



# *The Next 10*

Evaluating Our  
Comprehensive Plan

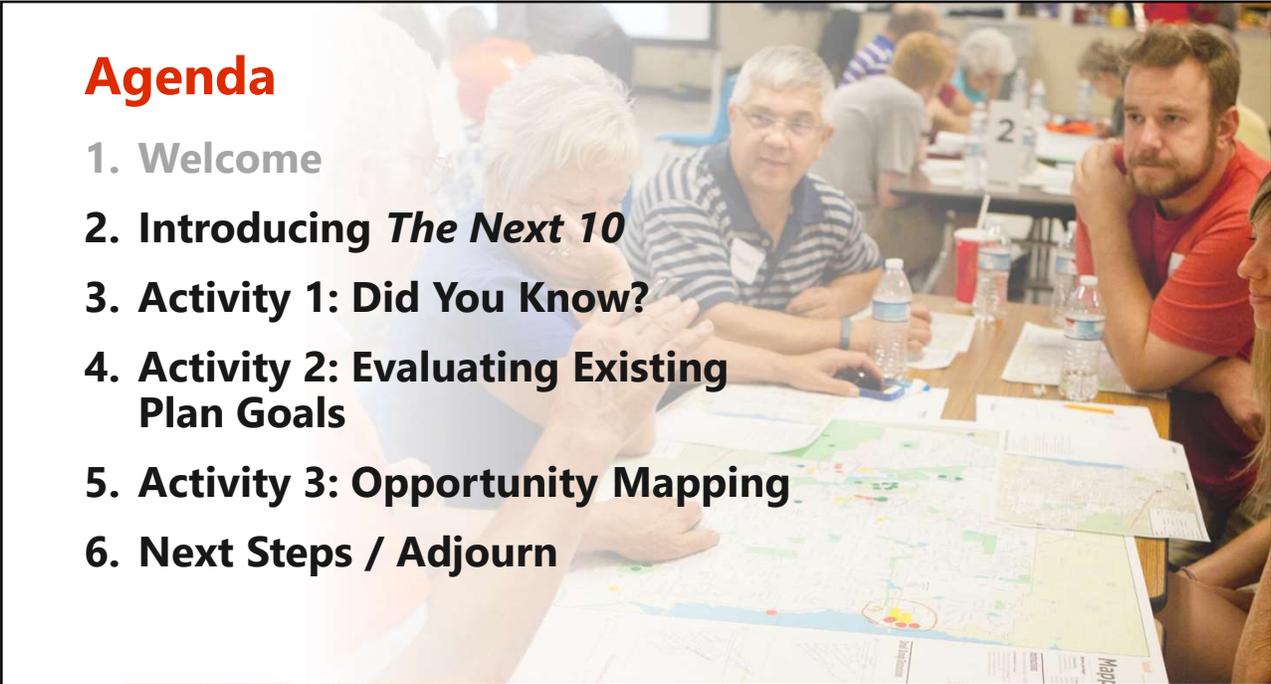
## **Focus on the Future Workshops**

September 23, 24 and 25



## **Welcome**

**Justin Golbabai, AICP, CNU-A, CFM**  
Long Range Planning Administrator  
City of College Station



## Agenda

1. Welcome
2. Introducing *The Next 10*
3. Activity 1: Did You Know?
4. Activity 2: Evaluating Existing Plan Goals
5. Activity 3: Opportunity Mapping
6. Next Steps / Adjourn

College Station, Focus on the Future Workshops

planningNEXT



## Introducing *The Next 10*



# *The Next 10*

Evaluating Our  
Comprehensive Plan

***The Next 10* is a process to involve the community in shaping how the City should guide growth and development in the future.**

It will assess and recommend potential updates to the City's Comprehensive Plan.

## **What is a Comprehensive Plan?**

- 1. Citywide policy guide** to inform local decision-making on a wide-range of topics
- 2. Identifies policies, projects and programs** to address community aspirations and opportunities
- 3. Implemented over time** through capital improvements, development approvals, city budgets, departmental work programs, economic incentives, private development decisions, etc.
- 4. Foundation for the city's regulations** (zoning and other ordinances)

## Your Comprehensive Plan

- 1. Adopted in 2009 after a robust 3-year planning process**
- 2. Living plan used regularly to guide City decisions**
- 3. Evaluated periodically to understand how it is serving the needs and vision of the community**



