my rights when I purchased my home, I know my rights now, and I will defend those rights. The City's own economic study shows how little impact either of the proposed scenarios will have. This was discussed on multiple Zoom calls and acknowledged so I'm not sure how the City Council feels they can change direction at this time. There is absolutely no argument that this area is "underperforming." Quite the opposite. The highest and best use of this area is as single family homes - just check your own tax rolls.
A: Existing Development	The Existing neighborhoods contain some of College Stations most historic homes and they will contribute to College Station continuing to build high quality city with a sense of depth and history.	C: Alternative Scenario	Its hard to understand what planners were thinking about when this was developed. If the existing neighborhoods are not maintained where do the city leaders think the city's history is located?
A: Existing Development	As a relatively new homeowner in the Southside District, I don't want to see either of the proposed alternatives come to fruition. We have invested heavily in our home there and plan to spend many more years here. This is the finest neighborhood in College Station and I see no reason to change that. There is no financial reason to change anything as your own studies indicate. The land values are as high here as anywhere in the City of College Station and I don't see that trend reversing unless you make the mistake of putting in some high density housing. I don't see how the City Council has a legal leg to stand on here either but hopefully it won't come to that. This is truly the neighborhood with the most character and charm of any in College Station and the values of the homes are reflective of that.	C: Alternative Scenario	No. I think this area should be left as is. It is unique and all those visiting Texas A&M get a chance to see and enjoy the Southside District. Don't be fooled by the short term promises of developers. If you truly want to preserve the heart and soul of CS, please take these alternatives off the table and end this process now. Again, I am not sure what legal rights the City or Council believes they are acting under here, but based on the meetings I have attended and the materials I have reviewed pertaining to this, the current use of this land is the "highest and best use" of the property. There is no way to classify this area as underperforming. Allowing this process to continue undermines the confidence of buyers in the area. I ask that you do your job and protect the interest of those

			that have purchased property in this area.
A: Existing Development	It gives a little bit more choice to the landowners. They are in the best position to figure out what would be the best fit and mix.		Why does it keep so much of the area around campus as single family housing? Shouldn't there be higher density and a mix there to reduce traffic and help with housing affordability and improve livability?
A: Existing Development	We moved here in 1968 for graduate school with 3 children. This is a beautiful place to live and raise children, huge trees, gardens, people on bicycles, walking dogs and in 2020 mothers and fathers pushing their babies in carriages. We had a 4th child and couldn't find a better place to live as a family. A&M main campus is a short walk. People like to park here for football and Ring Day, spend time on campus visiting and they like walking here and hearing about the history. Our house was moved off campus in 1941, lived in by Coach Frank Anderson, across the street from President D.W. Williams. A&M needs this neighborhood and its history as much as it needs Sul Ross, General Earl Rudder, some of the fantastic early Black football players who have been recognized. We need the current schools and churches to continue being available to AGGIES and young families.	B: Anticipated Scenario, C: Alternative Scenario	I envision this area to being seen as part of the main campus of Texas A&M. It's history and how it grew to be the size it currently is. Why do we have names of varieties of cattle on our streets, some are State streets, where is Billy Goat Griff bridge?
A: Existing Development	I do not think it would be best to change the existing nature of this area	C: Alternative Scenario	
A: Existing Development	These neighborhoods and historic homes need to remain protected. Mixed development would mean more congestion on game days.		
A: Existing Development	Leave the historical district alone.	C: Alternative Scenario	
A: Existing Development	Aggie Shacks and Neighborhood Centers are not consistent with the Eastside Historic neighborhoods. Do not build anymore multifamily units in this area.	C: Alternative Scenario	
A: Existing Development	Southside represents the most expensive residential dirt in all of Brazos Valley, setting the high end of lot value for every single residence. I believe the anticipated scenario, essentially turning the Southside into a quasi-North side, will have a negative impact on the value of the remaining residential homes in Southside. And if the residential value of Southside falls, the value of every single home in College Station will fall. No amount of value created from several hundred yards of commercial real estate can make up for the tax loss from property value reduction that will be caused by the	B: Anticipated Scenario	No. Do the math on lot value in Oakwood. It sets the high end for lot value in all of CStat. If that high end falls, you lower the value of EVERY SINGLE HOME IN COLLEGE STATION! Is it worth that risk for just a few commercial opportunities for a few developers? I have spoken to numerous real estate specialists and developers who have no dog in the hunt- and they can't believe that we potentially are risking so much for so little value creation.

	anticipated scenario. Don't sell out to a few developers!		
A: Existing Development	The Southside is a RESIDENTIAL neighborhood, one which houses many of the original, historical cottages moved from the A&M campus (as noted in a historical marker located on campus). This area provides the City with income from some of, if not THE highest property values in the area. Though there are many choosing to raise their families here, there are others, such as my husband and myself, who choosing to retire to this neighborhood in particular. Despite the high property taxes, we as individuals and a collective group have poured millions of dollar into renovating these historical homes, and where not possible to save, have built homes that continue the traditions of the area. Changing the zoning along Bush will destroy our residential and neighborhood identity; we bought within this area based on the current zoning promise to support residents. In a movement that would destroy our neighborhood and greatly decrease the value of our homes, the mixed use proposed would NOT increase income for the City. I oppose the destruction of our neighborhood, which will in turn decrease our value and remove the historical heart of College Station. We should be able to trust our governing bodies to protect us as well as our neighborhoods from business ventures that do not add value or a critical identity.	C: Alternative Scenario	No!!! This is a residential area, which should be maintained as such. We have realized our dream to retire in this neighborhood, choosing this historical area with the promise by the City that this is a zoned residential neighborhood. It is time for the City to recognize, protect and build upon its historical heart, and to keep its promise to its taxpaying residents that we will be protected from investors and commercial developers who do not value the impact of their ventures on our home, our families, our community.
A: Existing Development	The area is already a thriving neighborhood with a mix of owner occupied and rental property. Almost all properties are in good condition. There is already a good mix of residential, commercial, and public property. I don't understand why the city seems compelled to envision a different future for an already diverse successful neighborhood.	C: Alternative Scenario	I envision the area continuing to be a diverse, successful neighborhood of families, retirees, and students. In addition to Hillel, St. Thomas church and pre-school, and the LDS Center, the area includes the College View High School, Oakwood Intermediate School, and the A&M Consolidated Middle School. There are commercial areas near the intersections of George Bush Dr. & Wellborn and George Bush Dr. and Texas Ave.
A: Existing Development	I am a citizen of College Station and resident of the historic South side. I respond to support the existing integrity of the South Side historic area and to support integrity of neighborhoods. Families need the continued commitment from the City to support zoning that preserves neighborhoods to guarantee each citizen's financial and community investment in their homes.	C: Alternative Scenario	Tradition defines the character of TAMU, and history provides the foundation of tradition. The Historic South Side is the unique area that sets College Station apart from other cities. The historical buildings and character provide a sense of community to Texas A&M University students and families.

