

Bryan Midtown

Council Consideration

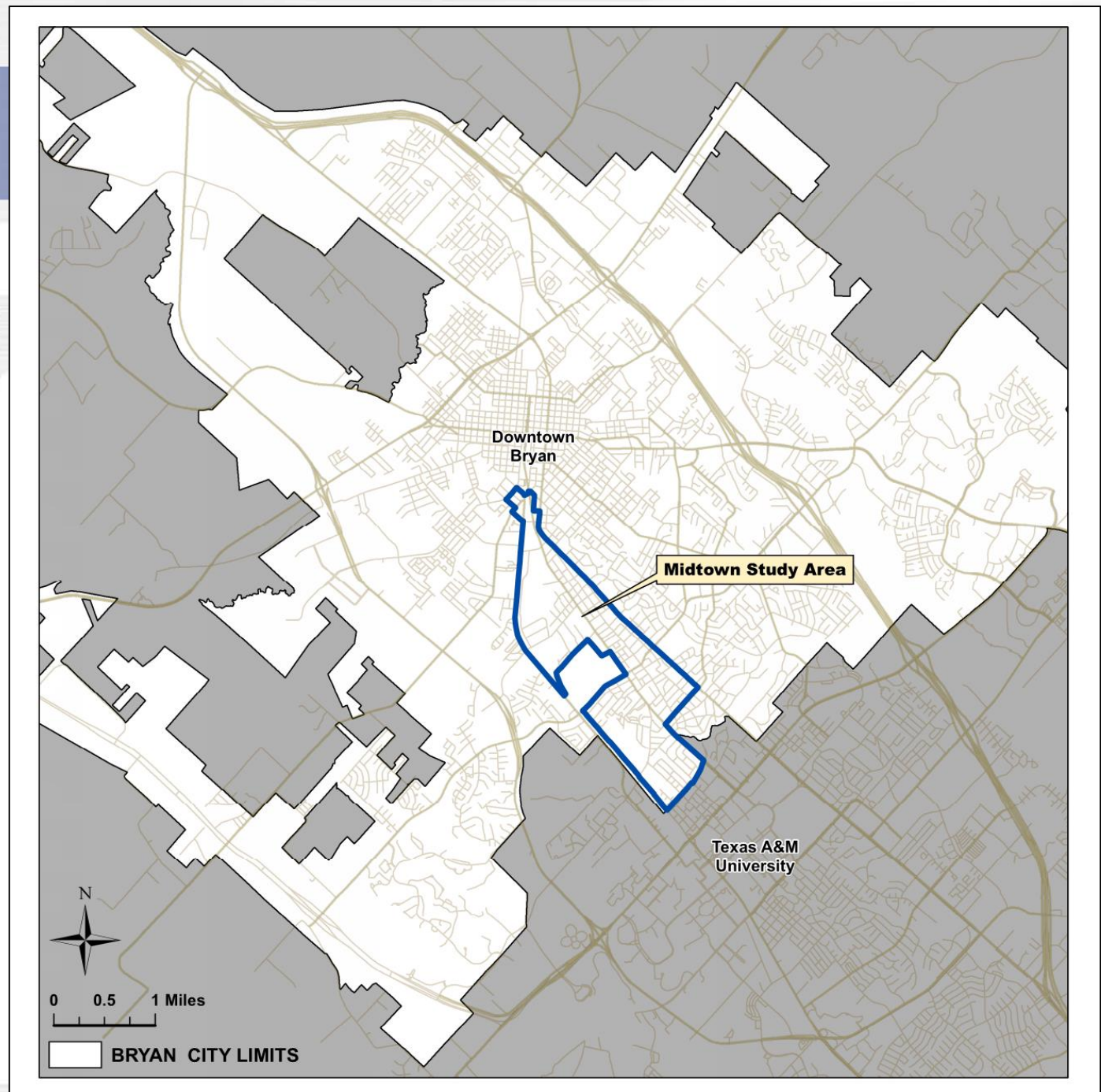
May 12, 2020

Lindsey Guindi, AICP

Director of Strategic Projects

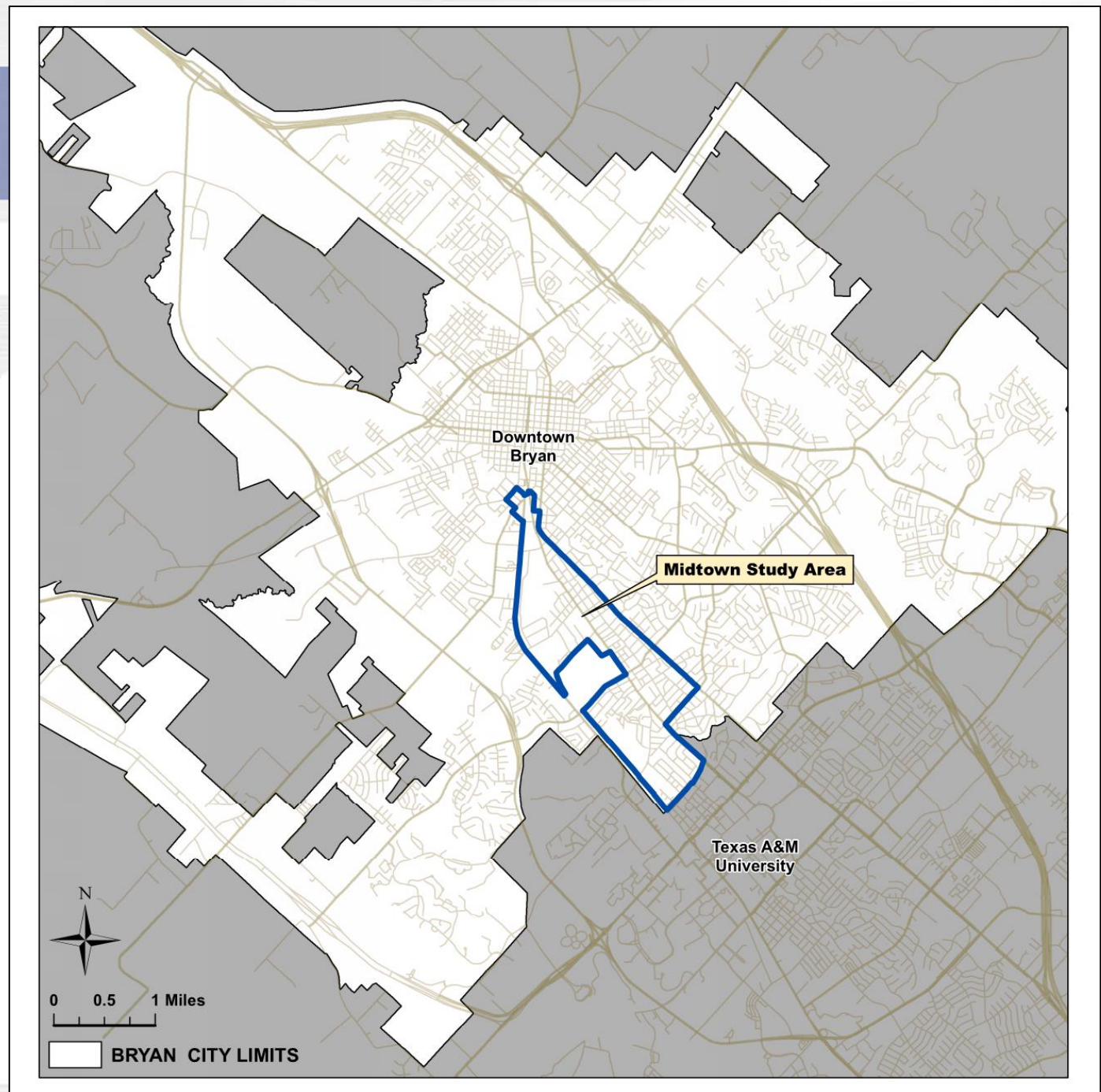
Lindsay Hackett, AICP

Midtown Project Manager



Bryan Midtown

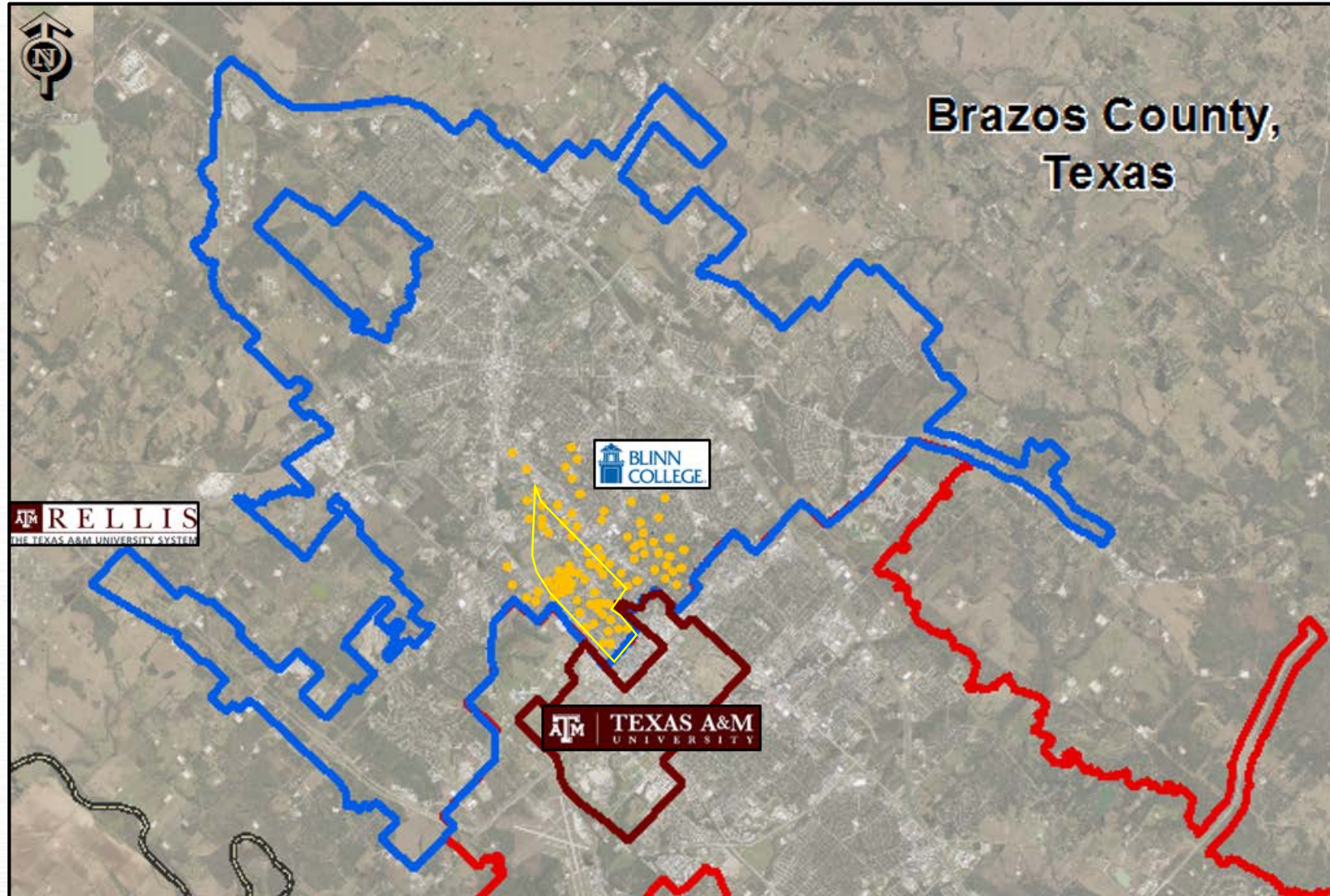
- Overview of Midtown Plan
 - Economic Background
 - Incremental Development
- Pattern Zoning
 - Building Details
 - Pre-Approval Maps
- Proposed Midtown Zoning Districts
- Support Ordinances
- Adoption Timeline
- Next Steps for Public Input



Bryan Midtown Area Plan



Why Midtown? Why Now?



Why Midtown? Why Now?



Why Midtown? Why Now?



Existing Legacy

- Downtown Bryan Master Plan unveiled in 2001
- Strong framework for unwavering support
- Set the tone and pace for decades
- Will Midtown be the next legacy?



Economic Overview



MARKET OPPORTUNITY

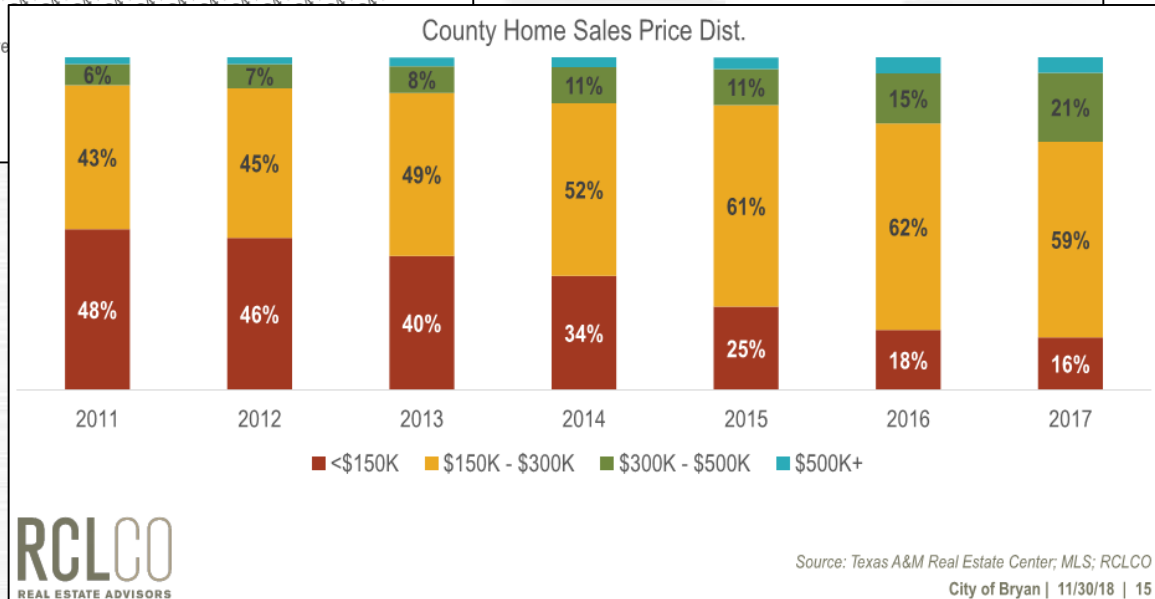
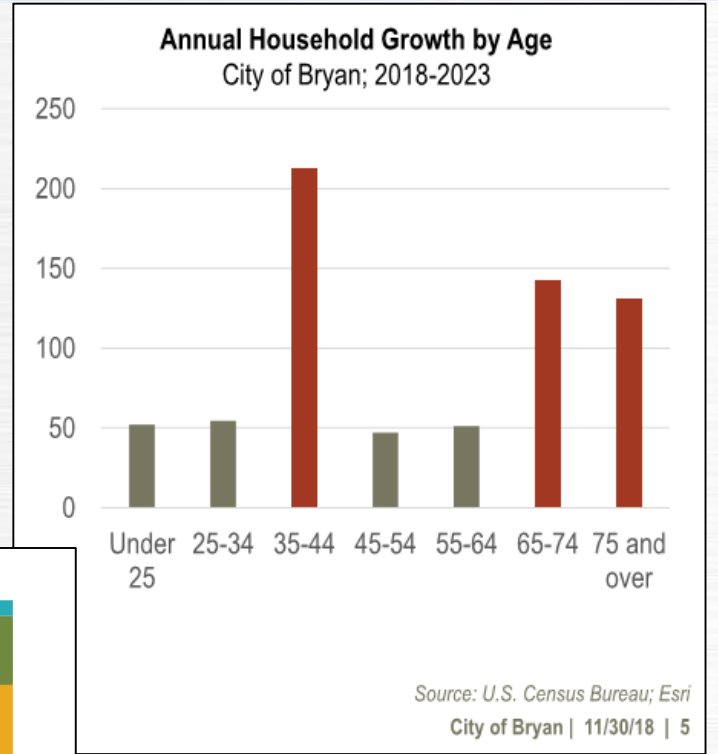
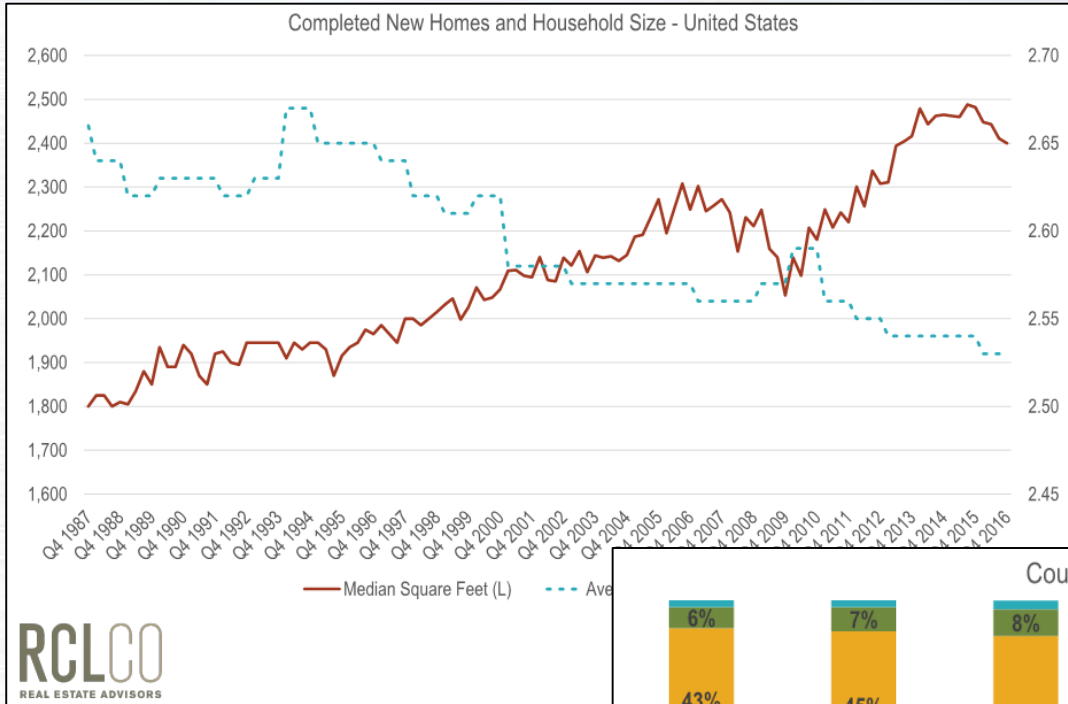
POISED TO CAPTURE REGIONAL GROWTH

Overall, the City of Bryan is well-positioned to achieve healthy long-term growth, which will drive demand for a range of residential and commercial land uses over the next 10 to 15 years. As the city continues to grow, there will need to be sufficient housing to appeal to the vast array of existing and future households, while ensuring the median resident can afford a new home.

