

Midtown Area Community Engagement Summary Report

City of College Station – Planning & Development Services
November 18, 2025, Community Workshop

Introduction & Purpose

The City of College Station hosted a community workshop on November 18, 2025, to gather public input on the future of the Midtown Area and the adjacent Business Center area. The purpose of the engagement was to understand community priorities related to land use, public investment, recreation, connectivity, and neighborhood compatibility as the City evaluates long-term planning options and economic development opportunities for Midtown.

Participants were invited to share ideas, concerns, and preferences through interactive mapping exercises, direct conversations with staff, and written comments. The input summarized in this report will inform future efforts and help shape potential policy directions for the Midtown area.

Engagement Overview

Event Details

- Date: Tuesday, November 18, 2025
- Location: City Hall Council Chambers
- Format: Open-house workshop with mapping exercise
- Approximately 75 Participants: Community members, neighborhood residents, business owners, and City staff

The workshop included:

- A brief introduction and background presentation
- Informational stations staffed by City departments (planning, parks, transportation, economic development) and one station staffed by the private developer of Midtown City Center/Midtown Reserve
- An interactive mapping exercise allowing participants to draw, write, and annotate their ideas directly on maps
- Written comment cards and informal discussion opportunities

Mapping Exercise

Community input collected through the November 18, 2025, workshop included a robust interactive mapping exercise. Participants were invited to draw, annotate, and comment

directly on large-format (11"x17") maps of the Midtown Area and the Business Center Area, identifying preferred land uses, desired public investments (e.g., roads, trails, signage, parks), and locations of concern or opportunity. This exercise encouraged spatial thinking and allowed participants to visually express preferences and tradeoffs rather than relying solely on written or verbal feedback.

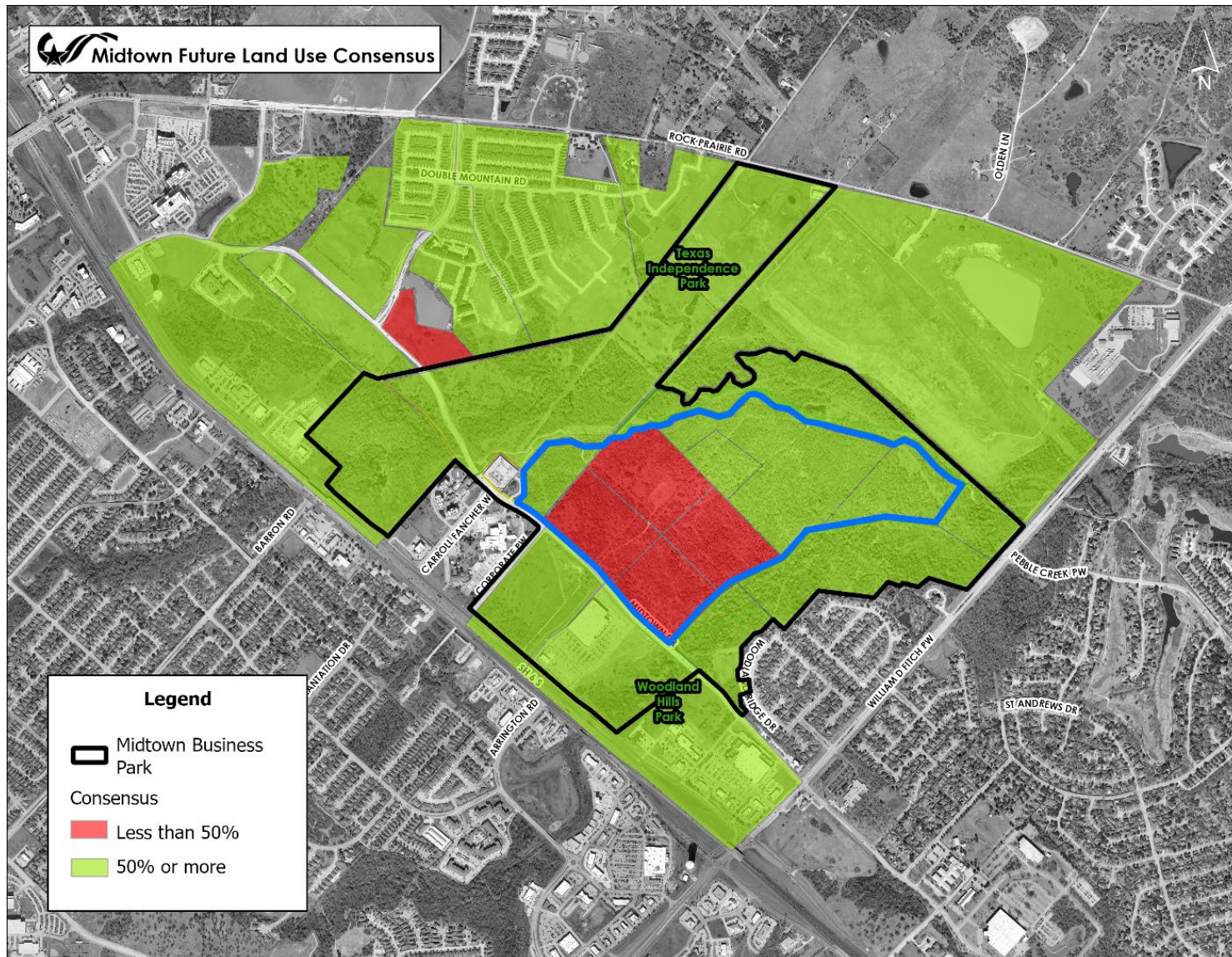
Summary of Community Input – Map-Based Analysis

This section summarizes the synthesized results of those map-based inputs and explains how the information was analyzed and interpreted. We received 32 total annotated maps, 82 map comments, 43 written comment cards and a (1) feedback presentation. Rather than presenting individual comments, the maps in this report highlight spatial patterns, areas of alignment, and locations of differing priorities across participants.

Midtown Future Land Use Consensus Map

The Future Land Use Consensus Map illustrates where participants generally agreed or disagreed on future land use direction. Green represents areas where at least half of participants proposed the same or similar future land use. Red areas represent where less than 50% consensus exists, identifying areas where proposals were more varied, indicating lower agreement.

Most of Midtown shows strong consensus. Much of the area is shaded green, indicating that participants largely aligned on broad land use direction. Low-consensus areas are limited and concentrated, suggesting that disagreement is localized and not systemic. The disagreement areas concentrated along Midtown Drive within the Business Center area and Northwest of the Midtown Drive and Town Lake Drive intersection. These locations reflect areas where multiple legitimate planning objectives may overlap, such as recreation, development, buffering, and access.



Midtown Future Land Use Level of Conflict Map

The Future Land Use Level of Conflict Map provides additional detail by showing the degree of variation in land use proposals for each area.

This map shows how much disagreement exists, measured by the number of different Future Land Use (FLU) categories proposed for each area:

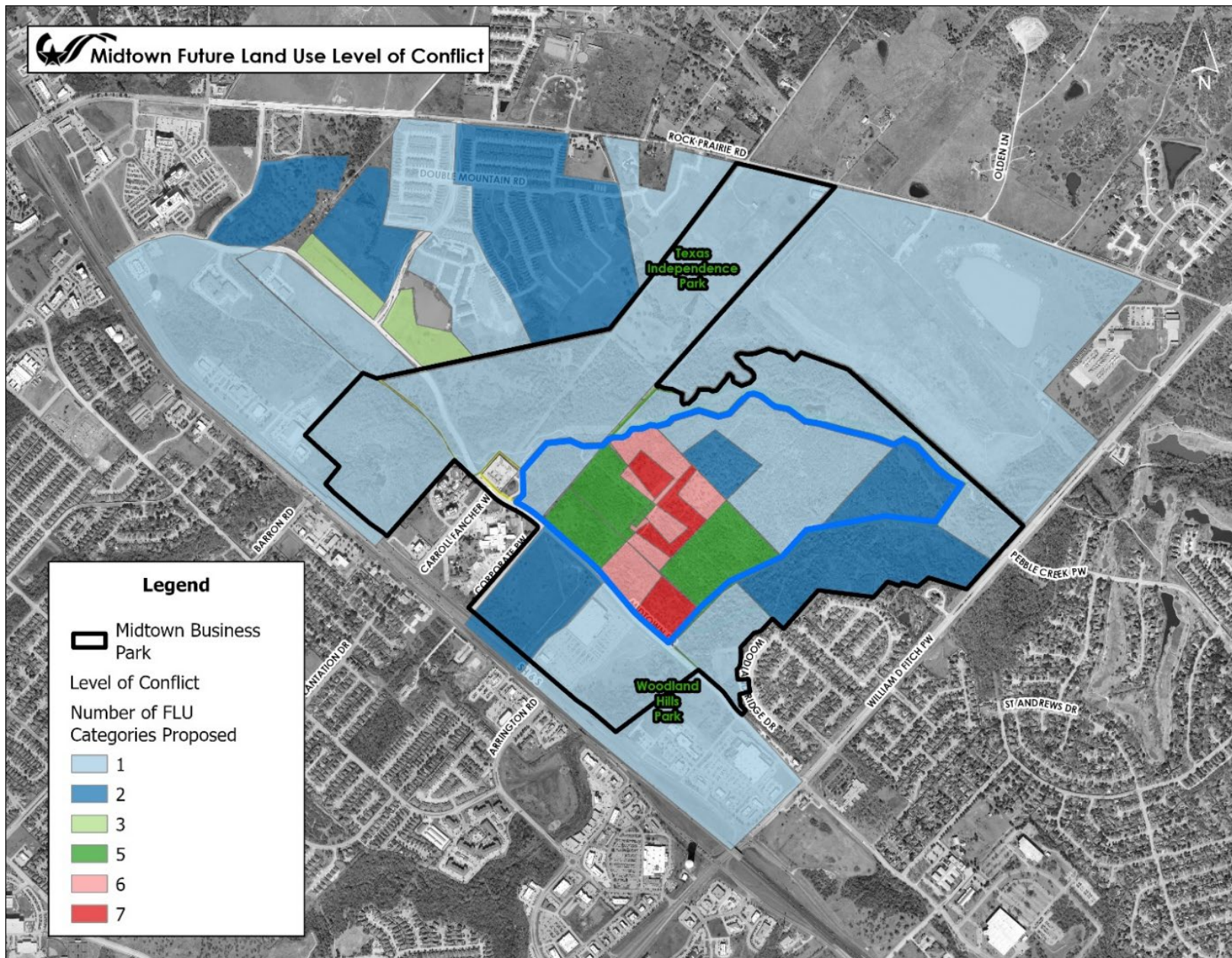
- Light blue (1 category): Very low conflict, strong alignment
- Darker blues/greens (2–5 categories): Moderate variation
- Red (6–7 categories): High conflict, many competing ideas

Low conflict dominates most of the area. Large portions of Midtown show only one or two proposed FLU categories, reinforcing that community preferences are relatively stable. High conflict is concentrated, not widespread. The highest conflict areas occur in the Business Center area, specifically the edge location along Midtown Drive and the middle interior of that area.