			The families living in the South Side Historic area have spent time and money carefully restoring and preserving history and culture of this community. As a citizen, I have also invested in long term plans for continued residence in this community based on previous comprehensive plans. I and other citizens create long term plans and investment into our personal homes based on the City's commitment to neighborhood integrity.
A: Existing Development	There is a lot of history in this area of town. This area has done well in appreciation and increasing tax dollars. It's be a shame to developer this further.	C: Alternative Scenario	Yes leave it as it is and allow the historic significance and character remain. There's no reason to develop these areas more.
A: Existing Development	As a 40 year resident of this area I have seen first hand the assault previous councils have made upon our neighborhoods on behalf of developers wishing to cash in on A&M students and it's proximity to the neighborhood. Actual residents of each neighborhood invested their money, time, and energy into their property. They did this with the understanding that their compact with the city would be honored. The fact that developers have bought property for uses other than those designated by this compact DOES NOT void that agreement. Nor does it justify changing it for the supposed benefit of the City or individuals. To do so is to put ALL neighborhoods in the City in jeopardy. You will not be in your position forever. Other councils will look at your actions as license to change your neighborhood someday for the "benefit" they seek. I would ask you to enforce the rules on the books that protect my AND your neighborhood. Laws and rules can be changed. But ONLY if they benefit everyone equally and not the few. Thank you for your consideration.	B: Anticipated Scenario, C: Alternative Scenario	A revitalization of the neighborhoods. Perhaps a tax incentive program for owner occupied properties to encourage individuals and families to move into the neighborhoods. The City enforcing the laws and regulations on the books. Holding non resident investors to the same standard for upkeep i.e. yards, trash, parking, etc.. Instead unoccupied rental property is allowed to go unattended. This is an inappropriate application of the ordinances.
A: Existing Development	do not mess with a long standing neighborhoods and places of worship	C: Alternative Scenario	developers could destroy the integrity of longstanding neighborhoods and places of worship
A: Existing Development	The proposed anticipated/alternative scenarios do NOT preserve the historic nature and ambience of the historic importance of the area. This is where College Station began -- many of the homes were built before College Station even existed. The proposed scenarios merely continue and accelerate the gradual downhill slide of the neighborhood, giving in to narrow financial	B: Anticipated Scenario, C: Alternative Scenario	Preserve the historic character of the area as a RESIDENTIAL neighborhood. Allow NO further encroachment by commercial developers who seek only private financial gain. It is time for City Council to make good on dozens (even hundreds) of broken promises that have been

	advantages of (mostly) out-of-town owners and developers. When will we move beyond the assumption that College Station is merely a sort of colony, to be exploited and drained financially by private individuals with little or no connection to or interest in, the existing community who call this home????		made and then ignored over the past 25-30 years. We have found to our disappointment that we cannot rely on or trust statements made by city staff, many of whom now and in the past, have family connections to private developers or investors with no interest in this historic district over than exploiting it for short-term, private extraction of wealth.
A: Existing Development	Having lived in this neighborhood for almost 25 years, I have had the opportunity to observe firsthand, the growing interest and commitment to restoration and preservation of our neighborhood. As a child my family moved into this neighborhood in 1961, so for me, I have a longstanding relationship with this area and I care very deeply about its future. The historic value of the area is important and valuable to the residents and the city. It has seen renewed interest in the last 15-20 years of people purchasing homes to restore, remodel, and improve. As a result, the property value has grown significantly and has increased tax funding, benefitting the city. With close proximity to the university and the historic value of the homes, this neighborhood continues to be actively sought by home buyers. There are a number of homes in this area that were moved off campus to the neighborhood. Preserving the history of College Station has obviously been important to the city as we have a Historic Preservation Committee. We need to hold on to our roots, the beginnings of this city, this community. A sense of place matters. The sense of this place matters, not just to the people who live in the neighborhood but also to others. We hold a bit of a snapshot of what early College Station neighborhoods looked like. Let's work to preserve what we have.	C: Alternative Scenario	No.
A: Existing Development	This is a slippery slope to open this historic neighborhood to the possibility of future commercial development. Do you really want a potential North Gate on the south side of the campus, too?	B: Anticipated Scenario, C: Alternative Scenario	How about some acknowledgement of the good residential development that is happening in this area now? Why even entertain the possibility of more commercialization here?
A: Existing Development	There are very few areas in town that retain the character and history that is found in this	C: Alternative Scenario	I think that what is left of this historic area should be left as is.

	Southside neighborhood and I think everything that can be done to preserve it should be done.		
A: Existing Development	The existing residential development enhances the university environment, and it avoids an even worse traffic situation on George Bush Drive.	C: Alternative Scenario	The alternative scenario detracts from the adjacent residential areas. It detracts from the university as a place for students. It creates an even greater flow of traffic along George Bush Drive.
A: Existing Development	I am opposed to any scenario that opens up the historic preservation district to commercial development in any fashion. This area has already been co-opted by the building of Aggie shacks everywhere (which aren't single-family homes in spite of their classification as such). I grew up in College Station and then came back after forty years away. The high school I attended had been razed, and we found out at a big anniversary of A&M Consolidated High School that all the memorabilia had been tossed, leaving no history behind to be found. I feel as though the alternative scenario is aimed at doing just that--tearing down all CS's history and dumping it. Isn't it bad enough that we are allowing development in all the remaining natural areas in town? (I'm talking about, for example, the area around Harvey Mitchell between Texas and Highway 6.) Must we destroy all our historic homes as well?	C: Alternative Scenario	The historic preservation area has some of the most valuable land and houses in town. Why not treat it like Houston treated River Oaks? Close parts of it to traffic, build up the housing stock, and make it a walkable town area. It's close enough to the campus to be one. I do NOT want it turned into strip malls; we've got plenty of those. Thank you.
A: Existing Development	I love the older neighborhoods and how in "cool" cities like Atlanta and Austin they are preserved and add quality of life. I am very tired of slash and burn developers and everything being turned into Aggie shacks with no trees, sidewalks, bike paths, or no parking. Let's keep it nice and livable for different incomes.	C: Alternative Scenario	
A: Existing Development	When people visit the neighborhood from elsewhere in town or from out of town they admire the unique character, old homes and old trees. The alternative scenario's plan can be found and could be put anywhere. Why go out of your way to destroy the one unique part of our mostly aesthetically boring city for the umpteenth cookie cutter new construction project that could be anywhere in College Station or Texas? It doesn't even make sense from a tax perspective.	C: Alternative Scenario	Single family homes. No mass parking. Churches surrounded by homes instead of commercial development.

A: Existing Development	This part of College Station is one of the only truly historic areas of the city. Several homes in these neighborhoods were moved off of the TAMU campus as it grew. This university and it's community hold up values related to the importance of history and tradition. A move toward commercial and high density housing developments would significantly eat away at those values. To date there has been a good deal of reasonable redevelopment of homes on on the southside of campus that has supported both student and single family living. These property values are now among the highest (if not the highest) of any residential area in College Station. The current land use provides the city with significant tax revenue - at or close to a "highest and best use" - given that measure. To begin redeveloping the area into commercial and high density housing ignores the values of both history and tax revenue. Much of the historical meaning of College Station as a city is in its value as a place that supported Texas A&M as it grew and changed. The neighborhoods on the southside of the campus are the very best examples of this history that we have left. To compromise that history would be short sighted for many reasons.	C: Alternative Scenario	No I do not envision something different. I envision an area that represents the city's vision of protection of historic neighborhoods to be valued in their own right. That historic value has led to a gentrification and greatly increased property values and tax revenue over the past 20 years. Why the city would want to risk damage to this value does not make sense.
A: Existing Development	Turn the vacant lots into natural areas or community gardens. Not every vacant lot needs to be developed.	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	When we purchased our home 40 years ago we understood that this area would always be residential , both from the City designation, and the deed restrictions in our contract. As the subject of "new rules" have been broached, on more than one occasion, we were assured our area would stay residential. During one of these times the Southside Historic Area was created to assure us that the intentions of the City was to keep our area as homeowner residential. We have invested in our home & property based on these assurances by the City.	B: Anticipated Scenario, C: Alternative Scenario	We based the purchase of our home & the improvements to our property in keeping with the area's designation of single family residential. In the past, we have been assured by the City that we would remain a single family residential area. The Southside Historic designation for our area was put into place to assure us of the City's intentions. Through our 40 years here though we have watched the continued efforts of developers try to change our restrictions for their financial benefit. Some have made purchases of property with the knowledge that we are a single family area, though their goals are different. Once they purchased the property all of a sudden they are being mistreated because they cannot build their project. We, the neighborhoods, then undergo

			another series of meetings and pressure to make changes suited to the developer, not the homeowner. The developer petitions a change of the "codes & rules" for the area of their projects since they already have invested money for the land purchase. Though we have been given assurances by past City Councils, we have also watched other City Councils try to slide through changes that would allow for commercial properties to be placed adjacent to our homes, our neighborhoods. Though this specific input is for the area bordering George Bush Drive, other neighborhoods in College Station need to realize that their residential neighborhoods might be the next targets for developers, future City Councils and the City's support for a higher tax base. Thank you for your time, Patricia Bingham
A: Existing Development	Give priority to other areas.		
A: Existing Development	The city needs to make clear that this neighborhood is an important, irreplaceable part of the city. Changes to the neighborhood that would bring more commercial development along Bush will bring additional and detrimental traffic to the neighborhood and Bush. We would hate to lose the churches, schools and child development center that are part of the neighborhood. There is no need for more commercial development along Bush.	C: Alternative Scenario	No
A: Existing Development	Do not agree with city plan	B: Anticipated Scenario, C: Alternative Scenario	The existing area is historic and should be preserved.
A: Existing Development	I would prefer that the George Bush Drive corridor NOT be used for any additional commercial purposes. Parts of this neighborhood are nearing 100 years old (by 2022) and it is important to maintain the history of these original neighborhoods and houses.	C: Alternative Scenario	In 2022, members of my family will have lived on Dexter for 100 years. As a direct descendant of one of the developers of the College Park subdivision I very much want this area to not be subject to any additional commercial development. This history cannot be replaced. Please help us keep in intact.
A: Existing Development	I do not live in the historic district, but I cannot state strongly enough how I feel	B: Anticipated Scenario, C:	Please leave this area alone!! Do not change anything!!