College Station, Focus on the Future Workshops

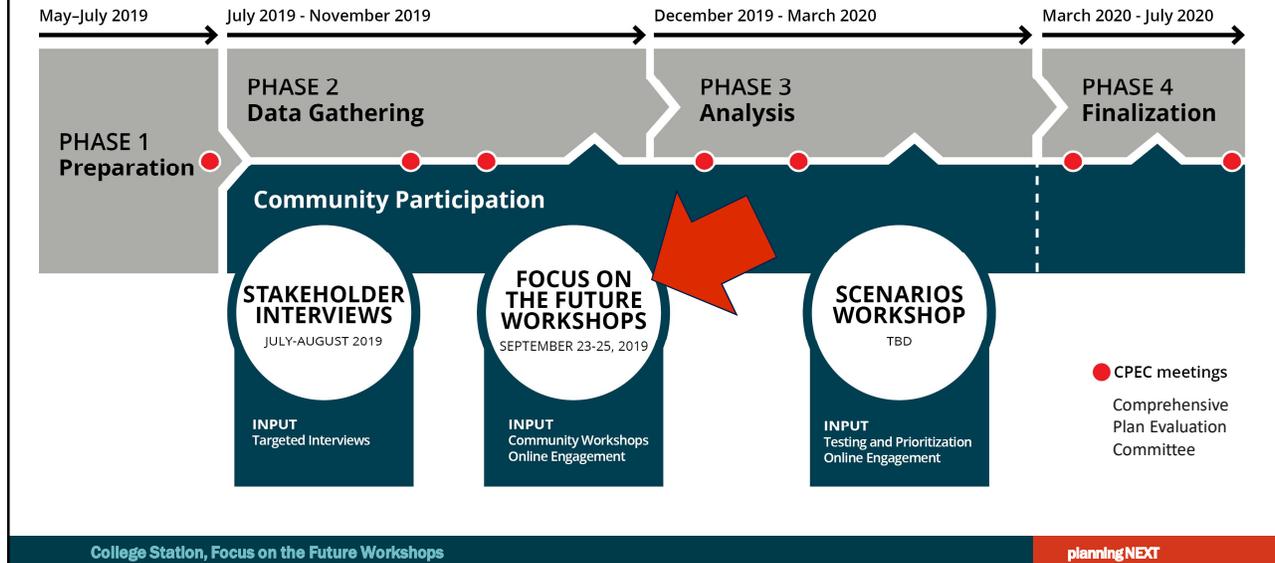
planningNEXT

## Tonight's Business

Jamie Greene, AIA, FAICP  
Principal, Planning NEXT



# The Next 10: Process Overview



## What Happens to Your Input?

- You are here to contribute your thoughts and ideas.
- Your input is important in evaluating how successful the City has addressed the recommendations of the existing comprehensive plan.
- Your input will be recorded, entered into a database, themed, and reported through process website.
- Your input will inform the next phase of work: scenarios for the future.

# Let's get started



College Station, Focus on the Future Workshops

planningNEXT

## Checking Materials

### All individuals should have...

- Agenda
- Individual Goal Rating Score Card – Activity 2 Worksheet
- Exit Questionnaire
- 3 Red and 3 Green Dot Stickers
- Comment Card
- Pen or pencil

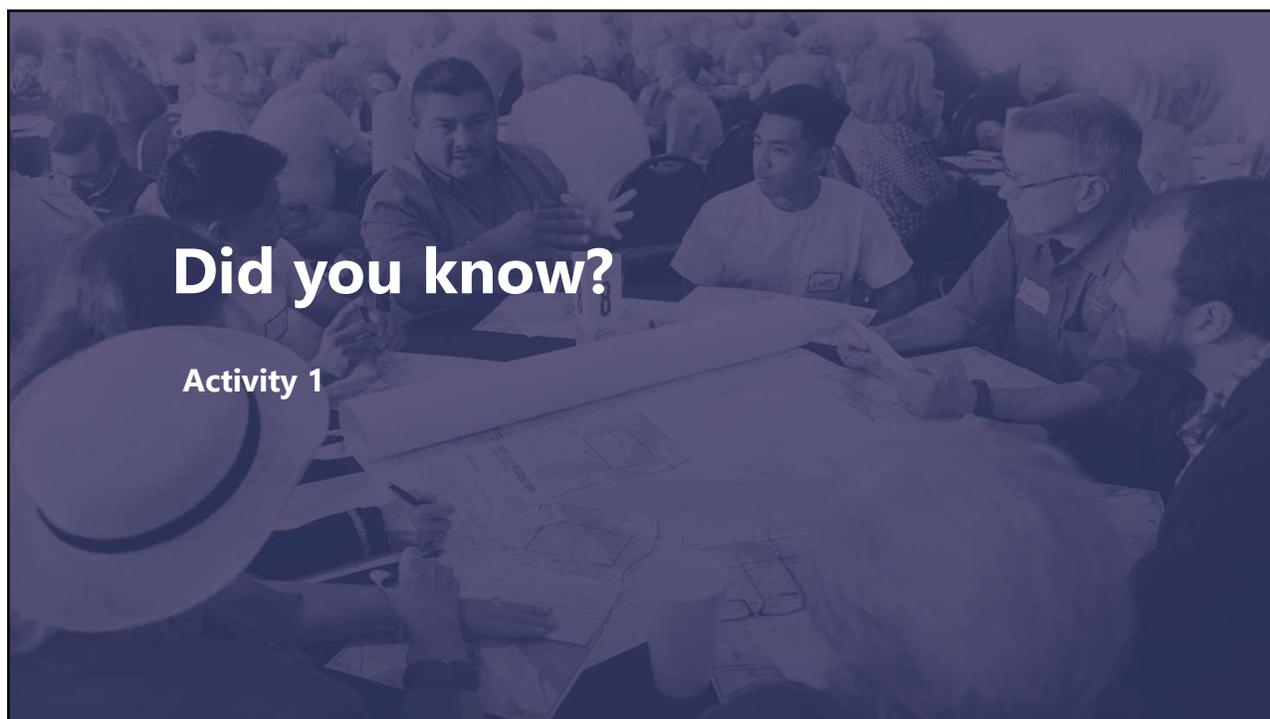
### Each table should have...

- Group Recording Sheet
- Table size map
- Pen

**Don't forget to sign-in!**

College Station, Focus on the Future Workshops

planningNEXT



## Did you know?

### Activity 1

## Did You Know?

- Your Comprehensive Plan includes a lot of data and analysis.
- **This evaluation process began with an assessment of existing conditions and trends.**
- A Citizen Survey was also conducted in early 2019.
- A lot of information to share, let's pick out some key data and see... **WHAT YOU KNOW ABOUT COLLEGE STATION!**

## Did You Know?

**Your table is your team! Say hello and get ready!**

### Directions

1. Question read from the podium
2. Groups have 30 seconds to confer
3. Group leaders will flash the card that corresponds to their answer (A,B,C,D)
4. Keep them held up
5. Keep track of your score and we'll see who knows College Station the best!



