BROADWAY CORRIDOR
REDEVELOPMENT PLAN
BUILDING A BETTER
broadway

CITY COUNCIL/ PLANNING COMMISSION MEETING
10_26_2017
BROADWAY: Agenda

• PROJECT OVERVIEW
• PUBLIC MEETINGS 1+2 - REVIEW
• BROADWAY DEVELOPMENT GUIDELINES
• DISCUSSION
BROADWAY: Project Overview

- Project Introduction
- Project Team
- Project Schedule
- Project Components
Why is the City of Galveston conducting this plan?

- To provide a safe place to live, to visit and to recreate.
- To integrate green infrastructure and multi-purpose amenities.
- To improve mobility and accommodate commuter traffic.
- To create safe and walkable commercial areas that are accessible for both pedestrians and vehicles.
- To revisit and update existing corridor guidelines that are tailored to specific segments of Broadway.
- To establish an innovative mixture of land uses that attracts both residents and visitors.
- To generate a positive return on investment for the City of Galveston and regional community.
BROADWAY: Team

CITY OF GALVESTON

BROADWAY AD HOC COMMITTEE

BROADWAY BUSINESS ALLIANCE + PUBLIC

DESIGN WORKSHOP

THE GOODMAN CORPORATION

- Strategic Planning
- Design Guidelines
- Streetscape Design
- Stakeholder Engagement

- Market Research
- Traffic Analysis
- Mobility Planning
BROADWAY: Schedule

1. Project Kickoff
2. Vision Workshop
3. Alternatives Workshop
4. Implementation Workshop
5. FINAL REPORT

JULY - AUGUST
SEPTEMBER - OCTOBER
NOVEMBER - DECEMBER
JANUARY

WEBINAR/SURVEY
WEBINAR/SURVEY
WEBINAR/SURVEY

NOVEMBER 14TH @ 6:00 PM
BROADWAY: Schedule

- **JULY - AUGUST**: Project Kickoff
- **SEPTEMBER - OCTOBER**: Vision Workshop
- **NOVEMBER**: Alternatives Workshop
- **DECEMBER**: Implementation Workshop
- **JANUARY**: Final Report

WE ARE HERE!

1. WEBINAR/SURVEY
2. WEBINAR/SURVEY
3. WEBINAR/SURVEY
BROADWAY: Project Components

**RIGHT OF WAY**
- Travel Lanes/Turn Lanes
- Street Trees
- Sidewalk space
- On-street Parking
- Medians
- Bike Paths

**BROADWAY**

**BACK OF CURB**
- Building Setback
- Cafe Space
- Street Furniture
- Store Frontage
- Building Height
- Building Massing
BROADWAY: Public Meetings 1+2 Review

- Key Findings on Project Goals
- Project Vision Statement
- Key Findings on Existing Conditions
- Key Findings - Streetscape Configurations
- Key Findings - Development Guidelines
BROADWAY: Project Goals Key Findings

- Synchronized signalization, diversion of commuter/industry traffic.
- Multimodal transportation options, improved evacuation routes.
- Consistent landscaping, lighting and sidewalk path.
- Local destination for shopping, recreating, food.
- Uniform theming along corridor with distinct segments and gateways.
- Broadway as a “Grand Boulevard” or “Main Street.”
- Deregulation + incentives for reconstruction/investments.
- Seasonality.
- Designated on-street parking/parking to rear.
- Trolley system to come back (in some manner).
- Drainage improvements.
- Critical mass and Density.
- No industry or auto repair businesses, less big box businesses.
The Broadway Corridor is a collection of dynamic and distinct neighborhoods and economic centers within Galveston. It provides new opportunities to link communities together and integrate social centers with revitalized places inspired by the once ‘Grand Boulevard.’

INSPIRING. DIVERSE. CONNECTED. SUSTAINABLE.
BROADWAY: Existing Conditions Key Findings

MULTI-MODAL ACCESS

<table>
<thead>
<tr>
<th></th>
<th>NO</th>
<th>YES</th>
<th>MAYBE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TROLLEY*</td>
<td>68%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>VEGETATION</td>
<td>95%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>TRAFFIC</td>
<td>74%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>VEGETATION</td>
<td>95%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

**Traffic**

- More signalized intersections for ped/vehicles?
  - Yes: 74%
  - No: 26%

- Speed of traffic
  - Slow it: 36%
  - Speeds don't reflect adjacencies: 25%
  - Faster traffic: 21%
  - No changes: 18%

- Do sidewalks have enough shade?
  - Yes: 95%
  - No, inconsistent or more needed: 5%

- Additional lighting needed?
  - Yes, uneven and dark, currently: 88%
  - I don't know: 9%
  - No: 2%
  - Maybe: 1%
BROADWAY BUSINESS ALLIANCE

PUBLIC MEETING
BROADWAY: **Preferred Streetscape**

- **Existing**: 8%
- **Alternative 1**: 19%
- **Alternative 2**: 4%
- **Alternative 3**: 23%
- **I LIKE COMPONENTS OF ALL**: 23%
- **IT’S FINE AS IS**: 8%
- **NONE OF THE ABOVE**: 15%
- **OTHER**: 8%
BROADWAY: Preferred Streetscape