These conflict areas reflect competing priorities among residents such as:

- Recreation vs. development
- Neighborhood buffering vs. high intensity uses
- Baseball fields vs. green space protection

Disagreement is situational and place-specific, not widespread. Areas of conflict correspond to locations where multiple valid community goals intersect.



Midtown Future Land Use Proposed – Full Consensus Map

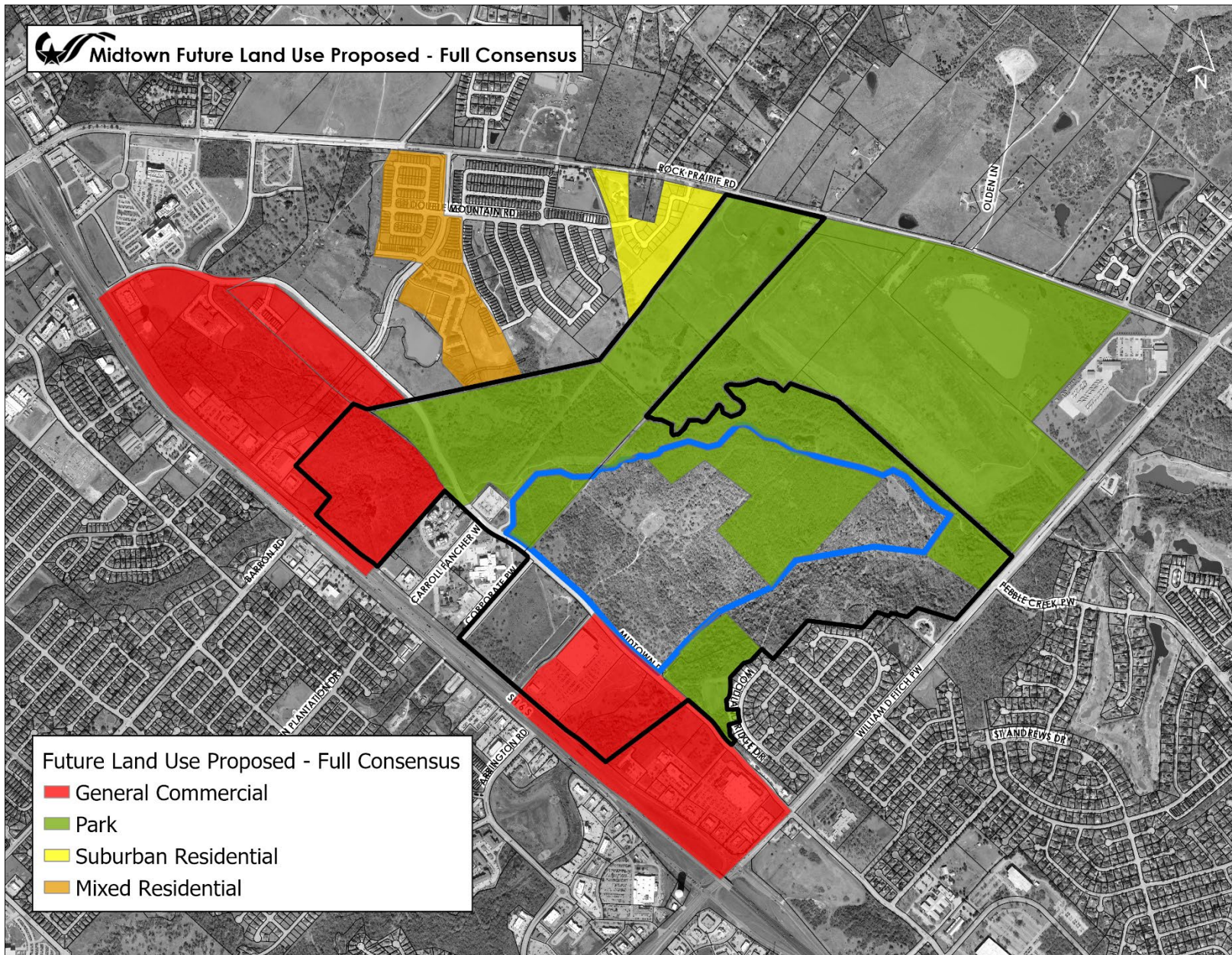
The Full Consensus Map shows areas where unanimous agreement was expressed.

The legend shows:

- Red – Commercial: Concentrated along major roadways and existing commercial corridors.
- Green – Park: Large, contiguous areas identified for recreation, open space, and preservation.
- Yellow – Suburban: Transitional residential areas, generally near existing neighborhoods.
- Orange – Mixed Residential: Targeted areas where a blend of residential uses is appropriate.

Large, uninterrupted areas of full consensus are associated with park and recreation uses, underscoring the strength of community support for open space and amenities. General commercial uses are clearly location-specific and align with major roadways and existing development patterns. Mixed residential uses appear only in limited areas, suggesting support when appropriately located rather than broadly distributed. Suburban land uses frequently function as buffers between higher-intensity uses and established neighborhoods.

Where full consensus exists, community preferences are clear, context-aware, and strongly oriented toward recreation, buffering, and corridor-based development.

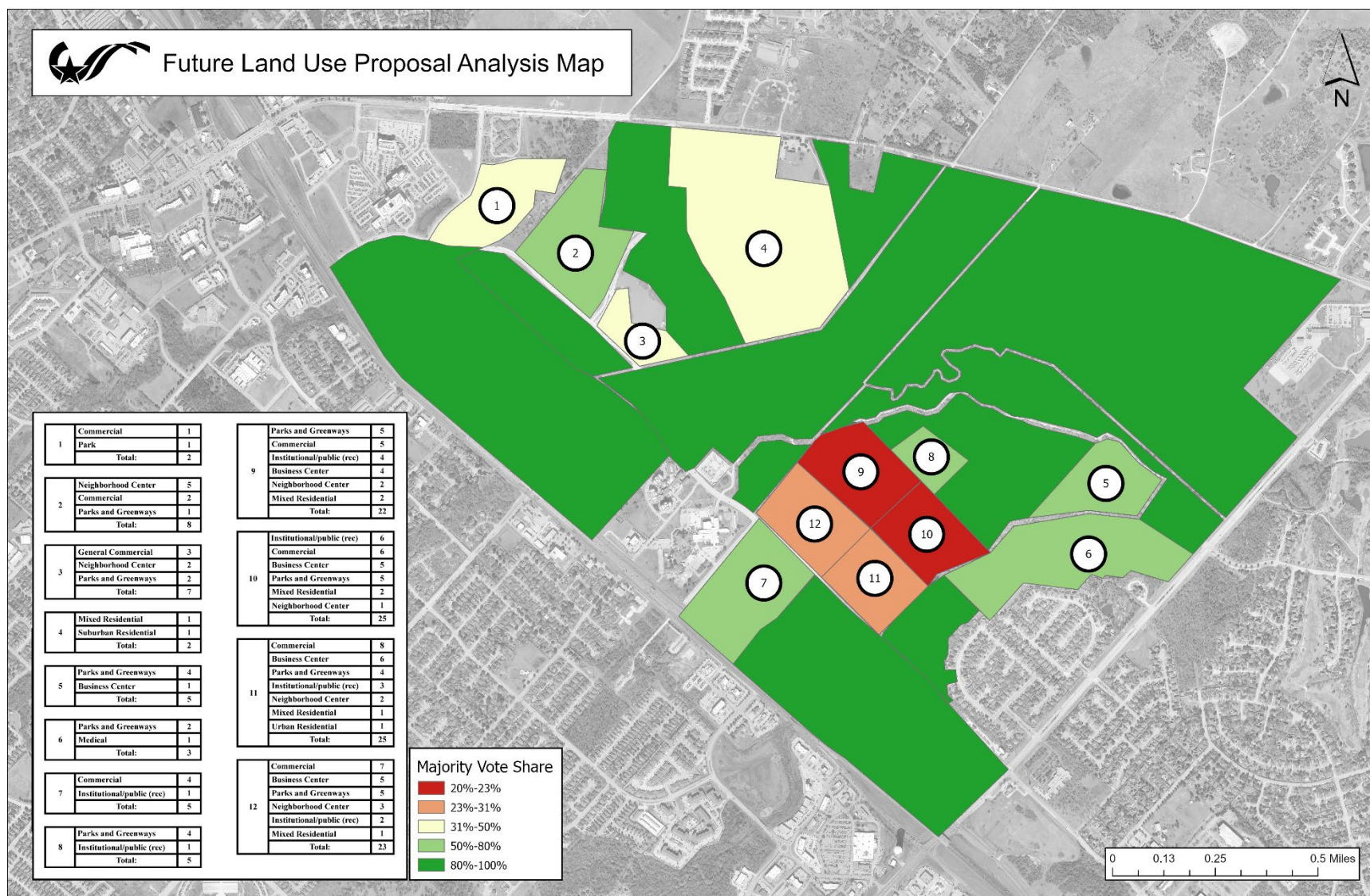


Midtown Future Land Use Proposal Voting Map

The Proposal Voting Map reflects how frequently specific land use proposals were selected in each area. This map highlights areas that received repeated, reinforcing input rather than isolated suggestions. Higher concentrations of similar proposals indicate areas where participants consistently identified preferred outcomes. These patterns align closely with the consensus and conflict maps, reinforcing the reliability of the synthesized results.

Area Number	Land Use Category	Number of Votes
1	Commercial	1
	Park	1
	Total	2
2	Neighborhood Center	5
	Commercial	2
	Parks & Greenways	1
	Total	8
3	General Commercial	3
	Neighborhood Center	2
	Parks & Greenways	2
	Total	7
4	Mixed Residential	1
	Suburban Residential	1
	Total	2
5	Parks & Greenways	4
	Business Center	1
	Total:	5
6	Parks & Greenways	2
	Medical	1
	Total	3
7	Commercial	4
	Institutional/public	1
	Total	5
8	Parks & Greenways	4
	Institutional/public	1
	Total	5

Area Number	Land Use Category	Number of Votes
9	Parks & Greenways	5
	Commercial	5
	Institutional/public	4
	Business Center	4
	Neighborhood Center	2
	Mixed Residential	2
	Total	22
10	Institutional/public	6
	Commercial	6
	Business Center	5
	Parks & Greenways	5
	Mixed Residential	2
	Neighborhood Center	1
	Total	25
11	Commercial	8
	Business Center	6
	Parks & Greenways	4
	Institutional/public	3
	Neighborhood Center	2
	Mixed Residential	1
	Urban Residential	1
	Total	25
12	Commercial	7
	Business Center	5
	Parks & Greenways	5
	Neighborhood Center	3
	Institutional/public	2
	Mixed Residential	1
	Total	23



Midtown Signage and Infrastructure Proposal Map

The Signage and Infrastructure Map captures proposed locations for public investment, including:

- Gateway and wayfinding signage
- Trail and pedestrian connections
- Road extensions and access improvements

Participants consistently identified the need for:

- Clear Midtown identity and signage, particularly along major corridors
- Improved trail connectivity between neighborhoods, Texas Independence Park, and the Business Center
- Strategic road improvements that enhance access without encouraging neighborhood cut-through traffic

Proposed infrastructure investments frequently align with areas identified as opportunity zones, reinforcing the relationship between land use, access, and placemaking.