Midtown, located between Texas A&M University and Downtown Bryan, currently serves as a connector between two destinations. Given the development of the regional Park, proposed infrastructure improvements, and select catalytic projects, Midtown can become a destination in itself, as a vibrant, walkable neighborhood, offering housing and services to the full spectrum of households that call Bryan home.

The development and densification of Midtown will not only benefit residents but also yield higher tax revenue per acre for the City of Bryan, making the focus on Midtown fiscally responsible. The enhanced tax revenue generated by the development of new housing and commercial properties can help pay for initial infrastructure improvements needed to catalyze new growth and enhance the area's multimodal connectivity.

Economic Overview

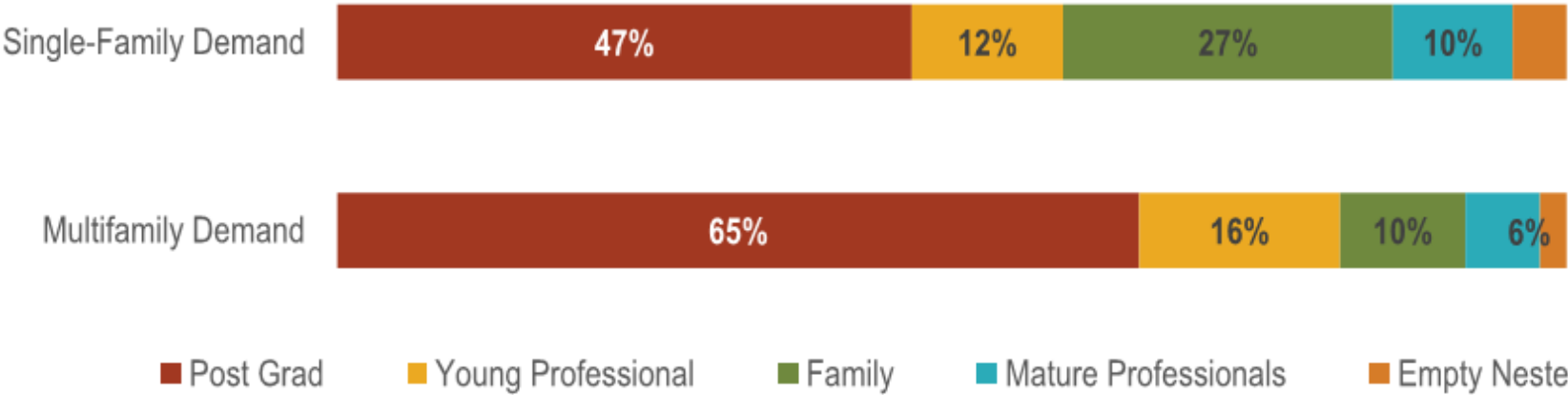


Grant programs expanded to spark development



“Missing Middle Housing”

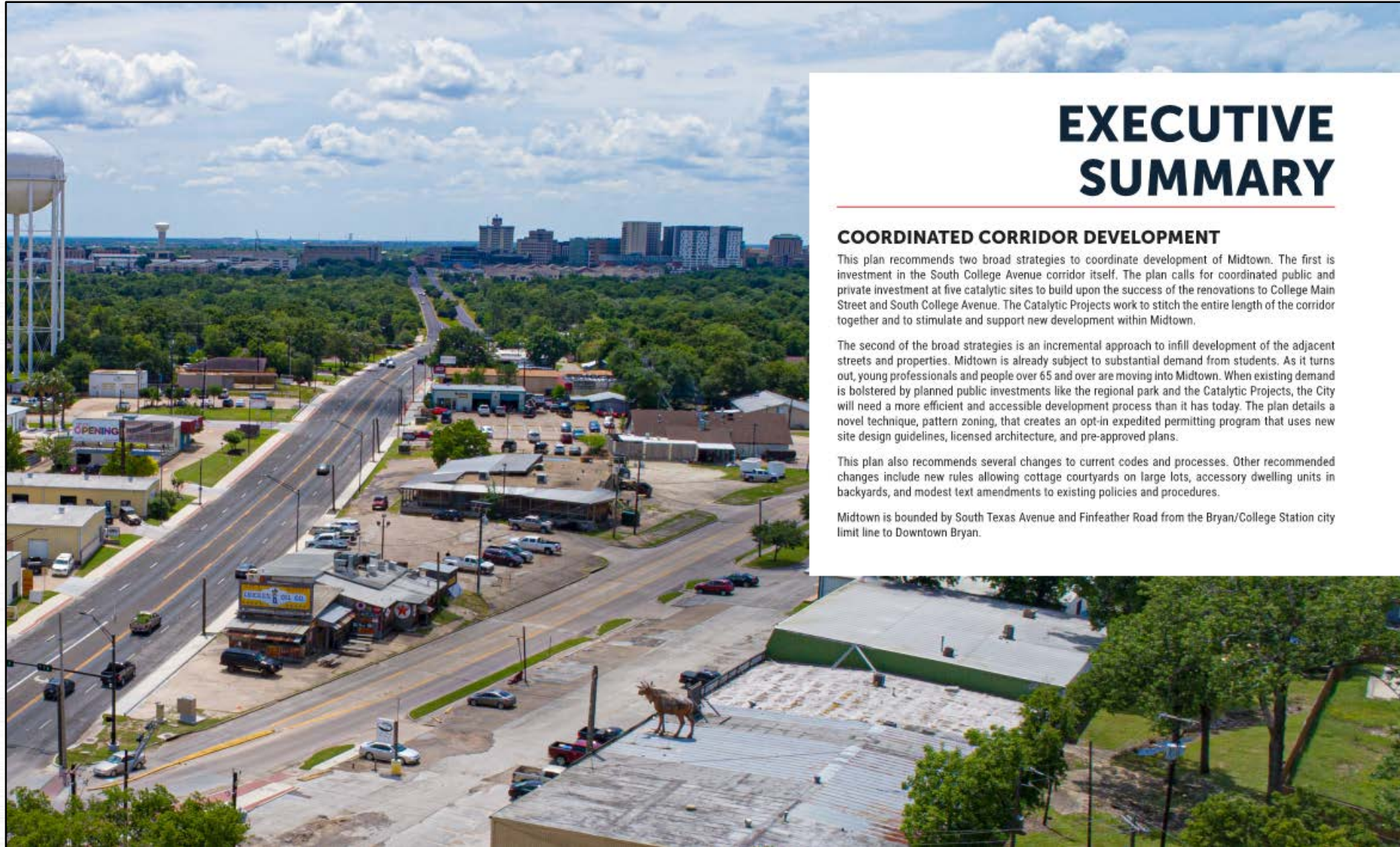
Renter Demand Distribution by Household Segment and Product Typology



Source: American Community Survey; Interviews; RCLCO
 City of Bryan | 11/30/18 | 12



Bryan Midtown Area Plan



EXECUTIVE SUMMARY

COORDINATED CORRIDOR DEVELOPMENT

This plan recommends two broad strategies to coordinate development of Midtown. The first is investment in the South College Avenue corridor itself. The plan calls for coordinated public and private investment at five catalytic sites to build upon the success of the renovations to College Main Street and South College Avenue. The Catalytic Projects work to stitch the entire length of the corridor together and to stimulate and support new development within Midtown.

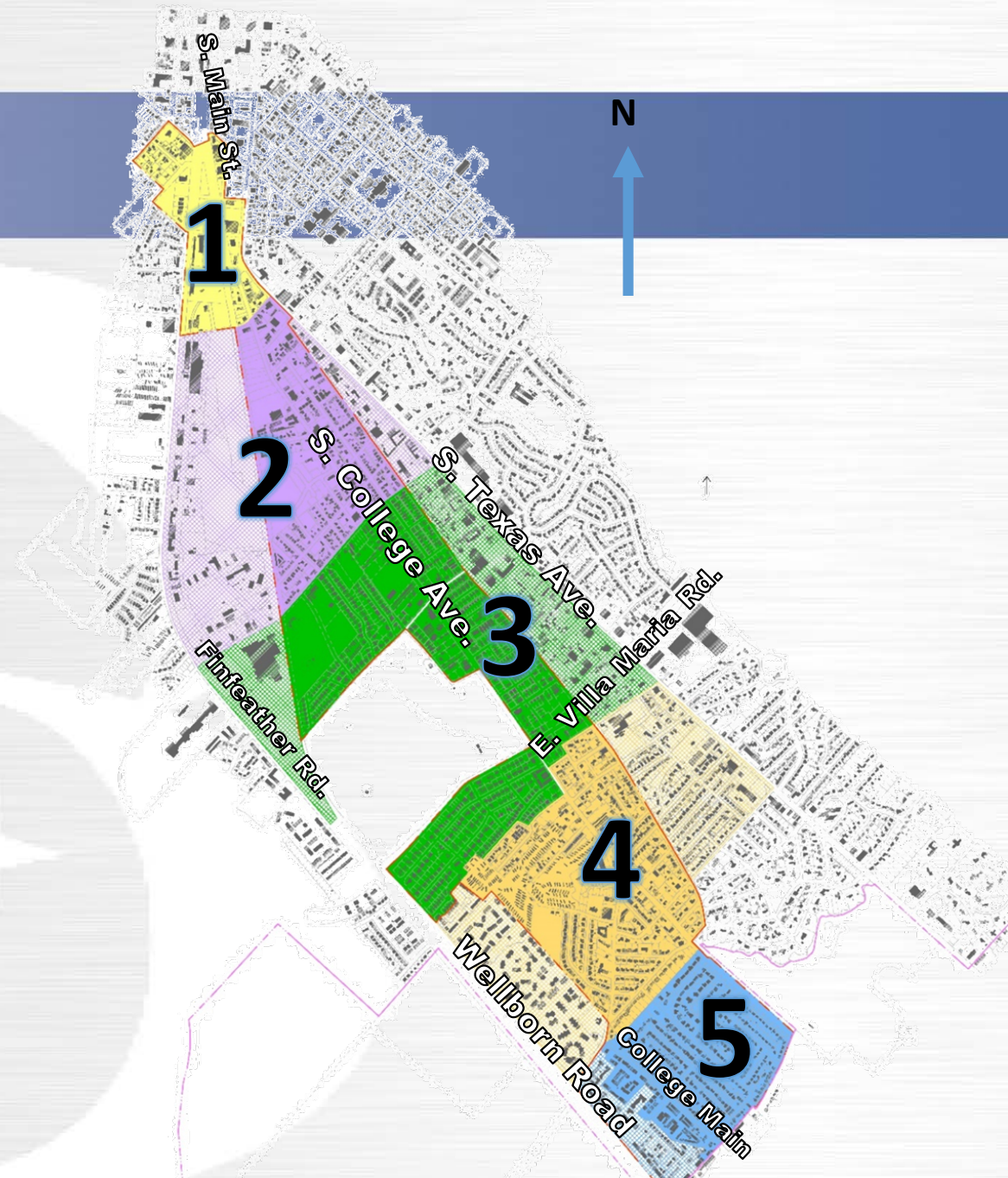
The second of the broad strategies is an incremental approach to infill development of the adjacent streets and properties. Midtown is already subject to substantial demand from students. As it turns out, young professionals and people over 65 and over are moving into Midtown. When existing demand is bolstered by planned public investments like the regional park and the Catalytic Projects, the City will need a more efficient and accessible development process than it has today. The plan details a novel technique, pattern zoning, that creates an opt-in expedited permitting program that uses new site design guidelines, licensed architecture, and pre-approved plans.

This plan also recommends several changes to current codes and processes. Other recommended changes include new rules allowing cottage courtyards on large lots, accessory dwelling units in backyards, and modest text amendments to existing policies and procedures.

Midtown is bounded by South Texas Avenue and Finfeather Road from the Bryan/College Station city limit line to Downtown Bryan.

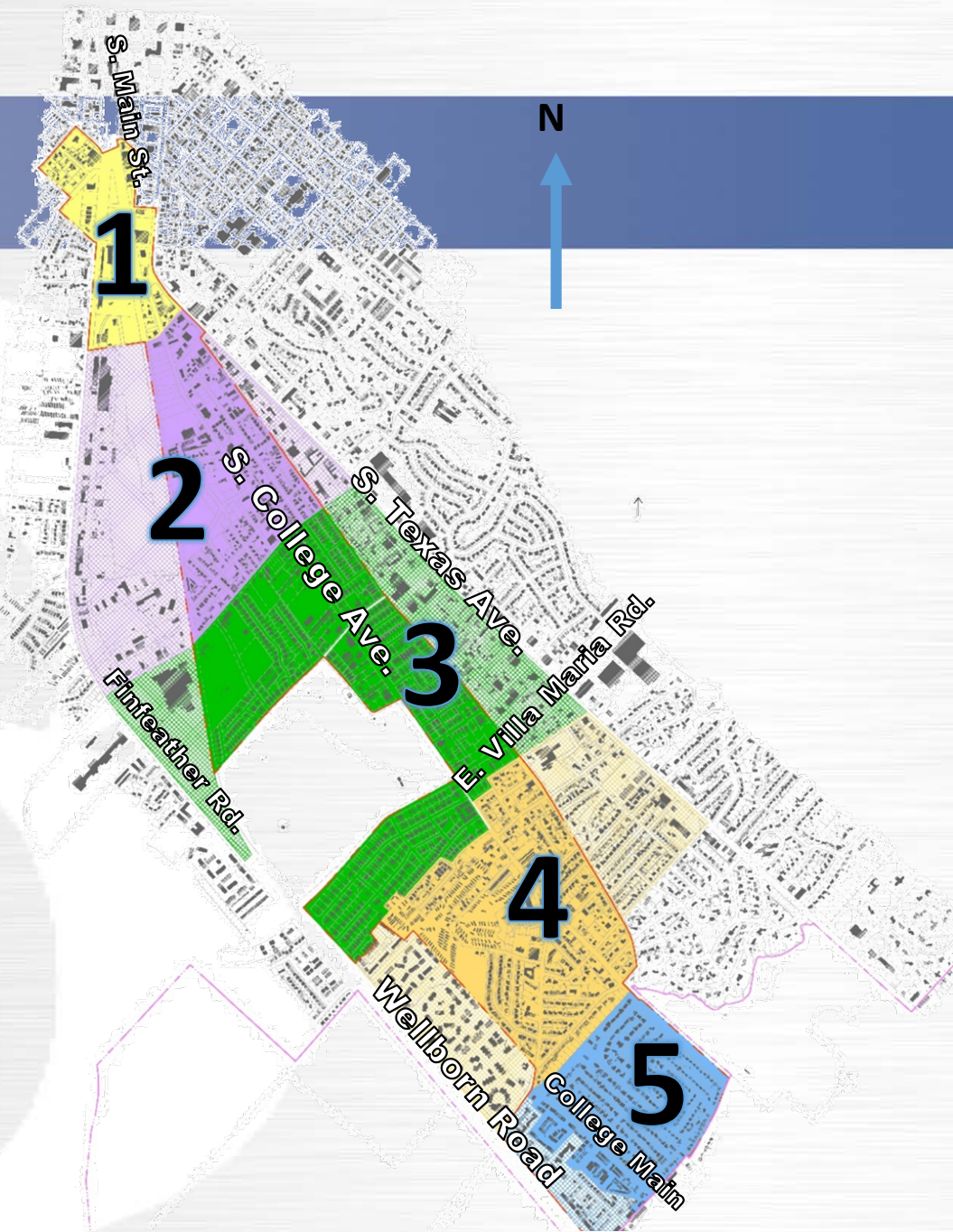
Experience Districts

- District #1: Gateway District
- District #2: Railyard District
- District #3: Park District
- District #4: Union Hill District
- District #5: North of Northgate District



Guiding Principles

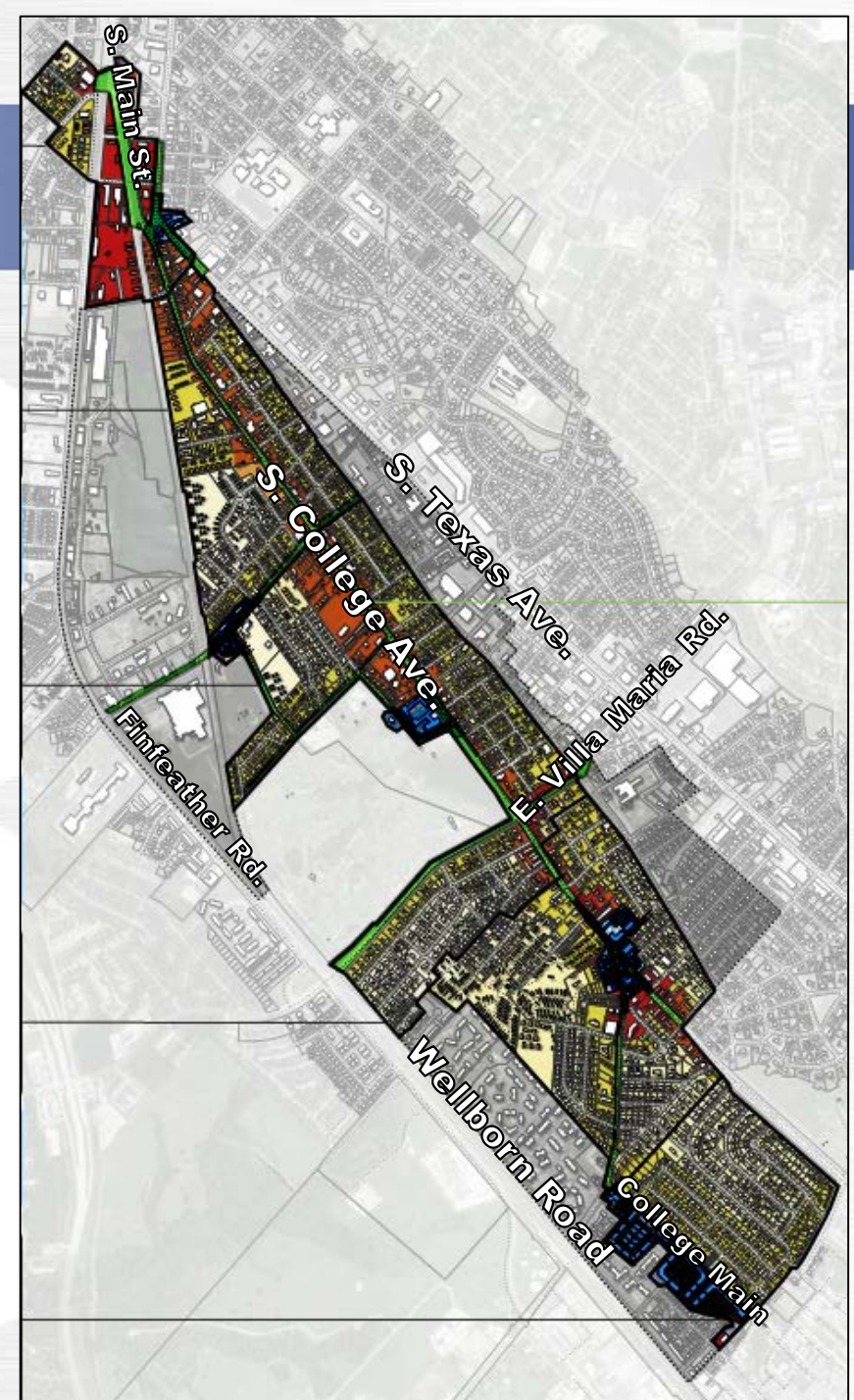
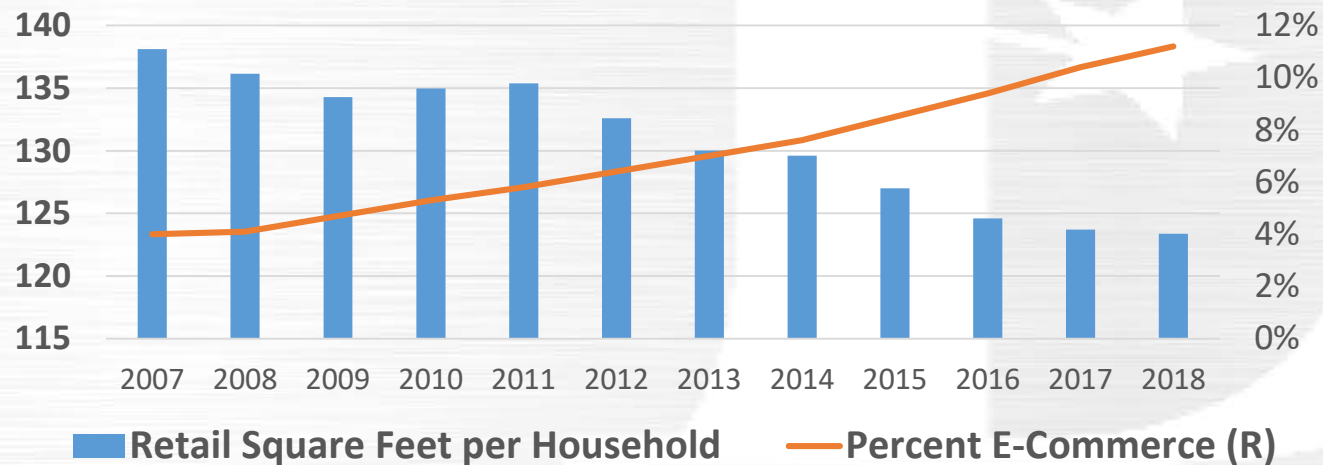
- **FOSTER COMPLETE NEIGHBORHOODS:** Cultivate connected and safe neighborhoods with convenient access to the goods, services and a wide variety of housing that meets the needs of all ages and abilities
- **COMPATIBLE INFILL:** Neighborhood infill should focus on context appropriate incremental development that is compatible with existing adjacent structures and address needs of projected future demand
- **ENHANCE EXISTING ASSETS:** Reuse existing structures whenever feasible
- **COORDINATED DEVELOPMENT:** Align City of Bryan municipal investment with strategies that foster appropriate private development to ensure projects maximize taxpayer returns