**ALTERNATIVE 1**
- Lane widths: 35%
- Transit: 20%
- Bike path: 15%
- Parking: 18%
- Sidewalks: 56%
- Tree wells: 41%
- Other: 6%

**ALTERNATIVE 2**
- Lane widths: 35%
- Transit: 18%
- Turn lanes: 29%
- Bike lanes: 29%
- Parking: 15%
- Sidewalks: 38%
- Tree wells: 24%
- Other: 9%

**ALTERNATIVE 3**
- Lane widths: 35%
- Parking: 9%
- Sidewalks: 50%
- Tree wells: 41%
- Other: 9%
**BROADWAY: Development Guidelines**

### Minimum Height

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>35%</td>
</tr>
<tr>
<td>Maybe</td>
<td>32%</td>
</tr>
<tr>
<td>No</td>
<td>32%</td>
</tr>
</tbody>
</table>

**Should there be a minimum height regulation?**

### Parking: Should there be a maximum limit for parking?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maybe, it depends on the character zone</td>
<td>48%</td>
</tr>
<tr>
<td>Maybe, it should vary between public and private parking</td>
<td>24%</td>
</tr>
<tr>
<td>Yes, keep current standards</td>
<td>12%</td>
</tr>
<tr>
<td>No</td>
<td>9%</td>
</tr>
<tr>
<td>Yes, 4 per 1,000 SF</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Should there be a maximum limit for parking?**

### Parking: What type of parking would you like to see more of along Broadway?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build-to-line for building with parking behind</td>
<td>41%</td>
</tr>
<tr>
<td>It varies by character district</td>
<td>38%</td>
</tr>
<tr>
<td>In front of building</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Teaser</td>
<td>3%</td>
</tr>
</tbody>
</table>

**What type of parking would you like to see more of along Broadway?**

### Build-to-line: Which segments of Broadway are most appropriate for buildings to be constructed at the property line?

<table>
<thead>
<tr>
<th>Zone</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone 3</td>
<td>23%</td>
</tr>
<tr>
<td>Zone 2</td>
<td>21%</td>
</tr>
<tr>
<td>Zone 1</td>
<td>17%</td>
</tr>
<tr>
<td>Zone 4</td>
<td>16%</td>
</tr>
<tr>
<td>Zone 5</td>
<td>9%</td>
</tr>
<tr>
<td>Depends</td>
<td>8%</td>
</tr>
<tr>
<td>No</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Which segments of Broadway are most appropriate for buildings to be constructed at the property line?**
**MATERIALS: WHAT MATERIALS/CHARACTER SHOULD NOT BE ALLOWED ON THE BROADWAY CORRIDOR?**

- Chain Link Fencing: 94%
- Metal: 65%
- Concrete: 27%
- Glass Block: 17%
- Stucco: 12%
- Painted or Textured Wood: 6%
- Tile: 3%
- Cast Iron: 3%

**VEGETATION: WHICH OF THESE LANDSCAPE BEST PRACTICES DO YOU THINK SHOULD BE ENCOURAGED AS A CATALYST FOR POSITIVE CHANGE ON BROADWAY?**

- Bioswales and Rain Gardens: 76%
- Urban Tree Wells: 70%
- Permeable Pavers: 62%
- Hurricane Tolerant Trees and Shrubs: 55%
### Encroachments:
**Should there be regulations on how encroachments (ie: cafe space, street furniture) interact with the public realm?**

- **39%** Yes, form, use and materiality should be designated
- **33%** That depends on how encroachments contribute to the visual character
- **21%** Yes, height and width of a street front should be regulated
- **6%** All encroachments should be prohibited

### Signage:
**Should there be changes to regulations regarding signage?**

- **68%** Yes, character and materiality should be controlled
- **17%** No, signage should be left to owner/developer’s discretion
- **12%** No, regulations should remain as is
- **3%** Other

### Land Use:
**How would you describe the presence of blight (vacant and dilapidated buildings and land) along the corridor currently?**

- **30%** Decreased and improved
- **27%** Increased since Hurricane Ike
- **23%** Stayed the same
- **20%** Don’t know, no opinion

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**BROADWAY: Development Guidelines**
BROADWAY: Development Guidelines

✓ CURRENT ZONING REGULATIONS
✓ CURRENT DESIGNATIONS
✓ EXISTING DEVELOPMENT FRAMEWORK
✓ EXISTING CHARACTER ZONES
✓ PROPOSED CHARACTER ZONES
✓ FORM-BASED CODE HYBRID APPROACH
✓ PROPOSED DEVELOPMENT FRAMEWORK
✓ THE BROADWAY TRANSECT
✓ BROADWAY GUIDELINES
Current Zoning

- Nearly 60% of the corridor carries similar overlays for use (commercial and urban neighborhood).
- The team is seeking to understand the supply and breakdown of commercial uses and demand per the Island’s population.
- Single-use patterns on current zoning needs to work in tandem with street improvements. How do we do that?