Community members see infrastructure and signage as essential tools for shaping Midtown's identity, connectivity, and functionality.

Key Themes & Findings

Recreation and Parks: A Top Priority

Recreation emerged as the strongest and most consistent theme across all input.

Community members expressed strong interest in:

- A recreation center serving families, youth, and multiple age groups
- Expanded park amenities, including courts, playgrounds, and flexible open space
- Improved trail connections linking neighborhoods, Texas Independence Park, and the Business Center

Many participants emphasized the value of centrally located recreational amenities that reduce travel time and provide affordable options for local families.

Preservation of Wooded Areas and Buffers

Protection of existing wooded areas was one of the most clearly articulated priorities.

Participants repeatedly requested:

- Preservation of trees and natural areas
- Strong landscape buffers between development and existing neighborhoods
- Consideration of nature preserves or greenway corridors, particularly along neighborhood edges

This theme was closely tied to concerns about neighborhood compatibility, environmental quality, and long-term livability.

Baseball Fields: Supported with a Focus on “Where and How?”

Baseball fields generated the most debate among participants. While the existence of baseball fields in the area is generally supported, there was broad discussion that location and buffering matter significantly.

Input reflected two primary perspectives:

- Support for consolidating or relocating baseball fields into a dedicated sports complex within the interior portion of the business center site to allow for appropriate buffers and transitions to adjacent existing neighborhoods
- Strong opposition to baseball fields directly adjacent to existing homes, citing concerns about noise, lighting, traffic, and tournament activity

Connectivity and Mobility

Participants consistently highlighted the need for improved connectivity, with a strong emphasis on pedestrian and bicycle safety.

Common requests included:

- Safe bike and pedestrian crossings
- Trail connections between Midtown neighborhoods, parks, and activity centers
- Traffic calming near residential areas
- Caution against creating new vehicle cut-through routes through neighborhoods

Overall, the community supported connectivity improvements that prioritize safety and multimodal access.

Land Use Preferences

Community members expressed support for a balanced mix of uses, with location-sensitive placement.

Key preferences included:

- Mixed-use and neighborhood-serving commercial along Midtown Drive and SH 6
- Restaurants, coffee shops, and local retail rather than large, big-box uses
- Medical and employment uses compatible with nearby healthcare facilities
- Limited, context-sensitive residential development with appropriate transitions and buffers

Participants emphasized that land use decisions should respect existing neighborhoods while allowing Midtown to evolve as a distinct destination.

Neighborhood Compatibility

Neighborhood compatibility functioned as a core filter for evaluating all proposed ideas.

Repeated concerns included:

- Avoiding incompatible uses next to single-family neighborhoods
- Preventing excessive traffic impacts
- Preserving neighborhood character through buffering, building transitions, and thoughtful site design

This theme cut across recreation, land use, and transportation discussions.

Opportunity Areas Identified

Based on recurring map markings and comments, several opportunity areas consistently emerged:

- Midtown Drive Corridor: Potential spine for walkable mixed-use and neighborhood-serving commercial
- SH 6 Frontage: Appropriate location for higher-intensity commercial or employment uses

- Business Center Interior: Opportunity for recreation facilities, sports complexes, or civic anchors
- Texas Independence Park Interface: Expansion of trails, recreation, and park connectivity

These areas reflect where participants see the greatest potential for coordinated investment and placemaking.

SH 6 Frontage	<i>Commercial / employment / medical</i>
Midtown Drive Corridor	<i>Walkable mixed-use spine</i>
Business Center Interior	<i>Recreation + civic anchor opportunity</i>
Texas Independence Park Interface	<i>Expanded parks & trail connections</i>
Woodland Hills Edge	<i>Preserved buffer / greenway</i>

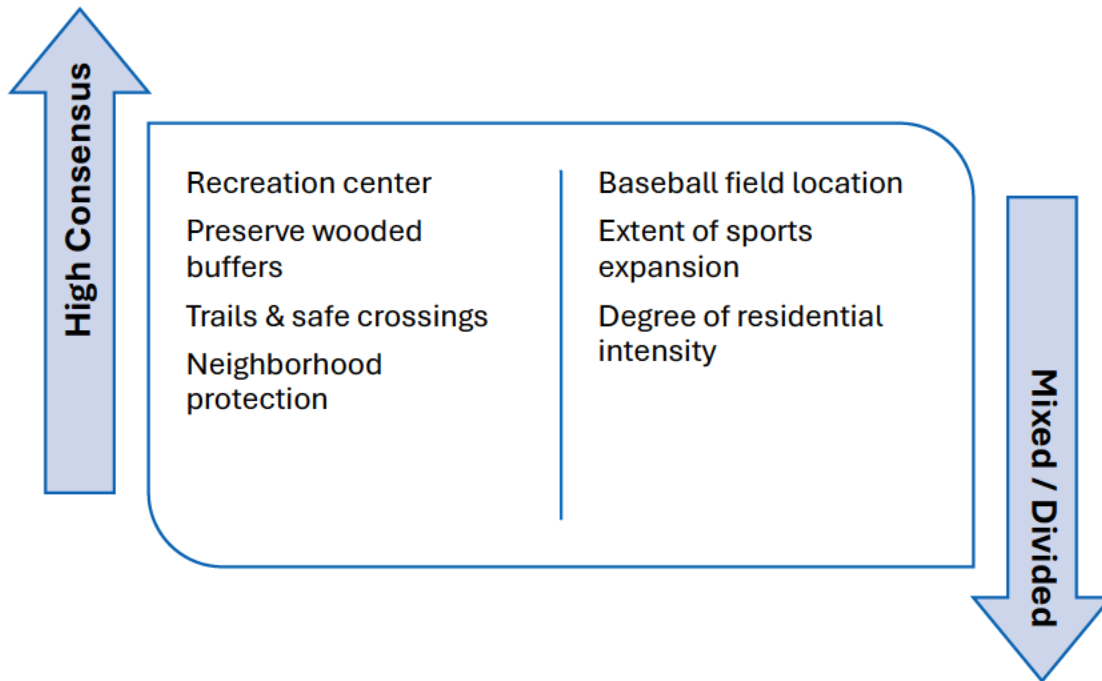
Participants consistently identified specific corridors and edges as appropriate for different roles.

Overall Takeaways

The Midtown engagement revealed a community that is:

- Highly supportive of recreation and park investment
- Strongly protective of neighborhoods and natural areas
- Open to growth when it is well-located, buffered, and thoughtfully designed
- Interested in making Midtown a distinct, connected, and family-friendly destination

While some topics, particularly baseball field location, generated differing opinions, there was clear alignment around principles: compatibility, connectivity, preservation, and quality of life.



The debate was not whether baseball belongs in Midtown, but where and how it relates to nearby neighborhoods.

Next Steps

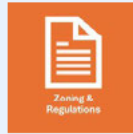
The feedback summarized in this report will be used to:

- Inform future planning and policy discussions
- Evaluate potential land use and infrastructure scenarios
- Identify areas for further technical analysis or targeted outreach

Additional engagement opportunities may be pursued as planning efforts advance and more detailed concepts are developed.

Appendix

Workshop Materials



Mapping Exercise

Take a Map and Give us your Input!

Instructions: Grab a map and tell us what you envision for the Midtown Area. Draw, write, and design as you see fit!

Prompts:

1. What types of land uses do you want to see?
2. What do you want to see the City invest in (e.g., signs, roads, etc.)?
3. Where should those investments go?

Additional poster resources and references are provided on the back and side walls, and staff is available to answer questions.

Suggested Color Key	
Land Use Category	Color
Business Center	Purple
General Commercial	Red
Institutional/Public	Grey
Medical	Blue
Mixed Residential	Orange
Parks & Greenways	Green
Neighborhood Center	Brown
Neighborhood Commercial	Pink
Suburban Residential	Yellow
Urban Residential	Black

Suggested Symbols

 = Signage

 = Infrastructure

COLLEGE STATION MIDTOWN COMMUNITY WORKSHOP



**TUESDAY, NOV. 18
6 P.M.**

CITY HALL COUNCIL CHAMBERS

Share your ideas and help guide the future of the
Midtown area and the City's 200-acre parcel.



Mapping Exercise

The workshop will begin with an introduction to the area, covering its history, vision, and next steps. Afterwards, the mapping exercise will open, and multiple topic tables will be available for Q&A.

Instructions: Grab a map and tell us what you envision for the Midtown Area. Draw, write, and design what you would like to see!

Prompts:

1. What types of land uses do you want to see?
2. What do you want to see the City invest in (e.g., signs, roads, etc.)?
3. Where should those investments go?

