



Downtown Bryan, Texas

The Realm of Ideas in a Field of Dreams

Houston-Galveston Area Council
Fall Planning Workshop
October 20, 2017

Setting the stage...



- Palace Theatre collapse – 1986
- Downtown Now! – late 1980's - 1992
- Main Street City -1992
- Downtown Historic District created -1993
- LaSalle Hotel renovated -1999



Setting the stage...



lylelovet.com

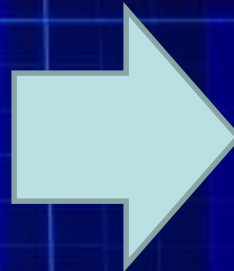
Trucks, Tortillas and Tombstones (Part 2)

<http://www.lylelovet.com/musicvideos/trucks-tortillas-and-tombstones-part-2>

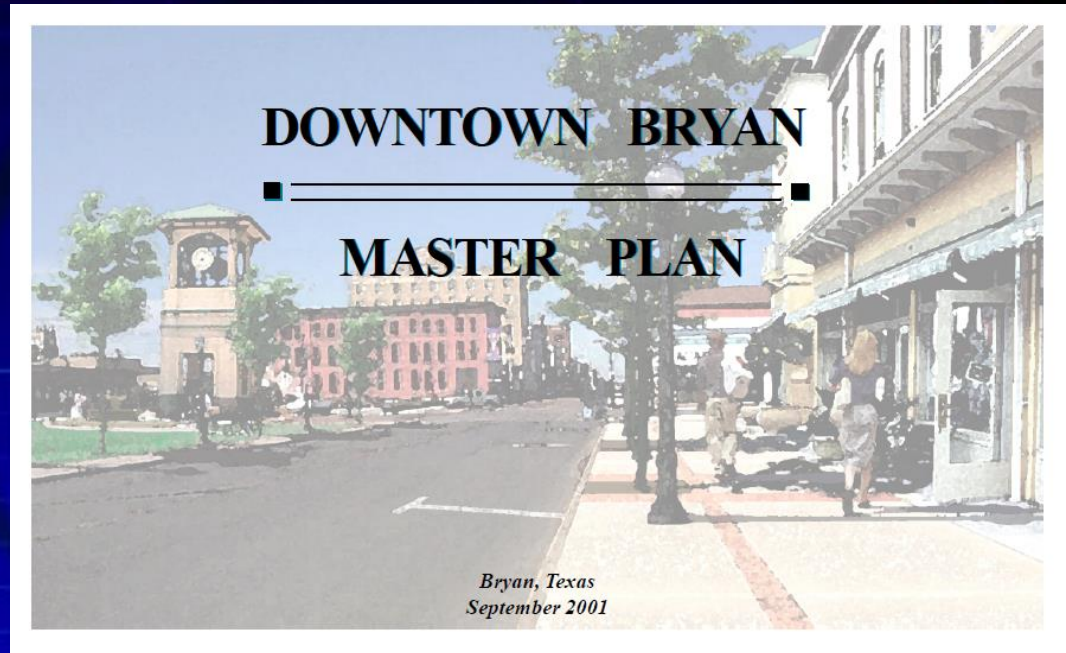
Never eat Mexican food east of Mississippi or north of Dallas.

- Lyle Lovett

Carnegie Library / La Salle Hotel



2001 Downtown Masterplan



- Existing Condition Analysis
- Physical Master Plan
- Economic & Market Strategies
- Façade Restorations
- Market & Parking Survey Results

