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COLLEGE STATION COMPREHENSIVE PLAN

Kendig Keast Collaborative (KKC) was selected by the City of College Station to lead a multi-firm consultant team to update the community's 1997 Comprehensive Plan. College Station is located approximately 90 miles northwest of Houston in Central Texas, where it is a "twin city" to Bryan, Texas, and is perhaps best known as the home of Texas A&M University. College Station's population surpassed the 90,000 mark in 2009.

The new plan was prepared through a two-phase process. Phase 1, which was completed in Fall 2007, remained at the "big picture" Vision and Goals level while engaging the community about basic concerns and priorities for College Station's near- and long-term future. A fundamental challenge facing the City is the extent of development occurring outside the city limits in the extra-territorial jurisdiction (ETJ), primarily to the south in the vicinity of the State Highway 6 corridor.

This trend is raising concerns about potential "sprawl" outcomes. Early in the Comprehensive Plan effort, the City engaged KKC in an Additional Services contract to provide immediate guidance on growth management policy options and tools available within the Texas statutory framework, which does not provide for zoning regulations outside municipal limits and provides very minimal regulatory authority to counties.



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Through Phase 1, KKC facilitated a series of focus group sessions over two days that quickly involved more than 150 residents at the project outset; a Citizens Congress event that attracted more than 400 individuals to learn about the plan update process and participate in break-out sessions on Land Use and Community Character, Transportation, and Economic Development; and several initial meetings of a City-appointed Comprehensive Plan Advisory Committee, comprised of some 45 individuals representing neighborhoods, businesses, public agencies, and community organizations. A community survey distributed to all residents through the City's monthly utility billing provided another opportunity for citizen input regarding key planning issues.

In Phase 2, City staff and KKC personnel jointly prepared the draft plan sections, which were then refined through review and feedback from the Comprehensive Plan Advisory Committee, a series of workshops with the Planning & Zoning Commission and City Council, and two Community Open House events for residents. The new plan emphasizes well-managed growth, protection of community and neighborhood character, context-sensitive roadway design, transit-supportive development patterns along key corridors, and continued extension of a City-wide greenways network. The plan was unanimously adopted by City Council in May 2009. City staff are proceeding with targeted neighborhood and special area planning based on the Comprehensive Plan.