	about this.....please DO NOT change anything in this area at all. George Bush Drive should be left completely alone. The historic neighborhood has significant emotional value to our city. We do not want development along George Bush at all - it would increase congestion, it would take away from the peace and serenity and value that the historic neighborhood offers. There is SO much development happening all over the city and many other places to develop. You do not need to do anything here and if you do anything it will be harmful to College Station. Even the empty lots are helpful. We need green space and right now every inch of green is being turned into concrete all over the city.	Alternative Scenario	
A: Existing Development	Don't you dare take away the historic area housing to put in commercial development, that would really be reprehensible!!!!	B: Anticipated Scenario, C: Alternative Scenario	
A: Existing Development	No, keep the neighborhoods protected and never challenge this again.	C: Alternative Scenario	No, keep the neighborhoods protected
A: Existing Development	When we relocated to College Station over 10 years ago from the East Coast, we specifically wanted to live in a neighborhood with historic character and proximity to the University. This neighborhood is unique in College Station and nothing should be done that might endanger its future. If changes are allowed that allow commercial use to encroach on the neighborhood or increase traffic, the loss to the city would be tremendous and irreplaceable. I am also very concerned about traffic and safety on Bush. I would hate to see the south side of campus look anything like Northgate in terms of traffic and congestion. Additionally, I would like to see the city invest in supporting commercial development in existing commercial areas which are plentiful, diversely located and in need of additional attention.	C: Alternative Scenario	I would like to see development continue as existing and a strong message from the City supporting this historic neighborhood.
A: Existing Development	We need to keep the old neighborhoods the way they are, they are part of our history. We need to keep our single family dwellings with neighborhoods where children play.	C: Alternative Scenario	
A: Existing Development	This area has so much history for the development of College Station around the campus. I think its important to preserve this as it adds to the appeal of our city. Single family homes are the backbone of the community as the student population is always influx	C: Alternative Scenario	I'd like to see it more single family residences
A: Existing Development	Our City needs a historic center. do not destroy the well-established neighborhoods which currently exist here. I live here full time and want to honor the historic character that exists here.	B: Anticipated Scenario, C: Alternative Scenario	A historic neighborhood-friendly center enhancing rather than changing the existing development. Georgetown, Ft. Worth, West University Place,

			Highland Park, are Texas cities, which have well-established neighborhoods near universities that have preserved and enhanced original structures. Planting more trees, creating more green/wildlife space, better walkways and bicycle paths, encouraging renovation and adding onto the original College Station homes that still exist. Having an annual festival in Brison Park to celebrate the establishment of our city. Redeveloping the EXISTING commercial sections to serve the neighborhood (free-standing, house-like coffee shop, restaurant, farmer's market, bed and breakfasts rather than strip malls). Murals, signage, landscaping that all have a historic, old-town feel, that honor and tell the story of our city's first 100 years. Pedestrian and bicycle friendly enhancements (trees creating shade, narrow roads with bicycle lanes and pedestrian paths). Keeping this a neighborhood that encourages people to buy a home here (NOT just a monetary investment property) without the continued threat of the house next door being torn down and the mature trees being bull-dozed over.
A: Existing Development	It appears existing and anticipated are the same thing here, if I'm viewing this correctly. I believe the current scenario should remain - because there are great neighborhoods at stake. These neighborhoods would suffer if they were ripped up for commercial or if commercial was placed right next to them. Thank you.	C: Alternative Scenario	Do not support alternative - too much high density that encroaches into established neighborhoods and threatens their neighborhood integrity.
A: Existing Development	Southside should remain residential, as a historical area this will be in jeopardy with commercial development	B: Anticipated Scenario, C: Alternative Scenario	Loss of identity for Southside Place
A: Existing Development	If the buildout is done with rent by the room single family homes, this area will be gone as a desirable neighborhood.	B: Anticipated Scenario, C: Alternative Scenario	No, other than remodeling any rent by the room homes into something that a true single family would want to live in.
A: Existing Development	Always protect the heart of the old neighborhoods.	B: Anticipated Scenario, C: Alternative Scenario	

A: Existing Development	No, keep the neighborhoods protected and never challenge this again.	B: Anticipated Scenario, C: Alternative Scenario	No, keep the neighborhoods protected
A: Existing Development	The southside historic area is one of the nicest residential area in the city. These alternative scenario seem foolish and short sighted.	B: Anticipated Scenario, C: Alternative Scenario	I envision maintaining the integrity of this residential neighborhood. This is some of the most expensive and sought after real estate in town. Why is the city even considering these alternative
A: Existing Development	My wife and I oppose the redevelopment of the southside neighborhood into a commercial development.	B: Anticipated Scenario, C: Alternative Scenario	
B: Anticipated Scenario	Has lot development been looking at creating mini parks within the historic area instead of trying to build houses that fit the historical area?	C: Alternative Scenario	
B: Anticipated Scenario	N/A	C: Alternative Scenario	
B: Anticipated Scenario	Preserves historic area of city while allowing for good access to campus.		
B: Anticipated Scenario	Keeping the neighborhood conservation makes more sense than reclassifying a couple of pieces of it.	A: Existing Development	Convert the current neighborhood conservation to neighborhood center and/or mixed residential.
B: Anticipated Scenario	They are all very similar, chose B because it had the largest percentage of single family units		
B: Anticipated Scenario	See comment at lower left.	C: Alternative Scenario	No need for office space (only small amount) at this location. Let's put office with supporting uses to facilitate walk connections with those uses. CSISD offices are far way so some here would be inefficient. Too small for A&M.
B: Anticipated Scenario	leave this area historical and single homes	A: Existing Development, B: Anticipated Scenario	
B: Anticipated Scenario	makes the most since.		
B: Anticipated Scenario	This scenario combines best with the historic area.		
B: Anticipated Scenario	This helps protect one of the older, historic neighborhoods in town and will hopefully allow it to develop much like the Lee and Pershing areas. One thing I cannot tell is where the cut-off to the south is. Should this be expanded further?	C: Alternative Scenario	
B: Anticipated Scenario	Having a historic district would be awesome and adding to that it'd be cool to have a Museum of some kind there honoring the history and growth of college station over the years as well as TAMU.	C: Alternative Scenario	

