



# BLUEPRINT 2040

BRYAN ★ TEXAS

2016 COMPREHENSIVE PLAN



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# 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.

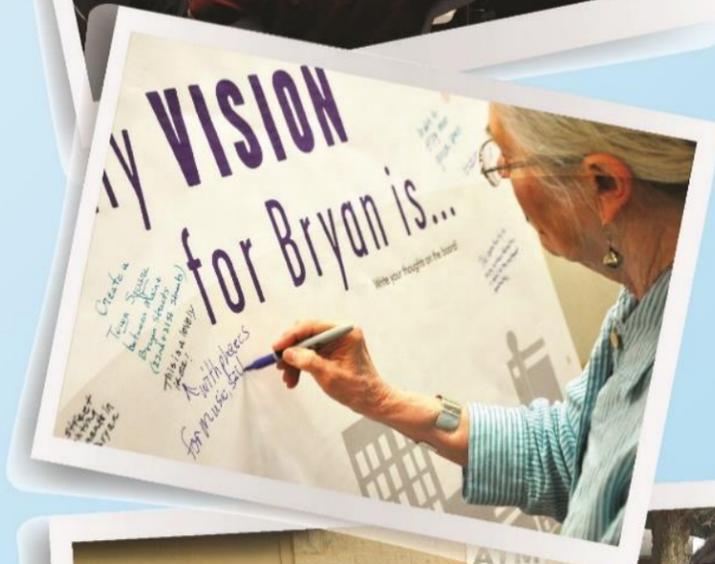
**So, what is next for the City of Bryan?** According to responses received from the citizens of Bryan during the comprehensive planning process, one of the major next steps is to focus on the appearance of the community in the central city area and along major corridors. Many of the concerns expressed 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.
- Cooperate 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

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# Introduction

Community planning and land use regulation has evolved in the City of Bryan. Accomplishments realized over the past 25 years, through the hard work of many in the community, are the subject of considerable pride and positive results are conspicuous throughout the City. Elected officials and citizen volunteers persist in their hard work to sustain these efforts. This Plan capitalizes upon the City's dedication to proactive planning and is intended to guide decision making for the next twenty-five years. The vision and recommendations in this Plan reflect the clear preferences expressed by the community. The action items provide realistic and achievable steps toward realizing the overall goals over the next 25 years.

The 2016 Comprehensive Plan tells the story of who Bryan is, and what Bryan wishes to preserve or enhance as it grows and continues to develop into the future. The City of Bryan is in a fortuitous position for exciting development in the near future; such as growth in the BioCorridor, and the possibility of close access to high speed rail transportation and the redevelopment of the historic Bryan Army Airfield into A&M's RELLIS campus. The time has come to revisit the vision and plan recommendations from the 2006 Comprehensive Plan.

The community members that formed the Comprehensive Plan Advisory Committee (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.

# Purpose and Structure of the 2016 Comprehensive Plan

## Purpose

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.

As with any tool, it must be properly used and maintained. The Comprehensive Plan should be treated as a living document and maintained as such; otherwise as time and circumstances create distance between the point of initial public input, vision and adoption, the Plan will become more of an artifact than a useful tool for managing in the interests of the citizens of the community.

The primary intentions of the Comprehensive Plan are to help the City:

- Encourage, record and organize the wishes of the community regarding their vision for the future of Bryan, translate those aspirations into value statements, goals and action plans to achieve the stated goals
- For the benefit of the public, outline measures to capitalize on the area's growth potential and new development opportunities
- Efficiently plan land uses
- Coordinate mobility enhancements
- Provide a guide toward decisions for prioritizing and spending public dollars
- Provide a rational and reasonable basis for making development decisions in the future



## Like a Puzzle.....

*When putting together a puzzle, it is often helpful to know what the picture on the puzzle should look like. While you may still be able to assemble the puzzle without previously seeing the image, knowing the ultimate outcome makes assembling the puzzle much easier. This comprehensive plan works much the same way—establishing a community vision for what Bryan is ultimately working towards makes assembling all the various pieces of the development puzzle much easier.*

This Plan examines realities of existing conditions, demographic implications, areas of growth potential, and strategies for improving quality of life. It helps to safeguard orderly growth as the City responds to new development requests for changes of zoning, redevelopment and other growth related activities. The Plan provides a decision making tool for not only physical redevelopment and development, but also establishes goals to help the City become a more livable community. While the Comprehensive Plan must express a vision of the future by outlining and organizing the desires of Bryan’s citizens, it is also must be functional by employing measurable, implementation-focused recommendations.

Major factors, whether individually or by potential nexus, will stimulate future growth in the region. Examples include but certainly are not limited to education, healthcare, regional population growth and diversification, seasonal tourism, regional transportation and a location central to the most dynamically expanding communities in the country. Bryan is very likely on the brink of tremendous change. Now is the time for the City to assess and exploit its assets and choose its own path. This Comprehensive Plan anticipates change, and if properly utilized, will help proactively address major opportunities and challenges. The Plan defines how investments will help shape the City; thus minimizing conflicts in decision-making, and saving time, money, and precious public resources. This Plan will guide the decision making process for future improvements by defining community vision, establishing and prioritizing goals and creating action statements to achieve those goals.



### *The 2006 Comprehensive Plan*

The 2006 Comprehensive Plan, an update of the previously-adopted 1999 Comprehensive Plan, was developed using a planning process similar to that utilized for this update. This 2016 Comprehensive Plan is a true update of the 2006 Plan and in addition to current public engagement, incorporates the City’s recent planning efforts for area corridors, transportation, park planning, and health and wellness initiatives. The report identified “The Sweet 16”, which were the 16 most significant issues identified for focus over the next several years. Since its adoption, the 2006 Plan has been routinely monitored and updated.

A 2009 Implementation Progress Report documented the accomplishments and shortcomings in the implementation process. It also monitored the evolution of essential tasks such as:

- Keep the Comprehensive Plan current
- Keep development-related codes current and aligned with the recommendations of the Comprehensive Plan
- Immediately amend development-related codes to implement the recommendations of the Comprehensive Plan
- Maintain the same or a higher level of municipal services as Bryan citizens receive today

Although there will always be more to undertake, the City of Bryan has pursued its stated goals with moderate success.

## 2006 COMPREHENSIVE PLAN “SWEET 16”

- Downtown Bryan
- Community Appearance
- Neighborhood Redevelopment
- Prepare for Development (next 1-3 years)
- Pro-active Code Enforcement
- Commercial Redevelopment
- Texas Avenue Rehabilitation
- Pedestrian Ways
- Prepare for Development (next 3-10 years)
- Parks & Recreation
- Creative Financing for Infrastructure Rehabilitation
- County-wide Thoroughfare Planning
- Regional Detention
- South College Master Plan
- Historic Preservation
- Private Wastewater Improvements

### *The 2016 Comprehensive Plan (referred to as Blueprint 2040)*

Blueprint 2040 will serve as an update to the City’s previous 2006 Comprehensive Plan by applying the community’s vision, revamping the Future Land Use Plan, updating the City’s goals and objectives, setting new strategies to achieve the stated desires of the community, and raising design and construction quality standards for commercial development. These updated directives will help Bryan continue to be a desirable and sought-after community by residents, visitors, and businesses alike.

### **Legal Authority**

The State of Texas has established laws in regard to the way incorporated communities can ensure the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority of a City to create a comprehensive plan is rooted in Chapter 211, 212 and 213 of the Texas Local Government Code.



It is important to note that a comprehensive plan is NOT a zoning ordinance. The comprehensive plan does, however, serve as a basis on which zoning decisions are made; as specified by Chapter 211 of the Texas Local Government Code. Chapter 213 of the Local Government Code states, “a comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.” The Comprehensive Plan, therefore, is an important tool in the process of land use and development. However, **the Comprehensive Plan does not replace or amend the Zoning Ordinance or Zoning Map of the City of Bryan.**

### *Chapter 211*

Chapter 211 of the Texas Local Government Code allows the government body of a community to adopt zoning.

### *Chapter 212*

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the City limits, and also within the Extraterritorial Jurisdiction (ETJ).

## ***Chapter 213***

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the long-range development of the municipality. Basic recommendations for comprehensive planning address land use, transportation, and public facilities. It may also include a wide variety of other issues determined by the community.

## **Document Structure**

A deliberate planning process involving background research, community outreach, visioning, consultant's expertise, recommendations and prioritization was utilized. This process is reflected in this document's components:

### ***Vision, Goals and Objectives***

The City's vision reflects many of the tangible and intangible characteristics and values which the citizens of Bryan desire to preserve and also provide for current residents and future generations. The goals and objectives identify the primary beliefs and values communicated by citizen participants, committee members, survey respondents and officials. The Plan's goals will ultimately be used to structure action items described within individual chapters. Later in the document, statements of community vision, goals and objectives are prioritized in the implementation section.

### ***Community Profile***

It is necessary to understand where the City has been in order to understand trends. This section serves as the survey stage for the planning process by examining the historical population trends, demographics, existing conditions, and physical constraints thereby setting the baseline from which future planning decisions should be made.

### ***Economy***

In order to remain competitive in the region, the City desires to have a proactive economic development component in the plan. This chapter provides a market assessment overview, focused specifically on downtown housing and the BioCorridor, along with area opportunities and strengths and weaknesses.

### ***Education***

Education has been the dominant economic engine and directly impacts growth, development and quality of life within Bryan. This chapter identifies opportunities and challenges related to education and how the citizens of Bryan may be best served in response.

## ***Health and Wellness***

A primary responsibility of a City is to protect the health, safety, and welfare of the public. Medical facilities in Bryan provide services to a much larger area and population than just that which is local. Integrating regional healthcare facilities into the process of long range land use planning and urban design is a fundamental goal. This chapter builds on the recent Health and Wellness District Master Plan to identify City-wide strategies for a healthier community.

## ***Land Use***

This chapter is a key component of the plan that identifies existing land uses, and describes the appropriate future land use types within Bryan. The ideal locations for individual uses are graphically depicted on a Future Land Use Plan Map.

## ***Transportation***

The purpose of this chapter is to incorporate recent amendments to the Thoroughfare Plan, Sidewalk Master Plan, and Hike and Bike Plan.

## ***Community Appearance***

Community appearance includes both tangible and intangible characteristics that may combine either to contribute to or negatively impact the City's quality of life. This section provides recommendations pertaining to character guidelines. This includes recommendations on aesthetics, landscaping, housing, and other design guidelines.

## ***Parks, Recreation, Open Space and Trails Master Plan***

The purpose of the Parks Master Plan is to provide the City of Bryan with direction on parks, recreation, open space and trails planning. The Parks Chapter is intended to supplement the Comprehensive Plan by providing guidance through City policies that relate to growth and development in concert with the protection of natural areas and open space. Key components of the Master Plan are park assessment, inventory, needs, standards, and a priority list of future park improvements.

## ***Municipal Services***

Public investment into community services, and the level of community services provided are critical to manage health, safety, and welfare. This chapter reviews existing conditions of public facilities, and recommends strategies to manage public facilities appropriately while accommodating growth.

## ***Implementation***

Perhaps the most important, the implementation section organizes and prioritizes the recommendations contained within the various chapters into an action matrix.

# Public Input and Key Themes

## Public Input

The planning process exists to serve the public interest. To ensure that in its final form the Plan will reflect the vision of the public and will allow users of the Plan, including elected and appointed decision makers, the tools to continuously pursue and faithfully serve the public interest, it is of primary importance to:

- recognize the rights of citizens to participate in planning decisions; and,
- strive to give citizens (including those who lack formal organization or influence) full, clear and accurate information on planning issues and the opportunity to have a meaningful role in the development of plans and programs.

To this end, public input is both a legal and ethical part of the comprehensive planning process. Gathering public input can guarantee that a comprehensive plan represents a community's identity, needs, and desires. This, in turn, is important because an effective and realistic comprehensive plan serves as a roadmap for policymakers. For these reasons, the public input process for Blueprint 2040 was extensive. A concerted effort was made by all parties to obtain input from everyone in Bryan who wished to participate in the process. This was done through public meetings, stakeholder



meetings, committee meetings, online surveying, social media and internet advertising, radio broadcasts, comment cards, and event booths. The raw input of these events, as well as descriptions of the activities and additional information, can be found in the Appendix of this Comprehensive Plan.

## Comprehensive Plan Advisory Committee

The comprehensive planning process began on August 4, 2015 with the selection of an advisory committee. The Comprehensive Plan Advisory Committee (CPAC) was composed of Bryan residents, representatives from the City Council and City boards and commissions, representatives from Brazos County, the City of College Station, the Brazos Valley Council of Governments, the Metropolitan Planning Organization and the Texas



Department of Transportation. The CPAC served to guide the preparation of the plan and provided insights into key issues, challenges, and opportunities that lie before the city.

## Stakeholder Meetings

Numerous meetings were conducted with various stakeholders and community interest groups at the beginning of the process. Stakeholders included business interests, developers, historic preservation advocates, economic development agencies, transit agencies, and health and education groups. While the information and data collected from these interviews was extensive, it provided an opportunity to recognize issues that were commonly identified by all the groups. Issues collectively identified by the various groups began to serve the foundation for the input themes described within this chapter.

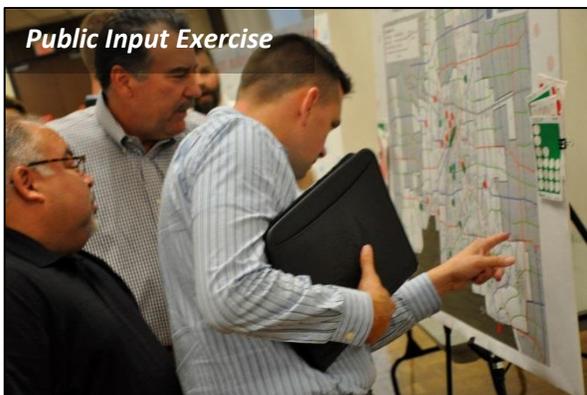


## CPAC Meetings

Over the course of the project, a total of seven Comprehensive Plan Advisory Committee (CPAC) meetings were held. The CPAC included a diverse range of interests from the community including developers, agencies, activists, elected officials, and residents. The purpose of this group was to analyze public input, guide the formation of recommendations, and ensure that the process and plan are reflective of Bryan's values.

The CPAC meetings were generally held on a bi-monthly basis and were two-hour work sessions. The following are the CPAC Meetings that occurred during the process:

- **CPAC #1, August 27, 2015:** Introductions, Process and Issue Identification
- **CPAC #2, September 30, 2015:** Demographics and Issue Area Breakout Sessions
- **CPAC #3, January 28, 2016:** Review Big Ideas Input and Issue Area Breakouts
- **CPAC #4, February 24, 2016:** Small Area Plan Review and Future Land Use Plan
- **CPAC #5, April 14, 2016:** Review of Draft Comprehensive Plan Recommendations
- **CPAC #6, June 23, 2016:** Review of Draft Comprehensive Plan Document
- **CPAC #7, July 28, 2016:** Finalize Comprehensive Plan Document & Prioritize Actions



## Big Ideas Workshops

Community events are opportunities to engage and gather feedback from larger crowds. A total of three Big Ideas workshops were conducted during the public input phase of the planning process. These workshops incorporated a variety of input opportunities and input exercises. The first Big Ideas workshop was designed to gather initial input from the public on what Bryan should strive to become. This first workshop also focused on identifying critical issues. The second workshop was designed to gather feedback on initial plan recommendations, specifically for the West Area Plan, and to reach out to the surrounding Hispanic community. The final workshop was designed to be a “reveal” of the draft plan and ensure that the draft plan and recommendations are appropriate and effective for Bryan and that the plan reflects Bryan’s goals and objectives.

## First Friday Booth

Bryan is home to a popular event called First Friday which brings many citizens and visitors to the streets of Downtown Bryan on the first Friday of each month to enjoy musicians and artwork. During the planning process, the project team attended two First Friday events in order to collect input and feedback. The First Friday events were conducted on March 4 and April 1, 2016. The March 4<sup>th</sup> First Friday focused on receiving input from the public on the issues and vision for Bryan. The April 1<sup>st</sup> First Friday was oriented around feedback and priorities for the initial plan and its recommendations.



## Outreach Tools

In addition to the public meetings, a multitude of outreach tools were used to garner public input into issues and recommended actions. These tools included 346 surveys, a project website, radio broadcasts, press releases, newspaper articles, newsletters, fliers and social media.

## Key Themes Derived from Public Input

Having realized benefits from sensible public investment in its parks, Downtown, public facilities and infrastructure; the City of Bryan is in a better position to address challenges than similar sized cities throughout the country. For such wise investment and management to ultimately produce long-term positive results, however, Bryan must build on past success by continuing to identify, prioritize and address remaining challenges. The following key public input themes were identified during the planning process (detailed public input results for each of these items can be found in Appendix A). Each theme identifies broad topics which must be addressed to achieve the community's vision. These areas of concern helped to shape the goals and recommendations that will be covered in the subsequent chapters of this Plan.



### *Texas Avenue Revitalization*

The economic and aesthetic revitalization of Texas Avenue was one of the single most repeated themes. As stated earlier, for a number of years, citizen comments have expressed the desire to retrofit the previously un-planned or un-regulated thoroughfare development pattern in a manner that will curtail blight and address the perceived negative impact such development continues to cause. Texas Avenue runs North-South and acts as the major central thoroughfare bisecting Bryan and College Station. Being one of Bryan's most traveled corridors; it heavily impacts the image and perception of Bryan. Revitalization and transition to higher and better uses along Texas Avenue will be a critical step along the path to reversing the effects of inadequate planning and regulation.



### *South College Avenue Revitalization*

In its heyday, South College Avenue served as much more than a simple thoroughfare. The avenue was, in reality, a destination point within the City of Bryan. An interurban trolley system linking Downtown Bryan and Texas A&M University in College Station ran along portions of the corridor, crossing the corridor at Old College and continuing on to College Main. Local women's civic clubs planted beautiful live oak trees that would produce large canopies in order that the public might stroll in shaded comfort. Small shops, locally owned restaurants, and homes also dotted the tree-lined avenue. Since that time, South College has diminished as a vibrant destination point. As Texas A&M's enrollment continues to grow, redevelopment pressure in southern Bryan will increase. Citizen comments indicate that similar to Texas Avenue, there is a desire to retrofit the previously un-planned or un-regulated thoroughfare development pattern in

a manner that will curtail blight and address the perceived negative impact such development may cause. In addition, previous study of the corridor stated that unless policies are developed and changes put into effect, the College Station economy will continue to expand at a faster rate than Bryan; but that the successful redevelopment of South College Avenue could be a catalyst to help reverse that trend.



**Neighborhood Revitalization**

Having developed over a period of 150 years, Bryan inventory of defined neighborhoods varies widely in every measure. Although the open land area within the City and its extraterritorial jurisdiction (ETJ) are quite large and new development will continue to occur within and expand the limits of Bryan, public comment revealed substantial interest in revitalizing and improving the City’s existing neighborhoods. The need for the availability of affordable housing (\$80k-\$120k in this region), was identified as a crucial issue.



**Appearance and Image**

Concern over Bryan’s appearance and image has been one of the most commonly recurring themes throughout the public input process. Further investigation into this feedback has revealed that citizens both perceive their community’s appearance unfavorably and also worry about the perception of their community by others. It was also revealed that overall perception can be divided into two primary categories; physical appearance/aesthetics, and perceived quality of services (namely schools). The external negative perception of the quality of the school system was the highest ranked concern. Consequently, there is the expressed concern that these negative perceptions result in potential residents and investors choosing not to invest in Bryan.



**BioCorridor**

There is tremendous excitement within Bryan about the BioCorridor. Much of the feedback received expressed anticipation that the BioCorridor will spur economic development that will translate into high paying, executive-level jobs, more upscale retail amenities, and diverse, quality housing choices to meet these demands. There is also a sense within the community that the BioCorridor will represent a stronger relationship between the Cities of Bryan and College Station, as well as with Blinn College and Texas A&M University.



**Downtown**

Expressions of approval, appreciation, and admiration for the rebirth and success of Historic Downtown Bryan borders were ubiquitous and unanimous. A common theme from Blueprint 2040 participants is that Downtown truly represents the spirit of Bryan and is a focal point of the region. Along with the praise is a desire for the continued preservation of Downtown’s character, namely a small town downtown feel with locally-owned businesses. However, there is

also strong interest in making Downtown more of a 24-hour community by continuing support for more public open space, events, activities and local businesses, while increasing the diversity and availability of housing in the vicinity.



### **Education**

Education is a hot button issue in Bryan. Feedback from citizens and stakeholders reveals a split in the community over whether Bryan's education system is high in quality and poorly perceived, or low in quality and correctly perceived. Regardless, there is a large consensus that the perception of the education system is driving residential development away from Bryan. Also expressed was a concern that the education system is unable to attract and retain teachers.

Fortunately, these concerns have been accompanied with constructive recommendations. Approximately 85 percent of the participant responses expressed approval of the concept of leveraging City resources to support educators, improving perception through marketing, and working with educational entities to make education more available to learners of all ages.



### **Parks**

Parks have been an immensely popular topic through the Comprehensive Plan public input process. One complicating factor in collecting feedback is that citizens often discussed missing amenities in the specific parks that they already use, as opposed to the park system as a whole. As a result, a number of recommendations were for common or already-underutilized amenities in the Bryan park system. Citizen priorities focused very heavily on open and greenspace, trails, and more parks within the community.



### **Connectivity**

The subject of alternative transportation connectivity is near the top of the list of commonly recurring topics mentioned by citizens during the input process. Most of this discussion centered on walkability and bike-ability. With regard to walking, concern over the lack of sidewalks and the condition of those that do exist was frequently cited. On the subject of facilities for cyclists, the lack of bike lanes and bicyclist safety measures along major roads were commonly expressed concerns. For both human powered forms of transportation, there was expressed concern about the lack of safety measures at intersections and overall poor pedestrian and bike navigability of Bryan as a whole. Blueprint 2040 participants also raised the issue of connectivity for all types of transportation modes to and from key community locations and transit stops.

## Vision

This section provides a foundational element for the planning process, but in a very different way. This section outlines the vision for Bryan that will be pursued as a result of the Blueprint 2040 process in the form of community goals and objectives.

A fundamental component of the planning process involves creating the vision of the community. The importance of the vision cannot be overstated. The vision is the road map that guides decisions within the community and serves as the basis for the Comprehensive Plan recommendations. The vision guides City Staff and decision makers to determine whether or not decisions are ultimately in conformance with the long-term vision for Bryan as determined by its residents.

What should the future hold for Bryan? What should the City be like in the year 2040? These are the key questions this chapter addresses. This chapter creates a vision for this comprehensive planning effort, as well as for the City in general. This is also the chapter upon which many of the recommended actions and implementation efforts of Blueprint 2040 will be based. This Plan is premised upon a shared vision of what Bryan should become as it grows and becomes an increasingly mature and livable city. To identify and define this shared vision, input from the community and Comprehensive Plan Advisory Committee (CPAC) was collected. The following goals and objectives were collectively agreed upon by many to guide the next 25 years.

### *Goals*

Goals are general statements that guide the decision making process with the community vision in mind.

### *Objectives*

Objectives are the approaches used to achieve the desires expressed by the goal.

Objectives are defined without specific timeframes, but set a path for improvements. They often identify the critical issues and provide direction in steering the City toward the achievement of the goal.

### *Action and Policy Items*

Actions and policy items are recommendations and/or directives that outline specific procedures to implement individual objectives.

## ***OUR 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

## Goals and Objectives

### ECONOMY



#### **Goal: Diversify and strengthen Bryan’s economy.**

##### *Objectives:*

- Improve neighborhoods.
- Focus revitalization efforts on South College Avenue and Texas Avenue.
- Proactively plan for the development of west Bryan and capitalize on area amenities.
- Continue to foster rehabilitation and revitalization in Downtown.
- Foster a better image of Bryan.

### EDUCATION



#### **Goal: Promote and leverage Bryan’s numerous educational opportunities and strengths.**

##### *Objectives:*

- Promote the strengths and education offerings of Bryan ISD.
- Facilitate Bryan ISD real estate tours and provide diversified housing opportunities that encourage new neighborhood growth within the BISD service area.
- Develop community and business support programs for Bryan ISD schools and teachers.
- Continue partnerships with Blinn College to provide education opportunities for students, adults, and retirees.
- Ensure orderly growth and supportive transportation facilities around Blinn College.
- Foster and provide a skilled labor force through the provision of educational facilities and job training programs geared toward workforce training.
- Coordinate and be actively involved in the future growth and expansion at Texas A&M University’s RELIS Campus.

## HEALTH AND WELLNESS



### **Goal: Make Bryan the desired healthcare center of the Brazos Valley.**

#### *Objectives:*

- Encourage additional medical uses and facility expansions within the Health and Wellness District to create an agglomeration of medical uses and services.
- Encourage the inclusion of neighborhood clinics in various sectors of the community to allow easy access and service to all populations.
- Partner with Texas A&M Health Science Center and utilize BioCorridor research activities to provide exemplary medical care for Bryan's residents.

### **Goal: Encourage active lifestyles and healthy living.**

#### *Objectives:*

- Implement and expand health and wellness initiatives throughout the City.
- Support walkability enhancements and biking opportunities within the transportation network to promote healthy living.
- Carry out health-related policies in existing plans.

## LAND USE



### **Goal: Achieve a complimentary balance of land uses within the City.**

#### *Objectives:*

- Achieve a sustainable mix of land use types in suitable locations, densities and patterns.
- Utilize and adhere to the Comprehensive Plan as decisions are made.

**Goal: Facilitate orderly, efficient, and attractive development, redevelopment, and infill.**

**Objectives:**

- Ensure that the development process is efficient, understandable and manageable.
- Produce proactive area plans for key corridors and small areas.

**Goal: Maintain and revitalize older areas and neighborhoods.**

**Objectives:**

- Develop strategies and programs to assist with the rehabilitation of the existing housing stock.
- Facilitate redevelopment of blighted neighborhoods.
- Encourage the development of affordable housing that is tailored to the particular needs of the community and individual neighborhoods.
- Make South College Avenue an eclectic, unique, urban and student-centric district.

## TRANSPORTATION



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

**Objectives:**

- Ensure that the transportation network and land use objectives are effectively coordinated.
- Create a functional roadway network that provides north/south and east/west corridors for vehicular mobility.
- Encourage the utilization of alternative modes of transportation, including designs for pedestrians, bicycles and transit, for all ages and abilities.
- Foster interagency cooperation between TxDOT, the MPO, the City of College Station, Texas A&M University, the Brazos Transit District, and other organizations.



## **Goal: Celebrate the City’s diversity, distinct history, and unique characteristics.**

### **Objectives:**

- Provide social activities and cultural events that celebrate the City’s diverse population.
- Provide opportunities for cross-cultural exchange among ethnically diverse populations in Bryan.
- Support and expand cultural venues within the City.
- Incorporate public art that is reflective of the City’s diverse nature and historic background.

## **Goal: Strengthen Bryan’s image, identity, and aesthetic appeal.**

### **Objectives:**

- Develop community designated themes to create unique identities that distinguish different neighborhoods and districts throughout the City of Bryan.
- Implement landscaping and other design regulations to improve corridor aesthetics.
- Increase non-residential building design standards for new development.
- Implement a proactive code enforcement program.
- Offer incentives for exterior renovations of existing deteriorating businesses.
- Create gateways into Bryan at highly visible locations.
- Create a promotional program for residents and visitors that advertises key events, activities, and other positive features and attributes of Bryan.
- Transform Texas Avenue into a vibrant, unique and attractive corridor that serves as a valuable gateway into Bryan.



## **Goal: Create a system of parks, open spaces, trails and facilities that meet the needs of residents of all ages.**

### **Objectives:**

- Maintain a current Parks, Recreation, Open Space and Trails Master Plan.
- Make developing a comprehensive trail network an integral part of the City's parks and recreational facilities planning and funding processes by working with the Planning and Transportation Department's funding.
- Strive for diverse parks and recreational facilities with both passive and active recreation opportunities, to meet the needs of various age and ability groups.
- Identify and protect sensitive environmental areas and provide natural open spaces within the community.
- Provide all-inclusive playgrounds and other appropriate facilities in existing parks to address the needs of all children.

## **Goal: Pursue regional park and recreation opportunities.**

### **Objectives:**

- Evaluate Lake Bryan as a major recreational opportunity for the City of Bryan, as well as for the greater Brazos Valley Region.
- Based on a Needs Assessment, continue future expansion and refurbishment of Bryan Regional Athletic Complex (BRAC) for organized tournament and league play.
- Work with local associations, community groups, the Convention and Visitors Bureau (CVB), and user groups to develop opportunities to promote BRAC, for local and regional special events.
- Examine ways in which non-motorized trails can be linked throughout the Greater Bryan/College Station area and to the Brazos River.

**Goal: Use the Parks, Recreation, Open Space and Trails Master Plan as a guide for park land acquisition, open space protection, and trail development.**

**Objectives:**

- Provide an equitable geographic distribution of parks and recreational facilities. Achieve this by acquiring necessary parkland, open space, and trail linkages at the time of development review. This should be done in accordance with the classification of parks identified by the Parks, Recreation, Open Space and Trails Master Plan.
- Use City and Extraterritorial Jurisdiction (ETJ) demographic and population projections to determine the types of parks and amount of land needed to adequately serve future park needs based on the projected number of citizens.
- Review, and update as needed, the City’s Parkland Dedication Ordinance as it relates to providing parks, open space, and linkages throughout the City and ETJ.
- Continue to work with developers to acquire park land and corridors as needed for Bryan citizens.
- Develop a set of guidelines for public/private partnerships in the building of parks.
- Identify floodplain creek corridors, rights-of-way, and utility easements for possible trail linkage opportunities to increase non-motorized connectivity within the City, as well as in the region.

**Goal: Cooperate with the Bryan Independent School District (BISD), to provide cost-effective services and optimize benefits to citizens.**

**Objectives:**

- Continue the partnership with BISD in developing joint school/park sites.
- Continue coordination efforts between the City of Bryan and BISD Staff to provide successful and mutually beneficial recreation programming.
- Explore grant opportunities with BISD in an effort to expand, enhance, or build new parks and facilities within the City and ETJ.

## **Goal: Build regional complexes for local recreational needs and for hosting regional, state, and national tournaments.**

### **Objectives:**

- Continue to develop Bryan Regional Athletic Complex (BRAC) by providing additional recreation facilities to address current and future needs for the local, state and regional play\_and tournaments.
- Renovate existing facilities, amenities, and infrastructure at BRAC.
- Evaluate existing field sports lighting for energy efficiency and safety at BRAC.
- Market BRAC to various athletic and tournament organizations throughout the State and Nation through websites and social media.
- Explore the acquisition and development of large tracts of land that could be developed to attract both out of town visitors and address local needs.

## **Goal: Plan for a comprehensive non-motorized trail system.**

### **Objectives:**

- Develop a comprehensive non-motorized trail system with input from citizens and community stakeholders.
- Determine ways in which connections can be made between schools, parks, neighborhoods, retail centers, and major points of interest throughout the City and region.
- Examine creeks and floodplain throughout the City for potential non-motorized trail possibilities; specifically, Turkey Creek and Carter Creek.
- Allocate funds, on an annual and consistent basis, to build non-motorized trail connections as part of a Capital Improvement Program (CIP).
- Examine ways in which trail/pedestrian connections can be made within existing developed areas of Bryan.
- Review development proposals with connectivity and walkability objectives considered.
- Work with Bryan Texas Utilities to utilize their easements for potential trail corridors and connections in Bryan and the region.
- Work with the municipal, regional and state to provide a consistent signage for non-motorized trails on bike-marked streets.

**Goal: Use public input, senior citizen groups and stakeholders to identify the indoor recreation needs of the community.**

**Objectives:**

- Hire a consultant to conduct a feasibility study to determine what the needs are of the Bryan citizens for a community center, senior center, and other related facilities.
- Consider and address the social needs of the community, as well as indoor active recreation – swimming, basketball, pickleball, racquetball, aerobics, weight training, etc.
- Assess aquatic facilities and plan for either redesigning current facilities or construct new indoor facilities so they better reflect current trends and technology related to aquatics.

**Goal: Continue to evaluate, renovate and maintain an aging park system.**

**Objectives:**

- Follow manufacturer maintenance and repair guidelines for all park equipment, playgrounds, fall zones, lighting, grills, etc.
- Evaluate and renovate all active recreation facilities, athletic fields, and trails on a scheduled basis in order to plan and fund maintenance to ensure that parks are maintained at acceptable standard of care.
- Replace or upgrade recreational equipment, as technology develops better alternatives to aging equipment.

**Goal: Provide a comprehensive offering of recreation programs for people of all ages, abilities and interests.**

**Objectives:**

- Pursue public/private partnerships for assistance with recreational programs.
- Continue to address and evaluate after school programs for all children.
- Work with B.I.S.D. to create educational after school programs.
- Develop environmental programs for teaching and exploring flora and fauna in the City of Bryan and its ETJ.
- Work with senior citizens to focus on their needs and explore options to develop a facility for their activities.
- Pursue public art opportunities in parks by working with the Arts Council of Brazos Valley, Blinn College, Texas A&M University, and any other local or regional private art foundations.

**Goal: Study the recreational value and opportunities of Lake Bryan for Bryan citizens, as well as its ability to become a regional recreation destination.**

**Objectives:**

- Continue to work with Bryan Texas Utilities to provide new and different recreational opportunities.
- Promote use of Lake Bryan for recreation opportunities in the greater Bryan/College Station area.
- Explore, prioritize, and fund active recreation facilities that would appeal to the regional youth and college-age populations, such as zip lines, large water attractions, and water skiing competitions.

## MUNICIPAL SERVICES



**Goal: Ensure the provision of municipal services and public facilities that protect the health, welfare, and safety of Bryan’s residents.**

**Objectives:**

- Provide effective police coverage throughout the community and ensure that facilities and equipment meet community needs.
- Provide effective and responsive fire coverage throughout the community and ensure that facilities and equipment meet community needs.
- Maintain an update and prioritized capital improvement listing of facility needs, including fire, police, libraries, city administration and other municipal facilities.
- Maintain an updated and prioritized capital improvement listing of water, wastewater, and storm water infrastructure needs based on the recent updates to the water, wastewater and storm water utility plans.



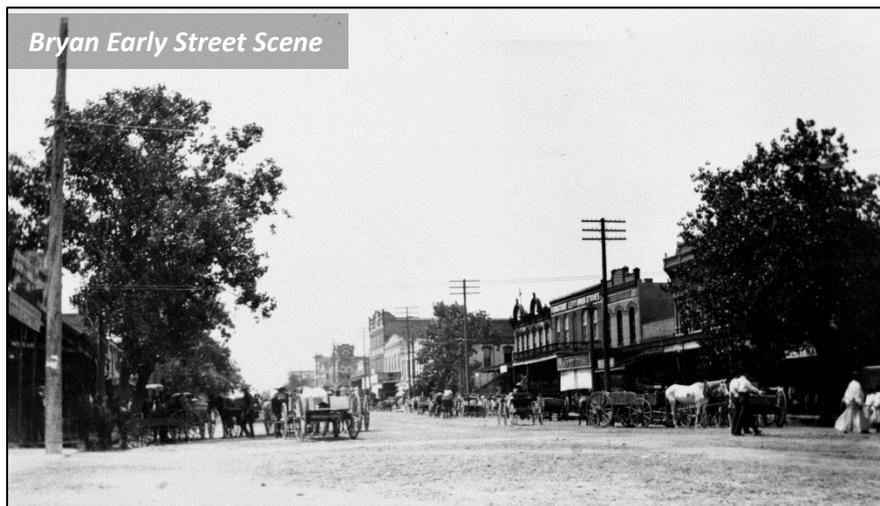
# CHAPTER 1 COMMUNITY PROFILE

# Community Profile

The Community Profile helps to set the baseline from which Comprehensive Plan recommendations can be measured. The Community Profile examines the City's history, its population growth trends, and demographics. Finally, the Community Profile concludes with briefly examining some external elements that, while not occurring directly within Bryan, have the potential to dramatically impact land use and transportation decisions within the community.

## History

The community's roots are closely aligned with the infant transportation network from the Gulf Coast into the interior of Texas following the annexation of the Republic by the United States. In 1848, the Houston and Texas Central Railroad (HT&C) received a charter from the State of Texas to build a railroad from Houston to the Brazos River. By 1860, rail construction had reached its northernmost terminus at Millican in southern Brazos County but the roadbed had been substantially prepared to a point near present day Benchley. Paused during the Civil War, resumption of construction soon spurred growth in one square mile area that would become Bryan. After several unsuccessful attempts, the City of Bryan was incorporated by the Texas Legislature in 1871. Although not allowed to formally incorporate at this time, by 1866, Bryan served as county seat, transportation hub and center of commerce for Brazos County and points beyond. As the result of extraordinary foresight, public financial support and a clever land deal Bryan changed forever with the establishment in 1871 of the Agricultural and Mechanical College of Texas. Opened four miles south of Bryan on October 4, 1876 with six professors and forty male students, and remaining an all-male institution for 87 years, today Texas A&M's student enrollment tops 50,000 with a roughly 50/50 male female split.



The first decade of the 20<sup>th</sup> century brought rapid growth and change to Bryan:

- In another publicly supported economic development deal, in 1899 Bryan incentivized the extension of a second major railway, the International and Great Northern, through the city.
- Farming in the rich bottomland soil of the Brazos River and the demand for the high quality cotton grown on that land created a massive economic engine that diversified the local economy and fueled continued growth.
- Founded and promoted by the Women’s Improvement Association, today the Woman’s Club of Bryan – College Station, the Carnegie Library opened in 1902 and remains in use to this day as the Carnegie History Center.
- *The Bryan College Station Eagle* newspaper traces its roots in the community to 1877 and through a number of owners has served as the dominant communication medium for almost 140 years.

As was the case in any healthy American community, Bryan experienced rapid modernization in the early 20th century with the installation of a sanitary sewer system, an electric power plant, paved streets, street lights, telephones and an interurban rail system between Bryan and the Agricultural and Mechanical College.

From virtually the beginning, a diverse economy that included agriculture, railroad, cotton, ranching, education, and later oil, has helped Bryan flourish. The automobile-oriented postwar boom affected the community in ways similar to other towns across the country. Bryan experienced steady suburban growth and a decline in the significance of the central business district. This decline was addressed beginning in the 1990’s as the City began a concerted effort toward Downtown revitalization. Bryan has many areas that embody the community’s history and culture; including the East Side Historic District, the Downtown Historic District and several locally recognized individual historic landmarks.





City Limits and ETJ

Map Features

-  Bryan
-  Bryan ETJ

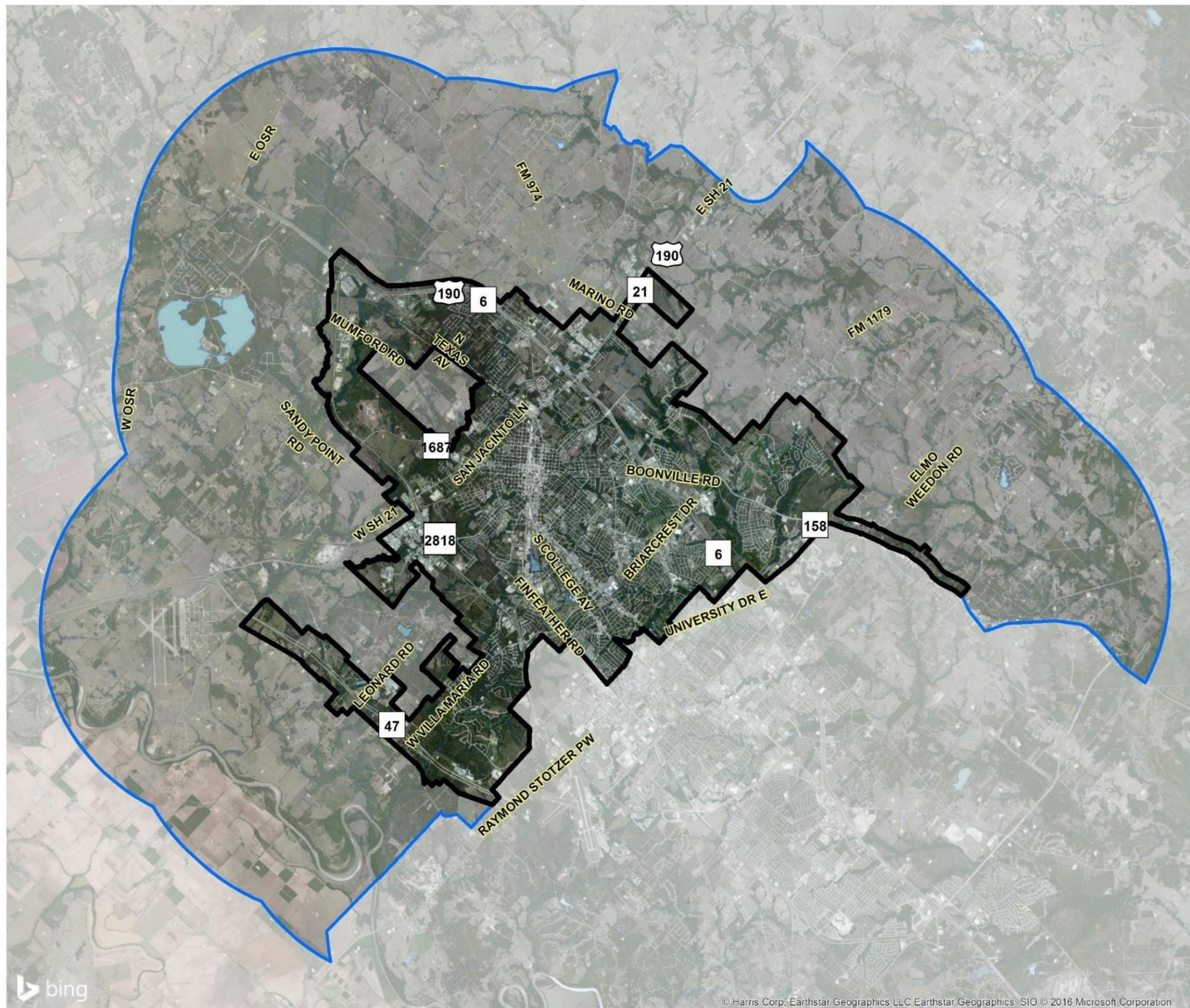


Figure 2: City Limits and ETJ Map



# Demographic Profile

The demographic information illustrated below represents the characteristics of the population, households, and workforce for the City. This information establishes a baseline that establishes “Who Bryan Is”.

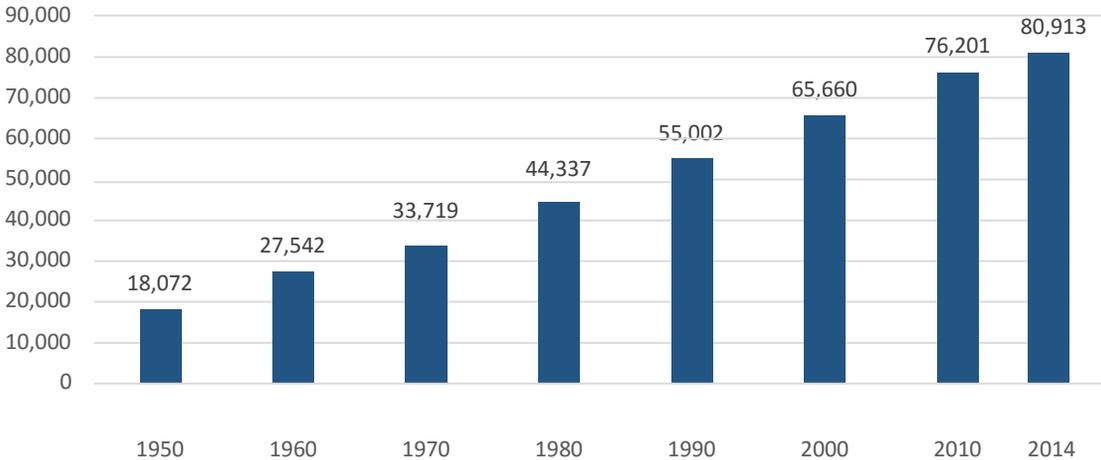
## Growth Trends

Since 1950, Bryan’s population has grown by 347.7 percent, or 2.4 percent annually, with growth rates highest through the 1980’s. Although growth rates have decreased consistently since 1980, the total population grew annually and in 2014 was estimated as 80,913.

The Bryan-College Station area is still poised to experience growth consistent with the overall growth of Texas. It is expected that residential, commercial, and industrial development will also increase in Bryan.

Year	Bryan		Texas	
	Population	Percent Change	Population	Percent Change
1950	18,072		7,677,832	
1960	27,542	52.4%	9,579,677	24.8%
1970	33,719	22.4%	11,196,730	16.9%
1980	44,337	31.5%	14,229,191	27.1%
1990	55,002	24.1%	16,986,510	19.4%
2000	65,660	19.4%	20,851,820	22.8%
2010	76,201	16.1%	25,145,561	20.6%
2014	80,913	6.2%	26,956,958	7.2%
Overall		347.7%		251.1%
Compound Annual Growth Rate (1950-2014)				2.4%

**Table 2: Historic Population**  
 Source: U.S. Census; 2010-2014 American Community Survey (ACS)



**Figure 3: Historic Population**  
 Source: U.S. Census; 2010-2014 ACS

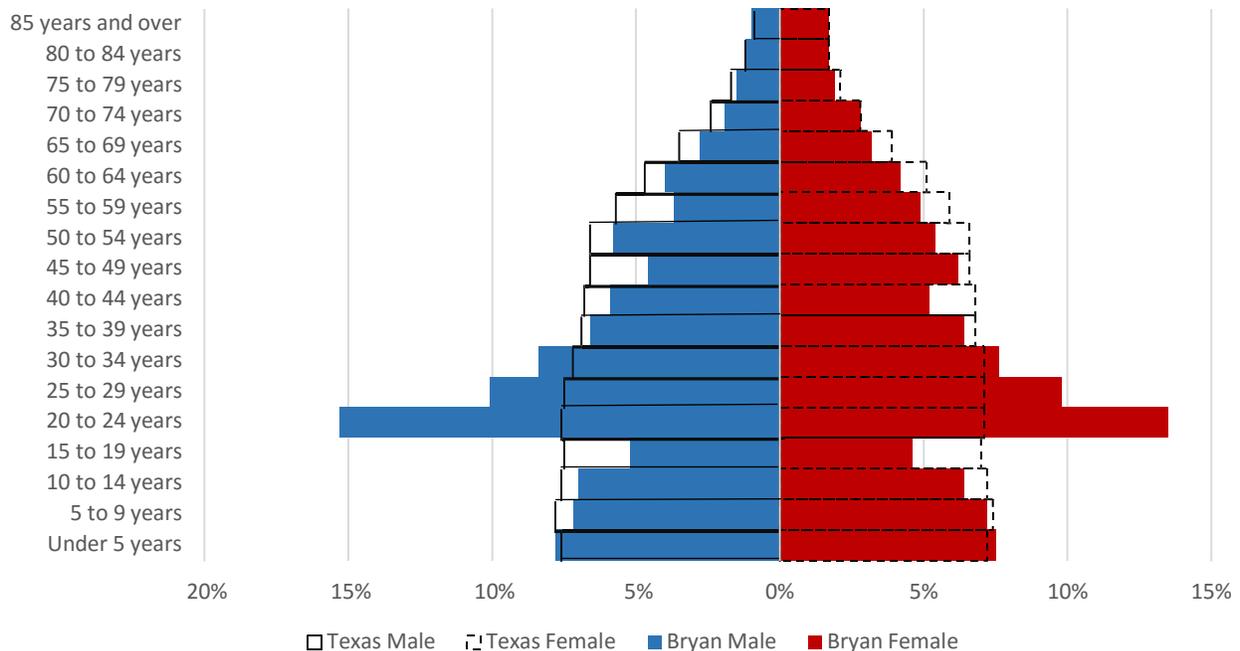
## Age

Table 3 itemizes the diversity of age within the City and establishes a median age of 29.6. The age pyramid in Figure 4 is a graphical depiction of the breakdown of a community by age cohort, and is compared to the age breakdown of the State of Texas as a whole. Bryan's current age breakdown indicates that a large number of young adults live within the community, which would certainly be expected in a town home to one of the largest universities in the country. Bryan has a significantly higher proportion of

individuals, age 20-29, than the State of Texas as a whole. While the City has a young adult-intensive population, it should be noted that there is less of a variance from the state averages of nearly all other age groups. Specifically, all age groups from 5-19 and 35-79 are below the statewide rate. The above average spike of young adults is typical of a college town. Despite this stratification, nearly 27 percent of the population is under age 19 and another 29 percent is over age 45. This indicates a continued need for services that cater to children and families (like parks, schools, and community centers), as well as services for empty nesters and the elderly (like home health care).

Age Group	2014	
	Number	Percent
Young (0-14)	16,896	21.6%
High School (15-19)	3,845	4.9%
College and Entry-Level Labor Force (20-24)	11,300	14.4%
Prime Labor Force (25-44)	23,528	30.0%
Older Labor Force (45-64)	15,181	19.4%
Elderly (65+)	7,694	9.7%
Total	78,368	100.0%
Median Age	29.6	

**Table 3: Age Cohort**  
Source: U.S. Census; 2010-2014 ACS



## Income

Purchasing power is related to the income of a community. Generally speaking, retailers and other commercial interests utilize a geographical area's purchasing power as a tool for determining whether or not to locate within a community or region. Purchasing power, along with the number of rooftops, are two important components involved in attracting retail and commercial development. Income distribution is a key factor when considering how and where goods, services, and opportunities are distributed throughout the community.



**Figure 5: Household Income**  
Source: U.S. Census; 2010- 2014 ACS

The U.S. Census reports that the median household income in Bryan is \$39,231. While this is significantly below the state average of \$52,576, it exceeds that of neighboring College Station, and the collective Brazos Valley. A breakdown of the household reveals that 12.4 percent of Bryan's population has a median income over \$100,000. However, 44.9 percent earns less than \$35,000. This indicates that Bryan is home to a sizable middle class and lower income portion of the population. It is important to note that the percentage of households that earn less than \$35,000 may include students.

Therefore, the percentage of permanent residents within this income bracket may be lower than what is shown.



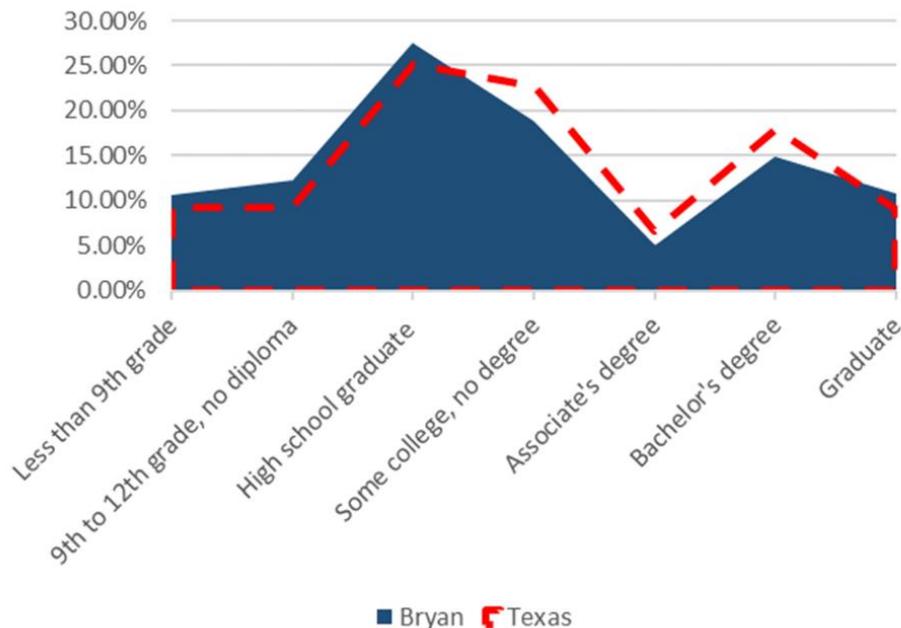
## Education

Educational attainment of a community can be an indicator of the types of jobs in the region, and can provide general information about the skills and abilities of the local workforce. Knowledge of its workforce can also help a city target and recruit certain types of businesses to the community. Education and income are often closely linked. Moreover, education is often a cyclical factor. Highly educated communities typically attract high paying jobs and upscale businesses that in turn attract additional educated and highly skilled individuals to the community.

As shown in Table 4 and Figure 6, Bryan slightly trails the State averages for higher education attainment, however, leads among residents who are high school graduates or have some high school education. It is important for Bryan to provide services that promote the retention and increase of this knowledge base in order to attract high paying jobs and upscale businesses.

Educational Attainment	Bryan	Texas
<b>Population 25 years and over</b>		
No High School	10.6%	9.3%
Some High School	12.2%	9.2%
High School Graduate	27.5%	25.2%
Some College	18.9%	22.7%
Associate's	5.1%	6.6%
Bachelor's	14.9%	17.9%
Graduate	10.8%	9.1%
High School Graduate or Higher	77.2%	81.5%
Bachelor's Degree or Higher	25.7%	27%

**Table 4: Educational Attainment**  
Source: U.S. Census; 2010-2014 ACS



**Figure 6: Educational Attainment**  
Source: U.S. Census; 2010-2014 ACS

## Race and Ethnicity

Information regarding race and ethnicity is important to local governments to ensure that all of its citizens are being represented in the decision making process.

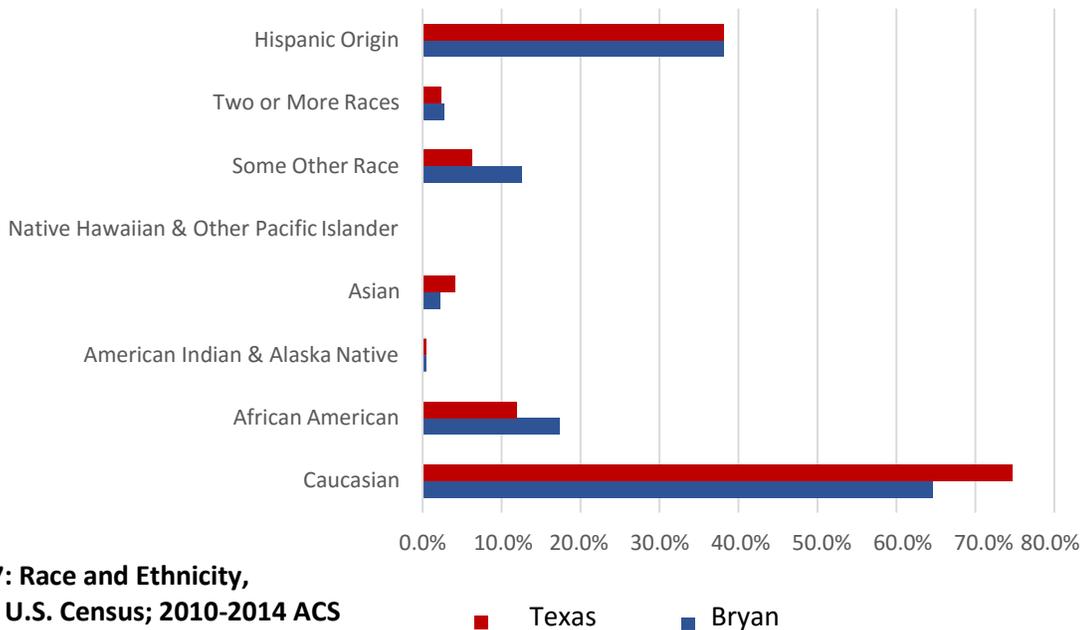
As depicted in Table 5 and Figure 7, Caucasians make up 64.6 percent of Bryan’s population. The second highest racial percentage is of African Americans. The Hispanic/Non-Hispanic ethnic breakdown is also shown. Individuals of Hispanic origin total 38.1 percent of Bryan’s population. Individuals of Non-Hispanic origin total 61.9% of the population.

2014	Bryan		Texas
Race/Ethnicity	Number	Percent	Percent
Caucasian	52,270	64.6%	74.7%
African American	13,998	17.3%	11.9%
American Indian & Alaska Native	404	0.5%	0.5%
Asian	1,780	2.2%	4.1%
Native Hawaiian & Other Pacific Islander	1	0.00%	0.1%
Some Other Race	10,195	12.6%	6.3%
Two or More Races	2,265	2.8%	2.4%
Total	80,913	100.0%	100.0%
Hispanic Origin	30,909	38.1%	38.2%
Non-Hispanic Origin	50,004	61.9%	61.8%
Total	80,913	100%	100%

These ethnic percentages are reported, by the U.S. Census Bureau, as people who classified themselves in

one of the specific Spanish, Hispanic, or Latino categories listed on the Census questionnaire. People who identify their origin as Spanish, Hispanic, or Latino may be of any race. Therefore, the percent Hispanic is not added to percentages for racial categories.

**Table 5: Race and Ethnicity**  
Source: U.S. Census; 2010- 2014 ACS



**Figure 7: Race and Ethnicity,**  
Source: U.S. Census; 2010-2014 ACS

## Households

Table 6 is an indication of the types of households that live in the community; such as single parent households, families with children, families without children, singles and elderly. By examining the household types of Bryan, the City can prioritize certain efforts to best meet the needs of the population. For example, providing parks for children or services for the elderly.

In Bryan, approximately 60 percent of households identified as being family households. Approximately 30 percent of Bryan households reported having children under the age of 18 present in the home. Non-family households, those generally comprised of a single person, comprised approximately 40 percent of the total population. Approximately 8.5 percent of non-family households were over the age of 65 years old.

The diverse age bracket indicates the importance of providing a variety of resources, services and housing options.

### Trend Highlight:

**Non-traditional households are growing throughout the United States. This includes households with single parents, unmarried couples (both with and without children), and individuals living alone. The Pew Research Center estimates that over half of all American children are being raised in remarried, single parent, or no parent households. Additionally, over a quarter of all U.S. households are comprised of individuals living alone according to the *New York Times*.**

*HOUSEHOLDS BY TYPE	Number	Percent
Family households (families)	16,941	59.93%
<i>Family with own children under 18 years</i>	<i>8183</i>	<i>29.0%</i>
<i>Married family</i>	<i>10879</i>	<i>38.5%</i>
<i>Single Parent Household</i>	<i>6062</i>	<i>21.5%</i>
Non-family households	11,324	40.07%
<i>Households living alone</i>	<i>8449</i>	<i>28.9%</i>
<i>Households with individuals 65 years and over</i>	<i>2412</i>	<i>8.5%</i>
Total households	28,265	100%

*\*The sub-categories are not mutually exclusive, so they do not add up to 100 percent*

**Table 6: Households by Type**  
Source: U.S. Census; 2010- 2014 ACS

# Features Influencing Development

## City Limits & Extraterritorial Jurisdiction (ETJ)

In addition to the Comprehensive Plan, the City controls development with several regulatory tools (ordinances)—zoning and subdivision regulations being the most common. Subdivision regulations govern primarily the physical characteristics of the land such as the arrangement of streets, lots, utilities, and drainage systems. Zoning, on the other hand, regulates the specific land use types, standards, and aesthetics of development. Zoning can only be enforced within the City Limits; while subdivision regulations are enforceable within the city limits and Extraterritorial Jurisdiction (ETJ). The ETJ is an area adjacent to a community, but not within its land use regulatory boundaries, where the community may enforce its subdivision regulations.

The City limits of Bryan currently contain 28,996 acres. The ETJ extends for three and a half miles from the City limits; with the exception of those boundaries shared with College Station. The ETJ itself covers an additional 80,937 acres. Most of the ETJ is sparsely developed. The total developed area being possibly as much as 20%; the remaining 80% is either in agricultural use or is vacant. Other than possibly agriculture, single family residential is the largest particular land use within the ETJ, representing 40% of all developed land and 8% of the total land area within the ETJ.

## Physical Features

Bryan is located roughly midway between two major Texas rivers. West of town is the Brazos; the largest and longest river in Texas, with a 45,000 square-mile drainage basin and 1,280 mile total length, 840 miles being within Texas. The Navasota River to the east, is part of the Brazos drainage basin but with an independent length of 125 miles. The two rivers converge 25 miles below Bryan at the southern tip of Brazos County. The Bryan City Limits is divided roughly in half along a north-south axis between creeks draining the land west to the Brazos and east toward the Navasota. The creek systems are in turn surrounded by their own drainage basins and near the stream channels themselves, flood plain. Most of the significant floodplain designations occur in the southwest and eastern portions of the ETJ where the creeks combine to flow into either the Brazos or Navasota. As Bryan grows toward these areas in the ETJ, the increased prevalence of flood hazard areas will become a more common factor in the determining the location of growth opportunities.

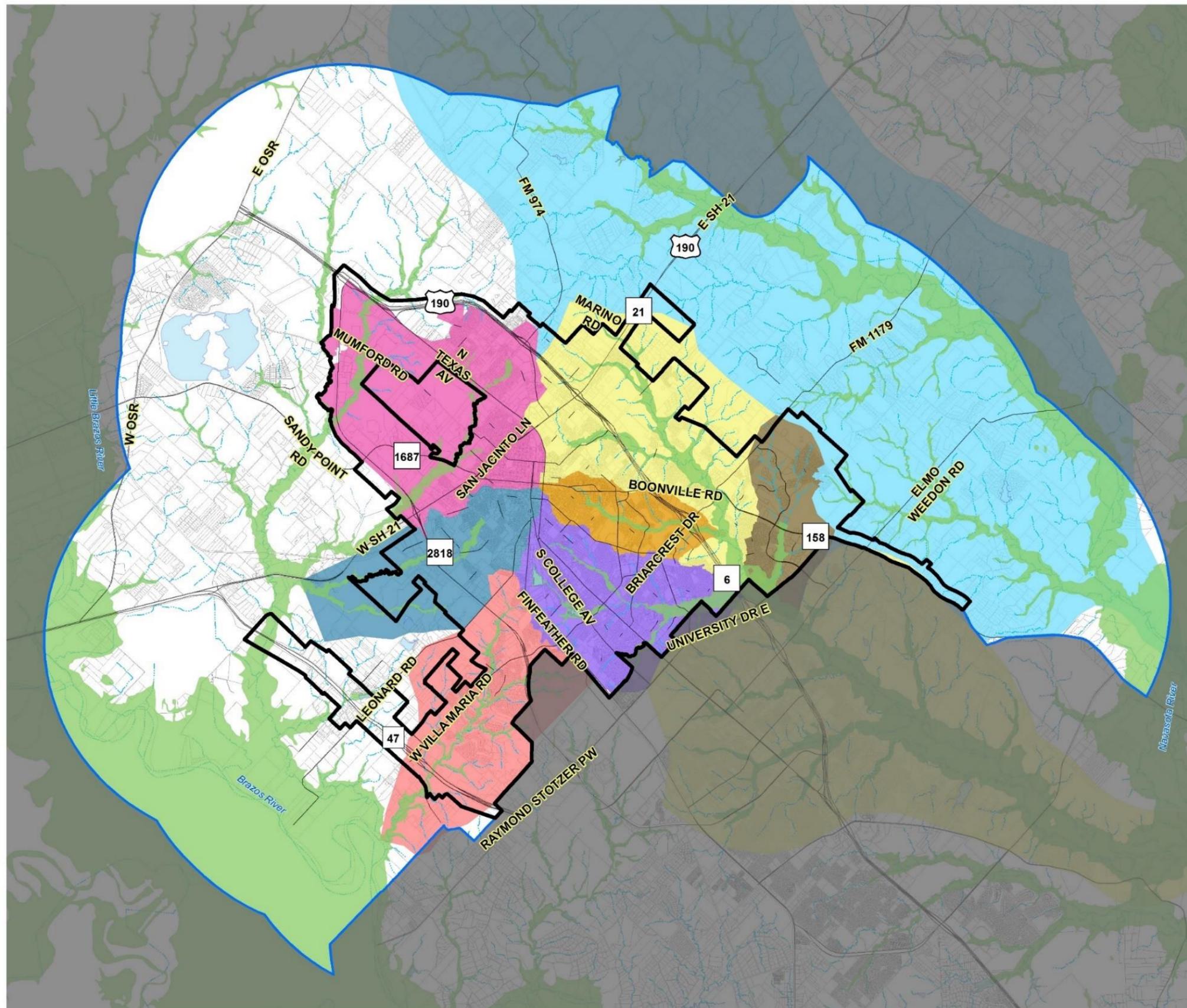
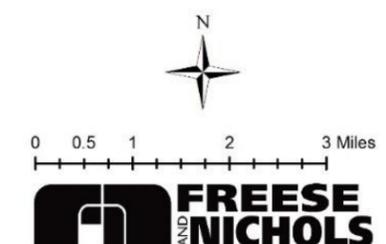
The presence of these natural low-lying drainage areas presents a great opportunity for open space and outdoor recreational facilities. While the commercial feasibility of development is somewhat reduced or eliminated entirely in natural low-lying drainage areas, sports fields, trails, and other recreational facilities are potential land uses that could be useful alternatives. Planning for and utilizing these spaces for parks, and trails or simply open space preservation, would serve as an attractive community amenity.

## Physical Features Influencing Development

### Map Features

-  Bryan City Limits
-  Bryan ETJ
-  1-Percent Flood Risk Zones (FEMA)
-  Rivers and Streams
-  Briar Watershed Basin
-  Burton Watershed Basin
-  Carter Watershed Basin
-  Cottonwood Watershed Basin
-  Hudson Watershed Basin
-  Still Watershed Basin
-  Turkey Watershed Basin
-  Wickson Watershed Basin

Figure 8: Physical Features Influencing Development Map



## City and Regional Influences

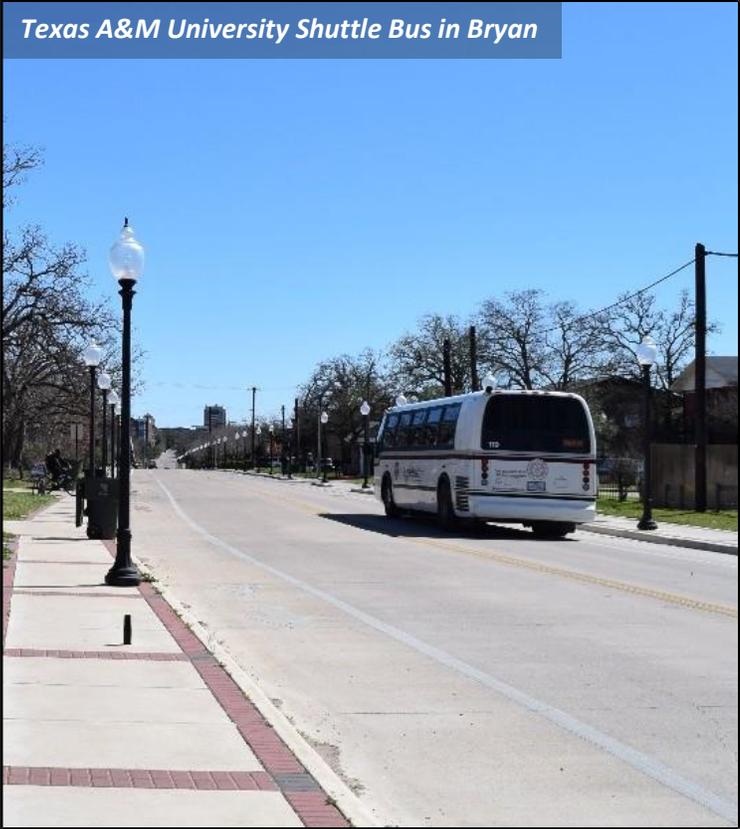
For the Comprehensive Plan to be truly comprehensive, among many other things regional planning factors should influence Bryan planning decisions. These factors, while not directly or entirely occurring in Bryan, may significantly impact land use decisions within the City itself. As part of a larger metropolitan area, Bryan must continue to stay aware and informed of activities occurring at a local and regional level. The following are examples of external factors which should be evaluated.

- Texas Avenue / South College Ave Corridors - see pg. 47 for more information
- BioCorridor (Traditions and ATLAS Developments) – see pg. 54 for more information
- Health and Wellness District – see pg. 86 for more information
- Texas Triangle Park, Bryan Business Park, & Brazos County Industrial Park – see pg. 52 for more information
- Coulter Airfield – see pg. 52 for more information

## Higher Education Growth

The growth objectives of Texas A&M University in the College Station-Bryan area will directly impact the growth of Bryan. One example is Texas A&M University’s 25 by 25 initiative. This is a plan to bring the University’s enrollment of engineering students to 25,000 by 2025; a 127 percent increase from the current 11,000 engineering students. A second example is the planned redevelopment of the 2000-acre historic Bryan Army Airfield, referred to as RELLIS. This major project will create a new A&M campus that will combine the collaborative effort of all 11 system universities, Blinn College and private industry.

These initiatives combined will add approximately 40,000 additional students to the Bryan-College Station area within a decade; representing an increased demand for housing and services. With population growth will also come an expanded consumer and workforce demands.

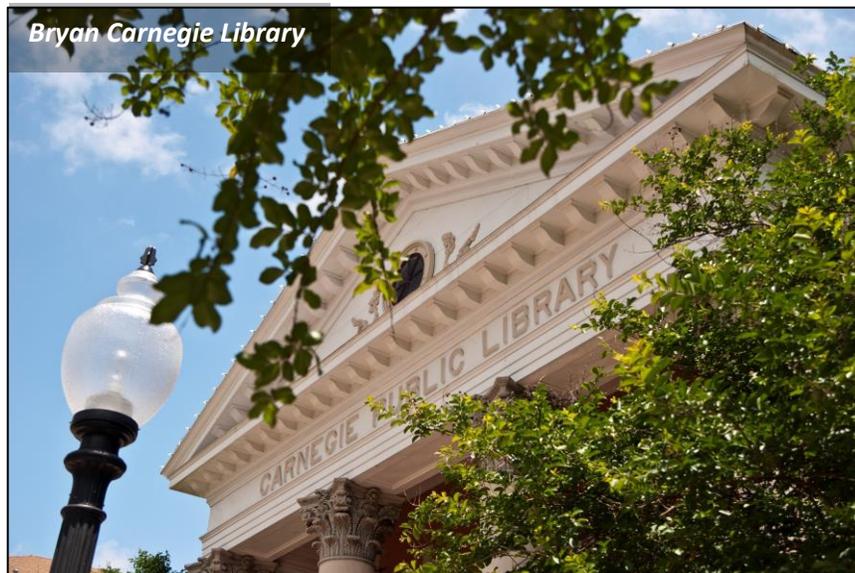


The growth implications of RELLIS in Bryan’s western ETJ are explained in more detail in the Education and West Area Plan chapters. West Bryan and the surrounding ETJ are largely rural in nature at the current time. The addition of RELLIS and its students will increase growth pressures in west Bryan. Land use and transportation decisions made today will define how the growth and circulation of the area occurs as development increases.

The growth of A&M’s main campus will continue to place growth pressures in southern Bryan, particularly along South College Avenue. Neighborhoods along South College Avenue have been transitioning from traditional single family neighborhoods to several forms of student-oriented housing. This type of neighborhood transition will likely continue to expand as student enrollment increases.

### ***Downtown***

Since the early 1980s the City of Bryan has been making concerted efforts, to revitalize its Downtown. It gained State and Federal assistance between 1992 and 1999 through participation in the Texas Main Street program and the restoration of the Carnegie Library and the LaSalle Hotel. Downtown Bryan has become a major point of pride for area residents, and a defining image of the City. Downtown features restaurants, boutiques, concert and event venues, and art galleries. The City has implemented a number of programs and initiatives to aid in the continued preservation and development of Downtown Bryan. This includes the Downtown Improvements Matching Grant Program and a Downtown Master Plan (2001). Downtown Bryan is a prime example of what the community can accomplish with both a united vision and coordinated resources. This model of success can and should be replicated in other areas of the community.



## High-Speed Rail

The Federal Railroad Administration (FRA) and TxDOT are working with the Texas Central Railway (TCR). This private entity is developing and funding a proposed high-speed rail between the Dallas and Houston areas, as shown in Figure 9. The project has gained a great deal of attention due to the fact that it is the first true high-speed rail route in North America. The train will allow travel between Dallas and Houston in less than 1 hour and 30 minutes, and will travel at over 200 miles per hour.

As short-distance flights become less feasible and more expensive, it is expected that high-speed rail will become a much more viable transportation option.

Additionally, the rapid increase in population will make travel between the

State's metropolitan centers much more difficult from a traffic perspective. The current five-hour drive between Dallas and Houston is anticipated to be a six-hour trip in 20 years. Additionally, it is projected that the populations of the Dallas and Houston metropolitan areas will each approach 10 million inhabitants each over the next 30 years.

This project has significant implications and distinct potential advantages for Bryan. In order to maximize time, the route cannot contain multiple stops. At this time only one mid-point stop between Dallas and Houston has been considered; and this one stop would be located approximately 26 miles to the east of Bryan along Highway 30. This would allow for travel between Bryan and Houston, or Dallas, in approximately one hour. High-speed rail would quickly connect Bryan to the nation's 4<sup>th</sup> and 5<sup>th</sup> largest metropolitan areas, and 4<sup>th</sup> and 6<sup>th</sup> largest economic centers. As high speed rail has been developed throughout the world, its stations are typically an impetus for growth and development. Should high-speed rail become a reality, increased economic activity would likely occur within the Bryan/College Station area. Highway 30, the linkage between Bryan and the future high speed rail station, would become an important corridor.