## Did You Know?

**1. When was the existing comprehensive plan adopted?**

- A. 1970*
- B. 1997*
- C. 1999*
- D. 2009*

Did You Know?

**Answer: D. 2009**

Did You Know?

**2. Since the 2010, the City's population is estimated to have grown by how many people (approximately)?**

*A. 5,000*

*B. 15,000*

*C. 25,000*

*D. 35,000*

## Did You Know?

**Answer: C. 25,000**

- College Station's 2010 population was 94,817 and the estimated 2018 population is 119,748.

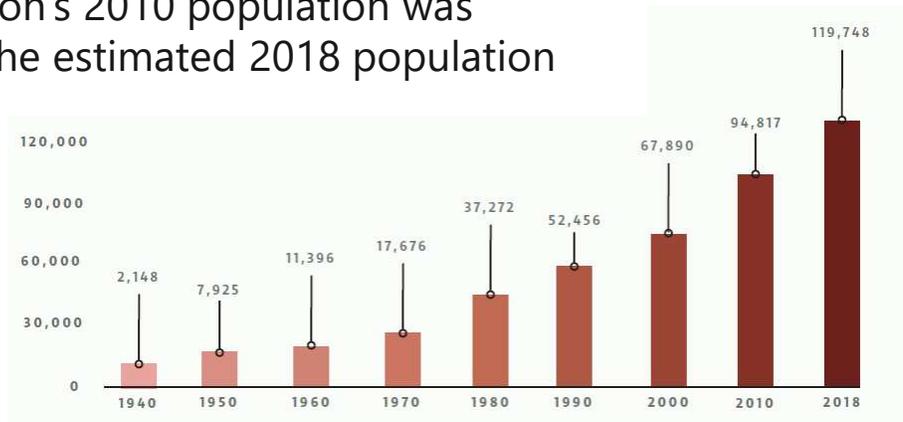
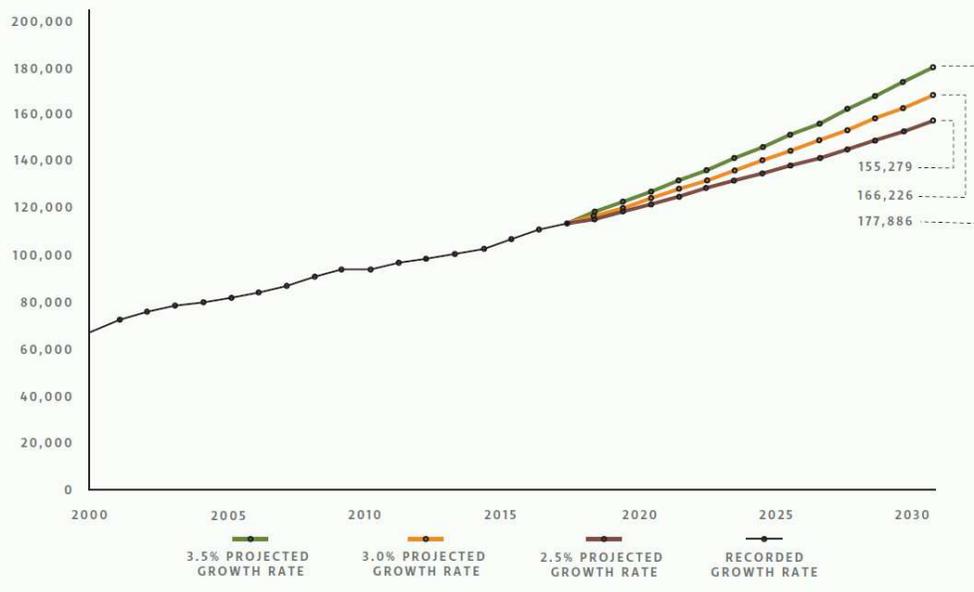


FIG 3.3 - COLLEGE STATION'S PROJECTED POPULATION GROWTH



## Did You Know?

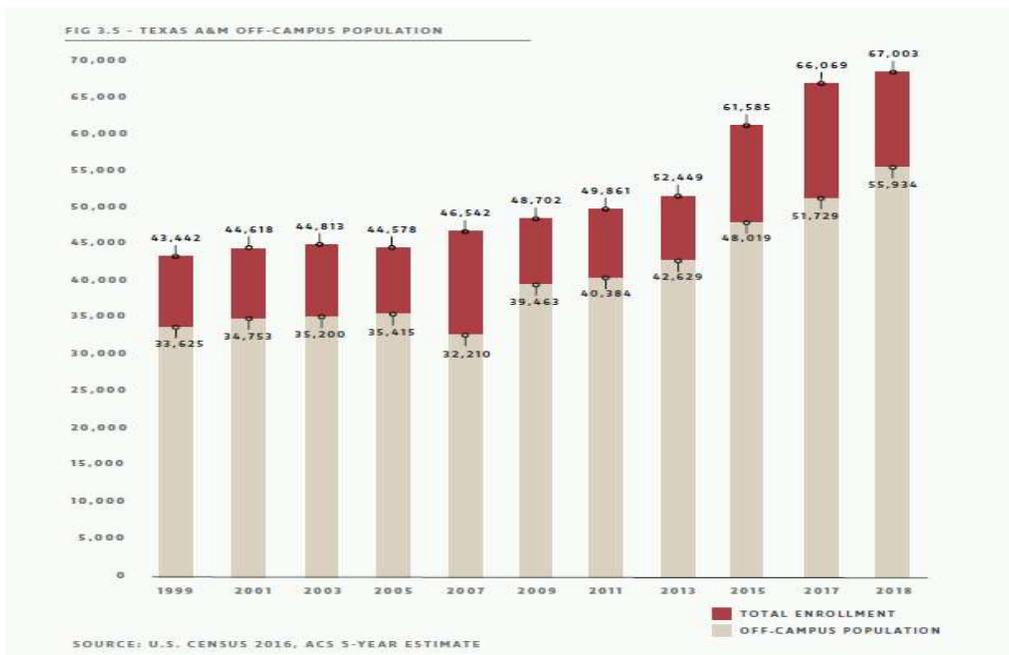
**3. What was the approximate size of Texas A&M's Fall 2018 total student enrollment?**

- A. 53,000*
- B. 57,000*
- C. 63,000*
- D. 67,000*

## Did You Know?

**Answer: D. 67,000**

- Fall 2018 enrollment for Texas A&M's College Station campus was 67,003, a new record. This is over a 25% jump since 2013.