B: Anticipated Scenario	It is critical to preserve the HISTORICAL character of this neighborhood. The city will probably receive LESS revenue from Scenario C than Scenario B.	C: Alternative Scenario	
B: Anticipated Scenario	It is critical to preserve the HISTORICAL nature of this neighborhood.	C: Alternative Scenario	
B: Anticipated Scenario	It keeps the integrity of the neighborhood while allowing for new development.	C: Alternative Scenario	
B: Anticipated Scenario	We should keep with the southside plan	C: Alternative Scenario	
B: Anticipated Scenario	I have friends that live in this area and they would like less dense development along Texas	A: Existing Development	
B: Anticipated Scenario	There is so little difference between these three scenarios. For all the grief and stress it caused residents, I wish it were just not included.		Land this close to the university should welcome students.
B: Anticipated Scenario	Stick with the Southside Plan. Many compromises and a lot of effort was spent getting buy in from the residents of Southside. There are many historical homes that need to be protected in this area. This area has high property values and produces a good amount of property tax revenue with out having to include the commercialization of this area.	A: Existing Development, C: Alternative Scenario	Stick with the Southside Plan
B: Anticipated Scenario	Allows for modest change only.	C: Alternative Scenario	Should not allow the major change in South Side as indicated by this plan. There is no significant gain and will lose significant value of high end residential in this area directly across from campus. The residential green space is valuable from and aesthetic point of view along George Bush Drive.
B: Anticipated Scenario	The Alternative Scenario would have devastating consequences for the historic southside. This proposal should never have been put on the table, as members of the Comprehensive Plan Evaluation Committee asked.	C: Alternative Scenario	
B: Anticipated Scenario	Neighborhood conservation should be of the utmost importance.	C: Alternative Scenario	
B: Anticipated Scenario	Slight increase in single family housing.	C: Alternative Scenario	Too much apartment development in area already congested close to campus.
B: Anticipated Scenario	Does not include new commercial development .	C: Alternative Scenario	The alternative jeopardizes neighborhood integrity by allowing for possible future commercial development. I also note the increased anticipated water usage.
B: Anticipated Scenario	Would be nice addition without crowding. Want single family homes.	C: Alternative Scenario	

B: Anticipated Scenario	Good		
B: Anticipated Scenario	The Southside and Post Oak subdivisions are historically significant and have become some of the most valuable areas of the City, bringing in substantial annual taxes. Brison Park and the religious properties adjacent to Dexter and George Bush are a fine complement to Texas A&M University plans along George Bush.	C: Alternative Scenario	NO, the conservation of these areas will maintain a significant area of the City's heritage, some of its best and earliest residential development, provide a fitting complement to the university development to the north. The area should be promoted and celebrated as much as areas adjacent to Rice University in Houston, and areas like Swiss Avenue in Dallas. The home I sold for \$65,000 in 1988 is on the market today for \$750,000! It was designed by former mayor Ernest Langford, who would be as surprised as I am!
B: Anticipated Scenario	Less commercial and more residential.	C: Alternative Scenario	
B: Anticipated Scenario	Commercial expansion should be allowed, but limited	C: Alternative Scenario	The overall market isn't large enough for a commercial expansion in this whole area
B: Anticipated Scenario	Liked it better than the alternative.	C: Alternative Scenario	We do not need more housing in BCS
B: Anticipated Scenario	The Alternative Scenario will make TAMU will feel like a gigantic community college instead of the oldest land grant university in Texas. It is essential for the academic soul of Aggieland that a quiet historic residential area remain next to the University as "professor" housing.	C: Alternative Scenario	
B: Anticipated Scenario	the character of the older houses needs to be maintained. it is one older area that has been well-kept, and that is rare for any community. don't mess with a good thing.	C: Alternative Scenario	
B: Anticipated Scenario	Keep students close to the school, easy transportation		
B: Anticipated Scenario	good.	C: Alternative Scenario	
B: Anticipated Scenario	It makes no changes to the existing land uses		
B: Anticipated Scenario	Will this scenario have sidewalks?		
B: Anticipated Scenario	Preserving the single-family neighborhood aspect without office build up is more appealing to me.	C: Alternative Scenario	
B: Anticipated Scenario	like the types and numbers of residential	C: Alternative Scenario	not really
B: Anticipated Scenario	absolutely do not favor changing these old homes into brownstones or any other modern construction, in any small part. I am familiar with this area, not because I can afford any of the homes or will ever see the inside, but they are beautiful and have character and history. please don't change	C: Alternative Scenario	Fix up the shopping area there in red, on Texas avenue, make it an urban mix. But please leave those old homes and big trees alone.

	this area. Go elsewhere to "improve". This area is special and unique as it is.		
C: Alternative Scenario	The concepts are attractive. This only works if indeed what is constructed is as depicted...brownstone style and true neighborhood center.		
C: Alternative Scenario	This would allow for more student housing near the university.		
C: Alternative Scenario	It looks modern but aligns with the neighborhood conservation look and feel.	C: Alternative Scenario	alternative
C: Alternative Scenario	I understand a bunch of old Aggies don't want their old homes going away, but this is great strip and some of it needs to be commercial.		Not a big deal either way.
C: Alternative Scenario	I like the thought of creating more historical looking homes	A: Existing Development	
C: Alternative Scenario	Again, we need community or village areas that tie a section of the city to its populous.	A: Existing Development	I like the neighborhood center. I think it needs to be bigger in this area, possibly offer food for game day.
C: Alternative Scenario	Best of the three options		Switch land use for the two changes on the Alternative plan. Mixed residential near campus and Neighborhood Center near the George Bush/ Texas Intersection
C: Alternative Scenario	There is barely any change - support any new option to incentivize increased commercial tax base and to create a more attractive commercial area at the corner of a major entry point. it's ugly right now.		
C: Alternative Scenario	Allows for some neat retail / restaurant development across from campus	B: Anticipated Scenario	Looks good
C: Alternative Scenario	I like the addition of a neighborhood center across from Kyle field. Plus, adding mixed housing along George bush is nice.	A: Existing Development	
C: Alternative Scenario	I think either the Anticipated and Alternative plans are good options.		
C: Alternative Scenario	Bringing this area up to date with pleasant scenery and neighborhood would so improve the current view.	A: Existing Development	
C: Alternative Scenario	Most of the residential is kept, but a few mixed for apartments is added.	A: Existing Development	More mixed in this area. and Fix roads.
C: Alternative Scenario	Adding more housing units next to campus will assist students and staff.	A: Existing Development	
C: Alternative Scenario	The brownstone style homes in the photo used for the mixed residential zone are gorgeous. I like the idea of old town style in the neighborhood.	A: Existing Development, B: Anticipated Scenario	I think it would be preferable to continue the brownstone style mixed residential zone along George Bush Dr. (On the otherside of the school). Also, more greenery/trees along the side walk for shade would be helpful. Maybe greenery could separate the walking area/sidewalk from George Bush Dr. somewhat, since that road is extremely busy, noisy, and hot. A large sidewalk would

			be nice as well, since college and highschool students would be using it often.
C: Alternative Scenario	I would support the Alternative because it preserves the historical nature of the area but adds some formal elements like the neighborhood center and mixed residential. Very important would be the planned aesthetic maintaining the historic personality of the area.		
C: Alternative Scenario	This scenario is a realistic redevelopment idea and economics could drive it over the next 10 years.	A: Existing Development	This area should transition and if so would dramatically improve the community.
C: Alternative Scenario	A very interesting idea. Could be attractive to new faculty to live in a redeveloped area here		
C: Alternative Scenario	Na	B: Anticipated Scenario	Na
C: Alternative Scenario	Bush is becoming too busy with traffic to continue being a viable option for homes. It's also dangerous for people living there. I'd much rather see some nice retail that caters to visitors to campus and the neighborhood.	A: Existing Development, B: Anticipated Scenario	
C: Alternative Scenario	The alternative scenario makes more sense. Low density single family does not belong on George Bush Drive.		
C: Alternative Scenario	Alternative scenario allows for some accommodation of development needs on this side of campus, especially in the underdeveloped western section, while keeping things mostly the same. Anticipate fierce resistance from the residents, though.		
C: Alternative Scenario	neighborhood center across from Kyle field will provide good opportunities		
C: Alternative Scenario	this is minor change to a sensitive area of town - these proposed changes would enhance not take away from this area		the area to east end of GB should be redeveloped into brownstones - much nicer than the aging SFR there today
C: Alternative Scenario	Because it is a better way.		
C: Alternative Scenario	should have more commercial / urban	B: Anticipated Scenario	the entire George Bush frontage should be commercial / urban.
C: Alternative Scenario	This could revitalize parts of Southside that are now overrun with rentals while maintaining the character of the family homes there. Love the Brownstones.	A: Existing Development, B: Anticipated Scenario	Will probably be controversial for Southside neighborhood, but this area would be a fantastic draw for everyone with the Alternative plan.
C: Alternative Scenario	not much changing in my view		
C: Alternative Scenario	Higher density across from TAMU better.		
C: Alternative Scenario	I believe the alternative scenic might spur on new redevelopment but this new zoning classification should be flexible and able to adapt to the changes in the market.		All George Bush frontage should be General Commercial.
C: Alternative Scenario	Like the brownstone homes as well as urban center so long as current homes are not taken. Just use the vacant lots like you are suggesting. As an overall theme, to ALL of my		