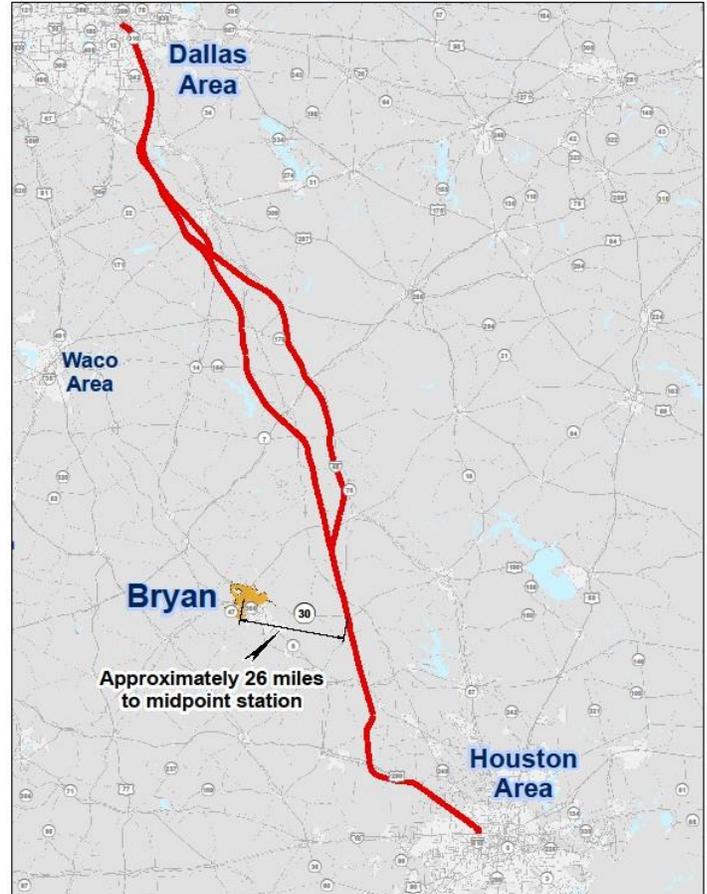


Figure 9: High Speed Rail

# Bryan's Success Stories

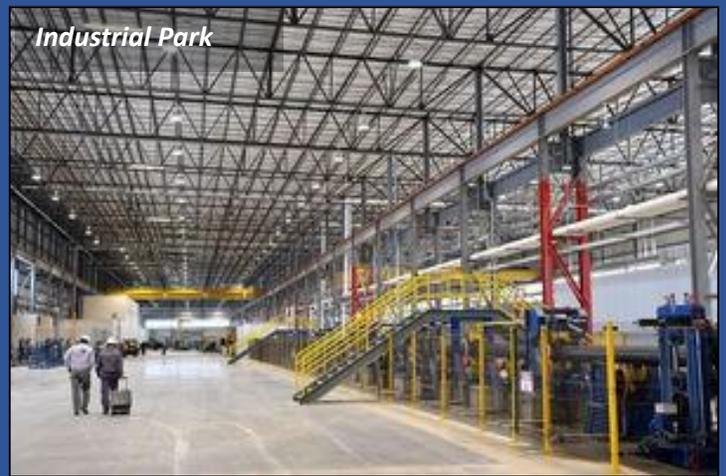
*Downtown Bryan*



*Texas A&M Health Science Center*



*Industrial Park*



*BioCorridor*





## CHAPTER 2 ECONOMY

# Economy

The City of Bryan prides itself on being the cultural, governmental, and civic center of Brazos County and the surrounding area. Bryan is also known for its business friendly environment. The City's positive climate makes it a desirable option for businesses seeking to locate, relocate or expand. The City offers several amenities for business operations and its employees. These amenities include<sup>1</sup>:

- St. Joseph Hospital
- Texas A&M Health Science Center
- Historic Downtown Bryan
- Lake Bryan
- Coulter Airfield
- Blinn College
- Texas A&M
- Infrastructure and Rail-Ready Acreage for Development of Texas Triangle Park
- Bryan Business Park, Brazos County Industrial Park
- Over 500 acres of existing parks, open space and trails

Bryan offers 380 Chapter Agreements, builder incentive programs and tax abatement agreements for commercial and residential development. These ventures, coupled with Bryan's prime location and available real estate, have spurred new industry, commercial development and residential construction.

While taking into account the entire economy and strength of Bryan economic development activities, the focus of this chapter is geared specifically to the potential economic opportunities of the BioCorridor and commercial energy generated by the redevelopment of Downtown Bryan. Three basic elements that impact a city's economy are existing economic influences, new business/industry, and outside investment. The following sections provide an overview of Bryan's existing economic influences, and examines potential for economic growth from the BioCorridor and Downtown Bryan redevelopment initiatives.

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<sup>1</sup>City of Bryan website [www.bryantx.gov](http://www.bryantx.gov)

## Existing Economic Influences

### Real Estate Prices

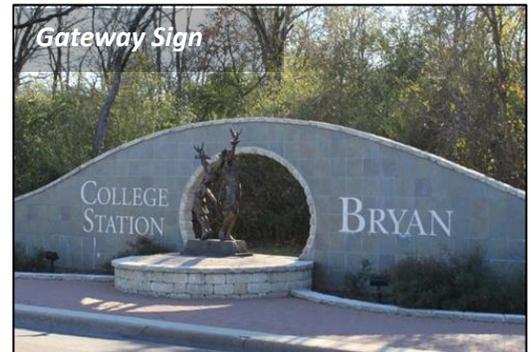
Table 7 shows that the median housing value for single family homes within the City of Bryan is \$114,900. The median closing price for existing homes is \$119,000. Commercial real estate prices range between \$15 and \$16 per square foot.

Real Estate Prices				
Residential			Commercial	
Median Housing Value	Median Listing Price	Median Closing Price	Retail	Office
\$114,900	\$225,000	\$119,000	\$16/sq. foot	\$15/sq. foot

**Table 7: City of Bryan Median Real Estate Prices**

Sources: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates, Realtor.com, Loopnet.com, and local realtor feedback

In comparison, real estate prices in Bryan are generally less than prices in College Station. Table 8 shows that the median closing price for single family homes in College Station is \$77,000 higher than in Bryan. The median price per square foot for commercial space is \$2-\$6/sq. foot higher than in Bryan. The lower real estate prices poise the City as a more economical option for home purchase and commercial development. This relative affordability can be promoted to attract new development, as well as new businesses that are interested in developing in the Bryan-College Station region.



City	U.S. Census Median Housing Value (2014 ACS)	Realtor.com	
		Median Listing Price	Median Closing Price
Bryan	\$114,900	\$225,000	\$119,000
College Station	\$180,100	\$325,000	\$196,000

**Table 8: Median Housing Values Comparison**

Sources: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates, Realtor.com.

Location	Retail	Office
Bryan	\$16/sq. foot	\$15/sq. foot
College Station	\$18/sq. foot	\$21/sq. foot

**Table 9: Commercial Real Estate Price Comparison**  
Sources: Loopnet.com, and local realtor feedback

As stated, commercial and residential prices are less in Bryan than in College Station. However, household incomes do not correlate with this trend. Table 10 shows that the median household incomes in Bryan (\$39,300/yr.) are higher than in College Station (\$33,400/yr.) and in Brazos County (\$39,060/yr.).

The median household income for both cities is less than the median household income for the State. The large college student population relative to the non-college population, in the general area, may be a factor associated with the area’s low income levels. Lower income levels present an obstacle to economic development, as there may not be enough local capital to sustain new developments that require higher levels of spending and/or higher incomes.

Income Level	Estimated Percentage of Households in Bryan	Estimated Percentage of Households in College Station	Estimated Percentage of Households in Brazos County	Estimated Percentage of Households in Texas
Less than \$10,000	13%	20%	16%	7%
\$10,000 to \$14,999	7%	8%	7%	5%
\$15,000 to \$24,999	13%	12%	12%	11%
\$25,000 to \$34,999	13%	11%	11%	11%
\$35,000 to \$49,999	15%	11%	13%	14%
\$50,000 to \$74,999	18%	12%	15%	18%
\$75,000 to \$99,999	10%	9%	10%	12%
\$100,000 to \$149,999	7%	10%	10%	13%
\$150,000 to \$199,999	3%	4%	4%	5%
\$200,000 or more	3%	4%	4%	5%
Median income (dollars)	\$39,231.00	\$33,434.00	\$39,060.00	\$52,576.00

**Table 10: Household Income Levels in Bryan, College Station, Brazos County, and Texas**  
Source: US Census, American Community Survey 2010-2014

## Downtown Bryan

A higher level of activity and vibrancy will help ensure that Downtown Bryan remains a City amenity and destination for residents, tourists and future employees. Downtown living is highly attractive to a range of social demographics, and also builds up a base for downtown commercial and cultural activities. This is because residential units within downtown bring customers outside of the traditional 8 am to 5 pm office work hours. The 2001 Downtown Bryan Master Plan was created after the adoption of the 1999 Comprehensive Plan. The purpose of the master plan was to provide a blueprint for downtown to become more “user-friendly, attractive, socially vibrant, and economically sound”. The Downtown Bryan Master Plan includes recommendations for new residential infill development within the undeveloped areas of downtown.

A possible residential development option is New Urbanist mixed use within the downtown core. This type of development is further defined in the Land Use Chapter of this Plan. New urbanist mixed use developments create destination locations. New urbanist mixed use development in the downtown core will complement the existing commercial activity and potentially offer additional amenities for future BioCorridor and office/industrial park employees.

Higher density residential development should also be considered. Higher density residential development will diversify the housing options available in the downtown area. Affordable housing should be considered and integrated into these new developments to accommodate residents of varying income levels and further diversify housing options. Higher density residential development will inject a larger number of residential units into the area compared to single family residential development; which can potentially lead to more revenue generation and daytime/nighttime activity for existing and new downtown commercial establishments.

Downtown Bryan is an example of a successful redevelopment effort that creates a stronger and more productive area. However, the main corridors that extend from downtown and connect to



the borders of the City are in need of various levels of repair and redevelopment. In anticipating the employment growth that the BioCorridor will bring to the area, these redevelopment efforts should be extended to the main commercial corridors to generate more commercial activity and connectivity. Corridor infrastructure improvements will create an aesthetically pleasing and uniform environment; which will assist in fostering a more positive image while traveling through the City. This positive image will increase the desirability of Bryan to businesses and customers. Targeted corridors should include Texas Avenue and South College Avenue/Main Street. A corridor plan has been established for South College Avenue. Implementing this plan would be a logical starting point. A Texas Avenue corridor plan should also be established. Other corridor enhancing strategies are discussed in the Appearance Chapter of this Comprehensive Plan.

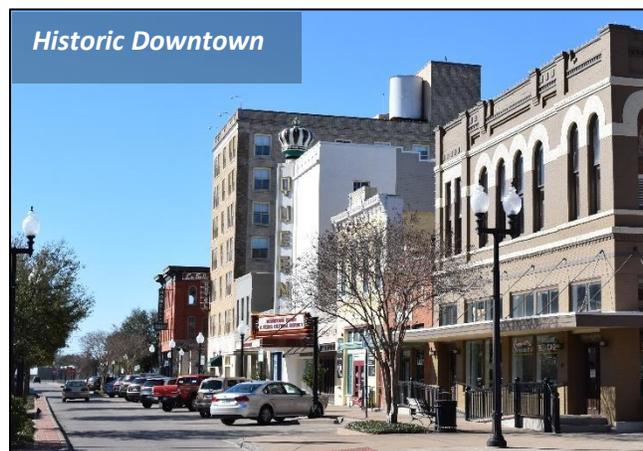
### *Housing in Downtown Bryan*

Traditional downtowns can be a powerful economic engine for cities. For the City of Bryan, their distinct downtown is a unique differentiator for a community of its size. The improvements to Downtown Bryan have helped to make this area an important element of the City's identity. However, the revitalization of this entire area is not complete. Downtown Bryan is comprised of restaurants, boutique retail, concert and event venues, visitor lodging and residential housing. A targeted housing assessment was conducted, specifically for Downtown Bryan, to understand the residential component in the overall downtown area.

Downtown Bryan was separated into three geographic areas for the housing assessment; Historic Downtown Bryan, Downtown and Downtown Census Tracts.

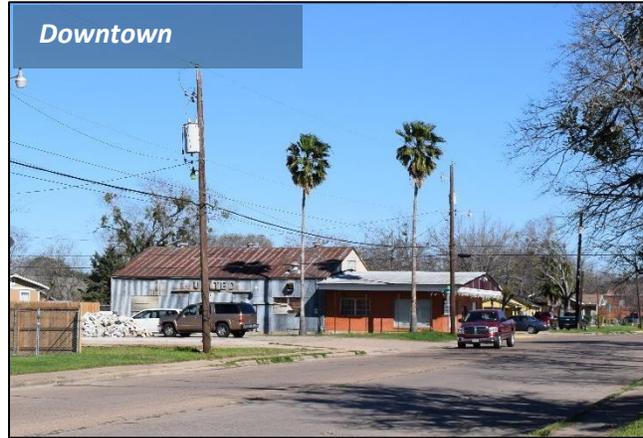
#### *Geographic Area #1: Historic Downtown Bryan*

The Historic Downtown Bryan area consists of the commercial heart of downtown, built around the two railroad tracks. There are loft apartments in this section of downtown, however since the percentage of residential is smaller than in other geographic areas of downtown it was not analyzed separately.



### *Geographic Area #2: Downtown*

The Downtown area consists of the neighborhood based on the original grid for Bryan; extending about a half mile from historic Downtown Bryan in each direction. Aside from the commercial core, the predominant land use within this area is residential.



### *Geographic Area #3: Downtown Census Tracts*

Downtown is split up among four Census Districts; all of which also spill out around downtown. This captures about one mile to two miles from the very center of town. This geography was used for the Downtown Census Tract area because it was the best way to get certain data – household size and median family income – than the census records.

### *Household Characteristics*

Tables 11 and 12 show that the majority of the residential housing inventory in Downtown Bryan is older single family homes. The Downtown area, in particular, has the oldest housing stock (an average age of 72 years) as compared to the rest of the City (an average age of 41 years). Downtown Bryan also has a smaller percentage of multifamily housing than in the rest of the City. Whereas all of Bryan is fairly mixed between single family and multifamily housing, Downtown Bryan is comprised of predominantly single family housing.

Table 13 shows that homes in Downtown Bryan are considerably less expensive than homes elsewhere in the city. This is principally due to both the age and size of the homes. Since these homes are older and smaller, they are less valuable on a square footage basis than homes of newer construction. In addition, there is no existing market premium for homes that are in close proximity to downtown.

Geographic Area	Average Age	Median Age	Percentage of housing newer than 2000
Downtown	1944	1940	8.0%
Downtown Census Tracts	1962	1950	17.7%
City of Bryan	1975	1977	21.1%

**Table 11: Age of Housing Units**

Source: Brazos County Assessor District, American Community Survey, Table DP-04

Geographic Area	Percentage of single family housing	Percentage of multifamily housing
Downtown	84.6%	15.4%
Downtown Census Tracts	64.9%	35.1%
City of Bryan	52.9%	47.1%

**Table 12: Percentage of Single Family Residential and Multifamily Residential**  
Source: Brazos County Assessor District, American Community Survey, Table DP-04

Geographic Area	Average Size	Median home price
Downtown	1003	\$59,900
Downtown Census Tracts	1335	\$79,700
City of Bryan	1679	\$111,900

**Table 13: Size and Cost for Single Family homes**  
Source: Brazos County Assessor District, American Community Survey, Table DP-04

Downtown Bryan shows slightly different household traits from the city as a whole. Household sizes in downtown are larger; however median income is much lower. This is reflected in Table 14.

Geographic Area	Household Size	Median Household Income
Downtown Census Tracts	2.96	\$30,751
All of Bryan	2.64	\$39,231

**Table 14: Household Size and Income**  
Source: American Community Survey, Tables DP-02 and DP-03

These traits are likely linked to the nature of the downtown housing stock. The majority of the homes are single family residences; which provides the most favorable accommodations for families. At the same time, less affluent families can afford to live in this area since the housing is less expensive. The existing housing stock and residential neighborhoods must be maintained in order to preserve and encourage the development energy within Downtown. Homeowner’s assistance and incentivized home improvement programs, will encourage the upkeep of these homes. These neighborhood stabilization efforts will ensure steady improvement of the housing stock; which should foster the rise in home values over time and as Downtown Bryan continues to redevelop.

## Current Workforce

The City of Bryan’s current workforce can be categorized into thirteen occupational types. Over half of Bryan’s workforce holds occupations related to educational services, arts, entertainment and recreation, accommodation and food services, and retail trade.

Occupation	Percentage of Employees
Educational services	27.0%
Arts, entertainment and recreation, and accommodation and food services	11.0%
Retail trade	11.0%
Manufacturing	10.0%
Construction	10.0%
Professional, scientific, and management, and administrative and waste management services	8.0%
Other services except public administration	5.6%
Finance and insurance, and real estate and rental and leasing	4.8%
Agriculture, forestry, fishing and hunting, and mining	4.0%
Public administration	2.9%
Transportation and warehousing, and utilities	2.8%
Wholesale trade	2.2%
Information	0.7%

**Table 15: City of Bryan Occupational Breakdown**  
**Source: American Community Survey, American Fact Finder, 2014 data**

## Current Industries

Table 16 shows the industries within the City of Bryan and the revenue generated in the past 4 and 9 years. Between 2007 and 2012, there was a general increase in revenue in every industry except Real Estate and Rental and Leasing. This decrease in real estate sales reflects the national trend during this time period - due to the housing market crash of 2007.

Major Industries						
	2007			2012		
	# of Establishments	# of Employees	Sales (\$1,000)	# of Establishments	# of Employees	Sales (\$1,000)
Utilities	N/A			1	20 to 99	Revenue not collected at this level
Manufacturing	73	3,948	788,638	69	3,967	928,524
Wholesale Trade	74	1,102	520,144	83	1,126	864,923
Retail Trade	294	3,600	991,312	299	1,126	1,271,333
Transportation and Warehousing	N/A			46	6,153	74,124
Information	36	691	N/A	38	500 to 999	N/A
Finance and Insurance	N/A			114	757	N/A
Real Estate and Rental and Leasing	95	487	80,821	92	558	75,493
Professional, Scientific, and Technical Services	166	1,000 to 2,499	Withheld	191	1,166	143,240
Administrative and Support and Waste Management and Remediation Services	89	3,117	116,437	87	1,000 to 2,499	Withheld
Educational Services	12	24	2,074	7	20 to 99	Withheld
Arts, Entertainment, and Recreation	22	425	19,039	19	444	22,392
Accommodation and Food Services	130	2,153	89,561	139	2,436	114,957
Other Services (Except Public Administration)	150	840	104,297	26	100 to 249	Withheld

**Table 16: Major Industries with the City of Bryan**  
Source: U.S. Census Bureau 2007 and 2012 Economic Census

## Coulter Airfield

Coulter Airfield is owned and operated by the City of Bryan. It is an important economic asset for the City, and functions to meet the air transportation needs for a range of constituents and agencies including; business, personal, and recreation. The airport primarily accommodates small to medium propeller and jet powered aircraft, however, it can also accommodate general aviation flight training operations as demand warrants.



A business plan for the airport was created in 2014. The plan contemplated the future of the airport, and made recommendations to increase aviation activity and overall revenue. These recommendations included renting hangar space to airport tenants, developing non-aviation airport properties (such as a restaurant, hotel, bed-and-breakfast, etc.), and adjusting rates and charges at the airport to be competitive with regional market prices. A self-sustaining airport with increased aviation activity could become a catalyst to bring more corporations and businesses with aviation needs to Bryan. For more information, reference the Bryan-Coulter Field Airport Business Plan.

## Bryan's Industrial Parks

The City of Bryan's industrial base includes the following business and industrial parks:

### *Bryan Business Park*

The Bryan Business Park is located southeast of the intersection of FM 2818 and Mumford Road. The 400+ acre park was established in 1985 and since then has grown significantly (with 200 acres currently occupied). Bryan Business Council owns the undeveloped parcels and rents out other parcels. Various other businesses own developed parcels.

### *Brazos County Industrial Park*

The Brazos County Industrial Park is located on the west side of FM 2818 south of its intersection with State Highway 21. It was established as a joint city-county venture in 1969, and has been an economic driver for the Brazos Valley area ever since. This 300+ acre park is almost one hundred percent occupied with resident businesses including Pepsi-Cola, ConocoPhillips and Kent Moore Cabinets.

### Texas Triangle Park

The Texas Triangle Park consists of 191 acres, with rail capacity. Focusing on new research and new technologies, this new business park is planned to stimulate development in northern Brazos County. The park is owned by the City of Bryan – Brazos County Economic Development Foundation, Inc.

### The Research Valley Partnership

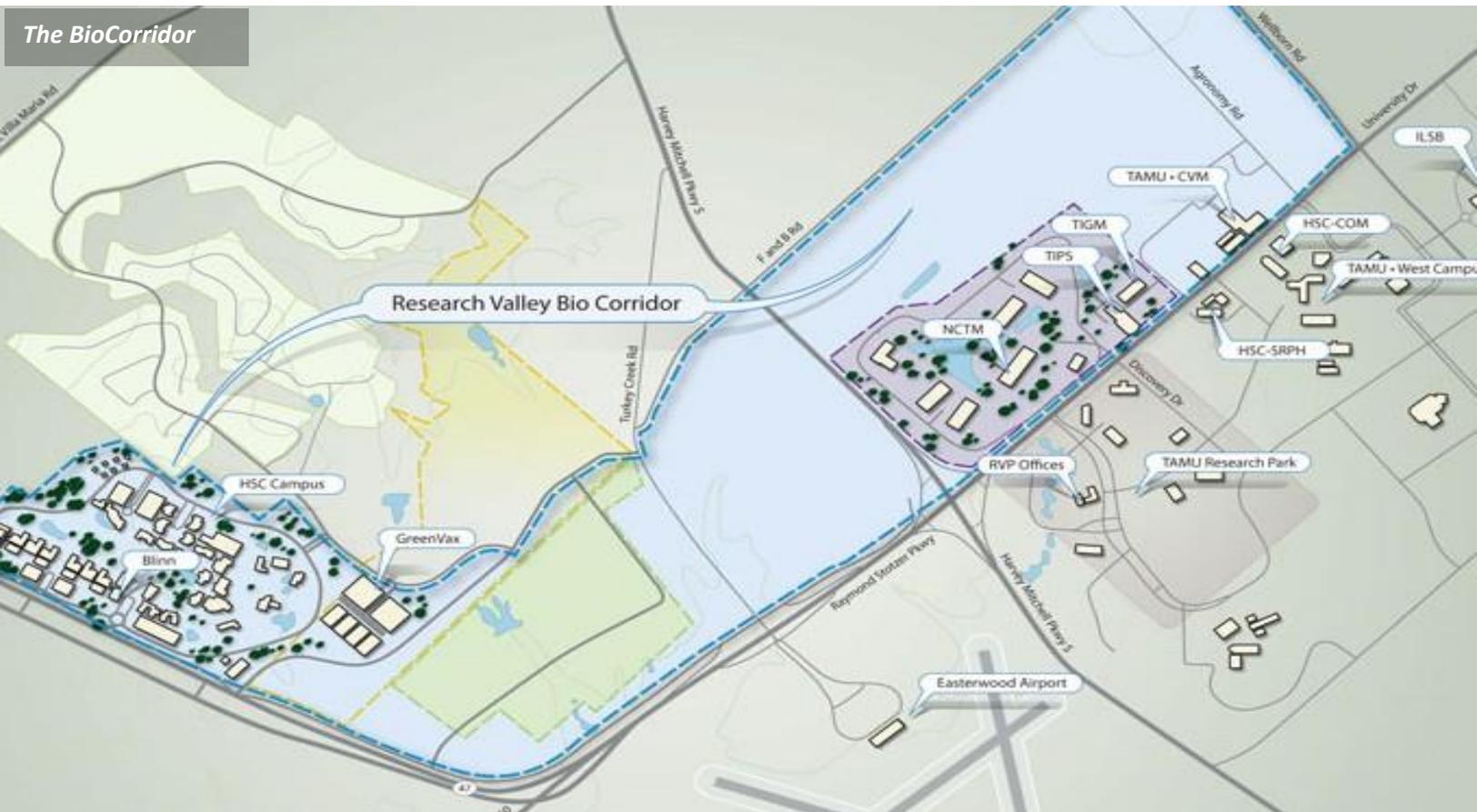
The Research Valley Partnership (RVP) is an economic development entity that partners with the City of Bryan to facilitate new development. The RVP is a partnership of city, county and private sector leaders with the mission to promote the region as an innovation hub within the commercial fields of engineering, agriculture, health, energy, and biologic science. It is intended to act as a facilitator to attract startup companies, encourage relocation of existing firms, harness and retain an educated workforce, and capitalize on the movement of goods and ideas throughout the Houston-Dallas/Fort Worth-Austin/San Antonio corridor (termed the Research Valley). Currently the top employers within the Research Valley are within the education sector, as shown in Table 17.

Research Valley Largest Employers (2016)		
Company	Sector	Number of Employees
Texas A&M University	Education	17,000+
Bryan Independent School District	Education	2,000+
Texas A&M Health Science Center	Education	2,000+
College Station Independent School District	Education	2,000+
Reynolds & Reynolds	Computer hardware/software	1,800+
Blue Bell Creameries	Food Manufacturing	1,000+
Blinn College	Education	1,000+
Sanderson Farms	Food Manufacturing	1,000+
St. Joseph Health System	Healthcare	1,000+
Walmart	Retail	1,000+
HEB Grocery	Retail	1,000+
Brazos County	Government	500-999
City of Bryan	Government	500-999
City of College Station	Government	500-999

# Economic Growth Potential

## The BioCorridor

The BioCorridor is planned to be the heart of the Research Valley and represents a tremendous economic development opportunity for Bryan. The construction of the Texas A&M Health Science Center, announcement of the master planned ATLAS Community, a \$285 million biosecurity grant awarded to Texas A&M University in 2012, and establishment or relocation of several bio firms to the area have also contributed to its synergy. As College Station reaches buildout, Bryan will possess the only vacant land adjacent to Texas A&M University's West Campus, RELLIS Campus, Health Science Center, and Northgate. This availability of land gives the City more leverage to continue to attract new companies and encourage the relocation of existing companies well into the future.



### Future Industries

The Texas Workforce Commission defines the Brazos Valley Workforce Development Area as Brazos, Burleson, Grimes, Leon, Madison, Robertson, and Washington Counties. The main industries in this area are listed in Table 18 (in the order of highest average employment to lowest average employment). The Texas Workforce Commission forecasts that the employment for each of these industries will increase by at least 15% by the year 2022.

Industry	Forecasted Employment Growth Rate (by 2022)
Education and Health Services	21.3%
Trade, Transportation and Utilities	16.0%
Leisure and Hospitality	27.2%
Manufacturing	15.2%
Construction	21.2%
Professional and Business Services	26.8%
Natural Resources and Mining	20.2%
Financial Activities	18.2%
Other Services, Ex. Government	15.6%
Information	14.9%

**Table 18: Brazos Valley Workforce Development Area Employment by Industry**  
Source: Texas Workforce Commission, 2012

This forecasted employment growth, as well as the initiative to attract engineering, agriculture, health, energy, and biologic science related industries to the BioCorridor place Bryan in an advantageous position to diversify the industries within its city limits. Bryan’s three existing industrial parks Texas Triangle Park, Brazos County Industrial Park, and Bryan Business Park have and continue to attract new employers; which will generate both a larger number and larger variety of jobs. Bryan should continue to build upon this success by continuing to market commercial and industrial space to new employers. Close coordination with the RVP will provide the City with a continuous understanding of the industrial and business space demand within the targeted BioCorridor industries. It would also be beneficial to examine other regional research geographies to understand advantages and techniques of other regional economic development organizations.



**Future Workforce**

The occupational types listed in Table 19 are represented in the biotechnology industry. This listing is different than the occupational types of Bryan’s current workforce. As discussed in the Education Chapter, Bryan does not currently have workforce development programs specifically focused on target biotechnology industries. Companies desire locating to areas where there is a skilled local workforce in place. Targeted workforce development will create another incentive for high-paying/high-growth companies to locate in Bryan.

Occupation (NAICS title)
General Medical and Surgical Hospitals
Architectural and Engineering Services
Computer Systems Design and Related Services
Legal Services
Management and Technical Consulting Services
Other Professional and Technical Services
Accounting and Bookkeeping Services
Scientific Research and Development Svc
Software Publishers
Electronic Instrument Manufacturing
Other Ambulatory Health Care Services
Support Activities for Animal Production
Wired Telecommunications Carriers
Other Financial Investment Activities
Security and Commodity Investment Activity
Medical and Diagnostic Laboratories
Electronic Equipment Repair/Maintenance
Medical Equipment and Supplies Manufacturing
Support Activities for Crop Production

**Table 19: Biotechnology Industry Occupations**  
 Source: [Texasindustryprofiles.com](http://Texasindustryprofiles.com)



## Economy Recommendations

The following is a list of recommendations related to the economic influences that will affect Bryan's economy.

### **Goal: Diversify and strengthen Bryan's economy.**



#### **1 Improve neighborhoods.**

EC 1.1: Develop intense neighborhood stabilization efforts in underserving areas of the City in order to eliminate blight, increase housing choices, and stimulate new investments.

EC 1.2: Provide density bonuses in certain areas of the City if affordable housing is a component of the developments. Fast track permitting for these types of projects.

#### **Focus revitalization efforts on South College Avenue and Texas Avenue.**



EC 2.1: Review and revise the South College corridor overlay district to incorporate aesthetic standards recommended in the South College Avenue Corridor Redevelopment Plan.

EC 2.2: Target infrastructure improvements along South College Avenue and Texas Avenue to increase their attractiveness and desirability to businesses and customers.

EC 2.3: Adopt a Texas Avenue corridor overlay standard.



#### **3 Proactively plan for the development of west Bryan and capitalize on area amenities.**

EC 3.1: Foster New Urbanist areas that will become a destination place for employees in the BioCorridor. Consider this a talent attraction strategy related to RVP initiatives.

EC 3.2: Build upon the success of the BioCorridor by continuing to provide compatible commercial and industrial space.

EC 3.3: Spur BioCorridor job development by coordinating workforce and education programs at Blinn College; focused on RVP workforce initiatives and BioCorridor business needs.

EC 3.4: Visit and examine other regional research geographies, such as The Research Triangle in the Raleigh-Durham region of North Carolina. Examine how some of the cities in that region benefitted from direct involvement with the regional economic development organization.

EC 3.5: Look to foster a business park / incubator / maker space near or on the campus of Blinn College to help foster Bryan's entrepreneurship efforts focused on RVP priorities and opportunities. Consider partnering with RVP, local economic development organizations, private sector, Blinn College and Texas A&M University to make this happen.

EC 3.6: Stay in close contact with the RVP leaders to understand what type of industrial and business space will be in most demand by employers in the biotechnology industry. Plan and develop space accordingly.

## 4

### **Continue to foster rehabilitation and revitalization in Downtown.**

EC 4.1: Promote residential infill in downtown areas, identified by the Downtown Bryan Master Plan.

EC 4.2: Find ways to minimize the disruption of railroad traffic.

EC 4.3: Continue to implement to the Downtown Master Plan and develop programs to help small business owners with the cost of redevelopment / barriers to entry.

EC 4.4: Target infrastructure improvements in Downtown to increase their attractiveness and desirability to businesses and customers.

## 5

### **Foster a better image of Bryan.**

EC 5.1: Send representatives of Bryan to national conferences for planning, urbanism, biotech, and research.

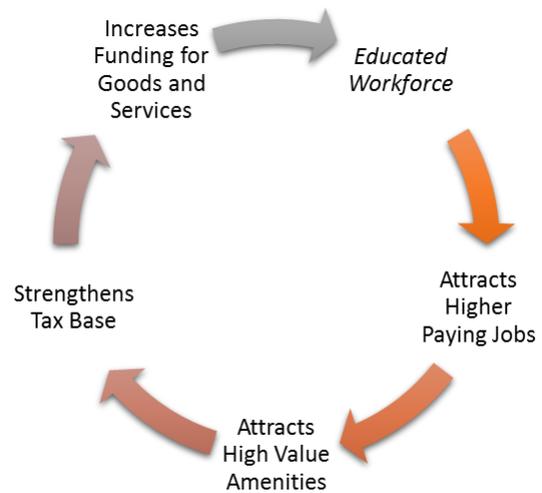
EC 5.2: Continue to promote Bryan to attract new businesses.



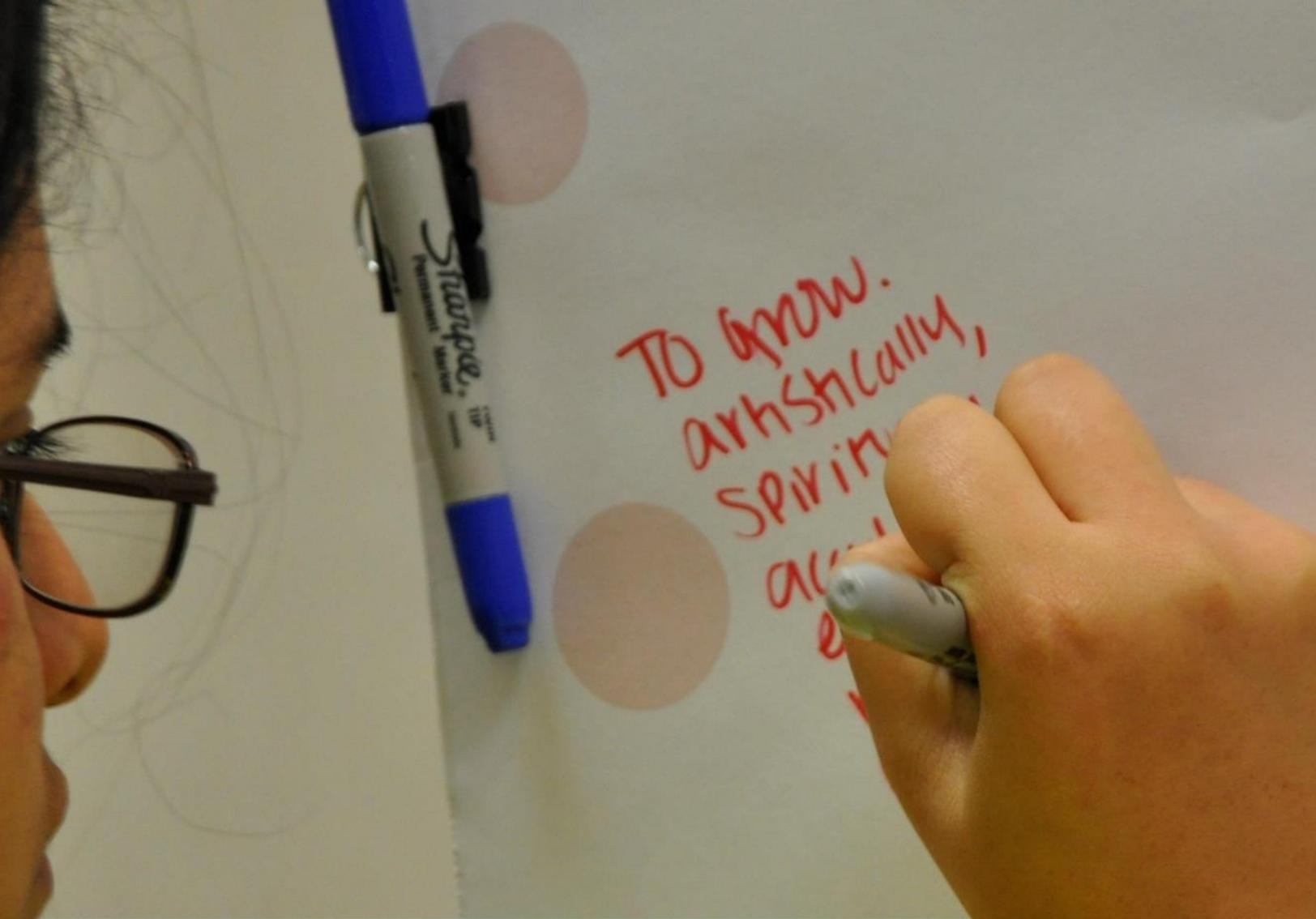
## CHAPTER 3 EDUCATION

# Education

Educational attainment is often an indicator of a community's quality of life, public safety, and economic competitiveness. This is because high educational attainment amongst a population attracts higher paying employers, as well as upscale commercial development and amenities. In return, high paying jobs and nicer amenities draw in skilled, educated workers from outside of the community and encourage those already in the community to stay. This cycle strengthens the sales and property tax base, allowing cities and schools to provide better services. Analysis performed by the Population and Survey Analysts (PASA) for the Bryan Independent School District in 2015 identified several factors that affect growth in Brazos County. The impacts to education are identified within this chapter.



Aside from the indirect benefits education has in a community, the educational institutions themselves are dependent upon their own performance, as well as the performances of the entire system. For example, in today's educational environment it is common for high school students to be co-enrolled in community college classes, or for community college students to be co-enrolled in university classes. Diverse educational institutions in a community, such as the higher education opportunities in Bryan, allow for the pooling of resources so that programming can be stretched and tailored to accommodate a wider range of learners. Educational attainment is a primary indicator of a community's capacities and strengths. It has direct effects on employment and anticipated population growth within the City. With regard to employment, PASA predicts that Brazos County will continue to grow; with Bryan-College Station Metropolitan Statistical Area (MSA) receiving a large proportion of the population migration. Thus, it will be important for the City to provide new and creative educational opportunities with community partners. Enhancing the existing educational system and its provisions will also enable Bryan to improve its perception and reinvigorate the community's investment in education. This, in turn, will yield positive long-term effects for the City of Bryan, its residents, and the local economy. In 2015, 39 percent of the Brazos County population and 30 percent of the City of Bryan's population obtained bachelor's degree; while nearly 84 percent of the County and 77 percent of the City received high school diplomas.



### “What We Heard on Education”

During the stakeholder feedback process, numerous comments were received regarding education in Bryan. While there is an enormous, undoubtable asset of Texas A&M University and Blinn College, surprisingly much of the feedback included comments to address the community’s perception of Bryan ISD, the need to recruit/maintain talented teachers, and desire to boost the community’s participation in the support of the education system. The following is a highlight of comments we received:

- Desire for a strategic facilities and educational plan that remains current and periodically updated
- Bryan ISD should continue to host and expand realtor tours to showcase unique housing choices and encourage people to live in the school district
- Better pay and incentives to attract and retain quality educators
- Quality jobs for the existing level of education
- Quality education for both college-bound and non-college-bound students
- Continued or increased collaboration between educational institutions

## Educational Assets

Bryan offers a breadth of educational opportunities for a city of its size. These opportunities include traditional pre-kindergarten and early education; K-12 public education; as well as numerous accredited charter and private schools; and associate, technical, and university education.

### Bryan Independent School District (BISD)

The Bryan Independent School District is the primary educational provider in the Bryan area; educating almost 16,000 students between 15 elementary schools (grades K - 5), 4 middle schools (grades 6 - 8), and 4 high schools (grades 9 - 12). Each campus offers a unique combination of programs that enhance learning and promote post-secondary success. For example:

- Two (2) elementary campuses and one (1) middle school campus offers dual language programs.
- Advanced academics are available at the middle school level.<sup>2</sup>
- Bryan Collegiate High School offers combined high school and college level courses that gives students an opportunity to earn 60 college credit hours.
- Various Career and Technical Education Certifications (including NCEER Welding Levels I and II, Certified Nurse Assistant and Microsoft Office Specialist) are offered in the high schools.
- Advanced Placement (AP) is offered for advanced students and an option for students looking to prepare for college.

BISD also offers one International Baccalaureate (IB) school and one alternative school. The IB curriculum provides a cohesive and comprehensive liberal arts and sciences program of study for highly motivated juniors and seniors of differing educational backgrounds, abilities, and interests.<sup>3</sup> This pre-university program provides a balanced program that stimulates thought and creativity and enhances the international perspective of students. The IB full diploma is a program, not a single course. Students take courses in six areas over their junior and senior years. Thus, each IB Diploma Candidate has excelled in six or more advanced subjects. The IB school is known around the globe for providing best-in-class professional development for educators. This challenging program demands the best from motivated students and teachers, and commits to continuing education by providing an extensive package of professional development for teachers and administrators. Schools are required to participate in an ongoing process of review and development, using standards and practices that apply to all IB World Schools.<sup>4</sup>

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<sup>2</sup> Bryan Independent School District (BISD). [www.bryanisd.org](http://www.bryanisd.org)

<sup>3</sup> Bryan High School Website. <http://bryanhighborseman.com/ib>

<sup>4</sup> Excellence for All. "International Baccalaureate Organization – IB Diploma Programme." [www.ncee.org](http://www.ncee.org)

In November 2014, BISD voters passed a historic \$132 million bond that includes renovations to all of the system’s campuses, an all-new SFA Middle School, an all-new Sul Ross Elementary, the demolition and reconstruction of the Merrill Green Stadium press box, and district-wide classroom additions. These renovations will support a grade reconfiguration (in August 2017) of the current PK/K-5 elementary, 6 to 8 middle school, and 9 to 12 grade high school to a model that incorporates an intermediate school.

The Texas Education Agency Accountability Rating System is determined by evaluating four target areas (Student Achievement, Student Progress, Closing Performance Gaps, Postsecondary Readiness). Annual State of Texas Annual Assessment of Readiness (STAAR) test scores are evaluated under Student Achievement. Student progress in subjects from year to year are evaluated under Student Progress. The Closing Performance Gaps target considers high-level achievement of lowest performing students. Graduation rates, diploma plans, and college and career readiness standards are evaluated for Postsecondary Readiness.

In 2015, the Texas Education Agency rated Bryan ISD’s Accountability Rating as “Met Standards”, with the Special Education Determination Status being “Needs Intervention.” In addition to this rating, nine schools received special honors or “Distinctions”.

#### Bryan ISD Quick Facts:

- Total students: 15,943
- 2,000+ employees
- 15 elementary schools, 4 middle schools, 4 high schools, 1 IB school, 1 alternative school
- Home to a Top 5 percent High School (US News)
- Home to the only regional Early College High School (ECHS)
- Home to the only regional IB program
- Students per teacher: 15.2 (Statewide: 15.2)
- Average teacher experience: 9.7 years (Statewide: 11 years)
- Four-year graduation rate: 78.8 percent (Statewide: 88.3 percent)
- Dropout rate: 3.7 percent (Statewide: 2.2 percent)
- Limited English proficiency: 22.3 percent (Statewide: 18.2 percent)
- Average SAT score at Bryan ISD was 1430 (Statewide: 1417)
- Average ACT score was 20.2 (Statewide: 20.6)
- Bilingual/ESL: 23 percent (Statewide: 17.8 percent)
- Career and Technical: 21.4 percent (Statewide: 23.2 percent)
- Gifted and Talented: 12.8 percent (Statewide: 7.6 percent)
- Special Education: 8.1 percent (Statewide: 8.5 percent)
- Percent of economically disadvantaged students: 74 percent (Statewide: 59%)

*Source: Texas Academic Professional Report; Bryan ISD (2014-2015 school year)*

Schools receiving a “Met Standards” rating may qualify for up to seven “distinctions”. These distinctions are academic achievement in Reading/English Language Arts, Mathematics, Science, or Social Studies, top 25 percent in Student Progress or Closing Performance Gaps, and postsecondary readiness. The schools that received distinctions are Bowen Elementary, Bryan High School, Bryan Collegiate High School, Houston Elementary, Jane Long Middle School, Johnson Elementary, Rudder High School, Sam Rayburn Middle School, and Stephen F. Austin Middle School. Johnson Elementary and Bryan Collegiate High School received the highest number of distinctions (five and seven respectively).

The schools that were rated “Needs Intervention” are Anson Jones Elementary, Fannin Elementary School, and Ben Milam Elementary. BISD is addressing this rating by providing professional service providers and establishing targeted intervention plans at each school.

The US Census Bureau gathers educational attainment statistics for both Bryan and Brazos County, which are reflected in the following table.

Table 20 highlights the current [2015] level of educational attainment achieved by individuals within the boundaries of Bryan ISD compared to those within Brazos County. In 2015, the proportions of individuals obtaining all forms of higher education degrees (Associate, Bachelor’s and Graduate/Professional degrees) in Bryan increased to 34 percent, as compared to 29.8 percent in 2000. The number of individuals dropping out of high school, just short of obtaining a diploma, has decreased by nearly three percent since 2000 (from almost 15 percent to 12 percent). The same trends are reflected in Brazos County; including a nearly three percent decrease since 2000 in the number of individuals not getting their high school diploma (from almost 11 to 8 percent). Various educational characteristics and conditions for BISD, and across the State, during the 2015 academic year are displayed in Table 21.

Educational Level	Bryan ISD Total Persons	Bryan ISD Percent Total	Brazos County Total Persons	Brazos County Percent of Total
Less than 9 <sup>th</sup> Grade	6,537	12%	7,770	8%
9 <sup>th</sup> – 12 <sup>th</sup> , No Diploma	6,586	12%	8,445	8%
High School Graduate	14,002	25%	20,646	20%
Some College	10,119	18%	20,793	20%
Associate Degree	2,177	4%	4,935	5%
Bachelor’s Degree	9,777	17%	22,116	22%
Graduate/Professional Degree	7,228	13%	17,855	17%
Total	56,426	100%	102,560	100%
HS Graduate or Higher	77%		84%	
Bachelor’s Degree or Higher	30%		39%	

**Table 20: Educational Attainment of Persons 25 Years and Older**  
**Source: 2015 PASA Report, 1-year American Community Survey**

According to Table 21, the student teacher ratio for BISD is 15.2 students per teacher. This is the same ratio as the State of Texas. This ratio has increased from 14.6 to 15.2 in the last twelve years, however, this is still a relatively small ratio when compared to the U.S. average (15.9). The small class sizes are a marketable asset that the BISD regularly boasts. Small class sizes afford more one-on-one time between teachers and students, which can yield higher retention rates, greater understanding of course material, and a higher level of learning among those students. Highlights of BISD’s enrollment statistics are outlined in the following list:

- The average total score on the SAT examination (1430) and ACT examination (20.2) have improved and remain competitive with the State (1417 and 20.6, respectively).
- The number of economically disadvantaged students in Bryan ISD schools has significantly increased from 62.6 in 2004 to nearly 74 percent in 2015, which exceeds the State’s proportion by nearly 15 percent. This important trend and its implications for BISD are discussed in greater detail in the *Current Demographic Trends Affecting Education* section.
- The drop-out rate in BISD for grades 9 to 12 during the 2014 to 2015 academic year is 0.4 percent compared to nearly 1.9 percent during the 2003 to 2004 school year.

Statistic	Bryan ISD	College Station ISD	Region 6**	State of Texas
Total Number of Schools	27	15		8,748
Total Number of Students*	15,943	12,377	184,524	5,0215,282
Total Teachers*	1,049.0	837.8	12,330.0	342,191.8
Student Teacher Ratio*	15.2	14.8	15.0	15.2
Attendance Rate*	96.0%	96.4%	96.0%	95.9%
Annual Drop Out Rate*	0.4%	0.8%	1.8%	0.5%
STAAR: % Met or Exceeded Progress	52%	65%	58%	57%
Average SAT score*	1430	1609	1492	1417
Average ACT composite score*	20.2	23.5	21.7	20.6
Percent Economically Disadvantaged*	73.6%	34.1%	49.9%	58.8%
<p>* Note: All grades and all subjects tested.  ** Region 6 is comprised of the following counties and their school districts: Austin, Brazos, Burleson, Grimes, Houston, Leon, Madison, Milam, Montgomery, Polk, Robertson, San Jacinto, Trinity, Walker, and Washington. For more information, visit the Region 6 website at <a href="http://www.esc6.net">www.esc6.net</a>.</p>				

**Table 21: BISD and State of Texas Education Statistics**

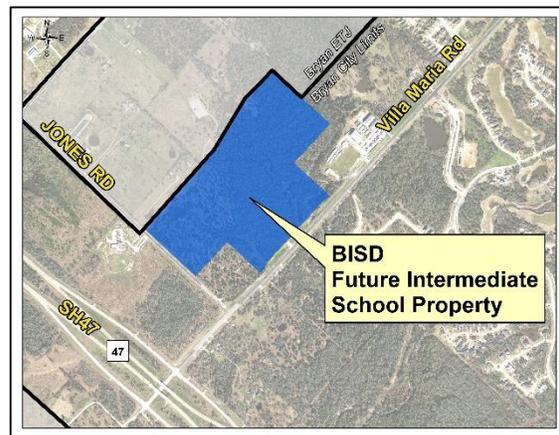
Source: Texas Educational Agency, 2014-15 Texas Academic Performance Report, National Center for Education Statistics

Enrollment has slowly increased each year, with BISD adding nearly 1,680 students over the last decade. PASA projects school enrollment will continue to increase, but at a rate closer to 1.5 percent over the next five years, rather than the 2.6 percent growth rate experienced from 2006 to 2009. The 1.5 percent annual growth rate is within a moderate growth projection range of 1.28 to 1.78; which projects an average of 243 students per year over the next five years, with an additional increase of an average 299 students for the second half of the projection period. BISD has plans to add two new school locations—one campus at W Villa Maria Road and Jones Road (toward the southwestern city limits), and the second campus on Old Reliance Road near Coulter Airfield (within the northernmost boundaries of Bryan) in order to accommodate this projected growth. According to the Population and Survey Analysis conducted in 2015, BISD could have a projected enrollment of 17,443 students by the fall of 2020, and a total of 18,937 students by the fall of 2025. It is important to note that this is a ten-year moderate projection scenario that makes the following assumptions:

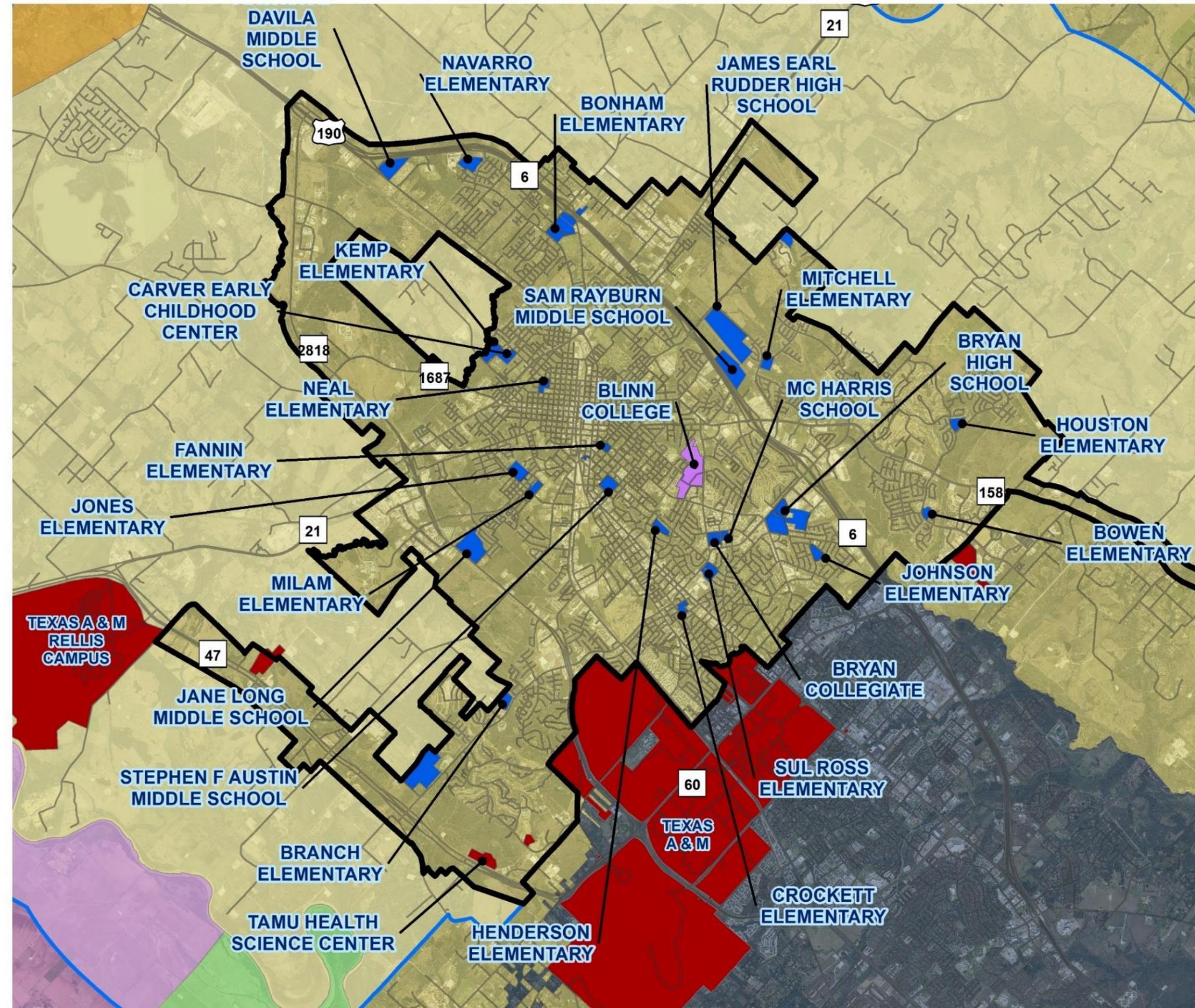
- The perception of the District remains the same or becomes more positive relative to surrounding districts.
- A greater proportion of young students move into the District.
- The ratios of students per home will not increase in the majority of subdivisions.
- Unemployment rates will remain at 3.0 percent to 4.0 percent in the BISD catchment area, but will return to between 4.0 to 4.5 percent over the next two to four years.
- Interest rates do not increase by more than two percent over current levels for the next three years.
- Global concerns do not accelerate.



**Figure 10: Proposed future BISD Campus Location 1**



**Figure 11: Proposed future BISD Campus Location 2**

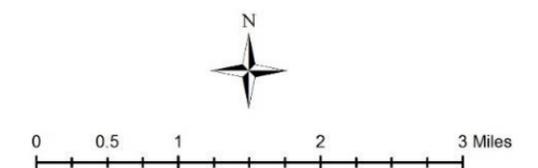


## Education Map

### Map Features

- Bryan ISD Properties
- Blinn College Properties
- TAMU Properties
- Bryan ISD
- College Station ISD
- Caldwell ISD
- Hearne ISD
- Snook ISD
- Bryan City Limits
- Bryan ETJ

Figure 12: Education Map



## Private Schools

The Bryan community is served by six private school campuses, which serve nearly 1,340 students in grades Prekindergarten to twelfth grade (see the details about each campus in Table 22). These schools have a notably reduced class size (ranging from six to seven students per teacher to a maximum of 10 to 12 students). Four of the six schools serve all grades, pre-kindergarten through high school, while Still Creek Christian School serves first through twelfth grades. Brazos Christian School is the largest private school in Bryan (enrolling 420 students) followed by St. Joseph Catholic School (enrolling 381 students at two campuses). All of these educational facilities are accredited by various organizations; from churches to national associations.

Private schools are important to the BISD school system because they provide variety and options for the citizens of Bryan to choose the educational framework and curriculum that best suits each family’s needs. The availability of quality education is often cited as a major factor in the relocation and purchase of a home. Providing families with a variety of exemplary educational opportunities will likely attract new populations into the City.

School	Location	Grades	Students
Allen Academy	3201 Boonville Road Bryan, TX 77802	PK – 12	325
Brazos Christian School	3000 W Villa Maria Road Bryan, TX 77807	PK – 12	420
Cornerstone Christian Academy	3200 Cavitt Avenue Bryan, TX 77801	K – 12	98
St. Joseph Catholic School	600 S Coulter Drive Bryan, TX 77803	PK – 12	332
St. Michael’s Academy	2500 S College Ave Bryan, TX 77801	PK – 12	116
Still Creek Christian School	6055 Hearne Road Bryan, TX 77808	1 – 12	49

**Table 22: Brazos County Private Schools**

Source: <http://www.privateschoolreview.com/texas/brazos-county>

## Higher Education

Blinn College's Bryan campus is home to 13,500 of the system's 19,000 students, and has been educating area students since 1970. The campus has become an increasingly pivotal institution in the Brazos Valley. Today, it copartners in several academic programs with Texas A&M University, and is the largest single source of transfer students to the university of any institution. This in turn has made Blinn College in Bryan one of the few destination community colleges; with students moving to Bryan from across the state in the hopes of gaining transfer admission to four year universities (primarily Texas A&M University).

Blinn College and Texas A&M University have formed several important co-educational programs. The Texas A&M University Engineering Academy (TEAM) at Blinn, also known as the Blinn TEAM, allows students to pursue a degree in engineering while being co-enrolled at the two institutions. Members of the Blinn TEAM will eventually apply for full enrollment at Texas A&M University via transfer. Students for the Blinn TEAM program are selected by the Office of Admissions at Texas A&M University. Programs like this have helped Blinn College stand out as a community college for aspiring four-year college students and high school students alike.

One example of this unique partnership exists between the Texas A&M University Engineering Extension Service (TEEX) and Blinn College Fire Sciences Program. In 2007, the Blinn College Board of Trustees approved expanding the college's fire science program to include training at the world-renowned Brayton Fire Training Field in College Station. Blinn College made an agreement with TEEX, part of the Texas A&M University System, to provide 12 weeks of practical training and classroom instruction. The agreement allows TEEX to offer college credit and financial aid to fire academy students, as well as provides Blinn College students with a higher capacity to pass the necessary certifications as required by the Fire Science Program.

It is worth mentioning that the Blinn College Workforce Training Center, which is part of the Technical Education Center, is available to all citizens. The center provides weekly workshops such as career advising, mock interviews, resume building, and job search assistance. The Workforce Training Center also offers skills training in computer numeric controlled (CNC) machining, welding, Certified Nursing Assistant (CNA), phlebotomy, computer classes, management and customer service. Workforce Education non-credit classes are designed to fulfill specific workforce training needs for individuals, businesses and industry. These courses are designed to provide training for a career, including preparation for industry certification where appropriate. Students can master a workforce skill without taking entrance exams or enrolling in college credit courses. Programs are accessible to all populations because many are offered in a non-traditional format with daytime, evening and weekend options available at seven campus locations across Texas.

# QUICK FACTS:

## Blinn College



- Home to 13,500 of the Blinn System's 19,000 students
- Educating students in Bryan since 1970
- One of the few community colleges that attracts non-local students; educates students from over 1,500 zip codes
- 65 percent of students who transfer attend Texas A&M University
- Continuous enrollment growth even as community college enrollment has decreased nationally
- Over 75 programs of study for all kinds of students

## Texas A&M University



- 59,000+ students in College Station
- Founded in 1876, Texas A&M was the first public college in Texas
- 268 degree programs
- Tier I research university
- Land, Sea, and Space Grant University
- Ranked #2 best-value public school; #1 for veterans; #3 nationally for research, service, and social mobility

While the Workforce Training Center provides a valuable service to the community, there remains a gap between job skills training, a locally accessible skilled labor force, and potential industries/businesses. Having a skilled locally accessible labor force is a major attraction for new industries and businesses looking to locate in the Research Valley. Due to the number of blue collar jobs and nonworking populations in Bryan, there is a clear demand for a skilled labor force and workforce training opportunities. Thus, it is recommended that Bryan evaluate the viability of establishing a technical school within the city limits to supplement existing educational institutions, and provide an expanded curriculum aimed at attracting new industries to employ the local population. Technical schools offer such specialized training as dental assistant, diesel equipment technology, electrical construction/power and controls, emergency medical services, environmental technology/health and safety, heating ventilation and air conditioning technology, building construction technology, drafting and design, occupational safety compliance technology, and electrical line worker technology, to name a few.

Texas A&M University recently announced its plan to make a multi-million-dollar investment in the RELLIS Campus that will ultimately yield a new satellite campus called RELLIS—which comes from an acronym of the Texas Aggies Core Values: Respect, Excellence, Loyalty, Leadership, Integrity and Selfless Service. Many of the campus’ existing buildings will be demolished to make way for a \$38 million education center plan that will accommodate more than 10,000 students, including those that do not get into the University’s main campus.<sup>5</sup> According to the statement released by Texas A&M University, the campus will include a cluster of seven new buildings and test beds meant to encourage the private sector to develop secure research facilities adjacent to the campus. The academic focus of this campus will include robotics, driverless and connected vehicles, advanced manufacturing, large-scale testing, as well as smart power grids and water systems. According to the University’s chancellor, RELLIS will be a magnet for technology companies looking to locate their research facilities to the Brazos Valley. It will also draw thousands of additional students to study here; which will ultimately contribute to the local economies of Bryan, College Station, Brazos County and the State. This is another colossal investment in education, technology and research that the City will be able to capitalize on. The City should collaborate with Texas A&M University, and plan for the expansion and projected growth. It is critical that the City be aware of the implications that the proposed project has on housing (along Highway 47), transportation, economic development, infrastructure, population growth, future annexation, land use decisions, and potential gateway development (along Highway 21).

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<sup>5</sup> A&M Announces new research campus.” KBTX online. [www.kbtx.com](http://www.kbtx.com)

## Current Demographic Trends Affecting Education

The educational offerings of Blinn College, and the close proximity of nationally respected Texas A&M University, help to make Bryan an attractive destination for research and development industries due to the highly skilled labor force and educational partnership opportunities available. Bryan’s ability to remain attractive for potential residents and employers will also be directly tied to the success of Bryan ISD.

Now that Bryan’s current educational facilities have been profiled, and projected expansion/growth has been identified in the previous section, it is the purpose of this section to analyze how that growth will impact overall community trends. This analysis includes the secondary impacts of Blinn College, Texas A&M University, and BISD’s growth (such as economic development and research opportunities).

### Employment

The 2010 Census and the annual American Community Survey provided updated information about residents of Bryan, including the economic sections in which residents work. There was an increase of 1,999 persons (roughly 18 percent) in total employment in Bryan between 2010 and 2014 (from 34,748 to 36,747 employed individuals). However, according to Table 23, below, the proportion of Bryan’s unemployed population (5.9 percent) is almost equal to that of the Country (5.8 percent), and is nearly a full percentage higher than Brazos County and the State of Texas (both of which yield 4.9 percent unemployed).

The Bureau of Labor Statistics cites the highest unemployment rate across the State of Texas to be among individuals between the ages of 16 and 19 years of age (16 percent). Nearly 10 percent of the State’s population between 20 and 24 years of age are unemployed. Approximately 5.2 percent of the population, between 25 and 34 years, are unemployed. Less than four percent are unemployed between the ages of 35 and 44, 45 and 54, 55 and 64, and 65 years and over. The median age is 29.6 in Bryan, 25.0 in Brazos County, and 33.9 in Texas.

Employment Status	Bryan	Brazos County	Texas	United States
Population 16 Years +	60,740	164,380	19,858,082	248,775,628
In labor Force	66.5%	63.4%	64.9%	63.9%
Civilian Labor Force	66.4%	63.3%	64.4%	63.5%
Employed	60.5%	58.4%	59.5%	57.7%
Unemployed	5.9%	4.9%	4.9%	5.8%
Armed Forces	0.1%	0.1%	0.5%	0.4%
Not In Labor Force	33.5%	36.6%	35.1%	36.1%

**Table 23: Employment Status – Bryan, Brazos County, Texas, and the United States**  
 Source: 2000 Census, 2010-2014 5-Year American Community Survey Estimates

According to the US Census, 52 percent of Bryan’s population between 16 and 64 years of age worked 50 to 52 weeks out of the year; while 25.7 percent did not work at all. The majority of the work-eligible population (56.6 percent) usually worked 35 or more hours per week, 17.1 percent usually worked 15 to 34 hours per week, 4.5 percent worked up to 14 hours per week, and 21.8 percent did not work at all. These statistics indicate that the majority of Bryan’s labor force is employed full-time throughout the year.

Table 24 shows the percentage of employed individuals working in each industry for the City, County and State. It is not surprising that the largest employment sector represented is the educational services, health care, and social assistance sector (27 percent). This was similar to the County’s proportion of 33.2 percent. Also similar to the County and State proportion, entertainment, and recreation, and accommodation and food services were the next largest sectors—making up 11.2 percent in Bryan. The smallest sector is the information sector at 1.3 percent. Manufacturing industries saw the largest growth of all industry sectors from 2010 to 2014; increasing by nearly 3.4 percent. These industry proportions are reflected in the following list of the region’s largest employers (Table 24).

Industry	Bryan		Brazos County	Texas
	2010	2014	2014	2014
Total Employed Persons	34,748	36,747	95,940	11,809,010
Agriculture, Forestry, Fishing, Hunting, and Mining	3.0%	3.7%	3.2%	3.3%
Construction	10.5%	9.5%	7.0%	7.8%
Manufacturing	6.5%	9.9%	6.1%	9.3%
Wholesale Trade	2.3%	2.2%	2.0%	3.0%
Retail Trade	10.9%	10.9%	10.6%	11.6%
Transportation, Warehousing, and Utilities	3.1%	2.8%	2.6%	5.4%
Information	1.7%	1.3%	1.3%	1.8%
Finance, Insurance, Real Estate, Rental and Leasing	4.5%	4.8%	5.1%	6.6%
Professional, Scientific, Management, and Administrative and Waste Management Services	9.4	8.1%	9.3%	10.9%
Educational Services, Health Care/Social Assistance	28.1%	27.0%	33.2%	21.8%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	9.8%	11.2%	11.8%	8.8%
Other Services, Except Public Administration	6.4%	5.6%	4.5%	5.4%
Public Administration	3.8%	2.9%	3.3%	4.4%

**Table 24: Employment Industry – Bryan, Brazos County, and Texas**  
**Source: 2000 Census, 2010-2014 5-Year American Community Survey Estimates**

Table 25 lists the major employers located in Bryan, each company’s industry sector classification, and the estimated number of employees. Across the region, educational entities make up the top four employers: Texas A&M University, BISD, Texas A&M University Health

Science Center, and College Station ISD. Blue Bell and Sanderson Farms make up the largest food manufacturing employers. St. Joseph Health System provides over 1,000 plus jobs in the health care sector. Walmart and HEB Grocery make up the largest retail employers in Bryan.

Company	Sector	Employees
Texas A&M University System	Education	17,000+
Bryan ISD	Education	2,000+
Texas A&M University Health Science Center	Education	2,000+
College Station ISD	Education	2,000+
Reynolds & Reynolds	Computer Hardware/Software	1,800+
Blue Bell Creameries	Food Manufacturing	1,000+
Blinn College	Education	1,000+
Sanderson Farms	Food Manufacturing	1,000+
St. Joseph Health System	Health Care	1,000+
Walmart	Retail	1,000+
HEB Grocery	Retail	1,000+
Brazos County	Government	500-999
City of Bryan	Government	500-999
City of College Station	Government	500-999
College Station Medical Center	Health Care	500-999
Ply Gem Windows	Manufacturing	500-999
Baylor Scott & White Health	Health Care	500-999

**Table 25: Major Employers in the Region, 2016**

Source: Research Valley Partnership, [www.researchvalley.org](http://www.researchvalley.org)

It will continue to be important for all of the educational institutions in Bryan to consider employment rates, local industries and major employers when planning curriculums and programs. The Bureau of Labor Statistics sites a correlation between employment and educational attainment. The higher the degree attained, the lower the unemployment rate for individuals with that degree. In addition, the local industries and employers serve as an indicator to determine the skills needed by the local workforce. Curriculums and programs targeted at higher educational attainment will help ensure that the City provides and maintains a diverse locally accessible skilled workforce.

## Income

The 2014 estimate of the median household incomes attained by persons in Bryan, Brazos County, Texas and the United States are shown in Table 26. According to the US Census Bureau, the \$20,499 per capita income in Bryan was the lowest when compared to County, State, and country income levels. Bryan’s per capita income is nearly \$1,744 less than Brazos County, \$6,014 less than Texas,

and \$8,056 less than the country. Median household income remains just above that of the County, though the difference between them has diminished significantly. In 1999, the gap between Brazos County and Bryan was nearly \$2,568. Today, the difference is a nominal \$261. The State and Nation’s median income levels are over \$13,000 higher than Bryan’s. It is important to note that the percentage of persons below the poverty level in Bryan (27.3 percent) is 9.6 percent higher than Texas, and 11.7 percent higher than the U.S. Over 45.5 percent of households experiencing poverty in Bryan are female-headed households, and nearly 18.7 percent are comprised of families. With 29.3 percent, Brazos County has the most individuals below the poverty level when compared to other counties, the State, and the country. However, there are fewer families (15.4 percent) and female-headed households (42.1 percent) experiencing poverty in the County.

Income	Bryan	Brazos County	Texas	United States
Per Capita Income	\$20,499	\$22,243	\$26,513	\$28,555
Median Household Income	\$39,321	\$39,060	\$52,576	\$53,482
Percent Individuals Below Poverty Level	27.3%	29.3%	17.7%	15.6%
Percent Families Below Poverty Level	18.7%	15.4%	13.7%	11.5%
Percent Female-Headed Households Below Poverty	45.5%	42.1%	33.3%	30.9%

**Table 26: Median Household Income**  
**Source: U.S. Census Bureau**

As mentioned in the section describing Bryan ISD, the City of Bryan has one of the highest proportions of economically disadvantaged students in the area; increasing from 70.6 percent in 2010 to 73.5 percent in 2015. Bryan ISD ranks 72 out of 105 school districts (with over 10,000 students) in Texas—the lower the ranking the smaller the proportion of economically disadvantaged. The statewide average of economically disadvantaged student populations in all school districts with over 10,000 students is 58.4 percent (2015). Bryan ISD is not alone in acquiring more economically disadvantaged students. Since 2010, the ISDs of Leon, Centerville, Franklin, Madisonville Consolidated, Hearne, and Caldwell have all experienced a one to three percent growth in their economically disadvantaged student populations. This characteristic can have a huge impact on the ISD’s perception, as well as its measured performance and level of service needs.

Though perception can be influenced by socioeconomic status, the two are not necessarily synonymous. The City can help disadvantaged populations by collaborating with BISD to provide job training skills and educational resources.

# Deficiencies and Challenges

## Perception of Local Schools

Bryan ISD met or exceeded statewide averages for student-to-teacher ratios, SAT scores, and talented and gifted students. As highlighted throughout this chapter and its sections, Bryan ISD has a lot to be proud of when compared to the entire State of Texas—from major renovations and bond approvals to state merits in academic achievement and a variety of educational institutions to choose from. Outside of the District, Bryan is host to all three of the area’s charter schools and four of the seven accredited private schools. In essence, Bryan’s school system provides a competitive education that is inclusive and available to a highly diverse student body at all socioeconomic levels. However, one of the issues expressed through the public input process was the concern about a negative perception of BISD.

Household fliers, public events, online platforms, social media, and word of mouth are powerful tools that can be used to change the community’s perception, as well as promote the opportunities and strengths of the community. The performance numbers and facilities provided by BISD are those of a quality education system. Bryan ISD needs to continue to tell its success stories, such as the \$132 million bond received to implement District-wide repairs and renovations to campuses, the redistricting of BISD to address student distribution issues and busing issues, and the construction of a new middle school campus facility. These big wins for the school district should be marketed and highlighted as strong assets to the community as often as possible. Over time, with as much consistency and continuous improvement as possible, the negative perception will diminish and be replaced by one of excellence and resiliency.

## Regulatory Obstacles

The City of Bryan has 29.6 students per square mile, and the City’s ETJ is much less densely populated with 13.8 students per square mile.<sup>6</sup> Parts of the Cities of College Station, Kurten and Wixon Valley, as well as their ETJs are all connected by their geographical proximity to one another—the territorial boundaries intermingle along roadways and through abutting districts and developments. What one does or does not do, affects the others. All four cities have their own specific development regulations. However, collaboration between the cities should occur to ensure that each set of regulations are compatible with the long-term enrollment projections for Bryan ISD along these boundaries.

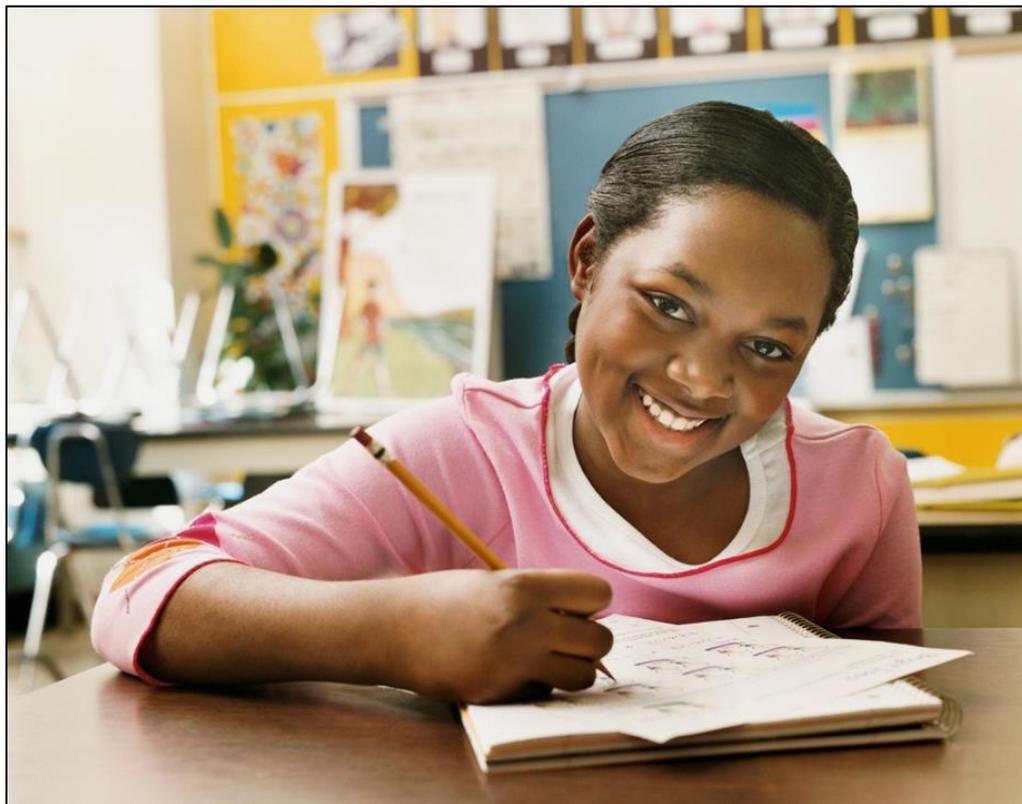
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<sup>6</sup> Population and Survey Analysis, November 2015

The City should ensure that its adopted development regulations ensure safe pedestrian areas and access routes to the areas and neighborhoods adjacent to educational facility campuses. regulations should also ensure that a variety of housing and development densities are allowed in key areas of town, ideally adjacent to schools and campus grounds.

### **At-Risk Student Population**

There are several quality of life opinions that can be studied using school district data. The number of economically disadvantaged students who qualified for assistance programs is directly correlated to the median household income and median housing value. One such assistance program that updates its enrollment numbers annually is the free/reduced price lunch program. BISD had 73.5 percent of enrolled students eligible for the program during the 2014-2015 school year; as compared to 58.4 percent in Texas. The School District is 15 percent above the statewide average for at-risk and economically-disadvantaged students, as compared to 8.1 percent in 2003-2004. Bryan ISD ranked 72 out of 105 school districts (with 10,000+ enrollment) across Texas with the highest proportion of economically disadvantaged students.