Commercial Opportunities

- Increasing residential density is necessary to support retail growth
- A “walkable destination” is created by the desirable businesses as well as the infrastructure provided
- Approx. 15 units per acre are required to support self-sufficient transit

Brazos County Retail Square Feet Per Household and National E-Commerce as Share of Total Retail Spending



Example: Union Hill

The Union Hill District experience is oriented towards unique culinary, entertainment and service options that provide value to the surrounding neighborhoods, attracts customers from around the region and provides tourism brand building experiences.

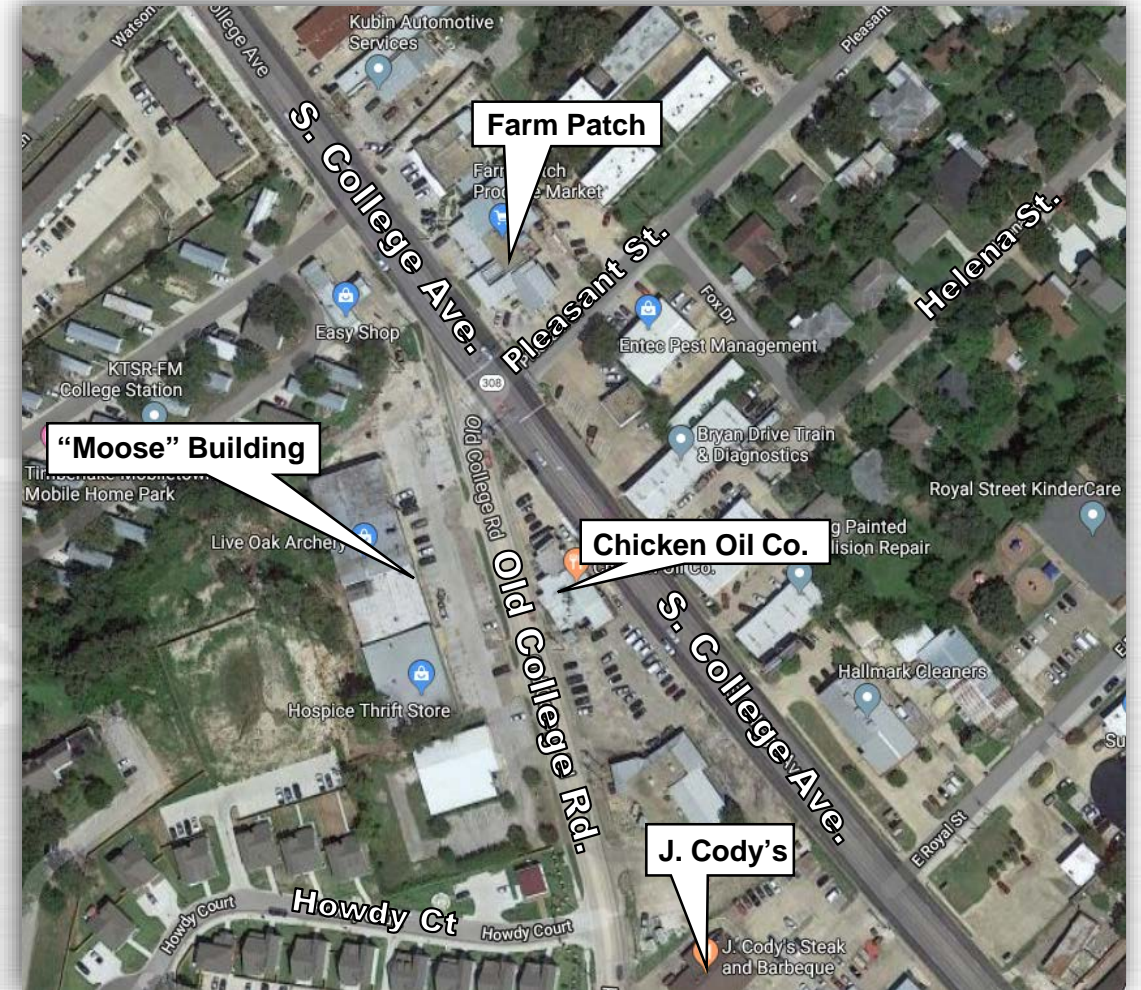
- **Cultivate Unique Culinary Scene**
- **Connect to Surrounding Neighborhoods**
- **Align Parking Needs**
- **Focus Development**



Example: Union Hill

Union Hill District

- Build on existing user master plans for expansion or enhancement
- Work with existing building owners on façade enhancements
- Partner and work with existing landowners to maintain authentic culture through expansion or redevelopment



Example: Union Hill

Union Hill District

- Cluster restaurant and entertainment users to promote walkability and theme
- Align street improvements to gain access to shared parking opportunities
- Improve crossings for pedestrians to access tenants on both sides of South College



Example: Union Hill

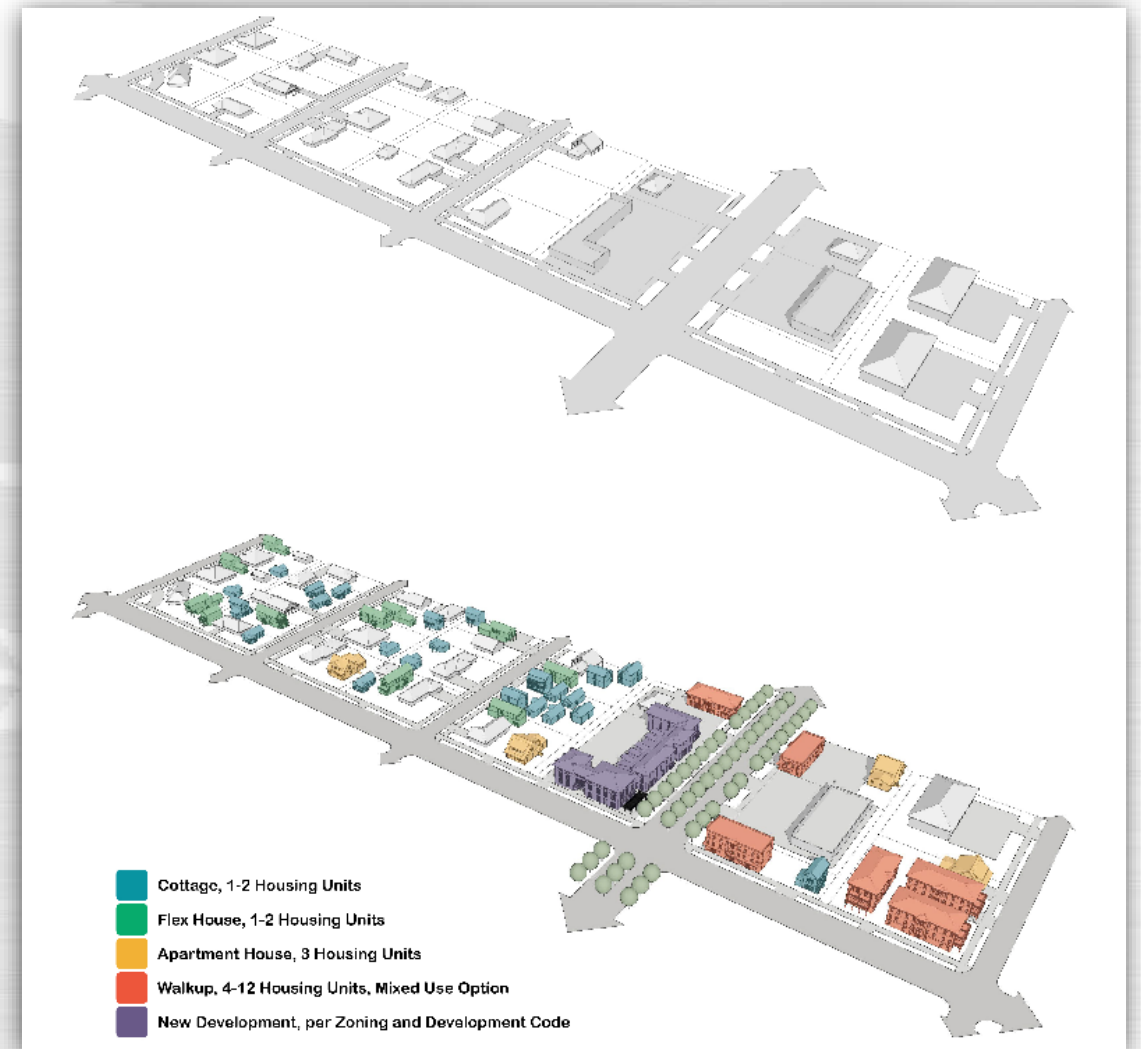
CONCEPT



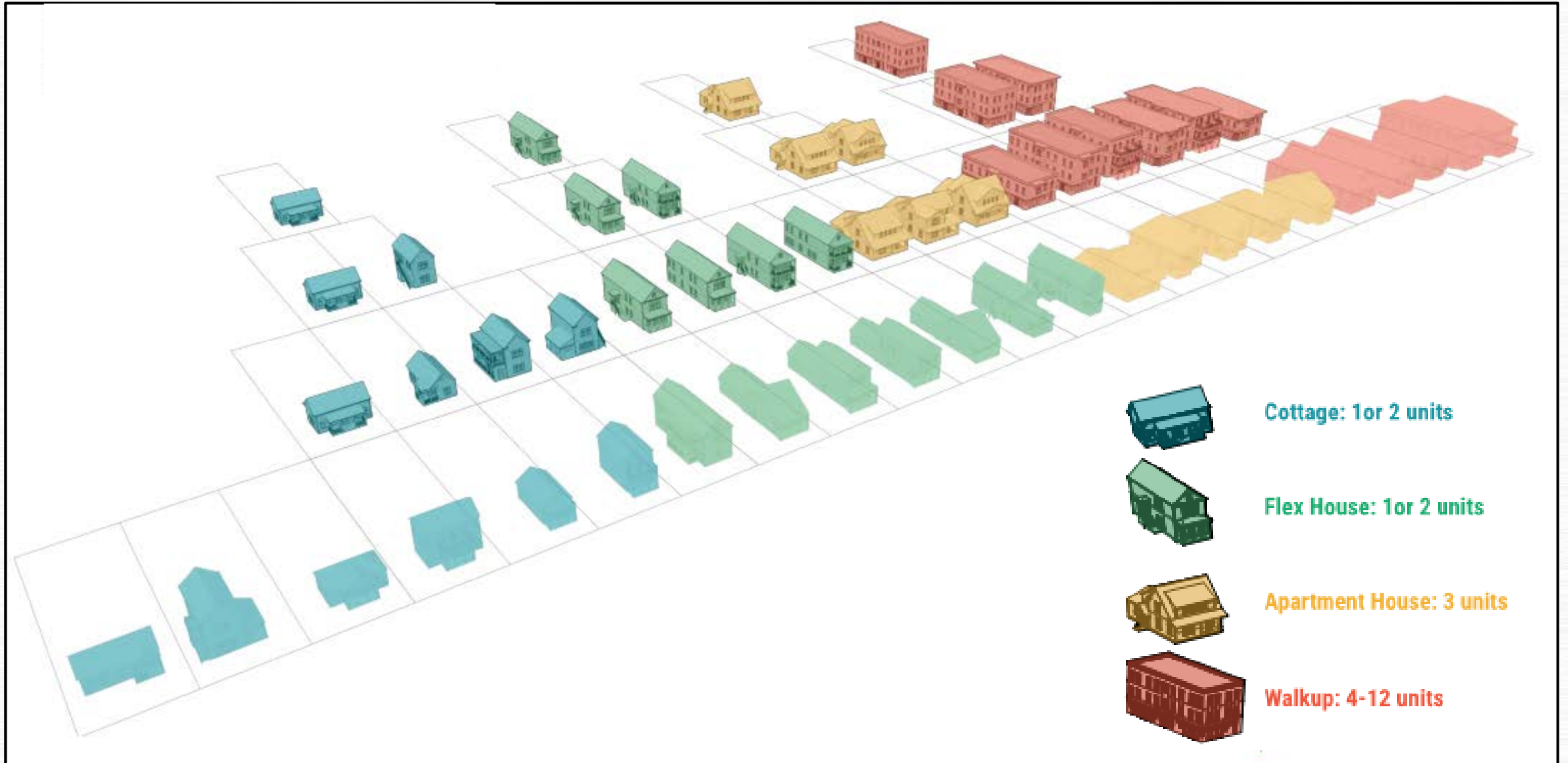
New Development Tools

Pattern zoning

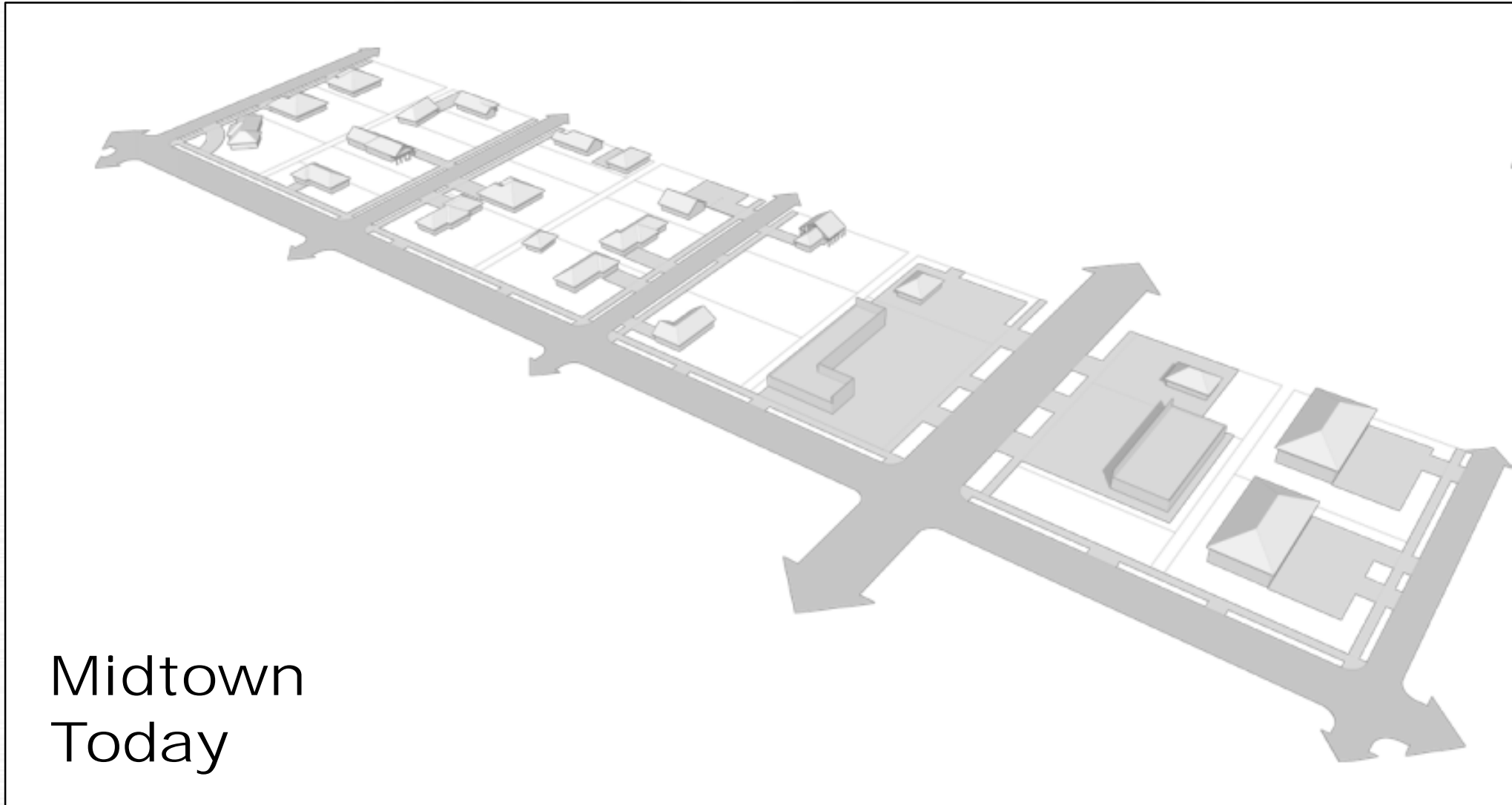
- Combination development incentive and zoning tool
- Pre-approves high quality architecture and site planning for faster permitting and lower project costs
- **Voluntary** program for property owners and developers