	responses: keep the homeless out of College Station. The homelessness problem was one of the major issues that drove my family and me out of Houston.		
C: Alternative Scenario	this scenario provides for some redevelopment. Redevelopment of the land on George Bush Drive to be more dense and urban should be highly encouraged, this corridor may be a location that vertical mixed use could have some success	A: Existing Development	yes
C: Alternative Scenario	There needs to be some commercial or urban density along GBD.	A: Existing Development, B: Anticipated Scenario, C: Alternative Scenario	
C: Alternative Scenario	The brownstone homes look very nice.	A: Existing Development	
C: Alternative Scenario	I think adding the mixed res along George Bush again is just painted the land use place to match existing redevelopments, so it's basically already in place. I would be worried about the neighborhood center area taking access to Old Jersey. Seems like it would create a large contrast as well between brand new redevelopment and neighborhood conservation areas since the street is so small. But do think along any of our major roads should be some type of commercial development.		
C: Alternative Scenario	Alternative scenario maintains the overall natural setup of the area with minimal to no degradation.	B: Anticipated Scenario	Preserve the natural setting and arwas
C: Alternative Scenario	Increased sales tax revenue, more jobs, more appropriate land use mix with residential compatible with historic area	A: Existing Development	alternative scenario
C: Alternative Scenario	I'd like to see a place for the development that wants to occur to happen. Attempting to defend the residential developments along Bush seems pointless.		

Other Input – Comments on the themes

Theme Reactions	
Which themes would you consider a priority? Please explain why.	Is there anything missing from this list that should be included?
	Maintaining the small-town feel but with city amenities. Making sure that and changes made, are not just for the now but for the future (building a school but not considering or working on road structure at the same time).

Creating stronger sense of place. Not sure this is the correct category but the problem is actual adhering to the plan developed. I served on P&Z in the 90's and the Plan was always the guiding force and basically drove the future decision because the what people relied upon when making their personal and business decisions. Since that time, in my opinion, council and boards have succumbed to growth and development to easily and now take action like the Plan is simply a "guide" that can be easily manipulated. Actually heard those words in council meetings where decisions were made because properties were in the "fringes" of developed areas so the Plan in place is changed to accommodate. This mind set leads to movement of the fringe until no fringe is left and the property has changed character. Also, with the "new normal" staff and planning needs to focus on how And if City character will change ie erosion of University culture, traditions and pageantry of sports, online classes leading to change "Ags" coming back here to retire cause never were tied to being here, fear of parents placing kids in dorms/apts with stack housing if no cure for virus etc. lots of collateral damage and change associated with 2020. Also, believe City is missing opportunity to develop alternative transportation ie as simple as putting a one track of light rail system down Texas avenue from Tower Point to downtown Bryan that the future could build spurs off of if need be. Lesson is AUSTIN that decided not to do this 40 years ago	
Quality of life, amenities, "things to do": #1 this city needs at least 1 new pool! With the closure of Thomas park pool the crowded chaos of Bee Creek is almost unbearable, And young children in the community are being short changed on their ability to learn to swim! We need enough space for swimming lessons every summer so that every child in this town is given that opportunity. it's a life skill! And the majority of parents will not have the means or resources to provide that without the public pools and instruction	
Building a more complete transportation system: A more complete transportation system is probably the only way to solve congestion in some areas, but making the entire city more bike-able or walk-able would be even better. Maintaining fiscally responsible growth: This is a no-brainer. Addressing environmental resiliency and "green" initiatives: For the health of the community and the world, we should always be moving toward a "greener" world. Creating a more actionable, strategic, and user-friendly Plan: Being able to understand any plans for the city is necessary for the peoples who live here and may encourage help through volunteer efforts. Expanding Housing choices: But only if this means more affordable housing. This is a college town after all, and students have a hard enough time affording tuition.	
I would consider these six themes a priority for me, with the top three the most important: 1. Addressing environmental resiliency and "green" initiatives a. Expanding areas for wildlife. i. One place that I can think of that would benefit from expanding in greenery is along the Wolf Pen Creek Trail, especially the North-East section along Holleman Dr. (Search these Coordinates in Google Maps: 30.622449, -96.300153) and (Search these Coordinates in Google Maps: 30.620347, -96.302387) b. More butterfly gardens! c. Improving/adding recycling facilities.	Seeking more input and benefits for underrepresented populations.

i. There are not enough locations to drop off recycling. ii. Students at apartments or without cars have little choice when it comes to recycling. iii. Maybe there could be funding programs that could encourage apartment complexes to start recycling. d. Community Garden i. There could be several community gardens, but one good location might be along Bee Creek Trail, near the volleyball court south of the Adamson lagoon Pool (Search these Coordinates in Google Maps: 30.600961, -96.309557). e. Along the Wolf Pen Creek water way, there needs to be appropriate landscaping for erosion control. (Search these Coordinates in Google Maps: 30.618078, -96.306218) f. More drought tolerant, native landscaping in general g. Funding programs or other incentives for solar panels on houses, apartments, or businesses. 2. Building a more complete transportation system a. I would like to see College Station become a more bikeable and walkable city. b. Identify and connect incomplete bike lanes and sidewalks. i. By making it easier for others to get around without cars, that will reduce the number of vehicles on the road, therefore reducing traffic for everyone. ii. Also, with less vehicles on the road, we can reduce air pollution, water pollution, and noise pollution. iii. Holleman Drive has an incomplete bike lane for example. (Search these Coordinates in Google Maps: 30.608229, -96.320204) iv. It would be nice if there was a sidewalk along Village Dr., especially since it's next to Village Drive Kinder Care (Daycare center). I worry a lot that the parents and children have to walk on the road to get to the daycare, especially since people drive way too fast down that road. (Search these Coordinates in Google Maps: 30.610474, -96.321202) c. Public transportation provides these same benefits as well. i. It would be nice to have more public buses with more routes/stops. It's difficult getting places using the buses with the current number of routes/stops. d. Crosswalks at bus stops. i. People are crossing at the bus stops either way, and in some cases, it's dangerous. Cars pull around buses that are letting people off (even if it means pulling into the turning lane and playing chicken with oncoming traffic). Crosswalks would at least make it safer for pedestrians. ii. One place for a possible crosswalk would be next to the HEB along Holleman Dr. (Search these Coordinates in Google Maps: 30.611889, -96.318480)	
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e. More bike racks everywhere, but especially at shopping centers. f. With an expanding city population, we cannot keep up with traffic and parking space by making roads and parking lots bigger. I think our city would really benefit from taking ideas from walkable cities that attract a lot of tourism and people in general. My favorite cities have tons of hole-in-the-wall style shops along walkways. The buildings don't have to be huge and it's isolated from the noise of car traffic. 3. Expanding housing choices a. The support staff at Texas A&M University don't have enough affordable housing options nearby. b. For more information on those at A&M that are being overlooked for housing, check out or contact the REACH project. 4. Improving coordination between the City and University a. I know that faculty and students--such as myself--would be more than happy to coordinate with the city of College Station to benefit our community using our knowledge and expertise. I just spoke with a Texas A&M professor today that is looking to test a software next year that helps the user understand the downsides of value engineering and improper design decisions in housing construction. For example, homeowners can see how pitch, orientation, and material of roofing impacts energy consumption. b. The REACH project mentioned above was created by two Aggies. 5. Creating a more actionable, strategic, and user-friendly Plan a. This theme would help faculty, students, and community members understand how to help. I know many people that would love to provide a helping hand and input, but don't know how to or whether that input is welcome. b. There is a lot of jargon used throughout this Next10 workshop. It would be helpful if jargon was avoided or if definitions were given and easily accessible throughout the process. 6. Encouraging infill and redevelopment in strategic location a. I've noticed areas in this city can feel like parking lot deserts. For example, at the end of Wolf Pen Creek Trail (Search these Coordinates in Google Maps: 30.622832, -96.298932), there is a mostly empty parking lot, except for Cavender's Boot City. I think it would be great if this lot could have more areas for small businesses and an outdoor seating/eating area. It's just kind of disappointing to have this beautiful park trail not end at an area where I might be able to eat, study, or relax. b. The same goes for the start of the Wolf Pen Creek Trail (Search these Coordinates in Google Maps: 30.616742, -96.315519). There is a small spot for eating, but next to it is mainly another giant parking lot (other than a Fazoli's and Church/Coffeehouse). It would be nice if this parking lot could have areas for small businesses so you could do something before or after a bike ride or walk. Rudy's Bar-BQ and Ozona Grill are nice for a sit-down, but I was imagining food/coffee to grab or something to browse while walking around (other than fast-food). It's only worth while walking around though if the area is pleasant though. c. Leach Teaching Gardens and The Gardens at Texas A&M university are some of	
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my favorite places to walk and sit for lunch. It would be great if there were more areas throughout the city that took inspiration from these gardens.	
1. Creating a stronger sense of place. 2. Encouraging infill and redevelopment in strategic locations. 3. Focusing on quality of life, amenities, and “things to do”. Because the students have A&M and north gate, but there isn’t a great area like a downtown to hangout as adults. No real bar district. No established downtown area. We need more places like Century Square but bigger. Need more breweries too. What about water parks? What Bryan is doing with the old golf course is a good start for the BCS area. That top golf kinda place is going to be cool. Like do we really need anymore apartment complexes? 4. Building a more complete transportation system How about another airport or move Easterwood as it is too close to town and doesn’t allow expansion towards the west side of town. It needs to move to like RELLIS campus or something. What about the Texas bullet train? Haven’t seen anything about how that impacts (good or bad) BCS area?	
Creating a stronger sense of place. Everything revolves around the college. I think we need more family inclusive venues. Maintaining fiscally responsible growth. We as a city should be headhunting major companies to bring jobs and tax base to our city. Tesla is one. I would have our planning people in active talks with Elon Musk now! I think we would be a perfect fit with Tesla. Improving coordination with city and university. There is an us and them feel here. The two entities need to improve and foster relationships and share projects to make both of us stronger and resilient.	
Protecting the character of established stable neighborhoods.	Insure landlords maintain property, and landscaping.
Expanding house choices, Focusing on quality of life amenities and things to do, and addressing environmental resiliency and green initiatives.	
Protecting established neighborhoods. Quality of life- a downtown. Better restaurants. More restaurants. fill- leave untouched land as green space.	With regards to infill, note of the current wooded areas need to be made into parks, not more auto part stores like in 2818 and the bypass. There’s loads of empty places along University and Texas, but instead some of the prettiest land, which backs right to Central Park was rezone for commercial. In six months all those will go out of business and we’ll have more abandoned infrastructure when the gorgeous land could have been preserved.
1. Building a more complete transportation system- There has to be more connectivity and transit oriented development that incorporates the local transit system of Brazos Transit District and the Texas A&M buses. 2. Expanding housing choices- I am a young professional and it is important to diversify housing options that arent just aimed for students.	