## Opportunities and Strengths

Many of the opportunities and strengths specific to BISD that are addressed in this Plan were identified by the CPAC, stakeholders, online survey, and the general public at public meetings and First Friday booths. The perceptions of the community and its schools were identified among the most significant priorities affecting the City and the success of BISD now and into the future. It was clear from community members that there is a negative perception of the City and its school district that does not line up with the achievements, performance and successes that have taken place. There are numerous opportunities for the City to address both the strengths and weaknesses of education in Bryan. However, Bryan ISD is a separate entity from the City of Bryan, meaning the City has very limited control over the policies or operation of the School District. This subsection focuses specifically on what roles the City can have in enhancing and complementing education in Bryan.

### Promote Bryan ISD

One way the City of Bryan can work to overcome perception issues is to aggressively market the great things that are happening in Bryan ISD. Newsletters, local media channels, cable channels, the district website and social media are some of the existing marketing outlets that BISD uses. Collaborative marketing efforts between the City and BISD, and entities like the Better Business Bureau (BBB) and local real estate agencies could not only keep existing residents informed but attract future residents with families to Bryan.

Honors and awards should be announced in various forums and platforms. Honors and awards that can be promoted include:

#### **Home to the only regional Early College High School**

Early College High Schools (ECHS) are innovative high schools that allows students least likely to attend college an opportunity to earn a high school diploma and 60 college credit hours.

#### **Home to the only regional International Baccalaureate (IB) program**

Only about 830 schools in the US offer the IB diploma. The IB curriculum provides a comprehensive liberal arts and sciences program for highly motivated juniors and seniors of differing educational backgrounds, skills, and interests.<sup>7</sup>

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<sup>7</sup> Population and Survey Analysis, November 2015

### **Past Awards**

U.S. News & World Report Top 1,000 High School (Bryan Collegiate) Newsweek Top 100 High School Nationwide for Low Income Students (Bryan Collegiate)

Capturing Kids Hearts' National Showcase School (Johnson Elementary)

Texas Computer Educators Association Superintendent of the Year

Education Service Center 6 Superintendent of the Year, Secondary Principal of the Year, Assistant Principal of the Year

2014 and 2016 Boys Gymnastics State Champions (Rudder High School) TCEC

Counselor of the Year (Gina Rodriguez, Rudder High School)

TCEC Area 5 Image Award Champion of the Year (Dept. Supt. Tim Rocka) Region 6

Assistant Principal of the Year (Nathan Bruner, Davila Middle School) National Endogeneity Video Grant Winner (Rudder High School)

2nd Place FCCLA (Gia Yarbrough, Rudder High School)

National Blended Learning Technology "The Difference Video Contest" Winner (Rudder High School)

State Fair of Texas AgriScience Contest Plant Science Division Champion (Fazzino, Rudder High School)

2016 National Merit Semifinalist (Brighid A Nugent, Bryan High School)

The school district should continue to seek well-known honors and awards at the local, state, and national levels. Awards can range from recognition of exemplary campus facilities, academic excellence, performance indicators, and appreciation for hard-working staff members, to name a few. The City should partner with the school to promote these accolades and encourage community participation in maintaining them.

### **Promote Alternative Educational Offerings**

Bryan is home to seven of the ten accredited private and charter schools in the Bryan-College Station area, a fact that is marketable in attracting families and households with children. This diversity allows the City to not only market an education, but educational opportunities and programs that are not available anywhere else. The unique partnerships among Bryan's ISD campuses, as well as between Texas A&M University and Blinn College, also offers skills training and education opportunities with state-of-the-art facilities that is not offered anywhere else in the region.

## Support Teachers

During the public input process, a common theme emerged regarding the loss of qualified and experienced teachers to competitive districts (like College Station) every year. The City of Bryan does not have jurisdiction over how Bryan ISD or other schools hire or retain teachers. It can, however, work with local businesses to provide local incentives for teachers to live and work in the community. These incentives could include discounts at restaurants and local businesses, assistance locating places to live, and admission to local events. BISD has installed new programs with the goal of addressing this issue to keep quality educators in Bryan. Most recently, BISD announced a new compensation plan (for the 2016-2017 schoolyear) for eligible classroom teachers that included supplemental pay for targeted tested courses and performance awards based on each campus performance.

One way to recruit talented people and maintain them is to provide accessible housing options. This can be accomplished by offering workforce housing options for teachers and paraprofessionals in Bryan, such as townhomes, condominiums, apartments, duplexes, live-work units, and patio homes. The City can collaborate with and encourage local landlords and property owners to offer discounted rates or promotions to BISD faculty and staff members so that a greater variety of housing options are attractive and accessible. Much attention has been paid to the potential negative effects that housing conditions can have on educational performance, thus it is not far-fetched to think that teachers' instructional capacities can also be negatively impacted by external conditions (outside the classroom). Helping to secure adequate housing for local teachers not only supports their teaching performance, but also enhances their quality of life within the community.

## Continuing Education

Given Bryan's diverse population, continuing education is an important element in fostering lifelong learning and a strong sense of place. Whether it is night classes for skills or weekend classes for retirees, the City of Bryan can contribute to providing educational opportunities to residents by building community facilities and meeting spaces in easily accessible locations where such classes can take place.

The City should provide regular collaboration meetings with the school districts and educational institutions to discuss continuing education needs, skills training needs, facility needs, and other upcoming opportunities to work together and provide for the changing needs of the community and its residents. Having a skilled local labor force available is an attractive asset to boost local economic development efforts and to attract new industries and businesses.

## Relationship between City and Education Service Providers

It is critical that the City of Bryan and the education service providers have a positive working relationship. This relationship is important for the sharing of information regarding demographic and development data, as well as for the consideration of urban issues impacting the City. The same sharing of information and ideas is important to BISD, Blinn College, Texas A&M University, and the other Bryan area schools. The college could serve as a good forum for a melting pot of leaders from the business, civic, and education sectors to brainstorm and share information regarding changing skill requirements of the job market.

The local education providers at all levels and the City of Bryan should continue to collaborate and work together to address community growth issues. A strong school system will attract people to reinvest in the older areas of the City when housing becomes available. This will ultimately help Bryan’s existing neighborhoods to remain healthy and vibrant well into the future.





## Education Recommendations

The recommended goals, objectives and policy actions, as it relates to Education, are listed below.

### Goal: Promote and Leverage Bryan's Numerous Educational Opportunities and Strengths



#### **Promote the strengths and educational offerings of Bryan ISD.**

E1.1: Maintain close relationships with BISD and Blinn College.

E1.2: Collaborate with Bryan ISD to develop a Marketing and Communication Plan for wide promotion of the ISD's strengths and accolades.

E1.3: Identify partnerships with local civic, social, religious, and non-profit organizations that can assist the City and BISD with announcing community achievements and fostering a positive perception of the school district's health and vitality

E1.4: Continue to apply for and receive noteworthy academic excellence awards and honors to boost positive recognition of Bryan ISD.

E1.5: Market the Life-Long Learning opportunities that are available within the City of Bryan.



#### **Facilitate Bryan ISD real estate tours and provide diversified housing opportunities that encourage new neighborhood growth within the BISD service area.**

E2.1: Create a targeted marketing approach to bring attention to and encourage new residential development in areas that are in close proximity to future public school facilities.

E2.2: Create a committee composed of staff from the City, ISDs, and Blinn College to share demographic information and discuss changes in population on a semi-annual basis. Distribute demographic information to local organizations, real estate agents, community groups, school boards, and other public agencies.

E2.3: Identify workforce housing, specifically for teachers and ISD staff members as an incentive to attract and retain skilled workers.

E2.4: Continue to identify funding sources, such as the Safe Routes to School program, to fund and construct sidewalks between schools and neighborhoods.

### 3

#### **Develop community and business support programs for Bryan ISD schools and teachers.**

E3.1: Assist the school district and private schools in identifying demographic trends that could potentially impact educational requirements; such as the demand for ESL programs for both students and adults.

E3.2: Coordinate and co-host job training programs (with local entities such as the Workforce Solutions Brazos Valley), accreditation courses, and continuing education opportunities that would benefit the local workforce and major industries.

E3.3: Develop a Friends of BISD partnership program that serves as a forum for local businesses to provide support to school programs and teachers.

E3.4: Collaborate with local businesses to create recognition programs that honor Bryan ISD teachers/staff for their efforts and contributions to the community.

### 4

#### **Continue partnerships with Blinn College to provide educational opportunities for students, adults, and retirees.**

E4.1: Partner with Blinn College, the Workforce Solutions Brazos Valley and the BCS MPO Area Agency on Aging to expand the Workforce Training Center programs to include adult continuing education, technical skills training and retiree recreation classes.

E4.2: Conduct focus group discussions with members of various age groups to assess specific needs of different generations, and ensure that the City is adequately providing opportunities to all members of the community.

E4.3: Partner with Bryan ISD and educational institutions to periodically assess changing workforce training/education needs and industry demands in order to provide the most current and applicable curriculum.

E4.4: Co-host community events geared toward Life-Long Learning.

## 5

### **Ensure orderly growth and supportive transportation facilities around Blinn College.**

E5.1: Ensure the incorporation of multi-modal access and safety elements, such as timed intersection crosswalks, traffic calming measures, bicycle parking facilities, pedestrian pathway amenities and wayfinding signage, into the design of the new campus.

E5.2: Evaluate ideal transit routes and pick-up/drop-off locations that can be integrated into the design of the new campus.

## 6

### **Foster and provide a skilled labor force through the provision of educational facilities and job training programs geared toward workforce training.**

E6.1: Evaluate, along with other community partners, the viability of providing a technical school in Bryan.

E6.2: Identify what local businesses and potentially new industries would benefit from the provision of a technical school or trade school and what skills and training they require.

E6.3: Identify potential sites in Bryan that would be suitable for a campus.

E6.4: 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.

## 7

### **Coordinate and be actively involved in the future growth and expansion at Texas A&M University's RELLIS Campus.**

E7.1: Work with Texas A&M University in the design and development of the future improvements to the Texas A&M University – RELLIS Campus.

E7.2: Assess infrastructure needs and potential impacts of additional population growth in the affected areas.

E7.3: Consider annexation and future land use implications in accordance with the future growth management strategies.



## CHAPTER 4 HEALTH AND WELLNESS

# Health and Wellness

The Center for Disease Control and Prevention (CDC) reports that more than half of American adults have at least one chronic disease, and seven out of 10 deaths are caused by chronic diseases. In addition, care and treatment of chronic diseases account for 86 percent of the nation’s health care costs. The CDC Partnerships to Improve Community Health states that many chronic diseases, such as obesity, heart disease, certain forms of cancer, stroke, and type 2 diabetes, are often preventable through healthy nutrition and regular physical activity.

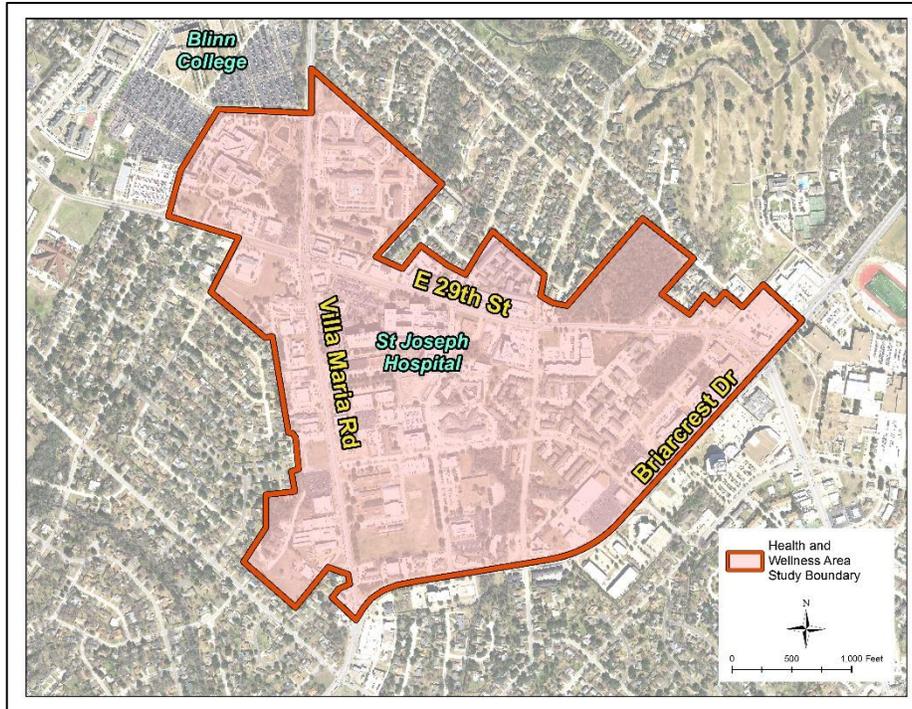
Improving the health of a community relies heavily on two aspects of local government planning: public policies and community design. Public policies that address health, safety and welfare (including zoning codes, building regulations, and subdivision regulations) all determine the nature of the built environment. These policies can help or hinder the type of development that is conducive to healthy living. Further, these public policies result in community design that shapes the City’s infrastructure, and ultimately, how people use these spaces within the City. Some design characteristics encourage walking, bicycling, and community activity; while others encourage auto-dependency and long commute times. Public policies and community design characteristics that foster more active forms of transportation and daily living can help combat rising obesity rates, as well as problems related to pollution, environmental degradation, and energy use.

## Current Initiatives

In 2015, the City of Bryan partnered with St. Joseph Regional Health Center to adopt a Health and Wellness Area Plan.

The overall goal of the Bryan Health and Wellness Area Plan is to “increase presence and awareness of the area around the St. Joseph Regional Health Center and surrounding medical and educational uses; enhance and brand the area as a healthy neighborhood; add destinations serving employees, residents, and visitors; and promote continued private investment in the area.”

***The Bryan Health and Wellness Area Plan’s goals and recommendations are important not only to its study boundary and partners, but also to the City as a whole. Its strategies and policies can be applied throughout Bryan.***



**Figure 13: 2015 Health and Wellness Area Plan Study Boundary**

The study area generally includes the area between and adjacent to East 29<sup>th</sup> Street, East Villa Maria Road, and Briarcrest Drive. Major points of interest in the study area include St. Joseph Regional Health Center, Bryan Collegiate High School, Mary Catherine Harris School (BISD), The Bryan-College Station Eagle, Crestview Retirement Community, various retail stores and medical offices, various multiple family residential developments, assisted living facilities, and Blinn College (adjacent to study area).

Through the planning process for the Bryan Health and Wellness Area Plan, a Health and Wellness Area Plan Committee identified a range of recommendations to make the Area Plan a reality. This chapter is intended to be minor expansion of the Bryan Health and Wellness Area Plan to identify conditions and strategies that will assist the City in implementing the intent of the plan citywide. The recommendations from the existing Area Plan that apply to the greater Bryan community include:

- Improve major streets
- Enhance pedestrian access
- Improve local streets
- Improve emergency access
- Address traffic concerns
- Promote senior living
- Create neighborhood park spaces and an enhanced creek
- Provide comfortable and walkable connections to facilities
- Improve medical and commercial development
- Create a community health and wellness center
- Encourage neighborhood-oriented retail
- Provide more and better residential options

# Connectivity Patterns and Health Statistics

## Connectivity Patterns

There are a variety of connectivity patterns that work together to create a healthy community. Some of these patterns include walkability, access to transit, access to healthy foods, and compact mixed-use development. This section analyzes the presence of each of these elements in Bryan.

### Walkability

Walk Score is an online tool that measures the walkability of communities by using a walking radius around amenities in various categories. It is a helpful tool because it provides a free benchmark regarding the City’s connectivity. Walk Score also factors in the pedestrian friendliness of an area by examining the population density, block length, and intersection density. Scores range from 0 to 100 and are segmented into five types:

- Almost all errands require a car (score of 0-24),
- most errands require a car (score of 25-49),
- some errands can be accomplished on foot (score of 50-69),
- most errands can be accomplished on foot (score of 70-89), and
- daily errands do not require a car (score of 90-100).

The City of Bryan received a score of 32 overall. Table 27 provides Walk Score data for several Bryan neighborhoods.

Neighborhood	Walk Score	Population
Downtown	70	3,114
East Side	57	2,161
Culpepper Manor	57	737
The Oaks	43	1,421
Memorial Forest	30	616
Briarcrest	27	1,057
Northwood	18	906
Woodville Acres	15	703
Margaret Wallace	14	753
Tiffany Park	11	565
Wheeler Ridge	9	1,240
Copperfield	2	1,189

**Table 27: Walkability**  
Source: Walk Score

Bryan’s overall score is one point below that of neighboring College Station (33). However, the score for Downtown (70) is higher than anywhere else in the Metropolitan Statistical Area. The average score for the 158 largest cities in Texas is 30.

The Walk Score data reveals that older areas of Bryan, such as Downtown and the East Side, are more walkable. This can likely be attributed to their central locations, smaller block design, and mix of land uses. Conversely, newer and more traditional residential areas are less walkable because they are further away from amenities, provide less mixture of land uses, and are separated by busy roadways.

Bryan has a number of potential options to increase its Walk Score. Encouraging amenities closer to neighborhoods, providing ample sidewalks, shortening block lengths in future developments, and making busy roadways safer to cross will all raise the overall score.

### ***Compact Mixed-Use Development***

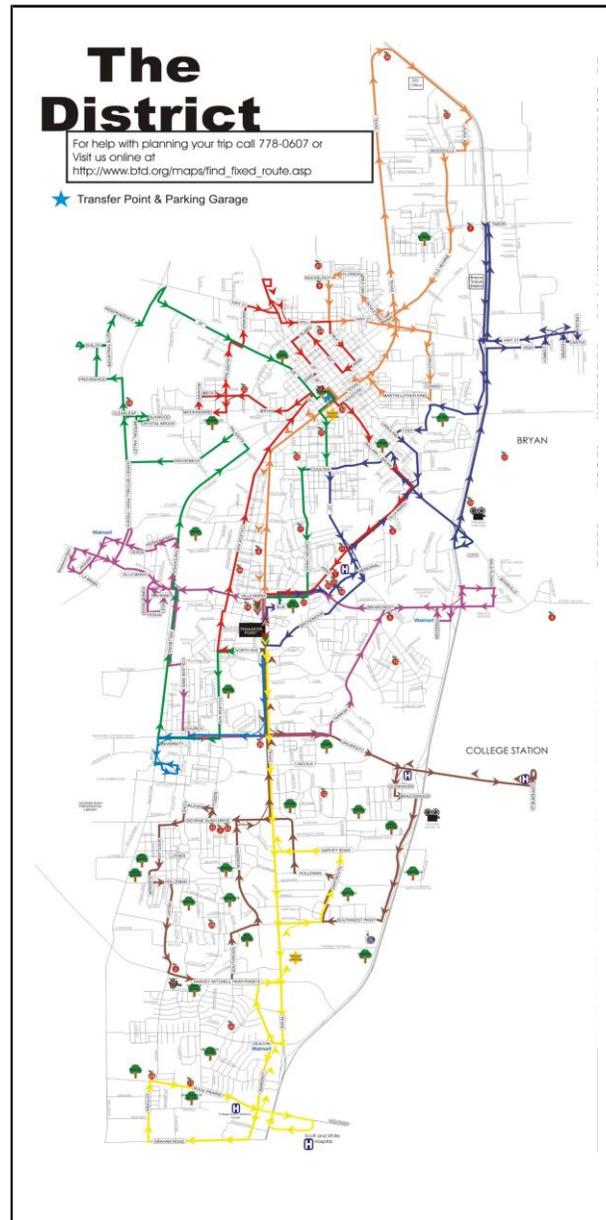
Compact mixed-use development encourages people to walk to amenities such as dining, shopping, and daily needs (dry cleaners, bank, grocery store, etc.). These activity centers can easily become islands if they are not properly connected to the surrounding neighborhoods through trails, safe sidewalks, and bike routes. A variety of the City’s existing small area plans foster the idea of compact mixed-use development, including the Bryan Health and Wellness Area Plan and the Downtown Master Plan. The City should continue to encourage this type of development by ensuring that mixed- use development is allowed by the City’s zoning regulations and promoted to potential developers.



## Access to Transit

Access to public transportation is an important facet of wellness. In Bryan, the higher-than-average poverty rate and relatively low walkability to essential amenities make public transit an important mode of transportation for residents. As the Bryan Health and Wellness Area Plan explains, 1.62 percent of the region uses public transportation compared to 1.56 percent statewide. While this statistic does not expand on other contributing factors, like hours of operation, ease of use, or coverage, it nonetheless illustrates that Bryan residents utilize their public transit system at a higher rate than residents of other cities.

The Brazos Transit District (The District) provides public transportation for Bryan, College Station, Cleveland, Lufkin, and Nacogdoches via seven bus routes. There are two major transfer points along the bus routes. The first is in Downtown Bryan at the Greyhound parking garage, along Regent Avenue, between 26<sup>th</sup> Street and 27<sup>th</sup> Street. The second transfer point is along South Texas Avenue between Sulphur Springs Road and Mary Lake Drive. Voids and future opportunities can be found where more than a quarter-mile walking radius exists around bus stops. It is recommended that the City collaborate with The District to further identify opportunities to connect these areas to public transit through the use of safe pedestrian facilities.



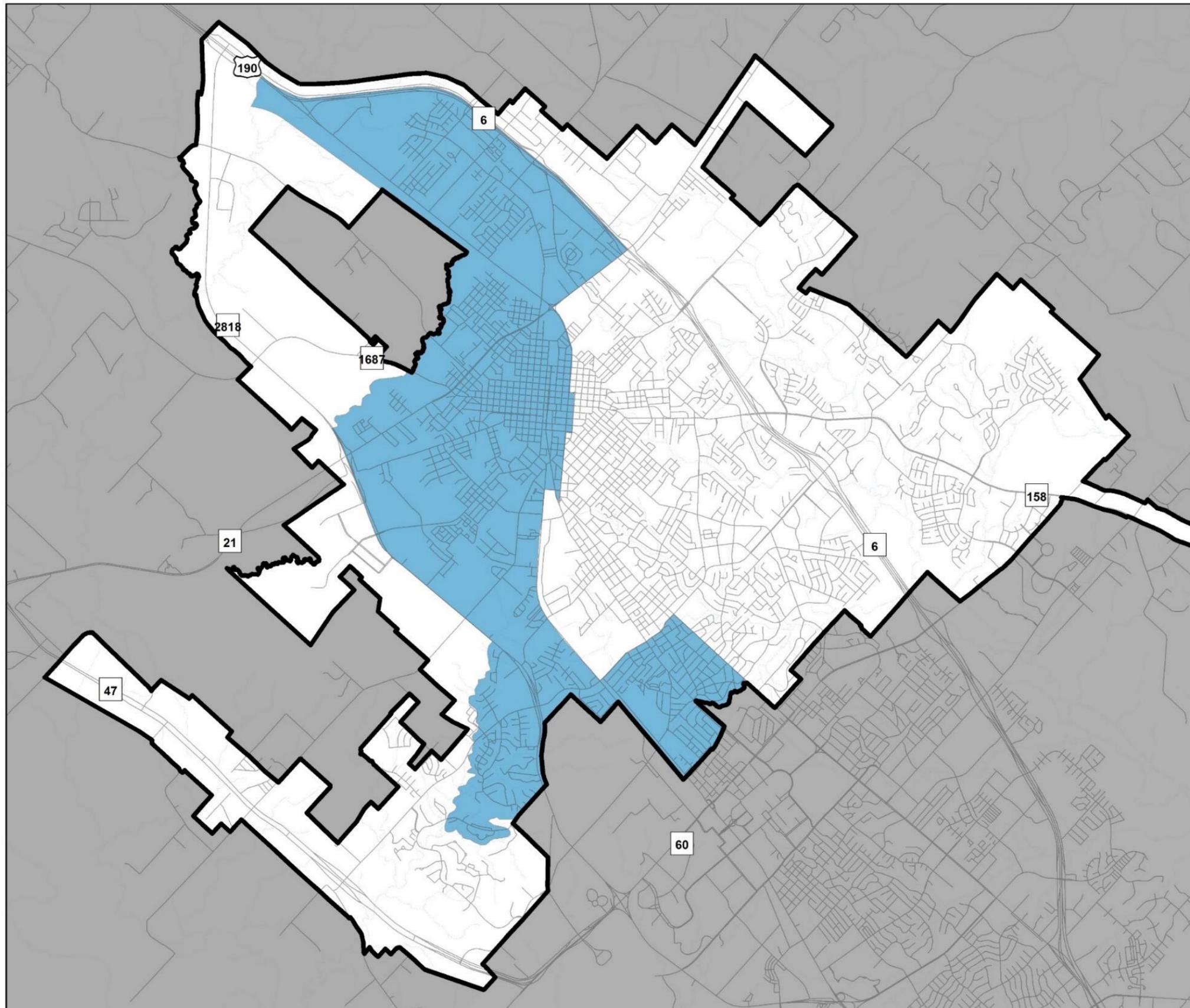
**Figure 14: Example of Brazos Transit District Route Map**  
Source: Brazos Transit District

### *Access to Healthy Food*

Food deserts are defined as locations where fresh fruit, vegetables, and other healthful whole foods are not accessible to the population. These areas typically lack affordable and accessible grocery stores, farmers' markets, and other healthy food providers. The United States Department of Agriculture (USDA) established a Food Access Research Atlas that maps low income, low food access, and low vehicle access areas. Low vehicle access is a factor of food deserts because individuals with low vehicle access may not be able to reach healthy food providers that are even within driving distance of their homes.

According to USDA, the blue shading in Figure 15 indicates census tracts where there is a food desert within one mile. Food desert conditions exist in the southern, central, and eastern areas of the City. These areas offer prime locations to develop grocery stores with healthy food options, and more farmers' markets and/or community gardens. Targeting development in these areas would offer residents access to nutritious food using alternative means of transportation.

The City currently has a Downtown farmers' market, as well as a community garden at Neal Park. Supporting these facilities, and allowing additional farmer's markets and/or community gardens would grant added benefits. These facilities would provide Bryan residents with an opportunity to potentially purchase healthy foods at lower costs. In addition, these facilities would offer more exposure to fresh fruits and vegetables; which may foster more consumption of healthy foods. This is important considering the Bryan Health and Wellness Area Plan states that 67.7 percent of Brazos Valley has inadequate vegetable consumption, when compared to 76.1 percent in the State and 75.6 percent in the US.



## Food Deserts

### Map Features

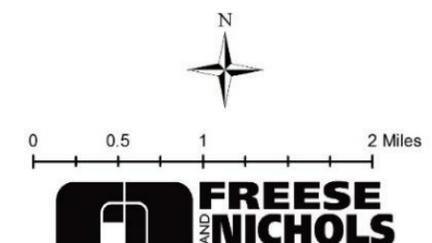
Low Income Area, Low Vehicle Access, and more than One Mile from Nearest Super Market

 Bryan City Limits

Accessed by the USDA using US Census data and other measures. For more information please see the USDA website

<http://www.ers.usda.gov/data-products/food-access-research-atlas/>

Figure 15: Vehicle Access and Food Deserts



## Health Statistics

In 2015, the CDC launched the Community Health Status Indicators (CHSI) to provide information on the health status of counties across the country, along with a range of factors that have the potential to influence health outcomes. In addition, each county is measured against peer counties. Peer counties are identified based on the following characteristics:

- population size, growth, density, and mobility;
- percent of children, elderly, foreign born, high school graduates;
- percent of owner occupied housing units;
- sex ratio;
- percent of single parent households;
- median home value and median household income;
- housing stress;
- receipt of government income;
- overall and elderly poverty; and
- unemployment.

Figure 16 shows the summary results of how Brazos County compares to its peer counties, which include the following:

- Alachua County, FL;
- Albemarle County, VA;
- Benton County, OR;
- Boone County, MO;
- Cass County, ND;
- Centre County, PA;
- Champaign County, IL;
- Clarke County, GA;
- Douglas County, KS;
- Grand Fork County, ND;
- Johnson County, IA;
- Lee County, AL;
- Missoula County, MT;
- Monongalia County, WV,
- Monroe County, IN;
- Montgomery County, VA; and
- Rockingham County, VA;

Important factors to recognize from Figure 16 are the deaths by diabetes, motor vehicles, adult diabetes, poverty levels, housing stress, and limited access to healthy food. These are all indicators in which Brazos County performed at a lower level than a majority of its peer counties. Community design can have a major impact on many of these indicators. For example, adjacency of land uses, proximity of parks, accessibility of sidewalks, connectivity to healthcare facilities, and availability of healthy food options are elements that can promote an active lifestyle, and be incorporated into community design.



## Brazos County, TX

The following Summary Comparison Report provides an "at a glance" summary of how the selected county compares with **peer counties** on the full set of **Primary Indicators**. Peer county values for each indicator were ranked and then divided into quartiles.

	Better  (most favorable quartile)	Moderate  (middle two quartiles)	Worse  (least favorable quartile)
Mortality	Cancer deaths Chronic kidney disease deaths	Alzheimer's disease deaths Chronic lower respiratory disease (CLRD) deaths Coronary heart disease deaths Female life expectancy Male life expectancy Stroke deaths Unintentional injury (including motor vehicle)	Diabetes deaths Motor vehicle deaths
Morbidity	Cancer	Adult obesity Adult overall health status Alzheimer's diseases/dementia Gonorrhea HIV Older adult asthma Older adult depression Preterm births Syphilis	Adult diabetes
Health Care Access and Quality		Cost barrier to care Older adult preventable hospitalizations Primary care provider access	Uninsured
Health Behaviors	Adult binge drinking	Adult smoking	Adult female routine pap tests Adult physical inactivity Teen Births
Social Factors		Inadequate social support On time high school graduation Unemployment Violent crime	Children in single-parent households High housing costs Poverty
Physical Environment		Access to parks Annual average PM2.5 concentration Living near highways	Housing stress Limited access to healthy food

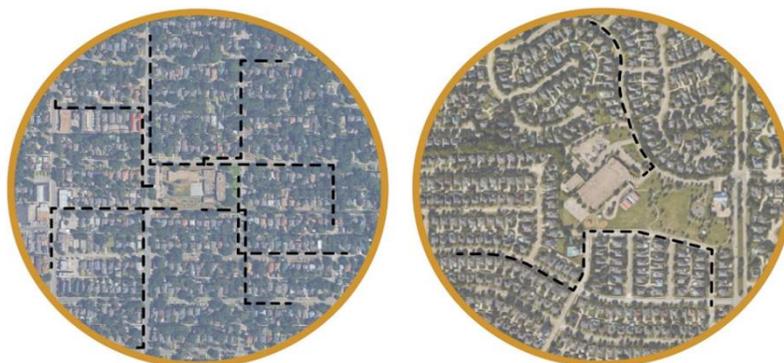
**Figure 16: Brazos County Community Health Status Indicators**  
 Source: Center for Disease Control and Prevention

## Community Connectivity Plan

There are a variety of techniques that the City can implement to enhance the overall health and well-being of a community. Some of these techniques include access to mobility options such as walking and biking opportunities. Providing bicycle lanes, developing trails and off-street circulation, incorporating sidewalks and side paths, designing Complete Streets, and developing Safe Routes to Schools are all ways in which a City can promote a healthy community. Additionally, promoting Traditional Neighborhood Development that encourages internal walkability and connectivity can foster a more active neighborhood.

### Traditional Neighborhood Development

The goal of Traditional Neighborhood Development (TND) is to remedy the most pressing problems associated with sprawl; such as water overconsumption, loss of wildlife habitat, and an increased risk of obesity because of vehicular oriented neighborhoods. The City can encourage TND developments that implement a holistic approach; placing an emphasis on a mix of uses within new subdivisions and walkability as a critical design feature. Additionally, the City may wish to consider using a quarter-mile walking radius model as part of the review policy. A quarter-mile walking radius is roughly a five- minute walk, which is typically how far people are willing to walk before they drive to an amenity. Neighborhoods with a grid pattern can provide pedestrians a variety of route options. Neighborhoods that are more suburban in context have significantly fewer options for a pedestrian to reach amenities within a quarter mile. Figure 17 shows actual distances of 1,320 feet via a pedestrian’s path to the school in the center, which exemplifies how the two environment block styles present different implications in the willingness of the pedestrian to travel by foot.



The grid neighborhood has high connectivity so more walking paths meet the quarter mile radius.

The suburban neighborhood has little connectivity from homes to other uses, making it auto-dependent and in need of trail connections

**Figure 17: Quarter Mile Walking Radii**

## Bicycle Access

Texas A&M University is the only entity in the region affiliated with the League of American Bicyclists. The University is a bronze level Bicycle Friendly University with services that include:

- Weekly on-campus bike diagnostics
- Free identification engraving
- Bike lease program
- Borrow a bike program
- Do-it-yourself repair stations
- Secure long-term bike storage

It will be increasingly important that the City of Bryan and Texas A&M University work together on bicycle connectivity given that the University's footprint is expanding in Bryan and its ETJ.

Understanding the types of bicyclists will help to understand the types and locations of desired bicycle facilities. Nearly 100 million people in the United States own bicycles. Citizens fall into one of five cycling categories:

- **Strong and Fearless:** Aggressive cyclists who already ride on existing streets, but may appreciate better facilities. In the Bryan area, Strong and Fearless riders are primarily recreational cyclists.
- **Enthusied and Confident:** Confident cyclists who ride on some streets, plus existing bike and trail facilities, and would appreciate better facilities.
- **Comfortable but Cautious:** Cyclists who must ride for various reasons, such as college students and laborers, but would greatly benefit from buffered bike lanes and off-street facilities (such as shared use paths).
- **Interested but Concerned:** Residents who would like to ride, but do not feel safe on streets due to lack of infrastructure or car-focused culture. Improving off-street facilities and trails would probably appeal to them.
- **No Way, No How:** No matter what, this group will not ride a bicycle.
- Children can fall under any group.

Among the citizens that do use bicycles, three categories of user can be observed: advanced, basic, and children. All of these categories have their own infrastructure and facility needs.

### ***Advanced Bicyclist***

These are experienced riders who can operate under most traffic conditions. They comprise of the majority of the current users of collector and arterial streets, and are best served by the following:

- Direct access to destinations, usually via the existing street and highway system
- The opportunity to operate at maximum speed with minimum delays
- Sufficient operating space on the roadway or shoulder to reduce the need for either the bicyclist or the motor vehicle operator to change position when passing

### ***Basic Bicyclists***

These are casual or new adult and teenage riders, who are less confident of their ability to operate in traffic without special provisions for bicycles. They prefer:

- Comfortable access to destinations, preferably by a direct route, using either low-speed, low-traffic volume streets, or designated bicycle and pedestrian facilities
- Well-defined separation of bicycles, pedestrians, and motor vehicles on arterial and collector streets (bike lane shoulders or separate bike and pedestrian paths)

### ***Children***

These are pre-teen riders whose roadway activity is initially monitored by parents. Eventually they are granted independent access to the system. The following is preferred:

- Access to key destinations surrounding residential areas, including schools, recreational facilities, shopping, or other residential areas
- Low-speed and low-traffic volume residential streets
- Hike and bike trails or other off-street pedestrian and bicycle facilities

There are many different bicycle facility types that must be understood from the user's perspective. Differing bicycle experience levels and usage purposes require different facility types to accommodate and encourage use, as well as ensure the safety of bicyclists. In addition to considering bicycle experience levels, the existing environment may provide physical barriers with regard to the types of bicycle facilities used or desired. This section is intended to provide a general understanding of the types of bicycle facilities that may be considered for use in the City of Bryan, as well as general design characteristics associated with each facility.

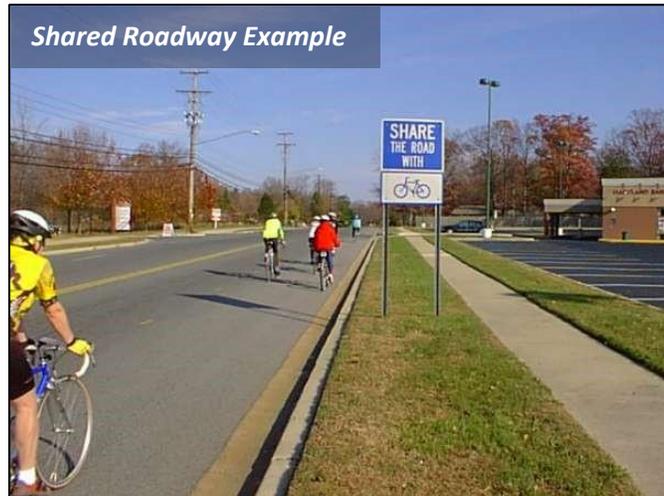
## Shared Roadway

Since a bicycle is a vehicle, any roadway (except limited-access highways, freeways, and others specifically prohibiting bicycle traffic) may be considered part of the on-road bicycle network. Cyclists tend to favor shared roadways because they tend to offer the most direct route to many destinations.

Collector streets often provide longer continuity than local streets, and signalized crossing of arterial streets. However, continuity and signalized crossings attract higher vehicular traffic volumes at often

higher speeds than local streets. Though lanes can be shared, wide lanes allow for better coexistence of bicyclists and vehicles.

Arterial roadways can also be shared by bicyclists. Shoulder lanes, bike lanes, or wide curb lanes should be provided on these roadways, for vehicular and cyclist safety, since vehicular speeds are highest.



## Bike Routes

Shared roadways designated as bike routes should be signed using standard Manual on Uniform Traffic Control Devices (MUTCD) signage. Many cities have developed specially designed signs with logos and/or route numbers. Such designations are used to denote streets that are intended for significant bicycle usage or are a link in the bikeway network. Designation and improvement as a bike route may warrant a higher level of street maintenance than a shared roadway.



## ***Bike Lanes***

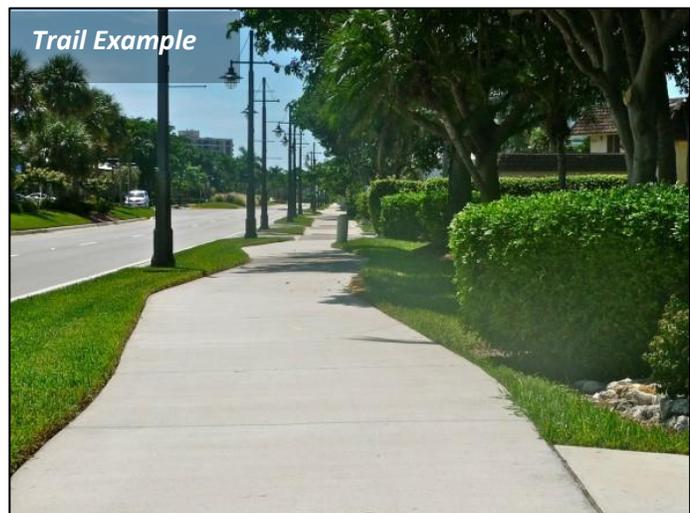
Bike lanes are marked portions of the roadway that are designated for exclusive use by bicycles. Bike lanes can enhance safety and encourage cycling, particularly on arterials streets. Buffered bike lanes provide a greater feeling of security and would appeal to less confident cyclists by providing more separation from vehicular traffic. Buffers can be delineated with pavement markings or textured pavement. Cycle Tracks provide two-way, bicycle-only facilities separated from traffic horizontally and/or vertically.

## **Off-Street Circulation**

Off-street facilities are sidewalks and/or trails that provide the desired link to points of interest in the community such as schools, parks, other trails, and non-residential areas via relatively uninterrupted travel. Roadside or off-street circulation primarily serve as connectors for those making daily commutes such as between a store and home. These key paths for pedestrians are typically in the form of sidewalks. On the other hand, a trail places additional emphasis on a recreational activity such as hiking and bicycling. Trails emphasize a strong relationship with the natural surroundings and the pedestrian. Greenway trails provide relatively uninterrupted travel throughout portions of the City and can serve as an element of a linear park/greenway or as connectors between parks and other amenities. Trailhead access from neighborhoods is an important element for trails, and can often be accommodated at the end of streets or undeveloped lots.

## ***Multi-Use Trails***

A multi-use trail is an off-road bikeway/pedway that is physically separated from roadways by open space or a barrier. It may be located within the public right-of-way or on public property (in which case, the City would maintain), or on private property (in which case, the property owner or homeowner's association would maintain). These facilities are sometimes referred to as bike trails or hike and bike trails.



It should be noted that multi-use trails that pass in close proximity to neighborhoods, or provide high levels of recreational activity can be expected to be multiple and varying users. Conflicts between cyclists and skaters, joggers, pedestrians, animals, and less experienced cyclists should be anticipated and considered in design.

## Non-Residential Sidewalks

It is highly desired to close gaps in the sidewalk network, including gaps in existing major non-residential areas. The goal is not only to provide proper walking infrastructure, but also to enhance the overall system connectivity. As part of policy change to encourage transportation choice, health, and safety, the City should consider installing/requiring sidewalks on both sides of the street in retail areas and on at least one side of the street in business and industrial areas so that pedestrians can move safely through these areas. Along busy roads, an appropriately-scaled landscape buffer should separate the sidewalk from the road.

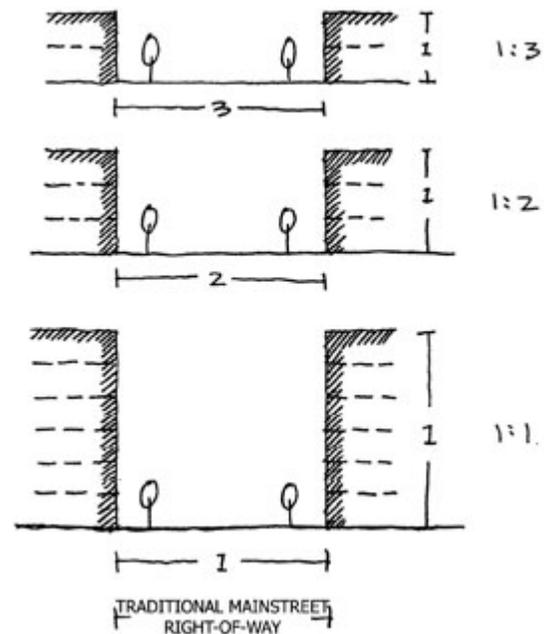
## Complete Streets

A Complete Street is a street shared by every user, including the pedestrian, motorist, bicyclist, and transit rider. In order to achieve a network of Complete Streets, the City would have to modify its approach to building roads. By adopting a Complete Streets policy, the entire right-of-way would be utilized for circulation. City Staff would have to determine the appropriate level of design for each street type, and develop a set of Complete Street roadway cross sections.



## Sense of Enclosure

In addition to considering the user, a well-designed street takes the scale of the built environment into consideration. Streets with buildings that are too low in height or are lined with open surface parking lots make for a monotonous pedestrian experience. Using an appropriate street-to-building ratio is one tool to create streets with appropriate enclosure and encourage pedestrian movement. The street-to-building ratio should be no greater than 2-to-1. A 1.5-to-1 ratio is ideal for moderate intensity uses, and a 1-to-1 ratio is ideal for a downtown context. Street trees and sidewalks that accommodate the pedestrian, as well as any outdoor seating and lighting, are also important design elements that encourage pedestrian usage and movement.



Source: City of Ottawa

## **Safe Routes to Schools and Parks**

According to Active Living Research, over the last four decades the obesity rate for U.S. children age six to eleven has more than quadrupled from 4.2 percent to 17 percent. It has more than tripled for adolescence ages 12 to 19, from 4.6 percent to 17 percent. Congress enacted the Safe Routes to School (SRTS) program in 2005 as a safety and health prevention strategy; encouraging children to walk and bike to school on safe routes. The SRTS program examines conditions around schools, and suggests opportunities to improve safety and accessibility while reducing traffic and air pollution in the vicinity.

In tangent with SRTS, the City should consider developing safe routes to parks. Specialized signage could be used to help identify trails and parks. Linking SRTS with safe routes to parks would enhance connectivity between schools and parks; thus promoting more use of the parks by students within the schools. The anticipated benefit is that with more use of the parks, children in this targeted age range will be more active (60 minutes of exercise a day is what is recommended). An added benefit is that safe routes to parks will also help adults find safer ways to get to parks without having to drive.

## **Existing Funding Opportunities for Health and Wellness**

### **CDC Partnership to Improve Community Health**

The Center for Disease Control and Prevention (CDC) created the Partnership to Improve Community Health (PICH) as a three-year initiative that supports the implementation of strategies to improve the health of communities and reduce the prevalence of chronic disease. PICH funds a variety of governmental agencies and non-governmental organizations, including school districts, local governments, hospitals and health systems, community-based organizations, public health offices, and American Indian tribes/tribal organizations. For more information, visit

<http://www.cdc.gov/nccdphp/dch/programs/partnershipstoimprovecommunityhealth/index.html>.

### **Aetna Foundation GoLocal: Cultivating Healthy Communities Program**

The Aetna Foundation offers a handful of grants to nonprofit agencies that help encourage healthy food choices and active living. The GoLocal: Cultivating Healthy Communities program awards grants across the United States to nurture innovations that inspire healthier lifestyles. The City of Bryan may want to partner with a local non-profit that encourages healthy food choices and active living when applying for this grant through the Aetna Foundation. For more information, visit <https://www.aetna-foundation.org/index.html>.

## **CDC Racial and Ethnic Approaches to Community Health**

The CDC created the Racial and Ethnic Approaches to Community Health (REACH) program in order to reduce racial and ethnic health disparities. Through REACH, awardees are able to carry out local, culturally appropriate programs that address a wide range of health issues among African Americans, American Indians, Hispanics/Latinos, Asian Americans, Alaska Natives and Pacific Islanders. For more information, visit

<http://www.cdc.gov/nccdphp/dch/programs/reach/>.

## **AMA Healthy Living Grant Program**

The Healthy Living Grant Program, established by the American Medical Association, offers funds to promote health education in school- and community-based programs. The City of Bryan should partner with Bryan ISD when applying for this grant. For more information, visit

<http://www.ama-assn.org/ama/pub/about-ama/ama-foundation/our-programs/public-health/healthy-living-grants.page>.

## **AMA Healthy Communities- Healthy America Fund**

The American Medical Association Healthy Communities- Healthy America Fund is a program that provides a two-year grant of \$10,000 to free clinics that implement the CDC's Diabetes Prevention Program. For more information, visit <http://www.ama-assn.org/ama/pub/about-ama/ama-foundation/our-programs/public-health/healthy-communities-healthy.page>.

## **Robert Wood Johnson Foundation and Reinvestment Fund- Invest Health**

Invest Health is a new initiative that brings together diverse leaders from mid-sized U.S. cities with a population of 50,000 to 400,000. These leaders work together to develop new strategies for increasing and leveraging private and public investments to accelerate improvements in neighborhoods facing the biggest barriers to better health. Selected cities will receive up to \$60,000. For more information, visit <http://www.investhealth.org/>.

## **PeopleForBikes Community Grants**

The PeopleForBikes Community Grant Program provides funding for important and influential projects that leverage federal funding and build momentum for bicycling in communities across the U.S. These projects include bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives. For more information, visit

<http://www.peopleforbikes.org/pages/community-grants>.

## **Texas Parks and Wildlife Department- Community Outdoor Outreach Program**

The Texas Parks and Wildlife Department has awarded hundreds of communities across Texas the Recreation Grant to assist with developing recreational needs. The Community Outdoor Outreach Program (CO-OP) provides grants that range from \$5,000 to \$50,000 to local governments and non-profit organizations for programming that introduces under-served populations to environmental and conservation programs, as well as TPWD mission-oriented outdoor activities. For more information, visit

<https://tpwd.texas.gov/business/grants/recreation-grants/community-outdoor-outreach-program-co-op-grants>.

## **Texas Parks and Wildlife Department- Recreational Trails Grant**

Texas Parks and Wildlife Department administers the federally funded National Recreational Trails Fund for the State of Texas. Funds are generated from a portion of the federal gas tax paid on fuel used in non-highway recreational vehicles. The grant can be used to fund up to 80 percent of a project's cost with a maximum of \$200,000 for non-motorized trails and no maximum amount for motorized trails. For more information, visit:

<https://tpwd.texas.gov/business/grants/recreation-grants/recreational-trails-grants>.

## **Transportation Alternatives Program**

TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways. For more information, visit <http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>.



## Health and Wellness Recommendations

The following are the recommended goals, objectives and action items as it relates to citywide implementation of the Bryan Health and Wellness Area Plan.

### **Goal: Make Bryan the desired healthcare center of the Brazos Valley.**



#### **Encourage additional medical uses and facility expansions within the Health and Wellness District to create an agglomeration of medical uses and services.**

W1.1: Create a marketing package to send to regional medical institutions looking to expand.

W1.2: Investigate possible incentives that could be granted to medical institutions that are moving to or expanding in Bryan.

W1.3: Create a balanced marketing program for both medical research and medical service uses.

W1.4: Continue to refine zoning within the Health and Wellness District to create a compatible environment for medical land uses in accordance with the recommendations of the Bryan Health and Wellness Area Plan.

W1.5: Plan for street enhancements and branding opportunities in the district.



#### **Encourage the inclusion of neighborhood clinics in various sectors of the community to allow easy access and service to all populations.**

W2.1: Provide transit connections between neighborhoods and health care facilities.

W2.2: Cosponsor and support neighborhood clinic healthy living and wellness programs throughout the City.

W2.3: Provide incentives to medical facilities that relocate into underserved areas.

W2.4: Ensure the zoning ordinance defines and allows neighborhood clinics.



**Partner with Texas A&M Health Science Center and utilize BioCorridor research activities to provide exemplary medical care for Bryan’s residents.**

W3.1: Cosponsor and support Texas A&M Health Science Center community events and services.

W3.2: Coordinate with BioCorridor industries to announce and distribute research information to the community.

### **Goal: Encourage active lifestyles and healthy living.**



**Implement and expand health and wellness initiatives throughout the City.**

W4.1: Implement the policies and projects from the Bryan Health and Wellness Area Plan.

W4.2: Expand the principles and actions of the Bryan Health and Wellness Area Plan to a broader City-wide scale.



**Support walkability enhancements and biking opportunities within the transportation network to promote healthy living.**

W5.1: Conduct a walkability and connectivity assessment for new and existing subdivisions.

W5.2: Create an implementation plan for expanding the non-motorized mobility network.

W5.3: Investigate an incentive program to retrofit areas without sidewalks.

W5.4: Integrate walkable design elements in the standards for new subdivisions.

W5.5: Adopt a bike accessibility plan. Coordinate the planning of a regional plan with College Station, Texas A&M, and the MPO.

W5.6: Develop and encourage Complete Streets principles when building new streets and rehabilitating existing streets.

W5.7: Provide facilities that allow for the safe movement of pedestrians and bicyclist throughout the City for the purposes of transportation and recreation. Basic facilities that should be provided include sidewalks, bike lanes and multi-use trails.

W5.8: Collaborate with Texas A&M University to expand the university's bicycle program into the City.



**Carry out health-related policies in existing plans.**

W6.1: Promote access to healthy foods by encouraging the development of supermarkets and other establishments that sell nutritious and affordable foods.

W6.2: Encourage the development of neighborhood services within a 1-1.5 mile walking radius of residential neighborhoods.



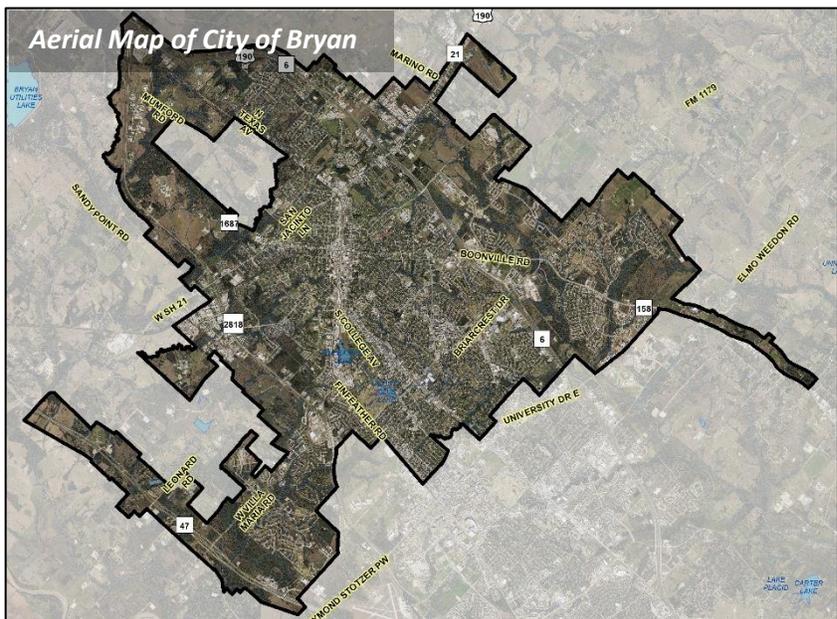
## CHAPTER 5 LAND USE

# Land Use

The following chapter outlines the history of land use regulation in Bryan, existing land uses, current land use regulation challenges or trends, establishes future land uses, and provides recommendations for special areas. Every element of our physical environment came to be by making decisions—deciding what a parcel of land should be and how it should look and function. On a daily basis, our lives revolve around past decisions involving land use. Daily activities involving where we live, buy groceries, take children to daycare, go to work, dine, shop, and play are all related to previous land use decisions.

Development patterns have a fundamental effect on the characteristics of a city because it lays the foundation for where certain activities will take place. In some cases, the pattern of development may have occurred in an uncontrolled or unplanned fashion. However, when land use planning principals are used, appropriate locations for housing and commercial land uses can be identified to ensure compatibility, and an enhanced quality of life for residents. Properly planned and arranged land use patterns support and help drive the economic engines of a city. Understanding the relationship between these uses can secure the foundation for future growth.

Most cities in Texas have adopted contemporary zoning regulations. Although some have not (Houston and Victoria being the largest cities) zoning has been found to be very useful to cities in the management of urban development. Private investment in both business and residential development thrives on stability; zoning provides that stability.



In a large part, Bryan's present challenges involving existing development patterns and land use incompatibility stems from the fact that the City developed and expanded so long without zoning. Despite the adoption of zoning over 25 years ago many areas in Bryan suffer from problems caused by incompatible land uses. Still, gradual improvement can be seen. Well planned development and redevelopment has taken place in most areas of the city. The rebirth of Bryan's Historic Downtown, and other notable examples may be cited as evidence that zoning has played a part in stabilizing property values, encouraging investment and improving the quality of life in Bryan.

Although this is only one of several components of the Comprehensive Plan, the significance of the Future Land Use Plan cannot be overstated. Once adopted, land use policies set the direction of land use planning and regulation in Bryan and its Extraterritorial Jurisdiction (ETJ). A major component of the plan, the Future Land Use Map provides a tool for the geographic application of these policies to the areas within the City and ETJ. It is intended to be a comprehensive blueprint for future development and redevelopment. The Future Land Use Map designates various areas within the City for particular land uses; based principally on the specific land use policies outlined herein.

It is important to distinguish the difference between the Future Land Use Plan and Zoning Map. The Future Land Use Plan is not a Zoning Map, and it does not mandate growth or regulate land uses. Elected and appointed officials should avail themselves of all the benefits that overall land use planning can provide. The cumulative effect of each land use decision will certainly be better guided with the aid of the Future Land Use Plan and related policies. It should function as an important tool to reach informed zoning decisions. Creating a framework for orderly and efficient growth provides predictability in development and assurance of compatibility of adjacent uses.

## History of Zoning in Bryan

For municipalities in Texas “the two most important tools for implementing a long range plan are capital improvements and development regulation, such as zoning and subdivision regulations. The largest amount of time spent by professional planners and planning commissions is on development regulation, rather than planning”.<sup>8</sup> In the case of Bryan, the conversation over the merits and danger of land use regulation spanned 50 years from the initial proposal to passage.

In the United States the earliest development regulations took the form of nuisance regulations adopted in San Francisco in an attempt to keep certain troublesome land uses (such as slaughterhouses, hog storage, animal hide curing plants and Chinese laundries) out of residential areas. New York is considered to have adopted the first comprehensive zoning ordinance in 1916, and the U.S. Department of Commerce issued its Standard Zoning Enabling act in 1922. The right of communities to regulate development and land use was affirmed and here to stay when the U.S. Supreme Court upheld zoning as a valid police power in *Euclid v. Ambler Realty Company* in 1926.



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<sup>8</sup> *A Guide to Urban Planning in Texas Communities*, 2013, David Gattis, FAICP, CFM, Pg. 18.

The State of Texas adopted the Standard Zoning Enabling Act in 1927 and it is codified within Chapter 211 of the Texas Local Government Code. It outlines the purposes of zoning to be the protection of health, safety and morals and the protection of historic, cultural and architectural areas, though many ordinances enumerate other purposes as well. An early adopter in Texas was the City of Austin in 1928, approving a comprehensive plan and zoning ordinance.

Since the opening of the Agricultural and Mechanical College (now Texas A&M University) in 1876, the faculty and staff of that institution either resided on campus in houses provided by the college in Bryan, or in one of the early residential subdivisions developed along the interurban rail line that served the two communities. By the end of World War 1, the college had grown significantly and automobiles were in common use. Housing always being in short supply, in



1921 Dr. Floyd B. Clark, an economics professor, formed the Southside Development Corporation, and, using a design by landscape architecture professor Dr. F.W. Hensel, developed the College Park Addition located immediately south of A&M property. By the 1930s other residential subdivisions such as Oakwood, College Hills and North Oakwood had been developed adjacent to A&M property. On October 19, 1938, by a vote of 217 to 39, residents of the campus and in the area adjacent to A&M voted to incorporate the City of College Station.<sup>9</sup> Just over a year later, zoning was adopted as the tool for regulating development in that community.

## In the Beginning; 1939

Around the same time, the gradual end of the Great Depression began to produce brisk growth in the Bryan that, in turn, began to create significant conflicts relating to the incompatibility of residential and commercial land uses. The minutes of the Bryan City Commission meeting of November 11, 1939 reveal that “a zoning ordinance was discussed and the City Manager was requested to draft a start for zoning and present to commission.”<sup>10</sup> Around the same time, the Bryan Eagle newspaper regularly called for adoption of a zoning ordinance. On January 27, 1940 Mrs. Lee J. Rountree, the managing editor of the Eagle wrote “if there ever was a town that needed a city zoning law it is Bryan. Of course it is too late to correct some of the wrong done, but it could at least prevent others in the future.”<sup>11</sup>

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<sup>9</sup> The Bryan Daily Eagle, October 20, 1938, Page 1.

<sup>10</sup> Bryan City Commission Meeting Minutes, November 11, 1939.

<sup>11</sup> The Bryan Daily Eagle, October 20, 1938, Page 4.

## A Five-Year Hiatus; 1940-1945

The onset of the United States' involvement in the Second World War effectively placed a hold on discussions regarding management of growth in Bryan, but not on the growing pains themselves. Not long after the war ended, the City Commission again took up the matter. On July 12, 1946 a petition was presented by representatives of the Chamber of Commerce, Lions Club, Business and Professional Women's Club, Junior Chamber of Commerce and the Bryan Real Estate Board requesting that the city enact a zoning ordinance. In response, the Commission "*appointed a committee of seven members to make a study of the needs and requirements for the future development of the community with reference to zoning.*"<sup>12</sup> The citizens appointed to the committee were William E. Nash, Edward J. Voltin, Dr. W.H. Andrew, Mrs. R.J. Cardwell, Mrs. Travis Lipscomb, F.L. Henderson, and G.S. Parker Jr.<sup>13</sup>

## The Real Start; 1946-1950

Six weeks later, on August 23, 1946, Edward J. Voltin presented the Commission the recommendation of the zoning committee<sup>14</sup>, but city records make no mention of what the recommendations were, or any further commission response. Eleven months passed before a group of citizens once again appeared before the commission and requested passage of a zoning ordinance. During that meeting the Commission voted to form another committee "*with specific instructions to draft a zoning ordinance*".<sup>15</sup> The committee was named and met for the first time on September 16, 1947 and agreed to meet monthly. The nine citizens appointed by the commission were B.H. Dewey, George Adams, J.C. Hotard, R.B. Butler, W.W. Scott, Mrs. R.J. Cardwell, William E. Nash, Edward J. Voltin, and Mrs. Phillip G. Norton.<sup>16</sup>

The group acted quickly, passing a resolution one month later formally requesting of the City Commission the "*immediate passage of a temporary status quo zoning ordinance*" stating "*this action is taken in view of the fact that several residential sections of the city are said to be in danger of encroachment of undesirable businesses.*"<sup>17</sup> Two other resolutions were also adopted during that October 14<sup>t</sup>, 1947 meeting; one calling on the City Commission to adopt a permanent zoning

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<sup>12</sup> Bryan City Commission Meeting Minutes, July 12, 1946.

<sup>13</sup> Citizen groups appointed to advise the City Commission / Council on the subject of zoning have had three names during six specific periods between 1946 to present day. On July 11, 1946 the City Commission appointed a Planning Committee; on October 24, 1947 the name changed to Planning and Zoning Commission; on December 24, 1950 the group reverted to Planning Commission; on February 16, 1968 the name was changed again to Planning and Zoning Commission but reverted to Planning Commission on May 13, 1969. Finally on July 24, 1989 the body was renamed Planning and Zoning Commission which it is today.

<sup>14</sup> Bryan City Commission Meeting Minutes, August 23, 1946.

<sup>15</sup> Bryan City Commission Meeting Minutes, July 11, 1947.

<sup>16</sup> The Bryan Daily Eagle, September 17, 1947, Pg. 1.

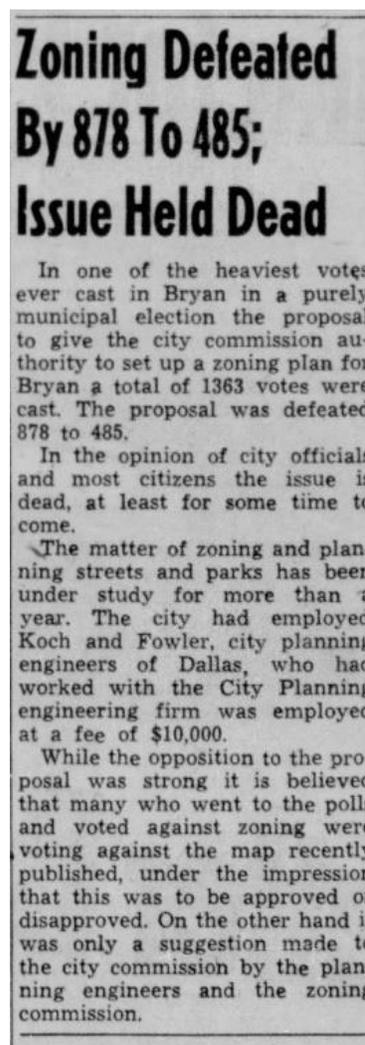
<sup>17</sup> The Bryan Daily Eagle, October 14, 1947, Pg. 1.

ordinance and the second recommending that the commission pass an ordinance regulating the platting and subdividing of land.

The immediate issue sparking interest in zoning appears in part to have been the local sale of alcohol. The day after the first meeting of the planning committee, a special meeting of the City Commission was held to accept formal delivery of the zoning committee's resolutions. During that meeting, an ordinance was introduced to establish a Planning and Zoning Commission with instructions for the new body to *"recommend to the City Commission as soon as possible defined areas for the sale of alcoholic and non-alcoholic beverages within the City of Bryan."*<sup>18</sup> The second and final reading of the ordinance<sup>19</sup> establishing the new Planning and Zoning Commission was passed and approved 9 days later on October 24, 1947.<sup>20</sup>

On December 8, 1947, the City Commission appeared to have relieved the new Planning and Zoning Commission of their charge to actually prepare a draft zoning ordinance and proposed zoning map. During that same meeting, an ordinance was passed regulating plats and subdivisions and assigning the responsibility of review and approval to the new Planning and Zoning Commission.<sup>21</sup> Consideration of zoning was postponed until the following month. On January 23, 1948, after a letter was read from the Chairman of the Planning and Zoning Commission, Edward J. Voltin, the City Commission voted to immediately have a zoning map drawn and allocated \$500 to cover the estimated cost of preparation.<sup>22</sup> Nineteen months later on August 31, 1949, the Dallas engineering firm Koch and Fowler submitted a proposed zoning map to the Planning and Zoning Commission. The Bryan Eagle reported the next day that *"members of the commission expressed the feeling that the plan should be given careful study, as any action in the direction of approving a zoning plan is liable to result in more or less controversy."*<sup>23</sup>

On October 3, 1950, after much public discussion, which included a number of large advertisements placed in the Bryan Eagle by those on both sides of the issue a special election was held and the



Source: The Eagle Newspaper  
October, 1950

<sup>18</sup> Bryan City Commission Meeting Minutes, October 24, 1947.

<sup>19</sup> City of Bryan Ordinance Book "P", Pg. 420, #O-47-14.

<sup>20</sup> Bryan City Commission Meeting Minutes, October 24, 1947.

<sup>21</sup> Bryan City Commission Meeting Minutes, December 8, 1947.

<sup>22</sup> Bryan City Commission Meeting Minutes, January 23, 1948.

<sup>23</sup> The Bryan Daily Eagle, September 1, 1949, Pg. 1.

proposal to give the City Commission authority to adopt a zoning ordinance was defeated by 878 votes in opposition to 485 in favor.<sup>24</sup>

The matter of land use regulation and planning was not long absent from public conversation in Bryan. In 1954, during a joint meeting of the Planning and City Commissions a poll revealed that each member of the City Commission was in favor of the “*principle of zoning*”.<sup>25</sup> In an article on the front page of the Bryan Eagle on July 16, 1956, Mayor Roland Dansby expressed concern regarding the lack of land use regulations as a significant factor contributing to a 20% decrease in central Bryan property values, poorly planned nature of commercial growth along the Texas Avenue corridor and the decline of Bryan’s downtown business district. The article reported “*a town with no Downtown is no town at all.*”<sup>26</sup>

## **The Brazos Area Plan and Beyond; 1957-1969**

In 1957, the Cities of Bryan and College Station along with Brazos County and The A&M College of Texas partnered in a 3-year effort to study existing conditions and produce a plan to guide growth. The collaboration between the four entities at that time was unique in Texas with each entity financially supporting the effort to produce a truly comprehensive plan for the region. Caudill Rowlett Scott and Associates (CRS), a nationally known architectural and planning firm, served as professional support and facilitator. The outcome of the partnership would be titled the *Brazos Area Plan*. First presented in November, 1958, the multi-volume findings of the group indicated that the lack of land use planning and zoning regulations had been, and would continue to be, harmful to the interests of the citizens of Bryan. CRS produced a 40-page draft zoning ordinance that they recommended should be adopted by the City of Bryan. The firm also recommended amendments to the College Station zoning ordinance to help ensure consistent and efficient growth in the two towns.<sup>27</sup>

A month after the presentation of the proposed ordinance, a group of residents and property owners appeared before the City Commission to protest the development of a slaughter house in a location they asserted should be reserved for residential use.<sup>28</sup> During the meeting the City Attorney explained to the Commission and the assembled citizen group that: “*the city was powerless to stop the location of any such business anywhere in town.*”<sup>29</sup> Public discussion continued and the topic of zoning became an issue in Bryan municipal elections and remained a contentious political theme until the City Commission elections held in the spring of 1967.

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<sup>24</sup> The Bryan Daily Eagle, October 4, 1950, Pg. 1.

<sup>25</sup> The Bryan Daily Eagle, January 10, 1954, Pg. 1.

<sup>26</sup> The Bryan Daily Eagle, July 16, 1956, Pg. 1 and Pg. 8.

<sup>27</sup> The Bryan Daily Eagle, October 21, 1960, Pg. 1.

<sup>28</sup> The Bryan Daily Eagle, November 11, 1960, Pg. 1.

<sup>29</sup> Bryan City Commission Meeting Minutes, November 10, 1960.

Throughout 1968, the subject of zoning dominated public discourse. During a special meeting on February 15, 1968, 60 citizens appeared before the City Commission to request passage of a zoning ordinance.<sup>30</sup> Two weeks later, the City Commission voted to establish a special commission to study the matter and make recommendations. On September 10, the zoning commission submitted to the City Commission a proposed zoning ordinance and a hearing to receive public input was scheduled for October 15. After the public hearing, a referendum vote was scheduled for December 6, 1968.

On November 26, 1968, in a letter presented to the City Commission, the zoning commission requested that the vote be postponed citing changes to the proposed map made necessary after the series of public information hearings, and the need for more time for the public to become better informed and aware of the concept of zoning<sup>31</sup>. Consenting to the request, the City Commission passed first reading of an ordinance cancelling the December 6 election. Several citizens opposed to zoning appeared at the next City Commission meeting to protest the cancellation of the vote<sup>32</sup>. The citizen group argued that the zoning commission letter requesting cancellation of the vote was invalid since a quorum of the commission had not authorized the request and that the letter violated the recently-passed Texas Open Meetings Act.

A few days later another special meeting of the City Commission was called and another referendum was scheduled for January 23, 1969.<sup>33</sup>

The Planning and Zoning Commission seemed to feel that more time for public engagement was needed, perhaps in response to a vigorous campaign waged

## Revisions Easing Zoning Ordinance Gain Approval *Restrictions Cut In Most Classes*

By PAT LESTER  
Eagle Staff Writer

The Bryan Planning and Zoning Commission approved sweeping revisions to the proposed zoning ordinance Monday night, easing restrictions in almost all classifications. Julius Skrivaneck cast the only vote against the change.

The revised ordinance may be submitted to the City Commission for its consideration tonight.

According to City Attorney Pierce P. (Pat) Stacy III, "These changes—85 per cent of them—are on the basis of lessening the controls of the ordinance and cutting down the complexity of it."

Under the revisions four zoning classes are eliminated, three single family dwelling district, designated R-1, there will be front yard, back yard and side yards requirements but "there will be no lot coverage requirements as such. You have no lot width and you have no lot depth," Stacy said.

The height of structures in the R-1 district will be limited to 45 feet, or three stories. However, the height may be increased "not more than 10 feet when two side yards of not less than 15 feet each are provided," according to the revisions.

In all districts, the minimum lot area will be 6,000 square feet.

"Any lot platted now which is less than 6,000 square feet you can still build on," Stacy emphasized.

There will be floor area requirements in the duplex and multi-family dwelling districts, designated R-2 and R-3 respectively, as was stated in the previous proposed zoning ordinance.

In the commercial districts, the central business and neighborhood business districts, lot coverage, lot depth and lot width requirements also were eliminated.

(See ZONING, Page 6)

Source: The Eagle Newspaper  
January, 1969

<sup>30</sup> Bryan City Commission Meeting Minutes, February 15, 1968.

<sup>31</sup> Bryan City Commission Meeting Minutes, November 26, 1968

<sup>32</sup> Bryan City Commission Meeting Minutes, December 3, 1968

<sup>33</sup> Bryan City Commission Meeting Minutes, December 16, 1968

against passage by a citizen movement called “Citizens for Continued Progress”. Paid advertisements in the Bryan Eagle began appearing prior to the cancellation of the December 6 referendum, and increased in frequency as the January 23 vote was approaching. The common theme of these advertisements was the fear of loss of property rights, distrust of those supporting zoning, including elected officials, heavy fines imposed for non-conformance with new regulations, and negative effects on local business. One small pro-zoning advertisement reported that the 1968 Miss America had visited Bryan and stated that she was in favor of zoning. The day before the vote, a Citizens for Continued Progress newspaper advertisement offered rides to the polls for those wishing to vote against zoning.

The election on January 23, 1969, was, up to that time, the largest vote ever cast in a Bryan municipal election. According to the Bryan Eagle, there were lines at the two polling places and the election judges at both locations reported that they ran out of ballots near the end of the day. Ballot forms that had been printed for the cancelled December 6 vote were re-dated to be pressed into service. Of the 5,301 votes cast, 4,225 (80%) were against authorizing the City Commission to establish zoning regulations.<sup>34</sup>

## **Big Changes; 1970-1982**

With only a very few exceptions, the subject of zoning in Bryan would not appear before the City Commission for the next 12 years. During that time, many changes would come to Bryan. The population grew by 38%. The population of College Station on the other hand grew by 133% during the same decade.<sup>35</sup> The 1973 OPEC oil embargo, the 1979 oil crisis and the near disaster at Three Mile Island nuclear power plant caused domestic oil exploration and production to increase dramatically. By the late 1970s, hundreds of thousands of acres of Brazos County land had been leased by oil companies. In the first 10 months of 1977, over 50 wells were drilled in the northeast corner of the county, without a single dry hole.<sup>36</sup> At the same time, the City of College Station began to diversify the formerly University-focused development pattern by finally severing ties that kept them dependent on Bryan for utility services and celebrating the announcement of a major high-tech manufacturing facility, Texas Instruments, and a new regional shopping center, Post Oak Mall.<sup>37</sup>

A significant force driving business and demographic change not often mentioned is that of white flight. In 1971, a Federal District Court case, *United States v. Texas*, resulted in *Civil Action 5281* which brought about the immediate desegregation of Bryan Schools. Having a much smaller student population, the A&M Consolidated School District had been de facto integrated after a 1966 fire had substantially destroyed Lincoln School, which had been that district’s educational

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<sup>34</sup> The Bryan Daily Eagle, January 24, 1969, Pg. 1.

<sup>35</sup> United States Census Bureau.

<sup>36</sup> The Eagle, Pg. 1.

<sup>37</sup> Deborah Lynn Balliew, *College Station Texas 1938/1988* (College Station, Intaglio Press, 1987), Pgs. 54-57.

facility for African-American students. The Bryan Independent Scholl District website reports that *“in the fall of 1971 an entirely new educational / social entity was formed in Bryan, when E.A. Kemp students joined those of Stephen F. Austin and became the Vikings at the new Bryan High School.”*<sup>38</sup> By 1980, as the result of these and other social and business factors, an ever growing trend had been established that would see the momentum of area growth shift in favor of College Station.

The area oil boom did not last forever. Although there was plenty of oil still under Brazos County, between 1980 and 1985 the price of oil dropped from over \$60 per barrel to around \$20. The decline in the oil industry along with the savings and loan crisis triggered by the Economic Recovery Tax Act of 1981 created conditions across the country to which Brazos County was not immune. Financial setbacks and overall market stress produced circumstances where business and real estate deals that otherwise would have never been contemplated began to occur. Although private business and property holdings in both communities suffered similarly, the negative effects in College Station were somewhat buffered, perhaps due to the fact that even though properties in that town may have been exchanging at fire sale rates, the presence of land use control ordinances protected area property owners and the community as a whole from development projects of ill-advised type or location.