## Did You Know?

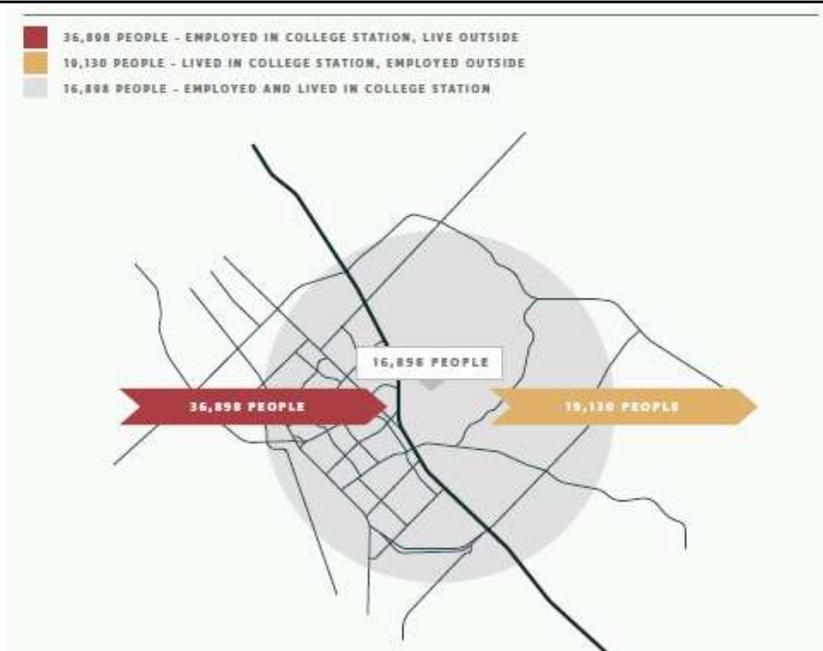
**4. What percentage of College Station's workers live outside of the City and commute into the city to work (approximately)?**

- A. 29%
- B. 49%
- C. 69%
- D. 99%

## Did You Know?

**Answer: C. 69%**

- According to the Census Bureau of the 54,000 employed within College Station, 37,000 lived outside the City limits.



## Did You Know?

### 5. What proportion of the City's land is agricultural or undeveloped today?

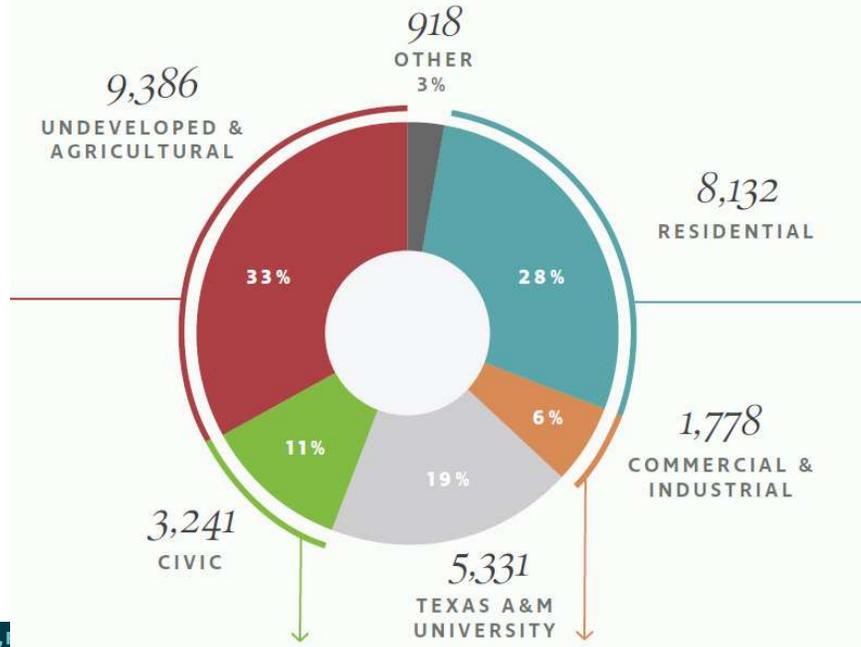
- A. 3%
- B. 13%
- C. 33%
- D. 53%

## Did You Know?

### Answer: **C. 33%**

- Approximately, 9,386 acres of the City are undeveloped or have rural/agricultural uses.