Addressing environmental resiliency and green initiatives-I believe green initiatives should be incorporated into new design as well as existing locations like lakes and ponds around the city. Majority of these areas are heavily polluted.	
1. Focusing on quality of life, amenities, and things to do. 2. Creating a stronger sense of place 3. building a more complete transportation system	Stop building/expanding new roads - focus on improving and maintaining current infrastructure.
Building a more complete transportation system Creating a more actionable, strategic, and user-friendly Plan Encouraging infill and redevelopment in strategic locations	
The Protecting of Establihed Neighborhoods is a ruse by which you are STEALING property rights from your constituents. If I purchased the property and it was not "protected" from rentals then I understood the property next door may be rented. You are now allowing for neighbors to steal my right to use my property in a lawful and reasonable manner. This is fascist and should not be tolerated. I hope someone sues the city and wins. I will certainly support them.	
Creating a stronger sense of place Be more inclusive (from a diversity and inclusion standpoint) in advertising, marketing, and offerings in CS.	
encourage infill and redevelopment	not inhibit growth / economic development
Building a more complete transportation system. This is most important to me and my family because walking, a bike, and one car are the transportation options available to us. If buses were cheaper and easier to understand, I'd consider using them. Not at this time. More bike infrastructure is always welcome! It is my preferred mode of travel for me and my kids.	Please make sure the housing choices are affordable and not more expensive houses and expensive multi family developments. Our family needed something that was below \$1000 in a mortgage and it was difficult to find a house in that price range. But I do want to note we were incredibly grateful for the down payment assistance program!!! Without it our goal would've been even more difficult to achieve!!
I hope that when you are assessing all of the areas that you will be sure to consider the existing neighborhoods and the impact of your decisions on them. Many neighborhoods have suffered negative impacts from commercial development both within them and encroaching around them. Thank you.	I think this is a strong list of considerations and I can't think of anything else you might add.
-Protecting the character of established stable neighborhoods: By maintaining the character of established areas, not just neighborhoods, allows long time residents a feeling of home, as well as not pricing them out of their residences due to increases in property values that come with replacing older housing with brand new construction. New housing in older neighborhoods change more than just the visual aesthetics; it also the culture. By protecting this neighborhood you are by default protecting the community the residents have created. -Addressing environmental resiliency and "green" initiatives: because climate change is real and also this would put a demand for new jobs that goes with new technology while creating a more healthy economy.	

Established neighborhood character protection	Not that I can see.
Focusing on quality of life, amenities, and "things to do"	
Focusing on quality of life, amenities, and "things to do", Building a more complete transportation system, Expanding housing choices. These are a lot of the issues that have arisen with this pandemic. Our city needs to be more livable and inclusive. We need different options for broadband access, more open spaces, and more walking and biking paths. Now more than ever, people need affordable housing, and they also want more parks, different modes of transportation, and amenities aside from dine-in restaurants and bars.	

Other Input – Exit questionnaire responses

1. How did you hear about The Next 10?	Responses	Percent
Word of Mouth / Personal Invitation	83	33%
Poster / Flyer	3	1%
Online News	33	13%
Community Event / Presentation / Organization	29	12%
Newspaper Article / Ad	15	6%
Social Media (Facebook / Twitter)	32	13%
Email from City	39	15%
The NEXT 10 / City website	18	7%
Other	0	0%
Total Responses	252	100%

2. Did you participate in any of the in-person workshops or online activities for The Next 10 between July - October 2019?	Responses	Percent
Yes	73	43%
No	95	57%
Total	168	100%

3. Are you:	Responses	Percent	ACS
Male	86	51%	51%
Female	74	44%	49%
Prefer not to answer	8	5%	
Total	168	100%	

4. Which race / ethnicity groups do you most closely identify with?	Responses	Percent	ACS
Asian	1	1%	10%
Black / African American	1	1%	8%
White / caucasian	148	90%	78%
Latino	5	3%	15%
Two or more	6	4%	2%
Other	3	2%	2%
Total	164	100%	

5. What is your age?	Responses	Percent	ACS (Total Pop.)
<18	0	0%	17%
18-24 years	5	3%	41%
25-34 years	21	13%	15%
35-44 years	26	16%	9%
45-54 years	26	16%	7%
55-64 years	40	24%	6%
65 or over	46	28%	6%
Total	164	100%	

6. Are you a student that attends Blinn College or Texas A&M University?	Responses	Percent
Yes	3	2%
Blinn College	0	0%
Texas A&M University	3	100%
No	164	98%
Total	167	100%

7. What is your highest level of education?	Responses	Percent	ACS
Less than a high school diploma	0	0%	6%
Completed high school	2	1%	13%
Some college / technical	11	7%	19%
Completed technical school	4	2%	7%
Graduated college	65	39%	29%
Graduate / advanced degree	85	51%	27%
Total	167	100%	

