

Agenda Item Details

Meeting	Jun 04, 2025 - Bryan City Council Second Regular Meeting
Category	4. Consent (Automatic Approval) Agenda - This agenda consists of ministerial or "housekeeping" items required by law such as routine bids, contracts, purchases, and resolutions. Items may be removed from the consent agenda for separate consideration at the request of two Councilmembers.
Subject	D. Approval of a Corridor Beautification Grant request for façade, signage, landscaping, and parking improvements in the amount of \$17,000 for property located at 3609 East 29th Street.
Type	Action (Consent)
Preferred Date	Jun 04, 2025
Absolute Date	Jun 04, 2025
Fiscal Impact	Yes
Dollar Amount	17,000.00
Budgeted	Yes
Budget Source	general fund – economic development budget
Goals	Quality of Life Infrastructure Economic Development

Summary:

The Corridor Beautification Partnership (CBP) is intended to improve the community image and perception of specific corridors, increase sales tax revenues and property values, and stimulate economic and business development by providing more aesthetic commercial properties along major Bryan gateways. The grant incentivizes private investment in properties along certain major corridors specifically through site enhancements relating to landscaping, façade, parking, circulation, signage, and land use. The partnership is a matching grant program with grants awarded on a reimbursement basis. The total cost of a project is split 50/50 between the grant recipient and the City. Grant funding to qualified applicants is established through Chapter 380 economic development agreements. Originally, only properties adjacent to Texas Avenue were eligible for grant funding under this program. Eligibility was expanded in 2019 and 2021 to include corridors within the Midtown Area, and again in 2024 to include the West William J. Bryan Parkway and East 29th Street corridors.

This application for grant funding was made by Laura Tilton of BCS Together on May 5, 2025, for their property at 3609 East 29th Street. The applicant proposes to update the existing building on the property with new façade materials, install new landscaping and wall signage, and restripe the parking lot for improved vehicle circulation and pedestrian safety. Renderings of the proposed façade updates and a site plan depicting the proposed site improvements are included in the application documents attached to this Council Action Form.

The City's Grant Review Panel considers funding recommendations based on how well applications meet the criteria for funding as established in the program's guidelines. These criteria include (but are not limited to) the efficient use of dollars, increase to ad valorem and sales tax, visibility to corridors and intersections, creation of jobs, and the overall impact of the project. The City Council determines the final monetary allocation for grant applications, up to \$100,000 per property. The grant, if approved, will be in the form of a reimbursement once receipts for eligible improvements are submitted to the City by the applicants.

Staff Analysis and Recommendation:

The Grant Review Panel offers the following funding recommendation in the amount of \$17,000 for this project:

- The project scored 82 out of 100 points under the programs scoring criteria;
- \$17,000 reflects 50% of the requested funding amount;
- While BCS Together is a 501(c)(3) organization that is exempt from sales and property tax, the panel believes the improvements to the building will spur additional redevelopment and maintain the tax base of the area;
- The subject property is located at a highly visible site location and will have an extremely positive impact to the beautification of the East 29th Street corridor;
- The improvements will bring the site further into compliance with current development and building standards;
- The existing building has been vacant since March 2024 and the certificate of occupancy is contingent upon the proposed improvements. Approving the subject grant request will allow the property to be utilized and will aid in the prevention of the building falling into disrepair.

Options:

1. approve the grant request, based on the allocations recommended by the Grant Review Panel;
2. approve the grant request, with modifications to the funding amount, which may require consideration at a future City Council meeting; or
3. deny the grant request and provide direction to staff.

Attachments:

1. FY25 CBP Grant Review Panel scoring sheet & recommendations;
2. approved CBP grant guidelines; and
3. FY25 CBP application for 3609 East 29th Street.

[3609 E 29th St FY 25 CBP Application.pdf \(18,342 KB\)](#)

[CBP Guidelines 2024.pdf \(421 KB\)](#)

[CBP Scoring Sheet.pdf \(27 KB\)](#)