FIG. 5.13 - EXISTING LAND USE ACRES

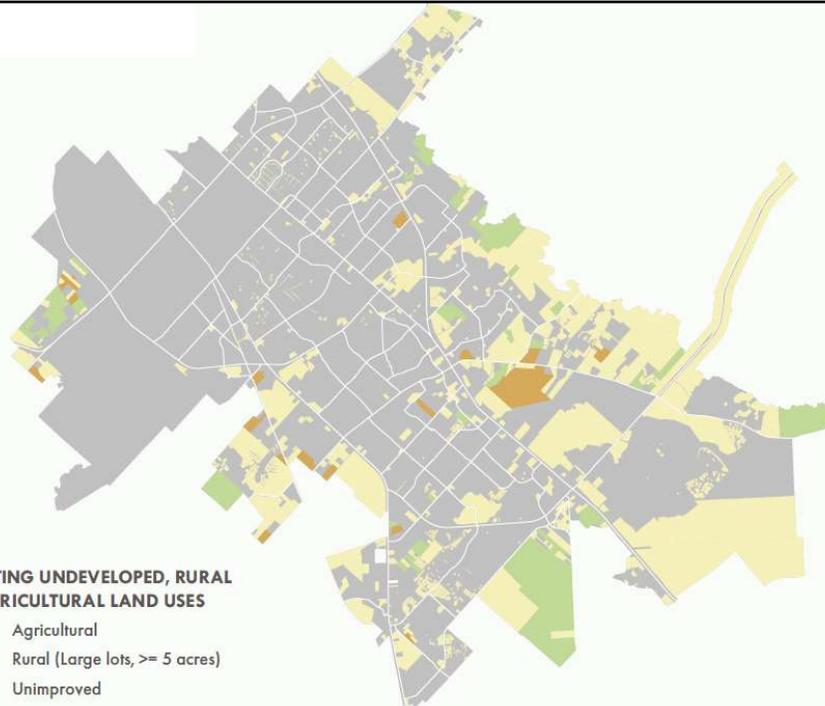


College Station, TX

ManningNEXT

EXISTING UNDEVELOPED, RURAL & AGRICULTURAL LAND USES

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



College Sta

NEXT

## Did You Know?

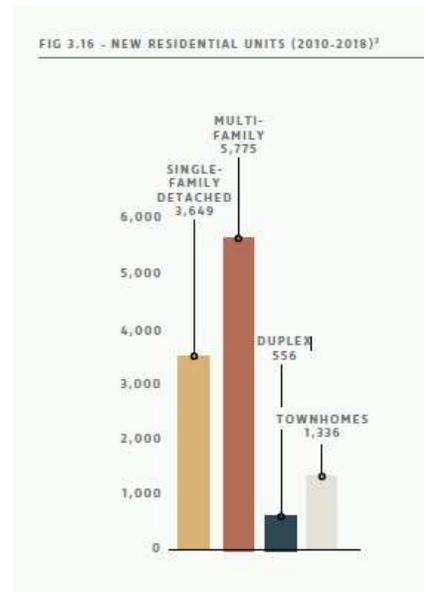
**6. From 2010 to 2018, the City added 4,985 new single family homes. How many multi-family units were constructed in that time?**

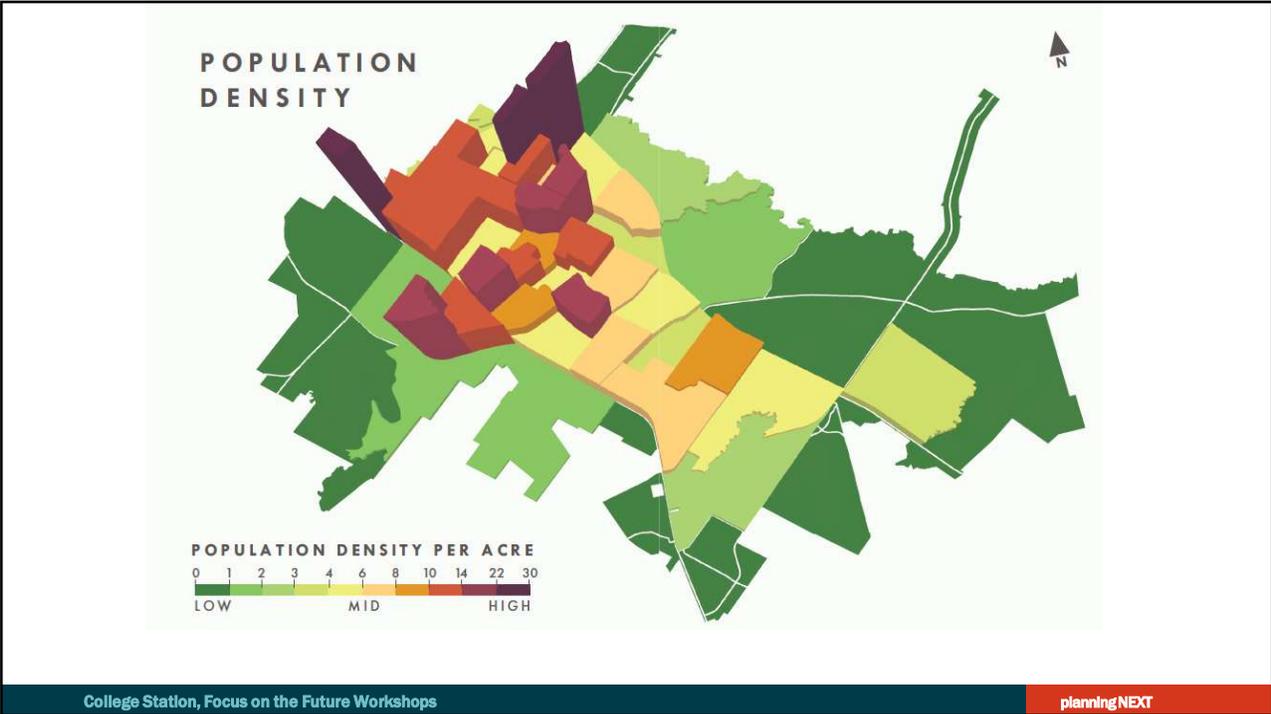
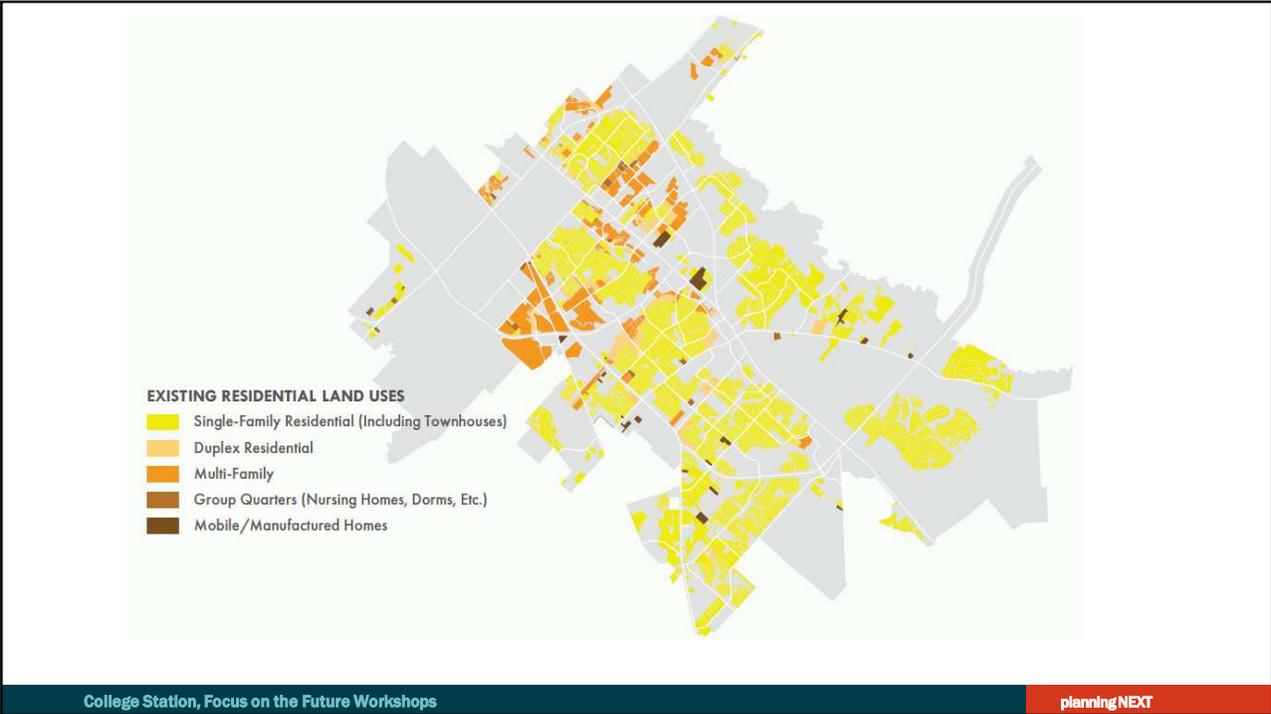
- A. 2,775
- B. 3,775
- C. 4,775
- D. 5,775