Example Standards

ZONING MAP

COMMERCIAL ZONING (C)

Source: City of Galveston, 2015 Land Development Regulations

EXISTING ZONING STANDARDS BY USE

In March, 2015, the City of Galveston adopted the Land Development Regulations that replaced the 1991 Zoning Standards. The planning code adopted in the 2015 regulations document ordinances that guide development and redevelopment processes on the island, including but not limited to, zoning districts, appropriate land uses, yard, lot, and setback, PUD (planned unit development), signage, subdivision development, lighting, parking, landscaping, Historic neighborhood standards and permit requirements. While the zoning ordinances provide an overlay for uses along Broadway, a majority of the coverage focuses heavily on commercial purposes (nearly 35%) and the ‘Urban Neighborhood’ category (24%), which inevitably carries similar development programs. It is important for the proposed standards to build on the Land Development Regulations, by seeking to understand, for example, the supply of commercial activity along Broadway in relation to the demand of the island’s current population (35,350 total, 2016).

Source: Land Development Regulations, 2015 - Note: Images and associated text are direct extracts from document.
Current Designations

- Height and Density Development Zones overlay current zoning.
- These zones restrict the type of use and form of development in certain areas.
- Significant in understanding the character zones along Broadway to preserve.

Figure XX: Historic Zones/Height and Density Development Zones (HDDZ)
Source: City of Galveston, 2017

LEGEND
- Broadway Corridor/Avenue J
- One-Block Radius
- Height and Density Development Zone (HDDZ)
- Galveston Landmarks
- National Register and Local Historic Districts
### Existing Development Framework

- Guidelines developed as overlays to the 2015 Land Development Regulations.
- Governs design and character across Island.
- 2015 Urban Design Guidelines only provides a ‘one-size fits all’ approach.
- Revised Guidelines to be tailored to specific character zones along Corridor.

![Diagram of Existing Development Methodology Chart]

A number of guidelines have been developed as overlays to the 2015 Land Development Regulations in order to govern future development on the Island. However, overlays specific to character zones along Broadway are currently lacking.

**Use + Design-based**

**Design-based**

**Design-based**

**Design-based**

**Design-based**

Figure XX: Existing Development Methodology Chart
Existing Character Zones

- Broadway Ad Hoc Committee defined character zones as a response to the 2015 Urban Design Guidelines.
- Character Zones were, however, located in terms of today’s condition rather than by a development vision for the future of Broadway.

Figure XII: Existing Character Zones

Source: City of Galveston, 2015

BROADWAY AD HOC COMMITTEE IDENTIFIED ZONES

When the 2015 Broadway Design Guidelines were adopted, City Council members and the Ad Hoc Committee indicated a need to refine these guidelines according to specific character districts along Broadway rather than applying a “one-size-fits-all” approach. It was strongly believed that articulation of the these character areas will re-activate the corridor according to relevant density and identifiable characteristics. For example, the segment between 27th and 11th Streets will require a different formula for density, massing, architectural quality and setbacks, grounded in the preservation of historic development. This will differ significantly from the segment between the Causeway and 59th Street where larger blocks suggest large-scale development. In essence, the Committee agreed on the recommendation that there be six existing character zones with design parameters and guidelines adjusted to meet the particular character of each area:

1. 7th to 21st Street
2. 21st Street to 27th Street
3. 27th Street to 43rd Street
4. 43rd Street to 51st Street
5. 51st Street to 59th Street
6. 59th Street to Causeway

LEGEND

- Broadway Corridor/ Avenue J
- One-block Radius
- 59th - Causeway
- 51st - 59th
- 43rd - 51st
- 27th - 43rd
- 21st - 27th
- 21st - 7th

SOURCE: City of Galveston, 2015
Proposed Character Zones

- DW design team, in essence, shifted some of the boundary edges to articulate zones in a holistic manner.
- Built on the existing character zones and developed according to the anticipation for future growth.

PROPOSED CHARACTER ZONES FOR FUTURE GROWTH

Taking into consideration the segments dictated by the Broadway Ad Hoc Committee, the proposed character zones are articulated according to a more holistic manner, one that is rooted in the future growth of Broadway and less driven by how character zones are perceived today with existing development. Understandably, a 10-year projection of the Island may warrant the need to envision the character zones along Broadway as areas for which there are particular goals and objectives in mind. For example, in order to build on the walkable nature of the historic segment of Broadway (proposed to be named “Preservation District”), a segment may extend to host a “main street” town center gathering area, central to the island’s tourist and resident gathering and one which is currently lacking along the Corridor. The proposed character zones are as follows:

1. Causeway - 59th Street (Entrance to the City)
2. 59th - 43rd Street (The West End)
3. 43rd - 27th Street (Broadway Main)
4. 27th - 11th Street (Preservation District)
5. 11th - 7th Street (Gateway to Gulf)
Traditional Zoning vs. Form-based Code

- Exploration of Form-based Code as a method of development regulation that emphasizes physical form, not simply use/design.
- Presents a platform for building critical mass and flexibility for private investment.
- FBC emphasizes relationship to streetscape and de-emphasizes single-use (traditional zoning).
- May be used as alternative to traditional zoning, which can slow development review process.
Transect Zones

- FBC relies on the use of transect zones (T-zones).
- Prescribes development patterns according to a natural transition between rural to urban habitats.
- Can provide real neighborhood structure containing:
  1. Walkable Streets.
  3. Transportation options.
  4. Housing Diversity.
- The City’s grid system already presents a good opportunity.