## **Too Important to Fail; 1982-1989**

In November 1981, the Bryan City Council<sup>39</sup> received a citizen petition requesting the adoption of land use and development control ordinances. The partial collapse of the local economy was still several years in the future, but the development pressure that had accompanied the strong regional oil economy had produced unregulated commercial and residential development in Bryan held to be undesirable by a significant number of citizens. In response to the petition, Council embarked on a study and review process with the goal of finding a way to regulate local development and land use in a manner that would be acceptable to the citizens and also produce the desired results. The Council study and review lasted for most of 1982. The planning professionals responsible for producing, organizing and presenting the information were Bryan City Planner Hubert Nelson, Assistant City Planner Cliff Miller and head of the Texas A&M Department of Urban and Regional Planning, Dr. Wolfgang G. Roeseler. After a number of presentations to the City Council and subsequent discussions, public information meetings were scheduled to be held during November and December 1982, and a non-binding referendum on the subject scheduled for April 1983. In February 1983, the City Council voted to cancel the

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<sup>38</sup> “History of Bryan Independent School District”,

[http://www.bryanisd.org/apps/pages/index.jsp?uREC\\_ID=180519&type=d&pREC\\_ID=909066](http://www.bryanisd.org/apps/pages/index.jsp?uREC_ID=180519&type=d&pREC_ID=909066), accessed June 8, 2016.

<sup>39</sup> In 1972, the name of the governing body had been changed from City Commission to City Council and two members added, bringing the total membership to seven.

referendum and instructed City Staff to explore the possibility of controlling development through enforcement of deed restrictions and adoption of a comprehensive plan.

By 1988, the economic downturn was beginning to reach its full effect and the leadership of the city, both elected and appointed officials began to feel the need for decisive action to control development and land use. A joint meeting of the City Council and Planning Commission was held in August 1988 during which Dr. Roeseler made a presentation on the process of applying land use controls. Roeseler recommended the initial adoption of a comprehensive plan coupled with a large amount of public input.<sup>40</sup>

In 1950 and 1969, two of the three previous occasions when the City Commission took up the matter of adoption of land use regulation, the question was put to a vote of the public via a non-binding referendum. In both cases the idea of zoning was decisively rejected. The referendum was not a step required by the Texas Local Government Code. As with any other ordinance, the choice to accept or reject a zoning ordinance was always the sole responsibility of the City Commission/Council. By late 1988, it had become increasingly evident that given past experience and current conditions it was the intent of a majority of the City Council at the time, after due consideration and input from the public, to decide the matter without holding a referendum.

As the outcome of the joint meeting, the City Council charged the Planning and Zoning Commission and support of the City Staff, with the mission of proposing a process that would result in the adoption and implementation of a “land use plan”. On November 24, 1988 Planning and Zoning Commission Chairman Ed Waggoner presented a plan accompanied by a budget of \$64,000 to accomplish the task. By unanimous vote the City Council authorized the expenditure and the plan on October 24, 1988.<sup>41</sup>

In January 1989, the City Council authorized the Mayor to sign a contract with J.T. Dunkin and Associates to prepare a zoning ordinance and accompanying map<sup>42</sup>. At the next Council meeting<sup>43</sup> and a number of those following during the next 10 months, representatives of “Bryan Citizens for Progress and Equity”, a new political action committee formed for the purpose of opposing the adoption of any type of land use control, addressed the Council during the “Hear Citizens” portion of the meeting.

Also appearing several times during “Hear Citizens” portion of Council meetings during the following months were citizens speaking in favor of the concept of zoning. By October 1989, the initial draft of the new ordinance was under review first by the Planning and Zoning Commission and then the City Council. A joint meeting of both bodies was held at the Brazos Center on

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<sup>40</sup> Bryan City Council / Bryan Planning Commission joint meeting minutes, August 24, 1988.

<sup>41</sup> Bryan City Council meeting minutes, October 24, 1988.

<sup>42</sup> Bryan City Council Meeting Minutes, January 23, 1989

<sup>43</sup> Bryan City Council Meeting Minutes, February 13, 1989

November 20, with 475 citizens in attendance. The number of individuals voicing pro or con opinions at that meeting appeared to be about evenly divided. A week after the public hearing at the Brazos Center, during a Council workshop meeting, several final adjustments to the text of the proposed ordinance and zoning map were reviewed and approved.

On December 4, 1989, 50 years and 1 month after the concept of land use control was first publicly considered by the Bryan City Commission, the first reading of a zoning ordinance was passed by the Bryan City Council. Prior to the motion one Council member offered a motion to postpone the vote to allow a referendum on the matter. That motion died for the lack of a second. The motion to approve the first reading was made, seconded, and passed unanimously. A week later, on December 11, the Council met again for a second reading and final approval of Ordinance No. 756, which again passed unanimously.

## Epilog

Six months after the passage of the ordinance, Dr. Wolfgang G. Roeseler, the head of the Texas A&M Department of Urban and Regional Planning who had consulted with the City of Bryan a number of times over the previous decade, wrote in a letter to Mayor Marvin Tate in which he commented:

*The Council and Planning Commission did a commendable job in managing the zoning proposition. All showed conviction and courage, as well as a clear sense of the majority views of the community. However, the ordinance is merely an “adequate” instrument that, as the Commissioners and I agreed, will serve its purpose as an initial tool, no more.*

Roeseler further stated:

*Certainly it shows that a community can move into modern administration at any time, except that most comparable cities had done so many years ago. [...]Even now you will have to “massage” the instrument for some time until it is fully workable as a key measure in your development code.<sup>44</sup>*

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<sup>44</sup> Wolfgang G. Roeseler, AICP, letter to Bryan Mayor Marvin Tate, June 11, 1990.

## Bryan's Existing Land Uses

It has been recognized that Bryan's existing land use framework (shown in Figure 18) is a result of decades of development, much of which had little land use regulations. This cumulative growth has occurred organically in many instances. Therefore, future growth decisions must recognize past growth trends and leverage the existing assets and framework of the community. As part of the planning process, an assessment of existing land uses is beneficial in determining current development patterns. The total planning area represents the land within the existing City limits combined with the City's ETJ. The ETJ represents areas that may be annexed in the future and benefit from land use and zoning guidance. Although the City does not have land use control in the ETJ, it does have subdivision approval authority.

An analysis of total land use acreage within the City limits allows for an assessment of both developed and vacant land. This assessment provides information on how developed the City currently is and what, if any, vacant land remains for future development. Total developed acreage refers to the total amount of developed land within Bryan once vacant acreage is removed.

Table 28 shows Single Family Residential as the largest existing land use within both the City limits and the ETJ (17.7 percent and 8.3 percent respectively). The second highest percentage of existing land, within both the City limits and ETJ, is Right of Way (15.5 percent and 3.0 percent respectively); followed by Public/Semi Public use (6.3 percent and 2.5 percent respectively). Two-Family, Townhome and Office uses account for less than 1.0 percent of the developed land use acreage within the City limits, as well as within the ETJ. Table 28 also shows 41 percent of the land area within the existing City limits, and 79.6 percent of land within the ETJ as vacant. With this amount of vacant land available for development, the City has an opportunity to guide future growth and shape its ultimate buildout.

Bryan's percentage breakdown of land use is generally similar to College Station and other cities in Texas (see Tables 29 and 30).

## Existing Land Use Categories

The following general categories were used to depict the existing land use patten in Bryan:

### **Residential Uses:**

Single Family – One-family dwellings and related accessory buildings

Two-Family (Duplex) – Duplex dwellings and related accessory buildings

Townhome – Single family attached and related accessory buildings

Multi-Family – Apartments, rooming houses and related accessory buildings

Manufactured Home – Manufactured or mobile home located on a lot or parcel and used as a dwelling

### **Parks and Open Space**

Parks, Playgrounds and Public Open Space

### **Public/Semi-Public and Related Uses**

Schools, Churches, Cemeteries and Public Buildings

### **Office**

Professional/Administrative Offices – Offices for doctors, dentists, real estate, architects, accountants, etc.

### **Retail**

Retail – Stores, shops and personal service establishments, shopping centers, service stations and any associated off-street parking facilities

### **Commercial**

Commercial – Indoor and outdoor amusements, buildings material yards, automobile garages and sales lots, automobile body repair, warehouses, wholesale establishments, sale of used merchandise and welding shops

### **Industrial**

Industrial – Processing, manufacturing, storage, fabrication, assembly and similar production

### **Vacant**

Undeveloped Land – Land having no apparent use or land used for agricultural purposes

Existing Land Use						
Category	City Limits		ETJ		Total	
	Acres	Percent	Acres	Percent	Total	Percent
Single Family	5,124	17.7	6,747	8.3	11,871	10.8
Two-Family	200	0.7	21	0.0	221	0.2
Townhome	57	0.2	0	0.0	57	0.1
Multi-Family	568	2.0	0	0.0	568	0.5
Manufactured Homes	534	1.8	1,231	1.5	1,765	1.6
Parks and Open Space	1,420	4.9	1,596	2.0	3,016	2.7
Public/Semi Public	1,823	6.3	2,007	2.5	3,830	3.5
Office	251	0.9	0	0.0	251	0.2
Retail	503	1.7	6	0.0	509	0.5
Commercial	1,158	4.0	1,075	1.3	2,233	2.0
Industrial	836	2.9	1,351	1.7	2,187	2.0
Vacant Building	81	0.3	6	0.0	87	0.1
Open Storage	33	0.1	30	0.1	63	0.1
Right of Way	4,499	15.5	2,438	3.0	6,937	6.3
<b>Total Developed</b>	<b>17,087</b>	<b>59.0</b>	<b>16,508</b>	<b>20.4</b>	<b>33,595</b>	<b>30.6</b>
Vacant*	11,909	41.0	64,429	79.6	76,338	69.4
<b>Total</b>	<b>28,996</b>	<b>100.0</b>	<b>80,937</b>	<b>100.0</b>	<b>109,933</b>	<b>100.0</b>

\* Includes land used for crop production, ranching and similar agri-businesses

Table 28: Existing Land Use

Land Use Comparison to College Station				
Category	Bryan		College Station (EXLU – 2010)	
	Acres	Percentage	Acres	Percentage
Single Family	5,124	17.7	5,968	20.7
Multi-family	568	2.0	1,186	4.1
Manufactured home	534	1.8	145	0.5
Commercial	1158	4.0	1,029	3.6
Industrial	836	2.9	250	0.9

Table 29: Land Use Comparison to College Station  
Source: City of College Station

## Balance of Land Uses

It is important to recognize that the mixture of existing land use types in Bryan has evolved over many years to serve a particular market segment. The percentage of each use represents a contribution to market demand for that specific land use. Still, Bryan needs to make sure that, as it grows, market choices are available for each type of use. The following are general ranges of land use percentages in selected cities across Texas similar to Bryan.

Land Use Comparison to Selected* Cities		
Category	Percent of Total	Bryan
Residential	14% to 26%	22.3
Commercial/Retail/Other	4% to 10%	6.6
Industrial	2% to 5%	2.9
<i>* Selected cities – San Angelo, Tyler, Waco</i>		

**Table 30: Land Use Comparison to Selected Cities**

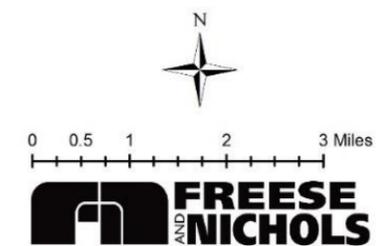
The Future Land Use Plan (Figure 19) ensures that adequate amounts of each type of land use are available in the future to facilitate appropriate market choices. By following the Plan, Bryan can position itself to be a fiscally balanced and sustainable community in the future.

## Existing Land Use

### Map Features

- Single Family
- Two-Family (Duplex)
- Townhome
- Multi-Family
- Manufactured Home
- Parks and Open Space
- Public/Semi-Public
- Office
- Retail
- Commercial
- Industrial
- Vacant Building
- Open Storage
- Vacant
- Streams
- Bryan City Limits
- Bryan ETJ
- College Station

Figure 18: Existing Land Use Map



# Bryan’s Projected Land Use Needs

When calculating population projections, the Compound Annual Growth Rate (CAGR) is the best tool to utilize. CAGR projects the overall growth of the community, considering both periods of fast and slow growth. Using the CAGR allows for an average growth calculation over a longer period of time. As illustrated in Table 31, Bryan’s growth has been relatively steady. Over the past five years the City had a CAGR of 1.5 percent. This is considerably higher than the national CAGR (0.8 percent); which indicates that the City has experienced population growth at a higher rate than the United States overall. Since Bryan’s CAGR has been generally consistent over the past 25 years, it is recommended that the City continue to use a 1.5 percent CAGR for planning purposes.

Growth Patterns (CAGR)	
5 Year (2010-2015)	1.50%
15 Year (2000-2015)	1.40%
25 Year (1990-2015)	1.50%
Projection (2015-2040)	1.50%

**Table 31: Historic Growth Rates**

Using this growth rate, it is estimated that Bryan’s population will increase to 117,219 by the year 2040. This growing population will require additional acreage for development. Assuming consistent development rates and patterns, Table 32 shows the projected need for land use by type. In this scenario, the greatest demand for land will be for single family residential and public/semi-public uses as well as land for right of way.

Projected Land Use		
Category	Existing Land Use (Current Pop. <sup>1</sup> 82,118)	Projected Land Use (2040 Pop. )
	Total Acres	Total Acres
Single Family	11,871	16,945
Two-Family	221	315
Townhome	57	81
Multi-Family	568	811
Manufactured Homes	1,765	2,519
Parks and Open Space	3,016	4,305
Public/Semi Public	3,830	5,467
Office	251	358
Retail	509	727
Commercial	2,233	3,187
Industrial	2,187	3,122
Right of Way	6,937	9,902
Vacant	76,448	62,194
<b>Total</b>	<b>109,933</b>	<b>109,933</b>
<i>(1) U.S. Census</i>		

**Table 32: Projected Land Use**

# Land Use Issues and Opportunities in Bryan

## Land Use Regulations

Until 1990, Bryan did not have zoning. As a result, there were few instruments in place to ensure orderly, compatible development. Much of Bryan's core development occurred before this time. As a result, there are numerous examples of adjacent land uses that are uncoordinated or incompatible throughout the City. In some of these areas, especially the inner/interior neighborhoods, incompatibility of land use is a barrier to quality development and redevelopment and an issue that needs to be addressed. Although amendments have been made to the zoning ordinance over time, it will be important to revise the present zoning ordinance to coordinate with the Future Land Use map and policies in this plan.

## Community Image: The View from the Road

Public image, appearance and negative perception were frequently recurring concerns voiced by Bryan residents who participated in Blueprint 2040. Improving the appearance and aesthetics of the community, specifically along major corridors, will be an important step toward the concerns that were expressed by such a large percentage of those who responded. This is important because the conditions along major corridors, often without context, is the first and last thing visitors see and remember. It also contributes to how residents form their self-image as it relates to their community.

Improving aesthetics along major corridors will involve focusing on both basic appearance issues, as well as land use. The City has already begun to address appearance issues as it relates to land use. It has adopted overlay districts for West Villa Maria, FM 2818, FM 158, SH-47, and South College. Additionally, Ordinance 2074, passed in November of 2014, establishes Building Design Guidelines along 23 major thoroughfares in Bryan. While this trend to establish more appealing corridors in Bryan has been somewhat successful, additional consideration should be given to existing ordinances to fill in the gaps. Consideration should be given to regulations resulting in improved appearance along all corridors.

## Neighborhoods

Bryan is a very diverse city and has many neighborhoods that are rich in character and appeal to a wide range of demographics. There are neighborhoods both large and small, some master planned, and others that have grown individually and organically. While new communities are important for meeting new demand and providing housing options, rehabilitation of existing neighborhoods is also vital. Older neighborhoods offer a character, created by elements such as scale and mature vegetation that is often hard to achieve in new developments. Maintaining a

sense of place, and being a unique community is a widely expressed desire by Bryan residents. Reinvesting in thriving neighborhoods is one way of doing this.

A neighborhood with aging housing stock needs support mechanisms in place to help keep its housing stock strong, unique, and active. The City has created the Neighborhood Association Partnership Program (NAPP) to help improve the vitality and stability of Bryan’s neighborhoods. As neighborhoods continue to age it will be important to maintain and expand programs like the NAPP and initiatives focused on housing maintenance and/or improvement. It will be particularly important to develop strategies for the Central Urban area (see Future Land Use Map for boundaries) among inner urban core neighborhoods.

## **Housing**

Availability of a variety of housing options is another key area of importance to Blueprint 2040 participants. New residential communities are a key factor in facilitating growth and creating the rooftops necessary to attract retail and commercial amenities. The availability of desirable residential communities is an essential element to the support of community growth. However, as residential development and redevelopment occurs, it will be important to remain mindful of Bryan’s existing demographics and market demands. Facilitating mid-range to higher end residential development without regard for the need for construction of affordable, workforce, and life-cycle housing would be, in the long term, unsustainable. It is also important that the City has guidelines in place to ensure that new residential development is high quality, well planned, and will age in a manner that will increase their value over time rather than deteriorate to the end of their market life.

## **Manufactured Housing**

Manufactured housing has been a significant component of the local affordable housing market. Aging mobile and manufactured homes present different product life-cycle challenges as the design life of a manufactured home is much shorter than that of a “site-built” house. The northern and western urbanized areas contain such housing, much of which existed before zoning regulations were in place. State law (Section 1201.008 of the Texas Occupancy Code) provides that notwithstanding local zoning regulations, owners of mobile/manufactured homes are allowed a “one-time” replacement of an existing manufactured with a newer, larger manufactured home. Given this state mandated policy, it will take many years to replace dilapidated units with site-built homes. However, the City should consider establishing incentives to encourage owners to replace mobile/manufactured homes with site-built homes.

The following guidelines should be incorporated into revised zoning standards for manufactured homes:

- Rezone MU-1/MU-2 areas to single family, where possible.
- All new manufactured homes should:
  - be attached to a permanent foundation,
  - comply with all standards that a site-built home must observe,
  - meet minimum exterior and roof pitch standards, and
- Create a permit system to review replacements on a lot by lot basis.
- Zone specific areas for manufactured homes if such areas are appropriate for these types of housing units.

## Stealth Dorms

The term “Stealth dorm” refers to single family homes in traditional residential neighborhoods that are typically occupied by three or more college students that are unrelated; creating multiple-family dwelling characteristics in a building and neighborhood designed for single family use. In recent years, there is an increasing trend where college students are choosing to live in single family homes as opposed to on-campus dormitories or off-campus student-centric housing. This is typically due to number of factors, to include cheaper rent; many times due to declining neighborhood property values, a desire to live in a traditional house, or a shortage of on-campus housing.

Stealth dorms present a number of concerns for cities and property owners. The demand for stealth dorms can catch the attention of developers who often have no stake in the neighborhood other than economic and no motivation to be context-sensitive. This can lead to changes not compatible with the surrounding neighborhood. For residents, these stealth dorms are often associated with perceived and / or real nuisances including increased traffic and parking congestion, poor property maintenance, increased noise, increased crime, and a diminished sense of community. The City of Bryan has and continues to address the issue of stealth dorms through the creation of the Residential Neighborhood Conservation zoning district. The following guidelines could be incorporated into revised zoning and development standards to address the development of stealth dorms:

- Require leasing property owners to register with the City
- Limit on-street parking during overnight hours
- Limit on-street parking to residents only
- Require leasers to be on a single lease
- Expand weekend quiet hours
- Expand non-regulatory strategies such as increasing code enforcement

## **Facilitating Development**

It is important that Bryan leadership balance the desires of developers with the community's vision and future well-being in mind. One way to do this is by attracting development and redevelopment through financial incentives. Currently, Bryan is seen as a developer-friendly community and has done a commendable job fostering a pro-business attitude. However, input from citizens suggests that this policy may be taken too far and the City should raise the bar with development standards; requiring higher quality investment from those accepting public funds. While it might seem counterintuitive, creating and enforcing high-quality design guidelines creates stability and appearance that is highly desirable to developers and citizens. Both developers and citizens benefit from the economic and aesthetic results.

## **A Diversity of Land Uses**

One of the single greatest considerations in planning a framework for future growth is ensuring that a variety of land use types are provided within the community. Every city has a diverse range of land uses such as commercial, retail, industrial, agricultural, high density housing, low density housing, shopping centers, and employment centers. Each of these elements serves a function within the community, and is important to incorporate all of them into the land use framework. It is essential to ensure, however, that uses are properly arranged. The Future Land Use Plan is a tool to help coordinate the various land uses within the community and encourage the best possible land use relationships.

## **Mixed-Use Development**

Mixed-use development is occurring in many areas around the State. The success of these areas are indicative of a growing preference for new and exciting mixed-use development. The City of Bryan should facilitate orderly mixed-use centers in nodes across the community to replicate the success and environment of existing planned mixed-use developments.

In the past, Bryan's mix of land uses has been horizontal in nature. That means different land uses occurred on different parcels in close proximity to one another, but not generally related to each other. These conditions developed during decades of unregulated growth. Although this pattern will likely remain unchanged in some areas, selected redevelopment and new development opportunities, such as along College, Main, and close to TAMU should take advantage of leading-edge land use planning principles.

## **Infill Development**

There is a substantial potential for infill on vacant lots within previously developed areas in Bryan. Infill opportunities will serve to improve the existing community conditions and sense of place in part by merely creating a more complete and active streetscape. In addition, infill development utilizes vacant land and adds to the tax base without added expense of extending and maintaining expensive public infrastructure; water, wastewater, and public utilities are often already available. Maximizing the use of vacant land within the core areas also reduces the negative impact of sprawl. Similar to the existing programs that have contributed to the rebirth of downtown, the City of Bryan should form public/private sector partnerships specifically intended to spur infill development and redevelopment. It is critical however that care is taken to ensure compatibility with existing communities.

## **Redevelopment**

Redevelopment within the urban core helps to mitigate, reverse and/or eliminate the effects of dilapidation and blight. The replacement or renovation of existing subpar structures will not only foster functional and productive land use, but will improve the appearance of the community. There are ample opportunities for redevelopment in Bryan; particularly along major corridors. Redevelopment that is coordinated with the Future Land Use Plan and land use policies will serve as an effective tool to revitalize select areas of the City, while maintaining the desired overall growth pattern.

## **Historic Neighborhoods**

Bryan is fortunate to have a number of interesting historic neighborhoods in the Central Urban area. To ensure the stability and preserve the character of such neighborhoods, the City has adopted a Historic Preservation Ordinance and companion design guidelines. The Eastside Historic District was established to help preserve and improve that particular area, and to date is the only residential neighborhood so recognized. The Eastside district is also listed in the National Park Services' National Register of Historic Places. To protect and stabilize other unique and valuable neighborhood resources establishment of other residential historic overlay districts is recommended.

# Local and National Trends Affecting Land Use Planning

## Demographic Changes

There are two major demographic shifts currently occurring across the United States: age and race. These shifts will significantly impact the way we all live and thereby future development preferences. Therefore, it is important to understand how they relate to the Bryan-College Station area:

### Age

In 2015, the Millennial generation, individuals born after 1981, became the largest living age group in the United States with over 75.3 million people. It is expected that Millennials will reach 81.1 million in 2036, and remain above 80 million until 2050. This generation is expected to be the largest age group by 2050.

### Race

A minority-majority state is a state where one or more racial and/or ethnic minorities make up a majority of the population. In 2012, Texas became one of four minority-majority states. This is due in large part to Hispanic immigration, decreasing birth rates among whites, and mortality among the less diverse Baby Boomer population. This is a trend being seen across the United States, though at a slower rate. It is predicted that by 2020 the majority of the United States population under the age of 18 will consist of racial and/or ethnic minorities.

### Implications

Suburbanization has been the development preference in America since the end of World War II. However, this trend has changed in recent years among specific portions of the population.

- The Millennial generation has driven a resurgence in urban living, which contains a mix of diverse uses and amenities that are incorporated in a pedestrian friendly framework.
- While many retiring Baby Boomers opt to remain where they are in the suburbs, those that relocate often choose to live in neighborhoods where they can be more physically active and socially connected. They also prefer housing that is easier to maintain.
- Preferences favoring physical and social connectivity among these two largest age groups have resulted in growing desires for pedestrian friendly communities that provide ample amenities that accommodate full life cycles.

## Life-Cycle Housing

Life cycle housing serves the needs of individuals, families, and different segments of the population through all stages of their lives—young singles, families without children, families with children, empty-nesters, retirees and seniors. When an adequate mix of housing options is available, a person has the opportunity to live their entire life within the community and even within a desired neighborhood. An

example of this cycle includes renters who move from apartments into starter homes, families who move from starter homes into larger homes, and seniors who move from larger family homes into smaller homes that require less upkeep.

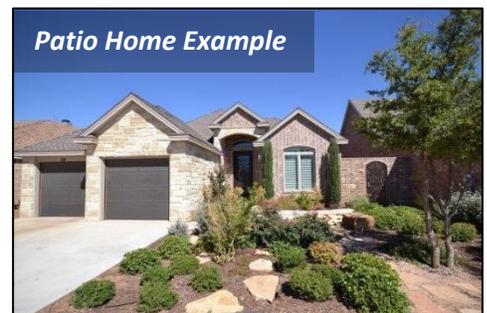
To plan and prepare for an efficient transition to a potentially new market segment, in addition to Bryan’s existing single family neighborhoods, the following housing options should be provided.

### *Apartments / Multi-Family*

The range of apartment or multi-family options is very broad in an effort to meet the needs and desires of a diverse rental market. In recent years, a trend in urban-style apartments has emerged. These living units are also located in multi-story buildings and most frequently in an urban setting. Two general types of designs should be accommodated; the traditional “garden” style complexes and “new urbanism” style projects. Both are appropriate in urban settings, however, both must have design standards to ensure that quality and long lasting developments result.

### *Patio/Zero Lot Line Homes*

Patio homes are small-lot, single family homes generally located in medium density neighborhoods. The smaller lot size limits the size of front and rear yards. However, this housing option is attractive for seniors, empty-nesters and those seeking a housing option with little yard maintenance. Patio homes can be used to buffer low density neighborhoods from higher density residential areas.



### **Duplex Homes**

A duplex is a house on one platted lot divided into two separate dwelling units, each with its own entrance. Duplexes serve as a transition between higher density attached and single family detached housing. This housing type is important to the community due to its affordability, range of amenities available, and the transitional nature of the housing itself.



### **Townhomes**

Townhomes are attached single and multi-story dwelling units, each occupying its own lot, that serve as an alternative to apartment living. Townhomes can be purchased fee-simple; which includes the land upon which they are situated. This housing option can serve the needs of those seeking a lower impact home-ownership experience, as well as first-time homeowners and college students. Segments of the population, ranging from young professionals to small families, find townhomes appealing.



### **Loft Housing (Downtown)**

There has been an increase in individuals migrating into downtowns and activity-rich areas of cities in the past decade. Loft housing meets this need by providing a lively, walkable environment with more amenities in close proximity. This segment of the housing mix is often more expensive than the previously mentioned housing types.



### **Senior Living**

An integral part of retirement living is the connection to family, friends, and the community in which seniors have grown to call home. In order to allow a senior or retiree to age in place, housing options must be available. The need for decreased maintenance, increased access to transportation options, and accessibility to necessities (such as food and medical facilities) are essential. Senior living developments integrate these essential elements with housing. Many of the aforementioned housing options are incorporated into senior living developments.



## *Mixed-Use*

Not every community can be or wants to be a large city, but even suburban and small city residents enjoy having accessible, well designed commercial and retail amenities in their community. Mixed-use developments can serve as concentrated one-stop shops to live, work, and play. Vertical mixed-use is traditionally thought of as shops on the ground floor with residential above, while horizontal mixed-use follows a more traditional shopping center format. The common denominator in mixed-use development is special attention paid to aesthetics, sense of place, and pedestrian accessibility.



## *Traditional Neighborhood Design (TND)*

Rather than a simple reference to the way neighborhoods have historically been designed and the resulting development patterns; Traditional Neighborhood Design (TND) refers to a relatively recent planning and development concept that incorporates a number of design features to encourage connectivity and facilitate active neighborhoods. Examples of several TND design features include:



- Connected street grid
- Reduced housing setbacks from the street
- Front porches
- Neighborhood pocket parks
- Distinctive architectural design elements
- Sidewalk and pedestrian integration
- Various housing sizes
- Neighborhood centers accessible by car and foot

# Mixed-Use Development Variety

Small-scale, mixed-use areas serve as neighborhood centers. They would generally include local restaurants, small offices, and neighborhood services such as a dry cleaner. Second level residential or office space should also be encouraged. Since they support adjacent neighborhoods, they should be unique to the areas in which they are located, and provide a mix of businesses that serve the neighborhood.



Community mixed-use areas are those that provide shopping, dining, office, and residential options for a large portion of the City. Since they have a community-wide appeal, they should be located on major thoroughfares.

Regional mixed-use serves areas beyond the community—they have a regional draw. Regional mixed-use centers tend to attract national retailers and large retail establishments. They would contain a variety of shopping, dining, and entertainment options. Due to their size and intensity, multi-mixed-use areas require very high levels of visibility and are typically located along freeways because of the high traffic volumes.



# Future Land Use Plan

The following are the land use categories that correlate to Figure 19.

## Future Land Use Categories, Characteristics, and Development Guidelines

### Residential Estate

Residential estate is the lowest density category. It is indicative of large-lot single family homes and rural subdivisions. In the ETJ, city water and sewer may not be available, necessitating private water and sewer systems. For this reason, lots should be a minimum of one acre in size with a preference for sizes over 1.5 acres due to the predominance of clay soils within the area. The following are policies to guide residential estate areas:



- Land on the fringe of the city limits that may not be served by city utilities and that serves as a transition from rural to suburban.
- Lots should be a minimum of one acre in size to allow for septic facilities, with a preference on 1.5 acre minimum due to clay soils.
- Lots should have access to, but not directly front, any existing or planned arterial or collector roadways.

### Low Density Residential

Low density residential is the predominant land use within Bryan. It represents a traditional single family detached neighborhood and includes housing and living units for people with a range of incomes and needs. Low density residential areas generally range between three and five dwelling units per acre. The following are policies to guide low density areas:



- They should be protected from, but accessible to, the major roadway network, commercial establishments, and industrial areas.
- Subdivisions should be accessible to collector and arterial streets, but directly access only local streets.
- They should not be directly accessible to major arterials and freeways without adequate buffering and access management.

## **Medium Density Residential**

Medium density residential represents single family residential neighborhoods at densities between eight and 12 dwelling units per acre. Medium density residential types take the form of townhomes, duplexes, and patio homes. Medium density residential can be used as a transitional use between low density areas and higher intensity uses, such as commercial, retail, and industrial activity. The following are policies to guide medium density areas:



- They should be protected from, but accessible to, the major roadway network, commercial establishments, and industrial areas.
- Subdivisions should be accessible to collector and arterial streets, but directly access only local streets.
- They should not be directly accessible to major arterials and freeways without adequate buffering and access management.

## **High Density Residential**

High density residential is reflective of multifamily apartments. Depending on location, densities in high density residential may vary significantly. Garden style apartments have densities between 12 and 20 dwelling units per acre. Newer construction, particularly if a mixed-use configuration, has densities ranging from 20 to 30 dwelling units per acre. Higher densities would be more appropriate in Downtown Bryan and in mixed-use areas. High density residential can serve as a transitional use between low density neighborhoods and much higher intensities, such as commercial and industrial activity. The following are policies to guide high density residential areas:



- They are appropriate along major collector or arterial roadways.
- They serve as a buffer between commercial or retail uses and low density residential areas.
- Maximum acreage per individual development should be 30 acres or less.

## **Retail**

Retail establishments have goods for purchase by the general public and have the benefit of directly contributing to the support of the community as a whole by generating sales tax revenue. Retail uses require high visibility locations such as along arterial roadways. Examples of retail uses include clothing stores, dry cleaners, restaurants, and branch banks. Low intensity office uses are also permitted or encouraged in retail areas. The following are policies to guide retail areas:

- Retail should be located at high points of visibility.
- They should serve as a buffer and transition between higher and lower intensity uses.



## **Neighborhood Center**

Neighborhood centers contain a mixture of uses but are generally lower intensity in nature due to their proximity to lower density neighborhoods. Neighborhood centers would include small scale retail at the most visible locations, such as directly adjacent to the roadway itself, and areas for small office spaces. Medium or high density residential options may be incorporated as a transition to adjacent low density neighborhoods. The following are policies to guide neighborhood center areas:

- They are convenient and accessible from residential areas.
- They are located at higher traffic intersections to leverage traffic counts and visibility.
- They ensure adequate transition from retail and parking areas to adjacent residential areas through the use of a combination of increased landscaping, rear setbacks and screening.
- When possible, pedestrian connections should be provided between adjacent residential areas and neighborhood retail centers.
- They are located at the convergence of arterial roadways in predominantly residential areas.
- They should be organized at intersection nodes rather than strip-fashion along corridors.
- They may be of a mixed use nature or include medium density residential options as a transition between the retail core and nearby lower density residential areas.
- They are generally less than 10 acres per project.





### **Regional Retail**

Regional retail contains large shopping centers that draw customers from surrounding communities. These centers include two or more large anchor tenants with discount stores, supermarkets, drug, large-specialty discount (toys, books, electronics, home improvement/furnishings or sporting goods, etc.). The typical market area is a radius of five to fifteen miles. The following are policies to guide regional retail areas:



- These developments are usually on 20 acres or more.
- At points of highest visibility and access; and
- In close proximity to major intersections (freeway/expressways and freeways, freeways and major arterials, and major arterials and major arterials).



### **Downtown**

The process of rebirth continues in Downtown Bryan and it is widely accepted as an important community resource. Serving as the intersection of local art and life, and home to numerous restaurants, boutiques, concert and event venues, and art galleries, the Downtown district encompasses the downtown core. The area covers most of the original one square mile grid of the City.



### **Central Urban**

The Central Urban area is adjacent to the downtown core and serves as a transition between the core and existing peripheral low density residential neighborhoods. This area should be infused with a mixture of residential options as well as supportive retail, commercial and office uses. There is a large potential for infill housing development; which should be guided by design principles that complement the existing framework and character of the Downtown core. The following are policies to guide central urban areas:



- The existing pattern in this area should not be altered without a more detailed study of land use change and traffic patterns.

- A new zoning district should be created to allow supporting and complimentary land uses to the Downtown area.
- This area should be a horizontal mixed use district.
- Densities should be less than allowed Downtown.
- Appropriate uses include
  - Live/work units,
  - Single family,
  - Townhomes and multi-family,
  - Small scale retail and office.
- Entertainment and other similar uses should be encouraged Downtown.

### *Mixed-Use*

Areas with this land use designation are intended for an appropriately planned mixture of non-residential and residential uses. They are referred to as mixed-use because it is envisioned that these areas would be integrated developments of retail, public, office, and entertainment, with a residential component appropriately blended into larger scale buildings that would otherwise be used to support those uses independently. Mixed-use areas are intended to provide flexibility for the City and the development community in order to encourage innovative, unique, and sustainable developments. Development of housing in these areas would represent a response the nationwide trend and growing market pressure for such options. Residential uses in mixed use developments have begun to appeal to seniors or younger generations. Walkable connections to shopping and dining should be key components of the mixed-use areas. There are two types of mixed-use – vertical and horizontal. Vertical mixed-use (sometimes referred to as new urbanism) incorporates multiple uses in one building on different floors. For example, a building could have shops and dining on the first floor and residential and office on the remaining floors. Horizontal mixed-use is defined generally as different land uses on different lots in one area, and is not intended to be included with this description. The following are policies to guide mixed-use areas:

- A well thought-out, master planned approached is needed to make certain these development types are coordinated with surrounding developments.
- Mixed-use design should be oriented around the pedestrian.
- Buildings should be placed near the front property line and should be oriented towards the street.
- Additionally, much of the mixed-use designation will be located in small pockets.
- Mixed-use development should be located at high points of visibility, such as along arterials and collectors.
- They should serve as a buffer and transition between higher intensity uses and lower density residential areas.

## Office

Office areas provide for low- to medium-rise suburban-scale developments. Generally, permitted uses include corporate, professional, medical and financial offices as well as offices for individuals and non-profit organizations. These areas can serve as a lower intensity transitional use to adjacent residential areas. The following are policies to guide office areas:

- A combination of screening, increased rear setbacks and enhanced landscaping should be used to ensure adequate buffering from adjacent residential areas.
- Buildings are permitted to be two stories or less, however multi-story structures would be permitted with appropriate buffer and setback standards.
- At points of high visibility along non-residential arterials and major collectors and at intersections of minor arterials and major or minor arterials, major collectors and major or minor arterials, and minor collectors and major arterials.
- Convenient and accessible to residential areas.
- Providing a transitional land use between residential uses and higher intensity commercial land uses.
- The convergence of minor arterials and minor collectors and the convergence of major collectors and minor collectors may be appropriate for office uses but not light commercial uses.



## Commercial/High Intensity Office

Commercial uses are more intense than retail establishments, yet also provide goods and services for the public. Examples of commercial establishments would include hotels, automotive services, and big box retailers. These areas should be considered generally incompatible with residential areas. Through the use of screening and buffering techniques to effectively mitigate any noise and light impacts, location near areas of residential use may create characteristics more acceptable, but not optimal. When outside storage is allowed, screening should be used to minimize the visual impact. The following are policies to guide development of commercial areas:

- Located along major arterial, super arterial and freeway corridors.
- Outside storage associated with commercial activity should be screened from the



primary roadway on which the establishment is located.

- Commercial activity should be buffered from low density residential areas through the use of enhanced landscaping, increased rear setbacks, the use of medium density residential, and by floodplains or other man-made features.
- Office uses above two stories should be required to observe additional setbacks.

### **Light Industrial**

Light Industrial development has a wide range of uses, appearances, and intensities. The most intensive industrial uses would be refining or manufacturing facilities. Additional forms of industrial development include industrial warehouse/storage facilities with indoor storage and industrial business parks. New heavy industrial activity should be generally prohibited except by special approval or in Bryan's several industrial parks.



Industrial business parks that function as employment centers are more appropriate in areas, within close proximity but not adjacent to residential. New industrial development should not be permitted adjacent to existing residential areas without the use of transitional uses or an extensive buffer system, such as a floodplain or natural area. The following are policies to guide light industrial areas:

- Industrial areas located along arterial thoroughfares and in proximity to freeways should be heavily screened from public roadways.
- Industrial areas should be located along arterial thoroughfares, in proximity to freeways, rail lines and/or areas with access to airports and other transportation outlets
- These areas should be heavily screened and buffered from any residential uses using a major roadway, retail, office or a floodplain or natural features as a buffer.

### **Public/Semi-Public/Institutional**

Public/semi-public/institutional are uses that generally serve a public purpose. They can include government facilities, educational facilities, and institutions of worship. Schools and worship facilities are often located adjacent to or within neighborhood areas. Public facilities that generate higher activity on a regular basis, such as government facilities, should be located



along arterial roadways. The following are policies to guide public/semi-public areas:

- Public and semi-public uses should generally observe similar development standards as retail and office uses.
- Convenient and accessible to all residents while providing buffering where appropriate.

### ***Parks & Open Space***

Parks and open spaces reflected on the Future Land Use Plan are indicative of existing park locations, golf courses, and 100-year floodplain areas. As development occurs, additional parks and open spaces reflected in the Parks and Open Space Master Plan should be incorporated. One hundred year floodplain areas should be considered for conservation purposes. The following are policies to guide parks and open space:

- Located where need has been determined by the City of Bryan Parks Master Plan.
- Should be located on land appropriate to the type of park, type of facilities and amenities that need to be built to meet the needs of residents, and mostly free from restrictions from topography, floodplain, easements, etc.
- Reasonably accessible to residents and appropriately dispersed throughout the City of Bryan.
- Buffered from nearby residential areas if the facility contains ball fields, lights and potential noise.



## Special Districts

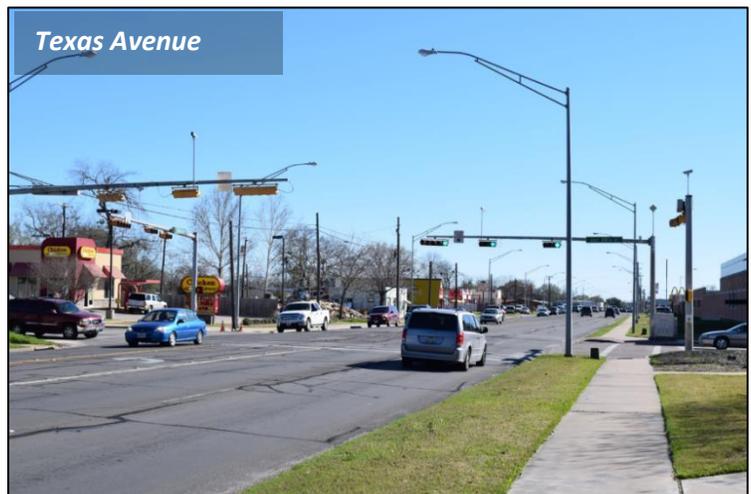
### **Health and Wellness District**

The Health and Wellness district is generally located along East 29<sup>th</sup> Street and East Villa Maria Road. The City partnered with St. Joseph Regional Health Center to adopt the Health and Wellness Area Plan. Please refer to the Health and Wellness Chapter of this Comprehensive Plan for land use and design policies for this area.



### **Texas Avenue Corridor**

Beginning with its construction as State Highway – 6 in 1932, Texas Avenue, is Brazos County’s first major auto-oriented transportation corridor. Over the following 55 years, development along Bryan’s most prominent roadway occurred unregulated and un-planned. By the late 1960s Texas Avenue had superseded Downtown Bryan as the central business district for the entire region. Such unregulated growth has resulted in a development pattern that exists today. Subsequent to the unregulated growth, age, obsolescence, deferred maintenance has created an unhealthy business environment that in many areas is unsightly. As has been identified during the public engagement process, current conditions along the Texas Avenue corridor is perceived as an obstacle to the future success of the community. To address the above issues, the following actions should be considered:



- Create a corridor plan which will address the above issues in more detail.
- Initiate a study to consolidate utilities.
- Create a theme for the corridor.
- Develop appearance standards that match the desired theme.
- Reduce impervious area requirements to create more developable areas on small lots.
- Consolidate lots where possible to create larger regional retail and office establishments.

- Offer matching grants and incentives for exterior maintenance and landscaping of existing buildings not within redevelopment focus areas.
- Create pedestrian and bicycle linkages to adjacent neighborhoods.
- To assist in traffic management along Texas Avenue, cross access and shared driveways should be required where possible.
- All types of retail uses are desired and restaurants are encouraged.
- Office uses should be allowed also, but because this corridor has higher traffic counts retail uses are likely to be most marketable.
- Discourage all types of single family residential use on lots that have frontage on Texas Avenue; high rise multi-family residential uses may be appropriate in certain locations to create a more sustainable business environment for desirable retail use along the corridor.

### **South College Corridor**

The South College Avenue Corridor Redevelopment Plan, produced as the result of a two-year planning effort which included extensive public engagement, identified redevelopment of the South College Corridor as having the potential to reverse 50-year trend of blight along the corridor between Downtown Bryan and the Texas A&M campus. The study and plan which was adopted by resolution of the City Council in 2002 indicated that the area needs its own identity and creative development strategy. To address the above issues, the following actions should be considered:



- Cooperation will indeed be the key for the successful implementation of the plan to redevelop the South College Corridor.
- The issue of converting utilities from overhead to underground was discussed at length during the planning process.
- Redevelopment of the South College Corridor will require a sensible implementation strategy.
- The corridor could be divided in to three visually distinct districts, which also correspond to the preponderance of land uses within each district.
- For redevelopment of the corridor to be successful, all existing or planned structures must conform to adopted design/ development standards as individual properties are (re)developed over time.

As the land uses along this corridor have evolved over many years and much of the frontage is developed, a mixture land uses is an inherent characteristic in this area. If this area can begin a transformation to an interesting array of walkable destinations, it is conceivable that in the future Downtown could be connected to Texas A&M along this corridor. There will be a continued desire to reuse older structures, redevelop certain lots and build on some of the few vacant lots that exist along the frontage. Hence, the following types of development should be encouraged along the South College Corridor:

- Retail uses and small scale Multi-family. Offices are also acceptable on a small scale.
- Small scale office uses (<5,000sf).
- Retail uses should focus on restaurants, entertainment venues and small shops; outdoor dining is encouraged.
- Antique, Artisans, galleries, and similar uses that will attract patrons should also be a preferred long term land use.
- Small hotels and bed and breakfast operations should be permitted.
- Small establishments are recommended with parking behind the main building (were possible).
- Commercial uses are discouraged as they will likely not contribute to the area's long term goals.
- New single family residential uses should be prohibited unless it is in conjunction with a live/work concept.
- A streetscape concept should be developed which will promote the redevelopment of the area and walkability.

The City should look to developing special redevelopment/reuse provisions of the Land and Site Development to accommodate development proposals requesting new uses in existing structures along this corridor.

## Western Gateway

Texas A&M University's Riverside Campus is located along Highway 47 in Bryan's ETJ. In previous years Riverside Campus has not been heavily used by students, rather home to offices, laboratories and training facilities used by the Texas A&M University system. Recently, in the summer of 2016 Texas A&M announced their plans to redevelop the Riverside Campus as RELLIS; a world class research, technology development and education campus. In addition to the redevelopment for Texas A&M system students, the new RELLIS campus will also be home to the second Blinn Campus which will focus on Science, Technology, Engineering and Math (STEM) education. Texas A&M plans to invest \$150 million in the RELLIS campus and complete phase one of the project by the end of 2017. This institutional use, paired with close proximity to Highways 47 and 21 and lack of existing development, spell tremendous potential for this area. Adopted in 2002 to help guide the development along this major entrance into Bryan, the City established the State Highway 47 corridor overlay district. The overlay district established higher landscape standards and increased building setbacks in an effort to preserve existing trees and vegetation along the corridor. Further study adopted by the City Council in 2009 suggests that the standards of the overlay ordinance are not rigorous enough to result in the preservation of the existing qualities of the corridor while at the same time ensuring the desired level of development. Additional research and emphasis should be conducted by the City to establish stricter standards and prevent the major corridor from unsightly development. To address the above issues, the following actions should be considered:



- The design and quality of development proposals should match the aspirational qualities of the design intent, consistency and quality of key developments in the area (Traditions and TAMU Health Science Center).
- Developments should create maximum (highest and best use) land values in order that the long term stability and prosperity of the area can be realized.
- Developments that create local employment and jobs are of paramount importance.

### ***Agricultural/Farming/Ranching***

These types of activities are a customary and necessary type of land use in our society. Crop production and other agribusiness operations are important contributions to our economy. It should be noted that these types of land uses are anticipated and allowed in all of the above land use districts, with the exception of the Central Urban and Downtown areas. These uses offer important income to land owners until land is converted to urban uses. At such time, these urban uses should be guided by the Future Land Use Plan and corresponding policies.



### **Future Land Use Plan Map**

This section contains the Future Land Use Plan Map (Figure 19), the statistical land use breakdown of the map, documentation of the map itself, and the various land use categories and accompanying policies.

The Future Land Use Plan map is designed to facilitate the efficient and sustainable development and redevelopment of Bryan. The balance of land uses it represents will assist in building a fiscally sound community while providing opportunities for the private development sector to flourish. This land use framework will enable the City to coordinate development and guide the many land use decisions that the City ultimately make. Although not a precise formula, the basic composition of land uses shown on the Plan will provide a sound direction and basis for land use deliberations.

### ***Approximate Acreage Breakdown***

Table 33 shows the approximate acreage breakdown for the Future Land Use Plan Map. The breakdown is divided into three categories. The first is the acreage of the Future Land Use Plan Map that is contained within the City's existing City limit boundary. The second category, extraterritorial jurisdiction, is the land that is outside of the City limit boundary but in an area where the City can expand, as defined by State law. The third category is the total planning area; which is the entire area shown on the Future Land Use Plan Map.

Future Land Use						
Category	City Limits		ETJ		Total	
	Acres	Percent	Acres	Percent	Total	Percent
Residential Estate	164	0.6%	33,837	41.8%	34,001	30.9%
Low Density Residential	8,596	29.6%	13,457	16.6%	22,053	20.1%
Medium Density Residential	522	1.8%	172	0.2%	694	0.6%
High Density Residential	586	2.0%	51	0.1%	637	0.6%
Texas Avenue	241	0.8%	0	0.0%	241	0.2%
College Avenue	144	0.5%	0	0.0%	144	0.1%
Western Gateway	0	0.0%	1,282	1.6%	1,282	1.2%
Neighborhood Center	26	0.0%	1,299	1.6%	1,325	1.2%
Downtown	876	3.0%	0	0.0%	876	0.8%
Mixed-use	452	1.6%	878	1.1%	1,330	1.2%
Retail/Office	1,328	4.6%	479	0.6%	1,807	1.6%
Commercial	3,230	11.1%	1,027	1.3%	4,257	3.9%
Industrial	2,023	7.0%	2,357	2.9%	4,380	4.0%
Parks and Open Space	1,206	4.2%	716	0.9%	1,922	1.7%
Public/Semi-Public	1,510	5.2%	1,925	2.4%	3,435	3.1%
100 Year Floodplain	3,315	11.4%	14,923	18.4%	18,238	16.6%
Lake and Ponds	30	0.1%	795	1.0%	795	0.7%
Estimated Right of Way	4,777	16.5%	7,739	9.6%	12,515	11.4%
<b>Total</b>	<b>28,996</b>	<b>100.0%</b>	<b>80,937</b>	<b>100.0%</b>	<b>109,933</b>	<b>100.0%</b>

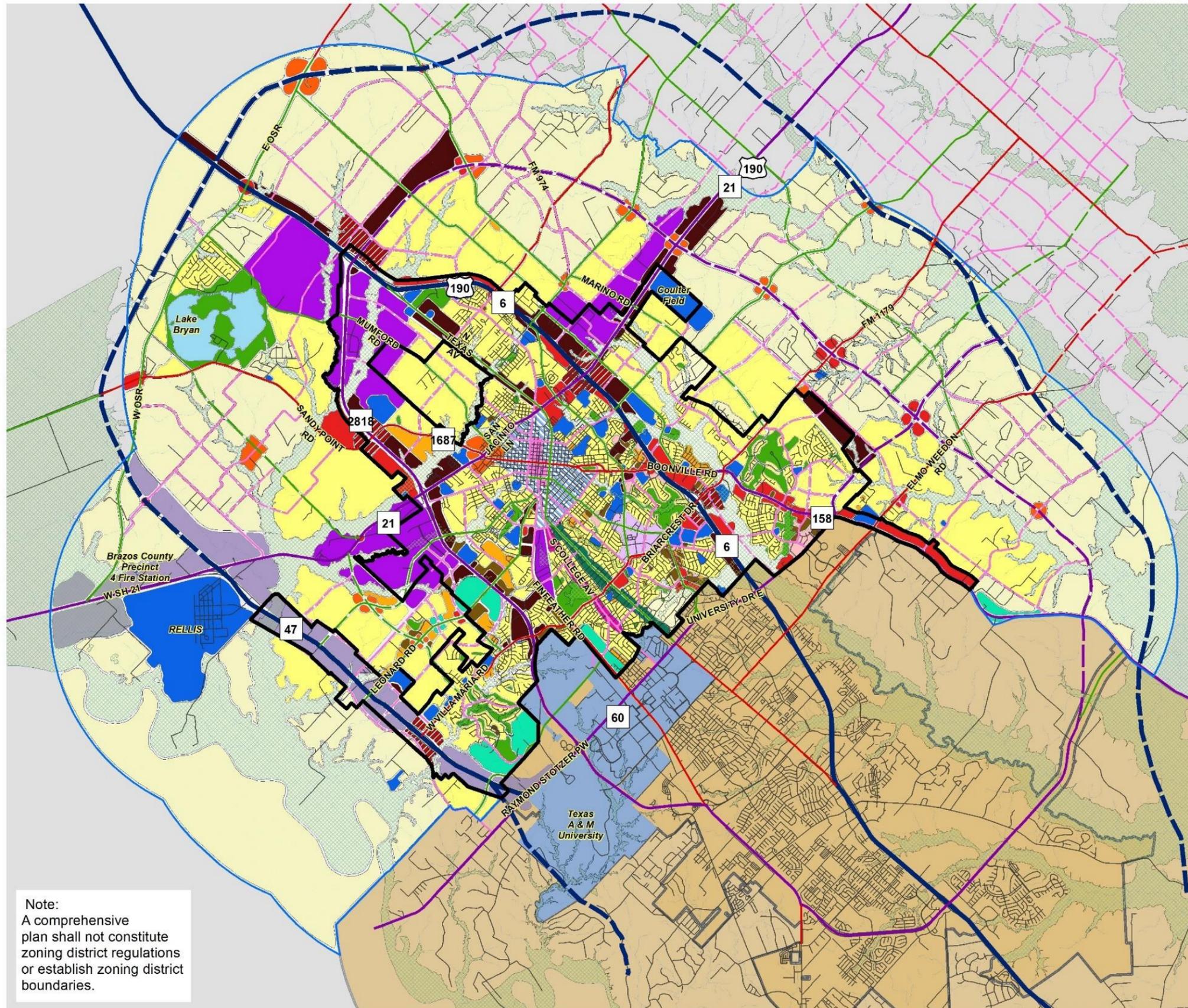
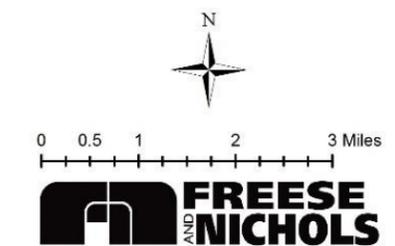
Table 33: Future Land Use

## Future Land Use Plan

### Map Features

Major Roads	Freeway
Residential Estate	Freeway (Proposed)
Low Density Residential	Super Arterial
Medium Density Residential	Super Arterial (Proposed)
High Density Residential	Major Arterial
Texas Avenue Corridor	Major Arterial (Proposed)
South College Corridor	Minor Arterial
Western Gateway	Minor Arterial (Proposed)
Neighborhood Center	Major Collector
Downtown	Major Collector (Proposed)
Central Urban Area	Bryan City Limits
Mixed Use	Bryan ETJ
Office	
Retail	
Regional Retail	
Commercial	
Light Industrial	
Health and Wellness	
Parks and Open Space	
Public/Semi-Public	
100 Year Floodplain	
Lakes and Ponds	
Right-of-way	

Figure 19: Future Land Use Plan Map



Note:  
A comprehensive plan shall not constitute zoning district regulations or establish zoning district boundaries.

## Population Projections and Ultimate Capacity

The ultimate capacity, or build out, is the maximum number of residents Bryan can support within its City limits and ETJ. In other words, it represents the ultimate population that could be accommodated if Bryan were to develop according to the land use patterns portrayed in the Future Land Use Plan Map. The ultimate capacity is important because it helps define what the implications of land use decisions are. Additionally, the ultimate capacity helps in regards to future infrastructure needs—particularly water, wastewater, and transportation.

Table 34 shows that if the remaining vacant lands within the current City Limits were developed as represented on the Future Land Use Plan, approximately 32,000 new residents could be expected. Similarly, as per Table 35, if the remaining vacant lands were to fully develop within the ETJ, then approximately 97,000 new residents would be expected in the ETJ alone. In total, Bryan’s Future Land Use Plan could accommodate approximately 129,000 additional residents. As seen in Table 36, when combined with the 2016 estimated population of 82,000, Bryan’s ultimate capacity, or build-out scenario, would be approximately 211,000 persons by 2079.

Estimated Population Growth Potential within Current City Limits								
Vacant Residential Land Use	Estimated Vacant Acres	DUA <sup>(1)</sup>	Occ. Rate <sup>(2)</sup>	PPH <sup>(3)</sup>	ROW <sup>(4)</sup>	Estimated Future Projected		
						Housing Units	Households	Population
Residential Estate	18	0.5	89.0%	2.83	10%	8	7	20
Low Density Residential	3,012	2.5	89.0%	2.83	15%	6,401	5,696	16,121
Medium Density Residential	265	8.0	89.0%	2.83	15%	1,802	1,604	4,539
High Density Residential	173	18.0	89.0%	2.48	15%	2,647	2,356	5,842
Downtown	70	8.0	89.0%	2.48	30%	392	349	865
Mixed-use	388	8.0	89.0%	2.48	30%	2,173	1,934	4,796
<b>Estimated Growth Potential Capacity within Vacant Areas</b>						<b>13,422</b>	<b>11,946</b>	<b>32,183</b>
<p>(1) Dwelling Unit Per Acre (Net Acreage) (Mixed-use DUA can vary greatly based on flexibility in residential types)</p> <p>(2) Occupancy Rate - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(3) Person Per Household - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(4) Percentage of "Vacant Acres" subtracted for roadways (estimated)</p>								

**Table 34: Estimated Population Growth Potential within Current City Limits**  
Source: U.S. Census & FNI Data

Estimated Population Growth Potential within Current ETJ								
Vacant Residential Land Use	Estimated Vacant Acres	DUA <sup>(1)</sup>	Occ. Rate <sup>(2)</sup>	PPH <sup>(3)</sup>	ROW <sup>(4)</sup>	Estimated Future Projected		
						Housing Units	Households	Population
Residential Estate	27,935	0.5	89.0%	2.83	10%	12,571	11,188	31,662
Low Density Residential	10,590	2.5	89.0%	2.83	15%	22,504	20,028	56,680
Medium Density Residential	114	8.0	89.0%	2.83	15%	775	690	1,952
High Density Residential	27	18.0	89.0%	2.48	15%	413	368	912
Downtown	0	8.0	89.0%	2.48	30%	0	0	0
Mixed-use	468	8.0	89.0%	2.48	30%	2,621	2,333	5,785
<b>Estimated Growth Potential Capacity within Vacant Areas</b>						38,884	34,606	96,991
<p>(1) Dwelling Unit Per Acre (Net Acreage) (Mixed-use DUA can vary greatly based on flexibility in residential types)</p> <p>(2) Occupancy Rate - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(3) Person Per Household - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(4) Percentage of "Vacant Acres" subtracted for roadways (estimated)</p>								

**Table 35: Estimated Population Growth Potential within Current ETJ**  
Source: U.S. Census & FNI Data

Estimated Ultimate Population Capacity (Combined City Limits and ETJ)								
Vacant Residential Land Use	Estimated Vacant Acres	DUA <sup>(1)</sup>	Occ. Rate <sup>(2)</sup>	PPH <sup>(3)</sup>	ROW <sup>(4)</sup>	Estimated Future Projected		
						Housing Units	Households	Population
Residential Estate	27,953	0.5	89.0%	2.83	10%	12,579	11,195	31,682
Low Density Residential	13,602	2.5	89.0%	2.83	15%	28,904	25,725	72,801
Medium Density Residential	380	8.0	89.0%	2.83	15%	2,584	2,300	6,508
High Density Residential	200	18.0	89.0%	2.48	15%	3,060	2,723	6,754
Downtown	70	8.0	89.0%	2.48	30%	392	349	865
Mixed-use	856	8.0	89.0%	2.48	30%	4,794	4,266	10,580
<b>Estimated Ultimate Capacity within Vacant Areas</b>						52,313	46,558	129,191
<b>2016 Population</b>						32,125	28,591	82,000
<b>Estimated Ultimate Population Capacity</b>						84,438	75,149	211,191
<p>(1) Dwelling Unit Per Acre (Net Acreage) (Mixed-use DUA can vary greatly based on flexibility in residential types)</p> <p>(2) Occupancy Rate - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(3) Person Per Household - 2010-2014 American Community Survey 5-Year Estimates</p> <p>(4) Percentage of "Vacant Acres" subtracted for roadways (estimated)</p>								

**Table 36: Estimated Ultimate Population Capacity (Combined City Limits and ETJ)**  
Source: U.S. Census & FNI Data

### Growth Rate Scenarios

Growth rate scenarios are based on past growth rates and anticipated future development. Table 37, shows four different growth rate scenarios projected through the year 2080. Again, it is recommended that Bryan use a CAGR of 1.5 percent for planning purposes, however, higher and lower rates are projected to illustrate when the ultimate capacity could be attained.

Continuing Bryan’s historic growth trends, the 1.5 percent provides a reasonable growth rate for planning purposes. For instance, it is estimated that in 2025 the City’s population would be 93,758 residents and approximately 100,000 by the year 2030.

As shown in Table 37, Bryan’s planning area is estimated to reach capacity (at approximately 211,000 residents) by 2080. In order to illustrate a build-out situation in which the population exceeds the ultimate capacity, a higher growth rate of 2.5 percent must be applied. This results in the City reaching build-out near the year 2055.

It is important to keep in mind that population projections are subject to change and can be impacted by a number of factors; such as the local and national economies, and the real estate market.

Year	Growth Rate Scenarios			
	1.0%	1.5%	2.0%	2.5%
2016	82,000	82,000	82,000	82,000
2017	82,820	83,230	83,640	84,050
2018	83,648	84,478	85,313	86,151
2019	84,485	85,746	87,019	88,305
<b>2020</b>	<b>85,330</b>	<b>87,032</b>	<b>88,759</b>	<b>90,513</b>
2021	86,183	88,337	90,535	92,775
2022	87,045	89,662	92,345	95,095
2023	87,915	91,007	94,192	97,472
2024	88,794	92,372	96,076	99,909
<b>2025</b>	<b>89,682</b>	<b>93,758</b>	<b>97,998</b>	<b>102,407</b>
2026	90,579	95,164	99,958	104,967
2027	91,485	96,592	101,957	107,591
2028	92,400	98,041	103,996	110,281
2029	93,324	99,511	106,076	113,038
<b>2030</b>	<b>94,257</b>	<b>101,004</b>	<b>108,197</b>	<b>115,864</b>
2031	95,199	102,519	110,361	118,760
2032	96,151	104,057	112,568	121,729
2033	97,113	105,618	114,820	124,773
2034	98,084	107,202	117,116	127,892
<b>2035</b>	<b>99,065</b>	<b>108,810</b>	<b>119,459</b>	<b>131,089</b>
2036	100,056	110,442	121,848	134,367
2037	101,056	112,099	124,285	137,726
2038	102,067	113,780	126,770	141,169
2039	103,087	115,487	129,306	144,698
<b>2040</b>	<b>104,118</b>	<b>117,219</b>	<b>131,892</b>	<b>148,316</b>
2041	105,159	118,978	134,530	152,023
2042	106,211	120,762	137,220	155,824
2043	107,273	122,574	139,965	159,720
2044	108,346	124,412	142,764	163,713
<b>2045</b>	<b>109,429</b>	<b>126,278</b>	<b>145,619</b>	<b>167,805</b>
2046	110,524	128,173	148,532	172,001
2047	111,629	130,095	151,502	176,301
2048	112,745	132,047	154,532	180,708
2049	113,873	134,027	157,623	185,226
<b>2050</b>	<b>115,011</b>	<b>136,038</b>	<b>160,775</b>	<b>189,856</b>
2051	116,161	138,078	163,991	194,603
2052	117,323	140,149	167,271	199,468
2053	118,496	142,252	170,616	204,455
2054	119,681	144,385	174,029	209,566
<b>2055</b>	<b>120,878</b>	<b>146,551</b>	<b>177,509</b>	<b>214,805</b>
2056	122,087	148,750	181,059	220,175
2057	123,308	150,981	184,680	225,680
2058	124,541	153,245	188,374	231,322
2059	125,786	155,544	192,142	237,105
<b>2060</b>	<b>127,044</b>	<b>157,877</b>	<b>195,984</b>	<b>243,032</b>
<b>2080</b>	155,018	<b>212,638</b>	291,222	398,237

Table 37: Growth Rate Scenarios

## Future Land Use and Expansion

Currently Bryan has land use policies that were adopted as a result of the 2006 Comprehensive Plan. These policies have been effective for the City, but need to be updated to reflect the community's current expressed values. This Comprehensive Plan includes a Future Land Use Map which, when used in conjunction with land use policies, goals and objectives, will provide guidance regarding decisions related to land use and other redevelopment matters. These policies should be used to guide the physical growth of the City.

### Development Proposals and the Future Land Use Plan

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan (Figure 19) or the following policies. Review of such development proposals should document findings regarding the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the adequate off-site infrastructure already in place?
- Why is the proposed change a better use than that recommended by the Future Land Use Plan?
- Is the proposed change consistent with the Plan's policies? If not, how will the change improve the surrounding area? How does it meet the intentions of the overall Comprehensive Plan?
- Will the proposed use impact other existing or planned uses in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent existing or planned uses?
- Are existing or planned uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- How does the proposed use present a measurable benefit to the public health, safety, and welfare of the community? Factoring in long term municipal costs, would the proposed use contribute to the City's long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It is the burden of the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this Plan.

It is important to recognize that proposals contrary to the Plan could be an improvement over the uses shown on the map for a particular area. This may be due to changing markets, the quality of proposed developments, and/or economic trends that occur at some point in the future after the strategy is adopted. If such changes occur, and especially if there is a significant benefit to the

City, then these proposals should be approved, and the Future Land Use Map should be amended accordingly.

The following City-wide policies are designed to achieve the vision established by the Blueprint 2040 process. All requests for amendments to zoning or development approval should be measured by these recommended policies.

## **Land Use Policies**

Use-specific land use policies should be used to determine if the proposed use is appropriate at a particular location. When making planning and development decisions based on land use, the use-specific land use policies on pages 160 through 170 of this chapter should be met as well as all of the Citywide Policies listed below.

### ***City-wide Land Use Policies***

- Appropriate buffers should be used to separate dissimilar uses, including the use of transitional land uses, flood plain areas, parks, increased landscaping or natural and man-made features.
- Where incompatible land uses must be adjacent, zoning boundaries should be drawn along rear property lines such that activities face away from each other to avoid potential negative impacts.
- Potential negative impacts on historic areas or environmentally sensitive areas, including wildlife habitat areas and topographically constrained areas within the floodplain, should be avoided or adequately mitigated.
- Floodplain areas should be preserved but may be incorporated into recreational areas where appropriate and/or reclaimed for development in accordance with the City of Bryan's drainage regulations.
- Residential uses should be generally close to schools, parks, and other community facilities.
- Parks, schools, employment centers, residential areas, and shopping areas shall be linked by walkways and bikeways.
- At the time of or concurrently with development, the property must be adequately served by utilities, transportation routes and access.
- Noise sensitive and high-rise uses should not be in close proximity to airport flight paths.
- To regulate students in residential neighborhoods, the areas where stealth dorms are an issue should be identified and the existing regulations increased to protect sensitive/incompatible areas.

## ***Redevelopment and Infill Policies***

- The City of Bryan should encourage and promote compatible redevelopment and/or infill in areas where these activities will benefit the City as a whole and the area specifically.
- Consideration should be given to the extension and augmentation of public services and facilities that may be required to accommodate redevelopment and/or infill.
- Areas specifically identified or targeted for redevelopment and/or infill should be delineated so that it is clear where the City's efforts will be directed.
- The City should encourage flexibility when drafting special regulations or plans geared toward redevelopment and/or infill projects.
- Residential redevelopment and/or infill must be sensitive to the context within which it occurs. Contextual standards shall be included to ensure compatibility with surrounding residential areas to include lot size, setbacks, density, building height and mass, and architectural design.

## ***Growth and Expansion***

### **Overview**

The purpose of this section is to recommend areas that may be appropriate for Bryan to expand beyond its present City limits. This discussion is not intended to be an annexation plan but rather a discussion of areas that are logical and reasonable into which the City may wish to expand in the future. Although Bryan is permitted to annex territory on its own accord, it has not done so in many years. A balanced Comprehensive Plan should address opportunities for growth. In Bryan, those opportunities occur in two general areas: infill (that is, using land that is vacant inside of the existing City limits) and annexation of vacant or developed areas outside of its City limits.

### **Annexation and Extraterritorial Jurisdiction (ETJ) Overview**

Annexation is the process by which cities extend municipal services, regulations, voting privileges, and taxing authority to new territory with the purpose of protecting the public's health, safety, and general welfare. Annexation is essential to the efficient and logical extension of urban services. Since Bryan is a home-rule city, it can annex land on a non-consensual basis. The State statute, however, sets forth service requirements to keep cities from misusing their annexation power. Annexation is important to the long-term well-being of cities and should be carried out in accordance with established policies, and not on an ad-hoc basis. Ideally, annexation policies should be included with the Comprehensive Plan and link to the Capital Improvements Program (CIP). For this reason, the following summary of annexation procedures and recommendations are included within the Comprehensive Plan.

Cities can only annex land that lies within the extraterritorial jurisdiction (ETJ), which is based upon their population and size. Bryan's ETJ is three and one-half miles from its existing City limits, and is based upon a population of 82,000 persons. When the City attains a population of more than 100,000 persons (according to the latest federal census), its ETJ will expand to five miles assuming there are no conflicts with adjacent ETJs. College Station has already achieved a population over 100,000 and in 2020 will be able to annex land within five miles of its City limits. The ETJ serves two purposes. Primarily, it is a statutory prohibition against another municipality annexing land that is within the ETJ of another city. Secondly, it allows cities to extend and enforce their subdivision regulations within their ETJ. This gives cities some control over the subdivision and development (especially the provision and construction of public improvements) of land that is currently not incorporated, but which will eventually become part of the City in whose ETJ it lies. Cities cannot, however, enforce zoning regulations or building permits in their ETJ. The process for annexation that cities must follow in Texas as established in Chapter 43 of the Texas Local Government Code. For a more detailed explanation of these requirements please refer to Chapter 43.

Bryan has approximately 29,000 acres of land within its current City limits. Since the City has not annexed any land on an involuntary basis for three years, Bryan could annex up to 8,650 acres of land this year. Also, the City cannot accrue more than this acreage; it will stay capped at this amount until land is annexed involuntarily.

### ***Why does a city need to expand?***

- *For room to grow*
- *To provide services (fire, police, water, sewer)*
- *To manage adjacent land uses*
- *To gain highway frontage*
- *To manage future roadways*
- *To relieve traffic issues*

### **Annexation Policies**

Bryan should consider annexing corridor frontage and key growth areas. These areas are very important to the City's future. The type and quality of development which occurs along corridors and high growth areas will affect its economic development and future fiscal health. Poor development will inhibit new quality development. Contemporary development standards can only be implemented on land within the City limits.

- The City should pursue a gradual but sustained program of annexing some land each year.
- The City should focus short-term annexation along roadway corridors with high visibility and areas anticipated for growth in the near future.
- A phasing and priority plan should be established for those areas that are suitable for annexation.
- Emphasis should be placed upon annexing areas expecting growth such as RELLIS and the western study areas and highly visible areas, such as along SH 21 east and west.
- Areas that can easily be served by extending public services or by the reasonable extension of utility lines should be pursued first
- Areas outside the existing City limits, but that are already developed or partially developed, should be as a low priority for annexation consideration.
- Consider annexation of the areas in Figure 20 first.

### **Recommended Areas for Expansion**

Figure 20 shows the general areas possible for expansion. The areas outlined are general planning areas considered for annexation; however, the total acreage shown (over 12,00 acres) is more than the City could reasonably absorb in the near future. Consequently, these areas should be programmed for consideration in a five-year period. In addition, each area does not represent the exact annexation boundary recommended. Based on the proposed annexation policies, the following areas are recommended for consideration. It should be noted that each area needs to be evaluated separately and specific boundaries be created that consider property ownership and other appropriate factors.