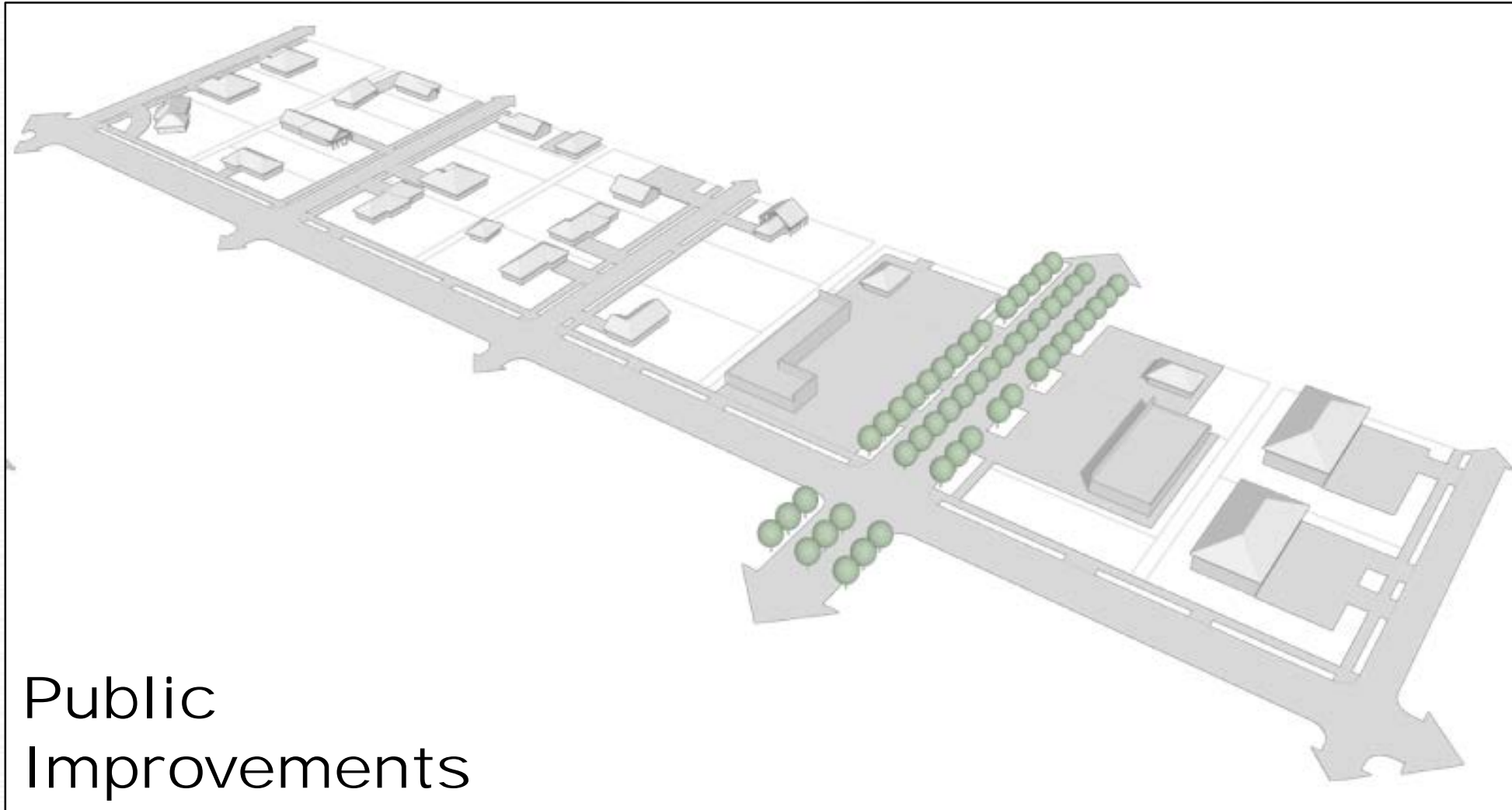
Pattern Zoning



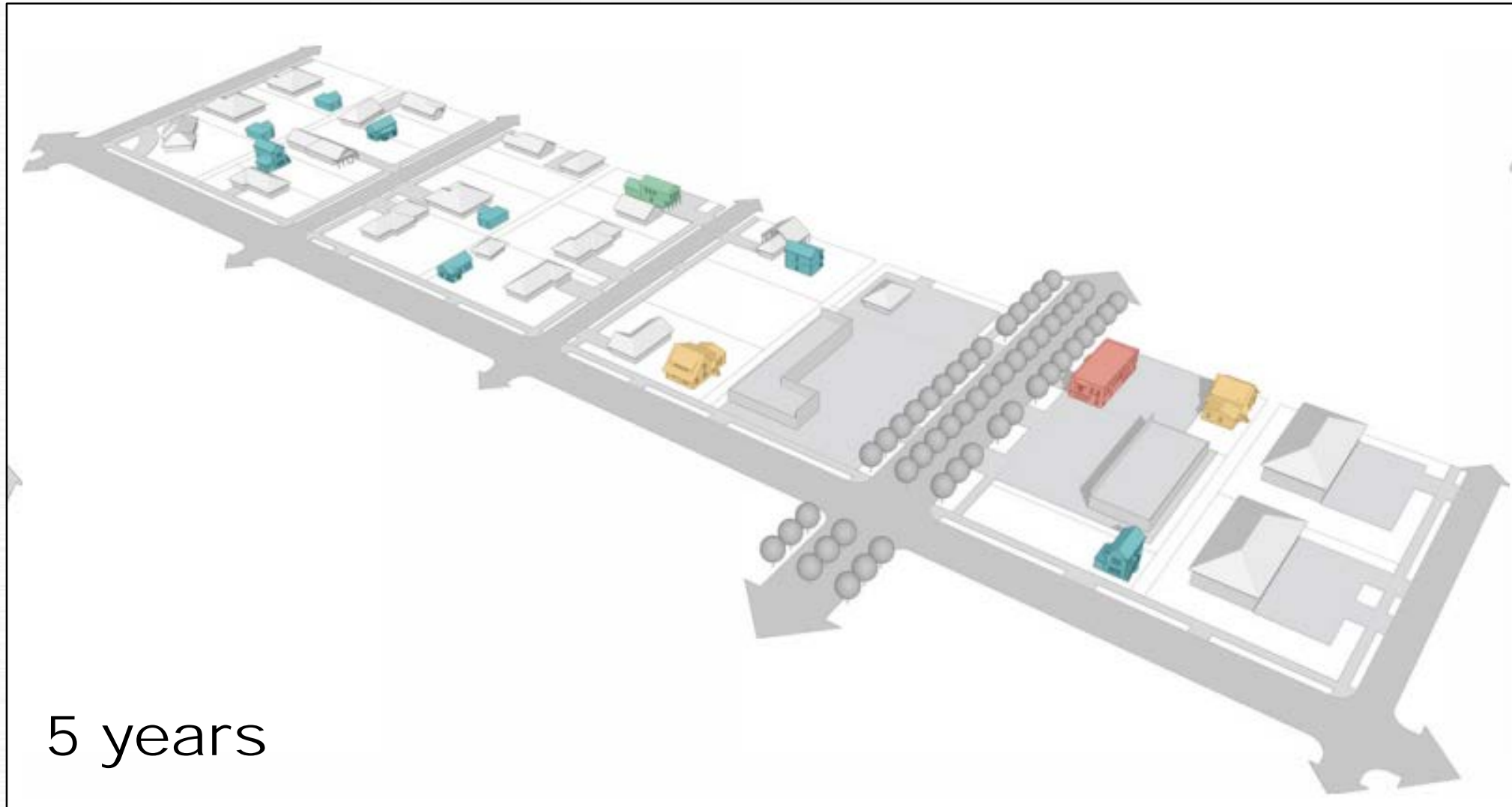
Pattern Zoning: An Incremental Story



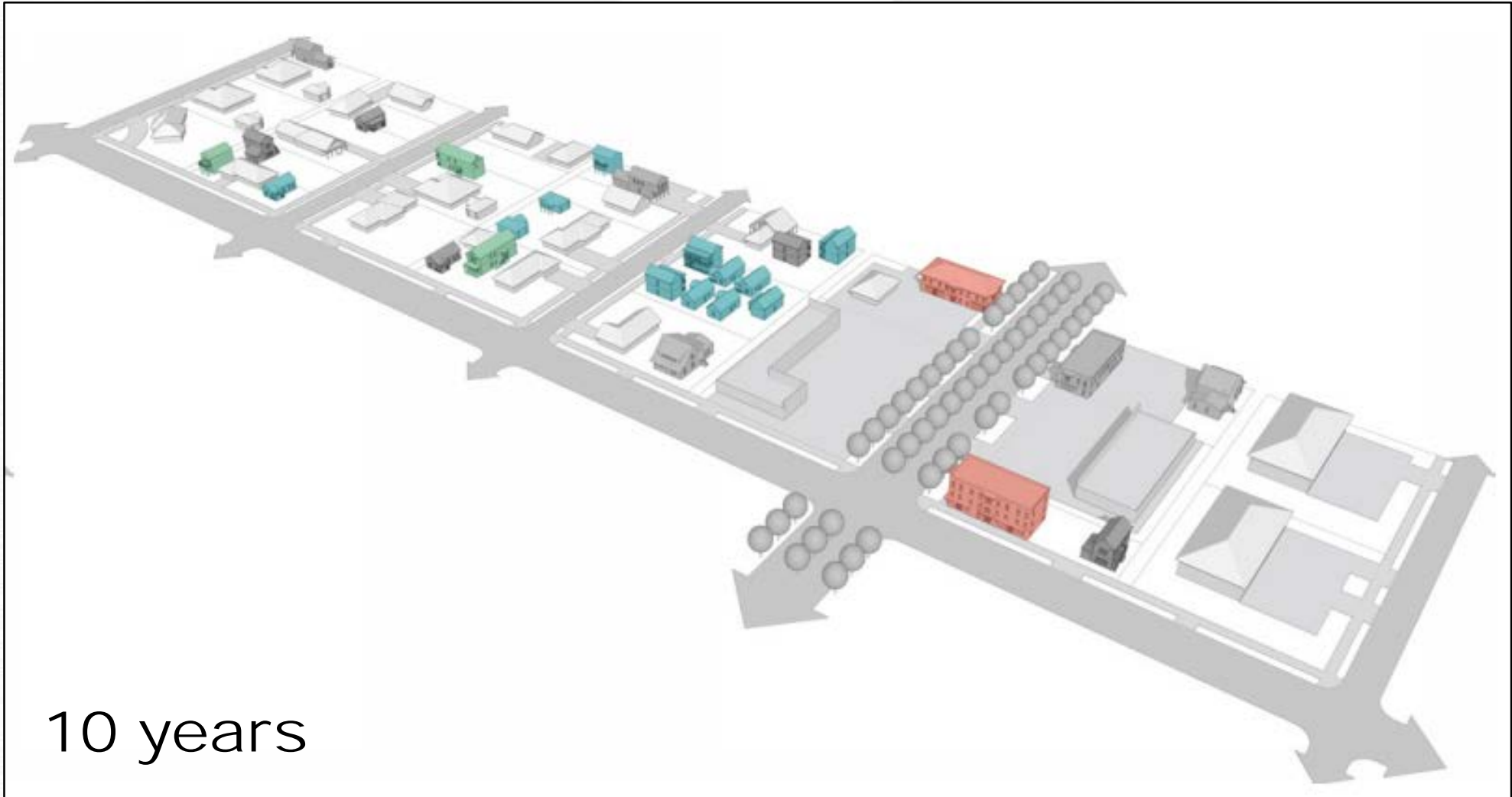
Pattern Zoning: An Incremental Story



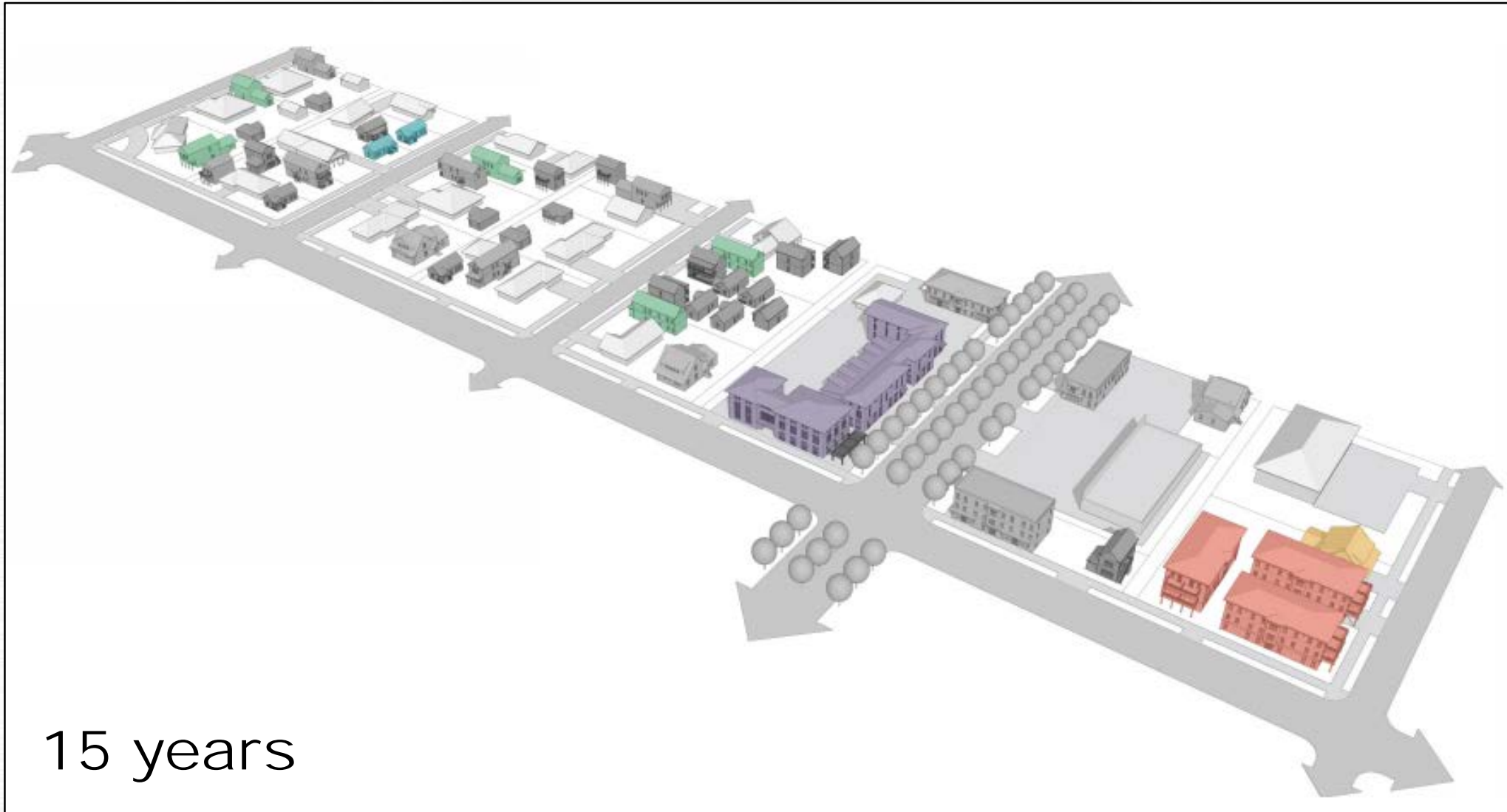
Pattern Zoning: An Incremental Story



Pattern Zoning: An Incremental Story



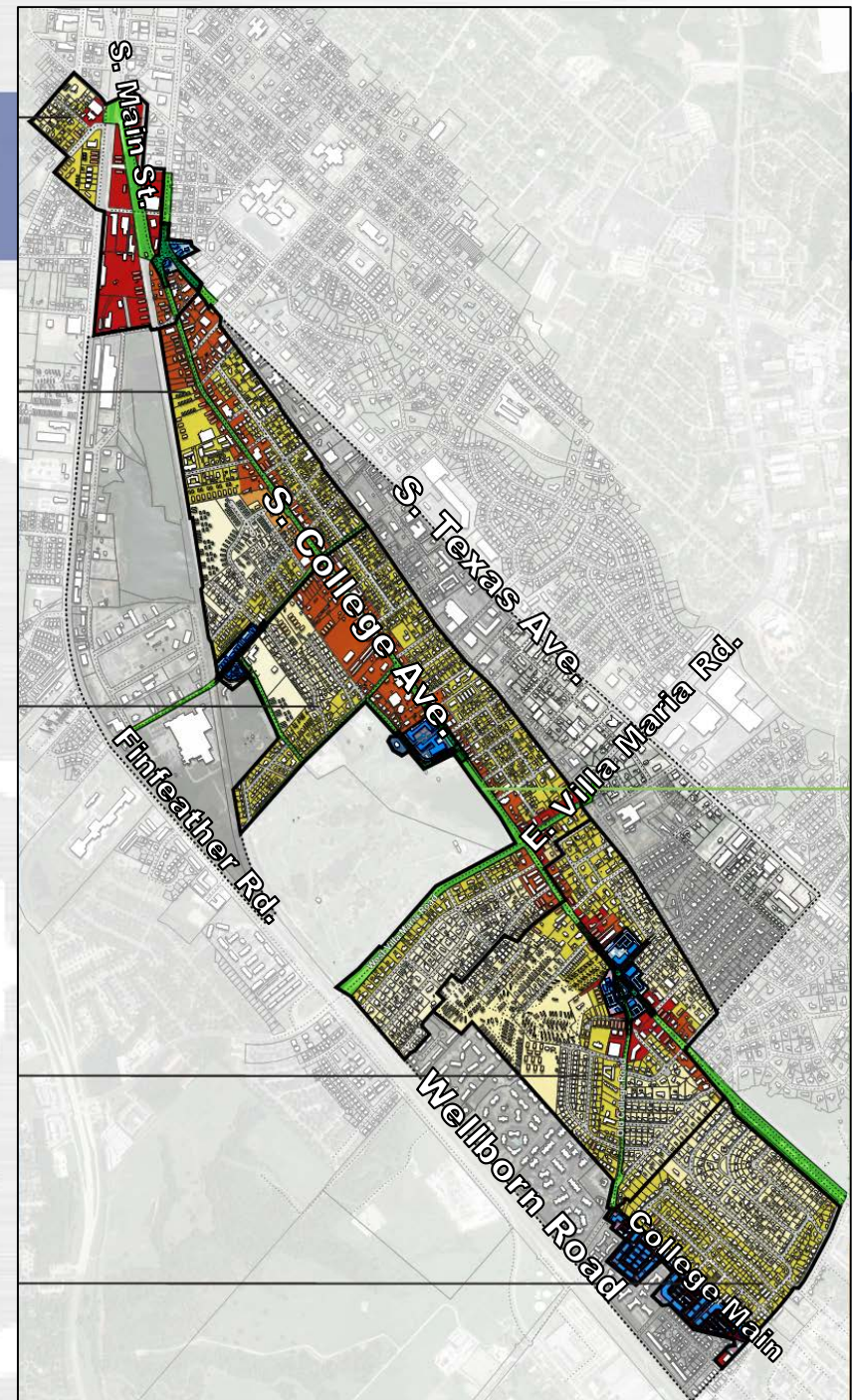
Pattern Zoning: An Incremental Story



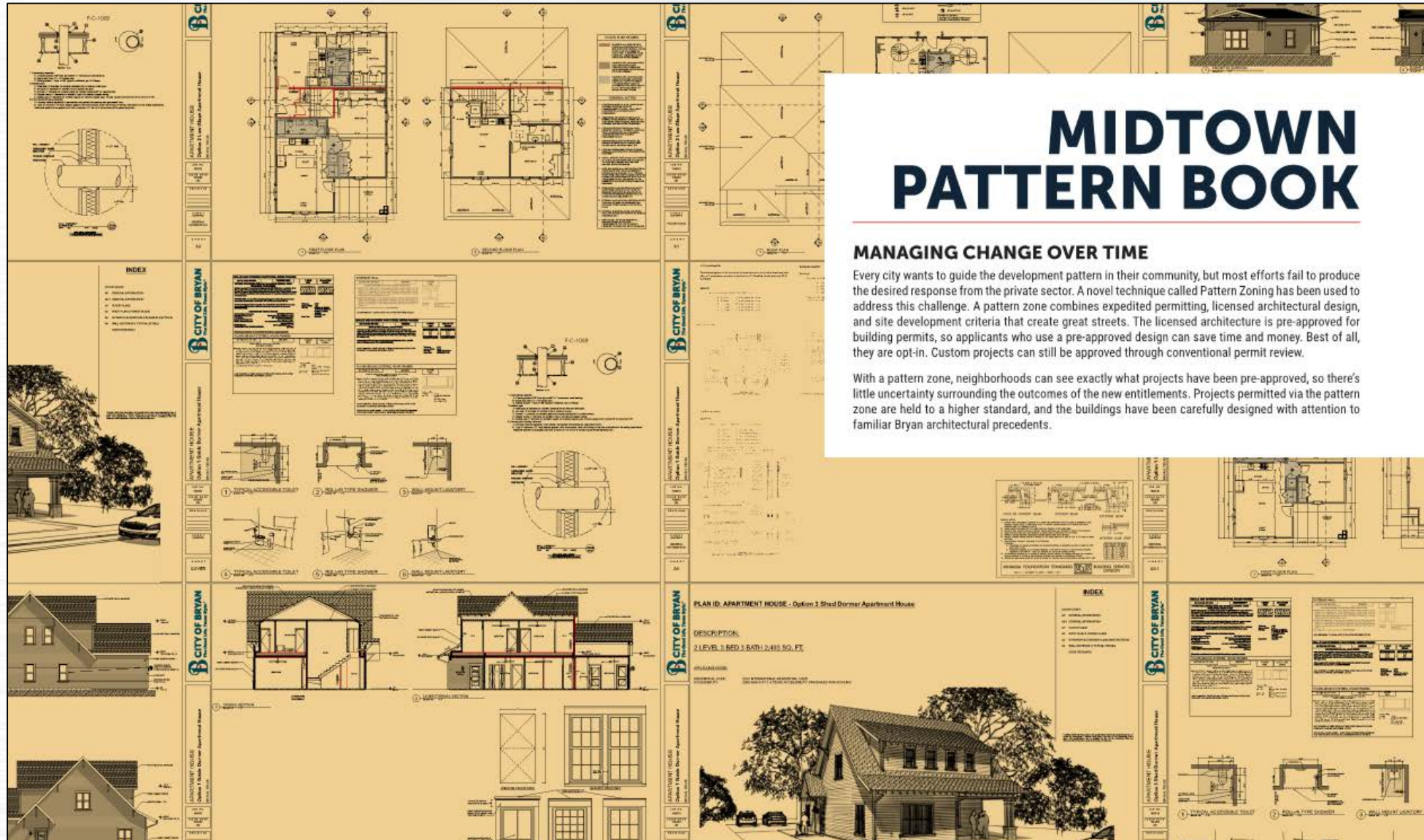
Bryan Midtown Plan

Components

1. Midtown Plan
 - Recommendations
2. Midtown Zoning Code