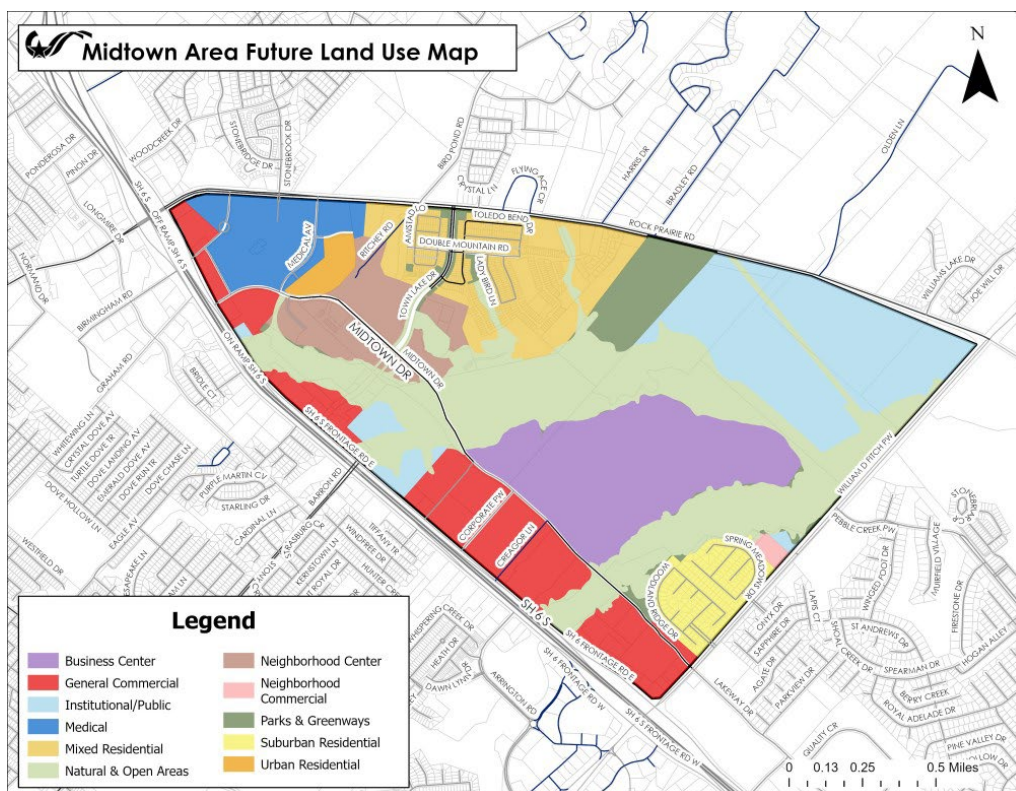
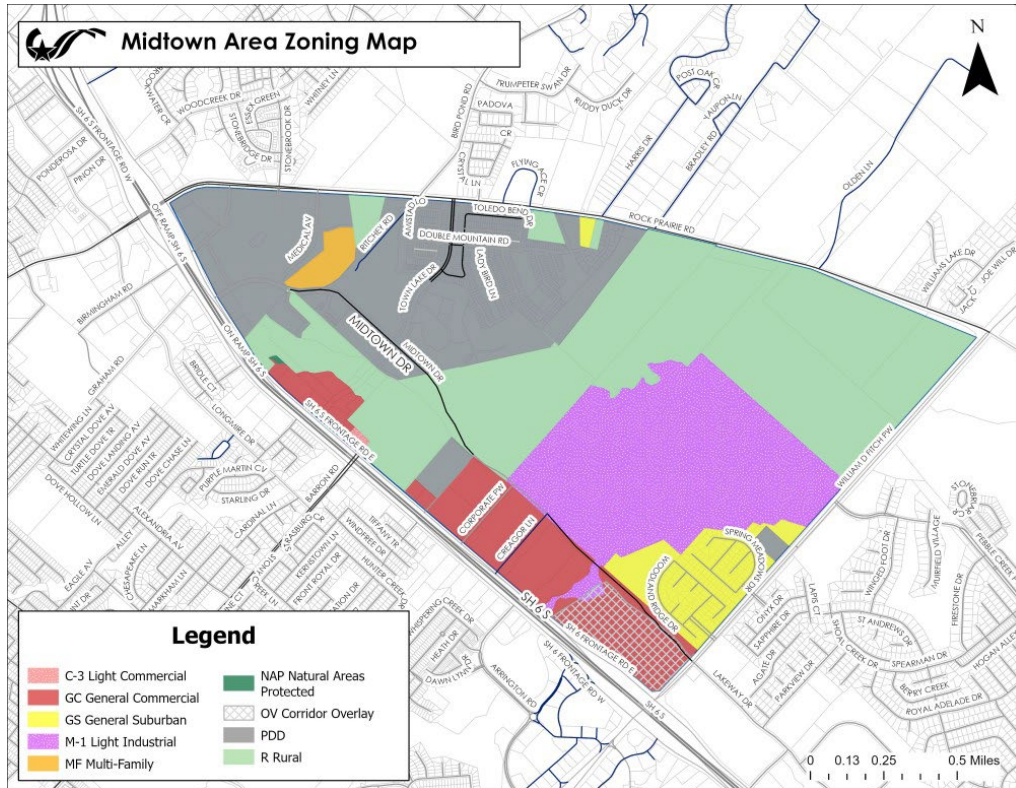
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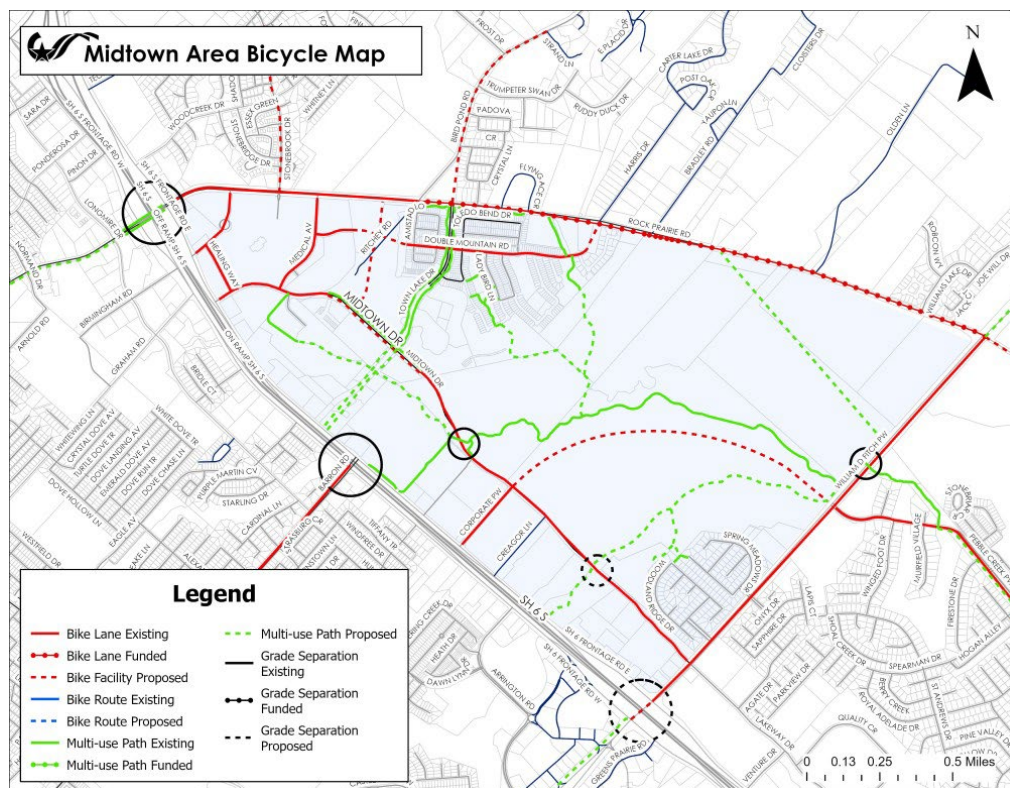
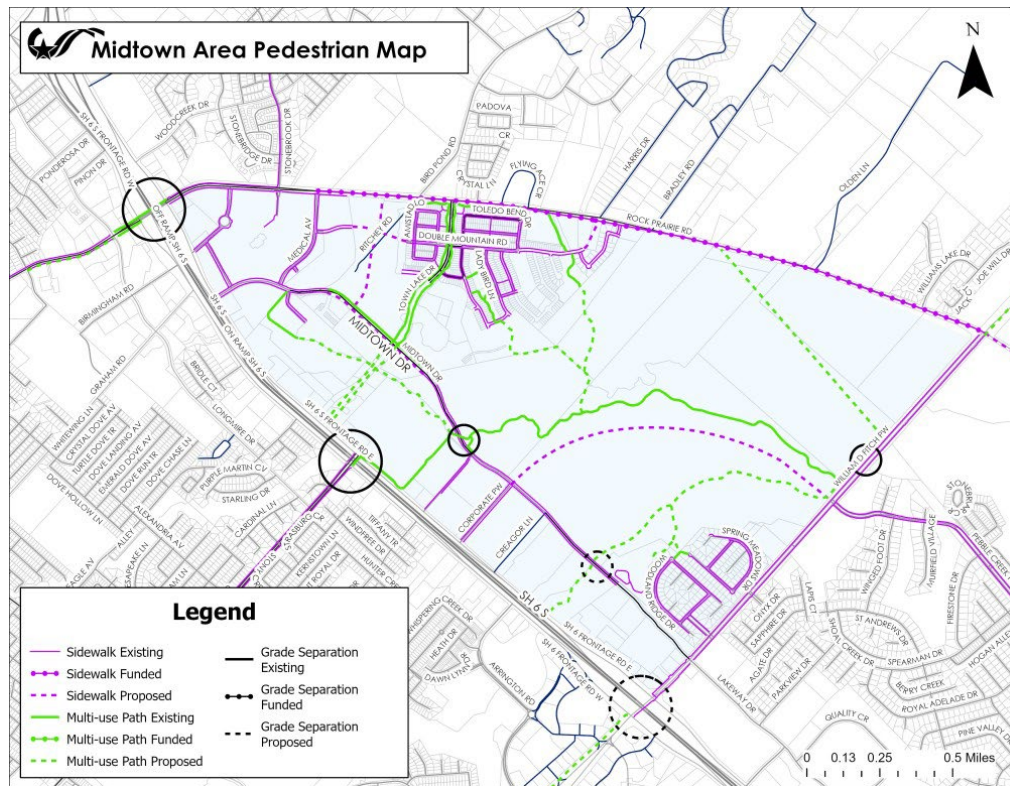
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Suggested Symbols