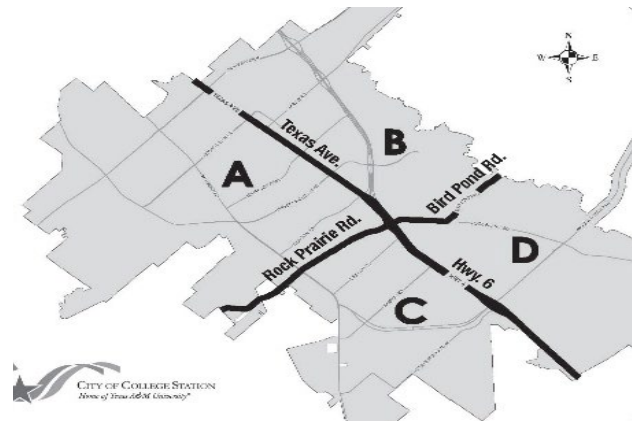
8. How long have you lived in College Station?	Responses	Percent
< 3 years	12	7%
3 - 6 years	15	9%
7 - 10 years	17	10%
11 – 20 years	38	22%
21 - 30 years	27	16%
30+ years	49	29%
Live outside the city limits	11	7%
Total	169	100%

9. Do you work within the City of College Station?	Responses	Percent
Yes	97	58%
No	70	42%
Total	167	100%

10. Do you own or rent property within the City limits?	Responses	Percent
Own	130	78%
Rent	19	11%
Live outside the city limits	18	11%
Total	167	100%

11. Please tell us about your annual household income: *This information will be cross referenced with the Census data for College Station to ensure we have representative input from the community, answers are anonymous and used for research purposes only.	Responses	Percent	ACS
Less than \$10,000	1	1%	16%
\$10,000 to \$14,999	1	1%	7%
\$15,000 to \$24,999	4	3%	13%
\$25,000 to \$34,999	2	1%	10%
\$35,000 to \$49,999	9	6%	12%
\$50,000 to \$74,999	16	10%	13%
\$75,000 to \$99,999	29	18%	10%
\$100,000 +	95	61%	20%
Total	157	100%	

12. In what area of College Station do you live? (Locate your area of residence on the Map of College Station below)		
A	66	40%
B	38	23%
C	31	19%
D	11	7%
Live outside the city limits	19	12%
Total	165	100%



13. Additional Comments (optional)
The introductory videos were great.
I would prefer to have larger, overall questions asked such as Do you favor more protection of General Suburban or less? Do you favor more Natural Areas preserved or less? Do you favor more parks and greenways? 'The maps given in Part 1 are somewhat difficult to read and most citizens do not have working definitions of all of these areas to compare but if given a definition and then asked for preferences I think more would respond more accurately.
I lived in College Station from 1966 until 1992, then we moved west of Wellborn Rd., but within the CS school district, where our daughter attended Rock Prairie Elem., Oakwood and A&M Consolidated HS. I worked in College Station for over 25 years.
No comments.
The street names on the maps in the survey are extremely difficult to read. I found I needed to cross reference the map with a Google street map to identify the area.
The building height metric for the areas seems a little misleading. For instance, an average height of 5 stories could be achieved with a uniform mix of 4-6 story buildings, or 99% of 1 story buildings with 1 high rise. The latter may be unacceptable for some areas.
Thanks for planning our City's growth!
Would love to participate in the planning process. Im a current Graduate planning student.
Thanks for taking public comments into consideration.
I have lived in College Station for nearly 65 years and have lived in 4 different subdivisions and I believe it is a great place to live. The development of this town means a lot to me. It has been disappointing to me to see how some of the growth has been allowed to develop without proper transportation routes. A good example is the area bordered by Rock Prairie, Holloman, Wellborn Road, and Harvey Mitchell. The city should have never allowed that to develop without more entrance and exit points. That is poor city planning. There have been some good things things that have occurred through previous planning processes, but the foresight to require proper transportation routes is not one of the strong points, in my opinion.
CPEC member
I live in Bryan. I love the alternative ideas that are being pitched here. Especially the ones around A&M. If those types of developments were made over the next 10 years, I know that the families & students of college station would love them. Also, eliminate parking minimums (parking lots are pretty arbitrary, waste land and are ugly too look at).
I have an incontinent handicapped child and I wish there was more consideration in regards to accessibility at parks, businesses and public areas, particularly access to bathrooms with adult-sized changing areas (for changing diapers). We cannot leave our house for more than an our or two because there is nowhere to change my child (she is 10 and weighs 55 lbs - too big for baby changing tables). I also know there is a lack of living options for the handicapped population at any age (larger doorways, accessible bathrooms, flat floor plans and accessible entrances). Students in CSISD's special education program, TAMU's "Aggie Achieve" program and the number of elderly needing care is only increasing in this community.

I recently moved back to College Station because of family and football. I owned a newspaper, The Press in B-CS before selling out to the Eagle in 1989. I work out of my home for a newspaper/web site media company headquartered in Brenham with 39 locations in Texas including every weekly newspaper between B-CS and Waco, except The Eagle.
thanks for all the work behind these scenarios
The comprehensive plan needs to be comprehensive. Areas where there is more growth, such as south of the City were not part of this effort. The implications to roadways, water and waste water needs to be carefully analyzed City wide. Any increases or decreases in density needs to be analyzed as they are tied to the impact fee rate determination. The scenarios presented in my opinion should have their own neighborhood or district plan.
I work in College Station part time, my wife works here full time. We want to make it our permanent home and raise our kids here. I work full time in Spring as a firefighter. I'd love to work here as a firefighter closer to home but I don't see the career options I have currently being present here either with our more growth and increased revenue streams and budget increases to FD and PD
My son and his family live in zone C on your map. We are planning to move to zone C as well.
We are planning to relocate to College Station. My son and his family live in College Station. We plan to live in zone C and lease office space near zone C as well. We will be relocating from the Naperville IL area. The downtown area of Naperville should be looked at as an example of an urban center. The city of Naperville did a great job of creating an attractive area with a river walk, parks, pavilions, etc... and a number of small retail and office spaces mixed with restaurants/bars. It has become a destination for people from surrounding cities as well. The Village of Rosemont did something similar with their entertainment district. The city had purchased land for a casino, but the casino license was later denied. It looked like they would be stuck with a large piece of land with no use as a result of the loss of the casino. They decided to build an entertainment district with a movie theater, bowling alley, Joe's Live concert venue, music hall/theatre, comedy club, hotel, numerous restaurants, and an outdoor area at the center for an ice skating rink in the winter, and multiple events in the summer including free concerts, corn hole tournaments, etc... This entertainment district has been tremendously successful and attracts people from a large footprint, generating significant revenue for the Village. College Station is a little different in that the city is more of an island in terms of populated area. I don't know the population statistics of surrounding areas, but it seems like the surrounding area is somewhat rural. Would be good to look at other ways to draw people to College Station in addition to the University.
I am very supportive of this project. I work at A&M and just like the Campus Master Plan that was developed for the growth and architecture of the campus, the City of College Station needs the same thing on a larger scale. If College Station is to continue to be a desirable place to live, work, and raise children, we need to ensure that it has consistency of usage areas instead of random pockets of diverse usage, and that we do not allow areas to be seen as "dead and dying"; i.e. prevent "urban decay" whether in commercial areas or multi-family residential areas. An innovative solution is also needed for affordable housing. We have mobile home parks on South Texas Ave that provide essential low-income housing but these would blend with the environment more if they were villages of equivalent size cottages, etc. like the homes built for Habitat for Humanity. Just a thought.
Single family housing in town is under threat of development of the "stealth dorms" multi non-related housing model. These houses have excessive parking and tend to produce excessive noise and nuisances.
The length and complexity of this survey is utterly absurd for general public use. Find someone who can translate "city-planner-ese" into a language normal people can understand. Not my first experience with this.
This site demonstrates a lot of hard work on the part of many people so I thank you for your efforts to include us.
I think I messed up my choice for the area along north side of Harvey Road, but I could not find a way to edit after I submitted it. But my comment is correct. I wanted the Alternative C, but may have clicked on the wrong button.
The lack of scenarios outside of the oldest sections of town was disturbing. This survey seemed to ignore the areas where change is possible and where a majority of our residents live.
Leave residential areas alone. Develop the abandoned places along University
This town is growing, no doubt about it. I've seen too many apartments go up without any upgrades on roadways servicing said apartments. If the planning does not seriously think about the increase in traffic that 10 years of growth will produce, then you are missing out on those crucial infrastructure amendments that can't be retrofitted after the fact. I think that there should be a designated "bus lane for buses, bikes and ebikes" that quickly shuttles folks TO the university in a timely fashion WITH an accompanying parking lot for commuters. In addition, we have plenty of apartment projects implemented; single family homes lots are in short supply in CS, not in Bryan. The mid-cities house project is a joke. Tiny