## Did You Know?

**Answer: D. 5,775**

- Multi-family dwelling units made up the largest segment of new residential units.





## Did You Know?

**7. Approximately how many jobs have been added to College Station-Bryan area between 2010 and 2018 (Note: Does not include farm jobs)**

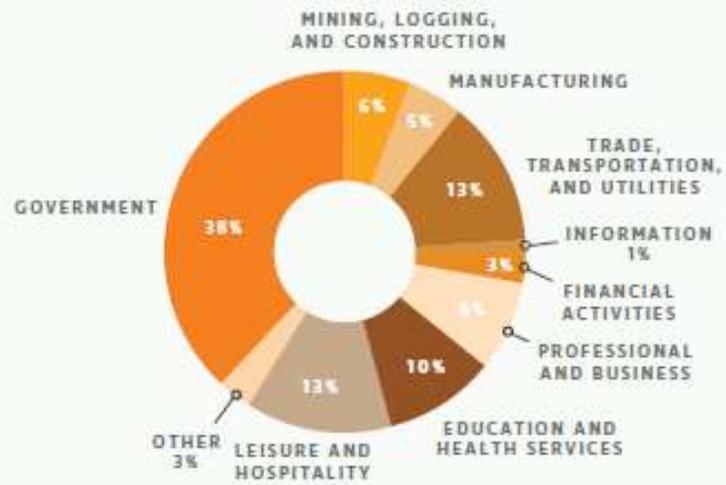
- A. 7,500
- B. 15,000
- C. 23,000
- D. 36,000

## Did You Know?

**Answer: C. 23,000**

- In the BCS area, non-farm employment increased from 101,700 to 124,200 – an increase of 22%.

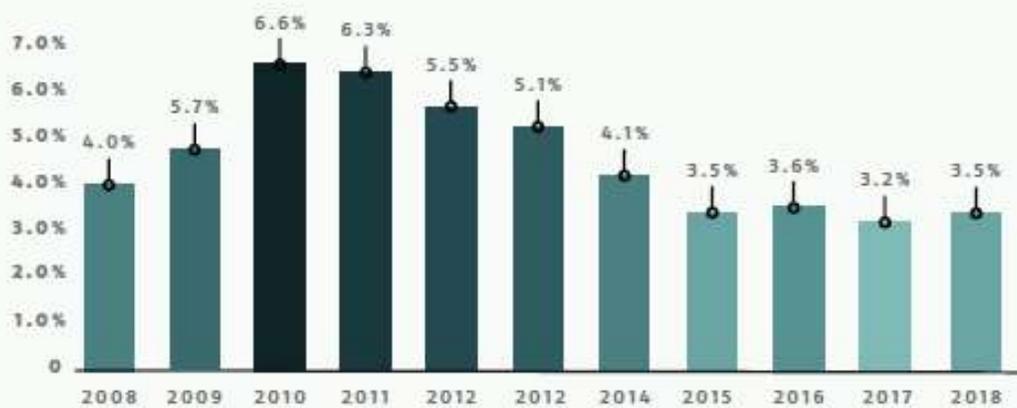
FIG. 4.5 - MSA EMPLOYMENT BY INDUSTRY



SOURCES: TEXAS WORKFORCE COMMISSION, DATA AS OF OCTOBER 2018

## Did You Know?

FIG. 4.6<sup>2</sup> - MSA UNEMPLOYMENT (BY YEAR)



## Did You Know?

**8. In 2018, approximately what percentage of the City's General Fund revenue came from sales taxes?**

- A. 26%
- B. 36%
- C. 56%
- D. 76%

## Did You Know?

**Answer: B. 36%**

- Approximately one-third of the City's General Fund Revenues are derived from Sales Tax.