 = Signage

 = Infrastructure





Additional Resources

COMPREHENSIVE PLAN



PLANNING & DEVELOPMENT SERVICES



UNIFIED DEVELOPMENT ORDINANCE



PLANNING & DEVELOPMENT GIS MAP



DEVELOPMENT REGULATIONS



CITY OF COLLEGE STATION



CITY OF COLLEGE STATION
*Home of Texas A&M University**

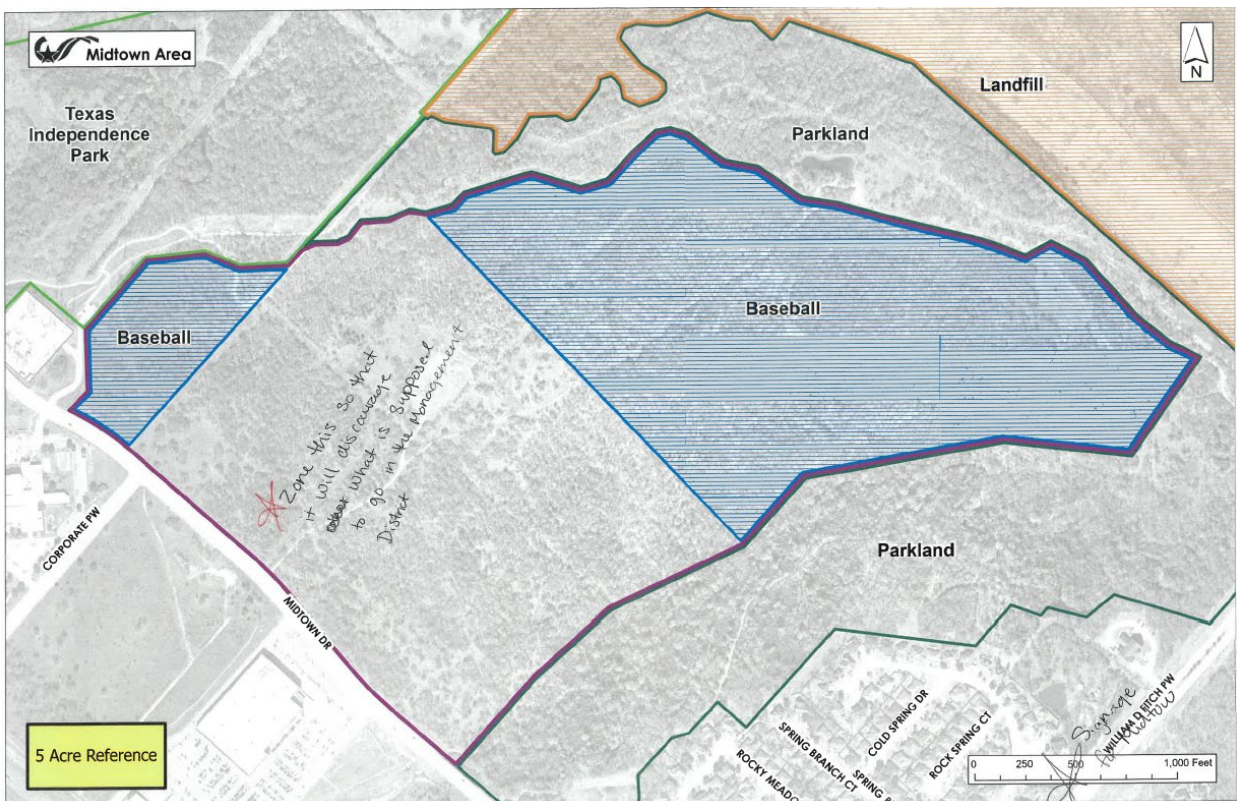
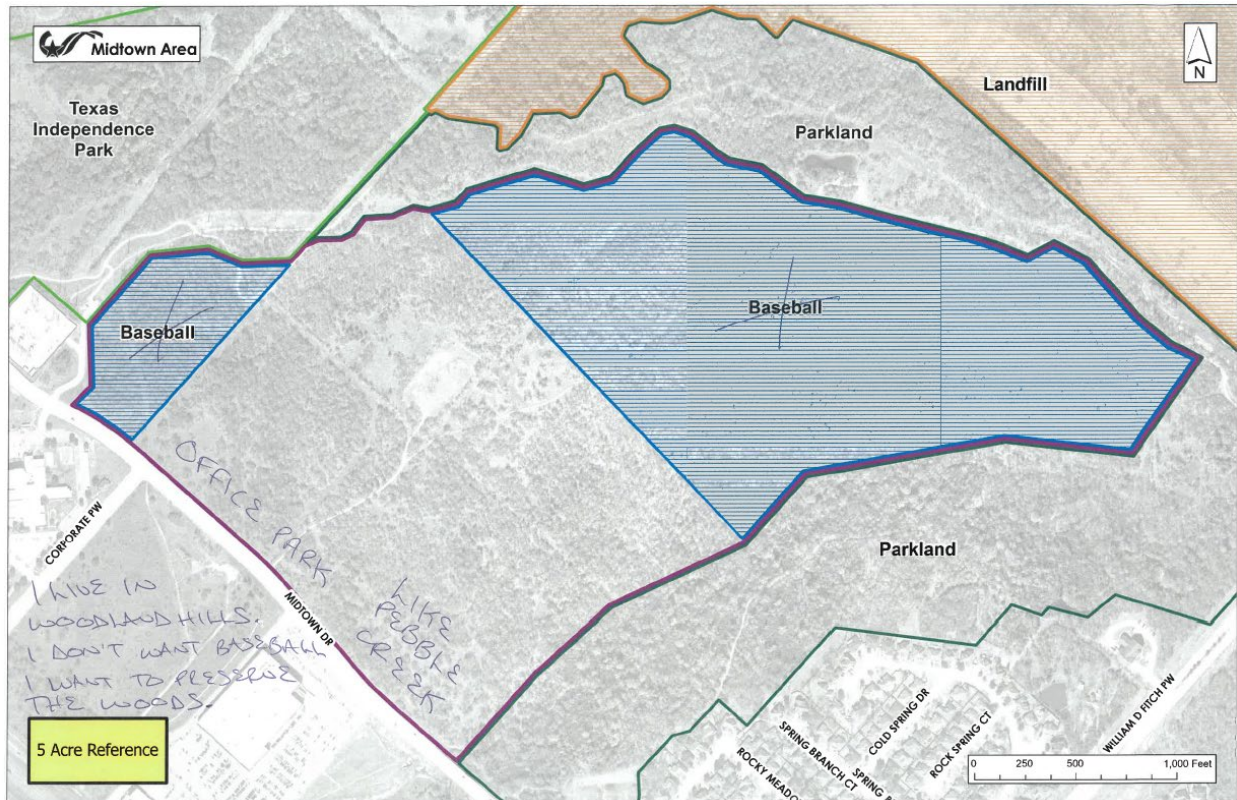
Comments

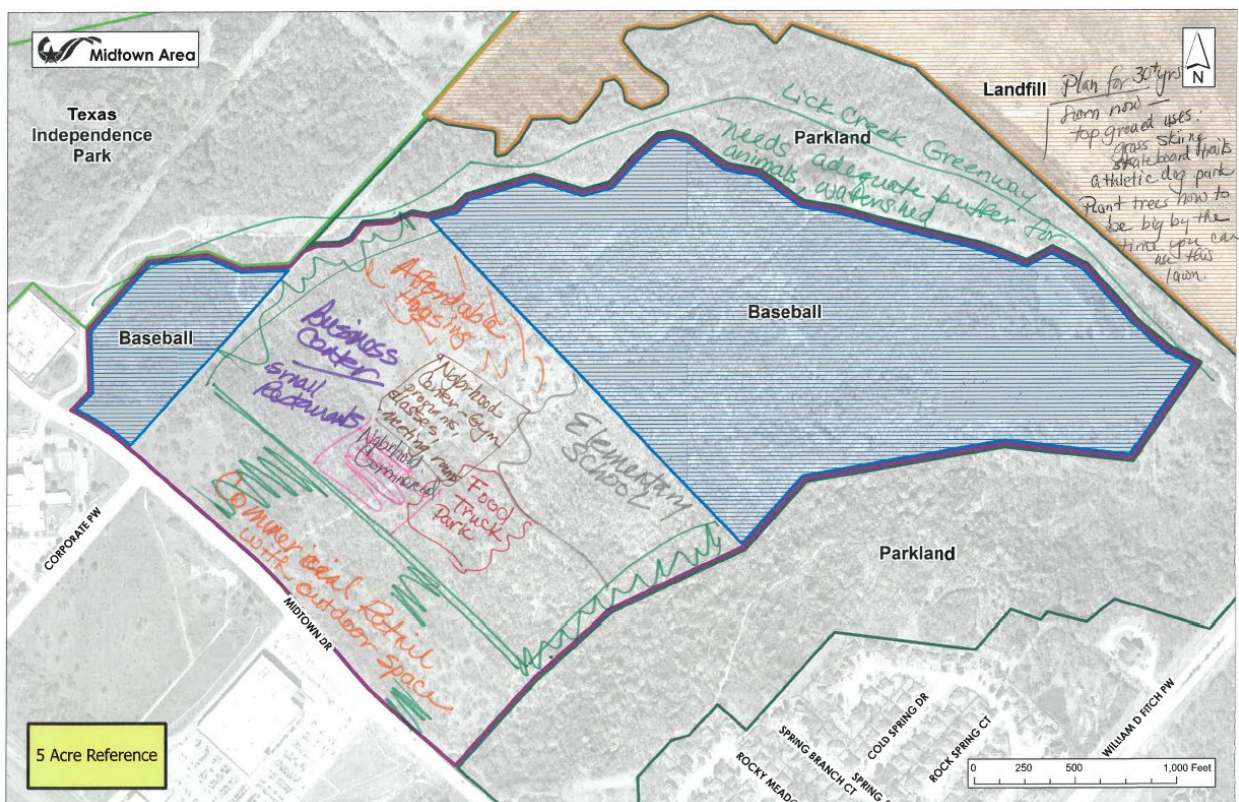
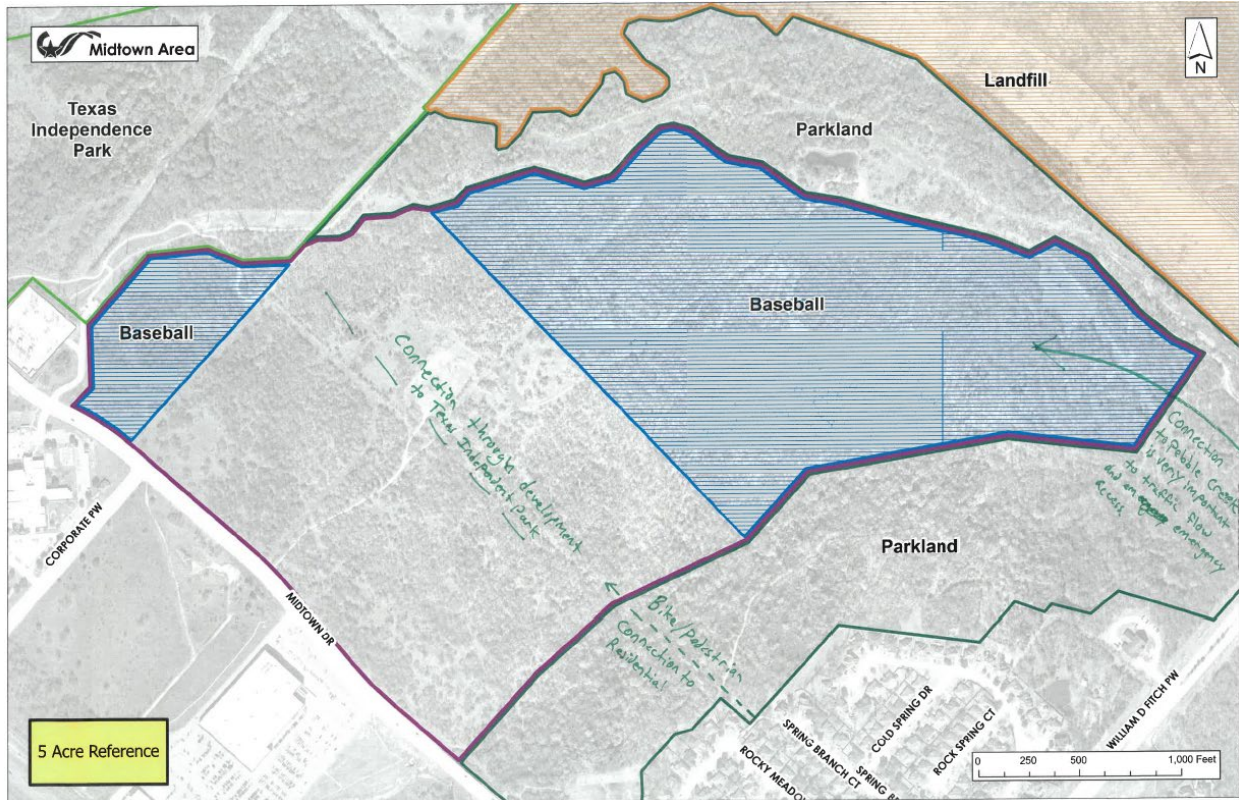
Midtown Workshop Comment Cards
1.) Finish Town Lake to bypass / 2.) Connect Woodland Hills and Spring Meadows to Lick Creek Greenway Trail / 3.) Midtown Signage / Branding / 4.) Lean into baseball -> rec center?
Stop thinking of people who don't live here. Stop attracting people who don't live here. Make something for the residents. Family can stay all day and evening. Outdoor dining, community green for live music, hanging out, farmers market. Community center for the people who live here.
I'd love to see an indoor pool / recreation center. Langford could make use of senior programs that include aquatics. Maybe an event center that could be rented out as a wedding venue that makes use of the surrounding woods. Maybe Great Wolf Lodge nestled in the forest. Work w/ the natural landscape and turn it into an asset.
Road connectivity from baseball sections surrounding the purple tract is needing consideration. Connectivity between Rock Prairie Rd and Midtown Dr on the peripheral is something that should be considered. Consideration of conference center and future public transit.
Bring Townlake Road to Hwy 6 frontage Road!
1.) Public transportation connectivity for the whole BCS city as well as the area we are discussing now / 2.) Parking lot should be constructed close to the commercial area
Need 3-way stop on Carroll Fancher to discourage + slow traffic on this private road. Townlake Extension Midtown - Hwy 6. [REDACTED]
We should have a Wild Bird unlimited Store since College Station is a Bird City. Can help whole area be more Bird Friendly
Signs/ Landmarks, City to work w/ Developer to help Recruit Businesses, Conference Center
Signs and Special landmarks to boost Midtown development
If you have those two baseball areas that are separated. If park space, trails, retail go in, ensure safe, Family Friendly connectivity w/ Independence Park.
It would benefit the community to know specifics of things like easements, soil testing, drainage issues, impact on traffic schools etc. WHEN announcing the plan for development of a section of land. All the news about proposed ballpark did not include mention of Parkland (on 5-acre reference map tonight) to remain between ballpark & spring meadows. / -Longterm Plan for Landfill - Options? / -Status of Parkland that failed Baseball Fields/ - What is Plan Process -Soil Samples - Lay of Land
Play into the medical corridor by adding health related businesses + activities. Rec center + Whole Foods + Farmers markets + Physical Therapy offices plus trails, plus baseball. It's a win win for whole health
We miss places like Harvey Washbangers - Hang out, Over 100 runners weekly who met there then ran. Community + health and outdoors working together.
A recreation Center with surrounding green space and trails right outside the door is highly attractive. And that green space could be like Pearl & San Antonio or music space etc.
My thoughts on the 120 acres would be a YMCA for the area, some sort of community centers. Or a conference centers. All of this can be cohesive (connecting the Midtown trails w/ texas independence Park, then to baseball fields and this development.
MAKE SURE BALLFIELDS HAVE ENOUGH PARKING. FOR THE HUNDREDS OF FAMILIES THAT WILL BE ATTENDING THE MANY GAMES ON ANY WEEKEND (+ WEEKDAYS)
Recommendations For General Commercial / 1.) Lean Into The Baseball Fields; Give People A Reason To Stay + Things To Do So That The Businesses Can Thrive For The Residents To Use When The Tourism Isn't Here / 2.) Restaurants: Study how Austin, TX + Denver, CO Have Restaurants w/ Excellent Outdoor Patios + Playgrounds To Actually Enjoy Being At A Restaurant; Examples : Waterloo Icehouse, Angels Icehouse, Cork Collective, Biergartens, + Distilleries, Brewery / 3.) "A True Health Club" * Think Rec Center (Public) ,

