

Agenda Item Details

Meeting	Nov 18, 2025 - Bryan City Council Special Meeting
Category	6. 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	A. Adoption of a resolution of the City Council of the City of Bryan, Texas, expanding the Corridor Beautification Partnership (CBP), an economic development matching grant program that encourages property beautification and enhancement, to include properties along East Villa Maria Road and Briarcrest Drive between South Texas Avenue to East 29th Street.
Type	Action (Consent)
Preferred Date	Nov 18, 2025
Absolute Date	Nov 18, 2025
Fiscal Impact	No
Budgeted	No
Goals	Infrastructure Economic Development Public Safety Service Quality of Life

Summary:

The Corridor Beautification Partnership (CBP) program was originally adopted by City Council on January 10, 2017. This matching grant program promotes beautification and reinvestment along key commercial corridors by funding improvements such as landscaping, façade upgrades, signage, and circulation enhancements. The program's goals are to:

- Improve community image and corridor appearance;
- Eliminate visual blight;
- Stimulate private reinvestment; and
- Increase property values and sales tax revenues.

The CBP provides 50/50 matching reimbursements to qualified applicants through Chapter 380 economic development agreements.

The program initially covered Texas Avenue only, but was expanded in 2019, 2021, and 2024 to include Midtown corridors, Midtown – Corridor District (MT-C) properties, and portions of East 29th Street and West William J. Bryan Parkway. Property owners along East Villa Maria Road and Briarcrest Drive between South Texas Avenue and East 29th Street have recently expressed interest in corridor reinvestment and requested cost-

sharing assistance. Due to this corridor’s high visibility and redevelopment potential, staff recommends expanding CBP eligibility to these areas.

Over the nine fiscal years, 20 businesses have participated in the program, leveraging \$617,000 in public grant funds to generate over \$4 million in private investment along some of Bryan’s major corridors. Expanding CBP eligibility to East Villa Maria Road/Briarcrest Drive between South Texas Avenue and East 29th Street, as proposed, adds 54 additional properties, with approximately 38 expected to qualify based on current land uses. The City’s Fiscal Year 2026 budget includes \$200,000 for this program.

Staff Analysis and Recommendation:

Staff **recommends approval** of the proposed resolution to expand CBP eligibility.

- Property owners along East Villa Maria Road and Briarcrest Drive have shown strong interest in redevelopment and reinvestment.
- These roadways serve as major gateways into important City destinations, including Downtown Bryan and Midtown Park.
- Expanding the program will assist property and business owners with site enhancements visible from East Villa Maria Road and Briarcrest Drive.
- Beautification improvements such as landscaping, signage, façade updates, and site circulation upgrades are expected to enhance property values, increase sales tax revenue, and strengthen corridor vitality.

Options:

1. approve the Resolution expanding the CBP program as proposed; or
2. approve the Resolution with modifications (which may require City Council consideration at a future City Council meeting); or
3. decline to expand the program and provide direction to staff.

Attachments:

1. location map of current and proposed grant boundaries; and
2. proposed Resolution with related attachments.

CAF CBP expansion ATTACHMENTS.pdf (748 KB)