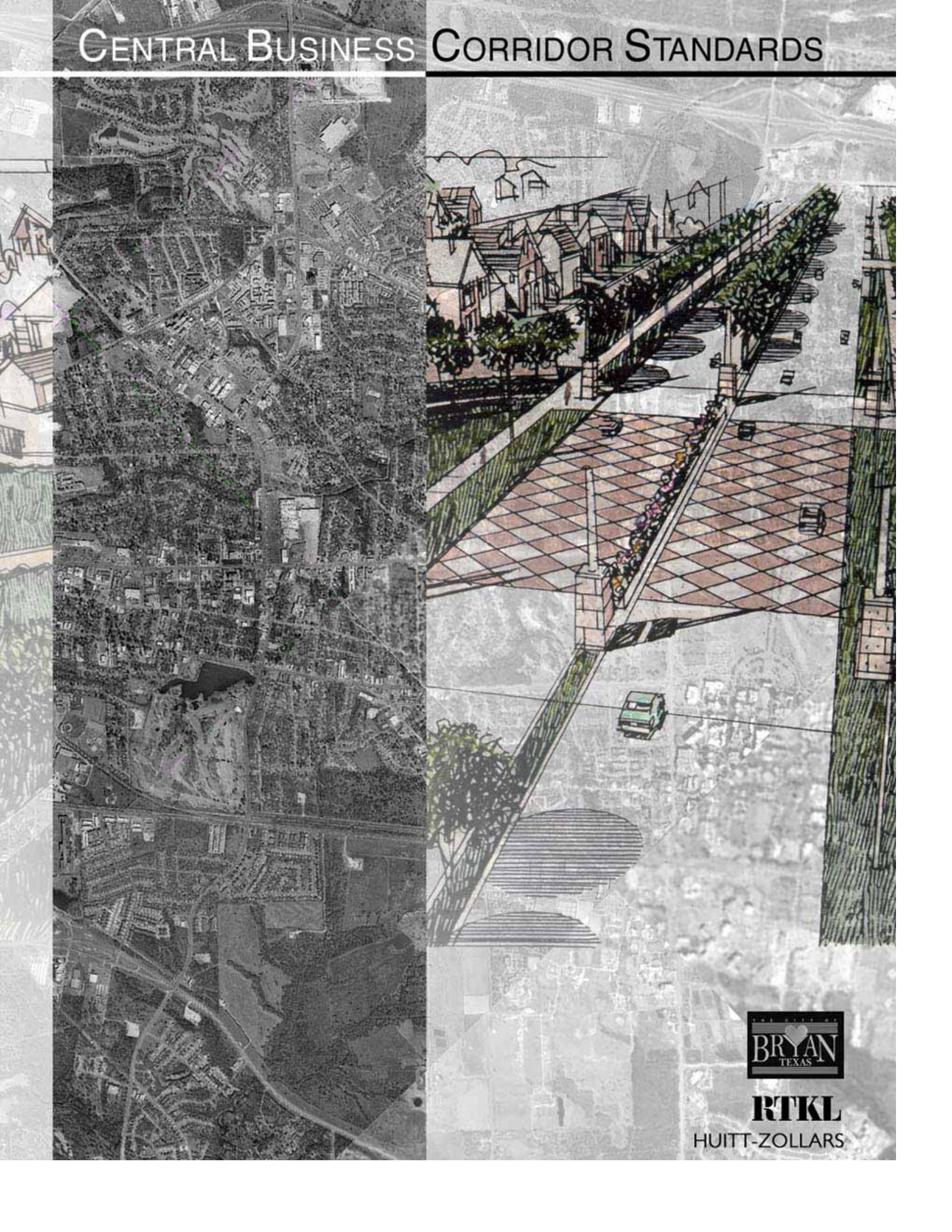


CENTRAL BUSINESS CORRIDOR STANDARDS



RTKL
HUITT-ZOLLARS

TABLE OF CONTENTS

1

PLANNING AND IDENTITY

0 Executive Summary	4
1 Study Area	4
2 Districts	5
3 Urban Design Approach	6

2

LAND USE AND SITE PLANNING

4 Land Use Plan	8
5 Streetscape Improvement Plan phase 1	9
6 Streetscape Improvement Plan phase 2	10
7 Streetscape Improvement Plan phase 3	11
8 University Extension	12
9 Eastern Gateway	14
10 Retail Corridor	15
11 South College / Texas Corridor	16
12 Park District	17
13 Residential Corridor	18
14 Rural Corridor	19
15 Western Gateway	20
16 Setback Requirements	21
17 Site Development Standards	22
18 Building Massing and Form	23
19 Public and Private Open Space Treatment	24

3

BUILDING AND SITE WORK DESIGN

20 Exterior Appearance of Buildings	26
21 Underground Utilities	29
22 Screening	29
23 Surface Parking	31
24 Parking Structures and Parking Beneath Buildings	32
25 Landscape Standards for Street Trees	32
26 Sidewalks	33
27 Site Signage Systems	34
28 Family of Elements	34
29 Site Furniture	36

4

KIT OF PARTS

30 Gateway Intersection	38
31 Railroad Intersection	39
32 Urban Intersection	40

33	Amenities Intersection	41
34	Punctuation Point	42
35	Gateway Corridor	43
36	Urban Boulevard	44
37	Urban Street	44
38	Slip Road	46
39	Natural Parkway	47
40	Putting It Together	48

5

APPENDIX

a.	Diagrams	
a.i	Traffic Analysis	52
a.ii	Existing Land Use	53
a.iii	Corridor Views	54
a.iv	City of Bryan's 2000-2020 Future Land Use	55
a.v	Figure Ground Studies	56
a.vi	Urban Design Analysis - East	57
a.vii	Urban Design Analysis - West	58
b.	Visual Preference Survey	
b.i	Architecture	59
b.ii	Landscape Architecture	60
b.iii	Residential	61
b.iv	Retail	62
b.v	Office	63
b.vi	Community Preference Survey	64
c.	Issues	
c.i	Corridor Identity	65
c.ii	Name Change Issues	66
c.iii	Name Change Issues - Alternatives	67



1 PLANNING AND IDENTITY

0 Executive Summary	4
1 Study Area	4
2 Districts	5
3 Urban Design Approach	6

0. EXECUTIVE SUMMARY

The following guidelines are intended to be used as a design aid by developers and as an evaluation tool by the City staff and the Planning and Zoning Board in their review processes.

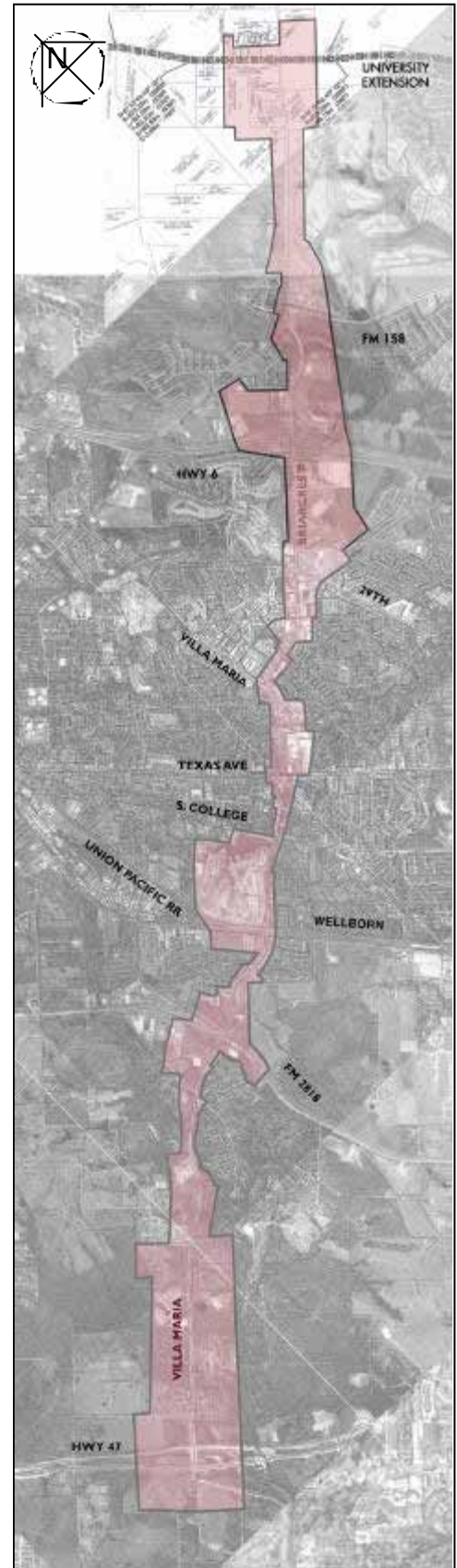
Specific restrictions are meant to regulate all projects along the Central Business Corridor and public amenities in order to create a pedestrian-friendly, mixed-use development pattern. The design intent and any other subjective design issues explicitly stated throughout the document shall serve as criteria from which proposed development shall be assessed.

Local building codes, life safety codes, and all applicable Federal and State regulations take precedence where any standard appears to require or recommend actions that are in conflict with such codes and regulations. These guidelines may be used for guidance when applying for variances from existing City Ordinances.

1. STUDY AREA

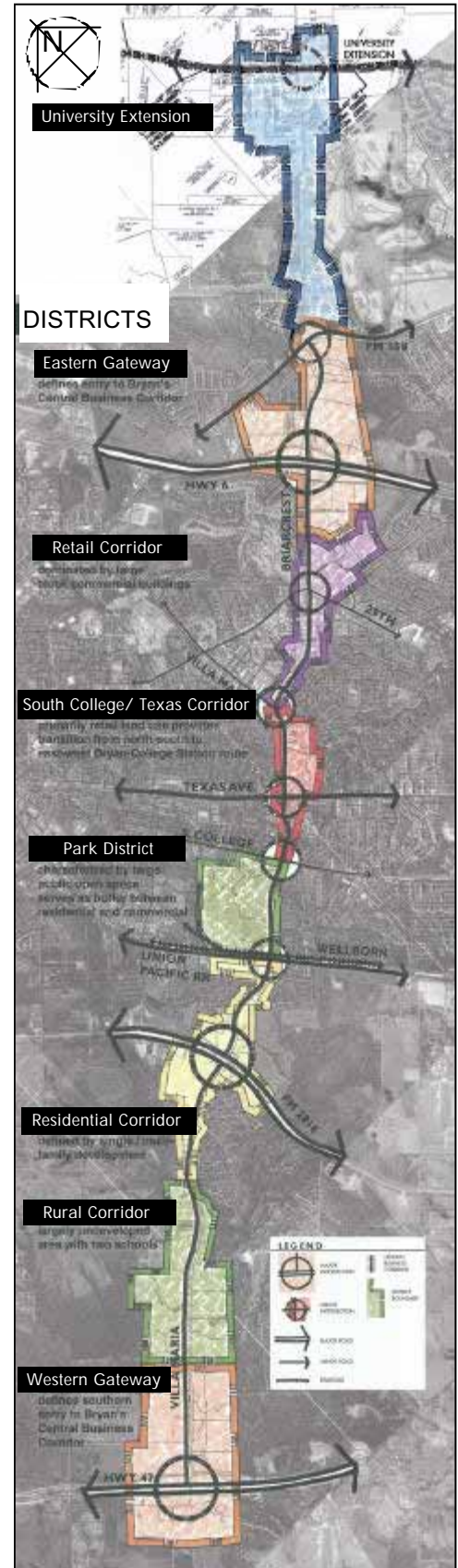
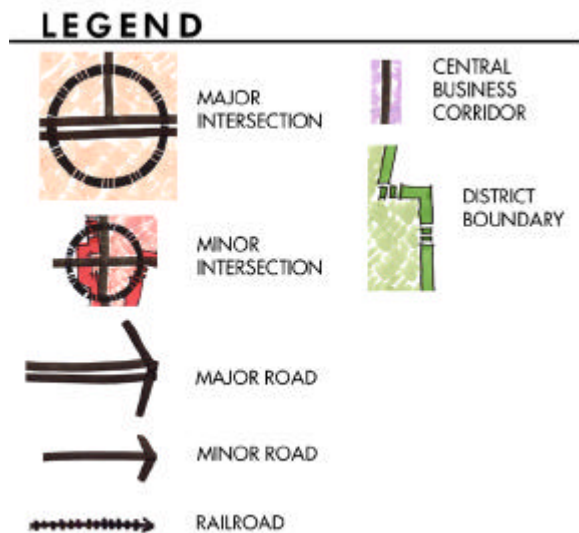
The limits of the project area were defined by the City of Bryan to be FM 1179 (Villa Maria / Briarcrest), from State Highway 47 in the west to the University Drive Extension in the east, otherwise known as the Central Business Corridor. Primarily all adjoining tracts of land within 1000 feet were included in the study area. This includes several retail and/or residential areas which have already been developed along the corridor for which changes would be limited only to enhance the image of the Central Business Corridor.

Occasionally, especially on the east and west sides of the corridor, large properties lie within the 1000-foot boundary. Rather than single out only portions of these properties, the whole parcels (according to the City of Bryan's 2000 - 2020 Future Land Use Plan, see page 55) were included in the study area if they contained street frontage along the corridor. Similarly, largely undeveloped tracts of land on the Corridor's East side that were situated adjacent to frontage properties were added to the study area because these properties would impact the Central Business Corridor. Properties along Texas Avenue at the intersection of Villa Maria were also included for unification with the corridor due to the high concentration of retail.



2. DISTRICTS WITHIN STUDY AREA

Recognizing that the roughly nine mile Central Business Corridor is not homogenous, and in response to both future and existing land use plans (see Appendix), the study area has been divided into eight districts along the corridor. These have been allocated so that standards for development are specific to each area and to relate to the overall approach. The eight districts are (from east to west): 1) University Extension, 2) Eastern Gateway, 3) Retail Corridor, 4) South College / Texas Corridor, 5) Park District, 6) Residential Corridor, 7) Rural Corridor, and 8) Western Gateway. The drawing to the right identifies both the limits of the districts (defined further on pages 12-20) and intersections (black circles) where opportunities for development or redevelopment will occur.



3. URBAN DESIGN APPROACH

The urban design approach to Streetscape and Landscape Standards derives from the analysis done in Phase One of the Central Business Corridor Study (see pages 57-58).

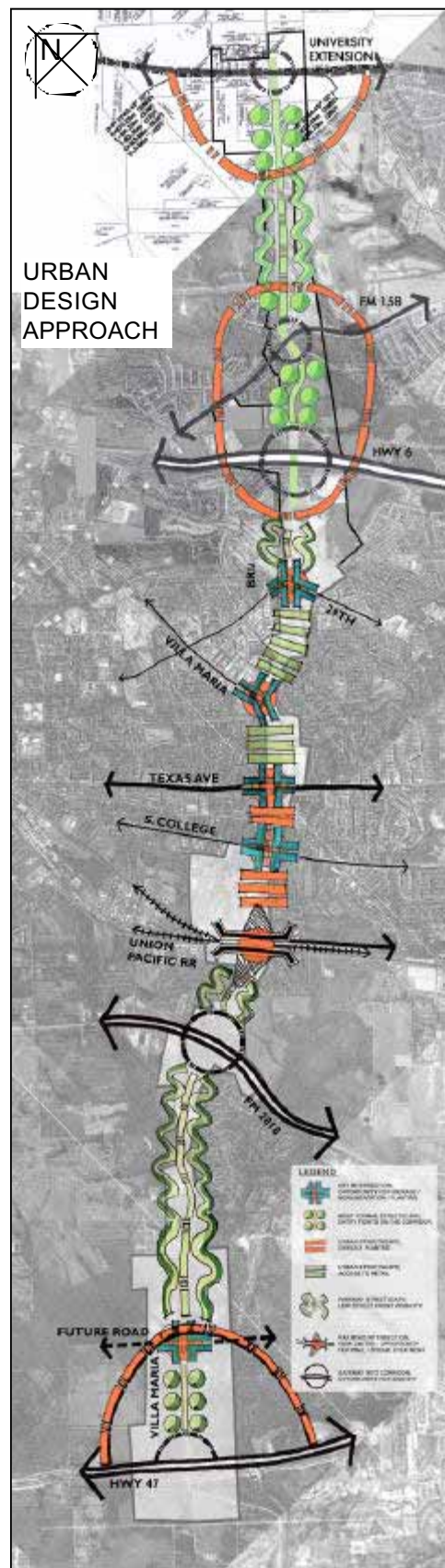
Five intersections are identified as Gateways, primary access / egress into the Central Business Corridor. These are the future University Extension, Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), Harvey Mitchell Parkway (FM 2818), and Highway 47. The gateways located in the Eastern and Western portions of the study area are given the most formal treatment. In addition, key intersections, including the Railroad, are identified for special treatment.

The streetscape for the entire Corridor is broken down and identified as either formal, urban, or natural with respect to the surrounding land use.

(For Streetscape Improvements, see pages 9-11)

LEGEND

	KEY INTERSECTION: OPPORTUNITY FOR SIGNAGE / MONUMENTATION / PLANTING
	MOST FORMAL STREETSCAPE: ENTRY POINTS INTO THE CORRIDOR
	LOOSE URBAN STREETSCAPE: OPPORTUNITY FOR MEDIAN, PLANTINGS
	TIGHT URBAN STREETSCAPE: HIGH STREET FRONT VISIBILITY
	NATURAL STREETSCAPE: LOW STREET FRONT VISIBILITY
	RAILROAD INTERSECTION: VIEW LIMITED / OPPORTUNITY FOR WALL / BRIDGE TREATMENT
	GATEWAY INTO CORRIDOR: OPPORTUNITY FOR IDENTITY





2 LAND USE AND SITE PLANNING

4 Land Use Plan	8
5 Streetscape Improvement Plan phase 1	9
6 Streetscape Improvement Plan phase 2	10
7 Streetscape Improvement Plan phase 3	11
8 University Extension	12
9 Eastern Gateway	14
10 Retail Corridor	15
11 South College / Texas Corridor	16
12 Park District	17
13 Residential Corridor	18
14 Rural Corridor	19
15 Western Gateway	20
16 Setback Requirements	21
17 Site Development Standards	22
18 Building Massing and Form	23
19 Public and Private Open Space Treatment	24

4. LAND USE PLAN

In order to encourage participation in this planning process, various conceptual land use plans were developed to create a unique identity for the Central Business Corridor. This land use plan, voted for and approved by City Staff and the Bryan Business Council, reflects the consensus-based process, which included input from staff, BBC, City Council, P&Z, and citizens of Bryan.

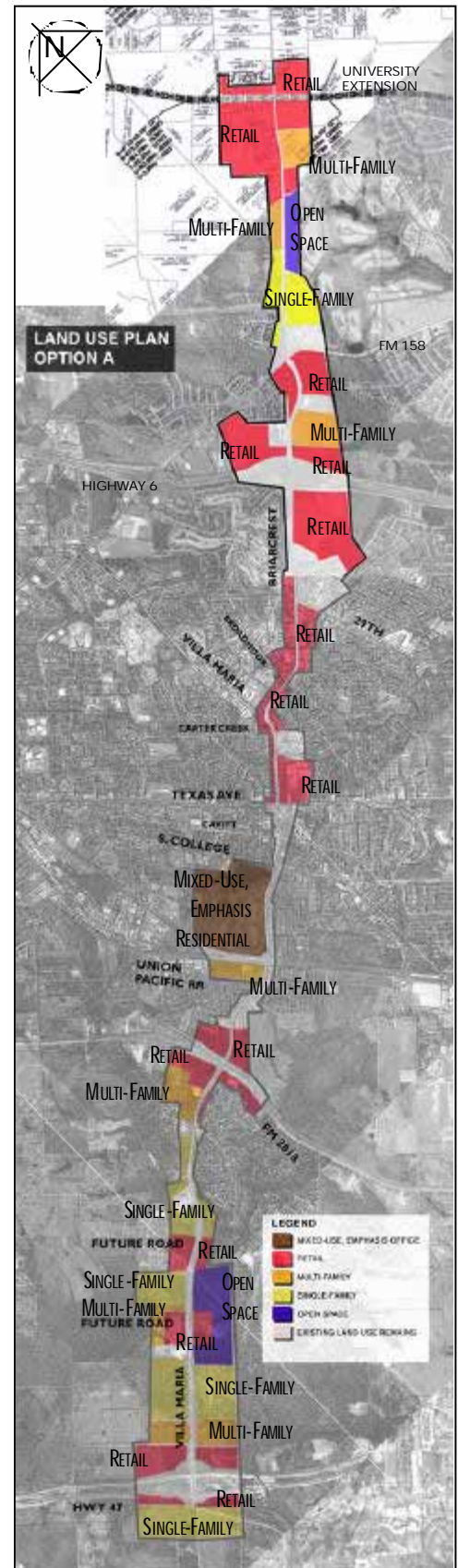
The Council identified that the future bridged intersection at the Union Pacific Railroad Line will have a lasting impact on its surrounding land use. The adjacent existing park may become a mixed use area (primarily residential) with a tie into existing residential areas to the east and west.