BROADWAY CORRIDOR APPLICABLE TRANSECTS

Source: Form-based Code Institute

Figure XX: Form-based Code Transects
Proposed Development Framework

- In order to retain some control over uses, while underscoring importance of built form, a FBC hybrid is recommended.
- Similar to an overlay
- To pair with the 2015 Land Development Regulation and the 2012 Historic Design Guidelines.
- To address (ie:) building types, build-to-lines, street types, setbacks and % of built site frontage according to T-zone.

Figure XX: Proposed Development Methodology Chart
Regulating Plan

- Transect Zones depict density.
- Regulating Plan helps illustrate density in plan with 1/4-mile nodes between transition zones.
- 5 Transect Zones along Broadway.
- Consider lot consolidation in areas west of 43rd for the encouragement of mixed-use, larger scale development.
- West to east - high to low density generally.
Proposed Height

- Capture the point of arrival with urban form at ‘Entrance to the City’ - north of Causeway.
- Allowable height to fluctuate to give visual character and influence development type.
- Replace the max. 3-story limit across Corridor with:
  1. Variation in height by Transect zone.
  2. Introducing a minimum height regulation of 2.5 stories (incl. BFE).
Proposed Massing

- Build on 2015 recommendations for a distinct base, middle and top building facades.
- Facade treatment + building typology by scale and T-zone.
- Ensuring buildings are ADA accessible.
- Activated streetfront and providing pedestrian scale (the West End, Broadway Main and Gateway to the Gulf Districts).

1. Deep Openings.
2. Continuous Building Fabric.
3. Canopies and shadow lines.
4. Variation of Facade dimensions by T-zone.
Proposed Parking Strategy

- Limit large surface parking and remove informal parking.
- 3.5 spaces per 1000 sf (non-residential).
- Designated on-street parking.
- Minimize curb-cuts.
- No parking lots on corners.
- Some teaser parking in the west with potential for structured parking.
- Encourage parking lots to the rear of development.
- Support for shared parking facilities.
- Parking to be met with ample shade, landscape and screening.

<table>
<thead>
<tr>
<th>Zone</th>
<th>Residential</th>
<th>Non-residential</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td>T6 - Zone 1: Entrance to the City</td>
<td>Maximum of 1.5 per unit</td>
<td>Maximum of 3.5 per 1000 sqft of GFA</td>
<td>0.75 per unit</td>
</tr>
<tr>
<td>T5 - Zone 2: The West End</td>
<td>Maximum of 1.5 per unit</td>
<td>Maximum of 3.5 per 1000 sqft of GFA</td>
<td>0.75 per unit</td>
</tr>
<tr>
<td>T4 - Zone 3: Broadway Main</td>
<td>Maximum of 1.5 per unit</td>
<td>Maximum of 3.5 per 1000 sqft of GFA</td>
<td>0.5 per unit</td>
</tr>
<tr>
<td>Special District</td>
<td>Maximum of 1 per unit</td>
<td>Maximum of 3.5 per 1000 sqft of GFA</td>
<td>0.5 per unit</td>
</tr>
<tr>
<td>T5a - Zone 5: Gateway to the Gulf</td>
<td>Maximum of 1.5 per unit</td>
<td>Maximum of 3.5 per 1000 sqft of GFA</td>
<td>0.75 per unit</td>
</tr>
</tbody>
</table>

*Note: Teaser parking and parking fields should be limited in their use along Broadway. Parking fields shall only be considered along the I-45 Causeway service road with a limit of two drive aisles (3.5 spaces per 1000sf). Otherwise, surface parking shall be maintained in the rear of properties or in parking garages.

Figure XX: Recommended Parking Types facing Broadway Corridor
Flood Risk Management

- Building Broadway for Resilience.
- NYC Department of City Planning best practice strategies for flood-prone cities.
- FEMA Ordinance 7 - Developers and property owners to consider building above BFE with the incentive of lower insurance rates.

2017 NYC DEPARTMENT OF CITY PLANNING (DCP)
DEVELOPING FOR FLOOD RISKS - ZONING CHANGES

“The NYC DCP has been working to ensure that zoning does not impose requirements that make it difficult to comply with flood resilient construction. These changes allow buildings to be designed to be more resilient to future floods and receive lower flood insurance premiums.” The graphics below referenced from the NYC DCP are general applications and best practices to consider when building for flood-prone cities. The aim is to reduce flood risk, promote resilient, vibrant neighborhoods through practical design elements, and plan for adaptation over time.