 - South College Business
 - South College Residential
3. Pattern Zoning
 - Cottage & Flex House
 - Apartment House
 - Midtown Walk-Up
4. Support Ordinances
 - Accessory Dwelling Unit
 - Food trucks



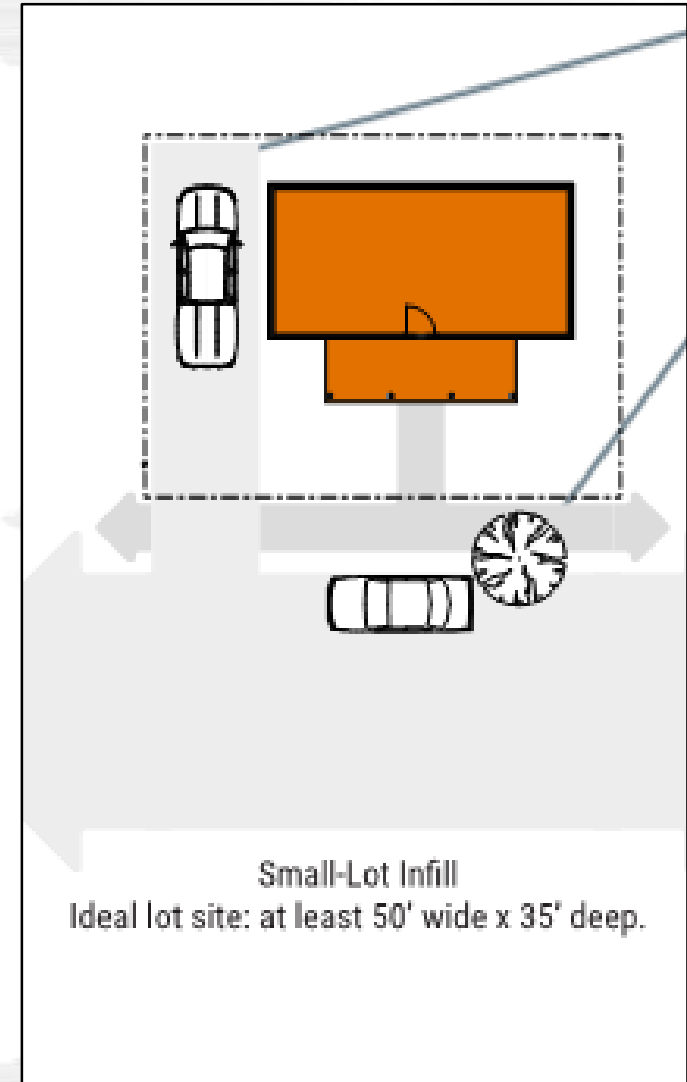
Pattern Book



Cottage House

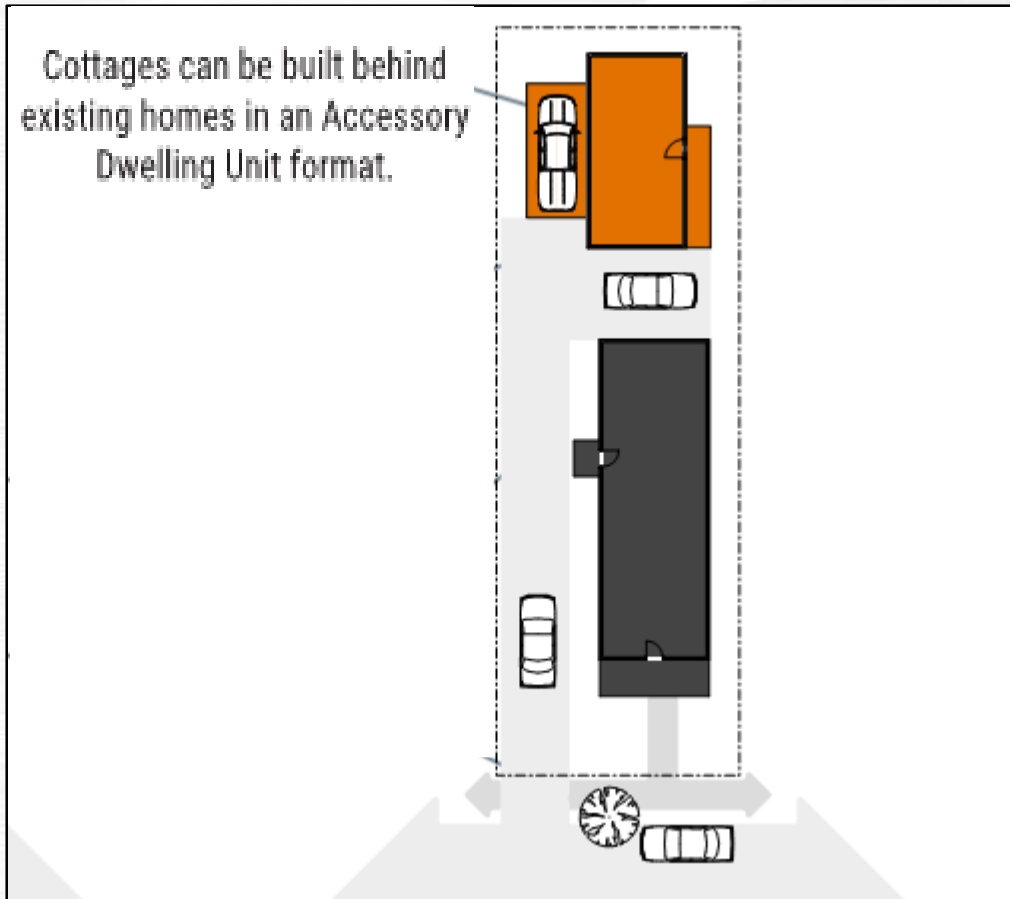


Cottage Pre-Approval



Cottage Pre-Approval

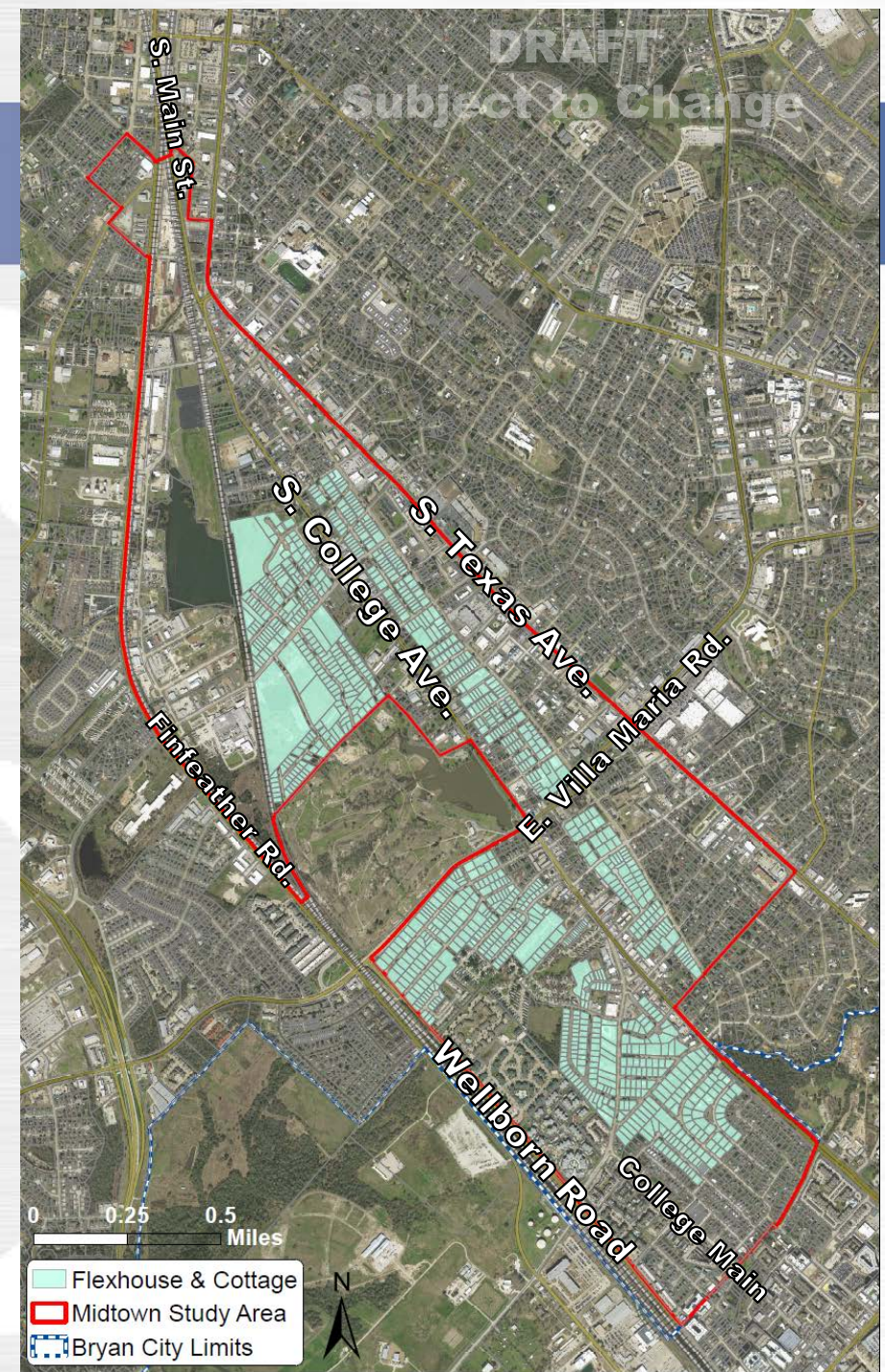
Accessory Dwelling Units (ADU's)



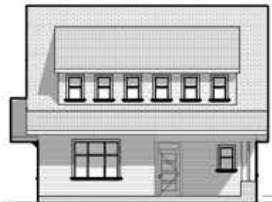
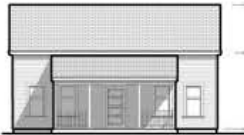
Cottage Court