The Corridor will maintain its retail identity with heavy retail and office anchored at both eastern and western gateways, and located at all major intersections. The western portion of the study area (currently undeveloped) will become both single- and multi-family residential development, with the exception of commercial intersections and Traditions Golf and Country Club at University Ranch.

For a description of the entire Land Use Plan for each district, refer to pages 12-20.

LEGEND

	MIXED-USE, EMPHASIS RESIDENTIAL
	RETAIL
	MULTI-FAMILY
	SINGLE-FAMILY
	OPEN SPACE
	EXISTING LAND USE REMAINS



5. STREETScape IMPROVEMENTS PHASE 1

- 5.1 Reference -- The overall Street Improvement Plan (phase 3, page 11) is based upon the Urban Design Approach (page 6), as well as the consensus-based planning process and direction from the City of Bryan and staff.
- 5.2 Focus -- The first phase of Streetscape Improvements focuses on the initial improvements of the intersection at Villa Maria and Briarcrest and the grade separation at the Railroad intersection (see page 39). The entire length of the CBC from this intersection to the Railroad intersection is addressed, as well as one major intersection, Texas Avenue.

The first phase of Streetscape Improvements also includes the three Gateway Intersections, where Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), and Highway 47 cross the CBC. These key access points into the CBC are developed as portals, and are included initially in the Streetscape Improvements process to generate interest and identity for the Central Business Corridor early in the development.

5.3 Summary Phase 1:

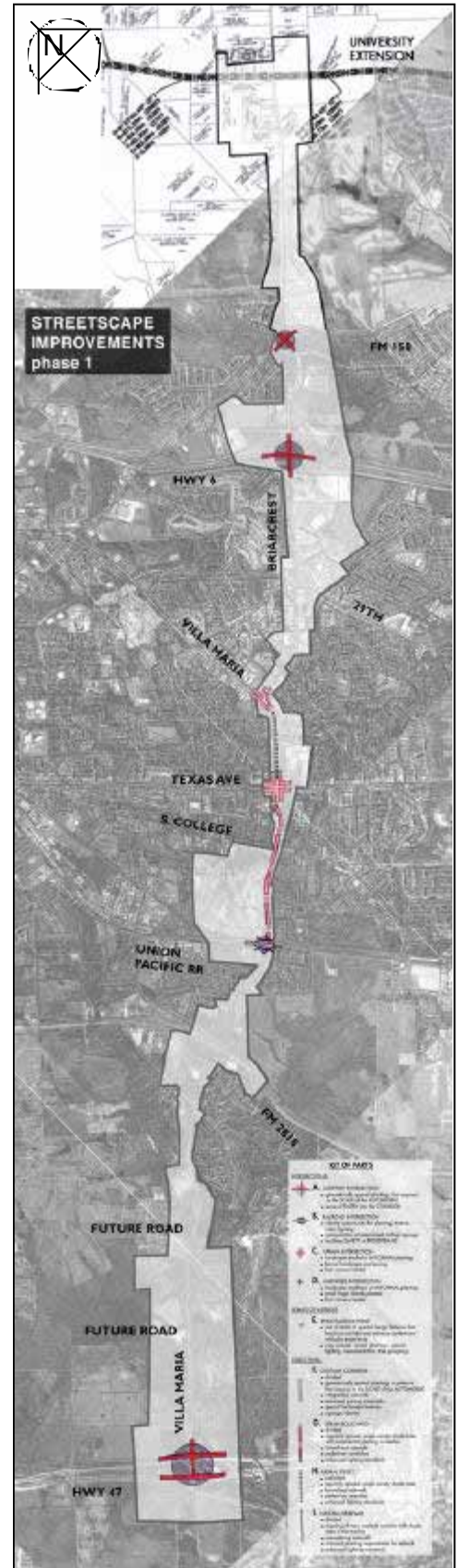
- Intersections (see pages 38-41)
- Gateway Intersection - Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), Hwy 47
 - Railroad Intersection - Railroad
 - Urban Intersection - Texas Ave
 - Amenities Intersection - n/a

Special Features (see page 42)

- Punctuation Point - n/a

Streetscapes (see pages 43-47)

- Gateway Corridor - n/a
- Urban Boulevard - Texas Ave to Railroad
- Urban Street - Villa Maria to Texas Ave
- Natural Parkway - n/a



6. STREETScape IMPROVEMENTS PHASE 2

6.1 Reference -- The overall Street Improvement Plan (phase 3, page 11) is based upon the Urban Design Approach (page 6), as well as the consensus-based planning process and direction from the City of Bryan and staff.

6.2 Focus -- Phase Two of the Streetscape Improvement Plan builds upon the landscape and streetscape treatment at the Eastern and Western Gateways to their nearest respective intersections, including a Gateway Intersection at the University Extension (provided that this development has reached completion by Phase 2). This treatment emphasizes the gateway entry points more strongly than the Phase One development to create a greater identity for the Corridor.

Phase Two addresses all the major intersections along the CBC. This includes the addition of one Gateway Intersection at Harvey Mitchell Parkway (FM 2818), one Urban Intersection at 29th, and all other intersections. By treating these intersections in Phase Two of the Street Improvement process, the street will become a cohesive series of events along the length of the Corridor.

6.3 Summary Phase 2:

Intersections (see pages 38-41)

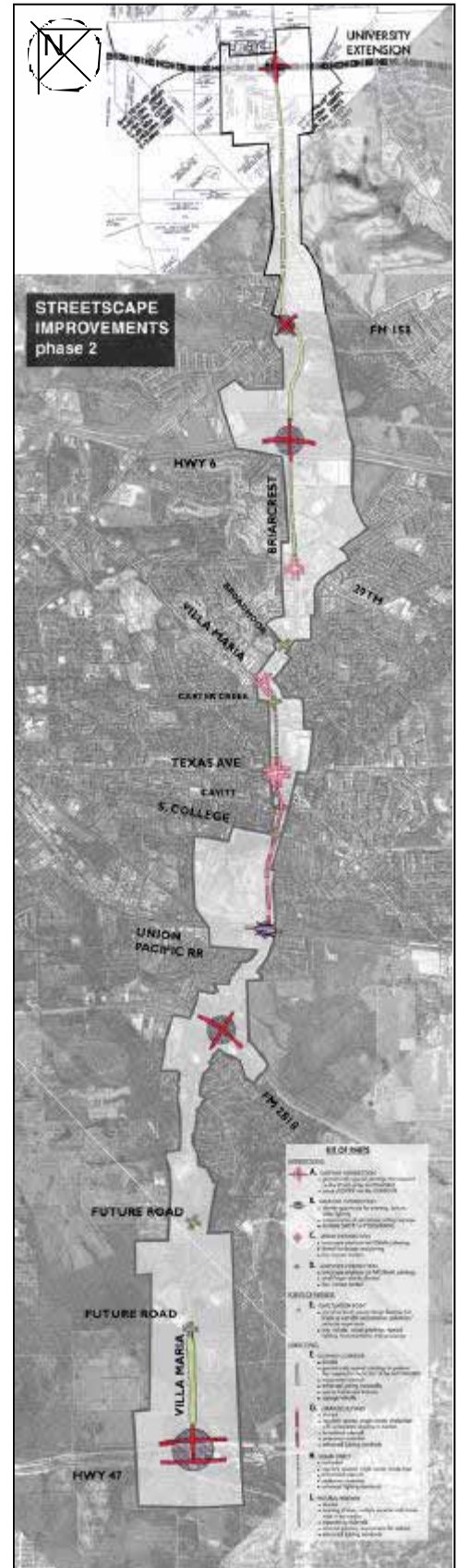
- Gateway Intersection - University Extension, Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), Harvey Mitchell Parkway (FM 2818), Hwy 47
- Railroad Intersection - Railroad
- Urban Intersection - 29th, Villa Maria, Texas Ave
- Amenities Intersection - Broadmoor, Carter Creek, Cavitt, S. College, Future Roads(2)

Special Features (see page 42)

- Punctuation Point - n/a

Streetscapes (see pages 43-47)

- Gateway Corridor - University Extension to east Miramont street frontage, west Miramont street frontage to Earl Rudder Freeway (Hwy 6), Hwy 47 to westernmost Future Road
- Urban Boulevard - Texas Ave to Railroad
- Urban Street - Villa Maria to Texas Ave
- Natural Parkway - CBC along Miramont street frontage



7. STREETScape IMPROVEMENTS PHASE 3

- 7.1 Reference -- The overall Street Improvement Plan (phase 3, page 11) is based upon the Urban Design Approach (page 6), as well as the consensus-based planning process and direction from the City of Bryan and staff.
- 7.2 Focus -- Phase Three of the Streetscape Improvement Plan includes landscape and streetscape treatment for the entire length of the CBC. In addition, several points along the Corridor, which are not major intersections are identified as Punctuation Points (page 42) and given special landscape treatment. These areas are intended to slow traffic in school zones, add interest to the streetscape, and take advantage of major views.

For a description of the entire Streetscape Improvement for each district, refer to pages 12-20.

7.3 Summary Phase 3:

Intersections (see pages 38-41)

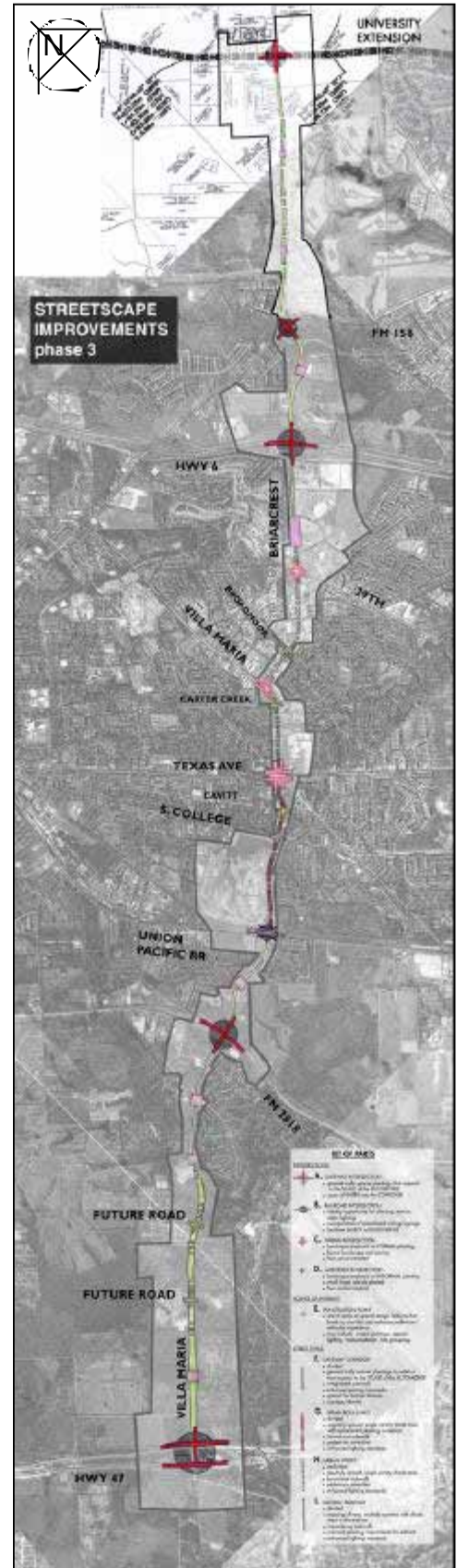
- Gateway Intersection - University Extension, Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), Harvey Mitchell Parkway (FM 2818), Hwy 47
- Railroad Intersection - Railroad
- Urban Intersection - 29th, Villa Maria, Texas Ave
- Amenities Intersection - Broadmoor, Carter Creek, Cavitt, S. College, Future Roads(2)

Special Features (see page 42)

- Punctuation Point - eastern entry to Miramont, western entry to Miramont, Brazos Center, Bryan High School, Forestwood, Westwood, Mary Branch Elementary School, midpoint between westernmost Future Road and Hwy 47

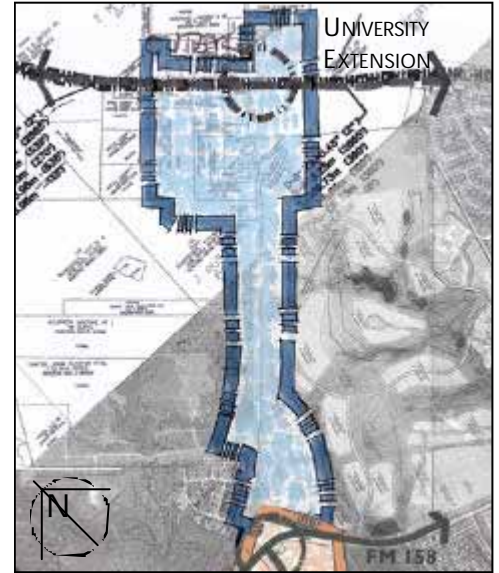
Streetscapes (see pages 43-47)

- Gateway Corridor - University Extension to east Miramont street frontage, west Miramont street frontage to Earl Rudder Freeway (Hwy 6), Hwy 47 to westernmost Future Road
- Urban Boulevard - Texas Ave to Railroad
- Urban Street - Earl Rudder Freeway (Hwy 6) to Texas Ave
- Natural Parkway - CBC along Miramont street frontage, Railroad to westernmost Future Road

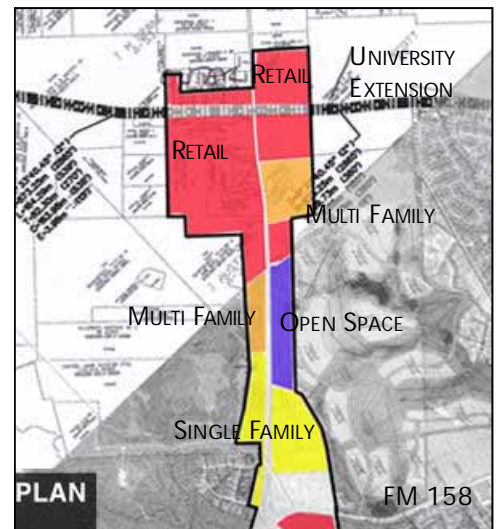


8. UNIVERSITY EXTENSION

- 8.1 Boundaries -- The boundary for the University Extension district includes all plots of land defined by the Study Area (see page 4) west of University Extension and east of Boonville Road (FM 158). This district incorporates Miramont development, and Allen Academy.
- 8.2 Land Use -- The intent for this area is to become a commercial gateway of both office and retail for the corridor. The land use shall establish residential areas in proximity to Allen Academy and Miramont.



Boundaries



Land Use

8.3 Streetscape -- The University Extension district focuses on the future development of the both Miramont and the University Extension itself. The University Extension will become a Gateway Intersection (page 38) for the CBC, as this will be a primary entry into the Corridor. The streetscape will reflect a Gateway Corridor, with emphasis on the scale of the automobile, except for the portion of the CBC which fronts Miramont, where the street will be treated as a Natural Parkway, with Punctuation Points at the entries.

8.4 Summary Streetscape:

Intersections (see pages 38-41)

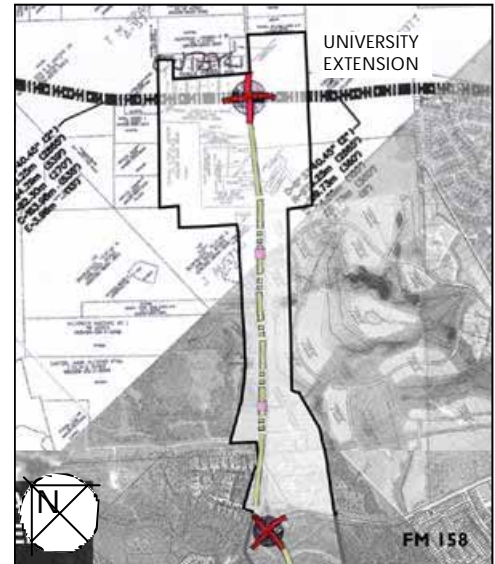
- Gateway Intersection - University Extension
- Railroad Intersection - n/a
- Urban Intersection - n/a
- Amenities Intersection - n/a

Special Features (see page 42)

- Punctuation Point - eastern entry to Miramont, western entry to Miramont

Streetscapes (see pages 43-47)

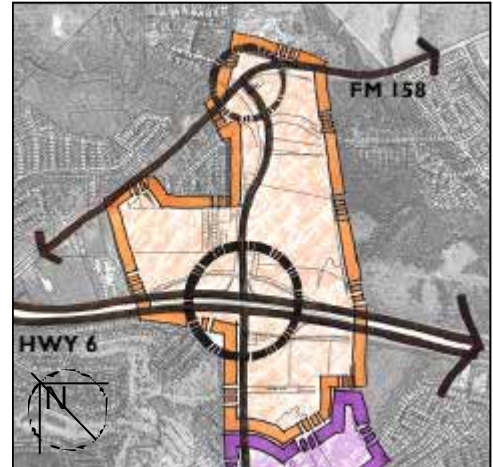
- Gateway Corridor - University Extension to east Miramont street frontage, west Miramont street frontage to Earl Rudder Freeway (Hwy 6)
- Urban Boulevard - n/a
- Urban Street - n/a
- Natural Parkway - CBC along Miramont street frontage



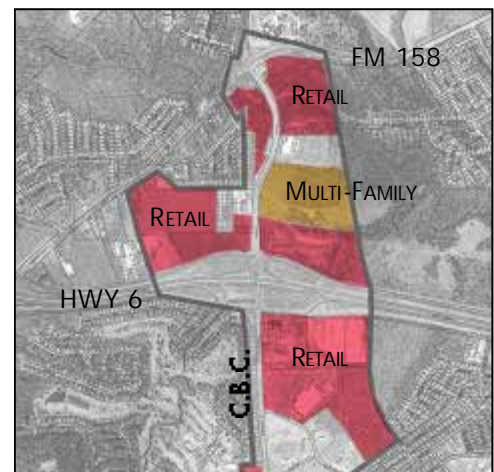
Streetscape

9. EASTERN GATEWAY

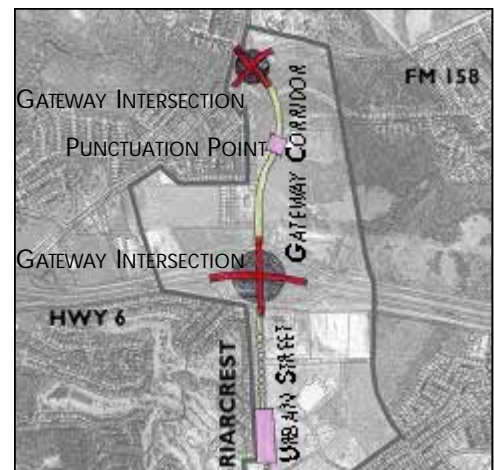
- 9.1 Boundaries -- The boundary for the Eastern Gateway district includes all plots of land defined by the Study Area (see page 4) between Bryan High School and Boonville Rd (FM 158), extending across the Central Business Corridor. This district incorporates Boonville Rd (FM 158) and Earl Rudder Freeway (Hwy 6).
- 9.2 Land Use -- The intent for this area is to serve as a retail anchor, as well as a primary access point into the corridor. The land use recognizes existing retail and incorporate a proposed development that starts to define the eastern entrance and become a strong identifying point of the Central Business Corridor.
- 9.3 Streetscape -- The Eastern Gateway district, nominally and physically, functions as key entry into the Central Business Corridor. Both entry points at the intersections of Boonville Rd (FM 158) and Earl Rudder Freeway (Hwy 6) are treated as Gateway Intersections (page 38), with monumentation and plantings that respond to the scale of the automobile. The roadway between these two points becomes a Gateway Corridor (page 43). A Punctuation Point (page 42) breaks up this experience along the corridor at the entry of the Brazos Center. East of Earl Rudder Freeway (Hwy 6). The corridor streetscape is an Urban Street (page 44), defined by pedestrian amenities which reflect the land use intent to be both more retail and pedestrian-friendly.
- 9.4 Summary Streetscape:
- Intersections (see pages 38-41)
 - Gateway Intersection - Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6)
 - Railroad Intersection - n/a
 - Urban Intersection - n/a
 - Amenities Intersection - n/a
 - Special Features (see page 42)
 - Punctuation Point - Brazos Center, Bryan High School
 - Streetscapes (see 43-47)
 - Gateway Corridor - Boonville Rd (FM 158) to Earl Rudder Freeway (Hwy 6)
 - Urban Boulevard - n/a
 - Urban Street - Earl Rudder Freeway (Hwy 6) to Texas Ave
 - Natural Parkway - n/a



Boundaries



Land Use



Streetscape

10. RETAIL CORRIDOR

10.1 Boundaries -- The boundary for the Retail Corridor district includes all plots of land defined by the Study Area (see page 4) west of and including Bryan High School, extending across the Central Business Corridor, to the split of Villa Maria. This district incorporates 29th Street, and Bryan High School.

