



EXECUTIVE SUMMARY

Bryan Comprehensive Plan and Parks Master Plan

Continuing to build on past success, over the last decade, the City of Bryan continues to move forward toward its goal to become a healthy, active, and economically sustainable city with an increasingly diverse population. Significant new development has occurred primarily along the city's east-west axis and includes the Traditions, Miramont, Park Hudson, Bryan Town Center, Texas A&M's Health Science Center and the Texas A&M BioCorridor. The BioCorridor, located on a number of adjacent tracts of land anchored by the Texas A&M Health Science Center Bryan campus, is an international destination for education, research, development, commercialization and production on innovative technologies to improve global health. Momentum continues to build with a number of projects actually underway. Major redevelopment of the 2000-acre historic Bryan Army Airfield (RELLIS) will create a new A&M campus that will combine the collaborative effort of all 11 system universities, Blinn College and private industry. Construction is underway in the master-planned ATLAS Texas Town Center, an extension of the acclaimed Traditions Club and Community, and scheduled to soon begin on two major mixed use projects in north Downtown Bryan. Having recently adopted a Health and Wellness Area Plan, St. Joseph Regional Health Center has launched a major expansion of their facility in central Bryan. Within the past 10 years Bryan has invested in the rebirth of two long dormant community assets. Public reinvestment has facilitated the transformation of Downtown Bryan to one of the most charming and active downtowns of any city its size, and Coulter Field, the 70-year-old city-owned airport is beginning to display incredible potential as an airport hub.

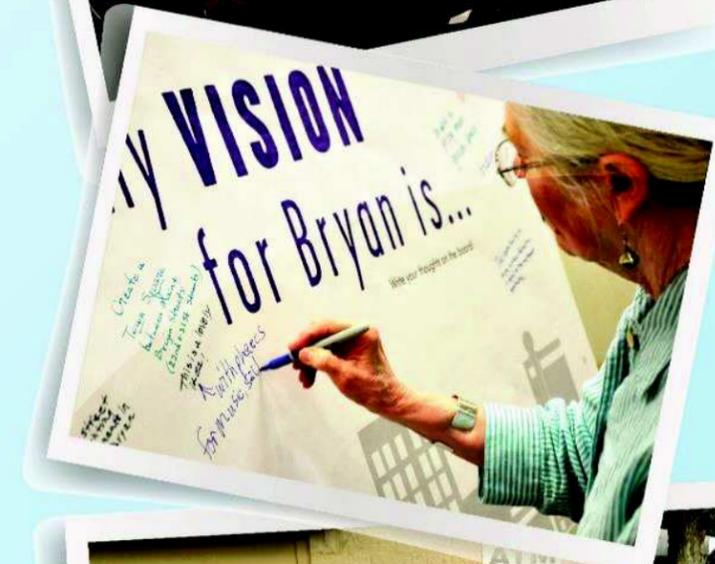
So, what is next for the City of Bryan? According to responses received from the citizens of Bryan during the comprehensive planning process, one of the major next steps is to focus on the appearance of the community in the central city area and along major corridors. Many of the concerns expressed by the community focused on the condition of existing buildings, aging corridors, and unsightly neighborhood edges. Survey results reveal that these elements create a negative perception of Bryan and often mask the City's great assets and accomplishments. Continued investment in City infrastructure will serve as a link to not only shift the currently negative perception, but also promote an economically sustainable, healthy and active lifestyle for its citizens. Citizen survey responses call for priority being given to street improvements that accommodate bicycles, pedestrians and non-motorized vehicles (with trails and sidewalks being the number one requested asset).

Although the past ten years started out with the global Great Recession, the City of Bryan has managed wisely and persevered to make significant progress with new developments, new investments, and new exciting opportunities to carry it well into this century. Based on overwhelming input of its citizens, Bryan's next big move is to focus on its corridors, core neighborhoods and infrastructure. A positive perception of the City can be achieved through consistent effort to create unified and aesthetically pleasing corridors, revitalized neighborhoods, and well planned infill development and redevelopment of blighted areas and properties. The City has the responsibility to ensure that the perception of Bryan is a positive one; allowing for the continuation of big strides in the next 25 years and beyond.

COMMUNITY VISION:

"Bryan is a thriving, diverse, historic City where people are proud of their heritage, compassionate to one another, and enjoy their family- oriented community to the fullest."

