



# CITY OF BRYAN

## ABOUT THE PLAN

In December 2013, the City of Bryan, in partnership with St. Joseph Health System, announced its intentions to engage in an area-wide planning process to develop a clear, concise vision and associated goals for the area around St. Joseph Regional Health Center and a Health and Wellness Area Plan that would assist in implementation of the vision and associated goals by setting priorities through 2025. In spring 2014, the City of Bryan entered into a contract with a planning team led by Memphis, TN-based Looney Ricks Kiss to create the **Bryan, TX Health and Wellness Area Plan**. The team will focus on creating opportunities to integrate planning and design of a growing health and wellness district with community design concepts promoting healthy, active lifestyles in order to create an innovative Health and Wellness Area Plan whose character resonates with and supports world-class employers and employees.

Over the past two decades, health and wellness districts have emerged as key elements of sustainable economic growth and vibrant community development for cities. Healthcare providers, such as hospitals and healthcare related entities like research centers, can serve as larger-scale employment centers and stimulate demand for ancillary retail services. Neighborhoods and communities can benefit from the anchoring characteristics of these institutions and the economic activity that they generate. Through innovative and creative planning processes, forward-thinking municipalities are harnessing the growth potential of these health and wellness districts to revitalize surrounding neighborhoods and build upon the economic development opportunities offered by attracting and retaining human capital.

More recently, urban planning and public health professionals have begun to better understand the incredibly rich relationship that exists between the places where we live, work, and play, and our physical and mental well-being. The design of our built environment offers us opportunities to improve health outcomes and increase active living for existing residents, as well as to create healthy places that attract people of all ages and appeal to a skilled workforce and innovative, growth-oriented companies.

As part of the City of Bryan Health and Wellness Area planning process, existing resources and opportunities will be identified and strategies for capitalizing upon these strengths developed. Specific strategies to address constraints currently inhibiting economic development in the area and preferred alternative(s) for development in the area will be recommended to the Task Force appointed by the Advisory Group. The planning effort will also consider land use, transportation, and district appearance and identity. The land use plan will make recommendations that support valid economic development strategies for the area, as well as support development of a distinctive health and wellness district where people want to live, work, and play.

District appearance and identity is critical to creating a distinctive and successful place. During the planning process, existing conditions will be evaluated and urban design solutions recommended that will contribute to establishing a sense of place. This will include recreational open/green space elements. Transportation and infrastructure improvements recommendations that support increased growth in the area will also be included in the Plan. Housing recommendations supportive of the housing needs of a dynamic, world-class workforce will be made.

In partnership with the Task Force, all stakeholders—the City of Bryan, St. Joseph Health System, community residents and other stakeholders as identified by the Task Force—will be involved in the planning process and feel the sense of ownership in the vision, associated goals, and Plan, that will contribute to successful implementation.

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