10.2 Land Use -- The intent for this area is to re-establish the Central Business Corridor's identity as a retail stronghold for the City of Bryan, unifying existing retail areas and encouraging new retail development. The Retail Corridor serves as a transition from the Gateway entry point, to the "heart" of the Central Business Corridor.

10.3 Streetscape -- The streetscape for Central Business Corridor is defined by these standards as an Urban Street (page 44-45) undivided with regularly spaced trees and sidewalk amenities, to encourage retail that is pedestrian-friendly. A Punctuation Point (page 42) occurs where Bryan High School fronts the Central Business Corridor, both to break up the corridor experience and to announce the high school entry. Two major intersections - 29th and the split of Villa Maria, are treated as Urban Intersections (page 40). These intersections create an edge with plantings and building frontage, to identify these points as key access to important areas in Bryan such as Blinn College, St. Joseph's Medical District, and the downtown area. The minor intersection at Broadmoor requires less hardscape and building edge, and will be treated as an Amenities Intersection (page 41), with a stronger landscape focus.

10.4 Summary Streetscape:

Intersections (see pages 38-41)

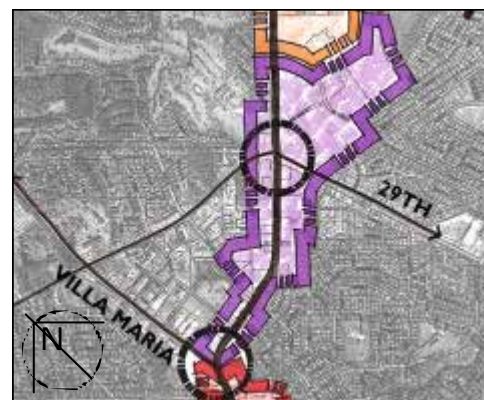
- Gateway Intersection - n/a
- Railroad Intersection - n/a
- Urban Intersection - 29th, Villa Maria
- Amenities Intersection - Broadmoor

Special Features (see page 42)

- Punctuation Point - Bryan High School

Streetscapes (see pages 43-47)

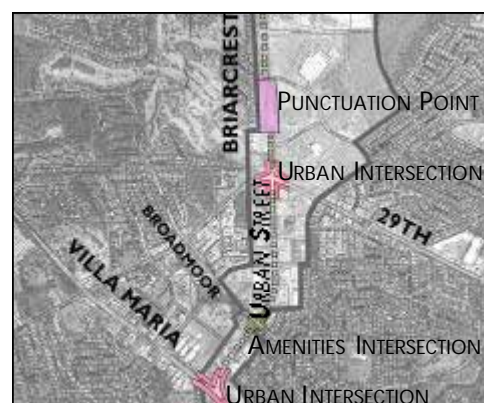
- Gateway Corridor - n/a
- Urban Boulevard - n/a
- Urban Street - Earl Rudder Freeway (Hwy 6) to Texas Ave
- Natural Parkway - n/a



Boundaries



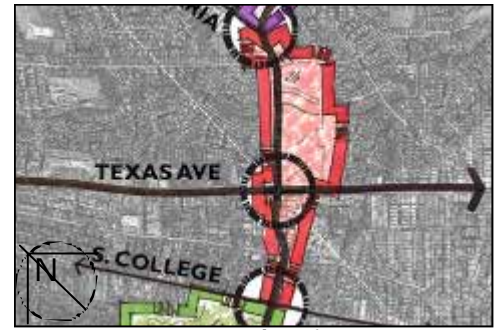
Land Use



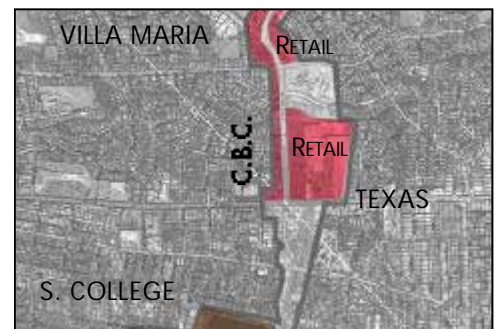
Streetscape

11. SOUTH COLLEGE / TEXAS CORRIDOR

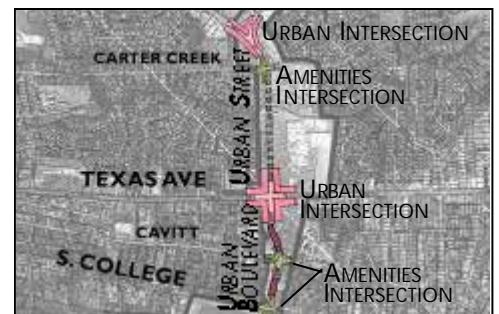
- 11.1 Boundaries -- The boundary for the South College/Texas Corridor district includes all plots of land defined by the Study Area (see page 4) located between the of Villa Maria split and South College. Included in this district are the intersection of Texas Avenue, Sul Ross Elementary School, and Manor East Mall.
- 11.2 Land Use -- The intent for this area is to maintain and invigorate the retail “heart” of the Central Business Corridor, incorporating a tighter urban fabric to enhance the pedestrian scale.
- 11.3 Streetscape -- The Central Business Corridor for this district is addressed as an Urban Street (page 44-45) until the crossing of Texas Avenue, at which it becomes a divided Urban Boulevard (page 44). Both Streetscapes incorporate regularly spaced shade trees, formalized sidewalk, and enhanced lighting standards. The Urban Intersection (page 40) at Texas Avenue receives the same treatment as the crossing of both 29th and Villa Maria - recognizing that it is a key access point for the Central Business Corridor, from downtown Bryan to Texas A&M University in College Station. The crossings of Carter Creek, Cavitt, and South College to the Central Business Corridor are secondary to Texas Avenue and will be treated as Amenities Intersections (page 41).
- 11.4 Summary Streetscape:
- Intersections (see pages 38-41)
 - Gateway Intersection - n/a
 - Railroad Intersection - n/a
 - Urban Intersection - Villa Maria Texas Ave
 - Amenities Intersection - Carter Creek, Cavitt, S. College
 - Special Features (see page 42)
 - Punctuation Point - n/a
 - Streetscapes (see pages 43-47)
 - Gateway Corridor - n/a
 - Urban Boulevard - Texas Ave to Railroad
 - Urban Street - Earl Rudder Freeway (Hwy 6) to Texas Ave
 - Natural Parkway - n/a



Boundaries



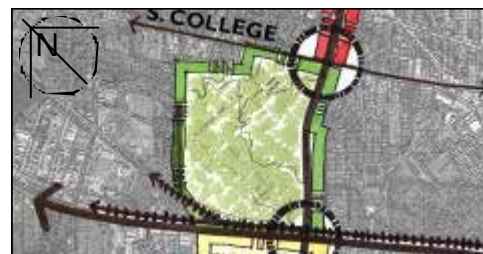
Land Use



Streetscape

12. PARK DISTRICT

- 12.1 Boundaries -- The boundary for the Park District includes all plots of land defined by the Study Area (see page 4) located between South College and the Union Pacific Railroad Intersection. This district incorporates the existing park, golf course, and large pond.



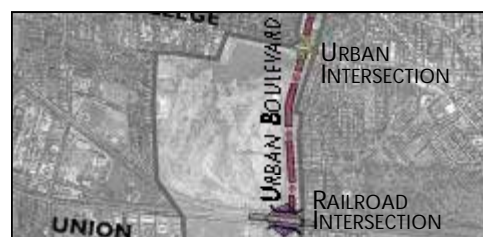
Boundaries

- 12.2 Land Use -- This area is to define the midpoint of the Central Business Corridor, anchored by retail at the Eastern and Western Gateways. As the midpoint of the corridor, this district achieves a transition from the retail "heart" of the Central Business Corridor to its western residential half by mixing and optimizing land use patterns. The intent is a mixed-use zone with residential as the primary use.



Land Use

- 12.3 Streetscape -- The streetscape for this area is the Urban Boulevard (page 44), which is a divided street with regularly spaced trees, pedestrian amenities, and enhanced lighting standards. Significant to this district is the landmark of the Railroad Intersection (page 39), which characterizes this district as a transitional zone, and starts to unify the east end of the Central Business Corridor with the west.



Streetscape

12.4 Summary Streetscape:

Intersections (see pages 38-41)

- Gateway Intersection - n/a
- Railroad Intersection - Railroad
- Urban Intersection - n/a
- Amenities Intersection - S. College

Special Features (see page 42)

- Punctuation Point - n/a

Streetscapes (see pages 43-47)

- Gateway Corridor - n/a
- Urban Boulevard - Texas Ave to Railroad
- Urban Street - n/a
- Natural Parkway - n/a

13. RESIDENTIAL CORRIDOR

13.1 Boundaries -- The boundary for the Residential Corridor includes all plots of land defined by the Study Area (see page 4) which are located east of Mary Branch Elementary School to the Union Pacific Railroad Intersection. This property incorporates Harvey Mitchell Parkway (FM 2818).

13.2 Land Use -- The intent for this area is to maintain the existing residential land use, while incorporating multi-family development near key intersections. The gateway at Harvey Mitchell Parkway (FM 2818) will be defined by heavy retail.

13.3 Streetscape -- West of the Railroad Intersection (page 39), the streetscape transforms into a divided Natural Parkway (page 47), characterized by a massing of multiple varieties of trees, informal plantings and meandering sidewalk. The focal point of this district occurs at the crossing of Harvey Mitchell Parkway (FM 2818), where retail is the proposed land use pattern. The City of Bryan recognizes the importance of this intersection as an internal gateway into the Central Business Corridor, and possible future interchange, so it will receive a Gateway Intersection (page 38) treatment. Two Punctuation Points (page 42) occur in this district to enrich the experience along the Central Business Corridor. Where Forestwood and Westwood cross the Central Business Corridor, Punctuation Points at each intersection link the multi- and single-family developments, and slow vehicular traffic.

13.4 Summary Streetscape:

Intersections (see pages 38-41)

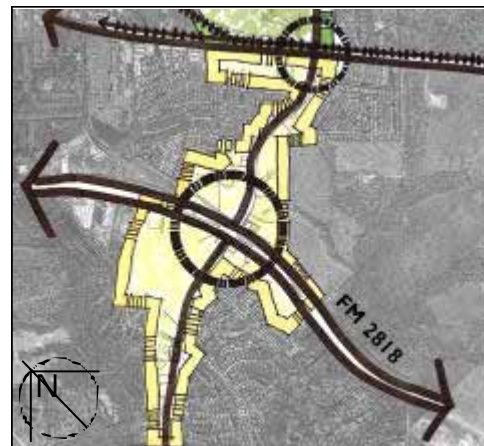
- Gateway Intersection - Harvey Mitchell Parkway (FM 2818)
- Railroad Intersection - Railroad
- Urban Intersection - n/a
- Amenities Intersection - n/a

Special Features (see page 42)

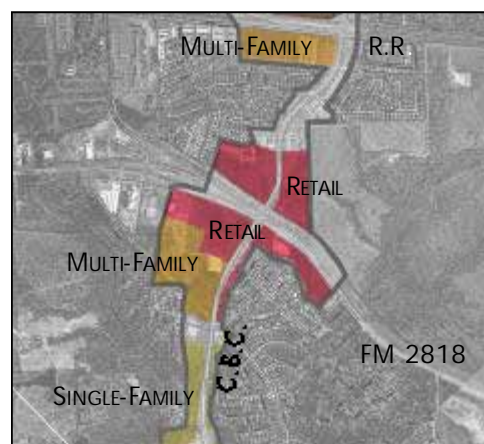
- Punctuation Point - Forestwood, Westwood, Mary Branch Elementary School

Streetscapes (see pages 43-47)

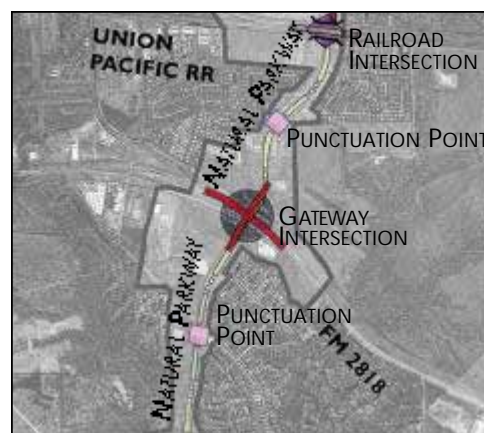
- Gateway Corridor - n/a
- Urban Boulevard - n/a
- Urban Street - n/a
- Natural Parkway - Railroad to westernmost Future Road



Boundaries



Land Use



Streetscape

14. RURAL CORRIDOR

14.1 Boundaries -- The boundary for the Rural Corridor includes all plots of land defined by the Study Area (see page 4) located between and including Mary Branch Elementary School and the future road/entry to Traditions Golf and Country Club at University Ranch.

14.2 Land Use -- The intent for this area is to integrate residential, both single- and multi-family development. The exception occurs at future intersections, in which case retail will define these key points. Also paramount to this area is the development of Traditions Golf and Country Club at University Ranch.

14.3 Streetscape -- The streetscape for this area resumes as a Natural Parkway (page 47), which is characterized by a massing of multiple varieties of trees, informal plantings and meandering sidewalk. A Punctuation Point (page 42) occurs at Mary Branch Elementary School, to define it as a civic landmark for the community and the corridor, while also yielding traffic to pedestrian access from the residential areas. Two Amenities Intersections will occur at the future roads, marked in the land use plan as retail-oriented, including the entry to Traditions Golf and Country Club at University Ranch.

14.4 Summary Streetscape:

Intersections (see pages 38-41)

- Gateway Intersection - n/a
- Railroad Intersection - n/a
- Urban Intersection - n/a
- Amenities Intersection - Future Roads(2)

Special Features (see page 42)

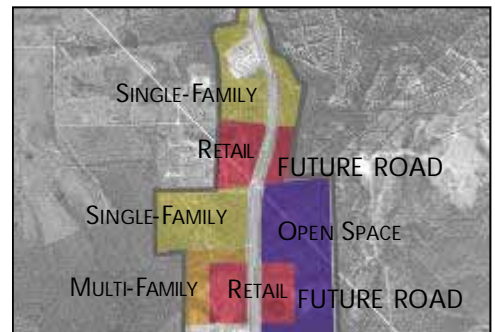
- Punctuation Point - Mary Branch Elementary School,

Streetscapes (see pages 43-48)

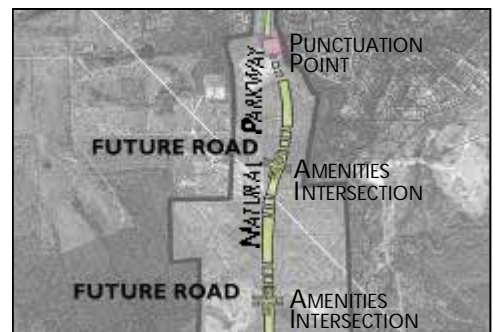
- Gateway Corridor - n/a
- Urban Boulevard - n/a
- Urban Street - n/a
- Natural Parkway - Railroad to westernmost Future Road



Boundaries



Land Use



Streetscape

15. WESTERN GATEWAY

15.1 Boundaries -- The boundary for the Western Gateway district includes all plots of land defined by the Study Area (see page 4) west of the future road / entry to Traditions Golf and Country Club at University Ranch, incorporating Highway 47.

15.2 Land Use -- This area shall define and identify the western entry into the Central Business Corridor, and will be marked at the intersection of Highway 47 with commercial uses, both retail and office spaces. The residential area to the west of this intersection will remain and continue east of Highway 47.

15.3 Streetscape -- Highway 47, a Gateway Intersection (page 38) marks the western end of the Central Business Corridor as a gateway into the area and a possible future interchange. East of this point until the future road and entry into Traditions Golf and Country Club at University Ranch, the streetscape is a formalized Gateway Corridor (page 43), to continue the sense of entry into the Central Business Corridor. A Punctuation Point (page 42) occurs here where the multi- and single-family development converge to add interest along the corridor and unify the entire experience as a series of events.

15.4 Summary Streetscape:

Intersections (see pages 38-41)

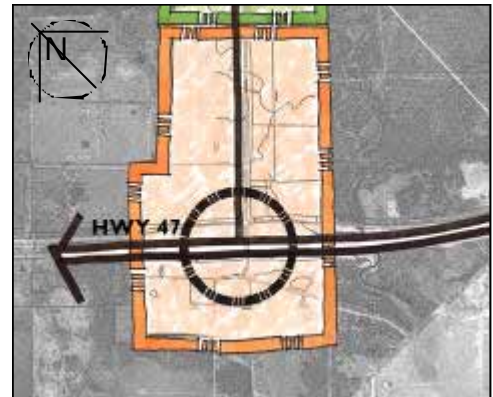
- Gateway Intersection - Hwy 47
- Railroad Intersection - n/a
- Urban Intersection - n/a
- Amenities Intersection - n/a

Special Features (see page 42)

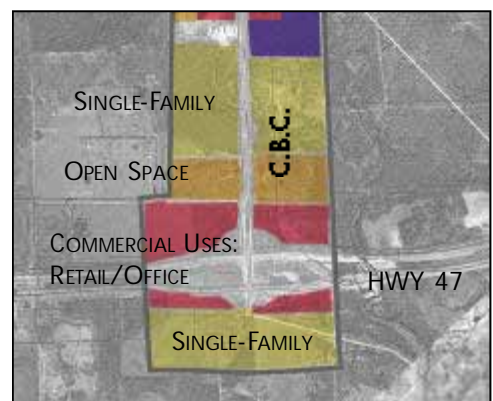
- Punctuation Point - midpoint between westernmost Future Road and Hwy 47

Streetscapes (see pages 43-47)

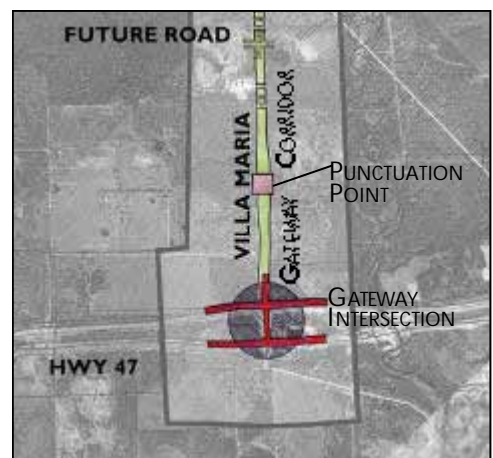
- Gateway Corridor - Hwy 47 to westernmost Future Road
- Urban Boulevard - n/a
- Urban Street - n/a
- Natural Parkway - n/a



Boundaries



Land Use



Streetscape

16. SETBACK REQUIREMENTS

DISTRICT	MINIMUM* FRONT SETBACKS	MAXIMUM LOT COVERAGE	MAXIMUM F.A.R.
<u>University Extension</u> University Extension to Boonville Rd (FM 158)	25'	80%	2:1
<u>Eastern Gateway</u> Boonville Rd (FM 158) to Bryan High School	25'	80%	2:1
<u>Retail Corridor</u> Bryan High School to Villa Maria	10'	80%	0.6:1
<u>South College / Texas Corridor</u> Villa Maria to S. College	10'	80%	0.6:1
<u>Park District</u> S. College to Railroad	25'	65%	0.6:1
<u>Residential Corridor</u> Railroad to Mary Branch Elementary	25'	65%	1.25:1
<u>Rural Corridor</u> Mary Branch Elementary School to westernmost Future Road	25'	65%	1.25:1
<u>Western Gateway</u> westernmost Future Road to Highway 47	25'	80%	2:1

* Minimum dimension, where development constraints prevent the use of a slip road. (For illustration of slip road, see page 46)

17. SITE DEVELOPMENT STANDARDS

COMMERCIAL / RETAIL / OFFICE DEVELOPMENT:

- 17.1 Orientation -- Development will be sited to maximize presence along the CBC to project the appearance of a high quality development as viewed from adjacent properties.
- 17.2 Street Frontage -- The primary facade and entries of all buildings shall face the Central Business Corridor.
- 17.3 Respect for Existing Features -- Buildings will be sited to respect the character of existing landforms and site features.
- 17.4 Views -- High quality views through and into each development are encouraged.
- 17.5 Circulation -- The relationship between buildings, parking, and the Central Business Corridor shall facilitate pedestrian and vehicular circulation. Pedestrian-oriented streetscapes are encouraged.
- 17.6 Slip Roads -- Slip roads are encouraged where possible.