FEMA ORDINANCE ADMINISTRATION - INSURANCE RATES

- Elevate: Is widely recognized, involves construction of new foundation, reduces
- Relocate: Provides greatest security, but highly costly and rarely viable.
- Structural Systems: Foundation stability, superstructure loads, shared structural
- Critical MEP Systems: Mechanical, electrical, plumbing, elevators, power

STEP 1: Identifying Flood Elevations

Base Flood Elevation (BFE)
Design Flood Elevation (DFE) =
Lowest Floor Elevation (LFE)
Lowest Adjacent Grade Elevation
Freeboard Requirement

STEP 2: Developing Building Systems

- Critical utility systems to BFE or higher.
- Evaluating inundation of systems:
  - Mechanical, electrical, plumbing, elevators, power, fuel tanks, alarm systems.
- DFE for new or residential buildings and all means of egress are blocked.
- FEMA recommends that all buildings elevate to minimize structural damage.
- Elevating to 7 feet below BFE is not considered to be uninhabitable.

STEP 3: Designing Building Systems

- Critical systems that are utmost to maintain habitability:
  - Structural components below.
- FEMA for new or residential buildings: elevating 1-2 feet above BFE.
- Critical utility systems to BFE or higher.
- Elevating to 7 feet below BFE is not considered to be uninhabitable.
- Elevating to 7 feet below BFE is not considered to be uninhabitable.
- Elevating to 7 feet below BFE is not considered to be uninhabitable.
- Elevating to 7 feet below BFE is not considered to be uninhabitable.
Proposed Grade Changes

- Retrofit and develop building standards for flood protection.
- But, must be cognizant of solid wall exposure when building above BFE.
- Ensure connections from entryways to public sidewalks.
- Maintain continued street vibrancy.

1. Stoops
2. Raised Grade
3. Arcades, Galleries
4. Terraced Porches
5. Raised Storefronts

Figure XX: Flood Zone Streetfront Character by Transect Zone (T-zones)
Proposed Materiality

- Advocate for materials that are most tolerant of climate and natural disaster-prone areas.
  1. Brick Masonry
  2. Stucco Cladding
  3. Fiber Cement
  4. Impact-resistant Glass
  5. Prohibit Metal Siding
- Restrict use of chainlink and wood fences. Fences are limited to Preservation District.
- Ensure the appropriate construction application for all materials.

**EXTerior Cladding Components and Best Practices (FEMA)**

- Wood or vinyl siding, commonly seen in residential properties, can protect properties, if properly installed.
- Builders should choose siding that is rated for high winds of up to 110mph.
- Ensure fasteners and other hardware are properly applied will be critical.

**Roofing Materials**

- Metal roofing, typically applied in long, standing seam panels, may be used.
- Concrete and asphalt (tiles or sheets) are best used for non-residential structures with their water-proof, fire-resistant qualities.
- All roof materials should be installed with proper construction techniques to maximize structural safety long-term and during natural disasters.

**Fencing**

- Fences shall be limited to zone SD and minimally in zone T5a (private residential properties).
- Fences should be fireproof and wind-resistance.
- Materials shall be limited to the use of brick masonry, stone, or treated cast iron. Chainlink fences and wood fences should be prohibited.

**Figure XI: Exterior Cladding Components and Best Practices**

Source: FEMA, 2017
Proposed Tree Planting

- Promote the health of tree plantings and vegetation by placing according to soil volume.
- Spacing is important for size of trees and soil volume amount.
- Consistent amount of trees, not necessarily consistent spacing across the Corridor.
- Planting in groups will allow for resistance against wind damage.

Figure XX: Recommended Tree Planting Standards for soil volume

- Promote the health of tree plantings and vegetation by placing according to soil volume.
- Spacing is important for size of trees and soil volume amount.
- Consistent amount of trees, not necessarily consistent spacing across the Corridor.
- Planting in groups will allow for resistance against wind damage.

Figure XX: Recommended Tree Planting Standards for soil volume
Proposed Low-impact Development Practices

- LID practices is a long term cost-saving approach to help manage stormwater.
- Flooding causes erosion, infrastructure damage and distribution of pollutants.
- Mitigation by providing a range of landscape interventions and increasing permeability.

HURRICANE-TOLERANT TREES

BIOSWALES + RAIN GARDENS

URBAN TREEWELL/TRENCH DRAINS

PERMEABLE PAVERS/CELL PAVERS
Proposed Signage

- Promote the use of clear and coherent signage types.
- Recommendations build on the 2015 Land Development Regulations for allowed signage components and prohibited.
- May require development of future signage standards along Corridor.
- Maintain a vital streetscape through signage.

*RECOMMENDED SIGNAGE TYPES ALONG BROADWAY ZONES*

1. **DIRECTIONAL SIGNAGE**
   - Informs people of their surroundings at strategic points along the corridor.
   - Displays directional information and are often regulatory in nature (bike signs, no parking, etc).