City of Bryan Council Strategic Plan Vision Statement (2015)



Blueprint 2040 was truly comprehensive in nature. It covers every major aspect of the city including: Land Use, Education, Transportation, Economy, Community Appearance, Parks, Recreation and Open Space and Municipal Services. Hundreds of citizens and business leaders contributed to the successful process of developing the plan.

The planning process included:



346 surveys

7 CPAC meetings

3 Public Meetings

2 First Friday Booths

1 project website

Radio broadcasts, press releases, newspaper articles, newsletters, fliers, social media

** Special thanks to all the people who contributed their time and efforts to make Blueprint 2040 a success.*

Key Themes

- Texas Avenue Revitalization
- South College Avenue Revitalization
- Neighborhoods Revitalization
- Appearance and Image
- BioCorridor
- Downtown
- Education
- Parks
- Connectivity

2016 Comprehensive Plan Goals

Top 13 Priority Actions

Economy

- Diversify and strengthen Bryan's economy.

Education

- Promote and leverage Bryan's numerous educational opportunities and strengths.

Health and Wellness

- Make Bryan the desired healthcare center of the Brazos Valley.
- Encourage active lifestyles and healthy living.

Land Use

- Achieve a complimentary balance of land uses within the City.
- Facilitate orderly, efficient, and attractive development, redevelopment, and infill.
- Maintain and revitalize older areas and neighborhoods.

Transportation

- Create an efficient, functional, and multimodal transportation network that supports a wide range of mobility needs.

Community Appearance

- Celebrate the City's diversity, distinct history, and unique characteristics.
- Strengthen Bryan's image, identity, and aesthetic appeal.

Parks, Recreation, Open Space and Trails

- Create a system of parks, open spaces, trails and facilities that meet the needs of residents of all ages.
- Pursue regional park and recreation opportunities.
- Use the Parks, Recreation, Open Space and Trails Master Plan as a guide for park land acquisition, open space protection, and trail development.
- Cooperation with the Bryan Independent School District (BISD), to provide cost-effective services and optimize benefits to citizens.
- Build regional complexes for local recreational needs and for hosting regional, state, and national tournaments.
- Plan for a comprehensive non-motorized trail system.
- Use public input, senior citizen groups and stakeholders to identify the indoor recreation needs of the community.
- Continue to evaluate, renovate and maintain an aging park system.
- Provide a comprehensive offering of recreation programs for people of all ages, abilities and interests.
- Study the recreational value and opportunities of Lake Bryan for Bryan citizens, as well as its ability to become a regional recreation destination.

Municipal Services

- Ensure the provision of public services that protect the health, welfare, and safety of Bryan's residents.

Action Topic	Action Item
	Develop intense neighborhood stabilization efforts in underserving areas of the City in order to eliminate blight, increase housing choices, and stimulate new investments.
	Target infrastructure improvements along South College Avenue and Texas Avenue to increase their attractiveness and desirability to businesses and customers.
	Evaluate, along with other community partners, the viability of providing a technical school in Bryan.
	Collaborate with the local workforce development board (Workforce Solutions Brazos Valley) to identify specific workforce training needs to accommodate targeted jobs in support of Bryan's existing and future economy.
	Investigate maintenance programs and encourage the replacement of dilapidated manufactured homes with site built units.
	Implement the improvements reflected on the Sidewalk and Bicycle Master Plans.
	Support and coordinate with the Brazos Transit District, Texas A&M Transit, and the BCS MPO to ensure that transit facilities are considered in roadway design and that the City maintains an effective transit network.
	Identify and resolve known code enforcement issues such as blighted areas, unsafe structures, and areas contributing to crime.
	Identify key locations for public art—consider combining these elements with gateway features or in key districts/corridors, and develop a signage design plan that incorporates a consistent conceptual design for primary and secondary gateway features and wayfinding signage.
	Explore future trail linkages through utility easements, Right of Ways, and creek corridors to connect existing and future parks, schools, Downtown Bryan, and retail as the City develops.
	Seek the acquisition of land as permanent open space designated for minimal development to be preserved for future generations.
	Provide all-inclusive playgrounds in new parks, and maintain, upgrade, and replace aging playground equipment.
	Reference and implement the improvements identified in the recently updated water, wastewater and stormwater utility plans.

 Economy
  Education
  Land Use
  Transportation
  Community Appearance

 Municipal Services
  Parks, Recreation, Open Space and Trails