Street Frontage

SINGLE FAMILY RESIDENTIAL:

- 17.7 Orientation -- Lots, primary entries, cul-de-sacs and walkways should be sited to maximize scenic views such as neighborhood parks, neighborhood focus areas, and golf course vistas. At primary parcel entries, four-sided architecture shall be used to create an inviting streetscape.
- 17.8 Street Frontage -- Garage doors (on-street) facing the street are discouraged in residential areas. Landscaped areas are encouraged to maximize street frontage. Building elevations with one story plates should face the street on corner lots to provide transitional massing. Lots with double street frontage along front and back property lines are discouraged.
- 17.9 Pedestrian and Bike Connections -- Continuous pedestrian and bikeway connections into the community network shall be provided. Where feasible, cul-de-sac ends should be extended to arterial streets in order to provide pedestrian access to community walkway and bikeway system along the Central Business Corridor.
- 17.10 Street Hierarchy -- A hierarchy of residential streets shall be created within a development parcel by establishing a primary residential street to collect traffic and provide a sense of orientation to visitors and residents.
- 17.11 Parking -- Off-street parking in conformance with the existing City ordinances shall be provided. Garages and carports shall be setback a minimum of 17 feet from the back of sidewalk to prevent parked cars in driveways from blocking the sidewalk.



Maximize neighborhood views

MULTI-FAMILY RESIDENTIAL:

- 17.12 Orientation -- Multi-family units should be sited to take maximum advantage of scenic view opportunities and create pleasant living environments that blend compatibly into the community.

- 17.13 Street Frontage -- Project entries shall create a sense of arrival. Parking stalls along entry drives are discouraged, and adjacent parking shall be screened. Multi-family street walls should be designed to be compatible with the overall Corridor, enhance the neighborhood theme, and allow continuity in streetscape landscaping. Where possible, major amenities should be adjacent to project entries and visible from adjoining streets. The use of patio walls and low walls are encouraged to create height transitions from building to street.
- 17.14 Parking -- Parking shall be clustered into courts connected by drives or under residential buildings rather than in large or long linear surface lots. Carports shall be compatible in design character with the buildings, and, wherever possible, integrated with patio or project walls. Surface parking areas adjacent to public streets shall be screened by low walls or landscaping.

18. BUILDING MASS AND FORM

Intent: Building mass and exterior character should be modulated to achieve a human scale that will enhance pedestrian activity.

- 18.1 Relationship to Surroundings -- Buildings should relate to the natural and built environment, as well as each other, in their massing and form. Step downs and setbacks should emulate the terrain and be reinforced by landscape elements. Variation in roof forms, materials, and height of roof elements are encouraged to reduce perceived scale.
- 18.2 Building Articulation -- Building facades are encouraged to have massing changes and architectural articulation to provide visual interest and texture along the street corridor. This articulation should not apply evenly across the building facade, but should be gathered for hierarchical design impact. Square or rectangular "box-like" structures are to be avoided.
- 18.3 Stacking -- Larger masses should be located at the centers of building compositions, with smaller forms stepping down and outwards.
- 18.4 Wall Planes -- Blank walls at ground-floor levels may not be used. There will be no more than 45 linear feet of unarticulated, blank wall planes facing any street or public improvement without an offset or other relieving elements.
- 18.5 Clustering The clustering of buildings to create plazas and pedestrian gathering places and establish visual links between separate structures is encouraged.
- 18.6 Walkways -- The location of walkways will prevent users from being subjected to harsh environmental conditions. Covered walks or arcades are encouraged.



Building Articulation



Clustering

18.7 Residential Building Mass and Form -- The following elements are permitted and encouraged for residential building massing and form.

- Horizontal architectural elements
- Projections and recesses to provide articulation and shading
- Simple bold forms
- Architectural elements for visual interest and contemporary appearance
- Second story balconies
- Broad roof pitch and overhangs



Residential Building Mass and Form

19. PUBLIC AND PRIVATE OPEN SPACE TREATMENT

Intent: Restrictions on Public and Private Open Space Treatment are intended to insure activity throughout plazas, neighborhood parks, building entry zones, and other special public or semi-public spaces by creating conditions that are inviting and safe for pedestrians.

19.1 Access -- Public open spaces will be located in the "front yard" where they are publicly accessible and self-policing. The creation of "dead end" spaces, which lack a pedestrian connection to other activity areas should be avoided.

19.2 Design Detail -- Building entries and other pedestrian-oriented public spaces require a high level of design detail to achieve a human scale. Design detail may include:

- a broad palette of plant materials
- intricately designed paving patterns
- arbors planted with climbing vines
- a variety of seating opportunities



Retail Public Open Space

19.3 Residential Planting Requirements (Single Family) -- A minimum of sixty percent (60 %) of the front yard shall be covered with plant materials including vegetative ground covers, shrubbery, and at least one 2 1/2" caliper tree.

19.4 Residential Planting Requirements (Multi Family) -- Multi-family residential sites will be landscaped with a minimum of 2 2 1/2" caliper trees per unit in addition to any required parking lot landscaping. Landscaping will incorporate a mix of trees, shrubs, and groundcovers in a pleasing design to provide shade, accent and safety. Dense planting creates lack of visibility and will be avoided.



Neighborhood Public Open Space

19.5 Residential Open Space (Multi-Family) -- Multi-family developments will incorporate outdoor spaces that include central landscape and recreational amenities. Where possible, major amenities are encouraged to be adjacent to project entries and visible from adjoining streets. These amenities can include but are not limited to:

- gardens
- plazas
- playing fields

19.6 Completion -- Completed dwelling units shall have front yards landscaped, irrigated, and street trees planted within two months of co-issuance (certificate of occupancy).



3 BUILDING AND SITE WORK DESIGN

20	Exterior Appearance of Buildings	26
21	Underground Utilities	29
22	Screening	29
23	Surface Parking	31
24	Parking Structures and Parking Beneath Buildings	32
25	Landscape Standards for Street Trees	32
26	Sidewalks	33
27	Site Signage Systems	34
28	Family of Elements	34
29	Site Furniture	36

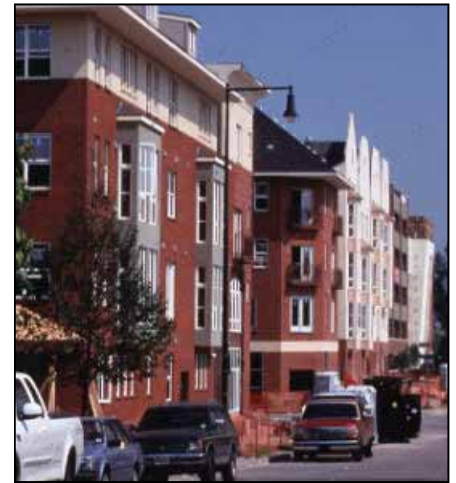
20. EXTERIOR APPEARANCE OF BUILDINGS

Intent: Restrictions on the exterior appearance of buildings are described herein are intended to provide 1) a uniform character and complimentary material relationship between buildings, 2) promote the perception of strength and permanence of each building, while maintaining appropriate variety for design flexibility. These requirements have been designed to create building environments that are pedestrian-oriented, capitalize on mixed-use opportunities, and engage the streetscape.

20.1 Materials -- Building exterior walls from grade to roof levels shall be faced and finished with brick, stone, stucco, marble, architectural concrete or glass. No single building material shall cover more than 80% of the front of any building, with the exception of on-site utility or service structures. The use of prefabricated materials is not permitted.

20.2 Windows and Glass -- Windows shall not be glazed or reglazed with mirrored or reflective glass. The glass portions of a facade should not total more than 60% of the entire facade area.

20.3 Facade Finish -- All buildings shall be architecturally finished on all four sides with a higher level of finish on the front facades (those facades directly visible from the Central Business Corridor).



Allowable Exterior Material Condition

20.4 Relationship of New Building to Existing -- The design of a new structure shall complement the character and basic design of existing adjacent buildings. While a new design may exhibit contrast in the use of certain design elements, other design elements, e.g. color, materials and basic proportions should be harmonious with existing buildings in order to relate to the entire Central Business Corridor development.

20.5 Entry Areas -- Building entrances should be articulated and defined to present a strong entry presence.



Strong Entry Area Treatment

20.6 Accent Features -- The following accent features add detail and are encouraged:

- Overhangs
- Peaked roof forms
- Arches
- Outdoor patios
- Pilasters
- Canopies, awnings, or porticos
- Architectural details (ie tile work & moldings) integrated into building facade
- Integrated planters or wing walls that incorporate landscape and sitting areas
- Cornices
- String courses
- Window sills
- Lintels
- Rustication

Buildings less than 50,000 s.f. must include a minimum of 3 of the above.

Buildings over 50,000 s.f. must include a minimum of 5 of the above.

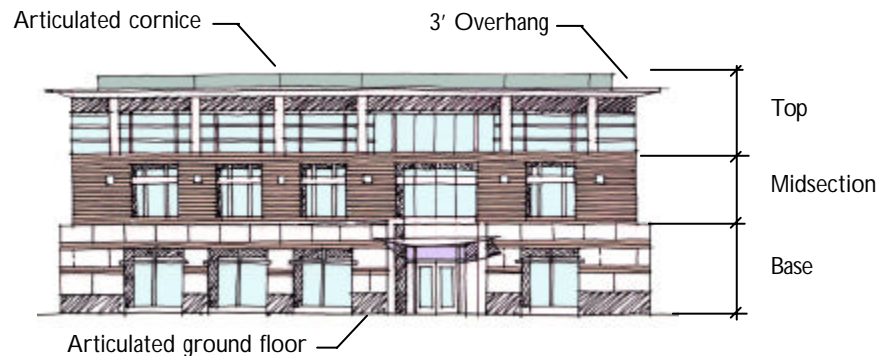
Buildings over 100,000 s.f. must include a minimum of 7 of the above.

20.7 Levels -- All buildings greater than one story shall be designed to express a base, midsection, and top. The base and tops of buildings shall vary in material and facades must include:

- Articulated ground floor levels
- Minimum 3 foot overhangs at eaves
- Articulated cornice line.
- Stone base

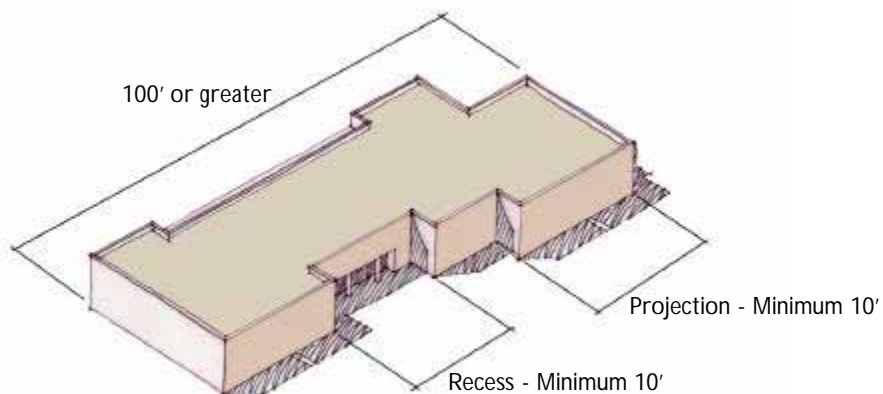


Accent Features add detail



Expression of Building Form

- 20.8 Projections / Recesses -- Facades greater than one hundred feet (100') in length shall incorporate wall plane projections or recesses that are at least ten feet (10') deep. Projections/recesses must be at least twenty five percent (25%) of the length of the facade. No uninterrupted length of facade may exceed one hundred feet (100') in length.



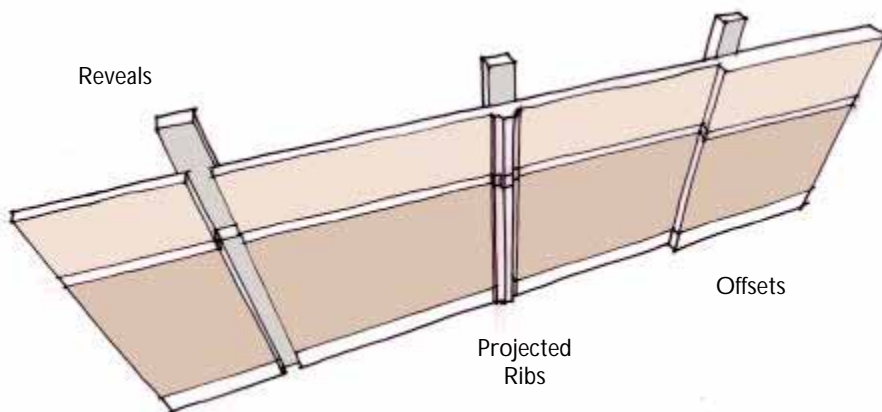
Projections and recesses for facades greater than 100' in length

- 20.9 Ground Floor Facades -- Ground floor facades facing Central Business Corridor must incorporate entry areas, arcades, display windows, awnings, or other architectural variety features along no less than sixty percent (60%) of facade. The remaining forty percent (40%) may not be contiguous.



Facades facing the Central Business Corridor

20.10 Structural Bays -- Offsets, reveals, or projecting rib shall be used to express architectural or structural bays.



Expression of architectural or structural bays

21. UNDERGROUND UTILITIES

21.1 Utilities Included -- In accordance with the specifications and policies of the respective utility service providers, the following constructed in developments after the effective date of these guidelines will be placed underground:

- electric power lines
- telephone lines
- gas distribution
- fiber optic cable
- cable television lines

21.2 Utilities Excluded -- The following power lines may be pad mounted instead of placed underground:

- transformers
- enclosures containing electrical equipment i.e, switches, meters, or capacitors

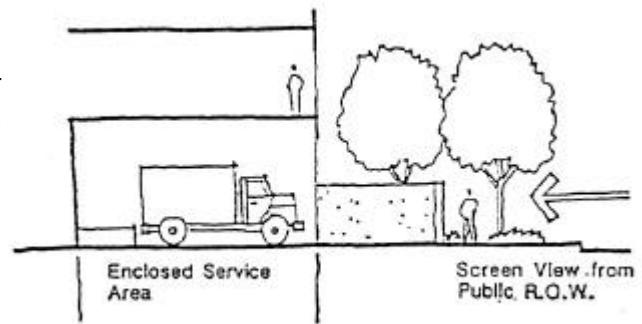
22. SCREENING

Intent: The purpose for screening is to control the visual access into areas which exist entirely for functional means, not intended to be used or seen by the public. Standards are required to maintain a uniformity throughout the Central Business Corridor so that these areas are not unsightly from where they are viewed.

22.1 Placement of Service Equipment -- All ground-mounted service equipment visible from public right-of-way shall be consolidated into enclosed service areas wherever possible. This equipment may include:

- air conditioners
- transformers
- trash collection equipment

22.2 Placement of Service Areas -- Service areas shall be integrated into the building envelope and provided at the rear (side opposite Central Business Corridor) of all buildings. Where it is necessary to locate service areas on the side of buildings perpendicular to the street, views into the service area must be screened from vehicular and pedestrian traffic.



22.3 Screening of Service Areas -- Service areas shall be screened from adjacent property, all public rights-of-way, and from any other buildings which may share the site.

22.4 Roof Top Mechanical Equipment -- Roof top mechanical equipment shall be screened entirely by a parapet wall so as not to be seen from six feet above finished street grade. Mechanical penthouses shall be proportioned and placed so as to compliment overall building design.

22.5 Trash Storage -- Trash storage enclosures are required for all projects. Trash storage areas will be designed to contain all refuse generated on-site between collections. These areas must be incorporated into the building envelope or screened by a masonry wall at least 6' high, or one foot (1') higher than the container it screens (whichever is higher) on three sides with opening not facing public right-of-way or residential uses.. These walls will have base planting of indigenous ever-green material that will become at least 3' high three years from the time of installation.

22.6 Commercial / Utility Vehicles -- All commercial/utility vehicles stored on-site must be inside a closed building or within a screened portion of the site, not between the building and adjacent thoroughfare.

22.7 Loading Areas -- All loading will be effectively screened from public view. Loading areas shall be designed to accommodate backing and maneuvering on-site, not from a public street. Loading spaces will be directly in front of a loading door and clearly denoted on the pavement. Regardless of orientation, all loading doors shall not be located closer than seventy feet (70') from a public or private right-of-way.

22.8 Other Structures and Equipment -- Silos, towers, tanks, and other structures or equipment shall be architecturally compatible with the aesthetics of the Corridor or effectively shielded from public view. No outside storage, sales, or operations of any kind shall be permitted unless such activity is visually screened from the public view architecturally to match building materials (excluding wood).

22.9 Compatibility of materials -- In all cases, screening wall shall be compatible with building and / or planting materials. Vegetation should be used to soften the wall appearance. This may include either vines trained up the wall or 1 tree and shrubs 30" on center.

23. SURFACE PARKING

23.1 Paving -- All surface parking lots shall be paved.

23.2 Walkways -- Parking areas will be separated from buildings by a raised walkway and landscaped area. Situations where parking spaces directly abut structures are discouraged.

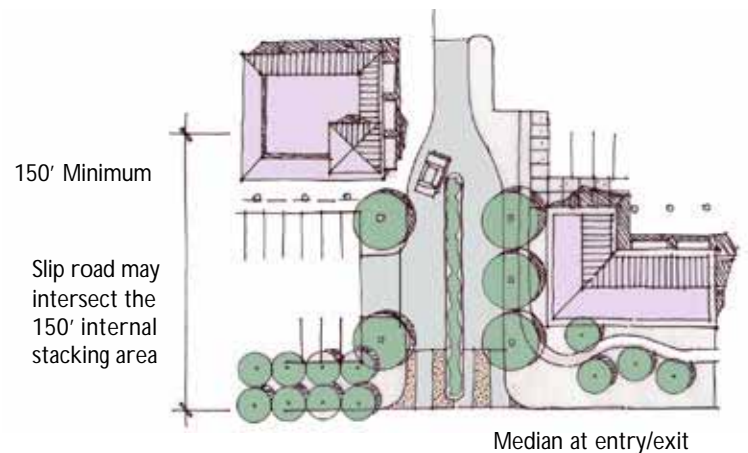
23.3 Orientation of Parking Aisles -- Parking aisles shall be oriented perpendicular to buildings so pedestrians walk parallel to moving cars and/or provide separate distinct pedestrian walkways.

23.4 Alignment of Lanes -- The alignment of travel lanes within parking lots in long straight configurations that facilitate speeding is discouraged.

23.5 Landscape Island Requirement -- Landscaped islands at the ends of all rows of parking and between every 20 linear car spaces minimum will be provided. Parking bumpers in lots are prohibited.