2001 Downtown Masterplan

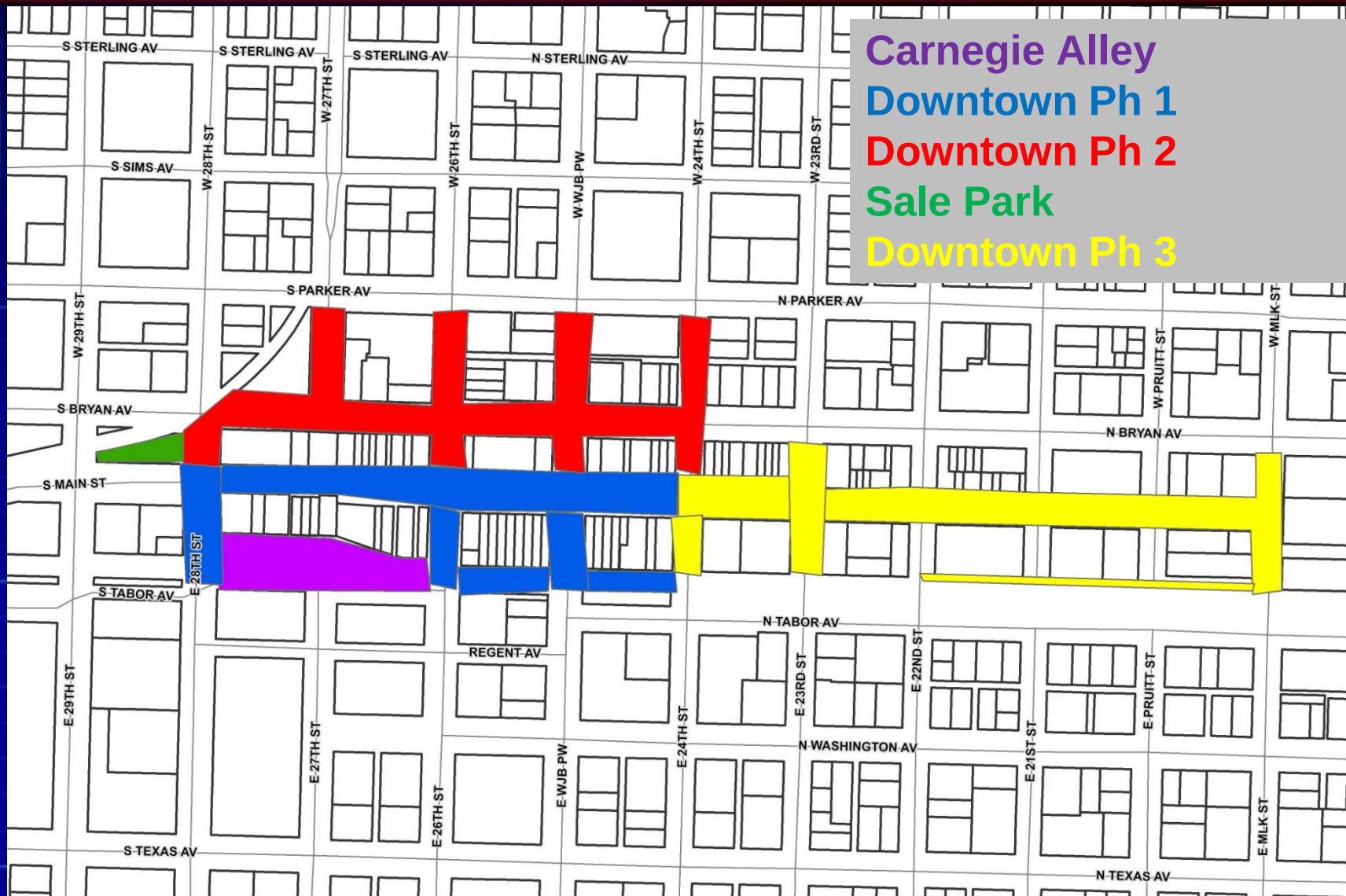


"Because downtown is a special and unique place for the community, it is critical that extraordinary measures be focused on reviving the greatness that Downtown Bryan once enjoyed."

*Downtown Bryan,
Master Plan 2001*

- [illegible]

Phases – Infrastructure Improvement



How Do You Pay For It?



- ISTEIA 1991 (intermodal surface transportation efficiency act)
- General Fund
- Tax Increment Re-investment Zone
- 308 Agreements
- Hotel Occupancy Tax

Public Infrastructure Investment



Phase 1

\$3.6 million

Phase 2

\$7.5 million

Phase 3

\$6 million

\$17.1 million

Future Phase's 4 & 5

\$9.3 and 1.5 million

Making a Mess



Make no small plans.

- Daniel Burnham

Survival Guide



A Handbook for Survival

Bryan Avenue Reconstruction

Downtown Bryan Master Plan Implementation - Phase Two

Bryan Avenue from 28th to 24th and side streets Main to Parker

Why are we doing this?

The Big Picture

Many of you were involved in the development of the Downtown Master Plan. This plan, which was adopted by the Bryan City Council in October 2001, recommended significant streetscape and infrastructure improvements in the core of Downtown. The phasing of these improvements was based on the principle of "Concentrating limited financial resources within a targeted area having the greatest potential to become physically enhanced and economically vibrant".