- Area 1: RELLIS Campus Area
- Area 2: West Area Plan
- Area 3: High Speed Rail/SH 30 Corridor
- Area 4: Coulter Airport Area
- Area 5: "Donut Hole" – South of N. Texas Ave. and North of SH 21

Potential Growth Areas

**Map Features**

Potential Growth Areas

**UTILITY**

Brazos Valley Septic & Water 1

City of Bryan

City of College Station

Nerro Supply LLC

Wellborn SUD

Wickson Creek SUD

**ISD**

Bryan ISD

College Station ISD

Anderson-Shiro Cons ISD

Caldwell ISD

Hearne ISD

Iola ISD

Mumford ISD

Snook ISD

Bryan City Limits

Bryan ETJ

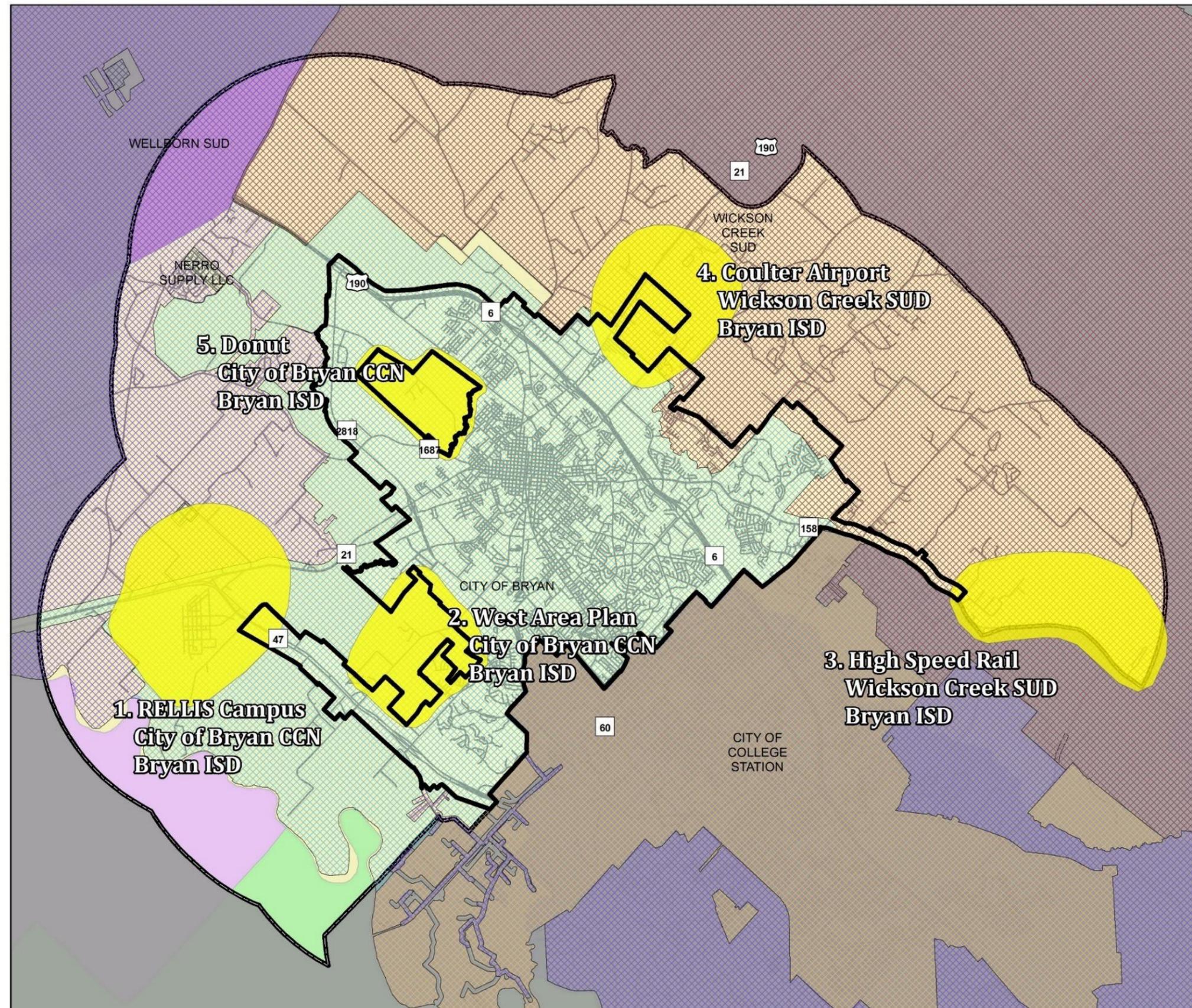
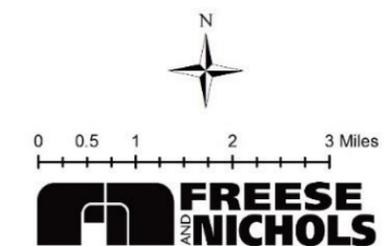


Figure 20: Growth Area Map



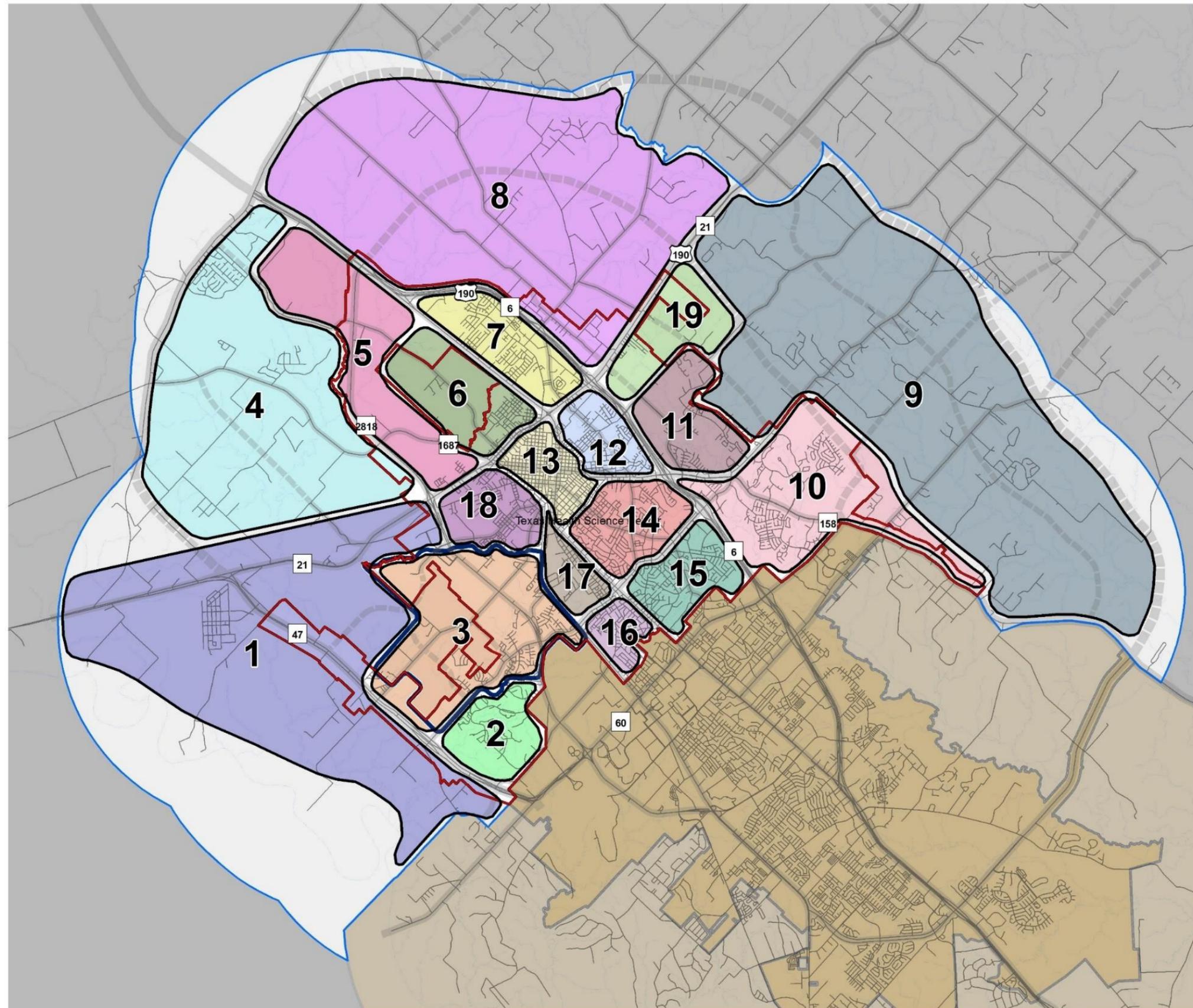
While it is ideal to annex land into the City to ensure quality development, it is important that the City is able to adequately serve these areas without negatively impacting the existing community. By following a modest but sustained annexation program, the City will be better able to assess what areas it should consider serving with public facilities and municipal services; it can then program the provision of facilities and services more efficiently. An annual assessment should be conducted to determine how much land is being absorbed by development, its proximity to existing services, and its impact upon the City's budget.

## **Specific Study Areas and Neighborhood Assessment**

The Specific Study Areas Map designates every area of Bryan and its ETJ as one of 19 areas. Some of these areas are large, undeveloped swaths of land thousands of acres in size while others are smaller developed areas comprised of one or several neighborhoods. The boundary of each area is generally a major roadway or other physical features such as a railroad or creek.

Comprehensive plans, by their very nature, look at cities in a way to address a broad spectrum of topics and solutions. Many of the areas identified in this Plan will require more detailed planning that can be achieved at this level. Some areas, such as the St. Joseph Medical Center, have already had specific small area plans prepared to guide their development and redevelopment. Other areas, like Texas Avenue, are included in several areas and require specific corridor plans that address the details of redevelopment at a parcel level. It is the purpose of this portion of the Plan to provide general guidance for ongoing or more detailed actions or strategies that will be needed to address issues in individual study areas. It will likely require several years and multiple phases to implement many of the suggestions, but it will allow elected officials the opportunity to discuss the needs of each area individually. The following is a summary of each area and its type of strategy that should be employed to address the issues that exist in that specific area (shown in Figure 21).

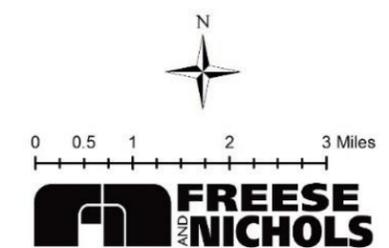
## Specific Study Area Map



### Map Features

- Neighborhood Areas
- Bryan City Limits
- Bryan ETJ

Figure 21: Specific Study Area Map



Specific Study Areas	
Area 1	
Size:	13,352 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Includes the western gateway</li> <li>• Mostly unincorporated/undeveloped</li> <li>• Location along Highway 47 and BioCorridor</li> <li>• Adjacent to Texas A&amp;M University RELLIS Campus</li> <li>• Adjacent to College Station ETJ</li> <li>• Significant floodplain to south and west</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• This area is a high priority for a Small Area Plan</li> <li>• Focus on corridor appearance, preservation and appearance</li> <li>• Plan for future high quality non-residential development along Highway 47, specifically for uses related to TAMU RELLIS Campus</li> <li>• Continue working with TAMU and RVP in relation to the RELLIS Campus and BioCorridor development along Highway 47 and State Highway 21</li> <li>• Preserve floodplain for future trails and greenspace</li> <li>• Implement the recommendations outlined in the 2009 Southwest Bryan Highest and Best Use Study</li> </ul>

Area 2	
Size:	1,215 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Adjacent to Texas A&amp;M University and Easterwood Airport</li> <li>• Includes Texas A&amp;M University Health Science Center, BioCorridor, ATLAS development, and Traditions neighborhood</li> <li>• Located along major thoroughfares (Highway 47, Villa Maria Road)</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Plan for and promote growth of the BioCorridor</li> <li>• Facilitate area-specific branding</li> <li>• Create gateways into Bryan City limits</li> <li>• Implement the recommendations outlined in the 2009 Southwest Bryan Highest and Best Use Study</li> </ul>

Area 3	
Size:	4,314 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• This area includes the West Area Plan</li> <li>• Partially outside the City limits</li> <li>• Adjacent to Texas A&amp;M University</li> <li>• Manufactured Home Parks</li> <li>• Significant single family residential subdivision growth (1000+ homes)</li> <li>• Some existing land uses could be incompatible in close proximity to residential development (Brazos County Expo Complex, Brazos Valley Humane Society)</li> <li>• Location along major thoroughfares (Highway 47, Villa Maria Road, Harvey Mitchell Parkway (2818), Finfeather Road, Groesbeck Road)</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Implement recommendations of West Area Plan</li> <li>• Facilitate area-specific branding as Texas Hill Country Theme</li> <li>• Plan for future development with compatible zoning and circulation</li> <li>• Implement the recommendations outlined in the 2009 Southwest Bryan Highest and Best Use Study</li> </ul>

Area 4	
Size:	9,441 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Mostly outside the City limits</li> <li>• Largely undeveloped</li> <li>• Adjacent to Texas A&amp;M University RELLIS Campus</li> <li>• Includes Lake Bryan</li> <li>• Existing utilities in the general vicinity support substantial opportunities for single family residential development Location along major thoroughfares (Highway 21, Texas Avenue, Harvey Mitchell Parkway (FM 2818))</li> <li>• Substantial presence of substandard manufactured housing in the northern portion</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Leverage and promote Lake Bryan as a development and recreational asset</li> <li>• Evaluate area for inclusion in the growth and annexation priority list</li> <li>• Consider open space overlay or similar regulation to preserve natural areas</li> </ul>

Area 5	
Size:	3,397 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Texas Triangle Park</li> <li>• Bryan Industrial Park</li> <li>• Rail Access</li> <li>• Location along major thoroughfares (Harvey Mitchell Parkway (FM 2818), Texas Avenue, Highway 6, State Highway 21)</li> <li>• Mostly vacant</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Prime location for industrial development</li> <li>• Gateway corridor appearance, preservation and beautification</li> <li>• Consider open space overlay or similar regulation to preserve natural areas</li> </ul>

Area 6	
Size:	1,888 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Partially located outside the City limits; ETJ landlocked by City limits</li> <li>• Location along major thoroughfares (Highway 21, Harvey Mitchell Parkway (FM 2818), Texas Avenue)</li> <li>• Mostly undeveloped within ETJ</li> <li>• Oak Grove Park Subdivision</li> <li>• Underdeveloped land</li> <li>• Proximity to Downtown Bryan</li> <li>• Condition of housing stock and use of manufactured housing</li> <li>• Perception that unincorporated area is part of Bryan</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Consider rezoning existing residential areas to Residential District – 5000 (RD-5)</li> <li>• High priority for neighborhood revitalization plan</li> <li>• Improve development standards along prominent thoroughfares</li> </ul>

Area 7	
Size:	1612 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• New regional retail at North Texas and SH-21 intersection</li> <li>• Recent BISD investment in development of Davila Middle School and Bonham Elementary</li> <li>• Bryan Regional Athletic Complex (BRAC)</li> <li>• New DPS and TxDOT Offices</li> <li>• Manufactured Home Parks</li> <li>• Aging housing stock</li> <li>• Vacant Land</li> <li>• Location along major thoroughfares (Highway 6, Texas Avenue, Highway 21)</li> <li>• Development and aesthetic conditions along thoroughfares including aging housing stock and large number of manufactured homes</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Invest in upgrading existing streets and connectivity</li> <li>• Promote neighborhood retail opportunities</li> <li>• Develop neighborhood plan and revitalization initiatives</li> <li>• Improve development standards along prominent thoroughfares including the removal or screening of manufactured housing</li> </ul>

Area 8	
Size:	15,181 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Outside Bryan’s CCN</li> <li>• Mostly outside the City limits/undeveloped</li> <li>• Location along major thoroughfares (Texas Avenue, Highway 21)</li> <li>• Development and aesthetic conditions along thoroughfares including large number of manufactured homes</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Initiate an area Corridor Plan to adequately prepare for growth along Highways 6 and 21</li> <li>• Improve development standards along prominent thoroughfares</li> </ul>

Area 9	
Size:	18,242 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Outside Bryan’s CCN</li> <li>• Outside the City limits</li> <li>• Urban sprawl</li> <li>• Floodplain to north</li> <li>• Adjacent to College Station ETJ</li> <li>• Adjacent to FM 1179 and Highway 30</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Preserve floodplains for future trails and greenspace</li> <li>• Plan for and encourage development of a mixed-use, transit-oriented development at the intersection of Highway 30 and proposed Outer Loop Highway as shown on the Thoroughfare plan</li> <li>• Strengthen partnership with Brazos County to regulate subdivision development to achieve high quality developments</li> </ul>

Area 10	
Size:	4,108 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Adjacent to College Station and its ETJ</li> <li>• Blue Ribbon School - Allen Academy</li> <li>• Miramont Country Club and Subdivision</li> <li>• Wheeler Ridge Subdivision</li> <li>• Park Hudson Trail</li> <li>• Significant Floodplain</li> <li>• Wide range of housing ages and conditions</li> <li>• Location along major thoroughfares (Highway 6, William J. Bryan Parkway, University Drive, and Briarcrest Drive)</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Create gateway enhancement</li> <li>• Consider Neighborhood Plan to protect and conserve existing characteristics</li> </ul>

Area 11	
Size:	1,557
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Significant single family residential subdivision growth</li> <li>• Austin’s Colony, Austin’s Estates, and Sienna Subdivisions</li> <li>• Partially unincorporated</li> <li>• Location along major thoroughfares (Highway 6, FM 1179 and William J. Bryan Parkway)</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Create gateway enhancement</li> <li>• Consider Neighborhood Plan to protect and conserve existing characteristics</li> </ul>

Area 12	
Size:	942 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Location along major thoroughfares (Texas Avenue, Highway 6, Highway 21, William J. Bryan Parkway)</li> <li>• Development and aesthetic conditions along thoroughfares including aging housing stock, large number of manufactured homes, and underdeveloped land</li> <li>• Bryan City Cemetery</li> <li>• Municipal Service Center</li> <li>• Sadie Thomas Park</li> <li>• Allen Forest Subdivision</li> <li>• Proximity to Downtown</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Establish recognition of Historic Halls Addition (Freedman’s Area)</li> <li>• Improve development standards along State Highway 21</li> <li>• High priority for neighborhood revitalization plan</li> <li>• Improve connectivity to Bryan’s core with trails, sidewalks, crosswalks, and bike lanes</li> </ul>

Area 13	
Size:	934 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Downtown Historic District</li> <li>• Eastside Historic District</li> <li>• Unprotected historic resources</li> <li>• Texas Commission on the Arts Cultural District</li> <li>• Aging housing stock</li> <li>• Location along major thoroughfares (Texas Avenue, Main Street, William J. Bryan Parkway)</li> <li>• Active railroad tracks</li> <li>• Government center</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Improve connectivity through Bryan’s core with trails, sidewalks, crosswalks, and bike lanes</li> <li>• Increase mixed use / residential options Downtown</li> <li>• Develop Downtown greenspace and parks</li> <li>• Create central gathering areas</li> <li>• Protect and promote Downtown’s identity</li> <li>• Continue to build on Downtown’s success</li> <li>• Identify and protect historic resources</li> <li>• Expand success of downtown rebirth to other adjacent areas</li> <li>• Leverage the Texas Commission on the Arts Cultural District</li> <li>• Incentivize small scale local retail</li> <li>• Continue implementation of 2001 Downtown Masterplan</li> <li>• Implement enhanced administrative procedures and standards for reuse of existing buildings along Texas Avenue and WJB Corridors</li> </ul>

Area 14	
Size:	1,463 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Location along major thoroughfares (Highway 6, Briarcrest Drive, Villa Maria Road, William J. Brian Parkway)</li> <li>• Includes Blinn College’s main Bryan campus</li> <li>• St. Joseph Medical Center</li> <li>• Health and Wellness District</li> <li>• Aging housing stock</li> <li>• Diversity of land uses</li> <li>• Significant citizen concerns regarding conservation of neighborhoods</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Address traffic congestion on major thoroughfares</li> <li>• Continue to implement Health and Wellness Area Plan</li> <li>• Improve connectivity with trails, sidewalks, crosswalks, and bike lanes</li> <li>• Assess compatibility of existing land uses, including possible need for increased regulation of student housing in residential neighborhoods</li> <li>• Create area-specific neighborhood and commercial district branding</li> <li>• Continue to support Neighborhood Association Partnership Program</li> <li>• Implement conservation overlay standards to prevent insensitive infill and redevelopment</li> <li>• Implement enhanced administrative procedures and standards for reuse of existing buildings along Texas Avenue and WJB Corridor</li> </ul>

Area 15	
Size:	1,269 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Adjacent to College Station</li> <li>• Location along major thoroughfares (Briarcrest Drive, Villa Maria Road, Texas Avenue)</li> <li>• Primarily residential</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Enhanced development standards along prominent thoroughfares</li> <li>• Implement conservation overlay standards to prevent insensitive infill and redevelopment</li> <li>• Assess compatibility of existing land uses, including need for increased regulation of student housing in residential neighborhoods</li> <li>• Create a southern gateway</li> <li>• Implement enhanced administrative procedures and standards for reuse of existing buildings along the Texas Avenue Corridor</li> </ul>

Area 16	
Size:	527 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Closest land in the City of Bryan to the Texas A&amp;M University main campus</li> <li>• Adjacent to College Station Northgate District</li> <li>• Recent capital improvements along College Main</li> <li>• Diversity and age of housing stock</li> <li>• Major thoroughfares (Texas Avenue, Wellborn Road, Villa Maria)</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• This area is a high priority for a Small Area Plan</li> <li>• Implement conservation overlay standards to prevent insensitive infill and redevelopment</li> <li>• Create a southern gateway</li> <li>• Improve development standards along prominent thoroughfares</li> <li>• Implement high density neighborhood revitalization initiatives in the area adjacent to Northgate</li> <li>• Assess compatibility of existing land uses, including possible need for increased regulation of student housing in residential neighborhoods</li> <li>• Evaluate opportunities to capitalize on proximity to Bryan Municipal Golf Course</li> <li>• Update the 2003 South College Avenue Study and amend development standards accordingly</li> </ul>

Area 17	
Size:	632 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Location along major corridors (Texas Avenue, S. College Avenue, Finfeather Road, Villa Maria Road)</li> <li>• Diversity of land uses and aging housing stock</li> <li>• Bryan Municipal Golf Course</li> <li>• Northern end of the South College Avenue corridor</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Improve intermodal connectivity through Bryan’s core with trails, sidewalks, crosswalks, and bike lanes</li> <li>• Assess compatibility and condition of existing land uses, including possible need for increased regulation of student housing in residential neighborhoods</li> <li>• Evaluate recreational redevelopment of Travis B. Bryan Golf Course property</li> <li>• Update the 2003 South College Avenue Study and amend development standards accordingly</li> </ul>

Area 18	
Size:	1,170 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Close proximity to Downtown</li> <li>• Adjacent to Brazos County Industrial Park</li> <li>• Aging housing stock</li> <li>• Significant amount of undeveloped land</li> <li>• Location along major thoroughfares (Highway 21 and Harvey Mitchell Parkway (FM 2818))</li> <li>• Diversity of land uses including high concentration of manufactured housing</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Improve connectivity through Bryan’s core with trails, sidewalks, crosswalks, and bike lanes</li> <li>• Improve development conditions along prominent thoroughfares including the removal or screening of manufactured housing and implementation of neighborhood revitalization initiatives</li> </ul>

Area 19	
Size:	1,512 acres
Significant Characteristics:	<ul style="list-style-type: none"> <li>• Partially outside the City limits</li> <li>• Coulter Airfield</li> <li>• Castle Heights Subdivision and Park</li> <li>• Significant floodplain</li> <li>• Location along major thoroughfares (Highway 6 and Highway 21)</li> <li>• Use of manufactured housing along Highway 21</li> </ul>
Strategies:	<ul style="list-style-type: none"> <li>• Continue investment in redevelopment and floodplain relief in Castle Heights</li> <li>• Promote and implement Coulter Airfield Master Plan</li> <li>• Adopt Height Hazard Zoning around Coulter Airfield</li> </ul>

**Table 38: Specific Study Areas**

This section illustrates that Bryan is a city of widely varying characteristics which require unique and targeted strategies to address them. It is not intended to be a comprehensive overview of every issue facing every area of Bryan. To the contrary, this section is intended to highlight the most significant factors facing each area, or the characteristics that are unique to individual areas, in order to shed light on topics that might otherwise go overlooked in the Plan.

Used as a standalone tool, this section can assist City leadership in assessing the need for individual area plans; similar to the West Area Plan. The section can also provide direction with regard to policy decisions being made in a given area. Finally, the section can also be used in conjunction with the Comprehensive Plan to prioritize and target the Plan’s recommendations.



## Land Use Recommendations

The recommended goals, objectives and policy actions, as it relates to Land Use, are listed below.

### **Goal: Achieve a complimentary balance of land uses within the City.**



#### **Achieve a sustainable mix of land use types in suitable locations, densities and patterns.**

FLU 1.1: Identify and resolve conflicts between the zoning map and Future Land Use Plan, and prioritize comprehensive zoning map amendments.

FLU 1.2: Better define the requirements of the Mixed Use (MU-1 and MU-2) zoning districts and rezone these areas to low density and medium density residential where appropriate.

FLU 1.3: Establish regulations to require public open space that provide opportunities for entertainment, community gatherings and festivals.

FLU 1.4: Promote non-residential tax generating land uses, such as retail, to diversify and increase the City's tax base.

FLU 1.5: Revise zoning regulations to redirect industrial and manufacturing land uses to the Industrial/Business Park areas in order to minimize incompatible land uses within residential areas.

FLU 1.6: Encourage New Urbanist-style development opportunities to provide a sense of place in specific areas of Bryan.



#### **Utilize and adhere to the Comprehensive Plan as decisions are made.**

FLU 2.1: Reference the Future Land Use Plan in daily decision-making, regarding land use and development proposals.

FLU 2.2: Conduct a major update of the zoning ordinance to implement Comprehensive Plan recommendations.

FLU 2.3: Conduct regular land use and zoning compatibility assessments of neighborhoods and key small areas.

FLU 2.4: Update the Comprehensive Plan on a regular basis, ideally every 10 years. Bring smaller updates forward as necessary.

FLU 2.5: Rely on the strategies for the nineteen (19) specific study areas to guide zoning and planning efforts.

## **Goal: Facilitate orderly, efficient, and attractive development, redevelopment, and infill.**



**Ensure that the development process is efficient, understandable and manageable.**

FLU 3.1: Conduct an assessment of current development and permitting processes to identify areas for improvement and eliminate inefficiencies.

FLU 3.2: Create a new permitting strategy and system for replacing and rezoning areas that have existing manufactured homes.

FLU 3.3: Create a zoning implementation mechanism to facilitate better reuse of existing nonresidential structures.



**Produce proactive area plans for key corridors and small areas.**

FLU 4.1: Prioritize and conduct neighborhood-scale small area plans, similar to the West Area Plan, for areas designated in the Growth Area Map.

FLU 4.2: Assess and prioritize the potential annexation of areas in the ETJ as recommended herein.

FLU 4.3: Develop districts, along Texas Avenue, for character development and strategic investment.

## **Goal: Maintain and revitalize older areas and neighborhoods.**



**Develop strategies and programs to assist with the rehabilitation of the existing housing stock.**

FLU 5.1: Assess the effectiveness of the rehabilitation assistance program, and determine if program modifications (processes, guidelines, etc.) are warranted.

FLU 5.2: Investigate maintenance programs and encourage the replacement of dilapidated manufactured homes.

## 6

### **Facilitate redevelopment of blighted neighborhoods.**

FLU 6.1: Promote the development of neighborhood centers, at major intersections and within neighborhoods, to provide convenience to necessary services.

FLU 6.2: Explore long term strategies for development and redevelopment in blighted areas.

FLU 6.3: Promote retail infill development and rehabilitation efforts along major corridors to foster the conversion of incompatible land uses.

FLU 6.4: Assess the effectiveness of existing regulations for student-oriented housing in residential neighborhoods, and determine what expansion of the regulations is appropriate.

FLU 6.5: Identify and protect buildings that are pivotal to Bryan’s heritage through community engagement, funding assistance, and regulatory oversight.

FLU 6.6: Identify sidewalk needs throughout the community and partner with local businesses and residents to conduct repairs.

FLU 6.7: Consider catalyst projects for blighted areas.

## 7

### **Encourage the development of affordable housing that is tailored to the particular needs of the community and individual neighborhoods.**

FLU 7.1: Ensure that the zoning ordinance provides for a diverse mixture of housing types and sizes to create full life-cycle housing within Bryan.

FLU 7.2: Identify the neighborhoods and small areas where manufactured housing is appropriate.

FLU 7.3: Develop and adopt new design standards for manufactured housing.

FLU 7.4: Use the current Residential Neighborhood Conservation (R-NC) district and revise the current ordinance to address student housing in single family homes.

FLU 7.5: Explore the feasibility of an affordable housing study. Until such time that the City can commission a study, the City should develop strategies to maintain and rehabilitate existing housing stock as identified in the Specific Study Area table



**Make South College Avenue an eclectic, unique, urban and student-centric district.**

FLU 8.1: Develop neighborhood plan(s) for the redevelopment of single family homes into higher density student housing in appropriate areas.

FLU 8.2: Develop neighborhood plan(s) for the conservation of single family neighborhoods in appropriate areas.

FLU 8.3: Foster an environment for organic growth through adaptive reuse of existing structures.

FLU 8.4: Facilitate a well-planned and orderly transition to higher-density development in appropriate areas.

FLU 8.5: Promote businesses that are attractive to college students and young adults.

The following is a summary of important specific actions necessary to implement these goals and objectives:

- Adopt the Future Land Use Map and revise the zoning map based on the Future Land Use Plan and associated recommendations
- Utilize the Future Land Use Plan in daily decision-making regarding land use and development proposals for consistency and continuity
- Continue to conduct special area planning for the small area plans, especially in the Central Urban Core
- Provide for the efficient use of land, coordinated with the extension of essential public infrastructure and facilities by continuously monitoring and updating the City's Comprehensive Plan and Future Land Use Plan
- Explore long-term strategies to restrain or prevent development within the ETJ and encourage development in the City limits
- Expand, where possible, the historic district preservation program in the Central Urban Core and surrounding area
- Revise the MU-1 zoning district to remove manufactured homes as a permitted right and develop specific design requirements for replacement units
- Follow the strategies outlined for the nineteen (19) specific study areas



## CHAPTER 6 TRANSPORTATION

# Transportation

The transportation system forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development and is a long-range statement of public policy. Once the alignment and right-of-way of major transportation facilities are established and adjacent property developed, it is difficult to facilitate system changes without incurring significant cost. Therefore, the plan for the overall transportation system should be referenced when considering growth and development related decisions, streetscape and infrastructure improvements, and related guidelines and/or ordinances. The purpose of this chapter is to summarize updates that have been made to existing plans and explore possibilities to expand the City of Bryan's transportation choices.

## Existing Transportation System

The City of Bryan's existing transportation system consists of a roadway network, sidewalks and hike and bike trails. In addition, public and air transportation are available in the region.

### Thoroughfare Plan

A Thoroughfare Plan is an overall guide that should be used by the community to achieve an integrated, unified, and safe transportation system. The Plan's primary purpose is to: provide for the safe and efficient movement of goods and services, establish design characteristics and standards for community roadways, coordinate public infrastructure improvements, and provide thoroughfare coordination with adjacent communities and agencies. Basic benefits of thoroughfare planning include:

- Preservation of adequate ROW for future transportation improvements,
- Logical community development,
- Designation of functional role for streets,
- Identification of existing system and major roadway alignments,
- Reduction in land acquisition needs and cost,
- Minimization of negative impact to neighborhoods and business, and
- Establishment of corridor access and driveway coordination.

The 2006 Comprehensive Plan states that good transportation planning starts with the basics of roadway spacing and creating an arterial grid system for the community in order to provide both north-south and east-west movement. This grid system should consist of freeways every 6 miles, super or major arterials every 3 miles, minor arterials every 1 mile, and major collectors every half mile. The 2006 Thoroughfare Plan established a grid system to ensure that development included these thoroughfares both within the City limits and the Extra-Territorial Jurisdiction (ETJ).

The Thoroughfare Plan (shown in Figure 22) has been updated to better line up with existing roadways, acknowledge impediments such as floodplain/railroad crossings and existing major buildings/facilities, extend University Drive to allow for future development, relocate the Inner and Outer Loops, and reclassify Texas Avenue and South College Avenue. Texas Avenue and South College Avenue were reclassified in recognition of right-of-way limitations and conflicts with existing development.

Freeways and super arterials were placed to:

- Accommodate the proposed Gulf Coast Strategic Highway (I-14), which is planned to follow US 190 and SH 30
- Provide a future connection to the proposed Texas Central high-speed rail station in Grimes County via SH 30
- Allow for the expansion of TX-6 and provide beltways or loops for alternate routes
- Provide access to the RELLIS campus at the intersection of SH 47 and SH 21, which will serve Texas A&M University and Blinn College

The City's Thoroughfare Plan defines a hierarchy of roadway functions that provide for both traffic movement and property access. A description of the street classifications is provided below. The map colors are also indicated.

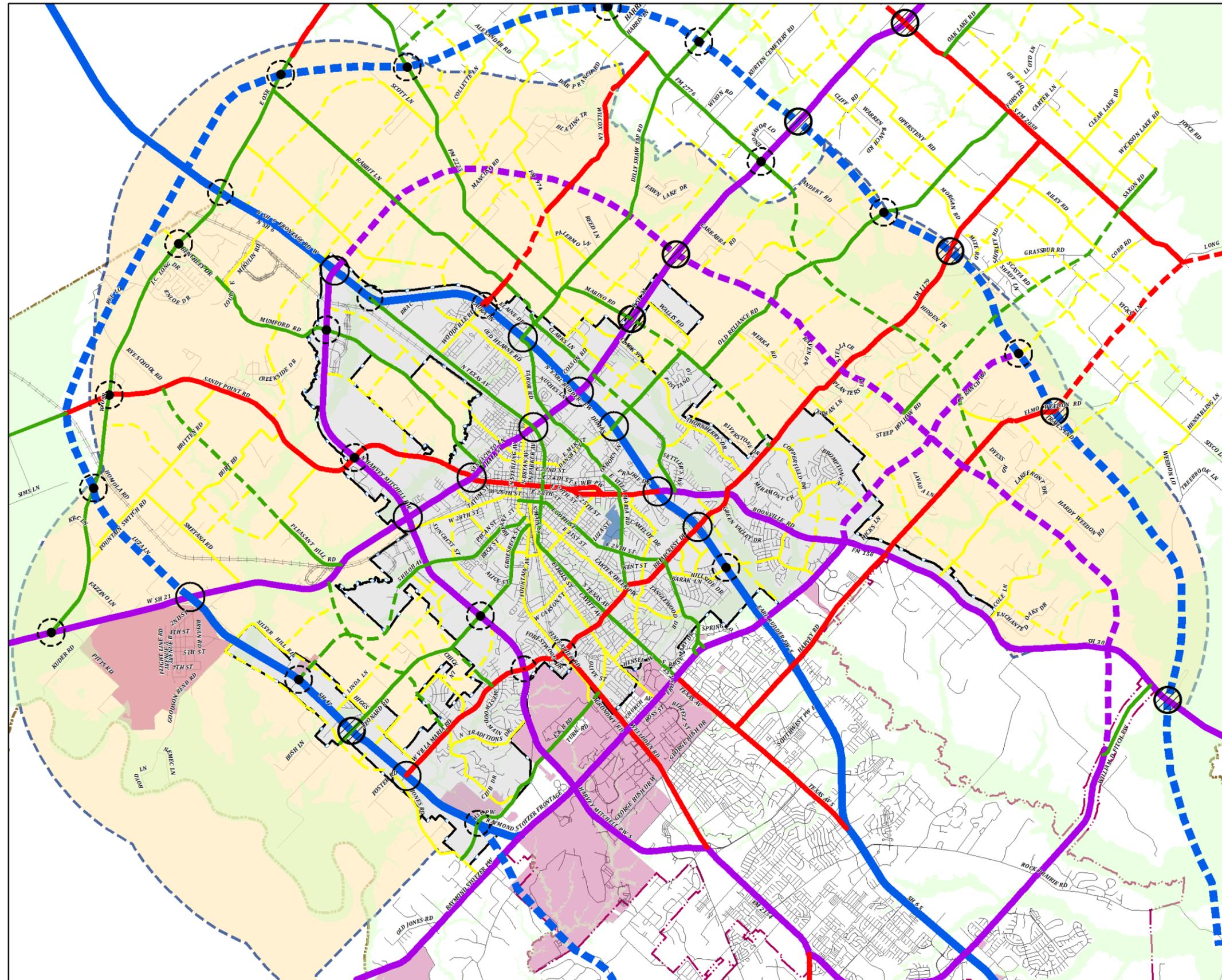
**Freeway (Blue):** A type of roadway that carries the greatest volume of vehicular traffic (50,000 or more vehicles per day or VPD) at high speed and with fully controlled access, which connects the City with other highways and cities. Freeways are characterized by medians, grade separations, and ramps and/or frontage roads. Freeways do not allow bicycle and pedestrian access.

**Super Arterial (Purple):** A roadway similar to a major arterial that may carry greater volumes of vehicular traffic, have higher posted speed limits, and limit access. Super arterials usually have a State Highway (SH) or Farm to Market (FM) designation. Super arterials combine elements of freeways and major arterials.

**Major Arterial (Red):** A street which carries high volume of vehicular traffic (in general range of 20,000 VPD to 60,000 VPD) and which is intended to move traffic in, out or around the City. Major arterials typically have six lanes of traffic and do not allow bicycle lanes.

**Minor Arterial (Green):** A street which carries moderate volumes of vehicular traffic (in general range of 5,000 VPD to 30,000 VPD) and which is intended to move traffic around the City. Minor arterials are typically four lanes wide and may be divided or undivided. Minor arterials may also include bicycle lanes.

**Major Collector (Yellow):** A street which primarily conveys vehicular traffic from residential streets and minor collectors to arterials (in general range of 5,000 VPD to 10,000 VPD). A collector may also provide direct access to abutting properties if approved by the City. Major collectors are typically three or four lanes wide and may also include bicycle lanes.



**Legend**

**COB Grade Separation**

- EXISTING
- PROPOSED

**COB Interchange**

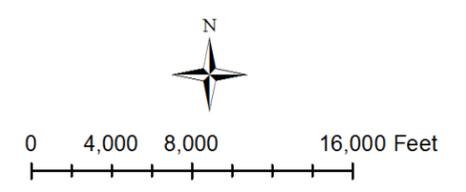
- EXISTING
- PROPOSED

**Bryan Thoroughfare Plan CLASSIFICATION**

- FREEWAY
- FREEWAY PROPOSED
- SUPER ARTERIAL
- SUPER ARTERIAL-PROPOSED
- MAJOR ARTERIAL
- MAJOR ARTERIAL PROPOSED
- MINOR ARTERIAL
- MINOR ARTERIAL-PROPOSED
- MAJOR COLLECTOR
- MAJOR COLLECTOR-PROPOSED

- FEMA FLOODPLAIN - EFFECTIVE
- BRYAN CITY LIMITS
- BRYAN ETJ
- COLLEGE STATION CITY LIMITS
- BRAZOS COUNTY BOUNDARY
- BLINN CAMPUS
- TAMU PROPERTY BOUNDARY
- STREETS
- RAILROADS

**Figure 22: Thoroughfare Plan**



## Sidewalk Master Plan

A Sidewalk Master Plan was also established with the 2006 Comprehensive Plan with the goal of providing better pedestrian connectivity between older neighborhoods, for citizens that utilize mass transit, and school children that walk to school. Since this time, the City of Bryan has made numerous improvements to accomplish this goal. The updated Sidewalk Master Plan is shown in Figure 23. Shared use paths and trails, in addition to sidewalks, are shown on this plan. Shared use paths can be thought of as wide sidewalks that serve both pedestrians and bicyclists. Trails can be thought of as off-street sidewalks located in parks or open spaces. Unpaved trails are not shown on the Sidewalk Plan, but are included with the Hike and Bike Plan.

Major changes to the 2006 Sidewalk Master Plan include:

- Division of the City into single member districts
- Highlighting of properties owned by Texas A&M University (maroon), Blinn College (light blue), and CHI St. Joseph Hospital (blue)
- Update of sidewalks constructed since 2006
- Addition of sidewalks for the Castle Heights and Villa West neighborhoods, based on citizen input
- Extension of Leonard Road sidewalks for future development
- Connection of Thornberry Drive and Boonville Road sidewalks via FM 1179
- Connection of Old Hearne Road and Waco Street via Tabor Road to reflect future realignment of Waco Street
- Extension of Old Hearne Road from Glacier Drive to Stevens Drive to fill gap

Different colors reflect priority for construction, which also correlates to the availability of external funding. The colors were chosen by City Staff in 2006:

**Dark Blue** – Existing sidewalks are shown in blue. These sidewalks vary in width from 3' to 10'. Eventually, 3' and 4' wide sidewalks will need to be widened to the City 5' minimum standard.

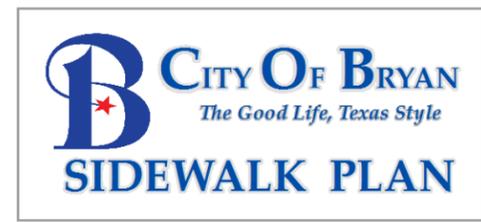
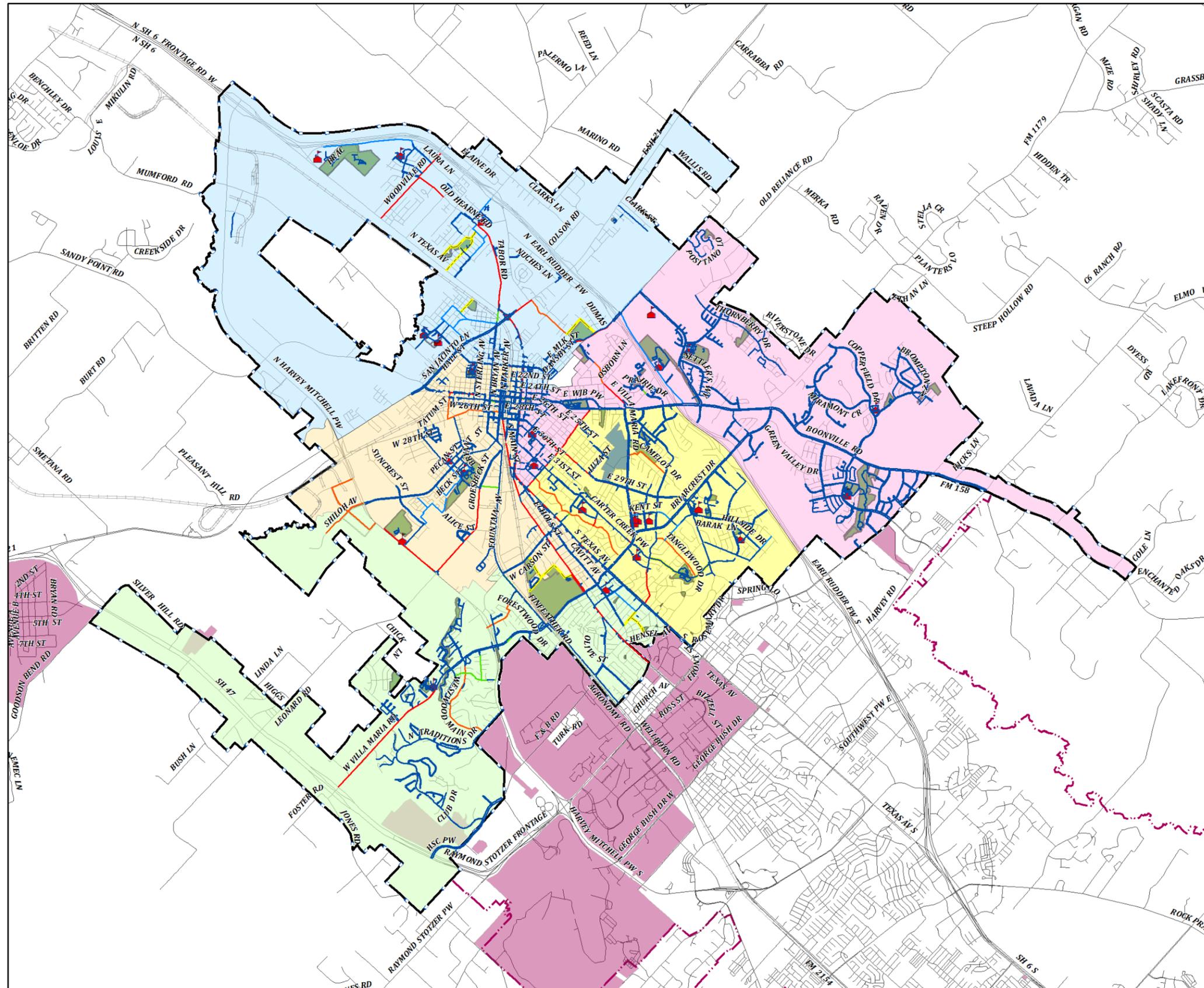
**Red** – Proposed sidewalks along major thoroughfares are given the highest priority for construction. Thoroughfares are collectors and arterials judged by City Staff to be vital transportation corridors.

**Green** – Short gaps in the sidewalk network that could be constructed by the City or developers are assigned the second highest priority. Short gaps are subjectively defined, but generally less than 1000 feet in length or two blocks in dense areas.

**Light Blue** – Sidewalks giving access to schools are given the third highest priority. These routes are based on the general knowledge of City Staff, which in some cases was influenced by citizen input or comments by the Bryan Independent School District.

**Yellow** – Routes to and within parks are given the fourth highest priority. These routes typically provide park access to neighborhoods and schools.

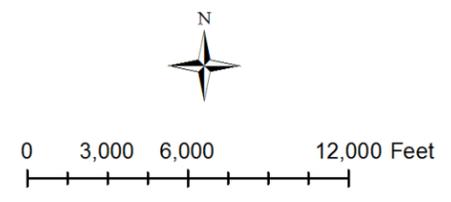
**Orange** – Gaps in the sidewalk network that exceed the length limits for Short Connectivity sidewalks are given the lowest priority. These routes would improve pedestrian connectivity, but may be difficult to fund.



**Legend**

- Existing Sidewalks
- Priority of Proposed Sidewalks
  - Thoroughfare Associated
  - Short Distance Connectivity
  - School Associated
  - Parks Associated
  - Long Distance Connectivity
- BLINN CAMPUS
- PARKS
- TAMU PROPERTY BOUNDARY
- SINGLE MEMEBER DISTRICT 1
- SINGLE MEMEBER DISTRICT 2
- SINGLE MEMEBER DISTRICT 3
- SINGLE MEMEBER DISTRICT 4
- SINGLE MEMEBER DISTRICT 5
- BISD SCHOOLS
- BRYAN CITY LIMITS
- COLLEGE STATION CITY LIMITS
- STREETS
- RAILROADS

**Figure 23: Sidewalk Master Plan**



## Hike and Bike Plan

The 2006 Comprehensive Plan states that the City of Bryan has great potential to increase bicycle transportation due to its sizeable bicycling population and active bicycle advocacy groups. A plan for bikeway system development was created as a result. The plan showed potential locations for on-street and off-street bicycle facilities. Figure 24 shows an expanded hike and bike plan that was created by City Staff. The bicycle routes in this plan were determined by several factors, including:

- General citizen input
- Location of public schools, parks, and points of interest (e.g., downtown, Blinn College)
- Connectivity to College Station bicycle facilities
- Test rides of proposed bicycle facilities by City Staff

Figure 24 shows the plan for the entire City; with the City divided into 5 single member districts. City parks are shown in dark green and BISD schools are represented by building symbols with flags. Properties owned by Texas A&M University, Blinn College, and CHI St. Joseph Hospital are highlighted in maroon, light blue, and blue, respectively. Existing bicycle facilities are shown as solid lines. Proposed facilities are shown as dashed lines. Different colors reflect the type of facility:

**Blue** – Bike routes are on-street facilities where the roadway is shared by bicycles and vehicles. Bike routes may be appropriate for low-speed, low-volume, wide roadways. Bike routes are typically designated by bike route signs and sharrow markings.

**Red** – Bike lanes are on-street facilities that include some form of separation from traffic by pavement markings, such as lane lines or a buffer area. Bike lanes are typically 5' or 6' wide and may be appropriate for streets with moderate vehicle speeds and volume. Signage for bike lanes may include directional/guide signs and parking restrictions.

**Yellow** – Future bike routes are located along unconstructed roadways. This designation is used as a placeholder until the roadway can be built and traffic behavior can be determined.

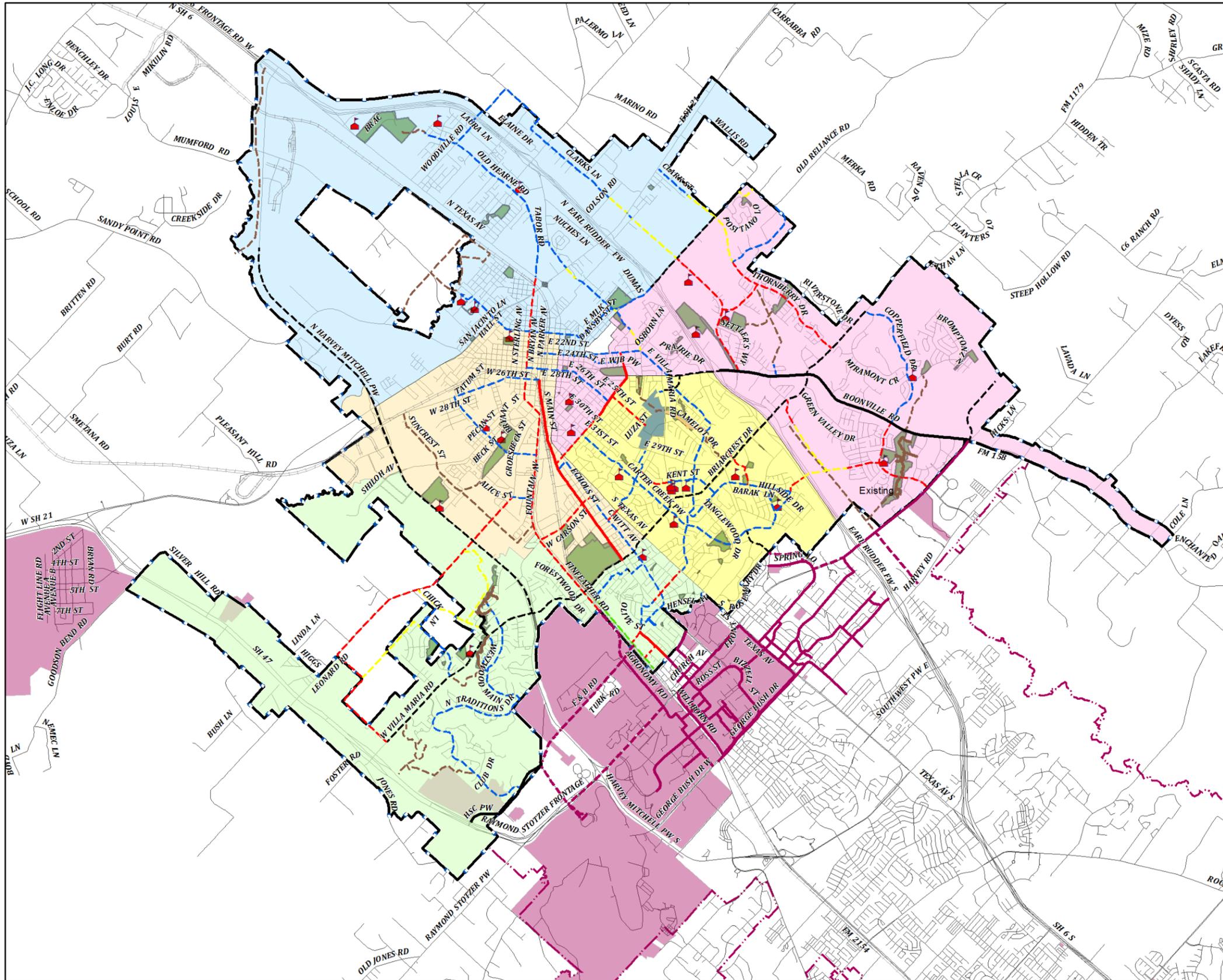
**Maroon** – College Station and Texas A&M University (TAMU) bike facilities are shown to provide connectivity between the two cities. Many Bryan residents are employed by TAMU or are enrolled students. There is

also a large population of students co-enrolled at TAMU and Blinn College.

**Green** – Cycle tracks (bike lanes) include a horizontal or vertical barrier from traffic as well as separation from pedestrians. Vertical separation is typically achieved using elevated bike lanes with a curb. Horizontal separation can be accomplished by delineators, planter boxes, or parked cars. Cycle tracks may be appropriate for streets with high speeds and volumes or areas with significant pedestrian traffic.

**Black** – Shared use paths can be thought of as wide sidewalks along roadways that are shared by pedestrians and cyclists. They are typically a minimum of 10' wide. In addition to commuting, these may be attractive for recreation. Shared use paths may be appropriate for streets with high speeds and volumes.

**Brown** – Trails are off-street facilities that may be thought of as wide sidewalks; however, some trails consist of crushed granite instead of concrete pavement. They may be shared with pedestrians. Trails are usually constructed in parks or greenways.



**Legend**

**EXISTING**

- Bike Lanes
- Bike Route
- CoCS/TAMU
- Hard Surface
- Soft Surface
- Shared Use Path

**PROPOSED**

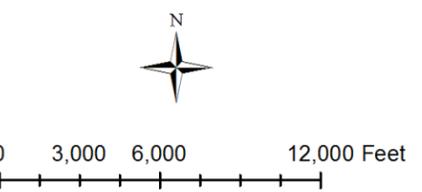
- Bike Lanes
- Bike Route
- Bike Route (Future)
- CoCS/TAMU
- Cycle Track
- Shared Use Path
- Trail

- BLINN CAMPUS
- PARKS
- TAMU PROPERTY BOUNDARY

**COB SINGLE MEMBER DISTRICTS**

- SINGLE MEMBER DISTRICT 1
- SINGLE MEMBER DISTRICT 2
- SINGLE MEMBER DISTRICT 3
- SINGLE MEMBER DISTRICT 4
- SINGLE MEMBER DISTRICT 5
- BIRD SCHOOLS
- BRYAN CITY LIMITS
- COLLEGE STATION CITY LIMITS
- STREETS
- RAILROADS

Figure 24: Hike and Bike Plan



## Public Transportation

Public transportation service is provided by the Brazos Transit District (The District) and the Texas A&M University (TAMU) Shuttle Bus Service. The District provides both fixed route and paratransit service. There are seven fixed routes within the City limits; with a continuous east/west route along Villa Maria Road/Briarcrest Road, and a continuous north/south route along Texas Avenue. The paratransit service provides curb to curb service for those who cannot access the fixed routes due to a disability. The TAMU Shuttle Bus Service provides intra-campus and off-campus shuttle bus service to students, faculty, staff, and visitors. Off-campus service includes a north/south route along E. 29<sup>th</sup> Street from the campus.

## Coulter Airfield

Coulter Airfield is one of the two local airports in the region. It is a general aviation airport which serves both private and business aircraft, and is owned by the City of Bryan. In 2014, the Coulter Field Airport Business Plan was created to expand the airport's financial performance, economic development and operations. More information about Coulter Airfield, including the business plan recommendations, are summarized in the Municipal Services chapter.

## Future Transportation Plans

Historically, the City of Bryan has seen a 1.5% annual increase in population growth. This growth percentage is forecasted to continue until the population reaches build out in 2079(211,000 persons). In order to handle the transportation needs for a community projected to be 211,000 persons, the transportation infrastructure must be planned well in advance. In order to accommodate future growth, the planning phase should include the rehabilitation, extension and/or expansion of existing roadways, and the construction of new roadways.

As referenced in the Appearance Chapter of this Comprehensive Plan, Texas Avenue and South College Avenue have been identified as unappealing corridors where the City should focus efforts to redevelop into an aesthetic corridor leading to Historic Downtown Bryan. Improvements to and redevelopment adjacent to these roadways should continue to be a top priority. Focus should also be given to improving existing roadways within targeted growth areas; such as State Highway 21, State Highway 47, FM 158, and Villa Maria Road. Additionally, identifying and constructing new roadway connections to these thoroughfares will create a well-connected transportation framework in Bryan. Maintaining a strong partnership with TxDOT will be important in this planning effort since a large number of these key roadways are TxDOT roads.

The City collaborates with local, state, and federal agencies to identify and prioritize regional transportation improvements in addition to assessing its own transportation needs. The Bryan/College Station Metropolitan Planning Organization (BCS MPO) is responsible for

county-wide transportation planning, and consists of the City of Bryan, City of College Station, Brazos County, Texas A&M University, Texas Department of Transportation (TxDOT). The BCS MPO 2040 Metropolitan Transportation Plan has identified the following roadways for priority projects that include improvements to the roadway infrastructure, bike/pedestrian facilities, and/or sidewalks:

- FM 158
- E. 29<sup>th</sup> Street
- US 190/State Highway 21
- State Highway 6
- South College Avenue

This interagency collaboration will also identify funding opportunities. These opportunities exist for stand-alone sidewalk and bicycle facility projects as well as roadway construction projects. The following TxDOT programs may partially fund sidewalk and bicycle facility projects:

- The Transportation Alternatives Program (TAP) funds pedestrian and bicycle facilities along state designated routes that can potentially reduce vehicular traffic volumes.
- The Highway Safety Improvement Program (HSIP) can fund pedestrian safety improvements for state and local roadways, provided there is a history of pedestrian-vehicle collisions.
- The Safe Routes to Schools (SRTS) program funds accessible routes to schools; provided there is a coordinated effort with school administration.

Additional funding sources can include Capital Improvement Program bond issuances and/or development fees.

Public transportation needs will also increase as the City continues to grow. The expansion of public transportation access to targeted growth areas will help ensure that the City provides a multi-modal transportation system as it develops. Public transportation elements should be integrated in roadway planning. These elements should include bus shelters and marked stops to encourage ridership. Collaboration with both The District and TAMU Shuttle Bus Service will be an important component for this effort.



## Transportation Recommendations

The recommended goals, objectives and policy actions, as it relates to Transportation, are listed below.

### **Goal: Create an efficient, functional, and multimodal transportation network that supports a wide range of mobility needs.**

1

**Ensure that the transportation network and land use objectives are effectively coordinated.**

T 1.1: Utilize the Thoroughfare Plan and Future Land Use Plan during the subdivision and site development review process to ensure that the provisions for adequate roadway infrastructure are secured.

T 1.2: Continue to refine the extensions of thoroughfares in targeted growth areas.

2

**Create a functional roadway network that provides north/south and east/west corridors for vehicular mobility.**

T 2.1: Continue to implement a multi-year street improvement program and capital improvement program.

3

**Encourage the utilization of alternative modes of transportation, including design for pedestrians, bicycles, and transit, for all ages and abilities.**

T 3.1: Improve the sidewalk network and ensure that new roadways and roadway reconstruction incorporate pedestrian facilities.

T 3.2: Implement the improvements reflected on the Sidewalk Master Plan and Hike and Bike Plan.

T 3.3: 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.

T 3.4: Study the feasibility of an expanded transit system and identify opportunities for future funding.



**Foster interagency cooperation between TxDOT, the MPO, the City of College Station, Texas A&M University, the Brazos Transit District, and other organizations.**

T 4.1: Continue to pursue projects with BCS MPO and TxDOT.

T 4.2: Continue to find new avenues to encourage cooperation between parties within the BCS MPO and other organizations.



## CHAPTER 7 COMMUNITY APPEARANCE

# Community Appearance

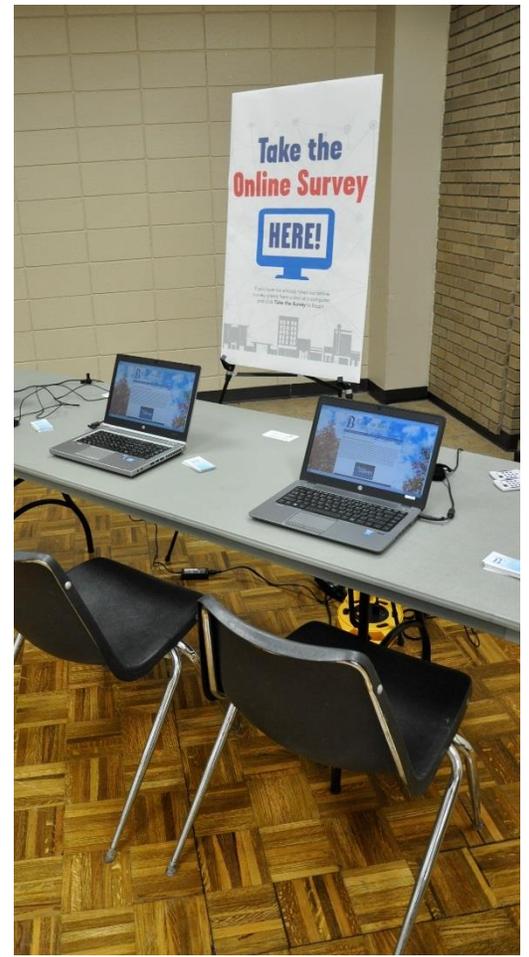
Community pride and vitality is projected through the development and maintenance of a distinctive and attractive image. This chapter of the plan has been developed to enhance the positive visual aspects of the built and natural environment and promote substantial improvements to the appearance of the Bryan's entryways, business corridors, and neighborhoods.

After World War II, development in the City occurred in a manner typical of suburban communities—resulting in auto-oriented commercial development with little attention given to the needs of pedestrians. A number of the City's older commercial strips are therefore characterized by aging commercial buildings, expansive parking lots, inadequate landscaping, obtrusive or dilapidated signage, utility poles with overhead wires and an overall state of general visual clutter. Zoning as a planning practice did not exist in Bryan until 1989, meaning development up to that point was unregulated and adjacent uses often incompatible. As a result, to this day, homes and commercial strip centers in Bryan range from well-maintained and renovated to abandoned and poorly maintained.

In contrast, due to extensive public and private investment over the past 15 years the City's historic Downtown area has regained a sense of order and character that distinguishes it from the City's other commercial areas. As a result of downtown revitalization efforts, the combination of the streetscape, building scale, brick crosswalks and overall walkability the historic downtown offers an attractive, unique appearance.

Community perception that Bryan is physically unattractive was one of the most recurring themes that emerged from the public input process. Interacting with the community revealed two levels of perception: perception of the community by residents and perception (or perceived perception) from visitors. Improving the appearance and aesthetics of the community is essential especially along major corridors, and often incorporates the roadways themselves and adjacent land uses. When considering land uses, it is important to also take into account the existing regulations with regard to property maintenance, permitted uses, outdoor storage, development standards, and compatibility—many of which have been recently addressed by the City and some of which remain issues today.

Considered together, these factors produce a negative impression regarding the physical environment of the City of Bryan and have a profound impact upon how the City is perceived by visitors and residents alike. The absence of a coherent pattern of physical development and the shortage of well-conceived and appropriately maintained public spaces and open spaces are often seen as outward indications of a lack of community vitality and civic pride.



### Citizen feedback

During the public input process, a variety of comments were received regarding the community's appearance and quality of life. Most of the comments were made in regards to corridor aesthetics, neighborhood revitalization, economic investment, provision of pedestrian facilities, and city-wide beautification.

- Downtown is considered Bryan's greatest asset
- There is a desire for increased landscaping along corridors and green spaces
- Community Appearance selected as the as the single greatest issue facing Bryan today; with nearly 25 percent of community survey respondents identifying improved aesthetics as their number one desire for the City of Bryan
- Desire for a comprehensive beautification plan
- Desire for faster removal of blight and graffiti, as well as more proactive code enforcement
- Desire for branding at major intersections and wayfinding signage throughout the community to establish points of interest and attract visitors to the community

# Current Community Appearance Efforts

## Community-Appearance Related Efforts

The City directly funds public landscape planting and other beautification projects. The City is also involved in the following community appearance-related programs:

- Providing litter control and recycling information/literature to encourage citizen participation in those efforts;
- Developing and enforcing regulations to rid the City's neighborhoods of junk vehicles, debris and dilapidated structures;
- Support of volunteer maintenance and clean-up programs and seasonal community clean-up campaigns (like Texas A&M University's Big Event);
- Funding appearance enhancements to city-owned properties;
- Providing the Builder's Incentive Program that waives fees associated with new home construction (water/sewer tap fees and building permit fees) in order to incentivize homebuilders to construct residential homes in the target range of 2,200 to 3,000 square feet of heated and cooled area within the city limits;
- Encouraging developer commitment to quality architecture, landscape planting, lighting and signage during the redevelopment, rezoning and permitting processes;
- Providing grants through the Downtown Improvements Matching Grant Program (DIP) to help fund construction or maintenance projects that will improve the exterior appearance of commercial or multi-family buildings in portions of Downtown Bryan;
- Support for the maintenance of streets and sidewalks to improve pedestrian connectivity and ease of use in its annual Capital Improvements Program (CIP) budgeting process;
- Supporting efforts designed to facilitate and assist in the construction of new homes and/or home renovation process for residents to modernize and improve the appearance of the City's aging housing stock; and
- Providing grant funding for civic association and nonprofit organization efforts aimed at improving neighborhood appearance.

## Code Enforcement

Code enforcement is an important concern and a reoccurring theme throughout public engagement process, including at community meetings, in focus groups and in the survey. Citizens commented on the need for stronger enforcement of existing codes and ordinances. The City's ordinance addresses commonplace issues like trash, illegal dumping, clutter, rundown signs, abandoned cars, and dilapidated structures, however, some of these violations are routinely overlooked or potentially selectively enforced. It is the perception of the public that such inconsistent application of the rules negatively impacts the City's overall appearance.

The City participates in Keep Brazos Beautiful Beautification programs and The Big Event. These major volunteer programs help the community address appearance issues by providing assistance in the form of manual labor, tree plantings, litter pickup and more. The Community Development Department proactively offers funding to eligible citizens through the Community Development Block Grant (CDBG) and Home Investment Partnership (HOME) to assist citizens with demolition, rehabilitation, reconstruction, home-buyer assistance, and land acquisition. The combination of Community Development efforts and a proactive code enforcement program could make a major impact on the community's image and perception with regard to neighborhoods. Unfortunately, these programs rarely produce results along the city's commercial corridors. The City should consider conducting a visual property and building maintenance survey to quantify and document eye sores in the community and establishing improvement priorities. Once this survey is completed, it is recommended that the City adopt a limited property maintenance code with tactics to address key issues across Bryan.

## Regulating Efforts

The City's Zoning, Subdivision and Land and Site Development Ordinances support improving the City's appearance through provisions including:

- All developments other than duplexes and single family residences are required to submit a site plan and landscaping plan for review by the Site Development Review Committee.
- An area equal to 15 percent of all building sites shall be landscaped and not less than 50 percent of the area to be landscaped shall be planted in trees.
- Landscape plantings are required in the form of parking lot end islands to visually break up large expanses of paving.
- Subdivision of land for residential use requires parkland dedication and development to ensure the availability of recreation and open space (See Section 110-60 of the Subdivision Ordinance) Regulations require augmented standards for screening and landscaping where loading, and unloading, dumpster and parking areas are present. (See Sections 62-329, 331 and 429 of the Land and Site Development Ordinance).

- The zoning ordinance establishes buffer area requirements between all commercial and residential uses.
- Corridor overlay districts are established primarily to improve aesthetics along major thoroughfares.
- Building design guidelines set minimum standards for the exterior design of nonresidential buildings located along 23 of Bryan’s major thoroughfares.
- Sign standards limit visual clutter to protect corridor appearance.
- The Historic Preservation Overlay district protects and enhances the City’s rich cultural locations.

## Community Events

The City of Bryan boasts a social and cultural diversity that is unique to the character and identity of the community. The recognition of Bryan’s diversity strengthens the City’s social capital, fosters community resiliency, and generates a positive community appearance through the display of community unification and pride. The City has achieved many great successes in displaying this unification and pride through its partnerships with local businesses, community partners, and civic groups.

The City showcases its historic pride and local culture in a number of ways—including parades, community gatherings, holiday celebrations, volunteer opportunities, fundraisers, and partnerships. The City partners with numerous local organizations, non-profit groups and civic organizations to host and showcase its events. One of the principal partners in hosting community events is the non-profit organization known as the Downtown Bryan Association (DBA). It is DBA’s mission to create, cultivate, and showcase the commerce, culture, and community of Bryan’s Downtown District by preserving the past and building a vibrant future.<sup>45</sup> Through its leadership and partnership activities, the DBA supports economic growth and physical appeal in Downtown Bryan, while constantly seeking opportunities for improvement and growth within the community.

Local businesses are encouraged to participate in and sponsor community events throughout the year, such as the Christmas parade and tree lighting at Bryan’s annual Holiday Magic celebration, Texas Reds Steak and Grape Festival, First Friday Events, The Big Event, Blue Bunny Breakfast and Easter Egg Hunt, Salsa Saturdays, ArtFill, and Pawpaloosa. DBA also hosts a number of events including pub crawls, parades, art fairs, and music/film festivals.



<sup>45</sup> [www.downtownbryan.com](http://www.downtownbryan.com)

### ***Texas Reds Steak and Grape Festival***

The Texas Reds Steak and Grape Festival is the City of Bryan’s signature event which brings tourism, music, arts and food to Historic Downtown Bryan. Launched in 2007, the annual street festival has garnered state and national recognition for its successes—including attracting over 25,000 people, over 20 wineries from across the State, and numerous local vendors. The event is free to the public, and visitors purchase tickets to participate in events like the wine tasting, craft beer tasting, steak dinner, and kid zone activities. In addition to the activities, local businesses stay open late and artists set up along the streets of Downtown to accommodate festival visitors.



### ***First Friday***

Held the first Friday of each month, First Friday is a free public event, where shops, restaurants, musicians, and artists come together to promote local downtown businesses. This event allows visitors to get a sense of the local flavor and enjoy a variety of local arts and culture. Arts and culture have always been a centerpiece of First Friday—family-friendly artists, musicians and non-profits are accepted with careful review. By dusk, streets and sidewalks are filled with people strolling to listen to street music, watch a magic act, peruse artwork or just chat with friends. Local shops stay open later to accommodate and entertain the increased pedestrian traffic and restaurants stay busy until late into the evening. During the summer months, a free family movie is played in Gloria Sale Park. These evenings provide local businesses with an opportunity to sell local products, make connections with residents, and contribute to the vibrant atmosphere in Downtown Bryan.



First Friday was founded by local artist and Downtown business owner Greta Watkins in 2005 during the period when the City had embarked on implementation of an aggressive master plan to improve streetscape and infrastructure in the downtown area. Initially, a gathering of friends in Watkins’ art gallery and frame shop, First Friday has grown to encompass most of downtown and results in increased business for downtown shops and restaurants. Other groups use the evening as a way to promote community endeavors such as the local animal shelter and summer collegiate baseball team.

## The Big Event

The Big Event is the largest, one-day, student-run service project in the nation that is hosted by students at Texas A&M University to say “Thank You” to the residents of Bryan and College Station. Students participate to show their appreciation to the surrounding community, completing service projects such as yard work, window washing, and painting for residents of the community. In 2015, more than 22,000 students volunteered to



complete almost 2,500 jobs across the communities. Projects like The Big Event have served as templates for other service projects across the country and truly impacts the residents of Bryan and College Station, instilling a sense of community pride and cooperation among residents and students.

## ArtFill

ArtFill is a semi-permanent art installation project formed by the partnerships between the DBA, The National Endowment for the Arts, Texas A&M University’s College of Architecture, The Arts Council of Brazos Valley, and the City of Bryan. The partnership was used to secure the use of a site in Downtown Bryan for the construction of a multi-use community art installation. The project was conceptualized during discussions about the future of Downtown Bryan’s North End, which remains largely vacant in spite of updated infrastructure (that includes newly paved roads, street lights, utilities, and high-speed communications). The North End is ripe for infill development, however until these plans are realized the space remains a temporary void. Thus, ArtFill seeks to fill the temporary void in Downtown ’s North End with an artistic intervention that encourages the local community to participate in and



enjoy. This project is a perfect example of how public-private partnerships can work together to generate unique and creative opportunities to address with some of the challenges faced during revitalization and infill development efforts (such as vacancy and blight).

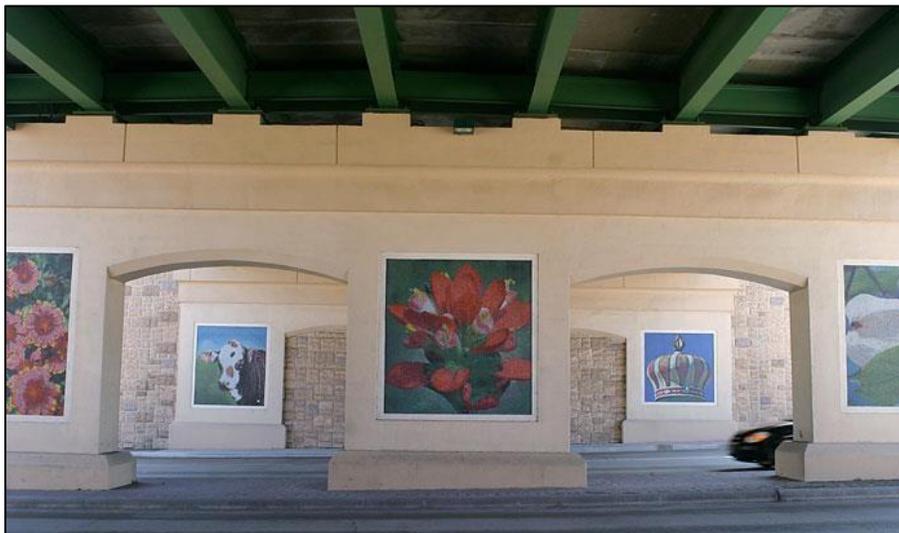
## Community Appearance Aspects and Key Strategies

The following is a discussion of the various aspects of community appearance affecting Bryan.

### Major Corridors, Streets, and Streetscapes

Primary consideration should be given to the aesthetic quality and visual experience along major roadways. In addition to the elimination of blight, landscaping, street trees, decreased signage, reduced visual clutter, and structural improvements are all important components. Each corridor has a complex fabric of land uses, historic development patterns, and challenges. It is recommended that the City conduct a series of corridor and small area studies that can together direct a cohesive community appearance vision, or community-designated theme. Small area studies should include actionable recommendations specific to each area of Bryan but with the purpose of creating a City-wide identity.

During the public input process, the public devoted substantial time to discussing roadway aesthetics and the appeal of local streets and streetscapes. Residents commented on the negative perceptions generated from the appearance, as well as the lack of bike lanes, sidewalk connectivity, and attractive public transportation options available in the city. Since the discussion of this same topic in the 1999 Comprehensive Plan, the City has evaluated its development regulations and incorporated Corridor Overlay Districts along key roadways to ensure that businesses along these corridors are held to a higher standard of design and appearance. However, since the adoption of the enhanced regulations the City has not seen the dramatic change in appearance that was envisioned. The alteration/expansion thresholds at which legal nonconforming structures and land uses are required to meet full compliance with current regulations have, in practice been considered somewhat unclear. A potential reason why substantial change in appearance has yet to occur is because the threshold for conformance with new regulations is so permissive that property owners have not had to comply with them.



**Underpass Art at Villa Maria Road and Wellborn Road**  
Source: Texas A&M University, 2010

Roadway design and access management play a significant role in the vehicular and pedestrian experiences. Since 2006, many roadways have been modified to improve automobile traffic flow, but the pedestrian environment along many of these roads had deteriorated in the process. BTU currently has power lines on poles across the City. Bryan residents have identified overhead utility infrastructure along major corridors as detrimental to public appearance since at least the mid-1980s and have been asking the City to place the lines underground to improve streetscapes. An independent study should be conducted to gain a true evaluation of the costs and implications of placing utilities underground so that the City can accurately prioritize its Capital Improvement Program.

The City has already implemented several major access management projects. For example, along Briarcrest Drive, an access management project was completed to help mitigate the negative impacts of driveways, curb cuts, and intersections on the pedestrian and vehicular experiences. Unfortunately, the City’s sidewalk network is incomplete, has gaps across the system, and does not provide an enjoyable or safe experience for pedestrians. Many of the older sidewalks are deteriorating, feel unsafe, are unenjoyable. Many sidewalks exist abutting major roadways with no landscaping, shade trees, transit shelters, trash receptacles, or street furniture provided. Some sidewalk paving is crumbling/cracked and is dangerous for pedestrians with disabilities and cyclists. It is recommended that a more comprehensive analysis be developed to determine how pedestrian and sidewalk areas may be better maintained and connected. The approach will help focus public improvements in areas that need it the most. As streets are improved, street trees and other pedestrian amenities should be included.