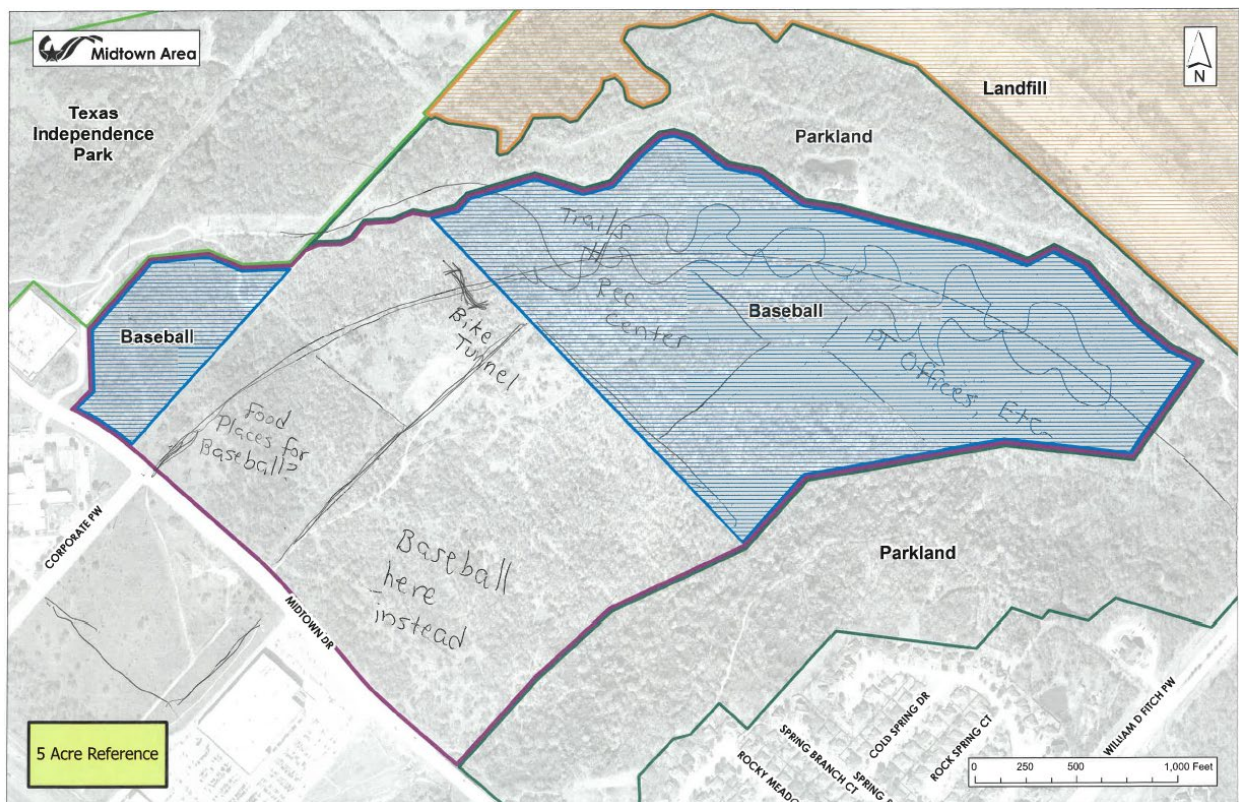
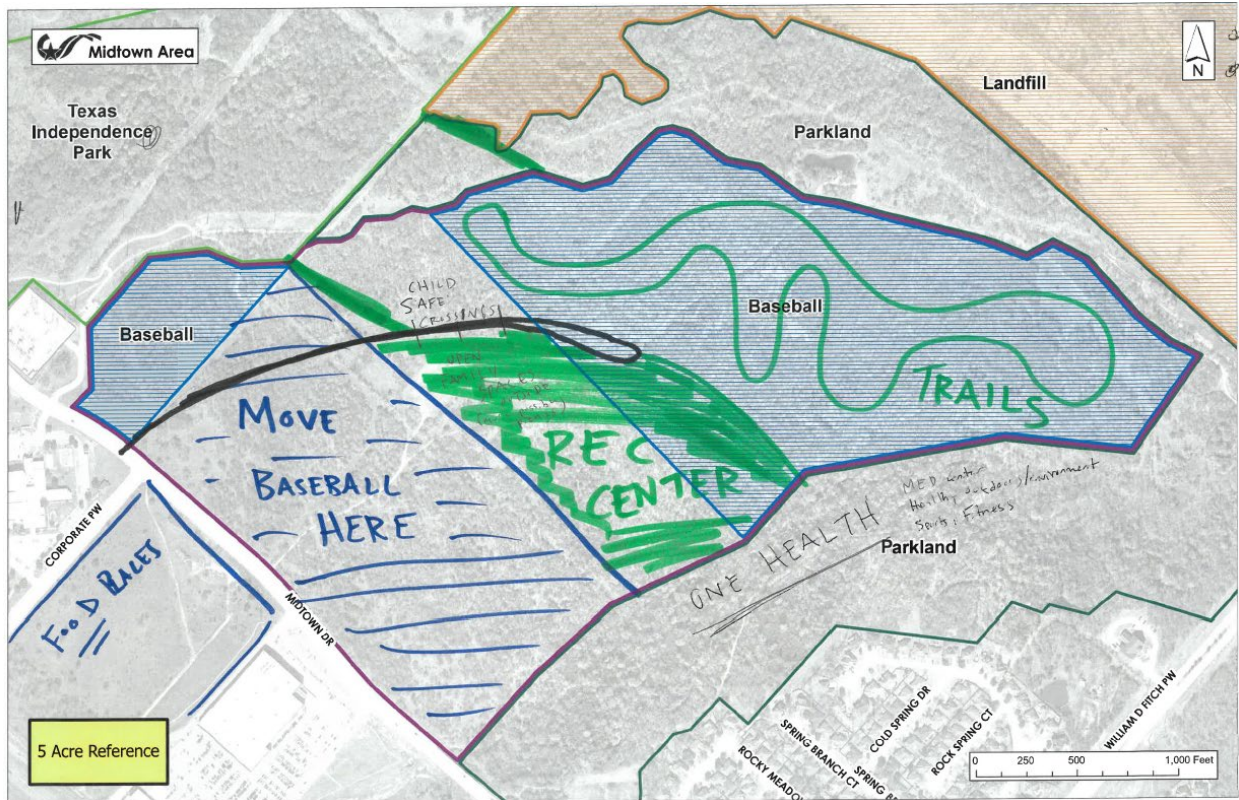
Lifetime Fitness (Private) , - Gym, Carsio, B-Ball, Hot Tubs, Saunas, Steam Rooms, ETC, - 24 Hours!! / 4.) Greenspace Remains Important / 5.) Trail Connections From Spring Meadows / [REDACTED] [REDACTED]
Complete Town Lake Dr. to Hwy 6 , Doing retail in the city-owned tract will sink Midtown. Retail should go in Midtown, + business park should go by baseball fields, Maybe hotels in cs-owned tract , rec center would be good either in cs-owned land or Midtown (with indoor pool) maybe partner w/ BSW, Keep trails throughout business park w/ buffer around trails
Recreation center somewhere in the Midtown Complex. Possible partnership with BS+W?, Prioritize retail development on N end of Midtown Dr. before the area around the baseball fields, Hotels to support college game day + Baseball tournaments in City owned zone
For this remaining land: No more strip centers, we need a fully designed commercial space that is uniquely attractive to businesses, not just more strip centers that will stay half full / Please consider Path for bike + pedestrian path connecting Spring meadows/ woodland hills through this area and to the Texas Independence Park.
Breweries and baseball have gone together since the beginning. It fits "light industrial" and plays into the theme while serving as a community space. Distillery and winery for variety.
Market space similar to "The Pearl" in San Antonio, with unique walkable shops, force people to walk.
Bentonville has a beautiful indoor outdoor art museum that's totally free, I go every time
Recreation center. Imagine, you have 1 kid who has baseball practice at 5:30, you can walk over to the Rec and put your 3yr old in the rec's 1hr day care and get in a fitness class. It's a parent's dream.
A whole foods or Central Market for this higher SES area would go over well, bring jobs, etc.
1.) Signage needs to be placed on the outside parameter of the entire midtown area. I want this to be the next century square / 2.) something should generate retail + restaurants and encourage development in MMD / 3.) Ball parks need to be open to public / 4.) Aggressive Economic incentives for MMD / 5.) Trader Joes (give whatever city \$\$ up for it) / 6.) Town lake to SH 6 (Now)
Commercial - We need a Trader Joe's or something similar as an Anchor store - Century Square - Type of area in the neighborhood area
Neighborhood Center - To better promote senior activities, it is important to have an indoor aquatic center. Seniors can't use Lick Creek Parkway and there are no pools (outside of TruFit - UGH!) - Feel Free to tier membership levels in order to participate - Please make it Indoor for use all year - Thank you
Please End the MMD / Suggest adding a splash pad to TX independence park - there are many young families + not enough splash pads here (+ its TX!)/ try and save green space + make it walkable in the acreage by the baseball fields
A YMCA - community focused fitness (indoor, day camps, after school programming, indoor swimming, lovely to be connected to the sidewalks and bike paths
Hello, thank you for the information. I would prefer a quiet area. No Baseball. I would prefer a quiet office park like pebble creek. How light pollution. How noise pollution .
Extend Town Lake Dr. to Harley Davidson / Rec center/ Amphitheater / community center/ Spa/ signage
Repaint the water tower to town / Extend Town Lake to SH 6 and add monument / Extend Midtown trails to meet up with others / Male markers on trails - name - signage on trails / End the MMD/ Adult "Century Square" @ Midtown
Expand Town Lake Drive to Highway 6 first so development has a place to grow around it / Incentive retail + shopping to be developed in the MMD district first / Office Space is always needed and should go on the city land by the proposed baseball fields or single family home or apartments/ By the Baseball fields we