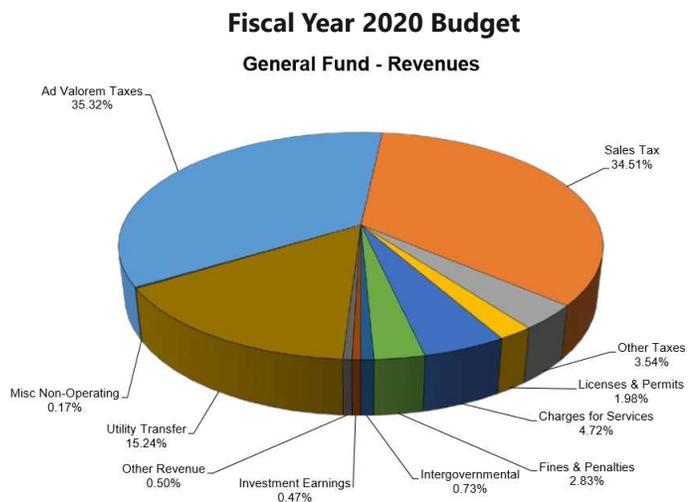
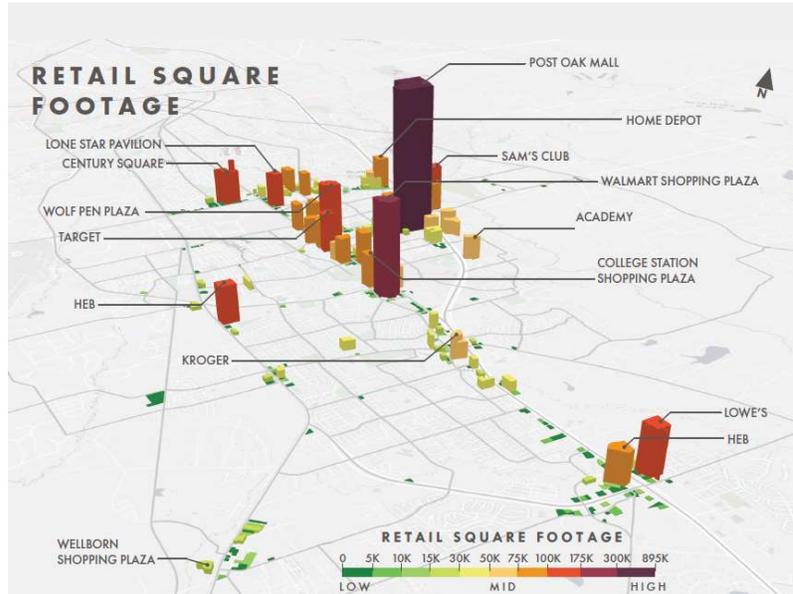


FIG. 4.20 - 2017 TAXABLE SALES BY CATEGORY (IN MILLIONS)



## Did You Know?

### 9. In the Citizen Survey, what was the most commonly mentioned challenge?

- A. Managing traffic congestion
- B. Attracting businesses and jobs
- C. Creating more things to do
- D. Creating biking / walking facilities

Did You Know?

Answer: **A. Managing traffic congestion**

### Conclusions – Top Candidates for Improvement

**Manage Traffic Congestion**  
(GAP 74%, Importance Rank #2)



**Maintaining Streets/Roads**  
(GAP 50%, Importance Rank #4)



**Attracting businesses and jobs**  
(GAP 20%, Importance Rank #5)



**Biking/walking facilities**  
(GAP 24%, Importance Rank #6)



**Programs to retain and support existing businesses**  
(GAP 44%, Importance Rank #9)



## Did You Know?

**10. In the Citizen Survey, what types of land uses did people say should be most encouraged in the future?**

- A. Affordable single family housing*
- B. Mixed-use, master planned, places (office, retail, housing)*
- C. Parks, trails, recreational facilities*
- D. Student housing*

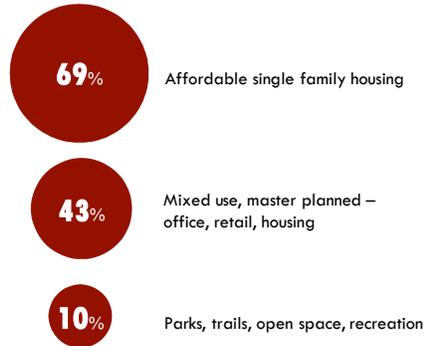
## Did You Know?

**Answer: A. Affordable single family housing**

- 69% of 2019 Citizen Survey respondents felt that affordable single family housing was the land use that should be most encouraged.

What types of land uses (single-family houses, office, retail, etc.) should be ENCOURAGED?