2. **BRANDED SIGNAGE/WAYFINDING**
   - Directional signage that is branded for a sense of place.
   - Displays informational location about points of interest and distances to reach them.

3. **HANGING/MOUNTED SIGNS**
   - Displayed on private property to advertise goods or services.
   - Appropriate signs may be hanging or mounted displays.

4. **BUSINESS BOARD DISPLAYS**
   - Displayed on property to advertise goods or services.
   - Often displayed on stable and refined structural support.

*Note: 2015 Land Development regulations regarding signage maybe subject to additional and future wayfinding guidelines. Recommended signage types shall adhere to current City of Galveston regulations on allowed and prohibited signage.*
Proposed Lighting

• Recommendations emphasize differentiation of lighting by:
  1. Type of Space (median, sidewalk, private realm).
  2. Lighting Types by T-zone (roadway, streetlights, streetlamps, bollards).
  3. Organization Zone on Sidewalk.

• Replacement of fixtures should be considered for LED (if not already).
• May require additional studies for specific lighting design to achieve uniformity and prevent dark spaces.
Proposed Utilities Structure

- Utilities and overhead powerlines are minimal running east-west along Broadway.
- In cases of north-south running utilities or for any future occurrences:
  1. Trees in the street ROW not to exceed height of 16'-0."
  2. Overhead powerlines to be spaced at least 1000 feet off-center.
  3. Maintain appropriate tree-trimming practices (CenterPoint’s “Tree Trimming Practices”).
  4. Bury Powerlines when possible.
Taking into consideration the segments dictated by the Broadway Ad Hoc Committee, the proposed character zones are articulated according to a more holistic manner, one that is rooted in the future growth of Broadway and less driven by how character zones are perceived today with existing development. Understandably, a 10-year projection of the Island may warrant the need to envision in mind. For example, in order to build on the walkable nature of the historic segment of Broadway, one-block radius will be designated as a Designated Historic Landmarks (proposed to be named “Preservation District”), a segment may extend to host a “main street” town center gathering area, central to the island’s tourist and resident gathering and one which is the character zones along Broadway as areas for which there are particular goals and objectives.

### PROPOSED CHARACTER ZONES FOR FUTURE GROWTH

1. **Causeway - 59th Street** (Entrance to the City)
2. **59th - 43rd Street** (The West End)
3. **43rd - 27th Street** (Broadway Main)
4. **27th - 11th Street** (Preservation District)
5. **11th - 7th Street** (Gateway to Gulf)

### PROPOSED ZONE 1: ENTRANCE TO THE CITY

**EXISTING**
- Raised surface parking lots
- Some vegetation

**PROPOSED**
- Raised development (back of development to face surface road)
- Surface parking to be located inland through an arterial road
- Vegetated setback with tree planting
- All back of curb circulation must be ADA-compliant

### PROPOSED ZONE 1 BACK OF CURB

**EXISTING**
- **Vegetated setback with tree planting**
- Surface parking to be located inland through an arterial road

**PROPOSED**
- **Raised surface parking lots**
- **Some vegetation**

---

**T6 - GUIDELINES**

<table>
<thead>
<tr>
<th>I. SETBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FRONT SETBACK: 10'-0&quot; - 20'-0&quot; max</td>
</tr>
<tr>
<td>2. SIDE SETBACK: 5'-0&quot; - 10'-0&quot; max</td>
</tr>
<tr>
<td>3. REAR SETBACK: 5'-0&quot; - 10'-0&quot; max</td>
</tr>
<tr>
<td>4. FRONTAGE BUILDOUT: 70% min at setback</td>
</tr>
<tr>
<td>5. LOT COVERAGE: 60% max</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. HEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. BUILDING HEIGHT: min. 32'-0&quot;/ (~2.5 stories) max. 220'-0&quot;/ (~20 stories)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>III. PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. TYPE: Rear or Garage/On-street parking along secondary thoroughfares</td>
</tr>
<tr>
<td>8. RATIO: up to 4 spaces per 1,000 sqft of GFA or 1.5 space per unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. BUILDING FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed-use (Residential and Hospitality [upper floors], Office, Public Services, some Retail [along secondary streets])</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>V. GRADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. FINISHED FLOOR: 2'-4' above flood elevation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VI. FRONTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. PERMITTED: Forecourt, Shopfront, Awning, Gallery, Arcade</td>
</tr>
<tr>
<td>11. NOT PERMITTED: Common Lawn, Parking Lot, Stoop, Terrace, Porch/Porch Fence</td>
</tr>
<tr>
<td>12. MISC. 1/4-mile transition nodes will require build-to-lines with parking to the rear of structure</td>
</tr>
</tbody>
</table>

---

**Figure XX: Existing Zone 1 Back of Curb Configuration**

**Figure XX: Proposed Zone 1 Back of Curb Configuration**
**Zone 2**

**Proposed Back of Curb**

**The West End**

(59th - 43rd)

**EXISTING**
- Wide and frequent Curb Cuts
- Surface parking facing Broadway
- One story retail and large setbacks
- Lack of visible sidewalks