## Public Art

Public art can be a way to create interesting gateways and corridors. Many cities across Texas have integrated “themed” public art into their communities. In an effort to encourage local artists to contribute public art, the City should sponsor events and competitions. It is suggested that the City create a committee to discuss and recommend a more focused direction for this concept.



The City can expand its public art installations to showcase local talent and identify key destinations across the City. Local businesses can participate by providing sponsorship and help with designing the finished product. The City could further this concept by partnering with Bryan ISD to showcase and display student-created art at key destinations and intersections.

**Source: The Arts Council of Brazos Valley  
[www.acbv.org](http://www.acbv.org)**

Another partnership opportunity exists with the Brazos Valley Arts Council (BVAC). The BVAC is one of the City’s largest partners in hosting community-wide events that bring awareness to the arts—such as ArtFill, BenchMARKING the Arts (a project which provides sponsors the opportunity to work with professional artists to design a unique artistic bench that is eventually placed in the region), and many of the street and art fairs/festivals.

## Gateways and Wayfinding

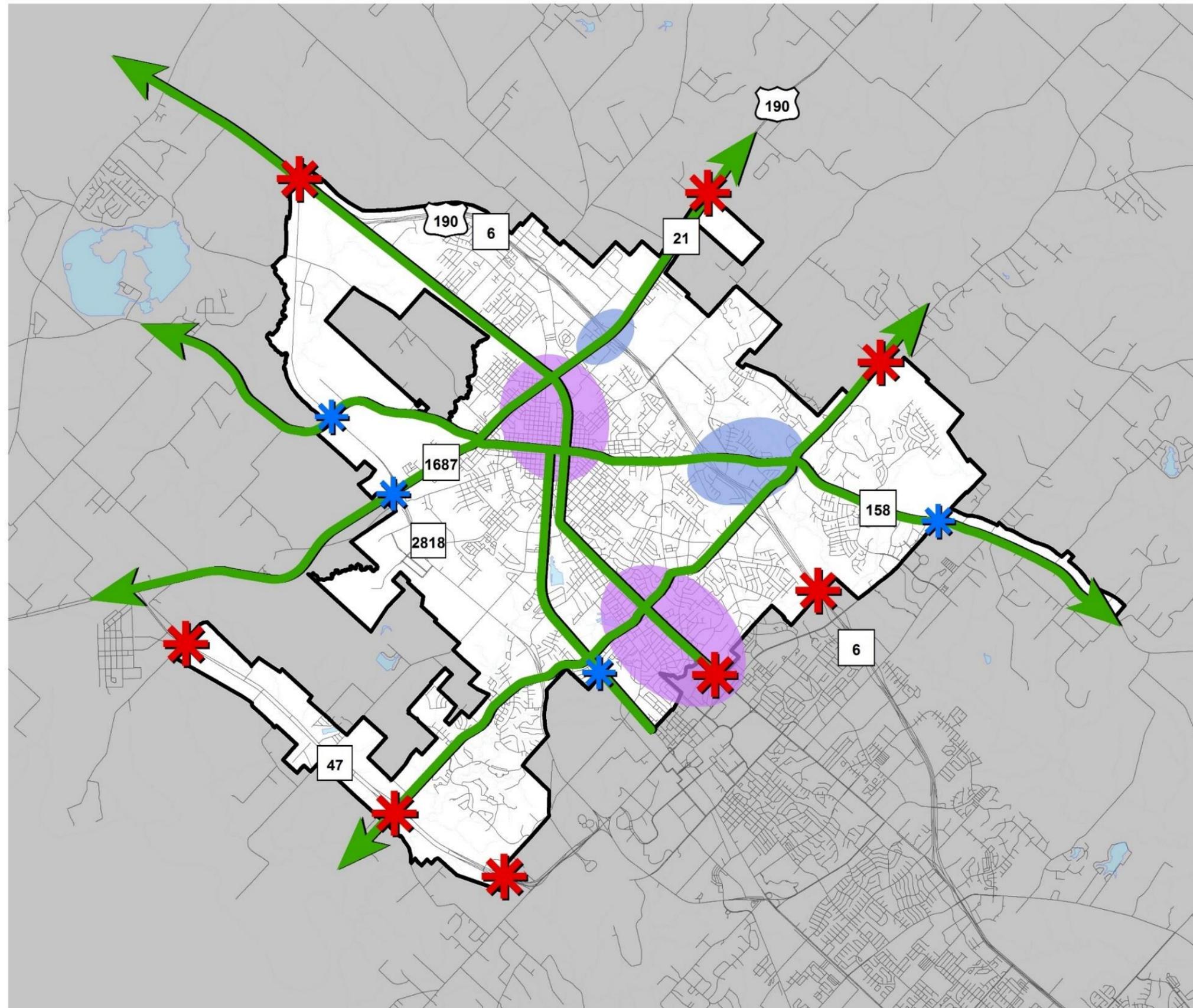
Signage serves two purposes—first, it directs traffic to places of interest, and second, it contributes to an area’s branding. Gateway signage is designed at a larger scale to be seen from roadways and from further away. In contrast, wayfinding signage is often designed at the pedestrian-level to be seen and read by pedestrians. The City of Bryan has a Wayfinding Committee that is responsible for developing the identity markers and signs that guide visitors to destinations in the community—like Bryan’s historic districts, commercial areas, and Health and Wellness district. It is often most effective to create an implementation plan for projects that have been identified by the Wayfinding Committee, thus ensuring that specific projects are incorporated into the Capital Improvements Plan each year.

As identified in Figure 25, gateways should be located at the highest-profile entrances and along major thoroughfares throughout the City. During the public input process, the lack of gateways was cited as an issue along major corridors between College Station and Bryan, specifically along Earl Rudder Freeway, Harvey Mitchell Parkway, Texas Avenue, William J Bryan Parkway, and South College Avenue, to name a few. Gateways can range in scale from large (along highways) to small (along local roadways), and often incorporate additional features such as landscaping, wayfinding signage, crosswalk enhancements, and pedestrian amenities. It is recommended that the City develop a signage design plan that incorporates consistent conceptual designs for primary and secondary gateway features and wayfinding signage. Consistent designs reinforce recognition and often create memories and become landmarks for both visitors and residents.



Gateway and Wayfinding Examples

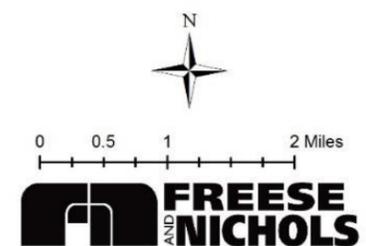
## Gateways



**Map Features**

-  Primary Gateway
-  Secondary Gateway
-  Bryan City Limits white line
-  Primary Areas
-  Future Efforts
-  Bryan City Limits

Figure 25: Gateways



# APPEARANCE STRATEGY EXAMPLES

## Intersection Enhancement

*Intersection Enhancement Design*



*Intersection Enhancement Design w Branding*



## Mixed-Use Catalyst Projects

*Mixed-Use w Contemporary Architectural Style*



## Adaptive Reuse / Metal Building Rehabilitation

*Commercial Building*



*Mixed-Use w Traditional Architectural Style*



*Restaurant Building*



## Neighborhoods

### *Aging Housing Units*

The City has a substantial amount of aging housing units that suffer from deferred maintenance and upkeep. During the public input process many residents expressed concern about the appearance of homes in some neighborhoods, including manufactured homes, particularly along major corridors (Highway 21 in particular). The City already has several home improvement programs including:

- housing rehabilitation, reconstruction and minor repair;
- homebuyer assistance;
- clearance/demolition;
- public facilities/infrastructure improvements; and
- public service agency programs.



These programs should be assessed on a regular basis to determine their effectiveness to encourage the continued upkeep or replacement of aging homes. In addition, the manufactured home recommendations discussed in the Land Use chapter should be considered to address the appearance and condition of this type of housing.

### *Neighborhood Revitalization*

Bryan is widely known for its historic character and community culture; Downtown Bryan being the most iconic example. The success of Downtown revitalization efforts are the direct result of successful public-private partnerships and collaboration, which should continue to be a priority into the future to accomplish the goals of this Plan. The City should capitalize on the momentum and success of Downtown Bryan and actively seek creative solutions, through partnerships, regulations and policies, to revitalize other areas of the City. To create unique communities citywide Bryan should consider special areas throughout the community, determine what features signify each area, and develop a plan to preserve and protect its special features. The Land Use chapter outlines specific strategies appropriate for the various neighborhoods in Bryan.

## Redevelopment

Similar to issues identified in the previous comprehensive plan, vacant nonresidential properties along major corridors continue to contribute to Bryan's negative perceptions about safety and economic vitality. The City should focus on revitalization and infill projects to address vacancies along corridors, as well as actively promote and invest in peripheral development. According to the community survey, Texas Avenue was determined to be one of the City's greatest

opportunities for future development and growth; along with roadways like East 29<sup>th</sup> Street, South College Avenue, Highway 6, and FM 2818.

Many of Bryan's older areas would benefit from the creative adaptive reuse of existing structures. Thus it will be necessary for the City to provide targeted incentives and considerations within its existing zoning code to encourage this type of redevelopment. It is recommended that the City consider reimbursement programs that will provide incentives to property owners that make improvements to existing commercial buildings in designated areas—which, once implemented, will have an immediate effect on adjacent properties and in the surrounding area.

Many cities provide recognition to commercial property/business owners that make significant improvements to their existing buildings and developments. A similar recognition program would be beneficial to Bryan in order to recognize the efforts of local businesses in community-wide goals, bring awareness to community issues, and encourage the participation of others.

Bryan will also need to continuously review and improve its development regulations, site design guidelines, required landscaping/screening, and sign regulations in order to provide the highest and best uses throughout the community.

## **Landscape and Development Standards**

A substantial amount of the feedback received regarding community appearance had to do with development standards, including building design and landscaping. In reality, the City of Bryan has in place development and landscape standards that are generally on par with those of other cities. Implementation of these ordinances is where the disconnect emerges between policy and reality. In Bryan, like in most cities, development standards are seen by some as a hindrance to development. This has resulted in many developments being granted exceptions to the City's existing standards. Unfortunately, these well-intended decisions create an environment where development is unpredictable and appearance inconsistent.

As mentioned throughout this Plan, consistent execution of policies contributes to an aesthetically-pleasing community and sense of security that high quality developers look for. In neighboring College Station, high quality development has boomed despite higher development regulations than Bryan. To address this, it is recommended that City Staff and leadership assess existing policies and agree on a framework of regulations that all parties are comfortable upholding. These consensus regulations should be applied to all new developments and an action plan developed to bring nonconforming uses up to code.



**Example of landscaped development**

Code enforcement can also be a valuable tool to ensure landscaping standards are upheld once development or redevelopment is complete. Code enforcement officers that are familiar with the City’s landscape standards, tree preservation ordinance, or other related regulations could conduct periodic site visits to determine if the development is still in compliance. Alterations and/or removal of landscaping that does not comply with development standards and/or an approved landscape plan could result in enforcement action.

## **Tree Preservation**

Trees play an important role in cities today; they provide shade and screening, naturally intercept storm water, raise property values in residential neighborhoods, improve air quality and help provide unique identity to a community. In many communities, trees (even those on private property) are protected as a public resource.

Tree preservation ordinances vary from one municipality to the next, but they are generally used to ensure that large, mature trees are not destroyed through development without review, approval, and compensation. The City of Bryan currently does not have a tree preservation ordinance, though trees over 4.5” caliper may be counted towards a landscape credit. This particular portion of the landscape ordinance actually serves as a dis-incentive to tree preservation. While incentives are one tool in preventing clearcutting of trees for construction and development, they are not the most effective.

It is recommended that the City of Bryan consider adopting a formal tree preservation ordinance. It is important to note that such ordinances can exist with, and at times benefit, a development-friendly atmosphere. Like design standards, tree preservation ordinances help create reliability and value that is attractive to high quality developers. Elements of an introductory, development-conscious tree preservation ordinance could include preserving trees over 6” caliper that exist outside of the building footprint.



## Community Appearance Recommendations

Development regulations, development proposals and civic activities will all influence the appearance of the City into the future. The goals, objectives and policy actions, as it relates to Community Appearance, are listed below.

### **Goal: Celebrate the City's diversity, distinct history and unique characteristics.**



#### **Provide social activities and cultural events that celebrate the City's diverse population.**

CA 1.1: Continue to partner with the Downtown Bryan Association and other civic groups to host community events such as block parties, street festivals and parades.

CA 1.2: Promote the success of these events through community partners, local businesses, regional publications, and online forums.

CA 1.3: Identify and promote the economic benefits of community events to local businesses and encourage them to participate in and sponsor community events.



#### **Provide opportunities for cross-cultural exchange among ethnically diverse populations in Bryan.**

CA 2.1: Co-sponsor public multi-cultural events.



#### **Support and expand cultural venues within the City.**

CA 3.1: Promote Bryan's existing cultural venues to generate community pride.



#### **Incorporate public art that is reflective of the City's diverse nature and historic background.**

CA 4.1: Create a committee to address and recommend what direction a public art program in Bryan should take.

CA 4.2: Identify key locations for public art—consider combining these elements with gateway features or in key districts/corridors.

CA 4.3: Solicit local artists within the community to submit works of art to be chosen by the community for the identified locations.

CA 4.4: Promote the public art movement and encourage local businesses to participate and sponsor the projects.

CA 4.5: Collaborate with Bryan ISD, Blinn College and Texas A&M to showcase and display student art at key intersections.

## **Goal: Strengthen Bryan’s image, identity and aesthetic appeal.**



**Develop community designated themes to create unique identities that distinguish different neighborhoods and districts throughout the City of Bryan.**

CA 5.1: Create an implementation plan for projects identified by the Way Finding Committee. Incorporate specific projects into the Capital Improvement Program.

CA 5.2: Focus time and resources to enhance key visual corridors, such as South College Avenue, State Highway 47, State Highway 6 and State Highway 21.



**Implement landscaping and other design regulations to improve corridor aesthetics.**

CA 6.1: Develop a tree preservation ordinance.

CA 6.2: Ensure that landscaping elements are integrated in corridor pilot programs.

CA 6.3: Ensure that required landscaping elements are maintained and allowed to thrive.

7

**Increase non-residential building design standards for new development.**

CA 7.1: Evaluate building material and architectural design guidelines to incorporate as additional development standards.

8

**Implement a proactive code enforcement program.**

CA 8.1: Conduct a visual property and building maintenance survey in order to establish improvement priorities.

CA 8.2: Adopt a limited property maintenance code following the completion of the maintenance survey.

CA 8.3: Establish a proactive code enforcement program to implement current and revised regulations.

CA 8.4: Identify and resolve known code enforcement issues such as blighted areas, unsafe structures, and areas contributing to crime.

CA 8.5: Collaborate with owners to bring manufactured housing parks and industrial units up to adopted standards.

9

**Offer incentives for exterior renovations of existing deteriorating businesses.**

CA 9.1: Consider rebate programs for improvements to existing commercial buildings/sites in designated areas, such as along South College Avenue.

CA 9.2: Establish an award that recognizes commercial owners that make significant exterior improvements to their existing buildings/developments.

10

**Create gateways into Bryan at highly visible locations.**

CA 10.1: Prioritize key gateway locations and implement a timeline for developing said gateways.

CA 10.2: Develop a signage design plan that incorporates a consistent conceptual design for primary and secondary gateway features and wayfinding signage.



**Create a promotional program for residents and visitors that advertises key events, activities and other positive features and attributes of Bryan.**

CA 11.1: Partner with local organizations, including Bryan ISD, to publish a monthly advertisement or article listing key accomplishments and/or upcoming events in their publications.



**Transform Texas Avenue into a vibrant, unique and attractive corridor through Bryan.**

CA 12.1: Evaluate and produce a proactive area plan for the redevelopment of Texas Avenue.

CA 12.2: Focus CIP efforts on key landscaping, streetscape, and aesthetic enhancements along Texas Avenue.

CA 12.3: Improve corridor aesthetics by burying or improving utilities, particularly franchise utilities.



# CHAPTER 8 PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN

# Parks, Recreation, Open Space and Trails Master Plan

## Background

### Previous Planning Studies

The City of Bryan has a strong history of quality park planning. In 2002, the City adopted an extensive Parks, Recreation, Open Space and Trails Master Plan, and then in 2009 the City prepared a Comprehensive Plan Update which included a chapter titled Parks, Recreation, Open Space, and Trails. The Parks and Recreation Department staff, the Parks and Recreation Advisory Board, the City Council, and other City departments have achieved many of the goals and objectives of that Master Plan document during the previous nine years; including the new Sadie Thomas Memorial Park pool, the new skate park in Williamson Park, and the planned addition of neighborhood parks (Edgewater and Siena Park subdivisions). However, due to current recreational trends, aging recreational facilities, and a growing population, there is a need for a new document to guide parks and recreation planning and development. This 2016 Parks, Recreation, Open Space and Trails Master Plan is intended to address this need. Based on the Texas Parks and Wildlife Department, a new parks master plan should be prepared every ten (10) years and updated within five (5) years from the date of adoption.

### Initial Plan Development

To address this need, the City employed a private consulting firm, Dunkin Sims Stoffels, Inc. in association with the primary consultant, Freese and Nichols, to draft a new Parks, Recreation, Open Space and Trails Master Plan as part of the comprehensive planning process. The consultant worked with the City's Planning Department and Parks and Recreation Department staff to develop this Plan. The first step in this process was to establish Goals and Objectives.

## Goals and Objectives

The following are the goals and objectives for the Bryan parks system. Goals provide a statement for achievement or accomplishment. Objectives are a means through which the goal(s) can be partially or fully attained. Identified within this section are the ways and methods of implementing the Parks, Recreation, Open Space, and Trails Master Plan.

### **Goal: Create a system of parks, open spaces, trails and facilities that meet the needs of residents of all ages.**

#### **Objectives:**

- Maintain a current Parks, Recreation, Open Space and Trails Master Plan.
- Make developing a comprehensive trail network an integral part of the City's parks and recreational facilities planning and funding processes by working with the Planning and Transportation Department's funding.
- Strive for diverse parks and recreational facilities with both passive and active recreation opportunities to meet the needs of various age and ability groups.
- Identify and protect sensitive environmental areas and provide natural open spaces within the community.
- Provide all-inclusive playgrounds and other appropriate facilities in existing parks to address the needs of all children.

### **Goal: Pursue regional park and recreation opportunities.**

#### **Objectives:**

- Evaluate Lake Bryan as a major recreational opportunity for the City of Bryan, as well as for the greater Brazos Valley Region.
- Based on a Needs Assessment, continue future expansion and refurbishment of Bryan Regional Athletic Complex (BRAC) for organized tournament and league play.
- Work with local associations, community groups, the Convention and Visitors Bureau (CVB), and user groups to develop opportunities to promote BRAC for local and regional special events.
- Examine ways in which non-motorized trails can be linked throughout the Greater Bryan/College Station area and to the Brazos River.

**Goal: Use the Parks, Recreation, Open Space and Trails Master Plan as a guide for park land acquisition, open space protection, and trail development.**

**Objectives:**

- Provide an equitable geographic distribution of parks and recreational facilities. Achieve this by acquiring necessary parkland, open space, and trail linkages at the time of development review. This should be done in accordance with the classification of parks identified by the Parks, Recreation, Open Space and Trails Master Plan.
- Use City and Extraterritorial Jurisdiction (ETJ) demographic and population projections to determine the types of parks and amount of land needed to adequately serve future park needs based on the projected number of citizens.
- Review, and update as needed, the City’s Parkland Dedication Ordinance as it relates to providing parks, open space, and linkages throughout the City and ETJ.
- Continue to work with developers to acquire park land and corridors as needed for Bryan citizens.
- Develop a set of guidelines for public/private partnerships in the building of parks.
- Identify floodplain creek corridors, rights-of-way, and utility easements for possible trail linkage opportunities to increase non-motorized connectivity within the City, as well as in the region.

**Goal: Cooperate with the Bryan Independent School District (BISD), to provide cost-effective services and optimize benefits to citizens.**

**Objectives:**

- Continue the partnership with BISD in developing joint school/park sites.
- Continue coordination efforts between the City of Bryan and BISD Staff to provide successful and mutually beneficial recreation programming.
- Explore grant opportunities with BISD in an effort to expand, enhance, or build new parks and facilities within the City and ETJ.

## **Goal: Build regional complexes for local recreational needs and for hosting regional, state, and national tournaments.**

### ***Objectives:***

- Continue to develop Bryan Regional Athletic Complex (BRAC) by providing additional recreation facilities to address current and future needs for the local, state and regional play and tournaments.
- Renovate existing facilities, amenities, and infrastructure at BRAC.
- Evaluate existing field sports lighting for energy efficiency and safety at BRAC.
- Market BRAC to various athletic and tournament organizations throughout the State and Nation through websites and social media.
- Explore the acquisition and development of large tracts of land that could be developed to attract both out of town visitors and address local needs.

## **Goal: Plan for a comprehensive non-motorized trail system.**

### ***Objectives:***

- Develop a comprehensive non-motorized trail system with input from citizens and community stakeholders.
- Determine ways in which connections can be made between schools, parks, neighborhoods, retail centers, and major points of interest throughout the City and region.
- Examine creeks and floodplain throughout the City for potential non-motorized trail possibilities; specifically, Turkey Creek and Carter Creek.
- Allocate funds, on an annual and consistent basis, to build non-motorized trail connections as part of a Capital Improvement Program (CIP).
- Examine ways in which trail/pedestrian connections can be made within existing developed areas of Bryan.
- Review development proposals with connectivity and walkability objectives considered.
- Work with Bryan Texas Utilities to utilize their easements for potential trail corridors and connections in Bryan and the region.
- Work with the municipal, regional and state to provide a consistent signage for non-motorized trails on bike-marked streets.

**Goal: Use public input, senior citizen groups and stakeholders to identify the indoor recreation needs of the community.**

**Objectives:**

- Hire a consultant to conduct a feasibility study to determine what the needs are of the Bryan citizens for a community center, senior center, and other related facilities.
- Consider and address the social needs of the community, as well as indoor active recreation – swimming, basketball, pickleball, racquetball, aerobics, weight training, etc.
- Assess aquatic facilities and plan for either redesigning current facilities or construct new indoor facilities so they better reflect current trends and technology related to aquatics.

**Goal: Continue to evaluate, renovate and maintain an aging park system.**

**Objectives:**

- Follow manufacturer maintenance and repair guidelines for all park equipment, playgrounds, fall zones, lighting, grills, etc.
- Evaluate and renovate all active recreation facilities, athletic fields, and trails on a scheduled basis in order to plan and fund maintenance to ensure that parks are maintained at acceptable standard of care.
- Replace or upgrade recreational equipment, as technology develops better alternatives to aging equipment.

**Goal: Provide a comprehensive offering of recreation programs for people of all ages, abilities and interests.**

**Objectives:**

- Pursue public/private partnerships for assistance with recreational programs.
- Continue to address and evaluate after school programs for all children.
- Work with BISD to create educational after school programs.
- Develop environmental programs for teaching and exploring flora and fauna in the City of Bryan and its ETJ.
- Work with senior citizens to focus on their needs and explore options to develop a facility for their activities.
- Pursue public art opportunities in parks by working with the Arts Council of Brazos Valley, Blinn College, Texas A&M University, and any other local or regional private art foundations.

**Goal: Study the recreational value and opportunities of Lake Bryan for Bryan citizens, as well as its ability to become a regional recreation destination.**

***Objectives***

- Continue to work with Bryan Texas Utilities to provide new and different recreational opportunities.
- Promote use of Lake Bryan for recreation opportunities in the greater Bryan/College Station area.
- Explore, prioritize, and fund active recreation facilities that would appeal to the regional youth and college-age populations, such as zip lines, large water attractions, and water skiing competitions.

## Plan Development Process

It is important to garner as much input in the park planning process as possible to determine the wants, needs, and expectations of citizens, community stakeholders, and City staff. Meetings were held with the Bryan Parks and Recreation Department staff to examine collected needs, findings, and preliminary recommendations. To obtain a detailed and complete analysis of the City's parks and recreation needs and of its current park system, three methodologies were used: 1) public meetings, 2) park land standard based analysis (population), and 3) demand-based recreation analysis (based on users). These methodologies, and their results, will be outlined throughout this Master Plan in The Needs Assessment & Identification section. The outcome of this analysis toward the end of this Plan will be a prioritization listing for recreation facilities that is based on satisfying these needs.

## Park Service Zones for the City of Bryan

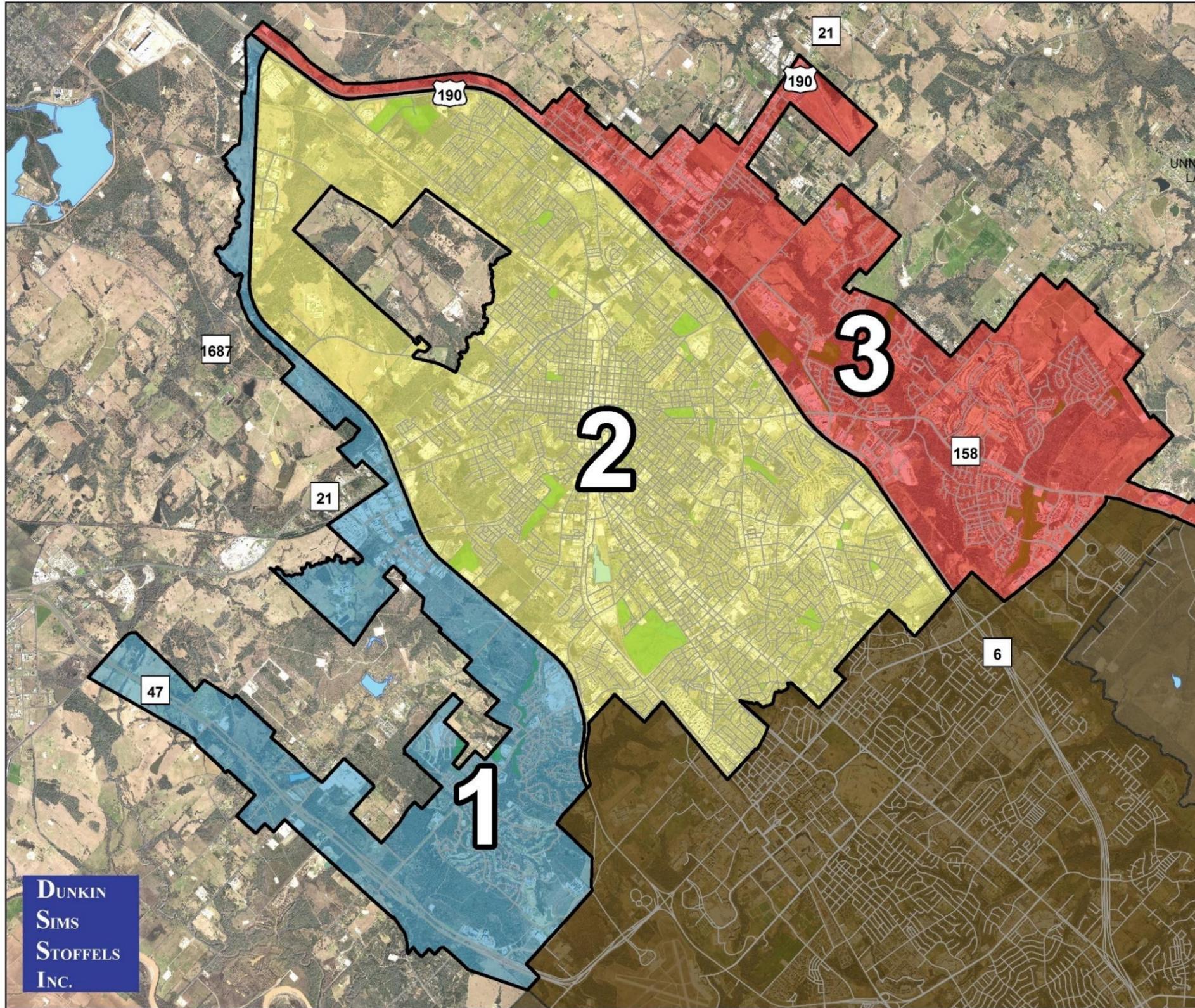
The City of Bryan is divided into three park service zones. The Park Service Zones map, on the following page, illustrates the park service zones for the City of Bryan. These park zones are defined by major physical barriers in the community that affect where citizens are most likely to travel within to enjoy recreation opportunities.

**Should the City submit a Grant application to the Texas Parks and Wildlife Department (TPWD) for assistance, these zones may impact the scoring criteria.**

**Service Zone 1:** This zone is bounded by FM 2818/North Harvey Mitchell Parkway on the east and the City limits to the west.

**Service Zone 2:** This zone is defined by FM 2818/North Harvey Mitchell Parkway on the west, and Earl Rudder Freeway/Texas 6 on the east.

**Service Zone 3:** This zone is delineated by Earl Rudder Freeway/Texas 6 to the west and the east City limits of Bryan.

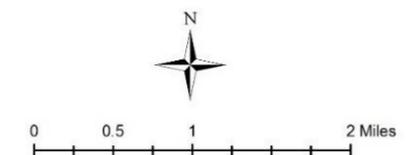


**Park  
 Service Zones**

**Map Features**

- Zone 1
- Zone 2
- Zone 3

**Figure 26: Park Service Zones**



## Parks, Recreation, and Open Space Classification

To deliver a variety of recreational features in an efficient manner, parks must be defined by type. This differentiation allows a more exact examination of what a community might be lacking in terms of park types and locations. For example, one large regional park is a wonderful asset to a community, and it can meet organized sport needs of children and adults. However, neighborhood parks within walking distance of homes with play structures that allow children to enjoy active play are still an important part of the overall park system. Another example is the need for trail linkages that many people of all ages can use. These parks are just a few of the diverse park types (additional types are described below) that combine to create a cohesive park system that is as varied as the people it serves.

### National Recreation and Park Association Guidelines and Standards

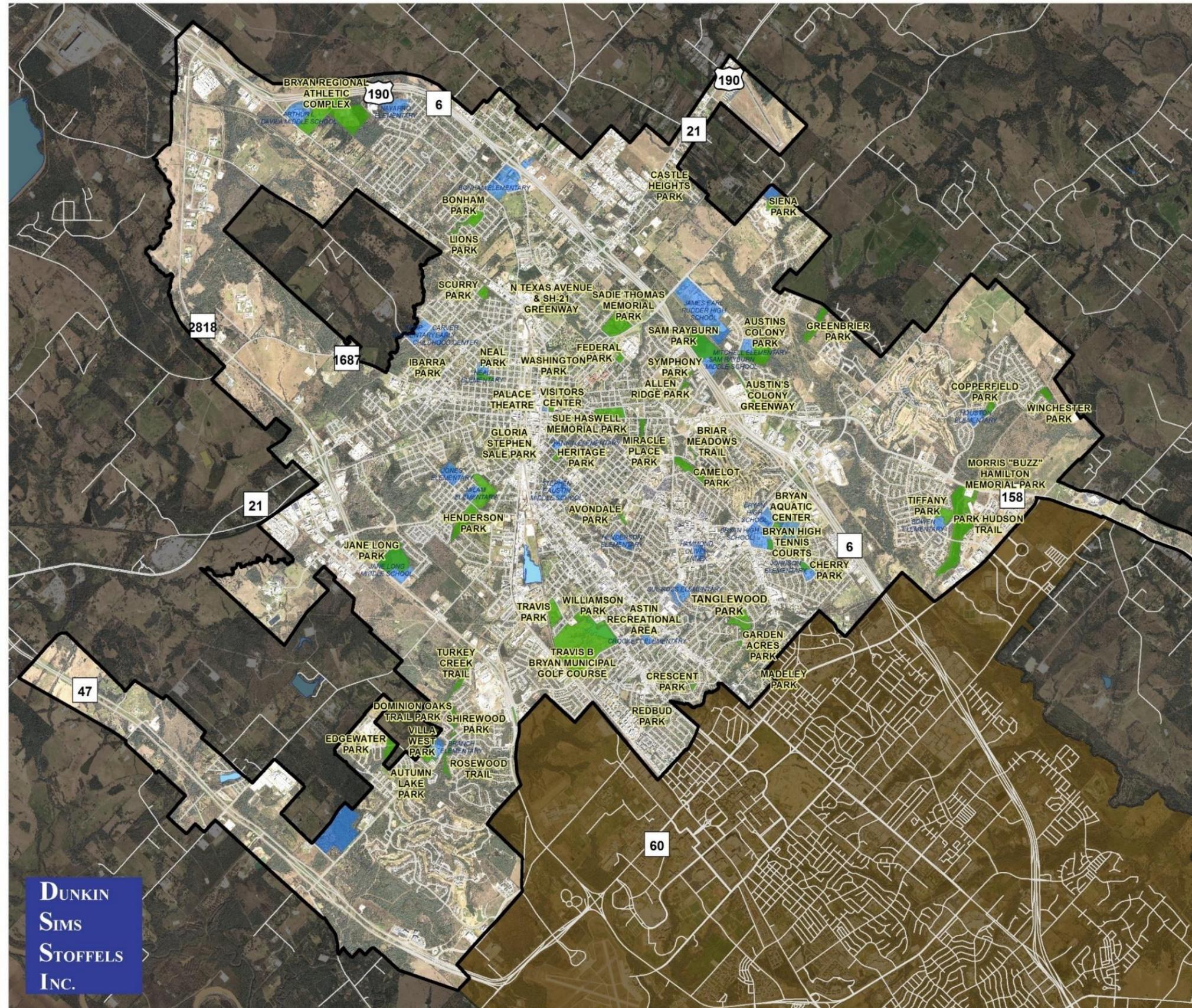
Guidelines and standards recommended by the National Recreation and Park Association (NRPA) have been followed by cities for many years to define the hierarchy for their park systems. In order to have a visual documentation of the City's current park system, Bryan's existing parks are shown on the map on the following page. The following describes the NRPA classification of parks, including their respective description, location criteria within the community, and criteria related to size. Only the park classifications selected specifically for the City of Bryan are described in the following sections. Once established, the related park classification guidelines are then applicable for structuring the Bryan park system in an orderly manner; a manner that is responsive to the recreational demands being generated by the present, as well as, future population.

#### *Mini Park*

A mini park is a small park that is accessible to the general public. Mini parks are frequently created on a single vacant building lot, or on small irregular pieces of land. They are typically less than one acre in size. Mini parks can be urban, suburban, or rural, and can be on public or private land. Sometimes there are parcels of land within a neighborhood that cannot be used by the developer. Mini Parks may be created around a monument, historical marker, or art project. They can also be used in a dense urban environment where open space is difficult to preserve. Although the City of Bryan has existing parks in the mini park class, it is recommended that mini parks are no longer feasible in the Bryan park system. However, as future parkland is acquired, and on a case by case basis, the City may find exceptions to acquiring park land under the criteria of a mini park. Bryan's current inventory of mini-parks is shown on page 218 in Table 39 Bryan Mini Parks.



## Existing Parks

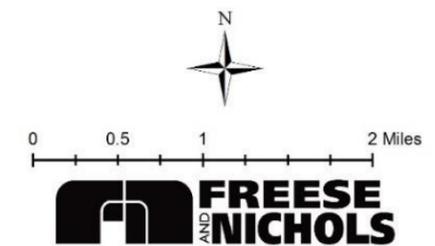


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SIMS  
STOFFELS  
INC.**

### Map Features

- City Parks
- Bisd Properties
- Bryan City Limits

Figure 27: Existing Parks



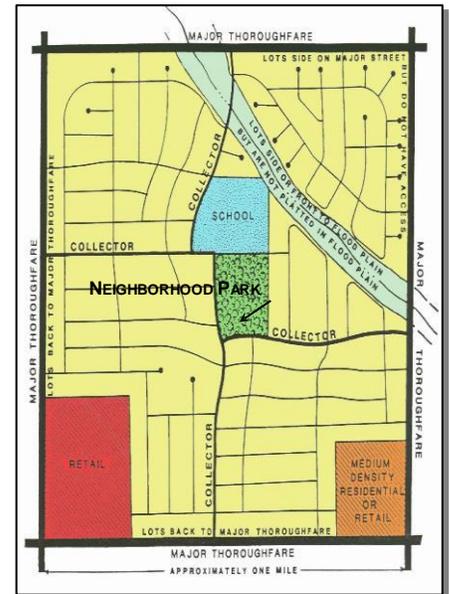
Bryan Mini Parks		
	Acres	Council District
Autumn Lake Park	0.74	5
Crescent Park	1.74	5
Garden Acres Park	1.00	4
Ibarra Park	1.22	2
Lions Park	1.00	2
Redbud Park	1.00	5
Shirewood Park	4.46	5
Washington Park	0.40	2
<b>Mini Parks Total:</b>	<b>11.56</b>	

Table 39: Bryan Mini Parks

### Neighborhood Park

The neighborhood park is considered to be the most important component of a park system, and is one of the major cohesive elements in neighborhood design. Its primary function is the provision of recreational space for the entire neighborhood that surrounds it. Space in the neighborhood park should be distributed between active and passive uses.

- The neighborhood park should be located near the center of a neighborhood area. They have a service area of up to one mile diameter.
- The size should be related to the service area population and the menu of activities chosen for placement in the park. A minimum of five (5) acres is essential for this type of park, and is also essential for the type of facilities and needs of the residents of Bryan. These parks can range up to twenty (20) acres.
- Safe and convenient pedestrian access is considered important to a neighborhood park location.
- Generally, the location should not be adjacent to a heavily traveled major or minor thoroughfare.



Example of a Neighborhood Park and its Recommended Relationship to the Surrounding Neighborhood

e) When it is possible to combine an elementary or middle school with this type of park, it further enhances the identity of the neighborhood by providing a central location for recreation and education, and a significant open space feature within the neighborhood.

f) Facilities normally provided at a neighborhood park consist of:

- Playground equipment for small children.
- A multiple purpose hard surfaced play area.
- Space for court games, such as basketball, tennis, volleyball, and in-line hockey in addition to walking/jogging trails.
- Playfield space for non-organized competitive games such as baseball, football, and soccer.
- Passive space possibly for a pavilion with tables and grills, restrooms, drinking fountains, and sitting areas.
- Off-street parking is a consideration, if users are beyond an acceptable walking distance, or if users need to drive to access the park.
- It is not desirable to light athletic facilities in a neighborhood environment since lighting is often objectionable to nearby residents; however, some lighting for security purposes should be incorporated within the park.
- The neighborhood park should have spaces for active recreation use, and open space for passive recreation opportunities. Facilities for court games, playfields, and playground equipment (and other similar facilities outlined above) are those generally considered as active space areas. The passive space should be used to develop the character of the park by creating an open landscaped setting with trails, sitting areas, natural areas, and picnic space. These parks become an integral part of the neighborhood.
- This classification of park should be the backbone of the park system for Bryan because it provides citizens with recreation opportunities within walking distance.



Bryan Neighborhood Parks		
	Acres	Council District
Bonham Park	12.80	2
Camelot Park	16.24	4
Castle Heights Park	1.39	2
Cherry Park	12.75	4
Copperfield Park	5.85	3
Edgewater Park	9.41	5
Heritage Park	2.00	3
Scurry Park	6.50	2
Siena Park	3.74	3
Tiffany Park	12.54	3
Villa West Park	10.44	5
Winchester Park	8.14	3
<b>Neighborhood Parks Acreage Total:</b>	<b>101.80</b>	

Table 40: Bryan Neighborhood Parks

**Community Park**

A community park is larger in size than a neighborhood park and provides service to several neighborhoods or specific sections of the community. The community park is oriented primarily toward providing recreational opportunities not feasible in a neighborhood park. This type of park should be developed for both active and passive use.

- a) The community park can serve an area as large as three (3) miles in diameter or more, depending on the recreational amenities in the park. Citizens may drive to a community park to utilize recreation facilities such as an athletic complex, aquatic facilities, or skate parks.
- b) A community park serves several neighborhood areas, and should therefore be conveniently accessible by automobile and include provisions for off-street parking.
- c) Community parks can be between twenty (20) and one-hundred fifty (150) acres with an optimal size of approximately one-hundred (100) acres. The size should be based on its intended use and the population residing in the service area. Natural features such as terrain, tree cover, flood prone areas, and water features are all factors to be used in selecting and sizing this type of park.
- d) Activities provided should include both active and passive space.



- e) Space for field and court games should be provided.
- f) Passive spaces are more extensive than the neighborhood park for trails, natural areas, picnicking, and ornamental or natural landscape areas.
- g) Facilities for cultural activities such as plays or concerts (such as an amphitheater) are encouraged.
- h) Lighted or unlighted athletic fields or facilities may be placed in community parks provided careful thought is given to their design and location.
- i) A community park should be well removed from the residential environment due to the traffic, noise, and lights associated with athletic fields, facilities, or amphitheaters.
- j) Based on use, accessibility, and other requirements, the community park should be located in a non-residential area served by major thoroughfares.
- k) Support facilities in an athletic complex include restrooms, concessions, multi-purpose building(s), and maintenance facilities.
- l) Parking is a major consideration for the sports complex. Spaces should be allocated to accommodate individuals currently participating, those lingering following the previous games, and those arriving to participate in the next scheduled game and spectators.
- m) Proximity to either a Middle School or High School can be desirable for the location of a Community Park.

<b>Bryan Community Parks</b>		
	<b>Acres</b>	<b>Council District</b>
Astin Recreational Area	12.00	1
Austin's Colony Park	28.14	3
Bryan Regional Athletic Complex	89.28	2
Henderson Park	47.75	1
Jane Long Park	26.00	1
Neal Park	12.00	1
Sadie Thomas Memorial Park	25.89	2
Sam Rayburn Park	23.00	3
Sue Haswell Memorial Park	19.00	3
Tanglewood Park	19.00	4
Travis Athletic Complex	27.00	1
Williamson Park	10.00	1
<b>Community Parks Acreage Total:</b>	<b>339.06</b>	

**Table 41: Bryan Community Parks**

### Natural Areas / Trails

This classification applies to types of land which have characteristics either identifying them as undevelopable land, or suitable for use as a component linking other park areas.



- a) These spaces are generally natural corridors along creeks/flood prone areas, or along easements containing a man-made feature.
- b) There is no specific size for these spaces. However, establishing a minimum width is important to the function of the greenway, particularly if used as a location for a trail. This width should not be less than 50 feet. Where the greenway is on either side of a natural drainage course, a minimum of thirty (30) feet should be provided for foot traffic or motorized vehicles performing maintenance along the greenway.
- c) This type of space should be only acquired for specific and justified needs such as trail corridors or adding additional park land to a future or existing park.

Bryan Natural Areas / Trails		
	Acres	Council District
Allen Ridge Park	3.05	3
Avondale Park	2.51	4
Briar Meadows Trail	0.45	4
Dominion Oaks Trail Park	2.79	5
Federal Park	6.00	3
Greenbrier Park	15.94	3
Morris "Buzz" Hamilton Memorial (Park Hudson) Park	49.54	3
Madeley Park	0.10	4
Miracle Place Park	5.20	4
Rosewood Trail	7.20	5
Symphony Park	1.43	3
Turkey Creek Trail	16.78	5
<b>Natural Areas / Trails Acreage Total:</b>	<b>110.99</b>	

Table 42: Bryan Natural Areas/Trails

### Special Use Park

These parks or recreational spaces are identified by a single use, and fall into three categories:

- a) *Historical/cultural/social sites* - which offer recreational opportunities because of their unique characteristics.
- b) *Recreational facilities* - single purpose facilities such as a community center, recreation center, senior center, or marina.
- c) *Outdoor recreational facilities* - uses such as a tennis center, stadium, or possibly a special type of sports complex designed specifically for a single sport.

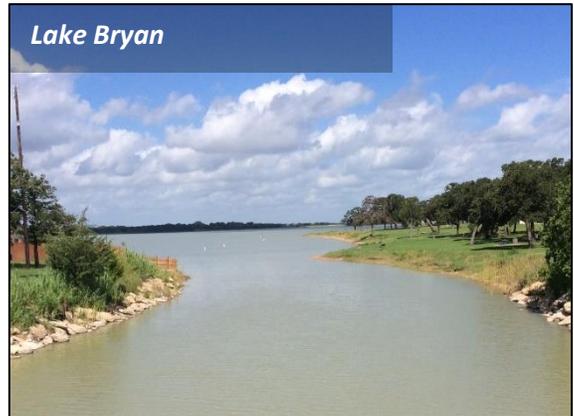
Bryan Special Use Parks		
	Acres	Council District
Bryan Aquatic Center	2.85	4
Gloria Stephan Sale Park	2.00	1
Palace Theater	0.28	1
Visitor's Center (Hoppe's House)	1.43	3
<b>Special Use Parks Acreage Total:</b>	<b>6.56</b>	

Table 43: Bryan Special Use Parks



### Regional Parks

Regional parks are large parks that serve areas beyond the geographic limits of a city. These parks serve larger areas; like counties or even several surrounding county areas. Regional parks house facilities that are not common within a municipal park system. Not all cities have a regional park, and those cities must rely on neighboring cities to provide this type of park to support the recreational needs of its citizenry. The City of Bryan has two parks that are classified as regional parks; these are Lake Bryan and the Travis B Bryan Municipal Golf Course. Both of these parks serve patrons beyond the City and even beyond Brazos County.



Bryan Regional Parks		
	Acres	Council District
Lake Bryan (Including Lake)	1730.53	ETJ
Travis B. Bryan Municipal Golf Course	126.84	1
<b>Regional Parks Acreage</b>	<b>1857.37</b>	

Table 44: Bryan Regional Parks

### Existing Park Land and Recreational Facility Inventory

The Existing Park Land and Recreational Facilities Matrix lists each park by classification, acreage and recreational facilities. The results of this summary were used for the preparation and analysis of Bryan’s Park System regarding park use.

## Existing Active Park Facilities

Park	Acres	Undeveloped	Council Districts	Baseball Fields	Softball Fields	Soccer/Football Fields	Backstops	Practice - Soccer (Goals)	Covered Basketball Pavilion	Multi-Purpose Courts	Non-Motorized Trails (Miles)	Natural Area with Trail	Track	Playground (Units)	Skating Facilities	Disc Golf Courses	Horseshoe Pits	Tennis Courts	Volleyball Courts (Sand)	Exercise Station	Outdoor Theater	Archery Range	Dog Park	Splash Pads	Swimming Pools (Aquatic)	
<b>MINI PARKS</b>				← Active Facilities →																						
Autumn Lake Park	0.74		5											√												
Crescent Park	1.74		5				√					√		√												
Garden Acres Park	1.00		4				√							√												
Ibarra Park	1.22		2				√	√		√				√												
Lions Park	1.00		2																							
Redbud Park	1.00		5									√														
Shirewood Park	4.46		5											√												
Washington Park	0.40		2							√				√												
<b>Mini Parks Total:</b>	<b>11.56</b>																									
<b>NEIGHBORHOOD PARKS</b>				← Active Facilities →																						
Bonham Park	12.80		2			√	√	√		√	1			√	√		√									
Camelot Park	16.24		4								0.25															
Castle Heights Park	1.39		2							√				√												
Cherry Park	12.75		4			√	√		√		0.30			√	√											
Copperfield Park	5.85		3					√				√		√				√	√							
Edgewater Park	9.41	√	5																							
Heritage Park	2.00		3								√															
Scurry Park	6.50		2				√			√	0.70			√												
Siena Park	3.74	√	3																							
Tiffany Park	12.54		3			√	√		√		1			√	√	√	√	√	√	√	√				√	
Villa West Park	10.44		5			√	√		√		0.50			√			√	√	√							
Winchester Park	8.14		3			√																				
<b>Neighborhood Parks Total:</b>	<b>101.80</b>																									
<b>COMMUNITY PARKS</b>				← Active Facilities →																						
Astin Recreation Area	12.00		1								0.5															
Austin's Colony Park	28.14		3			√	√	√	√	√		√		√	√	√	√	√	√	√	√	√	√			
Bryan Regional Athletic Complex	89.28		2	√	√	√	√	√	√	√	1	√		√	√			√	√	√						
Henderson Park	47.75		1	√	√	√	√		√			√		√	√				√						√	
Jane Long Park	26.00		1			√	√		√		0.5		√		√	√		√	√							
Neal Park	12.00		1			√	√		√					√	√		√	√	√	√						
Sadie Thomas Memorial Park	25.89		2	√		√			√	√				√			√	√	√	√					√	
Sam Rayburn Park	23.00		3			√	√	√	√		0.3		√	√			√	√	√	√						
Sue Haswell Memorial Park	19.00		3	√						√	√			√			√	√	√						√	
Tanglewood Park	19.00		4			√					0.6			√				√	√					√		
Travis Athletic Complex	27.00		1	√	√		√	√																		
Williamson Park	10.00		1							√				√	√											
<b>Community Parks Subtotal:</b>	<b>339.06</b>																									

## Existing Active Park Facilities

Park	Acres	Undeveloped	Council Districts	Baseball Fields	Softball Fields	Soccer/Football Fields	Backstops	Practice - Soccer (Goals)	Covered Basketball Pavilion	Multi-Purpose Courts	Non-Motorized Trails (Miles)	Natural Area with Trail	Track	Playground (Units)	Skating Facilities	Disc Golf Courses	Horseshoe Pits	Tennis Courts	Volleyball Courts (Sand)	Exercise Station	Outdoor Theater	Archery Range	Dog Park	Splash Pads	Swimming Pools (Aquatic)	
<b>SPECIAL USE PARKS</b>				← Active Facilities →																						
Bryan Aquatic Center	2.85		4																							v
Gloria Stephan Sale Park	2.00		1																						v	
Palace Theater	0.28		1																			v				
Visitor's Center (Hoppes House)	1.43		3																							
<b>Special Use Parks Subtotal:</b>	<b>6.56</b>																									
<b>REGIONAL PARKS</b>				← Active Facilities →																						
Lake Bryan (Including Lake)	1730.53		ETJ								1	v					v				v					
Travis B. Bryan Municipal Golf Course	126.84		1													v										
<b>Regional Parks Subtotal:</b>	<b>1857.37</b>																									
<b>NATURAL AREAS / TRAILS</b>				← Active Facilities →																						
Allen Ridge Park	3.05		3									v														
Avondale Park	2.51		4								v															
Briar Meadows Trail	0.45	v	4								v	v														
Dominion Oaks Trail Park	2.79		5								1															
Federal Park	6.00		3				v	v																		
Greenbrier Park	15.94	v	3																							
Morris "Buzz" Hamilton Memorial (Park Hudson) Park	49.54		3								1													v		
Madeley Park	0.10		4																							
Miracle Place Park	5.20	v	4																							
Rosewood Trail	7.20		5								0.75															
Symphony Park	1.43		3									v														
Turkey Creek Trail	16.78		5								1															
<b>Natural Areas / Trails Subtotal:</b>	<b>110.99</b>																									
<b>TOTAL ALL PARKS:</b>	<b>2427.34</b>																									

Table 45: Existing Active Park Facilities

## Existing Passive Park Facilities

Park	Acres	Undeveloped	Council Districts	Pavilions	Outdoor Classrooms	Picnic Tables	BBQ Grills	Benches	Bleachers	Drinking Fountains	Foot Bridges	Lakes or Water in Park	Concession Buildings	Restroom Buildings/Portable	Off-Street Parking
<b>MINI PARKS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Autumn Lake Park	0.74		5			√	√			√					
Crescent Park	1.74		5			√		√		√					
Garden Acres Park	1.00		4			√									
Ibarra Park	1.22		2	√		√	√	√		√					
Lions Park	1.00		2												
Redbud Park	1.00		5					√							
Shirewood Park	4.46		5				√								
Washington Park	0.40		2			√	√	√							
<b>Mini Parks Total:</b>	<b>11.56</b>														
<b>NEIGHBORHOOD PARKS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Bonham Park	12.80		2	√		√	√			√	√			√	√
Camelot Park	16.24		4					√			√	√			
Castle Heights Park	1.39		2	√		√	√	√		√	√	√		√	√
Cherry Park	12.75		4			√	√	√							
Copperfield Park	5.85		3	√		√	√	√		√					
Edgewater Park	9.41	√	5												
Heritage Park	2.00		3	√		√		√		√					
Scurry Park	6.50		2	√		√	√	√		√	√			√	√
Siena Park	3.74	√	3												
Tiffany Park	12.54		3	√		√	√	√		√				√	√
Villa West Park	10.44		5	√	√	√	√	√		√				√	√
Winchester Park	8.14		3												
<b>Neighborhood Parks Total:</b>	<b>101.80</b>														
<b>COMMUNITY PARKS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Astin Recreation Area	12.00		1	√		√	√	√		√		√		√	√
Austin's Colony Park	28.14		3		√	√	√			√	√	√		√	√
Bryan Regional Athletic Complex	89.28		2	√	√	√	√		√	√			√	√	√
Henderson Park	47.75		1	√		√	√	√	√	√			√	√	√
Jane Long Park	26.00		1	√		√	√			√					√
Neal Park	12.00		1	√	√	√	√	√		√	√			√	√
Sadie Thomas Memorial Park	25.89		2	√		√	√	√		√				√	√
Sam Rayburn Park	23.00		3	√		√	√			√					√
Sue Haswell Memorial Park	19.00		3	√		√	√	√		√	√	√		√	√
Tanglewood Park	19.00		4	√		√	√	√		√	√			√	√
Travis Athletic Complex	27.00		1						√	√			√	√	√
Williamson Park	10.00		1	√		√	√	√		√	√	√		√	√
<b>Community Parks Subtotal:</b>	<b>339.06</b>														

Existing Passive Park Facilities															
Park	Acres	Undeveloped	Council Districts	Pavilions	Outdoor Classrooms	Picnic Tables	BBQ Grills	Benches	Bleachers	Drinking Fountains	Foot Bridges	Lakes or Water in Park	Concession Buildings	Restroom Buildings/Portable	Off-Street Parking
<b>SPECIAL USE PARKS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Bryan Aquatic Center	2.85		4			√		√		√				√	√
Gloria Stephan Sale Park	2.00		1			√		√		√					
Palace Theater	0.28		1							√				√	
Visitor's Center (Hoppes House)	1.43		3												
<b>Special Use Parks Subtotal:</b>	<b>6.56</b>														
<b>REGIONAL PARKS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Lake Bryan (Including Lake)	1730.53		ETJ	√		√	√	√		√		√	√	√	√
Travis B. Bryan Municipal Golf Course	126.84		1							√		√	√	√	√
<b>Regional Parks Subtotal:</b>	<b>1857.37</b>														
<b>NATURAL AREAS / TRAILS</b>				<b>Passive Facilities</b>								<b>Infrastructure</b>			
Allen Ridge Park	3.05		3					√			√	√			
Avondale Park	2.51		4									√			
Briar Meadows Trail	0.45	√	4												
Dominion Oaks Trail Park	2.79		5												√
Federal Park	6.00		3												
Greenbrier Park	15.94	√	3												
Morris "Buzz" Hamilton Memorial (Park Hudson) Park	49.54		3					√		√	√	√			√
Madeley Park	0.10		4												√
Miracle Place Park	5.20	√	4												
Rosewood Trail	7.20		5					√				√			
Symphony Park	1.43		3									√			√
Turkey Creek Trail	16.78		5									√			
<b>Natural Areas / Trails Subtotal:</b>	<b>110.99</b>														
<b>TOTAL ALL PARKS:</b>	<b>2427.34</b>														

Table 46: Existing Passive Park Facilities

# Needs Assessment and Identification

## General Assessment

The City has an older, well-established park system, and a good balance exists between different park types. The City presently has access to 2427.34 park acres. Of this acreage, over half (1857.37 acres) are in two (2) parks, Lake Bryan and the Travis B. Bryan Municipal Golf Course.

There are 569.97 acres of park land remaining in the Bryan Park System. It is noteworthy that the City of Bryan provides park and recreational facilities to residents of Bryan, people living in the Bryan extraterritorial jurisdiction (ETJ), and local students primarily from Blinn College and Texas A&M University.

To fully understand the needs of the citizens of Bryan, an extensive needs assessment was utilized for preparation of this Plan. First, a Comprehensive Planning Advisory Committee (CPAC) was formed to review information and data throughout the planning process. A total of twelve (12) meetings occurred, including two “First Friday” events. Youth and adult league organizations also were interviewed to gain an understanding of their needs. The input garnered through the CPAC and through these public input opportunities was of immeasurable value in determining the focus of this Master Plan and the recommendations herein.

## Public Input Meetings

On November 17, 2015, a public input meeting was held at the Brazos Center and on April 14, 2016 at Anson Jones Elementary School. Attendees were able to express their concerns and needs for elements for this Master Plan, as well as the overall Comprehensive Plan. This input allowed for the prioritization of various types of parks, facilities, and park locations. The table, on the next page, illustrates the results from the November 17, 2015 Brazos Center Meeting. Walking/Jogging/Biking Trails was ranked the number one highest park element based on the number of responses received.



## Public Input Priority List from November 17, 2015 Public Forum at the Brazos Center

Park Elements	Number of responses
Walking/Jogging/Biking Trails	90
Natural Areas	48
Swimming Pool	39
Recreation Center	39
Playgrounds	30
Picnic Areas	27
Youth Soccer	27
Picnic Shelters	24
Youth Baseball	24
Youth Softball	21
Youth Football	18
Basketball Courts	18
Golf Course	9
Adult Soccer	9
Travis Athletic Complex - Better Care	9
Adult Softball	6
Parks for Kids (ADA Compliant) - Mobile Challenged Adults/Kids	6
Downtown Bryan Greenspace	6
BRAC	6
Better/More Sanitary Bathrooms	6
More Parks	6
Tennis Courts	3
Dog Park	3
Senior Center	3
Areas for Bocce, Frisbee, Soccer, Pickle Ball, Badminton, Chess	3
Sports Complex	3
Bomber's Ball Park (Baseball)	3
Teen Center	3
Indoor Pool with Lazy River & Slides	3
Clean brush from sides to get rid of snakes	3
Sand Volleyball	3
Parking/Scurry	3
Sidewalks on E. 29th to walk to park	3
Tournament Grade Facilities	3
Multi-Purpose Field Complex (flat)	3
Baseball Complex	3

Softball Complex	3
Fix What's Broken	3
Crescent Park (Swings, Fix Paths)	3
Trees in the Parks	3
Garden Areas in Parks	3
Lighting	3
More Ballfields (all types)	1
Planetarium, Nature Center	1
Label Tree and Plantings	1
Picnic Area in Henderson Park	1
Fountains	1
Soap in Restroom	1
Adult Sports League	1

**Table 47: Public Input Priority List from Public Forum at the Brazos Center**

## Anson Jones Elementary School Public Input

On April 14, 2016, a public input meeting was held at Anson Jones Elementary School. Out of thirty-five (35) responses, the top five (5) were:

1. Non-motorized Trails (16)
2. Open Space / Nature (13)
3. Community Center/Park
4. Baseball fields
5. Additional parks, dog parks and senior center.

Other items selected were a downtown park, public pool, public art and indoor volleyball center.

## First Friday Booth

The Comprehensive Planning Team attended two (2) First Friday events. First Friday is held in the evening of the first Friday of each month in Downtown Bryan. To receive input, a booth was set up on March 4, 2016 and another on April 1, 2016.

A presentation board was provided, and participants were given three votes and asked to select the top amenities needed in local parks from a list of 18 choices. The top five (5) selections, which received over fifty percent (50%) of the six hundred (600) responses, were:

1. Non-motorized trails (91)
2. Open space/nature (78)
3. Dog parks (64)
4. Splash pads (36)
5. Additional parks (35)





## Park Land Analysis

Park land analysis also is evaluated on the basis of Bryan’s current population, as shown in Table 48. The NRPA established this methodology to help cities evaluate the park land in its park system as it relates to population. The acreage required per 1,000 population varies for each park classification. For long range planning for all cities, including Bryan, these park land ratios provide a useful tool in terms of determining future park land acreage acquisition goals and possible future park types.

Mini Park - A smaller tract, such as a mini park, which is five (5) acres or less, will limit the facilities and the recreational opportunities available to citizens. In the event a city accepts a smaller tract of land (in the one (1) acre to four (4) acres range) maintenance of these parks would be time consuming, and also would require an increase to the city’s maintenance budget. In evaluating Bryan’s park system, it has been determined that this type of park is not beneficial to meet future park and recreation needs, and therefore these smaller tracts of land should not be accepted or built except in extraordinary circumstances.

Neighborhood Park - As mentioned previously, the neighborhood park is an integral piece of the overall municipal park system. The ratio of 2.5 acres per 1,000 population should not be confused with the minimum acreage size of five (5) acres and above. The minimum acreage for a neighborhood park should be five (5) acres for several important reasons. This minimum provides sufficient land to develop playgrounds, small pavilions, etc. A minimum of five (5) acre tracts is therefore always recommended for neighborhood park development.

Community Park – Community Parks provide recreation facilities that serve a larger sector of the City. The ratio of five (5) acres per 1,000 population is used to evaluate community park land in Bryan. Community Parks can be between twenty (20) and one hundred and fifty (150) acres with an optimal size of approximately one hundred (100) acres. Community Parks normally provide lighted athletic facilities and their associated support facilities.

Natural Areas and Trails – Nature areas and trail corridors typically are found in the floodplains of creeks and tributaries. Often floodplains are restrictive for land development. These nature areas and open space corridors preserve the native environment, vegetation, and wildlife for future generations. Two (2) creeks in Bryan (Carter Creek and Turkey Creek) may provide a majority of nature area and open space for Bryan citizens.

Special Use Park – Special Use Parks are identified by a single purpose, specific use or historical site. Two (2) acres per 1,000 population is utilized to evaluate this park classification.

Regional Park – Regional Parks are not typical in a municipal park system. Lake Bryan and the Travis B. Bryan Municipal Golf Course are regional parks. Lake Bryan is 1,730.53 acres in size; which accounts for seventy-one percent of the total park land acreage in Bryan.

The table below shows the City of Bryan’s current park acreage according to the NRPA guidelines for park acres per 1,000 population. As outlined in the previous paragraphs, the guidelines vary for each park classification. It is important to take note of two important observations. One is that while the cumulative amount of park acres in Bryan exceeds the NRPA guidelines for the population, that amount of acreage is much less important than the amount provided within each classification; each classification must be analyzed independently. The second is that the Regional Park acreage – consisting of Lake Bryan Park and the Travis B. Bryan Golf Course - comprises almost 77% of the total park acres in Bryan. These two observations are important because the City does in fact need 906.03 more acres of park space in order to satisfy the population needs now and in the future.

Park Land Acreage Analysis						
Park Type	Recommended Acres per 1,000 Persons	Existing Bryan Parks	Acreage for 82,000 Persons Existing Population Year 2016	Acreage -/+	Acreage for 101,269 Persons In Year 2030	Acreage for 117,527 Persons In Year 2040
Mini Park*	.5 acres	11.56 acres	41 acres	-29.44 acres	-	-
Neighborhood Park	2.5 acres	101.80 acres	205 acres	-103.20	253 acres	294 acres
Community Park	5 acres	339.06 acres	410 acres	-70.94 acres	506 acres	588 acres
Special Use Park	2 acres	6.56 acres	164 acres	-157.44 acres	203 acres	235 acres
Regional Park**	2-6 acres	1,857.37 acres	492 acres	+1,365.37 acres	608 acres	705 acres
Natural Areas & Trails	6-8 acres	110.99 acres	656 acres	-545.01 acres	810 acres	940 acres
Acres Per 1,000 Persons***	24 acres	2,427.34 acres	1,968 acres	+459.34 acres	2,380 acres	2,762 acres

\*Mini Park – The recommendation is to not accept park land below five (5) acres or a mini park in the future.  
 \*\*Regional Park – Two (2) parks, Lake Bryan Park and the Travis B. Bryan Golf Course, combine for the total of 1,857.37 acres  
 \*\*\*Regional Parks skew the plus number overall; overall, more park land is required.

**Table 48: Park Land Acreage Analysis**

## **Sport League and Associations Interviews**

Interviews of actual users of a park system are an invaluable resource in helping determine a municipality's park and recreation needs. Therefore, it was an important part of this Master Plan to interview as many citizens as possible who are involved in providing recreation opportunities in Bryan. Officers of the following athletic organizations were interviewed, and their comments were documented. The information from each league is for game field only.

### ***Bryan United Little League Baseball***

The Bryan United Little League had thirty-six (36) teams in the spring of 2016 and used the fields at Henderson Park and Travis Park.

### ***Bryan National Little League***

The Bryan National Little League had thirty (30) teams in the spring of 2016. They use the fields at Bob Bond Park and at Bonham Little League fields located in Bryan Regional Athletic Complex (BRAC).

### ***Harvey Little League***

The Harvey Little League had twenty-five (25) teams in the spring of 2016 and used the fields at the Harvey Complex.

### ***Bryan Soccer Club***

The Bryan Soccer Club had approximately forty (40) teams in fall of 2015 and spring of 2016. They use the soccer fields at the Bryan Regional Athletic Complex. They play all of their games on Saturday during their season.

### ***Bryan Youth Football***

The Bryan Youth Football League has four (4) teams each year. Their home field is the football facility at Sam Rayburn Middle School. They host four (4) home games per season.

### ***Pop Warner Football***

The Pop Warner Football League has four (4) teams and their home field is Jane Long Middle School. They play four (4) home games per season. Their practices are held in Henderson Park.

### *Six Man Football*

The Six Man Football League had one (1) team in 2015 and played four (4) games per season at BRAC.

### *Bryan Girls Youth Softball*

The Bryan Girls Youth Softball organization arranges tournaments for Girls Youth Softball. They have approximately four (4) to five (5) tournaments per year at BRAC. Girls Softball operates under Bryan United Little League and Bryan National League; they play at Harvey Complex and Travis Park.

### *ASA Adult Softball*

The ASA Adult Softball League has thirty (30) teams for each fall, spring and summer league. They use Bryan Regional Athletic Complex and play four (4) games per night, three (3) times per week.

In addition to league play the City also provides fields for competitive softball tournaments. Typically, these tournaments are held on weekends thus allowing field space for Bryan league play. The total number of league and tournament play in 2016 was 708 teams.

## **Field Capacity Analysis**

Another way to analyze whether park facilities within a municipality are meeting the demands of the population is to assess the number of league teams playing a sport in relation to the number of fields available for the related sport. Table 49 on the following page contains recreation activity field capacity analysis for Bryan. The columns within the table are explained in the following:

- **Games Per Week Per Field Capacity** - The number of league games played in a week, as scheduled by the league.
- **Teams Per Field Per Week** - The number of games a single field will support, based upon length of game and age of participant.
- **Existing Teams** - The number of teams each league reports to the City.
- **Existing Number of League Fields** - The number of league fields available in the City of Bryan's inventory.
- **Field Requirement Per Teams** - The number of fields required to serve the number of games per week, based upon existing teams (equivalent to the Existing Teams column divided by Games per Week per Field Capacity column).
- **Number of Fields Needed to Meet Standard** - The number of fields required to meet the field requirements (equivalent to the Field Requirements per Standard column minus the Existing Number of League Fields column).

Recreational Activity Field Capacity Analysis						
Activity	Games per Week per Field Capacity	Teams per Field per Week	Existing Teams	Existing Number of League Fields	Fields Requirement per Team	Number of Fields Needed to Meet Number of Teams
*Youth Baseball	12	12	91	15	8	3
**Youth Fast Pitch Softball	12	12	-	-	-	-
Adult Softball	20	40	30	4	2	0
Football	5	10	9	3	2	0
Soccer	12	12	40	12	4	0
<small>*Eight (8) League fields are on private property and not in Bryan Park Inventory.  **Youth Fast Pitch – Tournaments and League Play</small>						

**Table 49: Recreational Activity Field Capacity Analysis**

## Recommended Improvements for Existing Parks and Recreation Facilities

As part of the parks planning process, it is important to document the existing park and recreational facilities in Bryan. The listing is an enumeration of all existing parks, including their location, size, and facilities within each. All parks are divided into sections according to the National Recreation Park Association park classification that best describes their function within the City’s current park system.

In addition to the basics about each park, detailed recommendations for improvement are provided. These recommendations were the result of site visits, extensive research, discussions, and meetings with citizens and staff. Estimated costs for the improvements are provided as well, which will be important as the City decides how to cost effectively implement these recommendations through the Capital Improvements Program (CIP).