The Project

Phase Two of the Implementation of the Master Plan will provide new underground utilities, streets, sidewalks, historic lighting, and landscaping for a four block stretch of Bryan Avenue from 28th to 24th Streets. Improvements to the utilities will accommodate the future needs of our growing businesses. Improved street alignments will provide attractive and pedestrian-friendly intersections. Parking will be provided in a more efficient manner. New and wider sidewalks will be made of concrete with brick accents, and pedestrian scaled streetlights and street furniture will feature a historic character.

Construction for Phase Two is to begin in July 2006, at an estimated cost of \$7,200,000. The construction should be completed within eighteen months, depending on the weather. Construction workers will ensure that the stores are accessible during business hours with the only exception being the day sidewalks are replaced directly adjacent to the front door of the business.

Progress always causes some inconveniences, but the City of Bryan will work with merchants and property owners to ensure as painless a process as possible. Please feel free to call us with any concerns. If ever there was a time for members of our business community to rally together, to communicate and work cooperatively, that time is now. It will be worth it!



Contact Numbers

During Business Hours

Joey Dunn
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DBEDA
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After Hours Emergency

For water, sewer or traffic signal emergencies after hours call: 822-3777



Project Phasing

- Unlike Main Street construction, Bryan Avenue will be constructed in 1/2 sections, block by block.
- Construction will generally begin at 24th Street and progress south toward 28th Street along the western side of Bryan Avenue. During this phase the eastern side of Bryan Avenue will be converted to one-way traffic flow (traveling north) and detour signs appropriately placed. On-street parking will remain on the eastern side of Bryan Avenue.
- Upon reaching 28th Street, construction will begin on the eastern side of Bryan Avenue and proceed north from 28th Street back to 24th Street. During this phase, on-street parking will be available on the western side of Bryan Avenue and traffic flow will be one way (traveling south) on the western side of Bryan Avenue.
- This work will progress with up to 3 blocks under construction at any one time. Demolition work will be underway on one block, while utilities are being installed on another block, while final concrete paving is installed on a third block. There certainly may be less blocks of Bryan Avenue under construction at one time but no more than 3.
- Side streets from Main to Parker Avenue within the project limits will be constructed at the contractor's schedule. There may be side street construction underway while Bryan Avenue is under construction but it would have to be done in a way that wouldn't affect detour routes.
- Due to the nature of rehabilitation projects, the project phasing may vary. The City of Bryan staff will make every effort to keep you informed on construction progress and changes in schedule.



- Survival Guide
- Weekly Email
- Monthly Association Meetings
- Face time with Inspector / Project Manager

Utilities

- Water
- Sanitary Sewer
- Storm Sewer
- Underground Electric
- Underground telephone, cable, etc.

Before

After



ADA Design



- ADA access was designed to each door threshold
- Ramps and landings with railing used throughout





Streetscaping

- Medians to slow traffic
- Bike racks
- Benches
- Planters/landscaping
- On street parking
- Trash cans
- Public art
- Trees
- Lights
- Underground utilities
- Sidewalk treatments



Public Spaces



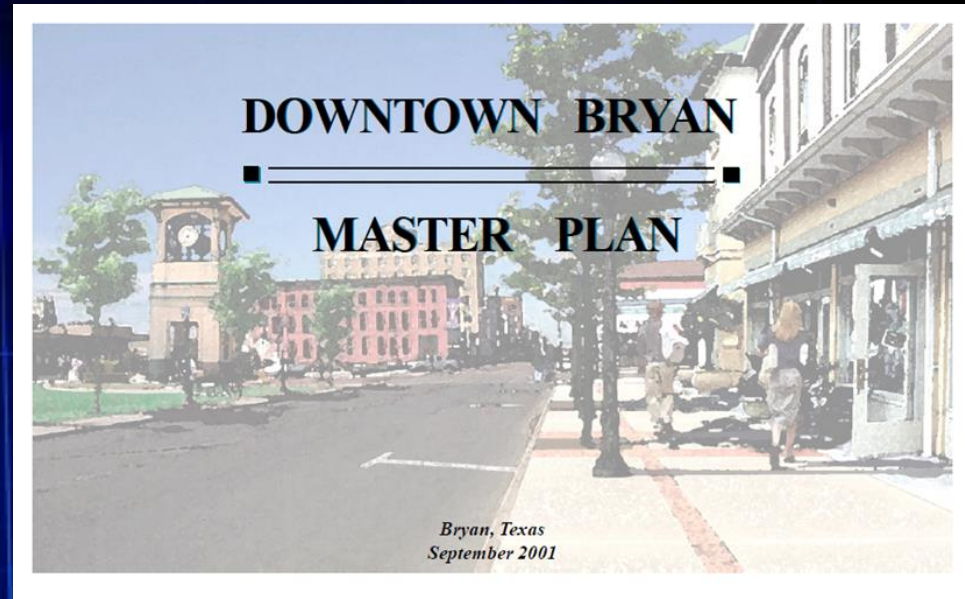
Gloria Stephan Sale Park
Carnegie Library gardens



How Did You Stay Off The Shelf?