Cottage Pre-Approval



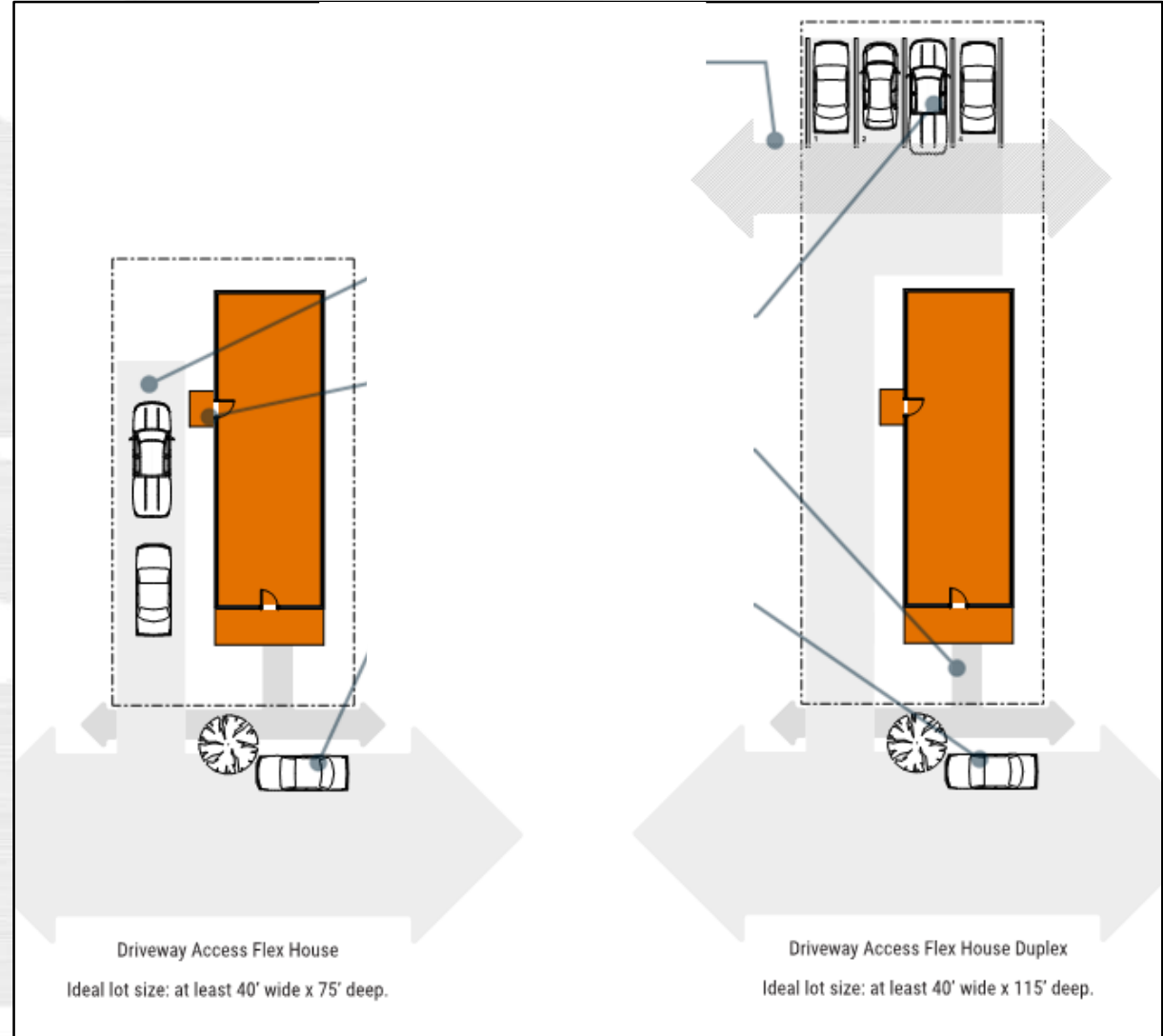
Flex House



Flex House Pre-Approval



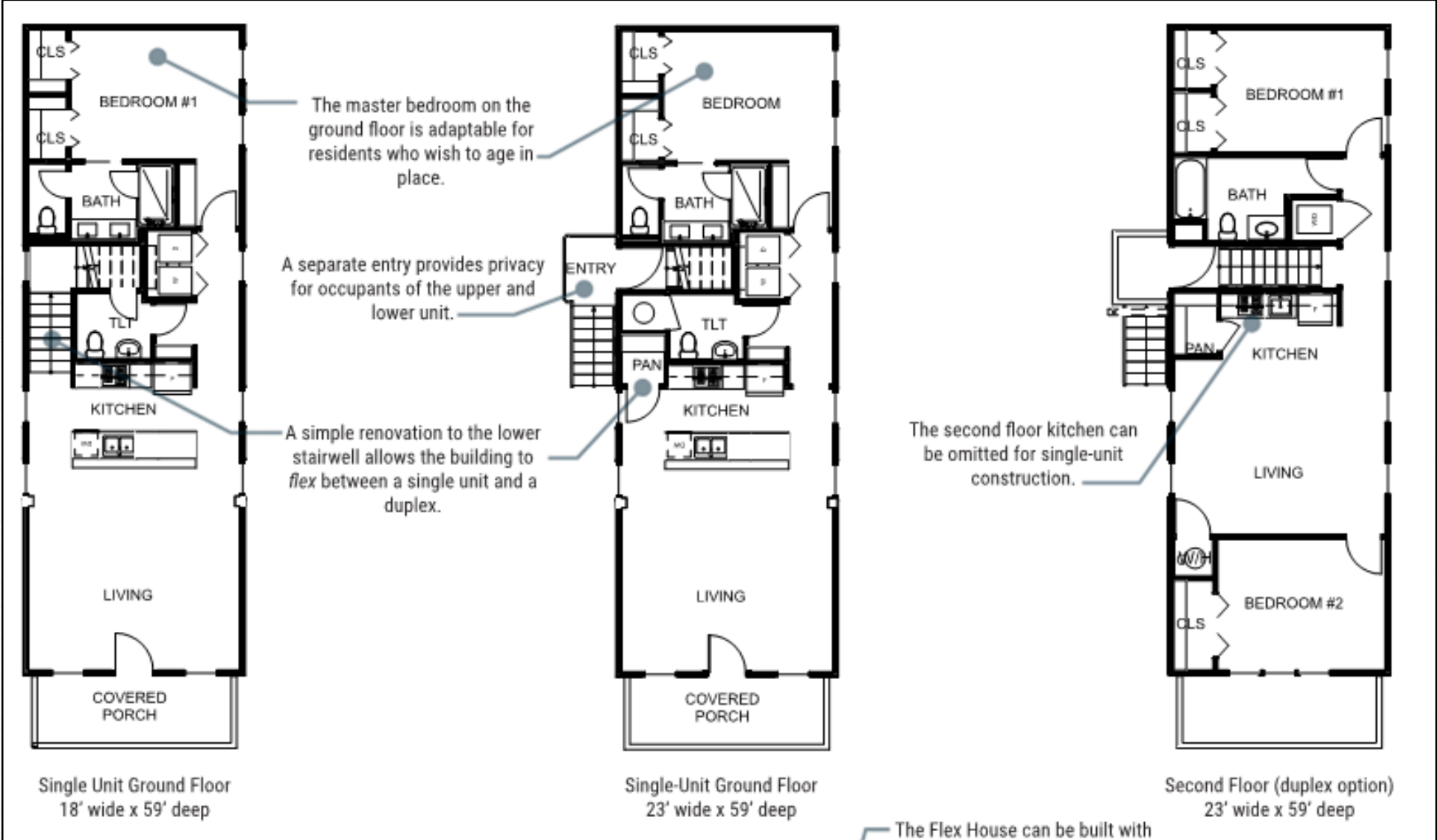
Single Porch Flex House Duplex



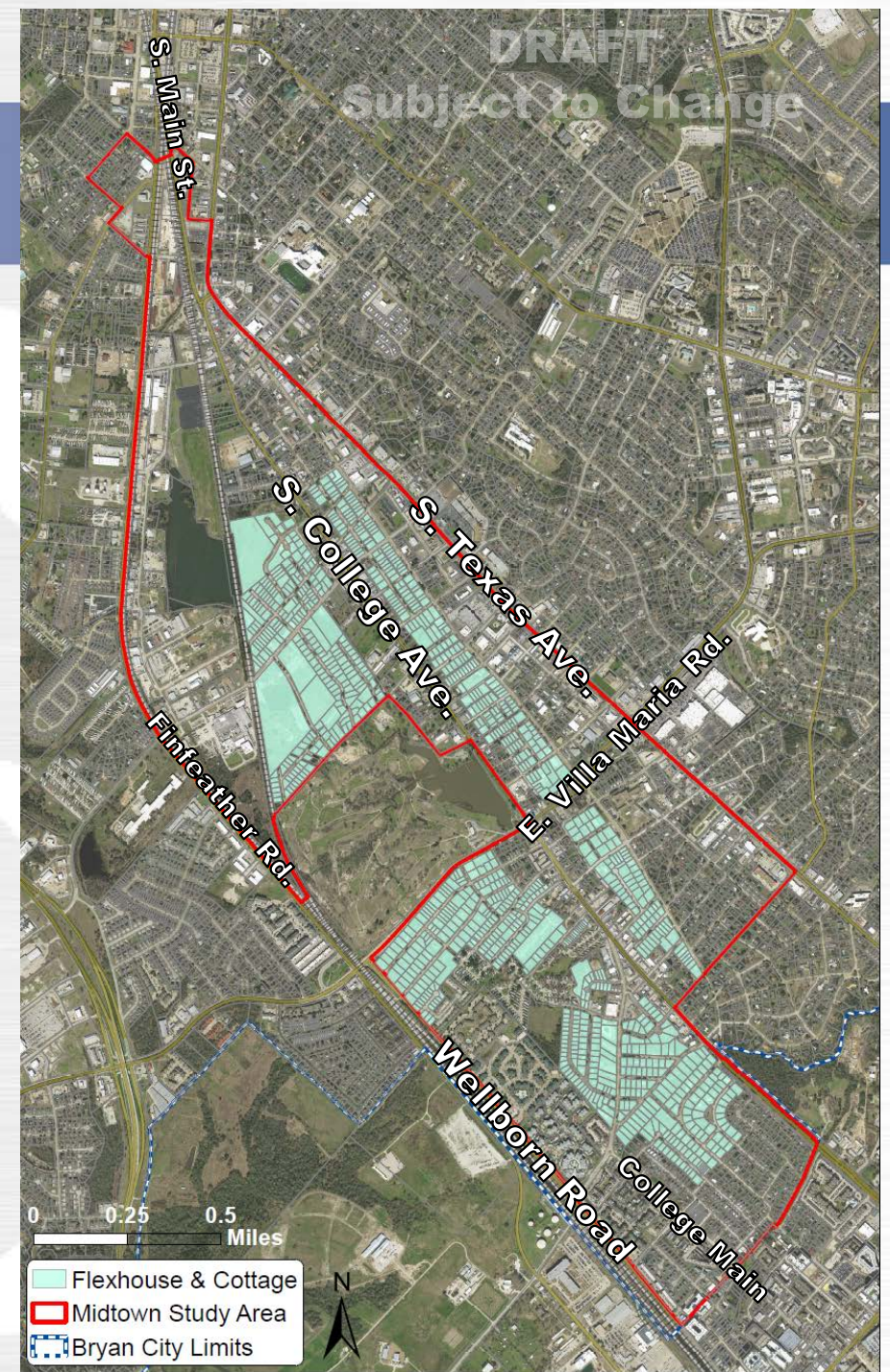
Driveway Access Flex House
Ideal lot size: at least 40' wide x 75' deep.

Driveway Access Flex House Duplex
Ideal lot size: at least 40' wide x 115' deep.

Flex House Pre-Approval



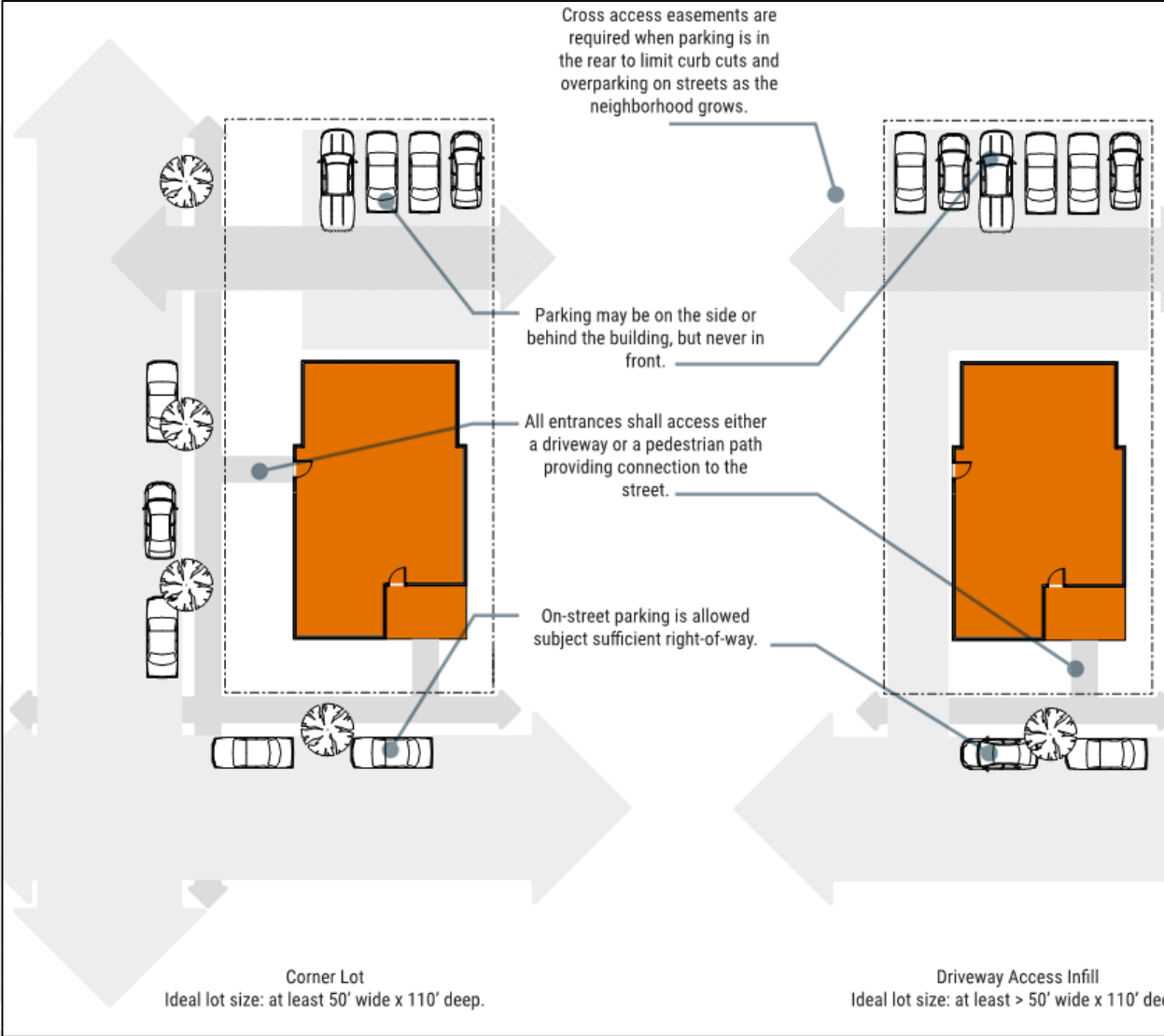
Flexhouse Pre-Approval



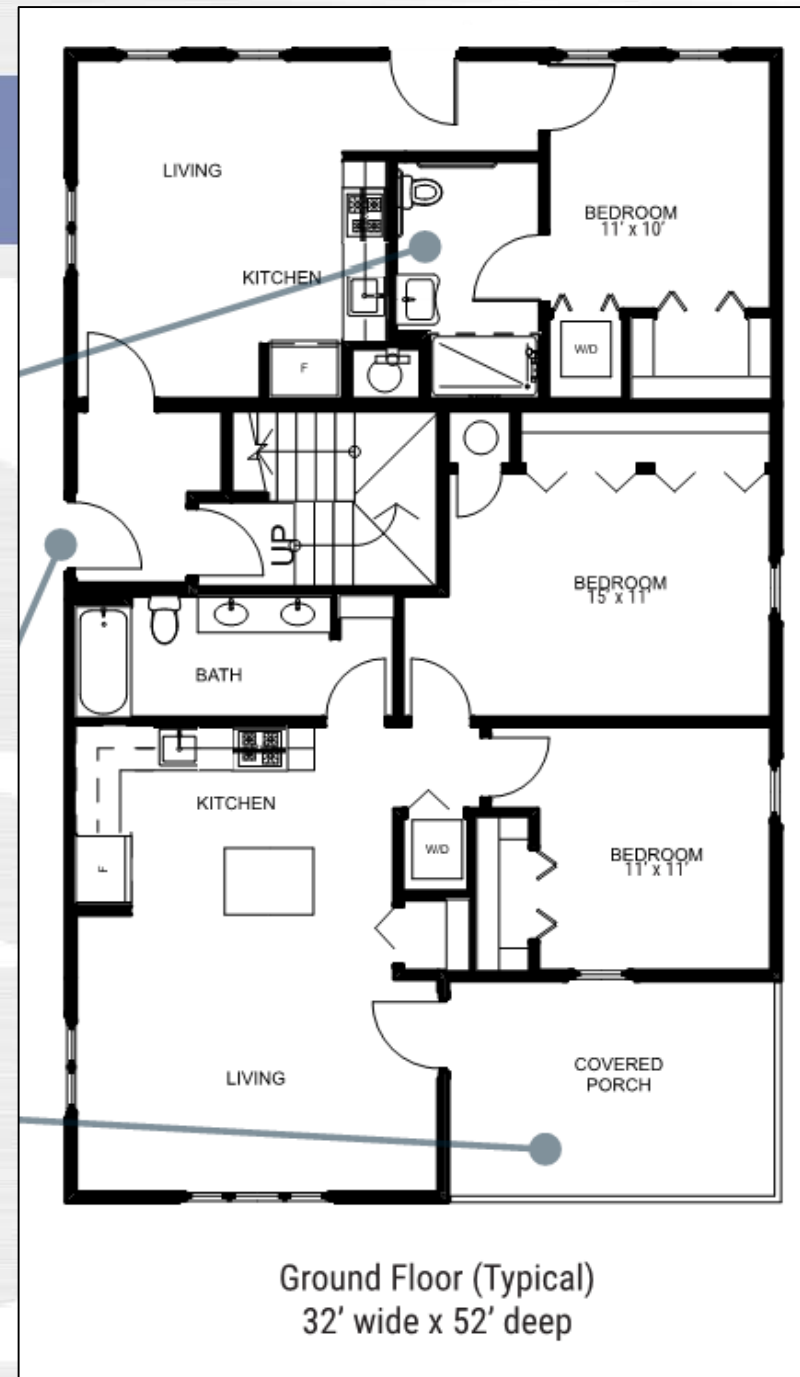
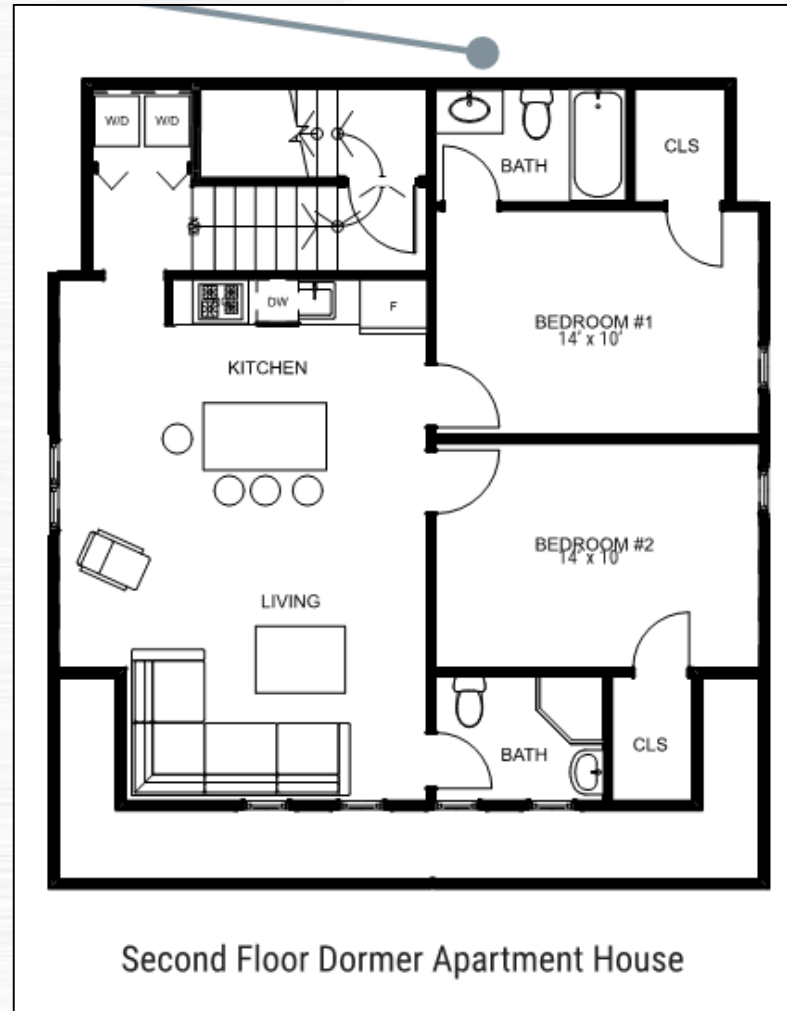
Apartment House