23.6 Large Parking Area Requirements -- All projects with parking fields over 200 parking spaces must provide:

- Driveways with medians at entries.
- Internal stacking areas a minimum of one hundred fifty feet (150') at entries/exits. Stacking areas may only be intersected with slip roads.
- perimeter landscaping



23.7 Minimum Parking Ratios: *

The minimum number of parking spaces required per parcel is based on the following ratios (# Parking Spaces/Gross Leasable Area):

Retail Uses	5 spaces/1000 SF GLA
Restaurants and Theaters	1 space/3 seats
Professional Offices	4 spaces/1000 SF GLA
Hotel or Motel	1 space/guest room
	Plus
	1 space/2 employees

Entry median and stacking area

* on large projects over 200,000 S.F., a comprehensive parking study may be provided as a basis to allow parking ratio adjustments. Shared parking / other parking reduction techniques are encouraged.

23.8 ADA Requirements -- Spaces and ramps for the handicapped will be provided in accordance with local codes and ADA requirements.

23.9 Shared Parking -- Shared parking is allowable as approved by the City to reduce the total number of parking spaces within the development and to capitalize on off-peak parking synergies.

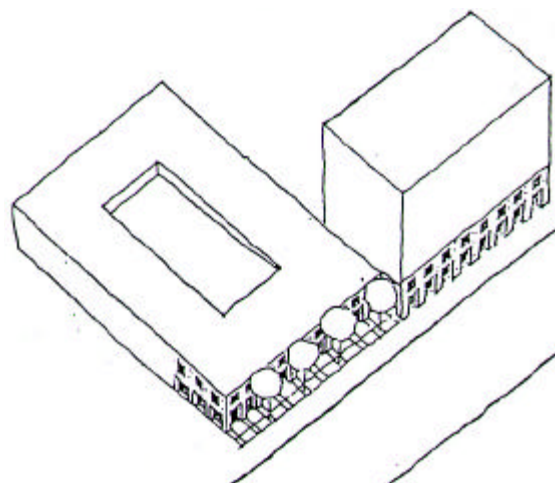
24. PARKING STRUCTURES AND PARKING BENEATH BUILDINGS

Intent: The incorporation of parking structures in a development is encouraged in order to minimize site coverage, however, the location of structures shall not negatively impact the development, adjacent properties, or the visual corridors of the district.

24.1 Appearance -- The appearance of parking structures, whether freestanding or attached, should relate architecturally to the building they serve, and contribute positively to the character of development.

24.2 Pedestrian Connections -- Convenient, weather-protected pedestrian connections between parking structures and main buildings, and at pick-up points shall be provided.

24.3 General Criteria -- The general architectural criteria shall apply to all parking structures; specifically with regard to mass, scale, and materials.



Parking Garage with Facade that complements adjacent building

25. LANDSCAPE STANDARDS FOR STREET TREES

Intent: Street trees are utilized to provide a sense of separation between pedestrians and vehicles, to define space, to provide shade to pedestrians and vehicles, and to mitigate the "urban heat island effect" created by large areas of paved surfaces. As such, the guidelines for the Central Business Corridor trees reflect the position that closer spacing is better, and that trees should continue as close to intersections as possible.

25.1 Large Canopy Trees -- Large canopy trees are suggested for all Gateway Corridors, Urban Boulevards, and Urban Streets

25.2 Ornamental Trees -- Smaller ornamental trees may be used to add visual interest at Punctuation Points and intersections where canopy trees may be inappropriately large .

25.3 Natural Parkway -- The Natural Parkway should feature a variety of tree sizes.

25.4 Tree Spacing -- Spacing for trees should be nominally as follows*:

Large Trees 30' o.c.

Medium Trees 20' o.c.

Small Trees 10'-15' o.c.

25.5 Preferred Tree Species -- Preferred trees are as follows:

Small Trees

Crape Myrtle
Possumhaw Holly
Texas, Oklahoma, or Mexican Redbud
Yaupon Holly
Mexican Plum
Mountain Laurel
American Smoketree
Texas Persimmon
Mexican Buckeye
Carolina Buckthorn
Southern Wax Myrtle

Large Tree

Shumard Red Oak
Texas Red Oak
Live Oak
Bur Oak
Chinese Pistachio
Arizona Cypress
Bald Cypress
Cedar Elm

Medium Trees

Bigtooth Maple
Aristocrat Pear
Panicled Golden Raintree
Lacebark Elm
Vasey Oak
Lacey Oak
Texas Ash

*Tree types described in Section 20-209 (Tree policies) of the City of Bryan, Texas, Landscape Ordinance 2-8-88.

26. SIDEWALKS

26.1 Sidewalk Dimension -- Sidewalks should have a minimum 6' width no closer than five feet from back of street curve with the exception of an urbanized streetscape.

standards.

27. SITE SIGNAGE SYSTEMS

- 27.1 Signs (General) -- All signs must conform to City of Bryan signage controls. Design, materials, and finish of sign shall compliment those of the overall CBC development.
- 27.2 Face of Signs -- The primary identity and monument signs must be placed perpendicular to the Central Business Corridor R.O.W.
- 27.3 On-Site Signs -- On-site ground and pole mounted signs on properties in commercial / retail areas which abut a residential area shall not be erected closer than 50 feet of the residential area as outlined in the Land Use Plan (page 8).
- 27.4 Retail and Residential Tenant Signage -- The main entrance of each lease space shall be covered or protected in some manner. Examples of such protection include, but are not limited to, awnings and recessed entries. Exterior tenant elements of each particular tenant should be designed to work together as a whole.
- 27.5 Pennants and Banners -- Temporary signs and banners are allowable upon review by the City of Bryan Staff.
- 27.6 Directional Signs (General) -- Directional signs shall be standardized as much as possible, with a consistency in structure and form, as well as a common background color and letter style. Letter styles will be chosen for their design compatibility and legibility.
- 27.7 Directional Signs (Dimensions) -- The maximum size shall be 21.5 square feet. Maximum height shall be 8 feet above adjacent finished grade.
- 27.8 Directional Signs (Mounted) -- Directional signs may be single- or double- post mounted. The sign may either be single- or double-faced, as required.
- 27.9 Directional Signs (Illumination) -- Directional signs may be internally illuminated.

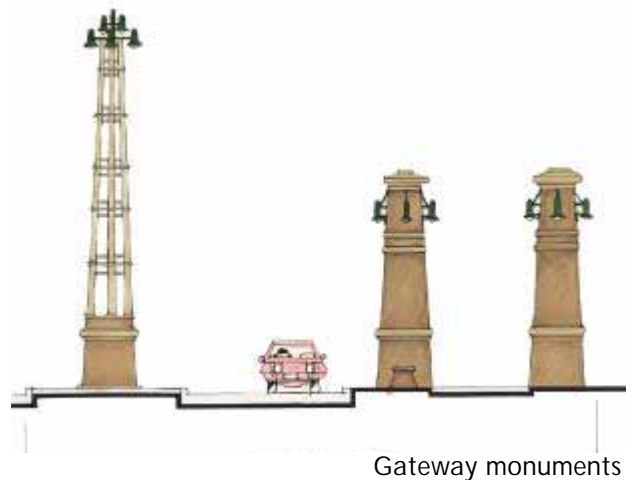
28. FAMILY OF ELEMENTS

Intent: In addition to the form-giving rows of street trees, a "family" of streetscape elements will help tie together the Central Business Corridor of Bryan. These design elements offer basic forms, colors and materials that will contribute in making the streetscape identifiable. The family of streetscape elements includes a series of entrance monuments and pedestals for major street intersections and landscape Punctuation Points and street light options for both pedestrian and vehicular scales.

- 28.1 Gateway monuments Location -- Gateway monuments should occur at district boundaries.

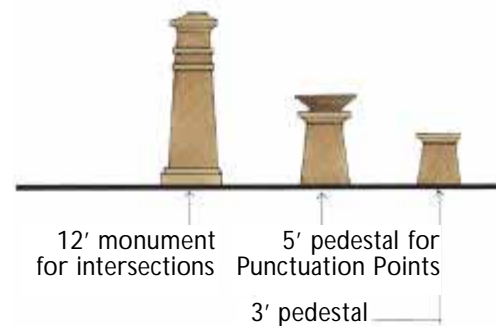
28.2 Gateway monuments Materials -- The monument materials should be of brick masonry, natural native stone, and cast stone with dark colored light fixtures manufactured by Bega (or equivalent). Cultured stone is not allowed.

28.3 Gateway monuments Dimensions -- The monument/light standard in medians is nominally 30' height. The monument/light standard in the Parkway is nominally 20' height. The 20' height monuments in the Parkway should be placed in pairs flanking the sidewalk. A low 3' height barrier (i.e. decorative wall or bollards) should be used to separate vehicular from pedestrian traffic.



28.4 Entrance monuments Location -- Entrance Monuments should occur at major intersections and landscape "points of interest".

28.4 Entrance monuments Materials -- The entrance monument materials should be stone and cast stone and brick masonry.

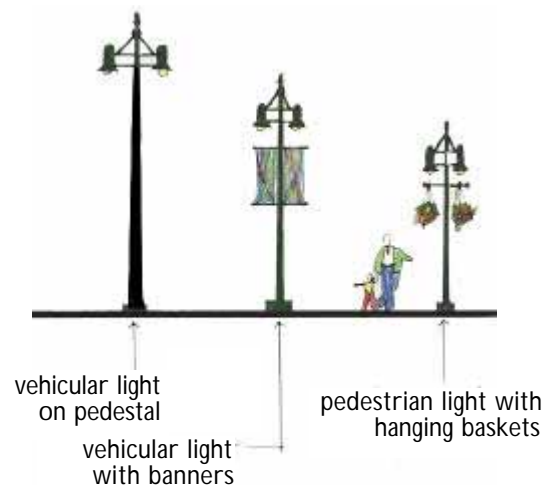


Entrance monuments

28.4 Entrance monuments Dimensions -- The 12' height monuments may be used in major intersections. The 3' and 5' height pedestals may be used at Punctuation Points, and in conjunction with 12' height entrance monuments at major intersections.

28.5 Enhanced Light Standards Location -- The vehicular scale light standard may be placed on a stone pedestal and centered in the Central Business Corridor road medians.

28.6 Enhanced Light Standards Features -- The vehicular scale light fixtures may support seasonal banners. The 10' height (nominal) pedestrian scale light fixture may feature hanging baskets.



Enhanced Light Standards

28.7 Enhanced Light Standards Colors -- Enhanced light standards should be painted a dark color comparable to the City of Bryan light standard.

28.8 Enhanced Light Standards Installation -- Lighting shall be installed by owner in accordance with city design standards for Central Business Corridor.

28.9 Enhanced Light Standards TXDOT Coordination -- The City of Bryan should coordinate the implementation of the street lights with TXDOT in the right-of-way.

29. SITE FURNITURE

Intent: Site furniture includes benches, bike racks, trash containers, bollards, and public art to be incorporated into developments with an urban streetscape. These are the only site elements that may be placed with-in the street right-of-way.

29.1 Materials -- All site furniture shall be made of long-lasting materials such as stone, metal and some hardwoods, and should be approved by City staff. City staff will maintain a reference file of approved site furniture.

29.2 Requirements -- All buildings over 35,000 square feet shall provide at least three of the following elements:

- Benches
- Bollards
- Clocks
- Litter containers
- Drinking fountains
- Bicycle racks

29.3 Tree Grates -- Tree grates (minimum 4' x 4') are to be used in high pedestrian traffic areas. Grates may also be used in pocket parks and other areas deemed necessary through review by City staff.

29.4 Tree Guards-- Tree guards may take the form of a low fence 12-14" high of ornamental metal defining the edge of the 5'x5' tree wells. Tree guards are to be in urban streetscape areas, where tree grates are not required, as well as other areas deemed necessary through review by City staff. Gauge of metal utilized should not be less than 3/8" diameter.

29.5 Bollards -- Bollards are to be used to protect trees and pedestrians where there is a curbless condition. Bollards should have a nominal height of 24" and nominal diameter of 18". The use of granite and/or cast iron is suggested.

29.6 Benches -- All street benches should be consistent with approved specifications and should be located near each building entrance or at a regular spacing approved by city staff.

29.7 Bike Racks -- All bike racks should be consistent with approved specifications and should be located within each development.

29.8 Litter Containers-- All litter containers should be consistent with approved specifications.

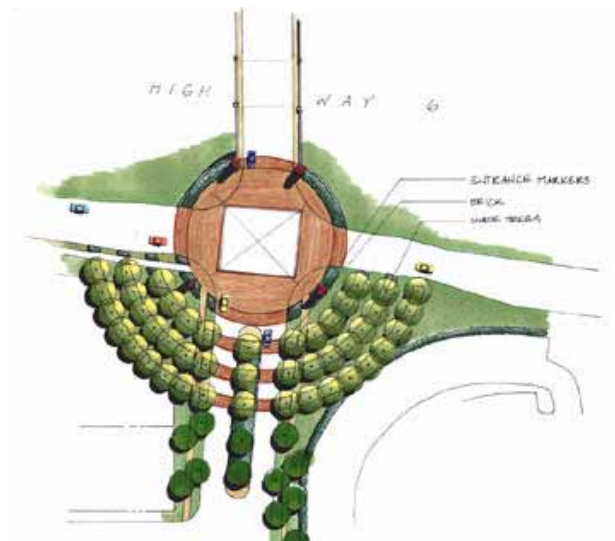


4 KIT OF PARTS

30	Gateway Intersection	38
31	Railroad Intersection	39
32	Urban Intersection	40
33	Amenities Intersection	41
34	Punctuation Point	42
35	Gateway Corridor	43
36	Urban Boulevard	44
37	Urban Street	44
38	Slip Road	46
39	Natural Parkway	47
40	Putting It Together	48

30. GATEWAY INTERSECTION

- 30.1 Location -- Gateway intersections will occur at the intersections with the University Extension, Boonville Rd (FM 158), Earl Rudder Freeway (Hwy 6), Harvey Mitchell Parkway (FM 2818) and Hwy 47.
- 30.2 Symmetry -- Gateway intersection should be symmetrical on both sides of the Central Business Corridor.
- 30.3 Paving -- Gateway intersections should incorporate enhanced paving of stone, brick, or stained and/or scored concrete.
- 30.4 Planting -- Gateway intersections should feature a greater quantity of intensified plantings of canopy and ornamental trees than the Urban Intersection (page 40).
- 30.5 Monumentation -- Gateway intersections should incorporate 20' entrance monuments and entrance pedestals as outlined in the landscape standards.



Gateway Intersection

31. RAILROAD INTERSECTION

31.1 Location -- Railroad Intersection will occur at the intersection of the CBC and the Union Pacific Railroad.

31.2 Enhanced Treatment - Railroad Intersection should feature enhanced bridge façade treatments, special lighting, special railings, enhanced columns, color, and banners to create a gateway identity feature.

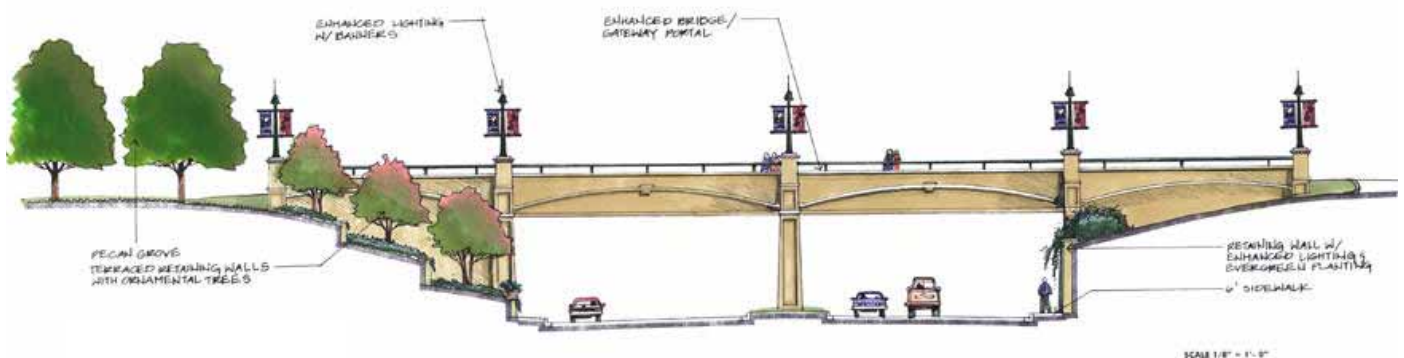
31.3 Vertical Transition -- Railroad Intersection should include an architectural treatment of vertical transition from the bridge to street level. This may include terracing with plants or the use of retaining walls.

31.4 Sidewalks -- Railroad Intersection should include six-foot wide sidewalks on both sides of street.

31.5 Planting -- Railroad Intersection should feature intensified planting of shrubs and trees to provide a sense of enclosure and screening from the railroad tracks.



Railroad Intersection



SCALE 1/8" = 1'-0"

32. URBAN INTERSECTION

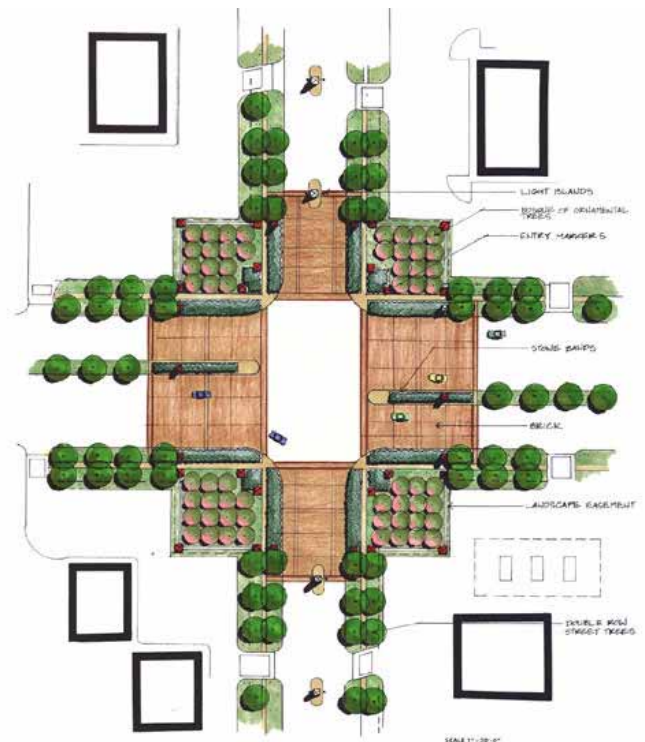
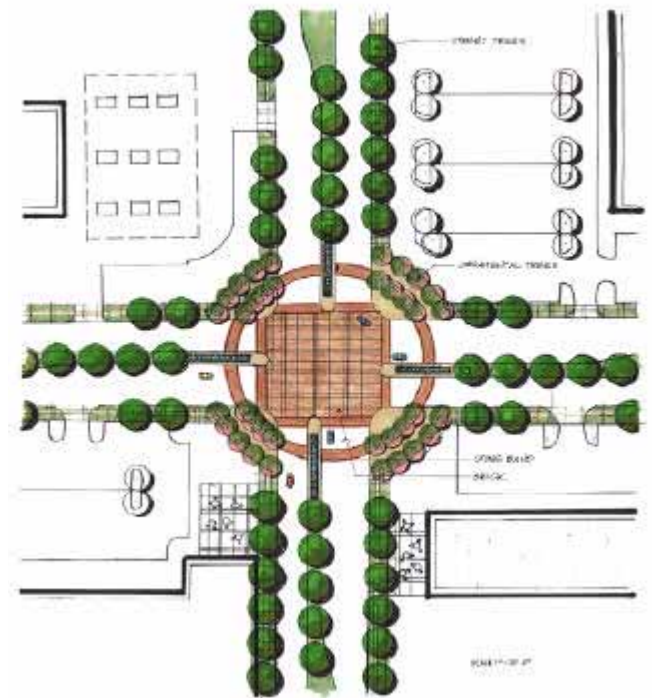
- 32.1 Where -- Urban Intersections will occur at the intersections with the Central Business Corridor and 29th, Villa Maria, and Texas Avenue, respectively.
- 32.2 Edge Treatment -- Urban Intersections will encourage higher density retail and commercial uses with building footprints relatively close to the street.
- 32.3 Symmetry -- Urban Intersections should be symmetrical in all four directions.
- 32.4 Paving -- Urban Intersections should incorporate enhanced paving.
- 32.5 Planting - Urban Intersections should feature intensified planting of shrubs and trees to provide a sense of enclosure.
- 32.6 Tree Plantings at Intersection -- Tree plantings should stop and intersections as described in Section 20-209 (Tree policies) of the City of Bryan, Texas, Landscape Ordinance 2-8-88.
- 32.7 Monumentation -- Urban Intersections may include both pedestrian and vehicular scale monumentation.