1. Initial public support
2. Great Plan
 - fiscally sustainable
 - identified key responsibilities
 - no half-measures
2. Luck
3. Fun
4. Momentum



I know he's a good general, but is he lucky?

— Napoléon Bonaparte

Downtown Improvement Program



- façade grants
- 50/50 Match
- \$1000 per foot of street front
- 50+ properties since 2002



Downtown Maintenance



- Street Sweeping
- Litter Abatement
- Dumpster Enclosures
- Power Washing
- Landscaping
- Lighting and Electrical



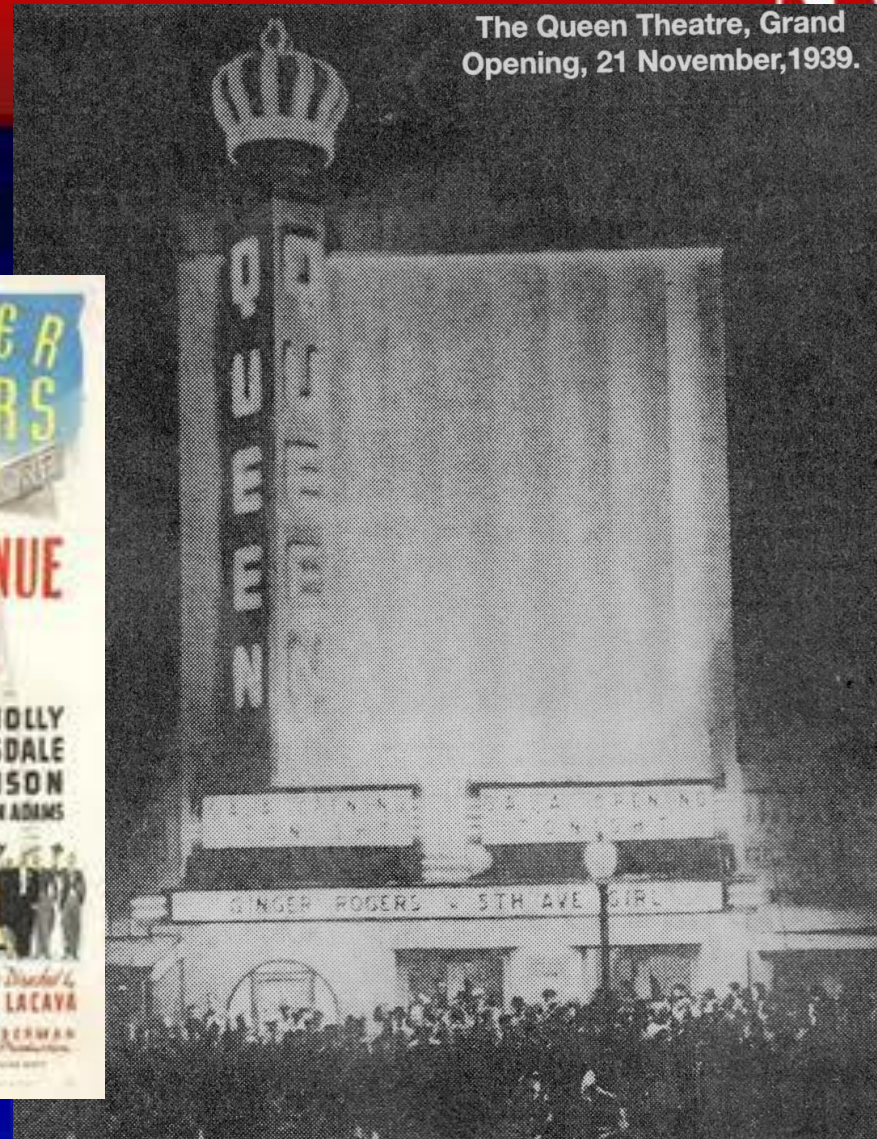
Special Events



- Texas Reds
- First Friday
- Lights On
- Fall Fest
- Brazos Valley Earth Day



The Queen - 1939



“From park bench to parkside mansion in a riot of romantic complications and Hi-Hat Hilarity! “

October 7, 2011





Downtown North





CITY OF BRYAN

The Good Life, Texas Style.™