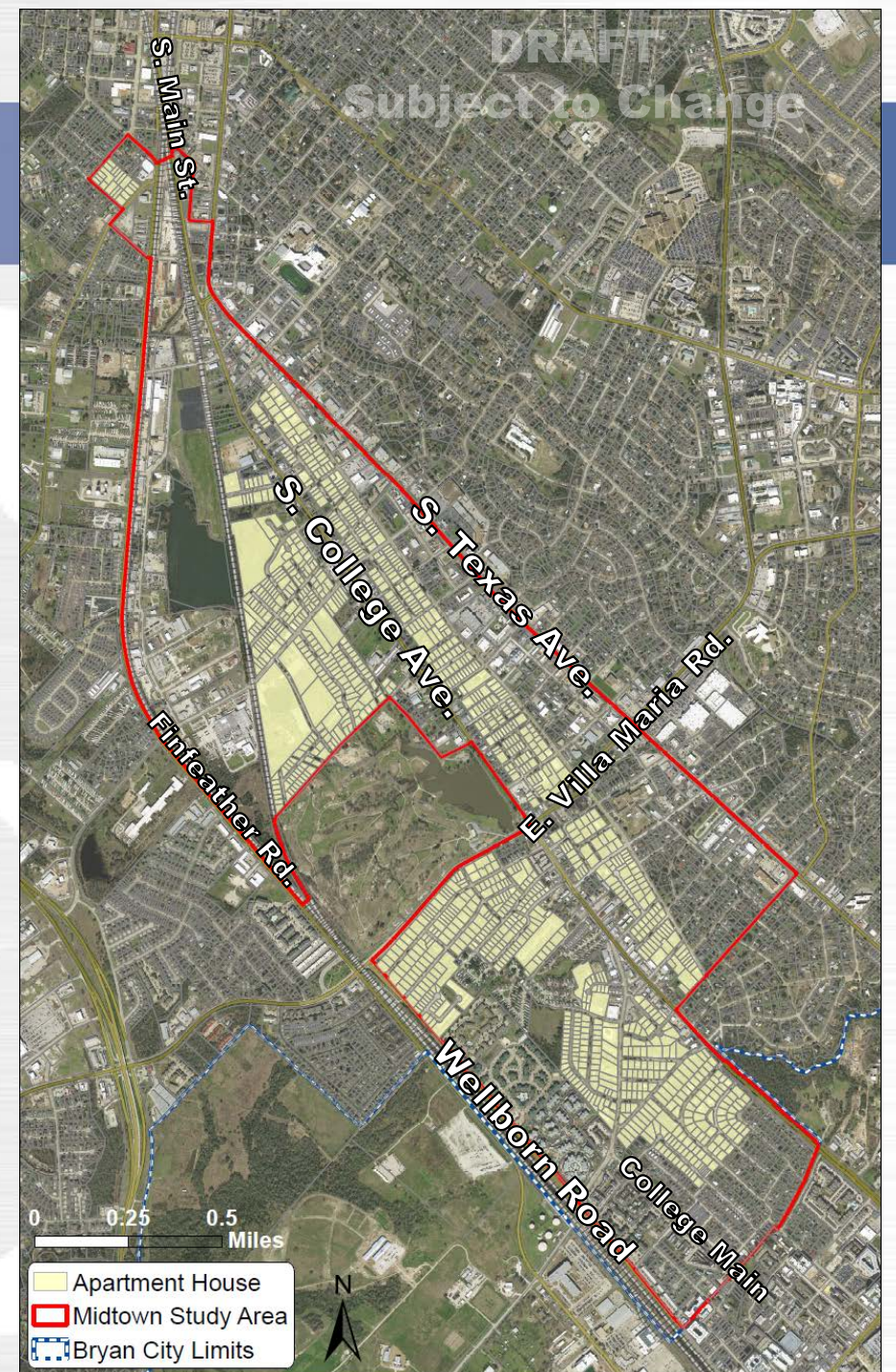
Apt. House Pre-Approval



Apt. House Pre-Approval



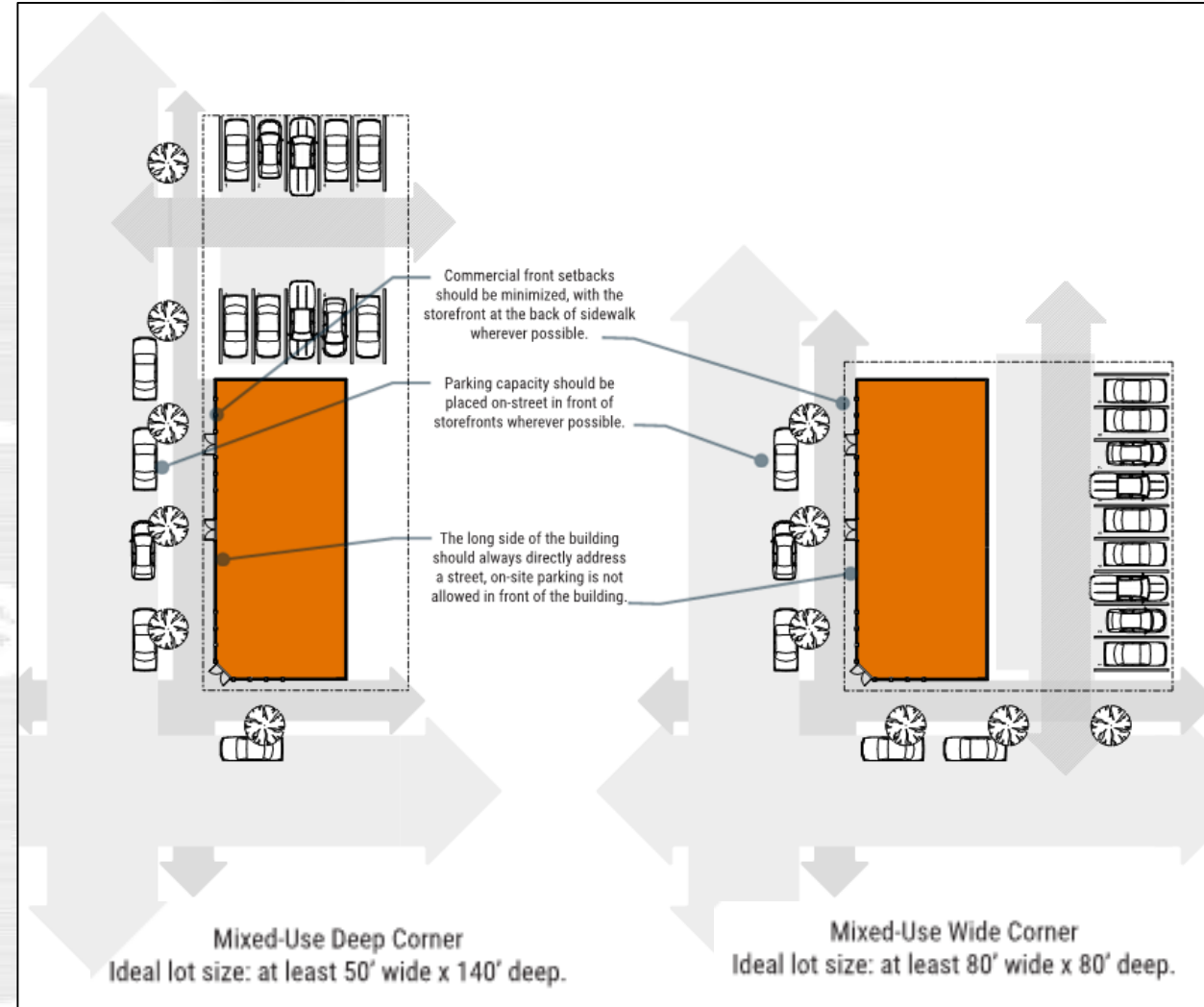
Apartment House Pre-Approval



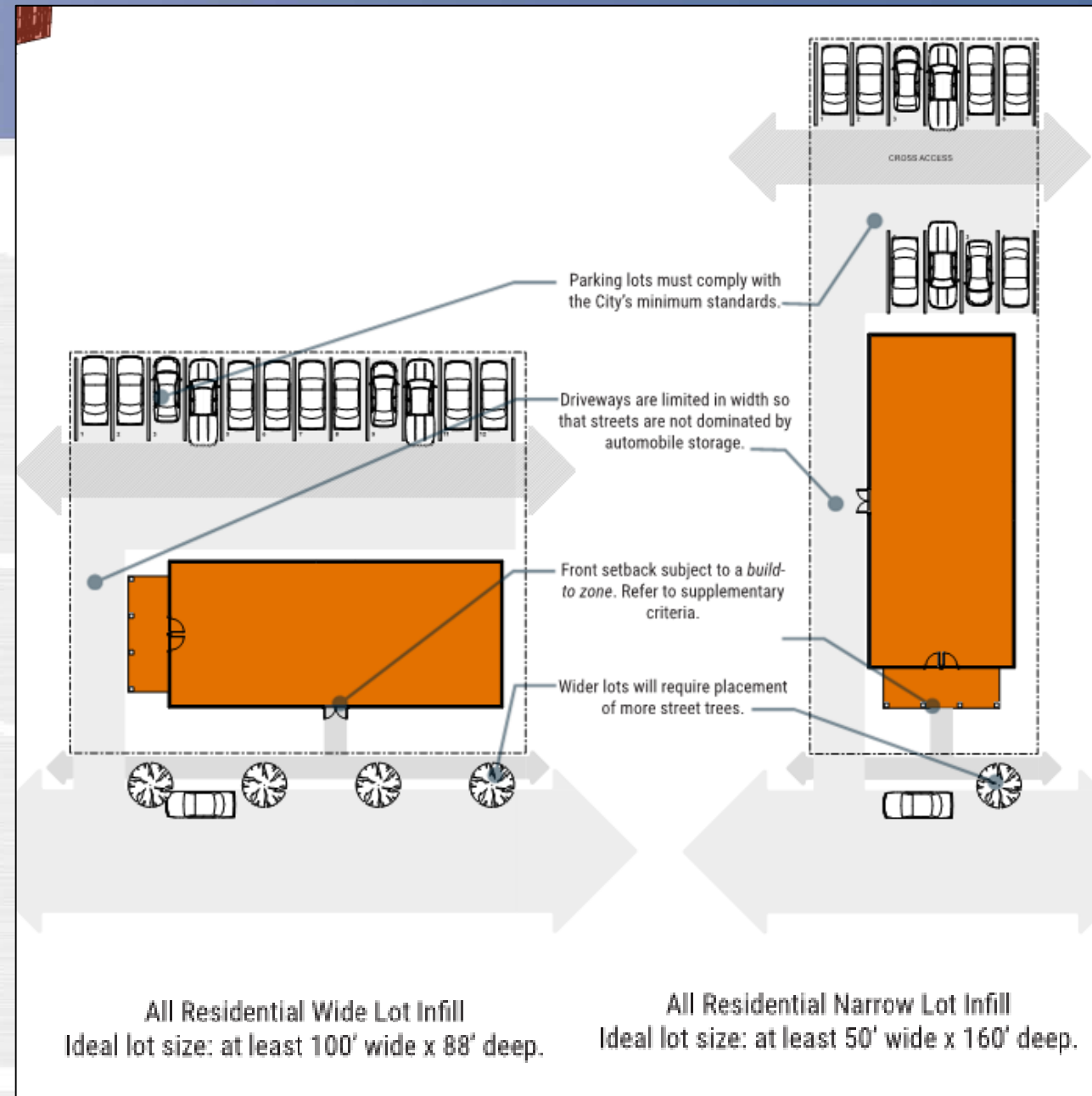
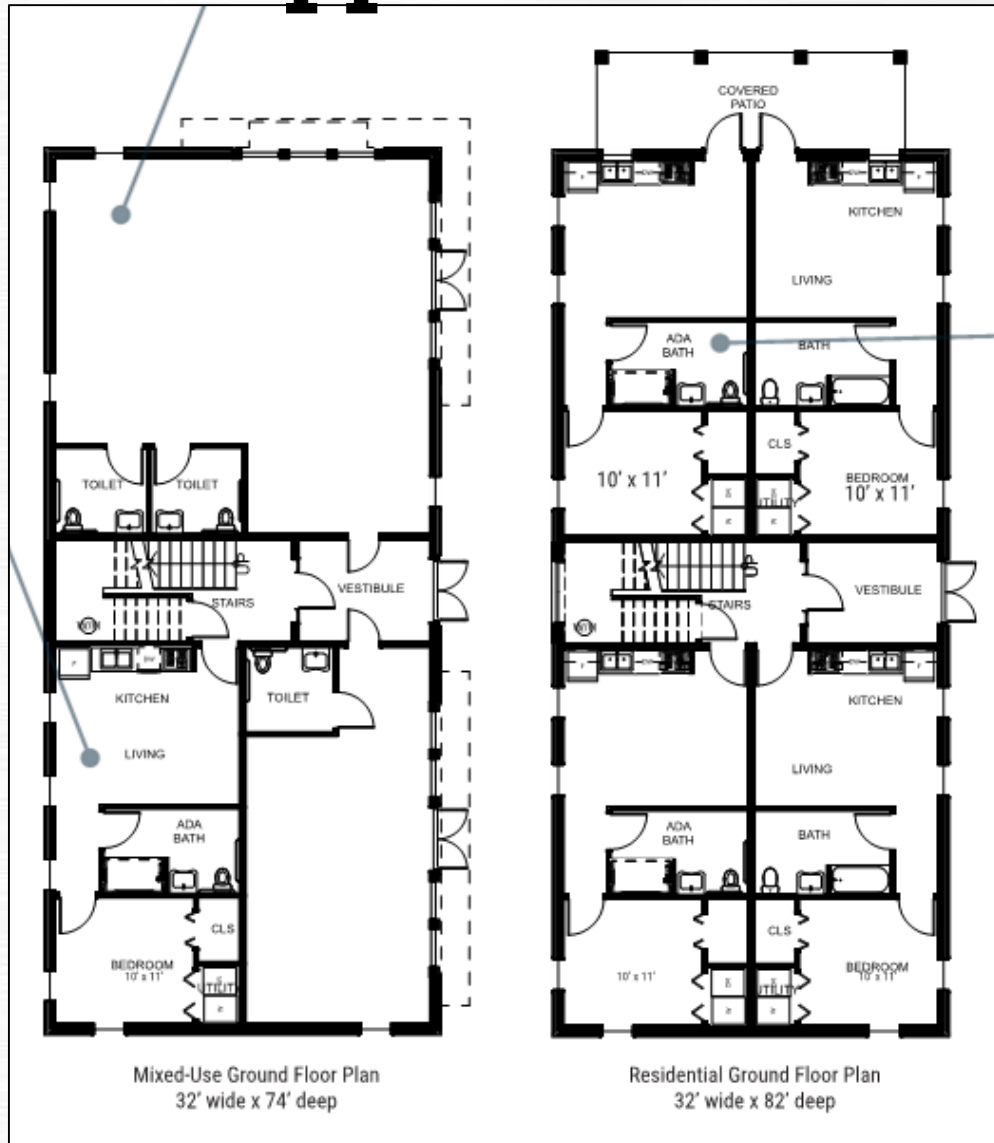
Midtown Walk-Up