homes scrunched together with all the unsightly utility boxes in the front, narrow streets, narrow driveways. This place is not the new home development that this town deserves.
Everyone I know was so excited over the new midtown area. Now, everyone is disgusted, embarrassed, and mad over what is being built by D.R. Horton, so sad. Those cookie cutter shacare not what we thought was going to be built. Ugh.
Please preserve some of the small town living which still manages to exist here. I know change is inevitable but College Station needs to preserve some areas which still have evidence of it's earlier homes and other buildings. Don't destroy this in the name of growth. Spread the population density and growth outward.
Does not matter what the committee decides, the city will change whatever they want to. It is so much to do about nothing because the last plan was never voted on by the members of the committee. Staff and consultants made the ultimate plan, council approved it and then made whatever changes they wanted to.
Any new development in College Station needs to consider that college students do not make-up the majority of citizens in our community. While it is admirable to want students to have places for fun and relaxation, in the years we have been here we find that students are not opposed to travel to find these amenities. Having retail stores and restaurants within walking distance is not essential to college life. To me it seems that having areas where families can feel safe and enjoy a neighborhood along with their student residents is critical to a growing city.
Great work to all involved. This was a very intuitive and user-friendly process, with well-thought-out options and scenarios. Excited to see what comes of it! Keep up the great work, College Station planning staff!
It is difficult to read where I am on this map. I live directly across from the campus on Lee Ave. It was the first paved street in College Station south of the campus and the first 3 houses built south of the campus are on Lee Ave. I am hoping to preserve the historical district since the council seems to ignore the importance of history in our city. I have already written a letter to the city council detailing my concerns.
i have been very engaged in the city's planning process for many years
I hope you get some good responses to this survey. It is hard to get such a wide-ranging set of development proposals in to an online instrument. This is about as good as I would have expected, but quite tricky navigate.
PS I have responded to the 2020 Census!
Received my PHT in 1953 at A&M.
Granddaughter is 4th generation Aggie.
Thank you for doing this. I hope if you don't have a strong response, you will consider keeping the workshop open for a while. I didn't realize it was happening until a few days ago. I tried to share information with others, but I am betting a lot of people will want to participate but don't know about it either. Thanks for all the effort on this. I am sure that it has been a very long, stressful process. The planning team for the city is really great. Some of these new ideas are really interesting. Too bad there is not a way to have had a Zoom meeting about this so we could have asked questions.
Living in a 1940's house built by the family of current residents.
It would be nice to see one of these urban center / neighborhood center schemes 'work' before investing more in them.
Figure out traffic issues (or mass transit) before trying to make higher density/higher traffic areas.
Protected bike / pedestrian lane parallel with 6 will be a good start. a protected bike/pedestrian lane parallel to the RR tracks would be very helpful. And then E-W connectors near university and harvey.
Long exercise. Not at all sure why these alternative scenarios were selected. Where is the interest in the developing parts of the City? Where are the grand strategies for the long-term development of College Station? What do we want the developing southern portion of the City to look like in ten or more years? How to we grow and not have traffic that looks like Austin does today? How do we maintain quality access to TAMU? Surely with sound planning and a well-done Comp. Plan we can maintain the current character of our city.
The work shops offered in 2019 were reported to be we are telling you "the way its going to be" rather than taking input and evaluating the input for its substance.
Live in South Brazos county but operate multiple businesses within the city.
I work in College Station but live in Bryan, close to Kurten
In evaluating the various scenarios, it is essential to gather the input from and try to build consensus with the residents (owners) who live there.
We have a constant swing between pro- commercial/development/financial council members/candidates and hard line

anti-development council members and candidates. We need to engender some civility, mutual respect and statesmanship as these scenarios are explored. To the extent that staff can facilitate such, it may help us achieve a more cohesive and widely supported comprehensive plan and respect for the process.
New stone signage coming into CS from Houston on TX Ave S. is very attractive but would be greatly enhanced with some nice landscaping. Our parks are very nice and the median along Texas Ave is attractive. the sculptures and colorful foliage/ flowers are so inviting and a welcoming sight to all entering our fair city. Traffic is really a problem- We are always behind the ball instead of anticipating problems and addressing them in a timely fashion.
The east and south areas next to TAMU should be high density urban areas so that students and faculty can live close to where they spend the majority of their time. This would reduce traffic and infrastructure stresses and keep students out of suburban neighborhoods.
Please whatever you do- do NOT turn College Station into Houston, TX (High crime, homeless camps everywhere, failing public schools). We relocated to College Station (Mission Ranch Community) to flee the Houston problems. Also- Please DO NOT overwhelm the city with mobile homes or with government housing- this unfortunately creates high crimes.
I would like everyone in College Station to think how they would feel if the city was to advertise the idea that their neighborhood should no longer be allowed to exist as is but instead should be opened up to anyone and everyone to make proposals on what they think your neighborhood should be like.
I completed the census the day it arrived. Thanks for your work on this, you don't have an easy job. Having lived here for so long, I've seen a lot of changes, but the one that has the most impact on me as a home owner is the ruling allowing commercial property, i.e rent-by-the-room homes, to be located within single family zoning. Our property value has already declined because of their presence in our neighborhood, and our home has been our major lifetime investment. We should have chosen more wisely.
Please follow with increased funding for the Parks' Aquatics Department to give more access to pools in the northern part of College Station along with this increase in population density.
Please know I relocated from Houston to College Station to partially retire. I selected the city because it is safe, clean and beautiful. Please ensure homeless areas DO NOT sprout up in this city. I hate to sound so negative- but I have lived in a city where All city officials turned their eye to the destruction that homeless camps bring to a city. Thank you for this opportunity.
Thanks for doing this. This is a very well done website. And i like the ideas you're offering for the future - even the ones I didn't like the best!
CS will be a better place in the future because of your efforts!
I hope you received all my responses - for some reason on the evaluation of the 6 areas - I completed 4 on one page and 2 on another - so I'm not sure if they all landed properly. Thank you for allowing us the opportunity to participate in this process.
College Station needs to preserve both green spaces and historic districts around TAMU. Planners should focus on improving ingress/egress to TAMU from HW6 and HW2818. Much improvements have been made over the years but the Bush/Texas intersection is a real nightmare.
Thank you for gathering input from the community and thank you for all the time an effort that went into this survey. I realize this is a difficult process with lots of competing voices. I have lived in CS for 38 years. The development that started in the early 90's added to the quality of life in CS at first. However, it is completely out of control and our quality of life has plummeted over the last 20 years. Instead of minimal traffic, almost no crime, lots of "breathing room" to get around the city, and lots of peaceful spots/green space/pastures/etc, we have absurd traffic, lots of crime, no "breathing room" to get around the city, and every inch of green grass is being turned into concrete. Other than widening Texas many years ago, and widening Wellborn Rd. many years ago, the city has not kept up with adjusting roads/adding lanes/etc to accomodate the new and heavy traffic patterns that have resulted from overdevelopment. We are overbuilt in terms of rental property and apartment buildings, and we do not need more restaurants and shops. The investors that want to continue to build here do not live here and do not care about our quality of life. Please get control of the growth!
I'm a nurse, in private duty. My patient is in far north Bryan and that is where I go 99 percent of the time. But my office is in College Station, near 6 and Emerald Parkway. So, I didn't know how to answer that. :)
I am very opposed converting residential near George Bush Dr.
I don't know if I chose question #12 ("In what area of College Station do you live? (Locate your area of residence on the Map of College Station below)").
Converting the southside residential district to commercial would be as foolish as if the Downtown Bryan area had allowed bingo halls and pawn shops.