Urban Intersection

33. AMENITIES INTERSECTION

- 33.1 Location -- Amenities Intersections will occur at the intersections of the Central Business Corridor and Broadmoor, Carter Creek, Cavitt, S. College, and the two (2) Future Roads as identified in the Streetscape Improvement Plan (page 11), respectively.
- 33.2 Edge Treatment -- Amenities Intersections will occur in lower density residential, retail, and commercial areas with larger setbacks between the ROW and the building footprint.
- 33.3 Symmetry -- Amenities Intersections should be symmetrical in all four directions.
- 33.4 Paving -- Amenities Intersections should incorporate enhanced paving of stone, brick, or stained and/or scored concrete.
- 33.5 Planting -- Amenities Intersections should feature a greater quantity of intensified plantings of shrubs and ornamental trees than the Urban Intersection (page 40).



Amenities Intersection

34. PUNCTUATION POINT

34.1 Location -- Punctuation Points will occur along the CBC adjacent to the entrances of Miramont, Brazos Center, Bryan High School, Forestwood, Westwood, Mary Branch Elementary School, and the midpoint between westernmost Future Road and Hwy 47, as identified in the Streetscape Improvement Plan (page 11), respectively.

34.2 Dimensions -- Punctuation Points should be a minimum of 200' in length and width along the Central Business Corridor. They will span the width of the right-of-way, incorporating both parkways and the median.

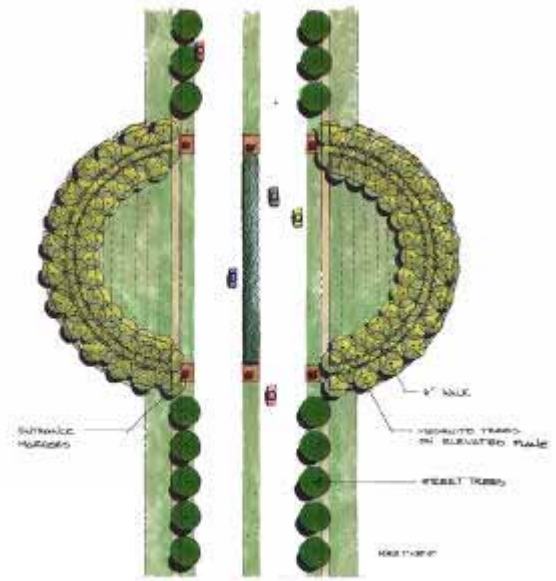
34.3 Symmetry -- Punctuation Points will be symmetrical on both sides of the street, adjusting for entrances onto the street.

34.4 Planting -- Punctuation Points should have bold, intense plantings that are graphic or sculptural in character.

34.5 Raised Planting -- Punctuation Points may utilize raised planting areas to lift and separate these spaces from the adjacent streetscape, which is delineated by uniform plantings of street trees.

34.6 Lighting / Monumentation -- Punctuation Points may utilize special lighting and monu-mentation and / or public art.

34.7 Character -- When Punctuation Points occur in the retail zones the plant material selected should be formal and refined in character. The upright Chanticleer Pear tree is one such example. When Punctuation Points occur in rural or low density zones, the plant material should be of loose and informal character. Native plant materials and ornamental grasses are especially appropriate in the Rural and Residential Corridor Districts.



Punctuation Points

35. GATEWAY CORRIDOR

35.1 Location -- Gateway Corridor will occur along the Central Business Corridor from the University Extension to east Miramont street frontage, west Miramont street frontage to Earl Rudder Freeway (Hwy 6), and from Hwy 47 to the westernmost Future Road, as identified in the Streetscape Improvement Plan (page 11), respectively.

35.2 Divided -- A Gateway Corridor is divided.

35.3 Identity -- A Gateway Corridor should include special hardscape features and signage to provide neighborhood identity.

35.4 Planting -- A double row of single variety large shade trees may be placed in the median and in the parkways on both sides of the street, 30 feet o.c.. These trees should be planted in geometric patterns that respond to the "speed scale" and distance of the automobile. With the exception of tree spacing, tree plantings should conform to provisions of Section 20209 (Tree policies) of the City of Bryan, Texas, Landscape Ordinance 2-8-88.

35.5 Sidewalk -- A six-foot (6') sidewalk should be built on both sides of street.

35.6 Paving -- Enhanced paving of brick, stone, or scored and stained concrete should be used at all crosswalks.

35.7 Pedestrian Amenities -- Pedestrian amenities such as benches, trash receptacles, and bike racks should be provided at regular intervals.

35.8 Lighting -- Enhanced lighting standards should be installed by owner in accordance with city design standards.

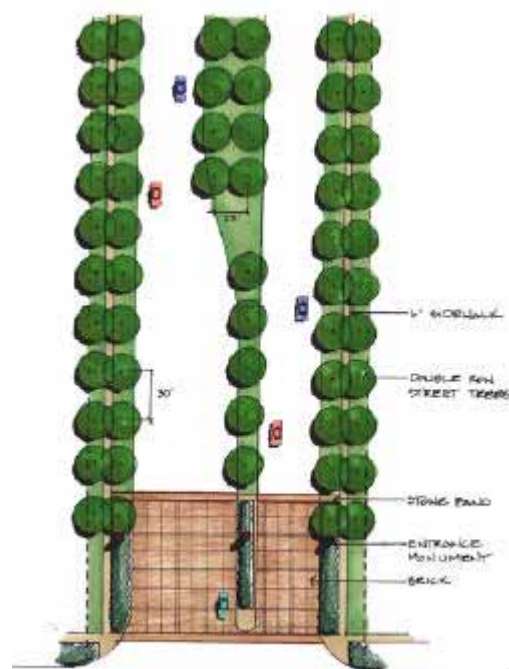
35.9 Shown -- The Streetscape shown is a site-specific example for the intersection at the Central Business Corridor and Earl Rudder Freeway (Hwy 6).



Gateway Corridor

36. URBAN BOULEVARD

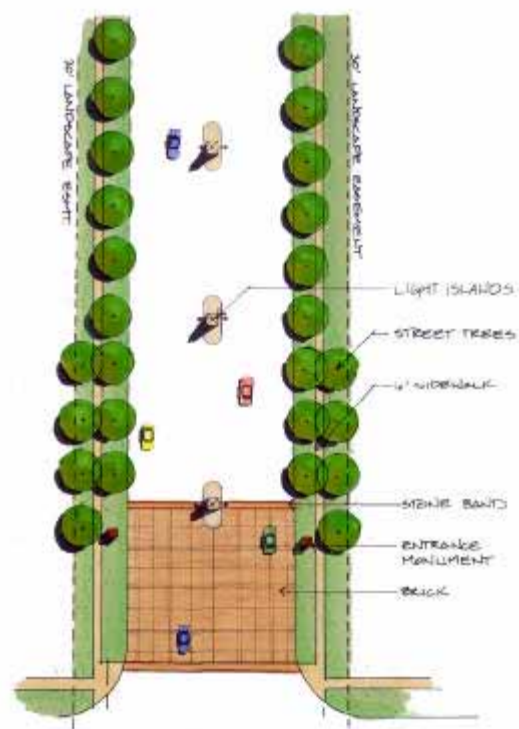
- 36.1 Location -- The Urban Boulevard will occur along the Central Business Corridor from Texas Ave to the Union Pacific Railroad.
- 36.2 Divided -- An Urban Boulevard is divided.
- 36.3 Planting -- A double row of single variety large shade trees may be placed in the median and in the parkways on both sides of the street. These trees should be planted nominally 30 feet o.c. between the sidewalk and the curb. With the exception of tree spacing, tree plantings should conform to provisions of Section 20-209 (Tree policies) of the City of Bryan, Texas, Landscape Ordinance 2-8-88.
- 36.4 Sidewalk -- A six-foot (6') sidewalk should be built on both sides of street.
- 36.5 Pedestrian Amenities -- Pedestrian amenities such as benches, trash receptacles, and bike racks should be provided at regular intervals.
- 36.6 Lighting -- Enhanced lighting standards should be installed by owner in accordance with city design standards.
- 36.7 Responsibility -- Property owners adjoining the corridor should be responsible for the trees to be located in both the landscape easement and the median.



Urban Boulevard

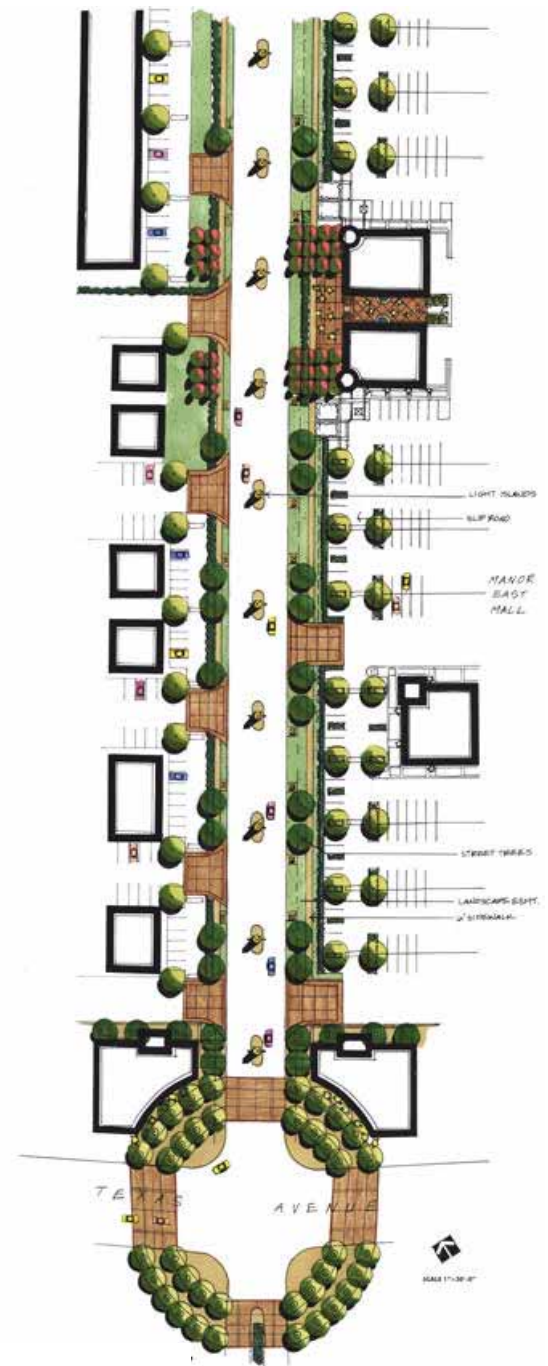
37. URBAN STREET

- 37.1 Location -- The Urban Street will occur along the Central Business Corridor from Earl Rudder Freeway (Hwy 6) to Texas Ave
- 37.2 Divided -- An Urban street is undivided.
- 37.3 Planting -- Single variety large shade trees should be planted nominally 30 feet o.c. between the sidewalk and the curb.
- 37.4 Sidewalk -- A six foot (6') sidewalk should be built on both sides of street.
- 37.5 Pedestrian Amenities -- Pedestrian amenities such as benches, trash receptacles, and bike racks should occur at regular intervals.
- 37.6 Lighting -- Enhanced lighting standards should be provided.



Urban Street

- 36.7 Responsibility -- Property owners adjoining the corridor should be responsible for the trees to be located in the landscape easement.
- 37.8 Urban Street Example -- The Urban Street shown is a site-specific example for the intersection at the Central Business Corridor and Texas Avenue. The use of slip roads and groupings of trees create a more pedestrian-friendly environment and distinguish this area as the "heart" of the retail area within the Central Business Corridor.



Urban Street Example

38. SLIP ROADS

Intent: Slip roads are defined as short roads that afford access into and out of developments. The slip road extends the street zone into the parking area, making parking lots more plaza-like and integrated. Slip roads combine parking, uniform tree plantings, enhanced paving, seating areas and access to retail stores, making these spaces lively and pedestrian-friendly.

38.1 Location -- Slip roads should occur in retail areas where they will introduce opportunities for variety in the streetscape.

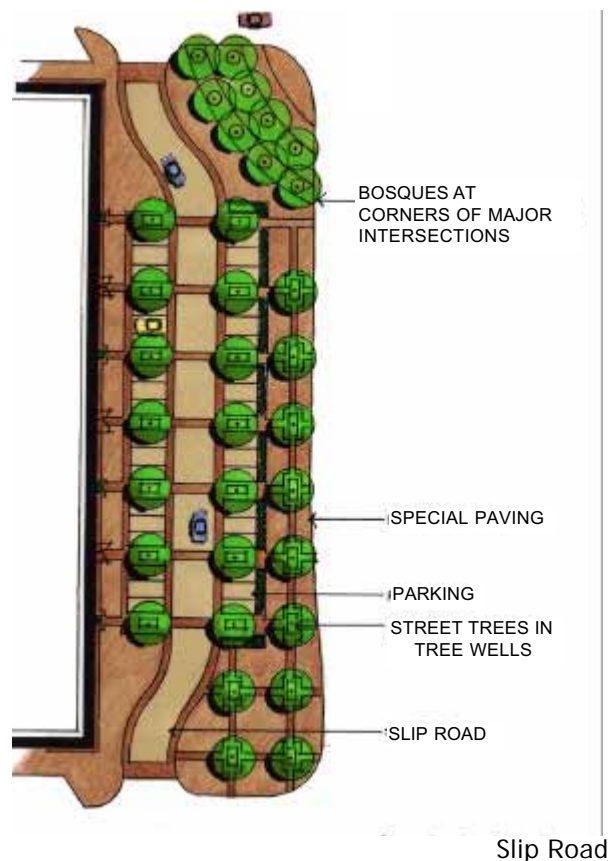
38.2 Landscape Requirements -- Three areas of landscape are required in the slip road areas as follows: The first row of trees is required 16' from back of curb. Within the slip road parking area, two rows of trees are required. The second row of trees shall be 30' from back of curb. The third row of trees shall be 72' from back of curb. Parking lot trees in the slip road area shall be located in parking lot islands on both sides of the slip road drive lane, whether or not parking is provided on both sides of slip road.

38.3 Tree Spacing -- Parking lot trees in the slip road area shall be placed at nominally 36' o.c. and aligned with street trees on opposite side of slip road.

38.4 Paving -- The drive lane and parking areas of the slip road shall be defined with enhanced paving such as brick, stone or scored concrete.

38.5 Screening -- Slip road parking may be screened from the Central Business Corridor with a low wall or formal clipped hedge; minimum height: 36".

38.6 Character -- The parkway area between the slip road and the Central Business Corridor may have an urban plaza character, defined by the use of enhanced it may be suburban and pastoral in character, defined by the use of lawn.



39. NATURAL PARKWAY

39.1 Location -- The Natural Parkway will occur along the Central Business Corridor from the Railroad to the westernmost Future Road, as identified in the Streetscape Improvement Plan (page 11), respectively.

39.2 Divided -- A Natural Parkway is divided.

39.3 Tree Planting -- Multiple varieties of large shade trees should be planted in informal massed groups. Understory and ornamental trees should be placed in ecologically beneficial relationship to the large canopy trees. The naturalistic plantings should extend at least 200 feet along the ROW and occur in both parkways and the median. With the exception of tree spacing, tree plantings should conform to provisions of Section 20-209 (Tree policies) of the City of Bryan, Texas, Landscape Ordinance 2-8-88.

39.4 Tree Spacing -- Spacing should be as follows in both the parkway and the median:

Large Trees: nominally 30 feet o.c.

Medium Trees: nominally 20 feet o.c.

(2 medium trees = one large tree)

Small Trees: nominally 15 feet o.c.

(3 small trees = one large tree)

39.5 Shrub and Groundcover Planting -- Setback planting of shrubs and groundcovers should maintain an informal character.

39.6 Irrigation -- All planting should be mechanically irrigated.

39.7 Sidewalk -- A five foot (5') minimum sidewalk should be built on both sides of street. The sidewalk should meander within the parkway to respond to the naturalistic groupings of trees.

39.8 Pedestrian Amenities -- Pedestrian amenities such as benches, trash receptacles, and bike racks should be provided at regular intervals.

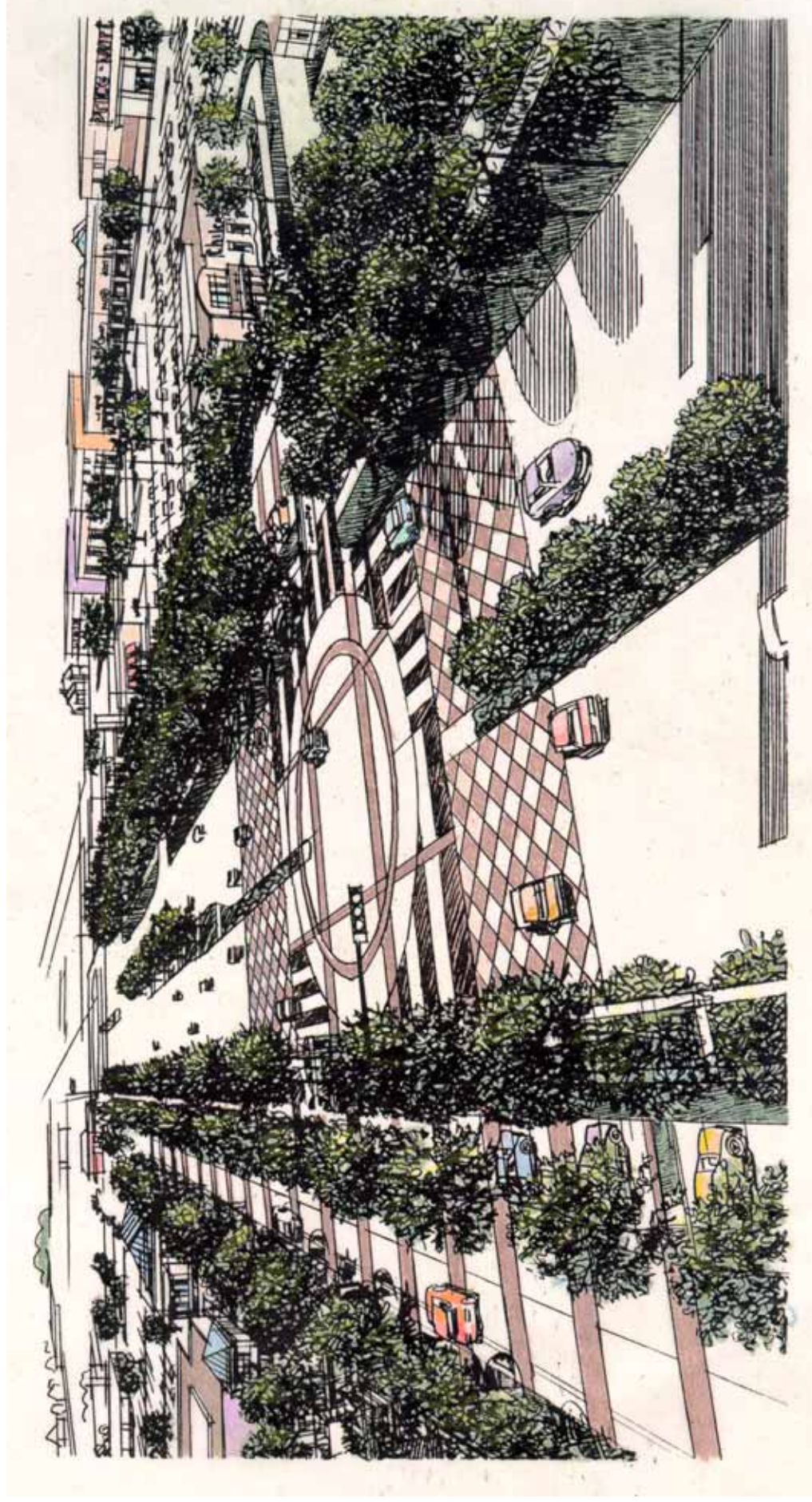
39.8 Lighting -- Enhanced lighting standards should be installed by owner in accordance with city design