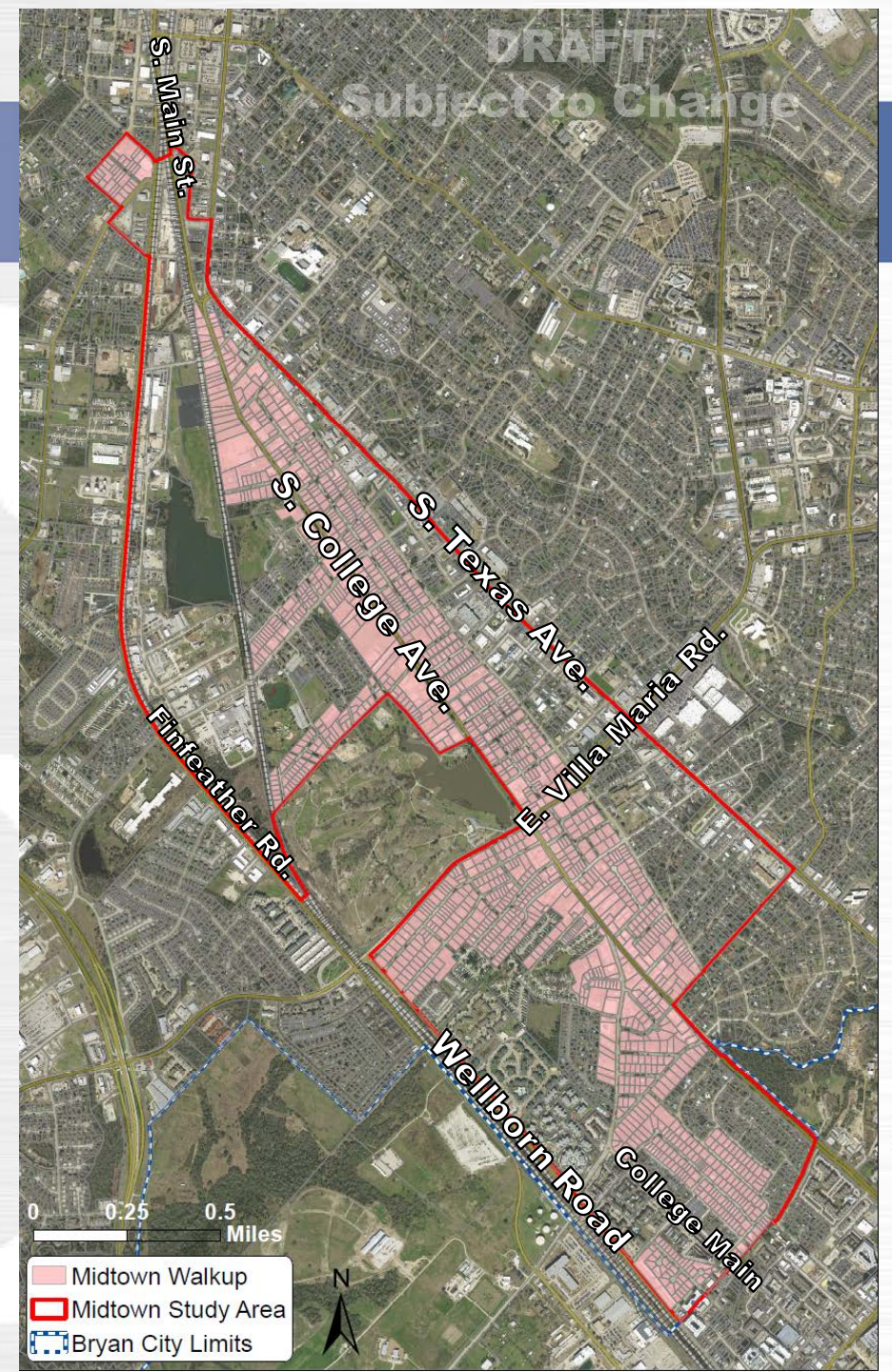
Midtown Walk-Up Pre-Approval



Midtown Walk-Up Pre-Approval



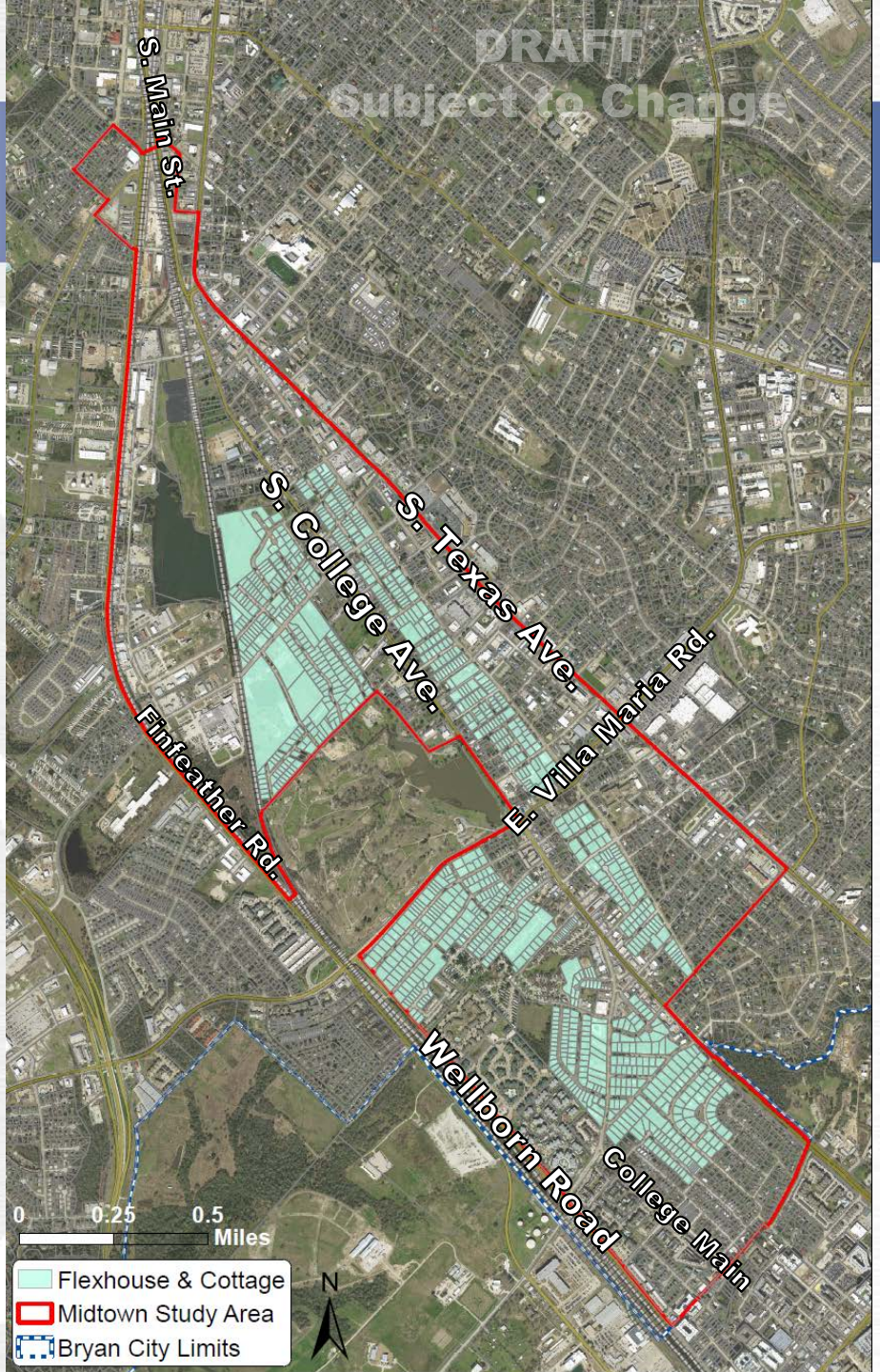
Midtown Walkup Pre-Approval



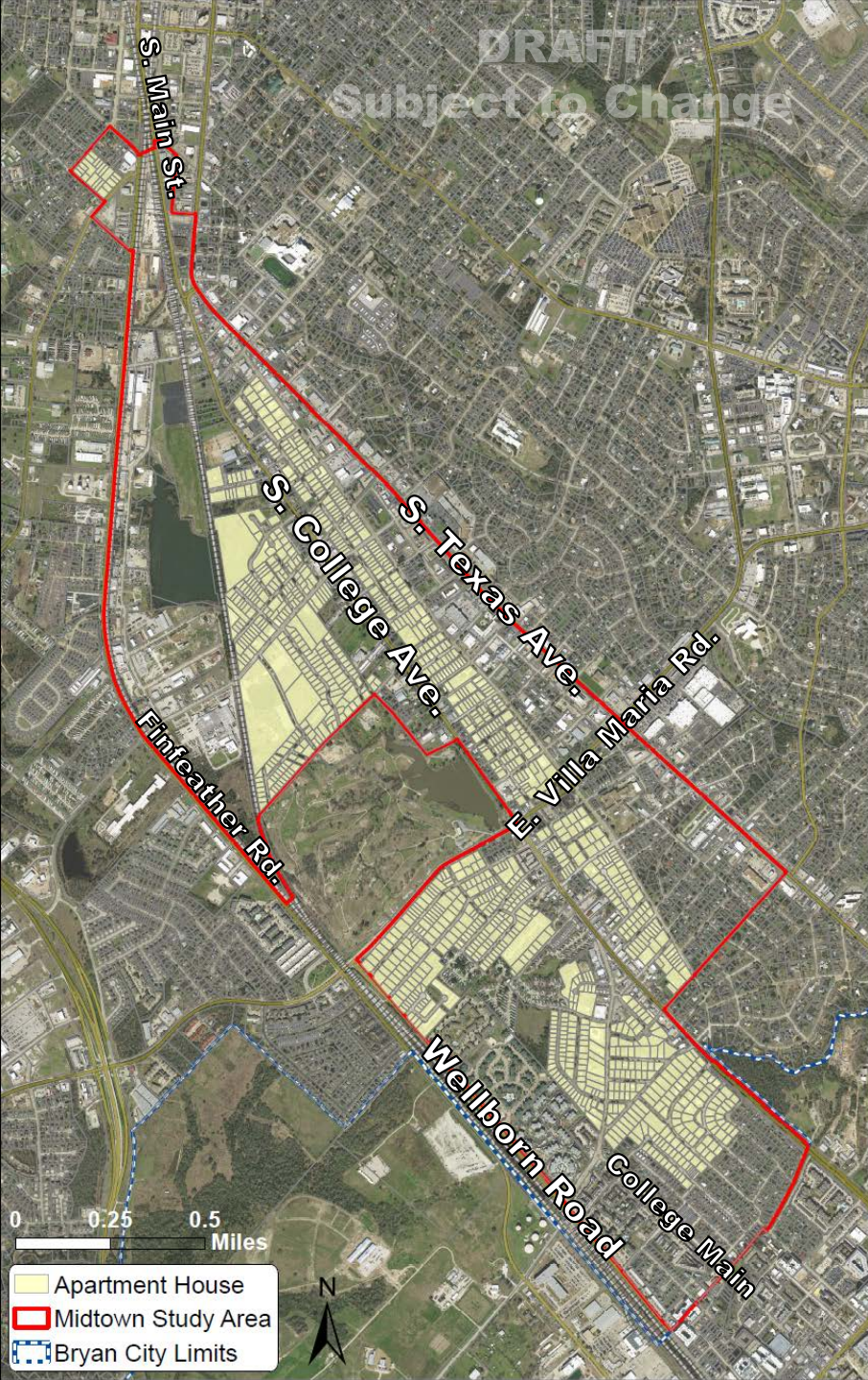
Overlay Zoning for Pattern Buildings

- Used to allow pre-approved building types
- Rezoning request must be considered by Planning and Zoning Commission and City Council
- Pattern buildings would be allowed IN ADDITION to the underlying zoning
- Retail uses in Walk-up would need to be allowed by underlying zoning

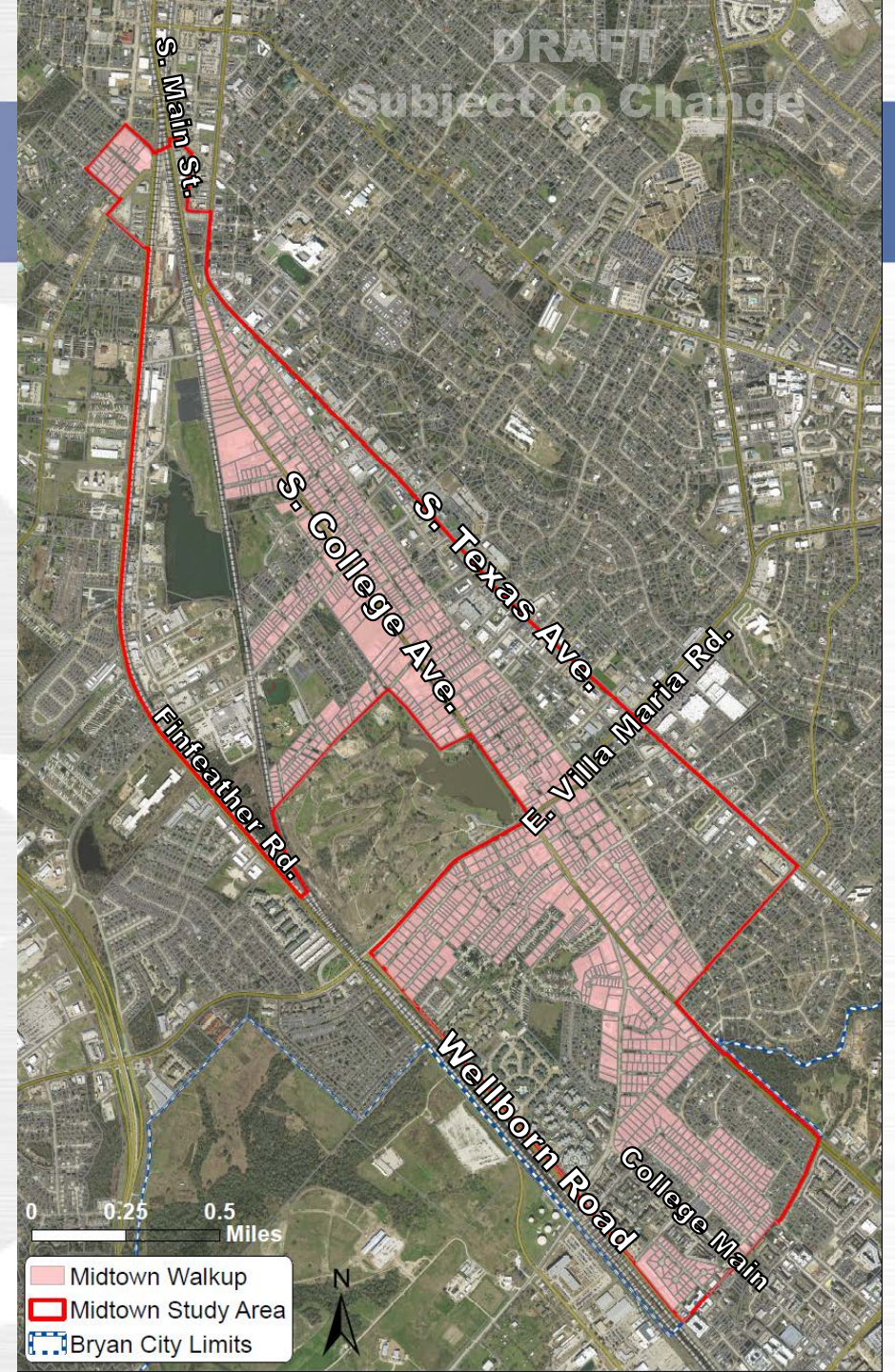
Flex House & Cottage



Apt. House Pre-Approval



Walkup Pre-Approval



Density Heat Map

Darker red represents most density potential

- Along corridors and North of Northgate

Lighter red shows lower density potential

- In neighborhoods, away from corridors



Bryan Midtown Area Plan



MIDTOWN CORRIDOR

PUBLIC IMPROVEMENTS AND CATALYTIC PROJECTS

City of Bryan staff and the consultant team partnered with citizens, elected leaders, local businesses and civic organizations to identify the Aligning Principles of the Midtown Area Plan, as well as a series of special Experience Districts and associated Aligning Principles to offer guidance for the recommendations, Catalytic Projects and implementation strategies found within this document. Five distinct areas emerged—Gateway, Rallyard, Park, Union Hill and North of Northgate—each offering their own challenges and opportunities.

Approaching Midtown through the lenses of each Experience District is how the plan incorporates the dynamic nature of the Midtown area. This approach incorporates and focuses the diverse realms of the human experience. In the end, this approach hopes to cultivate and celebrate the district's collective potential while respecting the identities of these interdependent neighborhoods.

As Bryan has experienced in its Historic Downtown, responsible development of an area takes many years and multiple actions to execute the range of directives necessary to realize the plan. The City's workplans should include a combination of area-wide and project-specific initiatives. The ability of Bryan to bring forward a positive future for Midtown and its people depends on the community's commitment.

Midtown Zoning Districts

- Base zoning district and a high-density option
- **Mixed-Use** zoning district similar to Downtown zoning
- **Transition areas** to separate densities
- Includes **live-work units** & loft apartments by right
- Detached residential **not** allowed
- Reduced **setbacks** and includes “build to zones”



Midtown Zoning Districts

- More **development flexibility**
 - Smaller setbacks
 - No lot coverage limitation
 - Walkability items required
 - Less parking required
- **Parking**
 - Off-street parking located behind building
 - On-street parking can be built to count towards parking requirement
 - Non-residential: First 1,750 square feet require no parking (1st 5 spaces)
 - Ratio of 1 space per room for “urban residential”



Midtown Zoning Districts: Differences

Midtown Zoning District

- **Patterns:** Pre-approved pattern buildings are allowed (per maps)
- **Height:** 4 stories (6 stories on corridors)
- **Setbacks:** reduced with build to ranges
- **Landscaping:** 10 % required

Midtown **High-Density** Zoning District

- **Patterns:** Pre-approved pattern buildings not an allowed use
- **Height:** No limit (4 stories in transition area)
- **Setbacks:** reduced and similar to Downtown setbacks.
- **Hardscaping:** Bricking, glazing, lighting, etc.

Midtown High-Density Options

- Considering a **minimum** height requirement
 - Minimum of 3 stories
- Retail / commercial **development incentives** to encourage mixed use
 - Create height limitation unless retail is included
 - Example: 8-story maximum. Additional story for each 5,000 square feet of retail.
 - No additional parking required for commercial component of mixed-use development
 - Parking still required for residential units
 - Reduction or waiver of parkland dedication and development fees
- **Development pattern** could be replicated from CS Northgate District
 - Sidewalk bricking, widths, etc.
 - Building transparency / glazing
 - Architectural features
 - Lighting styles
 - Street trees
 - Restrict roof types
 - Hardscaping (benches, tree grates, other aesthetic features)

Online Midtown Zoning Information

Proposed Zoning Changes in Midtown

Home / Proposed Zoning Changes in Midtown

- Pattern Zoning: What is it?
- Proposed Midtown Zoning Standards
- Other Proposed Zoning
- Glossary of Terms



As a result of the findings and recommendations of the Midtown Area Plan, some zoning changes in the Midtown area are being considered. This page provides summaries of these proposed changes, including details about how Pattern Zoning could be implemented if it were approved and maps that are being considered for "pre-approval" for Pattern Zoning.

Also, the existing South College zoning districts have been described as limiting or challenging for development, so we are rethinking the structure and boundaries of those districts and considering some changes. These changes would be to allow flexibility within development standards.

As growth in the Midtown area continues, we want to make sure that any growth is consistent with the goals and recommendations of the Midtown Area Plan. It is important to note that these zoning changes have

Pattern Zoning: What is it?

Pattern Buildings: The Midtown Area Plan introduces the concept of "pattern buildings" - pre-approved building designs for Midtown that can be permitted easily and quickly. The pattern buildings for Midtown include four building types, ranging from a cottage to a three-story mixed-use building. All pattern buildings are optional, in addition to the existing uses for a property. The plans for these pattern buildings are design variations that can be selected by an applicant who owns property in the area. Variations focus on outer appearance to avoid a "cookie-cutter" redundancy.

Tool for Development: Pattern Zoning is both a development incentive and could bring faster permitting and lower costs to development projects. The program would be entirely voluntary for property owners and developers. It would allow overlay districts which would add an additional use option to be considered on a property. Pattern Zoning does not change the underlying base zoning.

The Guide: Chapter Four of the Midtown Area Plan, the *Pattern Book*, is a guide that will serve as a guide to the various pattern buildings that have been created. Buildings have not been formally approved yet, they would only be allowed if they would be required to be developed with specific site conditions.



General lot / development standards

These buildings are proposed to be pre-approved only in certain areas of Midtown. They must comply with specific development criteria for each pattern that guides site layout, drainage, etc. Below is a brief outline of the key regulations for the development of pattern buildings. This is not an exhaustive list of every development standard:

- Variability:** Rules to require variation when many patterns are being developed together.
- Parking:** Require one space per bedroom located to the side or rear of the building.

- Floodplain and Floodway:** Standard floodplain review and compliance is still required where applicable.

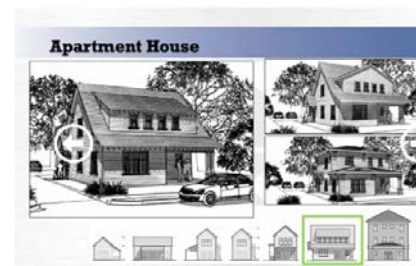
Click on each module for interactive explanation and details

Midtown Walk-up

Apartment House

Apartment House

The Apartment House brings a gentle amount of density into neighborhoods while maintaining visual integrity. The apartment house offers three fully independent units that look like a two-story single-family home with a total of about 2,300 square feet. The entrance for the main ground floor unit is in the front with a covered porch. There are two more units, an additional ground floor unit and an upper-story unit. All units are accessed by a shared entranceway located on the side of the structure. The building totals five bedrooms; one unit with one bedroom and the other two with two bedrooms. Parking is required and must be located to the side or rear of the building.



The Apartment House is the City of Bryan's alternative to "stealth dorms." The Midtown area saw a demand for density as larger homes were built to house students. There were some concerns from the community regarding "stealth dorms" that were taken into consideration with the proposal for the Apartment House.

Flex House

Cottage

Midtown Zoning: Proposed Standards

Midtown District

The City of Bryan is considering a revision to the South College zoning districts currently located within Midtown. By rebranding this zoning district as the Midtown District, we are also revisiting the development standards for the area.

The standards of these districts are strict and have limited development on a significant corridor that connects Downtown Bryan to the Texas A&M University campus. As improvements are being considered for this corridor, the city would like to consider improvements to the surrounding zoning as well. These standards are likely to be more similar to those that are seen in Downtown Bryan, particularly for those directly adjacent to South College Avenue.

The proposed standards focus on development flexibility and bringing in more mixed-use types to the area. (See summary below.)

Proposed Preliminary Zoning Information by District	Midtown District	High-Density District
Uses by Density	Mixed-use developments allowed. Detached residential would not be allowed.	Only high-density allowed. Lower allowed.
Parking	To encourage walkability, some flexibility with parking may be allowed, if other items are developed, such as bike racks, etc.	Structured parking encouraged and street parking encouraged.
Building Height	Taller buildings allowed along main corridors, similar to Downtown.	Only multi-story. Minimum build considered.
Transition	Sets requirements to step down from taller more-dense buildings to the	Similar step-down requirements to allow very tall buildings to transition to lower density.

Midtown High Dens

In addition to the Midtown District, the City of Bryan is also considering a residential zoning district option. This district would be focused on specific areas considered appropriate.

This district will likely have some related differences. (See summary below.)



Other Proposed Zoning Changes

Here is preliminary information regarding additional ordinances which would support the goals and recommendations of the Midtown Area Plan.

Accessory Dwelling Unit (ADU)

- An accessory dwelling unit (ADU) is a small detached single-unit structure, generally located behind a house. At this time, the City of Bryan has a regulation that requires all ADUs to only be allowed with prior approval of a conditional use permit, and if approved, they are only allowed to be resided in by people that are related to those in the main house.
- The City of Bryan is considering an ordinance to allow ADUs to be allowed by right as a rental in the Midtown area, without prior approval of a conditional use permit. This means a property owner could potentially build this additional smaller detached home behind a main house and it could be rented out to a tenant.
- If the proposed ADU ordinance is approved for Midtown, allowing these homes by right and allowing them to be rented, then this would not change the regulations for the rest of Bryan (areas not within Midtown). This is only being proposed for the Midtown Area at this time.

Food Truck Court

- To encourage walkability, destinations need to be established. Therefore, one of the items we are looking to include in the Midtown District is the use of Food Truck Courts. These courts need specific regulations to ensure that they are clean and safe for all attendees. Therefore this regulation is likely to include requirements for restrooms, ADA accessibility, parking, and open space minimums.

Tree Ordinance

- The City of Bryan is interested in improving the ordinances that regulate trees in Bryan. Healthy trees are important for a variety of reasons, including access to shade and the ability to retain soil and mitigate water. The City would like to ensure that the right types of trees are planted to provide shade, improve air quality, and

Next Steps

Plan Adoption

Current

- Adopt Finalized Plan
- Educate public on plan details.
- Finalize pre-approved pattern buildings

Finalize Zoning

Summer/Fall 2020

- Finalize details of Midtown Zoning
- Adopt support ordinances:
 - Accessory Dwelling Unit (ADU)
 - Cottage Courts

Implementation

2020 and on

- Potential Changes to Development Standards
- Catalytic Site Development
- Pattern buildings begin to develop

Questions?

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www.bryantx.gov/midtown

