

Memorandum

To: Planning and Zoning Commission
From: Martin Zimmermann, AICP, Planning Manager
Date: September 15, 2016
Re: 2016 City of Bryan Comprehensive Plan and Parks Master Plan Update (“Blueprint 2040”)

In June 2015, the City of Bryan entered into a contract for professional consulting services with Freese and Nichols, Inc., to prepare an update to the City’s 2006 Comprehensive Plan and the City’s 2002 Parks and Recreation Master Plan. The consultant team worked in partnership with the Comprehensive Plan Advisory Committee (CPAC), which was appointed by the City Council in July 2015. The CPAC met 7 times throughout the project to brainstorm ideas and issues, provide input, and review draft recommendations. The community members that formed the CPAC and the citizens who participated in the public engagement process provided essential input and direction for the Plan’s recommendations. Policy guidance was obtained through public outreach including a community survey, community events, CPAC workshops, town hall meetings, and elected officials’ workshops.

Following a 15-month planning and public input process, the consultants are now presenting the final draft Plan, Blueprint 2040, for review by the Planning and Zoning Commission and Parks and Recreation Advisory Board. With the recommendation from both advisory boards, the City Council is scheduled to consider adopting the Plan during its regular meetings on October 11 and October 25, 2016.

A Comprehensive Plan serves as a guide for both current and future decision-makers. It is a tool that allows the City to anticipate changes and to guide those changes in an effective, orderly manner that is consistent with the desires of the community.

The Plan consists of a series of concise chapters that analyze and showcase the community and help formulate a vision for its future: Community Profile, Economy, Education, Health and Wellness, Land Use, Transportation, Community Appearance, Parks/Recreation/Open Space and Trails, and Municipal Services. This final section of the Blueprint 2040, Implementation, describes specific ways in which the City of Bryan can move from vision to reality and suggests a prioritized approach to Plan realization describing short-term, mid-term and long-term priorities, as recommended by the CPAC.

Staff recommends approving this proposed Comprehensive Plan/Parks Master Plan Update.

- Blueprint 2040 has recorded and organized the wishes of the community regarding their vision for the future of Bryan, and translated those aspirations into value statements, goals and action plans to achieve the stated goals.
- Blueprint 2040 outlines measures to capitalize on the area’s growth potential and new development opportunities and makes suggestions to efficiently plan land uses
- Blueprint 2040 provides a guide toward decisions for prioritizing and spending public dollars and a rational and reasonable basis for making development decisions in the future

Attached is the Plan’s executive summary. Each Commissioner will receive a USB flash drive with a copy of the complete 346-page Plan document. The Plan will also be accessible online via a link on the Commission’s September 15, 2016 regular meeting agenda.