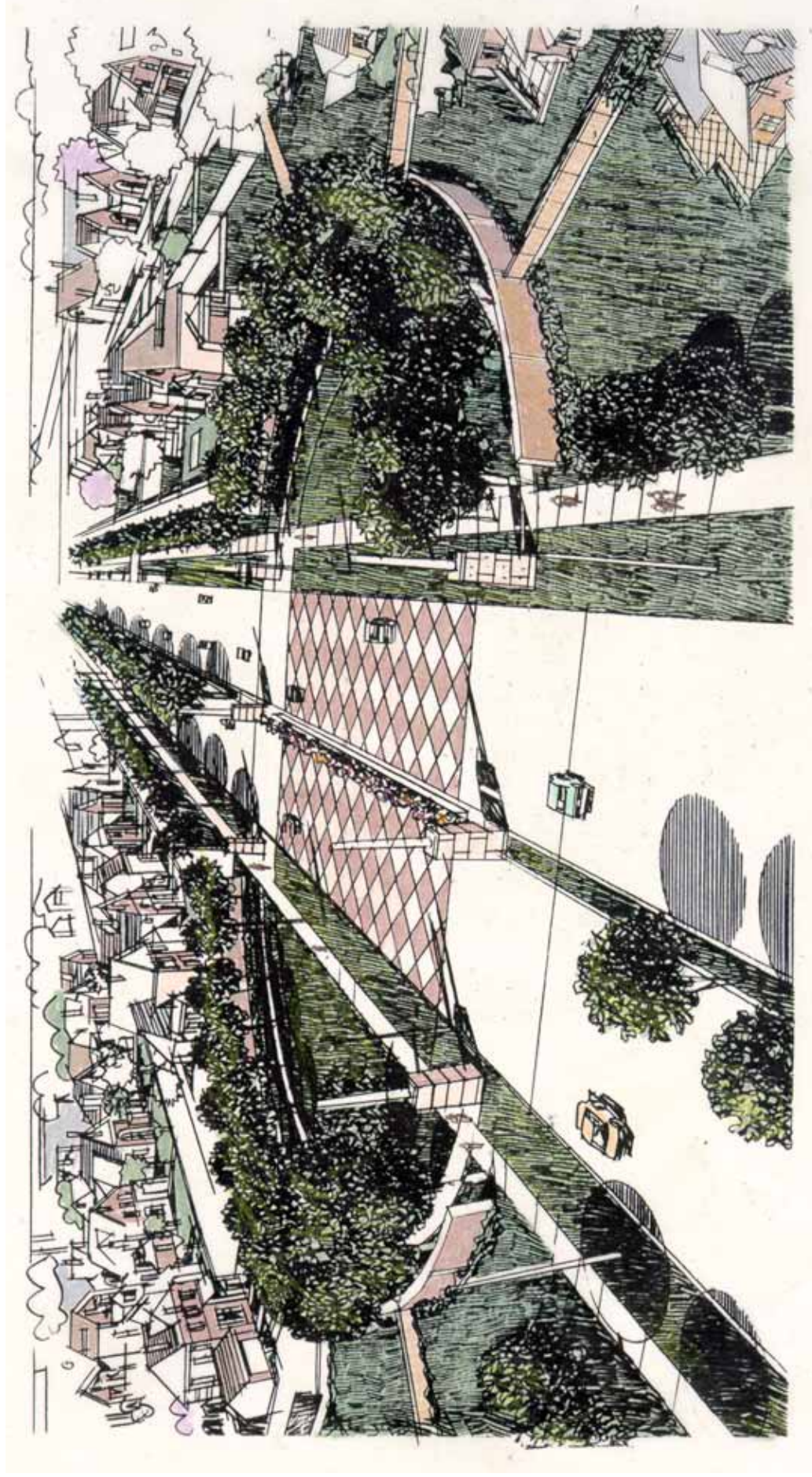
Natural Parkway

39.9 Responsibility -- Property owners adjoining the corridor should be responsible for the trees to be located in both the landscape easement and the median.

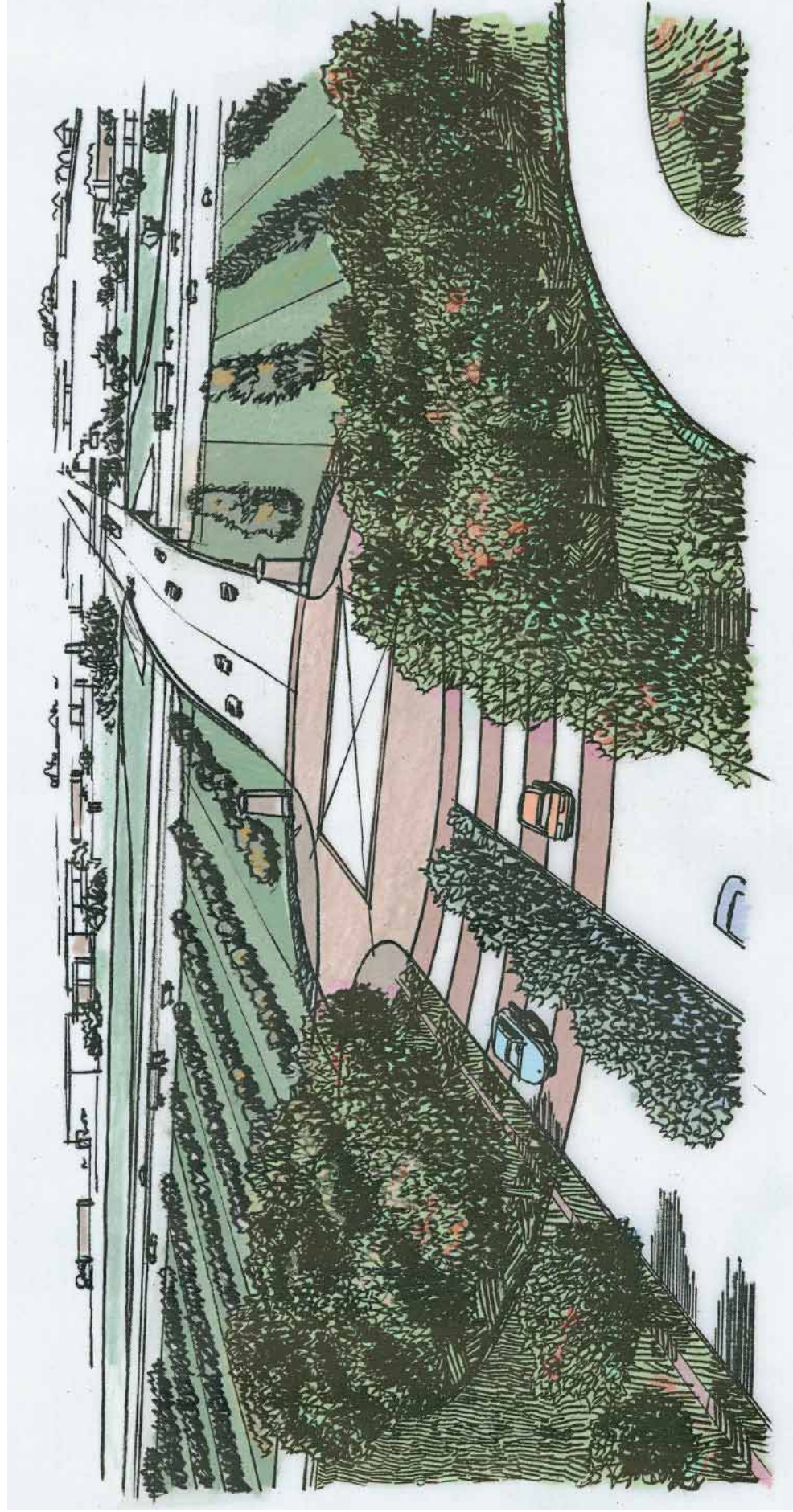
40. PUTTING IT TOGETHER



Urban Intersection



Punctuation Point



Gateway Intersection



5 A P P E N D I X

a. Diagrams	
a.i Traffic Analysis	52
a.ii Existing Land Use	53
a.iii Corridor Views	54
a.iv City of Bryan's 2000-2020 Future Land Use	55
a.v Figure Ground Studies	56
a.vi Urban Design Analysis - East	57
a.vii Urban Design Analysis - West	58
b. Visual Preference Survey	
b.i Architecture	59
b.ii Landscape Architecture	60
b.iii Residential	61
b.iv Retail	62
b.v Office	63
b.vi Community Preference Survey	64
c. Issues	
c.i Corridor Identity	65
c.ii Name Change Issues	66
c.iii Name Change Issues - Alternatives	67

a. DIAGRAMS

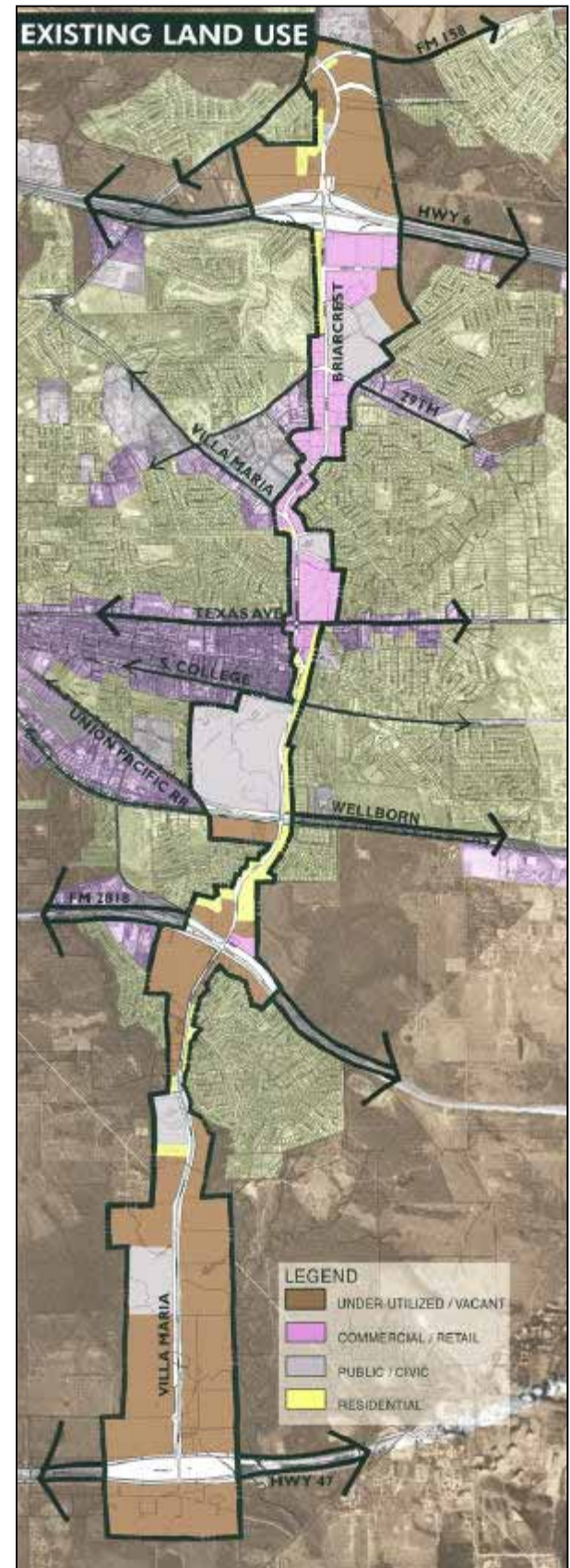
a.i TRAFFIC ANALYSIS

The City of Bryan's Thoroughfare Plan cites Villa Maria and Briarcrest as a Major Arterial. The objective of this study is to conduct Design Enhancements and Streetscape Standards for this Corridor. The City describes this as a "major center for commerce and business within the City of Bryan ... as it serves to link the areas of new major growth on the City's East and West sides." This diagram illustrates the hierarchy of several thoroughfares that cross the Central Business Corridor, including three freeways: Earl Rudder Freeway (Hwy 6), Harvey Mitchell Parkway (FM 2818) and Hwy 47. The clarification of treatment for properties adjacent to these nodes, major and minor, is paramount. Design standards will seek to correspond to each type of intersection as well as existing conditions.



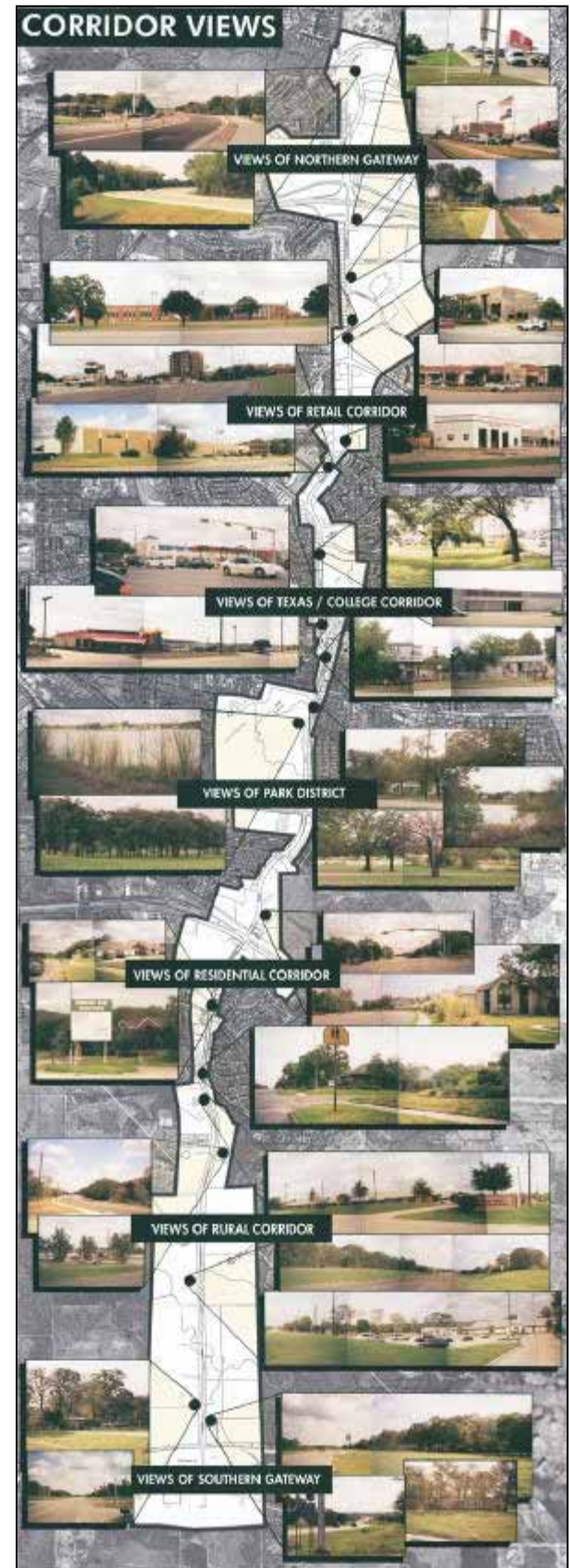
a.ii EXISTING LAND USE

This diagram identifies a general idea of existing land use along the Central Business Corridor, including lands outside of the study area. Generally, boundaries of land use districts occur along streets, alleys, property lines or extensions thereof. The City of Bryan designates the Central Business Corridor as a historic center for commerce and business. This map, therefore, identifies the crux of the CBC to appear approximately between Texas Avenue and the split of Villa Maria and Briarcrest, with contiguous residential areas to the north and south. Where housing exists inside the study area, design elements will address primarily screening and fencing issues. Also depicted in this diagram are under-utilized or vacant areas which are seen as opportunities for defining growth and development along the CBC.



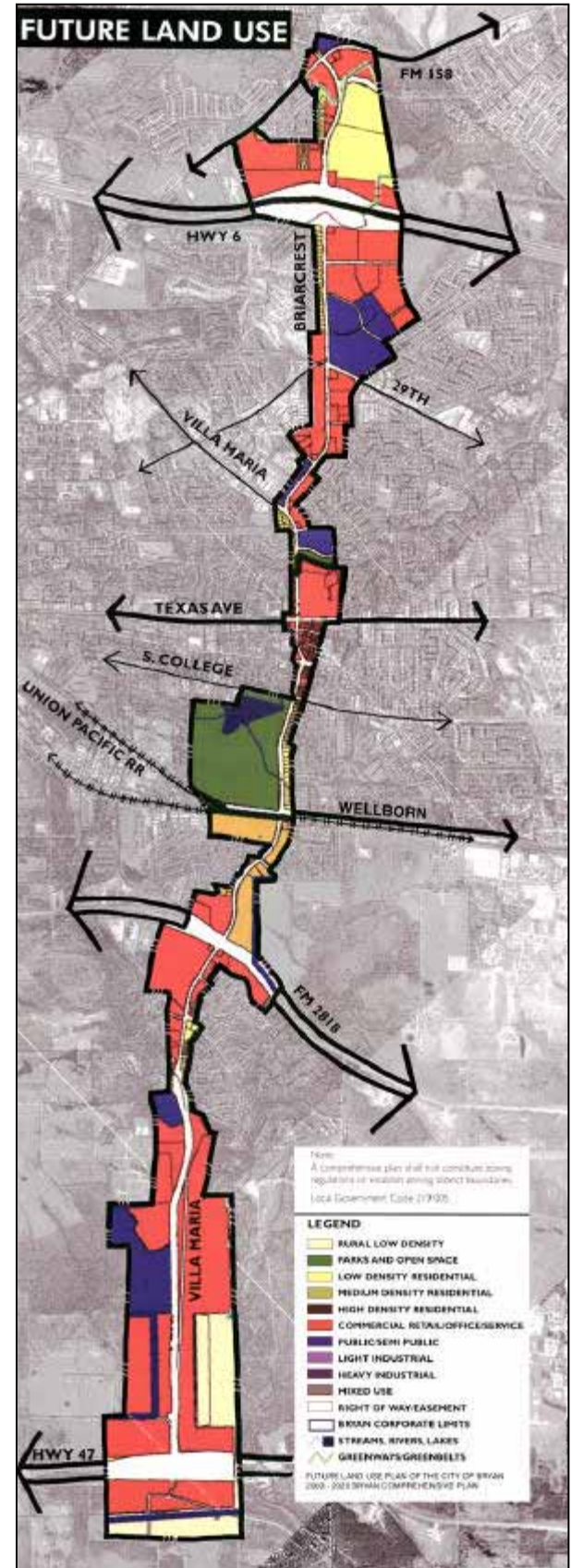
a.iii CORRIDOR VIEWS

The views along the corridor illustrate not only the variety of land use along the CBC, but also its physically descriptive image. The vastly undeveloped areas to the west contrast sharply with the strip-mall orientation to the east. Recognizing the differences is compulsory to the CBC study. The creation of an identifiable commercial core for the City of Bryan is dependent upon the integration of these various types of developments along the Central Business Corridor.



a.iv FUTURE LAND USE

This plan comes directly from the City of Bryan's 2000-2020 Comprehensive Plan. It is important to note the difference between this plan and the diagram which shows existing land use. One significant change occurs in the western portion of the study area, which currently is undeveloped, and here is designated as primarily commercial / retail / office / service. Likewise, the land south of the CBC between Earl Rudder Freeway (Hwy 6) and Boonville Rd (FM 158), also undeveloped, is zoned for low density residential. Evidently, the CBC is not limited to purely commercial development, and so other types of land use become significant in the way they shape the character of the Central Business Corridor. Where the City of Bryan is headed in its development of the CBC is instrumental in determining how it gets there.