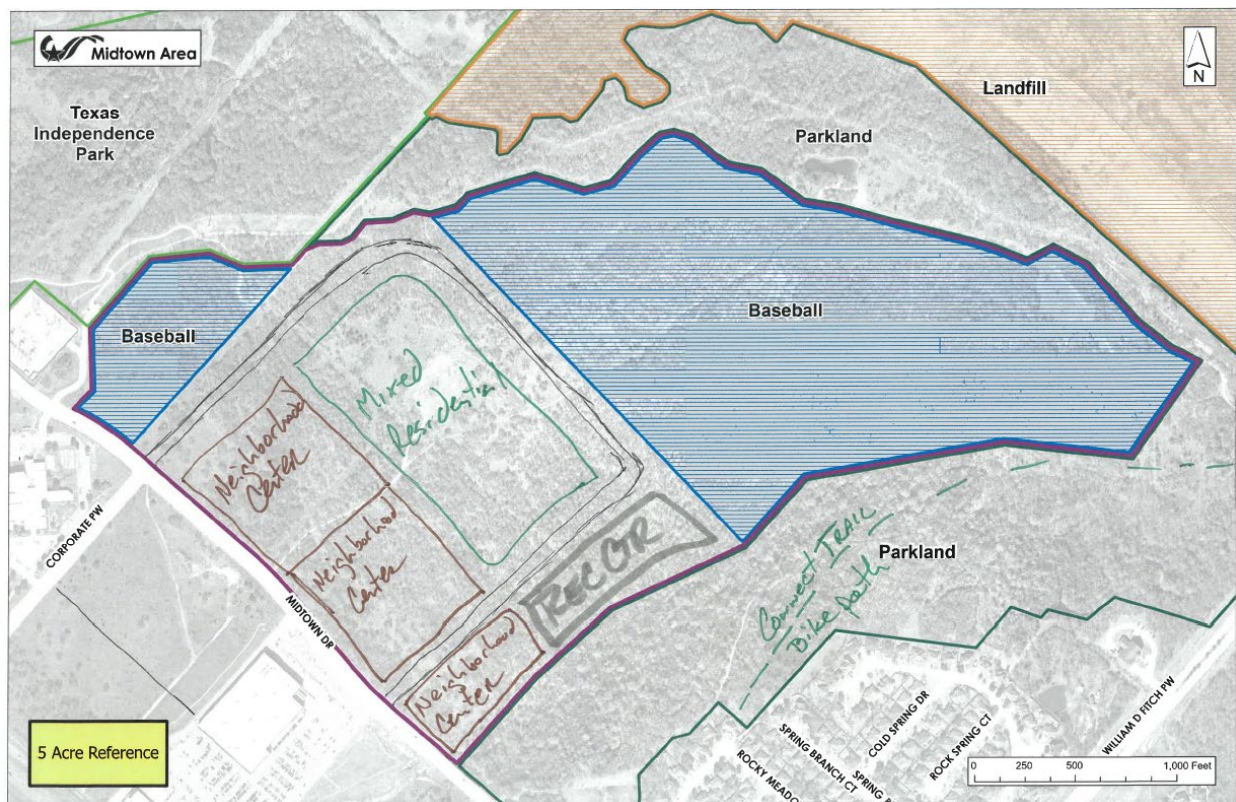
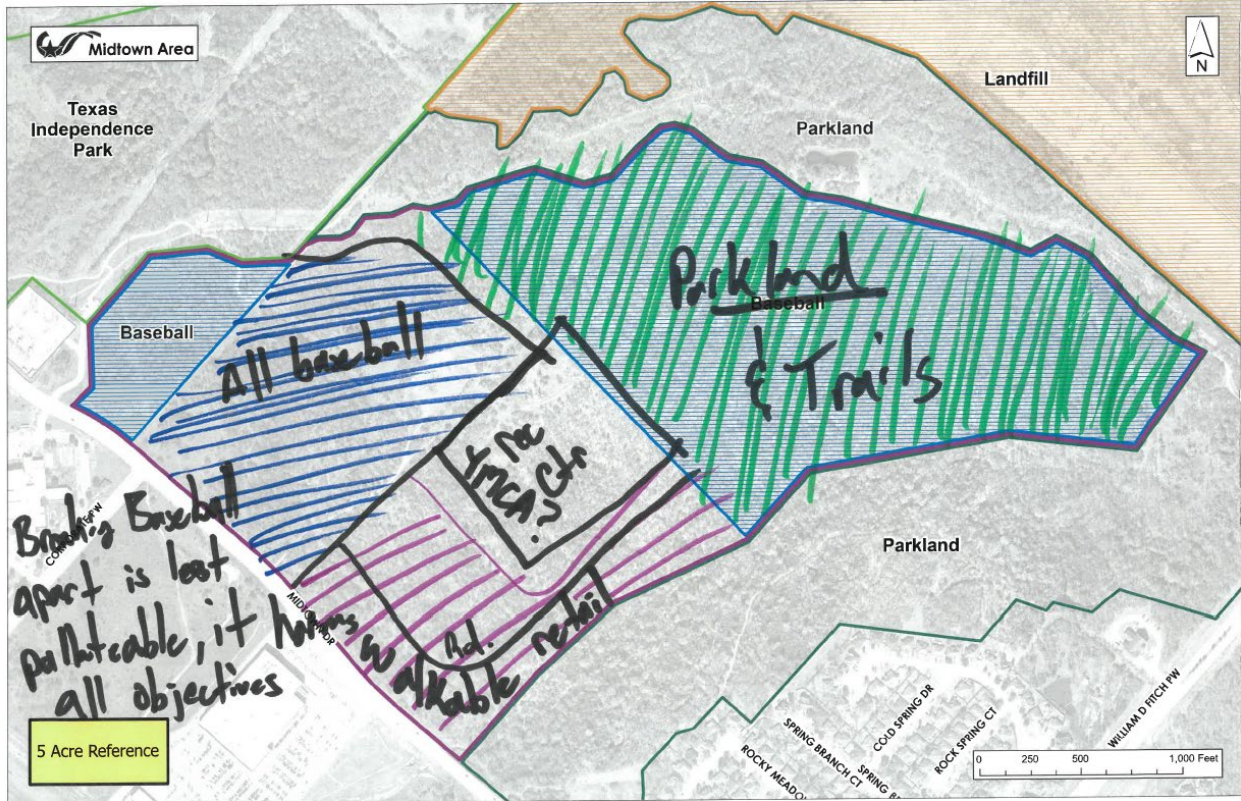
will need more hotels built out in South College Station to support the tourism the fields are trying to bring to the area
SHADE - IT IS HOT / Ensure a buffer exists for the Lick Creek multi-use path that ensures the trees and shade are maintained
Baseball complex/ Will it be softball as well? / If they have tournaments, what other fields will they use - city does not allow fields to be used for outside tournaments / will there be use for city use? / Will cages be open to public to use for free?
1.) Road from Midtown to HWY 6 access road / 2.) Monuments Identifying Midtown / 3.) Baseball - all the way fast - Bombers First - Fields later - Look bike path
More unpaired + paired multi-use paths would be great! There needs to be a safe connector between Texas Independence Park and adjacent parkland. Trails cutting through flood plain land would be an efficient use of otherwise non-useful space. More natural areas please!!! Plenty of trees along multi-use paths
Is there still a chance for the city rec center to be in Midtown? / Pool ?
More trees - less concrete. Connect natural areas with trails. Keep areas less sculpted more natural
In the Park - will there be pickleball courts? More people play pickleball than disc golf? When will the park be done?
1.) Manage wild hog population on current city property + for future use / 2.) make multiple fail access points / 3.) lighting on trails
1.) continuation of Town Lake to TX6 - Move out on Texas Independence Park / 2.) Signage at Townlake + TX6 / 3.) YMCA / 4.) Amphitheater / 5.) Lick Creek Connection