**PROPOSED**
- Minimal setbacks and retail building fronts
- Active retail front and wide ADA-accessible sidewalks
- Tree wells (min. 5’-0”) and trench drains
- Sufficient pedestrian lighting
- Mixed-use development with existing lot consolidation

---

**T5 - GUIDELINES**

<table>
<thead>
<tr>
<th>I. SETBACKS</th>
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</thead>
<tbody>
<tr>
<td>1. FRONT SETBACK: 3'-0&quot; - 5'-0&quot; max (with vegetation)</td>
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<tr>
<td>2. SIDE SETBACK: 0'-0&quot;</td>
</tr>
<tr>
<td>3. REAR SETBACK: 0'-0&quot; or 10'-0&quot; max if property abuts residential</td>
</tr>
<tr>
<td>4. FRONTAGE BUILDOUT: 80% min at setback</td>
</tr>
<tr>
<td>5. LOT COVERAGE: 70% max</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. HEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. BUILDING HEIGHT: min. 32'-0&quot;/ (~2.5 stories) max. 96'-0&quot;/ (~8 stories)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>III. PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. TYPE: On-street/ Garage</td>
</tr>
<tr>
<td>8. RATIO: up to 3 spaces per 1,000 sqft of GFA or 1.25 space per unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. BUILDING FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed-use (Residential and Lodging [upper floors], Office, Public Services and Civic, Retail)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>V. GRADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. FINISHED FLOOR: 2'-4&quot; above flood elevation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VI. FRONTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. PERMITTED: Forecourt, Shopfront, Awning, Gallery, Arcade</td>
</tr>
<tr>
<td>11. NOT PERMITTED: Common Lawn, Parking Lot, Stoop, Terrace, Porch/Fence</td>
</tr>
<tr>
<td>12. MISC. 1/4-mile transition nodes will require build-to-lines with parking to the rear of structure</td>
</tr>
</tbody>
</table>

---

**Figure XX: Existing Zone 2 Back of Curb Configuration**

**Figure XX: Proposed Zone 2 Back of Curb Configuration**
PROPOSED CHARACTER ZONES FOR FUTURE GROWTH

1. Causeway - 59th Street (Entrance to the City)
2. 59th - 43rd Street (The West End)
3. 43rd - 27th Street (Broadway Main)
4. 27th - 11th Street (Preservation District)
5. 11th - 7th Street (Gateway to Gulf)

LEGEND

- Property line
- Building line
- Public
- Frontage
- Sidewalk

**EXISTING**
- Wide and frequent curb cuts
- Surface parking facing Broadway
- One story commercial and large setbacks
- Little to no visible sidewalks
- Inefficient use of space

**PROPOSED**
- Minimal setbacks and raised retail building fronts
- Active retail front and wide ADA-accessible sidewalks
- Tree wells (min. 5'-0"), trench drains and sufficient pedestrian lighting
- Broadway ‘Main’ Street with town center
- Extended awnings for shade and cafe space

**DRAFT CHAPTER 5**

<table>
<thead>
<tr>
<th>T4 - GUIDELINES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I. SETBACKS</strong></td>
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</tr>
<tr>
<td>1. FRONT SETBACK:</td>
<td>3'-0&quot; - 10'-0&quot;* max</td>
</tr>
<tr>
<td>2. SIDE SETBACK:</td>
<td>0'-0&quot;</td>
</tr>
<tr>
<td>3. REAR SETBACK:</td>
<td>0'-0&quot; or 10'-0&quot; max if property abuts residential</td>
</tr>
<tr>
<td>4. FRONTAGE BUILDOUT:</td>
<td>70% min at setback</td>
</tr>
<tr>
<td>5. LOT COVERAGE:</td>
<td>70% max</td>
</tr>
<tr>
<td><strong>II. HEIGHTS</strong></td>
<td></td>
</tr>
<tr>
<td>6. BUILDING HEIGHT:</td>
<td>min. 32'-0&quot;/ (1-2.5 stories) max. 72'-0&quot;/ (~6 stories)</td>
</tr>
<tr>
<td><strong>III. PARKING</strong></td>
<td></td>
</tr>
<tr>
<td>7. TYPE:</td>
<td>On-street/ Rear Surface Parking</td>
</tr>
<tr>
<td>8. RATIO:</td>
<td>up to 3.5 spaces per 1,000 sqft of GFA or 1.5 space per unit</td>
</tr>
<tr>
<td><strong>IV. BUILDING FUNCTION</strong></td>
<td></td>
</tr>
<tr>
<td>Mixed-use (Residential and Lodging [upper floors], Office, Public Services and Civic, Retail)</td>
<td></td>
</tr>
<tr>
<td><strong>V. GRADING</strong></td>
<td></td>
</tr>
<tr>
<td>9. FINISHED FLOOR:</td>
<td>2'-4&quot; above flood elevation</td>
</tr>
<tr>
<td><strong>VI. FRONTAGES</strong></td>
<td></td>
</tr>
<tr>
<td>10. PERMITTED:</td>
<td>Shopfront, Terrace, Gallery, Porch, Forecourt</td>
</tr>
<tr>
<td>11. NOT PERMITTED:</td>
<td>Common Lawn, Fence, Stoop, Arcade, Parking lot</td>
</tr>
<tr>
<td>12. MISC.</td>
<td>1/4-mile transition nodes will require build-to-lines with parking to the rear of structure *Development should exhibit public spaces related to outdoor dining and recreation for frontage setbacks greater than 3'-0&quot;.</td>
</tr>
</tbody>
</table>