899 Grouped Responses



54

2019 College Station Citizen Satisfaction Survey conducted by National Service Research (April 2019)

For more facts, visit

 [CSTX.GOV/THENEXT10](https://www.cstx.gov/thenext10)



# Evaluating Existing Plan Goals

## Activity 2

## Existing Comprehensive Plan Goals

**Goal is an intended outcome expressed in simple terms.**

Seven goals, one for each topic area:

- 1. Land Use and Community Character**
- 2. Neighborhood Integrity**
- 3. Economic Development**
- 4. Parks, Greenways and the Arts**
- 5. Transportation**
- 6. Municipal Services and Community Facilities**
- 7. Growth Management and Capacity**

## Activity 2. Evaluating Existing Plan Goals

### Use your individual rating form

1. Individually review the existing goals of the comprehensive plan on your individual form.
2. Rate how well you think the city has been addressing the goals.

**EVALUATING THE EXISTING COMPREHENSIVE PLAN GOALS** ACTIVITY **2**  
INDIVIDUAL SCORECARD

• Please wait for instructions.  
• This score card will be used for individual work, prior to the group activity.

Using the scales below, rate how successful you think the City has been in addressing the existing Comprehensive Plan goals.

**1. Future Land Use and Character**  
*To be a community with strong, unique neighborhoods, protected rural areas, special districts, district corridors, and a protected and enhanced natural environment.*

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

**2. Neighborhood Integrity**  
*To protect the long-term viability and appeal of established neighborhoods.*

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

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

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

 **The Next 10** | *Building the Comprehensive Plan*

## Activity 2. Evaluating Existing Plan Goals

### Group Recording

1. Select any of the goal topics that interest your group
2. Quickly determine an overall group rating for the goal.
3. Discuss and write why your group gave the rating. Be as specific as possible.
4. Repeat

**GROUP RECORDING FORM** ACTIVITY **2**  
FOCUS ON THE FUTURE WORKSHOP

**1. Key Facts**      **2. Check Assumptions**      **3. Mark for Implementation**      **How to Tackle Resistance**

What are the most important facts about the goal? What are the most important facts about the goal? What are the most important facts about the goal? What are the most important facts about the goal?

How successful has the City been in addressing the existing Comprehensive Plan goals...  
For each goal, provide your group's collective rating and describe why.

**1. Future Land Use and Character**  
*To be a community with strong, unique neighborhoods, protected rural areas, special districts, district corridors, and a protected and enhanced natural environment.*

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

Describe why your group gave the goal this rating:  
\_\_\_\_\_  
\_\_\_\_\_

**2. Neighborhood Integrity**  
*To protect the long-term viability and appeal of established neighborhoods.*

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

Describe why your group gave the goal this rating:  
\_\_\_\_\_  
\_\_\_\_\_

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

How well is this goal being addressed today?  
very limited  1  2  3  4  5 very good progress

Describe why your group gave the goal this rating:  
\_\_\_\_\_  
\_\_\_\_\_

 **The Next 10** | *Building the Comprehensive Plan* Submit this form →

## Activity 2. Evaluating Existing Plan Goals

### Select a table recorder

If your group is without a leader, take a minute to nominate one.

### Table recorders will ...

- Record the conversation on prepared form
- Gather feedback and forms for table members
- Turn in results to the Planning Team

College Station, Focus on the Future Workshops

planningNEXT

**5**  
minutes

College Station, Focus on the Future Workshops

planningNEXT

# 1 minute

College Station, Focus on the Future Workshops

planningNEXT



## Opportunity Mapping

### Activity 3

# Activity 3. Opportunity Mapping

Think about places in College Station that are strong today and places that represent opportunities to be different in the future...

## Strong Places ●●●

- Represents conditions you'd like to replicate
- Reflects well on the community
- A place where significant change would NOT be desirable

## Opportunity Places ●●●

- Offers greater potential beyond current condition
- Represents conditions you'd like to see less of
- Intervention needed, perhaps through redevelopment

### OPPORTUNITY MAP

FOCUS ON THE FUTURE WORKSHOP

Use the map to identify places that are strong and places that are opportunities for improvement.

**Strong Place**

- Represents conditions you'd like to replicate
- Reflects well on the community
- A place where significant change would NOT be desirable

**Opportunity Place**

- Offers greater potential beyond current condition
- Represents conditions you'd like to see less of
- Aggressive intervention needed, perhaps through redevelopment

**Step 1: Check supplies**

Check that everyone has a pen and two sets of three dots (green and red). Orient the group by identifying major roadways, landmarks and your current location on the target map.

**Step 2: Wait for instructions**

The workshop facilitator will introduce the activity from the podium before you begin.

**Step 3: Individually identify places on map**

Each participant should use their 3 green dots to identify 3 strong places and 3 red dots to identify 3 areas of opportunity on the map.

**Step 4: Number the dots and label the opportunities**

Use the table below to name and describe each dot or cluster of dots (why they are strong places or opportunity places). Use a marker to write the corresponding number on each dot on the map.

	PLACE NAME	WHY DID YOU MARK THIS PLACE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		
31		

ACTIVITY 3  
Table #:



## Activity 3. Opportunity Mapping

1. Check your supplies
2. Individually mark places on the map with dots (**green for strong, red for opportunity**)
3. Use a marker to number each dot
4. On the map, write in the corresponding numbered space for each dot or group of dots
  - Name the place
  - Explain *why* you marked this place



5

minutes

1

minute



## Next Steps

### Next Steps

- 1. Fill out your exit questionnaire**
- 2. Spread the word about other workshops**
  - *Tomorrow*
    - 11 AM at Municipal Training Facility
    - 7 PM at Forest Ridge Elementary
  - *Wednesday*
    - 7 PM at Oakwood Intermediate School
- 3. Visit [CSTX.GOV/THE NEXT10](https://www.cstx.gov/thenext10)**
  - Open this Thursday through **October 16**
  - Join the email list