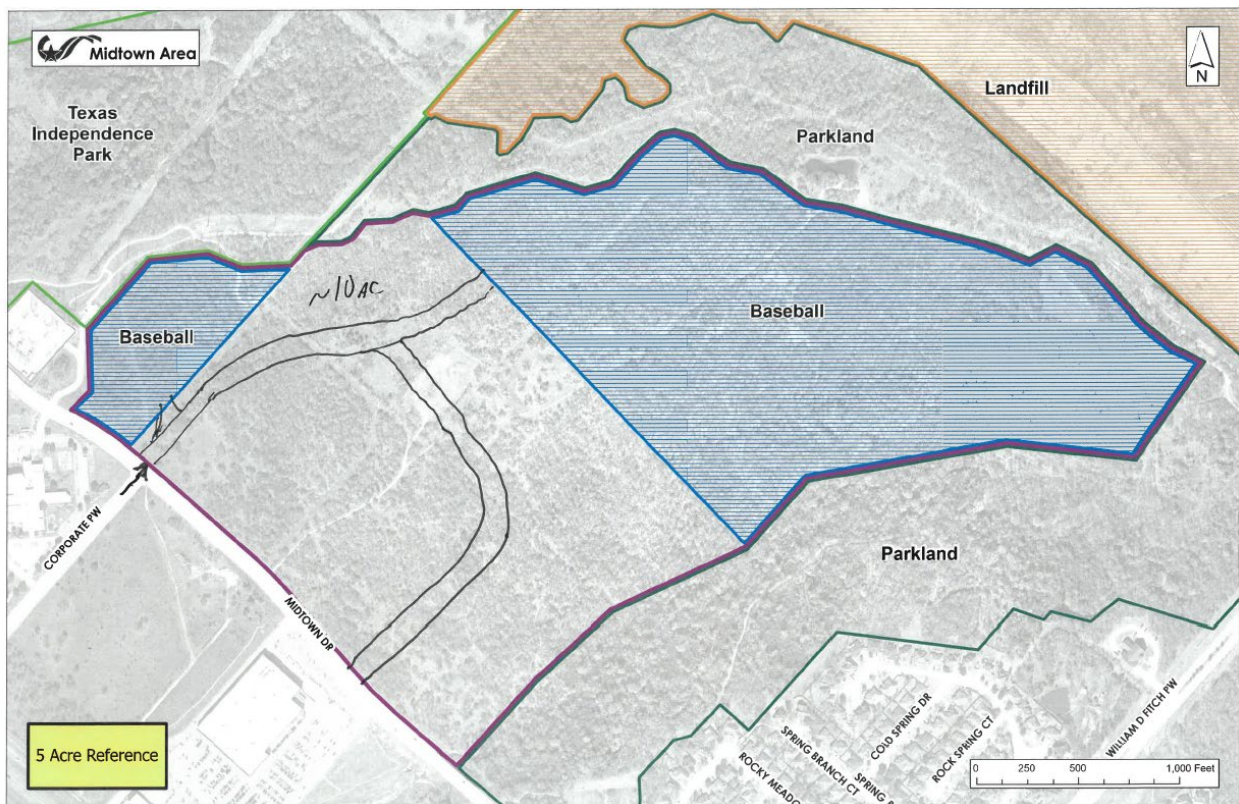
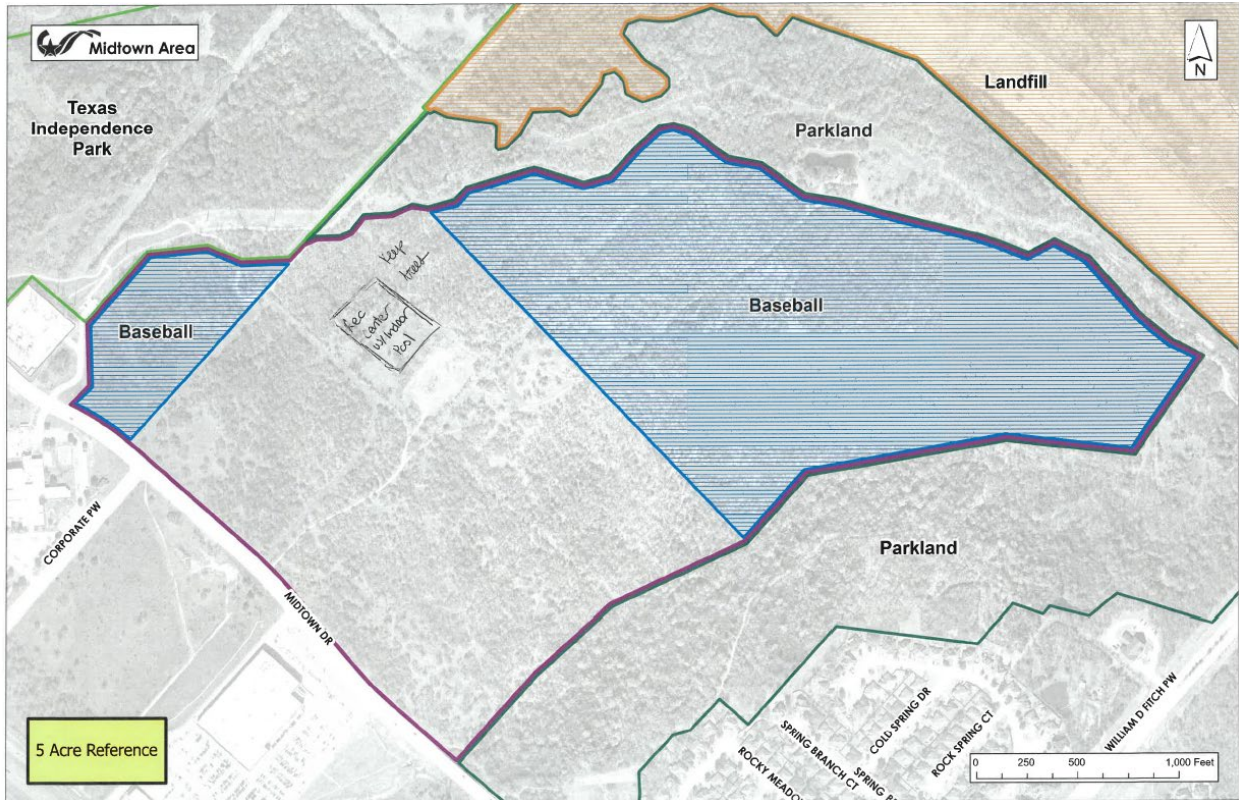
Annotated Maps Business Center Maps

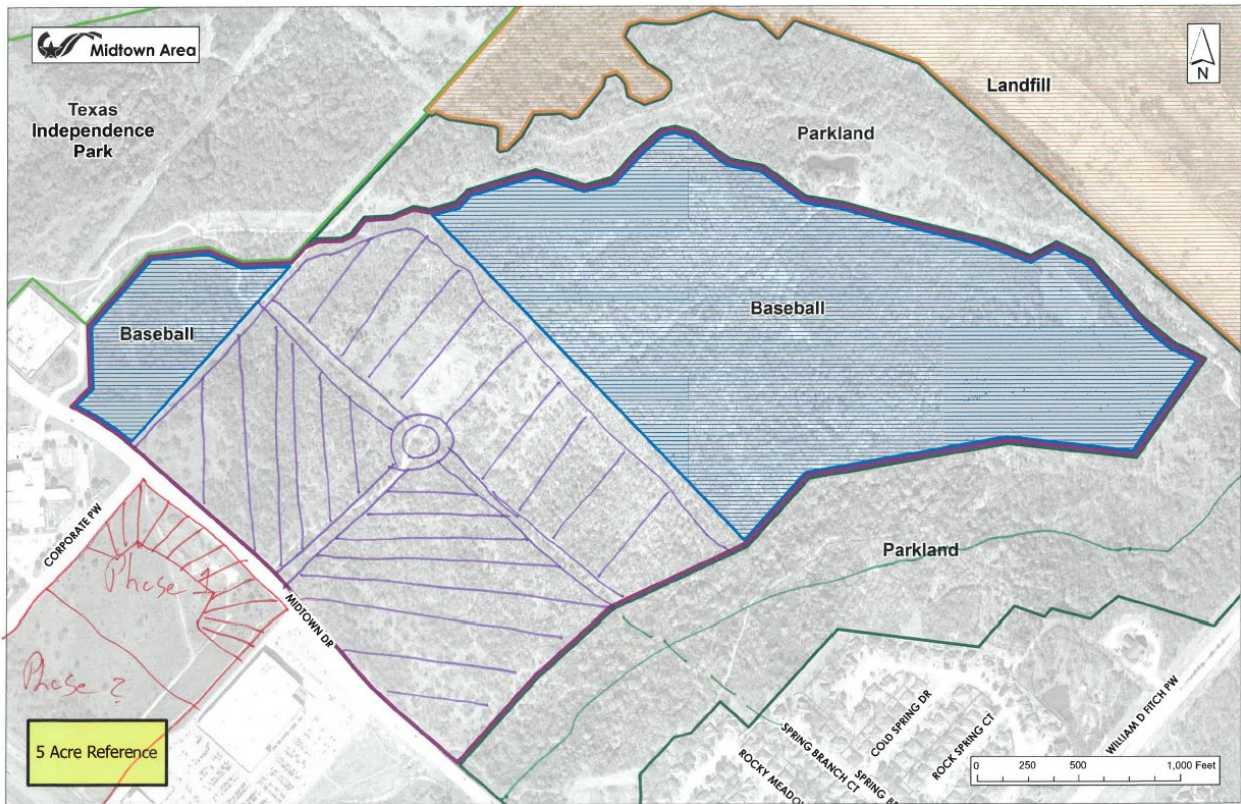
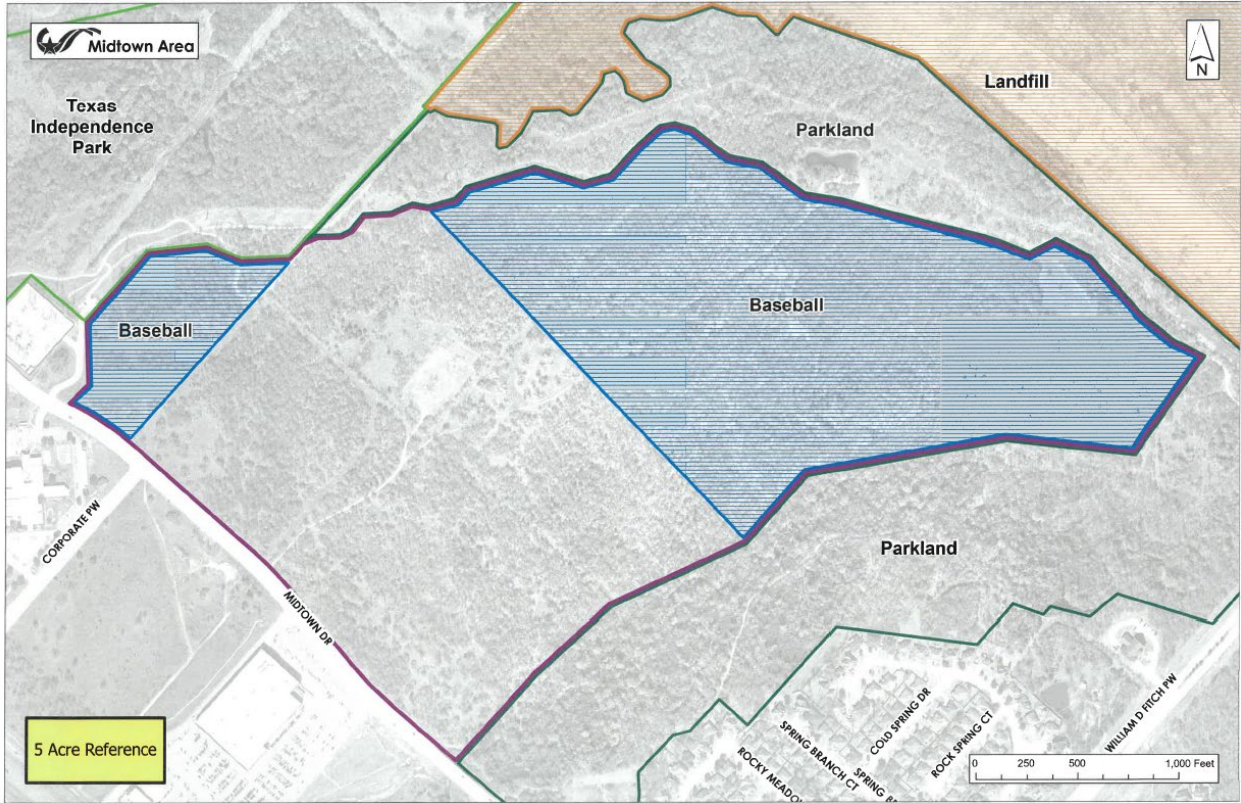












Midtown Area Maps