**Figure XX: Proposed Zone 3 Back of Curb Configuration**

**Figure XX: Existing Zone 3 Back of Curb Configuration**

**Figure XX: Proposed Zone 3 Back of Curb Configuration**
I. SETBACKS
1. FRONT SETBACK: 15'-0" - 20'-0" max
2. SIDE SETBACK: 1'-0" - 5'-0" max
3. REAR SETBACK: 1'-0" or 10'-0" max if property abuts residential
4. FRONTAGE BUILDOUT: 40% min at setback
5. LOT COVERAGE: 60% max

II. HEIGHTS
6. BUILDING HEIGHT: max. 48'-0" (~3 stories)

III. PARKING
7. TYPE: On-street/Teaser
8. RATIO: up to 3.5 spaces per 1,000 sqft of GFA or 1.5 space per unit

IV. BUILDING FUNCTION
Single-use (Residential and Lodging, Offices limited, Public Services and Civic)

V. GRADING
9. FINISHED FLOOR: 1'-3" above flood elevation

VI. FRONTAGES
10. PERMITTED: Porch and Fence, Terrace, Stoop,
11. NOT PERMITTED: Common Lawn, Arcade, Shopfront, Forecourt, Gallery
12. MISC. Development shall adhere to City of Galveston, Design Standards for Historic Properties

EXISTING
- Minimal setbacks and vegetation buffer between public streetscape and private homes
- Minimal shade and infrequent palm trees

PROPOSED
- Larger setbacks with sloped grade or steps to finished floor
- Vegetated buffer/trees between private homes and sidewalk
- Wide ADA-accessible sidewalks, bio swale planted strips (min. 6'-0") and pedestrian lighting

Figure XX: Existing Zone 4 Back of Curb Configuration

Figure XX: Proposed Zone 4 Back of Curb Configuration

Zones 1-5

Zone 4 Proposed Back of Curb Preservation District (27th-11th)
**EXISTING**
- Large setbacks to existing shops and yards
- Little to no street trees and minimal sidewalk space

**PROPOSED**
- Minimal setbacks with raised finished floor
- Active street fronts with cafe spaces/ boutique shopfronts
- Wide ADA-accessible sidewalks, vegetated rain gardens and/or bioswales (min. 8’-0”)
- Well-lit by pedestrian lights

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**ZONE 5 Proposed Back of Curb**

**Zone 5**
**PROPOSED CHARACTER ZONES FOR FUTURE GROWTH**

**Gateway to the Gulf**
(11th-7th)

---

**T5a - GUIDELINES**

<table>
<thead>
<tr>
<th>I. SETBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FRONT SETBACK: 5’-0” - 10’-0” max</td>
</tr>
<tr>
<td>2. SIDE SETBACK: 0’-0” - 5’-0” max.</td>
</tr>
<tr>
<td>3. REAR SETBACK: 0’-0” or 10’-0” max if property abuts residential</td>
</tr>
<tr>
<td>4. FRONTAGE BUILDOUT: 65% min at setback</td>
</tr>
<tr>
<td>5. LOT COVERAGE: 70% max</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. HEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. BUILDING HEIGHT: min. 32’-0” (~2.5 stories) max. 96’-0” (~8 stories)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>III. PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. TYPE: On-street/Teaser</td>
</tr>
<tr>
<td>8. RATIO: up to 4.0 spaces per 1,000 sqft of GFA or 1.5 space per unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. BUILDING FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed-use (Residential and Lodging [upper floors], Office, Public Services and Civic, Retail)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VI. GRADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. FINISHED FLOOR: 2’-3” above flood elevation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VII. FRONTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. PERMITTED: Porch and Fence, Terrace, Forecourt, Stoop, Shopfront Awning, Gallery</td>
</tr>
<tr>
<td>11. NOT PERMITTED: Common Lawn, Arcade</td>
</tr>
<tr>
<td>12. MISC. 1/4-mile transition nodes will require build-to-lines with parking to the rear of structure</td>
</tr>
</tbody>
</table>

---

**Diagram Descriptions**

**Figure XX: Existing Zone 5 Back of Curb Configuration**

**Figure XX: Proposed Zone 5 Back of Curb Configuration**

---

**Legend**

- Broadway Corridor/ Avenue J
- One-block Radius
- Designated Historic Landmarks
  - Causeway - 59th [Entrance to the City]
  - 59th - 43rd [The West End]
  - 43rd - 27th [Broadway Main]
  - 27th - 11th [Preservation District]
  - 11th - 7th [Gateway to Gulf]