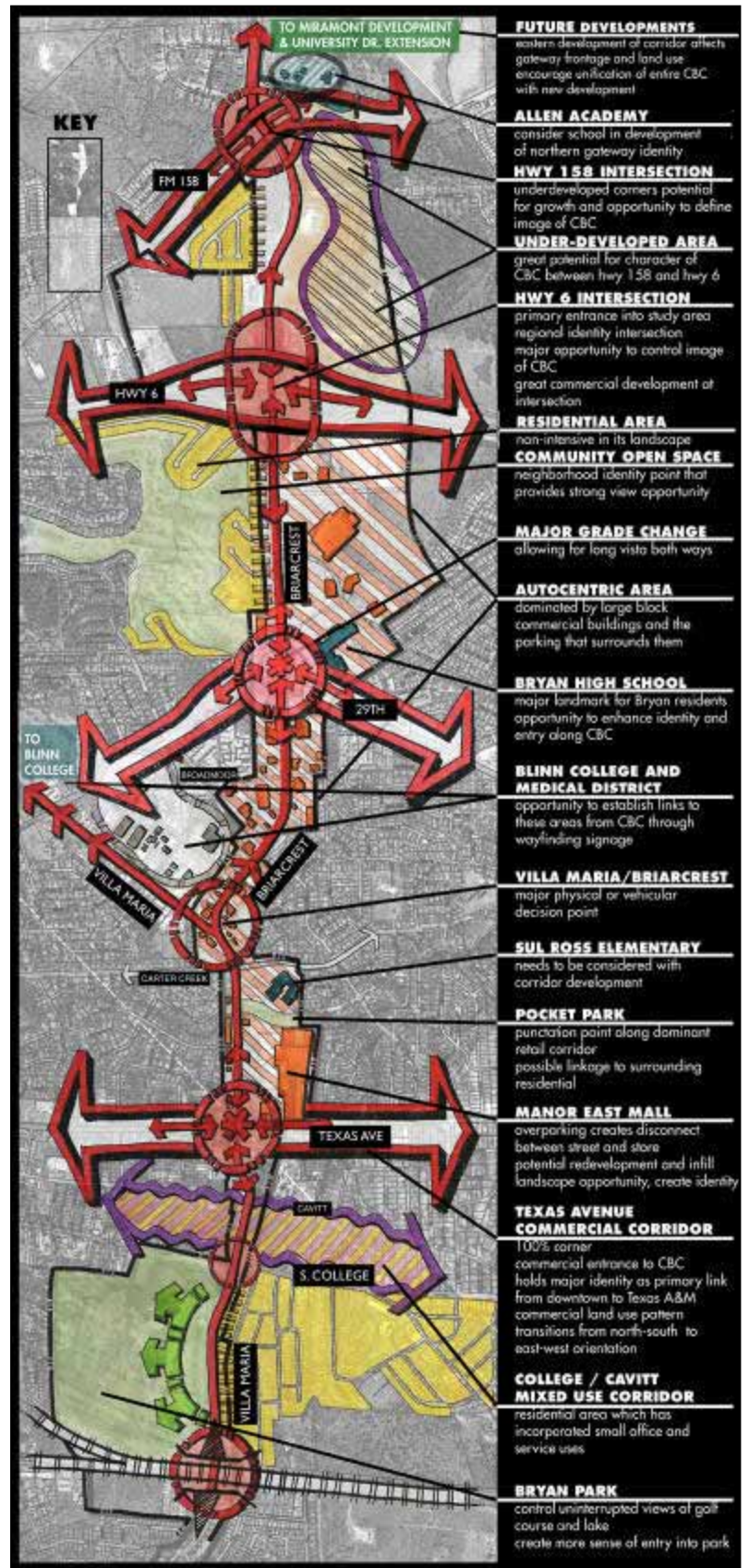


a.vi FIGURE GROUND STUDIES

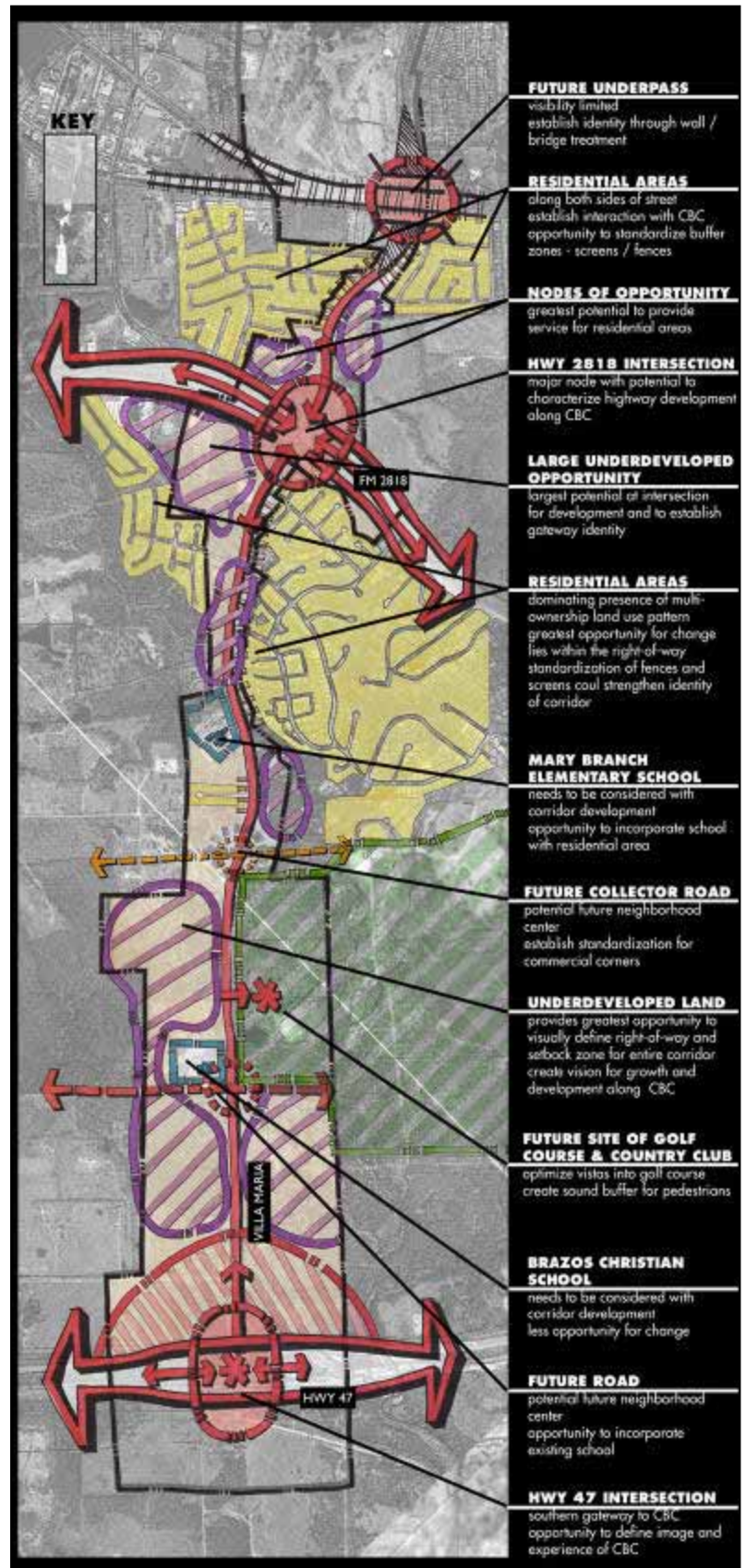
These diagrams illustrate very simply how spaces are allocated along the Central Business Corridor. The emphasis of these diagrams is placed on the eastern portion of the study area, where most of the existing development occurs. The top left diagram, the Figure Ground, locates only buildings, and the dynamic of heavy retail and office buildings along the CBC is revealed. Conversely, the diagram opposite, Area Dedicated to the Car, describes this same area to be extremely autocentric, where parking dominates. Parks and Open Spaces shows in bright green all existing areas set aside as parks, and in dark green, clumps of trees which are available for development. Similarly, Undeveloped Land depicts all lands, with or without tree canopy, which have the potential to be built.



a.vii URBAN DESIGN ANALYSIS -
EAST



a.viii URBAN DESIGN ANALYSIS -
WEST



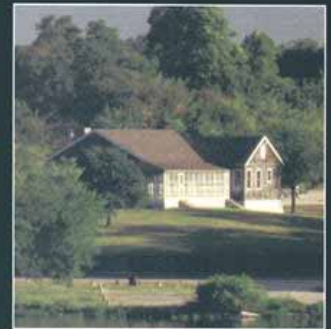
b. VISUAL PREFERENCE SURVEY

ARCHITECTURE

b.i

ARCHITECTURE

RURAL



SUBURBAN



URBAN



	LIKE	DISLIKE
RURAL AGRARIAN	9	12
SUBURBAN	13	1
URBAN	12	19

b.ii
LANDSCAPE

LANDSCAPE

RURAL
AGRARIAN

NATURAL
RUSTIC

NATURAL
MANICURED

BOULEVARD

RURAL AGRARIAN
NATURAL RUSTIC
NATURAL MANICURED
BOULEVARD

LIKE

2

8

15

11

DISLIKE

26

0

2

4

b.iii
RESIDENTIAL
USES

RESIDENTIAL USES

URBAN
SINGLE FAMILY



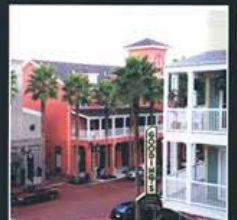
TOWNHOMES



MULTI-FAMILY



MULTI-FAMILY
OVER RETAIL



	LIKE	DISLIKE
URBAN SINGLE FAMILY	26	12
TOWNHOMES	2	1
MULTI-FAMILY	3	19
MULTI-FAMILY OVER RETAIL	2	15

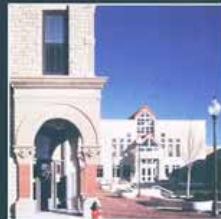
b.iv RETAIL
USES

RETAIL USES

STREET RETAIL



PASEO RETAIL

STRIP
SHOPPING
CENTERLARGE SCALE
RETAIL

	LIKE	DISLIKE
STREET RETAIL	6	2
PASEO RETAIL	18	1
STRIP SHOPPING CENTER	4	25
LARGE SCALE RETAIL	7	11

b.v OFFICE

OFFICE USES

SINGLE STORY
STAND ALONESUBURBAN
OFFICEOFFICE ABOVE
THE SHOPURBAN
OFFICE 3-6
STORIES

	LIKE	DISLIKE
SINGLE STORY STAND ALONE	11	13
SUBURBAN OFFICE	10	4
OFFICE ABOVE THE SHOP	5	5
URBAN OFFICE 3-6 STORIES	6	14

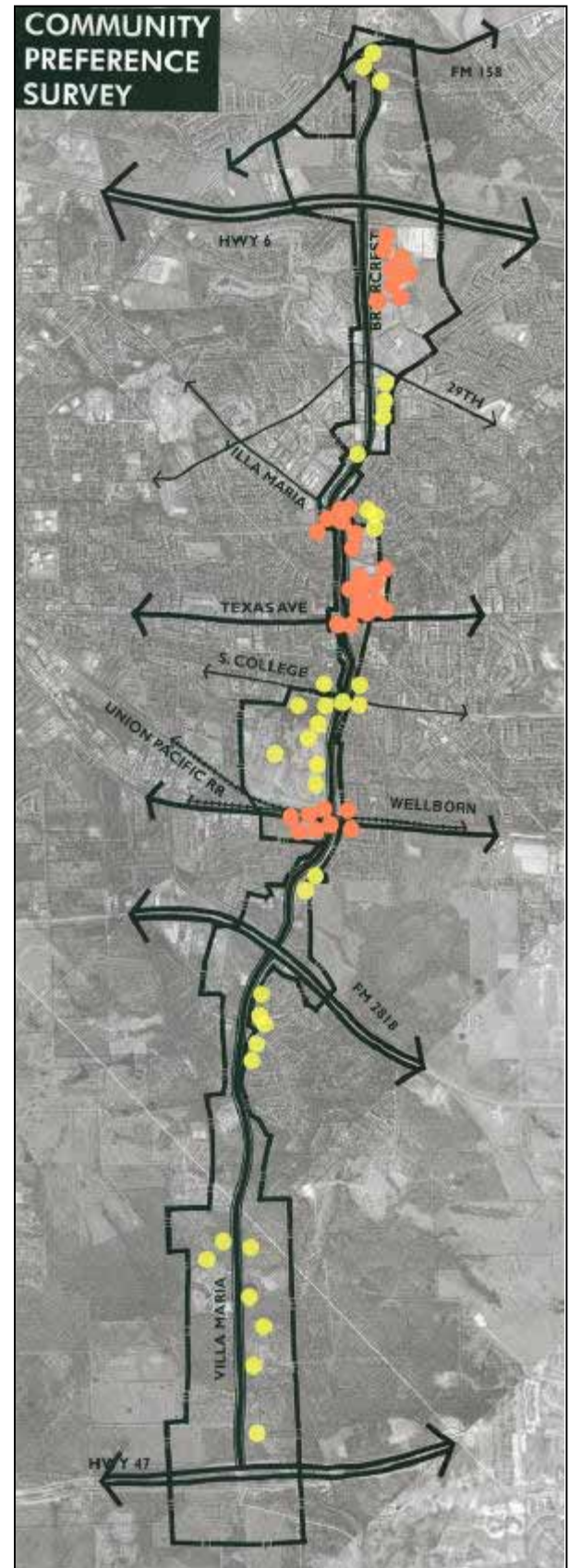
b.vi COMMUNITY PREFERENCE SURVEY

Yellow dots indicate areas that participants in this survey preferred along the corridor. Orange dots indicate areas that participants found undesirable.

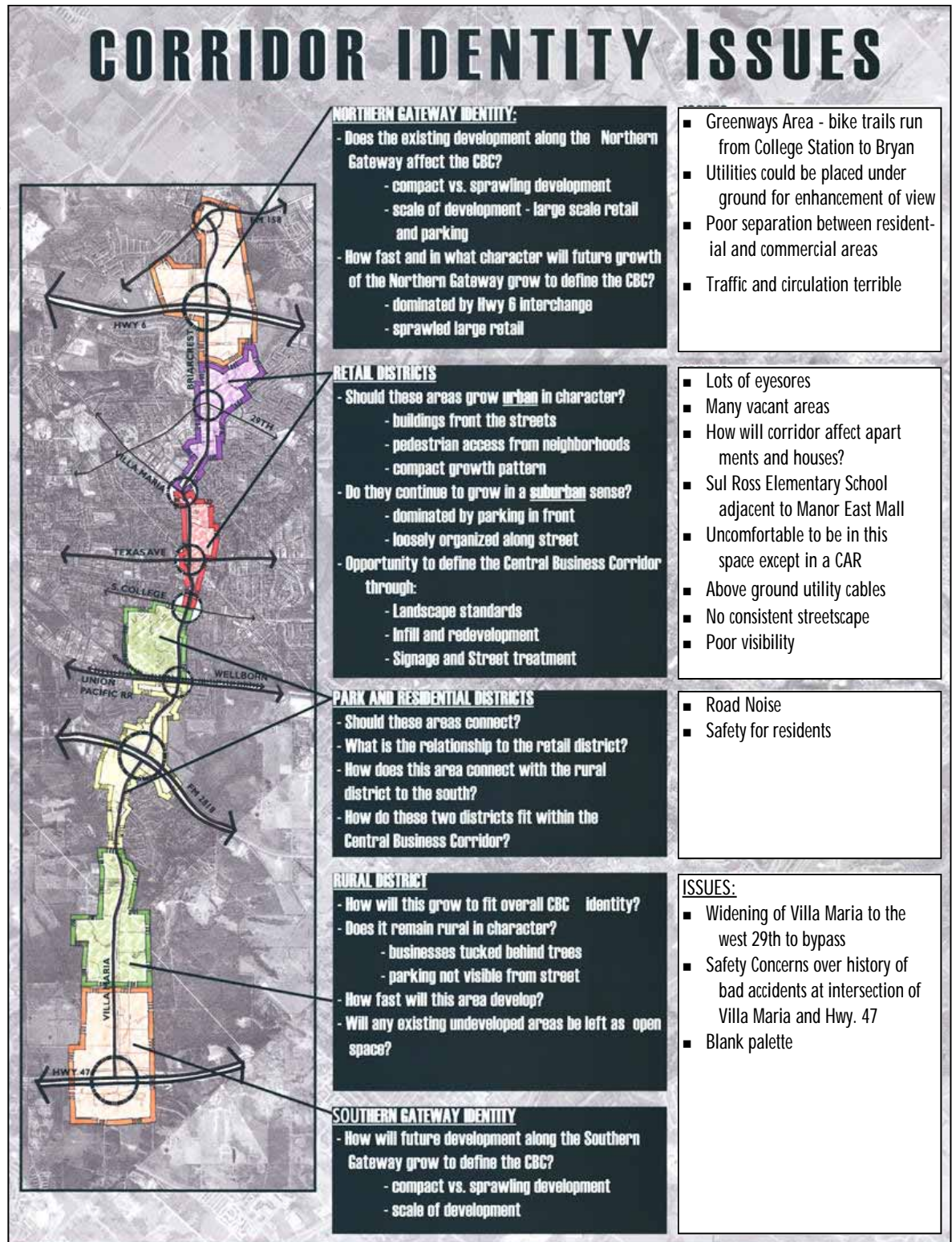
A seemingly unanimous consensus was reached in determining the negative areas. The three major sites were:

- Retail and Commercial Development west of Earl Rudder Freeway (Hwy 6)
- Development from Texas Avenue to the split of Villa Maria and Briarcrest
- The intersection of Villa Maria and the Railroad

The preferred areas were scattered about the Corridor, with the exception of the above mentioned, and were generally concentrated in the lesser developed areas and in the park.



c. ISSUES

c.i
CORRIDOR
IDENTITY
ISSUES

c.ii NAME
CHANGE
ISSUES

NAME CHANGE ISSUES

Does the name of Villa Maria and Briarcrest change along the Central Business Corridor?

WHAT THE NAME MEANS:

- name can create NEW IMAGE and IDENTITY that defines how corridor grows over time
- name can refer to SENSE OF PLACE
 - historic significance
 - physical significance

BENEFITS:

- define a new sense of place for the City of Bryan
- reduce confusion over the area that Central Business Corridor encompasses
- more direct route through retail along the CBC
- retail along Villa Maria and Briarcrest will gain a new commonality in their name

RISKS:

- displeasure in the perceived hassle of name change
- possible name conflict with businesses along Central Business Corridor
- costs associated with name change
- initial confusion for long-time users



ISSUES:

- Simplifies identity if corridor had one name
- Change Briarcrest to Villa Maria, change the name of Villa Maria after it splits with Briarcrest
- Expense would be mitigated if it were quantified up front
- Name descriptive, not memorializing a person (e.g. Harvey Mitchell Parkway or Earl Rudder Freeway)
- Numbers depicting Address along Villa Maria and Texas Avenue also confusing
- Designation of street should not be "road"
- Should not keep either name
- "Central" could be used somewhere in name
- Redesignation of old names is confusing - new name preferable
- Street intersection needs to be reorganized geometrically to clarify name and location of street name

c.iii NAME
CHANGE
ISSUES -
ALTERNATIVES

NAME CHANGE ISSUES

ISSUES :

- Simplifies identity if corridor had one name
- Change Briarcrest to Villa Maria, change the name of Villa Maria after it splits with Briarcrest
- Expense would be mitigated if it were quantified up front
- Name descriptive, not memorializing a person (e.g. Harvey Mitchell Parkway or Earl Rudder Freeway)
- Numbers depicting Address along Villa Maria and Texas Avenue also confusing
- Designation of street should not be "road"
- Should not keep either name
- "Central" could be used somewhere in name
- Redesignation of old names is confusing - new name preferable
- Street intersection needs to be reorganized geometrically to clarify name and location of street name

ALTERNATIVE NAME OPTIONS :

PHYSICAL

- OAK HILLS
- BRAZOS
- LIVE OAK
- CREEKS
- PARK VIEW
- EASTERN / WESTERN
- GREEN
- PARKLAND
- CENTRAL

HISTORICAL

- COTTON
- PACIFIC
- RAIL
- COMMERCE
- BUSINESS
- BRYAN
- COLONIAL
- CITIZEN
- HERITAGE

NEW CONCEPT

- COMMUNITY DRIVE
- LEGACY
- GATEWAY
- MIDWAY
- JUNCTION
- YOUNG
- CROSSTOWN
- UNION
- CENTURY

ALTERNATIVE ALIGNMENT OPTIONS :

As is.



90° intersection - E. Villa Maria ends.



Roundabout