# City of Bryan Parks

## Mini Parks

### Autumn Lake Park:

Location: 2011 Turning Leaf Drive

Size: 0.74 Acres

District: 5

Facilities: Playground, Picnic Tables, Grills

#### **Recommended Improvements:**

- Replace play equipment fall zone surface \$58,000.00
- Replace plastic border \$ 7,500.00



### Crescent Park:

Location: 400 Crescent Drive

Size: 1.74 Acres

District: 5

Facilities: Softball/Baseball, Backstop, Walking/Jogging Trail, Climbing Boulder, Picnic Tables

#### **Recommended Improvements:**

- Benches (4) \$ 6,000.00
- Child Picnic Table \$ 1,000.00
- Play Equipment with Fall Zone \$125,000.00
- Improved Path \$ 30,000.00
- Signage \$ 2,500.00
- Electrical Outlet \$ 1,500.00
- Irrigation \$ 65,000.00
- Hose Bib \$ 1,500.00

**Garden Acres Park:**

Location: 700 Garden Acres Parkway

Size: 1.00 Acre

District: 4

Facilities: Backstop, Picnic Table, Historic Cemetery

**Recommended Improvements:**

- Replace Backstop



\$ 7,500.00



**Ibarra Park:**

Location: 1503 Saunders Street

Size: 1.22 Acres

District: 2

Facilities: Soccer Goals, Backstop, Half-Court Basketball, Playgrounds, Pavilion, BBQ Grill, Benches, Picnic Table

**Recommended Improvements:**

- Replace large play structure and surface \$117,000.00
- Add more area lighting \$ 50,000.00
- Replace equipment fall zone surfacing \$ 32,000.00



**Lions Park:**

Location: Adjacent to Bonham Park; along Still Creek

Size: 1.00 Acre

District: 2

Facilities: Undeveloped

**Recommended Improvements:** *None at this time.*

**Redbud Park:**

Location: 200 Redbud Street

Size: 1.00 Acre

District: 5

Facilities: Walking Path, Park Benches

**Recommended Improvements:** None at this time.



**Shirewood Park:**

Location: 1720 Beaver Pond

Court Size: 4.46 Acres

District: 5

Facilities: Playground, Benches, Grill

**Recommended Improvements:**

- Area Lighting \$ 2,000.00
- Replace play equipment \$80,000.00



**Washington Park:**

Location: 500 20th Street

Size: 0.40 Acres

District: 2

Facilities: Multi-Purpose Court, Basketball Court, Playgrounds, Swings, BBQ Grills, Benches, Picnic Tables

**Recommended Improvements:**

- Replace fall zone under play equipment \$40,000.00

## Neighborhood Parks

### **Bonham Park:**

Location: 2315 Russell Street

Size: 12.80 Acres

District: 2

Facilities: Backstop, Soccer Goals, Non-Motorized Trail, Playgrounds, Disc Golf, Tennis Courts, Small Pavilion with Picnic Tables, Picnic Tables, BBQ Grills, Drinking Fountains, Restroom, Sand Volleyball



### **Recommended Improvements:**

- |  |              |
|--|--------------|
| • Splash Pad/Pavilion – Capital Improvement Plan | \$500,000.00 |
| • Renovate soccer field                          | \$150,000.00 |
| • Rototill, grade, and seed baseball field area  | \$ 50,000.00 |
| • Address stream erosion problems                | \$950,000.00 |
| • Improve and add to area lighting               | \$ 50,000.00 |
| • Light Trail with area lights                   | \$250,000.00 |
| • Replace or renovate rest room                  | \$115,000.00 |
| • Turf renovations                               | \$ 49,000.00 |



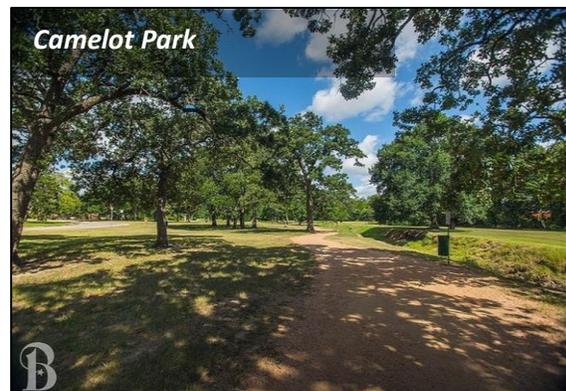
### **Camelot Park:**

Location: 2700 Camelot Drive

Size: 16.24 Acres

District: 4

Facilities: Benches, Jogging/Walking Trail/Lending Library/Butterfly Garden



### **Recommended Improvements:**

- |  |              |
|--|--------------|
| • Construct bridge over the creek                    | \$150,000.00 |
| • Install new play structure and fall zone surfacing | \$150,000.00 |

**Castle Heights Park:**

Location: 1501 Hooper Street

Size: 1.39 Acres

District: 2

Facilities: Basketball Court, Playgrounds, Picnic Tables, BBQ Grills, Picnic Pavilion, Benches, Restroom

**Recommended Improvements:**

- Castle Heights Play Structure / Fall Zone \$200,000.00
- Replace basketball court lights and poles \$ 40,000.00
- Improve and add to area lighting \$ 75,000.00
- Renovate or replace restroom building \$120,000.00



**Cherry Park:**

Location: 3607 Windridge Drive

Size: 12.75 Acres

District: 4

Facilities: Playground, Swings, Jogging/Walking Trail, Soccer Goals, Softball/Baseball Backstops, Basketball Court, Disc Golf

**Recommended Improvements:**

- Renovate turf/Install irrigation on fields – Capital Improvement Plan \$400,000.00
- Install rubberized trail \$100,000.00
- Correct drainage problems \$ 17,500.00

**Copperfield Park:**

Location: 5001 Canterbury Drive

Size: 5.85 Acres

District: 3

Facilities: Playgrounds, Tennis Court, Small Pavilion, Picnic Tables, BBQ Grills, Benches, Swings, Nature Trail



**Recommended Improvements:**

- Replace playground fall surface zones \$ 20,000.00



**Edgewater Park:**

Location: Autumn Lake Drive

Size: 9.41 Acres

District: 5

Facilities: Undeveloped

**Recommended Improvements:**

- Edgewater Park Development \$900,000.00

**Heritage Park:**

Location: 600 S. Hutchins Street

Size: 2.00 Acres

District: 3

Facilities: Benches, Drinking Fountain, Historic Gazebo, Picnic Tables, Sculpture, Walking Path



**Recommended Improvements:**

- |  |             |
|--|-------------|
| • Site Lighting – Renovate Period Lighting | \$80,000.00 |
| • Repair concrete                          | \$20,000.00 |
| • Replace park lights                      | \$10,000.00 |



**Scurry Park:**

Location: 1501 Wellington Street

Size: 6.50 Acres

District: 2

Facilities: Backstop, Basketball Court, Playgrounds, Swings, Pavilion with Picnic Tables, Picnic Tables, Jogging/Walking Trail, BBQ Grills, Benches, Drinking Fountains, Restroom



**Recommended Improvements:**

- |  |              |
|--|--------------|
| • Construct new restroom building                  | \$120,000.00 |
| • Replace a play structure and fall zone surfacing | \$150,000.00 |
| • Scurry Park splash pad                           | \$500,000.00 |

**Siena Park:**

Location: Positano Loop Road

Size: 3.74 Acres

District: 3

Facilities: Undeveloped

**Recommended Improvements:**

- Master Plan and Build Park (planned for 2016-17) \$750,000.00



**Tiffany Park:**

Location: 3890 Copperfield Drive

Size: 12.54 Acres

District: 3

Facilities: Baseball Backstops, Soccer/Football Fields, Covered Basketball, Splash Pad, Playground Units, Horseshoe Courts, Tennis Courts, Sand Volleyball Court, Pavilions, Picnic Tables, BBQ Grills, Benches, Restroom Building, Disc Golf, Exercise Stations, Non-Motorized Trail

**Recommended Improvements:**

- Replace large play structure (south side) with fall zone surfacing \$200,000.00
- Replace trash can in pavilion \$ 500.00
- Replace small play structure and surface with fall zone surfacing \$ 80,000.00
- Renovate and expand splash pad \$400,000.00
- Renovate turf and irrigation – Capital Improvement Plan \$528,150.00

**Villa West Park:**

Location: 2050 W. Villa Maria Road

Size: 10.44 Acres

District: 5

Facilities: Covered Basketball, Non-Motorized Trail, Covered Playgrounds, Horseshoe Courts, Tennis Courts, Volleyball Court, Pavilion with Picnic Tables, BBQ Grills, Benches, Drinking Fountains, Restroom Building, Soccer Goals, Outdoor Classroom

**Recommended Improvements:**

- |  |              |
|--|--------------|
| • Replace fall zone surfacing on two play structures | \$138,000.00 |
| • Undertake turf renovations throughout park         | \$ 85,000.00 |
| • Improve drainage in volleyball court               | \$ 17,500.00 |
| • Fix path   | \$ 30,000.00 |
| • Renovate restrooms                                 | \$ 40,000.00 |



**Winchester Park:**

Location: 504 Brompton

Size: 8.14 Acres

District: 3

Facilities: Soccer Goals

**Recommended Improvements:**

- |                               |             |
|-------------------------------|-------------|
| • Add three (3) picnic tables | \$ 7,500.00 |
|-------------------------------|-------------|

## Community Parks

### Astin Recreational Area:

Location: 129 Rountree Drive

Size: 12.00 Acres

District: 1

Facilities: Non-Motorized Trail, Pavilion, Lake Gazebo, Pier, BBQ Grill, Picnic Tables, Benches, Drinking Fountain, Restrooms

#### **Recommended Improvements:**

- |   |               |
|---|---------------|
| • Replace restroom building                                 | \$ 120,000.00 |
| • Renovate the pier deck surface that extends into the lake | \$ 50,000.00  |
| • Repair/Replace Gazebo                                     | \$ 75,000.00  |
| • Replace boardwalk   | \$ 25,000.00  |
| • Fix eroded areas  | \$ 10,000.00  |
| • Renovate the trail  | \$ 6,000.00   |



### Austin's Colony Park

Location: 2400 Austin Colony Parkway

Size: 28.14 Acres

District: 3

Facilities: Backstops, Practice Soccer Goals, Covered Basketball Court, Playgrounds, Disc Golf, Horseshoe Courts, Indoor Tennis Center, Sand Volleyball, Pavilion, Picnic Tables, BBQ Grills, Outdoor Classroom, Archery Range, In-Line Hockey Rink, Football Field, Nature Trail

#### **Recommended Improvements:**

- |   |              |
|---|--------------|
| • Replace exercise equipment                              | \$ 75,000.00 |
| • Replace play surface on equipment by the rink           | \$ 40,000.00 |
| • Renovate turf and irrigation – Capital Improvement Plan | \$609,000.00 |
| • Install small restroom facility (in tennis center)      | \$ 30,000.00 |
| • Extensive trail renovations                             | \$ 30,000.00 |
| • Archery range renovations                               | \$ 7,500.00  |

**Bryan Regional Athletic Complex:**

Location: 5440 North Texas Avenue

Size: 89.28 Acres

District: 2

Facilities: Little League Baseball Fields, Adult Softball Fields, Basketball Court, Playgrounds, Sand Volleyball Courts, Large Pavilions, BBQ Grills, Drinking Fountains, Restrooms, Tennis Courts, Wildflower Area, Nature Trail, Exercise Stations, Girls Softball Field, Soccer Fields, Concession Stand

**Recommended Improvements:**

• Develop rest of property – Capital Improvement Plan (60 acres)	\$16,400,000.00
• Repair Roads	\$ 54,700.00
• Replace play equipment fall zone surfacing (2)	\$ 80,000.00
• Add new play structure	\$ 120,000.00
• Level Concession stand – Capital Improvement Plan	\$ 250,000.00
• Install new surface under fitness stations	\$ 27,500.00
• BRAC Artificial Turf – Capital Improvement Plan	\$ 4,256,000.00
• Replace fitness equipment	\$ 75,000.00
• Renovate all turf areas	\$ 104,000.00
• Replace 12” water main running along driveway	\$ 100,000.00
• Improve drainage for play equipment (soccer side)	\$ 25,000.00
• Bonham Little League – Parking Lot	\$ 38,000.00
• Renovate Bonham Little League Fields	\$ 960,000.00
• Replace main water supply	\$ 10,000.00



**Henderson Park:**

Location: 1629 Mockingbird Lane

Size: 47.75 Acres

District: 1

Facilities: Football Field, Baseball Fields, Covered Basketball Court, Playgrounds, Pavilion with Tables, Picnic Tables, BBQ Grill, Benches, Concession Building, Restrooms, Sand Volleyball Court, Swimming Pool, Skate Park, Horseshoe Court, Nature Trail, Basketball Court

**Recommended Improvements:**

- Build two football fields east side – Capital Improvement Plan \$350,000.00
- Build 90’ baseball field on west side – Capital Improvement Plan \$500,000.00
- Replace play surface on west play equipment (large) \$ 40,000.00
- Replace play surface on small play equipment (west) \$ 27,500.00
- Build a parking lot on north side of area \$ 37,916.00
- Concrete the gravel path in the park \$ 45,000.00
- Build trail for linkage \$400,000.00
- Renovate or replace west restroom – Capital Improvement Plan \$120,000.00
- Renovate sand volleyball court \$ 25,000.00
- Install shade structure over pool slide \$ 20,000.00
- Renovate grass areas around the park \$275,000.00



**Jane Long Park:**

Location: 1500 Harvey Mitchell Parkway

Size: 26.00 Acres

District: 1

Facilities: Football Fields, Backstops, Practice Soccer Goals, Covered Basketball Court, Non-Motorized Trail, Tennis Courts, Picnic Tables, BBQ Grills, Drinking Fountains, Track

**Recommended Improvements:**

- |   |              |
|---|--------------|
| • Replace Fitness Equipment   | \$ 75,000.00 |
| • Install new fitness surfacing                                       | \$ 80,000.00 |
| • Repair Tennis Courts – Capital Improvement Plan                     | \$210,000.00 |
| • Remove four tennis courts   | \$ 50,000.00 |
| • Turf renovations for two baseball fields – Capital Improvement Plan | \$350,000.00 |
| • Color coat courts   | \$ 35,000.00 |
| • Fix erosion in the stream   | \$ 50,000.00 |



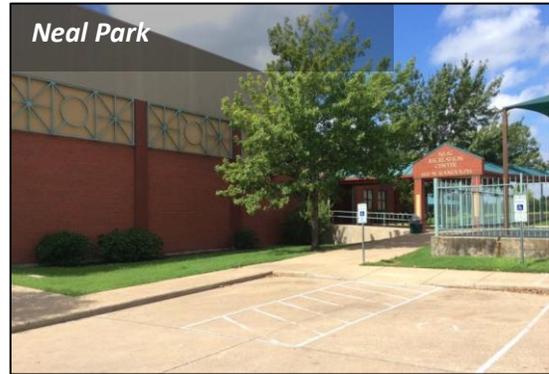
**Neal Park:**

Location: 600 West 22nd Street

Size: 12.00 Acres

District: 1

Facilities: Baseball Backstop, Soccer/Football Field, Backstop, Covered Basketball Court, Playgrounds, In-Line Hockey Rink, Tennis Court, Sand Volleyball Court, Pavilion, Horseshoe Courts, Picnic Tables, BBQ Grills, Benches, Foot Bridge, Restroom Building, Community Garden, Playground



Neal Recreation Center: Gymnasium, Fitness Room, Game Room, Multi-Purpose Room, Arts & Crafts Room, Multi-Media Room, Computer Room, Offices

**Recommended Improvements:**

- Repair Play Area by pavilion \$ 40,000.00
- Neal Park Turf Renovation/Play Structure – Capital Improvement Plan \$400,000.00
- Improve and add to area lighting \$160,000.00
- Renovate rest room building \$ 20,000.00

**Neal Recreation Center Recommended Improvements:**

- Add lighting to parking lots and outside of building \$ 20,000.00
- Buy new fitness equipment \$ 25,000.00
- Replace rubber flooring \$ 45,000.00
- Replace cabinets in the Arts and Crafts room and kitchen \$ 75,000.00
- Install a new gym divider \$ 15,000.00
- Renovate wall surfaces throughout the building \$ 50,000.00
- Recoat the Arts and Craft room floor \$ 30,000.00



**Sadie Thomas Memorial Park:**

Location: 129 Moss Street

Size: 25.89 Acres

District: 2

Facilities: Baseball/Softball Field, Soccer/Football Field, Covered Basketball Court, Basketball Court, Playgrounds, Swings, Pavilions with Picnic Tables, BBQ Grills, Benches, Swimming Pool, Picnic Tables

**Recommended Improvements:**

- Replace fountains by dugouts \$ 12,000.00
- Sadie Thomas Park – 13 Acre Development – Capital Improvement Plan \$900,000.00
- Color coat the basketball courts \$ 20,000.00
- Replace fall zone surfacing on three play structures \$120,000.00
- Repair parking lot by softball fields \$ 25,000.00
- Replace old pavilion \$ 75,000.00
- Renovate baseball field/outfield & backstop – Capital Improvement Plan \$200,000.00
- Irrigate ball field \$ 50,000.00
- Improve and add to area lighting \$160,000.00
- Remove outdated lights \$ 5,000.00
- Replace basketball court light \$ 40,000.00
- Build park loop trail – Capital Improvement Plan \$150,000.00



**Sam Rayburn Park:**

Location: 799 North Earl Rudder Parkway

Size: 23.00 Acres

District: 3

Facilities: Soccer/Football Field, Covered Basketball Court, Backstops, Non-motorized Trail, Playground, Horseshoe Courts, Tennis Courts, Picnic Tables, ADA Playground, Track

**Recommended Improvements:**

- Replace surfacing under fitness stations \$27,500.00
- Repair failed color coat surfacing – multiple locations – tennis \$28,000.00
- Minor turf renovations to fields \$30,000.00



**Sue Haswell Memorial Park:**

Location: 1142 East WJB Parkway

Size: 19.00 Acres

District: 3

Facilities: Baseball Fields, Basketball Court, Playgrounds, Horseshoe Courts, Tennis Courts, Sand Volleyball Court, Swimming Pool, Pavilions, Picnic Tables, BBQ Grills, Benches, Drinking Fountains, Restrooms, Path of Presidents, Trail



**Recommended Improvements:**

- Replace wooden deck around pool \$ 35,000.00
- Install four new water fountains \$ 24,000.00
- Paint and renovate all pavilions \$ 25,000.00
- Sue Haswell Ballfield Renovation – Capital Improvement Plan \$650,000.00
- Add benches at east pavilion \$ 7,500.00
- Replace basketball court lights \$ 40,000.00
- Renovate bathhouse \$ 50,000.00
- Update Path of Presidents \$ 10,000.00

**Tanglewood Park:**

Location: 3901 Carter Creek Parkway Size: 19.00 Acres

District: 4

Facilities: Soccer Practice Fields, Non-Motorized Trail, Playgrounds, Swing Set Units, Tennis Courts, Sand Volleyball Court, Splash Pad, Pavilions with Tables, Picnic Tables, BBQ Grills, Drinking Fountains, Restroom

**Recommended Improvements:**

- Renovate and expand splash pad \$200,000.00
- Replace fall zone material under north play equipment \$ 40,000.00
- Replace fall zone material under swings \$ 50,000.00
- Construct restroom facilities on splash pad side of the Park \$120,000.00



**Travis Park:**

Location: 525 Carson Street

Size: 27.00 Acres

District: 1

Facilities: Baseball Fields, Minor League Baseball Stadium, Backstops, Concession Buildings, Restrooms, Water Fountains

**Recommended Improvements:**

- Travis Park Little League Field Lights \$125,000.00
- Install irrigation on all fields \$ 60,000.00
- Replace/Renovate t-ball field and lights \$100,000.00
- Renovate batting cage \$ 25,000.00
- Renovate turf at the Little League Fields \$530,000.00

## **Bomber Field**

• Replace stadium lighting	\$235,000.00
• Replace irrigation	\$125,000.00
• Replace outfield fence	\$ 75,000.00
• Renovate turf and grading outfield	\$350,000.00
• Renovate infield	\$250,000.00
• Renovate warning track	\$125,000.00
• Renovate bullpen	\$ 15,000.00
• Renovate stadium seating	\$100,000.00
• Paint the grandstand	\$ 25,000.00
• Replace Bomber Field scoreboard	\$ 45,000.00



## **Williamson Park:**

Location: 411 Williamson Drive (acreage w/Astin) Size: 10.00 Acres

District: 1

Facilities: Basketball Court, Playground, Small Pavilions, Picnic Tables, BBQ Grills, Benches, Drinking Fountains, Restroom Building

### **Recommended Improvements:**

• Tear down and replace pavilions (2)	\$ 80,000.00
• Replace play equipment fall zone surfacing	\$ 150,000.00
• Repair drainage swale	\$ 150,000.00

## Special Use Parks

### **Bryan Aquatic Center:**

Location: 3100 Oak Ridge Drive

Size: 2.85 Acres

District: 4

Facilities: Swimming Pool



#### **Recommended Improvements:**

- |   |               |
|---|---------------|
| • Renovate changing rooms   | \$ 20,000.00  |
| • Aquatic Study – Natatorium or Community Center – Capital Improvement Plan | \$ 200,000.00 |
| • Install three (3) guard chair shade structures                            | \$ 16,500.00  |
| • Replace wading pool with shade structure/picnic tables                    | \$ 75,000.00  |
| • Renovate bathhouse  | \$ 50,000.00  |



### **Gloria Stephan Sale Park:**

Location: Corner of Main and 28<sup>th</sup> Streets

Size: 2.00 Acres

District: 1

Facilities: Picnic Tables, Splash Pad, Benches



#### **Recommended Improvements:**

- |   |              |
|---|--------------|
| • Construct a 2,100 S.F. pavilion building resembling a railroad depot – Capital Improvement Plan | \$489,000.00 |
| • Underground electric for festivals and Lights On  | \$ 15,000.00 |

**Palace Theater**

Location: Main Street

Size: 0.28 Acres

District: 1

Facilities: Outdoor Theater

**Recommended Improvements:** *None at this time.*



**Visitor's Center (Hoppes House):**

Location: 502 E. 26<sup>th</sup> Street

Size: 1.43 Acres

District: 3

Facilities: Historic Structures

**Recommended Improvements:**

- TAMU students are currently developing a Master Plan



## Regional Parks/ Open Space

### **Lake Bryan (Including Lake):**

Location: 8200 Sandy Point Road Size: 1730.53 Acres

District: ETJ

Facilities: Hike/Bike Trail, Horseshoe Courts, Pavilion with Tables, Picnic Tables, BBQ Grills, Benches, Drinking Fountains, Concession Building, Restrooms, Camp Sites, RV Sites, Restaurant, Beach Area, Fishing Areas, Boat Ramp/Dock



### **Recommended Improvements:**

Pending review of recommended uses from the Lake Bryan proposal.



### **Travis B. Bryan Municipal Golf Course:**

Location: 206 West Villa Maria Road

Size: 126.84 Acres

District: 1

Facilities: 18-Hole Golf Course, Concession Building

### **Recommended Improvements:**

- |  |                |
|--|----------------|
| • Master Design                                      | \$ 28,750.00   |
| • Drainage Issues                                    | \$ 450,000.00  |
| • Irrigation – Water Well, Impoundment, Pump Station | \$ 575,000.00  |
| • Irrigation System – Fairways, Greens, Tees         | \$1,035,000.00 |
| • Greens Reconstruction                              | \$1,725,000.00 |
| • Tee Reconstruction                                 | \$ 345,000.00  |
| • Cart Paths   | \$ 345,000.00  |
| • New Golf Maintenance Building                      | \$ 400,000.00  |
| • New Golf Shop                                      | \$ 345,000.00  |
| • Parking Lot  | \$ 230,000.00  |
| • New On-Course Restroom                             | \$ 120,000.00  |
| • Bunkers, Trees, Practice Facilities (On-Going)     | \$ 230,000.00  |

## ***Natural Areas / Trails***

### **Allen Ridge Park:**

Location: 1517 Prairie Drive

Size: 3.05 Acres

District: 3

Facilities: Jogging/Walking Trail, Pond, Bench

#### **Recommended Improvements:**

- Play equipment \$80,000.00
- Pond maintenance program (annual cost) \$ 7,500.00



### **Avondale Park:**

Location: Avondale Avenue

Size: 2.51 Acres

District: 4

Facilities: Non-Motorized Trail, Stream, Natural Area

#### **Recommended Improvements:** *None at this time.*



### **Briar Meadows Trail:**

Location: Briar Meadow Subdivision

Size: 0.45 Acres

District: 4

Facilities: Non-Motorized Trail

#### **Recommended Improvements:**

- Install rest of trail – Capital Improvement Plan (three phases) \$50,000.00

**Dominion Oaks Trail Park:**

Location: Bienski Parkway

Size: 2.79 Acres

District: 5

Facilities: Non-Motorized Trail

**Recommended Improvements:**

- Install bridge to Turkey Creek Trail \$200,000.00
- Picnic Area – Three (3) tables, Two (2) receptacles,  
Three (3) benches \$ 6,500.00



**Federal Park:**

Location: 1110 Waco Street

Size: 6.00 Acres

District: 3

Facilities: Backstop

**Recommended Improvements:**

- Picnic Pavilion \$ 30,000.00
- Non-Motorized Trail \$100,000.00

**Greenbrier Park:**

Location: Thornberry Drive

Size: 15.94 Acres

District: 3

Facilities: Undeveloped

**Recommended Improvements:**

Master Plan and build park with concrete trails for walking, passive uses, flora/fauna, and wildlife interpretive stations, no active play or organized play	\$750,000.00
--	--------------



**Morris “Buzz” Hamilton Memorial Park (Park Hudson Trail):**

Location: Boonville Road

Size: 49.54 Acres

District: 3

Facilities: Non-Motorized Trail, Benches, Trash Receptacles, Stream



**Recommended Improvements:**

- |  |              |
|--|--------------|
| • Restroom facility  | \$200,000.00 |
| • Small pavilion   | \$ 50,000.00 |
| • Picnic tables (3)  | \$ 4,500.00  |
| • Park Hudson Trail to Veteran’s Park – Capital Improvement Plan           | \$250,000.00 |
| • Build a trail from Park Hudson to Copperfield – Capital Improvement Plan | \$250,000.00 |
| • Replace 104 broken concrete slabs (61 east, 43 west)                     | \$ 62,400.00 |

**Madeley Park:**

Location: Sunny Lane

Size: 0.10 Acres

District: 4

Facilities: Madeley Park is in College Station; Parking Spaces for the Park are in Bryan

**Recommended Improvements:** *None at this time.*



**Miracle Place Park:**

Location: William J. Bryan Parkway

Size: 5.20 Acres

District: 4

Facilities: Undeveloped

**Recommended Improvements:**

- Install trail for linkage to Sue Haswell Park & Camelot Park, Blinn College

\$150,000.00



**Rosewood Trail:**

Location: Shirewood Drive

Size: 7.20 Acres

District: 5

Facilities: Non-Motorized Trail

**Recommended Improvements:**

- Erosion Improvements

\$50,000.00

**Symphony Park:**

Location: 2530 Rhapsody Lane

Size: 1.43 Acres

District: 3

Facilities: Jogging/Walking Trail

**Recommended Improvements:**

- Install small play structure \$80,000.00
- Install park benches \$ 7,500.00
- Trail improvements \$30,000.00



**Turkey Creek Trail:**

Location: Turkey Creek Blvd.

Size: 16.78 Acres

District: 5

Facilities: Non-Motorized Trail

**Recommended Improvements:**

- Fill in major erosion area \$ 50,000.00
- Fill in pond \$ 15,000.00
- Fix eroded areas \$200,000.00
- Connect to Dominion Oaks \$100,000.00

# Future Neighborhood and Community Park Land Improvements & Recommendations

## Park Land Acquisition

### *Mini Park*

The Mini Park classification was created to place existing parks with small acreage and limited use into a park classification. Parks smaller than five (5) acres cannot be fully developed with typical neighborhood park facilities. Also problematic is the fact that parks in the mini park classification pose costly maintenance issues and increase maintenance budgets.

There may be opportunities or specific needs for the City to accept park land under five (5) acres. The Director of Parks and Recreation shall approve any land acquisition under five (5) acres as needed for park use. The recommendation is to avoid accepting any park land under five (5) acres.

## Future Neighborhood Park Acquisition

Neighborhood Parks provide citizens recreational opportunities within a short walking distance of their homes, and should be the backbone of the Bryan Park System.

The City of Bryan has a good distribution of parkland within the older established area of Bryan between the Earl Rudder Highway/State Highway 6 and FM 2818/Harvey Mitchell Parkway; which is Park Service Zone 2. The City is experiencing residential growth to the east (which is within Park Service Zone 3), and to the west (which is in Park Service Zone 1). This growth will create a challenge for the Parks and Recreation Department. The City has a Parkland Dedication Ordinance to assist in acquiring land for parks; however, the ordinance should be reviewed. The present fee is not sufficient to acquire land and/or build a neighborhood park. Specifically, a review should include the calculation to establish fees per lot to determine whether current fees are adequate to support the City's future park land acquisition and facility's needs.

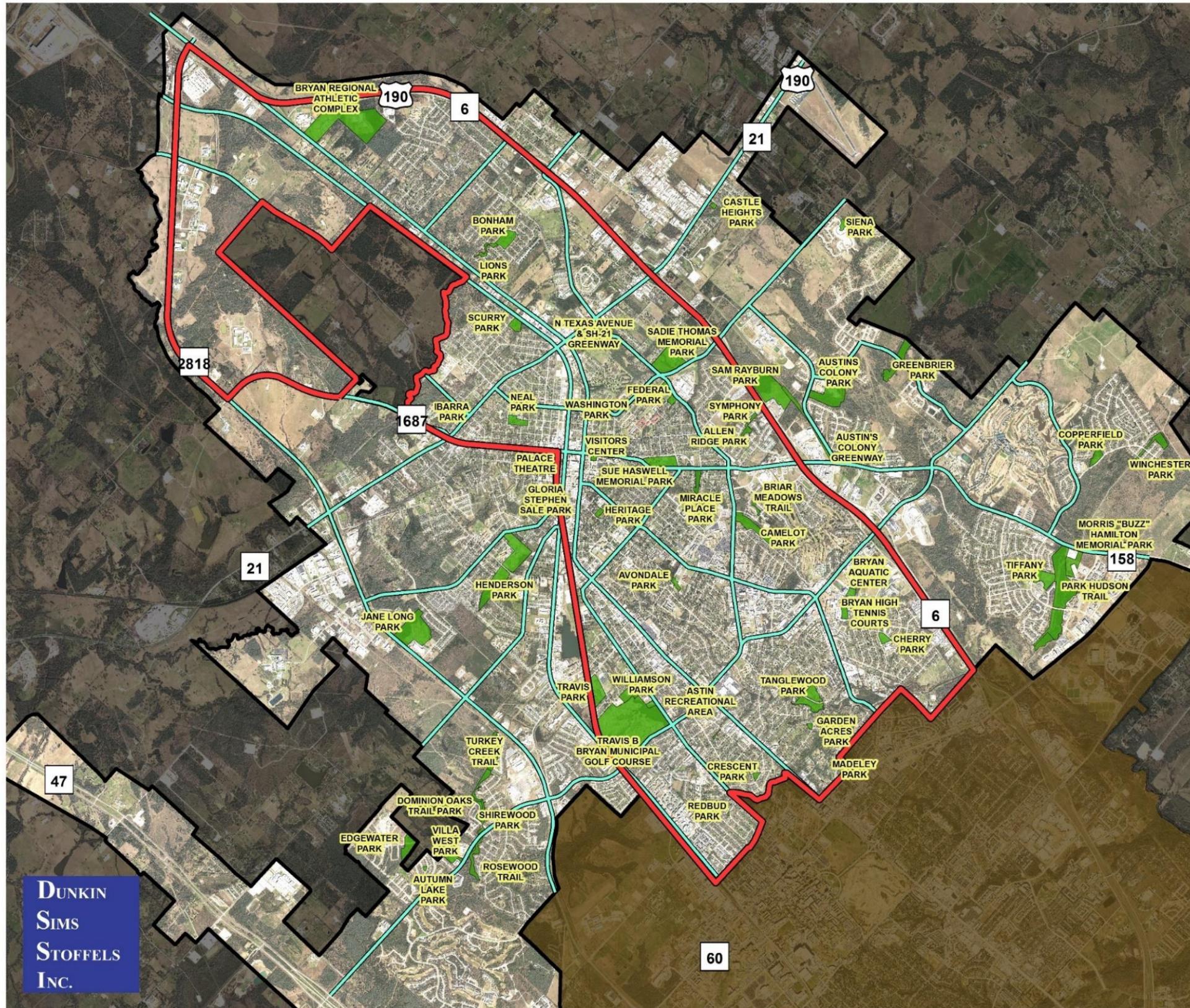
Bryan's Parks and Recreation Department will have to adapt and adjust to the growing population. As the Bryan city limits expand, acquiring land for parks is necessary. Once land is developed for residential and commercial uses, the best opportunity for park land acquisition is lost. Acquiring parkland concurrently with new development is important in meeting park and recreation needs as growth occurs.

## Existing Neighborhood Park Service Area Analysis

Neighborhood Park Service Areas are defined by existing thoroughfares, creeks, streams, and railroads. The Service Area Analysis map illustrates the service areas for neighborhood parks based on the criteria set forth above. Each area was examined for existing park service. If an area did not have a park, further examination for each area was reviewed for potential open space for a future park. The Neighborhood Park Service Area Map illustrates, in blue, the areas of Bryan where future park development would be difficult because of existing development. There is limited open space in this area. Although difficult, there are possibilities for additional park land and recreational opportunities.

The Existing Neighborhood Park Service Area Analysis should not be confused with the Park Service Zone Map on page 268. The maps are independent of each other and are used for separate studies to evaluate separate elements of this *Parks, Recreation, Open Space, and Trails Master Plan*.

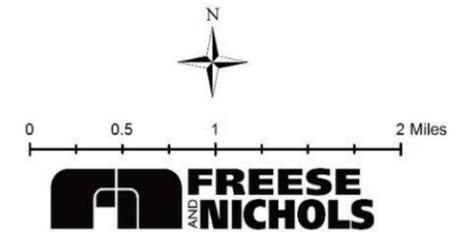
## Existing Neighborhood Park Service Area Analysis



### Map Features

-  Shortage of Open Space
-  Existing Park Service Boundaries
-  Bryan City Limits
-  City Parks

Figure 29: Existing Neighborhood Park Service Area Analysis



**DUNKIN  
SIMS  
STOFFELS  
INC.**

The purpose of this exercise was to be able to provide park and recreation opportunities to all citizens even in developed areas of Bryan.

The majority of future park land acquisition will occur east of Earl Rudder Freeway/State Highway 6, and west of FM 2818/Harvey Mitchell Parkway; both within the City limits and in future ETJ. The following neighborhood park land should therefore be acquired as these areas develop in relation to that geographic area:

### Service Zone 1

**This zone is bounded by FM 2818/North Harvey Mitchell Parkway on the east and the City limits to the west.**

Within City Limits: One (1) Neighborhood Park with a minimum of five (5) acres.

Within the ETJ: Fifteen (15) Neighborhood Parks with a minimum of eighty-five (85) acres.

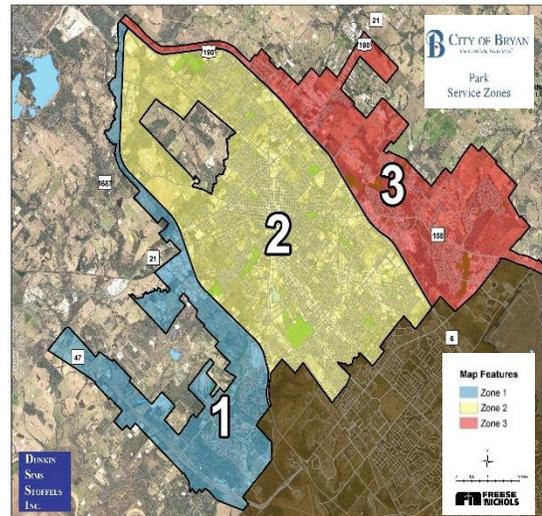


Figure 30: Park Service Zones

### Service Zone 2

**This zone is defined by FM 2818/North Harvey Mitchell Parkway on the west, and Earl Rudder Freeway/Texas 6 on the east.**

Within City Limits: Three (3) Neighborhood Parks with a minimum of fifteen (15) acres.

Within the ETJ: Two (2) Neighborhood Parks with a minimum of ten (10) acres.

### Service Zone 3

**This zone is delineated by Earl Rudder Freeway/Texas 6 to the west and the east City limits of Bryan.**

Within City Limits: Five (5) Neighborhood Parks with a minimum of twenty five (25) acres.

Within the ETJ: Twenty nine (29) Neighborhood Parks with a minimum of one hundred forty five (145) acres.

## Future Land Acquisitions for Community Parks

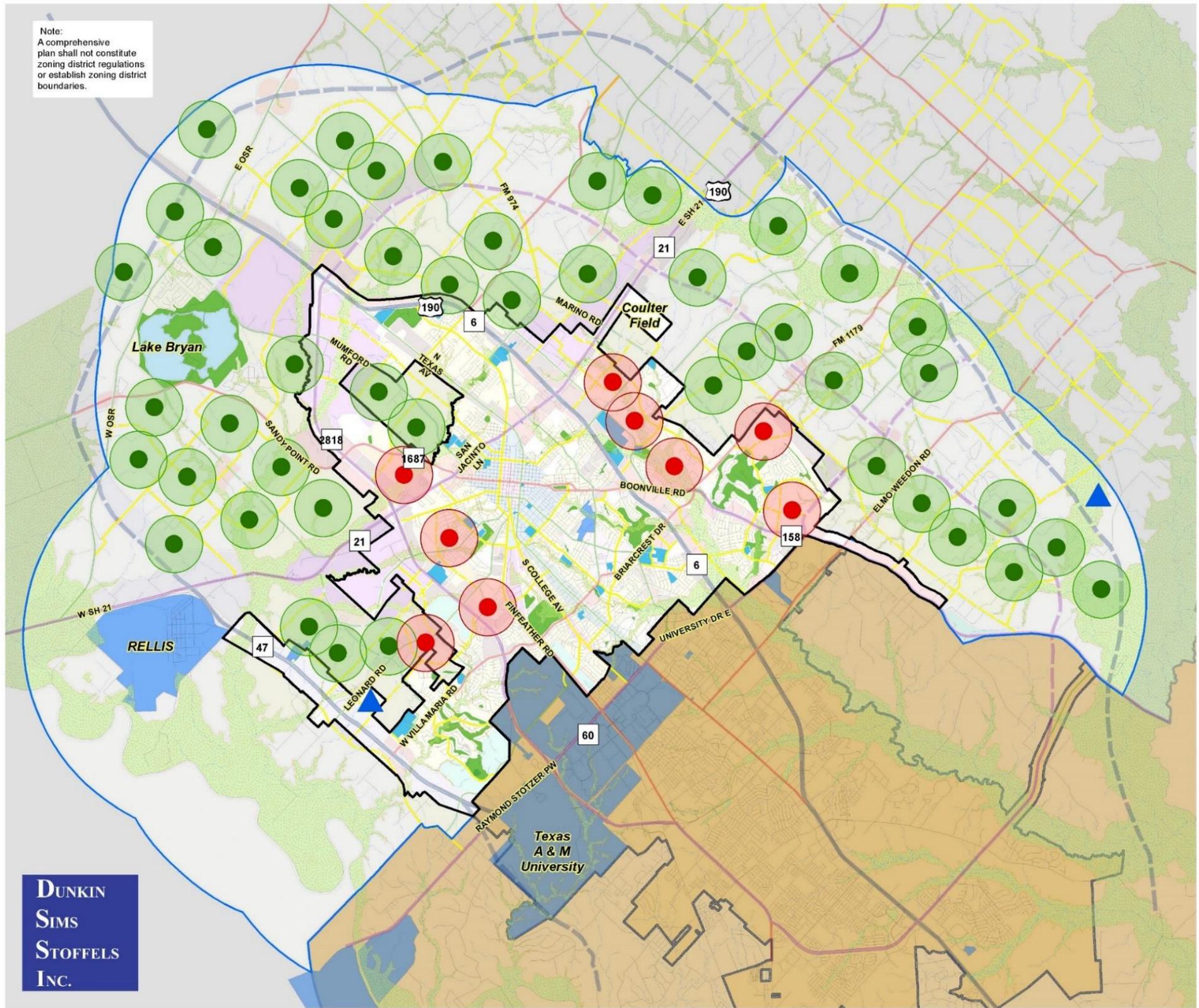
For Bryan’s current population of 82,000 people, the City should have 410 acres of park land and currently 339 acres exist. The need for Community Park land is directly related to the identified recreation use. A community park typically provides land for athletic fields such as baseball, football, soccer and softball and their support facilities. However, the community park also accommodates a wide range of other recreation facilities that a community might want or need, such as aquatic facilities, amphitheaters, basketball, volleyball, large group picnic facilities, community centers, and environmental/nature centers.

Based on interviews with the sports associations and analysis of their participation numbers, and the Bryan Park and Recreation staff, the City of Bryan is not meeting the need for athletic complexes and sports fields. For example, the youth baseball leagues use fourteen (14) fields for their game fields. Bob Bond Park has three (3) fields, and the Harvey Complex has five (5) fields. These fields are not owned by the City of Bryan. However, the City maintains and pays the utilities costs. Should the City lose these fields they would be eight (8) fields short which would be a major deficiency. The expansion of the Bryan Regional Athletic Complex (BRAC) should address this deficiency.

By the year 2030, however, the City will need approximately another one-hundred-sixty-seven (167) acres of land for community parks to address the projected future needs. The challenge is to acquire tracts of land that are to address this projected need.

Land from the ETJ and County may be most economically feasible. Large tracts within the city limits would likely be difficult to acquire and may be cost prohibitive. Community Park land should be acquired in the City’s ETJ, or within the City limits, whichever is most feasible.

Note:  
A comprehensive plan shall not constitute zoning district regulations or establish zoning district boundaries.



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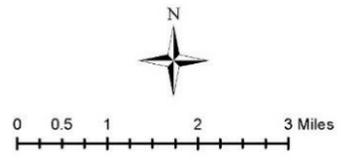


## Future Park Plan

### Map Features

- Future Neighborhood Parks in City Limits
  - Future Neighborhood Parks in ETJ
  - ▲ Future Community Parks
- Existing Features
- Parks and Open Space
  - Schools
  - 100 Year Floodplain
  - Lakes and Ponds
  - Bryan City Limits
  - Bryan ETJ
  - Neighborhood Park One Mile Service Area (ETJ)
  - Neighborhood Park One Mile Service Area (City)

Figure 31: Future Park Plan



# Recommendations for Future Recreation Facilities

## Recommended Neighborhood Park Facilities

The future Neighborhood Park Plan recommends the need for an additional fifty-five (55) neighborhood parks in the future (as shown on Figure 31 on the previous page, Future Park Plan) within the Bryan City limits and ETJ area. The future neighborhood park sites are generally located in an area defined by future thoroughfares and future residential land use areas. As defined in the Park Classification section, a neighborhood park is composed of recreation facilities for use within a neighborhood area and are not less than 5 acres in size. The typical recreational facilities for a neighborhood park are listed below:

- Playgrounds for All Children
- Pavilions/Small Performance Stage
- Picnic/Game Board Tables
- Basketball/Multi-Use Courts
- Practice Backstops
- Walking Paths
- Grills
- Open Space for Passive Play
- Small Splash Pads
- Small Neighborhood Zip Lines
- Small Community Gardens
- Exercise Stations

## Neighborhood Park Themes

Neighborhood Park designs can include the selection of a theme or specific elements for a design focal point. Various themes which could be considered are zoo animals, historic elements in Bryan, or a specific theme within a neighborhood or community area which influence development. Children’s books and characters within a story may also be considered, as well as, Arbor Day parks and cultural parks reflecting heritage.

Playground equipment, pavilions, tables, sidewalk paving design and landscape design may all be incorporated to reflect a selected theme for a Neighborhood Park.

## Recommended Community Park Facilities

Currently, organized leagues have facilities for league play but limited field space for tournaments. Based on public input interviews with league officials, and analysis of existing field use, there are additional needs for athletic fields in the Bryan Park System. The organized leagues in Bryan use the existing fields and parks for games and practice, emphasizing the need for additional field space for youth and adult leagues.

Bryan is currently seeking park land for development of a major athletic complex. The focus of this complex would address athletic facilities for Bryan leagues and tournament facilities, which could have economic impact in Bryan.

### ***Youth Game Baseball Fields***

The City utilized eight (8) fields; five (5) at Harvey Park and three (3) at Bob Bond Park (which are not in the Bryan Parks System). The City does not own or have control of these fields, however, the City does maintain the fields and pays utility bills for them. Should the City lose the right to play on these fields, due to ownership or different land uses, they potentially could lose eight (8) Little League Baseball fields.

The East fields at Henderson Park provide game quality fields for league play. The two baseball fields, west of Palasota Drive, are recommended to be removed and replaced with one large baseball field with a baseball fields for ages thirteen (13) to fourteen (14).

Travis Park has four (4) fields which need renovation, and the Bryan Regional Athletic Complex (BRAC) has three (3) little fields which should be removed and rebuilt. Based on this information, the City should consider construction of eight (8) new fields to meet the existing needs for league play that Harvey and Bob Bond parks are currently meeting, and replacement of the three (3) fields at BRAC.

### ***Youth Softball Fields***

Currently the Youth Softball League uses the fields at BRAC, Travis, and Harvey, and plays four (4) to five (5) tournaments per season.

### ***Youth Soccer***

The Bryan Youth Soccer Club currently uses the fields at BRAC. They play all their games on Saturday. There is also field space available for play during the week, if needed.

### ***ASA Softball***

There are seven hundred and eight (708) league and tournament teams playing softball. Softball teams use the four (4) fields at BRAC. It is anticipated this number will continue to rise as Bryan's population increases, and as the enrollment of Blinn College and Texas A&M University increase.

## **Indoor Community Centers**

Throughout the public input process, citizens identified the need for an indoor facility to provide recreation. Typically, these centers provide rooms for computer labs, video games, arts and crafts, educational classes, and an area for large banquet facilities with kitchen support. Senior citizen programs can also use a center such as this to meet their particular needs. These types of indoor facilities have been requested more frequently in the last twenty (20) to twenty-five (25) years as a need in the municipal park system. An example of a typical facility of this type, along with an indoor aquatic facility, is shown on page 274. The City should prepare a Master Plan Feasibility Study to present the best solution for addressing this need. Depending on the final design, use, and size of such a facility, the cost can range anywhere from \$25,000,000.00 to \$40,000,000.00 not including land cost.



## Typical Community Center / Aquatic Facilities



**Figure 32: Typical Community Center / Aquatic Facilities Graphic**

## **Aquatic Facilities**

### ***Indoor Aquatic***

Bryan does not currently have an indoor water recreation facility, and the need for such a facility was expressed during the public input process. An indoor pool with slides, splash areas, and other water recreation activities would be of great benefit for the citizens of Bryan. An indoor swim area with competitive lanes would be a benefit for Bryan Independent School District (BISD) students for its swim teams. These two needs could come together and be constructed as part of one facility, making it more cost effective for the City and for BISD. A specific needs assessment should be prepared by the City or outside consultants to determine the level of need, the design of such facility, and the funding possibilities. As illustrated on the previous page, a feasibility study may also evaluate combining a community center with aquatic elements. It would be an ideal type of facility for Bryan to fund by partnering with BISD.

### ***Outdoor Aquatic***

The City currently maintains swimming pools at the Bryan Aquatic Center, Sadie Thomas Park, Henderson Park and Sue Haswell Park. The City also has splash pads at Gloria Sale Park, Tanglewood Park and Tiffany Park. Outdoor aquatic opportunities have evolved over the last twenty-five (25) years. Increasingly, cities are providing splash pad/spray grounds in lieu of the traditional swimming facility. The spray grounds provide a water activity for young children primarily from age twelve (12) and under. The City has been proactive in planning for this type of facility and already has plans for three (3) more splash pads in three (3) locations throughout Bryan.

## **Lake Bryan Park**

Lake Bryan is owned by the City of Bryan and maintained by Bryan Texas Utilities. This Regional Park provides fishing, boating, biking, camping opportunities, swimming, and a full service restaurant. The water surface area of the lake is 829 acres.

One opportunity for Lake Bryan Park could be a picnic pavilion or series of pavilions which could accommodate one hundred (100) to two hundred (200) people. Occasions, such as family or class reunions, could use this venue. Expansion of the Recreation Vehicle (RV) part of the park could be another option for Lake Bryan Park improvements. RV areas in parks in general can provide a major attraction for year-round RV camping.

The following are other possible recreational activities which may be well suited for Lake Bryan.

- Waterpark
- Waterslides

- Cable skiing facilities
- Lodging
- Restaurant
- Canoe, kayak, and/or paddleboat rentals
- Zip lines
- Horse stables/Equestrian Facilities
- Parasailing
- Flyboarding
- Paintball field
- Hot air balloon launch
- Ropes course
- Frisbee golf course
- Miniature golf
- Marina or boat sales and services

The addition of new recreational amenities would make Lake Bryan more of a regional destination attraction.

## **Travis B. Bryan Golf Course**

The City of Bryan owns and operates the Travis B. Bryan Golf Course. The course sits on 126.4 acres with approximately eighty-nine (89) acres in floodplain. In November of 2008, a report was prepared analyzing the best use for the golf course. The report entitled “Policy Consideration Related to the Highest and Best Use of the Bryan Municipal Golf Course” analyzed two (2) possible options for the property.

Option 1 – Sell/lease the course for commercial development. The proposal included a mixed use of retail/restaurants, office space/entertainment and residential uses.

Option 2 – Leave the course substantially as is with recommended improvements as noted below.

Some Capital Improvement Project items could be as follows:

- Course Master Design
- Drainage Issues
- Irrigation
  - Water Well, Impoundment, Pump Station
  - Irrigation System – Fairways, Greens, Tees
- Greens Reconstruction – 6 to 9 years to complete

- Tee Reconstruction
- Cart Paths
- New Golf Maintenance Building
- New Golf Shop
- Parking Lot
- New On Course Restroom
- Bunkers, Trees, Practice Facilities

The recommendations from the 2008 Best Use of the Bryan Municipal Golf Course was for the course to remain as it is, as is with investments, upgrades and modification, as set forth above.

In 2012, the City prepared a Conceptual Master Plan for the site which included mixed-use retail/restaurant, hotel site and recreation venues for baseball, football, and soccer.

Another option or possibility would be to convert the course to a New Urbanist mixed use development and park with recreation uses; a public/private partnership.

Through the public input process, we heard the desire for a Recreation/Community Center/Senior Center and Indoor Aquatic Center. A single facility supporting all of these recreation amenities could be built on this site. Another section of the property could be developed into a New Urbanist development which could include a major hotel as the anchor. The remainder of the site could be developed as a league/tournament soccer facility. Soccer field development is more conducive to development in the floodplain.



## Open Space and Greenbelt

When property adjacent to creeks and floodplains is developed, sections or parcels of the floodplain could be dedicated to the City as directed or requested by the City of Bryan. These floodplains and greenbelts create and provide a majority of a city's open space, excellent opportunities for preservation of green space and trees, and opportunities for trail corridors. The City should accept floodplain areas as donated land and should not purchase the land, unless the City foresees a need for a critical purchase to preserve a special tract of land and/or provide a trail link to another park. Development of trails in these floodplain corridors can provide an alternate mean of non-motorized transportation from parks, schools and retail areas.

## Special Use Parks

The City has several Special Use Parks, examples include Gloria Stephan Sale Park, Bryan Aquatic Center and the Palace Theater. Another potential opportunity exists for a Special Use Park with undeveloped land in north Downtown Bryan. Preserving and developing this space as an outdoor urban park is important in that it can contribute to the continuing revitalization efforts within Downtown Bryan by providing a unique outdoor venue for hosting concerts, festivals, and special events.

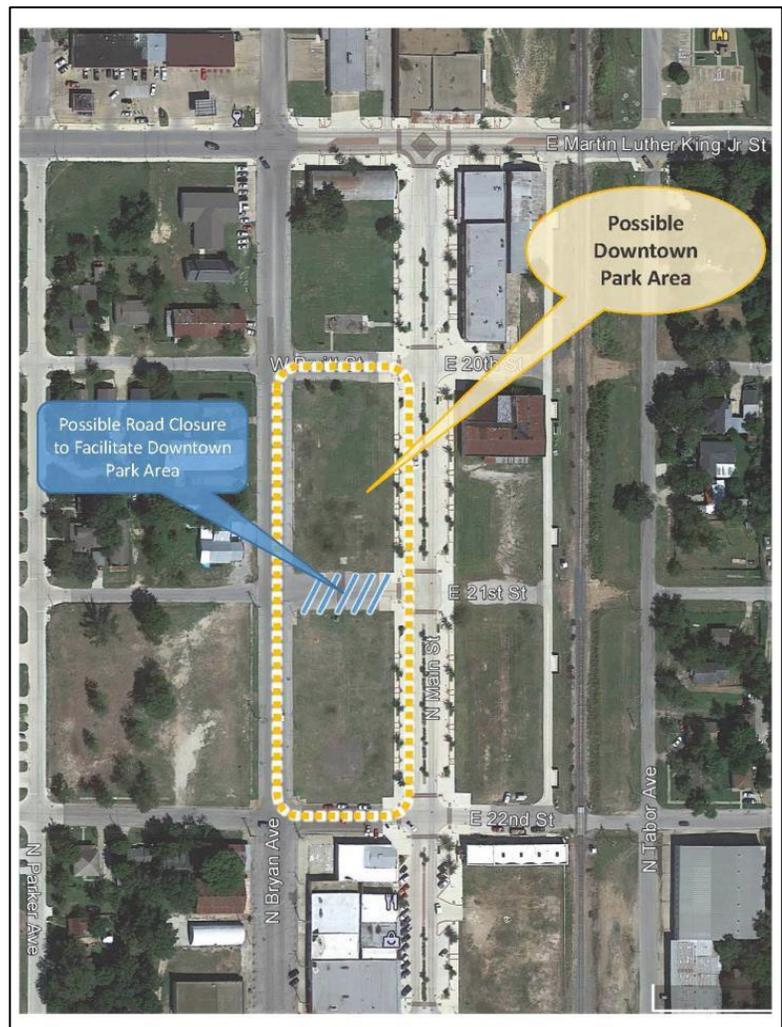


Figure 33: Proposed Downtown Bryan Park

## Non-Motorized Trails/Park Linkages

Throughout the State and in cities in Texas, trails have remained a high priority and desired need by citizens. Trails/Bike transportation was the number one priority expressed by citizens in Bryan. The ability to access retail/commercial, Blinn/Texas A&M University, Downtown Bryan, parks, and schools is a high priority.

Trails that are located in parks, greenbelts or utility easements should be non-motorized trails. The exception is for wheelchairs or other means of transportation for the challenged or disabled.



### Non-Motorized Trails

These trails are located in parks, floodplains, drainageways, and within Bryan Texas Utility overhead power easements. The trails are the multi-use “trails” identified on the Hike and Bike Trail Master Plan. There are two (2) types of trails – hard surface and soft surface.

#### Trail Surfaces

**Hard Surface** – Concrete is the recommended choice for hard surface trails primarily because of longevity and low maintenance.

**Soft Surface** – Soft surface trails are constructed of decomposed granite or other materials, such as crushed limestone. Other materials may be used, as approved by the City.

The Bryan City Staff has developed and maintained two (2) plans. The first is a Hike and Bike Trail Plan which delineates existing and future bike lanes, shared paths and trails. In general the trails or paths in this plan are ten feet (10') in width and greater. This Hike and Bike Trail Plan is summarized below.

The second is a Sidewalk Master Plan which delineated sidewalks in neighborhood areas and in some cases adjacent to thoroughfares. Sidewalks in this plan are less than ten feet (10') wide. The plans are on two separate documents for clarity. This Sidewalk Master Plan is summarized following the Hike and Bike Trail Plan summary.

## Hike & Bike Plan

### Summary

Shown on page 286, this is an original plan developed by City Staff. Routes were determined by several factors, including:

- General citizen input
- Location of public schools, parks, and points of interest (e.g., downtown, Blinn College)
- Connectivity to College Station bicycle facilities
- Test rides of proposed bicycle facilities by City Staff

Each Single Member District of the City is represented by a different colored area. City parks are shown in dark green and BISD schools are represented by red building symbols with flags. Properties owned by Texas A&M University, Blinn College, and CHI St. Joseph Hospital are highlighted in maroon, light blue, and blue, respectively (page 286).

In addition to the Hike and Bike Plan, the Transportation Department prepared a Sidewalk Master Plan. The Sidewalk Master Plan graphically illustrates non-motorized linkages from residential and nonresidential areas of Bryan where trails opportunities are nonexistent or difficult build. Although the widths of the sidewalks are not as wide as trails in the Hike and Bike Plan, the Sidewalk Master Plan illustrates the connectivity between the two plans and how citizens in Bryan might utilize the two plans for pedestrian circulation.

### Legend

Existing bicycle facilities are shown as solid lines. Proposed facilities are shown as dashed lines. Differed colors reflect the type of facility:

- Red – Bike lanes are on-street facilities that include some form of separation from traffic by pavement markings, such as lane lines or a buffer area. Bike lanes may be appropriate for streets with moderate vehicle speeds and volume. Signage for bike lanes may include directional/guide signs and parking restrictions.
- Blue – Bike routes are on-street facilities where the roadway is shared by bicycles and vehicles. Bike routes may be appropriate for low-speed, low-volume, wide roadways. Bike routes are typically designated by bike route signs and sharrow (shared-lane) markings.
- Yellow – Future bike routes are located along unconstructed roadways. This designation is used as a placeholder until the roadway can be built and traffic behavior can be determined.

- Maroon – College Station bike facilities are shown to provide connectivity between the two cities. Many Bryan residents are employed by Texas A&M University (TAMU) or are enrolled students. There is also a large population of students co-enrolled at TAMU and Blinn College.
- Green – Cycle tracks are similar to bike lanes, but include a horizontal or vertical barrier from traffic as well as separation from pedestrians. Vertical separation is typically achieved using elevated bike lanes with a curb. Horizontal separation can be accomplished by delineators, planter boxes, or parked cars. Cycle tracks may be appropriate for streets with high speeds and volumes or areas with significant pedestrian traffic.
- Black – Shared use paths can be thought of as wide sidewalks along roadways that are shared by pedestrians and cyclists. They are typically a minimum of 10' wide. In addition to commuting, these may be attractive for recreation. Shared use paths may be appropriate for streets with high speeds and volumes.

#### Multi-Use Trails

- Brown – Hard Surface – A non-motorized trail. The minimum recommended width is ten feet (10') wide. It is shared by pedestrians and cyclists. Concrete is the recommended choice for hard surface trails primarily because of longevity and low maintenance.
- Orange - Soft Surface – A non-motorized trail. Soft surface trails are constructed of decomposed granite or other materials, such as crushed limestone. Other materials may be used as approved by the City. The recommended width is eight feet (8') to ten feet (10') wide, although this is difficult to maintain without a hard edge. These trails should not be installed adjacent to active creeks with floodplain as they will be damaged in flooding conditions.

### **Possible Trail Connectors/Relationship to the Hike and Bike Plan**

The Parks, Transportation, Planning Department and Consultant evaluated additional trail linkages throughout the City to connect parks, schools, and retail to Downtown Bryan and other points of interest. The additional trail linkages were also added to the Hike & Bike Plan Map. The main goal is to connect some of the major areas of Bryan. There are four such areas that were determined to be priorities and are therefore recommended to be concentrated on as non-motorized trail connections are constructed or improved. These areas are described in the following sections.

### ***Downtown Bryan***

As challenging as it is to establish connections in older areas of communities, it is essential to make the effort to do so as streets and areas are reconstructed and redeveloped. Making non-motorized trail connections to Downtown Bryan will increase its attractiveness as a destination for people to eat, shop, and recreate.

### ***Brazos River***

The Brazos River is a major natural feature for which the citizens of Bryan and Blinn College/Texas A&M University students could benefit from having access to via non-motorized trail connections. One option from Downtown Bryan would be south on Finfeather Road to Bittle Lane and west on Leonard Drive and into the Turkey Creek Trails System to the Brazos River. For east Bryan residents the connector could be Briarcrest Drive across Earl Rudder Freeway continuing west onto Villa Maria and into the Turkey Creek Trail System.

### ***Central Bryan***

It is difficult to provide new trail opportunities in established developed areas. The plan proposed a section of trail which is approximately 1.8 miles and links Sue Haswell Park to Blinn College, Camelot Park, Bryan High School and the Bryan Aquatic Facility. The trail also intersects Briarcrest Drive, a major east/west trail. This is a significant trail addition in this established area of Bryan.

### ***Residential Areas East of Earl Rudder Freeway***

First, the existing pipeline easement provides a prime opportunity for extension of the current Park Hudson trail (that is within the greenbelt area). With a short length of trail going south to the easement, a trail can be constructed through the pipeline easement to provide access to retail areas around Briarcrest and William J. Bryan Parkway. Second, the Park Hudson trail can be extended north to Copperfield Park. Third, future residential development can be constructed with trail connectivity in mind. All of these residential areas could greatly benefit from this network of interconnected trails.

### ***Funding Opportunities***

The construction of bicycle facilities may be partially funded by external grants, though annual funding varies and is typically competitive. TxDOT administers several programs, including:

- The Transportation Alternatives Program (TAP) funds pedestrian and bicycle facilities along state designated routes that can potentially reduce vehicular traffic volumes.
- The Highway Safety Improvement Program (HSIP) can fund pedestrian safety improvements for state and local roadways, provided there is a history of bicycle-vehicle collisions.

- The Safe Routes to Schools (SRTS) program funds accessible routes to schools, but requires a coordinated effort with school administrators.
- Texas Parks and Wildlife Department (TPWD) Motorized and Non-Motorized Grants are administered through the TPWD.

Internal funding for bicycle facilities has historically been covered by the issuance of bonds for projects in the Capital Improvement Program.

## Sidewalk Masterplan

### *Summary*

City staff members are updating the 2006 Sidewalk Masterplan. In addition to sidewalks, shared use paths and trails are also shown. Shared use paths can be thought of as wide sidewalks that serve pedestrians and bicyclists. Trails are off-street sidewalks located in parks. Major changes to the previous plan include:

- Division of city into single member districts
- Highlighting of properties owned by Texas A&M University (maroon), Blinn College (light blue), and CHI St. Joseph Hospital (blue)
- Update of sidewalks constructed since 2006
- Addition of sidewalks for the Castle Heights and Villa West neighborhoods based on citizen input
- Connection of Thornberry Drive and Boonville Road sidewalks via FM 1179
- Connection of Old Hearne Road and Waco Street via Tabor Road to reflect future realignment of Waco Street
- Extension of Old Hearne Road from Glacier Drive to Stevens Drive to fill gap

The Sidewalk Master Plan graphically illustrates non-motorized linkages from residential and nonresidential areas of Bryan where trails opportunities are nonexistent or difficult build. Although the widths of the sidewalks are not as wide as trails in the Hike and Bike Plan, the Sidewalk Master Plan illustrates the connectivity between the two plans and how citizens in Bryan might utilize the two plans for pedestrian circulation.

## *Legend*

Different colors reflect priority for construction, which also correlates to the availability of external funding. The colors were chosen by city staff in 2006.

- Dark Blue – Existing sidewalks are shown in blue. These sidewalks vary in width from 3’ to 10’. Eventually, 3’ and 4’ wide sidewalks will need to be widened to the City 5’ minimum standard.
- Red – Proposed sidewalks along major thoroughfares are given the highest priority for construction. Thoroughfares are collectors and arterials judged by city staff to be vital transportation corridors.
- Green – Short gaps in the sidewalk network that could be constructed by the City or developers are assigned the second highest priority. Short gaps are subjectively defined, but generally less than 1000 feet in length or two blocks in dense areas.
- Light Blue – Sidewalks giving access to schools are given the third highest priority. These routes are based on the general knowledge of city staff, which in some cases was influenced by citizen input or comments by the Bryan Independent School District.
- Yellow – Routes to and within parks are given the fourth highest priority. These routes typically provide park access to neighborhoods and schools.
- Orange – Gaps in the sidewalk network that exceed the length limits for Short Connectivity sidewalks are given the lowest priority. These routes would improve pedestrian connectivity, but may be difficult to fund.

## *Funding Opportunities*

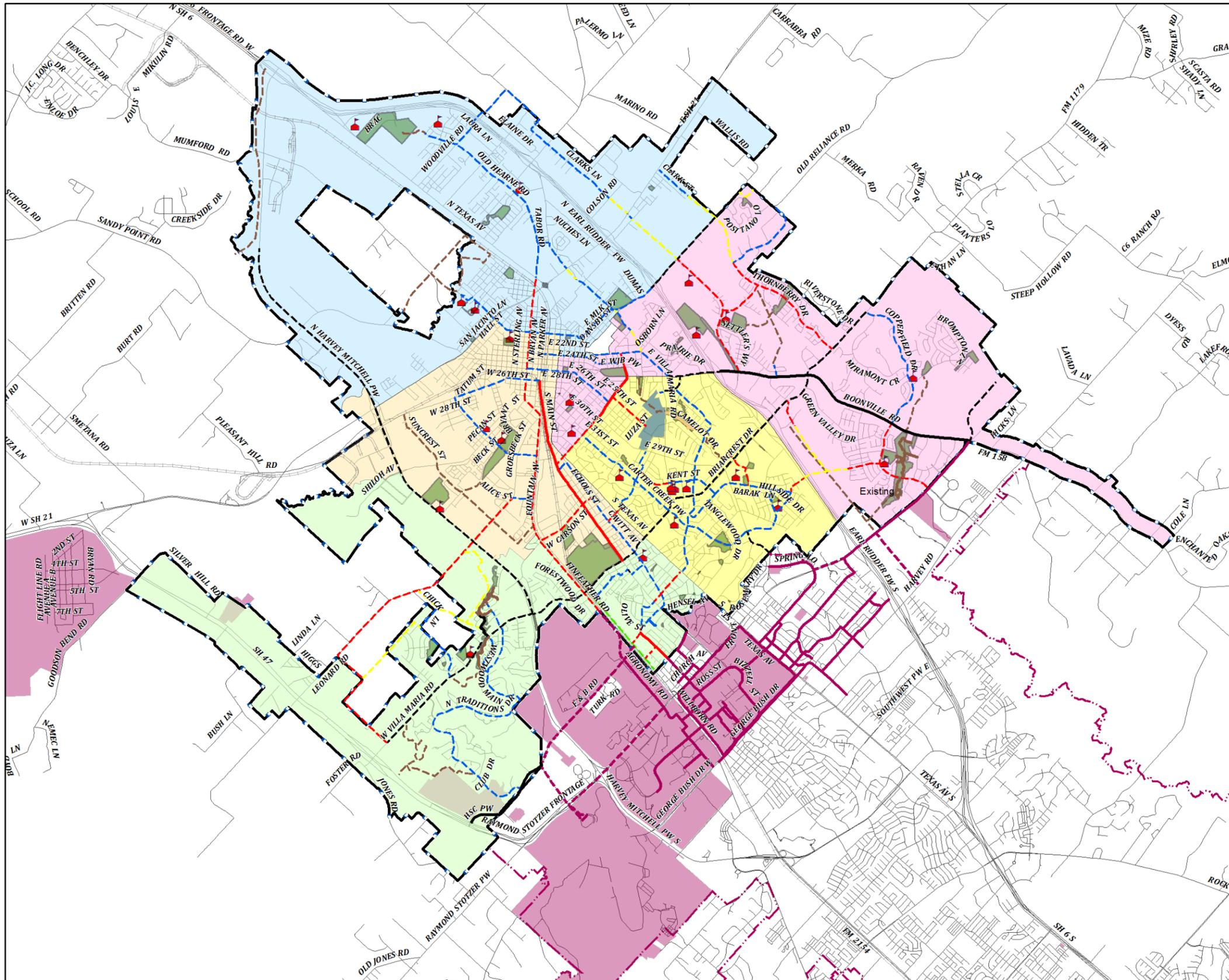
Sidewalks construction may be partially funded by external grants, though annual funding varies and is typically competitive. TxDOT administers several programs, including:

- The Transportation Alternatives Program (TAP) funds pedestrian and bicycle facilities along state designated routes that can potentially reduce vehicular traffic volumes.
- The Highway Safety Improvement Program (HSIP) can fund pedestrian safety improvements for state and local roadways, provided there is a history of pedestrian-vehicle collisions.
- The Safe Routes to Schools (SRTS) program funds accessible routes to schools, but requires a coordinated effort with school administrators.

Internal funding for sidewalks has historically been covered by the issuance of bonds for projects in the Capital Improvement Program. Another resource is the Sidewalk Fee, which can sometimes be paid by developers in lieu of sidewalk construction. This fee is collected when city staff determines that partial sidewalk construction is not desirable.

## **Equestrian Trails**

Equestrian trails were mentioned as an alternate means of recreation. There could be an opportunity to partner with the Brazos Expo Center to create an equestrian trailhead. Floodplains, utility easements or a public/private tract of land can be explored as locations for equestrian trails. The City should work closely with local equestrians to select the location and design of the trails.



**CITY OF BRYAN**  
*The Good Life, Texas Style*  
**HIKE & BIKE PLAN**

**Legend**

**EXISTING**

- Bike Lanes
- Bike Route
- CoCS/TAMU
- Hard Surface
- Soft Surface
- - - Shared Use Path

**PROPOSED**

- - - Bike Lanes
- - - Bike Route
- - - Bike Route (Future)
- - - CoCS/TAMU
- - - Cycle Track
- - - Shared Use Path
- - - Trail

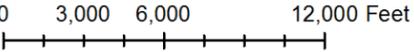
- BLINN CAMPUS
- PARKS
- TAMU PROPERTY BOUNDARY

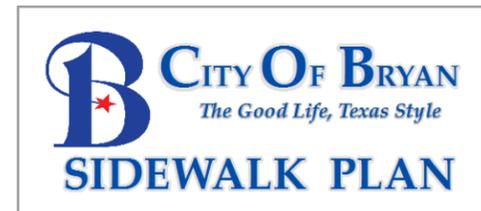
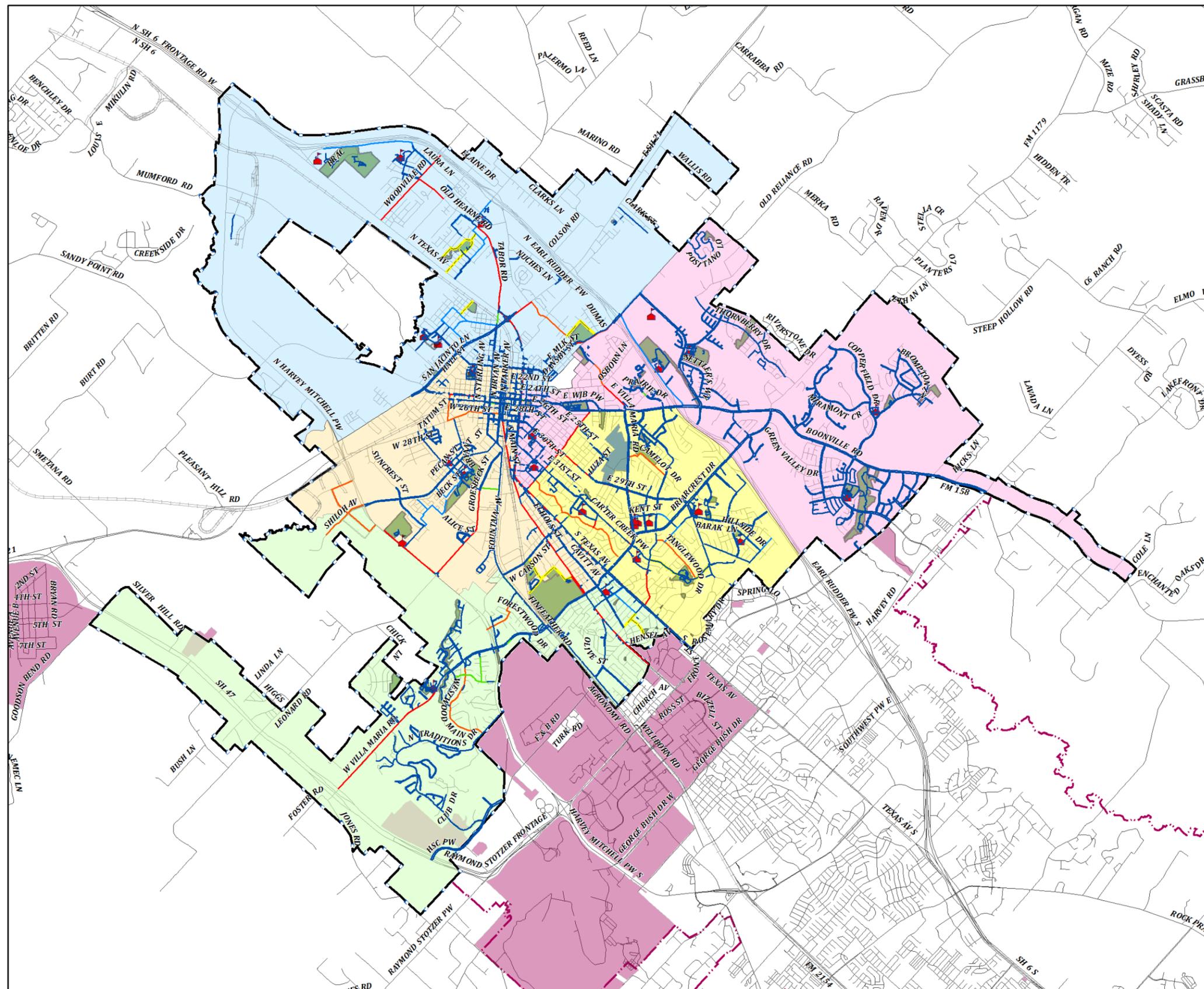
**COB SINGLE MEMBER DISTRICTS**

- SINGLE MEMBER DISTRICT 1
- SINGLE MEMBER DISTRICT 2
- SINGLE MEMBER DISTRICT 3
- SINGLE MEMBER DISTRICT 4
- SINGLE MEMBER DISTRICT 5

- ▲ BISD SCHOOLS
- BRYAN CITY LIMITS
- COLLEGE STATION CITY LIMITS
- STREETS
- RAILROADS

Figure 34: Hike and Bike Plan





- Legend**
- Existing Sidewalks
  - Priority of Proposed Sidewalks
    - Thoroughfare Associated
    - Short Distance Connectivity
    - School Associated
    - Parks Associated
    - Long Distance Connectivity
  - BLINN CAMPUS
  - PARKS
  - TAMU PROPERTY BOUNDARY
  - SINGLE MEMBER DISTRICT 1
  - SINGLE MEMBER DISTRICT 2
  - SINGLE MEMBER DISTRICT 3
  - SINGLE MEMBER DISTRICT 4
  - SINGLE MEMBER DISTRICT 5
  - BISD SCHOOLS
  - BRYAN CITY LIMITS
  - COLLEGE STATION CITY LIMITS
  - STREETS
  - RAILROADS

**Figure 35: Sidewalk Master Plan**

N

0 3,000 6,000 12,000 Feet

## Ten-Year Action Plan/Priority List

The Ten-Year Action Plan/Priority List for outdoor facilities and indoor facilities, as shown in Table 50 and Table 51, represents the culmination of the 2016 Parks, Recreation, Open Space and Trails Master Plan. The priorities were established through the analysis of public input, existing recreational facility needs, and projected future park development needs. Annual review of the priority list by the City staff, City Council, Bryan Parks and Recreation Advisory Board, and citizens will allow for continual updating of these priorities as they relate to the City's changing needs for parkland acquisition, park improvements, and new facilities to further enhance the quality of Bryan's Parks and Recreation system. The Outdoor and Indoor Ten-Year Action Plans (as shown respectively in each of the following tables (on the following pages) are important because they are used by the Texas Park & Wildlife Department to score State grant requests from municipalities.

### Ten-Year Action Plan/Priority Listing – Outdoor Facilities

Priority	Facility	Timing	Estimated Cost	Possible Funding Sources
1.	Non-Motorized/Walking Trails	2016 - 2021	\$300,000.00/Mile	Bonds, Grants, Private Donations
2.	Natural Areas /Open Space	2016 - 2021	Varies	Bonds, Grants, Private Donations
3.	Playgrounds	2016 - 2021	\$150,000.00/Each	Bonds, Grants, Private Donations
4.	Picnic Tables / Shelter	2016 - 2021	\$50,000.00/Each	Bonds, Grants, Private Donations
5.	Basketball Court	2016 - 2021	\$95,000.00/Each	Bonds, Grants, Private Donations
6.	*Youth Baseball	2016 - 2021	\$350,000.00/Each	Bonds, Grants, Private Donations
7.	*Youth Softball	2016 - 2021	\$300,000.00	Bonds, Grants, Private Donations
8.	*Youth Football	2016 - 2021	\$250,000.00	Bonds, Grants, Private Donations
9.	*Youth Soccer	2016 - 2021	\$350,000.00/Each	Bonds, Grants, Private Donations
10.	Community Center	2016 - 2026	\$10,000,000.00 to \$35,000,000.00	Bonds, Grants, Private Donations
11.	Swimming Pool	2016 - 2026	Varies on Size	Bonds, Grants, Private Donations
12.	Adult Softball	2016 - 2021	\$400,000.00/Each	Bonds, Grants, Private Donations
13.	*Tennis Courts	2016 - 2021	\$135,000.00 (2)	Bonds, Grants, Private Donations
14.	Pickle Ball Court	2016 - 2021	\$35,000.00 (2)	Bonds, Grants, Private Donations
15.	Splash Pad – Water Feature	2016 - 2021	\$250,000.00 to \$500,000.00	Bonds, Grants, Private Donations
16.	Amphitheater	2016 - 2026	Varies	Bonds, Grants, Private Donations
17.	Park Bench	2016 - 2026	\$750.00	Bonds, Grants, Private Donations
18.	Skate Park	2025 – 2030	Varies	Bonds, Grants, Private Donations

\*Lighted Facility

Estimated costs are approximate and do not reflect site conditions.

February, 2016

**Table 50: Ten-Year Action Plan/Priority Listing – Outdoor Facilities**

<b>Ten-Year Action Plan/Priority Listing – Indoor Facilities</b>				
<b>Priority</b>	<b>Facility</b>	<b>Timing</b>	<b>Estimated Cost</b>	<b>Possible Funding Sources</b>
<b>1.</b>	Indoor Track	2017-2022	Varies	Bonds, Grants, Private Donations
<b>2.</b>	Multi-Purpose Gym	2017-2022	Varies	Bonds, Grants, Private Donations
<b>3.</b>	Aerobic Room	2017-2022	Varies	Bonds, Grants, Private Donations
<b>4.</b>	Arts & Crafts	2017-2022	Varies	Bonds, Grants, Private Donations
<b>5.</b>	Racquetball	2017-2022	Varies	Bonds, Grants, Private Donations
<b>6.</b>	Weight Room	2017-2022	Varies	Bonds, Grants, Private Donations
<b>7.</b>	Computer Game Room	2017-2022	Varies	Bonds, Grants, Private Donations
<b>8.</b>	Indoor Aquatic	2017-2022	Varies	Bonds, Grants, Private Donations

**Table 51: Ten-Year Action Plan/Priority Listing – Indoor Facilities**

## Funding Sources

This *Parks, Recreation, Open Space, and Trails Master Plan* recommends the development of a number of new parks, and further development in some existing parks. Once completed, these recommended improvements represent a substantial public investment in parks and open space as the City grows and develops. The various sources of funds for these improvements are as important as the diversity of those sources. When there are several sources of funds for implementing this *Parks, Recreation, Open Space, and Trails Master Plan*, then no one source is over-burdened, and the *Parks, Recreation, Open Space, and Trails Master Plan* has a better probability of successful implementation. The sources discussed below relate to the purchase, development, and/or renovation/expansion of park land and facilities.

### **General Fund**

This source of funding is supported by ad valorem tax revenues. It is generally the primary source of funds for maintenance and operation of the existing park system. The general fund is also the source for projects requiring smaller amounts of capital investment. Although projects funded by this source make a small annual contribution to the expansion of the park system, analysis over a number of years usually reflects a major accomplishment in improvements to the park system. It is important to include funding for on-going maintenance and staff requirements for new developments and improvements.

### **Hotel Occupancy Tax**

The Hotel Occupancy Tax is a tax levied on hotel rooms and lodging. This tax could be used for certain park developments such as athletic facilities and community parks. These funds could be used to retire bonds associated with park improvements.

### **Bonds**

Bonds are generally the most common funding source utilized by cities for the purchase of land and for providing development monies. There are two types of bonds which are used for parks, both of which must be approved by referendum.

General Obligation Bond – The General Obligation Bond is amortized using ad valorem taxes and is used for the funding of capital projects which are not supported by a revenue source. These projects include water service, sanitary sewer service, and park acquisition and development. The availability of bonding for parks is often dependent upon the overall municipal needs funded by this source. Capital items, such as purchase of land and physical improvements with a useable life expectancy of 15 to 20 years, can be funded with general obligation bonds.

Revenue Bonds – Revenue bonds fund projects which produce enough revenue to retire their debt, such as golf courses, batting cages, and enterprise-oriented park projects.

### ***Private Donations***

This source of financial assistance would usually come from a citizen, an organization, or a business with an interest in assisting with the development of the park system. Land dedication is not an uncommon occurrence when property is being developed. The location of a neighborhood park within a residential development offers additional value to residential units within that neighborhood, especially if the residential development is occupied by younger families with children.

Private donations may also be received in the form of funds, facilities, recreation equipment, art or in-kind services. Donations from local and regional businesses, as sponsors for events or facilities, should be pursued.

### ***Sales Tax Option (4B)***

The passage of Senate Bill 376 in 1992 gave cities an economic development tool which provided a sales tax that could be levied for park and recreation purposes. The City of Bryan has passed a 4B sales tax which is dedicated to the Economic Development Corporation.

### ***Texas Recreation and Parks Account (TRPA) Program***

The TRPA Program is administered by the Texas Parks and Wildlife Department (TPWD). The TPWD program allows a city to request matching funds for both the acquisition and construction of park facilities. Currently, funds are available on a fifty percent (50%) cost share basis; the maximum amount for which a grant request can be is \$500,000. The grant is secured through submission of an application which follows a standard format for applicants. All applications received are ranked by a point system designed to evaluate the need for the purchase or construction being requested. Funds are distributed among the applicants having the greater number of points, until all allocated funds are expended.

Applications to the TPWD can be made annually, with a six-month waiting period following the submission date before successful applicants are notified. The number of applications a city may submit at any given time is based on both past performance on grants and TPWD evaluation criteria. This funding source is used by many communities. The competitiveness of the program generally allows cities having bona fide park needs to prevail in obtaining funds.

## In Summary

The City of Bryan has a history of maintaining existing parks and providing new recreation amenities and as such is currently providing a quality park system for its citizenry. Based on the Texas Parks and Wildlife Department, a new parks master plan should be prepared every ten (10) years and updated within five (5) years from the date of adoption; the timing of this Plan is consistent with that recommendation. This Plan is also a continuation of the City recognizing parks and recreation as key to the quality of life that residents enjoy.

One of the key factors in any park planning process is citizen input, and an extensive process of gathering that input was undertaken. First among the wants/needs expressed by Bryan citizens was *Non-Motorized/Walking Trails*, which are highly recommended by this Plan and are listed first on the Ten-Year Action Plan/Priority List. Other important aspects of this Plan are:

- 1) The specific park improvements outlined for each park (along with estimated costs),
- 2) The amount of park acreage for each park type that is needed to meet the needs of Bryan's current and future population,
- 3) The number of fields needed for recreation sports teams, and
- 4) Recommendations for enhancing and diversifying Bryan's recreation opportunities such as the multi-use community center.

Consistent use of this 2016 Parks, Recreation, Open Space and Trails Master Plan by implementing the recommendations will help to ensure that the future expansion of the City's recreation opportunities is continuing to meet the needs of Bryan's citizens.



## CHAPTER 9 MUNICIPAL SERVICES

# Municipal Services

As growth occurs and the community changes, it is the City's responsibility to determine what influences and forces are at work in order to provide the data necessary to make critical development decisions. Adequate land allocation for public facilities is necessary to maintain high levels of service into the future. As Bryan continues to experience a variety of development and redevelopment, it will be necessary that the land allocation needs for public facilities be identified before new development occurs and limits the options available.

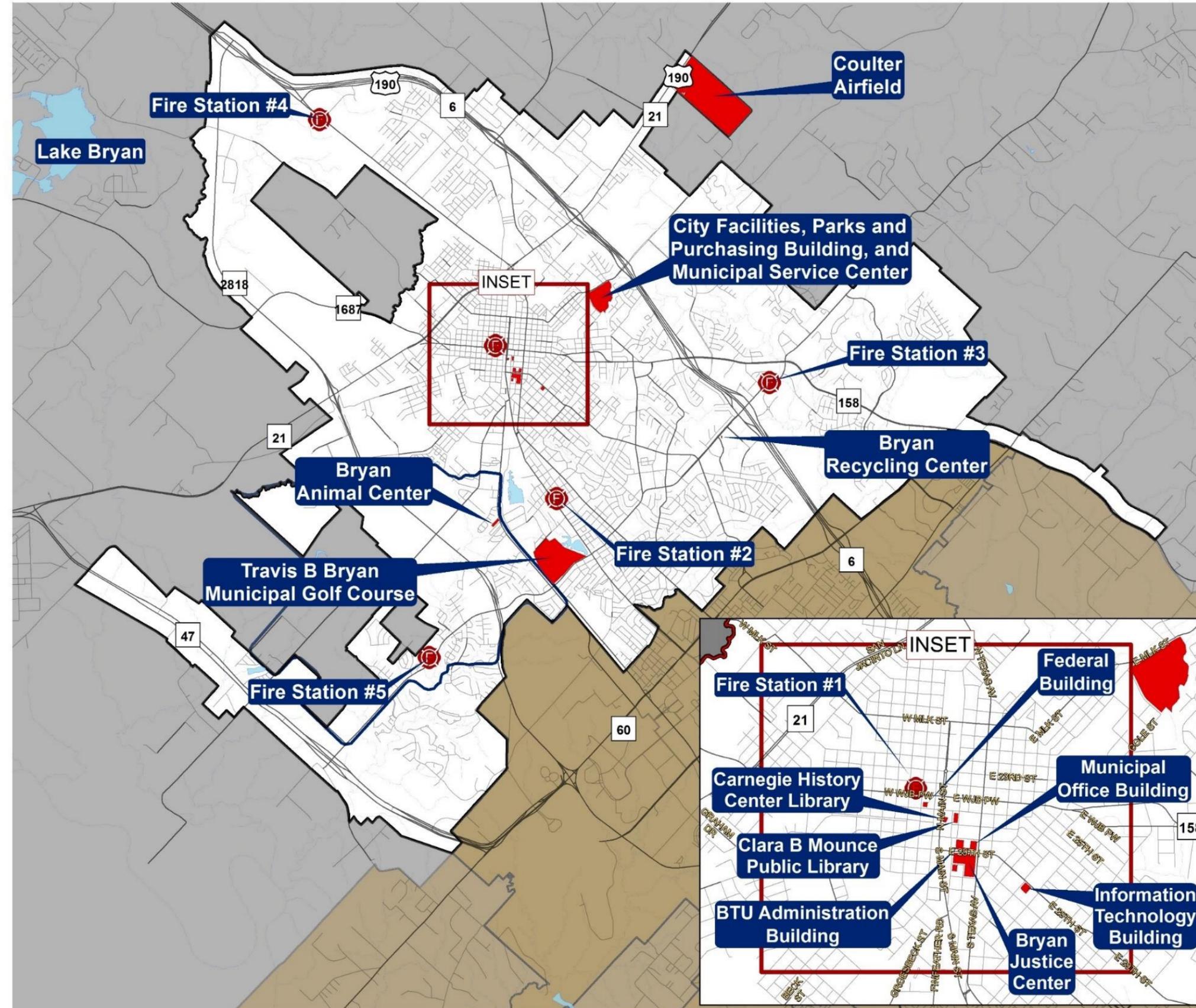
In addition to basic utilities, the City of Bryan provides an exemplary range of city services to the citizens and businesses of the community. These services include police, fire and emergency medical services (EMS), libraries, solid waste collection, and community facilities. The community is safer and the quality of life is higher when the City is able to provide high levels of service; lending to higher levels of community satisfaction, pride, and investment among both residents and businesses in Bryan. Public facilities should be designed and constructed to be environmentally sensitive and consistent with the surrounding character, as well as maintain desired levels of service, maximize existing infrastructure, and be as cost-efficient as possible. This section summarizes the key public facilities, including service/space projections, general assessments of the levels of service provided to residents, and an analysis of future needs.

## Existing Facilities

Public facilities that house the various governmental and service functions of a municipality generally fall into two different categories: (1) those requiring a central or common location in order to serve the entire municipal area, and (2) those service segments of the community in which location is based on service-area. Bryan's City Hall is an example of a governmental building that serves the entire community. Local fire stations represent a public facility that has a service-area relationship with the community. The following sections describe each municipal service in greater detail. They include a discussion of any challenges or deficiencies that will need to be addressed in the future, as well as future public facility needs based upon Bryan's future growth and development projections. Table 52 identifies existing facilities, functions, and sizes.

Facility	Function	Size (Square Feet)
Bryan Justice Center 303 East 29 <sup>th</sup> Street	Police Department, Municipal Court	41,000
Facilities, Parks and Purchasing Building 1309 E Martin Luther King, Jr. Street	Facilities Department, Parks Department, Purchasing Department	5,000
Information Technology (IT) Building 801 E 29 <sup>th</sup> Street	Information Technology Department	10,200
Fire Stations 1. 300 W WM J. Bryan Parkway 2. 2813 Cavitt Avenue 3. 3211 Briarcrest Drive 4. 5429 N Texas Avenue 5. 2052 W Villa Maria Road	Fire Department Administration, EMS	37,091
Clara B. Mounce Public Library 201 E 26 <sup>th</sup> Street	Library, Meeting Rooms, Computer Lab	25,500
Carnegie History Center Library 111 S Main Street	Research center for local history and genealogy	31,948
BTU Administration Building 205 E 28 <sup>th</sup> Street	Bryan Texas Utilities Administration (BTU)	67,781
Municipal Service Center 1111 Waco Street	Water Services, Code Enforcement, Environmental Services, Fleet Services, Streets and Drainage Services, Parks	87,049
Bryan Animal Center 2207 Finfeather Road	Animal Control, Animal Shelter, Animal Adoption Center	5,000
Municipal Office Building 300 S Texas Avenue	Council Chambers, Executive Services, City Secretary, Fiscal Service, Engineering Services, Legal Department, Economic Development, Risk Management, Human Resources Department, Communications Department, Planning and Development Services	44,729
Federal Building 216 W 26 <sup>th</sup> Street	No municipal functions	13,500
Coulter Airfield 6120 E. State Hwy 21	Airport Operations	52,039
Bryan Recycling Center 2202 Briarcrest Drive	Drive-in recycling center	900
Travis B. Bryan Municipal Golf Course 206 W. Villa Maria Road	Par 70, 6228 yard, 18-hole municipal golf course, golf shop, cart barn, 2 maintenance facilities, on course restroom, 17.8 acre lake	

**Table 52: Existing Municipal Buildings and Public Facilities**  
Source: City of Bryan, Texas

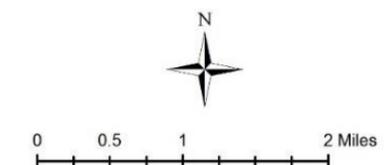


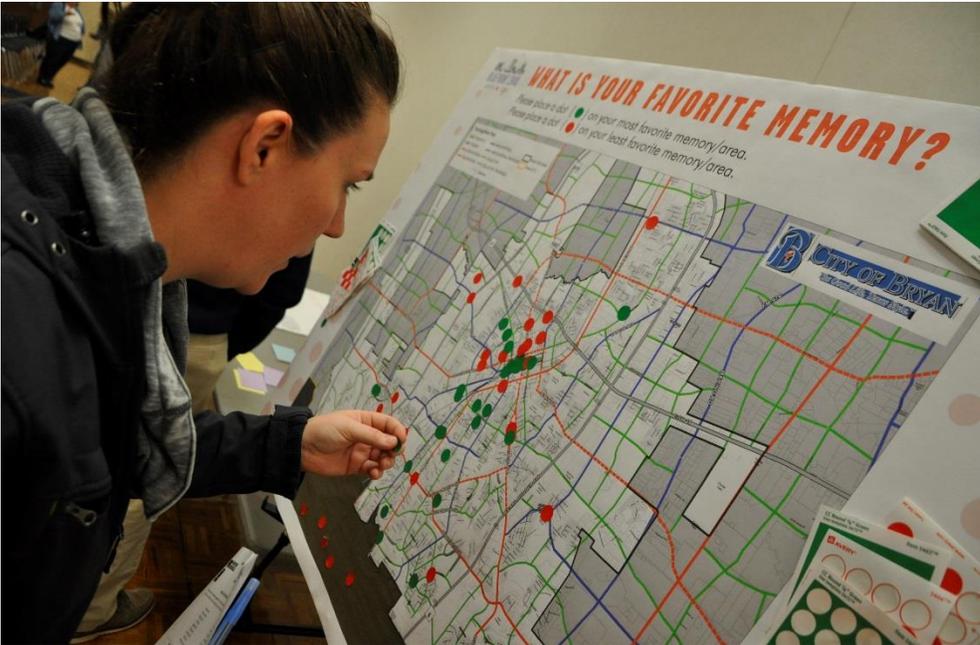
## Municipal Buildings and Public Facilities

### Map Features

-  Fire Station
-  Public Facilities
-  Bryan City Limits

Figure 36: Municipal Buildings and Public Facilities Map





### **“What We Heard About Public Facilities and Services”**

During the public input process, a variety of comments were received regarding public facilities and services provided. Much of the comments were made in regards to multi-modal connectivity, neighborhood revitalization, infrastructure investment, provision of public spaces/recreational facilities, and community beautification.

- There is a desire for increased funding to schools, services, and facilities.
- Neighborhood Night Out events create a feeling of safety/responsiveness from emergency services.
- There is a desire for a comprehensive beautification plan.
- There is demand for expanded and improved public and open spaces, as well as recreational facilities (i.e. climbing walls, basketball courts, trails, greenspace, etc.).
- Upgraded infrastructure will need to be provided in key growth and redevelopment areas.
- There is a need for combined flexible, multi-use open spaces or venues that can be used for public gatherings, community activities, and events.

## Emergency Services

### *Police*

Police service is an important factor in assessing a community's quality of life and public services. Safety and comfort are often prime considerations for individuals looking to establish a home. A high crime rate, or even just the perception of a high crime rate, can discourage people from locating in a particular area. Thus, maintaining a low crime rate can not only benefit the current residents, but also attract new population growth. The City of Bryan's crime rate has enjoyed an overall 37% decrease since 2009; going from 4,251 Part I crimes reported in 2009 to 2,963 Part I crimes reported in 2015. According to the U.S. Department of Justice, there are eight crimes that are referred to as Part I offenses: murder and non-negligent homicide, forcible rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny-theft, and arson. It is important to retain high-quality police services in order to maintain Bryan's reputation as a livable city and enjoyable place to live.



### *Officers*

There are currently 143 sworn positions and 31 civilian positions authorized within the Bryan Police Department (BPD). In 2014, eleven probationary police officers, two reserve officers, and six civilian employees were hired bringing the total officer employment to 143. BPD conducts a workload assessment every three years to gauge personnel needs. The City should continue to participate in this evaluation, taking into consideration national level of service ratios of police officers to population, in order to assess the current and future level of service required of BPD. Level of service, simply put, is determining whether the police force can properly serve the population. An accepted ratio of police officers to population is between 1.5 and 1.8 officers per 1,000 people.<sup>46</sup> However, according to the International City/County Management Association (ICMA) Center for Public Safety Management (ICMA/CPSM), in order for the per capita approach to be successful it must consider context-specific factors like size of the city, geographic region and city type, population size, demographics, socioeconomic characteristics, climate and other unique conditions.

- The City currently has a ratio between 1.7 and 1.8 officers per 1,000 people. This is within the standard ratio, and is an advantage for Bryan considering the expected rate of population growth. At 1.7 officers per 1,000 people, the City exceeds the required number of officers by four. At 1.8 officers per 1,000 people, the City would need four additional officers to meet the standard.

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<sup>46</sup> U.S. Department of Justice

- The following table projects the number of police officers needed in the future correlated with population projections in 2020, 2030, and 2040.
- For the past several years, the Bryan Police Department has grown at 2-3 officers per year; keeping up with the City’s population growth.

Basis and Needs	Ratio	Current Need (2015)	Projected Service Needs*		
			2020	2030	2040
Number of Officers	1.5 Officers : 1,000 People	121	131	152	176
	1.6 Officers : 1,000 People	129	140	162	188
	1.7 Officers : 1,000 People	138	148	172	200
	1.8 Officers : 1,000 People	146	157	182	212
Current Population (2014): 80,913					
Current Number of Officers: 143					
Current Facility Space (shared): 41,000					
* Population projections are based on the 1.5 percent CAGR established previously in this Plan. 2020: 87,260 / 2030: 101, 269 / 2040: 117,527					

**Table 53: Level of Service Provisions – Police Services**

Source: City of Bryan, Bureau of Justice Statistics (BJS), International Association of Chiefs of Police

**Equipment and Facilities**

Bryan’s Police Department and Municipal Court currently operate out of the Bryan Justice Center; a 41,000 square-foot building located at 303 East 29<sup>th</sup> Street in Downtown Bryan. The BPD functions through two specific bureaus: Field Operations and Investigations. There are currently 173 employees working at the BPD with limited available offices. Given the current number of employed staff, the building is operating near capacity with little room to accommodate growth without expansion.

The BPD fleet is replaced on an as-needed basis, as determined by specific criteria (i.e. years of age or mileage accrued) and the Fleet Services Department. The needs are then prioritized and fulfilled annually through the CIP budgeting and implementation. However, the annual needs are not always met due to budgetary constraints. This has put pressure on the BPD to continuously add the needs, remaining from the previous fiscal year, to the current year needs. According to BPD, the fleet needs anywhere from seven to nine market vehicles, one to two motorcycles, and up to two unmarked vehicles replaced annually.

- Since the BPD facility is operating near capacity, the City will need to begin planning to address the Police Department’s space needs. At its current level, Bryan should consider conducting a Space Needs Assessment that will further analyze the current building’s potential for expansion or the need for a new facility in about ten years.

- The City may consider reinstating the cycle replacement program for fleet equipment to ensure timely and prioritized replacement.

### ***Fire and Emergency Medical Services (EMS)***

Like police service, fire service is critical to the health, safety, and welfare of the community. The Bryan Fire Department (BFD) has an operational budget of approximately \$14 million; with 135 full-time employees (5 of which are civilians) operating out of five stations.<sup>47</sup> In addition to fighting fires, BFD's fire personnel are often called on to provide emergency medical services (EMS) to residents of the City of Bryan, as well as the northern half of Brazos County.



### **Firefighters and EMS Personnel**

Six additional firefighters were added to the force in 2015; bringing a total of 40 firefighters per shift. The BFD currently operates using three shifts, on which personnel work a 24 hours on/48 hours off work schedule. BFD responded to 11,062 incidents in 2015. This equates to a 7.5 percent increase from 2014 (an average over 30 emergency calls every day.<sup>48</sup>) The BFD currently has a Class 2 insurance rating by the Insurance Services Office (ISO), which is significantly improved since 2006 when the ISO rating was a Class 4. The ranking is from one to ten, with one being the best rating. A community's ISO rating directly affects property insurance rates based on evaluation of the quality of fire equipment and personnel, water availability, and proper communications and response times.

Emergency medical calls accounted for more than 77 percent of all calls for EMS in 2014 (a 3.5 percent increase from 2014). BFD's emergency medical services will be undergoing the accreditation process in 2016 to ensure that it is being operated and maintained to the standards established by the Commission on Accreditation of Ambulance Services (CAAS).

### **Equipment and Facilities**

The BFD replaces its fire engines at a rate of one engine every two years; with ambulances and other fleet/apparatus equipment being replaced as needed in combination with replacement criteria like age and accrued mileage. In 2015, the BFD received a Texas Interstate Fire Mutual Aid System (TIFMAS) grant for \$121,000 to add a new Wildland Firefighting Vehicle to the fleet that will be available to respond to state-wide incidents, should they occur.

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<sup>47</sup> City of Bryan Fire Department. [www.bryantx.gov/fire](http://www.bryantx.gov/fire)

<sup>48</sup> Bryan Fire Department 2014 Annual Report

The City also worked closely with the county to establish a Mass Fatality Plan in order to enhance community preparedness and response, should there be an emergency.

The City's current fire stations are at various stages of their life cycle; with some being older and others constructed more recently. Eastern growth has stretched internal response times slightly, but not so much as to require any additional facilities today. The City will need to reconsider its existing facilities and their locations with the expansion of Blinn College (to the west) and continued growth past Coulter Airfield (to the east). Additional space will also be needed in order to ensure adequate service area coverage and response times.

- Fire Station 1 is a modern building, built in 1998, that houses BFD's Fire Administration and Fire/EMS personnel. The facility includes dormitory space for staff to utilize when they are on duty, as well as offices for administrative support.
- The City is currently relocating Fire Station 2 to a new building at the intersection of Maloney Avenue and Lawrence Avenue. In 2016, BFD utilized bond funds received in 2010 to begin the design and construction of a new fire station building with construction expected to be completed in 2017. The new building will incorporate larger engine bays to store the trucks and equipment, and a room for training purposes.
- Stations 3 and 4 are both dated and at capacity. Station 3 is currently operating with seven people in a facility that is not large enough to accommodate them. It is planned to either rebuild, expand or relocate this station. Station 4 is in need of major repair; specifically, to the roof and structure. The current building is planned to be rebuilt.
- Station 5 was built in 2009 and was designed with future needs in mind. The station will adequately serve the needs of the community for the foreseeable future.
- As the City expands, an additional facility should be considered to ensure adequate service area coverage and maintain fast response times. An additional station (Station 6) should be planned for the future, with the location ultimately determined upon the direction of future population growth and community needs.
- A new training facility is needed. Training, education, and certification requirements have increased over the last decade. Training facilities must now accommodate both physical and tactical training. The current facility was built in the 1960s, and has outlived its functional use. Training at the facility has major limitations, and the structure should be tested for structural integrity if operations are to continue at the existing location.

#### Emergency Services Quick Facts:

- **Total Police Officers: 143**
- **Total Firefighters: 130**
- **300+ employees involved in the City's Emergency Services departments**
- **5 Fire Stations**
- **1 Police Station**
- **Fire and EMS services are provided to Bryan and EMS services to northern Brazos County**



## Bryan-College Station Public Library System Facilities

Library and educational services thrive in this community and have for over 100 years. The combined library and educational resources of the Bryan-College Station Public Library System provide unmatched resources to the citizens of Brazos County. In 1986, the City of Bryan signed an interlocal agreement with the City of College Station to provide shared library services. The two cities have been providing free library services to Brazos



County since that time. The system currently provides three library facilities; Larry J. Ringer Library (College Station), Clara B. Mounce Public Library (Bryan), and the Carnegie History Center (Bryan). Additional resources available to the community include the libraries at Texas A&M University and Blinn College, the Bush Presidential Library, and ever expanding school libraries (including BISD and several private schools). The educational and historical library resources that are available in Bryan are truly regional assets.

The Carnegie History Center has been an icon of the community since 1903. Today it is the oldest of the remaining 13 Carnegie library buildings in Texas. Located at 111 South Main Street in Downtown Bryan, the Carnegie Center underwent renovation in 1999 and has become a premier genealogical research facility, equipped with a variety of historical media collections and archives—including rare book collections, historical photos, documents, antiques, a history lab, and computers, to name a few.

Formerly known as the Bryan Public Library, the Clara B. Mounce Public Library was renamed in 2010 in honor of Clara Mounce, who served as Community Librarian for over 30 years. The 25,500 square-foot library is located at 201 E 26<sup>th</sup> Street in Downtown Bryan, just two blocks west of Texas Avenue. The traditional definition of “library services” has changed in recent years to include more diverse programs and technologies. The library currently offers a variety of services to the community to include inter-library loans, IRS forms and tax preparation assistance, youth services, summer reading clubs, and computers with Internet access. Technological upgrades now allow library patrons to view e-books e-magazines, and e-audiobooks, as well as download files to and from their personal tablets and smartphones. According to the public input gathered during this process, it is evident that the library is one of the City’s largest and most popular assets. Discussion included potential expansion of the facilities to accommodate more users and larger collections for future populations.

The American Library Association (ALA) standard for library space in relation to population is 0.75 square feet per library patron. Table 54 below shows the future square footage demands for the City of Bryan.

- According to the projected library service space needs, Bryan citizens will need to be provided with an additional 17,264 square feet of library facility space, for a total of 58,764 square feet.
- It will be important for the City to evaluate the facility’s usage trends such as how resources are being used, where residents are using these resources and in which facilities, the purpose for which they are being used, and when they are most often being used. This will help coordinate and prioritize the library services and personnel that are provided across the system.
- Continued emphasis should be placed on digital media and technology; like streaming videos, e-books, online databases, and historical archives with 24/7 access.
- Partnerships with local publications and organizations have helped to promote the library’s facilities and programs, as well as auxiliary uses and functions in the community. The community is able to utilize the library’s meeting rooms as public meeting space for organizations, conferences, and other group functions.

Basis and Needs	Current Square Footage	Current Need (2015)	Projected Population*		
			2020	2030	2040
Population	41,500	80,913	87,260	101,269	117,527
Square Footage Needs (based on ALA Standards of 0.5 Square Feet per Population)		40,957	43,630	50,635	58,764

\* Population projections are estimated based on the compound annual growth rate.

**Table 54: Level of Service Provisions – Library Services**  
Source: City of Bryan

#### Library System Quick Facts:

- Total patrons: 29,889
- 44 employees
- 41,500 square feet in the library system
- 2 public meeting rooms with state-of-the-art projection, sound and media technologies
- Computer lab with Internet access and computers available for public use
- 1995 Bryan Public Library remodeled after fire
- 1999 renovation of Carnegie History Center
- 2008 expansion of Larry J. Ringer Library (College Station)

Source: Bryan/College Station Public Library System

## Bryan Animal Center

The Bryan Animal Center (BAC) is an approximately 5,000 square foot Butler Manufacturing Company building built in circa 1981. While the office/reception area and some limited space is heated and cooled, much of the facility is only heated. The largest single area of the BAC is approximately 2,400 square feet for dog kenneling. The aged facility is complemented with LGL and Shoreline cages/kennels, which were purchased in 2011. The facility was originally constructed for a non-profit to provide animal housing services for the cities of Bryan and College Station and Brazos County. Presently the BAC is operated by and serves the City of Bryan; with approximately 2,500 animals being cared for annually in the facility.



The funding of and construction of a new animal center facility has been discussed, including the possibility of partial funding from private donations. Preliminary reviews suggest a new 12,000 square foot facility could serve the City's needs well into the future. Such an all-inclusive service facility is estimated to cost between \$5,000,000 and \$6,000,000. To plan for future needs in the short-term, the City should engage an architect to conduct a feasibility study. In the long-term, the City should pursue options to fund and construct a new animal center facility. A new animal center is listed as an unfunded project within the Capital Improvement Plan (CIP).

## Waste Management Services

Residents and commercial businesses receive solid waste collection services from the City of Bryan. The City of Bryan's Solid Waste Department services approximately 22,000 residents across six routes (an average of 950 units per route).<sup>49</sup> Commercial service consists of five collection routes that service over 1,800 customer stops per week. As the City grows, the City's waste collection will need close consideration and monitoring as developments are phased in and their effects take root.

The Solid Waste Department has replaced over 4,000 residential containers over the past year. The City currently has a specific container replacement budget of \$70,000, and also receives grant funding of \$60,000 until 2018. With \$130,000, the City has been able to replace waste containers across the community. Consideration should be given to evaluating the budget once the grant funding has expired. In addition, the current solid waste fleet is on a replacement schedule of replacing vehicles every five years. Regular maintenance, replacements, and additions should be made to the fleet to ensure that the equipment is operative and prepared for the projected needs.

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<sup>49</sup>The City of Bryan, <https://www.bryantx.gov/environmental-services/waste-collection-solid-waste-group/>

Brushy and bulky trash collection is the most labor intensive service provided by the Solid Waste Department. Collecting this type of trash requires the most drivers and the most personnel to operate; especially since the service runs five days a week, and serves each residence at least once a week. The City should continuously evaluate the manpower needed for this service, and add employees as needed. Not many cities are able to provide brushy and bulky trash collection services every week. This service helps keep the community clean and serves as a quality of life asset for residents.

Bryan is partnered with the City of College Station in the area's landfill, Twin Oaks Landfill, located in Grimes County. Through an interlocal agreement, the two cities formed a non-profit local governmental corporation, Brazos Valley Solid Waste Management Agency (BVSWMA) who manages both the Landfill and Compost Facility located in Bryan. Since it opened in 2010, the landfill has had the planned capacity to absorb the projected population of the metropolitan area for at least the next 60 years. In order to extend the lifespan of the current landfill, the City has implemented a very successful drive-in



recycling center that also happens to be the first publicly-owned and operated recycling facility of its kind in the region. The City also offers a curbside recycling service through a partnership with two private recycling haulers.

In 2015, the City of Bryan's drive-in recycling center, at 2202 Briarcrest Drive, took in over 970 tons of recyclable products and goods. Items ranging anywhere from glass and cans to paper and cardboard are collected and diverted from the area's landfill. With future growth and outward expansion, Bryan may need to consider additional options to optimize recycling across the community. The City of Bryan is committed to seeking ways to improve and expand the recycling services and programs to increase landfill diversion and environmental stewardship and education.<sup>50</sup> Recommendations to accommodate future growth and outward expansion are:

- Consideration should be given to evaluating the container replacement budget once the grant funding has expired, as well as continuously seek additional funding sources and grant opportunities.
- Continue to evaluate the brushy and bulky trash pickup program to ensure that there are adequate drivers and manpower to support this premiere level of service.
- Evaluate additional options for recycling to optimize its use across the community—including single stream recycling, adding another drive-in recycling center, or contracting additional services with a private provider.

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<sup>50</sup> The City of Bryan, <https://www.bryantx.gov/environmental-services/recycling-programs/>

## Coulter Airfield

Coulter Airfield is located on the east side of the City along State Highway 21 E (Texas 21). The land on Texas 21, where Coulter Airfield sits, was donated by the W.J. Coulter Family in 1938. The City of Bryan later bought some adjacent property; which now comprises the 247-acre City-owned airfield.

The airport is home to numerous aviation enthusiasts and also serves as the hub for PHI Air Medical helicopter service.

In 2014, a business plan was created for the airport to address a number of key objectives/issues, including the desire to run the airport as a business, revenue diversification, the need for more hangars and the extension of the runway. The recommendations of the Bryan-Coulter Field Airport Business Plan incorporated management and policy actions, revenue enhancement actions, milestones, and trigger points to improve financial performance and help attract growth.



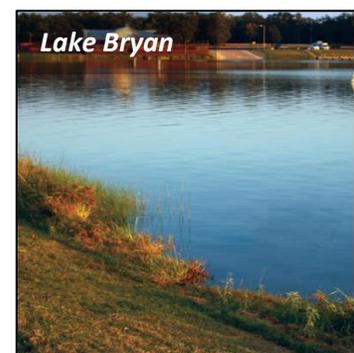
## Bryan Texas Utilities

Bryan Texas Utilities (BTU) is the City of Bryan's electric service provider. It is wholly owned by the City. In 2015, the utility provided service to approximately 1,150 new customers. Over the past few years the utility company has expanded its transmission network to upgrade and increase infrastructure capacity. The utility has taken several innovative initiatives to enhance its service. These initiatives include the supplementation of energy through wind generation and solar arrays, SmartHOME and SmartBUSINESS education programs, and investments in new GIS and operations technology.



## Lake Bryan

Lake Bryan has been a preferred recreation spot for the Bryan/College Station community for many years. Originally built in the 1970s as a cooling element for the Roland C. Dansby Power Plant the lake is now home to both the Texas A&M University Sailing and Crew Clubs, as well as the Lakeside Icehouse.



The lake is a sought after venue for numerous events, including 5Ks, charitable events, reunions, and more. Patrons of the lake enjoy camping, boating, fishing, wakeboarding, and have access to grills and picnic areas as part of their admission. The Lakeside Icehouse is not only a popular restaurant, but is also a weekend concert venue for local musicians, and a multipurpose event venue during the week.

## Future Municipal Service and Public Facility Needs

The Bryan community is currently very well served by the municipal services and public facilities available. The consensus gained from the public input process was that citizens are generally pleased with the provision and quality of services by the City. Residents mentioned a need for gathering spaces, elderly housing options and programs, safer communities, enhanced positive perception, and the improvement of infrastructure in key areas in anticipation of future population growth and development. The City's departments are also well prepared for the projected growth, and are currently anticipating the demands on their personnel, equipment, and facility needs. Many have already mapped out and begun planning for their needs as far as 2040.

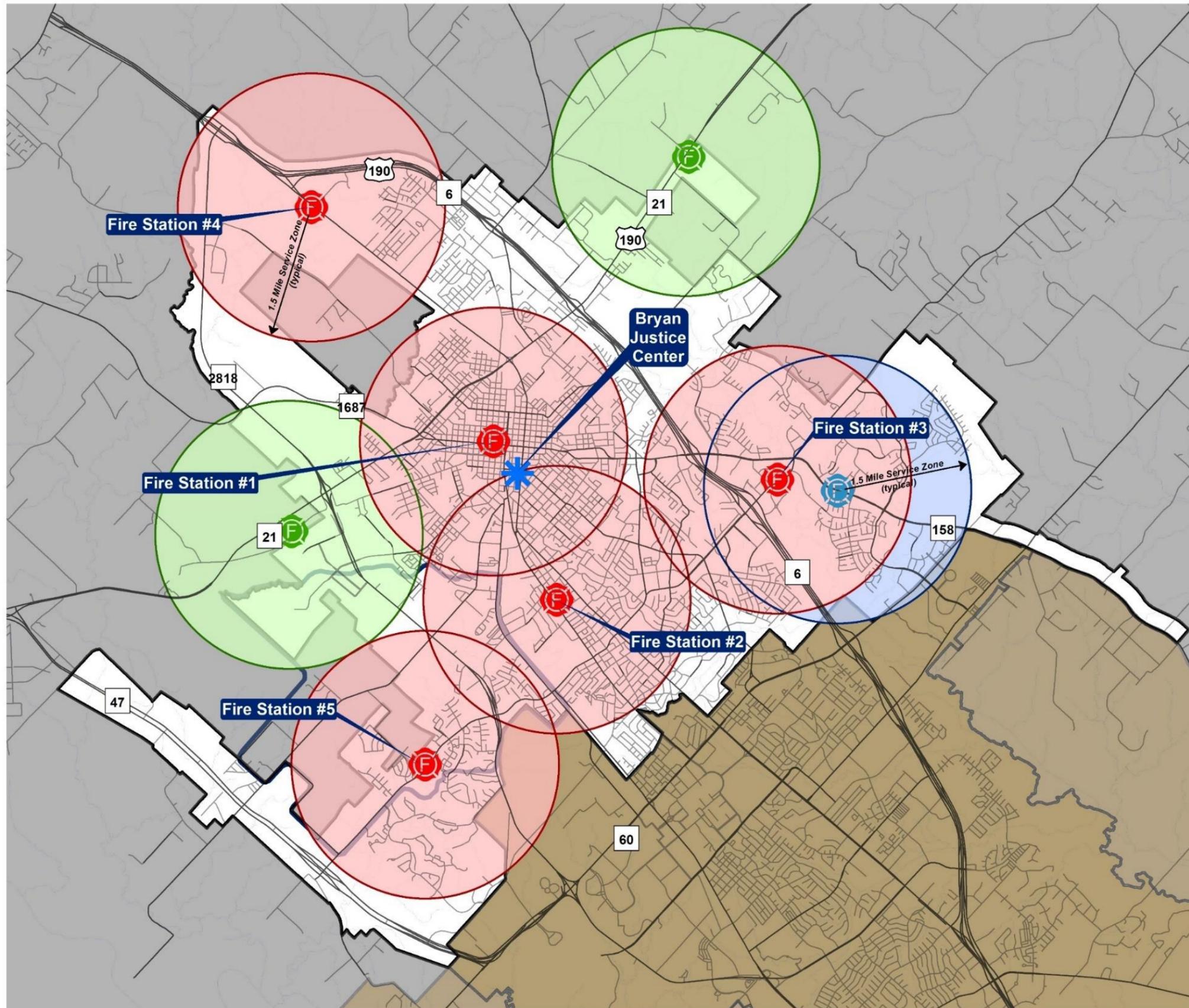
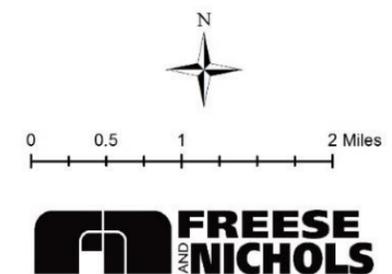
- Fire, EMS and police services will require additional personnel, equipment, and facilities in order to provide adequate response times and services to the citizens of Bryan. New locations will need to be identified for potential expansions and relocations of fire stations and police headquarters in the future.
- The solid waste collection system will need to be constantly monitored for updated technologies and additional personnel needs.
- Expanding the recycling program, including the feasibility of adding additional drive-in locations, should be considered.
- The library system will need to expand or add an additional facility in both Bryan and College Station over the next 20+ years, and it will be important for the City to monitor the system's user trends in order to maximize future additions.
- In addition to facility spaces, it will be critical for the library system to continue investing in technology and digital media provisions for the community. Recent trends have solidified the need and demand for these services, and patrons are expressing a need for increased access to information sources like the Internet, online resources and databases, historical archives, and imagery that are not readily accessible at physical library locations.
- The Animal Center will need to expand its existing building or construct a larger building to accommodate future needs.

## Emergency Services Provision Map

### Map Features

-  Existing Fire Station
-  Potential New Fire Station
-  Potential Fire Station Relocation
-  Bryan Justice Center (Police Station)
-  Current 1.5 Mile Fire Station Service Zone
-  Potential 1.5 Mile Fire Station Service Zone
-  Potential Fire Station Relocation Service Zone
-  Bryan City Limits

Figure 37: Emergency Services Provision Map





## Municipal Services Recommendations

The following recommended policies are related to municipal services and public facilities. The Emergency Services Provision Map, on the preceding page, is intended to be referred to in combination with these recommendations.

**Goal: Ensure the provision of municipal services and public facilities that protect the health, welfare, and safety of Bryan’s residents.**

1

**Provide effective police coverage throughout the community and ensure that facilities and equipment meet community needs.**

MS 1.1: Assess the space needs of the Police Department, and determine if an expansion of the current facility or the construction of a new facility is warranted.

MS 1.2: Establish a desired level of service and work to obtain the necessary number of officers recommended, per capita, to achieve the level of service.

MS 1.3: Provide the Police Department staff with state-of-the-art, regionally, and federally mandated equipment and radio/data communications.

MS 1.4: Consider reinstating the cycle replacement program for fleet equipment to ensure timely and prioritized replacement of equipment when needed.

MS 1.5: Monitor growth in order to maintain an appropriate level of police department staff as the City’s population increases.

2

**Provide effective and responsive fire coverage throughout the community and ensure that facilities and equipment meet community needs.**

MS 2.1: Relocate or expand Station 3. If relocation is the preferred option, consider a site that will fill in service area gaps and provide optimum emergency service coverage.

MS 2.2: Rebuild Station 4.

MS 2.3: Consider the future construction of additional fire facilities (Stations 6 and 7) within an area that is projected for future population growth.

MS 2.4: Monitor growth in order to maintain an appropriate level of fire and emergency medical staff as the City’s population increases.



**Maintain an updated and prioritized capital improvement listing of facility needs, including fire, police, libraries, city administration and other municipal facilities.**

MS 3.1: Examine options for the Bryan Public Library to accommodate the projected 2040 population, including potential expansion.

MS 3.2: Conduct a detailed facility assessment of the Bryan Public Library to determine and prioritize the improvements needed to expand library services and resources.

MS 3.3: Continuously seek funding sources and grant opportunities to assist in equipment replacement and technology upgrades for the various City facilities and departments.

MS 3.4: Continue to evaluate the brushy and bulky trash pickup program to ensure adequate personnel are available to support this current level of service.

MS 3.5: Consider additional options to optimize and expand recycling efforts across the community. Explore the cost effectiveness of various recycling programs such as single stream recycling, school-based recycling centers, and assistance for elderly/disabled citizens. Cost information for providing these services should be represented to the public.

MS 3.6: Expand current incentives for those who participate in the current recycling program.

MS 3.7: Continually explore additional market and partnerships for recycled materials.

MS 3.8: Study the feasibility of additional community, meeting or event space, in the library or other municipal buildings. Identify partnerships and collaborate on funding sources. Identify potential events that may be attracted to a new events center.

MS 3.9: Review the space needs of City departments/programs and associated staff on an annual or biannual basis to ensure accurate CIP planning and budgeting.

MS 3.10: Monitor the level of activity in City-owned facilities in order to provide the appropriate level of maintenance and upkeep to ensure the facilities have an attractive presence for residents and visitors.

MS 3.11: Explore new and innovative methods for acquiring and financing services and facilities.

MS 3.12: Continue to monitor solid waste collection route coverage to assure the provision of quality solid waste collection, and expand the routes when warranted.

MS 3.13: Continue to provide street sweeper services on main corridors.

MS 3.14: Continue to cooperate with other cities and Brazos County through the Brazos Valley Solid Waste Management Agency (BVSWMA).

MS 3.15: Consider the benefits/cost to building a regional fire/police training center that incorporates both physical and tactical training facilities, a burn tower, and other training needs. Identify intergovernmental agencies and educational institutions for possible partnerships and funding opportunities.

MS 3.16: Continue to investigate creative ways to collaborate with adjacent communities and regional organizations to provide enhanced public services and facilities.



**Maintain an updated and prioritized capital improvement listing of water, wastewater, and storm water infrastructure needs based on the recent updates to the water, wastewater and storm water utility plans.**

MS 4.1: Reference and implement the improvements identified in the recently updated water, wastewater and storm water utility plans.

MS 4.2: Reference and implement the recommendations in the 2014 Comprehensive Plan Implementation Progress Report.



# CHAPTER 10 IMPLEMENTATION

# Implementation

## Overview

This final section of the Blueprint 2040 describes specific ways in which the City of Bryan can move from vision to reality. The importance of city planning cannot be overstated - planning ensures future development occurs in a coordinated and organized fashion while preserving valued elements of existing development and infrastructure. The future of Bryan will be shaped with the policies and recommendations developed in this Comprehensive Plan.

Bryan has taken an important next step in defining its future with the adoption of this Plan. The Plan will provide a very important tool for City Staff and civic leaders to use in making sound planning decisions regarding the long-term growth, development and preservation of Bryan. The future quality of life in Bryan will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

## Implementation Responsibility

Planning for the City's future should be a continuous process. Perhaps the most important method of implementing the Comprehensive Plan comes in the day-to-day commitment by elected and appointed officials, staff, and citizens. The Comprehensive Plan in its entirety, along with individual components such as the Future Land Use Plan, Thoroughfare Plan, Growth Area Map, and Parks, Recreation, Open Space, and Trails Master Plan should be available for reference by officials, staff, and citizens. The Comprehensive Plan should be continually referenced in planning studies and zoning cases. High visibility will make the Plan successful, dynamic, and powerful tool for guiding Bryan's future.

The responsibilities for actually initiating and monitoring the goals, objectives, and actions of the Comprehensive Plan are multi-tiered:

- Citizens are responsible for bringing their questions, concerns, and plans for zoning and subdivision related activity to City Staff, and serving on committees and task forces for development of special projects and ordinances.
- City Staff should review all development issues associated with zoning and subdivision of land for compliance with the Comprehensive Plan. Staff should monitor the planning activities in the City, and identify needed revisions and updates to address current and

anticipated conditions. Preparation of the annual budget and Capital Improvements Program should incorporate projects and actions developed in the Plan.

- The Planning and Zoning Commission should use the Comprehensive Plan as a tool for decision making to ensure new development and redevelopment are in accordance with the Comprehensive Plan. The Planning and Zoning Commission should review the Comprehensive Plan on an annual basis to evaluate whether it remains in line with current conditions and trends. On-going evaluations will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term.
- The Parks and Recreation Advisory Board should use the Comprehensive Plan and Parks, Recreation, Open Space and Trails Master Plan as tools to guide parks and recreation planning and development. The parks master plan should be updated within five years of adoption, based on the standards of the Texas Parks and Wildlife Department.
- The City Council should receive and act upon recommendations when they are in accordance with the goals, objectives, and actions stated in the Plan. As an integral participant in the planning process, the Council should provide overall policy guidance and consider any updates and changes when the changes are an extension of the stated purposes of the Plan.

## Top Priority

The efforts conducted to complete the Comprehensive Plan generated a wealth of information and direction for the City of Bryan. In order to refine and focus future efforts, the citizens of Bryan worked to identify the top priorities of the Plan. A review of 156 items yielded 10 items to be considered the City's top priorities for implementation. Table 55 lists the top 10 highest ranking priorities, as identified by the citizens of Bryan, in priority order.

The top parks, recreation, open space, and trails priority actions are listed in the Parks, Recreation, Open Space and Trails Master Plan. They can be referenced on page 288.



TOP PRIORITY ACTIONS		
Chapter	Action Item Number	Action Item
	Economy: EC1.1	Develop intense neighborhood stabilization efforts in underserving areas of the City in order to eliminate blight, increase housing choices, and stimulate new investments.
	Economy: EC2.2	Target infrastructure improvements along South College Avenue and Texas Avenue to increase their attractiveness and desirability to businesses and customers.
	Education: E6.1	Evaluate, along with other community partners, the viability of providing a technical school in Bryan.
	Education: E6.4	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.
	Land Use: FLU5.2	Investigate maintenance programs and encourage the replacement of dilapidated manufactured homes with site built units.
	Transportation: T3.2	Implement the improvements reflected on the Sidewalk Master Plan and Hike and Bike Plan.
	Transportation: T3.3	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.
	Parks:	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.
	Parks:	Seek the acquisition of land as permanent open space designated for minimal development to be preserved for future generations.
	Parks:	Provide all-inclusive playgrounds in new parks, and maintain, upgrade, and replace aging playground equipment.

TOP PRIORITY ACTIONS (cont.)		
Chapter	Action Item Number	Action Item
	Community Appearance: CA8.4	Identify and resolve known code enforcement issues such as blighted areas, unsafe structures, and areas contributing to crime.
	Community Appearance: CA4.2	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.
	Municipal Services: MS4.1	Reference and implement the improvements identified in the recently updated water, wastewater and storm water utility plans.

**Table 55: Top Priority Actions**

# Implementation Matrix

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within Blueprint 2040 will be difficult to realize. Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption. Plan implementation must therefore be prioritized to guide short-term, mid-term and long-term priorities. These priorities must be balanced with timing, funding and City Staff resources.

The following matrix is a summary of the recommendations within this Comprehensive Plan and is intended to provide the City with specific tasks to work toward the vision of this Plan. The individual tables are organized by goals and objectives, followed by the related action items. Action items are assigned a recommended timeframe, as well as an assumed budget, for implementation to commence. The approximate established timeframes and budget assumptions are as follows:

## **Short-Term Recommendations:**

Approximate timeline: zero (0) to five (5) years following plan adoption.

## **Mid-Term Recommendations:**

Approximate timeline: five (5) to ten (10) years following plan adoption.

## **Long-Term Recommendations:**

Approximate timeline: ten (10) or more years following plan adoption.

## **Budget Assumptions:**

- \$** Small ticket items. Examples include administrative policy items that can be accomplished with grant, general funds, or relocation of resources, regulations, plans or studies.
- \$\$** Medium ticket items. Examples include minor neighborhood improvements and aesthetic enhancements.
- \$\$\$** Large ticket items that will require bond or major capital investment. Examples include capital improvement project items.

## Economy

**GOAL: Diversify and strengthen Bryan's economy.**

**Objective EC1: Improve neighborhoods.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
EC 1.1	Develop intense neighborhood stabilization efforts in underserving areas of the City in order to eliminate blight, increase housing choices, and stimulate new investments.				\$
EC 1.2	Provide density bonuses in certain areas of the City if affordable housing is a component of the developments. Fast track permitting for these types of projects.				\$

**Objective EC2: Focus revitalization efforts on South College Avenue and Texas Avenue.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
EC 2.1	Review and revise the South College corridor overlay district to incorporate aesthetic standards recommended in the South College Avenue Corridor Redevelopment Plan.				\$
EC 2.2	Target infrastructure improvements along South College Avenue and Texas Avenue to increase their attractiveness and desirability to businesses and customers.				\$\$\$
EC 2.3	Adopt a Texas Avenue corridor overlay standard.				\$\$

**Objective EC3: Proactively plan for the development of west Bryan and capitalize on area amenities.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
EC 3.1	Foster New Urbanist areas that will become a destination place for employees in the BioCorridor. Consider this a talent attraction strategy related to RVP initiatives.				\$
EC 3.2	Build upon the success of the BioCorridor by continuing to provide compatible commercial and industrial space.				\$
EC 3.3	Spur BioCorridor job development by coordinating workforce and education programs at Blinn College; focused on RVP workforce initiatives and BioCorridor business needs.				\$

#	Action Item	Short Term	Mid Term	Long Term	Budget
EC 3.4	Visit and examine other regional research geographies, such as The Research Triangle in the Raleigh-Durham region of North Carolina. Examine how some of the cities in that region benefitted from direct involvement with the regional economic development organization.				\$
EC 3.5	Look to foster a business park / incubator / maker space near or on the campus of Blinn College to help foster Bryan's entrepreneurship efforts focused on RVP priorities and opportunities. Consider partnering with RVP, local economic development organizations, private sector, Blinn College and Texas A&M University to make this happen.				\$
EC 3.6	Stay in close contact with the RVP leaders to understand what type of industrial and business space will be in most demand by employers in the biotechnology industry. Plan and develop space accordingly.				\$
<b>Objective EC4: Continue to foster rehabilitation and revitalization in Downtown.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
EC 4.1	Promote residential infill in downtown areas, identified by the Downtown Bryan Master Plan.				\$
EC 4.2	Find ways to minimize the disruption of railroad traffic.				\$\$
EC 4.3	Continue to implement to the Downtown Master Plan and develop programs to help small business owners with the cost of redevelopment / barriers to entry.				\$\$
EC 4.4	Target infrastructure improvements in Downtown to increase their attractiveness and desirability to businesses and customers.				\$\$\$
<b>Objective EC5: Foster a better image of Bryan.</b>					
EC 5.1	Send representatives of Bryan to national conferences for planning, urbanism, biotech, and research.				\$
EC 5.2	Continue to promote Bryan to attract new businesses.				\$

## EDUCATION

**GOAL: Promote and leverage Bryan’s numerous educational opportunities and strengths**

**OBJECTIVE: Promote the strengths and educational offerings of Bryan ISD.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
E 1.1	Maintain close relationships with BISD and Blinn College.				\$
E 1.2	Collaborate with Bryan ISD to develop a Marketing and Communication Plan for wide promotion of the ISD’s strengths and accolades.				\$
E 1.3	Identify partnerships with local organizations that can assist the City and Bryan ISD with announcing community achievements and fostering a positive perception of the school district’s health and vitality.				\$
E 1.4	Continue to apply for and receive noteworthy academic excellence awards and honors to boost positive recognition of Bryan ISD.				\$
E 1.5	Market the Life-Long Learning opportunities that are available within the City of Bryan.				\$

**OBJECTIVE: Facilitate Bryan ISD real estate tours and provide diversified housing opportunities that encourage new neighborhood growth within the BISD service area.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
E 2.1	Create a targeted marketing approach to bring attention to and encourage new residential development in areas that are in close proximity to future public school facilities.				\$\$
E 2.2	Create a committee composed of staff from the City, ISDs, TAMU, and Blinn College to share demographic information and discuss changes in population on a semi-annual basis. Distribute demographic information to local organizations, real estate agents, community groups, school boards, and other public agencies.				\$
E 2.3	Identify workforce housing, specifically for teachers and ISD staff members, as an incentive to attract and retain skilled workers.				\$
E 2.4	Continue to identify funding sources, such as the Safe Routes to School program, to fund and construct sidewalks between schools and neighborhoods.				\$

<b>OBJECTIVE: Develop community and business support programs for Bryan ISD schools and teachers.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
E 3.1	Assist the school district and private schools in identifying demographic trends that could potentially impact educational requirements; such as the demand for ESL programs for both students and adults.				\$
E 3.2	Coordinate and co-host accreditation courses and continuing education opportunities that would benefit the local workforce and major industries.				\$
E 3.3	Develop a Friends of BISD partnership program that serves as a forum for local businesses to provide support to school programs and teachers.				\$
E 3.4	Collaborate with local businesses to create recognition programs that honor Bryan ISD teachers/staff for their efforts and contributions to the community.				\$
<b>OBJECTIVE: Continue partnerships with Blinn College to provide educational opportunities for students, adults, and retirees.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
E 4.1	Partner with Blinn College, the Workforce Solutions Brazos Valley and the BCS MPO Area Agency on Aging to expand the Workforce Training Center programs to include adult continuing education, technical skills training and retiree recreation classes.				\$
E 4.2	Conduct focus group discussions with members of various age groups to assess specific needs of different generations, and ensure that the City is adequately providing opportunities to all members of the community.				\$
E 4.3	Partner with Bryan ISD and educational institutions to periodically assess changing workforce training/education needs and industry demands in order to provide the most current and applicable curriculum.				\$
E 4.4	Co-host community events geared toward Life-Long Learning.				\$

<b>OBJECTIVE: Ensure orderly growth and supportive transportation facilities around Blinn College.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
E 5.1	Ensure the incorporation of multi-modal access and safety elements, such as timed intersection crosswalks, traffic calming measures, bicycle parking facilities, pedestrian pathway amenities and wayfinding signage, into the campus.				\$
E 5.2	Evaluate ideal transit routes and pick-up/drop-off locations for the campus.				\$\$
<b>OBJECTIVE: Foster and provide a skilled labor force through the provision of educational facilities and job training programs geared toward workforce training.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
E 6.1	Evaluate, along with other community partners, the viability of providing a technical school in Bryan.				\$\$
E 6.2	Identify what local businesses and potentially new industries would benefit from the provision of a technical school or trade school and what skills and training they require.				\$
E 6.3	Identify potential sites in Bryan that would be suitable for a campus.				\$\$
E 6.4	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.				\$
<b>OBJECTIVE: Coordinate and be actively involved in the future growth and expansion at Texas A&amp;M University's RELLIS Campus.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
E 7.1	Work with Texas A&M University in the design and development of the future improvements to the Texas A&M University – RELLIS Campus.				\$
E 7.2	Assess infrastructure needs and potential impacts of additional population growth in the affected areas.				\$\$
E 7.3	Consider annexation and future land use implications in accordance with the future growth management strategies.				\$\$

## HEALTH AND WELLNESS

**GOAL: Make Bryan the desired healthcare center of the Brazos Valley.**

**OBJECTIVE: Encourage additional medical uses and facility expansions within the Health and Wellness District to create an agglomeration of medical uses and services.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
W 1.1	Create a marketing package to send to regional medical institutions looking to expand.				\$\$
W 1.2	Investigate possible incentives that could be granted to medical institutions that are moving to or expanding in Bryan.				\$
W 1.3	Create a balanced marketing program for both medical research and medical service uses.				\$\$
W 1.4	Continue to refine zoning within the Health and Wellness District to create a compatible environment for medical land uses in accordance with the recommendations of the Bryan Health and Wellness Area Plan.				\$
W 1.5	Plan for street enhancements and branding opportunities in the district.				\$\$

**OBJECTIVE: Encourage the inclusion of neighborhood clinics in various sectors of the community to allow easy access and service to all populations.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
W 2.1	Provide transit connections between neighborhoods and health care facilities.				\$\$\$
W 2.2	Cosponsor and support neighborhood clinic healthy living and wellness programs throughout the City.				\$\$
W 2.3	Provide incentives to medical facilities that relocate into underserved areas.				\$\$
W 2.4	Ensure the zoning ordinance defines and allows neighborhood clinics.				\$

**OBJECTIVE: Partner with Texas A&M Health Science Center and utilize BioCorridor research activities to provide exemplary medical care for Bryan's residents.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
W 3.1	Cosponsor and support Texas A&M Health Science Center community events and services.				\$\$
W 3.2	Coordinate with BioCorridor industries to announce and distribute research information to the community.				\$

**GOAL: Goal: Encourage active lifestyles and healthy living.**

**OBJECTIVE: Implement and expand health and wellness initiatives throughout the City.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
<b>W 4.1</b>	Implement the policies and projects from the Bryan Health and Wellness Area Plan.				\$\$\$
<b>W 4.2</b>	Expand the principles and actions of the Bryan Health and Wellness Area Plan to a broader City-wide scale.				\$\$\$

**OBJECTIVE: Support walkability enhancements and biking opportunities within the transportation network to promote healthy living.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
<b>W 5.1</b>	Conduct a walkability and connectivity assessment for new and existing subdivisions.				\$\$
<b>W 5.2</b>	Create an implementation plan for expanding the non-motorized mobility network.				\$
<b>W 5.3</b>	Investigate an incentive program to retrofit areas without sidewalks.				\$
<b>W 5.4</b>	Integrate walkable design elements in the standards for new subdivisions.				\$
<b>W 5.5</b>	Adopt a bike accessibility plan. Coordinate the planning of a regional plan with College Station, Texas A&M, and the MPO.				\$\$
<b>W 5.6</b>	Develop and encourage Complete Streets principles when building new streets and rehabilitating existing streets.				\$
<b>W 5.7</b>	Provide facilities that allow for the safe movement of pedestrians and bicyclist throughout the City for the purposes of transportation and recreation. Basic facilities that should be provided include sidewalks, bike lanes and multi-use trails.				\$\$\$
<b>W 5.8</b>	Collaborate with Texas A&M University to expand the university's bicycle program into the City.				\$

**OBJECTIVE: Carry out health-related policies in existing plans.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
W 6.1	Promote access to healthy foods by encouraging the development of supermarkets and other establishments that sell nutritious and affordable foods.				\$
W 6.2	Encourage the development of neighborhood services within a 1-1.5 mile walking radius of residential neighborhoods.				\$

## LAND USE

**GOAL: Achieve a complimentary balance of land uses within the City.**

**OBJECTIVE: Achieve a sustainable mix of land use types in suitable locations, densities and patterns.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
<b>FLU 1.1</b>	Identify and resolve conflicts between the zoning map and Future Land Use Plan, and prioritize comprehensive zoning map amendments.				\$
<b>FLU 1.2</b>	Better define the purpose and requirements of the Mixed Use (MU-1 and MU-2) zoning districts.				\$
<b>FLU 1.3</b>	Establish regulations to require public open space that provide opportunities for entertainment, community gatherings and festivals.				\$
<b>FLU 1.4</b>	Promote non-residential tax generating land uses, such as retail, to diversify and increase the City's tax base.				\$
<b>FLU 1.5</b>	Revise zoning regulations to redirect industrial and manufacturing land uses to the Industrial/Business Park areas in order to minimize incompatible land uses within residential areas.				\$
<b>FLU 1.6</b>	Encourage New Urbanist-style development opportunities to provide a sense of place in specific areas of Bryan.				\$

**OBJECTIVE: Utilize and adhere to the Comprehensive Plan as decisions are made.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
<b>FLU 2.1</b>	Reference the Future Land Use Plan in daily decision-making, regarding land use and development proposals.				\$
<b>FLU 2.2</b>	Conduct a major update of the zoning ordinance to implement Comprehensive Plan recommendations.				\$
<b>FLU 2.3</b>	Conduct regular land use and zoning compatibility assessments of neighborhoods and key small areas.				\$
<b>FLU 2.4</b>	Update the Comprehensive Plan on a regular basis, ideally every 10 years. Bring smaller updates forward as necessary.				\$\$

#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 2.5	Rely on the strategies for the nineteen (19) specific study areas to guide zoning and planning efforts.				\$
<b>GOAL: Facilitate orderly, efficient, and attractive development, redevelopment, and infill.</b>					
<b>OBJECTIVE: Ensure that the development process is efficient, understandable and manageable.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 3.1	Conduct an assessment of current development and permitting processes to identify areas for improvement and eliminate inefficiency.				\$
FLU 3.2	Create a new permitting strategy and system for replacing and rezoning areas that have existing manufactured homes.				\$
FLU 3.3	Create a zoning implementation mechanism to facilitate better reuse of existing nonresidential structures.				\$
<b>OBJECTIVE: Produce proactive area plans for key corridors and small areas.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 4.1	Prioritize and conduct neighborhood-scale small area plans, similar to the West Area Plan, for areas designated in the Growth Area Map.				\$\$
FLU 4.2	Assess and prioritize the potential annexation of areas in the ETJ as recommended herein.				\$
FLU 4.3	Develop districts, along Texas Avenue, for character development and strategic investment.				\$
<b>GOAL: Maintain and revitalize older areas and neighborhoods.</b>					
<b>OBJECTIVE: Develop strategies and programs to assist with the rehabilitation of the existing housing stock.</b>					

#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 5.1	Assess the effectiveness of the rehabilitation assistance program, and determine if program modifications (processes, guidelines, etc.) are warranted.				\$
FLU 5.2	Investigate maintenance programs and encourage the replacement of dilapidated manufactured homes with site built units.				\$
<b>OBJECTIVE: Facilitate redevelopment of blighted neighborhoods.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 6.1	Promote the development of neighborhood centers, at major intersections and within neighborhoods, to provide convenience to necessary services.				\$
FLU 6.2	Explore long term strategies for development and redevelopment in blighted areas.				\$
FLU 6.3	Promote retail infill development and rehabilitation efforts along major corridors to foster the conversion of incompatible land uses.				\$
FLU 6.4	Assess the effectiveness of existing regulations for student-oriented housing in residential neighborhoods, and determine what expansion of the regulations is appropriate.				\$
FLU 6.5	Identify and protect buildings that are pivotal to Bryan's heritage through community engagement, funding assistance, and regulatory oversight.				\$\$
FLU 6.6	Identify sidewalk needs throughout the community and partner with local businesses and residents to conduct repairs.				\$\$\$
FLU 6.7	Consider catalyst projects for blighted areas.				\$\$
<b>OBJECTIVE: Encourage the development of affordable housing that is tailored to the particular needs of the community and individual neighborhoods.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 7.1	Ensure that the zoning ordinance provides for a diverse mixture of housing types and sizes to create full life-cycle housing within Bryan.				\$

#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 7.2	Identify the neighborhoods and small areas where manufactured housing is appropriate.				\$
FLU 7.3	Develop and adopt new design standards for manufactured housing.				\$
FLU 7.4	Use the current Residential Neighborhood Conservation (R-NC) district and revise the current ordinance to address student housing in single family homes.				\$
FLU 7.5	Explore the feasibility of an affordable housing study. Until such time that the City can commission a study, maintain and rehabilitate existing housing stock.				\$
<b>OBJECTIVE: Make South College Avenue an eclectic, unique, urban and student-centric district.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
FLU 8.1	Develop neighborhood plan(s) for the redevelopment of single family homes into higher density student housing.				\$\$
FLU 8.2	Develop neighborhood plan(s) for the conservation of single family neighborhoods in appropriate areas.				\$\$
FLU 8.3	Foster an environment for organic growth through adaptive reuse of existing structures.				\$
FLU 8.4	Facilitate a well-planned and orderly transition to higher-density development in appropriate areas.				\$
FLU 8.5	Promote businesses that are attractive to college students and young adults.				\$

## TRANSPORTATION

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

**OBJECTIVE: Ensure that the transportation network and land use objectives are effectively coordinated.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
T 1.1	Utilize the Thoroughfare Plan and Future Land Use Plan during the subdivision and site development review process to ensure that the provisions for adequate roadway infrastructure are secured.				\$
T 1.2	Continue to refine the extensions of thoroughfares in targeted growth areas.				\$

**OBJECTIVE: Create a functional roadway network that provides north/south and east/west corridors for vehicular mobility.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
T 2.1	Continue to implement a multi-year street improvement program and capital improvement program.				\$

**OBJECTIVE: Encourage the utilization of alternative modes of transportation, including design for pedestrians, bicycles, and transit, for all ages and abilities.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
T 3.1	Improve the sidewalk network and ensure that new roadways and roadway reconstruction incorporate pedestrian facilities.				\$\$\$
T 3.2	Implement the improvements reflected on the Sidewalk Master Plan and Hike and Bike Plan.				\$\$\$
T 3.3	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.				\$
T 3.4	Study the feasibility of an expanded transit system and identify opportunities for future funding.				\$\$

**OBJECTIVE: Foster interagency cooperation between TxDOT, the MPO, the City of College Station, Texas A&M University, the Brazos Transit District, and other organizations.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
T 4.1	Continue to pursue projects with BCS MPO and TxDOT.				\$
T 4.2	Continue to find new avenues to encourage cooperation between parties within the BCS MPO.				\$

## COMMUNITY APPEARANCE

**GOAL: Celebrate the City’s diversity, distinct history and unique characteristics.**

**OBJECTIVE: Provide social activities and cultural events that celebrate the City's diverse population.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 1.1	Continue to partner with the Downtown Bryan Association and other civic groups to host community events such as block parties, street festivals and parades.				\$\$
CA 1.2	Promote the success of these events through community partners, local businesses, regional publications, and online forums.				\$
CA 1.3	Identify and promote the economic benefits of community events to local businesses and encourage them to participate in and sponsor community events.				\$

**OBJECTIVE: Provide opportunities for cross-cultural exchange among ethnically diverse populations in Bryan.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 2.1	Co-sponsor public multi-cultural events.				\$\$

**OBJECTIVE: Support and expand cultural venues within the City.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 3.1	Promote Bryan’s existing cultural venues to generate community pride.				\$

**OBJECTIVE: Incorporate public art that is reflective of the City’s diverse nature and historic background.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 4.1	Create a committee to address and recommend what direction a public art program in Bryan should take.				\$

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 4.2	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.				\$\$
CA 4.3	Solicit local artists within the community to submit works of art to be chosen by the community for the identified locations.				\$
CA 4.4	Promote the public art movement and encourage local businesses to participate and sponsor the projects.				\$
CA 4.5	Collaborate with Bryan ISD, Blinn College and Texas A&M to showcase and display student art at key intersections.				\$\$

**GOAL: Strengthen Bryan’s image, identity and aesthetic appeal**

**OBJECTIVE: Develop community designated themes to create unique identities that distinguish different neighborhoods and districts throughout the City of Bryan.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 5.1	Create an implementation plan for projects identified by the Way Finding Committee. Incorporate specific projects into the Capital Improvement Program.				\$\$
CA 5.2	Focus time and resources to enhance key visual corridors, such as South College Avenue, State Highway 47, State Highway 6 and State Highway 21.				\$\$\$

**OBJECTIVE: Implement landscaping and other design regulations to improve corridor aesthetics.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 6.1	Develop a tree preservation ordinance.				\$
CA 6.2	Ensure that landscaping elements are integrated in corridor pilot programs.				\$
CA 6.3	Ensure that required landscaping elements are maintained and allowed to thrive.				\$

**OBJECTIVE: Increase non-residential building design standards for new development.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 7.1	Evaluate building material and architectural design guidelines to incorporate as additional development standards.				\$
<b>OBJECTIVE: Implement a proactive code enforcement program.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 8.1	Conduct a visual property and building maintenance survey in order to establish improvement priorities.				\$
CA 8.2	Adopt a limited property maintenance code following the completion of the building maintenance survey.				\$
CA 8.3	Establish a proactive code enforcement program to implement current and revised regulations.				\$
CA 8.4	Identify and resolve known code enforcement issues such as blighted areas, unsafe structures, and areas contributing to crime.				\$\$
CA 8.5	Collaborate with owners to bring manufactured housing parks and industrial units up to adopted standards.				\$
<b>OBJECTIVE: Offer incentives for exterior renovations of existing deteriorating businesses.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 9.1	Consider rebate programs for improvements to existing commercial buildings/sites in designated areas, such as along South College Avenue.				\$\$
CA 9.2	Establish an award that recognizes commercial owners that make significant exterior improvements to their existing buildings/developments.				\$
<b>OBJECTIVE: Create gateways into Bryan at highly visible locations.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 10.1	Prioritize key gateway locations and implement a timeline for developing said gateways.				\$
CA 10.2	Develop a signage design plan that incorporates a consistent conceptual design for primary and secondary gateway features and wayfinding signage.				\$\$
<b>OBJECTIVE: Create a promotional program for residents and visitors that advertises key events, activities and other positive features and attributes of Bryan.</b>					

#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 11.1	Partner with local organizations, including Bryan ISD, to publish a monthly advertisement or article listing key accomplishments and/or upcoming events in their publications.				\$
<b>OBJECTIVE: Transform Texas Avenue into a vibrant, unique and attractive corridor that serves as a valuable gateway into Bryan.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
CA 12.1	Evaluate and produce a proactive area plan for the redevelopment of Texas Avenue.				\$\$
CA 12.2	Focus CIP efforts on key landscaping, streetscape, and aesthetic enhancements along Texas Avenue.				\$\$\$
CA 12.3	Improve corridor aesthetics by burying or improving utilities, particularly franchise utilities.				\$\$\$

## MUNICIPAL SERVICES

**GOAL: Ensure the provision of municipal services and public facilities that protect the health, welfare, and safety of Bryan’s residents.**

**OBJECTIVE: Provide effective and responsive police coverage throughout the community and ensure that facilities and equipment meet community needs.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
MS 1.1	Assess the space needs of the Police Department, and determine if an expansion of the current facility or the construction of a new facility is warranted.				\$\$
MS 1.2	Establish a desired level of service and work to obtain the necessary number of officers recommended, per capita, to achieve the level of service.				\$\$\$
MS 1.3	Provide the Police Department staff with state-of-the-art, regionally, and federally mandated equipment and radio/data communications				\$\$\$
MS 1.4	Consider reinstating the cycle replacement program for fleet equipment to ensure timely and prioritized replacement of equipment when needed.				\$
MS 1.5	Monitor growth in order to maintain an appropriate level of police department staff as the City’s population increases.				\$

**OBJECTIVE: Provide effective and responsive fire coverage throughout the community and ensure that facilities and equipment meet community needs.**

#	Action Item	Short Term	Mid Term	Long Term	Budget
MS 2.1	Relocate or expand Station 3. If relocation is the preferred option, consider a site that will fill in service area gaps and provide optimum emergency service coverage.				\$\$\$
MS 2.2	Rebuild Station 4.				\$\$\$
MS 2.3	Consider the future construction of additional fire facilities (Stations 6 and 7) within an area that is projected for future population growth.				\$\$\$
MS 2.4	Monitor growth in order to maintain an appropriate level of fire and emergency medical staff as the City’s population increases.				\$

**OBJECTIVE: Maintain an updated and prioritized capital improvement listing of facility needs, including fire, police, libraries, city administration and other municipal facilities.**

#	Action Item	Short Term	Mid Term	Long Term/	Budget
MS 3.1	Examine options for the Bryan Public Library to accommodate the projected 2040 population, including potential expansion.				\$\$
MS 3.2	Conduct a detailed facility assessment of the Bryan Public Library to determine and prioritize the improvements needed to expand library services and resources.				\$\$
MS 3.3	Continuously seek funding sources and grant opportunities to assist in equipment replacement and technology upgrades for the various City facilities and departments.				\$
MS 3.4	Continue to evaluate the brushy and bulky trash pickup program to ensure adequate personnel are available to support this current level of service.				\$
MS 3.5	Consider additional options to optimize and expand recycling efforts across the community. Explore the cost effectiveness of various recycling programs such as single stream recycling, school-based recycling centers, and assistance for elderly/disabled citizens. Cost information for providing these services should be represented to the public.				\$
MS 3.6	Expand current incentives for those who participate in the current recycling program.				\$\$
MS 3.7	Continually explore additional market and partnerships for recycled materials.				\$
MS 3.8	Study the feasibility of additional community, meeting or event space, in the library or other municipal buildings. Identify partnerships and collaborate on funding sources. Identify potential events that may be attracted to a new events center.				\$\$
MS 3.9	Review the space needs of City departments/programs and associated staff on an annual or biannual basis to ensure accurate CIP planning and budgeting.				\$
MS 3.10	Monitor the level of activity in City-owned facilities in order to provide the appropriate level of maintenance and upkeep to ensure the facilities have an attractive presence for residents and visitors.				\$
MS 3.11	Explore new and innovative methods for acquiring and financing services and facilities.				\$
MS 3.12	Continue to monitor solid waste collection route coverage to assure the provision of quality solid waste collection, and expand the routes when warranted.				\$
MS 3.13	Continue to provide street sweeper services on main corridors.				\$
MS 3.14	Continue to cooperate with other cities and Brazos County through the Brazos Valley Solid Waste Management Agency (BVSWMA).				\$

#	Action Item	Short Term	Mid Term	Long Term	Budget
MS 3.15	Consider the benefits/cost to building a regional fire/police training center that incorporates both physical and tactical training facilities, a burn tower, and other training needs. Identify intergovernmental agencies and educational institutions for possible partnerships and funding opportunities.				\$\$
MS 3.16	Continue to investigate creative ways to collaborate with adjacent communities and regional organizations to provide enhanced public services and facilities				\$
<b>OBJECTIVE: Maintain an updated and prioritized capital improvement listing of water, wastewater, and storm water infrastructure needs based on the recent updates to the water, wastewater and storm water utility plans.</b>					
#	Action Item	Short Term	Mid Term	Long Term	Budget
MS 4.1	Reference and implement the improvements identified in the recently updated water, wastewater and storm water utility plans.				\$\$\$
MS 4.2	Reference and implement the recommendations in the 2014 Comprehensive Plan Implementation Progress Report.				\$\$\$

**Table 56: Implementation Matrix**



# BLUEPRINT 2040

BRYAN ★ TEXAS